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22ND ANNUAL
LEADERSHIP
EXCELLENCE
AWARDS

EXCELLENCE IN LOCAL ECONOMIC
DEVELOPMENT FINALISTS

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EXCELLENCE IN LOCAL ECONOMIC DEVELOPMENT

THANKS TO



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City of Adelaide, Adelaide Central Market Online - Home Delivery

Through Adelaide Central Market Online, which developed and launched mid-2021, the iconic 154-year-old Adelaide Central Market continues to evolve and meet customer expectations. Via a multi-vendor online marketplace, more than 2,200 products from over 45 independent traders are available to shop online, for next Market day home delivery or convenient click and collect. Customers shop all their grocery needs from multiple stall holders in one single transaction, at any time, with products handpicked by traders to ensure the best quality for every purchase and genuine connection with the Market.

Implementation of the new service was fast-tracked to respond to the COVID-19 crisis, enabling thousands of customers to order food safely and conveniently whilst isolating or if unable to physically shop. The service was instrumental to the revenue of small businesses when CBD visitation was particularly affected by the pandemic. Today, momentum continues to grow, with a high returning customer rate, month-on-month sales growth and exceptional customer feedback.

The following performance measures demonstrate excellence in the customer experience and local economy development:

- Serviced nearly 3,500 customers with over 6,000 deliveries to date
- The returning customer rate is very high for a new business (66% average in 2022)
- Online sales at February 2023 have seen a 33% growth compared to the same period last year
- 15% increase in average basket size in December 2022 compared to year prior, with 7,019 products packed

This innovative service contributes to a stronger economy by giving local independent businesses an opportunity to diversify their income and gain new customers. In a changing world where customers always expect authenticity, quality, convenience, and availability; always, it also ensures continuing consumer connection to one of the most iconic shopping experiences in South Australia.

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City of Marion Revitalisation of Edwardstown Team – Edwardstown Employment Precinct Revitalisation

Commencing in 2019, the City of Marion embarked on a project to revitalise the Edwardstown Employment Precinct, historically renowned for its contribution to the Australian car industry until its demise in 2007. Edwardstown is the economic engine room of the City of Marion and has long served as a key employment generator for the region.

The four-year revitalisation of the Edwardstown Employment Precinct is built on the vision to support and invest in the precinct, transforming Edwardstown into a position where it can navigate to its next chapter; a premier employment precinct harnessing its industrial, commercial, and retail strengths whilst growing its innovation and creative potential.

Internal stakeholders across the organisation collaborate to deliver the project, relying on a small budget, grant funding and goodwill to deliver over 70 activities to address:

- Access - how people move around the site
- Amenity - the look and feel of the site
- Activation - business growth and investment

Continued investment has seen Edwardstown evolve into a successful industrial precinct. Since 2018 and during the challenges faced during COVID, the precinct has experienced growth in:

- Output growth of 16.2%, equating to \$224M
- Wages and salaries growth of 7.7% (CPI), equating to \$21M
- Value add growth of 9.4%, equating to \$46M

City of Marion has activated the Edwardstown Employment Precinct, creating prosperity through continued investment to encourage business growth and investment, improved amenity, and improved access. Many of the learnings are transferable and present an opportunity to replicate activity and achieve outcomes with businesses and industries across the City of Marion. Thanks to the demonstrated success in Edwardstown, planning has commenced to roll out similar activities across other Council areas.

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City of Playford Business and Industry Growth Team - Stimulating Defence Industry Growth Strategy

Through industry and government partnerships, the City of Playford has established Adelaide's traditional manufacturing heartland as an innovative and capable community, ready to take on nation-shaping defence projects.

Set against a key theme of Council's strategic plan, the city has:

- Worked directly with state government to successfully pitch for the construction of a high-tech aircraft deep maintenance facility alongside RAAF Base Edinburgh, that South Australia was not expected to win.
- Fostered the development of the Edinburgh Industry Alliance, bringing together nine local businesses with a combined 1,500 staff – enabling them to offer the increased capability required to bid for major projects. Flow-on effects of these jobs will result in \$63.7M in direct output per year, create \$35.04M in industry value annually and support another 100 indirect local jobs.
- Developed an annual defence industry day, fostering connections between local businesses and attracting the attention of global defence firms, with events held over 2021 and 2022 both reaching capacity. Importantly, these events have opened new channels of communication between Council, decision makers in industry and government.

Each of these initiatives have been delivered with careful consideration to strategic and political relationships, ensuring that support is gained across the broader stakeholder community, with each partner moving forward as one. They represent a model that can be utilised by other councils as a way of combining investment attraction, industry development and profile raising into a successful delivery platform.

This long-term approach to growing the defence industry to provide ongoing community benefit has created outcomes that will last a lifetime.

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