

Business & Economic Development Advisory Committee

Agenda & Reports

28 May 2024

Our Vision

*A City which values its heritage, cultural diversity,
sense of place and natural environment.*

*A progressive City which is prosperous, sustainable
and socially cohesive, with a strong community spirit.*

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

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City of
Norwood
Payneham
& St Peters

23 May 2024

To all Members of the Business & Economic Development Advisory Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Grant Piggott
- Cr Victoria McFarlane
- Cr John Callisto
- Ms Amanda Grocock
- Ms Amanda Pepe
- Mr Ben Pudney
- Mr Joshua Baldwin
- Mr Matt Grant
- Ms Rebecca Thomas
- Ms Trish Hansen

Staff

- Mario Barone (Chief Executive Officer)
- Keke Michalos (Manager, Strategy)
- Claire Betchley (Co-ordinator, Marketing & Events)

NOTICE OF MEETING

I wish to advise that pursuant to Sections 87 and 88 of the *Local Government Act 1999*, the next Ordinary Meeting of the Business & Economic Development Advisory Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 28 May 2024, commencing at 6.30pm.

Please advise Claire Betchley on 83664582 or email cbetchley@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

A light meal will be available at the meeting.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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VENUE Mayors Parlour, Norwood Town Hall

HOUR

PRESENT

Committee Members

Staff

APOLOGIES

ABSENT

TERMS OF REFERENCE:

The Business & Economic Development Advisory Committee is established to fulfil the following functions:

- *To provide high-level independent expert advice to the Council on economic development matters and employment growth opportunities in the City of Norwood Payneham & St Peters and to have oversight of the continued implementation of the Council's Economic Development Strategy.*
- *To identify issues, opportunities, and initiatives which impact on business and economic development in the City of Norwood Payneham & St Peters.*
- *To provide advice to the Council and recommend actions, including the conduct of studies associated with business and economic development, as required, in order to facilitate the identification of opportunities, issues, strategies and actions.*
- *To assist the Council to facilitate and promote economic growth and development in the City of Norwood Payneham & St Peters.*
- *To provide advice to the Council as required, to facilitate the creation of business networks (both within South Australia and Australia), which provide benefits for the City of Norwood Payneham & St Peters and the business sector.*
- *To provide strategic direction and leadership to ensure that members of the business community are able to participate in the development and implementation of the City's business and economic development outcomes.*
- *Conduct forums to identify and articulate relevant information in respect to services and activities in the City of Norwood Payneham & St Peters that contribute to the City's economic growth.*
- *Advocate and work actively with State and Federal Governments and their agencies, the private sector and relevant peak bodies on key economic priorities which deliver positive outcomes for the City and the community.*
- *Consider and advise the Council on medium and long term matters relevant to business and economic development within the City of Norwood Payneham & St Peters.*

1. CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING HELD ON 12 MARCH 2024

2. PRESIDING MEMBER'S COMMUNICATION

3. PRESENTATION

3.1 2024 AFL Gather Round

3.2 2024 Eastside Business Awards

3.3 Glynde & Stepney Economic Market & Strategic Options

A presentation will be provided by Acil Allen (Consultants) regarding the Glynde and Stepney economic market and strategic options analysis.

4. STAFF REPORTS

4.1 GLYNDE AND STEPNEY ECONOMIC, MARKET & STRATEGIC OPTIONS ANALYSIS

REPORT AUTHOR: Manager, Strategy
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4509
FILE REFERENCE: qA109047
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to update the Business & Economic Development Advisory Committee, on the status of the Glynde & Stepney Food and Beverage Manufacturing Precincts Project and in particular, the work that is currently being undertaken as part of the Glynde and Stepney Economic, Market & Strategic Options Analysis.

BACKGROUND

At its meeting held on 12 September 2023, the Business & Economic Development Advisory Committee (B&EDAC) considered a report regarding the opportunities, constraints/challenges and priorities, associated with the Glynde and Stepney Food and Beverage Manufacturing Precincts and more generally, the manufacturing and light industrial uses located within these two (2) precincts.

Following consideration of the matter, the Committee resolved the following:

1. *That the Committee recommends to the Council that it allocates a budget of up to \$50,000 to undertake a detailed economic and strategic options analysis to inform the Council's strategic vision and strategic planning for the Employment Zones in Glynde and Stepney.*
2. *That the Committee recommends to the Council that it advises the State Planning Commission, through its submission on the Greater Adelaide Regional Plan – Discussion Paper, that the Council is committed to the retention of the Employment Zones in Glynde and Stepney and is undertaking its own detailed investigations to form a long-term vision for these two (2) precincts.*
3. *That the results of the economic and strategic options analysis for the Glynde and Stepney precincts be presented to the Business & Economic Development Advisory Committee for its consideration and that the Committee use the results to make a recommendation to the Council.*

The above recommendation was considered and adopted by the Council at its Meeting held on 3 October 2024.

As part of its consideration of the Committee's recommendation, the Council was also advised of further capital investment in relation to the development and implementation of a future masterplan for Glynde, likely to be implemented over a five (5) year period.

Following its consideration of the report on the Glynde and Stepney Food and Beverage Manufacturing Precincts, the Council resolved the following in relation to Glynde and Stepney:

1. *That \$50,000 be allocated as part of the 2023-2024 Budget to undertake a detailed economic and strategic options analysis to inform the Council's strategic vision and strategic planning for the Employment Zones in Glynde and Stepney.*
2. *That the 2023-2024 Budget be amended accordingly.*

In accordance with the Council's resolution, an invitation to submit a quotation to undertake the delivery of the *Glynde and Stepney Economic, Market & Strategic Options Analysis* was distributed to the following four (4) consultants:

- Acil Allen;
- Deloitte;
- Frontier Economics; and
- JLL Adelaide.

These four (4) consultants were selected on the basis that they have extensive experience in economic development, writing economic and market strategies and have a very strong knowledge base in the food and beverage manufacturing sector. With the exception of Frontier Economics, the other three (3) consultants all have an Adelaide office, in addition to interstate resources.

Following a detailed assessment, Acil Allen was awarded the contract for Phase 1 of the *Glynde and Stepney Economic, Market & Strategic Options Analysis*.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The key strategic documents that align with this Project are listed below:

- *The 30 - Year Plan for Greater Adelaide;*
- *Greater Adelaide Regional Plan – Discussion Paper;*
- *CityPlan 2030: Shaping Our Future – Mid Term Review 2020;*
- *City of Norwood Payneham & St Peters - Economic Development Strategy 2021-2026; and*
- *South Australia's Small Business Strategy 2023 – 2030.*

FINANCIAL AND BUDGET IMPLICATIONS

The Council has allocated a budget of \$50,000 for the *Glynde and Stepney Economic, Market & Strategic Options Analysis*.

DISCUSSION

Due to the extensive scope of work, the Project has been split into two (2) phases and Acil Allen has been appointed to deliver the following seven (7) components as part of Phase 1 – Comparative Analysis of the Project:

- identify the level of current demand and forecast growth (anticipated future demand) for not only food and beverage manufacturing, but also light industrial land more generally, as well as competing demands on the land use based on the location of the precincts;
- include a comparison of the Glynde and Stepney food and beverage manufacturing precincts with other similar precincts across the greater Adelaide region, the State and more broadly across Australia (supply) – considering current performance and potential performance;
- identify any challenges or barriers that could hinder the growth of food and beverage manufacturing in these precincts;
- identify key trends across the industrial property market; identify gaps in the market and providing some direction on whether Glynde and Stepney should be a start-up location or an incubator for food and beverage manufacturing;
- outline the opportunity cost of retaining these two (2) precincts as employment land versus other land uses (ie residential) or sacrificing employment land for residential, in the case of Stepney;
- provide guidance on the level of private and public investment that is required to protect these precincts for light industrial/manufacturing and more specifically, for the expansion of food and beverage manufacturing in these precincts; and
- include an investigation into the highest and best land use for each of the two (2) precincts.

The items that are proposed to be undertaken as part of Phase 2, should they be required, are:

- a cost benefit analysis of a range of options including retaining employment zones for light industry, creating food and beverage precincts, allowing market driven changes or rezoning to accommodate residential uplift;
- determine the value of the arterial road fronting land versus non-arterial road fronting land for small scale food and beverage manufacturing and more generally light industrial uses;
- evaluate existing infrastructure (at a high level) and identify the upgrades that are required to accommodate the potential land uses and the heavy vehicles that will support the efficient functioning of these precincts. Identify if there are any bottlenecks or limitations that could hinder growth; and
- examine employment generation should the food and beverage sector expand and what the potential loss of employment in other sectors might be if the Council focuses on the food and beverage manufacturing sectors - as well as the implications of losing employment land for the purposes of residential development and what that means in terms of providing jobs close to where people live.

Acil Allen has completed most of its initial investigations and is in the process of finalising the Stage 1 - Comparative Analysis Report for the Committee's consideration. To help inform the document, Acil Allen will conduct a workshop with the Committee Members during the meeting scheduled for Tuesday 28 May 2024. The results of the workshop will be used to finalise the document. The final document will be presented to the BEDAC at its meeting scheduled for 13 August 2024.

OPTIONS

Not Applicable.

CONCLUSION

Acil Allen will conduct a workshop with the Committee on the draft findings of the analysis to assist in finalising the *Glynde and Stepney Economic, Market & Strategic Options Analysis – Stage 1: Comparative Analysis*.

COMMENTS

Nil.

RECOMMENDATION

That the Committee notes the contents of this report.

5. OTHER BUSINESS
(Of an urgent nature only)

6. NEXT MEETING
Tuesday 13 August 2024

7. CLOSURE