



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge this land. The Dreaming is still living. From the past, in the present, into the future, forever.

Ngai tampinhi yaintya yarta.
Munaintya puru purruna ngadlu-itya.
Munaintyanangu yalaka tarrkarriana tuntarri.



Story

Benjemen Elengovan

Benjemen Elengovan, an entrepreneur made his move to South Australia to launch My Gigsters from Lot Fourteen – a global innovation precinct.

"I've always wanted to solve problems that impact lives, which is where the inspiration for My Gigsters came from."

Scan to watch



Story

Flavia Tata Nardini

From star gazing to space exploration a great career was written in the stars for Flavia Tata Nardini, who made her move to South Australia from Rome to launch Fleet Space Technologies.

"The reality is that South Australia gives you a superpower."

Scan to watch



YOU CAN FEEL THAT, RIGHT?

It's the start of something big. Not just for South Australians, but for anyone ready to make a change and head south to our wonderful state.

CHANGE MAKERS

A New State of Mind isn't about status. It's an identity of power to make change; make your mark. It's for people like you, wanting to renew. It's about rediscovering South Australia as a diverse, progressive, sustainable and innovative state where world-changers choose to call home.

ARE YOU READY?

Recalibrate, reset, rejuvenate, reignite ... whatever way you look at it, A New State of Mind is calling you to make a move. To surround yourself with game changers, world leaders, innovators and eco-warriors. The ripple effect is in motion. Are you ready to be a part of it?



Story

Surahn Sidhu

Rock star turned almond farmer Surahn Sidhu has always called South Australia home. In 2016, he and his family re-established themselves as "new, young" farmers on a 10 acre almond orchard in the fertile wine region of South Australia's McLaren Vale.

"South Australia is this fertile land where you can plant our dreams like seeds."

Scan to watch



Story

Elsy Wameyo

Elsy Wameyo, a gifted Kenyan-Australian artist, crafts evocative music fusing R&B, hip-hop, and Afrobeat. Her heartfelt storytelling reflects her multicultural experiences.

"I perform to inspire, to move and to empower... it's a beautiful thing to see people's faces light up and to see people enjoy my music."

Scan to watch



Pre-colonisation

This always was and always will be Aboriginal land since approximately the year 40,000 BC.

1836

Foundation

Province of South Australia proclaimed on 28 December. Adelaide established shortly after.

1874

University of Adelaide

The University of Adelaide is established – the third oldest university in Australia.

1907

South Pole expedition

The University of Adelaide professor, Sir Douglas Mawson, becomes one of the first people to reach the South Magnetic Pole.

1960

Adelaide Festival

The first Adelaide Festival of Arts is held, a movement that would set Adelaide on the path to becoming the Festival State by both name and reputation.

1991

First female governor

Dame Roma Mitchell becomes Governor of SA – the first woman to hold this position in any Australian state.

2021

Australia's most liveable

Adelaide is crowned Australia's most liveable city according to The Economist Intelligence Unit's Global Liveability Index.

1945

Penicillin's home

Sir Howard Florey (from The University of Adelaide), Sir Ernst Chain and Sir Alexander Fleming receive the Nobel Prize for developing antibiotic penicillin.

1975

Gay rights

South Australia is the first jurisdiction in Australia to decriminalise male homosexuality.

2018

Space

Adelaide is chosen as the headquarters for the Australian Space Agency.

SUSTAINABLE STATE

Since 1977, when the container deposit scheme was introduced, South Australia has emerged as a leader in sustainability within the country. The state has built on this reputation with the 2021 ban on single-use plastics and its commitment to renewable energy sources, green innovations, and the construction of new wind farms. South Australia aims to achieve 100% net renewables by 2030, and its waste diversion efforts equate to planting 2 million trees or removing 302,000 cars from roads each year.

As well as its focus on sustainability, South Australia is a global leader in artificial intelligence and data analytics. These world-class capabilities have been instrumental in developing innovative solutions to address environmental challenges and support the state's ambitious renewable energy goals.



LIVING ON KAURNA LAND

The Adelaide Plains are the traditional lands of the Kurna people. With over 30 language groups there is a rich and diverse culture of First Nations people in South Australia.

The Government of South Australia was the first to commit to a state-based implementation of the Uluru Statement from the Heart - Voice, Treaty and Truth. This commitment starts with the South Australian First Nations Voice to Parliament.

Kurna heritage is recognised and celebrated through placenames with all 29 Adelaide city Park Lands and squares featuring Kurna names.

The Circle is South Australia's First Nations Entrepreneur Hub. You'll find a physical space at Lot 14 on North Terrace, but importantly The Circle connects First Nations businesses across the State to build capacity, capability and for businesses to thrive. This important network supports innovation, entrepreneurship and employment in South Australia.

WHAT'S ON IN ADELAIDE

SPRING

Spring in Adelaide is a vibrant season, with the city's streets and parks bathed in a deep purple as jacarandas come into full bloom. Visitors should not miss the OzAsia Festival, Australia's leading contemporary Asian arts event, which showcases a smorgasbord of performances, exhibitions, and workshops.

Locals take advantage of the pleasant weather to explore outdoor attractions, such as the stunning Mount Lofty Botanic Garden. Gardening enthusiasts visit the Adelaide Botanic Garden for inspiration and attend the Gilles Street Market to support local artisans and producers. On spring evenings, you'll often find locals unwinding at rooftop bars like 2KW and Söl Rooftop, marvelling at the cityscape while savouring local food and wines. The season culminates with the annual Christmas Pageant, the largest single-day parade in the southern hemisphere, signalling the beginning of the festive period.

Pictured: 2KW Rooftop Bar, CBD

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AUTUMN

Autumn in Adelaide offers an enchanting experience, with the city's foliage displaying vibrant hues of orange and gold. Stroll through the picturesque Adelaide Botanic Garden, where the season's colours create a serene atmosphere. There are lots of events on the calendar including the Adelaide Festival, featuring world-class performances, including theatre, dance, and visual arts. Wine enthusiasts can attend Tasting Australia, a gastronomic event highlighting South Australia's culinary and viticultural treasures. Autumn in Adelaide promises an unforgettable blend of natural beauty and cultural richness.

Locals often immerse themselves in local sports events, such as football matches at the Adelaide Oval, joining the lively atmosphere with friends and family. Autumn presents a perfect time to explore the surrounding nature, heading out for hikes and bike rides in nearby conservation parks like Morialta or Belair. Community-based events, such as farmers' markets, become weekend destinations for residents, who gather to support local producers and artisans. Autumn in Adelaide is a time when locals appreciate the natural beauty and sense of community that the season brings.

Pictured: East End, CBD

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SUMMER

There is something for everyone in Summer in South Australia. The Adelaide Fringe, the largest arts festival in the southern hemisphere, showcases a variety of performances and exhibitions. Sports fans can catch the Santos Tour Down Under, Australia's premier cycling race, or the Adelaide International Tennis Tournament at the Tennis Centre. Finally, don't miss the thrilling VAILO Adelaide 500 motorsport event, offering high-octane entertainment for all.

South Australian locals relish an array of contemporary outdoor experiences and hotspots. The Stirling Market draws crowds with its vibrant atmosphere and diverse offerings, while food enthusiasts visit the bustling Adelaide Central Market to sample fresh produce and local delicacies. Nature lovers can be found hiking along the scenic cliff tops at Hallett Cove Boardwalk, taking in the breathtaking coastal views. The Moseley Beach Club is another sought-after spot where locals unwind, socialise, and enjoy refreshing beverages while basking in the sun and the laid-back beachside ambience South Australia is known for.

Pictured: Down The Rabbit Hole, McLaren Vale

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WINTER

Adelaide certainly does not hibernate during winter, offering a delightful array of indoor and outdoor experiences that showcase the city's charm and warmth. Delve into the city's rich cultural scene by visiting the Art Gallery of South Australia and the South Australian Museum, both boasting impressive collections and captivating exhibitions.

You can find locals making the most of winter by seeking out cosy indoor activities and attractions. They often gather at local pubs and breweries, such as the Wheatheaf Hotel and Little Bang Brewing Company, enjoying the warmth and camaraderie over a glass of South Australian wine or craft beer. Residents take advantage of the cooler months to attend special events like the Winter Reds weekend in the Adelaide Hills and Winter Weekend at Vardon Avenue where they can sample locally produced wines and culinary delights while enjoying live music and entertainment.

Pictured: Adelaide Central Markets, CBD

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A NEW STATE OF MIND

SOUTH AUSTRALIA #newstateofmind

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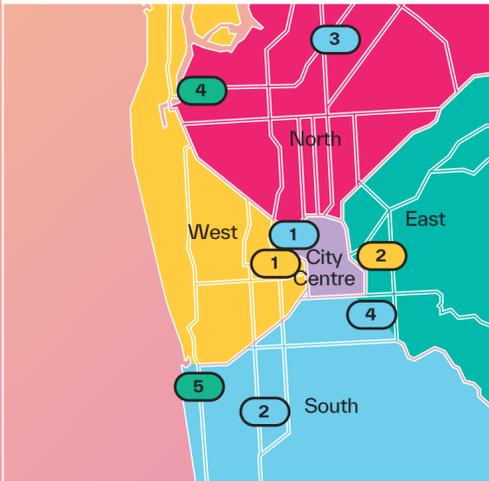
Living in South Australia

SOUTH AUSTRALIA'S REGIONS

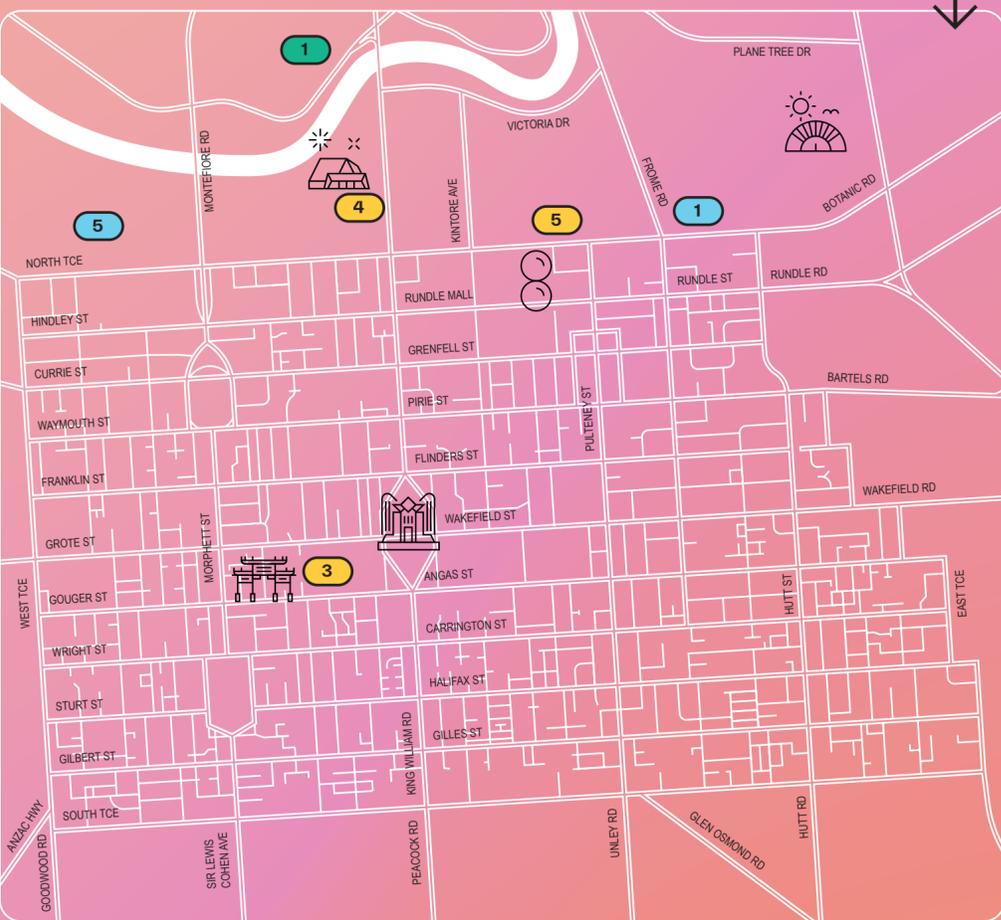


Discover South Australia's vineyards, outback, landscapes, and beaches. Enjoy wine regions and visit the Riverland for breathtaking scenery, wildlife, and history. Uncover the magic of this unforgettable destination.

SUBURBS



Adelaide boasts famous suburbs with unique charm. Port Adelaide, Prospect, Norwood, and Unley offer historic architecture, vibrant cafes, shopping, and lush parks. Each is a destination full of beauty and diversity.



KEY

CULTURAL HUBS

- 1 THEBARTON THEATRE
- 2 THE PARADE
- 3 ADELAIDE CENTRAL MARKETS
- 4 ADELAIDE FESTIVAL CENTRE
- 5 ART GALLERY OF SOUTH AUSTRALIA

INDUSTRY HUBS

- 1 LOT 14
- 2 TONSLEY INNOVATION DISTRICT
- 3 MAWSON LAKES
- 4 SOUTH AUSTRALIAN FILM CORPORATION
- 5 ADELAIDE BIOMED CITY

LANDMARKS

- 1 ADELAIDE OVAL
- 2 MCLAREN VALE
- 3 KANGAROO ISLAND
- 4 PORT ADELAIDE
- 5 GLENELG

ICONS

- BICENTENNIAL CONSERVATORY
- RUNDLE MALL
- FESTIVAL CENTRE
- VICTORIA SQUARE
- CHINATOWN

A BAROSSA AND CLARE VALLEY

The enchanting Barossa and Clare Valley regions boast world-class wineries and mesmerising landscapes. Flourishing careers in viticulture and wine production beckon, with prestigious wineries like Penfolds and Pikes offering vibrant workspaces. Meanwhile, agriculture remains a cornerstone of the local economy, with sustainable farming practices leading to high-quality produce.

This idyllic lifestyle is enriched by scenic nature walks, biketrails and tranquil riverside sanctuaries. As you meander through the valleys, you'll experience Australia's opulent wine heritage, savour exquisite culinary delights and surrender to the laid-back charm.

Pictured: Bethany Wines, Barossa

B EYRE AND YORKE PENINSULAS

South Australia's Eyre and Yorke Peninsulas present diverse career prospects in dynamic sectors like aquaculture, agriculture, and tourism. Unique work environments like Coffin Bay oyster farms or Innes National Park inspire resourcefulness. Delve into an appealing coastal lifestyle, boasting beautiful beaches, dramatic cliffs, and invigorating water activities like fishing and surfing.

Explore these regions' fascinating history, relish delectable seafood and appreciate the serene, picturesque charm of these coastal gems.

Pictured: Coffin Bay, Eyre Peninsula

C FLEURIEU PENINSULA AND KANGAROO ISLAND

Separated only by a 20-minute ferry ride across the Backstairs Passage, discover the allure of the Fleurieu Peninsula and Kangaroo Island, where exhilarating careers in tourism, viticulture and agribusiness unfold. The education sector thrives with local institutions serving a growing population. The region's rich biodiversity also offers careers in conservation, with places such as the Kangaroo Island Wildlife Park.

Embrace an irresistible lifestyle, as sun-drenched beaches and crystal-clear rivers offer a playground for aquatic escapades. Harmoniously blending environmental stewardship with sustainable growth, these enchanting destinations promise a work-life experience like no other.

Pictured: Port Willunga, Fleurieu Peninsula

D FLINDERS RANGES AND OUTBACK

Discover the untouched allure of South Australia's Outback, an otherworldly landscape filled with towering cliffs and deep craters. Not just an explorer's paradise, it's also a place to call home, offering diverse career opportunities across sectors such as mining, tourism and agriculture. Delve into the unique charm of Coober Pedy, the world's opal capital, where living beneath the surface is the norm.

Embrace an adventurous lifestyle in the Wilpena Pound/Ikara's dramatic landscapes, and challenge yourself on the legendary Heysen Trail. Stand in awe as Kati Thanda-Lake Eyre undergoes its spectacular, rare transformations during flood periods. The true essence of this region is in its untamed beauty, deep respect for heritage and commitment to sustainable growth.

Pictured: Ikara/Flinders National Park, Flinders Ranges

E LIMESTONE COAST

The Limestone Coast, a gem of South Australia, captivates with its azure lakes, prehistoric caves, and cenotes, offering a unique blend of natural wonders and bountiful produce. The fishing industry thrives here, thanks to the area's access to rich marine environments. The demand for skilled tradespeople is high, reflecting the ongoing growth and development, with agribusiness' capitalising on the region's fertile soils and favourable climate.

Residents enjoy a relaxed lifestyle, with access to stunning beaches, rivers and the Southern Ocean Drive road trip. Committed to sustainability, the region focuses on eco-tourism, and conservation initiatives to preserve its natural beauty.

Pictured: Spinach Farm, Limestone Coast

F MURRAY RIVER, LAKES AND COORONG REGIONS

Enveloped in awe-inspiring natural beauty, the Riverland, Murray River, Lakes and Coorong regions promise a harmonious lifestyle. Home to Australia's largest wine region with renowned vineyards like Banrock Station, as well as flourishing fruit industries featuring orchards such as Nippy's Fruit Processing, the area boasts exciting employment prospects.

With unparalleled access to the Murray River and conservation parks, endless recreational possibilities abound. Rich in Aboriginal history and dedicated to preserving both heritage and natural resources, this region serves as a sanctuary for those seeking a tranquil and fulfilling life.

Pictured: Murray Princess, Murray River

CITY CENTRE

Explore the heart of Adelaide and immerse yourself in its charm. A member of the UNESCO Creative Cities Network, Adelaide has music and creativity woven into its identity. Experience artistic excellence in the northwest corner of the CBD, home to Adelaide Festival Centre, Lion Arts Factory, Jam Factory, and other creative spaces. Adelaide is a leader in the Australian art scene, the West End has quietly been establishing itself as the true "creative quarter" of the city.

NORTH

The North is a lively and eclectic treasure trove with buzzing neighbourhoods like Port Adelaide and Mawson Lakes. This cultural kaleidoscope thrives on diversity and affordable living where progressive minded students flock to institutions, like the University of South Australia's Mawson Lakes campus, which

nurture innovation and growth. Adelaide's diverse and dynamic region continues to attract people who seek a place in which to live and grow within a tight-knit community heart.

Fact Port Adelaide is one of Australia's street art capitals, with more than 50 large-scale artworks.

EAST

Adelaide's highly sought after eastern suburbs known for their tree-lined streets, historic architecture and verdant spaces create a picturesque and charming ambiance adored by locals. From Burnside to Toorak Gardens, the area exudes a sense of elegance and refinement. Its proximity to the city centre allows residents to

balance work and leisure with an array of dining, shopping, and entertainment options. **Fact** The eastern suburbs possess a vibrant cycling culture, with dedicated bike lanes and shared paths to ensure safe commuting. This area hosts the final leg of the annual Tour Down Under.

SOUTH

The charming southern suburbs of Adelaide, such as Brighton, Seacliff, and Old Reynella, offer a contemporary lifestyle. From its breathtaking coastline showcasing Instagram-worthy beaches to the picturesque McLaren Vale wine region, Adelaide's south melds convenience with charisma linking varied landscapes to its city centre

through modern transport links. **Fact** Hydrogen Park SA, located in the Tonsley Innovation District, houses Australia's largest Siemens Proton Exchange Membrane electrolyser, harnessing renewable electricity to create hydrogen, enabling export opportunities and local use.

WEST

Discover the culturally diverse western suburbs of Adelaide which offer a rich melting pot of culture, bustling markets, live music venues and a variety of international cuisines. A hub of creativity with a passionate community along with trendy studio apartments and innovative warehouse style markets draw

in young professionals, artists and creatives. **Fact** The Thebarton Theatre, a renowned historic venue in the heart of Adelaide's west, has hosted many legendary musicians including David Bowie, Nirvana, and Arctic Monkeys.