



NEXT GREAT CITY





SOUTH AUSTRALIA

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City of Playford is undergoing a massive transformation - from Holden heartland to South Australia's Next Great City.

As one of Australia's fastest growing Councils, we know we must be open to ideas and create our own opportunities – both in the short term to address the closure of General Motors Holden and in the longer term as our local industrial base transitions.

Our Mayor and Councillors have an aggressive plan to transform Elizabeth's CBD with \$400 million invested in the past two years alone.

Our high-tech health and sports precincts are being developed along with business and creative hubs. Our CBD in Elizabeth is being remodelled into an entertainment and cultural showpiece complete with the Playford Ice Arena, new \$50M hotel, restaurants, cafes, bars, community services, carpark and open green spaces.

Population forecasts indicate a growth rate of nearly 40% from 94,000 in 2018 to more than 130,000 residents by 2039.

Development and job creation in the north is the engine driving growth across the state. Playford is positioned at the gateway to northern South Australia's Barossa Valley food and wine region, and major economic investment in renewable energy and mining based in Port Augusta, Whyalla and Peterborough.

Playford's Sports Precinct will position Playford as a destination for sport. Providing opportunities for people to experience world-class facilities and attract international tournaments and competitions as well as generate further global exposure for the state. The longer term will see the expansion of the

area around the north's flagship hospital, the Lyell McEwin, into a high-tech Health Precinct. It will feature tertiary training, research, allied health facilities and residential accommodation, including ACH Group's \$80M health and wellbeing development, serving the needs of northern Adelaide and beyond.

It's important to note that almost three quarters of our current investment is funded by the private sector as well as State and Federal Government grants.

The advantage for commercial operators interested in investing in Playford is that we have vast amounts of green-field development spaces that are shovel ready for immediate construction.

Our Council is commercially focussed and has a clear track record of working in partnership with private and public developers to bring world class facilities and venues to our community and the state.

Playford is open for business. We welcome the opportunity to work with anyone who is interested in developing SA's Next Great City.

Mal Hemmerling
CEO



INVESTMENT STRATEGY



| Capital Project | Funding (Local, State or Federal Government or Private) | Jobs | Value | Status |
|---|--|---------------------------------|---------------|--|
| City of Playford Tennis Centre | Local & State | 77 construction 6 ongoing | \$8.9M | Complete |
| Adelaide United Clubrooms | Local | 9 construction | \$1M | Complete |
| Fremont Park | Local & State | 17 construction | \$2M | Complete |
| Prince George Plaza | Local & Federal | 40 construction | \$5.5M | Complete |
| Eyre Sports Park | Local & Private | 48 construction 10 ongoing | \$5.5M | Complete |
| Playford Lawn Bowls | Local | 60 construction 10 ongoing | \$7M | Complete |
| Local infrastructure improvements | Local | 223 construction | \$30M | Complete 30 June 2018 |
| Car Park | Local & State | 64 construction 5 ongoing | \$7.4M | In construction |
| Grenville Hub | Local | 50 construction 10 ongoing | \$5M | Commence construction August 2018 |
| Prince George Plaza restaurant and cafes | Local | 40 construction 10 ongoing | <\$1M | Detailed design |
| ACH Development | Private | 688 construction 120 ongoing | \$80M | Commence construction November 2018 |
| Playford Arena | Government & Private | 344 construction 70 ongoing | \$40M | Funding secured |
| Hotel | Private | 300 construction 220 ongoing | \$50M | Commence construction January 2019 |
| Playford Medical Hub | Private | 100 construction 150 ongoing | \$12M | Under contract |
| Drakes | Private | 300 Construction 250 Ongoing | \$80M | Approved, Commence construction? |
| Dept. of Child Protection (CBD office) | Local & State | 259 construction 400 ongoing | \$38M | Awaiting State Gov. sign off |
| Kaufland | Private | TBA | \$23M | Pending approval |
| Treasury Wine Estates re-development Penfield | Private | TBA | \$28M | TBA |
| TOTAL | | 3880 Jobs | \$424M | |

PLAYFORD ARENA

(\$40M)

The \$40 million international standard multi-purpose sports and entertainment facility is set to host significant sporting events and concerts including ice hockey and figure skating world championships and national and international rock-climbing championships.

The arena will also be a major concert venue attracting major national and international entertainment and music acts.

Open late 2019



Open November 2019



PLAYFORD HOTEL

(\$50M)

A developer is currently in an exclusivity contract period to design and construct a seven storey, 260 room, 4.5 star hotel for the northern CBD featuring a rooftop bar, in-house ground level restaurants, fitness and day spa facilities.

The hotel will provide high standard accommodation for people visiting to attend conferences, sporting events and other activities.

CBD MEDICAL HUB

(\$12M)

GPaxis Medical Group is set to develop the \$12M Playford Medical Centre to support growth in health service needs in the region.

The proposed multi-storey facility will provide access to GPs, specialists and allied health practitioners, reducing the reliance on the Lyell McEwin Hospital while servicing the community with after-hours GP visits and potential day surgery facilities.

Open 2019



Open February 2019



PRINCE GEORGE PLAZA RESTAURANT AND CAFE

(\$1M)

New retail café and restaurant tenancies for Prince George Plaza are in the process of design and construction. These businesses will provide convenient indoor and al fresco café and dining options for people visiting the CBD for events, shopping or cultural activities in Prince George Plaza and Shedley Theatre.

Opened October 2017



PRINCE GEORGE PLAZA

(\$5.5M)

Prince George Plaza is the heart of the CBD – a meeting place and venue for unique activities, events and cultural experiences.

It pays homage to the city's history with the restored Windsor Green fountain, originally unveiled by Queen Elizabeth II, and links new and existing retail, commercial, hospitality and entertainment facilities together with the added connectivity of free Wi-Fi and smart infrastructure.

CBD GOVERNMENT OFFICES

(\$38M)

The \$38M project is set to be the new northern base for the Department of Child Protection.

This government service will support the growing needs of a diverse community and bring 400 workers into the city, boosting the economy and community activation of the plaza and surrounding retail businesses.



Planning phase

Open November 2018



CARPARK

(\$7.4M)

With capacity for up to 361 vehicles the CBD carpark is a critical factor in enabling progress on the CBD's proposed hotel, retail ventures, medical hub, government offices and Playford Arena – projects that will greatly increase visitation to the CBD creating the need for parking space.

The \$7.4M carpark has received \$1.5M in State Government funding.

PLAYFORD HEALTH PRECINCT

(\$80M - ACH Project)

The City of Playford is developing a high-tech, smart health hub that will see the expansion of the area surrounding the Lyell McEwin Hospital into an interconnected health precinct featuring tertiary training, research capability, allied health facilities and residential accommodation.

The precinct will include a centre for restorative health and wellness to be constructed by the ACH Group.



ACH works start July 2018

Premiers 2016



ADELAIDE UNITED

(\$1M)

Ridley Reserve is now the official training base to the Australian A-League team and 2016 Champions and Premiers, Adelaide United Football Club.

The complex includes a dedicated training centre, multi-purpose community hall and two soccer pitches, equivalent to those at Hindmarsh Stadium.

TENNIS CENTRE

(\$8.9M)

The \$8.9M facility, featuring 26 international standard Plexipave courts, was opened in 2017 and hosted a Tennis International pro tournament in partnership with Tennis SA and Tennis Australia in December 2017.

The ATP Men's Challenger and ITF Women's Future tournaments saw 120 players from 27 countries take part in the inaugural event. The event will be run again this year.



Opened 2017

Open June 2018



PLAYFORD BOWLING CLUB

(\$7M)

The largest undercover lawn bowls complex in the southern hemisphere is currently under construction within the City of Playford Sports Precinct.

The centre will be home to the Playford Bowling Club and includes modern clubrooms with the undercover artificial pitches located on Goodman Road in Elizabeth South.

EYRE SPORTS PARK

(\$5.5M)

Eyre Sports Park is part of the newly renamed suburb of Eyre, bordered by Womma, Stebonheath, Petherton and Andrews Roads, a development partnership between the City of Playford and AV Jennings.

Construction of the new community clubrooms is now completed and ready for rugby, cricket and soccer clubs to call home.



Stage one complete
Open June 2018