

A guide to start, relocate, or grow your
business in the City of Campbelltown

Business Prospectus Campbelltown City Council



A safe, sustainable,
vibrant **Community**



Welcome from the Chief Executive Officer

Welcome to the City of Campbelltown and congratulations on establishing your business in our dynamic and growing community.

Our Vision for Economic Development is *Fostering sustainable prosperity for our community*. We support economic growth while protecting and enhancing our natural environment to ensure a high-quality lifestyle for residents, ratepayers and the business community alike.

Our Mission is to create a dynamic place with a thriving and connected business community.

We encourage businesses to engage with and learn from one another; we aim to build a resilient and collaborative local economy. We believe connected businesses are stronger, more innovative and better positioned to contribute to the overall wellbeing of our City.

Campbelltown is a place of continuous activity, energy and opportunity, where innovation and enterprise are welcomed and supported.

Once again, I warmly welcome you to Campbelltown and look forward to working with you, seeing your business grow and succeed.



Paul Di Iulio
Chief Executive Officer

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Our Economic Development Vision

Fostering sustainable prosperity for our Community

Our Mission

A dynamic place with a thriving and connected business Community



Goal 1

**Support our Local
Businesses**



Goal 2

**Activate our Places
and Spaces**



Goal 3

**Champion a Sustainable
and Innovative Future**

Business Checklist

You have a business idea – what else is needed?

Business Registration and Structure

- ☐ ABN is active and details are current
- ☐ Business name is registered with ASIC
- ☐ Appropriate business structure is in place (sole trader, company, partnership, trust)
- ☐ Relevant insurances are current (public liability, professional indemnity, workers compensation where required)

Planning and Development Compliance

- ☐ Current land use aligns with zoning provisions
- ☐ Development approval obtained (if required for change of use or fit-out)
- ☐ Building works were approved and certified
- ☐ Outdoor dining permit obtained (if applicable)
- ☐ Signage approval obtained (if required)

Planning information:

www.campbelltown.sa.gov.au/planning-and-building

Home-Based Businesses (if applicable)

- ☐ Business activities comply with home occupation guidelines
- ☐ Visitor numbers do not exceed permitted limits
- ☐ Parking and traffic impacts are managed
- ☐ Signage complies with planning provisions

Home-based business information:

www.campbelltown.sa.gov.au/home-based-business

Food and Hospitality Businesses

- ☐ Food business registration is current
- ☐ Food Safety Supervisor certification is valid
- ☐ Routine inspections are up to date
- ☐ Outdoor dining permit obtained (if applicable)
- ☐ Mobile food vending and/or temporary event approvals obtained (if applicable)
- ☐ Liquor licence obtained (if required)

See Eastern Health Authority 'food safety for businesses' for more information:

www.eha.sa.gov.au/food-safety/food-businesses

Health, Safety and Workplace Requirements

- ☐ SafeWork SA requirements met
- ☐ Workplace safety procedures documented
- ☐ Emergency evacuation plan displayed
- ☐ First aid provisions available
- ☐ Fire safety equipment serviced and compliant

SafeWork SA:

www.safework.sa.gov.au

Waste and Sustainability

- ☐ Commercial waste arrangements in place
- ☐ Recycling practices implemented
- ☐ Trade waste approvals obtained (if applicable)
- ☐ Grease traps installed and maintained (food businesses)

Waste and Recycling information:

www.campbelltown.sa.gov.au/waste

Signage and Outdoor Requirements

- ☐ Signage complies with Council regulations
- ☐ Footpath trading permits obtained (if applicable)
- ☐ Outdoor furniture and street display comply with council requirements

Signage information:

www.campbelltown.sa.gov.au/business-signage

Ongoing Business Development

- ☐ Subscribed to Council's Business Newsletter
- ☐ Explored available grants and funding programs
- ☐ Considered participation in Moonlight Markets or Food Trail
- ☐ Reviewed sponsorship or activation opportunities

Business Services:

www.campbelltown.sa.gov.au/business

Newsletter Subscription:

www.campbelltown.sa.gov.au/business-newsletter

Government and Regulatory Obligations

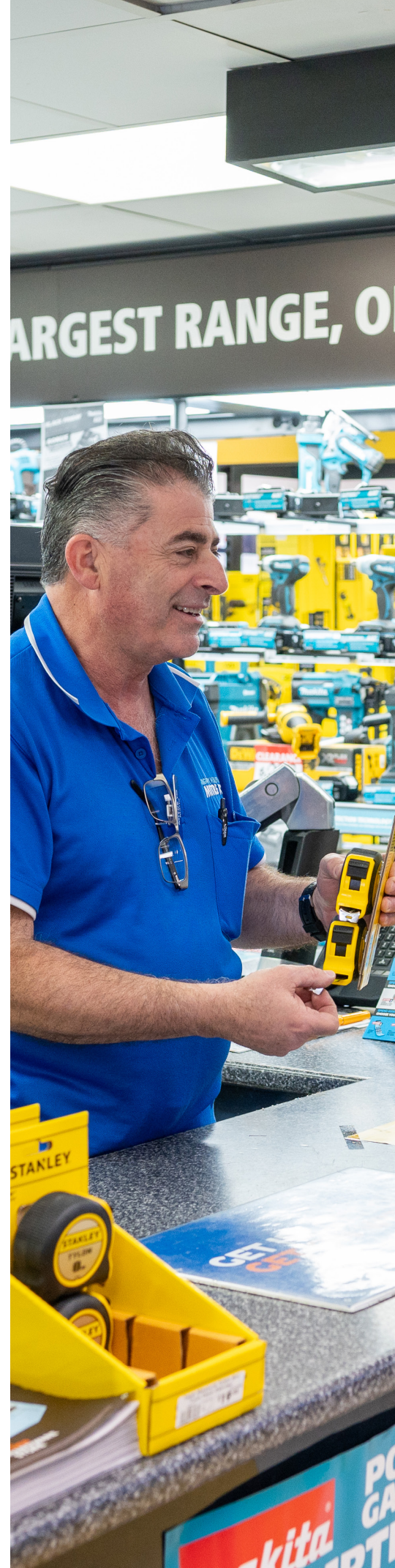
- ☐ BAS and tax obligations are up to date
- ☐ Superannuation compliance maintained
- ☐ Licences and permits reviewed annually
- ☐ Privacy and consumer law obligations understood

Office for Small and Family Business:

www.business.sa.gov.au

Regulations and requirements can change over time. Businesses are encouraged to review compliance annually and seek professional advice where required.

Council's Economic Development Team can assist with navigating local requirements and identifying support opportunities.



Our Economic Environment



57,160
residents



11,361
jobs in the
Council area



annual
economic
output of
\$3.240b

Key sectors of employment:



20.5%
health care and
social assistance



15.2%
education
and training



13.4%
retail trade



13.2%
construction



4,166
people both
live and work
in the City



4,230
local
businesses



40
median age
in years



including
some
820
home-based
businesses



5.1%
unemployment
rate



1,415
JobSeeker
and Youth
Allowance
recipients
(15-64 age population)



742
commercial
properties



labour force of
27,133



\$1,590
median
weekly
household
income



2.02%
population
growth
(12 months to June 2023)



8,502
enrolled in
schools and
pre-schools



Top 4 business sectors:



27%
food



18%
retail



18%
general services



17%
trades



building
approvals
valued at
\$197.383m
(2022-2023)



15%
of residents
are volunteers



15%
of the City is
open space



608
estimated
jobs supported
by tourism

Data source: Council Economic Development Plan 2028 and Profile ID 2026 data.

Shopping and Industrial Precincts

Our City offers established retail and industrial locations supporting a range of business types.

Key Shopping Precincts

Our main precincts offer a variety of public spaces and shopping destinations for residents, visitors and local businesses. Whether looking for unique local goods or retail experiences, our precincts have something for everyone. From the charming Jan Street Newton precinct to the evolving Magill and Campbelltown Village main streets, there are a range of shopping options to suit all tastes and budgets.

Industrial Areas

Light industrial zones support manufacturing, trades, warehousing and service industries.



Local Shopping Precincts

- ① Athelstone Shopping Centre
- ② Campbelltown Village
- ③ Jan Street Newton
- ④ Newton Central Shopping Centre
- ⑤ Newton Village Shopping Centre
- ⑥ Glynburn Road (Hectorville)
- ⑦ Forest Avenue Shops
- ⑧ St Benards Road Magill Shops
- ⑨ Glynburn Road (Tranmere)
- ⑩ Magill Village

Local Industrial Precincts

- ① Newton Industrial Precinct
- ② Magill Industrial Precinct

www.campbelltown.sa.gov.au/local-shopping-precincts

Welcome to the Campbelltown Business Community

Executive Summary

This Business Prospectus provides a clear and practical guide for businesses seeking to establish, operate and grow within our City.

Strategically located just 10 kilometres north-east of the Adelaide CBD, Campbelltown offers strong residential growth, established retail and industrial precincts, and a diverse local economy. Council is committed to fostering a supportive, responsive and business-friendly environment where enterprises can grow with confidence.

This publication outlines:

- Economic insights and industry strengths
- Planning and regulatory requirements
- Food business and environmental health guidance
- Grants and entrepreneurial programs
- Activation, event and sponsorship opportunities
- External support pathways

A Dynamic and Connected Community

Located on Kauria Country, the City of Campbelltown spans 24.35 km² and incorporates the suburbs of Campbelltown, Paradise, Athelstone, Newton, Hectorville, Rostrevor, Tranmere and parts of Magill. The City shares boundaries with the Cities of Burnside, Tea Tree Gully, Norwood Payneham & St Peters, Port Adelaide Enfield and the Adelaide Hills Council.

Predominantly residential, the area includes established retail precincts such as Magill Village and Campbelltown Village, along with pockets of light industry in Magill and Newton. The City also features a key health precinct on Lower North East Road, quality education facilities, aged care services and childcare centres.

Campbelltown is a community rich in cultural heritage, natural beauty and local enterprise. From its proud market gardening history to its evolving food culture — including the Flavours of Campbelltown Food Trail and community events such as the Moonlight Markets at Thorndon Park — the City continues to celebrate innovation and diversity.

Supporting Local Enterprise

Council recognises that businesses are central to local prosperity, employment and community vibrancy. We are committed to supporting a strong and diverse economy through strategic planning and collaboration.

Council proudly participates in the Small Business Friendly Council initiative led by the South Australian Small Business Commission to help strengthen engagement with local businesses and reduce barriers to growth.

Our Economic Development Plan 2028 focuses on three key goals:

- Supporting our Local Businesses
- Activating our Places and Spaces
- Championing a Sustainable and Innovative Future

Why Do Business in Campbelltown?

Strategic Location

- Minutes from the Adelaide CBD
- Connected by Lower North East Road and Glynburn Road
- Accessible to growing residential catchments

Growing Community

- Stable and increasing population
- Strong household income levels
- Demand for local retail, services, hospitality and events

Established Commercial Areas

- Active neighbourhood shopping precincts
- Well-established industrial zones
- Diverse small business ecosystem

Supportive Environment

Campbelltown proudly participates in the **Small Business Friendly Council** initiative, led by the Small Business Commission SA. This demonstrates Council's commitment to supporting local businesses, reducing regulatory barriers, and fostering strong engagement with the business community.

We also collaborate with five other eastern Adelaide Councils through the Eastern Region Alliance (ERA) to grow the regional economy and support small businesses (see page 16).

Our Economic Development Team is here to help by offering a range of business support services as outlined in this Prospectus.



Development and Compliance

The City of Campbelltown is committed to supporting businesses while ensuring development and operations align with planning regulations, community safety and local amenity standards.

Understanding your obligations early helps avoid delays and ensures your business can operate with confidence.

Planning and Development

Development approval may be required for:

- Building works or fit-outs
- Change of land use
- Business signage
- Outdoor dining areas
- Structural alterations

Businesses are encouraged to confirm requirements before commencing works or trading.

Planning information:

www.campbelltown.sa.gov.au/planning-and-building

Home-Based Businesses

Home-based enterprises are welcomed within Campbelltown, provided they comply with zoning, parking, noise and signage provisions and can operate from home as a 'home activity' under the Development Act 1993 or, since 19 March 2021, the Planning, Development and Infrastructure Act 2016.

Where signage is displayed at a residential property, it must:

- Not exceed 0.2 square metres
- Be limited to a maximum of two signs
- Not be illuminated, flashing or reflective
- Display only the business name, nature of business, contact details and trading hours

Home-based businesses should ensure activities do not negatively impact neighbourhood character or amenity.

More information:

www.campbelltown.sa.gov.au/home-based-business



Business Signage

Signage plays an important role in business visibility while contributing to the overall appearance of the City.

Approval may be required for illuminated signage, pylon signs or large-format displays.

Guidelines:

www.campbelltown.sa.gov.au/business-signage

Industrial Precinct Signage

Coordinated signage has been installed within the Newton and Magill industrial precincts to:

- Provide a consistent signage scheme
- Reduce visual clutter from unauthorised signage
- Maintain a professional streetscape
- Assist customers in locating businesses

Businesses may apply to lease space on the precinct signage, with names displayed in a uniform format. Corporate logos and colours are not permitted to maintain visual consistency.

Street Blade Signs

Blade signs attached to street name poles may also be considered to improve visibility.

To register interest and check fees involved, please complete the request form at the above link.

Moveable Signs (A-Frames)

To protect public safety and amenity, businesses may generally display up to two moveable signs on the footpath area, provided:

- Pedestrian access and sight lines are not obstructed
- Signs meet size and construction requirements
- Placement complies with Council By-Law 2: Moveable Signs

If signage complies with the By-Law, separate approval is not required.



Local Events and Activation Opportunities

Each year, the City of Campbelltown delivers a diverse calendar of community events and activations that attract residents and visitors from across the region. These events provide valuable opportunities for local businesses to increase exposure, connect with new customers and collaborate within a vibrant local setting. From markets and cultural celebrations to food-focused initiatives and precinct activations, Council's events support economic activity while strengthening community connection and promoting Campbelltown as a dynamic place to live, work and do business.

Event Calendar:

www.campbelltown.sa.gov.au/events

Moonlight Markets

Opportunities for local businesses include:

- Stallholder participation
- Food and beverage vendor applications
- Sponsorship involvement

Information:

www.campbelltown.sa.gov.au/stallholders

Food Trail Membership

Promote your hospitality business through the Flavours of Campbelltown Food Trail. Various membership options are available to suit all business shapes and sizes.

Details:

www.campbelltown.sa.gov.au/food-trail-membership

Sponsorship and Partnership Opportunities

Council is committed to creating a vibrant city that celebrates arts, recreation, diversity and wellbeing for its community. Our festivals and events celebrate culture, strengthen community bonds and boost the local economy.

Sponsorship opportunities are regularly made available for Council community and business events. These opportunities are a great way for businesses to work with us in a mutually beneficial way whilst having a meaningful community impact. As a sponsor, you are given the opportunity to showcase your business and connect with other businesses and the community.

Businesses can align with Council through:

- Event sponsorship
- Community programs
- Promotional campaigns
- Activation initiatives

Learn more:

www.campbelltown.sa.gov.au/sponsorship-opportunities





Food Safety, Facilities and Sustainability

Food businesses must comply with relevant food safety legislation and registration requirements. The Eastern Health Authority provides food safety services for the City of Campbelltown and their staff are available to provide direct support to businesses.

See Eastern Health Authority 'food safety for businesses' for more information:

www.eha.sa.gov.au/food-safety/food-businesses

Mobile Food Vending

Mobile food vendors contribute to the vibrancy of the City. Under the Local Government Act 1999, a permit is required to operate on public roads within Campbelltown.

Permits may be issued for 1, 6 or 12 months (fees apply). Vendors operating at Council-owned parks, facilities or events must seek additional approval.

Mobile food businesses must notify the Eastern Health Authority and meet all relevant food safety standards.

Information:

www.campbelltown.sa.gov.au/mobile-food-vending

Businesses serving alcohol must also obtain the appropriate liquor licence through the South Australian Government.

Sustainability and Waste Services

Sustainable business practices strengthen long-term viability and reduce operational costs.

Businesses are encouraged to:

- Reduce waste and improve recycling
- Adopt energy-efficient systems
- Manage trade waste responsibly
- Support local suppliers

Council provides information on commercial waste services, recycling programs and environmental compliance.

Waste and Recycling:

www.campbelltown.sa.gov.au/waste

Hire Facilities

If you require use of a community hall, function centre, park, reserve or sporting facility, our online system Bookable helps you search for the ideal venue:

www.campbelltown.sa.gov.au/hire-facilities

Business Support and Grants

Council supports business growth through funding programs and advisory initiatives.

Eastern Business Advisory

The Eastern Business Advisory service provides small businesses with access to tailored, one-on-one support from experienced Business Advisors, helping you navigate challenges, identify opportunities and grow with confidence.

Delivered in partnership across the Eastern Region Alliance (ERA), the program is available to businesses located within the Council area.

Eligible businesses can access up to three hours of complimentary advisory support per financial year. Advisors provide guidance across key areas such as business planning, marketing, finance, digital capability and growth strategies.

In addition to personalised support, businesses can access a range of practical resources, blogs and toolkits to support ongoing development.

www.easternbusinessadvisory.sa.gov.au

Small Business Grants

Twice a year (February and August) we invite you to apply for funding through our small business grants programs aimed at helping new and established businesses in Campbelltown grow and thrive.

The program has been created to assist with economic development opportunities and investment in the City of Campbelltown. Funding is available for initiatives that support the development of small businesses through activities such as:

- Expansion (such as branching out into new services)
- Improved access (such as disability access)
- Commercialisation (bringing new ideas and products to the market)
- Premise upgrades (such as shop-front improvements)
- Activation events (such as new economic development events)
- Sustainability initiatives (such as circular economy solutions)
- Innovation, research and development (such as investment in product trials).

Funding may support:

- Equipment upgrades
- Innovation and sustainability initiatives
- Activation and facade improvements

www.campbelltown.sa.gov.au/small-business-grants

Early-Stage Entrepreneurial Support

We partner with the South Australian Business Chamber to sponsor one local resident annually to participate in the annual Early-Stage Entrepreneurs Program for South Australians (previously known as the South Australian Young Entrepreneurs Scheme or SAYES).

This program is a business mentoring and learning program designed to help early-stage entrepreneurs to establish a business or further develop and grow their start-up business. This is a 9-month program that teaches fundamental entrepreneurial and business skills through workshops, supported by individual mentoring from highly experienced Business Advisors. Applications for the program and the scholarships are to be made directly to the SA Business Chamber:

www.campbelltown.sa.gov.au/sayes

External Grants

We also offer support for accessing various business grants and sponsorships through external grant programs:

www.campbelltown.sa.gov.au/external-grants





Business Community

Business Newsletter

Council's Local Business Newsletter is distributed via email on an ad-hoc basis to alert businesses of local opportunities and information as it arises. It is used primarily for Council's immediate Economic Development activities such as providing updates on Council's Small Business Grants, Advisory Services, consultation on Council's Economic Development Plan and invitations to local business events.

Stay informed about grants, programs and events.

Subscribe:

www.campbelltown.sa.gov.au/business-newsletter

Local Business Success Stories

Campbelltown celebrates innovative and resilient local businesses.

The City of Campbelltown is home to many amazing small businesses in a wide range of industry sectors. By sharing some of their success stories, we aim to showcase their diversity with inspiring examples of how they use community, connections and creativity to grow and prosper.

Read about their journeys as they share their experiences and tips to help support the local business community of Campbelltown.

www.campbelltown.sa.gov.au/local-business-success-stories

Phil and Suzanne from the Rolling Pin Bakery and Patisserie are quick to acknowledge the support they've received from the City of Campbelltown. Grants, participation in the Flavours of Campbelltown Food Trail and access to the Council's team for ongoing support have all played a role in helping the business grow.



There's never been anything we've asked for that hasn't been supported.



- Phil, Rolling Pin Bakery

External Resources

There are many external programs available at different times, so it's important to stay informed and up-to-date with the resources that can assist you on your business journey.

To help you get started, we have provided a selection of links to external supports and services.

Office for Small and Family Business:

www.business.sa.gov.au

Small Business Commission SA:

www.sasbc.sa.gov.au

SA Government Tenders:

www.tenders.sa.gov.au

External Grants:

www.campbelltown.sa.gov.au/external-grants

Business Resources:

www.campbelltown.sa.gov.au/business-resources

Eastern Business Advisory Program:

www.easternbusinessadvisory.sa.gov.au





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CAMPBELLTOWN
CITY COUNCIL