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ADELAIDE



Government of  
South Australia



CITY OF  
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# CAPITAL CITY COMMITTEE

## 2021-22 Annual Report

Capital City Committee

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Item 18.1 - Recommendation 3 - Attachment A - Published in Confidence  
and Released to the Public

This annual report is to be presented to Parliament and the City of Adelaide to meet the statutory reporting requirements of the *City of Adelaide Act 1998 (Part 2 – Collaborative arrangements for the strategic development of the City of Adelaide)*.

While not strictly deemed to be a Government agency or entity, the Capital City Committee is an intergovernmental body established by and reporting to the Parliament of South Australia. As a result, the broad requirements of the Premier and Cabinet Circular PC013 Annual Reporting have been adopted in the preparation of this report.

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## Overview: About the Capital City Committee

### Purpose

Established by the Government of South Australia under the *City of Adelaide Act, 1998* (the Act), the Capital City Committee is an intergovernmental body of the Government and City of Adelaide with a legislated mandate to enhance and promote the development of the City of Adelaide as the capital city of the State.

### Objectives

- Identify and promote key strategic requirements for the economic, social, physical and environmental development and growth of the City of Adelaide as the primary focus for the cultural, educational, tourism, retail and commercial activities of South Australia.
- Promote and assist in the maximisation of opportunities for the effective coordination of public and private resources to meet the key strategic requirements identified by the Committee, and recommend priorities for joint action by the State Government and the City of Adelaide.
- Monitor the implementation of programs designed to promote the development of the City of Adelaide.
- Make provision for the publication of key strategies, goals and commitments relevant to the development and growth of the City of Adelaide.
- Collect, analyse and disseminate information about the economic, social, physical and environmental development of the City of Adelaide, with particular emphasis on assessing outcomes and identifying factors that will encourage or facilitate future development within the City of Adelaide.

## Membership of the Capital City Committee

The Capital City Committee operates under the City of Adelaide Act. Members of the Committee in 2021-2022 (up to March 2022) were:

### State Government Members

- The Hon Steven Marshall MP, Premier (Chair)
- The Hon Vickie Chapman MP, Deputy Premier, Attorney-General, Minister for Planning and Local Government (1 July 2021 – November 2021)
- The Hon Rachel Sanderson MP, Minister for Child Protection (Deputy)

### City of Adelaide Members:

- Lord Mayor Sandy Verschoor
- Councillor Simon Hou
- Councillor Alexander Hyde (up to November 2021)
- Councillor Mary Couros (from February 2022)
- Councillor Dr Helen Donovan (Deputy)

Following the change in Government in March 2022, the State Government membership changed to:

- The Hon Peter Malinauskas MP, Premier (Chair)
- The Hon Nick Champion MP, Minister for Trade and Investment, Minister for Housing and Urban Development, Minister for Planning
- The Hon Zoe Bettison MP, Minister for Tourism, Minister for Multicultural Affairs
- The Hon Andrea Michaels MP, Minister for Consumer and Business Affairs, Minister for Arts, Minister for Small and Family Business (Deputy)

Council membership remained the same.

## Committee Operations

The Committee met three times over the reporting year (September, November and June) and is supported by an Executive Group of senior officials from the Government and the City of Adelaide.

Both the Committee and the Executive Group are supported by staff situated within the Department of the Premier and Cabinet. The Committee's activities and administration are jointly and equally funded by the Government of South Australia and the City of Adelaide.

## Legislation administered by the agency

The Capital City Committee administers no legislation.

## Other related agencies

As a strategic intergovernmental body bringing together the Government of South Australia and the City of Adelaide, key partners and agencies related to the Committee for 2021-22 include:

- **Department of the Premier and Cabinet (DPC):** The Premier chairs the Committee and the Deputy Chief Executive of DPC is a member of the Committee's Executive Group. The Department also hosts the secretariat and strategic project coordination and support, and contributes half of the funding for the program.
- **City of Adelaide:** Represented on the Committee by the Lord Mayor and Council Members, and on the Executive Group by the Chief Executive Officer and the Managing Director, Adelaide Economic Development Agency. The City of Adelaide provides half of the funding for the program.
- **Attorney General's Department (1 July 2021 – 19 March 2022):** Minister for Planning and Local Government and Chief Executive of the Attorney General's Department represented on the Committee and Executive Group respectively.
- **Department for Trade and Investment (DTI):** Minister for Planning and Chief Executive of DTI represented on the Committee and Executive Group respectively.

- **South Australian Tourism Commission (SATC):** Minister for Tourism and Chief Executive of SATC represented on the Committee and Executive Group respectively.
- **Department for Infrastructure and Transport (1 July 2021 – 19 March 2022):** Chief Executive represented on the Executive Group.
- **Renewal SA:** Chief Executive represented on the Executive Group.

## Acknowledgements

The Capital City Committee extends its sincere gratitude to all who have contributed towards the implementation of initiatives throughout the reporting period. Employees of the State Government and the City of Adelaide have underpinned the work of the Committee.

In addition, staff and volunteers who have contributed to the growth and development of Adelaide's diverse strengths are also acknowledged and appreciated.

## The Committee's Development Program Priorities

The Capital City Committee is required by legislation to develop, endorse and review an annual Capital City Development Program.

Ensuring the health, safety and wellbeing of our City community in the wake of the COVID-19 pandemic was paramount during this period.

The City of Adelaide and the Government of South Australia worked in partnership to prioritise funding and deliver innovative solutions to support city traders and to encourage workers and visitors to return to the City. These included Mainstreet and Laneways Revitalisation Grants, Outdoor Activation Grants, Events and Festivals Sponsorship funding, new road closures, additional pop-up spaces, curated outdoor dining experiences, crowd control measures and free public transport. These initiatives ensured a COVID-safe festival season that set a global standard for festival and event delivery during a pandemic, saw city streets buzzing with people, boosting Adelaide's night time economy, and enhancing its global reputation as a 'magnet city' and UNESCO City of Music.

The Capital City Committee's Development Program provided vital support for a range of activation projects to boost vibrancy and attract people back into the city following the COVID-19 restrictions.

### City Experience

#### CreaTech City Challenge

A collaboration between the then Department for Innovation and Skills and the City of Adelaide, the CreaTech City Challenge was developed as an innovation challenge that sought to Reignite Adelaide and accelerate South Australia's emerging CreaTech capabilities by building collaborations between businesses, artists and researchers; developing new South Australian intellectual property; and gamifying new and interesting experiences.

A total of 42 applications were submitted of which nine were shortlisted to the pitch development stage. Three successful applicants were selected for funding including, Dave Court, James Brown and Australian Institute of Machine Learning; Butterfly Conservation SA; and Sandpit Media Pty Ltd, with concepts to be fully developed and delivered in the city or North Adelaide by January 2023.

The Capital City Committee provided \$300,000 towards the project.

### Mainstreet & Laneway Revitalisation and Improvement Grants

The Capital City Committee committed \$400,000 in funding for two rounds of grants with a focus on mainstreets and surrounding laneways. This built upon a previous successful partnership between the City of Adelaide and the Government of South Australia in April 2021, which saw \$200,000 invested in a grant scheme to revitalise and enhance street frontages on main streets.

Small businesses, organisations and property owners along the main streets and laneways in the city and North Adelaide were encouraged to apply for funding to activate and improve their exteriors, outdoor areas and overall street amenity to attract visitors and customers.

Administered by the City of Adelaide, Round One of the scheme opened from 1 – 28 February 2022 and was oversubscribed with 99 applications with the total pool of funding requested exceeding \$800,000.

A total of 25 businesses received grants ranging from \$2,000 to a maximum of \$10,000 with applicants contributing at least 20% of the total costs of the proposed improvements. Successful applicants used the grant funding for a variety of purposes including the purchase of outdoor furniture, signage, greenery, painting and window treatments.

Due to the significant demand for these grants, the opening of Round Two of the scheme was brought forward to June 2022 with \$200,000 in funding available. Fifty-nine applications were received with nearly \$255,000 in funding requested.

### Friday Night Live

The Friday Night Live grant programme provided an opportunity for eligible musicians to maintain a strong live music presence in the City and North Adelaide, providing reasons for people to return to the city and to support local businesses to recover from the impact of COVID-19 restrictions.

Friday Night Live was co-funded by the City of Adelaide and the Capital City Committee with each contributing \$45,000 towards the initiative. In January 2022, Council approved a further \$90k for the Friday Night Live program as part of the Reignite 2.0 initiatives.

The total programme funding of \$180,000 delivered direct incentives to businesses to seed fund programs of live music in their venues, as well as marketing including 'Friday Night Live Venue' window stickers for venues and an event photographer.

Over 40 venues were funded to operate Friday Night Live events, with grants contributing towards artist fees, the purchase of sound or lighting equipment to facilitate live music performances at the venue or dedicated sound and lighting technician costs.



### Event Infrastructure (Bollards) in the East End

The Government of South Australia together with the City of Adelaide invested \$300,000 for the installation of retractable and drop in bollards to enable efficient street closures in the East End during the February/March 2022 festival period. The initiative was designed to reduce costs, remove red tape, and improve safety for event organisers, local retailers and hospitality venues. The installation enabled street closures of Rundle Street, Frome Street, Ebenezer Place, Vardon Avenue and East Terrace, creating a festival atmosphere and outdoor dining opportunities onto streets and footpaths.

### Event Infrastructure Incentives Scheme

The Event Infrastructure Incentives Scheme, funded initially through the City of Adelaide, provided further assistance to the event sector and to support local businesses that supply the infrastructure required to operate events and festivals in the City of Adelaide. Funds were used to offset costs such as generator and fencing hire, site huts, toilets and other related infrastructure costs.

The Capital City Committee provided an additional \$50,000 towards a third round of incentives in 2021-22. The scheme was oversubscribed with 17 applications and a total funding request of over \$147,000. The seven successful recipients received up to \$10,000 towards events occurring from 1 January 2022 to 30 June 2022.

Events supported include Sanaa Street Festival, Wildlife Photographer of the Year, Fork Yeah it's Friday, Celebrating Culture – Adelaide Fringe RAP Launch, MACRO: Adelaide Festival Free Opening Event, Nature Day, and Gathered Markets.

### **City Plan**

The Capital City Committee allocated a total of \$200,000 (\$100,000 of which relates to the 2020-21 financial year) towards the development of this initiative to guide future growth and development of the heart of metropolitan Adelaide.

The 30-Year Plan for Greater Adelaide provides a sound framework for strategising the City's future within the context of metropolitan Adelaide and the State, however, is not positioned or able to provide the fine-grain on-ground responses to address the truly unique characteristics of the City of Adelaide. A dedicated City Plan offers the best approach to guiding future growth and development of the heart of metropolitan Adelaide.

### **City Residential Growth**

Population growth in the City of Adelaide has been a key focus of the Council and discussed on numerous occasions by the Capital City Committee. While the rate of population growth in the City of Adelaide has outstripped that of South Australia over the past two decades, significant issues remain in accelerating and sustaining this growth.

The Government of South Australia and City of Adelaide including the Adelaide Economic Development Agency worked together to address the variety of issues



associated with residential growth in the city.

During 2021-22, the City of Adelaide endorsed a residential housing and growth action plan, and commenced construction on city shaping projects including 88 O'Connell Street and Market Square.

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## Financial Performance

### Financial Performance at a Glance

Under the *City of Adelaide Act 1998* administrative and staffing costs of the Capital City Committee must be shared equally between the State and the City of Adelaide.

In 2021-22 contributions from both parties to the Committee totalled \$681,000.

Total Expenditure for 2021-22	
Activity	Allocation
Salaries	\$244,000
CreaTech City Challenge	\$300,000
Mainstreet & Laneway Revitalisation and Improvement Grants	\$200,000
Friday Night Live	\$45,000
Event Infrastructure (Bollards) in the East End	\$300,000
Event Infrastructure Incentives Scheme	\$50,000
City Plan	\$100,000
<b>Total</b>	<b>\$1,239,000</b>

### Executive Employment

No executives were directly employed in the administration of the Capital City Committee.

### Consultants Disclosure

No consultants were directly employed by the Capital City Committee in 2021-22.

### Reporting required under any other act or regulation

The Capital City Committee is not required to report under any other act or regulation.