

Market Research outcomes for the Draft Strategic Plan 2024-2028

Tuesday, 19 September 2023
City Finance and Governance Committee

Strategic Alignment - Enabling Priorities

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Public

Approving Officer:
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EXECUTIVE SUMMARY

Council is required under the Local Government Act (SA) 1999 to review the suite of Strategic Management Plans within two years of a periodic election. The Strategic Plan review project will facilitate this, by incorporating the development of the 2024-2028 Strategic Plan and a review of the Strategic Planning Framework, alongside the work being brought separately to Council on the Long-Term Financial Plan, City Plan, and Asset and Infrastructure Management Plans.

As part of the Strategic Plan 2024-2028 development, Council conducted market research in August 2023 with an online survey of 800 respondents to identify community perceptions and visions. It provides views on areas of focus for Council and strengths, opportunities and challenges for the city. The report provides a summary of this information and forms part of the evidence base for the development of the strategic plan, along with the State of the City Report, the interviews with strategic leaders, and the feedback from the community during the six-week consultation period.

A Draft Strategic Plan 2024-2028 was presented at a Special City Finance and Governance Committee on 5 September 2023. Once a final Draft Strategic Plan 2024-2028 has been endorsed by Council, it will be available for community consultation over a six-week period. Responses from the community consultation process will be analysed and modifications to the draft will be considered ahead of a proposed adoption of the Strategic Plan 2024-2028 in December 2023.

RECOMMENDATION

The following recommendation will be presented to Council on 26 September 2023 for consideration

THAT THE CITY FINANCE AND GOVERNANCE COMMITTEE RECOMMENDS TO COUNCIL

THAT COUNCIL:

1. Notes the results from the McGregor Tan Community Perceptions and Vision survey of 800 respondents as provided in Attachment A to Item 4.8 on the Agenda for the meeting of the City Finance and Governance Committee held on 19 September 2023, which forms part of the evidence base for the development of the Strategic Plan 2024-2028.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Enabling Priorities
Policy	Not as a result of this report.
Consultation	There is no decision relating to consultation resulting from this report. Please note consultation on the Draft Strategic Plan 2024-2028 is currently open until 30 October 2023. The results of the consultation feedback and analysis will be reported to Council in November 2023
Resource	There are no additional resources required as a result of this report.
Risk / Legal / Legislative	There are no additional risks identified as a result of this report
Opportunities	There are no additional resources required as a result of this report
23/24 Budget Allocation	There are no additional budget resources required as a result of this report
Proposed 24/25 Budget Allocation	There are no additional budget resources required as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

1. Over the past several months Council has provided direction informing development of the 2024-2028 Strategic Plan through decisions, workshops and articulation of priorities of the 2023/24 Business Plan and Budget on key issues, policy positions and deliverables sought over this term.
2. As previously outlined in Agenda Item 7.3 of the 15 August meeting of the City Finance and Governance Committee qualitative and quantitative market research has been conducted to create an evidence base for decision making and inform the development of the draft Strategic Plan.
3. The quantitative market research consisted of an online survey of 800 responses from metropolitan and regional South Australia. The sample is representative in age and gender as based on the latest Census information.
4. The purpose of the quantitative market research was to identify community perceptions and visions relating to city. Views were also gathered on the strengths of the city, the key attributes of a capital city, and key priorities for the City of Adelaide. The survey results are provided as **Attachment A**.
5. The quantitative market research, along with the State of the City Report and the in-depth interviews forms the evidence base for the final Strategic Plan 2024-2028.
6. This evidence base will be considered alongside feedback from the six-week community consultation around the draft Strategic Plan 2024-2028. The feedback will be analysed and modifications to the draft will be considered ahead of a proposed adoption of the Strategic Plan 2024-2028 in December 2023

Summary of McGregor Tan Community Perceptions and Vision Online Survey of 800 Respondents

7. The survey responses were consistent with the current direction of the draft Strategic Plan 2024-2028. All page references below refer to pages in the Market Research – Community Perceptions and Vision Summary (**Attachment A**).
8. In addition to age and gender, respondents also identified how they used the city; 55% were city visitors, 36% city workers, 8% students and 5% city residents (page 4).
9. The key current perceptions that emerged (page 6) include:
 - 9.1. Adelaide embodies liveability, beauty and accessibility.
 - 9.2. Adelaide's Parklands and diverse range of events are key drivers of satisfaction.
 - 9.3. Providing a safe environment is considered paramount for any capital city.
10. Key feedback on the vision for the future of the city (page 7) include:
 - 10.1. Adelaide to be known as a liveable (and safe) city while pursuing top-tier environmentally sustainable practices.
 - 10.2. Desire for a community centric approach by Council to improve service delivery.
 - 10.3. Potential to enhance international engagement through tourism and events.
11. The top five attributes of the city (page 10) indicate that Adelaide is:
 - 11.1. Liveable (81%)
 - 11.2. Beautiful (78%)
 - 11.3. Accessible (74%)
 - 11.4. Family Friendly (69%)
 - 11.5. Clean (65%)
12. The top five most valued features of the city (page 13) were:
 - 12.1. Greenery and Park Lands (56%)
 - 12.2. Events and entertainment opportunities (45%)
 - 12.3. Public and open spaces (45%)
 - 12.4. Hospitality – Restaurants/cafes (41%)
 - 12.5. Accessibility and ease of getting around (40%)
13. The report also categorised the perceptions around capital city offerings based on their relative importance and satisfaction into four areas (page 14); concentrate, maintain, promote, and secondary focus.

- 13.1. “Concentrate” focus areas (reflecting high importance and a low satisfaction - page14) included convenient parking options, a well-serviced public transport system, and well-maintained public infrastructure and assets.
- 13.2. “Maintain” focus areas (reflecting high importance and high satisfaction – page 16) included a safe environment for visitors and residents, well-maintained Park Lands and open spaces and being welcoming, accessible and inclusive for all.
- 13.3. “Promote” focus areas (reflecting low importance and high satisfaction – page 17) included supporting a diverse range of events, having a vibrant city atmosphere, community and social services, and recreational facilities open for all.
- 13.4. “Secondary” focus areas (reflecting low importance and low satisfaction – page 18) included a good network of bike lanes and walking paths, a culture that supports business innovation and growth, environmentally sustainable initiatives, and having a variety of stories and signage depicting first nations culture.
14. The top three focus areas identified for Council were sustainability and maintaining green spaces, safety and security, and transportation and movement (page 21).
15. Other important findings indicated that tourism and events were considered critical for enhancing international engagement (page 23) while a community-centred approach as well as improvements to parking would enhance Council’s service provision.

Project Timeline

16. A Draft Strategic Plan 2024-2028 was presented to a Special City Finance and Governance Meeting on 5 September 2023.
17. Once a final Draft Strategic Plan 2024-2028 has been endorsed by Council, it will be available for community consultation over a six-week period later this year. Council will receive the community engagement findings and an updated 2024-2028 Strategic Plan for consideration. Adoption of the Strategic Plan is proposed to occur in December 2023.

ATTACHMENTS

Attachment A – Market Research – Community Perceptions and Vision Summary

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