7. Business and community profile

7.1 Overview

A business and community profile can reveal the character and functionality of an area. The project is contained in the local government areas (LGAs) of Marion and Onkaparinga; the northern termination of the Southern Expressway abuts the City of Mitcham.

7.2 Communities of interest

Given the size of the project area, the communities of interest are extensive and varied. For the purpose of the business and community profile the project area can be defined as the southern region, incorporating the City of Mitcham, City of Marion and City of Onkaparinga.

The suburbs the Southern Expressway corridor either travels through or abuts are (from the Main South Road interchange at Darlington to Main South Road interchange at Old Noarlunga):

- Sturt
- Bedford Park
- Darlington
- O'Halloran Hill
- Happy Valley
- Reynella East
- Trott Park
- Sheidow Park
- Reynella
- Lonsdale
- Morphett Vale
- Christie Downs
- Hackham West
- Noarlunga Centre
- Noarlunga Downs
- Huntfield Heights
- Hackham.

Figure 7.1 shows the location of the suburbs of interest in relation to the project.

7.2.1 City of Mitcham

Although the Southern Expressway does not enter the City of Mitcham, its northern termination (Main South Road interchange at Darlington), is adjacent to the City of Mitcham Council boundary.

The City of Mitcham has a residential population of 57,807 with a median age of 39.9 years in the Australian Bureau of Statistics (ABS) 2006 Census. The 2006 unemployment level in Mitcham was lower than the other LGAs in the southern region, with 3.9% of people unemployed and looking for work. Workers in clerical/administration (15%), management (14%) and professionals (32%) account for a majority of employment by occupation type for the residents of Mitcham.
7.2.2 City of Marion

The City of Marion, to the south-west of metropolitan Adelaide, had a population of 74,793 in the 2006 ABS Census. It shares boundaries with the LGAs of Onkaparinga to the south and east, Mitcham to the east, Unley to the north-east, Holdfast Bay to the west and West Torrens to the north. The south-west boundary of the city is the Gulf St Vincent of Hallett Cove and Marino.

Culturally, the City of Marion residents are mainly Australian born but there are distinct pockets of cultural diversity. Hallett Cove is possibly the most culturally diverse suburb in Marion with residents born in the United Kingdom, Germany, New Zealand and Poland; the north-east of the LGA (incorporating the suburbs of Marion, Clovelly Park, Edwardstown and Plympton) has clusters of people born in Greece and Italy. The suburbs of Trott Park and Sheidow Park also have populations of people born in Poland. There were 644 people of Aboriginal descent living throughout the Marion LGA, which equates to less than 1% of the total population.

7.2.3 City of Onkaparinga

The City of Onkaparinga is the southern-most point of metropolitan Adelaide, and had a population of 142,143 in the 2006 ABS Census, making it one of the largest LGAs in metropolitan Adelaide. It shares boundaries with the LGAs of Marion to the north and west, Mitcham to the north, Adelaide Hills and District Council of Mount Barker to the north-east, and Alexandrina and Yankalilla to the south. The south-west boundary of the LGA along Gulf St Vincent incorporates the beaches of Christies, Noarlunga, Southport, Seaford, Moana, Maslin, Port Willunga, Aldinga and Sellicks.

Culturally, the City of Onkaparinga consists mainly of Australian born residents, with certain locations displaying cultural diversity. The suburbs of Christies Beach, Port Noarlunga, Seaford and Moana have significant populations of people born in the United Kingdom, as high as 30% in some census collection districts. Onkaparinga Hills and McLaren Vale have populations of people born in Italy, with Huntfield Heights, Hackham West and Christies Beach having the most significant Aboriginal populations in the southern region. The total Aboriginal population in 2006 in the City of Onkaparinga was 1,604, approximately 1.1% of the total population.

7.3 Legislative and policy requirements

Existing state and local government strategic plans and conditions that are impacted by or influence the duplication of the Southern Expressway include:

- South Australia’s Strategic Plan (South Australian Government 2007)
- The 30-Year Plan for Greater Adelaide: A volume of the South Australian Planning Strategy (DPLG 2010)
- Housing and Employment Land Supply Program Report 2010, Greater Adelaide (DPLG 2010)
- Local government strategic plans (City of Marion, City of Mitcham, City of Onkaparinga).

These policies are summarised in Chapter 4 – Need for project and Chapter 6 – Economics.
7.4 Existing condition

7.4.1 Business and employment profile

Businesses located in the southern region are varied, with some distinct industry or employment clusters including:

- Flinders University and Medical Centre, incorporating employment in education, health, and community and personal services
- Main South Road retail precincts at Darlington, O’Halloran Hill, Reynella and Morphett Vale
- Lonsdale industrial precinct west of Reynella and Morphett Vale with employment in industry, technicians and trade, machinery operators and labour
- Noarlunga Centre, including employment in retail, entertainment, education, health, administration and community and personal services
- Agricultural and horticultural areas of McLaren Vale, Clarendon and Blewitt Springs
- Industrial precincts along South Road north of the Main South Road interchange at Darlington
- Commercial precinct associated with Marion Shopping Centre.

Recent employment activities that have positively influenced the southern region include:

- Hallett Cove shopping centre expansion, Marion
- McLaren Vale shopping centre expansion, Onkaparinga
- Cultural Village, Mitcham
- Adelaide Desalination Plan, Onkaparinga (estimated completion and operation date mid 2011)
- Stage Aquatic Centre, Marion (estimated completion date 2011)
- Pasadena shopping centre redevelopment, Mitcham (estimated completion date mid to late 2011)
- Noarlunga to Seaford rail extension, Onkaparinga (construction begun)
- Increase in tourism in the regions surrounding the southern region, including McLaren Vale wine region and through to the Fleurieu and Kangaroo Island regions.

The state-significant industries in the southern, Fleurieu and Kangaroo Island regions, which will potentially benefit from the project, are discussed in Chapter 6 – Economics.

7.4.2 Social and demographic profile

The baseline social data used to describe the local and regional communities has been sourced from the 2006 ABS Census. The LGAs of Marion and Onkaparinga are compared to the Adelaide metropolitan area (Adelaide Statistical Division) and South Australia in Table 7.1.

<table>
<thead>
<tr>
<th>People and age</th>
<th>Marion (LGA)</th>
<th>Onkaparinga (LGA)</th>
<th>Metropolitan Adelaide (SD)</th>
<th>South Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons total</td>
<td>74,793</td>
<td>142,143</td>
<td>1,034,375</td>
<td>1,407,255</td>
</tr>
<tr>
<td>Median age</td>
<td>39.2</td>
<td>36.5</td>
<td>37.7</td>
<td>38.2</td>
</tr>
<tr>
<td>% persons age 25 below</td>
<td>31.6%</td>
<td>35.9%</td>
<td>34.0%</td>
<td>34.2%</td>
</tr>
<tr>
<td>% persons age 65+</td>
<td>18.2%</td>
<td>12.7%</td>
<td>16.3%</td>
<td>16.5%</td>
</tr>
</tbody>
</table>
### Income and employment

<table>
<thead>
<tr>
<th></th>
<th>Marion (LGA)</th>
<th>Onkaparinga (LGA)</th>
<th>Metropolitan Adelaide (SD)</th>
<th>South Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income ($/week)</td>
<td>871.5</td>
<td>919.7</td>
<td>924.4</td>
<td>886.5</td>
</tr>
<tr>
<td>% persons: labour force</td>
<td>59.3%</td>
<td>62.5%</td>
<td>59.2%</td>
<td>59.0%</td>
</tr>
<tr>
<td>% persons: unemployed looking</td>
<td>5.2%</td>
<td>5.6%</td>
<td>5.3%</td>
<td>5.2%</td>
</tr>
<tr>
<td>% persons: not in labour force</td>
<td>36.5%</td>
<td>33.7%</td>
<td>35.8%</td>
<td>35.8%</td>
</tr>
</tbody>
</table>

### Family and dwellings

<table>
<thead>
<tr>
<th></th>
<th>Marion (LGA)</th>
<th>Onkaparinga (LGA)</th>
<th>Metropolitan Adelaide (SD)</th>
<th>South Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of dwellings</td>
<td>32,386</td>
<td>55,973</td>
<td>430,781</td>
<td>583,887</td>
</tr>
<tr>
<td>% couple families with children &lt;15</td>
<td>66.0%</td>
<td>66.0%</td>
<td>65.5%</td>
<td>67.6%</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.4</td>
<td>2.7</td>
<td>2.6</td>
<td>2.6</td>
</tr>
<tr>
<td>% separate house dwellings</td>
<td>74.3%</td>
<td>90.3%</td>
<td>76.9%</td>
<td>79.9%</td>
</tr>
<tr>
<td>% fully owned: total</td>
<td>33.4%</td>
<td>30.4%</td>
<td>33.6%</td>
<td>34.7%</td>
</tr>
<tr>
<td>% being purchased: total</td>
<td>35.2%</td>
<td>45.0%</td>
<td>35.5%</td>
<td>34.8%</td>
</tr>
<tr>
<td>% rented: total</td>
<td>27.4%</td>
<td>20.9%</td>
<td>26.7%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Travel to work (% persons one method: car as driver)</td>
<td>77.0%</td>
<td>82.4%</td>
<td>77.3%</td>
<td>77.6%</td>
</tr>
</tbody>
</table>

### 7.4.3 Community accessibility

Along the Southern Expressway corridor there are six access points or interchanges:

- **Main South Road interchange and Marion Road interchange at Darlington:** These interchanges at the northern termination of the Southern Expressway service a significant catchment. The destination catchment in the a.m. peak are locations north of the interchanges and in the p.m. peak locations south of the interchanges. Vehicles using the expressway in the a.m. peak (north of Sherriffs Road) exit at these interchanges to access any location north of (and including) Darlington, including the Adelaide central business district.

- **Panalatinga Road interchange (Old Reynella):** This interchange services the surrounding suburbs of Old Reynella, Reynella East, Happy Valley, Aberfoyle Park, Trott Park, Sheidow Park and O’Halloran Hill. The commercial precinct along Old South Road is also serviced by this interchange.

- **Sherriffs Road interchange (Lonsdale):** This interchange services the surrounding suburbs of Morphett Vale, Woodcroft (shared with Panalatinga Road interchange) and O’Sullivan Beach. Also of significance is the commercial and industrial access for the industrial suburb of Lonsdale, which relies on the direct and efficient access along this full interchange. The commercial precinct on Main South Road and at Morphett Vale (on Sherriffs Road) also requires access from this interchange. The interchange also services the suburbs associated with the Panalatinga Road interchange for southbound travel due to restricted access.

- **Beach Road interchange (Noarlunga):** This interchange services the suburbs of Christies Beach, Hackham, Hackham West, Noarlunga, Huntfield Heights and Onkaparinga Hills. Access to the retail, commercial, educational, recreation and public institution land uses associated with Noarlunga Centre is also required from this interchange.
Main South Road interchange at Old Noarlunga: This interchange is the southern termination of the Southern Expressway. Much like the Main South Road interchange at Darlington this interchange serves a wider catchment, that is, everything south of the interchange including the suburbs of Seaford, Moana, Aldinga and Sellicks, as well as McLaren Vale and the wider Fleurieu region.

Figure 7.2 shows the location of the interchanges along Southern Expressway.

7.5 Effects of the project

7.5.1 Benefits

The project will provide benefits to the southern region of Adelaide, therefore improving the competitiveness of the state as a whole. The project will:

- improve transport accessibility for people living in the southern region for employment, education, shopping and community facilities in the south and wider metropolitan area
- improve transport accessibility for commercial traffic to industry related facilities in the wider metropolitan area
- improve transport accessibility to tourist locations on the Fleurieu Peninsula and Kangaroo Island
- provide economic development opportunities in the southern region and beyond
- reduce travel times for southern Adelaide traffic by an estimated 13 minutes over travel time on Main South Road with 16 signalised intersections
- improve road safety
- have wider community benefits as emergency services will have continuous north and south access to the Southern Expressway.

7.5.2 Adjacent communities and properties

A number of effects must be monitored to reduce any possible negative impact on the communities of the southern region, specifically the communities and properties abutting the Southern Expressway corridor. The community and stakeholder engagement process during the planning study identified a range of concerns. In particular, residents and land owners adjacent to the existing expressway were concerned about noise, vibration and loss of informal pedestrian/cycling paths. The impacts and management measures associated with these aspects of the project are discussed in Chapter 14 – Transport and Chapter 15 – Noise and vibration.

The project will also result in the carriageway being constructed closer to some properties, predominantly on the western side of the corridor where properties are close to the road reserve. The impacts of the project on property are discussed in detail in Chapter 8 – Land use, zoning and property.

7.5.3 Population growth

The southern region of Adelaide has been identified as an area for residential and employment growth in The 30-Year Plan for Greater Adelaide 2010. The plan indicates that within the next 30 years the southern region is expected to grow by 40,500 dwellings, 82,000 people, and 43,000 jobs. Most growth will occur in the City of Marion and the City of Onkaparinga. The project will improve the road network capacity in the southern region to be able to handle the expected traffic volume increases as a result of the projected population growth.
7.5.4 Employment opportunities

The project will create construction jobs, a vast majority of which will be filled by people from South Australia, many from the southern region. The predicted effect and employment numbers generated from the infrastructure investment are explored in Chapter 6 – Economics.

7.5.5 Employment and local industry participation

The project is expected to generate substantial employment and business opportunities for the southern suburbs. People can register for employment on the project website (www.infrastructure.sa.gov.au). The Industry Capability Network South Australia will work with the project team to identify and source local contractors and suppliers for possible work. The network will then provide the construction contractors and purchasers with a free sourcing service to identify local businesses capable of supplying goods and services to the project.

The project will be required to follow the Workforce Participation in Government Construction Procurement Policy (Government of South Australia 2010) which aims to ensure its procurement decisions support state and national efforts to increase workforce participation, skill development and social inclusion. The specific targets of the policy are that 15% of employment hours on a construction project are undertaken by apprentices and trainees, Aboriginal people, local people with barriers to employment and up-skilling. The policy, implementation guidelines and further details are available at http://dtei.sa.gov.au/wpgcp.

In line with the policy, DTEI has developed a local industry participation plan specific to the project. A Southern Expressway Jobs Taskforce, led by Leon Bignell, Member for Mawson, is working with stakeholders, including DTEI, the Cities of Mitcham, Marion and Onkaparinga, Inner-Southern and Southern Success Business Enterprise Centres and Local Members of Parliament, and coordinating with local trade schools and civil contractors to assist local people to fill jobs created by the infrastructure project.

7.6 Conclusion

Community and stakeholder engagement activities to date have highlighted significant community support for the project, which will improve access for people in the southern region to employment, education, shopping and community facilities in the south and wider metropolitan area. The improved access for commercial traffic will also benefit industry in the wider metropolitan area. The transport efficiency benefits will be realised 24 hours a day, seven days a week.

The project is expected to boost local employment through people working directly on the construction phase of the project. The expected ancillary employment benefits to the significant industries in the southern and Fleurieu regions include tourism, agribusiness, wine and manufacturing. Employment and industry participation policies and taskforces have been established to guide employment generation for the southern region to ensure the best community and local area outcomes.
Interchanges along Southern Expressway

- Marion Road Interchange
- Panalatinga Road Interchange
- Sherriffs Road Interchange
- Beach Road Interchange
- Main South Road Interchange at Old Noarlunga
- Main South Road Interchange at Darlington

Scale @ A4 1:85,000

Interchanges:
- Highway/Freeway
- Arterial roads
- Local roads

Figure 7.2