



## High Level Engagement Plan

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### PURPOSE OF ENGAGEMENT

To inform the draft 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 draft Strategy.
- Seek feedback on the draft Strategy to ensure the information, data and goals are in line with the needs of the community.
- Enable partnerships and advocacy to the State and Federal Government, business sector, investment attraction and growth.

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

- Economic Development Strategy Round Table - with an address from: Professor Michele Acuto, University of Melbourne, Dr Susan Stone, University of South Australia, Brenton Caffin, Department of Premier and Cabinet and Ryan Williams, Australian Centre for Business Growth (University of South Australia), followed by a panel and collaborative discussion at tables to inform the draft Economic Development Strategy (December 2023).
- Housing Research – City of Adelaide Housing Audit and Need Analysis which has considered economic and economic development factors relating to housing in the City of Adelaide (June to September 2023).
- City Plan – City Plan Studio Sessions including (September 2023):
  - Magnet City – which posed the question 'As a climate resilient city, what will be different about Adelaide in 2036?'
  - New Urban Form – which posed the question 'As a city with double the population, what will be different about Adelaide in 2036?'
- [South Australian Economic Statement](#) – State Government discussions on the South Australian Economic Statement (July 2023).
- Night Time Economy – University of Melbourne's Melbourne Centre for Cities Night Shift Project Team (commenced May 2023).
- Economic Profile – preparation of an Economic Profile for the City of Adelaide to inform City of Adelaide Strategic Plan 2024-2028.

- [Capital City Committee of Lord Mayors Economic Development and Research Working Group](#) – Night Time Economy Research and City Pulse Reports (ongoing).

## 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 City of Adelaide and its subsidiaries including Adelaide Economic Development Agency, Adelaide Central Market Authority and Kadaltila / Adelaide Park Lands Authority.

The last City of Adelaide economic development strategy was the Economically Prosperous City Strategy 2012-2016.

The draft 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 the draft Strategy. Further targeted consultation with key stakeholders is planned, including through AEDA's networks.

## STRATEGIC LINK

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

Our Economy: Growing, innovative and responsive

*In ten years Adelaide will be the strong economic focal point of the state, attracting investment and talent from around the world. New and diverse industries will complement and build on our economic strengths and city businesses will be successful and connected to global opportunities.*

## 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 pending Council decision on 5 March 2024:

April - May 2024 (6 weeks)	Targeted stakeholder engagement and broad community engagement, this will include promotion of the draft Strategy for consultation at all relevant CoA and AEDA events and in marketing materials.
May - June 2024	Review feedback and amend draft Strategy and engagement report.
July 2024	Present Strategy to Council for decision.

## 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 analysed to inform revisions to the draft Strategy. A consultation summary and amendments to the draft Strategy will be reported to Council for decision.

The consultation will be evaluated with the following performance indicators:

- Support of sector stakeholders and community members reached.
- Support from Council subsidiaries.
- Feedback about the process.
- Timeframes and budget were delivered.