



CITY OF ADELAIDE CENSUS OF **LAND USE AND EMPLOYMENT** **2017**



CITY OF
ADELAIDE



ACCrlo tampendi, ngadlu Kurna
yertangga banbabanbalyarnendi
(inbarendi). Kurna meyunna yaitya
mattanya Womma Tarndanyako.

Parnako yailtya, parnuko tappa purruna,
parnuko yerta ngadlu tampendi. Yellaka
Kurna meyunna itto yailtya, tappa purruna,
yerta kuma burro martendi, burro warriappendi,
burro tangka martulyaiendi.

The City of Adelaide acknowledges that we are meeting
on the traditional country of the Kurna people of the
Adelaide Plains and pays respect to Elders past and present.

We recognise and respect their cultural heritage, beliefs and
relationship with the land. We acknowledge that they are of
continuing importance to the Kurna people living today.

You can also access it here in sound at:

**[cityofadelaide.com.au/your-community/
culture-history/welcome-to-country](https://cityofadelaide.com.au/your-community/culture-history/welcome-to-country)**

INTRODUCTION

What is ACCLUE?

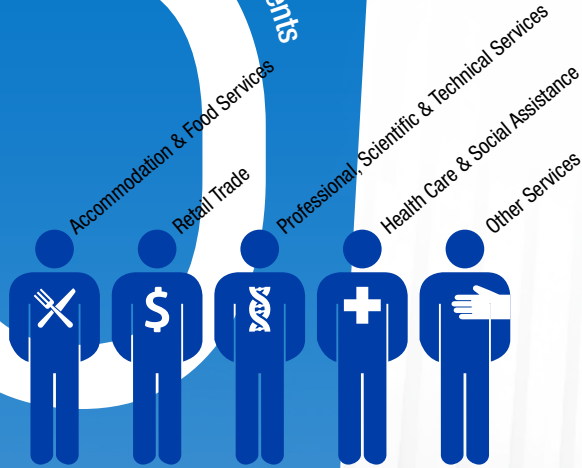
The Adelaide City Census of Land Use and Employment (ACCLUE) is a major study undertaken by the City of Adelaide to provide a snapshot of the make-up of the city's economy. ACCLUE attempts to survey every employing business or organisation (establishments) in the city to determine how many establishments are in the city, what industry sectors they are involved in, how many people they employ, how long they have been operating in the city and a range of other characteristics such as restaurant seating capacity, having an online presence, and off-street car parking availability.

The ACCLUE dataset has been collected by the City of Adelaide since the late 1960s. Although the surveying methodology and approach has varied over time to utilise the best technology available and meet organisational data needs, the efforts undertaken to ensure the accuracy of the data means that ACCLUE is one of a number of important data sources used to form the evidence-base and facilitate decision-making in the organisation.

TOP

industries

by number of establishments



115,250

Total employment

5,196

Total establishments

54%

of businesses
in the city
employed
5 or fewer
people

Duration of stay

25%

of establishments
had been operating
in the city for over

years 15

10,965

People employed
in Rundle Mall

24,787

publicly
available
off-street car
parks



9,000

Volunteers

that's enough to fill
city trams

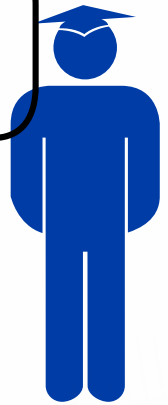


78

67,100

Students

were enrolled in city
schools, universities
& other educational
institutions



Knowledge industries employed

35,650

people



63,446

dining seats
across cafés,
restaurants
& function
centres



number of people
working in retail

1,090

Clothing

807

Department Stores

527

Supermarket & Grocery Stores

436

Watch & Jewellery

431

Car Retailing

retail



Framework 2016

The most recent ACCLUE was carried out between April and June 2016 by a team of six (6) field staff who attempted to survey every establishment in the city. Field staff visited every establishment that had a physical shopfront and conducted the interview using handheld tablets to streamline the data entry component of the survey. Establishments that could not be reached by the field staff were followed up by phone or email by staff at the City of Adelaide.

Once the fieldwork was complete and all the data collected, it was then subject to a rigorous data checking and verification process to ensure the accuracy of the data.

Businesses in the city are classified into industries according to the Australian and New Zealand Standard Industrial Classification (ANZSIC 2006) and are based on the predominant activity carried out by the business. That is, what the workers spend most of their time doing and/or the most frequently supplied goods or services.

Participation in ACCLUE is not compulsory and some businesses choose not to participate. For 2016, 86% of businesses provided at least a partial response, 3% of businesses refused to participate while the remainder could not be contacted. During the survey there were buildings which were vacant, under construction or renovation. Information for business establishments that could not be contacted were imputed¹ based on previous ACCLUE results or from documents such as annual reports. The City of Adelaide is grateful to the businesses and organisations that provided information for the ACCLUE in 2016.

¹ Imputation is a statistical approach for replacing missing data with substituted values.



Refusal Rates

In 2016 just under 3% (or 145) of the 5,196 establishments declined to participate in ACCLUE. This proportion is consistent with the refusal rates for ACCLUE in 2011 and 2014. Businesses or organisations which refused to participate tended to be on the main streets of Adelaide and North Adelaide where there were higher concentrations of businesses. As ACCLUE is a non-compulsory survey the field survey team do not pursue participation beyond the initial refusal.

Strategic Context

In June 2016, Council adopted the City of Adelaide Strategic Plan 2016-2020 to set the direction for the City of Adelaide over the next four years. The Strategic Plan consists of four key themes: Smart; Green; Liveable; and Creative. Each theme contains a number of strategic objectives that are underpinned by actions to ensure delivery of the plan over the next four years. The data collected in ACCLUE will contribute directly to a number of the objectives in the 'Smart' theme and is one way of helping to track the city's progress in this area over the life of the Plan.



Business Establishments

According to the 2016 ACCLUE results, there were a total of 5,196 establishments (businesses and organisations) counted in the city representing a 2.8% increase from the 5,055 establishments counted in 2014.

The industries with the largest number of establishments were: Accommodation and Food Services; Retail Trade; Professional, Scientific and Technical Services and Health Care and Social Assistance.

The industries that experienced the largest growth in establishment numbers between 2014 and 2016 were Accommodation and Food Services (+112) and Other Services (+60). Growth in the Accommodation and Food Services sector is partially explained by the opening of a number of new hotels between 2014 and 2016 including the Ibis Adelaide, the Mayfair Hotel and Quest on King William South as well as a general growth in the number of cafes and restaurants such as Jamie's Italian and 2KW since 2014. Small bars also continue to be key feature of this sector with 74 businesses in the city holding a small venue licence in 2016². An additional 672 commercial accommodation rooms (+14%) were recorded in 2016 which reflects the growth since 2014.

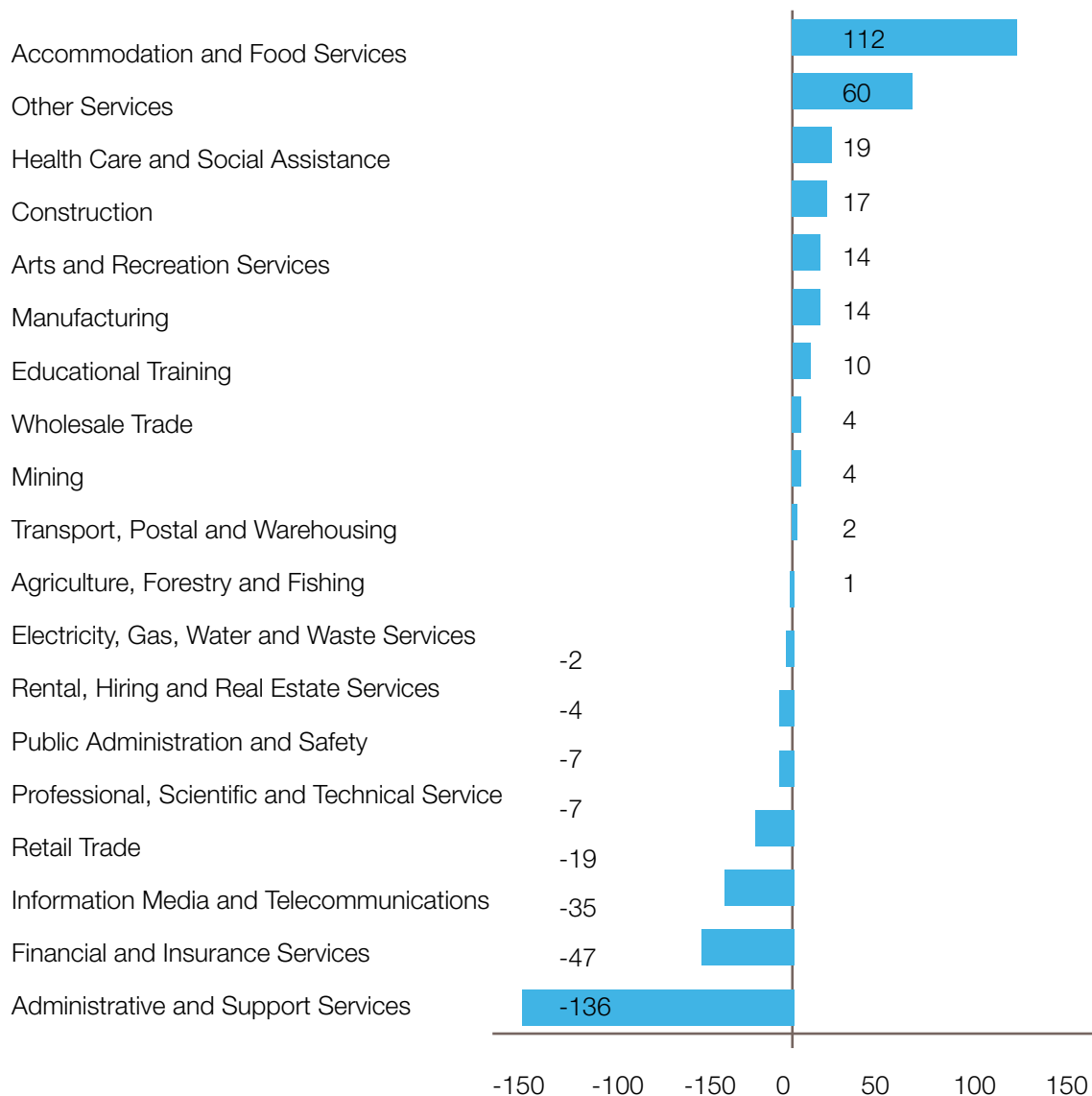
The growth in 'Other Services' sector, which is made up of a broad range of personal, religious, repair and maintenance services, was mainly driven by an increase in the number of hairdressing and beauty services businesses (+18). This could be partially attributed to the popularity of nail services in recent years.

In contrast, Administrative and Support Services experienced a decline of around 136 establishments and reflects fewer businesses in the city being involved in 'Office Administrative Services' (-73), 'Other Administrative Services n.e.c.' (-46) and 'Employment and Recruitment Services' (-9). There are also 47 fewer Financial and Insurance Services businesses in the city. Financial and Insurance Services are one of the ANZSIC divisions included in the 'knowledge sector'. A reduction in the number of Finance and Insurance Services businesses has contributed to a reduction in employment in the knowledge sector from 2014 to 2016.

² Consumer and Business Services, Liquor and Gaming Public Register, <http://www.cbs.sa.gov.au/liquor-and-gambling-public-register/>



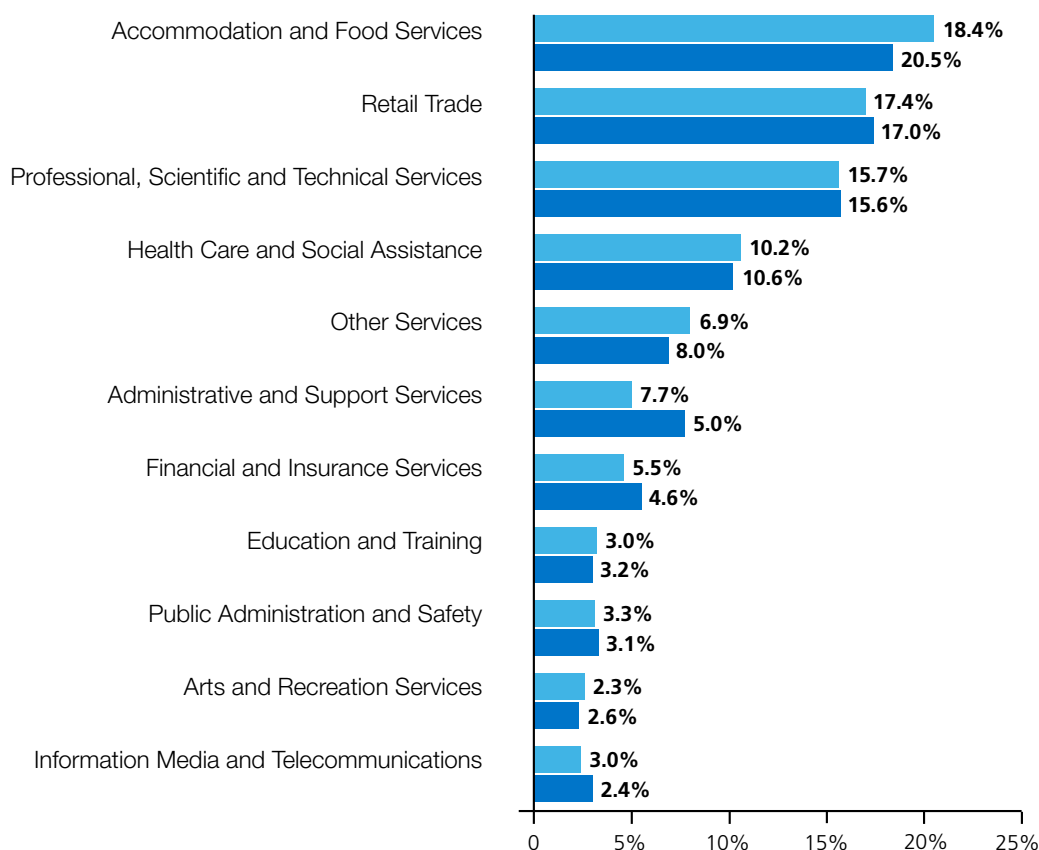
Business Establishments by Industry - change from 2014



In 2016, the top four industry divisions by share of business establishments were Accommodation and Food Services (20.5%), Retail Trade (17.0%) and Professional, Scientific and Technical Services (15.6%). The top four industry divisions are unchanged from 2014.



Share of Establishments by Industry



The table below shows the top ten industries by share in 2014 compared to 2016. The top ten industries have mostly remained unchanged since the last ACCLUE with some minor movements in the order of the rankings. The exception is that Arts and Recreation Services make the list in 2016 at the expense of Information Media and Telecommunications.

2016		2014
1	Accommodation and Food Services (20.5%)	Accommodation and Food Services (18.4%)
2	Retail Trade (17.0%)	Retail Trade (17.4%)
3	Professional, Scientific and Technical Services (15.6%)	Professional, Scientific and Technical Services (15.7%)
4	Health Care and Social Assistance (10.6%)	Health Care and Social Assistance (10.2%)
5	Other Services (8.0%)	Administrative and Support Services (7.7%)
6	Administrative and Support Services (5.0%)	Other Services (6.9%)
7	Financial and Insurance Services (4.6%)	Financial and Insurance Services (5.5%)
8	Education and Training (3.2%)	Public Administration and Safety (3.3%)
9	Public Administration and Safety (3.1%)	Information Media and Telecommunication (3.0%)
10	Arts and Recreation Services (2.6%)	Education and Training (3.0%)



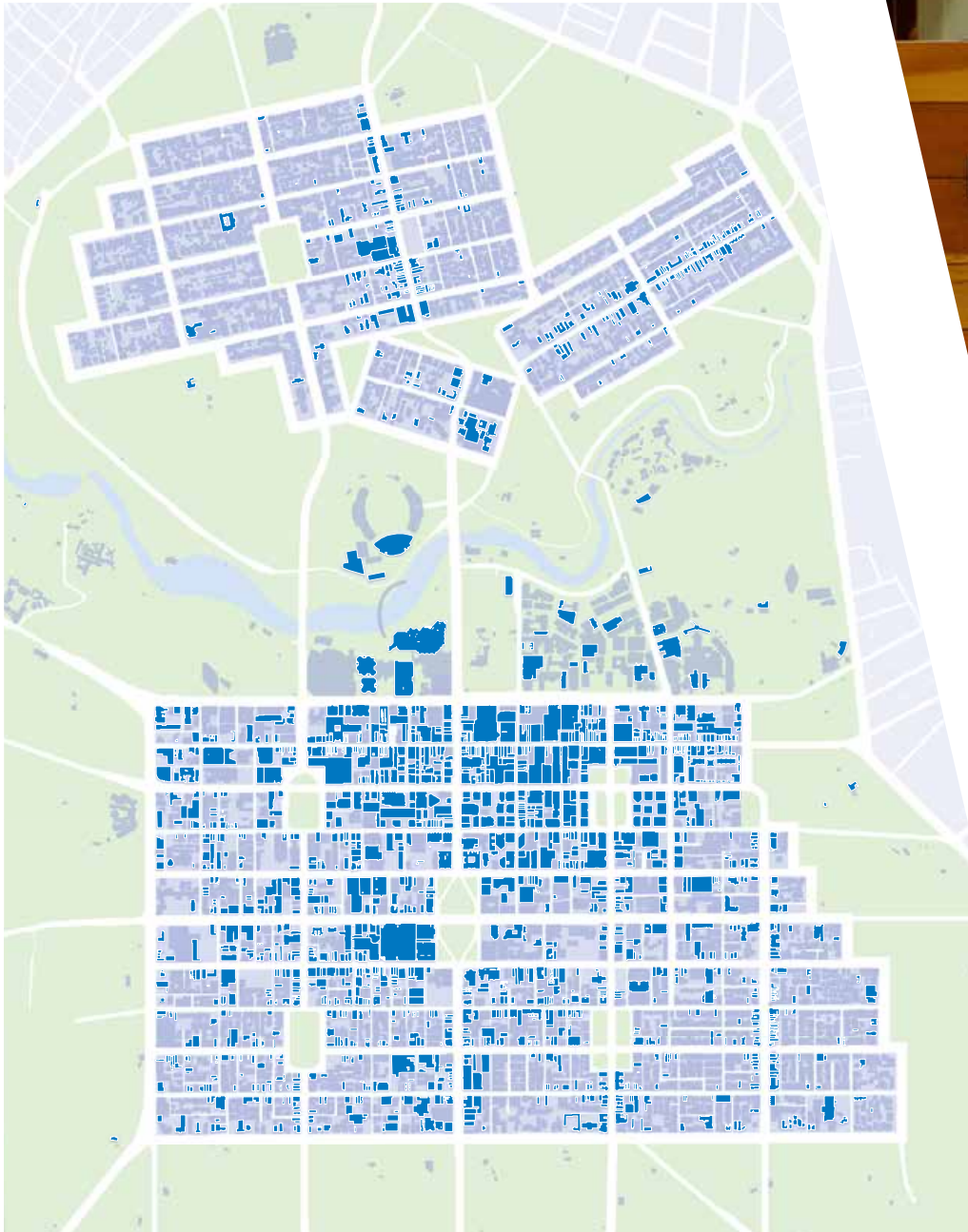
Employment by City Businesses and Organisations

In 2016, businesses and organisations in the city employed a total of 115,250 part-time and full-time employees, a fall of 5.2% or 6,437 persons. This suggests that while new businesses are opening, existing businesses are downsizing in response to current economic conditions. For example the Telstra workforce on Pirie Street has reduced since 2014. Employment in Corporate Head Office Management Services (e.g. Santos and BHP) reduced due to the end of the mining boom in Australia. Another significant reduction has been in Call Centre Operations where the workforces have been reduced or moved out of the City of Adelaide. To combat this, the State Government has recently introduced the Job Accelerator Grant Scheme, which is aimed at creating jobs by offering businesses in South Australia up to \$10,000 for every new job created and maintained for at least 12 months.

Business Size

Business establishments that employ five or fewer staff (micro businesses) account for more than half of all business establishments in the city (54%). Small businesses, that is, those employing 6 to 19 employees accounted for 31.2% while medium-sized businesses (20 to 199 employees) accounted for one-eighth of total establishments. According to the Australian Bureau of statistics in June 2015 (the latest available for comparison), 46% of actively trading businesses in South Australia had no employees, 25% had 1-4, 21% had 5-19, 7% had 20-199, and 1% had 200 or more³.

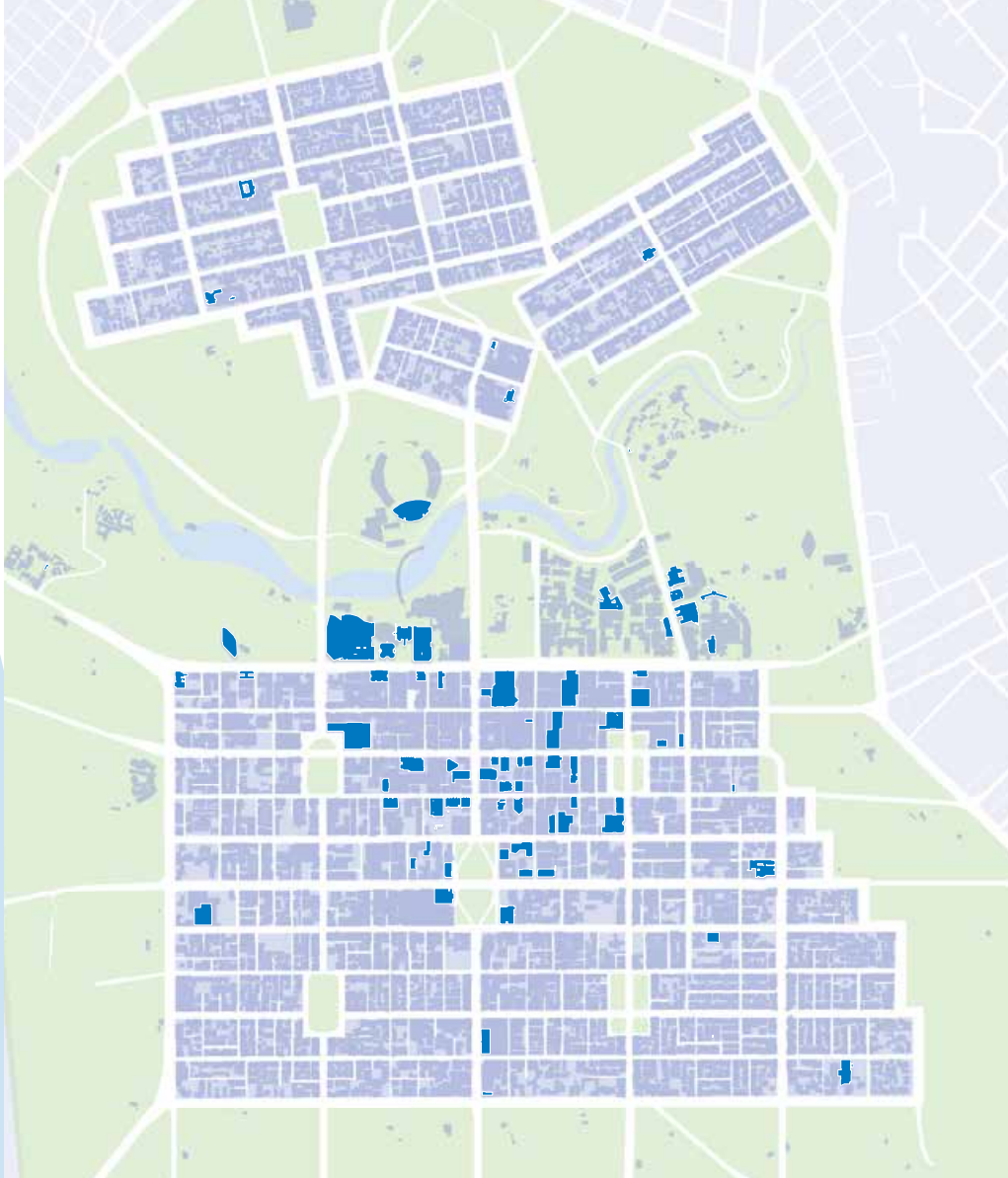
The ACCLUE does not reflect employment based from private residential addresses (home businesses). Field staff approach premises based on pre populated information from rates and valuation records and where there is obvious business signage on the property.



Small Businesses within the City of Adelaide



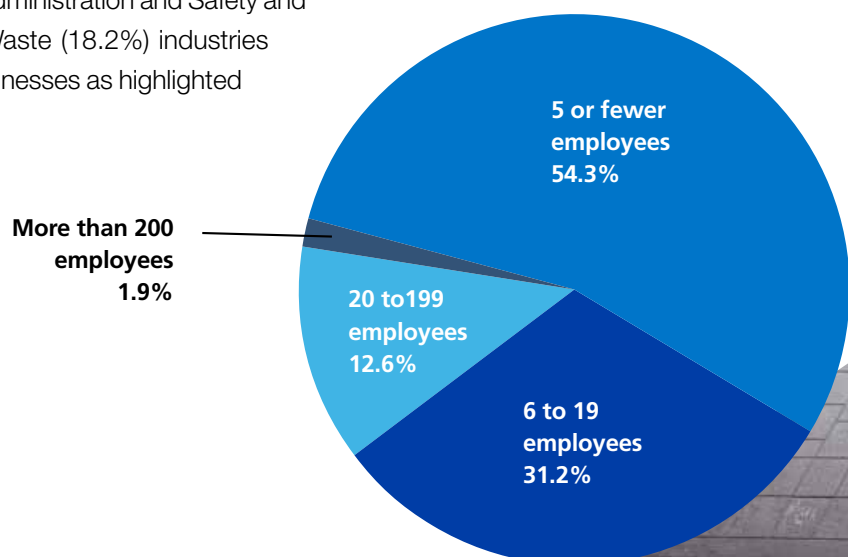
³ 8165.0 - Counts of Australian Businesses, including Entries and Exits, Jun 2011 to Jun 2015



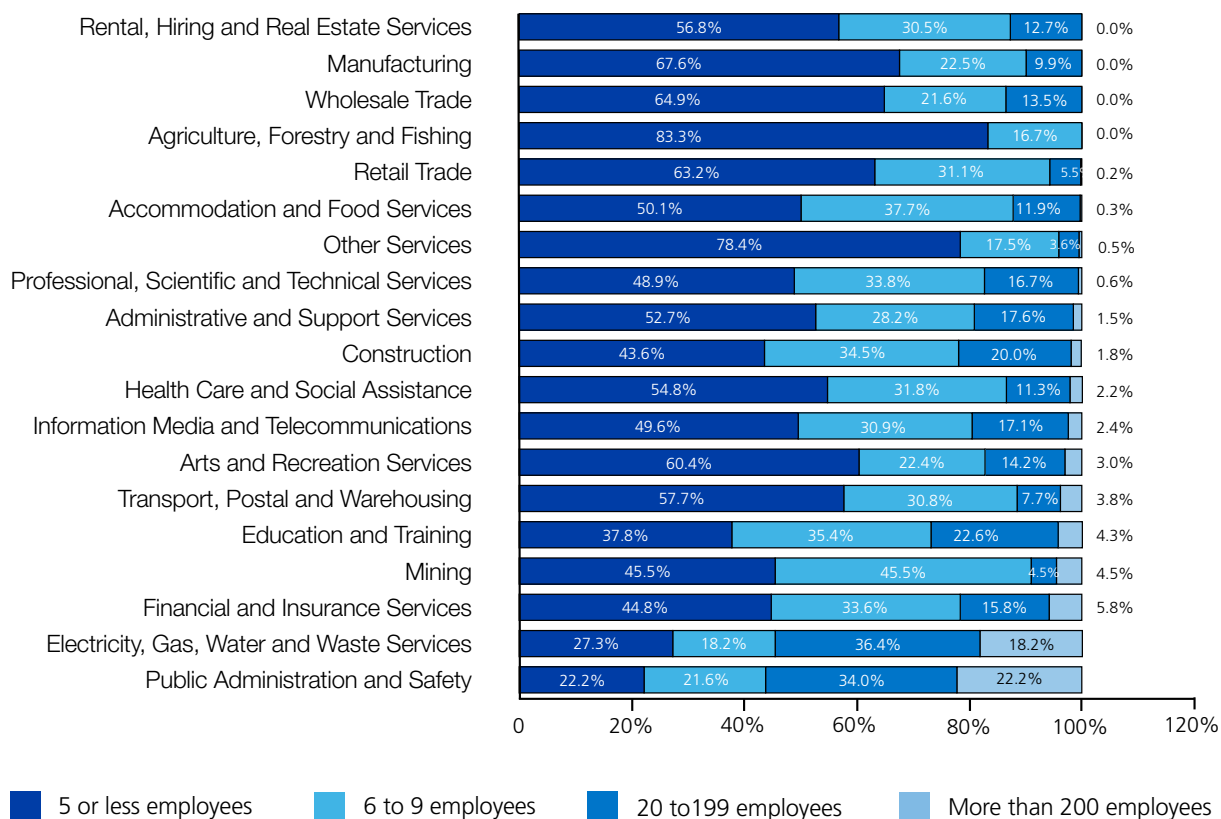
Large Businesses within the City of Adelaide

Share of establishments by employment size

Industries that have a large share of micro businesses include Other Services (78.4%), Manufacturing (67.6%), Wholesale Trade (64.9%) and Retail Trade (63.2%). In comparison, Public Administration and Safety and Electricity (22.2%), Gas, Water and Waste (18.2%) industries had the highest proportion of large businesses as highlighted in the graph below.



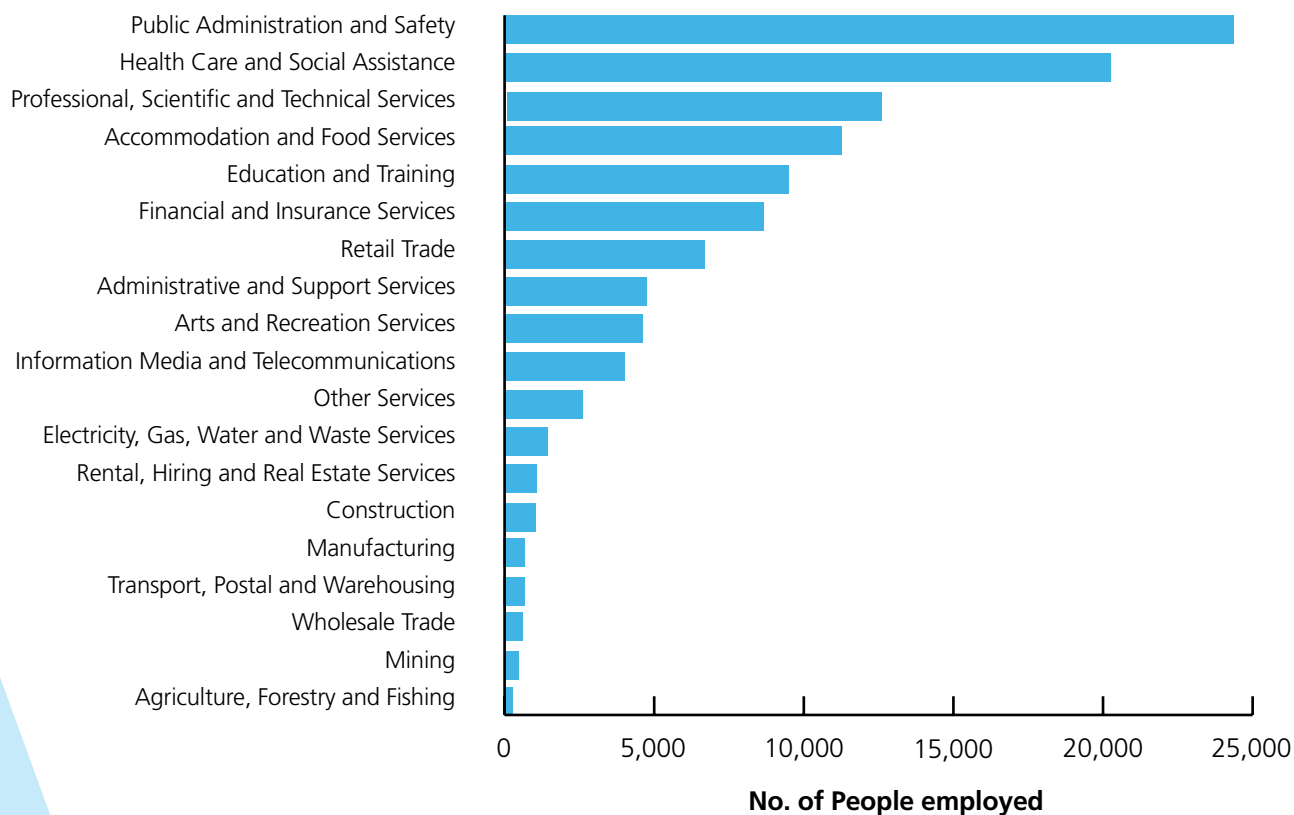
Business Size by Industry



It is therefore no surprise that the largest employing industry in the city is Public Administration and Safety, followed by Health Care and Social Assistance. While Accommodation and Food Services, and Retail Trade businesses were the most numerous, the fact that these industries are characterised by having a large proportion of small to medium businesses means that the total number of people employed by these sectors is small relative to the number of businesses.



Employment by Industry



Employment in knowledge sector industries

One of the objectives under the 'Smart' theme in the City of Adelaide's 2016-2020 Strategic Plan is to increase the number of workers employed by businesses in the knowledge sector. The knowledge sector is defined as businesses that fall within the following industries: Information, Media and Telecommunications; Financial and Insurance Services; Professional, Scientific and Technical Services; Education and Training; and Creative and Performing Arts Activities.

In 2014 there were 40,729 people employed by businesses in the knowledge sector. By 2016, these businesses employed 35,650, a decline of just over 5,000 workers or 12%. This is due to a decrease in employment across all knowledge sectors with the largest declines in the Information, Media and Telecommunications industry (-1,802) and Professional, Scientific and Technical Services (-1,968).

This reduction could be partly attributed to the reduction in the city based Telstra workforce and the reduction/amalgamation of Internet Service Providers (ISPs) since 2014.

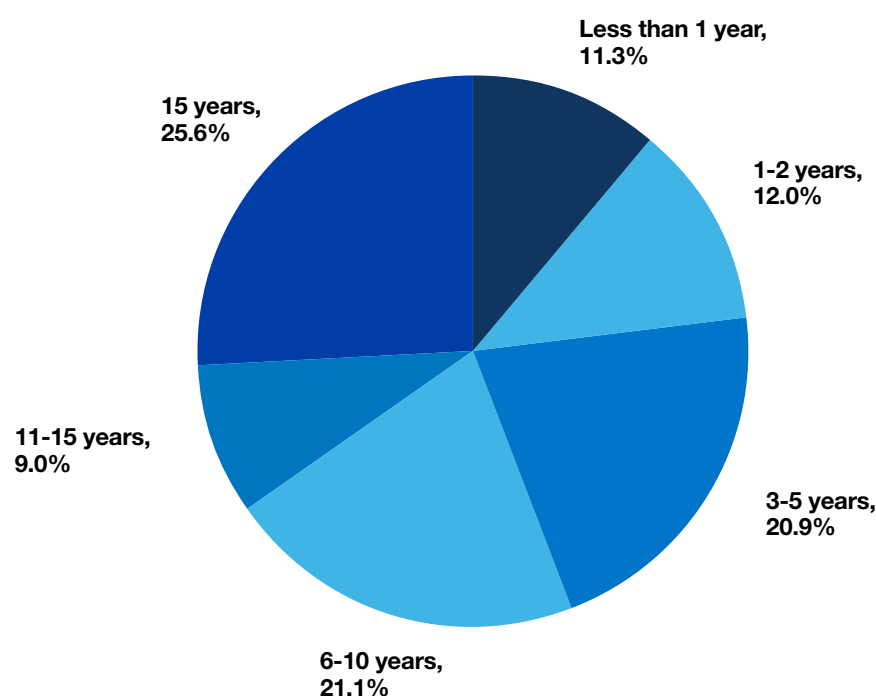


Duration

Information is also collected on how long a business has been at its current address. According to the 2016 data, a quarter of businesses have been in the city for more than 15 years, one-fifth each have been in the city for 3 to 5 or 6 to 10 years and around one-tenth have operated in the city for less than a year.

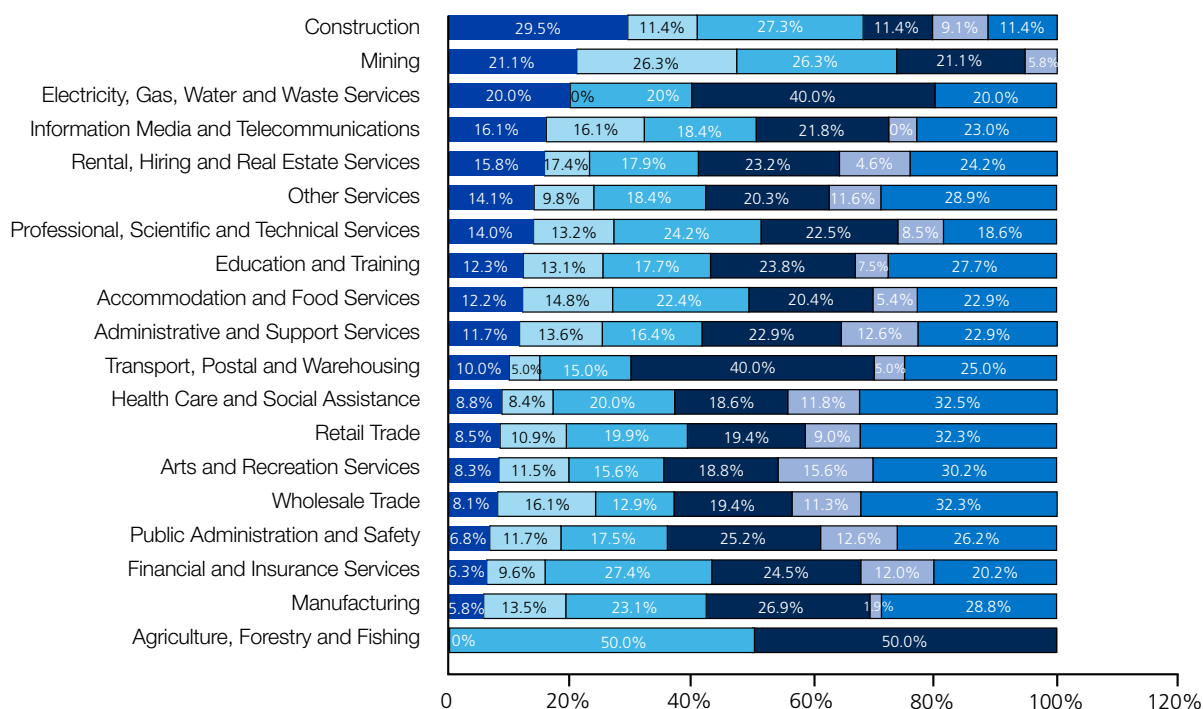
This shows that there is good mix of new businesses starting up as well as businesses that have been sustained over the longer term. One-fifth of establishments did not say how long they had been operating in the city.

Share of establishments by duration



Industries which had the highest proportion of establishments operating for more than 15 years included Health Care and Social Assistance (32.5%), Retail Trade (32.3%), and Wholesale Trade (30.2%). Industries with the highest proportion of younger businesses that is, operating for less than two years, were Mining (40.9%), Construction (40.9%) and Professional, Scientific and Technical Services (27.2%). There are some types of businesses which have retained the same name over the years but have had multiple owners (e.g. restaurants and pubs).

Business Duration by Industry



Volunteers

In 2016, there were over 9000 volunteers contributing to various establishments across the city. The industries with the largest number of volunteers were Religious Services (1,267 people or 14% of the total), Office Administrative Services (1,180 people or 13%) and Other Personal Services n.e.c. (1,043 or 11%). Significant locations of volunteers were the Adelaide Zoo and the Botanic Gardens which between them had 870 volunteers (10% of the total).

Volunteers by Industry Class	Number
Religious Services	1,267
Office Administrative Services	1,180
Other Personal Services n.e.c.	1,043
Zoological and Botanical Gardens Operation	870
Other Social Assistance Services	866
Hospitals (Except Psychiatric Hospitals)	728
Radio Broadcasting	580
Other Interest Group Services n.e.c.	474
Museum Operation	297
Other Health Care Services n.e.c.	202

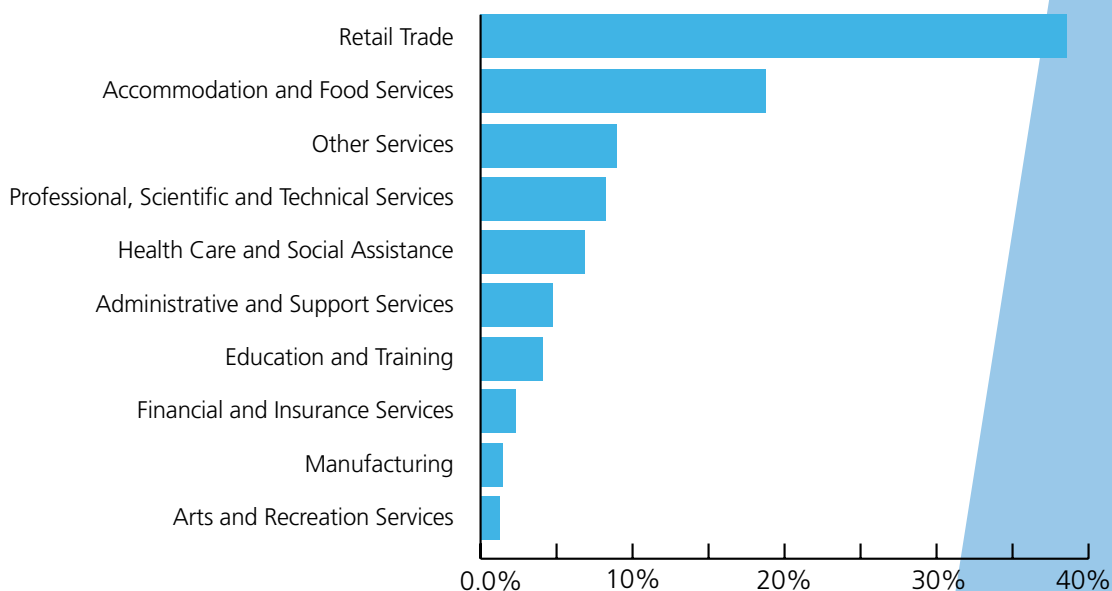
The Rundle Mall Precinct

The Rundle Mall Precinct, being the retail heart of the city is also one of the city's key employment centres. In 2016, the number of people employed by businesses in the Precinct was 10,965, an increase of less than two percent compared to the previous survey in 2014. The total number of establishments in this Precinct increased slightly from 883 to 930 and its share of total city establishments remained the same at around 17%.

The largest increase in the number of establishments between 2014 and 2016 has been in Other Services with 17 new businesses (mainly comprising of hairdressing and beauty services), 13 new Education and Training establishments and ten new business establishments in the Professional, Scientific and Technical Services sectors. Industries that have experienced a marginal decline in the number of business establishments include Information, Media and Telecommunications Services (-9); Public Administration and Safety (-4); and Health Care and Social Assistance (-4).

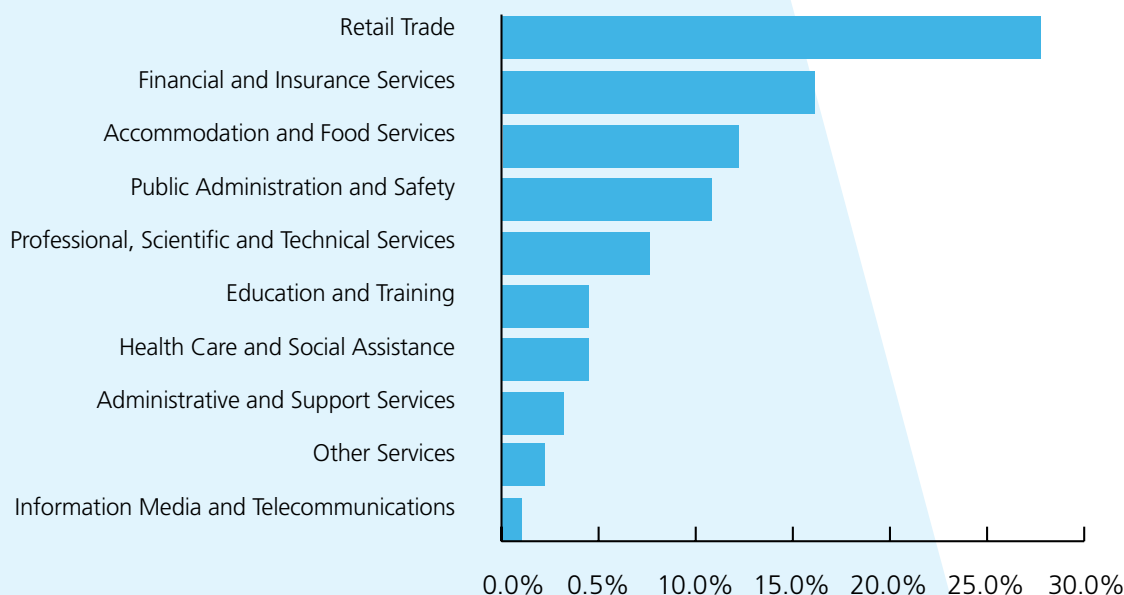
Retail establishments accounted for the largest portion of businesses in the Rundle Mall Precinct making-up 38.6% of the total. This was followed by Accommodation and Food Services (18.7%) and Other Services (8.9%). Businesses in the Precinct are mainly clothing retailers (12.2%), Takeaway Food Services (10.8%) and Cafes and Restaurants (6.3%) and Hairdressing and Beauty Services (5.7%).

Major Industries in the Rundle Mall Precinct by Establishment



These same industries were also the largest employers in the Rundle Mall Precinct accounting for just over 40% of total employment. Interestingly, while Financial and Insurance Services business only made up 2.3% of business establishments in the Precinct, they accounted for 16.1% of total employment in the area. This is because of large financial businesses in the Precinct such as Bendigo Bank which relocated as part of the Rundle Place/Harris Scarfe development.

Major Employing Industries in the Rundle Mall Precinct



Between 2014 and 2016, the share of employment in Retail Trade in the Rundle Mall Precinct has fallen from 32.4% in 2014 to 27.8% in 2016. The total number of people employed, however, has actually increased slightly from 3,206 employees in 2014 to 3,329 in 2016 (increase of 123 persons) and is at its highest level since 2008.

The proportion of Accommodation and Food Services employment has also fallen from 13.7% of total employment in 2014 to 12.1% in 2016. Similar to employment in Retail Trade, the actual number of people employed in Accommodation and Food Services has increased from 1,351 to 1,445. There has been a slight fall in Public Administration and Safety employment (from 13.4% to 10.8%) and a big jump in the Professional, Scientific and Technical Services from 8.5% to 16.2%.

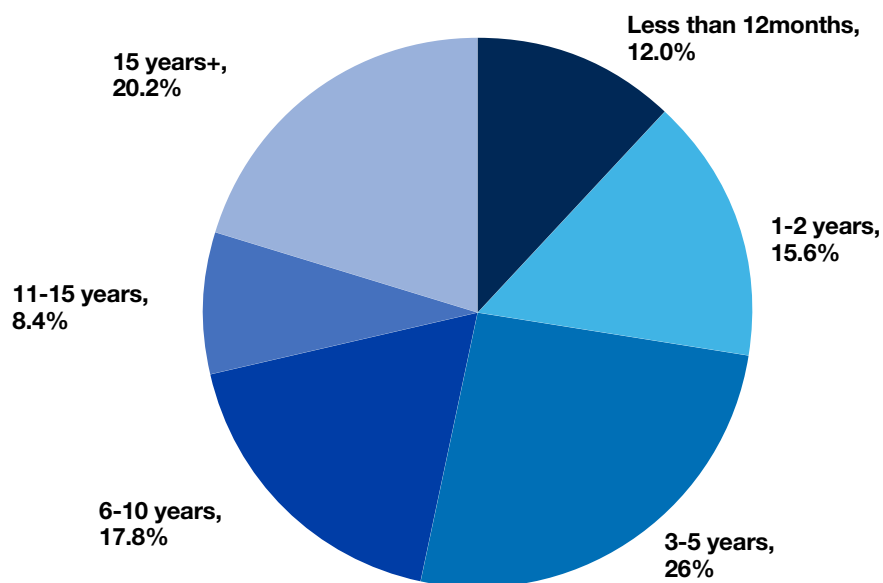
This has come mostly from increases in employment in design and legal related businesses.

Businesses in the Rundle Mall Precinct have embraced the internet to promote their business with 61.2% having an online presence, 52.8% having a Facebook page and 21.7% receiving some of their revenue from online sales.

The chart below shows how long businesses have been operating in the Rundle Mall Precinct. These proportions mostly reflect how long businesses have been operating across the city. There is a slightly higher proportion of businesses that have been around for one to two years (15.6% in the Precinct compared to 12.0% across the city), and three to five years (26.0% in the Precinct compared to 20.9% across the city).

The official opening of Rundle Mall was in 1976, and 2016 marked the 40th anniversary of this event. Since then, Rundle Mall has experienced numerous face lifts including the recently completed Rundle Mall Master Plan. Over its lifetime, the Rundle Mall has been home to local department stores such as John Martin's as well as to international retail 'flagship' stores such as Apple.

The Rundle Mall Precinct Establishments by Duration



Accommodation and Food Services

The number of businesses in the Accommodation and Food Services Division has increased by 112 (+12%) in the two years between 2014 and 2016. The largest numerical increase within this was for Cafes and Restaurants (+66 businesses). The largest proportional increase has been in Clubs (Hospitality) with a 78% increase but this may be due to categorisation changes over actual increases in businesses.

Employment in Accommodation and Food Services Division during the same time period had only increased by 14% (or an increase of 434 people). Increases in Accommodation workers have come from large hotels opening during this time (e.g. The Ibis). Takeaway Food Services had the second highest numerical increase with 153 people. While the Pubs, Taverns and Bars increased in number of businesses, it actually declined in employment by 180 people. This could be indicative of larger establishments closing and smaller establishments with fewer employees opening during the same time period.

Establishments	2014	2016
Accommodation	80	90
Cafes and Restaurants	540	606
Takeaway Food Services	196	214
Catering Services	2	3
Pubs, Taverns and Bars	128	138
Clubs (Hospitality)	9	16

Employment	2014	2016
Accommodation	2,118	2,388
Cafes and Restaurants	4,705	4,792
Takeaway Food Services	1,650	1,803
Catering Services	14	86
Pubs, Taverns and Bars	2,148	1,968
Clubs (Hospitality)	154	186

In 2016, the city's cafés, restaurants and function venues provided 59,257 seats of which 78% were located indoors and 22% were outdoors. Most of the seats for dining across the city were located in the city's entertainment precincts, with more seats in the northern half of the CBD, the Central Market precinct and parts of Hutt Street. There were clusters of seats associated with dining on O'Connell Street and Melbourne Street and in specific venues in the Park Lands (e.g. The Pavilion in the South Park Lands).

Compared to 2014 the number of dining seats overall has been stable in 2016 (from 63,439 in 2014 to 63,446 in 2016). However, it would be expected that this number will rise in the coming years with the completion of major projects such as the upgrades to the Convention Centre/ Festival Theatre/Riverbank precinct.

Retail Trends

The top five retail employers by ANZSIC class in 2016 were Clothing Retailing, Department Stores, Supermarket and Grocery Stores, Watch and Jewellery Retailing and Car Retailing. Over the 10 years from 2006 to 2016 the largest proportional increase in employment has been in Housewares (180%), while the largest numerical increase (134 people) at the same time was in Other Personal Accessory Retailing.

The most significant decline in retail employment over the 10 years has been in Newspaper and Book Retailing (-89%). This decline has been a combination of specific book shops closing (Borders and Angus and Robertson closed in 2011) and changes to consumer preferences in relation to news and book retailing. Numerically, Departments Stores has seen the largest decline of 515 workers. This was despite K Mart opening in 2012 in what was Toys R Us in Rundle Mall. Myer and David Jones have reduced staff and changed their offer to meet changing consumer preferences in the last 10 years.



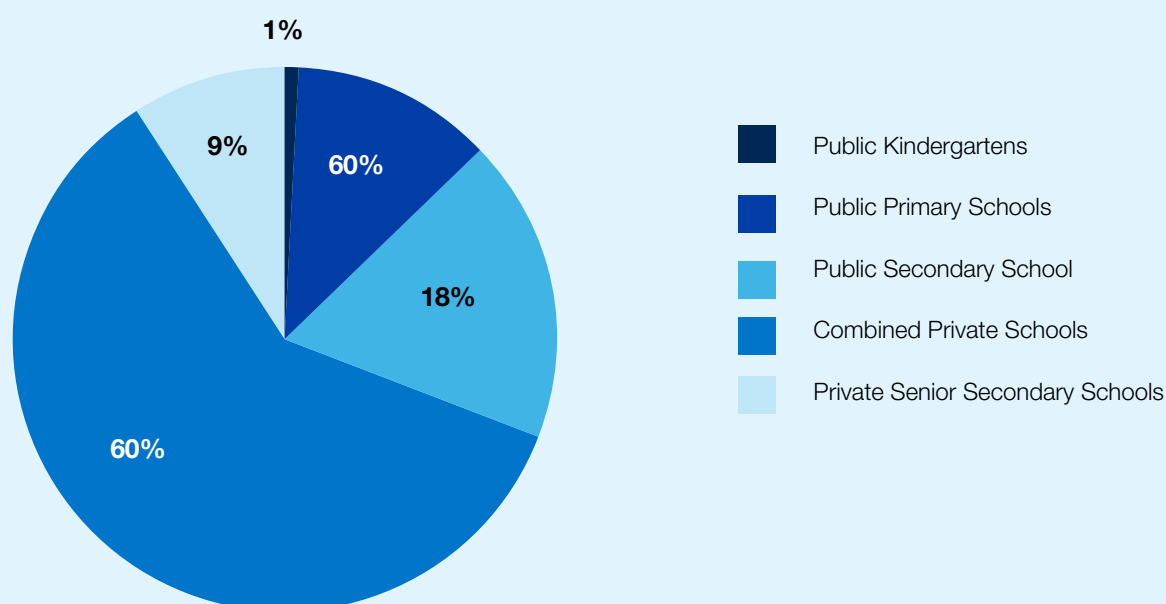
Education in the City

In 2016 City of Adelaide educational institutions had a total enrolment of approximately 67,100 students (an increase of 5% from 2014). Education is an important contributor to the city economy in terms of employment, but also in terms of the goods and services that students and staff purchase. In the City of Adelaide there were 164 education and training establishments which employed 9,506 people in 2016. Over the last ten years the city has experienced enrolment growth in the university sector in particular. There has been new universities establish in the city such as Carnegie Mellon and Torrens University. Upcoming changes to the education sector in the city include the movement of medical courses and research centres west along North Terrace to align with the location of the new Royal Adelaide Hospital. The other significant change will be a new city high school due to open on Frome Street in 2019.

To some degree the Vocational Education and Training sector (VET) over the last 10 years mirrors the trend in student visa applications. After considerable growth between 2006 and 2008 the VET sector went through declines from 2011 to 2014 in particular. The Main contributing factor was the Australian Government's decision to apply streamlined visa processing and post-study work rights to the Higher Education sector but not the VET sector (ABS Australian Social Trends December 2011). The number of students in the VET sector returned to growth from 2014 to 2016.

Education Establishment	2014	2016
Universities	45,800	46,700
Schools	7,900	8,100
Vocational/Adult Education	6,950	8,200
TAFE	3,350	4,100
Total	64,000	67,100

School Enrolments in the City of Adelaide

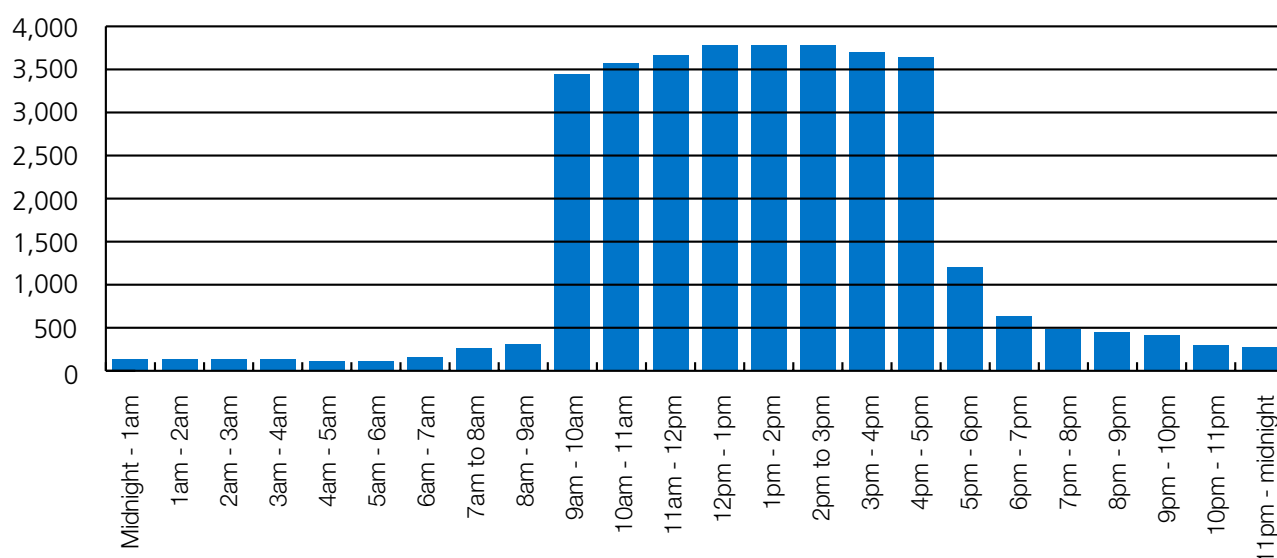


Opening Hours

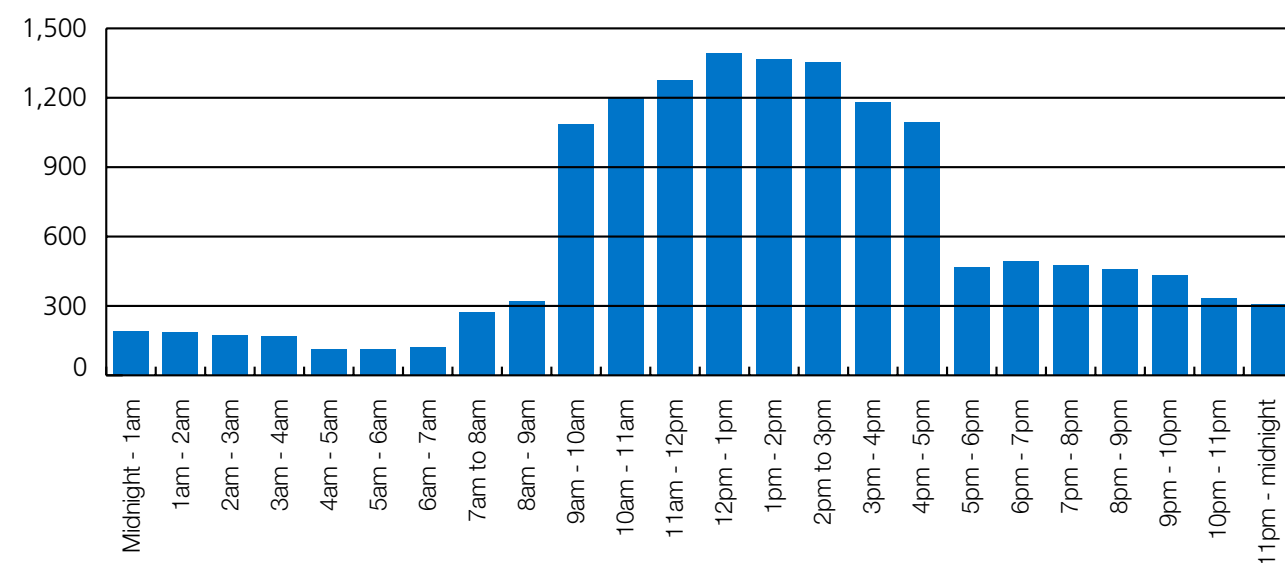
Most establishments in the city operate within weekday ‘business hours’ with the exception of dining and entertainment establishments. There are also 24 hours a day activities such as hospitals, takeaway food franchises and convenience stores.

A report on the night time economy shows that Adelaide has seen an overall growth in revenue of \$124.4 million from night time activities (in 2014)⁴. In relation to the night time economy, the Good Evening, Adelaide Strategy was endorsed by the Capital City Committee in July 2014. This strategy aims to expand the ways people use the city at night, apart from just eating and drinking. Part of this strategy is aiming to make people feel safer in the city after business hours in the evening – if there is more activity going on people feel safer about going out.

Wednesday Opening Hours – Number of Establishments Open by Time of Day



Saturday Opening Hours – Number of Establishments Open by Time of Day



⁴ The Australian Night Time Economy Report 2009-2014

Commercial and Public Car Parks in the City

In 2016, there were 24,787 commercial car parking spaces recorded in the city. As shown in the graph below the number of commercial car parking spaces in the city declined from 1997 to 2008 but then increased from 2011 to 2014 followed by a decrease in 2016. The number of car parks recorded in 2016 was a 5% decrease when compared to 2014. Part of this decrease can be attributed to car parking being unavailable in the Riverbank area while construction is being undertaken. Temporary parking created in the Park Lands for construction workers has not been included in the 2016 count as it is not available to the public to use.

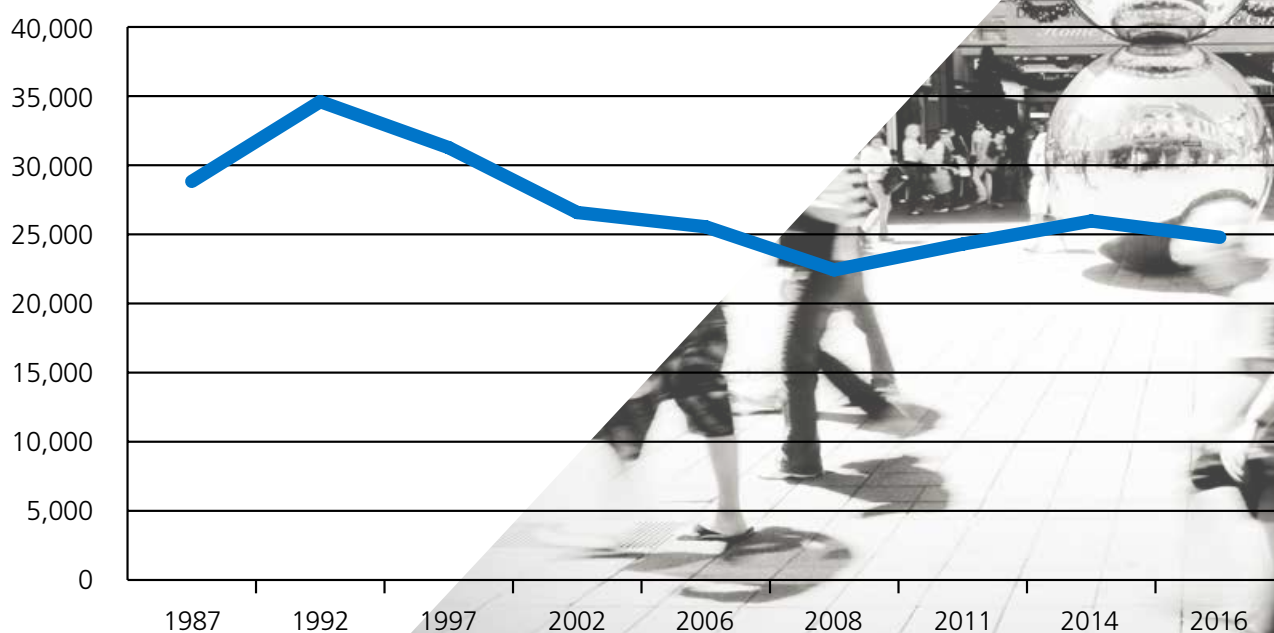
When looking at the trend between censuses, the decline in commercial car parking from 1997 to 2008 could be partly attributed to the closure of several open lot car parks which are non-complying in the Council's Development Plan. For example there was an open lot car park on what was the original the House of Chow Restaurant on the corner of Wakefield and Hutt Streets.

City of Adelaide owns and operates UPark, a commercial car parking business. With 6,200 spaces across 10 parking stations, UPark provides about 24% of the city's commercial car parks. With approximately 18,400 on-street car parking spaces, the city had 43,187 publicly available car parking spaces in 2016.

There will be 2,300 car parks made available on the new RAH Site on North Terrace and it is likely that commercially available car parks will be available as part of new developments planned for the North West precinct.

If publicly available on-street car parks, plus the car parking within the Park Lands and on Park Lands roads are added to the commercial car parks, the total number of car parks available to the public was around 43,000 in 2016.

Commercial Car Parks 1997 to 2016



Online Marketing and Sales

Over 1,000 establishments surveyed stated they had some kind of online presence (this could be a company website or other means of finding information on what they do). There were 383 establishments who had a Facebook site. Ninety five establishments stated they had the facilities for online sales. Only a very small number said they used eBay for online sales.

Online Marketing and Sales	
Online Presence	542
Online Sales	95
eBay	7
Facebook	383

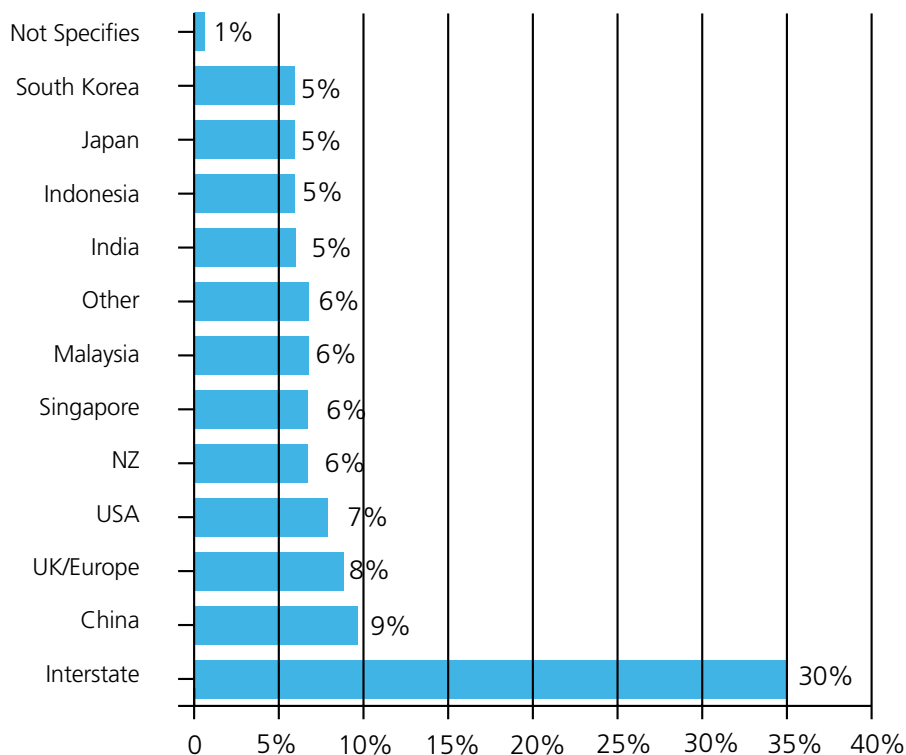
Exported Goods and Services Destinations

Each establishment was asked if they 'exported' goods, exporting was defined to include goods and services provided interstate as well as overseas. This was the first time this question was asked in an ACCLUE survey. There were 2,304 who responded that they did some kind of 'exporting'. While field staff had been briefed on the definition of exporting goods and services, it appeared that some establishments were confused by the term 'export'.

The most frequently identified location for 'exporting' goods and services was interstate (30% of respondents to this question). This was followed by China, UK/Europe and then the USA.

China in particular is a focus country for encouraging business relationships at City of Adelaide. Qingdao is a major city in eastern Shandong Province, and a Sister City with the City of Adelaide. In conjunction with other government and private partners the City of Adelaide is seeking to attract Chinese investment in the resources sector, the wine industry and property sectors.



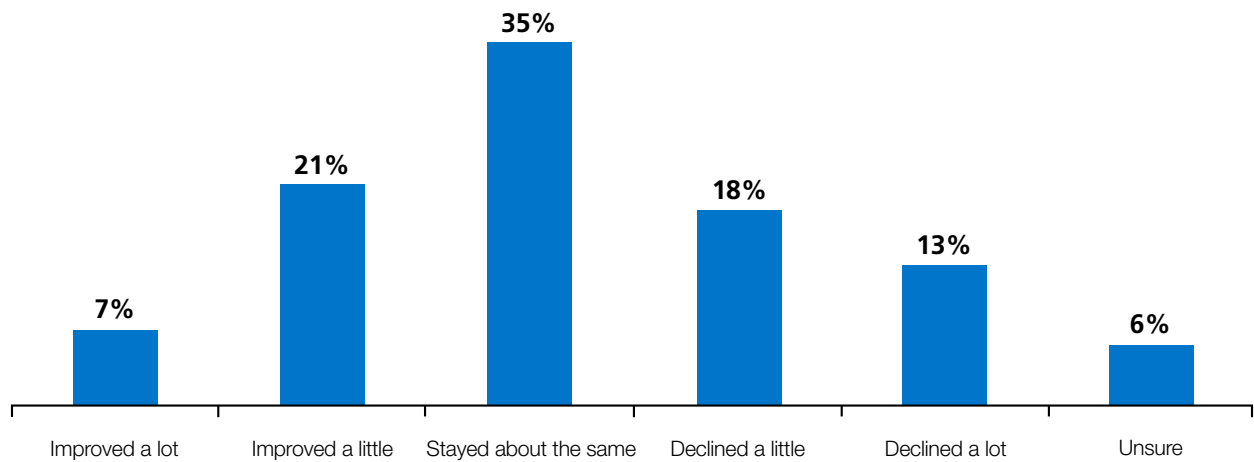


Economic Climate Survey

The Business Climate Survey was an additional set of questions appended to ACCLUE if respondents agreed to take part. Field staff set out to achieve a sample of 400 businesses which was determined to be a representative sample of city businesses. A spread of micro, small, medium and large businesses was also identified as a requirement to reflect city business mix.

All respondents were asked whether their business profitability had improved, declined or stayed the same over the last 12 months. Fewer than three in ten respondents reported that their profitability had improved, 35% said it had stayed the same and 31% had noticed a decline.

Over the last 12 months, would you say your business profitability has...



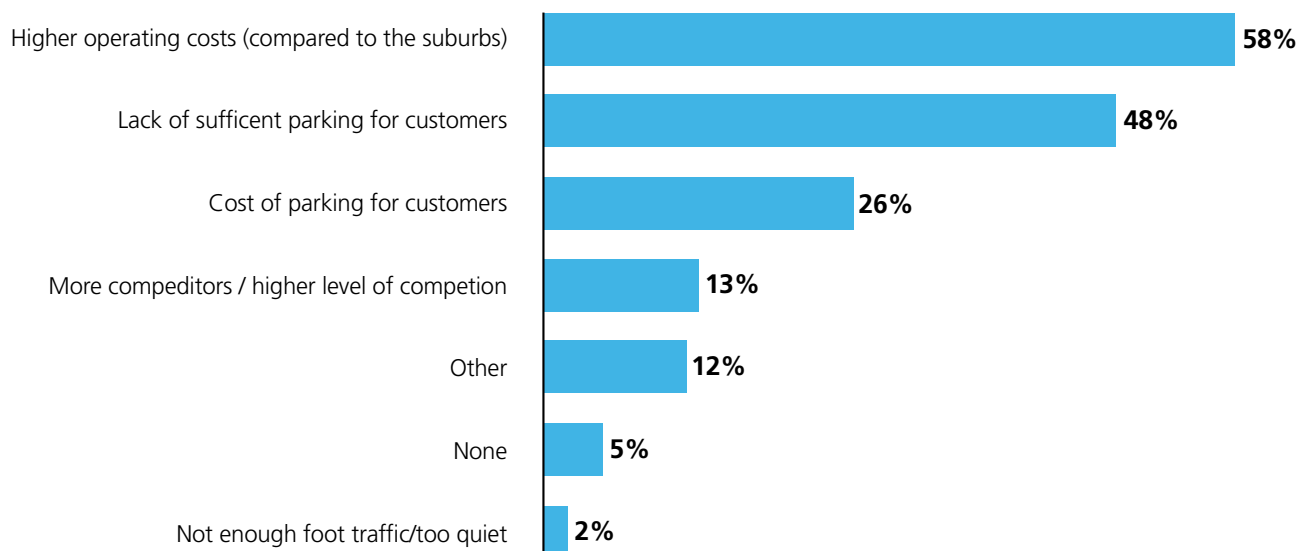
All businesses were asked what the disadvantages were, if any, of operating in the city. Just under six in ten suggested higher operating costs compared to the suburbs, followed by lack of sufficient parking for customers (48%) and cost of parking for customers (26%).

Those in the North West of the city were more likely to mention higher operating costs as a disadvantage, while those in the North East of the city were more likely to suggest cost of parking for customers (41%).

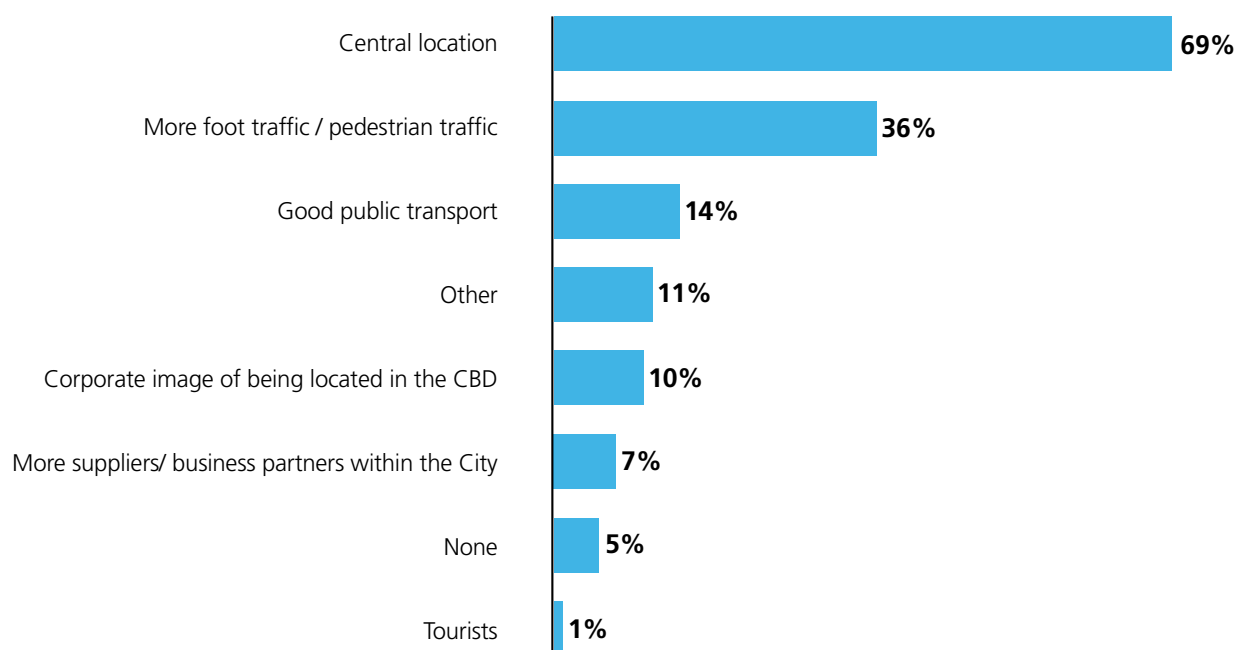
Respondents who stated their business profitability had decreased or those from the Accommodation and Food Services sector were more likely to say the disadvantages of operating in the city were 'more competitors / higher level of competition' (21% and 25% respectively compared with 13% for the total sample).

Advantages of operating a business in the city predominantly related to its central location (69%) and more foot or pedestrian traffic (36%).

What are the disadvantages, if any, of operating your business in the City?



What are the advantages, if any, of operating your business in the City?



References

- ¹ City of Adelaide cityofadelaide.com.au/media-centre/media-releases/adelaides-night-time-economy-continues-to-grow - Media Release on 24 May 2016 accessed on 19 December 2016 at 3:06 pm
- ² Australian Bureau of Statistics, 8165.0 - Counts of Australian Businesses, including Entries and Exits, Jun 2011 to Jun 2015
- ³ Australian Bureau of Statistics, 1292.0 - Australian and New Zealand Standard Industrial Classification (ANZSIC), 2006 (Revision 2.0)
- ⁴ Bevan, Terry (2016) Australian Night Time Economy Report 2009-2014, Consumer and Business Services, Liquor and Gaming Public Register, cbs.sa.gov.au/liquor-and-gambling-public-register

More information

Facts and figures on the City of Adelaide are available here on the City of Adelaide website, cityofadelaide.com.au/city-living/welcome-to-adelaide/city-facts-and-figures/

Selected datasets from the ACCLUE are available at the SA Government Data Directory, data.sa.gov.au/







City of Adelaide
25 Pirie Street, Adelaide
Phone **08 8203 7203**
cityofadelaide.com



CITY OF
ADELAIDE