



CITY OF
Port Adelaide Enfield

Economic Development

A Local Approach to collaboration

The Facts...

- The Council area covers nearly 92 sq/Km's
- Approx. 8,100 businesses in the Council area.
- Estimated 124,000 Residents.
- Forecast population growth of 15.7% over the next 15 years (143,500 residents by 2031).
- Over 71,000 local jobs in the Council area.

“The links between the urban planning and the economic development of a region are critical to ensure a sustainable and prosperous community”.



The Local Economy...

Our economy

\$7.75bn

GRP 2015

\$14.9bn

Output 2015

\$6.5bn

Exports 2015

\$97,341

Productivity/worker 2015

\$6.8bn

Industry value-add 2015

\$389,966

Median house price 2015

49,195

Resident workforce

70,070

Local jobs

123,754

Population

↑18.6%

Population growth 2005-15

143,565

Population 2031

↑16%

Population growth 2015-31



Economic Strategies



Business friendly council

- Improve services and performance
- Review processes, policies and procedures
- Develop organisation-wide support for economic development



Business support

- Pursue economic outcomes regional development plans
- Support and celebrate local businesses and new entrepreneurs
- Inform local businesses and support business networks



Education and innovation

- Advocate for training in new industries and high value jobs
- Investigate how to expand training opportunities and options
- Understand the skills and workforce needs of our businesses

Economic strategies



Inward business investment

- Promote export and investment opportunities for the region
- Foster international economic relationships based on our strengths
- Promote the value, benefits and capability of our defence and maritime sectors



Placemaking, tourism, arts and culture

- Support the development of our tourism, heritage and arts and culture assets
- Advocate for ongoing renewal projects and better transport connections
- Develop our tourism, events and festivals potential



Job creation

- Promote opportunities for young people to learn and work
- Identify opportunities to support SMEs with employment creation
- Promote uptake of underutilised local retail and commercial premises for new businesses

***Council is a Local Facilitator of Economic
Development, but we can't do it on our
own...***

Business Incubation

- The Council provides some financial support the Adelaide Business Hub to operate a Business Incubator.
- Council work closely with the ABH. The incubator plays a key role in attracting business to the region and creating a place for startups and home based business to grow.
- For a diverse economy like PAE, Business incubation is a critical component in the economic model.
- By linking with reputable third party – Council has the benefit of incubator services, but doesn't have the operational issues associated with running the venture itself.
- The value add for Council is that the Adelaide Business Hub is a Hub and Spoke model – providing more than just an incubator...

Collaboration is the key

- PAE shares a symbiotic relationship with the Adelaide Business Hub.
- Sharing the same common goals and alignment with economic priorities ensures activities are coordinated and create maximum bang for the dollar.
- Also provides the opportunity for working off each other – i.e Council assisting in recruiting and pointing new business to the incubator and the Adelaide Business Hub pointing business to Council for business or council related issues that need to be resolved.
- Adelaide Business Hub also manage many of the business advising services on behalf of Council. This includes many startups and businesses who require assistance with business planning and general information to get their concept to reality.

Why LGA's should partner...

- Business incubators play a pivotal role in local economic development, BUT...
- The Hub & Spoke model provided by the Adelaide Business Hub is a value add for Council.
- With a changing economy and an even greater focus on innovation and technology, business incubators and startup support and services will continue to play a greater role in the economy.
- With a regional approach to economic development, Council's will be looking with appropriate organisations to partner with to deliver these services.
- Sharing the same common goals and alignment with economic priorities ensures activities are coordinated and create maximum bang for the dollar. Also ensure financial security.

PAE -Economic Development Targets



Questions