

# Capital City Committee Adelaide

Annual Report 2000 – 2001



Government  
of South Australia





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# Introduction

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The Capital City Committee has now completed its second full year of operation. It met first in early 1999 after the proclamation of the City of Adelaide Act, 1998 and the first Adelaide City Council election held under that Act.

The Capital City Committee establishes a platform for cooperation and collaboration between the State Government and the Adelaide City Council in their development of the city.

The arrangements under the Act also provide for a broadening of involvement in the development of the city through the creation of a Capital City Forum, a group of people appointed largely from outside Government and the Council, who provide feedback and ideas to the Committee.

The Committee is required to prepare a Capital City Development Program which describes the agenda for the development of Adelaide.

Each of these elements – the Committee, the Forum and the Capital City Development Program – comprise what could be thought of as the 'Adelaide model' – an innovative approach to governance for the city based on partnership and cooperation.

Ultimately the success of the model relies upon those aspects of it which cannot be regulated – the establishment of effective relationships and the strategic choices made for the city.

The City of Melbourne Facilitation Panel, which reported in December, 2000, examined a range of models for capital city governance around Australia. It recommended that the best model for capital city management was the Adelaide Capital City Committee and proposed it be adopted for Melbourne – including the various aspects described above – the Capital City Forum and the Capital City Development Program.

This provides external recognition of the value of our approach to city governance. More importantly the Capital City Committee model needs to work for Adelaide. That it has worked and has been an important element in the revitalisation of the City of Adelaide is generally agreed. A sense of partnership now exists between the State Government and Adelaide City Council – both between elected representatives and between officers in each administration.

A more thorough examination of the effectiveness of the Capital City Committee approach will occur in 2001-2002 when the arrangements are due for formal review under the City of Adelaide Act, 1998.

# The vital city

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*“To reinvent itself economically the centre has to become a community marked by diversity, opportunity, creative production, learning and safety” (Sam Casella in ‘Citistates’, ed. Neal R Peirce, 1993).*

The City of Adelaide has the elements of a successful city of the 21<sup>st</sup> century with its natural beauty, its accessibility, its two city universities, its investment in arts and culture, a record of innovation and ideas, talent in creating events and the unique Park Lands.

The nineties was a difficult decade for Adelaide. However, there is now a strong sense of a city renewed. From the reclamation and reinvention of the West End; the vibrant culture of debate and ideas emerging through the Festival of Ideas and through the changes in the urban environment – some of which have been subtle, such as the new street furniture, and some which have been dramatic, such as the Adelaide Convention Centre extensions and the new National Wine Centre.

There is also a growing sense of optimism and confidence. The Capital City Committee commissioned a survey of business opinion leaders in 2000 by McGregor Tan Marketing. It repeated questions asked in a similar survey conducted in 1998 by Adelaide 21. People surveyed were members of company boards, business ambassadors, directors of peak bodies, senior university staff, managing directors of accounting and legal firms and senior public servants.

Results of the 2000 survey reinforced a 1998 conclusion that the health and vitality of the city is of particular importance to most business opinion leaders. However, the key finding of the new survey was that many more business opinion leaders believe that the competitive position of Adelaide as a whole is improving (42 per cent compared with 24 per cent in 1998). Seventy-three per cent indicated that the city is undergoing a revitalisation.

In July 2000, at a workshop arranged by the Capital City Project Team, 50 key city stakeholders reported a growing sense of confidence and optimism in the city. One of the key reasons for the optimism was a perception that increasing collaboration between sectors and between people was producing results. There is now energy for change and for new ideas in Adelaide.

These things matter. The first Capital City Forum, in its consideration of Adelaide’s competitive advantage, pointed to our capacity to bring people together to get things done. The members of the Forum and the Committee all agree that the vitality, quality and growth of the city centre matters to us all. A strong and vital city centre is necessary for strong metropolitan and regional growth.

The impact of the new economy, and the increasing emphasis on quality of life factors in successful regions, points to the need for Adelaide to further develop the mosaic of attractions that make it a distinctive city.

The city has a special role for the state and the metropolitan area. It needs to fulfil its potential for the community as a vibrant, exciting and diverse centre.

In the successful city of the future everything matters – the environment, architecture, arts, economic development, education, culture and diversity, heritage, recreation, food and wine, and transport. Our thinking needs to encompass all these areas.

In late June 2001 the Adelaide City Council was finalising its ‘New Directions for Adelaide’ which will articulate aspirations which are bold, innovative and creative – embracing high quality urban design, environmental and landmark projects and commitment to growth.

## Priorities for 2000-2001

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The functions of the Capital City Committee are attached as Appendix 1.

The shared framework for strategic direction setting between the State Government and the Adelaide City Council is the Capital City Development Program.

In the annual report for 1999-2000, the Government and the Council agreed to work collaboratively to progress and influence the following for 2000-2001:

- Developing a Capital City Development Program for 2001
- Developing performance indicators to measure progress in revitalising the city
- Fostering the development of student and affordable housing in the city
- Developing the education industry
- Developing publicly owned assets in the city
- Developing consensus on urban design, urban policy and urban strategy to influence the city's future character
- Developing a framework within which Adelaide could be branded consistently
- Completion of preliminary work on the North Terrace Precincts Redevelopment
- Supporting the development of the Riverbank Precinct
- Implementation of initiatives which result from the joint Adelaide City Council and State Government approach to city safety.

## Progress in 2000-2001

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A summary of progress and achievements against the identified priorities for 2000-2001 is included below.

### Revision of Capital City Development Program

The Capital City Development Program was revised and published as a fully searchable on-line data base in December, 2000 with over 170 records. The *City Update* was published in Autumn 2001 to support and promote the Capital City Development Program. The *City Update* was designed in line with the work of the Marketing Adelaide Group to present modern, fresh images of Adelaide.

### Indicators for performance

A workshop of 50 key people in Adelaide brought together by the Capital City Project Team in July, 2000 agreed that there were many positive signs of growth and increasing confidence and optimism in the city. The most significant initiative identified, which supported that growing confidence, was the development of the Capital City Committee which had fostered a sense of collaboration between the government and the council and engagement of the government in the development of the city.

The *City Report Card* was published in December 2000 by the Adelaide City Council and the Capital City Committee. It reported on the survey commissioned by the Capital City Committee which found that over 95% of opinion leaders considered the vitality of the city to be important to the future economic and social prospects for the State. 73% believed that the city was undergoing a revitalisation.

**Top five city strengths identified by Business Opinion Leaders, 2000**

1. Accessibility
2. Quality of the environment
3. Cost of living
4. Centre for art and culture
5. Tourist attractions

The *City Report Card* reported on progress against the themes for the rejuvenation of Adelaide which are: *The Gathering Place, The Gateway to SA, City of Creative Imagination, The Learning City and City of Light and Style.*

Key Indicators for growth in the city included:

- Growth in development activity – particularly residential and hotel development (a doubling of residential and hotel development likely from those completed in 2000 to those completed in 2001)
- Reduction in office vacancy rates (from 17.7% in July 1999 to 11.5% in 2001 – extremely low availability of Premium (around 1%) or A Grade accommodation (around 7%))
- Increased tourism to the State (14% growth in 2000-2001)
- Attraction of service centres to the city – such as BHP, Malaysia Airlines, Cable and Wireless Optus
- Increased overseas student numbers to Adelaide (increase of 11.4% in 2000)
- Revitalisation of the West End.

In February 2001 the Premier and Lord Mayor travelled to Melbourne at the invitation of the Lord Mayor of Melbourne to speak on the value of the Capital City Committee model. The City of Melbourne Facilitation Panel recommended the adoption of the Capital City Committee approach.

## **Student and Affordable Housing in the City**

In 2000, the Capital City Committee asked that work be initiated to see how the development of student accommodation in the city could be fostered. One of the issues appeared to be a lack of data and information about the accommodation students wanted, the amount of rent they were prepared to pay and their interest in living in or near the city. The Capital City Committee and the University of SA jointly commissioned a survey of international students to identify their accommodation preferences. The survey was completed in July, 2000 with 228 responses. 50% of students expressed a preference for living in the city or within 2 kilometres of the city. The results of the survey have been made available to interested parties – including the universities and developers.

After many years where the development of student housing projects faltered in the city, Unihouse Rundle Mall opened in 2001 with 98 apartments fully let by February 2001. Plans were developed by Unihouse for a second 140 apartment building to be known as Unihouse City West attached to a 110 bed hotel in Hindley Street.



**Unihouse apartment, Rundle Mall**

The University of SA took an active interest in the development of student housing and underwrote the University of SA Student Housing Association in a lease on six two bedroom townhouses in North Street near the City West Campus.

The University of SA Student Housing Association entered into a Management Agreement for a 12 month trial with the Youth Hostel Association SA (YHA) to manage the YHA hostel in Gilles Street for student accommodation when the YHA relocated to 141 Waymouth Street .

## **Education Industry**

One of the key shared priorities of the Government and the Council is to attract more students to study in South Australia. The State Government and the Adelaide City Council along with the three universities jointly sponsor Education Adelaide, as a body to cooperatively market Adelaide as an education destination. In 2000 numbers of international students studying in Adelaide rose by 11.4%.

In early 2000 the Capital City Committee asked the Capital City Forum to make recommendations to further develop Adelaide as an education city. The Forum made a number of recommendations. Inter alia, the recommendations supported the establishment of a mid term review for Education Adelaide which was initiated by the Minister for Education in 2001 and which reported in June, 2001. The Forum also recommended a stronger state government role be developed and this was referred to the State Government for further consideration.

Other notable developments in Adelaide in 2000-2001 included the completion of the Roma Mitchell Arts Education Centre which opened in 2001, the University of Adelaide Molecular Science Building opened in October, 2000 and Le Cordon Bleu International Training Facility announced it would establish its Australian operation in Adelaide.

## Assets in the city

The Government and the Council continued to work cooperatively on publicly owned assets in the city. Urban Design Guidelines were developed for a number of city sites including the Franklin Street Bus Depot, the Tram Barn site and the Vaughan/Palais car parks. The redevelopment of the Old Treasury Building as a boutique hotel commenced. Remediation of the Halifax Depot was completed by the Adelaide City Council and the development of the site as town houses, apartments and residences commenced.

## Urban Design and Policy

The Capital City Committee asked the Capital City Forum to examine policy and direction setting for Adelaide specifically in the area of urban design and planning. Recommendations were adopted in August, 2000.



Speakers for the *City as a Stage* event, March 2001

The Government (through Planning SA), the Adelaide City Council and a number of partners including the Adelaide Festival of Arts, the Property Council of Australia, the University of SA, the Capital City Project Team and Hassell jointly developed the *City as a Stage* event in March, 2001.

As a result of that event a number of initiatives have been developed. One of the key note speakers, Professor Jan Gehl, returned to Adelaide in June 2001 as a guest of Planning SA, Adelaide City Council and the Capital City Project Team to scope out a proposed joint City Spaces Study to be undertaken in 2002. A Green Building Group was established by the Capital City Project Team to develop a register of 'green' buildings and to foster opportunities for green commercial development. The Adelaide City Council has announced its in principle support for a Free City Bike Scheme modelled along the lines of a scheme established in Copenhagen. *City as a Stage* was also a lead in event to the 2002 Adelaide Festival of Arts, where there will be a strong architecture and urban design theme.

The City of Adelaide Development Plan was amended to maintain and strengthen the special character of the City by controlling private and public development to ensure the city develops in an efficient, lively, interesting and attractive manner. The Plan reflects the directions of the Capital City Development Program and Adelaide 21. It also encourages emerging clusters of economic activity, such as the arts and education led revival of the West End.

Major progress was made in the arts led development of the West End of Adelaide. The West End Redevelopment Strategy won a National Planning Award, in October 2000. The relocation of the Adelaide Symphony Orchestra to Hindley Street was confirmed. Music House opened at the Lion Arts Centre. New and refurbished coffee shops, restaurants, art galleries, retail and offices have followed these major relocations.

## Marketing Framework

Following recommendations of the Capital City Forum, the Premier and Lord Mayor wrote to key marketing organisations in August, 2000 to invite them to participate in working on a consistent approach to marketing Adelaide. The Marketing Adelaide Group was established in September, 2000, convened by the Adelaide City Council. It involved membership from Government agencies, statutory authorities and the private sector. In 2000-2001 this work led to the development of agreed themes for marketing Adelaide and identification of products which would support the collaborative approach. These products will be further developed in 2001-2002.

## North Terrace Redevelopment

One of the major achievements in 2000-2001 was the formal commitment to funding for the redevelopment of North Terrace. The North Terrace Sub Committee was formalised as a Sub Committee of the Capital City Committee in 1999 to oversee the redevelopment of North Terrace. In 2000-2001 the Sub Committee was jointly Chaired by the Minister for Local Government and the Lord Mayor in recognition of the shared commitment to North Terrace. Regular reports and discussions on the North Terrace Redevelopment occurred with the Capital City Committee. In 2001 the North Terrace Redevelopment Framework and the concept design were completed and the Government and the Council each committed to jointly funding Stage 1 of the redevelopment between Kintore Avenue and Frome Road for a total investment of \$16.4 million. Work was scheduled to commence in early 2002 and be completed in 2003.



North Terrace

In 2000-2001 with the support of the Department of Industry and Trade, a consortium involving the Adelaide University, Agile, Dspace, Playford Centre, Telstra, University of South Australia and the Adelaide City Council was successful in its bid for funds for the development of a state of the art wireless network for North Terrace, as a commercial test bed for this new technology.

The redevelopment of the State Library commenced, complementing the recently completed development of the SA Museum. The National Wine Centre and International Rose Garden progressed as did the redevelopment of the Adelaide Convention Centre and the associated Riverbank Redevelopment. A number of private sector developments were commenced or completed including the completion of Adelaide Central Plaza/David Jones development.

## **Riverbank Redevelopment**

A key priority of the State Government has been the redevelopment of the Riverbank area. This Project has been overseen by a Cabinet Committee and managed through the Department of Administrative and Information Services. The Adelaide City Council committed to invest in the development of the Riverwalk aspect of the Riverbank Redevelopment.

## **Safety in the City**

The State Government and the Adelaide City Council, through the Capital City Committee, identified city safety as a key priority for Adelaide. With the support of the relevant Ministers and the Adelaide City Council, a Safe City Working Group was established to ensure that a collaborative and practical approach was adopted. The Safe City Working Group is convened by the SA Police and meets every two months. It provides a report to each meeting of the Capital City Committee. Over 2000-2001 there was a further reduction in the rate of violent crime, which is already very low in Adelaide. There were a number of specific police operations including Operation City Safe which began in September, 2000. The Adelaide City Council implemented the City Safety Action Plan – including public lighting, development of safe pedestrian routes and close circuit television security monitoring.

The Adelaide City Council supported the establishment of a dry zone in the city streets and squares for a trial period of 12 months. The establishment of the dry zone on a trial basis was also supported by the State Government. It was agreed that a stabilisation facility would be established in the city to ensure that there were services available beyond the initial sobering up facilities. A coordinated approach to the implementation of the dry zone was developed between key government agencies and the Adelaide City Council to ensure effective service responses.

# Capital City Committee

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The State Government and the Adelaide City Council have separate and important responsibilities for Adelaide as our capital city. The Capital City Committee provides a regular opportunity for the two spheres of government to consider and debate the priorities for the development of the city in a constructive way.

The functions of the Capital City Committee are outlined in the City of Adelaide Act, 1998 and are included as Appendix 1.

The Council and the Government share goals for the growth and development of Adelaide which build on our strengths and talents and which attract people to the city – as workers, students, visitors and residents.

The Capital City Committee meets every two months. In 2000-2001 the Committee met in August, October, December, February, April and June.

In 2000-2001 the Capital City Committee was chaired by the Premier, the Hon John Olsen MP and included the Lord Mayor, the Right Honourable Alfred Huang (Deputy Chair); the Minister for Transport Urban Planning and the Arts, the Hon. Diana Laidlaw MLC; the Minister for Local Government, the Hon. Dorothy Kotz MP, Councillor Michael Harbison, Deputy Lord Mayor and Councillor Richard Hayward.

The Committee does not make decisions on behalf of Government or the Council. If decisions are required they are referred to the appropriate authority. A regular report of Committee meetings is provided to the Adelaide City Council.

**During 2000-2001 the Capital City Committee comprised the following:**

Hon John Olsen, MP  
Premier  
Right Honourable Alfred Huang, Lord Mayor  
Hon Diana Laidlaw, MLC  
Minister for Transport, Urban Planning and the Arts  
Hon. Dorothy Kotz, MP  
Minister for Local Government  
Councillor Michael Harbison, Deputy Lord Mayor  
Councillor Richard Hayward

Some of the issues progressed through the Committee over the last 12 months include:

- Redevelopment of North Terrace
- Image and Identity of Adelaide
- Attracting investment to Adelaide
- Safety in the City
- Affordable accommodation in the City
- Developing Adelaide as an Education City
- Policy and Strategy for Adelaide
- Student Accommodation in Adelaide
- West End Redevelopment
- Heritage Funding
- Homelessness in the City
- Urban Design, Public Art and architecture
- Indigenous Issues in Adelaide
- Park Lands
- Information Economy in Adelaide
- Asset Management and development
- Coordination between the Government and Council

In addition, there were a number of specific issues referred to the Committee by the Adelaide Council or raised by the State Government.

# Capital City Forum

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Adelaide is very fortunate to have many people with talent and vision prepared to commit their time, ideas and energy to the development of the city.

The Capital City Forum is a group of people drawn from diverse areas – each member wanting to contribute to the revitalisation of Adelaide. Members are not paid for their involvement.

Members of the Forum are involved in business, the arts, culture, health, education, media, community services, urban planning and design, property and development. The strength of the Forum is its diversity.

The Capital City Forum acts as a sounding board for the Capital City Committee and has generated recommendations for the Committee in a number of areas. The terms of reference of the Forum are attached as Appendix 2.

## First Capital City Forum – 1999-2000



**Members of the first Capital City Forum and Capital City Committee 1999  
(full list of Forum members at Appendix 3)**

In 2000-2001 the Capital City Committee took forward a series of recommendations made by the first Capital City Forum to develop the city in a number of areas – Setting Policy and Strategy for Adelaide; Attracting Investment; Education Industry; Image and Identity. The membership of the first Capital City Forum is attached as Appendix 3.

The Forum members devoted many hours to develop carefully considered recommendations for the Committee. These were presented to the Committee in June 2000. Formal presentations to State Cabinet and the Adelaide City Council occurred this year.

A function to thank the Forum for its work was held in August 2000. It was hosted by the Premier at Parliament House on behalf of, and in the presence of, the Capital City Committee. At this function the Premier and the Lord Mayor each acknowledged the contribution of the Forum and, in particular, the efforts of the Chair Mr Bill Manos and the convenors of the working groups Helen Dyer, David Klingberg, David Woolford, Stephen Young and Jim Hazel.

The term of the first Capital City Forum was 12 months. A summary of the work of the first Capital City Forum is below.

**Image and Identity** – the focus of the work of this group was to understand how the city of Adelaide was being marketed nationally and internationally and to develop recommendations for improvement. It drew on the Review of Adelaide City Marketing, 1999. It resolved that while there was no overriding theme or slogan to position Adelaide it was the combination of attributes that needed to be translated into themes that were consistently applied – particularly through government marketing. The Marketing Adelaide Group has been established by the Capital City Committee to progress its recommendations.

**Attracting Investment to Adelaide** – this group considered how Adelaide could be more successful in attracting investment. It proposed a number of areas for improvement – including developing a collaborative approach within business, undertaking a more thorough examination of how to attract venture capital and promoting and developing Adelaide as a smart city. The Department of Industry and Trade was asked to take a lead role in addressing the issue of venture capital. The Adelaide City Council and Industry and Trade agreed to work cooperatively on developing Adelaide as a smart city and to identify opportunities to attract investment to Adelaide.

**Policy and Strategy for Adelaide** – this group considered the range of planning and direction setting documents established for Adelaide. It emphasised the need for the distinct qualities of Adelaide to be valued and developed. It proposed a more thorough delineation of the State Government policy for the city, greater debate in the areas of urban design and planning, a simple description of the preferred future character for Adelaide. The Government sponsored the *City as a Stage* event to promote urban design and planning for cities. The Adelaide City Council is developing an Urban Design Framework for Adelaide and is working closely with Planning SA on urban design issues.

**Education Industry Development** - this group considered the issue of how Adelaide could be more successful in the education industry. It supported a mid term review of Education Adelaide; it recommended that the State Government develop a strategic position on the development of the tertiary sector; and it identified a series of initiatives that could be further considered. The Government established a review of Education Adelaide and engaged John Dawkins to conduct it. The recommendations of that review are being considered. The Government also supported a Business Vision 2010 review of the Education Industry which reported to Business Vision 2010 in June 2001.

## **Capital City Forum 2001 – the second Capital City Forum**

25 people were invited to participate in the Capital City Forum in late 2000. A list of membership is attached as Appendix 4. Members of the Forum 2001 were appointed for two years.

David Woolford, Managing Director, Knight Frank (SA) Pty Ltd was invited to Chair the Forum. Kate Brennan, Chief Executive Officer, Adelaide Festival Centre was invited to become Deputy Chair.

The first meeting was held in February 2001. At the meeting, the Forum was addressed by the Lord Mayor, Mr Alfred Huang and the Minister for Transport, Urban Planning and the Arts, the Hon. Diana Laidlaw MLC. They emphasised the interest of the Committee in receiving feedback and ideas from the Forum.

In March, 2001 the Forum and other invitees were addressed by noted British Town Planner, Charles Landry and Danish Urban Designer, Professor Jan Gehl in Adelaide to participate in the *City as a Stage* event.



**Members of the second Capital City Forum and the Capital City Committee at their first meeting in March (Full list of Forum members at Appendix 4)**

The Capital City Forum met formally in April and May. Capital City Committee members attend the meetings if it is possible for them to do so.

In April, a workshop was conducted by Jane Jeffreys, Jane Jeffreys Consulting . The workshop was designed to provide some background to Forum members on direction setting in the city; the work of Adelaide 21 and beyond; and the work of the previous Forum. The members identified priority issues for the city and developed their forward agenda.

The first priority identified was to discuss the directions established for Adelaide. In May, the Forum was provided with a presentation by Susan Law, Chief Executive Officer, Adelaide City Council which outlined the Council's proposed *New Directions for Adelaide*.

In between formal meetings, opportunities were provided for Forum members to become acquainted with some key projects in Adelaide. In May, John Samartzis hosted a breakfast meeting on the North Terrace Redevelopment at David Jones. In June, the Forum participated in a bus tour of recent city developments including the Halifax Street Development, the new independent accommodation for women in Halifax Street developed by the Multi Agency Community Housing Authority (MACHA) , the Ecocity Development in Sturt Street and the Unihouse student housing development in Rundle Mall.

# Capital City Development Program for Adelaide

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The Capital City Development Program identifies the key projects, initiatives and developments contributing to the revitalisation of the city – including key private sector developments.

The Government and Council commitments are monitored by the Capital City Committee and implemented by government agencies and the Adelaide City Council.

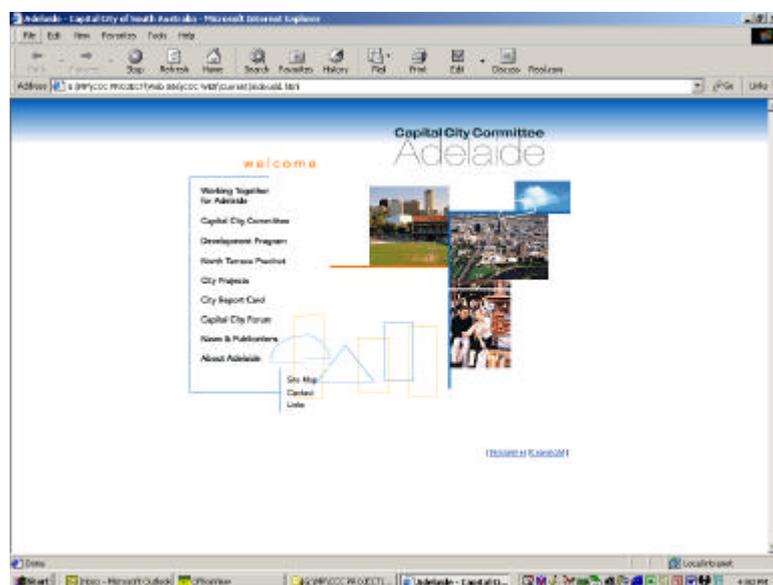
The Capital City Development Program supports the *Directions for SA* and the Adelaide City Council's Corporate Plan.

The Program is structured around the five themes of rejuvenation for Adelaide include the *Learning City, City of Light and Style, City of Creative Imagination, the Gathering Place and the Gateway to South Australia*. There are also a number of areas of focus linked to each theme. The 15 areas of focus represent strategic priorities for Adelaide. They include arts and culture; business and economic development; information economy; urban environment; Park Lands; environmental management; city retailing; city living; safety in the city; human services; recreation and sport; city access and movement; education industry; tourism and conventions; city attractions and events.

In 2000 it was agreed that the Program should be principally published as a searchable internet data base. It was published on-line in December 2000.

This allows the Program to be regularly updated and for people to tailor searches to suit their interests.

There are over 170 records in the data base – from major capital works developments, ongoing projects in the city and key city events.



Capital City Committee web site- [www.capcity.adelaide.sa.gov.au](http://www.capcity.adelaide.sa.gov.au)

As far as we know it is the only shared local and state government city data base in Australia. It is a useful resource for people and projects in the city.

Since it was first published the number of joint projects between the Adelaide City Council and the State Government has grown. The value of projects included in the data base is over \$1 billion.

A workshop on the Capital City Development Program was held in July, 2000. Around 50 people from Government, the Council, the Capital City Forum, and from other areas of interest in the city were invited to attend. It identified key directions important to the development of Adelaide, positive actions and initiatives that have developed in Adelaide and areas that participants would like to see developed.

The workshop participants agreed that there were many positive signs of growth and increasing confidence and optimism in the city.

A regular *City Update* is now being published to promote the Capital City Development Program – both as a printed newsletter and on-line. The first edition was released in May 2001 and distributed to city stakeholders, as well as more generally in offices, coffee shops and pubs across Adelaide.

The *City Update* has been developed in line with the thinking of the Marketing Adelaide Group that Adelaide should be presented as contemporary, stylish, creative and bold.

The *City Update* will also aim to promote the range of things happening in Adelaide that deserve recognition. Each of the initiatives included in the *City Update* is also included in the on-line Capital City Development Program.

The Capital City web site is located at:  
[www.capcity.adelaide.sa.gov.au](http://www.capcity.adelaide.sa.gov.au)

Between December 2000 and June 2001 there were 127,000 hits and around 4,200 visitors to the site.

### ***City Report Card***



The *City Report Card* is a regular review of development, events, projects, perceptions and indicators of change in Adelaide. It can be found at the Capital City Committee web site. It was published in December, 2000.

It is a joint publication of the Adelaide City Council and the Capital City Committee. Much of the information generated to monitor and review the Capital City Development Program, is published in the Report Card.

Regular sections provide a consistent reflection of change in the City, and occasional items present specific programs or projects which are highlighted to indicate progress in the revitalisation of the City.

The Report Card reports on progress against the themes for the rejuvenation for Adelaide.

## **Joint Initiatives for Adelaide**

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There are a number of joint Adelaide City Council and State Government initiatives in the city. Some key initiatives are described below.

### **North Terrace Redevelopment**

The North Terrace Redevelopment Project has been a key project for the Capital City Committee. It established a North Terrace Sub Committee to oversee the project, jointly chaired by the Lord Mayor and the Minister for Local Government. Membership of the North Terrace Sub Committee is included at Appendix 5. The Government and Council jointly commissioned a development framework and concept design. The concept design was completed and endorsed in 2001. The State Government and the Adelaide City Council will jointly fund stage 1 of the redevelopment. This will be an exciting landmark development for Adelaide to reinforce the investment made in the precinct in recent years - both public and private - and to establish North Terrace as the iconic cultural boulevard in Australia.

### **City Safety**

In recognition that a vital city is also a safe city the Capital City Committee established the Safe City working group with the support and involvement of a number of agencies. The purpose of the group is to regularly monitor safety issues in the city and to ensure practical measures are taken to improve safety. It is convened by the SA Police and membership includes Adelaide City Council, the Liquor Licensing Commission, the Drug and Alcohol Services Council, the Department of Human Services and the Capital City Project Team. It provides a report to each meeting of the Capital City Committee.

### **Marketing Adelaide**

The Marketing Adelaide Group was established by the Capital City Committee following recommendations by the Capital City Forum. It is convened by the Adelaide City Council and brings together senior people from key agencies across government and the private sector. Membership includes Tourism SA, the Department of Industry and Trade, the Department of Premier and Cabinet, Education Adelaide, SA Great, Adelaide Convention and Tourism Authority, Business SA, Australian Major Events, and the Capital City Project. The Group has identified key themes for marketing Adelaide and has undertaken research about how to better promote Adelaide. The group provided a number of presentations to the Capital City Committee in 2000-2001. It is also commissioning a shared photo library which will contain modern images for Adelaide, developing a guide for marketing Adelaide and a document to promote Adelaide as an investment location. Each organisation is also looking to apply the research to their own marketing material.

### **City Coordination**

The City Coordination Group brought together senior officers from government agencies with senior managers from the Adelaide City Council every two months. The purpose of the Group was to share information and to identify areas of joint interest. In late 2000 it was decided to review the effectiveness of the City Coordination Group. The key value of the Group appeared to be associated with major projects and infrastructure in the city. The focus of the Group was changed to concentrate on developing practical improvements to the coordination of development and infrastructure in the city.

## **Major Projects and Infrastructure**

Established in June 2001, this Group will be convened every two months and it includes Council, Government and non government agencies involved in major projects in the city and in the provision of infrastructure. The first meeting was held in June. A workshop was conducted by Graham Winter, Strategize Consulting to identify areas of joint interest, issues, and opportunities for improvement. There will be an emphasis on information sharing, improving communication and planning and developing pilot projects to make practical improvements to the implementation of major projects and infrastructure in the city.



**Major Projects and Infrastructure Workshop in June.**

## **Human Services Partnership**

The Adelaide City Council and the Department of Human Services have developed a partnership agreement to establish priorities for the city and to agree on joint working arrangements. This provides a constructive basis for developing an effective social agenda for Adelaide.

## Key Projects in 2000–2001

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Below are examples of key projects and initiatives in the city identified in the Capital City Development Program for Adelaide as contributing to the revitalisation of Adelaide. Other projects are discussed in the body of this report. The full Capital City Development Program of over 170 projects is located at [www.capcity.adelaide.sa.gov.au](http://www.capcity.adelaide.sa.gov.au)

### City of Light and Style

A city proud of its heritage, its urban environment, its Park Lands and unsurpassed environmental quality

Areas of focus:           Urban Environment  
                                  Park Lands  
                                  Environmental Management

Example projects

- North Terrace Redevelopment – *will develop Australia's key cultural boulevard*
- 'Watch this Place' - *Adelaide City Council's Public Art Policy outlines initiatives being developed by the Adelaide City Council including a 1.3% commitment of total capital works budget for public art*
- *City as a Stage – ongoing initiatives and events to build on themes discussed at the event*
- Reconciliation and the recognition of our Kaurna heritage – *including the Kaurna Naming Project, the Aboriginal City Life photograph project and other reconciliation initiatives*

### Learning City

An Internationally recognised centre of excellence in education, research and training.

Area of focus:           Education Industry

Example projects

- Education Adelaide – *promotes Adelaide as an education destination and fosters collaboration amongst the tertiary sector, Council, Government and private sector to achieve growth*
- Le Cordon Bleu International Training Facility – *the most modern training facility of its type in the world, building on our strengths in food and wine*
- Completion of the Roma Mitchell Arts Education Centre in Light Square – *to create a world class arts facility in the West End*
- State Library Redevelopment – *to take the library into the 21<sup>st</sup> century*

### Gateway to SA

A friendly and welcoming place for visitors to South Australia.

Areas of focus:           Tourism and Conventions  
                                  City Attractions and Events

Example projects

- Adelaide Convention Centre Extension – *a landmark development building on our strength as a convention destination*
- National Wine Centre and International Rose Garden – *a landmark development for Adelaide*
- Adelaide as a place to visit – *a destination for major events including the Festival of Ideas, Adelaide International Horse Trials, Clipsal 500, Jacobs Creek Tour Down Under, AAPT Tennis Championships, and the Adelaide Rose Festival.*

## City of Creative Imagination

A focus on innovation, creativity and business development

Areas of focus:           Arts and culture  
                                  Business and Economic Development  
                                  Information economy

### Example Projects

- *'Arts+ 2000-2005' – the government's investment plan for the arts and artists to support, expand and capitalise on the State's creative talent.*
- *Information economy and smart city – including the implementation of IE2002, and reinforced by the successful consortium bid for federal funding for mNet – a wireless mobile internet application; the smart city initiative and the development of the city business web site Adelaidebiz.com which links all city businesses to the internet*
- *Access to venture capital – a project being implemented by the Department of Industry and Trade to attract venture capital providers to Adelaide and to assist local business to be investment ready*
- *Marketing Adelaide Group– is developing consistent and effective approaches to market Adelaide*

## The Gathering Place

The centre of metropolitan Adelaide and regional South Australia, a gathering place of growing vitality and vigour.

Areas of focus:           City retailing  
                                  City Living  
                                  Safety in the City  
                                  Human Services  
                                  Recreation and Sport  
                                  City Access and Movement

### Example projects

- *Riverbank Project – developing the Torren's River area as a key destination for the community and visitors to Adelaide through innovative urban design and by fostering activity and excitement*
- *Adelaide as a place to live – supported by the growth of creative and stylish city residential developments in Adelaide*
- *West End Redevelopment – is developing a vibrant, unique and character filled arts and retail quarter in the West End*
- *Safe City Working Group – collaborative approach to city safety*

## Capital City Project Team

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The Capital City Committee is supported by a jointly funded project team. The arrangement for the Team is formalised through a Memorandum of Understanding between the State Government and the Adelaide City Council. There are four people in the Team which reports dually to the State Government (through the Department of Premier and Cabinet) and the Adelaide City Council. The team is administratively attached to the Department of Premier and Cabinet.

The budget and financial arrangements for the Team are managed by the Department of Premier and Cabinet and the Project Team is included in the Departmental audit. Administrative reporting for the Team is through the Department of Premier and Cabinet Annual Report. The total budget for the Team in 2000-2001 was \$400,000.

The Project Team:

- Provides executive support to the Capital City Committee
- Develops and maintains the Capital City Development Program
- Develops and maintains the Capital City Committee web site
- Publishes the *City Update* Newsletter
- Supports the work of the Capital City Forum
- Initiates, guides and contributes to joint projects between the government, council and the private sector
- Assists to resolve issues as they arise and contributes to a spirit of collaboration and joint enterprise between the Council and government.



**Simon Grose, Margaret Caust and Richard Wastell from the Capital City Project Team (Susan Grigg absent)**

Specific initiatives involving the Team in 2000-2001 included:

- *City as a Stage* Steering group
- Safe City Working Group
- Marketing Adelaide
- Green Development Group
- City Assets Group
- City Coordination Group
- Major Projects and Infrastructure Group
- Electronic Business Network
- Global Cities Group
- Sustaining our Communities International Local Agenda 21 Conference

A presentation and paper on the Capital City Committee and Project was delivered to the International Cities and Town Centres Conference in Hobart in September 2000.

# APPENDIX 1

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## FUNCTIONS OF THE CAPITAL CITY COMMITTEE

*Section 10. (1) of the City Of Adelaide Act 1998*

The Capital City Committee is established as an intergovernmental body to enhance and promote the development of the City of Adelaide as the Capital City of the State and, for that purpose, may—

- Identify and promote key strategic requirements for the economic, social, physical and environmental development and growth of the City of Adelaide as the primary focus for the cultural, educational, tourism, retail and commercial activities of South Australia
- Promote and assist in the maximisation of opportunities for the effective coordination of public and private resources to meet the key strategic requirements identified by the Committee, and recommend priorities for joint action by the State Government and the Adelaide City Council (within established budget processes and programs)
- Monitor the implementation of programs designed to promote the development of the City of Adelaide
- Make provision for the publication (as appropriate) of key strategies, goals and commitments relevant to the development and growth of the City of Adelaide that have been agreed by the parties who are (or will be) required to undertake responsibility for their implementation or delivery
- Collect, analyse and disseminate information about the economic, social, physical and environmental development of the City of Adelaide, with particular emphasis on assessing outcomes and identifying factors that will encourage or facilitate future development within the City of Adelaide
- Take on other tasks incidental to the preceding paragraphs.

## APPENDIX 2

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### CAPITAL CITY FORUM – TERMS OF REFERENCE

The following terms of reference to guide the activities of the Forum were endorsed by the Capital City Committee.

- The role of the Capital City Forum is to assist the Capital City Committee to enhance and promote the economic, social, physical and environmental development and growth of the City of Adelaide, by:
- Identifying factors which might facilitate or impede future development in the City of Adelaide
- Assisting the Committee to understand the links between various City activities and the relationships between the City, the broader metropolitan area and the State
- Canvassing new ideas for the economic, social, physical and environmental growth and development of the City
- Providing advice to the Capital City Committee on the effectiveness of specific programs or projects designed to promote the growth and development of the City of Adelaide
- Sharing information about general conditions and trends in the City
- Providing advice on development opportunities, needs and potential joint State-Council strategic priorities
- Providing regular feedback on general progress toward City development objectives.

## APPENDIX 3

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### CAPITAL CITY FORUM MEMBERSHIP 1999-2000

**Ms Robyn Archer**, Director (Adelaide Festival of Arts)

**Ms Kate Brennan**, Chief Executive Officer (Adelaide Festival Centre)

**Mr Keith Conlon**, Media Personality (Channel 9)

**Ms Helen Dyer**, Coordinator Strategic & Corporate Planning, City of Norwood Payneham & St Peters and President of the Royal Australian Institute of Planners.

**Ms Gael Fraser**, Principal, Gael Fraser and Associates Pty Ltd

**Mr Marty Gauvin**, Chief Executive Officer, Hostworks

**Mr Jim Hazel**, Managing Director, Equity One

**Ms Jane Jose**, General Manager Corporate Strategy (Hassells)

**Mr David Klingberg**, Chancellor (University of South Australian)

**Ms Peggy Lau-Flux**, Business woman

**Mr Michael Lennon**, Chair, AHURI (Chair of Forum until he resigned February, 2000)

**Mr Bruce Linn**, Chief Executive Officer (Camtech SA Pty Ltd.)

**Mr Greg Mackie**, Director Imprints Bookshop

**Mr Bill Manos**, Director Mancorp Pty Ltd. (Chair of Forum from February, 2000)

**Professor Mary O'Kane**, Vice-Chancellor, University of Adelaide.

**Ms Kirstie Parker**, Director (Tandanya)

**Mr Phillip Styles**, Managing Director of Phillips Styles Marketing Pty Ltd.

**Ms Ruth Tulloch**, Youth Worker, Vietnamese Community in Australia SA Chapter Inc.

**Mr David Woolford**, Managing Director of Knight Frank (SA) Pty Ltd.

**Mr Stephen Young**, Executive Chairman (Equity & Advisory Limited)

## APPENDIX 4

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### CAPITAL CITY FORUM MEMBERSHIP – The Second Capital City Forum

- **Ms Sue Averay** General Manager, Regional Affairs, Royal Australian Institute of Architects, SA Chapter
- **Ms Jan Beasley** Presenter, Channel 7
- **Ms Kate Brennan**, Chief Executive Officer, Adelaide Festival Centre
- **Mr Peter Burke** Manager, Magdalene Centre
- **Professor Denise Bradley** Vice-Chancellor, University of South Australia
- **Dr Tony Cocchiaro** Chairman, South Australian Multicultural & Ethnic Affairs Commission
- **Ms Helen Dyer**, Urban Planner and former President of the Royal Australian Planning Institute in South Australia
- **Dr Tim Flannery** Director, South Australian Museum
- **Dr Francis Ghan** President, Chinese Medical Association
- **Mr Simon Hackett**, Technical Director, Internode Systems Pty Ltd
- **Ms Bronwyn Halliday** Director, State Library of South Australia
- **Mr Jim Jarvis** AM Director, JB Jarvis Marketing
- **Mr Bernard Khut** President, Chinese Chamber of Commerce SA Inc
- **Mr Robert Papilion** Managing Director, Alpine Constructions Pty Ltd
- **Ms Kirstie Parker** Director, National Aboriginal Cultural Institute - Tandanya
- **Ms Shirley Peisley** AM Coordinator, Otherway Centre
- **Dr Peter Psaltis** Doctor, Royal Adelaide Hospital
- **Mr Geoff Rohrsheim** Managing Director, Strategic Data Management Pty Ltd
- **Mr John Samartzis** General Manager, David Jones
- **Mr Michael Schulz** AM President, Multicultural Communities Council of South Australia
- **Ms Katrina Sedgwick** Artistic Director, Adelaide Fringe
- **Ms Anne Skipper** Director, The Teleran Group
- **Ms Nicole Willis** Presenter, Channel 9
- **Mr Martin Winter** Executive Director, Adelaide Convention & Tourism Authority
- **Mr David Woolford**, Managing Director, Knight Frank (SA) Pty Ltd (Chair)

# APPENDIX 5

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## NORTH TERRACE SUB-COMMITTEE MEMBERSHIP 2000-2001

- **The Right Honourable Alfred Huang** (Co-Chair) Lord Mayor, Adelaide City Council
- **Hon Dorothy Kotz MP** (Co-Chair) Minister for Local Government and Minister for Aboriginal Affairs
- **Ms Susan Law**, Chief Executive Officer, Adelaide City Council
- **Mr Tim O'Loughlin**, Chief Executive, Department of Transport, Urban Planning and the Arts
- **Dr Andrew Scott**, Department of Industry and Trade
- **Mr Stephen Young**, Executive Chairman, Equity & Advisory Ltd
- **Professor Judith Brine**, University of Adelaide
- **Councillor Michael Harbison**, Deputy Lord Mayor, Adelaide City Council
- **Professor Steve Hamnett**, University of South Australia
- **Mr Richard Angove**, Department of Premier and Cabinet.