

CITY OF ADELAIDE DRAFT ECONOMIC DEVELOPMENT STRATEGY CONSULTATION SUMMARY

VERSION – 12 JUNE 2024

Background

In August 2022 in response to a CEO undertaking to review the City of Adelaide's Strategic Policy Framework, Council Members were informed of the opportunity for an 'Economic Development Policy' and that work had commenced on one. The last City of Adelaide economic policy/strategy was the Economically Prosperous City Strategy 2012-2016.

The draft Economic Development Strategy (the draft Strategy) forms a key deliverable of the independent reviews of the Adelaide Economic Development Agency (AEDA) as presented to the City Finance and Governance Committee on 17 October 2023.

Develop a City of Adelaide Economic Development Strategy by 2024 to drive growth is a key measure of the City of Adelaide Strategic Plan 2024-2028.

With an anticipated doubling of the CBD population by 2036, the city is transitioning to a once-in-a-generation period of population growth. The draft Strategy outlines how to leverage the city's competitive advantages and seek to optimise its economic opportunities and outputs as the State's Capital and commercial centre.

Public Consultation and Responses

Consultation ran from 23 April 2024 to 31 May 2024 with two extensions granted until 5 June and 12 June 2024 respectively.

Stakeholders from 124 different organisations, including a range of State Government agencies, business leaders, university sector, leaders in arts and cultural festivals, economic development experts were emailed asking for their feedback on the draft Economic Development Strategy.

The AEDA Board and Advisory Committee Members were emailed asking for feedback on the draft Strategy and to distribute the draft Strategy through their networks.

Opportunities to participate in engagement were shared through the following City of Adelaide email distribution lists:

- City Business (AEDA) - 8,460 recipients
- Carbon Neutral Adelaide – 1968 recipients
- Art in the City – 2,933 recipients
- Your Community – 3,316 recipients
- Adelaide Central Market Traders – 129 recipients

There were eight opportunities for in-person engagement and promotion of the Strategy throughout the consultation period:

- Pop-up consultation booth at the Meander Market on Melbourne Street (27 April 2024) – public event
- Gov to You at the Small Business Expo (2 May 2024) – ticketed event hosted by the Office of Small and Family Business
- City Switch Annual Networking Event (2 May 2024) – ticketed event
- Lord Mayor Night Time Entertainment Economy Roundtable (8 May 2024) – by invitation
- Pop-up consultation booth at the Adelaide Central Markets (10 May 2024) – public drop-in
- Pop-up consultation booth at the Hutt St Library (13 May 2024) – public drop-in
- AEDA Business Summit (22 May 2024) – ticketed event
- Mind Your Business campaign (6 May and 20 May 2024) – public drop-in

Online engagement was undertaken concurrently through Your Say.

Individual meetings were made available to stakeholders and one organisation requested and attended a meeting with Administration.

Response to Engagement and Submissions

A total of 13 written submissions and three Your Say Adelaide submissions were received and are summarised in this document.

Written feedback was received from:

- Lot Fourteen
- AEDA Board
- Australia Hotels Association South Australia (AHA|SA)
- ICLEI Local Governments for Sustainability Oceania
- Property Council
- Business Events Adelaide
- Buy Airspace
- Green Industries South Australia (GISA)
- Planning and Land Use Services (PLUS)
- RAA
- Three emails/written submissions from individuals

The response to the online Your Say Adelaide engagement was as follows:

- **1,045 'Aware' visitors:** are unique visitors, which could be individuals or individuals visiting on behalf of organisations, who made 1,367 visits to the Your Say Adelaide page
- **269 'Informed' visitors:** are visitors that explored the available consultation materials more closely to learn more about the Strategy.
- **3 "engaged' visitors:** are the people who submitted feedback through the online survey.

Key Themes arising from Consultation

The key themes arising from written responses to the consultation, workshops and meetings 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 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.

Summary of Submission	Response
Organisation	
Lot Fourteen	
<p>Consolidated feedback from the Department of Premier and Cabinet’s Lot Fourteen is.</p> <ul style="list-style-type: none"> • <u>Where do you see yourselves partnering with us?</u> In identified areas noted in page updates suggested below – particularly in looking at partnership opportunities in business supporting services offered and including promotion of globally competitiveness activities and businesses at Lot Fourteen. Partnership alongside our activation partnerships with the Festival and Illuminate as we utilise the public realm and event spaces within the innovation district for public engagement. • <u>What role do you see your organisation playing?</u> Leadership contribute to some of the economic and engagement/attraction components of the EDS – clearer alignment would be beneficial. • <u>What role do you see the City of Adelaide playing?</u> Consideration of partnership approach to some activities and initiatives, joined up investment and business/skill attraction activities/programs. • <u>Who else do you think the City of Adelaide needs to be working with to achieve these goals?</u> Capital City Committee • <u>What do you see as the biggest barriers to achieving the targets for each goal?</u> Sufficient funding. Clarity of leadership roles. Identification of stakeholders who can contribute. 	<p>Noted – partnership opportunities with Lot Fourteen for business services, promotion of Lot Fourteen activities and business, and through city activation.</p> <p>Response seeking clearer alignment between Lot Fourteen and the draft Strategy.</p> <p>Amended references to Lot Fourteen to improve visibility as a key economic and innovation precinct in the City of Adelaide.</p> <p>Inclusion of an explanatory statement in the section titled Goals and Priorities, to clarify responsibilities between the City of Adelaide and its subsidiaries.</p>

Summary of Submission	Response
<p><i>Specific page inclusions for consideration:</i></p> <ol style="list-style-type: none"> 1. Pg 8 – Inclusion of Lot Fourteen under Goal 3 “Lot Fourteen a globally recognised innovation district within the CBD that is becoming a leader in defence, space, cyber and AI technologies’. 2. Pg 11 – Goal 3 inclusion as a priority: Priority: ‘Promote Adelaide’s reputation as a globally centre of excellence in defence, space, cyber and AI technologies’. 3. Pg 11 – Lot Fourteen has a significant role to play to support Goal 3 A centre for education and collaboration. 4. Pg 13 - Under Innovation Title include: ‘Lot Fourteen in the CBD is the home of the national Australian Space Agency, Australian Institute for Machine Learning and the Australian Cyber Collaboration Centre’. 5. Pg 14 – Challenge – Skills attraction and retention challenge, particularly in the digital and critical technologies sectors. 6. Pg 15 - Tarrkarri should not be positioned under Goal 2 rather Goal 1 7. Pg 20 – First Nations section in table – The First Nations Entrepreneur Hub, The Circle opened in Lot Fourteen in 2021 and currently has 325 Aboriginal business members. The Circle is a state and commonwealth government initiative and should be noted as such. 8. Pg 21 – FN Priority – consideration of involvement / partner to The circle’s services/operations to support Aboriginal businesses. 9. Pg 22 – Stone and Chalk (Lot Fourteens start-up Hub) should be referenced 10. Pg 23 – include infographic for Lot Fourteen. 	<p>Suggestions incorporated into draft Economic Development Strategy</p> <ol style="list-style-type: none"> 1. Lot Fourteen included in Goal 3. 2. Feedback incorporated into the first priority of Goal 3. 3. Lot Fourteen included. 4. Innovation paragraph reviewed, now reads: <i>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.</i> 5. Feedback incorporated. 6. Feedback incorporated. 7. Feedback incorporated. 8. Feedback incorporated. 9. This section refers to current and past City of Adelaide initiatives. Stone and Chalk has not to date received funding or partnered with the City of Adelaide on a specific program or project. 10. Feedback incorporated. 11. Feedback incorporated. 12. Feedback incorporated. 13. This section refers to current and past City of Adelaide initiatives. Stone and Chalk and The Circle have not to date received funding or partnered with the City of Adelaide on a specific program or project.

Summary of Submission	Response
<p>11. Pg 23 - 'The creation of the new Adelaide University ... and the inclusion of its operations of the future Australian Defence Technologies Academy at Lot Fourteen.</p> <p>12. Pg 23 – Lot Fourteen included with BioMed.</p> <p>13. Pg 37 – Start up support – include reference to supporting/participating with a link to Stone & Chalk start up activities and the Circle at Lot Fourteen.</p>	
<p><i>Additional comments for your consideration</i></p> <ol style="list-style-type: none"> 1. Going forward any documentation containing reference to Lot Fourteen would be welcomed to be sent through for us to be fully consulted and approve wording to ensure accuracy and appropriateness. 2. It would be beneficial for your strategy to link to the State-wide Innovation Place Leadership Framework to support the CoA Goal to be more than a gateway. 3. Suggest feedback is sought from Capital City Committee, which is the high-level governance body to identify policy alignment and collaboration opportunities. 4. Lot Fourteen could be highlighted as a major partner on all the 5 goals, given the success of Lot Fourteen as a precinct in the CBD in terms of the growth , the high profile tenant attraction and major event participation- all contributing to the economic development of the city and employment opportunities, opportunities from the Adelaide City Deal projects and opportunities for the cultural boulevard activation with Tarrkarri and other event programming partnerships. 5. Lot Fourteen is a major contributor to the success of the city and with its prime location and future focus will continue to grow the city's growth in all aspects reinforcing 	<ol style="list-style-type: none"> 1. Noted. 2. The State Government's Innovation Precincts have been incorporated into State Government Strategic Alignment section. 3. Noted. 4. Noted. Add reference to City Deal. 5. Noted. 6. Noted. Adelaide Bio Med City is a key precinct in the City of Adelaide and listed as one of the State Government's Innovation Precincts.

Summary of Submission	Response
<p>the need to be more deeply involved as a key stakeholder in the city's economic strategy.</p> <p>6. The strong referencing to the ABMC as a priority action throughout the document is limiting and not aligned to State Government.</p>	
AEDA Board	
<p>The feedback is as follows:</p> <p><i>Goal 3: Adelaide as a centre for education and collaboration – Priorities:</i></p> <ul style="list-style-type: none"> • Export knowledge for the global green transition: the lead is currently AEDA. Recommend the lead be AEDA and CoA. 	<p>Inclusion of an explanatory statement in the section titled Goals and Priorities, to clarify responsibilities between the City of Adelaide and its subsidiaries.</p> <p>AEDA has requested CoA is joint lead on this priority. The listed action items that follow align with roles in AEDA's Charter and remains allocated to AEDA:</p> <ul style="list-style-type: none"> • AEDA - We will enable connection between businesses and industries well poised to capitalise on the economic benefits of a circular economy. • AEDA - We will promote Adelaide's green credentials to attract new climate tech industries. <p>An adjustment has been made in Goal 2: A thriving economy for all, Priority: Leverage and grow the green economy and green brand, to include AEDA as joint lead with CoA. The action items are allocated as follows:</p> <ul style="list-style-type: none"> • CoA - We will partner on projects that support local businesses to transform into a low carbon and circular economy. • AEDA - We will promote our sustainability and green credentials locally and internationally to attract like-minded businesses, investment and visitors.

Summary of Submission	Response
<p><i>Goal 3: Adelaide as a centre for education and collaboration – Priorities:</i></p> <ul style="list-style-type: none"> Support international student wellbeing and sense of belonging: the lead is currently CoA. Recommend that AEDA's investment into Study Adelaide (which performs this part of their role) should be acknowledged and considered in this document. 	<p>Inclusion of an explanatory statement in the section titled Goals and Priorities, to clarify responsibilities between the City of Adelaide and its subsidiaries.</p> <p>AEDA has requested to be joint lead with CoA on this priority. The listed action item aligns with a program run by CoA on community wellbeing. Amendment is made to include an action item for AEDA that relates to AEDA's role in purpose built student accommodation as per the Housing Strategy:</p> <ul style="list-style-type: none"> CoA - We will enable universities and the education sector by delivering opportunities for international students to connect and engage with local communities. <i>New</i> - AEDA – 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
<p><i>Goal 4: Liveable Adelaide, towards 50,000 – Priorities:</i></p> <ul style="list-style-type: none"> Enable a pipeline of housing addressing the needs of a diverse market, ensuring accessibility and affordability to attract workers and investment to our city: the lead is currently CoA. Recommend the lead be CoA and AEDA. 	<p>Inclusion of an explanatory statement in the section titled Goals and Priorities, to clarify responsibilities between the City of Adelaide and its subsidiaries.</p> <p>AEDA has requested to be joint lead with CoA on this priority. The listed action items align with programs run by CoA. Amendment is made to include action items for AEDA.</p> <ul style="list-style-type: none"> CoA - We will advocate to the State and Federal Governments for financial incentives and initiatives which result in more affordable housing in the private rental market, including opportunities available through the Housing Australia Future Fund. CoA - We will advocate to the State Government to reform government fees and charges applied to residential development in the city to ensure development is not placed at a financial disadvantage to development elsewhere in Greater Adelaide. CoA - We will partner with private, public and community housing developers to increase and fast track the supply of affordable housing. <i>New</i> - AEDA - We will advocate to the Commonwealth Government to reform taxation policies which impact housing and for investment and

Summary of Submission	Response
	<p>incentives which assist in the development of more affordable and accessible housing.</p>
<p><i>Goal 4: Liveable Adelaide, towards 50,000 – Priorities:</i></p> <ul style="list-style-type: none"> • Enable our University sector to grow and create density in key parts of our city through increased student accommodation: the lead is currently CoA. Recommend the lead be AEDA as it has actively engaged with purpose built student accommodation providers since its formation and developed strong relationships with that sector. 	<p>Inclusion of an explanatory statement in the section titled Goals and Priorities, to clarify responsibilities between the City of Adelaide and its subsidiaries.</p> <p>This priority was not included in the consultation draft. PBSA is addressed in the Priority for Support international student wellbeing and sense of belonging under Goal 3 – see comments above.</p> <p>The partnerships section which talks to the University Sector can be updated to include reference to CoA and AEDA:</p> <p>University Sector</p> <p>The City of Adelaide and AEDA works-with the university sector on the practical application of a broad range of leading edge research and supports the transition of students to employment through workplace experiences.</p>
<p><i>Goal 4: Liveable Adelaide, towards 50,000 – Priorities:</i></p> <ul style="list-style-type: none"> • Encourage repurposing, adaptive reuse and improvement of buildings and facilities: the lead is currently CoA. Recommend the lead be CoA with support from AEDA acknowledged in the Strategy. 	<p>Inclusion of an explanatory statement in the section titled Goals and Priorities, to clarify responsibilities between the City of Adelaide and its subsidiaries.</p> <p>AEDA has requested to be joint lead with CoA on this priority. The listed action items aligns with a program run by CoA.</p>
<p><i>Goal 4: Liveable Adelaide, towards 50,000 – Priorities:</i></p> <ul style="list-style-type: none"> • Invest in well-planned neighbourhoods and key destination precincts: the lead is currently CoA. Recommend the lead be CoA and AEDA. • The Board also asked for commentary be included under Goal 4 Priorities that outlines: • AEDA’s strategic role in enabling growth of a diversified residential mix through investment attraction, advocacy, and marketing; • AEDA’s role in supporting precincts that have a significant or growing mass of businesses operating within them. The 	<p>Inclusion of an explanatory statement in the section titled Goals and Priorities, to clarify responsibilities between the City of Adelaide and its subsidiaries.</p> <p>AEDA has requested to be joint lead with CoA on this priority. The listed action items align with programs run by CoA. Amendment is made to include action items for AEDA.</p> <ul style="list-style-type: none"> • CoA - We will lead the transformation of our mainstreets to support local traders, businesses and residents. • CoA - We will lead in the development of a digital mapping tool that provides data and insights for investment.

Summary of Submission	Response
<p>city's role as the state's CBD should be acknowledged within the definition of destination precincts.</p>	<ul style="list-style-type: none"> • CoA - We will lead the development of neighbourhood and structure plans across the city that accommodate our population growth target of 50,000 by 2036 and support businesses. • CoA - We will lead in the delivery of public realm improvements including streetscapes, greening and investment in the Adelaide Park Lands. • CoA - We will advocate to the State Government for investment and better planning controls that contribute towards our goal to increase canopy cover to 40% by 2035. • CoA - We will advocate for additional public transport infrastructure that supports access to our businesses and precincts. • CoA - We will advocate for an assessment of the economic, environmental, social and cultural contributions of the Adelaide Park Lands to the city and South Australia. • CoA - We will enable local participation in the planning and governance of neighbourhoods and precincts. • CoA - We will enable economic activity through strategic investments in infrastructure (physical, social and cultural) to utilise different parts of the city. • <i>New</i> - AEDA - We will lead in the diversification of residential mix through investment attraction, advocacy and marketing of the city. • <i>New</i> - AEDA - 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. • <i>New</i> - AEDA - We will enable precincts that have a significant or growing mass of businesses operating within in them.

Summary of Submission	Response
<p><i>Goal 5: Australia’s festival and creative capital – Priorities:</i></p> <ul style="list-style-type: none"> • Events and experiences of every size and scale • Lead is currently CoA. Suggest the lead be AEDA, based on specific duties in AEDA Charter relating to events and festivals • Suggest removing ‘world-class’ from ‘Where We Are’ • Suggest inclusion of business events 	<p>AEDA has requested that AEDA replace CoA as lead on this priority.</p> <p>The listed action items align with programs run by CoA. Amendment is made to include action items for AEDA.</p> <ul style="list-style-type: none"> • <i>New – AEDA - We will promote the city as Australia’s premier festival and event destination with the aim of increasing visitation and investment.</i> <p>AEDA’s role in commercial and businesses events is addressed in Goal 1: More than the Gateway to South Australia.</p>
<p>Australian Hotels Association (South Australia) (AHA SA)</p>	
<p>Goal 1: More than the gateway to South Australia Priority: Promote Adelaide as a premier tourism location</p> <p>The AHA SA supports the Council’s plan to:</p> <ul style="list-style-type: none"> • promote Adelaide’s reputation for delivering great experiences through enhanced destination marketing; • advocate to the South Australian Tourism Commission (SATC) for increased co-ordination of Council and State Government agencies on product development, event programming and promoting the city; and • partner with SATC on marketing and promotion strategies to sell Adelaide’s unique attributes and emerging opportunities and refresh the way in which information is provided to visitors in the city. <p>However, the AHA SA is concerned by the Council’s plan to:</p> <ul style="list-style-type: none"> • promote growth in the number of 4 and 5-star and boutique hotel beds in the city to support an increase in international visitors. <p>STR Data shows that during the period 2019 to 2023, the supply of hotel rooms within the Adelaide CBD surged by 20.1%. This increase in available properties and rooms has outpaced the</p>	<p>Noted</p> <p>Concern about growing hotel beds noted.</p> <p>Decisions made on the Annual Business Plan and Budget for 2024/25 have been made by Council separate to this Strategy.</p>

Summary of Submission	Response
<p>growth in demand which remains flat – as a consequence, the average occupancy rate in 2023 dropped to 68%, down from 81% in 2019. Simply put, the Adelaide accommodation market has a surplus supply of rooms – which will be available to meet an increase in international visitors.</p> <p>Priority: Enable a thriving visitor economy</p> <p>The AHA SA supports the Council's proposed advocacy for a diverse range of events and festivals and building on the business events and conference sector in South Australia.</p> <p>However, as raised in the AHA SA's response (16 May 2024) to the Council's request for feedback on its draft 2024/25 Business Plan and Budget, the AHA SA is concerned by the Council's proposal to cut funding to its external grant, sponsorship and strategic partnership programs.</p> <p>This stated priority does not appear to be entirely supported by the Council's proposed budget spending. As identified in the AHA SA's previous submission, if events, festivals and groups such as Business Events Adelaide are not properly funded, the Council will put at risk the millions of dollars in economic benefits currently enjoyed by the State. This economic loss would be a significant blow to CBD hotels and our members.</p>	
<p>Goal 2: A thriving economy for all</p> <p>Priority: Extend the daily cycle of the city into the night</p> <p>The AHA SA is supportive of any activities of the Council that will help drive the city's night time economy. Several AHA SA members participated in Project Night Light, assisting with research into the experience of women and gender diverse people coming into the city, and supporting practical measures to create safer environments for all people.</p> <p>The AHA SA would be pleased to support and promote partnerships on programs that enable night time activations and</p>	<p>Noted.</p> <p>The AHA SA made a valuable contribution to Project Night Light. The City of Adelaide looks forward to future opportunities to work with AHA SA to deliver on night time economy.</p>

Summary of Submission	Response
<p>support our workers and businesses within the night-time economy – enhancing visitor experience and visitor spend.</p>	
<p>Goal 4: A growing economy for a growing population Priority: Enable a pipeline of housing addressing the needs of a diverse market, ensuring accessibility and affordability to attract workers and investment to our city</p> <p>The AHA SA recognises that the Draft Strategy works alongside the Council’s Housing Strategy – and we are supportive of activities that provide residents with options to live in quality and affordable housing close to where they work.</p> <p>A growing residential population will support city hospitality businesses, that have struggled to recover following the pandemic and the dramatic shift in previously city-based office workers continuing to work from home (outside of the CBD). There are currently fewer customers visiting our CBD hotels, bars, cafes and restaurants, and those that do are watching their discretionary household budgets and spending less.</p>	<p>Noted.</p> <p>In addition to increasing the residential population the City of Adelaide is working towards increasing foot traffic in key and emerging precincts annually by 15%.</p>
<p>Goal 5: Australia’s festival and creative capital Priority: Enable events and experiences of every size and scale</p> <p>As identified in the Draft Strategy, Adelaide’s year-round festival and event calendar contributes significantly to the city’s economy – and these benefits extend into the regions. Adelaide based festivals are an important driver of the visitor economy and associated spending across the State. Business events and conferences are also important in bringing interstate and international visitors to our State.</p>	<p>Noted.</p> <p>Goal 1 outlines how the City of Adelaide will advocate for a diverse range of events building on the business events and conference sector worth \$2.5 billion in South Australia.</p>

Summary of Submission	Response
<p>The events are important to the hospitality industry and our members, filling our hotel rooms, restaurants, bars and pubs – and as previously identified should continue to be sufficiently funded by Council via its external grant, sponsorship and strategic partnership programs.</p> <p>Priority: Enable small venues and the live music scene to thrive</p> <p>Eighty per cent of all live music in South Australia is hosted by hotels – naturally then the AHA SA supports the Council’s plan to:</p> <ul style="list-style-type: none"> • promote events, concerts and performances of live music; • enable small venues and night time activation through initiatives that support live music in the city; and • enable live music via funding programs for artists, community groups and arts organisations to present creative arts and cultural projects that activate the city and amplify Adelaide’s status as a UNESCO City of Music. 	
<p>Goal 6: An easy place to do business</p> <p>Priority: Grow the city’s role as a driver of South Australia’s economy</p> <p>The AHA SA supports the Councils undertaking to promote Adelaide to reinforce its position as the State’s central business district and amplify Adelaide’s reputation as a place to learn, work and do business.</p> <p>As previously identified, our members are keenly aware that, post pandemic, there are fewer workers located in the city on any given day – and this is having a significant impact on their ability to survive.</p>	<p>Noted.</p> <p>The City of Adelaide is working to increase residential population and foot traffic in key and emerging precincts annually by 15% to increase customers for local businesses.</p>

Summary of Submission	Response
<p>ICLEI – Local Governments for Sustainability</p>	
<p>We commend the EDS’ focus on repurposing, adaptive reuse and improvement of buildings and facilities as well as meaningful action on food waste, two important drivers to establishing meaningful circular development.</p> <p>Fostering Circularity in the Construction Sector</p> <ul style="list-style-type: none"> ICLEI's CityLoops initiative offers a benchmark for Circular Economy (CE) practices that can be carried out by local government authorities, public land authorities and aligned stakeholders. <p>Excellence in Data and Partnerships to Help Drive Food Waste abatement</p> <ul style="list-style-type: none"> We support the City of Adelaide using its draft Economic Development Strategy (EDS) to prioritise the reduction of food waste generation and increase diversion of food waste from landfill. Adelaide and South Australia’s global recognition in agri-food and wine will only be enhanced by innovative action on enhancing circular development. With the Adelaide Central Market (ACM) precinct set to undergo significant development in the coming years, investing in initiatives that link the food and wine production capabilities of greater Adelaide to innovation around food/organic waste abatement, food safety and food supply chains through a circular and resilient development lens needs to be a pillar of the Central Market refurbishment. In line with work undertaken in ICLEI’s CityLoops and CityFood flagships, circular assessment of food needs to be better resourced in the City 	<p>Noted.</p> <p>Potential partnership opportunities, resources and research noted.</p>

Summary of Submission	Response
Property Council of SA	
<p>The Property Council would like to emphasise the importance of maintaining and strengthening both AEDA and Renew Adelaide as organisations with missions closely aligned with aspects of the above who play a key role in the health of the local property sector in the City of Adelaide.</p>	<p>Noted. AEDA and Renew Adelaide are referenced in the Strategy.</p>
<p>Goal 1: More than the gateway to South Australia <i>Priority: Promote Adelaide as a premier tourism location</i></p> <ul style="list-style-type: none"> • Increase the number of people who visit the city annually to 2.5 million by 2028 through local, interstate and international visitation Support. Adelaide Airport is an important member of the Property Council with a strategy to increase direct flights into and from Adelaide from a diversity of destinations. Increasing direct international seat capacity can be directly correlated to an increase in GSP not only from tourism but foreign investment. For this reason, the Property Council has advocated for more flight carrier exposure to Asian growth markets as well as the west coast of the United States to compliment talent-flow into our local tech sector. • Increase spending across the city Support. The Property Council would advocate for the City of Adelaide in conjunction with the State Government to support the trial of Business Improvement Districts. This policy has had tremendous success overseas as a way for local commercial building owners and tenants to increase spend by being intentional about the brand, identity, amenity and activation of localised precincts and for local business to have more agency in decision making where 	<p>Noted. Support for Goal 1 includes:</p> <ul style="list-style-type: none"> • Adelaide Airport • Adelaide Park Lands • Adelaide Visitor Information Centre • Growing hotel beds.

Summary of Submission	Response
<p>they invest without diluting but rather complimenting local government.</p> <ul style="list-style-type: none"> Investigate opportunities to promote visitation to the Adelaide Park Lands as a 'Top Ten' South Australian destination <p>Support. Activation of the Park Lands through investment in infrastructure, connectivity and amenity is key to leveraging this important asset as a means of economic development whilst preserving its value as a distinctive natural feature of the City's landscape. Making the Parklands a vibrant, family friendly destination requires that they are activated, safe and provide visitors convenient activity alternatives.</p> <p><i>Priority: Enable a thriving visitor economy</i></p> <ul style="list-style-type: none"> Grow the number of 4 and 5-star and boutique hotel beds to support international visitors <p>Support. Major hotel chain market penetration in Adelaide has been notable in recent years. Support for continued investment will be important to grow volume and number of bed nights to support visitation. This also enhances the experience quality of Adelaide for visitors who are inclined to spend.</p> <ul style="list-style-type: none"> Invest in Adelaide Visitor Information Centre tourism assets to increase visitation and improve visitor experience <p>Support. Creating a seamless tourist experience from entry port to the CBD supported by technology and service-oriented staff will enhance the reputation of Adelaide as a premier tourist destination.</p> <p><i>Priority: Capitalise on our connection with Adelaide Airport to increase visitation</i></p>	

Summary of Submission	Response
<ul style="list-style-type: none"> Stronger correlation between airport arrivals and city hotel occupancies compared with 2023 <p>Support. This is critical. Ensuring transfers to and from the airport are frequent, clean, easy to pay for, punctual, distinct from regular metropolitan services, and serviced by friendly and helpful staff who are ambassadors for Adelaide as a gateway to Australia. Providing assistance in multiple languages would also enhance the ease for tourists to connect with their accommodation more easily.</p>	
<p>Goal 2: A thriving economy for all</p> <p><i>Priority: Leverage and grow the green economy and green brand</i></p> <ul style="list-style-type: none"> Green values-based attraction of talent and businesses <p>Support. As the country moves to net-zero within the global context, ensuring Adelaide is known as a premier destination that nurtures green talent, innovation and entrepreneurship is important to leverage.</p> <p><i>Priority: Enable small to medium enterprise (SME) growth to increase the city's contribution to GSP</i></p> <ul style="list-style-type: none"> Increase the size and number of city-based medium-sized businesses <p>Support. The Property Council wholeheartedly supports this sentiment however would caution the City of Adelaide to not ignore the impact that rates (in conjunction fees, taxes and charges external to Council) can have on operating margins during inflationary phases of the economic cycle when consumer spend has been curtailed.</p> <p><i>Priority: Enable First Nations and social enterprises</i></p> <ul style="list-style-type: none"> Increase the use of social enterprises and Aboriginal and Torres Strait Islander owned businesses through City of Adelaide procurement 	<p>Noted.</p> <p>Support for Goal 2 includes:</p> <ul style="list-style-type: none"> Green economy and brand (net-zero) Growing medium-sized businesses Aboriginal and Torres Strait Islander and social enterprises Night time economy (importance of office workers).

Summary of Submission	Response
<p>Support. The Property Council nationwide as part of its reconciliation action plan seeks to support first nations businesses and entrepreneurs.</p> <p><i>Priority: Extend the daily cycle of the city into the night</i></p> <ul style="list-style-type: none"> Nighttime expenditure is above 2022 levels <p>Support. The Property Council would like to note the role that office-workers play in supporting the nighttime economy and the importance of encouraging local offices to support working in the CBD.</p>	
<p>Goal 3: A centre for education and collaboration</p> <p><i>Priority: Promote Adelaide’s reputation as a centre for health and education</i></p> <p><i>Priority: Export knowledge for the global green transition</i></p> <ul style="list-style-type: none"> A city which leads in innovation and research through our worldclass universities and ecosystems of innovation, entrepreneurship, creative and high-technology sectors <p>Support. The property sector will be a vital partner in delivering the built environment that will incubate innovation, growth and the commercialisation of products and services in these relatively nascent yet critical sectors. We would call on the City to strengthen the partnership with us and our members to realise this vision so it can be achieved rapidly and sustainably.</p> <p><i>Priority: Support international student wellbeing and sense of belonging</i></p> <ul style="list-style-type: none"> A city that supports international student residents to connect to the local city community for improved social, physical and mental wellbeing and resilience <p>Support. Purpose Built Student Accommodation is critical in both relieving the demand on the conventional housing</p>	<p>Noted.</p> <p>Support for Goal 3 includes:</p> <ul style="list-style-type: none"> Promoting Adelaide (health and education, green transition) Purpose Built Student Accommodation (AEDA role). <p>Partnership offer noted.</p> <p>The Economic Development Strategy and Housing Strategy are supportive of growth international students, particularly with the establishment of Adelaide University and growth in quality purpose built student accommodation.</p> <p>Action item added for AEDA in Gial 3:</p> <ul style="list-style-type: none"> <i>New</i> - AEDA – 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

Summary of Submission	Response
<p>market and supporting our international student sector - a key economic driver for the City of Adelaide.</p> <p>This professionally managed asset class ensures international and domestic students have a superior experience when they live and study in Adelaide and contributes to our reputation as an education destination. International students make up 24 per cent of all renters in the CBD, with many living in PBSA buildings.</p> <p>Given the education sector is the largest service export in the state, any reduction in international student numbers due to federal caps will impact the CBD's economy. International students living in PBSA spend, on average, around \$3800 a month in the communities directly around their buildings. Any reduction in student numbers will have a direct impact on the city economy. In order to ensure the continued success of this sector, more PBSA developments will be needed. The Council should view PBSA as a development of priority and work with the sector to expedite the development of new PBSA. Ensuring that the City of Adelaide maintains an unshakable commitment to investment attraction needs to be reflected in how officials publicly communicate in respect of development. We commend the critical role AEDA plays in this respect.</p>	
<p>Goal 4: A growing economy for a growing population</p> <p>The Property Council made a submission as part of the consultation on the City's Draft Housing Strategy in late 2023 and has connected our residential committee with the City's Housing Strategy leads. Please refer to our submission.</p>	<p>Property Council feedback on the Housing Strategy – Investing in our Housing Future was considered and incorporated where appropriate. Housing aspects in the draft Economic Development Strategy is consistent with the Housing Strategy Goals and Targets.</p>

Summary of Submission	Response
<p>Goal 5: Australia’s festival and creative capital</p> <p><i>Priority: Enable events and experiences of every size and scale</i></p> <ul style="list-style-type: none"> • An enhanced year-round event calendar, with experiences found throughout the city Support. Events are in the DNA of Adelaide and activate our precincts, built and natural environment assets. They are also critical to supporting hospitality and retail sectors integral to the property industry. • Grow as Australia’s Festival Capital Support. Festivals play an important role in respect of the property industry. They ensure our main street retailers are vibrant and strengthen the viability of tenants. <p><i>Priority: Promote the economic contribution of the creative industry sector</i></p> <ul style="list-style-type: none"> • Increase employment opportunities in creative industries Support. The Property Council supports the creative arts sector and building upon South Australia’s strength in this sector. The industry chiefly does this through the provision of social infrastructure that hosts the performance of creative art forms. The Property Council would add that the City needs to have a comprehensive plan to support and grow a diversified and uncorrelated range of sectors to smooth market volatility through inevitable market peaks and troughs. <p><i>Priority: Enable small venues and the live music scene to thrive</i></p> <ul style="list-style-type: none"> • Adelaide is activated by enabling music in our places and spaces Support. Live music is critical to the vibrancy of a city and the built environment used to curate these experiences are critical. Nevertheless - given recent events - investors, 	<p>Noted.</p> <p>Support for Goal 5 includes:</p> <ul style="list-style-type: none"> • Events and festivals • Arts sector and public art • Live music.

Summary of Submission	Response
<p>landlords and developers (who stake significant risk, time and investment) need to know that development processes that impact their sites are not taken advantage of politically as this has a material impact on the attractiveness of the city as a location to do business with.</p> <p><i>Priority: Enable art in our streets and the Adelaide Park Lands</i></p> <ul style="list-style-type: none"> Adelaide is a must visit destination, renowned for its playful, thought provoking, unexpected and world class art experiences <p>Support.</p>	
<p>Goal 6: An easy place to do business</p> <p><i>Priority: Grow the city's role as a driver of South Australia's economy</i></p> <ul style="list-style-type: none"> Increase city contribution to Gross State Product <p>Support. The Property Council would advocate that the City needs to have a target number and a plan to reach it.</p> <ul style="list-style-type: none"> Increase the number of new businesses and investment in the city <p>Support. Again, the Property Council would suggest that a target and plan to achieve it is necessary.</p> <p><i>Priority: Enable start-ups and entrepreneurship</i></p> <ul style="list-style-type: none"> Scaling-up of microbusinesses to small and medium enterprises <p>Support. Again, the Property Council wishes to endorse the document's support for Renew Adelaide which plays an important role for landlords and tenants in nurturing the attractiveness of commercially leased space.</p> <p><i>Priority: Enable jobs in emerging sectors to support a growing population</i></p>	<p>Noted.</p> <p>Support for Goal 6 includes:</p> <ul style="list-style-type: none"> Start-ups and scale-up businesses (Renew Adelaide) Jobs in emerging sectors. <p>Baselines and targets will be investigated further in the implementation plan for the Economic Development Strategy.</p>

Summary of Submission	Response
<ul style="list-style-type: none"> Grow the proportion of workers in emerging industry sectors <p>Support. As peak body for the commercial property industry the Property Council endorses the City supporting workers in emerging sectors. This strengthens and diversifies the tenancy mix across Adelaide's office space and future proofs the economy and of course our member's assets despite the persistence of work-from-home trend.</p> <p><i>Priority: Support small and medium enterprises to scale-up</i></p> <ul style="list-style-type: none"> Growth by upscaling micro, small and medium enterprises into larger businesses <p>Support. Again, the Property Council wishes to endorse the document's support for Renew Adelaide which plays an important role for landlords and tenants in nurturing the attractiveness of commercially leased space.</p>	
Business Events Adelaide	
<p>Thank you for the opportunity to comment on City of Adelaide's (CoA) Draft Economic Development Strategy. It is pleasing that Business Events Adelaide is referenced in the draft Strategy, as its goals are closely aligned with those outlined in the document.</p> <ul style="list-style-type: none"> CoA's \$300,000 funding contribution to <i>Business Events Adelaide</i> via the Adelaide Economic Development Agency (AEDA) should be viewed as an investment rather than a cost, as it offers a stunning return of \$726:1. In FY22/23 123 business events were secured, delivering \$218 million in economic benefit to the City. Business event delegates bring a high daily spend - \$632 per day compared to \$179 for a leisure visitor. 	<p>Noted.</p> <p>Support for inclusion of Business Events Adelaide.</p>

Summary of Submission	Response
<ul style="list-style-type: none"> In 2024 Business Events Adelaide joined the Global Destination Sustainability Movement (GDS -M). 	
<p>Buy Airspace</p>	
<p>Adelaide's skyline will play a vital role in facilitating this expansion. Introducing new rooftop residences atop current structures and implementing green rooftops will help regulate the city's temperature. Notably, a significant portion of our waste, approximately 44%, stems from the construction sector, with the manufacture of cement alone contributing to 8% of our carbon footprint.</p> <p>Airspace development is aligned with the circular economy and reduces the number of buildings being knocked down and rebuilt. Please get in touch with me if you want to discuss how airspace development can help towards Economic Development.</p> <p>Airspace development allows building owners to build up on top instead of selling out to developers who will knock down and rebuild to sell to the highest bidder.</p> <p>Since 2020, NYC, London and Paris have approved over 500,000 new rooftop homes. I am attaching some examples.</p>	<p>Noted.</p> <p>This information has been supplied to the team responsible for the implementation of the City of Adelaide Housing Strategy – Investing in our Housing Future.</p>
<p>Green Industries South Australia (GISA)</p>	
<p>GISA commends Council for its commitment to an equitable, thriving and holistic economy for all. In particular, we welcome the references to the role of the circular economy aligned to the South Australian Economic Statement. The circular economy provides significant opportunities for economic development, reducing greenhouse gas emissions and supporting long term social well-being and resilience. Incorporating circular economy principles can</p>	<p>Noted.</p> <p>Council values the ongoing collaboration with GISA on projects of shared interest and will continue to work with GISA to achieve shared goals and priorities aligned with the Strategy.</p>

Summary of Submission	Response
<p>drive outcomes and key actions identified across all six goals in the draft Strategy.</p>	
<p>Goal 1: More than the gateway to South Australia</p> <p>GISA does not have any specific feedback on this goal and priorities. However, draws attention to circular economy initiatives such as those discussed in this submission also playing a role in Adelaide’s attraction as a destination for visitors, tourism and liveability.</p>	<p>Noted.</p>
<p>Goal 2: A thriving economy for all</p> <p>GISA looks forward to continuing to collaborate with the City of Adelaide, in particular across the priorities relating to green economy and First Nations and social enterprises as well as the focus areas as outlined in the draft Strategy (p20), as essential contributors to the circular economy transition.</p> <p>GISA supports the reduction of food waste generation and increased diversion of food waste being a core focus area.</p> <p>Collaboration opportunities and supporting actions in relation to the six identified focus areas are further addressed in this submission under Goal 5: Australia’s festival and creative capital and Goal 6: An easy way to do business.</p>	<p>Noted.</p> <p>Partnership opportunity noted.</p>
<p>Goal 3: A centre for education and collaboration</p> <p>Recognising that research, collaborative partnerships and private sector innovation and investment will be critical to progressing South Australia’s transition to a more circular economy, and also present opportunities to develop and export our knowledge and expertise, GISA supports the inclusion of Goal 3.</p> <p>GISA is currently involved in PhD supported research with regard to circular built environment and food waste and supports research and development activities through the Circular Economy Market Development Grant (CEMDG) program (see Goal 6 below).</p>	<p>Noted.</p>

Summary of Submission	Response
<p>To build further understanding and promote circular business models, GISA has developed the Circular Procurement Knowledge Hub.</p>	
<p>Goal 4: A growing economy for a growing population</p> <p>The population growth ambition outlined in the draft Strategy will require planning, design, procurement, construction and maintenance of housing, infrastructure and systems that have circular economy principles embedded to also be able to achieve net zero commitments, wellbeing and a just transition. These are recommendations echoed in global leading initiatives, and also outlined in the GISA funded and Green Building Council of Australia led action plan Circular economy for South Australia’s built environment.</p> <p>The City of Adelaide has a unique dwelling and business profile and with the draft Strategy intent on growing the population to 50,000 by 2036 planning for and investment into infrastructure for waste management and resource recovery will be essential. In some settings, this will require innovative collection solutions to increase waste diversion and resource recovery.</p> <p>There are recognised additional challenges associated with waste management and resource recovery services in high density settings. In most cases, existing higher density buildings must have tailored collection service arrangements to enable residents to divert food and other organics. The 'Better Practice Guide Waste Management in Residential and Mixed-Use Development' was developed by GISA to support developers, planners, architects, facilities managers and the waste industry by providing best practice guidance to incorporate segregated waste management systems and provide sufficient and safe access for collection vehicles in new higher density developments. GISA has commenced the process to update the guide in 2024 and appreciates City of Adelaide’s involvement as this progresses.</p>	<p>Noted.</p> <p>CoA is providing advice on the Better Practice Guide Waste Management in Residential and Mixed-Use Developments.</p>

Summary of Submission	Response
<p>Goal 5: Australia’s festival and creative capital</p> <p>In relation to festivals, the Festival City ADL (FCA) Leading Environmental Sustainability and Responsible Practice – Climate Action Roadmap, released in February 2024, is the first of its kind in Australia.</p> <p>To minimise impacts of the materials generated at these events and ensure waste does not distract from that experience, the GISA Waste and Recycling at Events and Venues Better Practice Guide 4 could be used by those coordinating or issuing approvals for events to set minimum requirements for waste and recycling systems and service ware. Working with event organisers to implement better practice encourages progressive waste management strategies and improves community engagement with diverting waste from landfill in other settings.</p>	<p>Noted.</p> <p>The City of Adelaide participated in the project and the Better Practice Guide was informed by city’s sustainable events guideline and processes.</p>
<p>Goal 6: An easy place to do business</p> <p><i>Priority: Grow the city’s role as a driver of South Australia’s economy</i></p> <p>It is important that the City of Adelaide continues to act as a driver of South Australia’s economy and adapt climate mitigation and adaptation measures to grow and sustain its institutional and human capital assets. This should include the capitalisation on South Australia’s renewable energy and circular economy, as well as our state’s smart skills and our liveability in addressing this priority.</p> <p>GISA has experience bringing global thought leaders to Adelaide to engage with industry sectors, government and the community, to support SA’s transition to a circular economy. This can support this priority and will take advantage of the economic growth opportunities from being a leader in green economy and climate action.</p> <p><i>Priority: Enable start-ups and entrepreneurship</i></p>	<p>Noted.</p> <p>The City of Adelaide will continue to raise awareness of programs such as those run by GISA which support local businesses in their transition to become more environmentally sustainable as well as those who are creating new sustainable business models.</p>

Summary of Submission	Response
<p>GISA supports the priority of enabling start-ups to ensure the entrepreneurial spirit continues to thrive within the City of Adelaide.</p> <p>Increasingly, many members of the community have ideas that may not be a fit for traditional business incubators, but are seeking to explore ways to develop a business which helps address both environmental and social challenges set out in the United Nations Sustainable Development Goals, and create positive outcomes for both, through purpose-driven enterprise.</p> <p>‘Circular social enterprise’ sits at the nexus of this, with products and services designed to help the shift from linear to circular when it comes to materials, and also to prioritise positive social impact and inclusion through purpose-first business models and meaningful work.</p> <p>The Circular Impact Accelerator program is intended to give effect to these strategic priorities by supporting ‘business-as-unusual’ innovators and entrepreneurs who have this ethos baked into their approach, and who may find that this doesn’t fit well with traditional business incubators.</p> <p>Other GISA Grant programs, such as CEMDG supports councils, industry associations, not-for-profit organisations, research institutes, and businesses that design, apply and scale-up innovative circular economy business models and practices or produce, manufacture, sell or promote South Australian recycled materials and recycled-content products.</p> <p><i>Priority: Enable jobs in emerging sectors to support a growing population</i></p> <p>South Australia’s resource recovery sector employs thousands of people across a wide range of jobs. Compared to a ‘business as usual’ scenario, a more circular economy could deliver significant job creation and greenhouse gas reduction benefits. It could create an additional 25,700 full time equivalent jobs:</p> <ul style="list-style-type: none"> • 21,000 jobs by actioning material efficiency gains 	

Summary of Submission	Response
<ul style="list-style-type: none"> • 4,700 jobs by actioning efficient and renewable energy gains <p>Many types of circular economy jobs exist already in some sectors, especially in economies like South Australia with well-developed recycling and waste management sectors and are investing in renewable energy.</p> <p>Many of these existing jobs are in traditional waste management and resource recovery areas such as waste collection, recovery and recycling, reuse (repair, sales of second-hand goods) and sharing (rental and leasing) activities.</p> <p>Products that are reused or remanufactured retain much more of the value created during manufacturing, than if these were only recycled. This value, if realised, has the potential to stimulate economic development.</p> <p>Transitioning to a circular economy creates employment opportunities in addition to and beyond those existing in the waste management and resource recovery sector.</p> <p><i>Priority: Support small and medium enterprises to scale-up</i></p> <p>GISA's Business Sustainability Program operates two Grant Programs (AIM and LEAP Grants) for organisations that are interested in a more economically and environmentally sustainable future and will drive a more circular economy through the provision of expert advice or research into the application of sustainability and circular economy principles that encourage uptake for the benefit of the economy, the environment and social wellbeing.</p> <p>By identifying and prioritising better practice materials and resource efficiency, waste management and resource recovery, and implementing circular economy principles, grant participants can improve profitability, productivity, and environmental performance.</p>	
<p>PLUS</p>	

Summary of Submission	Response
<p>It is encouraging to see that the concepts, directions, and proposed actions in the draft Strategy in many ways align with and support the outcomes contained in the Greater Adelaide Regional Plan Discussion Paper. I note that the Strategy:</p> <ul style="list-style-type: none"> • Is cognisant that the City of Adelaide is planning for a once in a generation period of population growth. • Is establishing a vision with ambition for the City. • Focuses in part on where new residents might live. • Identifies that climate change is a key consideration in the strategy. • Sets a target for the delivery of 50 dwelling annually to progress adaptive reuse outcomes, including shop top housing. • Encourages a partnership approach of working with communities, governments, non-government, and industry sectors to achieve the ambition set out in the draft. <p>The state government is progressing several initiatives that will contribute to the achievement of the goals set out in the draft Strategy – particularly Goal 4: A growing economy for a growing population.</p> <p>The state government and the Commission are undertaking an extensive programme of Code Amendments that will enable the uptake of new housing models in the City of Adelaide and investigate whether current settings regarding building height and density around the outer rim of the Park Lands maximise the potential of this key location and, if they don't, how these settings can be improved.</p> <p>It is noted that the commentary on Goal 4 includes that Council will:</p> <p style="padding-left: 40px;">...advocate to the State Government to reform government fees and charges applied to residential development in the city to ensure development is not placed at a financial</p>	<p>Noted.</p> <p>Alignment between Greater Adelaide Regional Plan Discussion Paper and the Strategy, including specific reference to Goal 4: A growing economy for a growing population.</p> <p>State Government interest in alignment with the Greater Adelaide Regional Plan and the role of the Adelaide Park Lands as the inner suburbs develop.</p> <p>Comment on fees and charges is noted and further work to ensure residential housing across all sectors remains viable will be pursued through Council's Housing Strategy.</p> <p>State Government investigation into employment lands noted.</p>

Summary of Submission	Response
<p>disadvantage to development elsewhere in greater Adelaide.</p> <p>It would be beneficial to clarify this statement as there is no difference to the statutory fees and charges applied to development in the City as compared to Greater Adelaide.</p> <p>As part of the development of the GARP we are undertaking a range of technical investigations. One of these investigations centres on the need for employment land to support population growth out to 2051. It is intended that these investigations consider the Strategy.</p>	
RAA	
<p>Growth</p> <p>In Goal 4, the growth of population is supported, aligning with RAA's 'Bigger Better' concept, noting the aim to increase foot traffic although there is no mention of other forms of mobility as this is potentially an area that will require careful planning and management to ensure that all modes of movement are able to safely co-exist.</p> <p>Public transport</p> <p>In Goal 6, public transport infrastructure that supports business access – While RAA would support this in principle but suggest the statement should have more detail of what is needed.</p> <p>Presumably, the forthcoming Integrated Transport Plan will cover this in detail noting the strategy acknowledges it is under development. This is something that RAA welcomes as it will be critical to ensure all the movement options align to allow seamless access. It will be important that it covers issues such as lower speed limits, public transport network and infrastructure, cycling and personal transport as the impact of private scooter use is likely</p>	<p>Noted.</p> <p>Support includes:</p> <ul style="list-style-type: none"> • Population growth • Public transport. <p>Public transport infrastructure that supports business access will be addressed in greater detail in the Integrated Transport Strategy which will have its own public consultation period.</p>

Summary of Submission	Response
Individuals	
<p>Feedback opposing RAH and new Women and Children’s Hospital developments in the Park Lands.</p>	<p>Noted.</p> <p>In the City of Adelaide’s Strategic Plan, under Our Environment, includes a key action is to advocate for no new development in the Park Lands and returning Park Lands that have been alienated.</p> <p>Through City Plan – Adelaide 2036, the City of Adelaide is exploring ways to better activate West Terrace.</p>
<p>I have recently seen a photo from a small town in Puerto Rico which reminded me of our Riverbank footbridge that connects Adelaide oval to Adelaide Casino, Train Station etc.</p> <p>We should consider dressing our area up with water jet show, lighting etc (like image attached) as this would be a great tourist attraction for Adelaide (Something other Capital Cities do not have) and would be relatively inexpensive.</p>	<p>Noted.</p> <p>Under Goal 5 the City of Adelaide has a priority to Enable art in our streets and the Adelaide Park Lands.</p>
<p><i>Lord Mayor Foreword</i></p> <p>While climate change should be a key consideration, I maintain that climate change mitigation should be first priority, before climate resilience.</p> <p><i>Our Role in Economic Development</i></p> <ul style="list-style-type: none"> • AEDA should prioritise sufficiency over growth. • Purpose built student accommodation should be reviewed for adaptability. <p>Goals and Priorities</p> <p>A thriving economy for all (Goal 2) is consistent with sufficiency principles. However, the Priority to “Leverage and grow the green economy and brand” should be reconsidered. A green brand is often associated with products and projects that have green features, such as energy efficiency and use of renewables, but</p>	<p>Noted.</p> <p>The Economic Development Strategy is part of a suite of strategic documents, as outlined in the Strategic Alignment section of the Strategy, including the Integrated Climate Strategy and Housing Strategy.</p> <p>Regarding purpose-built student accommodation, the City of Adelaide’s Housing Strategy – Investing in our future outlines:</p> <p><i>The City of Adelaide will use City Plan – Adelaide 2036 to work with the State Government to set a planning policy framework that helps to support innovative, affordable and accessible housing models.</i></p> <ul style="list-style-type: none"> • <i>State Government to work with all stakeholders to reactivate the market for existing purpose-built student accommodation (PBSA) and support the enablers of growth including:</i> • <i>Policy settings to enable easier entry into South Australia for overseas students</i>

Summary of Submission	Response
<p>these fail to consider their size and the associated consumption/embodied carbon (as mentioned earlier).</p> <p>Thinking in EU and elsewhere has moved beyond notions of a green economy, green growth and the like to a sufficiency economy or a sufficiency and solidarity economy, also the increasingly recognised well-being economy.</p> <p>Similarly, the priority (Goal 3) to “export knowledge for the global green transition” should be reconsidered.</p> <p>Goal 4 is to grow the city’s population to 50,000 by 2036 through a pipeline of investment and housing. While encouraging repurposing, adaptive reuse and improvement of buildings and facilities is consistent with sufficiency, massive construction of new housing may be questioned. A sufficiency approach would consider how this may be constructed with less energy and materials, while exploring options for co-housing and sharing amenities, and reinvigorating the large amount of vacant housing. I refer to the Danish Reduction Roadmap above, where the aim is actually to constrain the supply of newly constructed housing.</p>	<ul style="list-style-type: none"> • <i>Promoting new source markets</i> • <i>Improving access and affordability of student housing in the city.</i> • <i>Allowing for early career professionals to access PBSA</i> • <i>Tighter regulations to ensure only ‘gold standard’ PBSA is developed.</i>

Table 2 Verbatim Your Say submissions on Draft Economic Development Strategy

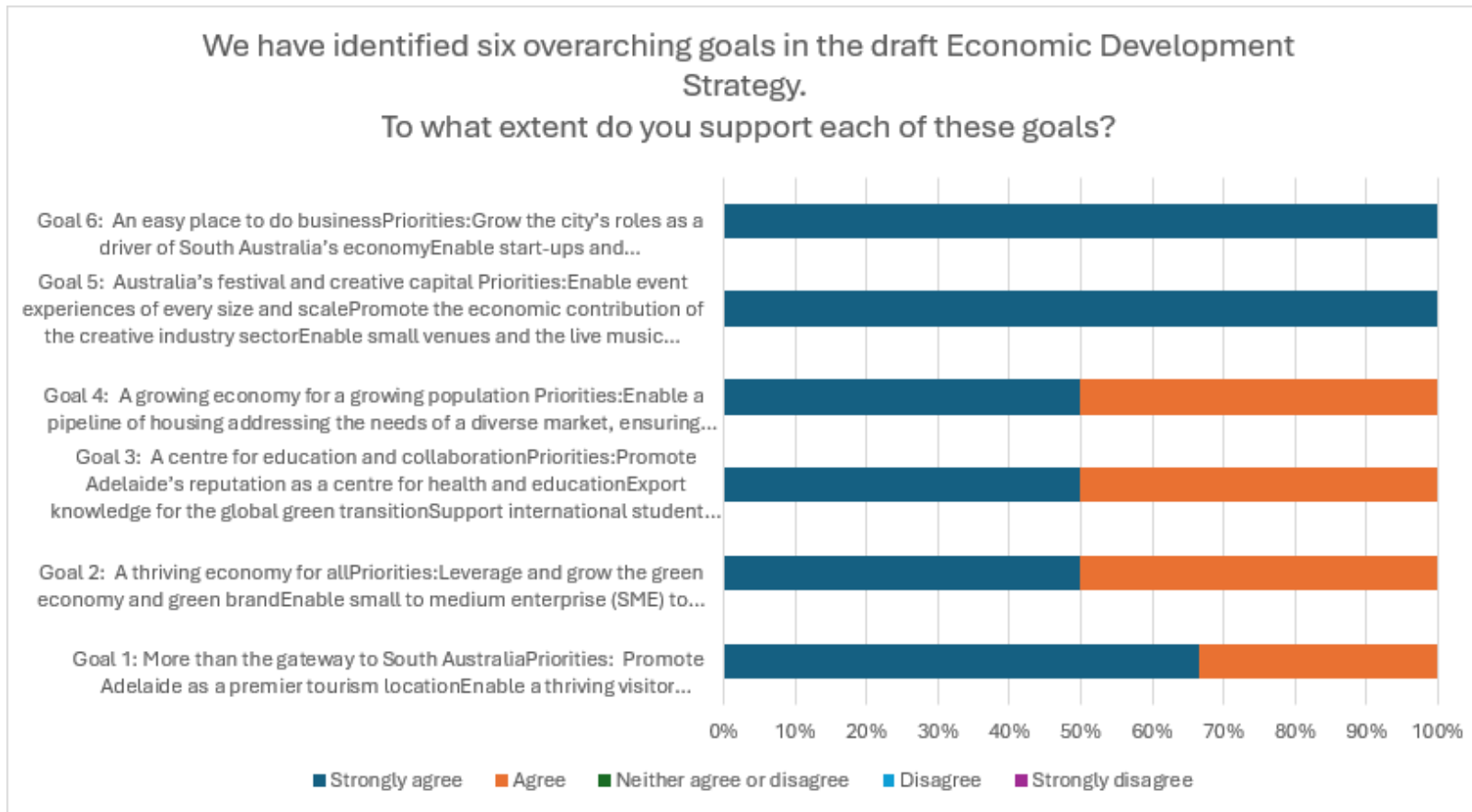
Question 1: Do you have any comments on the Draft Economic Development Strategy?

No	Submission	Response
1	<p>The strategy provides an excellent snapshot of the city currently. However a lot of infographic data refers to data gathered in 2022, post Covid lockdowns so it would be prudent to be mindful that this data is representative of an unusual and economically volatile period, so how does this strategy provide assurance that its built on reliable data? Has the strategy been peer reviewed or had input from external stakeholders? Eg SGS Economics & Planning or the SA Centre for Economic Studies?</p> <p>Overall, I believe that the strategy has built its focus on the key pillars that drive the city's economy. I would like to see some projected targets for development but I appreciate that it could be difficult to manage public criticism if the city is unable to meet these where circumstances may be beyond its control.</p> <p>Notwithstanding this feedback, the Strategy provides a strong and responsible future focus. Ensuring that it is aligned well with other key strategies, plans and budgets into the future, and respected by the State Government, will be critical to its success.</p>	<p>Noted.</p> <p>Data in recent years is a challenge due to the impacts of COVID. Where possible the City of Adelaide reviews data pre-2020 as well as more recent data sources.</p> <p>Throughout the development of the Strategy a number of experts were consulted as detailed in previous Council reports. This includes research pieces and advice from SGS Economics & Planning, .id informed decisions, URPS, University of Melbourne, university of South Australia, BRM and KPPM Strategy.</p>
2	<p>There is no doubt Adelaide’s liveability is bolstered by strong contributions by the arts and culture sector - from street artists to musicians, arts organisations and festivals. Yet this plan fails to acknowledge the dire and declining state of this group and makes improper assumptions. Long(er) term, reliable measures in terms of infrastructure investment and support for established and emerging organisations is needed for the creative ecology to ‘thrive’ in the way this document indicates.</p> <p>“Adelaide has had a traditional dominance of the knowledge economy and will adapt to the rise of the creative class” (p35) This quote feels tone deaf in light of reports showing that working artists earn 26 per cent below the national average https://www.abc.net.au/news/2024-05-07/creative-australia-artists-at-work-artist-income-inequality/103803622 and income has steadily declined since 2019 https://www.artshub.com.au/news/opinions-analysis/the-arts-needs-to-reboot-for-salary-equity-2508912/ Adelaide is not “A thriving economy for all”. What is AEDA’s / CoA’s strategy for retaining creatives working in the CBD, given the rising cost of city rents (soon to be unaffordable for many creative businesses) and the ongoing development of affordable / adaptable sites into high-end office accommodation and student housing?</p>	<p>Noted.</p> <p>The Economic Development Strategy is part of a suite of strategic documents, as outlined in the Strategic Alignment section of the Strategy.</p> <p>The City of Adelaide is building on this suite of strategies with recent commencement on a Cultural Strategy and Social Strategy, following research into the city’s existing cultural and social infrastructure.</p> <p>The City of Adelaide is preparing a draft Grants Funding Program Policy for adoption by Council.</p> <p>Comments regarding funding available towards implementation of the Economic Development Strategy though the Annual Business Plan and Budget 2024/25, specifically external grant, sponsorship and strategic partnership programs.</p> <p>New paragraph: Adelaide has had a traditional dominance of the knowledge economy, which is anticipated to further</p>

No	Submission	Response
	<p>We will promote key institutions such as university entrepreneur hubs and business growth centres... and look to where we can support new and innovative start-ups.” ‘Start ups’ are just one aspect of the creative ecology. The Mill - cited by this document as a story - is an established creative hub but cannot secure ongoing support from CoA or AEDA. Adelaide needs sustainable, well-run spaces for artists from all disciplines to practice, grow and make contributions to city life. But with the earning capacity of artists in decline, venues like this will soon disappear without immediate intervention.</p> <p>This document conflates two very different enterprises - business- and tech-focused co-working spaces (eg Games Plus, Mache, The Hub, Regus, etc) and creative studios (eg The Mill, Rundle Collective, Third Level Studios) for makers, visual artists, writers. These examples have very different business models, functions and outputs - in terms of a creative, magnetic, liveable, city.</p> <p>I note the plan fails to mention support for performing arts, outside of live music. The closure of The Bakehouse and La Bohem - amongst other sites - means the CBD now has almost no affordable, professional performing arts spaces for theatre and dance. Support for this industry is sorely lacking form the plan.</p> <p>“Priority: Promote the economic contribution of the creative industry sector” mentions nothing about infrastructure or ongoing, long-term support for creatives - other than those in the “the gaming industry”. Likewise, there is nothing in the “Priority: Enable jobs in emerging sectors that support a growing population” about facilitating creative sector jobs growth. Short-term and ‘gig economy’ work during festivals is not reliable income. More support is needed to attract and support artists in the CBD, if we want to live up to our reputation as an arts capital.</p> <p>P31 says AEDA will “Increase employment opportunities in creative industries”. My experience is that scale up support for arts and cultural businesses is not offered by AEDA, as this is CoA’s remit. CoA’s strategic partnerships program appears to be the most beneficial avenue for this, but is capped at 12 months. Proposed changes to CoA’s grant policy punish those delivering programs with proven impact by preferencing new proposals. They would lock people out of applying for multiple opportunities, which is sure to severely limit output and growth.</p>	<p>strengthen as South Australia grows and the CBD becomes increasingly important for institutional and human capital assets.</p> <p>To replace:</p> <p>Adelaide has had a traditional dominance of the knowledge economy and will adapt to the rise of the creative class, the urgency of climate mitigation and adaptation, and the need to grow and sustain its institutional and human capital assets.</p>

No	Submission	Response
	<p>The Lord Mayor states in the preamble that “This Strategy charts a path for us to make Adelaide a destination of choice for younger, more diverse, workers, as the city grows” While we have more young people (18-24) moving to Adelaide, the negative migration by the next two age groups (25-24 and 35-44) https://profile.id.com.au/adelaide/migration-by-age show that as people look to establish themselves, Adelaide fails to provide opportunities. It’s well documented that vibrant, truly creative cities are more successful in retaining young, creative people. I urge City of Adelaide to step up - in meaningful, bold ways - and invest in keeping our city creative.</p> <p>I hope to see greater provisions for sustaining and growing arts and culture in the final plan - aligning with claims made by Council about the contributions by this sector.</p>	
3	No response	No response

We have identified 6 Goals in the Draft Strategy, with corresponding priorities. To what extent do you support each Goal?



Question 2: Goal 1: More than the gateway to South Australia

Priorities:

- Promote Adelaide as a premier tourism location
- Enable a thriving visitor economy
- Capitalise on our connection with Adelaide Airport to increase visitation

Question 3: Please help us understand your response by providing a comment:

No	Submission	Response
1	Our city provides an excellent place to host events and be a national draw card. Its accessibility from the airport and to event venues makes it super easy and manageable for visitors	Noted.
2	No response	No response
3	Consider development of easier ways to get to the airport - expand the train or tram network to the airport so people have a direct way to get to the CBD -- consider more trams from the CBD out to places like Norwood/Henley so tourists can see more of Adelaide as a whole when staying in the city	Noted.

Question 4: Goal 2: A thriving economy for all

Priorities:

- Leverage and grow the green economy and green brand
- Enable small to medium enterprise (SME) to increase the city's contributions to GSP
- Enable First Nations and social enterprises
- Extend the daily cycle of the city into the night

Question 5: Please help us understand your response by providing a comment:

No	Submission	Response
1	No response	No response
2	More opportunities are needed for small-to-medium creative businesses to upscale and build sustainability. The earning capacity of Artists and creatives is in decline and needs immediate attention if Adelaide wants to meet this, and the other goals of this plan.	Noted. This will be addressed further in the City of Adelaide's Cultural Strategy currently being developed.
3	No response	No response

Question 6: Goal 3: A centre for education and collaboration

Priorities:

- Promote Adelaide’s reputation as a centre for health and education
- Export knowledge for the global green transition
- Support international student wellbeing and sense of belonging

Question 7: Please help us understand your response by providing a comment:

No	Submission	Response
1	Its is undoubtedly a blow to the city to have the Uni of Adelaide and UniSA merge but as long as this doesn't result in a drop in student numbers the city can grow from this change	Noted.
2	No response	No response
3	No response	No response

Question 8: Goal 4: A growing economy for a growing population

Priorities:

- Enable a pipeline of housing addressing the needs of a diverse market, ensuring accessibility and affordability to attract workers and investment to our city
- Encourage repurposing, adaptive reuse and improvement of buildings and facilities
- Invest in well-planned neighbourhoods and key destination precincts

Question 9: Please help us understand your response by providing a comment:

No	Submission	Response
1	No response	No response
2	No response	No response
3	No response	No response

Question 10: Goal 5: Australia’s festival and creative capital

Priorities:

- Enable event experiences of every size and scale
- Promote the economic contribution of the creative industry sector
- Enable small venues and the live music scene to thrive
- Enable art in our streets and the Adelaide Park Lands

Question 11: Please help us understand your response by providing a comment:

No	Submission	Response
1	No response	No response
2	"Promote the economic contribution of the creative industry sector" is not enough. "Invest in", "Revive" or "Accelerate" would be better words to begin this statement - with the resourcing to back it up! "Enable small venues and the live music scene to thrive" fails to acknowledge Adelaide's declining infrastructure for performing arts.	Noted. This will be addressed in the City of Adelaide’s Cultural Strategy (in development).
3	Don't let places like the Crown & Anchor get demolished for accommodation.	Noted.

Question 12: Goal 6: An easy place to do business

Priorities:

- Grow the city’s roles as a driver of South Australia’s economy
- Enable start-ups and entrepreneurship
- Enable jobs in emerging sectors to support a growing population
- Support small and medium enterprises

Question 13: Please help us understand your response by providing a comment:

No	Submission	Response
1	No response	No response
2	No response	No response
3	No response	No response

Question 14: Do you have any additional comments to make on any of the priorities?

No	Submission	Response
1	Working with other levels of government, State and Federal as well as aligning itself with other LGA's and authorities. It will be critical to ensure that ACC is active in networks and on relevant committees and boards to advocate its intentions and have an open ear for proposals from other entities which may be detrimental to its strategy.	Noted. Support for partnerships
2	Working closely with government in development planning, to ensure Adelaide's changing landscape provides opportunities for all sectors to thrive. Talking - and listening - to the type of people Adelaide wants to attract to live and work in the CBD - and then aligning it's plan with these priorities.	Noted.
3	No response	No response

Question 15: A key role for Council is advocacy, how can Council best advocate for the outcomes sought in the Strategy?

No	Submission	Response
1	No response	No response
2	No response	No response
3	No response	No response

Question 16: Do you have any additional relevant information, research or policy suggestions for Council to consider prior to finalising the Economic Development Strategy?

No	Submission	Response
1	No response	No response
2	No response	No response
3	No response	No response