



Mr Jason Redman
Adelaide Rainbow Circuit
C/- Jason.redman@snapcluster.com

23 September 2020

Dear Jason

The CBD Recovery Policy Committee has been set up to drive economic, social and cultural activity in the city centre following the impacts of COVID-19 and we believe the Adelaide Rainbow Circuit is a project right for this moment in history, strengthening our city's offering at a time when it is needed most.

An initiative led by the Committee for Adelaide, Property Council of Australia and Australian Hotels Association (SA), the Recovery Committee includes the State's three largest universities – Adelaide, UniSA and Flinders – as well as PwC, KPMG, Deloitte, EY, the Festival Centre and the Global Shapers Hub, an initiative of the World Economic Forum.

Through the pandemic, we have seen city residents across the world embrace experiences in nature in an urban environment while other forms of transport such as cycling and walking are increasing. In Adelaide, we understand many bicycle stores have had their best seasons on record and are struggling to keep up with demand.

The Adelaide Rainbow Circuit embraces global trends that have been accelerated during COVID, opening up our unique parklands to residents, tourists and potential residents alike, providing our city with an enormous point of difference and making us a more desirable destination than ever.

We believe the Circuit has the potential to become a major tourist attraction and help attract global citizens who are looking for cities that embrace alternative forms of transport and nature experiences. The fact that this circuit will celebrate our indigenous and natural history and link major tourism experiences across the CBD is also significant.

While COVID has presented its challenges, it has also created enormous opportunities for mid-sized global cities like Adelaide and we have a unique chance to take full advantage of this.

We have no doubt the Adelaide Rainbow Circuit will greatly enhance our brand and make Adelaide more desirable not just for existing residents, but in the globally competitive pursuit of talent and business.

We support this project and look forward to seeing it reaching the next stage of its development.

Kind regards

A handwritten signature in blue ink, appearing to read "Justin Jamieson".

Justin Jamieson
Chair, CBD Recovery Policy Committee