

# City of Adelaide 2020 – 2024

## Strategic 'Plan on a Page'

### VISION

Adelaide: the  
most liveable  
city in the world

### Our Guiding Principles that underpin everything we do

• Community benefit	• Accessible participation
• Embracing innovation	• Being accountable

### 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	
• A cohesive and integrated set of strategies and plans to deliver community outcomes	• Transparent decision-making based on data and evidence
• Community consultation underpins everything we do	• Robust financial management
• New efficiencies and revenue streams	• Share and celebrate what 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)

## How will we do it?

## How will we know we succeeded?

### 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 and digital 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

- The city's population is growing
- Our residents are more physically active
- People feel safe in the city

### 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 spatial 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

- The city has a greater share of the State's economy
- There is more pedestrian movement in key areas of the city
- More businesses think the city is a good place to do business

### 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

- More domestic and international visitors
- Increased cultural infrastructure
- More city users agree the city is dynamic and full of rich and diverse experiences

### 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

- Community greenhouse gas emissions are lower
- Less waste to landfill
- More residents agree that Council is taking steps to protect our environment

### Enabling Priorities

- 5.1 Review and improve the way we collect and present data to share insights with the community
- 5.2 Demonstrate bold governance leadership in the Local Government Sector
- 5.3 Build on effective advocacy and partnerships locally, nationally and globally
- 5.4 Implement the Strategic Property Review
- 5.5 Develop new revenue opportunities for Council operations
- 5.6 Review Council services to balance efficiencies with meeting community expectations
- 5.7 Implement Sustainable (financial, environmental, social, cultural) Procurement Policy
- 5.8 Implement new approaches to engaging the community in Council decision-making
- 5.9 Encourage and support new ideas and concepts

- Council has the financial capacity to meet its long term commitments
- Council services meet the needs of the community
- Council delivers on its operational efficiency targets