



## High Level Engagement Plan

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### PURPOSE OF ENGAGEMENT

To inform the Economic Development Strategy (the Strategy), targeted stakeholder engagement and broad community consultation will be undertaken in accordance with Council's Community Consultation Policy.

Feedback from stakeholders will be sought to:

- Inform key stakeholders of Council's new draft Strategy.
- Seek feedback on the proposed Strategy to ensure the information, data and goals are in line with the needs of the community.
- Enable advocacy to the State and Federal Government.

Research has been undertaken to support the development of the Economic Development Strategy and includes:

- Economic Profile – preparation of an Economic Profile for the City of Adelaide (CoA) to inform Council's Draft Strategic Plan 2024-2028
- Housing Research – CoA Housing Audit and Need Analysis which considers economic and economic development factors relating to housing in the CoA (June to September 2023).
- City Plan – City Plan Studio Sessions including Magnet City and New Urban Form (September 2023).
- Night Time Economy – University of Melbourne's Melbourne Centre for Cities Night Shift Project Team (commenced May 2023).
- [Capital City Committee of Lord Mayors Economic Development and Research Working Group](#) – Night Time Economy Research and Quarterly Pulse Reports (ongoing).
- [South Australian Economic Statement](#) – State Government through discussions on the South Australian Economic Statement (July 2023).

### BACKGROUND INFORMATION

City of Adelaide (CoA) is developing an Economic Development Strategy in line with the [Terms of Reference of the City Planning, Development and Business Affairs Committee](#) (CBPDA). A purpose of this committee is: *To review and, if necessary, guide the development of a city-wide economic development strategy and a local heritage strategy and policy.*

The development of an Economic Development Strategy will clarify Council's role in economic development and set strategic directions for Council, CoA Administration and its subsidiaries (including Adelaide Economic Development Agency) for implementation.

The last CoA economic policy/strategy was the Economically Prosperous City Strategy 2012-2016.

The proposed City of Adelaide Economic Development Strategy has a ten-year planning horizon and a four-year delivery focus from 2024-2028.

Research and targeted external consultation with specialists has occurred to inform the development of this draft Strategy. Further targeted consultation with key stakeholders is planned.

### STRATEGIC LINK

City of Adelaide Strategic Plan 2024-2028 (draft) provides the following overarching strategic directions and actions to support the Economic Development Strategy.

### LEGISLATIVE REQUIREMENTS

Council has no legislative requirement to engage on this Strategy. Council’s Community Consultation Policy will be used to guide the process.

### TIMEFRAMES

These timeframes are indicative.

After Council on 14 November	Targeted stakeholder engagement
January to February 2024 (4 weeks)	Broad community engagement
March 2024	Review feedback and amend Strategy
May 2024	Updated Strategy and engagement report to Council for endorsement

### LEVEL OF ENGAGEMENT

Level of Engagement	Inform	Consult	Involve	Collaborate	Empower
<b>Goal</b>	<b>One way communication</b> to provide balanced and objective information to assist understanding about something that is going to happen or has already happened.	Two way communications designed to obtain feedback on ideas, alternatives and proposals to inform <b>our decision making</b> .	Participatory process designed to help identify issues and views to ensure that concerns and aspirations are understood and considered prior to <b>our decision making</b> .	Working together to develop an understanding of all issues and interests to work out alternatives and identify preferred solutions for <b>joint decision making</b> .	We may facilitate the process and/or upskill community. <b>Places final decision-making in the hands of the community.</b>
<b>Approach</b>	We will <b>share information</b> about a decision or direction.	We will <b>explore options</b> , gain feedback and an understanding of your concerns and preferences.	We will <b>involve you</b> in the process so your ideas, concerns and aspirations are reflected in the alternatives developed or the final decision.	We will <b>collaborate with you</b> so your advice, innovation and recommendations are included in the final decision that we make together.	We will implement, or support you to <b>implement what you decide</b> .
<b>Role of Stakeholder/Community</b>	<b>Listen</b>	<b>Contribute</b>	<b>Participate</b>	<b>Partner</b>	<b>Decide</b>

## EVALUATION PLAN

Feedback received through the consultation process will be collated and reported to Council for review. Once this feedback has been considered it will be incorporated into the policy for final review and decision.

The consultation will be evaluated with the following performance indicators:

- Support of stakeholder and community members reached.
- Support of participants in the process to reconsider the policy.
- Number of quality responses received.
- Responses received by people with lived experience.
- Feedback about the process.
- Timeframes and budget were delivered.