



**UNEARTH  
WHYALLA**

Investing in Whyalla,  
is an investment in  
South Australia's future



2022  
SOUTH AUSTRALIAN  
ELECTION PRIORITIES

# A MESSAGE FROM THE MAYOR...

The 2022 State government election comes at a time critical for the future of Whyalla, South Australia, Australia and indeed the very future of the Planet.

State Government investment in Whyalla, will be an investment in the long-term future socio-economic and environmental wellbeing of South Australian and Australia.

With the financial future of GFG Whyalla secured, plans are being finalised to transition GFG steel to 'Green Steel'. A steel transition that complements the move to establish Whyalla's Port Bonython as a 'Mega Hydrogen Hub', supported by ongoing investment in surrounding solar and wind energy generation, aiding the production of green hydrogen and the greening of Whyalla's heavy industry.

The City of Whyalla is seeking a genuine partnership, constructive relationships and collaboration with the South Australian government to deliver outcomes that benefit our City and serve the state's economic strategic vision.

We are seeking new commitments and recommitments to funding that supports investments in public amenity and infrastructure that in turn supports the diversification and greening of local industry, local businesses and the

sustainable growth of the local population as the necessary direct and in direct 'workers' move to Whyalla, taking up short and long term employment opportunities.

The 2022 State election is a once in a lifetime investment opportunity, that can be the catalyst for a paradigm shift in the very foundations of regional renewable energy, heavy industry, mining and tourism.

We ask the State Government in 2022 to work closely with the City of Whyalla and the private sector, to invest in key initiatives that will build the infrastructure, amenity and services needed to transform, diversify and strengthen the Whyalla economy.

A successful Whyalla post COVID-19 and post the Glasgow COP-26, will have global ramifications that are critical to our State's and Nation's sovereignty and wellbeing. The City of Whyalla has a plan for our future. We invite you to work with us to deliver the key priorities of this Plan

**Mayor Clare McLaughlin**



# WHYALLA MAJOR PROJECTS 2020-2021



Project	Developer	Estimated Development Value
1. Adani Solar Farm	Adani	\$195 MIL
2. EP High Voltage Transmission Link	Electranet	\$290 MIL
3. Cultana Training Area	ADF/Defence SA	\$TBC
4. Eyre Peninsula Gateway Hydrogen Project	H2U Hydrogen Utility	\$240 MIL
5. Port Bonython Hydrogen Energy Cluster	South Australian Government	\$TBC
6. Port Bonython Jetty Upgrade	Department of Energy and Mining	\$37 MIL
7. Yellow Tail Kingfish Farm	CleanSeas	\$10 MIL
8. Cuttlefish Sanctuary Tourism Trail	City of Whyalla	\$4 MIL
9. Cultana Solar Farm	SIMEC Energy Australia	\$350 MIL
10. Rolling Mill	GFG Liberty Steelworks	\$585 MIL
11. Steel Processing and Galvanising Facility	Ferretti International Ottoway Pty Ltd	\$12 MIL
12. International Hotel Development	Thrive Construct	\$100 MIL
13. Whyalla Foreshore Revitalisation	City of Whyalla	\$20 MIL
14. Whyalla Secondary College	Education Department	\$100 MIL
15. Whyalla Airport Upgrade	City of Whyalla	\$12 MIL

**TOTAL \$1.955 BILLION +**

# WHYALLA AT A GLANCE

 Home to **21,828** residents  
 4.7% of our population are Aboriginal and Torres Strait Islander people  
 18.4% of our population born overseas  
 20% of population volunteer



 5963 million gross regional product  
 300 days of sunshine a year  
 270mm of rainfall a year  
 SEIFA Index 882

**34%** OF ADULTS COMPLETED HIGH SCHOOL

**40%** OF ADULTS HAVE A VOCATION OR HIGHER EDUCATION

**46%** OF THE POPULATION ARE AGED BETWEEN 25 AND 60



**GRP=\$1.16 BILLION**



**REGIONAL ECONOMIC OUTPUT \$2.4 BILLION**



**TOTAL VALUE ADDED \$860MIL**



**POPULATION =21,828**



**40 MEDIAN AGE**



**673 LOCAL BUSINESSES**



**8783 LOCAL JOBS**



**MEDIAN WEEKLY INCOME \$982**



**104,000 AVERAGE ANNUAL OVERNIGHT VISITORS**



**TOTAL VISITORS 171,000**



**AVERAGE ANNUAL VISITOR SPEND (2016-2019) \$77MIL**



**TOTAL TOURISM & HOSPITALITY SALES \$42.1MIL**



# HOUSING

The pipeline of major projects that are at or near development assessment will conservatively create 4,000 construction related jobs in Whyalla with around 810 ongoing full time jobs. Current vacant professional and trade workforce positions available are approaching 100.

Whyalla's existing private, social and affordable housing is tired and does not meet contemporary living standards. It is the single biggest inhibitor to Whyalla's growth and progress. Major employers are experiencing difficulty recruiting due to unappealing housing stock.

More new development, renewal and infill is required and at a greater pace.

Council seeks to work with the South Australian government and private sector to deliver a major mixed housing development project to support short and long term accommodation needs. A housing supply project sufficient to discourage FIFO/DIDO workers and capable of meeting a diversified workforce need both now and into the future.

# ACTIONS

- Release Crown Land in care and control of Council for housing and ancillary community facilities.
- Renewal SA to project manage a regional community housing development project in Whyalla using applied intellectual property developed from Oakden, Brompton, Port Adelaide and Tonsley projects.
- Catalyst land to be considered for market sounding for housing and other community development land uses (e.g., sport and recreation): Old Whyalla Technical School, Edward John Eyre High School and Pony Club land.
- State government to deliver 1000 houses within five years as part of a affordable, worker focussed homes program in Whyalla; a model residential development of State significance.
- Whyalla needs an injection of government investment to kickstart a housing focused community development of a contemporary standard to match similar residential developments of Adelaide and Greater Adelaide.

## PONY CLUB LAND DEVELOPMENT



<b>59</b>	<b>TRADITIONAL</b> 800m <sup>2</sup> (40m x 20m)	<b>90</b>	<b>AFFORDABLE</b> 520m <sup>2</sup> (40m x 13m)	<b>40</b>	<b>WORKER'S ACCOMMODATION</b> 200m <sup>2</sup> (20m x 10m)		Open Space		Bike Path
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Created on Day, Number Month 2021

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# WHYALLA FORESHORE MASTERPLAN

Delivering the Master Plan will require a strong State/Local government partnership to build the foundations of a project that will support the transformation and diversification of the local economy:

- A discovery and Tourist Experience Office
- Unique cuttlefish-themed splash park
- An upgraded marina and jetty boulevard with improved accessibility compliance, ocean pool and light watercraft launching facility, relocated boat ramp
- Diverse pop-up commercial offerings, including evenings and weekends
- Connectivity through trails and landscaping nodes between the foreshore, Hummock Hill and the main street precinct
- Private International Hotel investment.

Council is seeking collaboration and support from the State and Federal government to co-invest into the public realm upgrade of the Whyalla Foreshore Precinct to

support the liveability and attractiveness of our city and visitor economy.

We must build the city services and amenity that will attract workers and their families, to grow our residential population, reduce the use of FIFO workers and build a stronger tourism industry.

Leveraging the new amenity, private sector investment in a new International Hotel and the recently completed Whyalla airport upgrade, we seek support from SATC to market and promote Whyalla as a major tourism and business destination. We further seek government support for airlines to put on additional flights to Whyalla, including direct flights from other Australian Capital and regional Cities.



## 6.2 Structure Plan



## ACTIONS

A tripartite funded implementation program (multi-staged) of the Whyalla Beach and Foreshore Master plan between all tiers of government.

### Stage 1 - \$30m 2022/2024

- Foreshore West \$9m
- Foreshore Park \$9m
- Surf Life Saving Facility and Restaurant/Cafe \$9m

### Stage 2 - \$23m 2024/2026

- Hummock Hill Trail \$500,000
- Marina Redevelopment \$21m
- Streetscaping and Wayfinding \$1.5m

### Stage 3 - \$30m 2027/2030

- Whyalla Discovery and Interpretive Centre \$30m

# WHYALLA CENTRAL MASTERPLAN

Seeking a commitment from the State government to collaborate on the development of a Whyalla Central Masterplan, that ensures optimum public value use from the Edward John Eyre High School crown land.





The state government owned Edward John Eyre High School site (8.6 ha) is a key catalyst to deliver a development within the new Central District of Whyalla that adds value to and integrates with the commercial and social sustainability of Whyalla.

Combine this site's potential with the adjacent Council owned Civic Park Precinct (22.7 ha) and Appleyard Reserve (1.8 ha) then the redevelopment opportunity is significant. The combined land parcels have the potential to deliver the following (critical needs) land uses for the community of Whyalla:

- Contemporary medium to high density housing
- Essential workers housing

- Student accommodation
- Services Centre: SAPOL, Ambulance SA, Emergency Services, Courts SA, Council Administration
- Water Sensitive Urban Design (stormwater flood mitigation)
- Regional standard adventure playspaces
- Multipurpose Community Centre and Sporting Complex (Soccer, Hockey, Netball, Athletics, Cricket).

The Whyalla Central precinct (in the geographic centre of our city) also provides the opportunity for State/Local Government shared services, shared facilities and true collaboration and co-ordination of the delivery of local and state government services to the region.

## ACTIONS

State and local government partnership to fund a dedicated Whyalla Central Master Plan and its implementation around the **33.1 ha** combined state and local government land parcels - with government administration, housing, environmental sustainability and recreation pillars as the overarching framework.

# RESOURCE RECOVERY - CIRCULAR ECONOMY

Waste and resource management that leads to a circular economy is crippled by processing technology, distance to markets and large geographical areas for collection.

Whyalla is not limited by road, rail or port facilities or human capital to support innovative green fields development. Whyalla sits strategically within the state, in a geologic and climatically advantageous location. Whyalla is an ideal site for a Regional SA North/West Material Recovery Facility (MRF) Advanced Waste to Resource Processing Facility or an SA Circular Economy Hub. A pilot mini-MRF has been designed to initiate and test the concept in Whyalla.

Currently co-mingled waste is transported to MRFs in Adelaide but collaboration among regional Councils might make a closer facility cost-effective. Recent work undertaken to look at Waste Management Infrastructure for South Australian Regional Local Government, indicates that a MRF fits well in the mix for the available funding. It also indicates that a MRF can be cost-effective if two related criteria are met: enough Councils collaborate to establish it and it is placed in the right location.

## ACTIONS

Develop a Mini MRF that is co-funded and supported by Green Industries SA, the private sector and the City of Whyalla and commission UniSA to run their regional waste model to determine:

- The type of and benefits that come from separating comingled materials in regions

- Estimates of the cost savings for each participating Council
- Establishing the relevant business case/s
- State and private partnership to build a mini test MRF



# 360 DEGREE PIVOT

Whyalla originated off the back of unexpected rich and immense ironstone deposits of the Middleback Ranges located at the turn of the century.

To this day, the Middleback Ranges and the broader Gawler Craton underpin the Upper Spencer Gulf's economic and social contribution to the state of South Australia's Gross Regional Product (GRP). Soon, the environmental sustainability contribution of this region will contribute to worldwide decarbonisation and climate change adaptation.

Whyalla is the only master planned populace outside of metropolitan Adelaide and is the regional centre of where South Australia's mineral resources and rare earths co-exist with first-class renewable energy resources making decarbonising more competitive here than in other parts of the world.

The human capital and liveability opportunities of Whyalla were long-ago identified and the foundations of the 1940s and 1950s have left a solid foundation just waiting to be reawakened to deliver a re-imagining of post-war industrialisation.

It is critical that whether this is seen as a huge challenge or an incredible opportunity, we are all working towards realising what is possible.

Introducing Whyalla to the world as a key strategic location for greening heavy industry, a rare earth circular economy and renewables transition will benefit the whole of the State but particularly for the Far North and Eyre Peninsula communities. Two regions that contribute a Gross Regional Product (GRP) of \$6.5B and a pipeline of investment value of over \$14B.

The next largest is Yorke and Mid North at \$7.9B with the Limestone region at \$510M. Far North and Eyre Peninsula together represent \$6.5GRP, this is on par with the Adelaide Hills and Fleurieu Region at \$5.41B.

Our trading partners in China, Japan and Europe will undoubtedly have an appreciation of our mineral resource and industrial technology capability. They must now understand that Whyalla and surrounds is worthy of a targeted migration focus and investment in housing, retail, commercial, education, research and tourism.

Decarbonising Australia's heavy industry will position it to be competitive in the rapidly developing, global low carbon markets products that have higher value than our current exports. Heavy industry currently accounts for around 20 per cent of Australia's CO2 emissions.

Whyalla will be South Australia's furnace for obtaining a renewables, rare earth circular economy and decarbonisation stronghold for South Australia.

The recently funded \$39M Heavy Industry Low Carbon Transition Cooperative Research Centre (HILT CRC) to be headquartered in Adelaide could look to Whyalla to establish a sub-branch of its operations that offered realistic and daily connection to industry - a proven facet to ensure the research investment remains efficiently focused and to not stray from its intended aim. There are many more agencies and enterprises that realistically should centre themselves in Whyalla for efficiency and effectiveness outcomes.

Whyalla will sit alongside Gladstone in Queensland, the Pilbara and Kwinana in Western Australia, Northern Tasmania and Portland in Victoria in the decarbonisation, minerals and energy arena.

We'd like to work with the South Australian Government to ensure we sit equally and competitively at that table and we believe there are some critical facets to our offering that need catalyst injections and a brains trust for development.

We've done our homework and have started the roadmap. We'd like to ask the State Government to sit with the City of Whyalla at the table to ensure South Australia puts its best possible case forward to drive employment, GRP growth and ensure Whyalla is the satellite Adelaide city, Sir Thomas Playford and his Liberal Government always intended it to be.

We are keen to secure a commitment from the State government and Adelaide University, for the HILT CRC Hub to play an active role within the Whyalla community and we ask consideration be given for the CRC's Whyalla operations, to be based within the former Whyalla High School campus.

## ACTIONS

Council is seeking continued advocacy and investment by the State (and Federal) Government to establish Whyalla as our State's primary Mega Regional Hydrogen Hub focused on transitioning to clean energy production and green industry hub built around renewably powered hydrogen and ammonia production, including:

- Port Bonython Hydrogen Hub and recommitment to the \$37m Port Bonython Jetty Upgrade
- Solar Battery Large Scale developments
- HILT CRC regional SA headquarter in Whyalla
- Magnetite and Green Steel Transformation, GFG Alliance (SIMEC)
- New and expanded minerals exploration and mining based out of Whyalla
- Repurposing the 'old' Whyalla High School site as home of the South Australia's Hydrogen Hub and Centre for Excellence in Hydrogen production, mining and engineering
- Recommit and unlock \$50M for capital investment by GFG Green Steel upgrades



# HYDROGEN POWER SA

The City of Whyalla would welcome a South Australian Labor government pledge to build, own and operate a world leading renewable hydrogen power station in Whyalla. Such a Power Station would complement and add value to the Whyalla Hydrogen Hub being established at Port Bonython.



Port Bonython would be an ideal location to also build a Hydrogen Storage Facility to hold the equivalent of two months' operation or 3,600 tonnes of renewable hydrogen, providing additional capacity when required.

“The City of Whyalla further proposes Hydrogen Power SA (the proposed entity to own and operate the hydrogen power station as a government enterprise) be headquartered in Whyalla at a refurbished old Whyalla High School.

## ACTIONS

- ‘Hydrogen Power SA’, to own and operate a proposed Hydrogen Power Station as a government enterprise, situated at Port Bonython
- Whyalla is recognised as a ‘Regional Mega Hydrogen Hub’
- Hydrogen Power SA to be based in Whyalla at the former Whyalla High School, along with the HILT CRC, and the Hydrogen Technical Advisory Group



# WATER SECURITY

A number of new proposed major projects in Whyalla and adjacent Port Bonython will require access to potable water.

In lieu of building multiple desalination plants The City of Whyalla is proposing local industry, the South Australian government and SA Water collaborate to co-locate one desalination plant capable of meeting local industry needs, council municipal needs and local community needs. A desalination plant that will provide water security, and water proof Whyalla, reducing the city's demand on Murray River Water.

However it is important that the new desal plant not discharge its brine into the gulf, rather the government and SA Water and industry partners (CSIRO/HILT CRC) develop industrial solutions to use the brine produced.

## ACTIONS

- The State Government and SA Water, CSIRO and Council to commit to working with local industry, including start-ups to determine water needs of industry to supply from a new desalination plant in or near Whyalla.
- Undertake upgrade and expansion of SA Water's facilities to provide recycled water to support greening Whyalla, greening mining operations and the processing of locally mined rare earths.



# SECTOR STRENGTHS

In 2018/19 the three largest industries in the Whyalla District included:



Mining (\$247 million or 28.7%)



Manufacturing (\$121 million or 14.1%)



Health Care and Social Assistance (\$91 million or 10.6%)



The main contributors to the region include;

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GFG's Whyalla Steelworks and Mining operations, producing a range of steel and iron ore products.

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Santos producing crude oil and LPG.

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Industrial fabrication.

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Commercial salt production; Olsson's Salt.

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National contractors to heavy and engineering industries.

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Tourism.

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BASF Australia Ltd, producing naturally-occurring mixed carotenoids.

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Retail with many recognisable brands and boutique stores.

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Education and training.

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Health services.

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Solar Farms.

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# VISION FOR THE FUTURE

Whyalla will be a vibrant, attractive city offering the community a diverse range of sustainable economic, social, environmental and cultural opportunities.

Our Vision for growth is driven by four key themes of focus for the City of Whyalla;



## OUR PEOPLE

Provide a range of services and facilities which promote a safe and engaged community, which is healthy, culturally and socially rich.



## OUR PLACES

Protect our natural environment and enhance our built environment to ensure the environmental, social, physical and economic needs of the city are met.



## OUR ECONOMY

Whyalla has a diverse and sustainable economy.



## OUR IMAGE

Whyalla is well-respected and recognised as a community of strength, whose people have a bright, positive and sustainable future.

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