

City of Adelaide 2020 – 2024 Strategic Plan

Draft for consultation

VISION

Adelaide: the most liveable city in the world

The City of Adelaide is presenting this Consultation Draft as we develop our Strategic Plan for 2020 to 2024 to ensure Council Members, our people and the community can share a vision for the future and embrace the opportunities around us.

Adelaide is a beautiful, well-organised city that operates on a human-scale. It is low-cost, globally connected, and poised at the edge of the many new possibilities such as those the space and future industries will bring.

This is why we are considered one of the most liveable cities in the world!

Our successes won't come by chance, but by design. A shared vision allows us to work together, to create the best lives we can with our diverse, brilliant communities.

Role of Council

The role of Council is to listen, understand and respond to its community. The City of Adelaide today not only delivers traditional council services, but acts as champion, influencer, advocate and enabler to be a leader in the ways we bring benefit to the community. We work to continually develop, improve and innovate to achieve our vision.

As a capital city council, the City of Adelaide has wide-ranging responsibilities. From community wellbeing to urban planning, events to infrastructure, lifestyle experiences to heritage, business growth to climate action, Council works across sectors and issues to ensure the best outcomes for ratepayers, residents, workers and visitors in the city.



Outcome: Thriving Communities

The City of Adelaide will support the wellbeing of our communities. Thriving communities are safe, diverse and inclusive, and can face the future confidently. The people living and working in our community are leading meaningful and purposeful lives.

Strategies

- Plan for and grow residential population
- Ensure inclusive growth
- Work with partners to achieve functional zero homelessness
- Develop safe and welcoming community spaces
- Enhance community wellbeing and resilience
- Celebrate our diverse community and culture

Key Actions to achieve this outcome

- Leverage the Adelaide Park Lands to promote health, wellbeing and lifestyle experiences
- Build and be guided by Wellbeing Dashboard
- Support, promote and share Aboriginal and Kaurna culture
- Continue support for the Adelaide Zero Project
- Develop diverse places, housing and facilities with and for young people
- Support health and housing for vulnerable people
- Support cultural expression, experiences and participation
- Support volunteerism



Outcome: Environmental Leadership

Adelaide will lead the way in climate action by striving to become the first authentic carbon-neutral city in the world. Our leadership will manage our city's water, waste and greening in a sustainable way, and encourage minimisation of waste.

Strategies

- Champion a zero-waste city and a circular economy
- Support the transition to a low carbon economy
- Prioritise city greening and biodiversity
- Make sustainability core to our community and economy
- Prepare our organisation and community to be climate ready
- Become a carbon neutral organisation

Key Actions to achieve this outcome

- Increase street tree canopies and green infrastructure in city hot spots and public spaces
- Implement improvements to city-wide waste and recycling services to support the transition to a circular economy
- Educate and support our community to become zero-waste, water sensitive, energy efficient and climate ready
- Support our community to transition to a low carbon economy by providing incentives and appropriate infrastructure
- Enhance biodiversity in the Park Lands and connect our community to nature
- Achieve carbon neutral certification for City of Adelaide operations



Outcome: Strong Economies

The Council will leverage our Ten Gigabit connectivity to ensure Adelaide is globally-recognised as an affordable and exciting place of choice to do business. We will work to support a diverse range of businesses to grow and flourish by delivering core Council services efficiently and lowering costs for all economic participants.

Strategies

- Make Adelaide the lowest-cost capital with the least red tape
- Develop global collaborations
- Grow capacity for innovation by supporting digital capabilities
- Enhance the visitor experience
- Be home to trial and test clusters in future-focussed industries
- Further diversify our local economy
- Attract business investment into CBD
- Enable an export focussed economy

Key Actions to achieve this outcome

- Develop 88 O'Connell Street
- Establish a Smart Visitor Experience Centre
- Provide connections, opportunities and a supportive environment for start-ups to test, trial and innovate
- Reduce and streamline Council policies, permits and fees
- Support and develop diverse creative and social industry sectors
- Develop spatial plans to support future growth in the city
- Facilitate creative ventures in under-utilised city buildings
- Activate main streets and develop unique precincts to support local businesses and communities
- Encourage all CBD businesses to be green accredited



Outcome: Beautiful, Surprising Places

Adelaide is a beautiful, diverse city that will celebrate its natural, cultural and built heritage, while making accessible new spaces.

Strategies

- Protect, preserve and promote heritage
- Increase community use of and access to the Adelaide Park Lands
- Provide community with access to safe, high-quality open spaces
- Promote integrated development that encompasses business, residential and tourism zones
- Enhance sustainable building development through Council projects

Key Actions to achieve this outcome

- Pursue world and State heritage listing for Adelaide Park Lands and city layout
- Encourage smart, creative, adaptive reuse of heritage assets
- Deliver heritage incentives and promotions
- Re-develop Adelaide Central Market Arcade and surrounds
- Support development of new cultural infrastructure for the city
- Upgrade major recreational facilities
- Develop asset management plans to provide for future generations
- Deliver diverse parks, playgrounds and playspaces
- Increase public art throughout the city in collaboration with the private sector



Outcome: Connected and Accessible

Council will work to transform the ways people move around and connect with each other. This involves promoting active, shared and public transport, making cyclists and pedestrians more welcome, investing in future transport options, and making use of digital technologies.

Strategies

- Create a city of attractive, accessible links
- Invest in and advocate for better transport infrastructure
- Create accessible city streets that support cyclists and pedestrians
- Promote use of affordable, multi-modal transport to and throughout the city
- Ensure an accessible city for all
- Leverage Ten Gigabit Adelaide

Key Actions to achieve this outcome

- Develop plans to improve access and mobility
- Complete North-South and East-West city bikeways
- Pursue affordable, reliable links to airports, regions and suburbs
- Work with State Government to trial smart, sustainable forms of public transport, including trackless trams
- Expand programs that build digital literacy in the community
- Future proof infrastructure for drone deliveries and drone aircraft



Outcome: Excellent Governance

We will continually improve both our internal governance and the way we do business with others, always working towards maximising community benefit and social equity.

Strategies

- Champion sustainable and socially responsible procurement
- Innovate to find new approaches to efficiency and revenue streams
- Be a leader in open, transparent and evidence-based decisions
- Make doing business with City of Adelaide a pleasure through open, accountable governance
- Leverage Council-owned assets to create value and drive growth
- Deliver a long-term financial plan which supports delivery of Council's strategic aspirations
- Demonstrate bold leadership by engaging others in addressing challenges
- Share what we do

Key Actions to achieve this outcome

- Review the way we collect and present data to share insights with the community
- Demonstrate leadership in the Local Government Sector and build on effective advocacy and partnerships
- Implement the Strategic Property Review
- Explore new financial models for Council operations
- Review Council services to balance efficiencies with meeting community expectations
- Implement Council-wide Social Procurement Policy
- Implement new approaches to engaging the community in Council decision-making

Have your say on this draft Strategic Plan

Complete a submission form available online at

yoursay.cityofadelaide.com.au/strategicplan

or collect one from Council's Customer Centre,
Libraries and Community Centres.

**Consultation on the Strategic Plan
ends at 9am 16 December 2019**

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Front cover image: Lee Keough, *Twin Street Mural*, 2019 (installation view).
Photographer: Josh Geelen

¹The Economist Intelligence Unit's Global Liveability Index declares Adelaide to be in the top 10 most liveable cities in the world, as measured by healthcare, education, infrastructure, security, culture and environment.