COMMUNITY CONSULTATION

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KEITH, SOUTH AUSTRALIA
TATIARA DISTRICT COUNCIL

Supercharger station proposal

A new high-power charging station for Keith, on the Dukes Highway corridor between Victoria and Adelaide.

Prepared for Tatiara District Council. This proposal seeks Council agreement to host a Supercharger station on Council land, under a long-term licence, at no capital cost to Council.

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01 What is proposed

Tesla proposes to design, fund, build and operate a new Supercharger station in Keith so that electric vehicle drivers travelling the Melbourne-Adelaide corridor can charge reliably in town, then spend time at local businesses.

Keith already has a four-stall Supercharger, opened in 2016 at Heritage Street / McBain Street. That site is now too small for the volume of traffic and charging demand along Dukes Highway, particularly on weekends, school holidays and long weekends. Drivers regularly wait for a stall. When they wait - or when they leave town because they cannot charge - Keith loses the visit, and the corridor loses a dependable stop.

This proposal is for a 10-bay station on Anzac Terrace. Two locations have been shortlisted for community feedback. A station there would take pressure off the existing site, keep charging customers in Keith, and give the town a piece of regional infrastructure at no construction or operating cost to Council or ratepayers.

What Tesla would deliver

A complete Supercharger station: charging posts, electrical infrastructure, civil works, lighting, signage and ongoing maintenance. Tesla would own, operate and look after the equipment.

Council Requirement

A defined area of Council land at Anzac Terrace for charging bays and a small equipment compound. Those bays would be reserved for customers who are charging. Council would remain the landowner. The station would be open to the public, 24 hours a day.

02 Benefits for Keith and the district

A Supercharger station does not ask drivers to make a special trip to Keith. It captures people who are already on the highway and gives them a reason - and the time - to get out of the car in town.

Keith would be getting fast charging of up to 300 kW using Tesla's latest V4 technology - the best and latest EV charging infrastructure. Tesla Superchargers are valued by EV drivers for charging speed, reliability and competitive pricing, which is why they are a preferred stop on long-distance trips.

Visitation

- Superchargers appear in Tesla in-car navigation and trip planner. Compatible non-Tesla vehicles also use the network. Keith would remain a programmed stop on the Melbourne-Adelaide drive, instead of a place drivers hope has a free stall.
- A typical charge is long enough to walk to Heritage Street, Don Moseley Park, Henry & Rose, the supermarket, bakery or a motel. That is a different visit from a three-minute fuel stop.
- When the existing site is full, some drivers wait without spending, and some leave. Extra bays convert those frustrated visits into ordinary town visits.
- Peak days (Easter, Christmas, school holidays, long weekends) are when both the highway and local hospitality are busiest. That is also when waiter numbers at the current site are highest. This Easter, Tesla data showed that over 30 drivers were waiting more than 10 minutes to charge. That wait can lead to road congestion and queuing that will only get worse following the sharp increase in EV sales in recent months.

Local spending

Electric Vehicle Council and state tourism agencies have been consistent on this point: charging infrastructure is regional economic infrastructure. Drivers who can charge with certainty put a town on the itinerary. Drivers who cannot, go somewhere else.

ASSUMPTION	WORKING FIGURE
Average dwell while charging	20-35 minutes
Parties who make a local purchase	40-60% (food, drink, groceries, or an overnight stay)
Typical spend when they do	$20-$45 for a short stop; substantially more if they stay overnight
Businesses within walking distance	Cafes, bakery, supermarket, hotel/motel, caravan park, takeaway and highway services

Using those assumptions, and a mid-range local purchase of $30 by half of visiting parties:

MONTH TYPE	SESSIONS / VISITORS	INDICATIVE LOCAL SPEND
Typical (off-peak) month	400	About $6,000 in hospitality and retail take
Peak travel month	1,000+	About $15,000 or more, concentrated on the days Keith already relies on through-traffic

Overnight stays at the Keith Motor Inn, Keith Hotel Motel and Keith Caravan Park are the higher-value end of the same visit.

What this means for Council

Infrastructure at Tesla's cost

No tax dollars or Council expenditure to deliver this infrastructure to Keith. Tesla funds 100% of the costs and ongoing maintenance and electricity. At the end of the term Tesla removes the equipment and makes good, unless Council and Tesla agree the station should stay.

Visitation, spending and cleaner travel

A 10-bay station would increase visitation and local spending, make interstate EV travel easier through the region, and support vehicles that do not emit tailpipe emissions. That gives EV drivers confidence that Keith is a reliable stop between Victoria and Adelaide.

Regional positioning

Tatiara is the northern gateway to the Limestone Coast. Reliable Supercharging in Keith supports Bordertown, Padthaway and the wider district as well as Keith itself.

Holding Keith's place on the map

Highway towns that have enough charging keep the stop. Towns that do not become places drivers pass at speed. This proposal is about keeping Keith on that itinerary as EV numbers grow.

What this means for residents

- Local EV owners get a second charging option in town, using Tesla's latest V4 Superchargers at up to 300 kW, not only the four older stalls at Heritage Street.
- Visitors who currently queue or leave because they cannot charge would instead stop, shop and use local amenities.
- The station is paid for and maintained by Tesla, so it is not a new cost on rates.
- Charging bays would be clearly marked for charging use, so the facility works when people need it. Construction would be programmed to limit disruption to adjoining uses.

03 Proposed locations

After a thorough review of potential locations in Keith with Council and the community, two sites have been shortlisted to host a 10-bay Supercharger station. Both are on Anzac Terrace. Feedback is sought on the preferred option.

Option A

Option A occupies a defined portion of Council land at Anzac Terrace, Keith SA 5267. The layout shows 10 charging bays in a single row, the Supercharger cabinet, and a proposed substation compound. Vehicle access would use the existing car park circulation. Final dimensions would be confirmed through detailed design and any planning or building consent required.

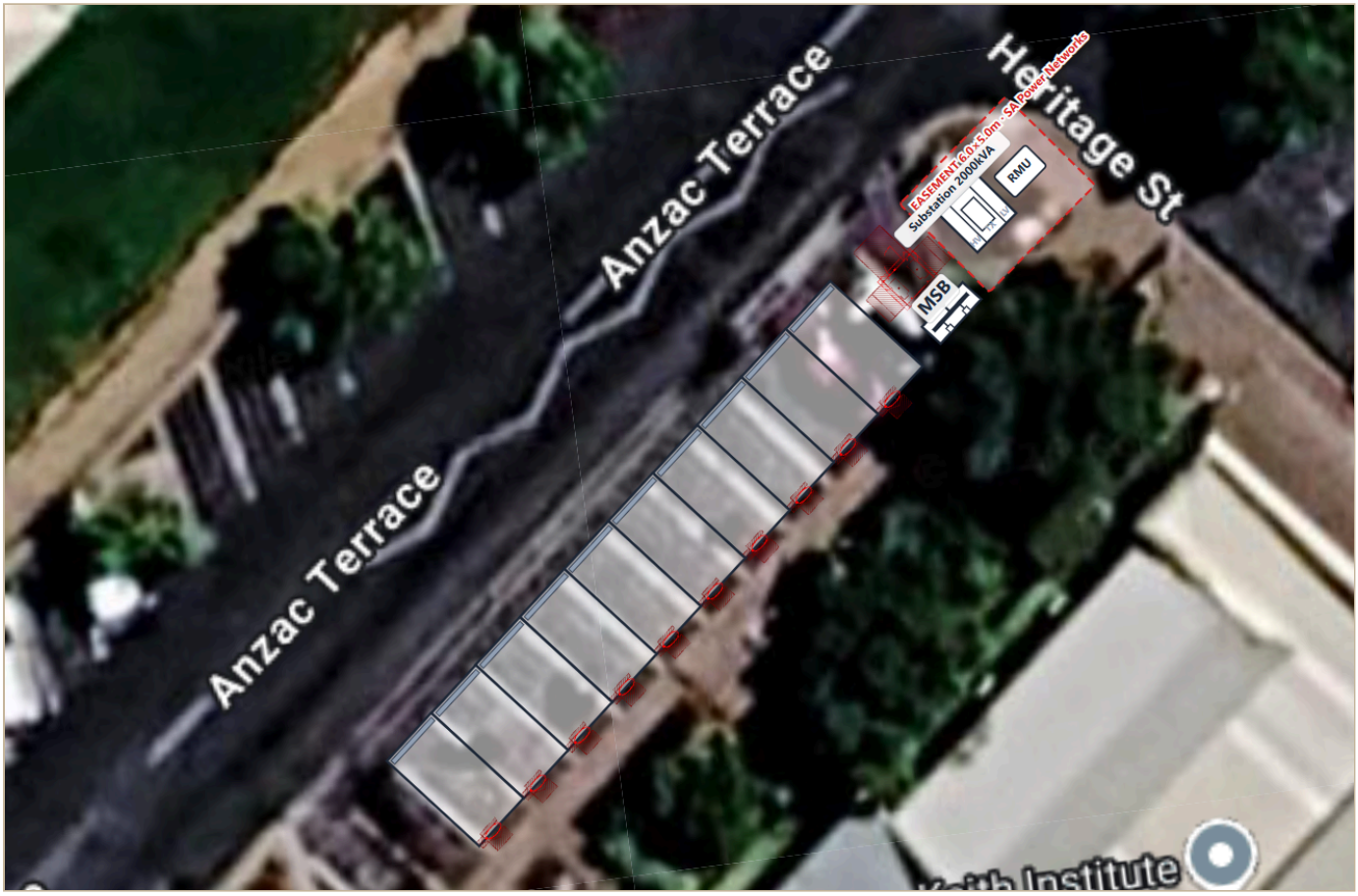


FIGURE 1 - OPTION A. SITE LAYOUT AT ANZAC TERRACE, KEITH SA 5267. 10 CHARGING BAYS, SUPERCHARGER CABINET (M3B) AND PROPOSED SUBSTATION COMPOUND.

Option B

Option B is further along Anzac Terrace, in front of the croquet courts, Anzac Terrace, Keith SA 5267. The layout shows a proposed charging row on the existing hardstand, with equipment and a substation compound nearby. Final dimensions would be confirmed through detailed design and any planning or building consent required.



FIGURE 2 - OPTION B. PROPOSED LAYOUT IN FRONT OF THE CROQUET COURTS, ANZAC TERRACE, KEITH SA 5267.

> A survey is now open to collect feedback on the Supercharger station and the preferred location. The survey can be completed at:
>
> https://forms.cloud.microsoft/r/W0pc8fq4X2

ITEM	PROPOSAL
Location	Two shortlisted sites on Anzac Terrace, Keith, within Tatiara District Council
Landowner	Tatiara District Council
Proposed use	Electric vehicle charging, associated electrical equipment, and customer parking while charging
Access	Open to the public, 24 hours a day, 7 days a week
Relationship to existing site	Additional capacity. The existing four-stall Supercharger at Heritage Street would remain in service.

04 What a Supercharger station looks like

A Supercharger station is a small, purpose-built charging precinct: marked bays, a charging post at each stall, and a compact equipment compound. It is designed to read as civic infrastructure rather than a service station. The photograph below is a typical Supercharger station of the kind proposed for Keith - current-generation posts, line-marked bays and modest landscaping.



FIGURE 3 - TYPICAL SUPERCHARGER STATION. CHARGING POSTS AT MARKED BAYS, OF THE KIND PROPOSED FOR KEITH.

In the public realm

Line-marked bays, low-height charging posts, overhead or bollard lighting, wayfinding and Supercharger identification. One or more bays could be configured for accessible use. Landscaping and pavement would be finished to match the surrounding reserve or car park.

05 What would be built

Tesla would install a Supercharger station of 10 charging bays, using current Supercharger hardware. Posts are compatible with all electric vehicles that use the CCS2 connector, the Australian standard. This station would be open to all EV brands.

Charging bays and customer experience

ELEMENT	WHAT WOULD BE INSTALLED
Charging bays	10 marked parking bays, reserved for vehicles that are charging. These bays would not be used for general parking, so a charging space is there when a driver needs it.
Charging posts	One Supercharger post per bay. Current V4 posts deliver charging speeds up to 300 kW. Actual power delivered depends on the vehicle.
Session time	Most highway charges are 15-35 minutes. Drivers typically walk into town for food, coffee or a short break while the vehicle charges.
Accessibility	At least one bay can be designed for accessible use, with additional width as required.
Hours	24 hours, unattended. Drivers start a session from the vehicle or the Tesla app. Payment is handled by Tesla.
Amenity	Lighting, signage and line marking. Tesla would maintain the charging equipment responding to any issues or maintenance requirements. Tesla Superchargers have an industry leading uptime of 99.97% providing a highly reliable service to EV drivers.

Electrical infrastructure

The station needs a dedicated high-capacity electricity supply. Tesla would fund and coordinate this work with SA Power Networks and Council. Typical works include:

- A new or upgraded connection to the SA Power Networks network, sized for the station.
- A kiosk transformer and substation on a concrete pad within the equipment compound.
- Main switchboard, metering in Tesla's name, and Supercharger power cabinets.
- Underground conduits and cabling between the supply point, cabinets and charging posts, generally up to 100 metres cabinet-to-post.
- Civil works: excavation, conduit, concrete pads, pavement reinstatement, drainage, line marking and any required traffic management during construction.

Electricity accounts, demand charges and consumption would sit with Tesla. Council would not pay for power used by the Superchargers.

Cost to Council and ratepayers

Tesla would pay for design, the electricity connection, charging equipment, construction, power used at the station, repairs and customer support. Council would not fund the build or the ongoing running costs.

06 Why Keith needs additional Supercharging capacity

Keith sits on the Dukes Highway (A8), the principal road link between Adelaide and the Victorian border and the route most drivers use between Adelaide and Melbourne. It is not an optional detour. For electric vehicles, it is a charging town of necessity.

The RAA has reported that the Dukes Highway carries around **4,400 vehicles a day**, including about 2,000 commercial vehicles and 900 B-doubles. Holiday and long-weekend peaks sit well above that average. Keith is roughly 225 kilometres from Adelaide and is the last substantial South Australian service town before Bordertown and the border. Drivers coming the other way from western Victoria treat Keith as the first reliable town stop in South Australia.

The existing Tesla Supercharger in Keith has **four stalls**. It opened in 2016 at Heritage Street / McBain Street. It is first-generation highway equipment, generally 120-150 kW. Four stalls was adequate at the time the site was built. It is not adequate now.

> The Heritage Street Supercharger is over capacity. During peak travel, drivers report queues and long waits for a stall. Vehicles sit in town without charging, or they leave. That is the problem this proposal is intended to fix.

EV sales growth makes this urgent

Electric vehicles are no longer a niche. According to the Electric Vehicle Council, August 2026 showed a structural shift in Australia's new car market. At the start of 2026, electric vehicles held just 8.7% of the market. By August, battery electric vehicles accounted for 24.9% of new vehicle sales, ahead of petrol (24.4%) and diesel (22.3%). Cars with a plug, battery electric and plug-in hybrid together, took 36%. In August, and for three months so far this year, the best-selling car in all of Australia was an EV - the Tesla Model Y, with 6,414 sales in August alone.

New-car sales today become the touring and holiday fleet tomorrow. Families, tradies and visitors who buy an EV in Melbourne or Adelaide still need to get between the two cities. Keith is on that route. Highway towns that can charge them will keep the stop. Towns that cannot will watch that traffic go elsewhere.

MEASURE	WHAT IT SHOWS
Start of 2026	Electric vehicles: 8.7% of new Australian car sales
August 2026	Battery electric vehicles: 25.6% of new sales - first month ahead of petrol and diesel
What that means on the highway	A rapidly growing share of Melbourne-Adelaide traffic will need a fast, reliable charge in a town like Keith

The existing four-stall Supercharger was built in 2016, when almost no one on this corridor drove electric. Sales have moved; the site has not. Building now, while Heritage Street is already overflowing, means Keith captures that growth instead of turning it away.

07 What we are asking of Council

Tesla asks Tatiara District Council to host a 10-bay Supercharger station on Anzac Terrace, Keith. Two locations have been shortlisted. Community feedback is sought on the preferred option.

In short. Keith is a necessary stop on the Victoria-South Australia drive. The existing four-stall Supercharger cannot meet peak demand, and EV sales have risen sharply in the last six months. A 10-bay station on Anzac Terrace, built and paid for by Tesla, would keep those drivers in town and support local businesses, at no cost to ratepayers.