



Brief for 'Why Adelaide' page copy



Write 'Why Adelaide' page copy for the Adelaide City Council's 'Invest Adelaide' website. The goal is to encourage businesses to invest in the city of Adelaide.

Please write approx 500 words. Write in a confident, conversational tone, without much complexity.

Please write the copy based on the information provided by the client in the below questionnaire:

Question 1: Please provide some background:

Answer 1:

- One of Adelaide City Council's (ACC) objectives is "By 2020, our city's economy is growing faster than the Australian economy, on the way to an annual growth of 5% by 2040"
- One of the key actions to reach this objective is to: Showcase the City as the location of choice for international and national trade and investment through our sister cities and other partnerships and connections, and align with State Government economic targets for increasing foreign investment, service exports and skilled migration
- ACC objective: Total businesses in the City will grow from 5,000 to over 5,300 and workers from 89,000 to 94,000 by 2020, on the way to 7,000 businesses and over 102,000 workers by 2040
- One of the actions under this objective is: Establish single-point-of-contact case managers to support established businesses to grow and attract sustainable businesses, investment and new corporate headquarters to the City

- The City of Adelaide is the state capital of South Australia and is the heart of the state's civic, cultural and commercial life
- Adelaide was ranked the most cost competitive city in Australia in KPMG's 2016 biennial Competitive Alternatives Report
- Adelaide is aiming to be the world's first carbon neutral city by 2020 and invites and encourages innovative investment.
- The City generates around one fifth of South Australia's Gross State Product. As the state capital city, it is a hub for professional services and has a core role in defining and driving the economic fortunes of the state.
- World class infrastructure – Rundle Mall, Riverbank Precinct, SA Health Biomedical Precinct, Adelaide Oval and Footbridge, Adelaide Convention Centre, Access Asia Pacific, Adelaide Smart City and Smart City studio

Question 2: Please describe your brand.

Answer 2: Professional, investor, inviting.

Question 3: Who is the reader?

Answer 3: Interstate and international businesses, C-suites, investors, decision makers

Question 4: What problem / need / situation has caused the reader to visit this site?

Answer 4: Business expansion, curiosity on what the CBD has to offer, case studies (successful businesses in Adelaide)

Question 5: What is the reader's current opinion of your organisation and this offering?

Answer 5: Unaware, suspicious

Question 6: What do you NOT want to see in your copy?

Answer 6: Inexplicit 'fluffy' information