

2020/21 - 12-Month Action Plan - Revitalisation of the Edwardstown Employment Precinct

| | | | | Council's Role | | | | |
|---|--------------------|---|--|----------------|------------|--------------|------------|------------|
| | Outcome | Action Item | Benefit/Outcome | Advocacy | Leadership | Coordination | Investment | Partnering |
| 1 | Governance | <p>Project Governance</p> <p>1.Board Champion – Mayor/Cr Joseph Masika/ Cr Sasha Mason</p> <p>2.Project Sponsor – Iliia Houridis, General Manager City Development</p> <p>3.Senior Leader – Greg Salmon, Manager City Activation</p> <p>4.Project Manager – Donna Griffiths, Unit Manager Economic and Cultural Development.</p> <p>5.Project Coordinator – Kate Silkstone, Project Coordinator</p> <p>6.Monthly Business community meetings at the Edwardstown Club held the first Monday of each month.</p> <p>7.Internal Project Control Group – Coordination and delivery of the project by establishing an internal working group of lead areas / subject matter experts to meet monthly.</p> <p>8. Incorporate the independent member from the Infrastructure and Strategy Committee.</p> | <ul style="list-style-type: none"> •Organisational excellence •A framework for responsibility and accountability •Clear deliverables and project management •The business community is involved in the project •Activation of the Edwardstown Club as a place for networking for the business community | X | X | X | X | X |
| 2 | Project Management | <p>Use the Making Marion sites to continue engagement and two-way communication.</p> <p>•https://www.makingmarion.com.au/edwardstown-project</p> <p>•https://www.makingmarion.com.au/greening-edwardstown</p> | <p>Increase participation in the project; increase engagement.</p> | | | X | | X |
| 3 | Project Management | <p>Identify partnerships and funding opportunities to support the delivery of the Edwardstown Revitalisation Plan.</p> | <ul style="list-style-type: none"> •Community ownership of the revitalisation •Leverage greater value for the project by working with others. | | | X | | X |
| 4 | Project Management | <p>Monitor and maintain the Edwardstown Business and Property Database to ensure that it is kept up to date.</p> | <ul style="list-style-type: none"> •A consolidated up to date listing of business and property owners. | | | X | X | |
| 5 | Project Management | <p>Define the scope clearly and succinctly for EMs. The urban renewal project is within the western portion of the railway and bordered by South Road, Daws Road and Cross Road.</p> | <p>A clear project plan.</p> | | X | X | | |
| 6 | Research | <p>Understand the role of Tonsley as an incubator for entrepreneurs, then Edwardtown as a landing pad for warehousing , storage and manufacture. Understand the capability available at Tonsley and promote this to Edwardstown businesss community. When businesses are turned away at Tonsley where do they go? why not Edwardstown?</p> | <p>Understand the Tonsley and Edwardstown complementary value propositions.</p> | | | X | | |
| 7 | Research | <p>Research supply chains into industry sectors better and build on the existing strengths of Edwardstown.</p> | <p>Understand the strengths and supply chains already adopted and attract like-minded industry sectors.</p> | | | X | | |
| 8 | Research | <p>What is missing? Undertake a Place Audit.</p> | <p>Understand the gaps and potential for business attraction.</p> | | | X | | |

2020/21 - 12-Month Action Plan - Revitalisation of the Edwardstown Employment Precinct

| | | | | | | | | |
|----|--------------------|--|---|---|---|---|---|---|
| 9 | Research | City of Marion suppliers - why are they not in Edwardstown? | | | | X | | |
| 10 | Research | Hub and spoke capability model. How can this apply to Edwardstown - how does it become a node? | | | | X | | |
| 11 | Project Management | Working across City of Marion and externally to identify opportunities to leverage internal funds to delivery actions. | Use of existing resources and budgets to support the delivery of this project and look for potential savings. | | | X | | X |
| 12 | Activation | Mayor/Project Champion to advocate for project funding from the State / Federal Government to support this initiative. | <ul style="list-style-type: none"> •Leverage Council funds. •Generator of employment and business growth •Long term vision | X | X | | X | X |
| 13 | Activation | Retain the Edwardstown Business Community monthly meetings <ul style="list-style-type: none"> •Monitor a shift in the base line mapping due to intervention. •Review and monitor activities. •Share ideas. •Discuss feasibility of the product opportunities identified. | <ul style="list-style-type: none"> •Market Intelligence •Outcomes are directly related to the needs of the business community •Business and industry voice in everything that is done | | X | X | | X |
| 14 | Activation | Ongoing provision of networking and peer to peer support by Southern Business Connections (our local business association). Workshop topics to include: •Building your Team •Building Visibility - Measurement | <ul style="list-style-type: none"> •Workshops and networking tailored to the needs of the Edwardstown business community provided by peers •Share knowledge and experience •Establish mutually beneficial business relationships •Activation and recognition of the Edwardstown Club as the local hub for business gatherings | | | X | | X |
| 15 | Activation | Council to continue to liaise with DPTI to ensure the zoning proposed by the Code reflects specific directions currently sought by the Development Plan (Castle Plaza and the transition precinct) and to ascertain the opportunity for a Code Amendment to be undertaken, when and if required, once a final Edwardstown Precinct Plan has been created. | •Zoning supports the needs of the industry | X | X | | | |
| 16 | Activation | Create a brand for the Edwardstown Industrial Precinct that: •Celebrates the history of Edwardstown (using the information from the Marion Heritage Research Centre) •Builds on its diversity and comparative advantages •Attracts more manufacturers and creatives •Increase recognition of local Edwardstown businesses Design concepts to be presented to Council.NB. "Edwardstown Funk " concept. | <ul style="list-style-type: none"> •Attract investment in manufacturing, high tech and creative industries •Destination focus •Recognition and recall of Edwardstown as an industrial precinct •Strengthen local business focus •Attract new industry sector to add vibrancy to the precinct •Local businesses to self-promote as an Edwardstown business | | | X | X | X |

2020/21 - 12-Month Action Plan - Revitalisation of the Edwardstown Employment Precinct

| | | | | | | | | |
|----|------------|---|---|---|---|---|---|---|
| 17 | Activation | <p>Circular Economy / Waste Minimisation: Establish a small group of businesses in a trial to look at ways to Reuse, Recycle or Reduce industrial waste within the precinct. •A specialist facilitator may be required to gain the most out of this.</p> <p>Investigate Green Industries SA business grant opportunities for: •Resource Efficiency and Productivity •Valuing Business Waste •Industry & Business Groups</p> | <ul style="list-style-type: none"> •Minimise waste •Innovation in the circular economy space •Reduce dependence on importation of raw materials •Reduce environmental impact of economic activity •Create new job opportunities | | X | X | X | |
| 18 | Activation | Celebrate businesses in Edwardstown greater than 25 Years with a plaque from the Mayor and site tour for promotion. One per month for eight months. | <ul style="list-style-type: none"> •Recognise commitment to Edwardstown – retention of local businesses •Celebrate business success •Ongoing support for local jobs | | X | X | | |
| 19 | Activation | Encourage businesses to take up the Commonwealth Government Energy Advisory services to support the reduction of energy costs on their business. Advocate for an advisor to be located in South Australia. | <ul style="list-style-type: none"> •Reduce energy costs | | | X | | X |
| 20 | Activation | Campaign to encourage businesses to take up the Southern Business Mentoring Program service in disciplines such as retail, wellbeing, strategic marketing, general business, HR and digital marketing. | <ul style="list-style-type: none"> •Business growth via mentoring in particular disciplines •Retention and growth of business community | | | X | | |
| 21 | Activation | Establish a Creative Industries Co-working Hub. | <ul style="list-style-type: none"> •Support local artists and the development of creative industries •Community meeting space and access for workshops/events •Potential for retail, gallery space and café •Opportunity to utilise and recycle what is considered to be 'industrial waste' | | X | X | X | |
| 22 | Activation | Create a prospective business register to identify new businesses needing premises | <ul style="list-style-type: none"> •Attraction of new businesses •Retain and grow existing businesses •Employment growth | | | X | | |
| 23 | Access | Consultative Committee for North-South Road Corridor to inform North South Road discussions with Cr Sasha Mason as chair. The Committee to include City of Mitcham, City of Marion, City of Unley and City of West Torrens. This committee will meet quarterly to advocate for business and connectivity for the region during the north-south corridor discussions. | <ul style="list-style-type: none"> •Monitor •Advocate for tunnelling South Road as this has the potential to improve access conditions for Edwardstown. •Advocate for direct access/exit points at Daws Road and Cross Roads as this will have the impact of enhancing Edwardstown's connectivity to broader markets and suppliers. •Advocate for creation of South Road Boulevard at surface level | X | X | | | |
| 24 | Access | Undertake community consultation on South Road. Should South Road be a tunnel? Where should the drop points be? | Provide council with a clear preference on the treatment for South Road. | | | X | | |

2020/21 - 12-Month Action Plan - Revitalisation of the Edwardstown Employment Precinct

| | | | | | | | | |
|----|---------|--|---|--|--|---|---|---|
| 25 | Access | Detailed study into local area traffic management including potential traffic calming devices. Obtain data to validate the one way road treatments and include some design treatments. | <ul style="list-style-type: none"> •Address traffic speed and behavioural concerns on the local road network •Improve safety of pedestrians and cyclists •Access to parking and traffic data will directly address one of the businesses main concerned. It reduces impact on residential streets and gathering data on utilisation of parks and traffic movements would enable the data-driven decisions around service delivery. •People movement data helps to understand asset utilisation and peak times in the precinct which in the future could inform business hour trading, event planning and café popups. | | | X | X | |
| 26 | Amenity | Greening of Edwardstown: In partnership with the Greening Adelaide Fund and Water Sensitive Urban Design Grant Funding Program plant 176 advanced trees, provide 75 tree inlets and position 8 educational totems in Furness Avenue, Woodlands Terrace, Dunorlan Road, Deloraine Road and surrounding streets. This project is due to complete on 30 April 2021. | <ul style="list-style-type: none"> •Improve public realm •Create green character amenity including green spaces to help people meet •Reduce urban heat •Reduce air pollution and energy use <p>Project outcomes:</p> <ul style="list-style-type: none"> •166 advanced trees •75 tree inlets •8 educational totems •Environmental monitoring •Community engagement | | | X | X | X |
| 27 | Amenity | Greening of Edwardstown Stage Two Investigate Greening Adelaide Fund and Water Sensitive Urban Design Grant Funding Programs as an opportunity to extend the Greening of Edwardstown to include another four streets. This fund requires a 50% council contribution. | <ul style="list-style-type: none"> •Improve public realm • Create green character amenity including green spaces to help people meet •Reduce urban heat •Reduce air pollution and energy use | | | X | X | X |
| 28 | Amenity | Three Year Planting Program in the Edwardstown Employment Precinct to increase canopy and reduce the heat island impact. | Reduce the heat island impact. | | | X | X | |
| 29 | Amenity | Stobie Pole Art: Incorporate Public Art into the Raglan Avenue streetscape upgrade via Stobie Pole Art. This project carried over from 2019/20 FY. | <ul style="list-style-type: none"> •Reinforce the character and underlying cultural diversity within Edwardstown •Create environments that have high levels of amenity and cultural identify | | | X | X | |
| 30 | Amenity | Create an industrial historical trail through Edwardstown via murals. Install one piece of art. | <ul style="list-style-type: none"> •Celebrate the industrial history of the precinct •Create a point of difference •Improve the amenity of the precinct | | | X | X | |
| 31 | Amenity | Thermal Comfort Modelling monitoring, aligned with Greening program. Using the recent urban heat island exercise undertaken by the southern region councils as a bench mark, Council can undertake thermal comfort modelling at the conclusion of this framework. Monitor. | Monitor change before, during and after interventions. | | | X | | |