



COMMONWEALTH BANK ROOFCLIMB

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ABOUT THE COMMONWEALTH BANK ROOFCLIMB

- Exhilarating adventure across Adelaide Oval's unique roofline.
- Two hour experience that takes visitors to new heights across the Western and Riverbank stands with sweeping views of the Adelaide Oval, Adelaide's CBD and beyond.
- Opened in April 2016 as a tourism offering for the Adelaide Oval.

BUSINESS GROWTH

- The Commonwealth Bank RoofClimb directly employs 18 people – two permanent full time and 16 casual.
- South Australians make up 78% of visitors with the other 22% a mix of interstate and international visitors. To date, the RoofClimb has welcomed visitors from 17 countries.
- After being open for seven months the business was awarded a prestigious South Australian Tourism Award in 2016 in the category of New Tourism Business.

CHALLENGES

- The main challenge faced was during the construction phase, ensuring that the build did not interfere with the day-to-day operations of Adelaide Oval.
- Being an outdoor activity means that the weather can be a limitation for the business.

THE FUTURE

- There is no stopping or resting for the RoofClimb team, with a passion and need to always improve the product.
- Demand for the product is currently intrastate based with the future goal to drive demand for interstate and international visitors.

COMMUNITY IMPACT

- Local builders and sub-contractors were used throughout the building phase of the RoofClimb, with a South Australian based architect also contracted to work on the design and build.
- RoofClimb supports many local charities, donating thousands of dollars in addition to what the Adelaide Oval donates to deserving causes.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- The SATC has provided advice and support throughout the development of the product. Helping RoofClimb define its product, the SATC has been instrumental throughout the concept and launch phases.
- The SATC has provided marketing and PR support as well as included the experience on many media and trade familiarisations.
- The RoofClimb was included in the SATC's most recent global ad campaign showcasing the product to the world.

WWW.ROOFCLIMB.COM.AU

"South Australia is an incredible state and we have incredible people here. The way the locals have embraced not only Adelaide Oval but the RoofClimb as well, really shows what a fantastic place South Australia is to do business.

We were very fortunate at Adelaide Oval to win the Premier's Award for Service Excellence. We pride ourselves on the way we service our customers and ensure their experience is absolutely paramount from the moment they walk through the door to the moment they leave."

Laura Robinson, Tourism Manager, Adelaide Oval.

WWW.TOURISM.SA.GOV.AU

