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Welcome to an exciting partnership

As Chair of the Southern Adelaide Economic Development Board I am delighted to lead the partnership for economic growth in Southern Adelaide.

As I reflect on the region’s achievements over the four years since 2007, I can only admire the resilience of the southern region, its businesses and its workforce and the way in which they have met the big challenges presented to them and the way they are responding to opportunities.

I said in the first Plan that the backing of the business sector is critical for success – and we have received this wholeheartedly. I believe we have achieved some significant outcomes for the region, setting the groundwork for continued economic growth. The Cities of Marion and Onkaparinga have demonstrated an unwavering commitment to partnering with the Board and the business community in implementing our plans and the State Government has been highly supportive of our efforts.

The Board members and I look forward to continuing our close working relationship with all our partners to secure our future prosperity in Southern Adelaide.

The cities of Marion and Onkaparinga together form an incredibly diverse and vibrant region, stretching from close to the Adelaide CBD to the southern beaches and McLaren Vale.

It is home to almost a quarter of metropolitan Adelaide’s population, contributes hugely to the economy of the State and is an area of partnership and innovation.

Growing prosperity in the region is vital to achieving a better quality of life for the whole community in Southern Adelaide. For the economy to prosper and for all of the community to share in this, there also needs to be significant and ongoing investment in social infrastructure, particularly in education. Both councils are also part of the World Health Organisation Healthy Cities Program and access to employment is seen as an important factor in improving health outcomes for the community as a whole.

The Southern Adelaide Economic Development Board has served us well over the last four years in assisting us to address the economic development issues vital for the transformation of our regional economy.

We cannot build a strong future for our two cities without collaboration from all stakeholders, whether they are business, community or local, state and federal government.

Since the Board’s inception, we have been delighted by the enthusiastic participation of our regional business leaders and their willingness to work together for our future – a key asset of Southern Adelaide.

This economic development plan sets the framework and actions to achieve prosperity for Southern Adelaide over the next decade and we invite you to join with us on this exciting journey.
SOUTHERN ADELAIDE’S VISION is to be the region of choice in South Australia in which to live, learn, work and invest.

SOUTHERN ADELAIDE’S ECONOMY is worth over $6.4 billion and has been growing strongly with an increase in Gross Regional Product of 67% between 2001 and 2006.

MAJOR REGIONAL ACHIEVEMENTS since release of the first regional economic development plan, A New Economic Future in 2007 include:

- State Government acquisition of Tonsley Park with a plan to redevelop it as a sustainable technologies, advanced manufacturing and education precinct with the potential to create over 6,000 jobs.
- State Government commitment to a $125 million Sustainable Industries Education Centre (TAFE) at Tonsley Park with construction to commence early in 2012.
- Roll-out of the national broadband network in Willunga as one of five first-release sites in Australia and the announcement of Aldinga Beach and Seaford/McLaren Vale as second release sites.
- A major $163 million re-development of Flinders Medical Centre’s emergency and acute treatment departments is well underway.
- Commencement of the $291 million Seaford Rail Extension.
- $407 million commitment to duplicate the Southern Expressway with construction to commence early in 2012.
- Identification of key southern locations as future Transit Oriented Developments and major employment centres in The 30 Year Plan for Greater Adelaide including Tonsley/Bedford Park, Marion/Oaklands Park, Noarlunga Centre and Castle Plaza.
- The Futurtec site at Lonsdale, focused on attracting renewable energy and cleantech businesses has been released to the market.

KEY ECONOMIC DRIVERS of the region’s future growth will be:

- Successful businesses
- The digital economy
- Innovation
- Export focus
- Commitment to sustainability
- Skills
- Partnerships
- Community leadership.

STRATEGIC DIRECTIONS for Southern Adelaide are:

- Target growth sectors:
  - Clean technologies
  - Advanced manufacturing and technologies
  - Food, wine and tourism
  - High value services.
- Workforce and skills development
- Digital economy strategy
- Investment attraction
- Employment precincts and infrastructure development
- Leveraging major projects
- Marketing the region.

MAIN GOALS by 2021:

- 14,000 additional jobs in the region
- Unemployment rate to be equal or lower than Australian average
- 40% of 25-34 year olds to have a bachelor degree or above
- Proportion of labour force with a post-school qualification to equal or better the Australian average.
Southern Adelaide is the region of choice in South Australia in which to live, learn, work and invest.

The economy is diverse, adaptable and built on knowledge, innovation and high value-added manufacturing and service industries, embracing environmentally sustainable development.

It offers an enviable lifestyle where visitors and residents can play, relax and enjoy.

The whole community benefits from the Region’s economic prosperity.

Business, education and residential communities actively communicate and collaborate with confidence and enthusiasm to grow the region.
BACKGROUND AND REGIONAL ACHIEVEMENTS

The Southern Adelaide Economic Development Plan: 2011-2021 builds on A New Economic Future launched by the then newly established Southern Adelaide Economic Development Board in April 2007. Developed in partnership with the Cities of Marion and Onkaparinga, the plan laid the foundation for economic growth in the region with the objective of continuing to transition the economy into one based on knowledge and innovation. In that document, the Board identified five key issues:

1 > Workforce development
2 > Employment land supply
3 > Transport linkages
4 > Broadband infrastructure
5 > Marketing the region

Significant progress has been made on these key issues and on other elements of the Plan.
EMPLOYMENT LAND SUPPLY

- **Tonsley Park** Acquisition by the State Government of the former Mitsubishi Motors assembly plant at Tonsley Park with the intention of turning the 61 hectare site into a sustainable technologies, advanced manufacturing and education precinct with the potential to create over 6,000 jobs

- **Port Stanvac** Final closure of the oil refinery owned by Exxon-Mobil has enabled both the establishment of the $1.8 billion Adelaide Desalination Plant on part of the site and the potential to remediate the remaining 234 hectare site for a major employment precinct

- **Futurtec** A 28 hectare site at Lonsdale with plans for development by the City of Onkaparinga as a renewable energy precinct and a location for clean technology businesses

- **Castle Plaza** Commencement of a Development Plan Amendment in Edwardstown including the former Hills Industries site to facilitate a transit oriented mixed use centre incorporating retail, housing and commercial development with the potential for 3,000 new jobs

- **Noarlunga Centre** Commencement of a Development Plan Amendment over the existing regional centre designed to facilitate the creation of a transit oriented development where some 10,000 people will live and work

- **Employment Land Supply Study (City of Onkaparinga)** Detailed research has been undertaken into the supply of the different classes of employment land including industrial, commercial, retail, home based business and tourism sectors. It will provide the basis for the zoning of land which will meet the needs of investors over the next 20 years

- **Business Survey (City of Marion)** A substantial survey of businesses in the Marion Council area has been undertaken which included an analysis of future demand for accommodation from local businesses.
TRANSPORT LINKAGES

Rail Electrification The State Government has commenced its Rail Revitalisation project which includes electrification of the suburban rail network. The southern Noarlunga and Tonsley rail lines are the first scheduled for completion in 2013.

Seaford Rail Extension Commencement of the $291 million extension of the Noarlunga railway line to Seaford. This is due to be completed in late 2013 and is funded by the Australian Government. In addition, the Department of Planning, Transport and Infrastructure (DPTI) is undertaking a planning study to identify the corridor for a future extension to Aldinga.

Southern Expressway Duplication Commencement of the $407 million duplication of the 18 kilometre Southern Expressway. This is funded by the South Australian Government and completion is due in 2014.

Darlington An integrated land-use and transport plan has been developed for the area. This incorporates a proposed extension of the rail line as an electric tram/train link to Flinders University together with an extended underpass for South Road with crossings at both Flinders Drive and Sturt Road. The proposed development will greatly facilitate linkages between Tonsley Park, Science Park, Flinders Medical Centre and Flinders University and will provide opportunities for higher density residential and commercial development.

BROADBAND

Adelaide Metropolitan Broadband Blackspot Program Adam Internet has introduced the AdamMax wireless broadband service with the support of the South Australian and Australian Governments, to eliminate broadband blackspot areas in metropolitan Adelaide commencing in Southern Adelaide.

NBN First Release site at Willunga The National Broadband Network Company (NBN Co) has established one of its five first-release sites in Willunga with services having commenced in September 2011. Aldinga Beach and Seaford/McLaren Vale will be serviced by early 2013.
Marketing the Region

- Southern Suburbs Coordination Group: In 2008, The Hon. John Hill MP, then Minister for the Southern Suburbs, established a coordination group with representation from the Board, the Cities of Marion, Onkaparinga, Mitcham and Holdfast Bay, Flinders University, and key South Australian Government departments to provide a high-level forum focused on the development of Southern Adelaide.

- Southern Adelaide Innovation Forums: Four successful annual innovation forums have been staged since the launch of the plan aimed at both stimulating and informing the local business community and raising the profile of the region with key stakeholders.

- Southern Adelaide Business Month: In 2011, the first month-long professional development program for regional businesses was conducted. Over fifty workshops and seminars were delivered, supported by a range of key stakeholders.

Investment Attraction

- South Australian Innovation and Investment Fund: Following the closure of the Mitsubishi Motors assembly plant at Tonsley Park, the Australian and South Australian Governments established this $30 million fund. The fund provided support to innovative projects from companies with the potential for job creation. Projects in Southern Adelaide have generated $37 million of investment and are expected to create 280 jobs in the medium term.

- Small Business Development Fund: A $5 million fund created by the South Australian Government also following the Mitsubishi Tonsley Park closure. It has awarded grants to 26 small businesses in Southern Adelaide generating $15 million of investment and the anticipated creation of over 200 jobs.

Major Projects

- A business development and employment strategy has been developed in conjunction with the contractors and project managers of major projects including the Desalination Project, Seaford Rail Extension, the $100 million State Aquatic Centre/GP Plus Centre at Marion and the Southern Expressway Duplication.
The Board and its partners, the Cities of Marion and Onkaparinga use an economic modelling tool, REMPLAN developed by Compelling Economics Pty Ltd. Based on 2006 Census data, an economic model of the combined council areas of Marion and Onkaparinga has been created.

This model shows that Southern Adelaide’s total Gross Regional Product is $6.469 billion with an estimated output of $14.036 billion, value-added of $5.659 billion and a workforce of 54,098.

### Output ($M)
MARION (C) AND ONKAPARINGA (C) JANUARY 2011

- **Manufacturing**: $6,035 (43%)
- **Rental, hiring & real estate services**: $1,527 (10.9%)
- **Construction**: $866 (6.2%)
- **Retail**: $830 (5.9%)
- **Finance and insurance**: $809 (5.8%)
- **Other**: $3,966
Between 2001 and 2006, gross regional product grew by 67%, output by 35% and value-added by 69%. Unemployment in the region was generally below or at the average for Adelaide as a whole.

Although manufacturing output has risen by 8%, employment in the sector has fallen by over 17% over the same five year period. Manufacturing is clearly playing a smaller role in the local economy but it still represents an important source of investment and employment. The retail sector remains the second largest provider of jobs but value added per retail job is over 40% of that of a manufacturing job.

According to the 2006 Census figures there were some 105,000 Southern Adelaide residents in employment but only 54,000 jobs in the region therefore some 60% of employed people still leave the area for work.

The region is still very much a small business economy with very few large employers. The most recent detailed ABS figures from 2007 indicate that around 87% of the businesses in Marion and Onkaparinga employ fewer than five people.

THE FIVE LARGEST SECTORS BY EMPLOYMENT

- Manufacturing (19.2%)
- Retail (18.6%)
- Health care & social assistance (11.4%)
- Education & training (9.1%)
- Accommodation & food services (6.7%)
Economic growth, driven by successful businesses and the employment opportunities they offer, is seen as the way to increase living standards for the people in the region and to improve their quality of life.

Important factors in measuring success include access to jobs, education levels, unemployment rates, employment participation rates, household income and overall economic activity levels. Both the City of Marion Strategic Plan 2010-2020 and the City of Onkaparinga’s Community Plan 2028 recognise the importance of economic development for the benefit of their respective communities. The Board has drawn on both these documents in its development of this Plan.

The 30 Year Plan for Greater Adelaide has set both population and employment targets for the southern region of Adelaide (Cities of Marion, Onkaparinga, Mitcham, Holdfast Bay). As at the 2006 Census, the four council areas were home to some 323,000 people and approximately 88,300 jobs. 30 Year Plan targets provide that by 2040 Southern Adelaide will have 82,000 additional residents and 43,000 additional jobs. It is likely that the majority of both these targets will be met by developments in the Cities of Marion and Onkaparinga. However, even if these targets are achieved, a large number of residents will still need to leave the region for work.

Aligning with South Australia’s Strategic Plan, The 30 Year Plan for Greater Adelaide and the South Australian Economic Development Board’s Economic Statement released in March 2009, the Board proposes the following aspirational targets for the Region over the next 10 years:

- 14,000 net additional jobs created
- Unemployment rate to be equal or lower than Australian average
- Employment participation rate to be equal to or greater than the Australian average
- Average household income to be equal to or above the Australian average
- At least 40% of 25-34 year olds have a bachelor degree or above (aligned with the national Bradley Review target)
- Proportion of labour force with a post-school qualification to equal or better the Australian average
- Growth in Gross Regional Product to equal or better the Gross State Product growth rate.
ECONOMIC DRIVERS

The following principles underpin this plan and are essential elements to achieve our vision for the regional economy, assisting Southern Adelaide to compete in a global marketplace and helping the region thrive in a carbon constrained world.

SUCCESSFUL BUSINESSES Businesses are the drivers of economic prosperity and determine regional investment, productivity and employment opportunities.

DIGITAL ECONOMY Embracing and harnessing the digital economy is critical to facilitating economic growth, improving productivity and remaining competitive in the global economy. All aspects of economic activity need to be viewed in the context of the digital economy and the rapid move to near universal connectivity between businesses, consumers and government.

INNOVATION Innovation is key to making Southern Adelaide more productive and competitive. Innovative businesses are more profitable, survive longer and grow larger.

EXPORT FOCUS Southern Adelaide operates in a global economy which provides export and partnering opportunities for regional businesses. Export focused businesses are more likely to grow and remain competitive.

COMMITMENT TO SUSTAINABILITY Improving the environmental performance and reducing the carbon intensity of businesses and industry, positions the region to be a market leader in the clean technologies sector and helps ensure the long-term sustainability of the local economy.

SKILLS A highly skilled workforce is essential for a successful modern regional economy as is raising the educational aspirations of our local population. This will ensure that as many as possible are participants in, and beneficiaries of, economic growth.

PARTNERSHIPS Partnerships between businesses, governments and the community will maximise the economic development opportunities for the region. Networking and collaboration between businesses will help address issues of scale when competing on a world stage.

COMMUNITY LEADERSHIP Self-belief and recognition by all stakeholders that the path to economic growth is the responsibility of everyone in the community are critical to success.
Priority will be given to the following sectors which demonstrate attributes of scale, leadership, growth potential, linkages to other sectors, export orientation and sustainability. These sectors will help to establish the region’s point of difference:

- Clean technologies (environmental industries)
- Advanced manufacturing and innovative technologies
- Food, wine and tourism
- High value services e.g. health, education and services that can leverage opportunities in the State’s strategic growth sectors of mining and defence.

The Board will seek to maximise the opportunities from each of these sectors and work with its private and public sector partners in developing initiatives and programs that will facilitate growth.

The Board will also continue to work with appropriate support organisations in the delivery of assistance to existing and start-up businesses in these sectors. Productivity improvement and export growth are seen as the major keys to achieving business success.

**Targeted Growth Sectors**

**Digital Economy**

Given its importance as one of the key economic drivers for the region, the Board has embarked on the development of a Digital Economy strategy. Willunga in the City of Onkaparinga is a first release site for the National Broadband Network roll-out and it is critical that the region leverages this initial investment. The Digital Economy strategy will seek to identify actions that will help position the region to capitalise on the opportunities that this new business paradigm is presenting.

It will encompass:

- NBN roll-out opportunities
- Industry and sector development
- Investment attraction
- Workforce planning and development
- Business communication
- Business engagement
- Delivery of council services
- Funding opportunities.

The digital economy strategy will be completed by 30 June 2012.

**Workforce and Skills Development**

The development, retention and attraction of skills is pivotal to develop the regional economy into the future. It is a complex task and the Board will continue to engage with the Department for Further Education, Employment, Science and Technology (DFEEST), the Department for Education and Child Development (DECD), the Department for Manufacturing, Innovation, Trade, Resources and Energy (DMITRE) and other key stakeholders in helping to build a highly skilled workforce consistent with the needs of the economy.

The Board’s main workforce and skills development focus will be on:

- The attraction of skills from outside the region
- Encouraging greater participation in the labour force
- Maximising job and skills development opportunities from major projects
- Enhancement of the web-based Skills Portal (www.southernadelaide.com.au) to become a ‘one-stop shop’ for skills and workforce development information in the region for both employers and employees alike
- Increasing the number of Southern Adelaide residents with post-school qualifications and encouraging the adoption of a ‘lifelong learning’ approach.

**Strategic Directions**

The following strategic directions have been identified to help achieve the objectives and outcomes for Southern Adelaide.
The Board has embarked on the development of an investment attraction strategy for Southern Adelaide. This strategy will focus on these priority sectors:

- Clean technologies (environmental industries)
- Advanced manufacturing and innovative technologies
- Food, wine and tourism
- High value services e.g. health, education and services that can leverage opportunities in the State’s strategic growth sectors of mining and defence.

The Strategy will also:

- Articulate the competitive advantages of the region
- Identify target investors
- Describe the marketing and promotional activity to be undertaken
- Allocate responsibilities for its implementation.

The Strategy will be developed in partnership with key stakeholders and will be closely related to the development of employment precincts. The Strategy will be completed by 30 June 2012.

**EMPLOYMENT PRECINCTS AND INFRASTRUCTURE DEVELOPMENT**

The Board developed an infrastructure plan in 2008/09 which was closely aligned to the approach adopted by The 30 Year Plan for Greater Adelaide. This proposes a series of major mixed-use employment precincts linked by efficient rail and road corridors. The relative lack of employment land in the region means that the potential of existing sites needs to be maximised and the highest economic use always sought.

Priority should therefore be given to developing the following precincts as the major contributor to meeting the 30 Year Plan employment targets:

**TRANSIT ORIENTED DEVELOPMENTS**

Four major locations in Southern Adelaide have been identified where TOD-style developments, incorporating major employment, residential, commercial and retail activity can be established.

**Tonsley/Bedford Park**

Development of a major sustainable/ clean technologies, advanced manufacturing and education precinct on the 61 hectare Tonsley Park site incorporating sustainable design principles. Associated with this is the potential for a major mixed-use centre on the Tonsley rail/tram line stretching from Tonsley Park to Flinders University incorporating Flinders Medical Centre and Science Park.

30 Year Plan jobs target - 6,000

**Noarlunga Centre**

Planning is well advanced for a mixed used development around the Noarlunga railway station adjacent to the existing shopping centre and other commercial activities.

30 Year Plan jobs target - 5,000

**Marion/Oaklands Park**

Opportunity to build on the existing regional shopping centre, South Australian Aquatic and Leisure Centre, Marion Cultural Centre and GP Plus Health Centre adjacent to the Oaklands Park railway station.

30 Year Plan jobs target - 2,400

**Castle Plaza/Edwardstown**

Planned extension of the existing shopping centre and potential development of a mixed-use commercial and residential precinct adjacent to Noarlunga rail line and possible new railway/tram station.

30 Year Plan jobs target - 2,400

**Port Stanvac**

Medium-term remediation of the 234 hectare former Port Stanvac oil refinery site with potential for the development of a major employment precinct.

Jobs target - 10,000

**FuturTec**

Development of City of Onkaparinga’s 28 hectare site at Lonsdale as a renewable energy precinct and location for cleantech businesses.

Jobs target - 1,000

INVESTMENT ATTRACTION

Southern Adelaide > ECONOMIC DEVELOPMENT PLAN > 15
LEVERAGING MAJOR PROJECTS

With an unprecedented level of spending being undertaken on major infrastructure projects in South Australia and in Southern Adelaide, it is vital that we leverage this investment for the benefit of businesses and the workforce in the region. We will build on the partnerships developed during the construction of the Adelaide Desalination Plant and Seaford Rail Extension project. The contractors, Industry Capability Network, Business Enterprise Centres and Councils all combined to assist local businesses access contracts and local residents access employment and skills development opportunities. We will also look to share in the planned major investment in mining projects throughout the state by matching the skills and capabilities of the region to the needs of these developments. The initial infrastructure projects which will be targeted in the South are:

**Southern Expressway**
$407 million investment by the South Australian Government in duplicating the existing one-way road and due for completion in 2014

**Electrification of Suburban Rail network**
A total project of over $2 billion to electrify the suburban rail network, acquire new rolling stock and relocate maintenance facilities with the Noarlunga and Tonsley rail lines first to be completed in 2013

**Seaford Rail Extension**
$291 million investment by the Australian Government to extend the existing Noarlunga line to Seaford including two new stations and due for completion in 2013

**Waterproofing the South**
Award-winning partnership between the City of Onkaparinga, SA Water, Willunga Basin Water, South Australian Government, Australian Government and Flinders University comprising an investment of $130 million in the re-use of treated wastewater and stormwater in the south with completion due in 2013

**Oaklands Park Aquifer Storage and Recovery Scheme**
An initial $8.4 million project to capture and re-use up to 200 million litres of stormwater in the Marion area being undertaken as a partnership between the City of Marion, Adelaide Natural Resource Management Board and the South Australian and Australian Governments. Due for completion in 2013

**Flinders University Developments**
A substantial number of developments are either underway or planned, the most significant of which is a capital development at Tonsley Park. Other developments include the School of the Environment and a Pathways College for International Students. The University is embarking on a campus master planning process that will align with enhancements proposed by the State Government to transportation infrastructure and land use planning in the surrounding Darlington/Tonsley precinct. Over the next five years the University’s indicative spend on capital infrastructure will be more than $200m

**Flinders Medical Centre**
A major $163 million redevelopment of the hospital’s emergency and acute treatment departments is underway

**South Australian Aquatic and Leisure Centre and GP Plus Health Care Centre**
A partnership between the South Australian Government, the Australian Government and the City of Marion which has developed a FINA accredited competition swimming centre and adjacent regional health services centre at a cost of over $100 million opened in April 2011

**Sustainable Industries Education Centre**
The construction of a new TAFE facility at Tonsley Park at a cost of $125 million to be commenced early in 2012

**McLaren Vale Overpass**
The construction of an overpass at the junction of Victor Harbor Road and Main Road at McLaren Vale at a cost of $18 million jointly funded by the South Australian and Australian Governments and due for completion in 2013.
As highlighted in this document, both the City of Marion Strategic Plan 2010-2020 and the City of Onkaparinga’s Community Plan 2028 recognise the importance of economic development for the benefit of their respective communities. These documents provide the rationale and the basis for the Councils’ resourcing of the Southern Adelaide Economic Development Plan.
Tom has had 30 years experience in the Australian automotive industry and was Managing Director/President and CEO of Mitsubishi Motors Australia from June 2000 to June 2005. Tom is married with three children and when he is not working enjoys reading, rugby and golf.

**TOM’S VIEW OF SOUTHERN ADELAIDE**
I have had a long and close association with Southern Adelaide and had the privilege of leading a great team of people in Mitsubishi Motors for a number of years. I passionately believe that the opportunities for growth and further prosperity in the region are huge and that the South can become an economic powerhouse in the State.

Professor Michael Barber has extensive university experience throughout Australia and was appointed as Vice-Chancellor and President of Flinders University on 1 January 2008. As Vice-Chancellor he is keen to broaden Flinders University’s existing positive relationships with its various stakeholders. In particular Professor Barber is keen to enhance the University’s contribution to the ‘new South Australia’.

**MICHAEL’S VIEW OF SOUTHERN ADELAIDE**
As a relative newcomer to South Australia and the southern suburbs, I am excited by the opportunities presented by this region. The challenges—social, economic and environmental—that the region faces are significant but have the potential to transform the South for the better thereby delivering an enviable lifestyle on a sustainable and vibrant economic base. I am confident that in the future the South will be written up as a global case study of a successful transition from an old economic base of manufacturing to a low carbon economy. This is why I believe Flinders University must be strongly engaged with our home community and must deliver on our aspiration to be the preferred higher education partner for businesses and the community of the South.

Allen is a Chartered Accountant and business adviser with a special interest in Southern Adelaide. His work includes providing strategic and operational advice to both the Local Government and business sector in the area of governance and operational efficiency. He is an independent member of several public sector boards and a director of a number of private sector companies.

**ALLEN’S VIEW OF SOUTHERN ADELAIDE**
Southern Adelaide is like a fine wine. The outside is attractive and you are attracted to it by the colour, the variety and the maker. When you open it up you taste the spectrum of the people, the colour, the culture, the sands, the sounds and you can almost smell the ocean. Southern Adelaide has everything for the resident, the visitor, the worker and the business owner, and has a great sense of confidence for today and the future. I am proud to be part of the success of Southern Adelaide.
Norm Doole was born and educated in Canada. Most of his career has been spent in banking and finance having worked in Toronto, Montreal, New York, Hong Kong, Tokyo and Sydney. Currently Norm is in the wine industry as director of Dowie Doole Wine, Boars Rock Winery and Chapel Hill Wines. He is also Chairman of Willunga Basin Water.

Norm’s View of Southern Adelaide
Southern Adelaide offers all the natural advantages for the perfect lifestyle. Our future is dependent on a well-balanced socio-economic makeup, one that encourages entrepreneurs and higher education standards for our children. Sustainability is created by setting our goals higher than the rest. The talented will come and our children will stay when we are perceived as being better than the rest at education, work and play.

Emeritus Professor Anne Edwards
Professor Edwards recently retired as Vice-Chancellor of Flinders University. She has had a long and distinguished career in academia as well as holding several board directorships. She is a Fellow of the Australian Academy of Social Sciences. Professor Edwards is currently a member of the Australian Universities Teaching Committee.

Anne’s View of Southern Adelaide
Having worked for a number of years in Southern Adelaide, I believe that the region offers great opportunities for both residents and businesses alike. Education is a key platform for economic development and in this regard the South is well placed to build a knowledge-based economy built on high value skills.

Pip Forrester
Pip Forrester is a regional food identity and is passionate about good food based on fresh, seasonal and local produce. Pip serves on the Minister for Tourism’s Round Table and the Food and Wine Tourism Working Party reporting to the Round Table.

Pip’s View of Southern Adelaide
I have a vision for the Southern Adelaide Region that it will be the first choice for a place to live, work and play. To do this, we need to develop our employment opportunities, offer attractive, accessible living environments and continue to increase our food and wine tourism profile and offer. The South is the perfect place to live, work and play - we need to communicate that.

Paul Stevenson
Paul is Director of Corporate Affairs and Human Resources at Mitsubishi Motors Australia Ltd, based at the Australian Head Office in Tonsley Park.

Paul’s View of Southern Adelaide
Having studied and worked most of my life in the southern region, I am personally aware of the opportunities that have existed over past decades in the Southern Adelaide area. During my time, new educational facilities, medical institutions, and industry have developed in an area of Adelaide that has steadily grown and diversified in terms of its people and commerce. However, as we know, the world is changing at an ever-increasing pace, making it critical that organisations and regions look towards and plan for the future. This is where I believe the Board can play an invaluable role by assisting the region to prosper by embracing change and capitalising on future opportunities in a manner that is sustainable, and sensitive to the unique characteristics of the area.
BE PART OF THE FUTURE!

The vision for Southern Adelaide can only be achieved by all of us working together in partnership. We have many achievements to be proud of and amazing opportunities lie in front of us all. The Board welcomes you to join with us on this exciting journey.

TOM PHILLIPS AM
CHAIR
Southern Adelaide Economic Development Board
January 2012

FOR MORE INFORMATION GO TO
southernadelaide.com.au