

Kadaltilla

Adelaide Park Lands Authority

Kadaltilla 2024 Community Forum Consultation Summary

**Thursday, 28 November 2024
Board Meeting**

Author:

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Governance

Public

Purpose

The purpose of this report is to provide the Kadaltilla / Adelaide Park Lands Authority (Kadaltilla) Board with a detailed summary of the consultation received during each of the four Annual Community Forum sessions.

It is a requirement under the Kadaltilla Charter that an Annual Community Forum be held by the end of October in each year at a place and time determined by resolution of the Board.

The format of the 2024 Annual Community Forum was multiple pop-up sessions, held over four separate days in four different locations. This approach targeted different sections of the population and reached non-Park Lands users. This approach was successful in 2023 when it was deployed for the first time.

The theme for the 2024 Annual Community Forum was “Rediscover Your Park Lands”.

Recommendation

THAT THE KADALTILLA / ADELAIDE PARK LANDS AUTHORITY ADVISES THE STATE GOVERNMENT AND COUNCIL:

That the Kadaltilla / Adelaide Park Lands Authority:

1. Notes the 2024 Kadaltilla Annual Community Forum Posters as Attachment A to Item 7.2 on the Agenda for the meeting of the Board of Kadaltilla / Adelaide Park Lands Authority held on 28 November 2024.
 2. Notes the summary of the 2024 Kadaltilla Annual Community Forum as Attachment B to Item 7.2 on the Agenda for the meeting of the Board of Kadaltilla / Adelaide Park Lands Authority held on 28 November 2024.
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Implications

Adelaide Park Lands Management Strategy 2015-2025	Adelaide Park Lands Management Strategy 2015-2025 The Annual Community Forum was used to engage with stakeholders and the community on the revised Adelaide Park Lands Management Strategy (APLMS).
2023-2028 Strategic Plan	Kadaltilla / Adelaide Park Lands Authority 2023-2028 Strategic Plan Strategic Plan Alignment – Expert Advice 4.5 Increase the profile of the Kadaltilla Board
City of Adelaide Strategies	A Park Lands Community Forum aligns with the City of Adelaide Strategic Plan 2020-2024 by supporting the priorities of Strategic Priority 1: Thriving Communities (community engagement and well-being), Strategic Priority 3: Environmental Leadership (sustainability and environmental stewardship), and Strategic Priority 4: Strong Economies (economic and social contributions of the Park Lands).
Policy	It is a requirement under section 4.10 of the Kadaltilla Charter that an Annual Community Forum be held by the end of October in each year at a place and time determined by resolution of the Kadaltilla/Adelaide Park Lands Authority (Kadaltilla).
Consultation	In-person consultation was held across four separate days at four different locations. Kaurna Yerta Aboriginal Corporation (KYAC) - Nil
Resource	Not as a result of this report
Risk / Legal / Legislative	Not as a result of this report <i>Environment Protection and Biodiversity Conservation (EPBC) Act 1999</i> – Nil Register of Aboriginal Sites and Objects - Nil
Design	Not as a result of this report National Heritage Management Plan (NHMP) - Nil Tree removal and replacement - Nil
Opportunities	The Annual Community Forum provided an opportunity for diverse input from a range of perspectives while increasing awareness of the APLMS and understanding of the Park Lands.
City of Adelaide Budget Allocation	\$6,000
Capital Infrastructure Projects	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	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

Introduction

1. The Kadaltilla / Adelaide Park Lands Authority Charter (Kadaltilla Charter) sets out the requirement for an Annual Community Forum in section 4.10, which states:
 - 4.10.1 *An Annual Community Forum shall be held by the end of October in each year at a place and time determined by resolution of the Board.*
 - 4.10.2 *Notice of the Annual Community Forum must be given to Board Members and accessible by the public at least 21 days prior to the scheduled date.*
 - 4.10.3 *A reasonable number of copies of any document or report supplied to Board Members for the Annual Community Forum must be available for members of the public at the forum.*
 - 4.10.4 *The Annual Community Forum will be conducted in a place accessible to the public to discuss business of a general nature aimed at reviewing the progress and direction of the Authority.*
2. The Kadaltilla Annual Community Forum commenced on the 31 August 2024 and concluded on the 9 October 2024. Pop-Up Sessions were held in the following locations:
 - 2.1. Pop-Up Session 1 was held in Victoria Park / Pakapakanthi (Park 16) on Saturday 31 August 2024 from 12:00pm to 2:00pm.
 - 2.2. Pop-Up Session 2 was held in Hindmarsh Square / Mukata on Wednesday 18 September 2024 from 11:00am to 1:00pm.
 - 2.3. Pop-Up Session 3 was held in Mistletoe Park / Tainmuntilla (Park 11) on Wednesday 2 October 2024 from 9:30am to 11:30am.
 - 2.4. Pop-Up Session 4 was held in Lefevre Park / Nantu Wama (Park 6) on Wednesday 9 October 2024 from 10:00am to 12:00pm.
3. The consultation was advertised through:
 - 3.1. City of Adelaide's social media pages
 - 3.2. Kadaltilla's social media pages
 - 3.3. The Lord Mayor's social media pages
 - 3.4. The Kadaltilla website
 - 3.5. City of Adelaide's digital screens
 - 3.6. City of Adelaide staff email signature banner
 - 3.7. Newsletters (Wellbeing newsletter; Carbon Neutral newsletter; City Business newsletter; and Your Community newsletter)
 - 3.8. The Next Edition
 - 3.9. On-site signage.
4. The specific audiences targeted at each of the four locations (on top of more generic advertising) to ensure diverse feedback included:
 - 4.1. Location 1 targeted sporting spectators by coinciding with scheduled soccer and cricket matches during peak attendance times, maximising public engagement opportunities.
 - 4.2. Location 2 aimed to reach non-Park Lands users by aligning with lunchtime, capitalizing on high foot traffic through the square.
 - 4.3. Location 3 aimed to capture a diverse demographic by targeting visitors to the popular Adelaide Zoo, a major Park Lands attraction.
 - 4.4. Location 4 was chosen to engage families with young children by aligning with the school holidays and the busy period at North Adelaide's Glover Playground.
5. Numerous opportunities to provide feedback were offered and included:
 - 5.1. Four public Community Forum events
 - 5.2. Written submissions (post and email)

- 5.3. Social Media channels, i.e. direct comments on Facebook posts.
6. The 2024 Annual Community Forum discussed business of a general nature aimed at reviewing the progress and direction of Kadaltilla. The following ten posters (**Attachment A**) showcasing previous achievements or upcoming projects were on display at each of the four events:
 - 6.1. Adelaide Park Lands Biodiversity Survey
 - 6.2. Multi-Year Major Event Licences
 - 6.3. Draft Adelaide Park Lands Management Strategy (APLMS) – Towards 2036
 - 6.4. Draft Light Square/Wauwi Master Plan
 - 6.5. Kadaltilla Strategic Plan 2023–2028
 - 6.6. Draft City Plan – Adelaide 2036
 - 6.7. Rymill Park/Murlawirrapurka Kiosk
 - 6.8. Victoria Park Master Plan Endorsement
 - 6.9. Returning Platypus to the River Torrens/Karrawirra Pari
 - 6.10. Kurna Voices – Cultural Mapping.
7. Consultation feedback was also sought on the following four questions:
 - 7.1. Which area of the Adelaide Park Lands do you mainly use?
 - 7.2. Do you support the following being conducted in, or located on, the Park Lands?
 - 7.2.1. Sporting
 - 7.2.2. Festivals & Events
 - 7.2.3. Playgrounds
 - 7.2.4. Wetlands/lakes
 - 7.2.5. Kiosks & Food vendors
 - 7.2.6. Ornamental Gardens
 - 7.2.7. Dog Parks
 - 7.2.8. Education institutes (e.g. universities)
 - 7.2.9. Health institutes (e.g. New Women's and Children's Hospital)
 - 7.2.10. New Adelaide Aquatic Centre
 - 7.2.11. Carparks
 - 7.2.12. Horses in the Northern Park Lands.
 - 7.3. Do you want more or less in the Park Lands?
 - 7.3.1. Drinking Fountains
 - 7.3.2. Manicured lawns
 - 7.3.3. Bins (including recycling)
 - 7.3.4. Park Lands Advertising/Signage
 - 7.3.5. Ornamental or flowering planting
 - 7.3.6. Native or bio-diverse plantings
 - 7.3.7. Cultural activities & representation
 - 7.3.8. Running/cycling tracks
 - 7.3.9. Benches
 - 7.3.10. BBQs
 - 7.3.11. Lighting.
 - 7.4. What is your postcode?

8. Free coffee and plant giveaways were used to entice maximum public engagement.

Feedback Summary

9. In 2024, approximately 400 people participated in person across the four Kadaltilla Annual Community Forums, and a total of 354 responses were received.
 - 9.1. 96 responses were received at Pop-Up Session 1 that was held in Victoria Park / Pakapakanthi (Park 16).
 - 9.2. 91 responses were received at Pop-Up Session 2 that was held in Hindmarsh Square / Mukata.
 - 9.3. 122 responses were received at Pop-Up Session 3 that was held in Mistletoe Park / Tainmuntilla (Park 11).
 - 9.4. 45 responses were received at Pop-Up Session 4 that was held in Lefevre Park / Nantu Wama (Park 6).
 - 9.5. No responses were received via post, email, or social media.
10. A one-page summary of the feedback received is provided in **Attachment B**.
11. What we heard from the 354 responses received can be summarised as follows:
 - 11.1. Of the 354 responses that provided their residential suburb, 10% (36 responses) were City of Adelaide residents and 90% (318 responses) were not City of Adelaide residents.
 - 11.2. Of the respondents, 60% (211 responses) identified as female, while 40% (143 responses) identified as male.
 - 11.3. The favourite locations within the Park Lands included Victoria Park / Pakapakanthi (Park 17), Adelaide Botanic Gardens, and various recreation areas and playgrounds. However, it is important to note that these responses may have been positively influenced by the location of the community forum.
 - 11.4. The main themes of the responses were broken down as follows:
 - 11.4.1. Support for Sport: 93% of respondents support the inclusion of sports activities in the Park Lands.
 - 11.4.2. Support for Festivals and Events: 93% of respondents express support for festivals and events taking place in the Park Lands.
 - 11.4.3. Support for Playgrounds: 96% of respondents are in favour of maintaining playgrounds in the Park Lands.
 - 11.4.4. Satisfaction with Wetlands/Lakes: 97% of respondents are satisfied with the current wetlands and lakes in the Park Lands.
 - 11.4.5. Support for Kiosks and Food Vendors: 90% of respondents support kiosks and food vendors in the Park Lands, while 10% do not.
 - 11.4.6. Support for Ornamental Gardens: 92% of respondents support the establishment of ornamental gardens in the Park Lands.
 - 11.4.7. Support for Dog Parks: 83% of respondents support dog parks in the Park Lands, whereas 17% are not in favour.
 - 11.4.8. Support for Educational Institutes: 64% of respondents support the inclusion of educational institutions (e.g., universities) in the Park Lands, while 36% do not.
 - 11.4.9. Support for Health Institutes: 66% of respondents support the establishment of health institutes (e.g., New Women's and Children's Hospital) in the Park Lands, while 34% do not.
 - 11.4.10. Support for the New Adelaide Aquatic Centre: 69% of respondents support the development of the new Adelaide Aquatic Centre, while 31% are opposed.
 - 11.4.11. Support for Car Parking: 55% of respondents support car parking facilities in the Park Lands, while 45% do not.
 - 11.4.12. Support for Horses in the Northern Park Lands (Park 6): 72% of respondents support the presence of horses in the Northern Park Lands, while 28% do not.

- 11.4.13. Satisfaction with Drinking Fountains: 39% of respondents express a desire for more drinking fountains, while 60% are satisfied with the current amount, and only 1% prefer fewer.
 - 11.4.14. Satisfaction with Manicured Lawns: 14% of respondents would like more manicured lawns, with 58% satisfied with the current amount, and 28% preferring fewer.
 - 11.4.15. Satisfaction with Bins (Including Recycling): 31% of respondents wish for additional bins, while 67% are satisfied with the current provision, and 2% prefer fewer.
 - 11.4.16. Satisfaction with Advertising/Signage: 19% of respondents desire more advertising/signage, with 74% satisfied with the current amount, and 7% preferring less.
 - 11.4.17. Satisfaction with Ornamental or Flowering Planting: 29% of respondents would like to see more ornamental or flowering planting, while 68% are satisfied with the current amount, and 3% prefer less.
 - 11.4.18. Satisfaction with Native or Bio-diverse Plantings: 33% of respondents wish for more native or bio-diverse plantings, with 66% satisfied with the current amount, and only 1% preferring less.
 - 11.4.19. Satisfaction with Cultural Activities & Representation: 26% of respondents desire more cultural activities and representation, while 69% are satisfied with the current offerings, and 5% prefer fewer.
 - 11.4.20. Satisfaction with Running/Cycling Tracks: 25% of respondents would like to see more running/cycling tracks, while 72% are satisfied with the current amount, and 3% prefer less.
 - 11.4.21. Satisfaction with Benches: 33% of respondents wish for more benches, with 67% satisfied with the current provision, and 1% preferring fewer.
 - 11.4.22. Satisfaction with BBQs: 28% of respondents would like more BBQ facilities, while 69% are satisfied with the current amount, and 3% prefer less.
 - 11.4.23. Satisfaction with Lighting: 31% of respondents desire more lighting, with 66% satisfied with the current provision, and 3% preferring less.
12. Additional community suggestions received in person for Park Lands improvement:
- 12.1. Sustainability Initiatives:
 - 12.1.1. Incentivise residents to plant native trees
 - 12.1.2. Implement solar lighting and automatic light sensors along pathways in the Park Lands
 - 12.1.3. Ensure new buildings are designed and constructed to mitigate climate impact.
 - 12.2. Infrastructure Enhancements:
 - 12.2.1. Add more sensory gardens to the Park Lands, similar to Himeji Gardens
 - 12.2.2. Increase the number of exercise stations in the Park Lands
 - 12.2.3. Construct bridges over roads to connect the Park Lands Trail in an uninterrupted loop
 - 12.2.4. Provide additional shelters, particularly in Park 2 and Park 6
 - 12.2.5. Upgrade existing playgrounds and create more nature-based play areas
 - 12.2.6. Use consistent path materials throughout the Park Lands.
 - 12.3. Facilities and Amenities:
 - 12.3.1. Increase the number of toilets and dog fountains
 - 12.3.2. Introduce more organic bins and recycling areas for various materials
 - 12.3.3. Add more tables and family spaces in the Park Lands
 - 12.3.4. Expand parking options along Greenhill Road and ensure special event car parks open earlier in the day to align with event 'bump in' timeframes.
 - 12.4. Community Engagement and Safety:
 - 12.4.1. Address homelessness concerns within the Park Lands
 - 12.4.2. Separate walking and riding paths to enhance safety.

12.5. Cultural and Recreational Enhancements:

- 12.5.1. Increase the number of music and events in the Park Lands
- 12.5.2. Activate the Victoria Park track between events (e.g. allow public groups to use the Victoria Park track for student driving courses)
- 12.5.3. Consider the relocation of the VAILO500 event from Victoria Park.

Advertising Campaign Summary

13. The campaign reached close to 30,000 people, and there were 2,071 clicks from the paid social media advertising in September and October 2024 as depicted below:

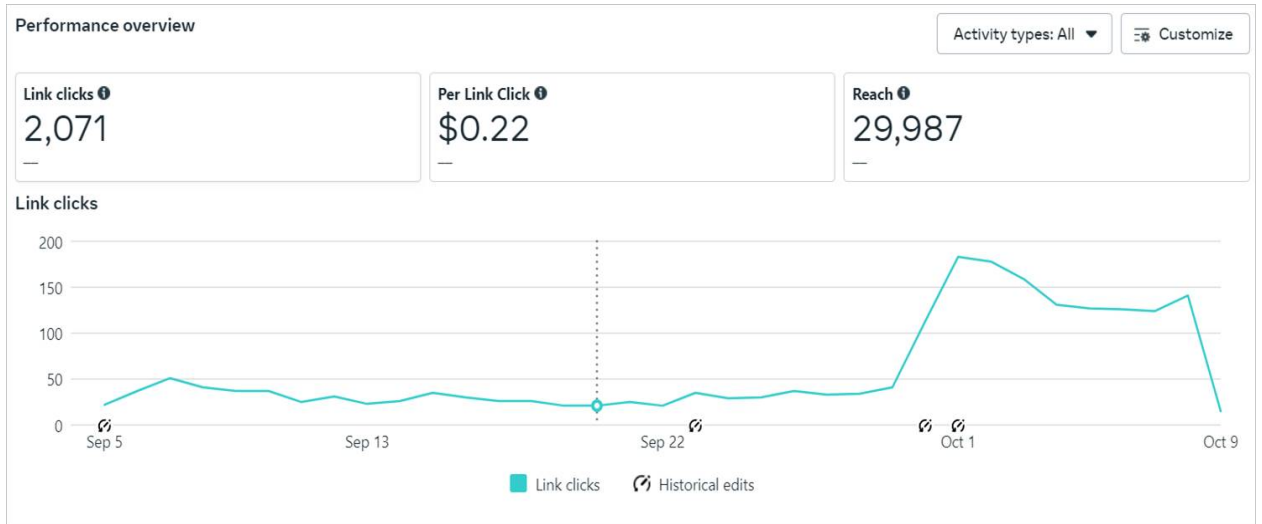


Chart 1: Paid social media performance overview

14. The audience was predominantly women, accounting for 80% of the reach, with the highest engagement in the 25–34 age group.

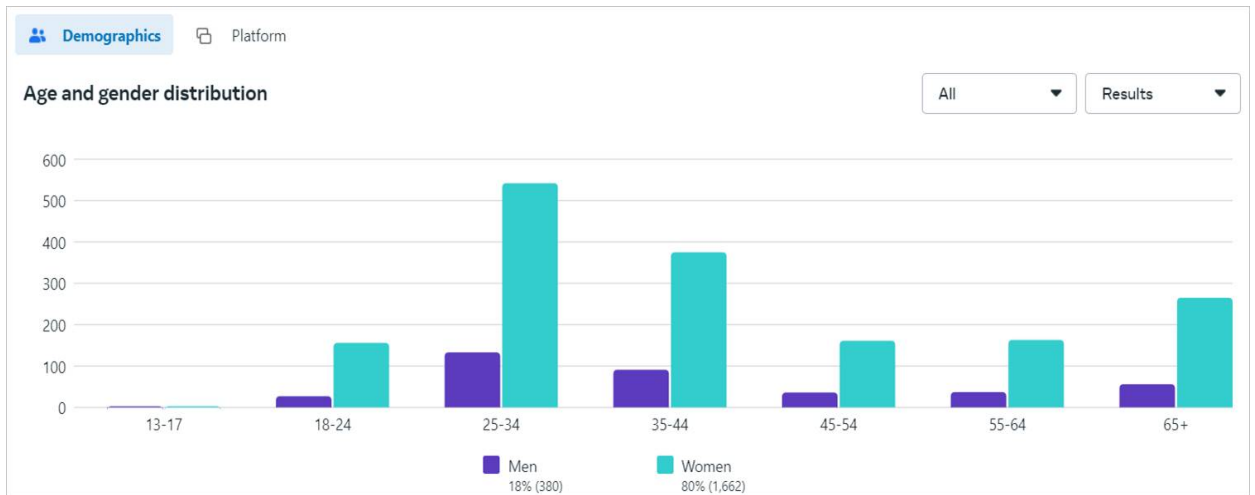


Chart 2: Age and gender demographics

15. Facebook significantly outperformed Instagram in terms of reach, as depicted below:

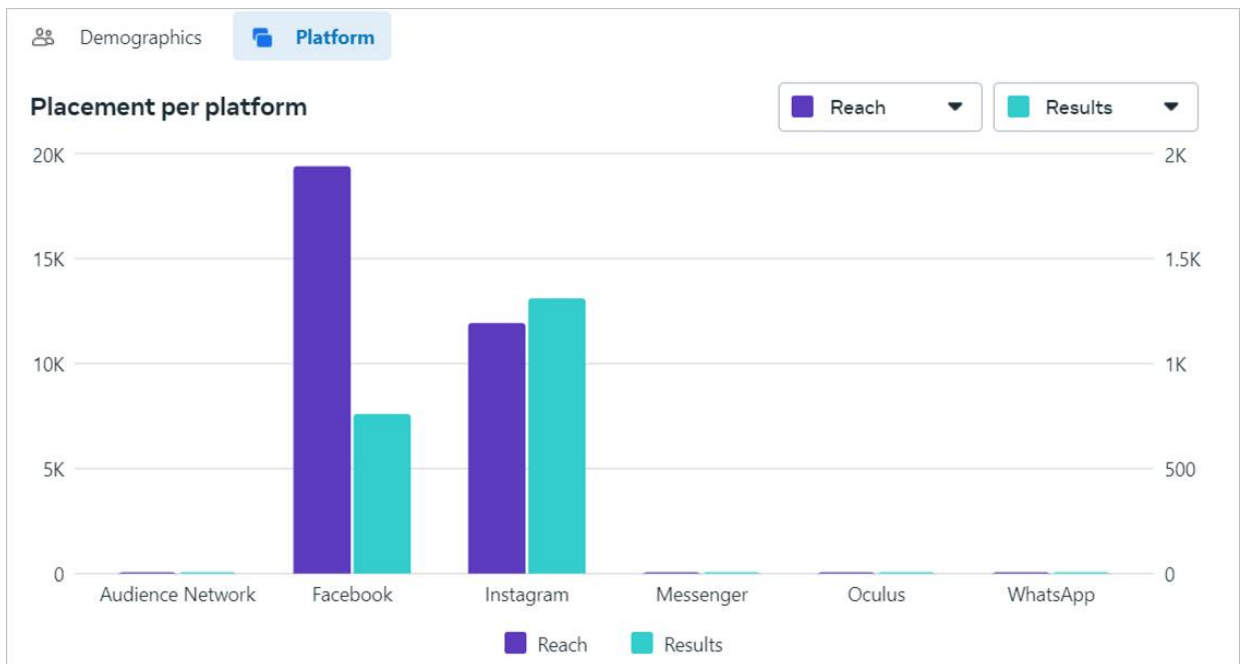


Chart 3: Facebook vs LinkedIn performance comparison

- In September and October, there were nearly 3,500 views of the Kadaltilla webpage, marking a significant increase compared to previous years. During the same period, page views totalled just over 200 in 2022 and over 2,000 in 2023.

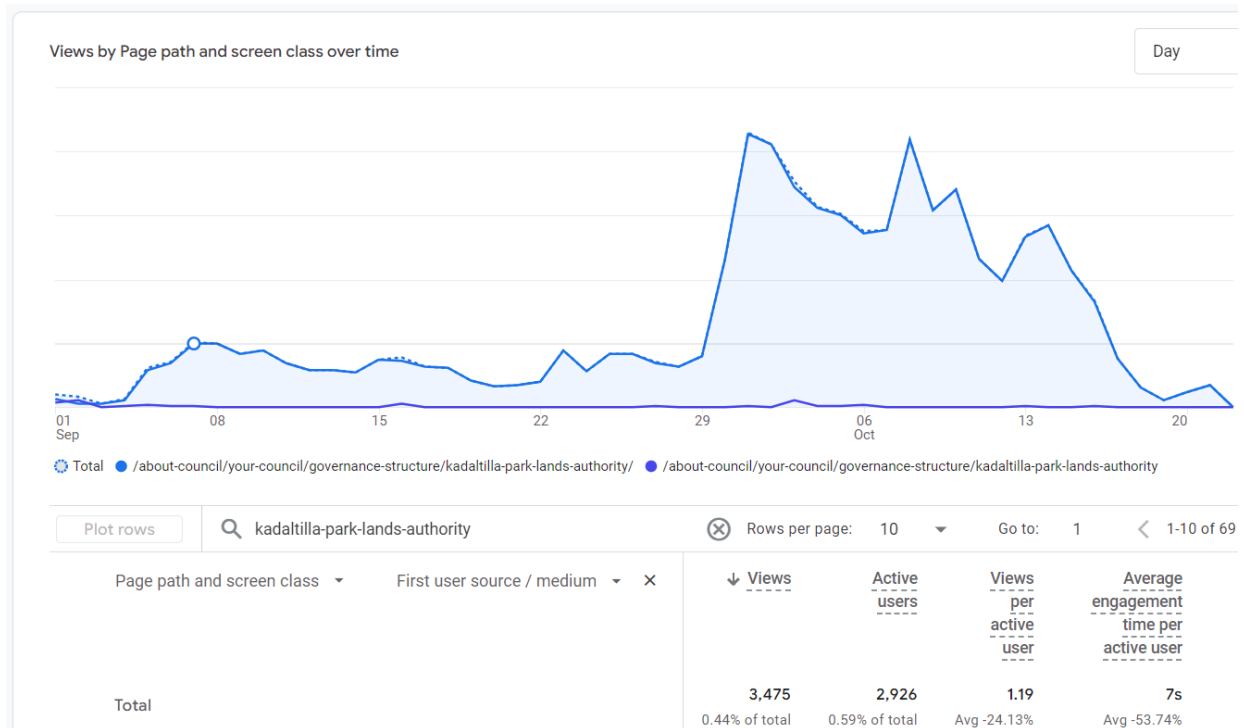


Chart 4: Kadaltilla website page views over campaign

- The most successful spike in link clicks occurred with the introduction of an animated GIF promoting free coffee and plants, which also drove a surge in web traffic.
- In summary, the 2024 advertising campaign spent less money on every person reached (\$0.22) compared to the 2022 and 2023 advertising campaigns (\$0.61 vs \$0.23).

Attachments

Attachment A – Annual Community Forum Posters

Attachment B – One-Page Consultation Summary

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