

Kadaltilla

Adelaide Park Lands Authority

Kadaltilla 2023 Community Forum Consultation Summary

**Thursday, 23 November
2023**

Board Meeting

Author:

Manager Governance

Public

Purpose

It is a requirement under the Kadaltilla / Adelaide Park Lands Authority Charter (Kadaltilla Charter) that an Annual Community Forum be held by the end of October in each year at a place and time determined by resolution of the Board.

The format of the 2023 Annual Community Forum was a two-hour pop-up session held on four days in four different locations in order to target different sections of the population and reach non-Park Lands users. The theme for the 2023 Annual Community Forum was “Park Lands Rambles”.

The purpose of this report is to provide the Board a detailed summary of the consultation received during each of the four Annual Community Forum sessions.

Recommendation

THAT THE KADALTILLA / ADELAIDE PARK LANDS AUTHORITY ADVISES THE STATE GOVERNMENT AND COUNCIL:

That the Kadaltilla / Adelaide Park Lands Authority:

1. Notes the summary of the 2023 Kadaltilla Annual Community Forum as Attachment A to Item 6.2 on the Agenda for the meeting of the Board of Kadaltilla / Adelaide Park Lands Authority held on 23 November 2023.

Implications

Adelaide Park Lands Management Strategy 2015-2025	Adelaide Park Lands Management Strategy 2015-2025 The Annual Community Forum was used to engage with stakeholders and the community on the revised Adelaide Park Lands Management Strategy (APLMS).
2020-2025 Strategic Plan	Adelaide Park Lands Authority 2020-2025 Strategic Plan Strategic Plan Alignment – Culture Action 1.4 - Host an Annual Community Forum
Policy	Not as a result of this report
Consultation	Not as a result of this report
Resource	Not as a result of this report
Risk / Legal / Legislative	It is a requirement under the Kadaltilla Charter that an Annual Community Forum is held by the end of October in each year at a place and time determined by resolution of the Board.
Opportunities	The Annual Community Forum provided an opportunity for diverse input from a range of perspectives while increasing awareness of the APLMS and understanding of the Park Lands.
City of Adelaide Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	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

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Discussion

Introduction

1. The Kadaltilla / Adelaide Park Lands Authority Charter (Kadaltilla Charter) sets out the requirement for an Annual Community Forum in section 4.10, which states:
 - 4.10.1 *An Annual Community Forum shall be held by the end of October in each year at a place and time determined by resolution of the Board.*
 - 4.10.2 *Notice of the Annual Community Forum must be given to Board Members and accessible by the public at least 21 days prior to the scheduled date.*
 - 4.10.3 *A reasonable number of copies of any document or report supplied to Board Members for the Annual Community Forum must be available for members of the public at the forum.*
 - 4.10.4 *The Annual Community Forum will be conducted in a place accessible to the public to discuss business of a general nature aimed at reviewing the progress and direction of the Authority.*
2. The Kadaltilla Annual Community Forum commenced on the 12 September 2023 and concluded on the 19 October 2023.
 - 2.1. Pop-Up Session 1 was held in the Adelaide Central Market on Tuesday 12 September 2023 from 11:00am to 1:00pm.
 - 2.2. Pop-Up Session 2 was held in Mary Lee Park (Park 27B) on Sunday 17 September 2023 from 10:00am to 12:00pm.
 - 2.3. Pop-Up Session 3 was held in Victoria Park / Pakapakanthi (Park 16) on Sunday 8 October 2023 from 10:00am to 12:00pm.
 - 2.4. Pop-Up Session 4 was held in Pelzer Park / Pityarilla (Park 19) on Thursday 19 October 2023 from 11:00am to 1:00pm.
3. The consultation was advertised through:
 - 3.1. City of Adelaide's social media pages
 - 3.2. The Lord Mayor's social media pages
 - 3.3. The Kadaltilla website
 - 3.4. City of Adelaide's digital screens
 - 3.5. City of Adelaide staff email signature banner
 - 3.6. Newsletters (Wellbeing newsletter; Carbon Neutral newsletter; City Business newsletter; and Your Community newsletter)
 - 3.7. The Next Edition
 - 3.8. On-site signage
4. Specific audiences were targeted (on top of more generic advertising) to ensure a diversity of feedback received. This included;
5. Numerous opportunities to provide feedback were offered and included:
 - 5.1. Four public Community Forum events
 - 5.2. Written submissions (post and email)
 - 5.3. Social Media channels, i.e. direct comments on Facebook posts
6. The 2023 Annual Community Forum discussed business of a general nature aimed at reviewing the progress and direction of Kadaltilla. The following eleven posters (**Attachment A**) showcasing previous achievements or upcoming projects were on display at each of the four events:
 - 6.1. City Skate Park
 - 6.2. Park Terrace Community Garden
 - 6.3. Park Lands Trail
 - 6.4. Kids on Country
 - 6.5. Kadaltilla / Adelaide Park Lands Authority

- 6.6. Victoria Park / Pakapakanthi (Park 16) Wetland
- 6.7. Victoria Park / Pakapakanthi (Park 16) Master Plan
- 6.8. Rymill Park / Murlawirrapurka (Park 14) Master Plan
- 6.9. Adelaide Park Lands Management Strategy
- 6.10. Comprehensive Survey of Adelaide Park Lands' Biodiversity
- 6.11. What do you Consider Accessible Park Lands?
- 7. Consultation feedback was also sought on the following seven questions:
 - 7.1. What activities do you want to do or see in the Adelaide Park Lands?
 - 7.2. What activities would get you to use the Adelaide Park Lands more than you currently use them?
 - 7.3. What is your favourite area in the Adelaide Park Lands and why?
 - 7.4. How do you find out about what to do in the Adelaide Park Lands?
 - 7.5. Are you a City of Adelaide resident?
 - 7.6. What do you consider accessible Adelaide Park Lands? Do you feel alienated from any areas in particular?
 - 7.7. How would you like the Adelaide Park Lands to be promoted?
- 8. Free coffee and plant giveaways were used to entice maximum public engagement.
- 9. The previous Annual Community Forum was held on 20 August 2022 at Adelaide Pavilion in Veale Gardens. Approximately 100 people participated in person on the day.

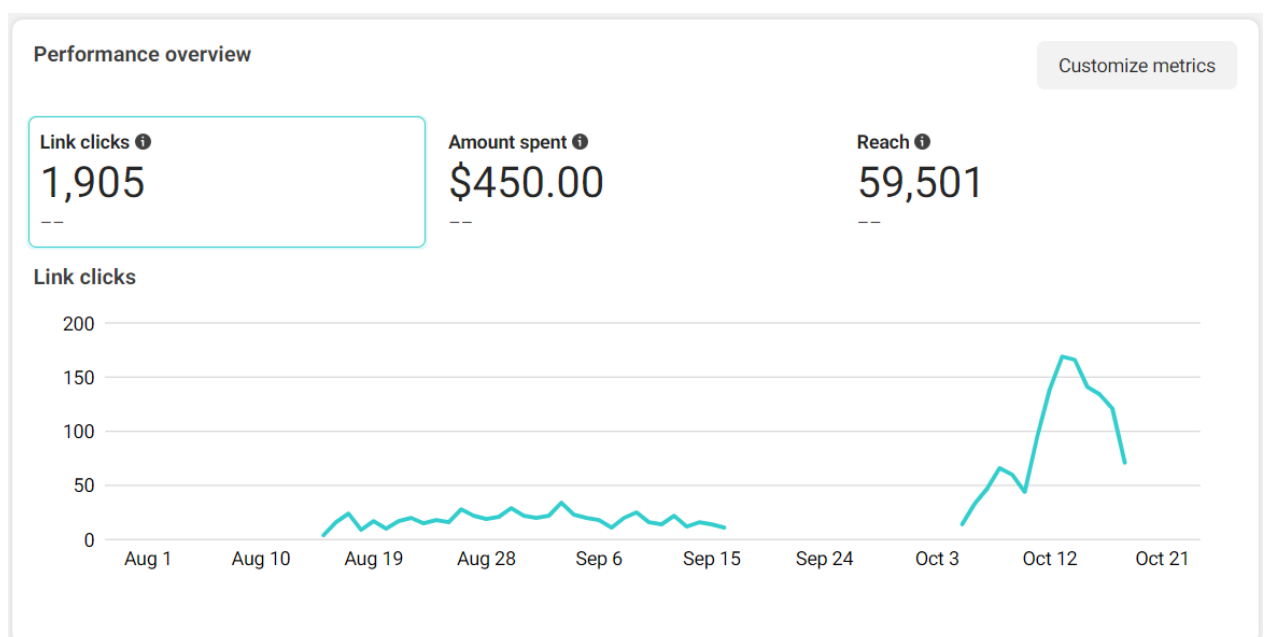
Feedback Summary

- 10. In 2023, approximately 400 people attended in person across the four Kadaltilla Annual Community Forums, and a total of 312 responses were received.
 - 10.1. 73 responses were received at Pop-Up Session 1 that was held in the Adelaide Central Market.
 - 10.2. 78 responses were received at Pop-Up Session 2 that was held in Mary Lee Park (Park 27B).
 - 10.3. 95 responses were received at Pop-Up Session 3 that was held in Victoria Park / Pakapakanthi (Park 16).
 - 10.4. 57 responses were received at Pop-Up Session 4 that was held in Pelzer Park / Pityarilla (Park 19).
 - 10.5. Six responses were received via post, email, or social media.
- 11. A one-page summary of the feedback received is provided in **Attachment B**.
- 12. What we heard from the 312 responses (**Attachment C**) received can be summarised as follows:
 - 12.1. Of the 106 responses that provided their residential suburb, 20% (21 responses) were City of Adelaide residents and 80% (85 responses) were not City of Adelaide residents.
 - 12.2. 49% of responses were positive and loved the Park Lands as they currently are, while 51% of responses provided constructive criticism and suggested improvements in the Park Lands.
 - 12.3. The favourite locations in the Park Lands were the Victoria Park / Pakapakanthi wetlands and Marshmallow Playground; however, the responses could have been positively influenced by the location of the community forum in both locations.
 - 12.4. The main themes of the responses were broken down as follows:
 - 12.4.1. 97% (29 responses) felt that more advertising of the Park Lands or signage in the Park Lands was required, and 3% (one response) felt that the amount of current Park Lands advertising undertaken was adequate.
 - 12.4.2. 96% (25 responses) were strongly against current and/or future State Government projects in the Park Lands, with 4% (one response) in favour of State Government projects in the Park Lands.
 - 12.4.3. 94% (30 responses) were supportive of sporting occurring in the Park Lands, and only 6% (two responses) thought that there were too many sporting ovals in the Park Lands.
 - 12.4.4. 93% (fourteen responses) were in favour of moving the Adelaide 500 outside of the Park Lands, and 7% (one response) was okay with the Adelaide 500 in the Park Lands.

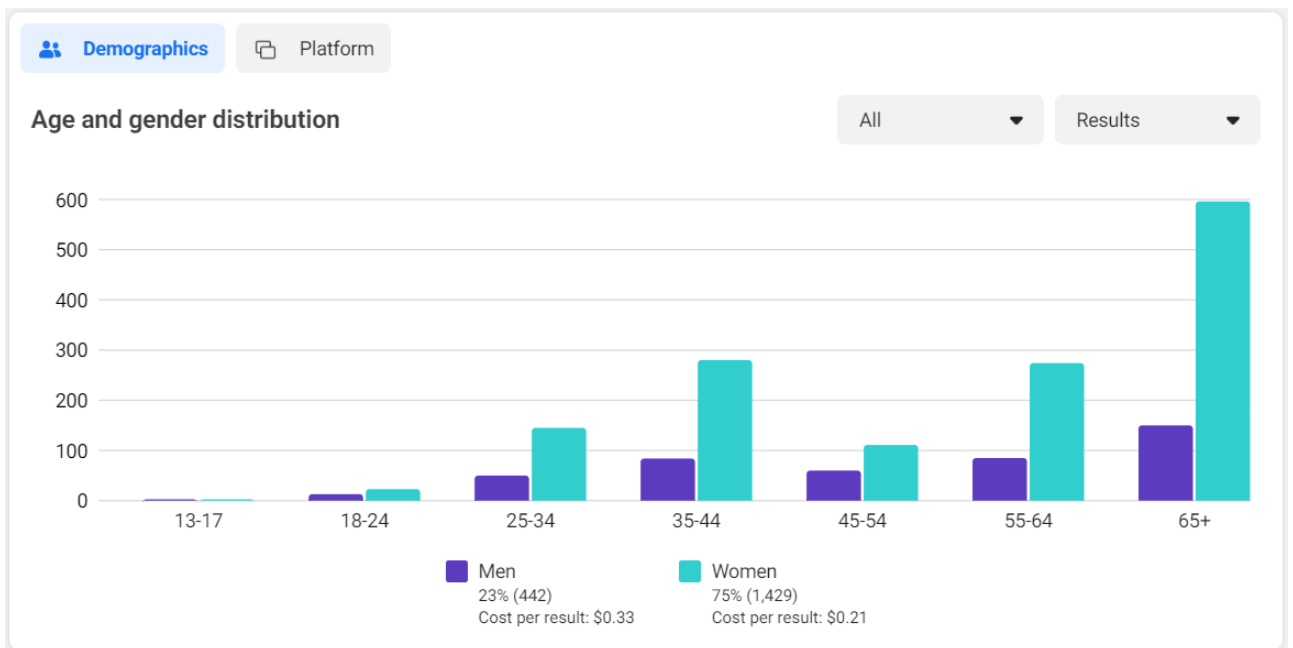
- 12.4.5. 86% (twelve responses) stated that parking options in the Park Lands was inadequate, and 14% (two responses) stated that parking was acceptable as is or should be reduced further.
- 12.4.6. 82% (nine responses) don't support horses being located in the Park Lands, and 18% (two responses) are supportive of horses in the Park Lands.
- 12.4.7. 77% (64 responses) mentioned that they use the walking or cycling tracks in the Park Lands and liked their current condition, whereas 23% (19 responses) felt that the current walking or cycling tracks needed improvements or felt that there was too many in the Park Lands.
- 12.4.8. 75% (six responses) were in favour of fencing in the Park Lands, and 25% (two responses) felt alienated by fencing in the Park Lands.
- 12.4.9. 65% (20 responses) wanted more native or biodiverse plantings in the Park Lands, and 35% (eleven responses) wanted more ornamental or flowering planting in the Park Lands.
- 12.4.10. 64% (nine responses) wanted more toilets in the Park Lands, and 36% (5 responses) thought there was enough toilets or too many in the Park Lands.
- 12.4.11. 52% (eleven responses) though access into the Park Lands needed improving, and 48% (10 responses) thought access into the Park Lands was good.
- 12.4.12. 100% (23 responses) stated that they support festivals and events in the Park Lands. No responses were received against festival or events occurring in the Park Lands.
- 12.4.13. 100% (41 responses) were in favour of the playgrounds in the Park Lands and/or wanted more playgrounds, in particular nature-based playgrounds. No responses were received stating that there were too many playgrounds in the Park Lands.
- 12.4.14. 52 responses were received requested more infrastructure in the Park Lands included more shade via trees (48% (25 responses)), more lighting (29% (15 responses)), more benches (15% (eight responses)), and more BBQ's (8% (four responses)).
- 12.4.15. Seven response requested more drinking fountains in the Park Lands, primarily dog drinking fountains.
- 12.4.16. Five responses wanted more food option (e.g. cafes or food vans) in the Park Lands, particularly next to playgrounds.
- 12.4.17. Four responses wanted better Kaurua representation in the Park Lands.
- 12.4.18. Two responses wanted more recycling bins located in the Park Lands.

Advertising Campaign Summary

- 13. There were 1,905 clicks predominately from women from the paid social media advertising campaign in September and October 2023 as depicted below:

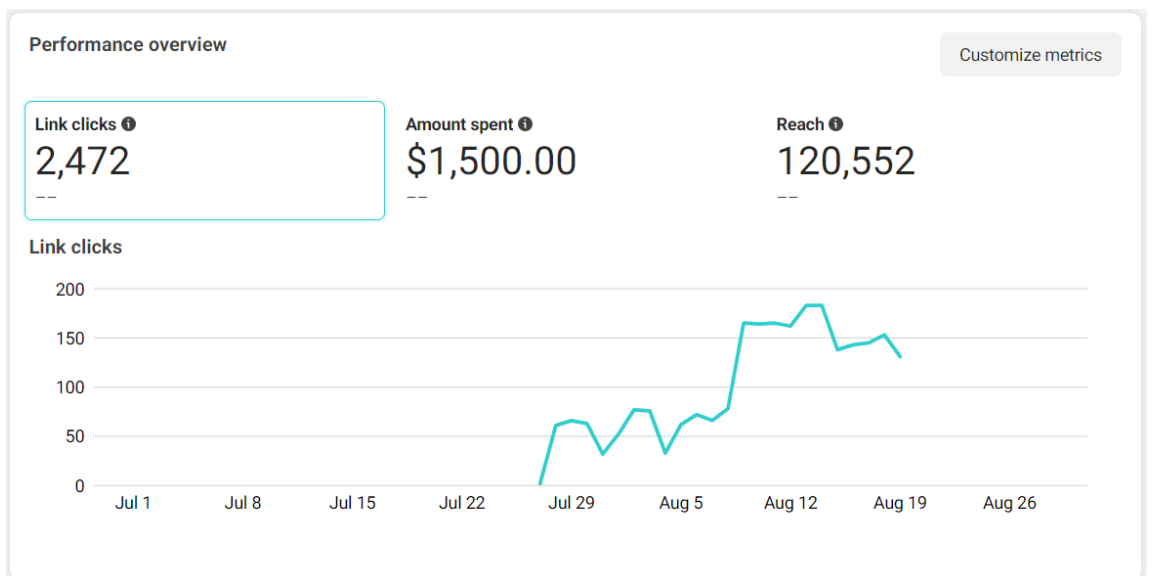


13.1.

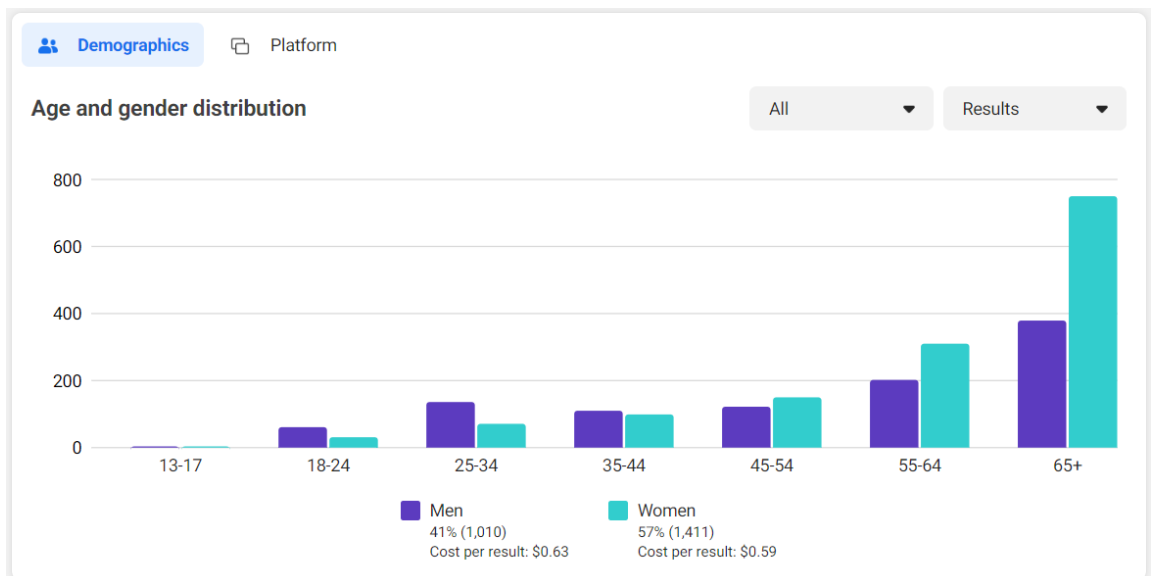


13.2.

13.3. Below is a summary of the 2022 community forum campaign which spent \$1,500 on paid social media advertising and resulted in 2,472 clicks predominately from women.





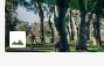



13.3.1.



13.3.2.



14. The 2023 social media posts by the City of Adelaide reached over 10,000 people and resulted in 104 clicks as depicted below:

DATE	POSTS	IMPRESSIONS	ENGAGEMENTS	REACH	CLICKS	COMMENTS
	7	12,85K	104	10,87K	104	2
13 Oct 12:00 PM	 Join us at Marshmallow Playground in Pelzer P... City of Adelaide Kadaltilla Annual Community Forum	3,6K	35	3,5K	43	0
3 Oct 3:00 PM	 Share your thoughts on the Adelaide Park Lands! J... City of Adelaide Kadaltilla Annual Community Forum	1,3K	7	1,2K	7	1
18 Sep 3:00 PM	 Share your thoughts on the Adelaide Park Lands! J... City of Adelaide Kadaltilla Annual Community Forum	1,4K	15	970	20	0
8 Sep 12:00 PM	 Share your thoughts on the Adelaide Park Lands! J... City of Adelaide Kadaltilla Annual Community Forum	1,1K	8	1K	5	0
6 Sep 3:00 PM	 Have your say on the future of Victoria Park / Pakapak... City of Adelaide Victoria Park Master Plan +1	1,1K	3	1K	5	0
15 Aug 3:00 PM	 What do the Adelaide Park Lands mean to you? Joi... City of Adelaide Kadaltilla Annual Community Forum	3,3K	33	3,1K	22	0

14.1.

14.2. Below is a summary of the 2022 community forum campaign which reached over 4,000 people and resulted in 27 likes:

Content performance		1 Filters			
POSTS ↓	IMPRESSIONS	ENGAGEMENTS	VIDEO VIEWS	LIKES	REACH
2	4,42K	33	642	27	4,16K

City of Adelaide	City of Adelaide
<p>1 Sep 2022, 3:06 PM Adelaide Park Lands ...</p> <p>Do you want to help shape the future of the Adelaide Park Lands?...</p> 	<p>11 Aug 2022, 9:15 AM Adelaide Park Land...</p> <p>Are you someone who uses the Adelaide Park Lands, lives near the Park Lands or...</p> 
<p>Impressions: 2,7K</p> <p>Engagements: 29</p> <p>Video views: 642</p> <p>Likes: 23</p> <p>Reach: 2,5K</p>	<p>Impressions: 1,7K</p> <p>Engagements: 4</p> <p>Video views: -</p> <p>Likes: 4</p> <p>Reach: 1,6K</p>

14.2.1.

15. The most successful 2023 social media advertising was on 13 October, which reached 3,500 people. The wording on that post promoted the free giveaways before mentioning the name of the Board:

City of Adelaide
October 13 at 12:00 PM · 🌐

☕️ Join us at Marshmallow Playground in Pelzer Park (Park 19) on Thursday October 19, from 11 am to 1 pm, to enjoy free coffee, hot chocolate, and take home a free plant courtesy of the Kadaltilla / Adelaide Park Lands Authority.

🌿 Come and share what the Adelaide Park Lands mean to you and help us shape the future of these beloved spaces: <https://brnw.ch/21wDtgX>



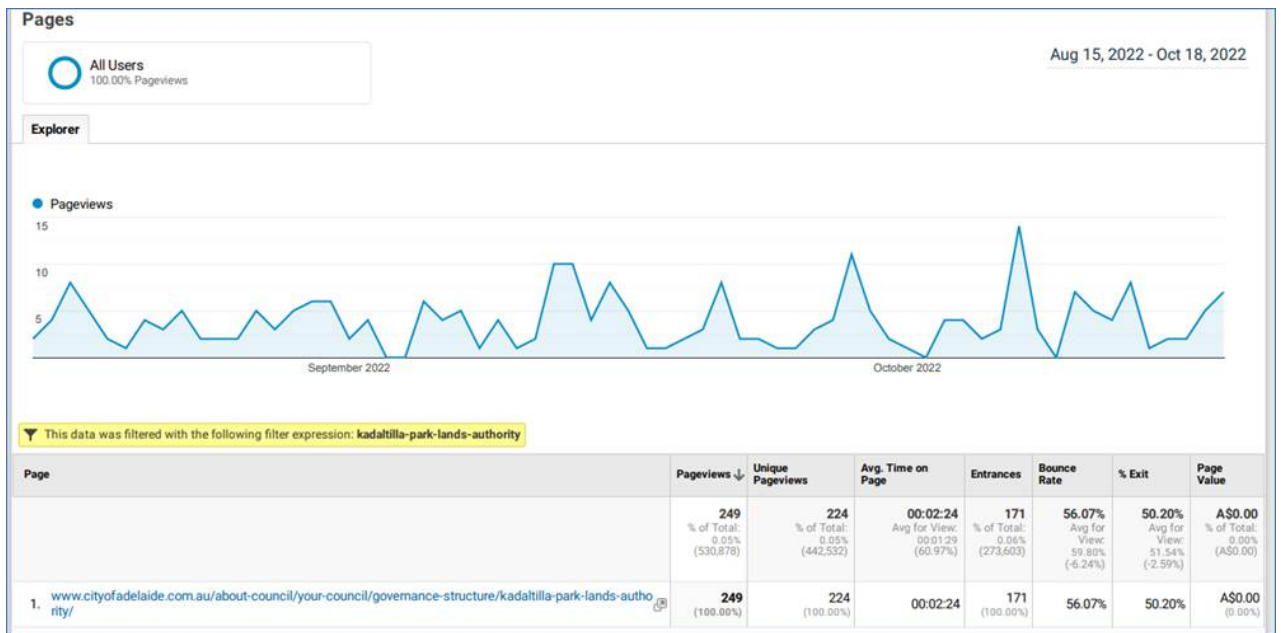
15.1.

16. Compared to preceding 2-month period (June - August), there was over 2000 Kadaltilla webpage views, which is a significant increase of over 1000% during campaign period, although the time spent on the webpage was lower -65%.

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
SHOW ALL ROWS	2,316 vs. 201 ↑ 1,052.24%	1,866 vs. 128 ↑ 1,357.81%	1.24 vs. 1.57 ↓ -20.96%	0m 11s vs. 32.21 ↓ -64.83%	7,066 vs. 626 ↑ 1,028.75%	0.00 vs. 0.00	\$0.00 vs. \$0.00
1 Kadaltilla / Adelaide Park Lands Authority City of Adelaide							
Aug 15 - Oct 18, 2023	2,316	1,866	1.24	0m 11s	7,066	0.00	\$0.00
Jun 11 - Aug 14, 2023	201	128	1.57	0m 32s	626	0.00	\$0.00
% change	1,052.24%	1,357.81%	-20.96%	-64.83%	1,028.75%	0%	0%

16.1.

16.2. Below is a summary of the Kadaltilla webpage traffic over the same period last year (August – October 2022) with over 200 page views:



16.3.

17. In summary, the 2023 advertising campaign spent less money on every person reached (\$0.23) compared to the 2022 advertising campaign (\$0.61).

Attachments

Attachment A – Annual Community Forum Posters

Attachment B – One-Page Consultation Summary

Attachment C – Public Consultation Responses Received