

# ANNUAL REVIEW 2017-18



*Image by Zezette Lindqvist*

- 25** NEW PROJECTS LAUNCHED
- 51** NEW JOBS SUPPORTED
- 15** LEASES SIGNED

## TEAM

**Tim Boundy**

→ CEO

**Andrew White**

→ Head of Property

**Biela McMillian**

→ Brand and Communications Manager

**Gianna Murphy**

→ Project Manager

**Mairead Hooper**

→ Administration and Project Coordinator

## BOARD

**Dr. Nick Begakis AO**

→ Chair

**Lilly Bukva**

→ Deputy Chair

**Kieren Chester**

→ Secretary

**Richard Harris**

→ Treasurer

**Daniel Gannon**

**Lily Jacobs**

**Dave Court**

**Reb Rowe**

**Mateus Nolasco**

**Alistair Laycock**

**Con Tragakis**

**Farrin Foster**

**Sophie Kresevic**

## FUNDING PARTNERS



Government of  
South Australia

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Building Careers & Communities

## A MESSAGE FROM OUR CHAIR

On behalf of the Renew Adelaide Board and Team, I am proud to present this review of our operations and outcomes for the year ended June 30th 2018. These operations and outcomes are provided in visual form to readily indicate the scope and breadth of what Renew Adelaide does.

With the support of our major funding partners The City of Adelaide, the Government of South Australia and Renewal SA, Renew Adelaide has continued to generate significant impact across the areas that we work. In particular, in our vision to create a city that is exciting and energetic, embraces new ideas and encourages people to try them. Through these core activities, economic development and employment are also created.

We welcomed two new board members, Dave Court and Reb Rowe. They both bring with them great connection to the communities we continue to support, as well as their experience from being involved in numerous innovative and entrepreneurial projects.

We bid farewell and offer our thanks to retiring board members Sophie Kresavic and Mateus Nolasco. Mateus, in particular, deserves additional recognition for the significant effort in the formative stages of Renew Adelaide's development. Mateus joined the board in 2013, serving as the organisation's Treasurer, establishing rigorous reporting and financial systems, defining and advocating what Renew Adelaide contributes to the city and being an influential voice on the board. We thank him for his considerable service.

Renew Adelaide continues to provide the opportunity for creative individuals to test, trial and experiment with new ideas, with innovation. Renew Adelaide is a voice in our city that says, and says loudly, emphatically, that we embrace new ideas, encourage people to embark on a creative, commercially focussed, endeavour. If this creative endeavour does not succeed, then Renew Adelaide provides the mechanism to encourage these individuals to try the next idea, seize the next opportunity. This thinking will continue to provide new opportunities for employment generation and

create an exciting place to be. These are essential components to ensure that our young people stay in Adelaide, while also attracting young people from other places on the planet to try their new ideas here, here in Adelaide.

These ideas, this innovation, take form in different property types. While retail activations remain the core of what Renew Adelaide does, being visible street facing tenancies, we are heartened by the value that is coming from activating vacant C & D grade office space.

There is a significant and growing amount of this type of office vacancies which are suited for businesses that are in their infancy but require the space to grow, work together and connect with clients. It is serving other areas of Adelaide's creative and entrepreneurial community well, and responds to the challenges facing this type of property.

I extend my thanks for their vision and recognise the funding partnerships of The City of Adelaide, Government of South Australia and Renewal SA, for the work we do is not possible without their support.

This year, again, we have met [if not exceeded] all of our funding objectives, and continue to work closely with our partners in ensuring the work we do remains relevant, valuable and impactful.

To my fellow Directors, thank you for your contribution and commitment to this important endeavour for our city and our creative entrepreneurs.

And on their behalf, I thank the enthusiastic and dedicated team at Renew Adelaide, ably and professionally led by our CEO, Tim Boundy.



Dr. Nick Begakis AO, Chair

## A NOTE FROM OUR CEO

Launching 25 new projects over the past 12 months across three different precincts, Adelaide CBD, Port Adelaide and North Adelaide, has demonstrated the diversity of creative ideas, and people willing to execute them to make our city a truly interesting and attractive place to be.

By working with committed commercial property owners, we are able to provide these passionate people a rent-free space to test their creative ideas. It is essentially about creating a city where people every day are encouraged to try new things and turn their ideas into action. Over the last 12 months the team at Renew Adelaide has seen these projects flourish by giving them the chance to try their idea in a risk-free way, this shot of confidence and belief has seen 12 of these projects graduate on to commercial leases. This is a great reward to the people for giving it a crack as well as to the property partner for giving them the platform. What it also reinforces is that the other projects have tried something new, and whatever the outcome they are able to reassess, develop and come back with their next bold project. If there is one thing we know about creative entrepreneurs is that they don't give up at the first hurdle. This is thinking that we aim to encourage.

The team at Renew Adelaide has connected over 2200 square meters of space to creative enterprises. This is with huge thanks to our Property Partners, as we work with more of them across the city, their belief in this program and projects has seen our city benefit as a result.

We still face some challenges as a city; high-vacancy rates across office and retail properties, migration of young people away from South Australia and support for new enterprise. These areas are a strong focus of Renew Adelaide and we will continue to be active in our vision to create an energetic and exciting city that provides people with the opportunity to launch and test new creative concepts.

Thank you to The City of Adelaide, Government of South Australia and Renewal SA for their funding support and partnership to provide an action-oriented solution to some of these challenges.

Our volunteer board of directors deserve a massive thank you for the work that they put in, underpinned by the belief that the work Renew Adelaide does is vitally important to this city. Their sage advice and guidance over the year is greatly appreciated.

The team at Renew Adelaide are energised every day by the people who walk through our door, and this energy is reflected in the great results encapsulated in the report. I thank them for their passion and execution of their work.

Let's continue supporting the people that give it a crack, celebrate the ones that make it big, and encourage the ones that go back and try again.



Tim Boundy, CEO

## IMPACTS AND OUTCOMES FY17-18

**WE HAVE A VISION TO CREATE AN EXCITING CITY THAT ENCOURAGES PEOPLE TO TRY NEW IDEAS AND CREATE JOB OPPORTUNITIES, THAT ATTRACTS PEOPLE TO VISIT AND BRINGS THE STREETS TO LIFE. WE CONTINUE OUR SUCCESS THIS YEAR IN ACHIEVING GREAT IMPACT ACROSS ADELAIDE, NORTH ADELAIDE AND PORT ADELAIDE.**

“ Renew Adelaide is a stand-out example of how, in the City of Adelaide, multi-organisation partnerships are creating the foundations for entrepreneurs to test their ideas and grow their fledgling businesses. By backing Renew Adelaide, Council is also backing locals who are investing in what makes our city one of the world’s most liveable. Their exciting new ideas create jobs, bring underutilised property to life and help the city grow and prosper. Council congratulates the board and the team on another successful year. ”

→ **Martin Haese, Lord Mayor of Adelaide**



*La Popular Taqueria in Port Adelaide. Image by Zezette Lindqvist*

## RENEW ADELAIDE VALUE

### → **Benefits to the land owner**

- Reposition the property and make it attractive to potential tenants
- Incentivises new businesses and potential tenants
- Minor capital works and improvements undertaken
- No opportunity cost or loss of commercial viability
- Legal, insurance and property management dealt with by Renew Adelaide

### → **Properties**

Underutilised properties are opened up to help stimulate new ventures, mitigate blight and reduce the exposure of vacant buildings. Renew Adelaide projects encourage foot traffic, raise the profile of buildings and make them more attractive to future tenants. By reimagining vacant properties, we help transform them into productive commercial assets.

### → **Activations**

By bringing ideas to life in physical locations, cities become more vibrant and continue to stimulate cultural and business activity. Precincts are brought to life through unique experiences, and new businesses and ideas are encouraged.

### → **Benefits to the entrepreneur**

- Low risk opportunity- no long term commitment required
- Support provided for project management, marketing and media
- Legal, insurance, regulatory compliance and property management dealt with by Renew Adelaide so the entrepreneur can focus on developing their idea
- Test, trial and experiment with new business ideas to ascertain viability
- Network of startups to support each other

### → **Cultural & economic development**

Renew Adelaide stimulates cultural and economic development by leveraging vacant property. We create vibrancy by activating buildings with a tailored tenancy model for entrepreneurs. Our projects add value to property, develop new opportunities and jobs, and create exciting cities that people want to be a part of.

### → **Ideas**

Entrepreneurs have a low cost, low risk way to test their ideas, many of them learn skills though practical experience they obtain, and most wouldn't get started without the support of the Renew Adelaide program. We encourage unique activity, provide marketing support and develop networks for projects.



**2224m<sup>2</sup> OF  
TENANCY SPACE  
ACTIVATED**



**51 NEW JOBS  
CREATED**

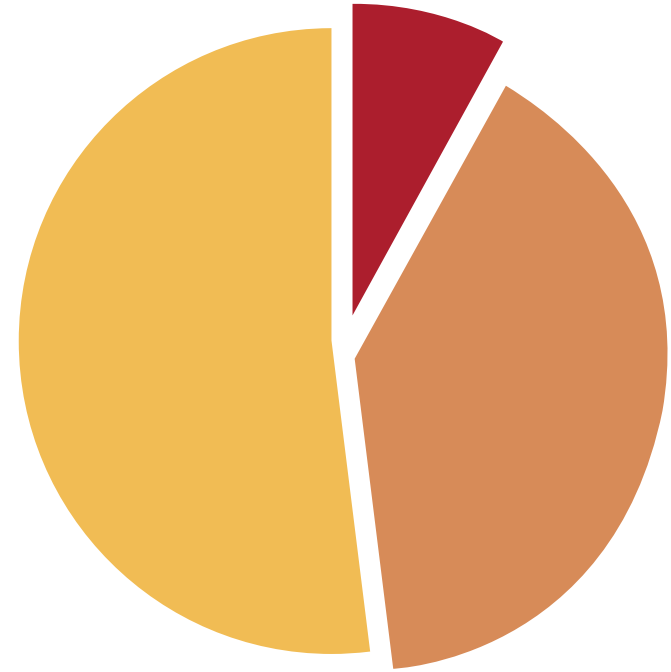


**22 NEW VACANT  
PROPERTIES  
ACTIVATED**



**15 LEASES  
SIGNED**

**25** **NEW PROJECTS  
LAUNCHED**



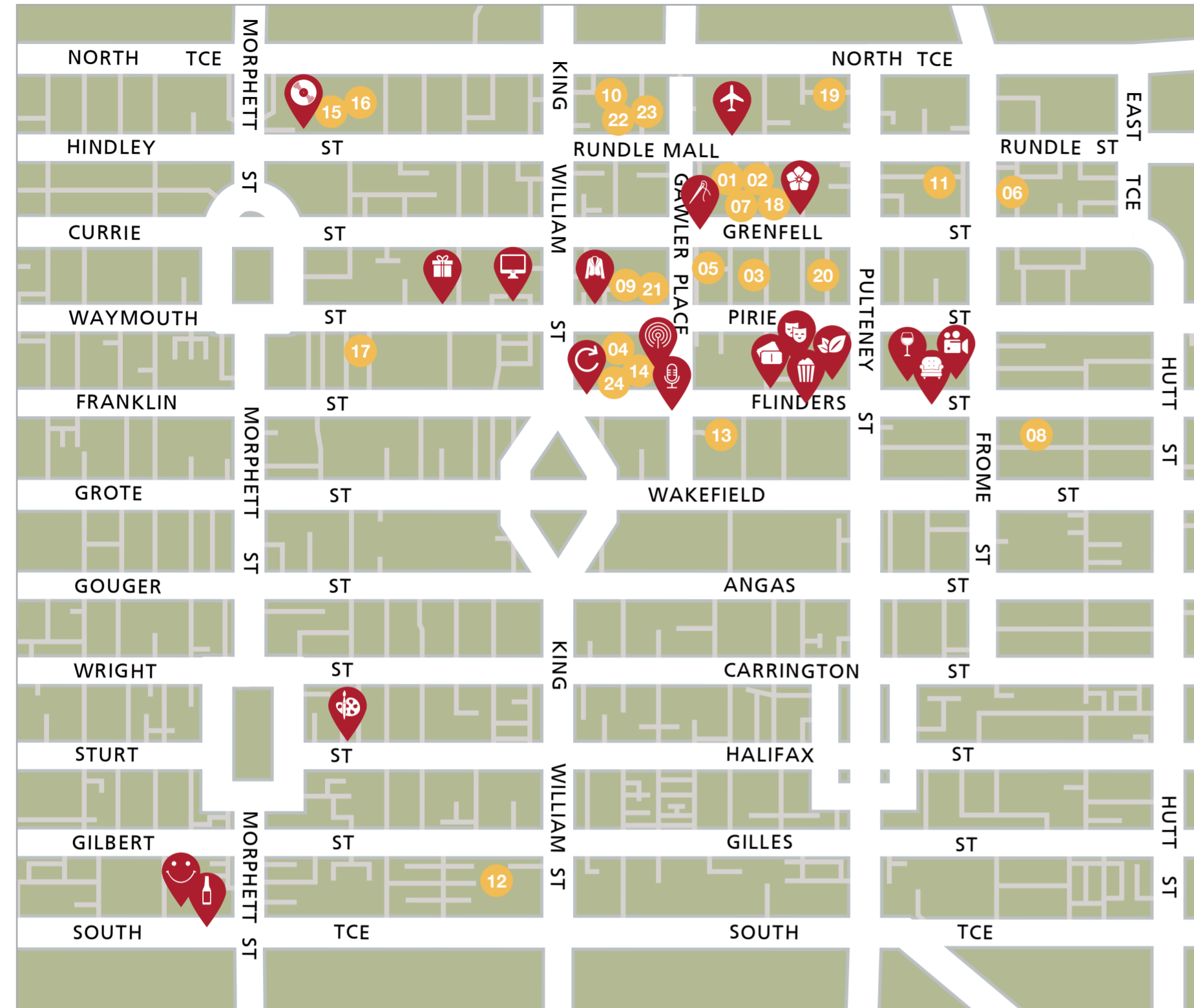
**13 OFFICE SPACES**

**10 RETAIL SPACES**

**2 CULTURAL SPACES**

# PROJECT LIST FY18

## ADELAIDE CBD

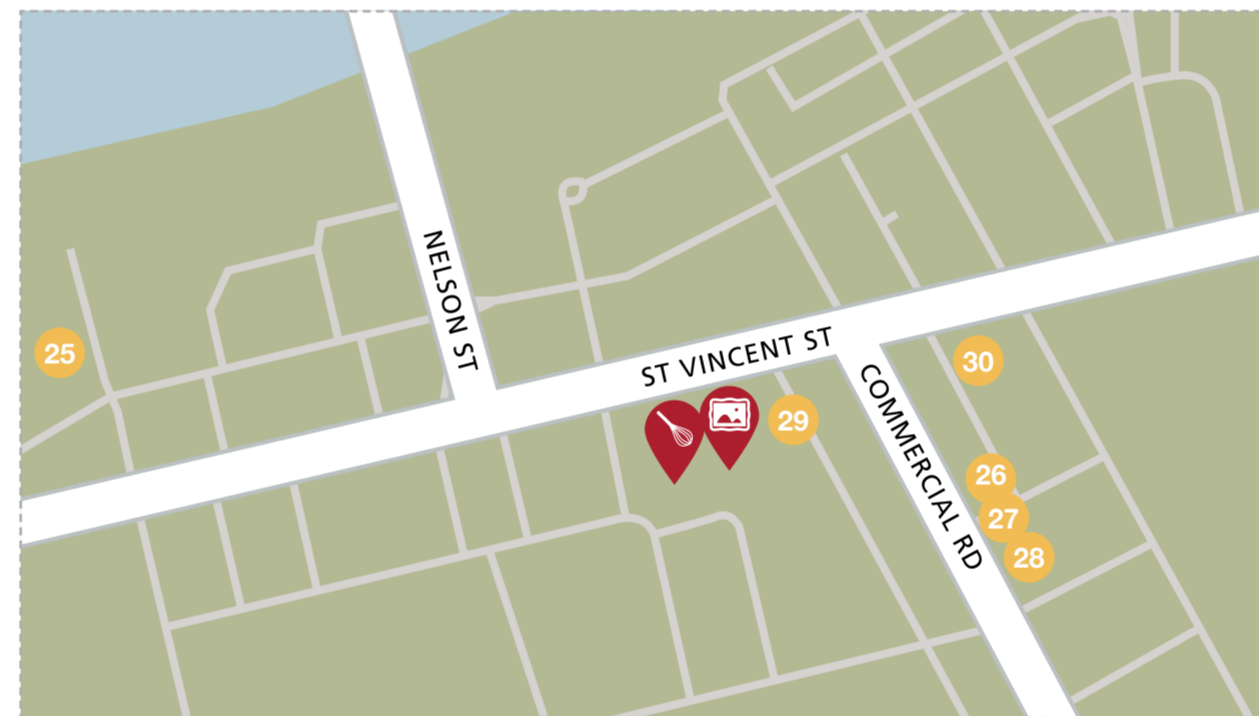


Map icons are placed as indicators only and are not to scale.

## NORTH ADELAIDE



## PORT ADELAIDE



## LAUNCHED IN FY18

### ADELAIDE CBD

- Good THNX**  
L1, 453 Morphet St
- Alpha Be**  
L10, S3, 50 Pirie St
- Bluey Boronia presents Perch**  
S11, Topham Mall
- Emma Hack Gallery and SA Art Collective**  
142 Sturt St
- From Found**  
S8, 2 Hindmarsh Sq
- Fearless Theatre**  
U5, Raj House, 54 Hyde St
- Om Made Skincare**  
U2, Raj House, 54 Hyde St
- Adelaide International Youth Film Festival**  
U1, Raj House, 54 Hyde St
- Sax and Violins**  
5/195 Pirie St
- The Social Experiment**  
2/195 Pirie St
- Studio Vino**  
3/195 Pirie St
- Link4**  
L8, 44 Waymouth St
- Theatre Republic**  
U7, Raj House, 54 Hyde St
- Flight Sim**  
S3, Parc Arcade
- Loop Circular Economy**  
GF, 26 Flinders St
- Pod Booth**  
320, 33 Pirie St
- AusCast Network**  
G21, 33 Pirie St
- A pop-up full of posies**  
Centre Stand, Regent Arcade
- Playback 808**  
110 Hindley St
- Booch**  
453 Morphet St

### NORTH ADELAIDE

- Black Cherry/House of Dudley**  
125 Melbourne St
- Wilderstems**  
140 Melbourne St
- Studios on Sussex**  
140b Melbourne St

### PORT ADELAIDE

- RAW Earth**  
166 St Vincent Street
- Cult & Harper**  
L1, 168 St Vincent Street

## SUPPORTED IN FY18

### ADELAIDE CBD

- 01 DelaLiff**  
L1, S9 Rundle Place
- 02 Galleria Innocente**  
L1, S13 Rundle Place
- 03 The Henry Austin**  
29 Chesser Street
- 04 Azalea Models**  
S115, Epworth Building  
33 Pirie Street
- 05 Biggie's at Bertram**  
73 Grenfell Street
- 06 The Lion The Witch Vintage**  
58 Frome St
- 07 Leatherworks Adelaide**  
S4, Regent Arcade
- 08 Moonshine Lab**  
217 Flinders St
- 09 Super 8**  
L7, 50 Pirie St
- 10 Fairfax Adelaide**  
Shop 5 Parc Arcade

- 11 Hellbound**  
201b Rundle Street
- 12 Fleur & Brew**  
53 Gilbert St
- 13 YEATH!**  
55 Flinders St
- 14 Monomyth**  
B15, 33 Pirie St
- 15 Uhuru The Label**  
Shop B, 128 Hindley St
- 16 SMOCK**  
Shop A, 128 Hindley St
- 17 The Remakery**  
9-17 Young St
- 18 Paradise Loft**  
S5, Regent Arcade
- 19 Artisan**  
S2, Charles Street Plaza
- 20 Onyx Vintage**  
Shop 27, Citi Centre Arcade
- 21 Revoque**  
L10, S3, 50 Pirie St

- 22 Weft Designs**  
Shop 4 Parc Arcade
- 23 Chick Chick Boom**  
Shop 3 Parc Arcade
- 24 Cat & Fox**  
B13, 33 Pirie St

### PORT ADELAIDE

- 25 Folklore Café (Hart's Collective)**  
The Annexe
- 26 Glitch Gallery**  
109a Commercial Road
- 27 Port Adelaide Emporium**  
113 Commercial Road
- 28 Red Lippy Production**  
113 Commercial Road
- 29 Eve to Dawn**  
168 St Vincent Street
- 30 La Popular Tacqueria**  
226 St Vincent Street

## PROPERTY PARTNERS

Nick & Roger Thompson  
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Cohen Group  
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Aretzis Group  
India Pty Ltd

Culshaw Group  
Econ Group  
Ginos Group  
Downton Developments  
Astek Consulting Pty Ltd  
Duke Group  
AH Handley Pty Ltd



Cult and Harper in Port Adelaide. Image by Jennifer Sando



Black Cherry and House of Dudley in North Adelaide. Image by May Media



Hellbound in Adelaide CBD. Image by May Media

## PARTNER TESTIMONIALS

“ We have worked with Renew Adelaide with three of our tenancies on Morphet Street. Our motivation to work with them was to attract tenants with diversity that would add benefit to the area and occupy our building with interesting creatives. This has been fulfilled and the property upgrade process with them has been valuable to our property and has afforded us a commercial tenant. ”  
→ Nick Thompson, 453 Morphet Street, Adelaide

“ The Renew Adelaide team are a professional team who are great to work with. In the case of our Port Adelaide property, they transformed a long-term vacant building into an establishment for a vibrant and thriving business, which is now a long-term commercial tenant for us. The program offered a great solution to this vacancy which in turn upgraded our investment and produced a dynamic activation for the Port Adelaide community. ”  
→ Nadine Crampton, 226 St Vincent St, Port Adelaide