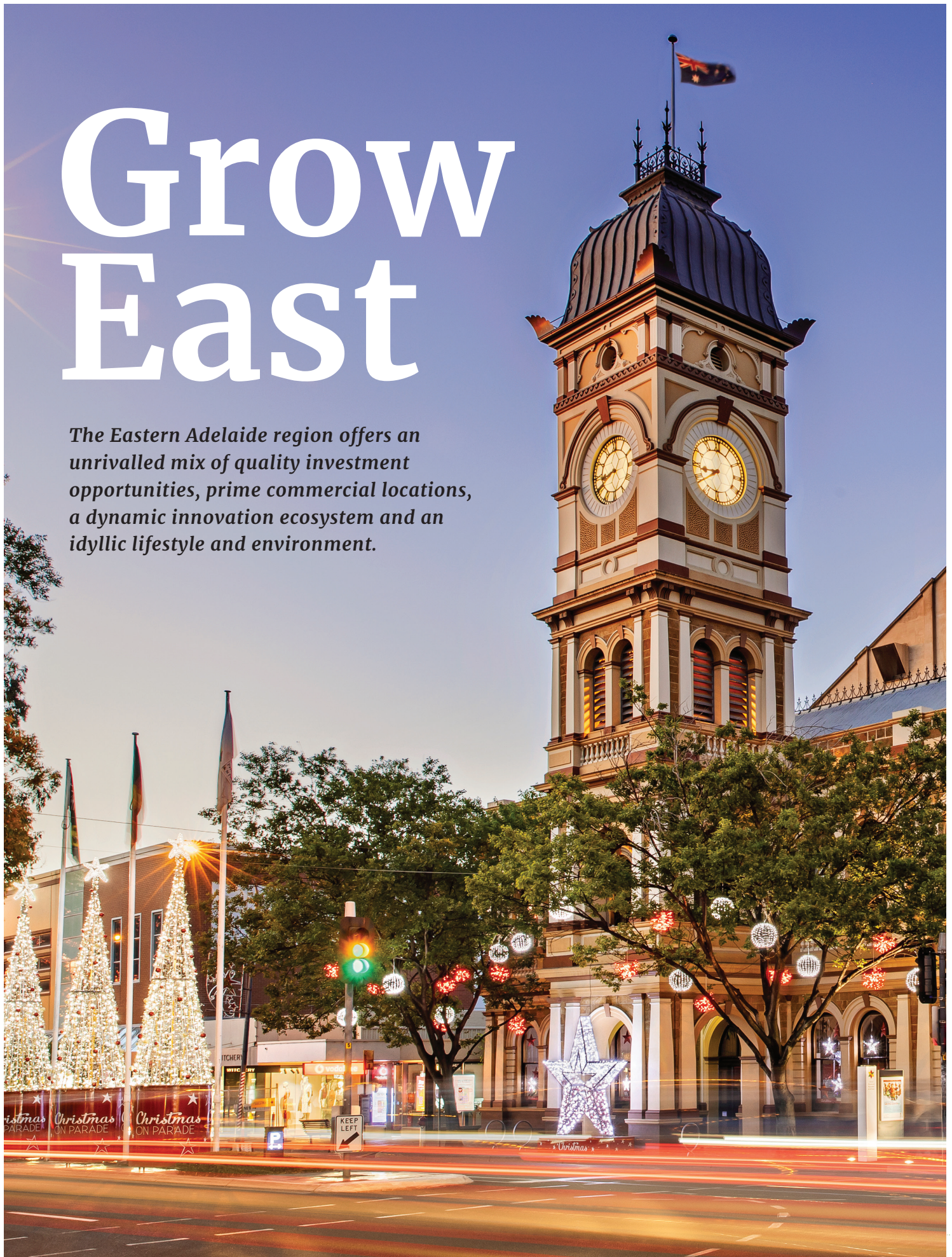


Grow East

The Eastern Adelaide region offers an unrivalled mix of quality investment opportunities, prime commercial locations, a dynamic innovation ecosystem and an idyllic lifestyle and environment.



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Welcome

The Eastern Adelaide region is the ideal place in which to live, work, visit and invest.

Eastern Adelaide region is positioned in close proximity to the Adelaide CBD – an international gateway to the Asia Pacific region.

The Eastern Adelaide region covers the Cities of Burnside, Campbelltown, Norwood Payneham & St Peters, Prospect, Unley and the Town of Walkerville.

These councils have formed the Eastern Region Alliance to collaborate for the benefit as a region as a whole.

The region is highly resilient and has a stable economy and government. It generally enjoys higher than average income levels, quality urban form and amenity, and good economic and social opportunity.

This is an area of great heritage and history, renowned for its pristine natural environments, vibrant cafe and restaurant scene, major shopping and fashion precincts and premium housing options.

There is easy access to services such as schools and health facilities, world-class wine, a university campus, as well as outstanding business amenities.

The significant infrastructure investment in our region and the scope of opportunities that continue to evolve is a positive sign of the prosperous future that is ahead.

Our Region

Where are we?

Adelaide is the capital city of South Australia and is the fifth largest Australian city.

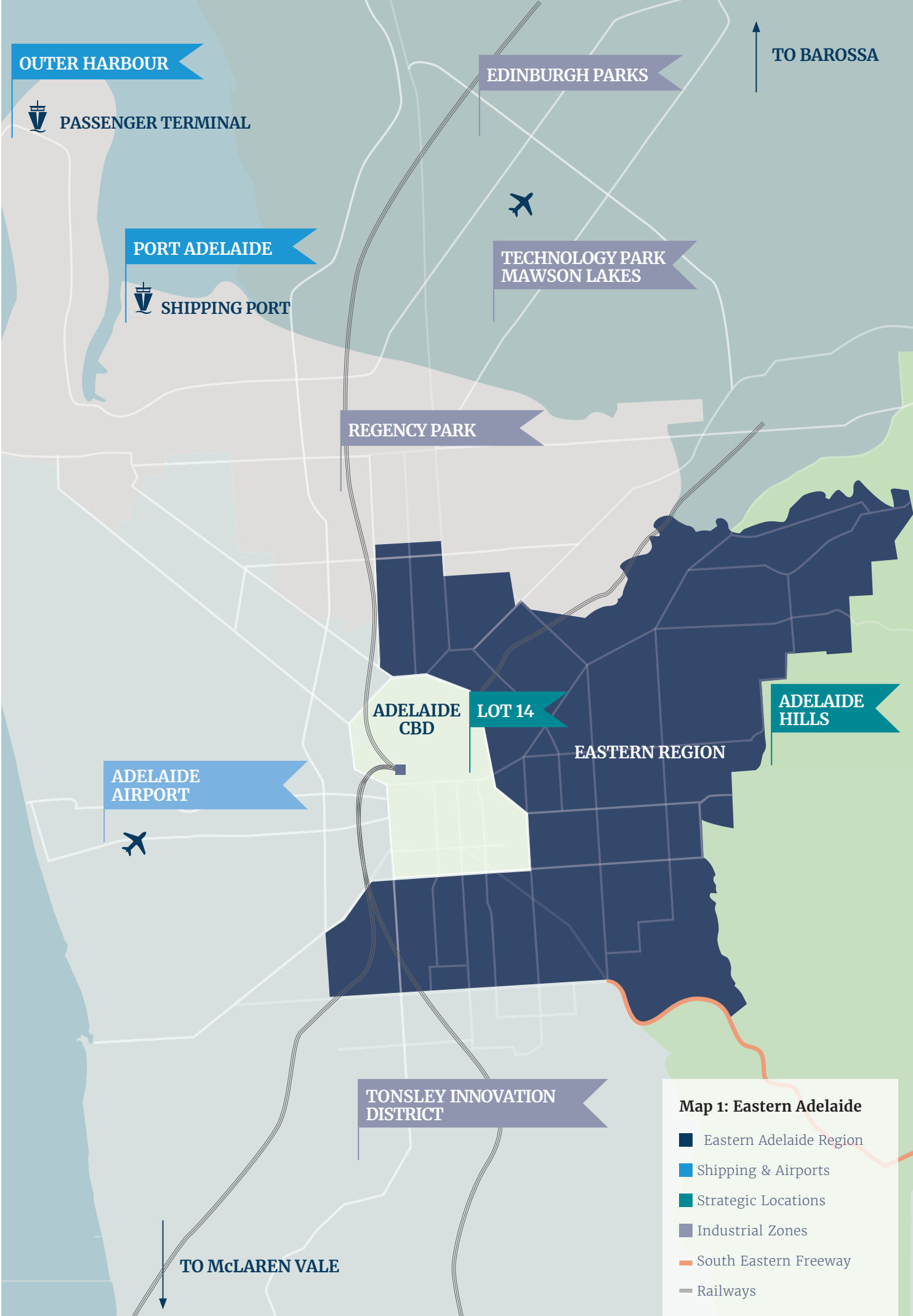
The Eastern Adelaide region is 9,256,230 hectares in size and is positioned immediately adjacent to the Adelaide CBD which can be easily accessed via bicycle, walking, public transport and car.

It also borders the Adelaide Hills wine region and is within close proximity to major innovation and technology clusters to the north and south of Adelaide.

The major airport and shipping ports are only 30 minutes away, as are the industrial parks and hubs located to the north, west and south of the region.

The region contains 'major' arterial transport networks including the main road and rail links to the Eastern Seaboard of Australia.

***The Eastern Adelaide region
is located to the east of the
Adelaide CBD in South Australia.***



Hospitals and medical

Major private and specialist hospitals are located in the region:

- Burnside War Memorial Hospital (Burnside)
- Northern Eastern Community Hospital (Campbelltown)
- Sportsmed SA Hospital (Stepney)
- East Adelaide Health

Eastern Adelaide is in close proximity to public hospitals – Royal Adelaide and the Women’s and Children’s, and other private hospitals (Calvary, St Andrews, Parkwynd and Memorial Hospitals) located in the Adelaide CBD and inner North Adelaide.

The South Australian Health and Medical Research Institute (SAHMRI) is South Australia’s first independent flagship health and medical research institute, home to more than seven hundred medical researchers, working together to tackle the biggest health challenges in society today.

Education

The Eastern Adelaide region has easy access to six world-class universities and a number of vocational education training providers offering a variety of innovative courses and globally recognised qualifications.

The universities are:

- The University of Adelaide
- The University of South Australia
- Flinders University
- Torrens University Australia
- University College London
- Carnegie Mellon University

as well as a range of vocational education and training providers.

The Magill Campus of the University of South Australia is located within the Eastern Adelaide region and is strongly focused on Education, Arts and Social Sciences. The Magill campus features the SAMSUNG SMART School, an experimental, digitally connected learning environment that facilitates the use of digital technologies to support new innovative and creative approaches to teaching and learning.

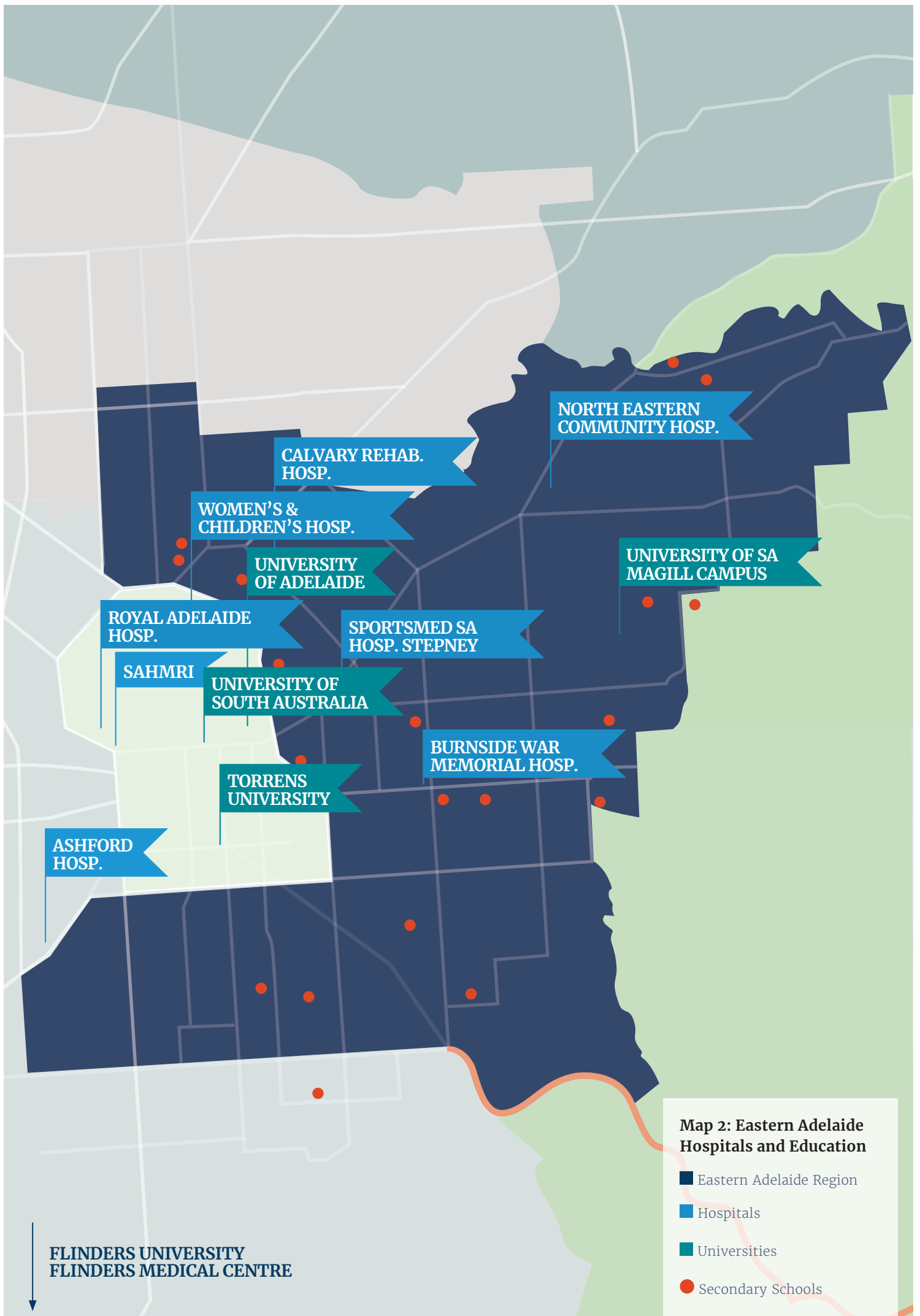
The Eastern Adelaide region has sixty schools (primary, secondary and combined) with a thriving international student body. Over half of the top 20 Adelaide secondary schools are within the Eastern Adelaide region

Twelve Eastern region secondary school are ranked in the top 20 schools in Adelaide based on the 2019 academic results.

Fourteen schools in the region offer international Baccalaureate (IB) Programs.

Highgate Primary School is the only primary school in Adelaide to offer a French bilingual program to students.

Adelaide regularly achieves an excellent ranking as one of Australia’s most affordable cities to study and live.





Main Roads and mainstreets

The Eastern Adelaide region consists of a diverse and vibrant network of main roads connecting the region to the CBD, and northern and southern Adelaide.

The South Eastern Freeway is the main route to Victoria and the Eastern Seaboard. The major transport corridor connecting the north to the South Eastern Freeway is through Portrush Road, therefore bypassing the city.

Main North Road is the major north-south arterial route through the suburbs north of Adelaide and northern regional South Australia. The City Ring Route is a collection of major roads allowing easy travel and access around the outskirts of the Adelaide CBD.

There are many other arterial roads in Eastern Adelaide which are populated with commercial and retail activity, and offer quality and cost effective office accommodation. These roads provide easy access to the CBD and travel within the Eastern Adelaide region.

The region offers a wonderful array of shopping and dining experiences in its mainstreets, Unley Road, King William Road, Prospect Road, Magill Road, Walkerville Terrace and The Parade. They offer a vibrant mix of local, national and international businesses, as well as unique stores and specialty shops.

Burnside Village, the largest shopping centre in the region, is home to over 100 premium lifestyle and fashion stores, including many boutique Australian fashion labels.

Who are we?

Population & Cultural Diversity

Eastern Adelaide's population is more than 200,000 and has grown more than 4% over the last three years. It is forecast to grow by 12% over the next fifteen years though to 2031.

Its population is more culturally diverse (40% with both parents born overseas), educated (47.2% of residents held Bachelor degrees or above), affluent and digitally connected (84% have internet access from dwelling) compared with the population of South Australia as a whole.

Overall, 74.3% of the population speak English only, and 21.8% speak a non-English language, compared with 75.4% and 19.6% respectively for Greater Adelaide. A higher portion of residents also speak Italian, Mandarin and Greek (totalling 9.5%) when compared to Greater Adelaide (5.9%).

The dominant language spoken at home, other than English, in Eastern Adelaide area was Italian, with 4.2% of the population, or 12,269 people speaking this language at home.

Livability

Adelaide ranks in the top ten globally for its livability, according to the Global Livability Index (Economist Intelligence Unit).

Eastern Adelaide has pristine natural environments, premium business and home real estate, and easy access to services such as schools, a vibrant cafe and restaurant scene, as well as outstanding business amenities. It is an ideal place to live, work, visit and invest.

Natural Environment & Sporting Facilities

Eastern Adelaide is famous for its green leafy suburbs, natural environment, quality open spaces and parks, and major recreation and sporting facilities.

Relax in Eastern Adelaide's world-class beauty and natural environments:

- River Torrens Linear Park—a pedestrian and cycling corridor providing easy access to the CBD and the Coast
- Waterfall Gully
- Morialta & Blackhill Conservation Parks
- State Heritage listed Hazelwood Park
- Easy access to the Adelaide Hills and Cleland National Park
- Numerous smaller creeks and creek line trails.

Major recreation and sporting facilities in the region include:

- Prospect Oval (SANFL)
- Kensington Oval
- Unley Oval (SANFL)
- Norwood Oval (SANFL)
- The ARC Campbelltown
- Walkerville Oval
- Campbelltown Memorial Oval

Eastern Adelaide region at a glance



200,000+
population



Top 10 most
livable city



World class
technology,
advanced schools
and universities



Highly skilled and
culturally diverse
workforce



Connected digitally
and internationally



Ease of doing
business – low cost,
lifestyle,
infrastructure
and services



Creative and
innovation hotspot
central to jobs
of the future



More educated



Quality shopping
precincts



Connectivity

The National Broadband Network (nbn) has been fully implemented across Eastern Adelaide, delivering lower start-up costs for small businesses with the flexibility to do business where and when needed, to ensure global competitiveness.

The Prospect Innovation Precinct is wired with 250 metres of GigCity fibre. GigCity provides 10GBs secure access to key data centres and businesses to private connectivity across the network, featuring unlimited data and secure non-internet facing, point to point links.

Highly skilled and productive workforce

South Australia is embarking on a future built upon innovation and knowledge-intensive industries. Reaching this goal will require a highly skilled workforce, particularly in the fields of science, technology, engineering and mathematics (STEM) and the creative industries.

Eastern Adelaide has a well educated workforce outstripping the rest of South Australia. 34.4% of the workforce in the region hold degrees at Bachelor or above level, compared to the State at only 26.2%.

A further 12.7% of the workforce have attained diplomas and 20.3% have attained certificates through vocational education and training courses.

Our Economy

GDP and Output

The Eastern Adelaide region has Gross Regional Product of over \$11 billion, which represents around 10% of the South Australian economy. The Eastern Adelaide's Gross Regional Product is predicted to double by 2031.

Output in the region is estimated at almost \$20 billion, with three key industries contributing over 38% of total output – Construction; Rental, Hiring and Real Estate Services, and Professional, Scientific and Technical Services.

Employment and Productivity

The region employs over 80,000 people with three sectors contributing to 43% of the jobs:

- Health Care and Social Assistance
- Retail Trade, and
- Professional, Scientific and Technical Services

The same three sectors are the most productive in the region, contributing over 40% to the region's total value-add which is estimated at \$10,385.316 million.

Summary Findings

ABS 2019 Estimated Residential Population	203,792
ABS 2016 Census Place of Usual Residence Population	195,221
Land Area (ha)	9,256.230
Census Population Density (persons / ha)	21.091
Gross Regional Product (\$M)	\$11,293.970
Per Hectare Gross Regional Product (\$M)	\$1.220
Per Capita Gross Regional Product (\$K)	\$57.852
Per Worker Gross Regional Product (\$K)	\$139.856

DATA SOURCES

ABS 2016 Census Place of Work Employment (Scaled)

ABS 2016 / 2017 National Input Output Tables

ABS June 2019 Gross State Product

ABS 2016 Census of Population and Housing (Scaled)

ABS 2018 / 2019 Tourism Satellite Account

TRA 2015 Adelaide Regional Tourism Profile

Output

Total Output in the area is estimated at \$20,495.500 million.

The major contributors to output are:

Construction.....	\$3,042.885	14.8%
Rental, Hiring & Real Estate Services	\$2,672.416	13.0%
Professional, Scientific and Technical Services	\$2,129.313	10.4%
Other	\$12,650.886	61.7%



Employment

Total Employment in the area is estimated at 80,754 jobs.

The major contributors to employment are:

Health Care & Social Assistance	16,162	20.0%
Retail Trade	10,052	12.4%
Professional, Scientific and Technical Services	8,470	10.5%
Other	46,070	57.0%



Value Added

Total Value-added in the area is estimated at \$10,385.316 million.

The major contributors to value-added are

Rental, Hiring & Real Estate Services	\$1,803.954	17.4%
Health Care & Social Assistance	\$1,331.503	12.8%
Professional, Scientific and Technical Services	\$1,054.309	10.2%
Other	\$6,195.550	59.7%





Excellence in exports

The Eastern Adelaide region is the state leader in the export of Professional, Scientific and Technical Services valued at \$4.8 billion and has more than three quarters of this market. The industry employs more than 30,000 in the region. Health and Community Services and Finance and Insurance exports also perform strongly for the region and are major growth opportunities.

Eastern Adelaide has a specialist Export Services Incubator Program to assist businesses in developing and launching high-growth potential services for global markets. It also has dedicated business advisory services and co-working hubs for small businesses including in the arts and creative areas.

Creativity and Innovation

The importance of the Creative Industries sector in Eastern Adelaide is reflected in the concentration of businesses in Kent Town and Norwood, and the Adelaide Central School of Arts, the studios of the South Australian Film Corporation located in Glenside.

There are nearly 500 specialised information, media, telecommunications, arts and recreation businesses in Eastern Adelaide with the majority being small businesses.

The Visitor Economy

Each year, the region welcomes over half a million visitors in addition to the 2.5 million visitors to the broader Adelaide area. Visitors spend over \$200 million in the region annually. Each year the Tour Down Under and Fringe events are held throughout the region.

Eastern Adelaide also offers authentic food trails and markets, and cellar door experiences:

- Flavours of Campbelltown Food Trail
- Food Secrets of Glynde & Stepney
- Explore Prospect Food & Art Trail
- Adelaide's Farmers' Markets, Wayville Showground
- Eastside Wine & Ale Trail
- Thorndon Park Moonlight Markets

Our Businesses

Eastern Adelaide has a diverse and growing industry profile with almost 27,000 businesses. The region is dominated by small businesses that are central to the region's thriving economy; 30% of businesses employ staff, with a majority (almost 93%) of those employing businesses employing less than twenty workers.

Property and Business Services, Professional, Scientific and Technical, Finance and Insurance, Construction and Health Care and Social Assistance make up two thirds of the region's businesses. The fastest growing sectors, forming the basis of an emerging tourism and creative economy, are Cultural and Recreation Services, Accommodation, Cafes and Restaurants.

South Australia has a well-established reputation of producing some of the finest food, wine and beer in the world. Eastern Adelaide is home to almost two hundred boutique and family-owned food and beverage manufacturers which produce and export world-class produce to local and national markets.

Support for business

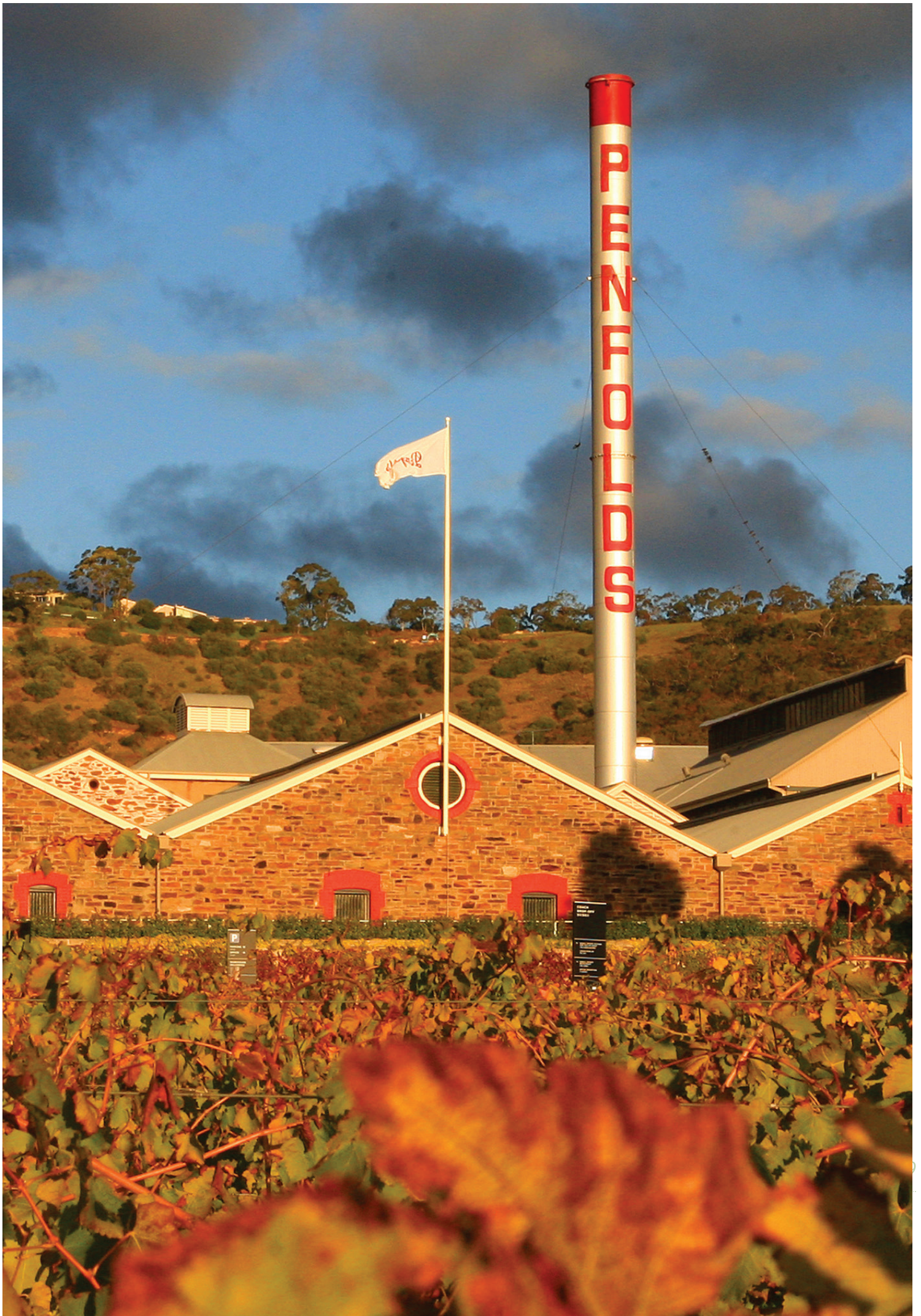
Small businesses are the backbone of the Eastern Adelaide economy and a range of services are available to support businesses throughout their development phases (start-up, growth and export). The region provides business support and events either directly or through third party providers.

Across Eastern Adelaide, there is a variety of regular networking and start-up events that create opportunities for business owners to collaborate and share ideas:

- Propel SA networking events
- Campbelltown Youth Entrepreneur Partnership (YEP)
- Unley Business Breakfast Program
- Network Prospect Business Events and Programs
- Eastside Business Awards
- Raising the Bar Adelaide
- Teaching for Tomorrow (University of SA)
- Match Studio (University of SA)

Co-working spaces and incubators are located throughout the region

- Little City Studio (Prospect & Unley)
- Cog Creative Space
- The Business Hub (Prospect & St Agnes)
- Business SA
- GO Rd Co (Parkside)



Our Alliance

The Eastern Region Alliance (ERA) is a group of six eastern Adelaide Councils that collaborate for the benefit of their local communities and the region as a whole. The Alliance consists of the Cities of Burnside, Campbelltown, Norwood Payneham & St Peters, Prospect, Unley and the Town of Walkerville.

Since signing a Memorandum of Understanding in 2008 (updated in 2017), the ERA Councils have worked together collaboratively on a wide range of initiatives, some inclusive of all ERA Councils, and others in partnership with non-ERA Councils.



Priorities have encompassed long-term future planning (e.g. water initiatives and economic development), efficiencies and cost savings (e.g. East Waste, Eastern Health Adelaide) and positioning the Eastern Adelaide region more strongly with the State and Commonwealth Government.

One of ERA's greatest strengths is the collaborative nature which allows for ideas and initiatives to be raised and actioned quickly.

The Councils in the Eastern Region Alliance has a proven track record of enabling and delivering significant projects.

Resilient East – ERA partnered with the South Australian State Government to form a regional approach to climate change. This has included the completion of heat mapping and vegetation health aerial surveys, increased community awareness of changes in our climate, and reporting on current adaptation status for the region.

Connected Cities – The Eastern region has developed a low-power wide area wireless network (LoRaWAN) in partnership with the University of Adelaide. This sensor network covers over 35% of the metropolitan area and offers innovative opportunities for a vast range of Smart City applications.

Our Vision

Adelaide's Eastern Metropolitan Councils working together to better serve their communities.

Our Mission

To secure a sustainable lifestyle, excellent services and facilities for our communities and to advance the interests of Adelaide's Eastern Metropolitan Region.

Our Goals

Since 2017, the six ERA Councils have been working towards improved co-operation, resource sharing, more effective working relationships and joint actions to agree and address strategic priorities between any two or more of the six councils.

With the goal of securing a sustainable lifestyle, excellent services and facilities for its constituent communities, ERA aims to:

- Improve cooperation, collaboration, and coordination across the ERA councils.
- Establish a robust operational framework to deliver effective and efficient services.
- Be successful in attracting State and Federal Government funding for regional initiatives.
- Increase awareness, and the influence, of ERA within the three spheres of government.

ERA's goals for 2020-2024 are:

Governance Framework

A governance framework remains appropriate and effective for the achievement of ERA's objectives.

Influence

ERA Councils will have a 'place at the table' with the Local Government Association, State and Commonwealth Government in policy formation that affects the Eastern Adelaide region.

Regional Services and Programs

Regional service delivery Programs will be managed by the ERA Councils, delivering cost-effective services within an accountable governance framework

Engagement

Elected Members, Council staff and our Communities will recognise ERA for the quality and cost-effectiveness of shared services for Local Government and its region.



We look forward to strengthening our existing relationships and building new partnerships with Government, our communities, businesses and investors as we strive to deliver the best positive outcomes for our region.

Contact us:

City of Burnside

08 8366 4200

City of Campbelltown

08 8366 9222

City of Norwood Payneham & St Peters

08 8366 4555

City of Prospect

08 8269 5355

City of Unley

08 8372 5111

Town of Walkerville

08 8342 7100

Visit us: www.era.sa.gov.au

