

Speaker

Steve Harrison

Director, Business &
Economic Development

Date

Thursday
18 March 2010

Time

3.00 – 4.00 pm
Networking Drinks
4.00 – 5.00 pm

Venue

City of Prospect
128 Prospect Road
Prospect

Cost

Free for EDA-SA
Members
\$15 non-members

Enquiries

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EDA-SA Council Showcase Series

City of Prospect

Creating an economic development strategy from scratch

City of Prospect's commercial sector has been flat-lined for some 30 years. Commercial development was almost non-existent and the retail sector had experienced little vibrancy since post WWII. Yet this is a region with highly educated residents, with high disposable incomes and a region strategically positioned between Adelaide's CBD and the booming northern suburbs.

Within 18 months City of Prospect has a Strategic Economic Plan, a Digital Economy Strategy (described by the Federal Minister of Broadband and the Digital Economy as a world first), three Master Plans, a Section 30 Review completed and commitment from the State Government that the City would be first cab off the rank to deliver the planning reform that sits as the foundation to the 30 Year Plan for Greater Adelaide.

When Steve's grand vision for Prospect was first presented to staff 18 months ago, few believed it could be achieved. It was and he has.

The real question is how? Come along and find out.

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