

PICTURE ADELAIDE 2040

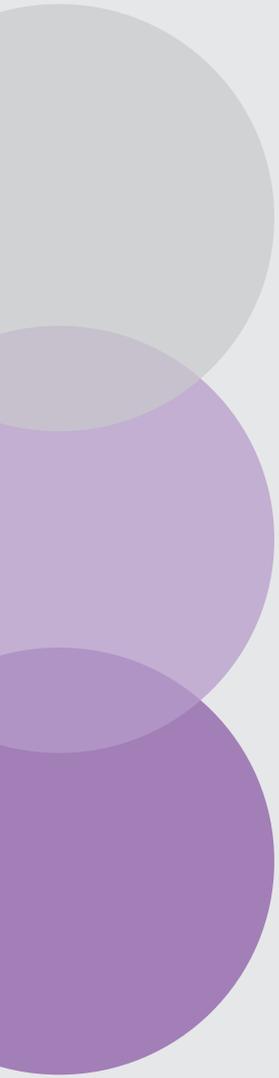
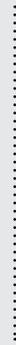
The City of Adelaide
What we heard



Acknowledgement to Country

Adelaide City Council acknowledges the traditional Country of the Kaurna People of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land.

We acknowledge that they are of continuing importance to the Kaurna People living today.



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Executive Summary

Picture Adelaide 2040 was an ambitious community engagement initiative undertaken by Adelaide City Council to inform the development of several plans for the city and our Park Lands.

This document summarises the many innovative engagement activities undertaken throughout Picture Adelaide 2040 and also explores the themes, discussions and comments that emerged from those activities.

This document does not represent a response, policy statement, plan or strategy of Adelaide City Council and the opinions stated in it are not necessarily those of Adelaide City Council or any of its Elected Members, employees or volunteers.

It is not intended as a complete set of all the data that the Adelaide City Council holds about the city. For further statistical information about the City of Adelaide, please visit the research page on the Adelaide City Council's website adelaidecitycouncil.com/city-living/welcome-to-adelaide/city-facts-and-figures/

The data contained in this document is the best available as at July 2014.

Introduction 01

We are privileged to share Adelaide with people who are so passionate about their city and Park Lands. We didn't need Picture Adelaide 2040 to tell us that. Instead, Picture Adelaide 2040 was undertaken to help us understand your passion, what you love about the city and what you want to see in the future.

Picture Adelaide 2040 was a broad-based engagement with the people who live, work, visit or study in the city. We embraced the widest possible reaches of the community.

The passion, creativity and commitment of the people who experience our city is overwhelming. Everything we heard throughout our engagement has in some way shaped or influenced this document.

Picture Adelaide 2040 was deliberately framed to integrate the development of several major plans for the city:

- » The Adelaide 2040 Plan
- » Strategic Plan 2016 – 2020
- » The Park Lands Strategy
- » District Planning
- » The City of Adelaide Planning Strategy

These Plans will outline a future for the city as a whole and describe the roles for Council and our partners. Everyone who contributed to Picture Adelaide 2040 has played a genuine part in shaping our city's future.

Creating Picture Adelaide 2040

In mid 2014 Council adopted an approach to undertake broad engagement with the community and key stakeholders to inform long term planning for the city. This approach integrated engagement for Council’s plans including Adelaide 2040, the next Strategic Plan, District Planning and the Park Lands Strategy



Stage 1 Understanding the now

Period: August - September 2014

Informed by: Picture Adelaide 2040 background and evidence based paper

Stage one focused on collecting stories from the wider community to understand the now. We asked, “What is your favourite place in Adelaide and why?” and created a call to action by mobilising participation.

1,093
stories
in 30 days



Stage 2 Future thinking

Period: October - December 2014

Informed by: Stories collected in Stage 1

Stage two invited the community and key stakeholders to attend two major forums in the Town Hall and Convention Centre. These forums focused on understanding what the future could look like for the city. An advisory group comprising stakeholders and community members reviewed our summary of the first two stages.

59
participants
across two
forums



Stage 3 Discussing the big ideas

Period: February - April 2015

Informed by: Themes and Questions paper and inputs from earlier stages

The final stage asked the community to confirm what the future of the city means to them and to discuss emerging themes, opportunities and tensions. Numerous online and in-person forums were held attracting well over 400 responses. We conducted community forums in many locations, encouraged people to have their own discussions and targeted “hard to reach” groups.

286
online
responses
across five
forums

Next steps

Council is now using the information collected from the community during Picture Adelaide 2040 to draft future Plans for the city - in particular, an Adelaide 2040 plan and Council’s Strategic Plan. Engagement is continuing in shaping Council’s Park Lands Strategy and Market District Plan.

Who We Heard From | 02

OVER
2,000
PEOPLE PARTICIPATED

AT A MIXTURE OF OVER
**20 EVENTS
AND
ACTIVITIES**

STORYTELLERS TOWN HALL
CONVENTION CENTRE THINK
TANK ADVISORY GROUP
ONLINE SOUTH WARD NORTH
WARD CENTRAL WARD ST
VINCENT DEPAUL SOCIETY
MIGRANT RESOURCE
CENTRE STUDENT HOUSING
NEIGHBOUR DAY COUNCIL ON
THE AGING MULTICULTURAL
COMMUNITIES COUNCIL
RECONCILIATION COMMITTEE
ACCESS & INCLUSION
PANEL EASTERN ADELAIDE
OPERATIONS ROUNDTABLE
INDIGENOUS ADVISORY GROUP
YOUTH COUNCIL INNER RIM
COUNCILS STAKEHOLDER
MEETINGS SELF LED
DISCUSSIONS

WE HEARD FROM A DIVERSE RANGE OF PEOPLE WHO WERE:



57% FEMALE

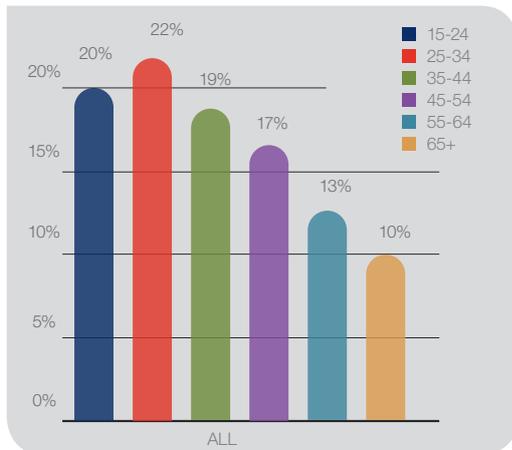


43% MALE



YOUNG OLDER PEOPLE
INTERNATIONAL STUDENTS
INDIGENOUS PEOPLE
REFUGEES MIGRANTS PEOPLE
WITH DISABILITIES RAA
ALZHEIMER'S AUSTRALIA
HOMELESS ADVOCATES INNER
RIM COUNCILS BUSINESS
SA UNIVERSITIES ARTS
INDUSTRY SAPOL BRAND
SA DEPARTMENT STATE
DEVELOPMENT BUSINESS
COMMUNITY ADELAIDE
CENTRAL MARKET AUTHORITY
SA TOURISM COMMISSION

WHO WERE AGED



YOU TOLD US YOU USED THE CITY TO:

WORK **59%** SHOP **44%**
 PLAY **62%** STUDY **16%**
 VISIT **35%** LIVE **13%**

NOTE: Demographic data was not collated at all engagement and input points. Age and activity in the city (work, play etc) data is predominantly from Stage 1 & 3 online activities.

A City with a Passion to Create and Prosper **03**

Cities around the world are tapping into their unique characteristics to set themselves apart. Whether it is a focus on arts or growing a knowledge-based economy, the imperative is to harness difference as a strength and to build the lifestyle offer of a city around it. This trend is evident from Melbourne with its laneways, to our sister city Austin, Texas with its title of “live music capital of the world”, and Berlin with its focus on history, arts and culture.

As the capital city, Adelaide has a unique leading role to play in shaping the future of our state. Throughout Picture Adelaide 2040 we tried to uncover the essence of the city and we heard clearly your desire to “build a big picture of the city to get people involved”.

We often heard that our unique identity is based around a central idea:

Adelaide is a city with a passion to create.



This passion is most obvious in our arts and unique range of festivals and events as well as many great innovations in most areas of endeavour. A dynamic emerging start-up business culture is testament to this central idea and how it influences business. Recognising this passion, we were told how major corporations often “test and trial” an idea or new product in Adelaide prior to a national roll out.



Adelaide “punches above its weight” in ground breaking innovations that go on to have national and international impact. We heard about the city’s proud legacy of social innovation and how this has helped to shape Adelaide’s identity.

As the world around us continues to change rapidly, our passion to create will become more and more important and a critical factor in our success. All aspects of our lives will be impacted by escalating global connectedness and changes in technology. Predicting how these may play out is challenging. An agile approach to change and the ability to quickly adapt and embrace opportunities as they arise will be the hallmark of successful cities. Adelaide’s inherent creativity sees us well placed to meet this challenge.



A Taste of What We Heard 04

“I love walking around the side streets and laneways of North Adelaide. There is a laneway that is lined with old workers cottages ... a lovely little bench seat nestled into a small garden that you can sit, away from traffic and contemplate life.”

***Cate
Storyteller***

“I love to walk down North Terrace. There is so much beauty hidden in the architecture. The art and culture ... symbolises what makes Adelaide so special.”

***Paul
Storyteller***

“My story is about the wonderfully rich and quirky south west corner of the city. I love the people there and that is really what makes it so special to me. It has such a diverse community and so many generous and welcoming people.”

***Julie
Storyteller***

“The University city is a massive opportunity, both for residential students income and added vibrancy.”

***David
Stakeholder Meeting***

“Adelaide will be a community open to all people from all countries and all walks of life, with cheap, healthy and accessible food ... opportunities to participate in the arts and life skills such as growing, cooking, building, making and creating a self-sustaining and healthy lifestyle.”

***Jenny
Environmental Richness forum***

“I like walking and riding my bike, and the park lands trail is a great place to do both. It's great to be surrounded by nature so close to the city and not have to worry about traffic.”

***Matt
Storyteller***

“Irresistibly ambitious is a good start. Seeing opportunity everywhere. A place that seizes opportunity. A place where positivity breeds confidence.”

Tim
Stakeholder Meeting

“Take what’s good and mix it with what we have. Adelaide is amazing and it has a lot to offer! Let’s do it some justice and step it up!”

Myles
People and community online forum

“I love the diversity and versatility of all our green spaces, the large ones like the Botanic Gardens and the smaller pockets like the Brougham Gardens ... These wonderful spaces have been host to picnics with family and friends, nature play, work meetings, space to think and reflect, cultural activities, live music and festivals, art pursuits, special celebrations, weddings and baby showers, reading and studying and more. It is these spaces that bring me into the city.”

Kerry
Storyteller

“It has been fantastic to see some growth in the food industry. I love both the informal dining - cafes and wine bars springing up, and Food Trucks offering ... a fun outdoor atmosphere, and some excellent new restaurants providing amazing food for an evening out. Providing support so that all of these different levels can continue side by side is important to having a thriving city with options for people.”

Andrea
Economy and Business online forum

“In the future, Aboriginal heritage will be celebrated and showcased.”

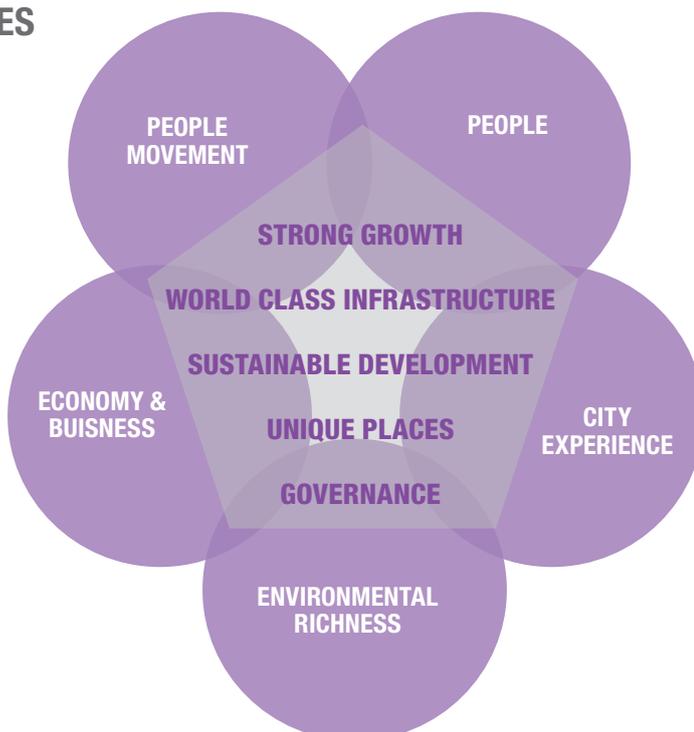
Council on the Ageing Forum

Themes and Directions 05

The city faces unprecedented and accelerating change arising from major global, national and local trends. Throughout Picture Adelaide 2040, we consistently heard that we need to be adaptive and resilient to harness the opportunities presented by change while preserving the things that make Adelaide unique.

Several themes and directions important to the city's future emerged from our research and engagement. There are overlaps between the themes and the directions cut across all of the themes.

5 DIRECTIONS CUT ACROSS ALL 5 THEMES



THEMES

Five major themes echoed consistently throughout the 1000+ stories you shared and these were affirmed at the community and stakeholder forums. These themes naturally overlap and together they describe an interconnected picture of the challenges and opportunities for the city.

These themes are:

- » **Economy and Businesses**
- » **People**
- » **City Experience**
- » **People Movement**
- » **Environmental Richness**

We delved deeply into these themes, discussing the tensions and opportunities emerging from within them in the final round of Picture Adelaide 2040 public and online forums.

This document summarises what you told us throughout Picture Adelaide 2040 and will be a key driver of the development of Council's major plans for the future of the city and Park Lands.

As a direct result of the Picture Adelaide 2040 initiative, we can confidentially say that the final outcomes directly reflect the vision and aspirations of our community and stakeholders for the future of the city and Park Lands.

DIRECTIONS

Strong Growth

The city must grow to have a strong future. Increasing numbers of residents, workers, visitors, businesses and students is seen as vital for a thriving economy and flourishing community.

Achieving the right sort of growth is critical and we consistently heard concerns about "growth at all costs". You have set us the challenge of promoting growth *and* diversity while retaining and enhancing those unique things you love about your city.

We repeatedly heard we need to increase opportunities to grow, retain and attract talent. You have an extremely strong desire to grow our business and career opportunities, especially for young people.

Sustainable Development

Facilitating growth while not causing long term harm to the economic, cultural, social and environmental fabric of the city is critical.

The UN sponsored Bruntland commission defined sustainable development as “the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

This definition is most commonly associated with environmental considerations but it can also be a basis to assess development in relation to other facets of city life, such as social, cultural and economic sustainability.

Unique Places

You value highly the diversity of places in the city and Park Lands and cherish the differences between small places and broader districts as well as the range of people and characters in them.

Our unique places create the points of difference that distinguish Adelaide from other cities. People can visit a variety of contrasting places in a single day and together they combine to provide a memorable city experience.

Council’s commitment to placemaking encourages the many communities of the city to be engaged in influencing the future of specific places and areas of the city. This recognises and seeks to build on the unique character of a particular area.

There was some concern raised about the restriction of access for people to public spaces and we know this must be managed this carefully.

World Class Infrastructure

You consistently told us of the need for infrastructure that meets changing community demands and is maintained to the highest possible standard. Asset management, including cleaning and maintenance is fundamental to the effective functioning, feel and attractiveness of the city.

Critical infrastructure such as footpaths, cycleways, roads, public spaces and parks will both facilitate and be impacted by growth. Information Communication Technology infrastructure will play an increasingly vital role in how the city operates and will put the user experience at the centre of what we do.

The design and connectivity of places in the city and Park Lands is important to many of the themes discussed throughout Picture Adelaide 2040. Our communities, businesses and stakeholders are increasingly demanding involvement in the design, development, use and maintenance of our public spaces, Park Lands and infrastructure.

Governance

During the final stage of Picture Adelaide 2040, we asked you to discuss what you see as Council’s role in delivering your vision of the future for our city.

Our partners and community called for more integration between State and Local Government planning and services. Some felt Council could act as an advocate or host to help take greater advantage of Adelaide’s demonstrable ability to work across different sectors and industries.

Advocacy groups told us they wanted to work with us in longer term partnerships that enhance certainty and help achieve their plans. Some saw us as a broker of ideas or “part funder” of business incubators, while others said we should just “allow things to happen”.

You also want us to “go to the people” and empower you to manage your own neighbourhoods and places. This is consistent with Council’s Placemaking Strategy, where “Inclusive and open governance arrangements encourage the Adelaide community, businesses and interest groups to work with us to produce positive outcomes for each party and the city, district or place.”



ECONOMY AND BUSINESS

Economic factors are a major consideration for the city now and into the future. A thriving economy is intertwined with a flourishing community. The city will need to work to its creative strengths and be agile in developing economic activity, supporting business growth and attracting investment to create a prosperous city of choice for residents, workers, students and visitors alike.

Global movement of capital, the education sector, tourism, arts, emerging technology based opportunities, and the rise of a strong start-up culture will all influence the future of the city.

Global Trends

Future State 2030 is a KPMG report that identifies several global megatrends important to the future of governments. While their individual impacts will be far-reaching, the trends are highly interrelated and demand a combined and coordinated set of responses. Three of the megatrends have significant implications for Adelaide's economic future. Increasing global economic interconnectedness will encourage greater international trade and flow of capital. This is expected to increase global economic growth but also increase the risk of international contagion events.

The second megatrend is an economic power shift that will see the continued rise of new economic powerhouses such as China, India and Indonesia. The third megatrend is the exponential growth in enabling technology that will increasingly pervade everyday life and has huge economic potential.

Local Trends

South Australia faces some significant economic challenges but Adelaide City is still forecast to experience economic growth. Currently representing around 20% of the State's economy and growing, the importance of the city as the economic powerhouse of the State should not be understated.

The State Government's 30 Year Plan for Greater Adelaide (2010) expects the total number of people employed in the city to increase by 50,000 to around 168,000 by 2040. It is also anticipated that growth in office-based professional services will drive the development of additional office space in the city over that time. Emerging technologically based opportunities and the rise of a strong start-up culture are some of the other features of the local economy upon which we can build future prosperity.

“Every extra person living in the city drives more business and more vitality. It's not only good for the city, but an economic enabler and cultural imperative for the state as a whole. So much so that I believe SA's success depends on it.”

Think Tank Forum

“Allow things to happen – we are the CBD.”

Town Hall Central Ward forum



What You Said

The city must grow to have a strong future and we heard clearly this means Adelaide needs to be “irrepressibly ambitious”. You helped us understand that this means nurturing small start-up businesses, supporting entrepreneurs and freeing up smaller amounts of capital to assist people in getting started. Council could have a role in helping start-ups connect with mentors, peers, customers, educators and global funding partners.

A strong message from the Central Ward forum and our partners was that Adelaide must improve its appetite for risk and be able to spot opportunities wherever they may arise. This requires progressive leadership across all sectors and industries supported by teams of experienced mentors and networkers.

The Central Ward forum also told us that a thriving economy and flourishing community are intertwined and population growth is vital to achieving a more prosperous city. You told us this requires high quality services, amenities and infrastructure as well as a greater diversity of land use and a harmonious mix of commercial premises and residential property.

Many people discussed the desire to grow, retain and attract talented people in a variety of fields as well as harnessing the potential of our young people. The challenge was described as creating “an opportunity rich environment” where people can reach their full potential in a clever city that is focused on quality of experience as well as economic growth. You emphasised Adelaide’s size, agility and good local connections as strengths in these areas.

Building on Adelaide’s passion to create, you identified many opportunities in a variety of sectors such as tourism, education, arts and events, new and green technology, medical research, hospitality and food and wine.

The “university city” was presented as a massive opportunity and our partners told us strategic partnerships are required to realise its potential. Adelaide’s major universities are already forming global connections, attracting growing numbers of students from around the world and are increasingly working towards commercial and social outcomes with industry and other partners. Council was asked to “bring cohesion and smooth the process for investment” and to cultivate an interwoven cultural experience that will attract and retain international students.

Recent growth and diversification of the food and hospitality industry along with the arrival of mobile food vans, the small bars scene and pop-up venues are evidently much loved by the wider community. The relaxation of liquor licensing laws and other regulations were seen as key to the emergence of a new entrepreneurial spirit in Adelaide. Your demand for greater deregulation of city trading hours alongside further wages reform was near unanimous.

You love the arts and events of all sizes and undeniably these are major drivers of the city economy. We are the Festival State, after all. Yet some of you suggested we could all do so much more in harnessing our passion to create. Amidst the consistent clamour for more events all year round, Central Ward forum participants thought the arts should become part of the “every day”. You said hubs that bring together artists, businesses and entrepreneurs could embed artistic creativity into all sorts of unlikely industries and develop business acumen amongst the arts community.

Many of you needed little encouragement to tell us what Council’s role should be in fostering a prosperous city. Some saw us as a broker of ideas or “part funder” of business incubators, while others said we should just “allow things to happen”. An intriguing suggestion was for Council to act as a “host to help people meet and build networks”. But above all else, our partners and forum participants implored us to brand and market the city in a cohesive and unforgettable way.

“Create an opportunity rich environment.”

September Town Hall community forum

One thing was abundantly clear throughout Picture Adelaide 2040 – the city is about its people. Whether someone is a resident, worker, student or visitor, the quality of their experience will depend on their interaction with places in the city and with each other.

Above all else you asked us to “make the city the place to live”. The provision of community facilities, as well as encouraging recognition and respect for diversity, will support the ongoing development of a liveable city.

Global Trends

Future State 2030 outlines two megatrends that align with the theme of People. The first is demographic changes, including increasingly ageing populations in developed countries alongside a “youth explosion” in many developing countries.

The second is “the rise of the individual” associated with a growing middle class, especially in the Asia-Pacific region and India. The “rise of the individual” in the context of escalating global connectedness is anticipated to increase expectations around education, services, facilities and a quality environment.

Local Trends

The city has a unique blend of cultural, business, service and retail offerings and is home to an increasingly diverse resident population.

There are currently 22,690 people living in the city. Most days, the city swells to accommodate 228,000 visitors, including 122,700 workers and many of the 87,000 enrolled students. The State Government recently reset its population targets for the city to 30,000 residents by 2017 and 50,000 by 2024.

Students from around the world contribute greatly to the diversity of the city. In 2011, people born in Asia made up 21% of the city’s resident population. 27% of city residents were University or TAFE students and those between 20-34 years of age are the largest group of residents and are expected to dominate the future population. The number of residents aged between 70-84 years will also increase over time.

Adelaide is on the traditional land of the Kaurna people. While Aboriginal and Torres Strait Islanders make up only 1.1% of the resident population, there is a vibrant and celebrated indigenous culture in the city.

“I strongly believe that a focus on driving up the CBD residential population should be the number one goal. Everything else will naturally follow.”

**Wayne,
Economy and Business
online forum**

What You Said

Your 1000+ stories affirmed that people are at the heart of what makes the city special. Many of your most frequent responses to what you love about your favourite place featured people and talked about unique characters, our general friendliness, and cherished memories of times spent with family and friends in the city.

We consistently heard discussions about sustaining a “sense of community”. Community centres, gardens and events, communal spaces in residential high-rise buildings and cultural hubs, all connected by public transport and integrated with public spaces was presented as a way to bring people together and create “social vines”.

“Sharing brings people together”. You asked Council to support collaborative ideas such as shared vehicles, shared gardens and shared spaces. People want to see hubs in our Park Lands, squares and vacant office buildings where everyone is free to contribute, learn and build collective knowledge and skills in a variety of fields and endeavours.

Residents want to feel ownership of their neighbourhoods. You reiterated your desire for self-empowered local groups and for residents to be continually and actively engaged in neighbourhood management.

“Make the city the place to live!”

**Sophie
People and
Community online
forum**

Many of you wholeheartedly embraced the notion that driving up our residential population should be our number one goal to ensure a prosperous future. You told us that affordable housing, longer term residential leases and a variety of accommodation types and sizes are an obvious way to encourage growth in our residential city population.

And while some of you cautioned against inadvertently creating a “rat race”, many of you thought Adelaide’s tranquillity, beauty and very special lifestyle can be preserved through sustainable growth that is supported by clever planning and informed by a strong community voice.

The passion to create is very evident in the people and communities of the city. You told us how businesses contribute to the “social good” of communities and how unique activities, events and places are bringing people together.

You felt that the hustle and bustle of a vibrant, densely populated city would alleviate concerns some people have about safety and this will attract the families you believe are crucial in developing a sense of community. Of course, attracting families means providing the widest possible range of amenities and activities for young people.

Participants at the Youth Council forum came up with many great ideas, such as rock climbing, cricket nets, segregated bike lanes, interactive public art and even segways for hire and waterslides.

You told us of your desire for a city that is welcoming to all and has something to offer everyone regardless of age, ability or background. With an expected increase in our elderly population, discussions at our Council on the Aging forum stressed the importance of “universal design” in ensuring accessibility. We also heard that the entire community

needs to consider people who are homeless, in marginal housing or otherwise disadvantaged. More than once you described how “us and them could just become us”.

We should all be encouraged by the feedback from the people with refugee backgrounds we met at the Migrant Resource Centre forum. There we were told that Adelaide is the most tolerant and welcoming of the capital cities. Our acceptance and inclusiveness means we are well placed to achieve the vision so many of you have for a truly “multicultural future”.

“Sharing brings people together.”

Tina
People and Community
online forum

“It’s like how that old saying goes ‘everyone knows everyone in Adelaide’. I love that because it gives us a real sense of community and it’s easy to maintain relationships here.”

Lindy
Storyteller



CITY EXPERIENCE

You are rightly proud of the “unique spirit” of the city and Park Lands. The capital city of the Festival State offers a wide variety of much loved sporting and cultural offerings, including performing and visual arts, music and events. Your discussions suggest that the obvious thing to do now to is to have more: more events and year-round entertainment, more art and artistic spaces, more innovation and spontaneity, and more celebration and reflection of our Kurna cultural identity.

Global Trends

Future State 2030 outlines a growing global trend toward urbanisation. Combined with increasing global mobility, this means cities are increasingly competing with each other. Cities must adapt to increasing urbanisation while maintaining a unique offering to be able to remain prosperous and liveable and attract and retain people and businesses.

Cities that have a range of cultural offerings along with employment and business opportunities will be well positioned in a rapidly changing global environment.

Local Trends

While anticipated increases in the city’s population may pose challenges, it also provides an opportunity to build on our unique cultural experiences and enliven the city even further.

The city and Park Lands are home to a growing range of festivals, events and activities. AFL football at the redeveloped Adelaide Oval has had a significant impact on both the number of people regularly visiting the city as well as spreading activity over a greater portion of the year. Nevertheless, the greatest concentration of events still occurs in the traditional “mad March”.

Adelaide’s major cultural institutions also greatly influence the city experience and continually adapting to change while retaining the qualities that make them unique will be an ongoing challenge.

“We have an innovation of activity built into our DNA.”

Stakeholder Think Tank

“Adelaide is a beautiful place to be early in the morning. Every now and then I discover a new and quirky corner of Adelaide. It’s like uncovering hidden treasures.”

Rosalie Storyteller

“Greater city wide understanding of Aboriginal cultural identity and fabric.”

Aboriginal Groups forum



What You Said

Your passion to create was most evident in the theme, City Experience. One of Adelaide's strengths identified at the stakeholder forum was that we have "innovation of activity built into our DNA". Part of this is the desire to "give things a go". Often unheralded, the city is home to innovations big and small where ideas can be "trially and tested". This is characteristic of a city with good connections between people who can foster new ideas and bring them to fruition.

Your discussions highlighted a clear role for government and Council as a facilitator, as well as supporting our cultural institutions and activities, stimulating a "can do" spirit and delivering high quality public spaces. Our partners told us they need greater assurance of our long term support to help them plan and experiment over time. We were also candidly told that Council needs to integrate its efforts more effectively with the State Government and surrounding councils, particularly in relation to planning and city branding. Council can also facilitate community interaction through sound urban design, by engaging people in designing and delivering community programs and through working with partners.

"A simple walk will take two hours because there will be so much to do."

**Council on
The Ageing Forum**

You asked us to do more to raise awareness of what's happening in the city and "share our secrets". Our partners told us we need to work together on this while some of you suggested ideas such as a "what's on app" or "digital pillars" to cater for impulsive people.

Supporting cultural expression is highly valued. There were many comments throughout the forums highlighting the delight buskers and live music brings to the city and Park Lands. Storytellers often cited public art pieces and street art as favourite features of cherished places. People also told stories about the institutional cultural offerings such as art galleries and museums which all help weave a rich city tapestry.

Your 1000+ stories revealed that what you often love about your favourite place in the city is its "great atmosphere, buzz, vibe and vibrancy". As such, some of the most frequently mentioned places were Adelaide Oval, Rundle Mall, Peel and Leigh Streets, and the Adelaide Central Market. People felt that many of these had blossomed in recent times due to public investment, regulatory change and small bars licensing reform.

Festivals and major events such as the Fringe Festival and the Garden of Unearthly Delights are much loved and even seen by some as encapsulating the city's spirit. Your passion for "mad March" is obvious and you clearly crave more events throughout the rest of the year, particularly during winter. Sheltered outdoor infrastructure was seen as vital to the success of major events during the colder, wetter months.

Discussions on the online forums called for more events showcasing local talent as well as art hubs.

You see the Park Lands as an intrinsic part of Adelaide's soul and as a drawcard that contributes immensely to the city experience. Supporting calls for the Park Lands to host more events and art, you implored us to "put stuff in the Park Lands to draw people in".

The Adelaide Plains are the traditional Country of the Kurna People and there was meaningful support for greater acknowledgement and celebration of Kurna culture and heritage. A proposal for a "reflection place" resonated with many people at our forums, along with suggestions to generate greater citywide awareness of Kurna cultural identity as part of the essential fabric of the city.

You said a true 24/7 city has a seamless transition from the day to a safe and vibrant night life and your suggestions included deregulated shopping hours, penalty rates reform and more small scale activities such as buskers and live music. Spontaneity and more surprises are desired. Food vans, mobile cafes, small pop-up shows, transient street art, art trails and temporary activations were all supported and proposed as simple ways to generate a fun atmosphere. One person at a public forum visualised a casual stroll through the city in 2040 that might "take two hours because there will be so much to do."

PEOPLE MOVEMENT

No other theme evoked as much passion as People Movement. Achieving a sustainable balance between cars, public transport, cycling and walking in a city with finite street capacity continues to be a challenge but also inspires so many creative ideas. And while you certainly have polar views on what people movement could look like in 2040, there seems to be consensus that cities are for people, so let's make people our top priority.

Global Trends

Global trends expected to influence future approaches to transport and movement include urbanisation and climate change. As more people call urban areas home, the greater the pressure on transport infrastructure. A significant shift is expected away from private cars to public transport, walking and cycling.

“Traffic management is the key, with people acknowledging that not every form of transport was ideal for every person and that people should be able to travel by their mode of choice.”

RAA Submission



Local Trends

Car use is currently the predominant mode of transport to and within the city. To support future growth and land use, greater balance between multiple transport and movement options are anticipated.

The total number of daily trips made within the city is forecast to increase by 43% between 2011 and 2038. This means that over 200,000 additional people will travel to, through and within the city.

To achieve a better balance and accommodate additional people movement, Adelaide City Council's Smart Move Transport and Movement Strategy seeks to support easy walking, safe cycling and quality public transport within existing street spaces.

The State Government's Integrated Transport and Land Use Plan envisages a concentration of development in the city supported by greater amenity for cycling and walking. It also proposes an extended inner city tram network. Recently announced plans for an extension of the O-Bahn have prompted robust discussion.

Existing local plans focus on public transport and increasing walking and cycling to and within the city. The number of people cycling to the city doubled between 2003 and 2013 and usage of Adelaide Free Bikes is at record levels.

“Cities are for people, so make them the top priority for movement”

***Greg
People Movement Online Forum***

What You Said

The city is generally viewed as easy to move around with multiple transport and movement options providing diverse ways to experience the city, its places and character. A much loved attribute of the city and Park Lands that emerged from the storytelling was the link between ease of movement, exploration of places and the discovery of “hidden gems”.

You were vocal in your support for smart integrated design and infrastructure that puts people first. Solutions favouring pedestrians and cyclists were popular and you love the many opportunities for recreational cycling, in particular the Torrens Linear Park and the Park Lands Trail.

You yearn for “irresistible public transport” that is direct, accessible and frequent, especially at night and weekends. And you want it to be free! Modern amenities such as free WiFi and charging stations for mobile devices on buses, trains and stops would be a bonus. Many of you put forward the intuitive case that better public transport will bring more people to the city, promoting diversity, vibrancy and prosperity.

Fixed lines services and segregated lanes are seen as inherently reliable and many would like to see expanded tram, train and O-Bahn lines. But this was balanced by concern that the required space will encroach on roads and Park Lands. Undergrounding was offered as one solution.

We consistently heard about the need for accessibility so everyone is able to get around and gain close proximity to events and destinations. “Multi-nodal” linkages along with flexible routes, stops and schedules were suggested to assist “event hopping”.

But there’s no hiding from it – the topic of cars and car parking in the city created the biggest division of all the Picture Adelaide 2040 discussions. Many of you called for no cars within the CBD on weekends to allow roads to be opened up for events. Just as many felt that people should be free to travel by their preferred mode of choice.

We heard at the community and stakeholder forums that the proximity of places of interest in the city reduces the need for a car. Others called for transition over time and gradual introduction of one-way “peak period, peak direction” streets, with some roads devoted to bikes or buses, others devoted to cars. Looking longer term, some

people suggested autonomous vehicles as a future consideration.

Parking is an ongoing challenge and affordability and accessibility remain hot topics. Creative suggestions included undergrounding, incorporating parking costs into the price of tickets for major events, letting local residents set parking policy in their own streets, and even allowing residents to use business and university parking spaces after hours or on weekends.

When it comes to people movement in the city, many of you feel we need a cleverly holistic approach and greater collaboration between councils and State Government agencies. Certainly, many of your ideas such as city bypasses and park and rides demand such an approach. There was also acknowledgment that resources are needed to match public policy objectives for transport options and this may require private investment.

“I love riding through the Park Lands on a beautiful sunny day. There is so much to see, from wildlife to the lush greenery to the people who are taking a casual stroll. It is also my favourite past-time with my Dad and something that reminds me of him.”

**Kylie
Storyteller**

“Making other forms of travel irresistible”

**Edward
People Movement online forum**



ENVIRONMENTAL RICHNESS

You genuinely appreciate how the city's environment contributes to the richness and experience of places and to our overall quality of life. The natural and built elements of the public areas of the city are highly valued by city users and the Park Lands are adored and seen as bursting with potential.

This richness is shadowed by your concerns about neglect for our natural resources and the future impacts of climate change. Reducing carbon emissions, water use energy consumption and waste were often cited as key challenges.

Global Trends

Future State 2030 outlines two mega-trends expected to influence the natural environment of the city of Adelaide: climate change and resource stress.

Climate change will impact the environment in complex ways that will test the resilience of natural and built systems. Natural resources such as water, agricultural land and energy will be increasingly stretched by the combined pressures of climate change, population growth and economic growth. Our community insisted that we increase our focus on proactive measures to mitigate the impacts.

Local Trends

Rising global temperatures means we can expect an exacerbation of the urban heat island effect and an increase in the average number of days with temperatures over 35 degrees. Under the heat island effect, concrete, asphalt and buildings cause urban areas to be much hotter than rural areas. The comfort and liveability of the city may be compromised by climate change in a number of ways, including extreme weather events and increased risks to vulnerable people.

Due to their cooling effect, the Park Lands can be up to eight degrees cooler than the built up areas of the city. The Park Lands also contain some of the best examples of remnant vegetation on the Adelaide plains. Forty-eight hectares of the Park Lands are dedicated to biodiversity conservation and management.

The city has among the highest proportion of green star rated office space in Australia. While increasing the proportion of green office space may help reduce carbon emissions, this will occur in the context of anticipated future increases in commercial floorspace.

"I like North Terrace for its beautiful heritage buildings. The street is also tree-lined, which complements the historic nature of the street design. It's really a special place that should be treasured."

*Joy
Storyteller*

What You Said

Your passion to create will be vital in addressing environmental concerns and enhancing our natural and built assets. The city has led the nation and in some cases the world with initiatives that enhance our environment.

You told us that ecological sensitivity and sustainability should be underlying design philosophies for new developments in the city and green buildings should become the norm. Forum discussions revealed many opportunities for creatively harnessing renewable electricity generation and water recycling, as well as smart ways to reduce energy consumption and manage waste. These are critical for an environmentally rich city and must be done well to maintain our enviable lifestyle.

We heard many views about how the richness of the city environment could be further enhanced and undeniably the buzz word was "green". Green roofs and walls, green open spaces and play areas, tree-lined streets, grassed areas and landscaping were all seen as essential to a wonderful city experience. Trees were repeatedly cited as "foils to dense development".

And you really, really love the Park Lands. Some of you see them as our greatest asset and no less than Adelaide's identity and soul. Four of the top ten favourite places in your 1000+ stories are in the Park Lands: Botanic Gardens, River Torrens, Adelaide Oval, and Adelaide Zoo. Storytellers highlighted the simple beauty of the

Park Lands as places for trees and birdlife to flourish or quiet spaces offering refuge from the hustle and bustle of the city.

Many people appealed for the Park Lands to be even more inviting, accessible, active and vibrant. Mass greening, additional public art, lawned picnic sanctuaries, open-air galleries, internationally themed gardens, cafes, orienteering, mystery tours for kids and mobile food vans were all put forward as great ideas.

Discussions on the need for supporting infrastructure and innovative spaces accompanied the popular call for opening up the Park Lands for even more events of all types and sizes. At the same time, you told us we must carefully manage the “fencing off” of public spaces.

A sobering warning at one forum pleaded for all of us to prepare for the impact on our Park Lands and trees of a possible arid future with extreme weather events and increasing water salinity. For some people this meant choosing trees and plants more suited to an arid climate while for others it meant greater use of recycled water for irrigation. Under either scenario, you told us we need to prepare now.

Along with the natural landscape, heritage buildings, quaint cottages, public art, street art and sculptures also add to the richness of the city. Your public forum discussions suggest you see development and heritage as companionable. Absolutely, you want to preserve the city’s built character but most

people believe we can build on what we already have while retaining the charm of our many beautiful buildings.

Once a consensus emerged in the forums that high density living promises many environmental, social and economic benefits, you called for an overall design philosophy to alleviate associated concerns and impacts. You asked for more public spaces to be cleverly weaved into new developments. Indeed, public spaces large and small featured prominently in your stories and ideas, highlighting your affinity with natural elements. They are highly valued as places for gatherings with family and friends as well as places for quiet contemplation.

“The beautiful garden in the South West of the city, where I live, provides for the residents a sense of belonging, tranquillity, shade in the heat, enjoyment of the biodiversity that it attracts, and above all, it creates a community.”

***Von
Storyteller***

“The Park Lands are Adelaide’s identity, our soul, unique to our city across the globe”

***Chris
City Spirit online forum***



“A big yes for greener park lands”

***Susan
Environmental
Richness online
forum***



Further Reading 06

In Australia and South Australia there have been several strategies and studies that seek to describe and plan for a desired future. These have been used to inform the Picture Adelaide 2040 initiative and include:

- » Future State 2030 (KPMG)
- » Our Common Future (UN report from the World Commission on Environment and Development)
- » The National Urban Policy (Australian Government)
- » Smart Growth: Unlocking Smart Growth in Australia's Capital Cities (Council of Capital City Lord Mayors)
- » Smart Move Transport and Movement Strategy (Adelaide City Council)
- » South Australia's Strategic Plan (State Government)
- » Government of South Australia – seven strategic priorities (State Government)
- » 30-Year Plan for Greater Adelaide (State Government)
- » Integrated Design Strategy – also known as 5000+ (Integrated Design Commission, State Government)
- » Integrated Transport and Land Use Plan (State Government)
- » 10 Year Spatial Vision for the city (Adelaide City Council)
- » Public Life Public Spaces – Gehl Architects report (Adelaide City Council)
- » Adelaide Fine Grain – A Strategy for strengthening the fine grain of the Adelaide City Centre (Adelaide City Council)
- » Creative City Index Adelaide – an audit undertaken to measure the “creative pulse” of Greater Adelaide in conjunction with the City of Playford and the Department of State Development

