



# NOTES FROM COUNCILLOR DAVID PLUM RIDGE'S DESK

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## RECORD NUMBER OF TRAVELLERS

The total number of **international arrivals and departures to Australia** reached a record high last year, according to recent Australian Bureau of Statistics (ABS) figures. There were 12.4 million overseas arrivals and 12.3 million departures in 2009, making a record of 24.7 million international movements across Australia's borders. This is an increase in overseas movements of nearly 60% and it is important that South Australia should enjoy its share of this lucrative market. **Adelaide City is the 'gateway' to almost every SA tourist attraction** which is why the City Council is working with Tourism SA to develop an effective strategy for tourism in the City.

Some interesting figures for **South Australia** include:

- In the 12 months to December 2009, 7.0% of international visitors to Australia spent time in SA, accounting for 4.1% of the total nights spent by international visitors in Australia.
- UK was the largest source of visitors for SA during 12 months to December 2009 accounting for 20% of our visitors and Europe in total accounted for 49% of our visitors.

**Visitors from the USA accounted for 9% of S.A's overseas visitors so that with Canada's 4%, visitors from North America and Europe accounted for 62% of SA overseas visitor numbers.**

- In the year ending December 2009, **travel and tourism** generated **\$4.6 billion** of expenditure in S.A.
- In the 12 months ended Dec 2009, S.A. received around 5.1 million visitors and 25.5 million visitor nights.
- South Australians travelling in their own state accounted for around 34% of the nights, visitors from interstate 37% and international visitors 28% of nights.
- **Latest figures for the 12 months ended December 2009 show South Australia attracted 360,600 international visitors and 7.2 million international visitor nights.**

*Statistics drawn from Tourism Research Australia. For more details refer to the Tourism SA website:*

[http://www.tourism.sa.gov.au/WebFiles/publications/FastFacts/PDFDocument/At\\_A\\_Glance\\_Dec\\_09.pdf](http://www.tourism.sa.gov.au/WebFiles/publications/FastFacts/PDFDocument/At_A_Glance_Dec_09.pdf)



**IS IT SUSTAINABLE?** Much is being done to prepare ourselves for the end of oil as a primary fuel for motor cars but not much is heard about aviation fuel alternatives? The recent disruption to air travel has given us a glimpse of a world with severely reduced international travel – a variation of **Peak Oil** stared us in the face – and the tourism industry must have realised just how fragile their industry really is. Perhaps it is time we began building an industry based on **Asian travel and a stronger domestic market.**

## WHAT MAKES A TOURIST ATTRACTION?

I read somewhere recently that the best tourist attractions are the ones that appeal to the locals! In other words, we should be making sure that we invest more in the permanent on-going attractions of our city/state rather than the ephemeral activities which seem to occupy so much of our time and resources. Obviously festivals and fairs make a major contribution but **a dollar spent on permanent improvements to our Public Realm is undoubtedly worth more than the same dollar frittered away on a few days of fleeting festivity.**

Think Paris and you think about The Eiffel Tower, London and it's Big Ben or the Eye, Sydney and it's the Opera House, New York and it may be Central Park, Canberra and it's the grandeur of Griffin's Plan.

**Building a better Victoria Square or Riverbank or creating a more attractive Rundle Mall and the ribbon of the Park Lands will positively improve the experience of coming to Adelaide, day in and day out.** Council should invest more resources in **permanent improvements** and less on sponsoring **ephemeral events.**

## HOTEL OFFERS 'CYCLE FOR YOUR SUPPER' DEAL

**The Crowne Plaza Copenhagen Towers**, 15 minutes from the centre of the Danish capital and five minutes from Scandinavia's main airport, is installing two exercise bicycles hooked up to generators. Guests will be invited to jump on and start pedalling - and if they produce enough electricity they will be given a free meal.

From June, they will be able to race against the 366-room hotel's solar panel system in a bid to produce the most electricity. "Anyone producing 10 watt hours of electricity or more for the hotel will be given a locally produced complimentary meal encouraging guests to not only get fit but also reduce their carbon footprint and save electricity and money," the hotel said. The electric bikes will be up and running from April 19 and the plan is to test the idea for a year with a view to expanding it to more Crowne Plaza hotels in the InterContinental Hotels Group.

*(Posting courtesy of Cruxcatalyst)*

(The new **Adelaide Crowne Plaza Hotel** has just opened its doors in Hindmarsh Square) ►►►



Some recent meeting decisions (full details are available on the Council's website 5 days after the meeting)

**DEVELOPMENT ASSESSMENT PANEL - The Meeting scheduled for 19 April was not held. The Next Meeting is scheduled to be held on 3<sup>rd</sup> May at 5.30pm**

**ADELAIDE PARK LANDS AUTHORITY – Meeting held 15 April (Next Meeting 20 May at 5.30pm)**

APLA Executive Officer Martin Cook addressed the Board in relation to his attendance at the Urban Parks Seminar in Sydney. One presentation featured The **Pittsburgh Parks Conservancy** which was founded in December 1996 by a group of concerned citizens and in 1998, the Parks Conservancy signed an official **public-private partnership agreement** with the City of Pittsburgh to work together for the restoration of the city's four regional parks.



■ (Item 6.1) The Authority noted the near-completion of the newly created park off **Frome Road** as a significant return of alienated Park Lands and advises Council that it supports the proposed name for the Park being **Frome Park/ Nellie Raminyemmerin** in recognition of • Captain Edward Charles Frome who succeeded Colonel Light as Surveyor General in 1840 and • Nellie Raminyemmerin, daughter of Ityamaitpinna (King Rodney) and sister of Ivaritji, one of the Kaurna people's eight apical (top) ancestors.

■ (Item 6.2) The Authority supported the Outcomes of Stage 1 of the **South Park Lands Stormwater Management Scheme** and supports moving to Stage 2 Design work subject to no removal of established trees.

■ (Item 6.3) The development of the **SAHMRI (Medical Facility)** in Park 27 (North Tce) was noted with regret for its alienation of Park Lands and it was recommended **that fees for temporary occupation should not be waived.**

*Note: Authority Member Gunta Groves produces her own very comprehensive review of the Authority Meetings which can be obtained on request to her at email <[ggroves@chariot.net.au](mailto:ggroves@chariot.net.au)>*

**COUNCIL – Meetings held Monday 27 April 2010 - (next meeting Monday 10 May at 5.30pm)**

■ **Questions on Notice** were asked by **Cllr Yarwood** re Waste diverted from landfill since the introduction of the **3-bin system** (3278 tonnes) and the amount of rubbish collected during **Clean Up Australia Day** in the City (750kg)

■ **Motions on Notice** were moved by **Cllr Yarwood** on • collection of **E-Waste** • **Clean City Campaign**, by **Cllr Clarke** on **Shop Trading Hours**, amended by **Cllr Hayward** and by **Cllr Wong** on **Hindley St** which failed. **Cllr Yarwood** moved that ALGA Assembly be asked to support establishment of Fair Trade Councils through Australia.

(Item 12.1) Council endorsed the draft **2010-11 Business Plan and Budget** for community consultation which commences on 29 April and **concludes at 5pm on Wednesday 19 May**. There will be a Special Meeting of Council on 25 May to receive submissions including any verbal presentations from the public. There will be 4 public information sessions as well as tent displays at Rundle Mall and the Central Market. Hard copies of the document can be picked up at all Council outlets and **on-line** at [www.adelaidecitycouncil.com/draftbudget](http://www.adelaidecitycouncil.com/draftbudget) after 29 April. The \$185m Budget is the culmination of many Council Briefings and is underpinned by the long-term strategic, financial and infrastructure and asset management plans of the Council and the priorities set by the elected members. Over 80% of the budget may be 'locked in' but priorities can be changed so avail yourself of the chance to **Have a Say!**

(Item 12.2) Council supported amendments to the **Members Allowances** legislation which includes the setting up of a **Remuneration Tribunal** to set Allowances and Benefits prior to the coming election. This process is entirely independent of Councils. The Tribunal recently called for submissions at <http://www.remtribunal.sa.gov.au/news.htm>

(Item 12.4) Council received an update report on the stalled **Brownhill and Keswick Creeks Stormwater Management Plan** and note that Mitcham Council has agreed to collaborate with the other member Councils within an amended MOA. and a re-evaluation of the S/W Plan. **The 4 key projects** identified in Stage 1 and for which funding is available **will now proceed** and should be completed within 18 months.

(Item 12.5) Council approved hoarding and site compound works required to build the new \$200m **Medical Facility on North Tce**. On advice from **APLA** and a motion from **Cllr Wilkinson** Site occupation Fees will **not be reduced**.

(Item 12.7) Council approved leases for **Pedal Prix** events at **Victoria Pk/Bakkabakkandi** on 30 May and 25 July.

(Item 12.8) Approval was given for the Commissioner of Police to close **Whitmore Sq/Ivaritji** roads to facilitate a **cycling Criterium** event for the **2010 SA Police and Emergency Services Games** to be held on Saturday **8 May**.

(Item 13.1) Council agreed to alterations to **on-street parking** traffic control provisions in 6 locations in the city.

(Item 14.1) A Report on the **Renew Adelaide** project was noted. The project based on a similar scheme at Newcastle aims to assist creative ventures to have low-cost use of temporarily vacant properties. A pilot project will commence in May and will possibly be sited at **Sitters and Fisher Crash Repair** workshop at **190 Franklin St**.

The project, run by volunteers, will attract support from various sources including a bid for **\$15k from the Council**.

**Confidential Items** were 1) **Cash Collection** tenders and 2) **Review of Rundle Street Market Operations**.

**CITY STRATEGY COMMITTEE**

(Item 5.1) The **Capital Works Report** for **March 2010** was received. Expenditure to the end of March is **\$30.282m** with a further **\$11.5m** in contractual commitments. **Total Capital Works budget for 09/10 is \$75.07m**

(Item 5.2) The Committee received the **3<sup>rd</sup> Quarter Report from Enterprise Adelaide**. Assistance was provided to **236 businesses** including **19 recently established businesses** (as well as 48 people intending to start a business in the City). In the businesses assisted by Enterprise Adelaide, **employment grew by 39 workers**.

(Item 5.3) Council appointed **Dr Brenda Croft**, a prominent Aboriginal artist, to the **Public Art Round Table**.

**CITY SERVICES AND FACILITIES COMMITTEE**

(Item 5.1) The **Fee-Based Facilities Report** for March was received. Year to date returns from the **Golf Links** and **UPark** continue to be below expectations whereas the **Central Market** and **Properties** are performing well.

A **confidential** item dealt with a **Central Market leasing matter**.

**CORPORATE STRATEGY AND PERFORMANCE COMMITTEE**

(Item 5.1) The March **Monthly Financial Performance Report** was received. Council's net funding available for projects is **\$343k** favourable to budget at 31 March. This includes a Gen. Operations favourable variance of **\$632k**.

**The views expressed herein are those of Cr Plumridge and do not purport to be those of the Adelaide City Council**