

COMMITTEE AGENDA

Business and Economic Development Advisory Committee

Notice is hereby given pursuant to the provisions of the Local Government Act, 1999, that the next Meeting of the Business and Economic Development Advisory Committee will be held in the Council Chambers, 181 Unley Road Unley on

Wednesday 09 August 2023

for the purpose of considering the items included on the Agenda.

Chief Executive Officer

MEMBERS

Presiding Member Abrahamzadeh
Councillor S Finos
Councillor D Palmer
Independent Member Goddard
Independent Member Della-Torre
Independent Member McNally
Independent Member Sheehan
Independent Member Hammett

ACKNOWLEDGEMENT

Ngadlurlu tampinhi, ngadlu Kurna yartangka inparrinhi. Ngadlurlu parnuku tuwila yartangka tampinhi.

*Ngadlurlu Kurna Miyurna yaitya yarta-mathanya Wama Tarntanyaku tampinhi. Parnuku yailtya, parnuku tapa purruna yalarra puru purruna.**

We would like to acknowledge this land that we meet on today is the traditional lands for the Kurna people and that we respect their spiritual relationship with their country.

We also acknowledge the Kurna people as the traditional custodians of the Adelaide region and that their cultural and heritage beliefs are still as important to the living Kurna people today.

*Kurna Translation provided by Kurna Warra Karrpanthi

ORDER OF BUSINESS

ITEM	PAGE NO
1. ADMINISTRATIVE MATTERS	
1.1 APOLOGIES	
Nil	
1.2 LEAVE OF ABSENCE	
Nil	
1.3 CONFLICT OF INTEREST	
<i>Members to advise if they have any material, actual or perceived conflict of interest in any Items in this Agenda and a Conflict of Interest Disclosure Form is to be submitted.</i>	
1.4 MINUTES	
Nil	
1.5 DEFERRED / ADJOURNED ITEMS	
Nil	
2. REPORTS	
2.1 Current State of the City of Unley Economy	5
2.2 Business Survey	56
2.3 Business and Economic Development Advisory Committee Draft Work Plan (2023 - 2024)	78

3. OTHER BUSINESS

NEXT MEETING

Wednesday 18 October 2023 - 5.30pm

Council Chambers, 181 Unley Road Unley

INFORMATION REPORT

REPORT TITLE:	CURRENT STATE OF THE CITY OF UNLEY ECONOMY
ITEM NUMBER:	2.1
DATE OF MEETING:	09 AUGUST 2023
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	1. STATE OF THE CITY OF UNLEY ECONOMY

1. **PURPOSE**

To provide Committee Members with annual statistics on the state of our economy.

2. **RECOMMENDATION**

That:

1. The report be received.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

4. Civic Leadership

4.1 We have strong leadership and governance.

4. **BACKGROUND**

The Economic Development Growth Strategy (2021 – 2025) was endorsed by Council in 2020. It sets out a whole-of-city approach to economic growth to influence a vibrant and successful local economy that reflects the quality of life, environmental principles and values of the community. A key focus for the strategy is a holistic approach to increase population and number of jobs within the City and to support sustainable business growth.

It has five objectives:

1. Civic Leadership – a whole of city approach to facilitate and promote business growth and investment ensuring desirability of the City of Unley as a business destination.

2. People and Places – Support growth through quality development that builds on the City’s liveability and aligns with environmental principles.
3. Destination and Investment – Increase employment opportunities through recognition of the City of Unley as a business destination and place to invest.
4. Business Sustainability – Enable business growth and prosperity.
5. Connected and Activated Precincts – Business precincts are vibrant, activated and connected.

The strategy reflects Council’s commitment to economic growth, assisting and supporting the business sector, strengthening the local economy, and ensuring the City of Unley is known as a great place to do business.

5. DISCUSSION

The City of Unley subscribes to the Economy ID product. The product is designed to tell the story of the local economy, identify its strengths and model the impact of economic development initiatives through an online local economic profile and impact modelling tools. The product costs \$15,000 per year.

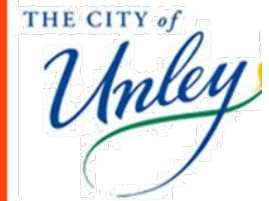
The City of Unley is using this tool to monitor progress against the strategy. In particular, what success looks like in 2025:

- 5% increase in population (off track)
- \$900 M in development investment (on track)
- 3% employment growth (on track)
- 5% increase in employing businesses (on track).

A presentation on the Current State of the Local Economy is attached.

6. REPORT AUTHORISERS

Name	Title
Peter Tsokas	Chief Executive Officer
Kathryn Goldy	Principal Governance Officer



Economic briefing for Unley City Council

Presented by Ryan James – July 2023

prepared by .i

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Understanding the Local Area



.id's products and services

profile.id
economy.id
forecast.id
housing.id
views.id



<http://www.id.com.au/unley>

City of Unley | economic profile

community profile | social atlas | population forecast | economic profile | housing monitor | community views

City of Unley

The City of Unley's Gross Regional Product is estimated at \$3.34 billion, which represents 2.68% of the state's GSP (Gross State Product).

i New information from the 2021 Census will be progressively rolled out across this site soon.

The second release of the ABS Census 2021 will be available on the 12th October 2022 and we will be rolling it out across topics on this site. Look for the **new** indicators in the menu to see which topics have been updated.

Learn more about 2021 Census economy.id update plans on our [blog](#) and [sign up](#) for regular alerts on updates to this site.

The City of Unley's economic profile presents economic information that enables you to describe the area's role within the broader economy, explore options for economic development and promote the area's strengths. The information presented here is derived from official sources.

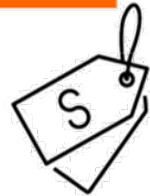
Macro Trends

The Macro Situation



Down-grade

IMF revised forecast again in July



4 times pre-COVID levels

in 16 out of 44 major countries



Major drought in Europe

21% of the continent facing severe conditions



Technical Recession

2 quarters of negative growth



45 Countries with rate rises

in the last six months



Geopolitical heat rising

US visit to Taiwan has increased tensions



The national story



**0.9% GDP
growth**

Economy slowing



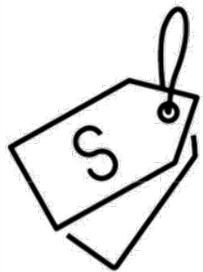
**3.5%
Unemployment**

**First increase in August
since Oct 2021**



**3.8% fall last
quarter**

**Rates having an impact on
house prices**



**6.1%
Inflation**

**Cost of living still the hot
topic**



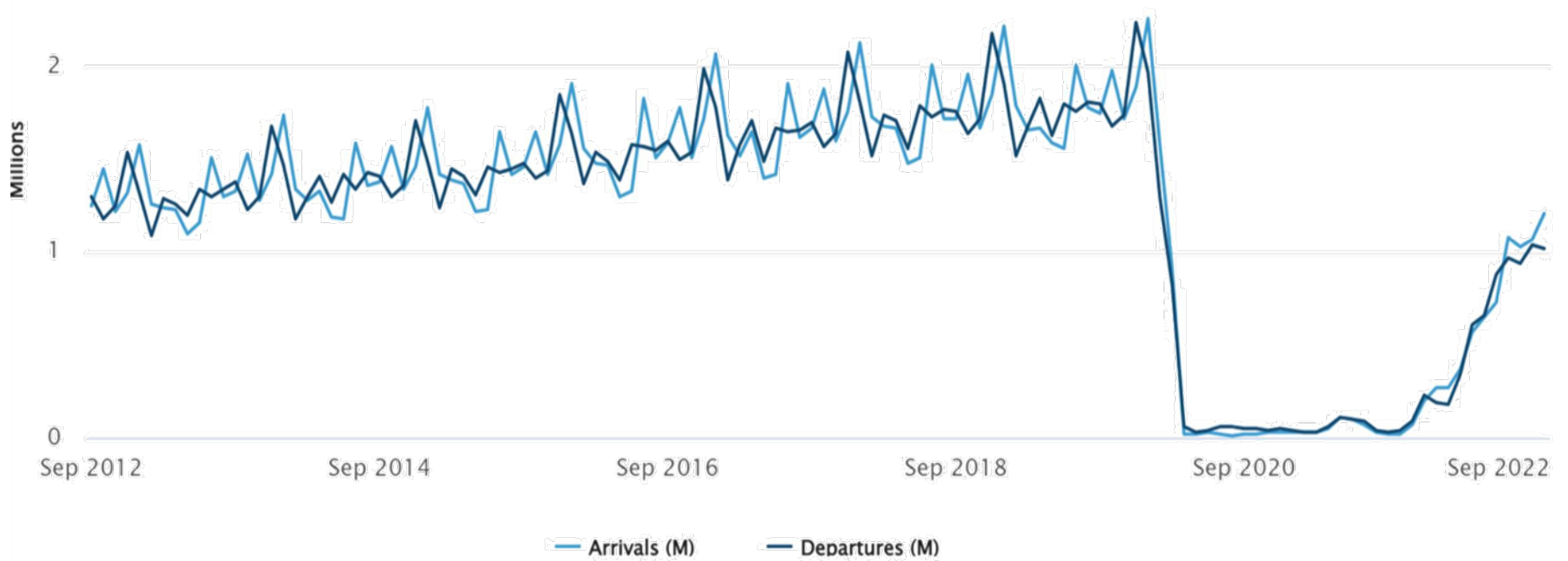
**48% of pre-
COVID levels**

**International travelers
returning gradually**



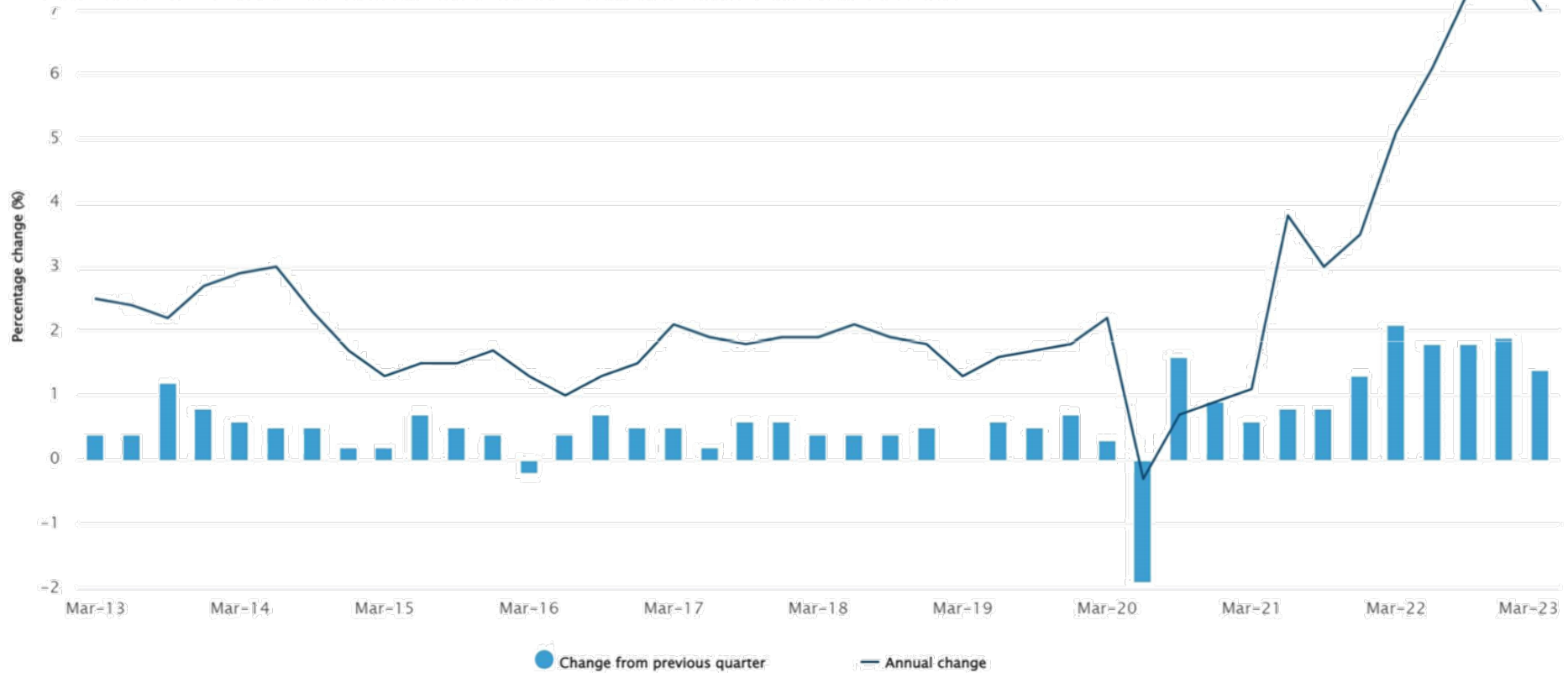
COVID-19 Impacts on Overseas Migration

Total overseas arrivals and departures – September 2012 to October 2022(a)



Historically High Inflation

All groups CPI, Australia, quarterly and annual movement (%)

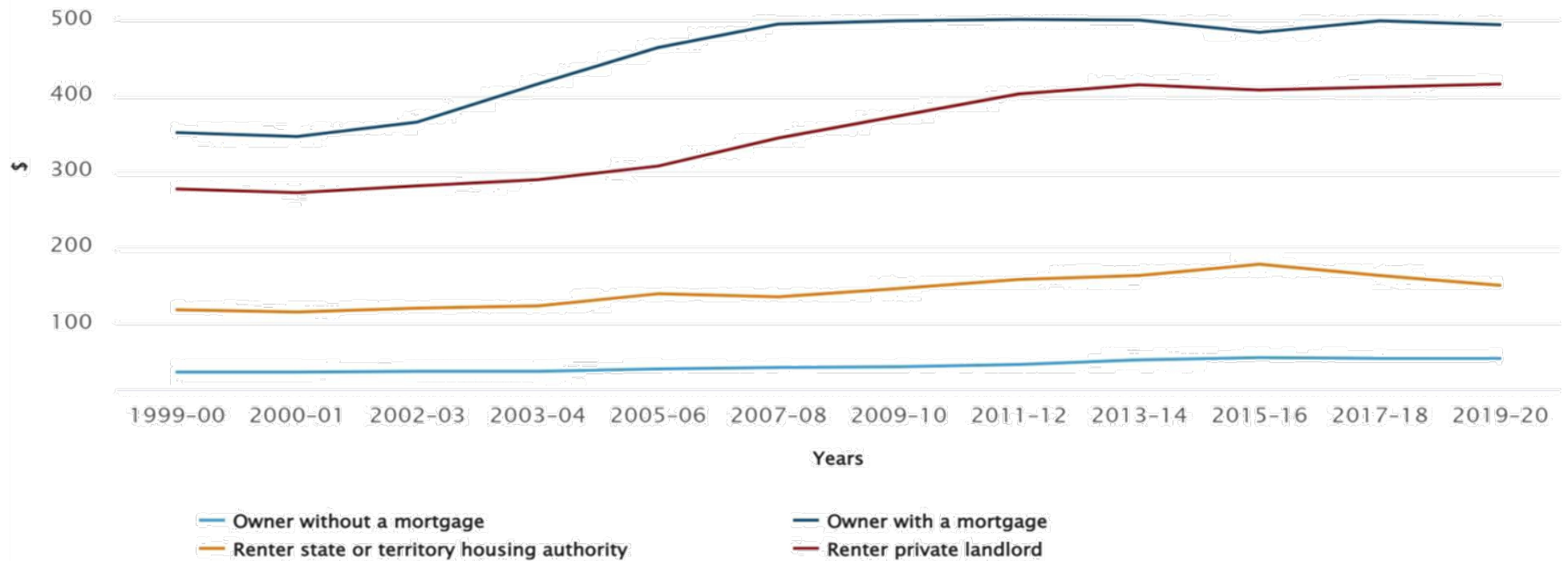


Source: Australian Bureau of Statistics, Consumer Price Index, Australia March Quarter 2023



Growth in Household Costs

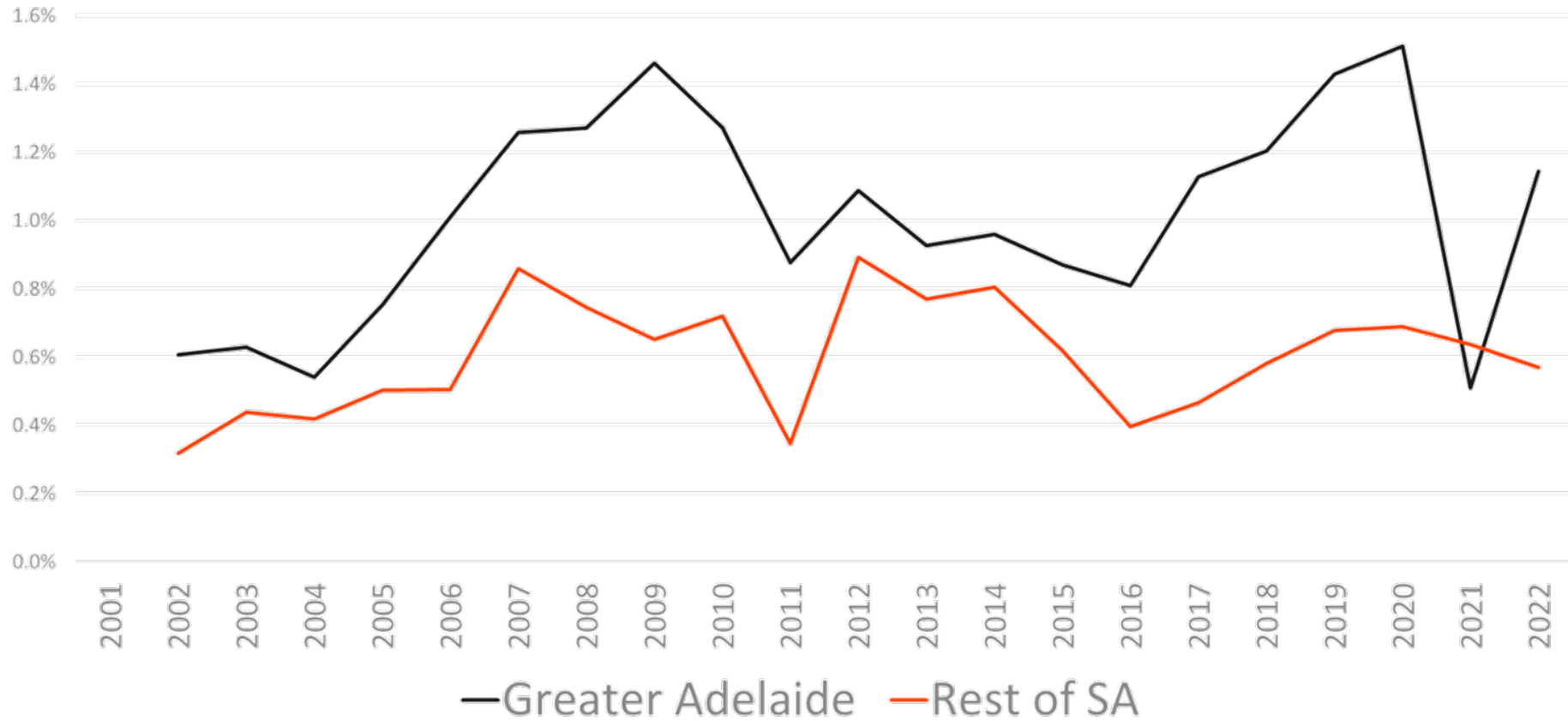
Mean weekly housing costs (a), tenure and landlord type, 1999-00 to 2019-20



Population change across Australia 2016 – 2021, Usual Residents

Area	2021	2016	Number Change	% Change
Greater Sydney	5,231,147	4,823,991	407,156	8.4%
Greater Melbourne	4,917,750	4,485,211	432,539	9.6%
Greater Brisbane	2,526,238	2,270,800	255,438	11.2%
Greater Adelaide	1,387,290	1,295,714	91,576	7.1%
Greater Perth	2,116,647	1,943,858	172,789	8.9%
Greater Hobart	247,086	222,356	24,730	11.1%
Greater Darwin	139,902	136,828	3,074	2.2%
Greater Capital Cities	16,566,060	15,178,758	1,387,302	9.1%
Regional Australia	8,345,123	7,775,389	569,734	7.3%
South-East Queensland	3,585,761	3,206,101	379,660	11.8%

Population change by % Greater Adelaide vs Rest of SA



The Local Story

Key Statistics

GRP

\$3.34 billion

NIEIR 2022

Population

39,085

ABS ERP 2022

Local jobs

24,125

NIEIR 2022

Largest industry (by e [No Title])

Health Care and Social Assistance

NIEIR 2022

Local businesses

5,755

ABS 2022

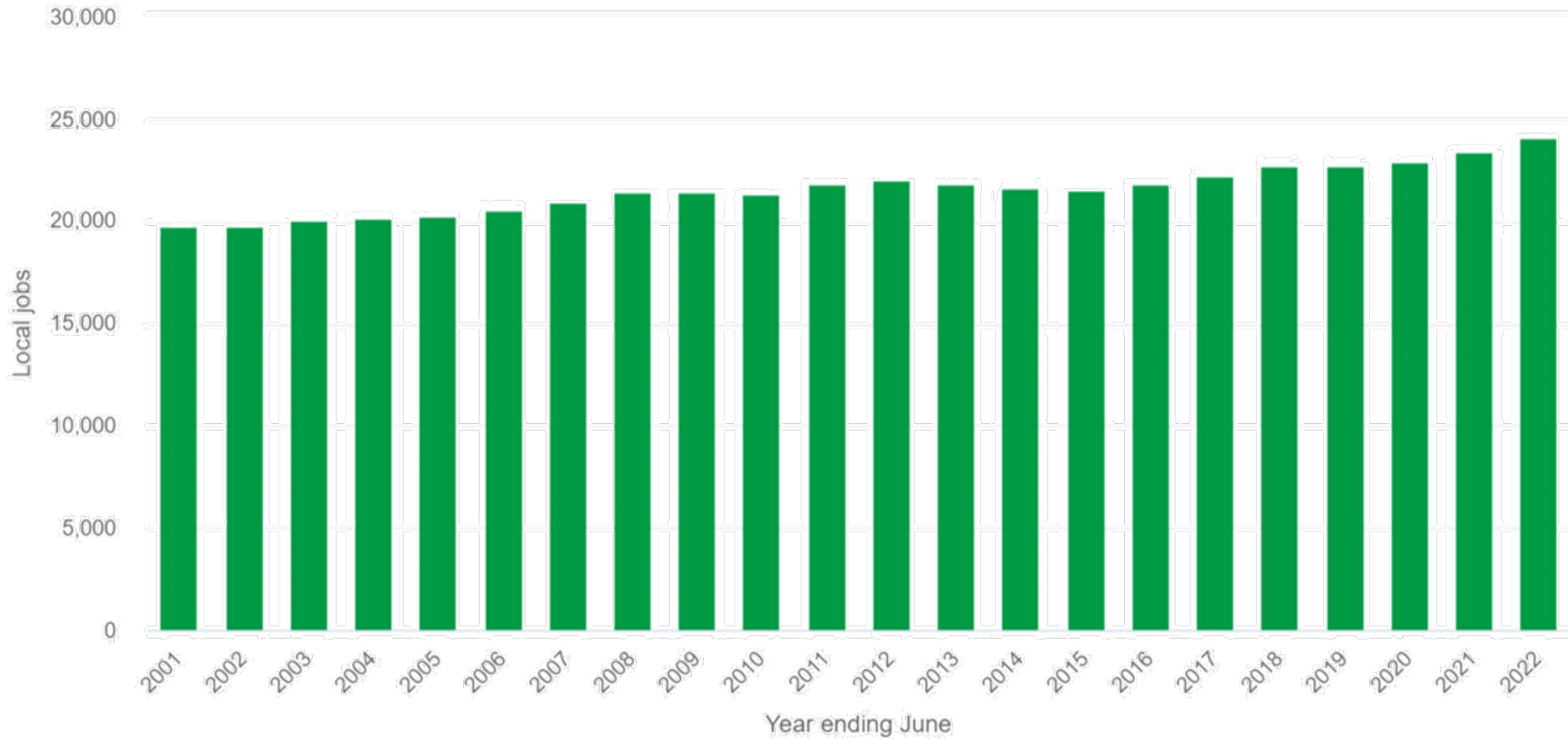
Employed Residents

21,213

NIEIR 2022

Local jobs

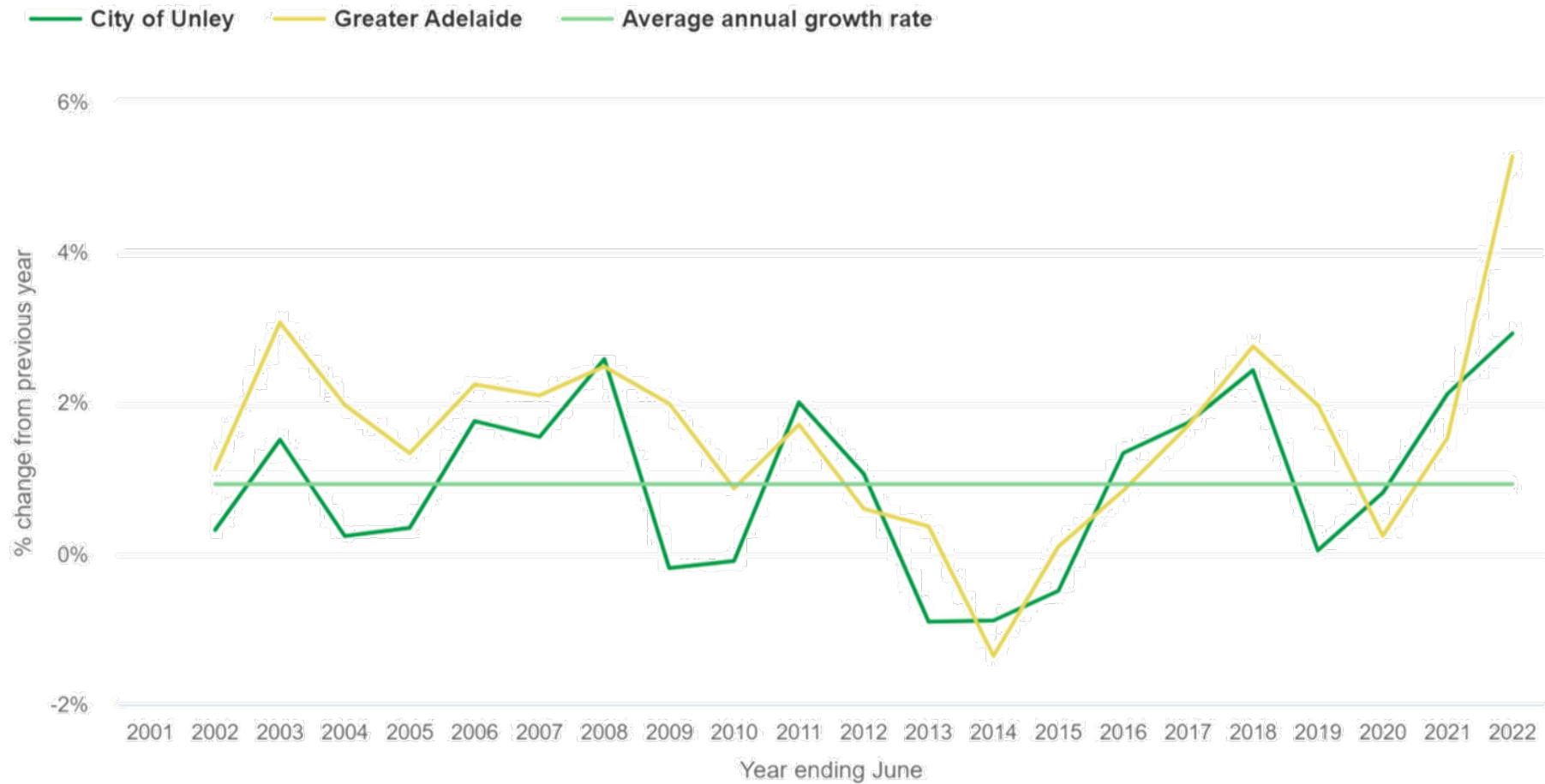
City of Unley



Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions)



Annual change in local jobs

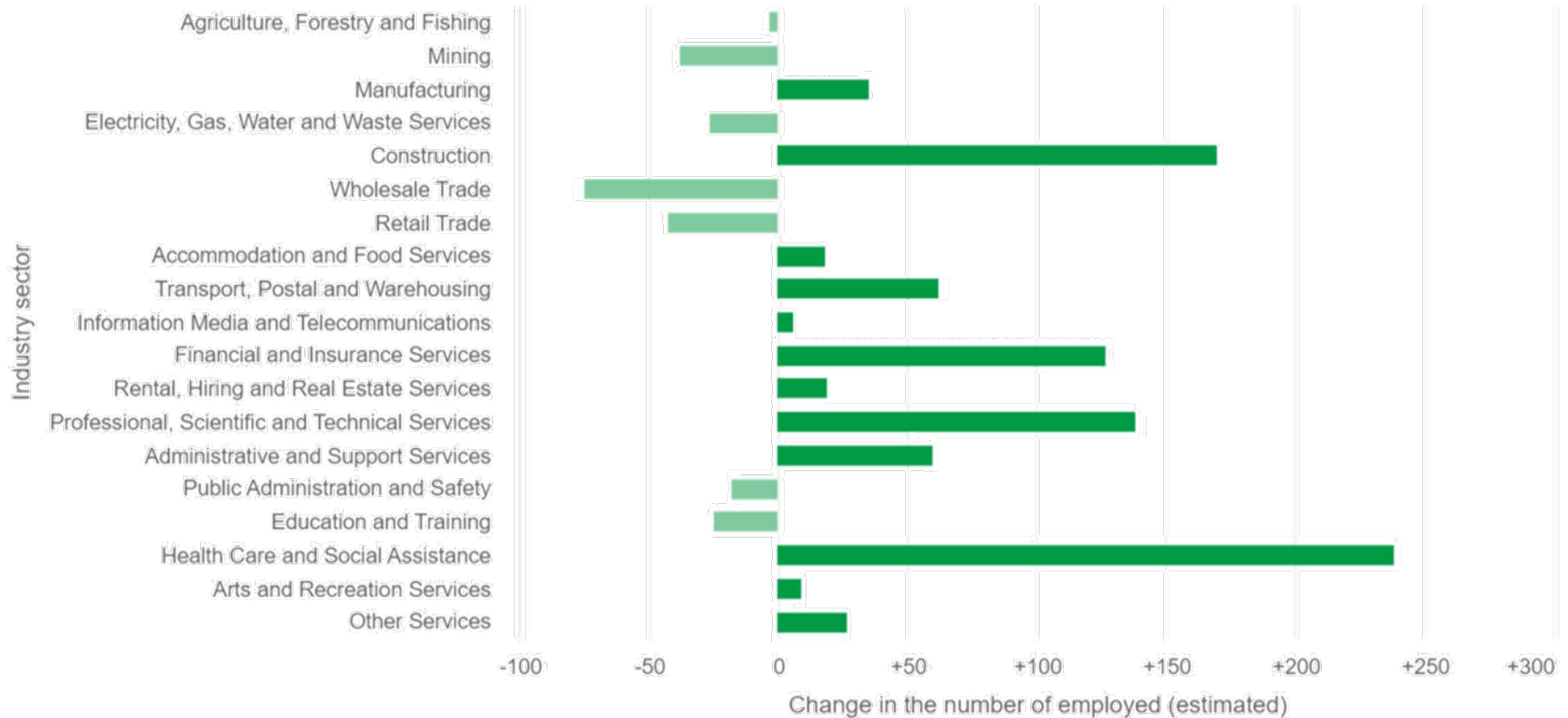


Source: National Institute of Economic and Industry Research (NIEIR) ©2023. Compiled and presented in economy.id by id informed decisions. Data are based on a 2016 - 17 price base for all years. NIEIR - ID data are inflation adjusted each year to allow direct comparison, and annual data releases adjust previous years' figures to a new base year. Learn more * Cumulative change uses 2010 as



Change in employment (total) by industry, 2020/21 to 2021/22

City of Unley

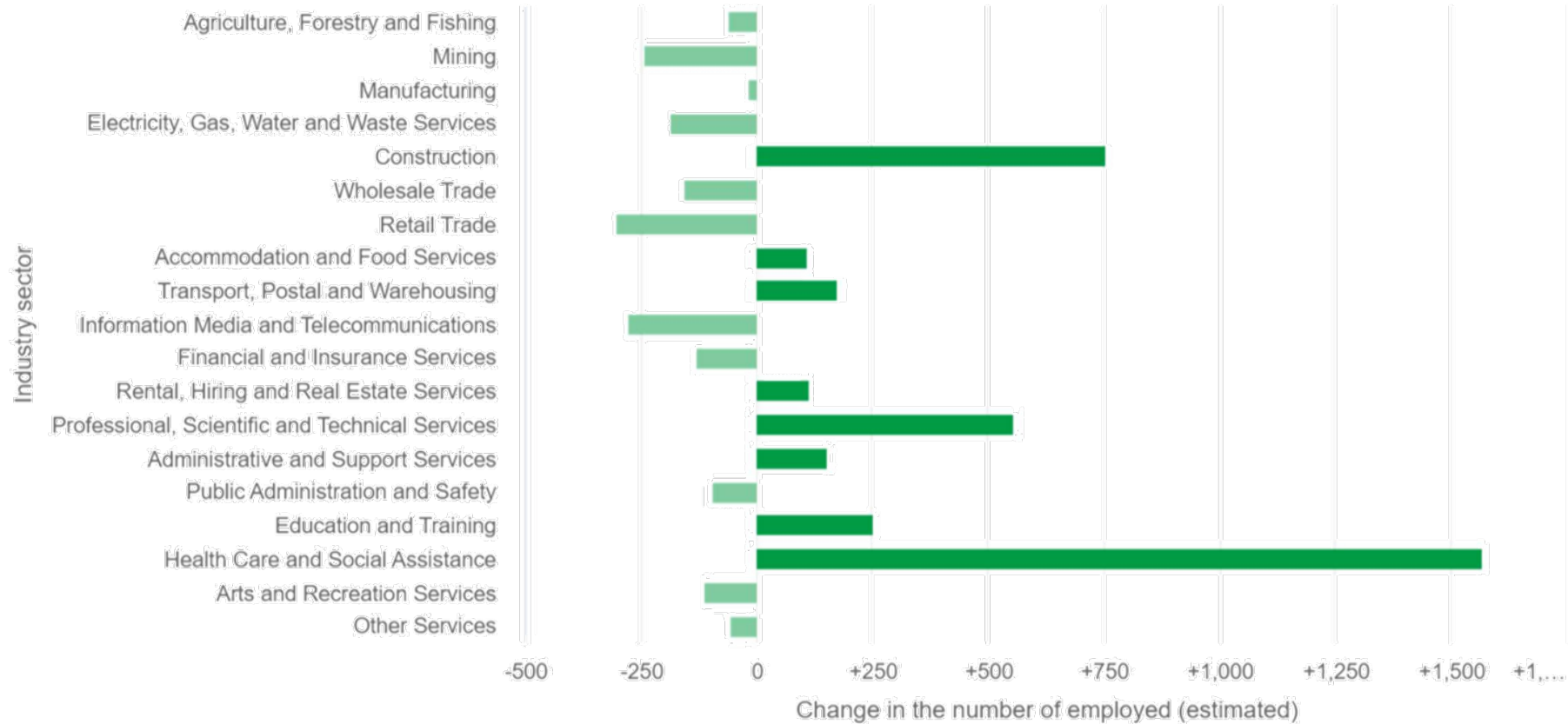


Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions)



Change in employment (total) by industry, 2011/12 to 2021/22

City of Unley

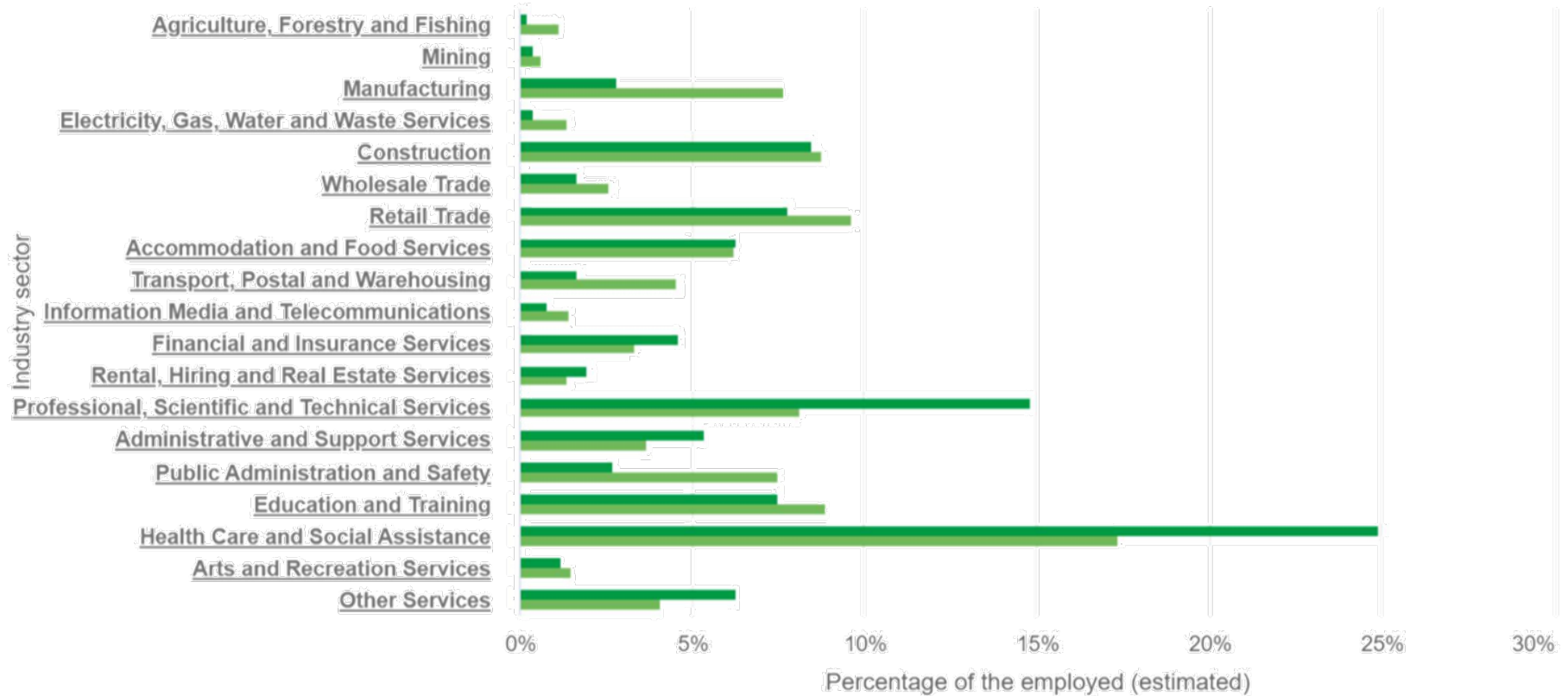


Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions)



Employment (total) by industry 2021/22

■ City of Unley
 ■ Greater Adelaide

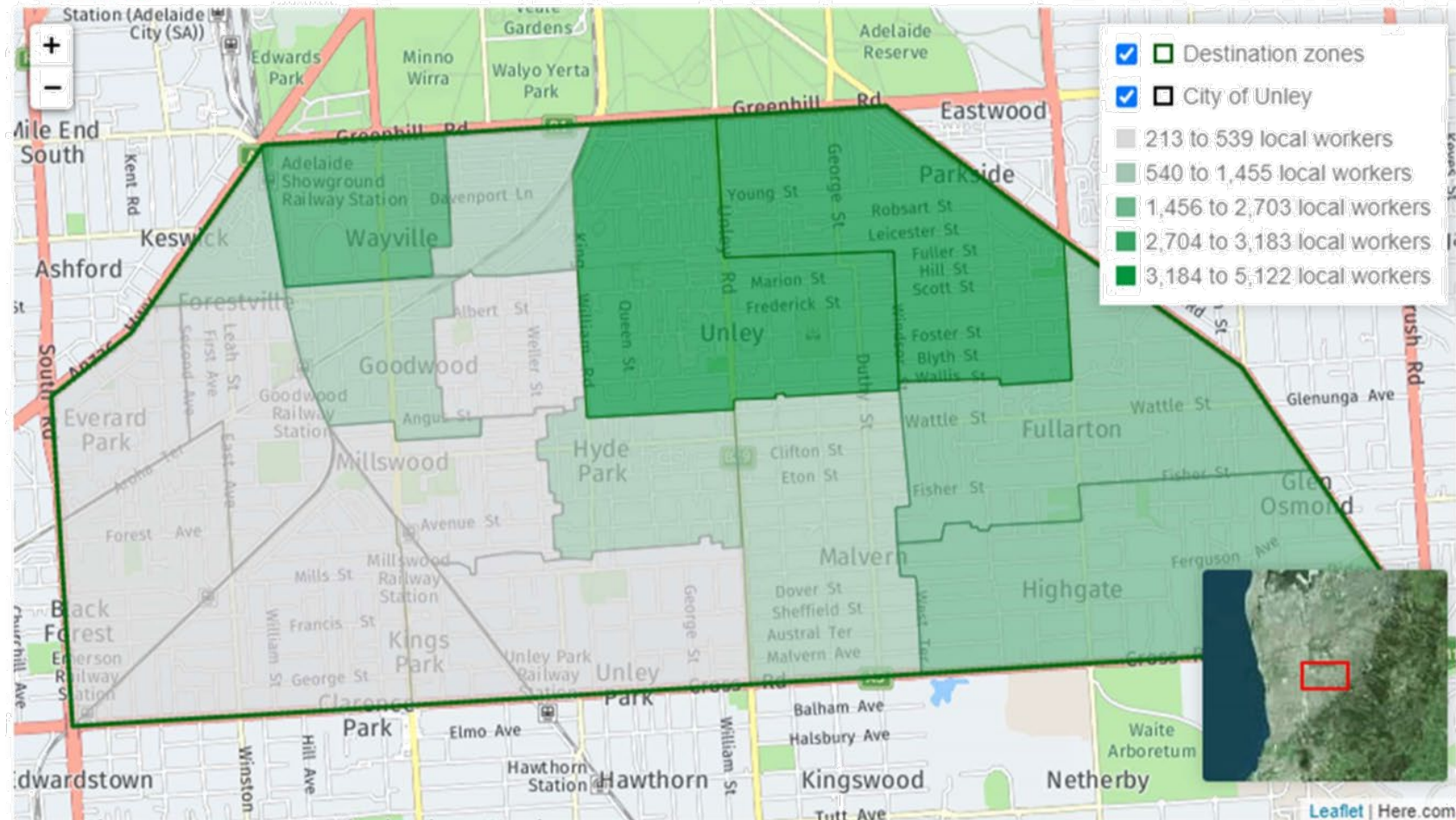


Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions)



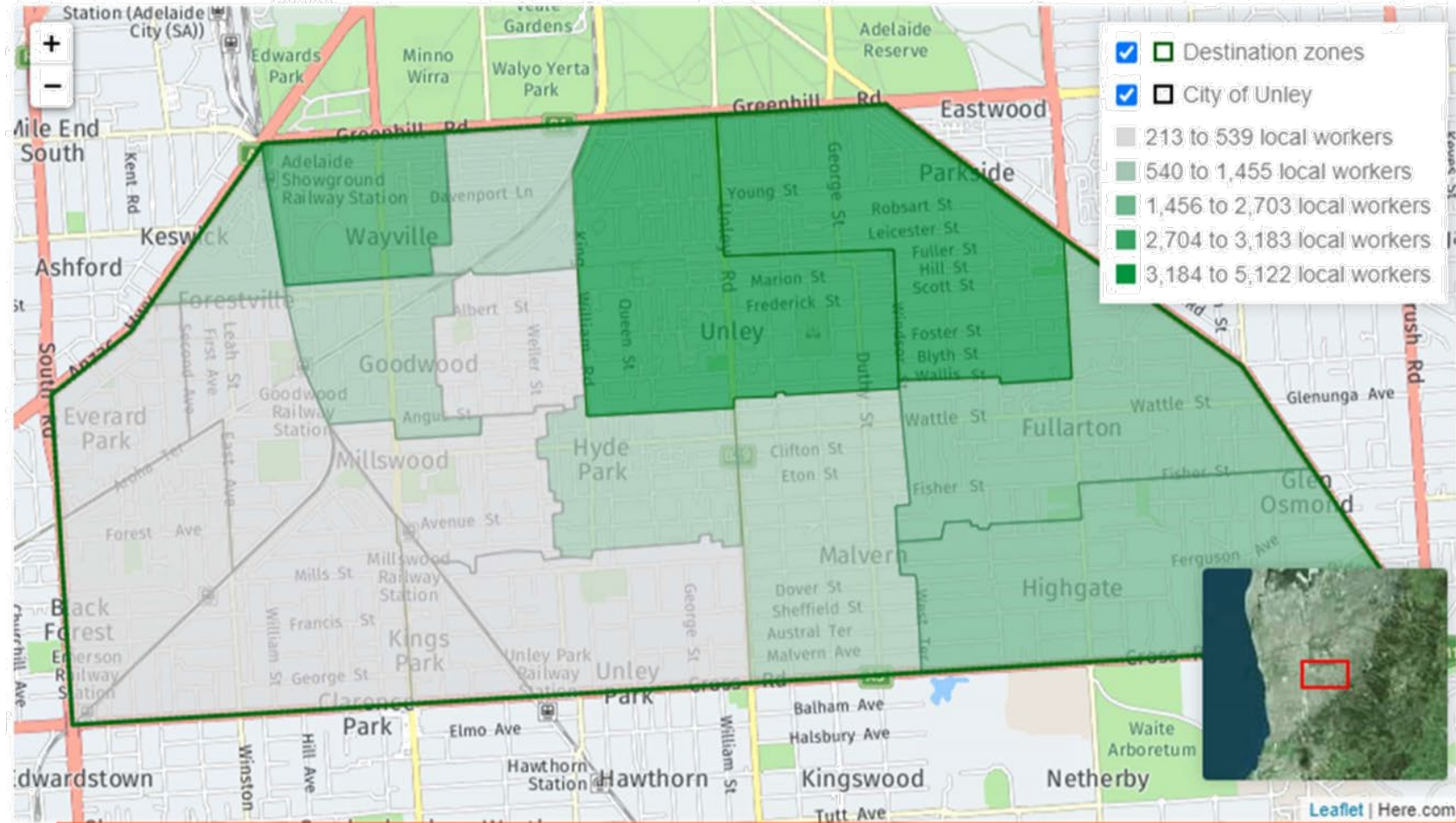
Local workers

City of Unley



Local workers

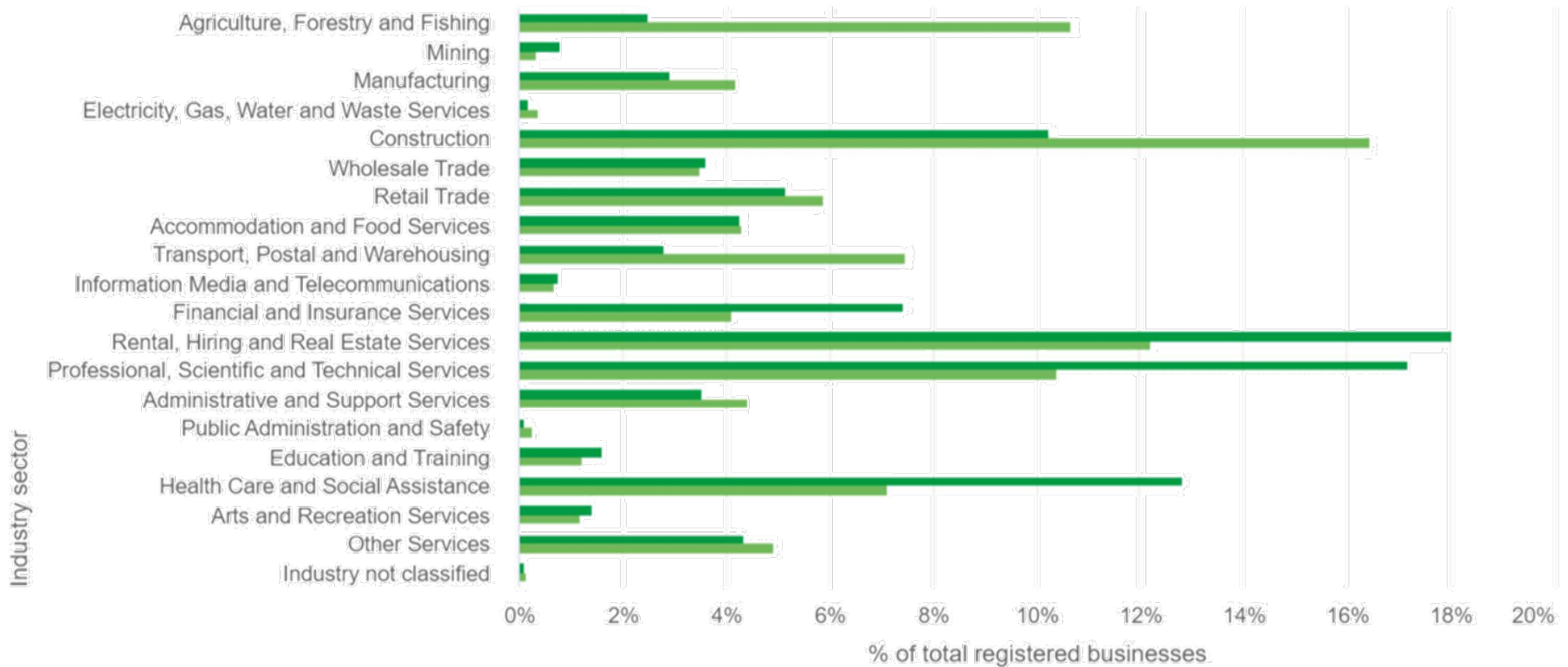
City of Unley



Registered businesses by industry 2022

Total registered businesses

■ City of Unley
 ■ South Australia

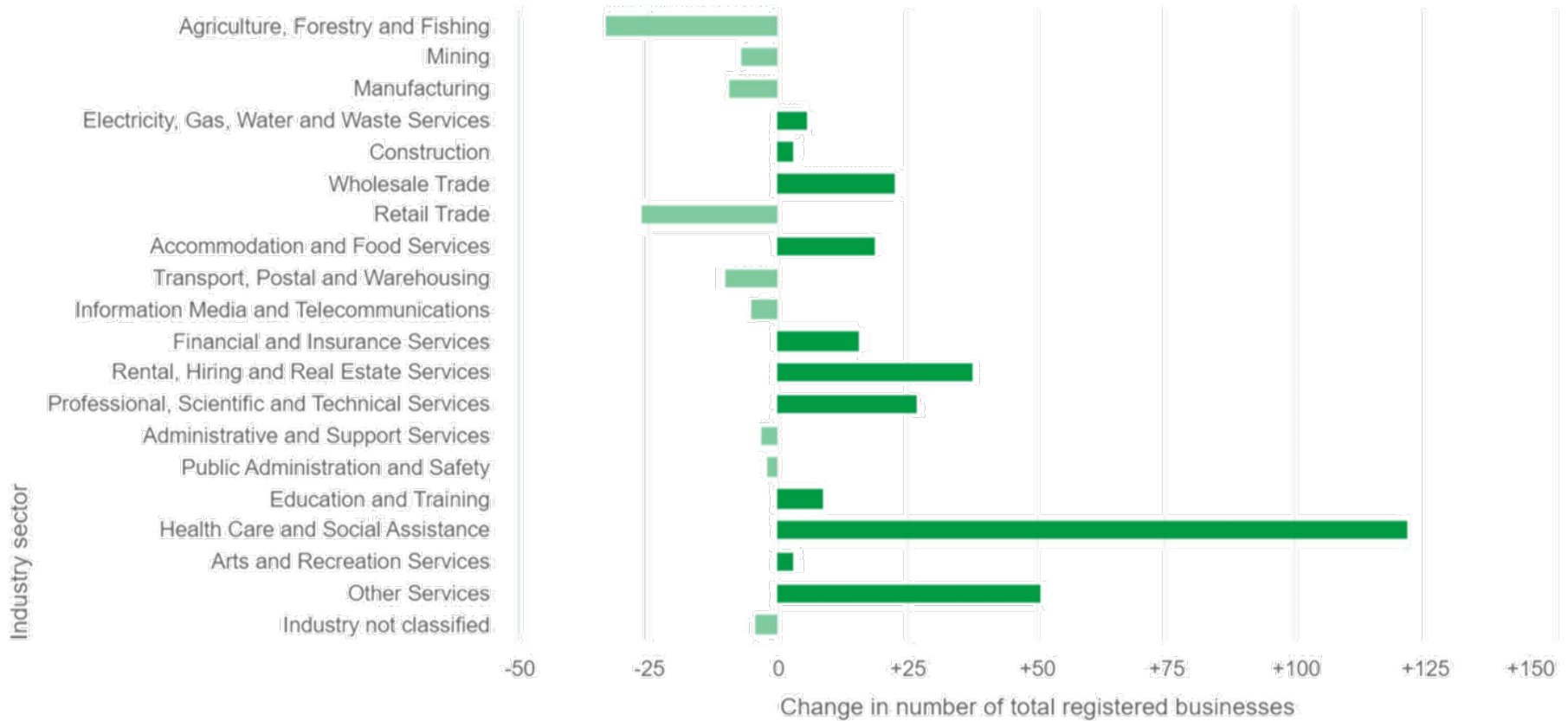


Source: Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2016 to 2021



Change in registered businesses by industry, 2019 to 2022

City of Unley - Total registered businesses

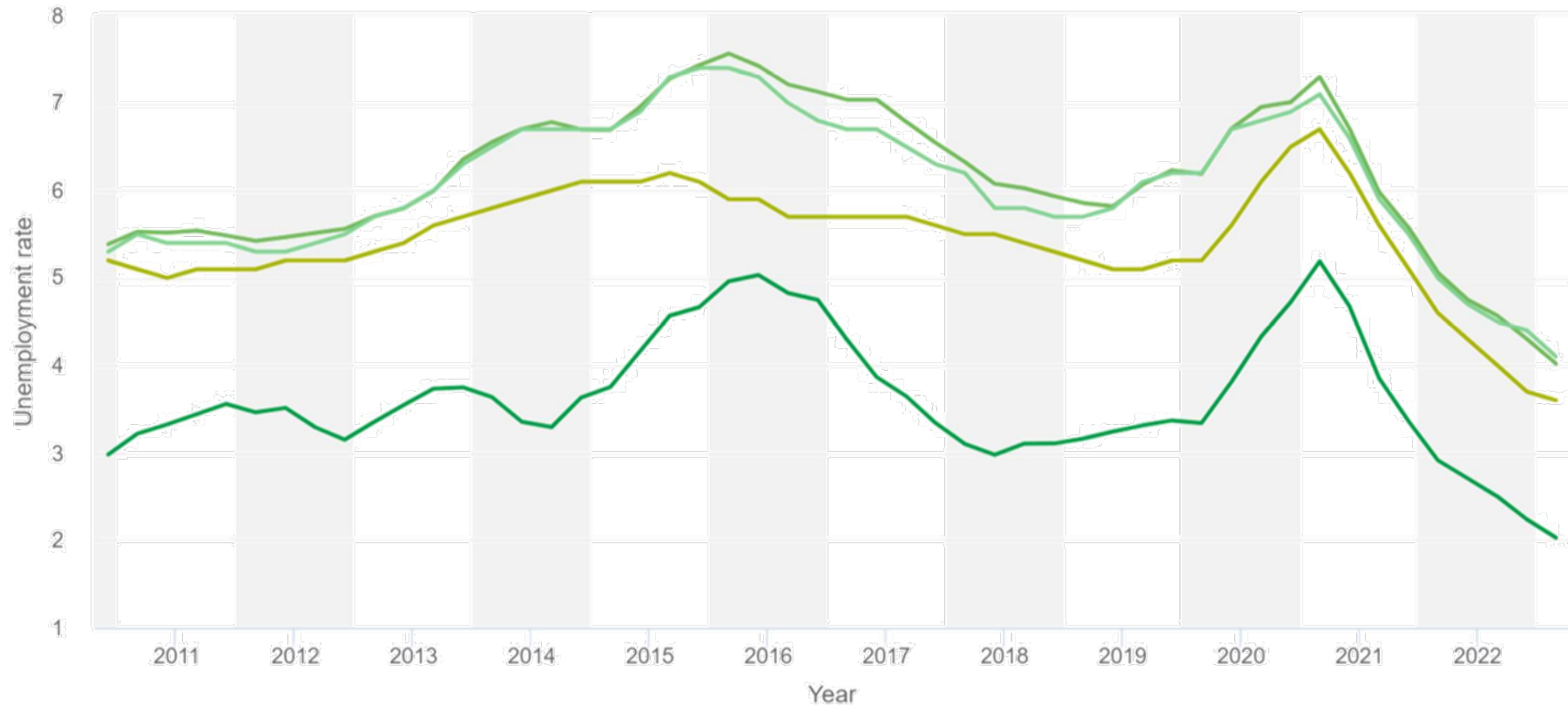


Source: Australian Bureau of Statistics - Counts of Australian Businesses, including Entries and Exits - 2016 to 2021



Quarterly unemployment rate

City of Unley Greater Adelaide South Australia Australia



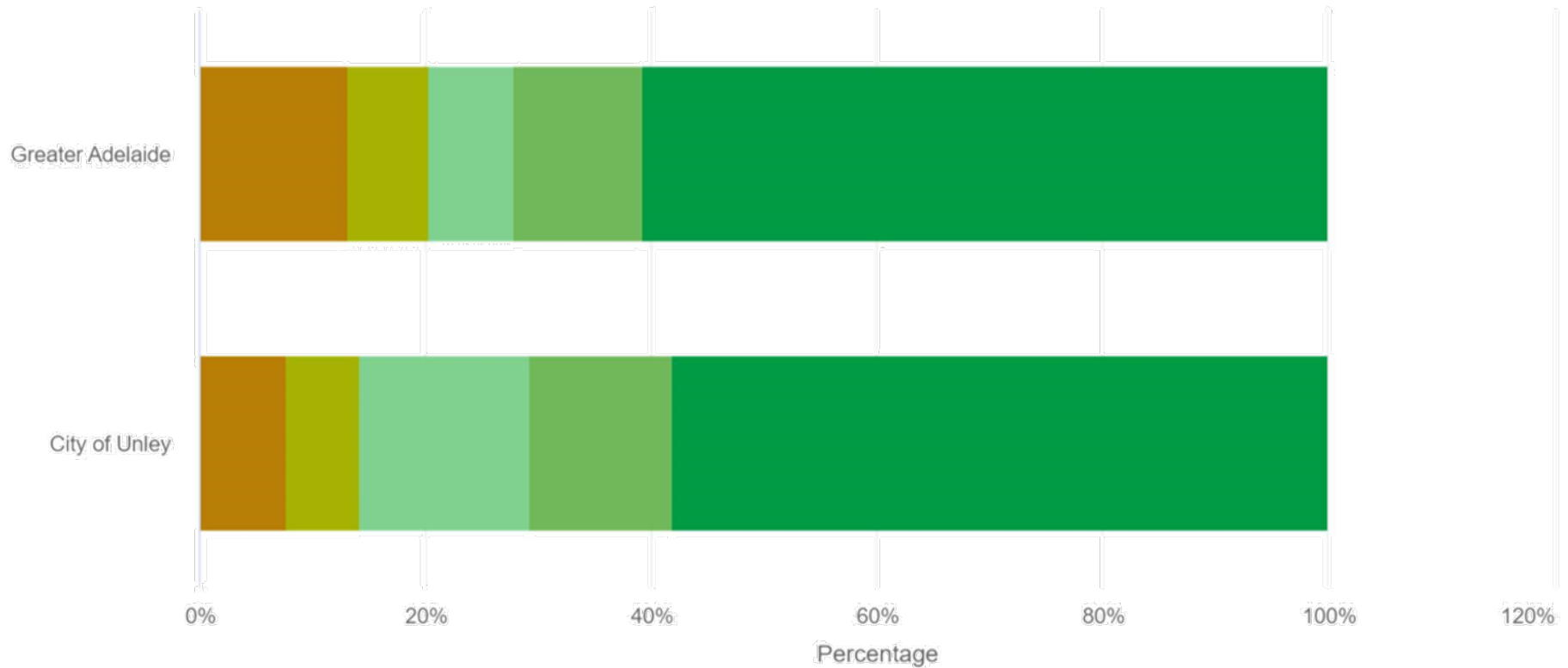
Source: Australian Bureau of Statistics, Labour force survey, catalogue number 6202.0, and Department of Employment, Small Area Labour Markets, December 2018. Compiled and presented in economy.id by .id (informed decisions).



Sources of income per household

City of Unley

Wages & salaries Property income Business income Superannuation Cash benefits



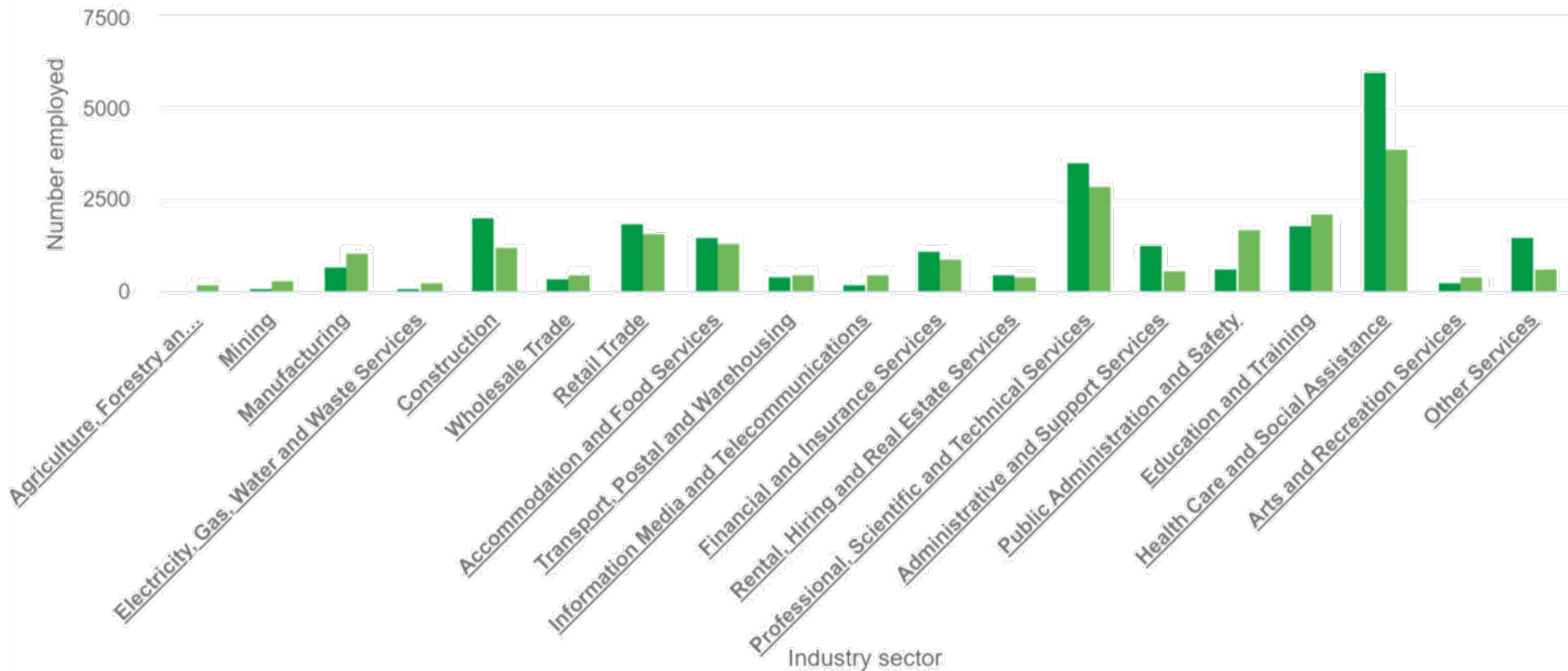
Source: National Institute of Economic and Industry Research (NIEIR) ©2023



Employment capacity by industry 2021/22

City of Unley

Local jobs Employed residents



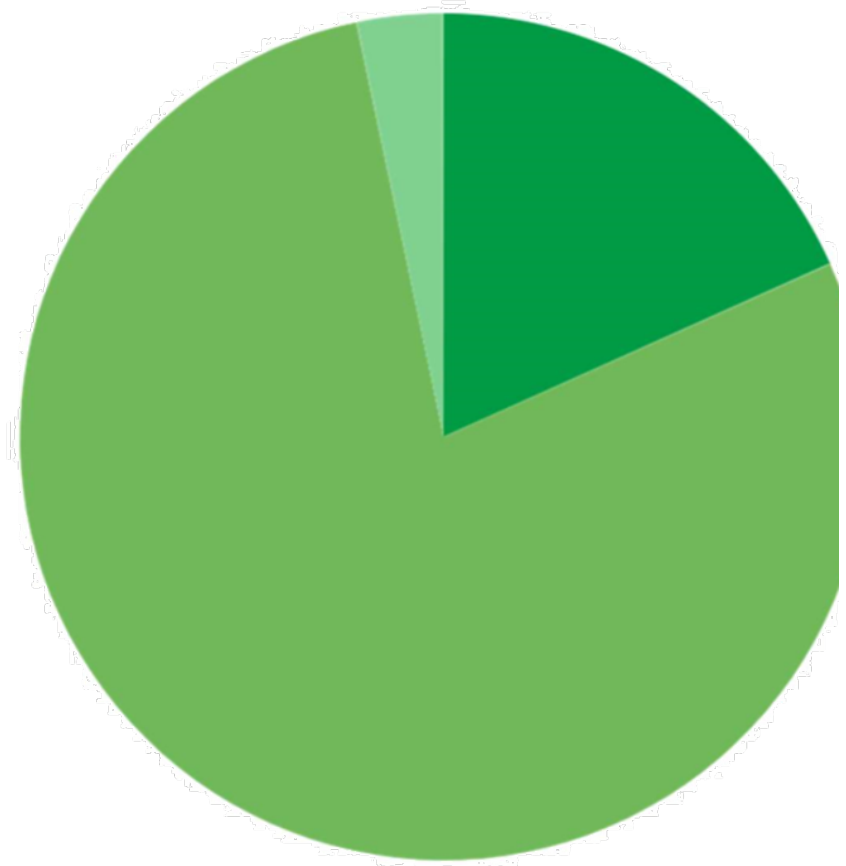
Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions)



Employment location of resident workers

Location	2021	
	Number	%
Live and work in the area	3,640	18.3
Live in the area, but work outside	15,586	78.4
No fixed place of work	655	3.3
Total employed residents in the area	19,881	100.0

Source: Australian Bureau of Statistics, [Census of Population and Housing 2021](#).

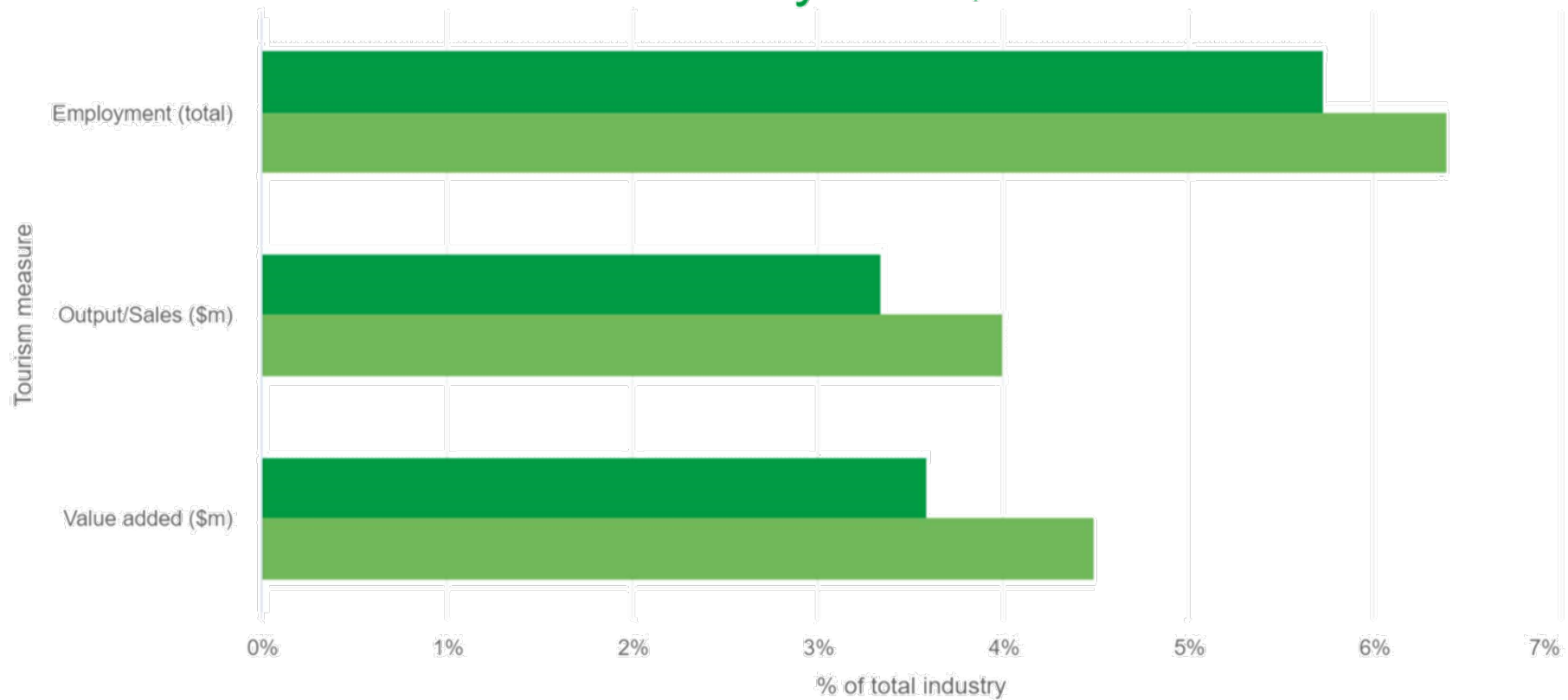


Live and work in the area
 Live in the area, but work outside
 No fixed place of wo

Value of tourism 2021/22

City of Unley South Australia

total tourism sales in the City of Unley was \$180.5 million



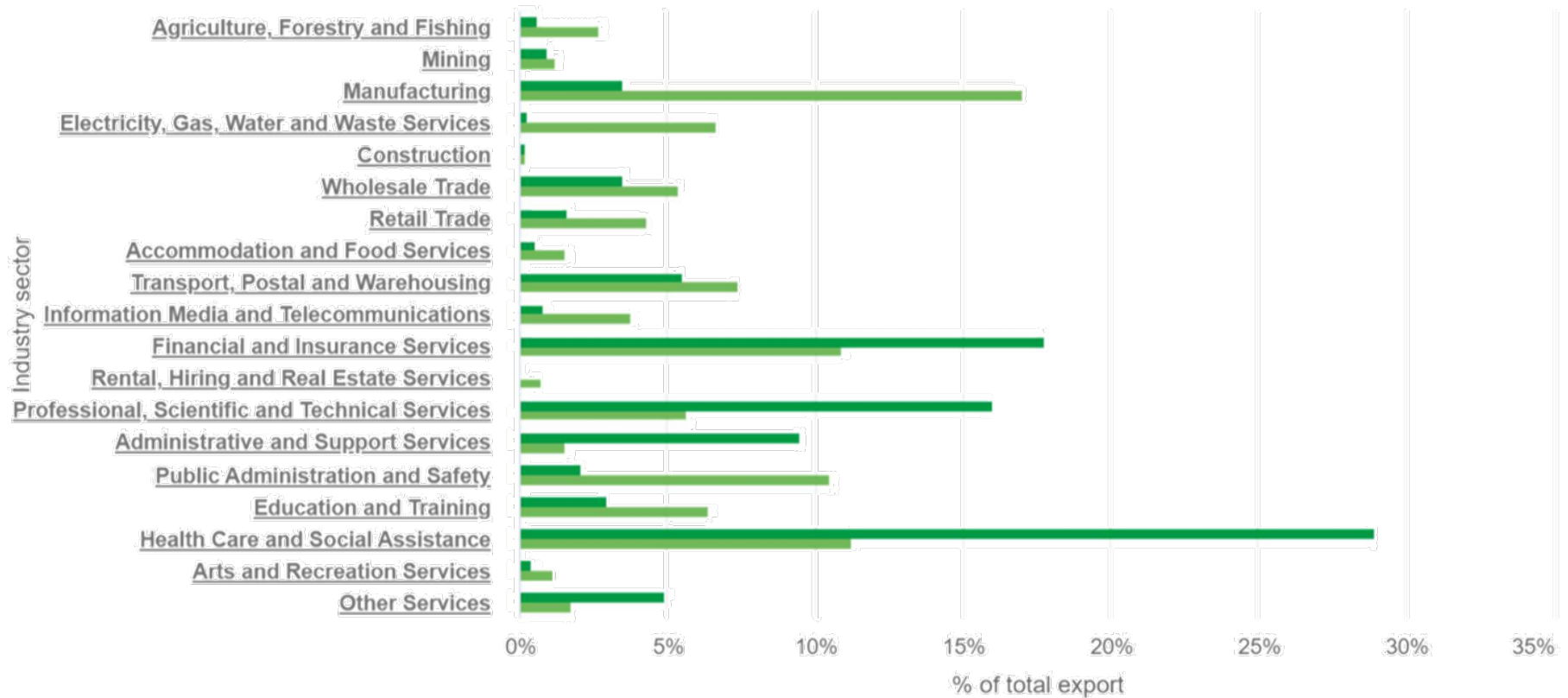
Source: National Institute of Economic and Industry Research (NIEIR) ©2021 Compiled and presented in economy.id by .id (informed decisions)



Total exports by industry sector 2021/22

total exports were \$1.8 billion in 2021/22.

■ City of Unley
 ■ Greater Adelaide



Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions)



Gross Regional Product

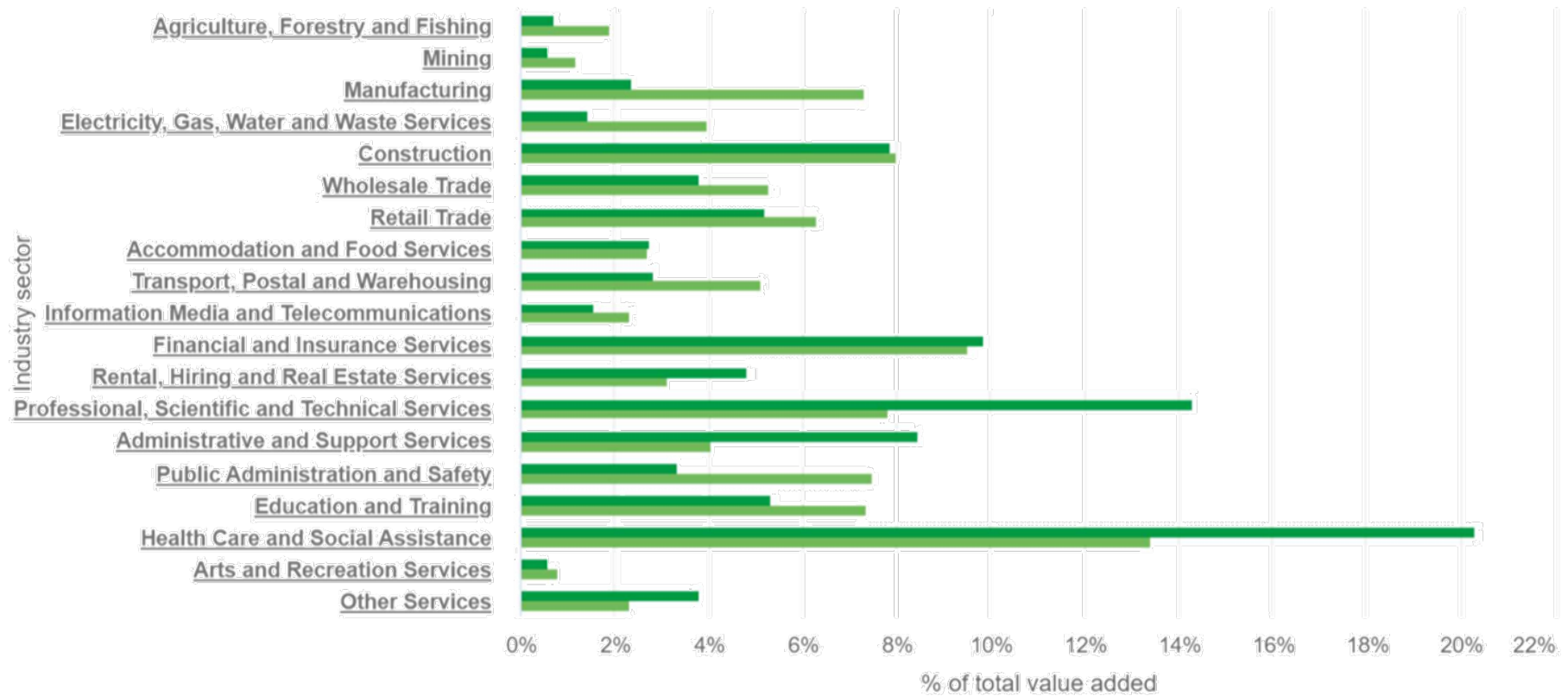
City of Unley

The City of Unley's Gross Regional Product was \$3,344m in 2021/22



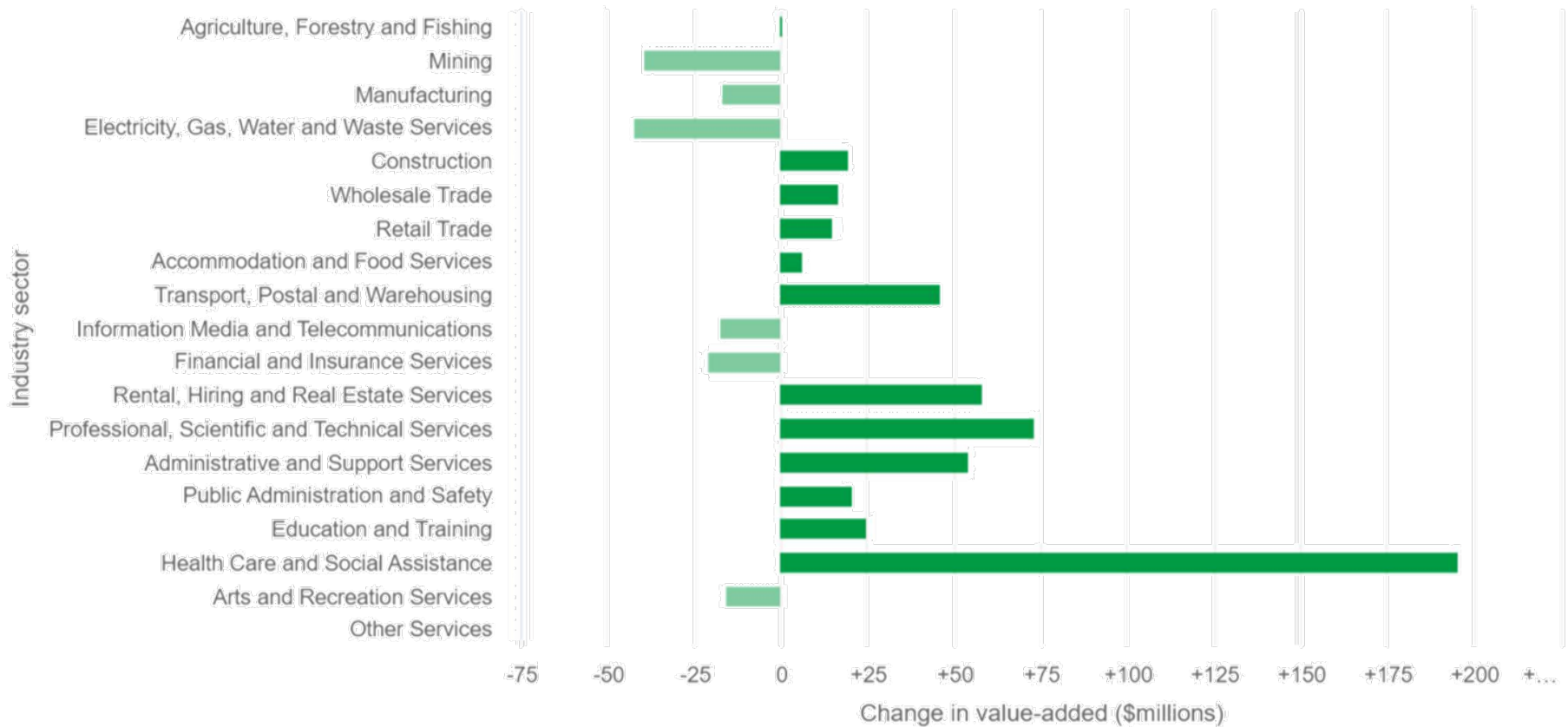
Value added by industry sector 2021/22

■ City of Unley
 ■ Greater Adelaide



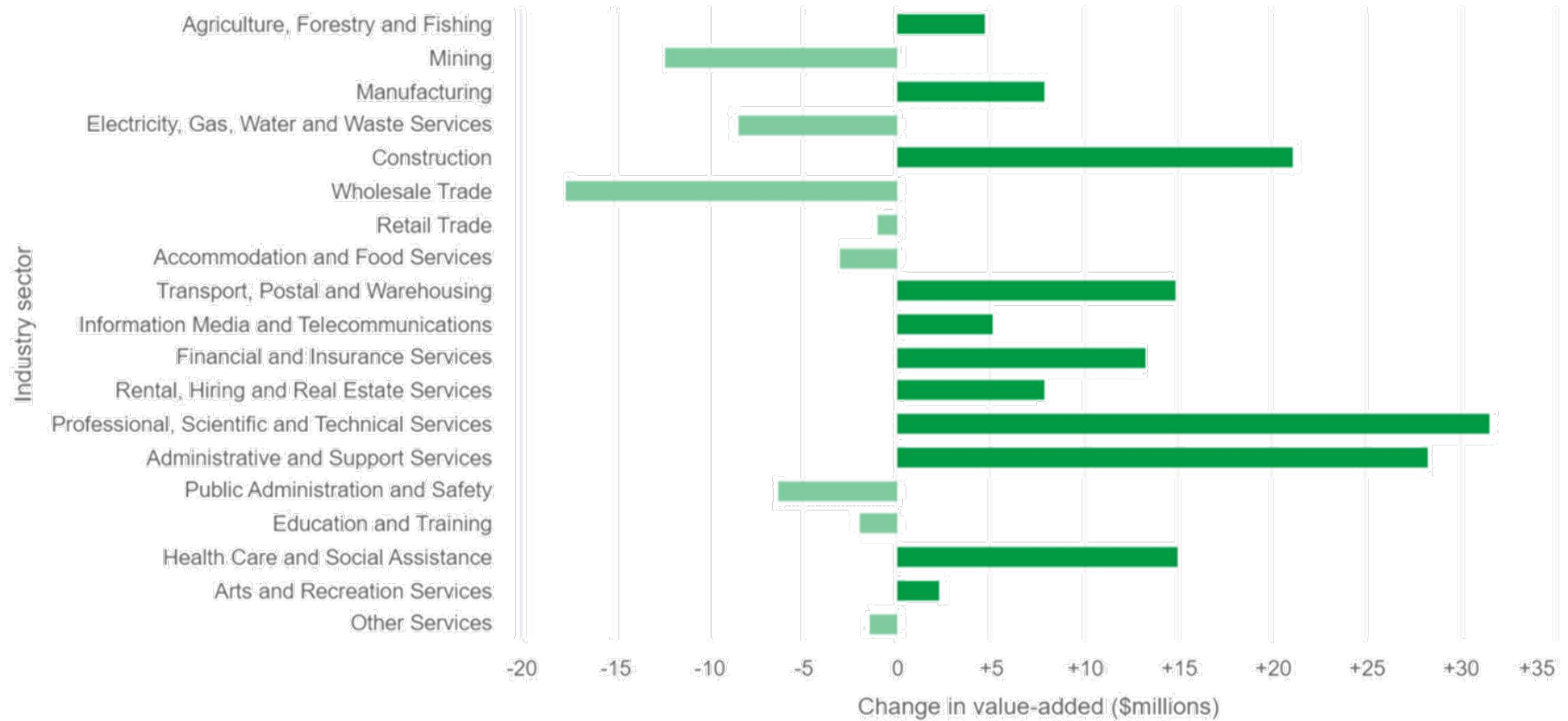
Change in value-added by industry sector, 2011/12 to 2021/22

City of Unley



Change in value-added by industry sector, 2020/21 to 2021/22

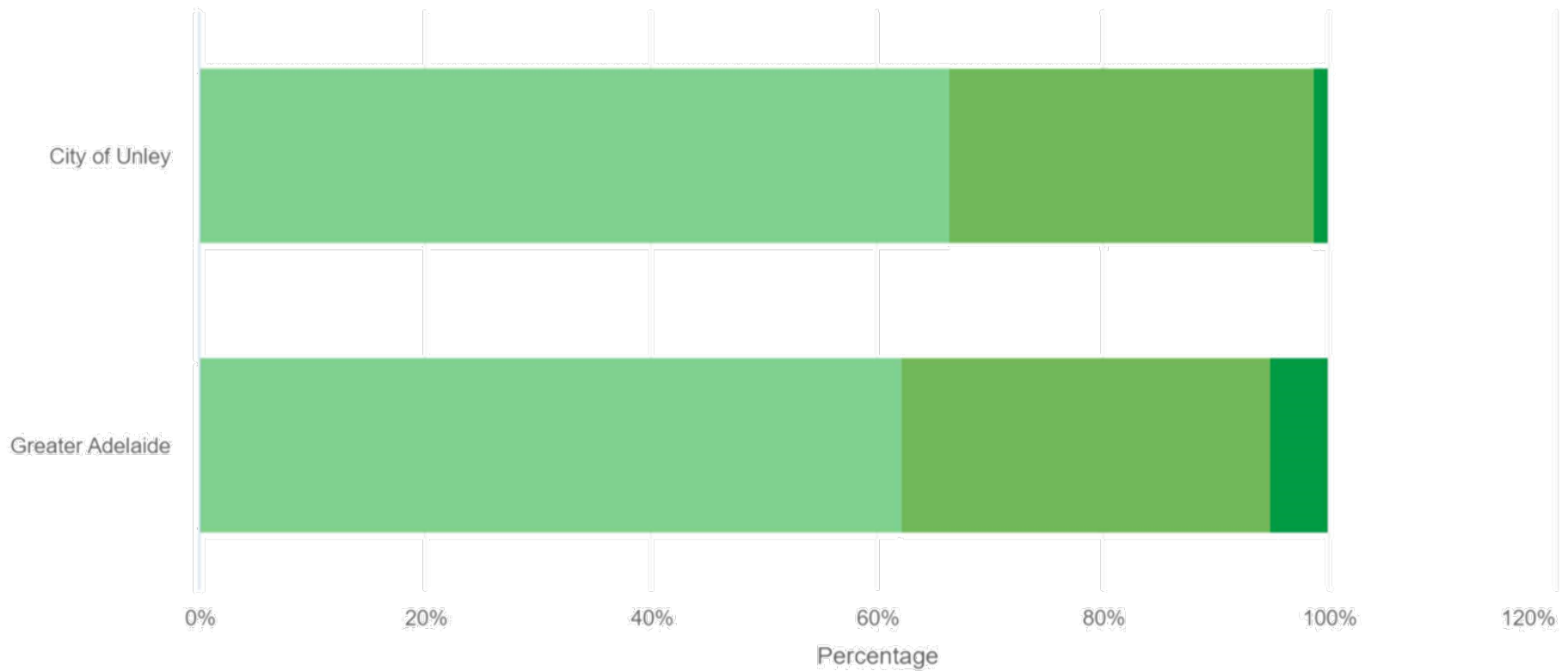
City of Unley



Economic output by destination 2021/22

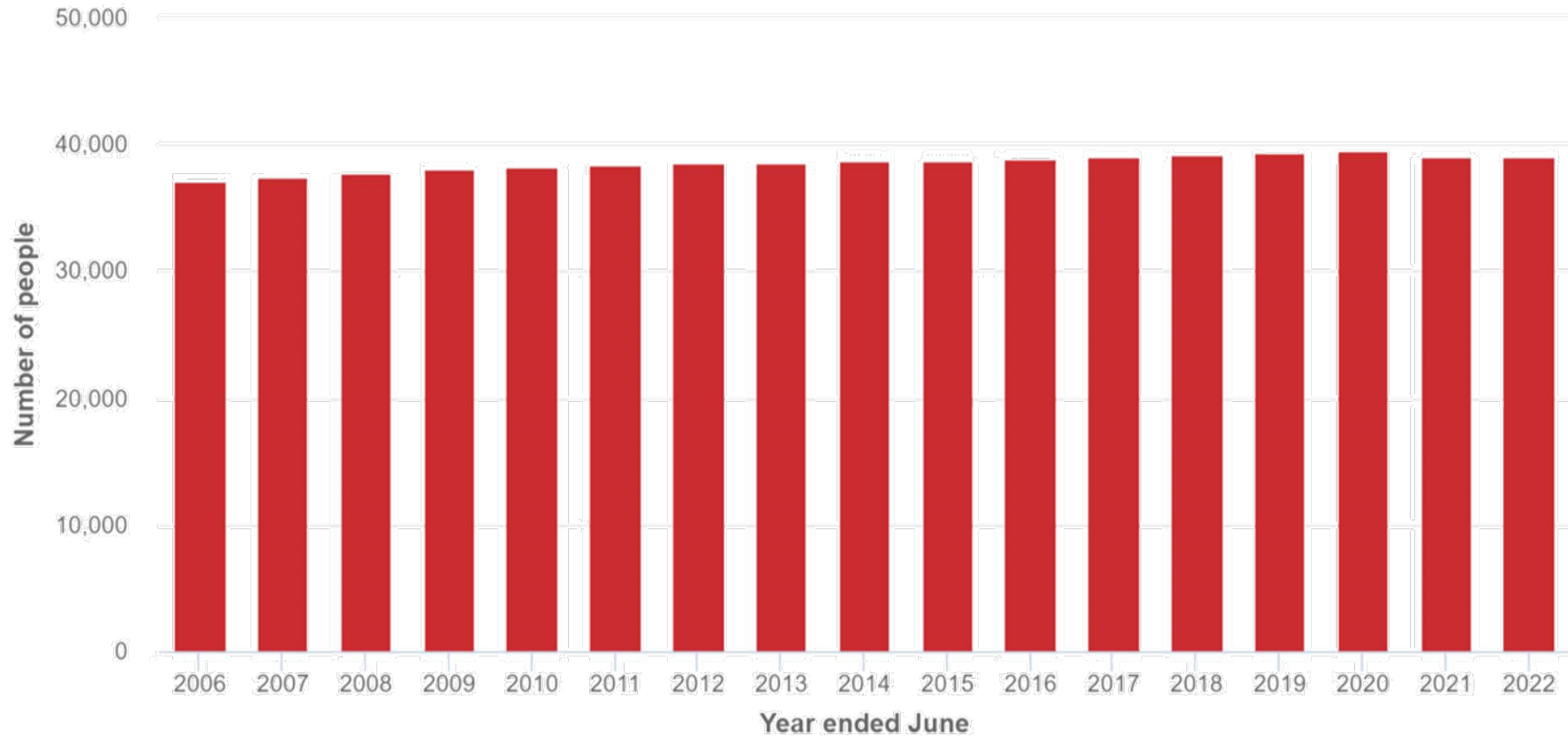
City of Unley - All industries

Local Sales Exports (domestic) Exports (international)



Estimated Resident Population (ERP)

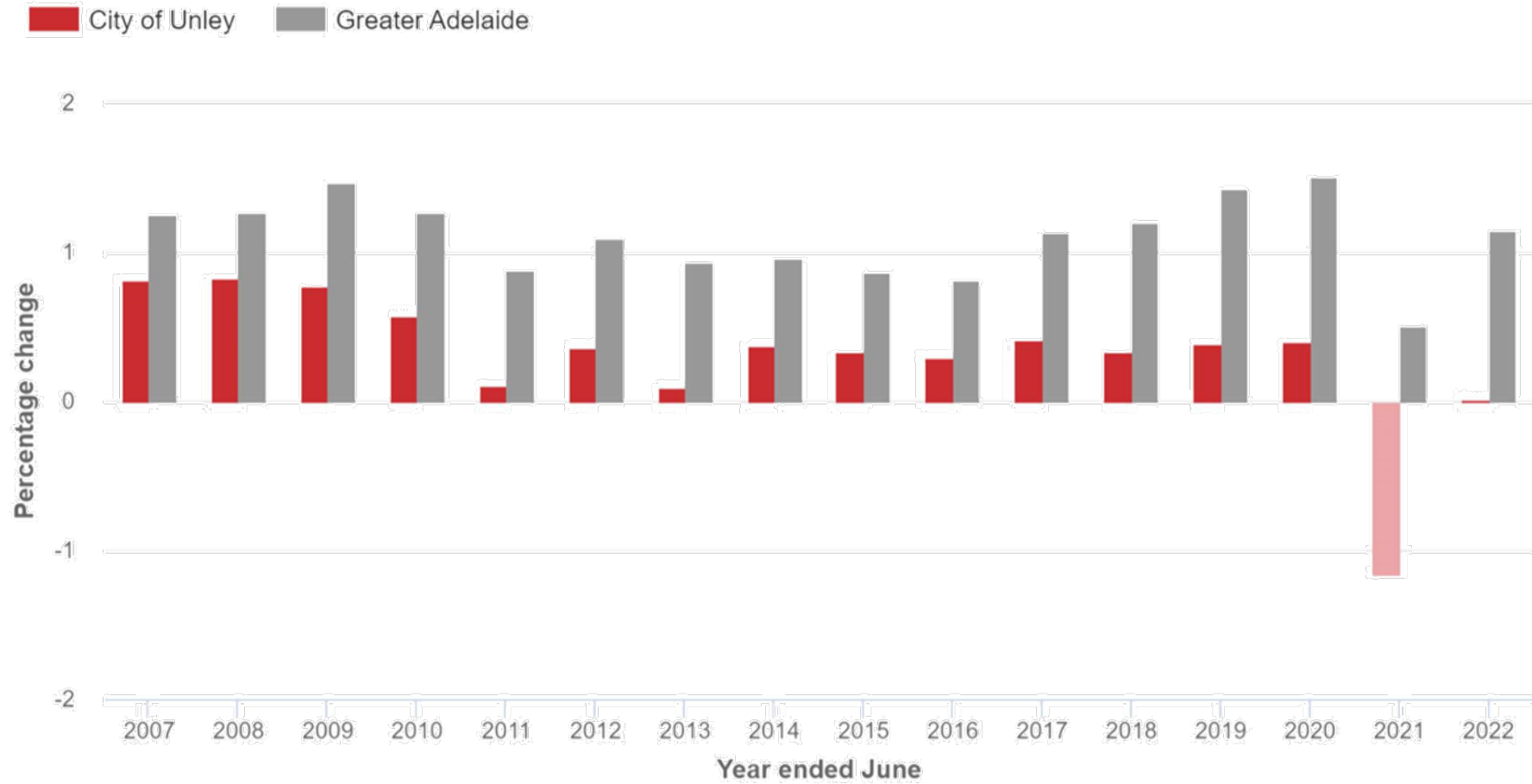
City of Unley



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id (informed decisions)

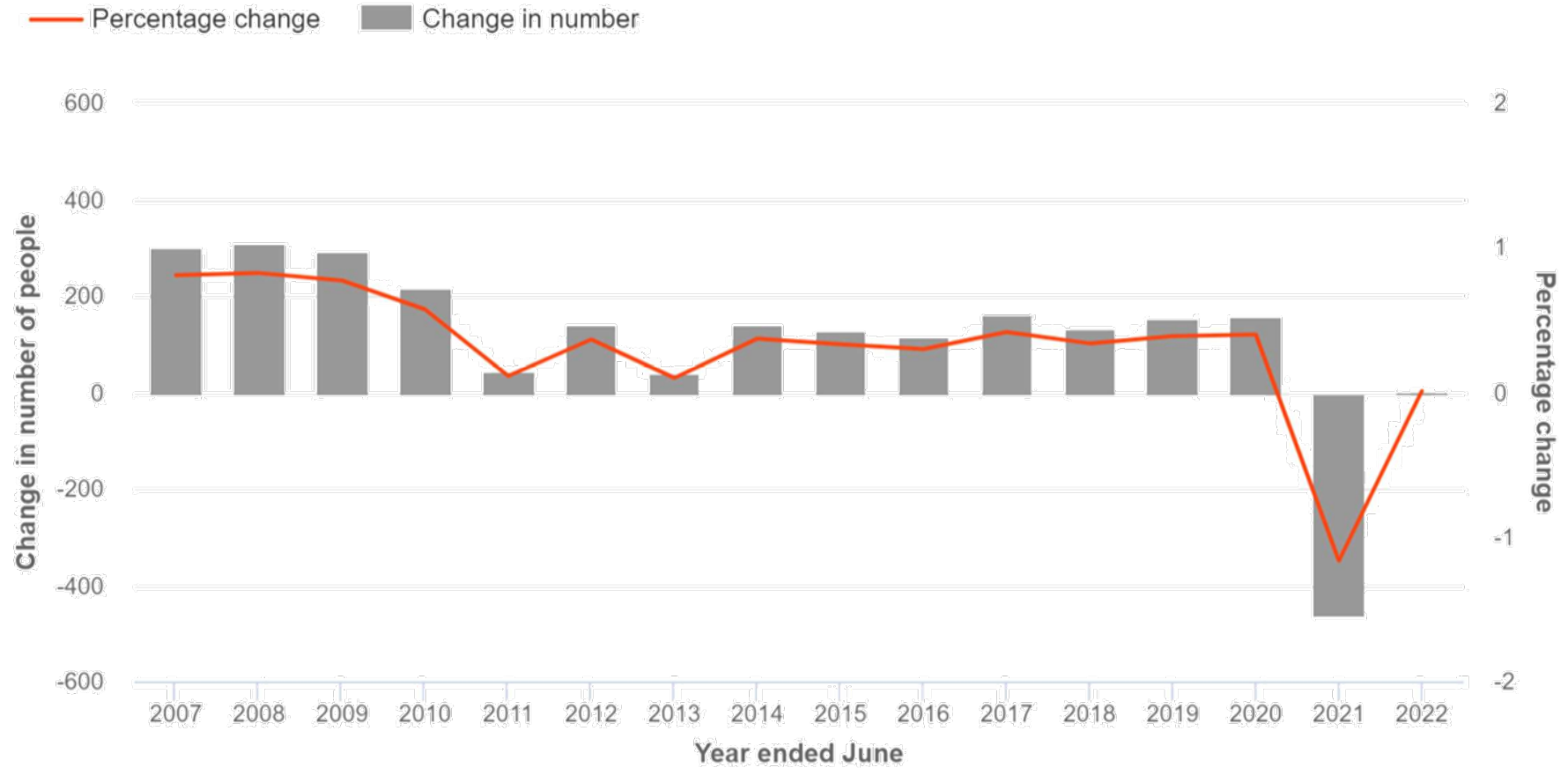


Percentage change in ERP - City of Unley compared to Greater Adelaide



Annual change in Estimated Resident Population (ERP)

City of Unley



Components of population change 2021-22



-197



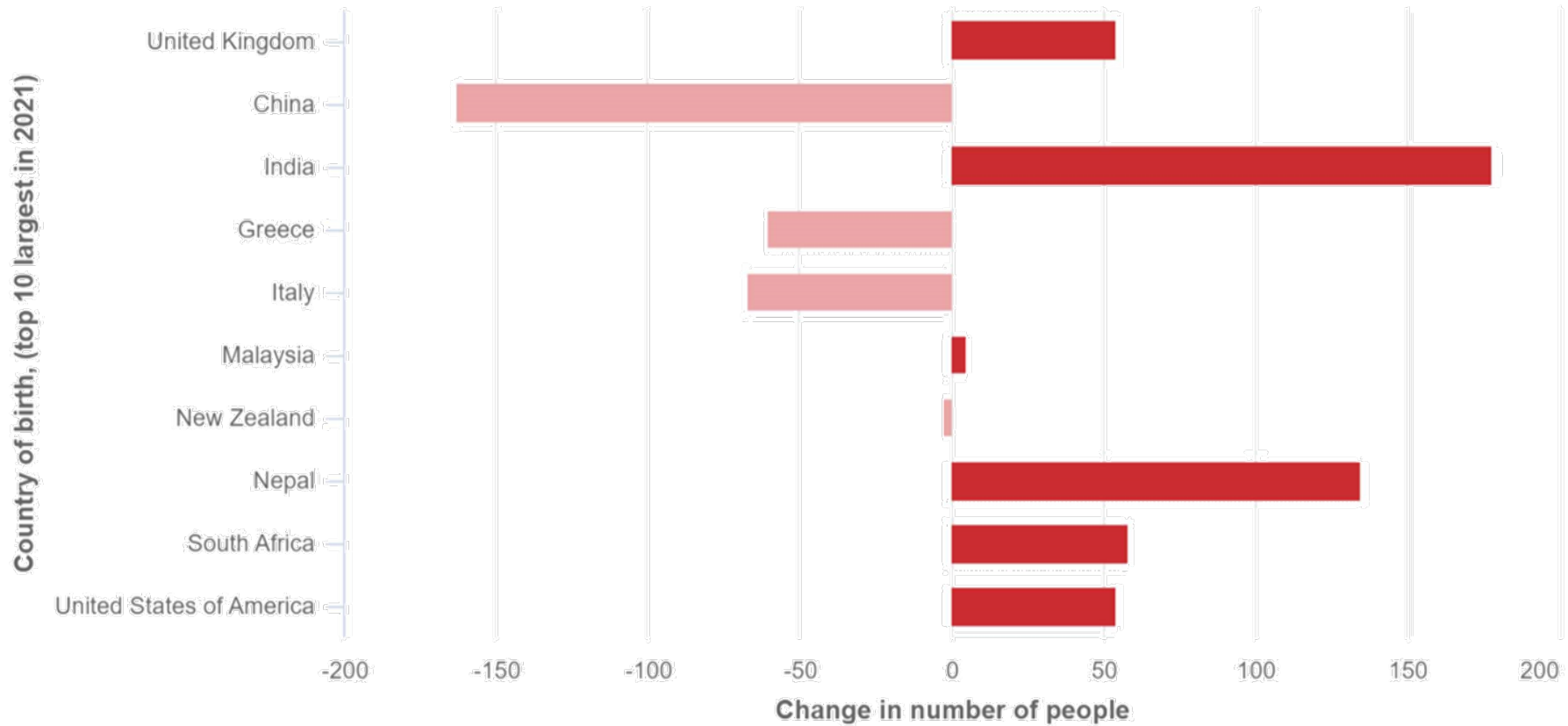
-221



421

Change in birthplace, 2016 to 2021

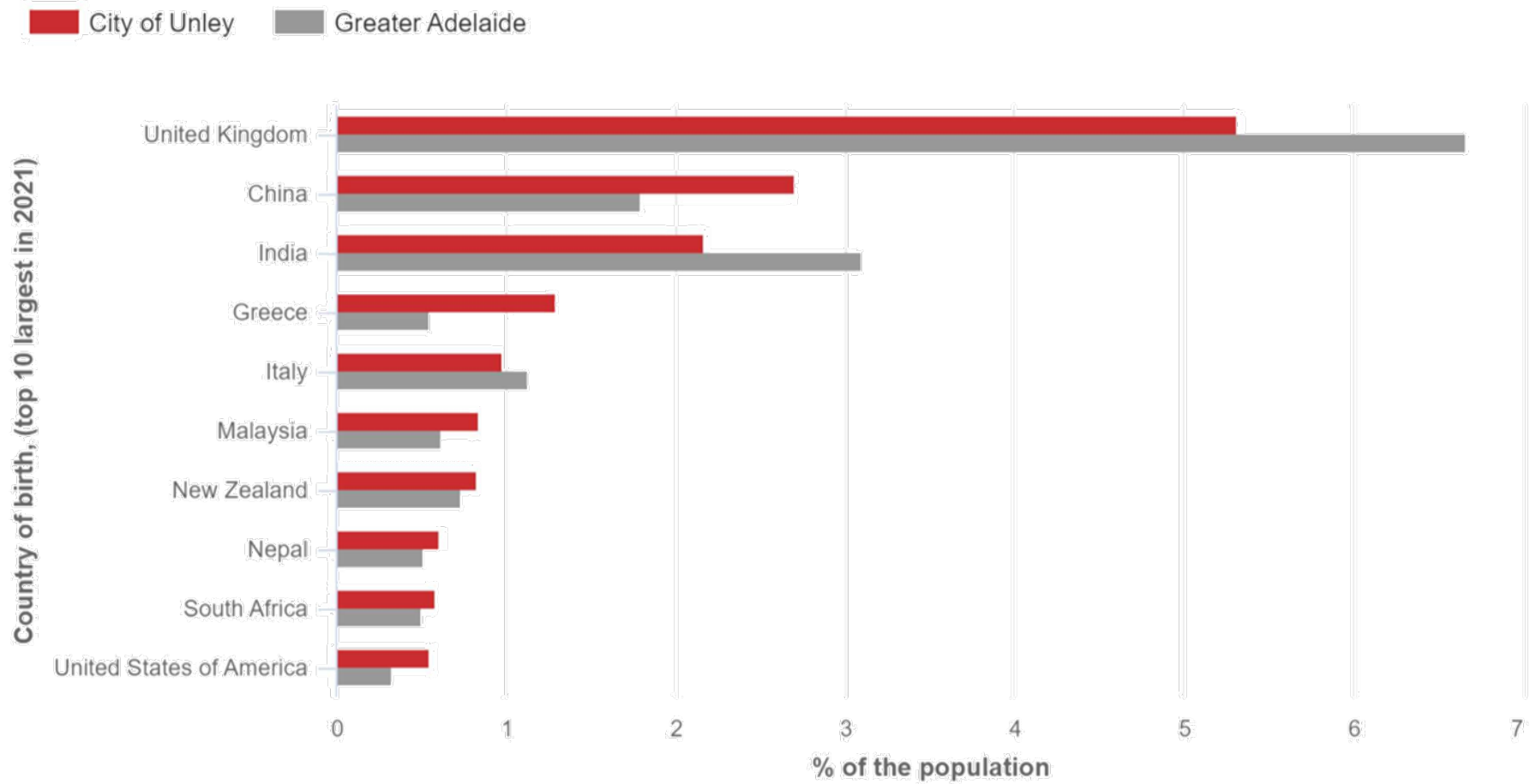
City of Unley



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 and 2021 (Usual residence data). Compiled and presented in profile.id by .id (informed decisions).

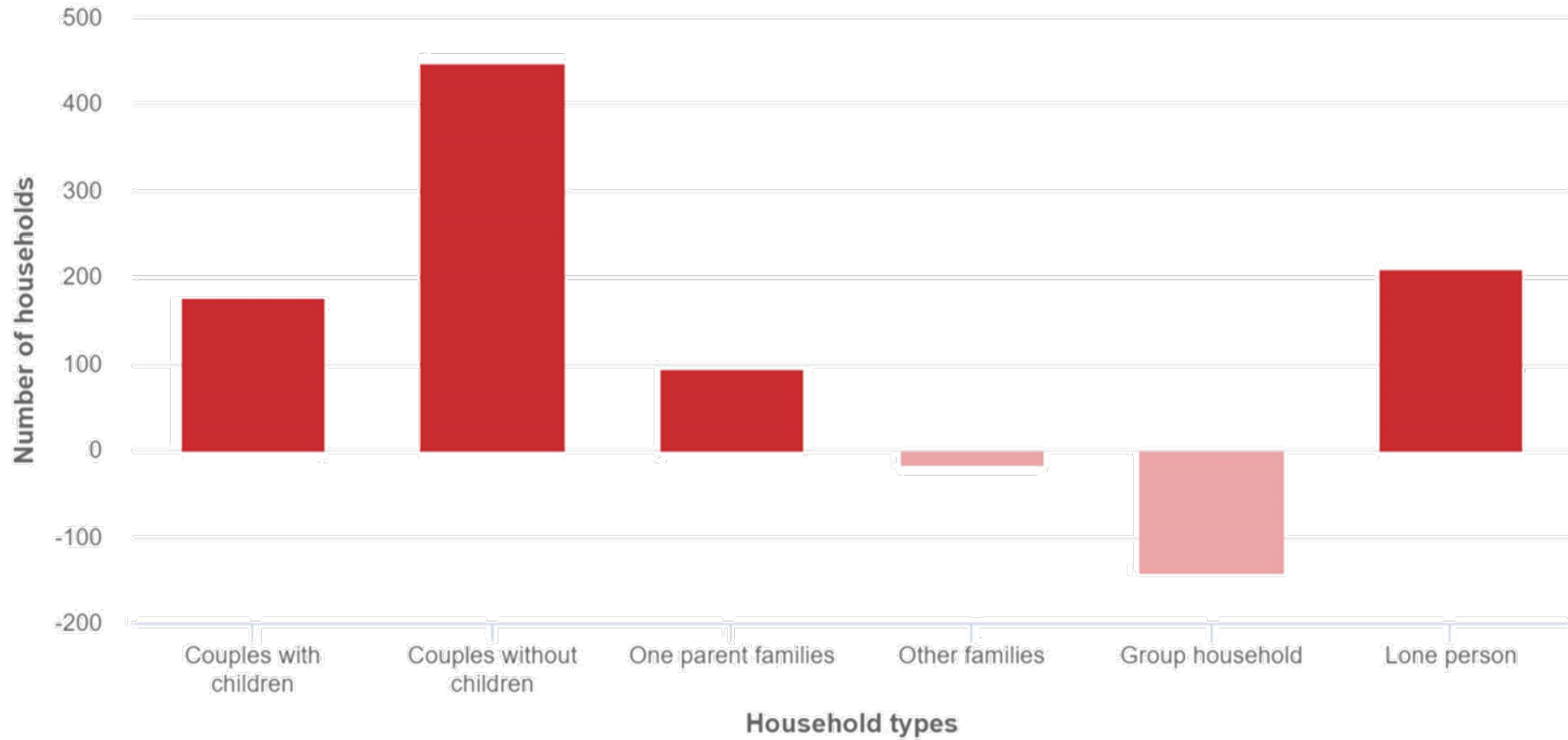


Birthplace, 2021

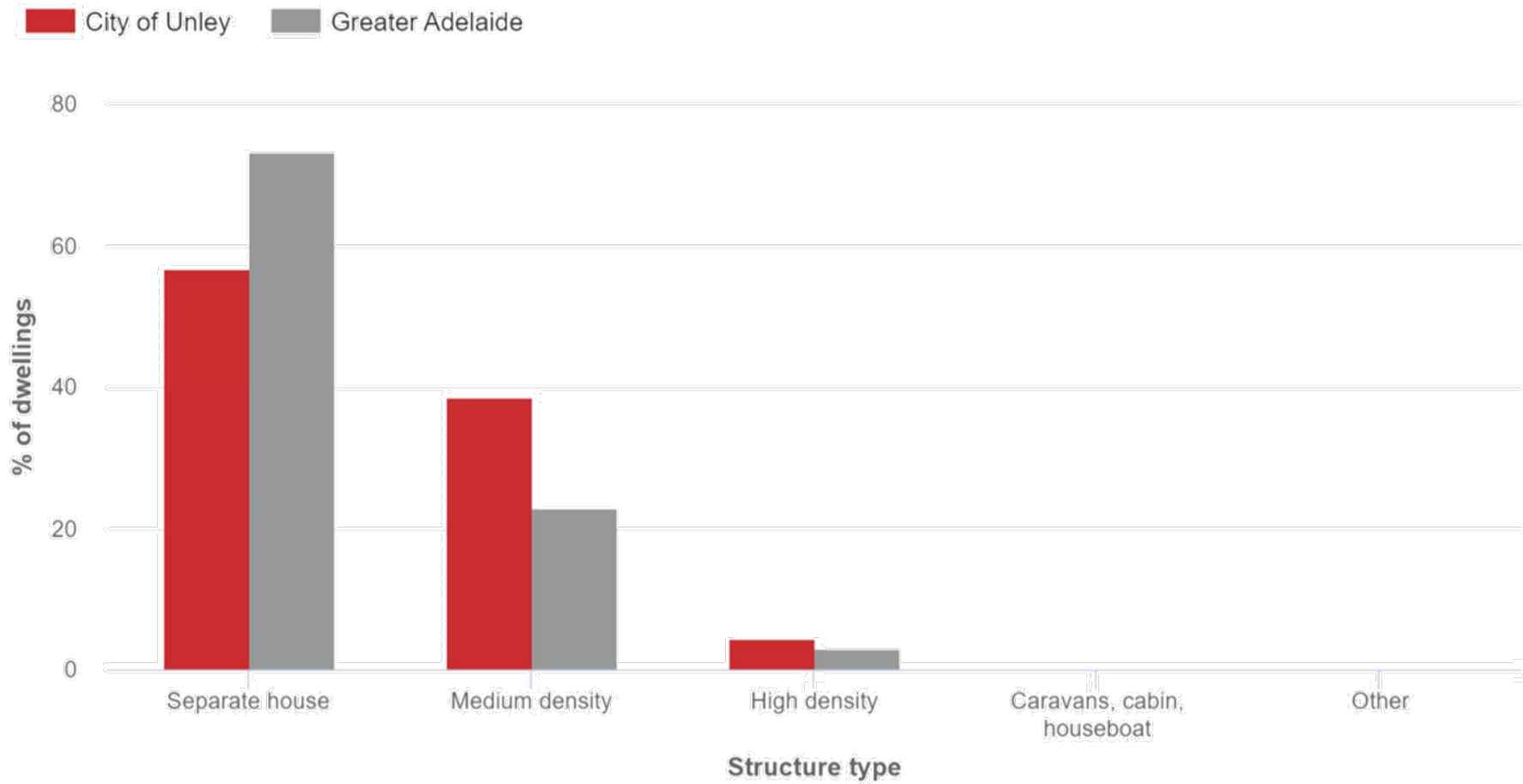


Change in household type, 2016 to 2021

City of Unley

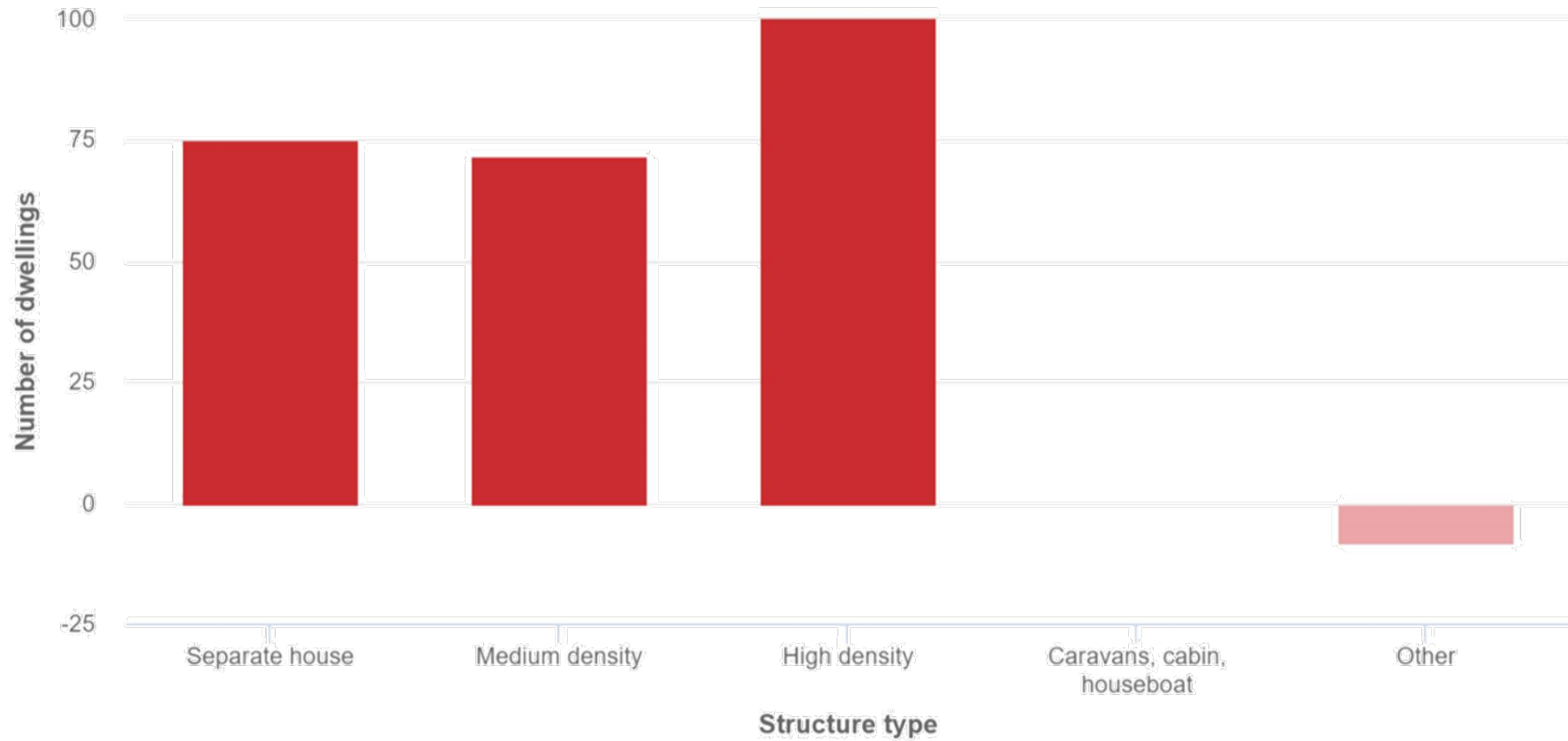


Dwelling structure, 2021



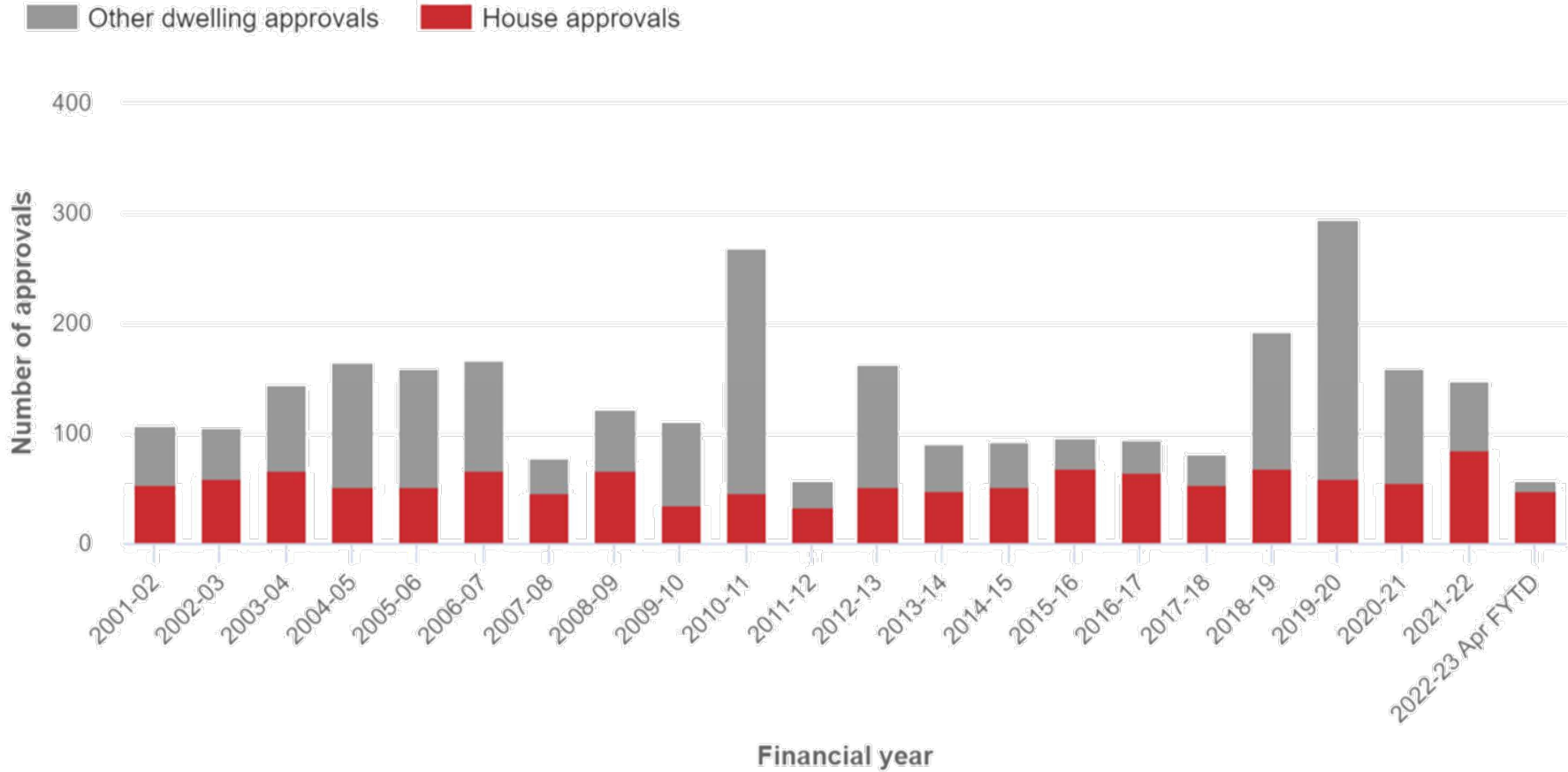
Change in dwelling structure, 2016 to 2021

City of Unley



Residential building approvals

City of Unley



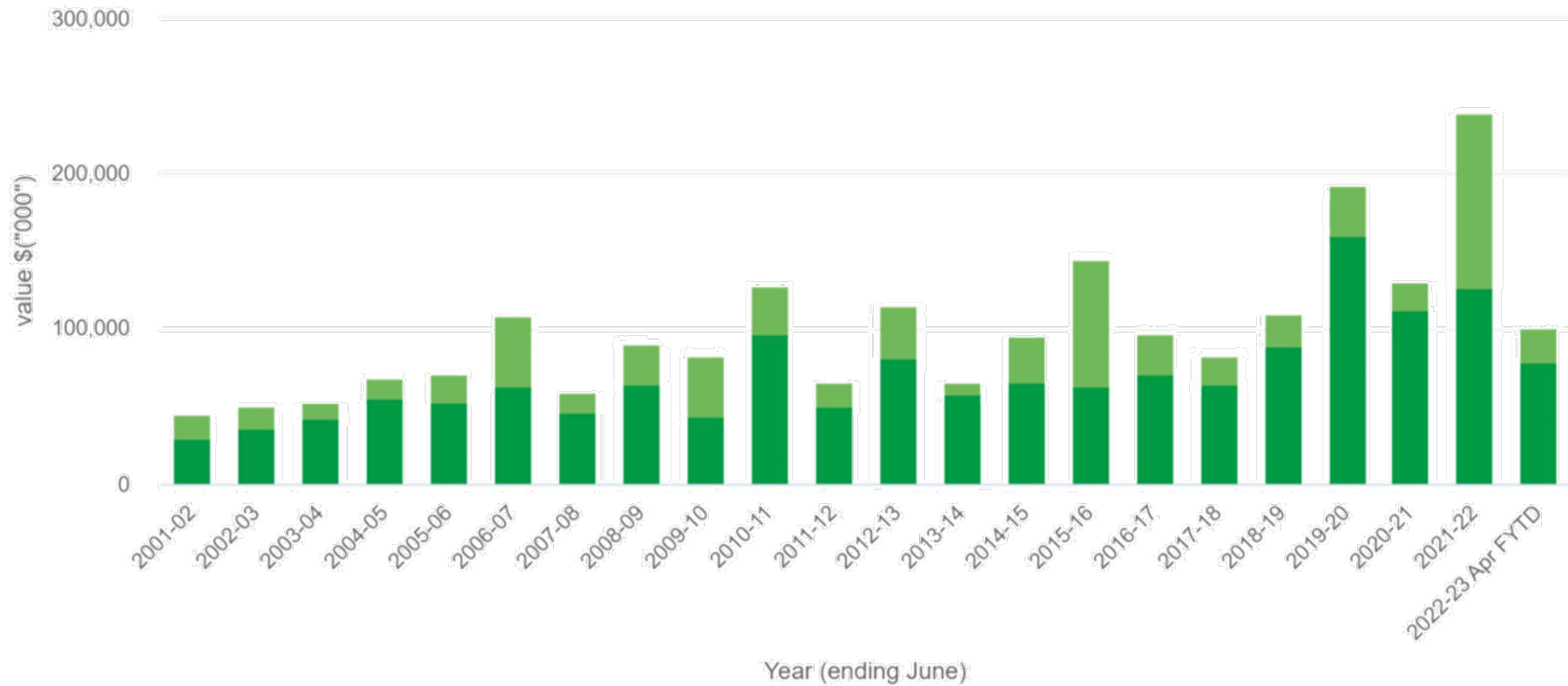
Source: Australian Bureau of Statistics, Building Approvals, Australia (8731.0). Compiled and presented by .id (informed decisions).



Value of total building approvals

City of Unley

■ Non Residential
 ■ Residential



Impacts of Future Development in Professional, Scientific and Technical Services

Economic measure	Output (\$m)	Value-added (\$m)	Local jobs
Impacts on City of Unley economy	--	--	--
Direct impact on selected sector(s)	2.31	1.11	10
Industrial impact	0.44	0.21	2
Consumption impact	0.06	0.03	0
Total impact on City of Unley economy	2.81	1.35	12
Multipliers	--	--	--
Type 1 multiplier (direct and industrial)	1.19	1.19	1.16
Type 2 multiplier (direct, industrial and consumption)	1.22	1.22	1.19
Impact on Australian economy	--	--	--
Total impact on Australian economy	5.49	2.60	23

Source: [National Institute of Economic and Industry Research \(NIEIR\) ©2023, ©2021.](#)

id.com.au/unley

.id's products and services

profile.id

economy.id

forecast.id

housing.id

views.id



Economic and demographic profiles



Economic and population forecasts



Housing needs and affordability analysis



Community liveability insights



Economic and population forecast monitoring



Industry analysis



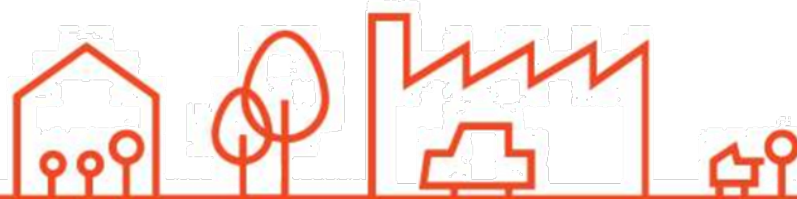
Economic impact analysis and benefit cost assessment



Economic health checks



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INFORMATION REPORT

REPORT TITLE:	BUSINESS SURVEY
ITEM NUMBER:	2.2
DATE OF MEETING:	09 AUGUST 2023
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	1. BUSINESS SURVEY BRIEFING 2. DRAFT BUSINESS SURVEY

1. **PURPOSE**

To provide members with the proposed methodology, instrument and promotion of the Business Survey.

2. **RECOMMENDATION**

That:

1. The report be received.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

4. Civic Leadership

4.1 We have strong leadership and governance.

4. **BACKGROUND**

The Economic Development Growth Strategy (2021-2025) reflects Council's commitment to economic growth, assisting and supporting the business sector, strengthening the local economy, and ensuring the City of Unley is known as a great place to do business.

The Strategy provides five objectives for economic growth, reflecting feedback from Council and the business community, framed by the City of Unley's Community Plan 2033 and the 30 Year Plan for Greater Adelaide.

The first objective is the provision of Civic Leadership in Economic Development. A whole of city approach to facilitate and promote business growth and investment ensuring desirability of the City of Unley as a business destination.

This business survey delivers on action item 1.2.4 – Conduct a biennial business survey to understand business needs. It supports the outcome of fostering networks and relationships to maintain an understanding of business needs and economic drivers.

5. DISCUSSION

In June 2023, Intuito (a local market research organisation) was engaged to undertake a Business Survey for the City of Unley. The cost of the engagement is \$30,000.

The scope of work for this project includes the following tasks:

1. Develop a comprehensive survey instrument that will collect data on the current economic and business environment in the City of Unley.
2. Conduct a survey of local businesses and residents using the developed survey instrument.
3. Analyse the survey data to identify key trends, issues, and opportunities related to economic development in the City of Unley.
4. Prepare a report that summarises the survey findings and provides recommendations for action.
5. Present the survey findings and recommendations to the City of Unley.

Proposed key milestones for the project include:

- 25 June 2023 – Initial Concept Design
- 25 and 26 July 2023 – Focus groups were held
- 30 July 2023 - Draft Business Survey developed and socialised internally
- 9 August 2023 – Review of draft survey by the Business and Economic Development Advisory Committee
- 11 August 2023 – All feedback to be incorporated into final survey
- 15 August 2023 – Build the survey and create the promotion campaign
- 28 August 2023 – Digitally launch the business survey
- 1 September 2023 – Business Survey is open and field work starts
- 30 September 2023 – Business Survey is closed at 5pm
- 1 – 12 October 2023 – Analysis and report writing
- 18 October 2023 – Draft report and base line data to be supplied to BEDAC.

Proposed promotional activities include:

- One social media post per week for four weeks
- Field workers will walk key precincts to obtain feedback on Ipads
- A letter from the Mayor to the business database (approximately 4000 businesses)
- A letter from the Presiding Member of BEDAC as a staged approach to businesses
- Unley Magazine

- Postcards will be printed with QR codes to the survey and these will be left at businesses and coworking spaces
- Promotion through our partners including Southern Business Connections, Business SA, Find Your Everything and Mainstreet marketing agencies.

Intuito will provide a presentation to Members providing high level feedback from the focus groups and will seek strategic feedback on the draft survey instrument.

This survey will provide invaluable base line data and business community insights that will assist us to create the next Economic Development Growth Strategy for 2025 - 2029.

It is expected that the next business survey will be undertaken in 2025.

6. **REPORT AUTHORISERS**

Name	Title
Peter Tsokas	Chief Executive Officer
Kathryn Goldy	Principal Governance Officer

Economic Development
Business Survey
City of Unley
August 2023



Agenda

- Methodology
- Focus groups
- Timelines
- Draft questionnaire
- Feedback and general strategic discussion

Methodology

- Phase 1: Focus groups
 - 2 groups of business owners/managers
- Phase 2: EDAC workshop tonight
- Phase 3: Business survey
 - 400 sample size
- Phase 4: Final reports/recommendations/presentations
 - Consolidated report
 - Tabulations
 - PowerPoint presentation

Focus groups – whole of area

Group 1 – 26/7/23	Group 2 – 27/7/23
Home-based business / fitness	Goodwood Rd - Entertainment
King William Rd / Fashion	Home-based business / IT
Goodwood Rd / Hospitality	South Road / Fitness
Greenhill Rd / Developer	King William Rd / Hospitality
Home based business / investor / online retailer	Greenhill Rd / Property Owner / Manufacturing
Fullarton Rd / Construction	Home-based business / Marketing
King William Rd / Professional services / Property owner	Goodwood Rd / Retail
Various locations / Health care/social assistance	

Focus groups – key themes

- KWR – redevelopment polarising
 - Tired, empty shops, parking issues, Traders Assoc, road mishaps
- Greenhill Road – Parking and entrance to area poor
- South Rd – no-one wants to go there
 - Parking issues, roadworks, no foot traffic
- Overall conditions – no COVID effects but cost-of-living
- Mad March/April – major downturn in business
- Foot traffic down, shop visibility KWR, people travelling overseas, networking opps down, staff issues (not hospitality)
- Main advantages of doing business in Unley
 - Support for business, central location, proximity to city, affluence, beauty
- Targets: Locals/intra/inter/international – Talk to SA Tourism
- Council comms look like council comms
- Missing? Butchers...bespoke not big chains

Focus groups – key themes

- Role of council
 - Bring people to area
 - Develop high level strategies
 - Infrastructure and main 4 streets
 - More support for all businesses
 - Fund/assist Traders Assoc
 - Safety/lighting
 - Beautification strategies
 - More activations/events (and assessment of)
 - Art exhibit/night markets
- Promotion of area
 - Collective not silos
 - Food/shopping? What will attract visitors?
 - Encourage visitation
 - Encourage locals out
 - Prospect has more going on!

Focus groups – key themes

- Mentorships/networking opps – yes
- What else for City of Unley
 - Listen more
 - Delineate Council vs Traders Assoc's
 - Continuity
 - Donna doing a great job
 - Telephone, 'Find your everything' eDM, Unley Connect (no to emails/socials)
- Council dealings
 - Council not very open to property changes
 - Staff continuity
 - No follow through
 - Not terribly responsive
 - Need to provide timely feedback - <10 days
- Review
 - Traders Association governance
 - Safety/crime/security cameras/lighting KWR

Timelines

- Focus groups – July (completed)
- Finalise survey questions – 11th August (socialised with management team and discussed with EDAC – end of week feedback to Donna)
- Build survey/create promo campaign – 16th August
- Launch 28th August digitally
- Fieldwork (online/face-to-face) 1st September till end of September
- Analysis and report writing 2nd October – 9th October
- Workshop results – 16th October
- Presentations commence 18th October

Draft questionnaire

- Draft questions circulated
- Questions should be based on the ED Strategy/Focus groups
- Any strategic issues
- Anything missing
 - Council's performance on ED
 - Business finance
 - Internet connectivity and online presence
 - E-commerce
 - Management and use of technology
 - Security and privacy of digital activity
 - Circular economy and sustainability
- Specific question feedback to Donna end of this week

Draft Questions v3 – City of Unley – 4th August, 2023

Intuito Market Research, an independent market researcher, is conducting a survey for the City of Unley seeking feedback from property owners, business owners and/or managers to understand what issues you are facing in the area and how Council can help.

The Council values your opinions, and these will be used to improve the services delivered to you by your Council. The survey should take about 10 minutes to complete.

We are offering every business that completes the survey a chance to win a cash prize of \$500. Entry is not mandatory. Please enter your details at the end of the survey if you wish to go into the draw.

Please note your responses will be 100% anonymous and confidential. The data collected will be aggregated and provided only to the Economic Development team at the City of Unley. All contact details that you opt to provide will be immediately removed from the survey questions. Intuito Market Research abides by The Research Society's Privacy Code for Market and Social Research. All data gathered will be treated with the strictest confidentiality and will only be used for research purposes. Intuito is a member of The Research Society and works to the highest privacy standards.

Screener:

Q1: Are you a property owner, or business owner or manager of a business that operates in the City of Unley Council area? (Single response.)

- Yes (continue interviewing)
- No (cease interviewing)

We would like to talk to you about business conditions right now.

Q2: How would you describe the following business conditions right now? Are they up, down or about the same as the previous quarter?

(Response per condition.)

Up / About the same / Down / N/A Don't know

- General business conditions
- Total sales / revenue
- Wages
- Export sales
- Non-wage labour costs (on costs like super, payroll taxes, electricity, etc.)
- Selling prices
- Profitability
- Number of employees
- Overtime worked
- Investment in buildings and structures
- Investment in plant and equipment

- Investment in eCommerce

Q3: Thinking about the next 12 months< how confident do you feel about your business prospects? (Single response.)

- Extremely confident
- Fairly confident
- Neither confident nor worried
- Fairly worried
- Extremely worried
- Don't know / not sure

Q4: As far as business is concerned, what difficulties, if any, are you facing now? *Please choose all that apply.*

- Lack of work or sales
- Lack of foot traffic
- Finding or keeping staff
- Cash flow, bad debts, or low profitability
- Competition
- Issues with Council / rates / approvals / business help
- Economic climate
- Costs or overheads (i.e. rent, electricity, etc.)
- Taxes
- I do not have any problems currently
- Other (please specify) _____

Now we would like to talk to you about your interactions with Council.

Q5: Have you connected with Council for any reason in the last 12 months? (Single response.)

- Yes (go to Q6)
- No (go to Q7)
- Don't know / not sure (go to Q7)

Q6: What interactions have you had with Council in the last 12 months? *Please choose all that apply.*

- Economic development
- Parking issues
- Waste issues
- Planning approval
- Hard rubbish collection
- Events
- Traders Association
- Infrastructure issues
- Meet Mayor / Elected Members
- Other (please specify) _____

Q7: On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you generally rate your experience in doing business with Council?

Poor
0 1 2 3 4 5 6 7 8 9 10 Excellent
N/A

- Interaction with economic development staff
- Delivery of planning and building permits
- Town planning initiatives that plan for future growth
- Delivery of food safety and health inspections
- Delivery of traffic management and parking
- Delivery of footpath management
- Delivery of local laws / enforcement
- Maintaining shopping precincts
- Facilitation of major events, cultural festivals and attractions
- Waste and environmental management
- Level of bureaucracy

Q8: On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please rate your level of agreement with the following statements in relation to Council?

Strongly disagree
0 1 2 3 4 5 6 7 8 9 10 Strongly agree
N/A Don't know

- The Council provides convenient and accessible services for business
- I think the Council is supportive of local businesses and industries
- The mix of business in the business precincts contributes to the prosperity of the area
- The Council area provides the opportunity for new enterprises and local employment
- The Council should promote the area as a centre for food and shopping
- The Council should facilitate a local economy, supporting and supported by its community
- The Council provides sufficient opportunities for business engagement
- There is good communication between businesses and Council

Q9: What are your expectations of the Council in relation to business development within the Council area? *Please choose all that apply.*

- Look after the business needs / listen to them
- Maintain / provide good service
- Promote businesses / the area
- Better communication / information
- Promote the area to raise visitor traffic
- Provide better / more car parking
- Activate precincts to make them more attractive
- Ensure area is safe and well lit
- Help support the trial of new technology
- Provide connections to environmental solutions
- Don't know / not sure
- Other (please specify) _____

Q10: Which of the following business events or networking opportunities would you like to participate in? (Multiple response.)

- Professional business networking
- Peer to peer support to generate greater outcomes (such as industry clusters, focus groups)
- Business mentoring
- Business coaching
- Business panel
- Other (please specify) _____

Q11: What are the three major issues that Council should be addressing in the next two years? *Please choose three only. Randomised.*

- Retaining the current businesses
- Enhancing the amenity of precincts by preserving the character and increasing the tree canopy
- Revitalisation of business precincts from an access, amenity and activation perspective
- Preserving / increasing areas of open space
- Sharing solutions for environmental sustainability and to reduce our impact on our environment
- Improving business information from Council
- Access to business support services
- Enhancing car parking / mobility / last mile infrastructure
- Retaining community health and wellbeing
- Promoting the area as a place for business and investment
- Filling empty shop or office space (business attraction)
- Enhancing foot traffic by more activation / events
- Other (please specify) _____

Q12: Which of the following business neighbourhoods are you located in or nearby?

- King William Road
- Unley Road
- Goodwood Road
- South Road
- Greenhill Road
- Fullarton Road
- Glen Osmond Road
- Duthy Street
- East Avenue
- I work from home
- Other (please specify) _____

Q13: What do you think is the MOST important problem facing your business neighbourhood today? (Open ended.)

Q14: On a scale of 0 to 10, where 0 is extremely unlikely and 10 is extremely likely, how likely is it that you would recommend the City of Unley as a place to do business to others contemplating buying or starting a business in the area?

Extremely unlikely
 0 1 2 3 4 5 6 7 8 9 10
 Extremely likely
 Don't know

Q15: Why did you rate your answer this way? (Open ended.)

Q16: On a scale of 0 to 10, where 0 is extremely dissatisfied and 10 is extremely satisfied, how satisfied are you with the mix of business in the following areas?

Extremely dissatisfied
 0 1 2 3 4 5 6 7 8 9 10
 Extremely satisfied
 Don't know

- King William Road
- Unley Road
- Goodwood Road
- South Road
- Greenhill Road
- Fullarton Road
- Glen Osmond Road
- Duthy Road
- East Avenue
- Throughout the entire City of Unley

Q17: Are there businesses that are missing from the mix within the City of Unley that would benefit the area and therefore your business? (Open ended.)

Q18: On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you rate the following in the City of Unley in terms of supporting your business operations?

Poor
 0 1 2 3 4 5 6 7 8 9 10
 Excellent
 N/A

- Public transport
- Infrastructure (public realm, footpaths, roads, etc.)
- Accessibility (how you move around your area)
- Liveability of the area
- Amenity of the area (the look and feel of your area)

- Car parking
- Public toilets
- Activation (is economic benefit being created)

Q19: On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please rate how strongly you agree that Council provides good governance, good financial management and value for your rate dollar?

Strongly disagree
0 1 2 3 4 5 6 7 8 9 10 N/A Don't know
Strongly agree

Q20: On a scale of 0 to 10, where 0 is extremely dissatisfied and 10 is extremely satisfied, how satisfied are you with the performance and quality of service provided by Council?

Extremely dissatisfied
0 1 2 3 4 5 6 7 8 9 10 Don't know
Extremely satisfied

Q21: How would you prefer to receive information about the Council's services and activities for business? *Please choose all that apply.*

- Council's e-newsletter for business
- At community and business events
- Council's business website
- Precinct websites (e.g. King William Road)
- Social media pages (Find your everything, City of Unley, Trader Association Socials)
- Relevant topics or projects via direct fliers / mailouts
- Council libraries / library noticeboards
- Contact with Council staff (phone call)
- Email
- Text message
- Letterbox drops
- Unley Life Magazine
- I'm not interested in receiving information
- YourSay survey platform
- Council bins
- Other (please specify) _____

Q22: Do you have any suggestions or ideas on what strategies the City of Unley can implement to support better business conditions for you? (Open ended.)

We would like to know a little bit about your business to help us understand the profile of business in the area.

Q23: What industry sector do you fall into? (Single response.)

- Accommodation & food service
- Administration and support services
- Arts & recreation services
- Construction
- Education & training
- Electricity, gas, water, or waste services
- Financial and insurance services
- Health care and social assistance
- Information media & telecommunications
- Manufacturing
- Professional, scientific & technical services
- Public administration & safety
- Rental, hiring & real estate services
- Retail trade
- Transport, postage & warehousing
- Wholesale trade
- Other (please specify) _____

Q24: In which suburb of the City of Unley is your business/es located?
(Multiple response.)

- Black Forest
- Clarence Park
- Everard Park
- Forestville
- Fullarton
- Goodwood
- Highgate
- Hyde Park
- Kings Park
- Malvern
- Millswood
- Myrtle Bank
- Parkside
- Unley
- Unley Park
- Wayville

Q25: How long has your business operated in the City of Unley Council area? (Single response.)

- Less than a year
- 1-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- 21-25 years
- 26-30 years
- More than 30 years

Q26: How many people (including management and owners) does your business currently employ? (Single response.)

- 1
- 2-5
- 6-10
- 11-20
- 21-49
- 50-199
- 200+

Q27: What is your estimated annual turnover range this year? We are not asking for your details so this information is just for statistical purposes only and cannot be linked to you or your business. (Single response.)

- Less than \$500,000
- \$500,000-\$ 1 million
- \$1 million - \$5 million
- More than \$5 million
- Prefer not to say

Q28: If you would like to be entered in the draw to win \$500 cash please provide your name, business name, email address and a contact phone number. Your details will not be linked to your answers nor used for any other purpose beyond this competition.

Your name _____
Business name _____
Email address _____
Phone number _____

Terms and Conditions: Entry into the Intuito \$500 cash prize draw is by completion of the business survey either online or in person. Entries open Friday, 25th August, 2023 and closes Sunday 24th September, 2023. The draw will take place on 26th September, 2023. All entries will be via the survey from Intuito. All entries will be automatically logged into a database of entries and assigned a number from 1 to X, with X being the total number of entries received to date. One random number between 1 and X, with X being the total number of entries received to date, will then be generated using the random number generator at www.random.org. The number generated will be matched to the corresponding numbers in the database of entries and this entry will be deemed the winner. The total prize pool is \$500. The winner will be notified personally by email and phone. The prize will be sent to the winner's nominated address via Australia Post or internet banking. Insurance is at the winner's discretion and cost. The promoter is Intuito Pty Ltd, 2/39 Clarke Street, Norwood SA 5067. Neither the promoter nor its agencies will be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect, consequential, or economic loss) or for personal injury suffered or sustained by association with the use of this prize, except for any liability which cannot be excluded by law.

Thank you for completing this important business survey. If you would like to participate in a local business network or advisory committee or an ongoing business panel to provide feedback to the Council on economic development initiatives, email your details to Donna Griffiths at dgriffiths@unley.sa.gov.au.

INFORMATION REPORT

REPORT TITLE:	BUSINESS AND ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DRAFT WORK PLAN (2023 - 2024)
ITEM NUMBER:	2.3
DATE OF MEETING:	09 AUGUST 2023
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	1. DRAFT WORKPLAN 2023/2024

1. **PURPOSE**

To provide a draft Work Plan for 2023 to 2024 from the July workshop.

2. **RECOMMENDATION**

That:

1. The report be received.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

4. Civic Leadership

4.1 We have strong leadership and governance.

4. **BACKGROUND**

The Business and Economic Development Advisory Committee (BEDAC) has been formed to provide strategic advice to Council in relation to the growth and development of the Unley economy and the general business environment. The Committee also provides advice and input on effective policies regarding business and economic growth.

The Committee was formed on 27 March 2023 and will expire on 27 March 2025. It comprises two Elected Members and six independent representatives. The Committee has no delegated decision-making power from Council. All recommendations made by the Committee will be put to Council for consideration.

5. **DISCUSSION**

Since the formation, the Committee has looked to create a solid workplan for 2023 and 2024, including a forward calendar of meetings and business events.

A workshop was held in July 2023 to support the creation of a work plan. It was an opportunity for members to understand the current strategy, identify current opportunities and challenges and prioritise activities from a strategic perspective.

A draft work plan is attached for discussion and refinement by the Committee. This work plan outlines key projects, meetings and business events to either support the strategic delivery of the current strategy or help to inform the next strategy.

Given this work plan, it is expected that a draft of the Economic Development Growth Strategy (2025 – 2029) will be developed by the Committee by December 2024 for Council's consideration in early 2025.

Key proposed milestones include:

- BEDAC - Monitor and review the existing strategy; plus undertake strategic research. – August to December 2023.
- BEDAC - Ideation of new strategy – February to November 2024.
- BEDAC - Draft Strategy to be developed – December 2024.
- Council review of draft strategy and endorse community consultation – January 2025.
- BEDAC - Community consultation on strategy – February to March 2025.
- BEDAC - Refine the strategy and recommend to Council - May 2025.
- Launch of new Economic Development Growth Strategy (2025 – 2029) - June 2025.

6. **REPORT AUTHORISERS**

Name	Title
Peter Tsokas	Chief Executive Officer
Kathryn Goldy	Principal Governance Officer

City of Unley

2024 BEDAC Workplan (as at October 2023)

Item	21 February 2024	17 April 2024	19 June 2024	21 August 2024	23 October 2024
Governance and Financial					
Self-Assessment	■				
Presiding Member Report for Council		■			
Review of Terms of Reference					■
BEDAC & Other Budget Bids and Budget Report	■				
2025 BEDAC Annual Workplan					■
Strategy					
Greater Adelaide Regional Plan		■			
Community Vision 2033			■		
City Plan				■	
Economic Development Growth Strategy 2021 – 2025 (Annual Progress Report)					■
Draft Economic Development Growth Strategy 2025 – 2029 - Workshops			■	■	■
Business Pulse Survey		■		■	
Project Reports					
Work Plan Project Reports	■	■	■	■	■
Major Projects Map Update				■	
Annual Vacancy Rate Report	■				
Annual Business Mix and Escape Spend Report	■				
Annual Number of Commercial Development Applications Lodged					■
Mainstreet Trader Reports and Budget Requests	■			■	
Small Business Friendly Council Annual Report		■			
Policy Review					
Economic Development Policy					
Economic Development Rates Incentive Policy					
Car Parking Contribution Policy			■		
Banner Policy			■		
Presentations					
Annual Economic Data – State of Play				■	
Key Stakeholder - Mainstreet Trader Associations					■
Events					
Annual Investor and Major Projects Event		■			
Annual Business Awards Event			■		
Annual End of Year Professional Networking Event					November

City of Unley

2024 BEDAC Workplan (as at October 2023)