

Situational Analysis of Port Pirie Community

Analysis of Trends and Opportunities for the Port Pirie Sporting Precinct



This paper brings together the substantial literature in relation to the social basis of the City of Port Pirie based in the Port Pirie Regional Council, the impact of the City on the Northern areas of South Australia and the beneficial social impacts of the increased sporting participation and the establishment of fit for purpose infrastructure.

Port Pirie Regional Council has asked Regional Development Australia Yorke and Mid North (RDAYMN) to provide some information and analysis of the social framework of the Port Pirie Community, the opportunities that exist in industry and community growth. One of the key areas of analysis is to look at the situational analysis of the social and community factors and how the potential Port Pirie Sporting Precinct can have a significant impact. This includes recommendations which will enhance the impact of the Port Pirie Sporting Precinct and recommendations that will maximise the community impact.

We have substantially drawn on three projects which we have been involved in:

- Education and Training including the provision of *Skills for Jobs in Regions* Program delivered by RDAYMN on behalf of the Department of State Development;
- Partnership with the Upper Spencer Gulf Common Purpose Group and DEEWR in relation to the production of South Australian Centre for Economic Studies “The Common Purpose: Advancing the Economic and Social Development of the Upper Spencer Gulf”;
- Development by the Public Health Information Development Unity (PHIDU) of A regional atlas of Community Health and Wellbeing in the Upper Spencer Gulf, South Australia” which was produced for the South Australian Department of Health and Ageing and the Department of State Development.

In examining this literature and the key social drivers of Port Pirie this highlights the potential for the Port Pirie Sporting Precinct to be both a community hub and be the potential leverage for a quality educational precinct given its unique location.

The development of this work and recommendation is in particular is linked to the benefits of the Port Pirie Sporting Precinct as a community hub and the benefits of:

- Connected communities through participation in sport and recreational activities;
- Building Port Pirie as a Regional Centre;
- Focuses on providing facilities for disengaged and disadvantaged youth;
- Sporting facilities as recognised contributor to volunteerism and participation in sports which is promotes preventative health culture and is a pathway to employment and training outcomes;
- Will provide a sound basis for population growth.

Regional Development Australia Yorke and Mid North have undertaken this Situational Analysis on the basis that it is can draw on the analytical work of experts in Universities and all levels of government and provide an analysis based on impact and opportunities with its knowledge of local and regional projects and community. It is recommended that the following activities associated with the construction, activities and operations:

- That the Port Pirie Regional Council continue the development of its Events Strategy to capitalise on the recognition of the Port Pirie by the Southern Flinders Regional Tourism Authority as having the potential to use Convention Facilities which will enable expansion of the tourism and hospitality base of current industry.
- That the Regional Council of Port Pirie actively engage with the Department of State Development, Jobs Active Providers, WorkReady and RDAYMN through the *Skills for Jobs in Region* program to introduce innovative labour arrangements such as those already in place for a Construction Labour Pool which provides training, employment and induction. That this be reflected in their

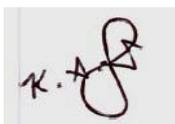
procurement arrangements with successful tenderers to increase the capacity of the population to fill positions as a percentage of the anticipated extra 74.9FTE construction jobs.

- That Port Pirie Regional Council capitalize on the unique features of the connection of the geographical links the education precinct through to the CBD to enhance the Sporting Precinct as a Community Hub. This could include activities like Park Run, educational pop-ups and community information along with Wi-Fi availability are utilized to enhance the connection and the Sporting Precinct as a Community Hub.
- The Port Pirie Regional Council focus on participation of all levels of sport and in particular junior levels with the combined sporting sports of Soccer, Football, Cricket, Baseball, Gymnastics, Squash given the relative disadvantage of youth as identified in the SEIFA;
- That the Port Pirie Regional Council work with John Pirie Secondary School and Tafe SA to leverage the geographical location of the facilities to advance an educational precinct which will have the goal of increasing school participation and education and training outcomes and attract population growth. This could include encouraging the use of the adjacent school facilities to enforce the community hub, connectivity and access.

In summary the Port Pirie Sports Facility will assist in improving the physical and mental health of the community, assist in increasing sports participation, assist in reducing antisocial behaviour, invoke pride in the community and accordingly improve volunteerism. It should be noted that while the Sporting Precinct itself is only one tool in tackling long term entrenched disadvantage it is viewed by the community, as evidenced by the Community consultation outlined in the Business Case by Port Pirie Regional Council as a significant icon for improving the amenities of the City and the perception of its growth potential as a regional growth centre.

This is in the light of challenges in the Port Pirie community including high unemployment, and especially in the youth cohort, health indicators in relation to obesity, hospital presentation and being well above the national and state average and the opportunity to increase physical activity and community connectedness.

Yours sincerely



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PORT PIRIE COMMUNITY SOCIAL ANALYSIS

The population of the Port Pirie region in June 2014 was 17,646 people (1.0 per cent of South Australia's population). Between June 2010 and June 2013 the population of the Port Pirie region decreased by 0.3 per cent (55 people). Over the same time period, the population of the South Australia region increased by 2.7 per cent, higher than the growth rate of the Port Pirie region.

Compared to the South Australia region, the Port Pirie region has a higher shares of people aged 0 to 14 years, lower shares of people aged 15 to 44 years and higher shares of people aged 45 and older. In addition, 50.5 per cent of the populations in Port Pirie region were female, compared to 50.8 per cent in the South Australia region.

According to the Department of Education, Employment and Workplace Relations (DEEWR), in the March quarter 2015 there were 1,053 unemployed people in the Port Pirie region, with an estimated unemployment rate of 13.0 per cent. In the South Australia region the unemployment rate was 7.8 per cent. As counted at the 2011 Population Census, the Port Pirie region had large proportions of residents employed as Technicians & Trades Workers and Professionals while the largest occupation groups in the South Australia region were Professionals and Clerical & Administrative Workers.

Residents of the Port Pirie region have lower levels of school achievement compared to the South Australia region. In the Port Pirie region, 33.8 per cent of the population aged 15 to 64 years have completed year 12 (or equivalent), compared to 54.2 per cent in the South Australia region. There is a recognised connection between disadvantage in the work force and educational achievement; unemployment rates are often higher for those people with lower levels of qualifications, or without qualifications.¹

POPULATION CHARACTERISTICS

The population of the Port Pirie region in June 2014 was 17,646 people (1.0 per cent of South Australia's population). Between June 2010 and June 2013 the population of the Port Pirie region decreased by 0.3 per cent (55 people). Over the same time period, the population of the South Australia region increased by 2.7 per cent, higher than the growth rate of the Port Pirie region.

SOCIAL DISADVANTAGE

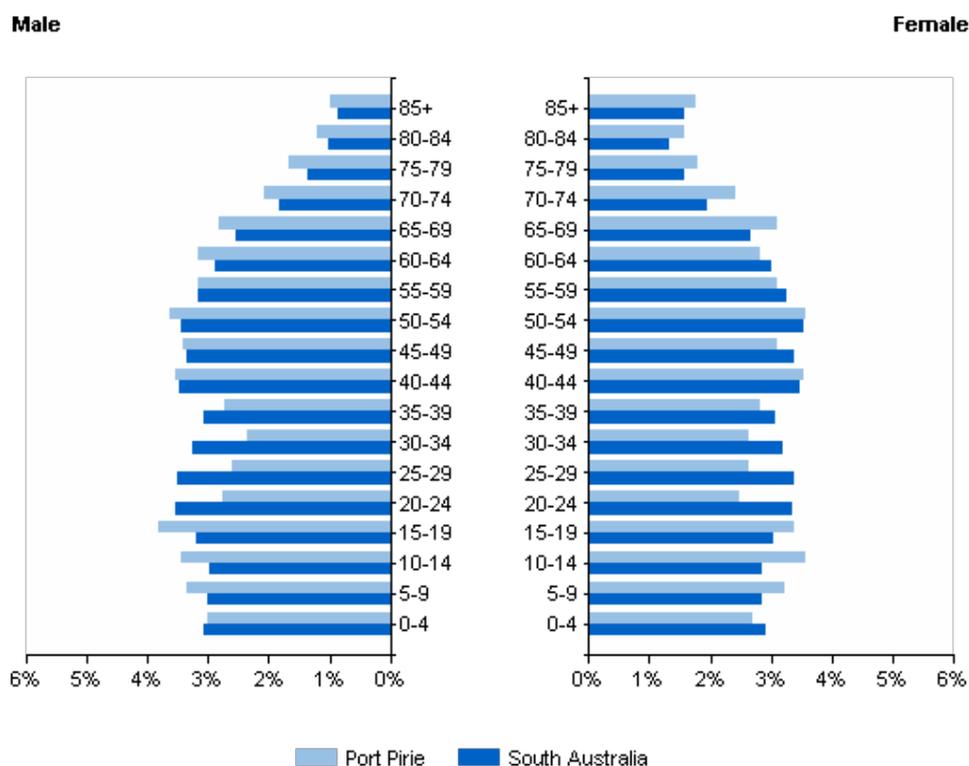
The South Australian Centre for Economics (SACES) in its Cost Benefit Analysis of the Proposed Port Pirie Sports Precinct has analysed the social disadvantage using the work of the Public Health and Development Information Unit of the University of Adelaide of the ABS Social Economic Indexes for Areas (SEIFA). This shows that Port Pirie and Districts has a higher rating of disadvantage compared to both the South Australian and Australian index.

In particular Port Pirie and Districts has a significantly higher proportion (nearly) double of long term unemployed and youth unemployment which point to structural disadvantage and the need to work collaboratively on all aspects of disadvantage including amenity, access to opportunity and access to infrastructure that promotes community engagement.

AGE PROFILE

Compared to the South Australia region, the Port Pirie region has higher shares of people aged 0 to 14 years, lower shares of people aged 15 to 44 years and higher shares of people aged 45 and older. In addition, 50.5 per cent of the populations in the Port Pirie region were female compared to 50.8 per cent in the South Australia region.

Age Composition of Port Pirie Residents



Source: ABS Statistics, Population Census and Skills for All Workforce Wizard Regional Report

DISABILITY AND CARERS

There were 595 people in the Port Pirie region in 2011 who reported they had need for assistance with self-care, mobility or communication because of a disability or long-term health condition. This represents 5.6 per cent of the total population in this region, higher than the South Australia region, where 3.1 per cent had reported disabilities (representing 32,587 people).

Disability Status (Aged 15-64), 2011

	Port Pirie		South Australia	
	Population	%	Population	%
Needs assistance with core activities	595	5.6	32,587	3.1
Doesn't need assistance with core activities	9,579	90.5	973,336	92.5
Total (including not stated)	10,588	100.0	1,052,090	100.0
Providing care	1,344	12.7	127,112	12.1

Source: ABS Statistics, Population Census and Skills for All Workforce Wizard Regional Report

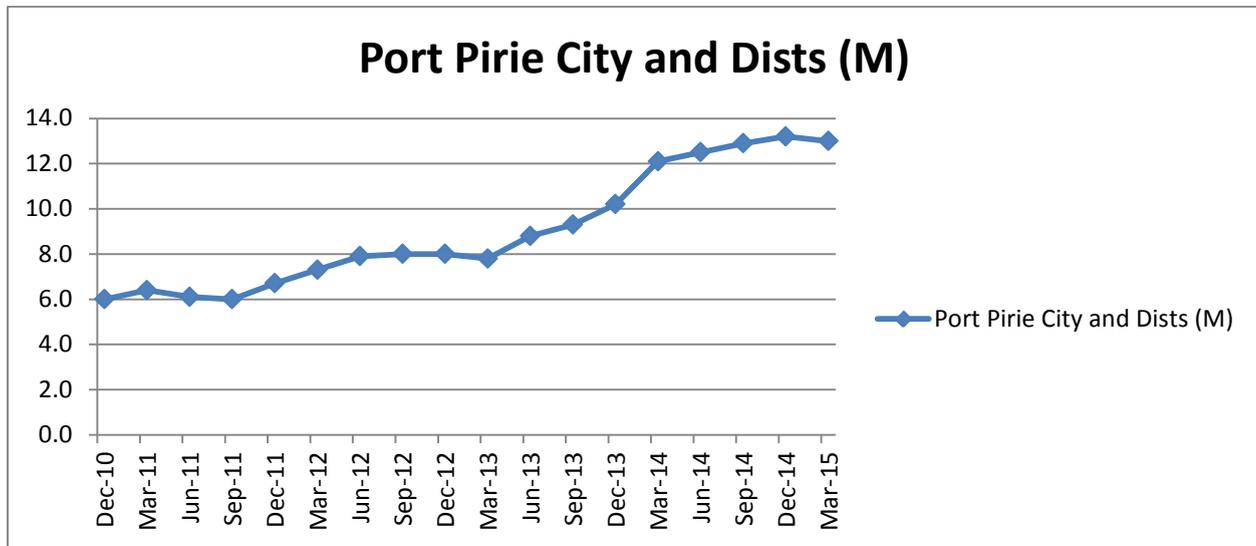
There were a further 1,344 people in the Port Pirie region within the same region (12.7 per cent of the total) who were providing assistance to someone with a disability. The South Australia region had 12.1 per cent of its population (127,112 people) providing care to people with a disability.

LABOUR FORCE

According to the Department of Education, Employment and Workplace Relations (DEEWR), in the March quarter 2015 there were 1,053 unemployed people in the Port Pirie region, with an estimated unemployment rate of 13.0

per cent. The unemployment estimates show a trend of continual growth in these numbers in despite of a relatively stable population growth over the previous Census periods of 2006 and 2011.

Unemployment Rate Estimates

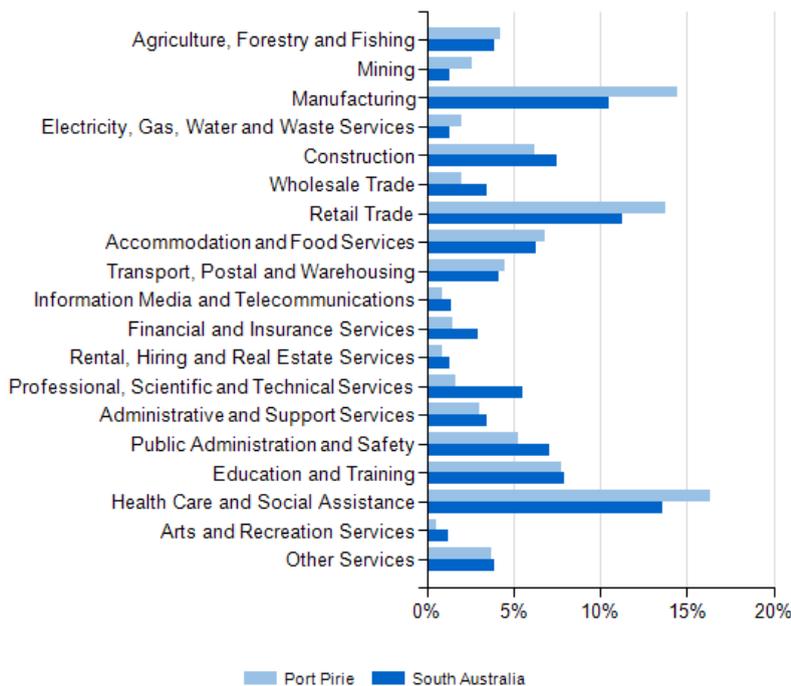


Source: Department of Education, Employment and Workplace Relations, Small Area Labour Market Series

INDUSTRY OPPORTUNITIES FOR POPULATION GROWTH

As counted at the 2011 Population Census, the Port Pirie region had large proportions of residents employed in Health Care & Social Assistance and Manufacturing while the largest industry groups in the South Australia region were Health Care & Social Assistance and Retail Trade.

Employment by Industry, 2011



Source: ABS Statistics, Population Census and Skills for All Workforce Wizard Regional Report

Between 2006 and 2011, the largest increase in employment in the Port Pirie region occurred in people working in

Health Care & Social Assistance, while the largest decrease occurred in Agriculture and Forestry & Fishing. Over the same time period, the largest increase in employment in the South Australia region occurred in people working in Health Care & Social Assistance, while the largest decrease occurred in Manufacturing.

Overall employment in the Port Pirie region increased by 7.4 per cent (458 jobs) between 2006 and 2011, while employment in the South Australia region increased by 7.2 per cent (49,458 jobs).

Apprentices and Trainees

The Port Pirie region saw a decrease in the number of apprentices and trainees starting a contract of training in 2013. There were 247 apprentices and trainees in the region starting a contract of training in 2013 (1.4 per cent of all commencements in the South Australia region), a decrease of -11.5 per cent (-32 people) from the previous year. By comparison, the South Australia region recorded a decrease of -32.5 per cent (-8,321 people) over the same period.

Commencing Apprentices and Trainees by Industry, 2013

	Persons	Port Pirie	South Australia	
		Share (%)	Persons	Share
Agriculture, Forestry & Fishing	1	0.4	361	2.1
Mining	9	3.6	424	2.5
Manufacturing	89	36.0	2,827	16.
Electricity, Gas, Water & Waste Services	5	2.0	256	1.5
Construction	28	11.3	1,990	11.
Wholesale Trade	2	0.8	398	2.3
Retail Trade	15	6.1	2,094	12.
Accommodation	29	11.7	1,860	10.
Transport, Postal & Warehousing	11	4.5	1,131	6.5
Information Media & Telecommunication	0	0.0	166	1.0
Financial & Insurance Services	1	0.4	519	3.0
Rental, Hiring & Real Estate Services	1	0.4	144	0.8
Professional, Scientific & Technical Services	5	2.0	235	1.4
Administrative & Support Services	10	4.0	1,850	10.
Public Administration & Safety	4	1.6	707	4.1
Education & Training	1	0.4	459	2.7
Health Care & Social Assistance	34	13.8	738	4.3
Arts & Recreation Services	0	0.0	234	1.4
Other Services	2	0.8	899	5.2
Total	247	100.0	17,291	100.

Source: National Centre for Vocational Education Research (NCVER) and Skills for All Workforce Wizard Region Report

Manufacturing was the largest employer of new apprentices and trainees in both the Port Pirie region and the South Australia region, accounting for 36.0 per cent and 16.3 per cent of all new apprentices and trainees in the respective regions in 2013.

People beginning an apprenticeship or traineeship in both the Port Pirie region and the South Australia region were more likely to be aged between 15 and 24 years, with 46.2 per cent and 52.4 per cent of all new apprentices and trainees being aged between 15 and 24 years in the respective regions.

That the Regional Council of Port Pirie actively engage with the Department of State Development, Jobs Active Providers, WorkReady and RDAYMN through the *Skills for Jobs in Region* program to introduce innovative labour arrangements such as those already in place for a Construction Labour Pool which provides training, employment and induction. That this be reflected in their procurement arrangements with successful tenderers to increase the capacity of the population to fill positions as a percentage of the anticipated extra 74.9FTE construction jobs.

INDUSTRY TRENDS ACROSS PRIORITY EMPLOYMENT AREAS (PORT PIRIE | WHYALLA | PORT AUGUSTA | PETERBOROUGH)

It is also noted that the industry change across the area has driven growth in demand for construction technicians and trade workers as well as people engaged in the hospitality sector and that the growth of these skills (which align with the Port Pirie Sporting Precinct) deepens the labour pool for other business and industry activity. Considerable analysis in this area has been undertaken by DEEWR in guiding skills and training and activity that should be provided through the Port Pirie Tafe campus.

OCCUPATIONS	Employed Persons (2011)	% Growth
Machinery Operators and Drivers	2716	21%
- <i>Machinery and Stationary Plant Operators</i>	1499	33%
Professionals	3062	12%
Technicians and Trade Workers	3755	9%
Community and Personal Service Workers	2647	9%
Sales Workers	2176	7%
Clerical and Administrative Workers	2479	2%
Managers	1999	-5%
Laborers	2685	-9%
- <i>Food Preparation Assistants</i>	399	17%
	21519	6%

Source: ABS Population Data 2006 & 2011- Analysis from DEEWR Presentation April 2013- Ivan Neville- Labor Research and Analysis Branch

NEW PROJECTS IN AND AROUND PORT PIRIE AND THE NORTH OF SOUTH AUSTRALIA

There is also potential to transition workers and others employed in these areas to capitalize on other industry opportunities. Accordingly Regional Development Australia Yorke and Mid North has provided this analysis of the current construction and industry opportunities in train or that can be realized in the catchment of the City of Port Pirie.

Nyrstar Re-development

The Port Pirie redevelopment of it Leads Smelter to transform to develop a multi-metals processing facility has commenced with a CAPEX of \$514M securing the long term future for Port Pirie. In addition a new air separation plant is also to be constructed by Air Liquide costing \$85 million.

The history of Port Pirie has also been directly related to the development of the Nyrstar Lead Smelter which has been in operation for over 100 years and employs more than 600 people, the biggest single employer in the region. Historical presence, and ongoing operation of the lead smelter, has led to elevated lead blood levels. This has meant that open spaces have needed to be closely monitored and in some cases closed to the community. The development of the Port Pirie Sporting Precinct will mean that the recreational facilities are fit for purpose, regularly maintained and watered and will provide a safe recreational area for families to increase their participation in a healthy and active lifestyle. It will in turn lead to an increased ability to attract new workforce as Port Pirie transforms to the multi-metal lead facility.

Port Pirie has had existing high levels of lead pollution due to the operation of the lead smelter, this has been changing over the last 40 decades due to operational and Council safety programs such as cleaning of parks/recreational facilities. The Precinct offers the opportunity to continue improving the health of Pirie residents through the provision of better recreational infrastructure. In particular new facilities which are linked to outcomes

Rex Minerals – Hillside Project (near Ardrossan on Yorke Peninsula)

A new mine is proposed with a 13 year mine life targeting 35,000 tonnes of copper and 24,000 ounces of gold

per year in concentrate. Capital cost \$480 million, around 550 people required for construction and 500 long-term jobs.

DP Energy

DP Energy propose a construction of a combined wind (59 Turbines, 150 MW) and solar farm (150 MW) 50kms north-east from Port Pirie. Construction is targeted to commence late 2016.

Hornsedale Wind Farm (Neoen)

Neon, as the proponents of the Hornsdale Wind Farm which is located north of Jamestown and within 80kms of Port Pirie has been awarded a 20 year Feed-in-Tariff by ACT Government for first stage (100 MW) of 270 MW, \$900 million wind farm to be built north of Jamestown. Construction is due to commence in Q4 of 2015.

CERES Wind Farm

Proposed by Senvion- looking more likely with agreement reached on Renewable Energy Target, Located 20 km south-west of Ardrossan, 600 MW, 197 Turbines, \$1.5 Billion, 500 construction jobs and 50 ongoing jobs

OZ Minerals

Currently seeking a development partner for \$3 Billion Carrapateena copper project north of Port Augusta.

Sundrop Farms

A \$156M investment in the expansion of Sundrop Farm's solar hothouses is currently under construction. Located near Port Augusta and within 70 kms of Port Pirie they have a 10 year contract with Coles for the supply of truss tomatoes. 200 new jobs will be created when the hothouses are operational.

Golden North

Golden North is a manufacturer of premium Ice Cream and located in Laura and 35kms from Port Pirie. They are currently expanding production capability and aims to develop new export markets interstate and overseas. Initial trial exports of ice cream have recently been made to China.

Days Eggs

The company is currently constructing a new egg production facility near Port Germein (40kms from Port Pirie) which will comprise 6 sheds with 30,000 hens each.

Ellen Hotel

A new 19 room hotel is being constructed in Port Pirie at the former Centrelink Building in Ellen Street with anticipated opening in Q4 2015.

In addition an important part of the Port Pirie Regional Council's Strategic plan relates to events and event tourism. Point 2.2.4 of the Strategic Plan is, "Attract, sponsor, assist and promote events, festivals, and conferences to the Port Pirie region, particularly those that showcase the attributes of the region". Council has also developed the Port Pirie Regional Council Events Strategy, which aims to outline events currently held within the region, future events and concepts for the region, and identify objectives and action plans to enhance the efficiency, professionalism, and benefits of events in the Port Pirie Regional Council. This will enhance the tourism base of Port Pirie through the ability to provide significant convention capacity which has been identified by Southern Flinders Regional Tourism Authority as an opportunity for Port Pirie given its current and growing accommodation capacity.

That the Port Pirie Regional Council continue the development of its Events Strategy to capitalise on the recognition of the Port Pirie by the Southern Flinders Regional Tourism Authority as having the potential to use Convention Facilities which will enable expansion of the tourism and hospitality base of current industry.

HEALTH AND WELL- BEING OF THE PORT PIRIE COMMUNITY

There is a substantial and well documented link between the age, fitness for purpose and availability of sporting facilities which contribute to the ongoing benefit of sporting activities which enhance health and well-being. The South Australian Centre for Economics examines this in more detail in the Business Case Assessment for the Proposed Port Pirie Sports Precinct and concludes that “Improvements in sports facilities that promote participation will lead to benefits.”

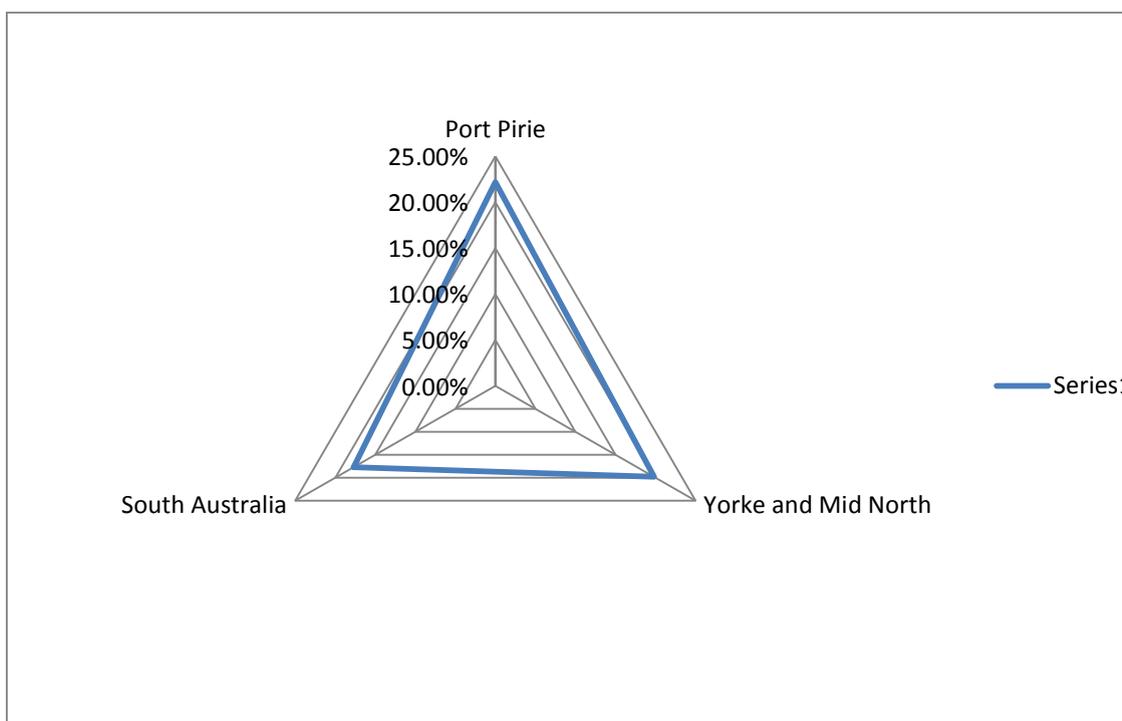
Development by the Public Health Information Development Unity (PHIDU) of “A regional atlas of Community Health and Wellbeing in the Upper Spencer Gulf, South Australia” which was produced for the South Australian Department of Health and Ageing and the Department of State Development also highlights the need to assess the “complex pathway from population health to economic development and growth.”

In 2014 the Regional Atlas identified across the Yorke and Mid North RDA region, and including individual analyses of the Port Pirie Council the headline indicators in Health and Well-Being that impact on the measure of Social Disadvantage and therefore economic and social prosperity of the region. It highlights the need for outcomes in almost all indicators to improve so that the residents of Port Pirie Regional Council can meet the South Australia and Australian Indices. A snapshot of the full indicators of the indicator trends are replicated below from the Report.

Indicator	Barunga West	Clare & Gilbert Valleys	Copper Coast	Goyder	Mount Remarkable	Northern Areas	Orroroo/Carrieton	Peterborough	Port Pirie	Port Pirie Dists-Bal	Unincorp. Yorke	Wakefield	Yorke Peninsula - North	Yorke Peninsula - South	Yorke & Mid North	South Australia
Summary measure of disadvantage, Index score, 2011																
IRSD	954	1002	927	942	983	982	993	798	873	974	..	942	950	956	938	983
Jobless families, per cent																
Children under 15 years in jobless families	12.2	10.5	20.0	18.1	16.7	10.3	5.8	40.5	28.5	12.8	..	19.4	17.0	15.6	18.9	15.2
Internet access at home, per cent																
No Internet access at home	33.1	24.7	33.0	31.3	29.8	30.4	32.9	43.8	37.9	29.6	..	29.3	35.3	32.9	32.6	23.5
Concession hard holder, per cent																
Holders of pensioner concession or health care card	36.8	25.2	40.1	34.5	30.9	30.4	27.8	50.5	39.4	34.7	..	31.0	37.9	38.6	35.5	27.0
Child development and education																
Children developmentally vulnerable on one or more domain under the AEDI, per cent	29.6	11.8	18.4	8.8	11.8	13.5	41.2	23.5	22.4	6.4	..	36.7	34.5	20.4	19.9	22.9
Young people earning or learning, per cent	79.8	83.4	76.2	82.7	82.1	80.3	100.0	75.9	73.0	73.5	..	76.3	80.8	87.4	78.3	79.8
Participation in vocational education and training, SR per 100	92	121	121	129	110	111	103	191	126	114	..	95	134	139	121	95
Labour force, per cent																
Unemployment rate	3.2	2.3	5.9	3.9	2.5	2.9	..	8.6	6.9	4.5	..	3.6	3.2	3.5	4.3	5.5
Youth unemployment (beneficiaries)	..	4.6	10.3	9.1	..	5.6	..	14.2	13.0	11.4	..	7.1	5.8	7.0	8.5	6.8
Health status and risks																
Self-reported health status as fair or poor, SR per 100	20.4	16.6	20.6	20.5	17.4	18.1	16.7	24.6	22.2	19.9	..	19.6	19.1	19.5	19.8	17.7
Prevalence of psychological distress, SR per 100	13.7	10.5	14.2	13.0	11.4	11.6	10.9	17.4	14.9	12.5	..	12.5	12.8	13.3	13.2	12.6
Women smoking during their pregnancy, per cent	29.2	13.9	26.5	18.5	15.8	16.4	23.3	37.5	32.7	14.0	..	22.0	10.8	16.5	22.6	15.0
Premature mortality - males, SDR	120	99	122	123	94	103	129	170	120	115	..	150	105	87	116	100
Premature mortality - females, SDR	124	96	102	122	73	113	118	100	114	93	..	114	102	104	106	100
Disability, per cent																
People with a profound or severe disability & living in the community	6.0	4.4	6.4	6.2	4.9	5.2	5.7	9.4	6.5	5.5	..	6.3	6.1	5.3	6.0	4.4
Unpaid assistance provided to a person with a disability	12.8	12.0	12.7	13.0	12.5	12.9	13.6	14.4	11.7	13.0	..	12.3	12.7	12.6	12.5	11.8
Use of services																
General medical practitioner services, ASR per head	6.8	4.7	5.7	5.0	4.9	4.7	4.0	5.6	5.9	5.2	..	5.3	5.3	4.6	5.3	5.4
Hospital admissions, SR	105	101	106	96	92	93	117	107	113	119	..	103	100	90	104	100
Barriers to service use, age-standardised per cent																
Delayed medical consultation due to cost	12.5	9.9	12.9	12.2	12.5	11.7	..	14.3	13.0	11.5	..	12.1	12.2	12.6	12.2	11.4
Delay in purchasing prescribed medication due to cost	12.0	9.4	13.0	11.9	11.4	11.3	..	16.8	13.2	11.4	..	12.0	11.3	11.9	12.0	10.9
Difficulty accessing services	37.1	36.0	37.4	36.1	36.9	37.0	..	37.9	37.2	37.0	..	35.2	37.4	42.5	37.1	28.5
Community strengths, age-standardised per cent																
Undertook voluntary work for an organisation or group	34.8	36.0	26.1	34.3	36.8	39.4	44.9	29.6	18.9	31.6	..	31.2	33.5	32.6	30.1	19.8
Able to get support in times of crisis from outside household	91.5	92.8	91.8	91.2	91.7	92.5	..	90.8	91.3	92.3	..	92.3	91.6	91.6	91.8	91.9
Support to relatives outside of the household	32.4	34.2	32.3	32.3	33.4	33.6	..	30.5	31.8	33.6	..	32.6	33.0	32.2	32.7	33.6
Personal & financial stressors, age-standardised per cent																
Able to raise \$2,000 within a week for an emergency	81.4	87.8	78.9	83.7	88.1	86.3	..	66.2	77.4	85.7	..	84.6	82.6	82.1	82.0	84.8
Aboriginal Indicators																
Proportion of Aboriginal population 18 to 44 years - males, per cent	44.0	40.4	29.1	20.6	28.9	52.8	0.0	35.1	32.8	30.6	..	48.0	31.9	..	33.4	38.4
Proportion of Aboriginal population 18 to 44 years - females, per cent	..	20.0	38.8	47.1	36.5	25.0	..	39.1	38.2	29.6	..	25.0	27.2	42.9	33.2	39.3
Participation in vocational education and training, SR	26	330	294	212	50	327	375	454	174	479	..	264	267	..	255	163
Women smoking during their pregnancy, per cent	71.4	60.5	38.9	..	53.0

Source: A Regional Atlas of Community Health and Well-Being in the Upper Spencer Gulf, South Australia

The Public Health Information Development Unit reports that Port Pirie Residents in 2007-2008 in their estimates of fair or poor self-assessed health status ranked themselves proportionally higher than both the Yorke and Mid North and South Australian Residents.



It should also be noted that the PHIDI has also highlighted the specific area of obesity as a standardised rate of 34.9 per 100 persons as contrasted with 29.5 South Australian wide and 27.5 Australia wide. Physical activity and the availability of open space, sporting activities and activeness are all directly linked to preventing obesity and the creation of the Port Pirie Sporting Precinct will directly contribute to addressing and alleviating these health and well-being fact

THE REGIONAL NATURE OF PORT PIRIE AND THE SURROUNDING NORTHERN AREAS

Port Pirie plays a major role in the Yorke and Mid North region and is a key city within the Upper Spencer Gulf of South Australia. Within the Yorke and Mid North, Port Pirie is the major commercial and service centre, providing the bulk of services and facilities including health, aged care, government services, education, emergency, sports, retail and commercial.

In 2012, Council commissioned a major retail analysis to review the current and prospective future demand for retail development in Port Pirie. Their report reiterated the significant role that Port Pirie plays in the Mid North of South Australia and its importance as a major regional centre. It found that 27% of people living in the region outside of Port Pirie undertake their primary grocery shop in Port Pirie, while 38% use Port Pirie as its secondary centre for buying groceries. The report indicated that many people from surrounding towns did not visit Port Pirie especially for shopping, but would buy some items whilst there for other purposes, such as attending medical appointments or major events, thus if Council can find a reason for these people to travel to Port Pirie, the business community will benefit enormously. The development of the Precinct provides a

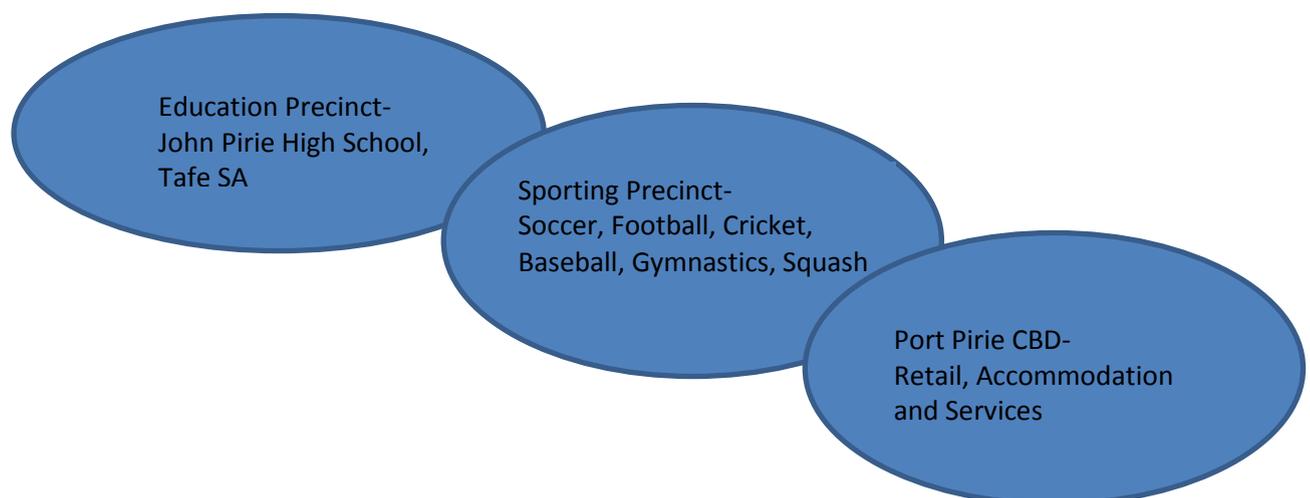
significant economic opportunity for the region and the Port Pirie business community by providing a reason to travel to Port Pirie to participate in major regional events.

SPORTING HUBS AS COMMUNITY ASSETS

The Commonwealth Government through its Ausport website identifies that “The community benefits of sport go beyond the personal benefits derived from sports participation. Sport is a popular focal point for strategies that underpin government policy for community development and social inclusion.” In particular the Commonwealth government information identifies the “catalyst for community gatherings, bringing people together for play, talk and shared experiences.” It is also recognized that the significant voluntary workforce that are atypical of sporting facilities are important assets to the community.

The Business Case Analysis of the Proposed Port Pirie Sports Precinct provided by the South Australian Centre for Economics provides detailed analysis of the qualitative and quantitative benefits of sport to a community including the dollar values attributed to health costs for physically active participants.

It should also be considered that the nature of this proposal in bringing together so many sporting disciplines which cover wide participation and age profiles is one space and place. This is a discerning and differentiating feature of this proposal as it also geographically then links the education precinct through the sporting precinct to Port Pirie’s CBD. This provides a unique opportunity to build the Port Pirie Sporting Precinct as a Community Hub where other activities like Park Run, educational pop-ups and community information along with Wi-Fi availability are utilized to enhance the connection and the Sporting Precinct as a Community Hub.



Sporting Cohorts and Facilities brought together as a Community Space

The Port Pirie Sporting Precinct will combine Memorial and Pirie West Ovals into a joint sporting hub with new facilities which will accommodate the existing sports of football, soccer, cricket and baseball; as well as relocating existing sports from Globe Oval and Savoy Park i.e. to create a consolidated regional sporting precinct. This includes:

- The expansion of the Pirie West Oval;
- Realignment of Memorial Oval;
- New lighting to both ovals;
- Redevelopment of the existing grandstand;
- New change rooms,
- New canteen and toilets;

- Construction of a function centre and viewing facilities.

A Port Pirie Recreation Centre at the existing Port Pirie Swimming Pool with a new amenities block, reception area and canteen will also accommodate gymnastics, squash and potentially others in a multi-purpose facility. It will also include the decommissioning of Globe Oval and disposal except for a portion to be retained as open green space and a passive recreation area. The Savoy Park asset will also be sold and Croquet relocated to Pasmenco Park (corner of Halliday Street & The Terrace), incorporating two playing surfaces, toilets and a clubroom. More specifically the project will see the decommissioning and potential sale of two ovals (Savoy Park and Globe Oval) as well as the closure of the former YMCA building which can be used to off-set capital and maintenance costs.

That Port Pirie Regional Council capitalize on the unique features of the connection of the geographical links the education precinct through to the CBD to enhance the Sporting Precinct as a Community Hub. This could include activities like Park Run, educational pop-ups and community information along with Wi-Fi availability are utilized to enhance the connection and the Sporting Precinct as a Community Hub.

POTENTIAL FOR FUTURE DEVELOPMENT OF THE EDUCATIONAL PRECINCT CENTRED AROUND THE PRECINCT

Previous analyse has identified in the area of education and training the opportunity for the Port Pirie Regional Council will work closely with the State Government and Regional Development Australia Yorke and Mid North (RDAYMN) to ensure that construction employment is drawn locally through recruitment, training and other strategies. This will be particularly the case where Port Pirie has an unemployment rate of 13% as at March . This project will identify with local sub-contractors those in our community who are unemployed or under-employed and transition them into the workplace. We have also provided a copy of our local procurement plan with this application, which identifies the use of local contractors and construction where both are appropriate and cost effective.

In addition in August 2012 South Australian Centre for Economic Studies undertook for the Upper Spencer Gulf Common Purpose Group and DEEWR a report entitled: Common Purpose: Advancing the Economic and Social Development of the Upper Spencer Gulf. At pg 41 of that report in the examination of the Education and Training Sector a strategic opportunity for Port Pirie was identified:

“The John Pirie Secondary School is favourably located to other education facilities such as the Trade Training Centre (including the schools own facilities) and the Port Pirie TAFE. It is then centrally located to two ovals, the swimming pool and the Port Pirie Community Centre. The geographical positioning of all these facilities offers the opportunity for a world class education precinct, with Council assistance to design school entry/exit points and traffic re-design.

It is worth stressing – the cluster of education and training facilities and sporting facilities could provide Port Pirie with a world class education precinct which is a consideration when families are choosing to locate and hence achieve population growth.”

Current school achievements and qualifications

Analysis of the current educational of the Port Pirie Population show that residents of the Port Pirie region have lower levels of school achievement compared to the South Australia region. In the Port Pirie region, 33.8 per cent of the population aged 15 to 64 years have completed year 12 (or equivalent), compared to 54.2 per cent in the South Australia region.

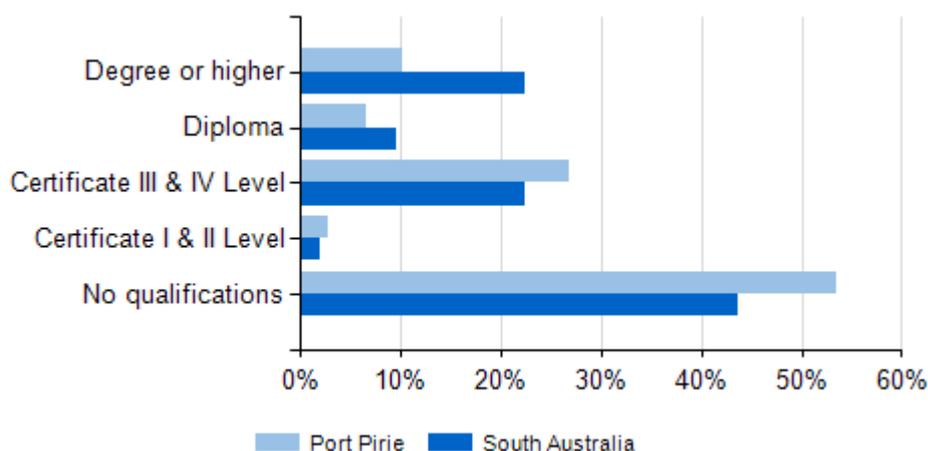
Highest Year of School Completed*, 2011

Level of Schooling	No.	Port Pirie		South	
			%	No.	%
Year 12	3,047		33.8	498,415	54.
Year 11	2,612		29.0	197,372	21.
Year 10 or below	3,321		36.9	219,063	23.
Did not go to school	29		0.3	5,335	0.6
Total Population	9,009		100.0	920,185	100.

Source: ABS Statistics, Population Census and Skills for All Workforce Wizard Regional Report

* For those people aged 15 to 64 years who have left school

The share of the Port Pirie region labour force with Certificate III or higher qualifications was lower than that of the South Australia region, with 43.6 per cent in the Port Pirie region compared to 54.4 per cent.



Source: ABS Statistics, Population Census and Skills for All Workforce Wizard Regional Report

The most common qualification in the Port Pirie region was Certificate III & IV qualification (with 26.8 per cent); while in the South Australia region it was Degree or higher qualification (with 22.4 per cent). The Port Pirie region had higher proportions of people without qualifications than in the South Australia region; 53.6 per cent of the labour force in the Port Pirie region had no post -school qualifications, compared to 43.6 per cent in the South Australia region.

There is a recognised connection between disadvantage in the work force and educational achievement; unemployment rates are often higher for those people with lower levels of qualifications, or without qualifications.

The unemployment rate for people without Certificate III or higher qualifications in the Port Pirie region was 10.0 per cent compared to 3.9 per cent of people with compared to the South Australia region with an unemployment rate of 8.0 per cent for people without and 3.8 per cent for people with Certificate III or higher qualifications.

In addition 49.6 per cent of all VET students in the Port Pirie region have left school and are employed, compared to 53.9 per cent of VET students in the South Australia region. The Port Pirie region has higher proportions of VET students who are still at school (12.0 per cent) compared to the South Australia region

(5.4 per cent).

In this light it is seen that there is a strategic advantage to work on to a further level of engagement with the John Pirie School, once construction of the Port Pirie Strategic Sporting Precinct is underway to advance the development of the Education Precinct, including the Tafe facility, given their geographical precinct to increase school participation and education and training outcomes.

That the Port Pirie Regional Council work with John Pirie Secondary School and Tafe SA to leverage the geographical location of the facilities to advance an educational precinct which will have the goal of increasing school participation and education and training outcomes and attract population growth. This could include encouraging the use of the adjacent school facilities to enforce the community hub, connectivity and access.

ⁱ As part of the partnership with the Department of State Development through the *Skills for Jobs in Regions* program a regional profile is produced which relies on the Workforce Wizard Region report through Skills for All for the Port Pirie Regional Council. In order to maintain consistency RDAYMN has relied heavily on the statistical analysis from this work and has used the format and analysis where referenced in this document. In some cases this work has been updated with current and relevant data. RDAYMN acknowledges the copyright of the Minister for Employment, Higher Education and Skills, 2015