



SOUTH AUSTRALIAN
AVIATION
STRATEGY

2023-2030



[SOUTH AUSTRALIA.COM](https://southaustralia.com)

ACKNOWLEDGEMENT

Aboriginal people have made and continue to make a unique and irreplaceable contribution to the State of South Australia.

The South Australian Government acknowledges and respects Aboriginal people as the State's first people and nations and recognises Aboriginal people as traditional owners and occupants of South Australian land and waters.

The South Australian Government acknowledges that the spiritual, social, cultural, and economic practices of Aboriginal people come from their traditional lands and waters, and that Aboriginal people maintain cultural and heritage beliefs, languages and laws which are of ongoing importance today.

This plan acknowledges and respects that all tourism activity and development takes place on lands and waters traditionally owned by South Australia's Aboriginal peoples and encourages Aboriginal communities to be a part of the current and future success of the South Australian Visitor Economy.



Above Southern Cultural Immersion, Adelaide

Cover Adelaide Airport, Adelaide

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EXECUTIVE SUMMARY

AVIATION AND SOUTH AUSTRALIA

Supporting and growing a strong aviation industry in South Australia is fundamental to driving economic growth and building a vibrant state.

Aviation offers a global transportation network, effectively and efficiently connecting people and goods around the world. The aviation industry offers continued growth potential for economies, jobs and enables trade and importantly, for long-haul destinations like Australia, tourism.

Many industries in South Australia rely on inbound and outbound airline seat supply to facilitate trade and business relations. Defence, wine, conferences and conventions, mining and resources and international education each depend on the State being

accessible to markets, suppliers, head offices and customers.

The South Australian Tourism Commission (SATC) plays a vital role in the development and promotion of aviation in South Australia. Its primary objective is to drive tourism growth, and aviation development is a key component of achieving this goal.

The SATC has a visitor expenditure goal of \$12.8 billion by 2030. The SATC's aviation targets are 23,800 international seats per week and 116,000 domestic seats per week to Adelaide by 2030.

COVID-19 IMPACT

The global COVID-19 pandemic posed the greatest disruption the aviation sector has ever seen. Almost overnight, the aviation industry collapsed, with fears that it may never recover. Despite

the hard-hitting challenges these unprecedented events posed on the aviation industry, planes continued to fly, delivering many thousands of tonnes of freight and countless repatriation flights across the world.

Australia's aviation industry continues to be severely affected by the pandemic, with full recovery of the industry expected to be still some time away, particularly for the international sector. Fortunately, the Australian Government delivered a range of COVID-19 crisis support programs for the aviation sector to maintain essential air connectivity, preserve critical aviation capacity and protect supply chains. This assistance provided the sector stability to drive recovery beyond the crisis. There is a significant challenge ahead to rebuild connectivity, particularly restoring domestic and international demand to support supply.



Above Adelaide Airport, Adelaide

FACTORS LIMITING AVIATION GROWTH

The disruption caused by COVID-19 to international travel was felt worldwide, but nowhere more significantly than in Australia. International airline capacity has gradually re-built but there are major gaps in the connectivity of Adelaide with key markets.

Cost pressures are having an impact which is seeing airlines take a more conservative approach to resuming flights or starting new routes.

Adelaide is underserved with international airline seats compared to other major Australian cities. One of the primary factors is Adelaide's smaller population compared to cities like Sydney, Melbourne and Brisbane. Airlines tend to prioritise routes to cities with larger populations because they can potentially attract more passengers, leading to higher revenue. Also, major cities tend to have more international flights due to higher demand for business travel.

In the years preceding the pandemic, the increase in the number of domestic passengers did not align with the growth in the population or the economy. Furthermore, there were no new high-capacity airlines entering the market, flight delays became more frequent, and airfares experienced an upward trend. These challenges have persisted as the industry resumed operations following the relaxation of travel restrictions and the lifting of lockdown measures. Some of these outcomes reflect a lack of effective competition.

Regional aviation has a complex set of factors, with commercial viability and operational issues being two significant challenges. Kangaroo Island is a jewel in the State's tourism crown, yet limited air access is dramatically impacting its ability to grow and reach its full potential.

To plug these gaps, the SATC and Adelaide Airport Limited (AAL) have allocated significant resources towards rebuilding air capacity into Adelaide, as well as securing new airlines to provide competitive options for the South Australian public and visitors to the State.

CURRENT OPPORTUNITIES

South Australia's aviation industry is primed for sustainable growth, with the expansion of existing routes and the establishment of new routes offering opportunities to help enhance connectivity, stimulate tourism, attract investment, and facilitate trade.

South Australia has the potential to attract new international routes, especially from destinations home to the State's key tourism markets and emerging economies. Re-establishing routes from pre-COVID times and developing new routes connecting to South-East Asia, China, the United States, Japan and New Zealand are priorities.

Strengthening domestic air connectivity within the State, and also Australia, is crucial for South Australia's growth. Introducing new domestic routes, particularly to regional centres will boost tourism, business travel, and regional development. Identifying underserved routes or untapped regions can attract airlines to establish services to and from South Australia. Continued collaboration with regional airports, airlines, tourism operators and government agencies are crucial to expand domestic and regional air services, improve infrastructure and promote South Australian tourism experiences. Delivering targeted initiatives to attract domestic travellers, while supporting regional communities and maintaining affordable airfares will be key to unlocking the full potential of domestic and regional aviation in South Australia.

A "TEAM ADELAIDE" APPROACH TO AVIATION IN SOUTH AUSTRALIA



Above Adelaide Airport, Adelaide

This strategy fully aligns with the targets outlined in the SATC's South Australian Visitor Economy Sector Plan 2030. As the State's tourism industry recovers from the impacts of the pandemic, now is the time to plan an innovative course that is effective, well-resourced and committed to the goals that will bring long-term benefits to the State.

To ensure that the State capitalises on the economic and social opportunities that are available, a clear aviation development strategy is required with effective implementation. A whole-of-government, well-communicated approach (under the banner 'Team Adelaide') is proposed and outlined in this document. It brings together the key arms of government including The SATC, Department for Trade and Investment (DTI), Department of Premier and Cabinet (DPC), Department for Infrastructure and Transport (DIT) with the added benefit of one point of liaison with the key commercial partner, AAL.

For over 20 years, the SATC has actively participated on a daily basis within the aviation sector, recognising the crucial need for a high-level, coordinated and efficient approach. This is achieved through building strategic partnerships, influencing airline decision-makers and garnering government and political support for productive discussions with senior management in

multinational airlines.

At a time when other state governments have allocated significant resources to re-securing airline access, changing the competitive landscape for starting new routes, the South Australian Government must consider its highest priorities and the costs associated with achieving our objectives.

An aviation bid framework that guides the design of airline financial support packages is required. It must meet required objectives, guide the quantum for support and streamline the approval process for Cabinet.

This approach is proposed with three key themes guiding the strategy: Leadership, Route Development and Partnerships.

This approach to aviation attraction will ensure that the South Australian Government:

- Is proactive in driving aviation growth for the State.
- Has a coordinated, professional approach to aviation development.
- Maintains strong, long-term relationships with commercial partners.
- Provides incentive offers to airlines that are supported by Cabinet and partner agencies.

INTRODUCTION

Air access from the State's key source markets is a critical factor impacting tourism growth and business development in South Australia. Understanding and tapping key opportunities that are available to support the State's growth potential in tourism is essential.

Aligning government and non-government stakeholders will provide a coordinated approach that will maximise the opportunity for success.

This strategy sets a course that outlines future actions necessary to improve air access to the State. It examines the current aviation environment and how it impacts South Australia. It aims to steer the subsequent phase of aviation development, while working towards attaining the State's 2030 visitor targets.

The South Australian Visitor Economy Sector Plan 2030 aims to build "a strong and sustainable economy that builds on our

strengths". Aviation is an enabler that will contribute to achieving many of the targets set in the plan.

To achieve the 2030 tourism expenditure goal, Adelaide will need to sustain 23,800 international seats per week and 116,000 domestic seats per week by 2030. Adelaide currently has 14,500 international seats per week and 80,000 domestic seats per week.



Above

Adelaide Airport, Adelaide

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THE EXTERNAL AVIATION ENVIRONMENT

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COMPETITION FOR NEW ROUTES

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The arrival of new aircraft, changing consumer behaviour, competitive issues and other factors mean that airlines constantly look for profitable and strategically important routes on which to schedule their aircraft.

Australian cities compete with each other and internationally in their bids to airlines for new routes and allocation of aircraft. For example, Adelaide competes with Melbourne and with cities in China, the United States and Europe.

challenge – a rapid spike in fuel prices. Since the start of 2022, the price of jet fuel increased by approximately 90% and costs roughly 120% more, on average, than it did in 2021. This price increase presents a significant challenge for airlines as fuel is often the largest operating cost, accounting for around 25% of total costs depending on the year.

High fuel prices further reduce margins making relatively marginal routes even more marginal. Airlines then suppress investment in these more marginal routes, looking for less risky returns.

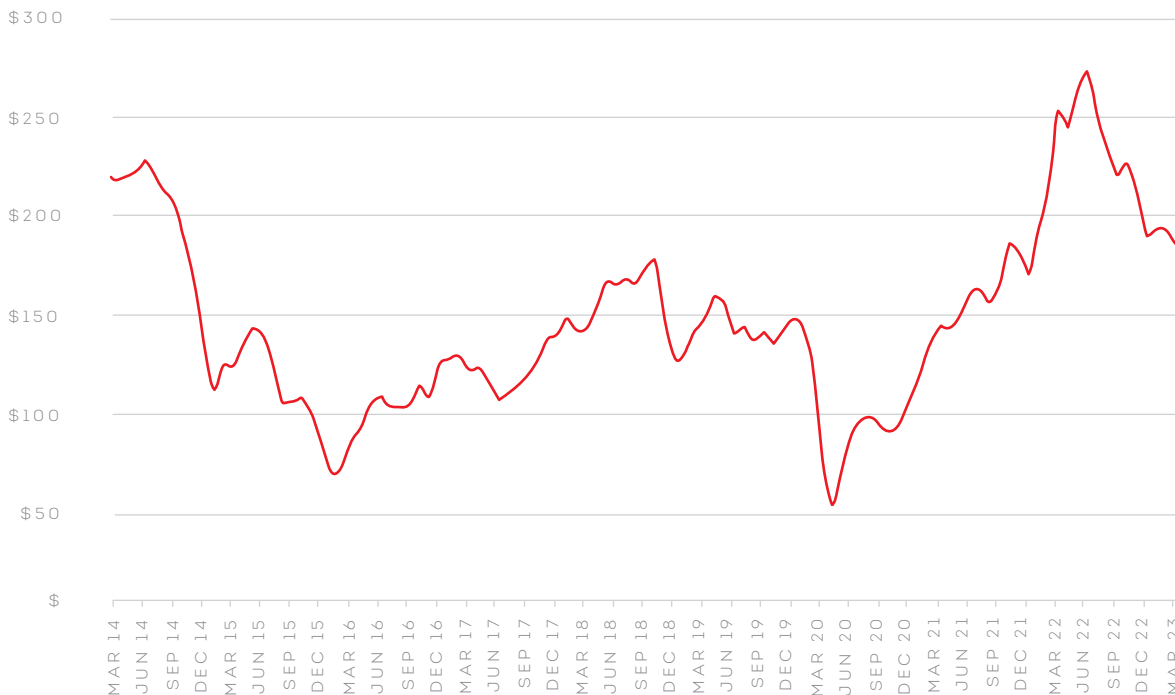
This cost of fuel issue is expected to amplify over the coming decade as airlines transition to Sustainable Aviation Fuel (SAF) to meet industry targets. SAF will initially be by way of biofuel and then hydrogen sourced power-to-liquid production that is all forecast to be materially more expensive than traditional oil-based aviation fuel. Demand for SAF is forecast to exceed supply and airlines are expected to favour those destinations where they can refuel with reliable sources of SAF.

IMPACT OF HIGH FUEL PRICES

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Just as airlines began their recovery from the COVID-19 pandemic, the sector was hit by another

PRICE OF CRUDE OIL, MARCH 2014-MARCH 2023



NATIONAL AVIATION ENVIRONMENT

One year after Australia reopened its borders to overseas travellers, Australia's international traffic has climbed back toward pre-COVID levels far more quickly than most industry stakeholders predicted.

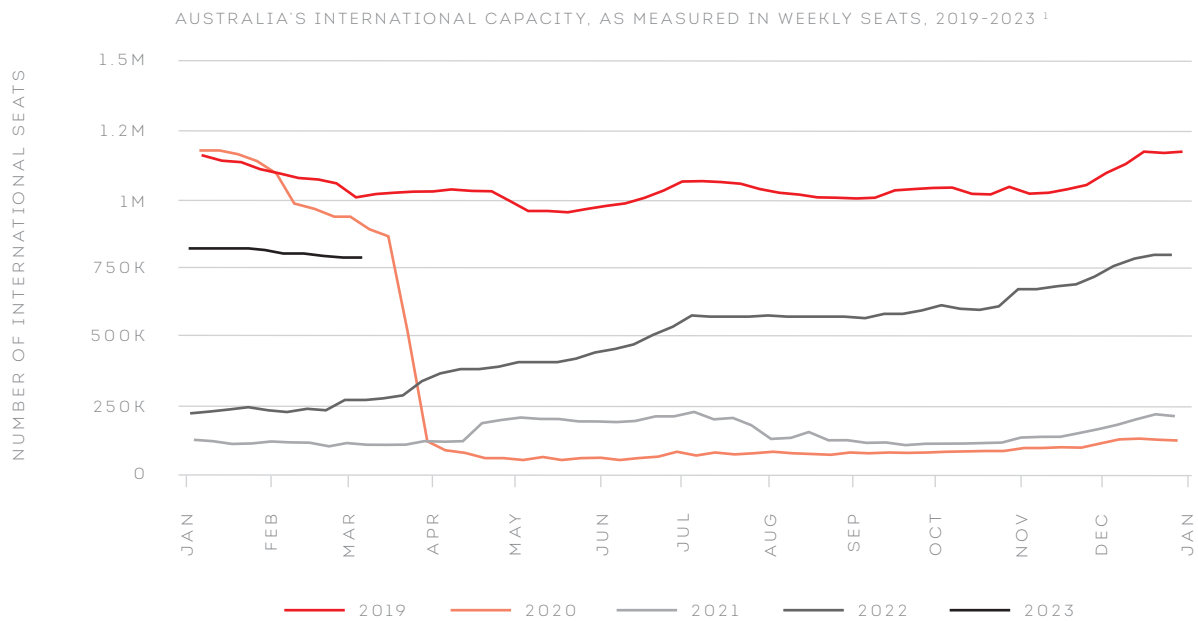
The stronger than expected recovery has meant international demand has outstripped supply, as many airlines serving Australia have not yet reactivated their fleets of widebody aircraft. This has meant high load factors (% of occupied seats on a flight relative to the total number of seats available) and high fares – a welcome financial boost for airlines.

The progress made in the wake of COVID-19 has been turbulent at times, as airlines and airports struggled to cope with the rapid return of traffic.

Workforce shortages in Australia (and elsewhere) was a primary culprit, causing high-profile system disruptions that led to a temporary slowdown in the recovery.

A significant milestone in the process of reopening Australia's borders occurred on 21 February 2022, when double-vaccinated international tourists were allowed to enter most Australian states for the first time in almost two years (with the exception of Western Australia). The week before the broad reopening, international seat capacity was at just 22% of 2019 levels.

The change in the following 12 months has been dramatic. Australia's international seat capacity returned to 75% of 2019 levels by February 2023.



Familiar patterns in international demand from years past have now shifted, as different markets return at widely varying rates. Looking ahead to the next phase of recovery, the factors to watch will be the continued return of widebody aircraft capacity and, most notably, the return of mainland China traffic.

Source: ¹AAL - Adelaide Airport

THE EMERGENCE OF LOW COST CARRIERS

The emergence of low-cost carriers (LCCs) over the last three decades has helped to transform the global airline industry and make air travel more accessible.

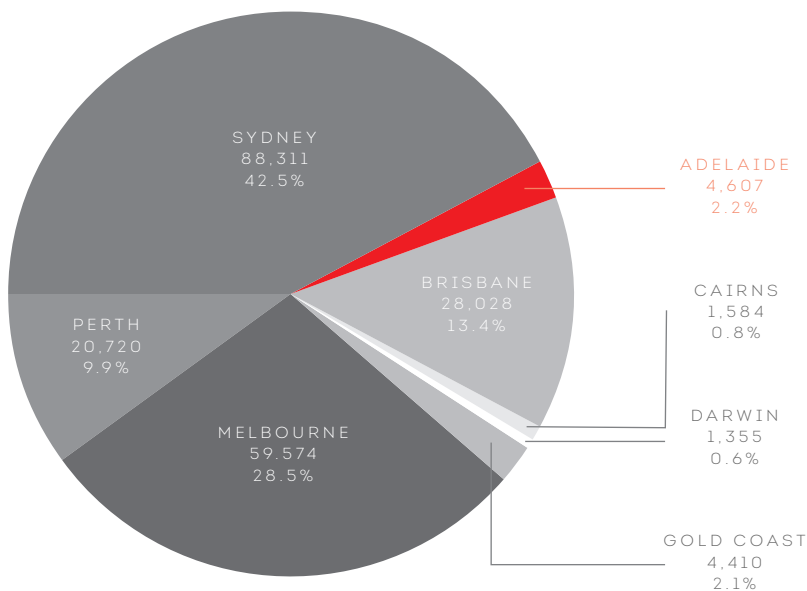
With cheaper airfares and direct flights, LCCs have encouraged more people to fly, while also forcing traditional carriers to innovate and better align their product offerings with consumer preferences.

In January 2023, Bonza became the most recent low-cost airline to enter the Australian domestic market.

Bonza's launch is a significant development in the history of Australia's airline industry. Bonza is the first high-capacity passenger airline to enter the domestic market since Tigerair 15 years ago. Bonza is also the first independent low-cost carrier in the market since Virgin Australia acquired Tigerair in 2013. Tigerair has since exited the market.

SOUTH AUSTRALIA'S AVIATION ENVIRONMENT

INTERNATIONAL AVIATION



International Weekly Seats - 2023²

4,607 weekly international seats were scheduled to Adelaide in the year ending January 2023. This compares to 9,911 over the same comparison period ending Jan 2019. This is 2.2% of the national share.

INTERNATIONAL AIRLINES TO ADELAIDE - JULY 2023	PRE-COVID FLIGHTS PER WEEK	CURRENT FLIGHTS PER WEEK
Air New Zealand	4	4
Cathay Pacific	5	0
China Southern	3	0
Emirates	7	0
Fiji Airways	0	2
Jetstar Airways	12	14
Malaysia Airlines	5	5
Malindo Air (Batik Air - Denpasar)	4	0
Malindo Air (Batik Air - Kuala Lumpur)	0	3
Qantas	0	0
Virgin Australia	0	7
Qatar Airways (Auckland)	0	7
Qatar Airways (Doha)	7	7
Singapore Airlines	7	7
TOTAL INTERNATIONAL FLIGHTS	54	56

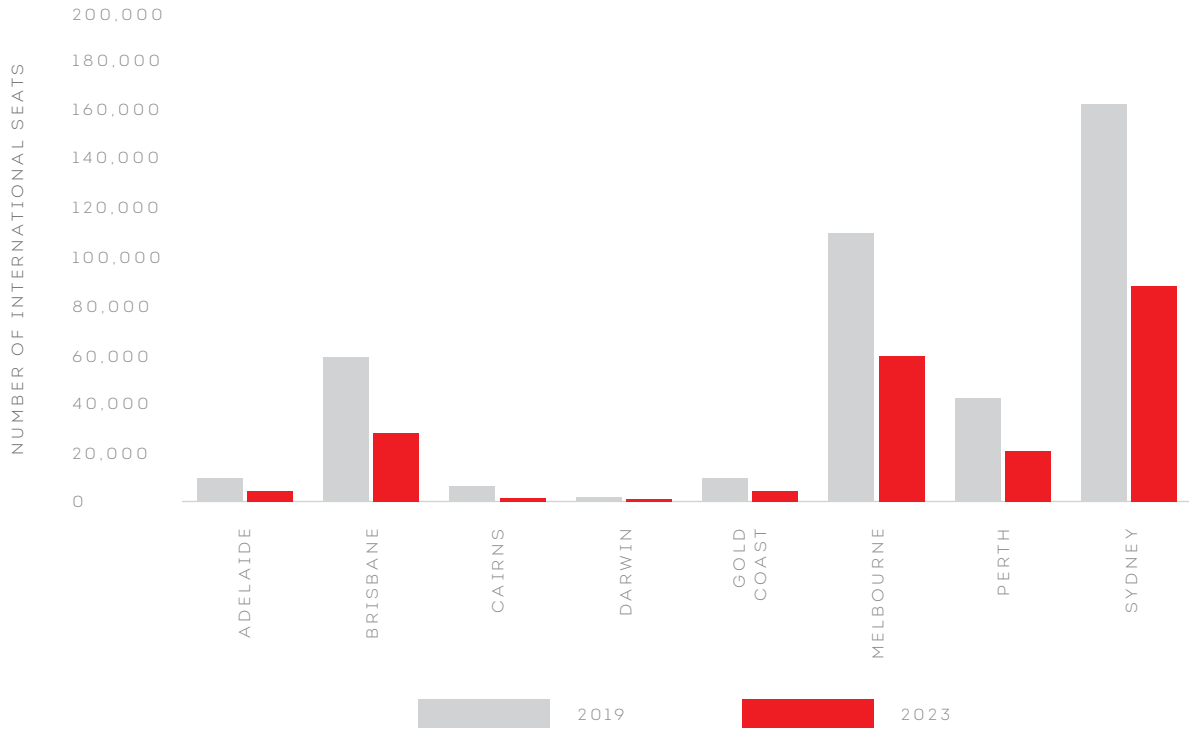
Source: AAL - Adelaide Airport

**International Seats
Per Week: 2019 vs 2023**

This chart demonstrates both the growth and the relative size of seat supply to each international airport in Australia.

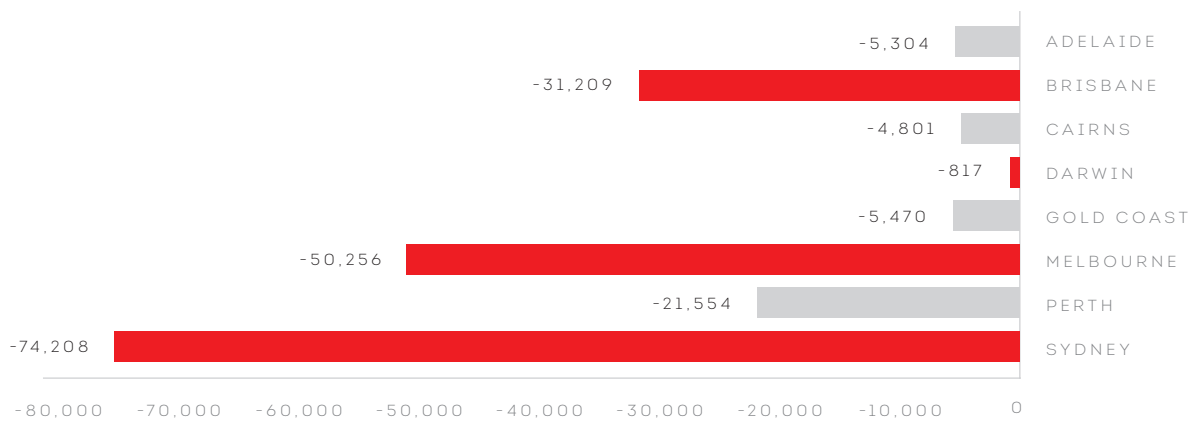
Adelaide like all Australian cities has seen a decline in seats per week when compared to 2019.

As 2023 progressed, seats have grown. Adelaide has a relatively small supply of seats compared to other Australian cities.



**International Seat
Decline Since 2019
- Data to Year End
January 2023**

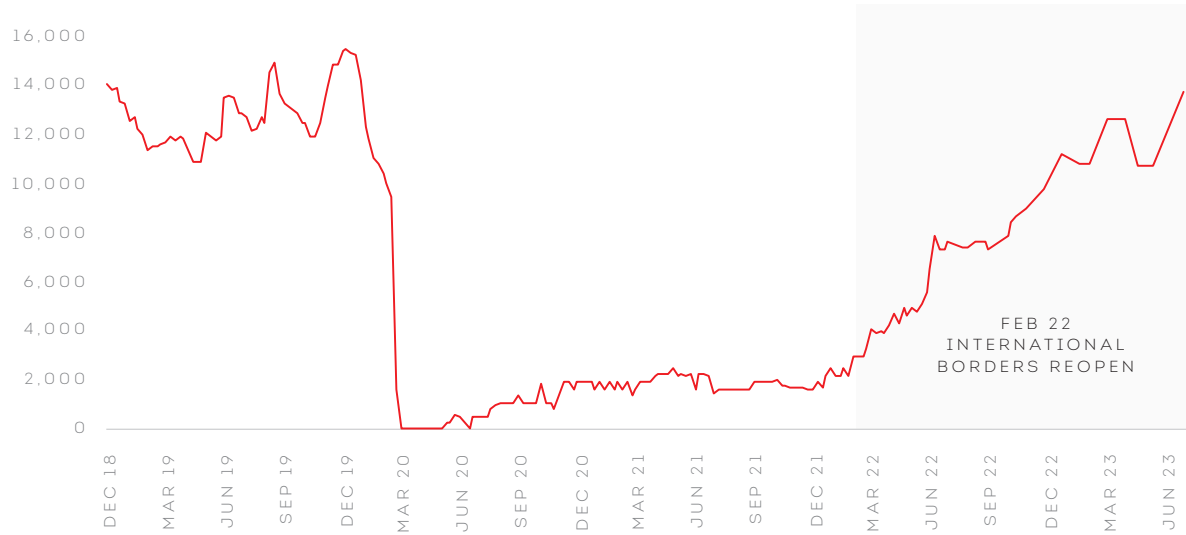
International airfares remain high as demand for seats outstrips supply. The number of seats and flights offered are constrained partly due to aircraft orders, workforce shortages and strong demand in other continents.



Source: Adelaide Airport Limited 2023

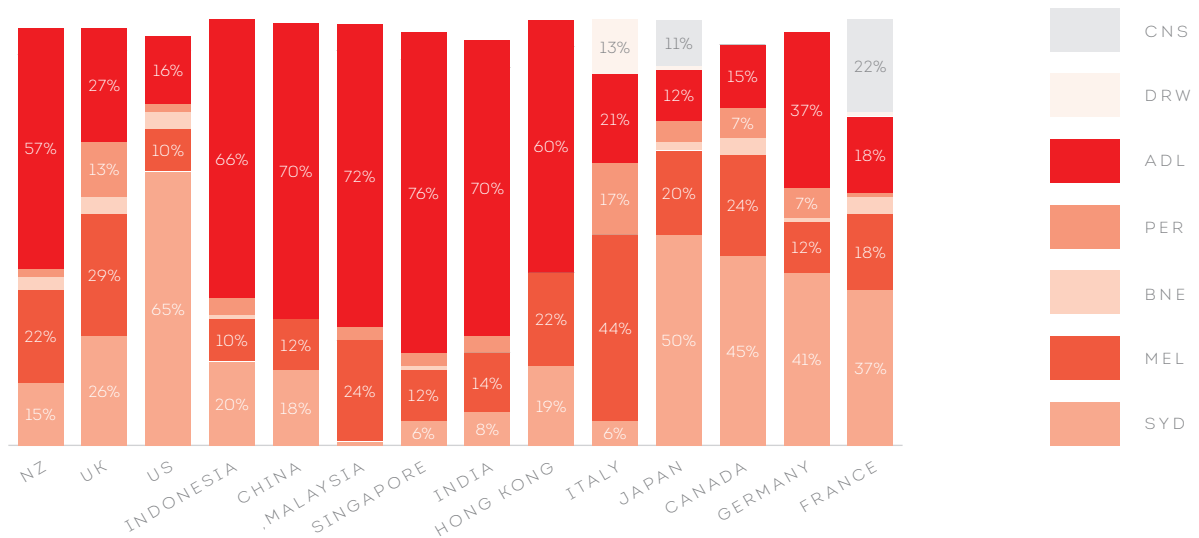
Total International Seats into Adelaide¹

The resumption and frequency of international services into Adelaide has proven to be challenging for airlines due to aircraft availability, staffing and operational challenges; however, there are positive signs emerging as passenger numbers and flights are now increasing.



City of Arrival for International Visitors to South Australia²

For many of the State's key markets, a considerable number of passengers travel via interstate ports (China 30%, UK 73%, US 84% and New Zealand 33%). This is a form of leakage and provides a strong case for increased direct services.



Source:

¹Adelaide Airport Limited 2023

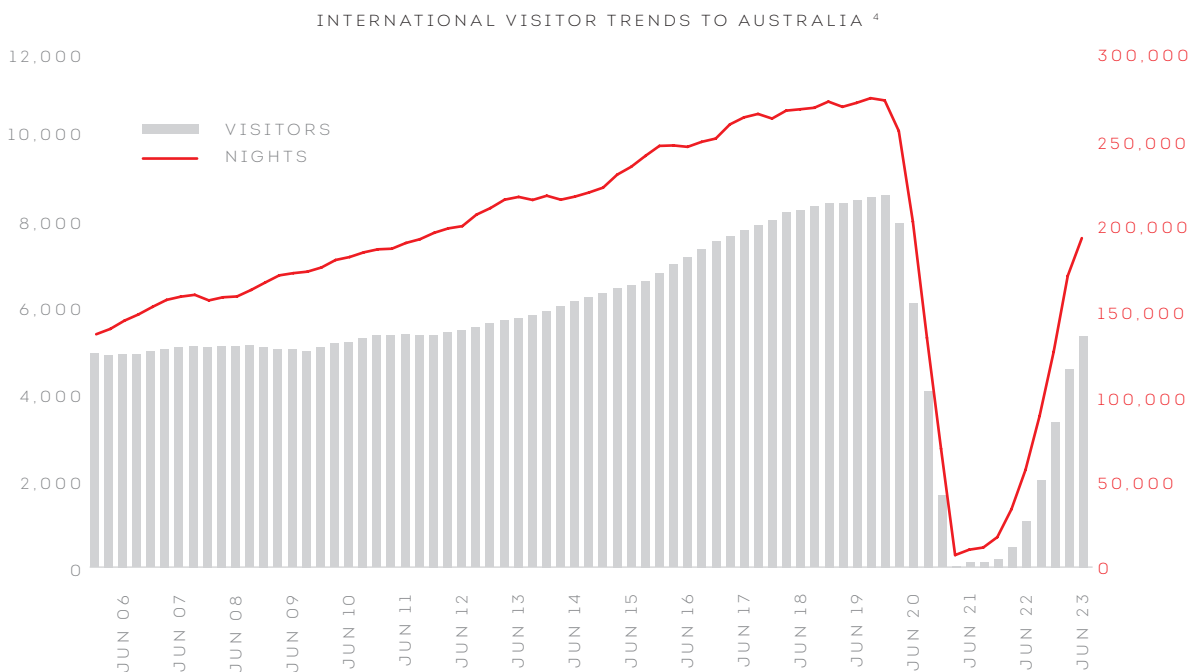
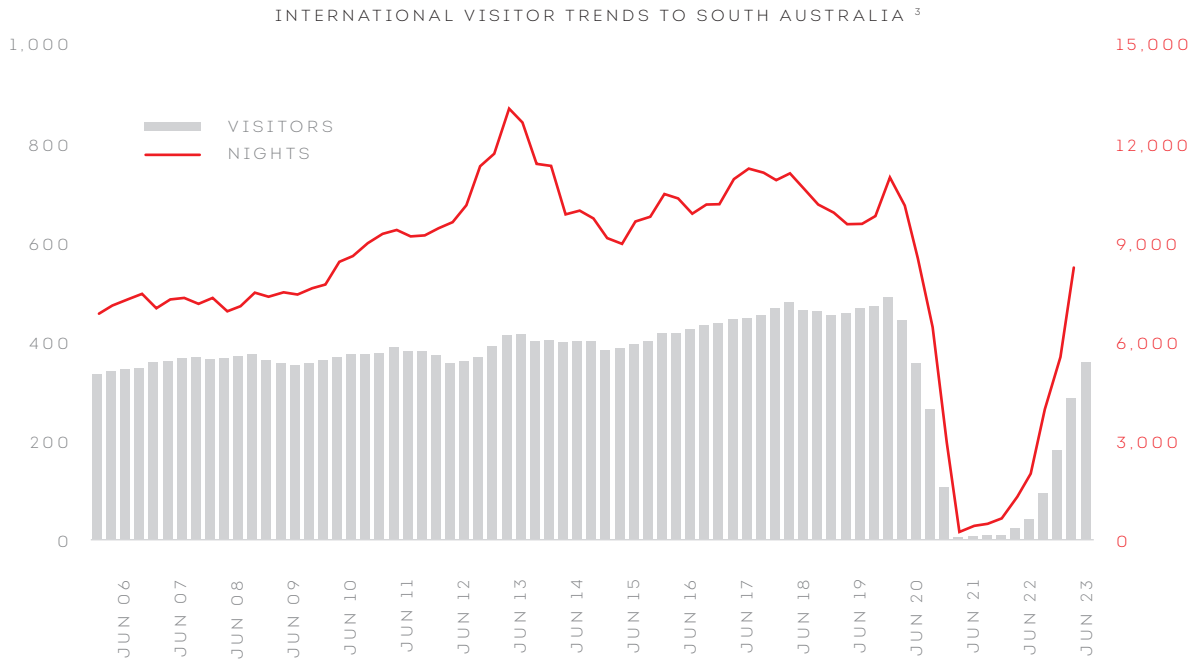
^{2,3,4}Tourism Research Australia - International Visitor Survey

International Visitor Trends for South Australia

Between December 2019 and March 2023 international visitors to South Australia has declined on the back of COVID with international border closures. Visits are down 41% compared to a 47% decline nationally.

Visitor nights during this period have also declined by 25% during this period and 38% nationally.

Even with this decline, South Australia's market share of visits, nights and expenditure have all grown over this period.



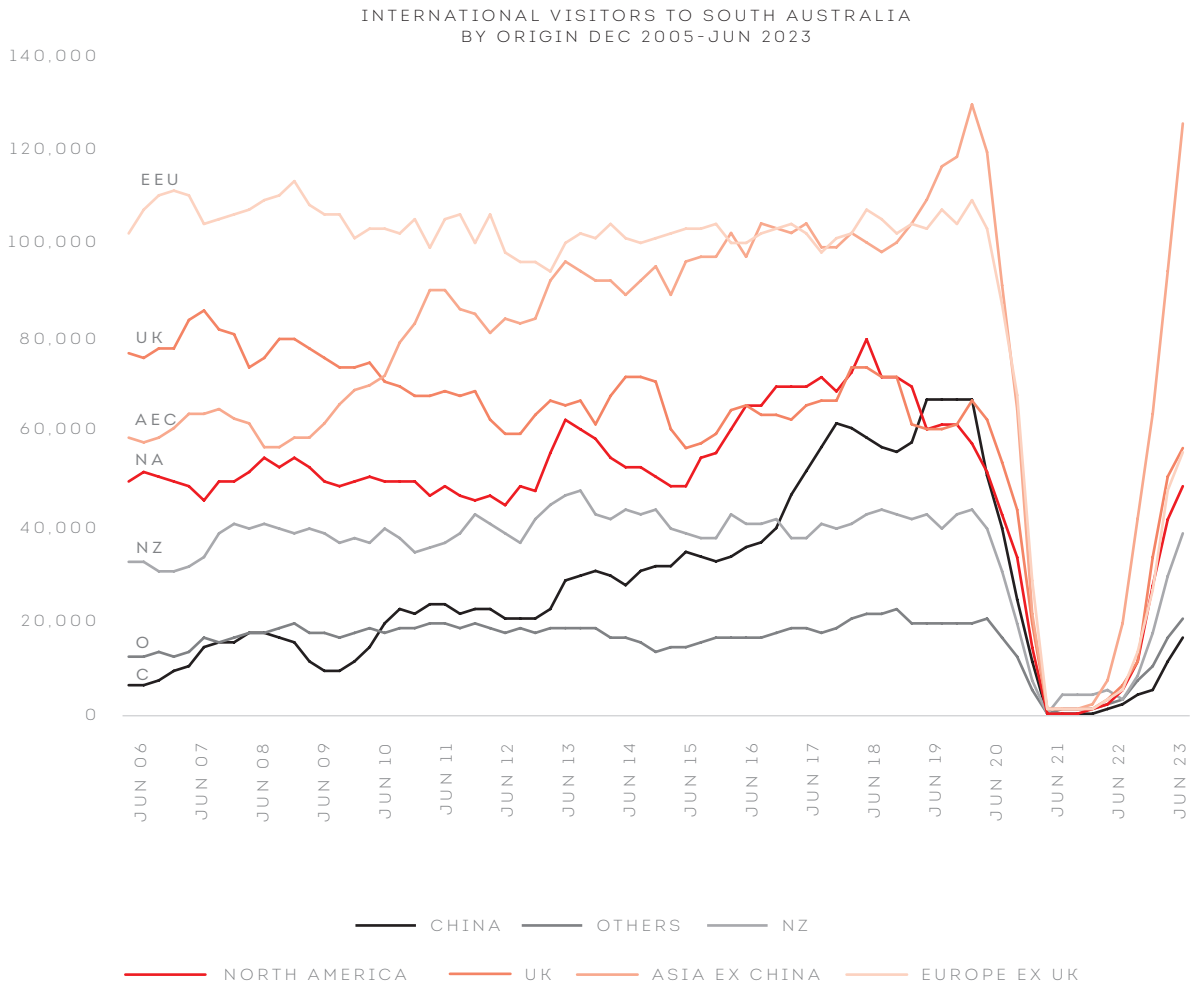
Performance over the last year to March 2023 with the borders open for over 12 months.

Positives

UK has seen visits grow back to 75% of pre-COVID levels. Expenditure is 23% above pre-COVID. India visits are back to pre-COVID levels, with expenditure 35% above 2019 levels. North America has seen visits grow back to 72% of pre-COVID levels. Expenditure is 20% above pre-COVID levels.

Negatives

China has only recovered back to 16% of pre-COVID levels for both visits and expenditure. German visits down 47% and expenditure down 52%.



Source: Tourism Research Australia - International Visitor Survey

DOMESTIC AVIATION

South Australia is served by several domestic airports, with Adelaide Airport being the primary hub. Adelaide Airport offers extensive domestic flight connections to major cities across Australia, including Sydney, Melbourne, Brisbane, Perth and Darwin.

Adelaide's scheduled domestic seat supply (July 2023) is 84,938 seats per week which is down from 90,466 in 2019, a decrease of 6.1%. Tigerair's withdrawal of operations from South Australia accounts for this decrease.

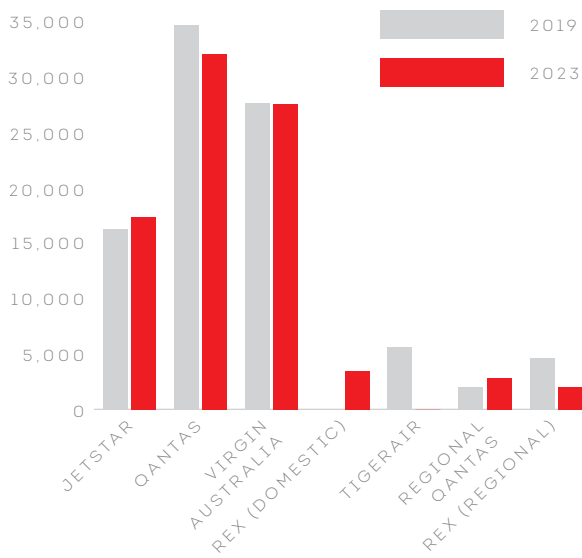
Jetstar has provided the highest seat growth for South Australia routes over recent years. The chart on the following page shows Jetstar's market share has increased from 18% to 20% since 2019. This has been at the expense of Qantas and follows Tigerair's withdrawal

in 2019. However, the collective share of the Qantas group has shifted upwards to 58%.

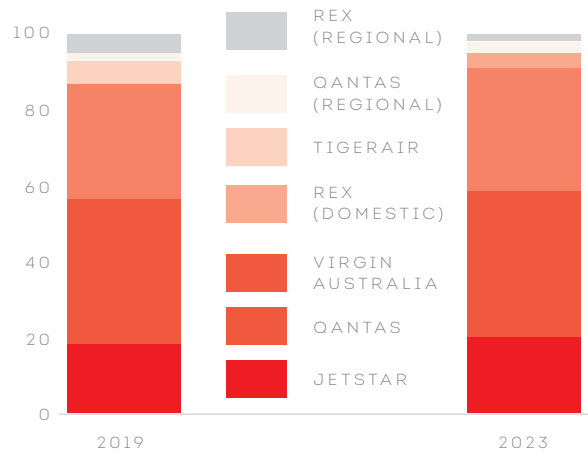
Starting in early 2020, South Australia, along with all other Australian states, experienced a significant reduction in domestic flight capacity due to the emergence of COVID-19. Weekly domestic seat availability plummeted from nearly 90,000 to a mere 2,300. While there were periods of recovery following each wave of the pandemic, these improvements were

consistently hindered by the emergence of new COVID-19 variants. However, between early 2022 and July 2023, as the pandemic's impact began to lessen, South Australia observed a gradual revival in domestic flight capacity, eventually reaching levels comparable to those seen in the pre-COVID year of 2019. With the reduction in seat supply, higher passenger load factors for each of Adelaide's major domestic markets contributed to improved yields for airlines and higher prices for customers.

South Australian Seats Supply¹

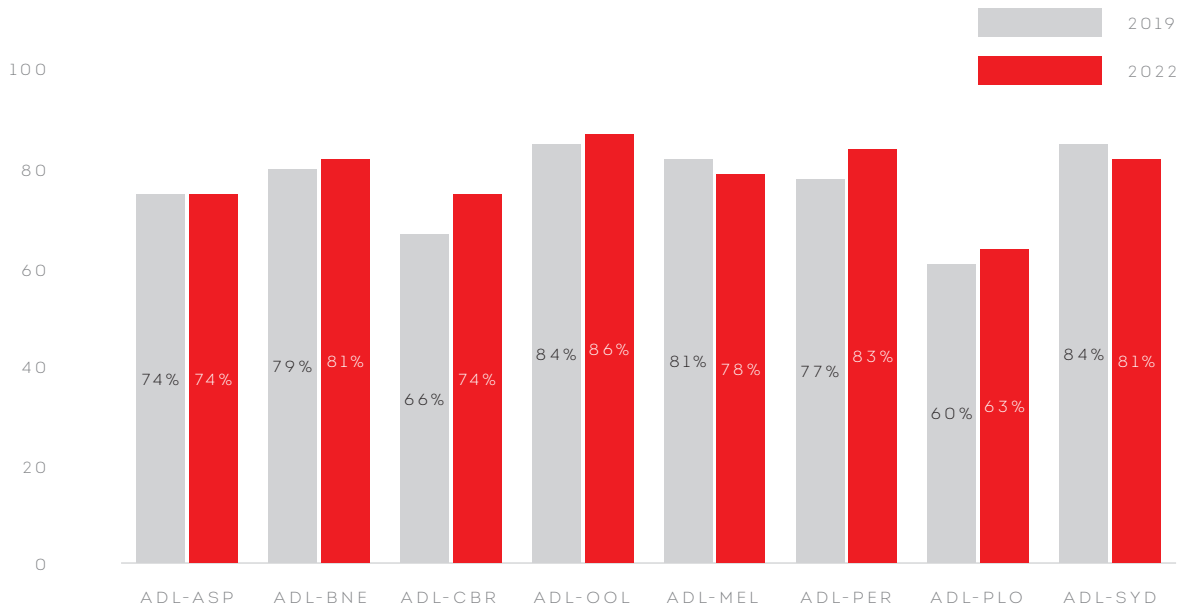


Airline Market Share for South Australia²



Load Performance of Adelaide Major Domestic Routes³

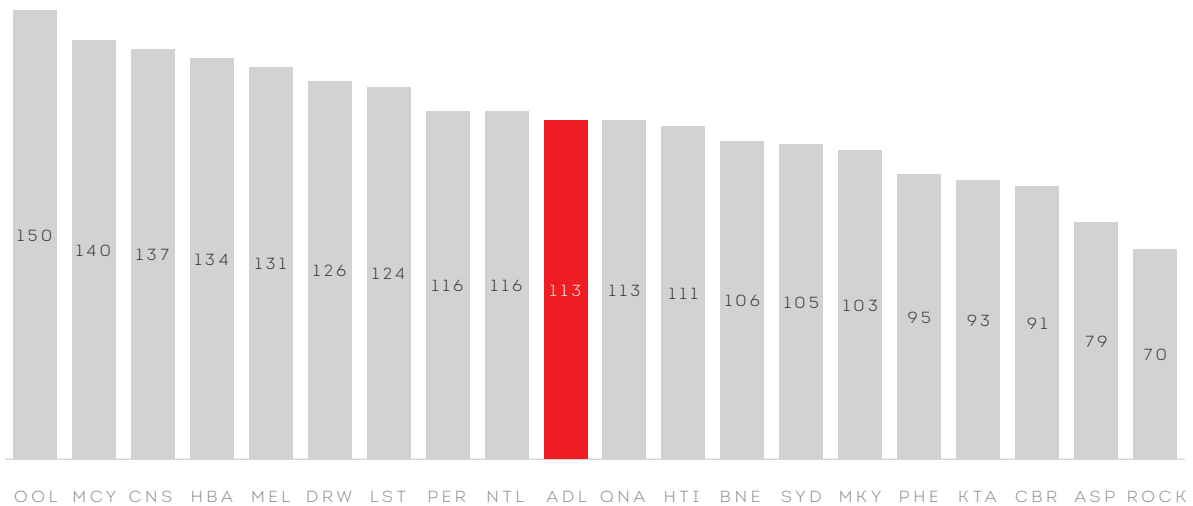
With the reduction in seat supply, higher passenger load factors for each of Adelaide's major domestic markets contributed to improved yields for airlines and higher prices for customers.



Source:

¹AAL - Adelaide Airport

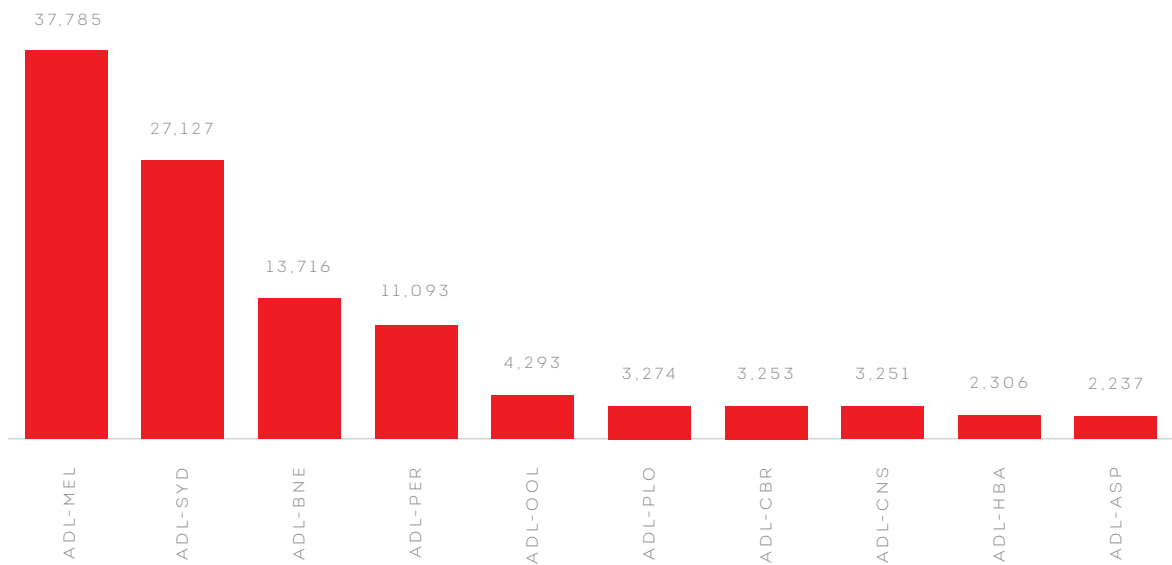
^{3,4}Bureau of Infrastructure and Transport Research Economics - (BITRE)



Above

Domestic Passengers per Domestic Aircraft Movement at Australia's Top 20 Airports - YE 2022 ⁴

Adelaide sits mid-range for passengers per aircraft ahead of Brisbane, Sydney and Canberra but behind Hobart, Melbourne, Darwin and Perth. Previously we were at the lower end due to aircraft with smaller capacities operating to Adelaide. The general size of planes to Adelaide have grown along with the passengers per flight.



Right

Top 10 South Australia Domestic Origin Destination Markets - YE 2022 ⁵

In terms of demand for airline seats, South Australia's largest markets remain the State capitals of Melbourne, Sydney, Brisbane and Perth. Adelaide also has a strong connection with the Gold Coast, Port Lincoln, Canberra, Cairns and Hobart.

Domestic Tourism

Domestic tourism (interstate and intrastate) represents 91% of the \$9.4 billion spent in South Australia in the year to March 2023, with 38% of this generated by interstate visitors.

Results for the year ending March 2023 were very positive, with South Australia just behind national results for domestic visitors, nights and expenditure:

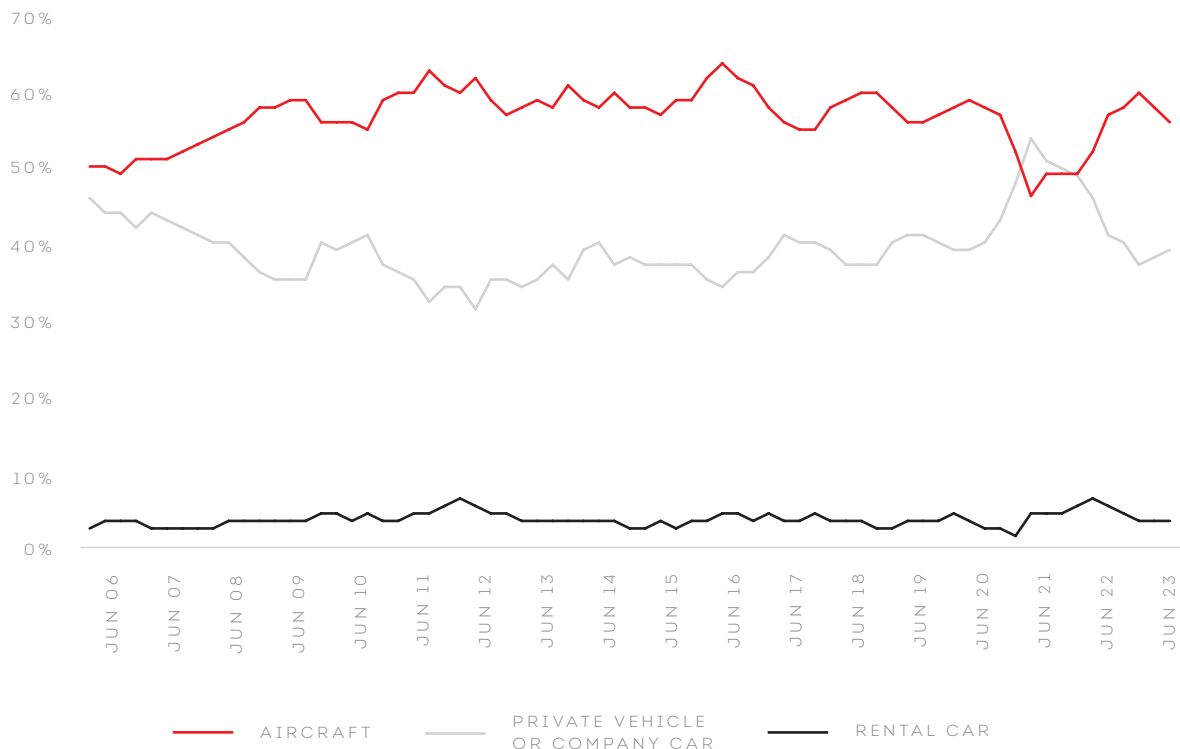
- Domestic overnight visitors to South Australia down 7.6%, Australia down 2.0%
- Visitor nights to South Australia down 4.7%
- Expenditure in South Australia up 25%, Australia up 34%
- Comparison period December 2019

South Australia hosted 2.8 million interstate visitors in the year to March 2023 and 1.6 million

(58%) of these visits involved a plane flight. The balance was by private car (38%), and rental vehicle (3%). This proportion had remained steady up until COVID. For a period of time, car travel became the preferred method of transport. In the latest results, method of transport has reverted back to similar ratios. As was the case in 2019, air travel is now the dominant form of transportation to access South Australia (NVS).

Visitors have shifted to aviation as the more convenient means to reach South Australia, underlining the importance of ensuring we achieve increased share of air access services.

Proportion of Interstate Trips to South Australia by Transport Type



Source: Tourism Research Australia - International Visitor Survey

REGIONAL AVIATION

Sustainable, convenient and cost-effective access to regional South Australia is vital to support the growth of tourism, mining and other state industries.

South Australia has a network of regional airports that serve as important hubs for regional aviation. These airports include Mount Gambier, Port Lincoln, Whyalla, Kangaroo Island, Coober Pedy, Renmark, and others. They provide essential air links to remote communities, mining regions, tourism destinations, and agricultural areas.

Regional airlines, such as Qantaslink and Rex play a significant role in providing air services to

regional areas in South Australia. These airlines offer regular scheduled flights connecting regional airports with Adelaide and other major centres, ensuring essential passenger and cargo transport.

Regional aviation is challenged by several issues that have the potential to limit growth. The Commonwealth Government introduced security screening requirements for regional airports, operational and staffing issues, lack of viable competition and upgrading facilities to meet future needs.

Current weekly air service frequency - South Australian regional routes as at July 2023

ROUTES ADELAIDE TO	TOTAL FLIGHTS PER WEEK AS AT JULY 2023
Kingscote (Qantas)	6
Mount Gambier (Rex)	17
Mount Gambier (Qantas)	4
Port Lincoln (Rex)	34
Port Lincoln (Qantas)	32
Ceduna (Rex)	7
Whyalla (Qantas)	15
Coober Pedy (Rex)	3
TOTAL REGIONAL FLIGHTS	118

It is estimated that regional Australia accounts for 45% of Australia's tourism industry, with regional airports being a critical enabling gateway.

Source: Adelaide Airport Limited 2023

State-wide

Air Charters

Apart from scheduled regional flights, air charter and general aviation services play a significant role in regional aviation. These services cater to specialised needs, such as mining charters, emergency medical transport, aerial surveying and tourism experiences. General aviation supports regional communities by providing access to smaller airfields and facilitating aerial tourism activities.

Regional Airport Management and Infrastructure

Regional airports play vital social and economic roles in local communities across South Australia.

The long-term sustainability of regional airports is being challenged by economic and aviation industry factors mostly beyond the control of airport owners/managers.

A key issue is that while most airports can fund current operational requirements, they are likely to have difficulty funding future infrastructure upgrades to cope with projected growth in services and the next generation of larger (and heavier) aircraft.

The issue is not so much one of planning, but rather the lack of funding for the long-term.

Security Screening at Regional Airports

In 2019, the Australian Government introduced mandated enhanced security screening at domestic airports, including re-classifying some regional airports, triggering screening requirements for the first time.

While longstanding policy is that industry is responsible for meeting security costs, the Government recognised that mandatory security screening activities have a relatively high fixed cost element which could disproportionately impact regional areas and implemented measures to support the implementation at regional airports.

The \$50.1 million Regional Airport Security Screening Fund supported regional airports to purchase, or upgrade, their security screening equipment, and the \$66 million Regional Airports Screening Infrastructure (RASI) program assisted regional airports with the minimum necessary capital and initial operating costs of complying with enhanced security screening requirements.

The objective of these programs was to reduce the cost burden of security compliance on regional airports to avoid those costs being passed on to airlines and airport users.

The Australian Government continues to assess the impact of security screening costs on regional airports, to inform consideration of longer-term support options.

SOUTH AUSTRALIAN ECONOMIC DEVELOPMENT DEPENDS ON AIR ACCESS

South Australian industry depends on international aviation growth to capitalise on potential business growth opportunities (see diagram below).

Parent companies, head offices, customers and suppliers have overseas offices that require travel in order to undertake contract negotiations, project management, research and development, product design and testing, sales and marketing. Business, trade and convention travellers tend to travel business class.

Demonstrating to airlines that significant economic growth is occurring in South Australia is an important message that contributes to the State's competitive appeal for new routes. The corporate sector is high-yielding for airlines due to the amount of trips in first and business class.

The section in the following pages demonstrates that economic development is strong in South Australia and, in turn, there is a strong business to airlines for increased air access.



Industries That Depend on Air Access



Tourism

South Australia's tourism sector is underpinned by the State's reputation as a world-class holiday destination with unique experiences such as the native bushland and wildlife of Kangaroo Island, the vineyards of Barossa and shark cage diving in Port Lincoln. With high visitation numbers, the industry is booming and set to continue with the Government committed to increasing the State's visitor economy to \$12.8 billion generating 52,000 tourism jobs by 2030.



Defence

With a culture of teamwork, innovation and sovereign capability, South Australia is the logical location for companies operating in the defence sector. With 25% of Australia's defence businesses based here across multiple specialist defence based precincts, moving to South Australia means being at the epicentre of the latest in technology advancements, surrounded by like-minded companies and research and development institutes working at the cutting-edge. But it is not only research and development that South Australia excels at; known as the 'Defence State', South Australia is the centre of the nation's continuous naval shipbuilding industry, is home to some of Australia's most important defence training, test and evaluation ranges, and is delivering critical intelligence, surveillance, reconnaissance and electronic warfare capabilities for Australia, right here from Adelaide.



Food, Wine & Agriculture

South Australia is a food, wine and agribusiness powerhouse ideally positioned to meet the growing global demand for reliable, safe and sustainable fresh food and beverages. Scale and diversity of production has South Australia producing and value-adding to a range of agricultural products from broadacre cropping, horticulture, viticulture, dairy, livestock and seafood. From developing new future proteins, to our climate, independent water for expansion of the largest covered cropping region in the Southern Hemisphere and a long history as the wine capital of Australia, all backed by our world-leading agricultural research.

There are significant growth markets for high value perishable agriculture products - Vietnam, India and Japan are direct potentials for freight. Hong Kong and China will remain very important. In addition, industry is trying to create opportunities in the UK that will help build on Australia's free trade agreement (FTA) gains.



Conventions & Conferences

Business Events Adelaide has over 100 events secured for 2023-24 and a pipeline of events worth \$650 million to 2025. Lack of direct air access is an impediment in attracting conferences to Adelaide. This is a particular issue for conferences coming out of India, China and the US.



Renewable Energy

South Australia is a world-leader in the transition to renewable energy. In 2017, together with Tesla and Neoen, South Australia installed what was then the world's largest lithium-ion battery. It was the first place in the world to have a gigawatt-scale grid entirely powered by wind and solar. Almost two-thirds of South Australia's energy comes from renewables, more than any other mainland state. South Australia is on track to achieve 100% renewable energy by 2030 and 500% by 2050 to export nationally and internationally. South Australia is committed to working with numerous stakeholders in developing a clean hydrogen industry and offering opportunities in minerals processing, critical minerals and rare earth discoveries.



Education

Home to three well established local universities (Flinders University, The University of Adelaide and University of South Australia) as well as one prestigious international university (University College London), Adelaide has a reputation as Australia's 'Learning City'. Attracting new students, new industries and new investors to South Australia provides opportunities for cultural exchange, integration and diversification. In 2018, there were nearly 38,000 international student enrolments contributing approximately \$1.8 billion to the local economy, supporting almost 12,500 jobs.



Hi-Tech

Adelaide has an internationally recognised and thriving hi-tech industry. Adelaide is home to the Australian Institute for Machine Learning, ranked in the top five global institutions for computer vision research and the top site in Australasia for AI research generally. The MIT bigdata Living Lab is also based in Adelaide, which uses big data to shape decision making and create economic growth for business and the State. These are co-located at Lot Fourteen, along with the Australian Cyber Collaboration Centre, which is leading the creation and sustainability of Australia's cyber community.



Space & Innovation

South Australia has one of the highest concentrations of space and defence-related organisations in Australia. As well as the Australian Space Agency and the SmartSat Cooperative Research Centre (CRC), Adelaide will soon be home to the Australian Space Park, the nation's first dedicated space manufacturing hub. South Australia's space ecosystem consists of more than 100 space organisations including some of the country's most innovative start-ups, companies and research institutions working in areas such as satellite manufacturing, launch capability, NewSpace, research and development, robotics and the Internet of Things.

COMPLEMENTARY AVIATION INDUSTRIES

The State's economy benefits from non-aeronautical aviation activity including pilot training and aircraft maintenance and manufacturing. A number of companies provide aircraft manufacturing, maintenance and servicing, covering Regular Passenger Transport (RPT) aircraft, charter, military and private aircraft.

Pilot training is conducted at a number of aerodromes in the State. Parafield Airport has a world-renowned pilot training facility which

services international airlines including Japan Airlines and Cathay Pacific.

The University of South Australia offers programs in civil aviation and advanced aviation and TAFE has courses in pilot theory and aviation maintenance and engineering. Ground handling and maintenance services are provided for international and domestic carriers.

ADELAIDE AIRPORT LIMITED (AAL) - COMMERCIAL PARTNER

AAL is the private sector partner with a commercial stake in developing increased airline services. AAL expends significant resources on efforts to grow their airline client base and, in coordination with the SATC, maintains close relations with airlines that use the airport and those that may in the future. Approximately 7.8 million passengers passed through Adelaide Airport in FY23 and their forecasts are for those numbers to grow substantially over the coming decades.

Each passenger that lands at Adelaide Airport generates revenue for AAL and therefore all viable airlines are targeted.

AAL takes a long-term view and is concerned with the balance between inbound and outbound sourced passengers to ensure a viable balance between the two. Currently two-thirds of the airport's international passengers are outbound and the airport has a desire to see a greater balance of inbound traffic (which has been achieved in larger Australian cities). AAL is interested in outbound passenger stimulation initiatives that involve growing the population and wealth (disposable incomes) of South Australians as well as the inbound opportunities. Most people travel internationally to Adelaide to visit friends and relatives and AAL views the tourism economy and education as offering the greatest inbound growth opportunities.

AAL uses a range of mechanisms to entice new airlines including marketing support, cash incentives and Landing Fee Rebates. This is a significant cost saving during a start-up period for an airline and may be linked to passenger targets. The dollar value can be substantial.

THE IMPACT OF A CURFEW ON ADELAIDE AIRPORT

The Commonwealth Adelaide Airport Curfew Act 2002 and Regulations replaced an administrative curfew that had been in place for many years prior to 2002.

The curfew applies to jet aircraft movements between 11:00pm and 06:00am.

The effect of the introduction of the legislated curfew was to remove discretion from the Federal Minister to approve domestic passenger jet flight schedules during the curfew and approve exemptions for delayed jet flights.

Some of the current arrangements are subject to the Adelaide Curfew Regulations and published in the Guidelines for Dispensations for Aircraft to Operate at Adelaide Airport During Curfew rather than to the Act.

The Regulations specify the number of international passenger flights that may be approved within the shoulder periods, and the number of low noise heavy jet freight flights that may operate within the core curfew hours.

The Guidelines state the conditions under which a delayed flight may be granted an exemption to land or takeoff during curfew. Inclusion of more flexibility in these instruments, rather than changes to the Act itself, may offer a greater opportunity to reduce the impact of the curfew on Adelaide Airport's flight operations.

Low Cost Carriers and international airlines demand more flexibility to arrive and depart inside the curfew, leading to increased profit margins for airlines and more services for consumers.

COST OF LANDING FEES AT ADELAIDE AIRPORT

The cost to an airline of turning around an airline at Adelaide Airport is comprised of multiple elements: the local cost of fuel supply, ground handling, engineering, cleaning, catering, airport facilitation fees, air traffic control fees and, for international airlines, the Federal Government's Passenger Movement Charge. Efficient and productive local industries serving airlines are critical for destination competitiveness.

Adelaide Airport charges fees for aircraft landing, passenger facilitation and security operation. Adelaide Airport offers a higher-than-average service compared to interstate peers but owing to its relatively simple and modern single terminal operation can do so at a per-passenger price than is in line with Australian averages.

Airservices Australia (ASA) is a subsidiary of the Federal Government and charges for air navigation, rescue and fire fighting services. As a result of the cost of ASA's relatively new and large air traffic control tower in Adelaide and the base level of (fixed cost) capability required to service Adelaide, Airservices Australia charges on a per-passenger basis at Adelaide. This is more than double the price at the high-volume interstate airports such as Sydney, Brisbane, Melbourne and Perth. These charges should become more cost effective over time as international volumes increase.

TOURISM'S DEPENDENCE ON AVIATION

THE IMPORTANCE OF AVIATION ACCESS TO THE TOURISM INDUSTRY

Aviation access is essential to achieving the goals outlined in the South Australian Visitor Economy Sector Plan 2030, including reaching \$12.8 billion in tourism expenditure by 2030.

Aligning route network development with international tourism target markets will ensure South Australia is easily accessible so that consumer demand created by marketing the State can be fulfilled.

Ensuring reliable, frequent and affordable domestic connectivity, particularly with Melbourne and Sydney is vital to the health of the South Australian tourism industry.



\$1.2B

International tourism expenditure back to pre-Covid levels by 2025

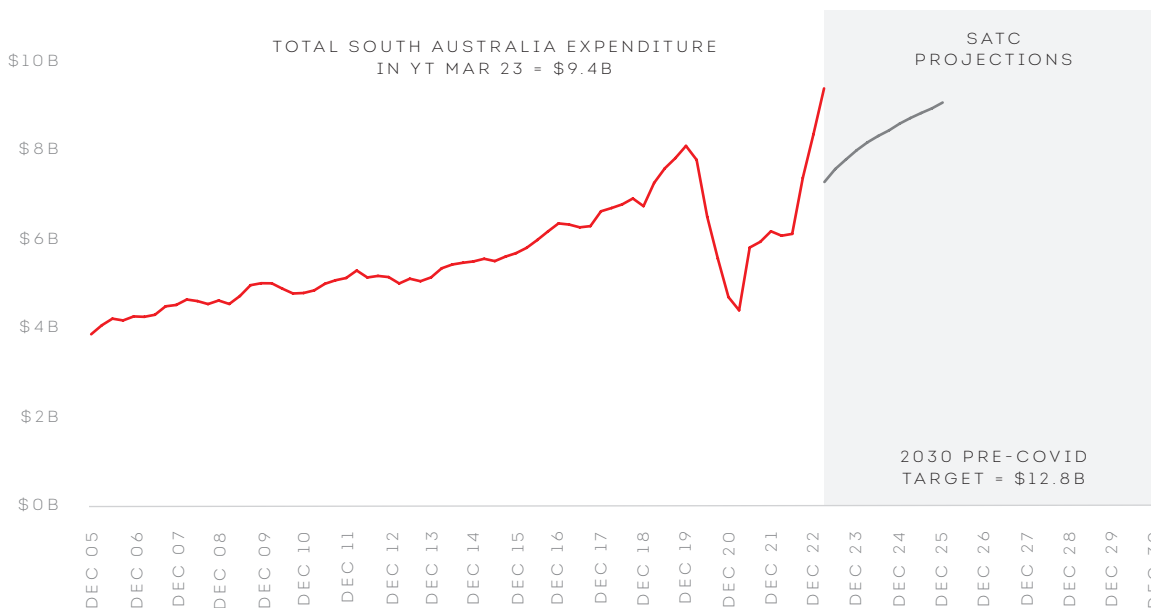
\$12.8B

in tourism expenditure across all visitor origins by 2030

Total South Australia Expenditure Progress

How We Will Get There.

Increase aviation access to, and within, South Australia through increased domestic and international capacity, directly to Adelaide and regional airports.



Source: Tourism Research Australia: IVS/NVS March 2023



Above Adelaide Airport, Adelaide

THE SATC'S CURRENT ROLE IN AVIATION DEVELOPMENT

- Building and maintaining relationships with airlines at different levels; local airline Sales Managers, regional General Managers and head office Executive Managers.
- Initiating and funding cooperative marketing agreements with airlines to leverage their influential marketing activities and to support airlines with growth strategies in our region.
- Working closely with airline personnel in key source markets through the SATC's International Marketing Managers located in-market.
- Building expertise in aviation development and ensuring that new route opportunities are identified and pursued.
- Maintaining a working relationship with AAL.
- Engaging with wholesalers and airlines, developing operational expertise and proving that demand exists.
- Attending Route Development Forums to promote Adelaide's route opportunities.

KEYS TO SUCCESS

- Adhering to a systematic and coordinated approach by the different agencies of government.
- Reaching agreement on the actions and the responsibilities required to productively move state access development forward.
- Getting ahead of competitors and committing to substantial start-up support packages for new international airlines which is an essential component to gain airline commitments.
- Generating substantial airline seat increases will support the State's goal to be a vibrant, healthy and prosperous city.
- Encouraging sustainable aviation fuel supply chains.

SWOT ANALYSIS

This SWOT Analysis looks at the South Australian aviation environment. Opportunities and Threats are external factors that may lead to new opportunities or may threaten the current status.

STRENGTHS

- **Strategic Location:** South Australia's geographical location makes it an ideal gateway for air travel between Australia and other regions, such as Southeast Asia and the Pacific. This location advantage can attract airlines and foster air connectivity.
- **Tourism Potential:** South Australia boasts diverse landscapes, natural attractions, and a rich cultural heritage, making it an attractive tourist destination. A well-developed aviation sector can boost tourism and encourage more international and domestic visitors.
- **Resource-Rich Economy:** South Australia is known for its abundant natural resources and a strong mining and agriculture sector. Efficient aviation infrastructure can facilitate the transportation of goods and promote economic growth.
- **Growing Economy:** The region's economy is gradually expanding, which can create opportunities for business travel and air cargo services, stimulating the demand for aviation development.
- **Government Support:** If there is strong government support and investment in aviation infrastructure, it can accelerate the development of airports and related services in the region.

OPPORTUNITIES

- **Regional Connectivity:** Enhancing regional connectivity within South Australia can promote economic development in smaller towns and remote areas, opening up new business and tourism opportunities.
- **Air Cargo Growth:** With the growth of e-commerce, there could be increased demand for air cargo services, particularly in transporting goods to and from South Australia. Growth in demand in key destination markets for high quality goods – seafood, meat and horticulture.
- **Emerging Markets:** Capitalising on emerging markets, such as increasing tourism from Asian countries, can attract more international airlines to operate direct routes to South Australia.
- **Sustainable Aviation Fuel (SAF):** Demand for SAF is forecast to exceed supply and airlines are expected to favour those destinations where they can refuel with reliable sources of SAF. Having a SAF hub in Adelaide may attract more airlines.

WEAKNESSES

- **Limited Population Base:** South Australia has a smaller population compared to other Australian states. The limited demand for air travel from a smaller population base may pose challenges for sustaining certain routes and frequencies.
- **Competition from Nearby Hubs:** South Australia faces competition from larger airports in other Australian cities, such as Sydney and Melbourne, which can be more attractive for airlines due to higher passenger numbers and better connectivity.
- **High Infrastructure Costs:** Developing and maintaining aviation infrastructure in remote and regional areas can be expensive, and funding may be a challenge.
- **Lack of Supply:** Adelaide is underserved with international airlines compared to other major Australian cities.

THREATS

- **Fuel Price Volatility:** Fluctuations in fuel prices can significantly impact airlines' operating costs and profitability, which may lead to fluctuations in airfares and services.
- **Economic Uncertainty:** Economic downturns or global events (e.g., pandemics, geopolitical tensions) can reduce travel demand and affect the financial viability of airlines and aviation-related businesses.
- **Environmental Concerns:** The aviation sector faces increasing scrutiny regarding its environmental impact. Stricter regulations and public pressure for sustainability may influence the industry's development in the future.
- **Infrastructure Constraints:** Insufficient infrastructure or lack of investment in airports and air traffic management may limit the growth potential of aviation in South Australia.

AVIATION OPPORTUNITIES

South Australia's aviation industry is primed for sustainable growth, with the expansion of existing routes and the establishment of new routes offering opportunities to help enhance connectivity, stimulate tourism, attract investment and facilitate trade.

South Australia has the potential to attract new international routes, especially from destinations home to the State's key tourism markets and emerging economies. Re-establishing routes from pre-COVID times and developing new routes connecting to South-East Asia, China, the United States, Japan and New Zealand are high priorities.

Introducing new domestic routes, particularly to regional centres can boost tourism, business travel, and regional development. Identifying underserved routes or untapped regions can attract airlines to establish services to and from South Australia. Continued collaboration with regional airports, airlines, tourism operators and government agencies is crucial to expand domestic and regional air services, improve infrastructure and promote South Australian tourism experiences. Delivering targeted initiatives to attract domestic travellers, while supporting regional communities and maintaining affordable airfares will be key to unlocking the full potential of domestic and regional aviation in South Australia.

Further to ongoing development of international, domestic and regional aviation routes, there are a number of other targeted initiatives which will help to support the State's visitor economy.

Airline Partnerships and Alliances

Collaborating with airlines, both domestic and international, to establish codeshare agreements or alliances can improve connectivity and route options for passengers. Partnering with airlines that have strong networks and extensive route coverage can open new travel opportunities for South Australia.

Tourism Charter Flights

Promoting tourism charter flights during peak seasons or for special events can attract niche markets and cater to specific tourism segments. This approach can include direct flights from international markets to South Australia for specific events like festivals, sporting events, or major conferences.

Sustainable Aviation Fuels (SAF)

South Australia is a regional leader in renewable energy sources and hydrogen production which provides the State an opportunity to be a global SAF producer that could also attract airlines that are increasingly desperate to meet sustainability targets.

Low-Cost Carrier Expansion

Encouraging low-cost carriers (LCCs) to expand their operations in South Australia can boost tourism and attract budget-conscious travellers. LCCs often focus on leisure destinations, so promoting South Australia's iconic regions like Kangaroo Island, the Flinders Ranges, and wine regions can make it more attractive for these carriers to establish new routes.

Freight Services

Enhancing air freight services can support South Australia's export-oriented industries and markets. Developing new cargo routes or expanding existing ones can provide better access to international markets for South Australian businesses, including agricultural producers, wineries, and manufacturers. South Australia's international tourism and export target markets share a number of synergies, potentially offering greater exposure for the State's clean and green positioning and its accessibility.

To capitalise on these opportunities, it is important for the South Australian Government and industry stakeholders to collaborate and engage with airlines to highlight the region's potential, market demand, and the benefits of establishing new routes. Additionally, investing in infrastructure improvements, such as airport expansions or upgrades, can enhance the attractiveness of South Australia as an aviation destination.



Above Adelaide Airport, Adelaide

AVIATION CHALLENGES

While there are significant opportunities for aviation growth in South Australia, several challenges need to be addressed to ensure sustainable development and success.

Geographic Factors

South Australia's geographical characteristics, namely the vast distances between destinations and a relatively low population density, pose challenges for aviation growth. Connecting remote regions and ensuring viable air services to smaller communities can be economically challenging due to lower passenger volumes. Addressing these geographic barriers requires innovative solutions, collaboration between stakeholders, and strategic investment in regional aviation infrastructure.

Infrastructure Limitations

The capacity and infrastructure of airports, particularly in regional areas, may pose constraints on aviation growth. Upgrading and expanding airport infrastructure to accommodate larger aircraft, improve passenger facilities, and handle increasing passenger volumes is essential. Adequate investment in runway extensions, terminal expansions, and air traffic control systems will be required to meet future demand and ensure a seamless travel experience for visitors to the State.

Airline Route Viability

The economic viability of airline routes is a significant challenge, particularly for less-travelled routes or regional connections. Airlines need to carefully assess market demand, potential profitability, and route sustainability before launching or expanding services. Collaborative efforts between airlines, SATC and/or regional tourism bodies, and other government agencies can help identify and support routes with potential growth opportunities.

Seasonal Demand

South Australia experiences seasonal variations in tourism demand, with peak periods during summer and major events. Managing seasonal fluctuations can be challenging for airlines and tourism operators, requiring careful planning to ensure route profitability and adequate capacity during high-demand periods. Diversifying tourism offerings and promoting year-round attractions can help mitigate the effects of seasonal fluctuations.

Competition from Other Destinations

South Australia faces competition from other domestic and international destinations for both leisure and business travellers. Other states and countries offer similar attractions and experiences, making it crucial for South Australia to differentiate itself and effectively market its unique offerings. Collaborative marketing initiatives, targeted promotions, and highlighting distinctive aspects of the State can help overcome this challenge and attract visitors.

Affordability and Airfares

Airfare affordability is a key factor influencing travel decisions. Ensuring competitive airfares, particularly for regional and remote routes, can be challenging due to factors such as distance, operating costs, and passenger demand. Collaborative efforts between airlines, government authorities, and regional communities are required to maintain affordable airfares, support regional connectivity, and stimulate travel demand.

Regulatory and Policy Framework

A supportive regulatory and policy framework that balances safety and security with industry growth is crucial to foster aviation development in South Australia.

Environmental Considerations

Sustainable aviation practices, including minimising the environmental impact of air travel is increasingly important. Addressing concerns related to carbon emissions, noise pollution, and ecological impact is essential for aviation growth. Encouraging the adoption of fuel-efficient aircraft, promoting sustainable practices, and exploring alternative fuels can help mitigate environmental challenges and support long-term aviation sustainability.

By proactively addressing these challenges through collaboration, strategic planning, infrastructure investments, and supportive policies, South Australia can overcome obstacles and create an environment conducive to aviation growth.

STRATEGIC OBJECTIVES 2023-2030

The South Australian Aviation Strategy is underpinned by three priority areas:



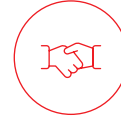
Team Adelaide Approach

Employ the full resources of government through aligning expertise, driving commitment and outlining a clear set of responsibilities between the SATC and AAL.



Route Development

Creating new and supporting existing aviation routes. This is a fundamental outcome required to bring economic and social benefits to the State.



Collaboration

Working on long-term initiatives with airlines, airports, and different arms of government to achieve mutually beneficial results.

TEAM ADELAIDE APPROACH

The SATC plays a crucial role in aviation development by establishing and nurturing relationships with airlines at various levels, including local Sales Managers, regional General Managers, and head office Executive Managers. The SATC collaborate with airlines through cooperative marketing agreements to capitalise on their influential marketing activities and support their growth strategies in the region. They also work closely with airline personnel in key source markets using their International Marketing Managers based in those markets. They focus on identifying and pursuing new route opportunities to enhance aviation development.

The close collaboration between the SATC and AAL has proven vital in achieving significant success over the years, collectively facilitating growth in air access opportunities for South Australia. This partnership enables the SATC access to reliable technical and analytical knowledge, essential for favourable pitch presentations to airlines. AAL provides package incentives, including landing fee rebates and outbound marketing support, which is key in attracting airlines and extending relationships over the long-term. The partnership between SATC and AAL will continue to foster prosperous outcomes.

The Team Adelaide approach enables the SATC to act quickly and intelligently to present investment opportunities to the State Government and subsequently commit financial support to airlines considering South Australia as a destination of choice. The team can advocate on behalf of the aviation industry and influence state or federal government policy that can support airline seat growth and other issues which can work to the State's advantage.

Team Adelaide is able to effectively combine its resources to review regional aviation opportunities through identifying infrastructure gaps and ensuring that regional airports keep pace with evolving industry standards (e.g. regulatory changes like security screening, increase in aircraft size/weight). The team also supports the balance between supply and demand, actively seeking the most suitable aircraft type, airfares and schedules to reduce barriers to regional travel.

Further, the Team collaborates on proactive opportunities to support non-aeronautical aviation industry opportunities (e.g. jobs in aircraft maintenance, aircraft/crew bases, pilot training) in South Australia.

ROUTE DEVELOPMENT

Aviation routes are a core component to the success of the sector. The SATC regularly undertakes a number of initiatives to evaluate the opportunities in this area:

Route Analysis

This helps to inform airline investment decisions and identify alignment between airline targets and identified markets.

Alignment to International Tourism Markets

Prioritising aviation route development based on the State's key target markets.

Develop Airline Targets

Using a variety of tools, the SATC builds a clear understanding of opportunities that different airlines present to South Australia.

Key considerations include:

- Airline network growth strategies (i.e. aircraft capacities, route priorities)
- Route viability factors (i.e. profit opportunities, market growth)
- Market-building strategies (i.e. activity aimed at building demand and generating sales)



Above

Adelaide Airport, Adelaide

See below for further details on the aviation services the SATC aims to reinstate and build to further increase access from key international markets.

2030 TARGETS	
China and Asia	<ul style="list-style-type: none"> Reinstate direct air services from mainland China (China Southern) – three per week initially. Reinstate direct air services from Hong Kong (Cathay Pacific) – four per week initially. Increase capacity via Asian hubs – Singapore (Singapore Airlines) and Kuala Lumpur (Malaysia Airlines and Batik Air).
UK and Europe	<ul style="list-style-type: none"> Reinstate direct air services from Dubai (Emirates) – five per week initially. Build route capacity from our Asian hubs (Singapore and Kuala Lumpur).
New Zealand	<ul style="list-style-type: none"> Direct air services to Christchurch (Air New Zealand and Qantas). Increase services to Auckland (Air New Zealand and Qantas).
US	<ul style="list-style-type: none"> Direct air services from mainland US – three per week initially.
Japan	<ul style="list-style-type: none"> Direct air services from mainland Japan – three per week initially.

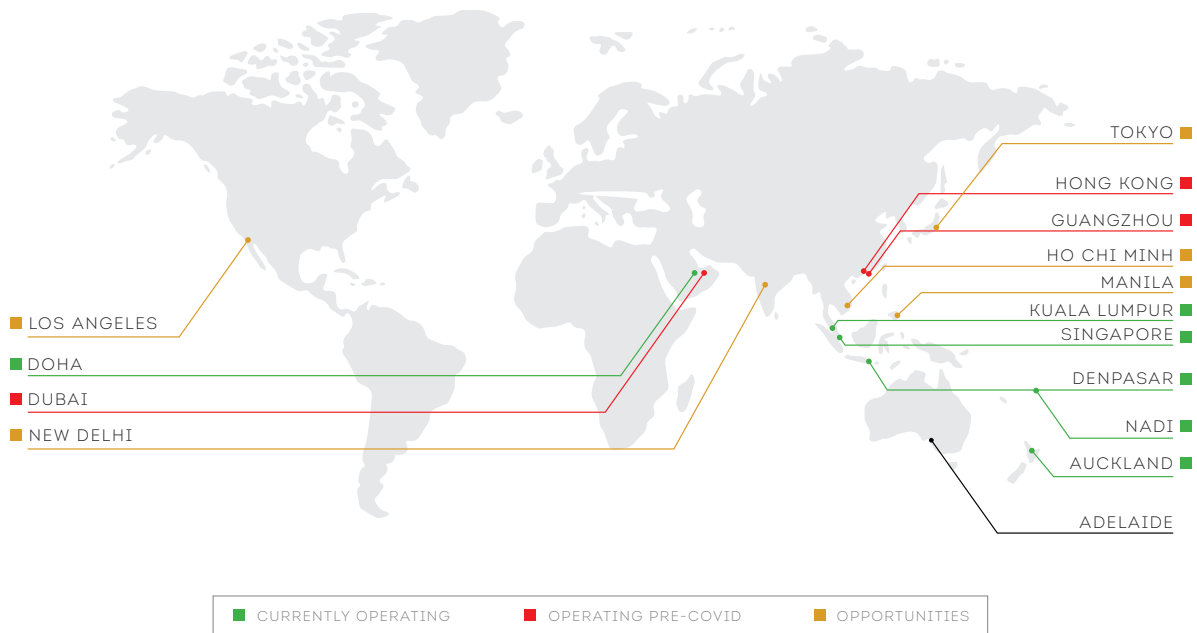
Domestic and regional aviation route development

- Using market and aviation intelligence, prioritise airline targets.
- Examine ways that regional routes can become sustainable in South Australia (e.g. Adelaide-Kingscote).
- Services from interstate city airports direct to regional ports.

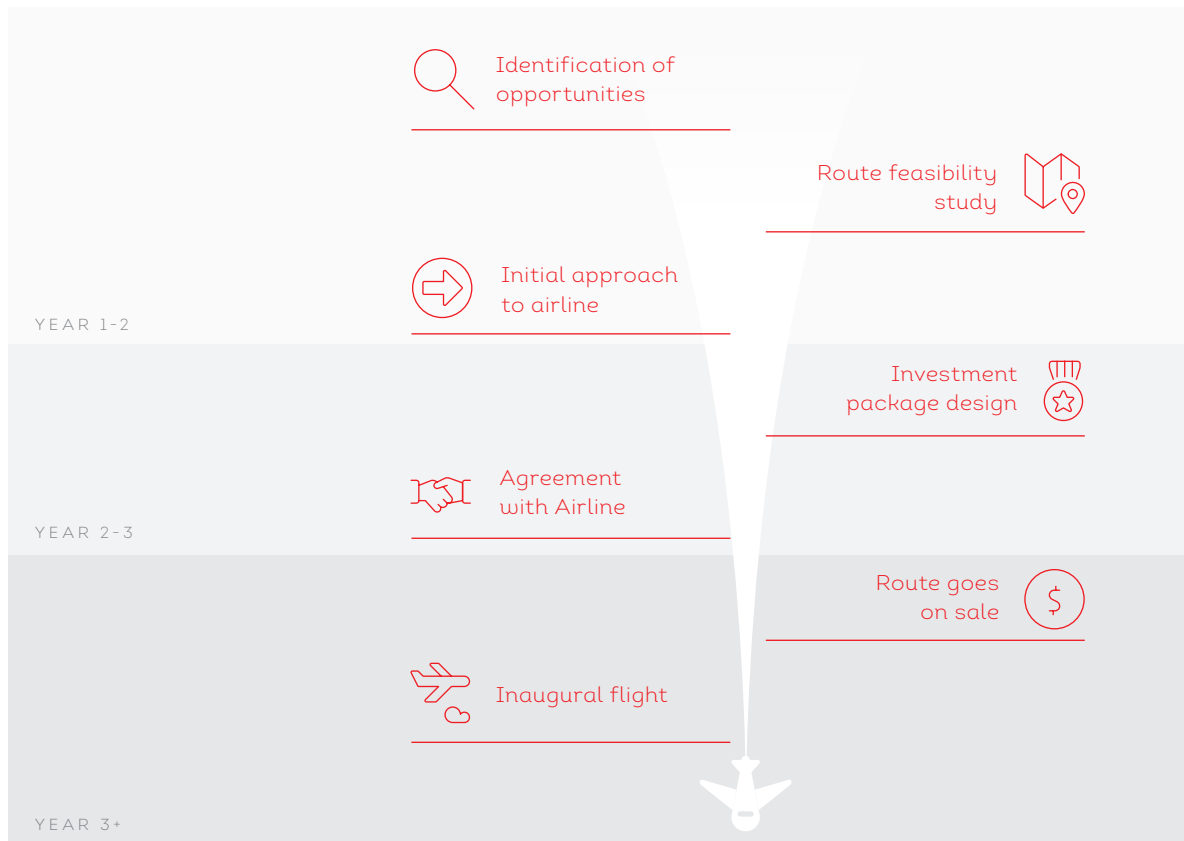
Foster Airline Relationships

Mobilising a multi-level contact strategy to build strong relationships with airlines including regular pitch presentations and sales calls. This includes day-to-day relationships with commercial managers, network planners and in-market contacts, in addition to contact with senior officials, CEOs, and government delegates as required.

Aviation Development Map



Route Development Timeframe



Route Development Timeframe

PROPOSED STATE GOVERNMENT ROLES IN AVIATION DEVELOPMENT	
DEPARTMENT OF THE PREMIER AND CABINET (DPC)	SOUTH AUSTRALIAN TOURISM COMMISSION (SATC)
<ul style="list-style-type: none"> • Chair of Aviation Reference Group (ARG) • Support of government financial package via a funding support framework • Influence policy both state and national 	<ul style="list-style-type: none"> • Lead the ARG • Coordination of cross-government aviation activity • Development of government financial support via a funding support framework • Airline relationship management – regional, domestic and international • Use SATC international offices in relationship development • Airline pitch development and sourcing new opportunities • Cooperative marketing and agreements with airlines • Tourism product development to match visitor expectations • Data analysis for route development • Accessing and leveraging Tourism Australia's resources
DEPARTMENT FOR TRADE AND INVESTMENT (DTI)	DEPARTMENT FOR INFRASTRUCTURE AND TRANSPORT (DIT)
<ul style="list-style-type: none"> • Non-aeronautical aviation development: <ul style="list-style-type: none"> - Aircraft maintenance and servicing - Freight - Pilot training • Liaison with international trade offices • Linkages with wider industry (non-tourism) 	<ul style="list-style-type: none"> • Regional airport infrastructure • Federal and state policy input

Key Stakeholders

Adelaide Airport Limited (AAL)

AAL is the operator of Adelaide Airport, the major international gateway to South Australia. It plays a crucial role in aviation route development by engaging with airlines and advocating for new routes or increased capacity. AAL works closely with government stakeholders and industry partners to attract and support airlines in expanding services to Adelaide.

Airlines

The SATC works with airlines on joint marketing campaigns, cooperative agreements, and route development initiatives. Domestic and international airlines operating in South Australia are crucial stakeholders in aviation development. These airlines include major carriers as well as regional airlines that provide air services to various destinations within the State. They play a vital role in expanding flight routes, increasing frequencies, and improving connectivity to and from South Australia. These partnerships aim to stimulate demand, increase seat capacity, and improve accessibility for travellers.

Regional Airports

The SATC collaborates with regional airports to enhance regional connectivity and promote regional tourism. The SATC works closely with regional airport authorities to identify opportunities for route development, infrastructure improvements, and marketing initiatives that showcase the unique offerings of each region. Regional airports such as Mount Gambier, Port Lincoln, and Kingscote Airport on Kangaroo Island contribute to regional connectivity and tourism development.

Austrade

Austrade is the Australian Government's trade and investment promotion agency. It plays a crucial role in promoting and facilitating international trade and investment in various sectors, including aviation.

Tourism Australia

Tourism Australia plays an important role in re-establishing aviation routes between Australia and key markets through commercial partnerships. Tourism Australia is leading a 'Team Australia' approach with the involvement of airports, State and Territory Tourism Organisations, Austrade, the Department of Foreign Affairs and Trade, the Department of Infrastructure, Transport, Regional Development and Communications, and the Department of Home Affairs.

Local and Regional Government Authorities

Local and regional government bodies have an important role in supporting aviation development. They collaborate with airlines, airports, and tourism organisations to develop infrastructure, secure funding for airport upgrades, and support regional air services. They also contribute to the planning and implementation of tourism strategies that involve aviation.

Tourism Businesses

Tourism operators, including tour operators, attractions, and accommodation providers, are essential stakeholders in aviation development. They rely on air connectivity to attract visitors to their businesses and destinations. Collaboration between these operators and airlines is crucial for developing joint marketing initiatives and creating compelling tourism experiences.

Travel Trade and Travel Agents

Travel trade partners, including travel agents and tour wholesalers, play a vital role in promoting and selling travel packages to South Australia. Collaborating with airlines, they contribute to aviation development by driving passenger demand, promoting air travel options, and facilitating the distribution of tourism products and services.

Community Engagement

Regional aviation operators and stakeholders actively engage with local communities to understand their needs and tailor air services accordingly. This includes community consultations, regular communication, and collaboration to ensure that regional aviation meets the specific requirements of remote areas and supports community development.

StudyAdelaide

StudyAdelaide works in collaboration with educational institutions, the South Australian Government, and industry stakeholders to provide information, support services, and promotional activities to attract international students to Adelaide.

CONCLUSION

The South Australian Aviation Strategy 2023-2030 is aligned with the goals set out in the South Australian Visitor Economy Sector Plan 2030, which aims to achieve \$12.8 billion in tourism expenditure by 2030. Recognising the critical role of aviation capacity in growing the visitor economy, the Strategy emphasises the need to support aviation development.

Additionally, the South Australian Aviation Strategy 2023-2030 aligns with the ambitious aviation seat targets outlined in the South Australian Visitor Economy Sector Plan 2030, aiming for 23,800 international seats per week and 116,000 domestic seats per week by 2030. By implementing this strategy, the State Government can channel its efforts toward cultivating a sustainable aviation sector, enhancing air connectivity, and fostering fruitful partnerships in the aviation and tourism industry.

The successful implementation of this strategy will not only bolster the aviation industry but also contribute significantly to the growth and prosperity of South Australia's economy. By strategically leveraging the potential of aviation to promote tourism and connectivity, the State can position itself as a premier global destination, attracting both domestic and international visitors while enjoying the economic benefits that come with a thriving aviation sector. Embracing the South Australian Aviation Strategy is, therefore, an integral step toward building a vibrant and prosperous future for South Australia.



Above Adelaide Airport, Adelaide

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