

For
the
Future

Bringing
back
Adelaide
500





Acknowledgment of country.

We acknowledge and respect the Traditional Custodians whose ancestral lands we live and work upon and we pay our respects to their Elders past and present. We acknowledge and respect their deep spiritual connection and the relationship that Aboriginal and Torres Strait Islander people have to Country. We also pay our respects to the cultural authority of Aboriginal and Torres Strait Islander people and their nations in South Australia, as well as those across Australia.

ADELAIDE 500 IS BACK THIS DECEMBER IF LABOR WINS

Supercars Australia has announced the Adelaide 500 will make a dramatic return to the streets of the city as the season finale in December this year - if Labor wins the State Election.

The race would be held from 1-4 December this year, delivering a huge boost to the struggling city economy, hotels, restaurants, and broader hospitality sector.

The Marshall Liberal Government axed the race in October 2020. SA Labor Leader Peter Malinauskas immediately pledged to bring the race back in Labor was elected.

Within days of the race being axed, Peter Malinauskas flew to Sydney to sign a memorandum of understanding with Supercars to bring the race back to Adelaide.

Steven Marshall promised the Adelaide 500 would be replaced by other events, but his attempts to find a replacement have been a failure. His Events Advisory Group was scrapped, and the planned Bloom Festival failed to fire.

In 2019, the Adelaide 500 injected \$45.9 million into South Australia's economy, attracted 15,200 interstate and overseas visitors and supported 435 full-time jobs.

SA Labor Leader Peter Malinauskas

When Steven Marshall axed the Adelaide 500, I pledged Labor would bring it back if elected. Supercars have now confirmed that pledge will be delivered this year.

If Labor wins the March State Election, we will see Supercars returning to the streets of Adelaide before the end of the year.

The return of the Adelaide 500 would deliver a much-needed boost to CBD hotels, cafes, restaurants, bars and the city economy more broadly. The return of the Adelaide 500 is a key plank of my plan for the future of major events in South Australia.



Roland Dane Red Bull Ampol Racing

Bring on the Adelaide 500 as the last race of the year.

It's a tough circuit for drivers, but they know how to put on more than a race.

It's the World Standard for Street Racing, no other event worldwide can draw a parallel to the Adelaide 500.

It's always been a great event with great concerts, and a great party on and off circuit and Adelaide has always delivered'.

Brad Jones Brad Jones Racing

Supercars back on the streets of Adelaide again this year would be a clear highlight of the season.

Adelaide provides a very demanding circuit, huge crowds, and non-stop entertainment for the fans

As a driver I loved racing there, the fans are so engaging. It's such a great spectacle and solely missed from our current calendar.

As a team owner it's among the best of the best and with the right team behind it again it will be a brilliant end to the season.





Jimmy Barnes

Australian Rock Music Icon

Everyone's starved of entertainment after the last couple of years, so it'd be great to see the Adelaide 500 back in the streets of my old hometown.

It's not just about the car racing of course – the event always supported live music and featured lots of local bands.

I've got great memories of playing to big crowds there both on my own and with Cold Chisel and I hope I get a chance to do it again before too long.

Dave Gleeson

Lead vocalist The Screaming Jets

Bringing the Supercars back to the Adelaide street circuit is music to my ears!

Living in Adelaide and bringing my family up here, I know just how big a loss the race has been to the events and entertainment industries.

There has been loss of work for tradies, rental companies, and of course the hotels, bars and restaurants.

The race fans love the V8's, they love the concerts. So do I. Good on a Labor Government led by Peter Malinauskas. Make Adelaide rock again.



Paul Morris

Australian Touring Car Veteran

Bring on the Adelaide 500 as the last race of the year.

I was there racing in the first event, and Adelaide has always delivered. It's a tough circuit for drivers, but they know how to put on more than a race.

It's always been a great event with great concerts, and a great party on and off circuit.



Ella Hooper of Killing Heidi

We last performed at the Adelaide 500 way back in 2003 and getting back on the after-race concert stage would be huge.

Race fans are a great audience, and it was one of the best organised events in the country.

It was a sad day for the music industry when the race was pulled, so a re-vitalised event under a new Government would be about the best encore you could have.



Vince Contarino

Lead Singer Zep Boys

We live in crazy times but axing the Adelaide 500 was about as crazy as it gets!

South Australian acts have missed the international standard stage exposure the after-race concerts provided.

Also, it's the roadies, technicians, production crews, security, cleaners, and transport drivers that have lost out.

No other event has supported the South Australian music industry with such high-profile exposure. Good on a Labor Government for bringing back race and rock.

Better to be a "Highway Star" than a "Back Road Bog".

A large, vertical LED billboard with a red background and a fine grid pattern. At the top, the word "ADELAIDE" is written in yellow on a black banner. Below it, the number "500" is displayed in a large, white, stylized font with blue and white wings extending from the sides. Underneath "500", the phrase "BRING IT BACK" is written in yellow on a black banner. At the bottom of the billboard, the text "VOTE LABOR TO WIN THE ADELAIDE 500 ALIVE AGAIN" is visible in white, with "ADELAIDE" being the largest word.

A man seen from the back, wearing a black cap and a green and black racing shirt. The shirt features the text "the Bottle-O Racing Team" in white and black. Below this, the "TICKFORD RACING" logo is visible, which includes a stylized blue and white winged emblem. Other smaller logos like "Castrol" and "AGIP" are partially visible on the left side of the shirt.

A man in profile, wearing a white baseball cap and a grey tank top. He is looking towards the billboard. He has his arms crossed and is wearing sunglasses.

A man in profile, wearing a grey tank top and khaki shorts. He is looking towards the billboard and has his hand near his head.

A man in profile, wearing a black and red polo shirt and a black cap. He is looking towards the billboard.



