



COMMITTEE FOR  
**ADELAIDE**

# YEAR IN REVIEW

2023



## ACKNOWLEDGEMENT OF COUNTRY

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**Ngadlu tampinhi, Kurna Miyurna yaitya yarta-mathanya  
Wama Tarntanyaku. Ngadlu tampinhi purkarna  
pukinangku, yalaka, tarrkarritya.**

**Parnaku yailtya, parnaku tapapurruna, parnaku yarta ngadlu tampinhi.**

**Yalaka Kurna Miyurna parnaku yailtya, tapa purruna, yarta kuma puru  
martinhi, puru warriapinhi, puru tangka martulayinhi.**

The Committee for Adelaide acknowledges that the Kurna people are the traditional custodians of the Adelaide Plains, and pay respects to Elders past, present and future. The Committee for Adelaide recognise and respect their cultural heritage, beliefs, and relationship with the land and acknowledge that they are of continuing importance to the Kurna people living today.

## FROM THE CHAIR

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I am delighted to have joined the Committee for Adelaide as Chair in March 2023 and I express my thanks on behalf of the Committee to Professor David Lloyd for his valuable contribution as Chair of the Committee for Adelaide over the past four years.

This year has seen significant change at the Committee for Adelaide, with new Chief Executive, Sam Dighton being appointed in March, new Board members joining, as well as several new Members joining the Committee for Adelaide Community.

**I would like to acknowledge and thank the board members of the Committee for Adelaide who along with the Committee for Adelaide Members are supporting the Committee in furthering its great work.**

South Australia is at a pivotal time in its history. The Committee for Adelaide is focussed on ensuring that we are having the right conversations and that decision making is accelerated. Our focus is to bring together the business community, the academic community, the not for profit community and the Government to work together as the citizens of this great State. To make South Australia a magnet for people, capital and innovation in order to increase opportunity and prosperity for all the people of the State and do it in an inclusive and sustainable fashion that preserves the environment and maintains the liveability that we all treasure.

I believe the Committee for Adelaide can be a key vehicle in the positive transformation of our State and I hope to encourage you and your organisations to be leaders in this effort by investing time, money, innovative ideas and optimism in responding to the opportunities before us.

I'm looking forward to continuing to work with Sam, the Committee for Adelaide Board, the South Australian corporate, education and not for profit communities and of course with Government to continue to advocate about what's best for Adelaide and South Australia.



**RAYMOND SPENCER**  
CHAIR, COMMITTEE FOR ADELAIDE

# FROM THE CHIEF EXECUTIVE

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I am thankful for the support of our Chair Raymond Spencer and the Committee for Adelaide Board and to my team, Albert D'Aloia and Annabel Stacy for their support throughout the year. I'd also like to welcome new staff members Michelle Howie, Naomi Marsh and Ali Chatburn and look forward to working with them. I also express my gratitude to Bruce Djite, Peta St Clair and Jennie Wilkinson for their efforts at the Committee.

The Committee for Adelaide has achieved a significant number of outcomes during the year, in particular delivering the South Australian Investment Conference and the release of the Benchmarking Adelaide Report. The Committee also successfully delivered the Adelaide Connected program on behalf of the South Australian Government.

**I am particularly pleased with the outcomes of the Benchmarking Adelaide Report. Commissioned in partnership with JLL, the RAA, Deloitte and Hames Sharley, this report was conceived in late 2022 by Committee for Adelaide in order to look at Adelaide's prospects afresh and inform a new approach for Adelaide.**

The Committee partnered with the University of Adelaide to deliver the Emerging Leaders program, designed to provide leadership skills, networking and inspiration to Adelaide's future leaders. This inspiring series involved a series of boardroom style breakfast and lunch opportunities, as well as broader networking events.

**The year ahead offers exciting opportunities for the Committee for Adelaide to hone its strategic outlook and provide informative, thought provoking and substantive events that drive the conversation about 'whats best for Adelaide'.**



**SAM DIGHTON**  
CHIEF EXECUTIVE, COMMITTEE FOR ADELAIDE

# COMMITTEE FOR ADELAIDE

## OUR PATRON

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Her Excellency the Honourable Frances Adamson AC,  
Governor of South Australia

## OUR BOARD

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**RAYMOND SPENCER**  
CHAIR



**ALICIA GENET**  
DEPUTY CHAIR



**TREVOR COOKE**  
DEPUTY CHAIR



**NICOLA CRAVEN**  
TREASURER  
resigned in May 2023



**CAILLIN HOWARD**  
BOARD MEMBER



**MORNA YOUNG**  
BOARD MEMBER



**HENDRI MENTZ**  
BOARD MEMBER



**STEPHANIE CLOTA**  
BOARD MEMBER



**HEATHER CROALL**  
BOARD MEMBER

## OUR TEAM

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**SAM DIGHTON**  
CHIEF EXECUTIVE



**NAOMI MARSH**  
STRATEGY &  
PROGRAMS MANAGER



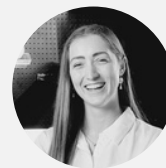
**ALBERT D'ALOIA**  
OPERATIONS  
MANAGER



**ALI CHATBURN**  
MEMBERSHIP  
ENGAGEMENT &  
EVENTS MANAGER



**ANNABEL STACY**  
EVENTS MANAGER



**MICHELLE HOWIE**  
SA ZERO PROGRAM  
MANAGER

# COMMITTEE FOR ADELAIDE

## MEMBERS

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The Committee for Adelaide thanks its members for supporting the Committee for Adelaide to make a significant contribution to the shaping of Adelaide's future.

## PLATINUM MEMBERS

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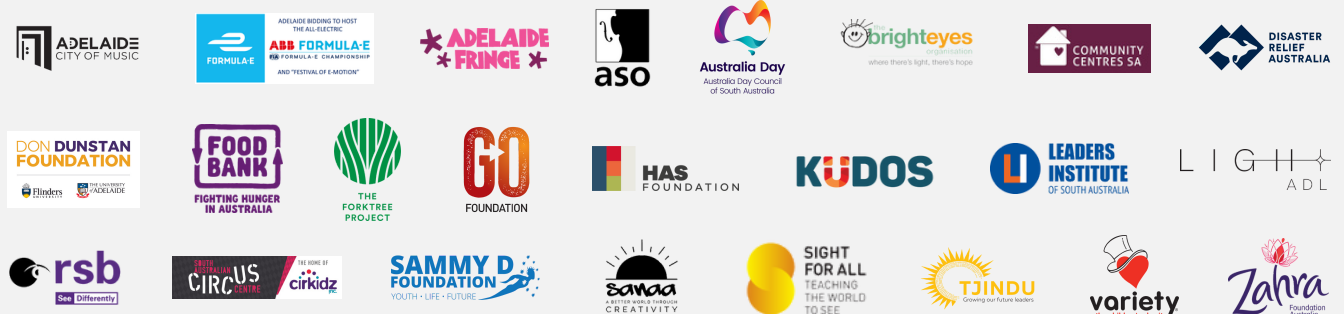
## CORPORATE MEMBERS



## SMALL ENTERPRISE MEMBERS



## ASSOCIATE MEMBERS



# VISION & MISSION

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**The Committee for Adelaide brings together businesses, industry bodies, community and government to shape one of the most liveable cities in Australia.**

We are non-partisan, independent and sector agnostic.

Our membership is diverse and influential, making a significant contribution to the economy and society. Our members collectively employ over 45,000 South Australians and all have a clear and vested interest in our future.

The Committee's work centres around people, business and capital, and how the interconnection of these areas and their relationship to one another largely determine the economic and cultural health of our society. We are focussed on harnessing the strengths, passion and insights of our members and partners to shape the future of Greater Adelaide.

## OUR VISION

Our vision for Greater Adelaide is to be the most extraordinary, big thinking, welcoming and vibrant global city with a population of 2 million by 2030.

## OUR MISSION

To provide independent thought leadership, advocacy and influence policy for the benefit of our state, both now and into the future.

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## KEY Pillars

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**GROWING  
ENTERPRISE**



**THRIVING  
COMMUNITY**



**DYNAMIC  
VIBRANCY**



**ENVIRONMENTAL  
LEADERSHIP**

# ACHIEVEMENTS

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# ACHIEVEMENTS

## BENCHMARKING ADELAIDE 2023

In August 2023, the Committee for Adelaide, in partnership with JLL, the RAA, Deloitte and Hames Sharley, released its inaugural Benchmarking Adelaide report. The Business of Cities were commissioned to conduct an independent assessment of Adelaide's performance against 19 other global peer cities.

**Adelaide's performance was assessed across five strategic pillars: Opportunity, Future Economy, Place & Space, People & Planet and Reputation.**

The report shows that Adelaide has much to be proud of. The city excels in lifestyle and affordability, lower cost of doing business, capacity to attract major corporates and has advantages in demographics, momentum to decarbonise and its standing in some creative and technology sectors.

Expertise in high value industries such as space, defence, advanced manufacturing and health position Adelaide as a city of opportunity. Our innovation ecosystem is also gathering pace with growth in start-ups and new businesses accelerating faster than our peers. Adelaide's progress in the green energy transition, the university merger, new technical colleges and blossoming innovation districts provide advantages to build upon.

The Benchmarking Adelaide report also unpacks areas that can be improved, identifying gaps and opportunities for Adelaide to address for the city to reach its full potential. Taking learnings from global peer cities, Adelaide can improve in areas such as overall amenity, vibrancy and experience. There is still work to do to position Adelaide as a place for business, with an ongoing need for Adelaide to attract and retain talent, boost productivity and embrace an urbanised economy that thrives on knowledge, diverse sectors and high-paying jobs.



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**Other cities are catching up to Adelaide in areas such as health and wellbeing, walkable neighbourhoods and access to, and protection of, green space. This also underlines the importance of capitalising on and protecting our advantages as we deliver future developments and infrastructure.**

The release of Benchmarking Adelaide aimed to spark an important discussion with all South Australians and provide a rich information source for Adelaide's thought leaders.

The findings of the report were launched with an event at ANZ, hosted by the Committee of Adelaide's CEO, Sam Dighton and featuring a panel discussion with Ben Parkinson, Managing Director SA at JLL, Caillin Howard, Managing Partner at Hames Sharley, Emily Perry, General Manager, Community & Corporate Affairs at the RAA and Hendri Mentz, Managing Partner SA at Deloitte. The report also received significant media coverage, including features in the South Australian Business Journal, The Advertiser, Indaily, and The Australian Business Review.

**In 2024, the Committee for Adelaide will continue to progress the findings of the report through a series of conversations, events and case studies. The Committee will also commission another Benchmarking Adelaide report to be released in early 2025 as an ongoing measure of Adelaide's performance and as part of our commitment to shaping Adelaide's future and creating positive and enduring change for all Adelaideans.**



# ACHIEVEMENTS

## 2023 BRAND NARRATIVE REPORT

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Building on the findings of several focus groups and a stakeholder panel event held in 2022, the Committee for Adelaide released its Brand Narrative Report in March 2023.

The report summarises the current challenges facing Adelaide's reputation, both interstate and internationally, and sets out a series of recommendations to help shift Adelaide's inconsistent brand narrative to a more purpose-driven, connected and progressive identity.

South Australia has an authentic story that should be celebrated, with a unique brand DNA that should be communicated concisely and consistently. The Brand Narrative Report identifies Adelaide's intrinsic brand values as sustainability, connectedness, creative and purposeful.



**Recommendations outlined in the report include the need for a collaborative brand summit, the creation of a unifying brand story and brand strategy, and the development of a brand engagement plan.**

The Committee for Adelaide will continue to progress the findings and recommendations of the Brand Narrative Report in its future work plan and in conversations with its members, the South Australian Government and wider community.

# ACHIEVEMENTS

## SA ZERO

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In August 2023, the Committee for Adelaide, in partnership with the Government of South Australia and some of the state's leading businesses, launched SA ZERO, a landmark cross-sector collaboration aimed at accelerating South Australia's journey to Net Zero Carbon by 2050.



The Committee for Adelaide is leading the initiative with the support of launch partners, RAA, Flinders Port Holdings, BHP, the University of Adelaide, CSIRO, the Commonwealth Bank of Australia and the Government of South Australia. The initiative was originally developed and funded by Green Industries SA and the Department of Trade and Investment and is being powered by organisations from across private, public and not-for-profit sectors, each with a shared commitment to Net Zero and the long-term sustainability of South Australia.

SA ZERO members will work with Government and academia to develop and implement strategies to help South Australian businesses lower their emissions. It will consider energy efficiency measures, increased use of renewable energy, electrification, zero waste solutions, the rapid transition to a more circular economy, carbon capture and storage, and the adaption of new sustainable technologies.

# COMMITTEE FOR ADELAIDE

## EVENTS

The Committee for Adelaide delivered a range of events throughout the year, ranging from Leadership Boardroom lunches to Adelaide Connected Networking events.

The Committee for Adelaide thanks those members who generously provided space and catering for events as well as the Committee's beverage partners, Seppeltsfield, Coopers and Polka.



TOTAL OF  
**23 EVENTS FOR 2023**



ATTENDED BY  
**1496 MEMBERS**



### MAJOR SPORTING EVENTS IN SOUTH AUSTRALIA

Join us as we discuss the importance of major sporting events in South Australia, followed by the Round 2 Adelaide Crows vs Richmond Tigers match.

**SATURDAY 25 MARCH 2023 | 2:45PM - 6.30PM**

PHIL RIDINGS BAR, LEVEL 2, WESTERN STAND  
ADELAIDE OVAL, WAR MEMORIAL DRIVE, ADELAIDE

#### MODERATED BY



Ali Clarke, Breakfast  
Presenter, Mix 102.3

#### GUEST PANELLISTS



Dan Johnston  
CCO, Adelaide Football Club



Aaron Hickmann  
CEO, VALO



Nick Haslam  
Managing Director  
LIV Golf



Tom Rischbieth  
Head of Commercial and Events  
Football Australia



## Seppeltsfield Wines and the Committee for Adelaide hosted Platinum Members at a special twilight experience at Seppeltsfield Estate in the heart of Barossa.

Members enjoyed a behind the scenes tour of the Estate, followed by a wine and food experience like no other, including our iconic 1923 Para Vintage Tawny, direct from barrel in our Centennial Cellar.

**COMMITTEE FOR ADELAIDE**

**THE UNIVERSITY OF ADELAIDE**

### Emerging Leaders' Networking Event

Join us, in partnership with the University of Adelaide, as we bring together fellow future leaders for an evening of networking.

**TUESDAY 28 MARCH 2023 | 5:30 - 7:30PM**  
LEVEL 7 INGHAM WARDL BUILDING  
NORTH TERRACE CAMPUS, UNIVERSITY OF ADELAIDE

**SPECIAL GUEST**  
SAM MESSINA  
ENTREPRENEUR, ENGINEER AND  
CO-FOUNDER OF ORTOMI  
ROBOTICS

**COMMITTEE FOR ADELAIDE**

**HOST PARTNER SKYCITY**

**WINE PARTNER SEPPELTSFIELD BAROSSA**

### Leaders' Boardroom Lunch

WEDNESDAY 26 APRIL 2023 | 12:00 - 2:00PM  
SKYCITY SOUTHWEST SUITE  
LEVEL 2, NORTH TERRACE, ADELAIDE SA 5000

**SPECIAL GUEST**  
HON. PETER MALINAUSKAS MP  
PREMIER OF SOUTH AUSTRALIA

**COMMITTEE FOR ADELAIDE**

**HOST PARTNER AURECON**

**MODERATED BY**  
Stacy Lee  
ABC Radio Adelaide

### EXPERT PANEL: ROOM TO GROW?

Join us for an expert panel as we discuss the importance of growth for our state's future and consider how we can grow sustainably.

**TUESDAY 2 MAY 2023 | 5:30 - 7:00PM**  
AURECON  
LEVEL 3/25 GRENFELL STREET, ADELAIDE

**GUEST PANEILLISTS**

Dr Susan Stone  
University of South Australia

Jeremy Conway  
Infrastructure SA

Jodie Briceout  
Aurecon

Kelly-Anne Soffin  
Regional Development Australia

**COMMITTEE FOR ADELAIDE**

**THE UNIVERSITY OF ADELAIDE**

### Emerging Leaders' Boardroom Lunch

Join us, in partnership with the University of Adelaide, for an exclusive boardroom lunch, as we bring together fellow future leaders for an engaging discussion, featuring Dr Catherine Grace, Director, Space at the South Australian Space Industry Centre.

**TUESDAY 23 MAY 2023 | 12:00 - 2:00PM**  
THE GALLERY ROOM, NATIONAL WINE CENTRE  
CORNER OF BOTANIC AND HACKNEY ROADS  
ADELAIDE SA 5000

**SPECIAL GUEST**  
DR CATHERINE GRACE  
DIRECTOR, SPACE  
SOUTH AUSTRALIAN SPACE INDUSTRY CENTRE

# COMMITTEE FOR ADELAIDE

## EVENTS

Brought to you by the Business Council of Australia and the Committee for Adelaide

### Strong Australia Adelaide business luncheon and panel

Wednesday 21 June 2023  
12noon – 2.00pm  
The Playford Adelaide  
120 North Terrace, Adelaide



 <b>Moderated by</b> Business Editor Ross Greenwood				
<b>With special guest speakers:</b>	<b>The Hon Peter Malinauskas MP</b> Premier of South Australia	<b>Jennifer Westacott AO</b> Chief Executive Business Council of Australia	<b>Sam Dighton</b> Chief Executive Committee for Adelaide	<b>Mike Henry</b> CEO BHP

 **COMMITTEE FOR ADELAIDE**

 **ENLIGHTEN**  
VIDEO TRAINING

### Enlighten Video Training Workshop

Join Committee for Adelaide Corporate member Floodlight Content for a taste of their 'Enlighten' video training workshop, where you will learn how to create high-quality content in-house.

**WEDNESDAY 31 MAY 2023 | 3:00 - 5:00PM**  
FLOODLIGHT CONTENT  
SOUTH AUSTRALIAN FILM CORPORATION, 1 MULBERRY ROAD, GLENSIDE SA 5065

 **COMMITTEE FOR ADELAIDE**

 **illuminate adelaide**

 **baukultur**

### A Night with Illuminate Adelaide

**TUESDAY 4 JULY 2023**  
**PRE-DRINKS AND CANAPES AT BAUKULTUR | 5:30 - 6:30PM**  
DARLING BUILDING, GROUND FLOOR, 28 FRANKLIN ST, ADELAIDE  
**VIEWING OF 'MIRROR MIRROR' | 6:45PM**  
VICTORIA SQUARE, ADELAIDE



 **COMMITTEE FOR ADELAIDE**

### BENCHMARKING ADELAIDE REPORT LAUNCH

**TUESDAY 15 AUGUST 2023 | 5:30 - 7.30PM**  
Chartered Accountants ANZ  
Level 29, 91 King William Street, Adelaide



 **JLL**  **Deloitte.**  **RAA**  **Hames Sharley**



### EXPERT PANEL: THE PATH TO GENDER EQUITY

Join us for an expert panel with South Australia's Leaders for Gender Equity.

WEDNESDAY 5 JULY 2023 | 5:30 - 7:30PM  
BUSINESS SA  
LEVEL 17/136 GREENHILL ROAD, UNLEY

#### GUEST PANEILLISTS



### Leaders' Boardroom Breakfast with the British High Commissioner

TUESDAY 1 AUGUST 2023 | 7:45 - 9:30AM  
LENDLEASE  
LEVEL 14, 431-439 KING WILLIAM ST, ADELAIDE

SPECIAL GUEST  
THE BRITISH HIGH COMMISSIONER TO AUSTRALIA  
HE VICKI TREADELL CMG, MVO



THE UNIVERSITY  
of ADELAIDE

## Emerging Leaders' Networking Event

Join us, in partnership with the University of Adelaide, as we bring together fellow future leaders for an evening of networking.

THURSDAY 24 AUGUST 2023 | 5:30 - 7:30PM

VAULT 91  
GROUND FLOOR, 91 KING WILLIAM STREET  
ADELAIDE SA 5000



## SA ZERO (ZERO CARBON/ZERO WASTE)

## LAUNCH EVENT

MONDAY 28 AUGUST 2023 | 5:30 - 7.30PM

U City  
43 Franklin Street, Adelaide



# COMMITTEE FOR ADELAIDE


## EVENTS



### Leaders' Boardroom Lunch

**TUESDAY 5 SEPTEMBER 2023 | 12.00 - 2.00PM**  
ARUP  
MEZZANINE FLOOR, 182 VICTORIA SQUARE, ADELAIDE

**SPECIAL GUEST**  
HON NICK CHAMPION MP



### BENCHMARKING ADELAIDE: A DEEPER DIVE

Join us, in partnership with Platinum member JLL, as we delve deeper into the recently released Benchmarking Adelaide Report with the author from The Business of Cities.

**WITH GUEST SPEAKER**



Dr Tim Moonen  
Co-founder & Managing Director  
The Business of Cities

**THURSDAY 21 SEPTEMBER 2023 | 5.30 - 7.30PM**  
JLL  
LEVEL 18, 25 GRENELL STREET, ADELAIDE




### Treasurer briefing

At this exclusive event you'll hear from our special guest, Hon. Stephen Mullighan MP, Treasurer of South Australia and Joseph Capurso, Head of International & Sustainable Economics for Commonwealth Bank.

**TUESDAY 10 OCTOBER 2023 | 5.30 - 7.30PM**  
THE GALLERY  
30 WAYMOUTH ST, ADELAIDE SA 5000



**SPECIAL GUEST**  
HON. STEPHEN MULLIGHAN MP,  
TREASURER OF SOUTH AUSTRALIA



### New Member Welcome

An opportunity to meet the Committee for Adelaide team and connect with fellow new members.

**WEDNESDAY 18 OCTOBER 2023 | 5.30 - 7.00PM**  
VAULT 91  
GROUND FLOOR, 91 KING WILLIAM STREET, ADELAIDE



## Adelaide Film Festival Screening of 'After Work'

**TUESDAY 24 OCTOBER 2023**

**PRE-DRINKS AND NIBBLES AT THE HOWLING OWL | 5:15 - 6:25PM**

10 VAUGHAN PLACE, ADELAIDE

**SCREENING AT PALACE NOVA EASTEND CINEMAS | 6:30 - 8:00PM**

3 CINEMA PLACE, ADELAIDE



### Emerging Leaders' Boardroom Breakfast

Join us, in partnership with the University of Adelaide, for an exclusive boardroom breakfast, as we bring together fellow future leaders for an engaging discussion.

**WEDNESDAY 15 NOVEMBER 2023 | 8:00 - 10:00AM**

THE VINES ROOM + TERRACE, NATIONAL WINE CENTRE  
CORNER OF BOTANIC AND HACKNEY ROADS  
ADELAIDE SA 5000



**SPECIAL GUEST**

RACHAEL AJZOPARDI  
CO-FOUNDER AND CREATIVE DIRECTOR  
ILLUMINATE ADELAIDE



### END OF YEAR CELEBRATION

Join us as we bring our members and stakeholders together to thank you and celebrate the year that was.

**WEDNESDAY 20 NOVEMBER 2023 | 5.30 - 7.30PM**

AUDORA SKYDECK  
LEVEL 19-147 PIRIE STREET, ADELAIDE



## BENCHMARKING ADELAIDE

### MEMBER WORKSHOP: UNLOCKING ADELAIDE'S POTENTIAL

**MONDAY 4 DECEMBER 2023 | 2:00 - 5.00PM**

SAHMRI Atrium  
North Terrace, Adelaide



# ADELAIDE CONNECTED

## HIGHLIGHTS

The purpose of the Adelaide Connected program is to provide a concierge service and support network for skilled migrants and people who have recently moved to South Australia (from other States and from overseas), and South Australians who have recently returned to South Australia. Work includes helping skilled migrants create personal and professional networks, supports long term settlement outcomes in South Australia and provides a network for people to connect with businesses. The program has been made possible through grant funding received from the South Australian Government.

Adelaide Connected networking events provide an opportunity for migrants to meet with likeminded people, learn something new, and build their local network. As many of the attendees are looking for jobs, these events are free to attend, and the aim is to make these events as welcoming as possible. Migrants also have the opportunity to network with Committee for Adelaide members who are also invited to these events and represent some of the leading organisations in South Australia.

**A total of eight networking events were hosted throughout the year, with 922 individuals registering.**

### **Networking event @ Lumination | 13 October 2022 – Total registrations: 111**

Migrants heard from Lumination's Founder and CEO Ed Carlson who spoke about his company's journey so far and why they have chosen to grow their business here in Adelaide, while still growing nationally and internationally. Attendees also heard from the Department of the Premier and Cabinet who showcased their latest campaign – A New State of Mind – and why it was developed to attract 20–39-year-olds to live and work in Adelaide.



### **End of Year Celebration & Networking event | 29 November 2022 – Total registrations: 141**

The final event of 2022 at the Strathmore Hotel was a chance to celebrate another amazing year and provided a great opportunity to catch up with familiar faces, network and connect with likeminded individuals and Committee for Adelaide members.

**Networking event + Sanaa exhibition launch | 15 February 2023** – Total registrations: 150

This networking event was held in partnership with multidisciplinary cultural arts collective Sanaa and the University of South Australia at the Kerry Packer Civic Gallery and was the launch of SANAA's exhibition showcasing the diverse experiences of artists from Africa and South Australia's multicultural communities.

**A New State of Mind showcase event | 9 March 2023** – Total Registrations: 80

This networking event held in partnership with the Department of the Premier and Cabinet was specifically targeted towards people who were considering South Australia as a place to live and work. Migrants heard from Alison Lloyd-Wright who spoke about the A New State of Mind campaign, and from other migrants who shared their experiences of moving to South Australia.

**How to network like a pro | 27 April 2023** – Total registrations: 135

This networking event was held at the Strathmore Hotel involved networking guru Paul Kitching (PK), Business Development Manager at Fuller Brand Communication, presenting tips on how to network like a natural in any situation, as well as how to craft a personal brand and how to deliver an 'elevator pitch'.

**South Australia's global engineering skills networking event | 11 May 2023** – Total registrations: 50

Adelaide Connected supported Engineers Australia to host an information session for migrant engineer jobseekers looking to make connections within industry. Attendees heard from inspiring migrant engineers on their journey to successful engineering careers in Australia, as well as The Hon. Zoe Bettison MP, Minister for Multicultural Affairs and Minister for Tourism and Jan Irvine, General Manager, Engineers Australia SA & NT Divisions.

**Networking event @ Light ADL | 28 June 2023** – Total registrations: 115

This networking event was heard from 'Boomerang' Jan Koudelka who has travelled the world as a senior officer with the Australian Army, and now calls Adelaide home. Jan spoke about his travels around the world and what brought he and his family back to Adelaide and also spoke of the opportunities he sees for South Australia.

**Seeking employment tips for success | 6 September 2023** – Total registrations: 221

This networking event focussed on tips for success when looking for a job in Adelaide. Migrants heard from a panel of recruiting industry experts, who focussed on practical advice, from what to include on your CV, to interview skills and the current jobs market in Adelaide. This was by far the most popular event of the year and showed the appetite for events like this. As this was a sold-out event, the panel discussion was recorded.

# ADELAIDE CONNECTED

## HIGHLIGHTS

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The Committee for Adelaide also commissioned another podcast series focussing on professionals from various industries who are now based in Adelaide about why they chose their move to Adelaide, how important networking is, how we attract key talent, and how our state fares on a global scale.

The podcasts have been shared across Adelaide Connected and Committee for Adelaide social media platforms as well as their respective newsletters being downloaded a total of 2,879 times in the last year and a total of 6,915 times since the program commenced. The Adelaide Connected Podcast made it to number 8 in Feedspot's top 25 Adelaide Podcasts. The podcast series was used in two campaigns with InDaily and The Advertiser to reach a wider audience, with the campaign comprising two feature articles as well as six digital advertisements in their newsletters, **which were sent to a total of 479,773 recipients.**

2,458  
CLICKS

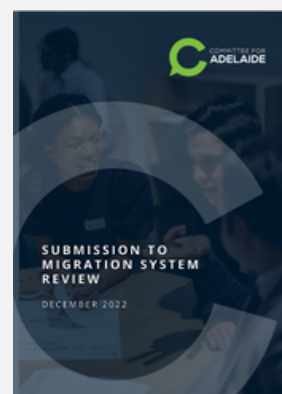
30,841  
VIEWS

6,900  
USERS

The articles had a total of 2,458 clicks and 30,841 views. The advertisements, which were directed to the podcast page on the website, had a total of 195 clicks. Throughout the year there were a total of over 6,900 users to the Adelaide Connected website, with 6,800 being new users for a total of 14,000 views.

## ADVOCACY:

As part of the Committee for Adelaide's advocacy role, a submission was made to the Australian Government's review of the migration system. A thriving community that attracts and retains talent is one of the key pillars of Committee for Adelaide, ensuring that South Australia has a future-ready and thriving economy. Overseas migration has been integral to our State's growth and will become even more critical as our population continues to age ahead of other state capitals over the coming decade.



# ADELAIDE CONNECTED

## TESTIMONIALS

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After every event the Committee for Adelaide sends a satisfaction survey to attendees to gauge their thoughts on our events. Here are some testimonies from attendees:

“**Adelaide Connected is a great initiative. I have met several people at their events that led to work related connections and opportunities. This program is definitely filling a gap that previously was not addressed.**”

- Edoardo Rosso

"Adelaide Connected provides a fantastic forum to meet, connect and engage. **Every event and the conversations and engagement is fabulous.** I'm an arrow and my partner is a boomerang and we get so much out of the events - well organised." - Anonymous

**“Adelaide Connected is a great initiative. From personal experience, Adelaide business community can appear as a close-knit circle, impermeable to outsiders. Having the opportunity to make local connections and learn more about SA businesses is invaluable.”** - Anonymous

“This was my first event - I found it to be right-sized, well organized - **as "an oldie" I came away inspired and proud to live in South Australia** - (I am an arrow!)”  
- Anonymous

“This was my first time attending and this is a great opportunity to see a diverse bunch of people coming together to support and grow with each other in making Adelaide a great place!”  
- Anonymous

“I've just been in Australia for 9 months, and Adelaide is my home. It is typically difficult for a newbie to a nation or place to create connections; nevertheless, I found Adelaide Connected's event useful since I met intriguing individuals, and I could see many of us wanted to push SA into the spotlight in Australia. **I would be interested to attend similar events in future.**”  
- Rohit Kodancha

“From personal experience, Adelaide business community can appear as a close-knit circle, impermeable to outsiders. Having the opportunity to make local connections and learn more about SA businesses is invaluable.” - Anonymous

“I believe **Adelaide Connected is playing a vital role in connecting new comers to SA** into the vibrant business and social networks that help to make them feel welcome, valued and thus supported and enabled to pursue and develop their business interests.” - Anonymous

# COMMITTEE FOR ADELAIDE

## FINANCIALS

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The Committee for Adelaide Board members submit the following financial report for the Committee for Adelaide Inc for the financial year ended 30 June 2023. This financial report has been prepared on the basis that the Committee for Adelaide is not a reporting entity because there are no users or members who are dependent on its general purpose financial statements. These special purpose financial statements have been prepared in accordance with those accounting policies which the Committee for Adelaide Board consider appropriate to meet the needs of members.

### The Committee for Adelaide Board members who held office during the term of this report:

- Raymond Spencer (Chair) – from 21/3/23
- Prof David Lloyd (Chair) – until 21/3/23
- Trevor Cooke (Deputy Chair)
- Alicia Genet (Deputy Chair)
- Nicola Craven (Treasurer) – until 31/5/23
- Caillin Howard
- Morna Young
- Hendri Mentz – from 25/11/22
- Heather Croall – from 25/11/22
- Stephanie Clota – from 25/11/22
- Alison Surjan – until 23/11/22

The Chief Executive Officer is Sam Dighton  
(from 13 March 2023)

### PRINCIPAL ACTIVITIES

The Committee for Adelaide is an independent not-for-profit organisation that is committed to advocating for economic and social growth in Adelaide and South Australia.

### SIGNIFICANT ACTIVITIES

During the term the Committee for Adelaide organised the South Australian Investment Conference 2022 on behalf of the South Australian Government. This conference involved significant grant funding provided by the Department of Trade and Investment.

There were no other significant changes to the activities of the Committee for Adelaide during the term.

**OPERATING RESULT** The surplus for the year was \$87,405.29.

# COMMITTEE FOR ADELAIDE

## PROFIT & LOSS

The Committee for Adelaide Incorporated - For the year ended 30 June 2023

### TRADING INCOME

Cost Reimbursement	2,508.45
Event Income	23,067.66
Grant Income	600,605.24
Interest Earned	20.91
Membership Income	516,208.12
Partnerships Income	197,036.36
Processing Fees	525.19
<b>Total Trading Income</b>	<b>1,339,971.93</b>

### GROSS PROFIT

**1,339,071.93**

### OPERATING EXPENSES

Accounting	5,040.00
Bank Charges	87.04
Catering & Events	491,452.10
Computer & CRM Costs	2,100.00
Consultants & Contractors	73,817.20
Donations	757.50
Entertainment	12,170.53
Insurance	2,827.65
Interest Paid	0.54
Legal & Professional	41,854.42
Low Value Assets Written Off	77.27
Marketing	58,168.06
Merchant Fees	487.06
Miscellaneous Costs	23.85
Office Expenses	9,825.22
Realised Currency Gains	24.26
Rent	22,460.23
Speaker Fees	6,300.00
Subscriptions	5,638.18
Sundry Expenses	122.73
Superannuation	43,544.38
Telephone & Internet	560.15
Travel Expense	5,234.66
Wages Expense	435,031.84
Website	2,453.70
Work Cover	6,258.07
<b>Total Operating Expenses</b>	<b>1,252,566.64</b>

### NET PROFIT

**87,405.29**

# COMMITTEE FOR ADELAIDE

## BALANCE SHEET

The Committee for Adelaide Incorporated - As at 30 June 2023

ASSETS	30 JUNE 2023
<b>Bank</b>	
Adelaide Connected	70,452.00
Committee for Adelaide	276,708.00
Debit Card	1,867.00
SA Zero	62,320.00
<b>Total Bank</b>	<b>411,347.00</b>
<b>Current Assets</b>	
Accounts Receivable	343,896.00
<b>Total Trading Income</b>	<b>343,896.00</b>
<b>Fixed Assets</b>	
Less Accumulated Depreciation on Office Expenses	(2,391.00)
Office Equipment	2,391.00
<b>Total Fixed Assets</b>	<b>-</b>
<b>TOTAL ASSETS</b>	<b>755,243.00</b>
<b>LIABILITIES</b>	
<b>Current Liabilities</b>	
Accounts Payable	66,108.00
Accrued Expenses	26,250.00
Grant Monies Received in Advance	249,395.00
GST	39,222.00
PAYG Withholding	10,261.00
Provision for Annual Leave	18,741.00
Memberships Received in Advance	259,125.00
Rounding	(0.00)
Superannuation	12,050.00
Wages Payable	(22,743.00)
<b>Total Current Liabilities</b>	<b>658,408.00</b>
<b>TOTAL LIABILITIES</b>	<b>658,408.00</b>
<b>NET ASSETS</b>	<b>96,834.00</b>
<b>EQUITY</b>	
Current Year Earnings	87,405.00
Retained Earnings	9,429.00
<b>Total Current Liabilities</b>	<b>96,834.00</b>

# COMMITTEE FOR ADELAIDE

## IN PICTURES

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# COMMITTEE FOR ADELAIDE

## IN PICTURES

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COMMITTEE FOR  
**ADELAIDE**



**COMMITTEE FOR ADELAIDE**

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