



MEDIA RELEASE

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New look for Edwardstown unveiled

Marion Council will next week unveil a new visual identity for Edwardstown, kick starting a campaign to market the area to attract investment and create jobs.

The specially designed logo headlines an action plan that includes an investment attraction website, gearing up local businesses to target the defence sector and transforming streets with murals and trees.

The Council is aiming to bring designers, architects and video producers to Edwardstown with its first creative co-working hub.

Additionally, it will run workshops to upskill businesses, seek to attract arts festivals and events and look at ways to improve access to the area which is home to more than 4500 jobs.

Council will invest \$277,000 in the project over the next 12 months.

Marion Mayor Kris Hanna said: "Council is in the early stages of a long-term urban renewal project. We hope to see more high-value manufacturing as well as creative companies, cafes and restaurants."

The Edwardstown Employment Precinct is home to more than 1800 businesses. It generates \$1 billion per year, about 23 per cent of the City of Marion economy.

Zero Automotive has operated from the area for three years in the same premises as its 21-year-old sister company High Performance Diesel.

It is now preparing to expand its workforce after producing the first Australia-made electric vehicle of its type to operate underground.

Business development manager Dan Taylor said Edwardstown was an ideal location.

"We expect to increase our workforce from 14 to 60 within the next two years," Mr Taylor said.

"Edwardstown is an ideal site to service local and interstate clients, access technical expertise and skilled workers."

A mural representing the automotive industry has recently been completed outside Zero Automotive's premises as part of Council's work to recognise local businesses.

The Revitalisation of Edwardstown Action Plan includes 28 initiatives developed in conjunction with local businesses.

The plan, and updates about improvements, are available at makingmarion.com.au

Contact: Craig Clarke Unit Manager Communications, 0434 600 637



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Over the past 12 months work has included:

- Planting 150 trees to cool streets and installing eight signs
- Installing two murals and eight artworks on stobie poles
- Completing a project on how businesses can generate value and repurpose waste
- Commissioning an Economic Activation Report by Flinders University, Australian Industrial Transformation Unit, to understand how to generate more economic value from the area
- Hosting the first Edwardstown International Women's Day networking event.

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