



Your Say
Adelaide

The Adelaide City Council invites engagement from the community about its

Draft City of Adelaide 2016 - 2020 Strategic Plan

Summary

The City of Adelaide 2016 - 2020 Strategic Plan is Adelaide City Council's vision for the future of Adelaide and our blueprint for the next four years.

The 2016 - 2020 Strategic Plan sets out our vision for the City – *Adelaide is a smart, green, liveable, boutique city full of rich experiences.*

Our vision will be reached by achieving our primary goal, themes, objectives and actions. Our principles will ensure we grow while maintaining and enhancing the many things you already love about Adelaide.

Our four themes outline areas of attention. Each theme has measurable objectives and deliverable actions for the City. These will be achieved by working closely with our partners and community over the next four years.

Consultation closes **5pm, Monday, 4 April 2016**

Included in this consultation pack:

- Project Information
- Feedback / Submission Form
- Draft City of Adelaide 2016 - 2020 Strategic Plan

For enquiries, please call **Stuart Boyd, (08) 8203 7286**,
Stuart.Boyd@adelaidecitycouncil.com

Project Information

Purpose

The draft City of Adelaide 2016 - 2020 Strategic Plan is Adelaide City Council's vision for the future of Adelaide.

It sets out the themes, objectives and actions we will deliver over the next four years and describes the various roles Council will have in working with its partners and community to achieve its vision.

Background

Last year, over 2,000 people were involved in a major community engagement project called *Picture Adelaide 2040*. People shared what they loved about Adelaide, what a possible future for our city could look like and what are the major challenges and opportunities we face.

The results of *Picture Adelaide 2040* directly informed the development of the draft City of Adelaide 2016 - 2020 Strategic Plan. We are now seeking your feedback on the draft Strategic Plan.

Benefits of the project

The Strategic Plan will provide the direction to grow our city while making sure we keep the things you told us you already love.

It will help us address current challenges and priorities while also progressing to the 'new'.

FAQs

About the draft City of Adelaide 2016 - 2020 Strategic Plan and how it works

What is the City of Adelaide 2016 - 2020 Strategic Plan?

The City of Adelaide 2016 - 2020 Strategic Plan is Adelaide City Council's vision for the future of the City and our blueprint for the next four years.

The 2016 - 2020 Strategic Plan sets out our vision for the City – Adelaide is a smart, green, liveable, boutique city full of rich experiences.

Our vision will be reached by achieving our primary goal, themes, objectives and actions. Our principles will ensure we grow while maintaining and enhancing the many things you already love about Adelaide.

Our four themes outline areas of attention. Each theme has measurable objectives and deliverable actions for the City. These will be achieved by working closely with our partners and community over the next four years.

What happened to the Adelaide 2040 Plan?

The final development of the Adelaide 2040 Plan will be undertaken later in 2016.

This will enable Council to immediately focus on the City of Adelaide 2016 - 2020 Strategic Plan and setting budget priorities for 2016-17 through to 2019-20. We will then focus on the Adelaide 2040 Plan.

Care has been taken to ensure a clear alignment between the City of Adelaide 2016 - 2020 Strategic Plan and a future Adelaide 2040 Plan. The vision and objectives have been developed with 4 year and 25 year time horizons in mind.

How did you come up with the draft City of Adelaide 2016 - 2020 Strategic Plan?

An exciting feature of the draft City of Adelaide 2016 - 2020 Strategic Plan's development was the extensive approach to involving the community to be a part of shaping our city's future.

Picture Adelaide 2040 gathered more than 1,800 contributions from over 2,000 participants to help us understand what people love about their city, their hopes and ideas, the challenges we face and opportunities for the future.

The draft City of Adelaide 2016 - 2020 Strategic Plan is a very real reflection of what you told us you wanted during *Picture Adelaide 2040* as well as what Council heard from the many people we spoke to during last year's election.

It is based on extensive research by us and leading international organisations such as KPMG, as well as discussions with our many partners in business and State Government.

It also draws upon many other important plans from the State Government and others, such as The National Urban Policy, South Australia's Strategic Plan and Priorities, the 30 Year Plan for Greater Adelaide, Integrated Transport and Land Use Plan and the Integrated Design Strategy (a.k.a. 5000+).

About the Vision

How will the Vision for the City be achieved?

The 2016 - 2020 Strategic Plan sets out our vision for the City – Adelaide is a smart, green, liveable, boutique city full of rich experiences.

Our vision will be reached by achieving our primary goal, themes,

objectives and actions. Our principles will ensure we grow while maintaining and enhancing the many things you already love about Adelaide.

Our four themes outline areas of attention. Each theme has measurable objectives and deliverable actions for the City. These will be achieved by working closely with our partners and community over the next four years.

About the Principles

What are the Principles for?

The City's growth must be sustainably managed. Picture Adelaide 2040 told us there is so much everyone already loves about Adelaide that must be cherished.

The principles outlined in the 2016 - 2020 Strategic Plan will help ensure we achieve our vision and remain uniquely 'Adelaide'.

The principles highlight things we must take into account when we implement our plans for the City.

What environmental sustainability principles underpin all this growth?

In regards to long term environmental sustainability, one of the City of Adelaide 2016 - 2020 Strategic Plan's principles says our city will be resilient to a changing climate and able to sustain quality experiences, both now and for future generations.

This provides a focus on long term environmental outcomes and goes hand in hand with our Green theme which sets some targets for a sustainable future.

About Growth and the Primary Goal

What is the Primary Goal?

Our Picture Adelaide 2040 community engagement made it very clear that our city must grow if we want to thrive.

As the global economy dramatically shifts, our climate changes and attitudes towards housing and the relationship between where we live and where we work evolve, more and more people are being attracted to live in our city centre near to where they work.

Accordingly, our primary goal is to strengthen the City economy by growing the number of people living, working, playing, visiting and studying in the City every day.

How will you accommodate all this growth?

The City has a surprising capacity to be able to grow without

compromising its essential character. Some areas of the City will experience higher levels of growth and taller apartment towers. These will be mostly located in the western portion of the CBD area.

Many areas of the City and most of North Adelaide will have low levels of growth to maintain the residential character in these areas.

About the Themes, Objectives, Actions and how it will get done

What are the Themes?

Council has developed four themes that we consider critical to the realisation of our vision:

Smart – A world smart city with a globally connected and opportunity rich economy

Green – One of the world's first carbon neutral cities and an international leader in environmental change

Liveable – A diverse and welcoming capital city with an enviable lifestyle and strong community

Creative – A city of authentic and internationally renowned experiences

Each theme includes measurable objectives for the City and deliverable actions for the next four years.

What are the measureable Objectives and how did they come about?

The objectives are about the whole City, not just what Council can do.

The objectives are based on current patterns of growth and activity taking into account good and reliable sources of data.

What about some important parts of the City like the Adelaide Central Market, the Park Lands and our shopping areas?

The draft City of Adelaide 2016 - 2020 Strategic Plan sets out the broad approach to implementing changes in key areas of the City as well as many specific deliverable actions.

The City of Adelaide 2016 - 2020 Strategic Plan does not provide an exhaustive list of actions in relation to these areas. It is an overarching document that provides direction, with further detail set out in other strategies like Our Market District, the Retail Strategy and the upcoming Park Lands Management Strategy.

How will the Strategic Plan be delivered?

Financial sustainability is critical to achieving this Plan. There are four key areas that must be managed carefully – revenue, costs, debt

and assets.

Council's revenue growth is directly linked to the prosperity of the City as well as our strong partnerships and we will always seek ways to keep rates comparatively low.

To deliver its Strategic Plan, Council will work together with residents, businesses and the wider community.

We will pursue all opportunities to seek to win our share of funding support for city projects and initiatives from the Federal and State Governments.

The Strategic Plan will be delivered through Council's annual integrated business plans. Each year, projects and activities will be detailed in these plans and these are also the subject of consultation.

How will you measure progress?

A city scorecard will be developed and updated every year. This will enable us to see how we're tracking against our goals and will be made available online.

About Transport

Why is transport not a 'Theme' on its own?

Transport is vitally important to the City and cuts across all of the themes – it influences the economy, our lifestyle, the experience of the City and the environment.

Council already has a transport strategy called Smart Move which aligns directly with the draft City of Adelaide 2016 - 2020 Strategic Plan and sets out the longer term approach to people movement into, out of and around the City.

About the Current Consultation

Why is the public being consulted at this stage?

Our community told us through Picture Adelaide 2040 that they want growth while keeping the things they already love about the City. We now want to know if our community believes the draft City of Adelaide 2016 - 2020 Strategic Plan gets that balance right. Is it the right type of growth? Is it ambitious enough?

We also want to know if our community believes the actions detailed in the draft Strategic Plan are the right actions to deliver our vision for the future of Adelaide. Is anything critical missing? Are there too many?

Additionally, we want to explore with the community and partners the best ways we can work together to deliver the Plan and our objectives and actions.

How long is the consultation open for?

Consultation opens Tuesday, 1 March and closes 5 pm, Monday, 4 April, 2016.

When will the final City of Adelaide 2016 - 2020 Strategic Plan be available?

The final City of Adelaide 2016 - 2020 Strategic Plan is scheduled to be adopted by Council in May 2016.

This will be in time to help finalise the 2016-17 Integrated Business Plan.

How do I provide my feedback?

You can play a role in shaping the future of the city of Adelaide in the following ways:

Feedback and Submission Forms

These are available online, at our Customer Service Centre on 25 Pirie Street, and at our libraries and community centres.

Written Submissions

All written submissions must be received by 5pm on Monday, 4 April 2016 and should be addressed to:

Community Consultation
City of Adelaide 2016 - 2020 Strategic Plan
GPO Box 2252, Adelaide SA 5001

Speak to Your Submission

You can speak to your submission at a special Council meeting to be held at the Adelaide Town Hall, 128 King William Street, 5.30pm, Thursday, 14 April 2016.

To register to speak to your submission, please complete the relevant details in the Submission Form, including your name and residential address.

Online / Website

Council has a dedicated website that provides an opportunity for quick and efficient online feedback. Visit yoursay.adelaidecitycouncil.com for information about the City of Adelaide 2016 - 2020 Strategic Plan and ways to provide your comments. Alternatively, comments can be emailed to yoursay@adelaidecitycouncil.com

Electronic submissions can be made online at yoursay.adelaidecitycouncil.com, or alternatively comments can be e-mailed directly to yoursay@adelaidecitycouncil.com.

What happens to my feedback?

Your feedback and submissions will be presented to Council for consideration during the development of the final City of Adelaide 2016 - 2020 Strategic Plan and will be included in a report to Council which will be publicly available.

How do I know my feedback has been received?

All feedback forms, submissions or correspondence will be acknowledged either by email or in writing so that you know your comments/feedback has been received.

Timeline

- 1 March to 4 April: community consultation on draft City of Adelaide 2016 - 2020 Strategic Plan

Submission Form

Feedback and submissions close **5pm, Monday, 4 April 2016**.

We are asking for the following information because it helps us understand how people use the City. It also helps us analyse feedback from specific groups, which in turn helps Council make decisions with everyone in mind.

To allow us to present your submission to Council, please include your name and residential address. Formal submissions will be provided to Council and will be a publically available document. Mandatory information is marked with an *asterix

* First Name

* Surname

* Address

If you wish to speak to your submission at the Public Meeting on 14 April 2016, please provide your contact details (phone or email):

Phone

Email

If a Business or Organisation, Organisation Name

Gender Female Male

Year of Birth e.g. 1980

Are you an Adelaide City Council Ratepayer? Yes No

Please tell us how you participate in city life (tick all that apply):

- Work Live Shop Play (e.g. Leisure, recreation, entertainment, dining)
 Study Tourist Own a Business

Please indicate your main areas of interest (tick all that apply):

City of Adelaide 2016 - 2020 Strategic Plan

Your Say
Adelaide

- | | | |
|--|--|--|
| <input type="checkbox"/> Council Services & Programs | <input type="checkbox"/> Open space & Recreation | <input type="checkbox"/> City Design, Planning & Development |
| <input type="checkbox"/> New & Future Projects | <input type="checkbox"/> Social & Community Issues | <input type="checkbox"/> Policy, Budget & Management Plans |
| <input type="checkbox"/> Environmental Issues | <input type="checkbox"/> Arts & Events in the City | |

Please indicate locations that are of interest to you as per the map to the left (tick all that apply):

- | | | |
|-------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> North Ward | <input type="checkbox"/> Central Ward | <input type="checkbox"/> South Ward |
|-------------------------------------|---------------------------------------|-------------------------------------|

Your Say Adelaide is Council's online consultation website. It is your chance to be kept up-to-date and provide feedback on areas of the City that interest you. Would you like to be signed up to Your Say Adelaide online and be emailed when there is an opportunity to have your say on areas that are of interest to you?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

Please Note: If you've ticked Yes, you will receive an email to your nominated e-mail address above to confirm your new account.

Feedback and submissions must be received by: **5pm, Monday, 4 April 2016**

Community Consultation

City of Adelaide 2016 - 2020 Strategic Plan
GPO Box 2252 Adelaide SA 5001

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OUR PRINCIPLES

To achieve our vision and remain uniquely 'Adelaide', our Strategic Plan principles will ensure our city will be:

- Iconic and celebrated for its distinctive heritage and cultural values
- Inclusive of all members of our community and accessible for all
- Diverse enough to accommodate a range of activities and experiences valued by people of different ages, cultures, abilities and interests
- Resilient to a changing climate and able to sustain quality experiences, both now and for future generations
- Affordable relative to other capital cities and liveable with great infrastructure, arts, recreation and sport
- Made up of distinct districts, each with its own character and fully engaged community.

Are these the right principles to have in mind as we go about our work and make decisions for our city? Will they help us pursue the right kind of growth? Do they ring true? Is anything missing?

Please circle your level of support for the draft City of Adelaide 2016 - 2020 Strategic Plan principles

Support

Neutral

Do Not Support

Do you have any comments about the draft principles?

OUR ACTIONS

To achieve our vision and objectives, each theme comprises deliverable actions that are either committed to, being developed or already underway. These projects and services are a mix of collaborations with State Government and private enterprise, are Council owned, or are State and Federal Government funded and led.

Do you think the actions detailed in the draft Strategic Plan are the right actions to deliver our vision for the future of Adelaide? Is anything critical missing? Are there too many?

Please circle your level of support for the draft City of Adelaide 2016 - 2020 Strategic Plan actions

Support

Neutral

Do Not Support

Do you have any comments about the draft City of Adelaide 2016 - 2020 Strategic Plan actions for each of the four themes?

SMART

GREEN

LIVEABLE

CREATIVE

DRAFT CITY OF ADELAIDE 2016 - 2020 STRATEGIC PLAN

Is there anything else in the draft City of Adelaide 2016 - 2020 Strategic Plan you want to tell us about? Things you like?
Things you don't like?

Do you have any further comments about the draft City of Adelaide 2016 - 2020 Strategic Plan?

Written submissions are due by: **5pm, Monday, 4 April 2016**

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Thank you for taking the time to provide us with your comments regarding the draft City of Adelaide 2016 - 2020 Strategic Plan.