



A shared vision for northern Adelaide

Directions Paper



Key opportunities

NORTHERN ADELAIDE



Urban Development	Health, Education & other services	Defence	Food & Horticulture	Innovation & Industrial Development
1 Buckland Park	4 Lyell McEwen Hospital	5 Edinburgh Defence Precinct	2 Virginia	7 GM Holden and supplier park
3 Playford City Centre		6 Defence Techport Australia		9 Future industrial lands
8 Port Renewal		11 Ship building		12 UniSA/Tech park
10 Ridley Salt Fields				
13 Salisbury City Centre				
14 Playford Alive				

Northern Adelaide – working together for jobs, investment and a thriving community.

From the South Australian Government

South Australia has a skilled and capable workforce, productive and innovative businesses and a history of success in industries such as mining, food and wine, and manufacturing.

These industries have become the foundation of others that are now creating opportunities across the state - food, agriculture, construction, defence and aerospace, renewable energy and clean technologies, health and medical technologies among them.

The end of automotive manufacturing in Australia, and particularly the closure of the Holden plant at Elizabeth, will change the economic landscape of South Australia.

Businesses and jobs in Adelaide's northern suburbs will be affected most.

We have already started work to prepare for our state's post-automotive future.

For example, Our Jobs Plan is helping workers develop new skills and find new jobs, and assisting supply-chain companies into new sectors. Our manufacturing strategy, Manufacturing Works, is helping companies increase innovation and prepare for the future of manufacturing. This cannot be achieved by government alone.

The next step in responding to the challenges ahead is to work together to support industries that have the potential to grow and create jobs for the future. By 2018, we expect thousands more jobs to be created in healthcare and social assistance in South Australia.

Any plan for Adelaide's northern suburbs must be based on what those of us who live and work in the north see as necessary for your region and for your future.

Each of you has a stake in the future of northern Adelaide, and each of you can contribute to planning for that future – a future that offers jobs and a thriving community.

This paper is important and consultation is the first step toward developing a blue print for the future of northern Adelaide.

The paper outlines where we are and predicts what may lie ahead – and asks for your ideas, thoughts and proposals so we can work together toward a bright future for the North.

Your responses will influence the Northern Adelaide Economic Plan.



Hon Jay Weatherill
Premier of South Australia



Hon Kyam Maher
Minister for Automotive Transformation
Minister for Manufacturing and Innovation
Minister for Aboriginal Affairs and Reconciliation

From the Community Leaders Group

A shared vision for northern Adelaide will involve all our voices in equal partnership.

Generations have contributed to the state's economy through their hard work and commitment to automotive manufacturing. We are proud of our automotive heritage.

Together we will identify how and where opportunities for growth will emerge, stimulating economic regeneration and social development across northern communities.

Our plan for the northern suburbs will identify and support new employment opportunities in growing industries such as health and aged care, food, agribusiness and technology.

Together, we will drive and construct a thriving future based on the strong foundations of manufacturing in northern Adelaide – a future for everyone.



Mayor Glenn Docherty
City of Playford



Mayor Gillian Aldridge
City of Salisbury



Mayor Gary Johanson
City of Port Adelaide Enfield

List of Members:

- Hon Kyam Maher MLC (Chair);
- Dr Don Russell, Chief Executive, Department of State Development;
- Professor David Lloyd, Member, Economic Development Board and Vice Chancellor at the University of South Australia;
- Mayor Glenn Docherty, City of Playford;
- Mayor Gary Johanson, City of Port Adelaide Enfield;
- Mayor Gillian Aldridge, City of Salisbury;
- Mr Erik Bosch, General Manager, Scholle Packaging;
- Mr Kelvin Trimper, Co-Chair Northern Economic Leaders, Chair Northern Futures;
- Mr Simon Kennedy, Managing Director, Smart Fabrication

The Northern Economic Plan Community Leaders Group will have a strategic focus, driving the overall vision and objectives for the plan. Carrying out high-level stakeholder and community engagement, including consultation and promotion with locally elected representatives.

What we're doing



The plan for northern Adelaide will rely on collaboration and engagement.

It will outline the strengths of northern Adelaide and how these strengths will form a platform for change.

It will identify what northern Adelaide can look like, and the actions and projects to take it there.

It will focus on new areas of growth, explore what land may be available and suitable for development, and investigate the infrastructure necessary to build a sustainable future.

A team of leaders from across state and local governments, industry and business will formulate the plan, based on the projects you consider most valuable in shaping the future of the north.

Adelaide's north is dynamic and diverse, offering a range of business and employment opportunities for the people who live, work and invest there.

The State Government and the cities of Playford, Salisbury and Port Adelaide Enfield and industry have made a substantial start on developing a vision for northern Adelaide.

Initiatives such as Invest Northern Adelaide and the work of Northern Connections are showing what is needed to create business, education and social opportunities.

Commonwealth and local government, research and education providers and business are helping determine sustainable paths for priority sectors and areas of growth.

Global experts are showing how the region can build on its immense wealth of knowledge and skills to shape its future.

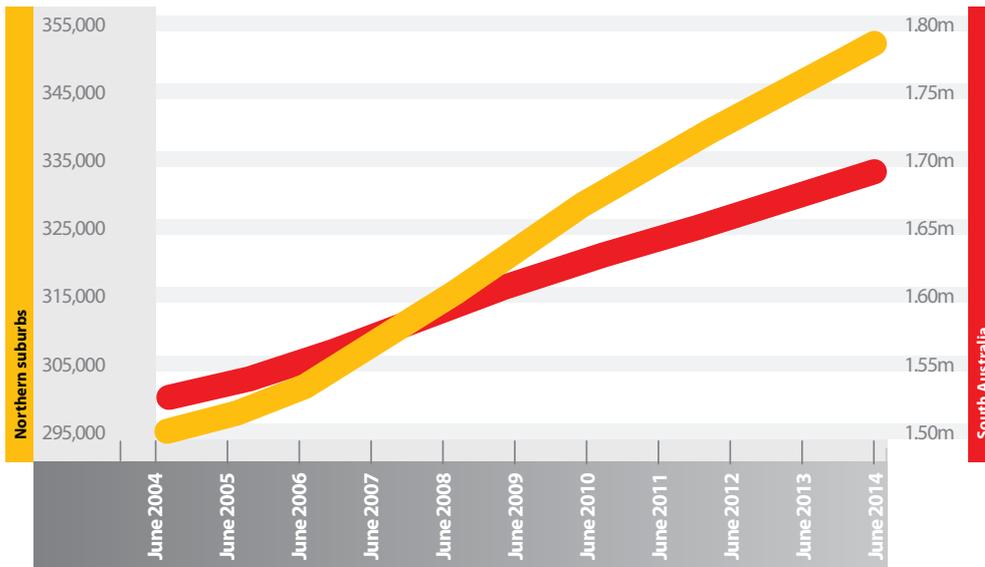
This work will create the platform for a strong plan for northern Adelaide.



The facts

A young and growing community

Northern suburbs population



Source: Australian Bureau of Statistics

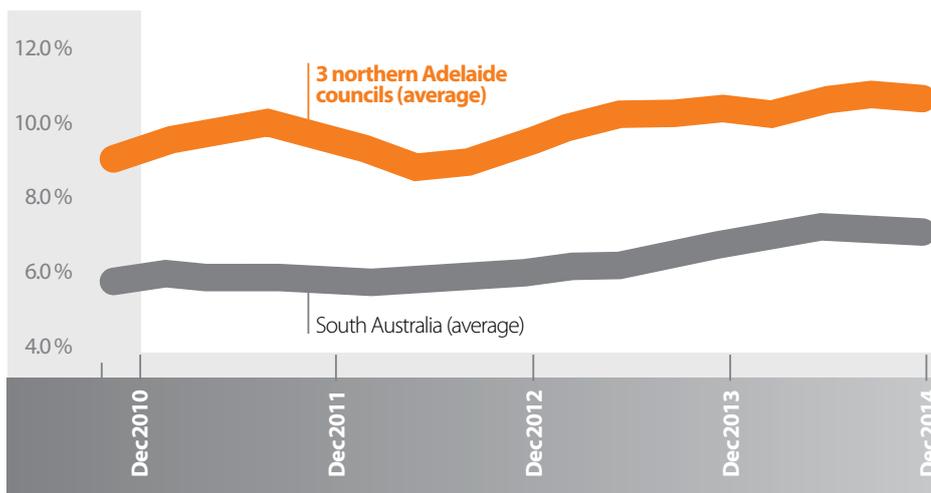
● Northern suburbs ● South Australia

To reach a shared vision for northern Adelaide, it is important to know where we are now and what is likely to change in the future. Information about how many people live in northern Adelaide, what type of work is most common and the industries that are growing are presented here to inform future discussions about the challenges and opportunities ahead that a shared vision may need to take into account.

The population of northern Adelaide is growing at almost double the rate of the rest of the state – 1.7 per cent compared to 1.0 per cent across South Australia. Projections indicate population growth will continue along similar lines for the next decade.

The population is also comparatively young – the median age of residents in Playford, Port Adelaide-Enfield and Salisbury is 32, 37 and 35 years respectively, lower than the South Australian average of 39 years.

SA vs northern Adelaide councils unemployment rates



Source: Australian Bureau of Statistics

● South Australia (average) ● 3 northern Adelaide Councils (average)

Northern suburbs employment

Job opportunities have not matched population growth, leading to unemployment rates higher than in other regions of South Australia, participation in the workforce is also lower.

To close the unemployment rate gap, an additional 5700 unemployed people in the north would need to find employment.

Going forward, the decline in manufacturing jobs would be more pronounced in northern Adelaide than other places in the state.

The decline in automotive manufacturing will have major effects on job opportunities in northern Adelaide and across the state. The Productivity Commission estimates 8,400 jobs to be lost across the state as automotive manufacturing comes to an end in Australia, including about 3,600 in northern Adelaide – with 1,700 of these at Holden's Elizabeth plant.

The population increased
by almost 20 per cent
between 2004 and 2014.



Opening the door to new ideas, new opportunities, new people and new business.

Economic strengths

The South Australian Government has nominated 10 Economic Priorities, linked to the state's natural assets and its industry and workforce strengths, which will increase the state's competitiveness in a global economy.

State and local government will work together to identify land and infrastructure opportunities for northern Adelaide which will focus on investment attraction and industrial development

South Australia has many regions, each with industry strengths that build business and create jobs. In northern Adelaide, these strengths include:

- Food production and processing – supporting the nearby horticulture and agriculture sectors
- Growth in healthcare, aged care and associated infrastructure and construction
- Defence and aerospace – Edinburgh Parks, Techport Australia and Technology Park Adelaide are the focus of a large proportion of Australia's defence activity
- Research, education and training – the University of South Australia's Mawson Lakes campus and University of Adelaide's Roseworthy campus are among the world-class education providers

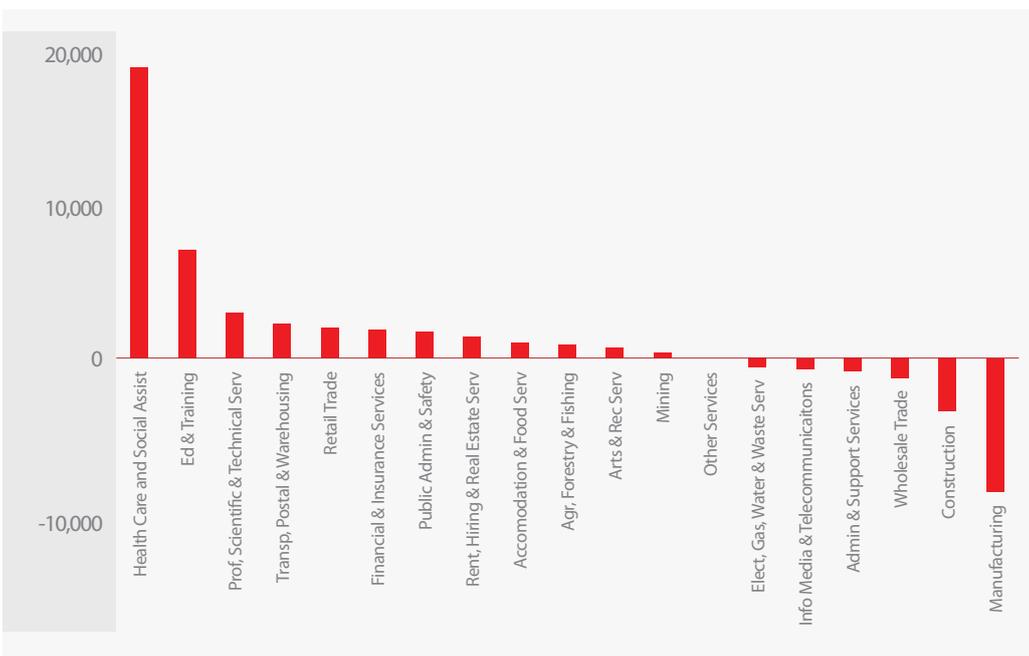
- Experienced and historically successful manufacturing skills and expertise intrinsic to the success of the defence, food and wine, and other sectors in the region
- A flourishing sense of community.

These strengths have contributed to business and employment outcomes critical to South Australia's economy for generations.

Targeted action and initiatives will ensure they continue to drive sustainable industries and provide a platform for international investment, infrastructure development and regional growth.

Councils will play important roles in linking potential investors with suppliers and other potential business partners.

Graph 1 Projected change in employment by industry in South Australia, five years to 2017-18



Over the five years to 2017-18, the Training and Skills Commission projects the largest contributors to employment growth at the state level will be health care and social assistance, education and training, and professional, scientific and technical services. The Training and Skills Commission projects a significant decline in employment in the manufacturing industry.

Source: Training and Skills Commission

Food Park: Expanding food manufacturing and production in northern Adelaide

South Australia has enormous potential as a major supplier of high-quality food and beverage into export markets, particularly Asia.

To achieve this, the food and beverage manufacturing sector must find smart ways to overcome the challenges that are currently constraining business growth.

Improving strategic and operational efficiencies will be vital to increasing competitiveness.

The South Australian Government, in collaboration with Food SA, is investigating how a food park in northern Adelaide could allow a range of manufacturing, packaging, distribution and transport companies to come together in a single location to help drive collaboration and assist in increasing efficiency and competitiveness.

Initial investigations have indicated that significant investment and job opportunities could arise from food manufacturing facilities, transport and other services, and in infrastructure to build the park - attracting new business and creating jobs. The government is now assessing land options which will allow more detailed planning to be undertaken.



Government support for automotive workers

The South Australian Government's Automotive Transformation Taskforce supports workers and businesses affected by the impending closures of Australia's three automotive manufacturers.

The Taskforce works with automotive suppliers to help them diversify into different sectors and markets and to create jobs for their workers.

Support includes the Automotive Workers in Transition Program

(AWITP), which assists workers from Tier 1, 2 and 3 automotive component manufacturers looking to take their skills into other manufacturing sectors.

The program provides a package of information, career guidance and services, and skills recognition and training, for each worker.

Workers from these companies will be supported through an entitlement support package for each individual worker. The support package consists of information, career advice and transition services, skills recognition and training or business start-up advice.

Other services as a part of the taskforce offer free and confidential information and help connect you with a range of personal, financial and employment services.

Health projects will focus on private and public sector investment in allied health facilities and residential accommodation with links to assistive devices in aged care and disability. Tertiary training and research could also feature in these initiatives. Clustering of these facilities could occur around the Lyell McEwin Hospital.

What we're planning

The South Australian Government and partners in the Commonwealth and local governments, industry, business and your community will deliver a blueprint to transform northern Adelaide.

The plan will outline the strengths of northern Adelaide and how these strengths will form a platform for change.

It will identify what a thriving northern Adelaide can look like, and the actions and projects to take it there.

Through the work of the Office of the Industry Advocate, the State Government has taken steps to ensure the power of its procurement drives greater employment creation and supports local jobs and innovation. Delivering government contracts is critical to boost local economic activity.

Future opportunities

The sectors that offer the best potential for creating business and jobs are linked to the state's strengths in food and wine production, construction, defence, mining and resources, and healthcare.

Manufacturing has long been the cornerstone of the northern suburbs economy, and as recently as 2012-13 still accounted for 1 in 5 jobs located in the 3 council areas of Playford, Salisbury and Port Adelaide Enfield. Other significant employers include health, education, retailing and public administration and safety. Food production activities – agriculture and food and beverage manufacturing – account for around 4.5 per cent of employment across the three council areas.

Health care and social assistance will be the largest source of jobs growth in South Australia over the next five years.

Opportunities are likely to arise through the expanded Lyell McEwin Health Precinct and the doubling of the disability care workforce arising from the NDIS (the full rollout of which could result in 750 additional positions in the northern suburbs).

The northern suburbs has a history of food growing and processing that presents a major opportunity for expansion and growth. Additional food production of \$250 million could create 430 additional direct jobs and further flow on employment opportunities throughout the region.

The community's plan for Adelaide's north will identify how Aboriginal people, marginalised and at-risk individuals and other groups within society will find relevant and valuable roles in 'a new north'.

What does success look like?

Any vision for the future of northern Adelaide will most likely succeed if it reflects the ambitions of the people who live and work there.

We are seeking your support and involvement in developing the Northern Economic Plan – a vision to make northern Adelaide an attractive place for businesses to thrive and grow.

Expanding and helping industries to grow and creating new jobs are among our highest priorities. Our Plan will identify the projects you consider most valuable in shaping the future of the north, and outline what action is required to get there.

STAGE 1

Development of a Directions Paper and its release for consultation

STAGE 2

Analysis of community feedback

STAGE 3

Development of a shared vision and actions

STAGE 4

Release of the plan for northern Adelaide

Each of you has a stake in the future of northern Adelaide, and each of you can contribute to planning for that future – a future that offers jobs and a thriving community.

Have your say

**We want to know what you think.
We want our whole community to
be involved in finding the best way
forward for Northern Adelaide and
its people.**

- What are the existing strengths of northern Adelaide and how can we build on them?
- What industries should we focus on?
- How can we work together to build a thriving future for northern Adelaide where people can find jobs and business can prosper and expand?
- How can we work together to foster community resilience and confidence?

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**Government
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