



# Economic Development Growth Strategy

## 2023-2027







## Economic Development Growth Strategy 2023-2027

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The Economic Development Growth Strategy 2023-27 and City of Prospect acknowledge the traditional owners; Kurna people who are the traditional custodians of the land on which we discuss this report. We pay our respects to the elders both past and present and extend that respect to our other Aboriginal clan groups.



# Foreword from the Mayor

A strong economic foundation is as important to our community, as a strong social foundation and is essential to ensure that our community is provided the opportunity to actively participate in economic activity within the region.



City of Prospect has a vibrant local economy with over 2,000 local businesses across retail, hospitality, health care, education and training, and service-based industries.

These businesses create more than 6,800 jobs and deliver a Gross Regional Product of over \$961.6 million.

As a Council, we know we are a facilitator of economic activity and play a strong role in creating the right environment for business to prosper. This includes a focus on how we engage with business, deliver a business-friendly approach ensuring infrastructure is maintained and supports economic need, and to encourage new investment.

**That is why I am pleased to present City of Prospect's 2023 – 2027 Economic Development Growth Strategy.**

It's important to recognise external factors will play a role in shaping economic growth within City of Prospect, including economic challenges, population growth, technology, a global marketplace, and changing ways of working and doing business.

As such, this strategy provides a city-wide approach aimed at supporting our main streets, business precincts, small businesses, entrepreneurs, and home-based businesses.

**Focused on five pillars that Council can directly influence or advocate for, our Strategy is based on:**

Council leadership

- Business communication and events
- Infrastructure and development
- Business growth
- Prospect Sporting Precinct Masterplan (including Main North Road site)

To ensure that each of the above key objectives are delivered, an Action Plan with clearly defined actions will sit under this strategy to ensure its delivery within identified timeframes and measures of success.

**At the conclusion of this strategy, Council is looking to achieve:**

- An increase in local jobs
- Better engagement with local businesses
- Reduction of red tape in the way we deal with business
- A masterplan for the Prospect Sporting Precinct
- New networking opportunities and business support for local traders.

**Our Economic Development Growth Strategy aims to ensure that the future of City of Prospect continues to grow and remains a place to live, work and do business.**







# Executive Summary

City of Prospect's Economic Development Growth Strategy has been developed to provide the strategic road map to deliver the key economic outcomes for the City of Prospect.





**The Economic Development Growth Strategy has been developed in conjunction with Council's Strategic Community Plan and plays a key role in delivering the necessary actions to deliver the Community Plan Pillar of "Funding our Future".**

The Funding Our Future Pillar has a particular focus on the future for the next generation. "By diversifying revenue sources, Council can reduce the burden on residents by generating economic growth and attracting investment, to fund our future".

**The Community Plan will achieve this by:**

- Facilitate city wide business support
- Create incentives for growth and development
- Investigate alternate revenue options and cost mitigation to reduce reliance on residential rates
- Develop partnerships to foster quality investment and development through government relationships and private ventures
- Foster imagination, research and collaboration to create innovative ideas
- Consider alternative non-traditional income streams
- Continuous improvement across all corporate function

The actions within this Economic Development Growth Strategy not only align to the City's Community Plan, they also create a road map to grow economic prosperity for the region, including fostering local business opportunities, encouraging investment, driving visitation, and creating the right business environment for local business to thrive.

## **What is Economic Development**

Economic development refers to the continuous process of enhancing and advancing economies, with a particular focus on the transformation of economic structures, commercial activities, industry makeup, technological progress, and overall expansion of economic activity and employment.

In conjunction with social capital and environmental sustainability, economic development holds significant importance in elevating living standards and enhancing the overall well-being of individuals, families, and local communities.

Within the realm of local government, economic development entails the facilitation and support of initiatives that build resilience and reinforce the economic foundations necessary for sustaining employment and generating income.

It also involves creating living, working, visiting, and investment destinations. The City of Prospect, with its vibrant local economy, highly educated residents, appealing and diverse retail and commercial areas, proximity to Adelaide's CBD, and ongoing urban infill is well positioned to leverage further sustained population growth.

By implementing appropriate policy planning and prioritising quality urban design, Council can effectively guide future land use and development, respond to external strategies such as the State Government's 30 Year Plan, support and facilitate local business growth and activation, advocate for development, and create distinctive and activated places that enhance the overall community experience and wellbeing.

This Economic Development Growth Strategy cannot operate in isolation. The progress of economic development is shaped by every aspect of the Council, and ensuring buy in from all departments across Council is crucial to this strategy having the most impact on local economic growth.

The creation of external partnerships and aligning with the plans and priorities set by the State, will also be critical in capitalising on opportunities.



# City of Prospect statistics



**22,741**

Residents



**2,096**

Businesses



**6,800**

Employed



**\$961.6 Million**

Gross Regional Product



**\$53.2 Million**

Value of building approvals  
(12 months to June 2022)

## Top three largest sectors



Health Care &  
Social Assistance



Education  
& Training



Retail  
Trade



**3,000**

Persons per  
square  
kilometre

The City of Prospect is located approximately 5 kilometres from the central business district of Adelaide. The Council consists of a land area of 7.81 sq/km's and has one of the highest population densities in the State with 3,000 people per a square kilometre.

The Council region supports significant local jobs and generates substantial economic output - playing a key role in contributing to the broader South Australian economy.

**Geographically the centre of metropolitan Adelaide,  
City of Prospect is just minutes from a number of key locations.**

- 1 Adelaide International Airport**  
Approx. travel time - 20 mins
- 2 Adelaide CBD**  
Approx. travel time - 10 mins
- 3 Techport Australia**  
Approx. travel time - 20 mins
- 4 Technology Park, Mawson Lakes**  
Approx. travel time - 15 mins
- 5 DST Edinburgh**  
Approx. travel time - 25 mins
- 6 RAAF Edinburgh**  
Approx. travel time - 25 mins
- 7 Barossa Valley Wine Region**  
Approx. travel time - 45 mins
- 8 Adelaide Hills Wine Region**  
Approx. travel time - 30 mins
- 9 McLaren Vale Wine Region**  
Approx. travel time - 60 mins





# City of Prospect snapshot



## Population

In recent years, the population in the City of Prospect has experienced a growth rate of 1.09 percent, surpassing the growth rate of 1.02 percent for South Australia as a whole.

This growth can largely be attributed to the Prospect area, which witnessed a growth rate of 1.53 percent, whereas Nailsworth/Broadview saw comparatively lower growth. The estimated residential population currently stands at 22,741.

The primary contributors to this population growth have been net overseas migration, followed by a higher number of births compared to deaths.



## Demography

In the City of Prospect, the average age is 37 years, which is lower than the average age of the state.

The population is evenly split between males and females, with an equal representation of both genders. The largest age group in the City of Prospect is comprised of individuals aged 25 to 29 years.

However, during the inter-census period leading up to 2021, the age group that experienced the most significant increase in population was the 35 to 39 year age bracket.



## Employment/Jobs/Industries

In the City of Prospect, the number of jobs held by females is approximately equal to the number of jobs held by males, indicating a balanced workforce.

The primary occupations among residents of Prospect consist of 30.3% professionals, 14.4% clerical and administrative workers, and 12.6% managers.

Regarding industries, the main sectors that employ people from Prospect are 14.7% in health care and social assistance, 10.4% in education and training, 10.3% in retail trade, and 9.4% in public administration and safety.



## Qualifications/Education/Income

The City of Prospect exhibits a significantly higher proportion of students attending Catholic schools compared to the state average. In primary schools, the percentage stands at 9.4% compared to the statewide figure of 4.0%, and in secondary schools, it is 7.6% compared to 4.0% across South Australia. This disparity reflects the religious affiliation of parents within the community.

The region also has a significant proportion of students attending universities or tertiary institutions, accounting for 26.9% of the student population, in contrast to the state average of 16.2%. This higher percentage can be attributed, in part, to the well-educated parents within the community and the presence of international students residing in the area.

The City of Prospect stands out with an impressive educational profile, as around 42% of its population aged 15 years and above holds a Diploma level or Bachelor's Degree or higher. In contrast, the corresponding figures for South Australia and Australia as a whole are 26.8% and 30.9%, respectively.

These statistics demonstrate that the City of Prospect surpasses both the state and national averages in terms of educational attainment among its residents.

In the City of Prospect, the percentage of individuals employed in professional occupations is 30.4%, which is 10 percentage points higher than the average for South Australia. This indicates a higher concentration of professionals within the workforce of Prospect compared to the broader state average.

In general, residents of Prospect enjoy higher weekly median incomes, both as individuals and within families. Furthermore, the proportion of couples without children in Prospect is relatively smaller, accounting for 35.6% compared to the average for South Australia, which stands at 40.0%.





# Council's Role in Economic Development

City of Prospect is committed to implementing various initiatives aimed at cultivating a favourable business environment and enabling local businesses to grow.





**Ultimately, Council is creating a place that business wants to invest, people choose to reside in and the wider community want to visit.**

The primary objectives for Council include; promoting regional investment, delivering a business-friendly approach, and encouraging innovation.

Additionally, the council actively supports responsible (quality) development and strives to enhance growth and housing options through uplift and medium density accommodation along key corridors, thereby accommodating population expansion and the creation of new housing options within the region.

**Council is a facilitator of local economic development and also can influence economic growth through various means, including:**

**Infrastructure Maintenance:**

Council plays a crucial role in building and maintaining infrastructure that enhances community services, amenities, and facilities.

**Investment Attraction:**

Council can attract investment by advocating for the city and providing support activities that assist investors in their decision-making process.

**Infrastructure and Services:**

Providing and advocating for essential infrastructure and services such as parking facilities, strategic development initiatives, and business development support.

**Zoning and Development:**

Council can strategically zone and develop key precincts to revitalise areas and shape land use patterns that stimulate economic activity.

**Job Creation and Retention:**

By creating the right business environment and promoting the City of Prospect as a leading business precinct, Council can indirectly support local job retention and creation. Council also plays a key role as an advocate, in the areas of State Government investment, upgrades to DIT roads and State and Federal Policy effecting local businesses.

**Business Support:**

Council can attract and develop businesses by offering services such as advisory, mentoring programs, entrepreneurial initiatives and support for business groups and associations.

## **Our Commitment**

City of Prospect is dedicated to growing economic development by establishing an optimal business environment for local businesses. Our strategies are built upon careful consideration of business requirements, up-to-date data, and comprehensive support through information dissemination and network facilitation.

We prioritise maintaining a strong connection and active two-way engagement between the council and the business community, ensuring that their needs are met effectively.

Since the onset of COVID-19 in Australia in 2020, the business landscape has undergone a rapid transformation. With the removal of COVID restrictions, businesses are gradually returning to a new state of normality. However, this new normal brings its own set of challenges, as many businesses continue to grapple with supply chain disruptions, escalating energy and input expenses, inflationary pressures and high interest rates.

These pressures are creating a range of new challenges for local businesses as the cost-of-living pressures start to hit consumers and discretionary spending starts to reduce.

**This strategy has been formulated at a broad level to offer strategic guidance for the region.**

To effectively execute this strategy, an Action Plan has been devised, outlining practical steps necessary for the successful implementation of the objectives outlined in this document.

**The Action Plan serves as a practical road map to ensure the delivery of the overall strategy.**



# Factors Shaping Economic Growth in the City of Prospect

There are a number of factors that will influence economic growth within the City of Prospect.

**Council can play a role in all of these either through its influence or playing an advocacy role. These factors include:**

## Population Growth

The potential benefits of increasing population density include the emergence of new service businesses and support for existing retail and hospitality venues.

However, it also imposes strain on public spaces, including recreational areas. To cater for population growth, it is vital to advocate for the strategic development of sites and collaborate with developers, as well as the State and Federal Government, to capitalise on these opportunities.

Negotiating good design and open public space are two of these outcomes.

The economic growth of the region is influenced by various external trends and opportunities, which shape the way individuals, families, and communities live, work, and socialise.

**These evolving preferences contribute to the responsiveness and sustainability of the local economy:**

- Changing lifestyles and preferences impacting residential choices, work arrangements, and social interactions.
- Evolving dynamics within families and communities, affecting consumer behaviours and demands.
- Shifts in work patterns, such as remote work or flexible employment arrangements.
- Growing emphasis on sustainability and environmentally conscious decision-making.
- Technological advancements shaping consumer expectations and transforming business operations.
- Demographic changes, including aging populations and cultural diversity, influencing market demands.

## Technology

The emergence of new technologies, including artificial intelligence (AI), is reshaping the work landscape and revolutionising our work environments.

These technologies provide unprecedented access to vast amounts of information and data, promoting the growth of various businesses, including home-based enterprises, and encouraging investments in home offices.

The rapid advancements in technology encompasses AI, machine learning, and the expansion of data-driven capabilities. Embracing and supporting these technologies is crucial for ensuring continued job growth and sustainability, as they play a pivotal role in driving change across all aspects of our lives and the local economy.

Additionally, technology offers opportunities to improve communication and interaction with both new and existing businesses, thereby strengthening the Council's business and community engagement.

Significant changes are also underway in transportation systems and consumer preferences. The rise of ride-sharing services like Uber, the increasing popularity of walking and cycling, and the continuous development and trials of autonomous vehicles are transforming the way people travel.

It is essential for Council to consider technology trends (including the use of smart technology) in upgrades and projects to ensure businesses can access and capitalise on it.

## Ability to reach global markets

The COVID-19 pandemic has led to a rapid increase in the adoption of digital technologies and online platforms. This accelerated uptake has allowed local businesses to expand their reach to global markets more effortlessly and enhance connectivity.

Digital platforms have played a crucial role in enabling innovative business models and connecting consumers across the globe. Sectors such as e-commerce, e-health, e-education, and home-based businesses have especially experienced significant growth.

These digital advancements have created new opportunities for business growth.

## Investment Attraction

The Council area has a diverse range of development and investment opportunities that can be explored. Whilst the majority of these are privately owned sites, Council can advocate for owners to consider upgrades that will enhance the region and be a catalyst for new business and local jobs.

Additionally, there is a growing demand for medium density apartments with off-street parking.

To retain and attract young people to the region and respond to changing demographic trends such as the increase in international student education, the rise in lone-person households, and an aging population, promoting low-cost affordable housing becomes crucial.

This can be achieved through initiatives that encourage mixed-use developments, providing housing options that are affordable and accessible to a wide range of residents.

By addressing these housing needs, the council can support the region's growth and create an inclusive community that caters to residents of all ages and backgrounds.

## Entrepreneurship

Entrepreneurship plays a crucial role in stimulating investment and fostering economic growth.

South Australia has witnessed successful examples of this, such as the implementation of a small venue license through liquor licensing reforms, which has effectively incentivized business start-ups and revitalized vacant or underutilised properties.

To sustain the promotion of entrepreneurship, the council must maintain a supportive and nurturing environment. This can be accomplished through various measures, including offering small-scale seed funding through grants, supporting existing and new co-working spaces and business hubs, and facilitating mentoring programs.

By fostering entrepreneurship, the council can cultivate innovation, create opportunities for business growth, and contribute to the overall economic vitality of the region.

## Promoting the City of Prospect

The significance of promoting and marketing the region as a premier business destination cannot be underestimated, as it serves two fundamental purposes.

Firstly, it plays a crucial role in driving visitation to the area, attracting potential customers and clients.

Secondly, it helps establish confidence and trust among local traders, thereby fostering a positive business environment.

Effective marketing and promotion of the Council area also plays a pivotal role in supporting the Council's investment attraction endeavours.

By showcasing the region's strengths, opportunities, and business-friendly environment, these marketing initiatives strengthen the Council's capacity to attract investment and stimulate economic growth.







# Action Plan

**This Strategy provides 5 pillars for economic growth.**

These actions are based on feedback from City of Prospect local businesses and Council and are underpinned by Council's Strategic Community Plan.

Actions have been prioritised for delivery over the following financial years:

Short	2023/24
Medium	2025/26
Long	2026/27





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## Council Leadership

**As a facilitator of economic development, Council holds the power to influence and advocate for an environment that fosters business prosperity.**

City of Prospect is dedicated to enabling and promoting the growth and investment of businesses, making the city an attractive and sought-after destination.

This entails a comprehensive approach that includes the formulation of favourable policies, establishing networks and connections, and cultivating a customer-focused workforce within the Council itself, recognising the significant role that economic development plays in building a robust community.

Ultimately, the Council's leadership revolves around creating a business-friendly environment that supports the business growth and prosperity.

COUNCIL LEADERSHIP ACTIONS	TIMING	MEASURES OF SUCCESS
Strengthen the internal understanding of the role of economic development and foster a business-friendly culture across the organisation.	Short	The role of economic development understood across Council departments and outward focusing areas identify ways to be more business friendly.
Support a buy local approach to procurement of goods and services (where practical).	Short	Review Procurement Policy to ensure it provides opportunity for local business procurement.
Strengthen the working relationship with relevant State Government Departments (including Department of industry, Innovation and Science, Small Business Commissioner of South Australia and other relevant stakeholders.	Short	Identify key contacts within State and Federal Government Departments and align these with the most appropriate Council representative to connect with. Regular contact to be maintained between Council representatives and Government Departments, with agenda to include identification of partnership projects, funding and other opportunities that can benefit the City of Prospect.
Conduct a biennial business survey to understand business needs and local business environment.	Medium	Develop a business survey that will be used as an ongoing benchmark of business satisfaction. Survey delivered digitally.
Strengthen the working relationships with neighbouring Councils (City of Adelaide, City of Port Adelaide Enfield, Walkerville Council & City of Charles Sturt) and identify opportunities to collaborate	Medium	Identify any projects or opportunities for collaboration with neighbouring Councils.
Using the City of Prospect Advocacy Priorities document, actively advocate State and Federal Departments and Members of Parliament for funding and support of key initiatives.	Medium	City of Prospect Advocacy Priorities document to be used as Council's "Ask of government" during next State and Federal election cycles to promote initiatives that Council seeks funding and support for.
Review Council's Governance model around economic development committees and workgroups that involve Elected Members, business leaders and industry experts.	Medium	Report presented to Council on the various governance models Council could consider around economic development, including formal and informal committees.
Advocate for strategic investment and development within the Council region that aligns with community needs and expectations – good design that facilitates good community outcomes.	Long	Inline with Council's Strategic Community Plan, identify investment and development opportunities that will support community led outcomes.
Encourage a collaborative approach to working with developers.	Long	Identify opportunities for a single point of contact for developers and identify what Council's objectives are around 'good design outcomes'.
Consideration is given to economic outcomes in decision-making across the organisation and how decisions will impact local businesses and the City of Prospect economy.	Ongoing	Council and Council Officers provide a business lens over projects and decisions, identifying opportunities for local business involvement or economic benefit.
Contribute to regional conversations and engage in joint projects through the Eastern Region Alliance (ERA).	Ongoing	Participation in Eastern Region Alliance projects.
Undertake an annual SWOT and competitive advantage analysis of the City of Prospect economy to identify gaps and opportunities during the life of the Economic Development Growth Strategy.	Annual	SWOT analysis developed and reviewed annually.



## 2

# Business Communication and Events

**Marketing and business communications play a significant role in promoting local businesses, attracting investment, and driving economic development.**

By raising visibility, encouraging collaboration, building reputation, and engaging the community, the council can create a thriving business environment that benefits both businesses and the broader community.

Effective business and marketing communication by council can attract new businesses and provide the confidence for existing ones to expand. By showcasing the advantages and opportunities available within the region, the council can attract investment and stimulate economic growth, leading to job creation.

Council-led communication initiatives provide a platform for businesses to connect, collaborate, and build partnerships. By facilitating networking events, industry forums, and business support programs, the council plays a vital role in knowledge sharing, and creating synergies that can drive innovation and growth.

By leveraging events, City of Prospect can increase visitation to the region and appeal to a diverse audience, allowing them to experience the unique offerings the region has.

Events of various scales have the potential to draw in people from outside the Council area and add spend to the local economy. The Council plays a vital role in stimulating economic activity through organising events.

BUSINESS COMMUNICATION ACTIONS	TIMING	MEASURES OF SUCCESS
Develop an economic development communication strategy to promote the City's economic development credentials, events and point of difference.	Short	Economic Development Communications Strategy developed.
Develop a marketing campaign promoting the City of Prospect as a key location to work, invest and a destination to visit.	Short	Marketing Campaign commenced (driven by Communications Strategy).
Maintain a business contact database (including home based businesses) and regularly communicate (minimum 3 times a year) key Council activities and projects, data insights, grants and general news to the business community.	Medium	Maintain an up-to-date business database (using ABR data) and distribute business e-newsletter to City of Prospect businesses a minimum of 3 times a year.
Develop and distribute a City of Prospect "Welcome Pack" to all new businesses in the Council region.	Medium	Business Welcome Pack developed and distributed to all new City of Prospect Businesses (identified via ABR data).
Provide up-to-date information on Council's website on available business funding and grants via Grant Guru.	Medium	Review and State and Federal Grant opportunities and develop a landing pad on the Council website that provides up to date information on business grants.
Provide accurate and timely investment information on Council's website to support business expansion and investment opportunities.	Medium	Develop a landing page on Council's website that provides information for businesses looking to invest in the Prospect Council area.
Increase community understanding of the impacts and benefits of housing density and commercial developments that contribute to population, employment, and economic growth.	Medium	Key messages developed that tell the economic development story of the City of Prospect and can be used in marketing and communication collateral.
Work with the South Australian Tourism Commission to increase the overall visibility of the City of Prospect as well as identifying opportunities to promote key sites including RM Williams and Health & Wellbeing activities.	Medium	In collaboration with the SATC, identify opportunities to promote broader visitation to the City of Prospect as well as key promotional activities to showcase premier destinations such as RM Williams.
Develop a "tourism" page on Council website that promotes things to see and do in the City of Prospect (including precincts to eat and shop as well as free Council services). A QR to be developed as part of the page that can be used to promote / link to the page and information. QR codes to be provided to Air B&B's and other accommodation services within the Council area.	Medium	Tourism landing page developed on the Council website along with a QR code that can be used to promote things to see and do within the City of Prospect.
Work with the Universities and Study Adelaide regarding billeting and living opportunities for students in the City of Prospect.	Medium	Develop a campaign to promote student accommodation and billeting within the City of Prospect.
EVENT ACTIONS	TIMING	MEASURES OF SUCCESS
Facilitate an annual program of events with economic objectives and outcomes.	Short	Events Program to identify any links to promote local businesses or opportunities to leverage economic growth for the region
Develop and host three business networking events annually – each themed to provide value add information to local businesses. **Topics / key speakers could include how to merchandise, ATO update and information session, cyber security for business and social media for small business.	Short	Business Networking sessions launched, and invitations put out to all City of Prospect Businesses.
Develop a program of training events for City of Prospect businesses and promote a calendar of events to all businesses within the Council region.	Medium	A program of tailored business training and education events is developed and launched.
Review major event opportunities (including partnering with State Government Agencies) that will attract visitation to the City of Prospect and create positive media attention.	Long	Identify any major events that City of Prospect can partner with or bid to host and undertake a feasibility report to present to Council.



# 3

The image is a composite graphic. The top half features an aerial photograph of a park with a blue basketball court, a green field, and a paved path. A large orange circle with the number '3' is overlaid on the left side of the park. The bottom half features a photograph of a street scene with cars, shops, and a 'LANE' sign. A large orange circle with the number '3' is overlaid on the left side of the street scene. The background is a solid light blue color.

3

## Infrastructure and Development

City of Prospect is committed to supporting growth by prioritising quality development and infrastructure that enhances the overall liveability of the city.

**Recognising the importance of creating a sustainable and thriving community, the city focuses on the following key areas:**

**Good design:** The city ensures that new developments align with the vision and values of the community. With an emphasis on quality over quantity, considering factors such as architectural design and environmental sustainability. With increased density and uplift along the main road corridors within the Council area.

**Infrastructure Investment:** The city understands that well-planned and well-maintained infrastructure is vital for enhancing liveability. The Council will through its long-term financial plan invest in essential infrastructure projects such as roads and community facilities and advocate for State and Federal funding for State roads, improved public transport and major infrastructure projects.

**Sustainability and Resilience:** The city embraces sustainable development practices to minimize its environmental footprint and promote long-term resilience. It encourages energy-efficient buildings, green spaces, renewable energy adoption, and waste management strategies.

**Quality of Life:** Ultimately, the city's focus on supporting growth through quality development and infrastructure is driven by its commitment to enhancing the overall liveability of the community. It aims to create a city that offers a high quality of life, with amenities, services, and opportunities that meet the diverse needs of its residents whilst creating a strong business environment.

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OBJECTIVES

**Quality of Life:** Ultimately, the city's focus on supporting growth through quality development and infrastructure is driven by its commitment to enhancing the overall liveability of the community. It aims to create a city that offers a high quality of life, with amenities, services, and opportunities that meet the diverse needs of its residents whilst creating a strong business environment.





INFRASTRUCTURE AND DEVELOPMENT ACTIONS	TIMING	MEASURES OF SUCCESS
Create a single point of contact within Council's planning team for businesses seeking information on planning and approval information.	Short	Single point of contact created for all planning and building enquiries from Prospect businesses.
Assist businesses to understand and navigate the Planning and Design Code.	Short	Update information on Council's website that simplifies the Planning and Design code process and what people need to do regarding new development.
Undertake an annual vacancy rate survey and report for Prospect Road, Main North Road and Churchill Road.	Short	Vacancy Rate Survey completed.
In consultation with all stakeholders in the precinct, develop a brief for a high-level Masterplan of the Prospect Oval precinct.	Medium	Engage a consultant to develop a high-level masterplan of the precinct.
Update The Council's "Business" pages on the corporate website to include information on why to invest in the City of Prospect.	Medium	Council website business page to include a City of Prospect Investment Prospectus that promotes what the benefits of investing in the region are.
Work closely with developers, landlords and leasing agents to attract a complimentary business mix that also achieves good public private partnership outcomes and enhances positive public realm outcomes.	Medium	Develop a business attraction pack of material to support attraction of new businesses to the Council area that enhance placemaking opportunities and improve public amenity..
Streamline Council's policy and regulatory framework, processes and procedures to reduce complexity and make them more business-friendly.	Medium	Policy and regulatory framework reviewed to be more business friendly.
Evaluate the untapped or deteriorated resources that are owned by the State Government (e.g., public housing) with the purpose of advocating for the revitalization and enhancement of these locations.	Long	Audit of State-owned assets within the Council area completed with assets rated in order of priority of need for revitalisation. Discussions to occur with relevant State Government Departments to advocate for enhancement of these locations.
Understand and provide data on the current gaps in the business mix and escape spend.	Long	Analysis completed on escape spend from Council area and gaps in business mix.
Determine a rolling program of precinct upgrades and development of public realm (in line with the long-term Financial Plan) that enhance placemaking opportunities and improve public amenity.	Long	Precinct upgrades and maintenance schedules developed for public infrastructure that supports business, community and the visitor economy.
<b>Optimise transport and parking solutions across the City of Prospect</b>		
As part of the Integrated Transport Plan (ITP) examine the available public car park areas, considering the potential for transforming them into higher-density mixed-use developments that preserve the existing spaces.	Medium	Undertake an audit of all public carparking within the City of Prospect.
Identify opportunities to increase parking accessibility around the key business precincts of Prospect Road, Main North Road and Churchill Road.	Medium	Parking review conducted around key business precincts. Review to include private facilities that could be leased or used as private paid parking opportunities.
Review the use of smart technology to deliver parking solutions and educate the community to change parking perceptions around Prospect Road.	Medium	Trial smart parking technology along Prospect Road and side streets to highlight vacant parks and assist with parking control.
Undertake a parking review to identify if future level parking is required along Prospect Road.	Medium	Review existing Prospect Road Parking Study and align with future development opportunities along Prospect Road.
Consider and advocate for alternate transport solutions to improve access to the business precincts of Prospect Road, Main North Road and Churchill Road.	Medium	Work with the State Government and DIT to identify improved public transport options to key City of Prospect precincts.







# 4

## Business Growth

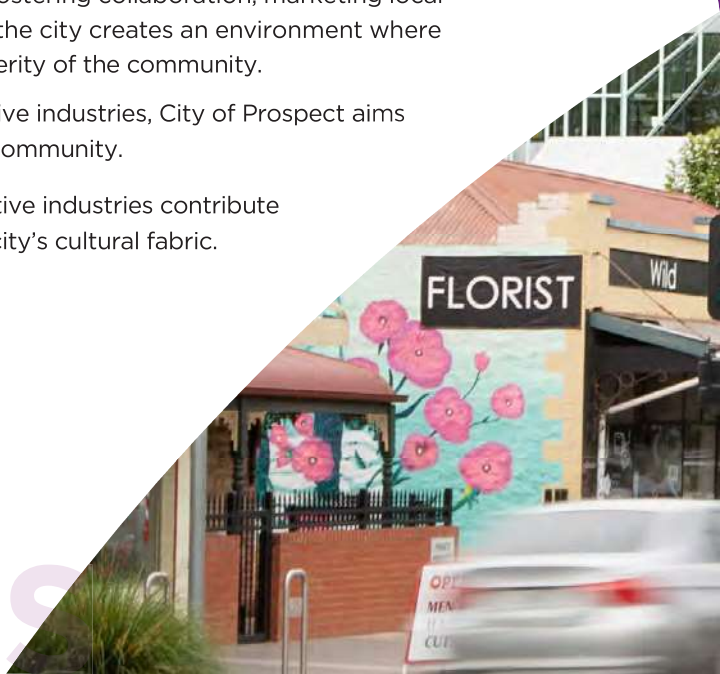
**City of Prospect provides various support programs tailored to meet the needs of local businesses.**

These programs may include mentorship initiatives, workshops, training sessions, and access to resources and funding opportunities. By offering targeted assistance, the city aims to empower businesses and help them overcome challenges while fostering their growth.

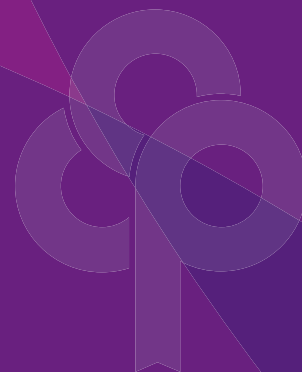
City of Prospect is committed to ensuring a growing economy through the support of local businesses. By providing business support programs, streamlining regulations, fostering collaboration, marketing local businesses, investing in infrastructure, and forging partnerships, the city creates an environment where businesses can thrive, contributing to the overall economic prosperity of the community.

Recognising the importance of home-based businesses and creative industries, City of Prospect aims to strengthen engagement and support these sectors within the community.

The Council acknowledges that home-based businesses and creative industries contribute to the local economy, foster innovation, and add vibrancy to the city's cultural fabric.







BUSINESS GROWTH ACTIONS	TIMING	MEASURES OF SUCCESS
Review outdoor dining/footpath trading fees and identify opportunities to further assist businesses.	Short	Review outdoor dining fees and charges as well as ways to continue to enhance outdoor dining within the Council area.
Work with the Prospect Road Traders to realise the economic benefits of Prospect Road and promote Prospect Road as a premier Mainstreet of South Australia.	Short	Development of a Prospect Road Specific communications and marketing plan.
Review Council's small bar licence policy.	Medium	Small Bar License Policy reviewed to encourage more small bars and activate the night time economy.
Review what business support programs Council could offer and the preferred supplier to operate the support.	Medium	Review existing small business support programs and determine what the future needs of businesses are prior to engaging new contracts.
Identify and engage with home-based businesses to better understand their needs.	Medium	Undertake a survey with home-based businesses to determine what support they would like from Council.
Determine an ongoing program to support and engage with home based businesses.	Medium	Based on business survey results, develop online business information specifically targeted to support home based businesses, as well as identifying events or activities that would be beneficial to helping home based businesses continue to grow.
Investigate a seed grants program to encourage entrepreneurship within the City of Prospect.	Long	Identify a possible Council Grant Program to support minor seed funding of startup businesses in the City of Prospect.
Continue to support Prospect Road traders through the Business Support position funded via the Prospect Mainstreet Trust.	Ongoing	Continue to fund a hands-on position to assist with Prospect Road Business Support and digital marketing (with funds collected from the Prospect Road Street Trust).
Continue to be recognised as a Small Business Friendly Council.	Ongoing	Continue to participate in the Small Business Friendly program and complete annual reporting on program.





5

## Prospect Oval Precinct Masterplan (Including Main North Road site)

**City of Prospect have undertaken a strategic land acquisition of property located at 142 -148 Main North Road Prospect.**

This piece of land has been purchased with the intent of creating a main road frontage to Prospect Oval, as well as providing Council with the opportunity to enhance the current Prospect Oval site (which Council also owns).

The addition of 142 Main North Road enables Council to strategically Masterplan the site to become a dedicated sporting precinct, as well as enabling some possible future mixed-use development on the site that could include retail, health and allied services, as well as residential accommodation in the form of townhouses or apartments.

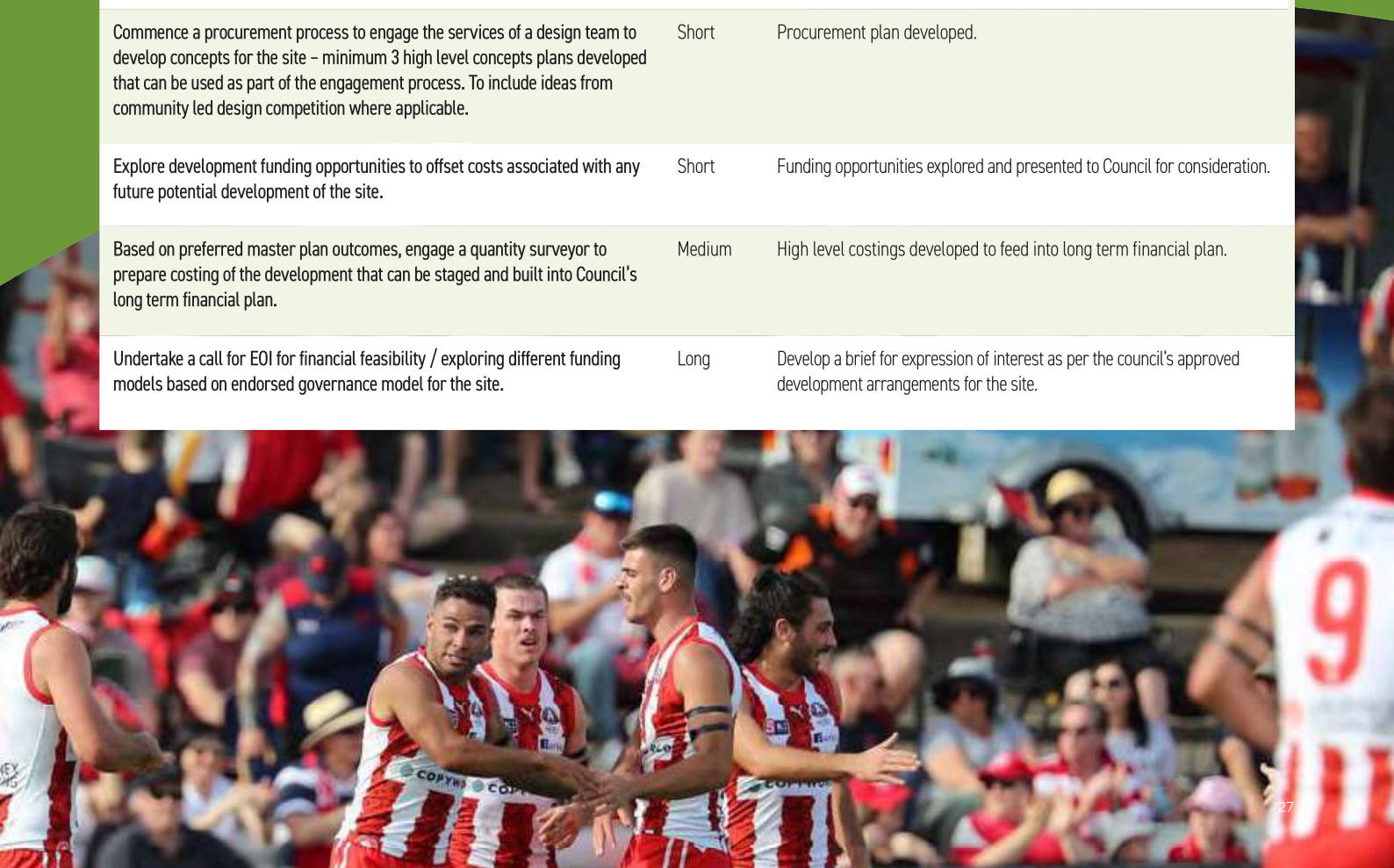
The future master planning of this site has been included into the Economic Development Growth Strategy as it will be a catalyst for job creation, a driver for visitation to the region and a new future housing stock to the Council region.

The master planning process and subsequent development will take several years to come to fruition, however Council will ensure a robust planning process that involves the local community, sporting groups and interested parties to ensure a best practice sporting and community complex that can not only support the clubs of today but host major community and sporting events in the future.





PROSPECT OVAL PRECINCT ACTIONS	TIMING	MEASURES OF SUCCESS
During the master planning process, ensure the Council purchased land at 142 Main North Road is tenanted on a short-term rolling lease to offset land expenses incurred by owning the site.	Short	Tenant secured to offset costs during planning phase.
Develop a communications strategy that clearly articulates the intent of the Council's land purchase and how the Prospect Oval Precinct Master Plan will be developed (including the community engagement process).	Short	Communications strategy and key messages developed regarding the future of the site and community benefit.
Develop a comprehensive community engagement program that includes residents, sporting clubs, community groups, local MP's and Elected Members.	Short	Community engagement plan developed.
Develop a community led design competition (Australia wide) to seek ideas and concepts that can be included in the future masterplan for the site. Competition to engage with Universities and the local community with the intent of developing a state-of-the-art best practice precinct.	Short	Competition launched to seek urban development ideas to be incorporated into the master planning of the site
Investigate innovative ways to fund the redevelopment to reduce the impact on rate payers.	Medium	Identify ways to offset the cost of the development through joint venture opportunities.
Commence a procurement process to engage the services of a design team to develop concepts for the site – minimum 3 high level concepts plans developed that can be used as part of the engagement process. To include ideas from community led design competition where applicable.	Short	Procurement plan developed.
Explore development funding opportunities to offset costs associated with any future potential development of the site.	Short	Funding opportunities explored and presented to Council for consideration.
Based on preferred master plan outcomes, engage a quantity surveyor to prepare costing of the development that can be staged and built into Council's long term financial plan.	Medium	High level costings developed to feed into long term financial plan.
Undertake a call for EOI for financial feasibility / exploring different funding models based on endorsed governance model for the site.	Long	Develop a brief for expression of interest as per the council's approved development arrangements for the site.







**CITY OF  
PROSPECT**

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