

Attachment A

2024-2028 Strategic Plan - emerging messages from stakeholder interviews (at 4 August 2023)

- A desire for Council to implement approved master plans.
- Amplifying the strength and uniqueness of our Park Lands through sensitive and complimentary development and event infrastructure.
- Seeking confirmation about what a city within a park means to potential residents, visitors, workers and how Council can further lean into this distinct character.
- Greening streets, through increased tree canopy, use of sustainable infrastructure and materials including light posts, medium strips etc as well as enabling businesses and education institutions to green unused roads was highlighted.
- Ensuring the Council supports business and events with road closures, traffic management, signage, promotion etc is imperative. Working in collaboration with State Government to attract major events is seen to be an opportunity for council beyond the roads/ traffic management role it plays.
- The research identifies that Adelaide is a city that is generally easy to navigate despite there being some issues with parking and congestion.
- There is some tension with the pursuit of innovation and being known as a considered, planned, conservative and contained city. Whilst the conservatism is cited as part of the charm of Adelaide being a well-planned city, it can be seen as limiting, so continuous action to shift this mindset and historic construct is important.
- The knowledge economy is a complex idea, and positioning Adelaide as a global leader in higher education with clear career pathways into research and development, entrepreneurship, innovation is desirable. Supporting more big business and global research institutions to operate out of Adelaide was suggested.
- Ensuring there are opportunities and choices for graduates to pursue is important. Participants believe this is fundamentally the role of State Government but the Council should have a strong voice and position at the table.
- The development of Lot 14/old Royal Adelaide Hospital site was used as an example, seeking Council's advocacy for this development and acting as a communications conduit to residents/ business about its progress as we are all the benefactors
- It was acknowledged that whilst Council is not necessarily responsible for many developments and investment attraction the role they play in advocating for residents, the city and communicating progress widely and transparently is seen as their main role.