



NOTES FROM COUNCILLOR DAVID PLUMRIDGE'S DESK

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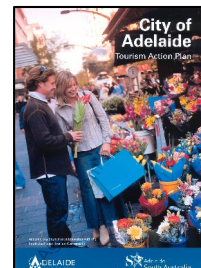
COUNCILLOR DAVID PLUMRIDGE AM
AREA COUNCILLOR - CITY OF ADELAIDE

32 Dukes Lane Adelaide SA 5000
Email dplumridge@adelaidecitycouncil.com

Tel 8232 0515 Mob 0417 088 992
Website www.davidplumridge.com

TOURISM TAKES A STEP FORWARD

- The **City of Adelaide Tourism Action Plan** has been jointly developed by Council and the South Australian Tourism Commission (SATC) with input from industry participants and the Minister's Tourism Roundtable.
- The Plan recognises and builds on the initiatives and programs that the Council and the SATC already deliver in support of tourism activity in the City of Adelaide.
- The Plan proposes a range of actions and supporting actions which aim to improve the City's competitive position in the tourism market. • **The Plan will be implemented by an Memorandum of Understanding between Council and the SA Tourism Commission.**



WHAT WILL THE PLAN DELIVER?

"This Plan seeks to transform Adelaide's long-term tourism prospects from a city losing national share of capital city tourism to one which people will aspire to visit because it is one of the **great 'lifestyle' cities** of the world.

The reward will be a **\$2.5 billion city-based tourism industry** that supports and complements the authentic lifestyle aspirations of the local population resulting in greater vibrancy, retail and business prosperity and jobs.

The Plan proposes to do this by encouraging a **collaborative commitment** to enhancing Adelaide as an outstanding place in which to visit, learn, invest and play – based firmly on its inherent strengths and attributes".

WHAT ARE SOME OF THE KEY ACTIONS?

To realise the Plan's objectives, the following key actions have been identified (noting that it is not considered to be an exhaustive list):

- Planning and developing a bold and vibrant **Torrens Riverbank Precinct** that will provide an exciting integrated public space incorporating water, promenading, arts, culture, heritage, health, cafes and dining events and recreational and sporting life.
- Expansion of the **Convention Centre** precinct to tap into larger business event markets.
- Revive the heart of the city by **Regeneration of Victoria Square**.
- Expanding the range of "boutique" hotels including the **heritage-listed GPO building**.
- Building the **events program** to develop a year round program to activate public spaces;
- Continue to invest in initiatives that will position Adelaide as **Australia's education city**;
- A compelling interpretive **City Lookout** preserving and **describing Adelaide's story**.
- Develop a series of high quality **thematic trails** making it easy for visitors to experience **the best of Adelaide** whether on foot, by bicycle, public transport or guided tour.
- Exploring the opportunities to leverage **News Limited's** media reach based on its roots having been in Adelaide.

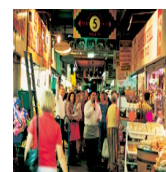
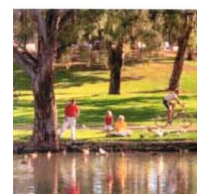
"These initiatives will complement and mutually reinforce one another to create greater community pride and confidence in Adelaide and a greater market perception of Adelaide as a progressive place with exciting things to see and do. These natural synergies will create greater vibrancy and enhance City and State prosperity."

This vision cannot be achieved by one party alone but only by a collaborative partnership of many stakeholders who stand to benefit. Adelaide is committed to its role in the partnership.

WHAT MAKES A TOURIST ATTRACTION?

Last April I made the comment that I had read somewhere that the best tourist attractions are those 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.

Building a better Victoria Square or Riverbank or creating a more attractive Rundle Mall will positively improve the visitor's experience of coming to Adelaide, day in and day out. Council should invest more resources in permanent improvements and be more strategic in sponsoring events that should be funded from commercial sources.



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

DEVELOPMENT ASSESSMENT PANEL – Meeting held 5 July (next Meeting 19 July at 5.30pm)

■ 3. Applications for consideration on Merit

- (Item 3.1) An application to construct a screen structure at **11 Kate Court and 341 Carrington St** was **refused** on the grounds that it was unsatisfactory visually and from a shading point of view. (DA/943/2009)
- (Item 3.2) A request for approval of change of existing licensed karaoke bar operating hours from 2am to 3am at **Level 1 39 Gouger Street** was **refused**. (DA/285/2010)

■ **6 (Other Business) (Item 6.1) 195-209 Halifax St.** This application which had been **recommended for refusal by the Panel** at its meeting on 3 May had been referred to DAC which, at its meeting (behind closed doors) on 10 June, approved the application. Essentially the application was for a light industrial use in a residential zone. The Report makes interesting reading to see how Council's intent in its Plan can be so differently interpreted by another assessor. Almost all relevant parts of the Plan was **peremptorily dismissed by the DAC** (DA/948/2009)

CITY DESIGN AND CHARACTER COMMITTEE – Meeting held 12 July (next meeting 3 August at 5.00pm)

(Note: decisions made at these meetings are recommendations for final decision at the Council Meeting on 26 July)

■ (Item 1.1) The first part of the meeting was a **Workshop** to enable the Committee to be briefed on the **Integrated Design Strategy**; how it will be implemented and its impact on the design of the City and our relationship with adjoining Councils. Council's Jason Pruszinski will be seconded to the IDC from September.

■ (Item 3.1) **Victoria Square/Tarndanyangga** The Committee considered the 192 formal submissions received in the public consultation & **recommended to Council** that they be used to inform the next stage of the design. The majority of consultation submissions express support for the draft Masterplan's proposed features, uses and activities further validating the results of the market research undertaken as part of the **Future Uses Study**.

The main findings of the public consultation process were:

- 84% supported the proposed features with 46% supporting all features; • 82% supported the proposed uses and activities with 56% supporting all uses and activities; • The majority of responses (63%) addressed other themes besides the proposed features (30%) and uses and activities (7%); • The main response themes related to proposed features focused on the event spaces (30%), gardens (23%), café/kiosks (16%), grand arbours (14%) and the bicycle hub (10%). • The main response themes related to proposed uses and activities focused on events (38%), outdoor cinema (29%), outdoor dining (24%) and passive recreation (9%). • The main other response themes focused on traffic (28%), the overall design (20%), access (13%), general comments/suggestions (11%) and project cost (10%). • The most common single comment was about creating an E/W tunnel beneath the Square which the Committee has had to dismiss on the grounds of cost.

■ (Item 3.2) **A Submission to the Productivity Commission** regarding planning, zoning and development assessment was endorsed for recommendation to Council subject to a number of alterations. The Commission's issues paper can be read at: www.pc.gov.au/projects/study/regulationbenchmarking/planning/issues

CITY GROWTH AND SUSTAINABILITY COMMITTEE – Meeting held 12 July (next meeting 3 August)

■ (Item 3.1) It was agreed to recommend to Council that the proposed location for the Aquatic Centre Cogeneration Plant be approved. This plant is the flagship project in year 2 of the implementation of the Council's **Carbon Neutral Council Action Plan 2008-2012**.

■ (Item 3.2) The Committee considered and recommended to Council that the 4th Quarter report on the implementation of the **Carbon Neutral Council Action Plan (CNACP)** be noted and endorsed.

Achievements of the 4th quarter CNACP projects and initiatives include completion of:

- installation of an energy efficient gas powered air conditioning system at the **Central Market**
- Park Lands pedestrian **lighting upgrade in Park 2**, adjacent to the Adelaide Aquatic Centre, using LED lights
- voltage optimisation devices installed at **Rundle UPark**, resulting in whole of facility energy savings of 10%, with installations pending at the **Topham and Wyatt UParks and Central Market**
- the National Australian Built Environment Rating System (NABERS) energy (4.5 out of 5 stars) and water (3 stars) ratings for the **Colonel Light Centre**
- upgrade of the **Central Market** roof to support the solar panel installation (completion in July 2010)
- negotiation of contracts for the supply and installation of the Aquatic Centre **cogeneration system**
- rollout of priority items of the **Go Green with Energy Communication Strategy**.

This program has been made possible by this **Council's bold decision in its first budget in 2008 to put a 1% surcharge on the rates in order to be carbon neutral by 2020.**



CITY VIBRANCY COMMITTEE - Meeting held 13 July (next meeting 10 August at 5.00pm)

■ (Item 3.1) The Committee recommended to the Council that it approves the establishment of a new golf cart storage and recharge facility at the **Adelaide Golf Links** at an estimated cost of \$228k subject to more detailed design drawings being prepared by Dash Architects. The Adelaide Golf Links is a major recreation facility that provides a unique golfing experience in the City. The north and south 18-hole courses attracted more than **80,000 visits in 2009/2010**, with over 54,000 of these being casual visits (non-members). As such, a range of improvements is planned to progressively improve facilities and services at the Golf Links in order to increase participation and enjoyment of the game.



Plan ►

CITY AND CORPORATE GOVERNANCE COMMITTEE – Meeting held 13 July (next meeting 10 August)

■ (Item 1.1) The meeting took the form of a **Workshop** to look at the role and functions of this committee and to agree on its forward work program. The main role of the committee is to look at issues relevant to the whole of Council business including capital works, procurement, reporting frameworks, budget review and governance.

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