

CITY PLAN 2030



CITY OF
Port Adelaide Enfield



KAURNA ACKNOWLEDGMENT

We acknowledge and pay respect to the Traditional Owners of the land on which we stand, the Kurna People of the Adelaide Plains. It is upon their ancestral lands that the Port Adelaide Enfield Council meets. It is also the Place of the Kardi, the Emu, whose story travels from the coast inland. We pay respect to Elders past and present and emerging.

We respect their spiritual beliefs and connections to land which are of continuing importance to the living Kurna people of today.

We further acknowledge the contributions and important role that Aboriginal and Torres Strait Islander people continue to play within our shared community.

CONTENTS

Mayor’s Foreword 5

Our Vision..... 6

City Plan 2030 7

Our Planning Framework..... 7

Economy 8

Community..... 12

Environment and Heritage 16

Placemaking..... 20

Leadership..... 24

ECONOMY

COMMUNITY

ENVIRONMENT
& HERITAGE

PLACEMAKING

LEADERSHIP

Front Cover: Port Adelaide Fringe, Port Adelaide
Back Cover: Overlooking the North East of our City

MAYOR'S FOREWORD

Welcome to City of Port Adelaide Enfield's City Plan 2030, which was adopted in 2016, and outlines our exciting vision and strategic goals for our future.

It is the blueprint for everything we do.

As we launch this updated version of our Plan, we are responding to the significant challenge of COVID-19. We recognise its very real impact on the health and wellbeing and financial future of our community, both for residents and businesses. With the City Plan 2030 in place we will recover and be reinvigorated as a vibrant and resilient City with even stronger community connections.

We are a unique South Australian Council, with a rich maritime history and a vibrant arts and cultural ecology. We are proud of our Aboriginal heritage and acknowledge and value the significant contribution made by Aboriginal people to our City through their maintenance and sharing of culture and connection to country.

As a key region for South Australia's economic growth, PAE is a vital hub for logistics, defence, manufacturing and new start-up businesses, and a popular destination for tourists.

We will continue to work with State and Federal Governments, industry and local businesses to grow our economy through increasing our residential population, creating new jobs, promoting private investment, and attracting more visitors.

Our built and natural environment is important to us, and we strongly advocate for heritage protection and conservation across the region.

With a long and rich sporting history, we value the fundamental role sport plays in the health and wellbeing of our community. We have dedicated reserves, playgrounds and coastal parks to enable us to remain active and healthy, and we will continue to invest in our open space, sporting and recreational facilities.

Art is interwoven throughout our City, and our distinctive and creative places are shaped through strong collaborations with our community that enable street activations and vibrant business precincts to create a 'buzz' and bring people together.

We will continue to rise to the challenge of climate change by protecting and restoring our rivers and coastline and improving our city greening and biodiversity. Our residents and businesses are taking practical action to reduce water, waste and emissions and we continue to grow our green and circular economy industries and create opportunities for waste minimisation.

Highlights in our City Plan include the collaborative delivery of a Materials Recovery Facility; an holistic approach to coastal adaptation and protection; increased tree canopy coverage and greening of our City; active encouragement of investments into the region, especially international defence supply businesses; development of an integrated transport and movement strategy; and a proposal for an Aboriginal Cultural Centre.



Continuing to invest in our community infrastructure valued at \$1.5 billion remains a priority. This Plan commits towards the delivery of the \$7 million Regency Park sporting facility; development of the LJ Lewis, Eastern Parade and Edward Smith Reserve Masterplans; enlivening the retail precinct on Prospect Road; and developing Port Adelaide's inner harbour waterfront.

We will maintain our position and reputation as a high performing, innovative and collaborative Council for our residents and businesses, and we will continue to provide strong direction, accountability and transparency.

I want to thank our Elected Members for their ongoing commitment and leadership.

As a Council we look forward to working with you to shape PAE's future as a liveable, sustainable and resilient City.

Mayor Claire Boan

OUR VISION

A City that values its diverse community and embraces change through innovation, resilience and community leadership

ECONOMY

We are a thriving economy and a business-friendly City

COMMUNITY

We are a safe, vibrant, inclusive and welcoming City for our residents, businesses and visitors alike

ENVIRONMENT & HERITAGE

We are a low carbon, water sensitive and climate resilient City and our built heritage is protected, embraced and celebrated

PLACEMAKING

We are a unique and distinctive collection of active places, created and cared for through strong partnerships

LEADERSHIP

We are an innovative, collaborative and high performing leader within local government

CITY PLAN 2030

The City Plan 2030 captures and presents the vision and aspirations for PAE and encapsulates what we believe is important for our future development. Our Plan is organised under five main themes: Economy; Community; Environment & Heritage; Placemaking; and Leadership. Each theme has an outcome statement; strategies and outlines what Council will deliver to achieve on each outcome statement.

In developing the City Plan, Council has also assessed its Strategies against the United Nations Sustainability Goals which can be accessed at <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

The City Plan is underpinned by a suite of Strategic, Financial and Asset Management Plans which have more detailed objectives and activities to ensure we are sustainable long term. A full list of our Plans can be found on Council's website www.cityofpae.sa.gov.au/plans

OUR PLANNING FRAMEWORK

Council's Strategic Management Framework, illustrated in the diagram (to the right), demonstrates how our Plans connect together to deliver on our Vision. We will undertake regular performance reporting and reviews of our Plans to ensure we deliver on our commitments and are accountable to you, our Community.

MONITORING AND REPORTING

Consistent with our commitment on delivering this plan and budget we will consciously keep track of our progress and report back to you, our community through quarterly reviews.

At the end of the financial year, we will produce an annual report – a summary of what has been achieved in the year. This is a legislated requirement and provides information to the community on what services, facilities and programs we are delivering for rate payers, residents and visitors.

OUR VISION

A City that values its diverse community and embraces change through innovation, resilience and community leadership





Derrick Diver Bridge, Port Adelaide

ECONOMY

In 2030 PAE is a thriving economy and a business-friendly City

Existing and new businesses are growing, and we attract new investment and embrace innovation and start-ups. We are national leaders in waste minimisation, collaborating to create a local circular economy and green business opportunities. We purchase locally while maintaining value and quality for the community. Known as the home of Australia's defence ship building program and the State's sea freight hub, PAE boasts a range of employment opportunities and is the engine room of the South Australian economy. Our City is an attractive and affordable place to live and work and has a range of training, education and learning opportunities.

Urban renewal has stimulated new economic activity and employment. Our public and private transport network is well integrated and supports economic growth. Our City's infrastructure and assets meet the needs of existing and new businesses and communities. As a preferred tourist destination, Port Adelaide's local tourism industry is booming. Adelaide Airport and the CBD are only 20 minutes away from this great waterfront City, which is also the gateway for cruise ship passengers to discover our maritime, cultural and built heritage. The Port River estuary is home to ancient mangroves, the Adelaide Dolphin Sanctuary and Adelaide International Bird Sanctuary, and white, sandy beaches on our coast.



Bakery, Prospect Rd, Kilburn

ECONOMY

STRATEGIES TO GET THERE:

- Support existing business and attract new investment and innovation
- Create opportunities for the growth of green industries and the creation of a local circular and low carbon economy
- Secure local content and local job opportunities in the defence supply chain
- Advocate for training in new industries and tech based jobs that provide employment opportunities
- Collaborate with skills training providers to ensure that PAE has the appropriate courses to support business
- Ensure an infrastructure led approach to urban development
- Promote PAE as a unique tourism destination comprising heritage, beaches, waterways and recreation attractions

PRIORITIES TO DELIVER ON OUR VISION:

- Support businesses in recovering from COVID 19
- Deliver a council owned and operated Materials Recovery Facility (MRF) in collaboration with the City of Charles Sturt to grow the circular economy.
- Explore options to develop a procurement strategy which supports Buy Local principles whilst representing value for money and ensuring a competitive tendering environment
- Create a business-friendly culture in service delivery
- Engage with local schools on traineeships and future employment opportunities
- Actively encourage inward investment into the region, especially international Defence supply businesses
- Collaborate with the Adelaide Business Hub and local business networks
- Develop an integrated transport and movement strategy for the City that meets current and future needs
- Review our Economic Development Strategy and Tourism Strategy
- Deliver annually the renewal of our 695km road network to maintain our roads to an acceptable condition and to support industry and business (approximately \$13M each year)
- Develop the local tourism industry, including activation of the Port River

RELATED PLANS

- Economic Development Strategy
- Living Environment Strategy 2017 - 2022
- Open Space Plan
- Tourism Strategy and Action Plan 2020



COMMUNITY

In 2030 residents, businesses and visitors describe PAE as a safe, vibrant, inclusive and welcoming City

No matter your age, ability or stage of life PAE is a community where it's easy to be active, get involved, and enjoy a good life. There's a sense of care and cohesion as people look out for each other and the neighbourhoods in which they live. It's easy to connect with friends, neighbours, activities, opportunities, and services that support individual and community health, wellbeing, safety and aspirations.

We are proud of our diversity. The rich heritage of our First Nations people, together with those from countries around the globe, is reflected in our food, art, enterprise, traditions and celebrations.

We are active in advocating for and on behalf of our community, and work with agencies

and tiers of government to address individual and community needs and aspirations.

Our green open spaces, sporting facilities, libraries, centres, halls and hubs are places where people come together and learn skills for life and employment. They are contemporary, high quality, well maintained examples of community infrastructure, which are well positioned across PAE.

New and old neighbourhoods are developed in ways which reflect an expectation of good lives for individuals and communities. Our City offers a range of affordable housing choices and essential health services are easily accessible.

Our community is resilient and faces challenges together.



Performance at Outdoor Cinema Klemzig

COMMUNITY

STRATEGIES TO GET THERE:

- Foster strong and diverse community participation and pride
- Develop effective ways to engage people in planning for services, programs, events and activities that meet their needs
- Develop and maintain quality, contemporary social infrastructure, sporting facilities and services
- Strengthen our work at the neighbourhood level, focusing on place-based initiatives and activities that build connection, cohesion, participation and inclusion

PRIORITIES TO DELIVER ON OUR VISION:

- Support community recovery following COVID-19
- Become accredited as a Welcoming City
- Explore the development of an Aboriginal Cultural Centre
- Deliver the \$7M Regency Park Sporting Facilities Upgrade
- Progress with the delivery of the LJ Lewis and Eastern Parade and Edward Smith Reserve Masterplans
- Advocate for vulnerable people in our community
- Implement Sport Development Plan (2017 – 2022) actions and undertake the Inclusive Sports Facility Review

RELATED PLANS

- Sports Development Plan 2017 - 2022
- People, Pets and Places: Animal Management Plan 2018 - 2023
- Tourism Strategy and Action Plan 2020
- Public Health and Wellbeing Plan 2015 - 2020
- Open Space Plan
- Inclusive Communities Plan 2019 – 2024
- Active Recreation Facilities Plan



Largs Bay Jetty, Largs Bay

ENVIRONMENT & HERITAGE

In 2030 PAE is a low carbon, water sensitive and climate resilient City and our built heritage is protected, embraced and celebrated throughout the region.

Green streets are a dominant feature of our urban landscapes, and our tree canopy on private and public land is healthy, connected and expanding. Our green corridors and conservation areas also create habitat for wildlife and our biodiversity is improving. We manage our energy, water and waste resources wisely and we strive to find new ways to keep reducing our greenhouse gas emissions. Our transport networks encourage environmentally sensitive modes of transport-

Our coast, estuaries, waterways and wetlands are healthy. We collaborate to protect and restore the ecological and cultural values of our coastal environments and the catchments of the Port River and Torrens River.

Existing and new communities continue to come together to share their knowledge about our natural and built heritage. We also work with our community to ensure that we are well prepared to manage the impacts and mitigate the risks of natural hazards and disasters



ENVIRONMENT & HERITAGE

STRATEGIES TO GET THERE:

- Protect, conserve and promote the City's built heritage
- Accelerate actions to adapt to climate change and to reduce greenhouse gas emissions
- Foster climate and water sensitive and energy efficient development at all scales
- Collaborate to improve City greening and biodiversity
- Manage energy, water and waste resources sustainably
- Protect and restore our rivers, coast, water dependent and estuarine environments
- Empower community led approaches to environmental and climate change learning and action
- Plan for and manage the impacts of natural hazards and disasters

PRIORITIES TO DELIVER ON OUR VISION:

- Advocate for heritage protection and conservation in our built environment
- Encourage adaptive reuse of heritage buildings and deliver heritage incentives and promotions
- Deliver a council owned and operated Materials Recovery Facility (MRF) in collaboration with the City of Charles Sturt to reduce landfill
- Deliver the AdaptWest climate change adaptation priorities
- Increase the City's tree canopy coverage and greening in hot spots and public spaces
- Participate in the national Cities Power Partnership to drive emissions reduction
- Invest a approximately \$9M annually in stormwater infrastructure to assist in reducing the flood impact to our City
- Deliver on our waste minimisation and greenhouse emissions reductions commitments
- Ensure our procurement practices support energy, water and waste efficiency outcomes
- Collaborate to improve the management of the Port River, Torrens River and the City's wetlands as healthy living ecosystems
- Develop a strategic approach to coastal adaptation, protection and management
- Partner with community groups, government and the private sector to support the Green Adelaide priorities
- Provide opportunities for our community to become informed and learn about climate change and its impact

RELATED PLANS

- Living Environment Strategy 2017 - 2022
- Biodiversity Management Plan 2016 - 2020
- Coastal Management Plan 2017 - 2022
- People, Pets and Places: Animal Management Plan 2018 - 2023
- Tourism Strategy and Action Plan 2020
- Waste Management Strategy 2018 - 2023
- Public Health and Wellbeing Plan 2015 – 2020
- Open Space Plan



PLACEMAKING



In 2030 PAE is a unique, creative and distinctive collection of places, created, and cared for through strong partnerships between Council, community and other stakeholders

Our places enable people to connect with each other, with nature and through their unique, local identity. We are also recognised for supporting and empowering local artists, and their creative and artistic expressions can be found throughout PAE.

Our places attract people to PAE because they are well planned, designed, and maintained to encourage activity. They are places where our community connects through recreation, business and pleasure to support individual and community wellbeing and prosperity.

The people of PAE have a strong sense of ownership in their places because they have a say in how they are imagined, shaped and transformed.

We use placemaking as a way to focus our work and to ensure strong community, economic and environmental benefits are derived from the places we own and manage for the community.



Karl Meyer/Exhibition Studios - 'Spirited', Parks Library

PLACEMAKING

STRATEGIES TO GET THERE:

- Collaborate to bring life and activity to our places
- Champion local culture, creativity, pride and identity
- Undertake ongoing and meaningful community engagement to underpin our efforts to shape, transform and care for our places
- Apply a “place first” approach to our work in order to create public value
- Strive for excellence in the design of the public realm and the built environment
- Work with other tiers of government and the private sector to deliver high quality placemaking outcomes.

PRIORITIES TO DELIVER ON OUR VISION:

- Deliver \$2M streetscape works to enliven the retail precinct on Prospect Road and strengthen community connections
- Engage with stakeholders to develop a design narrative for the Port Adelaide inner harbour waterfront, to support high quality public realm and future activation
- Maintain and creatively activate our parks and public spaces to create beautiful places, increase utilisation, support community connections and active healthy living
- Encourage and enable temporary activations, street celebrations, and vibrant business precincts to create 'buzz' and bring people together in neighbourhood places
- Invest in upgrades to community infrastructure that build active participation and promote social inclusion
- Develop and implement frameworks and strategies for placemaking and events to drive the implementation of our "place first" approach
- Implement the Arts and Culture Strategy and Action Plan
- Develop and implement an Events Strategy

RELATED PLANS

- Economic Development Strategy
- Sports Development Plan 2017 - 2022
- People, Pets and Places: Animal Management Plan 2018 - 2023
- Tourism Strategy and Action Plan 2020
- Living Environment Strategy 2017 - 2022
- Public Health and Wellbeing Plan 2015 - 2020
- Open Space Plan
- Inclusive Communities Plan 2019 - 2024
- Asset Management Plans
- Community Land Management Plans
- Active Recreation Facilities Plan
- Events Strategy (to be developed)



Groundbreaking ceremony of Starfish Development at Dock 1, Port Adelaide

LEADERSHIP

In 2030, PAE is known as an innovative, collaborative and high performing leader within local government

We are innovative in the ways in which we connect, engage with and listen to our community in order to make good decisions. Our community is empowered and has trust in our decisions and we deliver on our promises. We communicate with our community on a regular basis, in a variety of ways using clear and consistent messages that reflect who we are. We are responsive in addressing current community needs whilst also planning for future generations and requirements. We have well established relationships at all levels of government and effectively advocate for the current and future needs of our community.

We excel in providing an exceptional customer experience, offering services which are responsive, inclusive and provide choice. We make responsible financial decisions, and invest prudently for the future of PAE. Our assets and infrastructure are planned for and managed sustainably with equity of provision across the region. We use technology and data to enable us to work smarter and deliver value. We continue to attract and retain highly skilled and motivated staff and volunteers, who are passionate about working with and for our community.



LEADERSHIP

STRATEGIES TO GET THERE:

- Ensure transparent and accountable leadership which delivers excellent decisions
- Proactively engage with our community to build relationships and connections using a variety of channels
- Ensure clear, consistent and comprehensive communication with our community and throughout the organisation
- Develop strategic partnerships and take a planned approach to advocacy
- Plan for and manage finances and assets sustainably
- Ensure quality project management which delivers on time and budget
- Excel in service provision and the use of technology and data to drive innovation
- Invest in our people and culture to develop a safe, inclusive and high performing organisation

PRIORITIES TO DELIVER ON OUR VISION:

- Implement a service review program to ensure we deliver value to our community
- Develop performance metrics to understand and manage our operations
- Strengthen our audit functions to achieve quality assurance
- Develop and implement a Marketing and Communications Plan to share our vision and achievements
- Implement our Community Engagement Framework including website and social media engagement tools
- Improve project management to ensure our commitments are delivered on time and within budget.
- Develop and deliver an ICT strategy to inform future investment
- Implement our People and Culture strategy to develop our people and drive performance
- Collaborate with other councils and key stakeholders
- Implement Customer Experience Program

RELATED PLANS

- People & Cultural Strategy
- Marketing & Communications Strategy and Plan (to be developed)
- Annual Business Plan and Budget
- Long Term Financial Plan
- Information and Communications Technology Strategy
- Community Engagement Framework
- WHS Improvement Plan
- Asset Management Plans



CITY OF
Port Adelaide Enfield