



Northern Economic Plan

Community engagement summary report

northernadelaide.com



The Government of South Australia acknowledges Aboriginal people as the state's first peoples and nations of South Australia. We recognise and respect their cultural connections as the traditional owners and occupants of the land and waters of South Australia and that they have and continue to maintain a unique and irreplaceable contribution to the state.

Introduction

In May 2015 we released the Directions Paper, *A shared vision for northern Adelaide*, which outlined how the region is positioned now and projected what may lie ahead. We invited communities to contribute their ideas and suggestions as to how we could work together for a stronger future.

Our next step was to actively engage with the northern Adelaide community, which took place from June to October 2015.

We wanted to understand people's views about the future of northern Adelaide, and we asked the community to share their thoughts and ideas for the Northern Economic Plan. Throughout the consultation process, we listened to ideas and concerns and encouraged people to ask questions about the plan.

This report details what we heard during the engagement process – what people think are the strengths of the region and where governments and industry can direct their focus to ensure northern Adelaide can provide jobs, security, and a healthy, happy community for generations to come.

We can only achieve a strong future for northern Adelaide if we base the Northern Economic Plan on the needs and wishes of the people who live and work there.

And so the South Australian Government and the cities of Playford, Port Adelaide Enfield and Salisbury are now working with industry, schools, universities and community groups to develop the plan using this feedback as a guide.

We would like to take this opportunity to thank everyone who participated in the engagement process. We will continue to keep the community updated as we develop and implement the Northern Economic Plan.

The Community Leaders Group

Hon Kyam Maher MLC (Chair)

Minister for Automotive Transformation,
Minister for Manufacturing and Innovation

Dr Don Russell

Chief Executive, Department of State
Development

Professor David Lloyd

Member, Economic Development Board
and Vice Chancellor of the University of
South Australia

Mayor Glenn Docherty

City of Playford

Mayor Gillian Aldridge

City of Salisbury

Mayor Gary Johanson

City of Port Adelaide Enfield

Mr Erik Bosch

General Manager, Scholle Packaging

Mr Kelvin Trimper

Co-Chair, Northern Economic Leaders
and Chair, Northern Futures

Mr Simon Kennedy

Managing Director, Smart Fabrication

We can only achieve a strong future for northern Adelaide if we base the Northern Economic Plan on the needs and wishes of the people who live and work there.

Our approach

Throughout the engagement process, we followed the best-practice principles of the International Association of Public Participation (IAP2) and the State Government's *Better Together* engagement principles.

We took into consideration previous engagement and consultation activities to avoid duplication and build a full picture of the community's views.

By listening to the experiences and ideas of people who live in their communities, we can find solutions that will make a lasting difference.

International Association of Public Participation



To create a successful plan for northern Adelaide, we sought information and ideas from the people who know the area best. We heard from people of all ages, from a cross section of cultural backgrounds, both employed and unemployed.

We spoke to:

- residents of the Port Adelaide Enfield, Salisbury and Playford council areas
- any people from outside the three council areas who expressed an interest in the future of northern Adelaide
- companies and industry
- representatives of organisations, political groups, lobby groups, interest groups and support groups
- representatives from Federal, state and local government agencies
- councillors and council staff
- Members of Parliament.

How we engaged

We conducted numerous on the ground activities across the three council areas. These included pop up stands within shopping centres, university campuses, libraries, markets and community centres, where we collected both formal and informal comments. We also listened to many people who visited the Royal Adelaide Show and were keen to share their thoughts.

In addition to the face to face opportunities, we invited residents and business owners to contribute through several online and innovative options, including:

- **www.northernadelaide.com**
- a dedicated website that showcases our engagement activity and highlights events and key projects for the region, including a subscribe function where people can nominate to be kept informed of how the plan is progressing
- **www.yoursay.sa.gov.au**
- an online platform that provided the opportunity to contribute suggestions on the future of northern Adelaide
- the **northerneconomicplan@sa.gov.au** direct email address
- **Tele Town Hall** – Premier Jay Weatherill and Automotive Transformation Minister Kyam Maher hosted a telephone forum in which 6980 residents from northern Adelaide shared their thoughts and asked questions, with 91 people asking a question.

Throughout our engagement activities we heard people express their pride in their community and a strong desire to be involved in shaping its future.

This was echoed through the Tele Town Hall event, with participants presenting Premier Weatherill and Minister Maher with a broad range of well-considered comments and questions about the future of their community.



Future jobs and skills featured prominently, and many householders were interested to know what was planned for the Holden site after its exit and what support was available for those affected. The Premier outlined the fastest-growing sectors as:

- health and health services
- renewable technologies
- food and agriculture
- education, particularly educating overseas students
- the copper mineral sector.

Comments and questions about public transport, Aboriginal youth justice, education, employment for the over 50s, energy, and jobs for the future all contributed to what was a robust and candid discussion.

To listen to the full recording of the Tele Town Hall, visit

www.northernadelaide.com/events

Key insights

Throughout the engagement process we found the community responsive and enthusiastic to share their views. In many cases, there were people already waiting at the point of engagement before we had set up, demonstrating a strong desire from locals to have their say on the future of northern Adelaide.

We based our engagement around two key themes:

Identifying strengths

Building a strong future

We asked a series of questions about how people view their community, what are the strengths and challenges, and what people thought were the important areas to focus on in the future.



What the community told us

Under the two key themes, people identified the strengths of their community and shared their ideas on where we should direct our focus for the future.

Identifying strengths

1. **Community meeting places (e.g. shopping centres)**
2. **Affordable housing**
3. **Community services**
4. **People**

Building a strong future

1. **Jobs, business and industry**
2. **Infrastructure, including renewal of streets and landscapes**
3. **Community space and events**
4. **People**
5. **Communication and collaboration**
6. **Safety**
7. **Education**
8. **Social services**

These were the areas the community identified as the key strengths of northern Adelaide:

1. Community meeting places (e.g. shopping centres)

Community meeting places, particularly shopping centres, ranked the number one strength of the region. People appreciated the shopping centres not only for the ease and access of shopping, but also for the value they bring to the community as a meet-up place and a central hub to visit socially. Parks, green spaces and recreation areas, including sports facilities and clubs, also featured as major strengths of the region, particularly with families, youth and senior members of the community.

2. Affordable housing

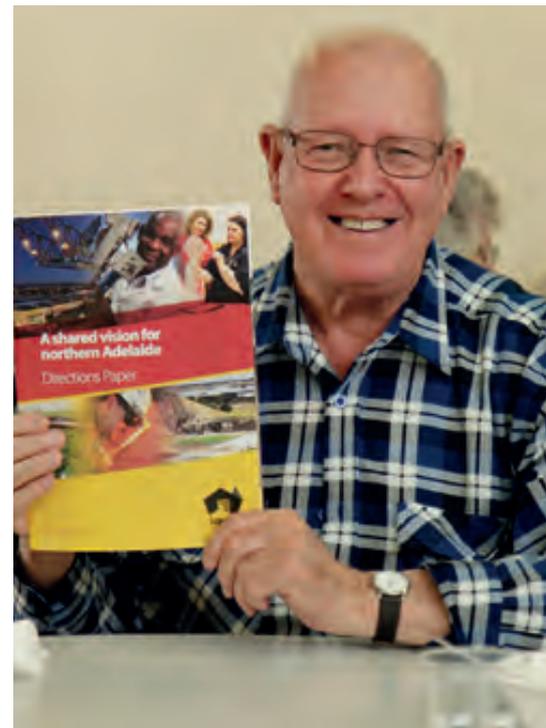
Many believed that the affordability of housing provided many people with the opportunity to enter the housing market. New housing developments have had a positive impact on the region, provided they incorporate services and community spaces.

3. Community services

Services and support for mental health, drug and alcohol abuse, and youth was a commonly noted strength, despite concerns that these services were becoming overstretched or removed. People praised many social services, such as Club 84, Foodbank, Northern Sound System and community clubs such as Men's Shed and other meet-up groups for the companionship and support they provide.

4. People

The people who live in northern Adelaide were identified as one of its key strengths. Many people are lifelong residents in the area and expressed a strong and fond connection to the history, convenience and social fabric of the region. The people of the northern Adelaide communities were described as friendly and loyal, and people who value the diversity emerging in the region.



To create a successful plan for northern Adelaide, we had to seek information and ideas from the people who know the area best.



Building a strong future

Just as we sought views on the strengths of northern Adelaide, we also asked about the future.

We wanted to find out what people think needs to change in their community and what they identified as the future directions for the region. We asked people to share their thoughts on the key issues facing northern Adelaide and where we should focus our priorities into the future.

We asked three key questions:

What do you think is needed to create a thriving community?

What changes would you like to see happen in your community?

What would you like your community to look like in 5-10 years' time?

These were the areas people believed we need to focus on in the future:

1. Jobs, business and industry

People felt a coordinated approach to employment, industry and business was needed. While traditional industries, such as manufacturing and agribusiness, were raised, many focused on renewable technologies and advanced manufacturing. Many people believe that the defence, agri-food, horticulture and education sectors play a critical role in the community. The majority of people expressed concern about the number of jobs available for the future. People believe small businesses need more direct support, as they can see the economic value, vibrancy and diversity they bring to the region.

2. Infrastructure, including renewal of streets and landscapes

Many people consider public transport to be of great importance and have a strong desire for it to be quicker, more frequent and safer, with more lighting around stations, carparks, bike tracks and pathways. People thought we needed to improve public transport for better access to services, businesses and employment, both within and between towns and regions. People also expressed the need for transport solutions from town centres to enable increased employment opportunities for those without access to cars. Cleaning up and renewal of public transport buildings and the surrounding spaces were commonly expressed.

3. Community space and events

While green spaces and recreation areas featured as a strength of the region, many people also felt there should be a continued focus on these areas, particularly where it comes to development planning.

Increasing the number of bike tracks and linking them with town centres was commonly raised.

4. People

People believed that to achieve a thriving community, we should encourage citizens to stay active in the community through volunteering or sharing their knowledge, staying healthy through lifestyle and exercise, lifelong learning, and participating in community events. Many people are willing to play a role in shaping their community through volunteering, but are unaware of the opportunities available.

5. Communication and collaboration

Coordination between the different levels of government, organisations, industry and educational institutions, community engagement, inclusion of the public in decisions and communication of information all featured strongly in responses. People believe that communication and involvement with the community is vital when it comes to council projects, future budgets, events, services and initiatives. Many felt that communities could be better informed of what was going on in the area, and would like to become more involved.

6. Safety

Many people expressed that feeling safe and being able to move around the community safely was of primary importance. We heard many suggestions for urban renewal opportunities, such as improving and increasing street lighting, particularly around public transport hubs, train stations and pathways leading into housing developments.

Throughout the engagement process, we listened to people's ideas, thoughts and concerns and encouraged them to ask questions about the plan.

7. Education

Although not commonly referenced in the context of the three questions, when asked specifically, people rated education as the number one industry for investment across all three council areas. Some of the issues referenced included opportunities for lifelong learning and upskilling, the unknown effectiveness of super-schools, and increasing traineeships and apprenticeships in the region. People who are currently studying expressed concerns about future employment prospects in a region undergoing significant transformation, and suggested stronger links with universities.

Increasing education and skills training that aligns with the jobs of the future was seen as essential to the region's ability to grow and participate in the economy. Many people considered the lack of locally-delivered tertiary education and training to be a barrier to participation due to the cost and time to commute.

Parents in particular were keen for more information about new industries and the future economy and what that will mean in terms of skills in demand.

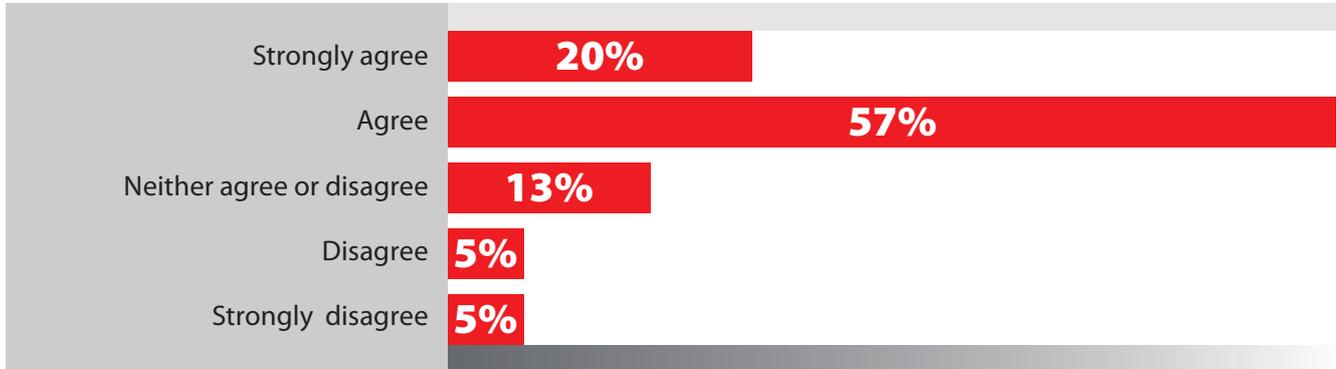
8. Social services

While healthcare and social assistance services were identified by some as a strength in the region, many expressed support for more resources and greater retention of services. A number of residents from the Salisbury Council area called for retention of services, such as Medicare, within the local council area rather than transferring them to the Playford Council area. Some felt that the Lyell McEwin Hospital was a service where greater resources were needed. People believe that mental health services, drug and alcohol services, youth centres and hunger relief services are of vital importance to the region and will be key to working through future challenges.



Building a strong future

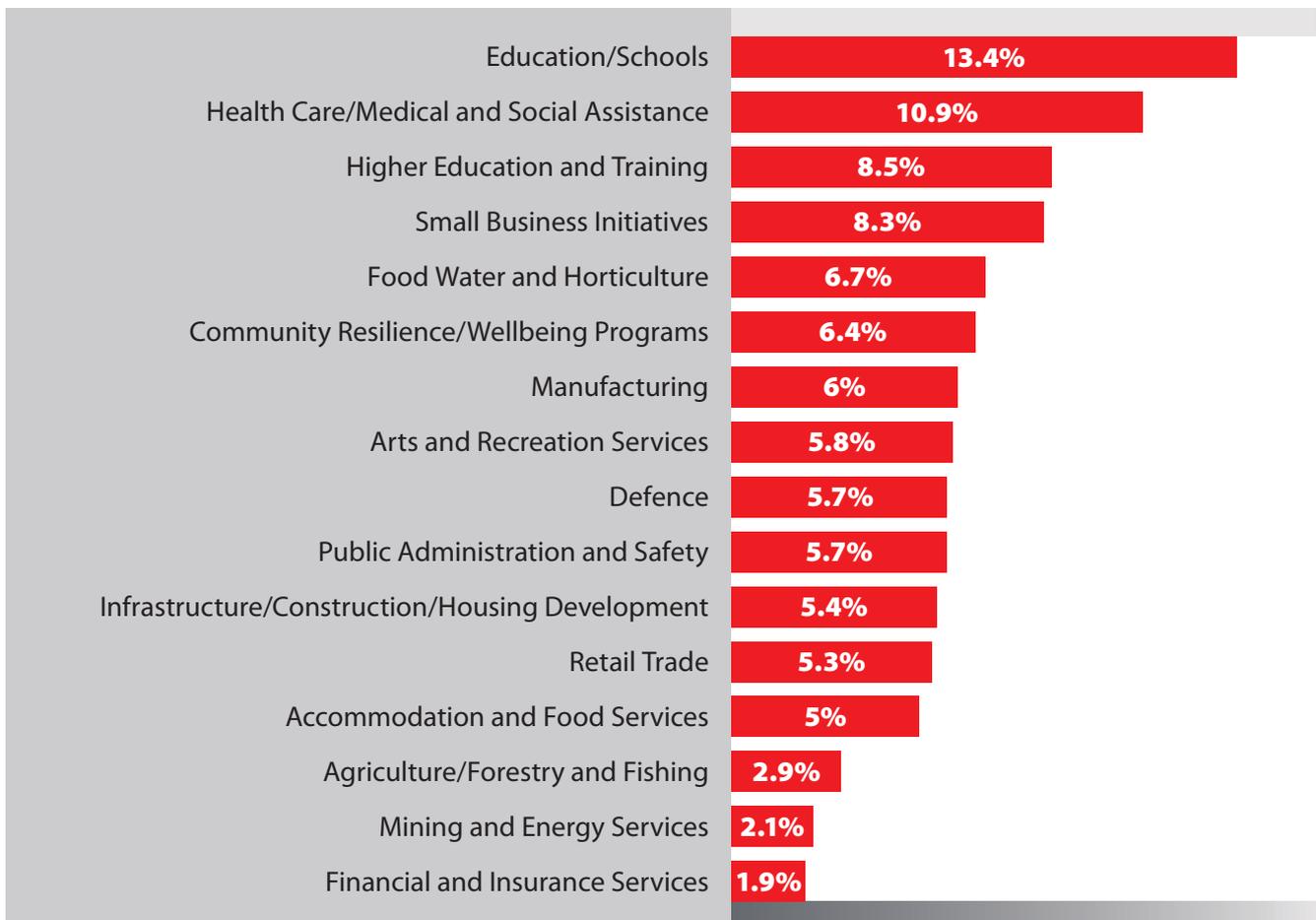
Do you think the northern region will be a positive place to live and work in 5-10 years' time?



Source: Department of State Development Northern Economic Plan community engagement 2015 data

What industries do you think we should focus on?

We asked this question because we wanted to draw a link between people's perceptions and the projected change in employment by industry shown in the Directions Paper. This parallel will help us to better target our activities to common areas and identify gaps in perception where we can communicate better with the community.



Source: Department of State Development Northern Economic Plan community engagement 2015 data

Where we spoke to people



Aboriginal Enterprises in Mining, Exploration and Energy conference

Royal Adelaide Show

METRO ADELAIDE

Community engagement activity summary

Venue	Location	Formal comments*	Informal comments
Elizabeth Shopping Centre	Elizabeth	90	85
Munno Para Shopping Centre	Smithfield	14	21
Northern Sound System	Elizabeth	99	8
Holden Transition Centre – finance event	Elizabeth		5
Libraries in Playford, Salisbury and Port Adelaide Enfield	Various	20	
Parabanks Shopping Centre	Salisbury	18	
Gepps Cross Treasure/Produce Markets	Gepps Cross	22	15
Diamond Square (Lighthouse)	Port Adelaide	13	5
Royal Adelaide Show	Adelaide	110**	45
UniSA	Mawson Lakes	21	8
Northern Connections – finance event	Salisbury	2	
Holden Transition Centre – finance event	Elizabeth		3
Grenville Centre – Seniors	Elizabeth	6	15
Port Adelaide Enfield Local Aboriginal Advisory Group	Port Adelaide		10
Aboriginal Enterprises in Mining, Exploration and Energy conference	Glenelg		20
YourSAy comments		63	
Email/phone/post		43	
Formal submissions		4	
Total		525	240

* Consists of completed questionnaires, emails, YourSAy and submissions.

** 36 of the 110 respondents were not currently resident in the northern suburbs but either grew up or had links to the north and wished to participate.

Tele Town Hall

Participated	Asked a question	Spoke live to the Premier
6890	91	26

Summary

Our engagement activities have identified a community that expressed pride in and concern for its future. When we compared the positive and negative conversations and the responses recorded in the questionnaires, just over half of the people we spoke to view the longer term future of northern Adelaide as positive.

However, there remain significant issues and concerns. People are looking for a coordinated and collaborative approach from leaders across governments, industry and the community to resolve these issues.

“Northern Adelaide people are resilient and hard-working.”

Jess, Munno Parra

“Locally-based sporting clubs bring communities together.”

Rose, Elizabeth

“I have three children, all looking for work, and I don’t know how I can help them.”

Mandy, Paralowie

“A revitalised Port embracing the heritage and landscape of the area would bring in more tourists and generate new jobs.”

Gary, Port Adelaide

“Northern Adelaide is more than cars.”

James, Parafield Gardens

Next steps

In the near future, the South Australian Government and partners in the Australian and local governments, industry, business and the community will deliver a blueprint to transform northern Adelaide.

The plan will outline the strengths of the region 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 we need to undertake to get there.

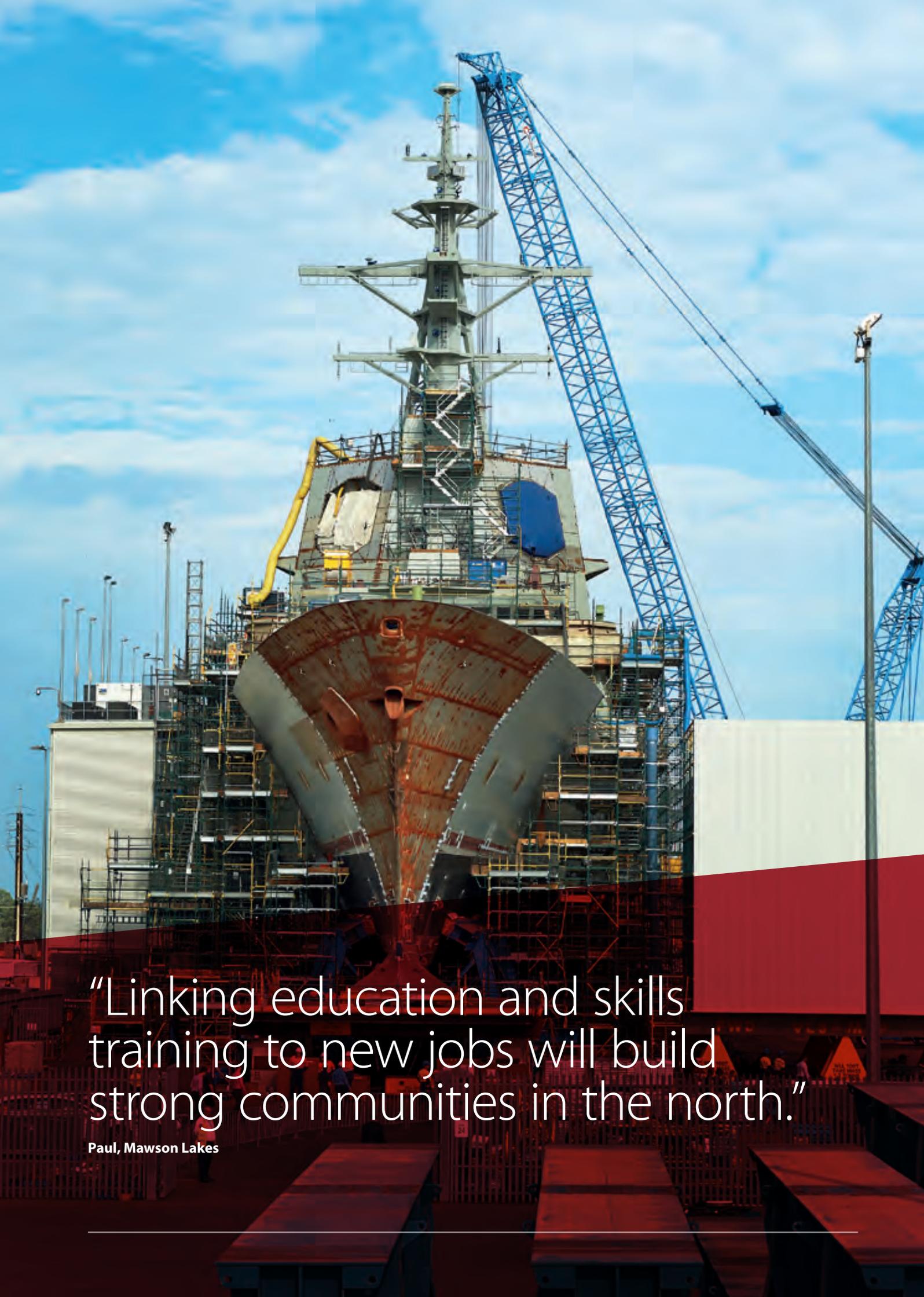
We are committed to maintaining ongoing communication with the people who participated in the engagement activities, and with the wider community. We will continue to provide ongoing communication and dialogue on our plans for the future of northern Adelaide.

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.

Hon Jay Weatherill, Premier of South Australia

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

northernadelaide.com



“Linking education and skills training to new jobs will build strong communities in the north.”

Paul, Mawson Lakes

Contact

Northern Economic Plan

GPO Box 320
Adelaide South Australia 5001

Phone: 08 8463 5563

Email: northerneconomicplan@sa.gov.au

northernadelaide.com

Disclaimer

No responsibility for any loss or damage caused by reliance on any of the information or advice provided by or on behalf of the State of South Australia, or for any loss or damage arising from acts or omissions made, is accepted by the State of South Australia, their officers, servants or agents. Produced by the Government of South Australia © November 2015. Content correct at time of production.

