

City of Adelaide

Adelaide.
Designed for Life.



CITY OF
ADELAIDE

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Message from CEO Mark Goldstone



Despite the significant challenges we are all facing, in many ways, it is still an exciting time to be in the City of Adelaide. Our city is continuing to undergo a notable transformation with new major infrastructure, and exciting and creative adaptations through entrepreneurial activity.

With a vision for Adelaide to be the most liveable city in the world, the City of Adelaide 2020–2024 Strategic

Plan builds on our strengths to embrace the opportunities around us.

For us, a liveable city is one that is a great place to be, whether as a business owner in one of the city's precincts, a resident or worker, a student of our world class universities, or a visitor to our famed festivals, cultural institutions and attractions. The qualities that make our city liveable for those who are already here are also the attributes that may attract others to make the City of Adelaide home.

New businesses, residents and international students are attracted to our city because of our focus on innovation, start-ups and entrepreneurialism; the 10 Gig Adelaide network enabling very fast connections; our sterling arts and cultural experiences; our genuine concern for a sustainable future; our reputation for safety particularly through the ongoing handling of the COVID-19 pandemic.

In the City of Adelaide, you can enjoy world class experiences, connect with others and access employment opportunities across the world in a safe and hospitable environment.

To enable us to continue delivering this we have an extraordinary team of dedicated people, with a leadership team that will bring out your best. Our people are continually challenged to stretch themselves and real influence is possible. We work hard, take great satisfaction in our work, truly care about our city and are proud to say we work at the City of Adelaide.

If you are ready to meet the challenges of working with the City of Adelaide, I invite you to submit an application for a role that will help shape the future of our amazing city.

“The future prosperity of Adelaide is critical to the future success of South Australia. As the Capital City Council of South Australia, Council’s senior leadership team have a major role to play in ensuring this prosperity is realised.”

Adelaide Fast Facts

Internationally renowned for its liveability, Adelaide is the capital city of South Australia – a State rich in cultural and built heritage and blessed with some of Australia’s most majestic natural landscapes.

Home to a welcoming multicultural population of 1.3 million people, South Australia is experiencing a dynamic transformation aimed at driving growth and future-proofing the economy.

Leading that change is Adelaide – the centre of South Australia’s civic, cultural and commercial life.

Located on the southern coastline within easy reach of celebrated wine regions like the Barossa and

Clare Valley, the Adelaide Hills and McLaren Vale – Adelaide enjoys a seasonal Mediterranean climate.

A beautiful, healthy city where the wellbeing and quality of life of its community are paramount, Adelaide is also an innovative urban centre leading the shift from the State’s traditional economic base of manufacturing and mining to new knowledge-based industries.

Adelaide succeeds in creating a balance between preservation and progress, nature and the built environment, comfort and sophistication.

It’s a city, designed for life.



City of Adelaide Fast Facts

From a vision born in 1837, has flourished a unique ‘city in a park’ – a place that puts people first and where the best of South Australia is on show to the world.

Adelaide’s design is the creation of Colonel William Light, South Australia’s first Surveyor-General, who set out to shape a city of the future that celebrated its natural surrounds.

Hugging the CBD and North Adelaide in a unique green embrace, the Adelaide Park Lands is Australia’s largest urban park system – forming an extended backyard for city residents and visitors to pursue recreational, cultural and social activities.

Each day, the city centre bustles with an increasing number of users: workers attracted to the city’s increasing connectivity, students attending some of the world’s most acclaimed tertiary institutions and visitors drawn by the abundant offering of creative and culinary experiences.

Today, ‘Light’s vision’ is complemented by an ongoing commitment to acknowledge Adelaide’s past – from the rich cultural heritage of the Kaurana people of the Adelaide Plains to the city’s architectural history which instils balance and charm to the modern skyline.



City Brand

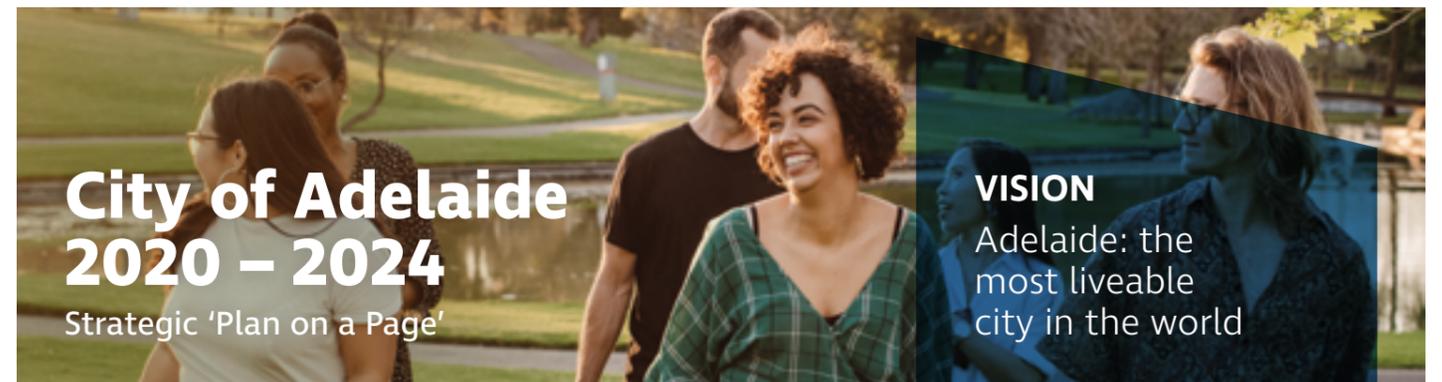
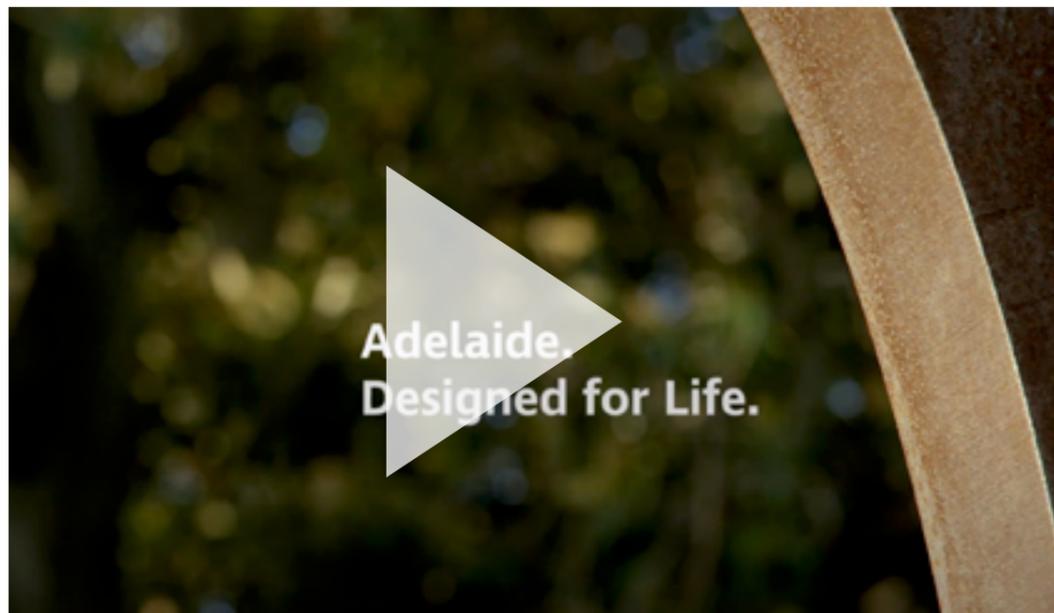
Adelaide. Designed for Life.

Adelaide is a city with big plans for the future, and **Adelaide. Designed for Life.** is the platform on which those plans will be built.

Designed for Life. Three simple words. But they are at the heart of Adelaide's story, summing up our past, present and most importantly, our future.

A brand promise on which Adelaide will grow, **Adelaide. Designed for Life.** is designed for sharing – to unify, motivate and inspire all who represent and play a role in Adelaide's success.

It is a unifying expression to advocate for a city we love. Part of a conversation that gains depth, meaning, and momentum with collective action and voice and as more people come to recognise and share their experiences about Adelaide as a city that is designed for life.



Our Guiding Principles that underpin everything we do

• Community benefit	• Accessible participation
• Embracing innovation	• Being accountable

Community Outcomes – what we want to achieve together

Thriving Communities <ul style="list-style-type: none"> • Healthy and resilient communities • Safe and welcoming community spaces • Well-planned and inclusive residential population growth • Functional zero homelessness • A safe, affordable, accessible, well-connected city for people of all ages and abilities, and all transport modes • Increase community use of and access to the Adelaide Park Lands 	Strong Economies <ul style="list-style-type: none"> • The lowest-cost capital city with the least red tape • Greater digital capabilities and connectivity through Ten Gigabit Adelaide, enhancing capacity for innovation • Attraction and retention of a broad range of businesses and investment • Be a test bed for innovation in diverse industries • Main streets and laneways activated for economic growth 	Dynamic City Culture <ul style="list-style-type: none"> • Aboriginal and Torres Strait Islander peoples and cultures strongly represented in City life • Beautiful, surprising places • Global connections and collaborations • Celebration of diverse community, culture and creativity • New cultural and civic infrastructure • Protection, preservation and promotion of our unique built, natural and cultural heritage 	Environmental Leadership <ul style="list-style-type: none"> • One of the world's first carbon neutral cities by 2025, where sustainability is core • A transition to low carbon and circular economies • Enhanced greening and biodiversity • A climate ready organisation and community • Integrated and sustainable development
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Strategic Priorities for the next four years and beyond

• Ensure Adelaide is globally recognised as an affordable and innovative place to do business	
• Support the wellbeing of our communities	• Celebrate our city's unique built, natural and cultural heritage
• Lead the way in climate action and manage water, waste, transport and greening in a sustainable way	
• Transform the ways people move around and connect with each other	

Enabling Priorities to continually improve our governance and maximise community benefit

• Bold leadership and strategic partnerships to meet challenges and take up new opportunities	
• A cohesive and integrated set of strategies and plans to deliver community outcomes	• Transparent decision-making based on data and evidence
• Community consultation underpins everything we do	• Robust financial management
• New efficiencies and revenue streams	• Share and celebrate what we do

Key Strategies and Plans giving effect to Council's strategic direction

Long Term Plans and Annual Plan <ul style="list-style-type: none"> • Long Term Financial Plan (10 years) • Infrastructure and Asset Management Plans (10 Years) • City Plan (currently in development) • Delivery Plan (4 years) (currently in development) • Annual Business Plan and Budget 	Monitoring and reporting on progress <ul style="list-style-type: none"> • Strategic Plan reporting to Council • Annual report • City User Profile Survey (annual) • Resident and Business Surveys (periodic)
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Our organisation: corporate structure

As our CEO said in his message, "with a vision for Adelaide to be the most liveable city in the world, the City of Adelaide 2020–2024 Strategic Plan builds on our strengths to embrace the opportunities around us."

Our organisational structure will facilitate this and the delivery of Council's City of Adelaide Strategic Plan. Our Directors and Chief Operating Officer are responsible for leading their Portfolio of aligned services, programs and corporate teams.



Our organisation: who we are

You will have the opportunity to work with an extraordinary team of people who are inclusive, friendly, like-minded, approachable, supportive, proud, collaborative, engaged, strategic, forward-thinking, progressive and dedicated.

Our people are genuinely passionate about the City of Adelaide. They love the vibrancy, energy and visibility of the City and they are proud ambassadors.

It is this sense of pride that provides our employees with a feeling of fulfilment and achievement.

You will be amazed at the diversity City of Adelaide has to offer.

It's the diversity that brings challenge, variety and opportunity to everyone who works here.

You will enjoy your life in Adelaide and your role at City of Adelaide will provide you with the opportunity to be a part of something bigger.

Workforce Composition

There are currently 855 across the Corporation, employed on the following basis:

	Headcount
Full-time	552
Part-time	131
Casual	172
Total	855

Additionally the City of Adelaide is supported by 300 volunteers across various areas.

The majority of people are located in the Pirie Street and Town Hall offices and at our London Road Depot. Other employees are in varying locations, including the Aquatic Centre, UParks, North Adelaide Golf Course, Adelaide Central Market, Rundle Mall, City Libraries and other locations around the city.

All employees: Male 51.9% | Female 48.1%
Leaders: Male 53.5% | Female 46.5%
Ave length of service: 10.8 years



City Governance Elected Members



Sandy Verschoor
Lord Mayor



Anne Moran
Area Councillor



Robert Simms
Area Councillor



Arman Abrahamzadeh OAM
Area Councillor



Franz Knoll
Area Councillor



Phillip Martin
North Ward Councillor



Mary Couros
Deputy Lord Mayor
North Ward Councillor



Simon Hou
Central Ward Councillor



Jessy Khera
Central Ward Councillor



Greg Mackie OAM
Central Ward Councillor



Dr Helen Donovan
South Ward Councillor



Alexander Hyde
South Ward Councillor



Council

Council is accountable to the Capital City Community for city leadership and strategy development that delivers benefit for all South Australians. Council is also responsible for the delivery of efficient and effective local government services that respond to the community's needs.

Core Committee

The Committee is a workshop and discussion forum to enable Council Members and the Administration to develop strategic projects and ideas together to deliver on or support the delivery of Council's strategic plan.

Other Committees

Strategic Planning & Development Policy Committee

This Committee is established to meet the requirements of Section 101A of the *Development Act 1993*

Reconciliation Committee

This Committee works to advance reconciliation in the city and seek broad Aboriginal and Torres Strait Islander participation in Council activities and events

Audit Committee

This Committee is established to provide independent assessment of Council and Corporation activities

Panel

Council Assessment Panel

Approves non-delegated development in the city

Council Subsidiaries

Adelaide Central Market Authority

Oversees the management of the Adelaide Central Market

Adelaide Park Lands Authority

Advises Council and the State Government on the Park Lands

Adelaide Economic Development Agency

Focus on growing a strong economy for Adelaide

Legislative Context

City of Adelaide's Standing Orders identify and record the procedures which the Council uses in its decision making process as the governing body of the Corporation of the City of Adelaide. This can be found at:

cityofadelaide.com.au/about-council/your-council/

Council's responsibilities and decision making processes are also dictated and guided by a number of legislative instruments, including:

Local Government Act 1999

legislation.sa.gov.au

City of Adelaide Act 1998

legislation.sa.gov.au

Development Act 1993

legislation.sa.gov.au

Development Plan

cityofadelaide.com.au/planning-development/city-planning/development-plan

Freedom of Information Act 1991

legislation.sa.gov.au

ICAC:

icac.sa.gov.au

By-Laws:

cityofadelaide.com.au/your-council/policies-papers

Adelaide Economic Development Agency

The Adelaide Economic Development Agency (AEDA), has been established by the City of Adelaide as a subsidiary to focus on growing a strong economy for Adelaide, by delivering functions including city-wide marketing, investment attraction, supporting the visitor economy, and business support.

The AEDA's purpose is to deliver against the City of Adelaide 2020–2024 Strategic Plan, in particular supporting the Strong Economies objective through leveraging local, national and international partnerships, stakeholders and agencies to position the City of Adelaide as a destination of choice for property and business investment and to live, study or visit.

The AEDA will have responsibility for driving the economic recovery and re-invigoration of the City of Adelaide economy.

The role of the Adelaide Economic Development Agency is to accelerate economic growth.



Living in Adelaide South Australia

Adelaide is one of the most liveable cities in the world, with access to experiences and opportunities that support its people's overall wellbeing.

Thoughtfully and purposefully designed, the city is surrounded by Park Lands, creating the world's first city in a park. A place in the geographic heart of Karna Country with a pioneering and thoughtfully innovative spirit, where people shaped the society and the lives they want to lead, enabling the community to flourish in balance with nature and commerce.

Adelaide is a city shaped by stories. Each unique because what holds or draws someone here is different for every person.

Lifestyle

Adelaide is known for its Mediterranean style climate, where the weather is pleasant and moderate most of the year. Year-round big blue skies mean average winter temperatures of 16 degrees Celsius (°C) and 28°C in summer. Hot days can be real sizzlers and easily reach 40°C though!

Adelaide is a city that offers the physical and emotional space to breathe. There is a sense of freedom here – of expression, of movement, of thought. With a diverse and eclectic array of accessible experiences, it's a city that allows time for immersion that actively encourages true indulgence.

The Adelaide Hills which are home to many villages, towns, wildlife parks and natural resources to explore, are less than half an hour drive from the city centre. You'll never be far away from some of the most pristine beaches and water sanctuaries in the world, with almost 30km of beaches bordering Adelaide. Our beaches are famous for the beautiful waters and wide sandy foreshores. Beachside areas like Glenelg, Brighton and Henley Beach are only 15 minute drives from the city and offer cosmopolitan hearts with retail and dining opportunities.

Within short drives from the city centre are Port Willunga where you can scuba dive in natural and man-made reefs, Port Adelaide where you can frolic with dolphins and St Kilda where you can wander the mangroves and natural reserves, also home to dolphins and other Australian fauna.

A number of international measures rate metropolitan Adelaide highly for liveability, quality of life and cost of living. The Economic Intelligence Unit undertakes an annual Liveability Ranking and Overview of 140 cities around the world and Adelaide has in recent years consistently ranked in the top 10 most liveable cities. The Property Council of Australia undertakes its own annual survey on liveability of Australia's top 10 biggest cities. In this survey Adelaide is ranked second only to Canberra, our nation's capital, and above all other capital cities.

The Mercer Quality of Living Survey compares global cities and is primarily used to inform multi-national companies regarding optimal office locations and employee conditions. Adelaide was most recently listed as 27th in the World and has consistently ranked highly in this survey. Mercer's Cost of Living Report measures the comparative cost of over 200 items and Adelaide continues to outperform other Australian capital cities in this report.





Regional Experience

The regions surrounding Adelaide offer a unique experience with gourmet food offerings, internationally renowned wine, villages to explore and wildlife and natural attractions.

Adelaide is a city that lives well beyond its conveniently designed square mile epicentre, flowing seamlessly into world-famous wine and food regions such as the Barossa Valley, just an hour's drive north, or coastal escapes in the Fleurieu Peninsula or the Yorke Peninsula. You'll be spoiled for choice.

Travel another hour north and you'll reach the Clare Valley, which is famous for its Rieslings. The Adelaide Hills has some stunning whites and there's McLaren Vale and Langhorne Creek on the Fleurieu Peninsula – about an hour's drive south of the city. Drive yourself or join a guided tour of Adelaide and its surrounds – the choice is yours. Take a road trip and discover the reds from the Coonawarra on the Limestone Coast.

Kangaroo Island is an iconic destination, just two hours' drive and a short ferry ride south of Adelaide. It has pristine beaches, unique wildlife, awesome sunsets and fantastic food and wine.

Vibrant Adelaide: The Capital City Council

City of Adelaide is the Capital City Council of South Australia. The city is the heart of the state's civic, cultural and commercial life. Adelaide shares many qualities with the greatest cities in the world, and we are receiving recognition for the innovative ways we're bringing fresh energy and life to our city. When Colonel Light planned Adelaide in 1836, he had a simple idea: a one square mile city centre and lots of open space. He laid out the streets in a grid, surrounded by a ring of what are now State Heritage Listed Park Lands.

The city, comprising of the suburbs of Adelaide and North Adelaide, bustles with over a quarter of a million daily visitors; our workers, students attending world acclaimed tertiary institutions and tourists enjoying our many cafés and commercial precincts, museums and galleries.



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Urban Culture

Join the café culture lifestyle. Adelaide has a diverse cultural mix that guarantees the food is sensational. Here highly awarded fine dining restaurants exist alongside pop up bars and food trucks. The city's precincts are full of a variety of cuisine opportunities to explore. Home to more café and dining seats per capita than any other Australian capital city, you'll always find something in Adelaide. Rundle Street in Adelaide's east end includes a mix of historic pubs and family-run cafés and restaurants. You can dine alfresco, morning, noon and night in many parts of the city and North Adelaide including Hutt Street, Gouger Street, Hindley Street, O'Connell Street and Melbourne Street. The Chinatown precinct provides a distinctly Asian culinary experience and is next door to the world famous Adelaide Central Market – home to one of the biggest indoor fresh food markets in Australia and a burgeoning food experience of European, African and Middle Eastern delights.

There are a range of retail opportunities in the city to suit all shoppers. The heart of retail Adelaide is the premier strip of Rundle Mall, hosting the likes of Apple, Tiffany and Co, David Jones, Myer, Ted Baker, H&M and many more. With over 15 arcades and centres to wander through – you'll find everything in the Mall. Not to be outdone, many other precincts in the city offer a retail experience – the village and heritage feel of Hutt and O'Connell Streets, Rundle Street and Hindley Street with boutique shops or the spine of the CBD in King William and Waymouth Streets.

South Australia is the 'Festival State' and Adelaide is at the heart of all your entertainment and festival needs. There is a variety of nightlife, vibrant laneways hosting gourmet cuisine and small bars and host to over 400 annual festivals and events. The city comes alive all year round with a diverse range of major international and nationally recognised events, including the Santos Tour Down Under (UCI World Tour Event), Superloop 500 V8 Supercar race, the Adelaide Festival of Arts, the Adelaide Fringe Festival (second biggest in the world), the Adelaide International Equestrian Event and WOMADelaide. Adelaide is home to many other well known events and festivals including the Cabaret Festival, Schutzenfest, OzAsia Festival, Feast Festival, Adelaide Film Festival, Adelaide Writers Week and a variety of multicultural activities.

You'll also find plenty of accommodation in Adelaide – boutique hotels, apartments, seaside resorts and heritage cottages. Most hotels are in the city centre, however there are a number of hotels, motels and bed and breakfasts in nearby North Adelaide and along the coast.

Innovation

Adelaide is positioned well in the innovation space on the back of the world-leading Ten Gigabit Adelaide fibre optic network and for its reputation as a city of firsts. Adelaide is a city recognised as one of the world's most progressive places, leading the way in capitalising on future industries and technologies within a rapidly changing global economy. A testament of this is the recognition of Adelaide by global think tank The Intelligent Community Forum (ICF) as one of the Top 7 intelligent communities of 2020. A ranking informed by best practices in broadband deployment and use, workforce development, innovation, digital inclusion and advocacy that offer lessons to regions, cities, towns and villages around the world.

Furthermore, The City of Adelaide is considered a 'Living Lab' by small businesses specialising in smart city technologies, alongside of which a series of tech recruitment programs that see Adelaide as a destination of choice for young professionals seeking to achieve work-life balance in one of the world's most liveable cities.

Adelaide is also the home of Lot Fourteen. The former Royal Adelaide Hospital site that is being transformed into a global innovation neighbourhood of entrepreneurship, research collaboration and cultural activity. Lot Fourteen hosts the Australian Space Agency and the Australian Institute of Machine Learning. Creating high-value jobs across technology driven industries and the future location of the Entrepreneur & Innovation Centre and Aboriginal Art and Cultures Centre, Lot Fourteen is bringing together people from a variety of industries to share ideas and experiences.

Education and Research

Adelaide has produced Australia's highest number of Nobel Prize winners – three of Australia's 13 – and about 100 Rhodes Scholars are former Adelaide alumni.

With three lauded public universities (University of Adelaide, University of South Australia and Flinders University), campuses of two leading international universities (Torrens University Australia and Carnegie Mellon) and many private, specialist and training institutions, Adelaide offers great diversity in further education and research.

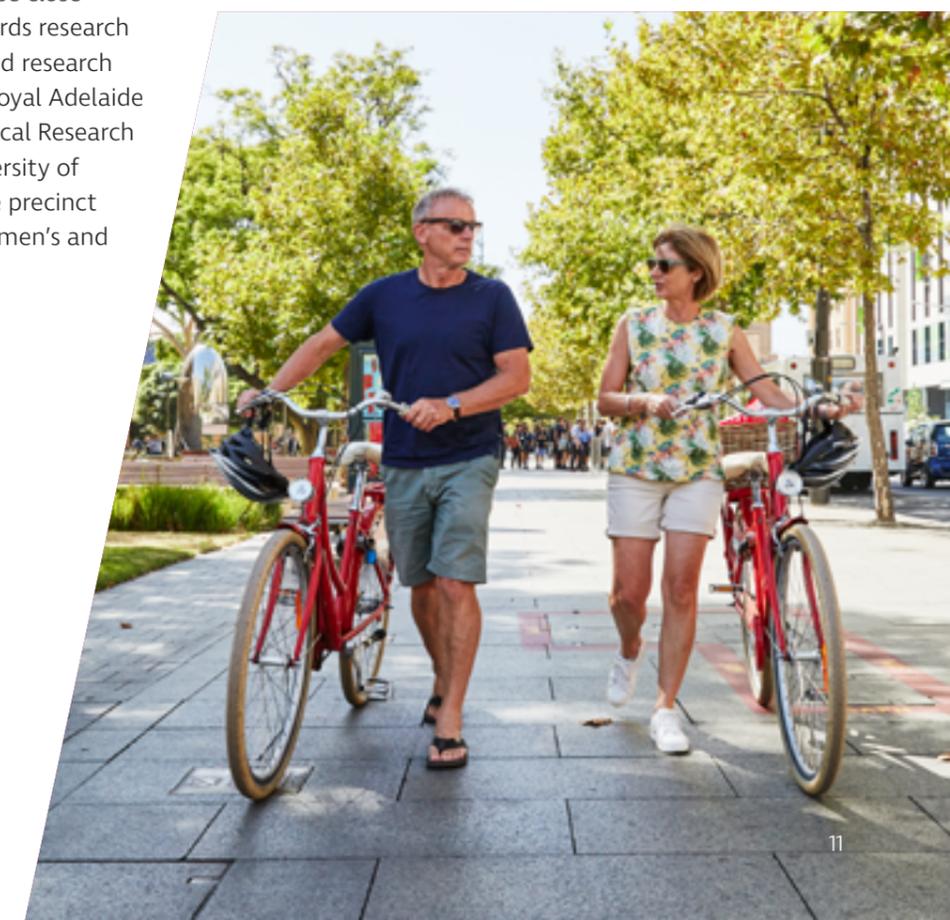
Higher education has long been one of the cornerstones of Adelaide's international appeal and continues to drive growth in the city. 37% of the population of the City of Adelaide has a bachelor degree or higher, comparative to Sydney (40%) and Perth (37%). Around 30,000 international students predominantly from China, India and South East Asia study in South Australia every year.

University and commercially-based research and development in Adelaide has led international change in the biotechnology, agriculture, winemaking, animal science and information technology fields. These close links have been formed by a strong ethos towards research in the public and private sectors. The health and research precinct on North Terrace is anchored by the Royal Adelaide Hospital and South Australian Health and Medical Research Institute with specialist campuses for the University of South Australia and University of Adelaide. The precinct will also be home in the future for the new Women's and Children's Hospital.

Business

As the economic powerhouse of the State, the City of Adelaide generates around one fifth of South Australia's Gross State Product: as the Capital City, it is a hub for services and has a core role in defining and driving the economic fortunes of the State. The City Centre's Gross Regional Product (GRP) as at 2019 \$19.45b (18% of the States Gross State Product (GSP). Comparatively Sydney's GRP \$106.7b (21% of NSW's GSP) with 62,016 local businesses and Perth's GRP \$33.1b (12% of WA's GSP) with 13,023 local businesses.

Recent growth in employment in the Information Media and Telecommunications industry division and the Professional, Scientific and Technical Services industry division is indicative of an increasingly knowledge based city economy.



25 Pirie Street, Adelaide, South Australia 5000
cityofadelaide.com.au

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