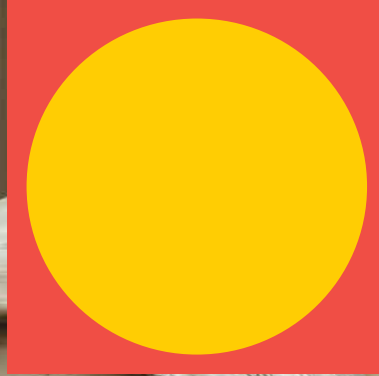




MEANS
THE WORLD



INVEST IN THE WEST

Leveraging Opportunities in Western Adelaide

Our vibrant City is open for business



The City of Charles Sturt would like to acknowledge the land we occupy today is the traditional lands of the Kaurna people and that we respect their spiritual relationship with their country. We also acknowledge the Kaurna people as the custodians of the greater Adelaide region and that their cultural and heritage beliefs are still as important to the living Kaurna people today.

CONTENTS

- 4 /** Message from the Mayor
- 6 /** Our Vision and Aim
- 7 /** Invest in the West
- 8 /** Our City of Charles Sturt
- 9 /** Geographic & Transport
- 10 /** Charles Sturt – A Great Place
- 12 /** Commercial Opportunities
- 14 /** A Liveable City of Charles Sturt
- 15 /** Live in the West
- 16 /** Sports, Recreation and Leveraging Events
- 18 /** Arts & Culture
- 19 /** Key Growth Sectors
 - 19 /** Urban Development
 - 19 /** Tourism
 - 20 /** Defence and Manufacturing
 - 21 /** Health
- 22 /** Strategic Pillars
- 23 /** Key Economic Initiatives
- 25 /** Our Commitment to Investment and Growth



MESSAGE FROM THE MAYOR



The City of Charles Sturt is at the heart of Western Adelaide. The Charles Sturt area is home to over 124,000 (ERP, 2022) residents and 105 different cultures.

The wider Western Region represents over 360,000 people and over 25% of greater Adelaide's population and almost 25% of its businesses. Western Adelaide is set between the CBD of Adelaide and the coast with a port, airport, a dynamic business environment and an innovative workforce.

The region has over \$25.5 billion costed for projects in the pipeline over the next 10 years.

The City of Charles Sturt and Western Adelaide has transitioned from a manufacturing based economy to a knowledge based economy. The Advanced Business Services sector of our economy represents 29% of all businesses. Here in Charles Sturt we are attracting a new wave of young professionals to our new housing developments and character homes.

These innovative professionals will continue to drive our local economy.

The Western Business Leaders initiative consisting of networking, events and business support is a valuable network for local businesses.

We will continue to engage with business and ensure we create positive dialog with our local business community as well as seeking to attract new businesses from interstate and overseas.

Consider investing in Western Adelaide and Charles Sturt.

A handwritten signature in black ink that reads "Angela". The script is fluid and cursive.

Angela Evans
Mayor



OUR VISION AND AIM

The strength of our economy is closely linked to the quality of life enjoyed by our community. A vibrant local economy provides local employment opportunities, services and facilities, and walkable local neighbourhoods. Building better businesses locally and globally.



INVEST IN THE WEST

Located in Adelaide's west, the City of Charles Sturt is a vibrant and attractive city for people to live, work, play and invest.

The future of our western region is strong.

Western Adelaide has over \$25.5 Billion (B) in major projects underway or proposed including:



\$1B

Adelaide Airport Expansion



Bowden

\$1B

Bowden Village development



WEST

\$1B

WEST development



T2D
TORRENS TO
DARLINGTON

\$15.4B

South Road Torrens
to Darlington project

It is estimated that these projects represent **over 50% of all SA's major infrastructure projects** in the next four years. In addition, the region has major shipbuilding facilities at Techport which is building the new state of the art Hunter Class Frigates, maintaining the Collins Class submarines and seeking to build the future submarines.

With over 11,850 (ABR 2023 figure) businesses operating and committed to the region, an exciting and sustainable employment base of skilled and committed employees has been created.

The City of Charles Sturt can help you unlock the investment and growth opportunities for your business in Western Adelaide.

Why your business should be located here.



\$6.03B

A strong economy



11,850

Number of businesses
(2023) already here



60,639

Employed residents who are
increasingly educated/skilled



46,743

Local jobs



15 MINUTES

from the CBD and airport



\$507.183 M

Building Approvals (value)

2022/23 Source ABS,
Building Approvals, Australia
Residential \$364.243
Non-residential \$142.939

The Cities of Charles Sturt, Port Adelaide Enfield, Holdfast Bay and West Torrens collaborate as the Western Adelaide Tourism Alliance and have developed a joint Economic Development Strategy, 'Building Western Adelaide', to drive economic outcomes for our region.

OUR CITY

The City of Charles Sturt is situated west of the Central Business District of Adelaide, South Australia extending to the coast with a population of approximately 124,000.

People choose to live in the city because it is close to the beach, the Adelaide CBD, the airport and regional shopping facilities.

124,000

City of
Charles Sturt
population



GEOGRAPHIC AND TRANSPORT



The City of Charles Sturt is in the heart of Western Adelaide between the city and the sea. Charles Sturt enjoys the competitive advantage of being extremely well located to Adelaide's transport corridors, while adjacent to the CBD. Transport assets that connect to Charles Sturt are the port, Outer Harbor, Adelaide Airport, the Northern Expressway and the upgrade of South Road. In addition, the city is serviced by two railway lines, a tram line to the city and numerous bus and bikeways.

CHARLES STURT A GREAT PLACE





Semaphore



SEMAPHORE PARK

Military Rd



West Lakes

1

Frederick Rd

Tapleys Hill Rd

WOODVILLE WEST

G

2

Findon Rd

Trimmer Pde

FINDON

Findon

Grange Rd

HENLEY



Fulham Gardens

WOODVILLE NORTH

Torrens Rd

3

1

Woodville Rd



Arndale

WOODVILLE

36ers Arena



Welland

BEVERLEY

G

HINDMARSH

2

4

3

4

Hindmarsh Stadium

Port Rd

South Rd



Grange



Henley Beach

ST VINCENT GULF

River Torrens

River Torrens



City



Employment Lands



Gig City Sites



Major Shopping Centres



Hospitals



Golf Clubs



Major Developments



1 West, West Lakes



2 The Square, Woodville West



3 Woodville Rd, Woodville



4 Bowden Village, Bowden



Entertainment Venues



1 Woodville Town Hall



2 The Gov



3 Holden Street Theatres



4 Adelaide Entertainment Centre

COMMERCIAL OPPORTUNITIES

The Australian and South Australian Governments are funding \$15.46 billion to enhance the North South Road corridor. This project, along with the recently completed South Road Superway, will improve linkages between Port Adelaide, industrial and commercial zones, Adelaide Airport and Southern Adelaide.

The Western Region contains more than 23% of the State's manufacturing businesses and is increasingly recognised for its biomedical, advanced manufacturing, office and warehousing opportunities. Industrial and commercial development in Charles Sturt is also strong with \$230 million of development approved in 2021/22 and \$407 million in 2020/21. The City of Charles Sturt is an ideal location to grow your business.

Council has seven major industrial areas, and five district shopping centres including Westfield West Lakes and Armada Arndale.



Ngutungka West Lakes and Complexica building

Employing more than 100 staff across 4 offices, Complexica is a leading provider of Artificial Intelligence software applications that can optimise sales, marketing, and supply chain decisions. Complexica were founded upon the research of several world-renowned computer scientists, and have commercialised a modularised software platform called Decision Cloud® that empowers staff across multiple business functions to make better decisions. Decision Cloud® is powered by their award-winning Artificial Intelligence engine Larry, the Digital Analyst®, which was named the 2018 Australian Innovation of the Years.



Having run three tech companies across three continents during the past 25 years, I can say with confidence and surety that there's no better place to be located than Australia - it provides the best base from which to build a global tech business in terms of quality of life, access to talent, and business opportunities. Within this great country, I am a passionate South Australian, and within this great state have found West Lakes to be the location of choice for Complexica's head office. The City of Charles Sturt council area provides an unmatched balance of scenic environments - from lakes to palms to beach sand - with easy access and unparalleled working conditions for our staff. Come visit our new head office building to see what a great environment this is for a high-tech business!

Matthew Michalewicz, CEO, Complexica



A Skilled Workforce

Our employment profile demonstrates a rapidly increasing skilled and educated workforce that is the basis for a creative and innovative community. The multicultural backgrounds of our community provide a unique and well-connected resource capable of increasing your global competitiveness.

The newly built Findon Technical College, co-located with Findon High School, will open in 2024. The new college offers industry training programs in advanced manufacturing and engineering, health and social support, and early childhood and education.

Council plays an active role in helping businesses find talent, through relationships with local employment agencies and facilitating events to promote local opportunities.



Western Adelaide Jobs Expo 2023 at St Clair Recreation Centre

A LIVEABLE CITY



The population of the Western Adelaide is estimated to grow by over 42,000 people over the next 18 years.

Growth in housing in close proximity to employment and the CBD continues to attract investors and homeowners alike to the City of Charles Sturt. Charles Sturt boasts some of the largest residential character areas such as Bowden, Croydon, Henley Beach and Grange while offering both smaller town houses, new dwellings and units at a variety of price points, located close to services and transport.

Council is committed to mitigating climate change, protecting green space, and sustainability initiatives. Bowden is an exemplary example of an eclectic retail mix and innovative urban design, with bespoke residential offerings and bold sustainability initiatives.

Urban growth in Charles Sturt is being led by four major projects valued at over \$2.6 billion:



Bowden – Life More Interesting

\$1 billion project of over 2,400 dwellings in a higher density form 20,000sqm of commercial and up to 16,000 sqm of retail



The Square at Woodville West

\$130 million and over 400 houses



St Clair

\$500 million, 1,700 homes



WEST

\$1 billion including 1,600 dwellings with significant main street commercial opportunities.

Our commitment to improving the liveability of our city through diverse residential areas blend history, culture and sustainability to create a vibrant community that your business can be a part of.

Charles Sturt's Your Neighbourhood Plan has been adopted to improve the liveability of our City, with pilot areas in Royal Park, Hendon, and Seaton.



LIVE IN THE WEST

Charles Sturt has a rich array of entertainment, recreation and cultural assets supported by varied accommodation close to the city and airport.

The inner west of Charles Sturt has many historic hotels, the Adelaide Entertainment Centre and Adelaide's premier live music venue The Governor Hindmarsh which feature popular international and local acts.

Heading further west, you can find a range of multicultural centres and restaurants reflecting the diverse and embracing community that is Charles Sturt.

The coastline has some unique assets such as Wara Wayingga - Tennyson Dunes, West Lakes, and Henley Square. Henley Beach and Grange create a vibrant mix of locals and visitors enjoying quality food and wine while taking in the views and some amazing sunsets.

Located nearby is West Beach Parks, a diverse accommodation and recreational facility that attracts over 700,000 visitors per year.

The Western Adelaide region is promoted through the Adelaide Beaches tourism website, which has been developed in partnership with the Cities of Holdfast Bay, West Torrens, and Port Adelaide Enfield (the Western Adelaide Tourism Alliance).

Adelaide Beaches
Dive into the West

adelaidebeaches.com.au



**Adelaide
Beaches**
Dive into the West



SPORTS, RECREATION AND LEVERAGING EVENTS

The City of Charles Sturt is located between the Adelaide CBD and the sea. The city offers inner city lifestyle apartments at Bowden, with just a tram ride to the city and the new Royal Adelaide Hospital. Charles Sturt has the longest (11.5 km) uninterrupted stretch of metropolitan beach in South Australia.

Beach

The Coast Park is a shared use path which will link the entire metropolitan foreshore. At the centre of the coast is Henley Square, the best boutique beach destination in Australia. The Military Road and Main Street Public Plaza \$14.2 million upgrade was completed in 2022 resulting in an extended adjacent plaza and uplifted surroundings.



Coast Park

Soccer/Football

Coopers Stadium is one of Australia's top soccer venues. It is the home of soccer in South Australia hosting A-League side Adelaide United in Hindmarsh. It is also used to host live music concerts and hosted soccer games as part of the FIFA Women World Cup 2023.

Coopers Stadium underwent a \$53 million redevelopment, in preparation for the FIFA Women's World Cup Australia and New Zealand 2023.



FIFA Women's World Cup Australia and New Zealand 2023

Golf

Western Adelaide also boasts four world class golf courses: Royal Adelaide, Grange, Kooyonga, and Glenelg Golf Clubs. Within Charles Sturt, there are golf clubs located in Seaton, Grange, West Lakes, and West Beach.

LIV Golf taking place at Grange Golf Club is a great event for our City. The economic impact of this event is far reaching with accommodation bookings at record levels and fans enjoying the delights of our Western Adelaide beaches and hospitality. The event is set to return to our city in future years.

Australian Rules

AAMI Stadium was built in 1974 to host Australian Rules football matches and is the home training ground of one of Adelaide's two national football teams the Adelaide Crows. The teams are planning to relocate their training facility and the area will be retained as open space.

The West Development is transforming the site to create a new master planned mixed use housing, commercial, and retail development overlooking the Grange Golf Course. The development has received several design and landscaping awards. The \$1 Billion investment into the redevelopment is set to create 1,400 direct jobs and 900 supply chain jobs.

Rowing

West Lakes has an Olympic standard rowing course and is also popular for Dragon Boat racing.

Basketball

The Adelaide 36ers Arena at Beverley is a privately owned multi-purpose stadium and is currently the home of the Adelaide 36ers and Adelaide Lightning Basketball teams. The area is currently earmarked for a \$20 million redevelopment. The Adelaide 36ers play their home games at the Adelaide Entertainment Centre, Hindmarsh.



ARTS & CULTURE

The City of Charles Sturt has a strong commitment to the development and provision of arts, events, and cultural opportunities that are progressive, innovative and embrace a variety of stimulating approaches, mediums and scales. Council supports creatives and city activation through a variety of programs, funding streams, and support.

The City of Charles Sturt Means the World

The City of Charles Sturt is home to 105 diverse cultures that have made our City a vibrant and dynamic community unlike any other in South Australia. We want to celebrate this rich tapestry of culture within our community.



| Australian Native Food Co with grant-funded mural art



KEY GROWTH SECTORS

Given the opportunities that such investment can generate, the City of Charles Sturt established an Economic Development Strategy 2022-26 which identified our strengths in the following Growth Sectors:

- Urban Development
- Tourism
- Defence and Advanced Manufacturing
- Health

Urban Development



Concept of MAB Development, Bowden

Tourism



Blue Rose Henley



West Beach Parks is a world-class tourism, sport and recreation precinct, providing exceptional leisure experiences. The Precinct covers 135 hectares of beachfront land and comprises two accommodation properties including the award winning and much loved BIG4 West Beach Parks, two public golf courses, diverse competition-level sporting facilities, meeting and events venues, a boat haven and a broad range of lessees. Each year over 700,000 visitors enjoy all that is on offer at West Beach Parks.

Kate Anderson, CEO, West Beach Parks



West Beach Parks

Defence and Advanced Manufacturing



The Hygiene Co. is Australia's first dedicated manufacturer of plastic-free wet wipes (did you even know that most on supermarket shelves are plastic?). With innovation at the core of the business, co-founders Phil Scardigno and Corey White saw the volumes of plastic waste and knew that something had to change.

Their manufacturing operations benefit from the Woodville North location, with suppliers such as Opal Packaging and Bowden Print so close that staff can simply walk across the road to do business.

Phil Scardigno, The Hygiene Co



The Hygiene Co



Mactaggart Scott Australia, Peter Richings



"The western suburbs of Adelaide have been home to the Detmold Group for over 50 years. Spread across several sites, and with a large focus on manufacturing here in South Australia, the west has provided ample room for growth as a business as well as a central location for our employees. With everything that the western suburbs has to offer, the Detmold Group will continue to flourish as a global business for years to come"

Sascha Detmold Cox, Acting Co-CEO, Detmold Group

Health

Health is the largest employer in South Australia and has also replaced manufacturing as the largest employer in Charles Sturt.

The health care and social assistance sector represents over 27,700 jobs in Western Adelaide, while the professional and scientific sector has over 7,200 jobs. The health sector is increasing rapidly in Western Adelaide. Between 2016 and 2021 the health care and social assistance sector grew by 23.5%.

The health, professional and technical services industries contribute significantly to building the health and medical technology sector, creating high value added jobs.

Western Adelaide has a growing health business cluster. Starting in the West End of Adelaide, the Royal Adelaide Hospital and the SA Health and Medical Research Institute has one of the

richest health and medical research centres in the Southern Hemisphere. This is strengthened by the health cluster around The Queen Elizabeth Hospital on Woodville Road which also includes the Basil Hetzel Institute and Hospital Research Foundation. The Welland Healthy Living Precinct supports co-working along with health and wellbeing start-ups and links to the nearby Novita and Adelaide Active Rehab & Therapy facility.

The population of the Western Adelaide Region is estimated to grow by over 42,000 people over the next 18 years. Growth in housing in close proximity to employment and the CBD continues to attract investors and homeowners alike to the City of Charles Sturt. The redevelopment of The Queen Elizabeth Hospital (TQEH) and relocation of rehabilitation services from outside the region, will support this growing population now and into the future.



Healthy Living Precinct, Welland

STRATEGIC PILLARS

The Economic Development Strategy also outlines the following Strategic Pillars to guide economic development efforts:

- Business Friendly
- Diverse and Advanced Economy
- Knowledge and Innovation
- Vibrant and Liveable City

“

Proudly a South Australian Family owned and operated business since 2009, Gelista craft and produce premium wholesale and retail ice cream and gelato products. The award-winning flavour selection features ingredients which are source direct from the farmer wherever possible. Being situated in Western Adelaide then have good access to local and interstate distribution partners as well as the city and the airport.

Peter Cox, Gelista

”



Gelista (and at tourism networking event)



“

Whola is Australia's leading business to business fashion wholesale platform. Whola was created by Alice Fitch after years in the fashion industry showed her it was broken. This innovative platform greatly reduces the risk retailers take by removing the need to forecast stock requirements and providing flexible financing options. For fashion brands, Whola offers a scale of market not seen through any other wholesale channels.

“We chose to head quarter Whola in Charles Sturt as it's a vibrant and accessible part of the city fringe. My previous business had operated in the area and I always found the council to be supportive, innovative and future focused.

Alice Fitch, Founder, Whola

”

KEY ECONOMIC INITIATIVES

Western Business Leaders

Council plays an important role in facilitating a connected entrepreneurial ecosystem through Western Business Leaders we work with key business leaders in Charles Sturt and Western Adelaide. Thought leadership business breakfasts, strategic networking and industry-based forums facilitate opportunities for businesses to connect, grow, and innovate.

Various event and workshop series occur throughout the year, including women in the West, tourism industry networking and much more.



WBL event at Healthy Living Precinct



Anisha Sanghavi - Incredible Smiles



Melissa Tonkin - The Gov

Employment Lands – Council has undertaken a planning policy review of industrial lands to increase flexibility and has engaged with land owners and operators to improve infrastructure.

GigCity Precincts – Two GigCity Precincts have been established at Hendon and Welland which feature ultra high-speed fibre connections. The Hendon Creative GigCity Precinct has a creative industries focus centred around Sunjive Studios which specialise in film and media production. The Welland Healthy Living GigCity Precinct includes a multi-functional co-working hub, events space and podcasting studio. The hub supports collaboration between start-ups, businesses and entrepreneurs in the health and wellness industries.



About three years ago, Sunjive Studios made a visionary decision to connect to GigCity internet. The allure of the GigCity network was undeniable, offering easy setup and ultra-fast speeds that catered perfectly for our clientele of tenants and filmmakers. The powerful cloud computing and storage capabilities provided by GigCity supported highly interactive and visually immersive experiences, aligning perfectly with the needs of the film industry.

At Sunjive Studios, we aim to attract a diverse range of businesses that require high-speed, reliable internet connectivity. We sought to accommodate professionals from the film industry, professional gamers/streamers, videographers, content creators, and more. With GigCity, we have already achieved part of our goal, successfully drawing the attention of these target clients. The fast and reliable internet offered by GigCity has become instrumental in bringing interstate clients from the film industry to Sunjive Studios. As our brand awareness continues to grow, we anticipate attracting even more of our desired clientele.

Troy Wilkey, Facilities Manager,
Sunjive Studios Adelaide



Troy Wilkey, Sunjive Studios and Centre for Creative Photography Owner (Sunjive tenant), Gavin Blake

Urban Renewal Group – Aimed at assisting developers to receive an integrated and streamlined approach to delivering significant development outcomes with the minimum of fuss.

Mainstreets and Placemaking – Our Economic Development and Placemaking teams work closely with traders to improve and activate our mainstreets.



Willow Bend Coffee Roasters, Queen Street

OUR COMMITMENT TO INVESTMENT AND GROWTH

Western Adelaide has over \$25.5 billion in major projects in the immediate future ranging from an airport expansion, road renewal, essential residential and commercial development to support an ever growing community.

Council has an Economic Development Coordinator and team to ensure that the business community's issues and views are advocated to State and Federal Governments and that business-to-business relationships are fostered and enhanced. Collaboration and innovation are core values that guide the City of Charles Sturt in working with its business community.

Such an approach enables businesses to invest and grow with confidence knowing that such support exists and you can be heard. The Economic Development Strategy can be viewed at charlessturt.sa.gov.au



Invest in the West – investment networking business breakfast, Adelaide Entertainment Centre

To get the latest information, or simply to
view the investment prospects visit
charlessturt.sa.gov.au/InvestintheWest

72 Woodville Rd, Woodville 5011
8408 1111

charlessturt.sa.gov.au

 facebook.com/CharlesSturtBusiness

 facebook.com/CityofCharlesSturt







For more information on investment opportunities contact:

charlessturt.sa.gov.au/business/invest-in-the-west
business@charlessturt.sa.gov.au

Selma Barlow
Economic Development Coordinator
0404 409 585
sbarlow@charlessturt.sa.gov.au

Craig Daniel
Manager Urban Projects
0413 449 601
cdaniel@charlessturt.sa.gov.au

City of Charles Sturt | PO Box 1 | Woodville SA 5011