

## ATTACHMENT C – WRITTEN SUBMISSIONS

### WRITTEN SUBMISSION/FEEDBACK 1

Abraham

30 April 2024

Nothing on plan

Just a headline

Thanks

### WRITTEN SUBMISSION/FEEDBACK 2

Robert Warn

30 April 2024

Good from here.

### WRITTEN SUBMISSION/FEEDBACK 3

Gary Phillipotts

1 May 2024

1- I have no comments re this subject on the 24/25 Business Plan & Budget – I appreciate the elected councillors have ( or should have ) a much better understanding of this subject / area . As always do your best with what finances you have available.

Anonymous

1 May 2024

Dear ACC,

We all know that “consultation” is a box-ticking exercise, so I make a few simple points most of which I have made before to no avail.

1. The document is an unnecessarily glossy one which has taken resources which were not needed.
2. Rates should not be increased: the ACC is raising more money from new developments and higher property values. Of course, many of those developments are of poor architectural merit and are destroying the appearance of the City and North Adelaide.
3. Local government should not be providing welfare services. This is the responsibility of state and federal governments, and private organizations.
4. There are other non-essential activities which are unnecessary and should be ceased.
5. The University residential colleges are not educational institutions but are accommodation providers and hence should be rated properties. Some are disappearing so will provide more revenue for the Council once developed.
6. The ACC should cease unnecessary expenditures e.g. street “art” which is the subject, invariably, of disbelief. It is not the ACC’s responsibility to provide an income to selected self-proclaimed artists. Nor should our streets be turned into The Bronx with the most overwhelming, dated, and ugly coverage of walls, particularly on tall buildings which dominate the visual environment. The ACC should not be the determinant of good taste.
7. The upgrade of main streets with new plantings is a waste of money UNLESS the plants are maintained regularly.
8. The provision of waste collection via the contracted company needs to be policed. Too often, bins are left in front of garage doors, damaged and upturned, and waste does not reach the skip, leading to inconvenience and residents having to sweep up.
9. The residents of 40-89 Kingston Terrace have petitioned for action on the poor condition of bluestone gutters, lighting, camber of the road, and, I think, the only rubble car parking areas remaining in North Adelaide and the City adjacent to parklands. Still, we are treated as lesser citizens.

Enough said. I oppose the Business Plan and Budget

## WRITTEN SUBMISSION/FEEDBACK 5

Christine Hunter

1 May 2024

I live within the environs of the city and am a member of the parklands association because every day I am grateful to its existence.

I am concerned that money won't be used to upgrade degraded land for everyone's enjoyment in your projects outlook. Adelaide, despite our Parklands, holds the sorry position of having the least green cover of the cities of the nation. And when I read about the land where disused tennis court bitumen remains and Helen Mayo Park being left unused and damaged when previous promises to return said areas to natural beauty are "on hold" then I feel obliged to speak up. Please remember the health and green benefits to all in a hot and dry city, of the green spaces.

Christine Hunter

## WRITTEN SUBMISSION/FEEDBACK 6

Dani Ricciardi (WOMADelaide)

10 May 2024

Mr Terizakis,

We are writing to express our concern and feedback on the current City of Adelaide's DRAFT 2024/25 Business Plan & Budget. Specifically relating to the council's intent to reduce sponsorship and grants by \$1.296m in the 2024/2025 budget.

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Sponsorships, Contributions and Donations

\$6.304m Sponsorships, Contributions and Donations are paid to community groups and organisations. As Council considers a strategic view to partnerships, our funding allocation for 2024/25 has remained in line with 2023/24 funding allocation. In order to minimise the rate revenue increase at 5.9%, a reduction in expenses of \$1.296m been factored into the 2024/25. Council's intent is to reduce sponsorships and grants by this amount.

We expressed our immediate concern and provided feedback to Nikki Govan, Chair of Adelaide Economic Development Authority (AEDA) on 19 April, following the council meeting. Please find attached a copy of this letter.

WOMADelaide, is currently in its 2nd year of a 3-year agreement with the City of Adelaide / AEDA, would be significantly affected by any reduction in the contracted level of support.

By way of background, the current agreement provides annual support of \$75,000 per festival – an amount incidentally has not been increased since 2019 despite the significant increase in costs, scale and positive visitor impact for the city.

While festivals and cultural events more broadly are having to manage the complex pressures within the current economy and community – a significant aspect of having an assured level of financial

commitment from partners like the City of Adelaide enables them to make commitments to key cultural aspects of programming and any reduction to this level of support would have a significant impact on the program budget of the festival.

WOMADelaide takes place in the eastern parklands adjacent to the city, meaning that attendees and participants undertake a large range of activities in the city area.

To provide an indicative estimate of the impact on the CBD, from the 2023 event;

- 54% of attendees were visitors to Adelaide
- 48% of attendances were from interstate and overseas
- 25,020 of the attendees were visitors to South Australia, spending an average of \$2,729 per respondent
- Average visitor length of stay in South Australia was 5.26 nights noting that WOMADelaide is a 3 day / 4 night event

It is indicatively assumed around 57% – or 51,258 visitor nights of the accommodation is in the CBD.

With the event being held in the parklands, it would also imply that the majority of the spend at restaurants, bars etc would be CBD centric. The total gross spend that would occur and be attributed to the CBD would be \$37.1 million.

Equally, the event in 2023 delivered positive branding outcomes for Adelaide City, including:

- 98% of visitors to the state said they would visit Adelaide again
- 93% of visitors said they would recommend Adelaide to friends and family
- 47% of visitors said their visit had changed their opinion of the city of Adelaide for the better
- 31% of respondents were able to identify the City of Adelaide as a WOMADelaide sponsor.

Please also find attached our 2023 Economic Impact study which showcases additional detail of the Economic and Social benefits of WOMADelaide to not only the City of Adelaide but South Australians.

We hope for the reduction in sponsorship and grants to be reconsidered. To cut funding to key events that deliver significant visitation, economic activity and profile to the City goes against the ethos of the Festival State and will equally reduce the visitor impact of these events upon the wider economic activity generated in the city which hosts and supports such events – in part to stimulate and active the City's wider economy and culture.

On Behalf of the WOMADelaide Foundation,

Dani Ricciardi  
Director, Marketing & Development  
WOMADelaide

19/04/2024

Ms Nikki Govan  
Chair  
AEDA  
5 Pirie Street  
Adelaide 5000

Dear Nikki,

We are writing to express our concern at the recently reported decision of the Adelaide City Council to fund budgeted rate revenue shortfalls resulting from a shift in rate increases from 6.9% to 5.9% from the Council's existing sponsorship, grant, and funding commitments to events.

WOMADelaide, which is currently in its 2nd year of a 3-year agreement with the City of Adelaide / AESA, would be significantly affected by any reduction in the contracted level of support.

By way of background, the current agreement provides for annual support of \$75,000 per festival – an amount incidentally which has not been increased since 2019 despite the significant increase in costs, scale and positive visitor impact for the city. Any reduction to this level of support would have a substantial impact on the festival's budget.

WOMADelaide takes place in the eastern parklands adjacent to the city, meaning that attendees and participants undertake a large range of activities in the city area.

To provide an indicative estimate of the impact on the CBD, from the 2023 event;

- **54%** of attendees were visitors to Adelaide
- **48%** of attendances were from interstate and overseas
  
- **25,020** of the attendees were visitors to South Australia, spending an average of **\$2,729** per Respondent
  
- Average visitor length of stay in South Australia was **5.26 nights**
  - noting that WOMADelaide is a 4-day event
  
- **48%** of visitors stayed in hotels
- **14%** stayed in Airbnb
- **4%** in rental apartments
- **2%** stayed with friends and relatives.
- **38%** in other (caravan parks, backpacker, mixture of options etc.)



If it is indicatively assumed that around **57%** – or **51,258** visitor nights of the accommodation is in the CBD.

With the event being held in the parklands, it would also imply that the majority of the spend at restaurants, bars etc would be CBD centric. The total gross spend that would occur and be attributed to the CBD would be **\$37.1 million**.

Equally, the event in 2023 delivered positive branding outcomes for Adelaide City, including:

- 98.2% of visitors to the state said they would visit Adelaide again
- 92.5% of visitors said they would recommend Adelaide to friends and family
- 47.1% of visitors said their visit had changed their opinion of the city of Adelaide for the better
- 31% of respondents were able to identify the City of Adelaide as a WOMADelaide sponsor.

Please also find attached our 2023 Economic Impact study which showcases additional detail of the Economic and Social benefits of WOMADelaide to not only the City of Adelaide but South Australians.

We do hope that you are able to dissuade the Council from taking such a retrograde step as is being contemplated – to cut funding to key events that deliver significant visitation, economic activity and profile to the City.

Yours sincerely,

Ian Scobie AM  
Director  
WOMADelaide Foundation

 **Hackett** Foundation *Events*

# WOMADelaide

- THE WORLD'S FESTIVAL -

10-13 MARCH ♥ 2023



**2023 RESULTS**

*"There is really nothing else like it anywhere on the planet."*  
The Australian



WOMADelaide Tainmuntillangka, Kaurna yartangka. Ngadlurlu tampinithi, Kaurna miyurna yaitya mathanya Wama Tarnpanyaku. Ngadlu iyangka Kaurna yartangka tikanthi, tirkanthi, warpulayinithi. Ngadlurlu Kaurna purkarna pukinangku, yalaka, tarrkarri-ana tampinithi.

WOMADelaide is in Tainmuntilla on Kaurna land. We recognise that Kaurna people are the original owners/custodians of the Adelaide Plains. We live, learn and work here on Kaurna land and recognise Kaurna Elders from the past, present and into the future.

# 700+ ARTISTS 30+ COUNTRIES 7 STAGES

**An iconic open-air festival celebrating cultural discovery in the heart of Adelaide's stunning Botanic Park / Tainmuntilla.**

The World's Festival since 1992, **WOMADelaide** is a truly unique part of the Australian festival landscape, showcasing the best, the essential – and the surprising – from around the world of music, arts, dance and ideas.

Finally – after three challenging years – audiences and artists from around the world were reunited at a record-breaking WOMADelaide in Botanic Park/Tainmuntilla. The program attracted over 110,000 people across the festival long weekend with arguably the biggest and most diverse WOMADelaide line-up ever with performances from artists such as **AURORA, Bon Iver, Fantastic Negrito, Florence + The Machine, The Proclaimers, Sampa The Great, Bangarra Dance Theatre, Soul II Soul, Youssou N'Dour** and the return of **Gratte Ciel's Place des Ariges**.

The festival came full circle with the final performance on Monday night as **Youssou N'Dour** returned – having performed at the first festival in 1992, with an uplifting set delivered in stunning form with his Super Étoile band from Senegal.

The world returned, for audiences and artists alike and 50% of advance sales were to interstate visitors to South Australia who were able to travel again – together with a record number of first-time attendees.

On behalf of the WOMADelaide Foundation and the team behind this extraordinary event, thank you – we look forward to seeing you again in 2024.

**Ian Scoble AM**  
Director

*"Cultural and creative diversity engulfed Tainmuntilla / Botanic Park on Friday night as WOMADelaide made a triumphant return."*  
Hifway



# 2023 LINEUP



## Around The Park

Not everything happens on a stage. WOMAbelaide continues to invite audiences to explore the park each year with renowned installations and surprise performances.

This year we saw the return of **Grattie Clef's** joyous, **Place des Anges** as well as **Didier Theron Company**, **Foco alaire**, Luke Jerram's **GALA**, **Galmæ** and **Gosti**.

*"There's no substitute for being in the thick of it as feathers tumble down by the thousands, and looking around you and seeing people of all ages simply caught up in what they're seeing, hearing and feeling."*

## The Australian

## The Planet Talks

A program full of ideas and an imagined better future. Not just a feast for the ears, but also the mind, audiences heard from a cohort of some of the country's finest thinkers, scientists, activists and commentators.

Over the last few years the world has changed, but for many the pace of change has not been quick enough. There is still a challenge to help all of humanity thrive, while also acting to protect and restore the biodiversity and ecology supporting us.

What would happen if we gave our rivers, forests and oceans rights? Gave a Voice to Parliament for First Nations Peoples? Added seaweed to the diet of 100 million cattle? These questions were at the forefront of conversation.

Speakers included community leader, environmental advocate and scholar, Nyikina Warrwa woman **Anne Poellina**, water justice scholar **Erin O'Donnell**, water economist **Sarah Wheeler**, entrepreneur **Steve Meller** and expert on the illegal wildlife trade **Phil Cassey** and WOMAbelaide favourites, **Patricia Karvelas** and **Fran Kelly** presenting *The Party Room*.



## Taste the World

Nestled between the WoShop and Stage 2, Taste the World allowed audiences to explore the world through their tastebuds. Artists joined patrons in a relaxed setting cooking their favourite dishes while sharing stories from home.

### Artists Included:

**ADG7** (South Korea)  
**BaiaKlava Blues** (Canada/Ukraine)  
**Béla Fleck & Abigail Washburn** (USA)  
**Climafunk** (Cuba)  
**Constantinople** (Canada)  
**Dili Allstars** (Timor-Leste/Australia)  
**The Garifuna Collective** (Belize)  
**Izy** (Australia)  
**Julian Beibachir** (Australia)  
**Mindy Meng Wang** 王萌 (China)  
**Ondetópica** (Columbia)  
**Small Island Big Song** (Taiwan/PNG/Mauritius/Australia)  
**Yungchen Lhamo** (Tibet)



## Food, Bars and Stalls

Living up to its name of a food lover's dream in a musical paradise, WOMADelaide offers an incredibly diverse selection of international cuisines prepared by some of Australia's finest food vendors.

From a cold beer or cider to a glass of premium wine, a soothing tea or a refreshing gin, WOMADelaide has a beverage for everyone. This year we welcomed the **Angels Bar**, a perfect location to get a drink while still being in the heart of the action – it was heaven.

**Kobza Café**, a boho ethno-chic Ukrainian café selling artisan coffee and traditional Ukrainian soul food was a new initiative of the **Association of Ukrainians in South Australia** with over **\$60K raised** going directly to the Ukraine Crisis Appeal financing emergency shelters for people escaping bombing.

**93%** of Food Stallholders proudly South Australian



## KidZone

Curated and designed by South Australian company **Climbing Tree**, KidZone was the dream destination for kids, alive with interactive entertainment and adventure-filled learning.

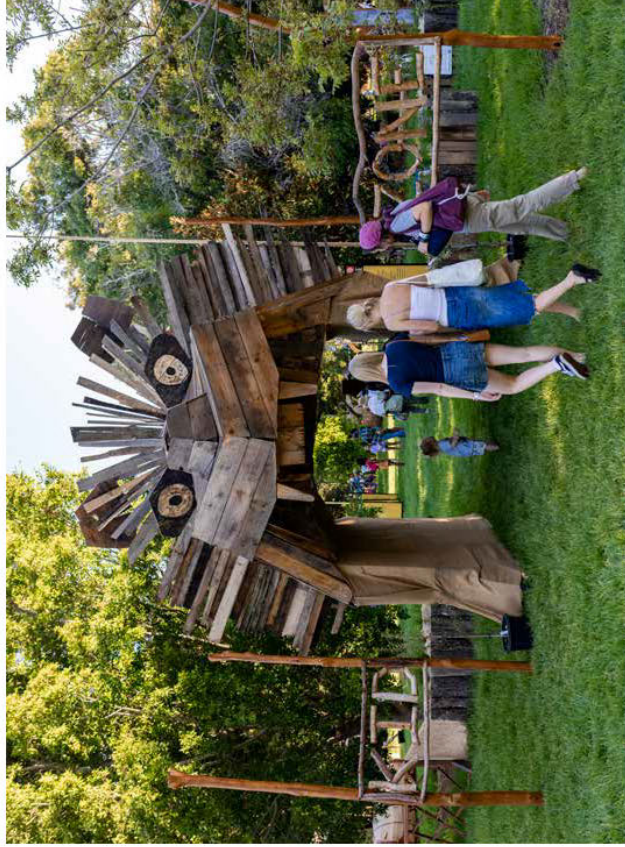
The program included arts and crafts sessions, amazing museum discoveries, nature-play and interactive circus and theatre entertainment.

The cultural engagement and fun continued with Uncle's Stevie's Kaurua Classroom taking to the Story Time stage to teach kids about the practices and language of the traditional custodians of the land on which WOMADelaide is held.



Diderik Thelion Company - France

A record **9,000+** children under 12 attended the festival



## Workshops

Adding to the richness of the WOMADelaide experience, patrons took part in several artist led workshops from international performers such as **Asanti Dance Theatre**, **Bab' L'Bluz**, and **Constantinople** as well as celebrated local organisation **Ku Arts**.

## Community Access Program

The WOMADelaide Community Access Program provided **320+ tickets** to a wide range of community groups.

Now in its 10th year, the program allows access to individuals and organisations who wouldn't normally have the chance to experience the event.

This year visitors from **Adelaide Secondary School of English**, **Mind Australia**, **Wiltja Boasting Dept for Education**, **Blossom Support**, **Life Without Barriers** and **Anangu Communities Foundation** enjoyed the celebration of music, arts and dance.



*"Tickets were used this year by three generations of an Aboriginal family and a number of new arrival adults and children. I took two groups of refugee children and at the end of the day I could hardly walk but the children had a wonderful time!"*

**Margaret Hayman**  
Community Development Coordinator, Darlington Children's Centre



The total visitor spend attributable to the event being held in the state is estimated as being **\$24.6 million (excluding tickets) +\$3.7 million** of spend retained in the state by South Australians

## Key Findings Attendee Research

### Executive Summary

Over the past 31 years, WOMAdelaide has demonstrated its significant public support coming not only from ticket sales but in terms of the general community response to the hosting of the event.

**Major events benefit the hosting community in several ways**

- The first is through the contribution to the cultural life of the community - and its impact on wellbeing and quality of life generally. The importance in this regard is reinforced in an economic context by the creative economies and creative cities 'movement' which emphasises the role of the creative community in generating economic and social outcomes in a region.

**The vibe in the city around March each year is palpable, and WOMAdelaide is a critical component.**

- The second is a narrower context and is the benefit in terms of its impact on the local economy through the generation of tourism expenditure, and consequently upon jobs and incomes. The event attracts visitors who spend money on accommodation, in taxis and transport, and in entertainment.

**54%** of attendees were visitors to Adelaide

**48%** of attendances were from interstate and overseas

**25,020** of attendees were visitors to South Australia, spending an average of **\$2,729** per respondent

Average visitor length of stay in South Australia **5.26 nights**

**+3.4%** of visitors who would have come to Adelaide anyway said they stayed longer because of the event being held, and the average used for the extra length of stay was **4.03 nights**

Total Economic Impact of WOMAdelaide 2023, **\$35.1 million**

Creating direct employment from the event for **303 FT equivalent**

It is estimated the event also has associated expenditure (in gross terms) of **\$49.9 million in total throughout the economy**

Creating **2,177** employment opportunities for South Australians





## Festival Impact

### WOMADelaide 2023 Linked Economic Activity

Overall, the 2023 event's economic impact was a record high and was significantly higher than 2022. The economic value improvement was generated by increased attendances, and to some degree increased expenditure amounts per attendee.

**80%** of hotel nights were in the CBD

**15%** in Airbnb

**50%** in rental apartments

**10%** Friends and relatives

**10%** other

**57%** of the accommodation is in the CBD

**110,777** visitor nights

**70%** of South Australians agreed (47% strongly agreed) that the opportunity to attend WOMADelaide is important to them and their family in the way they feel about living and working in South Australia – helping build the economic base of the state.

### Economic Impact of WOMADelaide 2023

In addition to the short-term economic benefits, the event has a range of longer-term impacts, with research supporting the following outcomes:

**92.5%** of visitors said they will recommend visiting Adelaide to friends and family and

**78%** said they will definitely visit the state again (and a further **17%** probably)

**47%** of visitors said that their visit had changed their perception of Adelaide for the better

**70%** of South Australian respondents said that the opportunity to attend WOMADelaide was important for them living and working in the state

#### Associated/Gross Spend (\$m)

Local Attendees	Visitor Attendees	Operations	TOTAL
\$8.33	\$26.26	\$15.32	\$49.90

#### Economic Impact

	Visitor Attendees	Retained Expenditure	Operations	TOTAL
Created Visitors	21,308			21,308
Created Visitor Nights	110,777			110,777
Created Spend (\$m)	\$24.6	\$4.4	\$6	\$35.1
Impact on Gross State Product (\$m)	\$24.5	\$3.7	\$7.4	\$35.6
Impact on Employment (FTEs)	205	31	67	303

## Employment and Net Economic Impact

Holding WOMADelaide in South Australia is estimated as producing a **total net economic benefit of \$35.6 million** in terms of incomes gross state product (GSP) and **303 in full time employment (FTE)**



People employed full time 2018 – 2023



AUTOGRA - November

### 2023 Estimates -

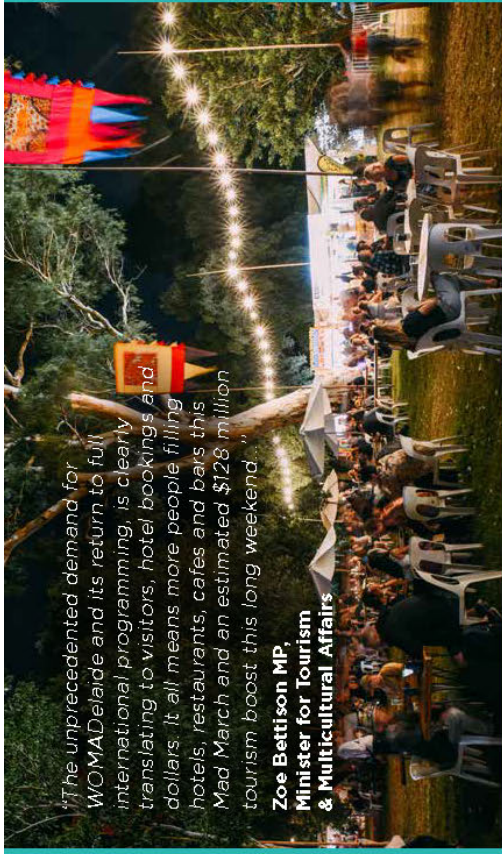
Comparison with estimates for previous years

	2018	2019	2020	2021	2022	2023	% Change 2023 2022
<b>In scope attendance</b>	24,506	24,768	26,382	18,690	22,194	46,185	108.1%
<b>Out of state 'new' visitors</b>	10,650	10,924	11,428	1,684	8,688	21,308	145.3%
<b>Visitor nights created</b>	49,852	55,251	66,667	9,437	52,266	110,777	111.9%
<b>Newly Created Expenditure</b>							
<b>Visitor (\$'000)</b>	\$9,928	\$11,727	\$12,759	\$1,732	\$10,348	\$24,997	141.6%
<b>Retained (\$'000)</b>	\$2,931	\$3,171	\$2,959	\$3,137	\$1,944	\$4,271	119.7%
<b>Operating (\$'000)</b>	\$3,103	\$3,290	\$3,292	\$1,522	\$4,360	\$5,978	37.1%
<b>Total (\$'000)</b>	\$15,962	\$18,188	\$19,010	\$6,391	\$16,652	\$35,246	111.7%
<b>Impact on GSP (\$'000)</b>	\$16,933	\$18,285	\$19,216	\$6,888	\$17,432	\$36,561	109.7%
<b>Employment (FTEs)</b>	170	176	182	68	161	311	93.4%

Note that visitors and visitor night numbers for 2023 are not directly comparable to the previous numbers - as up until this analysis these numbers related to adult visitors only. To ensure consistency with other studies this has now been updated to reflect all visitors and visitor nights relating to attendance - adults and children.

"The unprecedented demand for WOMADelaide and its return to full international programming, is clearly translating to visitors, hotel bookings and dollars. It all means more people filling hotels, restaurants, cafes and bars this Mad March and an estimated \$128 million tourism boost this long weekend."

**Zoe Bettison MP,**  
Minister for Tourism & Multicultural Affairs



## Survey results and key characteristics

**93%** of visitors to the state indicated that attending WOMADelaide was the main purpose of their visit.

The average length of stay in South Australia for visitors who attended mainly because of the event was **5.26** nights

**3.4%** of visitors who would have come to Adelaide anyway said they stayed longer because of the event being held, and the average used for the extra length of stay was **4.03** nights

### Survey Results

	Adelaide SA	Regional SA	Vic	NSW	Qld	NT	WA	ACT	Tas	OS	Total Visitors Adelaide SA
<b>Number</b>	1735	250	826	505	147	77	97	62	69	18	2051
<b>Proportion from survey</b>	45.8%	6.6%	21.8%	13.3%	3.9%	2.0%	2.6%	1.6%	1.8%	0.5%	54.2%
<b>Proportion - out of state</b>			46%	28%	8%	4%	5%	3%	4%	1%	100%
<b>Average Days Attended</b>	2.7	2.6	3.4	3.3	3.1	3.6	3.9	3.1	3.3	2.0	3.2
<b>Main reason for visit (propn)</b>			96.4%	94.3%	89.0%	89.5%	92.6%	89.9%	88.7%	88.7%	83.5%
<b>Length of stay</b>			4.9	5.41	6	5.76	5.9	5.38	5.42	5.83	5.26
<b>Number in group (adults and children)</b>			2.1	1.89	1.69	1.62	2.08	1.82	2	1.67	1.95
<b>Proportion who stayed longer</b>			1.9%	3.2%	5.4%	3.9%	4.1%	6.5%	10.1%	22.2%	3.4%
<b>Length of stay longer</b>			4	4.12	4.37	2.67	4.75	3.66	3.75	4	4.03

## Regional Dispersal

The event attracts substantial media, and national and international artists which assists in promotion of the state as a creative centre and visitor destination.

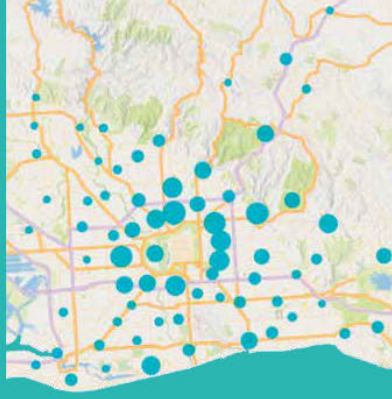
**58.5%** of visitors said they would recommend visiting Adelaide to friends and family without being asked because of their visit, and a further **12.0%** said they would recommend it if asked. **74%** said they would attend WOMAdelaide next year. **65.2%** of visitors said that attending had changed their perception of Adelaide and South Australia for the better.

**73%** of patrons visited other regions whilst in South Australia

<b>12%</b> Adelaide Hills	<b>3%</b> Kangaroo Island
<b>8%</b> Barossa	<b>4%</b> Limestone Coast
<b>4%</b> Clare Valley	<b>5%</b> Murray River Lakes and Cootong
<b>1%</b> Eyre Peninsula	<b>2%</b> Riverland
<b>11%</b> Fleurieu Peninsula	<b>2%</b> Yorke Peninsula
<b>2%</b> Flinders Ranges & Outback	<b>9%</b> Other

## Ticket buyers by Post code

Second to the CBD, the Metropolitan areas where the highest % of WOMAdelaide ticket buyers live are noted below. As seen in the heat map, this creates a ring route around the city.



## Highest Purchase by Postcode (excluding CBD)

Postcode	%
Beulah Park, Kent Town, Norwood, Norwood South, Rose Park, 2067	<b>2.5</b>
Eastwood, Frewville, Fullarton, Highgate, Parkside 2063	<b>2.5</b>
Brown Hill Creek, Clapham, Hawthorn, Kingswood, Lower Mitcham, Lynton, Mitcham, Netherby, Springfield, Torrens Park, Fitzroy, Ovingham, Prospect, Thorngate 2062	<b>2.4</b>
Millie End, Thebarton, Torrensville 2082	<b>2.3</b>
Hyde Park, Malvern, Unley 2031	<b>2.3</b>
Clarence Park, Goodwood, Kings Park, Millswood, Wayville 2061	<b>2.3</b>
Heathpool, Kensington, Leabrook, Marryatville, St Morris, Trinity Gardens 2063	<b>2.2</b>
Blackwood, Coromandel Valley, Craigburn Farm, Hawthorndene 2068	<b>2.2</b>
Grange, Henley Beach, Tenbyson 2051	<b>2.0</b>
Collinswood, Gilberton, Medindie, Vale Park, Walkerville 2022	<b>1.9</b>
	<b>1.6</b>







## Audience Growth

It's evident that growth in new audiences each year comes from strategic programming decisions. More mainstream artists and large-scale exclusive executions alongside the core traditions of what WOMADelaide has fostered over 31 years continues to bring in new audiences. Once converted, they are likely to return.

### How many first-time attendees?

**81%** of respondents in 2023 had attended previous years of WOMADelaide, whilst **19%** stated that 2023 was their first time.



increase in total tickets sold on 2020

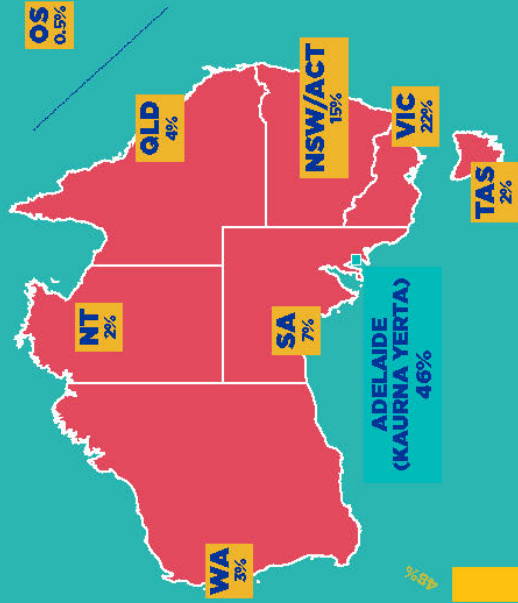
2023 WAS MY FIRST TIME **19%**



## Where do our audiences travel from?

**52%** of 2023 patrons were based in South Australia, whilst **22%** travelled from Victoria

Attendees from out of state tended to spend an average of **3.4 days** at the event, compared to South Australian residents who spent an average of **2.9 days**



% interstate audience growth 2018 - 2023



**54%** of 2023 ticket buyers had not purchased a ticket to WOMADelaide in the past three years

**69%** Interstate Ticket Buyers

**69%** of 2023 ticket buyers had not purchased a ticket to WOMADelaide in the past three years

**21%** bought a ticket in 2022  
**3%** bought a ticket in 2021  
**20%** bought a ticket in 2020

### Advance Ticket Buyer Data

11 November 2022

**32%** bought a ticket in 2022  
**10%** bought a ticket in 2021  
**28%** bought a ticket in 2020

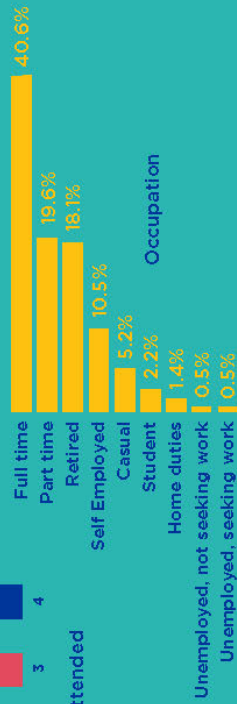
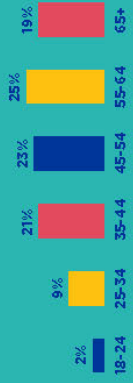
## Profile of Survey Respondents



Average days attended **3.1**



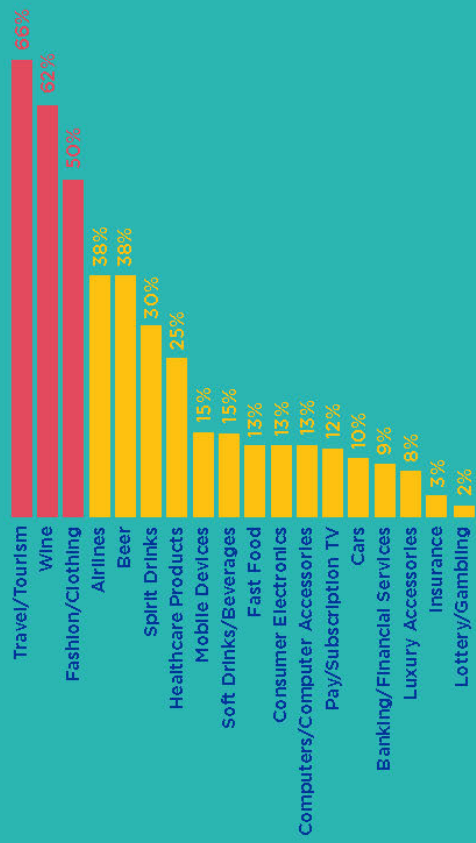
### Age Breakdown



Bangarra Dance Theatre - Australia

## What are attendees interested in?

Travel, wine and fashion remain the top three areas of interest for respondents as 2022 with **66%** stating they are interested in travel/tourism.



21. Sampa The Great - Zambia



*"2023 feels like the globally-minded festival is in full flight again."*  
**The Guardian**

23. Azanti Dance Theatre - Ghana/Australia

## Communications Strategy

WOMAdelaide is a tangible experience and more than 'just another music festival'. It's a pilgrimage for artists and audiences from around the world to come and experience the vibrancy of the festival season that so beautifully showcases South Australia's riches of lifestyle, culture and diversity, staged in Australia's only 'UNESCO City of Music'.

The 2023 event has made this more evident than ever with the return of an international line up, large-scale programming and continued favourites such as The Planet, Talks, KidZone, Taste the World and the return of the Taste the World Restaurant, this time held at The Sanctuary, Adelaide Zoo.

With continued growth in sales during the campaign, our communications strategy required a shift the event had not seen before.

Saturday tickets

**SOLD OUT on 3 February**

3 and 4 day tickets

**SOLD OUT on 4 February**

Sunday tickets

**SOLD OUT on 5 March**

Friday tickets

**SOLD OUT on 9 March**



Ferocious Highbro - USA

## Audience Development

WOMAdelaide has an unprecedented loyal audience. Organic generational development occurs each year due to the diversity in programming and access for families to introduce their children to the event early (under 12s are admitted free).

Resources this year shifted towards targeting new audiences to ensure longevity of the event and ability to retain our status as a truly unique part of the Australian festival landscape. We saw immense success in this through our new vs returning patron numbers.

# Digital Audiences

## Website

2023 saw a shift in the marketing strategy to utilise data and make data driven decisions when allocating budget and resources to attract audiences to the website. Not only did we see an increase in visitors to the website, where they were coming from is in line with where funds were allocated. This supported a more strategic approach to utilising data insights moving into the future.

## Top 8 Acquisitions

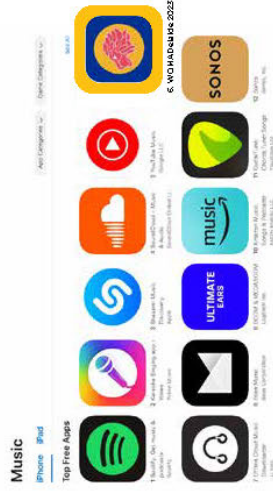
- Source / Medium
- Google
- WOMAdelaide.com.au
- eComms - MailChimp
- Meta (Facebook / Instagram)
- southaustralia.com / referral
- Bing
- RAA referral
- Duckduckgo

## App

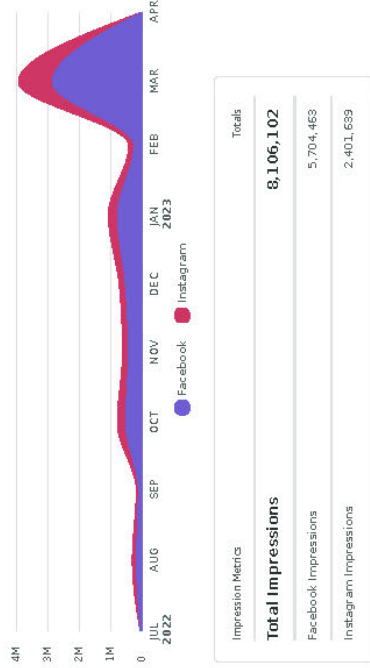
Year on year the WOMAdelaide app continues to be a favourite for people navigating the program, site and event.

Downloads #25,000 **+40%** on 2020

Across Australia the app was featured as Number 6 in the Apple Store for Top Free Apps within the music category. This exceeds all other major music events on within the February - April period.



## Meta Impressions



## Meta Followers

- Instagram** 23,301
- Facebook** 45,169
- LinkedIn** 558
- Messenger** 43% increase compared to last year
- TikTok** 2,401,639

**TIK TOK**  
With a new audience demographic this year, we saw user-generated content increase. Whilst we see value in the platform and the organic nature it has within the event, we equally see value in the platform playing a role in our 2024 paid digital spend.









## Taste The World Restaurant @ Sanctuary

Returning to the park, with two of Adelaide's favourite chefs joining forces to create a culinary adventure of fine food amidst the stunning views into Adelaide Zoo and Botanic Park / Tainmuntilla

**Sol38's Terry Intarakhamhaeng** and **Blanco Horner's** Executive Chef **Jack Bird** delighted diners with a fresh and vibrant menu celebrating flavours of Thailand and beyond.

The restaurant was a well received respite for patrons, featuring table service and restaurant-level comfort all within the Festival site.



## WOMADelaide x NSS Academy

In 2020 **WOMADelaide** partnered with **Northern Sound System (NSS)**, a vibrant youth music centre in Elizabeth, to create the **WOMADelaide x NSS Academy**.

The training and development program gives young, emerging First Nations and culturally diverse artists the chance to hone their music skills through song writing and production intensives, studio sessions, workshops in schools and live gigs, guided by local and national music industry professionals.

Seven artists took part in the Academy this year with **DEM MOB** and **TAIAHA** selected to perform at **WOMADelaide 2023**.

Previous graduates include: **MARLON X RULLA**, **Sokel**, **Eisy Wameyo** and **Sonz of Serpent**.



DEM MOB - Australia

**"WOMADelaide, an event regarded among the artists as being more like a summer camp than a regular music festival."**  
**Sydney Morning Herald**

*"Over many years we have nursed an ambition to help build the future careers of young musicians, not only through experiencing the extraordinary artists who perform at the festival but through a tailor-made development program. We are thrilled that the Academy will combine professional mentors with NSS's acclaimed training initiatives, further building WOMADelaide's connection with young local emerging talent and audience across the community."*

**Ian Scoble AM**  
**WOMADelaide Director**

## Green + Global

Environmental leadership is a fundamental ambition of WOMADelaide, with a long history of driving and embracing new sustainability practices that have become industry standards.

In 2001 WOMADelaide was the first major event in Australia to adopt a waste management strategy ensuring only biodegradable and recyclable wastes were produced by festival goers. In 2009 the three bin system was introduced that is now ubiquitous at festivals, events and households around the country.

97.5% of festival waste was diverted from landfill, with the circular economy practice across all operations fully embraced.

### Habitat Restoration and Conservation

In partnership with Greening Australia, WOMADelaide's carbon offset program has overseen the planting of over 107 hectares of biodiverse native forests, woodlands and heathlands around South Australia on Kauria, Ngarrindjeri and Peramangk land. The plantings have been designed and situated to ensure enough carbon is sequestered in the vegetation to offset the emissions footprint of every festival since 2007.

In 2022 and 2023, Greening Australia and WOMADelaide partnered with the Hills and Fleurieu Landscape Board and National Park and Wildlife Service SA to restore over 20 hectares of woodland heath to help the endangered Mount Lofty Ranges Chestnut-rumped Heathwren and the critically endangered Beautiful Firetail Finch.

This year, **\$65,304** was donated to continue the revegetation program while also sequestering carbon and supporting local conservation priorities.

### Reusable Revolution

Following the success of initiatives to replace disposable bar cups with reusable ones, WOMADelaide has further reduced the use of single-use containers and increased the number of drinks sold in reusable cups.

In this biggest year, **150,000** single use cups were prevented from entering the waste system. This site-wide project was facilitated by our dedicated WOMADelaide Cup Squad and supported by Bertacup, who washed over **35,000 cups per day** across the 4 days of the festival.

This equates to preventing **1.25 tonnes (1,250 kg)** of plastic from entering the waste system.

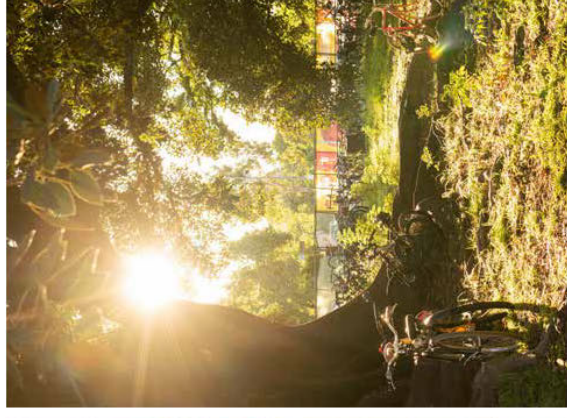
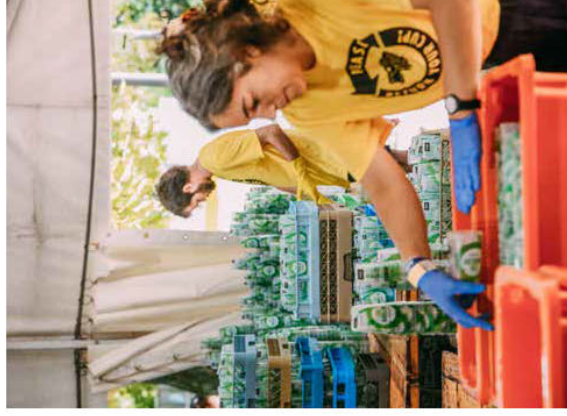
### Waste

WOMADelaide continued with great success its target of being a zero-waste-to-landfill event. In 2023, **less than 2.49%** of festival waste generated went to landfill. Approximately **19%** of the waste generated by the festival was composted by Jerreen and approximately **6.82%** was recycled by Scouts Recycling.

All packaging used across the festivals food and drink stalls is **100% compostable and biodegradable**, supplied by WeSalute.

### It's a sign

In 2023 WOMADelaide introduced ACE Outdoor board to the Festival site. ACE outdoor is a 100% compostable product. Where possible we continue to retain wayfinding and site signage for more than one year and will build on this for 2024 and beyond.



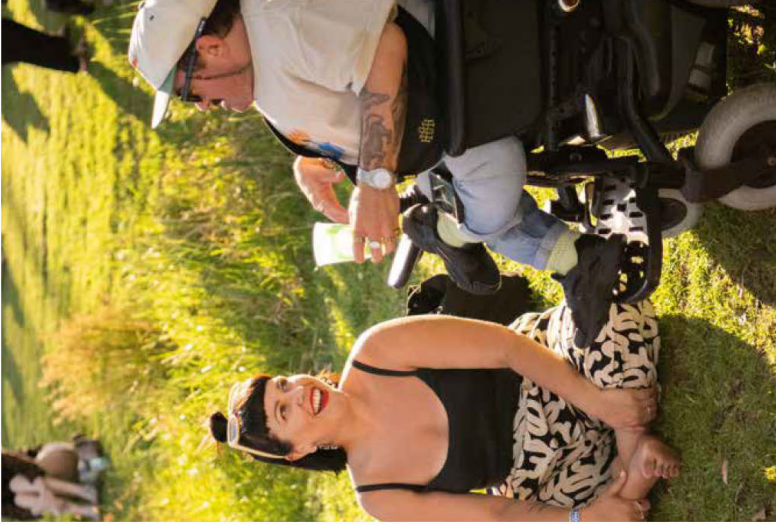


## Accessibility

Each year, WOMADelaide strives to improve access and to enhance the experience for all patrons. Access2Arts explored practical ways to improve the accessibility of the site, to inform planning for 2024.

An addition to the park this year were the newly created pathways, allowing clear and safe movement around the site.

Motorised scooter charging points were introduced across three points within the park and all Front of House staff and volunteers as part of their induction, attended accessibility training by Access2Arts.



*"The wide range of artists is WOMADelaide's strong card, and this year was no different. My litmus test for any festival is that everyone has their own fun and finds their own hidden gems. As a festival, WOMADelaide proved that many times over."*

## The Plus One

### Attendee Sponsorship Opinions

40% of South Australians are more likely to feel positive about a sponsor of WOMADelaide - 7 percentage points higher than interstate/overseas attendees.

- 33%** More likely to feel more positively about that Brand
- 8%** More likely to actively inform themselves about brands that sponsor the event
- 22%** More likely to choose a sponsor product over a competitor



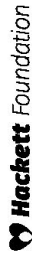
## Our Partners

A heartfelt thank you to the wonderful organisations who help bring WOMADelaide to life.

### PRINCIPAL PARTNER



### PRESENTING PARTNER



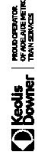
### KEY PARTNERS



### SUSTAINABILITY PARTNERS



### ACCESSIBILITY PARTNER



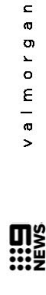
### COMMUNITY PARTNER



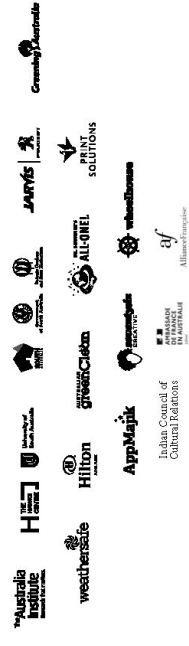
### PARTNERS



### MEDIA PARTNERS



### MEDIA SUPPORTERS



### Thank you

As a non-profit organisation, the ability to continually develop WOMADelaide's programming is increasingly reliant upon the generous philanthropic support of our donors. The WOMADelaide Foundation gratefully acknowledges the generosity of all our donors and supporters, past and present.

### Major Donor

Hackett Foundation  
John Phillips  
Claire Prister  
David Paradise

"We believe WOMADelaide is such an important event, both for the people of South Australia and for the country as a whole, that we are proud to step up to support it in this manner... [it is] an event that, more than any other I know, serves to unite people in a joyful shared experience, in a manner that should happen more in the world."

**Simon Hackett,  
Hackett Foundation**

Place des Anges was made possible due to the extraordinary support of the Hackett Foundation.





**Ian Scoble AM**  
Director  
WOMADelaide Foundation

**Dani Riccardi**  
Director, Marketing & Development  
WOMADelaide Foundation  
dani@womadelaide.com.au

## WRITTEN SUBMISSION/FEEDBACK 7

**Dr Michael Llewellyn-Smith AM**

10 May 2024

I commend the Council (and the other Local Government areas involved) on the design and construction of the Victoria Park Wetlands.

However, something is lacking - adequate public toilets.

I would urge Councillors to ensure there are funds in the 2024/25 budget for the design and construction of public toilets in the Victoria Park Wetlands.

Thank you in anticipation of adopting this recommendation.

Sincerely,

Dr Michael Llewellyn-Smith AM

Heather Croall (Adelaide Fringe)

11 May 2024

Dear City of Adelaide Council,

At Adelaide Fringe, we are concerned to hear that the City Council is considering cutting event sponsorships and grants in order to “top up” the gap for a reduced rates increase. The Fringe is a significant contributor to the vibrancy and the coffers of City Council.

The foot traffic data in the CBD over all 5 weekends of the Fringe is 1.3m to 1.4m which is much higher than the average foot traffic per weekend through the year. Fringe is responsible for 85% of the numbers of attendees into the city between mid-February and mid-March. Fringe generated over 80,000 bed nights in the CBD this season and 80% of Fringe goers reported spending money in a CBD business while in town for Fringe. The economic boost in the CBD is over \$60million - this is a mix of spend generated in hotels, hospital, businesses and shopping.

There are direct fees paid into the City Council by Fringe venues and hubs of around \$1m per year. That income and the overall economic impact from Fringe is at risk. The Fringe participants are facing rising costs in supply chain and any cuts in sponsorship at all will put even more pressure on. There is a lot at risk - there is no other month-long time of the year that Adelaide City Council sees this sort of spend and economic lift.

Adelaide Fringe is a not-for-profit organisation. This year costs to build Fringe hubs and activations increased by 30% compared to last year. There is no way that Box Office can cover this astronomical increase in costs. Because of these skyrocketing costs in supply chains to build festivals, we have seen a number of major festivals cancel all over the country in recent months. Yes, Adelaide Fringe sold 1 million tickets this year but the average ticket price remained the same as last year (\$32) and we only saw a 3% lift in ticket sales compared to last year – that doesn't come close to covering a 30% increase in presentation costs. The Fringe ecosystem is in a precarious position and the increase charges we are seeing across freight, venues, fencing, production, staging a much more are make very hard to cover costs and in this cost-of-living crisis there's no possibility to increase ticket prices and put the pressure on the customers. Every year the income streams are a delicately balanced combination of ticket sales, grants, sponsorship, fees, donations and more. There is no room to accommodate a cut in sponsorship in that complex tapestry of income streams.

We urge the Adelaide City Council not to cut any sponsorship to Fringe nor any sponsorship across the Fringe ecosystem of venues and activations. For the amount City Council commits in Fringe, the return is astronomical – both in the direct income lines via parkland fees and other fees into the council coffers, but also indirectly to many businesses in the CBD with the spend on dining and accommodation by Fringe goers and Fringe participants.

We strongly object to any cut by the City Council in the Fringe sponsorship and urge the City Council not to cut the Fringe sponsorship.

Yours Sincerely

Heather Croall & the team at Adelaide Fringe.

Damien Kitto (Business Events Adelaide)

15 May 2024



Level 2, 74 Pirie Street  
Adelaide, South Australia 5000  
Phone 1300 277 774  
[businesseventsadelaide.com.au](http://businesseventsadelaide.com.au)

15 May 2024

Mr Michael Terizakis  
Coordinator, Corporate Planning – Strategy, Insights and Performance  
City of Adelaide  
[strategicplan@cityofadelaide.com.au](mailto:strategicplan@cityofadelaide.com.au)

Dear Mr Terizakis

**Community Consultation re: City of Adelaide's  
Draft 2024/25 Business Plan and Budget**

Thank you for the opportunity to comment on City of Adelaide's (CoA) Draft 2024/25 Business Plan and Budget.

*Business Events Adelaide* is a 50-year-old independent, not-for-profit, membership organisation. It is a major economic contributor to South Australia, competing on the global stage to win business events for Adelaide.

It receives \$300,000 funding per annum from the CoA via the Adelaide Economic Development Agency (AEDA), a figure that was reduced from \$380,000 in FY22 as a consequence of COVID constraints.

Despite this, *Business Events Adelaide* has continued to provide a strong return on investment. In the last full financial year (FY23) 123 business events were secured, delivering \$218 million in economic benefit to the City. In its midyear report to AEDA (dated 5 February 2024) *Business Events Adelaide* advised that a further 77 business events, worth more than \$115 million, had been won in this financial year.

It is evident that this contribution should be viewed as an investment rather than a cost, offering a stunning return of \$726:1. *Business Events Adelaide's* status as an economic driver was re-enforced by the State Government who, despite its many competing imperatives, increased its funding to *Business Events Adelaide* commensurate with the strong economic returns it receives.

Whilst business event delegates traditionally bring a high daily spend – \$632 per day compared to \$179 for a leisure visitor – business events also leave the City with a long-term economic tail and return business. There is knowledge-to-knowledge transfer and the emergence of research and business collaborations, each of which would not be possible without business events and delegates being initially attracted to Adelaide.

In bidding for – and winning – domestic and international business events, *Business Events Adelaide* plays its part in helping AEDA achieve the aims set out in its Business Plan, to attract investment to the City.



*Business Events Adelaide* supports the budget, and its allocation of \$300,000 funding via AEDA. It will continue to deliver a high return on investment to the CoA, and requests the CoA recognises the enormous value that business events bring to its residents and ratepayers.

If there is anything you would like me to expand upon, please do not hesitate to contact me on my mobile 0401 124 413.

Kind regards

Damien Kitto  
Chief Executive Officer

**Shane Sody (Adelaide Park Lands Association)**

15 May 2024



**Adelaide  
Park Lands  
Association**

c/o Affinity Business Advisers  
458 Morphett Street  
Adelaide  
SA 5000  
secretary@adelaide-parklands.asn.au

ABN 19 706 384 386

Community Consultation,  
Draft 2024/25 Business Plan & Budget,  
Town Hall, Adelaide SA 5001

[StrategicPlan@cityofadelaide.com.au](mailto:StrategicPlan@cityofadelaide.com.au)

**Draft 2024/25 Business Plan and Budget**

Thank you for the opportunity to comment on the City of Adelaide's Draft 2024/25 Business Plan and Budget.

The Adelaide Park Lands Association congratulates the City Council for allocating, in this Draft Plan, \$22.89 million for Park Lands maintenance. Our members and supporters (many of whom contribute through their City rates) are very supportive of this enormous financial contribution to managing what is the world's only Park with a city inside it. We were pleased to publish recently a short video "World's Only" celebrating the Adelaide Park Lands, and another short video highlighting the valuable work of the City of Adelaide's Squares Horticulture team. Both videos are on our YouTube channel: [https://www.youtube.com/@adel\\_park\\_lands](https://www.youtube.com/@adel_park_lands)

**Sport buildings ambiguities?**

Page 18 of the 2024-25 Draft Budget and Annual Business Plan includes, as a proposed "Outcome":

*"The status, attributes and character of our green spaces and the Park Lands are protected and strengthened."*

However some of the proposed spending initiatives leave room for doubt about the fate of contested areas of the Open, Green Public Park Lands.

The document suggests that in 2024-25 the Council would be: "Committing 1.5% of our rate income to upgrading Park Lands Buildings."

It's been long acknowledged that some of the sports buildings in the Park Lands need upgrading, not least due to higher levels of sport participation, especially by women and girls. However, there is some uncertainty in this proposal, especially about the extent to which "upgraded" sports buildings might allow or encourage clubs to have larger, private, corporate-type facilities, meeting rooms, bars etc on the Park Lands – facilities that would, by their nature, exclude the broader public.

A recent Council draft policy on sports buildings failed to even acknowledge within the policy that there is a public interest in "free and unrestricted access to and use of the Park Lands".

<https://www.adelaide-parklands.asn.au/blog/2023/11/9/sports-buildings-balancing-act>

The draft budget and business plan has no detail about the size, features or type of "upgraded" buildings that the Council might choose to fund.

**[www.adelaide-parklands.asn.au](http://www.adelaide-parklands.asn.au)**



### **Helen Mayo Park delay**

The City Council's draft budget and business plan includes, at page 18:

*"Partnering with the State Government to undertake a Master Plan for Helen Mayo Park, to improve community access."*

Two months ago, Council work crews removed a decades-old fence that had been dividing your Helen Mayo Park. There is now no obstacle between the shared use pathway along the river, and the higher-level picnic area near the Riverside Rowing Club.

<https://www.adelaide-parklands.asn.au/blog/2024/3/15/fence-gone-opening-up>

However, mountaineering skills would be needed to scramble up or down a steep slope. There is a clear need to install one or more sets of stairs and ramps to unite the higher and lower sections of Helen Mayo Park.

The SA Labor Party made a pre-election commitment in early 2022, to "restore full protection to Helen Mayo Park." However, access ramps and stairs could be provided sooner rather than later; without waiting for the State Government to consider (and/or co-fund?) any proposed "Master Plan" for Helen Mayo Park.

### **Re-greening ambiguity**

The City Council's draft budget and business plan includes, at page 18:

*"Work with partners to create innovative ways to create or convert underutilised areas to green space."*

On page 73 of the draft budget, \$1.7m has been earmarked for what/s described as "Public Realm Greening Program".

Since 2020, APA has been thwarted in repeated attempts to get City Council approval for a re-greening project in your Park Lands. See background here: <https://www.adelaide-parklands.asn.au/blog/2023/10/28/back-to-square-one-on-restoration>

We hope that the ambiguity in this budget line will be resolved in favour of at least one project to remove unused bitumen surfaces. We have in mind three former netball courts near Anzac Highway in Josie Agius Park / Wikaparntu Wirra (Park 22) which have not been used for netball in decades. We hope that at least part of that \$1.7 million budget line will be for removing the 1,600 square metres of bitumen at this location.

If the Council can fund the removal of the bitumen, it should then, hopefully, allow the Adelaide Park Lands Association to co-ordinate, with others, a re-greening project here.

### **Adelaide Park Lands Art Prize**

The Adelaide Park Lands Association is very appreciative of the generous sponsorship provided by the City of Adelaide, for past iterations of the very successful biennial Adelaide Park Lands Art Prize, dating back to the first iteration of this event in 2014.

We were very pleased to note in last year's (2023-24) Annual Business Plan and Budget that \$15,000 had been allocated in sponsorship for the next iteration of the Art Prize in 2025. On the basis of that commitment, we started planning for an event with a prize pool at least equal to the record \$50,000 that was offered to entrants in 2023.

However we recently became aware that this \$15,000 offered in 2023 had been withdrawn. We note that the same amount, \$15,000, is included in the Draft 2024/25 Business Plan and Budget. However, in view of the fact that the previous \$15,000 has been unexpectedly withdrawn, we would appreciate consideration of a possible increase in the proposed allocation in 2024-25.

[www.adelaide-parklands.asn.au](https://www.adelaide-parklands.asn.au)

### **Adelaide Recreation Circuit**

We urge the Council to fund a feasibility study into the popular concept of the Adelaide Recreation Circuit, a proposed unbroken, illuminated, walking-running-cycling trail around your Park Lands.

<https://www.adelaide-parklands.asn.au/blog/2022/2/27/hope-emerges-for-adelaide-recreation-circuit>

This concept has the potential to be a world-class tourist attraction, and has documented, widespread support throughout the business and sporting community.

In recent months we have raised this exciting prospect in personal meetings with both the Premier, and the Planning Minister. Both were receptive to the concept.

We urge the City Council to include some budget allocation for investigating the enormous potential of this concept, in partnership with the State Government.

Yours sincerely

Shane Sody, President



15 May 2024

president@adelaide-parklands.asn.au

**[www.adelaide-parklands.asn.au](http://www.adelaide-parklands.asn.au)**

## WRITTEN SUBMISSION/FEEDBACK 11

**Kartini Ramly**

15 May 2024

To the City of Adelaide Council,

The facade of the Centre of Democracy Museum building on the corner of North Terrace and Kintore Avenue is very dirty and neglected. Please can this be remedied and restored? I also think it could do with some colourful planting boxes or urns along the facade to give it more dignity and a welcoming, appreciated appearance.

The concept of democracy is what our Australian government is based on and should be rightly respected and thus reflected in the presentation of this public building.

Thank you for your consideration

Kartini Ramly

Resident/Citizen of South Australia

## WRITTEN SUBMISSION/FEEDBACK 12

**Joan Huxtable**

15 May 2024

I wholeheartedly support the Adelaide Park Lands Association's submission concerning the Draft 2024/25 Business Plan and Budget.

## WRITTEN SUBMISSION/FEEDBACK 13

**Paul Wilkins**

15 May 2024

I support the submission made by the Adelaide Park Lands Association.

Best regards

Paul Wilkins

## WRITTEN SUBMISSION/FEEDBACK 14

**Norann Carlin**

15 May 2024

I support the submission made by the Adelaide Park Lands Association. I walk in the parklands often and it was my reason to move into the city. Nora Anne Carlin

## WRITTEN SUBMISSION/FEEDBACK 15

Fi Pahor

15 May 2024

I support the submission made by the Adelaide Park Lands Association.

Fi Pahor

## WRITTEN SUBMISSION/FEEDBACK 16

Nancy Wilson

15 May 2024

I support the submission made by the Adelaide Park Lands Association.

Please, this is a dedicated, informed and active association. They offer so much wisdom and energy to the park lands, please, work collaboratively with them Nancy Wilson

## WRITTEN SUBMISSION/FEEDBACK 17

Alison Main

15 May 2024

I fully support the submission made by the Adelaide Park Lands Association about so many of our beloved items that need support.

With best wishes

Alison Main

## WRITTEN SUBMISSION/FEEDBACK 18

Dorothy Dunne

15 May 2024

I support the submission made by the Adelaide Park Lands Association.

You have my whole-hearted support for the protection of our city within a park.

Thank you

Dorothy Dunne

## WRITTEN SUBMISSION/FEEDBACK 19

**Laurence Nobes**

15 May 2024

Hi,

I would like to advise you that I support the submission made by the Adelaide Park Lands Association on 15th May.

Regards

Laurence Nobes

**WRITTEN SUBMISSION/FEEDBACK 20**

**david andrewartha**

15 May 2024

I support the submission made by the Adelaide Park Lands Association.

**WRITTEN SUBMISSION/FEEDBACK 21**

**Donella Peters**

15 May 2024

I support the submission made by the Adelaide Park Lands Association.

Yours sincerely,

Donella Peters

Richard Webb

15 May 2024

"Adelaide Parklands are like an export beer, they can go West in one hop!"

Should Parklands and urban ecology be needlessly destroyed, against sound government advice?

<https://www.indaily.com.au/news/adelaide/2024/04/05/park-lands-police-barracks-options-revealed-after-foi-fight>

Should council honour parkland planning approvals, found to be "hoodwinked" by political malfeasance of sound advice, without immediate retrospective cancellation of approvals?

Perhaps Adelaide Council should advocate the removal of Colonel Light statue, as an outdated concept of city planning, particularly as it now overlooks an armadillo monstrosity and massive event carparking?

Will there be further secretly orchestrated approvals for a McDonalds to go on the hill, or a radioactive waste facility in the uncared for "unused" parklands?

Perhaps delegating McDonalds responsibility to manage Adelaide parklands may package up improved modern planning, and avoid the publicised concerns of "parklands without people" ?

The deplorable record of diminished parklands, corrosive commercial use, disappearing trees and reduced tree canopy IS disingenous, shameful & deplorable.

Maccas could not achieve a more deleterious result for parklands, than council and state governments to date.

<https://www.greenadelaide.sa.gov.au/news/2024-metro-adelaide-tree-canopy-dat>

Richard Webb

## WRITTEN SUBMISSION/FEEDBACK 23

Nicole Volk-Donaldson

15 May 2024

To the Honourable Lord Mayor and the members of the City of Adelaide Council,

While I agree that it may be unfair that owners of short term rentals pay the same percentage of council rates as traditional landlords, I do not believe that increasing the rates to commercial level is "levelling the playing field", as the Lord Mayor was quoted by InDaily on 24th April 2024. Airbnb is already full of listings from property management companies such as Kingscoin, Mydeerhome or Belle Property Escapes that private hosts who run 1 or 2 places themselves struggle to compete against. These private hosts like myself do not typically own multiple luxury properties that are "being offered for \$800 a night." We own a comfortable 2 bedroom apartment that I manage and clean myself and rent out for a reasonable price. The change from residential to commercial rates together with the general increased council rates will be a big hike for families like ours who rely on the income and will set us back a lot more than "less than a one night's stay".

Furthermore, the ATO considers our income through Airbnb etc as rental income and not as a business. It does not seem logical to me that if I, on the one hand, am not required by the ATO to have an ABN and therefore cannot claim GST on my expenses but, on the other hand, I am required by the City of Adelaide to pay commercial council rates?

In conclusion, I'd like to suggest to exempt private hosts without an ABN from the proposed change over to a commercial council rate.

Private hosts should, in my opinion, be treated differently to hotel chains or property management companies and to be fair also to traditional landlords.

I would therefore like to suggest an alternative rate for private hosts that is lower than the current commercial rate.

I would appreciate your thoughts on this.

Thank you very much.

Kind regards

Nicole Volk-Donaldson

## WRITTEN SUBMISSION/FEEDBACK 24

Helen Sparrow

15 May 2024

Hello Adelaide City Council,

I support the Adelaide Park Lands Association, leading the protection of our unique Adelaide Park lands.

I therefore also support the submission made by the Adelaide Park Lands Association on the Draft Business Plan and Budget 24/25.

Many thanks

Helen Sparrow

## WRITTEN SUBMISSION/FEEDBACK 25

**Bruce Hogben**

16 May 2024

The submission made by the Adelaide Park Lands Association has my full support.

Kind Regards

Bruce Hogben

**WRITTEN SUBMISSION/FEEDBACK 26**

**Jill Golden**

16 May 2024

I support the submission made by the Adelaide Park Lands Association.

**WRITTEN SUBMISSION/FEEDBACK 27**

**Marina Duffie**

16 May 2024

I support all of the elements of the submission made by the Adelaide Park Lands Association on May 15th.

Marina Duffie

**WRITTEN SUBMISSION/FEEDBACK 28**

**Marianne Delroy**

16 May 2024

I support the submission made by the Adelaide Park Lands Association.

Our parklands around the city are unique and should be protected and preserved for future generations especially in this time of climate change. There are many options within the city and near and outer suburbs for building projects (eg aquatic centre, children's hospital, &c.).

Marianne Delroy



Trish Russell

16 May 2024

I support the submission made by the Adelaide Park Lands Association.

Trish Russell

**Anna Moeller (Australian Hotels Association (SA))**

16 May 2024



16 May 2024

Michael Terizakis  
Coordinator, Corporate Planning – Strategy, Insights & Performance  
City of Adelaide - Community Consultation  
Draft 2024/25 Business Plan and Budget  
GPO Box 2252  
ADELAIDE SA 5001

By email: [StrategicPlan@cityofadelaide.com.au](mailto:StrategicPlan@cityofadelaide.com.au)

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4th Floor, AHA (SA) House  
60 Hindmarsh Square  
Adelaide SA 5000

PO Box 3092  
Rundle Mall SA 5000

Dear Mr Terizakis

**RE: Consultation Feedback – City of Adelaide Draft 2024/25 Business Plan and Budget**

We refer to the current [yoursay.cityofadelaide.com.au](http://yoursay.cityofadelaide.com.au) engagement – consultation on the City of Adelaide’s (the Council) Draft Business Plan & Budget 2024/25 (2024/25 Draft BP&B) – and the Council’s request for feedback on the priorities, programs, services and projects that the Council plans to deliver, and the proposed allocation of the Council’s budget.

The role of the Australian Hotels Association (SA Branch) (AHA|SA) is to represent and protect the commercial interests of hoteliers throughout South Australia, as such we welcome the opportunity to provide feedback on the BP&B.

The AHA|SA notes that in order to drive the delivery of the Council’s Strategic Plan 2024-2028, Council will continue in 2024/25 to *“focus on repairing [its] budget after historical financial pressures associated with frozen rates and the COVID19 pandemic impacted [Council’s] ability to renew assets, upgrade infrastructure and provide core community services.”*

The Council’s 2024/25 Budget is a critical one, one that will shape Adelaide’s economy, and it is in this context that the AHA|SA wishes to raise its concerns with regard to the Council’s proposal to cut its external grant, sponsorship and strategic partnerships programs, as it looks to lower its proposed rates from 6.9 to 5.9 per cent.

As you are aware, these programs include funding for events such as the Adelaide Fringe, WOMADelaide, Tasting Australia, SALA and the Adelaide Film Festival, as well as support for the business sector and groups such as Business Events Adelaide, StudyAdelaide and Renew Adelaide.

Undoubtedly, CBD hotels, restaurants, bars and other retailers will all suffer if funding is cut to these events and activities.

Hospitality businesses in the CBD are currently experiencing a period of significant escalation in the cost of running their venues – including rising interest rates, increased insurance premiums and energy costs, as well as a shortage of skilled labour and the resultant increase in wage expectations. The cost of fresh food and produce also continue to rise. Coupled with the current cost of living pressures for

consumers, there are fewer customers visiting our CBD hotels, bars, cafes and restaurants, and those that do are watching their discretionary household budgets and spending less.

The hospitality sector within the CBD experienced considerable economic pain during the peak days of COVID19. Navigating regular changes to pandemic directions – including determining how many people you could have in a room and whether they could sit or stand while having a drink – had severe consequences on profitability and cashflow. Many businesses are still struggling to recover. These city businesses require all the support available to attract customers through their doors, so as to ensure their economic viability.

The Council's proposal to cut funding from its grant, sponsorship and strategic partnership programs, will have devastating impacts on the future of festivals in this state and the visitor economy, putting at risk the \$37.1m in spending WOMAdelaide delivers for the city, the \$58m boost the Adelaide Fringe provides, and the \$218m in economic benefits delivered to the city via the events secured by Business Events Adelaide.

This economic loss would be a significant blow to CBD hotels, resulting in job losses and derailing critically important hotel and venue infrastructure developments.

It is the AHA|SA's position that Council's proposals to pursue its own budget repair through the reduction in funding for key events and business initiatives comes at a very bad time, particularly for hospitality businesses that are still recovering from the ongoing financial impacts of COVID19, and now the cost of living crisis.

The 2024/25 Draft BP&B has been framed as "budget repair", but unfortunately it is not "economic repair", it is not a plan to grow the CBD's economic output. The AHA|SA is concerned that the proposal to cut funding from the Council's grant, sponsorship and strategic partnership programs will undermine CBD vibrancy at a time when it is needed most.

In this post-COVID19 and inflationary environment, the Council should be looking to invest more in stimulating business and activation of the CBD, rather than reducing funding to events and programs that drive economic activity and the visitor economy within Adelaide. Accordingly, we submit that the proposal requires serious reconsideration before the 2024/25 Draft BP&B is finalised.

Finally, the AHA|SA is aware that the Council is also currently seeking feedback on its Draft Economic Development Strategy, and advise that it is our intention to also provide our views on the Council's proposed strategic direction for itself and its subsidiaries, including the Adelaide Economic Development Agency, before the consultation closing date of 31 May 2024.

In the meantime, please do not hesitate to contact me directly if you would like to discuss any aspect of this submission.

Yours sincerely



Anna Moeller  
CEO AHA|SA

**Lucy Hood MP, Member for Adelaide**

16 May 2024

**Lucy Hood MP**  
MEMBER FOR ADELAIDE



City of Adelaide  
Strategic Planning  
GPO Box 2252,  
Adelaide SA 5001,

To whom it may concern,

I am writing to you, as the Member for Adelaide, to share my feedback on the *Draft 2024/25 Business Plan and Budget*.

As you may be aware, I established a community campaign to see a 25km per hour school zone installed outside of Sturt Street Community School.

Currently, cars can travel 50km per hour in front of the school, despite the many students, parents, and caregivers in the area at school drop-off and pick-up times. Parents are particularly concerned about the safety of their children during the morning drop off which coincides with the morning rush to work.

Sturt Street Community School has informed me of a history of near misses, often because cars traveling at 50km per hour fail to notice the red light and speed through the pedestrian crossing.

Recently, I created a petition to gauge support from the school community regarding installing a 25km per hour school zone. The response was overwhelming with more than 135 signatures in a matter of hours. For your convenience, I have attached the petition and signatories to this submission.

The City of Adelaide's Lord Mayor, Dr Jane Lomax-Smith, has informed me that the installation of a school zone at the front of Sturt Street Primary School is a suitable project as a part of Council's 2024-25 Business Plan & Budget (School Safety Implementation project)

Can I please request that the City of Adelaide consider and allocate funds to this project in finalising the *Draft 2024/25 Business Plan and Budget*?

If you have any questions, please do not hesitate to contact my office on 8269 1838 or via [adelaide@parliament.sa.gov.au](mailto:adelaide@parliament.sa.gov.au).

Yours sincerely,

A handwritten signature in cursive script that reads 'Lucy Hood'.

**Lucy Hood MP**  
**Member for Adelaide**  
16 May 2024



# Do you support a 25km/h school zone for Sturt Street Community School?

**SCAN HERE**



We are keen to know whether you support a 25km/hr school zone in front of Sturt Street Community School to slow down traffic and make school drop-offs and pick-ups safer for students.

To see a school zone in practice, I encourage you to visit Gilles Street. I was able to deliver on my election commitment of a 25km/h school zone in front of Gilles Street Primary School and Pulteney Grammar after similar concerns were raised about the 50km speed limit in front of the two busy CBD schools.

**If you support a 25km/hr school zone in front of Sturt Street Community School – add your name using the QR code above or by visiting: [www.changesa.org.au/sturt-street-community-school](http://www.changesa.org.au/sturt-street-community-school).**

Kind regards,

Lucy Hood MP

Member for Adelaide

Sturt Street Community School Governing Council Community Representative

Former Sturt Street Community School parent (0-3 & kindy)

First Name	Last Name	Suburb
Rebin	Rebin	Adelaide
Leith	Mynott	Adelaide
Hualin	Jiang	Adelaide
Kevin	Carroll	Adelaide
JinAh	Lee	Adelaide
Fruzi	Kenez	Adelaide
Van Anh	Huynh	5012
Nicholas	Avery	5035
Joe	Wiegand	5046
Grace	Franco	5084
Bevan	Pope	Adelaide
Emma	Yang	Adelaide
Vi	Phan	Adelaide
Jeremy	Goldring	Adelaide
Prabath	Muhandiram	Adelaide
Jessica	Gilson	Adelaide
Senar	Aydin	Adelaide
Hanisah	Fadzil	Adelaide
John	Nguyen	Adelaide
Hisham	Khdair	Adelaide
Rob	Manwaring	Adelaide
Azri	Azahari	Adelaide
Lexington	Heap	Adelaide
Randy	Manno	Adelaide
Georgie	Silz	Adelaide
Elliot	Windon	Adelaide
Emma	Pearce	Adelaide
Abdullah	Alshamrani	Adelaide
Monica	Harwood	Adelaide
Rebecca	Martin	Adelaide
Frances	Marsh	Adelaide
Mansoureh	Rajabi	Adelaide
Milica	McKay	Adelaide
Thomas	Armitage	Adelaide
William	MacNeil	Adelaide
Oliver	Prenton	Adelaide
Luna	Tsetseg	Adelaide
Ly	Le	Adelaide
Kate	Hawtin	Adelaide
Victoria	Hannaford	Adelaide
Jae Chul	Lee	Adelaide
Bailey	Underwood	Adelaide
Sylvia	Segura	Adelaide
Tony	Chen	Adelaide
Georgina	Georgalli	Adelaide

maryam	Arian	Adelaide
Danielle	Schriever	Adelaide
Keiran	Snape	Adelaide
Ronnie	Tres Reyes	Adelaide
Tina	George	Adelaide
Tahlia	Osment	Adelaide
Tim	Purgacz	Adelaide
Shannon	Carlaw	Adelaide
Yuan	Zhang	Adelaide
Catherine	Goldring	Adelaide
Maria	Aydin	Adelaide
Josh	Abbott	Adelaide
Pete	Brady	Adelaide
Allan	Franca	Adelaide
Catherine	Coope	Adelaide
Felix	Budiman	Adelaide
Holly	Spencer	Adelaide
Tom	Sharp	Adelaide
theo	Ihuillery	Adelaide
Jorge	Cabrejos	Adelaide
Punlapa	Panwech	Adelaide
Karen	Lazaro	Adelaide
Panupong	Panwech	Adelaide
Qui lam	Le	Adelaide
Mursal	Nazari	Adelaide
Wu	Wenfeng	Adelaide
Anthony	Siv	Adelaide
Bikrant	Chand	Adelaide
Kathleen	Kearney	Aldgate
Damon	Hugo	Broadview
Carrie	Schubert	Brompton
ZUBAIR	AHMED	Brompton
YingYing	Guo	Brompton
Emily	Teo	Brompton
Xiaodan	Liu	Burnside
Jacqueline	Diaz	Camden Park
ibrahim	Abdulfattah	Adelaide
Mohammed	Patel	Adelaide
kaeli	convey	Croydon park
Matthew	Smith	Croydon Park
Dianne	Leak	Dover Gardens
Yina	Paola	Enfiel
Caroline	Martin	Evandale
Suelen	Machado	Findon
Sally	Newman	Frewville
Eghbal	Shabibi	Fulham
Pooja	Sharma	Fullarton
Christian	Buchmüller	Glen Osmond
Abdulaziz	Alhawwas	Glenside
Toby	Priest	Goodwood

Daniel	Duran dos Santos	Goodwood
Joan	Armitage	Holden Hill
Adam	Barlow	Hove
Markus	Schwehm	Hyde Park
Christophe	Wang	I support.
Nancy	Caporaso	Keswick
Sanjith	Joseph Mathew	Kilkenny
Merlin	Joy	Kilkenny
Daryl	McMahon	Kurralta Park
Sarah	Cleggett	Kurralta Park
Ayako	Hashizume	Marleston
Sandy	Pitcher	Mile End
Joshua	Hoare	Mile end
Jeremy	Ryder	Mile End
Dale	MacAskill	Mile end
Abbey	Macaskill	Mile End
Emily	Humphreys	Mile End
Ursula	Matson	Millswood
Catherine	Chittleborough	Mitchell Park
Sophie	Ryan	North Adelaide
Andrea	Van Eyk	Panorama
Zoe	Lyons	Panorama
Nicholas	Podmore	Paradise
Baoting	Zhang	Park holme
Felicity	Edwards	Parksidw
Lucy	Hood	Prospect
Fiesta	Watts	Prospect
Emily	Chong	Prospect
Hien	Ta	Adelaide
Thi Thu Phuong	Do	Adelaide
Joanne	Reid	Thebarton
Andrew	Reid	Thebarton
Aishat	Yergaliyeva	Trott park
Sally	Schwehm	Unley
Stephen	Scuiller	Unley
Daniel	Ninio	Unley
Charles	Mayger	Welland
Paul	Humphrys	West Lakes
Milver	Franca	Adelaide



Marjon Martin

17 May 2024

A few comments on the Draft 2024/25 Business Plan and Budget

There is much to be delighted by in this draft. I will highlight a few specific aspects that impress me.

I am pleased that action has been taken on Budget repair and specific outcomes have been set to improve housing situation annually and to maintain site in western Park Lands to support Aboriginal people visiting the city.

Likewise I am reassured by money being retained in the Budget for a SW Community Centre. As our environmental challenges increase and our population grows we need to strengthen the desire and ability in residents, workers, business and students to care for our city in a cooperative manner. Community Centres, when operating in a people focused manner rather than computer based bureaucratic functions, can do a lot to link people on joint actions to improve their neighbourhood.

I am pleased to see funds allocated to the Park Lands but find it difficult to understand what the impact of money will be. The Park Lands are our city's greatest advantage in dealing with the environmental challenges facing us to remain a liveable city. I appreciate that there are many different notions of how the Park Lands can serve us best. My concerns re the Park Lands include the legitimate attempts to improve club rooms for sporting groups which are pushing the improvement envelope too far. It seems that the mindset is that resources are limitless and we can keep on consuming more of everything forever. Another concern is that groups keep pushing to make facilities and areas around them for exclusive use for their group and followers rather than recognising and accepting that the Park Lands are for the Public.

The natural environment that the Park Lands including the city squares offers us, is a breathing space. Rather than allowing more areas to be built upon because they have been degraded these areas should be restored to their function of providing a natural environment around, and in, our city. We see some terrific projects where people volunteer and work with Council staff to improve the Park Lands. More can be done to enable the community and Council to work together to improve our best long term 'asset' for keeping the city liveable.

Sincerely

Marjon Martin

House owner and lived in city since 1994

Michael Werrett

17 May 2024

As a long time city resident and a renter I'm one hundred percent behind any moves to improve housing in the city. wether it be remodeling space above shops into apartments or re-using vacant office space into some form of housing, I'm totally behind you.

All the way, and I wish everyone involved great big successes.

Very progressive, very forward thinking, and I guarantee you there's just a small very vocal minority who want everything to stay exactly the same in some little time capsule.

But I get this strong feeling from talking with neighbours and long term residents that there's wonderful untapped spaces sitting idle throughout this city that could be put to better use.

Wish you well.

Michael werrett

Elizabeth Rushbrook

17 May 2024 (updated letter received on 28 May 2024 to correct a minor error, at the request of the author)

Community Consultation

Draft 2024/25 Business Plan & Budget

GPO Box 2252

Adelaide SA 5001

Email: [StrategicPlan@cityofadelaide.com.au](mailto:StrategicPlan@cityofadelaide.com.au)

Thank you for the opportunity to comment on the 2024/25 Business Plan and Budget (BP&B). I attended one of the consultations at the Hutt Street Library on 13 May, which I found very useful, along with the prepared pamphlets.

One of the issues identified in these conversations was the critical work required to renew the council's existing assets, balancing the maintenance, renewal, and disposal of existing assets and the delivery of new and upgraded assets. This work is to be commended.

The following issues are in no order, and I will most happily discuss them if required.

**Rates**

I note that raising residential rates will raise additional funds. If this is a once-off '*repairing our budget after historical pressures associated with frozen rates and the historical financial pressures impacted our ability to review assets, upgrade infrastructure and provide core community services*', then it is supported.

It is assumed that the additional rates generated this year will repair the budget and that any rate increase next year will align with the CPI.

I also support non-residential ratings for short-term accommodation. Evidence shows that if differential rating frees up this accommodation, it will assist in addressing Adelaide's

rental crisis. However, the BP&B does not suggest how much this initiative will raise.

In addition, differential rates for vacant properties are supported as they may counter land banking or speculative actions in times of severe housing shortages.

### **Strategic Projects**

The Strategic Projects, such as the builds at 88 O'Connell Street, the Central Market, and land purchases at Franklin Street bus station and now Flinders Street, are

- **Done in confidence** with papers, reports, and discussions, held to be confidential even when they affect and present substantial financial risk to ratepayers due to the size of the projects and lack of transparency.
- **Places council as a developer and funder** contrary to contemporary management philosophy. These roles will likely lead to conflict, may challenge independence and often establish credibility issues.
- Often **requires the establishment of partnerships** with organisations that may not have the same or similar goals as the council, which are guided by the provision of social benefits.
- **Incomplete reporting to the ratepayers.** The BP&B does not report the full extent of the liability to ratepayers as these projects have long time frames, and reporting is for the current financial year.

In conclusion, the council should not undertake the role of developer and should consider outsourcing these activities to third parties.

## **Role of the AEDA**

Council has two statutory bodies, but AEDA is perhaps the most significant given that it is allocated about \$12M to *'accelerate economic growth in the City of Adelaide by attracting investment, supporting businesses to grow, funding festivals, growing the visitor economy, supporting residential growth, managing Rundle Mall and marketing the city as a destination and 'magnet city'.*

Given the significant council funding provided to AEDA, the work does not appear to be sufficiently aligned with the activities in the BP&B.

## **Items concerning the SE Community**

Despite the devil is in the details, thank you for including these activities within the BP&B.

- Vincent Street/Place improvements
- The revitalisation of Hutt Street with the entry statement programme, stormwater and further design
- Furthering the Master Plan for Victoria Park
- Furthering the Code Amendment programme, which includes catalyst sites, an important issue in the SE
- Improving the safety of pedestrians through more cleansing activities, repairing and maintaining footpaths on Gilles and Halifax Streets, for instance, and managing scooters and electric bikes.

## **New item concerning the SE Community**

The Government's response to the Expert Panel indicated that a single heritage list under the State Government would be developed, requiring another assessment of local heritage buildings. Given that the number of heritage-listed buildings in the SE was significantly reduced in 2013, this work should start

immediately. It also falls within Outcome 1 of the *Heritage: Our Future — Heritage Strategy 2021 – 2036 and Action Plan* seeking that Our City's heritage is effectively protected.

### **Funding provision for other items for the SE this year**

Some of these items may be funded through council operations, integrated into other initiatives or taken up later.

- Nominate the Adelaide Park Lands as a World Heritage Place and City Layout as a State Heritage Place.
- Establish appropriate staffing for the Box Factory to manage the public-facing activities.
- Develop an interpretative centre for Victoria Park and climate change more generally.
- Establish a program for residents to attain independent advice on the planning matters arising from the Planning and Design Code as per the Government's response to the Expert Panel report.
- Putting people back into the City Plan by developing and instituting a livability index.

### **More generally**

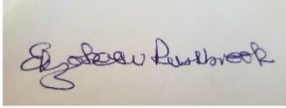
Thank you for recognising the importance of climate change through the following programs, all of which require expansion in future years:

- Public realm greening programme - tree planting to also include changes to street design
- Greener City Streets program (mapping)
- Adaptive Reuse City Housing Initiative.

Please do not hesitate to contact me if you require further information.

Kind Regards

Signed

A rectangular box containing a handwritten signature in blue ink. The signature is written in a cursive style and appears to read "Elizabeth Rushbrook".

Elizabeth Rushbrook

Date 28 May 2024.

**Michael Crosby (Airbnb)**

17 May 2024



**Submission to City of Adelaide's 2024/25 Budget**

Thank you for the opportunity to comment on the City of Adelaide's 2024/25 Budget and Business Plan. We appreciate the City of Adelaide opening the 2024/25 Budget for consultation and the opportunity we had to meet with the Lord Mayor and senior council officials during this process, to present our host's concerns and questions.

Airbnb is committed to working with the City of Adelaide and the wider community to put in place policy settings and initiatives that deliver positive outcomes for local jobs, the tourism economy, and the community. With the resumption of domestic and international travel in South Australia post COVID-19, we are keen to support the efforts of local policy-makers to ensure that the visitor economy in the City of Adelaide remains sustainable and competitive.

Airbnb's community of hosts and guests are vital contributors to the city's economy, supporting ancillary services and tourism operators throughout the area. Our community of hosts in Adelaide are passionate about showing off their communities — are eager to do their part to help grow jobs sustainably into the future through responsible hosting.

**Airbnb and Adelaide**

Airbnb's Hosts in the City of Adelaide continue to welcome thousands of guests, contributing to the local economy and supporting jobs in bricks-and-mortar businesses, whilst allowing them to supplement their income during a time of significant cost-of-living pressures.

In the 12 months to 1 January 2024, Airbnb Hosts welcomed over 66,000 guests to the City of Adelaide, including a number of interstate and international travellers, with almost 17,000 from Victoria and almost 5,000 from Asia.

More broadly, modelling by Oxford Economics has found guests who stayed in Airbnbs spent \$711 million (AUD) in South Australia overall in the 12 months to 31 March 2023, supporting 5,400 jobs across the state.

Airbnb – and short-term rental accommodation more broadly – is vital for providing additional accommodation options during major festivals, conferences and events. It also provides





flexibility and choice in accommodation options, including additional amenities for families and group travellers, such as kitchen and laundry facilities.

Given Adelaide's reputation of being a major events destination in Australia, including for the Adelaide Cabaret, Gather Round and Womad to highlight a few, the elasticity in accommodation Airbnb hosts offer during these major events ensures their continued success.

Importantly, the income earned through hosting on platforms like Airbnb allow hosts to pay for everyday expenses, or the upkeep of their properties, and even help with rising cost-of-living costs.

### **Short-term rental solutions and the housing market**

At its core, the issue of housing is challenging and complicated. The causes of housing or rental availability and affordability differ from place to place, with legacy factors – which often pre-date the founding of Airbnb by decades – ranging from the supply of new homes, the ratio of affordable to social housing stock, demographic changes, the number of empty homes and rooms, shrinking household sizes, migration, interest rates, taxation settings, state and federal policy as well as broader economic conditions.

Airbnb supports a sensible, sustainable approach to regulating short-term rental accommodation which is backed by sound evidence. Airbnb has previously advocated for the introduction of statewide regulations for the short-term rental sector. Airbnb does support the establishment of a mandatory, statewide registration schemes for the short-term rental sector in South Australia, as we believe transparency about the number and location of listings is vital to gaining a holistic view of the short-term rental industry, and allows both state and local governments to make informed policy decisions on both tourism and housing policy which is guided by objective data.

Airbnb also supports a mandatory, statewide and industry-wide code of conduct that establishes clear standards of behaviour for all industry participants — guests, hosts and the community. The Code must be fair, reasonable and representative to ensure community standards are upheld.

New South Wales and Tasmania have already implemented robust regulatory frameworks for the short-term rental accommodation industry. In both states, booking platforms, including Airbnb, continue to share data with the government to ensure policymakers have a clear picture of the prevalence of short-term rental accommodation.



We appreciate that the Lord Mayor has publicly acknowledged that the proposed increase in rates for some short-term accommodation providers is not a lever to solving the housing pressures currently being experienced in Adelaide. We are open to continuing our conversations with all policymakers on the fair and sustainable solutions Airbnb can provide in this complex area.

**City of Adelaide's Short-Term Rental Accommodation Changes:  
Criteria and Exemptions**

In terms of the proposal in the 2024/25 Budget to increase rates on short-term rental accommodation providers, we appreciate that the City of Adelaide has now clarified what criteria has been used to define "predominantly" - the term being applied to transfer some hosts from the residential to the 'commercial-other' category.

We now understand that Airbnb hosts will not be captured by this rate increase change, if:

- Hosts rent out their own home / primary place of residence whilst not using it themselves;
- Hosts are sharing rooms in their primary residence, including single rooms, shared accommodation, and granny flats.
- Hosts are sharing a listing for fewer than 90 days a year

After recent discussions with the City of Adelaide, we understand that hosts listing non-hosted properties, for over 90 days per year, will be captured by this change, and notified of the change in rates categorisation as soon as possible, with a right of reply period.

If Airbnb has misunderstood the terms under which the rates will be charged, we would encourage the City of Adelaide to issue a clear set of publicly-facing guidance to correct the record.

We understand that a third-party data company has been engaged to collate listings which possibly meet this criteria across all platforms, and that the City of Adelaide is currently finalising the verification of this data.



## Recommendations

While we appreciate the clarification on the criteria and exemptions for some of our hosts, we still would like to make recommendations to the City of Adelaide to ensure this rate increase is fair and sustainable:

- 1) We strongly recommend that the City of Adelaide change the criteria of '90 days available' to 'over 90 days booked.' The change from 'available' to 'booked' reflects the reality that not all listings available over 90 days per year are booked and utilised for that period. This change would also mean that ratepayers aren't unfairly targeted by the 20 - 22% increase in rates, if they haven't benefited from actual visitation.

Airbnb does not believe there is sufficient justification for why merely advertising a property is enough to trigger commercial rates – even if no business activity occurs and no income has been earned as a result. It sets a dangerous precedent that anyone who merely lists as service as available would be subject to business rates.

We would appreciate it if the City of Adelaide would explore whether the third-party data company commissioned on this project would explore if this fairer criteria ('booked' instead of 'available') can be applied.

- 2) Related to Recommendation 1, if the City of Adelaide decides to not change the criteria from 'available' to 'booked,' Airbnb hosts believe it is necessary to lift the threshold of the days available criteria to 120, from 90, to ensure fairness.
- 3) We recommend that the City of Adelaide amend the 2024/25 Budget and Business Plan papers to clearly define the criteria used to define the term "predominately" - to avoid confusion amongst hosts.
- 4) Related to Recommend 3, we recommend that the City of Adelaide now include a section on the rates page of its website, outlining this change and criteria, so any potential hosts understand if they fall within the residential or commercial-other category before making a decision on whether to host or not.



## **Conclusion**

Finally, we again thank the City of Adelaide for allowing us to make this submission and hope the four fair recommendations included in this submission are considered and accepted.

If the City of Adelaide needs any further information, please feel free to contact Airbnb anytime, via [australiapolicy@airbnb.com](mailto:australiapolicy@airbnb.com).

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Mcrosby'.

Michael Crosby  
Head of Public Policy, Australia & New Zealand  
Airbnb

**WRITTEN SUBMISSION/FEEDBACK 36**

**Wilfrid Prest**

17 May 2024

I support the submission made by the Adelaide Park Lands Association.

**WRITTEN SUBMISSION/FEEDBACK 37**

**Brian Loffler**

18 May 2024

Hi,

Thanks for the opportunity to comment on the City of Adelaide Strategic Plan.

From the documents available I wasn't able to check this thoroughly, but it appeared to me that spending on sustainability and resilience is significantly less for 2024-5 than for 2023-4.

If that's correct, it's very disappointing at a time when the impacts of climate change are becoming worse each year, and the need to take practical action becomes more urgent.

Does the reduced spending on sustainability and resilience mean that there will be less funds available for Sustainability Incentive Grants? These have been very important to us at Christie Walk in the past, with the Incentives enabling us to be even more ambitious in our ongoing sustainability upgrades.

For example, on page 38 of "DRAFT\_-\_2425\_Business\_Plan\_and\_Budget.pdf" it shows spending on Parklands, Policy & Sustainability:

- 2023-4 - \$1.6million
- 2024-5 - \$1.2million

I'd appreciate your response on this. Thanks.

Cheers, Brian

=====

Brian Loffler

**WRITTEN SUBMISSION/FEEDBACK 38**

**Judy Thain**

18 May 2024

I wish to urge Council to accept and support all of the Submission of the 15th May, 2024, put forward from the Adelaide Parklands Association. It is of vital importance to everyone in South Australia, not just the city, that our Parklands are protected and conserved.

Sincerely,

Mrs Judy Thain

**WRITTEN SUBMISSION/FEEDBACK 39**

**Jemma Ferguson (South Australian Flying Disc Association)**

18 May 2024

Hi,

I am in the role of president at SAFDA and we are regular users of Park21W playing fields. We run many leagues throughout the year at Park21W playing fields and have a strong relationship with ACSARA.

We have made significant contributions for our small community over the years to upgrade the fields and to commit to the development of the clubrooms (100k).

Our sport predominantly has mixed teams, a lot of whom live, work and study in the Adelaide area. Currently we have more women in leadership roles on the board, and running our leagues. To get to our kit bag to play the sport, we have to walk through the mens urinal. This is one of the more unsafe and inappropriate issues we face as women using the clubrooms.

I Completely support the budget proposal to direct 1.5% of rate revenue into Park Lands buildings, however it is not enough, buildings in the parklands have been neglected for years. We are looking to grow the sport in the CBD for in particular women and girls, and the club rooms are both a space made for male only participation.

Priority should also be given to the Park21W playing fields due to the long history of this project with council and that it is ready to be rolled out.

Thanks,

Jemma Ferguson  
SAFDA President

**WRITTEN SUBMISSION/FEEDBACK 40**

**Anne Wharton**

18 May 2024

Dear Adelaide City Council

I wish to endorse the submission of Adelaide Park Lands Association dated 15th May.

Kind regards

Anne Wharton

Trevor Robertson (Place on Brougham)

18 May 2024



18 May 2024

City of Adelaide

Dear Strategic planning,

I write on behalf of the 98 Apartment owners here at Place on Brougham, 62 Brougham Place North Adelaide. Collectively, our rate contribution to Adelaide City Council income is significant.

It is noted that ACC rates are to increase circa 7% which is near double the rate of inflation. ACC predictably claims that their budget is prudent and responsible, and that waste and excess is minimal or indeed non-existent. That claim is challenged!

The footpath at the front of our building was recently upgraded with an outstanding outcome. The end result was only achieved because our Committee refused to accept the first plan presented to us, which we considered to be poor. The intervention on our behalf by Mary Courous was key to the design settled on and which we understand is being considered as standard for future footpath upgrades. We are very grateful to Mary for her help, although a little disappointed we had to reach out to her to achieve what we considered a commonsense proposal.

Why your budget process is challenged is because of the use of time by Council employees. It was sensibly agreed that the garden beds would not be planted out until the cooler weather started. But to our shock this happened starting at 6.30 am on a Sunday morning when it is assumed that extreme penalty rates were in play. In fact it is common to see routine gardening jobs being carried out in North Adelaide on a Sunday or public holiday. You might confirm that huge penalty rates are paid at this time of the week - unless ACC has some unique agreement with their gardeners.

From the outside it seems to be a shrewd way of increasing wages while still staying within an (inflated) budget? If this is common practice we would argue a different approach should be adopted in budget setting with some urgency so as to moderate rate increases into the future.

Regards,  
Trevor Robertson  
Committee Secretary  
Place on Brougham

**Bobi Viktor (RentSelect)**

18 May 2024

To whom it may concern,

As a property investor with Short Term Accommodation (SSA) and within the City of Adelaide, and as Director of both residential property management and short term management, I write to express my concern on the proposed 2023/2024 Budget. I specifically express my concern on the proposal for SSA where the "Council proposes to change the land-use classification for such properties, to reflect the commercial nature of their use. Going forward they would be classified as Non-Residential" and "deemed commercial SSA and rated as Non-Residential". (Ref.)

This proposed change identifies the property as having commercial activity and therefore would impact the approval within a Strata Corporations By-Laws.

Approvals from a Strata Corporation for an SSA vary from Corporation to Corporation based on the By-Laws in place. However, Commercial activity is addressed as a separate item and denied, therefore posing a high risk that the SSA would no longer be permitted.

It is also noted that "Council is seeking to have properties available for SSA convert to a more traditional rental, like those on standard REIA leases" (Ref.), highlighting the Council's agenda to restrict the commercial decision making rights of any property investor, especially when these may have been of high consideration in the initial purchase of the property.

The proposed 2023/2024 Budget boasts 18% of the State's economic value, a local spend of \$4.5 billion in the 12 months to April 2023 and the pride in the "layout and world-class infrastructure, but also through the breadth of our heritage, festivals, residents, businesses, students and visitors". (Ref.) However, considering the \$70 million State Government budget supporting major events (Ref.) that assist the City of Adelaide's economic value, the Council's proposed budget fails to recognise adequate servicing of accommodation for the Adelaide visitors and Tourism Industry that help generate this economic value.

Short Term Rentals attract more tourists to an area who are looking for unique and affordable lodging options, stimulating the local economy through increased spending on accommodation, dining, and activities. For some of Adelaide's major events (Adelaide 500, LIV Golf, AFL Gather Round, WOMADelaide, Tour Down Under, Adelaide Fringe – to name a few) it also plays a critical role in the ongoing success of visitors returning or promoting their experience.

Whilst I appreciate the Council's increase in revenue is needed to support the 2023/2024 Budget Plans, the classification change that is being proposed needs to be considered carefully to ensure it does not impact the SSA permission from a Strata Corporation's By-Laws relating to commercial activity. The decrease in SSA accommodation in the CBD area will have negative impact on accommodating our visitors, supporting major events, contributing to the success of local businesses and most of all the value of the properties within the City of Adelaide area that reflect within the Council Rates applied.

I would appreciate a written reply that confirms the research the City of Adelaide has conducted regarding the impact of the proposed land-use change, and that all aspects of the accommodation experience for our visitor and tourism industry within the Adelaide CBD have also been considered.

Yours sincerely

Bobi Viktor



**Jim Tulloch AM**

18 May 2024

I fully support the Adelaide Parklands Association's submission on the strategic plan. The Parklands make Adelaide the special place that it is and they must be preserved. We look forward to your response to the Association's submission.

Best regards,

James Tulloch AM

**Andrew Pollard (Tenac Solutions)**

18 May 2024

**Draft 2024/25 Business Plan and Budget**



**Department of Strategic Planning**

Community Consultation,

Draft 2024/25 Business Plan & Budget,

GPO Box 2252,

Adelaide SA 5001

**Subject: STR Rate Rise**

Dear Sir/Madam,

The proposed rate increases for short-term rental properties to align them with commercial rates is modest (2 nights income). We agree that it helps in levelling the playing field but does not go far enough.

Many of these properties operate as businesses with little or no regulation, they also impact communities and take homes from the long-term rental market. We believe council should be looking at a special rating basis to increase funding from STRA operations to be used to support housing initiatives.

Precedents shows that a 100% increase in rates, won't change behaviours. For example, in Brisbane a 65% increase and in Hobart a 100% increase has had no affect. In WA, the \$10,000 incentive has only returned 150 STRAs to the long-term market.

We believe Adelaide authorities have the potential to change behaviours, i.e., increase long-term rentals, control the STR sector and significantly increase funding beyond the proposed new rates rise. Returning STRs to the long-term sector is one option that is getting more focus.

We would welcome the opportunity to share our thinking and approach with you. Please contact us for more information or a meeting.

Yours sincerely,

Andrew Pollard

**Steve Cook**

Strategic Director

Email: [scook@tenacsolutions.com](mailto:scook@tenacsolutions.com)

**Andrew Pollard**

Managing Director

Email: [apollard@tenacsolutions.com](mailto:apollard@tenacsolutions.com)

**WRITTEN SUBMISSION/FEEDBACK 45**

**Jean John**

19 May 2024

I support the submission made by the Adelaide Park Lands Association.

Regards

Jean John

**WRITTEN SUBMISSION/FEEDBACK 46**

**Christine Hunter**

19 May 2024

I support the submission made by the Adelaide Park Lands Association on May 15th.

But the city council needs to contest the state govt in its abuse of these lands that belong to everyone, in its relentless pursuit of commercial ventures at the expense of everyone else.

Christine Hunter

## WRITTEN SUBMISSION/FEEDBACK 47

### Doug Watson (South Australian Flying Disc Association)

19 May 2024

To whom it may concern,

We (SAFDA) have been long term users of Park 21W fields and facilities. The club hosts several hundred participants through its various tournaments and trainings spread throughout the year. This includes approximately 70 university students (mainly university of Adelaide and uniSA), and many people who pay Adelaide city council rates through parking, and residential fees, like myself.

We have a good working relationship with ACSARA who have the best interests of the general public and community sport and recreation at heart.

The budget proposal to direct 1.5% of rate revenue into Park Lands buildings is welcome, even though it is not a significant number. ACSARA has been working patiently with Council for over 7 years, and have engaged us and consulted with us along the way.

Council buildings in the parklands desperately need financial support and have been ignored for many years.

Priority should be given to co-investment opportunities to maximise the benefit of funding.

Priority should also be given to shovel ready projects like Park 21W.

Opportunity to grow activity in parklands in particular womens and junior involvement, and in a broad array of sports such as Ultimate Frisbee.

Thanks,

Doug Watson

SAFDA Secretary

## WRITTEN SUBMISSION/FEEDBACK 48

### Anna Roesler (Zig Theory Ultimate)

19 May 2024

Dear Adelaide City council,

We are Zig Theory Ultimate frisbee club. We are a women's ultimate Frisbee team representing South Australia at national competitions. We have been a regular user of Park21W playing fields for many years. The current facilities there are grossly inadequate for training let alone hosting games and do not cater for women, children, spectators, or the public. It is inadequate to have to walk through the men's urinal to reach out frisbee equipment.

We fully support any initiative to invest in the Park Lands, and the proposed allocation of rate revenue towards upgrading Park Lands buildings is long overdue and necessary. We also support Park21W as a priority project, partly because of the dire need but also because of the obvious leverage that will result from co-investment and the fact that any project will occur quickly given the enormous amount of planning, design and other work we are aware has gone into this project already.

Regards

Anna Roesler

President of Zig Theory Ultimate

**Mark Borgas (Adelaide Community Sports and Recreation Association)**

19 May 2024



**Adelaide Community  
Sports & Recreation  
Association Inc**

Community Consultation,  
Draft 2024/25 Business Plan & Budget,  
GPO Box 2252, Adelaide SA 5001

19 May 2024

To Whom it may concern

I'm writing on behalf of Adelaide Community Sports and Recreation Association (ACSARA) to provide feedback on the draft 2024/25 Business Plan and Budget, which sets out council's priorities, programs and projects for the year ahead. In particular I would like to support the proposed allocation of 1.5% of rates revenue to upgrade parklands buildings.

It is well known that there are many Council owned buildings scattered throughout the parklands that are in a very poor condition and even more importantly no longer fit for purpose. With a lack of financial support over many years these buildings no longer provide the facilities required in order to attract people to the parklands for sporting activities which have well documented physical and mental health benefits, not to mention the lack of suitable facilities for women's and children's sport.

An injection of funding towards upgrading of parklands buildings is a step in the right direction even despite the small amount being proposed. Given the amount of funding proposed it is even more important to focus on projects that incorporate co-investment where lessees contribute towards any building upgrades in order to maximise the benefit of the funding.

The project in Park 21W has been jointly worked on by ACSARA and Council for over 7 years now and has already made some progress towards the precinct masterplan with the installation of new playing field lighting and cricket training nets. The next stage to building a new sporting pavilion has gone through a number of iterations over many years but has suffered many delays at the hands of Adelaide Council. This budget is an opportunity to take a step forward with this project and get it back on track.

ACSARA has endeavoured to do the right thing and work side by side with Council on this project and has been extremely patient with the number of delays imposed on the project. I feel that this project is one that should be given high priority should the proposed funding for council buildings be passed on this budget.

Importance of this project:

- The proposed redevelopment of Park 21W is a community sporting hub in the true sense. It is not just another sporting club that restricts use to its own members. The number of users catering for a variety of different sports is significant.
- It cannot be underestimated the importance that such a facility provides for people of all gender and ages from all across Adelaide for their physical and mental wellbeing.
- The current building is not fit for purpose for a playing field space of 4.5ha (equivalent to 3.5 ovals) and does not conform to any current peak sporting body standards.
- The facility does not adequately cater for women's and junior sport.

I strongly urge Council to adopt this proposal to allocate funding within the 2024/25 budget to upgrade parklands buildings

Yours sincerely

A handwritten signature in black ink, appearing to read 'Mark Borgas', with a horizontal line above the name.

Mark Borgas

ACSARA President

**Ben Foley (Adelaide Outbreak Ultimate Club)**

19 May 2024

To whom it may concern,

We are and have been a regular user of Park21W playing fields for many years. The current facilities there are grossly inadequate for training let alone hosting games and do not cater for women, children, spectators, or the public. Our players and supporters are reluctant to stay in the Park Lands or in town as there is no incentive to do so.

We fully support any initiative to invest in the Park Lands, and the proposed allocation of rate revenue towards upgrading Park Lands buildings is long overdue and necessary. We also support Park21W as a priority project, partly because of the dire need but also because of the obvious leverage that will result from co-investment and the fact that any project will occur quickly given the enormous amount of planning, design and other work we are aware has gone into this project already.

Regards,

Ben Foley

On behalf of Adelaide Outbreak Ultimate Club

**Doug McEvoy AM (South East City Residents Association)**

19 May 2024



**City of Adelaide Community Consultation**

Attn Michael Terizakis  
Coordinator, Corporate Planning – Strategy, Insights and Performance.  
StrategicPlan@cityofadelaide.com.au

***Draft 2024/25 Business Plan and Budget Consultation  
Our Adelaide. Bold. Aspirational. Innovative.***

*Annual Priorities: These priorities deliver on year one of our four-year strategic plan and focus on housing and adaptive reuse, reconciliation, climate resistance, economic development, Hindley Street Masterplan and being financially sustainable.*

SECRA welcomes the opportunity to respond to the Draft 2024/25 Business Plan and Budget. While there are many excellent continuing programs and initiatives in the budget, SECRA has the following concerns and questions.

**Asset renewal**

*Investing more than \$110m into the Capital Works Program including over \$56m for asset renewal for the \$2 billion plus owned Council assets (including roads, footpaths, parks, buildings).*

SECRA congratulates the Council for its assets' renewal program. However, the above list doesn't seem to include safe, separated bikeways, undergrounding of power lines in streets where pedestrians can't walk on the footpath, or street trees and verge plantings. Roads that encourage motorists to drive through the city (and not via the ring route around the city) will not be an asset in the future in achieving a cooler, less congested city. A bold and innovative approach to the Capital Works Program would be to reduce road surface and return it to wider footpaths (for pedestrians and outdoor dining), to bikeways for cycles and e-scooters, to pocket parks and verge greening, and to median strips for canopy trees.

**Addressing climate change-related urban overheating – street greening**

*To help create a “resilient, protected and sustainable” city Council will make a strategic investment to identify urban hotspots [Greener City Streets Program (heat and tree canopy mapping) (\$122,500)] and plant trees to provide shade and cooling [Public Realm Greening Program (street tree planting) (\$1,700,000)]. The reported cost per tree is ~\$20,000.*

In an InDaily opinion piece concerning the Council's budget (April 3, 2024) Lord Mayor Dr Jane Lomax-Smith underscored the urgency of increasing the tree canopy in the City's streets:

Postal Address- SECRA 445 Gilles St, Adelaide, SA 5000. Ph 0434812043. Email. secra.sa@gmail.com



*“..... It may well be too late to prevent climate change, so we need to ensure our city is as comfortable as possible as temperatures rise. That means taking notice of our city heat maps and targeting the streets that would be uninhabitable at 45C or 50C, noting those with trees can be considerably cooler.....It may be more expensive than putting seedlings in the dirt, but if we don't consider the long term, our city may, as they say, be cactus.”*

SECRA agrees wholeheartedly with the Lord Mayor. Sadly though, this draft Budget seems not to recognise the urgency of the problem. It takes 5-10 years for a seedling or sapling tree to be of sufficient size to provide appreciable shade and cooling. While most E-W oriented streets are reasonably shaded by trees there are long gaps in some and others that are unshaded. Most of the N-S oriented streets are unshaded. N-S oriented streets are frequently used by pedestrians to move across the city, and many may get less direct radiant heat from the sun than E-W oriented streets, they are nonetheless extremely hot “canyons” in summer.

**Figure.** Part of the SE of the city copied from the [Urban Tree Map \(CoA\)](#) showing generally good tree cover on E-W streets (with notable exceptions), but little to no cover on most of the smaller N-S oriented streets and lanes.



Postal Address- SECRA 445 Gilles St, Adelaide, SA 5000. Ph 0434812043. Email. [secra.sa@gmail.com](mailto:secra.sa@gmail.com)

Street canopy trees, and shrubs on verges, need to be planted now i.e. in this budget term. SECRA believes that \$1,700,00 for Public Realm Greening (in City streets, business and residential premises) is insufficient to cover the cost of the planting and the street realignment that is needed. A spend of \$1.7m in 2024-25 equates to 85 trees (ie <2% increase on top of the ~4,500 trees presently in the city "square" bordered by the 4 terraces), whereas an increase in the order of 20% is likely needed. Tree planting (and the required street redesign) should be one of the top priorities and tasks of the Council, and its resources (re)directed accordingly. SECRA believes that \$5,000,000 in 2024-25 is a more realistic amount if such greening is to make a difference within 4 years. Bring the spend forward into this budget. The trees cannot wait. Other projects can.

### ***Implementing the Mainstreet Revitalisation Program***

SECRA supports the 'starting upgrades' in Hindley Street (and in particular, the retention and enhancement of the heritage buildings) but notes there are a number of projects, often called Masterplans, that are being funded in this budget for 'detailed design'. SECRA would have more confidence that this necessary work will result in change 'on the ground' if Council would set out in this budget a proposed timeline for completion of the 'revitalisation' of O'Connell, Hutt and Gouger Streets'. Detailed design done in 24/25 may well be no longer relevant five years on. Might it be better to deliver the 'detailed design' in the year preceding the intended work?

### ***Stimulating growth in the city's economy***

SECRA is concerned that there seems no transparency in the costings to ratepayers for the three major commercial projects mentioned in this budget: 88 O'Connell, Market Square, and 'the Council-led development at 218-232 Flinders Street.'

A press release at the time of the Flinders Street purchase quoted the Lord Mayor as saying such projects 'can help tackle the current housing crisis'. SECRA believes that the responsibility for, and ability to, tackle the housing crisis lies with the State and Federal Governments (and their policies), and not with local government. The Lord Mayor made it clear that 'this acquisition – made using the City of Adelaide's future fund – must ultimately provide benefit to the city and its ratepayers.' How are ratepayers to judge the benefit of Council getting involved, or *leading*, large-scale commercial ventures when the risks and possible rewards are not discussed with ratepayers?

### ***Investing \$2.5m to drive affordable, safe and quality housing outcomes***

SECRA supports the re-adaptive housing initiatives, in particular where these result in the retention of heritage buildings and townscapes.

### ***Focusing on core community services***

*Residents* will, generally, always support more funding for community services such as libraries, efficient waste management, the street cleaning by Council staff, and the maintenance of their city open space, the Adelaide Park Lands. SECRA has been working closely with Council Horticulture and Biodiversity staff on volunteer greening projects in Pakapakanthi/ Victoria Park and very much appreciate their hard work and enthusiasm.

Postal Address- SECRA 445 Gilles St, Adelaide, SA 5000. Ph 0434812043. Email. [secra.sa@gmail.com](mailto:secra.sa@gmail.com)

Later this year SECRA, through Green Pakapakanthi, will be planting two more 'pocket forests' and canopy trees along walking paths. SECRA does not support a Master Plan for Pakapakanthi/ Victoria Park that allows a four-day motor sport event to deny other park users a functioning park with shaded paths and increased greening.

Many small community organisations rely on the Box Factory Community Centre for affordable meeting places but because the Centre is not staffed these organisations are finding it difficult to set up audiovisual equipment etc (from a storeroom that is not properly managed). Reinstating funding for a staff member (who could work with the organisations to further support their programs and activities) from 4.00-7pm is needed.

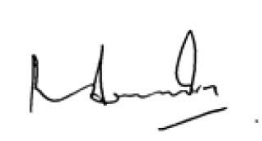
***Funding through responsible principles of financial stability***

SECRA accepts the need for a general rates revenue increase of 5.9%.

***Other comments and questions***

- Is \$3.531m sufficient to "Lead Adelaide into a Climate Resilient future"?
- Uneven footpaths are a hazard to pedestrians and need to be fixed as soon as reported.
- The completion of the north-south bikeway is supported. What is happening to an east-west separated bikeway?
- There is no mention of funding for the Flinders Street Streetscape (to which SECRA made a detailed submission last year) but there is \$150,000 for a 218-232 Flinders Street Master Plan investigation?
- Do the Vincent Street and Vincent Place 'improvements' (\$1,203,000) include undergrounding of the power lines?
- The so-called 'Hutt Street Entry Statement' (\$730,000 in this budget) seems little more than footpaths.

Please contact the undersigned at [secra.sa@gmail.com](mailto:secra.sa@gmail.com) if clarification is required regarding any of the matters raised.



R Doug McEvoy AM  
Chair, South East City Residents Association

Acknowledgements: This submission was drafted by Heather Nimmo with the assistance of other SECRA Committee members and informed by opinions canvassed from the general membership

Postal Address- SECRA 445 Gilles St, Adelaide, SA 5000. Ph 0434812043. Email. [secra.sa@gmail.com](mailto:secra.sa@gmail.com)

Simon Rodger (Adelaide Lutheran Sport Club)

19 May 2024



OFFICIAL

Community Consultation

Draft 2024/25 Business Plan & Budget

GPO Box 2252, Adelaide SA 5001

19<sup>th</sup> May 2024

To whom it may concern,

Adelaide Lutheran Sports Club Inc are one of several members of the Adelaide Sport and Recreation Assoc Inc (ACSARA) who has leased Park21W for over 40 years, and offer junior and senior netball, cricket, and football to anyone in the community. We have a growing number of rate payers among our members, supporters, sponsors, and officials.

The draft 2024/25 Business Plan and Budget, which sets out council's priorities, programs, and projects for the year ahead, appears a good document given our understanding of the Council's strategy and financial position.

We would like to specifically support the proposed allocation of 1.5% of rates revenue to upgrade parklands buildings. Although not a large amount, it is at least a start. We believe it is crucial that this be adopted, regardless of matching cost savings as requested of Administration.

The neglect of these Council assets over many decades is unfortunate but together with the evolution of community sports, especially through an explosion of female participation, means action is even more urgent.

The approach to acquitting these funds each year is equally important and no doubt one that will generate noise from all sorts of organisations. In our view, the following principles ought to be prioritised when doing so. They are common sense, but important:

1. Safety – buildings and facilities with greatest current safety and security risk.
2. Leverage - projects that incorporate co-investment which will mean the impact of the Council investment will be magnified multiple times.
3. Fit for Purpose – projects that have the greatest shortcoming for required usage (for example, facilities unsuitable for female and/or junior sports) or are insufficient for the size and scale of fields being activated (for example, only two change rooms for multiple fields).
4. Diversity – projects that result in facilities that can adequately service a diverse range of the community, including the lessee, local schools, other sporting organisations, and multiple sports, both mainstream and non-mainstream.

The Park21W project is one that should be given highest priority given these principles, and given the delays experienced at the hands of Council in recent years.

The masterplan to improve the Park 21W precinct was initiated by a Council Expression of Interest process in 2017, endorsed through public consultation in 2019 and approved by Council in 2020.



**OFFICIAL**

The installation of improved playing field lighting and cricket training nets since that time represents the smaller initial stage, however efforts to design and construct a new community facility has suffered many Council instigated delays. This budget represents an opportunity to take a step forward with this project and get it back on track.

We strongly urge Council to adopt this proposal to allocate funding within the 2024/25 budget to upgrade parklands buildings.

On behalf of the ALSC Board

Yours sincerely

**Simon Rodger**

Chairperson

## WRITTEN SUBMISSION/FEEDBACK 53

**Tim Marriage**

19 May 2024

Hi,  
Just a small email to support the submission made by the Adelaide Park Lands Association. They do such a good job and are certainly under attack from all manner of political forces. I don't want us to lose this garland like Christchurch (also designed by William Light) where their garland has gone. Please, do the right thing and fund them.

Thanks

Tim Marriage

## WRITTEN SUBMISSION/FEEDBACK 54

**Sue Lang**

19 May 2024

Dear Sir / Madam,

I would like to advise the City Council that I very much support the points made in the submission of 15 May from the Adelaide Park Lands Association.

(/s/2024-05-15-APA-Submission-on-CoA-2024-25-Draft-Budget-and-Business-Plan-esgj.pdf)

Yours sincerely,

Sue Lang

Anonamous

20 May 2024

Good morning,

I am and have been a regular user of Park21W playing fields for multiple years for ultimate frisbee. The current grounds there are inadequate for hosting games, as the fields are very uneven, making it unsafe to play, and the facilities do not adequately cater for women, children, spectators, or the public. The changerooms especially and location of bathrooms make it hard to share this space. There is a big community of people that use these grounds, especially the ultimate frisbee community more than once a week and the football players I see there every week, hence an upgrade would be valued and used by a large portion of the community. It may also help foster our sports to grow, attracting more people, and building the community through facilities that encourage more community interactions.

I support any initiatives of investment in the Park Lands and the proposed revenue towards upgrading Park Lands buildings is much appreciated. I especially support the Park21W upgrade as this is very much needed and will be valued and used by lots of the community. The Park21W should be a priority due to both the need and the co-investment opportunity that will ensure this project will occur very quickly, as lots of time has already been invested into this project.

Please consider feedback.

Kind regards,

**Bruce Djite (Propoerty Council of Australia)**

21 May 2024



**Property Council of Australia** ABN 13 00847 4422

**A** Level 4, 91 King William Street, Adelaide SA 5000

**T** +61 8 8236 0900

**E** [info@propertycouncil.com.au](mailto:info@propertycouncil.com.au)

**W** [propertycouncil.com.au](http://propertycouncil.com.au)

**TW** @propertycouncil

21 May 2024

Chief Executive Officer (Community Consultation)

Draft 2024/25 Business Plan and Budget

GPO Box 2252

Adelaide, SA 5001

[StrategicPlan@cityofadelaide.com.au](mailto:StrategicPlan@cityofadelaide.com.au)

**Draft 2024/25 Business Plan and Budget**

To the Chief Executive,

The Property Council welcomes the opportunity to provide a response to the City of Adelaide's *Draft 2024/25 Business Plan and Budget* on behalf of its South Australian members. As an industry body, we recognise the importance of setting key targets to improve and grow our Central Business District by attracting more capital, residents, and businesses.

The Property Council of Australia is the leading advocate for Australia's largest industry – property. Property Council member organisations are investors, owners, developers, builders, and managers of real estate across all major asset classes including commercial, office, residential, industrial, retirement communities, hotels, purpose-built student accommodation and more.

We understand the City of Adelaide, through this proposed Budget, is seeking feedback on three primary goals:

1. Budget repair
2. Asset renewal and repair
3. Support for businesses.

The Property Council also notes the City's targets include a **general rates revenue increase of 5.9% in fees and charges** from Adelaide's commercial and residential ratepaying base.

We acknowledge the need to improve community facilities, but we question the timing of such a hefty rate increase, which will primarily hit our member base within the city.

A handwritten signature in black ink, appearing to read 'Bruce Djite'.

**Bruce Djite**

SA Executive Director, Property Council



As stakeholders invested in Adelaide's prosperity, we offer the following insights.

**The Property Council acknowledges and appreciates the 'Financial Principles' outlined in the 2024/25 Budget, and generally supports the intent in the outlined 'Priorities for 2024/25'.**

We support the City's goal to implement its Housing Strategy. A collaborative approach with public, private and community developers to increase supply is essential in overcoming the current housing crisis. Indeed, the Property Council hopes to have ongoing collaboration and dialogue with the City to achieve the best outcomes for the City and its constituents. However, there are a few points of concern.

The Property Council's membership base primarily consists of commercial landlords or tenants. These members have shouldered considerable economic burdens and challenges during the pandemic period and its aftermath. Many businesses have not been able to recover from this once-in-a-lifetime event, resulting in significantly reduced economic activity and even closures for some.

We raise concern particularly about the proposed 37.3% (\$108.681 million) of funds drawn from many stakeholders in the Property Council's member base – commercial landowners and tenants. It is not prudent to further burden the very sector responsible for upholding and sustaining Adelaide's growth and vibrancy. Both commercial and residential landowners are directly affected by these rate hikes. However, there is a flow-on impact to the tenants who occupy these spaces. As the landlord's grapple with increased expenses, this financial burden on them will be passed on to the tenants through higher rents and fees. For small businesses, already grappling with post-pandemic challenges, this is additional and unnecessary financial stress. Increases in rates above the rate of inflation will strain budgets, negatively impact their viability, let alone any potential growth prospects.

While we acknowledge the City's commitment to post-pandemic budget repair, we urge a more balanced approach. The Property Council recognises that the City must raise revenue to fund projects that enhance Adelaide's liveability, vibrancy, and overall appeal as a leading capital city. We support infrastructure upgrades and maintenance, as well-maintained public and accessible community assets contribute to a vibrant city. Prioritising basic city infrastructure, including footpaths and other crucial assets, aligns with our vision for a sustainable and prosperous Adelaide.

Regarding the timing of rate increases during post-pandemic economic recovery as well as a significant cost-of-living crisis, the Property Council believes that material rate hikes such as the proposed 5.9% will discourage new business formations and burden existing ones. Considering the current economic climate, a smoothed increase would be more sensible. For example, the Essential Services Commission in Victoria administered a

council rate cap of 2.75% for FY2024-25, which we view as a sensible measure at this critical juncture.<sup>1</sup>

As a result, the Property Council proposes:

- **A more balanced and conservative rate increase of 3.6% (in line with the March 2024 quarter Consumer Price Inflation) to assist with delivery of strategic projects and asset renewal.**
- **A focus on strategic partnerships with key stakeholders in the private sector to deliver attractive events ongoing occasions to Adelaide.**
- **Build and expand existing relationships with Adelaide's Sister Cities to explore innovative ways of attracting tourism, residents and growth to the city.**

Concerns remain for other sectors of the Property Council member base. For investors in real estate and property developers, higher rates reduce the attractiveness of investing in Adelaide at a time when it is most needed. For developers planning new projects, increased rates and holding costs are a deterrent, which impinges on the city's potential growth and vibrancy. For the tourism and hospitality sector, rate increases indirectly affect businesses in this realm by impacting their operating costs, as well as discouraging spending on experience-based activities. This sector is a vital economic driver for Adelaide, and it relies on a thriving city with constituents willing and able to spend.

In 2023, the Property Council made a submission to the City's then FY23/24 Budget, and we made the point that "budget repair is not the same as economic repair". Twelve months on and our message is still the same. It does not equate to giving small to medium businesses or prominent landowners the support they deserve as they strive to make Adelaide a hub for attracting investment and growth. Still relevant within that submission is our argument that while investing in capital projects to improve street amenity is commendable, the Property Council questions whether supply-side and skills constraints might hinder program delivery at this time. Relying on recovering ratepayers to support the Council's borrowing capacity must be carefully weighed against project feasibility, and whether the timing is correct for embarking on such projects at all.

The Property Council appreciates the intent of the City in maintaining and improving public infrastructure facilities. We advocate for a balanced, collaborative approach that ensures Adelaide's long-term prosperity while considering the challenges faced by businesses recovering from what must be considered a 'black swan' event in our history. We hope the City continues to collaborate with industry and business sector to achieve the best outcomes for South Australia.

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<sup>1</sup> Essential Services Commission Victoria "Our advice on setting council rate caps" [Our advice on setting council rate caps | Essential Services Commission](#)