

SOUTHERN ADELAIDE ECONOMIC DEVELOPMENT BOARD

COMMUNIQUE - 4 FEBRUARY 2011

1. THINKER IN RESIDENCE – GORAN ROOS

The Southern Adelaide Economic Development Plan (SAEDP) identifies advanced manufacturing as a target sector for growth in the southern region. The State Government has engaged Goran Roos as Thinker in Residence covering three areas:

- Manufacturing policy and strategy
 - Business enterprise innovation
 - Relevant academic research
- The City of Marion, with the assistance of the City of Onkaparinga, is a partner in this residency and is working with the Southern Adelaide Economic Development Board to ensure that the region can benefit from Goran's work. This is particularly important given the focus both the State Government and the Board have on the Tonsley Park redevelopment. The learnings can also apply to Futurtec and Port Stanvac. The residency has just commenced and the Southern Adelaide Economic Development Board will be meeting with Goran on Monday 7 February 2011 to discuss the residency and its relevance to the region.

2. DIGITAL ECONOMY STRATEGY

SAEDP has identified broadband as a vital piece of infrastructure for the southern region and the Board has previously welcomed the AdamMax metropolitan broadband blackspot project, part funded by the State and Federal Governments. The region has now been successful in securing a stage 1 roll-out site for the national broadband network at Willunga with the physical roll-out due for completion in February 2011. To date the take up rate for physical connection to the network is approximately 84%.

With these opportunities well underway, the Board is now preparing a digital economy strategy to ensure we maximise the 'first mover'

advantage associated with the Willunga roll-out. Both the State and Federal Governments have a keen interest in the success of the Willunga development and the Board will actively engage with them to ensure this.

The Board has also been in discussions with Flinders University to undertake research into the impact of high speed broadband on the regional economy. The objectives of the research are:

- To investigate the drivers and barriers to the adoption of the NBN
- To assess the impact of high speed broadband take up on:
 - regional economic development outcomes:
 - business competitiveness
 - innovation
 - investment attraction
 - workforce – skills development
 - employment
 - community development
 - property values
 - health services
 - education services
 - Council services
- To determine whether there is a rationale for government intervention in optimizing the take up of high speed broadband services
- To determine the form of the intervention

The Board has requested the preparation of a stronger profile of businesses in Willunga and adjoining areas in the second phase roll-out. A letter of support will be provided to Flinders University in the submission to seek an Australian Research Council Linkage grant for the project.

3. INVESTMENT ATTRACTION PLAN

With the disinvestment occurring in parts of our regional economy – notably low value adding manufacturing – one of the Board's priorities is to attract investment into the targeted sectors of advanced manufacturing (including medical technologies), cleantech, food wine tourism, and health and education services.

A draft investment attraction plan has been prepared which draws together research in this area over the last 5 years and recognition of the opportunities now emerging in particular:

- infrastructure projects including broadband roll-out, Seaford rail extension, southern expressway duplication and desalination project

- Tonsley Park redevelopment and Futurtec
- Port Stanvac – Exxon-Mobil site
- Marion Aquatic Centre
- Transit Oriented Developments – various

The draft plan is comprehensive and will now go through a process of prioritisation with a focus for the short term being to leverage regional projects for investment attraction

4. FOOD WINE TOURISM WORKING GROUP

The Food Wine Tourism Working Group was established as a subcommittee of the Board in November 2011. Its brief is to prepare a food wine tourism strategy and report to the Board by June 2011. The Group has met once to formalise its membership and reaffirm the terms of reference. The context within which the strategy will be developed is the South Australian Tourism Commission's (SATC) draft Regional Tourism Growth Plan which was released for comment on 23 December 2010.

Membership of the Group comprises:

- Pip Forrester (Chair)
- Ciaran Cryan – Bellevue Bed and Breakfast
- Alan Edmond – General Manager SSBEC
- Mark Lloyd – Coriole Wines
- Ros Miller – Red Poles
- Tony Parkinson – Pennys Hill Winery
- John Cassebohm - Food, Tourism and Industry Skills Council
- Ines Patrilli – Patrilli Wines
- Alan Rowett - Marion Holiday Park

Supported by Bridget Ransome (City of Marion) and Brian Hales and Phillip Tanner (City of Onkaparinga)

5. SOUTHERN SUBURBS COORDINATION GROUP

The latest [SSCG communiqué](#) is available on the Office for the Southern Suburbs website.