

Code Amendment Team
Attorney-General's Department
GPO Box 1815
Adelaide SA 5001



plansa@sa.gov.au

19/10/2021

To whom it may concern,

RE: Riverbank Precinct Code Amendment

On behalf of the Tourism Industry Council South Australia (TICSA), I am writing to provide a submission to the Riverbank Precinct Code Amendment.

TICSA is the peak body for South Australia's tourism industry and represents over 1,000 tourism businesses across the state. Our purpose is to advocate for, engage with and strengthen tourism businesses to grow the visitor economy.

As you would be aware, the tourism and hospitality sector play a critical role in our state's economy in both driving economic prosperity and employment opportunities, across Adelaide and our regions. Prior to COVID-19, visitor expenditure in South Australia reached a record breaking \$8.1 billion, with 18,000 tourism businesses directly employing over 40,000 workers. Our industry has been hit hard by COVID, with our visitor economy now worth only \$5.8 billion.

As we transition from the health emergency phase into recovery and eventually focus our attention back to growth, our state needs to be well placed to stand out amongst our global competitors. Now is the time to re-imagine how we utilise our city's wonderful assets, to stimulate innovation and investment in the types of experiences and offerings that locals and visitors alike will seek in the future. Revitalising the Riverbank Precinct and maximising the activation, accessibility and social amenity of the area has been identified as a strategic opportunity for over 10 years now. And while great progress has been made in that time, there is far more potential that can be realised if the land is unlocked further.

The flow-on economic activity for Adelaide's visitor economy from the continued activation of the Riverbank Precinct cannot be underestimated. And while the Code Amendment is only an enabler of future investments, it should be recognised that it will contribute to the Government's *South Australian Visitor Economy Sector Plan 2030* which sets a bold ambition to grow our visitor economy to \$12.8 billion by 2030 and generate an additional 16,000 jobs by focussing on six priority areas: Marketing, Experience & Supply Development, Collaboration, Industry Capability, Leisure & Business Events and Promoting the Value of Tourism.

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TICSA: Tourism Industry Council South Australia

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In principle, TiCSA is supportive of the Riverbank Precinct Code Amendment, with the caveat that our support and feedback is limited to the two precincts that are directly related to tourism and our visitor economy – the Entertainment Precinct and the Active Waterfront Precinct. We do not make comment or have a position on the Health Precinct or Innovation Precinct proposed in the document.

Specifically, we offer the following comments:

- Precinct 2: Entertainment Precinct. Summary of issues and considerations (page 22 & 23):
 - Policy considerations should not only ‘facilitate additional food and beverage infill opportunities’ but other activations that deliver desirable visitor experiences.

- Precinct 3: Active Waterfront Precinct. Summary of issues and considerations (page 26):
 - Opportunities / issues should not only ‘activate the precinct through food and beverage offerings’ but other activations that deliver desirable visitor experiences.
 - Policy considerations – should a consideration be included for visitor and pedestrian safety around the precinct to support continued activation and vibrancy after dark (noting that safety has been addressed in Performance Outcome 4.4 (page 54) and proposed new Performance Outcome 2.6 (page 60)?

- Recommended policy changes (page 39 & 40):
 - We support all proposed zoning and policy changes relating to Entertainment Subzone.

- Attachment C – Proposed Code Policy
 - City Riverbank Zone:
 - DTS/DFP 1.1 (page 49): We have no objections to the addition of ‘Arena’. However, we question the intent of the existing item of ‘Entertainment venue’ – would an arena not constitute an ‘entertainment venue’? And if not, should terminology ‘entertainment venue’ be broadened to enable development of any type of venue that provides for visitor experiences – this could be entertainment-related but may also be cultural or other innovative experiences that have not yet been imagined.
 - We have no further comments or objections to the other proposed amendments for this Zone.
 - Riverbank Subzone:
 - We support the proposed Desired Outcomes, Performance Outcomes and DTS/DPFs and offer no further comment.

I welcome the opportunity to discuss any of the comments we have provided with you further. Please feel free to contact me directly on 0419 841 190.

Warm regards,



Shaun de Bruyn
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Tourism Industry Council South Australia (TiCSA)

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