



LIVE, WORK,
VISIT AND INVEST
INVESTMENT PROSPECTUS

WELCOME TO HOLDFAST BAY



While our climate enables us to enjoy all that our beach-front lifestyle offers, our people strive to make the best of this beautiful place, and to welcome others to share it.

Right now, the world is shining a spotlight on Adelaide. Our capital city is consistently topping lists: lists of the world's most liveable cities; most affordable housing; most notable tourism destinations. Lists of best wines, foods and festivals. Lists of unique experiences, one-off finds and quirky offerings. And on Adelaide's own lists, Holdfast Bay is a consistent chart-topper – most sustainable city; highest day-tripper tourism visitations; and fastest growing real estate values.

If Adelaide is one of the most liveable cities, Holdfast Bay undeniably offers some of the most liveable suburbs. Glenelg, Brighton, Somerton Park, Seacliff and Kingston Park; these well-served, conveniently located Holdfast Bay suburbs all hug our 11-kilometre strip of premier, metropolitan beach. They each bask in South Australia's enviable Mediterranean climate. And they each boast their own distinctive history, character and qualities.

This prospectus shines the spotlight specifically on those defining qualities. It details the features that persuade people to live here, and convince them to stay. It outlines the many reasons people choose to work, and invest in doing business here. And it highlights the attractions that entice people to visit and to return.

I invite you to explore these pages and find out why Holdfast Bay is the ideal place to live, work and visit. Invest the time, and see where it leads you. We hope it leads you here, to "Our Place".

Stephen Patterson, Mayor
City of Holdfast Bay



Holdfast Bay has everything on offer, including 11 kilometres of Adelaide's best, most accessible beaches.

If the South Australian 'crown' has a jewel, surely it's Holdfast Bay. As the state's first mainland settlement, our homes, buildings and environment are rich in character and history. Just 20 minutes from the Adelaide CBD to our own thriving retail, business and entertainment district, and five minutes from Adelaide airport, with an efficient, effective public transport network (including tram, train, bus and bikeways) – we're easily accessible. With every business from light industry to high-end tourism outlets and all the butchers, bakers and artisan shoemakers you could hope for in between – we're well-served. And we were named South Australia's Most Sustainable City for 2014, so we know our environmental, health and community development programs are second to none.

But it's our 11 kilometres of sandy, white beaches that define our character and our enviable lifestyle. There's just something about being able to start, break or end your day with a lungful of fresh, pure sea air that invigorates the body, mind and spirit.

So, come to Holdfast Bay. Go straight to the beach. Take off your shoes, plunge your toes into our soft white sand and take in the far horizon. Then take a deep breath and turn around. Take in our city, and imagine yourself here.

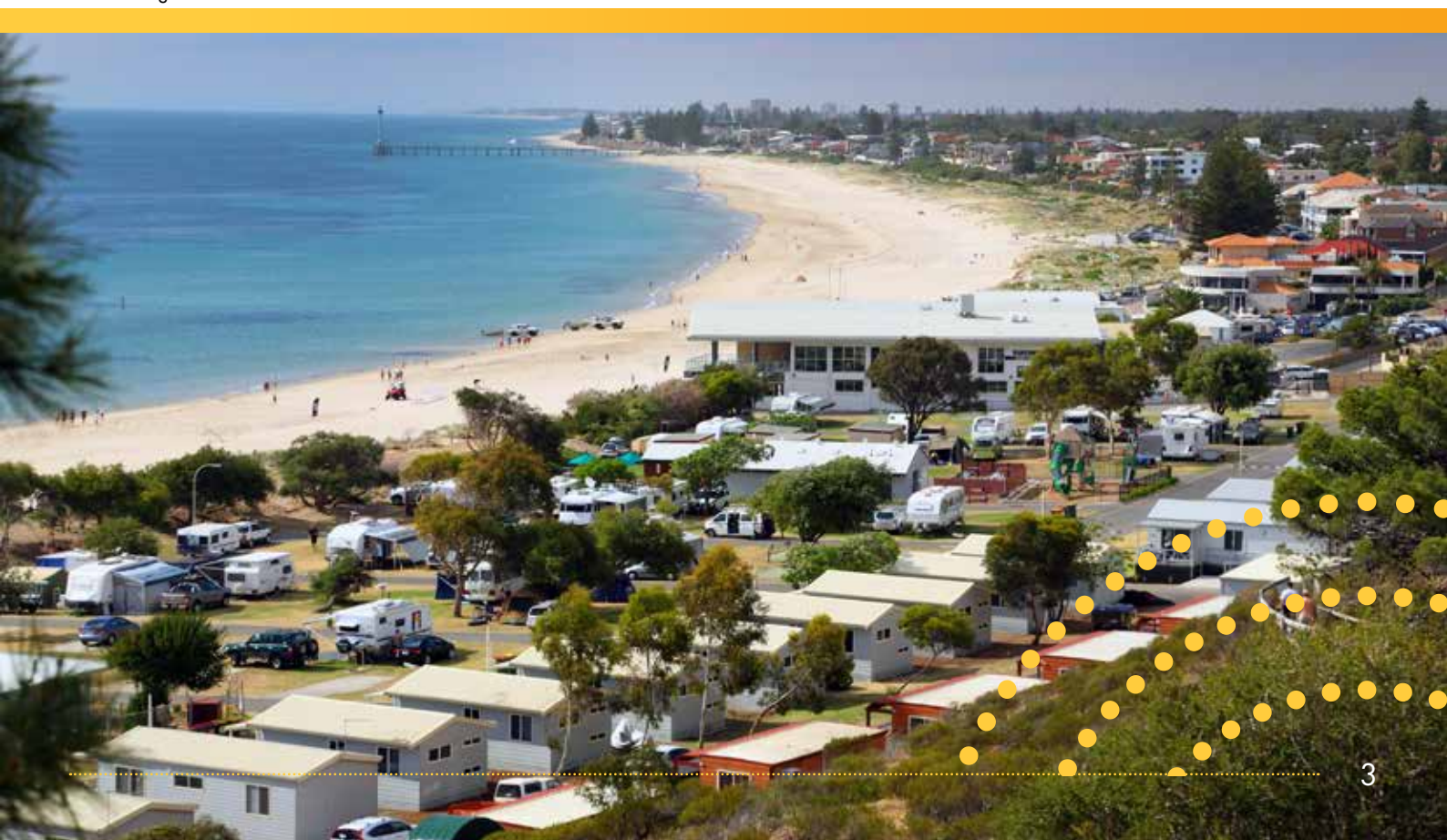
You're welcome.

Justin Lynch, Chief Executive Officer
City of Holdfast Bay

CONTENTS

Introduction	4	Real Estate Services	17
Location Overview.	6	Events	18
Demographics and key statistics	8	Recreation and Activities.	20
Market Profiles	9	Arts, Culture and Heritage	22
Vision	10	Cycling and Walking Trails	23
Major Capital Projects	10	Accommodation	24
Services	11	Function Venues	25
Retail Precincts	14	Further Information.	26

Brighton Caravan Park



INTRODUCTION

South Australia is a state of 1.6 million people, with most of the residents living along the coastline. Its capital city, Adelaide, is the fifth-largest city in Australia, and home to 1.2 million people.

What's more, Adelaide has been rated among the world's most liveable cities¹, with its relaxed lifestyle adding to the benefits of a strong and diverse economy, globally renowned education system, and a safe, scenic natural environment.

The City of Holdfast Bay is one of the most celebrated places to live, work, visit and invest in the Adelaide metropolitan area – and it's easy to see why. It has:

- An ideal location, just 20 minutes from Adelaide's city centre, and ten minutes from Adelaide Airport.
- An 11-kilometre coastline comprised almost entirely of beautiful, sandy beaches.
- An extensive public transport system which includes tram, train and bus routes directly to the heart of the Adelaide CBD.
- Close proximity to the new State Aquatic Centre, and Marion Westfield Shoppingtown – South Australia's largest suburban shopping Centre.
- Easy access to community services, superior education, health and retail options.
- Quality recreation facilities, rich heritage and beautiful natural environment.
- A vibrant tourism sector which attracts over a million visitors annually, plus more than 200 public events and festivals per year, and a range of family-friendly attractions and tours.
- Over 30 diverse accommodation options offering 1500 beds with an average length of stay around 2.4 days and average occupancy rate of 73.1%.
- An excellent variety of function venues catering for up to 500 seated and 760 cocktail-style.

The City of Holdfast Bay shines as a popular destination to live, do business, hold an event, visit and invest; and this prospectus showcases the breadth and depth of our thriving economy, and the enormous benefits of being a part of it.



Glenelg Beach

¹Economist Intelligence Unit 2015



LOCATION OVERVIEW

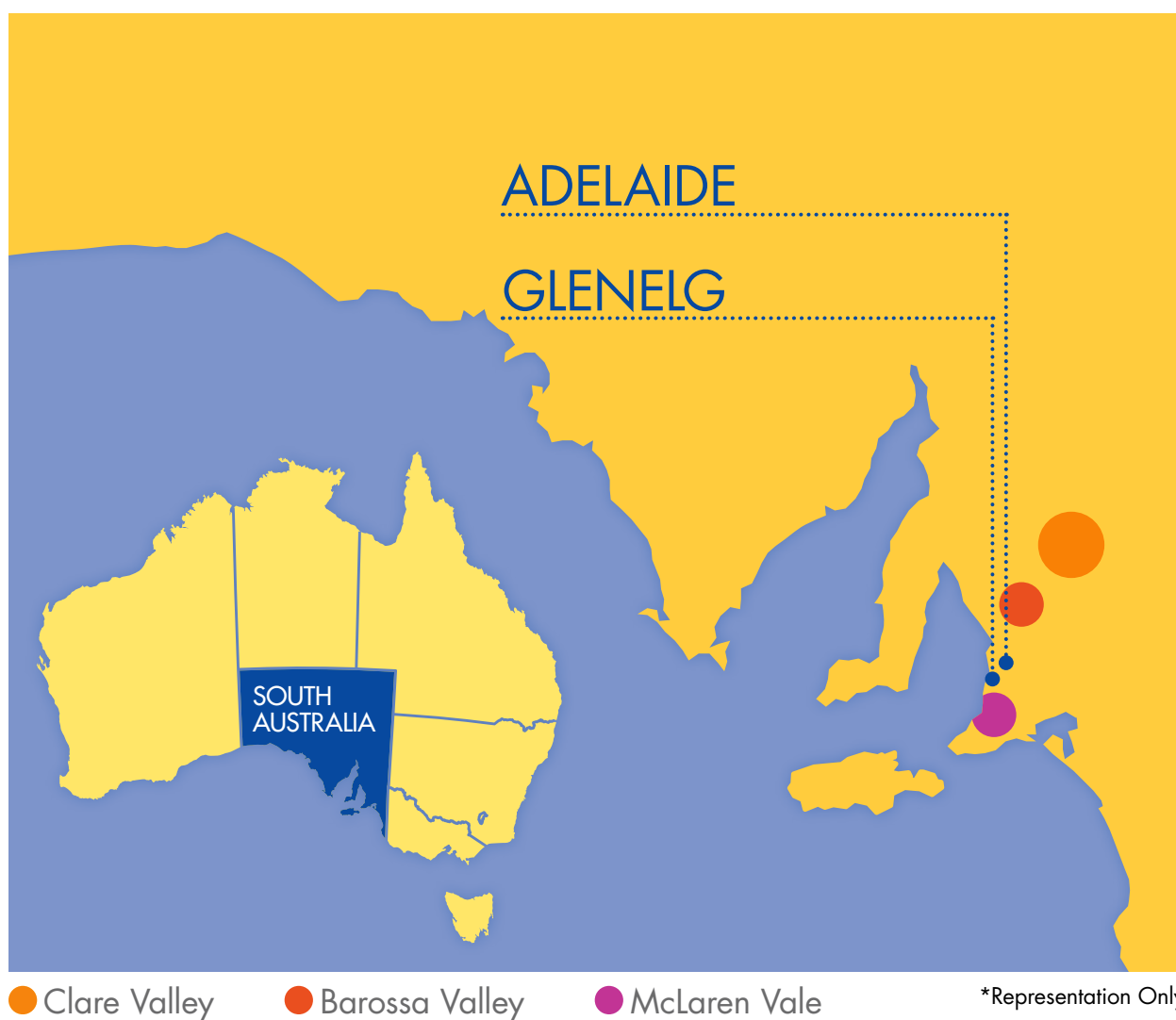
The City of Holdfast Bay encompasses some of Adelaide's most historic and iconic seaside suburbs.

Its municipal area:

- Covers an area of 14 square kilometres with no part of the city more than 2.5 kilometres from the beach.
- Is home to 37,263 residents², in the suburbs of Brighton, Glenelg, Glenelg East, Glenelg North (part), Glenelg South, Hove, Kingston Park, North Brighton, Seacliff, Seacliff Park (part), Somerton Park and South Brighton.
- Is the site of Glenelg, South Australia's original mainland settlement dating back to 1836, and

remains to this day, the cultural and social hub of Holdfast Bay.

- Features predominantly residential areas, with some commercial land use in Brighton and Glenelg, and a light industrial sector in Somerton Park.
- Enjoys the perfect Mediterranean climate of summer temperatures averaging around 27°C, and winter months around 15°C.



²2016 Population Data

ATTRACTIONS

1. OLD GUM TREE
2. AIR RAID SHELTER
3. GLENELG LIBRARY
4. PARTRIDGE HOUSE
5. HMS BUFFALO
6. ADELAIDE SCUBA CLUB
7. MARINA PIER RESTAURANTS AND SHOPS
8. TEMPTATION SAILING
9. THE BEACHOUSE
10. BAY DISCOVERY CENTRE
11. GLENELG JETTY
12. PIONEER MEMORIAL
13. SACRED HEART COLLEGE
14. BRIGHTON SAND DUNES
15. BRIGHTON HIGH SCHOOL
16. ALWYNDOR
17. BRIGHTON LIBRARY
18. ARCH OF REMEMBRANCE
19. BRIGHTON JETTY
20. KINGSTON HOUSE
21. TJILBRUKE MONUMENT & LOOKOUT
22. TJILBRUKE SPRINGS
23. GU FILMHOUSE GLENELG
24. FORESHORE PLAYGROUND

ACCOMMODATION

1. ADELAIDE INTERNATIONAL MOTEL
2. ATLANTIC TOWER MOTOR INN
3. BAY MOTEL HOTEL
4. BAYBEACHFRONT APARTMENTS
5. BAYSWATERFRONT APARTMENTS
6. BAYVIEW APARTMENTS
7. BEST WESTERN ENSENADA
8. BRIGHTON CARAVAN PARK
9. BUFFALO MOTOR INN
10. COMFORT INN ANZAC HIGHWAY
11. COMFORT INN HAVEN MARINA
12. CORFU HOLIDAY UNITS
13. GLENELG BEACH HOSTEL
14. GLENELG GATEWAY APARTMENTS
15. GLENELG HOLIDAY APARTMENTS
16. GLENELG LAKE HOLIDAY UNITS
17. GLENELG MOTEL
18. GLENELG PACIFIC APARTMENTS
19. GLENELG SEAWAY APARTMENTS
21. GRANDVIEW HOUSE
22. LA MANCHA HOLIDAY SUITES
23. MARCO POLO APARTMENTS
24. NORFOLK MOTOR INN
25. OAKS LIBERTY TOWERS
26. OAKS PLAZA PIER
27. SEA COTTAGE
28. SEAWALL APARTMENTS
29. STAMFORD GRAND ADELAIDE
30. TAFT MOTOR INN
31. WATER BAY VILLA B & B
32. WATERMARK GLENELG

LEGEND

-  ACCOMMODATION
-  ATTRACTIONS
-  CAR PARKS
-  PUBLIC TOILETS
-  PLAYGROUNDS
-  BBQ AREAS
-  BUS STOP
-  TRAM STOP
-  SURF CLUB
-  PUBLIC BOAT RAMP
-  VISITOR INFORMATION CENTRE
-  COASTAL WALKING TRACK
-  MAIN SHOPPING PRECINCTS



DEMOGRAPHICS AND KEY STATISTICS

The City of Holdfast Bay is undergoing an exciting demographic change.

With a measurable decrease in the number of residents aged between 70–84 years of age, there has been an increase in young workforce aged 25–34 years, older workers and retirees aged 50–69. Predominately female workforce, tertiary educated, with low unemployment, the City is poised to embrace this demographic shift and local economic growth.

- In 2015, the population of the City of Holdfast Bay was 37,263 people, residing in 17,000 dwellings, resulting in an average household size of 2.10.
- Households are likely to be second home buyers or changeover buyers, professionals, own two cars with a high disposable income.
- The 30 to 49 year age group is predicted to have the largest growth in the next 5 years.

- Gross regional product was \$1.3b as of the 30 June 2015. This makes up 1.3% of South Australia's total economic activity.
- The top 4 industry sectors which are the key drivers of Holdfast Bay's economy in terms of regional exports, employment, value-added and local expenditure on goods and services are;
 - Health Care and Social Assistance
 - Accommodation and Food Services
 - Retail Trade
 - Rental, Hiring and Real Estate Services.
- A total of 11,131 local jobs and 3229 businesses are registered within the City of Holdfast Bay. A 2015 analysis of jobs revealed the three most popular industry sectors were;
 - Health care and social assistance 22.4%
 - Accommodation and food services 15.9%
 - Retail trade 15.5%.

Combined, these three service sector industries employed 53.8% of the total workforce.

- Our population earns, on average, a higher income than Greater Adelaide. The city's workforce is predominantly female aged 25–54, in full time employment and is likely to be professionals, community staff and sales workers.
- The unemployment rate remains lower than Greater Adelaide's, at just 4.3% compared to 7.1% for South Australia.

Light industrial precinct

Somerton Park, within Holdfast Bay is zoned and planned for the purpose of industrial development to support efficient secondary and tertiary sector businesses. The light industrial area comprises over 290 businesses offering well-serviced sites for modern factory, office and warehouse premises. It's prime location close to all transport modes, providing fast and efficient access to local, national and international markets.



Brighton Beach

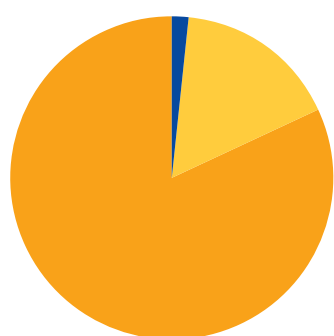
Source: Latest REMPLAN data incorporating Australian Bureau of Statistics' (ABS) June 2015 Gross State Product, 2012/2013 National Input Output Tables and 2011 Census Place of Work Employment Data.

MARKET PROFILES

The diversity of Glenelg itself means that a number of target audiences exist. While residents and visitors agree that the area should be known for its quality services and its vibrancy, their day-to-day requirements differ significantly.

Target Market	Demographics	Interests
Residents	35–49 year age group predominantly females	Grocery shopping and services, foreshore recreation, unique events
Day Trip Visitors	Two distinct ages categories: 18–24 years and 40–54 years	Events, non-grocery shopping; restaurant or café dining; catching up with family and/or friends; and watching the sunset
Interstate	Predominantly VIC and NSW visiting friends and relatives aged 40–54 years	Stroll around to experience the sense of fun, quaintness, colour, atmosphere of the various precincts, shop and do other indoor and outdoor activities
International	Backpackers: usually a younger demographic (under-25) and primarily from Europe Hotel users: high yield travellers tending to be over 40 and with a disposable income	Beach, beautiful jetty, lots of shopping and lots of things to do, vibrancy, great atmosphere, easy to get to
Social Media Jetty Road Facebook Followers	73% fall into the 25–44 age group predominantly female primarily Adelaide based 5% interstate, 4% international	Seaside holiday destination, shopping, entertainment, events

VISITOR SUMMARY



- Day Trippers 838,000
- Overnight Domestic Visitors 187,000
- Overnight International Visitors 10,000

Tourism expenditure within the City of Holdfast Bay is valued at \$225m in 2015, which makes up 3.1% of South Australia's total tourism expenditure.

VISION

Our vision is of: 'A sustainable, well serviced, safe and cohesive seaside community that enjoys an outstanding quality of life, welcomes visitors, and values the City's distinctive history and open space.'



Building a strong community

- A place with a quality lifestyle.
- A place for every generation.
- A place that celebrates culture.
- A place that is safe and secure.



Creating a sustainable environment

- A place that values its natural environment.
- A place that manages its environmental impacts.



Enhancing city design and function

- A place that is well planned.
- A place that provides choice and enhances life.



Economic vision – delivering economic prosperity

- A place to do business.
- A place that welcomes visitors.
- A place that provides value for money.

MAJOR CAPITAL PROJECTS

To fuel long-term growth, over \$425.3 million worth of major capital projects are planned or proposed for the City of Holdfast Bay over the next four years.

These projects include:

- Glenelg Town Hall Redevelopment Project: \$4.7 million
- Glenelg Regeneration Jetty Project: \$260 million
- Kingston Park Coast Park: \$1 million
- Continuing with the Kauri Parade Sporting and Community Precinct: \$14.6 million
- Minda Retirement Village: \$35 million
- New 12-storey hotel to replace Comfort Inn Haven Marina Glenelg: \$110 million

This proposed development activity is expected to underpin long-term economic growth and job creation in the City of Holdfast Bay.



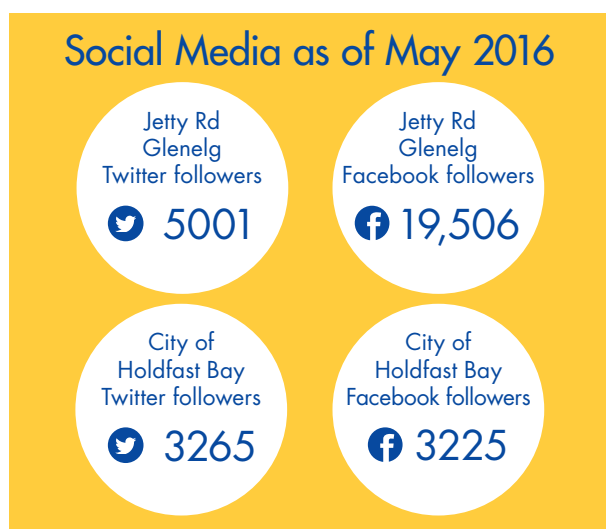
Glenelg Foreshore Playground

SERVICES

Digital communications

Digital media is a useful tool that enables two-way communications with our community, residents and visitors. Our digital communications strategy focuses on interaction: as people capture the moment and the character, and genuinely reflect and comment on their experience.

Currently, Council manages the social media for Holdfast Bay Council and Jetty Rd Traders, Glenelg playing a significant role in developing the online presence of Glenelg.



Connectivity

All suburbs across the city can access fast broadband connection, and the area is also well serviced by ADSL and the major phone providers.

Free Telstra Wi-Fi hot spots is available at Moseley Square, Glenelg Town Hall, Glenelg Jetty, Broadway Kiosk, John Miller Reserve, Angas Neill Reserve, Wigley Reserve, Seacliff Beach, Brighton and Seacliff Yacht Club, Brighton Surf lifesaving club, Brighton Jetty, Brighton Caravan Park, Brighton Lacrosse Club, Brighton Football Club and Brighton Rugby Club. People can use the wireless internet for up to 30 minutes at a time and there is no download limit.

Transport

The City of Holdfast Bay is served by Anzac Highway, Brighton Road, Tapleys Hill Road, the Seaford–Adelaide railway line and the Glenelg–Adelaide tramway.

Running from Glenelg to Adelaide CBD, Anzac Highway allows commuters direct access to and from the city centre. Anzac Highway connects many of Adelaide's main arterial roads, and funnels people to Glenelg from any point in Greater Adelaide.

Adelaide's popular tramline runs directly from the CBD to the very heart of Glenelg, with modern, air-conditioned trams arriving every 15 minutes during weekday and weekend peak times.



Moseley Square, Glenelg

SERVICES

Sport and recreation services

Over 60 sport and recreation groups are active in the City of Holdfast Bay. Between them, they represent 27 different sports over 40 individual facilities, including reserves, schools, sporting clubs, surf lifesaving clubs, community centres and churches.

The historic Glenelg Oval serves as a host ground for top-level local sports clubs, and is also a satellite site for South Australian cricket matches when Adelaide Oval is unavailable.

The \$14.6 million upgrade for the Kauri Parade Sporting and Community Precinct will be completed in 2016. It will provide clubs with access to cutting edge facilities and help to promote their expansion and popularity. Once completed, the upgrade will see new clubrooms, a hybrid sand/water-based hockey pitch, and 12 courts that will be available for netball and tennis.

Education and childcare

The City of Holdfast Bay has a number of high quality education and childcare facilities, with a diversity of options available across the area including seven childcare centres, three kindergartens, eight primary schools and three senior schools.

The senior schools have an excellent reputation in South Australia, and their records of high academic achievement and quality teaching are widely recognised throughout the country.

Wigley Reserve, Glenelg



Health and community services

The City of Holdfast Bay is home to two hospitals: Griffith Rehabilitation Hospital and Glenelg Community Hospital, as well as the large Morphettville Medical Centre, and a number of supportive care facilities and community centres.

Alwyndor is South Australia's premier aged care facility, and recently underwent a \$21 million refurbishment. This major capital upgrade includes 37 new low-care rooms; the conversion of all high-care rooms to single occupancy with private en-suites; a palliative care suite and day respite centre.

More broadly, the City of Holdfast Bay supports community programs that minimise isolation and disadvantage within the community, and help people to remain in their homes by providing programs and opportunities that enhance their quality of life and keep seniors connected to their communities.

There are two public libraries in the City of Holdfast Bay, one located at Brighton and the other in Glenelg. Both libraries are part of the SA Public Library Network's 'One Card' system, and offer online library services, a range of free activities, programs and wi-fi.



RETAIL PRECINCTS

Retail plays an important role in Holdfast Bay's local economy in attracting and servicing tourists and residents and providing local jobs. The retail trade is the third largest employer of the total workforce, creating over 2000 local jobs. The City of Holdfast Bay has four retail precincts – Jetty Road Glenelg, Marina Pier Glenelg, The Broadway Glenelg South and Jetty Road Brighton.

Jetty Road, Brighton

Picture-perfect Brighton is a relaxed and diverse seaside suburb of Holdfast Bay. It's where the locals go to get away from the hustle and bustle, offering the ideal mix of family life, entertainment by the beach and effortlessly chic atmosphere. The Art Deco style of Jetty Road Brighton draws you to the centre of the town, which is home to quirky cafés, locally-made art and design shops and beautiful restaurants with sea views. The landmark Arch of Remembrance is the gateway to the Jetty and is the start and finish point of South Australia's largest ocean swimming event, the Brighton Jetty Classic. It's the perfect option for a relaxing day of strolling and browsing.

The Broadway, Glenelg South

This precinct has expanded over the last five years with a great range of boutique shop offerings and specialised cafés which makes it popular with both residents and visitors. You'll find a range of traders including hair and beauty, homewares, eateries, fresh organic produce, wine lounge and professional services available. The Broadway Kiosk is one of Adelaide's best keep secrets located on the Esplanade with unsurpassed coastal views.

Jetty Road, Brighton





Marina Pier, Glenelg

Marina Pier, Glenelg

Marina Pier, Glenelg enjoys an ideal waterfront location, on one side you have famous Glenelg Beach, on the other, the opulent Holdfast Shores Marina all at the end of one of Adelaide's busiest and most frequented roads Anzac Highway. Marina Pier, Glenelg is far more than a place for people to leave their luxury boat offering a one-stop destination for those looking to browse the latest fashions, pamper themselves, indulge from an array of cuisines, or just have a drink with friends enjoying the panoramic views of the marina or the sun setting over the ocean. It is also the departure location for Temptation Sailing dolphin tours and cruises available most days September through to June.

www.marinapier.com.au

Trader Testimonial

Katrina and Ben Wilkinson, who opened the Mint on Moseley function room three years ago and recently opened Mint 2, said the new foreshore playground, which opened in January, was key to attracting more foot traffic to Moseley Square, as was an increase in nice restaurants and bars, and renovated ones such as The Moseley Bar and Kitchen. She said people were looking for more upmarket places for a drink after dinner. "Glenelg has some of the best cafés and restaurants".

Katrina and Ben Wilkinson, Mint on Moseley

Jetty Road, Glenelg

One of the foremost shopping destinations and tourism precincts in South Australia is Jetty Rd, Glenelg. Running from Brighton Road – a key metropolitan highway – straight to the foreshore at Moseley Square, Jetty Rd Glenelg is one kilometre long, houses over 350 businesses.

Jetty Rd Glenelg offers a wide array of restaurants, fashion boutiques, jewellers, gift shops, coffee shops, grocers, home ware stores, art galleries, cafés and specialty retailers. Due to its popularity with locals and tourists alike, it is an ever-expanding, ever-changing environment, where new enterprises are welcomed and supported by the Jetty Rd Mainstreet Committee (JRMCM).

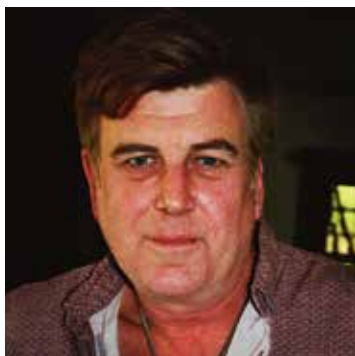
This committee was established by Council for the benefit of traders on Jetty Rd Glenelg, and funded by a separate council rate. It is through the establishment of the JRMCM that the Jetty Rd Glenelg precinct has become recognised across South Australia and beyond as an industry leader.

The JRMCM provides a vehicle for the businesses and property owners in the precinct to provide input into the ways that their rates are used.

The role of the committee is to advise Council to:

- Enhance and promote the precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors.
- Oversee the economic development of the precinct, encouraging further retail investment in the precinct.
- Establish a clear brand and marketing strategy for the Jetty Rd environs.
- Establish formal lines of communication between the Council, traders, landlords, tourism providers, consumers and residents in the precinct.

Message from the Chairman



“Our vision is of a strolling precinct where you can explore and find hidden treasures”

EXPERIENCE JETTY RD
GLENELG

We are often guilty of taking for granted the treasure we have on our very doorstep.

Glenelg is undeniably Adelaide’s premier seaside destination – a unique location where community, visitors and tourists can experience family holidays, a day at the beach, fabulous shopping and dining experiences and the thrill of world class attractions and events.

The committee strives to preserve the uniqueness of our precinct while moving into the future with positive environmental strategies; new and vibrant community and major events; and a harnessing of the pride and ownership of the traders to deliver a clean, well-maintained precinct for all to enjoy.

Our vision is of a strolling precinct where you can explore, find hidden treasures, a unique gift or the latest fashion and enjoy upmarket cafés and fine dining, all while experiencing the sun, the sea and the fun of the beach; which makes the Jetty Rd Glenelg experience so much more than a shopping mall.

Mark Faulkner, Chair Jetty Road Mainstreet Management Committee

Jetty Road, Glenelg



REAL ESTATE SERVICES

Adelaide's residential, commercial and industrial property prices are the most affordable among Australia's mainland capital cities.

Real estate statistics for the City of Holdfast Bay continue to prove very attractive to a wide variety of investors, entrepreneurs and owner-occupiers.

Retail leasing in Glenelg

Glenelg is not only well placed as one of Adelaide's premier sub-regional shopping precincts but is also a major tourism destination and gateway to South Australia.

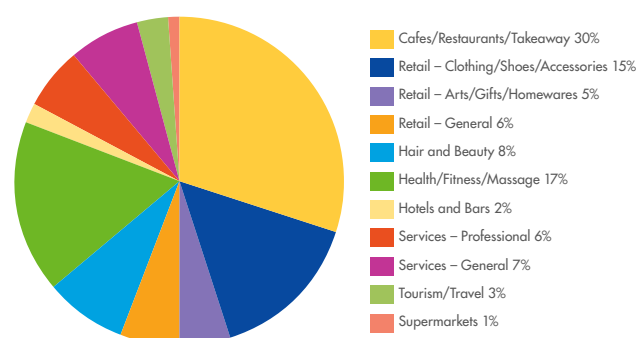
Glenelg is strategically located, highly visible and easily accessible from surrounding regions, as well as being convenient for local residents and visiting tourists.

Jetty Road Glenelg seaside retail precinct offers prime leasing opportunities including:

- A Gross Leasable Area of approximately 36,000m² made up of 300 plus retail businesses
- Exposure to approximately 3000 pedestrians each day through primary and secondary catchments;
 - Primary retail catchment consisting of 17,614 Holdfast Bay households and 2500 onsite worker population
 - Secondary retail catchment consisting of suburbs within a 5 kilometre radius from Local Government Areas (LGA) of Charles Sturt, West Torrens and Marion totalling 19,224 households and tourist visitation in excess of a million visitors per year
- Income levels earned by Holdfast Bay residents are above the Adelaide metropolitan benchmark
- Growing trade area population of young family demographics
- Almost three-fifths of local residents are shopping or accessing services in Glenelg at least once per week
- High visibility to large volumes of passing vehicle traffic (36,000 vehicles cross Brighton Road and Jetty Road intersection daily)
- Easily accessible via the iconic Adelaide-Glenelg tram system which brings over 350,000 visitors to Glenelg every year and 3,500 car parks on offer
- Tenants in the Glenelg precinct receive the benefits of an annual program of marketing activity and event activations designed to drive visitation and revenue.

Stretching from Brighton Road to Colley Terrace Jetty Road contains a myriad of specialist retailers, cafés and restaurants, fashion stores and two major anchors Woolworths and Coles. This reflects the strip as being a key retail precinct for the local community as well as the tourist trade. Also reinforcing the importance of this retail strip to the tourist trade is cafés, restaurants and takeaway, which is the largest tenant group accounting for 30% of the mix.

Glenelg Retail Tenancy Mix



Average yearly commercial leasing rates on Jetty Road, Glenelg

Western End tenancy: \$1000–\$1300 per m²

Central Zone tenancy: \$700–\$900 per m²

Eastern End tenancy: \$500–\$600 per m²

House and unit leasing rates

A recent market research study³ revealed that half of all residents couldn't find anything to dislike about living in the City of Holdfast Bay, and the beach; the lifestyle; and convenience, proximity and ease-of-access ranking as the most popular aspects.

Glenelg house: median price \$805,000. Annual capital growth 7.03%. Weekly median advertised rent \$495.

Glenelg unit: median price \$437,000. Annual capital growth 3.01%. Weekly median advertised rent \$390.

³ Intuito Market Research 2013
Source: Data supplied by RP Data

EVENTS

One of the City of Holdfast Bay's greatest strengths is its impressive calendar of public events. The City is well equipped to host events of local, national and international significance. More than two hundred public events and festivals are staged throughout the year, attracting in excess of 200,000 event-specific visitors.

Many of the events and festivals have become ingrained in the culture of South Australia, earning tradition-status and attracting loyal patrons and returning crowds year after year.

Glenelg hosts several staple local and national sporting events.

The historic Bay Sheffield Sports Carnival, held on the grass of Colley Reserve, Glenelg, brings approximately 850 athletes and their families to the region from around Australia, as well as thousands of spectators. Competitors vie for the various sprint accolades including the prestigious 120m Bay Sheffield Gift.

National Beach Volleyball is played on the Glenelg foreshore, drawing teams and support staff from around Australia, and captivating crowds of all ages.

The Brighton Jetty Classic is an annual open water swim event attracting swimmers and competitors from across the state. There are two events: the 400 metre Jetty Fun Swim and the 1500 metre Brighton Jetty Classic. The Brighton Jetty Classic Sculptures art event is held in conjunction with the Classic.

The City to Bay Fun Run is an annual event that invites runners, walkers and wheelchair athletes to undertake the 12 kilometre course from the Adelaide CBD, to Moseley Square, Glenelg. The City to Bay Fun Run has grown in popularity since its creation in 1973, attracting over 40,000 people to the event in 2015.

The highlights of the City of Holdfast Bay public events calendar are the New Year's Eve and Glenelg Christmas Pageant.

New Year's Eve celebrations at the City of Holdfast Bay have become a tradition for many South Australians, with more than 40,000 heading to the foreshores of both Brighton and Glenelg each year to enjoy family entertainment and marvel at two fireworks displays above the water.

Glenelg Christmas Pageant attracts more than 25,000 people and involves more than 2,000 participants. The Pageant runs the length of Jetty Rd Glenelg concluding with a family fun day in Moseley Square.

New Years Eve, Glenelg





Open Air Cinema, Glenelg

Due to its ease of access, high-quality facilities and services, proven event capabilities and diverse sporting amenities, the City of Holdfast Bay has played host to a number of international events including the Tour Down Under World Pro-Tour cycling race, 2012 World Bowls Championships, and Rescue 2012 Surf Life Saving Championships.

The City of Holdfast Bay values events highly and understands the flow-on effect that events and event visitors have on the community through boosting the local economy.

Council is committed to supporting and hosting diverse cultural, social and sporting events, which enrich and build the local community, and create a vibrancy within the City of Holdfast Bay.

To achieve this, Council offers different levels of support to events, from cash sponsorship to in-kind infrastructure and advice. The City's event staff are highly skilled and experienced, and can assist events across a range of tasks including permits, waste management, risk management, liquor licensing and promotion.

The City of Holdfast Bay boasts many outstanding natural and historic assets, which can be utilised as event venues close to shopping precincts, accommodation, public facilities and public transport, including:

Colley Reserve

- 10,000 square metres
- Grassed, surrounded by lawned amphitheatre

Wigley Reserve

- 12,000 square metres of flat space
- Grassed

Glenelg Foreshore

- 8,500 metres of premium flat beachfront
- Grass, pavers and concrete

Moseley Square

- 4,300 metres of premium high profile space
- Concrete area flat over two levels

Brian Nadilo Reserve

- 1,600 square metres of flat space
- Grassed with seaviews

RECREATION AND ACTIVITIES



The City of Holdfast Bay offers a wide range of indoor and outdoor activities. During the summer months, locals and tourist converge on the City's coastal precincts to enjoy the sun, the sea, and the beachside atmosphere.

The Beachouse is a family entertainment centre filled with rides and attractions to entertain children and adults, and includes heated waterslides, arcade games, carousel, Ferris wheel, bumper boats, dodgem cars and mini golf. Located on the foreshore at Glenelg, The Beachouse is a popular and much-loved destination.

Throughout the summer months, **Moseley Square** Glenelg is the setting for much of the City's activity and entertainment, with local and international buskers, street performers, children's entertainers and attractions creating a colourful, festive ambience.

Beach activities include swimming, sailing, boating, snorkelling, kayaking, diving, stand-up paddle boarding and fishing, as well as sailboarding.

Amongst the many private recreation enterprises, **Temptation Sailing** Cruises operate catamaran sailing along the coastline with the opportunity to swim with dolphins, and world-class fishing adventures operate out of Marina Pier.





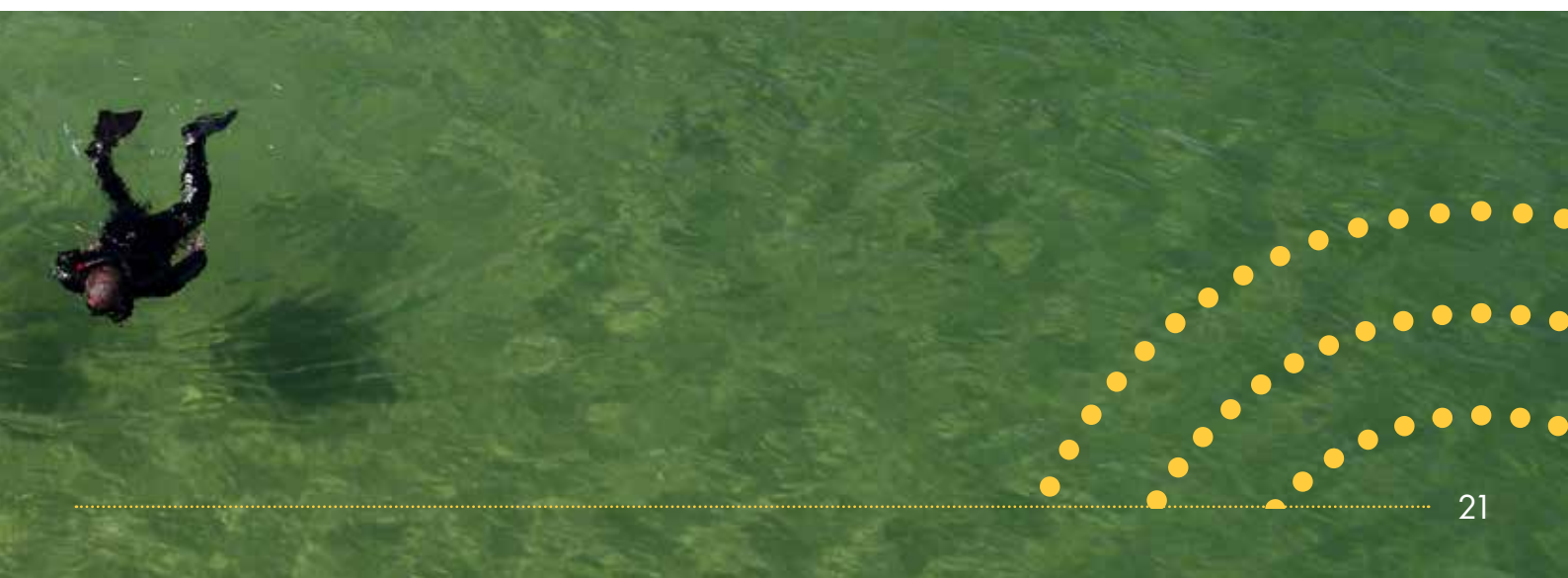
Glenelg Jetty Snorkelling and Dive Tours gives clients the chance to discover Glenelg's underwater heritage around the iconic jetty, where mail steamers, cargo ships, commercial fishing boats, Kangaroo Island ferries, royal visitors and local marine life have all made their mark.

The Glenelg Foreshore Playspace offers local and visiting families easily accessible, free opportunities for active, creative play with a spectacular sea view! It features timber logs for climbing and balancing; water and sand play; a hammock swing; grassy mounds; a giant, wide slide; a climbing dome, cubby and tunnel; rope activities; in-ground trampolines; and raised and sunken pods for seating and play.

The first of its kind in Australia, the new **GU Film House** in the eastern end of Glenelg's Jetty Road precinct boasts six cinemas with large seats, onsite licensed café/bar and an enticing mix of arthouse and blockbuster movies in a stylish, purpose-built cinema complex.

Located on Cowper Street (just off busy Jetty Road) the GU Film House is easily accessible, with convenient, under-cover on-site parking and close proximity to the Bay Tram, Glenelg buses and Partridge Street East car park.

www.holdfast.sa.gov.au/discover



ARTS, CULTURE AND HERITAGE

The Holdfast Bay Artscape Corridor Master Plan provides direction for the future integration of public art through the City – specifically focusing on the coastal edge, Jetty Rd Glenelg and Jetty Road Brighton.

It generates ideas, promotes innovation, maps opportunities, and strives to deliver exceptional, unique and integrated public art to the Holdfast Bay area.

The official recognition of South Australia's establishment was held in Glenelg in 1857. Each year, Proclamation Day is still celebrated on the 28 December, at the same site as the original ceremony – the Old Gum Tree.

Historic **Glenelg Town Hall** takes pride of place as the home of the **Bay Discovery Centre Museum**; a social history museum interpreting the cultural heritage of Holdfast Bay. In addition to state-of-the-art multimedia exhibitions, the Ground Floor Gallery features a rotating program of visual art exhibitions showcasing the work of South Australian artists.

Built in 1942, the **Glenelg Air-Raid Shelter** at Glenelg Oval now houses a war museum, open 1–4pm on the third Sunday of the month.

Of much older significance, a permanent freshwater spring, known as **Tjilbruke Springs**, has been bubbling away for thousands of years in the sand just above the sea's high-water mark at Kingston Park. On top of the cliff, overlooking Tjilbruke Spring sits a monument commemorating the Aboriginal Dreaming story associated with the spring and is an important symbol of reconciliation.

www.holdfast.sa.gov.au/discover



Chittleborough Lane, Glenelg

Random Acts of Light, Moseley Square, Glenelg



CYCLING AND WALKING TRAILS

Coastal Trail

A level and picturesque 5 kilometre walking and cycling trail that follows the coastline from Glenelg to Somerton Park.

Mike Turtur Bikeway

Meandering through quieter back streets and sections of dedicated shared paths linking Glenelg to the city, the Mike Turtur Bikeway starts in Unley, and follows the tramline as it makes its way to Glenelg.

Proclamation Trail

A historically interesting, 3.4 kilometre self-guided walk, the Proclamation Trail covers Glenelg's unique past and its importance in South Australia's history. Beginning with its Aboriginal heritage, it moves through to the arrival of the European settlers. Unspoiled rivers, grand buildings, sea baths and the former site of Luna Park all form part of the Trail.

Mansions of Glenelg

The sand dunes of Glenelg's esplanade have long given way to the summer residences of the prominent and wealthy of South Australia. Originally known as Seawall and then Albert Terrace, South Esplanade was once a street of magnificent Victorian mansions and summer gardens. With time, these mansions slowly began to occupy land beyond the dunes into the pockets of streets once known as New Glenelg. As style and architectural trends developed, Glenelg's streets morphed into a suburb of character and charm.

The Holdfast Bay Foreshore

Since the earliest days, the Bay's coastline has been attracting visitors to its shores, for swimming, fishing, picnicking and relaxing. Today, the 8 kilometres of foreshore features large grassed reserves and small pocket parks suitable for picnics and barbecues, with many providing playgrounds and public toilets.

www.holdfast.sa.gov.au/discover



Foreshore, Glenelg

Brighton sculptures



ACCOMMODATION

Glenelg's 10-minute proximity from Adelaide Airport, and 20-minute drive from the Adelaide CBD makes the suburb a popular and logical base for interstate and international visitors looking to enjoy the best that South Australia has to offer. In Glenelg, an impressive variety of quality accommodation can be found to match all tastes and budgets.

The City's diverse accommodation options include international-standard hotels, comfortable motels, self-contained apartments, bed and breakfasts, a backpacker hostel and caravan park.

Property name	Address	Suburb	Website
Adelaide International Motel	521 Anzac Highway	Glenelg North	internationalmotel.com
Atlantic Tower Motor Inn	760 Anzac Highway	Glenelg	atlantictowermotorinn.com
Bay Motel Hotel	58 The Broadway	Glenelg	baymotelhotel.com.au
Baybeachfront Apartments	33 North Esplanade	Glenelg North	accommodationspecialists.com.au
Bayswaterfront Apartments	17 Adelphi Terrace	Glenelg North	accommodationspecialists.com.au
Bayview Apartments	764 Anzac Highway	Glenelg North	accommodationspecialists.com.au
Best Western Ensenada	13 Colley Terrace	Glenelg	ensenada.com.au
Brighton Caravan Park	4 Burnham Road	Kingston Park	brightoncaravanpark.com.au
Buffalo Motor Inn	766 Anzac Highway	Glenelg	buffalomotorinn.com.au
Comfort Inn Anzac Highway	626 Anzac Highway	Glenelg	anzacmotorinn.com.au
Comfort Inn Haven Marina	6–10 Adelphi Terrace	Glenelg North	haveninn.com.au
Corfu Holiday Units	35 Moseley Street (cnr Kent Street)	Glenelg	corfuaccommodation.on.net
Glenelg Beach Hostel	1–7 Moseley Street	Glenelg	glenelgbeachhostel.com.au
Glenelg Gateway Apartments	35 Brighton Road	Glenelg	glenelggateway.com.au
Glenelg Holiday Apartments	14 Moseley Street	Glenelg	glenelgholidayapartments.com.au
Glenelg Lake Holiday Units	1–3 George Street	Glenelg North	glenelgholidays.com.au
Glenelg Motel	41 Tapleys Hill Road	Glenelg North	glenelgmotel.com.au
Glenelg Pacific Apartments	10 Durham Street	Glenelg	adelaidergent.com.au
Glenelg Sea-Breeze	2A First Avenue	Glenelg East	glenelgseabreeze.com.au
Glenelg Seaway Apartments	18–20 Durham Street	Glenelg	glenelgseaway.com.au
Grandview House	19 Colley Terrace	Glenelg	grandviewhouse.com.au
La Mancha Holiday Suites	8 St. John's Row	Glenelg	corfuaccommodation.on.net
Marco Polo Apartments	18 Broadway	Glenelg	
Norfolk Motor Inn	71 Broadway	Glenelg South	norfolkmotorinn.com.au
Oaks Liberty Towers	25–29 Colley Terrace	Glenelg	oakshotelsresorts.com
Oaks Plaza Pier	16 Holdfast Promenade	Glenelg	oakshotelsresorts.com
Sea Cottage	9A St. John's Row	Glenelg	stayz.com.au
Seawall Apartments	21–25 South Esplanade	Glenelg	seawallapartments.com.au
Stamford Grand Adelaide	2 Jetty Road	Glenelg	stamford.com.au/sga
Taft Motor Inn	18 Moseley Street	Glenelg	taftmotorinn.com.au
Water Bay Villa B & B	28 Broadway	Glenelg South	waterbayvilla-bnb.com.au
Watermark Glenelg	631 Anzac Highway (cnr Adelphi Tce)	Glenelg North	watermarkglenelg.com.au

FUNCTION VENUES

The City of Holdfast Bay is ideally positioned for hosting functions. Easily accessible from Adelaide Airport and the CBD, the area is home to a wide range of function venues, adept in hosting everything from intimate gatherings to large-scale events.

Thanks to its coastal location, a number of venues also offer stunning sea views and breathtaking sunset vistas. The Grand Ballroom at the Stamford Grand can seat up to 500 people, making it one of the largest function rooms in Adelaide.

Venue with accommodation	Function rooms	Seated*	Cocktail*	Contact number	Website
Adelaide International Motel	2	200	–	08 8294 2155	internationalmotel.com
Comfort Inn Haven Marina	5	130	180	08 8350 5153	haveninn.com.au
Oaks Plaza Pier Hotel	4	130	170	08 8350 6688	oakshotelsresorts.com
Stamford Grand	12	500	760	08 8376 1222	stamford.com.au/sga

Venue only	Function rooms	Seated*	Cocktail*	Contact number	Website
Brighton and Seacliff Yacht Club	2	130	250	08 8296 7935	bsyc.com.au
Brighton Performing Arts Centre	1	400	–	0434 602 051	bpac.com.au
Esca Restaurant	3	130	180	08 8376 6933	esca.net.au
Glenelg Surf Life Saving Club	1	60	160	08 8295 6165	glenelgslsc.com.au/the-surf-club
Kingston Historic House (daytime only)	1	44	60	08 8358 1666	kingstonhouse.com.au
Mint on Moseley	1	60	100	0415 618 809	mintonmoseley.com
Partridge House	3	80	120	08 8229 9929	holdfast.sa.gov.au/partridgehouse
Somerton Beach Function Centre	1	110	200	08 8377 3125	somertonslsc.org.au
The Bay Function Centre	5	270	300	08 8294 5333	thebayfunctioncentre.com.au
The Function, at The Beachouse	1	150	200	08 8295 1511	thebeachouse.com.au
The Moseley Bar and Kitchen	2	100	260	08 8295 3966	themoseley.com.au

*Capacities for largest room at venue

Partridge House, Glenelg



FURTHER INFORMATION

Real Estate Agencies

- Taplin Real Estate
- Toop & Toop Real Estate
- LJ Hooker
- Ray White
- McGrath Real Estate Group
- Century 21
- Elders Real Estate
- Gary J Smith
- Harcourts
- Raine & Horne
- McKibbin Real Estate
- Harris Real Estate
- First National Real Estate

Glenelg Visitor Information Centre

Glenelg Town Hall

P 08 8294 5833

E glinfo@adam.com.au

City of Holdfast Bay Marketing, Tourism and Events Unit

Looking to work, live, stage an event or invest in the City of Holdfast Bay. Please contact the City Activation Team.

P 08 8179 9501

E events@holdfast.sa.gov.au

holdfast.sa.gov.au



/CityofHoldfastbay



/JettyRoadGlenelg



@HoldfastBay



@JettyRdGlenelg



/CityofHoldfastBay



/JettyRdGlenelg



/HoldfastBay

DISCLAIMER: The content of this brochure is intended only for informational purposes and is current at the time of printing.



Glenelg Jetty





holdfast.sa.gov.au

Brighton Civic Centre 24 Jetty Road, Brighton SA 5048
PO Box 19 Brighton SA 5048

P 08 8229 9999 F 08 8298 4561

E mail@holdfast.sa.gov.au