



Winter Weekends. Image courtesy of City of Adelaide.

# ANNUAL REPORT 2020-2021

CAPITAL CITY  
COMMITTEE

ADELAIDE

Collaborative Thinking. Positive Outcomes.

A joint initiative of



Government of  
South Australia



This annual report is to be presented to Parliament and the City of Adelaide to meet the statutory reporting requirements of the *City of Adelaide Act 1998 (Part 2 – Collaborative arrangements for the strategic development of the City of Adelaide)*.

While not strictly deemed to be a Government agency or entity, the Capital City Committee is an intergovernmental body established by and reporting to the Parliament of South Australia. As such, the broad requirements of the Premier and Cabinet *Circular PC013 Annual Reporting* have been adopted in the preparation of this report.

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# OVERVIEW: ABOUT THE CAPITAL CITY COMMITTEE

## Purpose

Established by the Government of South Australia under the *City of Adelaide Act, 1998* (City of Adelaide Act), the Capital City Committee is an intergovernmental body of the state government and City of Adelaide, with a legislated mandate to enhance and promote the development of the City of Adelaide as the capital city of the state.



## Objectives

- Identify and promote key strategic requirements for economic, social, physical and environmental development and growth within the City of Adelaide, to provide focus for South Australia's cultural, educational, tourism, retail and commercial activities.
- Maximise and promote opportunities for public and private resources to coordinate their efforts toward meeting the committee's strategic requirements.
- Recommend priorities for the state government and City of Adelaide to jointly action.
- Monitor implementation of programs being designed to promote developing the City of Adelaide.
- Publish key strategies, goals and commitments relevant to developing and growing the City of Adelaide.
- Collect, analyse and disseminate information about the economic, social, physical and environmental development within the City of Adelaide, with emphasis on assessing outcomes and identifying factors that will encourage or facilitate future development.

## CAPITAL CITY COMMITTEE MEMBERSHIP

The Capital City Committee operates under the City of Adelaide Act. As at 30 June 2021, the committee had the following membership:

### Government of South Australia members:

- The Hon Steven Marshall MP, Premier (Chair)
- The Hon Vickie Chapman MP, Deputy Premier, Attorney-General, Minister for Planning and Local Government
- The Hon Rachel Sanderson MP, Minister for Child Protection

### City of Adelaide members:

- Lord Mayor Sandy Verschoor
- Deputy Lord Mayor Alexander Hyde (1 July 2020 – 1 December 2020)
- Councillor Alexander Hyde (2 December 2020 – 30 June 2021)
- Councillor Simon Hou
- Councillor Dr Helen Donovan (Proxy)



# COMMITTEE OPERATIONS

The committee met four times over the reporting year (October, December, April and June) – as is legislatively required – and was supported by an executive group of senior officials from the state government and City of Adelaide.

Both the committee and the executive group are supported by staff within the Department of the Premier and Cabinet.

The committee's activities and administration are jointly and equally funded by the Government of South Australia and the City of Adelaide.

# LEGISLATION ADMINISTERED BY THE AGENCY

The Capital City Committee administers no legislation.



Street Beats and Eats, Adelaide. Image courtesy of City of Adelaide.

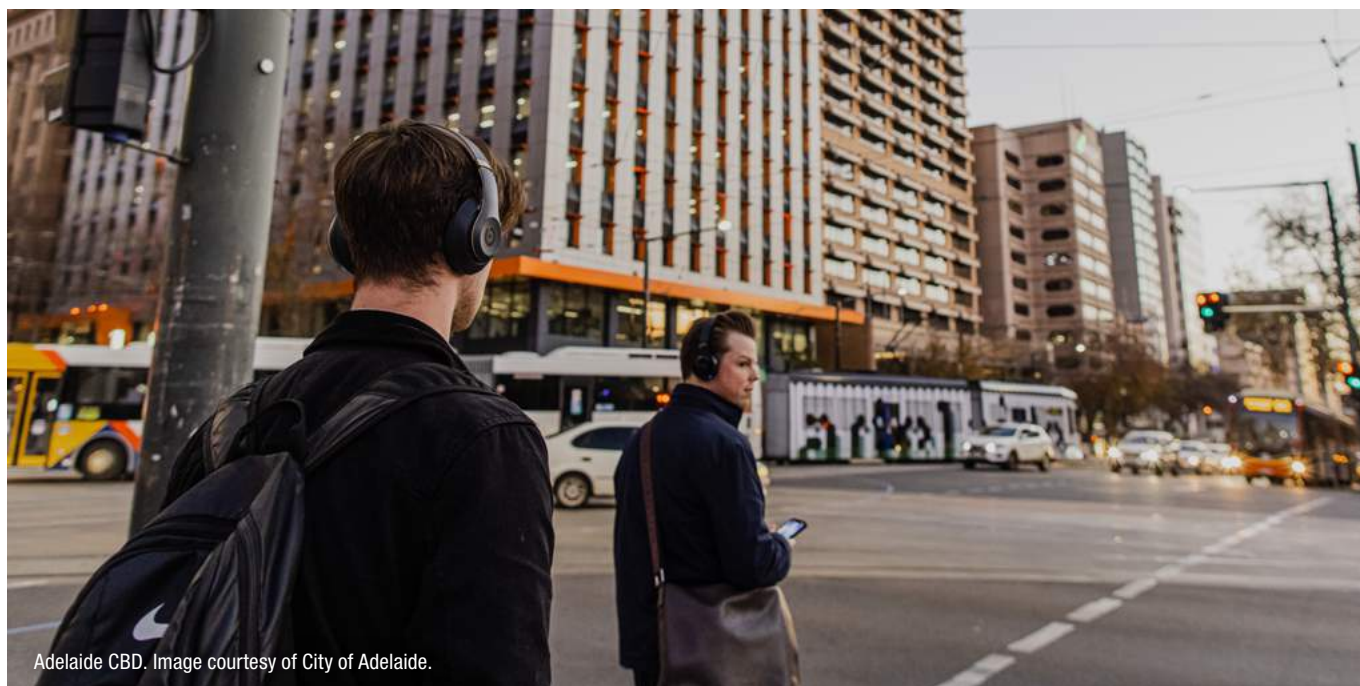
# OTHER RELATED AGENCIES

As a strategic intergovernmental body bringing together the Government of South Australia and the City of Adelaide, key partners and agencies related to the committee for 2020–21 include:

- **Department of the Premier and Cabinet (DPC):** The Premier chairs the committee. The Deputy Chief Executive of DPC is a member of the committee's executive group. The department also hosts the secretariat and strategic project coordination and support, and contributes half of the funding for the program.
- **City of Adelaide:** Represented on the committee by the Lord Mayor and Council members, and on

the executive group by the Chief Executive Officer. The City of Adelaide contributes half of the funding for the program.

- **Attorney-General's Department:** The Minister for Planning and Local Government, and Chief Executive of the Attorney-General's Department are represented on the committee and executive group, respectively.
- **Department for Infrastructure and Transport:** The Chief Executive is represented on the executive group.
- **Renewal SA:** Chief Executive represented on the Executive Group.



Adelaide CBD. Image courtesy of City of Adelaide.

# ACKNOWLEDGEMENTS

The Capital City Committee extends its sincere gratitude to all who have contributed towards implementing initiatives throughout the reporting period. Employees of the state government and the City of Adelaide have underpinned the work of the committee.

In addition, staff and volunteers who have contributed to growing and developing Adelaide's diverse strengths are also acknowledged and appreciated.

The City of Adelaide acknowledges with appreciation these key commitments and partnerships, which support the Council delivering outcomes for our commercial ratepayers and approximately 26,127 residents, as well as metropolitan, regional, interstate and international visitors to our city.



# COMMITTEE PRIORITIES 2020/21

## Adelaide Riverbank/Karrawirra Pari

Adelaide Riverbank, which is known to the Kaurna as Karrawirra Pari (Redgum Forest River), is the geographic and spiritual heart of Adelaide. The picturesque banks of the River Torrens are home to many of the iconic landmarks and stories that are synonymous with our city and our state. The precinct is, in many ways, the face that we present to the world.

Despite its many attributes and its contribution to the city, Karrawirra Pari could contribute far more to our state's economic and social prosperity.

With careful planning, stakeholder collaboration, and targeted development and investment, Karrawirra Pari can become a truly connected and inspirational precinct that links the best attributes of one of the most liveable cities in the world to its most significant cultural facilities and a thriving knowledge economy.

In May 2020, Capital City Committee approved expenditure of \$100,000 to create a precinct plan to guide investment, activity and decision making within Karrawirra Pari.

Developing the precinct plan was overseen by a steering committee made up of senior representatives from Renewal SA, City of Adelaide and the State Planning Commission, and implemented by a project working group of representatives from each key organisation.

In July 2020, on behalf of the steering committee, Renewal SA engaged Adelaide architectural practice Baukultur to produce the precinct plan.

Collaboratively with the project working group and key precinct stakeholders, Baukultur prepared the *Karrawirra Pari (Riverbank) Strategic Precinct Plan* for the steering committee in March 2021.



Adelaide Riverbank. Image courtesy of City of Adelaide.

This plan is intended to guide and inform:

- articulating and communicating the precinct's unique identity and purpose
- development and investment in the precinct's built and natural environment
- initiatives that will represent the past, present and future significance of the precinct to the traditional owners of the Adelaide Plains.

The Capital City Committee noted the strategic precinct plan and endorsed its use as a basis for multi-agency coordination within Karrawirra Pari.

The steering committee prepared a covering report, which included a range of key recommendations of initiatives for the Capital City Committee and, in particular, various state government agencies and the City of Adelaide to consider.

Adopting the key recommendations put forward in this report would result in:

- developing a brand and accompanying communications strategy that encapsulates the unique identity, purpose and value of Karrawirra Pari
- strategic planning initiatives aimed at maximising the social and economic benefits of recent and future development and investment, with a focus on three key sub-precincts
- progressing identified opportunities for development and investment within Karrawirra Pari itself, and facilitating targeted private investment in surrounding areas
- prioritising public capital investment in critical infrastructure that will serve to improve connectivity, encourage collaboration and unlock further development opportunities within the precinct
- improving the quality of the water and natural environment within the river corridor
- investing in a combination of new and existing facilities to create a platform from which to tell South Australia's stories to the world
- increasing collaboration between sub-precincts and key institutions within Karrawirra Pari.

The Capital City Committee noted the steering committee report and endorsed further work being undertaken on key recommendations.

There needs to be further coordinated planning work to progress the key recommendations. Priority should be given to planning for areas within Karrawirra Pari that are the subject of current or planned development, such as the areas surrounding the new Women's and Children's Hospital site.

Budget needs to be secured for state government agencies and City of Adelaide departments to do this planning work, develop and implement strategies or undertake capital works.

Initiatives arising from the key recommendations will be owned by, and the responsibility of, respective state government agencies and the City of Adelaide.

Capital City Committee also endorsed continuing the steering committee as a coordinating body, to oversee and champion implementing the key recommendations and provide regular progress reports to the Capital City Committee. This will help to ensure a holistic and cohesive approach to initiatives within this critically important part of our capital city.



## City Access Strategy

In 2019–20, the Adelaide Capital City Committee commissioned a draft *Adelaide City Access Strategy*.

City access strategies have been established in other capital cities, such as Sydney and Melbourne, and set out high level plans for the transport networks and movement within the CBD. These overarching strategies enable state and local governments to align their own strategies and priorities, and work effectively together on initiatives that impact the city economy.

Developing the draft *Adelaide City Access Strategy* is a collaboration between the Department of Infrastructure and Transport and the City of Adelaide.

It is intended to inform long-term plans for how people, goods and services will move in, around and through the City of Adelaide. It will provide a framework for developing transport solutions that respond to changing needs for mobility within our city and enhance liveability, improve connectivity and enable sustainable growth.

Growth in economic activity, changes in lifestyle and advances in technology will drive changes in both land use and mobility needs within the city.

Data analysis of the current transport network and its use, together with research and lessons learnt from other cities, has informed guiding plans for movement in the city and how they may evolve over the next 20 years and beyond. Four planning studies were completed on priority initiatives, including extending the tram to North Adelaide, the Currie/Grenfell Street public transport boulevard, Hindley Street pedestrianisation, and city bikeways.

This articulation of a clear, long-term shared vision and strategy, with specific high-value projects, demonstrates the strong partnership approach between City of Adelaide and the state government, which will further underpin future city planning.



Twilight Fringe on O'Connell, North Adelaide.

## Homelessness and social housing

The City of Adelaide and state government continued to partner during 2020–21 to support the Adelaide Zero Project (AZP).

### Homelessness in the city

In 2020–21, the AZP:

- delivered a feasibility study of an inner-city services network (December 2020), which was jointly funded by City of Adelaide and state government, and completed by The Australian Alliance for Social Enterprise in the University of South Australia
- released the Adelaide Zero Project Impact Report by the Don Dunstan Foundation (March 2021)
- continued support of people experiencing homelessness, including those impacted by lockdowns, with housing pathway options
- housed 300 people experiencing homelessness in the city, through a partnership with City of Adelaide.

### Development of homelessness alliances

Working closely with clients, community and the housing and homelessness sector, the state government has transformed its approach to the delivery of homelessness services in South Australia. The approach moves towards a more integrated alliance-based model, which seeks to better address the complex and evolving needs of clients experiencing or at risk of homelessness, with more collaboration between services and government.

During 2020–21, the SA Housing Authority released a discussion paper, *Future Directions for Homelessness*, outlining the transformation plan for the homelessness system. Extensive consultation with the sector and a subsequent tender process was conducted, laying the groundwork for five new homelessness alliances to begin operating on 1 July 2021.

The Inner City Sub-Committee will be established as part of the new governance arrangements for the alliances. It will be a key body for sharing learnings from the Adelaide Zero Project across all five alliances, with further representation from government stakeholders, such as Mental Health, Drug and Alcohol Services South Australia, and the City of Adelaide.

Forming the Inner City Sub-Committee provides an opportunity to connect clients and services across regions in a more coordinated way, to enhance and drive better client outcomes and leverage the ability of organisations to create *By-Name Lists* across the state.

In 2020–21 the Capital City Committee Development Program funded two wellbeing initiatives:

- the Wellbeing Wallets for City Residents (\$82,500) initiative provided vouchers for wellbeing-boosting activities, to stimulate the local economy and enhance city residents' wellbeing.
- the free Work Well Wellbeing Support for Small Business Owners (\$110,000) program provides small business owners in the city with an opportunity to come together in a local setting, to learn tangible skills to build wellbeing for them and their staff using the Be Well Plan. The Be Well Plan will be delivered by Be Well Co., a SAHMRI social enterprise.



Social housing. Image courtesy of City of Adelaide.





Wellbeing, Adelaide. Image courtesy of City of Adelaide.

## Mental health and wellbeing

These initiatives were launched along with the City of Adelaide wellbeing indicators dashboard ([www.cityofadelaide.com.au/wellbeing](http://www.cityofadelaide.com.au/wellbeing)) in May 2021. The dashboard recognises that wellbeing is not a one-dimensional idea, but a multi-faceted concept relating to both physical and mental health as well as social, economic, environmental, and cultural factors. The dashboard's 34 indicators are broadly categorised under health, health behaviour, social connection and engagement, environment and place, along with the social determinants of health, such as income, employment, and housing.

The City of Adelaide is actively participating in developing the wellbeing indicators for Wellbeing SA.

The City of Adelaide also developed the LIFT online wellbeing program, in partnership with student accommodation providers, to support the approximately 30,000 international students remaining in Adelaide and South Australia over the 2021 university holiday break.

## Resources to support community wellbeing

The state government implemented its *State-wide Wellbeing Strategy* to support community wellbeing and resilience in response to COVID-19.

This included Open Your World as a single online source of information, with a dedicated website promoting wellbeing. The website included tips on staying fit and healthy, activities for kids, and online resources for learning and skill development. Wellbeing SA has now transitioned Open Your World to its agency website, ensuring that wellbeing information, tools and resources will continue to be available to support community wellbeing into the future.

The *State-wide Wellbeing Strategy* was developed by Wellbeing SA and was implemented in partnership with other state government agencies, including the Department for Environment and Water, the Office for Recreation, Sport and Racing, Arts SA, and the Department for Innovation and Skills.



The strategy focused on five priority areas:

- promoting the opportunities and benefits of sport and physical activity
- creating connection through arts and culture
- encouraging use of green spaces in recognition of the health, wellbeing and environmental benefits
- supporting learning and skill development
- connecting people in their local communities and neighbourhoods.

## Park Lands

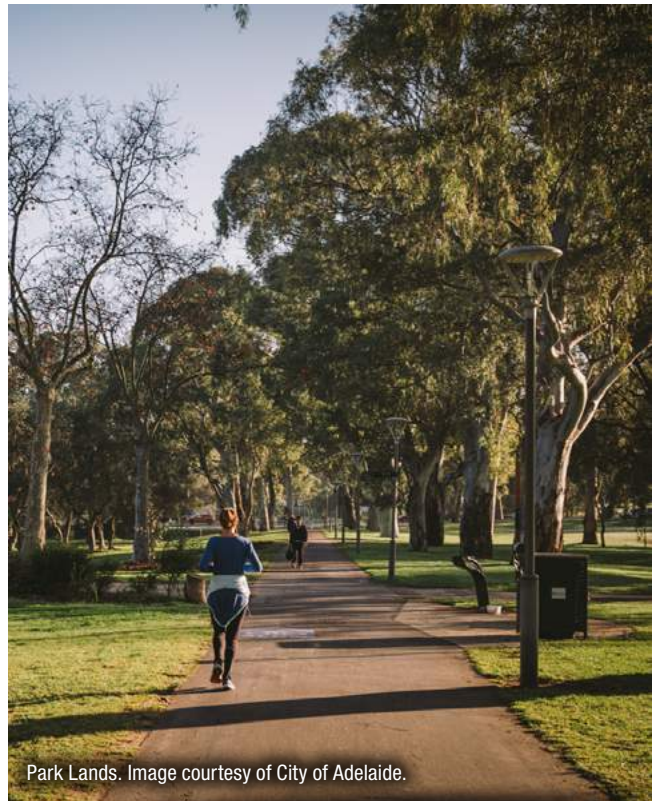
As the world's only city in a park, the City of Adelaide values our beautiful Park Lands and invested \$21.7 million to protect, manage and care for these iconic spaces, including the 157,000 trees and 25,000 rose bushes in our parks and city squares.

The northern Park Lands benefited from further greening and upgrades, as part of the Northern Entry Statement. The state government invested \$3.2 million in shared-use paths, sports and recreational facilities, lighting improvements, kerb and water table renewal, and landscaping, with the City of Adelaide aligning and funding asset renewals of Prospect Road and a portion of the kerb and water table.

Our Kaurna heritage was honoured with the first Kaurna Kardla Parranthi Bio-Cultural Burn in the Adelaide Park Lands in more than two hundred years.



Skate Park concept, Adelaide. Image courtesy of City of Adelaide.



Park Lands. Image courtesy of City of Adelaide.

On 14 May 2021, the Kaurna community and the City of Adelaide collaboratively delivered the Kaurna Kardla Parranthi Bio-Cultural Burn project in Carriageway Park/Tuthangga (Park 17) in the south Park Lands.

This nationally significant partnership project was supported by Green Adelaide, through the Grassroots Grants program. This groundbreaking project is a demonstration of the Council's strong commitment to reconciliation.

The project involved reintroducing traditional fire management practices into the Adelaide's Park Lands for the first time in more than 240 years. The burn was initiated in response to outcomes from the *City of Adelaide's Integrated Biodiversity Management Plan 2018–2023* and *Stretch Reconciliation Action Plan 2018–2021*, related to incorporating Kaurna traditional knowledge into managing biodiversity in the Park Lands.

The burn was conducted under the watchful eye of nationally recognised traditional fire practitioner, Victor Steffensen. A descendant of the Tagalaka people in Northern Queensland, Victor has been sharing his knowledge about cultural burning amongst Aboriginal communities both across Australia and internationally for more than 20 years. Victor came to Adelaide to work alongside the Kaurna community and Council staff in delivering a series of workshops and training sessions culminating in the Bio-Cultural Burn.





QKIP, Adelaide. Image courtesy of City of Adelaide.

## Quentin Kenihan Inclusive Playspace Rymill Park/Murlawirrapurka (Park 14)

In December 2020, the City of Adelaide, in partnership with the state government, opened the Quentin Kenihan Inclusive Playspace in Rymill Park/Murlawirrapurka (Park 14).

This playspace was a commitment of the state government and the City of Adelaide to build an inclusive playspace to honour the late disability advocate, Quentin Kenihan.

The playspace design was reached through extensive consultation with Quentin's family and friends, Council's Access and Inclusion Panel, and key members of the community. The playspace provides an opportunity for children of all ages and abilities from across Adelaide to have fun and be stimulated in a safe and welcoming environment.

## City Skate Park

In October 2020, the City of Adelaide, in partnership with the state government, released the first-look concept designs for the new City Skate Park, which is being integrated into Gladys Elphick Park/Narnungga (Park 25).

The state government committed \$3 million funding for the City Skate Park project, through the Planning and Development Fund. It is due for completion next financial year.

The new City Skate Park will create an inviting, family-friendly community hub, and offer a broad range of recreational and social experiences for all skill levels and disciplines.

The central location of the City Skate Park will ensure it is easily accessible by public transport.

The skate park has a street skate style and integrates existing trees in the design. Lighting will support safe night time use.

The community has played a key role in shaping the vision for the new City Skate Park, including a City Skate Advisory Group to inform the final design.

## Adelaide Aquatic Centre

The Adelaide Aquatic Centre delivered swimming lessons to more than 2,800 children, exceeding the pre-COVID-19 number of participants. Investigations of options for aquatic facilities proceeded throughout the year. The City of Adelaide is currently undertaking a detailed feasibility study for an aquatic facility at a new site in Denise Norton Park/Pardipardinyilla (Park 2). Council continues to advocate for funding from other tiers of government.



Adelaide Aquatic Centre. Image courtesy of City of Adelaide.

# Tourism promotion and events

## City activation

The City of Adelaide immediately offered City Support packages and rates hardship assistance measures to help ease the pressure on those hit hardest by the pandemic. The City of Adelaide has provided over \$11 million in assistance through grants and incentive schemes, financial relief, business advice and support programs, to help city businesses and the community recover. As public health measures started to ease, the City of Adelaide launched promotional campaigns to encourage spending at restaurants, cafés, tours and attractions around the CBD and North Adelaide, and activated main streets and key dining strips with fire pockets, live music and DJs.

When local businesses and event organisers were struggling with restrictions, the City of Adelaide supported them to expand their outdoor venue capacity, provided additional pop up spaces, and implemented road closures and crowd control measures. As a result, Adelaide was one of the first cities in the world to safely open up again with city concerts, festivals and major sporting events at Adelaide Oval. Record occupancy rates and ticket sales created an impressive festival season, which would not have been possible without everyone playing their part.

A comprehensive city-wide activation program was delivered including 2020 Winter Weekends, 2020–21 Street Beats and Eats, and East End Unleashed. Significant city events delivered include: Twilight Fringe on O'Connell, Gouger Street Feast, and Gouger Street Yum Cha. More than 200 medium and major events were hosted in the Park Lands and city roads for the 2020–21 financial year, despite the challenges and restrictions of COVID-19. The City of Adelaide also worked with local restaurants, bars, cafés and accommodation providers to develop offers and staycation deals. These events and incentives brought thousands of people back into the city particularly during the summer festival season of 2020–21 and created jobs for our musicians, performers and hospitality workers.

Our city residents, workers, students and visitors were conscientious in helping to stop the spread of COVID-19 by practising social distancing and observing the health and safety advice. City of Adelaide employees played a vital role in helping to keep our city safe, clean, and accessible.

Many South Australians visited the Victoria Park/ Pakapakanthi (Park 16) COVID-19 drive-through testing site. To help make the experience of getting tested more comfortable, we maximised access to parking and toilet facilities, increased cleaning, and installed a webcam in the grandstand to enable people to check how long the queue was before leaving home.

Extensive research and stakeholder engagement informed main streets revitalisation planning, with \$200,000 being provided by the state government for the Main Streets Revitalisation and Improvement Grants scheme. This was accessible to small business, organisations and properties in selected main streets to fund outdoor and street frontage improvements.

These enhancements will contribute to improved street amenity, pedestrian permeability and drive visitation to businesses, ensuring the city's identified main streets are a must-visit destination for residents, workers and visitors, now and in the future. This support provides funding of up to 80 per cent of infrastructure costs for successful applicants, to help drive main streets revitalisation.

This was initially offered to businesses and property owners along Hutt, Hindley, Gouger, Rundle, Melbourne and O'Connell streets, who were able to receive up to \$10,000 to enhance and activate their shopfront or outdoor area.







Music in the Streets. Image courtesy of City of Adelaide.

## City Outdoor Activation Grant

The City of Adelaide Outdoor Activation Grant was designed to assist small businesses impacted by COVID-19 to attract and accommodate more customers, by funding a variety of medium-to-long term street level improvements to enhance the outdoor areas adjacent to their business. Of the \$1.15 million invested in the City Outdoor Activation Grant, the state government contributed \$300,000 and Council \$850,000.

Funding was available for up to 80 per cent of the costs of each grant project, to a maximum of \$10,000 (excluding GST). As a condition of the grant approval, each applicant was to fund 20 per cent of the project costs.

Round 1 of the Outdoor Activation Grant opened on 20 August and ceased on 31 August 2020, at which point the funding sought from applicants had exceeded the available budget.

Forty seven businesses were allocated funding through Round 1 and a further 125 were allocated funding in Round 2. Improvements facilitated by the grant include outdoor furniture, planter boxes, retractable awnings, signage, lighting, permanent and portable gas heating, murals and façade improvements.

The total spend across the 172 businesses that have received funding through the City Outdoor Activation Grant will be over \$1.8 million.

## Music in the Streets

The City of Adelaide delivered the Music in the Streets program from July to September 2020, then further extended the program to November 2020.

The aim was to welcome people back to the city post COVID-19 restrictions and support community, local businesses and artists with winter fire pits, performers and live music.

The state government contributed \$200,000 to these programs and the City of Adelaide contributed in-kind resources equivalent to two full-time employees, to provide overall project management and marketing during this time.

From 31 July to 5 September 2020, people in the city were welcomed by offerings from local businesses, fire pits, street music and entertainment, with roving performers in city streets and laneways around the city and North Adelaide (Leigh Street, Gilbert Place, Hutt Street, East End, O'Connell Street and Melbourne Street).

From September to November, lunch time sessions of Music in the Streets included street theatre and performance activations.

Following the success of the above programs, Council committed to an extended program including:

- a further \$60,000 to extend the Street Beats and Eats program (from 2 October to 28 November 2020)
- \$20,000 to activate the Adelaide Town Hall, Victoria Square/Tarntanyangga and other fountains, bridges and monuments with lighting for the AFL football finals, and support from the South Australian Tourism Commission (\$8,335) for wrap-around Street Beats and Eats activations
- \$45,000 for the Musée Extérieur outdoor art exhibition of life-size reproductions of European Master paintings from the Thomas Henry Museum in Cherbourg, France, installed across North Adelaide and the East End.

## 2020 Tasting Australia presented by RAA Travel

The South Australian Tourism Commission delivered Tasting Australia's event hub, Town Square, in Victoria Square/Tarndanyangga from 30 April to 9 May 2021. It was free to enter and provided fantastic eating and drinking experiences, showcasing regional produce, wine and beverages. More than 54,000 people attended over the course of the festival.

## Ampol State of Origin Game

Sponsored by the South Australian Tourism Commission, the Ampol State of Origin Game 1 took place on 4 November 2020 at Adelaide Oval. The sell-out match attracted 25,218 attendees, including more than 4,000 visitors from interstate.

## WOMADelaide

Up to 19,000 people celebrated the return of large-scale live music events at WOMADelaide, which was held from 5 to 8 March 2021 in Adelaide's King Rodney Park.

## Great State Vouchers

The Great State Voucher program was established to drive expenditure back into the Adelaide CBD and regions, by increasing accommodation occupancy. Great State Vouchers have made a significant impact in the CBD. The South Australian Tourism Commission conducted three accommodation schemes – Great State Voucher 1, 2 and 4 (GSV1, GSV2 and GSV4) and one experiences scheme (GSV3) in the 2020–21 financial year. The voucher program has been successful in providing targeted stimulus for the Adelaide CBD accommodation and hosted tourism experiences. The economic impact across the first four schemes is estimated at more than \$64 million.

## 2021 Year of South Australian Wine Campaign

As part of the 2021 Year of South Australian Wine campaign, the South Australian Tourism Commission created 'Weekend Wine Revolution' – a series of laneway activations on 5 and 6 June in Leigh and Peel Street, to drive awareness of the 18 wine regions and support the wine tourism industry. On 25 June, the South Australian Tourism Commission produced another laneway event – Winterpalooza – bringing people to the East End, filling restaurants, cafes and bars. The street party was part of the plan to activate the Adelaide CBD to further inject visitation and expenditure into Adelaide's economy.

Other events supported by the South Australian Tourism Commission during 2020/2021 include the 2020 National Pharmacies Christmas Pageant, 2021 Santos Festival of Cycling, two tennis events – A Day at the Drive (January) and Adelaide International WTA 500 (February) – and the Hancock Prospecting Australian Olympic Swimming Trials in June 2021.

The Capital City Committee held an integrated city COVID-19 recovery forum on 21 May 2021. The purpose of the forum was to engage city business leaders from across a range of key sectors as well as main street representatives in a conversation about city recovery from the COVID-19 pandemic. As an evidence base ahead of the event, the committee commissioned research into the economic impact of COVID-19 on the city to date.



East End Unleashed, Adelaide. Image courtesy of City of Adelaide.

# CAPITAL CITY COMMITTEE FORUM 2021

## Forum overview

The Capital City Committee's 2021 forum was held at the Adelaide Town Hall. More than 70 business, government and community leaders attended the three-hour event, which included two small group sessions focused on identifying opportunities for city recovery and growth as well as challenges and key actions and partnerships for growth. Deloitte Access Economics facilitated the session.

## Forum outcomes

A range of activities and potential partnerships for realising opportunities and responding to challenges were identified during the event. Key areas for potential action and investment, including via partnerships are:

- **City activation**
  - attracting and retaining people in the city at key times (including weekends and evenings)
  - targeting key segments including workers and families with particular types of activation
  - coordinating, connecting and leveraging activations including between sectors for greater whole of city impact
  - using arts and culture in particular as a platform for activation and providing rich and unique city experiences.
- **City brand/ narrative, marketing and communications** as a strategy for attracting and retaining local, interstate and international visitors, business and residents. It is vital to have, a strong, compelling and authentic city umbrella brand/ narrative that is used consistently, differentiates the city and can span a range of target markets and programs. Tactically, innovative, cut through promotion of existing city activation (a definitive what's on, where and when) and potential for including a city app was also suggested.



- **City retail/ service sector**
  - incentivising an innovative, dynamic city retail and service sector offering unique and engaging experiences
  - trialing new and breakthrough concepts via pop ups in vacant city shopfronts
  - city retail/ service sector leading the transition to an omni channel experience.
- **Ongoing cross sector collaboration/ coordination** – a structured program of ideation sessions and digital platform that enables city businesses and community organisations to connect and collaborate, creating new, innovative activation opportunities and a more coordinated approach to activation and placemaking.
- **Accessibility**
  - removing barriers to city visitation and movement between precincts including via changes to parking policy and charges
  - better quality, more frequent public transport
  - facilitating alternate modes of transport via new infrastructure.
- **Residential population growth** as an alternative to and buffer against the reducing city workforce and international student population. Includes incentivising early career knowledge workers (local and interstate) and ‘empty nesters’ to relocate to the city, curating the right mix of housing stock at the right price points, including via planning policy.
- **Business attraction** – promoting and incentivising key local and interstate corporations to relocate to/ establish within the city centre.

## Results of research

The commissioned research was undertaken by Deloitte Access Economics and provided a breakdown of the economic impact of the COVID-19 pandemic on the city centre to date, including for nine city sub sectors. The report also analysed changes in the level of foot traffic within the city, including for five main streets. It also noted trends likely to affect cities in the future, with discussion of implications for the Adelaide city centre.

At the whole-of-city level, the report found that the Adelaide city centre economy grew by 0.8% in 2019–20 buoyed, by growth in financial and professional services. Expenditure in Adelaide city centre across all sectors was 6% higher in January 2021 than in January 2019.

The research found economic recovery is well underway in the Adelaide city centre, with many sub sectors fully recovered. However, some continue to struggle, particularly those reliant on in-person visitation from elsewhere. As at January 2021, expenditure on city retail and personal services for example was down 15% on January 2019 figures. Creative industries, which are so important to city vibrancy and character, also continue to struggle. International student commencements have dropped and are projected to continue to decline, with CBD office occupancy at 71% compared to a long-term average of 86%.

In terms of trends moving forward, remote work is forecast to remain at higher levels than before the pandemic and cities will need to provide compelling reasons for workers and others to visit. Further, businesses will need to shift to omni-channel commerce to remain responsive to market demands and experiences will become central to consumers’ and workers’ decisions about how and what they purchase.

# FINANCIAL PERFORMANCE

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## Financial performance at a glance

Under the City of Adelaide Act, administrative and staffing costs of the Capital City Committee must be shared equally between the state government and the City of Adelaide.

In 2020–21, contributions from both parties to the committee totalled \$664,000. As at 30 June 2021, unspent funds of \$867,000 have been carried over for use in 2021–22.

Total expenditure for 2020–21	
Activity	Allocation
Salaries	\$279,000
Don Dunstan Foundation Homelessness Conference	\$12,000
City of Adelaide wellbeing projects	\$175,000
Forum (including consultancy)	\$67,000
Total	\$533,000

# EXECUTIVE EMPLOYMENT

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No executives were directly employed in the administration of the Capital City Committee.

# CONSULTANTS DISCLOSURE

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The Capital City Committee commissioned Deloitte Access Economics to undertake research into the economic impact of COVID-19 on the city and to facilitate the forum.

# REPORTING REQUIRED UNDER ANY OTHER ACT OR REGULATION

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The Capital City Committee is not required to report under any other act or regulation.