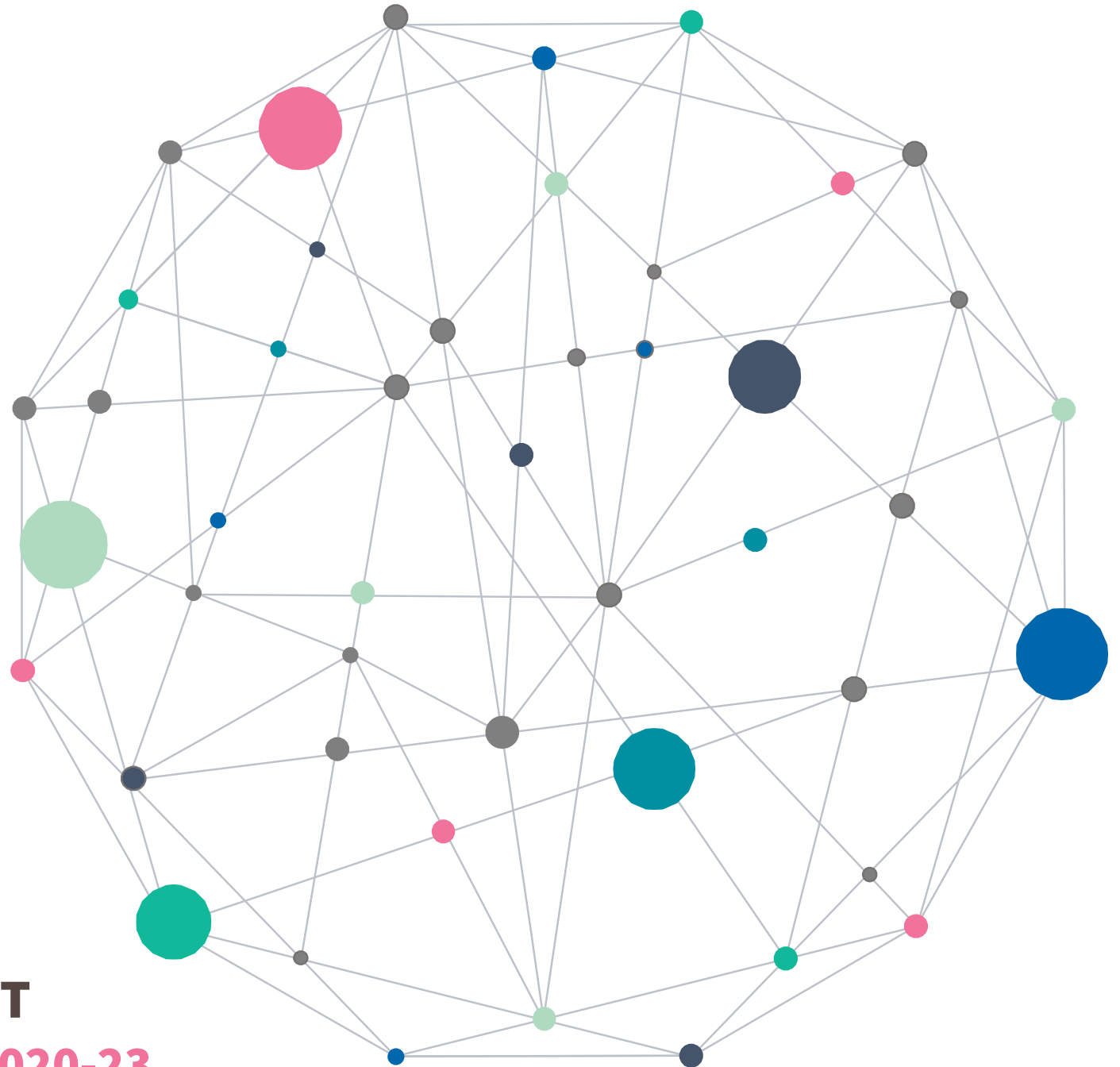




## ECONOMIC DEVELOPMENT FRAMEWORK 2020-23 | State of the City

### The City of Tea Tree Gully is a progressive north-east Adelaide council renowned for innovation and service excellence.

Tea Tree Gully Council has boundaries 9 to 25 km from Adelaide CBD. Large-scale renewal and development is driving strong economic and employment growth in the region, particularly in the Modbury Precinct – An expanding hub for retail, IT, housing and health services.

Retail, health and education support the majority of local workers. The economic base of the City of Tea Tree Gully is scattered with small businesses, the majority of which are home-based. Business parks located in Golden Grove and Holden Hill support a variety of industries.

The O-Bahn busway to Adelaide CBD and NBN make the area a leader in connectivity and work-life opportunities. Natural open spaces along with a broad range of recreation facilities and community events, adds to positive lifestyle choices for residents.

While recognising that external factors are the primary influence on local economic conditions, Tea Tree Gully Council plays a major role in ensuring sustainable economic growth through working in partnership with the business community, other councils and state and federal government.

REMPPLAN, 13 May 2020

In May 2017 Council endorsed an Economic Development Framework for the next 24 months that identified the high and medium priorities that Council staff would focus on.

The Economic Development Framework 2020-23 (hereafter the Framework) builds upon the achievements of the past 3 years and will guide the organisation through the challenges that lay ahead as we continue to support business and the community, advocating for ongoing investment into the city from the State and Federal Governments and the private sector during the COVID-19 pandemic, into the recovery phase and beyond.

The Framework and supporting Action Plan link to the aspirations outlined in the City of Tea Tree Gully Strategic Plan 2025:

- Community
- Environment
- Economy
- Places
- Leadership

100,261

residents in the City of Tea Tree Gully

\$3.22 billion

in gross regional product in 2019

22,499

jobs supported by Tea Tree Gully

5,400+

businesses with the majority home based

\$5.3 billion

annual economic output

91,500

people attended Council events

45,811

residents in the City of Tea Tree Gully employed

3.7%

unemployment in our city \* December 2019

# ECONOMIC DEVELOPMENT FRAMEWORK 2020-23 | State of the City

**The Economic Development Framework 2020-23 seeks to drive economic growth and investment through leadership, advocacy, engagement, collaboration and innovation.**

**Council will continue to advocate and engage State and Federal Governments and the private sector to achieve quality outcomes for our community today and into the future.**

The Framework aligns with the City of Tea Tree Gully's Strategic Plan 2025 as well as with State Planning policies, strategies and charters, including but not limited to:

- State Planning Policy 1: Integrated Planning
- State Planning Policy 2: Design Quality
- State Planning Policy 3: Adaptive Reuse
- State Planning Policy 4: Biodiversity
- State Planning Policy 5: Climate Change
- State Planning Policy 6: Housing Supply and Diversity
- State Planning Policy 9: Employment Lands
- State Planning Policy 11: Strategic Transport Infrastructure
- State Government Industry Participation Policy 2018
- Entrepreneurship and Start-up Strategy
- Small Business Friendly Council Initiative Charter
- Better Customer Charter
- The Planning and Development Act 2016
- The Volunteering Strategy for South Australia
- Open Data Framework



# ECONOMIC DEVELOPMENT FRAMEWORK 2020-23 | State of the City

## The City of Tea Tree Gully, a place to live, learn, work and invest.

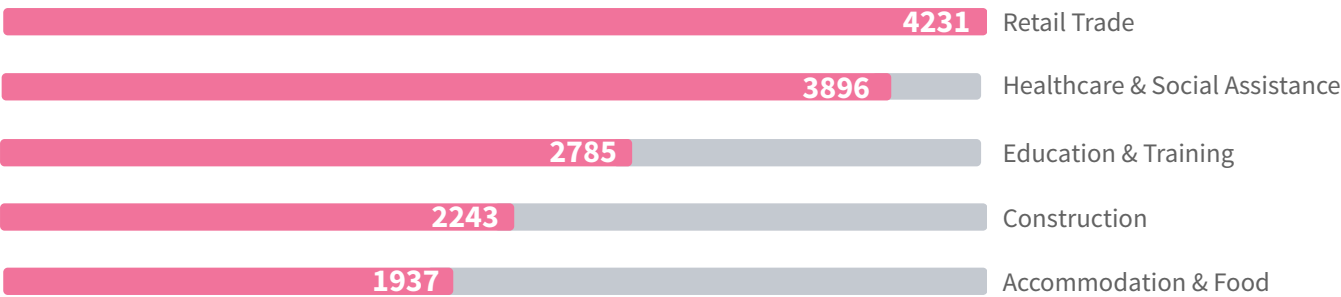
The key to future economic growth in the City of Tea Tree Gully is to ensure we have the right skills to compete in Adelaide’s job market and to provide opportunities to grow local jobs.

This can be achieved by collaborating, supporting and growing local businesses, working with key

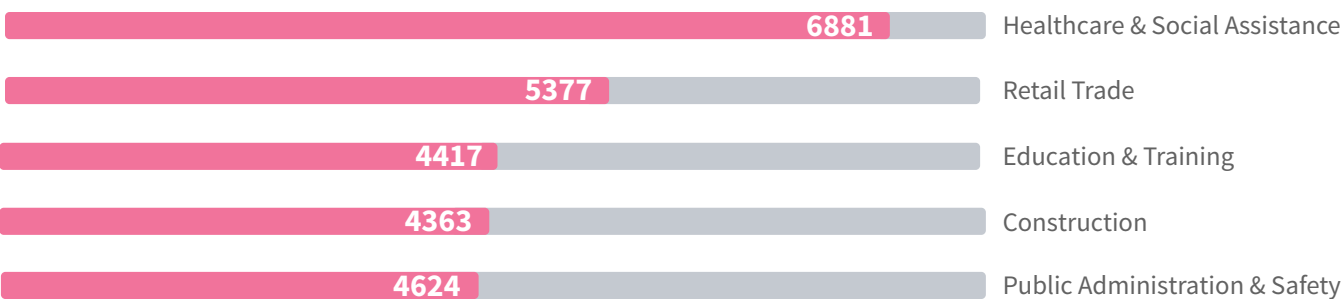
stakeholders in emerging industries with a view to attracting investment into the City and supporting young entrepreneurs.

Beacause more people chose to live than work in the City of Tea Tree Gully, it is vital the City remains a place of choice for residents in the future. Council will continue to seek public and private sector support to deliver quality urban infrastructure, planning and placemaking initiatives.

### Top 5 Local jobs per industry sector in the City of Tea Tree Gully



### Top 5 Employment per industry sector in the City of Tea Tree Gully Residents



EMERGING INDUSTRIES

DEFENCE

ADVANCED MANUFACTURING

PERSONAL CARE

HEALTH RESEARCH

# ECONOMIC DEVELOPMENT FRAMEWORK 2020-23 | Overview

The Economic Development Framework is underpinned by a governance model, action plan and programs.

The hierarchy of these documents and their role in the implementation of the Economic Development Framework is summarised below.



# ECONOMIC DEVELOPMENT FRAMEWORK 2020-23 | Governance Model

The Economic Development Governance Model 2020-23 provides line of sight for Council and staff and clarifies roles, responsibilities and reporting tools.

The Economic Development Collaborative, comprising Council's CEO, Directors and key senior staff, is responsible for implementing the actions and objectives of the Action Plan through cross department collaboration.



# ECONOMIC DEVELOPMENT FRAMEWORK 2020-23 | Themes & Aspirations

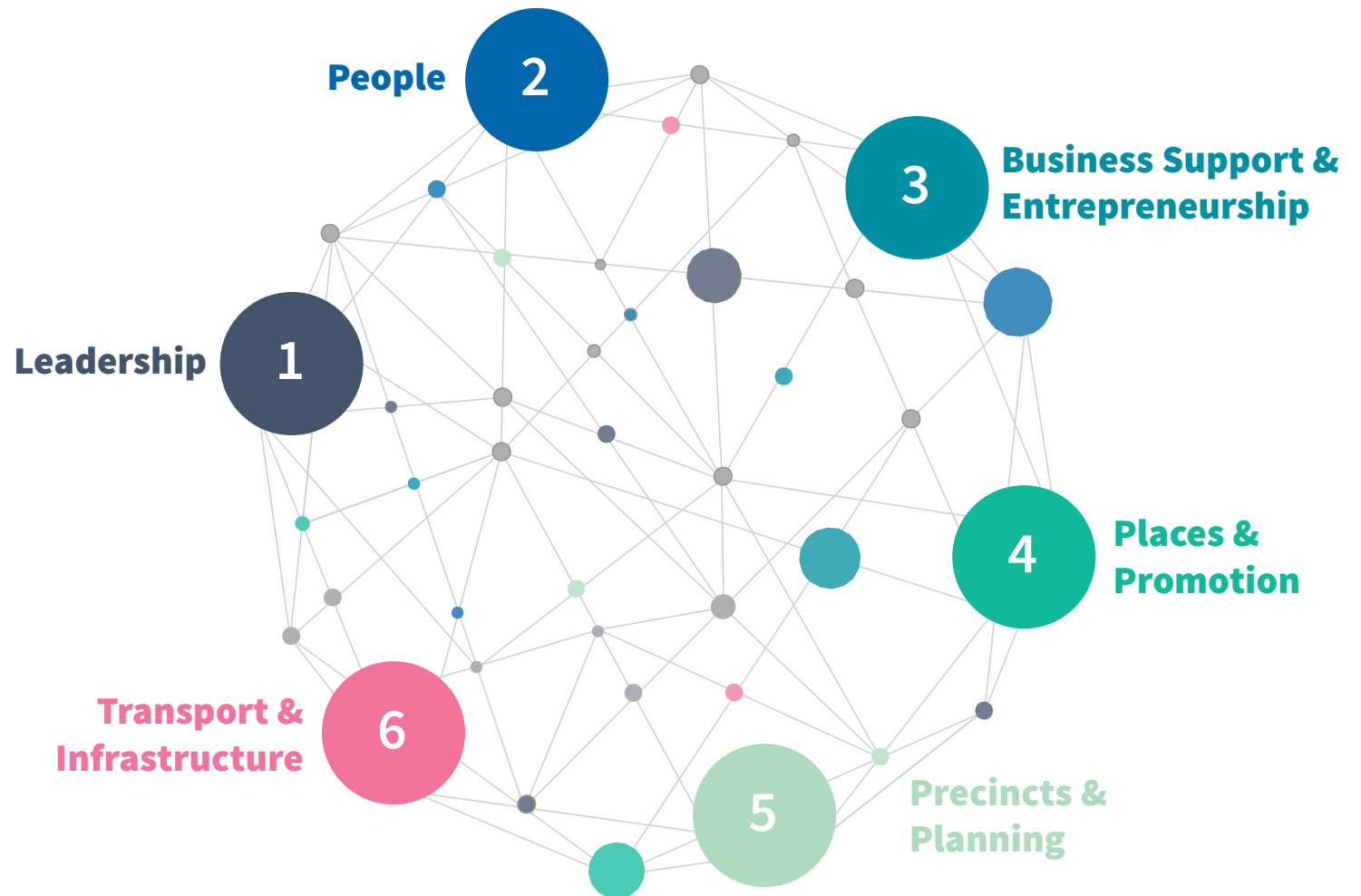
The City of Tea Tree Gully plays a major role in ensuring sustainable economic growth through working in partnership with the business community, other councils and state and federal government.

Aligned with the aspirations in the City of Tea Tree Gully Strategic Plan 2025 and the Organisation Plan, the Framework identifies six themes that will guide actions and initiatives over the life of the plan through the Economic Development Action Plan 2020-23.

The Action Plan provides clear actions and objectives, objectives aligned with each of these themes with timeframes to inform delivery and budget allocations. The Action Plan also links to State Government priorities, policies, strategies and charters along with Council's Strategic and Organisation plans allows staff to measure the impact through clearly defined targets and ongoing monitoring.

Regular updates and reporting on the implementation of the Framework will be made to the Economic Development Collaborative. With annual reporting to Council and a mid- point review to provide the opportunity to refine the framework.

An overview of some of the key aspirations of each theme is provided below.



## 1

## Leadership

Key aspirations include:

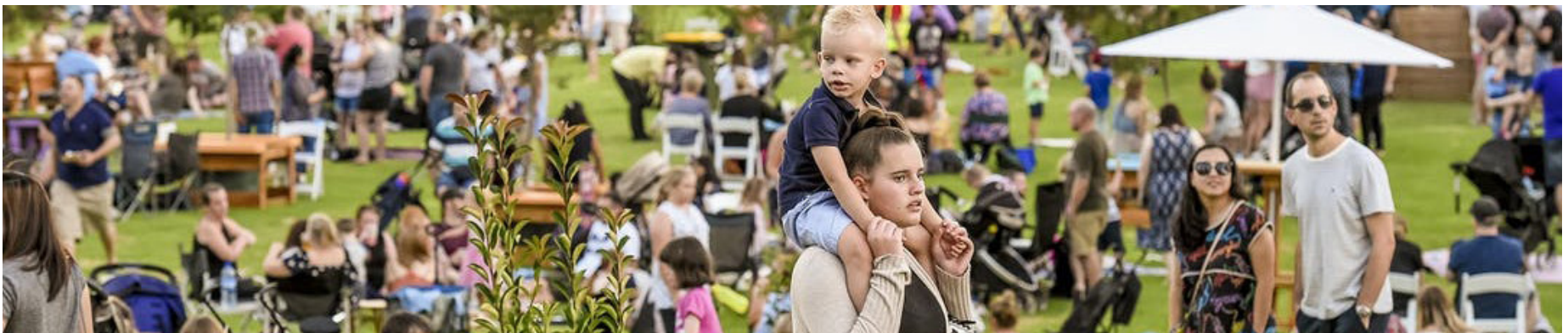
- Public transport networks and facilities to meet the needs of the community
- Relationships with Local, State and Federal Governments and agencies are strengthened driving economic growth and investment in the City of Tea Tree Gully
- Businesses are able to reduce their carbon footprint of their infrastructure

## 2

## People

Key aspirations include:

- Increased investment, improved services and program delivery addressing disadvantage in the City
- Services and connections for social and micro enterprises are increased across the city in key open space and event spaces
- Volunteers are supported and provided with training opportunities
- Build and maintain relationships with local businesses to understand long term needs to facilitate business growth
- Develop confidence and leadership skills for young people



## 3

### Business Support & Entrepreneurship

Key aspirations include:

- The City of Tea Tree Gully is recognised as a business friendly Council and understands the needs of small business and emerging enterprises
- Support and grow pathways for emerging entrepreneurs and innovators
- Businesses and entrepreneurs are supported through a Small Business Advisory Service, which includes mentoring and business support with access to a broad range of experts
- Businesses have the skills and knowledge to participate in procurement opportunities at a Local, State and Federal Government level

## 4

### Places & Promotion

Key aspirations include:

- Civic Park remains a key destination for the local community and continues to perform as an agile, multipurpose space
- The Modbury Precinct is recognised as a vibrant place to live, work and play
- Businesses are attracted to and want to invest in our area
- Work with the State Government to ensure that Infrastructure associated with key State Government destinations meets the needs of the community and attracts tourist visitation



## 5

## Precincts & Planning -----

Key aspirations include:

- Increase in the quality of medium and higher density mixed-use and residential developments in the Modbury Precinct
- Redevelopment of social housing is delivered at a high standard
- Modbury Precinct Plans provide key information to guide developers and investors and inform quality development outcomes
- Capital Works Programs support projects that improve accessibility and walkability to key pedestrian generators
- Impacts of regulation on activity centres and employment zones are understood and positive outcomes are reinforced

## 6

## Transport & Infrastructure -----

Key aspirations include:

- Public transport users feel safe and experience a sense of arrival into the City when using the O-Bahn and other transport corridors
- Improve connections and efficiency of public transport networks
- Maximise utilisation of Council community and sporting facilities
- Infrastructure upgrades support micro enterprise in key activity nodes
- Increase utilisation of public transport, the community bus, ride share and alternative transport modes

