

# Workshop: Draft Economic Development Strategy Consultation Summary

Strategic Alignment - Our Economy

**Tuesday, 6 August 2024**

**City Planning, Development and Business Affairs Committee**

**Presenter:** Ilia Houridis, Director City Shaping

Public

## PURPOSE OF WORKSHOP

At the City Planning, Development and Business Affairs Committee (the CPDBA Committee) meeting on 2 July 2024 ([Link 1](#)), Council Members received the outcomes of the public consultation on the draft Economic Development Strategy (draft Strategy).

Public consultation reflected support for the draft Strategy from industry, State Government, non-government organisations and the community in particular support for the proposed goals and priorities and for prioritising climate change mitigation through a transition to circular and sustainable business models.

At the CPDBA Committee, Council Members discussed the allocation of roles and responsibilities of the City of Adelaide (CoA) Administration and its subsidiaries, including the Adelaide Economic Development Agency (AEDA) in delivering the Economic Development Strategy.

At its meeting on 9 July 2024, the Council subsequently noted the draft Economic Development Strategy Consultation Summary and deferred the item to a workshop at the next CPDBA on Tuesday 6 August 2024 to discuss the following priority actions to be lead by the CoA:

- 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.
- 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.

The workshop does not propose to review the draft Strategy, noting the support received through consultation. Consistent with approaches taken with other City of Adelaide strategies, it is not proposed to create a separate strategy for the night time economy. The workshop will outline the approach to the roles and responsibilities of priority actions in the draft Economic Development Strategy.

Priorities and priority actions relating to the night time economy (NTE) were considered at the City Finance and Governance Committee on 16 July 2024 during discussion on the AEDA Review Implementation Plan Update Report ([Link 2](#)); and the outcomes of the Night Time Entertainment Economy Roundtable ([Link 3](#)).

Administration noted the following key points on 16 July 2024:

- Night time economy intersects the Economic Development Strategy, AEDA Annual Business Plan, Precinct and Place review and other initiatives including Council of Capital City Lord Mayors' (CCCLM) work and the role of the Small Business Strategy. There is a need to clearly feature the night economy in the Economic Development Strategy.
- Definitions of day, evening and night economy should be clear and highlighted by AEDA data and the economic profile for the city.
- Event growth post-COVID within the CoA.

The night time economy is addressed in the draft Strategy with specific priorities within Goal 2 and Goal 5, as follows:

- Priority: Extend the daily cycle of the city into the night
- Priority: Enable small venues and the live music scene to thrive.

As an outcome of the workshop, Administration will present the final Economic Development Strategy for Council decision in September 2024.

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## KEY QUESTIONS

- What are Council Members' views on the delivery of night time economy priorities in the draft Economic Development Strategy?

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