



ANNUAL REPORT 2010-2011

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*CITY
PROFILE*



*AREA 15.6 KM² OF WHICH
7.6 KM² IS PARK LANDS*

*PERMANENT RESIDENTS 21,800
HOUSED IN 13,100 DWELLINGS**

OVERNIGHT POPULATION 29,800

WORKERS 126,500

STUDENTS 90,000

*DAILY VISITORS TO THE CITY FROM
METROPOLITAN ADELAIDE** 86,500*

Numbers rounded to nearest 100

* Demolitions not accounted for

** Those visiting for any purpose



MESSAGE FROM THE LORD MAYOR OF ADELAIDE

The last 12 months have brought many changes for the City of Adelaide.

A new Council was elected in November 2010, and we've initiated a renewed focus on teamwork and collaboration with all levels of government and the community.

We've worked with State Government to shape plans for the Adelaide Oval redevelopment. Football will return to the heart of Adelaide, while the Park Lands surrounding the oval remain protected. Now, our attention turns to the Riverbank precinct. The cross-government Integrated Design Strategy, the first of its kind in Australia, will also have a major impact on how we design our city.

As elected members, we're committed to action. Supported by our dedicated Administration, Council launched several exciting initiatives in its first seven months.

As leaders in sustainability, we installed 300 solar panels and Australia's first fast-charge electric vehicle station at the Adelaide Central Market. Councillors got tablet computers and meetings went electronic, saving thousands of sheets of paper – and dollars – every month.

As leaders in affordable housing, Council completed the Whitmore Square Eco Apartments and committed more than 70 affordable apartments in Sturt Living, a complex planned for Sturt Street.

As leaders in consultation, Council launched Picture Adelaide in April 2011, a website and iphone application inviting the public to share thoughts on the city. By financial year's end, we already had thousands of ideas.

With these runs on the board, Council looks to the future.

Our first budget allocates \$100M to capital works during 2011-12, with projects including the Victoria Square and Rundle Mall redevelopments. These projects pose challenges, but we've shown we can deliver, and we'll continue to do so.

Finally, I'd like to thank my fellow Councillors, CEO Peter Smith, Council staff and the community.

The achievements of 2010-11 belong to all of us. Together, we're making Adelaide a world-class city - and that's exciting.



MEMBERS OF COUNCIL

CURRENT COUNCIL

from 12 November 2010

Person	Position	Telephone	Fax	Mobile	Email
Stephen Yarwood	Lord Mayor	82037252	82037534	0400000944	lordmayor@adelaidecitycouncil.com
David Plumridge AM	Deputy Lord Mayor Area Councillor	82037965	82037272	0417088992	d.plumridge@adelaidecitycouncil.com
Houssam Abiad	Central Ward Councillor	82037191	82037272	0400791118	h.abiad@adelaidecitycouncil.com
Susan Clearihan	North Ward Councillor	82037189	82037272	0400090079	s.clearihan@adelaidecitycouncil.com
Mark Hamilton	Area Councillor	82037563	-	-	m.hamilton@adelaidecitycouncil.com
Megan Hender	Central Ward Councillor	82037187	82037272	0401147176	m.hender@adelaidecitycouncil.com
Dr Michael Henningsen	South Ward Councillor	82037194	82037272	0488040898	m.henningsen@adelaidecitycouncil.com
Dr Michael Llewellyn-Smith	Area Councillor	82037965	82037272	0417088992	m.llewellynsmith@adelaidecitycouncil.com
Natasha Milani	Area Councillor	82037192	82037272	0429119047	n.milani@adelaidecitycouncil.com
Anne Moran	Area Councillor	82037193	82037272	0417801568	a.moran@adelaidecitycouncil.com
Alexander (Sandy) Wilkinson	North Ward Councillor	82037964	82037272	0488954553	s.wilkinson@adelaidecitycouncil.com
Anthony Williamson	South Ward Councillor	82037190	82037272	0411180780	a.williamson@adelaidecitycouncil.com

The postal address for the Lord Mayor and Councillors is
GPO Box 2252 Adelaide SA 5001

PREVIOUS COUNCIL

July 2010 to 12 November 2010

Michael Harbison, Lord Mayor. Ralph Clarke, Area Councillor. Richard Hayward, Area Councillor. Anne Moran, Area Councillor. David Plumridge AM, Area Councillor. Francis Wong, Area Councillor. Stephen Yarwood, Central Ward Councillor. Bill Zaharis, Central Ward Councillor. Susan Clearihan, North Ward Councillor. Alexander (Sandy) Wilkinson, North Ward Councillor. Joe Cullen, South Ward Councillor. Dr Michael Henningsen, Deputy Lord Mayor and South Ward Councillor.





*‘A VIBRANT,
POPULOUS AND
SUSTAINABLE
CAPITAL CITY
BUILT ON ITS
HERITAGE AND
LIFESTYLE’*

THE VISION FOR THE CITY

FROM: CREATING OUR FUTURE:
CITY OF ADELAIDE STRATEGIC PLAN 2008 – 2012

The city's vibrancy will flow from **creating diverse communities** that actively participate in every aspect of city life. People who **work and study** in the city will **live and play** in the city. Residents and visitors alike will enjoy the **beautiful open spaces** and facilities of the Park Lands, **an exciting built form** which respects our heritage, shapes our future and is environmentally sustainable.

People of all ages and cultures will continue to come to the city to **enjoy shopping, entertainment and socialising in cafés** and other meeting places. **Events and artistic activities** will provide a wide range of opportunities to participate in the excitement of city life.

A strong economy will drive and support employment, education and social opportunities, new artworks and public place developments, and support environmental innovation.

The city will be **a magnet** which attracts talent, develops skills and innovation and invests in the education of its people.

Adelaide will **lead the way in addressing climate change** and the conservation of energy, water and natural resources. It will be **a city of walkers and cyclists**. A city where **public transport** is highly patronised and powered by the sun and other renewable sources of energy.

Council will vigorously pursue **a vibrant capital city** that is a destination for visitors, underpins the State's prosperity, and meets the aspirations of future generations of South Australians, and those who choose to make Adelaide their home.

ACHIEVING THE VISION

To achieve the vision, Council has adopted six outcomes which guide all projects, plans, policies and strategies.

Outcome 1 – Populous Capital City. Council, along with the federal and state governments, believes a populous capital city is essential to sustain our local community.

Outcome 2 – Unique Heritage, Park Lands and City Design is aimed at ensuring that the city's current and future population – residents, workers and visitors – can enjoy and be proud of the city's attributes; and be given opportunities to influence its development into an even more 'liveable' city.

Outcome 3 – Accessible and Connected Capital City tackles ways to improve transport around the city – on trams and buses; on bikes; on foot; and in cars. And to ensure we all get to enjoy, relax and socialise in the city, as residents, workers or visitors,

Outcome 4 – Culturally Vibrant City aims to ensure that the creative, recreational and artistic interests of all ages, nationalities and groups are provided for. Council also appreciates that a strong and vibrant economy is needed to underpin the city's development and to support its services and facilities, hence its commitment to **Outcome 5 – Economically Prosperous City.**

And, of course, all these outcomes must be achieved in a way that cares for and improves our ecological systems and habitats; and addresses our concerns about climate change and the depletion of our natural resources. **Outcome 6 – Environmentally Sustainable City** describes the ways that Council addresses these vital issues.

The following pages present Council's achievements for each of these outcomes in 2010-11 as well as progress against key targets.

KEY PRIORITIES

Creating our Future: City of Adelaide Strategic Plan 2008-12 outlines several key priority areas. Progress on the identified measures is reported below:

Priority	Measure of Success	Progress	Status
Sustainability	Reduce carbon emissions from Council operations by 60% by 2012.	Between 1993-94 and 2010-11 Adelaide City Council reduced its corporate carbon emissions by 66.3%.	Achieved
	Reduce Council's mains and River Torrens water use by 60% by 2012.	Total reduction from mains water use of Council is reported at 372 kl, a 73% reduction from 2006-07 levels.	Achieved
Residential Population Growth	Lead the growth in the permanent residential population by 1 300 persons per year to achieve a total permanent residential population of 25 500 by 2012.	Estimated at 21 796 residents as at 30 June 2011 – an increase of 3% (602 residents) over the June 2010 figure. (To achieve the 25 500 by growth target 2012 will require an increase of 3 704 permanent residents in the next 12 months)	At Risk
	Lead the growth in the overnight residential population by 1 700 persons per year to achieve a total overnight population of 34 500 by 2012.	Estimated at 29 767 people as at 30 June 2011 - an increase of 2% (602 people) over the June 2010 figure. (To achieve the 34 500 growth target by 2012 will require an annual increase of 4 733 overnight residents in the next 12 months)	At Risk
Heritage Conservation	Complete the listing of heritage buildings and associated Development Plan Amendments by 2012.	The Residential/Hutt Street Part 1 Development Plan Amendment was approved by the Minister for Urban Development and Planning in February 2011, with 64 buildings listed as local heritage places. The Central Business Area/Mixed Use Zones Development Plan Amendment with 251 listings, was submitted to the Minister in September 2009 seeking approval for consultation. It has been subsequently considered by the Development Policy Advisory Committee (DPAC) and the Department of Planning and Local Government (DPLG). As at mid-2011, the Minister is considering advice from both DPAC and DPLG. A Residential/Hutt Street Part 2 Development Plan Amendment which proposes a further 23 local heritage places has also been submitted to the Minister.	On Track

Priority	Measure of Success	Progress	Status
Workforce Growth	Increase the number of people employed in the city to 125 000 by 2012.	<p>Extrapolation from employment figures gathered in the 2008 Adelaide City Council Land Use and Employment Census indicate this target has been achieved with an estimated current figure of 126,500 (up from 99,000 in 2006).</p> <p>Actual employment growth will be determined when the 2011 Land Use and Employment Survey is finalised.</p>	Estimates as achieved
Affordable Housing	Deliver a total of 150 affordable housing units by 2012.	<p>The Sturt Street affordable housing project is progressing with a development partner soon to be selected. This will deliver up to 72 affordable outcomes (rental and sale).</p> <p>The Uno development on Waymouth Street has delivered 55 dwellings for affordable rental and affordable sale. The Whitmore Square Eco-Affordable housing project has delivered 20 dwellings.</p>	On Track
Victoria Park Upgrade	Complete packages 1, 2 and 3 of the Victoria Park/Bakkabakkandi Master Plan by 2012, including landscaping, path network, playgrounds, sports fields and facilities.	<p>Design Documentation completed. Amendments to the design were made in response to community feedback regarding the conservation of butterfly habitat to the south of the park. The reconfiguration and removal of one of the playing fields provides a better connection and the creation of a natural corridor between the protected remnant vegetation zone and the area of butterfly habitat. The route of the fitness loop was also modified to avoid impact on the butterfly protection zone during the construction stage of the project.</p> <p>Construction has begun and will be completed by December 2011.</p>	On Track
Victoria Square Upgrade	Complete planning and design for the upgrading of Victoria Square/Tandanyangga and commence Stage 1 works by 2012	<p>Detailed design began in August 2010. Phase 1 (sketch design) lasted 4 months and was completed on 30 November 2010. Phase 2 (design development) also lasted 4 months and was completed on 31 March 2011. Phase 3 (reporting) lasted 3 months (April-June 2011) and included the completion of traffic modelling. Detailed design is now 100% complete.</p> <p>External funding support is currently being sought.</p>	On Track



OUTCOME 1: POPULOUS CAPITAL CITY

*Shane Ward and his family love living in the
Whitmore Square Eco-Affordable housing development.*



A CAPITAL CITY THAT HAS GROWN TO ACHIEVE A SUSTAINABLE CRITICAL MASS

Council believes that increasing the number of people living in the city is essential if we are to support a prosperous state economy and build a sustainable capital city. City growth may also reduce the need for new residential areas to be developed in the outer suburbs, thereby lowering the pressure on infrastructure and lessening social isolation.

Residential growth also supports the achievement of broader community objectives for the city, such as:

- » maintaining Adelaide as one of Australia's most affordable cities
- » strengthening the social mix and housing choices within the city
- » maintaining access to city housing for workers and students
- » supporting productivity and economic growth in the city
- » activating the city 'out of business hours' thereby encouraging diverse use of public spaces into the evening
- » maintaining and growing the city's share of the metropolitan retail market
- » improving the vitality of the city and activating the use of the city's public spaces and the Park Lands
- » improving safety through the application of Crime Prevention Through Environmental Design (CPTED) to new developments and public spaces
- » gaining environmental benefits through reduced reliance on motor vehicles to commute to the city

Council delivers its residential growth program through 'Residential Growth Program Plan'.

POPULOUS CAPITAL CITY

WHITMORE SQUARE AFFORDABLE ECO-HOUSING PROJECT

Completed in September 2010, this development has delivered 26 townhouse style apartments and a ground floor commercial tenancy. Council sold six of the apartments within two months of their completion for an average price of \$455,000. The remaining twenty apartments are owned by Council and rented at affordable rates to tenants under the National Rental Affordability Scheme (NRAS).

The apartments have achieved a 7-star average energy rating, with three apartments achieving an outstanding 8.4 star energy rating. Features contributing to this include passive solar design, retractable awnings, the use of recycled materials, an environmental waste management and resource recovery system, photovoltaic cells to light common areas, and roof water harvesting for toilet flushing and garden watering. A liquid crystal display (LCD) energy metering system in each apartment enables the residents to manage their energy use.

Now fully occupied, the apartments provide innovative and attractive inner city living that is affordable, ecologically responsible, and adds to the diversity of the Whitmore Square area.

UNO DEVELOPMENT, 102 WAYMOUTH STREET

This development by Housing SA on land made available by Council will deliver 146 apartments of which 55 will be affordable. Construction commenced early in 2011. The development will comprise a mix of homes for sale at market rate, affordable rental, affordable sale and social housing, plus a 30-person youth accommodation service relocated from elsewhere in the city.

NOISE MANAGEMENT

Council's Noise Management Project assists residential property owners to manage external noise intrusions experienced by themselves or their tenants by undertaking acoustic work on their homes. Council provides expert advice through its Acoustic Advisory Service (AAS) and reimburses 50% of the cost of noise attenuation work up to \$600 through the Noise Management Incentive Scheme (NMIS).

In 2010-11 Council funded 44 AAS visits and the NMIS allocated around \$13,500 in rebates to twenty-one projects.

For more information about Council's Noise Management Incentive Scheme, please go to adelaidecitycouncil.com/environment/noise/noise-initiatives.html

STURT STREET

This transformation of an open lot car park to an attractive residential development has progressed significantly this year. Achievements in 2010-11 include: revocation of classification of the site as community land (August 2010); a Registration of Interest (ROI) process to secure a development partner for the site; shortlisting of potential development partners; and negotiations with the preferred development partner to progress the concept for the site.

With frontages to Sturt St, Frew St and Wright St, 179 apartments are planned for the site. This includes 72 apartments characterised as affordable being offered for rental and sale.

RESIDENTIAL MARKETING CAMPAIGN

Council commenced a residential marketing campaign, Already Home, in 2010-11 with the launch in December 2010 of a website, alreadyhome.com.au.

The website is a medium for city residents to share their stories and experiences of city living to inspire others to consider the city as their residential location of choice.

The website was awarded the Gold Chair at the 2011 Adelaide Advertising and Design Club Awards.





*OUTCOME 2:
UNIQUE HERITAGE,
PARK LANDS AND
CITY DESIGN*



-
- » An exciting city of distinctive character and exciting design
 - » A capital city that is proud and protective of its heritage and historic character buildings
 - » Excellence and innovation are hallmarks of contemporary city infrastructure, artworks, buildings and the public realm
 - » Vibrant city streets and public spaces
 - » Accessible Park Lands that are treasured by all for their outstanding design, outdoor activities and diverse landscapes
 - » A sparkling city with clean streets and public places that are well presented and maintained
 - » The city's heritage character and Park Lands are unique assets and Council is committed to their conservation and enhancement.
 - » The city's heritage and Park Lands are a unique asset and Council is committed to their conservation and enhancement.
-

UNIQUE HERITAGE, PARK LANDS AND CITY DESIGN

VICTORIA SQUARE / TARNDANYANGGA URBAN REGENERATION PROJECT

During 2010-11, the detailed design work for Victoria Square/Tarndanyangga was completed. The masterplan was recognised by several awards for planning excellence (see opposite). The masterplan is eminently worthy of capturing wider financial support and stands perhaps the strongest chance yet of turning Victoria Square from a lost opportunity into Adelaide's civic heart.

SPORT AND RECREATION PRECINCT AT VICTORIA PARK/ BAKKABAKKANDI

Construction work at Victoria Park/Bakkabakkandi is now well underway and will be completed by December 2011. These works will provide irrigated playing fields, central pathways, and a 2km fitness loop with 5 exercise stations.

The project will create a new community premier sports and recreation precinct, incorporating an area of the Park Lands that has been alienated for the past 170 years.

The restoration of the dilapidated state heritage-listed grandstand back to public use and the creation of a new multi-use premium sports field to accommodate a range of community sporting events have increased the value of the park as a regional sporting venue for community sporting carnivals.

Construction of the premium field in front of the heritage grandstand has been completed and includes:

- » a multi-use premium community sports field
- » infrastructure ready for lighting the sports field
- » a hardstand surround to the playing field for temporary marquees, grandstands, shelters and event infrastructure
- » grading of existing levels
- » a new irrigation system
- » landscaping and tree planting.

Landscaping of the surrounding areas has provided recreation and gathering spaces consisting of paving, irrigated grass, amenity planting and shade trees. This is supplemented by infrastructure, including lighting and a seating wall, which complements the upgrade of the precinct and encourages community use for informal recreation.

Development of the premium playing field has occurred in conjunction with the restoration of the heritage grandstand. This has included general conservation works; an upgrade of access and seating to accommodate up to 900 spectators; provision of separate toilet facilities for spectators and participants; and home, away and match official change rooms.



VICTORIA SQUARE / TARNDANYANGGA URBAN REGENERATION PROJECT

PIA awards for planning excellence

COMMENDATION – Urban Design – Plans and Ideas

Adelaide City Council, Taylor Cullity Lethlean, Tonkin Zulaikha Greer and Aurecon

The judges considered that the concept plan for the Victoria Square / Tarndanyangga Urban Regeneration Project demonstrates originality and uniqueness and shows innovation, operating with significant constraints (for example, traffic). The proposal demonstrates a high level of community consultation and impact on a broad section of the community.

The concept plan report demonstrates a strong commitment to 'placemaking' as a key driver, including the need for events and programs, which are important within the urban fabric. The proposed design takes pure urban design (i.e. within public realm) to a new level of professionalism and complexity.

As a critical element of the makeup and psyche of our city, Victoria Square requires a very careful, comprehensive but innovative urban design response. This study achieves that through its documentation, presentation and methodology.

COMMENDATION – Urban Design – Plans and Ideas

Adelaide City Council, Taylor Cullity Lethlean, Tonkin Zulaikha Greer and Aurecon

Victoria Square project is an urban transformation of a central square in Adelaide CBD. Its aim is to develop a new role, image and identity for the Square as a new civic space in Adelaide. The process involved both the State and City governments, the design professions and all key stakeholders, including the local aboriginal community. The judges were impressed with the integrated design process, underpinned by research and analysis. The outcome provides an excellent example of collaborative decision making to ensure the Square is adaptive, resilient, connected and memorable to the community.

WINNER – Local Government Person, Project, Policy or Process Management Initiative

Adelaide City Council, Taylor Cullity Lethlean, Tonkin Zulaikha Greer and Aurecon

The urban regeneration of Victoria Square / Tarndanyangga is one of the most important public space projects in Adelaide's history. The project is aligned with the Commonwealth's future oriented objectives for transforming Australia's cities and communities in response to the challenges and opportunities of the 21st century. It also directly supports the South Australian Government's 30-year Plan for Greater Adelaide and goals for economic growth and improved quality of life. Being delivered through the Adelaide City Council in collaboration with the State Government, the regenerated Square will represent the new image and identity for South Australia, positioning Adelaide as a more globally recognised city.

The judging panel believes that, in producing the latest in a long line of plans for Victoria Square, the Adelaide City Council has made an outstanding contribution to local government planning in South Australia.

Few public places in Adelaide can be as planned or debated as Victoria Square. While its potential is huge and its civic and State significance obvious, the Square has become a symbol of Adelaide's longstanding difficulty in turning plans into action.

Undeterred by the enormity of the challenge, Adelaide City Council has produced a 'vision' for this important public space that is compelling, approachable, robust and convincing. The plan successfully reconciles the often conflicting roles of the Square and overcomes the baggage of the past.

The masterplan was prepared by a coalition of consulting firms working with Council's own design staff and representing an unmatched concentration of design capacity. Their work is a result of a painstaking investigation and consultation process, overseen by a panel of design advisers of national standing.

UNIQUE HERITAGE, PARK LANDS AND CITY DESIGN *cont.*

BIODIVERSITY CONSERVATION

An area of native vegetation has been conserved under a joint management agreement between Council and the Department for Environment and Natural Resources. This area will be managed to ensure biodiversity values are maintained and protected. The masterplan has been amended to provide a natural corridor between the remnant vegetation area and butterfly habitat to the south of the park. (See also Outcome 6: Environmentally Sustainable City)

RUNDLE MALL REVITALISATION

The Draft Rundle Mall Masterplan will provide a new vision for the Rundle Mall precinct and a map of how to bring about its sustainable economic and physical transformation. This includes unique retailers; entertainment and multi-level trading; early evening trading; convenient and affordable transport options and upgrades to the public domain, all of which will help deliver the sense of confidence that has characterised the Mall for so long.

The Draft Rundle Mall Masterplan process has been comprehensive, to ensure the end result considers the ideas and issues relating to all stakeholders and that it delivers the best outcome for our premier shopping precinct not just for tomorrow, but for years to come.

The Draft Rundle Mall Masterplan process involves three stages:

- » Stage 1 - Site analysis, research, surveys and collation of information
- » Stage 2 - Stakeholder engagement
- » Stage 3 - Masterplan design and development

The Vision and Guiding Principles were developed as a result of the stakeholder engagement to provide an exciting document which will guide the outcomes and design decisions of the Masterplan.

Council will release the Draft Rundle Mall Masterplan in October 2011 for public consultation. Following consultation, the final Masterplan will be endorsed by Council and the Rundle Mall Management Authority.

Detailed design will then start, with construction of the first projects to follow in 2012.





UNIQUE HERITAGE, PARK LANDS AND CITY DESIGN *cont.*

INTEGRATED DESIGN STRATEGY

'The Integrated Design Strategy (IDS) will help us create the best inner Adelaide we can. It will help us to re-imagine and re-invent our city to become a more globally competitive, productive, sustainable and liveable city. Through supporting a well-designed city, a better quality of life for all city users will evolve. The Australian Government, South Australian Government and Adelaide City Council, in association with the seven neighbouring Councils, are working together to help shape the future of Adelaide. It will develop through extensive engagement with the community (professional bodies, universities, industry, government and general public). This is collaborative partnership like we've never tried before in South Australia.'

(Source: <http://www.capcity.adelaide.sa.gov.au/index.php?page=integrated-design-strategy>)

In 2011, the Integrated Design Strategy (IDS) developed and launched its public and industry engagement campaign through the 5000+ website (<http://5000plus.net.au/>), public launch and a series of professional forums.

The first set of key components for 5000+, the Knowledge Base Report and the Consultation and Engagement Strategy, were developed in partnership and collaboration with the adjoining councils and the South Australian and Australian governments.



PICTURE ADELAIDE

Launched by Lord Mayor Yarwood in April 2011, Picture Adelaide asked the community what they love about the city; what they want to see created in the city; and what they want improved in the city. Picture Adelaide made use of an engaging website and iPhone App as well as other tools to reach as broad a cross-section of the community as possible. By 30 June 2011, 1074 individuals had submitted a total of 2,848 ideas.

The results of Picture Adelaide, together with other information on trends, challenges and opportunities, will be used to inform the development of the City of Adelaide Strategic Plan 2012-16 and other significant planning documents.

BUILDING INSPECTION POLICY REVIEW

A review of the Building Inspection Policy and Operating Guidelines was undertaken this year to improve Council's resource allocation to this important role.

The policy incorporates the appropriate levels of service to:

- » improve the construction quality and safety of city buildings
- » improve service for our customers
- » optimise the efficiency of our resource allocation (financial and human)
- » establish a flexible inspection regime which fulfils Council's legislative obligations to cater for emerging building matters.

DEVELOPMENT APPLICATIONS: CUSTOMER SATISFACTION MONITORING

Council's planning area regularly surveys its customers about its processes, customer service, information provision and ease of doing business.

Results from 2010-11 were generally positive, demonstrating that the service improvements implemented in the past have led to significant improvements in our customers' experience.

Areas identified that Council is working to improve include: response times; increased access to staff; improved communication within and across programs; and website and online lodgement.

THE ADELAIDE PRIZE

The Adelaide Prize is presented annually to recognise and award a built project that demonstrates innovation and excellence in enhancing the public realm of the City of Adelaide.

The 2010 Adelaide Prize was awarded to Oxigen for the bridge over the River Torrens, located between the Hackney Bridge and the Zoo. The jury found that 'the new River Torrens Bridge, delivered under budget, well exceeded the vision of its brief and is a delight for users on cycle and foot alike'.

The design response was seen to demonstrate pride in the public realm as a subtle sculpture capturing the moment of 'crossing'. The strategic location completes a section of the Park Lands trail and facilitates commuter movement from the north-east.

The bridge is the first new river crossing since 1937, and sits delicately in the landscape, positioned mid-way up the river bank. Gently curved and supported on a light steel structure, it is an

object of art as much as an element of public infrastructure. Briefed, designed and built in ten months with its unique web-forged deck and rubber granule infill, it has an endearing tactile quality. Robust materials and the innovative use of LED lighting in handrails and bollards contribute to the appeal of the bridge.



UNIQUE HERITAGE, PARK LANDS AND CITY DESIGN *cont.*

CELEBRATING ADELAIDE'S HERITAGE

Commemorating the anniversary of the settlement of South Australia

As 2011 marks the 175th anniversary of the settlement of South Australia, it is timely to recall that Adelaide's heritage provides an important link with the original settlers and the evolution of a living, liveable city.

In 2010-11 a plaque to commemorate the National Heritage listing of the city's layout and Park Lands as 'an enduring masterwork of urban design, signifying a turning point in the settlement of Australia' was erected near Colonel Light's monument in Light Square.

During 2010-11, Council also identified a number of buildings and structures in the Park Lands as potential State Heritage Places. In February 2011, the Minister for Urban Development and Planning gazetted an amendment to the Adelaide (City) Development Plan to list an additional 64 buildings in the residential areas of the city as Local Heritage Places. During History Month in April, a number of heritage buildings were open for public viewing and Council organised heritage bus tours of the 'Pubs and Pews of North Adelaide', which also served to highlight many recent conservation projects.

Heritage Incentive Scheme

2010-11 also saw the continuation of the Heritage Incentives Scheme, now in its 23rd year. The scheme, which reimburses owners of heritage places with part funding for conservation work, is widely regarded as the most substantial local government heritage grant scheme in Australia. Since its inception, Council has provided over \$11M in grants to owners of heritage buildings and in 2010-11, Council allocated around \$800,000 to more than 100 heritage conservation projects.

Completed projects in 2010-11 included two important city hotels: paint removal to expose the stone external walls of the Whitmore Hotel; and reconstruction of the balcony and veranda of the Franklin Hotel.

A review of the Operational Guidelines for the Heritage Incentives Scheme during the year has resulted in a more streamlined application process for owners and increased the funding limits for certain conservation works up to \$250,000.

For more information about the Heritage Incentives Scheme and Council's heritage resources, please go to: adelaidecitycouncil.com/development/heritage.html

DEVELOPMENT ASSESSMENTS

During 2010-11, Council received 1,135 applications for planning consent with a value of \$1.7B. This is a significant increase in both the number and value of development applications compared to the past two years and is higher in value than the period before the economic downturn. This figure includes the application for the new Royal Adelaide Hospital (\$1B estimated construction cost), but even excluding the new hospital, the value of new developments is still around \$700M which is significantly greater than in previous years.

Crucial timelines for development assessment continue to be met. Council's target is to process delegated applications (those that do not have to be considered by the Development Assessment Panel) within 40 days, which Council has more than met with its current time of 26 days. For applications requiring the decision of the Development Assessment Panel, Council's target is 90 days, compared to the actual time taken of 79 days.



UNIQUE HERITAGE, PARK LANDS AND CITY DESIGN *cont.*

New planning lodgements for the last 5 financial years

	No of applications	Value of applications
2010-11	1135	\$1.7B value (\$1B for new Royal Adelaide Hospital)
2009-10	1053	\$290M
2008-09	1072	\$494M
2007-08	1172	\$800M
2006-07	1103	\$738M

ELDER PARK IMPROVEMENTS

Also in 2010-11, remediation works were undertaken at Elder Park to improve the site as an event space. Significant works included the installation of turf and hydro seeding, increased irrigation, top dressing and levelling.

CAPITAL WORKS MAJOR PROJECTS

In 2010-11, Council funded a total of \$9.8M in capital works major projects including, implementing the Victoria Park Masterplan and grandstand heritage restoration and underlining of powerlines throughout the city.

2010-2011 Capital Works Major Projects

Project Name	Approved Budget \$'000s	Target Completion	Project explanations
UPark Technology upgrade (continuation program)	\$2,902	30-Jun-11	Equipment upgrades completed at all Uparks CCTV cameras installed on two U-Park sites.
Victoria Park Master Plan	\$1,982	10-Dec-11	Construction of premium sports fields completed.
Undergrounding Powerlines Program	\$1,133	30-Jun-11	Undergrounding of power lines in Grey Street and West Terrace completed and new light poles installed.
Victoria Park Grandstand Facility	\$1,606	30-Jun-11	Construction for facility commenced in October. Heritage works involving cresting and balustrades completed. Further heritage enhancement design underway. Internal fit-out nearing completion.
Rundle Street (East Tce to Frome) South Side - Footpath	\$1,084	30-Jun-11	Upgrade of southern footpath to a higher finish standard with landscaping and artworks was completed.
Adelaide Parklands Trail (Stage 6)	\$400	30-Jun-11	Completion of the first stage of the Park Lands Trail through Bonython Park as part of the 24km trail through the Adelaide Park Lands.
King William Street Footpath - Waymouth to Currie St West Side (Final Stage).	\$667	30-Jun-11	The final stage of slate footpath from Franklin Street to North Terrace was completed.
Total for major projects	\$9,774		

*OUTCOME 3:
ACCESSIBLE AND
CONNECTED
CAPITAL CITY*

-
- » An accessible city with sustainable transport
 - » Advanced telecommunication services
 - » A walkable city
 - » A cycling city
 - » An efficient public transport system

ACCESSIBLE AND CONNECTED CAPITAL CITY

The accessibility of the city is critical to achieving the outcomes sought by Council in the areas of residential growth; improved city design and character, vibrancy; as well as economic and environmental sustainability. Council is therefore committed to making the city easier to access and move around in, through improved car parking, parking enforcement and traffic management that supports all modes of transport.

TALKING TRANSPORT

During 2010-11, Council started developing its new Integrated Movement Strategy. The first major milestone, which was also the start of the community engagement phase, was a successful Moving Adelaide Summit held in June.

ADVICE AND ADVOCACY ON MAJOR DEVELOPMENTS

Council has provided advice and advocacy on transport issues for all the major projects in the city such as the Adelaide Oval redevelopment, the new Royal Adelaide Hospital, and the Victoria Square upgrade.



UPARK

UPark provides accessible car parking facilities in the city. Upgrades to the UParks this year included the installation of extra, more advanced and faster automatic payment systems, including flexible payment options; and ticketless parking when using a credit card on exit. To further enhance customer service, Council has established a new Central Control Room to provide immediate remote assistance.

KEEPING THE CITY MOVING

Council works closely with a number of stakeholders to ensure traffic in the city keeps moving. In 2010-11, advice and assistance were provided for major road events such as Clipsal 500, the Fringe Festival and Carols by Candlelight. A new five-year Traffic Signals Operation agreement with the Department for Transport, Energy and Infrastructure has also been completed.

Council also continues to provide services to facilitate improvements to car parking restrictions.

ON-STREET PARKING

To increase the ease of parking in the city, a trial has been commenced of street parking machines that accept credit cards.

BLACK SPOT FUNDING

In 2010-11, Council received funding for black spots (high casualty crash locations). Upgrades included a roundabout at the intersection of Frome Road and War Memorial Drive, and right-turn controls at the War Memorial Drive, Montefiore Road intersection. Other upgrades include hook turn provisions from Wakefield Street into Gawler Place and Grenfell Street into East Terrace.

CYCLING CITY

Council is committed to increasing cycling in the city through its Bicycle Action Plan 2008-11 which seeks to improve the cycle network and facilities throughout the city. A new Bicycle Action Plan is now being developed for release in 2012.

BIKE LANES

A number of cycling black spot improvements have now been completed, including a bike lane along Barton Terrace (West), an upgrade for cyclists at the South Terrace, West Terrace, Anzac Highway intersection, and green pavement material in Light Square to better highlight the bike lane.

GoGet provides subscribers with the benefits of using a car without the hassle and expense of owning one. Through the scheme subscribers are given access (for a small fee) to a network of new cars parked locally. This saves time and money; allows subscribers to sell their car(s) if they choose to and can provide businesses the benefits of having a car fleet without the costs.

FREE CITY BIKES

During 2010-11, over 17,000 bike hires occurred through Council's City Bikes, 1,300 hires more than in 2009-10.

CONNECTOR BUS

Council's Connector Bus provides a 7-day a week free service to the CBD and North Adelaide, for use by local residents and tourists. One of the buses in the Connector Fleet, Tindo, is the world's first solar-powered electric bus. Tindo is also used to promote sustainable transport through involvement in events such as Earth Ride and the Eco-Living Expo.



BUS STOP UPGRADES

During 2010-11, 32 bus stops were upgraded to improve access for less able users.

PARKING DAY

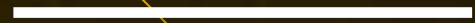
In September 2010, Council supported the inaugural Adelaide PARKING Day, during which 12 parking spaces around the city were turned into works of art and places to relax. PARKING Day promotes the activation of streets as vibrant places.

CAR SHARE

This year, Council allocated an additional four on-street car parking spaces in Franklin, Frome, Carrington and Halifax streets for the Go Get car-sharing scheme.

A black and white photograph of a large crowd at a night concert. In the background, a stage is illuminated by bright spotlights, with a large metal truss structure visible. The crowd in the foreground is dense, with many people raising their hands. A large, semi-transparent yellow triangle is overlaid on the bottom right corner of the image.

*OUTCOME 4:
CULTURALLY
VIBRANT CITY*



- » The state's hub for creativity, recreation, cultural and artistic activity and exciting events
- » People of all ages, cultures and means form strong communities in a safe city
- » A Council that effectively engages with its communities and stakeholders



This year Council provided \$215,000 in support for the Fringe Festival. Pictured here is this year's launch of the festival.



CULTURALLY VIBRANT CITY

ACTIVE CITY

Adelaide Aquatic Centre

In 2010-11, Council commenced the replacement of the main roof of the Aquatic Centre with funding support from the State Government (\$350,000). Despite this major work, it was business as usual for the Health Club, with a gymnasium set up in the main foyer to ensure that members could continue to access some of the centre's services.

The centre recorded more than 550,000 visits during 2010-11.

North Adelaide Golf Course

The Golf Course consists of three public courses set in the picturesque Park Lands. Only minutes from the city centre, it is one of the most magnificent golfing settings in Australia. More than 72,000 rounds of golf were played during 2010-11, with the golfing experience enhanced by the addition of eight new golf carts.

Park Lands Trail

The southern loop of the Park Lands Trail was completed this year with the laying of the trail in Bonython Park to connect to the River Torrens Linear Park Trail. This has created a cycling and walking loop that encompasses the western, southern and eastern Park Lands, Botanic Park and the Riverbank precinct.

Activity Hubs

As part of creating destinations along the Park Lands Trail and increasing the community's access to options for physical activity, concepts were developed this year for an activity hub in the North East Park Lands and Bonython Park.

The development of the North East Activity Hub involved comprehensive community consultation, resulting in overwhelming support for a fenced dog park.

Work is planned to start in 2011-12 with the construction of the dog park, new play spaces, a revitalised kiosk, a community oval, outdoor fitness equipment, and new shade and picnic facilities. In partnership with South Australia Police, the hub will also incorporate a new 'road safety learn to ride' bicycle track which will be made available for community use on weekends and during school holidays.

Work also commenced this year on the Bonython Park Activity Hub with the relining and refilling (with recycled water) of the model boat pond and construction of the Park Lands Trail.

Over \$1M in external grants has been secured to implement the next stage of this activity hub in 2011-12.

Active Workers

This year, Victoria Square hosted around 2,000 city workers and students participating in free Zumba and personal training sessions. In partnership with the State Government, the free sessions were held over eight weeks on Tuesday and Thursday afternoons.





A morning jogger passes by some of the city's challenging street art

CULTURALLY VIBRANT CITY *cont.*

CITY COMMUNITY

Council Libraries - new technological advances give customers greater access

Council supports four libraries conveniently located around the city: North Terrace, Grote Street, Hutt Street and Tynte Street.

During 2010-11, more than 60,000 visitors passed through Council libraries' doors and over 2M library users visited on line.

South Australian residents can borrow up to 50 items at any one time, including fiction, nonfiction, audio books and DVDs. Grote Street library has a collection of books in languages other than English. There is also 24-hour access to the library catalogue through which members can request, renew and review items. All four libraries offer free PC/internet use, including wireless access for visitors to the city.

During 2010-11 Council introduced the following improvements in its libraries:

- » The new self service technology now means that customers have the ability to manage their accounts at self service pods and can check in items too.
- » Membership to the city libraries is also now quicker and easier, allowing any South Australian to join.
- » Friendly email reminders are now available to customers three days before items are due, encouraging customers to renew or return items before fines are incurred.
- » The free LibAnywhere iPhone App, which allows users to browse the entire Adelaide City Council's library catalogue, was

launched in June 2011. This app enables library customers to search for a title, place a book on hold, renew loans, and check account details.

- » A comprehensive research and review of the programs offered in the libraries was also undertaken this year, paving the way for a new and exciting range of programs for city residents.
- » A review of Council's library service was undertaken during

2010-11, involving interviews with key staff and an analysis of literature, trends and expertise. This resulted in the development of a discussion paper by Dr Alan Bundy, which was presented to Council on 8 February 2011.

For more information please visit adelaidecitycouncil.com/library/librarianservices.html or to download the LibAnywhere mobile phone app, visit www.libanywhere.com/la/176



Community Development Grants

In 2010-11, a total of \$430 000 was granted to 28 groups, clubs and organisations across the city. The

grants provided under this program aim to ensure the provision of essential services and community building activities within the city. There are four funding categories:

- » Strategic Partnership Grants (up to \$50,000)
- » Community Grants (up to \$5,000)
- » Reconciliation Grants (up to \$5,000)
- » Emergency Grants (up to \$1,000)

Recipients of the Strategic Partnership Grants in 2010-11

- » Aboriginal Sobriety Group Inc, 'Mobile Assistance Patrol': \$46,000 (see picture)
- » Adelaide Day Centre for Homeless Persons Inc, 'Social Inclusion and Housing Support for Marginalised Homeless': \$25,000
- » Brian Burdekin Health & Welfare Services, 'Primary Outreach Health Service': \$40,000
- » Catherine House Inc, 'Solving Homelessness': \$37,000
- » Hutt Street Centre 'A Gateway to Integrated Services': \$33,000
- » Multicultural Youth SA, 'M.Y. Safe Space': \$30,000
- » Reclink Inc, 'Social, Recreational and Sporting Program for Homeless and Disadvantaged Adults': \$30,000
- » Unity Housing Company Ltd, 'Community Connect Program': \$30,000
- » Shelter SA Inc, 'Homeless Connect: Homelessness Health and Housing Expo 2010': \$22,000
- » The Big Issue in Australia, 'Growing Adelaide's Vendor Support Hub': \$14,000.



Recipients of Community Development Grants in 2010 - 2011

- » Radio Adelaide, which delivered a series of radio segments in which Indian students share positive stories about living in the city: \$4,000
- » Reconciliation SA Inc, which delivered a thought-provoking event in Rundle Mall during Reconciliation Week: \$5,000
- » Alzheimer's Association of SA, which delivered a creative photographic program and exhibition for residents of the city who live with memory loss: \$4,000
- » Baptist Care, who delivered Christmas Day lunches for homeless and vulnerable people in the city: \$1,000
- » NAIDOC Committee SA, which delivered the NAIDOC 2010 rally, march and family fun day: \$5,000
- » Reconciliation SA, which delivered Reconciliation Down Rundle, an interactive educational experience showcasing cultural performers: \$5,000



CULTURALLY VIBRANT CITY *cont.*

Community Calendar

In 2011, Council produced a community calendar with information on internationally and nationally recognised civic events in which the community is invited to participate. The calendar was distributed to over 2,000 residents.

Adelaide City Council hosted two calendar events:

- » Harmony Day - an annual celebration of cultural diversity in Australia, which was celebrated at Council's community centres and city libraries with activities including library tours, cooking classes, embroidery lessons and dance classes.
- » Neighbour Day - celebrated across the City and North Adelaide. Events included a children's 'beyblades' (spinning tops) activity at a local primary school, a street party in Stanley Street, and a walk showcasing the nature strips in the south-east of the city.



Council Community Centres

Council manages three community centres: the South West Community Centre, the North Adelaide Community Centre and The Box Factory. In 2010-11, the centres received 66,000 visits from residents, students and visitors attending various programs and events.

Gardening, recycling and conservation programs

The centres support Council's environmental sustainability initiatives by providing a range of gardening, recycling and conservation programs including:

- » community compost bins, worm farming and backyard food production
- » food preservation workshops to help make the best use of seasonal produce
- » a Food Connect collection site at the South West Community Centre. This system connects residents with nearby organic farmers so they are able to buy fresh local food
- » the provision of wheelbarrow and gardening tools for loan
- » establishment of a community garden at the Box Factory
- » the Spring Market at North Adelaide and the Christmas Market at the Box Factory, which give residents an opportunity to sell their handmade and recycled goods
- » information about energy efficient actions that residents can apply at home, including reduction of water consumption and the reuse of water; reduction in the use of lighting and air-conditioning; and ways to use eco-friendly products
- » enabling residents to borrow Home Energy Audit Kits, which are available from each centre
- » making a sewing machine available for loan at the South West Community Centre.

For more information on community centres and community courses please go to adelaidecitycouncil.com/community/community-centres.html

CULTURALLY VIBRANT CITY *cont.*

Home and Community Care Program

Council's Home and Community Care (HACC) Program is a support service for frail older people, younger people with a disability and their carers. The program provides basic and essential assistance including domestic help, home maintenance, social support programs and medical transport. The service means that vulnerable residents may be able to continue living independently in their own home while alternative arrangements for long-term help are made if required.

By the end of 2010-11, the demand for Home and Community Care (HACC) services increased by approximately 15% with 278 clients being supported.

For more information about Council's HACC Program please visit adelaidecitycouncil.com/community/groups-and-services/home-and-community-care.html

Volunteers

In 2010-11, more than 280 volunteers participated in a range of Council's services, including tourism information, social support, events, transport, research, audits, tutoring, environmental and recreation initiatives, customer service, libraries and community centres.

Many of these services would not operate fully without the support of volunteers.

This year has seen a greater focus on volunteering at Council. Changes to increase services to the community included:

- » the creation of twenty-six new volunteering positions which offer a broad range of opportunities across Council

- » volunteering opportunities now being displayed on Council's website, allowing people to click and express their interest or apply for vacancies online

- » the recruitment of volunteers now being based on matching roles with the skills and interests of potential volunteers.

For more information about volunteering please visit: adelaidecitycouncil.com/community/volunteering.html



RECONCILIATION IN ACTION AT ADELAIDE CITY COUNCIL

Council officially acknowledges the traditional owners of this land, the Kaurna people, at the beginning of all its events, meetings and launches. Council also conducts consultation with the Kaurna community on major city projects. Most recently, there has been significant Kaurna input into the Wirranendi Interpretive Trail. This year Council also provided funds for reconciliation educational and promotional activities to community groups and organisations that included

the Anangu Weaving Workshop.

NAIDOC Week

NAIDOC Week celebrations were significant this year with the 40th anniversary of the first Aboriginal Flag Raising Ceremony in Victoria Square/Tarndanyangga. This year's ceremony followed the South Australian 2011 NAIDOC SA Awards presentation and the Lord Mayor's morning tea at the Adelaide Town Hall.

Art Exhibitions

From 24 June to 22 July 2011, the Tandanya National Aboriginal Cultural Institute, in partnership with Adelaide City Council, presented an Aboriginal art exhibition as part of NAIDOC Week celebrations. This significant collection of Aboriginal and Torres Strait Islander fine art, sculpture, fibre works and objects attracted 7,000 visitors. The exhibition was the first significant collection that Tandanya has presented outside of the organisation.

For more information about Council's reconciliation work please go to: adelaidecitycouncil.com/reconciliation

CITY SAFETY

Emergency Management

This year, Council received a \$90,000 grant to develop a Community Emergency Management Plan to support the State Disaster Plan in the event of a major emergency.

Safety Audits

During 2010-11, three late night safety audits were conducted in 98 locations in the West End, North Adelaide and Hutt St precincts. A total of 50 community volunteers, including residents, Elected Members, licensees, retailers and international students participated in the audit. Almost 60% of audited sites in the West End were found to have progressed in safety since 2010 and an overall city safety rating of 3 out of 7 was achieved - on a scale from very safe (1) to very unsafe (7).

Improving City Safety

More than \$1.8M was spent on lighting and safety improvements, maintenance, cleansing and activation of spaces in city precincts.

Council collaborates with SA Police and State Government agencies to implement a shared approach to city safety. Partnership initiatives include the Closed Circuit Television Camera (CCTV) network, Dry Area management, the Adelaide Liquor Licensing Accord, and the Capital City Safety Steering Group. During the year, Council assisted in the approval of 740 temporary liquor licences to support safer alcohol consumption at local events and to foster city vibrancy.

Council also lodged 40 objections to inappropriate liquor licence applications with a success rate of 95% plus.

By-law Review

Council by-laws were also reviewed during the year, which included significant public consultation on ideas about how to better manage the public realm. Street audits in high pedestrian streets were conducted to ensure clear footpaths, manage major building works and sites, and assess outdoor dining areas to

prevent injury and congestion. More than 2,000 permits were issued to ensure pedestrian movement and public safety at building sites.

Public health

Public health and safety initiatives this year included conducting 1 089 inspections in food businesses and 400 inspections of food stalls at 24 events. Two food safety courses in partnership with TAFE SA were conducted with food court businesses. Nearly 5,000 school and public vaccinations were administered and 210 complaints relating to public health were actioned.





The Garden of
UNEARTHLY
DELIGHTS

*This year 'The Garden' attracted
more than 700,000 visitors.*

CULTURALLY VIBRANT CITY *cont.*

CITY EVENTS

In 2010-11, more than 600 private and public events took place in the Park Lands and public spaces within the city, including Council's New Year's Eve celebrations in Elder Park, which attracted more than 30,000 people.

During the year Council also partnered with several organisations to present public events, including Australia Day activities, and the Anzac Day Memorial Service and Parade.

Council's Sponsorship of Events

Council also provided \$1.1M in sponsorships to support 34 events, ranging from The Fringe to OzAsia and Come Out to the Indofest. These events brought over 3M people into the city with an economic benefit estimated at \$140M.

Through Council's Arts and Living Culture Grants Program, \$89 950 was provided this year to arts and cultural groups and organisations for programs, activities and events in the city. Projects included the City of Adelaide Concert Band performances and the Carclew Youth Arts' Off the Couch Program, which engaged hundreds of students, residents and visitors.

During 2010-11, the Town Hall hosted 230 public events enabling hundreds of patrons to attend concerts, shows and performances ranging from intimate Fringe events to Adelaide Symphony Orchestra performances.

Events in the Town Hall

Once again this year Council played host in the Town Hall to six organ recitals, including the Gala Anniversary Concert which celebrated 20 years of the Town Hall's famous pipe organ. Council also hosted six Music for Seniors concerts and partnered with the Adelaide Colonial Dancers and Australian Traditional and Bush Dance Society to host the Grand Colonial Ball for over 200 patrons, which celebrated the 175th anniversary of South Australia.



CULTURALLY VIBRANT CITY *cont.*

PUBLIC ART

Council is strongly committed to providing public art around the city and annually provides 1.3% of its total Capital Renewal and Strategic Enhancement budgets to fund public art outcomes.

The 2008-13 Five Year Public Art Plan provides Council with a framework for the city's annual public art commissioning program. The plan sets out priorities for artworks in the city and Park Lands that can be achieved in conjunction with future capital works and development opportunities. These include: Victoria Square/Tarndanyangga, the Park Lands; Rundle Mall and laneways and Rundle Street.

You can find out more about Council's public artworks on our website <http://www.adelaidecitycouncil.com/community/arts.html>

Recent public art projects

2010-11 projects include:

- » Major Commission: Sensing with Light in design development. Developed in partnership with the Institute for Photonics and Advanced Sensing (IPAS) for Rundle Mall.
- » Rundle Street Integrated Public Art Masterplan (IPAM):
- » Outdoor Gallery – Arbour Sculptural Artwork commission in progress.
- » Integrated Art – Folding Rundle street furniture, a project devised in partnership with the Institute of Architects New Architects Group award, has been installed. Further pieces in progress. Pavement Art in progress.



- » Temporary Public Art – The REEL Project by Sebastian di Mauro at Vardon Avenue completed. Several temporary projection artworks realised on the Target Wall.
- » Street Art Gallery – special project funding for street art on Council-owned property resulted in mural commissions for:
- » The western and eastern walls and southern pylons of the Morphett Street Bridge

- » A wall outside the Hindley Street public toilets (see picture)
- » A wall near the southern entrance to Topham Mall
- » York Street, rear of the Rundle Street UPark
- » A wall in Elizabeth Street, corner of Franklin Street

Public art grants

Seven projects from Round 2 (2010-11) and seven projects from Round 1 (2011-12), including temporary installations, murals, images for the Blythe Street light boxes and the Rundle

Mall Superscreen and projections for the Target Wall in Rundle Street, have been realised or are in progress.



Street art is creating exciting and vibrant diversions throughout the city.

*OUTCOME 5:
ECONOMICALLY
PROSPEROUS
CITY*



-
- » A vibrant city that supports the State's prosperity.
 - » A prosperous capital city, which is the State hub for retailing, business services, education and entertainment.
 - » A strong business environment which provides employment, attracts talent and investment and develops skills and innovation.
 - » A city that has taken its place in the international economy.
-



*RUNDLE
MALL
REMAINS
THE MOST
HEAVILY
VISITED
RETAIL
PRECINCT
IN SOUTH
AUSTRALIA*

ECONOMICALLY PROSPEROUS CITY

A key part of any city's success is measured by its economic growth. Council is committed to supporting a prosperous city through creating an attractive and well-designed city that's easy to get around, and easy to do business in.

RUNDLE MALL MARKETING

With approximately 700 retail stores and 200 service businesses, Rundle Mall remains the most heavily visited retail precinct in South Australia and its economic health is vital to the overall health of the city.

In the current highly competitive retail environment this presents a challenge and so this year, the Rundle Mall Management Authority Board (the Board) and staff took several innovative steps towards further revitalising the precinct.

Significant promotions in the Rundle Mall precinct this year

- » launch of early evening weekday trading (to 7.00 pm)
- » commissioning of a Masterplan to deliver a new vision for the Rundle Mall precinct
- » introducing a comprehensive digital marketing strategy (facebook, website, e-newsletter, Rundle Mall TV, Twitter and Rundle Mall iPhone app)
- » producing a Christmas catalogue, which was delivered in early November 2010, and two editions of UNIQUE Style on Rundle magazine (spring/summer 2010 and autumn/winter 2011). All publications were delivered to 180,000 homes
- » extensive TV commercials, outdoor media, radio and press
- » major events including school holiday events, spring/summer

fashion parades and autumn/winter fashion parades, Christmas events and promotions, Fringe on the Mall.

Other actions by the Board and staff this year included:

- » methodically improving the effectiveness of the marketing, branding and communications for the precinct
- » building more strategic and collaborative working relationships with neighbouring precincts and the Adelaide Fringe Inc
- » focussing on providing a more vibrant schedule of events that deliver substantial pedestrian growth.

The contribution of the Rundle Mall precinct to Council's budget this year totalled \$300 000, comprised of casual Mall leasing bookings (more than \$120 000) and advertising sales (more than \$180 000).

OUTDOOR MARKETS IN THE CITY

During 2010-11, Council conducted a review into the outdoor markets in the city. A strategy was subsequently developed which will see Council move to a facilitation role, rather than one of direct management and operation.

This direction invites passionate entrepreneurs to establish markets to develop a sustainable offering of outdoor markets in the city. Council understand that markets provide a sense of community, deliver vibrancy and, importantly, provide a compelling retail and tourism offering.

ECONOMICALLY PROSPEROUS CITY *cont.*

PRECINCT GROUP SUPPORT PROGRAM

This year Council provided \$20,900 to each of the following groups to develop and undertake activities to add to the vibrancy of their areas and to encourage and build local communities:

- » Adelaide West End Association Inc.
- » City South Association Inc.
- » East End Coordination Group Inc.
- » Gouger Street Traders Association Inc.
- » Grote Business Precinct
- » Hutt Street Precinct Association Inc.
- » Melbourne Street Group Inc.
- » O'Connell Street Traders Association Inc.

TOURISM ACTION PLAN

Adelaide City Council, together with the South Australian Tourism Commission, endorsed a City of Adelaide Tourism Action Plan 2010-15. The plan seeks to transform Adelaide's long-term tourism prospects from a city losing its national share of capital city tourism to one which people will aspire to visit because it is one of the great 'lifestyle' cities of the world.

ADELAIDE CENTRAL MARKET

The Adelaide Central Market continues to remain the City of Adelaide's principal food hub and such a special place to many – families, foodies, chefs, tourists, kids, city residents ... just to name a few!

The Market is a bustling, colourful and aromatic place all year round, and has become a South Australian icon. Its traders and business owners come from all around the world, offering a multicultural community experience.

Bringing together over 80 independent stallholders under one roof, the Market offers an extensive range of fresh food, including fruit and vegetables, meat and poultry, seafood, gourmet cheeses, breads, pastries, coffee, condiments. People love to return again and again!

The Market is also the perfect place for people to relax, catch up with friends and enjoy the range of entertainment on offer.

For more about the Adelaide Central Market, please visit: adelaidecentralmarket.om.au

Adelaide Central Market Highlights in 2010 - 2011

- » After a comprehensive consultation and engagement process, Council has approved a Charter for the Adelaide Central Market, which will provide it with a vision and strategic direction.
- » More than 8.7M visits to the Market occurred this financial year – an increase of 0.8% on the 2009-10 period.
- » Online and digital media have been formally acknowledged as a pivotal component in the marketing of the Market, with the introduction of the Market's own Facebook and Twitter accounts which have seen phenomenal growth since February 2011.
- » The introduction of a new branding concept – 'real people, real food' to capitalise on the Market's uniqueness will be featured in all marketing and communications.
- » The Market has produced Season 1 of an online cooking show, called 'Cook This', featuring a local chef and a trader promoting in-season and local produce. The show can be viewed on YouTube.
- » Regular events have included cooking demonstrations, food launches and celebrity chefs entertaining customers.
- » Friday nights at the Market have also seen a regular focus on providing wine and food tastings together with live music from a range of Adelaide musicians, which has proven to be highly popular with new and regular customers.
- » The Market has also offered a range of events specifically for children to enjoy, including face painting, craft workshops and the ever-so-popular Kinderchef (kids cooking classes) which have generated incredible feedback from families across South Australia.

FRUIT



eftpos
available here

*THE MARKET
IS A BUSTLING,
COLOURFUL
AND AROMATIC
PLACE ALL YEAR
ROUND*

ECONOMICALLY PROSPEROUS CITY *cont.*

EDUCATION

This year Council reaffirmed its long term strategic commitment to growing the education sector which continues to be a key driver of the life and economy of the city as characterised by:

- » The high impact of international students on the life, character, culture and business of the city
- » Significant capital improvement projects undertaken by the University of Adelaide and the University of South Australia
- » An increased presence by Flinders University in the city
- » Sustained high levels of student enrolments in city-based institutions, including overseas students, particularly in higher education
- » International institutional growth and attraction
- » The opening of Urbanest, a new purpose-built student housing development providing high quality accommodation for over 460 students on North Terrace
- » Significant investment in infrastructure and amenity in city-based private and public schools
- » Intergovernmental collaboration for services that support and promote students welfare and living and learning experiences in the city.



INTERNATIONAL EDUCATION

The global positioning of Adelaide in the international marketplace as a prime study destination remains a major strategic objective for Council. To achieve this, Council has extended its ongoing support for Education Adelaide as a Board member and major funding partner. Education Adelaide supports the marketing and promotion of Adelaide to the overseas market and a range of collaborative activities for community engagement and the safety and welfare of overseas students.

SA has maintained its market share, with over 30 000 international students, over 70% of whom study in city-based institutions. Council has supported a range of international student activities including:

- » Lord Mayor's welcome event in the Adelaide Town Hall, which was attended by over 1 000 students
- » Hosting Student safety seminars in conjunction with the Australian Council of Private Education and Training Providers (ACPET)
- » The coordination of cross-agency support services on welfare, migration, quality and regulatory issues in conjunction with peak industry groups and agencies of the commonwealth and state governments
- » Support for the promotion and distribution of the State Government International Student Card
- » The promotion of student housing initiatives and projects
- » Assistance for the Australian Council of Private Education and Training (ACPET) and the Office of the Training Advocate.

INVESTMENT ATTRACTION

Council has continued to promote education investment through the attraction of new providers to the city and support for growth by existing providers and education businesses. Council has worked with 12 education providers to facilitate opportunities to either locate here or expand. Of these, six were directly assisted. The most significant of these was the application by Laureate Education Asia Ltd to establish a private university in Australia which is to be located in the city. Laureate is one of the world's largest private university groups with over 600 000 students in 25 countries and draws much of its enrolments from Central and South America. Laureate's International University of Australia is expected to commence operations in the city in 2013. The university will deliver a high quality internationally recognised academic offer that will attract students from a new source market and be invaluable to the future growth of the international sector in the state.



ENTERPRISE ADELAIDE

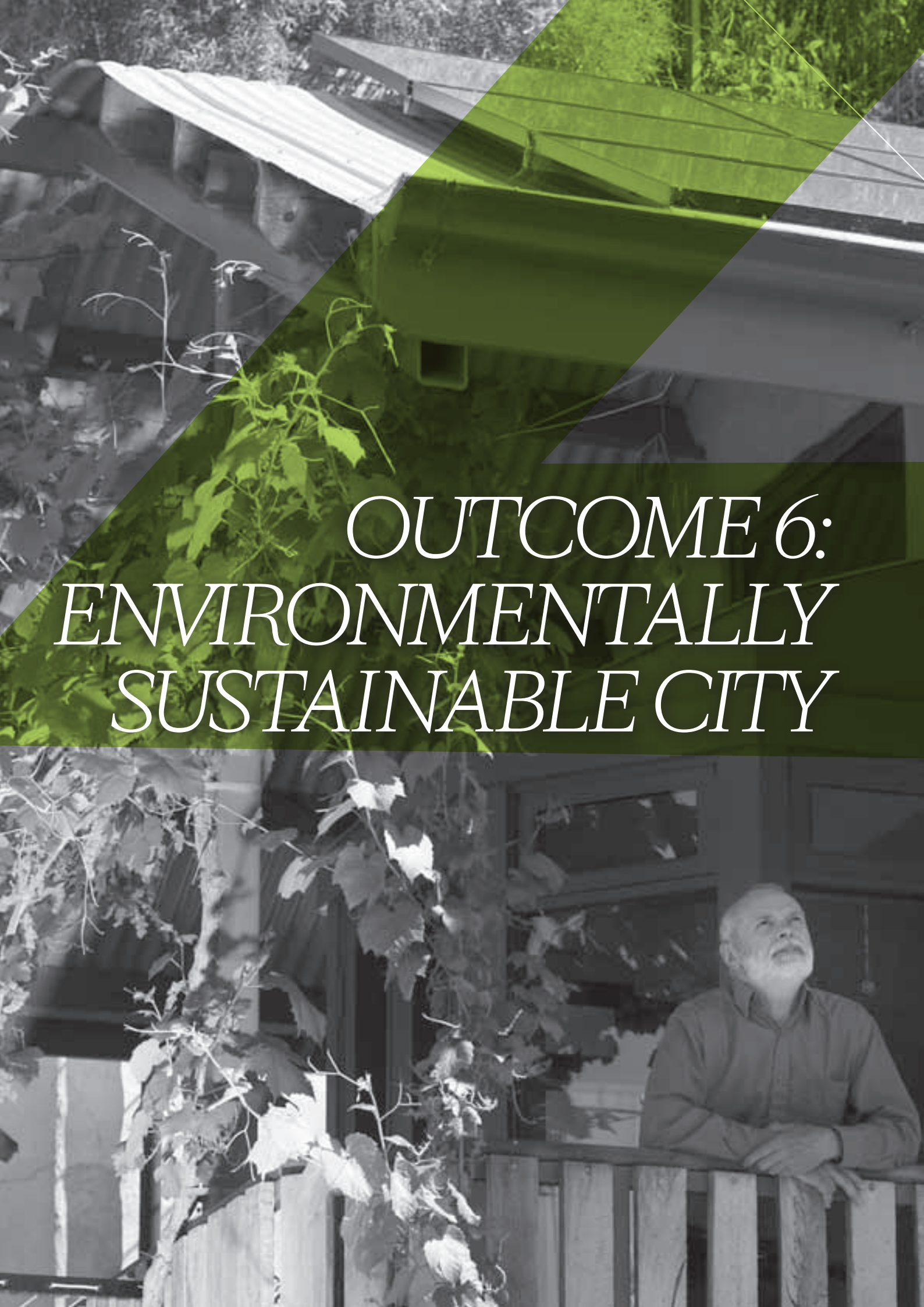
Enterprise Adelaide, which is supported by Council (and, until the end of this financial year, the Department of Trade and Economic Development) provides city businesses with access to business advisors, networks and referrals to government and non-government specialists. Its activities this year included 30 coordinated workshops, seminars and networking events in which 750 businesses attended.

During the 2010-11 financial year, Enterprise Adelaide assisted 715 city businesses, which resulted in the establishment of 30 new businesses. In addition 883 in depth client interviews were conducted.


RELOCATION AND EXPANSION SERVICE

This year Council's Relocation and Expansion Service assisted nine firms employing 253 staff to establish in the city and assisted another firm to expand by 40 staff within the city.

Most of the firms assisted were in the professional and business services field and were previously located in metropolitan Adelaide.



*OUTCOME 6:
ENVIRONMENTALLY
SUSTAINABLE CITY*

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- » The City's ecological systems and habitats thrive and enrich the City
 - » Climate change is addressed, and water, energy and natural resources are conserved
 - » People in the City use fewer resources and generate fewer greenhouse gases
 - » A city that continues to adapt to climate change and has transitioned from oil dependency.

Christie Walk, located in Sturt Street, is a medium density housing development that combines key ecologically sustainable practices such as solar panels and composting kitchen waste.



This year Council continued to purchase GreenPower – primarily from South Australian wind farms – to supply 50% of Council's electricity consumption.

ENVIRONMENTALLY SUSTAINABLE CITY

Council is committed to achieving significant and long-term changes to the way the city operates so as to protect its natural environment and reduce its carbon emissions, mains water use and waste generation.

This year Council adopted five important plans to map out how it will achieve these changes: the Energy Management Action Plan, the Water Security Action Plan, the Waste Management Action Plan, the Biodiversity & Water Quality Action Plan, and the Climate Change Adaptation Action Plan

COUNCIL GOES EVEN GREENER THIS YEAR!

Carbon

Council's target was to reduce its carbon emissions by 60% by 2012 on the road to achieving carbon neutrality by 2020 (from a 1994 baseline).

This target has now been achieved and we are proud to report that this year we have reduced our carbon emissions by 66.3 % to a total of 12 300 tonnes.

Building on this success, this year Council also installed voltage optimisation units at selected UParks that control electrical voltage at a level that is suitable for each facility. This has saved, on average, 10 to 15% energy and enabled building systems and electrical equipment to run more efficiently. Also this year, Council continued to procure GreenPower – primarily from South Australian wind farms – to supply 50% of Council's electricity consumption.

Water

Council has also achieved its strategic target to reduce mains water use by 60% by 2012. This year Council used 315 megalitres of mains water, a reduction of 70% since 2006-07 (our baseline year). Also this year Council increased its use of recycled water brought into the city via the Glenelg to Adelaide pipeline (GAP), with Hurtle Square now connected. The scheme is a significant collaboration between Council, State Government, SA Water and the Federal Government.

Waste

This year Council can report that it has achieved a significant reduction in its paper usage, which has dropped by 33% from 5.4M printed pages in 2007-08 to 3.6M printed pages this year.

E-WASTE AND HAZARDOUS WASTE

In mid-September 2010, E-Waste Day was organised via the Local Government Association with the support of Apple. ACC held the event in its nursery. The total tonnage collected in metropolitan Adelaide was 515 tonnes with around 115 tonnes collected at Council's nursery.

In mid- October 2010, Hazardous Waste Day was held at which Adelaide City Council and Zero Waste offered Council residents the chance to dispose of household chemicals in a safe and environmentally friendly way. This event saw a total of 82 vehicles depositing over 3 tonnes of hazardous material.

CLEAN UP AUSTRALIA DAY

On 6 March 2011, Adelaide City Council held a Clean Up Australia Day event in Tambawodli - Park 24. The volunteers' efforts resulted in 5m³ (800kgs) of rubbish being collected on the day, with a further 3m³ (750kgs) of heavy debris being identified and removed by Council the following week.

ENVIRONMENTALLY SUSTAINABLE CITY *cont.*

ENVIRONMENTAL ACTION

Butterflies protected in Victoria Park

Council is committed to protecting and restoring the city's remnant biodiversity where possible and so this year, it entered into a Management Agreement with the Minister for Environment and Conservation to protect two hectares of valuable remnant native grassland as part of the Victoria Park redevelopment. When the exciting discovery was made of the rare Chequered Copper butterfly in Victoria Park, the sports field layout was also modified to ensure that the habitat of the butterfly was protected.

Restoration of Tainmuddilla

Another significant milestone this year was the completion of stage 3 of the restoration of Tainmuddilla, which involved removing woody weeds and reinstating native vegetation along this significant stretch of the River Torrens between Frome and Hackney Roads.

CENTRAL MARKET *a world first for energy efficiency*

December 2010 saw a world's first for the Central Market: the installation of a 2kW gas-powered fuel cell to power its electric vehicle charging bollard. Installed by Council in partnership with the South Australian Government through the Capital City Committee, electric vehicle drivers can now recharge at the Market using low carbon electricity. Also this year, Council's third 50kW solar PV installation was commissioned and launched at the Central Market, saving approximately 70 tonnes carbon emissions per year. The Lord Mayoral car is now a Mitsubishi i-MiEV, an electric vehicle that is recharged at Council's electric vehicle recharging stations by solar energy either at the Central Market or the Grote Street Bus Station.

ACTIONS FOR OUR RESIDENTS

Through Council's Sustainable City Incentive Scheme rebates are granted to eligible city residents, sporting clubs and community organisations to assist them in installing water and energy conservation devices. During 2010-11, Council provided 53 rebates, 47 of which were for solar PV systems with a total of 112.56kW installed capacity.

TORRENS LAKE WATER QUALITY

During 2010-11, Council continued to work in partnership with the Adelaide and Mt Lofty Ranges Natural Resources Management Board towards improving the water quality, and preventing closures, of the Torrens Lake. Ongoing actions include water quality monitoring, water aeration, litter prevention through gross-pollutant trap management, aquatic plant re-establishment, woody weed removal and European carp management. Continual review of E.coli and algae critical closure limits also ensure the Torrens remains safe for recreational use when open.

ACTIONS FOR OUR BUSINESSES

Adelaide City Council has partnered with other capital city councils across Australia to join the national CitySwitch Green Office Program. CitySwitch offers a unique opportunity for office tenants to demonstrate environmental leadership by improving their office energy efficiency and reducing their carbon emissions, with help from Council. Currently more than 15% of all the office floor area in the CBD participates in the CitySwitch Green Office Program.

Sustainable City Incentive Scheme

Solar Panels

Receive up to \$1000 for installing solar panels (minimum 1KW peak). For lighting common areas in apartment buildings, receive \$1 per watt (up to \$5000).

Solar Hot Water Systems

Receive up to \$1000 to convert an existing or electric gas storage hot water system (but not more than 33% of total out of pocket expense) to a gas-boosted, solar hot water system.

Rainwater Tanks

Receive up to \$500 to purchase and install rainwater tank(s) (minimum total capacity 2000 L). For communal supply in apartments, install a minimum 2000 L rainwater tank per dwelling and receive \$0.25 per litre of storage capacity (up to \$3000). As a minimum the rainwater tanks must be plumbed into a toilet, hot water service or washing machine.

*Conditions apply. The eligibility criteria for these rebates are described in the application forms available from Council's website: adelaidecitycouncil.com/environment/incentives.html



Go Green
Leading real change
with energy

ADELAIDE
CITY COUNCIL

Einstein shows his commitment to the environment in this street art picture located in the Adelaide Central Market.

