



THE COMMITTEE MINUTES

for the meeting

Tuesday 26 November 2019

in the Colonel Light Room,
Adelaide Town Hall



Present - Councillor Abiad (Deputy Lord Mayor) (Chair)
Councillors Couros, Donovan (Deputy Chair), Hou, Hyde, Khera, Knoll,
Martin, Moran and Simms.

Acknowledgement of Country

At the opening of the Committee Meeting, the Chair stated:

'Council acknowledges that we are meeting on traditional Country of the Kurna people of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today.

And we also extend that respect to other Aboriginal Language Groups and other First Nations who are present today.'

Apologies and Leave of Absence

Apology –

The Right Honourable the Lord Mayor [Sandy Verschoor]

On Leave -

Councillor Abrahamzadeh

Confirmation of Minutes – 12/11/2019, 18/11/2019 & 19/11/2019

That the Minutes of the meeting of The Committee held on 12 November 2019 and the Special meetings of The Committee held on 18 November 2019 & 19 November 2019, be taken as read and be confirmed as an accurate record of proceedings.

Mark Goldstone, Chief Executive Officer, City of Adelaide advised the meeting that Item 4.3 – Waste Management workshop would be considered at the next meeting of The Committee.

Discussion Forum Items

1. Item 4.1 - Adelaide Central Market Authority Chairperson to present - end of year 18/19 and quarterly report 19/20 [TC]

Discussion Facilitators:

Nick Begakis, Chairman Adelaide Central Market Authority
Jodie Kannane, General Manager, Adelaide Central Market Authority

Precis of topic:

Utilising a PowerPoint presentation, The Committee was provided with a presentation on the end of year 18/19 and quarterly report for 19/20 for the Adelaide Central Market Authority.

During the presentation:

- Councillor Khera entered the Colonel Light Room at 5.36pm
- Councillor Hou left the Colonel Light Room at 6.02pm and re-entered at 6.04pm

The PowerPoint presentation utilised is attached for reference at the conclusion of the Minutes of this meeting.

2. Item 4.2 - Rundle Mall Management Authority Highlights presented by Chairperson [TC]

Discussion Facilitators:

Peter Joy, Chairman, Rundle Mall Management Authority
Joanna Williams, General Manager, Rundle Mall Management Authority

Precis of topic:

Utilising a PowerPoint presentation, The Committee was provided with a presentation on Rundle Mall Management Authority Highlights and Achievements for 2018/19.

During the presentation:

- Councillor Simms left the Colonel Light Room at 6.06pm and re-entered at 6.10pm
- Councillor Hyde left the Colonel Light Room at 6.12pm, re-entered at 6.18pm, left at 6.18pm
- Councillor Moran entered the Colonel Light Room at 6.15pm

The PowerPoint presentation utilised is attached for reference at the conclusion of the Minutes of this meeting.

Items for Consideration and Recommendation to Council

3. Item 5.1 - Temporary Use of Public Space Policy [2018/00975] [TC]

THAT THE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Adopts the draft temporary use of public space policy, Attachment A to Item 5.1 on the Agenda for the meeting of The Committee held on 26 November 2019, for Public Consultation, with the addition of a revised Guiding Principle 1.
 "Public space in the City of Adelaide belongs to the people of Adelaide and all South Australians and should be used for the public good."
2. Notes the progress made to date to remove red tape and investigate opportunities to consolidate permits and application processes for businesses.
3. Notes that the results of the Public Consultation and the Draft Temporary Use of Public Space Policy will be brought back to Council for adoption in March 2020.

4. Item 5.2 - Proposed Governance Structure for the River Torrens / Karrawirra Pari [2018/02571] [TC]

THAT THE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Notes the report commissioned by the Adelaide and Mount Lofty Ranges Natural Resource Management Board (AMLR NRM) regarding the proposed governance structure for the River Torrens as provided in Attachment A to Item 5.2 on the Agenda for the meeting of The Committee held on 26 November 2019.
2. Notes the joint feedback prepared by senior representatives from River Torrens catchment councils on the proposed governance structure as provided in Attachment B to Item 5.2 on the Agenda for the meeting of The Committee held on 26 November 2019.
3. Authorises the Chief Executive Officer or delegate to provide the following feedback to the AMLR NRM in relation to the proposed governance structure:

That the City of Adelaide:

- 3.1. Provides in principle support for the *Convener and Roundtable Model* as the governance structure for the River Torrens subject to consideration of the following:
 - 3.1.1. The new governance structure should be established as a subgroup or committee of Green Adelaide (once established) under the *Landscape South Australia Bill 2019*.
 - 3.1.2. The Roundtable and Convener report directly to Green Adelaide (once established) under the *Landscape South Australia Bill 2019*.
 - 3.1.3. The Roundtable cannot mandate financial contributions from the City of Adelaide.
 - 3.1.4. Funding of the new governance structure and administrative functions be borne by the AMLR NRM (Green Adelaide once established).
 - 3.1.5. Council supports the appointment of five Independent Members to the Roundtable with the appropriate skills and expertise.
- 3.2. Provides in principle support for the establishment of the River Torrens as a living, integrated, 'natural entity' as part of any required legislative amendments to establish the proposed new governance structure.

- 3.3 Advises its final position is subject to, and will be dependent on, the completion of the Kaurna position on management and governance of watercourses within their country.

5. Item 5.3 - Recreation and Sport Community Facilities Grants [2016/03310] [TC]

THAT THE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Approves a 2019/20 grant recommendation of \$19,382 to the Adelaide Harriers Little Athletics Centre for the establishment of an athletics discus cage in Blue Gum Park/Kurangga (Park 20) as included in Attachment A to Item 5.3 on the Agenda for the meeting of The Committee held on 26 November 2019.

6. Item 5.4 - Rymill Car Park – Trial Results [2012/00668-5] [TC]

THAT THE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Notes the results of the 12-month trial undertaken for the public car park in Rymill Park/Murlawirrapurka (Park 14).
2. Authorises the Chief Executive Officer or delegate to grant an additional 18 Parking Permits to the Adelaide Bowling Club during their Pennant bowling season (Wednesday only - October-March).
3. Notes that the 18 additional permits will be reviewed once the Quentin Kenihan Play Space is completed and a car parking utilisation survey is undertaken to assess new demand.

7. Item 5.5 - Field Street upgrade [VS2019/5170] [TC]

THAT THE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Approves public consultation be undertaken using the concept contained in Attachment A to Item 5.5 on the Agenda for the meeting of The Committee held on 26 November 2019, in accordance with Section 32 of the *Road Traffic Act 1961*.
2. Notes that a report will be brought back to Council to consider any feedback provided as part of the consultation and to seek approval of the alteration of Field Street into a one-way street for motor vehicles and retaining two-way access for bicycles.

8. Item 5.6 - Creative and Cultural Vitality Dashboard [2019/01333] [TC]

THAT THE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Approves the Creative and Cultural Vitality Dashboard for 2017/18, as presented in Attachment A to Item 5.6 on the Agenda for the meeting of The Committee held on 26 November 2019.
2. Approves an annual reporting cycle to Council in respect to the status of the Creative and Cultural Vitality Dashboard data.

9. Item 5.7 - Live Music Backline Incentive Scheme [2019/01403] [TC]

THAT THE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Approves the development of a one year pilot matched-contribution incentive scheme for city-based venues to purchase, store and maintain bulky music equipment (backline) for the free use of musicians at the venue.
2. Approves the allocation of \$18,000 as a 2019-20 Q2 budget reconsideration to enable the delivery of a one year pilot matched-contribution incentive scheme.

During the discussion, Councillor Hyde re-entered the Colonel Light Room at 6.28pm.

10. Item 5.8 - Minister report on future use and status of Lot Fourteen [2006/00219] [TC]

THAT THE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Receives the report provided by the Minister for Planning pursuant to section 23 of the *Adelaide Park Lands Act 2005* provided as Attachment A to Item 5.8 on the Agenda for the meeting of The Committee held on 26 November 2019 regarding the future use and status of the former Royal Adelaide Hospital site now known as Lot Fourteen.
2. Authorises the Chief Executive Officer to request further detail from the State Government regarding how the following ambitions in the Minister for Planning's section 23 Report will be achieved:
 - 2.1. *The redeveloped hospital site will become another defining feature to the City of Adelaide and contribute to the economic and social wellbeing of the city by being transformed into a global innovation neighbourhood. When fully established, thousands of people will work at or visit the site.*
 - 2.2. *Lot Fourteen will be a pedestrian friendly precinct which supports access by cycling, walking and public transport. Strong north-south and east-west connections will be established to link the site with surrounding park lands.*
3. Endorses the general greening, park, plaza, courtyard and open frontage elements of the proposed Master Plan (as shown in Figure 1 in Item 5.8 on the Agenda for the meeting of The Committee held on 26 November 2019) as being broadly consistent with the future of the Park Lands site identified in the Adelaide Park Lands Management Strategy (as adopted by the City of Adelaide in December 2016 and the then Minister for Planning in August 2017), but opposes the lease of any part of the site for an hotel to host events or offer accommodation or the construction of any residential apartments to be offered for sale.
4. Authorise the Chief Executive Officer to seek from the Minister the inclusion in the Master Plan for Lot Fourteen of a route for the Adelaide Park Lands Trail along the eastern edge of the site adjacent the Botanic Gardens, connecting the current Rundle Park / North Terrace section of the Trail to Frome Park.
5. In order to secure the future retention of the planned open space component of Lot Fourteen (in recognition of the site's status as Park Lands), seeks that the Minister, in order of preference:
 - 5.1. Transfers that portion of Lot Fourteen to the City of Adelaide in perpetuity for its care, control and management, or
 - 5.2. In consultation with the Board of the Botanic Gardens and State Herbarium, seeks the transfer of that portion of Lot Fourteen to the Botanic Gardens and State Herbarium in perpetuity for its care, control and management, or
 - 5.3. Should the transfer of the open space components not occur, seeks:
 - 5.3.1. That a land management agreement with the Urban Renewal Authority, pursuant to section 57 of the *Development Act 1993* regarding the future use and management of that land, or
 - 5.3.2. The assurance of the State Government that the proposed open space component, will be retained in perpetuity.
6. Authorise the Chief Executive Officer to remind the State Government of its obligation, pursuant to section 20 of the *Adelaide Park Lands Act 2005*, to prepare a management plan for Lot Fourteen in recognition of the site's status as Park Lands.

Council Member Discussion Forum Items

The following Items were raised:

- The confidentiality of 88 O'Connell

Exclusion of the Public**11. Item 7.1 - Exclusion of the Public to Consider [2018/04291] [TC]:**

For the following Item for Consideration and Recommendation to Council in Confidence:

8.1. Moonta Street Funding [s 90(3) (j)]**Order to Exclude for Item 8.1:****THAT THE COMMITTEE:**

1. Having taken into account the relevant consideration contained in s 90(3) (j) and s 90(2) & (7) of the *Local Government Act 1999 (SA)*, this meeting of The Committee dated 26/11/2019 resolves that it is necessary and appropriate to act in a meeting closed to the public for the consideration of Item 8.1 [Moonta Street Funding] listed on the Agenda.

Grounds and Basis

This Item is confidential as it pertains to a State Government Funding Deed. The Council must not make or permit a public announcement or media release to be made about any aspect of the Funding Deed without the written consent of the Minister.

2. Pursuant to s 90(2) of the *Local Government Act 1999 (SA)* this meeting of The Committee dated 26/11/2019 orders that the public (with the exception of members of Corporation staff and any person permitted to remain) be excluded from this meeting to enable this meeting to receive, discuss or consider in confidence Item 8.1 [Moonta Street Funding] listed in the Agenda, on the grounds that such item of business, contains information and matters of a kind referred to in s 90(3) (j) of the Act.

Members of the public and Corporation staff present not directly involved with Item 8.1 left the Colonel Light Room at 6.45pm.

Confidential Item 8.1

Moonta Street Funding

Section 90 (3) (j) of the *Local Government Act 1999 (SA)*

Page 6

The Colonel Light Room re-opened to the public at 6.56pm.

Confidentiality Order

Minute 12 - Item 8.1 – Moonta Street Funding [TC]

In accordance with Section 91(7) & (9) of the Local Government Act 1999 (SA) and because Item 8.1 [Moonta Street Funding] listed on the Agenda for the meeting of The Committee held on 26 November 2019 was received, discussed and considered in confidence pursuant to Section 90(3) (j) of the Local Government Act 1999 (SA), this meeting of The Committee do order that:

1. the resolution, the report, the discussion and any other associated information submitted to this meeting and the Minutes of this meeting in relation to the matter remain confidential and not available for public inspection until 31 December 2026
2. the confidentiality of the matter be reviewed in December 2020
3. the Chief Executive Officer be delegated the authority to review and revoke all or part of the order herein and directed to present a report containing the Item for which the confidentiality order has been revoked.

Closure

The meeting closed at 6.56pm.

Councillor Abiad (Deputy Lord Mayor)
The Committee Chair

Document attached:

Minute 1 - Item 4.1 - Adelaide Central Market Authority Chairperson to present - end of year 18/19 and quarterly report 19/20, PowerPoint Presentation

Minute 2 – Item 4.2 - Rundle Mall Management Authority Highlights presented by Chairperson, PowerPoint Presentation

Agenda

Adelaide Central Market Snapshot & Highlights

- Customer experience
- Community engagement
- Capital projects

Upcoming



Adelaide Central Market Snapshot⁹

1. Celebrated 150 years of retailing fresh food and fresh produce



Adelaide Central Market Snapshot

2. Attracted some 9,700,000 visitations



Adelaide Central Market Snapshot

3. Experienced almost 1,300,000 car park transactions



Adelaide Central Market Snapshot

4. Received over 1,000,000 KG of fresh produce into the Market every month : storage, unloading



Adelaide Central Market Snapshot

5. Received over \$1,500,000 of positive media coverage



Adelaide Central Market Snapshot

14

6. Received 52,000 Facebook likes

LOCAL PEONY BUNCHES ✨

Visit Central Market Flowers (Stall 7) today for their super special on local peonies. Get in quick, whilst stocks last. We're open till 3pm!



13,610

People Reached

1,096

Engagements

Boost Post

👍❤️😱 245

32 Comments 6 Shares

Adelaide Central Market Snapshot

15



7. Generated 52,000 Instagram followers



Minute 1 - Item 4.7 - POM

Adelaide Central Market Snapshot

8. Received 1,150,000 page views on adelaidecentralmarket.com



Minute 7 - Item 4.7 - PowerPoint

Adelaide Central Market Snapshot

- 9. Produced and distributed 16 newsletters to Market Lovers



Adelaide Central Market Snapshot

18

10. Organised 64 free cooking demonstrations



Adelaide Central Market Snapshot

19

11. Managed \$3,000,000 in ACMA capital works



Adelaide Central Market Snapshot²⁰

12. Completed over 1,000 maintenance tasks

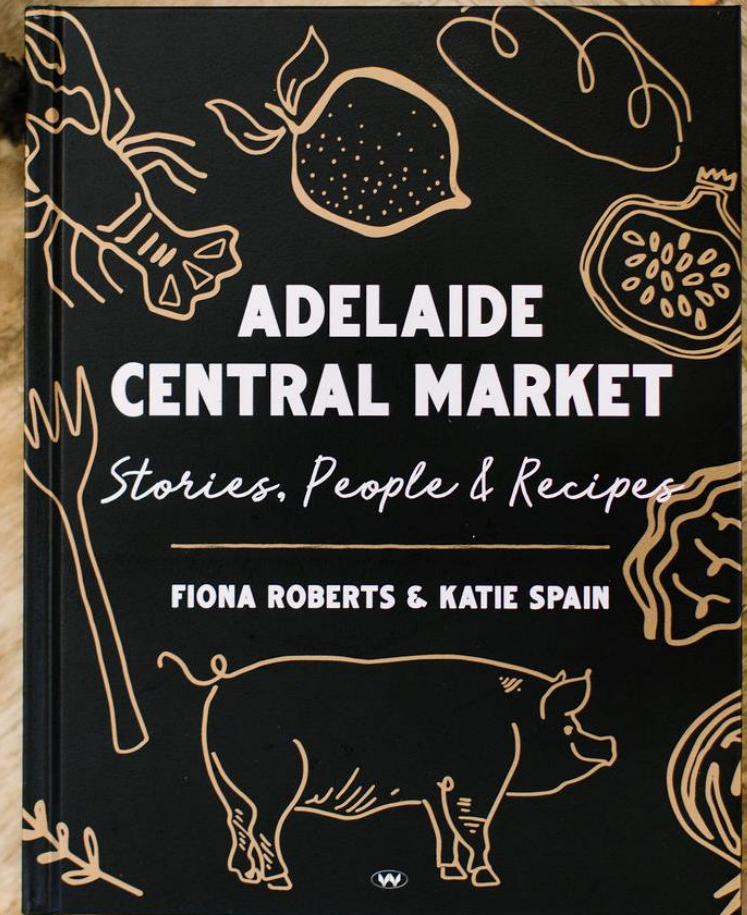


HIGHLIGHTS 2018/19

150th birthday celebrations included the following events...

1. Adelaide Central Market: Stories, People & Recipes hardcover book

Our **MARKET.**



150th birthday celebrations included the following events...

2. Adelaide Central Market: 150 Years of People & Produce State Library of South Australia exhibition



150th birthday celebrations included the following events...

3. Market Birthday family day celebration



150th birthday celebrations included the following events...

4. 150 Years of the Market: A Time Travellers Feast ticketed event



150th birthday celebrations included the following events...

5. If the Stalls Could Talk – a guided tour of the Adelaide Central Market for the History Festival, free and ticketed events



Customer experience events included ...

1. Participated in Tasting Australia 2019



Our **MARKET.**

Customer experience events included ...

2. Organised our regular Easter Program 2019



Customer experience events included ...

3. Organised a NAIDOC week art program



Customer experience events included ...

4. Attracted over 100,000 visitors to our Bastille Day cultural celebrations



Customer experience events included ...

5. Attracted over 97,000 visitors to the Seafood + Sounds event including a Chilli Crab pop-up



Customer experience events included ...

6. Organised our regular Christmas Program 2018
 - 1 Sold over 15 tonnes of leg hams
 - 2 Sold over 10 tonnes of Spencer Gulf prawns
 - 3 Sold over 45 tonnes of cherries



Customer experience events included ...

7. Participated in Adelaide Tourism

1. No.1 Tourist destination in SA – some 225,000 tourist visitations per annum
2. No.2 Lonely Planet Ultimate Eats Market – for market based food experiences

Our **MARKET.**



ULTIMATE EATLIST



THE WORLD'S TOP 500 FOOD EXPERIENCES... RANKED

Customer experience included...

1. The Producer in Residence program for small food producers to offer new and exciting experiences for our customers
 1. 18 producers per annum, new every three weeks
 2. 58 producers since 2017



Customer experience included...

2. Grote St : new dining furniture project

- 1 Increased capacity by 25% to support trader sales
- 2 New dining area NW corner / wall to seat 20 diners



Customer experience included...

3. Community Kitchen refurbishment

1. Engaged with over 30 community groups, industry bodies, traders and chefs
2. 64 free demonstrations 2018/19



Customer experience included...

4. New traders & fit outs

1. Turkish Delight
2. House of Health, Central Organic & Field to Fork
3. Marino Meat Store
4. Real Falafel
5. Over \$3,000,000 trader investment in the last 2 years



Community engagement events included ...

1. Supported our Charity partnerships

1. The eighth annual Big Issue Lunch raised over \$27,000
2. OzHarvest “rescued” over 11,000kg of Market produce (equivalent to over 33,000 meals) and raised \$7,000 over seven days at the Tree of Goodness, providing almost 14,000 meals.



Community engagement events included ...

2. Engaged over 3,000 children and families in April, July and October as part of our School holiday program



Community engagement events included ...

3. Organised Refugee Week cultural showcase in partnership with Australian Red Cross



Community engagement events included ...

4. Organised events at our upgraded Community Kitchen

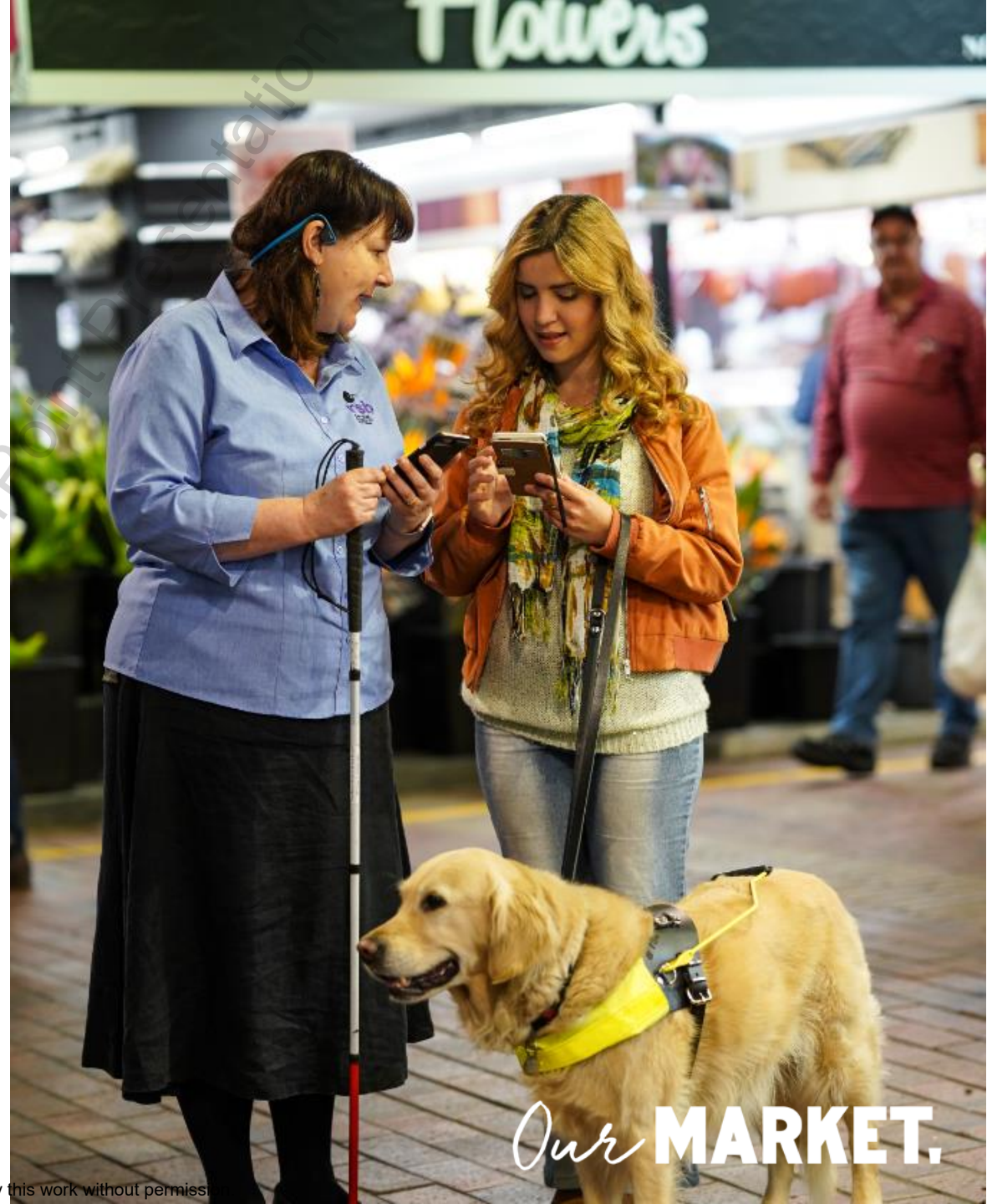
- 1 Free cooking demonstrations
- 2 TAFE and industry events
- 3 FiveAA and community radio outside broadcasts



Community engagement events including

5. Introduced Bindi Maps

First retail site in SA to implement the wayfinding technology for people with vision impairment, significantly improving accessibility



Community engagement events including

6. Organised Women's in Food Breakfast celebrating gender diversity at the Market



Capital projects

Organised \$3,000,000 in Market capital works

- Bollard project



Capital projects

Organised \$3,000,000 in Market capital works

- Tiling project



Capital projects

Organised \$3,000,000 in Market capital works

- Fire services



Capital projects

Managed the Grote Street and Gouger Street Façade Restoration works ensuring the structural integrity and condition of the historic brick buildings



Our **MARKET.**

UPCOMING 2019/20

Participating in Plastic Free Precinct Pilot

- 1 One of South Australia's First Plastic Free Precincts Trials
- 2 Participating traders (6) include, House of Health, Kangaroo Island Stall, Providore, Con's Fine Food, Seven Brothers and Charlesworth Nuts
- 3 Phase-out of a range of single-use plastic products over time



Upcoming Events - 2020

1. Market Minis launch – New family program
2. Tasting Australia
3. School Holidays
4. Easter
5. Italian Festival – New cultural celebration
6. Reconciliation Week
7. Bastille Day
8. Refugee Week
9. Seafood + Sounds
10. Christmas



Upcoming Events - 2020

MAJOR CONSIDERATIONS 2020 and beyond

- Voluntary Sunday Trading



Upcoming Events - 2020

MAJOR CONSIDERATIONS 2020 and beyond

- Redevelopment of the Central Market Arcade





Celebrating
BASTILLE DAY

#OURMARKETADL



THANK YOU



Chairman's Update

November 2019



Minute 2 - Item 4.2 - PowerPoint Presentation

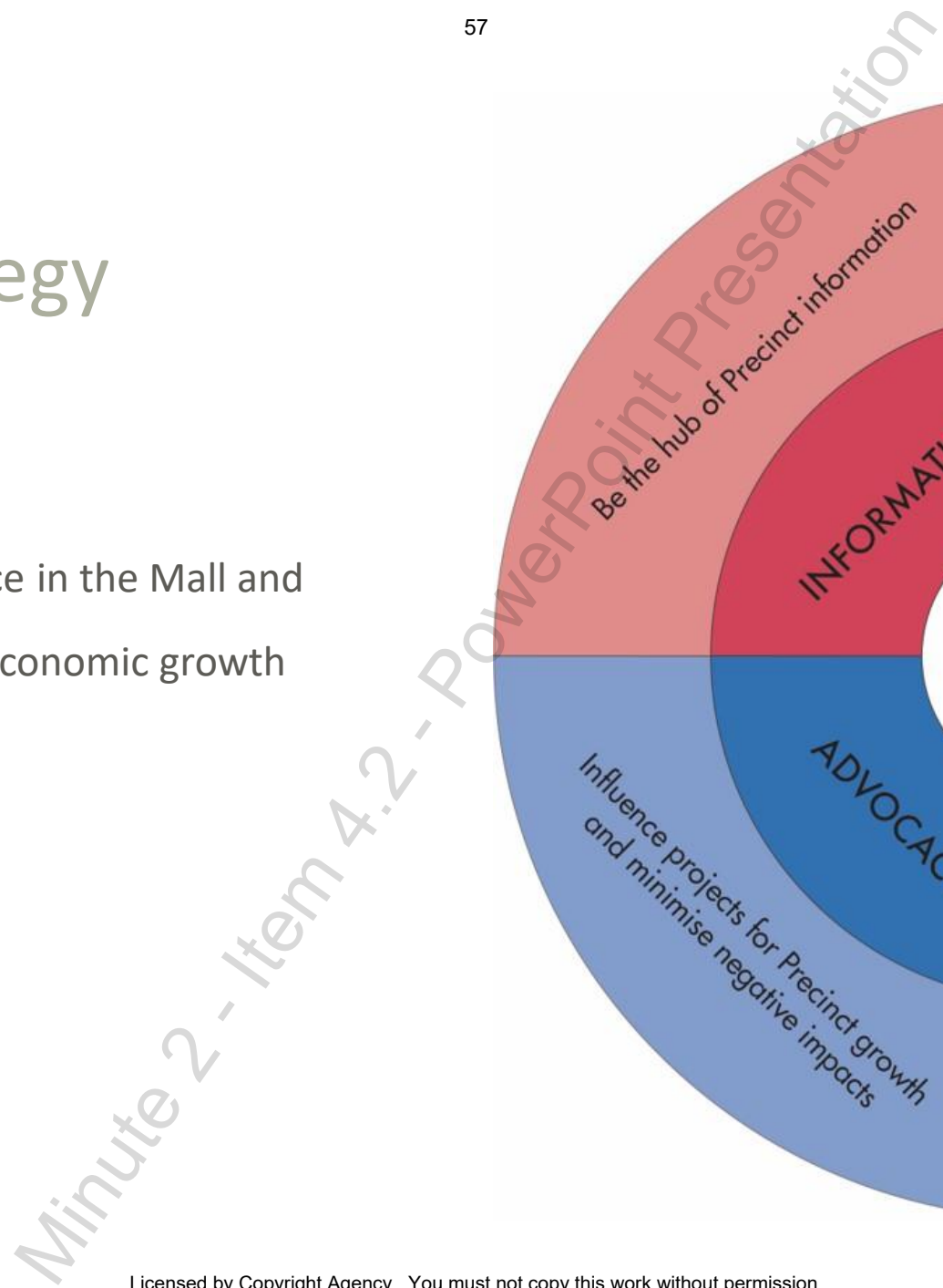
Agenda

- Rundle Mall Strategy
- 2018/19 Highlights & Achievements
- Next Steps & Key Projects
- Challenges & Opportunities



Rundle Mall Strategy

- Attract more people
- Get them to stay longer
- Ensure they enjoy their experience in the Mall and
- Ultimately drive retail sales and economic growth



Rundle Mall 18/19 Highlights & Achievements

Minute 2 - Item 4.2 - PowerPoint Presentation

Information *Our Stakeholders*

- 700 retailers, 300 non-retail businesses in the precinct (approx. 20% of all city businesses)
- 5000 retail and office employees
- 145 property owners and managers
- 15 arcades and centres
- Low vacancy rates
- New CRM program implemented to understand and communicate with key decision makers

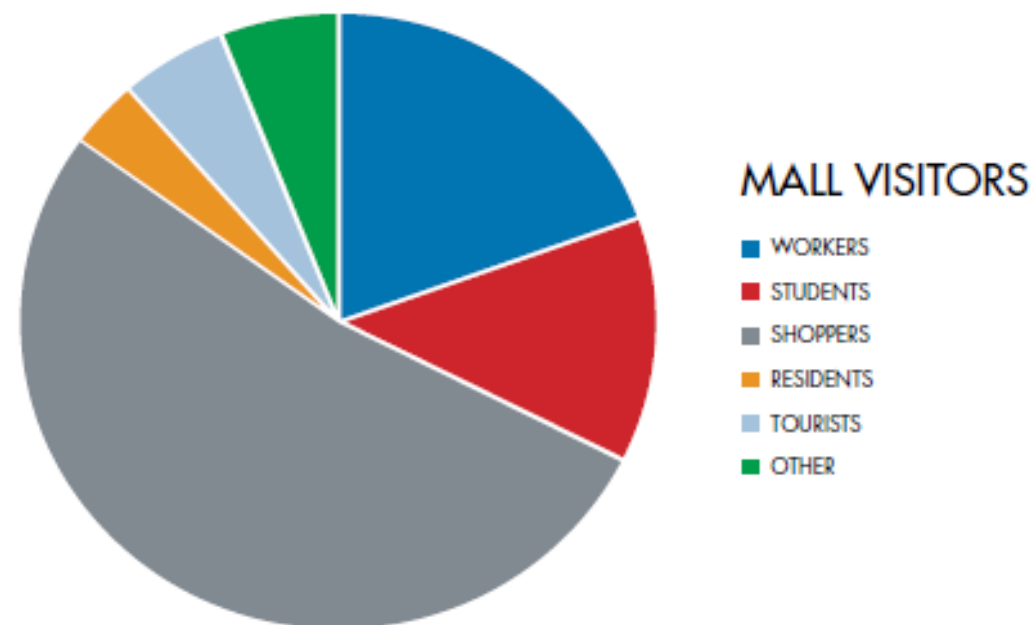
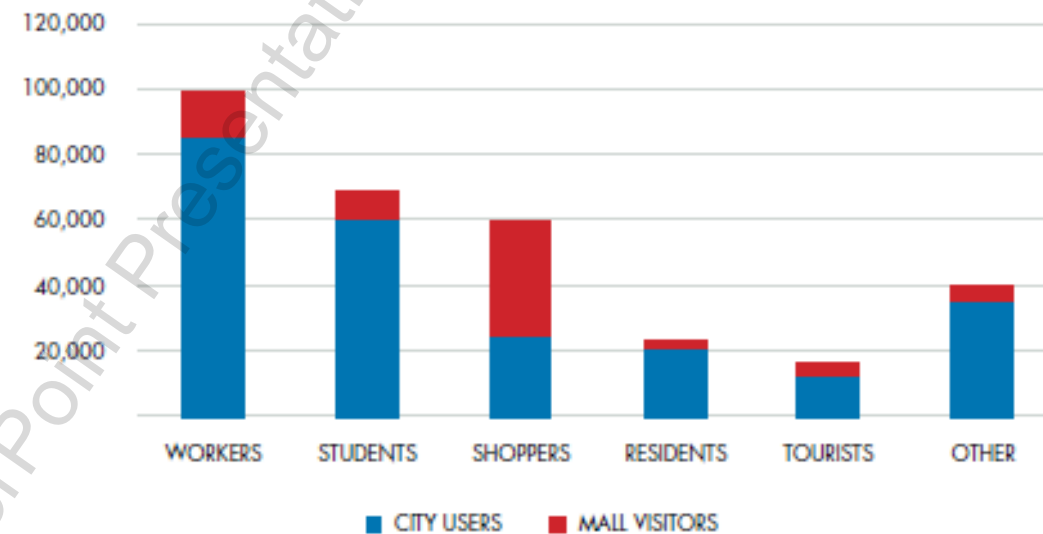


Information *Our Customers*

- Created audience profiles and measured consumer behaviour data and traffic patterns in the Mall
- 24 million visits per year. Just over half of the visitors to the Mall came to the city primarily to shop
- Approx 110,000 people come into the city each day to work (approx. 20% use the Mall) creating further opportunity to grow market share
- Students and tourists are unique customers that make up a significant share of our visitors
- Focus on new shopper segments – slightly older and more affluent



CITY USERS V MALL VISITORS



Visitor Experience

Our Events and Activations

- 471 events, activations and pop-ups on Mall
- 4 Major Events
 - Vogue Festival, Christmas, Festival and Tasting Australia
- Opened new unique retail experiences including:
 - H&M, Rundle Mall Plaza, Foodland, Mecca and Technicolour
- Growth in busking and street artists
- Worked with Wilsons and SAPOL to deliver strong and effective safety and security
- Worked with CoA to ensure cleansing, waste management, lighting and infrastructure maintained



Advocacy

- Trading Hours discussion with State Government for Boxing Day and Easter
- Gawler Place Redevelopment project
- Improved visitation and market share despite significant capital works projects across the city and the growth of online retail
- Supported property development throughout the Precinct (138 Rundle Mall, Realm Apartments, North Terrace)
- CoA projects including 10 Gigabit Adelaide and NBN

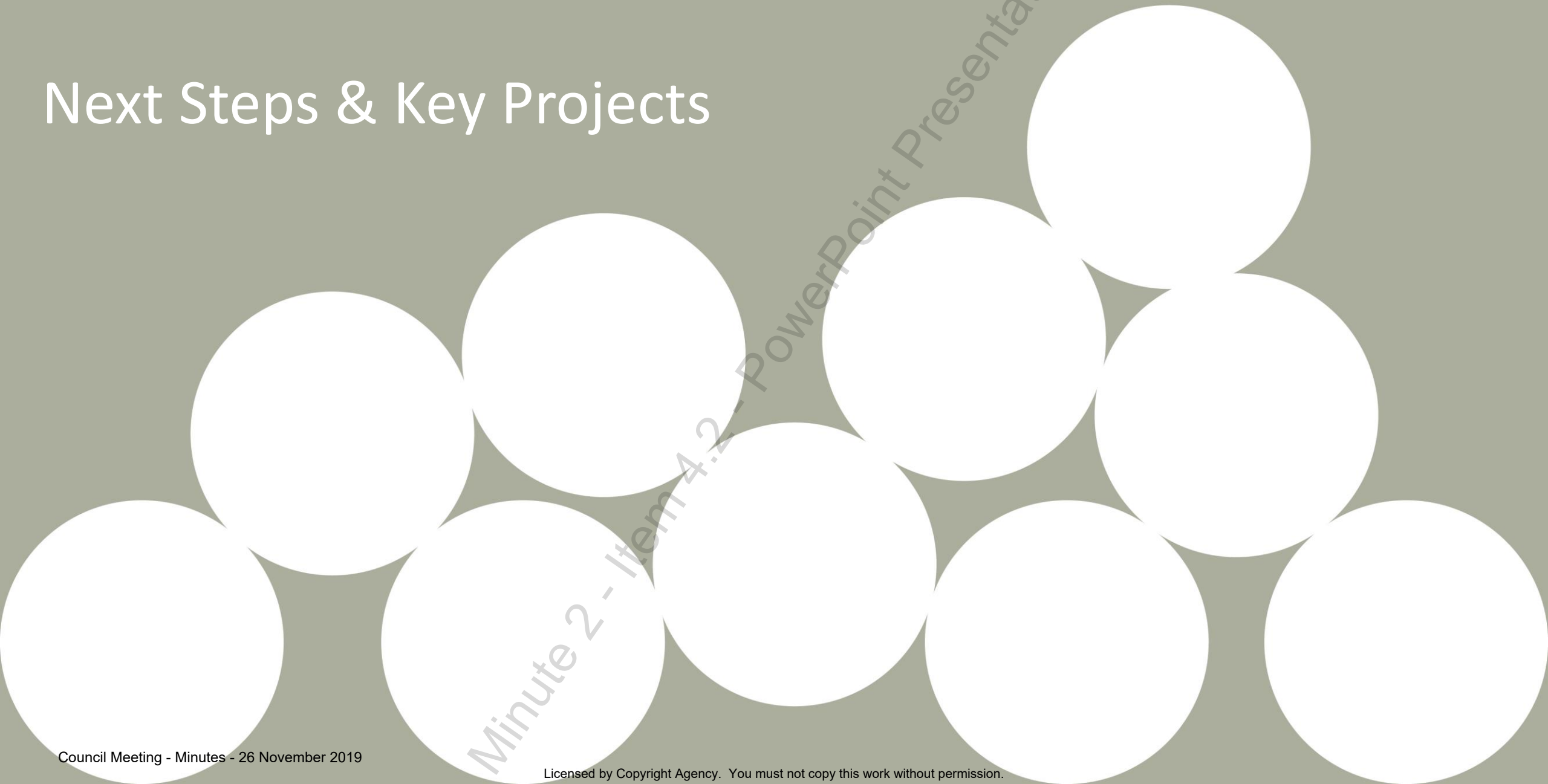


Brand

- New visual identity – logo, creative/campaign assets
- Support for retail events & public holiday trading
- Tourism support for cruise ships and conference delegations
- \$5.4M worth of PR
- Over 2 million website page visits
- Social & Digital media platforms (significant growth in positive digital stories and communications with customers and stakeholders)



Next Steps & Key Projects



Minute 2 - Item 4.2 - PowerPoint Presentation

Christmas

- Decorations
 - Window installations, forest of trees and overhead lighting
- Radio, outdoor and Adshel advertising campaign
- Social media and digital
- PR campaign
- Gift Guide with over 250 retailer products
- Extended trading hours for Black Friday and Boxing Day
- First execution of new creative brand assets



Upcoming Activity

- Black Friday and Boxing Day sales
- Adelaide Festival Dolls House
- Fringe Festival
- Food focused events April – June 2020
- Winter Festival Event 2020
- Tourism including Lunar New Year activity
- Gawler Place completion



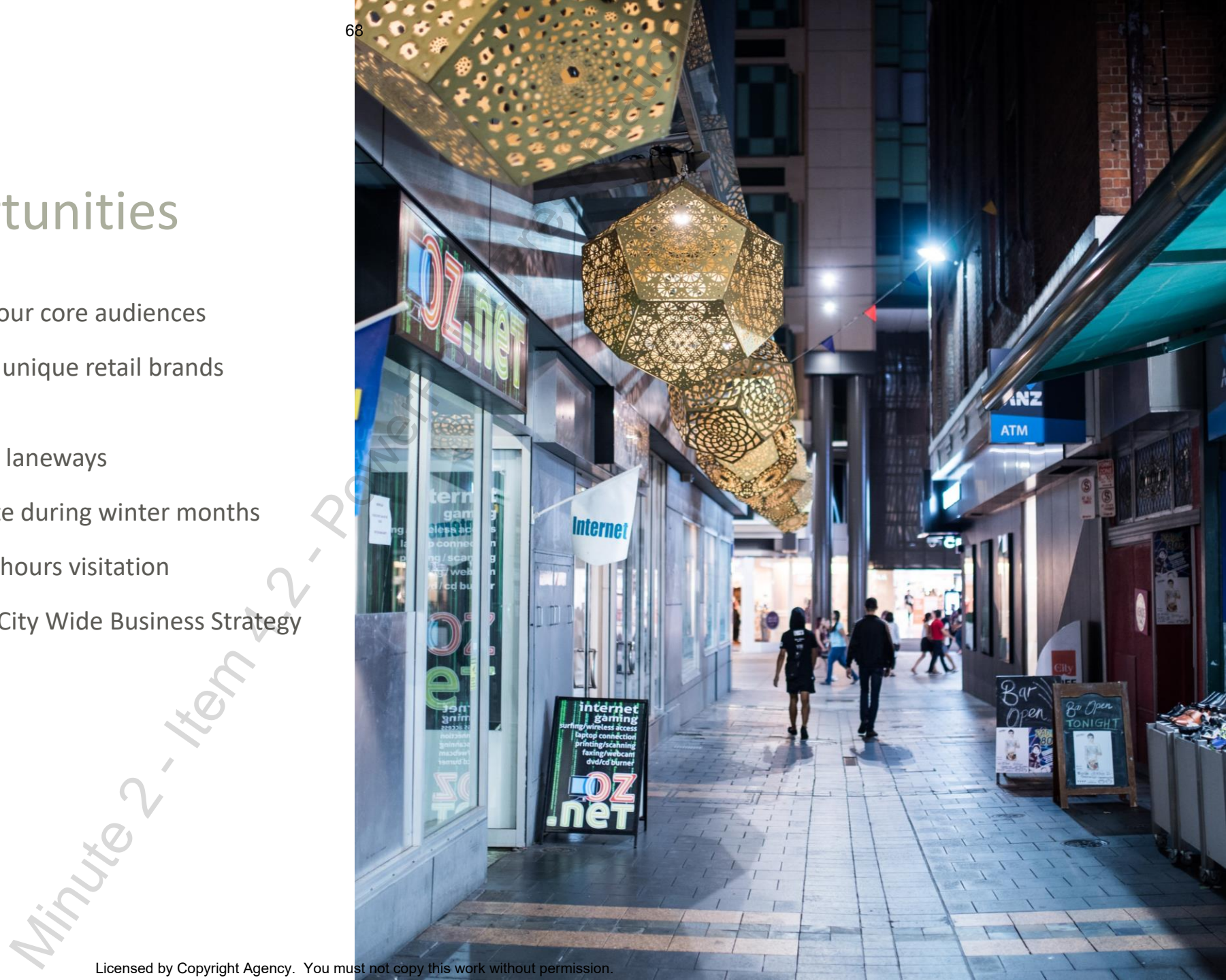
Challenges & Opportunities



Minute 2 - Item 4.2 - PowerPoint Presentation

Challenges & Opportunities

- Growing market share with a focus on our core audiences
- Continuing to attract international and unique retail brands exclusive to the city
- Upgrading and developing the precinct laneways
- Implementing new strategies to activate during winter months
- Improving dining & bar offer and after-hours visitation
- Assisting with the development of the City Wide Business Strategy





Minute 2 - Item 4.2 - PowerPoint Presentation