

CITY OF ADELAIDE DRAFT 2024/25 BUSINESS PLAN AND BUDGET

Attachment A

CONSULTATION SUMMARY

Engagement on the City of Adelaide Draft 2024/25 Business Plan and Budget (BP&B) occurred between 26 April 2024 and 19 May 2024.

During the consultation period, the Draft 2024/25 Business Plan and Budget project page on Your Say Adelaide had the following engagement:

- 2,802 people visited the webpage,
- 1,962 aware participants i.e. visited at least one webpage, and
- 657 informed participants i.e. downloaded a document or visited multiple pages on the site.

A total of 89 Your Say survey responses were received, along with 56 written submissions submitted via email. We also received 31 'idea postcards' filled out during face-to-face opportunities during the consultation period. Three representations were made during the Public Hearing at the Council meeting on 14 May 2024. This paper provides a summary of the results from the Your Say surveys and key themes that emerged across all submissions.

Attachment A - Engagement Outcomes Summary

DRAFT 2024/25 BUSINESS PLAN & BUDGET

YOUR SAY SURVEYS (89 responses)

Who did we hear from?

- 55% of respondents (47 people) identified themselves as City of Adelaide ratepayers.
- 52% of respondents (46 people) were aged over 50 years, and 42% (38 people) aged under 50 years. 6% of respondents (5 people) did not indicate their age.
- Work, leisure and recreation, and shopping were the predominant ways that respondents participate in city life.

Survey Results

Within the Your Say survey multiple-choice questions were offered to gauge level of support for the proposed priorities, projects, and approach to rates and fees and charges.

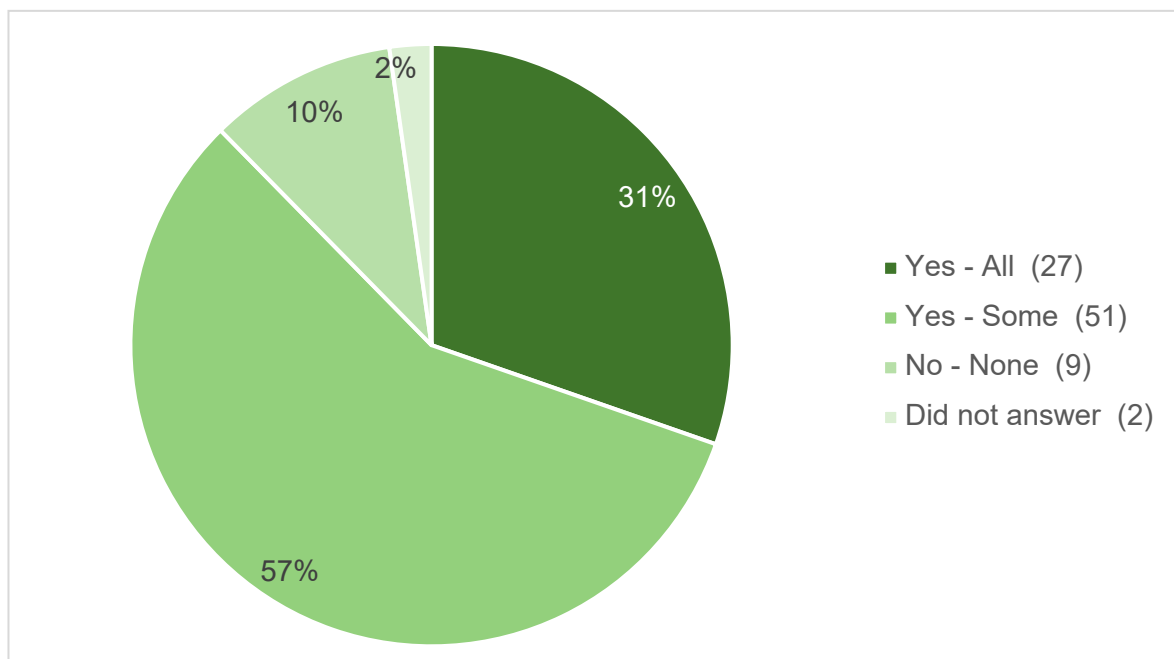
Prioritised Strategic Plan Key Actions

Question Asked

Do you support the Strategic Plan key actions being prioritised this year?

Results

Respondents tended to only support some of the proposed Prioritised Strategic Plan Key Actions with 57% supporting some, and a further 31% supporting all the Key Actions.



Strategic Plan Outcomes to Focus Investment

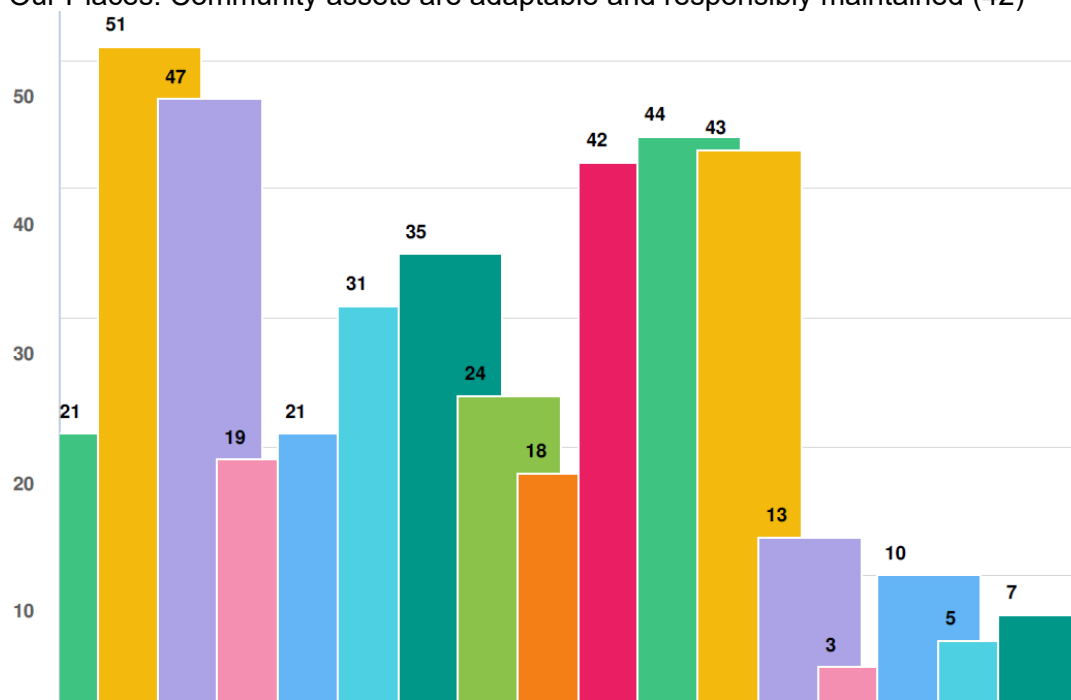
Question Asked

Listed below are the outcomes from the City of Adelaide Strategic Plan 2024-2028. In your view, where should Council prioritise investment?

Results

The highest ranked Strategic Plan Outcomes selected by respondents were:

- Our Community: An interesting and engaging place to live, learn and visit (51)
- Our Community: An inclusive, equitable and welcoming community where people feel a sense of belonging (47)
- Our Places: Encourage bold, interesting and purposeful development that supports the changing needs of our community and city (44)
- Our Places: Create safe, inclusive and healthy places for our community (43)
- Our Places: Community assets are adaptable and responsibly maintained (42)



Question options

- Our Community: Drive affordable, safe and quality housing outcomes that attract and retain residents in our city
- Our Community: An interesting and engaging place to live, learn and visit
- Our Community: An inclusive, equitable and welcoming community where people feel a sense of belonging
- Our Environment: Lead as a Low Carbon Emissions City
- Our Environment: A sustainable city where climate resilience is embedded in all that we do
- Our Environment: The status, attributes and character of our green spaces and the Park Lands are protected and strengthened
- Our Economy: Adelaide's unique experiences and opportunities attract visitors to our city
- Our Economy: Achieve a critical mass of jobs and investment and attract and retain businesses by growing a dynamic, holistic economy
- Our Economy: Council is driving development opportunities for our community via diverse commercial activities
- Our Places: Community assets are adaptable and responsibly maintained
- Our Places: Encourage bold, interesting and purposeful development that supports the changing needs of our community and city
- Our Places: Create safe, inclusive and healthy places for our community
- Our Corporation: Effective Leadership and Governance
- Our Corporation: Exceptional Customer Experience
- Our Corporation: Financial Sustainability
- Our Corporation: People Engagement
- Our Corporation: Strategy, Value and Efficiency

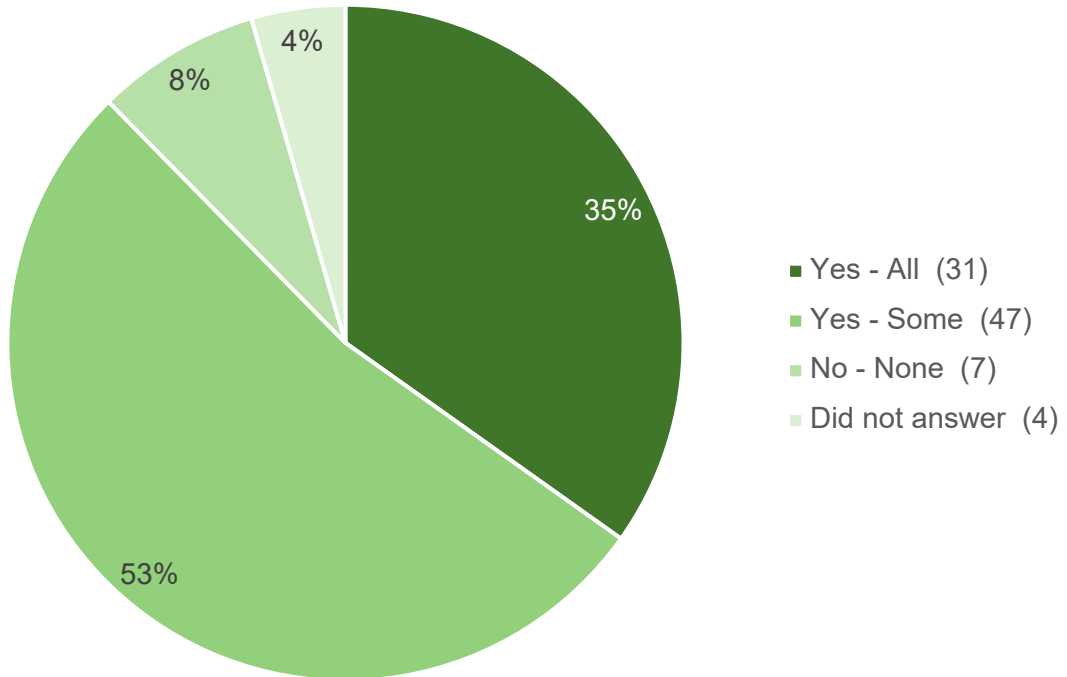
Strategic Projects

Question Asked

Do you support the proposed strategic projects for 2024/25?

Results

Most respondents (53%) tended to only support some of the proposed Strategic Projects while a further 35% indicated that they supported all.



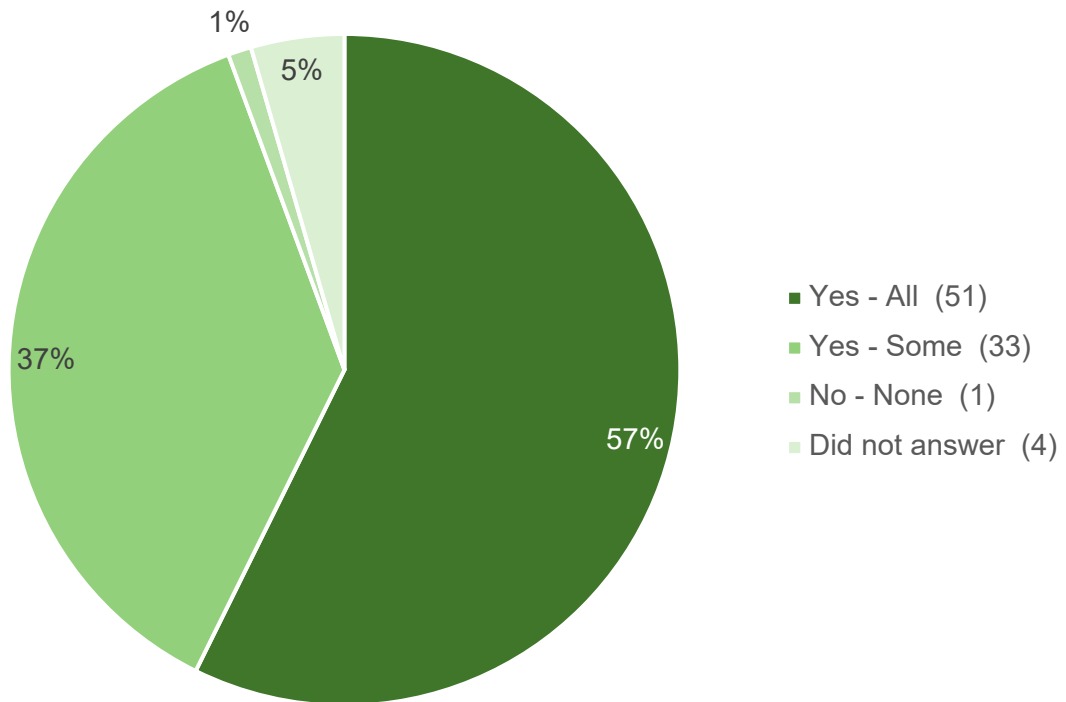
New and Upgrades Projects

Question Asked

Do you support the proposed Capital New and Upgrade Projects for 2024/25?

Results

There was a high level of support for the proposed New and Upgrade Projects with 57% of respondents supporting all of them and a further 37% supporting some of them.



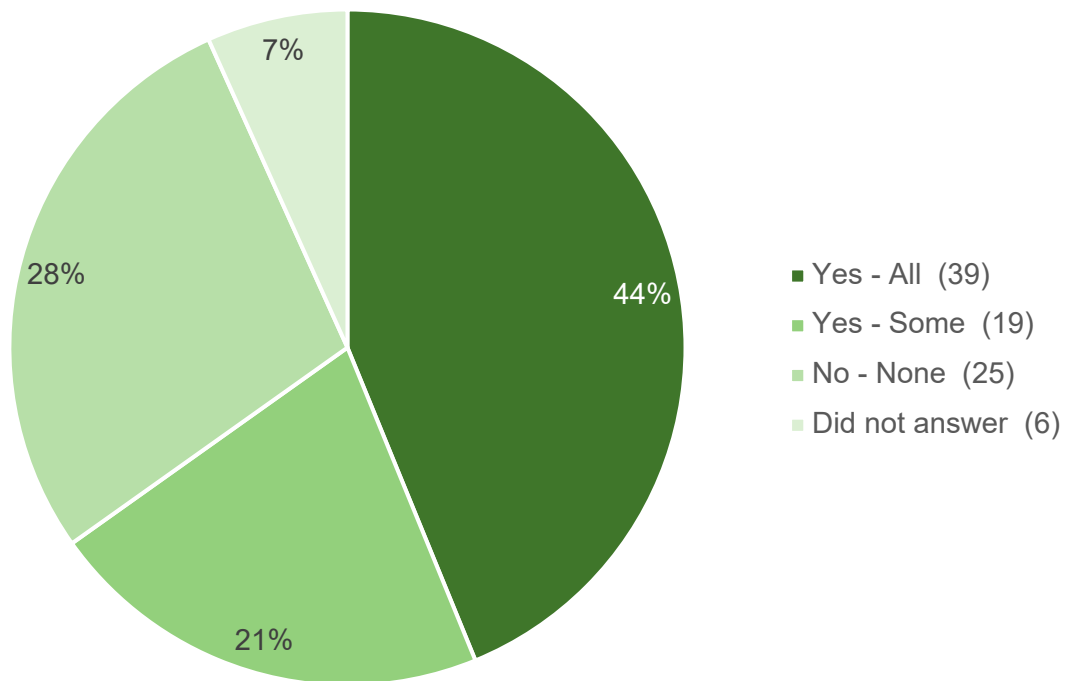
Proposed Approach to Rating Short Stay Accommodation

Question Asked

Do you agree with the proposed approach to rating short stay accommodation?

Results

There was a higher level of support for the proposed approach to rating short stay accommodation with 44% of respondents supporting all of the proposed approach and 21% supporting some of the proposed approach. 28% of respondents did not support the proposed approach.



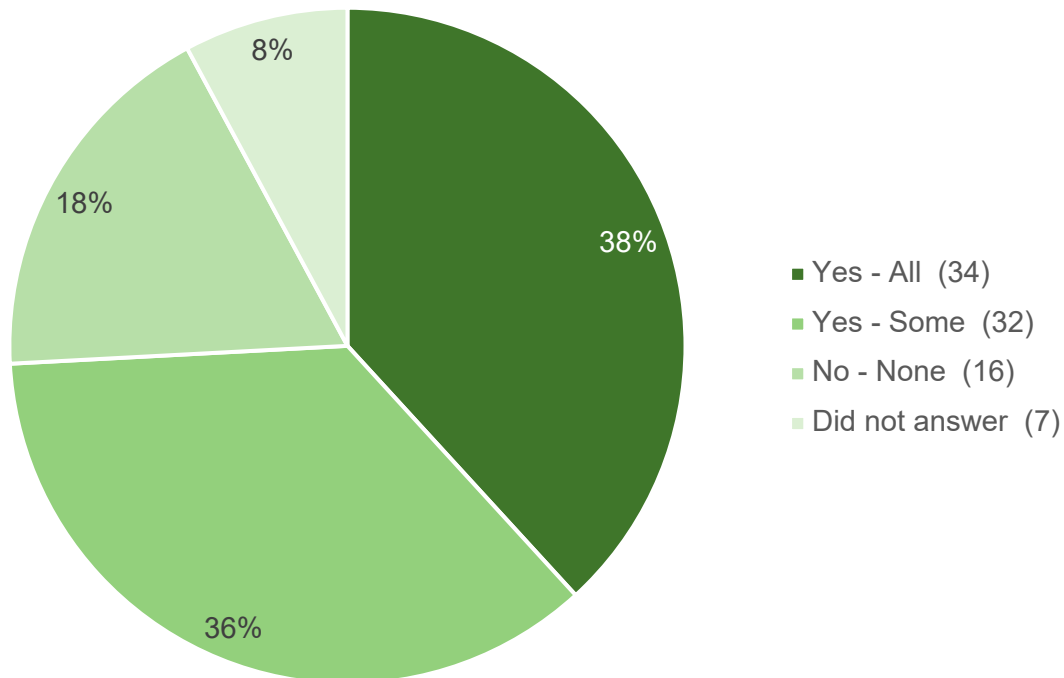
Proposed Changes to Fees and Charges

Question Asked

Do you agree with the proposed changes to Fees and Charges?

Survey Results

There was a higher level of support for the proposed changes to fees and charges with 38% of respondents supporting all of the proposal and 36% supporting some of the proposal. 18% of respondents did not support the proposed changes.



Public Hearing Representations

At its meeting on 14 May 2024 Council held a public hearing as part of the consultation, in accordance with sections 123(3) and (4) of the *Local Government Act 1999 (SA)*. This provided people the opportunity to provide feedback or ask questions on the Draft 2024/25 Business Plan and Budget directly to elected members.

Three representations were made, all relating to short stay accommodation. The questions and comments raised included; ensuring communication of the outcomes of the decision and direction on how it would be administered, questions regarding the criteria used to identify properties (owner-occupier/stand alone, number of days used as short stay accommodation in a year), the percentage difference between a residential and commercial rate, concerns about lack of awareness of the proposed change and if there would be any criteria applied to those who have only one property, rather than multiple, being used for short stay accommodation.

Key Themes

In addition to the multiple-choice questions outlined above, respondents to the Your Say survey were asked to provide additional information either explaining their reasoning for their level of support, or to provide additional comments. Emailed submissions and idea postcards collected from face-to-face interactions covered various topics of the BP&B however there were common themes across all responses received. The key themes are discussed below.

Rates

Approximately 11% of all submissions/postcards related to or mentioned rates (excluding the proposed changes to rating short stay accommodation). Over half of the submissions mentioning or relating to rates were not supportive of the rate increase.

Commentary relating to rates include the proposed rate increase being too high and should be in line with CPI (Consumer Price Index) or WPI (Wage Price Index), reduction on expenditure or focus on revenue generating projects to reduce rate increase, reduction of rate burden on residents, reduction of rates for Central Market businesses and impact of rate increase on businesses.

Suggestions relating to rating included rate discounts for first home buyers, vacant properties to be charged a higher rate and that University residential colleges to be classified as accommodation for rating.

Some submissions were supportive of a rate increase in general, to ensure services are not reduced, or only a one-off (above CPI).

Proposed changes to Rating Short Stay Accommodation

Approximately 26% of all submissions/postcards related to or mentioned the proposed changes to rating short stay accommodation. Over half of the submissions mentioning or relating to the rating approach did not support the change and approximately a third did support the change.

Commentary against proposed change included the impact of affordability of short stay accommodation in the city, reduction of bringing people into the city to stay and the impact on tourism/economy, reduction in competition in accommodation market, impact of cost increases to owners (income and costs), potential implications to strata rules, the ATO considering short stay accommodation income as rental income. the lack of impact on housing crisis, and concerns and confusion regarding how providers will be captured under the proposed changes.

Benefits raised regarding short stay accommodation included assistance in bringing people into the city during periods, positive impact on economy and job creation and improves options for those wanting to stay in the city.

Those who supported the change included that the reduction in rate burden to residents and that further increases should be adopted to drive to more long-term rentals.

A number of suggestions/recommendations were provided related to the administering of and considering the proposed change. These included:

- Means testing based on income.
- Maintaining a residential rate to those with only one short stay accommodation property and apply the non-residential rate to those with two or more short stay accommodation properties.
- Exemptions of private hosts who do not operate under an ABN for their short stay accommodation.
- If the change is endorsed, provide short stay accommodation owners commercial vehicle exemptions for parking (i.e. in U-Parks for short stay owners to clean the property).
- Change of criteria from '90 days available' to 'over 90 days booked'
- Raise the threshold of 90 days available to 120 days available.
- Provide clearer criteria of short stay accommodation captured by the change in the final BP&B and on the rates page on the City of Adelaide website.

Proposed Changes to Fees and Charges

Approximately 6% of all submissions/postcards related to or mentioned the proposed changes to fees and charges. The majority of the submissions related to or mentioned fees and charges did not support the proposed changes. Commentary regarding e-scooters was mixed, with some not supporting the change in fees and charges to promote micromobility and low carbon, and support for the change for greater control. Other comments included not increasing fees for the hospitality industry.

Environment and Greening

Approximately 6% of all submissions/postcards related to or mentioned the environment and/or greening. There was high levels of general support for environmental and greening investment and projects, with some mentioning further increasing funding.

Park Lands

Approximately 43% of all submissions/postcards related to or mentioned the Park Lands, with high level of support for investment in the Park Lands. Over half of the submissions mentioning the Park Lands were in support of the investment in Park Land buildings, with a quarter of the support adding to prioritise the sports building at Park 21 West.

A third of submissions that related to Park Lands supported the submission of the Adelaide Park Lands Association. The submission of the Adelaide Park Lands Association raised items including:

- Concerns relating to the size/footprint of buildings in the Park Lands which would be upgraded.
- Accessibility in Helen Mayo Park.
- Increase the budget for the Adelaide Park Lands Art Prize.
- Returning Park Land areas back to green space.
- Council to undertake a feasibility study of a recreation circuit in the Park Lands.

In addition to this, submissions outlined general support for the Park Lands, investment in the Park Lands, ensuring the Park Lands are usable by all, better protection, and a dog park in the west end.

Budget (including Grants, Sponsorships and Partnerships)

Approximately 7% of all submissions/postcards related to or mentioned the budget, most of which specifically highlighted grants, sponsorships and partnerships. General comments relating to the budget included reducing expenditure and general budget/financial management.

Commentary mainly related to not supporting cuts to grants, sponsorships and partnerships, such as those for festivals/events, mentioning the economic impact. Commentary also related to increasing funds for existing or new grants, such as the Adelaide Park Lands Art Prize, support to the Box Factory and for school children to attend national/international sports competitions.

Transport and Parking

Approximately 10% of all submissions/postcards related to or mentioned transportation and/or parking. A variety of comments were provided under this theme, including:

- Active Transportation – greater focus on active transport, improve cycling routes in/into the city and direct parking fine revenue towards active transport.
- E-scooters – both supportive (focus on micromobility and environment) and unsupportive (clutter and danger) positions.
- Funding to reduce speed limits at Sturt Street Community School.
- Improved public transport through the city (e.g. tram to North Adelaide).
- Reduction in traffic in King William Street, North Terrace and Lefevre Terrace.
- Parking – more free weekend parking, more parking near Rundle Mall, reduce U-Parks to align with environment goals, improved parking controls in Stanley Street, North Adelaide, to allow residents to park near homes, and inconsistency in parking permit rules/process.
- More support for rideshare drivers, with same controls as taxis e.g. drop off/pick up points and travel along closed road at Adelaide Oval for pick up for events.
- More electric vehicle chargers.

Economy and Businesses

Approximately 7% of all submissions/postcards related to or mentioned the economy and/or businesses. Comments included the impact of increased costs to run businesses and events with further difficulty to potentially be faced with increased rates, fees and charges, and/or reduction in Council support (grants, sponsorships and partnerships). Other comments highlighted the positive impact to tourism and the economy through short stay accommodation, Fringe, WOMADelaide and Business Events Adelaide, and to focus more on economic revitalisation, leveraging on Adelaide's Sister City relationships.

Projects

Approximately 15% of all submissions/postcards related to or mentioned projects (excluding Greening and Park Land buildings). The feedback was mixed relating to projects. Whilst some supported the proposed projects overall, support was mentioned for the following:

- Adaptive reuse housing
- Hindley Street revitalisation
- Renewal program investment
- Market Square
- Hutt Street footpath renewal
- O'Connell Street revitalisation

Projects mentioned that were unsupported were:

- Market Square

- Statues and street art
- Hutt Street upgrades
- Hindley Street revitalisation
- Adaptive reuse housing and low cost housing
- 88 O'Connell Street

Other comments and suggestions related to projects included:

- Increasing investment in renewal
- Too much focus on master plan designs rather than executing them
- The need for public toilets in Victoria Park
- More public seating and lighting in North Adelaide
- City Activation (Strategic Project) is broad with high budget
- Prioritise basic infrastructure
- More focus on footpaths
- Plants on revitalised main streets must be maintained
- Central Market need uplift, but protect charm
- Disappointment in abandonment of Sturt Street greening

The BP&B

Approximately 3% of all submissions/postcards related to or mentioned the BP&B including comments of both support and opposition for the proposed plan and misalignment of AEDA's role in the plan. With regards to the presentation of the BP&B document, feedback included providing simpler and more consistent presentation of rate information, lesser designed document, and additional detail to be provided in general, about priorities, whole of life of major projects and Long Term Financial Plan context to provide readers an understanding of the long term impact of the proposed budget.

Other Feedback

Submissions and postcards provided a variety of other comments and feedback. This included:

- General positive – supportive of the plan, the management of Council and the city overall.
- General negative – dissatisfaction with Council and its subsidiaries, restrict growth of the city, opposition to Council acting as a developer and disappointment of Christmas in the City
- Focus of Council – High quality architecture/visually appealing, further investment in infrastructure and services in areas of growth, services (retain service, and stopping 'non-essential' services, small business support and focus of overall community
- Cleanliness and Safety – greater focus on cleanliness and waste service, and improved safety, with specific mentions of Whitmore Square, the Park Lands, North Terrace, Hindley Street and King William Street
- Other – Making more areas of the city pet-friendly, more heritage items to be listed in the South-East, staff ability to work from home, support for QR codes for consultation and information, implementing a liveability index, investment in and around the Democracy Museum, the Central Market to be opened on Sundays, program for independent planning advice for residents, support for the Crows in the Park Lands, and suggestion of training to short stay accommodation owners and ride share drivers to promote the city.