



MEDIA ADVICE: Embargoed until 1am 16 June 2016

GLENELG JETTY REJUVENATION POTENTIAL TO GENERATE 500+ JOBS

A new economic analysis report for the Glenelg Jetty Rejuvenation, which aims to create an iconic tourism gateway for South Australia, estimates the project will generate more than 500 jobs and add \$42M per year to the state economy - paving the way for market testing and investor engagement.

The City of Holdfast Bay Mayor, Mr Stephen Patterson, this week received the results of an independent Benefit Cost and Input-Output Analysis undertaken by the [SA Centre for Economic Studies](#) the analysis indicates that significant quantified and sustainable economic benefits will be derived from this project. It is estimated that across the 5 year construction phase, on average, gross state product (GSP) will be raised by \$42M annually and 289 full time equivalent jobs per year will be created – peaking at over 500 jobs in years 3 and 4 of the project.

The analysis proves that the project will increase international and interstate visitor expenditure bringing \$150M aligning with the Australia wide approach of Tourism 2020.

“Detailed analysis on each of the individual elements of the project including extensive community consultation will be required”

“Council is encouraged by these results as it shows a positive result however it is clear the project will depend on financial contributions from both State and Federal governments as well as the private sector to ensure its success”

“Council is committed to building a stronger region and will continue meeting with key players to secure commitment for the concept” Mayor Patterson said.

“Council will work with key stakeholders, in particular presenting to the State Government to explore how they may drive this project forward to benefit all South Australians.”

The Glenelg Jetty Rejuvenation vision focuses on returning Glenelg Jetty to the glory days of the early 1900s, when the popular 381m-long tourism attraction boasted tea rooms, public baths, an aquarium and a kiosk.

The rejuvenation concept currently proposes a 30m-wide and 300m-long jetty featuring a boutique hotel, public baths, public pavilion, public event space, a terminal for ferries and seaplanes, moorings for luxury yachts and possibly a marine research centre.

Jetty Road Mainstreet Committee and Council commissioned [Mott MacDonald](#), the company responsible for the project and design management of the \$535 million Adelaide Oval upgrade; and [Woods Bagot](#), the global design studio responsible for the global-award-winning SAHMRI building to develop the Jetty concept.

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Media enquiries:

Call 81799521 for photo, vision and interview opportunities including:

- interviews or further comments from City of Holdfast Bay Mayor, Mr Stephen Patterson
- high-resolution concept images

MORE INFO:

- [Glenelg Jetty Rejuvenation Video](#)
- [Glenelg Jetty Rejuvenation low resolution \(concept imagery\)](#)
- [Glenelg Jetty Rejuvenation high resolution \(concept imagery\)](#)

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