Our Guiding Principles that underpin everything we do

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<tr>
<th>Community benefit</th>
<th>Accessible participation</th>
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<td>Embracing innovation</td>
<td>Being accountable</td>
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Community Outcomes – what we want to achieve together

**Thriving Communities**
- Healthy and resilient communities
- Safe and welcoming community spaces
- Well-planned and inclusive residential population growth
- Functional zero homelessness
- A safe, affordable, accessible, well-connected city for people of all ages and abilities, and all transport modes
- Increased use of and access to the Adelaide Park Lands

**Strong Economies**
- The lowest-cost capital city with the least red tape
- Greater digital capabilities and connectivity through Ten Gigabit Adelaide, enhancing capacity for innovation
- Attraction and retention of a broad range of businesses and investment
- A test bed for innovation in diverse industries
- Main streets and laneways activated for economic growth

**Dynamic City Culture**
- Aboriginal and Torres Strait Islander peoples and cultures strongly represented in City life
- Beautiful, surprising places
- Global connections and collaborations
- Celebration of diverse community, culture and creativity
- New cultural and civic infrastructure
- Protection, preservation and promotion of our unique built, natural and cultural heritage

**Environmental Leadership**
- One of the world’s first carbon neutral cities by 2025, where sustainability is core
- A transition to low carbon and circular economies
- Enhanced greening and biodiversity
- A climate ready organisation and community
- Integrated and sustainable development

Strategic Priorities for the next four years and beyond

- Ensure Adelaide is globally recognised as an affordable and innovative place to do business
- Support the wellbeing of our communities
- Celebrate our city’s unique built, natural and cultural heritage
- Lead the way in climate action and manage water, waste, transport and greening in a sustainable way
- Transform the ways people move around and connect with each other

Enabling Priorities to continually improve our governance and maximise community benefit

- Bold leadership and strategic partnerships to meet challenges and take up new opportunities
- Transparent decision-making based on data and evidence
- Robust financial management
- Share and celebrate what we do
- New efficiencies and revenue streams
- Community consultation underpins everything we do

Key Strategies and Plans giving effect to Council’s strategic direction

**Long Term Plans and Annual Plan**
- Long Term Financial Plan (10 years)
- Infrastructure and Asset Management Plans (10 Years)
- City Plan (currently in development)
- Delivery Plan (4 years) (currently in development)
- Annual Business Plan and Budget

**Monitoring and reporting on progress**
- Strategic Plan reporting to Council
- Annual report
- City User Profile Survey (annual)
- Resident and Business Surveys (periodic)
### Thriving Communities

1.1 Leverage the Adelaide Park Lands to promote health, wellbeing and lifestyle experiences  
1.2 Build and be guided by the Wellbeing Dashboard  
1.3 Continue support for the Adelaide Zero Project and other initiatives to achieve functional zero homelessness  
1.4 Develop diverse places, and facilities with and for young people  
1.5 Support health and housing for vulnerable people and young people  
1.6 Support volunteerism to build community capacity and connectedness  
1.7 Develop plans to improve mobility and physical access and connectedness  
1.8 Implement city access projects (walking, cycling and public transport) in partnership with the State Government, including the North-South and East-West city bikeways  
1.9 Pursue affordable, reliable links to airports, regions and suburbs  
1.10 Support delivery of welcoming civic infrastructure/third spaces to foster community connections through the adoption of universal and sustainable design principles  
1.11 Work with the State and Federal Government to future proof infrastructure for emerging modes of transport, and trial smart, sustainable forms of public transport  

### How will we do it? How will we know we succeeded?  

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### Strong Economies

2.1 Develop 88 O’Connell Street  
2.2 Redevelop Adelaide Central Market Arcade and Market District  
2.3 Establish a Smart Visitor Experience Centre  
2.4 Provide connections, opportunities and a supportive environment for start-ups to test, trial and innovate  
2.5 Reduce and streamline Council policies, permits and fees to reduce the cost base of doing business in the city  
2.6 Support and develop diverse creative and social industry sectors  
2.7 Develop strategic plans to support future growth in the city  
2.8 Facilitate creative uses of the public realm and ventures in underutilised city buildings  
2.9 Activate main streets and develop unique precincts to support a diverse range of businesses and communities  
2.10 Implement a City Wide Business Model  

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### Dynamic City Culture

3.1 Support, promote and share Aboriginal and Torres Strait Islander cultures and pay homage to the Kaurna people as traditional owners  
3.2 Pursue world and state heritage listing for the Adelaide Park Lands and city layout  
3.3 Encourage smart, creative, adaptive reuse of heritage assets, including through incentives and promotion  
3.4 Support development of new cultural and civic infrastructure for the city  
3.5 Upgrade major recreational facilities  
3.6 Develop asset management plans to provide for future generations  
3.7 Deliver diverse parks and playspaces  
3.8 Increase public art throughout the city in collaboration with the private sector  
3.9 Connect city users to place through curated city experiences  
3.10 Support community diversity, cultural expression, experiences and participation  
3.11 Expand Adelaide’s global reputation as a ‘magnet city’ through world class events, festivals and activation  

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### Environmental Leadership

4.1 Increase street tree canopies and green infrastructure in city hot spots and public spaces  
4.2 Implement improvements to city-wide waste and recycling services to support the transition to a circular economy  
4.3 Educate and support our community to be zero-waste, water sensitive, energy efficient and adaptive to climate change  
4.4 Support our community to transition to a low carbon economy through education, incentives and appropriate infrastructure  
4.5 Enhance biodiversity in the Park Lands and connect our community to nature  
4.6 Implement the Carbon Neutral Strategy for the city and achieve carbon neutral certification for our operations  
4.7 Support all CBD businesses to be green accredited  
4.8 Protect and conserve the heritage listed Adelaide Park Lands  

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