

Tuesday 18 February 2020 at 5:30 pm

in the Colonel Light Room Adelaide Town Hall



Members - The Right Honourable the Lord Mayor [Sandy Verschoor]; Councillor Hyde (Deputy Lord Mayor) (Chair)

Councillors Abrahimzadeh, Couros, Donovan, Hou, Khera, Knoll, Martin, Moran and Simms (Deputy Chair).

1. Acknowledgement of Country

At the opening of the Committee Meeting, the Chair will state:

'Council acknowledges that we are meeting on traditional Country of the Kaurna 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 Kaurna people living today.

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

2. Apologies and Leave of Absence

Nil

3. Confirmation of Minutes – 4/2/2020 [TC]

That the Minutes of the meeting of The Committee held on 4 February 2020 be taken as read and be confirmed as an accurate record of proceedings.

4. Discussion Forum Items

Presentation

Strategic Alignment - Creative

4.1. Presentation – Adelaide Festival 2020 Program

Strategic Alignment – Corporate Activities

Workshops

Strategic Alignment - Corporate Activities

- **4.2.** Workshop City Data and Insights [2018/04518] [Page 2]
- **4.3.** Workshop Finalising the City of Adelaide 2020-2024 Strategic Plan [2018/04518] [Page 20]

5. Exclusion of the Public

- **5.1.** Exclusion of the Public to Consider in Confidence [2018/04291] [Page 28]:
 - 6.1. Workshop in Confidence 88 O'Connell [s 90(3) (b) & (d)]

6. Discussion Forum Items in Confidence

Workshop in Confidence

Strategic Alignment - Liveable

6.1. Workshop in Confidence – 88 O'Connell [2018/02324] [Page 31]

7. Closure

CORPORATE

CITY DATA AND INSIGHTS

Workshop purpose:

To provide an overview of City Data and Insights to demonstrate the research and data that is available to support decision making

PROGRAM: STRATEGY, PLANNING AND PARTNERSHIPS

city users

City User data sources:

Each year the City of Adelaide conducts its survey of city users to better understand why people come into the city, how often they visit, and how things have changed over time. This survey is called the City User Profile (CUP).

City Users are defined as anyone who is in the city for any reason at any time and is broken down as:

- + Workers
- + Students
- + Residents
- + Visitors

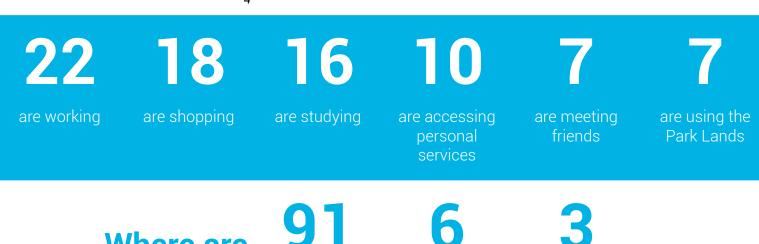


PAGE 1

Over 300,000 people use the City every day.

If they were 100 people, what would this mean?

82 agree that
the City is a
welcoming and
dynamic place
full of rich
and diverse
experiences



Where are they from?

from South Austalia from interstate

from

How often are they visiting?

visit at least once a week

of these visit most days

visiting for the first time

54 46 male

23 23
aged 18-24 aged 65+

people

people data sources:

- + Community profile presenting data from the five-yearly Census of Population and Housing
- + CoA City User Profiles addressing why people come to the city, how often and the experience of being in the city
- + CoA Resident Survey addressing wellbeing, community connections, access and inclusion, emergency preparedness, safety, performance of council in service delivery and the importance of those services, and other 'topical' issues as needed
- + Annual estimated Resident Population data
- + Population forecasts
- + ABS General Social Survey



Where are our residents born?



What **language** is spoken at home?

	CoA	Australia
19.4%	Chinese (all)	3.8%
1.5%	Arabic	1.4%
1.4%	Korean	0.5%
1.1%	Italian	1.2%
1.1%	Vietnamese	1.2%

P

EDUCATION

37.3%	Bachelor or higher degree	18.5%	22%	1
8.1%	advanced / diploma	8.3%	8.9%	4
8.1%	vocational	20.1%	18.8%	2
32.7%	no qualification	43.7%	39.9%	2
29.4%	currently studying (tertiary)	9.3%	10.5%	
CoA		SA	Australia	

	AGE	
12.7%	0-19	10.7%
44.9%	20-34	46.7%
20.5%	35-54	26.6%
20.3%	55-84	15.0%
1.7%	85 +	0.9%
СоА		Sydney

HOUSEHOLD TYPE

8 3% Couples with children

22-8% Couples without children

14.2% Group households

35.6% Lone person

19.1% Other households

CoA

27.3% 30.3%

25.9% 24.8%

3.4% 4.0%

26.6% 22.8%

16.8% 18.1%

Australia

HEALTH + FITNESS CoA Resident Survey 2019

Are our residents active everyday?

20.9% all residents

10.6%

27.8%

18-39 years 55 + vears

Are our residents comfortable to walk to places?

96.4% local

streets / area (day time)

local streets / area (evening)

78%

closest mainstreet (evening)

VOLUNTEERS

'in the last twelve months did you spend any time doing voluntary work?'

65.7%

CoA

71.7% not a volunteer oluntee

SA

72.8% not a volunteer 19_0%

Australia

What activity are you doing in the Park Lands?

77.4%

walking, running / jogging

using exercise equipment

15.7%

formal or informal sport

Are our residents eating enough healthy food?

five or more servinas of vegetables daily 50%+

one or two servinas of vegetables daily 47.4%

eating at least two serves of fruit daily

INCOME

individual weekly income, persons aged 15 and over

weekly earnings under \$300

29.7% 21.2%

20.9%

City of Adelaide

Australia

weekly earnings of \$300 - \$649

17.7%

27.8%

24.2%

City of Adelaide South Australia

Australia

weekly earnings of \$650 - \$1,249

17.0%

25.2%

24.0%

City of Adelaide

South Australia

Australia

weekly earnings of \$1,250 - \$1,999

12.6%

12.6%

13.9%

City of Adelaide

South Australia

Australia

weekly earnings of \$2,000 and over

10.3%

5.6%

8.2%

City of Adelaide

South Australia

Australia



economy data sources:

- + Economic Insights dashboard
- + Spendmapp
- + Economy.id Adelaide
- + Australian Bureau of Statistics Labour Force surveys
- + Reserve Bank of Australia statistics and reports
- + Journey to Work data
- + Australian Business Register
- + Night Time Economy reports



The industry sectors adding the most value to the City of Adelaide Economy in 2018/19 are:

- Financial and insurance services \$4bn
- + Public administration and safety \$2.2bn
- Professional, scientific and technical services \$2.1bn
- + Health care and social assistance **\$2bn**

GROSS REGIONAL PRODUCT

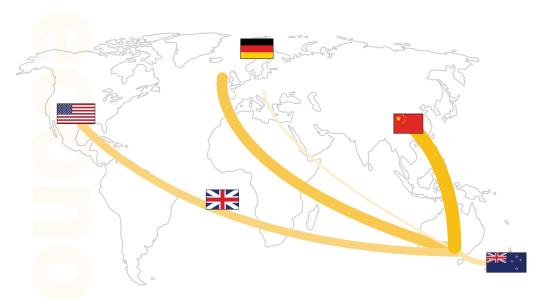
²⁰¹⁹ \$19.45bn

an increase of 2.3% from 2018

²⁰¹⁸ **\$19.0bn**

an increase of 3.7% from 2017

²⁰¹⁷ **\$18.32bn**





Where are international visitors from?

66,490 China

59,867

49,191

New Zealand

26,264

What is the economic \$1.92bn impact of international education?

contribution to SA economy

43,868

31%

International **Enrolments** of students

have friends and family visit at least once a year

Every 4 enrolments = 1 job in SA



VISITOR OVERNIGHT STAYS

number of visitor overnight stays in the City of Adelaide

2019 value of visitor overnight stays to the SA economy

2018

domestic total

5.51m

international

4.23m

\$3.33bn \$1.71bn

\$0.45bn \$0.67bn

6.18m

3.67m

EMPLOYMENT

18.0%

Public administration and safety

7.3%

7.1%

14.4%

Health care and social assistance

14.5%

4.6%

13.2%

Prof. scientific and technical services

5.9%

25.6%

8.5%

Financial and insurance services

2.9%

17.2%

8.4%

Education and training

8.6%

4.9%

7.4%

Accommodation and food services

6.7%

6.3%

2.4%

Arts and recreation services

1.4%

SA

2.3%

CoA

Sydney

SPENDING IN THE CITY

*SpendMapp, Year to End August 2019

\$239.1m Resident spending in the City

\$308.6m Resident spending outside the City

\$215.8m Resident spending online

\$4.33bn Visitors spending in the City

\$4.58bn Total spending in the City

CITY DEVELOPMENTS

Cranes on the skyline is an indicator of development activity in cities. From Q1 2019 to Q3 2019 **cranes in Adelaide increased from 17 to 19 with eight being added** and six being removed. In the same period Melbourne's total crane count decreased by nine from 222 to 213 and Sydney's crane count increased by nine from 310 to 319.



Source

SpendMapp; RBL Crane Index Q3 2019
The Committee Meeting - Agenda - 18 February 2020

Culture

culture data sources:

- + Creative and Cultural Vitality
 Dashboard
- + Festivals Adelaide
- + Australia Council for the Arts
- + Annual Reports from major institutions
- + SA Tourism Commission
- + Live Music Australia data on ticket sales and economic value of the sector
- + Events and festivals attendance estimates
- + ABS data collections around attendance at cultural venues and events and participation in arts and culture
- + Screen Australia



What is the **economic impact** of festivals?

\$109.1m

into the Economy 27.2% increase from 2017

1025

FTE jobs

How many people attended festivals and events?

6.77m

2019 17% increase from 2015

5.62m

2015

FESTIVALS AND EVENTS

event name

economic impact

interstate and overseas attendees

Santos Tour Down Under \$70.7m

48,000

Superloop Adelaide 500

\$45.9m

15,200

Tasting Australia

11,377

WOMADelaide

\$18.3m

11,508

ATTENDANCES

941,488

AFL home and away at Adelaide Oval

759,316

South Australian Museum*

730,872

Art Gallery of South Australia*

494,525

City of Adelaide Libraries

482,746

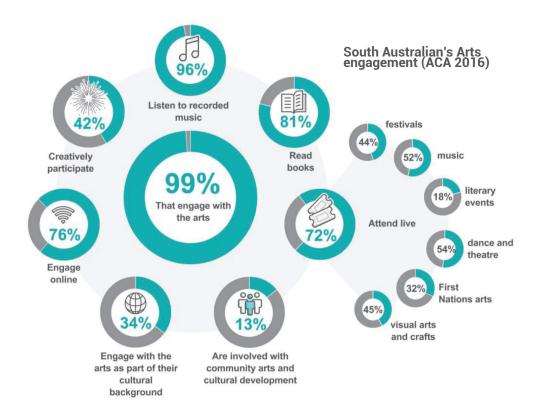
State Library of South Australia*

*attendances are counted as onsite visitations

LIVE MUSIC

South Australia's music scene contributed \$375 million to the economy in 2015/16, and the music industry generates employment of 6,300 South Australians. South Australia hosted 1,523 live music gigs across 309 venues in South Australia in May 2018 - The suburb of Adelaide provided the most live music.

ENGAGEMENT



environment

environment data sources:

- + Community and Corporation
 Carbon Inventories
- + Heatwatch data
- + Waste audits
- + Water use data
- + Rainfall and temperature records
- + Green canopy assessments

WASTE

53% diverted from landfill

47% goes to landfill

of this....

61% could have been recovered

WEATHER

20.9 average days over 35 degrees

27 2030 - projected days over 35

38 2019 - actual days over 35!

GREEN CANOPY

North Adelaide coverage

28.2% 40

2018

40% 2040

target

Adelaide coverage

14.3%

25%

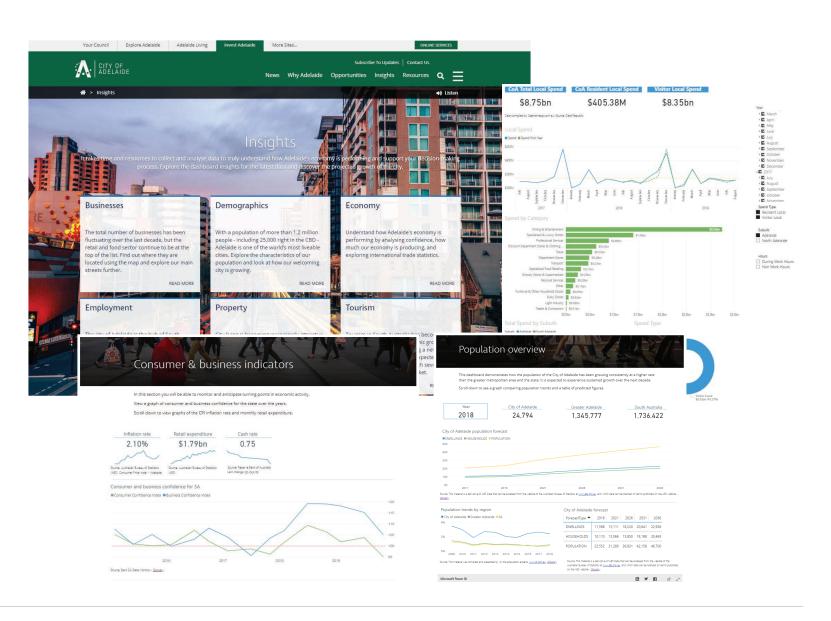
2018

2040 target



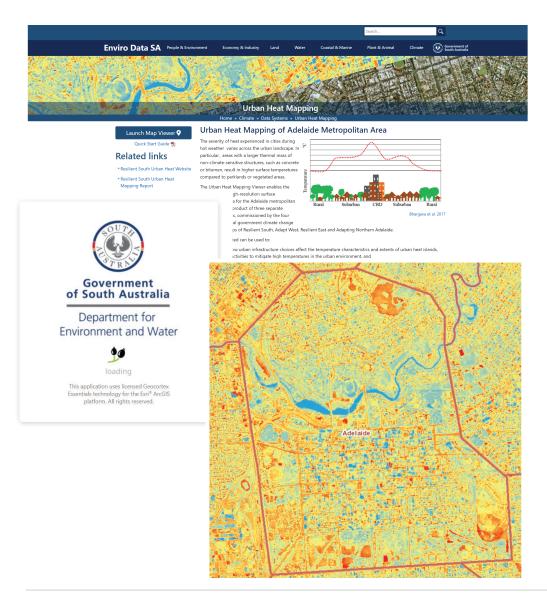
ECONOMIC DASHBOARD

www.investadelaide.com.au



HEAT MAPPING

https://data.environment.sa.gov.au/Climate/Data-Systems/ Urban-Heat-Mapping/Pages/default.aspx



publicly available tools and websites

+ City of Adelaide

(Economy, Wellbeing, Park Lands and general data) https://www.cityofadelaide.com.au/about-adelaide/research-statistics/

- + Economy ID https://economy.id.com.au/adelaide
- + Community Profile (ID)
 https://profile.id.com.au/adelaide
- + Population Forecasts https://forecast.id.com.au/adelaide
- + Australian Bureau of Statistics https://www.abs.gov.au/

Know

Test your knowledge on the questions below.

Were there any gaps?

What themes / information could be explored to further support evidence based decision making at the City of Adelaide?

What is the language most commonly spoken at home other than English?	
What proportion of our younger (18-39) residents are active everyday?	
What is the fourth largest employing industry?	
What is the largest international source market for tourists?	
How much waste is diverted from landfill?	
How many days over 35 degrees did Adelaide experience in 2019?	

CORPORATE

FINALISING THE CITY OF ADELAIDE 2020-2024 STRATEGIC PLAN

Workshop Purpose:

To finalise the structure, vision and supporting principles for the City of Adelaide 2020-2024 Strategic Plan

TEAM: STRATEGY, PLANNING AND PARTNERSHIPS

AUTHOR: Sue Rudall | APPROVING OFFICER: Clare Mockler

CITY OF ADELAIDE 2020 - 2024 STRATEGIC PLAN

Committee Workshop 18 FEBRUARY 2020



Adelaide. Designed for Life.

Our journey

- Elected Member engagement to ascertain priorities and future themes started in July 2019
- Formal consultation occurred across two stages from 11 September to 16 December 2019
 - **Stage 1:** Imagining future Adelaide across draft themes and priorities
 - Stage 2: Draft Plan released
- Interactions with over 3,000 people across several events, forums and meetings, social media and online (YourSay)
 - Over 300 hard copy feedback and postcard forms received
 - Over 100 online and in-person comments informally received
- We received positive feedback on the high level direction of the draft City of Adelaide 2020-2024 Strategic Plan













Structure of the Plan



- The summary 'Strategic Plan on a Page' (Link 1) has been streamlined and clarified to aid understanding of Council's plans for the next four years
- Key Actions are now aligned under the four Community Outcomes Council wants to achieve
- Key Actions (Link 3) are not included in the summary 'Strategic Plan on a Page'. Instead they will be included in the:
 - Four Year Delivery Plan which is currently being developed and will set out how each Key Action will be achieved
 - Long Form Plan ('traditional' format) which is currently being developed

Key Actions – 4 Year

THRIVING COMMUNITIES STRONG ECONOMIES 3.01 Support, promote and share Aboriginal and 2.01 Develop 88 O'Connell Street 1.01 Leverage the Adelaide Park Lands to promote health, wellbeing and lifestyle experiences 2.02 Establish a Smart Visitor Experience Centre Kaurna culture 1.02 Build and be guided by the Wellbeing Dashboard 2.03 Provide connections, opportunities and a 3.02 Pursue world and State heritage listing for the 1.03 Continue support for the Adelaide Zero Project supportive environment for start-ups to test, trial Adelaide Park Lands and city layout and other initiatives to achieve functional zero 3.03 Encourage smart, creative, adaptive reuse of and innovate 2.04 Reduce and streamline Council policies, permits homelessness heritage assets 3.04 Deliver heritage incentives and promotions 1.04 Develop diverse places and facilities with and for and fees 2.05 Support and develop diverse creative and social 3.05 Redevelop Adelaide Central Market Arcade and young people 1.05 Support health and housing for vulnerable people industry sectors 2.06 Develop spatial plans to support future growth in and young people 3.06 Support development of new cultural 1.06 Support volunteerism infrastructure for the city the city 1.07 Develop plans to improve mobility and physical 2.07 Facilitate creative ventures in underutilised city 3.07 Upgrade major recreational facilities and digital access and connectedness 3.08 Develop asset management plans to provide for buildings 2.08 Activate main streets and develop unique 1.08 Complete North-South and East-West city future generations 3.09 Deliver diverse parks and playspaces bikeways precincts to support a diverse range of 1.09 Pursue affordable, reliable links to airports, businesses and communities 3.10 Increase public art throughout the city in 2.09 Work with the State and Federal Governments to collaboration with the private sector regions and suburbs 1.10 Support delivery of welcoming civic infrastructure 3.11 Support cultural expression, experiences and future proof infrastructure for emerging modes of and third spaces to foster community connections movement and transport, and trial smart, participation sustainable forms of public transport (new) 2.11 Expand Adelaide's global reputation as a 'magnet city' through world class events, festivals and activation (new)

Legend (previous iteration outcomes): (pink) Thriving Communities (yellow) Beautiful, Surprising Places (green) Environmental Leadership

(blue) Strong Economies

(orange) Connected and Accessible (merged across multiple outcomes)

(purple) Excellent Governance (now Enabling Priorities)

Key Actions – 4 Year

ENVIRONMENTAL LEADERSHIP

- 4.01 Increase street tree canopies and green infrastructure in city hot spots and public spaces
- 4.02 Implement improvements to city-wide waste and recycling services to support the transition to a circular economy
- 4.03 Educate and support our community to be zero-waste, water sensitive, energy efficient and climate ready
- 4.04 Support our community to transition to a low carbon economy through education, incentives and appropriate infrastructure
- 4.05 Enhance biodiversity in the Park Lands and connect our community to nature
- 4.06 Achieve carbon neutral certification for City of Adelaide operations
- 4.07 Encourage all CBD businesses to be green accredited

ENABLING PRIORITIES

- 5.01 Review and improve the way we collect and present data to share insights with the community
- 5.02 Demonstrate leadership in the Local Government Sector and build on effective advocacy and partnerships
- 5.03 Implement the Strategic Property Review
- 5.04 Explore new revenue opportunities for Council operations
- 5.05 Review Council services to balance efficiencies with meeting community expectations
- 5.06 Implement Sustainable (financial, environmental, social) Procurement Policy
- 5.07 Implement new approaches to engaging the community in Council decision-making

Legend (previous iteration outcomes): (pink) Thriving Communities (yellow) Beautiful, Surprising Places (green) Environmental Leadership

(blue) Strong Economies

(orange) Connected and Accessible (merged across multiple outcomes)

(purple) Excellent Governance (now Enabling Priorities)

Feedback on the Vision

Provide your feedback on the Vision: **pollev.com/cityofadelaide**

Tonight you are asked to indicate your preference for the original draft vision or an alternative vision, based on what we heard from community engagement:

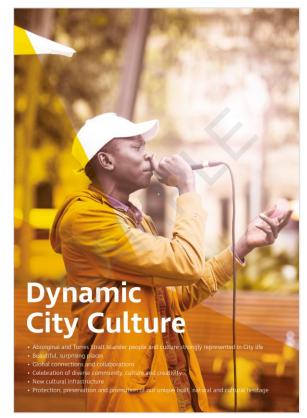
Adelaide: the most liveable city in the world.

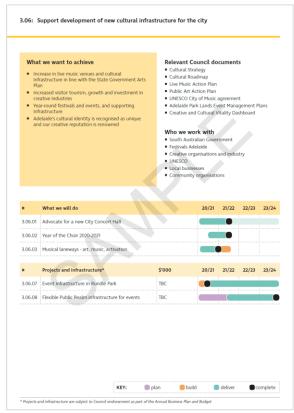
OR

Adelaide: dynamic, creative and uniquely beautiful. A city in the Park Lands, full of opportunity.

Next Steps

- Finalise draft Strategic Plan on a Page and Key Actions to be endorsed by Council in March 2020
 - This timing will allow the Summary Strategic Plan content to inform and build the 2020-21 Business Plan and Budget
- Four Year Delivery Plan (Link 2) is currently being developed for Council endorsement in May 2020, integrating new ideas we've heard from you and the community
- Strategic Plan, Four Year Delivery Plan and Business Plan and Budget to be implemented from 1 July 2020
- Opportunity to launch the Plan and share it with the community through e.g. events, summits and fora, rates notices, media and social media in mid-2020





Example of Delivery Plan detailing Key Actions

Each Key Action to include what we want to achieve, what we will do to achieve it, linked projects and infrastructure, and identify relevant services, who we will work with, and other relevant commitments and documents.

Exclusion of the Public

ITEM 5.1 18/02/2020 **The Committee**

Program Contact: Mark Goldstone, Chief Executive Officer 8203 7234

2018/04291 Public **Approving Officer:**Mark Goldstone, Chief Executive Officer

EXECUTIVE SUMMARY

It is the recommendation of the Chief Executive Officer that the public be excluded from this Committee meeting for the consideration of the following information and matter contained in the Agenda.

6.1. Workshop – 88 O'Connell [s 90(3) (b) & (d)]

The Order to Exclude for Item 6.1:

- 1. Identifies the information and matters (grounds) from s 90(3) of the *Local Government Act 1999 (SA)* utilised to request consideration in confidence.
- 2. Identifies the <u>basis</u> how the information falls within the grounds identified and why it is necessary and appropriate to act in a meeting closed to the public.
- 3. In addition identifies for the following grounds s 90(3) (b), (d) or (j) how information open to the public would be contrary to the <u>public interest</u>.

ORDER TO EXCLUDE FOR ITEM 6.1

THAT THE COMMITTEE

1. Having taken into account the relevant consideration contained in s 90(3) (b) & (d) and s 90(2) & (7) of the Local Government Act 1999 (SA), this meeting of The Committee dated 18/2/2020 resolves that it is necessary and appropriate to act in a meeting closed to the public as the consideration of Item 6.1 [Workshop - 88 O'Connell] listed on the Agenda in a meeting open to the public would on balance be contrary to the public interest.

Grounds and Basis

This item contains certain information of a confidential nature (not being a trade secret) the disclosure of which could reasonably expect to confer a commercial advantage on a person with whom the Council is conducting business, prejudice the commercial position of the Council and prejudice the commercial position of the person who supplied the information and confer a commercial advantage on a third party.

More specifically, the parties have entered in a Non-Disclosure Agreement (NDA) in order to protect the Proponent's Intellectual Property and commercial interests and the disclosure of certain information in this Committee Workshop could reasonably prejudice the commercial position of Council given that the City of Adelaide Council land holding is the subject of commercial negotiations.

Public Interest

The Committee is satisfied that the principle that the meeting is conducted in a place open to the public has been outweighed in the circumstances given that information within this report pertains to commercial negotiations for a City of Adelaide land holding. Not receiving this report in confidence creates a legal risk for Council due to the NDA with the Proponent. Furthermore, the release of such information may severely prejudice the Council's ability to secure a developer to undertake development of the land for the benefit of the City of Adelaide and community in this matter.

2. Pursuant to s 90(2) of the *Local Government Act 1999 (SA)*, this meeting of The Committee dated 18/2/2020 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 6.1 [Workshop – 88 O'Connell] 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) (b) & (d) of the Act.

DISCUSSION

- 1. s 90(1) of the *Local Government Act 1999 (SA)*, directs that a meeting of a Council Committee must be conducted in a place open to the public.
- 2. s 90(2) of the *Local Government Act 1999 (SA)*, states that a Council Committee may order that the public be excluded from attendance at a meeting if the Council Committee considers it to be necessary and appropriate to act in a meeting closed to the public to receive, discuss or consider in confidence any information or matter listed in s 90(3).
- 3. s 90(3) prescribes the information and matters that a Council may order that the public be excluded from.
- 4. s 90(4) of the *Local Government Act 1999 (SA)*, advises that in considering whether an order should be made under s 90(2), it is irrelevant that discussion of a matter in public may:
 - 4.1 cause embarrassment to the council or council committee concerned, or to members or employees of the council or
 - 4.2 cause a loss of confidence in the council or council committee, or
 - 4.3 involve discussion of a matter that is controversial within the council area, or
 - 4.4 make the council susceptible to adverse criticism.
- 5. s 90(7) of the Local Government Act 1999 (SA) requires that an order to exclude the public:
 - 5.1 Identify the information and matters (grounds) from s 90(3) of the *Local Government Act 1999 (SA)* utilised to request consideration in confidence.
 - 5.2 Identify the basis how the information falls within the grounds identified and why it is necessary and appropriate to act in a meeting closed to the public.
 - 5.3 In addition identify for the following grounds s 90(3) (b), (d) or (j) how information open to the public would be contrary to the public interest.
- 6. s 87(10) of the *Local Government Act 1999 (SA)* has been utilised to identify in the Agenda and on the Report for the meeting, that the following matters are submitted seeking consideration in confidence.
 - 6.1 Information contained in Item 6.1 Workshop 88 O'Connell
 - 6.1.1 Is subject to Existing Confidentiality Orders.
 - 6.1.2 The grounds utilised to request consideration in confidence is s 90(3) (b) & (d)
 - (b) information the disclosure of which—
 - could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and
 - (ii) would, on balance, be contrary to the public interest.
 - (d) commercial information of a confidential nature (not being a trade secret) the disclosure of which—
 - could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - (ii) would, on balance, be contrary to the public interest;

ATTACHMENTS

Nil

- END OF REPORT -

