

Adelaide Technology Park, Australia

South Australian Government

Brief

BE Group was commissioned by the South Australian Government to advise on the creation of Australia's first Technology Park.

The brief included:

- An appraisal of successful British schemes
- Preparation of masterplan principles to be applied in Adelaide
- Production of design brief for 'start up' accommodation
- An assessment of marketing structures and strategies for the Technology Park.



Activities

- Comparable schemes in the UK assessed to identify objectives, achievements, development and marketing strategies
- Masterplan principles established for Adelaide Technology Park
- Existing high-tech companies in South Australia identified and marketing strategies prepared to attract them, along with companies from North America, Europe and Japan
- Design brief produced for creation of start-up accommodation with centralised support services
- Framework produced for the management structure for the Technology Park
- Training sessions were held with all relevant personnel in Adelaide to educate them on issues including:
 - Masterplanning
 - Marketing and sales programmes
 - The accommodation requirements of high-tech businesses.



Outcome

The design brief submitted by BE Group resulted in the construction of the multi tenanted 'Innovation House' building.

The success of Innovation House resulted in the construction of two further phases: 'Innovation House West' and 'Endeavour House'.

The Technology Development Corporation was created to manage the park ensuring a high quality environment through controls on land use, landscaping and performance standards.

The 210 acre site has since become Australia's premier technology park.