

Recovery Priorities and Actions

As part of our recovery efforts, and as the Capital City Council for all South Australians, we play a key role in bringing people back to our city, supporting community health and wellbeing and delivering economic growth.

Our 2020 Business Insights Survey highlights that **bringing people back to the city** in the short and longer term is something that our business community feel would support them in the recovery from COVID-19. Our community outcomes for a Dynamic City Culture and Thriving Community within our 2020 – 2024 Strategic Plan, provides the opportunity to connect our city users and our community to our Park Lands, develop and deliver curated experiences, and deliver cultural strategic partnerships, performances, exhibitions and events that will attract people back to the City.

The establishment of the **Adelaide Economic Development Agency (AEDA)** at the start of 2021, plays a key role in attracting people back to our city and growing our economy. AEDA has been formed to accelerate growth in the city by attracting investment and supporting businesses, growing the visitor economy, supporting residential growth, growing our annual events calendar and marketing the City as a whole including Rundle Mall.

Financial sustainability and economic growth are inherently connected as an outcome of bringing people back to the City. But there is more that we can do to support this focus area. We know from recent surveys that asset maintenance is important to both our resident and business communities.

A focus on levels of service and our Asset Management Plans will ensure we can deliver well maintained community assets both now and into the future. As well as a focus on assets, maximising funding opportunities through effective advocacy and partnerships will support greater public value for ratepayers and our community. Through the implementation of our Strategic Property Review we will ensure that we are well placed to invest in our city and respond to future needs.

As we bring more people back to the City it is important that we also connect with our community. To do this effectively we need to consider doing things differently by implementing new ways to engage the community in Council decision making and streamlining Council policies, permits and fees to ensure we continue to balance efficiencies with meeting community expectations.

We know that we cannot do everything in one year. Instead we have set ourselves some key priorities to move along a trajectory of recovery.

Changing how we connect with our community will also allow Council to deliver effective services that provide value for money and meet the ongoing needs of all city users.

Council has prioritised a range of activities, projects and infrastructure to be delivered in 2021 – 2022. Each of the Strategic Priorities on the following pages, provides a description of what we commit to deliver this financial year, as well as the relevant 2020 – 2024 Strategic Plan Key Actions, as we continue to deliver on our vision 'Adelaide. The most liveable city in the world'.



Recovery Priorities and Actions

New priorities	Strategic Plan Key Action this aligns to:
Develop a suite of opportunities for the community and city users to connect, play, exercise, and learn in the Park Lands with particular focus on Wellbeing Month, implementing the Healthy Parks, Healthy People strategy and promotion of the Adelaide Park Lands Trail. Delivered by: June 2022	<i>Thriving Communities</i> 1.01: Leverage the Adelaide Park Lands to promote health, wellbeing and lifestyle experiences
Implement a new permit fee model to support business growth and to make it easier to do business with Council. Delivered by: June 2022	<i>Strong Economies</i> 2.05: Reduce and streamline Council policies, permits and fees to reduce the cost base of doing business in the City
Finalise the Strategic Asset Management Plan (SAMP) and associated principles and levers available to Council to inform future customer and technical levels of service for all asset classes. Delivered by: June 2022	<i>Dynamic City Culture</i> 3.06: Develop Asset Management Plans to provide for future generations
Develop and deliver curated programs that attract people to the City through cultural, physical, social, and environmental experiences. Delivered by: June 2022	<i>Dynamic City Culture</i> 3.09: Connect city users to place through curated city experiences
Deliver cultural strategic partnerships, performances, exhibitions, festivals and events, residencies and community driven programming across our venues and throughout the City. Delivered by: June 2022	<i>Dynamic City Culture</i> 3.10: Support community diversity, cultural expression, experiences and participation

New priorities	Strategic Plan Key Action this aligns to:
Maximise funding opportunities through partnership proposals as part of our Australian Government and Government of South Australia budget submissions and election advocacy Delivered by: June 2022	<i>Enabling Priorities</i> 5.03: Build on effective advocacy and partnerships, locally, nationally, and globally
Explore opportunities within the City of Adelaide's property portfolio, including the consideration of opportunities for the sale of underperforming assets as well as leveraging existing assets for city shaping initiatives, to support greater public value for ratepayers and the community. Delivered by: June 2022	<i>Enabling Priorities</i> 5.04: Implement the Strategic Property Review
Prioritise activities to recover Council's commercial businesses/revenue to pre-COVID levels. Diversify revenue through the investigation, identification and implementation of new or modified business services including a review of the property portfolio to increase revenue and property values in accordance with fair value market approach. Delivered by: June 2022	<i>Enabling Priorities</i> 5.05: Develop new revenue opportunities for Council operations
Work with our Council Members to reinvigorate our engagement strategy and our approach to engaging our community in Council decision making. Delivered by: June 2022	<i>Enabling Priorities</i> 5.08: Implement new approaches to engaging the community in Council decision making

Recovery Priorities and Actions

Continuing priorities (from 2020 – 2021):

Develop and deliver programs to create a range of experiences, opportunities, and physical improvements to engage and support our community and businesses across the year.

Delivered by: June 2022

Strong Economies

2.09: Activate main streets and develop unique precincts to support a diverse range of businesses and communities

Develop key programs and projects that support residents, businesses, public spaces and our own operations to reduce waste generation and increase resource recovery (especially with food waste) to support a transition to a more circular economy.

Delivered by: June 2022

Environmental Leadership

4.02 Implement improvements to city-wide waste and recycling services to support transition to the circular economy

Partner with Green Adelaide to enhance biodiversity in the Park Lands, provide events and activities, and develop interpretative materials and trails that connect our community to nature.

Delivered by: June 2022

Environmental Leadership

4.05: Enhance biodiversity in the Park Lands and connect our community to nature

Develop a focused insights strategy and research agenda combined with a comprehensive communication approach for proactively sharing insights across all City of Adelaide channels including social, website and media.

Delivered by: December 2021

Enabling Priorities

5.01: Review and improve the way we collect and present data to share insights with the community

Develop a framework to continue to review and report on our services to ensure we can capture how we are performing and how satisfied our community is with the delivery of our services.

Delivered by: June 2022

Enabling Priorities

5.06: Review Council services to balance efficiencies with meeting community expectations.

Major Projects

Underpinning our recovery actions are Major Projects. These are often multi-year activities where we have partnered and/or have large budgets in place to ensure delivery (current year budgets):

- Central Market Arcade Redevelopment (\$14.939m)
- Market to Riverbank - Bentham and Pitt Streets (\$5.15m)
- Moonta Street (\$2.5m)

These costs have been embedded within the Capital Works component in the following 'Our Services' section.

