

Salisbury  
CityCentre

*Creating*  
*Opportunities*  
Connecting People



Salisbury.  
A place  
to **invest.**



Salisbury is a  
progressive,  
proactive and  
pro-business  
city.

Already home to a host of international firms and flourishing entrepreneurs, Salisbury is a great place to position your business for growth.

We offer affordable commercial land, excellent transportation infrastructure, a highly skilled workforce and access to world leading research facilities.

Our Council actively supports businesses to invest and grow. Salisbury is the ideal base for any forward thinking business.

Gillian Aldridge OAM  
Mayor of Salisbury

# An exciting new era begins.

The time has arrived for Salisbury to launch into a new phase that will see the city evolve as a flourishing, vibrant place to live, work and play. A place where businesses and families alike can move forward, enjoying growth and success.

Salisbury City Centre stands at the threshold of an exciting new era that will build upon recognised strengths and potential. Over the coming years the Salisbury City Centre will undergo an ambitious and exciting renewal program, transforming into a vibrant and modern precinct.

The renewal includes redevelopment of the Salisbury Oval Precinct. Council's vision is to breathe new life into the area and develop it as an integrated recreation and residential precinct, including new parks and upgraded sporting and recreation facilities.

Another significant element of the renewal is the provision of a new Community Hub. The Salisbury Community Hub will be a place for the community to come together to exchange ideas, learn, participate and celebrate in a range of flexible community spaces.

The Salisbury City Centre Renewal will transform the City Centre into a vibrant and modern precinct and a place for all to experience and enjoy. The City of Salisbury stands ready to partner with businesses, developers and investors to write Salisbury City Centre's next chapter as one of South Australia's great suburban success stories.

## Salisbury. At the centre of South Australia's economy.



# Key features of the Salisbury City Centre Renewal

Over the next five years an ambitious and exciting program of investment will expand and energise Salisbury City Centre. With funding from local, state and federal governments and the private sector, the plans include new businesses, shops, homes, community facilities, green spaces and transport.

## **COMMUNITY**

Salisbury City Centre will create inspirational civic, community and recreational facilities to improve the lifestyle of the people of Salisbury.

## **BUSINESS**

Salisbury City Centre will provide a springboard for new business investment, from start-ups and SMEs to retailers, reinforcing the innovative and dynamic nature of businesses in Salisbury.

## **HOUSING**

Salisbury City Centre will see the development of a wide variety of housing, including detached homes, small lots, townhouses, mews housing apartments and mixed use shop top housing.

## **RECREATION**

Salisbury City Centre will see the development of community recreational facilities, including new parks, upgraded sporting facilities and the redevelopment of Salisbury Oval.

## **TRANSPORT**

Salisbury City Centre will see improvements made to public and private transport, including the rail and bus interchange, cycling and walking corridors and car connector routes.

## **ENVIRONMENT**

Salisbury City Centre will reflect the region's long standing commitment to environmental sustainability with improved landscaping and riverbank access.



## Council as a Catalyst

Committed to playing a crucial role in the Salisbury City Centre Renewal, the City of Salisbury will work with the private and public sector to realise its potential.

Council will act as a catalyst: as a key landholder as well as a policy maker and the driving force behind turning opportunities into realities. It will also work to energise and activate the area through innovative marketing, as well as public events, art, recreation and community inclusive open spaces.

The opportunities are endless.

## Housing Opportunities

It has always been a hive of activity for business and retail and over the next five years, Salisbury City Centre will also become a prime residential address. A wide variety of housing is planned for a number of locations within the City Centre, providing convenient and vibrant options to suit all ages, backgrounds and aspirations.

Salisbury City Centre ticks all the boxes for sustainable medium density living – great public transport, healthcare and education facilities, shops, parks and employment.

The City of Salisbury is looking to partner with a range of housing providers, developers and builders to deliver this new housing offer.

## Commercial and Retail Opportunities

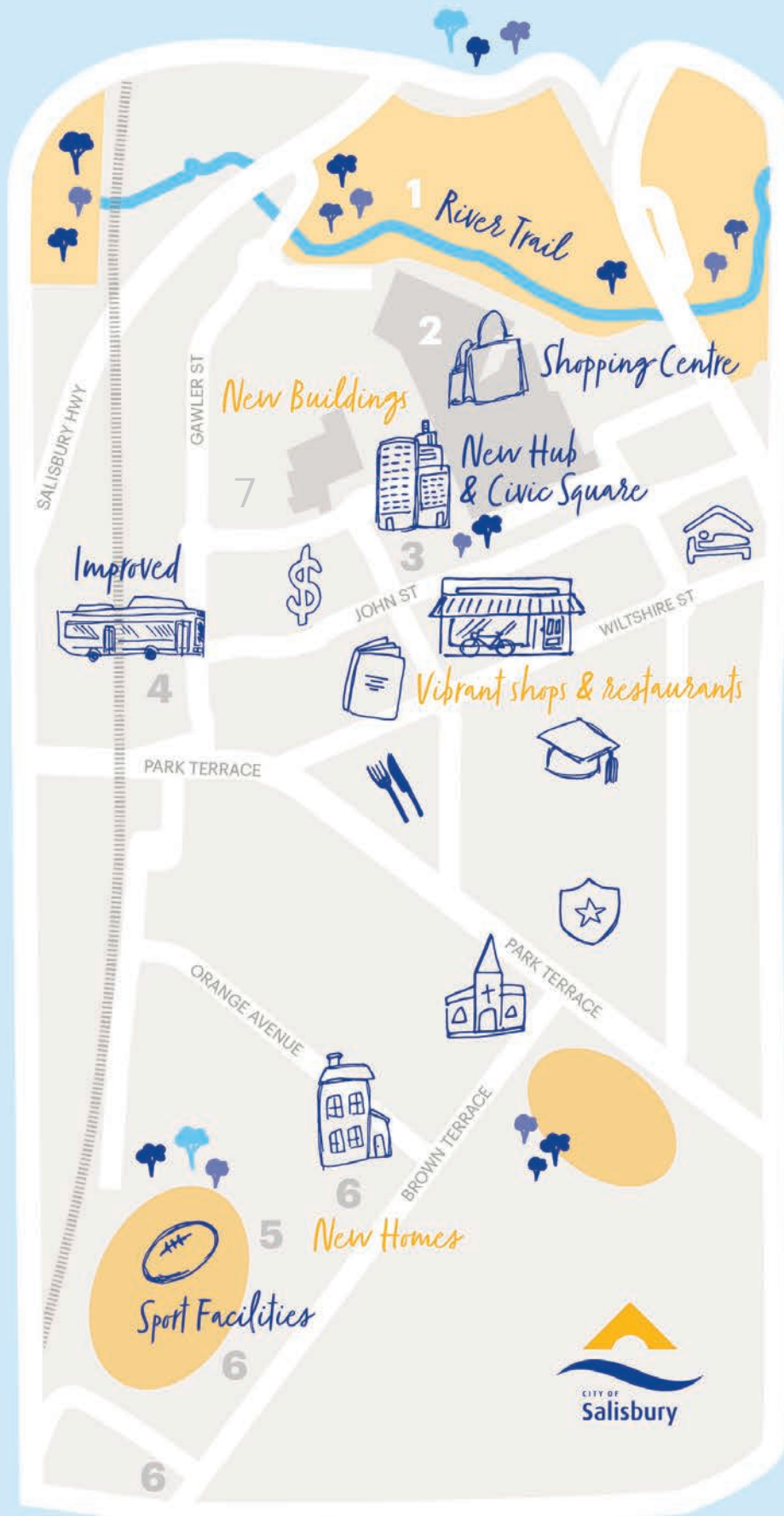
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The consolidation of community and civic activities in the Salisbury City Centre into a new purpose built facility releases prime City Centre sites for commercial development in coming years. The sites will offer opportunities for medium sized businesses, start ups, retailers and café/restaurants.

## For More Information

To register for information on the above opportunities as they arise please visit [salisburycitycentre.com.au/investors](https://salisburycitycentre.com.au/investors)





# City Of Salisbury

- 1 Improved river trail and recreational facilities.
- 2 Expanded Parabanks Shopping Centre.
- 3 New and improved Civic Square and Community Hub.
- 4 Improved bus and train interchange.
- 5 Improved sports and recreational facilities and parks.
- 6 New homes.
- 7 Business opportunities:
  - + New buildings for retail, business and community.
  - + Vibrant shops and restaurants.



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# A sense of progress.

Salisbury is a city that is growing in output and stature. Population growth sits alongside industry expansion and both are underpinned by the continuing growth of the region's knowledge and skill base.

## Population Growth

Home to over 140,000 residents, Salisbury has had the biggest increase in population of any South Australian council area in recent times. It also has one of the youngest populations, with a median age four years younger than the Adelaide average. With a diverse cultural mix, growth has been driven by Salisbury's popularity with overseas migrants. All of this represents opportunities for local businesses: more people, a higher number of skilled workers and more demand for housing, goods and services.

## A Skilled Workforce

With over 4,000 students studying at the University of South Australia's Mawson Lakes campus and the local TAFE (Technical and Further Education) Campus, Salisbury is able to offer local businesses a highly skilled and diverse workforce with an above average rate of trade qualifications. The proportion of residents with a university or post-graduate qualification is rising rapidly, supporting the growth of firms working in knowledge intensive industries.

## A Progressive Approach to Urban Sustainability

Sustainability and proactive responses to the issue of climate change should not be stand alone policies, but overriding strategies that impact on all actions and responsibilities of Council. This includes the way Council maintains roads and collects and recycles waste, through to urban development and transport.

The City of Salisbury recognises that achieving sustainability is non-negotiable and the key to a better future for its citizens. Salisbury is meeting the challenges of sustainability in its own backyard, demonstrated by leadership in the fields of water conservation and management, waste recovery, avoidance and recycling, and the provision of open spaces.

Salisbury is internationally acclaimed for its pioneering approach to water and biodiversity management and its extensive wetland network, making it the logical choice for organisations with an environmentally sustainable approach to doing business. With 30 percent of Salisbury's water needs being met through recycled water, local businesses can also achieve significant cost savings.

Additionally, the City of Salisbury aims to incorporate Green Star energy ratings into new buildings to provide sustainable transport options. This focus involves ensuring that all Council development is done in an ecologically sustainable manner, promoting principles of energy efficiency, water conservation, waste avoidance and recycling.









# Location snapshot.

Salisbury has all the elements in place to provide a bright future for your business.

## Major Corporate Presence

It is no coincidence that some of Australia's most recognised brands call Salisbury home. Renowned names such as Bickford's, Ingham's, Lion, Mayne Pharma, Liebherr, BAE Systems, SAAB Technologies and Osmoflo are part of the strong local business community.

## Industry Strengths

Salisbury has actively supported the clustering of industry by bringing together companies that share common markets, workforce skill requirements and technologies.

As South Australia's major industrial and economic base, Salisbury is home to around 30 percent of Australia's defence activity. It is also a hub for other key industry sectors, including logistics, food, high value manufacturing and water technologies.

## Sustained Growth

Despite its success, Salisbury remains an affordable place to do business. Salisbury wants businesses to succeed. Affordable commercial land, excellent transportation infrastructure and networks, a highly skilled workforce and access to world leading research facilities are all available. In addition, Council rates for business are amongst the most competitive in metropolitan Adelaide.



<sup>1</sup> Average prime rent is \$68/m<sup>2</sup> net, competitively positioned against metropolitan Adelaide - source Knight Frank: November 2017.

<sup>2</sup> Average cost of land less than 5000m<sup>2</sup> is \$80/m<sup>2</sup> net, cheaper than metropolitan Adelaide - source Knight Frank: November 2017.

<sup>3</sup> Use of City of Salisbury's recycled water provides a significant cost saving over mains water - Salisbury Water 2018.

# A sense of cooperation.

The City of Salisbury is a strong and optimistic community in which the business sector plays a key role. Council understands this and has long been committed to supporting industry, development and investment, and working with other levels of government to promote the interests of businesses.

## Fast-Track Development

Boasting one of the most capable and efficient planning and development teams in Australia, most approvals for commercial extensions are granted within an average of 14 days, commercial buildings within 28 days, and major projects within four months.

## Business Introductions

By using its network of over 6,500 local businesses, as well as state, federal and local government contacts, the Economic Development team can facilitate introductions between potential customers, suppliers and stakeholders to expedite the process of doing business in Salisbury.

## Practical Support for Business

Council's Economic Development team, based at the Polaris Business and Innovation Centre, supports economic growth by providing practical advice and information to investors, and delivering programs that improve business performance. The Polaris Centre delivers group programs as well as intensive one-on-one sessions designed to provide business owners with the skills and knowledge they need to succeed.

## Solutions Focused

Salisbury is a progressive, proactive and pro-business city, which takes pride in being optimistic and solutions driven, helping businesses find ways to achieve the outcomes that they need.





# A sense of community.

With plenty of open space, a wide choice of high quality housing, leading education facilities, great shopping and world class recreational amenities, City of Salisbury is a great place to live, work and play. Salisbury is part of the Fifth most liveable city in the world as ranked by the Economist Intelligence Unit (2017).

## Housing

The City of Salisbury has a diverse range of housing including apartment living, townhouses, traditional housing and semi-rural housing options, at a variety of price points, to rent or purchase.

## Play

The City of Salisbury offers hundreds of kilometres of walking trails, numerous of parks and reserves, wetlands, an aquatic centre, sporting clubs, libraries, community centres and arts facilities, providing a wealth of ways for residents and visitors to enjoy their leisure time.

## Education

In addition to the University of South Australia's Mawson Lakes campus, TAFE SA has a campus in Salisbury City Centre, and Parafield Airport is one of Australia's leading aviation education facilities, dedicated to specialised training of pilots and licensed aviation maintenance engineers.

Salisbury also has 29 pre-schools, 30 primary schools, eight secondary schools, and two R-12 schools.

## Transport

The City of Salisbury is well serviced by road, rail and bus connectivity. It is home to two major bus and rail interchange at Salisbury and Mawson Lakes, which service the greater region and connect to the Adelaide CBD.

With multiple arterial routes, the area offers quick access to Port Adelaide, the Adelaide CBD, airports, intermodal terminals and distribution centres, and direct connections to the National Highway and to the soon to be completed Northern Connector (a non-stop motorway connecting the already completed Northern Expressway and South Road Superway links), the City of Salisbury is easily accessible from north, south, east and west.

## Shopping Precincts

The City of Salisbury is well serviced by a variety of shopping precincts to support the residential and employment base in the region. This includes Salisbury City Centre, Ingle Farm Shopping Centre, Hollywood Plaza, Mawson Central and Saints Road. Nearby are the Gepps Cross Home Maker Centre, Westfield Tea Tree Plaza and Elizabeth Shopping Centre.



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# Sense the future.

## New thinking will underpin Australia's future success.

In Salisbury, new thinking is being applied to the transformation of individual firms and whole industry sectors. It is at the core of the local entrepreneurial community, identifying opportunities and developing new businesses. It exists within Salisbury's institutions, as researchers work at the cutting edge of knowledge and apply it to industry needs.

## In a competitive environment, maintaining the status quo is not an option.

The City of Salisbury is committed to providing the right environment for business to thrive.

In Salisbury, new thinking has:

- Underpinned product development and market expansion of the food processing sector;
- Focused on the development of the local workforce to create more competitive firms;
- Kept business costs low through the provision of low cost water and below average Council rates;
- Delivered comprehensive business support at the Polaris Centre to grow a new generation of thriving businesses;
- Developed superior research and development facilities, supporting defence contractors, natural resources companies, fabricators and food processors to access new markets; and
- Improved transport infrastructure to build on Salisbury's reputation for its excellent warehousing options and seamless freight system.

## Join the next phase of South Australia's future.



# It makes sense to act now.

Visit City of Salisbury's website or call the Economic Development team today to discuss your business requirements.



[www.investsalisbury.com.au](http://www.investsalisbury.com.au)



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