



INVEST IN SALISBURY



Economic Performance

Salisbury is the fourth largest local economy in South Australia

Headline economic figures include:

- Gross Regional Product of **\$6.15 billion**
- **6,554** actively trading businesses providing 50,797 jobs.
- **69,742** residents in the workforce with an 8.7% unemployment rate (down from 9.7% for the same period in 2016).
- The City of Salisbury has **45,331 jobs**, which is 6.2 per cent of SA's employment.
- Annual GRP Growth 2011-2016 increased **3.2 per cent per annum**, compared to 1.9 per cent for SA.
- Annual Jobs Growth 2011-2016 increased **2.33 per cent per annum**, compared to 0.65 per cent for SA.
- Key job growth was in the following sectors:
 - Healthcare (+888 jobs)
 - Construction (+801 jobs)
 - Transport, Postal and Warehousing (+689 jobs).

Salisbury, the ideal business base

The City of Salisbury shines as one of Australia's most successful business regions, outperforming the State average for attracting investment and creating jobs over the past two decades.

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

Salisbury's workforce has always boasted an above average rate of trade qualifications. In recent years, new developments such as Mawson Lakes have provided employment opportunities and a lifestyle which have attracted greater numbers of university graduates to the city.

The City of Salisbury is renowned as one of the most progressive and business friendly local authorities in the country. A highly efficient, streamlined development and planning process, combined with a progressive attitude means that most commercial developments are approved within 21 days and major projects within three months.

A dedicated Economic Development team is ready to listen to your business needs and provide advice and assistance to help you take advantage of all that Salisbury has to offer.

Salisbury. It makes good business sense.

Investment in Salisbury

Nearly **\$2.5 billion** of investment is currently underway or proposed within Salisbury.

- **\$528 million** of projects proposed but not yet commenced including Saab-UniSA Defence Institute at Mawson Lakes, Northern Adelaide Food Park at Edinburgh Parks, DevWest District Outlet at Parafield Airport, upgrade to RAAF base to accommodate Tritons, Building Better Schools program and the Salisbury Community Hub.
- **\$113 million** of projects lodged for development assessment including GIC proposal for Kings Road, aged care facilities at Pooraka and Parafield Gardens, Veroguard investment and a 19 storey mixed use development at Mawson Lakes.
- **\$99 million** of projects that have received development approval but are yet to commence including South Australian Produce Market expansion at Pooraka, United Steel relocation, aged care facilities at Ingle Farm and Saints Road Shopping Centre.



\$6.15 BILLION
Gross Regional
Product



6,554
Businesses
in Salisbury

- **\$1.75 billion** underway including the Northern Connector, Edinburgh Defence Base upgrade, Mayne Pharma expansion, two significant mixed use developments in Mawson Lakes and construction of facilities to accommodate Haulmark at Edinburgh Parks.

Business Activity

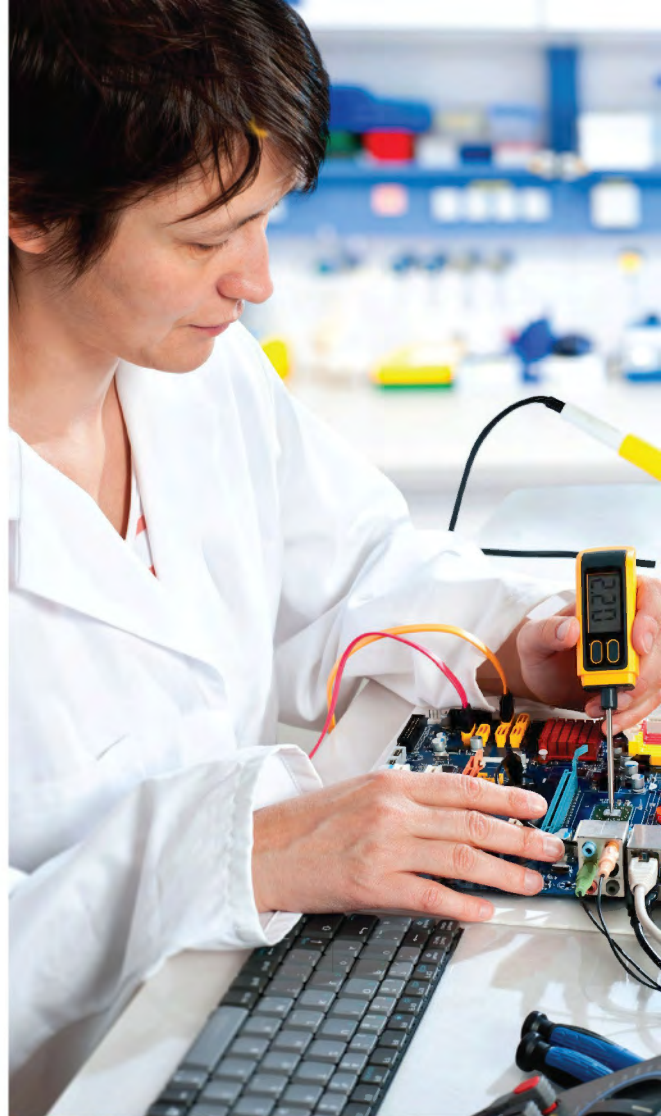
- **Investment Attraction** – currently working with **18 firms** with potential for **1,692 jobs** to locate in Salisbury. Three firms committed to investing in Salisbury with 640 jobs.
- **Business Expansion** – working with **6 firms** on expansion plans with potential growth of **295 jobs**
- **Business Information** – provided to **612 individual** firms this financial year
- **Start Up Support** – provided to **92 intenders & early stage firms** this financial year
- **Willingness of Polaris Clients to refer others to Polaris** – 91%

Development Applications

In the October - December 2017 Quarter, \$34.2 million worth of development applications were approved by Council. Over the past twelve months the total value of development applications approved was \$160 million.

Larger commercial developments (value exceeding \$5 million) lodged or approved in the last quarter include:

- \$17.6 million – alterations to existing Helping Hand aged care facilities at Parafield Gardens and Ingle Farm.
- \$16 million – Saints Road Shopping Centre
- \$6 million – Peter Kittle Motors sales and service premises at Para Hills West
- \$32.3 million – Salisbury Community Hub
- \$5.5 million – Veroguard cybersecurity manufacturing headquarters at Edinburgh Parks.



Industry Development

The City of Salisbury is the industrial and commercial centre of South Australia and welcomes innovative, imaginative and creative enterprises. Known as a pro-business, proactive Council, the City of Salisbury is well positioned as the ideal location to give business a competitive advantage.

Businesses based in the region have made in leading developments in defence, electronics, advanced manufacturing, research and development, information technology, food and food production, and education.

Future industry focus:

Defence Industry (Tier 1)

- High technology, R&D activity supporting the ship building program (ie. surveillance and drone technology, sensors and artificial intelligence)
- Space and space related activity
- Cyber security
- Build on presence of Edinburgh Defence Base and DSTG.

Food and Food Production (Tier 1)

- Growth through innovation and collaboration. Technology will change the way traditional food production occurs.
- Northern Adelaide Food Park
- Northern Adelaide Irrigation Scheme
- Hemp Industry (production of food through hemp seeds and potentially manufacture of hemp textile).

Manufacturing (Tier 1)

- Transition to high technology manufacturing, where production depends on excellence rather than volume.

Logistic and Distribution (Tier 1)

- Direct connections to the National Highway, railway freight links and the main interstate rail routes, as well as the Northern Connector, Salisbury will remain a key hub for logistics focussed industries and businesses.

Health, Ageing and Disability (Tier 2)

- NDIS will change the way service delivery occurs and may result in increased service needs and skilled workforce
- Ageing population goods and services, including healthy ageing and care provision, mobility and independence, communication, and learning.

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