



# Capital City Committee ADELAIDE

Annual Report 2004–2005



# **Capital City Committee** Adelaide

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## Highlights of 2004–2005

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Following the release by the South Australian Government in March 2004 of South Australia's Strategic Plan *Creating Opportunity* ([www.stateplan.sa.gov.au](http://www.stateplan.sa.gov.au)), and the Adelaide City Council's Strategic Management Plan 2004–2007 ([www.adelaidecitycouncil.com](http://www.adelaidecitycouncil.com)) the Committee agreed to align the work program with these plans. As a result, the Committee agreed to adopt five priority areas for Adelaide – a working city, a green city, a learning city, an inclusive city and a living city. The Committee received regular progress reports on projects within these priority areas.

A survey of 100 business opinion leaders conducted this year reported overwhelming support for these priority areas. The survey, the third conducted by the Adelaide Capital City Committee since 1998, showed that the State's top business leaders believe that the economic vitality of the city as a whole is strengthening – and nearly all agree that this is vital to the overall prosperity of South Australia. Around 75% believe the city is undergoing a revitalisation.

The survey also indicated a very high level of awareness of the role of the Capital City Committee with 83% of respondents stating they are aware of the Committee and 79% stating that they know what the Committee does.

Within the green city priority area, a significant number of projects were developed and delivered - detail of these initiatives is contained within this report. The Capital City Committee agreed on a revised work program for the green city resulting in Adelaide gaining a higher profile both locally and internationally in its approach to urban sustainability. The Green City program was short listed in only its second year of operation for a United Nations of Australia Award as part of World Environment Day and was given a commendation in the 2004 Year of the Built Environment Awards.

A highlight of the year was the completion of major works for Stage 1 of the North Terrace Redevelopment and the commitment to Stage 2 of the development by the State Government and the Adelaide City Council. This project was the first major capital project of the Committee and it has already won several local and national awards for urban design.

In addition the State Government announced its commitment to the extension of the Tram service to North Terrace which is supported by the Adelaide City Council.

The State Government took forward a number of recommendations of the report of Charles Landry including the scoping of the creative industries sector in Adelaide. The Department of Trade and Economic Development established a range of initiatives to support creative industries in South Australia. The Department of Premier and Cabinet undertook a survey of how government agencies were supporting local talent and began the development of a Talent Strategy for SA. Other organisations such as IPAA (Institute for Public Administration) and the Governor's Leadership Foundation held seminars to explore the ideas contained within the report.

The OECD used the Landry report as a case study in its recent report on 'Culture and Local Development' (OECD 2005). The Director of the Capital City Project led a seminar in Prague for the Prague Institute in September on 'Creating a City of Ideas in Adelaide'.

The Capital City Committee's goal to reinforce Adelaide as a learning city was supported with the announcement that the planned Carnegie Mellon University campus will open in Adelaide in 2006. The University of Ballarat also opened a campus in Adelaide this year.

# The Role of the Capital City Committee

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South Australia's Capital City Committee was established by State Parliament under the *City of Adelaide Act 1998* ('the Act') in recognition that a vital and successful capital city is critical to the overall success of the State. The Committee provides a regular opportunity for the State Government and the Adelaide City Council to consider, debate and ensure implementation of the priorities for the development of the city in a constructive way.

In 2004- 2005 the Committee comprised the Premier, Mike Rann (Chair); the Right Honourable the Lord Mayor, Michael Harbison (Deputy Chair); the Minister for Urban Development and Planning, Trish White (until March); the Minister for Tourism, Jane Lomax-Smith; Councillor Judith Brine AM; and Councillor Anne Moran. Following a reallocation of Ministerial portfolios in March 2005, Minister Paul Holloway replaced Minister Trish White on the Committee. The Minister for Environment and Conservation, John Hill, attended the meetings in recognition of the priority accorded the Adelaide Green City initiative in the Committee's program.

Where formal decisions are required, they are referred to Cabinet and the Council. A regular report on the outcome of Committee meetings is provided to the Adelaide City Council and an annual report is presented to Adelaide City Council and State Parliament.

The Committee's functions are set out under Section 10(1) of the Act, which states that:

'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.'

The Committee held six meetings in the financial period 2004–2005 (including a special additional meeting in September).

## Capital City Committee Priorities

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This year the Committee reviewed its priorities to ensure alignment with the SA Strategic Plan and the ACC Strategic Management Plan.

South Australia's Strategic Plan (March 2004, [www.stateplan.sa.gov.au](http://www.stateplan.sa.gov.au)) reconfirms the Government's commitment to the effective partnership between the State and the Adelaide City Council. The Plan contains a priority action to *'align the priorities of the State and the Adelaide City Council through the Capital City Committee and the Capital City Forum to position and promote the city as a vibrant centre for the State and to help in attracting those investing, visiting or studying in the State'* (page 48). The importance of the Committee as a cooperative framework is likewise recognised by the Adelaide City Council in its draft Strategic Management Plan. Again the Committee is seen as a strategic planning body through which key projects can be coordinated.

In September the Committee agreed to focus on five areas of mutual interest to the State Government and the Adelaide City Council and continued to concentrate on these priority areas throughout 2004–2005. They are developing the City as:

- A working city
- A green city
- A living city
- An inclusive city
- A learning city

By focusing on these priority areas, the Committee believes the city will grow, opportunities for the local community will expand and Adelaide's reputation at the national and international level will be enhanced.

The priority areas were supported by a number of projects and initiatives for Adelaide under each heading. The Green City Program differs from the other areas of priority because there is specific funding through the Committee to develop projects and initiatives to support Adelaide as a green city. Accordingly there will be more extensive reporting on this area in this report.





## Capital City Committee Priorities (contd)

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### The Inclusive City

The South Australian Government and the Adelaide City Council both acknowledge that each has a role in supporting social sustainability. South Australia's Strategic Plan reinforces the importance of the quality of life and wellbeing of the community and 'to develop South Australia as a place in which people care for each other and contribute to their communities' (Page 45). In a similar vein, the Adelaide City Council's draft Strategic Management Plan supports the principle of providing 'opportunities for people of different backgrounds, ages and abilities to live, work, learn and enjoy leisure in the city' (Page 3).

The Inclusive City priority aims to support the diversity of the Adelaide community and to recognise the city's role as a central gathering place where people are able to access services and accommodation.

The Premier and the Lord Mayor signed a Social Sustainability Partnership agreement in June. This agreement is understood to be an exemplar in this area and reinforces the range of joint initiatives and the working relationships that have developed over the past few years.

The Social Sustainability Partnership Group meets monthly to ensure collaboration in service coordination and response for the city. Since its commencement in 2000, the Partnership has fostered the development of improved social infrastructure in the inner city and assisted in the ongoing process of dialogue with relevant community and Government stakeholders.



It includes the Adelaide City Council, the Department of Families and Communities, the Department of Premier and Cabinet, the Capital City Committee's Project Team, the Department of Health Services and the SA Police. This arrangement is designed to improve the planning and delivery of human services across the City of Adelaide, with particular attention to health, housing and social support systems.

The City Dry Zone trial was extended for a further 2 years from October 2004. The Department of the Premier and Cabinet continues to coordinate the implementation of service responses to address issues that have arisen as a direct result of the dry area trial or that have been highlighted by it. This work is being monitored by an over-arching Dry Zone Steering Committee, which includes representation from government, Adelaide City Council, non-government and community services. The Capital City Committee received regular reports throughout the year on the trial's progress and the activities of the Dry Zone Steering Committee.

## Capital City Committee Priorities (contd)

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### The Inclusive City (contd)

The City Safety Working Group continued to meet every two months. The group was established in 2001, following a recommendation of the Capital City Committee, to ensure a practical approach to supporting Adelaide as a safe city. Chaired by the South Australian Police, the group includes representatives of the Adelaide City Council, the Office of the Liquor Licensing and Gaming Commissioner, the Department for Families and Communities and the Capital City Project Team.

Adelaide is also working to receive certification as an international safe community from the World Health Organisation. This application has been coordinated by Workcover Corporation and has resulted in a cross-sector, Adelaide-wide coalition of partners from the private, public and not-for-profit sectors working to promote injury prevention and safety across the City of Adelaide. This partnership has been formalised as the Adelaide Safe Community Incorporated and was chaired by the General Manager for Policy and Planning at the Adelaide City Council. It is aiming for formal designation in 2006.

### The Learning City

One of the key priorities shared by the Government and the Adelaide City Council is to attract more students to study in South Australia. South Australia's Strategic Plan has set a number of ten year education targets including doubling South Australia's share of overseas students, increasing the proportion of the South Australian labour force with non-school qualifications to 55% and exceeding the national average for participation rates in University and TAFE. Similarly, the Adelaide City Council continues to promote the city as a place to study and learn and its Strategic Management Plan has set a target of 66,000 students to be in institutional learning by 2010. This joint commitment is expressed through Education Adelaide, which continues to be a cooperative body established to market Adelaide as an education destination.



The State Government, the Adelaide City Council, the three South Australian universities and several private colleges fund Education Adelaide. The organisation markets Adelaide as a study destination for overseas students and recently developed a 'Study Adelaide' brand – *Adelaide: Australia's Best Learning Environment* – which will be adopted by all major education providers. The brand promotes Adelaide as a study destination based on the strengths of a quality education, an accessible city and affordability. This will make South Australia the first State to use a destination brand for the consistent marketing of institutions across the education sector.

International education is one of South Australia's biggest export industries worth more than \$300 million and directly supporting more than 2000 local jobs. More than 17,000 students are studying here each year. Enrolments in SA grew by 15% in the 12 months to April 2005 compared to the national increase of only 6.5%.



## **Capital City Committee Priorities (contd)**

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### **The Learning City (contd)**

In 2005 the Government made a commitment to supporting the establishment of a campus of the highly regarded Carnegie Mellon University in Adelaide. The State and Adelaide City Council worked cooperatively to support a city-based site for the Campus, which will be located in the Torrens Building in Victoria Square.

Through the SA Government and Adelaide City Council partnership an International Education Seminar was hosted in Adelaide in July 2005. Suggestions from the seminar are now being used in the planning for the Sustainable Learning Cities Conference which will be held in Adelaide in 2006.

The Adelaide City Council opened its city classroom for school groups visiting the city at the Grote Street Library in November.



## Capital City Committee Priorities (contd)

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### The Working City

The State Government and the Adelaide City Council recognise the critical role of the city as a centre for the economy and as the key location for business. This role is reinforced in State and Council policy documents, including the State Metropolitan Planning Strategy. The Government also has a policy that prefers Government head offices to be located in the city where possible. The Adelaide City Council has met with the Government Office Accommodation Committee to reinforce the importance of this policy position.

The State Government released *Building South Australia* - the State's first strategic infrastructure plan – in April. It included a number of projects and commitments which are important for the future of the Adelaide city centre including:

- Extension of the tramline
- North Terrace & Riverbank precinct upgrade
- Refurbishing/upgrading of Festival Centre, SA Museum & Migration Museum
- 'Greening' the bus fleet
- Support for the SA component of the national solar city initiative
- Preference for 5 star Government accommodation
- Implementation of the Florey precinct master plan
- Establishing facilities for a new fourth university (Carnegie Mellon)
- Expanding student accommodation & facilities
- Supporting infrastructure to match growth in international student demand.



This year the Adelaide City Council developed its Workforce Growth Plan, which was formally endorsed in May 2005. This Growth Plan outlines the strategies Council intends to pursue to reach its workforce target of 111,000 people working in the city centre by 2010.

The Council's ambitious target for workforce growth complements the policies of the State Government and, in particular, the targets of the Strategic Plan for South Australia to:

## Capital City Committee Priorities (contd)

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### The Working City (contd)

- Better the Australian average employment growth rate within 10 years;
- Increase South Australia's population to 2 million by 2050, as against the projected decline from the current 1.5 million; and
- Exceed the national economic growth rate within 10 years.<sup>1</sup>

The Adelaide City Council and State Government continued to work collaboratively on improving transport linkages through a joint transport officers working group. An area of priority was improving linkages between the key arrival and departure areas in the metropolitan area.

The State Government launched a campaign in October to promote SA as a destination for skilled and business migrants and to attract interstate migrants and expatriate South Australians. By the end of May there had been about 3000 responses. An information kit was produced entitled 'Adelaide Make the Move'.

Enterprise Adelaide was launched in November 2004 and opened for business in January 2005. It has been established as a single point of contact for business advice and services in the City of Adelaide and located at the Adelaide City Council. Its aim is to support and foster the growth of business by providing relevant business information and assistance to business owners engaged in starting, growing or relocating a business in the City of Adelaide. The Department of Trade & Economic Development, the Adelaide City Council and Business SA support it.

The Adelaide City Council developed a city visitor-marketing program around Life in the City in November. Government agencies with a marketing role and the Adelaide City Council continued to work collaboratively through the Adelaide Marketing Leadership Group chaired by Bill Spurr, Chief Executive SA Tourism.

This year the Australian Industry Group in its *Industry in the Regions 2004* also found that Adelaide businesses are the most competitive across metropolitan and rural NSW, Queensland, Victoria and South Australia.

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<sup>1</sup> Government of South Australia, March 2004, South Australia's Strategic Plan

## Capital City Committee Priorities (contd)

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### The Living City

The Capital City Committee identified a number of priorities to support Adelaide as a living city. These priorities included urban development programs, protecting the Adelaide Park Lands and policy commitments.

Progress this year included the State Government commitment to extending the tramline to North Terrace. While this is a State Government initiative there is a close working relationship with the Adelaide City Council in delivering the extended tramline.

The State Government and Adelaide City Council completed Stage 1 of the North Terrace Redevelopment from Kintore Avenue to Pulteney Street. The redevelopment has been well received by the public and key institutions such as the Art Gallery of SA, the State Library and the South Australian Museum have reported greater visitor numbers. The development has already received a number of urban design related awards.



The State Government and Adelaide City Council made a commitment this year to undertake stage 2 of the redevelopment from Pulteney Street to Frome Road. This stage will incorporate water sensitive urban design and will commence in October 2005.

The State Government developed the Adelaide City Park Lands Bill and released it for public consultation with the intention that it will be introduced later in 2005. It proposes a new framework for the management of the Park Lands to formalise an accord between the relevant stakeholders and reflect the many interests in the responsible management of the Adelaide City Park Lands and alienated areas.

The Adelaide City Council submitted its General Plan Amendment Review (PAR) to the Minister for Urban Development and Planning for consideration.

The State Government released a draft of the Metropolitan Planning Strategy for public consultation in April and the Sustainable Development Bill was also introduced to Parliament in April.

The Riverbank development was recognised in the State Infrastructure Plan, with the Government also investing in improving disabled access to the promenade. The Adelaide City Council undertook a study to increase visitor use of public spaces.

# Capital City Committee Priorities (contd)

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## The Green City

Adelaide is well on its way to being recognised nationally and internationally for its Green City initiative in only its second full year of operation. The program aims to utilise the City of Adelaide as a visible example of a 'sustainable city' providing a core for the rest of metropolitan Adelaide. The ambitious goal for the program is for Adelaide to be internationally renowned as a green city by 2010.

Adelaide was short listed for a United Nations Association of Australia Green City Award in June and given Exemplar status in the Year of the Built Environment.

Adelaide became a member of the International + 30 Network of cities working toward long term sustainability. It joins such cities as Vancouver, Bucharest, Curitiba, Dakar, Dar es Salaam, Edmonton, eThekweni (Durban), Matamoros, Porto Alegre, Salvador, San José, and Ulaanbaatar and will learn from the examples of these cities as well as tell its story to an international audience.

The Program has three years of State Government funding through to 2006 and has received an additional contribution from the Adelaide City Council. It aims to showcase initiatives across the spectrum of sustainability. Projects ranging across water management, energy efficiency, biodiversity and waste management are being developed or implemented in various ways.

The Government's Office of Sustainability continues to be a key partner in many of the activities of the Green City program. A Green City Reference Group comprising representatives of the Department of the Premier and Cabinet, the Adelaide City Council, the Office of Sustainability, the Department of Transport, Energy and Infrastructure and Planning SA meets bimonthly and has been a valuable source of advice and assistance to the program.

In September 2004 a new work program was endorsed for the Green City Program following a mid term assessment of the program and following changes to membership of the Capital City Committee. The new work program was designed to build on the collaborative foundations laid down in the program's first year. It also took into account the desire to build the city's population and density in a sustainable way. The new plan focuses on fundamental change and reinforces the value of urban density for sustainability. Priorities for Adelaide identified in the plan include:

- Support for a denser urban core and alignment of the city's urban form with sustainability goals. This high level objective will align the Metropolitan Planning Strategy sustainability initiatives with the new development plan for the City. An exemplar for this is the Whitmore Square Affordable Housing development, which embeds environmentally sensitive design into its form.
- Developing Adelaide as a greenhouse neutral City.
- Developing a zero waste strategy for the City.
- Developing options for a transport mode shift away from private vehicles.
- Developing Adelaide as a Solar City
- Improving water use activities
- Enhancing biodiversity within the City and its surrounds
- Through all of the above, engage with the City community.



# Capital City Committee Priorities (contd)

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## The Green City (contd)

Two full time project managers have been delivering the strategy and another officer, employed fulltime by the Office of Sustainability, acts as a liaison between the Green City Program and the Office of Sustainability and works in the Green City Program office one day per week.

The year has been a very productive one with many achievements and a comprehensive list can be found on the green city website at [www.adelaidegreencity.com](http://www.adelaidegreencity.com)

Highlights for the year include:

### **Active Adelaide**

Green City, Adelaide City Council (Travelsmart program), Bicycle SA, the Office of Recreation and Sport, JT Cycles and Shimano joined forces in a trial to encourage 70 sedentary city workers to cycle to work. More than 900 people expressed interest in participating in this innovative program. Green City's support for this program came as a result of a workshop undertaken by Alan AtKisson, International Sustainability Communicator from Sweden. Through his patented 'pyramid' strategic planning process it was clear that a cycling program could work in Adelaide.



### **Business of Sustainability Conference**

The first conference and trade fair in 2004 under the banner of "Business of Sustainability" was a huge success. The conference with the theme of ZeroWaste was fully subscribed, as was the booth space for the trade fair. A schools program, linked to the Trade Fair resulted in 300 school students undertaking a 2-hour activity schedule, which included interaction with trade exhibitors. Feedback was very positive and the banner has subsequently been used for an Energy Efficiency Conference and is about to be used for a Waste, Water and Energy Conference and Trade Fair in November 2005.

### **Australian Bio Fuels Conference**

Green City successfully negotiated the Australian Bio Fuels conference for Adelaide. For the first time in its long history, the ABF was not held in either NSW or Queensland.

### **International presentations**

Conference delegates in Germany, South Korea, New Zealand, Japan and the USA have heard the Green City story. Three of these presentations were made on behalf of the Program by supporters/advocates of the Green City.

## Capital City Committee Priorities (contd)

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### The Green City (contd)

#### **Sustainable Green Building Competition**

This competition was a joint venture between the Adelaide City Council, Green City Program and the Royal Australian Institute of Architects. The competition was aimed at the design and construction of a multi-storey, environmentally sustainable apartment block in Whitmore Square, Adelaide. Troppo Architecture was awarded the contract to develop the concept further and the project will commence later in 2005. The Environmentally Sustainable Development principles built into the competition guidelines may be utilised in other housing developments being proposed by the Adelaide City Council.

**Building Tune Ups** –A collaborative venture between State and Local Government and commercial building owners with the aim of improving the environmental efficiencies of buildings in the City. Using the Australian Building Greenhouse Rating tool and National Australian Built Environment Rating System, energy and water ratings have been undertaken on the 10 participating buildings. This project is now at the end of Stage 2 with building owners implementing the costed upgrade plans to gain a one star rating improvement. Buildings will be re-measured after 12 months of upgrade as required by the rating tools.



**ECO-tvc - 30-second television commercials** -with a sustainability theme were the initiative of Deb Lavis, Managing Director of the Eco Tile Factory. Through support from the Green City Program a competition was held for emerging film makers. Four finalists were selected from 63 concepts submitted. Along with film and environmental advice from experts, each finalist was given a moderate budget and technical support to produce a 30 second commercial with a sustainable theme. All four commercials were shown during the Adelaide Film Festival and the winner will be shown as a prelude to the main film in Wallis Theatres shortly. A commercial TV Channel is considering showing the winning ECO-tvc during community airtime. A web link is being set up to connect [www.speciesloss.com](http://www.speciesloss.com) shown on the commercial to Adelaide Green City Program

**Million Trees** – Adelaide City Council have planted 75,000 local provenance shrubs, trees and ground cover in the Adelaide Park Lands as part of the Premier's Million Trees initiative.

**Greenhouse neutral project** – Adelaide City Council and the State Government jointly announced the development of a strategy for Adelaide to be a greenhouse neutral city, with zero net emissions from buildings and transport. Greenhouse reduction initiatives around the world have been reviewed and the Adelaide strategy is being developed as part of the South Australian Greenhouse Strategy.

# Capital City Committee Priorities (contd)

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## The Green City (contd)

**Glenelg water reuse** - a revised business case prepared by SA Water and the Department of Water Land and Biodiversity Conservation has been submitted to the National Water Commission for National Water Initiative funding. If this project proceeds it will result in the availability of up to 16GL of treated wastewater for use in parklands and other non-potable water uses between Glenelg and the City. In addition, it will assist in reducing discharges to Gulf St Vincent.

**Green office developments** – 6 new Green Buildings are being constructed in the City. They are Flinders Link (5 Star Green Star), Flinders/Frome (4.5 Star ABGR), Advertiser Newspapers Ltd Building (4 Star ABGR), City Central (5 Star Green Star); 151 Pirie (4.5 Star Green Star), Light Square (4.5 Star ABGR). There appears to be a direct relationship between the announcement by the Premier that the Government would give preference to leasing 5 Star office accommodations from 2006 and the rapid increase in new green developments in the City.

**3<sup>o</sup>** – 3Degrees is a monthly networking forum aimed at enhancing and extending the existing networks of professionals, practitioners, policy makers and the community who work and/or contribute in some form towards making Adelaide a green city. It continues to attract a diverse group of people with wide ranging interests in sustainability to its monthly networking events. There is generally a short presentation, an opportunity for questions and valuable networking time for people to meet and connect with other people who are doing interesting things in and for Adelaide; people who are working to improve our city's capacity to be sustainable.

**3<sup>o</sup>** commenced in October 2003 and, in part, arose out of Herbert Giradet's work during his time as the inaugural Adelaide Thinker in Residence. Since then it has hosted both international and local speakers, some of whom were:

- Herbert Girardet (UK)
- Jaime Lerner (Curitiba, Brazil)
- Doug McKenzie Mohr (Canada)
- Prof Steward Pickett (Lead Principal Investigator, Baltimore EcoSystem Study, USA)
- Gordon Price (Urban Analyst, Adjunct Professor, Vancouver City Councillor, Canada)
- Dr Tim Flannery (SA Museum)
- Prof Andy Ball (Flinders University)
- Andrew Stock (State Director, Origin Energy)
- Deb Lavis (Grote Street Business Association)

**Solar City** – Adelaide is aiming to distinguish itself as a solar city. In previous years solar panels have been installed on the SA Museum and the Art Gallery of SA. This year State Parliament became the first Parliament in Australia to be solar powered. Installation of solar panels also commenced on the State Library – making North Terrace Australia's premier cultural, education *and* solar boulevard.

## Capital City Committee Priorities (contd)

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### The Green City (contd)

The virtual renewable energy display is an educational tool for students. It is physically located in the SA Museum foyer but is also now available on-line on <http://renewableenergy.unisa.edu.au>. This shows the amount of renewable energy generated daily from wind, solar and landfill gas generators in the State. Both Gilles Street and Sturt Street Primary Schools have solar installations as part of the Solar Schools Program.

Adelaide succeeded in winning the bid for the 2008 International Solar Cities Congress after a presentation by the Minister for Environment and Heritage and the Lord Mayor in Freiburg, Germany in April 2005.

Solar Cities Federal Program initiated the coming together of a consortium of key business and community stakeholders in the preparation of a bid to make Adelaide Australia's first solar city. The membership of the bid team comprises 12 local governments, 10 in metropolitan Adelaide and 2 in country regions; ETSA Utilities, AGL, Adelaide Bank, the Westfield Group, the CSIRO, leading engineers, developers, energy, marketing, legal and finance experts, as well as the Conservation Council of South Australia. Astronaut Dr. Andy Thomas has indicated his strong support for the bid. This is one of five bids submitted from South Australian consortia. One of these five bids is expected to be announced as securing Federal support by the end of October.



A survey of more than 100 business and community leaders in South Australia, the third conducted by the Capital City Committee since 1998, found that the State's top business leaders believe that the economic vitality of the city as a whole is strengthening – and nearly all agree that this is vital to the overall prosperity of South Australia.

# The Business Opinion Leaders Survey

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Significantly, the number of business leaders who feel that the City is losing its skilled and talented people has fallen sharply to 50 per cent – from 70 per cent in 1998 and 59 per cent in the last survey in 2000.

Although the figure is still high, it reflects a promising trend that has 18 per cent of business leaders believing there has, in fact, been a net gain in the City's skilled and talented people – compared to 5 per cent and 6 per cent respectively in 1998 and 2000.

The outlook for the future is even more promising, with 55 per cent of business and community leaders believing the movement of skilled people in Adelaide will remain either stable or show a modest net gain. The same number is firmly of the opinion that Adelaide's city centre is undergoing a process of revitalisation – compared to only 15 per cent who disagreed.

There is a very strong consensus that attracting more people to live in the city centre and improving the city's appearance would have a major effect on attracting increased investment to the City. Other suggestions for increasing inner city investment included free and improved transport systems and increased shopping hours.

The survey showed that business leaders feel the key to attracting more talented and skilled people lies in providing more employment opportunities as well as better marketing of the City.

The key strength of the city was considered to be its accessibility and the ease of getting around, cited by 51 per cent of respondents compared to 39 per cent in 2000, with other important factors including its arts and cultural bias, its low cost of living and its overall heritage and character.

There was very strong agreement amongst Adelaide's business and community leaders that the city should focus on developing itself as a "working city" – that is, a good place in which to work and do business, and as a learning centre – an "education city".

Nearly as important was the focus on Adelaide as a "living city" – where there is appropriate infrastructure such as communications, transport and human services; as a "green city" ie is a leader in environmental sustainability; and as an "inclusive city" that provides a caring environment for its citizens.

The survey shows that an overwhelming majority of respondents (95 per cent) believe the economic vitality of the city centre is vital to the economic and social prospects of the state as a whole.

Adelaide's city centre is strongly regarded as a key symbol of South Australia, along with it being the centre of the city's development, its importance to tourism – and the fact that both business people and tourists base their perceptions of South Australia on what they see in the city.



## Capital City Development Program

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The Capital City Development Program represents the shared priorities for the city as expressed through public and private projects of importance, as well as events and activities. It is published as a searchable database of projects and programs in the city and is available on the Capital City Committee web site at [www.capcity.adelaide.sa.gov.au](http://www.capcity.adelaide.sa.gov.au). The site is linked to the SA Central and the Adelaide City Council websites.

It outlines the range of commitments made by the State Government and the Adelaide City Council to the development and revitalisation of the city as well as including major private sector development projects in the city.

While it is not publicised widely it is well represented in search results – such as through Google. It receives around 70,000 hits per month and around 120 visitors per day. People interested in our activities contact the Capital City Committee Project office through the web site both nationally and internationally.



## **Capital City Project Team**

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A Project Team, jointly funded by the State Government and Adelaide City Council, supports the Capital City Committee. The team is administratively attached to the Department of the Premier and Cabinet but reports dually to the State Government and the Adelaide City Council. The team's administrative arrangements are subject to a Memorandum of Understanding between the chief executives of the Department of the Premier and Cabinet and the Adelaide City Council.

A Steering Group, including the Chief Executive Officer of the Adelaide City Council, Dr Mal Hemmerling and the Executive Director of the Strategic Projects Division of the Department of the Premier and Cabinet, Terry Tysoe, ensures that any administrative arrangements are coordinated as necessary.

In 2004–2005, the Project Team continued to provide executive support to the Capital City Committee as well as facilitating cooperation and coordinating activity between the Government, the Adelaide City Council and the private sector to meet the Committee's priorities.

Staff at the beginning of the year was Chris McGowan (Acting Director), Beatrix Mead (Project Director, Green City) John Mercer (Project Manager), Alison Dwyer (Project Manager, Green City) and Susan Howard (Office Manager). Clare Mockler (Project Manager) left the Team for a new role in the Adelaide City Council in December 2004. Tay Parker (Project Manager) joined the Team from the Adelaide City Council in May. John Harris joined the team in July 2005. Margaret Caust returned as Director to the Project Team in February 2005 after 5 months absence. Craig Wilkins worked with the Team one day a week on secondment from the Office of Sustainability.

# Capital City Forum

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Under the Act, the Capital City Committee must convene a Capital City Forum, drawn from members of the City of Adelaide community and seek advice from, or share information with, Forum members.

Until June this year the Forum has been a group of city stakeholders drawn from a range of areas of interest to act as a consultative and advisory body. Its purpose is to ensure that key city stakeholders are involved, kept informed and provided with an opportunity to contribute to the development of the city.

The Capital City Committee decided to review the approach to the Capital City Forum – to broaden involvement and make sure the Forum addressed real problems for Adelaide. It determined to hold a series of Capital City Forums around the five priorities for Adelaide.

The first Forum considered how the non-infrastructure goals of the North Terrace Redevelopment could be realised from an economic perspective as a visitor destination and as a centre for innovation and learning.

## Capital City Forum – Terms of Reference

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

- ‘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 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
- Provide 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-Adelaide City Council strategic priorities
- Providing regular feedback on general progress towards City development objectives.’