

**12 Month Action Plan - Revitalisation of the Edwardstown Employment Precinct  
2021/2022 Financial Year**

#	Outcome	Action Item	Deliverables	Benefit/Outcome	Council's Role					Timeline	
					Advocacy	Leadership	Coordination	Investment	Partnering	Start	End
		2021-2022 Action Plan		Create action plan and seek endorsement from Council						Nov-21	Mar-22
1	Governance	1.Board Champion – Mayor/Cr Joseph Masika/ Cr Sasha Mason 2.Project Sponsors – Ilia Houridis, General Manager City Development 3.Senior Leader – Greg Salmon, Manager City Activation 4.Project Manager – Donna Griffiths, Unit Manager Economic and Cultural Development. 5.Project Coordinator – Kate Silkstone, Project Coordinator 6.Monthly Steering Committee meetings at the Edwardstown Club held twice yearly. 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.		•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	X	X	X	X	X		
2	Project Management	Identify partnerships and funding opportunities to support the delivery of the Edwardstown Revitalisation Plan.		•Community ownership of the revitalisation •Leverage greater value for the project by working with others.	X	X	X	X	X		
3	Project Management	Re-establish the steering committee to support and inform the Revitalisation of the Edwardstown Employment Precinct project. To be chaired by a member of the business community. Meetings to be held monthly.		The project steering group supports and informs the Project, providing insights, information, and recommendations on the Action Plan (and longer-term vision) with members: •acting as project advocates within the precinct community •providing feedback into key actions.	X	X	X		X	Aug-21	Jun-21
4	Communication	Use the Making Marion sites to continue engagement and two-way communication.  •www.makingmarion.com.au/edwardstown-project •www.makingmarion.com.au/greening-edwardstown		Increase participation in the project; increase engagement. Keep businesses and residents up to date.		X	X		X	Jul-21	Jun-22
5	Communication	Maintain the Edwardstown Business and Property Database to ensure that it is kept up to date.Integrate this into the new Salesforce CRM so that we have a complete picture of property owners and businesses within the precinct.		A consolidated up to date listing of business and property owners.			X		X	Jul-21	Jun-22
<b>Access - How we move in, out and around the precinct</b>											
6	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.		Information, advocacy and communication.	X	X	X		X		
7	Access	Participate on the North South Corridor Business Community Consultation Group to understand how the project can be shaped in relation to the major development.		This will help inform the development of a longer term plan.	X	X	X	X	X		
8	Access	Explore traffic management options for Edwardstown.		Investigating road reserves to improve access, parking and amenity.		X	X	X		Jul-21	Jun-22
9	Access	Public consultation with businesses and residents impacted by the proposed traffic management plan and an action to conduct a detailed design of the plan to be completed.		Traffic management solutions meet the needs of the community.			X				
<b>Amenity - The look and feel of the precinct</b>											
10	Amenity	Build on the stobie pole project of 2020/21 with an additional eight stobie poles.		Add vibrancy to the precinct.			X	X		Jul-21	Dec-21
11	Amenity	Install a mural on Raglan Avenue (seek collaboration with Vicinity Centres) to build on the existing 'service lane' art.		Increase the vibrancy and vibe of the precinct.			X	X		Jul-21	Dec-21

12	Amenity	Continue the delivery of the Greening of Edwardstown Stage Two. \$60k/50% funding through Greener Adelaide grant received 2020/21 FY.	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	X	Jul-21	May-22
13	Amenity	Three Year Planting Program in the Edwardstown Employment Precinct to increase canopy and reduce the heat island impact. <b>Commenced 2020-21</b>	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			
14	Amenity	Application for Water Sustainability Grant 2021-22 of \$25k/50% funding through. This will look to negate the storm water issues in Edwardstown. \$ for \$ funding required. To deliver 50 tree nets.	Green streets and flourishing parklands, by recognising the synergies of fit-for-purpose water provision, at-source infiltration, and other sustainable water management opportunities for urban greening. Biodiversity sensitive and water sensitive urban design (BSUD and WSUD), by supporting projects that integrate these contemporary design philosophies into their overall design processes.			X	X	X		
15	Amenity	Apply 100mm of rubble to the verge on Woodlands Terrace.	Trial a verge uplift to Woodlands Terrace.				X		Jul-21	Feb-22
16	Amenity	Clean-up Edwardstown. Continue to promote the Snap Send Solve App to raise customer events	Improve amenity. Fix foot path etc issues. Business community starts to take pride of place.			X	X		Jul-21	Jun-22
<b>Activation - How do we support business growth and investment?</b>										
17	Activation	Continue to support the delivery of the Creative Co-working Space. Review and monitor	Deliver on contract management requirements.			X	X	X	Jul-21	Jun-22
18	Activation	Retain the Edwardstown Business Community quarterly meetings - Monitor a shift in the base line mapping due to intervention. - Review and monitor activities. - Develop and strengthen the Edwardstown and Tonsley business relationships - Share ideas. - Discuss feasibility of the product opportunities identified.	Facilitate workshop and networking events to engage and develop relationship with the business community. Host a Thought Leadership event on Industry 4.0 to be held at Tonsley.		X	X		X	Jul-21	Jun-22
19	Activation	Investment attraction website - link to capability directory/business directory (promotion of products and services)/business prospectus / <u>Make it here/vacant land opportunities</u>	Create a website and social media platforms to direct traffic to the website.		X	X	X		Jul-21	Jun-22
20	Activation	Promote and apply the Edwardstown brand to attract new investment, new industry and raise the profile of Edwardstown businesses.	Push out the Edwardstown brand through digital channels, local area and self-promotion of the Edwardstown businesses to increase recall, recognition and desire to be part of the employment precinct.			X	X	X	Jul-21	Jun-22
21	Activation	Recognise and retain our current businesses that provide local jobs through a Mayoral visit. This will build on the 25+ year project from the 2020/21 FY.	Recognise four businesses for their commitment to the Edwardstown community and on-going support for local jobs and recognise four businesses who have recently moved into Edwardstown.		X	X			Jul-21	Nov-21
22	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 and <u>social media</u> .	•Business growth via mentoring in particular disciplines •Retention and growth of business community			X			Jul-21	Jun-22
23	Activation	Form a Make It Here group of key leaders representing government, academic, industry and entrepreneurs to provide direction for Tonsley and Edwardstown collaborative community. Facilitate networking opportunities to foster collaboration quarterly.	Edwardstown is known as a place to 'make' products and services. Provide education and collaboration opportunities to enable businesses to transition towards advanced manufacturing.	X	X	X	X		Nov-21	Jun-22
24	Activation	Investigate a shared space digitally where Tonsley and Edwardstown members of the ecosystem can meet, share ideas and build relationships.	Flinders University students - City Studio concept		X	X	X		Nov-21	Jun-22
25	Activation	Circular Economy - Explore grant opportunity with Greener Industries to build on the work from 2019/20 Action Plan.	Businesses generate value through their waste creating greater revenue streams and potentially supporting jobs growth.			X	X		Nov-21	Jun-22
26	Activation	Work with the Creative Co-working Space, food and entertainment venues in Edwardstown to host SALA and Fringe events.	Add vibrancy, stimulate the evening and night time economy.			X	X	X	Nov-21	Jun-22

27	Activation	Defence Clustering Initiative. Support Edwardstown businesses to tap into the \$4bn defence opportunities.	Support local business to obtain opportunities from the nine State Government growth sectors. Ensure Southern business receives opportunities from the Defence sector.	X	X	X	X	X	Jul-21	Jun-22
28	Activation	Assist new and existing businesses with case management of development applications.	To provide a strong customer experience to potential investors to convert enquiry into actual investment within Edwardstown.			X	X		Jul-21	Jun-22