

A man with short dark hair and glasses, wearing a blue suit jacket and an orange high-visibility vest, stands with his arms crossed in a large industrial factory. In the background, a yellow overhead crane with 'DEMAG' and 'SIEMENS' branding is visible, along with various industrial equipment and a large turbine component.

# **Southern Adelaide Economic Development Plan**

**Thriving Southern Adelaide  
Prosperous South Australia**

**southern adelaide**  
economic development board



A background photograph of two women sitting at a table in a cafe. The woman on the left is wearing a colorful patterned scarf and a grey sweater, smiling broadly. The woman on the right has long dark hair with bangs, is wearing a brown jacket over a green shirt, and is also smiling while holding a fork over a slice of cake on a white plate. The background is slightly blurred, showing other people and cafe decor.

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# Vision

Southern Adelaide offers an unparalleled quality of life, smart and connected communities, a resilient and growing economy, and is SA's most accessible and appealing tourism destination.

# Objectives

Collaborate and advocate throughout government, business, education, community and not-for-profit organisations to realise the full economic potential of our communities and our unique region.

Build on the region's competitive advantages by supporting innovation and diversification in the local economy.



# Welcome to Southern Adelaide – the best place to invest, visit, work, live, and do business.



**Nikki Govan**

Chair, Southern Adelaide  
Economic Development Board



**Kris Hanna**

Mayor, City of Marion



**Erin Thompson**


Mayor, City of Onkaparinga

Southern Adelaide is home to more than 355,500 people and an increasing number of diverse and modern businesses. It covers an area of about 660 square kilometres, stretching from the historic suburb of Glandore to the pristine beaches of Aldinga.

The new Southern Adelaide Economic Development Board is proud to represent a region that is rich in skills, infrastructure, natural environment, and importantly, significant potential.

The Board has a new vision, new priorities, and a new outlook that reflects the region's growing confidence. Backed by two future-focused councils, Marion and Onkaparinga, the Board is committed to working with government, the private sector, educational institutions, and the community.





By providing strong leadership and an independent voice for Southern Adelaide, the Board aims to build the local economy and create jobs, which will in turn benefit all South Australians.

The message is simple – Adelaide's south is a great place to invest, visit, work, live, and do business.

Our economic base includes food, wine, tourism, advanced manufacturing, clean energy, retail, professional services, education and ageing well. We are also home to Tonsley, Australia's first innovation district.

Residents enjoy an enviable lifestyle with easy access to a beautiful coastline, entertainment precincts, higher education, modern sporting and community facilities, affordable housing, and integrated transport.

This plan shows how the Board is working to grow prosperity in the region. Five economic priorities have been developed, building on the region's strengths and support investment in infrastructure and innovation. They are:

1. Development of growth precincts
2. A regional approach to the visitor and lifestyle economy
3. An integrated transport and infrastructure plan
4. A healthy and active business community
5. Creation of a smart region

We invite businesses, the State and Federal Governments and the community to join us. Together, we will help Southern Adelaide to thrive.



# A Strong Economic Foundation

Source: Data is from Census 2011, unless stipulated by \*, which is Census 2016.

## Population

355,549 people\*



## Businesses

53,638 businesses\*



## Size of the Economy

Gross Regional Product  
\$12 billion



## Exports

Goods and services  
\$4 billion





## Key Industries

- 1 Manufacturing
- 2 Professional Services
- 3 Construction
- 4 Ageing Well
- 5 Retail
- 6 Education and Training
- 7 Tourism



## Growth Industries

- 1 Advanced Manufacturing
- 2 Lifestyle and Visitor Economy
- 3 Sustainability and Circular Economy
- 4 Professional, Scientific and Technical Services
- 5 Ageing Well



## Visitor Economy

- Generates \$1bn of value
- Over 6,175 jobs supported
- Average spend per stay for a domestic visitor is \$694 and an international visitor is \$1736



## Jobs

- 93,628 jobs
- Skilled workers (57% of workers have a certificate to post graduate degree)





# Economic Drivers

The following principles underpin the Board's thinking and are essential elements to achieving our vision for the regional economy, assisting Southern Adelaide to compete in a global marketplace and helping the region thrive.

## – Strong Business and Collaboration

Businesses are the drivers of economic prosperity and deliver regional investment, productivity and employment opportunities. Partnerships between businesses, governments and the community will maximise the economic development of the region. Networking and collaboration between businesses will help address issues of scale when competing on a world stage.

## – Premium Goods and Services

Southern Adelaide operates in a global economy which provides export and partnering opportunities for regional businesses. "Export focused businesses are open to new ideas, management practices, marketing techniques and employ competitive practices. Exporters have better growth prospects, are highly skilled, have highly productive staff and tend to adapt technology and best practice techniques faster."

*(Austrade)*







## – Innovation

Innovation is increasingly recognised as a driver of economic growth. The Australian Innovation System Report, released by the Office of the Chief Economist in 2016, says: "Innovation is a key driver of business competitiveness, economic growth, and improved living standards. Innovation-active businesses outperform non-innovation-active businesses, make up 45% of all employing businesses but contribute to over 60% of sales and employment. These businesses are 40% more likely to increase income and profitability, twice as likely to export and two to three times more likely to increase productivity, employment and training."

## – Smart Economy

Embracing and harnessing the digital economy is critical to facilitating economic growth, improving productivity and remaining competitive in a global economy. It will put us on the smart world map and help us to connect locally, nationally and globally.

## – Skills and Education

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

## – 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.

## – Lifestyle

Southern Adelaide offers an enviable lifestyle that attracts the best and brightest and enables visitors and residents to play and relax.

## – Community Leadership

By working together, businesses and the community can achieve economic growth for the benefit of the region.



# Five Economic Priorities

These priorities lay the foundation for regional economic growth over the next three years.

PRIORITY

1

## **Growth precincts**

Develop key mixed-use precincts across the Cities of Marion and Onkaparinga, linked by the Seaford/Tonsley electric rail lines and the north-south corridor.



PRIORITY

2

## **Regional approach to the visitor and lifestyle economy**

Work as a region to maximise the visitor experience and position Southern Adelaide as the 'destination of choice' for domestic and international visitors.







PRIORITY

3

### **Integrated transport and infrastructure**

Develop and deliver an integrated regional approach to transport infrastructure and public transport services.

PRIORITY

4

### **Vibrant business community**

Adopt a regional approach to supporting both the creation of new businesses and the growth of existing businesses.

PRIORITY

5

### **Smart region**

Position Southern Adelaide as a 'smart region' to encompass a range of initiatives, incorporating smart thinking, smart technology, smart data capture and smart use of resources that benefit the whole community.



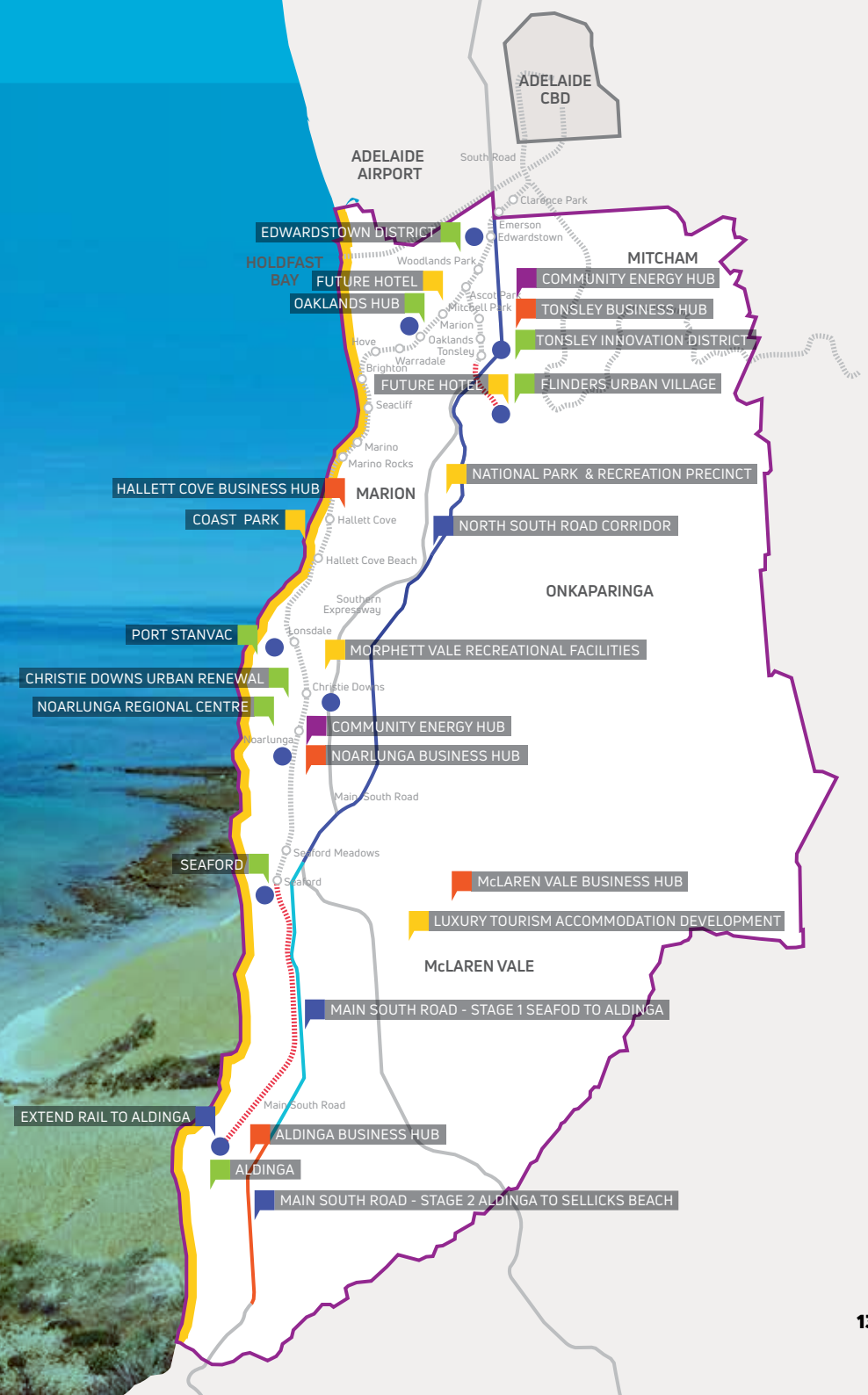
# Southern Adelaide Plan

This map identifies the projects that underpin the five economic priorities that will drive jobs and economic growth in the Southern Adelaide region.



# Five Economic Priorities

- GROWTH PRECINCTS
- VISITOR AND LIFESTYLE ECONOMY
- INTEGRATED TRANSPORT AND INFRASTRUCTURE
- BUSINESS COMMUNITY
- SMART REGION
- INTEGRATED TRANSPORT SERVICES





# Board Members

The Board is well connected within private and public sectors, with a strategic mix of skills and experience in business growth, investment attraction, tourism and food, innovation and technology, advanced manufacturing, and education and research.



**NIKKI  
GOVAN**

Nikki owns and manages the nationally-renowned Star of Greece restaurant in Port Willunga.

She brings a wealth of relevant experience to her role as Chair, including an impressive track record in destination marketing in South Australia and Victoria.

As head of her own marketing company, Nikki worked with clients as diverse as Southcorp Wines, the Department of Trade and Economic Development, and BHP Building Products.

Nikki has developed successful start-up ventures, served on boards, including the Technology Industry Association, the South Australian Motorsport Board and the Adelaide Convention and Tourism Authority, and worked in the not-for-profit sector.



**PROFESSOR  
COLIN  
STIRLING**

Colin is a highly awarded academic with an extensive record of leadership and innovation in higher education which he brings to his role as President and Vice-Chancellor of Flinders University.

Born and educated in Scotland, he has a PhD in genetics and was a NATO Research Fellow of the University of California, Berkeley.

Colin serves on the Education Australia, Flinders Fertility and GPEX boards. He is also Chair of the Innovative Research Universities group.

Colin has held many leadership positions, including Provost and Senior Deputy Vice-Chancellor at Curtin University.





**PAUL  
SANDERCOCK**

Paul has 30 years experience as an entrepreneurial leader across many industries, including energy, consumer electrical, communications, automotive, medical devices, defence, engineering and research and development.

He has held top-level executive roles at PPS Global and SMR Technologies, been involved in successful start-ups, is a former member of the Premier's Science and Industry Council, and has held senior advisory roles in the private sector.

Paul is a Director of Idea Nexus – TAMii, an innovation and growth platform, and a board member of Green Industries SA.

A passionate change agent, Paul is keen to see South Australia grow.



**PIP  
FORRESTER**

Pip has owned and managed award-winning food and tourism businesses in McLaren Vale for more than two decades. For many years she was the owner and manager of the award-winning Salopian Inn at McLaren Vale. She was also the first general manager of The Retreat, residential cooking school at Chapel Hill Winery.

Pip is a champion of regional food and sees food and wine tourism as drivers for Southern Adelaide's visitor and lifestyle economy.

Pip is currently Chair of Fleurieu Peninsula Food, and the Willunga Farmers Market, and was the former Chair of the Onkaparinga Economic Development Forum. She also serves on the Fleurieu Peninsula Tourism Committee.



**RICHARD  
TURNER**

Richard founded ZEN Energy Systems in 2004 and in 2010 was awarded the Ernst & Young Australian Entrepreneur of the Year for the Cleantech sector. He has won South Australian Entrepreneur of the Year for two different businesses.

ZEN has been noted as the fastest growing company in South Australia for two consecutive years and the fourth fastest growing company in Australia. It is a world leader in Intelligent Distributed Energy Solutions.

Richard serves on the Adelaide University board for the Centre of Energy Technology and the University of South Australia board for the CRC for Low Carbon Living.



**TERRY  
BURGESS**

Terry is the Executive Chair of the Tonsley Steering Committee, a member of the South Australian Economic Development Board, and President of the South Australian Chamber of Mines and Energy.

His extensive experience includes serving as CEO of OZ Minerals, Head of Business Development for the Copper Division of Anglo American in London, and Head of Metals and Mining for ABN AMRO Bank in Amsterdam and Sydney.

After 40 years in the mining sector, Terry is bringing his expertise to the Tonsley Innovation Precinct and Southern Adelaide.



## Be part of the future

The vision for Southern Adelaide will be achieved by working in collaboration with all stakeholders, including the State and Federal Governments, local businesses and residents. The Board welcomes you to join us to grow our region and enjoy the benefits of a more prosperous economy.

**NIKKI GOVAN** Chair  
Southern Adelaide Economic Development Board

**For more information go to  
[southernadelaide.com.au](http://southernadelaide.com.au)**

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