

Playford business profile

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KEY FINDINGS AT A GLANCE

The City of Playford is located on the Northern-most fringes of metropolitan Adelaide 30 kilometres from the CBD. At 30 June 2014, Playford had a predicted estimated resident population (ERP) of 86,869 - 5.1% of South Australia's population – and a population growth of 2.2% (compared with 0.9% in South Australia).

At 30 June 2014, around 3,100 businesses were operating in the City of Playford, 2.2% of all South Australia businesses at that time. Of these businesses around one quarter had a turnover of under \$50,000, just over one in ten turned over between \$500,000 and \$2 million, while fewer than 5% had a turnover higher than this.

The total number of businesses active in Playford declined by 234, or 7.0%, in the two years to 2014. At 30 June 2014, 987 of Playford's 3,110 businesses employed at least one staff member with the remaining two thirds (n=2,123, 68.3%) not employing staff at that time.

In 2014, there were 655 construction businesses in Playford - more than any other industry and making up 21.1% of local businesses. Seven in ten (70.5%) of Playford's construction businesses are non employing, while only 7 have more than 20 employees.

Playford also had a high number (n=535) of businesses engaged in agriculture, forestry and fishing (17.2% of businesses in the region). More than 8 in ten (81.7%) of these businesses are non employing. With most (n=380, 71.0%) of the regions businesses in this industry located in Virginia – Waterloo Corner.

With 333 (10.7%) businesses in Playford, transport, postal and warehousing is the third largest industry. Threequarters of these businesses are non-employing. However, 21 (43.8%) of Virginia – Waterloo Corner's 48 transport, postal and warehousing businesses employed staff.



1 THE CITY OF PLAYFORD

The City of Playford is located on the Northern-most fringes of metropolitan Adelaide 30 kilometres from the CBD. It was formed by the amalgamation of the Cities of Elizabeth and Munno Para in 1997 and named after Sir Thomas Playford, South Australia's longest serving Premier (from 1938 to 1965). The second largest of South Australia's 19 metropolitan councils, Playford¹ contains 35 suburbs and covers an area of 345 km². With a population density of 251.8 persons per km², Playford has the lowest density of all Adelaide metropolitan LGAs.

At 30 June 2014, Playford had a predicted estimated resident population (ERP) of 86,869 - 5.1% of South Australia's population (see Figure 1). At this time, South Australia's annual population growth was 0.9%. In comparison, Playford's population had grown by 2.2% - representing the third highest growth rate in the state trailing Gawler and Adelaide (Australian Bureau of Statistics, 2015b).

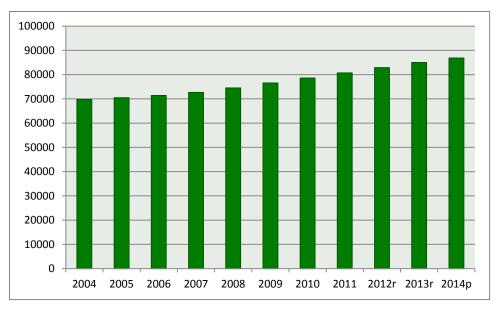


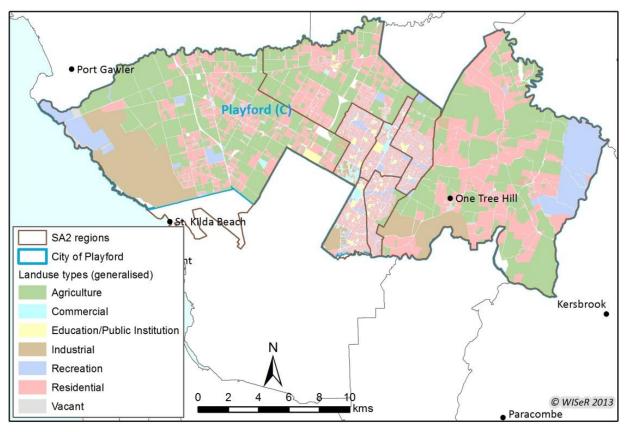
FIGURE 1: ESTIMATED RESIDENT POPULATION, PLAYFORD, 2004-2014

Source:(*Australian Bureau of Statistics, 2015b*) *Note, r=rebased; p=predicted*

Land use within the City of Playford is shown in Map 1. Although there is substantial new residential development within Playford, much of this growth in population and housing remains concentrated in the central retail and commercial district, with the outer surrounding areas dedicated predominantly to agriculture and rural residential land use. Industrial land use is focused on the western coast of the Virginia - Waterloo Corner SA2, with the salt crystallisation pans covering a large segment of the area. Although not part of the City of Playford, it is notable that the RAAF Base Edinburgh and Defence Science and Technology Organisation (DSTO) take a square chunk out of the southern border.

¹ For the purposes of this report, reference to the City of Playford has been used interchangeably with Playford, both of which have been used to refer to the City of Playford Local Government Area (LGA).



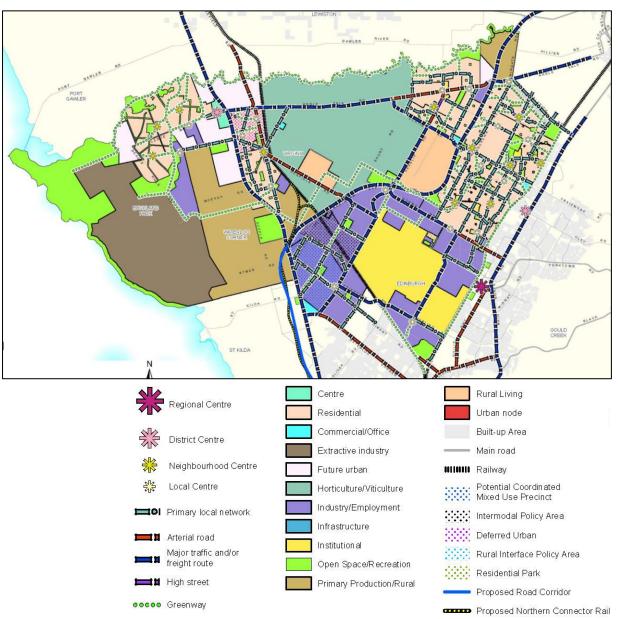


Data Sources: Australian Bureau of Statistics 2011, Department of Planning, Transport & Infrastructure 2012

While Map 1 shows the Playford land use at 2012, Map 2 presents the future plans for development through the Playford Growth Project under the Playford Growth Area Structure Plan². The structure plan provides a framework and maps the location of housing, retail, commercial, industrial and community land use in conjunction with the assignment of required infrastructure and services.

² Prepared by the state government in consultation with LGAs and community, the structure plans guide local development under *The 30-Year Plan for Greater Adelaide*.





Source: <u>http://www.dpti.sa.gov.au/planning/playfordgrowth</u>

2 BUSINESSES IN PLAYFORD

At 30 June 2014, around 3,100 businesses³ were operating in the City of Playford, 2.2% of all South Australia businesses at that time (Australian Bureau of Statistics, 2014). Of these businesses around one quarter had a turnover of under \$50,000, just over one in ten turned over between \$500,000 and \$2 million, while fewer than 5% had a turnover higher than this (see Figure 2). Overall South Australian businesses are more likely, than Playford businesses, to have turnovers of less than \$50,000 and greater than \$500,000.

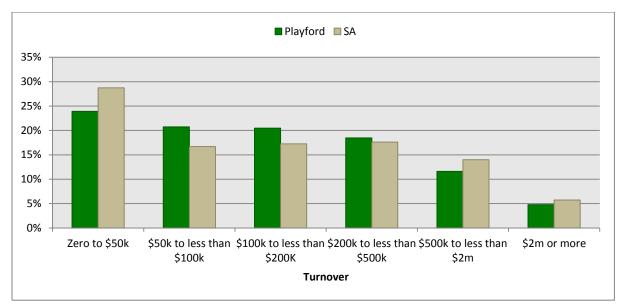


FIGURE 2: BUSINESS BY TURNOVER SIZE RANGE, PLAYFORD AND SA, JUNE 2014

Source: (Australian Bureau of Statistics, 2015a).

Note, number of Playford businesses is based on SA2 data for Craigmore – Blakeview, Davoren Park, Elizabeth, Elizabeth East, Munno-Para West – Angle Vale, One Tree Hill, Smithfield – Elizabeth North and Virginia – Waterloo Corner.

In 2014, there were 655 construction businesses in Playford (see Figure 3) - more than any other industry and making up 21.1% of local businesses (see Figure 4). By comparison, while still the most prolific source of businesses, construction contributes only 14.4% of total South Australian businesses. Playford also had a higher proportion of businesses engaged in agriculture, forestry and fishing (17.2% compared with 12.9% in South Australia); and transport, postal and warehousing (10.7% compared with only 5.7% in South Australia). On the other hand, South Australia exceeded Playford in the proportion of businesses in rental, hiring and real estate services (11.2% compared with 6.9%); professional, scientific and technical services (9.3% compared with 4.8%); and financial and insurance services (10.1% compared with only 3.2%).

³ The ABS business counts include ABN and type of activity (TAU) units located in the region that actively traded in goods or services in the period. Further information can be found

http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/8165.0Explanatory%20Notes1Jun%202010%20to%20Jun%202014?OpenDocument

Playford Unknown 63 Mining 3 Information Media and Telecommunications 9 Electricity, Gas, Water and Waste Services 11 Public Administration and Safety 18 Arts and Recreation Services 25 Education and Training 29 Accommodation and Food Services 93 **Financial and Insurance Services** 99 Wholesale Trade 106 Administrative and Support Services 132 Health Care and Social Assistance 135 **Other Services** 142 Professional, Scientific and Technical Services 149 Manufacturing 157 Retail Trade 201 Rental, Hiring and Real Estate Services 215 Transport, Postal and Warehousing 333 Agriculture, Forestry and Fishing 535 Construction 655 0 100 500 600 200 300 400 700

FIGURE 3: NUMBER OF BUSINESS BY INDUSTRY IN PLAYFORD, 30 JUNE 2014

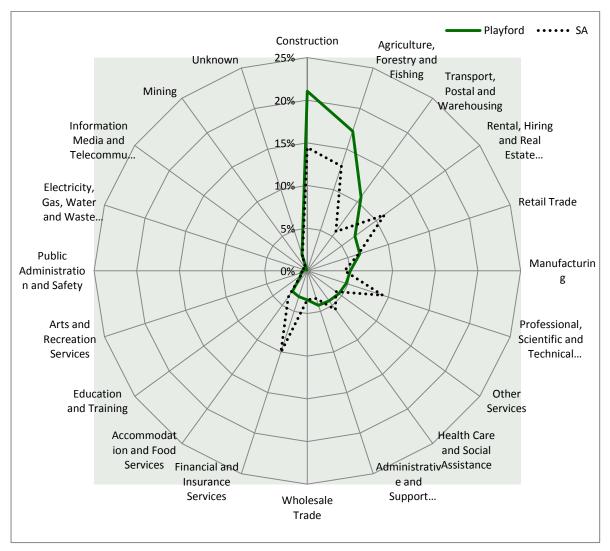


FIGURE 4: PROPORTION OF PLAYFORD BUSINESSES IN INDUSTRIES, 30 JUNE 2014

3 SIZE OF PLAYFORD BUSINESSES

The total number of business active in Playford declined by 234 in the two years to 2014 (see Figure 5). This equates to a 7.0% decline in the number of businesses operating from 2012 to 2014. The number of non employing businesses had declined by 8.1% (188 businesses) over this time, 28 (3.9%) small businesses (with 1-4 employees) were no longer active, as well as 11 (4.4%) businesses with 5-19 employees. The number of middle to large businesses (with over 20 employees) had increased from 67 to 81 (20.9%) in 2013 only to drop back to 60 in 2014 – a decline of 25.9%.

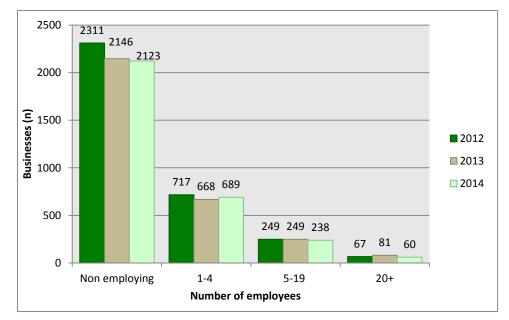


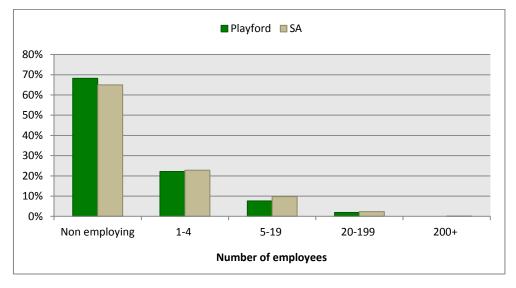
FIGURE 5: PLAYFORD BUSINESSES BY SIZE (N EMPLOYEES), 2012 TO 2014

Note, number of Playford businesses is based on SA2 data for Craigmore – Blakeview, Davoren Park, Elizabeth, Elizabeth East, Munno-Para West – Angle Vale, One Tree Hill, Smithfield – Elizabeth North and Virginia – Waterloo Corner.

At 30 June 2014, 987 of Playford's 3,110 businesses employed at least one staff member with the remaining two thirds (n=2,123, 68.3%) not employing staff at that time. This can be compared with the 65.0% of businesses in South Australia that were non employing (see **Error! Reference source not found.**). If Playford had the same proportion of businesses with employees as South Australia as a whole, it would have an additional 21 businesses with 1-4 employees, 65 businesses with 5-19 employees and 13 more businesses employing over 20 staff.

Source: (Australian Bureau of Statistics, 2015a).

FIGURE 6: PLAYFORD AND SA BUSINESSES BY SIZE (N EMPLOYEES) (%), 2014



Source: (Australian Bureau of Statistics, 2015a).

Note, number of Playford businesses is based on SA2 data for Craigmore – Blakeview, Davoren Park, Elizabeth, Elizabeth East, Munno-Para West – Angle Vale, One Tree Hill, Smithfield – Elizabeth North and Virginia – Waterloo Corner.

With 655 businesses in Playford, the construction industry has the most local businesses, 70.5% (n=462) of which are non employing – a higher proportion than the two-thirds of South Australian businesses (66.7%; see Figure 7). Of the remaining businesses, 150 have 1-4 employees, 36 have 5-19 employees and 7 have more than 20 and less than 200 employees. Most construction businesses are located in Craigmore – Blakeview (n=161) and Munno Para West – Angle Vale (n=136). Although Virginia – Waterloo Corner only has 54 construction businesses, these are much more likely than other areas to have employees (38.9%).

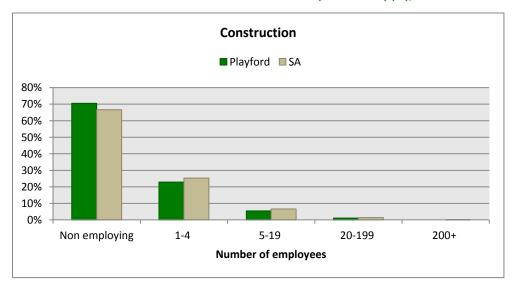
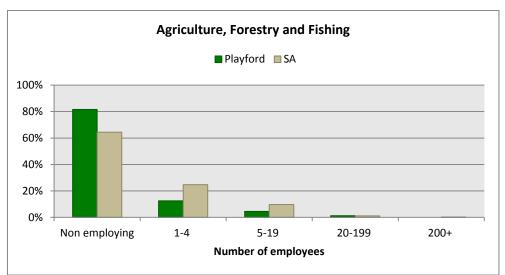


FIGURE 7: PLAYFORD AND SA CONSTRUCTION BUSINESSES BY SIZE (N EMPLOYEES) (%), 2014

Source: (Australian Bureau of Statistics, 2015a).

Note, number of Playford businesses is based on SA2 data for Craigmore – Blakeview, Davoren Park, Elizabeth, Elizabeth East, Munno-Para West – Angle Vale, One Tree Hill, Smithfield – Elizabeth North and Virginia – Waterloo Corner.

The agriculture, forestry and fishing industry is also well represented in the region with 535 businesses at June 2014. However, in this case 81.7% are non-employing, compared with 64.4% in the state (see Figure 8). Not surprisingly, most (n=380, 71.0%) businesses are located in Virginia – Waterloo Corner, with 78 (14.6%) in Munno Para West – Angle Vale, 33 (6.2%) in One Tree Hill and the rest scattered amongst the other areas.



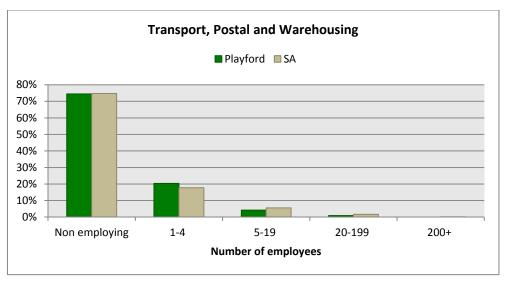


Note, number of Playford businesses is based on SA2 data for Craigmore – Blakeview, Davoren Park, Elizabeth, Elizabeth East, Munno-Para West – Angle Vale, One Tree Hill, Smithfield – Elizabeth North and Virginia – Waterloo Corner.

With 333 businesses in Playford, transport, postal and warehousing is the third largest industry. Three-quarters of these businesses are non-employing – marginally lower than the proportion in South Australia (see Figure 9). Notably, 21 (43.8%) of Virginia – Waterloo Corner's 48 transport, postal and warehousing businesses employed staff.

Source: (Australian Bureau of Statistics, 2015a).

FIGURE 9: PLAYFORD AND SA TRANSPORT, POSTAL AND WAREHOUSING BUSINESSES BY SIZE (N EMPLOYEES) (%), 2014



Source: (Australian Bureau of Statistics, 2015a).

Note, number of Playford businesses is based on SA2 data for Craigmore – Blakeview, Davoren Park, Elizabeth, Elizabeth East, Munno-Para West – Angle Vale, One Tree Hill, Smithfield – Elizabeth North and Virginia – Waterloo Corner.

Thirty-four (15.8%) of Playford's 215 rental, hiring and real estate services businesses employed staff (see Figure 10) compared with 10.9% of these businesses in South Australia. One quarter of businesses in the LGA (n=56, 26.0%) were located in Virginia – Waterloo Corner.

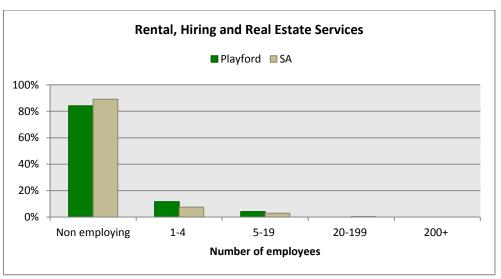


FIGURE 10: PLAYFORD AND SA RENTAL, HIRING AND REAL ESTATE SERVICES BY SIZE (N EMPLOYEES) (%), 2014

Source: (Australian Bureau of Statistics, 2015a).

1

Note, number of Playford businesses is based on SA2 data for Craigmore – Blakeview, Davoren Park, Elizabeth, Elizabeth East, Munno-Para West – Angle Vale, One Tree Hill, Smithfield – Elizabeth North and Virginia – Waterloo Corner.

While only 201 retail trade businesses were reported in Playford, more than half (54.7%) employed staff (see Figure 11), this proportion increased to 75.0% of 36 businesses in Smithfield – Elizabeth North and 69.0% of 42 Elizabeth retail businesses. Just over one in five (n=43; 21.4%) retail businesses employed over 5 staff, with these businesses aggregating in Elizabeth and Smithfield – Elizabeth North.



FIGURE 11: PLAYFORD AND SA RETAIL TRADE BUSINESSES BY SIZE (N EMPLOYEES) (%), 2014

Note, number of Playford businesses is based on SA2 data for Craigmore – Blakeview, Davoren Park, Elizabeth, Elizabeth East, Munno-Para West – Angle Vale, One Tree Hill, Smithfield – Elizabeth North and Virginia – Waterloo Corner.

Source: (Australian Bureau of Statistics, 2015a).

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