

# Economic Development Strategy for Endorsement including Summary of Consultation

Strategic Alignment – Our Economy

Public

Monday, 2 July 2024

City Planning, Development and Business Affairs Committee

**Program Contact:**

Sarah Gilmour, Associate Director Park Lands, Policy & Sustainability

**Approving Officer:**

Ilia Houridis, Director City Shaping

## EXECUTIVE SUMMARY

The purpose of this report is to provide outcomes of public consultation on the draft Economic Development Strategy (draft Strategy) and seek endorsement of the final Economic Development Strategy – A Thriving Economy for All (the Strategy).

On 26 March 2024 ([Link 1](#)) Council endorsed the draft Strategy for public consultation which opened on 23 April 2024 for 6 weeks and closed on 31 May 2024.

There was support for the draft Strategy from industry, State Government, non-government organisations and the community.

The consultation summary is provided in **Attachment A**. Key comments include:

- Support for the draft Economic Development Strategy and proposed goals and priorities.
- Support for prioritising climate change mitigation through a transition to circular and sustainable business models.
- Importance of the Adelaide Airport and existing programs such as Renew Adelaide.
- Suggestions from the Adelaide Economic Development Agency (AEDA) regarding whether the City of Adelaide (CoA) or AEDA lead on the delivery of specific priorities.
- Comments about further support needed for protecting culture (artists and creatives).
- Housing affordability and supply as a barrier to economic development.
- Comments regarding funding available towards implementation of the Economic Development Strategy through the Annual Business Plan and Budget 2024/25, specifically external grant, sponsorship and strategic partnership programs.
- State Government interest in alignment with the Greater Adelaide Regional Plan and the role of the Adelaide Park Lands as the inner suburbs develop.

---

## RECOMMENDATION

The following recommendation will be presented to Council on 9 July 2024 for consideration

THAT THE CITY PLANNING, DEVELOPMENT AND BUSINESS AFFAIRS COMMITTEE RECOMMENDS TO

COUNCIL

THAT COUNCIL

1. Notes the draft Economic Development Strategy Consultation Summary as contained in Attachment A to Item 7.3 on the Agenda for the meeting of the City Planning, Development and Business Affairs Committee held on 2 July 2024.

2. Endorses the Economic Development Strategy – A Thriving Economy for All, as contained in Attachment B to Item 7.3 on the Agenda for the meeting of the City Planning, Development and Business Affairs Committee held on 2 July 2024.
  3. Authorises the Acting Chief Executive Officer, or delegate, to make minor, syntactical and technical amendments to the document contained in Attachment B to Item 7.3 on the Agenda for the meeting of the City Planning, Development and Business Affairs Committee held on 2 July 2024, for the purposes of finalising the document for publication.
-

## IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<a href="#">Strategic Alignment – Our Economy</a> Develop a City of Adelaide Economic Development Strategy by 2024 to drive growth
Policy	This report is to establish a City of Adelaide Economic Development Strategy.
Consultation	<p>Consultation was undertaken from 23 April 2024 to 31 May 2024 in accordance with the engagement plan endorsed by Council on 26 March 2024 (<a href="#">Link 1</a>), including:</p> <ul style="list-style-type: none"> <li>• Emails to key stakeholders</li> <li>• Individual meetings with key stakeholders</li> <li>• Online engagement through Your Say Adelaide</li> <li>• AEDA Summit.</li> </ul> <p>A summary of the consultation is provided in <b>Attachment A</b>.</p>
Resource	Not as a result of this report
Risk / Legal / Legislative	<p>The City Planning, Development and Business Affairs Committee (CPDBA) Terms of Reference (<a href="#">Link 2</a>) was established in January 2023 and its purpose includes:</p> <p><i>To review and, if necessary, guide the development of a city-wide economic development strategy and a local heritage strategy and policy.</i></p> <p>The Strategy delivers a City of Adelaide priority and responds to recommendations from the independent reviews of AEDA.</p>
Opportunities	The development of an Economic Development Strategy clarifies the role of Council, AEDA, Adelaide Central Market Authority (ACMA), other levels of government and the private sector in economic development and sets strategic directions for the City of Adelaide and its subsidiaries.
24/25 Budget Allocation	The 2024/25 Annual Business Plan and Budget includes an allocation of \$106,000 for implementation of the Economic Development Strategy which supports the overall coordination and delivery of the Strategy by the City of Adelaide and its subsidiaries.
Proposed 25/26 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	The draft City of Adelaide Economic Development Strategy has a ten-year planning horizon and four-year delivery focus from 2024-2028.
24/25 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

# DISCUSSION

## Background

1. On 26 March 2024, Council endorsed the draft Economic Development Strategy – A Thriving Economy for All (draft Strategy), for public consultation ([Link 1](#)).
2. Details of the development of the draft Strategy for engagement are provided in the previous Committee report ([Link 3](#)) and a copy of the consultation draft Economic Development Strategy is provided in [Link 4](#).

## Consultation Process

3. Consultation was open from 23 April until 31 May 2024, with extensions granted to two groups until 5 June and 12 June 2024 respectively.
4. Direct emails inviting feedback were sent to State Government agencies, economic development experts, and business and industry leaders. This includes all invitees from the Economic Development Strategy Roundtable held on 14 December 2023.
5. Emails seeking feedback during the consultation were also sent to the Adelaide Economic Development Agency (AEDA) Board, AEDA Advisory Committee and the Adelaide Central Market Authority (ACMA).
6. Consultation on the draft Strategy was advertised in the City of Adelaide's external electronic mailing lists within the first half of the consultation period, including:
  - 6.1. City Business (AEDA) – 8,460 recipients
  - 6.2. Carbon Neutral Adelaide – 1968 recipients
  - 6.3. Art in the City – 2,933 recipients
  - 6.4. Your Community – 3,316 recipients
  - 6.5. Adelaide Central Market Traders – 129 recipients.
7. There were eight opportunities for in-person engagement and promotion of the draft Strategy throughout the consultation period:
  - 7.1. Pop-up consultation booth at the Meander Market on Melbourne Street (27 April 2024) – public event
  - 7.2. Gov to You at the Small Business Expo (2 May 2024) – ticketed event hosted by the Office of Small and Family Business
  - 7.3. City Switch Annual Networking Event (2 May 2024) – ticketed event
  - 7.4. Lord Mayor Night Time Entertainment Economy Roundtable (8 May 2024) – by invitation
  - 7.5. Pop-up consultation booth at the Adelaide Central Market (10 May 2024) – public drop-in
  - 7.6. Pop-up consultation booth at the Hutt Street Library (13 May 2024) – public drop-in
  - 7.7. AEDA Business Summit (22 May 2024) – ticketed event
  - 7.8. Mind Your Business campaign (6 May and 20 May 2024) – public drop-in.
8. Individual meetings were made available to stakeholders and one organisation requested and attended a meeting with Administration.
9. Online engagement was concurrently undertaken through Your Say Adelaide. The Your Say Adelaide responses show agreement with the targets in the draft Strategy.
10. A total of 13 written submissions and three Your Say Adelaide survey submissions were received. Written submissions were received from:
  - 10.1. Lot Fourteen
  - 10.2. AEDA Board
  - 10.3. Australia Hotels Association South Australia (AHA|SA)
  - 10.4. ICLEI Local Governments for Sustainability Oceania
  - 10.5. Property Council
  - 10.6. Business Events Adelaide
  - 10.7. Buy Airspace

- 10.8. Green Industries South Australia (GISA)
- 10.9. Planning and Land Use Services (PLUS)
- 10.10. RAA
- 10.11. Three emails/written submissions from individuals.

### Summary of Consultation

- 11. Key comments arising from the consultation include:
  - 11.1. Support for the draft Economic Development Strategy and proposed goals and priorities.
  - 11.2. Support for prioritising climate change mitigation through a transition to circular and sustainable business models.
  - 11.3. Importance of the Adelaide Airport and existing programs such as Renew Adelaide.
  - 11.4. Suggestions from AEDA regarding whether the City of Adelaide (CoA) or AEDA lead on the delivery of specific priorities.
  - 11.5. Comments about further support needed for protecting culture (artists and creatives).
  - 11.6. Housing affordability and supply as a barrier to economic development.
  - 11.7. Comments regarding funding available towards implementation of the Economic Development Strategy through the Annual Business Plan and Budget 2024/25, specifically external grant, sponsorship and strategic partnership programs.
  - 11.8. State Government interest in alignment with the Greater Adelaide Regional Plan and the role of the Adelaide Park Lands as the inner suburbs develop.

### Amendments to the draft Strategy

- 12. Based on the feedback received through the consultation process, changes have been made and are included in the updated Economic Development Strategy contained in **Attachment B**.
- 13. A tabulated summary of changes to the Strategy following consultation is provided in [Link 5](#), including:
  - 13.1. Amending the strategy by-line from 'A thriving economy that works for all' to 'A thriving economy for all' as suggested at the City Planning, Development and Business Affairs Committee in March 2024.
  - 13.2. Inclusion of an explanatory statement in the section titled Goals and Priorities, to clarify responsibilities between the City of Adelaide and its subsidiaries:
    - 13.2.1. Priorities may be led by CoA or AEDA. Where responsibility for priorities involves multiple leads, the CoA will be the primary lead.
  - 13.3. Changed responsibility as lead on a series of priorities relating to the CoA and its subsidiaries, as follows:
    - 13.3.1. Promote Adelaide as a premier tourism location, to replace AEDA and ACMA with AEDA and CoA as leads.
    - 13.3.2. Leverage and grow the green economy and green brand, to include AEDA as joint lead with CoA.
    - 13.3.3. Support international student wellbeing and sense of belonging, to include AEDA as joint lead with CoA.
    - 13.3.4. Enable a pipeline of housing addressing the needs of a diverse market, to include AEDA as joint lead with CoA.
    - 13.3.5. Invest in well-planned neighbourhoods and key destination precincts, to include AEDA as joint lead with CoA.
  - 13.4. Additional priority actions for AEDA aligned with their Charter.
    - 13.4.1. We will advocate to State Government to work with all stakeholders to reactivate the market for existing purpose-built student accommodation (PBSA) and support the enablers of growth.
    - 13.4.2. We will advocate to the Commonwealth Government to reform taxation policies which impact housing and for investment and incentives which assist in the development of more affordable and accessible housing.

- 13.4.3. We will lead in the diversification of residential mix through investment attraction, advocacy and marketing of the city.
- 13.4.4. We will partner with the State Government, universities, associations, community and advocacy groups to activate and upgrade precincts to stimulate investment, visitation and maximise opportunities.
- 13.4.5. We will enable precincts that have a significant or growing mass of businesses operating within them.
- 13.4.6. We will promote the city as Australia's premier festival and event destination with the aim of increasing visitation and investment.
- 13.5. Amendment of the section titled Innovation under the heading 'Advantage Adelaide' to read:
  - 13.5.1. Adelaide is a centre for education, defence, innovation, medical research and space technology, and has seen growth in residential apartments, purpose-built student accommodation, office towers and international hotels. The Australian Space Agency, Adelaide BioMed City, South Australian Health and Medical Research Institute (SAHMRI) and Lot Fourteen continue to boost the city's reputation and capacity for innovation.
- 13.6. Inclusion of the priority action 'We will lead investigations to promote visitation to the Park Lands as a 'Top 10' South Australian destination with the advice of Kadatilla/Adelaide Park Lands Authority' in Goal 1.
- 13.7. Update of Global Trends and Challenges to include skills retention and attraction, particularly in digital and critical technology sectors.
- 13.8. Replacing the use of First Nations people with Aboriginal and Torres Strait Islander people.
- 13.9. A lead priority for each goal has been highlighted as a focus area for delivery as is consistent with other City of Adelaide strategies including the Homelessness Strategy, Stretch Reconciliation Action Plan 2024-2027 (draft), and the Disability Access and Inclusion Plan 2024-2028.
- 13.10. Added social infrastructure investigations in Goal 5 under the heading 'What has been done'.
- 13.11. Study Adelaide moved from the Partnering For Impact section to Goal 3 under 'What has been done' heading.
- 13.12. Inclusion of the State-wide Innovation Model under Strategic Alignment.
- 13.13. Amended references to Lot Fourteen to improve visibility as a key economic and innovation precinct in the City of Adelaide.
- 13.14. Update of economic data based on the release of new 2023 .id economy data.
- 13.15. Minor editorial amendments.

### **Next Steps**

- 14. Pending Council's decision on the Strategy, the document will be finalised and made public on the City of Adelaide website.
- 15. Implementation of the outcomes sought in the Strategy will commence from 2024/25.
- 16. Reporting of the Strategy and progress toward targets will be undertaken through the City of Adelaide's Annual Report.

---

## **DATA AND SUPPORTING INFORMATION**

**Link 1** – [Council Meeting Minutes – Tuesday, 26 March 2024](#)

**Link 2** – [City Planning, Development and Business Affairs Committee \(CPDBA\) Terms of Reference](#)

**Link 3** – [City Planning, Development and Business Committee Meeting Agenda – Tuesday, 19 March 2024](#)

**Link 4** – [Draft Economic Development Strategy for engagement](#)

**Link 5** – [Economic Development Strategy - Summary of Changes post Consultation](#)

---

# ATTACHMENTS

**Attachment A** – Summary of Draft Economic Development Strategy Consultation

**Attachment B** – Economic Development Strategy – A Thriving Economy for All

---

- END OF REPORT -