



FREQUENTLY ASKED QUESTIONS

Where did the concept come from?

Early in 2014 Jetty Road Mainstreet Committee developed conceptual ideas to facilitate economic stimulus locally. On 25 February 2014, Council noted the minutes of the Jetty Road Mainstreet Committee which included expenditure to engage Mott McDonald a global management, engineering and development consultancy to further develop concept plans in conjunction with Woods Bagot and prepare an outline business case for the proposed Glenelg Jetty development.

This Jetty Regeneration Project centres on the development of an iconic tourist destination in the form of a redeveloped and repurposed jetty with the specific intention of increasing the visitation of interstate and international visitors to the State of South Australia, stimulating the local economy and providing improved amenities to the local community.

Who conducted the economic analysis?

Independent Benefit Cost and Input-Output Analysis was undertaken by the [SA Centre for Economic Studies](#)

Why is the economic analysis required?

Economic and Cost Benefit Analysis is required to secure both in principal and financial support to progress the project to the next stage to facilitate decision making. Further to this the analysis will accompany the outline business case and promotional film to support market testing locally, nationally and globally seeking financial investment from Federal, State governments and private organisations.

How many jobs will be created?

289 full time equivalent jobs per year will be created – peaking at over **500** jobs in years 3 and 4 of the project.

How much money will be generated into the state's economy?

On average, gross state product (GSP) will be raised by \$42M annually

How long is the construction phase?

5 year construction phase

Has there been any environmental analysis conducted?

Detailed environmental analysis will be conducted after the market testing has been completed for the project to inform the community engagement and detailed design phase of the project.

Has there been any community engagement?

Community engagement will be conducted after the market testing has been completed for the project. Community engagement will inform the 2 year detailed design phase of the project to ensure all community feedback has been considered.

How will the project be funded?

Success of the project will depend on financial contributions from both **state** and **federal** governments, as well as the **private sector**.

It is estimated that construction will be over a period of five years, with an estimated total investment of **\$260 - \$280 million**.

What is included on the jetty infrastructure?

The concept includes public spaces, an enclosed pavilion, boutique hotel and a centre for marine excellence/aquarium, sea baths plus a terminal for ferries and sea planes to dock.

Who are the project stakeholders?

[Mott MacDonald](#), the company responsible for the project and design management of the \$535 million Adelaide Oval upgrade; a global management, engineering and development consultancy

[Woods Bagot](#), the global design studio responsible for the global-award-winning SAHMRI building

How will the project benefit all South Australian's?

289 full time equivalent jobs per year will be created – peaking at over **500** jobs in years 3 and 4 of the project.

Over the course of the 25 years used for the analysis, the most significant benefits for the redevelopment are in terms of additional visitor expenditure from international and interstate tourists (\$150 million) aligning with the Australia wide approach of Tourism 2020.

What is Council's role in the project?

City of Holdfast Bay is a **supporting partner** of the project.

What are the next steps?

The opportunity now exists for Council to promote the benefits of this project to State and Federal members as well as private investors, with Council's main role in the project as one of '**supportive partner**'.