

Agenda

Council

NOTICE OF MEETING

Notice is hereby given that a meeting of the Council will be held in the

**Kingston Room – Brighton Civic Centre
24 Jetty Road, Brighton**

11 June 2024 at 7.00pm



Roberto Bria
Chief Executive Officer



1. Opening

The Mayor will declare the meeting open at 7.00pm.

2. Kaurna Acknowledgement

We acknowledge Kaurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kaurna People today.

3. Service to Country Acknowledgement

The City of Holdfast Bay would like to acknowledge all personnel who have served in the Australian forces and services, including volunteers, for our country.

4. Prayer

Heavenly Father, we pray for your presence and guidance at our Council Meeting. Grant us your wisdom and protect our integrity as we carry out the powers and responsibilities entrusted to us on behalf of the community that we serve.

5. Apologies

5.1 Apologies received – Councillor R Abley

5.2 Absent – Councillor J Smedley (Approved Leave of Absence)

6. Items Presented to Council

7. Declaration Of Interest

If a Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Council they are asked to disclose the interest to the Council and provide full and accurate details of the relevant interest. Members are reminded to declare their interest before each item.

8. Confirmation Of Minutes

That the minutes of the Ordinary Meeting of Council held on 28 May 2024 be taken as read and confirmed.

9. Public Presentations

9.1 Petitions – Nil

9.2 Presentations – Nil

9.3 Deputations – Nil



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9.1 Petitions – Nil

9.2 Presentations – Nil

9.3 Deputations – Nil



10. Questions by Members

10.1 Without Notice

10.2 On Notice

10.2.1 Drone Regulations – Mayor Wilson (Report No: 186/24)

11. Member's Activity Reports - Nil

12. Motions on Notice

12.1 Night time Economic Development Policy – Councillor Miller (Report No: 167/24)

13. Adjourned Matters - Nil

14. Reports of Management Committees and Subsidiaries - Nil

15. Reports by Officers

15.1 Items in Brief (Report No: 185/24)

15.2 Draft 2024-25 Annual Business Plan and Long Term Financial Plan 2024-34 Community Engagement Results (Report No: 189/24)

15.3 Club Holdfast Bowls and Croquet Lighting Replacement (Report No: 181/24)

15.4 Holdfast Bay Community Centre – Trinity Bay Lease (Report No: 184/24)

15.5 Draft Urban Greening Strategy (Report No: 182/24)

15.6 Disability Access and Inclusion Plan (DAIP) 2023 Progress and Compliance Report (Report No: 179/24)

15.7 Adelaide Festival 2024 (Report No: 180/24)

16. Resolutions Subject to Formal Motions

Presented for the information of Members is a listing of resolutions subject to formal resolutions, for Council and all Standing Committees, to adjourn or lay on the table items of Council business, for the current term of Council.

17. Urgent Business – Subject to the Leave of the Meeting

18. Items in Confidence - Nil

19. Closure

Roberto Bria
Chief Executive Officer

Item No: 10.2.1

Subject: QUESTION ON NOTICE – DRONE REGULATIONS – MAYOR WILSON

Question

Mayor Wilson asked the following question:

“Are there laws or bylaws to stop drones from flying over people’s homes and backyards? If there are, how are they enforced. What agency is responsible (if any).”

Background

Drones have been reported flying over resident’s homes and backyards at 3.00 am causing fear within the community.

Answer – Manager, Community Safety

The use of model aircraft and drones is governed by the Civil Aviation Safety Authority (CASA) legislation, under the Civil Aviation Safety Regulations 1998 (CASR1998).

Full details can be found on the Civil Aviation Safety Authority (CASA) website at - [New advice for anyone flying a model aircraft or drone for fun or education | Civil Aviation Safety Authority \(casa.gov.au\)](#).

CASA rules include:

- Only flying your craft in visual line-of-sight, in day visual meteorological conditions (VMC). This means:
 - no night flying
 - no flying in or through cloud or fog
 - being able to always see the aircraft with your own eyes (rather than through first person view (FPV), unless you operate under the procedures of an approved model flying association
 - not flying closer than 30m to vehicles, boats, buildings or people.
 - not flying over any populous area, such as beaches, other people’s backyards, heavily populated parks or sports ovals where a game is in progress
 - not flying higher than 400 feet (120m) above the ground
 - not flying in a way that creates a hazard to other aircraft
 - keep at least 5.5 km away from airfields, aerodromes and helicopter landing sites.

CASA is the enforcement agency, however in cases of a significant threat/hazard or a perceived threat to people or aircraft, where South Australia Police will intervene.

Administration is also guided by Council Bylaw 3 – Section 9 – Activities requiring permission, which states:

9.28 Model Aircraft, Boats and Cars

Subject to the Civil Aviation Safety Regulations 1998:

- 9.28.1 *fly or operate a model or drone aircraft, boat or model or remote-control vehicle in a manner which may cause or be likely to cause injury or discomfort to a person being on or in the vicinity of the land or detract from or be likely to detract from another person's lawful use of and enjoyment of the land; or*
- 9.28.2 *fly or operate a model or drone aircraft, boat or model or remote-control vehicle on any Local Government Land to which the Council has resolved this subclause applies.*

From time-to-time Administration will grant a permit for flying drones. This is rare and generally for building inspections for multi-level complexes. These are subject to CASA approval.

Administration will also respond to complaints and enquiries, however in the last year, there has only been a small number of calls, primarily focussed on where residents are permitted to fly their drones.

Item No: 12.1

Subject: **MOTION ON NOTICE – NIGHT TIME ECONOMIC DEVELOPMENT
POLICY – COUNCILLOR MILLER**

Proposed Motion

Councillor Miller proposed the following motion:

That Council, in consultation with Jetty Road Mainstreet Committee, develop a Night Time Economic Development Policy.

Background

Council has a premier economic precinct with Jetty Road, Glenelg. Recently, new hospitality venues have opened and are leaving a positive mark on the street - with more to come in the near future.

The night time economy brings its own set of unique opportunities, challenges, and risks which necessitate a separate policy to grow and support this economy.

Item No: 15.1

Subject: ITEMS IN BRIEF

Summary

These items are presented for the information of Members.

After noting the report any items of interest can be discussed and, if required, further motions proposed.

Recommendation

That the following items be noted and items of interest discussed:

- 1. Words Grow Minds Baby's Day Out Grant**
-

Report

- 1. Words Grow Minds Baby's Day Out Grant**

Library Services has received a Libraries Board grant of \$5,500 to engage our community with the *Words Grows Minds* campaign, part of the State Government's Early Learning Strategy.

The Library Learning team will utilise the grant to activate the campaign at weekly early literacy programs with children, parents and carers. It encourages families to use the themes Talk, Play, Read and Sing with their child every day to support 0-3 early years development to raise Australian Early Development Census data levels across the State.

The library will host a Baby's Day Out on 3 November 2024 at the Brighton Library to promote library services and local child and family organisations and services in an inclusive family style market event to celebrate children and families and build local connections.

Written By: Executive Support Officer

Chief Executive Officer: Mr R Bria

Item No: 15.2

Subject: **DRAFT 2024-25 ANNUAL BUSINESS PLAN AND LONG TERM FINANCIAL PLAN 2024-34 COMMUNITY ENGAGEMENT RESULTS**

Summary

At its meeting on 23 April 2024, Council resolved to release the Draft 2024-25 Annual Business Plan and the Long Term Financial Plan 2024-34 for consultation. The consultation period for both plans was from 24 April to 17 May 2024.

The Draft 2024-25 Annual Business Plan included the strategically and financially significant project to transform Jetty Road Glenelg. The Project's Prudential Report had identified funding as a key risk (specifically, that Council required a funding model to fund the project) and recommended community engagement on a funding mechanism.

Historically, response rates to Annual Business Plan consultations are low. Given this, a statistically reliable survey was commissioned from Intuito Market Research, to ensure Council had additional information regarding community sentiment about the project and, specifically, the funding model being proposed. The survey was undertaken between 24 April and 17 May 2024, during the consultation period.

While the survey returned high levels of support for the project and more support than not for the funding model, the consultation feedback raised a range of concerns about debt levels, who should pay and Council's ongoing sustainability. In response to these concerns, an independent review was commissioned from Galpins (Accountants, Auditors and Business Consultants). This review (which is provided as an attachment herein) confirmed the underlying assumptions as being appropriate and found that there is no threat to Council's sustainability from the proposed funding model.

A workshop was held on 4 June 2024, at which the results of the consultation and survey were provided to the Elected Members. The full suite of comments received and a comprehensive report on the survey are provided as attachments to this report for Council's consideration.

The final 2024-25 Annual Business Plan is scheduled to be provided for Council consideration at its meeting on 25 June 2024.

Recommendation

That Council:

- 1. notes the results of the consultation and recommended responses on the Draft 2024-25 Annual Business Plan and the Long Term Financial Plan 2024-34 including the feedback on the Transforming Jetty Road Project and funding model; and**
 - 2. notes the results of the additional survey on the Transforming Jetty Road Glenelg Project.**
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Background

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The Draft 2024-25 Annual Business Plan included the strategically and financially significant project to transform Jetty Road Glenelg. The Project's Prudential Report had identified funding as a key risk (specifically, the possibility of Council deciding to not fund the project) and recommended community engagement on a funding mechanism.

Historically, response rates to Annual Business Plan consultations are low. Given this, a statistically reliable survey was commissioned from Intuito Market Research, to ensure Council had reliable information regarding community sentiment about the Project and, specifically, the funding model being proposed. The survey was undertaken between 24 April and 17 May 2024, during the consultation period.

Report

Under section 123 of the *Local Government Act 1999*, before council adopts its annual business plan, it must:

- Follow the relevant steps set out in its public consultation policy;
- Inform the public of its Annual Business Plan and invite them to:
 - attend a public meeting or a meeting of council to ask questions and make submissions,
 - make written submissions within a period, which must be at least 21 days.

After considering:

- any submission made to the council during the public consultation period, and
- any new or revised information in the possession of the council that is relevant to the material contained in the draft annual business plan, and
- such other materials or information as the council thinks fit

Council may adopt its annual business plan, with or without amendment.

In order to meet requirements, the following activities were undertaken:

- a period of consultation from 24 April to 17 May 2024;
- Council invited deputations for its meeting of 14 May 2024, and heard submissions from four people; and
- an additional statistically reliable survey to ensure Council had information about the community's views on the Transforming Jetty Road Project and, specifically, the proposed funding model.

Community Consultation

From 24 April – 17 May 2024, consultation was undertaken and promoted via:

Digital Channels:

- email to YourHoldfast database and business databases (8,297 subscribers)
- Holdfast News e-newsletter (2,437 subscribers)
- home pages of the City of Holdfast Bay and YourHoldfast websites

- Social Media posts.

Analogue Channels:

- direct contact with resident groups (also provided with detailed Operating Budget)
- via Brighton Civic Centre, libraries, community centres, Bay Discovery Centre and Alwyndor
- posters and large screen for print copies in libraries and Brighton Civic Centre
- Public Notice advertisement in The Advertiser
- media opportunities.

Formal consultation concluded on 17 May 2024, however feedback continues to be received and will be monitored and responded to once Council has adopted the 2024-25 Budget, per standard practice. This report considers all feedback up until 22 May from 110 respondents, at which time analysis commenced.

Total responses submitted within the consultation period totaled 82 (compared to 13 last year). Up until 22 May 2024 an additional 28 responses were received. All of the verbatim responses received in this period are attached.

Refer Attachment 1

Via the Your Holdfast webpage there were:

- 669 visitors with 1,136 views (compared to 381 visitors and 543 views last year)
- 361 downloads of Draft Annual Business Plan (compared to 288 last year)
- 53 formal responses (compared to 10 last year).

There were 57 responses via email and phone contacts (compared to three last year).

Of the 110 submissions, there were 69 that were in some way not supportive of the Transforming Jetty Road Glenelg project, or an increase in rates above CPI. Through the general consultation there were 27 submissions in favour of the Project and the additional rate, citing benefits including:

- improved pedestrian areas, lighting, safety and traffic management;
- improved stormwater (less flooding) and more greening; and
- revitalising the street, which needs an upgrade.

As responses to the consultation were qualitative rather than quantitative and of significant volume, they were analysed using a qualitative analysis tool. This enabled an unbiased summary of the responses received to be produced.

The summary of the 82 responses received in the consultation period is:

Many residents have expressed concerns about the financial impact on ratepayers, questioning whether there has been adequate consultation and transparency from the council.

With the cost of living rising, some feel Council should show more financial restraint rather than take on significant debt that will burden future generations. Others note that the main beneficiaries of the upgrades appear to be Jetty Road businesses and visitors, not local residents.

There are also concerns that issues like homelessness, public safety, and existing infrastructure repairs should take priority over beautifying a tourist precinct.

Council has stated the 2.3% above CPI rate increase will fund the Jetty Road project over 2-3 years, but council financial documents forecast it lasting 4-5 years. Some residents have called for a wider survey and new consultation given the last one occurred in 2017 when economic conditions were different.

Overall there is significant opposition from this respondent group to the proposed funding model for the Jetty Road upgrades. Many urge the Council to halt or revise the project in light of rising debt levels and the cost of living crisis impacting ratepayers.¹

The summary of the 110 responses received until 22 May 2024 was the same as the text above plus:

However, some respondents in this respondent group have expressed support, arguing investment is needed to boost tourism and economic activity.

Major themes raised during the consultation period included:

- Level of debt
- Cost of living
- Transforming Jetty Road Glenelg
 - Financial model
 - Consultation
 - Who benefits and who should pay

A summary of the major themes raised and recommended responses is attached.

Refer Attachment 2

A small number of other issues were raised, including:

- Transport
- Parks and reserves
- Economic development and activation
- Climate change
- Planning
- Glenelg Football Club debt.

In response to the concerns raised in the major themes on the financial aspects, an independent review was commissioned from Galpins (Accountants, Auditors and Business Consultants). This review (which is provided as an attachment herein) confirmed the underlying assumptions as being appropriate and found that there is no threat to Council's sustainability from the proposed funding model.

Refer Attachment 3

It should be noted that part-way through the consultation period external claims were distributed widely, resulting in many later submissions responding to these claims rather than

¹ Dovetail User Interviews Summary. Input consisted of de-identified comments received within the consultation period. Comments were input as received, without any editorial or other changes.

the direct content of the draft 2024-25 Annual Business Plan or draft Long Term Financial Plan 2024-34.

Survey Results

The survey, undertaken by the independent market research company Intuito, was conducted from 24 April to 17 May 2024. 507 surveys were completed via the following methods:

- 402 Resident ratepayers surveyed
 - Mostly face-to-face intercepts (3 by telephone);
- 105 Businesses surveyed (owners and employees)
 - Online and face-to-face (no telephone).

The survey is statistically reliable. When 400 in any population is surveyed it provides a 95% confidence level of a 2-5% margin of error (i.e. if you ran the same study twice in a short period of time, you can be 95% confident that the results will be within the margin of error).

The survey results are:

- 68% of respondents (348 people) knew about the Transforming Jetty Road, Glenelg project;
- 70% of residents (280 people) and 77% of businesses (81 people) believed that Jetty Road Glenelg needed upgrading.

The surveys also showed support for the 2.3% additional rate increase (on top of increases to reflect inflation) by 49% of residents with 37% unsupportive. Businesses were 37% supportive and 38% unsupportive. The full report from Intuito Market Research is attached.

Refer Attachment 4

Other Information

Council received and noted a petition on 28 May 2024, totaling 44 valid signatures, opposing a 7.1% increase to rates and seeking independent consultation on the Transforming Jetty Road Glenelg project.

Administration is aware of other canvassing that has been undertaken within the community, including by the Honourable David Speirs MP (Attachment 5) and the 5049 Coastal Community group (Attachment 6). These are provided for Council's information. It is important to recognise that these surveys cannot be validated as being statistically reliable or representative. They should be read as general feedback, rather than validated data.

Refer Attachments 5 and 6

Workshop

A workshop was held on 4 June 2024, at which the results of the consultation and survey were provided to the Elected members. The full suite of comments received and a comprehensive report on the survey are provided as attachments to this report (refer earlier attachments).

Council, on 27 February 2024 noted and received the Prudential Report for the Transforming Jetty Road project. As some of the findings out of the report have been noted through the consultation period, the author of the report, Mr Mark Booth from BRM Advisory went through some of the important aspects of the report and answered any questions that Elected Members had. He verbally advised that once Council formally considers the results of the

consultation and the additional survey, it will have met all the requirements of section 48(2) of the Local Government Act. He advised he would confirm this in writing, if requested, once the consultation has been considered by Council.

Next Steps

Council is now required to consider the results of the consultation and may consider any other information it considers relevant.

The final 2024-25 Annual Business Plan is scheduled to be provided for Council consideration at its meeting on 25 June 2024.

Budget

The cost of production of the 2024–25 Annual Business Plan and Long Term Financial Plan 2024-34 and associated community engagement is met within the current budget.

Life Cycle Costs

This report does not have any direct full lifecycle cost implications.

Strategic Plan

Statutory compliance

Council Policy

The Council Community Consultation and Engagement Policy is relevant to this report.

Statutory Provisions

Section 123 of the *Local Government Act, 1999 (the Act)* sets out the requirements for the development of the Annual Business Plan.

Written By: Corporate and Service Planning Lead

General Manager: Strategy and Corporate, Sharon Wachtel

Attachment 1

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
24-April-2024	It's great to see the Council Spending on Jetty Road, it's about time. We shop there and it's become so run down. Upgrading Jetty Road is a priority and so for an affluent community increasing the debt ceiling to allow this project to occur seems sensible and prudent.
24-April-2024	<p>I refer to the employment zone that has been created without any consultation of the surrounding residents. The employment zone has basically created a zone where anything goes now. We have car garages e.g toyota who from day 1 breach their planning conditions of not loading / unloading transport vehicles on surrounding streets yet they do it 3 times a day on seaforth ave causing a traffic danger and blocking roads /walkways where cars turn off brighton road and school children walk to Paringa primary and brighton high. We have heavy industry in utilities construction on seaforth ave who load and unload trucks /jcb's running at 5.30 am metres from surrounding houses and driving heavy vehicles at speed through housing . We have other car companies being attracted turning the area into a car park and driving at well above the speed limit up and down seaforth ave eg and in particular euro car repairs who the whole area is complaining about yet nothing is being done by the council. The council seems to have come up with an employment zone at the cost of ruining the housing areas round about and endangering residents with unsafe parking and speeding practices common place and there needs to be a plan and communication with the residents about what is happening as I can tell you the residents in the surrounding streets are up in arms and getting angrier by the day.</p> <p>Council continually do not respond and do not engage with residents e.g me trying to get concerns resolved and work together- this is completely unacceptable and needs to change as a priority .</p>
24-April-2024	There is still nothing here regarding slowing down traffic and hoons on colley tce, how about some raised pedestrian crossings for the familys to cross and will also help slow the traffic, also some extra bins near the rotunda where people walk down off the beach back to there cars, there are no bins on the main walkway and there is always a lot of rubbish in this area
25-April-2024	<p>There is an urgent need for traffic control in local streets. Cars are parking both sides of roads thus making access difficult. There should be more parking on business premises to address the street parking.</p> <p>Too many Gyms with little or no parking available.</p> <p>The new playground equipment in local parks is not adequate for small children who cannot reach the steps to climb on equipment or the dangerous round swings, which I have noted are only used by adults and teenagers (some of whom are smoking). Very poor design!</p>
25-April-2024	<p>Subject: Request for Adequate Lighting on Jetty Road During Footpath Renewal</p> <p>I hope this message finds you well. I am writing to bring to your attention the importance of ensuring sufficient lighting along Jetty Road, particularly in the vicinity of trees, during the upcoming footpath renewal project.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
25-April-2024	<p>I agree that Jetty Road, Glenelg is in dire need of rejuvenation, however also needs to appeal with the general outlook of the area. Visitors should perhaps be encourage to park further down the tram line and catch the tram in to reduce traffic in the area. Perhaps some incentive offered, or a free parking area to enable this.</p> <p>I live on Colley Terrace, Glenelg and look forward to some more safety crossings to be easily accessible for visitors and residents, as the current flow of people parking at the northern end don't have a safe place to cross. Also the traffic on Colley Terrace needs to be reviewed, either with a reduced speed limit or more police presence to assist in reducing the danger of speeding and reckless drivers.</p>
25-April-2024	<p>thank you for taking the time to consider jetty road however the built environment is in some ways secondary to the social issues on jetty road too many homeless and drug users this directly disincentivises business owners, business, foot traffic, and productive activity please move towards</p> <ul style="list-style-type: none"> - increased police presence and patrols - active removal of homeless people from jetty road to more suitable areas (council property in Glenelg East for showers, meals etc - would be happy to offer medical help if this was thought useful) - use of built environment to prevent sleeping rough/sitting in business doorways/alcoves (studded footpath etc) - council bus/transport - active disincentives to jetty road tenants to stop fostering the issue (free food and washing on jetty road) - support business owner reporting <p>long term finances depend on active trade and rented out premises on jetty road please give consideration to allowing traders to install solar panels to reduce electricity bills</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
26-April-2024	<p>Not enough done for general Economic Development and support for businesses in the area, given that property values have risen -> rates risen, rent risen -> wages risen, and income not proportionally rising, watching the demise of many businesses in the area. Activation of Jetty road and surrounding areas is not going to happen by just changing the built environment but actively encouraging and supporting economic development - as port adelaide does through the adelaide business hub, we need to not have only ABH support only here but our own economic business hub that will activate our own unique precincts 1. Tourism, 2. Retail 3. Health and Allied Health possibly separate or complimentary to that Restaurants, pubs, accommodation services.</p> <p>It will be great that there is some industry put into the built environment around the Mosely Square Space, however constant council activation of that space and encouragement for Glenelg to have more breakfast spots, pop up businesses in the spot every week of the year - seasonally appropriate - note that in the Gold Coast - there is activation of the public spaces in markets and pop-up shops 3-4 nights a week every week of the year - through active council interventions - which encourages the overall economy of the surrounding static businesses - the City of Adelaide plan from 10 or so years ago enabling pop-up would be useful, and the one-stop shop for business startup and development hub which was Enterprise Adelaide would be a helpful model for such an important economy as Glenelg. More central and larger car parks to replace the lost street parking and bringing free parking like the old Brisbane meter maids back to Glenelg so that every day every night people access Glenelg as a first port of call before looking to places that are cheaper to access.</p> <p>Please note the loss of the old rattler tram through poor streetscape planning was a loss of a narrative for Glenelg, then the removal rather than careful curated upkeep of the historic tram in the reserve loses again a narrative specific to Glenelg, as was the replacement of the seaside fun park (with 30 or so separate but collaborating businesses in the 70-80's) with the singular magic mountain and beach house that now is only open at peak times was again a loss of the activated culture as an attempt to curb the "undesirable element" as was the narrative of the time. (not sure if the outcome worked). Making Glenelg controlled and curbed rather than active and fun. The winter festival that is currently encouraged is a great example of activation that could become spread to the whole year</p>
26-April-2024	<p>I am totally opposed to the 2.3% increase in rates for the upgrade of Jetty Road Glenelg. I believe the owners of the properties /occupier's of the premises & the State Govt. should be responsible for this upgrade & therefore it becomes a user pays if someone visits the area.</p>
26-April-2024	<p>Parks and gardens are well kept, thanks to the team. I note that there is a small electric sweeper in use, effective and quite. Can some consideration be given to replacing all garden equipment: mowers, edgers, whipper snippers and street sweepers etc with Electric items whenever replacement occurs. This will reduce Noise for residents close to parks.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
02-May-2024	<p>I do not support the additional 2.3% levy for the Jetty Road developement. I find that the timing to proceed with such an high value project in the current economic environment as short sighted. The council only has 25% project funding by external sources which is concerning, why is there no state government funding to help reduce the burden to rate payers? If this is such an important project for Holdfast and greater Adelaide, surely there would be funding coming from the state.</p> <p>I am interested to have the following questions answered in relation to the Jetty Road Developement;</p> <ol style="list-style-type: none"> 1. Was consideration given to a seperate rates levy raised against the commercial property owners who will directly benefit from the project? 2. Why has the State Government not provided financial support for this project? has funding been sought? <p>Inflation is remaining stubbornly high, construction costs are at an all time high, cost of living pressures are hitting the community at large and we are seeing proposed rate raises higher than CPI across metro Adelaide, is now the best time to be undertaking large costly projects such as Jetty Road? Surely the jetty road developement funding be better spent on maintaining what assets we already have, keeping rates in line with CPI and consideration given to a more appropriate improvement of Jetty Road in the future once the economy is in a more stable position?</p> <p>I would support Holdfast Bay Council focusing on BAU and keeping rates in line with CPI</p>
02-May-2024	<p>Doesn't see how Jetty Road Glenelg upgrade benefits ratepayers. Mostly just benefit to tourists - so the State Government should fund this. Concerned about social problems in Jetty Road including rough sleepers. Jetty Road Brighton is more for local residnets. Concerned about the cost of living and the increase in rates.</p>
06-May-2024	<p>Dear Council. I have this evening become aware through David Speirs' office of your intent to include a 2.3% rates rise to specifically cover a \$40m upgrade to Jetty Rd. Please note that as a long standing tax payer I have not been previously advised of your intent in regard to this upgrade - did I miss the detailed information you sent through for discussion? In any case, as a major tourist & event area, any upgrade should be co-funded with Government and independently audited and overseen. The details also need to be openly discussed with ratepayers. Ratepayers must be sure of the specifics that Council intends to purchase; we need to be sure exactly what we are getting for our money before we agree to the funding. A blanket approval to go and spend \$40m is not acceptable. It is my belief that Council spend ratepayers money on "projects", where individual results are not always in accordance with community expectations: for example, \$84,000 on a plaster squirting monster statue. Yet when questioned, Council will say the overall project was approved & how they spend, for example, their "art budget" is up to them. If this is still the case, that must change. There must be total transparency. At this time, where the cost of living is foremost in people's minds, amplified now by news of a huge rate increase, I simply do not support Council managing \$40m of our money to spend at their discretion. We may end up with lots of third rate statues of sea creatures all along the road. Please note this for your business plan discussions. Thank you,</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
06-May-2024	I have been informed of a significant increase in rates to fund changes to Jetty Road I strongly object to this and trust residents will receive a discount of the same amount on any shopping completed there. Jetty road is not for ratepayers it is for the whole tourism community and needs to be treated accordingly. If the council persists with this nonsense I will promote an amalgamation of councils with Marion.
06-May-2024	Totally Disagree with the rate increase to fund the upgrade of jetty Road. You are penalizing ALL the ratepayers to help Jetty Road Glenelg. Keep the rate increase but knock down the embarrassing collection of 1950 wooden buildings known as the Community Centre on King George Avenue and build a proper Community Centre for ALL ratepayers to visit and enjoy.
06-May-2024	We are appalled at the 7.1 rate rise given to the residents of the City of Holdfast Bay, the second highest rate rise of councils in the Adelaide metropolitan area. How can you justify such a rate rise? Is it to pay for the update to Glenelg? Why is so much money been allocated to Glenelg over decades? There was no hint of this rise in 'Our Place', Autumn 2024. Enough is enough! We are living in hard times. Why is council not showing some restraint? With the Guardian Messenger no longer a paper delivered to residents, it appears that councillors are even less accountable to their residents. Personally, we can not believe the arrogance and lack of consultation offered by our council representatives. Haven't seen one in a long time.
06-May-2024	I would like to comment on your post about our massive increase in rates to spend on Jetty Road Glenelg, I have had enough of funding this cheap, chinsie, drug & crime ridden dump not a quality or even half decent restaurant with quality food & only 2 ...
08-May-2024	I see a 2.3% rate increase contribution for the Jetty Road redevelopment for the next three years. Unfortunately in the long term budget there is simply a “-“ for the following year Why is there not a 0% for that year? Is this because the contribution may be more than the proposed three years? If so, please can you be more transparent and state that the amount is unknown. I feel it is important to provide each rate payer with a \$ value for each property this project would cost ... not a percentage. When a \$ amount is known they are more able to provide feedback. Thank you for your time.
08-May-2024	I do not approve or accept the extra 2.3% increase on my rates for the Glenelg Jetty Road upgrade as reported in your financial plan. Please ensure this is not applied to my rate bill. I will appeal against this increase if you mandate it. Thank you.
08-May-2024	As a resident of City of Holdfast Bay, I want to express my concerns about Jetty Road upgrade. Detailed plans need to be provided during the consult stage and I do not agree with residents having to pay over and above in our rates and levies. As a major tourist area in the state, more funding by state government and federal government is required.

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
08-May-2024	<p>Jetty Road Upgrade - \$40,000,000</p> <p>Why was there no specific consultation for a project of this size?</p> <p>I understand Stages 2 and 3 have not been finalised as yet. How do we know the \$40 million cost won't blow out further?</p> <p>How much are the traders on Jetty Road expected to contribute as they will be the beneficiaries?</p> <p>What will the completed project look like?</p> <p>I don't think it's reasonable to be expected to pay for something we can't even see any plans for.</p> <p>How long is it expected to take to repay this huge debt?</p>
08-May-2024	<p>This time I cannot support the Annual business plan heavily focused on Jetty Rd upgrade. The project is of significant costs and considering the income from Jetty Rd, I don't see its benefits. It does very little to green transport options, no real solution for a bike pathway, and still is heavily in favour of cars. The entire Holdfast Bay will get rate increase to fund a project which is border line unaffordable for the council. I strongly urge to revise the plan and return it to the core values of the council, and consider a positive impact on the entire Holdfast Bay community.</p>
09-May-2024	<p>Additional comments on The City of Holdfast Bay Draft Annual Business Plan 2024–25.</p> <ol style="list-style-type: none"> 1. I always find consideration of the Annual Business Plan a bit daunting in its sheer volume to read and to consider. I do find the use of graphics and graphs helps with the provision of easily understood information. 2. Jetty Road Glenelg is an important icon within the community and the state. A vibrant Jetty Road precinct is important to maintain its value and relevance. 3. I support the Councils initiative for the transformation of Jetty Road at Glenelg. 4. Field Services – A good job by Council in maintaining the extensive areas of public amenity. Particularly commitment to green infrastructure (parks and reserves). Which is reflected in the score of 8.3. 5. I am conflicted in support of Sustainability objectives- reclaiming streets for walking and cycling. I suggest that priority for roadways is the effective and efficient movement of transport: And not for reclaiming for walking and cycling. The document separately identifies that 80% of residents utilize cars for transport and transport should be a priority. (Regardless of the points of view on internal combustion engines or electric). 6. Financial Statements- In noting support for transformation of Jetty Road at Glenelg it would be informative if the document included a graph/visual on the progressive impact on council rates over the period 2025 – 2028 and or beyond. 7. The council's net financial liabilities ratio has increased from 74% to 90% - evidenced by new borrowings of \$11,094,611. The council's target maximum net ratio is 100% which means council finances are entering into the squeeze area for any future borrowing considerations.

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09-May-2024	<p>I'm just learning of the rate surcharge you intend to apply to fund the Jetty Rd upgrade. I'll keep my email brief and simply state that I am categorically against this, and if it goes ahead, it will inform my voting behaviors until those responsible are safely removed from office.1. If you can't fund council projects with existing rates, do better with budgeting.2. I can't remotely see how the actual plans, as they are described, represent \$10M in value, let alone \$40M. I'm hoping that sanity prevails, and that Council decides not to move forward with the surcharge. Many Thanks</p>
09-May-2024	<p>I am a resident and a rate payer in the City of Holdfast Bay and I am emailing because I have heard that the City of Holdfast Bay will be increasing my rates by 4.8% as well as an additional 2.3% to fund the upgrade of Jetty Road, Glenelg. I am disappointed that there has been no consultation about the plan to upgrade Jetty Road, Glenelg. There seems to be a general assumption that the rate payers will be willing to pay for this. There also appears that there has been no consideration that many people are struggling financially at this particular time. This upgrade appears to spearheaded by councillors who have no idea what ordinary people can afford, especially like myself and many others on fixed incomes. The timing for this project is wrong and unrealistic.</p>
10-May-2024	<p>I am strongly opposed to the proposed rate increase of 7.1% for 2024-25 and forecast 2.3% Transforming Jetty Road levy increase in 2025-26 and 2026-27. This one in a generation project comes with a once in a generation debt burden for ratepayers. Despite acknowledging that "...real per capital incomes of South Australian households fell by about 7% in 2022-23. This is the largest deterioration in purchasing power ever recorded...", Council proposes to jack up rates by 7.1%. Talk about a tin ear! It is grossly insufficient that such a massive increase in council debt and ratepayer levy is subject to a three week consultation period. Council needs to reign in expenditure rather than burden ratepayers with another massive increase in rates. Yet again, Council appears more interested about vanity / legacy projects rather than protecting the interests of its long suffering ratepayers.</p> <p>The risks are substantial. Does council have sufficient project management skills to actually manage this project? What is the level of accuracy attached to the quoted project cost of \$40 million? What will be the increase in annual interest payments arising from the additional debt? What interest rate scenario has Council used in it's modelling? Over what timeframe will the debt arising from the Transform Jetty Road project be repaid? Will ratepayers be charged with another rate increase to cover the inevitable cost blow out(s) arising from this project? Why has this Transforming Jetty Road project proposal not been subject of more extensive consultation? What will be done to ensure that Jetty Road is no longer a haven for homeless, mentally ill and drug and alcohol affected individuals? Which country will the stone pavers come from? What will be the carbon budget / impact of using stone pavers?</p> <p>Once again, on page 29, the Council dishes out another dose of climate change hysteria. This time choosing to hide behind the discredited World Economic Forum. Rather appropriate really - the WEF being completely disconnected from the issues faced by working people. Once again, Council has failed to identify any climatic event, causing widespread material financial impact, that can be</p>

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	<p>demonstrably linked to so called climate change. Since when has the Department for Environment and Water been a world leading authority on climate impacts. Honestly, who would believe modelling impacts for the year 2090. Modelling is no substitute for evidence. Garbage in garbage out. It is clear that Council has no financial discipline and each year takes the easy option of increasing rates. Very disappointing! The more I look, the worse it gets.</p> <p>The interest rate scenario is pure fantasy stuff. It is a complete slight of hand to use a variable rate of 2.3% and claim it will only cost \$120 each year. Each year as my rates are jacked up, I naturally pay more. The reliance by Council for pursuing this project on a consultation event, that I am informed, occurred 7 years ago, in 2017, is both disgraceful and deceitful. Given the financial and project delivery risks, the debt and rate impacts, this project requires, at the very least, a new full and standalone consultation process</p>
10-May-2024	<p>All Councillors , May I bring to your attention the condition of MANY GRAVES/HEADSTONES in the NORTH BRIGHTON CEMETERY. In particular those which have been UPROOTED AND RUINED BY THE OUT OF CONTROL ROOT SYSTEMS OF THE SHOCKING TREES ON THE ROAD BETWEEN KING GEORGE AVENUE...AND BRIGHTON ROAD. ..JUST A FEW YEARS BACK...COUNCIL REMOVED SOME TREES...AND REPLACED WITH A BETTER TYPE OF TREE. I WAS TOLD BY THE COUNCILS' ARBORIST AT THE TIME...THAT THEY WOULD ALL EVENTUALLY REMOVED. AND REPLACED. COUNCIL HAS AN OBLIGATION TO LOOK AFTER THIS CEMETERY ..AND ALL GRAVES...HOWEVER OLD THEY MAY BE. ...MY COUNCIL IS SHOWING TOTAL DISRESPECT TO THE DEAD...WHOSE FAMILIES ETC.PAY LARGE SUMS OF MONEY...FOR THEIR LOVED ONES TO REST IN PEACE !! ...AND NOT HAVE THEIR GRAVES/ HEADSTONES RUINED ...DUE TO NO CARE OR THOUGHT WHATSOEVER ... I EXPECT SOME ACTION ...GET RID OF THESE SHOCKING TREES....BEFORE YOU SPEND WASTED MILLIONS ON JETTY ROAD ...IF I DO NOT RECEIVE A POSITIVE RESPONSE VERY SOON ON THIS APPALLING SITUATION....I WILL INVITE THE ADVERTISER PHOTOGRAPHER DOWN TO VIEW THE RUINED (TREE ROOTS) RETURNED SOLDIERS' GRAVES...AND ALL RUINED GRAVES ... I SUGGEST ALL COUNCILLORS TAKE A WALK UP THIS ROAD...AND VIEW THE NEGLECT...YOU HAVE A DUTY OF CARE. MY COUNCIL PATS ITSELF ON THE BACK...A LOT !!! LEST WE FORGET</p>
10-May-2024	<p>I would like to support the proposal in the City of Holdfast Bay's Annual Business plan to allocate \$20,000 to rejuvenate the small piece of land referred to as "The Pocket Park" on the SE corner of Wheatland St and Kauri Parade. I think this is a very important initiative which would revitalise this local green space and is in keeping with Council's commitment to enhance quality of life for residents by increasing urban greening. In fact a recent Australian study by Associate Professor Matthew Pase from the Turner Institute at Monash University even found living in an area with green spaces is one of the factors which can reduce a person's risk of dementia.</p> <p>I have really appreciated that the City of Holdfast Bay has shown an ongoing commitment to urban greening and sustainability. Thank you and well done!</p>

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10-May-2024	<p>The increase in council rates for ordinary residents like us is acceptable if they truly reflect CPI increases. However, the upgrades to Jetty Road are not at all relevant to ordinary residents but rather are a burden to us which will not improve our quality of living. It simply increases the income of those privileged to own property and run businesses in Jetty Road. Let those with the wherewithal to boost their own incomes pay the extra. Do not make us ordinary citizens without extra income but living with continuous increases in costs of living pay for those in privileged positions.</p>
11-May-2024	<p>Hi, reading through the plan, I don't see the project of upgrading the Jetty Road in Glenelg, supports the long-term commitment of wellbeing and development and management of parks, reserves, recreation facilities. The project is a large sponge of finance, where mostly commercial will benefit, instead of distributing the residence's money equally into the community. I oppose the proposal of significant investment into Jetty rd, Glenelg upgrade as it is not serving community. I call to review the proposal.</p>
12-May-2024	<p>I wish to provide feedback specifically on the Jetty Road upgrade.</p> <p>I feel quite embarrassed and a little gobsmacked that I didn't know anything about the pending 2.3% levy until very recently. Life gets very busy but do we really have go and search for such information for ourselves? What were the methods of consultation for the levy specifically and when did they occur? I feel that if proposing a something like this - being a levy, (which I feel is an unprecedented measure) council should have contacted all ratepayers directly by email or equivalent to advise of their intentions in an effort to convey full disclosure and transparency. My concern is that it will be too late to do anything about it now. Being a state and even national premier destination, 75% of the cost should not be borne by (a small percentage of the population) ratepayers. I also hold grave concerns that rates will never decrease again and the supposed levy will just morph into future rate increases. Also, what is then to stop this from becoming an acceptable method of revenue raising in the future. I don't want to see levies being used on a regular (or one off) basis. There will always be an important new project that needs funding.</p> <p>Council supposedly recognises the cost of living pressures and the reduction in the real disposable income for households of a whopping 7% in 2022/23 as mentioned in their draft proposal, but still think we should and can afford to bear the brunt of this along with every other cost of living increase that we cannot control.</p> <p>Whilst Jetty Road Glenelg definitely needs a revamp, I would like to see Council think outside the square to find another way to fund this, or keep persisting with pressure on Government for assistance at either a State or Federal level.</p> <p>Thank you for all the hard work that you do and for considering the feedback of myself and fellow ratepayers. I do hope that it's not too late to make a change.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
12-May-2024	<p>I am concerned that the proposed upgrade of Jetty Road Glenelg will have a major impact on council's net debt, which all ratepayers will be required to service, yet the beneficiaries of the upgrade will be limited to local businesses.</p> <p>I believe this project should be the subject of a new consultation programme, as previous consultation was some seven years ago when costs, interest rates, etc were much lower than they are now.</p>
12-May-2024	<p>I am concerned that the proposed upgrade of Jetty Road Glenelg will have a major impact on council's net debt, which all ratepayers will be required to service, yet the beneficiaries of the upgrade will be limited to local businesses.</p> <p>I believe this project should be the subject of a new consultation programme, as previous consultation was some seven years ago when costs, interest rates, etc were much lower than they are now.</p>
12-May-2024	<p>I strongly disagree with the councils plan to spend\$30m on Jetty rd, Glenelg. It is financial suicide. as it is not only a bad investment but we will not see any or minimal return on this expenditure.</p> <p>We do need to show financial restraint and responsibility in the handling of rates . The debt will cost at least \$3.2m a year to service. Everyone including the federal politicians understand that there is a real cost of living problem by families in the community and the council should reconsider this investment .It does not pass the pub test.</p> <p>We should be looking to pay our debt down. I would strongly request the council to reconsider their vote.</p> <p>The above comments apply.</p> <p>I strongly agree with the comments of the HBRA secretary.</p> <p>I would be interested to know how you can predict a rate decrease after 3 years???</p>
12-May-2024	<p>I want to express my concern regarding the cost and supposedly benefit regarding the upgrade of Jetty Road Glenelg. It seems to be for the benefit of the businesses along Jetty Road, but as a resident I can't see the benefits for myself. Being a tourist destination it should be funded by state and possibly federal government. To have council (meaning rate payers) finance the majority of the project, which probably will blow out in cost the way things are at the moment, is not a good option. The project is supposed to start in spring this year, but according to the business plan 'The community will have the chance to provide feedback once the final concept plans for the Coast and Transition zones are confirmed.' How can you have costing done if the concept plans aren't confirmed yet? This project might have received positive feedback back in 2017, but it needs more public consultation now as the rate payers will be left paying for it for years to come.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
13-May-2024	<p>It has recently been reported that the City of Holdfast Bay will be increasing its rates by 7.1%. This includes a rise of 4.8% to account for CPI rises and an additional 2.3% to fund the transformation of Jetty Road, Glenelg. As a rate payer I DO NOT support this. I read your spiel here https://www.yourholdfast.com/transforming-jetty-road-glenelg and there is no mention of a call on ratepayers, in a time of gross cost of living pressures on all, to fund this. Furthermore: 1. Why am I finding out about this from my local member and not MY Council; 2. Funding for Jetty Road should come out of "street trust" funds or general revenue, not a call on residents; and 3. Residents do no benefit from expenditure on Jetty Road, quite the opposite. Only property owners, traders, visitors or shoppers benefit. Good examples: "activation" of Chapel St and the \$80K monstrosity that we still find disgusting, and reduction of car parks from previous "activation" of Jetty Rd. We already fund half of Adelaide's fun on NYE! Get property owners, traders, shoppers, and visitors to fund the upgrade.</p>
13-May-2024	<p>We do not support a LEVY over 2 years planned to be instituted by the Holdfast Bay Council to fund an exorbitant 40 million upgrade to Jetty Rd ! All very vague & the levy going forward after the 2 years is surely to continue as a council rate increase</p>
13-May-2024	<p>In a time of extreme Cost of Living crisis, I am appalled at the proposed massive increase to our Council rates to fund such a pretentious project - especially the jetty rework. Many elderly pensioners like me in the Holdfast Council are struggling to keep our expenditures under control now, and to have this levy forced on us at this time is simply unacceptable. Maybe the Mayor and the Councillors have the wherewithal to absorb this incremental cost, but I do not! And when were we, the rate payers, ever consulted about such an extremely costly project, to be undertaken, essentially in our name. I wish to make it known that I expect that my next year's Council rates will exclude this unacceptable levy.</p>
13-May-2024	<p>The plan to improve Jetty Road is not a project of Council-wide relevance. It is a tourism/commercial area (generally avoided by your ratepayers) and the tram line prevents any significant upgrades. Landlords must contribute as they are both the risk creators and the beneficiaries. As such they must be levied at indexed rates. It is scandalous that the proposed increase will be linked to capital house value!! Since Council has made no effort to challenge the V-G processes or ground-truth any house values applied by Valuer-general, it will therefore lazily add to the inequity of those already in existence across the Council area. This year I challenged the V-G and won a significant reduction in land value. I would much rather Council took this on and had confidence in the valuations across the Council area, instead of adding blindly to the inequity.</p> <p>For such a project, house capital value as the levy basis is absolutely unacceptable and will be challenged vigorously as it reveals the dishonesty of the published levy being '\$120 levy per ratepayer'.</p> <p>There is no justification for 7+% rate increases. The increases are above any measure of inflation, LGPI, wage inflation, input and services inflation. This is not the time for any such increases or new projects!! Get Council spending under control before imposing anything more on your rate-payers. Cut services wherever you can reasonably. If Jetty Road is in need for upgrade apply the costs to those who benefit most; to the Transport Dept.</p>

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	<p>To increase Council debt as described is both an indictment on Council financial management AND a sink hole into which you are irresponsibly forcing every ratepayer for no justified reason. As a ratepayer I would far rather you cut services - and did not increase rates or sell ratepayer-owned assets. Not only this, but I do not believe Council will be able to sustain borrowings and as such, inevitable increases will continue ad infinitum.</p> <p>Any changes of the magnitude proposed require survey and consultation with EVERY ratepayer - not just 1,000. This is too few to find anything statistically verifiable at scale. Three weeks is also far too short. This approach wrecks of deliberate 'feedback avoidance', knowing that average survey responses are rarely more than 18%. Your proposal needs a specific, focused and fully informed consultation process.</p>
14-May-2024	<p>Concerns over Jetty rd. • The increasing number of alcohol or drug affected people standing/walking on Jetty rd. or camped in doorways and the continuous requests for money. I gave one woman \$50 as she said she couldn't afford rent. She was back in the same place the next day with a flushed face again begging for money for accommodation. I haven't given anything since. • There is also an increasing number of adults, men and women, walking down jetty rd. shouting at each other. • However, it's fun to walk down Jetty rd. on Friday, Saturday or Sunday nights to see all the various ethnic groups enjoying themselves. • High rents are making it uneconomical for the restaurants/cafes to serve good food.</p>
14-May-2024	<p>When, in 1997, the smaller City of Glenelg merged with the larger City of Brighton to form the City of Holdfast, I feared that everything would be all about Glenelg. Those fears have proven to be correct. . Ever since the merger, the emphasis has always been on Glenelg and little on any other suburb. Whenever I opened the Council's website, I was greeted with pictures of Glenelg. In the quarterly Our Place, the letter from the Mayor is all about Glenelg which seems to consist of Jetty Road and the foreshore. She mentions that With the spotlight cast on Glenelg (which she does with every opportunity – presumably, she lives in Glenelg), a place where Holdfast Bay locals want to go and shop, eat and enjoy (presumably she means the people who live in Glenelg) and As this is predominately our tourist precinct (because nothing is done to promote other areas). There are other areas that are more important to improve. Jetty Road Glenelg had an update a few years ago. In this economic climate, the council shouldn't be spending money on cosmetic upgrades. This upgrade will only benefit the retailers, nobody else. Churches in the Holdfast Bay Area have been supporting (with other sponsors helping) a Breakfast Club (some children do come to school without breakfast), community pantries and community meals. The council has even donated once to these and yet they have the audacity to ask the rate payers who are already doing it tough to fund an unnecessary upgrade that is only of use to a minority, that is, the retailers on Jetty Road, Glenelg. A lot of people that I know don't even go to Glenelg and I only go once a year for a specialist appointment. Even a friend who lives near Jetty Road is against it and comes to Brighton to have a coffee. She also shops at Hove. Jetty Road, Brighton is also a vibrant strip, but no upgrade there. As a widowed pensioner, I am disgusted and utterly against this project and any councillor who supports it. If the members of the Council want to go ahead with this, let them pay for it out of their own pocket or the retailers who are going to benefit from it, not the rate payers.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
14-May-2024	<p>To: All Elected Members. Re: 24/25 Business Plan. / Long Term Financial Plan.</p> <p>Please be advised a number of residents have stated their concern and as such I would appreciate your feedback to the following comments below. Your comments will ultimately be shared with those concerned residents.</p> <p>Council Debt / Jetty Road Upgrade project The current council debt is reported at \$29 million and this will be increased to \$60 million over the three year project. Note that this equates to a net financial debt liability ratio of over 100%. This is most worrying as again the ratepayers will ultimately pay a heavy financial price in furnishing the debt over many, many years. The debt in 10 years is forecast to still be \$45 million. This includes a \$15 million reduction in principal between the years 2031 to 2034. The reduction is highly doubtful. The source of these funds has not been explained in full. The Debt becomes generational. Note that the debt has increased over the last 7 years from \$17million to \$30million, now \$29million, only reduced due to the sale of an asset.</p> <p>Long Term Cash flows prepared by Council have been based on current interest rates of 5.3% for the next 3 years and reducing to 3.5% for the remaining 7 year term. This assessment seems unrealistic and the ratepayers may pay a heavy price for such an optimistic view.</p> <p>At a recent council meeting the elected members were asked to vote on taking the Net Financial Debt Liability Ratio from a current 75%, which is already high to 100%. When reviewing the projected debt figures the ratio will be well over 100% and the Long Term Business plan figures confirmed this. No organization / company would be granted a loan by a lending authority citing a net financial debt liability ratio of over 100%. It is completely irresponsible for the council to pursue this course of action. Whilst the council correctly states that they have substantial assets, these assets are community owned and if sold to reduce the debt what will they be? Parks, Community Centres, Sporting Venues. Another important question is how many other important projects will be shelved over the next 10 years to compensate with a Debt of \$60million?</p> <p>Does council have a Sinking Fund Policy for major infrastructure and major projects?</p> <p>Jetty Road, Glenelg Upgrade (Refer also Prudential Management Plan)</p> <p>We the residents do not have comprehensive information to make an informed commentary / decision? Eg. Proposed works and expenses details and supporting documentation for such a project.</p>

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	<p>Was there a government grant in the 2017 plan and what is the nature of the Federal government grant for the 2024 project? The State Government hasn't been mentioned, and surely, any transport / tram revamp would include the State Government.?</p> <p>Local Government Act 1999 - Section 48</p> <p>Consultation: A requirement for the Council under the Act is to initiate consultation with ratepayers on projects over \$4 million. Council have stated that public consultation for this project was carried out in 2017. Due to the 7 year lapse in time and the dramatic increase in costs and the doubling of the current debt, it is our strong opinion that council should, under the Act, conduct a new comprehensive standalone ratepayer consultation process.</p> <p>Prudential Management Plan</p> <p>I have a copy of the LG Act Chapter 4, Part 3 Section 48 - aa1 & 2D) "The council must develop and maintain prudential management policies, practices and procedures for the assessment of projects". Under 2D consultation is noted with those persons affected – We would contend that all rate payers, now, and in 20 years' time will be greatly affected financially by the financial debt component of this project? The Prudential reports are held in confidence; however we should have access to such documents.</p> <p>Does this Prudential report or other supporting documentation quantify the following questions, to name a few?: Private enterprise would not spend a cent on such a project without such information.</p> <ul style="list-style-type: none"> • What are the demographics - primary and secondary catchment areas of customers / visitors visiting for retail purposes? • What retail categories are working and what is lacking in order to retain customers and to re capture a larger share of the market. • What are the major opposition retail areas and what are their strengths? • What is a profile of the current customers / visitors and what in the proposed upgrade will entice more customers? • How much time does the average customer / visitor spend now and the projected time on completion of the upgrade? • What is the current Tenancy mix (Categories) and what is the plan to initiate a tenancy mix strategy? • Has a SWOT Analysis been completed as a part of the business plan? • What component of the budget allows for works to be completed after hours? • Retailers will be compromised with such works being conducted during trading hours? What is the compensation contingency?

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	<ul style="list-style-type: none"> • What discussions have been held with Building Owners and Tenants in regard to a review of the plans, their contribution and involvement? (It is known that two significant Jetty Road property owners have not been consulted?) Accordingly there appears to be no discussions regarding the upgrade of their shopfronts and building facades? Why is this? (There is already a council budget shopfront grant allowance available). • What effect will the upgrade have on the current Jetty Road and adjoining streets in regard to traffic flow and car parking ? What is the current occupation of the car parks in the immediate vicinity of Jetty Road? • A review of security and cleaning of the precinct. Several undesirable groups meet in the precinct and have a negative effect on visitors. • What has been spent on Jetty Road upgrades over the past 10 years Eg. Street Lighting, Trees and tree lighting, Footpath upgrade, Signs and Rubbish Bins, Allied laneway upgrades and statues? What are the items that will be retained? Eg. One major item is the replacement of the red brick pavers laid down some 10 years or so ago, Same should have a life span of at least 30 years plus? Why were they not incorporated in the new plans? <p>Rates / Levy</p> <p>Residential and Commercial Rates.</p> <p>Rate calculations are based on Capital values, a rate in the \$ and the council percentage increase. The increases council states do not reflect the actual increases many residents incur.</p> <p>Many residents have had a 6% and 10% increase over the last 2 years based on the councils capped rate. Certainly not the rate increases stated by council.</p> <p>There is no such capped rate for investment properties. A known investment property has had two years of a 20% increase (total 40%). The effect on people renting, purported to be 27% of residents in the Holdfast Bay area, such council increases together with the State governments Land Tax increases has had a significant impact. Councils Long Term Financial plan has predicted rate rises based on a CPI of between 2.2 and 2.6% for the period 2027 and 2034. There is no margin added. These predictions are seemingly unrealistic.</p> <p>Levy.</p> <p>The proposed additional levy to be imposed on rate payers will not cover the debt interest repayments and in the future, rates will be increased substantially to cover the yearly budget and an ongoing debt that has little chance of ever being reduced.</p>

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	<p>We have heard the 24/25 financial year levy could be \$41.00 per household and in a newspaper article released, it stated \$120.00 per household. This is misleading.</p> <p>The levy will be calculated in the same manner as the general rates. Accordingly a Holdfast Bay median house price of \$1,095,000 will be paying \$252.</p> <p>Summary.</p> <p>The councils doubling of the debt proposal lacks risk management and accordingly ratepayers will be exposed to the largest financial risk council has made.</p> <p>You, as our elected members representing rate payers, have a duty to be mindful of the current state of cost of living pressures in our society and of the negative long term impact that a \$60 million debt will have on our society going forward.</p>
14-May-2024	<p>To Mayor and Councilors, We strongly urge you to vote NO to the proposed \$40m Jetty Rd development as contained in Council's Business Plan. This is clearly a time when individuals and businesses must exercise restraint due to the financial hardship being experienced due to the cost of living increases. Council should also exercise financial restraint, and NOT incur huge debt and simply forward that onto ratepayers. Those struggling in the community will have difficulty absorbing a 4.8% increase, without an additional 2.3% to support this proposal. The community is also not in a position to absorb the increase with a 'levy' as scheduled for the coming years. Furthermore, it is wrong to increase Council total debt to such a massive level over one project that is of questionable value. It also appears inappropriate to base such massive expenditure on information from a report dated 2017 which is outdated in today's circumstances. A community consultation conducted at that time is similarly now outdated. This is not a basis for sound decision making! Council spending should advantage the majority of ratepayers in the district. However, this project is limited to a very small geographical area of the Council district and it should be questioned about who will benefit from such expenditure. We strongly urge you to VOTE NO to the Jetty Rd redevelopment proposal.</p>
14-May-2024	<p>I have carefully read and spent two days deliberating on both the draft Annual Business Plan and the draft Long Term Financial Plan. I am highly impressed with the detailed planning and presentation of each plan. No doubt, there are many aspects that have gone into the planning and subsequent draft decision making that are beyond my comprehension because of their complexity. However, as an octogenarian who has spent his whole life in personal and business financial management, I am fully aware of budgeting strategies and the potential risks associated with excessive borrowing. I must, therefore, register my extreme concern at the Council's plan for Jetty Road, Glenelg. Jetty Road, Glenelg is essentially a business hub from which those who own/run the businesses profiteer, and rightly so. Developing that kilometer will enhance their businesses. But, why should that be done at considerable expense from our Holdfast Bay City Council, and, ultimately, the city's ratepayers? The plan states:</p>

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	<p>'Intergenerational Equity and Debt p. 10 Borrowing money to pay for things over time means that current and future ratepayers are contributing to the costs of the services and facilities they are using and benefiting from.'</p> <p>I would ask, "In what way would ratepayers benefit from this project which essentially doubles the city's debt for generations to come?"</p> <p>Business owners benefit YES ... Benefits for local residents MINIMAL.</p> <p>The following is quoted from the Plan:</p> <p>'Transformation of Jetty Road project:</p> <p>The 2024–25 Draft Annual Business Plan provides detail on the planned \$40 million Transforming Jetty Road project due to take place over the next three years. Council has secured \$10 million of funding from the Australian Government, however, the remaining \$30 million is funded through new borrowings. The associated costs have been included within the plan with an allowance to fund this through increased rate revenue.'</p> <p>My comment ... The doubling of the city's debt for generations to come is completely unacceptable when compared with the financial benefit the City of Holdfast Bay and its residents will gain. Certainly the proposed percentage rates increase and special levy for years to come is a burden the Council has no right to impose upon its rate-payers. For a Plan as large as this, the Council should, I believe MUST, conduct a 'referendum' that allows the city's residents the opportunity to accept or reject the Council's proposal. The proposal to conduct a survey of some 1000 resident/ratepayers is hardly adequate.</p> <p>For a Plan as large as this, the Council should, I believe MUST, conduct a 'referendum' that allows the city's residents the opportunity to accept or reject the Council's Plan for Jetty Road. The proposal to conduct a survey of some 1000 resident/ratepayers is hardly adequate.</p>
14-May-2024	<p>The ratepayer funded "borrow and spend" scheme for the City to borrow an additional \$30 million for an upgrade of Jetty Road, Glenelg is fiscally irresponsible in the current economic climate of rising food staples and energy costs and a disservice to the Residential Ratepayers of the City of Holdfast Bay who will in the end have to foot the bill.</p> <p>I hereby table my objection to the proposal of the City of Holdfast Bay spending any City funds on upgrades of Jetty Road, or for the City to borrow any funds to undertake such a project.</p> <p>The ratepayer funded "borrow and spend" scheme for the City to borrow an additional \$30 million for an upgrade of Jetty Road, Glenelg is fiscally irresponsible in the current economic climate of rising food staples and energy costs and a disservice to the Residential Ratepayers of the City of Holdfast Bay who will in the end have to foot the bill.</p> <p>I hereby table my objection to the proposal of the City of Holdfast Bay spending any City funds on upgrades of Jetty Road, or for the City to borrow any funds to undertake such a project.</p>

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15-May-2024	<p>Dear Mayor Wilson I refer to the attached article that quotes you “\$41 for the average household next year to specifically fund the Jetty Road Project. We anticipate an increase at the similar level for two years for the Jetty Road project.” This week I meet with the CEO and Council Finance staff. They confirmed that the: 1. Council debts including the new borrowings of \$30 million will be \$60 million, 2. The levy over the next year will raise \$850,000 to \$900,000 and over a 3-year period between \$2.7 to \$3 million, 3. The Council figures confirm that the levy is forecast to last for 4 to 5 years not 3 years, 4. In 2028 (?) when the levy is proposed to cease the debt will be \$60 million. That means that no principal reductions will be made in that time frame, 5. Interest rates for the next 3 years are calculated at 5.35%. The yearly interest on a \$30 million debt will be \$1.6 million with no principal reductions. Your publicised statements do not align with the Council figures. There is clearly no way that the levy will fund the Jetty Road project. If this is the case, can you please explain how you justify such statements? I have also been advised that similar comments are being made by you at public forums. As discussed with Council staff the financial proposal is flawed and I believe that the long-term responsibility for the repayment of the debt with fall to rate payers via long term substantial increases in rates. A reply to my correspondence would be appreciated.</p>
15-May-2024	<p>Key issues that were raised: Concerned regarding rate rises and impact on the elderly; I’m a pensioner too and I can’t afford it and struggle to pay my rates; Jetty Road was upgraded a couple of years ago; Until recently I did not know about this as I don’t use a computer.</p>
15-May-2024	<p>Feedback - proposed levy in business plan - feels it is a negative - does not feel it is beneficial to the whole district of Holdfast Bay.</p>
15-May-2024	<p>She was calling to express her strong concerns/objections regarding the proposal for HFB residents to pay an additional amount in their rates to fund upgrading Jetty Rd Glenelg. I asked if she could express her views on the Council website -she stated like many of her aging neighbours she didn’t use a computer and would I please register her views. Said she’d only just heard about the levy and was concerned many others in the area were not aware of this matter.</p>
15-May-2024	<p>Dear Amanda, As a long-term resident in Somerton Park, I question the necessity to spend the proposed \$30 million on the “upgrade” to Jetty Road Glenelg. In fact I oppose it. The fact that you have taken a survey of only 1000 residents is arrogant and inconsiderate of the wishes of the remaining residents. A survey of at least 10,000 residents, taken by post, would provide a more accurate summary of the opinions which should be sought by Council for such a large expenditure. The survey should be spread amongst all council wards pro-rata with the number of residents in each. You say a survey was taken 7 years ago. That is too far back to be relevant today. Why hasn’t the council advised all residents of the detailed proposals which you must have? They are going to pay for them, if not now (because you are borrowing the funds), but inevitably in the future. Please reconsider this frivolous proposal.</p>

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15-May-2024	<p>Dear Mayor and Councilors, I am a resident of Brighton and a Ratepayer of the City of Holdfast Bay. I refer to the City of Holdfast Bay DRAFT 2024–25 Annual Business Plan and the DRAFT Long Term Financial Plan 2024–25 to 2033–34 and specifically to the proposal contained therein for the City to borrow an additional \$30 million for an upgrade of Jetty Road, Glenelg. I hereby table my objection to the proposal of the City of Holdfast Bay spending any City funds on upgrades of Jetty Road, or for the City to borrow any funds to undertake such a project. This proposal imposes an additional financial burden of loan repayment on the Residential Ratepayer across the City, many of which are on fixed incomes. It also introduces the real risk of losing community assets through forced sales to pay down the debt, assets held by the City in trust for the Ratepayers and Residents of the City. These are significant financial burdens and risks taken on by the Residential Ratepayers for the benefit of a few commercial property holders and traders on Jetty Road. Should the commercial property holders and traders on Jetty Road believe they will benefit from an upgrade to Jetty Road then they should fund it. As it is I see it there is no benefit to myself and my fellow Residential Ratepayers of such a project. Usually the City administration will roll out a list of "Trojan horse" benefits to justify such projects but in reality at the core there is only additional financial burdens to be born by the Residential Ratepayers and Residents while the stated benefits end up with an influential minority. I reject all such sugar coated pseudo justifications. This ratepayer funded "borrow and spend" scheme is fiscally irresponsible in the current economic climate of rising food staples and energy costs and a disservice to the Residential Ratepayers of the City of Holdfast Bay who will in the end have to foot the bill.</p>
15-May-2024	<p>Are you serious? - \$30 million to upgrade Jetty Road Glenelg? That's way too much ratepayers' money. Even if spread over 3 years, that's \$10 million per year. That's not far off \$100,000 for each one of the precinct's 300-odd businesses - and way over \$100k each when accounting for all the businesses that are closing down. All without including the State government funding. The upgrade project is scheduled to eat up nearly half of the entire Municipal Capital Program for 2024/25 - which is \$2 million more than total spending on Transport, Open Space, Buildings and Plant/IT combined. All for an ever-diminishing collection of retail shops and cafes. That surely doesn't pass the pub test - no way. And is it true the City intends to place an additional levy on ratepayers to pay for it all? Not sure you'd even be allowed inside the pub to ask punters if that's a good idea - for your own safety!</p>
15-May-2024	<p>Hi, there is a stated aim to increase the amount of street for active transport prioritization to 2030, but in the budget there is no specific mention of this or specific allocation of funds to make this happen or how this will be measured if there were. No mention of active transport</p>
15-May-2024	<p>I strongly object to an increase in rates to fund jetty Road upgrade. Rate payers should not have to pay the bill and council should look at other funding options including more government spend given importance of the road from a tourism perspective.</p>

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15-May-2024	I do not think that residents should have to pay a levy for the Jetty Road upgrade....and I personally do not want to pay this levy....cost of living is difficult enough without adding more bills that frankly is a state government issue and council initiative....thank you for the opportunity to respond
15-May-2024	I am opposed to a levy on ratepayers for the Jetty Road Glenelg Upgrade.
15-May-2024	<p>I do not believe any ratepayers should have to pay an ongoing or one off levy to renovate Jetty road - especially without consultation- funding for this should come from state or federal - I do not reside in the vicinity of Jetty road as I live at Kingston Park and as a ratepayer we should have a choice/voice on where our rate money is being spent. Council needs to be more transparent about these levies and include voting options for ratepayers.</p> <p>All ratepayers should vote upon any requirement to have to pay any ongoing or one off levies to fund any major projects and voting should include various options before being included in any long term financial Plan. Any levies and major funding need ti stipulate how it is to benefit the future of 'all' ratepayers in the council zone.</p>
15-May-2024	<p>I'd like to give my feedback about the rate increase, specifically, the portion allocated to the Glenelg Jetty Road upgrade.</p> <p>My feedback is that I oppose it. I oppose it because:</p> <ul style="list-style-type: none"> - Every dollar counts for me and my young family, particularly as the cost of living has increased so dramatically. Our groceries, electricity bills, child care fees, vehicle running costs, and mortgage have all increased. - We rarely visit Glenelg Jetty Road, preferring to walk to our local Brighton Jetty Road and beach. - With the above in mind, I don't see why my family should foot the bill for a development that will give us no direct benefit in return. <p>Perhaps the council could seek private donations from people better positioned to give away money, and recognise donors with a plaque once the development is complete.</p> <p>I'm writing to express my concern about the proposed 2.3% rate increase to fund the Transforming Jetty Road project, as outlined in the draft Annual Business Plan.</p> <p>I've provided formal feedback online, but wanted to reiterate my opposition to the increase directly.</p> <p>In short, I think it's absurd to task ratepayers with financing the project in the middle of a cost of living crisis.</p> <p>Council may think "What's \$41 per average household each year?"</p> <p>Well, let me tell you. \$41 could buy my young family:</p> <ul style="list-style-type: none"> - a quarter of our weekly groceries, or - a phone plan for a month, or - four weeks of Kindergym classes, or - two weeks of swimming lessons, or

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	<p>- four coffee/babycino outings at the park So, not a great deal. But it all counts for us. And much more than a fanciful bid to attract extra tourists to Glenelg ever could.</p>
15-May-2024	<p>I'm in general support of the Jetty Road redevelopment but not the proposed funding model, specifically a permanent increase to council rates . Another source of funding needs to be sought or the upgrades scaled back. A one off or non permanent increase to rates would be more palatable, perhaps. Permanent increases beyond inflation in this economic climate are not ideal.</p>
15-May-2024	<p>I strongly object to the funding model for the Jetty Road, Glenelg upgrade. Council, which is funded by us, the ratepayers, should not increase their debt to an unsustainable level of \$60m. Further, there has been no consultation with ALL ratepayers on whether we support an annual levy of approximately \$120 for the next 3 years. I have very strong concerns regarding Council's financial sustainability with the proposed doubling of their debt from \$30 million to \$60 million; in order to fund the upgrade to Jetty Road Glenelg. This will severely limit the Council's capacity to fund future projects across the entire Council area. I request that Council halts the proposed upgrade. And that there is an independent financial assessment of the proposed development, and its impact on Council's financial sustainability.,</p>
16-May-2024	<p>Good afternoon planners of Holdfast Bay. I'm totally against the borrowing of 40 million for this project, funded mostly by ratepayers. Our rates will be increased over this year and next by over 7%. We are at Brighton where we all believe of the millions collected are not benefitting us in this part of Holdfast Bay. Shop owners in Glenelg need to put their hands in their pockets to upgrade shop facades and when leasing be wise on the type of trader they sign up, as it does not matter how much is spent on beautifying jetty Rd, if the shop isn't offering quality merchandise and the shops look tired, no amount of our rate money will improve tourism. State tourism should be paying for this upgrade, considering it really is about visitors not local residents. Parking is a nightmare and is highly over priced, that in itself puts tourists off from visiting. I appose my rates being used for Jetty Rd Glenelg. The increase of our rates in these times is causing financial distress for many residents of Holdfast Bay.</p>
16-May-2024	<p>Should be paid with tax on businesses properties 500 metres each side of jetty road they get all the benefits typical of local council just look at rate payers as cash cows</p>
16-May-2024	<p>I am strongly against this plan especially in the current economic situation- a 7.1 percent increase in rates is hard to justify for an area that really only operates 6 months a year Ps - a friend of ours was "surveyed"at random a few days ago - just a well she is an intelligent & determined person as this survey was not of her views But of reasons yes several reasons why the plan the plan should proceed !! - reluctantly a no to the plan was recorded</p>

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	<p>Her experience was shared with many other fellow bike riders Not impressed with the process</p>
16-May-2024	<p>In these financially hard times it is not the time to upgrade Jetty road Glenelg at the expense of rate payers. Mortgage holders have struggled to cope with the rising interest rates plus the increasing cost of living you are adding unneedlessly to further stress. All rate payers should be consulted on this major plan.</p>
16-May-2024	<p>We are not happy with the rate increase to fund the Glenelg jetty road project. Would rather see our local Jetty Road Brighton receive an upgrade and fences put around the playgrounds to make it safer for children given how busy the esplanade can get with cars driving by.</p>
16-May-2024	<p>The funding model proposed for the Glenelg upgrade should not proceed. This upgrade should be funded by the state government as this is for the benefit of the entire state and sa tourism. Ratepayers should not have to fund something that benefits the entire state.</p>
16-May-2024	<p>I'm writing with regards to Councils plans, to invest, 40 Million Dollars into Jetty Road Glenelg! Firstly yes I agree the only time Jetty Road looks half way decent, is at night when it's lit up. During the day it's dirty, unkempt, tired and uninviting. It's also the home of many undesirable people. What absolutely concerns me the most, is the endemic homelessness and the presence of intoxicated, mainly indigenous, people? What is your plan for these problems? Jetty Road will never reach its full potential, while all of these problems remain. Honestly you need to get feedback from the Business Owner's on Jetty Road. It is really bad, some businesses that have just female staff are actually scared! I went to Medi Pedi today and the manageress, said she has the door keys in the till, ready tor un and lock the door. She has fights out the front of the shop and often they bang on the windows as they walk past. The new Public Toilets stink, they don't stay clean, as they are used most often, by the Homeless and the Drunks! They actually gather there and sit on the ground in that alleyway! Their presence alone, makes people hesitant to use the bathrooms. Anyone walking along Jetty Road is a target, people are hassled for money and then abused when they don't oblige! How can you begin to think this is ok! Are we to continue to walk past doorway's, with blankets and belongings of the homeless and sometimes, someone asleep in the middle of the day! It won't matter how much you spend, if these issues are not addressed vigorously, 40 Million dollars will have been wasted! This brings me to this money! Why are you not getting State Government funding assistance for this project? I am absolutely gobsmacked that you have the audacity to suggest, that your struggling ratepayers, pay for this project, in its entirety?? Speaking for myself, I am a part Pensioner, I retired in 2021 aged 71. I've more than done my bit working and paying my taxes. Everyone</p>

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	<p>is struggling with the Cost of Living and anything given to us to compensate for that. You are planning to take away! You are taking additional money, along with our rates to pay for this project! I don't think anyone believes, that will finish at the end of the stated 3 years . You have even said there is no guarantee it will.</p> <p>I want you to know, I vigorously disagree with you taking money from Rate Payers, to pay for this Jetty Road Upgrade. If it's based around Tourism and attracting more people, which obviously it is. Then the State Government should definitely be financing, at least 50% of the cost. This move, will put a many of your ratepayers under financial duress.</p> <p>The other issue is the Police Station that is now closed! It was ridiculous when it happened and most definitely needs to be re opened! I believe since it closed the lack of Police presence has increased all the negative situations , we are seeing.</p>
16-May-2024	<p>7.1% increase in rates is ridiculous. Every second house block is being redeveloped into 2 or 3 more expensive houses on the same block so Council rates are doubling. My rates have shot up because of the latest Auditor-general's assessments of value. Injecting money into Jetty road at Glenelg is a complete waste of time, at a time when everybody is tightening their belts due to undue profiteering in some echelons. I object to an extra injection of resources to Jetty road Glenelg, that should be completely canned!. I also object to the size of the increase in rates. Council is a bit obsessed with the bright flashing lights of the retail and restaurant strip but could be well advised to look at street lighting in the gloomier parts of the suburbs where women walk regularly in the dark to and from public transport. Council's job is to look after the people that live in the area, all of the people!</p>
16-May-2024	<p>The draft budget brings the council to borderline unserviceable debt, with the key beneficiaries being Private Businesses on Jetty Rd Glenelg. My opinion is that the redevelopment should get more funding from the businesses on Jetty Road and as there is a very little benefit to the residents of Holdfast Bay and especially those who choose to stay away from Jetty Road. With the cost of living crisis being felt across all residential households it is totally irresponsible and out of touch to put residential rate hikes onto enhancing business precincts.</p>
16-May-2024	<p>Disagree with the concept. I find it difficult to comprehend an increase in council rates by 7 percent at a time when families and people who have retired and on fixed incomes are struggling with inflationary trends such as good energy and fuel costs.</p> <p>A 60 million dollar re-modelling of the Glenelg precinct is not in my opinion not justified and in particular an impost on residents. I believe funding for a project on this scale should be at the State Government level.</p> <p>Glenelg is certainly a tourist precinct however there are other council areas which should have funding in their areas. Business owners and owners of highrise apartments are the people who would most likely benefit from the remodeling.</p> <p>General ratepayers seldom utilise this area unless for special occasions not specifically for shopping. it will be a significant impost for ratepayers with limited benefit and not something I can support and neither should council reps.</p> <p>If this is upheld I request the participants who support this venture publically explain the reasons for their support.</p>

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16-May-2024	<p>Very disappointed at the short timeframe for consultation and what seems to be inadequate communication about this whole thing. How much is the state government contributing to the Glenelg Jetty Rd development? Why do Holdfast Bay ratepayers have to fund this massive loan, especially since Glenelg is a tourist destination?</p> <p>This household does not want to pay an additional levy. Totally disagree with it.</p> <p>What guarantees are there that this amount will not blow out? How will it then be funded?</p> <p>Are Glenelg businesses paying more, since this will benefit them?</p> <p>What other sources of income is being generated to pay for such development?</p> <p>Additional parking?</p> <p>Reinstating the Police Dept at Glenelg would be a good start to tidying up what is a rather unsafe place to go. How will this development assist the safety of traders and customers?</p>
16-May-2024	<p>I do not agree with the proposal to spend \$30 million dollars upgrading the Jetty Road Glenelg precinct at my expense. The main beneficiaries of this development will be the local businesses, and to some extent the tourist industry, and I fail to see why we should be expected to contribute to this on this scale.</p>
17-May-2024	<p>As a 40+ year residents of Holdfast Bay we are strongly opposed to this redevelopment. It will not attract more people to Glenelg and will only add unnecessary debt to the council and its residents.</p>
17-May-2024	<p>HBRA Submission - See Attachment</p>
17-May-2024	<p>I wish to lodge my objection in the strongest possible terms to the proposed 7.1% rate increase for the coming financial year. It is an outrage that you have deemed this acceptable in the current economic climate. I am a pensioner, my Council rates will form some 25% of my annual pension, this will cause financial distress to me and other Holdfast Bay home owners. I am outraged that Council thinks it is acceptable to dive further into debt by spending over \$40 million on yet another Jetty Road Glenelg upgrade, and then to have the nerve to levy ratepayers for not just one year, but successive years, probably ad infinitum, into the future to pay off your folly. Shame on you, and all those who approved the project.</p>
17-May-2024	<p>Regarding the Jetty rd Glenelg "donation" we do not want the \$120 impost. If it cannot be covered in the rates budget, or any other relevant budget, it should be postponed or downgraded Thank you</p>
17-May-2024	<p>5049 Submission See attachment</p>
17-May-2024	<p>Re special, additional rates increase re Jetty Rd Upgrade \$35m</p> <p>Absolutely wrong time to do this at the expense of suffering existing rate payers.</p> <p>If Jetty Rd desperately needs this upgrade let Mr Taplin & his traders pay for it.</p> <p>Tough enough now as self-funded retirees to cope without this burden</p>

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17-May-2024	<p>I wish to object to the huge borrowing proposed for the changes to Jetty Rd Glenelg, the subsequent increase in debt, and longterm increase in rates to be imposed on all ratepayers across the whole of the council area. There needs to be widespread consultation with ALL ratepayers, and genuine consideration of their views, before such a massive generational impost is made upon everyone.</p> <p>I wish to add my voice to the many, strenuously objecting to the proposed massive increase in council borrowings/debt for changes to the Jetty Rd Glenelg precinct, and the ongoing long term additional and excessive rates that would ensue from that.</p> <p>The proposed changes would be clearly for the direct benefit of landlords, tenants, and businesses of that precinct, and such an impost should NOT be placed on the ratepayers of the whole council area.</p> <p>Those major beneficiaries should be required to contribute - not the rest of us.</p> <p>I heartily endorse all the points elaborated in the SUBMISSION BY HOLDFAST BAY RESIDENTS' ALLIANCE re the Long Term Financial Plan 2024/2034 and 2024/25 Holdfast Bay Council Business Plan: Esp. that the debt proposed will be unmanageable and become generational, resulting in long-term additional and excessive rate rises for ratepayers across the whole council area - we who are already burdened with very heavy rates. In the interests of democracy and justice, before such an extravagant proposal is considered, let alone implemented, there must be a proper consultation process involving ALL ratepayers across the CoHB..</p>

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17-May-2024	<p>Thank you for the opportunity to have a say.</p> <p>* I have concerns about the proposed Jetty Rd Glenelg Project. I feel spending \$40million (likely to blow out over the 3 years) is irresponsible given several factors:</p> <ol style="list-style-type: none"> 1. Real disposable income of S.A. households has decreased by 7%. The largest deterioration in purchasing power ever recorded by State Accounts (source: COHB Annual Business Plan 2024-25). 2. Given our demographics: the largest population group by age are 60-69 yr olds (mostly retirees), Families make up 60% of our population, couples with children 37%, one parent families 13%, those living alone 39% (source, COHB Annual Business Plan 2024-25)...it can be argued that those who can least afford it (ie, living on retirement incomes, coping with mortgage stress and increased costs of living) are being asked to fund, via increased rates and on-going council loan commitments over many yrs, the Jetty Rd Project. This demographic will be saddled with the loan for many years to come. 3. No tangible benefit to anyone other than Jetty Rd Traders or visitors from outside COHB can be found. 4. The total budget spend on the Glenelg precinct takes a significant proportion of the budget (and has done so for some time), effectively consigning residents of Somerton, Hove, Brighton, Seacliff, Kingston Park to 'left overs'. The recent cafe built at Kingston Park is an exception. 5. Given the uncertain global and local economic times, the spending (largely via loan) of \$40 million appears reckless. With all due respect to Keynesian Economics, I think financial constraint is in order rather than increase public sector spending. <p>* I am saddened that the much talked about Movement and Transport Plan, something with the potential to improve conditions for all local residents, has been allocated a miserly \$40,000. (1% of the Jetty Rd budget figure).</p> <p>* In recent years, I have observed significant expenditure on I.T. This year it sits at \$800,000. At the time of writing this, I have not gone back thoroughly into previous plans, but when I do, I expect an expenditure pattern of concern may emerge.</p> <p>* I note expenditure on Corporate Services of \$4.34 million, Financial Services of \$4.32 million and Innovation & Technology of 3.34 million. Thats \$12 million in total. I assume Corp Services is largely staffing costs. Are these not areas where savings and efficiencies could be made?</p> <p>* Rates: I note that rates will increase by 4.8% plus a further 2.3% 3-yr Jetty Rd charge. Given the increase in property values, COHB would be in receipt of a higher \$ amount in 2024-25, so why is a 4.8% increase necessary? What guarantees are given that the 2.3% Jetty Rd charge will end after 3 yrs? Surely, in economic times cited in the Annual Business Plan, is it not time for a budget of restraint and consolidation?</p> <p>* In general, I and ratepayers I speak to, are tired of seeing local issues such as traffic, speeding, parking, school zones etc being marginalized in the pursuit of projects such as the Jetty Rd upgrade.</p> <p>When we see tired playground equipment, when we struggle to reverse out of our driveways due to traffic, when we get reduced rubbish</p>

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	<p>collection, when developers are allowed to take over (and damage) footpaths unchecked, when we can't drive a car down the street without having to pull over to allow traffic coming the other way to get through, when wire fences on the Brighton Esplanade remain broken for weeks, when schools get exclusive day time use (admittedly at a fee) to council reserves.....we have little time for providing a nice coffee precinct on Jetty Rd Glenelg for non ratepayers . Jetty Rd Brighton is vibrant and alive...yet it can hardly be described as an aesthetically attractive place. It works because the people, not the facilities, make it work</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
17-May-2024	<p>I urge the HBC to reconsider its budget allocation, particularly the excessive spending on Jetty Road Glenelg. Instead, let's prioritize local infrastructure that will truly benefit our residents. In these uncertain times, it's crucial that our local government demonstrates responsible spending, and investing \$40M on a single street seems to contradict this principle. There are numerous other areas in the HBC that require attention and investment.</p> <p>Below are a few points to be considered:</p> <ul style="list-style-type: none"> • An increase of 7.1% in council rates based on HB's average residential property value simply is not true. It should be 4.8%. The council is adding 2.3% to fund the \$30M Jetty Rd Glenelg project, money that HBC does not have. • It is inadmissible that HBC mandates every household to pay \$126 to fund the abovementioned project. If HBC does not have the money to perform the redevelopment, it should lower its project expectations. • The amount of money spent in a single street compared to the size of the council area is just aberrant. • The HBC is making ratepayers pay for a project that will benefit shop landlords along Jetty Rd (and this is still to be proven) and tourism activity. There will be no direct benefit to at least 95% of HBC residents. • Innumerable streets in the HBC are in poor shape, with footpaths uneven due to roots, etc., a major trip hazard. Streets are extremely dark, which only accentuates the prior issue. On top of that, streets and parks are populated with dog feces, which is not the Council's priority as the problem has been there for a long time (unless it's on either Jetty Road or beach promenades). • There are multiple traffic issues in the HBC (blind corners where cars are allowed to park because the council does not paint the required yellow lines), two-directional streets that are too narrow and still vehicles are allowed to be parked on both sides, etc. The list goes on. And only \$40K are going to be invested, compared to \$40M only at Glenelg Jetty Road? That's just not good enough!
19-May-2024	<p>I am writing to you because I am a resident of Glenelg central. I will start by confirming that I support any submission/s made by Holdfast Bay Residents Alliance to Council. There seem to be many differences in facts as reported in The Advertiser and later comments made by Council. So who is right. Will we ever know. Public consultation has been minimal and was reportedly carried out in 2017. A lot has changed since then - Covid 19 and the current cost of living crisis eg. So here we have governments of all stripes spending a fortune to try to minimise the cost of living crisis while Council is off with the fairies increasing the its overall debt to approximately \$60 million. Ideas by Council to reduce the debt in the future by selling assets are not feasible - selling parks or sporting facilities. The only true beneficiaries of the proposed project will be the Jetty Road property owners - the same ones with leaking verandahs and shabby premises. There are several references to 2024 - 25 rates increasing by 7.1%. Can we have a rate cap on that because I have been constantly lied to in recent years with the actual rate considerably more than the estimated increase? I don't want to be burdened by long term and additional and excessive rates. And lets face it, there are a few shabby areas around here that could do with upgrades or sprucing up. One last thing. Does the Council administration have the expertise to successfully carry out this project on time and on budget? If they don't, there will be a lot of red faces around Jetty Road Brighton.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
20-May-2024	<p>I am writing to you today to stress my utter dismay over the Jetty road Glenelg redevelopment plans, its costs and in turn funding. Jetty road Glenelg is both an entertainment and shopping district, the primary entertainment and community area revolves around the square which was upgraded a while back is in immaculate condition and facilitates the community and the volume of visitors that visit throughout the year well. Glenelg and generally the whole of SA cannot sustain year long vibrant trade on an open shopping street as we do not have the density of the population in the state and in turn City of Holdfast Bay with the disposable income. The businesses in the street regularly change not because of lack of trade alone, the rents of the commercial real estate on the street are equal to the highest in the state for retail outside larger shopping centers. You only need to look at places like Ackland Street in Melbourne and our Parade here in Adelaide to see the fluctuations in trade and visitors in the winter months. Any improvements in Jetty rd will only benefit the already very wealthy landowners of Jetty Rd commercial real estate and potentially the absolute very local Glenelg residents that find Jetty Rd their closest shopping facility. I have been a rate payer in the City of Holdfast Bay for 20 years and yes I have benefited from a great region with great amenities which are supported by our rates, however to ask a resident generally anywhere in this council area or for example Arthur Street Seacliff park etc to pay a portion of their rates to a shopping center is irresponsible and un fair. Please explain how it will benefit this resident? To ask them to pay additional is absurd and irresponsible its dumbfounding. Add to the fact the city of Holdfast Bay has one of, not the highest percentage of retired residents in the whole of the state with 25.3 % of its are residents retired as against the national average of 19.7 %, 5.6% of you residents, more than the national average that are trying balance their budgets from tight retirement benefits in this current economic climate is heartbreaking that the council and councilors have not truly considered their residents. In an economic environment such as this, to ask your community to increase their rates to pay for a shopping centre is absurd and all councillors should take stock. Using other council rate increases as benchmarks is a light weighted justification, unprofessional and unguided. Considering the economic climate can I suggest it would be a better promotion or foot forward by promoting a conservative rate increase smaller than other councils as a show of your understanding of the residents, the current economic climate and their financial pressures. Yes we need to invest to keep our community relevant and healthy, however making wealthy landlords even richer is not a responsible thing to do. This may be the time to take stock and look after the residents with only meaningfully and required developments. I look forward to hearing back from you and how the council can justify this development at all and how they can ask ratepayers to foot such a bill at this or any time. My suggestion as a responsible approach would be to review the development to fit with a reasonable budget that the state government has generously afforded. The council needs to reconsider necessary developments and thus assist your constituencies in these tough times.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
21-May-2024	I am a ratepayer and I wish to object to the 2.3% EXTRA rate increase for the upgrade of Glenelg. You have already increased my rates by 7+% and I object to a further increase to cover your costs based on your decision without consultation the ratepayers. I went to the council offices to lodge an objection to my contributing extra monies to the upgrade when it was first announced. This was before the 2.3% increase in rates was announced. They assured me that the costs for the upgrade would be coming out of our "normal" rates. THIS WAS OBVIOUSLY FALSE/A LIE. As far as I am concerned that should you charge my account for the upgrade costs you will be illegally taking money from my account as I object to payment! I WAS NOT CONSULTED AND DO NOT AGREE TO MY PAYING FOR YOUR DECISION TO UPGRADE GLENELG. Consulting ratepayers would have been appreciated!
22-May-2024	4.8% rate increase as per CPI, not a problem. An extra 2.3% for the work at Jetty Rd, i do not wish to pay it.
22-May-2024	I just wanted to reach out and express my excitement for the Jetty Road upgrade that was announced recently. As a long term resident of Holdfast Bay, living in Glenelg East for five years and currently in Seacliff Park, I recognise that Jetty Road is desperate for change. It has fallen a long way behind other high streets of Adelaide, such as the Parade and King William Road, in quality of businesses, aesthetics and practicality. In my opinion, it has also dropped behind Henley Square as the number one coastal hub in Adelaide, despite having a far greater potential to be the best. The upgrade being announced shows that this council is putting in the proper effort to do what's best for the community and I look forward to further development of the planning and execution of this very much needed project. Keep up the great work.
22-May-2024	I'm writing this email to show our support for the Jetty Road Upgrade project. We love Glenelg and it is so very deserving of this work!
22-May-2024	The plan to upgrade Jetty Road is an excellent one. Currently, the street is very underwhelming for such a great destination. The upgrade projects that have already been completed have created more seating areas and the art pieces are intriguing to visitors. I look forward to seeing how great the Jetty Road precinct will be once the whole project is completed.
22-May-2024	I am writing to express my extreme support for the proposed Jetty Road upgrades in Glenelg. I am hoping by showing my support for the project it will assist in getting the project over the line. I first saw the proposal and thought 'about time!'. I think this is an amazing opportunity and going to be fantastic for the Bay and surrounding suburbs of Holdfast Bay. This is going to only improve tourism to the area and hopefully when travellers whom stay in the city will be even more enticed to enjoy the short tram ride down to the beautiful beach. I am really hoping showing my support and help this to be achieved. All the best and good luck!

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
22-May-2024	<p>I hope this message finds you well. I am writing to express my support for the Jetty Rd Upgrade Project. As a community member of Holdfast Bay, I have a deep appreciation for this community and its unique charm. The proposed transformation of Jetty Road, Glenelg, gives me great excitement for the future of our area. One of the main reasons I am so supportive of this project is the focus on improving pedestrian safety. As someone who frequently walks along Jetty Road, I know how important it is to have safe, accessible pathways. The planned upgrades will make a huge difference for all of us who enjoy strolling, shopping, and dining in this vibrant part of town. I am also thrilled about the potential boost to our local businesses. Jetty Road has always been a hub of activity, and the planned enhancements will make it an even more attractive destination. The introduction of more green spaces and beautified amenities will create a welcoming atmosphere that draws in both locals and visitors. This will undoubtedly breathe new life into our commercial sector, benefiting everyone in the community. Furthermore, the thoughtful design of the project, which respects the historical character of Jetty Road while introducing modern elements, is commendable. It's reassuring to see that the unique charm of our beloved street will be preserved even as it evolves to meet contemporary needs. I believe that the Jetty Rd Upgrade Project is a wonderful initiative that will greatly enhance the liveability and appeal of our community.</p>
22-May-2024	<p>Just had a look the draft plan and really love the idea about the upgrading the jetty road. I think it will bring more benefit economically.</p>
22-May-2024	<p>I hope you're well. I'm writing to show my support for the proposed upgrades to Jetty Road. As a local resident, I think these changes will bring great benefits to our community. The improvements to Jetty Road will attract more tourists to Glenelg, which will be great for local businesses and the overall economy. With the new infrastructure and better look, Glenelg will become an even more popular spot for visitors to enjoy and spend their money. For residents like myself, these upgrades will make Glenelg an even better place to live. It will be more enjoyable and convenient to spend time shopping, dining, and relaxing on Jetty Road. This project will definitely boost our sense of community and pride in our area. Thanks for your efforts in improving the bay. I'm excited to see the positive changes these upgrades will bring.</p>
22-May-2024	<p>Hope this email finds you well. My name is XXX, a local resident of Holdfast bay, specifically Glenelg and I am writing to you to express my interest in the project happening in Glenelg at current. I am a business student and I hope to own a restaurant or bar on Jetty Road in the near future. With the renovations and funding going into Jetty Road, I think this dream is very attainable for me. I would like to get a time frame on when these may be completed so I can start investing and looking at potential opportunities.</p>
22-May-2024	<p>I am writing to express my strong support for the Jetty Road upgrade project. This initiative represents a significant step forward for our community, enhancing the functionality, safety, and aesthetic appeal of one of our most vital thoroughfares. The planned improvements will not only boost local businesses by attracting more visitors but also provide a more enjoyable and safer experience for both residents and tourists. The modernization of infrastructure, better pedestrian access, and overall beautification of the area are much-needed enhancements that will greatly benefit the community. Thank you for your efforts in driving this important project forward. I am confident that the upgrades will have a lasting positive impact on our community.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
22-May-2024	I am writing to you to convey my support for the proposed Jetty Road upgrade. I believe that the development will transform the area and is a great investment in the future of Glenelg and the state more broadly.
22-May-2024	I am writing in regards to the proposed upgrades of jetty road and would love to voice my support for the project as a member of the holdfast bay community. The city is in need of a breath of fresh air in the form of an upgrade of our main precinct, and I for one am hopeful that the council brings life back into our beloved jetty road, and strongly support the efforts for an upgrade.
22-May-2024	Just to let you know that I'm in total support of the Jetty rd upgrade. I'm looking forward to any improvements made along this strip to better the Glenelg precinct.
22-May-2024	I'd like to share my support of the plans for the city of Holdfast Bay! I hope they go ahead, as I look forward to seeing the area revamped. Just for example, decluttering the space by moving the tram out of the way on Jetty Road is a brilliant idea to liven the place up and encourage more foot traffic for the local businesses
22-May-2024	Supporting the transformation of the jetty road Upgrade
22-May-2024	I am emailing to say that i am a massive fan of the jetty road master plan. Being Adelaide's premium seaside tourist and shopping precinct, the time for enhancement down jetty road, Glenelg was not now, it was yesterday. It is fair to say that shops, bars, cafe's, and retail outlets are all in dire need of some significant investment down here. Glenelg has a golden opportunity to evolve into a safer, cleaner and more vibrant precinct with the master plan that is currently proposed. I believe it makes complete economical sense from a ratepayer to support the City of Holdfast Bays most economically powerful precinct, Glenelg.
22-May-2024	I hope this email finds you well. I am writing to express my full support for the proposed street upgrade to Jetty Road, particularly focusing on the improvement of footpaths, the relocation of the tram away from alfresco dining areas, and the implementation of stormwater management solutions. As local of Holdfast Bay, I believe that investing in the enhancement of our local infrastructure is essential for the well-being and safety of our community. The upgrade of footpaths along Jetty Road will not only make it safer for pedestrians but also contribute to the overall aesthetic appeal of the area. It will encourage more people to walk, cycle, and enjoy the surroundings, thereby promoting a healthier and more vibrant community. Moreover, relocating the tram away from alfresco dining areas is a crucial step towards creating a more comfortable and enjoyable experience for both diners and pedestrians. By providing a

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
	<p>clear separation between tram operations and dining spaces, we can mitigate noise, improve accessibility, and enhance the overall ambiance of the area. Additionally, implementing effective stormwater management solutions as part of the upgrade project is vital for addressing drainage issues and reducing the risk of flooding during heavy rainfall. By incorporating sustainable drainage systems, we can minimize environmental impact while ensuring the long-term resilience of our infrastructure. I commend the efforts of the council in prioritizing these improvements and urge you to proceed with the proposed street upgrade to Jetty Road. I believe that this project will not only benefit the local community but also contribute to the continued growth and prosperity of Holdfast Bay. Thank you for considering my input on this matter. I look forward to seeing the positive impact of this project on our community.</p>
22-May-2024	<p>Just a quick note to tell you that it is crucial that the Transforming Jetty Road project be funded and proceeds as soon as possible. Our street is tired, businesses must see that council is investing in the area so that we too can continue to invest in our future. Please do everything you can to ensure this project is funded.</p>
22-May-2024	<p>I am writing to you as the Chair of the Jetty Road Mainstreet Committee on behalf of of the Committee. Since discussions began with council administration in preparation of the Transforming Jetty Road announcement the committee has whole heartedly supported the concept and rate increases this will incur. The committee made up of, landlords, traders, owners and managers have always been in support of what this transformation means to the precinct as a whole and with a mixture of volunteers on the JRMC this is a true reflection of sentiment on the street. I personally delivered brochures to businesses on Thursday 28th March, the day the project was announced to the public. I started my walk in the Bayside Village and ended on Moseley street. I was nervous as to what conversations I would be met with. However my concerns were unfounded. EVERY single business I visited and chatted with was excited and elated about the project. Many thankful that it was “finally” happening. I even had tenants asking about shop front grants so as to renovate their businesses in conjunction with the upgrade. I would be happy to attend a council meeting or chat with other councillors to have them hear first hand trader positivity.</p>
22-May-2024	<p>I have spent my life living in Adelaide’s western suburbs and for the last several years have been lucky enough to be a resident of Glenelg East. Over my life I have spent countless days and nights in the Jetty Road area and would like to express my enthusiasm for further development to improve on one of Adelaide’s premier cultural hubs. Living within close proximity to Jetty Road was a key contributor in my decision to move to the Holdfast Bay area, and in my personal opinion further investment would only improve on this draw factor. Not only for prospective residents, but tourists alike. Glenelg is one of Australia’s prime beach suburbs and should be regarded with the likes of Bondi, Surfer’s Paradise, Fremantle, and the like. I would love to see Jetty Road continue to be staple for generations to come, and for this requires continual reinvigoration which would see immediate return on investment. Thank you for your time.</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
22-May-2024	<p>I wanted to contact you in regards to my support for the planned upgrades of Jetty Road, Glenelg. I am a Holdfast Bay resident and have been waiting for this news! It seems well overdue, but I am so pleased to hear the Council has the residents best interests in mind. Specifically, I think upgraded this outdated and bleak infrastructure will change Glenelg to an inviting space not only for tourism but also for the residents of Holdfast Bay as well as surrounding council areas. It will become a destination to enjoyed spending time at, not just the outdated 'end of the tram line' that it is now known for. I understand the concern re council rates, however I am happy to be paying for the ongoing improvement of our community spaces. Currently I rarely go to Glenelg as I find the parking difficult and the shopping/food district to be intermixed in a confusing and uninviting way. I hope with the improvements being made that it is considered to have an eateries end towards the foreshore and a shopping end towards Brighton Road. Please keep me updated with the planned upgrades as I am very keen on seeing the timeline of completion.</p>
22-May-2024	<p>I support the proposal below. A \$40 million upgrade over three years in a staged approach to redo the whole Jetty Rd from Brighton road to Colley terrace. New paving, stormwater, continuous footpath treatments, new plantings and lighting, out into the side streets as well. An entry statement on the Brighton road end. Moving the tram out of the way of the Al fresco dining areas in Moseley square and opening it up/decluttering it. A smoother transition from footpath to street so car parks can be dual use in the off season for event activation/outdoor dining. If you have any questions please let me know.</p>
22-May-2024	<p>I am just writing to inform you that I am in support of your proposal regarding the staged approach to redoing Jetty road between Colley Reverse & Brighton Road.</p>
22-May-2024	<p>I have resided in Glenelg for over 50 years. I do not support the exorbitant unnecessary spend on the upgrade of Jetty Rd. I believe that urban revitalization does not occur as a result of a BIG SPEND. It comes from community building and bustling local businesses. Rents are already exceedingly high along jetty road and a big spend will only increase these rents (owners will justify charging more) meaning the departure of locally owned and operated business and the introduction of national or international chain stores etc. The beauty of Glenelg is that it is a unique and historic centre and the birthplace of Adelaide. Put money into heritage. We live in Glenelg 12 months of the year - tourists visit for the sunny months and then fortunately we are left in relative peace throughout winter. I will contest the 2.3% rate rise to fund the unnecessary project. Our council is already deeply in debt. A further massive borrowing will only damage our community in the long run. Come fix the uneven paving out the front of my house and driveway...</p>

Date Submitted	Feedback on the draft 2024-25 Annual Business Plan & Long Term Financial Plan 2024-34
22-May-2024	<p>I understand that the Holdfast Bay Long Term Financial Plan has, as its main focus, the redevelopment of Jetty Road Glenelg. The plan states; "...Transforming Jetty Road Glenelg project – a multi-million dollar, multi-stage development which is the biggest undertaking Council has committed to.(sic) With \$10 million in funds already secured from the Australian Government, Council will invest \$30 million to deliver this project which aims to transform the one kilometre stretch of road into a modern, five-star, vibrant, safe and accessible world-class destination." I have examined the financial projections detailed on line in the Holdfast Bay Long Term Financial Plan. These seem to paint a very optimistic picture but at no stage provide Councillors with a worst case scenario against which to commit ratepayer backed borrowings. Aside from the traders on Jetty Road and the customers, visitors/tourists to the area, what actual benefits will accrue to the majority of ratepayers who will have the responsibility to repay this significant debt? It has been argued that our council has substantial assets against which to borrow. I consider that most of these assets are not readily realisable as they comprise parks, community buildings, sporting venues. It appears that that our Council already has borrowings of approximately \$30M and so the total borrowings will be close to \$60M if this redevelopment goes ahead. Council is committing the ratepayers to a very significant debt burden which obviously will need to be repaid with interest by the ratepayers. Apart from the rates paid by the traders on Jetty Road, it seems unlikely that Council will recoup much in the way of financial contribution to the reduction of this debt from the beneficiaries of this expenditure, namely from customers, visitors/tourists to the area but will require the ratepayers in general to find the money and inevitably other areas within the responsibility of the Holdfast Bay Council will go without. In the present economic climate, with restaurants and shops on Jetty Road already closing, what evidence is there that this expenditure will have a significant economic return. Does Council expect the quality of shops to improve in the short term as the result of this capital outlay to transform the road and that customers will flock to spend at these shops when the Marion Shopping Centre provides most of our ratepayers with an abundance of variety, quality and easy parking? Of course we'd all like to see Jetty Road improve but, the aim of the project as stated in the Financial Plan, to "transform the one kilometre stretch of road into a modern, five-star, vibrant, safe and accessible world-class destination." by incurring this debt appears nothing short of fanciful and ill considered. As such I believe that this expenditure is irresponsible, especially in the present economic climate. I urge you to have Council reconsider this decision as a matter of urgency.</p>



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Long Term Financial Plan 2024/2034 and 2024/25 Holdfast Bay Council Business Plan SUBMISSION by HOLDFAST BAY RESIDENTS' ALLIANCE

Introduction

This Submission is made to the City of Holdfast Bay (*the Council*) by the Holdfast Bay Residents Alliance Inc. (*HBRA*) as part of the public consultation.

The comprehensive written reply to our last year's submission from Council was greatly appreciated by the committee and members.

The expectation of the homeowners is that council will enhance their investments through prudent delivery of services and management of the Council's assets and liabilities.

HBRA welcomes the opportunity to provide input into the draft Business Plan. This submission seeks to not only provide feedback but to also seek clarification on a number of aspects and details within the Plan.

HBRA acknowledges many positives in the Business Plan and the good work of the dedicated Elected Members, the Council Management and employees.

Long Term Financial Plan

These are some of the relevant facts that were discussed at a meeting with representatives of HBRA, The Council CEO and representatives of the Council Financial team on 9 May 2024.

Note none of these facts were disputed by Council at that meeting nor in HBRA's presentation to Council on 14 May 2024:

1. The Holdfast Bay Draft Long-Term Financial Plan 2024-2034 (LTFP) main focus is on the proposal to borrow an additional \$30 million for an upgrade of Jetty Road Glenelg. This will increase the overall debt in excess of **\$60 million**.
2. Over the last 7 years the Council debts have increased from \$17 million to \$30 million then back to its current level of \$29 million due to the sale of an asset. This Begs the question how are we going to service \$60 million when we cannot make principal reductions now?

3. A special ratepayer levy is from 2024 through to 2027 and possibly 2028. This is a period of some 5 years not 3 as per the article in the Advertiser. The levy will have insignificant effect on the \$60 million debt contributing only \$2.7 to \$3 million. Rate payers will bear the brunt of long term additional and excessive rates. The statement that it will only cost ratepayers \$120 over 3 years is a fallacy. Are the statements misleading?
4. The debt in 10 years is forecast to still be \$45 million. This includes a \$15 million reduction in principle between the years of 2031 to 2034. The source of these funds has not been explained in full. The debt then becomes generational does it not?
5. Cashflows prepared by Council have been based on current interest rates of 5.53% for the 3 years and reducing to 3.5% for the remaining 7-year term. A bank will normally add a margin of 2.5% on current interest rates to ensure long term servicing is sustainable. The Council has not done this and cashflows are at best optimistic and are not realistic. Is there a realistic cashflow being prepared?
6. Council predicted rate rises are based on CPI of between 2.2 and 2.6% for the period 2027 to 2034. There is no margin added, Council has used base predictions which are again optimistic and unrealistic. This has a direct effect on rates probably upward. Bearing in mind that Council rates have generally been higher than CPI is there a realistic cashflow being prepared that uses realistic figures that allow for rises in CPI and rates?
7. Last years budgeted revenue was \$53 million this year with a 7.1% rise it is forecasted to be \$57 million. Whilst Council justifies the borrowing employing different ratios the borrowing is simply excessive and exceeds revenue which in the main is funded by ratepayers. At a Council meeting 24 April 2024, a motion was passed that the Net Financial Liabilities Ratio would not exceed 100%. The Council document states that the ratio will peak at 110% that's 10% in excess of the recent motion. When it exceeds this ratio at what point do you call in external administrator's or does Council just continue to charge ratepayers excessive rates to make up for its mistakes? On this basis the Council plan has already failed when will it be thrown out?

Whilst the Council correctly states that they have substantial assets, these assets are community owned and if assets need to be sold to reduce debt what will they be? Parks, Community centres, sporting venues. Comparisons made to a home loan are flawed due to different security and servicing requirements in comparison to other types of lending.

This proposal lacks risk management and exposes ratepayers to the largest financial risk the Council has made, \$60 million. The new borrowings will be spent on a small proportion of the area of the CoHB. What happens to future projects across the Council? Will they be canned as we are faced with repaying interest and principal on this excessive debt?

The proposal is financially flawed, and it should be withdrawn or at least put out to stand alone public consultation not a 3-week limited period. If the Long-Term Financial Plan is supported, we believe your legacy will be a debt laden Council that is not viable.

Andrew Taplin at the Council meeting held on 14 May 2024 stated that debt is good and that his group had some \$70 million invested in Jetty Road Glenelg. He also advised that the traders were on side with the proposal. If that is the case have the traders been asked to borrow monies or provide funds towards the project? If so, what is their position?

Business Plan

Rate increases.

In 2024 the March quarter CPI was 3.6% and the 2025 forecast is 3.6% yet rises in rates for the same period respectively are 7.65% and 7.1%. Even discounting the 2.3% levy this is disproportionate. When is Council going to reduce its spending and reduce high rate rises?

Council Debt

HBRA acknowledges that there have been some good capital projects completed within the Council area. Listed below are the debt levels from previous and current budgets.

Year	Debt Level
2018	\$17.7M
2019	\$18.1M
2020	\$24.4M
2021	\$27.8M
2022	\$30.3M
2023	\$28.8M
2024	\$29.5M
2025	\$38M
2026	\$50M
2027	\$58M
2028	\$60M
2029	\$58M
2030	\$60M
2031	\$55M
2032	\$50M
2033	\$55M
2034	\$45M

As previously this table details an unacceptable debt level and confirms previous statements that the increase in debt levels is not viable or realistic.

The levy being introduced ends in 2028. That 5 years not 3 years and the debt peaks in the same year at \$60 million. The levy has no effect on the debt any statements made to this effect are misleading.

How is the Council going to reduce debt by \$15 million in the years 2031 to 2033?

The Net Financial Liabilities Ratio by Council's own calculations will exceed the limit of 100% set by Council motion on 24 April 2024 for 6 years. Reaching a peak of 110% in 2028 after the rate levy has ceased. Interest Cover Ratio will exceed 4% and should interest rates rise which should be planned for will exceed 5%.

The debt per property will be approximately \$2,900 that's on comparison that's tripling the average annual rate charge per property. Servicing is not achievable on such a high debt.

Marion Council has some \$10 million in credit funds this proposal puts us in debt \$60 million. Maybe it is time for Council amalgamation?

Could you confirm that the \$10 million federal grant can be activated by the Council spending only \$5.5 million on the Jetty Road project?

Glenelg Football Club Debt

This issue was raised last year and HBRA received a reply from Council stating that the debt was \$1.2 million, and that \$200,000 debt reduction would be made leaving a residual debt of \$1 million. The relevant line in the budget states that principal loan repayments in 2023 were \$217,000 in the 2025 budget it is reduced to \$21,700.

The renegotiation of the debt was to be discussed in October 2023.

This year there are no reductions being made and it seemingly has disappeared from the Council Financial statements. When HBRA has asked Council to clarify the situation, we have been told that it is commercial in confidence. This is unacceptable.

The monies are owed to the ratepayers, and we have a right to transparency through the financial statements. Can you advise the debt and future repayment of the \$1 million?

Has any debts owed by the GFC since the loans were made in 2001 been forgiven or interest not charged other than the short term when COVID effected all clubs in the CoHB?

Employee Costs

In previous years HBRA expressed an opinion that Council staffing appears to be top heavy and suggested that a proactive review of a structure be completed.

Over a number of years, the percentile of Employee Costs has remained between 38% to 40% of expenditure. Again, there appears to be no plan to reduce the amount of these costs.

Will the Council undertake a full review of the personnel structure to achieve long term positive gains in this area?

City Event Activation – costs of functions/ events etc?

Community Events (page 26 – 27)

Whilst HBRA are not opposed to allocating monies to the city activities we continue to question the amount spent in particularly the \$1.4 million on events and the effectiveness of the expenditure. Whilst there have been a number of expenditure items withdrawn there are a substantial number that have increased by more than 10%. Can Council provide an explanation as to why these increases have occurred.

All staff costs are not accounted for in this area. Can you advise the amount of additional costs for staff employed in community events. E.g. administration staff, depot costs?

Why is the Council still supporting the New Years Eve fireworks that cost ratepayers some \$195,000 per annum?

Council Administration

Office of the CEO costs has risen by 7.29% why has there been such a substantial increase?

HBRA for many years advocated that the Council is over governed even when compared to other South Australian Council's. This year budgeted costs have risen by 2.84% to \$524,806. When will Council review the current structure of elected members with a view to reduce these costs?

Summary

We thank the Council for the opportunity to review the Annual Budget and look forward to a reply to the matters raised.

As previously highlighted in this submission we look forward to a final budget that will have reduced costs and provide ratepayers with a viable, prudent, and frugal value for their ever-increasing annual rates.

Annexure "A" requests further detailed information on income and expenditure.

Yours sincerely

Maurice Dunstall
President
Holdfast Bay Residents Alliance
16 May 2024

Annexure “A”

Code 405 – No revenue is received on Kauri Parade Sports Centre with expenses of \$138,600.

An explanation would be appreciated.

Pages 14-15:

Manager Field Services

Code 418 - Depot Open Space – Admin – increase of 14%

Code 472 - Tree Maintenance – Depot – plus 42%

Code 469 - Depot CC/RR – Admin – plus 22%

Code 453 - Depot and Stores – plus 19%

An explanation on each would be appreciated.

Page 19:

Community and Business by Resources Group

Revenue – Statutory Charges

We note the increase in Parking Fines of \$207,000 to an approximate total of \$1.7 million. The manner in which parking fines are issued is, in our point of view, is a major deterrent to customers/visitors to the Holdfast Bay precinct.

Page 25:

City Activation Community and Business

Promotional Events

- Glenelg Film Festival
- New Years Eve
- Bay Sheffield
- City to Bay Fun Run
- Beach Volleyball
- Christmas Pageant
- Bay Sports Festival
- Play Streets
- Winter Activation
- Tour Down Under
- Seafood Festival
- Street Party
- Local Music Festival

Could you please confirm that the above promotional events relate to the Glenelg precinct.

Page 37:

Strategy and Corporate by Resources Group

Finance Charges – \$1,752,948 - plus 76.6%

An explanation would be appreciated.

Page 53:

Commercial and Club Leases

It would be appreciated if we could be advised of a break down in regard to the revenue received and confirm that the GFC will meet the budgeted \$40,000 lease payments.



5049 Coastal Community
Stronger together

Online Submission on the Draft HFB 2024-25 Business Plan 17 May 2024

The 5049 Community Association (5049CC) has reviewed the **Draft Holdfast Bay 2024-25 Annual Business Plan** with a main focus on the proposed Jetty Road, Glenelg upgrade and its impact on Council's ability to fund future projects and activities in Seacliff and Kingston Park.

We do not support the Transforming Jetty Rd Glenelg project (and special levy) under the current funding model. We would support a staged upgrade with the first stage to deliver the Coastal Zone with Council committing no more than \$10 million to the project.

Here are a few **general comments** which we would like to make before commenting on the Business Plan:

- The engagement and liaison process with Council and Administration is very important to our Association and we acknowledge the trusted and productive working relationship we enjoy. For our part we will continue to collaborate and assist Council by organising forums and facilitating participation by the community, submitting reports on issues of community interest and concern, promoting Council initiatives, providing community feedback, and advising of maintenance and safety issues.
- The HFB Liaison Task Group of 5049CC has met twice this year with Seacliff Ward councillors to discuss priorities for the local community. We have identified a number short and medium-long term projects that we would like to see proceed (see below). We are very concerned that no capital projects of any size will be considered in Seacliff Ward for the next 3-5 years, at least, should the Jetty Road, Glenelg project proceed as proposed.
- 5049CC is very pleased that the Kingston Park Kiosk/Café is now finally open and receiving overwhelming support from the local community and visitors. The only disappointment is that the dining area is not large enough to cater to the large number of customers during peak times! We are also pleased that construction of the Seacliff Plaza Amenities Block has commenced and look forward to the opening of this new facility in October.
- Given the cost-of-living pressures affecting many residents in Holdfast Bay, in particular retirees, a proposed average rate increase of 7.1% (including the 2.3% special levy) in 2024-25 is unwarranted at this time. The 7%

decline in real disposable per capita incomes in SA in 2022-23 is the largest on record. Against this background Council is proposing to borrow \$30 million, taking total debt up to \$60 million, to fund a “five-star” project which, according to the Prudential Report, is not financially viable.

- Council’s Quality of Life Survey (2023): The overall approval rating of 8.55/10, as a Place to Live, is slightly lower than the 2021 survey (8.7/10) but is still a good score. It is concerning however, given the current situation, that the item rated poorest was Council’s financial management at 6.95/10. Maintaining Roads (7.1/10) and Cycle Paths (7.55/10) continue to rate low indicating that further improvements are still required in these areas. What specific plans does Council have to improve performance in 2024-25 in these key areas and when will the next survey be taken to gauge performance?

Jetty Road Glenelg Project:

The 5049 Coastal Community Association advocates for urban renewal to generate economic prosperity and community development. However, we **do not support** the Transforming Jetty Rd Glenelg project (and special levy) under the current funding model. Our position is the same as the Holdfast Bay Resident’s Alliance and we concur with issues they’ve raised in their submission.

- Jetty Road, Glenelg is described as a five star “once in a generation” project, yet this generation has already paid for significant upgrades to Jetty Road and Mosley Square in the past 10 years (eg. street and tree lighting, footpath upgrade, tram platforms, allied lane ways and statues, etc.). More recently Chapel Plaza underwent a \$3 million upgrade.
- **There are significant elements of the current proposal that have not been informed by the approved 2017 Jetty Road Masterplan. Does the current proposal comply with the Local Government Act? A new Masterplan and consultation period maybe warranted.** The 2017 Masterplan included:
 - Nine discrete projects staged over 10 years.
 - Coast zone to be the first project area.
 - Council to seek funding support from other sources for each implementation stage. Council funding to be no more than 50%.
 - Each project to be subject to further review by Council prior to commencement.
- The major beneficiaries will (potentially) be the Jetty Road traders, local Glenelg residents and visitors. There is no direct benefit to the residents of 5049 (Seacliff and Kingston Park), yet residents of these suburbs are being asked to contribute to the cost of the project on an equal basis as the “locals”. Many residents of Seacliff and Kingston Park avoid Jetty Road Glenelg because it is a busy, crowded area preferring local areas in Seacliff

and Brighton. We are advised that Council allocates money/projects based on Community needs. This is not considered a community need by 5049 residents.

- Council have advised that business vacancies on Jetty Road have halved over the last 12 months, reaching 4.8% in 3rd Qtr. 2023 which is one of the lowest rates on record. We question why they need Council and rate payers support at the present time.
- Council has secured \$10 million in funding from the Australian Government. The State Government has been unwilling to provide funding because "it does not contribute to High Street upgrades". Glenelg is the State's premier beachside resort attracting 1.4 million visitors and generating \$225 million annually. We believe that significant State Government funding under the tourism banner must be obtained to undertake the entire project.
- The \$40 million budget figure is only an estimate as tenders have not been called on the project. Given Council's history in managing major infrastructure projects it is extremely likely that this figure will be exceeded, increasing the likelihood of higher levies in years 2 and 3 and/or an extension of the special levy period. **According to the Prudential Report the financial risk on the project is considered extreme.**
- There are significant debt implications for the City and rate payers.... Net Financial Liabilities Ratio will exceed 100% over a five-year period, outside the Local Government Association's recommended range. The potential economic benefits to Council and rate payers from the \$40 million spend (ie. the cost benefit analysis) have not been presented to residents. What is the projected increase in visitations to Glenelg on completion of the project? What shop front improvements are businesses likely to undertake to increase the appeal of Jetty Road? According to the Prudential Report **the project is not intended to be financially viable** as it is "the creation of public realm assets to enhance the amenity and vibrancy of Jetty Road".
- The timing of this major project is very poor with cost-of-living pressures affecting many residents in Holdfast Bay. The cash rate is the highest it's been in 12 years and rate cuts, forecast by Council, may not happen year. So, this is not the time to be borrowing money and incurring more debt.
- If the Jetty Road project proceeds new capital projects in other parts of the city will now be delayed or may never proceed. This includes Stage 2 of the Seacliff Plaza for which a Masterplan was approved a few years ago by Council and which would cost a fraction of Jetty Road, Glenelg.
- Given the cost of the project and debt implications Council should have allowed an extended community consultation period, rather than the minimum 3-week period that is mandated. There has been a material change in the cost and funding of the project compared to the 2017 Masterplan. Council's Facebook post and email were designed, it would appear, to limit feedback by carefully avoiding any mention of the project cost and the special rates levy. Neither the Mayor nor Seacliff Ward councillors have addressed the local 5049 communities on the project. A questionnaire on the project, similar to the one sent by David Speirs, should

Online Submission on the Draft HFB 2024-25 Business Plan 17 May 2024

have been sent out by Council. The lack of transparency and consultation is a very real concern.

Following our deputation at the Council meeting on 14 May we have been advised that the \$10 million Federal Grant has conditions that require Council to allocate only \$5.5 million to deliver the Coastal Zone (Moseley Square) component. Grant conditions also “imply” that Council will undertake the Transition Zone as part of the overall project though.

On the basis of this information 5049 CC would support a staged upgrade of Jetty Road, Glenelg. The first stage would deliver the Coastal Zone only with Council committing the minimum \$5.5 million to meet grant conditions and certainly no more than \$10 million. The Transition and City zones would only proceed after additional funding had been secured by Council.

Projects in 5049:

The Draft Business Plan has an allocation for two small projects in 5049, the Wheatland Street Pocket Park and Wayfinding at Kingston Park. We thank Councillor Clare Lindop for initiating and progressing these projects through Council’s budget allocation process:

Wheatland Street Pocket Park (\$20,000)

- The \$20,000 is expected to cover all of the “civil works” by the Depot including removal of weedy trees and dolomite to create areas for planting and hopefully natural pathways. 5049 CC, through our volunteer Rail Care Group, is in a position to assist with this project with both a possible small financial contribution and with plantings in Winter 2025.
- We remain hopeful that other initiatives (eg. retaining wall creepers and Power Box artwork, etc.) may be considered to “beautify” Wheatland Street as this is a major beachside entry point in the city. By comparison to Jetty Roads in Glenelg and Brighton this street is very unattractive.

Wayfinding at Kingston Park (\$8,000)

- Signage at the entrance road to the Holiday Park and Kingston Park Reserve has been long overdue, primarily to direct visitors to the access road. The signage should be low key and in keeping with the environs and its cultural and historic significance (ie. not a large commercial sign as at the Brighton Oval). A low stone wall should also be considered as an attractive entrance feature to the access road.

Other Projects:

Movement and Transport Plan Implementation (\$40,000)

- Funding will enable “prompt implementation of actions and outcomes from the Plan in an agile way”.
- We await the results of the public consultation on the draft Movement & Place Plan which closed on 25 April. 5049CC made a submission.
- 5049 CC are against a blanket 40km/hr speed limit in Holdfast Bay

Environment (Wellbeing, Sustainability, and Innovation sections)

- 5049CC is supportive of Council’s efforts in this space, particularly in relation to renewable energy usage and diversion of waste from landfill. A Sustainability objective to become carbon-neutral by 2030 is commendable though we would be interested to know how this would be achieved, at what cost and how much of that will be achieved by offsets.
- \$30,000 is budgeted to compare the average biodiversity score from 2018 with the current one. The aim is to achieve an increase from 12.8% to 14% which is necessary and admirable. What is the action plan (budget) should the score not have reached the target.
- The tree canopy cover (TCC) mentioned in the COHB 5- year environmental roadmap/strategy only aims to increase cover from 15.3 to 16.8% by 2030. HFB has one of the lowest TCCs in Adelaide (and Adelaide is the lowest of all state capital cities) so a 1.5% increase is an extremely modest target. The large number of mature trees that have been lost in the past few years (eg. Sturt Road property) is a major concern. Hopefully this issue will be addressed in the inaugural Urban Forest Plan which aims to increase TCC.
- Reference is made in the Business Plan to “continue to remediate our three gullies”. What additional work (budget) is planned in 2024-25?
- Operating expenses to maintain the Angus Neil Reserve and the Kingston Park Coastal Reserve will be reduced by 32% and 52% respectively. What will this mean in terms of the upkeep of these areas?
- We are disappointed that there is no capacity within Council to maintain the verges planted by 5049CC along selected streets in Kingston Park.

Kingston Park Coastal Reserve (Tulukutangga)

- Once again there is no mention of the KP Coastal Reserve in the Business Plan despite this being a unique and extremely important asset to the City, the Community and the Kurna People.
- We are pleased that construction of the upper lookout is underway, the first step in realising the Council approved Master Plan for the Reserve.

Online Submission on the Draft HFB 2024-25 Business Plan 17 May 2024

- We are also encouraged to hear that in recent meetings Kurna representatives & the wider Kurna community have agreed “to move forward”, starting with an application under Section 23 of the Aboriginal Heritage Act. Time will tell whether this will finally mean a start on major works on the site, including re-establishing the Tjilbruke Spring.
- How does Council intend to fund the full scale of works, estimated to be at least \$2 million with only \$700k being carried forward from the Coastal Path “fund”? Would an application for State (or National) Heritage listing be required for additional State Government funding?
- If further delays are anticipated, then remediation work on the unsightly former overflow car park (“dust bowl”) should be undertaken in the interim as a matter of urgency. The uneven surface is a possible trip hazard and Council may be liable for any injuries that occur.

Brighton Beachfront Holiday Park

- Although not of direct benefit to the local community our Association recognises the importance of this income generating business to HFB Council and rate payers and that aging infrastructure needed to be replaced.
- As there is no mention of the Caravan Park in the Business Plan we assume that all improvements have been completed and that no additional expenditures are planned. We hope that Council and Park Management will help to improve the appeal of the area, including the new Kiosk, by better maintaining the grounds and existing trees and considering additional plantings where appropriate.

BYSC Upgrades (~\$650,000 carried forward)

- 5049CC is happy to support the planned upgrades to BYSC facilities (change rooms, cold storeroom, etc.) in 2025 with funding provided by a State Government grant, matched by Council.

Future Projects in 5049:

As noted earlier members of 5049CC’s HFB Liaison Task Group and Seacliff Ward Councillors have met recently to discuss future projects and priorities in Seacliff and Kingston Park. Funding is required for these projects so, disappointingly, they are unlikely to be realised for many (5+) years if the Jetty Road, Glenelg proceeds and Government grants specific to these projects are not obtained.

- **Seacliff Plaza Stage-2** (greening, beautification of Esplanade and Wheatland St roundabout as per Council’s approved Masterplan
- **Kingston Park Entrance/Singleton Bridge** enhancement with Indigenous artwork
- **Brighton Road/Village**-long term (10 year) campaign to create a Brighton Village amenity by re-imagining Brighton Road. Requires Council to liaise with DIT and prepare a Masterplan for community consultation.

Other Issues:

Glenelg Oval Upgrade

- It has come to our attention that Council is considering waving a loan of up to \$600,000 to the Glenelg Football Club. They are also considering rescheduling repayments on a further \$600,000. There is no mention of this in the Business Plan Financial Statements and it would in effect represent a further financial burden on Council's already significant debt burden which rate payers will eventually have to pay.

Wheatland Street Shed

- We were advised that the matter was before the Supreme Court and that a meeting between lawyers was held on 15 April to discuss a possible agreement to avoid litigation. What was the outcome of this meeting? What provision is Council making for possible settlement costs in this case?
- Residents in 5049CC remain concerned with the impact of the SA Planning and Design Code on residential development in terms of the approval process and lack of consultation. We urge Council to continue to lobby and recommend improvements in support of more local consultation and protection of local heritage, environment and amenity.

End of submission

Attachment 2

Draft 2024-25 Annual Business Plan and draft Long Term Financial Plan 2024-34

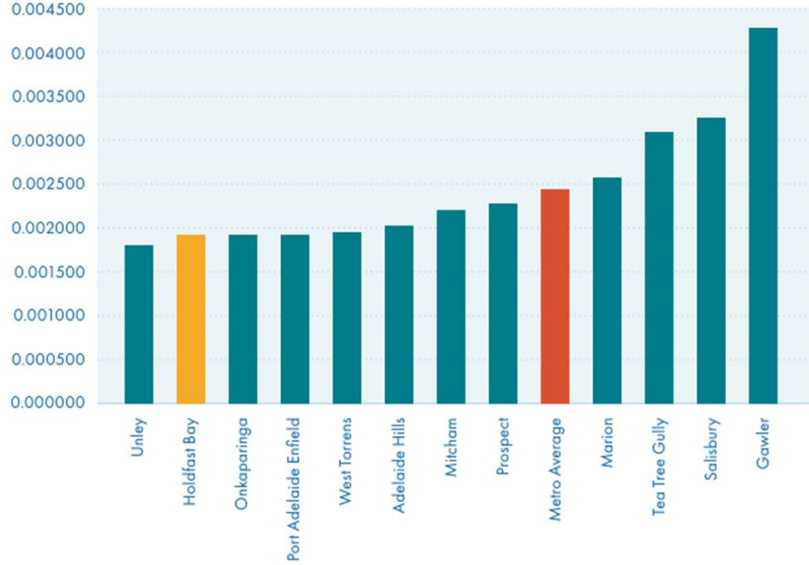
Summary of concerns raised through consultation and recommended responses.

The following table provides a summary of concerns raised through the consultation process up until 22 May 2024.

Many of these concerns were based on information from external claims and not directly from the Draft 2024-25 Annual Business Plan and draft Long Term Financial Plan 2024-34.

Most were related to the Transforming Jetty Road, Glenelg project and its impact on both Plans.

Concern Raised	Recommended Response																	
<p>There has not been enough consultation on the Project.</p> <p>Some said every resident should be consulted on the project (a referendum should be held).</p> <p>There has been no consultation on the funding model.</p>	<p>Prior and proposed consultation on the Transforming Jetty Road, Glenelg project has included</p> <table border="1" data-bbox="680 579 2096 898"> <thead> <tr> <th data-bbox="680 579 1151 627">Stage of Project</th> <th data-bbox="1162 579 1632 627">Engagement Undertaken</th> <th data-bbox="1644 579 2096 627">Minimum Requirement</th> </tr> </thead> <tbody> <tr> <td data-bbox="680 635 1151 683">Masterplan</td> <td data-bbox="1162 635 1632 683">3 stages of engagement</td> <td data-bbox="1644 635 2096 683">1 stage of engagement</td> </tr> <tr> <td data-bbox="680 691 1151 754">Stage 1 Delivery – Chapel Plaza and Bouchée Walk</td> <td data-bbox="1162 691 1632 754">Engaged on design Engaged on road closure</td> <td data-bbox="1644 691 2096 754">Design* Engagement on road closure</td> </tr> <tr> <td data-bbox="680 762 1151 826">Funding Model</td> <td data-bbox="1162 762 1632 826">Engaged via ABP Additional survey</td> <td data-bbox="1644 762 2096 826">Engagement via ABP</td> </tr> <tr> <td data-bbox="680 834 1151 898">Stage 2 Design and Delivery</td> <td data-bbox="1162 834 1632 898">Still to come...</td> <td data-bbox="1644 834 2096 898">Design* Engagement on any changes to roads</td> </tr> </tbody> </table>			Stage of Project	Engagement Undertaken	Minimum Requirement	Masterplan	3 stages of engagement	1 stage of engagement	Stage 1 Delivery – Chapel Plaza and Bouchée Walk	Engaged on design Engaged on road closure	Design* Engagement on road closure	Funding Model	Engaged via ABP Additional survey	Engagement via ABP	Stage 2 Design and Delivery	Still to come...	Design* Engagement on any changes to roads
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	<ul style="list-style-type: none"> - On 27 March 2024 the Project was launched, and engagement commenced (noting at this point that specific increases in rates will be required). - On 4 April 2024 the probable rate increase is released and reported in the media (explicitly stating that a \$41 project specific rate increase per average household is proposed for 2024-25 – with similar amounts over the following two years). - The Annual Business Plan and Long Term Financial Plan consultation, including consultation on the funding model ran from 24 April to 17 May. - Council commissioned an additional survey on the project and specifically on a increase in rates of 2.3% . This survey was conducted from 24 April to 17 May. - Transforming Jetty Road engagement continues through the life of the project (per above). - The authors of the Prudential Report for the Transforming Jetty Road, Glenelg project have verbally confirmed that once Council formally considers the results of the consultation and the additional survey, it will have met all the requirements of section 48(2) of the Local Government Act. 																	

Concern Raised	Recommended Response																												
<p>It does not benefit residents (especially those not close to Jetty Road) and mostly visitors go to Jetty Road</p> <p>The State Government and/or Jetty Road businesses and landlords should pay for the project</p>	<ul style="list-style-type: none"> - Council has a duty under the <i>Local Government Act</i> to manage for the whole of the city. - The independent community survey conducted by Council showed that 76% of residents currently visit Jetty Road, Glenelg weekly or more often. - The survey also showed that 69% of residents believed the Project would have long term benefit for residents. - Traders and property owners contribute via their rates and pay a 62% premium above residential rates. - Spending, which often includes borrowings, for major projects takes place across the city. - The Australian Government is contributing \$10 million to the Coastal Zone. - Grant funding has been sought, including extensively from the State Government without success to date. 																												
<p>Concerns were raised about the current cost of living and the impact the 2.3% would have on less well-off residents</p>	<ul style="list-style-type: none"> - Council has considered this and has empathy for those who are less well off. - Options are available for those experiencing financial hardship. - Council’s Financial Hardship Policy and Procedure have been revised and will be considered by the Audit and Risk Committee on 12 June 2024 - City of Holdfast Bay currently has some of the lowest rates in the dollar in metropolitan Adelaide, meaning that for a comparable valued property, rates in the City of Holdfast Bay are lower than other Council areas in metropolitan Adelaide. <p style="text-align: center;">2023–24 COMPARISON RATE IN THE DOLLAR – RESIDENTIAL</p>  <table border="1" data-bbox="981 751 1787 1318"> <caption>2023–24 Comparison Rate in the Dollar – Residential</caption> <thead> <tr> <th>Council Area</th> <th>Rate (in the dollar)</th> </tr> </thead> <tbody> <tr><td>Unley</td><td>0.001800</td></tr> <tr><td>Holdfast Bay</td><td>0.001900</td></tr> <tr><td>Onkaparinga</td><td>0.001900</td></tr> <tr><td>Port Adelaide Enfield</td><td>0.001900</td></tr> <tr><td>West Torrens</td><td>0.001950</td></tr> <tr><td>Adelaide Hills</td><td>0.002000</td></tr> <tr><td>Mitcham</td><td>0.002150</td></tr> <tr><td>Prospect</td><td>0.002250</td></tr> <tr><td>Metro Average</td><td>0.002400</td></tr> <tr><td>Marion</td><td>0.002550</td></tr> <tr><td>Tea Tree Gully</td><td>0.003100</td></tr> <tr><td>Salisbury</td><td>0.003250</td></tr> <tr><td>Gawler</td><td>0.004300</td></tr> </tbody> </table>	Council Area	Rate (in the dollar)	Unley	0.001800	Holdfast Bay	0.001900	Onkaparinga	0.001900	Port Adelaide Enfield	0.001900	West Torrens	0.001950	Adelaide Hills	0.002000	Mitcham	0.002150	Prospect	0.002250	Metro Average	0.002400	Marion	0.002550	Tea Tree Gully	0.003100	Salisbury	0.003250	Gawler	0.004300
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Concern Raised	Recommended Response
<p>There were claims made that the 2.3% project increase will continue for up to five years (not three).</p> <p>The 2.3% will not be enough to make principal repayments on the \$30 million loan</p>	<ul style="list-style-type: none"> - The Long Term Financial Plan clearly shows the 2.3% above CPI increase in three financial years, not five. - The 2.3% increases above CPI will create capability in the rates raised to pay interest and principal for the borrowings of \$30m over the 15 year term. - The draft 2024-24 Annual Business Plan and the draft Long Term Financial Plan 2024-34 have been reviewed by the Audit and Risk Committee, that includes three independent members who recommended both Plans to Council. - To provide further assurance the financials in the draft 2024-24 Annual Business Plan and the Long Term Financial Plan 2024-34 have been examined by the Galpins (Accountants, Auditors and Business Consultants) and have been found to be sound.
<p>The level of debt required to fund the project is not sustainable and was identified as Extreme Risk in the Prudential Report</p> <p>Debt will hamper future projects in other areas.</p> <p>Debt exceeds reasonable limits.</p> <p>Risk of interest rate rises has not been considered.</p> <p>Assets will be required to be sold off to fund the debt</p>	<ul style="list-style-type: none"> - Current levels of Council debt are \$12-13 million. - Debt will reach \$30 million when Council completes all current projects. - The loan for the Transforming Jetty Road, Glenelg project will have a fixed interest rate for 15 years. - The draft Long Term Financial Plan 2024-34 shows the debt being paid down over the life of the Plan. - It clearly shows that rates will then go back to increases of CPI after the three year period. - The draft Long Term Financial Plan 2024-34 shows a 'worst case' scenario for levels of debt and makes allowances for managing risks. - The Prudential Report identifies that the continuation of the Project is only at Extreme Risk if funding is not allocated by Council (i.e. it would then not proceed). If Council decides to fund the project, then this Extreme Risk rating ends. - The draft 2024-24 Annual Business Plan and the draft Long Term Financial Plan 2024-34 have been reviewed by the Audit and Risk Committee, that includes three independent members who recommended both Plans to Council. - To provide further assurance the financials in the draft 2024-24 Annual Business Plan and the Long Term Financial Plan 2024-34 have been examined by the Galpins (Accountants, Auditors and Business Consultants) and have been found to be sound. - The Prudential Report and the assurances sought from the Galpins confirm that increasing borrowings as proposed is sustainable and within the general limits set within Local Government. - There is no need to sell assets to pay back borrowings, indeed no assets sales have been shown in the Draft Long Term Financial Plan 2024-34.

Attachment 3



Review of draft 2024-25 Annual Business Plan and Long Term Financial Plan – City of Holdfast Bay

Background

The City of Holdfast Bay (CHB) draft annual business plan and long term financial plan have recently been out for community consultation. The plans include modelling of the financial impacts of the Transforming Jetty Road, Glenelg project (the Project) – a multi-stage, \$40 million transformation of Jetty Road. Council has secured \$10 million of funding from the Australian Government, with the remaining \$30 million to be funded through new borrowings.

CHB has sought my opinion on the assumptions and modelling within the LTFP to gain confidence that the proposed funding strategy for the Project, as modelled within the plans, is reasonable and appropriate and does not put the financial sustainability of council at risk.

Observations

Based on my review of the *Draft Long Term Financial Plan 2024–25 to 2033–34* (the LTFP), *Draft 2024-25 Annual Business Plan* (the ABP), and *Prudential Report: Jetty Road Glenelg Master Plan (5 February 2024)*, I provide the following observations:

- The LTFP demonstrates that council is financially sustainable, noting that the LTFP contains future estimates and is therefore inherently subject to the risk that actual results will differ from forecasts. The LTFP includes sufficient commentary on the assumptions used, and these are considered reasonable.
- The proposal to use borrowings to fund the Jetty Road Project is considered to be consistent with good practice. The debt is considered to be ‘productive debt’ as its purpose aligns with the delivery of long-term strategic objectives for the benefit of the community. The debt is considered to be affordable, as the LTFP (which incorporates repayment of the borrowing estimated using current LGFA rates) demonstrates that all key financial sustainability ratios are, on average, maintained within recommended ranges for the local government sector without the need for unplanned rate rises.
- The LTFP demonstrates serviceability of the debt, including regular repayment of principal over the life of the plan modelled on the assumption the borrowing will be repaid over 15 years.
- The proposed strategy to raise additional rates to fund repayment of borrowings for the Jetty Road Project is considered to be appropriate, as it is reasonable to expect an increased share of wallet from ratepayers for an increase in service levels. The modelled increase in CHB’s ongoing base rates provided by these increases is sufficient to fund anticipated repayments of borrowings related to the Project.

Importantly, my analysis of the plans and proposed funding strategy for the Jetty Road Project is not an endorsement of either the Project or of the council entering into this borrowing. These are decisions of Council. My analysis is simply to provide some comfort that should CHB wish to proceed with the plans as modelled, the strategies are not inappropriate and have an acceptably low risk of putting Council in a position of being financially unsustainable.

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Discussion

Financial sustainability

The SA Local Government Association (LGA) has adopted the following definition of Financial Sustainability:

“A Councils long-term financial performance and position is sustainable where planned long-term service and infrastructure levels and standards are met without unplanned increases in rates or disruptive cuts to services”

For CHB, planned long-term service and infrastructure levels encompasses not only maintenance of existing service levels, but also the notion of ongoing improvement in services and infrastructure as envisaged within the ‘Our Holdfast 2050+’ strategic plan and other council plans.

The CHB LTFP demonstrates ongoing financial sustainability, on the basis that all key financial indicators are maintained, on average, within the accepted parameters recommended by the LGA and adopted by CHB.

Operating Surpluses

Operating surpluses are modelled over the life of the LTFP. The operating surplus ratio increases steadily in the plan from 1.4% in 2026 to a peak of 9.2% in 2034. This does not demonstrate an actual expectation that these highs will be achieved in practice – rather, this demonstrates financial capacity within the operational surpluses to repay debt and/or fund new initiatives which will be identified in future through community consultation.

It is prudent and responsible, if not essential to achieving true financial sustainability, to maintain modest operating surpluses over the long term. This provides councils with a buffer to absorb unknown costs that may arise (e.g. cost shifting, economic changes, emergencies / disasters, etc) while avoiding unplanned or excessive increases in rates, providing a safety net to promote intergenerational equity. Surpluses also mitigate for a margin of error in councils’ estimates of depreciation and asset management requirements. By its nature, depreciation is extremely difficult to estimate accurately across a large portfolio of long life assets and as such has an inherently high margin of error. Depreciation is a significant value for local governments in Australia and represents approximately 20% of the CHB’s budgeted expenses, highlighting the importance of achieving surpluses to provide a sufficient buffer for variances in depreciation estimates and actual capital replacement requirements over time.

Asset Renewal Funding

The LTFP is fully funding projected capital renewal expenditure per the endorsed asset management plans, and includes a reasonable provision for the years 2031 to 2034 until the Asset Management Plans are updated beyond 2030.

Net Financial Liabilities

Consistent with the SA local government sector’s target range suggested by the LGA, CHB aims to maintain a net financial liabilities ratio of no more than 100% on average over the life of the LTFP. As noted in the LTFP, the ratio averages 95% over the life of the plan.

In addition to meeting the target range, in instances where a council’s LTFP includes a net financial liabilities ratio exceeding 100% it is expected that the LTFP will demonstrate a strategy

to bring the ratio back in line with the target range. CHB's LTFP achieves this, showing the net financial liabilities ratio peaking at 110% in 2028 before returning below 100% by 2031 and maintaining this position for the remainder of the plan. Together with the growing surpluses as discussed above, this demonstrates a likelihood of future borrowing capacity being available.

Key economic indicators / assumptions

Methodologies used to determine the key economic indicators / assumptions underpinning the LTFP (such as interest rates, price indexes, growth data, etc) are reasonable and based on appropriate independent external data where available. Like any future projection, there are inherent risks in accurately estimating these assumptions, which are highlighted within the 'Assumptions' commentary in the LTFP.

Funding the Transforming Jetty Road, Glenelg project

The LTFP is modelled to include the CHB undertaking the Transforming Jetty Road, Glenelg project (the Project) – a multi-stage, \$40 million transformation of Jetty Road. The 2024-25 LTFP is a key document for assessing the impact of this project on council's financial sustainability. Council has secured \$10 million of funding from the Australian Government, with the remaining \$30 million to be funded through new borrowings.

Borrowings

The use of debt as part of treasury management can be a prudent strategy for councils to smooth out the peaks and troughs in capital costs required to manage a vast portfolio of long life infrastructure, and to facilitate intergenerational equality in the funding of new infrastructure.

Importantly, debt incurred by councils at any point should be both affordable and productive.

- Affordable

Affordability of debt requires that Council is able to maintain positive operating surpluses and other key financial ratios within target levels, whilst avoiding unplanned or unreasonable increases in rates. As discussed above, the 2024-25 LTFP demonstrates that operating surpluses are maintained and all key financial ratios remain, on average, within target ranges over the life of the plan. Rate rises required to fund repayment of the borrowings are planned and clearly communicated to ratepayers within the LTFP. Whilst it is not my place to endorse any specific quantum of the rate rise itself, I am comfortable to conclude that the increase is not unreasonable. As detailed in the Jetty Road Glenelg Masterplan Phase 3 Engagement Summary Report & Overall Engagement Process (January 2018), there has been extensive community consultation informing the Project, and it is reasonable to expect that ratepayers accept an increased share of wallet on Council rates in exchange for these additional services and facilities. As such, the CHB debt is considered affordable.

- Productive

Productive debt in a local government context is debt incurred to further a council's long-term strategic objectives for the benefit of the community. The Prudential report concluded that the Project "is strongly aligned with Council, state and national plans and priorities" with considerable economic benefits forecast for local businesses, property owners and the broader community, and the debt associated with this project therefore is considered to be productive.

Serviceability of debt

Annual repayments for the \$30million loan to fund the Project are estimated to be around \$3million per year, incorporating both interest and principal repayment over 15 years. The LTFP incorporates these payments (most clearly demonstrated in the forecast Statement of Cash Flows, which shows both the proceeds from borrowings, finance payments incorporating interest costs, and repayment of borrowings showing capital repayments).

As discussed above, the LTFP demonstrates financial sustainability, and a reduction in net financial liabilities ratio and increase in operating surpluses over the life of the plan, demonstrating serviceability of debt. In addition, the interest cover ratio is maintained within the target range of below 5% for the life of the plan. It is notable that interest rate assumptions detailed within the 'Key Economic Drivers' section of the LTFP refer to new debt. Existing debt is modelled at the interest rate applicable to the debt when it is taken out. In relation to the Jetty Road Project, and subject to a final decision of council, the current intent is to utilise a fixed rate loan to provide cash flow certainty and reduce exposure to interest rate risk. As such, borrowings in relation to the Project are modelled at an interest rate of 5.53%.

Project-related rate increases

To achieve the above results, council proposes raising additional funds via rate increases. Council is prudently budgeting to fund existing services and a range of new initiatives detailed in the Annual Business Plan within inflation for existing properties plus new property growth. As a major flagship project, the Transforming Jetty Road Project is an exception to this general approach and is proposed to be funded via an increase in rates spread over the 2025, 2026 and 2027 financial years, estimated at 2.3% per year (subject to finalisation of borrowing arrangements with the LGFA and confirmation of interest rates applicable). This proposal is clearly and transparently detailed within the LTFP. These increases have the effect of permanently raising the base level of rates revenue for council by approximately \$3million, enabling the repayment of borrowings related to the Project over the long term.



Tim Muhlhausler

Director

About Tim

Tim is a Chartered Accountant and Registered Company Auditor. He is a recognised expert in local government finance and audit, with more than 20 years of experience providing external audit, internal audit and consulting services to the sector. Over this time, he has provided internal and/or external audit services to more than half the councils in the State, from small regional councils to large 'G6' councils and everything in between. Tim is Chairperson of the SA Local Government Auditors' Group, an independent advisory body facilitating consistency and best practice in the application of accounting and auditing standards to the SA local government sector. He is also the Presiding member of four local government Audit & Risk Committees, and member and former Chair of a fifth.

Attachment 4

Community engagement on the Jetty Road Glenelg Master Plan Report

City of Holdfast Bay

24 May 2024

Intujito
MARKET RESEARCH



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1. Introduction

We are pleased to be able to provide this market research report to the City of Holdfast Bay on a survey we conducted to gauge the attitude of residents (ratepayers) and businesses toward a 3-year rate increase to fund the Transforming Jetty Road Glenelg Project.

The brief

Council is interested in obtaining a representative opinion from residents (across all age groups and suburbs) on their support for Council's \$30 million funding of the Transforming Jetty Road Project. There is a potential that those living outside of Glenelg may not be as willing to assist with funding through increased rates for a period of 3 years because it doesn't affect them directly or they do not regularly visit Jetty Road Glenelg. This research was designed to capture the views of a fair representation of all ratepayers.

Council is proposing in 24/25 to increase rates by 7.1% which comprises 4.8% which aligns with CPI, along with a 2.3% increase for the Transforming Jetty Road Project, and Council anticipates an increase at a similar level for two further years for the Transforming Jetty Road Project.

The core question that is requiring an answer from a representative sample of residents / ratepayers is:

- Are ratepayers comfortable paying for the Transforming Jetty Road Glenelg Project in the form of increased rates for the next three years?

Other questions:

- Do ratepayers think Jetty Road Glenelg needs an upgrade?
- What value do residents of the area place on improving safety, lighting, appeal of the main street, placemaking, greening, and the ability for more activation to provide entertainment and attractions for residents?

Market research objectives

The overarching objective of this study is to determine if most ratepayers are comfortable paying for the Transforming Jetty Road upgrade in the form of increased rates for the next three years. Specific objectives included:

- Level of acceptance that Jetty Road Glenelg needs to be upgraded (it is important) for the benefit of residents and visitors.
- Level of acceptance that ratepayers should pay for the upgrade.
- Level of acceptance that Jetty Road Glenelg will be more appealing / safer / greener / better activated at the conclusion of the Jetty Road Master plan upgrade.
- Level of acceptance that this upgrade will ensure the Council area is more attractive as a residential area to live, work and play.
- Residents will be more likely to visit Glenelg for their shopping, dining, and entertainment needs because it will be modern, safe, and vibrant.
- Gauge the level of understanding of the communication around the redevelopment including timing and stages.
- Gauge the level of understanding that the Council has been successful in gaining 25% funding through the Federal Government (thus reducing the reliance on ratepayer contributions).
- Will ratepayers accept a 2.3% increase to their rates for the coming year specifically to fund the Transforming Jetty Road Project, and an increase at a similar level for two further years?

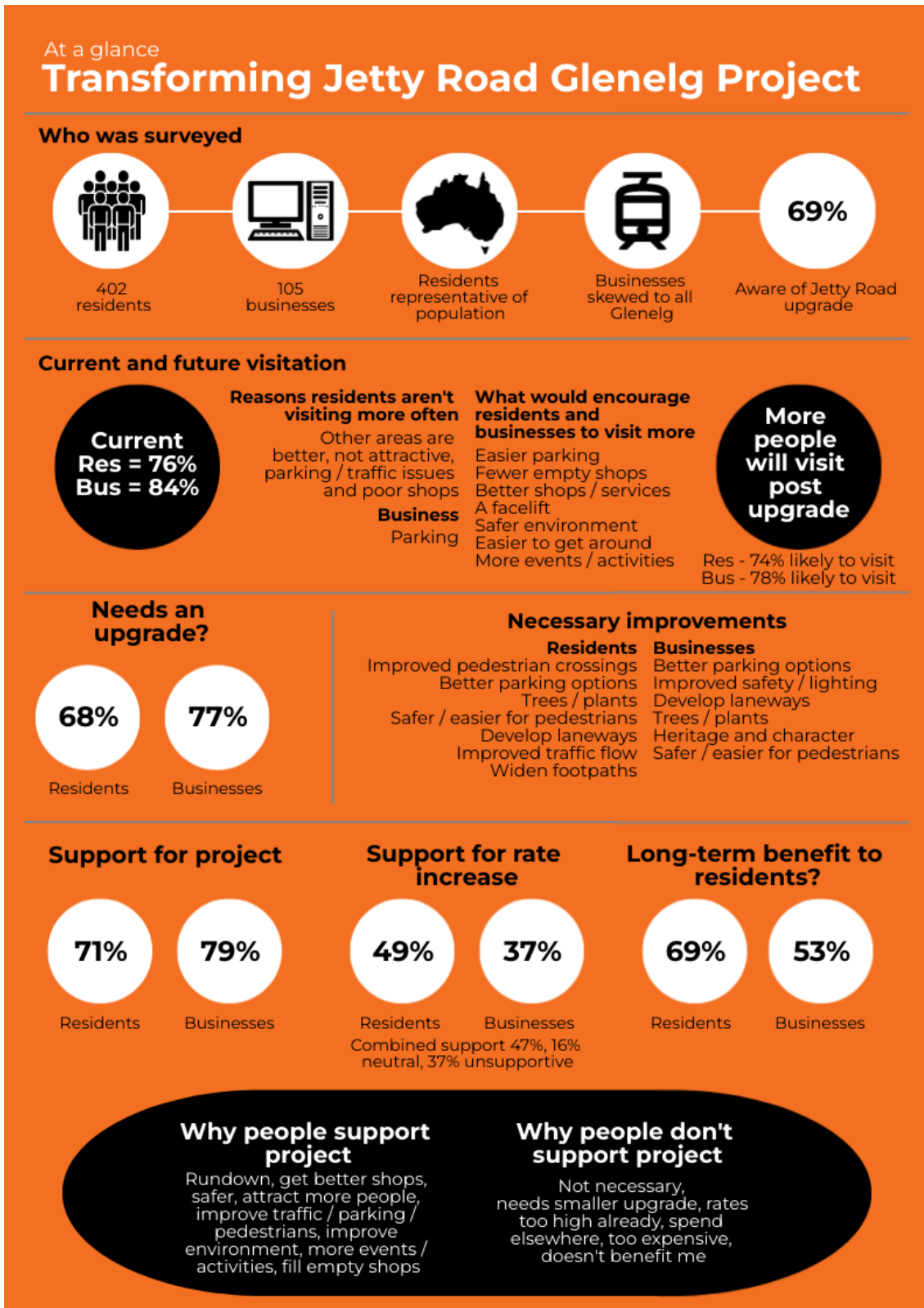
Specifically, Council seeks to understand the above based on age of resident and residential location as there will be variability of attitudes within the city.

Methodology

We conducted the survey face-to-face with residents and we used a combination of online and face-to-face for businesses. As outlined in our proposal we achieved a sample of 402 residents and 105 businesses. The surveys were similar but with slight word changes depending on the cohort and we report on them together in this one document. We have sampled as close to the population breakdown as possible noting that the younger age brackets are extremely difficult to survey face-to-face even though our interviewers worked longer days than usual to capture this demographic.

Interviewing began on Wednesday, 24th April, 2024 and was completed by Friday, 17th May, 2024.

2. Findings at a glance



3. Executive Summary

About the respondents

Residents were from a mix of suburbs across the city with a good mix of the length of time they have lived in the area. 55% of those in this surveyed have lived in the City of Holdfast Bay for less than 10 years, 15% for 11-20 years and 30% over 20 years. 49% were employed and 43% retirees and 8% in other employment. There was good mix of household income with approximately 50% earning less than \$100,000pa and 50% over \$100,000pa. There was a slight skew to females and all age brackets were represented in accordance with the population except for under 30-year-olds that were slightly under represented.

Businesses were skewed toward Glenelg locations but there was a representation from each of the city's suburbs. 43% of businesses have operated for up to 10 years, 21% for 11-20 years and 36% more than 20 years. 58% of the businesses employed 1 – 19 people and 42% more than 20, most had turnovers of less than \$2 million pa. 32% of all businesses were retail, 23% accommodation & food, 17% rental, hiring and real estate services, 13% health care and social assistance, 9% professional services.

Awareness of the upgrade

69% of residents and 68% of businesses claimed to be aware of the Jetty Road upgrade before this survey. Residents and businesses in Glenelg were more likely to know about it than others.

Visitation to Jetty Road, Glenelg

There is high visitation amongst residents with 76% indicating they visit weekly or more often compared to 69% of businesses. Of businesses, there were another 14% that work on Jetty Road Glenelg taking the visitation to 84%.

Reasons for not visiting more often

70 people who visit monthly or less often were asked why they don't visit more often. Amongst residents the main reasons were other areas are better / easier, no interest / lacks attractiveness, parking / traffic issues and shop selection is poor.

10 business respondents talked about parking issues or simply not being interested or close by.

What would encourage people to visit more often

This question was asked of all residents and businesses. For residents the following would encourage people to visit more often:

- fewer empty shops
- easier parking
- better selection of shops / services / activities
- cleaner / needs a facelift
- a safer environment
- more accessible
- more events and activities

For businesses:

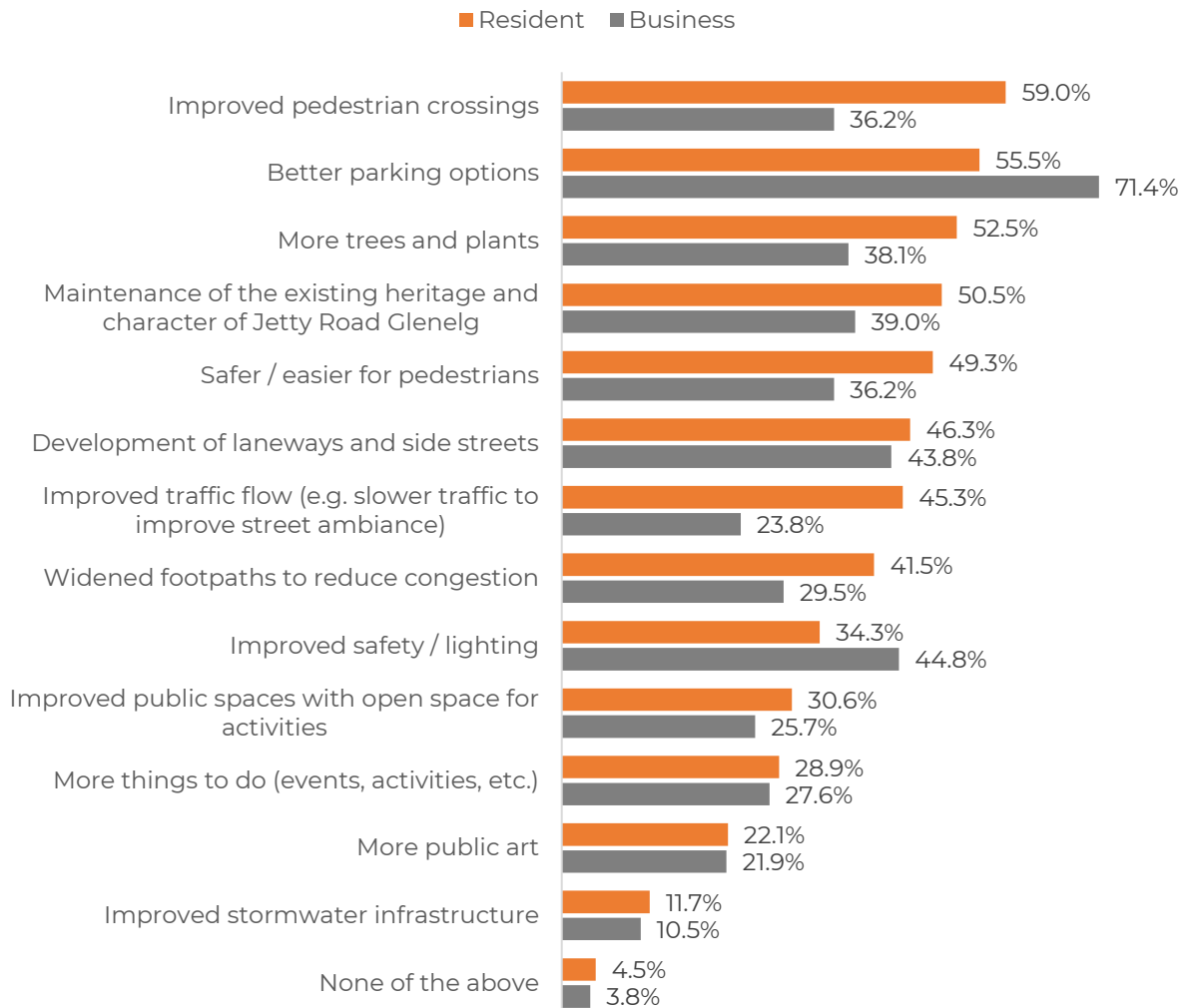
- easier parking
- better selection of shops / services / activities
- cleaner / needs a facelift
- safer
- fewer empty shops

Percentage that believes Jetty Road Glenelg needs an upgrade

70% of residents believe it needs an upgrade compared to 77% of businesses.

Necessary improvements to Jetty Road, Glenelg

There were slight differences between residents and businesses. Residents are more likely to nominate access issues, pedestrian crossings, better parking options, improved traffic flow, widened footpaths, improved safety / lighting whereas business were more focussed on parking issues and development of laneways / side streets. Both cohorts are also interested in the maintenance of the heritage and character of the main street and greening.



Support for the project

When asked how supportive residents and business are of the project, business was slightly more supportive than residents. Across both demographics the support is very strong.

Residents

Unsupportive	Neutral	Supportive
7.4%	21.8%	70.9%

Businesses		
Unsupportive	Neutral	Supportive
8.3%	12.5%	79.2%

We net promoter scored the above and residents was a positive 12 and business was a positive 25.

Reasons for support

Residents

Upgrade needed
 Attract more shops
 Safety / remove homeless
 Attract more people to area
 Improve accessibility
 Improve environment
 More activities / events

Businesses

Upgrade needed
 Attract more people to area
 Attract more shops
 Improve environment
 Improve accessibility
 Improve safety
 Will be a positive for all

Reasons for lack of support

Residents

Not necessary
 Smaller upgrade needed
 Rates too high already
 Too expensive

Doesn't benefit me

Businesses

Not necessary
 Money should be spent on safety

Likelihood of increased visitation

Residents are slightly more likely to visit Jetty Road Glenelg more often post an upgrade than businesses (using the mean scores but looking at likelihood below there are more businesses likely).

Residents		
Not likely	Neutral	Likely
7.5%	18.9%	73.6%

Businesses		
Not likely	Neutral	Likely
7.3%	14.6%	78.1%

Supportive of a rate increase of 2.3%

Residents are slightly more supportive than businesses. When we add both residents and businesses together 46.7% are supportive compared to 37% who are unsupportive. Support is greater in the younger cohorts (18-54 years) and those living nearby (Somerton Park, Glenelg, Glenelg North, and Glenelg South) and high-income earners. Those who are unsupportive are more likely to be 55+ years, low-income earners and those living further away from Glenelg including Brighton and south of Brighton.

Businesses more supportive are Glenelg and Brighton businesses. Businesses not supportive tend to be from Somerton Park, Glenelg East, North and South, North Brighton, and Hove.

Residents		
Unsupportive	Neutral	Supportive
36.8%	13.9%	49.2%

Businesses		
Unsupportive	Neutral	Supportive
38.1%	24.8%	37.1%

Combined total		
Unsupportive	Neutral	Supportive
37.1%	16.2%	46.7%

Will this upgrade benefit residents long term?

69% of residents think there is a benefit compared to only 53% of businesses.

Conclusions

Clearly this project is divisive within the City of Holdfast Bay but the majority believe Glenelg needs an upgrade. Those that are unsupportive of this project still acknowledge that a smaller project to clean up Glenelg is needed they are just opposed to the quantum of the expenditure for the Transforming Jetty Road Glenelg project thinking overall that \$40 million expenditure is not necessary.

Residents and businesses acknowledge that there is safety, parking, pedestrian, traffic flow, footpath congestion and lighting issues with Jetty Road Glenelg. Residents are more inclined to highlight accessibility and pedestrian safety issues whereas businesses are more inclined to focus on better parking options, improved lighting, and overall development of the area to attract more tourists and residents to the area.

Overall support for the project is high amongst both cohorts (seven out of ten or higher) with more people promoting the project than detracting. But more importantly there are only small percentages of residents and businesses that are unsupportive (7.3% of residents and 8.3% of businesses).

Naturally support for a rate increase in a cost-of-living crisis does not have the support of all residents but 49% of residents support assisting with the funding through rate increases over the next three years and 37.1% of businesses support it too. The support outweighs the unsupportive at 36.8% for residents but is equal for businesses at 38.1%. It should be noted that business is doing it tough now suffering too from the cost-of-living crisis as we have seen recently with the bi-annual business survey for the City of Holdfast Bay.

Overall support (residents and businesses combined) is 46.7% compared to 37.1% who are unsupportive and a further 16.2% who are neutral (neither supportive nor unsupportive). Most residents (69%) accept that this upgrade will benefit residents long term and so do 53% of businesses.

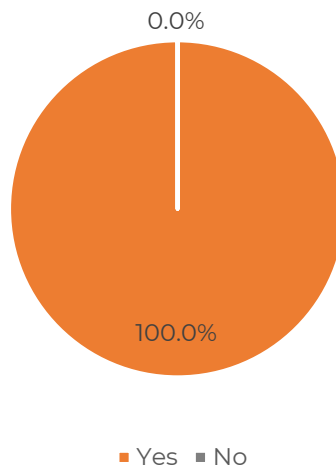
4. Key Findings

Most questions were asked of both residents and businesses, but in two different surveys, because of this some question numbers are different between the two cohorts. These have been indicated question by question as we go through the key findings.

Screener questions

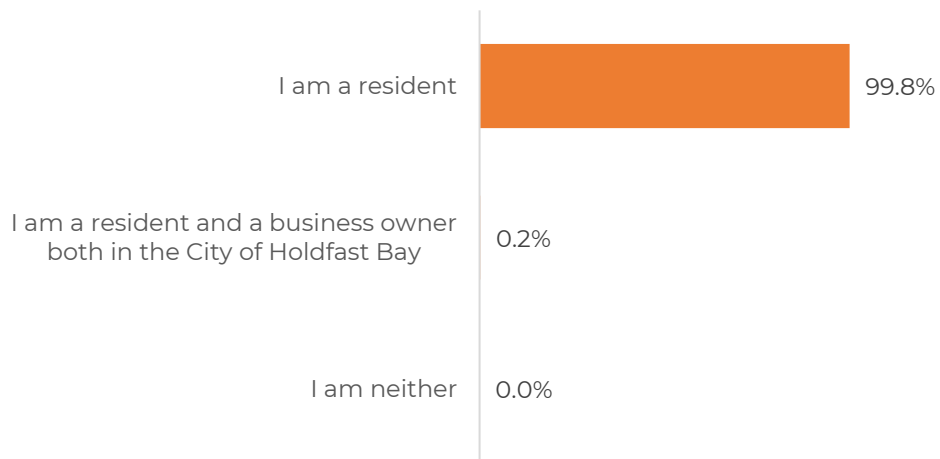
Residents – Q1. Are you aged over 18?

Are you aged over 18?



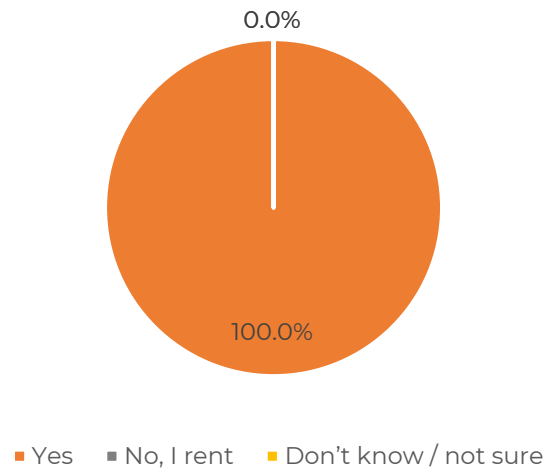
Residents – Q2. Do you live in the City of Holdfast Bay?

Resident or business? n=402



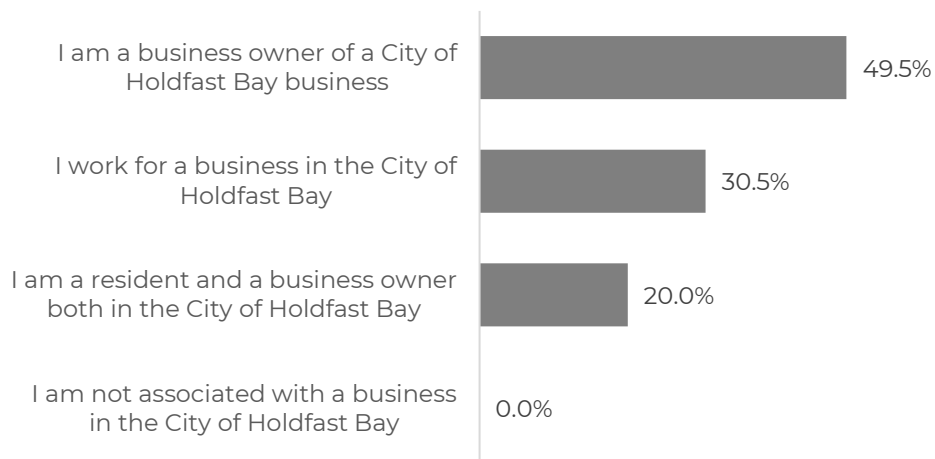
Residents – Q3. Are you or your household ratepayers?

Are you or your household ratepayers? n=402



Businesses – Q1. Are you a business owner in the City of Holdfast Bay?

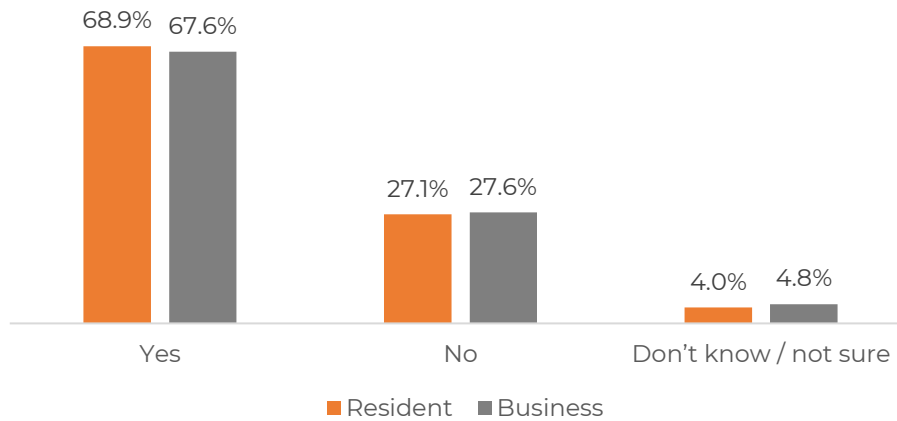
Business owners n=105



Q6: Were you aware before now that this upgrade had been announced?
(Business survey Q4. Were you aware before now that this upgrade had been announced?)

Awareness of the Jetty Road upgrade

n=402 R, n=105 B



Two thirds of residents and businesses were aware of the Transforming Jetty Road Glenelg Project before they participated in this survey.

Those residents more likely to have been aware are those living in Glenelg, those who have lived in the City of Holdfast Bay for more than 20 years, retirees, those earning less than \$50,000pa and \$150,000+pa and residents aged 55-74 years.

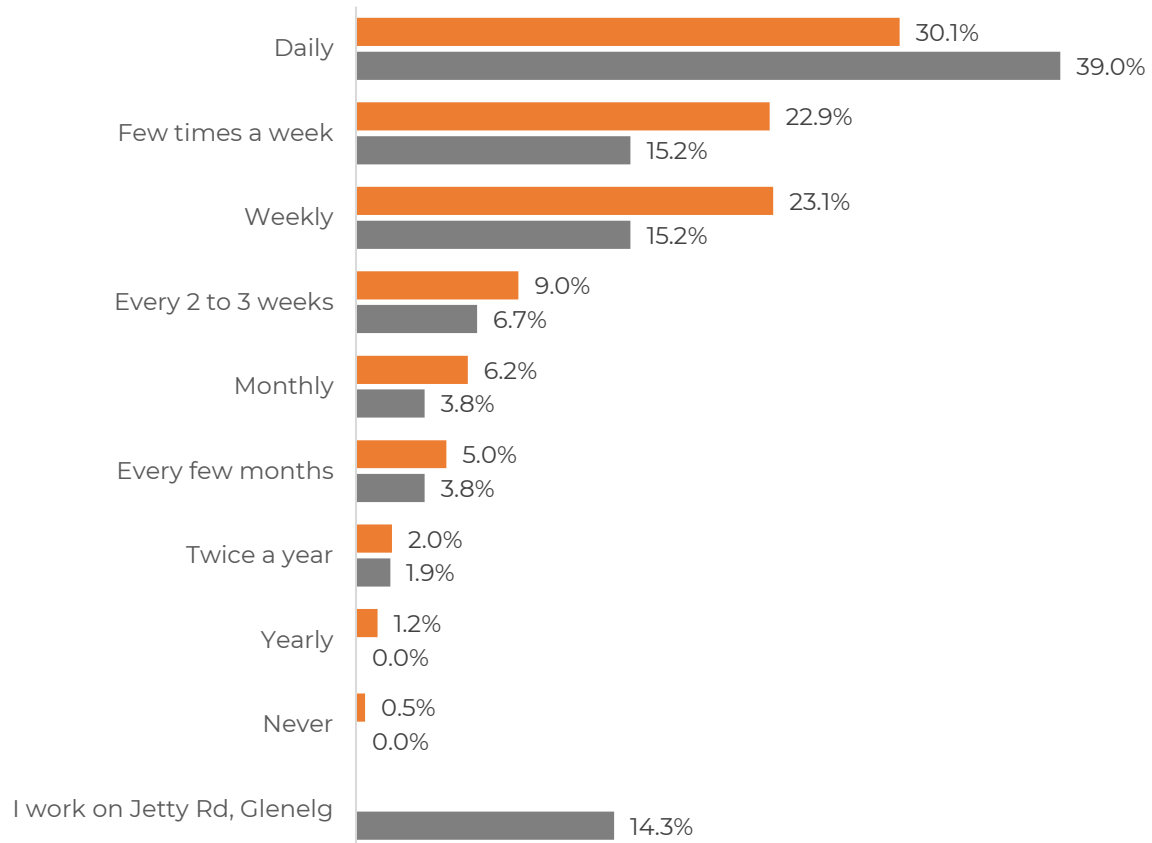
Those businesses more likely to have been aware are those operating in Glenelg and Glenelg South, those businesses that have operated for 5-10 years and 20+ years, those employing one person and 20-49 people, those businesses with \$1-\$2 million turnover and \$5million+ turnover, and those in retail, rental, hiring and real estate, wholesale, and construction.

Q7: How often do you visit Jetty Road, Glenelg?
 (Business survey Q5. How often do you visit Jetty Road, Glenelg?)

Frequency of visitation to Jetty Road, Glenelg

n=402 R, n=105 B

Resident Business



There is very high visitation to Jetty Road Glenelg with 76% of the residents surveyed visiting weekly or more often compared to 69% of businesses. Of businesses there were another 14% that work on Jetty Road Glenelg taking the total visitation for businesses to 84%.

Q8: You stated that you only visit monthly or less often, why don't you visit Jetty Road, Glenelg more often?

(Business survey Q6. You stated that you only visit monthly or less often, why don't you visit Jetty Road, Glenelg more often?)

There was a total of 70 responses to this question and we have grouped common themes as follows:

Resident responses

- Other areas are better / easier (19 comments)
- No interest / lacks attractiveness (18 comments)
- Parking / traffic issues (15 comments)
- Shop selections (10 comments)
- Too crowded (4 comments)
- Other (4 comments)

Other responses included:

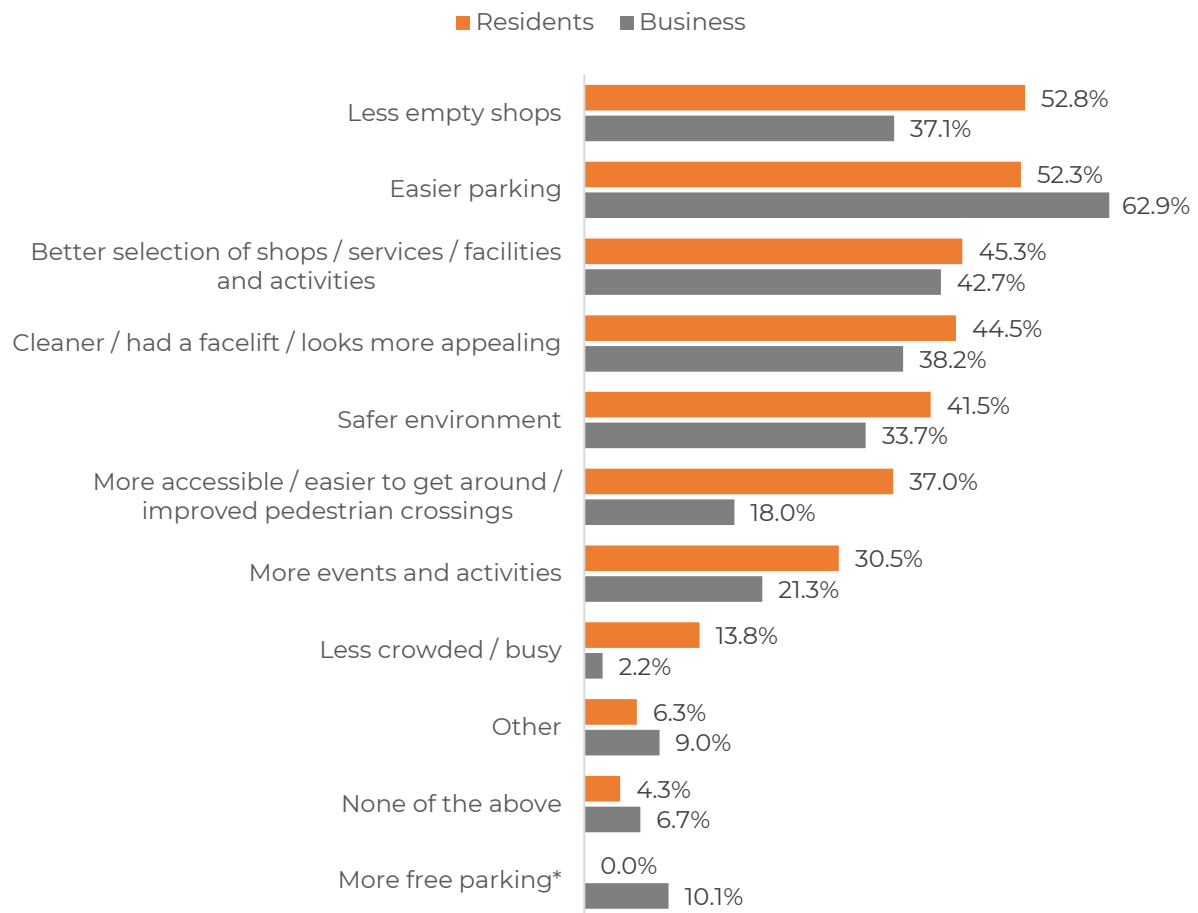
- Only when I have visitors
- Too many homeless people
- Too dump
- Too touristy

Business responses (n=10)

- Better shops
- I previously worked and lived in Glenelg. I went to Jetty Road almost daily. Now I live further South and it is more convenient to go to Jetty Rd Brighton, plus I prefer the cafes there. I also enjoy the Brighton esplanade for walking.
- I work in the city
- It's too hard to get a park. We need more free parking.
- Marion Westfield and Jetty Road Brighton are closer to me.
- Not interested
- Not interested
- Parking difficult. Banks are not open long enough
- Parking issue and the range of shops along jetty road don't appeal to me
- The rent is too high for quality restaurants. The only places that survive are high turnover chains. I've heard it described as a cultural void

Q9: Which of the following would encourage you to visit more often?
 Choose all that apply.
 (Business survey Q7. Which of the following would encourage you to visit more often?)

What would encourage you to visit more often?
 n=402 R, n=105 B



*More free parking was a theme we picked up from the other options on this question and only from businesses. They see paid parking as a big detractor to visiting Jetty Road, Glenelg.

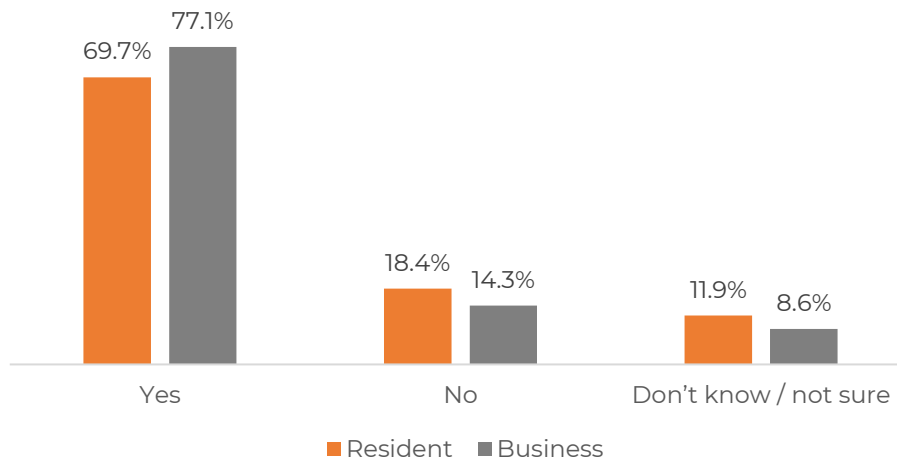
For residents, less empty shops, easier parking, better selection of shops / services, cleaner / had a facelift / looks more appealing, safer, more accessible and more reasons to visit were what would encourage people to visit more.

Less empty shops and better selection of shops / services / facilities and activities was more often nominated by those living in Glenelg, those who have lived in the area for a long time, females, and those aged 18-30 years and 55-64 years. Easier parking was nominated more often by people living in Glenelg South, Brighton, Hove and Kingston Park, those living in the area for 3-4 years and 11-15 years, those in part-time and other employment, females, and those aged 25-54 years. Those who nominated cleaner / had a facelift are those living in Glenelg and Glenelg East and Hove, those who have lived in the area for 3-10 years and 16-20 years,

For business, parking is the big-ticket item, followed by better selection of shops / services, cleaner / had a facelift / looks more appealing, less empty shops and safer were nominated in descending order.

Q10: Do you personally believe that Jetty Road, Glenelg needs an upgrade?
(Business survey Q9. Do you personally believe that Jetty Road, Glenelg needs an upgrade?)

Do you personally believe Jetty Road, Glenelg
needs an upgrade?
n=402 R, n=105 B



Seven in ten residents believe an upgrade is needed to Jetty Road Glenelg and slightly more businesses also agree.

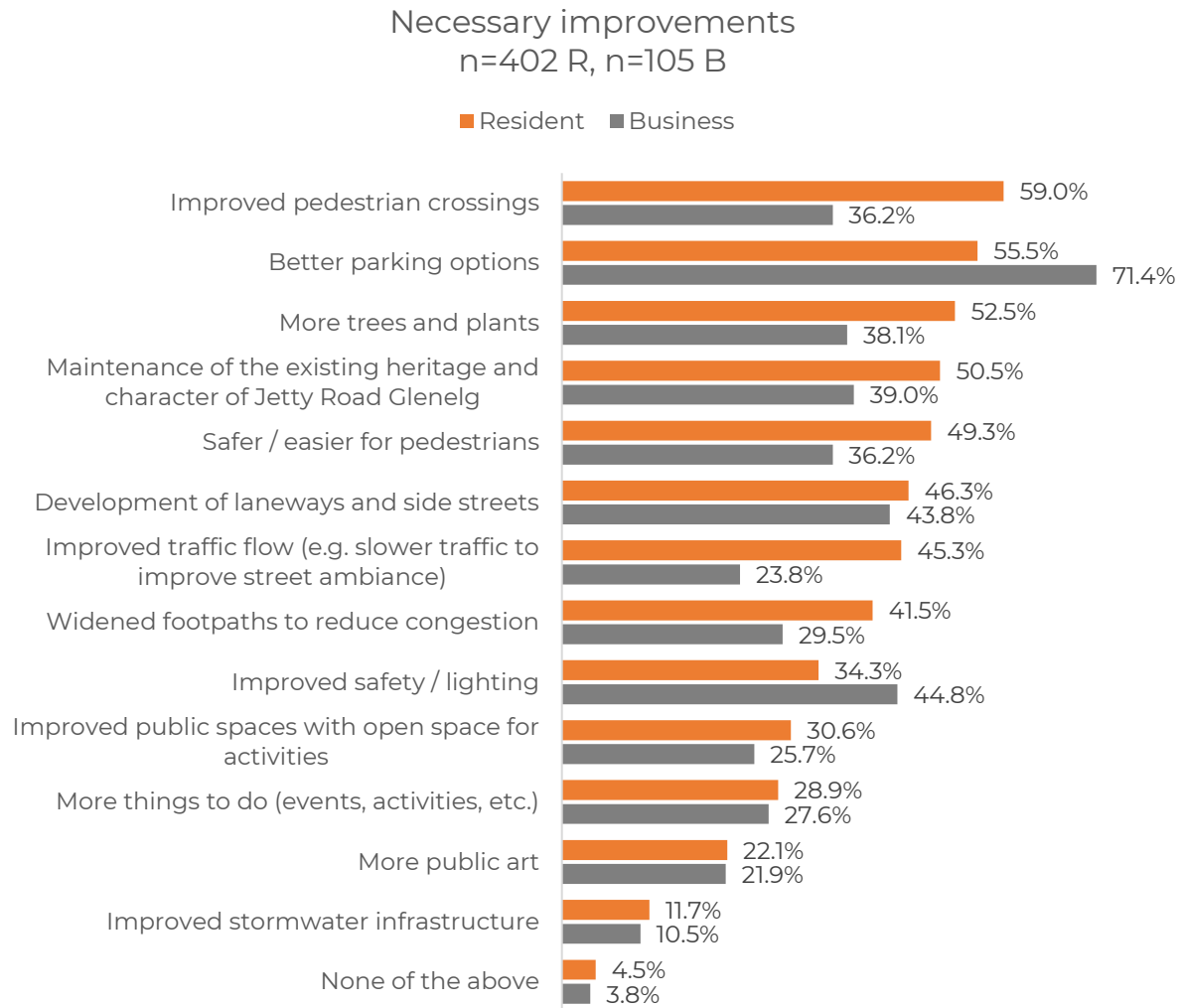
Those residents more likely to think an upgrade is needed are females, those aged 31-54 years, those living in Somerton Park, Glenelg, Glenelg East and North and Hove, those who have lived in the area 3-4 years and 16-20 years, those employed part-time, those on higher incomes of \$100,000+pa.

Those businesses more likely to think an upgrade is needed are those in Somerton Park, South Brighton, Hove and Seacliff, businesses that have been operating for 3-10 years in the area, those employing 20-49 people and \$100+ people, and those in accommodation & food services, construction, rental, hiring and real estate and retail.

The objective of the transformation of Jetty Road is to create a more accessible, attractive, safer mainstreet that is modern, can cater for events and has better pedestrian and traffic flow.

Q11: Which of the following do you think are necessary improvements to Jetty Road, Glenelg? Choose all that apply.

(Business survey Q10. Which of the following do you think are necessary improvements to Jetty Road, Glenelg?)



Residents would mostly like to see improved pedestrian crossings, better parking options, more trees and plants, maintenance of the heritage and character of the area, safer / easier for pedestrians, development of laneways and side streets, improved traffic flow and widened footpaths.

In contrast business would mostly would like to see better parking options, improved safety / lighting, more trees and plants, maintenance of heritage and character, development of laneways and side streets, and safer / easier for pedestrians.

Q12: On a scale of 0 to 10, how supportive are you of the Transforming Jetty Road, Glenelg project?
 (Business survey Q11. On a scale of 0 to 10, how supportive are you of this Jetty Road, Glenelg project?)

How supportive are you of the Transforming Jetty Road, Glenelg project? (mean)



Business is slightly more supportive of the project than residents.

Residents that are above the average in their support are those living in Somerton Park, Glenelg, and Glenelg North, those who have lived in the area for 3-4 years and 16-20 years, those who are employed, high income earners (\$100,000pa+), females, and those aged 18-54 years. Those residents that are below the average in their support tend to be males, those aged 55-64 years and 75+ years, those living in Brighton, and North Brighton, Hove, Kingston Park, and Seacliff, those who have lived in the area 20+ years, retirees and in other employment.

Businesses that are above the average in their support are those operating in Brighton and Hove, those operating for 3-4 years, those employing 20-49 people and 100-199 people, those turning over \$500,000-\$2 million pa, and \$5-10 million pa, in construction, health care and social assistance, manufacturing, professional, scientific and technical services, rental, hiring & real estate services.

Those believe the average in their support are those businesses in Glenelg North and South, those that have operated for 16-20 years, those employing a single person and 50-99 people, those turning over less than \$500,000pa, and \$5-\$10 million, and those in accommodation & food services, arts & recreation, education & training, financial and insurance services, retail, and wholesale trade.

Residents		
Unsupportive	Neutral	Supportive
7.4%	21.8%	70.9%

Businesses		
Unsupportive	Neutral	Supportive
8.3%	12.5%	79.2%

We net promoter scored the results to this question to give a different perspective on the data. Both residents and businesses are more supportive than not.



Q13: You rated your level of support 7 or higher, why are you supportive?
(Business survey Q12. You rated your level of support 7 or higher, why are you supportive?)

There were 281 people who answered this question. Some responses were multi-faceted so the number of responses below add to more than 281.

Resident responses

- Rundown / needs an upgrade (182 comments)
- Attract more shops / variety (58 comments)
- Safety / remove homeless (45 comments)
- Attract people / tourists / younger people (36 comments)
- Improve traffic flow / parking / pedestrians (34 comments)
- Improve the environment / atmosphere (26 comments)
- More events / activities (16 comments)
- Don't change it / too expensive (8 comments)
- Other (14 comments)

Other responses included:

- As I said previously, Jetty Road can feel quite unsavoury and unsafe. Friends who visit me from interstate say the exact same thing and it causes them to avoid the area. This is the main thing I feel needs to change to improve the outlook of the area. Jetty road is also incredibly tourist focused and centric. While I am aware of the merits of this, I also feel more needs to be done for those of us that live here permanently.
- As long as budget was reasonable
- Glenelg is losing its charm. If we can maintain what heritage, we have got. & the upgrade is in keeping with the old charm of Jetty Rd.
- Having lived in Glenelg and growing up in the area it has changed a lot. It is generally not a safe place at night and during the day incidents that have my children asking questions is of concern. The upgrade should include a demand for permanent police presence. Why Henley has it and Glenelg doesn't is incredulous. We have the highest number of alcohol facilities outside of the CBD with direct public transport too. We are one of the most frequented tourist destinations and now also have numerous halfway houses and yet no permanent police. No wonder we can generate high end shops / businesses when the place is just not attractive

You need only look to Henley and King William road to understand what Glenelg should be like... Businesses should be incentivised to come and set up here. The locals love it here but now prefer to go towards Broadway to avoid the fairly ordinary atmosphere and behaviour of those loitering around.

- I like to walk down to up on Jetty Road
- Improvement more tree & lighting. From the buffalo to the bridge a safety rail lower enough for kids to prevent from falling onto the rocks around the Patawalonga.
- Improving traffic necessary everywhere in this council
- It's a great opportunity to be more fun for younger people, right now I end up going down to Marion with my mates, but I'd rather go to Jetty Road.
- It's something to have to be done, but I think the council is unlikely to get it right
- Jetty Road is becoming very tired, it needs an uplift, modernize it. The time frame of projects I have noticed has been very SLOW & the business can't afford to be out of action. Need to be moving a little faster these projects.
- Jetty Road is feeling old and tired so definitely feel like it needs some TLC. We love living here and it would definitely make it more comfortable for residents and visitors. We feel a little embarrassed at times that this is the preeminent beach location for visitors and it's so run down!
- Jetty Road is looking very tired & run down. It currently has a bad vibe. Too many empty shops due to landlords too greedy with rents. They'd rather the shops be empty for a few years. It feels unsafe at night. Need more variety with shops.
- My concern is who is making the decision. Who made the decision regarding the awful squid. Decision that would positively to the outcomes / not just decisions. Safety is a big concern with aboriginal & homeless.
- We need more seating on the Jetty lots more. I think there is only a couple & seats with backs. More greenery. I think heritage light poles like a goose neck would look nice down Jetty Rd. Pop up ice cream van would be good for kids on the Jetty. I really think that wouldn't cost much. The pioneer memorial for Governor Hindmarsh. The wording is in correct & it needs an explanatory plaque. The wording about the first settlers is in correct. These were the first European settlers.

There were 76 people who answered this question. Some responses were multi-faceted so the number of responses below add to more than 76.

Business responses

- Needs a facelift / needs change (50 comments)
- Bring in visitors / tourists (25 comments)
- Fill empty shops / variety / support businesses (24 comments)
- Looking dirty / rundown (18 comments)
- Enhanced experience / atmosphere (13 comments)
- Improve traffic flow / parking (9 comments)
- Improve safety (7 comments)
- Will be a positive for all (5 comments)
- Other (9 comments)

Other comments included:

- Because something needs to be done to clean up and modernise the area. And too many traders have messy storefronts. Where's their pride and professionalism?!

- Councils that are investing in their infrastructure are seeing an increase in both visitors and their spending. We need a council that encourages landlord and business owners to invest in their properties and businesses.
- Glenelg is or was the #1 tourist destination for SA. it should reflect that with lots of things to do and see and food and areas to eat and kid play. the jetty needs a massive overhaul to reflect modern tourism
- Glenelg needs to be and should be the beach jewel of Adelaide, and I believe this project will help us achieve that
- Having been a vendor for 15 years and firsthand experiencing the state of the storm water and infrastructure, I believe it's in all our best interest to at least fix this issue. Our stores get flooded, damaging the buildings, which in the long-term increase running costs and our prices unnecessarily. From an aesthetic point of view, the street needs prettying up in order to leave a better impression, so people want to come back. It is Glenelg after all, the most known suburb of Adelaide when it comes to tourism. And it does look a bit shabby. Improving the street will in turn attract other vendors thus creating a unique beachside boutique feel- rather than empty shops. Change is good- even at a cost. It's moving forward.
- It is so overdue. The detail on the announcement was extremely vague however. What is the 40mil going towards? How is it going to enhance the local economy and small business?
- It needs a refresh as long as it doesn't cost rate payers more
- the street is old and must be upgraded. it is important that on street accessible parking is maintained and council must be transparent about what they are doing.
- Whilst I believe Jetty Rd will benefit from a facelift and more events/activities, I don't believe it will benefit my business. Jetty Rd needs better shops and cafes to draw people to the area.

Q14: You rated your level of support 6 or lower, why are you not supportive?
(Business survey Q13. You rated your level of support 6 or lower, why are you not supportive?)

There were 114 people who answered this question. Some responses were multi-faceted so the number of responses below add to more than 114.

Resident responses

- Happy with current state / not necessary (35 comments)
- Needs clean / smaller upgrade (15 comments)
- Rates too high / cost of living (15 comments)
- Spend on other projects (14 comments)
- Too expensive / already spent a lot (13 comments)
- Doesn't benefit me / rarely go (12 comments)
- Improve traffic flow / parking (7 comments)
- Need more information (7 comments)
- Focus on other suburbs (6 comments)
- Other (11 comments)

Other comments included:

There were 20 businesses who answered this question. Some responses were multi-faceted so the number of responses below add to more than 20.

Business responses (n=20)

- as a business owner, we do not want to deter customers from shopping at the bay. need to remember that activities and widening footpaths should only occur e.g.: Moseley area (or

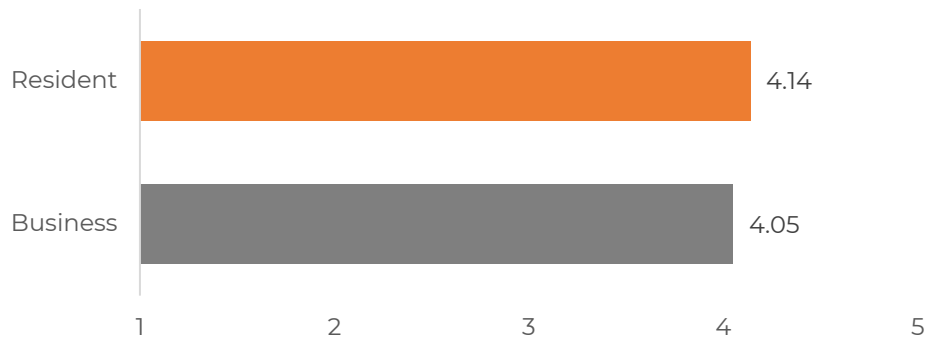
close too)-hope this does not bring back the profound impact of the tram line re-build to traders financially!!

- Because it is short sighted and one dimensional. Until the landlords work together with the council to attract a quality mix of tenants - the perception of JR won't change. Unfortunately, wider footpaths won't help with this, it is a bigger picture issue. The street is unsafe, the mix of tenants is not good, and the marketing is focussed on the same 5 food / hospitality operators
- Do not think that amount of money needs to be spent on Jetty Road Glenelg. Fix the empty shops first I think landlords need to lower rent so businesses can thrive in the area.
- Doesn't affect business
- Doesn't need it
- Doesn't really need it. Sped money in other areas
- Governments at all levels should keep out of business. Let the market sort itself out. The age of the retail strip is dead. People shop more online and greedy landlords charge too much rent to tenants on Jetty Road to sustain and encourage retail activity. The economy is tanking due to Government induced higher inflation. Parking is a big issue but 'upgrades' I have noticed lead to even less street parking. This is just another 'green' led initiative to reduce the number of cars and condition us to a '15-minute City'. The WEF and the UN are corrupt Satanic organisations and anything that they put forward is not to benefit humankind - only enslave us. And as for funding this Jetty Road upgrade by increasing the rates of all other businesses in the Holdfast Council catchment - OUTRAGEOUS AND CRIMINAL. Stick to keeping the place clean and fixing the roads and footpaths. This project is a complete waste of time and money. Stop the madness now.
- I am supportive but see contradictions. The money should be towards the police station 24hrs. Safety for residents. Homeless people re housed instead of sleeping in Jetty Rd. 2 Real estate agents have recently had people with mental problems attack inside their offices with one death. There will be more problems in Maturin Rd with the drug rehab centre. Older people now don't feel safe in Glenelg, no matter how much you beautify it. Tram is not safe anymore with drunk and drugged people. Last night 4/5 at 9.00pm on the tram home, 5 security people trying to calm some drunk agro's almost all the way. Not a good look and most uncomfortable for locals and visitors. A lot of older
- I don't think it will improve the businesses in the area as most people are made to leave the area because of the 1-hour parking. We need less parking restrictions to encourage people to visit the area. Drainage in Moseley Street needs to be improved even with a very light rain the drain fills up to 200mm in water and people can't get out of the cars due to the flooding sometimes it goes over the footpath and into our premises. There is no drains and I have asked several times, but nothing is done.
- I'm supportive of change that is actually necessary and helpful to business owners and our customers. Don't bother wasting council funds on putting in more 'public art' like the atrocious eyesore between the church and sports girl when we need ACTUAL items addressed including public safety and cleanliness. We have held countless meetings/agendas/surveys where we have voiced our concerns about the decline in safety over the past DECADE now. We need ACTION, clean up jetty road, protect businesses and customers from violence and public disturbances from drug and alcohol affected individuals and groups. Enough is enough operation Jericho has not been successful at preventing individuals and groups of people from filling our walkways and seating areas with alcohol bottles, bodily waste, and constant fights particularly during summer. I'll give you a 10 if you can solve the issues, we've been raising for years but for now I'm apprehensive because change has not happened.

-
- Instead of doing any upgrade, I think we should make it a safer and more attractive place first. I don't see too much energy going around the neighbourhood. And the public car park was pretty scary after dark. The business are limited with advertising because nothing was permitted.
 - Need to see details first
 - Not affected by it
 - Not confident that it will benefit the whole street. The beach end seems to get ALL attention. Not that excited to get drainage and paving. Very concerned that the first stage will affect access to my business, especially during winter.
 - Not during a cost-of-living crisis. Too much money spent on it.
 - Not improving safety or parking
 - So many issues on Jetty Road centre around thee less than safe atmosphere that has perpetuated over the past few years. As a night destination the lighting is woeful and should be made uniform, bright and always on when dark under the store verandas.
 - So much money spent on the dripping pink thing as artwork could go towards better options such as seating along the shopping area and better signage for side street vendors.
 - There is more necessary thing to upgrade at jetty road than the proposed project, facelift whole street not only the Mosley square
 - You throw a bucket of money at redeveloping Jetty Road, and this means the landlords will jack the rent up again. Most of the businesses can't afford the rent as it currently is which is why the shops are so bad now.

Q15: If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often?
 (Business survey Q14, If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often?)

If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often?



Residents		
Not likely	Neutral	Likely
7.5%	18.9%	73.6%

Businesses		
Not likely	Neutral	Likely
7.3%	14.6%	78.1%

Residents are slightly more likely to visit Jetty Road Glenelg more often post an upgrade than businesses.

Those more likely than the average to visit more often are females, those aged 18-54 years, and those living in Somerton Park, Glenelg (all including East, North and South), those who are part-time employed and in other employment and high-income earners (earning \$100,000pa+). Those more likely to visit less than the average are males, those aged 75+ years, retirees, those who have lived in the area for more than 20 years, and those from Brighton (North and South), Hove, Kingston Park, Seacliff and Seacliff Park.

Q16: Council is proposing an increase to rates of 2.3% (\$41 for the average household) next year to **specifically** fund this project.

Council anticipates an increase at this similar level for two more years to fund the Jetty Road project. How supportive are you of this?

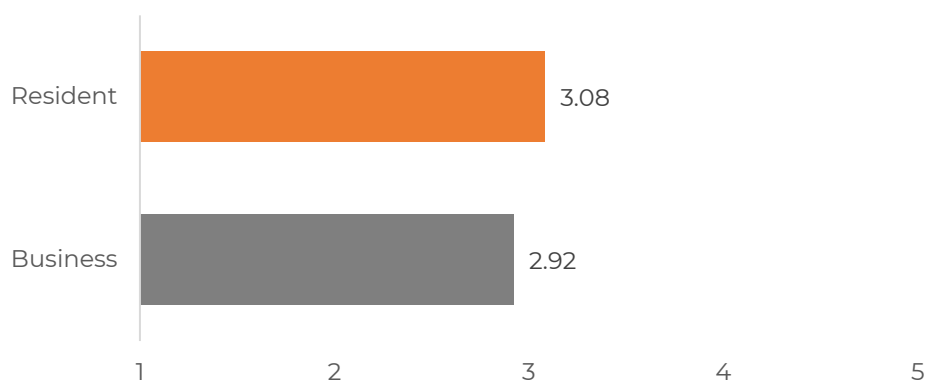
Please note that this proposed rate increase would be in addition to annual rate increases aligned with Adelaide CPI which for the next financial year is a proposed 4.8%.

(Business survey Q15. Council is proposing an increase to rates of 2.3% next year to **specifically** fund this project.)

Council anticipates an increase at this similar level for two more years to fund the Jetty Road project. How supportive are you of this?

Please note that this proposed rate increase would be in addition to annual rate increases aligned with Adelaide CPI which for the next financial year is a proposed 4.8%.)

How supportive of this are you?



Residents are slightly more likely to support this initiative even if it costs them 2.3% in increases to their rates compared to businesses. Combining both residents and businesses to increase the sample size to 505, 47% of all people surveyed are supportive versus 37% who are not supportive.

Those residents more supportive than the average are aged 18-54 years, high income earners (earning more than \$100,000+pa), those who have lived in the area for less than 4 years, and those who live in Somerton Park, Glenelg, Glenelg North, and Glenelg South. Those residents who are more unsupportive than the average are aged 55+ years, low income earners (less than \$50,000pa), those who have lived in the area for 11-15 years and more than 20 years, and those living in Brighton, North Brighton, Hove, Kingston Park, Seacliff and Seacliff Park.

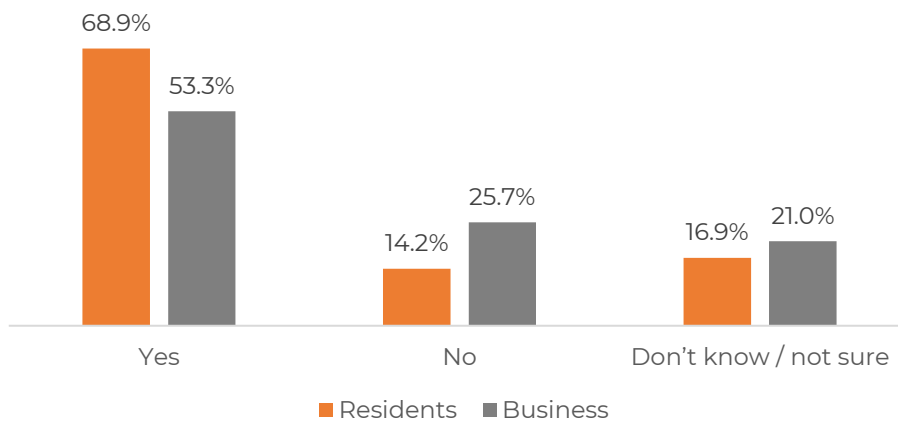
Those businesses that are more supportive than the average are Glenelg and Brighton businesses, those who have operated in the area for less than 4 years, and 11-15 years, businesses with 1 employee or 50 -99, those businesses with a turnover of less than \$2 million pa, and \$5 million +pa, and those in professional, scientific, and technical services and rental, hiring and real estate services. Those businesses that are more unsupportive than the average are businesses in Somerton Park, Glenelg East, North and South, North Brighton, and Hove, those who have operated for 5-10 years and 16-20 years, those employing 20-49 people and 100-199, and those in accommodation & food services, retail and wholesale trade, arts & recreation services, and education & training.

Residents		
Unsupportive	Neutral	Supportive

36.8%	13.9%	49.2%
Businesses		
Unsupportive	Neutral	Supportive
38.1%	24.8%	37.1%
Combined total		
Unsupportive	Neutral	Supportive
37.1%	16.2%	46.7%

Q17: Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?
 (Business survey Q17. Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay?)

Do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?



Significantly more residents than businesses see this upgrade as a benefit to all residents living in the area.

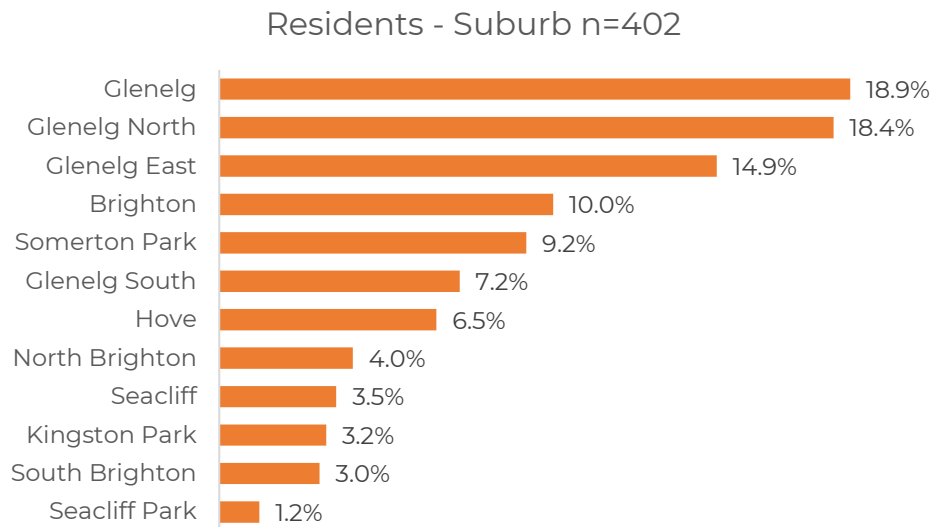
Those residents more likely to think there is a long-term benefit are females, those aged 25-54 years, those who are employed full or part-time, high-income earners (earning \$100,000pa+), and those living in Somerton Park, Glenelg, and Glenelg East.

Those businesses more likely to think there is a long-term benefit for residents are those operating in Glenelg and Brighton, those businesses that have operated for less than 10 years in the area,

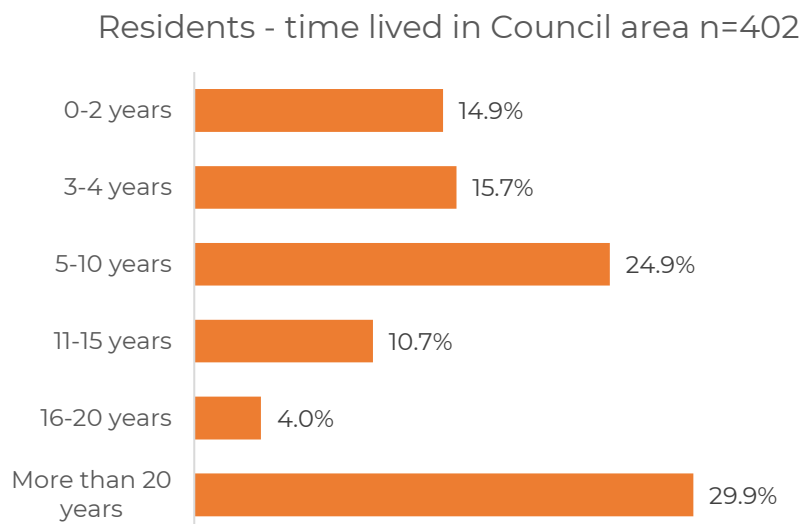
businesses that employ one person and 20-99 people, those with turnovers of \$1-\$2 million pa, and \$10million+pa, and those in construction, manufacturing, and rental, hiring and real estate services.

Resident demographics

Q4: Which suburb do you live in?

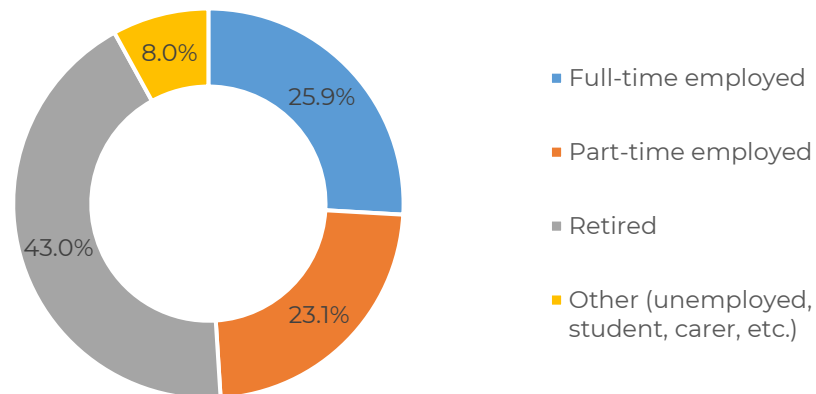


Q5: How long have you lived in the City of Holdfast Bay?



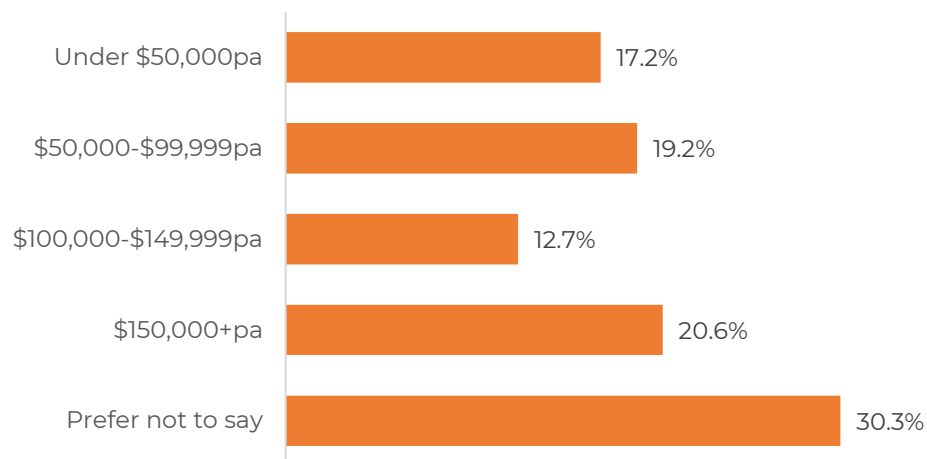
Q18: Which of the following best represents your employment status?

Resident employment status n=402



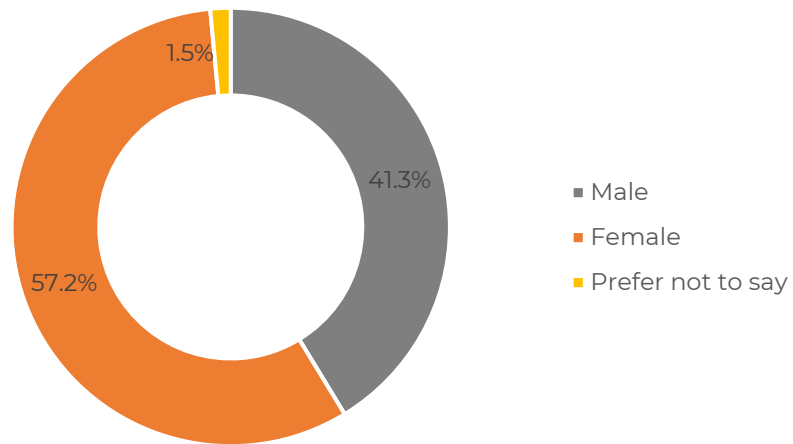
Q19: What is your gross household income?

Residents - Household income n=402



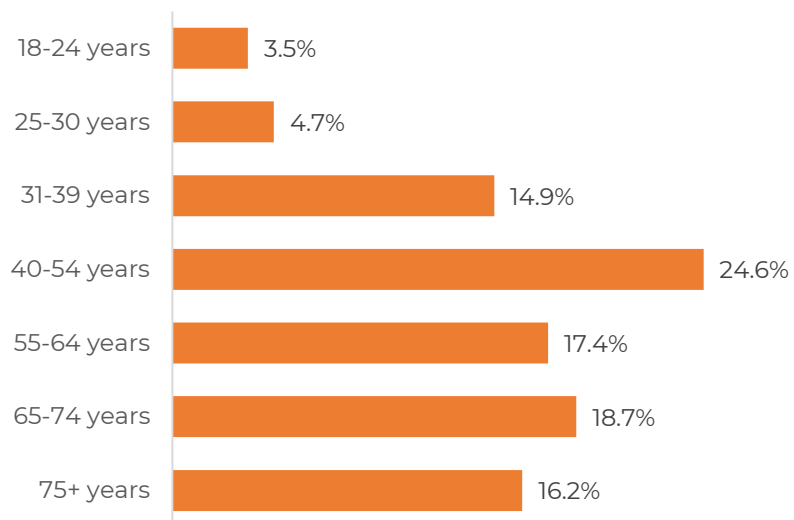
Q20: What is your gender?

Residents - Gender n=402



Q21: In which age bracket do you belong?

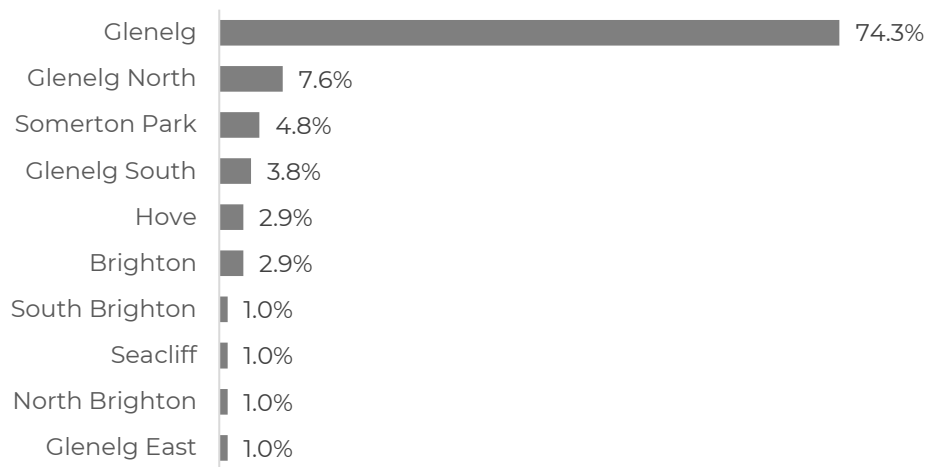
Residents - Age n=402



Business demographics

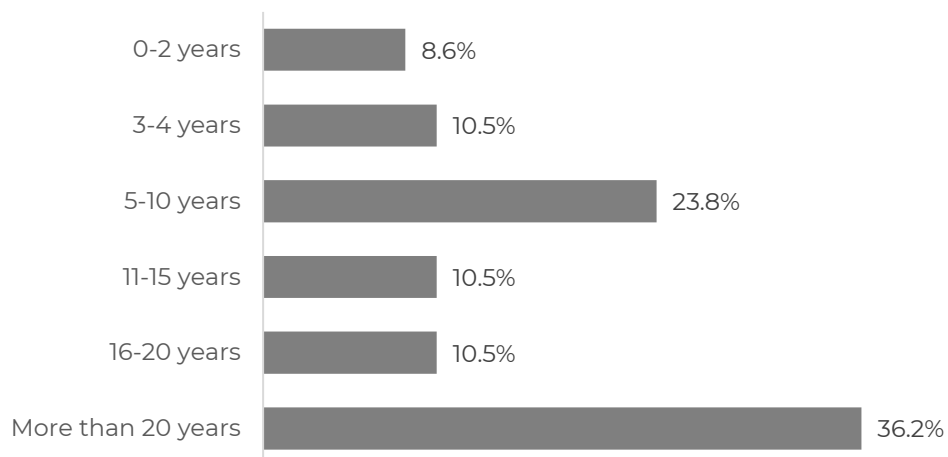
Q2: Which suburb does your main business operate from?

Businesses - Suburb n=105



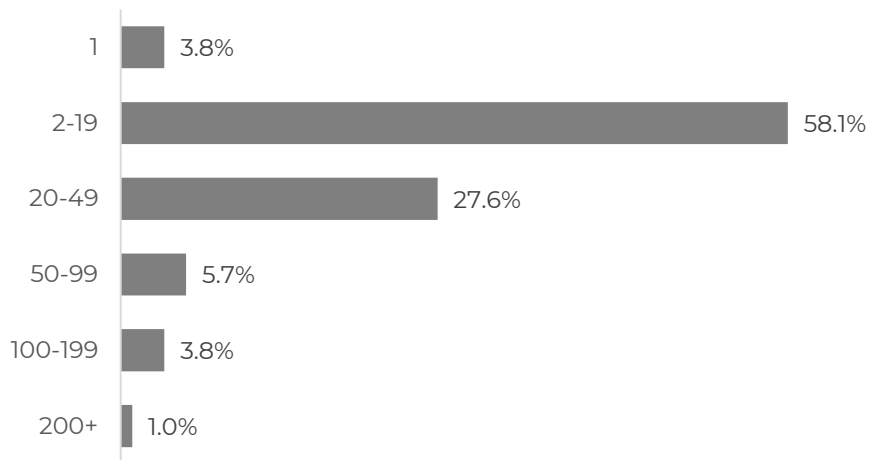
Q3: How long have you been in business in the City of Holdfast Bay?

Business - length of operation n=105



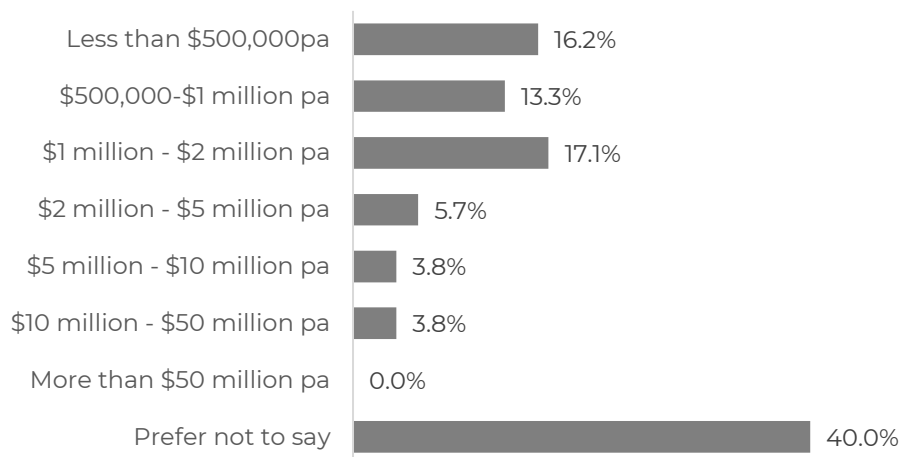
Q17: How many people (including management and owners) does your business employ?

Business - size by employment n=105



Q18: What is your annual turnover range?

Business - size by employment n=105



Q19: What industry sector do you fall into? Please choose all that apply.

Businesses - Industry sector n=105



5. Resident Survey - Questionnaire

Hello, my name is _____, from Intuito Market Research.

We are conducting a survey among residents of the City of Holdfast Bay for the Council. The survey is about the newly announced project to transform Jetty Road, Glenelg that is due to start later this year and continue over the next three years in a staged approach.

The Transforming Jetty Road, Glenelg project will deliver a modern, safe and vibrant coastal shopping, dining and entertainment precinct which caters to the needs of the local community while offering visitors to the Bay a world-class tourism and events destination. The redevelopment will cost a total of \$40 million. The Australian Government has committed \$10 million towards it and Council will be required to fund the balance. We would like your views on the redevelopment.

The survey should only take around 5 minutes to complete and we thank you in advance for your time.

Please note your responses will be 100% anonymous and confidential. Intuito Market Research abides by The Research Society's Privacy Code for Market and Social Research. All data gathered will be treated with the strictest confidentiality and will only be used for research purposes. Intuito is a member of The Research Society and works to the highest privacy standards.

Screener:

Q1: Are you aged over 18?

- Yes
- No (cease interview)

Q2: Do you live in the City of Holdfast Bay? (Single response.)

- I am a resident
- I am a resident and a business owner both in the City of Holdfast Bay
- I am neither (cease interview)

Q3: Are you or your household ratepayers? (Single response.)

- Yes
- No, I rent
- Don't know / not sure

Q4: Which suburb do you live in? (Single response.)

- Brighton
- North Brighton
- South Brighton
- Glenelg
- Glenelg East
- Glenelg North
- Glenelg South
- Hove
- Kingston Park
- Seacliff
- Seacliff Park
- Somerton Park

Q5: How long have you lived in the City of Holdfast Bay? (Single response.)

- 0-2 years
- 3-4 years
- 5-10 years
- 11-15 years
- 16-20 years
- More than 20 years

Q6: Were you aware before now that this upgrade had been announced? (Single response.)

- Yes
- No
- Don't know / not sure

Q7: How often do you visit Jetty Road, Glenelg? (Single response.)

- Daily (go to Q9)
- Few times a week (go to Q9)
- Weekly (go to Q9)
- Every 2 to 3 weeks (go to Q9)
- Monthly (go to Q8)
- Every few months (go to Q8)
- Twice a year (go to Q8)
- Yearly (go to Q8)
- Never (go to Q8)

Q8: You stated that you only visit monthly or less often, why don't you visit Jetty Road, Glenelg more often?

Q9: Which of the following would encourage you to visit more often? Choose all that apply. (Multiple response, randomised)

- Cleaner / had a facelift / looks more appealing
- Better selection of shops / services / facilities and activities
- Less empty shops
- Easier parking
- Safer environment
- More accessible / easier to get around / improved pedestrian crossings
- Less crowded / busy
- More events and activities
- Other (please specify) _____

Q10: Do you personally believe that Jetty Road, Glenelg needs an upgrade? (Single response.)

- Yes
- No

- Don't know / not sure

The objective of the transformation of Jetty Road is to create a more accessible, attractive, safer mainstreet that is modern, can cater for events and has better pedestrian and traffic flow.

Q11: Which of the following do you think are necessary improvements to Jetty Road, Glenelg? Choose all that apply. (Multiple response, randomised)

- Safer / easier for pedestrians
- Improved pedestrian crossings
- Widened footpaths to reduce congestion
- Improved traffic flow (e.g. slower traffic to improve street ambiance)
- Improved safety / lighting
- Improved public spaces with open space for activities
- More trees and plants
- More public art
- Better parking options
- Development of laneways and side streets
- Maintenance of the existing heritage and character of Jetty Road Glenelg
- More things to do (events, activities, etc.)
- Improved stormwater infrastructure
- None of the above

Q12: On a scale of 0 to 10, how supportive are you of the Transforming Jetty Road, Glenelg project?

Not supportive at all
0 1 2 3 4 5 6 7 8 9 10 D/K
Extremely supportive

Q13: You rated your level of support 7 or higher, why are you supportive?
Open ended.

Q14: You rated your level of support 6 or lower, why are you not supportive?
Open ended.

Q15: If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often? (Single response.)

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely

Q16: Council is proposing an increase to rates of 2.3% (\$41 for the average household) next year to **specifically** fund this project.

Council anticipates an increase at this similar level for two more years to fund the Jetty Road project. How supportive are you of this? (Single response.)

Please note that this proposed rate increase would be in addition to annual rate increases aligned with Adelaide CPI which for the next financial year is a proposed 4.8%.

- Extremely supportive
- Somewhat supportive
- Neither supportive nor unsupportive
- Somewhat unsupportive
- Extremely unsupportive

Q17: Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay? (Single response.)

- Yes
- No
- Don't know / not sure

Demographics

And now some questions about you to help us understand the cross-section of people in our sample.

Q18: Which of the following best represents your employment status? (Single response.)

- Full-time employed
- Part-time employed
- Retired
- Other (unemployed, student, carer, etc.)

Q19: What is your gross household income? (Single response.)

- Under \$50,000pa
- \$50,000-\$99,999pa
- \$100,000-\$149,999pa
- \$150,000+pa
- Prefer not to say

Q20: What is your gender? (Single response.)

- Male
- Female
- Non-binary
- Prefer not to say

Q21: In which age bracket do you belong? (Single response.)

- 18-24 years
- 25-30 years
- 31-39 years
- 40-54 years
- 55-64 years

-
- 64-75 years
 - 75+ years

Thank you for completing this survey with us today.

6. Business Survey - Questionnaire

We are conducting a survey among businesses of the City of Holdfast Bay for the Council. The survey is about the newly announced project to transform Jetty Road, Glenelg that is due to start later this year and continue over the next three years in a staged approach.

The Transforming Jetty Road, Glenelg project will deliver a modern, safe and vibrant coastal shopping, dining and entertainment precinct which caters to the needs of the local community while offering visitors to the Bay a world-class tourism and events destination. The redevelopment will cost a total of \$40 million. The Australian Government has committed \$10 million towards it and Council will be required to fund the balance. We would like your views on the redevelopment.

The survey should only take around 5 minutes to complete and we thank you in advance for your time.

Please note your responses will be 100% anonymous and confidential. Intuito Market Research abides by The Research Society's Privacy Code for Market and Social Research. All data gathered will be treated with the strictest confidentiality and will only be used for research purposes. Intuito is a member of The Research Society and works to the highest privacy standards.

Screener:

Q1: Are you a business owner in the City of Holdfast Bay? (Single response)

- I am a business owner of a City of Holdfast Bay business?
- I am a resident and a business owner both in the City of Holdfast Bay.
- I work for a business in the City of Holdfast Bay.
- I am not associated with a business in the City of Holdfast Bay.

Q2: Which suburb does your main business operate from? (Single response)

- Brighton
- North Brighton
- South Brighton
- Glenelg
- Glenelg East
- Glenelg North
- Glenelg South
- Hove
- Kingston Park
- Seacliff
- Seacliff Park
- Somerton Park

Q3: How long have you been in business in the City of Holdfast Bay? (Single response)

- 0-2 years
- 3-4 years
- 5-10 years
- 11-15 years
- 16-20 years

-
- More than 20 years

Q4: Were you aware before now that this up-grade had been announced?
(Single response)

- Yes
- No
- Don't know / not sure

Q5: How often would you visit Jetty Road, Glenelg? (Single response)

- Daily (go to Q7)
- Few times a week (go to Q7)
- Weekly (go to Q7)
- Every 2 to 3 weeks (go to Q7)
- Monthly (go to Q6)
- Every few months (go to Q6)
- Twice a year (go to Q6)
- Yearly (go to Q6)
- Never (go to Q6)
- I work on Jetty Road (go to Q8)

Q6: Why don't you visit Jetty Road, Glenelg more often?

Q7: Which of the following would encourage you to visit more often?
Choose all that apply. (Multiple response, randomised)

- Cleaner / had a facelift / looks more appealing
- Better selection of shops / services / facilities and activities
- Less empty shops
- Easier parking
- Safer environment
- More accessible / easier to get around / improved pedestrian crossings
- Less crowded / busy
- More events and activities
- Other (please specify) _____

Q8: Which of the following do you think would encourage people to visit more often? Choose all that apply. (Multiple response, randomised)

- Cleaner / had a facelift / looks more appealing
- Better selection of shops / services / facilities and activities
- Less empty shops
- Easier parking
- Safer environment
- More accessible / easier to get around / improved pedestrian crossings
- Less crowded / busy
- More events and activities

Other (please specify) _____

Q9: Do you personally believe that Jetty Road, Glenelg needs an upgrade?
(Single response)

- Yes
- No
- Don't know / not sure

The objective of the transformation of Jetty Road is to create a more accessible, attractive, safer mainstreet that is modern, can cater for events and has better pedestrian and traffic flow.

Q10: Which of the following do you think are necessary improvements to Jetty Road, Glenelg. Choose all that apply. (Multiple response, randomised)

- Safer / easier for pedestrians
- Improved pedestrian crossings
- Widened footpaths to reduce congestion
- Improved traffic flow (e.g. slower traffic to improve street ambiance)
- Improved safety / lighting
- Improved public spaces with open space for activities
- More trees and plants
- More public art
- Better parking options
- Development of laneways and side streets
- Maintenance of the existing heritage and character of Jetty Road Glenelg
- More things to do (events, activities, etc.)
- Improved stormwater infrastructure
- All the above
- None of the above

Q11: On a scale of 0 to 10, how supportive are you of this Jetty Road, Glenelg project?

Not supportive at all
0 1 2 3 4 5 6 7 8 9 10 D/K
Extremely supportive

Q12: You rated your level of support 7 or higher, why are you supportive?
Open ended.

Q13: You rated your level of support 6 or lower, why are you not supportive?
Open ended.

Q14: If the upgrade is completed, how likely do you think people will visit Jetty Road, Glenelg more often? (Single response)

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely
- I work on Jetty Road Glenelg

Q15: Council is proposing an increase to rates of 2.3% next year to **specifically** fund this project.

Council anticipates an increase at this similar level for two more years to fund the Jetty Road project. How supportive are you of this? (Single response.)

Please note that this proposed rate increase would be in addition to annual rate increases aligned with Adelaide CPI which for the next financial year is a proposed 4.8%.

- Extremely supportive
- Somewhat supportive
- Neither supportive nor unsupportive
- Somewhat unsupportive
- Extremely unsupportive

Q16: Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay? (Single response)

- Yes
- No
- Don't know / not sure

Demographics

And now some questions about your business to help us understand the cross-section of businesses in our sample.

Q17: How many people (including management and owners) does your business employ? (Single response)

- 1
- 2-19
- 20-49
- 50-99
- 110-199
- 200+

Q18: What is your annual turnover range? (Single response)

- Less than \$500,000pa
- \$500,000-\$1 million pa
- \$1 million - \$2 million pa
- \$2 million - \$5 million pa
- \$5 million - \$10 million pa
- \$10 million - \$50 million pa

-
- More than \$50 million pa
 - Prefer not to say

Q19: What industry sector do you fall into? Please choose all that apply.

- Accommodation & food service
- Administration and support services
- Arts & recreation services
- Construction
- Education & training
- Electricity, gas, water, or waste services
- Financial and insurance services
- Health care and social assistance
- Information media & telecommunications
- Manufacturing
- Professional, scientific & technical services
- Public administration & safety
- Rental, hiring & real estate services
- Retail trade
- Transport, postage & warehousing
- Wholesale trade
- Other (please specify) _____

Thank you for completing our survey today.

Community engagement on the Jetty Road Glenelg Master Plan

Resident Survey Tabulations

City of Holdfast Bay

24 May 2024

Intujito
MARKET RESEARCH



Contents

1. Tabulations	3
2. Questionnaire	41

1. Tabulations

Q1: Are you aged over 18?

Are you aged over 18 and willing to participate in this survey?	Yes	402
		100.0%
	No	0
		0.0%
	Total	402
		100.0%

Q2: Do you live in the City of Holdfast Bay?

Do you live in the City of Holdfast Bay?	I am a resident	401
		99.8%
	I am a resident and a business owner both in the City of Holdfast Bay	1
		0.2%
	I am neither	0
		0.0%
	Total	402
		100.0%

Q3: Are you or your household ratepayers?

Are you or your household ratepayers?	Yes	402
		100.0%
	No, I rent	0
		0.0%
	Don't know / not sure	0
		0.0%
	Total	402
		100.0%

Q4: Which suburb do you live in?

Which suburb do you live in?	Brighton	40
		10.0%
	Glenelg	76
		18.9%
	Glenelg East	60
		14.9%
	Glenelg North	74
		18.4%
	Glenelg South	29
		7.2%
	Hove	26
		6.5%
	Kingston Park	13
		3.2%
	North Brighton	16

	4.0%
Seacliff	14
	3.5%
Seacliff Park	5
	1.2%
Somerton Park	37
	9.2%
South Brighton	12
	3.0%
Total	402
	100.0%

Q5: How long have you lived in the City of Holdfast Bay?

How long have you lived in the City of Holdfast Bay?	0-2 years	60
		14.9%
	3-4 years	63
		15.7%
	5-10 years	100
		24.9%
	11-15 years	43
		10.7%
	16-20 years	16
		4.0%
	More than 20 years	120
		29.9%
Total		402
		100.0%

Q6: Were you aware before now that this upgrade had been announced?

Were you aware before now that this upgrade had been announced?	Yes	277
		68.9%
	No	109
		27.1%
	Don't know / not sure	16
		4.0%
Total		402
		100.0%

		Which suburb do you live in?												
		Somerton Park	Glene lg	Glene lg East	Glene lg North	Glene lg South	Brighton	North Brighton	South Brighton	Hove	Kingston Park	Seacliff	Seacliff Park	Total
Were you aware before now that this	Yes	23	57	49	61	23	18	7	5	13	9	9	3	277
		62.2%	75.0%	81.7%	82.4%	79.3%	45.0%	43.8%	41.7%	50.0%	69.2%	64.3%	60.0%	68.9%
	No	12	16	11	12	6	19	7	5	11	3	5	2	109
		32.4%	21.1%	18.3%	16.2%	20.7%	47.5%	43.8%	41.7%	42.3%	23.1%	35.7%	40.0%	27.1%
		2	3	0	1	0	3	2	2	2	1	0	0	16

upgrade had been announced?	Don't know / not sure	5.4%	3.9%	0.0%	1.4%	0.0%	7.5%	12.5%	16.7%	7.7%	7.7%	0.0%	0.0%	4.0%
Total		37	76	60	74	29	40	16	12	26	13	14	5	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you lived in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
Were you aware before now that this upgrade had been announced?	Yes	37	36	67	29	10	98	277
		61.7%	57.1%	67.0%	67.4%	62.5%	81.7%	68.9%
	No	22	23	29	14	4	17	109
		36.7%	36.5%	29.0%	32.6%	25.0%	14.2%	27.1%
	Don't know / not sure	1	4	4	0	2	5	16
		1.7%	6.3%	4.0%	0.0%	12.5%	4.2%	4.0%
	Total	60	63	100	43	16	120	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Employment status					Total
		Full-time employed	Part-time employed	Retired	Other (unemployed, student, carer, etc)		
Were you aware before now that this upgrade had been announced?	Yes	72	60	138	7	277	
		69.2%	64.5%	79.8%	21.9%	68.9%	
	No	30	27	32	20	109	
		28.8%	29.0%	18.5%	62.5%	27.1%	
	Don't know / not sure	2	6	3	5	16	
		1.9%	6.5%	1.7%	15.6%	4.0%	
	Total	104	93	173	32	402	
		100.0%	100.0%	100.0%	100.0%	100.0%	

		Household Income					Total
		Under \$50,000pa	\$50,000-\$99,999pa	\$100,000-\$149,999pa	\$150,000+pa	Prefer not to say	
Were you aware before now that this upgrade had been announced?	Yes	53	50	31	68	75	277
		76.8%	64.9%	60.8%	81.9%	61.5%	68.9%
	No	13	24	17	13	42	109
		18.8%	31.2%	33.3%	15.7%	34.4%	27.1%
	Don't know / not sure	3	3	3	2	5	16
		4.3%	3.9%	5.9%	2.4%	4.1%	4.0%
	Total	69	77	51	83	122	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Gender			Total
		Male	Female	Prefer not to say	
Were you aware before now that this upgrade had been announced?	Yes	111	161	5	277
		66.9%	70.0%	83.3%	68.9%
	No	45	63	1	109
		27.1%	27.4%	16.7%	27.1%
	Don't know / not sure	10	6	0	16
		6.0%	2.6%	0.0%	4.0%

		Total	166	230	6	402			
			100.0%	100.0%	100.0%	100.0%			
		Age							
		18-24 years	25-30 years	31-39 years	40-54 years	55-64 years	65-74 years	75+ years	Total
Were you aware before now that this upgrade had been announced?	Yes	2	8	39	64	57	58	49	277
		14.3%	42.1%	65.0%	64.6%	81.4%	77.3%	75.4%	68.9%
	No	7	11	19	31	12	15	14	109
		50.0%	57.9%	31.7%	31.3%	17.1%	20.0%	21.5%	27.1%
	Don't know / not sure	5	0	2	4	1	2	2	16
	35.7%	0.0%	3.3%	4.0%	1.4%	2.7%	3.1%	4.0%	
	Total	14	19	60	99	70	75	65	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q7: How often do you visit Jetty Road, Glenelg?

How often do you visit Jetty Road, Glenelg?	Daily	121
		30.1%
	Few times a week	92
		22.9%
	Weekly	93
		23.1%
	Every 2 to 3 weeks	36
		9.0%
	Monthly	25
		6.2%
	Every few months	20
		5.0%
	Twice a year	8
		2.0%
	Yearly	5
		1.2%
	Never	2
		0.5%
	Total	402
		100.0%

		Which suburb do you live in?											Total	
		Somerton Park	Glene lg	Glene lg East	Glene lg North	Glene lg South	Bright on	North Bright on	South Bright on	Hove	Kingston Park	Seacliff	Seacliff Park	Total
How often do you visit Jetty Road, Glenelg?	Daily	11	47	23	23	10	2	2	1	0	0	2	0	121
		29.7%	61.8%	38.3%	31.1%	34.5%	5.0%	12.5%	8.3%	0.0%	0.0%	14.3%	0.0%	30.1%
	Few times a week	6	11	16	25	10	8	3	1	8	3	1	0	92
		16.2%	14.5%	26.7%	33.8%	34.5%	20.0%	18.8%	8.3%	30.8%	23.1%	7.1%	0.0%	22.9%
	Weekly	10	17	20	21	8	5	2	2	4	2	2	0	93
	27.0%	22.4%	33.3%	28.4%	27.6%	12.5%	12.5%	16.7%	15.4%	15.4%	14.3%	0.0%	23.1%	
	Every 2 to 3 weeks	8	0	0	4	0	7	4	4	5	1	2	1	36
		21.6%	0.0%	0.0%	5.4%	0.0%	17.5%	25.0%	33.3%	19.2%	7.7%	14.3%	20.0%	9.0%
		0	0	0	1	1	8	1	2	4	3	4	1	25

Monthly	0.0%	0.0%	0.0%	1.4%	3.4%	20.0%	6.3%	16.7%	15.4%	23.1%	28.6%	20.0%	6.2%
Every few months	1	0	1	0	0	7	3	1	2	3	1	1	20
	2.7%	0.0%	1.7%	0.0%	0.0%	17.5%	18.8%	8.3%	7.7%	23.1%	7.1%	20.0%	5.0%
Twice a year	0	0	0	0	0	0	1	0	3	1	1	2	8
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	11.5%	7.7%	7.1%	40.0%	2.0%
Yearly	1	0	0	0	0	2	0	1	0	0	1	0	5
	2.7%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	8.3%	0.0%	0.0%	7.1%	0.0%	1.2%
Never	0	1	0	0	0	1	0	0	0	0	0	0	2
	0.0%	1.3%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Total	37	76	60	74	29	40	16	12	26	13	14	5	402
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you lived in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
How often do you visit Jetty Road, Glenelg?	Daily	22	16	29	13	4	37	121
		36.7%	25.4%	29.0%	30.2%	25.0%	30.8%	30.1%
	Few times a week	13	19	21	9	4	26	92
		21.7%	30.2%	21.0%	20.9%	25.0%	21.7%	22.9%
	Weekly	9	15	25	9	4	31	93
		15.0%	23.8%	25.0%	20.9%	25.0%	25.8%	23.1%
	Every 2 to 3 weeks	7	4	7	6	2	10	36
		11.7%	6.3%	7.0%	14.0%	12.5%	8.3%	9.0%
	Monthly	2	4	11	3	0	5	25
		3.3%	6.3%	11.0%	7.0%	0.0%	4.2%	6.2%
Every few months	5	4	5	1	1	4	20	
	8.3%	6.3%	5.0%	2.3%	6.3%	3.3%	5.0%	
Twice a year	0	1	2	1	1	3	8	
	0.0%	1.6%	2.0%	2.3%	6.3%	2.5%	2.0%	
Yearly	0	0	0	1	0	4	5	
	0.0%	0.0%	0.0%	2.3%	0.0%	3.3%	1.2%	
Never	2	0	0	0	0	0	2	
	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	
Total	60	63	100	43	16	120	402	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		Employment status				Total
		Full-time employed	Part-time employed	Retired	Other (unemployed, student, carer, etc.)	
How often do you visit Jetty Road, Glenelg?	Daily	29	28	56	8	121
		27.9%	30.1%	32.4%	25.0%	30.1%
	Few times a week	25	18	39	10	92
		24.0%	19.4%	22.5%	31.3%	22.9%
	Weekly	22	16	50	5	93
		21.2%	17.2%	28.9%	15.6%	23.1%
Every 2 to 3 weeks	12	12	9	3	36	
	11.5%	12.9%	5.2%	9.4%	9.0%	
Monthly	8	10	6	1	25	
	7.7%	10.8%	3.5%	3.1%	6.2%	
Every few months	5	7	6	2	20	

	4.8%	7.5%	3.5%	6.3%	5.0%
Twice a year	1	2	2	3	8
Yearly	0	0	5	0	5
Never	2	0	0	0	2
Total	104	93	173	32	402
	100.0%	100.0%	100.0%	100.0%	100.0%

		Household Income					Total
		Under \$50,000pa	\$50,000-\$99,999pa	\$100,000-\$149,999pa	\$150,000+pa	Prefer not to say	Total
How often do you visit Jetty Road, Glenelg?	Daily	28	18	19	31	25	121
		40.6%	23.4%	37.3%	37.3%	20.5%	30.1%
	Few times a week	15	21	14	14	28	92
		21.7%	27.3%	27.5%	16.9%	23.0%	22.9%
	Weekly	17	17	8	22	29	93
		24.6%	22.1%	15.7%	26.5%	23.8%	23.1%
	Every 2 to 3 weeks	4	7	7	7	11	36
		5.8%	9.1%	13.7%	8.4%	9.0%	9.0%
	Monthly	0	7	3	4	11	25
		0.0%	9.1%	5.9%	4.8%	9.0%	6.2%
Every few months	3	5	0	3	9	20	
	4.3%	6.5%	0.0%	3.6%	7.4%	5.0%	
Twice a year	2	0	0	2	4	8	
	2.9%	0.0%	0.0%	2.4%	3.3%	2.0%	
Yearly	0	2	0	0	3	5	
	0.0%	2.6%	0.0%	0.0%	2.5%	1.2%	
Never	0	0	0	0	2	2	
	0.0%	0.0%	0.0%	0.0%	1.6%	0.5%	
Total	69	77	51	83	122	402	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		Gender				Age							Total
		Male	Female	Prefer not to say	Total	18-24 years	25-30 years	31-39 years	40-54 years	55-64 years	65-74 years	75+ years	Total
How often do you visit Jetty Road, Glenelg?	Daily	43	77	1	121	2	6	18	29	18	24	24	121
		25.9%	33.5%	16.7%	30.1%	14.3%	31.6%	30.0%	29.3%	25.7%	32.0%	36.9%	30.1%
	Few times a week	41	50	1	92	4	6	13	17	20	19	13	92
		24.7%	21.7%	16.7%	22.9%	28.6%	31.6%	21.7%	17.2%	28.6%	25.3%	20.0%	22.9%
	Weekly	36	54	3	93	3	3	12	21	17	22	15	93
		21.7%	23.5%	50.0%	23.1%	21.4%	15.8%	20.0%	21.2%	24.3%	29.3%	23.1%	23.1%
	Every 2 to 3 weeks	15	21	0	36	1	2	7	15	4	4	3	36
		9.0%	9.1%	0.0%	9.0%	7.1%	10.5%	11.7%	15.2%	5.7%	5.3%	4.6%	9.0%
	Monthly	11	14	0	25	2	1	3	9	5	3	2	25
		6.6%	6.1%	0.0%	6.2%	14.3%	5.3%	5.0%	9.1%	7.1%	4.0%	3.1%	6.2%
Every few months	7	12	1	20	0	1	5	7	3	2	2	20	
	4.2%	5.2%	16.7%	5.0%	0.0%	5.3%	8.3%	7.1%	4.3%	2.7%	3.1%	5.0%	
Twice a year	7	1	0	8	1	0	2	1	2	0	2	8	
	4.2%	0.4%	0.0%	2.0%	7.1%	0.0%	3.3%	1.0%	2.9%	0.0%	3.1%	2.0%	
Yearly	4	1	0	5	0	0	0	0	0	1	4	5	

	2.4%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	6.2%	1.2%
Never	2	0	0	2	1	0	0	0	1	0	0	2
	1.2%	0.0%	0.0%	0.5%	7.1%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.5%
Total	166	230	6	402	14	19	60	99	70	75	65	402
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q8: You stated that you only visit monthly or less often, why don't you visit Jetty Road, Glenelg more often?

Full verbatim comments:

- All services required in Brighton
- Because it's not inspiring. It doesn't have something that motivates to go there
- Better area playgrounds for kids
- Better parking,
- Better shopping
- Better shops
- Brighton and Kingston Park a lot nicer
- Brighton more convenient. Parking not convenient. Sea pool for kids
- Brighton nicer. If Glenelg was a mall would go more
- Doesn't have the restaurants and shops that appeal to me.
- Don't like it
- Dumpy area compared to Brighton
- Empty daggy shops
- Everything is locally in Seacliff
- Happy more with Seacliff and Brighton
- Hard parking with kids
- I don't like to go there, I prefer Brighton, is closer
- I don't need to go there
- I have enough facilities in Hove
- I have everything that I need in Brighton
- Improved parking
- It's far for me. I prefer Brighton
- It's quite a long way from Seacliff and parking is not as good as it could be
- Jetty road Brighton closer
- Just for a particular clothing shop
- No attractive anymore, too crowded
- Not interested
- Not interested
- Not interested
- Not interested
- Not interested
- Not interested
- Not interested enough and no need
- Not much appeals to me, usually go with mates to Marion as there are more shops that interest me.
- Not much there to do, I go more often in summer to the beach, but not during winter.
- Not too much time
- Nothing
- Nothing down there
- Nothing there that I want
- Only for clothes shopping and Chemist Warehouse
- Only when I have visitors
- Parking
- Parking difficult
- Parking difficult and traffic
- Parking difficult. Too busy

- Parking too hard
- Public Transport difficult to get there
- Road too dangerous for cycling
- There are not too good options for me
- There is no need to go there unless there's a specific shop. I'll go to Marion instead. Parking is not good enough
- There are no shops there that I'm interested
- There's no reason to go there but cause Marion or Brighton have more options
- Too many homeless people
- Too busy, empty shops
- Too busy.
- Too dumpy
- Too hard to find a car park, too crowded, not really interested
- Too touristy
- Use Jetty Road Brighton instead
- Use Jetty Road Brighton instead

Q9: Which of the following would encourage you to visit more often? Choose all that apply.

Which of the following would encourage you to visit more often?		
Less empty shops		211
		52.8%
Easier parking		209
		52.3%
Better selection of shops / services / facilities and activities		181
		45.3%
Cleaner / had a facelift / looks more appealing		178
		44.5%
Safer environment		166
		41.5%
More accessible / easier to get around / improved pedestrian crossings		148
		37.0%
More events and activities		122
		30.5%
Less crowded / busy		55
		13.8%
Other		25
		6.3%
None of the above		17
		4.3%
Total		400
		100.0%

		Which suburb do you live in?													
		Somerton Park	Glengeld	Glengeld East	Glengeld North	Glengeld South	Brighton	North Brighton	South Brighton	Hove	Kingston Park	Seacliff	Seacliff Park	Total	
Which of the following would encourage you	Less empty shops	14	46	39	39	21	17	8	4	12	5	4	2	211	
		37.8%	60.5%	65.0%	53.4%	72.4%	42.5%	50.0%	33.3%	46.2%	38.5%	30.8%	40.0%	52.8%	
Easier parking		19	29	29	34	17	26	12	8	17	9	7	2	209	
		51.4%	38.2%	48.3%	46.6%	58.6%	65.0%	75.0%	66.7%	65.4%	69.2%	53.8%	40.0%	52.3%	

to visit more often?	Better selection of shops / services / facilities and activities	18	32	32	36	16	15	8	2	12	7	3	0	181
		48.6%	42.1%	53.3%	49.3%	55.2%	37.5%	50.0%	16.7%	46.2%	53.8%	23.1%	0.0%	45.3%
	Cleaner / had a facelift / looks more appealing	16	39	34	32	13	16	7	1	13	4	2	1	178
		43.2%	51.3%	56.7%	43.8%	44.8%	40.0%	43.8%	8.3%	50.0%	30.8%	15.4%	20.0%	44.5%
	Safer environment	15	38	34	37	15	10	5	1	7	2	1	1	166
		40.5%	50.0%	56.7%	50.7%	51.7%	25.0%	31.3%	8.3%	26.9%	15.4%	7.7%	20.0%	41.5%
	More accessible / easier to get around / improved pedestrian crossings	17	31	25	33	17	6	4	4	8	2	0	1	148
		45.9%	40.8%	41.7%	45.2%	58.6%	15.0%	25.0%	33.3%	30.8%	15.4%	0.0%	20.0%	37.0%
	More events and activities	16	26	20	23	9	8	5	3	6	2	2	2	122
		43.2%	34.2%	33.3%	31.5%	31.0%	20.0%	31.3%	25.0%	23.1%	15.4%	15.4%	40.0%	30.5%
	Less crowded / busy	0	13	9	5	4	7	6	4	3	2	2	0	55
		0.0%	17.1%	15.0%	6.8%	13.8%	17.5%	37.5%	33.3%	11.5%	15.4%	15.4%	0.0%	13.8%
	Other	1	4	3	12	0	3	1	0	1	0	0	0	25
		2.7%	5.3%	5.0%	16.4%	0.0%	7.5%	6.3%	0.0%	3.8%	0.0%	0.0%	0.0%	6.3%
	None of the above	1	2	2	3	0	2	0	1	3	0	2	1	17
		2.7%	2.6%	3.3%	4.1%	0.0%	5.0%	0.0%	8.3%	11.5%	0.0%	15.4%	20.0%	4.3%
Total		37	76	60	73	29	40	16	12	26	13	13	5	400
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you lived in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
Which of the following would encourage you to visit more often?	Less empty shops	21	35	55	26	11	63	211
		35.0%	55.6%	55.6%	60.5%	68.8%	52.9%	52.8%
	Easier parking	27	39	52	28	5	58	209
		45.0%	61.9%	52.5%	65.1%	31.3%	48.7%	52.3%
	Better selection of shops / services / facilities and activities	19	32	49	20	8	53	181
		31.7%	50.8%	49.5%	46.5%	50.0%	44.5%	45.3%
	Cleaner / had a facelift / looks more appealing	15	34	54	19	9	47	178
		25.0%	54.0%	54.5%	44.2%	56.3%	39.5%	44.5%
	Safer environment	21	29	41	22	5	48	166
		35.0%	46.0%	41.4%	51.2%	31.3%	40.3%	41.5%
		15	24	42	16	3	48	148

More accessible / easier to get around / improved pedestrian crossings	25.0%	38.1%	42.4%	37.2%	18.8%	40.3%	37.0%
More events and activities	21 35.0%	25 39.7%	27 27.3%	15 34.9%	7 43.8%	27 22.7%	122 30.5%
Less crowded / busy	8 13.3%	8 12.7%	17 17.2%	7 16.3%	1 6.3%	14 11.8%	55 13.8%
Other	4 6.7%	3 4.8%	9 9.1%	5 11.6%	1 6.3%	3 2.5%	25 6.3%
None of the above	4 6.7%	1 1.6%	5 5.1%	0 0.0%	0 0.0%	7 5.9%	17 4.3%
Total	60 100.0%	63 100.0%	99 100.0%	43 100.0%	16 100.0%	119 100.0%	400 100.0%

		Employment status					Total
		Full-time employed	Part-time employed	Retired	Other (unemployed, student, carer, etc.)		
Which of the following would encourage you to visit more often?	Less empty shops	50 48.5%	45 48.4%	97 56.4%	19 59.4%	211 52.8%	
	Easier parking	54 52.4%	62 66.7%	74 43.0%	19 59.4%	209 52.3%	
	Better selection of shops / services / facilities and activities	46 44.7%	55 59.1%	68 39.5%	12 37.5%	181 45.3%	
	Cleaner / had a facelift / looks more appealing	44 42.7%	45 48.4%	80 46.5%	9 28.1%	178 44.5%	
	Safer environment	40 38.8%	39 41.9%	76 44.2%	11 34.4%	166 41.5%	
	More accessible / easier to get around / improved pedestrian crossings	32 31.1%	40 43.0%	68 39.5%	8 25.0%	148 37.0%	
	More events and activities	36 35.0%	42 45.2%	28 16.3%	16 50.0%	122 30.5%	
	Less crowded / busy	20 19.4%	12 12.9%	20 11.6%	3 9.4%	55 13.8%	
	Other	7 6.8%	8 8.6%	9 5.2%	1 3.1%	25 6.3%	
	None of the above	3 2.9%	0 0.0%	13 7.6%	1 3.1%	17 4.3%	
	Total	103 100.0%	93 100.0%	172 100.0%	32 100.0%	400 100.0%	

		Gender			
		Male	Female	Prefer not to say	Total
Which of the following would encourage you to visit more often?	Less empty shops	71 43.3%	137 59.6%	3 50.0%	211 52.8%
	Easier parking	73 44.5%	133 57.8%	3 50.0%	209 52.3%
	Better selection of shops / services / facilities and activities	58 35.4%	121 52.6%	2 33.3%	181 45.3%
	Cleaner / had a facelift / looks more appealing	64 39.0%	112 48.7%	2 33.3%	178 44.5%
	Safer environment	52 31.7%	112 48.7%	2 33.3%	166 41.5%
	More accessible / easier to get around / improved pedestrian crossings	54 32.9%	91 39.6%	3 50.0%	148 37.0%
	More events and activities	45 27.4%	74 32.2%	3 50.0%	122 30.5%
	Less crowded / busy	26 15.9%	27 11.7%	2 33.3%	55 13.8%
	Other	9 5.5%	16 7.0%	0 0.0%	25 6.3%
	None of the above	12 7.3%	5 2.2%	0 0.0%	17 4.3%
	Total	164 100.0%	230 100.0%	6 100.0%	400 100.0%

		Age							Total
		18-24 years	25-30 years	31-39 years	40-54 years	55-64 years	65-74 years	75+ years	
Which of the following would encourage you to visit more often?	Less empty shops	8 57.1%	12 63.2%	28 46.7%	45 45.9%	45 64.3%	38 50.7%	35 54.7%	211 52.8%
	Easier parking	7 50.0%	11 57.9%	37 61.7%	55 56.1%	33 47.1%	38 50.7%	28 43.8%	209 52.3%
	Better selection of shops / services / facilities and activities	9 64.3%	9 47.4%	25 41.7%	50 51.0%	42 60.0%	29 38.7%	17 26.6%	181 45.3%
	Cleaner / had a facelift / looks more appealing	7 50.0%	10 52.6%	27 45.0%	44 44.9%	35 50.0%	33 44.0%	22 34.4%	178 44.5%
	Safer environment	4 28.6%	8 42.1%	25 41.7%	39 39.8%	34 48.6%	31 41.3%	25 39.1%	166 41.5%
	More accessible / easier to get around / improved pedestrian crossings	6 42.9%	5 26.3%	23 38.3%	32 32.7%	28 40.0%	27 36.0%	27 42.2%	148 37.0%
	More events and activities	11 78.6%	9 47.4%	23 38.3%	40 40.8%	12 17.1%	16 21.3%	11 17.2%	122 30.5%
	Less crowded / busy	0 0.0%	3 15.8%	9 15.0%	15 15.3%	15 21.4%	7 9.3%	6 9.4%	55 13.8%
	Other	0 0.0%	1 5.3%	5 8.3%	9 9.2%	4 5.7%	4 5.3%	2 3.1%	25 6.3%
	None of the above	1 7.1%	0 0.0%	0 0.0%	3 3.1%	0 0.0%	3 4.0%	10 15.6%	17 4.3%

Total	14	19	60	98	70	75	64	400
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Other responses included:

- Myers
- Handicap parking
- More culture shops
- Protection from rain Mosley square
- I think it should be a mall
- More extended time free parking like at Henley
- Reduced speed limit on jetty road
- Free parking
- Deal with the homelessness and safety/security of visitors
- Better and easier access blackout of Glenelg. The roads surrounding jetty road are congested and takes a long time to get out and across Brighton Road when there is something happening at Glenelg
- Less undesirable
- Less antisocial behaviour
- More pedestrians & bike rider friendly
- Shut jetty Rd to cars
- Better branded retail shops, wine bars and cafe
- Improve Moseley st crossing
- Better active transport facilities
- Less drunks begging
- A Foodland, hotel
- More sea facing cafes
- Less homeless and drug users
- More kids' stuff
- We need more resources to assist the homeless/mentally ill populations. By no means blaming them but large groups congregate begging for money, and they can be quite forceful in their approach. It makes Jetty Road feel seedy and unsafe.
- Less tram activity, bigger library
- Less expensive
- More restaurants and bars

Q10: Do you personally believe that Jetty Road, Glenelg needs an upgrade?

The objective of the transformation of Jetty Road is to create a more accessible, attractive, safer mainstreet that is modern, can cater for events and has better pedestrian and traffic flow.

Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	280
		69.7%
No	74	
	18.4%	
Don't know / not sure	48	
	11.9%	
Total	402	
	100.0%	

		Which suburb do you live in?												Total
		Somerton Park	Gleneilg	Gleneilg East	Gleneilg North	Gleneilg South	Brighton	North Brighton	South Brighton	Hove	Kingston Park	Seacliff	Seacliff Park	Total
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	28	55	44	55	20	22	11	6	19	8	8	4	280
		75.7%	72.4%	73.3%	74.3%	69.0%	55.0%	68.8%	50.0%	73.1%	61.5%	57.1%	80.0%	69.7%
	No	6	13	10	10	7	11	2	3	3	3	5	1	74
		16.2%	17.1%	16.7%	13.5%	24.1%	27.5%	12.5%	25.0%	11.5%	23.1%	35.7%	20.0%	18.4%
	Don't know / not sure	3	8	6	9	2	7	3	3	4	2	1	0	48
	8.1%	10.5%	10.0%	12.2%	6.9%	17.5%	18.8%	25.0%	15.4%	15.4%	7.1%	0.0%	11.9%	
Total		37	76	60	74	29	40	16	12	26	13	14	5	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you lived in the City of Holdfast Bay?							Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	Total	
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	38	48	70	30	13	81	280	
		63.3%	76.2%	70.0%	69.8%	81.3%	67.5%	69.7%	
	No	11	8	19	7	1	28	74	
		18.3%	12.7%	19.0%	16.3%	6.3%	23.3%	18.4%	
	Don't know / not sure	11	7	11	6	2	11	48	
	18.3%	11.1%	11.0%	14.0%	12.5%	9.2%	11.9%		
Total		60	63	100	43	16	120	402	
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		Employment status					Total
		Full-time employed	Part-time employed	Retired	Other (unemployed, student, carer, etc.)	Total	
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	74	75	112	19	280	
		71.2%	80.6%	64.7%	59.4%	69.7%	
	No	18	10	39	7	74	
		17.3%	10.8%	22.5%	21.9%	18.4%	
	Don't know / not sure	12	8	22	6	48	
	11.5%	8.6%	12.7%	18.8%	11.9%		
Total		104	93	173	32	402	
		100.0%	100.0%	100.0%	100.0%	100.0%	

		Household Income					Total
		Under \$50,000pa	\$50,000-\$99,999pa	\$100,000-\$149,999pa	\$150,000+pa	Prefer not to say	Total
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	44	52	44	69	71	280
		63.8%	67.5%	86.3%	83.1%	58.2%	69.7%
	No	17	16	5	9	27	74
		24.6%	20.8%	9.8%	10.8%	22.1%	18.4%
	Don't know / not sure	8	9	2	5	24	48
	11.6%	11.7%	3.9%	6.0%	19.7%	11.9%	
Total		69	77	51	83	122	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Gender			
		Male	Female	Prefer not to say	Total
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	99	177	4	280
		59.6%	77.0%	66.7%	69.7%
	No	38	35	1	74
	Don't know / not sure	29	18	1	48
		17.5%	7.8%	16.7%	11.9%
Total		166	230	6	402
		100.0%	100.0%	100.0%	100.0%

		Age							Total
		18-24 years	25-30 years	31-39 years	40-54 years	55-64 years	65-74 years	75+ years	
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	10	13	47	73	45	53	39	280
		71.4%	68.4%	78.3%	73.7%	64.3%	70.7%	60.0%	69.7%
	No	1	4	8	17	11	15	18	74
	Don't know / not sure	3	2	5	9	14	7	8	48
		21.4%	10.5%	8.3%	9.1%	20.0%	9.3%	12.3%	11.9%
Total		14	19	60	99	70	75	65	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q11: Which of the following do you think are necessary improvements to Jetty Road, Glenelg? Choose all that apply.

Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Improved pedestrian crossings	237
		59.0%
	Better parking options	223
		55.5%
	More trees and plants	211
		52.5%
	Maintenance of the existing heritage and character of Jetty Road Glenelg	203
		50.5%
	Safer / easier for pedestrians	198
		49.3%
	Development of laneways and side streets	186
		46.3%
	Improved traffic flow (e.g. slower traffic to improve street ambience)	182
		45.3%
	Widened footpaths to reduce congestion	167
		41.5%
	Improved safety / lighting	138
		34.3%
	Improved public spaces with open space for activities	123
		30.6%
	More things to do (events, activities, etc.)	116
		28.9%
	More public art	89
		22.1%
	Improved stormwater infrastructure	47
		11.7%

None of the above	18
	4.5%
Total	402
	100.0%

		Which suburb do you live in?												
		Somert on Park	Glene lg	Glene lg East	Glene lg North	Glene lg South	Bright on	North Bright on	South Bright on	Hove	Kingst on Park	Seacl iff Park	Seacl iff Park	Total
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Improved pedestrian crossings	20	55	35	43	23	18	11	8	13	5	5	1	237
		54.1%	72.4%	58.3%	58.1%	79.3%	45.0%	68.8%	66.7%	50.0%	38.5%	35.7%	20.0%	59.0%
	Better parking options	23	33	30	37	19	23	11	9	16	8	10	4	223
		62.2%	43.4%	50.0%	50.0%	65.5%	57.5%	68.8%	75.0%	61.5%	61.5%	71.4%	80.0%	55.5%
	More trees and plants	20	38	33	41	23	13	10	5	13	8	5	2	211
		54.1%	50.0%	55.0%	55.4%	79.3%	32.5%	62.5%	41.7%	50.0%	61.5%	35.7%	40.0%	52.5%
	Maintenance of the existing heritage and character of Jetty Road Glenelg	14	46	40	41	19	10	7	5	7	7	5	2	203
		37.8%	60.5%	66.7%	55.4%	65.5%	25.0%	43.8%	41.7%	26.9%	53.8%	35.7%	40.0%	50.5%
	Safer / easier for pedestrians	22	39	34	38	18	11	9	6	14	2	5	0	198
		59.5%	51.3%	56.7%	51.4%	62.1%	27.5%	56.3%	50.0%	53.8%	15.4%	35.7%	0.0%	49.3%
	Development of laneways and side streets	15	43	33	38	17	13	5	4	11	4	2	1	186
		40.5%	56.6%	55.0%	51.4%	58.6%	32.5%	31.3%	33.3%	42.3%	30.8%	14.3%	20.0%	46.3%
	Improved traffic flow (e.g. slower traffic to improve street ambiance)	19	35	31	36	15	16	4	6	8	4	5	3	182
		51.4%	46.1%	51.7%	48.6%	51.7%	40.0%	25.0%	50.0%	30.8%	30.8%	35.7%	60.0%	45.3%
	Widened footpaths to reduce congestion	17	37	30	35	14	12	5	4	8	4	0	1	167
		45.9%	48.7%	50.0%	47.3%	48.3%	30.0%	31.3%	33.3%	30.8%	30.8%	0.0%	20.0%	41.5%
Improved safety / lighting	9	39	26	24	13	9	3	4	8	2	1	0	138	
	24.3%	51.3%	43.3%	32.4%	44.8%	22.5%	18.8%	33.3%	30.8%	15.4%	7.1%	0.0%	34.3%	
Improved public spaces with open space for activities	10	22	21	29	11	11	4	4	6	4	1	0	123	
	27.0%	28.9%	35.0%	39.2%	37.9%	27.5%	25.0%	33.3%	23.1%	30.8%	7.1%	0.0%	30.6%	
	8	25	22	24	8	8	6	3	5	4	1	2	116	

More things to do (events, activities, etc.)	21.6%	32.9%	36.7%	32.4%	27.6%	20.0%	37.5%	25.0%	19.2%	30.8%	7.1%	40.0%	28.9%
More public art	8	23	19	17	7	1	2	2	4	4	1	1	89
	21.6%	30.3%	31.7%	23.0%	24.1%	2.5%	12.5%	16.7%	15.4%	30.8%	7.1%	20.0%	22.1%
Improved stormwater infrastructure	2	22	8	10	3	0	0	0	1	0	0	1	47
	5.4%	28.9%	13.3%	13.5%	10.3%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	20.0%	11.7%
None of the above	2	2	2	2	1	3	2	1	2	0	1	0	18
	5.4%	2.6%	3.3%	2.7%	3.4%	7.5%	12.5%	8.3%	7.7%	0.0%	7.1%	0.0%	4.5%
Total	37	76	60	74	29	40	16	12	26	13	14	5	402
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you lived in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Improved pedestrian crossings	34	43	55	27	9	69	237
		56.7%	68.3%	55.0%	62.8%	56.3%	57.5%	59.0%
	Better parking options	30	39	54	28	9	63	223
		50.0%	61.9%	54.0%	65.1%	56.3%	52.5%	55.5%
	More trees and plants	18	41	56	24	10	62	211
		30.0%	65.1%	56.0%	55.8%	62.5%	51.7%	52.5%
	Maintenance of the existing heritage and character of Jetty Road Glenelg	19	31	52	25	10	66	203
		31.7%	49.2%	52.0%	58.1%	62.5%	55.0%	50.5%
	Safer / easier for pedestrians	28	32	45	24	7	62	198
		46.7%	50.8%	45.0%	55.8%	43.8%	51.7%	49.3%
	Development of laneways and side streets	22	30	50	22	7	55	186
		36.7%	47.6%	50.0%	51.2%	43.8%	45.8%	46.3%
	Improved traffic flow (e.g. slower traffic to improve street ambiance)	25	29	51	22	8	47	182
		41.7%	46.0%	51.0%	51.2%	50.0%	39.2%	45.3%
	Widened footpaths to reduce congestion	20	34	39	19	7	48	167
		33.3%	54.0%	39.0%	44.2%	43.8%	40.0%	41.5%
Improved safety / lighting	16	25	34	11	5	47	138	
	26.7%	39.7%	34.0%	25.6%	31.3%	39.2%	34.3%	
Improved public spaces with open space for activities	17	20	32	14	6	34	123	
	28.3%	31.7%	32.0%	32.6%	37.5%	28.3%	30.6%	
More things to do (events, activities, etc.)	15	25	29	11	6	30	116	
	25.0%	39.7%	29.0%	25.6%	37.5%	25.0%	28.9%	
More public art	7	12	28	6	4	32	89	
	11.7%	19.0%	28.0%	14.0%	25.0%	26.7%	22.1%	
Improved stormwater infrastructure	7	4	11	4	4	17	47	
	11.7%	6.3%	11.0%	9.3%	25.0%	14.2%	11.7%	
None of the above	2	2	5	0	2	7	18	

	3.3%	3.2%	5.0%	0.0%	12.5%	5.8%	4.5%
Total	60	63	100	43	16	120	402
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Employment status					Total
		Full-time employed	Part-time employed	Retired	Other (unemployed, student, carer, etc.)		
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Improved pedestrian crossings	61	48	109	19	237	
		58.7%	51.6%	63.0%	59.4%	59.0%	
	Better parking options	58	56	87	22	223	
		55.8%	60.2%	50.3%	68.8%	55.5%	
	More trees and plants	49	51	95	16	211	
		47.1%	54.8%	54.9%	50.0%	52.5%	
	Maintenance of the existing heritage and character of Jetty Road Glenelg	39	48	104	12	203	
		37.5%	51.6%	60.1%	37.5%	50.5%	
	Safer / easier for pedestrians	54	45	91	8	198	
		51.9%	48.4%	52.6%	25.0%	49.3%	
	Development of laneways and side streets	41	41	89	15	186	
		39.4%	44.1%	51.4%	46.9%	46.3%	
	Improved traffic flow (e.g. slower traffic to improve street ambiance)	42	46	85	9	182	
		40.4%	49.5%	49.1%	28.1%	45.3%	
	Widened footpaths to reduce congestion	37	39	80	11	167	
		35.6%	41.9%	46.2%	34.4%	41.5%	
Improved safety / lighting	35	35	61	7	138		
	33.7%	37.6%	35.3%	21.9%	34.3%		
Improved public spaces with open space for activities	33	35	43	12	123		
	31.7%	37.6%	24.9%	37.5%	30.6%		
More things to do (events, activities, etc.)	39	37	27	13	116		
	37.5%	39.8%	15.6%	40.6%	28.9%		
More public art	22	17	40	10	89		
	21.2%	18.3%	23.1%	31.3%	22.1%		
Improved stormwater infrastructure	7	7	29	4	47		
	6.7%	7.5%	16.8%	12.5%	11.7%		
None of the above	2	2	13	1	18		
	1.9%	2.2%	7.5%	3.1%	4.5%		
Total	104	93	173	32	402		
	100.0%	100.0%	100.0%	100.0%	100.0%		

		Household Income					Total
		Under \$50,000pa	\$50,000-\$99,999pa	\$100,000-\$149,999pa	\$150,000+ pa	Prefer not to say	
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Improved pedestrian crossings	46	48	32	46	65	237
		66.7%	62.3%	62.7%	55.4%	53.3%	59.0%
	Better parking options	34	41	33	48	67	223
		49.3%	53.2%	64.7%	57.8%	54.9%	55.5%
	More trees and plants	37	38	31	45	60	211
	53.6%	49.4%	60.8%	54.2%	49.2%	52.5%	
	39	36	25	45	58	203	

Maintenance of the existing heritage and character of Jetty Road Glenelg	56.5%	46.8%	49.0%	54.2%	47.5%	50.5%
Safer / easier for pedestrians	43 62.3%	31 40.3%	27 52.9%	48 57.8%	49 40.2%	198 49.3%
Development of laneways and side streets	31 44.9%	37 48.1%	26 51.0%	43 51.8%	49 40.2%	186 46.3%
Improved traffic flow (e.g. slower traffic to improve street ambiance)	29 42.0%	37 48.1%	21 41.2%	49 59.0%	46 37.7%	182 45.3%
Widened footpaths to reduce congestion	31 44.9%	34 44.2%	24 47.1%	43 51.8%	35 28.7%	167 41.5%
Improved safety / lighting	27 39.1%	22 28.6%	25 49.0%	29 34.9%	35 28.7%	138 34.3%
Improved public spaces with open space for activities	22 31.9%	20 26.0%	14 27.5%	33 39.8%	34 27.9%	123 30.6%
More things to do (events, activities, etc.)	17 24.6%	19 24.7%	15 29.4%	39 47.0%	26 21.3%	116 28.9%
More public art	19 27.5%	16 20.8%	11 21.6%	23 27.7%	20 16.4%	89 22.1%
Improved stormwater infrastructure	17 24.6%	6 7.8%	7 13.7%	10 12.0%	7 5.7%	47 11.7%
None of the above	4 5.8%	3 3.9%	0 0.0%	1 1.2%	10 8.2%	18 4.5%
Total	69 100.0%	77 100.0%	51 100.0%	83 100.0%	122 100.0%	402 100.0%

		Gender			
		Male	Female	Prefer not to say	Total
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Improved pedestrian crossings	91 54.8%	141 61.3%	5 83.3%	237 59.0%
	Better parking options	79 47.6%	141 61.3%	3 50.0%	223 55.5%
	More trees and plants	77 46.4%	131 57.0%	3 50.0%	211 52.5%
	Maintenance of the existing heritage and character of Jetty Road Glenelg	67 40.4%	135 58.7%	1 16.7%	203 50.5%
	Safer / easier for pedestrians	78 47.0%	116 50.4%	4 66.7%	198 49.3%
	Development of laneways and side streets	66 39.8%	117 50.9%	3 50.0%	186 46.3%
	Improved traffic flow (e.g. slower traffic to improve street ambiance)	59 35.5%	120 52.2%	3 50.0%	182 45.3%
	Widened footpaths to reduce congestion	60 36.1%	104 45.2%	3 50.0%	167 41.5%

Improved safety / lighting	51	85	2	138
	30.7%	37.0%	33.3%	34.3%
Improved public spaces with open space for activities	44	77	2	123
	26.5%	33.5%	33.3%	30.6%
More things to do (events, activities, etc.)	48	66	2	116
	28.9%	28.7%	33.3%	28.9%
More public art	31	57	1	89
	18.7%	24.8%	16.7%	22.1%
Improved stormwater infrastructure	15	32	0	47
	9.0%	13.9%	0.0%	11.7%
None of the above	14	3	1	18
	8.4%	1.3%	16.7%	4.5%
Total	166	230	6	402
	100.0%	100.0%	100.0%	100.0%

		Age							Total
		18-24 years	25-30 years	31-39 years	40-54 years	55-64 years	65-74 years	75+ years	
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Improved pedestrian crossings	6	12	32	60	43	45	39	237
		42.9%	63.2%	53.3%	60.6%	61.4%	60.0%	60.0%	59.0%
	Better parking options	8	15	42	54	34	37	33	223
		57.1%	78.9%	70.0%	54.5%	48.6%	49.3%	50.8%	55.5%
	More trees and plants	10	9	31	47	35	48	31	211
		71.4%	47.4%	51.7%	47.5%	50.0%	64.0%	47.7%	52.5%
	Maintenance of the existing heritage and character of Jetty Road Glenelg	3	7	25	38	51	48	31	203
		21.4%	36.8%	41.7%	38.4%	72.9%	64.0%	47.7%	50.5%
	Safer / easier for pedestrians	5	6	27	53	39	36	32	198
		35.7%	31.6%	45.0%	53.5%	55.7%	48.0%	49.2%	49.3%
	Development of laneways and side streets	8	9	23	43	35	39	29	186
		57.1%	47.4%	38.3%	43.4%	50.0%	52.0%	44.6%	46.3%
	Improved traffic flow (e.g. slower traffic to improve street ambiance)	0	7	29	46	30	41	29	182
		0.0%	36.8%	48.3%	46.5%	42.9%	54.7%	44.6%	45.3%
	Widened footpaths to reduce congestion	3	9	25	41	29	33	27	167
		21.4%	47.4%	41.7%	41.4%	41.4%	44.0%	41.5%	41.5%
	Improved safety / lighting	3	7	22	34	20	32	20	138
	21.4%	36.8%	36.7%	34.3%	28.6%	42.7%	30.8%	34.3%	
Improved public spaces with open space for activities	8	7	19	35	15	24	15	123	
	57.1%	36.8%	31.7%	35.4%	21.4%	32.0%	23.1%	30.6%	
More things to do (events, activities, etc.)	11	11	22	35	9	19	9	116	
	78.6%	57.9%	36.7%	35.4%	12.9%	25.3%	13.8%	28.9%	
More public art	4	3	12	22	19	19	10	89	
	28.6%	15.8%	20.0%	22.2%	27.1%	25.3%	15.4%	22.1%	
Improved stormwater infrastructure	1	0	5	7	8	14	12	47	
	7.1%	0.0%	8.3%	7.1%	11.4%	18.7%	18.5%	11.7%	

None of the above	2	0	2	1	2	3	8	18
	14.3%	0.0%	3.3%	1.0%	2.9%	4.0%	12.3%	4.5%
Total	14	19	60	99	70	75	65	402
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q12: On a scale of 0 to 10, how supportive are you of the Transforming Jetty Road, Glenelg project?

	0	1	2	3	4	5	6	7	8	9	10	Total
On a scale of 0 to 10, how supportive are you of the Transforming Jetty Road, Glenelg project?	8	3	7	11	13	51	22	41	77	35	128	396
	2.0%	0.8%	1.8%	2.8%	3.3%	12.9%	5.6%	10.4%	19.4%	8.8%	32.3%	100.0%

On a scale of 0 to 10, how supportive are you of the Transforming Jetty Road, Glenelg project?	7.54
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	On a scale of 0 to 10, how supportive are you of the Transforming Jetty Road, Glenelg project?	
Which suburb do you live in?		
	Somerton Park	7.81
	Glenelg	8.04
	Glenelg East	7.63
	Glenelg North	7.86
	Glenelg South	7.48
	Brighton	7.13
	North Brighton	6.63
	South Brighton	7.45
	Hove	6.80
	Kingston Park	6.50
	Seacliff	6.64
	Seacliff Park	7.60
	Total	7.54
How long have you lived in the City of Holdfast Bay?		
	0-2 years	7.65
	3-4 years	8.10
	5-10 years	7.44
	11-15 years	7.32
	16-20 years	8.93
	More than 20 years	7.18
	Total	7.54
Employment status		
	Full-time employed	8.05
	Part-time employed	8.13
	Retired	6.98
	Other (unemployed, student, carer, etc.)	7.28
	Total	7.54
Household Income		
	Under \$50,000pa	7.33
	\$50,000-\$99,999pa	7.45
	\$100,000-\$149,999pa	8.33
	\$150,000+pa	8.57
	Prefer not to say	6.66
	Total	7.54
Gender		
	Male	6.99
	Female	7.99
	Prefer not to say	6.00

	Total	7.54
Age	18-24 years	8.36
	25-30 years	8.58
	31-39 years	8.25
	40-54 years	7.89
	55-64 years	7.29
	65-74 years	7.35
	75+ years	6.37
	Total	7.54

NPS

NPS	11.94
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		NPS
Which suburb do you live in?	Somerton Park	24.32
	Glenelg	26.32
	Glenelg East	20.00
	Glenelg North	21.62
	Glenelg South	13.79
	Brighton	-10.00
	North Brighton	-6.25
	South Brighton	-8.33
	Hove	-11.54
	Kingston Park	-23.08
	Seacliff	-14.29
	Seacliff Park	20.00
	Total	11.94
How long have you lived in the City of Holdfast Bay?	0-2 years	16.67
	3-4 years	23.81
	5-10 years	11.00
	11-15 years	-2.33
	16-20 years	62.50
	More than 20 years	2.50
	Total	11.94
Employment status	Full-time employed	25.00
	Part-time employed	30.11
	Retired	-3.47
	Other (unemployed, student, carer, etc.)	.00
	Total	11.94
Household Income	Under \$50,000pa	7.25
	\$50,000-\$99,999pa	12.99
	\$100,000-\$149,999pa	39.22
	\$150,000+pa	43.37
	Prefer not to say	-18.85
	Total	11.94
Gender	Male	-3.01
	Female	23.48
	Prefer not to say	-16.67
	Total	11.94
Age	18-24 years	35.71
	25-30 years	47.37
	31-39 years	31.67
	40-54 years	19.19
	55-64 years	10.00
	65-74 years	6.67

75+ years	-24.62
Total	11.94

Q13: You rated your level of support 7 or higher, why are you supportive?
Open ended.

Full verbatim comments:

- A fresh outlook & nice safe environment for the kids to feel safe walking down Jetty Rd. There are a lot of homeless people.
- A new upgrade would be wonderful. A variety of shops would be good, Safety is a concern, it doesn't feel safe.
- A safer environment would be great with more police patrols. & greenery's
- An upgrade is in desperate need. Full shops, variety of shops. Homeless off the street. More police down on weekends.
- All for a change.
- All for a facelift
- An upgrade would be great, it is looking very tired & my kids don't feel safe down at Jetty Rd anymore. There are a lot of homeless around St Andrew s church drinking early in the day.
- Any improvement is positive
- Any progress is good. Looking very dirty & empty shops.
- Anything that keeps Glenelg alive I'm all for it,
- Area needs more events for businesses and bring people down to the area
- As I said previously, Jetty Road can feel quite unsavoury and unsafe. Friends who visit me from interstate say the exact same thing and it causes them to avoid the area. This is the main thing I feel needs to change to improve the outlook of the area. Jetty road is also incredibly tourist focused and centric. While I am aware of the merits of this, I also feel more needs to be done for those of us that live here permanently.
- As long as budget was reasonable
- At the moment Glenelg is embarrassing, it's dirty, too many empty shops, way too many nail salons, nowhere near enough gift shops, too many homeless abusing us. Glenelg used to be a premier holiday destination. Now when we have international guests to stay, we go to Broadway or drive to Jetty Road Brighton or Norwood parade. I'm embarrassed by how filthy it looks in general. People don't expect the street to be full of allied health places. It's a tourist destination, people want to browse interesting shops and purchase unique items. I live a two-minute walk and always supported local businesses when buying gifts etc, but at the moment I get in my car and drive to Jetty Road Brighton as I know it will be a pleasant experience and I'll find something I want to buy. We have lived here for over 20 years, and I'm embarrassed to say I live near Jetty Road, it's so sad. Landlords are only interested getting a high rent for themselves, not about enhancing a community feel which in turn would bring local residents back here to shop, dine and be proud to say we live here again
- Attract more people, more things for families to do
- Because Glenelg is looking a bit tired, and I believe we need less cars and more public space
- Because hopefully they will get more shops that appeal to me and cafes too.
- Because I don't feel it will increase the number of shops is good. It's need d for safety
- Because I visit Jetty Rd quite often. Where the buffalo was needs to be upgraded, at present it looks ugly.
- Because it may make the space safer while driving and walking and improve the aesthetic overall
- Because it's old; grubby; outdated; shops are breeding i.e. 4 chemists - too many nails' shops- too many services
- Because it's run down and also, it's hard to get around as a pedestrian
- Because Jetty Road is dirty, unsafe and looks 3rd world.
- Because the cost is fine. Needs to start.
- Because there are too many cars in motion that make crossing the street with a pram a necessity but very nerve-racking experience. It is the high level of traffic competing with pedestrians that I by far most resent about Jetty Road.

- Better environment for my young family.
- Better more events
- Better shopping options
- Bit run down and daggy
- Bit run down
- Brings more people to bay
- Cause I don't go there a lot
- Certainly, needs a face lift, needs a good clean
- Council upgrades are pretty good
- Create safer communities for the public. Also, more local artists a chance to display. More appealing to new generations More satisfying to publicity. Safer for the environment, more people will visit
- Currently looks old and unattractive
- Definitely need an upgrade the crossings to make it safer for pedestrians
- Depending on how much it's going to cost. It'll bring more tourists
- Desperately need upgrade
- Development always good for the community
- Don't lose CAR SPACES like Unley Road. Upgrade buildings get quality restaurants and cafes to entice people to the Bay. Empty shops degrade the area.
- Ease of movement around & attractive & attracting more people to use facilities & the area.
- Empty shops eye sore downgrades area,
- Empty shops are embarrassing
- Encourage local artists to display their work & get them to paint the brick walls. Nice to see the classic cars displays also. A good range of shops. E.g. good bookshop. Moseley street doesn't have any lights to cross, so it is incredibly dangerous.
- Feeling unsafe, more car parking, better shopping options
- For the further enjoyment of all community members.
- For me it's ok as it is
- For more safety specially crossing roads with kids
- Good to change
- Get more things closer to home
- Glenelg brings lots of tourists
- Glenelg has a lot of old shops targeting seniors and it needs an upgrade to attract the younger generation. We don't have small wine bars or cosy places to sit and relax
- Glenelg has a lot of potential but needs a big facelift with more things to do and attract people which also includes affordability
- Glenelg has a lot of visitors and needs to look more interesting
- Glenelg is a beautiful place, but it is looking run down and dirty in parts.
- Glenelg is losing its charm. If we can maintain what heritage, we have got. & the upgrade is in keeping with the old charm of Jetty Rd.
- Glenelg is the destination for tourism. Everybody knows about it. Badly needed upgrades, especially for residents and visitors. A lot of homeless people, maybe more supportive services for them.
- Good idea, needs improvement
- Good renovation required, looks tired and old
- Good to refresh the look & bring something new.
- Good tourist location
- Great for our kids to enjoy a safe & fresh look Jetty Rd.
- Great for the area & South Australia. It does need a change. & safer for our kids.
- Great for the community
- Green parking is hard with small children, homeless people
- Holdfast bay is a tourist destination so why not bring the tourists. It would be nice to see outdoor dining done properly.
- I am a long time resident & care about Glenelg & its future.
- I am all for the upgrade nice to see tourists from overseas come to a fresh-looking Jetty Rd with a variety of shops.

- I am for the upgrade but would like to see that the elderly & disabled are considered & look after in their ability to attend Jetty Rd. They also need more security & policing on the street.
- I am in Glenelg every day. I want to be proud of the space. I want my children to have a safe space to enjoy some freedom
- I am a local resident & it is time for an upgrade it is looking very tired.
- I believe it could do with a fresh look. I don't appreciate some of the undesirable hanging around Jetty Road..
- I believe it needs a facelift
- I believe jetty road needs a wider variety of shops. More events and activities. More beach front activities
- I don't know much about it but would like a fresh look.
- I don't think it is all that bad. I would like to see a facelift but not so much money spent it could be used for other things.
- I feel it would be good to offer a more modern shopping/destination experience, less cars would make it safer.
- I have been writing mails to my representative at the council about the need for improvement of the touristic places in the area. Finally, is going to happen
- I have lived here for 25 years. I love living here but there should be more seating on jetty Rd & beach front. Removal of the ugly sculpture next to the church would be excellent.
- I have lived in the bay since moving to SA in the 1980's. It was a great spectacle back then, but after the early 2000's it has just become run down and shows none of its former glory. Time to revitalise it for residents and tourists alike.
- I like a better atmosphere
- I like things to get upgrade
- I like to see Glenelg thrive. I think it is quite depressing to see lots of empty shops.
- I like to see the area bigger and improved
- I like to walk down to up on Jetty Road
- I live in Somerton Park so it would be lovely to see an upgrade.
- I live there. Tram should still go up and down but not traffic
- I love Glenelg but don't think it is meeting its potential. Too much traffic around Moseley Square and crossing Moseley Street is dangerous. Need more alfresco drinking and dining options.
- I love jetty road
- I only tend to drive through in the summer to go to the beach, I'd stay longer if it was rejuvenated.
- I think Glenelg needs a good upgrade, looking tired & dirty. There are a lot of homeless people on the street and my children don't feel safe meeting their friends for ice cream. Too many undesirables. Needs more variety of shops more gift shops too many of the same thing. More policing on weekends.
- I think a fresh look would look good. Outside tables on Jetty Road would be good as well.
- I think development is good for future generations. There are not enough public toilets.
- I think Glenelg could benefit from some upgrades to the Jetty Rd precinct, but no amount of money spent on upgrades will improve business / appeal to Glenelg if the antisocial behaviour currently happening isn't addressed.
- I think it looks old and tired. Needs to keep up with the private spend
- I think it needs a bit of a facelift.
- I think it needs a facelift and will be great in the long run, however upgrade works will be annoying. Hopefully can get them completed asap
- I think it needs an upgrade to freshen up and make it more convenient and safer for people.
- I think it will improve public interest to Glenelg.
- I think Jetty Rd is 'tired' & needs an upgrade to compete with other tourist areas. It also needs to be a bit cleaner especially in laneways e.g. Coles/toilet area. Pedestrian crossings would also add to the ease of accessing shops.
- I think looking weary & needs face lift & lots greenery.
- I think we need to jazz up Jetty Rd. It doesn't have any charisma boring shops no variety.

- I think we need to uncover & preserve our historical buildings. Jetty Rd a mall with the tram. Investigate access to water for disability.
- I work there, always hard to get a park and at night it's not always safe on the sides streets when there isn't enough lights. I'd stay and shop before my shifts if there was a greater selection.
- I would like to see a more vibrant and aesthetically attractive shopping area
- I would like to see cleanness & fresh look. I would like to see spending go towards footpaths. Mosley square appearance is currently good.
- I would like to see jetty Rd keep the old feel & character look.
- I would like to see more art to do with history of Glenelg. A nice variety of restaurants & shops. A nice fountain instead of that ugly squid which cost a lot of money. Definitely needs an upgrade. Jetty Rd looks very dirty.
- I would like to see more funky shops & restaurants.
- I would like to see more Men's wear & foot wear.
- I would like to see Mosley street to partridge street through traffic to be prevented. Only access to service vehicles & give pedestrians a lot more freedom to move around safely & easily. More trees should be planted in that area.
- I would love to see jetty road be upgraded as its part of our community: enhancing it can only bring more tourists and make it better for the locals:
- I would love to see upgrade. Jetty Rd looks very tired & dirty. It does need a facelift & it doesn't feel safe.
- I'm a resident, it's an icon, I used it and bring friends and I want more restaurants, shades, sometimes it's very crowded in pathway, toilets and amenities
- Improve for tourists
- Improve the area overall
- Improve the pedestrian access would make it safer
- Improve the traffic flow and the pedestrians crossing. It's necessary.
- Improve tourism
- Improve tourism
- Improvement anytime is good
- Improvement more tree & lighting. From the buffalo to the bridge a safety rail lower enough for kids to prevent from falling onto the rocks around the Patawalonga.
- Improvements good not at the expense of historical features
- Improving traffic necessary everywhere in this council
- In desperate need of a facelift & safe for children, A variety of shops.
- Invested in the area, want a nice street to go to with good services
- It is in desperate need of a variety of shops & to look cleaner & more parking.
- It does need an update. It's been the same for many years
- It is a bit dared
- It is known as a sea sight resort but looks very daggy & dirty. & feels unsafe.
- It is looking old & shabby it needs a facelift & done well. They need to get rid of the squid heart. It will be nice to see some flowers boxes there instead. Butterfly ugly glass is such a waste of money. Looks grotty around the toilet area near Coles.
- It is used by a lot of people, put effort on a better appearance
- It is very tired & very untidy & dirty. Homelessness is a problem.
- It just looks dirty & grim. Safety is also a concern. Are a lot of homeless around. Indigenous urinating in the street. A wine bar would be good & a variety of shops. Please no more nail shops.
- It looks a bit tired & can get very crowded during events & not very pedestrian friendly.
- It looks tired & needs a face lift.
- It looks tired dated & needs & upgrade. Monitoring the disadvantage. More police down Jetty Rd.
- It makes the area brighter & more appealing to live in the holdfast area. New shops would encourage more people to shop.
- It needs a facelift and the road to be wider

- It needs a facelift, more better parking options, more benches to sit around and enjoy the area
- It needs a good clean & update.
- It needs a good clean up & made to look fresh & inviting for international guests & locals. & make it safe.
- It needs a good clean up more parking around the library. More police to help the aborigines & homelessness. & drunken people walking down jetty Rd.
- It needs a good face lift.
- It needs a lot of thought going into this and I'm not sure if it's going to get there
- It needs a tidy up it looks depressing at the moment
- It needs an upgrade and to be cleaned up. I don't feel safe walking around after a few things I've seen
- It needs an upgrade. Specially on winter it needs more attractions
- It needs energy & better amenities for disabled young mums with prams.
- It needs improvement
- It needs the facelift, to be tidy enough
- It needs to look more appealing to encourage more people to come
- It's an investment for the future and will create employment opportunities
- It will attract visitors from Interstate
- It will help the retailers there and with more security will be nicer
- It will improve the safety of the area
- It will increase tourism, and it could be a meeting place for families
- It would be lovely to have a more vibrant & cleaner Jetty Road.
- It's a good idea
- It's a historical place and the parking is reduced
- It's already cover. It's far from me
- It's always great to improve communities
- It's an area that is tired and empty shops show that. A lot more could be done to make it more attractive
- It's an iconic Street and attracts tourism. Need to be vibrant and more attractive.
- It's becoming drab and not as appealing to shop in.
- Its dirty
- It's dirty and old and it needs fixing up
- It's good to see the council is listening to people of what's required. Tackle the empty business
- It's good to the STATE To bring more tourism
- It's got a great opportunity to be more fun for younger people, right now I end up going down to Marion with my mates, but I'd rather go to jetty Rd.
- It's great for the state, city & suburb. Appealing to everyone who visits the state and the locals can enjoy a great environment.
- It needs an upgrade & more variety of shops.
- It needs the improvement
- It needs a transformation. The shops are very touristic, there would be more options for elderly people
- It needs an improvement, bring more business and need a facelift
- It needs an improvement, needs and upgrade
- It's not clean enough, is dirty.
- It's overdue. It's important to have a good precinct
- It's pretty daggy
- It's quite boring, really hard to cross and lately there's no more new options for shops
- It's something to have to be done, but I think the council is unlikely to get it right
- It's tied and upgrade will improve it
- It's time for an improvement and for the safety
- Jetty Rd is becoming very tired. It needs an uplift, modernize it. The time frame of projects I have noticed has been very SLOW & the business can't afford to be out of action. Need to be moving a little faster these projects.

- Jetty Rd is dying. A better selection of shops. Better pedestrian crossings to make it much safer.
- Jetty Rd is looking very shabby and in need of an upgrade.
- Jetty Rd is looking very tired & needs a good clean & facelift. Too many nail shops & allied health. More gift shops would be good.
- Jetty Rd looks a bit '1950s.' This upgrade will be a huge bonus for locals and visitors
- Jetty Road is feeling old and tired so definitely feel like it needs some TLC. We love living here and it would definitely make it more comfortable for residents and visitors. We feel a little embarrassed at times that this is the preeminent beach location for visitors and it's so run down!
- Jetty Road is looking old and tired and needs improvement for residents and visitors
- Jetty Road is looking old and tired and needs improvement for residents and visitors
- Jetty Road is looking very tired & run down. It currently has a bad vibe. Too many empty shops due to landlords too greedy with rents. They'd rather the shops be empty for a few years. It feels unsafe at night. Need more variety with shops.
- Jetty Road is looking very tired and needs a big facelift. I would like to see Jetty Road developed into a mall. Underground parking.
- Jetty road is looking very tired and not attractive for visitors or locals. There are too many empty shops and the intersection of Jetty Road and Mosley Street is dangerous for pedestrians, motorists and cyclists
- Jetty road looking very tired dirty especially in side streets laneways hard to cross road for elderly more policing of homeless vagrants indigenous hanging around Coles etc being asked constantly for money
- Just needs a fresher look about it.
- Local to the area with a young family so supportive of areas to spend time
- Looking tired would love to see it start 2025.
- Looks dirty, empty shops
- Looks old
- Looks old and run down, needs upgrade
- Looks old and shabby, in need of an upgrade
- Looks tired and dirty
- Looks very tired and old
- Looks Daggy
- Lots of potential for tourism and locals
- Lovely area to live and want to support local business
- Main tourist spot
- More green spaces
- More seating around Jetty Rd & get rid of the ugly squid & replace with a nice fountain. A good variety of shops.
- More tourists that will put more money into the shops. More facilities for young ones & more resources for the library.
- Mostly empty shops. Sad
- Much needed
- My concern is who is making the decision. Who made the decision regarding the awful squid. Decision that would positively to the outcomes / not just decisions. Safety is a big concern with Aboriginal & homeless.
- Need less empty shops and more establishments
- Need more nice public spaces
- Needs a facelift
- Needs a good upgrade as a bit run down
- Needs an upgrade
- Needs an upgrade, the street is looking quite worn down
- Needs better serviced shops. Less homeless and crime
- Needs higher end shops, less daggy
- Needs to be done
- Needs to be more accessible especially with prams

- Needs upgrade
- Needs upgrade but not at the expense of the natural Glenelg looks
- Nice to see no empty shops. A fresh look & nice different shops. Easy parking.
- Not overly upgraded to lose its charm
- Old, boring
- Old and run down
- Old and run down
- Old public spaces need improvement. Ongoing attention. My concern is about maintaining through access from Moseley St to Colley St.
- Old. Daggy shops
- Ore variety in events e.g. cultural events.
- Parking at Coles is terrible on event days & weekends. It should have underground or rooftop parking. I as a local avoid coming on event days & busy times which is sad as a local I'm paying for the area and I'm the disadvantaged
- Parking is a real issue for locals when there are special events. I would like to see Jetty Rd , more as a mall, than a car zone.
- Possibility of better services. In favour of economic support of businesses all year round
- Provide more inspiring space. A range of eclectic shops and restaurants, not that commercial . Just do with local businesses
- Public areas need to be refreshed to keep pace with other areas and keep visitors safe and coming to the area
- Rates are going to rise sky high
- Refresh all of jetty road
- Require more short term parking and policing of those areas for users staying beyond the time allowed. Stop the turn right into Jetty Rd from Moseley Street. Encourage more events using Colley terrace green space and Wigley reserve.
- Run down shops
- Run down. Bad traffic flow
- Safety and footpaths need to be better with pram
- Safety is the biggest issue due frequent undesirable peeing on the streets & people, in-ally way near Coles where the toilet are also are drunk & don't feel safe there at all. And that is weekly. A face lift is certainly is in need a good lick of paint. The playground is in need of constant repair.
- Shopping and events are ok
- Super supportive as live locally
- Super supportive as live locally Super supportive as live locally
- The appearance of area clean and tidy
- The area from Partridge St I Brighton Rd needs more restaurants and shops
- The area has a lot of potential
- The lane ways seem attract the homeless & doesn't feel a safe place. Cafes would be nice. The playground on the beach front. & by the buffalo doesn't have enough interactive stuff like climbing equipment. There should be more taking advantage of these beautiful views like a nice restaurant & cafe on the sea front.
- The overall area needs improvement. It looks old, tired, and too congested with traffic and pedestrians
- The place does not need something
- The project includes upgrades to parking and improving the image of jetty road
- The shops need help,
- The street is overdue for an upgrade. Looks old and tired
- The traffic is a problem, it does need upgrades. Different variety of shops. I think a Norwood parade feel would look good.
- There is a need to be attractive and to be for everybody to visit. It needs to be with a community with lots of activities
- There is no essential need for the transformation
- There's always room for improvement
- To improve the overall vibe of Jetty Road

- To make it look nice
- To modernise & give it a fresh look.
- Trying to make it safer
- Upgrade is Better than letting it run down
- Use the space often
- Very congested
- Very run down
- Very run down
- Very run down area
- We need inclusive to jetty road. Less hate, more care and moving forward finding a solution to jetty road. If I start this and you listen, then.... Voices start.
- We need more seating on the Jetty lots more. I think there is only a couple & seats with backs. More greenery. I think heritage light poles like a goose neck would look nice down Jetty Rd. Pop up ice cream van would be good for kids on the Jetty. I really think that wouldn't cost much. The pioneer memorial for Governor Hindmarsh. The wording is incorrect & it needs an explanatory plaque. The wording about the first settlers is incorrect. These were the first European settlers.
- Whilst I think it is good to attract more people to visit Glenelg, I don't think the infrastructure is able to support the number of people already. I tram line. Roads are congested. Difficult to obtain a park. Streets are narrow do not designed for large numbers of people or traffic.
- With the empty shops needing to be filled & a different variety & looks very tired a fresh look would be great.
- Would be great to make it a hub/ thriving location in the west
- Yes, a fresh look would be nice.
- Yes, in need of an upgrade. I hope to see that 40 million makes a big difference

Q14: You rated your level of support 6 or lower, why are you not supportive?
Open ended.

Full verbatim comments:

- \$40 million is a lot of money. There are vacant shops down Jetty Rd. There are a lot of indigenous drunks walking around & I have witnessed an indigenous woman peeing on the church steps & more. We need more police in the area. I believe that 10 million is coming from the government. 30 million by rate payers. Amanda Wilson said on 5AA that the rates will come down after 3 yrs. We know that. That is not going to happen. The 40-million-dollar upgrade is to encourage more tourism to the precinct. The current council cannot clean up efficiently after an event. There is always rubbish on Colley terrace Augusta Street & Jetty & the side street. I think the stone pavers I in chapel street give it a modern feel but not all the way down jetty Rd. Glenelg has always had its character charm but is now losing it. Amanda Wilson said that the footpath will be widened but jetty row won't be compromised. I am not sure how that is going to work. Do not make it one way. Does that mean no parking on Jetty Rd as there is a parking problem.
- 40 million is a lot to spend on one street when there is a lot of maintenance that needs doing in the holdfast Bay Area.
- Already spent a lot of money on the street
- An upgrade is alright
- Artwork is ok as long as it doesn't take too much space, like murals. The trees and plants are ok, as long as they're small, because maintaining big trees will need care which will cost
- As long as the footpaths are level and even, I don't think they need to be replaced with more expensive pavers. No more ugly sculptures. Love the heart and picture frame.
- At the moment it's going to increase the rates. Maybe later
- Because it's more money from residents and I'm not going there. Sort it's not worth
- Better spend money elsewhere
- Better use of money
- Better ways to spend the money. Could be spent in other areas in council
- Can't see the benefit

- Concerns about the rates risk Ng up
- Considering the cost for residents, the council should give more notice and information in advance
- Cost of living crisis and inflation are affecting residents and councils need to be mindful of not rising rates
- Council should spend \$ on other things more important
- Council should spend money on other things
- Council spend money better in other areas
- Depends on the cost
- Doesn't bother me
- Doesn't concern me at all
- Doesn't need it. Good enough as is.
- Don't care
- Don't know
- Don't like the area, all services available in other areas
- Don't live there so not really invested
- Don't think it needs it
- Expensive and funded by ratepayers at a time when we cannot afford more costs. A disgrace given current financial hardships.
- From our point of view, the proposed changes will not be good value for money for the proposed increase in rates to fund it. The capital investment should be able to be funded through usual revenue, borrowing and return on investment.
- Great as it is
- Happy as is
- Has had money spend on transforming before and didn't really see much improvement
- I actually prefer to spend the money on something else or another suburb
- I am a rate payer & there are other ways of spending our money.
- I am neutral about it. It is hard to judge the final appearance base on 2 artists sketches.
- I didn't know if it's necessary a change
- I don't have comment
- I do not go there too often, but a facelift will be good
- I don't agree with the increase rates, the local rate payers, the final plan is not in place at the moment. The tram stops just remain where it is. The state government should be funding it totally because most of the visitors are from interstate or overseas and not many ratepayers in the council visit Jetty Rd in a regular basis.
- I don't believe the Jetty needs an improvement. With a good maintenance will be enough
- I don't know nothing about the project
- I don't know really what is happening & what they are doing with the 40 million.
- I don't know what areas would require improvement.
- I don't need it needs a lot of the upgrade
- I don't think it need it as our rates just keep going up. I think that squid heart is our waste of time.
- I don't think it needs all that work.
- I don't think it needs it. It does need updated loose pavers. It also has that very ugly sculpture it needs to be replaced by & a nice water fountain there instead.
- I don't think it's needed to increase the footprint of the area as the heritage of the area speaks for itself
- I don't think the changes will appeal to me, I would be keen for a gaming arcade, not quite like the magic mountain place.
- I don't think there is a need for more shopping stores. I would say the beach is the main attraction.it should be more environmental improvement. the parking needs an Improvement
- I feel our rates are enough. I live on Brighton Rd & there are so many weeds' pathways are terrible nothing gets done.
- I have no confidence in the Holdfast Bay council especially after the chapel street project. The amount quoted for this intended project is extreme and the rate payers will have to pay

and it's a given that it will take much longer to finish and will go over budget. The focus should be on the property owners of the shops on Jetty Road re the constant rent increases, the facades etc. as the vacant shops make the street and the precinct look cheap and not appealing.

- I think it is fine it is. Keeping the heritage as much as possible & just a coat paint. I would like to see the old red train back as a tourist thing.
- I think most of the residents are against the project. It's already cosmopolitan. The improvements are something that the council always should do
- I think rate payers' money can be better spent on health helping the homeless & electric car infrastructure.
- I would like to see less motor vehicle traffic, wider footpaths, more restaurants
- I would like to see less turnover in shops & reduce the rent for businesses. Along the foreshore there should be free half-hour free parking, so we are able to drop off books at the library. Should have better parking near the library.
- If it's going to be high buildings definitely no
- I'm not sure
- I'm worried about the increased in tax and council rates. How much is the state and federal government contributing
- Is fine as is
- Is it worth the money
- It better to improve the Jetty Rd Brighton. It needs more improvement than Glenelg
- It depends on how much it is going to cost
- It doesn't benefit everyone, just the locals and maybe the tourists
- It needs and uplifting
- It needs the upgrade because it's going to make it better
- It needs to be done but obviously don't like the cost in a cost-of-living crisis
- It needs to be renovated, although just certain areas. It doesn't need too many changes, just the necessary
- It needs to be updated
- It suits my purpose as I am older.
- It will be a waste of money. It's very crowded and it will be more beneficial for tourist than locals
- It's expensive for taxpayers
- It's far and I don't go there often
- It's not too bad as it is.
- It's ok as it is. It could be better but not for a huge investment
- Little old and tired
- Money could be better spent elsewhere
- More green areas, more activities or festivals, better parking
- More green spaces, more parking, more activities, events or festivals
- More targeted services for 40: plus, age group
- Needs a clean up
- Needs a general clean up
- Needs a good face lift. More shops
- Needs something to improve safety
- No need to upgrade. Great as is.
- Not necessary
- Not necessary to expend so much money
- Not really critical. Need to improve safety.
- Not really dealing with what current issues we have in Glenelg
- Not sure if it would make my life any better. Rate money could be better spent.
- Not sure if necessary
- Other areas need upgrading. Glenelg pretty good already
- Prefer a quieter slower lifestyle
- Rarely go there
- Rarely use the area

- Restricts movement down Jetty Road
- Spend money better elsewhere
- Spend money on other areas
- Taplin's have ruined businesses, so they need additional support to develop moving forward
- The disruption it's going to cause
- The number one priority should be addressing the problem of pigeons. I don't see a huge amount of improvement to be done.
- The shops need to look good to get a more in & needs diversity.
- There are a lot of weeds in the pavement need's cleaner.
- There's no need for a big improvement just good maintenance
- This council is already MILLIONS OF DOLLARS in debt. Making the footpath a bit fancier will only disrupt Traders, local residents and tourists. Too many events causing drain on council finances.
- Too much money invested
- Traffic is an issue and with not enough parking there's chaos. That will be key to bring more people
- Unsure of plans and proposal
- We must not leave a single park in Jetty Rd removed & the footpaths don't need widening & the tram must stay in Moseley Square.
- What's wrong with Glenelg as it is & what do they want it to be.
- Why all the efforts go to Glenelg. I disagree with this
- Yes, if not too costly

Q15: If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often?

	1	2	3	4	5	Total
If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often?	6	24	76	96	200	402
	1.5%	6.0%	18.9%	23.9%	49.8%	100.0%
If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often?						4.14

	If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often?	
Which suburb do you live in?		
	Somerton Park	4.27
	Glenelg	4.29
	Glenelg East	4.43
	Glenelg North	4.45
	Glenelg South	4.28
	Brighton	3.90
	North Brighton	4.00
	South Brighton	3.67
	Hove	3.58
	Kingston Park	3.38
	Seacliff	3.29
	Seacliff Park	3.20
	Total	4.14
How long have you lived in the City of Holdfast Bay?		
	0-2 years	4.25
	3-4 years	4.32
	5-10 years	4.15
	11-15 years	4.09
	16-20 years	4.25
	More than 20 years	4.00

	Total	4.14
Employment status	Full-time employed	4.22
	Part-time employed	4.35
	Retired	3.96
	Other (unemployed, student, carer, etc.)	4.28
	Total	4.14
Household Income	Under \$50,000pa	4.19
	\$50,000-\$99,999pa	4.08
	\$100,000-\$149,999pa	4.55
	\$150,000+pa	4.40
	Prefer not to say	3.82
	Total	4.14
Gender	Male	3.81
	Female	4.38
	Prefer not to say	4.17
	Total	4.14
Age	18-24 years	4.43
	25-30 years	4.32
	31-39 years	4.27
	40-54 years	4.27
	55-64 years	4.23
	65-74 years	4.21
	75+ years	3.55
	Total	4.14

Q16: Council is proposing an increase to rates of 2.3% (\$41 for the average household) next year to **specifically** fund this project.

Council anticipates an increase at this similar level for two more years to fund the Jetty Road project. How supportive are you of this?

Please note that this proposed rate increase would be in addition to annual rate increases aligned with Adelaide CPI which for the next financial year is a proposed 4.8%.

	1	2	3	4	5	Total
How supportive of this are you?	82	66	56	134	64	402
	20.4%	16.4%	13.9%	33.3%	15.9%	100.0%

How supportive of this are you?	3.08
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Which suburb do you live in?	How supportive of this are you?
Somerton Park	3.19
Glenelg	3.29
Glenelg East	3.00
Glenelg North	3.30
Glenelg South	3.59
Brighton	2.72
North Brighton	2.75
South Brighton	3.08
Hove	2.81
Kingston Park	2.54
Seacliff	2.64

	Seacliff Park	1.80
	Total	3.08
How long have you lived in the City of Holdfast Bay?	0-2 years	3.37
	3-4 years	3.41
	5-10 years	3.06
	11-15 years	2.74
	16-20 years	3.00
	More than 20 years	2.91
	Total	3.08
Employment status	Full-time employed	3.31
	Part-time employed	3.28
	Retired	2.84
	Other (unemployed, student, carer, etc.)	3.03
	Total	3.08
Household Income	Under \$50,000pa	2.90
	\$50,000-\$99,999pa	3.12
	\$100,000-\$149,999pa	3.37
	\$150,000+pa	3.57
	Prefer not to say	2.70
	Total	3.08
Gender	Male	3.00
	Female	3.15
	Prefer not to say	2.50
	Total	3.08
Age	18-24 years	3.57
	25-30 years	3.84
	31-39 years	3.18
	40-54 years	3.35
	55-64 years	2.94
	65-74 years	2.83
	75+ years	2.68
	Total	3.08

Q17: Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?

Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?	Yes	277
		68.9%
	No	57
		14.2%
	Don't know / not sure	68
	16.9%	
Total	402	
	100.0%	

		Which suburb do you live in?													Total
		Somerton Park	Glenelg	Glenelg East	Glenelg North	Glenelg South	Brighton	North Brighton	South Brighton	Hove	Kingston Park	Seacliff	Seacliff Park		
Thinking long term, do you see this	Yes	28	56	44	53	20	24	10	8	15	8	8	3	277	
		75.7%	73.7%	73.3%	71.6%	69.0%	60.0%	62.5%	66.7%	57.7%	61.5%	57.1%	60.0%	68.9%	
No		4	9	6	8	4	5	3	0	8	4	5	1	57	
		10.8%	11.8%	10.0%	10.8%	13.8%	12.5%	18.8%	0.0%	30.8%	30.8%	35.7%	20.0%	14.2%	
		5	11	10	13	5	11	3	4	3	1	1	1	68	

upgrade as a benefit to all residents living in the City of Holdfast Bay?	Don't know / not sure	13.5%	14.5%	16.7%	17.6%	17.2%	27.5%	18.8%	33.3%	11.5%	7.7%	7.1%	20.0%	16.9%
	Total	37	76	60	74	29	40	16	12	26	13	14	5	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you lived in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?	Yes	41	49	70	30	12	75	277
		68.3%	77.8%	70.0%	69.8%	75.0%	62.5%	68.9%
	No	8	3	15	3	1	27	57
		13.3%	4.8%	15.0%	7.0%	6.3%	22.5%	14.2%
	Don't know / not sure	11	11	15	10	3	18	68
		18.3%	17.5%	15.0%	23.3%	18.8%	15.0%	16.9%
	Total	60	63	100	43	16	120	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Employment status				Total
		Full-time employed	Part-time employed	Retired	Other (unemployed, student, carer, etc.)	
Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?	Yes	79	75	105	18	277
		76.0%	80.6%	60.7%	56.3%	68.9%
	No	5	8	38	6	57
		4.8%	8.6%	22.0%	18.8%	14.2%
	Don't know / not sure	20	10	30	8	68
		19.2%	10.8%	17.3%	25.0%	16.9%
	Total	104	93	173	32	402
		100.0%	100.0%	100.0%	100.0%	100.0%

		Household Income					Total
		Under \$50,000pa	\$50,000-\$99,999pa	\$100,000-\$149,999pa	\$150,000+pa	Prefer not to say	
Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?	Yes	46	54	43	67	67	277
		66.7%	70.1%	84.3%	80.7%	54.9%	68.9%
	No	12	11	2	5	27	57
		17.4%	14.3%	3.9%	6.0%	22.1%	14.2%
	Don't know / not sure	11	12	6	11	28	68
		15.9%	15.6%	11.8%	13.3%	23.0%	16.9%
	Total	69	77	51	83	122	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Gender			Total
		Male	Female	Prefer not to say	
Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?	Yes	104	170	3	277
		62.7%	73.9%	50.0%	68.9%
	No	35	22	0	57
		21.1%	9.6%	0.0%	14.2%
	Don't know / not sure	27	38	3	68

	16.3%	16.5%	50.0%	16.9%
Total	166	230	6	402
	100.0%	100.0%	100.0%	100.0%

		Age							
		18-24 years	25-30 years	31-39 years	40-54 years	55-64 years	65-74 years	75+ years	Total
Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay?	Yes	10	15	48	72	49	48	35	277
		71.4%	78.9%	80.0%	72.7%	70.0%	64.0%	53.8%	68.9%
	No	0	1	4	8	11	15	18	57
		0.0%	5.3%	6.7%	8.1%	15.7%	20.0%	27.7%	14.2%
	Don't know / not sure	4	3	8	19	10	12	12	68
		28.6%	15.8%	13.3%	19.2%	14.3%	16.0%	18.5%	16.9%
	Total	14	19	60	99	70	75	65	402
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q18: Which of the following best represents your employment status?

Employment status	Full-time employed	104
		25.9%
	Part-time employed	93
		23.1%
	Retired	173
		43.0%
	Other (unemployed, student, carer, etc.)	32
		8.0%
	Total	402
		100.0%

Q19: What is your gross household income?

Household Income	Under \$50,000pa	69
		17.2%
	\$50,000-\$99,999pa	77
		19.2%
	\$100,000-\$149,999pa	51
		12.7%
	\$150,000+pa	83
		20.6%
	Prefer not to say	122
		30.3%
	Total	402
		100.0%

Q20: What is your gender?

Gender	Male	166
		41.3%
	Female	230
		57.2%
	Non-binary	0
		0.0%
	Prefer not to say	6
		1.5%
	Total	402
		100.0%

Q21: In which age bracket do you belong?

Age	18-24 years	14
		3.5%
	25-30 years	19
		4.7%
	31-39 years	60
		14.9%
	40-54 years	99

	24.6%
55-64 years	70
	17.4%
65-74 years	75
	18.7%
75+ years	65
	16.2%
Total	402
	100.0%

2. Questionnaire

Hello, my name is _____, from Intuito Market Research.

We are conducting a survey among residents of the City of Holdfast Bay for the Council. The survey is about the newly announced project to transform Jetty Road, Glenelg that is due to start later this year and continue over the next three years in a staged approach.

The Transforming Jetty Road, Glenelg project will deliver a modern, safe and vibrant coastal shopping, dining and entertainment precinct which caters to the needs of the local community while offering visitors to the Bay a world-class tourism and events destination. The redevelopment will cost a total of \$40 million. The Australian Government has committed \$10 million towards it and Council will be required to fund the balance. We would like your views on the redevelopment.

The survey should only take around 5 minutes to complete and we thank you in advance for your time.

Please note your responses will be 100% anonymous and confidential. Intuito Market Research abides by The Research Society's Privacy Code for Market and Social Research. All data gathered will be treated with the strictest confidentiality and will only be used for research purposes. Intuito is a member of The Research Society and works to the highest privacy standards.

Screener:

Q1: Are you aged over 18?

- Yes
- No (cease interview)

Q2: Do you live in the City of Holdfast Bay? (Single response.)

- I am a resident
- I am a resident and a business owner both in the City of Holdfast Bay
- I am neither (cease interview)

Q3: Are you or your household ratepayers? (Single response.)

- Yes
- No, I rent
- Don't know / not sure

Q4: Which suburb do you live in? (Single response.)

- Brighton
- North Brighton
- South Brighton
- Glenelg
- Glenelg East
- Glenelg North
- Glenelg South
- Hove
- Kingston Park
- Seacliff
- Seacliff Park
- Somerton Park

Q5: How long have you lived in the City of Holdfast Bay? (Single response.)

- 0-2 years
- 3-4 years
- 5-10 years

-
- 11-15 years
 - 16-20 years
 - More than 20 years

Q6: Were you aware before now that this upgrade had been announced?
(Single response.)

- Yes
- No
- Don't know / not sure

Q7: How often do you visit Jetty Road, Glenelg? (Single response.)

- Daily (go to Q9)
- Few times a week (go to Q9)
- Weekly (go to Q9)
- Every 2 to 3 weeks (go to Q9)
- Monthly (go to Q8)
- Every few months (go to Q8)
- Twice a year (go to Q8)
- Yearly (go to Q8)
- Never (go to Q8)

Q8: You stated that you only visit monthly or less often, why don't you visit Jetty Road, Glenelg more often?

Q9: Which of the following would encourage you to visit more often?
Choose all that apply. (Multiple response, randomised)

- Cleaner / had a facelift / looks more appealing
- Better selection of shops / services / facilities and activities
- Less empty shops
- Easier parking
- Safer environment
- More accessible / easier to get around / improved pedestrian crossings
- Less crowded / busy
- More events and activities
- Other (please specify) _____

Q10: Do you personally believe that Jetty Road, Glenelg needs an upgrade?
(Single response.)

- Yes
- No
- Don't know / not sure

The objective of the transformation of Jetty Road is to create a more accessible, attractive, safer mainstreet that is modern, can cater for events and has better pedestrian and traffic flow.

Q11: Which of the following do you think are necessary improvements to Jetty Road, Glenelg? Choose all that apply. (Multiple response, randomised)

- Safer / easier for pedestrians
- Improved pedestrian crossings
- Widened footpaths to reduce congestion
- Improved traffic flow (e.g. slower traffic to improve street ambiance)
- Improved safety / lighting
- Improved public spaces with open space for activities
- More trees and plants
- More public art
- Better parking options
- Development of laneways and side streets
- Maintenance of the existing heritage and character of Jetty Road Glenelg
- More things to do (events, activities, etc.)
- Improved stormwater infrastructure
- None of the above

Q12: On a scale of 0 to 10, how supportive are you of the Transforming Jetty Road, Glenelg project?

Not supportive at all Extremely supportive
0 1 2 3 4 5 6 7 8 9 10 D/K

Q13: You rated your level of support 7 or higher, why are you supportive?
Open ended.

Q14: You rated your level of support 6 or lower, why are you not supportive?
Open ended.

Q15: If the upgrade is completed, how likely are you to visit Jetty Road, Glenelg more often? (Single response.)

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely

Q16: Council is proposing an increase to rates of 2.3% (\$41 for the average household) next year to **specifically** fund this project.

Council anticipates an increase at this similar level for two more years to fund the Jetty Road project. How supportive are you of this? (Single response.)

Please note that this proposed rate increase would be in addition to annual rate increases aligned with Adelaide CPI which for the next financial year is a proposed 4.8%.

- Extremely supportive
- Somewhat supportive
- Neither supportive nor unsupportive
- Somewhat unsupportive
- Extremely unsupportive

Q17: Thinking long term, do you see this upgrade as a benefit to all residents living in the City of Holdfast Bay? (Single response.)

- Yes
- No
- Don't know / not sure

Demographics

And now some questions about you to help us understand the cross-section of people in our sample.

Q18: Which of the following best represents your employment status? (Single response.)

- Full-time employed
- Part-time employed
- Retired
- Other (unemployed, student, carer, etc.)

Q19: What is your gross household income? (Single response.)

- Under \$50,000pa
- \$50,000-\$99,999pa
- \$100,000-\$149,999pa
- \$150,000+pa
- Prefer not to say

Q20: What is your gender? (Single response.)

- Male
- Female
- Non-binary
- Prefer not to say

Q21: In which age bracket do you belong? (Single response.)

- 18-24 years
- 25-30 years
- 31-39 years
- 40-54 years
- 55-64 years
- 64-75 years
- 75+ years

Thank you for completing this survey with us today.

Community engagement on the Jetty Road Glenelg Master Plan

Business Survey Tabulations

City of Holdfast Bay

24 May 2024

Intuito
MARKET RESEARCH



Contents

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1. Tabulations

Q1: Are you a business owner in the City of Holdfast Bay?

Are you a business owner in the City of Holdfast Bay?	I am a business owner of a City of Holdfast Bay business	52	49.5%
	I am a resident and a business owner both in the City of Holdfast Bay	21	20.0%
	I work for a business in the City of Holdfast Bay	32	30.5%
	I am not associated with a business in the City of Holdfast Bay	0	0.0%
	Total	105	100.0%

		Which suburb does your business mainly operate from?										
		Somerton Park	Glenelg	Glenelg East	Glenelg North	Glenelg South	Brighton	North Brighton	South Brighton	Hove	Seacliff	Total
Are you a business owner in the City of Holdfast Bay?	I am a business owner of a City of Holdfast Bay business	5	38	1	3	2	2	0	1	0	0	52
		100.0%	48.7%	100.0%	37.5%	50.0%	66.7%	0.0%	100.0%	0.0%	0.0%	49.5%
	I am a resident and a business owner both in the City of Holdfast Bay	0	14	0	2	2	1	1	0	1	0	21
		0.0%	17.9%	0.0%	25.0%	50.0%	33.3%	100.0%	0.0%	33.3%	0.0%	20.0%
	I work for a business in the City of Holdfast Bay	0	26	0	3	0	0	0	0	2	1	32
	0.0%	33.3%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%	66.7%	100.0%	30.5%	
I am not associated with a business in the City of Holdfast Bay	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total		5	78	1	8	4	3	1	1	3	1	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you been in business in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
Are you a business owner in the City of Holdfast Bay?	I am a business owner of a City of Holdfast Bay business	4	7	12	5	5	19	52
		44.4%	63.6%	48.0%	45.5%	45.5%	50.0%	49.5%
	I am a resident and a business owner both in the City of Holdfast Bay	1	2	8	3	3	4	21
		11.1%	18.2%	32.0%	27.3%	27.3%	10.5%	20.0%
	I work for a business in the City of Holdfast Bay	4	2	5	3	3	15	32
	44.4%	18.2%	20.0%	27.3%	27.3%	39.5%	30.5%	
	I am not associated with a business in the City of Holdfast Bay	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total	9	11	25	11	11	38	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How many people (including management and owners) does your business employ?						Total
		1	2-19	20-49	50-99	100-199	200+	
Are you a business owner in the City of Holdfast Bay?	I am a business owner of a City of Holdfast Bay business	1	35	12	2	2	0	52
		25.0%	57.4%	41.4%	33.3%	50.0%	0.0%	49.5%
	I am a resident and a business owner both in the City of Holdfast Bay	3	14	3	1	0	0	21
		75.0%	23.0%	10.3%	16.7%	0.0%	0.0%	20.0%
	I work for a business in the City of Holdfast Bay	0	12	14	3	2	1	32
	0.0%	19.7%	48.3%	50.0%	50.0%	100.0%	30.5%	
	I am not associated with a business in the City of Holdfast Bay	0	0	0	0	0	0	0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total	4	61	29	6	4	1	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?						
		Less than \$500,000pa	\$500,000-\$1 million pa	\$1 million - \$2 million pa	\$2 million - \$5 million pa	\$5 million - \$10 million pa	\$10 million - \$50 million pa	Total
Are you a business owner in the City of Holdfast Bay?	I am a business owner of a City of Holdfast Bay business	9 52.9%	8 57.1%	12 66.7%	4 66.7%	3 75.0%	2 50.0%	38 60.3%
	I am a resident and a business owner both in the City of Holdfast Bay	7 41.2%	2 14.3%	1 5.6%	2 33.3%	0 0.0%	1 25.0%	13 20.6%
	I work for a business in the City of Holdfast Bay	1 5.9%	4 28.6%	5 27.8%	0 0.0%	1 25.0%	1 25.0%	12 19.0%
	I am not associated with a business in the City of Holdfast Bay	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Total		17 100.0%	14 100.0%	18 100.0%	6 100.0%	4 100.0%	4 100.0%	63 100.0%

What industry sector do you fall into?

		Retail trade	Accommodation & food service	Rental, hiring & real estate services	Health care and social assistance	Professional, scientific & technical services	Education & training	Arts & recreation services	Financial and insurance services	Construction	Manufacturing	Wholesale trade	Total
Are you a business owner in the City of Holdfast Bay?	I am a business owner of a City of Holdfast Bay business	22 64.7%	14 58.3%	1 5.6%	5 35.7%	5 55.6%	1 16.7%	3 60.0%	3 60.0%	1 33.3%	3 100.0%	1 50.0%	52 49.5%
	I am a resident and a business owner both in the City of Holdfast Bay	6 17.6%	8 33.3%	2 11.1%	2 14.3%	2 22.2%	2 33.3%	1 20.0%	1 20.0%	1 33.3%	0 0.0%	1 50.0%	21 20.0%
I work for a business in the City of Holdfast Bay	I work for a business in the City of Holdfast Bay	6 17.6%	2 8.3%	15 83.3%	7 50.0%	2 22.2%	3 50.0%	1 20.0%	1 20.0%	1 33.3%	0 0.0%	0 0.0%	32 30.5%
	I am not associated with a business in the City of Holdfast Bay	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Total		34 100.0%	24 100.0%	18 100.0%	14 100.0%	9 100.0%	6 100.0%	5 100.0%	5 100.0%	3 100.0%	3 100.0%	2 100.0%	105 100.0%

Q2: Which suburb does your main business operate from?

Which suburb does your business mainly operate from?		
Brighton	3	2.9%
Glenelg	78	74.3%
Glenelg East	1	1.0%
Glenelg North	8	7.6%
Glenelg South	4	3.8%
Hove	3	2.9%
Kingston Park	0	0.0%
North Brighton	1	1.0%
Seacliff	1	1.0%
Seacliff Park	0	0.0%
Somerton Park	5	4.8%
South Brighton	1	1.0%
Total	105	100.0%

Q3: How long have you been in business in the City of Holdfast Bay?

How long have you been in business in the City of Holdfast Bay?		
0-2 years	9	8.6%
3-4 years	11	10.5%
5-10 years	25	23.8%
11-15 years	11	10.5%
16-20 years	11	10.5%
More than 20 years	38	36.2%
Total	105	100.0%

Q4: Were you aware before now that this upgrade had been announced?

Were you aware before now that this upgrade had been announced?	Yes	71
		67.6%
	No	29
		27.6%
	Don't know / not sure	5
		4.8%
	Total	105
		100.0%

		Which suburb does your business mainly operate from?										Total
		Somerton Park	Glenelg	Glenelg East	Glenelg North	Glenelg South	Brighton	North Brighton	South Brighton	Hove	Seacliff	Total
Were you aware before now that this upgrade had been announced?	Yes	2	58	0	3	3	1	1	1	1	1	71
		40.0%	74.4%	0.0%	37.5%	75.0%	33.3%	100.0%	100.0%	33.3%	100.0%	67.6%
	No	2	16	1	5	1	2	0	0	2	0	29
		40.0%	20.5%	100.0%	62.5%	25.0%	66.7%	0.0%	0.0%	66.7%	0.0%	27.6%
Don't know / not sure	1	4	0	0	0	0	0	0	0	0	0	5
		20.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%
Total		5	78	1	8	4	3	1	1	3	1	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you been in business in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	Total
Were you aware before now that this upgrade had been announced?	Yes	5	6	18	7	6	29	71
		55.6%	54.5%	72.0%	63.6%	54.5%	76.3%	67.6%
	No	2	5	7	4	4	7	29
		22.2%	45.5%	28.0%	36.4%	36.4%	18.4%	27.6%
Don't know / not sure	2	0	0	0	1	2	5	
		22.2%	0.0%	0.0%	0.0%	9.1%	5.3%	4.8%
Total		9	11	25	11	11	38	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How many people (including management and owners) does your business employ?						Total
		1	2-19	20-49	50-99	100-199	200+	Total
Were you aware before now that this upgrade had been announced?	Yes	3	40	22	4	2	0	71
		75.0%	65.6%	75.9%	66.7%	50.0%	0.0%	67.6%
	No	1	19	4	2	2	1	29
		25.0%	31.1%	13.8%	33.3%	50.0%	100.0%	27.6%
Don't know / not sure	0	2	3	0	0	0	5	
		0.0%	3.3%	10.3%	0.0%	0.0%	0.0%	4.8%
Total		4	61	29	6	4	1	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?						Total
		Less than \$500,000pa	\$500,000-\$1 million pa	\$1 million - \$2 million pa	\$2 million - \$5 million pa	\$5 million - \$10 million pa	\$10 million - \$50 million pa	
Were you aware before now that this upgrade had been announced?	Yes	10	7	16	3	4	4	44
		58.8%	50.0%	88.9%	50.0%	100.0%	100.0%	69.8%
	No	6	6	2	3	0	0	17
		35.3%	42.9%	11.1%	50.0%	0.0%	0.0%	27.0%
Don't know / not sure	1	1	0	0	0	0	0	2
		5.9%	7.1%	0.0%	0.0%	0.0%	0.0%	3.2%
Total		17	14	18	6	4	4	63
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What industry sector do you fall into?											Total
		Accommodation & food service	Arts & recreation services	Construction	Education & training	Financial and insurance services	Health care and social assistance	Manufacturing	Professional, scientific & technical services	Rental, hiring & real estate services	Retail trade	Wholesale trade	
Were you aware before now that this upgrade had been announced?	Yes	16	3	3	4	3	7	0	5	14	26	2	71
		66.7%	60.0%	100.0%	66.7%	60.0%	50.0%	0.0%	55.6%	77.8%	76.5%	100.0%	67.6%
	No	8	2	0	2	2	7	3	2	2	7	0	29
		33.3%	40.0%	0.0%	33.3%	40.0%	50.0%	100.0%	22.2%	11.1%	20.6%	0.0%	27.6%
Don't know / not sure	0	0	0	0	0	0	0	0	2	2	1	0	5
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	11.1%	2.9%	0.0%	4.8%
Total		24	5	3	6	5	14	3	9	18	34	2	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q5: How often would you visit Jetty Road, Glenelg?

How often do you visit Jetty Road, Glenelg?	Daily	39.0%
	Few times a week	16 15.2%
	Weekly	16 15.2%
	Every 2 to 3 weeks	7 6.7%
	Monthly	4 3.8%
	Every few months	4 3.8%
	Twice a year	2 1.9%
	Yearly	0 0.0%
	Never	0 0.0%
	I work on Jetty Rd, Glenelg	15 14.3%
	Total	105 100.0%

		Which suburb does your business mainly operate from?											
		Somerton Park	Glenelg	Glenelg East	Glenelg North	Glenelg South	Brighton	North Brighton	South Brighton	Hove	Seacliff	Total	
How often do you visit Jetty Road, Glenelg?	Daily	0 0.0%	39 50.0%	0 0.0%	0 0.0%	1 25.0%	0 0.0%	0 0.0%	0 0.0%	1 33.3%	0 0.0%	41 39.0%	
	Few times a week	1 20.0%	10 12.8%	0 0.0%	3 37.5%	0 0.0%	1 33.3%	0 0.0%	0 0.0%	1 33.3%	0 0.0%	16 15.2%	
	Weekly	2 40.0%	7 9.0%	0 0.0%	3 37.5%	1 25.0%	1 33.3%	0 0.0%	1 100.0%	1 33.3%	0 0.0%	16 15.2%	
	Every 2 to 3 weeks	2 40.0%	3 3.8%	0 0.0%	1 12.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%	7 6.7%	
	Monthly	0 0.0%	2 2.6%	0 0.0%	0 0.0%	2 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	4 3.8%	
	Every few months	0 0.0%	2 2.6%	1 100.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%	0 0.0%	0 0.0%	0 0.0%	4 3.8%	
	Twice a year	0 0.0%	0 0.0%	0 0.0%	1 12.5%	0 0.0%	1 33.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 1.9%	
	Yearly	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	
	Never	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	
	I work on Jetty Rd, Glenelg	0 0.0%	15 19.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	15 14.3%	
	Total		5	78	1	8	4	3	1	1	3	1	105

100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%

		How long have you been in business in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
How often do you visit Jetty Road, Glenelg?	Daily	5	5	12	4	2	13	41
		55.6%	45.5%	48.0%	36.4%	18.2%	34.2%	39.0%
	Few times a week	0	1	3	2	5	5	16
		0.0%	9.1%	12.0%	18.2%	45.5%	13.2%	15.2%
	Weekly	1	0	5	4	1	5	16
		11.1%	0.0%	20.0%	36.4%	9.1%	13.2%	15.2%
	Every 2 to 3 weeks	0	1	1	0	1	4	7
		0.0%	9.1%	4.0%	0.0%	9.1%	10.5%	6.7%
	Monthly	0	0	1	0	1	2	4
		0.0%	0.0%	4.0%	0.0%	9.1%	5.3%	3.8%
	Every few months	1	0	1	0	0	2	4
		11.1%	0.0%	4.0%	0.0%	0.0%	5.3%	3.8%
	Twice a year	0	1	0	1	0	0	2
	0.0%	9.1%	0.0%	9.1%	0.0%	0.0%	1.9%	
Yearly	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Never	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
I work on Jetty Rd, Glenelg	2	3	2	0	1	7	15	
	22.2%	27.3%	8.0%	0.0%	9.1%	18.4%	14.3%	
Total	9	11	25	11	11	38	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		How many people (including management and owners) does your business employ?						Total
		1	2-19	20-49	50-99	100-199	200+	
How often do you visit Jetty Road, Glenelg?	Daily	2	20	15	3	1	0	41
		50.0%	32.8%	51.7%	50.0%	25.0%	0.0%	39.0%
	Few times a week	1	12	2	0	1	0	16
		25.0%	19.7%	6.9%	0.0%	25.0%	0.0%	15.2%
	Weekly	0	13	1	1	1	0	16
		0.0%	21.3%	3.4%	16.7%	25.0%	0.0%	15.2%
	Every 2 to 3 weeks	0	3	4	0	0	0	7
		0.0%	4.9%	13.8%	0.0%	0.0%	0.0%	6.7%
	Monthly	0	3	1	0	0	0	4
		0.0%	4.9%	3.4%	0.0%	0.0%	0.0%	3.8%
	Every few months	1	2	1	0	0	0	4
		25.0%	3.3%	3.4%	0.0%	0.0%	0.0%	3.8%
	Twice a year	0	1	1	0	0	0	2
	0.0%	1.6%	3.4%	0.0%	0.0%	0.0%	1.9%	
Yearly	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Never	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
I work on Jetty Rd, Glenelg	0	7	4	2	1	1	15	
	0.0%	11.5%	13.8%	33.3%	25.0%	100.0%	14.3%	
Total	4	61	29	6	4	1	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

What is your annual turnover range?

		Less than \$500,000pa	\$500,000-\$1 million pa	\$1 million - \$2 million pa	\$2 million - \$5 million pa	\$5 million - \$10 million pa	\$10 million - \$50 million pa	Total
How often do you visit Jetty Road, Glenelg?	Daily	6 35.3%	7 50.0%	9 50.0%	2 33.3%	1 25.0%	3 75.0%	28 44.4%
	Few times a week	6 35.3%	2 14.3%	0 0.0%	2 33.3%	0 0.0%	0 0.0%	10 15.9%
	Weekly	1 5.9%	2 14.3%	3 16.7%	1 16.7%	0 0.0%	0 0.0%	7 11.1%
	Every 2 to 3 weeks	1 5.9%	0 0.0%	1 5.6%	1 16.7%	1 25.0%	0 0.0%	4 6.3%
	Monthly	1 5.9%	1 7.1%	1 5.6%	0 0.0%	1 25.0%	0 0.0%	4 6.3%
	Every few months	0 0.0%	0 0.0%	1 5.6%	0 0.0%	0 0.0%	0 0.0%	1 1.6%
	Twice a year	0 0.0%	1 7.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.6%
	Yearly	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
	Never	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
	I work on Jetty Rd, Glenelg	2 11.8%	1 7.1%	3 16.7%	0 0.0%	1 25.0%	1 25.0%	8 12.7%
	Total	17 100.0%	14 100.0%	18 100.0%	6 100.0%	4 100.0%	4 100.0%	63 100.0%

Q6: Why don't you visit Jetty Road, Glenelg more often?

Full verbatim comments:

- Better shops
- I previously worked and lived in Glenelg. I went to Jetty rd almost daily. Now I live further South and it is more convenient to go to Jetty Rd Brighton, plus I prefer the cafes there. I also enjoy the Brighton esplanade for walking.
- I work in the city
- it's too hard to get a park. We need more free parking.
- Marion Westfield and Jetty road Brighton are closer to me.
- Not interested
- Not interested
- Parking difficult. Banks are not open long enough
- Parking issue and the range of shops along jetty road don't appeal to me
- The rent is too high for quality restaurants. The only places that survive are high turnover chains. I've heard it described as a cultural void

Q7: Which of the following would encourage you to visit more often?

Choose all that apply.

Which of the following would encourage you to visit more often?	Easier parking	56 62.9%
	Better selection of shops / services / facilities and activities	38 42.7%
	Cleaner / had a facelift / looks more appealing	34 38.2%
	Less empty shops	33 37.1%

Safer environment	30	33.7%
More events and activities	19	21.3%
More accessible / easier to get around / improved pedestrian crossings	16	18.0%
More free parking	9	10.1%
Other	8	9.0%
None of the above	6	6.7%
Less crowded / busy	2	2.2%
Total	89	100.0%

Which suburb does your business mainly operate from?

		Somerton Park	Glenelg	Glenelg East	Glenelg North	Glenelg South	Brighton	North Brighton	South Brighton	Hove	Seacliff	Total
Which of the following would encourage you to visit more often?	Easier parking	4	37	0	4	4	2	1	1	2	1	56
		80.0%	58.7%	0.0%	57.1%	100.0%	66.7%	100.0%	100.0%	66.7%	100.0%	62.9%
	Better selection of shops / services / facilities and activities	1	28	1	0	2	2	1	1	1	1	38
		20.0%	44.4%	100.0%	0.0%	50.0%	66.7%	100.0%	100.0%	33.3%	100.0%	42.7%
	Cleaner / had a facelift / looks more appealing	1	25	0	2	2	1	0	1	1	1	34
		20.0%	39.7%	0.0%	28.6%	50.0%	33.3%	0.0%	100.0%	33.3%	100.0%	38.2%
	Less empty shops	1	24	1	2	1	2	1	0	1	0	33
		20.0%	38.1%	100.0%	28.6%	25.0%	66.7%	100.0%	0.0%	33.3%	0.0%	37.1%
	Safer environment	1	27	0	0	1	0	0	0	1	0	30
		20.0%	42.9%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	33.3%	0.0%	33.7%
	More events and activities	3	13	1	0	2	0	0	0	0	0	19
		60.0%	20.6%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.3%
	More accessible / easier to get around / improved pedestrian crossings	2	8	0	1	1	0	0	1	2	1	16
		40.0%	12.7%	0.0%	14.3%	25.0%	0.0%	0.0%	100.0%	66.7%	100.0%	18.0%
More free parking	0	9	0	0	0	0	0	0	0	0	9	
	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	
Other	1	7	0	0	0	0	0	0	0	0	8	
	20.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	
None of the above	1	2	0	2	0	1	0	0	0	0	6	
	20.0%	3.2%	0.0%	28.6%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	6.7%	
	0	1	0	0	1	0	0	0	0	0	2	

Less crowded / busy	0.0%	1.6%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Total	5	63	1	7	4	3	1	1	3	1	89	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you been in business in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
Which of the following would encourage you to visit more often?	Easier parking	4	3	14	8	6	21	56
		57.1%	37.5%	63.6%	72.7%	60.0%	67.7%	62.9%
	Better selection of shops / services / facilities and activities	3	4	13	5	2	11	38
		42.9%	50.0%	59.1%	45.5%	20.0%	35.5%	42.7%
	Cleaner / had a facelift / looks more appealing	2	4	10	5	3	10	34
		28.6%	50.0%	45.5%	45.5%	30.0%	32.3%	38.2%
	Less empty shops	3	4	13	6	3	4	33
		42.9%	50.0%	59.1%	54.5%	30.0%	12.9%	37.1%
	Safer environment	2	3	5	5	1	14	30
		28.6%	37.5%	22.7%	45.5%	10.0%	45.2%	33.7%
	More events and activities	2	5	5	2	0	5	19
		28.6%	62.5%	22.7%	18.2%	0.0%	16.1%	21.3%
	More accessible / easier to get around / improved pedestrian crossings	1	1	4	1	1	8	16
		14.3%	12.5%	18.2%	9.1%	10.0%	25.8%	18.0%
More free parking	3	0	1	0	1	4	9	
	42.9%	0.0%	4.5%	0.0%	10.0%	12.9%	10.1%	
Other	0	0	3	0	1	4	8	
	0.0%	0.0%	13.6%	0.0%	10.0%	12.9%	9.0%	
None of the above	0	1	2	0	1	2	6	
	0.0%	12.5%	9.1%	0.0%	10.0%	6.5%	6.7%	
Less crowded / busy	0	1	0	1	0	0	2	
	0.0%	12.5%	0.0%	9.1%	0.0%	0.0%	2.2%	
Total	7	8	22	11	10	31	89	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		How many people (including management and owners) does your business employ?						Total
		1	2-19	20-49	50-99	100-199	200+	
Which of the following would encourage you to visit more often?	Easier parking	1	32	17	3	3	0	56
		25.0%	60.4%	68.0%	75.0%	100.0%	0.0%	62.9%
	Better selection of shops / services / facilities and activities	3	30	4	0	1	0	38
		75.0%	56.6%	16.0%	0.0%	33.3%	0.0%	42.7%
	Cleaner / had a facelift / looks more appealing	1	23	8	0	2	0	34
		25.0%	43.4%	32.0%	0.0%	66.7%	0.0%	38.2%
	Less empty shops	2	25	5	0	1	0	33
		50.0%	47.2%	20.0%	0.0%	33.3%	0.0%	37.1%
	Safer environment	0	19	8	2	1	0	30
		0.0%	35.8%	32.0%	50.0%	33.3%	0.0%	33.7%
	More events and activities	0	11	6	0	2	0	19
		0.0%	20.8%	24.0%	0.0%	66.7%	0.0%	21.3%
	More accessible / easier to get around / improved pedestrian crossings	1	11	3	1	0	0	16
		25.0%	20.8%	12.0%	25.0%	0.0%	0.0%	18.0%
More free parking	0	0	7	2	0	0	9	
	0.0%	0.0%	28.0%	50.0%	0.0%	0.0%	10.1%	

Other	0	6	1	1	0	0	8
	0.0%	11.3%	4.0%	25.0%	0.0%	0.0%	9.0%
None of the above	1	2	3	0	0	0	6
	25.0%	3.8%	12.0%	0.0%	0.0%	0.0%	6.7%
Less crowded / busy	0	2	0	0	0	0	2
	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	2.2%
Total	4	53	25	4	3	0	89
	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%

		What is your annual turnover range?						
		Less than \$500,000pa	\$500,000-\$1 million pa	\$1 million - \$2 million pa	\$2 million - \$5 million pa	\$5 million - \$10 million pa	\$10 million - \$50 million pa	Total
Which of the following would encourage you to visit more often?	Easier parking	4	7	11	3	3	2	30
		26.7%	53.8%	73.3%	50.0%	100.0%	66.7%	54.5%
	Better selection of shops / services / facilities and activities	9	10	5	2	1	1	28
		60.0%	76.9%	33.3%	33.3%	33.3%	33.3%	50.9%
	Cleaner / had a facelift / looks more appealing	6	4	7	2	0	2	21
		40.0%	30.8%	46.7%	33.3%	0.0%	66.7%	38.2%
	Less empty shops	8	6	3	1	2	1	21
		53.3%	46.2%	20.0%	16.7%	66.7%	33.3%	38.2%
	Safer environment	4	4	6	2	1	3	20
		26.7%	30.8%	40.0%	33.3%	33.3%	100.0%	36.4%
	More events and activities	5	3	5	0	1	0	14
		33.3%	23.1%	33.3%	0.0%	33.3%	0.0%	25.5%
	More accessible / easier to get around / improved pedestrian crossings	3	3	1	0	1	0	8
		20.0%	23.1%	6.7%	0.0%	33.3%	0.0%	14.5%
More free parking	0	0	2	0	0	1	3	
	0.0%	0.0%	13.3%	0.0%	0.0%	33.3%	5.5%	
Other	0	3	2	0	1	0	6	
	0.0%	23.1%	13.3%	0.0%	33.3%	0.0%	10.9%	
None of the above	2	1	0	2	0	0	5	
	13.3%	7.7%	0.0%	33.3%	0.0%	0.0%	9.1%	
Less crowded / busy	1	0	0	0	0	0	1	
	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	
Total	15	13	15	6	3	3	55	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		What industry sector do you fall into?											
		Accommodation & food service	Arts & recreation services	Construction	Education & training	Financial and insurance services	Health care and social assistance	Manufacturing	Professional, scientific & technical services	Rental, hiring & real estate services	Retail trade	Wholesale trade	Total

Which of the following would encourage you to visit more often?	Easier parking	15	4	2	3	3	8	2	3	8	17	2	56
		71.4%	100.0%	66.7%	60.0%	75.0%	61.5%	66.7%	37.5%	53.3%	63.0%	100.0%	62.9%
	Better selection of shops / services / facilities and activities	6	2	1	3	1	7	3	4	3	17	2	38
		28.6%	50.0%	33.3%	60.0%	25.0%	53.8%	100.0%	50.0%	20.0%	63.0%	100.0%	42.7%
	Cleaner / had a facelift / looks more appealing	12	1	2	2	0	4	2	0	4	14	1	34
		57.1%	25.0%	66.7%	40.0%	0.0%	30.8%	66.7%	0.0%	26.7%	51.9%	50.0%	38.2%
	Less empty shops	7	2	0	3	2	7	1	3	3	10	1	33
		33.3%	50.0%	0.0%	60.0%	50.0%	53.8%	33.3%	37.5%	20.0%	37.0%	50.0%	37.1%
	Safer environment	5	1	1	1	0	3	1	0	4	16	0	30
		23.8%	25.0%	33.3%	20.0%	0.0%	23.1%	33.3%	0.0%	26.7%	59.3%	0.0%	33.7%
	More events and activities	9	0	0	0	1	1	2	1	0	6	0	19
		42.9%	0.0%	0.0%	0.0%	25.0%	7.7%	66.7%	12.5%	0.0%	22.2%	0.0%	21.3%
	More accessible / easier to get around / improved pedestrian crossings	4	2	1	2	1	2	0	0	1	9	1	16
		19.0%	50.0%	33.3%	40.0%	25.0%	15.4%	0.0%	0.0%	6.7%	33.3%	50.0%	18.0%
	More free parking	0	0	2	0	0	0	0	1	7	1	0	9
		0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	12.5%	46.7%	3.7%	0.0%	10.1%
Other	1	2	0	1	2	2	0	0	0	2	0	8	
	4.8%	50.0%	0.0%	20.0%	50.0%	15.4%	0.0%	0.0%	0.0%	7.4%	0.0%	9.0%	
None of the above	2	0	0	1	1	0	0	2	0	0	0	6	
	9.5%	0.0%	0.0%	20.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	6.7%	
Less crowded / busy	1	0	0	0	0	0	0	0	0	1	0	2	
	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	2.2%	
Total	21	4	3	5	4	13	3	8	15	27	2	89	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Other responses included:

- Pedestrian only on weekends
- Less drunk and abusive people.
- Presence of more police would be great
- Incorporate ALL the business in events and also make improvements for businesses just off the jetty road. It seems we are totally neglected with road shut off to our customers and trucks etc parked out the front of our premises
- Less homeless
- Cheaper eateries
- More upmarket shops, all junk low end
- Turned into a mall

Q8: Which of the following do you think would encourage people to visit more often? Choose all that apply.

Which of the following do you think would encourage people to visit more often?		
Easier parking	13	86.7%
Cleaner / had a facelift / looks more appealing	11	73.3%
Better selection of shops / services / facilities and activities	11	73.3%
Less empty shops	8	53.3%
Safer environment	8	53.3%
More accessible / easier to get around / improved pedestrian crossings	5	33.3%
More events and activities	4	26.7%
More free parking	4	26.7%
Other	2	13.3%
Less crowded / busy	1	6.7%
Total	15	100.0%

		Which suburb does your business mainly operate from?	
		Gleneig	Total
Which of the following do you think would encourage people to visit more often?	Easier parking	13 86.7%	13 86.7%
	Cleaner / had a facelift / looks more appealing	11 73.3%	11 73.3%
	Better selection of shops / services / facilities and activities	11 73.3%	11 73.3%
	Less empty shops	8 53.3%	8 53.3%
	Safer environment	8 53.3%	8 53.3%
	More accessible / easier to get around / improved pedestrian crossings	5 33.3%	5 33.3%
	More events and activities	4 26.7%	4 26.7%
	More free parking	4 26.7%	4 26.7%
	Other	2 13.3%	2 13.3%
	Less crowded / busy	1 6.7%	1 6.7%
	Total	15 100.0%	15 100.0%

		How long have you been in business in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
Which of the following do you think would encourage people to visit more often?	Easier parking	2 100.0%	3 100.0%	2 100.0%	0 0.0%	1 100.0%	5 71.4%	13 86.7%
	Cleaner / had a facelift / looks more appealing	2 100.0%	2 66.7%	1 50.0%	0 0.0%	1 100.0%	5 71.4%	11 73.3%
	Better selection of shops / services / facilities and activities	1 50.0%	0 0.0%	2 100.0%	0 0.0%	1 100.0%	7 100.0%	11 73.3%
	Less empty shops	2 100.0%	0 0.0%	1 50.0%	0 0.0%	1 100.0%	4 57.1%	8 53.3%
	Safer environment	2 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	6 85.7%	8 53.3%
	More accessible / easier to get around / improved pedestrian crossings	1 50.0%	0 0.0%	1 50.0%	0 0.0%	1 100.0%	2 28.6%	5 33.3%
	More events and activities	0 0.0%	1 33.3%	1 50.0%	0 0.0%	0 0.0%	2 28.6%	4 26.7%
	More free parking	0 0.0%	3 100.0%	0 0.0%	0 0.0%	0 0.0%	1 14.3%	4 26.7%
	Other	1 50.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	2 13.3%
	Less crowded / busy	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 14.3%	1 6.7%
	Total	2	3	2	0	1	7	15

	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
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		How many people (including management and owners) does your business employ?					
		2-19	20-49	50-99	100-199	200+	Total
Which of the following do you think would encourage people to visit more often?	Easier parking	6	4	2	0	1	13
		85.7%	100.0%	100.0%	0.0%	100.0%	86.7%
	Cleaner / had a facelift / looks more appealing	4	3	2	1	1	11
		57.1%	75.0%	100.0%	100.0%	100.0%	73.3%
	Better selection of shops / services / facilities and activities	5	3	1	1	1	11
		71.4%	75.0%	50.0%	100.0%	100.0%	73.3%
	Less empty shops	4	3	0	0	1	8
		57.1%	75.0%	0.0%	0.0%	100.0%	53.3%
	Safer environment	5	1	1	1	0	8
		71.4%	25.0%	50.0%	100.0%	0.0%	53.3%
	More accessible / easier to get around / improved pedestrian crossings	3	1	0	0	1	5
		42.9%	25.0%	0.0%	0.0%	100.0%	33.3%
	More events and activities	2	0	1	1	0	4
	28.6%	0.0%	50.0%	100.0%	0.0%	26.7%	
More free parking	1	2	1	0	0	4	
	14.3%	50.0%	50.0%	0.0%	0.0%	26.7%	
Other	2	0	0	0	0	2	
	28.6%	0.0%	0.0%	0.0%	0.0%	13.3%	
Less crowded / busy	0	1	0	0	0	1	
	0.0%	25.0%	0.0%	0.0%	0.0%	6.7%	
Total		7	4	2	1	1	15
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?						Total
		Less than \$500,000pa	\$500,000-\$1 million pa	\$1 million - \$2 million pa	\$2 million - \$5 million pa	\$5 million - \$10 million pa	\$10 million - \$50 million pa	
Which of the following do you think would encourage people to visit more often?	Easier parking	2	1	2	0	1	0	6
		100.0%	100.0%	66.7%	0.0%	100.0%	0.0%	75.0%
	Cleaner / had a facelift / looks more appealing	1	1	2	0	1	1	6
		50.0%	100.0%	66.7%	0.0%	100.0%	100.0%	75.0%
	Better selection of shops / services / facilities and activities	0	1	2	0	1	1	5
		0.0%	100.0%	66.7%	0.0%	100.0%	100.0%	62.5%
	Less empty shops	1	1	0	0	1	0	3
		50.0%	100.0%	0.0%	0.0%	100.0%	0.0%	37.5%
	Safer environment	1	1	1	0	1	1	5
		50.0%	100.0%	33.3%	0.0%	100.0%	100.0%	62.5%
	0	1	1	0	1	0	3	

More accessible / easier to get around / improved pedestrian crossings	0.0%	100.0%	33.3%	0.0%	100.0%	0.0%	37.5%
More events and activities	0	1	1	0	0	1	3
	0.0%	100.0%	33.3%	0.0%	0.0%	100.0%	37.5%
More free parking	1	0	1	0	0	0	2
	50.0%	0.0%	33.3%	0.0%	0.0%	0.0%	25.0%
Other	0	0	1	0	1	0	2
	0.0%	0.0%	33.3%	0.0%	100.0%	0.0%	25.0%
Total	2	1	3	0	1	1	8
	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

		What industry sector do you fall into?							
		Accommodation & food service	Education & training	Financial and insurance services	Health care and social assistance	Professional, scientific & technical services	Rental, hiring & real estate services	Retail trade	Total
Which of the following do you think would encourage people to visit more often?	Easier parking	2	1	1	1	1	3	6	13
		66.7%	100.0%	100.0%	100.0%	100.0%	100.0%	85.7%	86.7%
	Cleaner / had a facelift / looks more appealing	3	0	0	1	1	2	6	11
		100.0%	0.0%	0.0%	100.0%	100.0%	66.7%	85.7%	73.3%
	Better selection of shops / services / facilities and activities	1	0	1	1	1	2	7	11
		33.3%	0.0%	100.0%	100.0%	100.0%	66.7%	100.0%	73.3%
	Less empty shops	1	0	0	1	1	2	5	8
		33.3%	0.0%	0.0%	100.0%	100.0%	66.7%	71.4%	53.3%
	Safer environment	2	0	0	0	1	1	6	8
		66.7%	0.0%	0.0%	0.0%	100.0%	33.3%	85.7%	53.3%
	More accessible / easier to get around / improved pedestrian crossings	0	0	0	1	1	0	4	5
		0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	57.1%	33.3%
	More events and activities	1	0	1	0	0	1	1	4
		33.3%	0.0%	100.0%	0.0%	0.0%	33.3%	14.3%	26.7%
	More free parking	1	1	0	0	0	2	1	4
	33.3%	100.0%	0.0%	0.0%	0.0%	66.7%	14.3%	26.7%	
Other	0	0	1	0	1	0	1	2	
	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	14.3%	13.3%	
Less crowded / busy	0	0	0	0	0	1	0	1	
	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	6.7%	
Total	3	1	1	1	1	3	7	15	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Other responses included:

- Better set up, water park and food in Moseley square
- More cafe's, needs to be a go to Breaky spot

Q9: Do you personally believe that Jetty Road, Glenelg needs an upgrade?

The objective of the transformation of Jetty Road is to create a more accessible, attractive, safer mainstreet that is modern, can cater for events and has better pedestrian and traffic flow.

Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	81
		77.1%
	No	15
		14.3%
	Don't know / not sure	9
		8.6%
	Total	105
		100.0%

		Which suburb does your business mainly operate from?										Total
		Somerton Park	Glenelg	Glenelg East	Glenelg North	Glenelg South	Brighton	North Brighton	South Brighton	Hove	Seacliff	Total
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	4	62	0	5	3	2	0	1	3	1	81
		80.0%	79.5%	0.0%	62.5%	75.0%	66.7%	0.0%	100.0%	100.0%	100.0%	77.1%
	No	1	9	0	3	1	0	1	0	0	0	15
		20.0%	11.5%	0.0%	37.5%	25.0%	0.0%	100.0%	0.0%	0.0%	0.0%	14.3%
	Don't know / not sure	0	7	1	0	0	1	0	0	0	0	9
		0.0%	9.0%	100.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	8.6%
	Total	5	78	1	8	4	3	1	1	3	1	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you been in business in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	Total
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	7	10	20	7	7	30	81
		77.8%	90.9%	80.0%	63.6%	63.6%	78.9%	77.1%
	No	0	0	3	3	4	5	15
		0.0%	0.0%	12.0%	27.3%	36.4%	13.2%	14.3%
	Don't know / not sure	2	1	2	1	0	3	9
		22.2%	9.1%	8.0%	9.1%	0.0%	7.9%	8.6%
	Total	9	11	25	11	11	38	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How many people (including management and owners) does your business employ?						
		1	2-19	20-49	50-99	100-199	200+	Total
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	3	43	26	4	4	1	81
		75.0%	70.5%	89.7%	66.7%	100.0%	100.0%	77.1%
	No	1	11	2	1	0	0	15
		25.0%	18.0%	6.9%	16.7%	0.0%	0.0%	14.3%
	Don't know / not sure	0	7	1	1	0	0	9
		0.0%	11.5%	3.4%	16.7%	0.0%	0.0%	8.6%
	Total	4	61	29	6	4	1	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What industry sector do you fall into?											
		Accommodation & food service	Arts & recreation services	Construction	Education & training	Financial and insurance services	Health care and social assistance	Manufacturing	Professional, scientific & technical services	Rental, hiring & real estate services	Retail trade	Wholesale trade	Total
Do you personally believe that Jetty Road, Glenelg needs an upgrade?	Yes	20	3	3	4	2	8	2	6	16	28	1	81
		83.3%	60.0%	100.0%	66.7%	40.0%	57.1%	66.7%	66.7%	88.9%	82.4%	50.0%	77.1%
	No	3	2	0	1	3	2	0	1	1	5	1	15
		12.5%	40.0%	0.0%	16.7%	60.0%	14.3%	0.0%	11.1%	5.6%	14.7%	50.0%	14.3%
	Don't know / not sure	1	0	0	1	0	4	1	2	1	1	0	9
		4.2%	0.0%	0.0%	16.7%	0.0%	28.6%	33.3%	22.2%	5.6%	2.9%	0.0%	8.6%
	Total	24	5	3	6	5	14	3	9	18	34	2	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q10: Which of the following do you think are necessary improvements to Jetty Road, Glenelg. Choose all that apply.

Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Count	Percentage
Better parking options	75	71.4%
Improved safety / lighting	47	44.8%
Development of laneways and side streets	46	43.8%
Maintenance of the existing heritage and character of Jetty Road Glenelg	41	39.0%
More trees and plants	40	38.1%
Safer / easier for pedestrians	38	36.2%
Improved pedestrian crossings	38	36.2%
Widened footpaths to reduce congestion	31	29.5%
More things to do (events, activities, etc.)	29	27.6%
Improved public spaces with open space for activities	27	25.7%
Improved traffic flow (e.g. slower traffic to improve street ambiance)	25	23.8%
More public art	23	21.9%
Improved stormwater infrastructure	11	10.5%
None of the above	4	3.8%
Total	105	100.0%

		Which suburb does your business mainly operate from?												
		Somerton Park	Glennelg	Glennelg East	Glennelg North	Glennelg South	Brighton	North Brighton	South Brighton	Hove	Kingston Park	Seacliff	Seacliff Park	Total
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Better parking options	4	57	1	6	2	1	1	1	2	0	0	0	75
		80.0%	73.1%	100.0%	75.0%	50.0%	33.3%	100.0%	100.0%	66.7%	0.0%	0.0%	0.0%	71.4%
	Improved safety / lighting	1	36	0	6	0	1	0	1	2	0	0	0	47
		20.0%	46.2%	0.0%	75.0%	0.0%	33.3%	0.0%	100.0%	66.7%	0.0%	0.0%	0.0%	44.8%
Development of laneways and side streets		2	36	1	2	0	2	0	0	2	0	1	0	46
		40.0%	46.2%	100.0%	25.0%	0.0%	66.7%	0.0%	0.0%	66.7%	0.0%	100.0%	0.0%	43.8%
		1	31	0	3	1	2	0	0	2	0	1	0	41

Maintenance of the existing heritage and character of Jetty Road Glenelg	20.0%	39.7%	0.0%	37.5%	25.0%	66.7%	0.0%	0.0%	66.7%	0.0%	100.0%	0.0%	39.0%
More trees and plants	1	28	1	3	2	2	0	0	2	0	1	0	40
	20.0%	35.9%	100.0%	37.5%	50.0%	66.7%	0.0%	0.0%	66.7%	0.0%	100.0%	0.0%	38.1%
Safer / easier for pedestrians	0	27	0	4	1	2	0	1	2	0	1	0	38
	0.0%	34.6%	0.0%	50.0%	25.0%	66.7%	0.0%	100.0%	66.7%	0.0%	100.0%	0.0%	36.2%
Improved pedestrian crossings	1	27	0	5	0	1	1	0	2	0	1	0	38
	20.0%	34.6%	0.0%	62.5%	0.0%	33.3%	100.0%	0.0%	66.7%	0.0%	100.0%	0.0%	36.2%
Widened footpaths to reduce congestion	0	21	0	4	0	3	0	0	2	0	1	0	31
	0.0%	26.9%	0.0%	50.0%	0.0%	100.0%	0.0%	0.0%	66.7%	0.0%	100.0%	0.0%	29.5%
More things to do (events, activities, etc.)	3	20	1	1	1	0	0	1	2	0	0	0	29
	60.0%	25.6%	100.0%	12.5%	25.0%	0.0%	0.0%	100.0%	66.7%	0.0%	0.0%	0.0%	27.6%
Improved public spaces with open space for activities	1	17	1	2	1	1	1	1	2	0	0	0	27
	20.0%	21.8%	100.0%	25.0%	25.0%	33.3%	100.0%	100.0%	66.7%	0.0%	0.0%	0.0%	25.7%
Improved traffic flow (e.g. slower traffic to improve street ambiance)	1	17	1	1	0	2	0	1	1	0	1	0	25
	20.0%	21.8%	100.0%	12.5%	0.0%	66.7%	0.0%	100.0%	33.3%	0.0%	100.0%	0.0%	23.8%
More public art	1	16	0	3	1	0	0	0	2	0	0	0	23
	20.0%	20.5%	0.0%	37.5%	25.0%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	21.9%
Improved stormwater infrastructure	0	10	0	0	0	0	0	0	1	0	0	0	11
	0.0%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	10.5%
None of the above	1	1	0	1	1	0	0	0	0	0	0	0	4
	20.0%	1.3%	0.0%	12.5%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
Total	5	78	1	8	4	3	1	1	3	0	1	0	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	100.0%

		How long have you been in business in the City of Holdfast Bay?						Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years	
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Better parking options	8	7	16	8	6	30	75
		88.9%	63.6%	64.0%	72.7%	54.5%	78.9%	71.4%
	Improved safety / lighting	5	2	9	7	5	19	47
		55.6%	18.2%	36.0%	63.6%	45.5%	50.0%	44.8%
	Development of laneways and side streets	5	4	10	5	2	20	46
		55.6%	36.4%	40.0%	45.5%	18.2%	52.6%	43.8%
	Maintenance of the existing heritage and character of Jetty Road Glenelg	5	3	10	5	4	14	41
		55.6%	27.3%	40.0%	45.5%	36.4%	36.8%	39.0%
	More trees and plants	5	4	11	2	5	13	40
		55.6%	36.4%	44.0%	18.2%	45.5%	34.2%	38.1%
	Safer / easier for pedestrians	2	1	10	5	4	16	38
		22.2%	9.1%	40.0%	45.5%	36.4%	42.1%	36.2%
	Improved pedestrian crossings	2	1	14	3	4	14	38
		22.2%	9.1%	56.0%	27.3%	36.4%	36.8%	36.2%
	Widened footpaths to reduce congestion	3	3	8	5	3	9	31
		33.3%	27.3%	32.0%	45.5%	27.3%	23.7%	29.5%
More things to do (events, activities, etc.)	3	4	11	3	2	6	29	
	33.3%	36.4%	44.0%	27.3%	18.2%	15.8%	27.6%	
Improved public spaces with open space for activities	4	0	6	1	3	13	27	
	44.4%	0.0%	24.0%	9.1%	27.3%	34.2%	25.7%	
Improved traffic flow (e.g. slower traffic to improve street ambiance)	2	2	7	2	1	11	25	
	22.2%	18.2%	28.0%	18.2%	9.1%	28.9%	23.8%	
More public art	1	1	7	3	3	8	23	
	11.1%	9.1%	28.0%	27.3%	27.3%	21.1%	21.9%	
Improved stormwater infrastructure	1	1	2	2	0	5	11	
	11.1%	9.1%	8.0%	18.2%	0.0%	13.2%	10.5%	
None of the above	0	0	1	0	1	2	4	
	0.0%	0.0%	4.0%	0.0%	9.1%	5.3%	3.8%	
Total	9	11	25	11	11	38	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		How many people (including management and owners) does your business employ?						Total
		1	2-19	20-49	50-99	100-199	200+	
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Better parking options	1	42	23	5	3	1	75
		25.0%	68.9%	79.3%	83.3%	75.0%	100.0%	71.4%
	Improved safety / lighting	2	30	9	5	1	0	47
		50.0%	49.2%	31.0%	83.3%	25.0%	0.0%	44.8%
	Development of laneways and side streets	1	26	17	1	1	0	46
		25.0%	42.6%	58.6%	16.7%	25.0%	0.0%	43.8%
	Maintenance of the existing heritage and character of Jetty Road Glenelg	2	28	8	2	1	0	41
		50.0%	45.9%	27.6%	33.3%	25.0%	0.0%	39.0%
		2	29	8	1	0	0	40

More trees and plants	50.0%	47.5%	27.6%	16.7%	0.0%	0.0%	38.1%
Safer / easier for pedestrians	2	26	8	1	1	0	38
	50.0%	42.6%	27.6%	16.7%	25.0%	0.0%	36.2%
Improved pedestrian crossings	3	24	8	1	1	1	38
	75.0%	39.3%	27.6%	16.7%	25.0%	100.0%	36.2%
Widened footpaths to reduce congestion	2	20	8	1	0	0	31
	50.0%	32.8%	27.6%	16.7%	0.0%	0.0%	29.5%
More things to do (events, activities, etc.)	1	18	6	1	3	0	29
	25.0%	29.5%	20.7%	16.7%	75.0%	0.0%	27.6%
Improved public spaces with open space for activities	2	17	5	1	2	0	27
	50.0%	27.9%	17.2%	16.7%	50.0%	0.0%	25.7%
Improved traffic flow (e.g. slower traffic to improve street ambiance)	1	20	4	0	0	0	25
	25.0%	32.8%	13.8%	0.0%	0.0%	0.0%	23.8%
More public art	0	17	5	0	1	0	23
	0.0%	27.9%	17.2%	0.0%	25.0%	0.0%	21.9%
Improved stormwater infrastructure	0	7	2	2	0	0	11
	0.0%	11.5%	6.9%	33.3%	0.0%	0.0%	10.5%
None of the above	0	2	2	0	0	0	4
	0.0%	3.3%	6.9%	0.0%	0.0%	0.0%	3.8%
Total	4	61	29	6	4	1	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What is your annual turnover range?						Total
		Less than \$500,000pa	\$500,000-\$1 million pa	\$1 million - \$2 million pa	\$2 million - \$5 million pa	\$5 million - \$10 million pa	\$10 million - \$50 million pa	
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Better parking options	6	12	11	5	3	2	39
		35.3%	85.7%	61.1%	83.3%	75.0%	50.0%	61.9%
	Improved safety / lighting	4	7	7	4	2	2	26
		23.5%	50.0%	38.9%	66.7%	50.0%	50.0%	41.3%
	Development of laneways and side streets	6	7	8	2	3	3	29
		35.3%	50.0%	44.4%	33.3%	75.0%	75.0%	46.0%
	Maintenance of the existing heritage and character of Jetty Road Glenelg	8	6	6	2	0	1	23
		47.1%	42.9%	33.3%	33.3%	0.0%	25.0%	36.5%
	More trees and plants	10	6	8	2	2	1	29
		58.8%	42.9%	44.4%	33.3%	50.0%	25.0%	46.0%
Safer / easier for pedestrians	5	8	6	3	2	1	25	
	29.4%	57.1%	33.3%	50.0%	50.0%	25.0%	39.7%	
Improved pedestrian crossings	5	5	7	2	2	2	23	
	29.4%	35.7%	38.9%	33.3%	50.0%	50.0%	36.5%	
Widened footpaths to reduce congestion	4	5	7	1	1	0	18	
	23.5%	35.7%	38.9%	16.7%	25.0%	0.0%	28.6%	

More things to do (events, activities, etc.)	6	6	7	0	1	1	21
	35.3%	42.9%	38.9%	0.0%	25.0%	25.0%	33.3%
Improved public spaces with open space for activities	5	3	5	1	1	2	17
	29.4%	21.4%	27.8%	16.7%	25.0%	50.0%	27.0%
Improved traffic flow (e.g. slower traffic to improve street ambiance)	4	2	5	2	2	0	15
	23.5%	14.3%	27.8%	33.3%	50.0%	0.0%	23.8%
More public art	4	4	4	1	1	1	15
	23.5%	28.6%	22.2%	16.7%	25.0%	25.0%	23.8%
Improved stormwater infrastructure	1	2	1	1	1	1	7
	5.9%	14.3%	5.6%	16.7%	25.0%	25.0%	11.1%
None of the above	2	0	0	1	1	0	4
	11.8%	0.0%	0.0%	16.7%	25.0%	0.0%	6.3%
Total	17	14	18	6	4	4	63
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What industry sector do you fall into?

		Accommodation & food service	Arts & recreation services	Construction	Education & training	Financial and insurance services	Health care and social assistance	Manufacturing	Professional, scientific & technical services	Rental, hiring & real estate services	Retail trade	Wholesale trade	Total
Which of the following do you think are necessary improvements to Jetty Road, Glenelg?	Better parking options	17	3	3	4	4	9	3	4	14	24	2	75
		70.8%	60.0%	100.0%	66.7%	80.0%	64.3%	100.0%	44.4%	77.8%	70.6%	100.0%	71.4%
	Improved safety / lighting	5	4	2	2	1	5	1	3	9	21	1	47
		20.8%	80.0%	66.7%	33.3%	20.0%	35.7%	33.3%	33.3%	50.0%	61.8%	50.0%	44.8%
	Development of laneways and side streets	9	1	1	3	2	8	1	6	7	16	0	46
		37.5%	20.0%	33.3%	50.0%	40.0%	57.1%	33.3%	66.7%	38.9%	47.1%	0.0%	43.8%
Maintenance of the existing heritage and character of Jetty Road Glenelg	7	4	0	2	0	4	2	3	9	17	0	41	
	29.2%	80.0%	0.0%	33.3%	0.0%	28.6%	66.7%	33.3%	50.0%	50.0%	0.0%	39.0%	
More trees and plants	11	2	0	1	1	8	1	4	5	14	0	40	
	45.8%	40.0%	0.0%	16.7%	20.0%	57.1%	33.3%	44.4%	27.8%	41.2%	0.0%	38.1%	
	8	3	1	3	0	6	1	2	5	18	1	38	

Safer / easier for pedestrians	33.3%	60.0%	33.3%	50.0%	0.0%	42.9%	33.3%	22.2%	27.8%	52.9%	50.0%	36.2%
Improved pedestrian crossings	10	3	0	3	3	6	1	2	5	14	1	38
	41.7%	60.0%	0.0%	50.0%	60.0%	42.9%	33.3%	22.2%	27.8%	41.2%	50.0%	36.2%
Widened footpaths to reduce congestion	8	3	0	1	1	5	0	3	6	8	0	31
	33.3%	60.0%	0.0%	16.7%	20.0%	35.7%	0.0%	33.3%	33.3%	23.5%	0.0%	29.5%
More things to do (events, activities, etc.)	9	0	1	0	3	2	2	3	2	9	1	29
	37.5%	0.0%	33.3%	0.0%	60.0%	14.3%	66.7%	33.3%	11.1%	26.5%	50.0%	27.6%
Improved public spaces with open space for activities	7	1	1	0	0	4	1	5	2	11	2	27
	29.2%	20.0%	33.3%	0.0%	0.0%	28.6%	33.3%	55.6%	11.1%	32.4%	100.0%	25.7%
Improved traffic flow (e.g. slower traffic to improve street ambience)	6	3	1	1	1	5	2	2	1	11	1	25
	25.0%	60.0%	33.3%	16.7%	20.0%	35.7%	66.7%	22.2%	5.6%	32.4%	50.0%	23.8%
More public art	5	2	0	0	1	5	0	0	3	8	0	23
	20.8%	40.0%	0.0%	0.0%	20.0%	35.7%	0.0%	0.0%	16.7%	23.5%	0.0%	21.9%
Improved stormwater infrastructure	1	0	1	1	0	2	1	1	3	4	0	11
	4.2%	0.0%	33.3%	16.7%	0.0%	14.3%	33.3%	11.1%	16.7%	11.8%	0.0%	10.5%
None of the above	1	0	0	0	1	0	0	2	0	1	0	4
	4.2%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	22.2%	0.0%	2.9%	0.0%	3.8%
Total	24	5	3	6	5	14	3	9	18	34	2	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q11: On a scale of 0 to 10, how supportive are you of this Jetty Road, Glenelg project?

	0	1	2	3	4	5	6	7	8	9	10	Total
On a scale of 0 to 10, how supportive are you of this Jetty Road, Glenelg project?	4	1	1	2	1	9	2	7	25	11	33	96
	4.2%	1.0%	1.0%	2.1%	1.0%	9.4%	2.1%	7.3%	26.0%	11.5%	34.4%	100.0%

On a scale of 0 to 10, how supportive are you of this Jetty Road, Glenelg project? 7.79

	On a scale of 0 to 10, how supportive are you of this Jetty Road, Glenelg project?	
Which suburb does your business mainly operate from?		
	Somerton Park	7.75
	Glenelg	7.87
	Glenelg East	8.00
	Glenelg North	7.43
	Glenelg South	7.25
	Brighton	9.00
	North Brighton	.00
	South Brighton	8.00
	Hove	9.00
	Seacliff	8.00
	Total	7.79
How long have you been in business in the City of Holdfast Bay?		
	0-2 years	7.75
	3-4 years	8.75
	5-10 years	7.88
	11-15 years	7.70
	16-20 years	6.50
	More than 20 years	7.92
	Total	7.79
How many people (including management and owners) does your business employ?		
	1	7.25
	2-19	7.73
	20-49	8.08
	50-99	7.00
	100-199	8.25
	200+	8.00
	Total	7.79
What is your annual turnover range?		
	Less than \$500,000pa	7.43
	\$500,000-\$1 million pa	8.54
	\$1 million - \$2 million pa	8.06
	\$2 million - \$5 million pa	7.80
	\$5 million - \$10 million pa	8.75
	\$10 million - \$50 million pa	7.00
	Total	7.96
What industry sector do you fall into?		
	Accommodation & food service	7.13
	Arts & recreation services	7.33
	Construction	8.67
	Education & training	5.80
	Financial and insurance services	6.80
	Health care and social assistance	8.69
	Manufacturing	8.33
	Professional, scientific & technical services	8.71
	Rental, hiring & real estate services	8.19

Retail trade	7.52
Wholesale trade	4.00
Total	7.79

Q12: You rated your level of support 7 or higher, why are you supportive?

Full verbatim comments:

- A better Jetty Road is better for everyone. Embracing our melting pot of culture and keeping up with other popular places around the world is why I'm supportive and forever optimistic. I want to feel proud of the area.
- Always important to improve public areas but feel that Jetty Road needs a more community feel that appeals to locals and therefore attracting better retailers and hospitality that are of better quality.
- Always Good to improve services and green open spaces
- Any improvements to the area will enhance the experience of visitors and encourage more people to come to the area, which will have a positive effect on local businesses.
- As a business owner on Jetty Road, we have disappointed many tourists who have visited and made comments to that effect. Jetty Road is meant to be the place to come when you visit Adelaide. As for certain events the tram has stopped at Brighton Road and this has created a fantastic mall vibe and more importantly the spread of foot traffic at the eastern end has given those businesses more opportunities for sales, rather than most events taking place at the beach end!
- As a business owner on Jetty Road I hear firsthand more from tourists how disappointed they are that the vibe, atmosphere, empty shops and how they feel the street has been neglected as a major tourist attraction for Adelaide.
- Because I would like to see a thriving suburb
- Because it is much needed.
- because it looks old and tired year after year
- Because Jetty Road looks tired and has a very bad reputation. The amount of thefts and aggressive behaviour by customers continues to increase. Please focus and keeping a significant Police presence on the street all year round. Hopefully one day the Jetty gets a revamp too.
- Because Jetty road needs to be more vibrant with a mor appealing shop mix. It needs to be safer and traffic flow needs also to greatly improve. The street looks tired and dirty.
- Because something needs to be done to clean up and modernise the area. And too many traders have messy storefronts. Where's their pride and professionalism?!
- Because we own and operate a business within the area and the more people that can get to Glenelg/Jetty Road, the better for anyone
- Bring people to business
- Change is always beneficial
- Councils that are investing in their infrastructure are seeing an increase in both visitors and their spending. We need a council that encourages landlord and business owners to invest in their properties and businesses.
- Development always positive
- Glenelg is or was the #1 tourist destination for SA. it should reflect that with lots of things to do and see and food and areas to eat and kid play. the jetty needs a massive overhaul to reflect modern tourism
- Glenelg needs a change
- Glenelg needs to be and should be the beach jewel of Adelaide, and I believe this project will help us achieve that
- Glenelg really needs a facelift, I believe that if done correctly will bring a lot more customers and tourists, I would also love to see most of the shops get a facelift to join into the new scene
- Good if necessary.
- Have traded on the street for decades and with a family run business, this is well over due to increase foot traffic and decrease the negative stigma that Glenelg has to locals.

- Having been a vendor for 15 years and firsthand experiencing the state of the storm water and infrastructure, I believe it's in all our best interest to at least fix this issue. Our stores get flooded, damaging the buildings which in the long-term increase running costs and our prices unnecessarily. From an aesthetic point of view, the street needs prettying up in order to leave a better impression, so people want to come back. It is Glenelg after all, the most known suburb of Adelaide when it comes to tourism. And it does look a bit shabby. Improving the street will in turn attract other vendors thus creating a unique beachside boutique feel- rather than empty shops. Change is good- even at a cost. It's moving forward.
- I feel Jetty Road is very tired, dirty lack of shops to cater for the customers that visit Jetty Road. For o a tourist present it really does not meet any requirements. I would not recommend anyone to visit Jetty Road
- I have shop on jetty road so I like more people to come on jetty road. More people more business
- I support any initiative that puts people and community building first.
- I think the general feel in the community is one that Glenelg is looking tired and in need of a facelift- with upgrades to the street and shops required. It looks dirty and tired. With the upgrade it would attract more people to the area who would spend more money in the area.
- I would like to see Jetty Road vibrant again and clean
- In order for Glenelg to remain relevant to changing consumer trends, it needs to make sure the area doesn't become outdated and tired.
- Investment into parking to improve access to retailers will drive sale numbers and consequently improve trading environment and investment
- It is so overdue. The detail on the announcement was extremely vague, however. What is the 40mil going towards? How is it going to enhance the local economy and small business?
- It is time for an upgrade of the area.
- it looks tired
- It needs a refresh as long as it doesn't cost rate payers more
- It needs an upgrade, some way to draw the right people to the precinct. It has to have a more uplifting feel to the area.
- it needs it
- it needs to be done
- It will be good for everyone
- It will help improve, people flow and therefore be better for business.
- it's always nice to see improvements in the environment in which we live and work, especially with respect to traffic, safety, and congestion
- It's needed. But we need higher quality carparking. No one parks at Partridge Street because it costs money. Why not make it 6 hours free. And redevelop the site council owns behind the Jetty Bar. We need more, easy carparking.
- Jetty Rd, Glenelg lets Holdfast Bay down. It ought to be an attractive street full of life, clean and with a broad selection of businesses. Walking its length is unsafe and unpleasant. My suggestion would be broader pavements with ideally a one-way road/tram line to allow more outdoor seating for cafes, restaurants, shops etc...
- Jetty Road has been in dire need of Council attention for a considerable time
- Jetty Road is due for upgrade/change of face as it is a premier attraction for local residents, workers and tourists.
- Jetty Road is in great need of an upgrade to make is safer and more attractive for pedestrians. There are many older people in Glenelg and a retirement village - many have tripped on uneven pavers. Pavements needs replacement. the look and feel of Jetty Road is also important to me, to make it more attractive and less trashy. This includes shop / building fronts in particular, many of which currently look very run down.
- Jetty road is tired and desperately needs to modernise to remain relevant in today's market
- Jetty Road is tired and outdated. It is marketed as a seaside destination for visitors but is currently not a nice place to visit and it is embarrassing to suggest it to interstate people as

a place to visit. It requires more free parking with time frames that give people time to look around without being hit with parking fines.

- Looks run down and needs a facelift
- Looks tired, upgrade overdue
- Looks tired. Need to encourage longer shop tenancies
- Need more police in area
- Needs a good clean up to bring people in
- Needs big ideas should be the premier spot to visit in Adelaide
- Needs freshening up
- Old and let run down. To many people loitering around making trouble
- Old and run down
- Regeneration is positive
- Smarter shops. Less junk shops. More boutiques
- The area has stayed the same for too long. The world has changed, and a new generation are the potential customers. The area needs to attract these customers or lose them to more forward-thinking councils.
- the Jetty Road Glenelg needs a massive uplift, it is tired and full of poor-quality shops, we are a destination beachside suburb with great public transport for travellers and the likes, yet we are a tired looking precinct. Removal of the protestors on Sunday is imperative, this is having a major impact on local businesses
- The jetty road precinct has lacked investment for some time and needs to be repositioned to combat the retail drive of traffic to Harbour Town
- the street is old and must be upgraded. it is important that on street accessible parking is maintained and council must be transparent about what they are doing.
- The strip needs a facelift. I'd put the money into dressing up all the shop building frontages to get maximum impact on the street. I know that it would mean spending public money on private property, but council could control it to achieve the outcome they want.
- This area is very important to South Australia
- To increase car parking to make it easier to visit jetty road and make it more profitable for local businesses
- Upgrades important old and daggy
- Very needed
- Very run down
- We need to keep evolving to ensure we are first choice beach side location. Continuing to support other great concepts like the locally operated Moseley Beach club.
- We need to uplift the area to make businesses want to grow in the area then increasing \$ spent in the area
- We used to visit the area a lot more and at least once a day on a weekend, as it stands it's too hard to find a park and sometimes just too crowded to find a café or restaurant with a free spot.
- Whilst I believe Jetty Rd will benefit from a facelift and more events/activities, I don't believe it will benefit my business (Threefold Distilling). Jetty Rd needs better shops and cafes to draw people to the area.
- Would be nice and could possibly attract more people to visit. Myself with my family would still visit even if things remained unchanged. Mainly would believe the option for more free parking at least would be more necessary than most

Q13: You rated your level of support 6 or lower, why are you not supportive?

Full verbatim comments:

- As a business owner, we do not want to deter customers from shopping at the bay. need to remember that activities and widening footpaths should only occur e.g.: Moseley area (or close too)-hope this does not bring back the profound impact of the tram line re-build to traders financially!!
- Because it is short sighted and one dimensional. Until the landlords work together with the council to attract a quality mix of tenants - the perception of JR won't change. Unfortunately wider footpaths won't help with this, it is a bigger picture issue. The street is

unsafe, the mix of tenants is not good, and the marketing is focussed on the same 5 food / hospitality operators

- Do not think that amount of money needs to be spent on Jetty road Glenelg. Fix the empty shops first. I think landlords need to lower rent so businesses can thrive in the area.
- Doesn't affect business
- Doesn't need it
- Doesn't really need it. Sped money in other areas
- Governments at all levels should keep out of business. Let the market sort itself out. The age of the retail strip is dead. People shop more online and greedy landlords charge too much rent to tenants on Jetty Road to sustain and encourage retail activity. The economy is tanking due to Government induced higher inflation. Parking is a big issue but 'upgrades' I have noticed lead to even less street parking. This is just another 'green' led initiative to reduce the number of cars and condition us to a '15-minute City'. The WEF and the UN are corrupt Satanic organisations and anything that they put forward is not to benefit humankind - only enslave us. And as for funding this Jetty Road upgrade by increasing the rates of all other businesses in the Holdfast Council catchment - OUTRAGEOUS AND CRIMINAL. Stick to keeping the place clean and fixing the roads and footpaths. This project is a complete waste of time and money. Stop the madness now.
- I am supportive but see contradictions. The money should be towards the police station 24hrs. Safety for residents. Homeless people re housed instead of sleeping in Jetty Rd. 2 Real estate agents have recently had people with mental problems attack inside their offices with one death. There will be more problems in Maturin Rd with the drug rehab centre. Older people now don't feel safe in Glenelg, no matter how much you beautify it. Tram is not safe anymore with drunk and drugged people. Last night 4/5 at 9.00pm on the tram home, 5 security people trying to calm some drunk agro's almost all the way. Not a good look and most uncomfortable for locals and visitors. A lot of older
- I don't think it will improve the businesses in the area as most people are made to leave the area because of the 1-hour parking. We need less parking restrictions to encourage people to visit the area. Drainage in Moseley street needs to be improved even with a very light rain the drain fills up to 200mm in water and people can't get out of the cars due to the flooding sometimes it goes over the footpath and into our premises. There is no drains and I have asked several times, but nothing is done.
- I'm supportive of change that is actually necessary and helpful to business owners and our customers. Don't bother wasting council funds on putting in more 'public art' like the atrocious eyesore between the church and sports girl when we need ACTUAL items addressed including public safety and cleanliness. We have held countless meetings/agendas/surveys where we have voiced our concerns about the decline in safety over the past DECADE now. We need ACTION, clean up jetty road, protect businesses and customers from violence and public disturbances from drug and alcohol affected individuals and groups. Enough is enough operation Jericho has not been successful at preventing individuals and groups of people from filling our walkways and seating areas with alcohol bottles, bodily waste, and constant fights particularly during summer. I'll give you a 10 if you can solve the issues, we've been raising for years but for now I'm apprehensive because change has not happened.
- Instead of doing any upgrade, I think we should make it a safer and more attractive place first. I don't see too much energy going around the neighbourhood. And the public car park was pretty scary after dark. The businesses are limited with advertising because nothing was permitted.
- Need to see details first
- Not affected by it
- Not confident that it will benefit the whole street. The beach end seems to get ALL attention. Not that excited to get drainage and paving. Very concerned that the first stage will affect access to my business, especially during winter.
- Not during a cost-of-living crisis. Too much money spent on it.
- Not improving safety or parking

- So many issues on Jetty Road centre around the less than safe atmosphere that has perpetuated over the past few years. As a night destination the lighting is woeful and should be made uniform, bright and always on when dark under the store verandas.
- So much money spent on the dripping pink thing as artwork could go towards better options such as seating along the shopping area and better signage for side street vendors.
- There are more necessary things to upgrade at Jetty Road than the proposed project, facelift whole street not only the Mosley square
- You throw a bucket of money at redeveloping Jetty Road, and this means the landlords will jack the rent up again. Most of the businesses can't afford the rent as it currently is which is why the shops are so bad now.

Q14: If the upgrade is completed, how likely do you think people will visit Jetty Road, Glenelg more often?

	1	2	3	4	5	Total
If the upgrade is completed, how likely do you think people will visit Jetty Road, Glenelg more often?	5	2	14	37	38	96
	5.2%	2.1%	14.6%	38.5%	39.6%	100.0%

Statistics

If the upgrade is completed, how likely do you think people will visit Jetty Road, Glenelg more often?

N	Valid	96
	Missing	9
Mean		4.05
Median		4.00
Mode		5
Std. Deviation		1.050

If the upgrade is completed, how likely do you think people will visit Jetty Road, Glenelg more often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	4.8	5.2	5.2
	2	2	1.9	2.1	7.3
	3	14	13.3	14.6	21.9
	4	37	35.2	38.5	60.4
	5	38	36.2	39.6	100.0
	Total	96	91.4	100.0	
Missing	99	9	8.6		
Total		105	100.0		

		If the upgrade is completed, how likely do you think people will visit Jetty Road, Glenelg more often?
Which suburb does your business mainly operate from?	Somerton Park	3.80
	Glenelg	4.14
	Glenelg East	5.00
	Glenelg North	3.25
	Glenelg South	4.25
	Brighton	4.00
	North Brighton	2.00
	South Brighton	4.00
	Hove	4.33
	Seacliff	5.00
	Total	4.05
	0-2 years	4.44

How long have you been in business in the City of Holdfast Bay?	3-4 years	4.50
	5-10 years	3.96
	11-15 years	3.44
	16-20 years	3.64
	More than 20 years	4.18
	Total	4.05
How many people (including management and owners) does your business employ?	1	3.50
	2-19	3.93
	20-49	4.35
	50-99	4.40
	100-199	4.00
	200+	4.00
Total	4.05	
What is your annual turnover range?	Less than \$500,000pa	4.13
	\$500,000-\$1 million pa	4.08
	\$1 million - \$2 million pa	4.50
	\$2 million - \$5 million pa	4.17
	\$5 million - \$10 million pa	4.75
	\$10 million - \$50 million pa	5.00
Total	4.31	
What industry sector do you fall into?	Accommodation & food service	4.13
	Manufacturing	4.67
	Professional, scientific & technical services	4.00
	Rental, hiring & real estate services	4.41
	Retail trade	4.21
	Wholesale trade	3.00
	Arts & recreation services	4.00
	Construction	4.67
	Education & training	3.00
	Financial and insurance services	3.60
	Health care and social assistance	3.75
Total	4.05	

Q15: Council is proposing an increase to rates of 2.3% next year to **specifically** fund this project.

Council anticipates an increase at this similar level for two more years to fund the Jetty Road project. How supportive are you of this?

Please note that this proposed rate increase would be in addition to annual rate increases aligned with Adelaide CPI which for the next financial year is a proposed 4.8%.

	1	2	3	4	5	Total
How supportive are you of this?	26	14	26	20	19	105
	24.8%	13.3%	24.8%	19.0%	18.1%	100.0%

Statistics		
How supportive are you of this?		
N	Valid	105
	Missing	0
Mean		2.9238
Median		3.0000
Mode		1.00 ^a

Std. Deviation 1.43242

a. Multiple modes exist. The smallest value is shown

How supportive are you of this?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	26	24.8	24.8	24.8
2	14	13.3	13.3	38.1
3	26	24.8	24.8	62.9
4	20	19.0	19.0	81.9
5	19	18.1	18.1	100.0
Total	105	100.0	100.0	

	How supportive are you of this?
Which suburb does your business mainly operate from?	Somerton Park 2.40
	Glenelg 3.05
	Glenelg East 2.00
	Glenelg North 2.75
	Glenelg South 2.00
	Brighton 3.33
	North Brighton 1.00
	South Brighton 3.00
	Hove 2.67
	Seacliff 3.00
Total 2.92	
How long have you been in business in the City of Holdfast Bay?	0-2 years 3.11
	3-4 years 3.64
	5-10 years 2.72
	11-15 years 3.27
	16-20 years 2.45
	More than 20 years 2.84
	Total 2.92
How many people (including management and owners) does your business employ?	1 3.25
	2-19 2.97
	20-49 2.76
	50-99 3.50
	100-199 2.25
	200+ 3.00
	Total 2.92
What is your annual turnover range?	Less than \$500,000pa 3.18
	\$500,000-\$1 million pa 3.14
	\$1 million - \$2 million pa 3.28
	\$2 million - \$5 million pa 3.00
	\$5 million - \$10 million pa 3.50
	\$10 million - \$50 million pa 3.75
	Total 3.24
What industry sector do you fall into?	Accommodation & food service 2.42
	Manufacturing 3.00
	Professional, scientific & technical services 3.56
	Rental, hiring & real estate services 3.28
	Retail trade 2.85
	Wholesale trade 2.00
	Arts & recreation services 2.20
	Construction 3.00
	Education & training 2.00
	Financial and insurance services 3.00

Health care and social assistance	3.00
Total	2.92

Q16: Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay?

Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay?	Yes	56	53.3%
	No	27	25.7%
	Don't know / not sure	22	21.0%
	Total	105	100.0%

		Which suburb does your business mainly operate from?										
		Somerton Park	Glenelg	Glenelg East	Glenelg North	Glenelg South	Brighton	North Brighton	South Brighton	Hove	Seacliff	Total
Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay?	Yes	1	46	0	4	2	2	0	0	1	0	56
		20.0%	59.0%	0.0%	50.0%	50.0%	66.7%	0.0%	0.0%	33.3%	0.0%	53.3%
	No	2	17	1	3	2	1	0	0	0	1	27
		40.0%	21.8%	100.0%	37.5%	50.0%	33.3%	0.0%	0.0%	0.0%	100.0%	25.7%
Don't know / not sure	2	15	0	1	0	0	1	1	1	2	0	22
		40.0%	19.2%	0.0%	12.5%	0.0%	0.0%	100.0%	100.0%	66.7%	0.0%	21.0%
Total		5	78	1	8	4	3	1	1	3	1	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		How long have you been in business in the City of Holdfast Bay?							Total
		0-2 years	3-4 years	5-10 years	11-15 years	16-20 years	More than 20 years		
Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay?	Yes	6	8	17	5	4	16	56	
		66.7%	72.7%	68.0%	45.5%	36.4%	42.1%	53.3%	
	No	2	1	5	2	5	12	27	
		22.2%	9.1%	20.0%	18.2%	45.5%	31.6%	25.7%	
Don't know / not sure	1	2	3	4	2	10	22		
		11.1%	18.2%	12.0%	36.4%	18.2%	26.3%	21.0%	
Total		9	11	25	11	11	38	105	
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		How many people (including management and owners) does your business employ?						
		1	2-19	20-49	50-99	100-199	200+	Total
Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay?	Yes	3	30	17	4	2	0	56
		75.0%	49.2%	58.6%	66.7%	50.0%	0.0%	53.3%
No	0	18	9	0	0	0	27	
		0.0%	29.5%	31.0%	0.0%	0.0%	0.0%	25.7%
Don't know / not sure	1	13	3	2	2	1	22	
		25.0%	21.3%	10.3%	33.3%	50.0%	100.0%	21.0%
Total		4	61	29	6	4	1	105

		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		What is your annual turnover range?						Total
		Less than \$500,000pa	\$500,000-\$1 million pa	\$1 million - \$2 million pa	\$2 million - \$5 million pa	\$5 million - \$10 million pa	\$10 million - \$50 million pa	
Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay?	Yes	10	8	12	2	2	3	37
		58.8%	57.1%	66.7%	33.3%	50.0%	75.0%	58.7%
	No	2	5	4	4	1	1	17
		11.8%	35.7%	22.2%	66.7%	25.0%	25.0%	27.0%
Don't know / not sure		5	1	2	0	1	0	9
		29.4%	7.1%	11.1%	0.0%	25.0%	0.0%	14.3%
Total		17	14	18	6	4	4	63
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		What industry sector do you fall into?											Total
		Accommodation & food service	Arts & recreation services	Construction	Education & training	Financial and insurance services	Health care and social assistance	Manufacturing	Professional, scientific & technical services	Rental, hiring & real estate services	Retail trade	Wholesale trade	
Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay?	Yes	13	1	2	1	2	5	2	5	13	18	0	56
		54.2%	20.0%	66.7%	16.7%	40.0%	35.7%	66.7%	55.6%	72.2%	52.9%	0.0%	53.3%
No		8	3	0	3	3	5	1	3	1	6	0	27
		33.3%	60.0%	0.0%	50.0%	60.0%	35.7%	33.3%	33.3%	5.6%	17.6%	0.0%	25.7%
Don't know / not sure		3	1	1	2	0	4	0	1	4	10	2	22
		12.5%	20.0%	33.3%	33.3%	0.0%	28.6%	0.0%	11.1%	22.2%	29.4%	100.0%	21.0%
Total		24	5	3	6	5	14	3	9	18	34	2	105
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q17: How many people (including management and owners) does your business employ?

How many people (including management and owners) does your business employ?	1	4
		3.8%
	2-19	61
		58.1%
	20-49	29
		27.6%
	50-99	6
		5.7%
	100-199	4
		3.8%
	200+	1

		1.0%
	Total	105
		100.0%

Q18: What is your annual turnover range?

What is your annual turnover range?	Less than \$500,000pa	17
		16.2%
	\$500,000-\$1 million pa	14
		13.3%
	\$1 million - \$2 million pa	18
		17.1%
	\$2 million - \$5 million pa	6
		5.7%
	\$5 million - \$10 million pa	4
		3.8%
	\$10 million - \$50 million pa	4
		3.8%
	More than \$50 million pa	0
	0.0%	
Prefer not to say	42	
	40.0%	
Total	105	
	100.0%	

Q19: What industry sector do you fall into? Please choose all that apply.

What industry sector do you fall into?	Retail trade	34
		32.4%
	Accommodation & food service	24
		22.9%
	Rental, hiring & real estate services	18
		17.1%
	Health care and social assistance	14
		13.3%
	Professional, scientific & technical services	9
		8.6%
	Education & training	6
		5.7%
	Arts & recreation services	5
		4.8%
	Financial and insurance services	5
		4.8%
	Construction	3
	2.9%	
Manufacturing	3	
	2.9%	
Wholesale trade	2	
	1.9%	
Administration and support services	0	

	0.0%
Electricity, gas, water, or waste services	0
	0.0%
Information media & telecommunications	0
	0.0%
Public administration & safety	0
	0.0%
Transport, postage & warehousing	0
	0.0%
Other	0
	0.0%
Total	105
	100.0%

2. Questionnaire

We are conducting a survey among businesses of the City of Holdfast Bay for the Council. The survey is about the newly announced project to transform Jetty Road, Glenelg that is due to start later this year and continue over the next three years in a staged approach.

The Transforming Jetty Road, Glenelg project will deliver a modern, safe and vibrant coastal shopping, dining and entertainment precinct which caters to the needs of the local community while offering visitors to the Bay a world-class tourism and events destination. The redevelopment will cost a total of \$40 million. The Australian Government has committed \$10 million towards it and Council will be required to fund the balance. We would like your views on the redevelopment.

The survey should only take around 5 minutes to complete and we thank you in advance for your time.

Please note your responses will be 100% anonymous and confidential. Intuito Market Research abides by The Research Society's Privacy Code for Market and Social Research. All data gathered will be treated with the strictest confidentiality and will only be used for research purposes. Intuito is a member of The Research Society and works to the highest privacy standards.

Screener:

Q1: Are you a business owner in the City of Holdfast Bay? (Single response)

- I am a business owner of a City of Holdfast Bay business?
- I am a resident and a business owner both in the City of Holdfast Bay.
- I work for a business in the City of Holdfast Bay.
- I am not associated with a business in the City of Holdfast Bay.

Q2: Which suburb does your main business operate from? (Single response)

- Brighton
- North Brighton
- South Brighton
- Glenelg
- Glenelg East
- Glenelg North
- Glenelg South
- Hove
- Kingston Park
- Seacliff
- Seacliff Park
- Somerton Park

Q3: How long have you been in business in the City of Holdfast Bay? (Single response)

- 0-2 years
- 3-4 years
- 5-10 years
- 11-15 years
- 16-20 years
- More than 20 years

Q4: Were you aware before now that this upgrade had been announced?
(Single response)

- Yes
- No
- Don't know / not sure

Q5: How often would you visit Jetty Road, Glenelg? (Single response)

- Daily (go to Q7)
- Few times a week (go to Q7)
- Weekly (go to Q7)
- Every 2 to 3 weeks (go to Q7)
- Monthly (go to Q6)
- Every few months (go to Q6)
- Twice a year (go to Q6)
- Yearly (go to Q6)
- Never (go to Q6)
- I work on Jetty Road (go to Q8)

Q6: Why don't you visit Jetty Road, Glenelg more often?

Q7: Which of the following would encourage you to visit more often?
Choose all that apply. (Multiple response, randomised)

- Cleaner / had a facelift / looks more appealing
- Better selection of shops / services / facilities and activities
- Less empty shops
- Easier parking
- Safer environment
- More accessible / easier to get around / improved pedestrian crossings
- Less crowded / busy
- More events and activities
- Other (please specify) _____

Q8: Which of the following do you think would encourage people to visit more often? Choose all that apply. (Multiple response, randomised)

- Cleaner / had a facelift / looks more appealing
- Better selection of shops / services / facilities and activities
- Less empty shops
- Easier parking
- Safer environment
- More accessible / easier to get around / improved pedestrian crossings
- Less crowded / busy
- More events and activities
- Other (please specify) _____

Q9: Do you personally believe that Jetty Road, Glenelg needs an upgrade?
(Single response)

- Yes
- No
- Don't know / not sure

The objective of the transformation of Jetty Road is to create a more accessible, attractive, safer mainstreet that is modern, can cater for events and has better pedestrian and traffic flow.

Q10: Which of the following do you think are necessary improvements to Jetty Road, Glenelg. Choose all that apply. (Multiple response, randomised)

- Safer / easier for pedestrians
- Improved pedestrian crossings
- Widened footpaths to reduce congestion
- Improved traffic flow (e.g. slower traffic to improve street ambiance)
- Improved safety / lighting
- Improved public spaces with open space for activities
- More trees and plants
- More public art
- Better parking options
- Development of laneways and side streets
- Maintenance of the existing heritage and character of Jetty Road Glenelg
- More things to do (events, activities, etc.)
- Improved stormwater infrastructure
- All the above
- None of the above

Q11: On a scale of 0 to 10, how supportive are you of this Jetty Road, Glenelg project?

Not supportive at all
0 1 2 3 4 5 6 7 8 9 10 Extremely supportive D/K

Q12: You rated your level of support 7 or higher, why are you supportive?
Open ended.

Q13: You rated your level of support 6 or lower, why are you not supportive?
Open ended.

Q14: If the upgrade is completed, how likely do you think people will visit Jetty Road, Glenelg more often? (Single response)

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely
- I work on Jetty Road Glenelg

Q15: Council is proposing an increase to rates of 2.3% next year to **specifically** fund this project.

Council anticipates an increase at this similar level for two more years to fund the Jetty Road project. How supportive are you of this? (Single response.)

Please note that this proposed rate increase would be in addition to annual rate increases aligned with Adelaide CPI which for the next financial year is a proposed 4.8%.

- Extremely supportive
- Somewhat supportive
- Neither supportive nor unsupportive
- Somewhat unsupportive
- Extremely unsupportive

Q16: Thinking long term, do you see this upgrade as a benefit to all businesses operating in the City of Holdfast Bay? (Single response)

- Yes
- No
- Don't know / not sure

Demographics

And now some questions about your business to help us understand the cross-section of businesses in our sample.

Q17: How many people (including management and owners) does your business employ? (Single response)

- 1
- 2-19
- 20-49
- 50-99
- 110-199
- 200+

Q18: What is your annual turnover range? (Single response)

- Less than \$500,000pa
- \$500,000-\$1 million pa
- \$1 million - \$2 million pa
- \$2 million - \$5 million pa
- \$5 million - \$10 million pa
- \$10 million - \$50 million pa
- More than \$50 million pa
- Prefer not to say

Q19: What industry sector do you fall into? Please choose all that apply.

- Accommodation & food service
- Administration and support services
- Arts & recreation services
- Construction
- Education & training

-
- Electricity, gas, water, or waste services
 - Financial and insurance services
 - Health care and social assistance
 - Information media & telecommunications
 - Manufacturing
 - Professional, scientific & technical services
 - Public administration & safety
 - Rental, hiring & real estate services
 - Retail trade
 - Transport, postage & warehousing
 - Wholesale trade
 - Other (please specify) _____

Thank you for completing our survey today.

Attachment 5



The Honourable David Speirs MP
Leader of the Liberal Party

4 June 2024

Dear Councillor,

Transforming Jetty Road, Glenelg

Recently it was reported that the City of Holdfast Bay was proposing to increase its rates by 7.1%. I understand that this includes a rise of 4.8% to account for CPI and an additional 2.3% to fund the transformation of Jetty Road, Glenelg.

Councils do lots of important work and the City of Holdfast Bay has a great record in reducing waste to landfill, coastal environmental work and supporting older people in our community.

However, a significant number of residents have contacted me expressing concern and a lack of understanding of the Jetty Road upgrade project and why it has been prioritised by their council.

In view of this, I undertook a survey of interested local residents within the City of Holdfast Bay council area across the state electorates of Black, Gibson and Morphett, where I invited them to let me know how they feel about this proposal. I have received over 300 responses to my survey and have outlined the results below:

Black – 67 responses

- 84% do not support spending \$40 million on a Jetty Rd upgrade
- 94% do not support the 2.3% rate increase above CPI to fund the project

Gibson – 103 responses

- 82% do not support spending \$40 million on a Jetty Rd upgrade
- 97% do not support the 2.3% rate increase above CPI to fund the project

Morphett – 138 responses

- 68% do not support spending \$40 million on a Jetty Rd upgrade
- 93% do not support the 2.3% rate increase above CPI to fund the project

I trust this information is of assistance when considering the views of local residents in relation to this important matter.

Yours sincerely,

DAVID SPEIRS MP

Leader of the South Australian Liberal Party
Member for Black

Cc, Stephen Patterson MP, Member for Morphett, Hon Heidi Girolamo MLC, 5049 Coastal Community Association and Holdfast Bay Residents Alliance

Attachment 6

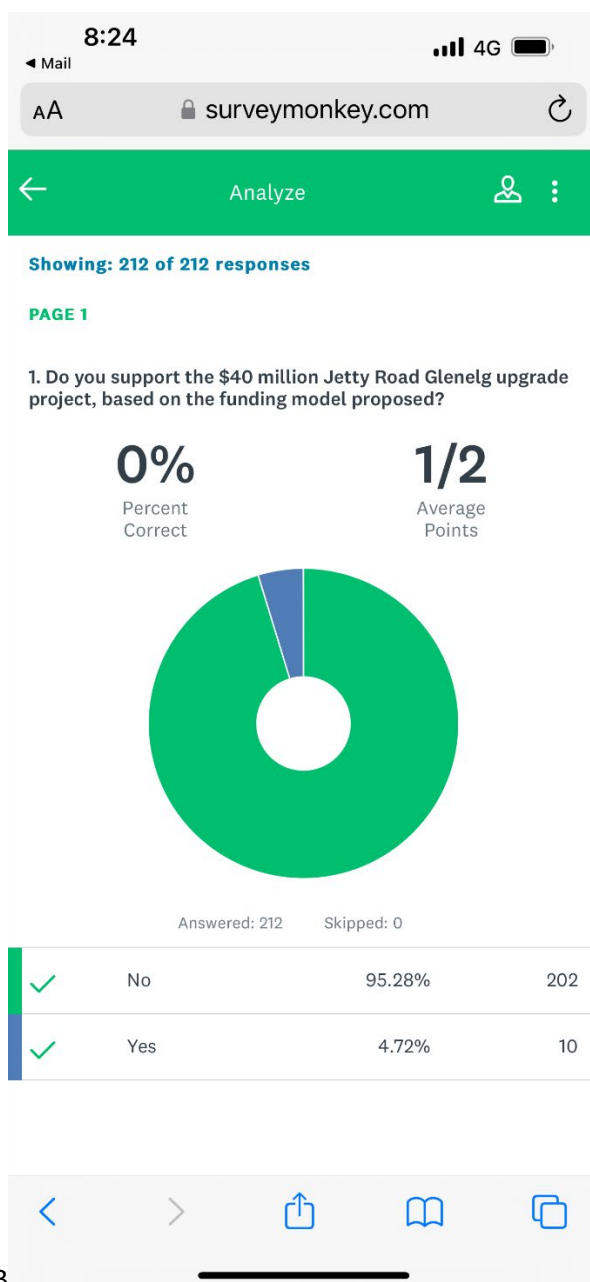
Mayor, Councillors and Roberto,

The 5049 Coastal Community Association has been running a Survey Monkey poll throughout the entire Holdfast Bay Council area. We have asked one question:

Do you support the \$40 million Jetty Road Glenelg upgrade project, based on the funding model proposed?

To date we have received 212 responses with 95% opposed to the funding model. We are anticipating many more responses over the next week or two. (See attached)

Given the lack of proper consultation by Council, and these results, i ask that you ensure that Council undertakes a proper consultation process, as required under the Local Government Act?



DCB

Item No: 15.3

Subject: CLUB HOLDFAST BOWLS AND CROQUET LIGHTING REPLACEMENT

Summary

Council approved \$150,000 in the 2022-23 Annual Business Plan to contribute to the lighting replacement at Club Holdfast, located on the corner of ANZAC Highway and Tapley's Hill Road, Glenelg North. By October 2022, a pre-tender high level cost estimate for the project was \$250,000. Given the estimated project cost exceeding budget allocation, Administration applied for several grants to cover the escalating costs however were unsuccessful. Due to the poor condition of the existing light structures and independent engineers' advice to remove the lights, Administration is seeking approval to deliver a descoped project but still achieving the lighting upgrades as per original scope.

Recommendation

That Council approves a descoped project to proceed with the necessary urgent works to replace the existing lighting infrastructure at Club Holdfast.

Background

In November 2021, Club Holdfast Bowls and Croquet sought Council approval to replace their existing halogen light globes with LEDs on the catenary lighting system. As part of planning approval, Council requested that the Club engage an independent structural engineer to assess the 16 posts supporting the lights. The independent assessment raised issues regarding the structural integrity of the posts, which did not meet requirements of the current Australian Standards. The findings of the Structural Report recommended that the existing posts and footings be replaced with new, purpose-built posts within the next year.

Administration has responded to the Club and indicated that approval for the new light fittings cannot be provided until the issue of the complete lighting infrastructure (footings, poles and luminaires) is resolved as the existing lighting infrastructure poses a safety risk. As such, the Club, with Administration's assistance has been investigating lighting design options that meet current Australian Standards.

An amount of \$150,000 was included in Council's 2022-23 Annual Business Plan to contribute to the funding of the lighting replacement. By October 2022, a pre-tender cost estimate for the project was \$250,000. Due to the estimated project cost exceeding budget allocation, Administration submitted a grant application seeking an additional \$110,000 from the Community Recreation and Sports Facilities Program (CRSFP) 2022-23 provided by the Office for Recreation, Sport and Racing (ORSR). Whilst the application scored highly in the assessment phase undertaken by ORSR, the application was ultimately unsuccessful. Feedback from ORSR was that the round was very competitive and that it would be more favourable if the Club were contributing financially to the overall cost. The Club was advised to apply in the next funding round.

Due to industry wide price escalation, shortage of materials and long lead times, a Quantity Surveyor was engaged to commission a high-level cost estimate for the lighting upgrade and other associated works in September 2023. At this time, it was anticipated that the project cost was likely to be \$330,000.

In November 2023, with Council's \$150,000 and the Club's \$15,000 contribution, Administration applied for an additional \$165,000 through the Office for Recreation, Sport and Racing's CRSFP 2023-24. However, the application was again unsuccessful due to the competitiveness of the round, with the funding program receiving over \$28M worth of applications for a funding pool of \$5.6M.

Subsequently, Administration re-assessed the project in conjunction with Club Holdfast Bowls and Croquet, to determine project feasibility with a reduced scope. Given the poor condition and urgency to remove the lights, a Request for Quotation process was undertaken based on a reduced project scope, to only include lighting upgrade, and not other site works.

Report

Structural Report

The Structural Report on the existing catenary lighting found that the existing steel posts are severely rusted tram rails standing at 7.4m high. The weight of the catenary system during wind events revealed that the capacity rating did not provide adequate margin of safety allowing for the current level of rust and deterioration. Due to the risks outlined, it is imperative that the poles are removed in the immediate future.

Refer Attachment 1

Lease Conditions

Under the lease conditions for Club Holdfast, the replacement of the light poles (and the lighting itself) constitute capital works. As such, council is responsible for the costs of all capital works by virtue of Section 13 of the *Retail and Commercial Leases Act 1995 (SA)* unless such costs are required as a result of damage caused by the tenant. Council's liability is furthered by clause 1.20.6 of the Lease which provides that the tenant is responsible for "all costs of repairs, maintenance servicing and replacements of and to the building other than work of a structural or capital nature".

Project Scope and Budget

The original project scope included supply and installation of lighting to two bowling greens, including:

- site mobilisation, temporary fencing
- crane/cherry picker hire – including associated hourly rates
- demolition and disposal of existing lighting system, truck hire for removal of waste and dumping fees
- trenching works
- supply and installation of 6 x light poles, light fittings, controls, plus new power supplies
- making good of affected signage and shelters obstructing proposed lighting

- making good surfaces (filling existing footings of catenary system) and resurfacing of 350m² asphalt between club rooms and green, remediation of plinths surrounding greens
- remediation of greens following crane access requirements for installation
- minimum 10% contingency.

In 2023, the cost estimate provided by the Quantity Surveyor for the above was \$330,000 ex GST. Given the allocated project budget of \$150,000, Administration worked through a cost management process to undertake the minimum works to ensure that the bowls greens can remain lit for nighttime activities.

To evaluate feasibility of the project, Administration sought three quotes with a two staged option, based on what could be achieved with the available funding. These quotes were sought through a Request for Quotation process with each company provided the same scope of works to provide their pricing on.

Stage 1 would include supply and installation of four light towers to light the western green, and Stage 2 would include the supply and installation of the remaining two lights for the eastern green.

The revised project scope did not include any contingency, including removal or relocation of shelters or signage that may be required for the new lights. Fees for shelter and/or signage removal and relocation are estimated at \$11,000. Necessity for these works, however, requires further input from the Club and final lighting layout from the engaged contractor at project commencement.

Quotes (excluding GST) are as follows:

	Stage 1	Stage 2	Total fee for both stages undertaken together	Total fee for both stages if undertaken separately
Quote 1	\$98,058	\$49,935	\$147,999	\$165,958
Quote 2	\$129,320	\$44,080	\$161,890	\$173,400
Quote 3	\$147,270	\$89,090	\$236,360	\$247,126

Undertaking the two stages at the same time would result in an average savings of \$15,000.

Club Holdfast has indicated that the Club can only remain viable based on nighttime use and activities under lights over both the western and eastern greens. They have also expressed that by only delivering on Stage 1 will be detrimental to their operations and financial viability. Therefore, it is recommended that both stages are undertaken simultaneously.

The budget will also include 4% project contingency which allows for relocation of existing infrastructure such as shelters and signs.

Next Steps

Should recommendations be approved by Council, Administration will proceed with contractor engagement and project delivery. The company providing Quote 1 has indicated they have the main componentry and light poles on hand, enabling quick mobilisation.

Budget

In the 2023-24 capital budget, Council's allocation towards this project is \$150,000. A portion of this budget will need to be carried over to the 2024-25 financial year based on the likelihood that contracted works will carry into the 2024-25 financial year. To contribute to the overall project cost, the Club has confirmed an allocation of \$15,000 towards the project totalling \$164,999.

Should Council approve the recommendation to proceed with Quote 1 in lighting both greens, the project cost is as follows:

Quote	\$147,999
Infrastructure relocation	\$11,000*
Contingency of 4%	\$6,000
Total	\$164,999

*Infrastructure relocation may not be required based on the final layout of light posts.

Life Cycle Costs

All costs for repairs, maintenance servicing and replacements other than work of a structural or capital nature will be at the cost of Club Holdfast. Once the project is completed, the component life and additional asset value will be included in the asset register, including life cycle of the poles being structural or capital in nature.

Strategic Plan

The project supports the Wellbeing focus by providing both ongoing and increased access to bowls at Club Holdfast. Bowls and social events provide many benefits to local residents and the broader community including physical and social.

Council Policy

Procurement Policy
Asset Management Policy

Statutory Provisions

Section 13 of the *Retail and Commercial Leases Act 1995 (SA)*

Written By: Recreation and Sport Planning Lead

General Manager: Assets and Delivery, Ms P Jackson

Attachment 1

STRUCTURE REPORT

Address: Light Support Posts of
Southern Green Club Holdfast
Cnr. Anzac Highway &
Tapleys Hill Rd, Glenelg North

Report No: BR21611
Date: November, 2021
Inspector: T.Magryn

For: Club Holdfast
Att: Mr. M. Golby

SCOPE OF REPORT

There are currently overhead lights strung from wires supported between 16 posts placed along the northern and southern edges of the southern green at Club Holdfast. It is proposed to upgrade these lights to new ones.

This report is to examine the existing posts and determine if they are suitable for supporting the new lights.

GENERAL

Over the southern green at Club Holdfast there are eight posts along the southern side of the green and eight posts along the northern side of the green. These posts are approximately 7.4m high each, and there are wires north/south across the green between pairs of posts. The posts are approximately 42.3m apart (north/south and the pairs are spaced at 11.1m centres (east/west).



The posts are old tram rails and are generally highly rusted. They are concreted into footings, the tops of which are at ground level on the northern posts and buried in the garden on the southern posts. No details of the footings are known.

The posts have been working adequately to date.

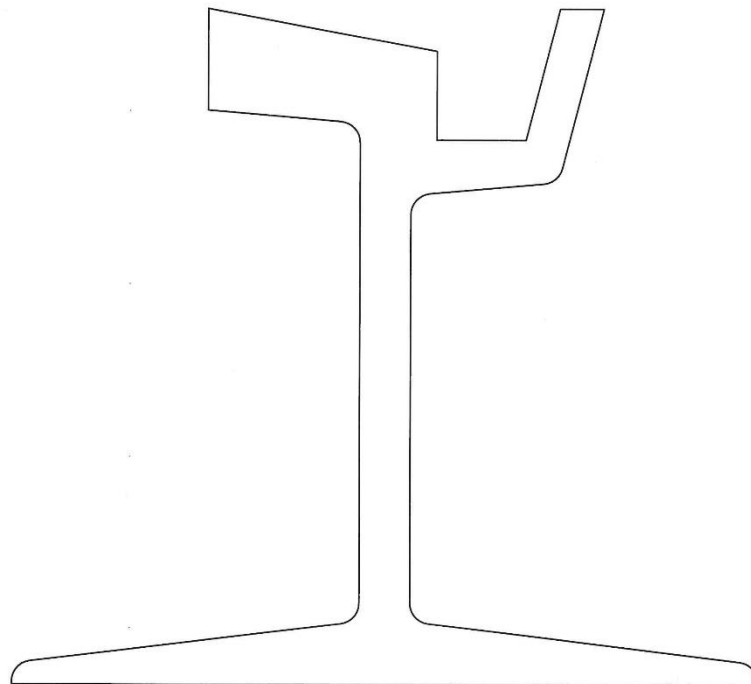
It is proposed to replace the existing overhead lights with new. This report is to investigate if the posts are adequate to support the new lights.

SITE INSPECTION

The posts generally were inspected and measured on site by the undersigned in November 2021.

For reference in this report, the posts are number as 1 (west end) to 8 (east end), N for northern side and S for southern side. Hence, the lights are strung between pairs of posts, for example 1N to 1S.

The posts are a tram rail section, 176mm wide x 160mm high, with a grooved rail. The section was measured and section properties calculated.



Area	=	5135 mm ²
Weight	=	40 kg/m
I _{xx}	=	18.6E6 mm ⁴

The section measurements are approximate only due to extensive rust on the posts.

Comments on the posts are as follows:

- All posts are showing a severe amount of rusting.



- All concrete footings appear sound with no sign of movement. All posts are nominally vertical.



- Some posts have miscellaneous holes drilled in the webs, up to 25mm diameter.



- Some of the northern posts have exposed concrete footings, and some have bitumen over the footings.



- The wider flange on some posts has rusted down from 160mm wide to only 130mm in places.



- Posts 1S to 8S are in the garden bed along the southern boundary. The tops of these footings were exposed where possible, and the base of the posts examined for more severe rusting due to being buried in the soil. The thickness of the post webs were measured with an ultrasonic thickness meter. This showed:

Post	Web Thickness
1S	9.3 to 13.6mm
2S	Plant over
3S	Plant over
4S	Underground power adjacent
5S	13mm
6S	14.3mm
7S	11.3 to 13.7mm
8S	10.8 to 11.5mm



Overall, the posts were in reasonable condition, and although heavily rusted, they showed no indication of failure due to the current loading.

The new light system is very similar to the existing system, however the lights are physically smaller, reducing wind loading on the cables and posts.

STRUCTURAL CALCULATIONS

Please refer to the attached structural calculations.

The tension in the wire support ropes over the green was calculated based on:

- The weight of the wire ropes and the proposed lights,
- The wind loading on the wire ropes and the proposed lights, for a 1 in 500 year Average Return Interval Wind. This is as required by AS 1170.2 and equates to a 75 knot (139 km/hr) wind gust.

These wire tensions were converted into bending moment in the posts.

The capacity of the steel post was also calculated and assessed to be 68.2 kNm for the full, un-rusted post.

The bending induced in the post from the weight of the wire ropes and lights was 23.7kNm, however the bending in the post from the extreme wind event and weight of the wire ropes and light was 63.5kNm, which is 93% of the full capacity.

SUMMARY AND ASSESSMENT

The existing steel posts are severely rusted tram rails, and are 7.4m high and embedded into concrete footings of unknown size. They have performed adequately to date.

Given the proposed lights are smaller and lighter than the existing lights and they are to be hung on the same arrangement as existing, it follows that the loads onto the support posts will marginally reduce from those which currently occur.

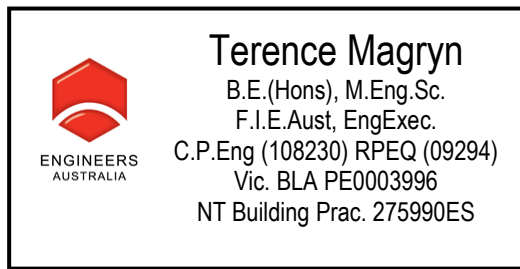
The existing posts are adequate to support the weight of the wire ropes and proposed lights, with an adequate margin of safety to allow for the rusting which has taken place.

However, when the loading of an extreme (1 in 500 year ARI) wind event is added to the loading due to the weight of the wire ropes and proposed lights, the posts are stressed to 93% of their capacity. This does not give an adequate margin of safety to allow for the current deterioration due to rusting of the posts, which may decrease the post capacity by up to 20%. It should be noted that it is likely that the current arrangement has not been subjected to a 1 in 500 year ARI wind event since it was built.

The existing posts do not meet requirements of the current Australian Standards.

It is recommended that the existing posts and footings be replaced with new, purpose build posts within the next year.

For Magryn & Associates Pty. Ltd.



T. Magryn
CPEng.

Attachments: Structural Calculations SC21611.

Item No: 15.4

Subject: **HOLDFAST BAY COMMUNITY CENTRE – TRINITY BAY LEASE**

Summary

The lease assigned to Trinity Bay Incorporated at the Holdfast Bay Community Centre expires on 30 June 2024 without a right of extension. This report seeks Council's endorsement for a new lease between Council and Trinity Bay Incorporated at the Holdfast Bay Community Centre for a period of one-year, with an option to extend for a further year.

Recommendation

That Council:

- 1. enters into a Lease with Trinity Bay Incorporated provided as Attachment 1 to this report over a portion of land contained within Certificate of Title Volume 5933 Folio 501 for a period of one (1) year commencing 1 July 2024; and**
 - 2. authorises the Mayor and Chief Executive Officer to execute and seal the document required to give effect to the Lease.**
-

Background

At its meeting held on 13 February 2024, Council resolved to grant Trinity Bay Incorporated (Trinity Bay) a one-year lease over a portion of area at the Holdfast Bay Community Centre (HBCC) located on King George Avenue at Hove (Resolution No. C130224/7674). The terms of the lease did not provide for an extension. Trinity Bay is seeking a new lease to enable it to continue to store items at the HBCC to support its community forums and Sunday services. Trinity Bay will no longer occupy the office accommodation at the HBCC, with that space reassigned for council staff to administer community services from the site.

Report

Trinity Bay is one of four substantive tenants of the HBCC, the other tenants being Alwyndor (under a use agreement), the YMCA, and Spinal Cord Injuries Australia (under lease agreements). As a current occupier of the HBCC, Trinity Bay will retain a presence on the site with an allocation of 17 square metres of total floor area to store equipment used in the delivery of its services to the community. The negotiated lease, already signed by Trinity Bay Incorporated, is provided as Attachment 1 of this report. The rent amount is commensurate with commercial rates attainable for private storage facilities of comparable size and functionality, albeit discounted as per the City of Holdfast Bay's *Sporting and Community Leasing Policy* in recognition of Trinity Bay's community focus.

Trinity Bay provides sermons and study sessions for its congregation, mainly from facilities within the adjacent McAuley Community School, and hence the convenience of continuing to lease storage facilities at the HBCC. In light of its excellent performance as a tenant of the

HBCC, it is recommended that Council endorses a one-year lease for Trinity Bay with the option of a one-year extension, provided as Attachment 1 to this report, affording continued tenure at the HBCC until at least 30 June 2025.

Refer Attachment 1

Budget

The anticipated rent received from the Trinity Bay is factored into Council's Annual Business Plan for 2024-25.

Life Cycle Costs

There are no lifecycle costs associated with extending the Trinity Bay's lease.

Strategic Plan

Vision - creating a welcoming and healthy place for everyone

Council Policy

Sporting and Community Leasing Policy

Statutory Provisions

Local Government Act 1999

Retail and Commercial Lease Act 1995

Written By: Manager Development Services

General Manager: Community and Business, Ms M Lock

Attachment 1

LEASE

BETWEEN

CITY OF HOLDFAST BAY

(Landlord)

and

TRINITY BAY INCORPORATED

(Tenant)

PORTION OF HOLDFAST BAY COMMUNITY CENTRE

51 KING GEORGE AVENUE HOVE SA 5048

LEASE

PARTIES

BEWEEN CITY OF HOLDFAST BAY ABN 62 551 270 492 of PO Box 19 Brighton SA 5048 (**Landlord**)

AND THE PARTY NAMED IN ITEM 1 OF SCHEDULE 1 (**Tenant**)

BACKGROUND

- A. The Landlord is registered as the proprietor, or has the care, control and management, of the Land.
- B. The Tenant has requested a lease of the Premises for the Permitted Use.
- C. The Landlord has agreed and resolved to grant the Tenant a lease of the Premises on the terms and conditions of this Lease.
- D. Where required, the Landlord has undertaken public consultation and/or been granted Parliamentary approval in accordance with the *Local Government Act 1999 (SA)*.
- E. The parties wish to record the terms of their agreement as set out in this Lease.

AGREED TERMS

1. INTERPRETATION AND DEFINITIONS

The following definitions and rules of interpretation apply unless the contrary intention appears

1.1 **Accounting Period** means respectively:

- (a) the period from the Commencement Date to the next 30th June;
- (b) each successive period of twelve (12) months commencing on the 1st July and expiring on the next 30th June during the Term;
- (c) the period from the 1st July in the last year of the Term to the date of expiration or termination of this Lease.

1.2 **Building** means the buildings erected on the Land and includes the Landlord's Property.

1.3 **Commencement Date** means the date specified in Item 5 of Schedule 1.

1.4 **Common Areas** means those portions of the Land designated by the Landlord for common use by the occupiers of the Land and their employees invitees and licensees (if any).

1.5 **CPI Rent Review** is a review of the then current annual rent of the Premises to an amount calculated by changing the rent payable by the Tenant during the year immediately preceding the review date (disregarding any rent free period or other incentive) by a percentage figure equal to the amount (expressed as a percentage) by which the Consumer Price Index (Adelaide - All Groups) has changed during the one year period immediately preceding the relevant review date provided that if during the term the Consumer Price Index ceases to be published or substantially changes, the Landlord will select another similar index or indicator of changes in consumer costs in lieu of the Consumer Price Index for the purposes of this definition.

1.6 **Current Market Rent Review** is a review of the then current annual rent of the Premises to such rent, having regard to the terms and conditions of this Lease and other relevant matters which would be reasonably expected for the Premises if it were unoccupied and offered for renting at the highest and best use to which the Premises may be put under this Lease disregarding the value of any goodwill created by the Tenant's occupation and the value of the Tenant's fixtures and fittings (if any), as may be agreed between the Landlord and the Tenant and failing such

agreement by the relevant review date as determined by a valuation carried out by a person appointed by agreement between the Landlord and the Tenant or, failing agreement as to such person, appointed on the application of either party by the person for the time being holding or acting in the office of President of the Australian Property Institute Incorporated (SA Division) whose costs shall be borne equally by the Landlord and the Tenant. The valuer will act as an expert and not as an arbitrator. Notwithstanding any other provision in this Lease, the rent payable following a Current Market Rent Review shall not be less than the annual rent paid or payable for the period immediately prior to the relevant review date.

- 1.7 **Default Rate** means a rate of two per centum (2%) per annum greater than the published annual rate of interest charged from time to time by Westpac Banking Corporation on overdraft facilities of more than \$100,000.00 and if there is more than one rate published the higher of those rates.
- 1.8 **GST** has the meaning given to it under the *A New Tax System (Goods and Services Tax) Act 1999* (Cth) and any similar or ancillary legislation.
- 1.9 **Land** means the land described in 0 of Schedule 1.
- 1.10 **Landlord** means the City of Holdfast Bay and includes:
- (a) the successors and the assigns of the Landlord if the Landlord is a body corporate; and
 - (b) (where the context allows) any servants workmen or agents of the Landlord,
- 1.11 **Landlord's Property** means all Landlord's fixtures, fittings, plant, equipment, services, chattels and any other goods installed or situated in or on the Land by or behalf of the Landlord and available for use by the Tenant.
- 1.12 **Outgoings** means (to the extent that the same are not specifically payable by any tenant of the Building or the Tenant pursuant to this Lease) all amounts paid or payable by the Landlord or payments which the Landlord incurs or may be or become liable for in any one Accounting Period or in any other lesser or relevant period in respect of the Land whether by direct assessment or otherwise howsoever and includes:
- (a) all rates taxes charges assessments outgoing levies and impositions whatsoever which may be assessed charged or imposed in respect of the Land including any charges for excess water but excluding income tax capital gains tax and all other taxes applicable to income or capital gain payable by the Landlord;
 - (b) all insurance premiums and other charges including stamp duty payable by the Landlord in relation to policies of public risk insurance covering the Building and the Landlord's Property therein (including all glass if applicable) against normal and usual risks deemed necessary by the Landlord (including but without limiting the generality thereof loss or damage by fire, explosion, storm, lightning, earthquake, tempest, flood, burst pipes, impact, aircraft and articles dropped therefrom, riot, civil commotion and malicious or accidental damage, loss of rent and machinery breakdown) to the full insurable value thereof;
 - (c) insurance premiums and other charges including stamp duty for workers compensation insurance for all employees of the Landlord engaged in employment in the Building;
 - (d) the costs of electricity or other sources of energy consumed in the production and reticulation of chilled water and conditioned air for the air conditioning equipment servicing the Building and all other costs arising from the operation of the air conditioning system including but not limited to fuel oil grease labour and a full comprehensive maintenance contract (if any);
 - (e) all costs in connection with the repair, maintenance, operation, supply, replacement and renovation of lifts, air conditioning equipment, fire protection equipment, all other services and plant and equipment in the Land from time to time;

- (f) all costs in connection with the cleaning, lighting, heating and air-conditioning of the Land and Common Areas and providing supplies and consumables for toilets, washrooms and other facilities provided to the Land;
 - (g) all costs in connection with the maintenance, repair, replacement and renovation of car parking areas, pedestrian areas and landscaped areas within and around the Land;
 - (h) all costs in connection with caretaking and security services;
 - (i) all costs (including employment and other usual employment on-costs) of the management, control and administration of the Land;
 - (j) the cost of maintaining lighting servicing and repairing the Building such cost comprising the gross costs and expenses of every kind and nature incurred by the Landlord including but not limited to the replacement of parts necessary to keep any of the plant, machinery and equipment in good working order and condition, resurfacing and repainting, pest control, and caretaking services, emergency evacuation systems and procedures, access control systems, replanting and re landscaping, directional signs and other markers, patrol of the Common areas and supervision of traffic directions when reasonably required, car stops, lighting and other utilities and the cost of electricity consumed therein and all things necessary in the reasonable opinion of the Landlord for the operation maintenance repair and/or renovation of the Common Areas in a state of good and sanitary order condition and repair;
 - (k) all reasonable legal, accounting and other professional fees incurred in connection with the conduct and operation of the Building and in particular any such fees of and incidental to the preparation of any estimates or statements of Outgoings or otherwise required to be furnished by the Landlord to the Tenant hereunder or at law; and
 - (l) all and any other expenditure costs or expenses incurred by the Landlord in or about or incidental to the Building or the Land not hereinbefore expressly referred to.
- 1.13 **Premises** means the premises specified in Item 2 of Schedule 1 and includes any improvements and Landlord's Property erected or located on the Premises from time to time.
- 1.14 **rent** means the rent payable under this Lease.
- 1.15 **Review Date** means the respective date(s) set out in Item 7 of Schedule 1.
- 1.16 **Rules and Regulations** means the procedures and rules and regulations annexed hereto as Schedule 4 and so entitled and or as may from time to time be made, varied or amended by the Landlord pursuant to this Lease.
- 1.17 **Services** means the services (such as gas, electricity, water, sewerage, drainage, communications, fire fighting, air conditioning, lifts, plant, equipment, grease trap, range hood, pipes and cables) to or of the Building or any premises in or the Land, provided by authorities, the Landlord or any person authorised by the Landlord.
- 1.18 **Tenant** means the Tenant named in Item 1 of Schedule 1 and includes:-
- (a) the executors administrators and permitted assigns of the Tenant if the Tenant is a natural person;
 - (b) the successors and the permitted assigns of the Tenant if the Tenant is a body corporate;
 - (c) any and all trust or trusts of which the Tenant is trustee; and
 - (d) (where the context allows) any servants workmen or agents of the Tenant and any other person in or about the Land at any time at the request or invitation of or under the control or direction of the Tenant.
- 1.19 **Tenant's Property** means any and all fixtures and fittings and other equipment installed in or brought on to or kept in the Premises by the Tenant.

- 1.20 **Tenant's Proportion** means the same proportion as the lettable area of the Premises bears to the whole of the lettable area of the Building, such lettable areas to be determined in accordance with the Property Council of Australia 1997 method of measurement or such other method of measurement as the Landlord reasonably determines.
- 1.21 **Term** means the term specified in Item 5 of Schedule 1 and includes the term of any extension or renewal and period of holding over of this Lease.
- 1.22 Headings to clauses shall not form part of this Lease or be used for the purpose of interpretation but shall be deemed to be for the purpose only of facilitating reference to the various provisions of this Lease.
- 1.23 Where the context of this Lease permits or requires:
- (a) words in the singular shall include the plural and words in the plural include the singular;
 - (b) words of or importing the masculine gender include the feminine gender; and
 - (c) words referring to a person include a body corporate.
- 1.24 A reference to any statute code or regulation includes all amendments and revisions made from time to time to that statute code or regulation and any statute code or regulation passed in substitution therefor or incorporating any of its provisions.
- 1.25 Any provision of this Lease which by virtue of any statute or law that is invalid void or unenforceable, is capable of severance without affecting any other provision of this Lease.
- 1.26 Unless otherwise stated, the Landlord may in its discretion give (conditionally or unconditionally) or withhold any approval or consent under this Lease.
- 1.27 If the Tenant comprises two or more persons the word "Tenant" will apply to them jointly and each of them severally.

2. GRANT OF LEASE

The Landlord grants and the Tenant accepts a lease of the Premises for the Term as set out in this Lease.

3. RENT AND RENT REVIEW

3.1 Rent

- (a) The Tenant must pay the rent as specified in 0 of Schedule 1 and reviewed in accordance with the terms of this Lease to the Landlord as directed from time to time by the Landlord or the Landlord's agent.
- (b) The Tenant must pay the rent in advance, the first payment to be made on or before the Commencement Date and subsequent payments must be made on the same day of each calendar month during the Term without any abatement, deduction or demand.

3.2 Rent Review

- (a) The rent will be reviewed as at the times and in the manner specified in Item 7 of Schedule 1.
- (b) Until the rent is determined or agreed in accordance with the relevant rent review formula the Tenant will continue to pay to the Landlord rent at the rate applicable immediately prior to the relevant Review Date. On the first day for payment of rent after the rent is determined or agreed in accordance with this clause the Tenant must pay the new rent to the Landlord together with an adjustment (if any) in respect of the period from the date of the rent review until the date of such payment.
- (c) The rent payable pursuant to any review of rent will in no case be less than the rent payable immediately prior to the relevant Review Date.

4. GST

Unless otherwise stated in 0 of Schedule 1, rent and other monies payable by the Tenant to the Landlord pursuant to this Lease do not include any GST. If GST is chargeable with respect to the payment by the Tenant to the Landlord of rent and or other monies pursuant to this Lease, the Tenant must on demand pay the GST or reimburse the Landlord for any GST paid or payable by the Landlord with respect to such rent and or other monies. The Landlord must provide to the Tenant an appropriate tax invoice in respect of any such GST payment or re-imburement by the Tenant.

5. RATES, TAXES AND OUTGOINGS

5.1 Rates and Taxes

The Tenant must pay or reimburse to the Landlord the Tenant's Proportion of all present and future rates charges taxes levies assessments duties impositions and fees (including council rates and emergency services levy) levied, assessed or charged in respect of the Premises or upon the owner or occupier of the Premises and such payments must be adjusted between the Landlord and the Tenant as at the Commencement Date and the end or termination date of this Lease in respect of that portion of the Accounting Period the relevant cost was incurred.

5.2 Utility Charges

- (a) The Tenant must pay as and when the same fall due, all charges for gas electricity oil and water separately metered and consumed in or on the Premises and also all charges in respect of any telephone services connected to the Premises and all other charges and impositions imposed by any public utility or authority for the supply of any other utility service separately supplied or consumed in respect of the Premises.
- (b) If the Tenant defaults in payment of any of the charges referred to in clause 5.2(a) then the Landlord may pay the same and recover the amount paid as if the same were rent in arrears payable by the Tenant.

5.3 Payment Of Outgoings

- (a) The Tenant must pay the Tenant's Proportion of the Outgoings by way of equal monthly payments together with the rent each month or by way of lump sum payments as Outgoings are incurred or payable by the Landlord (as the Landlord may direct). If the period in which any particular outgoing is payable does not coincide with a year of this Lease, the amount the Tenant is to pay in the first and last years of this Lease is to be adjusted proportionately.
- (b) The Landlord will calculate the actual amount payable by the Tenant pursuant to clause 5.3(a) as soon as possible after 30 June in each Accounting Period and will adjust any difference. Any over-payment by the Tenant will be credited to the first payment due by the Tenant after the assessment is made (or refunded if this Lease is at an end) and any under-payment by the Tenant shall be added to the first payment to be made by the Tenant after the assessment is made (or will be paid by the Tenant on demand if this Lease is at an end).

6. MAINTENANCE AND REPAIRS

6.1 Maintenance

- (a) The Tenant must keep and maintain the Premises, the Tenant's Property and any Services situated within the Premises and which exclusively service the Premises in good and substantial repair and condition and where appropriate in good working order, which includes an obligation to ensure that all electrical wiring and appliances are at all times in a safe condition.

- (b) If the Landlord so requires, the Tenant must enter into a service and maintenance contract in respect of any airconditioning plant and equipment exclusively servicing the Premises, which contract must be first approved by the Landlord (such approval not to be unreasonably withheld).
- (c) If the Landlord so requires, the Tenant must promptly repair any damage to the Land including the Building caused or contributed to by the act, omission, negligence or default of the Tenant. Any work must be undertaken by appropriately qualified contractors and/or tradesmen and in a proper and professional manner.
- (d) Where the Premises includes any playing greens, court, lawned areas or other designated area for sport and recreation (**Playing Grounds**), the Tenant must at its cost during Term maintain all such Playing Grounds so they are in a safe, tidy and proper condition fit for their intended purpose, and to the reasonable satisfaction of the Landlord, which includes the obligation to:
 - A. keep all grassed areas properly cut, top dressed and in good condition;
 - B. employ experts as may be necessary to supervise the maintaining of the Playing Grounds, and to advise the Tenant and the Landlord generally; and
 - C. provide such labour as may be necessary for the maintenance of the Playing Grounds and employ such groundsmen and/or contractors at its own cost as may be necessary for the maintenance of the said Playing Grounds in all things.
- (e) In addition to the maintenance, repair and replacement obligations outlined in this clause 6.1 (and this Lease generally) the respective responsibilities of the Landlord and the Tenant for the maintenance that is reasonably expected to be needed during the Term including planned structural maintenance, painting and replacement or renovation works are set out in Schedule 2 (**Maintenance**).
- (f) Where the Tenant is responsible for any Maintenance pursuant to the terms of this Lease, the Tenant must, at the same time as providing a copy of its annual report in accordance with clause 10, provide a report to the Landlord setting out the amount of money which the Tenant proposes to set aside in the following year for Maintenance.
- (g) The Tenant must, when requested to do so by the Landlord, provide the Landlord with:
 - A. a copy of all invoices, receipts, records, reports, certificates and other related information in relation to all maintenance, repair and replacement works carried out by (or on behalf of) the Tenant during the Term;
 - B. a report setting out all projected items of Maintenance, the approximate date when each item of maintenance is likely to be required and the estimated cost; and
 - C. a report setting out the amount of money currently set aside by the Tenant for Maintenance.

6.2 Maintenance of Plant and Equipment

If the Tenant exclusively uses any plant or machinery installed in the Premises or the Landlord installs any plant or machinery at the request of the Tenant within or servicing the Premises then the Tenant must keep all such plant or machinery maintained serviced and in good repair and will enter into and keep current at the Tenant's expense such maintenance service and repair contracts as are reasonably required by the Landlord for that purpose with contractors approved by the Landlord.

6.3 Tenant's Other Maintenance Obligations

The Tenant must at the Tenant's expense:

- (a) ensure that all waste is placed daily in suitable receptacles and subject to this clause 66, ensure the Premises is cleaned regularly in a proper and professional manner and ensure all waste and refuse is promptly and regularly removed from the Land;
- (b) as soon as is reasonably possible make good any damage to any part of the Building (including the Common Areas) or to the Premises or any part thereof (including ceilings) caused or contributed to by the Tenant;
- (c) immediately replace all broken glass in respect of the Premises;
- (d) take all proper precautions to keep the Premises free from pest infestation and if required by the Landlord engage a pest exterminator approved by the Landlord for that purpose;
- (e) repair or where appropriate replace any Landlord's Property such as heating lighting electrical and plumbing fittings installed in the Premises broken or damaged by the Tenant;
- (f) comply with all statutes ordinances proclamations orders and regulations affecting the Premises or any fixtures or fittings installed by the Tenant; and
- (g) comply with any notices or orders which may be given by any statutory or regulatory authority in respect of the Premises or their use by the Tenant and keep the Landlord indemnified for all such matters.

6.4 Repairs

If at any time during this Lease the Landlord, or the Landlord's agents or contractors find any defect decay or want of repair in the Premises or find any state or condition thereof contrary to any covenant or agreement on the part of the Tenant contained in this Lease, the Landlord, or the Landlord's agent or contractor may give to the Tenant notice in writing to make good repair restore or amend the same within a reasonable time to be therein stated and the Tenant must within such time sufficiently and in good and proper and professional manner make good repair restore or amend the same to the reasonable satisfaction of the Landlord and if the Tenant fails to comply with any such notice the Landlord may (but is not obliged to do so) by or with the Landlord's attorney agent and or contractors enter into and upon the Premises and carry out the requirements of such notice (causing as little disturbance to the Tenant as is practicable). All costs charges and expenses incurred by the Landlord in so doing will be a debt due from the Tenant to the Landlord payable on demand and recoverable in the same manner in all respects as the rent hereby reserved.

6.5 Cleaning

- (a) The Tenant must ensure the Premises is routinely and properly cleaned (including without limitation to arrange for all rubbish waste and garbage to be regularly removed from the Premises).
- (b) If the Landlord provides or requires a service for the routine cleaning of the Building or the Premises then the Tenant must, if reasonably requested by the Landlord, use such service for the cleaning of the Premises (to the extent the service applies) and must permit the Landlord's cleaning contractors to have access to the Premises at all reasonable times for the purpose of carrying out such cleaning. The Tenant must pay to the Landlord in addition to the rent and as and when required by the Landlord, all costs of the cleaning of the Premises and the Tenant's Proportion of the overall costs of the cleaning of the Building (including any Common Areas).

6.6 Notice of Defect

The Tenant must promptly give notice to the Landlord (or where appropriate to the appointed agent of the Landlord) of:

- (a) any damage and of any accident to or defect or want of repair in the Land or in the Premises or in any Services or other facilities provided by the Landlord and including any danger, risk or hazard; or
- (b) any circumstance or event which the Tenant ought reasonably be aware might cause danger, risk or hazard to any person within the Premises or the Building.

6.7 Common Areas and Grounds

The Tenant must not deposit or cause permit or suffer to be deposited any debris refuse or rubbish of any kind in or on any Common Areas grounds gardens yards lanes ways or rights of way or in or on any public road or footway abutting upon or adjacent to the Premises or the Land.

6.8 Inspection and Landlord Works

The Tenant must permit the Landlord and the Landlord's agents and contractors and all persons authorised by them at all reasonable times of the day and on reasonable notice to enter the Premises to examine the state of repair and condition thereof, carry out and observe the Landlord's maintenance and repair obligations as set out in Schedule 2, and execute repairs or to paint the Premises or any part thereof (which the Landlord may do without prejudice to any covenant or agreement on the part of the Tenant contained in this Lease). The Landlord in executing such repairs or painting must use reasonable endeavours to cause as little disturbance to the Tenant as is practicable.

6.9 Employment of Contractors

If any work has to be done by the Tenant in or about the Premises in order to comply with the Tenant's obligations pursuant to this Lease the Tenant must engage and employ only such contractors as have a public liability policy for an amount which in the reasonable opinion of the Landlord is adequate and who are previously approved of in writing by the Landlord or the Landlord's architect.

6.10 Repainting

At or immediately before the expiration or earlier determination of this Lease, the Tenant shall repaint with two coats of premium quality paint in a thorough and workmanlike manner those internal parts of the Premises which previously have been painted. Such painting shall be done in such manner and with such paint as the Landlord may reasonably direct.

6.11 Capital and Structural Works

Nothing contained in clauses 6.1 to 6.10 (inclusive) shall oblige the Tenant to do work of a structural or capital nature unless such work is required as a result of the act, neglect or default of the Tenant or would not have been required but for the Tenant's use or occupancy of the Premises.

7. ALTERATIONS AND ADDITIONS

7.1 Alterations by Tenant

- (a) The Tenant must not install or use in the Premises internal partitions other than of a standard and specification previously approved in writing by the Landlord.
- (b) The Tenant must not install or place in the Premises any heavy item fixture or fitting which may (in the reasonable opinion of the Landlord) cause unreasonable noise or vibrations, overload the switchboard or cause structural or other damage to any part of the Building.

- (c) The Tenant must not make alterations or addition to the Premises nor install or alter any partitioning or temporary or permanent structures or fittings in the Premises without the Landlord's prior written approval, and:
 - A. in seeking the Landlord's approval to a proposed alteration, addition or installation the Tenant must submit plans and specifications of the proposed work;
 - B. if the Landlord agrees to grant its approval, then such approval may be granted subject to any conditions the Landlord considers appropriate, including:
 - i. any such work be supervised by a person nominated by the Landlord;
 - ii. any such work be executed by contractors or tradesmen in a proper and professional manner under the supervision of appropriately qualified persons approved by the Landlord with public liability insurance for an amount that in the reasonable opinion of the Landlord is adequate;
 - iii. the Tenant pays all reasonable costs incurred by the Landlord in considering the proposed works and their supervision including the fees of architects or other consultants employed by the Landlord;
 - iv. the Tenant obtains all necessary approvals or permits necessary to enable such proposed work to be lawfully effected and on request by the Landlord produces for inspection to the Landlord copies of all such approvals and permits;
 - v. upon completion of the works, the Tenant must produce to the Landlord any certificates of compliance issued by any such statutory or regulatory authority; and
 - vi. the Tenant reimburses the Landlord any reasonable cost or expense that it incurs as a result of the installation operation or removal of any such equipment fixture fitting or machinery.

7.2 Alterations by Landlord

- (a) The Tenant will permit the Landlord and any person authorised by the Landlord:
 - A. to carry out inspections of or modifications or additions to or other works on the Land (including the Premises where the Landlord has given reasonable prior notice to the Tenant); and
 - B. where the Landlord has given reasonable prior notice to the Tenant to enter the Premises for the purpose of carrying out such works causing as little disturbance as is practical to the Tenant in undertaking such works provided that the Landlord may not commence to carry out any alteration or refurbishment to the Land (other than routine maintenance or repairs) that is likely to adversely affect the Tenant's use of the Premises unless:
 - C. the Landlord has given the Tenant at least one (1) month's notice of the proposed alteration or refurbishment; or
 - D. the alteration or refurbishment is required by an emergency and the Landlord has given the Tenant the maximum period of notice that is reasonably practicable in the circumstances;
- (b) Subject to the preceding subclause in an emergency the Landlord may without notice enter the Premises and carry out any works deemed necessary by the Landlord;
- (c) Except as permitted by the Act, the Tenant will not make any claim or commence any action against the Landlord for breach of this clause or otherwise in respect of such entry on to the Premises or the execution of any of the works contemplated by this clause.

8. ASSIGNMENT AND OTHER DEALINGS

8.1 Assignment, Subletting and Disposal of Tenant's Interests

- (a) The Tenant must not transfer or assign the Premises or any part thereof or assign, transfer or otherwise dispose of this Lease.
- (b) The Tenant must not:
 - A. grant a sub-lease, licence of concession for the whole or any part of the Premises;
 - B. part with or share possession of the whole or any part of the Premises; or
 - C. mortgage or otherwise charge or encumber the Tenant's interest in this Lease.
- (c) If the Tenant is a company (except a company whose shares are listed on a stock exchange in Australia) a transfer of shares (except as a result of inheritance) totalling more than one half of the issued share capital of the Tenant, or of the controlling interest of the Tenant will be deemed to be an assignment of this Lease and is not permitted.

9. USE OF PREMISES

9.1 Permitted Use

- (a) The Tenant must use the Premises only for the purpose specified in Item 4 of Schedule 1 or other purposes incidental thereto or for such other purposes for which the Landlord may give prior written approval.
- (b) The Tenant must not use the Premises or any part thereof nor cause permit or allow anyone to sleep on the Premises, nor carry on or cause permit or allow to be carried on upon the Premises or any part thereof for any noxious noisome or offensive art trade business occupation or calling and must not use the Premises or any part thereof or cause permit or allow the same to be used for any unlawful purpose.

9.2 No Warranty by Landlord

The Tenant warrants to the Landlord that the Tenant has relied on the Tenant's own judgement and expertise and the Tenant's experts in deciding that the Premises are suitable for the Tenant's purposes and that the Landlord has given no promise, representation or warranty to the Tenant as to the use to which the Premises may be put and that the Tenant has satisfied itself thereof and the Tenant will be deemed to have accepted this Lease with full knowledge of, and subject to, any prohibition or restrictions on the use thereof under or in pursuance of any Act, Ordinance, Regulation, By-law or other statutory enactment or order of Court. Should the Permitted Use require the consent of any authority under or in pursuance of any such Act, Ordinance, Regulation, By-law or other enactment or order of Court the Tenant must obtain such consent at the Tenant's own cost and expense. To the fullest extent permitted by law all warranties as to suitability and as to adequacy implied by law are hereby expressly negated.

9.3 Signs

The Tenant must not allow any advertisement notice poster hoarding or sign to be affixed to or placed near any window in the Premises so as to be visible from the outside of the Building except where the Landlord's consent is obtained and where all relevant laws and statutory requirements are satisfied.

9.4 Compliance with Acts, By Laws and Regulations

The Tenant must at the Tenant's cost and expense:

- (a) comply with every notice order or requirement relating to the Premises and requiring any condition defect or want of reparation to be remedied which may be given or made to the Landlord or to the Tenant in pursuance of the *South Australian Public Health Act (2011) (SA)* and or the *Local Government Act (1999) (SA)* or Acts for the time being in force in

the State of South Australia and or any other Act or Acts of Parliament or any by-laws rules or regulations made under or in pursuance of any such Act or Acts or purporting so to be and will comply therewith within the time limited therein for complying therewith. If the Tenant fails to comply with any statutory or regulatory obligations the Landlord may comply therewith (but it not be obligatory for the Landlord to do so) and all costs charges and expenses incurred by the Landlord in so doing will be a debt due and recoverable from the Tenant in the same manner in all respects as the rent is recoverable; and

- (b) take such precautions against fire on and in respect of the Premises as are or may from time to time be required under or in pursuance of any Statute now or hereafter in force or which may be required by any authority (whether Governmental municipal civic or other) having jurisdiction in relation thereto and also at the Tenant's own expense in all things, do all such other acts matters and things in relation to fire safety as are or may from time to time be directed or required to be done or executed (whether by the owner or occupier of the Premises) by any authority (whether Governmental municipal civic or other) having jurisdiction in relation thereto pursuant to any law now or hereafter in force.

9.5 Use of Premises and Provision of Emergency Number

The Tenant must:

- (a) advise the Landlord (or where applicable the Landlord's agent) of the telephone number of the Tenant's nominated emergency after hours contact and must keep the Landlord or the Landlord's agent informed of any change of such telephone number;
- (b) secure the Premises against unauthorised entry at all times when the Premises are left unoccupied and the Landlord reserves the right to enter upon the Premises and secure the Premises if left unsecured;
- (c) not do anything whereby the Services such as the working or efficiency of the air conditioning plant servicing the Building or the Premises may be affected;
- (d) upon the cessation of the Tenant's right to occupy the Premises, deliver to the Landlord or the Landlord's Agent all keys and or access cards to the Premises; and
- (e) observe the Rules and Regulations.

9.6 Restrictions on Use

The Tenant must not:

- (a) use or permit to be used for other than their designed purposes any of the fixtures or fittings in the Premises or the Building;
- (b) store or use inflammable or dangerous substances upon the Premises (except as may be necessary for the ordinary conduct of the Permitted Use of the Premises by the Tenant in which case the Tenant undertakes to notify the Landlord in writing of the maximum quantity of any such inflammable or dangerous substance that the Tenant intends to store on the Premises);
- (c) cause permit or allow on the Premises or in the Building anything which in the reasonable opinion of the Landlord may become a nuisance or disturbance obstruction or cause of damage whether to the Landlord or to other tenants or users of the Building nor use the Premises in any noisy noxious or offensive manner;
- (d) do any act or thing, or permit any activities which may discredit the Landlord;
- (e) obstruct or interfere with any of the entrances of the Building or Common Areas;

- (f) permit any sign advertisement name or notice to be placed on any part of the Premises or the Building where such sign advertisement name or notice is of an incongruous or unsightly nature having regard to the character and use of the Building and prior to the installation or placement of any sign advertisement name or notice the Tenant must:
 - A. obtain the Landlord's prior written consent; and
 - B. obtain the prior consent of any relevant statutory or regulatory authority;
- (g) use or permit to be used any radio record player tape or video recorder television loudspeaker screen or other like equipment likely to be heard or seen from outside the Premises; or
- (h) conduct or permit to be conducted on the Premises any auction or fire sale.

9.7 Heavy Machinery

- (a) The Tenant must not bring upon the Premises any heavy machinery or other plant or equipment not reasonably necessary or proper for the conduct of the Tenant's permitted use of the Premises. In no circumstances must the Tenant bring upon the Premises any heavy machinery or other plant or equipment:
 - A. of such nature or size or weight as to cause or (in the reasonable opinion of the Landlord) be likely to cause any structural or other damage to the floors or walls or any other parts of the Land, or
 - B. of such construction or manufacture as to cause to emanate therefrom any noise or vibration or noxious odour fume or gas that could pervade the Premises or escape therefrom to the discernible notice of any person outside the Premises.
- (b) Prior to bringing upon the Premises any heavy machinery or other plant or equipment permitted to be brought upon the Premises the Tenant must inform the Landlord of the Tenant's intention so to do and the Landlord or the Landlord's architects or engineers may direct the routing installation and location of all such machinery plant and equipment. The Tenant must observe and comply with all such directions and any reasonable fees payable to the Landlord's architects or engineers in connection with ascertaining the safest and most favourable and convenient method of routing installing and locating such machinery plant and equipment as aforesaid must be paid by the Tenant on demand.

9.8 Locks and Keys

The Tenant must not tamper with or change any lock of the Premises or have any keys of such locks cut without the consent of the Landlord or its agent. The Tenant will pay for any keys or change required to any lock and in the event of the Landlord or its agent being required to open the Premises the Tenant will pay a reasonable fee fixed by the Landlord or the Landlord's agent.

9.9 Use of Conduits

The Tenant must allow the Landlord and other occupiers of the Land the free and uninterrupted passage of gas water and electricity through and along the services including electrical services situated under in or on the Premises.

9.10 Blinds and Awnings

The Tenant must not erect or affix any blinds or awnings to the outside of the Premises or any blinds to the interior of the windows display windows or doors thereof or affix any fittings to the floors walls or ceilings of the Premises without the prior consent in writing of the Landlord which consent may be granted or refused or granted subject to conditions in the discretion of the Landlord.

9.11 Airconditioning

- (a) Where any plant machinery or equipment for heating cooling or circulating air is provided or installed by the Landlord in the Premises or in the Building for the benefit of tenants of the Building (**airconditioning plant**):
 - A. the Tenant must comply with and observe the reasonable requirements of the Landlord in respect of the airconditioning plant;
 - B. to the maximum extent permitted by law, the Landlord will be under no liability to the Tenant in respect of the Landlord's inability or failure to operate service maintain replace or repair the airconditioning plant at any time for any reason and the Tenant acknowledges that the Landlord does not warrant that the airconditioning plant (if any) is suitable or adequate for the business to be conducted in the Premises by the Tenant; and
 - C. the Tenant must permit the Landlord and all persons authorised by the Landlord at all reasonable times on giving to the Tenant reasonable prior notice (except in the case of emergency where no notice is required) to enter the Premises to view the state of repair of the airconditioning plant and there remain for the purpose of carrying out any necessary or desirable maintenance servicing or repair to or replacement of the airconditioning plant.
- (b) Where any airconditioning plant is installed in the Premises or the Building for the exclusive use of the Tenant, the Tenant must keep such airconditioning plant in good repair, condition and working order and must pay all costs of operating and maintaining the same.

9.12 Electricity Supply

If the Landlord and the Tenant have entered into an agreement as to the supply by the Landlord to the Tenant of electricity for the Premises then the terms and conditions of such agreement will apply to the parties and any breach by the Tenant of that agreement will be deemed to be a breach by the Tenant of this Lease. In the absence of any such agreement between the Landlord and the Tenant, the following provisions apply:

- (a) If at the Commencement Date the Landlord supplies electricity to the Premises and requires the Tenant to purchase such electricity from the Landlord, the Tenant must pay to the Landlord for all such electricity at such rate as the parties may agree from time to time and in the absence of such agreement at the maximum rate applicable under the *Electricity (General) Regulations 2012 (SA)*.
- (b) Notwithstanding clause 9.12(a), there is no obligation on the Landlord to supply or continue to supply electricity to the Premises and upon giving at least sixty (60) days prior written notice to the other either:
 - A. the Landlord may elect to cease selling electricity to the Tenant, or
 - B. the Tenant may elect to cease purchasing electricity from the Landlord.
- (c) If either the Landlord elects to cease selling electricity to the Tenant or the Tenant elects to cease purchasing electricity from the Landlord in accordance with the preceding subclause, the Tenant must on or before the time at which such sale and purchase is to cease pursuant to the notice given in accordance with clause 9.12(b):
 - A. enter into a contract to purchase electricity for the Premises from a licensed electricity retailer of the Tenant's choice;
 - B. ensure that any such contract contains a provision that such electricity retailer must provide details to the Landlord concerning the Tenant's consumption of electricity in or in relation to the Premises; and

- C. install at no cost to the Landlord such new or additional equipment and meters as may reasonably be necessary to supply and record the supply of electricity to the Premises.
- (d) If the Tenant is supplied electricity via an Inset Network (as defined in the *Electricity (General) Regulations 2012 (SA)* on the Land, the Tenant must pay to the Landlord the Tenant's share of Inset Network charges such share to be as is reasonably determined by the Landlord from time to time taking into account the quantum of electricity provided to the Premises and the quantum of electricity provided to other premises situate on the Land.
- (e) Save to the extent caused or contributed to by the Landlord's negligence, the Landlord shall not be liable to the Tenant for any failure of electricity supply to the Premises.

10. TENANT GOVERNANCE

The Tenant will provide to the Landlord:

- 10.1 a copy of its constitution;
- 10.2 a copy of any rules or by-laws of the Tenant in existence at the Commencement Date;
- 10.3 within twenty-eight (28) days of any amendments being made to the Tenant's constitution, rules or by-laws, a copy of those amendments;
- 10.4 by 30 November in each year a copy of the annual report of the Tenant including the balance sheets and auditor's report;
- 10.5 by 30 November in each year a copy of the Tenant's adopted budget within twenty-eight (28) days of adoption;
- 10.6 upon request from the Landlord a schedule of all subleases or other tenancies relating to the Premises;
- 10.7 upon request from the Landlord or any employee, agent or contractor to examine and take copies of all accounts records and bank records of the Tenant and minutes of any meeting of the Tenant or any committee of the Tenant;
- 10.8 any other documents that regulate the Tenant's governance and operations; and
- 10.9 any information in relation to the Tenant's use and occupation of the Premises and finances reasonably required by the Landlord and will permit, upon request from Landlord or any employee, agent or contractor to examine and take copies of all account books and bank books of the Tenant the minutes of any meeting of the Tenant or any committee of the Tenant.

11. INSURANCE

11.1 Tenant's Insurance

At its own expense, the Tenant shall maintain during the term of this Lease the following insurance:

- (a) a policy of public risk insurance with respect to the Premises and the business or businesses carried on in the Premises for a sum of not less than the amount specified in 0 of Schedule 1. Such amount shall be in respect of any one single accident or event and extend to claims, loss and damage the subject of the indemnity contained in clause 12.2;
- (b) a policy to insure all permitted additions to the Premises carried out by the Tenant and to insure all of the Tenant's fixtures, fittings and property including stock against loss or damage by any cause and for their full replacement value; and
- (c) plate glass insurance in respect of all plate glass (including windows) in the Premises.

11.2 Certificates of Insurance

All policies of insurance shall be taken out with a recognised and reputable public insurance office and the Tenant shall provide the Landlord with copies of certificates of insurance in relation to the policies upon request. The policies of insurance specified in clauses 11.1(a) and 11.1(c) shall be in the name of the Tenant and note the interest of the Landlord.

11.3 Tenant Not to Cause Premium to Increase

The Tenant shall not do or fail to do anything which may increase the rate of premium payable under any policy of insurance taken out in respect of the Premises. The Tenant shall pay within fourteen (14) days of demand any additional or increased premium levied on account of the Tenant's use or occupation of the Premises in respect of any policy of insurance effected in respect of the Land or its contents or any policy of public liability insurance effected by the Landlord.

12. INDEMNITY, RELEASE AND RISK

12.1 Risk of Tenant

The Tenant agrees to occupy and use the Premises and to enter the Land at its own risk. The Tenant releases to the fullest extent permitted by law the Landlord (and its agents, contractors and employees) from every claim and demand which may result from an accident, damage or injury occurring on the Premises or on the Land. The Landlord shall not be released from liability to the extent that the accident, damage or injury was caused by the negligence of the Landlord.

12.2 Indemnity by Tenant

The Tenant indemnifies the Landlord and will at all times keep the Landlord indemnified against all costs, losses, damages or actions incurred by or brought against the Landlord directly or indirectly arising from the use or occupation of the Premises by the Tenant or from any action or non-action whatsoever on the part of the Tenant.

12.3 Interruption of Services

The Landlord will not be responsible or liable to the Tenant or to any person claiming by, through or under the Tenant for the failure of any equipment or machinery in the Premises or the Building or for their ineffectual operation or for any damage or loss caused by or arising out of them or for the interruption or failure of any services, including the supply of electricity, gas and water.

13. TENANT'S YIELDING UP OBLIGATIONS

13.1 The Tenant must immediately prior to vacating the Premises at the expiration or sooner determination of this Lease (or in the case of the determination of the Term of this Lease within a reasonable time after such determination):

- (a) complete any repairs and maintenance which the Tenant is obliged to carry out under this Lease;
- (b) remove all of the Tenant's Property in or on the Premises or the Land and immediately make good any damage caused by such removal;
- (c) wash down the Premises and treat as previously treated all internal surfaces of the Premises by painting staining polishing or otherwise to a specification reasonably approved by the Landlord and to the reasonable satisfaction of the Landlord;
- (d) replace all damaged and non-operative light bulbs and fluorescent tubes in the Premises with new light bulbs and fluorescent tubes;
- (e) thoroughly clean the Premises throughout, remove all refuse therefrom leaving the Premises in a clean, tidy, secure and safe condition;

- (f) comply with all reasonable requirements and directions of the Landlord in respect of all removal and reinstatement works; and
 - (g) hand over to the Landlord all keys and other security devices for the Premises which the Tenant has in its possession or control.
- 13.2 If the Tenant does not complete such removal and making good on the expiration of the Term (or in the case of the determination, within a reasonable time after such determination) then (without prejudice to any other rights of the Landlord) the Landlord may undertake such obligations and the Tenant must repay on demand all costs and expenses incurred by the Landlord in so doing.
- 13.3 In addition to clause 13.2, the Landlord may elect not to effect such removal of the Tenant's Property (including all partitions, alterations and additions) in which case the Landlord may by notice in writing given to the Tenant notify the Tenant that unless the Tenant has effected such removal within fourteen (14) days of the date on which such notice is given such partitions alterations or additions not removed by the Tenant will be forfeited to the Landlord and where the Tenant fails to comply with such notice such partitions alterations and additions will at the expiration of such fourteen (14) day period become the absolute property of the Landlord.
- 13.4 Until such time as the Tenant has complied with its obligations under clause 13.1 or the date upon which the same have been forfeited to the Landlord pursuant to clause 13.3 (whichever is the earlier) ("**the compliance date**"), the Tenant must pay by way of damages to the Landlord an amount which represents the rent payable immediately prior to the expiration or termination of this Lease calculated on a daily basis multiplied by the number of days between the compliance date and the date of expiration or the termination of this Lease.

14. LANDLORD'S OBLIGATIONS AND RIGHTS

14.1 Quiet Possession

Provided that the Tenant pays the rent and all other monies payable under this Lease and performs and observes the terms conditions and covenants on the Tenant's part to be performed or observed herein contained or implied, the Tenant may quietly enjoy the Premises without unlawful interruption by the Landlord or any person lawfully claiming under or in trust for the Landlord.

14.2 Reservation of Services

The Landlord reserves the right for itself and for all others authorised by the Landlord the passage of any air conditioning equipment, fire sprinkler systems, pipes, ducts, cables, wiring, communications, water sewerage and drainage connections and any other services through or along or in or into the Premises and also access to and through the Premises at any time for the purpose of installing, maintaining or repairing any such equipment, systems, pipes, ducts, cables, wirings, connections and Services.

14.3 Costs of Proceedings

If the Landlord may without fault on the Landlord's part be made a party to any litigation commenced by or against the Tenant, the Tenant must pay to the Landlord on demand by the Landlord all reasonable legal fees and disbursements (as between solicitor and client) incurred by the Landlord in connection therewith.

14.4 Landlord's Right to Add to Building

- (a) The Landlord may at any time during the Term enlarge vary or reduce any Building and in so doing (but without in any way limiting the generality of the foregoing) may:
 - A. acquire or dispose of any land;
 - B. permanently encroach upon any Common Areas, portions of the Land including any car park;
 - C. employ or use the air space above or below any part of any Common Areas including any car park;
 - D. erect additional floors above or below any part of the said Building;
 - E. provide multi-deck parking facilities;
 - F. strata title the Building or any one or more of the floors of the Building (in which event the Tenant will execute all relevant documents provided same do not prejudice the Tenant's rights to occupy the Premises upon the terms contained in this Lease); or
 - G. interrupt the water gas electrical air conditioning or other Services to the Premises.
- (b) The Landlord must in carrying out such works use reasonable endeavours to minimise so far as may be practicable any inconvenience to or interruption to the business of the Tenant.

14.5 Right to Enter

- (a) At any time during the Term the Landlord may (except in an emergency when no notice is required) enter the Premises after giving the Tenant reasonable notice:
 - A. to view the state of repair and condition of the Premises;
 - B. carry out any works on the Land or in or to the Building (including alterations and redevelopment), but in these circumstances the Landlord will take reasonable steps (except in emergencies) to minimise interference with the Tenant's use;
 - C. restrict access to the Land including parking areas but in these circumstances the Landlord will take reasonable steps (except in emergencies) to minimise interference with the Tenant's use;
 - D. redirect pedestrian or vehicular traffic into, out of or through the Land;
 - E. close the Building in an emergency;
 - F. use, maintain, repair, alter and add to thee Services to or in the Premises, but the Landlord must take reasonable steps (except in emergencies) to minimise interference with the Tenant's use;
 - G. exclude or remove any person from the Land;
 - H. to do anything the Landlord must or may do under this Lease or pursuant to any legal obligation; and
 - I. to carry out and observe the Landlord's maintenance and repair obligations as set out in Schedule 2,

and the Tenant will not be permitted to make any claim or abate any payment if the Landlord exercises any of its rights under this clause 14.5.

- (b) If the Landlord or the Landlord's agents or contractors find any defect decay or want of repair in the Premises or find any state or condition thereof contrary to any covenant or agreement on the part of the Tenant contained in this Lease, the Landlord, or the Landlord's agent or contractor may give to the Tenant notice in writing to make good

repair restore or amend the same within a reasonable time to be therein stated and the Tenant must within such time sufficiently and in good and proper and professional manner make good repair restore or amend the same to the reasonable satisfaction of the Landlord and if the Tenant fails to comply with any such notice the Landlord may (but is not obliged to do so) by or with the Landlord's attorney agent or contractors enter into and upon the Premises and carry out the requirements of such notice (causing as little disturbance to the Tenant as is practicable). All costs charges and expenses incurred by the Landlord in so doing will be a debt due from the Tenant to the Landlord payable on demand and recoverable in the same manner in all respects as the rent hereby reserved.

14.6 Interest on Overdue Amounts

If the Tenant does not pay an amount when it is due, and does not rectify such non-compliance within fourteen (14) days of written demand then it must pay interest on that amount on demand from when the amount became due until it is paid in full. Interest is calculated on outstanding daily balances of that amount at the Default Rate.

15. DAMAGE TO BUILDING OR PREMISES

15.1 Subject to clause 15.2, if the Building of which the Premises forms part is damaged:

- (a) the Tenant is not liable to pay rent or Outgoings or other charges that are attributable to the period during which the Premises cannot be used or are inaccessible due to that damage;
- (b) if the Premises are still useable but their useability is diminished due to the damage, a fair and just proportion of the rent, Outgoings and other charges payable by the Tenant pursuant to this Lease having regard to the nature of the damage shall abate from the date of the damage until the date that the Premises have become useable. If any dispute as to the amount of rent, Outgoings and charges to be abated arises, the same will be determined by a licensed valuer appointed by the President of the South Australian Division of the Australian Property Institute (or should that body have ceased to exist, the President or other principal officer for the time being of such body or association as then serves substantially the same objects) at the request of the Landlord;
- (c) if the Landlord notifies the Tenant in writing that the Landlord considers that the damage is such as to make its repair impractical or undesirable, the Landlord or the Tenant may terminate this Lease by giving not less than seven (7) days' notice in writing and neither party shall have any claim for or right to recover any compensation by reason of such termination save in respect of any antecedent breach or default or any claim regarding the cause of such damage; and
- (d) if the Landlord fails to repair the damage within a reasonable time after the Tenant requests the Landlord in writing so to do, then the Tenant may terminate this Lease by giving not less than seven (7) days' notice in writing of termination to the Landlord.

15.2 Damage caused by Tenant

If the damage to the Building was caused or contributed to by the wrongful act or negligence of the Tenant no proportion of the rent, Outgoings and charges shall be abated and the Tenant will not be entitled to terminate this Lease.

15.3 Set off

The Landlord may, by notice to the Tenant, set off any amount due by the Tenant to the Landlord under this Lease or otherwise against any amount due by the Landlord to the Tenant under this Lease.

15.4 Damage to Goods or Person

Except to the extent caused by the negligent or wilful act or omission of the Landlord, its servants or agents, the Landlord its attorney or agent shall not be under any liability to the Tenant for any loss expense or damage sustained by the Tenant or any invitee of the Tenant arising out of personal injury or destruction of or damage to goods chattels furniture or effects howsoever caused including by water gas or electricity bursting overflowing leaking or escaping (as the case may be) from any water gas electrical apparatus installation fitting pipe sewer wiring roof or roof gutter down pipe or storm water drain (as the case may be) on in or connected to or appurtenant to the Premises and/or the Building.

16. RULES AND REGULATIONS

- 16.1 The Landlord may from time to time make such rules and regulations that the Landlord considers necessary for the management, safety, security, care of or cleanliness of the Premises or the Building.
- 16.2 The Landlord reserves the right to amend from time to time the Rules and Regulations.
- 16.3 The Rules and Regulations bind the Tenant when it receives notice of the Rules and Regulations from the Landlord.
- 16.4 If there is any inconsistency between this Lease and the Rules and Regulations, then this Lease prevails.
- 16.5 A failure by the Tenant to comply with the Rules and Regulations is a breach of this Lease.
- 16.6 The Rules and Regulations applicable at the date of this Lease are those appended to this Lease.

17. EXTENSION OF TERM

If not more than six (6) months nor less than three (3) months prior to the expiration of the Term the Tenant gives to the Landlord notice in writing of its desire to extend the Term and if the Tenant is not in breach of any of the covenants agreements and conditions on the part of the Tenant to be performed and complied with, the Tenant (at the Tenant's cost and expense in all things) will be entitled to an extension of the Term for the further period referred to in Item 9 of Schedule 1 at a rent to be fixed in the manner provided by the terms of this Lease but otherwise upon the same terms and conditions as are herein contained with the exception of this right of renewal.

18. ESSENTIAL TERMS, RE-ENTRY, BREACH, DAMAGES

18.1 Essential Terms

The clauses of this Lease referred to in Item 10 of Schedule 1 are essential terms of this Lease and the Landlord may at its option treat any breach or default by the Tenant in the observance or performance of its obligations under any of such clauses as a repudiation by the Tenant of this Lease.

18.2 Power of Re-entry

If:

- (a) the rent or any part of it is unpaid for fourteen (14) days after any of the days on which it should have been paid (although no formal or legal demand may have been made for payment); or
- (b) the Tenant commits or permits to occur any other breach or default in the due and punctual observance and performance of any of the terms of this Lease and fails to remedy the breach within a period of fourteen (14) days of written notice from Landlord (or such shorter time as the Landlord may in any particular case reasonably stipulate);

- (c) any Tenant's Property in or on the Premises is seized or taken in execution under any judgment or other proceedings;
- (d) the Tenant ceases to be able to pay its debts as they become due;
- (e) any step is taken to enter into any arrangement between the Tenant and its creditors;
- (f) any step is taken to appoint a receiver, a receiver and manager, a trustee in bankruptcy, a liquidator, a provisional liquidator, an administrator or other like person of the whole or any part of the Tenant's assets or business; or
- (g) the Tenant is deregistered or dissolved or any step is taken by any person towards that, then the Landlord or the Landlord's attorney or duly authorised agent, solicitor or representative may without notice to the Tenant re-enter into and upon the Premises or any part thereof in the name of the whole and use and enforce all such ways and means and adopt all such measures as may be necessary or expedient for the purpose of effecting such re-entry by force or otherwise as the occasion may require without being liable for any loss expense damage action suit or proceeding or cost and to hold and enjoy the Premises as if these presents had not been made and thereupon the Tenant's leasehold interest in the Premises will cease and determine.

18.3 Damages generally

The Landlord's entitlement to recover losses, damages, costs or expenses will not be affected or limited by:

- (a) the Tenant abandoning or vacating the Premises;
- (b) the Landlord re-entering the Premises or terminating the Tenant's leasehold interest in the Premises;
- (c) the Landlord accepting the Tenant's repudiation; or
- (d) conduct of the parties which may constitute a surrender by operation of law.

19. NOTICES

19.1 Any written notice to be given by one party to the other shall be signed by the party giving the notice or by an officer or the duly authorised solicitor or agent of that party. Notice may be given to a party:

- (a) by leaving it at the party's address last notified;
- (b) by sending it by pre-paid mail to the party's postal address last notified; or
- (c) by sending it by email to the party's email address last notified.

19.2 Notice is deemed received by a party:

Any notice served pursuant to this Lease is taken to be received:

- (a) if hand delivered, on the date of delivery; or
- (b) if sent by prepaid post within Australia, on the fourth Business Day after posting; or
- (c) if sent by email at the time shown in the delivery confirmation report generated by the sender's email system OR if the sender's email system does not generate a delivery confirmation report within twelve (12) hours of the time the email is sent, unless the sender receives a return e-mail notification that the email was not delivered, undeliverable or similar, at the time which is twelve (12) hours from the time the email was sent.

19.3 However, if the notice is deemed to be received on a day which is not a Business Day or after 5pm, it is deemed to be received at 9am on the next Business Day.

- 19.4 When two or more people comprise a party, notice to one is effective notice to all.
- 19.5 Each party hereby notifies the other party that its addresses for notice as at the date of this document are detailed below.

<u>Landlord</u>	<u>Tenant</u>
City of Holdfast Bay Att: General Manager Community & Business 24 Jetty Road Brighton SA 5048 mail@holdfast.sa.gov.au	Trinity Bay Incorporated Att: Simon Marshman 88 North Terrace Adelaide SA 5000 simon.marshman@trinity.church

20. COSTS

- 20.1 Each party will bear its own costs in respect of the preparation, negotiation, execution and stamping of this Lease.
- 20.2 The Tenant must pay all stamp duty and registration fees in respect of this Lease and any renewal, extension, surrender, assignment or transfer of this Lease and any other incidental documents including any lease plan costs.

21. REDEVELOPMENT

The Tenant acknowledges and agrees that:

- 21.1 the Landlord may wish to redevelop the Premises or the Land of which the Premises forms part during the term of this Lease;
- 21.2 the Landlord will suffer harm expense and loss if it elects to redevelop and is unable to obtain vacant possession of the Premises or the Land;
- 21.3 the Landlord has only agreed to the Tenant's offer to lease the Premises on the condition it can obtain vacant possession of the Premises or Land for the purpose of redevelopment as and when required;
- 21.4 this Lease is expressly subject to the condition precedent that the term of this Lease be subject to the Landlord's rights contained in this clause; and
- 21.5 if the Landlord in its absolute and unfettered discretion elects to redevelop the Land or any part thereof during the term of this Lease and the Landlord requires the Premises for any reason connected with such redevelopment then the Landlord may at any time give to the Tenant not less than six (6) months' written notice to the Tenant terminating this Lease. In that situation if this Lease is registered the parties shall execute a surrender of this Lease in registrable form and will do such things as are necessary to facilitate registration of the surrender provided that the cost of preparation, stamping and registering the surrender shall be borne by the Landlord.

22. MISCELLANEOUS

22.1 Holding Over

If the Tenant continues in occupation of the Premises after the expiration of the Term with the consent of the Landlord the Tenant will thereupon become or be deemed to be a monthly tenant of the Landlord at a rent determined in accordance with the provisions of this Lease, and such tenancy will be subject to such of the conditions and covenants contained in this Lease as are applicable to a monthly tenancy.

22.2 Waiver

No waiver by the Landlord of any breach or non-observance by the Tenant of any covenant herein contained shall constitute a general waiver of the obligations of the Tenant.

22.3 Acceptance of Rent Arrears

In respect of the Tenant's obligations to pay rent the acceptance by the Landlord of arrears of or any late payment of rent will not constitute a waiver of the essentiality of the Tenant's obligations to pay rent on the dates hereinbefore set out for payment of rental or in respect of the Tenant's continuing obligation to pay rent during the Term.

22.4 No Caveat

The Tenant must not lodge or cause or permit to be lodged any absolute caveat over the certificate of title for the Land or the Premises.

22.5 Landlord and Tenant Act

A notice under section 10 of the *Landlord and Tenant Act 1936 (SA)* must allow fourteen (14) days for the Tenant to remedy a breach of this Lease if it is capable of remedy and to make reasonable compensation in money to the satisfaction of the Landlord. No period of notice is required in respect of non-payment of rent.

22.6 Power of Attorney

If the Landlord becomes entitled to terminate this Lease and re-enter and take possession of the Premises (a statutory declaration of any duly authorised officer, employee or agent of the Landlord will be conclusive evidence for the purpose of the Registrar-General) then the Tenant irrevocably appoints the Landlord as the attorney of the Tenant to execute any documents and perform any acts the Landlord requires to give full effect to the power of re-entry under the *Real Property Act 1886 (SA)*. The Tenant must execute any documents and perform any acts the Landlord requires to give full effect to the power of re-entry under the *Real Property Act 1886 (SA)*.

22.7 Special Conditions

This Lease is subject to the special terms and conditions (if any) specified in Item 11 of Schedule 1 and if there is any inconsistency between any such special terms and conditions and any of the provisions of this Lease then such special terms and conditions will prevail.

SCHEDULE 1

- Item 1 Tenant** (clause 1.18)
Name: Trinity Bay Incorporated
ABN: 63 624 702 672
Address: 88 North Terrace Adelaide SA 5000
- Item 2 Premises** (clause 1.13)
That portion of the land comprised in Certificate of Title Volume 5933 Folio 501 being the area delineated in green marked "X" and "Y" on the plan attached hereto as Schedule 3 and more particularly being portion of the Holdfast Bay Community Centre situate at 51 King George Avenue Hove SA 5048
- Item 3 Land** (clause 1.9)
The whole of the land comprised in Certificate of Title Volume 5933 Folio 501
- Item 4 Permitted Use** (clause 9.1)
Storage of goods
- Item 5 Term** (clause 1.22)
A term of one (1) year commencing on 1 July 2024 (**Commencement Date**) and expiring at 11.59PM on 30 June 2025
- Item 6 Commencing Rent** (clause 3)
Subject to the Rent review provisions contained herein and clause 4, the annual rent will be One Thousand Five Hundred and Fifty Six Dollars (\$1,556.00) plus GST and is payable in equal calendar monthly instalments in advance on or before the first day of each and every month (with the first and last instalments being proportionate to the parts of the months to which they relate if the Lease does not commence on the first day of a month).
- Item 7 Rent Review** (clause 3)
Not Applicable
- Item 8 Public Risk Insurance** (clause 11)
TWENTY MILLION DOLLARS (\$20,000,000.00) per claim and unlimited in the annual aggregate or such higher amount as the Landlord may from time to time reasonably require.
- Item 9 Extension Of Term** (clause 17)
A term of one (1) year commencing on 1 July 2025
- Item 10 Essential Terms** (clause 18)
Clauses 3.1, 4, 5, 6, 7, 8, 9.1, 10, 11, 12, 16 and 21 and any obligations imposed on the Tenant pursuant to Item 11 of this Schedule.
- Item 11 Special Conditions** (clause 22.7)
1. **Child Safe Environment**
 - 1.1 The Tenant acknowledges that the City of Holdfast Bay is committed to providing a child safe environment (as defined by the *Children and Young People (Safety) Act*

2017 (SA)) at all times. A child safe environment is 'an environment, which is both child-safe and child-friendly, where children are valued and feel respected and encouraged to reach their full potential.'

- 1.2 The Tenant represents to the Landlord that it has complied with and will ensure that it continues to comply with its requirements under the *Children and Young People (Safety) Act 2017 (SA)*, the *Children and Young People (Safety) Regulations 2017 (SA)*, the *Child Safety (Prohibited Persons) Act 2016 (SA)* and the *Child Safety (Prohibited Persons) Regulations 2019 (SA)* in relation to the operation by the Tenant of the Holdfast Bay Community Centre and the Tenant's occupation of the Premises for the Permitted Use.
- 1.3 The Tenant must act in the best interests of the community at large.
- 1.4 As the Tenant's Permitted Use of the Premises involves working with children, the Tenant, at its own cost and expense, must ensure at all times during the term of this Lease, that the Tenant and all of the Tenant's officers, volunteers, members, employees, contractors, tenants and agents who work with children at the Premises, hold and maintain a valid Working With Children Check issued by the Department of Human Services Screening Unit in accordance with the *Child Safety (Prohibited Persons) Act 2016 (SA)* (**WWCC**).
- 1.5 The Tenant must, at the request of the Landlord, provide copies of all valid WWCC's held by the Tenant and any of the Tenant's officers, volunteers, members, employees, contractors, tenants and agents who work with children at the Premises.
- 1.6 The Tenant must also, at the request of the Landlord, obtain and provide a current police clearance or the relevant criminal history screening certificate under relevant legislation for the Tenant or any of the Tenant's officers, volunteers, members, employees, contractors, tenants and agents who provide services from the Premises.
- 1.7 If the Landlord makes a request of the Tenant under this special condition, the Tenant must provide the requested documents to the Landlord within ten (10) Business Days of such request. Failure to do so will be considered a breach of an essential term of this Lease.

2. **Tenant's Fixtures and Fittings**

- 2.1 For the avoidance of doubt, the Tenant acknowledges that the Landlord has no liability or responsibility for any fixtures, fittings and/or other items installed, owned or otherwise brought onto the Premises by the Tenant.
- 2.2 At the expiration or earlier determination of the this Lease, if requested in writing by the Landlord, the Tenant must, in consideration for \$1.00 (if demanded) transfer ownership to the Landlord all such fixtures and fittings within the Premises, free of any other interests, which are nominated by the Landlord pursuant to this special condition.

3. **Clean and Tidy**

The Tenant must leave the Premises and any Licence Area in a clean and tidy state at the end of each use.

4. **Alcohol**

The Tenant must not under any circumstances allow alcohol onto the Land and must ensure that its patrons, members and visitors do not bring alcohol onto the Land.

5. Hiring out of Premises

- 5.1 The Tenant may hire the Premises to other persons or bodies on a casual basis during such times notified by Landlord from time to time strictly in accordance with the following terms and conditions:
- (a) the Tenant must notify the Landlord of the fees set by the Tenant for hiring out the Premises, and any changes to the hire fees within fourteen (14) days of the determination of or change in the hire fees;
 - (b) if the Landlord considers at its discretion that the hire fees set by the Tenant are too high or too low (in comparison) with hire fees for similar facilities in those areas of the City of Holdfast Bay council area then it may direct the Tenant to change the hire fees to a level set by the Landlord;
 - (c) the Tenant must ensure that any hire agreement it enters into does not breach any provision of this Lease and is in such form notified and approved by Landlord;
 - (d) upon written request, the Tenant must provide the Landlord with a full report in relation to the hiring out of the Premises, such details to include the dates, times, name of the hiring party, fees charged and any other details reasonably requested by the Landlord; and
 - (e) the Tenant must not unreasonably refuse to hire out or otherwise licence the Premises to any person or organisation upon receipt of a request to do so from the Landlord and/or any member of the public at any time other than when the Premises are:
 - A. actively in use by the Tenant; or
 - B. on hire or licensed to another person or organisation pursuant to this special condition.

6. Council Rebate

The parties acknowledge that there is no automatic right to a council rate rebate levied on the Premises. The Tenant has an opportunity to request the Landlord to apply a rebate of the rates levied on the Premises by lodging an application with the Landlord in accordance with the Landlord's prescribed form by no later than 15 May each year during the Term of this Lease. The prescribed form can be requested from the Landlord during April in each calendar year.

7. Storage Areas

- 7.1 Subject in all respects to special condition 7.5, the Lessee shall have the right to use those areas delineated in green and marked "X" and "Y" on the plan attached hereto as Schedule 3 (**Storage Areas**).
- 7.2 The Storage Areas may be used by the Lessee for storing the Lessee's plant and equipment provided always that the Lessee shall not sell goods to the public nor provide services to the public or invite the public to negotiate for the supply of services from the Storage Areas. The use of the Storage Areas shall at all times be subject to the reasonable directions and requirements of the Lessor.
- 7.3 Without limiting this clause, the terms of this Lease apply as far as they are applicable to the Lessee's use of the Storage Areas and the Lessee must comply with and is bound by the terms of the Lease in all respects as if the Storage Areas formed part of the Premises.

- 7.4 The public risk insurance which the Lessee is required to take out and maintain pursuant to this Lease must extend to cover the Storage Areas and the access and egress ways thereto.
- 7.5 Notwithstanding anything else herein contained, the Lessee acknowledges and agrees that, the Lessor may, in its absolute and unfettered discretion and at any time during the term hereof:
- (a) increase or decrease the size of, or change the location of the Storage Areas from time to time; and
 - (b) require vacant possession of either one or both of the Storage Areas by giving not less than three (3) months notice in writing to the Lessee and the Lessee shall forthwith deliver up the relevant Storage Area(s) on the date as specified in the notice in a clean and tidy state and otherwise in the same condition as they were in as at the commencement date of this Lease (fair wear and tear excepted),
- AND the Lessee shall have no recourse against the Lessor as a result of the Lessor exercising its rights pursuant to this special condition.
- 7.6 For the purpose of the rent review provisions contained in this Lease, the Storage Areas shall be deemed to form part of the Premises.

SCHEDULE 2 – MAINTENANCE SCHEDULE

This schedule outlines the particular responsibilities of Landlord and the Tenant, where applicable, and must be read in conjunction with relevant provisions within this Lease including **clauses 6, 9 and 13** to the extent of any inconsistency with this Maintenance Schedule and the main provisions of this Lease, this Maintenance Schedule will prevail.

In this Schedule 2:

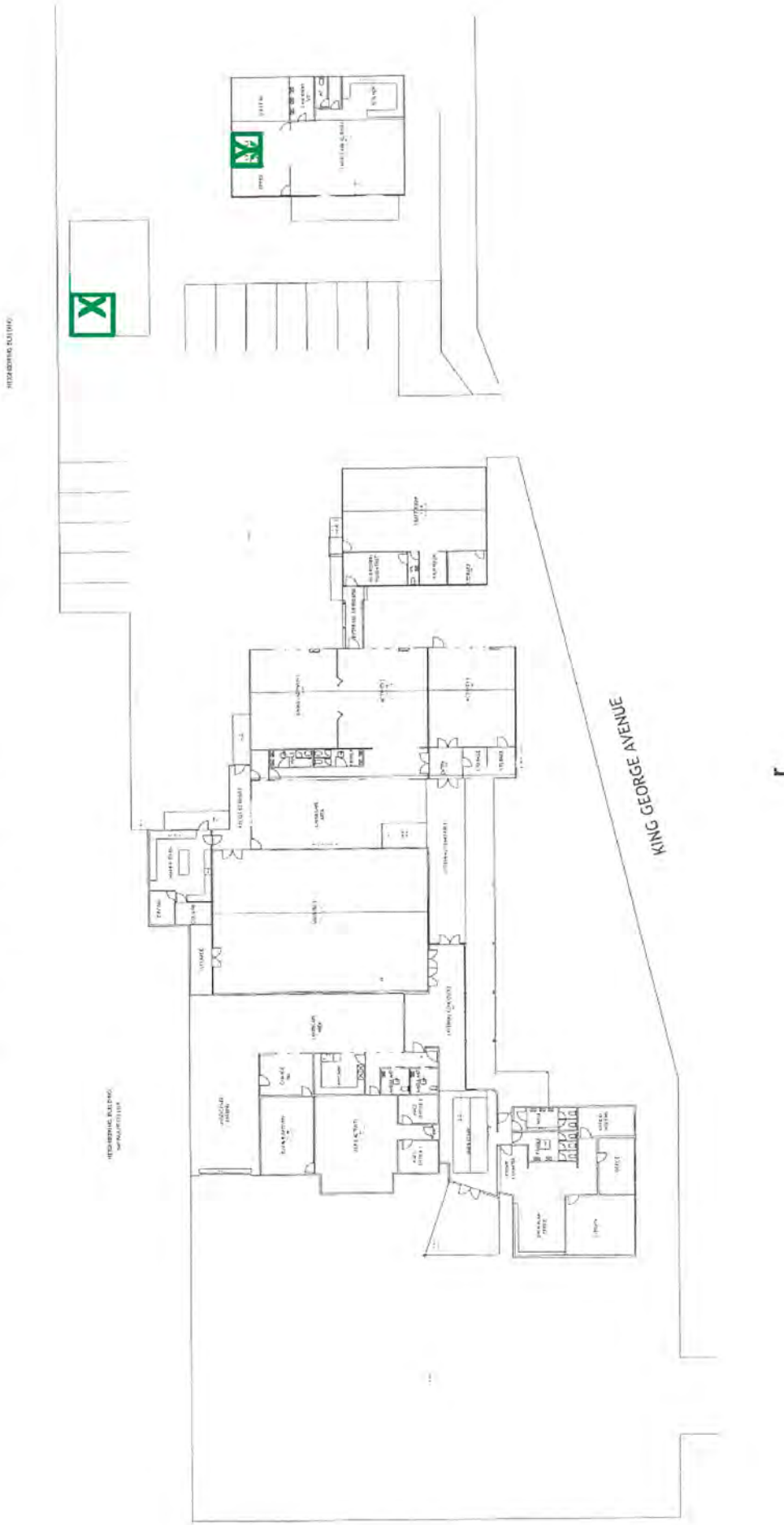
- *if any of the items detailed below do not form part of, or are not installed in, the Premises, then such item(s) will not form part of the Maintenance Schedule;*
- *all references to “end of life” must be interpreted as being the period over which an asset is expected to be available for use by the Tenant if properly maintained and repaired in good order, or the asset has fully depreciated such that it has no economic life; and*
- *all references to “periodically” must be interpreted to any program or time frame stated within any manufacturing specifications, Australian Standards or industry best practice benchmarking, as notified by the Landlord to the Tenant from time to time.*

Item	Tenant Obligation	Landlord Obligation
Fire extinguishers, hose reels and fire blankets, sprinkler systems	<ul style="list-style-type: none"> • Install and maintain in accordance with the Building Code of Australia, except sprinkler systems 	<ul style="list-style-type: none"> • Install any new required fire systems
Water/waste services – associated fittings including tapware, sinks, drains, toilets, etc	<ul style="list-style-type: none"> • Clean fittings, toilet, sinks, etc. – maintain and replace washers, replace tapware, sinks, drains and toilets, etc as and when required 	<ul style="list-style-type: none"> • Nil responsibility

<u>Item</u>	<u>Tenant Obligation</u>	<u>Landlord Obligation</u>
Electrical services, sub switchboards, distribution boards and power lighting circuits	<ul style="list-style-type: none"> • Full responsibility for repair and replacement 	<ul style="list-style-type: none"> • Nil responsibility
Doors, locks, etc.	<ul style="list-style-type: none"> • Full responsibility for repair and replacement 	<ul style="list-style-type: none"> • Nil responsibility
Lighting fixtures	<ul style="list-style-type: none"> • Replace lights and globes, ballasts and fuses, replace/repair wiring connections as and when required 	<ul style="list-style-type: none"> • Nil responsibility
Smoke detectors	<ul style="list-style-type: none"> • Full responsibility 	<ul style="list-style-type: none"> • Nil responsibility
Vinyl/concrete/tiled/other floors	<ul style="list-style-type: none"> • Clean, polish, repair and replace to appropriate finish as and when required 	<ul style="list-style-type: none"> • Nil responsibility
Internal walls/screens	<ul style="list-style-type: none"> • Clean, keep free of mould and grime, repair damage caused by use, repair cracking as and when required 	<ul style="list-style-type: none"> • Replacement and structural maintenance responsibility for structural walls only.
Ceilings	<ul style="list-style-type: none"> • Clean, keep free from cobwebs, dust, etc and repaint and repair as and when required 	<ul style="list-style-type: none"> • Replace due to structural failure only
Paint finishes	<ul style="list-style-type: none"> • Touch up and repaint where damaged as and when required • Repaint as required by clause 6.10 	<ul style="list-style-type: none"> • Nil responsibility

<u>Item</u>	<u>Tenant Obligation</u>	<u>Landlord Obligation</u>
Loose/soft furniture	<ul style="list-style-type: none"> • Full maintenance and responsibility 	<ul style="list-style-type: none"> • Nil responsibility
Replacement of lights and globes	<ul style="list-style-type: none"> • Full responsibility for repair and replacement 	<ul style="list-style-type: none"> • Nil responsibility
Plant and equipment	<ul style="list-style-type: none"> • Maintain and replace as and when required 	<ul style="list-style-type: none"> • Nil responsibility
Electrical tagging and testing	<ul style="list-style-type: none"> • Full responsibility 	<ul style="list-style-type: none"> • Nil responsibility
General cleaning	<ul style="list-style-type: none"> • Full responsibility 	<ul style="list-style-type: none"> • Nil responsibility
Security Alarms (maintenance and call outs)	<ul style="list-style-type: none"> • Full responsibility 	<ul style="list-style-type: none"> • Nil responsibility
Lessee's fixtures and fittings	<ul style="list-style-type: none"> • Full responsibility 	<ul style="list-style-type: none"> • Nil responsibility

SCHEDULE 3 – PLAN OF STORAGE AREAS



SCHEDULE 4 – RULES AND REGULATIONS

1. The Tenant must not:
 - 1.1 smoke in the Building or on the areas outside the Building on the Land;
 - 1.2 put up signs, notices, advertisements, blinds or awnings, antennae or receiving dishes or install vending or amusement machines without the Landlord's approval;
 - 1.3 hold auction, bankrupt or fire sales in the Premises;
 - 1.4 keep an animal or bird on the Premises;
 - 1.5 use a business name which includes words connecting the business name with the Building without the Landlord's approval;
 - 1.6 remove floor coverings from where they were originally laid in the Premises without the Landlord's approval;
 - 1.7 do anything to the floor coverings in the Building which affects any guarantee in connection with them if the Landlord has given the Tenant a notice setting out the relevant terms of the guarantee;
 - 1.8 use any method of heating, cooling or lighting the Premises other than those provided or approved by the Landlord;
 - 1.9 operate a musical instrument, radio, television or other equipment that can be heard outside the Premises;
 - 1.10 throw anything out of any part of the Building;
 - 1.11 move heavy or bulky objects through the Building without the Landlord's approval;
 - 1.12 obstruct:
 - (a) windows in the Premises except by internal blinds or curtains approved by the Landlord;
 - (b) any air vents, air conditioning ducts or skylights in the Premises; or
 - (c) emergency exits from the Building or the Premises; or
 - (d) the Common Areas; or
 - (e) interfere with directory boards provided by the Landlord.
2. The Tenant must:
 - 2.1 put up signs in the Premises prohibiting smoking if required by the Landlord;
 - 2.2 if the Landlord approves the Tenant's use of a business name which is connected with the Building, terminate any right it has to use that business name on the date it must vacate the Premises;
 - 2.3 participate in any emergency drill of which the Landlord gives reasonable notice;
 - 2.4 evacuate the Building immediately and in accordance with the Landlord's directions when informed of any actual or suspected emergency; and
 - 2.5 secure the Premises when they are unoccupied and comply with the Landlord's directions about Building security.

IMPORTANT NOTICE

EXCLUSION OF WARRANTY OF FITNESS FOR PURPOSE

THE LANDLORD DOES NOT WARRANT THAT THE PREMISES YOU ARE ABOUT TO LEASE WILL, FOR THE DURATION OF YOUR LEASE, BE STRUCTURALLY SUITABLE FOR THE TYPE OF BUSINESS THAT YOU INTEND TO CARRY ON.

SIGNED as an agreement

DATED

The **Common Seal** of the **City of Holdfast Bay** was hereunto affixed in the presence of:

.....
Mayor

.....
Chief Executive Officer

The **Authorisation** of **Trinity Bay Incorporated** was hereunto provided in the presence of:



.....
Chairperson
(Please delete as applicable)

Simon John Marshman

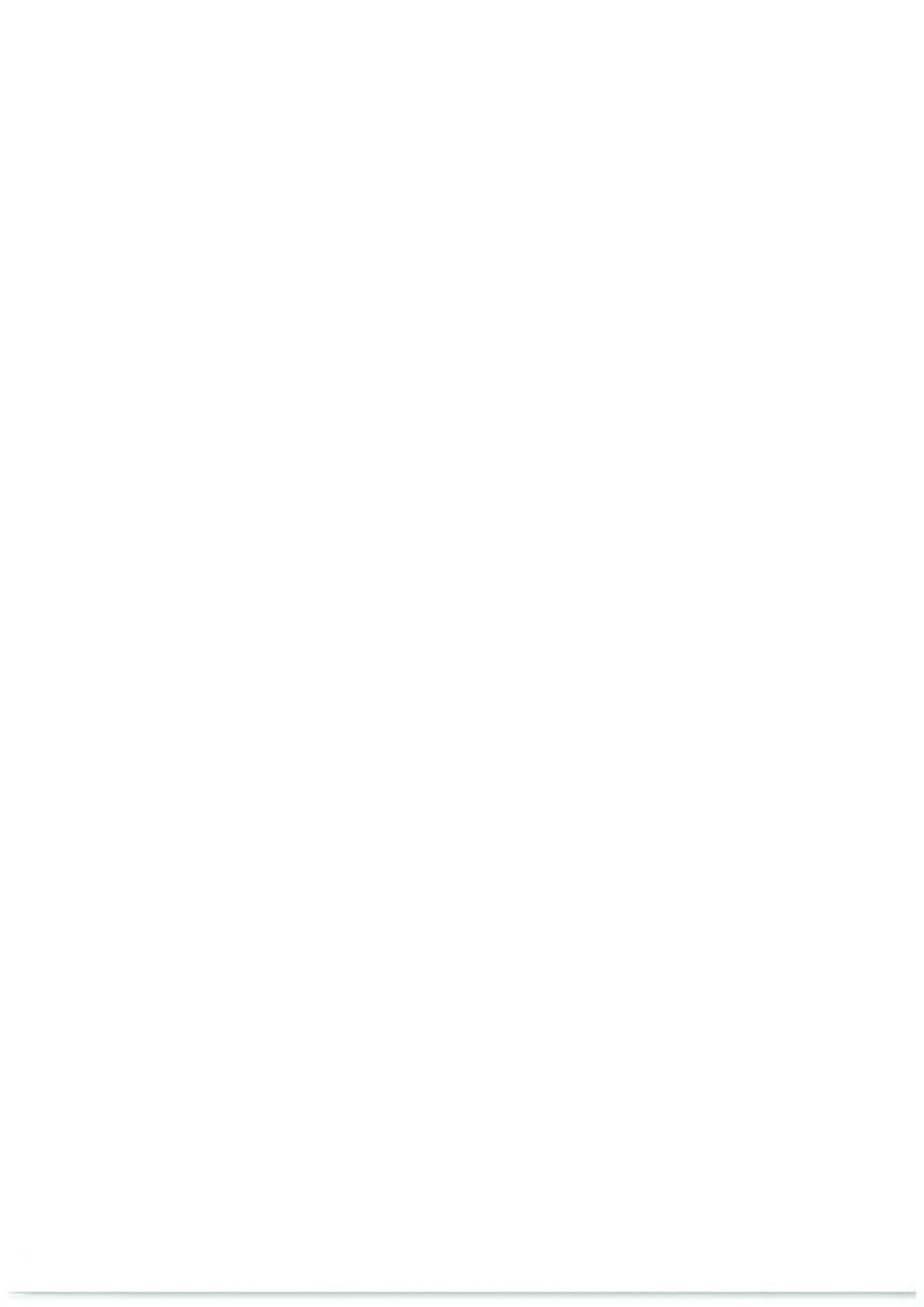
.....
Full Name (please print)



.....
Committee / ~~Board Member~~
(Please delete as applicable)

Michael John HERU

.....
Full Name (please print)



Item No: 15.5

Subject: **DRAFT URBAN GREENING STRATEGY**

Summary

The Government of South Australia recognises that for Adelaide’s urban environment to thrive, a roadmap is needed to increase tree canopy, increase tree species diversity, cool the city and increase biodiversity.

With urban temperatures predicted to increase, it is critical that we grow a healthy and diverse urban forest with trees and other plants on both public and private land. For the last two years they have undertaken significant research and consulted widely with metropolitan councils, industry peak bodies, research institutions, Kaurana, non-government organisations and the broader community to develop the draft Urban Greening Strategy.

The strategy is currently out for public consultation and Administration has developed a submission for Council to endorse.

Recommendation

That Council endorses the submission to the Urban Greening Strategy.

Background

The South Australian Cabinet charged Green Adelaide with developing an Urban Greening Strategy (‘the strategy’) for the whole of metropolitan Adelaide, and on behalf of the whole South Australian Government. The draft strategy was co-created with government and non-government stakeholders who have a role in delivering, influencing and/or are interested in urban greening. A range of State Government agencies were represented in the process including the Department for Infrastructure and Transport, Renewal SA, Department for Trade and Investment, Department for Education, Department for Health and Wellbeing, Department for Premier and Cabinet, Infrastructure SA, Wellbeing SA and SA Water.

Refer Attachment 1

The City of Holdfast Bay was involved via attendance by Administration at several workshops and our Urban Greening Officer was on the Urban Biodiversity Working Group, which was one of three working groups set up to provide advice and support evidence-based content.

The process has resulted in a large number of background documents, as well as the draft strategy and a discussion paper about measuring success.

Report

The draft Urban Greening Strategy has six priority areas for action:

- Cooler and greener infill development
- Government leading by example

- Building nature back in
- Future-proofing the urban forest
- Improving green equity
- Scaling up impact by working together

Each of these six areas has three outcomes, against which are listed several actions, as well as strategic levers including legislation, policies, tools, guides, research and incentives.

The strategy recognises the importance of an implementation plan, which is to be developed.

It is important to note that the strategy covers both trees and other vegetation, however, it has a very strong bias towards trees, and other vegetation is not referenced in a balanced way even though all vegetation contributes to urban cooling, liveability and aesthetics.

In the City of Holdfast Bay submission, we have focused our comments on the actions and outcomes within each of the six priority areas. As a whole we support the strategy and commend the State Government for attempting such an ambitious document. Even without any changes it will help to achieve a greener, cooler Adelaide, however, we have made many suggestions for improvements in the attached submission letter.

Refer Attachment 2

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Our Holdfast 2050+:

Sustainability – A city, economy and community that is resilient and sustainable.

Wellbeing – Good health and economic success in an environment and a community that supports wellbeing.

Environment Strategy 2020 - 2025

Open Space and Public Realm Strategy 2018 - 2030

Council Policy

Tree Management Policy

Statutory Provisions

SA State Planning Policies

30-Year Plan for Greater Adelaide

Greater Adelaide Regional Plan (under development)

Written By: Team Leader, Environment and Coast

General Manager: Assets and Delivery, Ms P Jackson

Attachment 1

Urban Greening Strategy

A resilient and liveable Adelaide for all

DRAFT FOR CONSULTATION



Government of
South Australia

Your views are important

We have the opportunity to improve the diversity of our urban forest, to ensure that the benefits are equally shared across Adelaide, to protect valued trees, and to respond to climate change.

The unique resources, knowledge and capabilities of different sectors and disciplines combined can make an enormous difference. By partnering and working towards this practical strategy, with shared actions we can deliver much better outcomes than could be achieved individually.

This is what the Urban Greening Strategy is all about – providing a roadmap for growing our tree canopy, cooling our local neighbourhoods and improving urban biodiversity.

Government and non-government partners have contributed their energy and expertise in shaping the development of this draft strategy, and we are now pleased to be releasing this document for consideration by the many stakeholders who have a role to play in realising our vision for a cooler, leafier and more biodiverse Adelaide.

You are encouraged to make a submission on the draft strategy. Guidelines for making a submission can be found on the back page of the document.



A handwritten signature in blue ink, appearing to read 'Susan Close'.

Dr Susan Close MP

Deputy Premier
Minister for Climate,
Environment and Water





An investment in urban greening is an investment in meeting the challenges of climate change, urban infill, biodiversity loss, and community health and wellbeing.



Recognition of Kurna Miyurna and Yarta

We acknowledge and respect the native title holders and Traditional Owners of the Adelaide region – the Kurna People – and pay homage to their ancestors who maintained the natural processes of the land we are on and whose spirits still dwell on Yarta (Country).

In the spirit of recognition of our shared future, we have collaborated with representatives of Kurna on the content within this draft strategy and will continue to work with Kurna to implement it.

Mutual respect and trust will enable us to walk side-by-side and restore Yarta.



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Executive summary

This Urban Greening Strategy for Metropolitan Adelaide will drive an ambitious and coordinated approach to the greening of metropolitan Adelaide.

It aims to bring together state agencies, metropolitan councils, non-government organisations, industry peak bodies, research institutions, Kauria and the broader community to achieve a greener, more liveable city.

Urban greening in Adelaide includes trees and other greenery located on both public and private land (see examples on Page 11). This strategy seeks to protect these green spaces, enhance them, and take advantage of their benefits to improve community wellbeing and amenity, and help us adapt to the warming climate.

This strategy sets a long-term shared vision – ‘**a resilient and liveable Adelaide for all: cooler, leafier and more biodiverse**’ and identifies practical actions to turn this vision into reality.

It outlines:

- the extensive **benefits** of urban greening
- the **current landscape**, which describes the status of tree canopy, tree species diversity, remnant vegetation, permeability, and community attitudes
- **megatrends** that are likely to impact urban greening into the future
- **priority areas for action**
- what **urban greening success** could look like for metropolitan Adelaide in 2050.

Priority areas for action

There are already many government and non-government stakeholders actively working to deliver a cooler, greener and more liveable Adelaide, but it is not without its challenges.

The priority areas and actions within this draft strategy are drawn from extensive stakeholder consultation and community discussion about how to practically address the challenges and opportunities to better protect and enhance Adelaide’s mature trees, green spaces and urban biodiversity.

The strategy outlines the following **priority areas for action**:

- cooler and greener infill development
- government leading by example
- building nature back in
- future-proofing our urban forest
- improving greening equity
- scaling up impact by working together.

This strategy seeks to establish consistent and shared monitoring across metropolitan Adelaide to increase efficiencies and provide optimal data for tracking urban greening progress. A standalone discussion paper outlines in detail 3 investigation areas for measuring performance: increased tree canopy, greater tree species diversity and reduced urban heat intensity.

This strategy is supported by a series of background papers (see Appendix 1) that provide a compelling evidence-base. A separate implementation plan will be developed that will identify the timing, lead organisations and partners for specific actions.

Collaboration maximises impact

All sectors and public and private landowners across metropolitan Adelaide have an important role to play in greening our city.

This strategy provides a mechanism for government and non-government partners to work together to achieve more by enabling projects that share the load and bridge the gaps between jurisdictions.

By joining forces – having shared priorities, knowledge and resources, and collaborating and delivering complementary activities – we will grow our tree canopy and metropolitan greenery.



Vision:

A resilient and liveable Adelaide for all

Cooler, leafier and more biodiverse



Priority areas for action



Cooler and greener infill development



Future-proofing our urban forest



Government leading by example



Improving greening equity



Building nature back in



Scaling up impact by working together

Measuring performance

Increased tree canopy cover

Greater tree species diversity

Reduced urban heat intensity

Snapshot of priority areas for action:

to drive practical urban greening action across metropolitan Adelaide



Cooler and greener infill development

Infill housing makes up a significant proportion of new housing in metropolitan Adelaide. It can be challenging to balance the benefits of more housing options close to shops and services with keeping our neighbourhoods cool and leafy. An integrated package of initiatives will be undertaken to drive cooler, greener and more biodiverse places to live.

Summary of actions

- Strengthen tree protection legislation.
- Introduce user-friendly tools and other capacity-building measures to make exceeding minimum standards easy and attractive.
- Identify cost-effective solutions to remove barriers and incentivise positive action.



Government leading by example

Expanding urban tree canopy in public spaces will become even more important for supporting sustainable and liveable neighbourhoods because more people have small, or no, front and back gardens. State and local government have important roles to play to identify and showcase innovative solutions to achieve greening outcomes while balancing challenges with infrastructure and other constraints.

Summary of actions

- Showcase best-practice green and blue infrastructure along active transport corridors and in major land releases, schools and other government land.
- Find practical solutions to challenges such as infrastructure conflicts and maintenance.
- Recognise the true value of trees in government systems and policy.



Building nature back in

Cities are increasingly recognised for their important role in supporting biodiversity. The concept of Biodiversity Sensitive Urban Design (BSUD) aims to create built environments that make a positive, on-site contribution to biodiversity while meeting other urban greening or development outcomes. Biodiverse greening enhances health and wellbeing, increases habitat for native wildlife and connects people with nature – right on their doorsteps.

Summary of actions

- Investigate how to encourage biodiverse plantings through levers such as legislation and policy.
- Build community and government understanding of BSUD principles, expertise and use.
- Identify and protect areas of valued native vegetation and critical habitat.

These priorities and actions are explored further on page 27.



Future-proofing our urban forest

Climate change is already impacting the sustainability of metropolitan Adelaide's urban forest, which is largely comprised of a small number of plant families with varying tolerances to the projected warming and drying. It will be important to increase the diversity of our urban forest to improve climate resilience, as well as ensure adequate water is available to support sustainable growth.

Summary of actions

- Increase knowledge and availability of locally endemic and climate-resilient plant species.
- Undertake research to improve the resilience and health of the urban forest.
- Build capacity in understanding and delivery of Water Sensitive Urban Design (WSUD) to ensure it becomes 'business as usual'.



Improving greening equity

Research demonstrates that if a person has trees and other vegetation within view of their home, place of work or school, it benefits their mental health and productivity. Not all residents in Adelaide have equitable access to urban green spaces and, in turn, the benefits they provide. It is vital to identify how to best prioritise urban greening investment where it is needed most.

Summary of actions

- Develop a spatial prioritisation tool to support evidence-based decision making.
- Identify the greening potential ('plantable verge spaces') across metropolitan Adelaide.
- Undertake regional-level, open space planning to identify potential locations for new or improved green open space.



Scaling up impact by working together

The need for urban greening action is strong and growing within the community. There is an opportunity for this work to be better coordinated and facilitated at a metropolitan-scale to enable the growing momentum to be translated into collective impact. It is also important to develop effective partnership models with Kurna people to help heal our landscape.

Summary of actions

- Design a cross-sector collaboration process to facilitate better coordination, efficiencies and knowledge-sharing.
- Develop a joint research pipeline to fill knowledge gaps.
- Work with Kurna Yerta Aboriginal Corporation (KYAC) to identify opportunities for partnerships with Kurna.

Setting the scene



Defining urban greening

Urban greening is the conservation, restoration or creation of green infrastructure, including trees and vegetation, in urban areas that benefits people, nature and our economy, and the soils and water needed to support it.

There are many opportunities for urban greening across Adelaide, including:

Urban parks

Local parks, playgrounds, sportsgrounds, community gardens, conservation areas and managed forests.



Streetscapes and transport corridors

Street trees, verges, raingardens, swales and major transport corridors.



Green roofs, walls and facades

Residential and commercial buildings



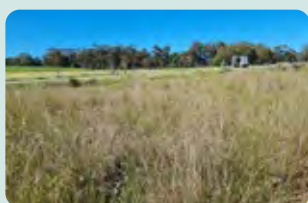
Green and blue corridors

Greening along coastlines, lakes, rivers, natural and managed wetlands.



Remnant vegetation

Coastal, riparian, wetland, grassland and grassy woodlands vegetation.



Private greening

Residential gardens, commercial car parks, market gardens and urban renewal projects.





The many benefits of urban greening

It is now widely recognised, and supported by a substantial body of evidence¹, that trees and other greenery deliver substantial benefits to people, economies and nature in cities.

People are happier, healthier, more active, and more connected with their communities in greener cities. Water is cleaner and used as a resource, while stormwater management costs and flood risks are reduced. Air quality is better, urban heat is reduced, and microclimates are more comfortable for people. Soil is healthier, and more food is produced locally. There is high market demand to live in green and leafy suburbs. People in these areas also spend more in local businesses, and jobs are created. Habitat is available to support biodiversity. Carbon is sequestered, emissions are reduced, and climate change impacts are mitigated.

In short, greener cities are nicer to live in, respond better to climate challenges and contribute to a healthier economy.

Urban greening has significant benefits, particularly around:

Financial savings and gains

Shading from trees can greatly improve the thermal comfort of our homes, in turn reducing the reliance on air-conditioning on hot days. Not only does this provide financial benefits to householders in terms of energy costs, but it has environmental benefits too in the reduction of greenhouse gases produced by these appliances².

Shading the western façade of a dwelling with trees can drop total energy costs by 5% to 10%³.

A number of studies have also revealed significant boosts to house value in leafy neighbourhoods.

A Brisbane-based study revealed a 5% increase in the median house price in streets with 50% canopy cover⁴.

Perth-based research showed that a broad-leaved tree in front of a home can add more than \$23,000⁵.

Urban cooling

Not only do trees provide shade by shielding areas against the sun and absorbing light, but they also actively cool the air through evapotranspiration.

A study based in Adelaide's western suburbs has shown that trees and other vegetation can have significant cooling benefits and reduce surface temperature in garden areas by 5 to 6 degrees⁶.

Health and wellbeing benefits

Trees can support physiological health by providing sensory relief and generating a sense of calm. In fact, studies have shown that residents of tree-lined neighbourhoods feel healthier and have fewer cardiometabolic conditions⁷.

People who live in neighbourhoods with a tree canopy coverage of 30% or more have been shown to experience a third less stress⁸.

Recent research suggests the benefits are not just related to having access to green space, but that the more biodiverse the space the greater the benefits⁹.

Having a daily dose of nature gives people many health and wellbeing benefits.

It is widely accepted that humans are hardwired to need connection with nature and other forms of life. With this in mind, a healthy, thriving natural environment is vital for creating resilient communities.

There is a large body of evidence to show that time spent in green spaces is linked to positive short-term and long-term health benefits¹⁰.

Provision of ecosystem services

Trees help improve air quality by capturing and filtering pollutants, including ozone, sulphur dioxide, nitrogen oxides and particulates.

A New York study found that its urban forest removed 1,821 metric tonnes of air pollution at an estimated value to society of \$9.3 million annually¹¹.

Trees also play other important ecosystem services such as:

- improving stormwater quality by reducing runoff and erosion
- mitigating climate change by capturing and storing carbon dioxide.

Habitat for animals

Trees and other urban green cover provide important habitat for animals. Cities around the world are home to numerous threatened plant and animal species, and are important places for conservation in their own right.

In fact, Australian cities and towns have been shown to provide habitat for 3 times as many threatened species per unit area than rural areas¹².

Some species are only found in urban environments, while others rely on cities for key food and habitat resources¹³. For some species, cities provide stable, year-round resources¹⁴ due to plant selection and watering regimes. In addition, many of our animals, such as birds and possums, rely on hollows in large old trees to nest or den in.

Attracting residents and businesses

The importance of creating a liveable Adelaide is recognised in [South Australia's Economic Statement](#) because it is a significant factor in attracting the best and brightest.

Protecting and enhancing liveability can help to attract people to Adelaide to live and work here – and retain them.

Green and leafy neighbourhoods, where residents have access to quality green spaces within walking distance, tend to make great places to live.

Cultural value

The Kurna people attach great value to natural habitats, which are core to many cultural practices and obligations.

Adelaide's unique species and ecosystems are an integral part of Kurna Yarta – the identity, stories and history of the land and its people.

For instance, for Kurna and the broader community, trees are important as spaces for gatherings, ceremonies or experiencing a connection to a place.

The case for this strategy

For Adelaide's urban environment to thrive, we need a roadmap for increasing tree canopy, cooling the city and boosting biodiversity.

This Urban Greening Strategy for Metropolitan Adelaide will provide this direction, and help us to:

Respond to challenges and opportunities facing urban greening

Numerous in-depth conversations have taken place in recent years to identify the challenges and possible solutions to increasing and improving the quality of urban greening in metropolitan Adelaide and ensuring everyone benefits.

These conversations have been led by parliament, state government departments, the Local Government Association of South Australia, councils, non-government organisations, peak bodies, and research bodies, demonstrating the **strong cross-sectoral interest in urban greening**. These are reflected in:

- the parliamentary Natural Resources Committee's [Inquiry into Urban Green Spaces \(2020\)](#)
- Green Adelaide's [Regional Landscape Plan 2021-2026](#)
- the Minister for Planning's [Planning System Implementation Review \(2022-ongoing\)](#)
- the parliamentary Environment, Resources and Development Committee's [Inquiry into the Urban Forest \(2023-ongoing\)](#).

This strategy was developed in consultation with a wide range of stakeholders who deliver, influence and/or are interested in urban greening in metropolitan Adelaide (see Appendix 1). This strategy's 6 priority areas seek to tackle the key challenges and opportunities facing Adelaide's tree canopy and other greenery.

Through these investigations and extensive stakeholder consultation, the following concerns have been identified:

- the impacts of climate change
- ensuring adequate water to support healthy and thriving green spaces
- impacts of increased housing density on our neighbourhoods
- competition for space with hard infrastructure
- retaining and building nature into the city
- community awareness and perceptions
- the loss of mature trees (see graphic on Page 16).



Ensure our long-term investments are based on long-term planning

Urban greening is a long-term investment. Trees can take decades to reach maturity, so this needs long-term planning.

While the state government does have an urban tree canopy target (see Page 53), there has been no dedicated, long-term metropolitan-level strategy setting out how this will be achieved. This strategy will fill this gap.

An important role of this strategy will also be to complement and amplify relevant existing state and local government strategies and plans (see Appendix 2).

Foster collaboration to scale up impact

No singular organisation or professional group is responsible for urban greening, and everyone has a different, but important, role to play. (See Figure 1, right)

Urban greening is delivered and influenced by many diverse stakeholder groups in metropolitan Adelaide, including Kaurana, local and state governments, not-for-profits, research bodies, private enterprise, community groups and individual households. Many are already actively working to increase urban greening within their own area.

Increasing tree canopy and other urban greenery will require action from all landowners and land managers across Adelaide. This includes those responsible for residential, state government, council, commercial, and primary production land.

This strategy recognises that a range of complementary levers will need to come together to achieve the most impactful improvements to urban greening efforts. (See Figure 2, right)

This strategy identifies which levers are most impactful to improve urban greening and will help coordinate work to fill gaps.

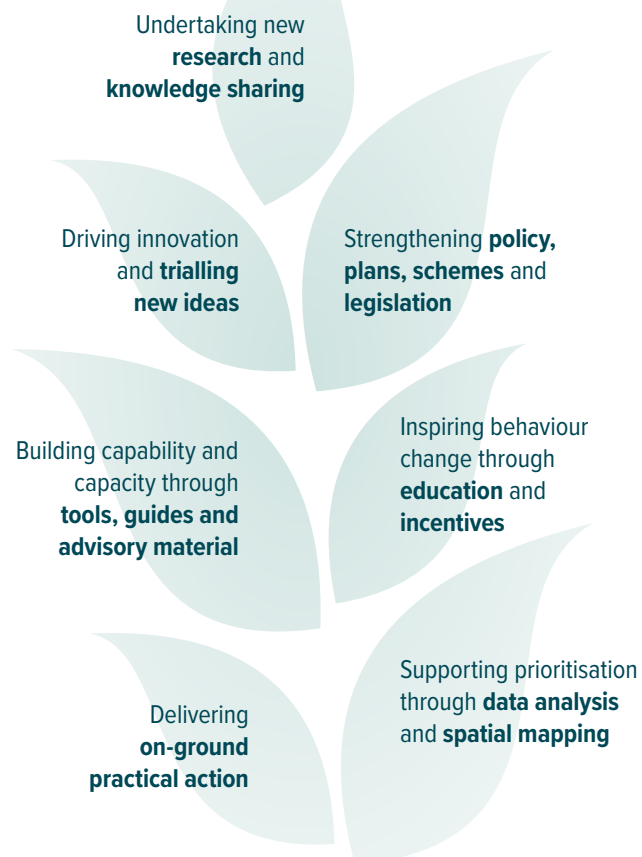
It will help partners achieve more by identifying projects that:

- fill known gaps or scale up what is already working well
- unlock metropolitan-wide Adelaide benefits
- harness cross-sector collaboration and/or co-investment.

Figure 1. Everyone has an important role to green Adelaide



Figure 2. Key levers for collaboration



Why is it vital to protect mature large trees?

Replacing mature trees with new trees does not account for the many years of growth required for them to reach a size that will provide significant environmental, health and wellbeing, and economic benefits.



It takes
80 to 100 years
for trees to form hollows for wildlife to use¹⁶



A single mature tree can absorb as much as
21 kg of CO₂
in a year¹⁵

In extreme heat events, shading provided by large trees can reduce energy use and associated costs by **10%**³⁹



One large tree can release enough oxygen back into the atmosphere to support **2 people** for a year¹⁷



Removing trees reduces shade, increases temperatures and reduces amenity





Understanding Adelaide's current landscape

State and local government have worked together to utilise LiDAR (a remote sensing technique) and aerial imagery to better understand the state of Adelaide's urban forest, as well as the levels of urban heat and impermeability.

This will allow us to track the success of our urban greening initiatives and identify priorities for investment and effort. A consolidated dataset for council street tree diversity has also recently been compiled for the first time across metropolitan Adelaide. It shows that:

Tree canopy cover across metropolitan Adelaide has increased

- Tree canopy increased from **14.5%** in **2018-2019** (baseline) to **18.26%** in **2022^a**.
- All local government areas experienced tree canopy cover increases, ranging from **1.5%** in City of Port Adelaide Enfield to **7.5%** in the City of Mitcham.
- Average canopy height increased between 2018-2019 and 2022.
- About 69% of tree canopy is **less than 10 m** in height.

See map
overleaf and
Appendix 3

Tree canopy cover is unevenly distributed

- Tree canopy cover across local government areas ranged from **8.1% to 39.8%** in 2022.
- **Three** council areas have **<10%** tree canopy cover, **7** have between **10% and 20%**, **6** have between **20% and 25%** and only **2** have **over 30%** in 2022.
- **295** suburbs in metropolitan Adelaide (**74%** of all suburbs) have **<20%** tree canopy cover.

See maps
overleaf and
Appendix 3

Tree species diversity in council parks and streets is considered low in a changing climate

- The **top 13 most abundant species** make up **50%** of all trees^b.
- There is potential to improve the species, genus and family diversity of trees to increase resilience against climate change impacts and pests.
- No tree species diversity data is available yet for other land use types.

See
Box 12 and
Appendix 4

Remnant vegetation is scarce and it is important to protect what we have left

- Since European colonisation **nearly 90% of native vegetation has been cleared**.
- Work is needed to make biodiversity data more consistent and fill knowledge gaps.

See
Appendix 5 and **6**



Impermeable surfaces are likely to be increasing in infill areas

- Total percentage of impermeable surfaces across metropolitan Adelaide was **29.1%** in 2022.
- Impermeable surfaces impact on space for tree planting, water for vegetation and increases stormwater run-off.

See **Appendix 7**

Urban heat intensity varies significantly

- Average urban heat intensity **increased by 0.2 C** from 2014 to 2023.
- While the results indicate an overall stable trend, there is **significant variation at the local-scale** resulting from tree and vegetation clearance and new development.

See **Boxes 14, 15, 17** and **Appendix 8**

Strong community appreciation for urban greening and nature

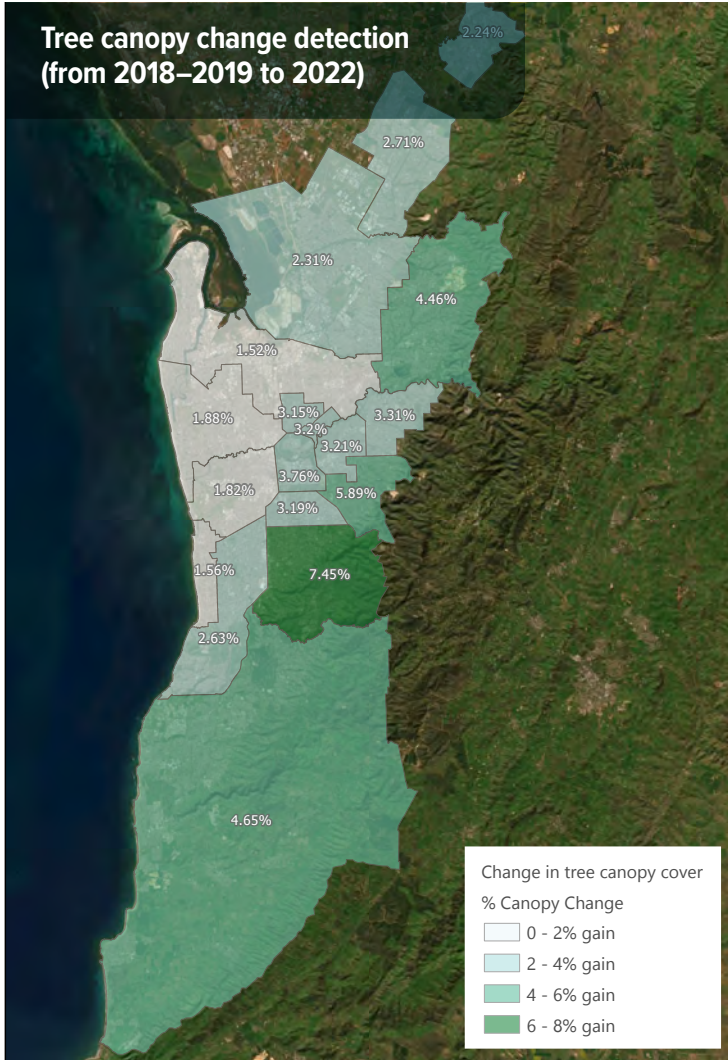
- A **2019 national survey** found that urban greening is important to **85%** of people (while **12%** think it's a nuisance or have other concerns), with people appreciating it for its great aesthetics, for relaxation and health and wellbeing, and for wildlife¹⁸.

See **Appendix 9**

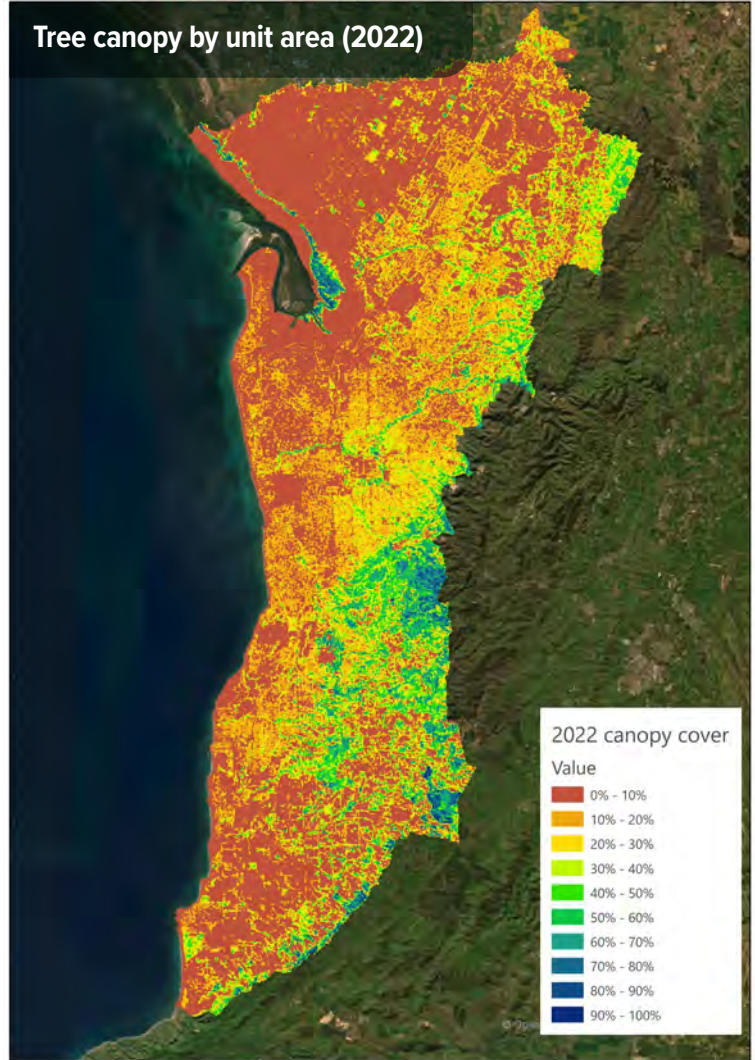
a LiDAR data capture (a remote sensing technique) was first carried out for part of metropolitan Adelaide in June 2018 and for some additional council areas in October 2019. A recapture was undertaken for the whole region in January 2022 (18 Councils). Tree canopy change detection is based on the area for which LiDAR data capture has been undertaken twice, which includes only partial areas of City of Playford and Town of Gawler (see the map in Appendix 3).

b For areas where data was available

Tree canopy change detection (from 2018–2019 to 2022)



Tree canopy by unit area (2022)

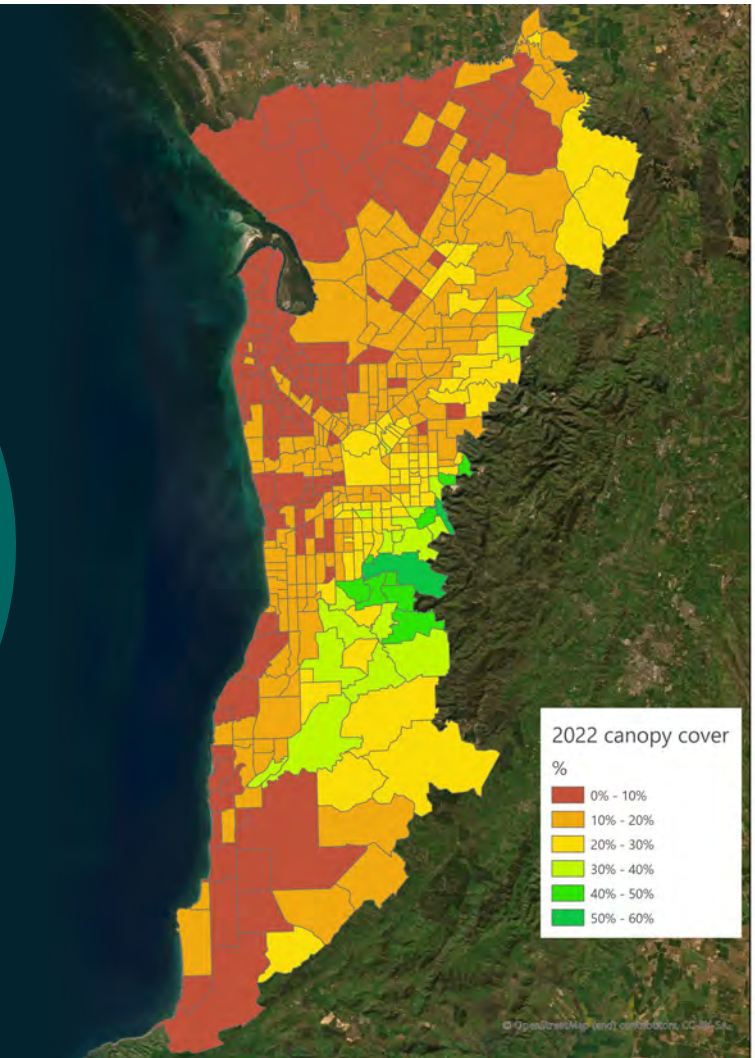


Tree canopy by suburb (2022)

Minimum:
1.35% Parafield

Maximum:
56.4% Belair

Total canopy cover
across the region:
16.7%



Commercial land had a lower canopy gain compared to other land uses at 0.4%.

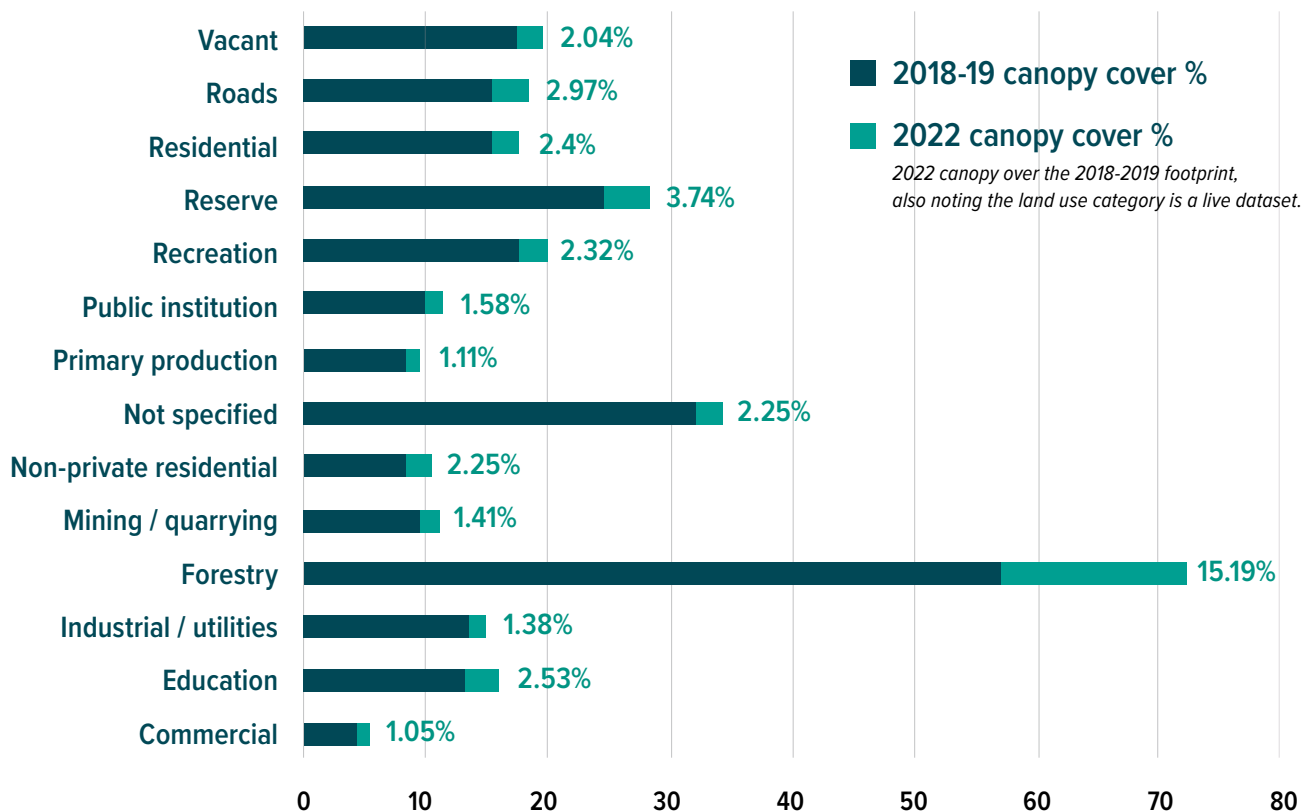
The area of tree canopy cover lost on residential land is greater than on any other land use combined – almost 6 million m², which equals about 218 Adelaide Ovals.

Tree canopy gain and loss

- Tree canopy gain
- Tree canopy loss



Figure 3. Tree canopy cover % gain by land use



Source: Green Adelaide

Impact of global megatrends

It is valuable to consider the global megatrends that are likely to impact on growing and improving the condition of Adelaide’s urban greening in the future.

Scenario planning is a useful frame for exploring the potential impacts of megatrends on urban greening, to ensure that the strategy is robust and responsive to a changing and unpredictable future.

For further information about the scenarios (and megatrends) that were prepared to support the development of this strategy refer to the [‘Scenario planning background paper’](#).

Climate change

Climate change is one of the most significant challenges and drivers for growing our urban forest. Projected climate change impacts include hotter summer temperatures with more extreme heat days; more frequent, more severe and longer heatwaves; reduced annual rainfall; more intense high rainfall and storm events; and increased likelihood of bushfires and droughts¹⁹.

Liveability of our cities

The increased urban heat and drier conditions projected for the future are also predicted to impact human health, wellbeing and quality of life. Hotter temperatures have a direct impact on mortality rates, but also reduce the uptake of many outdoor activities including active transport, such as walking and cycling. SA Health advises that people, especially older and more vulnerable people, may not be able to remain cool enough to stay healthy on days that exceed 35°C.

This is reflected in a 16% increase in people visiting a doctor during heatwaves across metropolitan Adelaide between 2011 and 2016²⁰. Increasing tree canopy will be increasingly important to cool urban areas for liveable outcomes.

Major cities in Australia face a 2.3% increase in the risk of mortality during heatwaves, with Adelaide facing the greatest increase in the risk of heatwave-related deaths at 8.3%²¹.

Climate trends projected to 2050 and beyond indicate:



Increasing maximum, minimum and average temperatures.*



Hotter days and more frequent hot days.*



More intense heavy rainfall events.



Warmer spring temperatures.*



Declining rainfall.*



More dangerous fire weather.



Lower spring rainfall.*

**Based on new climate projections from the NSW Australian Regional Climate Modelling Project stage 1.5.*

Biodiversity loss

Pressures from climate change, habitat loss, pollution, and invasive species are threatening every Australian ecosystem, with 19% showing signs of collapse loss²². Moreover, this number is predicted to increase substantially over the coming decades, with further extinctions expected unless radical changes are made. Therefore, it is vital to identify ways to protect and enhance the diversity of metropolitan Adelaide's vegetation.

These pressures have resulted in the number of threatened species growing by 8% since 2016, such that 21% of Australian mammal species are now threatened²³.

Changing mobility systems

How people physically move around is changing, due to various trends such as electrification of vehicles, mobility-as-a-service, micro-mobility, connected and autonomous vehicles, and consumer preference for active transport²⁴. Changing mobility systems impact roads and infrastructure, housing design, how we move around public spaces, and access to employment and educational opportunities for residents. It will potentially change how much road and verge space is needed, which could impact on space available for urban greening.

Land-use patterns

Traditionally South Australian towns and cities have been low-density, dominated by detached houses on large allotments. **In recent years, the urban form has been changing, with a move to more medium- and high-density living. In metropolitan Adelaide, this often takes the form of small-scale infill development, with single allotments being split into 2 or more dwellings.** Infill development is likely to continue to be an important part of new housing and needs to be carefully managed to avoid negative impacts on retaining large trees and increases in impermeable surfaces⁵.

Greater Adelaide's population is projected to increase by up to 672,000 people, reaching between 2 and 2.19 million, by 2051 – around 86% of the state's population²⁵.

Declining water quantity, quality and availability

Water demand is increasing, but less water sources will be available because of the drier climate. The demand and supply of water will be impacted by various shifts, such as dwindling native water resources from climate change, population growth, cultural acceptance of recycled water, technological innovations, demand from water-intensive industries of the future, and our ability to maximise use of water where it falls through WSUD^d. Securing adequate water could be a limiting factor for successful greening.

Technology

Rapid adoption of digital and data technologies, and incredible improvements in the ability of software and machines to solve problems and perform complex tasks without explicit human guidance, might make it easier to understand how our urban forest is performing and better manage it.

These technological developments are driven by ongoing scientific breakthroughs in artificial intelligence and global investments in technology-driven research and development.

While technical advancements have been significant, experts predict that this is just the tip of the iceberg, with the vast majority of digitisation yet to occur²⁶.

Recognition/ appreciation of Aboriginal people's wisdom

For tens of thousands of years, Aboriginal people have addressed changing weather²⁷ in Australia and successfully applied their knowledge to land management.


One of the distinctive characteristics of Indigenous stewardship is the focus on humans as caretakers of the land, rather than owning and controlling it. There is growing recognition and appreciation of cultural knowledge, skills and perspectives of the Kurna Miyurna, and all Aboriginal people. This is likely to increasingly influence and shape land management practices.

^c Preparation of the Greater Adelaide Regional Plan (GARP) is underway, which will replace the [30-Year Plan for Greater Adelaide \(2017 Update\)](#). This will involve making decisions about how and where future population growth is accommodated.

^d SA Water is leading the development of a [Resilient Water Futures Strategy](#) to identify how metropolitan Adelaide can maintain a secure, sustainable and resilient water supply.

Our vision for a greener future

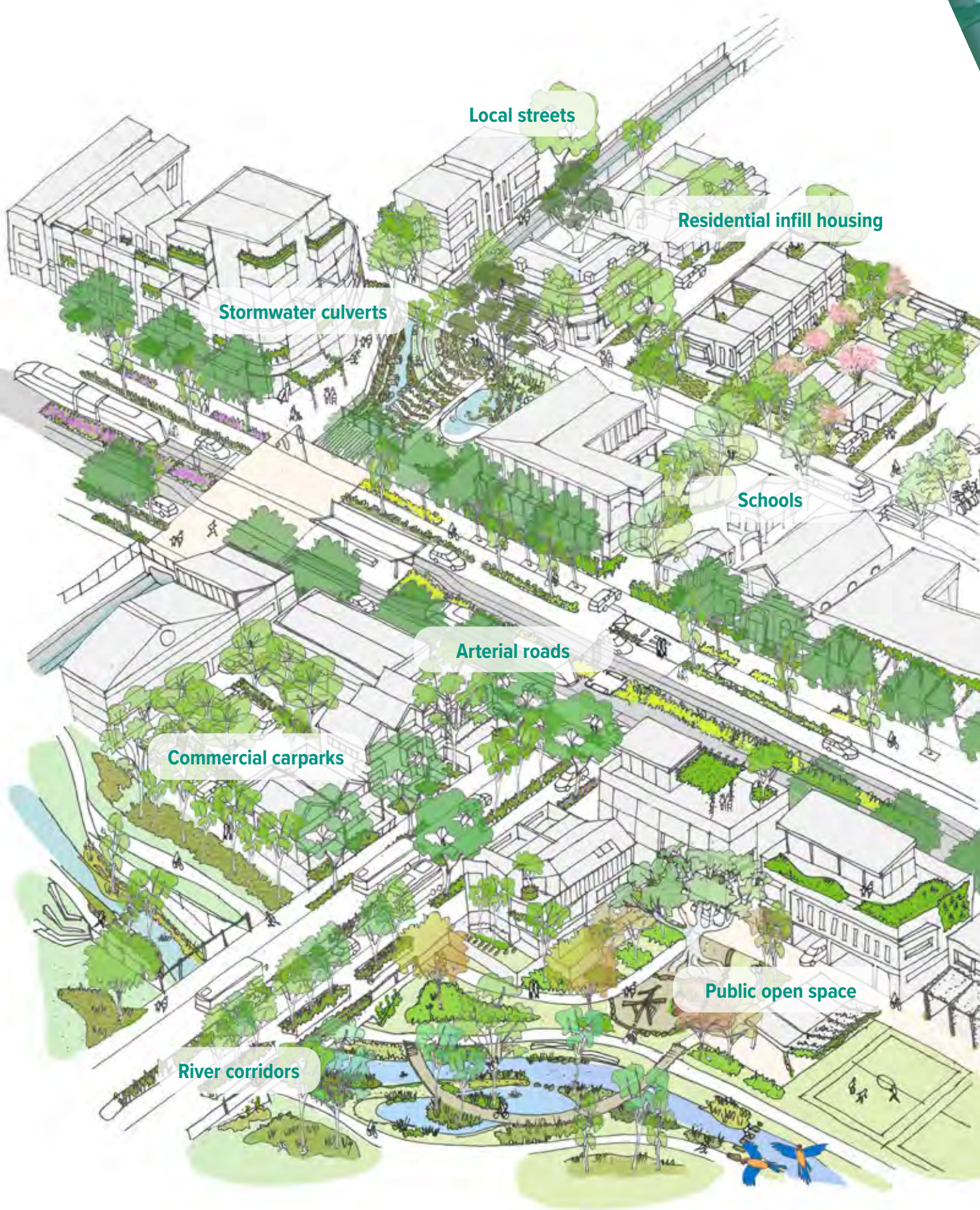




Our vision is a **resilient and liveable Adelaide for all: cooler, leafier and more biodiverse**. This means:

- increased tree canopy and more mature trees retained
- greening embedded in new developments and infrastructure conflicts resolved
- more biodiverse vegetation attracting native birds and animals
- more integrated water-sensitive urban design
- a climate-resilient urban forest
- equitable distribution of canopy cover across Adelaide
- strong community, industry and government support to deliver nature-based solutions
- strong urban green partnerships with Kaurana
- collaborative management of urban greening
- urban greening cover targets met.

This vision will be met by reaching the outcomes described in this strategy's 6 priority areas for action.



Bringing the vision to life

This illustration shows the many opportunities to achieve our vision within metropolitan Adelaide by greening our new infill housing and commercial car parks and transforming public open space, river corridors, schools, arterial and local roads.

For before and after visualisation of these key locations within metropolitan Adelaide, see Pages 55 to 58.

6 priority areas for action



Cooler and greener infill development



Government leading by example



Building nature back in



Future-proofing our urban forest



Improving greening equity



Scaling up impact by working together



Priority Area 1: Cooler and greener infill development

There has been a significant trend across metropolitan Adelaide towards smaller blocks, larger houses and ‘low maintenance’ gardens. Subdividing existing suburban allotments into 2 or more smaller ones often involves clearing and levelling the land, resulting in a loss of mature trees and other vegetation.

Housing built on subdivided properties – known as infill housing – is a challenge for urban greening. This type of development generally increases site coverage and driveway crossovers, creating up to 90% impermeable surfaces (see Box 1).

It is important to reduce impermeable surfaces, where possible, to help improve stormwater management, retain healthy soils, reduce the ‘urban heat island’ effect, and increase the available space for planting trees and other greenery.

Other types of development, such as new surface car parks associated with commercial development, also provide key opportunities for better urban greening outcomes (see Box 3).

Therefore, a priority focus of this strategy is creating cooler and greener infill development. That is, facilitating good design outcomes that ensure new infill developments protect existing trees and provide sufficient space for new urban greening, supported by adequate soil and water infrastructure.

Strengthening land-use planning policy and tree protection legislation is considered by many stakeholders to be the number one opportunity to support retention and expansion of greening on private land (see Box 2).

However, it is not possible to stem the loss of trees through these levers alone. Education, appropriate valuation of trees and other green infrastructure, tools, guides, incentives and new practices supported by strong evidence and data all need to play a role. It will also be vital to identify cost-effective and easy to implement solutions, suitable for small spaces.

Now that the architecture of the new e-planning system and the Planning and Design Code is in place for metropolitan Adelaide, the focus can move more fully to policy improvements, especially through the development of the new Greater Adelaide Regional Plan.

Cultural shifts are also needed across the community, as well as within the development and building industries, to prioritise and value trees. It will be important to develop an effective, wide-reaching communications campaign that establishes a clear and consistent narrative to help the community realise the value of urban greening. This will target those not already engaged and include messages about economic benefits, wellbeing, wildlife and climate-resilience, and myth-busting regarding concerns.

Australian homes are among the largest in the world, and the average size increased between 2008 and 2018 from 234m² to 248m². Additionally, the median lot size²⁸ for new development across Greater Adelaide has reduced significantly – from approximately 600m² in 2000 to 468m² in 2021²⁸.



Priority Area 1: Cooler and greener infill development

Outcomes	Ref	Actions	Indicators	Levers	Where
Policy and legislation better support urban greening and are in line with national best-practice	1.1	Strengthen tree protection legislation (and associated offset schemes) to align with best-practice and reflect the true value of existing trees	1	Legislation Offset scheme	All land
	1.2	Review and refine the Urban Green Cover target (and policies) as part of the new Greater Adelaide Regional Plan	1	Regional Plan	All land
Developers and community have increased knowledge, motivation and capacity to practically and cost-effectively achieve greening, cooling and biodiversity outcomes	1.3	Monitor and enhance the Planning and Design Code and develop supporting tools to make it easier for developers to achieve, and go beyond, minimum requirements	1 3	Policy Tool Guide	Private (residential, commercial)
	1.4	Undertake coordinated metropolitan-wide campaigns (linked to incentives) targeted at improving urban greening outcomes	1 2 3	Inspire Incentives	Private (residential, commercial)
	1.5	Develop a catalogue of costed housing designs that showcase practical and affordable greening, WSUD and BSUD	1 2 3	Education Guidance	Private (residential, commercial)
New developments include trees by adopting innovative and cost effective solutions	1.6	Work with the development sector to understand urban greening drivers and encourage innovation and adoption of best-practice (including identifying effective incentives)	1 2 3	Research Trials Incentives	Private (residential, commercial)
	1.7	Develop best-practice engineering solutions, planting and maintenance techniques to minimise conflicts between green and grey infrastructure (building footings and infrastructure)	1	Research Trials	Private (residential, commercial)

Box 1: Impact of infill on existing mature trees

The images below for the City of Unley (2018 to 2021) and City of Campbelltown (2018 to 2020) suggests that urban development and associated infill is a cause of canopy loss.

Reducing canopy loss, preserving existing trees and utilising plantable space on private land is key to growing Adelaide's urban forest.

Community engagement with private landowners will play a critical role in helping build a greener, more sustainable future for Adelaide.

For further information about these case studies view [Aerometrex's webinar](#).



City of Unley



City of Campbelltown



Box 2: Introduction of tree planting and soft landscaping requirement

New requirements were introduced into the Planning and Design Code by the State Planning Commission in response to significant community concern about the impact of infill development on mature trees and other urban greening.

It includes minimum requirements for tree planting, minimum requirements for soft landscaping areas, and a supporting Urban Tree Canopy Offset Fund.

It will be important to monitor how these new requirements are adhered to and identify whether any adjustments or enhancements are needed to maximise their ability to support better urban greening outcomes.

Infill development is an important focus for improving urban greening as it has delivered about 5,500 new dwellings per year in metropolitan Adelaide (between 2017 and 2021)²⁹.

For further information visit: [PlanSA](#)

Box 3: Car parks could provide easy WSUD wins

Integrating WSUD into surface car parks is a practical and effective way to manage stormwater, improve water quality and maximise the growth of trees and other vegetation.

Car parks provide the opportunity for cost-effective and easy WSUD solutions as they usually have minimal underground services compared with other land-uses such as roads.

A good example of this is the Fig Plaza Car Park at Adelaide Oval, where installing raingardens that collect stormwater to passively water garden beds has led to significant tree growth in just 2 years.

For further information about this case study visit: [Water Sensitive SA](#)





Priority Area 2: Government leading by example

Well-vegetated streetscapes and other public areas are becoming increasingly important across metropolitan Adelaide, as more people live in neighbourhoods with small, or no, front and backyards.

Public green spaces provide many advantages, such as improved physical and mental health and wellbeing for the community. Other benefits include opportunities for sport and recreational activities, preservation of natural environments and biodiversity, climate change adaptation and urban stormwater management³⁰.

However, urban streetscapes are often highly contested spaces. Due to the potential conflict with powerlines, tree species that grow to more than 6m tall by maturity are not permitted to be planted directly under powerlines. This has contributed to less diversity in the species of trees that are planted, and less shade and aesthetic appeal than what would be provided by trees with larger canopy.

Major transport upgrades and other public infrastructure works can also lead to the removal of mature trees and put pressure on the limited space available for greening.

Conflicts for space are sometimes not visible, with some of the restrictions below ground (that is, utilities requirements) or from other competing needs (for example, sightlines, safety, and bin space on verges). There is an opportunity to pilot and scale up alternative approaches to installing infrastructure for utilities that would minimise streetscape impact and maximise space for urban greening, such as installing root barriers, underground powerlines, trenches for common services and multi-utility tunnelling.

Greening has often been seen as a 'nice-to-have' or an afterthought, rather than a critical piece of valuable public infrastructure. This is compounded by the fact that trees are often left out of asset management registers and systems, and there is no agreed mechanism to account for trees as 'appreciating assets' in financial systems.

Dedicating budget to maintaining green infrastructure assets has also been raised as a challenge. Resolving these barriers is likely to require a more robust evidence-base and tools, based on credible quantitative economic valuations in the local context. Identifying new ways to make public greening and its maintenance more cost-effective and sustainable will also be vital.

It will also be important for both levels of government to review their policies to drive better greening outcomes and to show leadership in this space (see Box 4).

Both state and local government can play an important role in trialling new ideas, commissioning research and driving innovative solutions for greening the land that they own and manage (see Box 5 and 6).



Priority Area 2: Government leads by example

Outcomes	Ref	Actions	Indicators	Lever	Where
Innovative and best-practice green and blue infrastructure is showcased in government infrastructure works and major projects	2.1	Integrate urban greening and WSUD as part of business-as-usual in government projects including: <ul style="list-style-type: none"> • transport infrastructure upgrades, particularly roads with a high level of pedestrian and cyclist activity • major land releases • new schools and significant upgrades • SA Water assets • healthcare facilities • other government land 	1 3	On-ground action	State government land (major projects)
	2.2	State and local governments to deliver flagship greening, BSUD and WSUD projects that cross boundaries and set new benchmarks	1 2 3	On-ground action	State and local government land
Barriers to BSUD and WSUD are solved to accelerate implementation	2.3	Identify and implement solutions to key barriers to BSUD and WSUD in public infrastructure and projects, such as maintenance	1 2 3	Research trials	State and local government land
	2.4	Investigate alternative approaches to installing utilities infrastructure in roadways to create more space for trees	1	Research trials	State and local government roads
	2.5	Review restrictions on planting near utilities infrastructure, including permitted species lists	1 2	Research policy	
Trees are appropriately valued as essential community assets that contribute to the wellbeing of our community and environment	2.6	Determine and apply an agreed method for applying economic valuations to trees and other green infrastructure	1	Research policy	All land
	2.7	Investigate including green infrastructure into public asset management systems and account for trees as appreciating assets	1	Research policy	State and local government land

Box 4: Green Infrastructure Commitment

As South Australia's key agency in delivering public infrastructure, the Department for Infrastructure and Transport (DIT) has a major role to play in achieving the government's urban green cover target.

DIT has developed a Green Infrastructure Commitment (2021), which focuses on increasing tree canopy cover on department-managed land, over footpaths and bikeways, implementing WSUD for infrastructure projects, and ensuring that new green infrastructure contributes to improved biodiversity. Key actions within this Urban Greening Strategy will help DIT implement its Green Infrastructure Commitment.

An example of an infrastructure project with positive greening outcomes is the 1.8 km Regency to Pym Street upgrade – part of Adelaide's North-South Corridor initiative. It has:

- increased habitat for native butterflies
- retained existing trees where possible
- positioned new trees to maximise shade for pedestrians, while minimising impacts to infrastructure
- incorporated WSUD elements, including turfed swales and passive irrigation for new trees
- incorporated trees that have a large canopy to maximise shade.

For further information view: DIT's [Green Infrastructure Commitment](#)



Box 5: 'Connecting Nature, Connecting People' initiative

There is an opportunity to learn from other jurisdictions on how best to facilitate biodiverse greening outcomes. The ACT Government is seeking to harness the potential biodiversity of public open spaces by delivering a range of initiatives such as:

- Biodiversity Sensitive Urban Design guidelines
- an updated Nature Map, which will provide accurate biodiversity data
- improving urban open-space areas to increase functionality and connectivity of wildlife habitat and resilience to impacts of climate change and urbanisation.

These initiatives are being delivered in partnership with community groups, in particular, the Ngunnawal people and other people or families who have a connection to the lands of the ACT and broader region.

For further details visit: [Connecting Nature, Connecting People Initiative](#).

Box 6: Creation of a biodiversity corridor for animals and people

Windsor Street Linear Reserve in Parkside was created as part of the City of Unley's vision to develop a native plant corridor. It is used by people to walk or cycle from Urrbrae to the Adelaide Park Lands, while also providing an unhindered corridor for native bird movement.

Unley Council has taken advantage of repurposing an open concrete stormwater drain to create this reserve. The open drain has been replaced with box culverts to manage stormwater and now hosts a 11,000 m² linear reserve featuring 15,000 locally indigenous plants with 84 unique species. These include threatened species, such as grey box (*Eucalyptus microcarpa*), and other plants that constitute the original woodland ecosystems of the area.

There is an opportunity to learn from as well as scale up the implementation of biodiverse linear reserves.

For further information refer to the [project fact sheet](#).





Priority Area 3: Building nature back in

Cities are increasingly recognised for their role in being home to important biodiversity. However, without conscious efforts to protect and enhance habitat, the biodiversity of our region will continue to decline. The future of many threatened species will depend on actions to accommodate their needs within urban boundaries.

Recent research in Adelaide has demonstrated that higher levels of biodiversity, as measured by increasing naturalness and vegetation structure, enhanced the psychological benefits of the city's parks for visitors³¹. This work demonstrated that sometimes even small areas of biodiverse vegetation, from pocket parks, to backyards, on streets and along urban waterways, can reinvoke and support animal species.

Improving biodiversity in urban places is imperative as the climate-crisis intensifies³². This was recognised at the 2022 United Nations Biodiversity Conference (COP 15), which introduced a number of biodiversity targets committed to by the Australian Government (refer to [Target 12](#) in particular). Jurisdictions around the world are increasingly introducing legislation and policies to achieve better biodiversity outcomes and there is an opportunity to learn from this in the Adelaide context (see Box 7).

BSUD aims to create built environments that make a positive, on-site contribution to biodiversity while providing other urban greening or development outcomes.

BSUD initiatives may target individual animal or bird species, a group of species, and/or entire ecosystems. This means that BSUD can be applied across multiple scales and contexts, from small-scale site redevelopments like green roofs or streetscapes, to precinct-scale planning for new developments (see Box 9), or large-scale infrastructure projects like transport corridors.

BSUD is an emerging area of focus, and practitioners and the community need education and capacity-building to understand what it is and how to deliver it on both public and private land. A key focus of this strategy is to help drive this capacity-building to ensure biodiverse greening outcomes.

There are also a number of challenges in biodiverse urban greening practices in Adelaide where this strategy can play an important role. For instance, gaining a better understanding of the locations of remnant vegetation and strategic landscape linkages through improved spatial mapping. Additionally, it will be important to develop guidance material to give advice about which animal and bird species to target through new tree or understorey plantings in various areas of metropolitan Adelaide (see Box 8).



Priority Area 3: Building nature back in

Outcomes	Ref	Actions	Indicators	Lever	Where
More biodiversity net gain development	3.1	Investigate how the planning system and other government legislation could best facilitate biodiversity net gain development	1	Legislation	Private residential land
			2	Policy	
			3		
Increased motivation and capacity to undertake BSUD (government, council, developer and community)	3.2	Develop a BSUD capacity-building program, including design guidance, for the government, the development sectors and the community	1	Capacity-building	All land
			2		
Areas of valued native vegetation and critical habitat are protected	3.3	Develop a region-wide approach to supporting individuals and community groups to undertake biodiverse urban greening on private land, open space and schools, and/or verge planting along strategic corridors	1	Education	Private residential land Strategic transport corridors
			2	Capacity-building	
				On-ground action	
Areas of valued native vegetation and critical habitat are protected	3.4	Map remnant vegetation and critical habitat, and spatially represent in the Greater Adelaide Regional Plan and the Planning and Design Code to minimise development impacts	2	Policy	All land
				Spatial mapping	

Box 7: Biodiversity Net Positive Legislation

Under the United Kingdom's Environment Act 2021, all planning permissions granted in England (with a few exemptions) will have to deliver at least 10% biodiversity net gain (BNG).

BNG is an approach to development, and/or land management, that aims to leave the natural environment in a measurably better state than it was. It delivers measurable improvements for biodiversity by creating or enhancing habitats in association with development. It is additional to existing habitat and species protections, and aims to create new habitat as well as enhance existing habitats.

In the UK, BNG requirements are being introduced in a phased process, with mandatory requirements to start applying to housing, industrial and commercial development in 2024. BNG can be achieved on-site or off-site through a combination of measures or through the purchase of statutory credits – as a last resort.

There is an opportunity to learn from this leading example and identify how similar outcomes could potentially be achieved in the Adelaide context.

For further information visit: [Biodiversity net gain](#).

Box 8: Understanding biodiversity challenges and opportunities in Adelaide

RMIT University's Nature Positive in Adelaide Report shows that there are numerous challenges and opportunities relevant to improving the biodiversity of metropolitan Adelaide's vegetation, including:

- protecting the remaining patches of remnant vegetation, which are often highly fragmented and vulnerable
- maintaining biodiverse plantings due to inadequate budgets for required maintenance
- improving knowledge and access to locally indigenous plant species
- better supporting volunteers, who are often key to planting and maintaining successful biodiverse greening
- improving monitoring, which is vital for understanding the state of biodiversity and for determining the impact of investments, maintenance work and stewardship programs
- setting targets and measuring success, which would benefit from understanding the baseline and/or metrics.

For further discussion about the challenges to achieving biodiverse greening, information about BSUD and case studies from across metropolitan Adelaide, refer to RMIT University's [Nature Positive in Adelaide Report](#).



Box 9: Fishermans Bend redevelopment

Fishermans Bend is a large-scale urban renewal project that will be carried out in Melbourne. Biodiversity objectives and actions for 4 target species have been identified – blue-tongued lizards, growling grass frogs, superb fairy wrens and blue-banded bees.

Co-design of the biodiversity objectives and approaches was led by RMIT University and was undertaken with Traditional Owners, ecologists, planners and local environment groups along with the Fishermans Bend Authority and other key state agencies.

For further information: see RMIT's [Fishermans Bend BSUD case study](#)





Priority Area 4: Future-proofing our urban forest

Climate change impacts will likely have cascading effects on ecosystems, including changes to biodiversity and reduced ecosystem resilience.

Climate change is likely to significantly impact the sustainability of metropolitan Adelaide's urban forest, which largely comprises a small number of species – many of which may not cope well with the projected warming and drying (see Box 10). Many popular species are from areas that receive high annual rainfall and/or less extreme summer temperatures. It is also expected that climate change and urban activities will increase the transmissivity of pests and pathogens such as myrtle rust, phytophthora and borers.

Another challenge is that mass propagation of cultivars through tissue culture (growing trees from cuttings rather than seed) has allowed nurseries to grow young trees at scale at low cost and maximise tree consistency in form and growth characteristics. This has resulted in many cultivars planted in Adelaide consisting entirely of clones with very little overall diversity.

The best way to bolster our urban forest against direct climate impacts and climate-mediated threats, like disease, is through diversification of plantings. Higher diversity ecological communities are more resilient, which means there is more redundancy in place if Adelaide passes the climatic threshold or experiences the introduction of a pest or disease that heavily impacts one or more tree species.

Increased diversity should occur within species (maximising genetic diversity), between species (maximising the different trees we plant), in size and form (increasing functional diversity) and in age (ensuring not all trees will age at the same time).

Ensuring adequate water availability to support sustainable and healthy vegetation growth is already a challenge. Demand for water will also increase as Adelaide becomes hotter and drier. The demand on irrigation sources can be reduced by capturing and retaining rainwater run-off in the landscape through WSUD. Additionally, trade-offs may need to be made about where to prioritise water for greening (see Boxes 11 and 12).

WSUD has advanced further than BSUD, in terms of people understanding and delivering it. This has been facilitated by programs like Water Sensitive SA, which has helped grow practitioner knowledge through training and research. However, there is still much to be done to support local and state governments, private developers and the community to maximise opportunities for its effective delivery.

Developing a solid foundation of credible and locally applicable research will help inform good policy and investment decisions, including via robust cost-benefit analyses and business cases, and will optimise outcomes from on-ground works. For example, an accurate understanding of the water requirements of urban vegetation to maximise cooling benefits and health remains a knowledge gap. Improved climate sensitivity modelling is also needed to predict the impact of climate scenarios on common trees and potential new taxa in the local Adelaide context. It will also be important to trial new taxa in wide-scale studies, including to identify suitable new species to plant under powerlines. Improving the access to quality information and guidance will also be important (see Box 13).



Priority Area 4: Future-proofing the urban forest

Outcomes	Ref	Actions	Indicators	Lever	Where
Increased knowledge and availability of locally endemic and climate-resilient plant species	4.1	Develop up-to-date guidance to drive appropriate and climate-resilience species selection in a variety of contexts	1 2	Tool Education	All land
	4.2	Undertake trials to identify appropriate trees for Adelaide's projected future climate	1 2	Research	Council land (streets)
	4.3	Investigate ways to increase the provision of local endemic and climate-resilient plant species and seed at scale	1 2	Research Capacity-building	All land
Improved urban forest resilience and health	4.4	Identify and solve threats to the health of the urban forest from pests and diseases	1 2	Research	All land
	4.5	Model future water demands for meeting greening targets and support greater use of WSUD and recycled water	1	Research	All land
Government, councils, developers and community motivation and capacity is increased	4.6	Scale up established WSUD capacity-building programs that are working well	1	Capacity-building	All land

Box 10: Species diversity on local government land

A benchmarking report has recently been released that provides an analysis of the taxonomic diversity of the public urban forest across 20 councils in Greater Adelaide and identifies potential vulnerabilities and opportunities.

This analysis, by the University of Adelaide, has identified a predominance of a handful of heavily planted species. The trees most planted by councils are jacarandas and SA blue gums, which together account for nearly 13% of Adelaide's public urban forest. Other common exotic trees include callery pears (4.76%) and golden rain trees (4.35%). In addition, nearly half (44.19%) of the audited trees planted on local government land in Adelaide are from the Myrtaceae family (for example, eucalypts and bottlebrushes).

These results indicate that it is important to further investigate opportunities to improve diversity, as well as identify the diversity of tree species that occur on state government and private land for which data is not currently available.

For further details about this work, contact the University of Adelaide about their Future Trees Project Stage 1 report (to be published later in 2024).

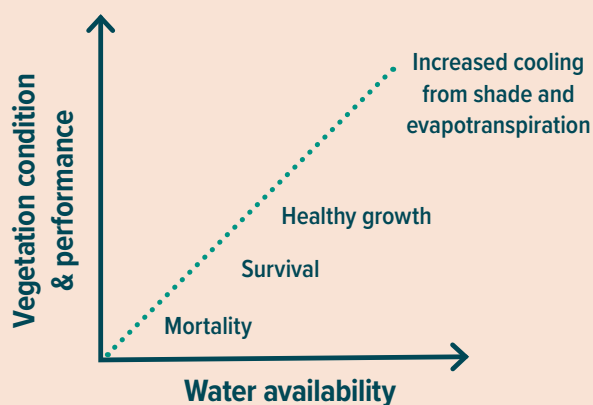


Box 11: Understanding water challenges in Adelaide and implications for urban greening

The Greater Adelaide water supply system is complex and offers a diversity of supply sources including rivers, surface water reservoirs, groundwater, rainwater, stormwater and alternative water resources like wastewater.

In 2022, DEW released the [Urban Water Directions Statement](#) and supporting [background paper](#). Part of this work identified the future challenges and opportunities associated with supplying enough water to ensure urban vegetation is healthy and resilient.

SA Water is currently leading, in partnership with DEW, the development of a [Resilient Water Futures Strategy](#) to identify how Adelaide can maintain a secure, sustainable and resilient water supply into the future. This will involve increasing the use of alternative water sources such as recycled water.



Source: *Urban Water Directions Statement Background Paper 3, 2022*

Box 12: Impact of TREENET inlets

TREENET inlets have been shown to significantly improve the growth rates and health of street trees. For the studied tree species, [research](#) of 'TREENET' inlets connected to soakage pits demonstrated:

- a 25% growth increase in young trees and 50% increase in saplings, compared to traditional council watering methods
- a 2-fold increase in photosynthesis rates and stomatal conductance, suggesting enhanced outcomes for tree health and enhanced evapotranspirational cooling.

Source: [Space Down Under research](#)



Box 13: Plant Selector tool

The Botanic Gardens of South Australia's online Plant Selector + tool allows users to identify plants suitable for a particular location or search for information about individual plant species. The recommended species for a particular area is determined using locational data such as climate, and soil and landscape types.

Over time, the recommended plant species lists will need to be reviewed to consider the impacts of climate change, such as changes in rainfall patterns and more extreme heat events, to ensure they are still appropriate in a changing environment.

For further information visit: [Plant Selector +](#)





Priority Area 5: Improving greening equity

Research demonstrates that having trees and other vegetation within view of one's home, place of work or school, has important mental health and productivity benefits.

In many cities, not all residents have equal access to urban green spaces and the benefits they provide, and Adelaide is no different. Therefore, it is vital to identify how to best prioritise urban greening investment where it is most needed.

In recent years, there have been significant advances in Adelaide in terms of the availability and capability of spatial data capture and analysis. This means it is possible to move to a more refined decision-making model for urban greening investment.

There is significant tree canopy variability across metropolitan Adelaide. Some of this is due to tree canopy being variable, historically (pre-European colonisation), because of differences in soil and rainfall, while other variation has resulted from more recent human land management impacts (see maps on Pages 20 and 63). Additionally, some council jurisdictions contain protected areas or other large open spaces, while others have airports and commercial areas less suitable to accommodating more trees. Areas of high canopy cover are concentrated in the foothills, along river corridors and in the mangrove forests along the northwestern coast.

There is also urban heat intensity variation across the region due to a range of land-use factors (refer to Boxes 15, 16 and 17 and the map in Appendix 8). High temperatures impact most severely on communities with low socio-economic status, high rates of unemployment, and pre-existing health conditions. These communities are often less able to escape and/or mitigate the effects of urban heat through lack of

access to green spaces, cost of air conditioning, and working in outdoor manual-labour jobs.

The amount of public open space for greening can be limited, especially in inner-city suburbs.

Adelaide has the lowest percentage of public open space of Australia's capital cities, at about 10%, compared with 57% in Sydney, 40% in Perth, 22% in Hobart and 20% in Melbourne³³. This means public greening needs to be high-quality, accommodate multiple uses, and be high-performing across multiple outcomes.

Therefore, it will be important to ascertain criteria for identifying the location of new public open space, to support space for tree canopy and other urban green cover, that includes considerations such as:

- low amounts of tree canopy and open space
- high urban heat
- areas of high conservation value
- connectivity of existing open space
- areas of significant new urban development.

Identifying where 'plantable space' on street verges is located across the region and where water is available will also be important to better understand the opportunities and constraints to meeting tree canopy targets. Refer to Box 14 for further information about greening prioritisation investigations to date in Adelaide.



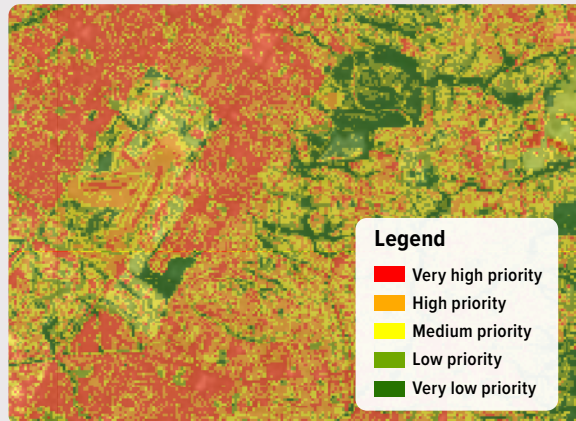
Priority Area 5: Improving greening equity

Outcomes	Ref	Actions	Indicators	Levers	Where
Urban greening investments are prioritised in areas of low greenery, high urban heat and high socio-economic disadvantage	5.1	Refine the Greening Prioritisation Pilot Study and consider the inclusion of additional datasets	1 2	Tool Spatial mapping	All land
	5.2	Develop a greening prioritisation tool and investigate how it could be used in urban green investment decision-making, including relevant grants programs	1 2	Tool Policy	State and local government land
	5.3	Integrate urban heat mapping into the planning system and identify an appropriate policy response	1 3	Policy Data	All land
Priority areas for new and/or improved green open space are identified	5.4	Prepare an open space strategy to identify priority areas for new or improved green open space and tree canopy	1 2	Plan Policy	State and local government land
Locations for new feasible plantings are identified to expand the urban forest	5.5	Identify the potential locations of 'new plantable space' for trees	1 3	Spatial mapping Policy	All land

Box 14: Greening Prioritisation Pilot

In 2022, Green Adelaide undertook a Greening Prioritisation Study that combined spatial data on tree canopy, urban heat and population vulnerability (based on age and socio-economic disadvantage) to identify the location of potential priority areas for urban greening need. These metrics are in line with what has been done elsewhere in Australia. Green Adelaide will re-run this pilot study in liaison with councils and relevant state agencies using the latest ABS, urban heat and tree canopy data.

There may also be an opportunity to bring in additional data layers such as biodiversity, active transport routes, land use and open space to help prioritise future urban greening investments.

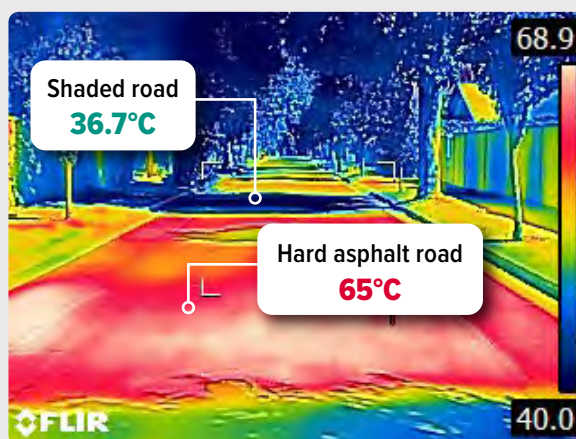
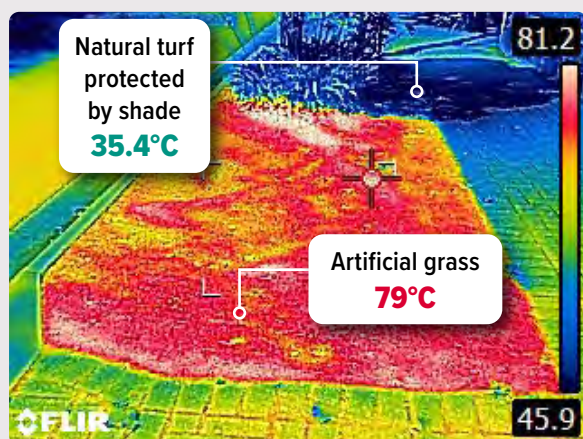


Box 15: Vegetation and hard surfaces have a significant impact on urban heat intensity

Thermal images taken in Dulwich in February 2023 on a 40 °C day demonstrate significant differences in urban heat due to differences in vegetation and land surfaces.

As shown in the images below, hard asphalt surfaces can reach temperatures of more than 65 °C when exposed to prolonged sunlight on a hot day, while nearby asphalt covered by shade can be almost 30 °C cooler. Artificial lawn can get even hotter, reaching temperatures of almost 80 °C in direct sun. Meanwhile, natural turf protected by shade was a far more comfortable 35 °C.

This shading not only benefits road users, but also increases the life of assets, like roads, houses, footpaths and other infrastructure, and reduces maintenance costs through protection from extreme heat.



Source: City of Burnside 2023

Box 16: Urban heat intensity mapping

DEW has undertaken an analysis to identify urban heat intensity trends across metropolitan Adelaide. This work found that the average urban heat intensity increased by 0.2°C from 1 January 2014 to 1 January 2023.

While the results indicate an overall stable trend, there is significant variation at the local scale, showing areas of both warming and cooling since 2014. Refer to Appendix 8 for a map showing the spatial distribution of urban heat intensity across metropolitan Adelaide and where this analysis was undertaken.

Urban heat intensity measures the additional heat in the landscape attributable to urban development. Urban heat intensity is generally higher in areas with high proportions of impermeable surfaces (such as roads, car parks, buildings) as well as bare paddocks. Lower urban heat intensity is associated with vegetation cover, water bodies and cool infrastructure, such as light-coloured roofs.

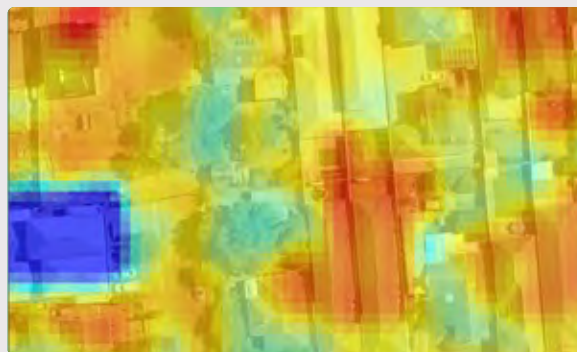
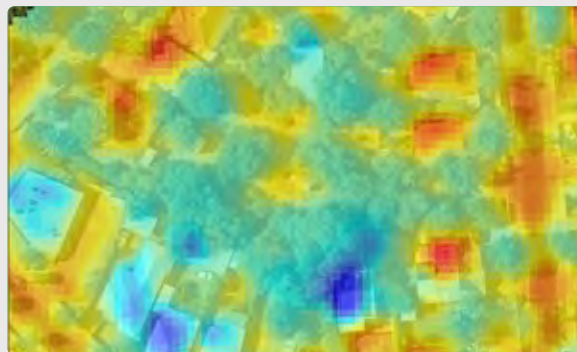
Understanding where urban heat settles is important, particularly since heatwaves in Australia have contributed to higher rates of mortality than all other natural hazards combined.

For further details about the results refer to DEW's [Technical Information Supporting the 2024 Urban Heat Environmental Trend and Condition Report Card](#).

Box 17: Urban heat island mapping

Green Adelaide commissioned a thermal heat imagery data capture in 2022. This allows a comparison between aerial maps and thermal heat images. The light and dark blue areas indicate cooler surfaces such as trees, irrigated vegetation and light coloured roofs. Areas of red, orange and yellow indicate hotter surfaces such as dark roofs, bare ground and roads.

To explore the thermal imagery further visit: the [Urban heat and tree mapping viewer](#)





Priority Area 6: Scaling up impact by working together

Urban greening is influenced by a huge range of sectors, organisations and disciplines, such as sustainability, assets and infrastructure, parks and gardens, water management, utilities, planning policy, community engagement and education, academia, design, and maintenance and operations.

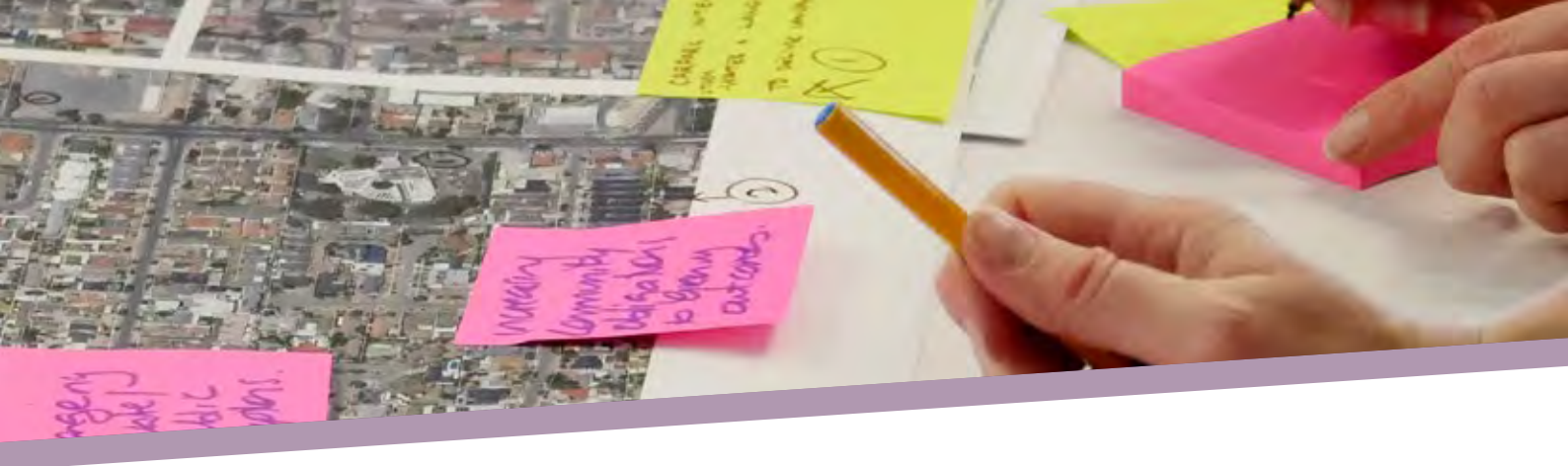
The impetus for urban greening action is strong and growing within the stakeholder base, including in the community. Many have already been involved in recent strategic planning activities, and there are many potential delivery partners for the strategy. What has been missing is a way for urban greening work to be coordinated and enabled at a metropolitan scale, to translate into collective impact.

The consultation process undertaken to develop this strategy found that some key issues are falling between jurisdictional gaps. Greater coordination between stakeholders, including within and between agencies, councils and other stakeholders, could enable accelerated action, reduced duplication and more cost-effective projects. This is particularly important where projects would benefit from co-investment of funds or resources.

Where there are many beneficiaries for a project, it makes sense for those organisations to work together, share resources and knowledge, and make substantial cost savings through joint procurement. Therefore, effective delivery of the strategy will depend on the development of an implementation plan with cross-sector buy-in (see Box 18). There is an opportunity to learn from other jurisdictions about ways to work across different sectors and organisations to deliver better urban greening outcomes (see Box 19).

Practitioners have also expressed a strong interest in developing a research pipeline to fill knowledge gaps. Cross-sector and cross-disciplinary efforts are needed to clearly articulate what research is needed to support policy development and on-ground action, as well as to convert research outputs into a useful format (tools and applications) for practitioners. To support this, it would be valuable to scale up the reach of bridging organisations, such as TreeNet and Water Sensitive SA, which have the skillsets and networks to provide a link between research and practice.

Finally, collaborating with Kaurana through KYAC will be important to the health and wellbeing of the urban forest. (See Box 20).



Priority Area 6: Scaling up impact by working together

Outcomes	Ref	Action	Indicators	Lever	Where
Roles and responsibilities are clear, learnings are shared, co-investment is optimised and cross-sector challenges are addressed	6.1	Prepare an implementation plan to identify opportunities for greater coordination, efficiencies and impact	All	Whole of region coordination	All land
	6.2	Investigate funding mechanisms for expanding urban greening, WSUD and BSUD delivery	All	Research Funding	All land
Quality information, research and guidance to achieve urban greening is available to all	6.3	Develop an applied research pipeline to identify and fill knowledge gaps	All	Research Whole of region coordination	All land
	6.4	Develop a centralised hub to share knowledge across the region, between sectors and with the community	All	Knowledge sharing	All land
	6.5	Extend the reach of established bridging organisations and networks that are working well	All	Capacity-building	All land
Aboriginal wisdom is recognised and partnership opportunities are facilitated	6.6	Work with KYAC to identify opportunities for partnerships with Kaurna	All	Whole of region coordination	All land

Box 18: Development of an implementation plan

An implementation plan will be developed to support delivery of the final urban greening strategy. The implementation plan will identify lead organisations, partners and timeframes for delivery of specific actions. It will also focus on identifying roles and responsibilities and describe how an annual process will work to identify and select priority projects for shared efforts in future financial years. This is likely to involve better alignment of state and local government annual business planning processes.

The development of the implementation plan will include a collaboration and governance framework that identifies opportunities for greater coordination, efficiency, and impact. The intention is that the implementation plan will be a tool for partner organisations to identify priority projects including who will lead them, whether funding is secured, and the type and location of potential collaboration and co-investment priority projects.

This strategy will also be reviewed at least once every 5 years to reflect progress made on actions, improvements in expertise, and emerging challenges and opportunities. Further information about the methodology for this review will be included in the implementation plan.

Box 19: Living Melbourne

The Living Melbourne strategy was prepared by the Nature Conservancy and Resilient Melbourne on behalf of many partners across metropolitan Melbourne. This strategy aims to provide the missing link for Melbournians to work better together to connect, protect and enhance Melbourne's urban forest.

To achieve its vision of thriving communities that are resilient and connected through nature, partners were drawn from across Melbourne and all sectors. Interested organisations were invited to endorse the final strategy, including its vision, goals, high-level actions and framework for collaboration and coordination.

This approach provides a useful precedent for Adelaide to learn from. Find out more by visiting:

<https://livingmelbourne.org.au/strategy/>.

Box 20: Kurna principles for collaboration

Adelaide's unique species and ecosystems are an integral part of Kurna Yarta (Country) – the identity, stories and history of the land and its people.

The Kurna people managed their land sustainably for tens of thousands of years knowing that if they cared for Country, it would care for them. This strategy recognises that there is much to be learned from Traditional Owners. Their knowledge of the land and its systems, and how to live harmoniously within the landscape is very relevant to the future of Adelaide's urban forest.

KYAC is the peak body for the Kurna community and is their registered native title body corporate.

It will be important to investigate and develop effective partnership models with Kurna people. Partnerships take effort and there is no 'one size fits all' approach to building a relationship with the Kurna community. Projects require purpose and meaningful social, cultural and economic outcomes for Aboriginal Peoples.

We are working with KYAC throughout the development of this strategy to identify appropriate partnership projects. Refer to **Box 21** for an example of an existing partnership project that improves the urban greening outcomes of Adelaide.

Refer to **Appendix 10** for list of collaboration principles that will assist project managers in working with KYAC.

Box 21: Kurna Kardla: Returning fire to Country

Also known as fire-stick farming, cultural burning has been used by Aboriginal people to manage their Country over tens of thousands of years. By introducing new generations of young people to the practice, traditional fire practitioners are keeping this ancient, invaluable Aboriginal cultural knowledge alive. Cultural burning is different to western prescribed burning in that smaller, cooler and slower burning fires are used to manage the landscape. The practice is based on a deep cultural understanding of the landscape and its needs. It is also about the healing that comes from people reconnecting with their Country. Cultural burning offers a number of benefits to urban forests, including biodiversity conservation, reducing fire risk and supporting regeneration and growth.

In 2021, the Kurna community, Green Adelaide and the City of Adelaide took part in the 'Kurna Kardla Parranthi Cultural Burn' project in the city's south Park Lands, which was funded by a Green Adelaide Grassroots Grant. The Kurna community is now undertaking cultural burning along the Field River, south of Adelaide.

Reaffirming Aboriginal Fire Management as a critical component of natural resource management, underpinned by positive ecological outcomes, will contribute to climate adaptation.



Shared monitoring and indicators



This strategy seeks to establish consistent and shared monitoring across metropolitan Adelaide to increase efficiencies and provide optimal data for tracking the progress of urban greening.

Urban green cover target

The Government of South Australia (through the [2017 Update to the 30-Year Plan for Greater Adelaide](#)) introduced an [urban green cover target](#), in recognition of the importance of balancing new housing in existing suburbs with creating shady and leafy places to live. This is being reviewed as part of developing the Greater Adelaide Regional Plan (GARP).

Methodology and data analysis improvements

In recent years, there have been significant advancements in terms of enhancing how tree canopy data is captured and analysed. This progress has resulted from a partnership between the South Australian Government and 18 local governments to measure tree canopy cover across metropolitan Adelaide using LiDAR data (a remote sensing technique).

The most recent tree canopy data capture (coordinated by Green Adelaide in 2022) has identified that positive progress has been made across metropolitan Adelaide in response to this urban green cover target. This data capture also mapped the extents of green spaces and impermeable surfaces, as well as urban heat islands, across metropolitan Adelaide.

It is a prime example of a collaborative cross-sector project that harnesses co-investment from multiple partners.

Investigation areas for measuring performance

Based on the technological advancements and the progress made to increase tree canopy outcomes, it is timely to review and consider refinement of the urban green cover target as part of the development of the Greater Adelaide Regional Plan and this Strategy.

The accompanying discussion paper outlines the proposed investigation areas for measuring performance:

- increased tree canopy
- greater diversity of tree species
- reduced urban heat intensity.

Each of these investigation areas covers:

- why this is important
- how it could be measured
- current status
- discussion topics for the consultation process
- areas for further investigations.

Box 22: Existing Adelaide greening targets

As well as a target to increase urban green cover by 20% by 2045, the 30-Year Plan for Greater Adelaide set a target for increasing walkable neighbourhoods by 25%, which includes a criterion about access to public open space (spaces >4000m²) within a 5-minute walk from a person's home. Both targets will be reviewed as part of the development of the GARP in 2024, including a review of monitoring and data arrangements.

In response to the urban green cover target, DIT prepared its [Green Infrastructure Commitment](#) (refer to **Box 4** on Page 34). Renewal SA also sets tree canopy target requirements for many of its projects.

Many metropolitan councils have set their own canopy targets – some of which are aligned with the 30-Year Plan.



A picture of urban greening success

If this strategy is successful, by 2050 metropolitan Adelaide could have^f:

Increased tree canopy and greater retention of mature trees

- Adelaide's urban forest will have significantly increased across all council areas and in both the public and private realm.
- It will be widely recognised that while planting new trees is important, it is not as valuable as looking after what we already have.
- Mature trees and remnant native vegetation will be highly valued and protected, with recognition of their significant ecosystem services and economic benefits.

Greening embedded in new developments and infrastructure conflicts resolved

- Metropolitan Adelaide will have transformed how it undertakes new development, including residential infill, commercial car parks and arterial road upgrades.
- Housing types that balance the protection of mature trees with the establishment of landscaping, and that maximise the greening of small and vertical spaces, will be commonplace and affordable.

- Planting tall, shady trees in contested urban locations, such as under powerlines, will be achieved using technology and careful planning.
- Green infrastructure will become embedded into the planning and design fabric of our urban areas.

More biodiverse vegetation attracting birds and animals

- Streetscapes will have mixed vegetation storeys with far more use of shrubs and grasses.
- Mid-storey and understorey plantings will provide healthy habitat for our native wildlife, including birds, pollinators and living soils.
- The greening of our urban areas will be curated through key considerations, such as strategic planting for climate resilience and to support urban biodiversity.
- BSUD principles will be applied at all scales and types of development to ensure adequate resources for our native wildlife.
- Ecological connectivity will be enhanced to facilitate the movement of native species through the urban landscape and provision of adequate habitat to ensure population viability.

Residential infill



^f This was drawn from a visioning exercise undertaken to develop the draft strategy with a diverse range of cross-sector participants from local government, state agencies, research institutions, industry peak bodies and Warpalai Kumangka (Green Adelaide's Kurna advisory group).

More integrated water sensitive urban design

- Principles of WSUD will be applied to the planning of urban neighbourhoods, ensuring that water is captured and reused to facilitate urban cooling and greening.
- WSUD will be integrated into asset renewal, capital works projects, urban development, and the retrofitting of existing homes and gardens.
- Stormwater capture and WSUD will be linked to greening investments to promote the survival and health of trees.

A climate resilient urban forest

- There will be a strong understanding and expertise about what to plant to ensure that our urban forest is resilient to our warming climate.
- Additionally, government, industry and the community will have easy access to climate-resilient trees and other plants.

Equitable urban greening across Adelaide

- Climate resilient plantings and increased canopy cover will be targeted at hotspots and vulnerable areas. This will result in an equitable urban greening distribution across our neighbourhoods and help address socio-economic and health inequity.

- Across all suburbs there will be healthy tree canopy cover that mitigates the ‘urban heat island’ effect and creates walkable neighbourhoods.
- There will be an interconnected network of public open spaces linked to shady tree-lined streets, which will enhance biodiversity, harness stormwater runoff and connect people to each other and to nature.

Strong community, industry and government support for nature-based solutions

- The community, industry and government will have strong knowledge, motivation and capability to deliver nature-based solutions.
- Communities and other stakeholders will be ecologically literate and better understand the value of nature in the urban environment.
- More Adelaideans will value trees and other vegetation as assets and choose to protect them.
- There will be high levels of community participation in urban greening in a variety of ways, including within people’s own homes as well as in shared and/or public spaces.
- People will enjoy, value, and actively care for their local natural spaces, which will help metropolitan Adelaide to adapt to a warmer, drier climate.

Car parks



Collaborative management of urban greening

- Agencies will be working together effectively and proactively, with ongoing dialogue to tackle barriers to urban greening outcomes.
- All government and non-government stakeholders that either deliver, influence or are interested in urban greening outcomes will understand how best to coordinate, share data and leverage limited resources.

Strong urban greening partnerships with Kurna

- First Nations land management practices will be supported across our urban landscapes to protect, heal and enhance ecologically diverse ecosystems.
- Cultural burns that build natural disaster resilience and urban biodiversity outcomes will be implemented.
- Adelaideans will have embraced Indigenous culture, practices and landscape and, as a result, there will be greater connection to place.

Decisions based on cutting-edge technology

- Effective shared monitoring systems will be in place to ensure that urban greening investment is efficient and goes where it is most needed. This would be achieved through the use of cutting-edge technology, such as remote sensing, artificial intelligence and automation.

Green targets met

- Our urban greening target will have been met, with the aid of strong leadership at all levels.
- Species diversity and permeability targets will also have been met for strategic locations, such as along active transport routes and in areas of high urban heat.

Public open space




Major arterial roads



Local streets



The background of the page is a detailed, close-up photograph of tree bark, showing various textures, colors (brown, tan, grey), and vertical fissures. On the left side, there is a large, abstract, green geometric shape that overlaps the bark image.

Appendices

Appendix 1: How was the strategy developed?

This draft strategy has been developed with key practitioner groups in a highly collaborative way, ready for testing through the public consultation process.

As part of developing this strategy, Green Adelaide undertook an extensive range of engagement activities with a wide range of stakeholders that have a role in delivering or influencing, and/or an interest in, urban greening.

This engagement process was led by Green Adelaide and overseen by a Government Leadership Group, which included senior representatives from the Local Government Association as well as the following government agencies: Infrastructure and Transport, Renewal SA, Trade and Investment, as well as Education, Health and Wellbeing, Premier and Cabinet, Infrastructure SA, Wellbeing SA and SA Water.

Technical working groups (with cross-sector membership) were also set up to provide advice and support evidence-based content. Membership of these groups was sought via an Expression of Interest process and focused on:

- urban heat and tree canopy
- urban biodiversity
- policy and green open space.

Additionally, the following background papers were prepared to support this draft strategy:

- [Blueprint for a Nature Positive Adelaide and urban biodiversity case studies](#) (RMIT)
- [Legislation, Policy and Urban Greening](#) (Green Adelaide)
- [Scenario planning](#) (DPC and Green Adelaide).

The strategy has also drawn on the following evidence bases:

- Adelaide University's 'Future trees project Stage 1' (to be published later in 2024)
- [DEW's Urban heat report card](#) (2023)
- [Urban heat and tree mapping viewer](#)

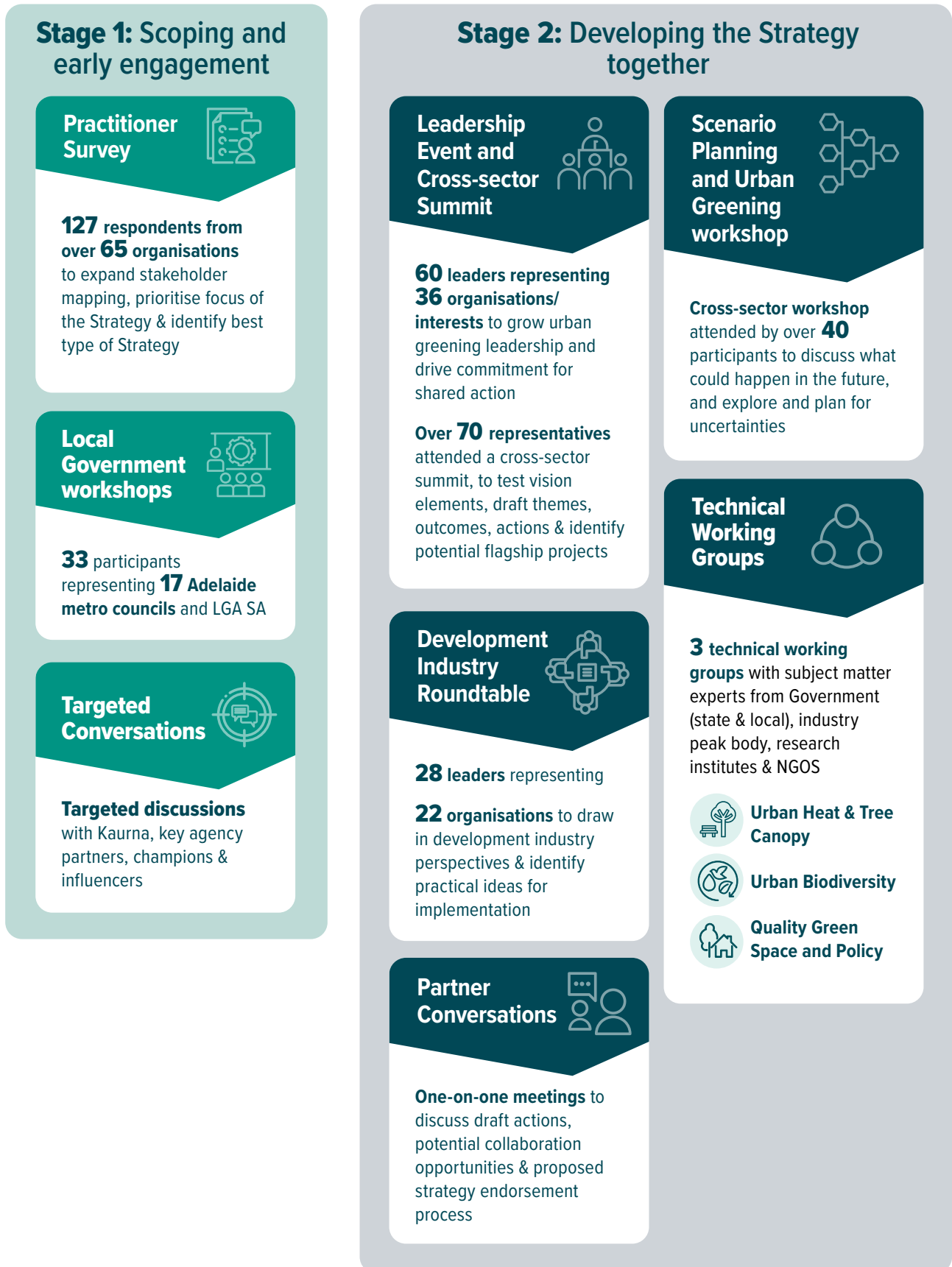
Refer to Figure 4 for a summary of the consultation process. Visit the [Urban Greening Strategy website page](#) for copies of the:

- literature review
- practitioner survey results
- discussion paper
- consultation reports.

For the full list of organisations that participated in the strategy development process, see Page 74.



Figure 4: Summary of the consultation process



Appendix 2: Relationship to other government strategies and plans

This Urban Greening Strategy aims to complement and amplify the mission of the many existing urban greening commitments of state government agencies.

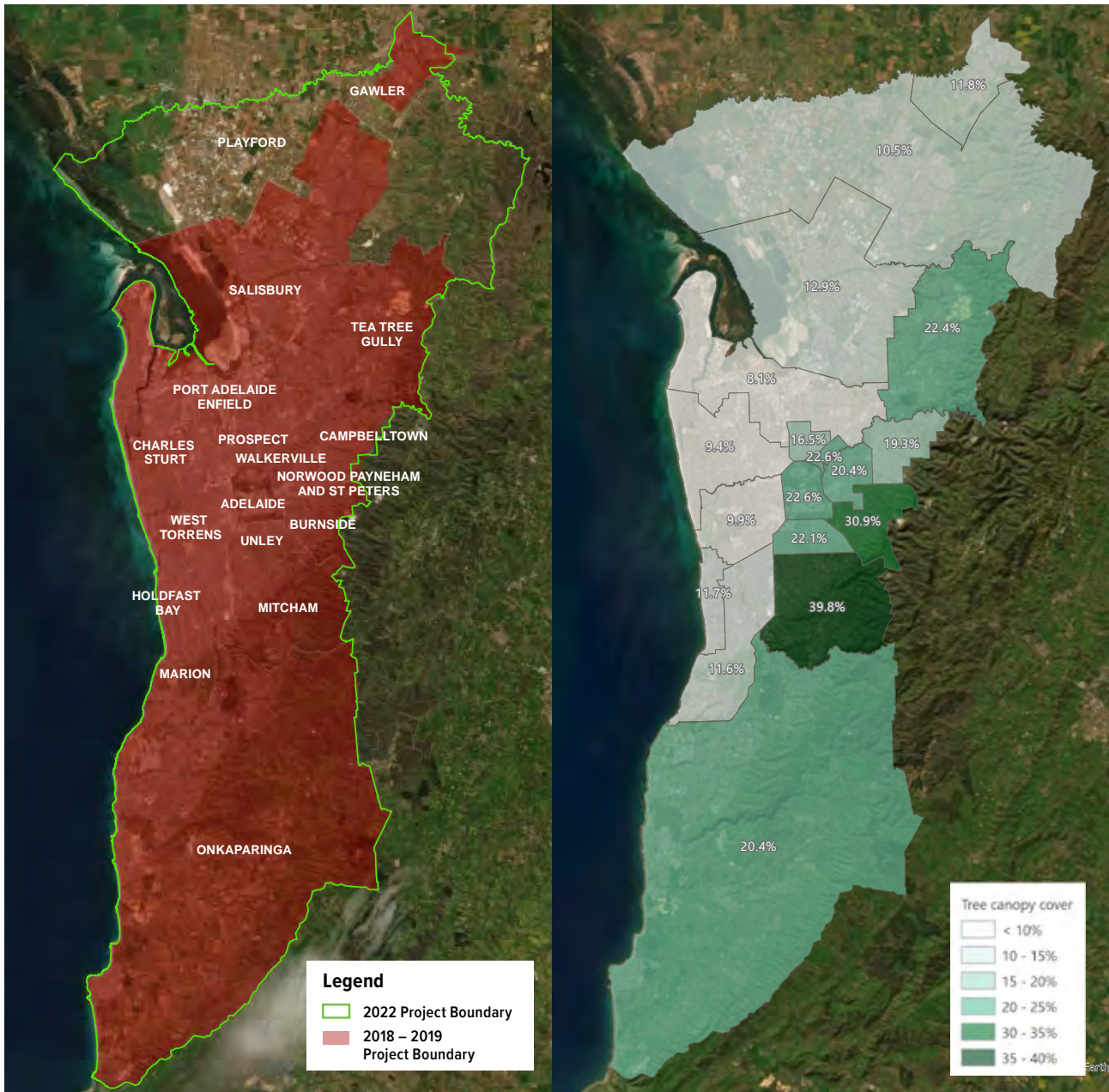
This includes commitments to increase greening, strengthen climate resilience and identify opportunities to improve biodiversity within our urban areas. This includes:

- **[SA State Planning policies \(2019\)](#)**, State Planning Commission
- The **[Greater Adelaide Regional Plan \(GARP\)](#)**, State Planning Commission – currently under development
- **[The 30-Year Plan for Greater Adelaide 2017 Update](#)** – until it is replaced by GARP
- **[Green Infrastructure Commitment \(2021\)](#)**, Department of Infrastructure and Transport
- **[South Australian Economic Statement \(2023\)](#)**, Government of SA
- **[20-Year State Infrastructure Strategy](#)**, Infrastructure SA – currently under review
- **[Green Adelaide Regional Landscape Plan 2021-26](#)**, Green Adelaide
- **[South Australian Government Climate Change Actions \(2022\)](#)**, Government of SA
- **[Resilient Waters Future Strategy](#)**, led by SA Water – currently under development
- **[Healthy Parks, Healthy People SA 2021 - 2026](#)**, Department for Health and Wellbeing and Department for Environment and Water

It also strives to build on the plans and strategies developed by local government, including those on urban greening, open space, biodiversity, recreation, asset management. In particular, 11 councils have urban greening strategies.

For further details, see the **[Legislation, Policy and Urban Greening Background Paper](#)**.

Appendix 3: Tree canopy cover by local government area



Source: Green Adelaide

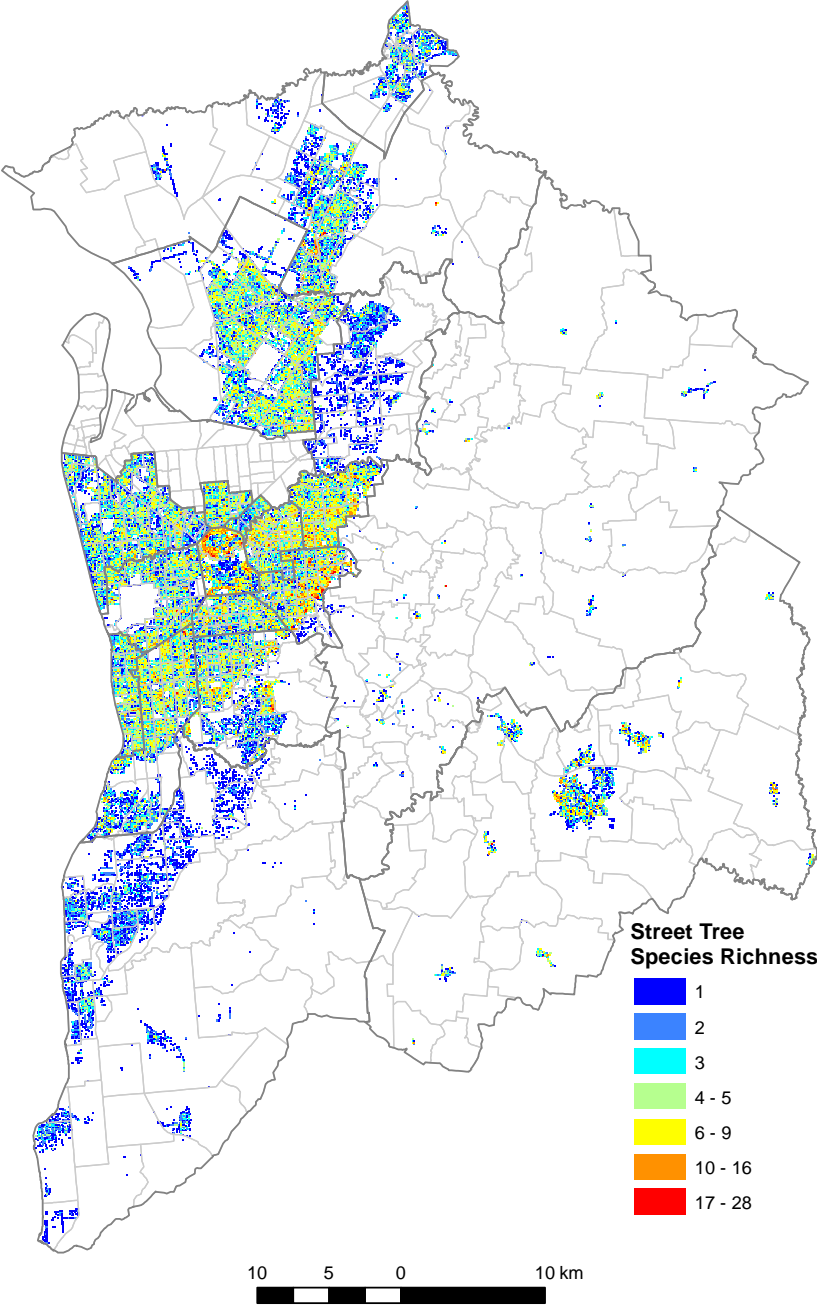
Source for all maps apart from Appendix 4.

Produced by: Green Adelaide
 Data Sources: South Australian Government
 Date: 9 February 2024
 Coordinate System: GDA2020 South Australia Lambert
 Projection: Lambert Conformal Conic
 Datum: GDA2020
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Appendix 4: Tree species diversity on local government land

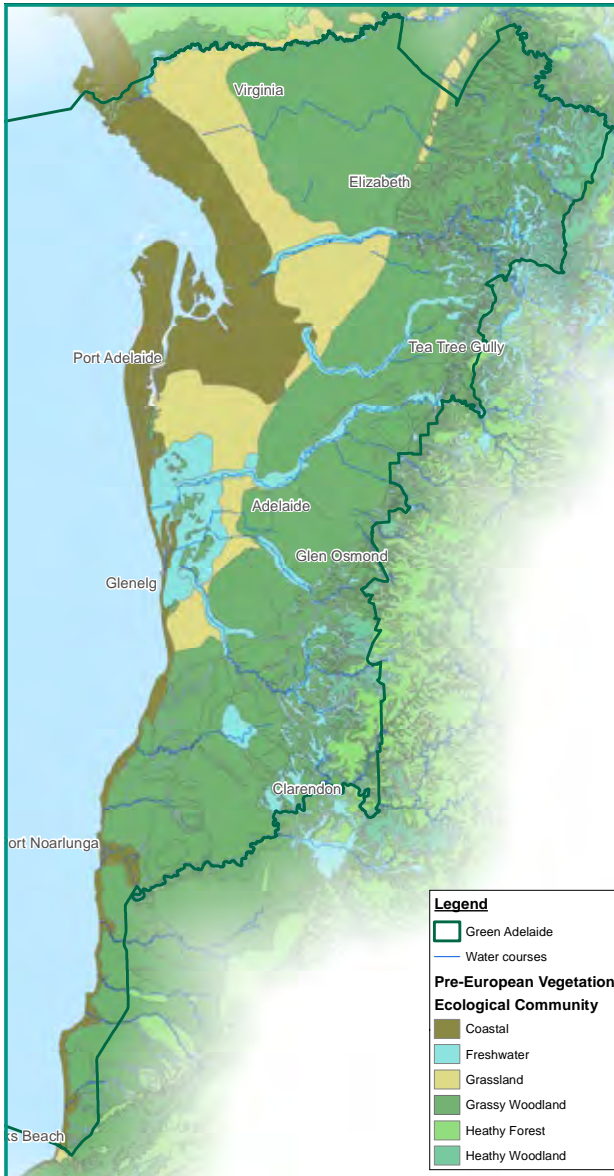


The University of Adelaide has compared Greater Adelaide local government data for trees located on its reserves and streetscapes. The highest tree diversity is in the northern Adelaide parklands and inner eastern suburbs, particularly in the City of Burnside.

This study found that older suburbs have a greater variety of tree plantings and age classes. The lowest levels of tree diversity were found in the more newly established areas that have only recently urbanised, such as the cities of Onkaparinga, Tea Tree Gully and Playford.

For further details about this work refer to Adelaide University’s Future Trees Project Phase 1 report (to be published later in 2024).

Appendix 5: Adelaide's original urban forest

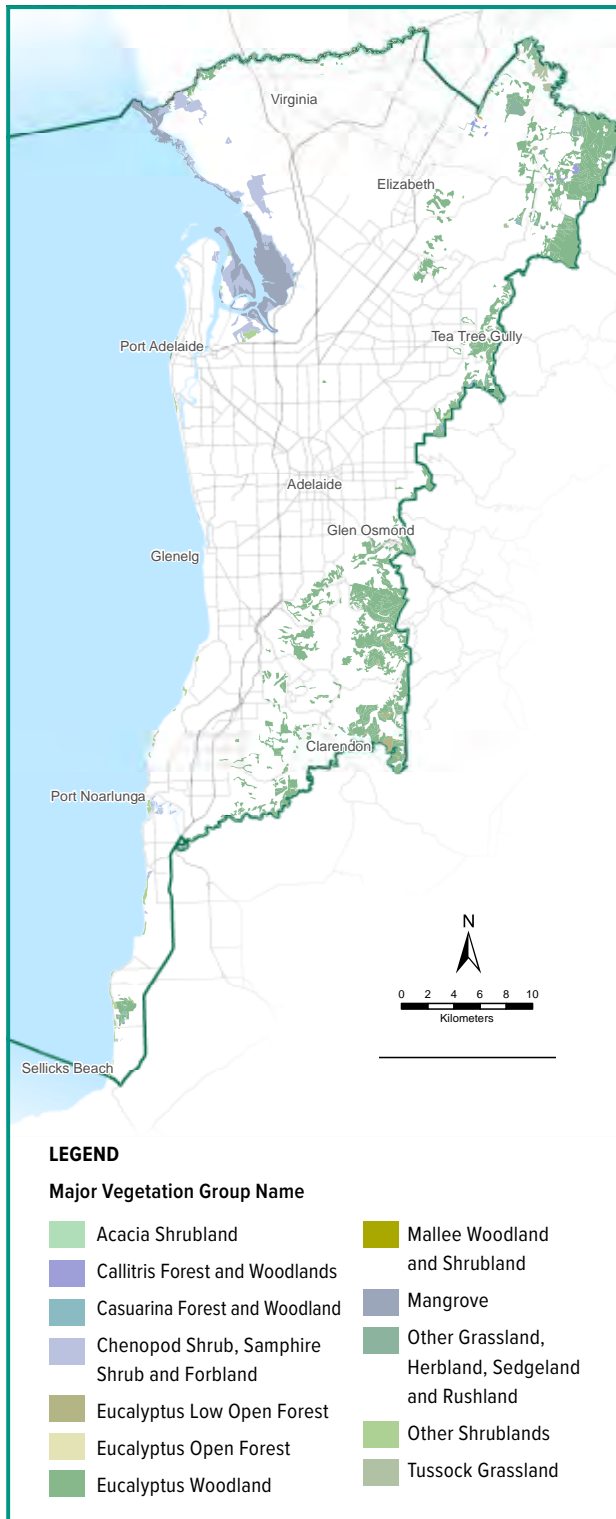


Prior to European colonisation Kaurna Miyurna maintained a varied landscape including highly vegetated woodlands, moderately vegetated grasslands and sparsely vegetated coastal plains.

Variability in landscape forms across the Adelaide Plains and Adelaide Hills influences the vegetation communities – from coastal dunes and wetlands, to open grassy woodlands of the foothills, and dense eucalypt forests of the hills.

Source: Department for Environment and Water

Appendix 6: Remnant vegetation



Metropolitan Adelaide’s natural landscape has changed dramatically over the past 200 years. Land clearance, after European colonisation, mainly for agriculture, led to the removal of nearly 90% of the native vegetation within the Green Adelaide region³⁴.

This area now consists predominantly of a highly urbanised landscape with many exotic trees, understorey and grasses introduced from elsewhere in Australia and from overseas. Trees and other vegetation also continue to be removed due to new developments to accommodate a growing population.

Where is remnant vegetation?

Ground-truthing has been undertaken to identify and describe scattered remnant vegetation in peri-urban areas, with larger patches found along the boundary of the region in the foothills along the Mount Lofty Ranges.

This remnant native vegetation can be classified in many different ways based on general characteristics and dominant species types.

This map shows the current ground-truthed extent of remnant vegetation in known major vegetation groups. This is likely to underrepresent the extent of remnant vegetation in metropolitan Adelaide, as more field surveys are needed to confirm the exact amount and location of remnant native vegetation.

Refer to the [Blueprint to a Nature-Positive Adelaide background report](#) for further details about the type of flora and fauna in the Green Adelaide region.

Source: Green Adelaide

Appendix 7: Impermeable surfaces

It is important to understand the levels of permeability in our urban areas in relation to urban development. Impermeable surfaces, like buildings, roads, car parks, footpaths, and other hard surfaces, do not absorb water and do not support tree growth.

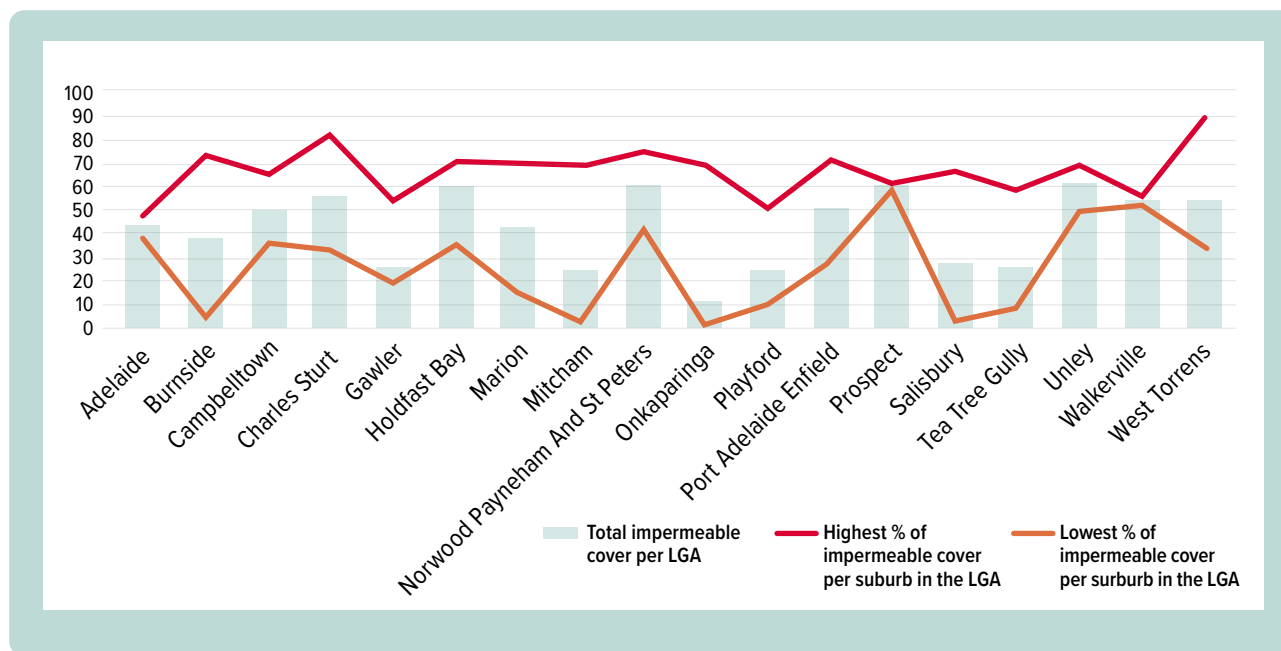
Instead, these surfaces increase surface water runoff, which carries water of poor quality into our rivers and Gulf St Vincent, which negatively impacts aquatic life. Impermeable surfaces also encroach on the area available for urban green spaces.

Permeable surfaces, such as include grassed areas, mulched beds, groundcover plantings and porous bare earth, absorb water that supports tree growth. They are potential planting spaces for new tree planting.

The levels of impermeability in Adelaide range widely in many council areas (as shown in the graph below). The total area of impermeable surfaces in metropolitan Adelaide is 29.14%.

The top 3 most impermeable suburbs all have high levels of commercial and industrial land-use i.e. Mile End South (93.11%), Marlestone (86.33%), Glanville (85.5%)

Figure 5: 2022 Impermeable Surface % by LGA with respective minimum and maximum suburb values



Source: Green Adelaide

Infill development case studies

The following aerial imagery shows changes in canopy cover, total building footprint and impermeable surface levels due to infill development (between 2018 and 2022).



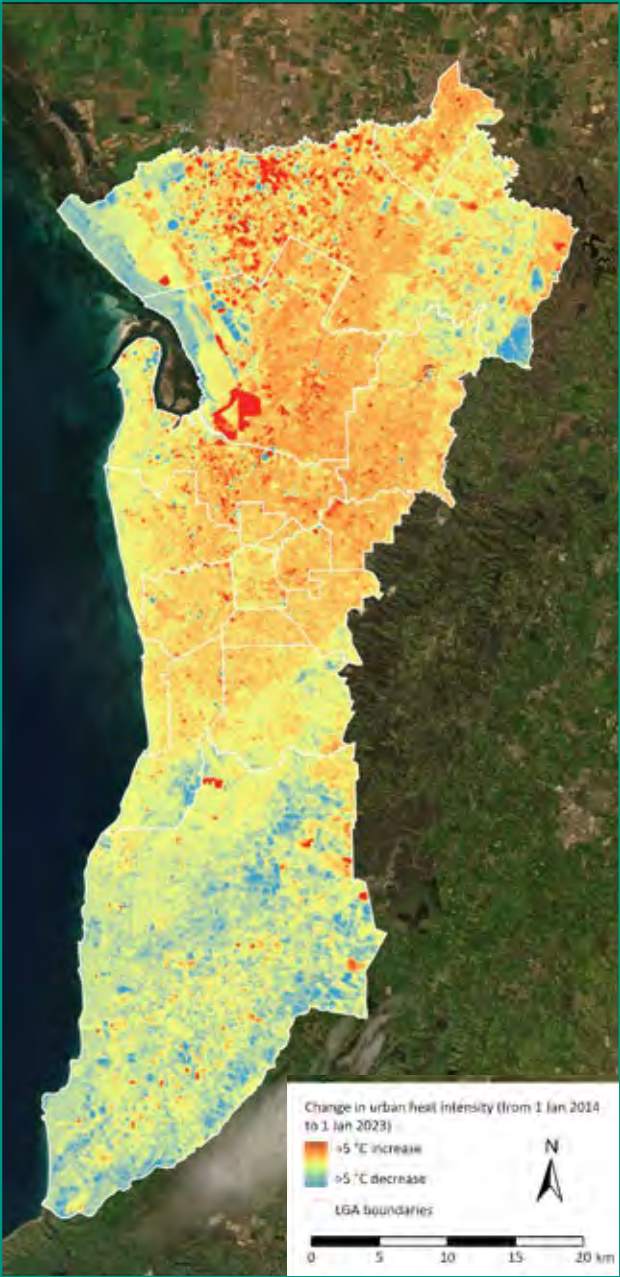
- Total canopy lost = 378m²
- Impermeable surface extent has increased from 523 m² (38.47%) to 1,281 m² (94.05%)
- Total building footprint has increased from 492.1 m² (36.13%) to 1,278.74 m² (93.89%)



- Total canopy lost = 72m²
- Impermeable surface extent has increased from 781 m² (55.7%) to 1,358 m² (96.9%)
- Total building footprint has increased from 553.4 m² (39.48%) to 966.8 m² (68.97%)

Source: Green Adelaide, 2024

Appendix 8: Urban heat intensity distribution



This map shows changes in urban heat distribution in metropolitan Adelaide from 2014 to 2023.

For further details about the results refer to DEW's [Technical Information Supporting the 2023 Urban Heat Environmental Trend and Condition Report Card](#).

Source: Department of Environment and Water, 2023

Appendix 9: Community urban greening attitudes

There is strong community appreciation for public urban greening. A 2016 survey found that 94% of South Australians considered conserving nature to be of critical importance³⁵.

There is also emerging global evidence that the COVID-19 pandemic has driven a marked increase in the appreciation and demand for public open spaces^{36,9}. This provides an opportunity to build on and drive a deeper appreciation, stewardship and pride in urban greening as part of Adelaide's collective identity, which could lead to immeasurable benefits to the community's health, wellbeing, connection and cohesion, as well as climate adaptation, environmental and biodiversity outcomes³⁷.

The importance of engaging the community is reflected in a nationwide local government survey, which found that 'Community attitudes toward the value of trees' are just as important as 'Council's ability to plant and protect trees' for ensuring the success of urban greening strategies³⁸.

There is, however, a diverse range of community attitudes about trees and shrubs in the urban environment, with some people seeing trees as a potential maintenance issue and a safety risk from falling limbs or fire, whereas others appreciate the holistic value of plants.



g For example, an April 2020 'pulse check' survey found that 87% of Australian urban councils have noted a positive shift in community attitudes towards green space (Greener Spaces Better Places). A recent NSW Government survey found 45% of people are spending more time in public spaces than before COVID-19, 71% appreciate local parks more, and 94% are using public spaces for exercise. In South Australia, visitation to the state's parks and open spaces increased by 43% during the COVID-19 pandemic (Green Adelaide Regional Landscape Plan, 2021).

Appendix 10: Kurna principles for collaboration

Engagement principles that will assist project managers to work with KYAC:

- **Respect:** The rights of Kurna people to determine, own and control their culture should be respected and acknowledged. Their customary rights should be recognised, protected and maintained.
- **Involvement:** KYAC (or supported Kurna advisory groups) should be the first point of contact for consultations and all forms of negotiations. The Kurna people should be consulted on the ways in which their land, spiritual and cultural heritage, knowledge, beliefs, customs, true histories, community, interviews, lives and families are represented and/or used.
- **Timing:** It is important to recognise that engaging the Kurna community will take time, and that sufficient time for proposals will be required for consideration by the appropriate Kurna people.
- **Appropriate resources:** Participation of Kurna people will require appropriate, fair and equitable resources to achieve outcomes.
- **Cross-boundary consultation:** A Traditional Owner will only comment on significant sites, places, objects and associations within their traditional homelands and country, so where projects or issues overlap, or are on other nation boundaries, a 10 km cross-boundary consultation overlap on either side should be conducted.
- **Acknowledge elders:** The term ‘elder’ does not always mean men or women of a particular age. A relatively young man or woman may be considered an elder because of their highly respected position in the community. They may possess specific skills and knowledge in an area, which endorses their position.
- **Establish a common purpose:** Kurna people understand the need to establish a common purpose or shared vision.
- **Acknowledge Kurna intellectual property rights:** It is essential that the cultural and intellectual property rights of Kurna people are acknowledged, respected, recognised and protected. Approval by Kurna people must be given on the use and representation of their cultural, heritage, language and intellectual property and copyrights^h.
- **Maintain confidentiality:** Confidentiality and privacy are very important with Kurna people. The purpose for which information is obtained should be negotiated and agreed. Information that is ‘women’s business’ or ‘men’s business’ should be acknowledged as such, and not recorded or stored in such a way that is likely to be seen as disrespectful or culturally inappropriate.

^h Aboriginal cultural and intellectual property means the totality of the cultural heritage of Aboriginal people including, without limitation, their intangible heritage (such as songs, dances, artwork, stories, ecological and cultural knowledge), and cultural property, which includes Aboriginal human remains, artefacts, and any other tangible cultural objects.

Glossary of terms

Active transport

Active transport involves walking, cycling and other physical modes of travel to work, school, parks, shops or other destinations. Using public transport, such as catching a bus or train, also involves active travel when walking or cycling to and from stops, stations, home and destinations.

Blue infrastructure

Blue infrastructure makes cities nature-positive by repairing natural ecosystems. For example, wetlands, healthy catchments and permeable pavements help mitigate the impacts of flooding and stormwater runoff.

Biodiversity

The variability among living organisms from all sources (including terrestrial, aquatic, marine and other ecosystems and the ecological complexes of which they are part), at all levels of organisation, including genetic diversity, species diversity and ecosystem diversity.

Biodiversity Sensitive Urban Design (BSUD)

BSUD aims to create urban areas that make a positive on-site contribution to biodiversity through the provision of essential habitat and food resources for native animals.

BSUD links urban design to measurable biodiversity outcomes, providing a flexible framework for developers and planners to consider provisions for biodiversity alongside other considerations early in the development process.

Blue water

Water found in surface-water systems (lakes, rivers and reservoirs) and groundwater.

Canopy cover

The equivalent cover and ecosystem benefits associated with tree canopy cover.

Climate change adaptation

Actions taken to help communities and ecosystems adjust to changing climate conditions and their effects.

Cultural burning

Burning undertaken by Traditional Owners. Cultural burning is different to western prescribed burning in that smaller, cooler and slower burning fires are used to manage the landscape. The practice is based on a deep cultural understanding of the landscape and its needs. It is also about the healing that comes from people reconnecting with their Country.

Ecosystem

A dynamic combination of plant, animal and microorganism communities and their non-living environment (for example, soil, water and the climatic regime) interacting as a functional unit. Examples of types of ecosystems include forests, wetlands, grasslands and tundra.

Ecosystem services

The services provided by the functioning of natural ecosystems that are essential to human survival and wellbeing. Natural ecosystems maintain the atmosphere; provide clean water; control soil erosion, pollution and pests; pollinate plants; and provide many other essential processes. The language of ecosystem services has emerged in recent decades as a way of representing the significance of the benefits humans derive from natural systems.

Evapotranspiration

The release of water from leaves of vegetation to the surrounding air by the process of evaporation and transpiration. This cools the plant while cooling the air around the plant.

Future Trees project

Future Trees is a Resilient South and University of Adelaide project focused on increasing urban tree diversity through data sharing, trialling new species and developing new cultivars resilient to more challenging climates.

Greenfield

Greenfield areas are made up of undeveloped land outside of the existing urban footprint. They are often located on the edge of existing urban areas. Greenfield development requires full assessment of environmental, infrastructure and planning issues, to determine future use and suitability for expansion of the city.

Green infrastructure

Green infrastructure includes both natural and designed greening – from parks and street trees to green roofs, rain gardens and green laneways.

Impermeable surfaces

Hard surfaces introduced by urban infrastructure that restrict or limit the permeability of surface layers of the landscape.

Infill

Infill development involves the subdividing of one existing allotments into two or more new ones. This type of development increases the capacity of existing neighbourhoods to support population growth.

LiDAR

LiDAR (Light Detection and Ranging) is a remote-sensing method that scans the surface of a survey area using a device installed in a light aircraft that fires to make a digital three-dimensional image of objects on or near the ground, such as buildings, roads and trees.

The resulting data can be used to model tree canopies, including tree heights and canopy boundaries.

Liveability

This is a measure of a city resident's quality of life and is used to benchmark cities around the world. It includes socio-economic, environmental, transport and recreational measures.

Living infrastructure

Living infrastructure refers to all interconnected ecosystems within an urban catchment, including the 'green infrastructure' of trees, gardens, green walls and roofs, parks, reserves and open spaces and the 'blue infrastructure' of our waterbodies, including lakes, wetlands and waterways.

Multispectral imagery

Multispectral imagery consists of at least 4 bands of the electromagnetic spectrum (for example, red, green, blue and near-infrared). The inclusion of bands in the near-infrared and short-wave infrared provides additional information on vegetation health and greenness, improves the identification and classification of features, and allows for further analysis using remote sensing indices and analysis techniques.

Nature positive

Nature positive refers to halting and reversing biodiversity loss, through measurable gains in the health, abundance, diversity and resilience of species, ecosystems and processes.

Natural resources

Natural resources include soil, water, and marine resources; geological features and landscapes; native vegetation; native animals and other native organisms; and ecosystems.

Normalised Difference Vegetation Index (NDVI)

NDVI was developed (Rouse Jr. et al. 1974) as an index of plant "greenness" and attempts to track photosynthetic activity. It has since become one of the most widely applied vegetation indices.

Permeable surfaces

Natural surfaces that allow water to penetrate and move through the underlying landscape.

Resilience

The capacity of a system to absorb disturbances and reorganise while undergoing change, so as to retain essentially the same function, structure, identity and feedbacks.

Surface-level parking

Surface-level parking refers to parking that is not enclosed or created by a structure and is allocated an area 'at grade' on ground level.

Sustainable development

Forms of development that meet the needs of the present without compromising the ability of future generations to meet their needs.

Thermal imagery

Thermal imaging cameras mounted on a purpose-built aircraft are used to capture surface temperature. Heat maps generated from this data identify thermal patterns in the landscape, including heat islands and localised hot spots.

Urban design

Urban design is the collaborative and multidisciplinary process of shaping the physical setting for life in cities and towns. It involves the design of buildings, groups of buildings, spaces and landscapes, and the establishment of frameworks and processes that facilitate successful development.

Urban forest

The urban forest comprises all trees and other living infrastructure (including soil and water) within an urban area. It applies to both the public and private realms (for example, streets, parks, residential blocks, road and/or pathway corridors, universities, schools, open spaces, and so on).

Urban form

Urban form is the general pattern of building height and development intensity and the structural elements that define the city physically, such as natural features, transportation corridors (including fixed rail/tram transit system), open space, public facilities, as well as activity centres and focal elements.

Urban heat island

An urban heat island is an area that heats up more than its surrounding areas and stays hotter than those areas. It is often the result of hard surfaces and urban development.

Urban green corridors

Connected fragments of green space, such as trails, parks and waterways, within the urban footprint that provide ecological corridors for plant and animal biodiversity and habitat.

Urban renewal

The process of improving the economic, social and environmental sustainability of a particular urban area through redevelopment of under-utilised urban areas. It typically involves urban redesign, infrastructure renewal and investment, and identifying precincts and land for mixed use.

Water sensitive urban design (WSUD)

WSUD is an approach to the planning and design of urban environments focused on integrating the urban water cycle (including potable water, wastewater and stormwater) with the built and natural environment.

Acknowledgements

The development of this draft strategy has been coordinated by Green Adelaide on behalf of the South Australian Government. It has been prepared by Alison Collins with input from Louisa Halliday, James Peters, Sarah White, Blair Pellegrino, James Cameron and Renee Pearson.

Green Adelaide is grateful to the many groups and individuals that contributed their time and ideas to the development of this strategy through the cross-sector engagement and investigation activities.

Government Leadership Group

Green Adelaide thanks the Local Government Association and the following agencies for providing guidance and advice during the development of the strategy: Education, Health and Wellbeing, Infrastructure and Transport, Infrastructure SA, Premier and Cabinet, Renewal SA, SA Water, Trade and Investment (Planning and Land Use Services) and Wellbeing SA.

Technical working groups

Green Adelaide thanks the following technical working group members who provided input and advice into developing the draft strategy and background technical papers:

- **Urban heat and tree canopy** – Amy Bruckman, Bec Taylor, Craig Johansen, Gill Weston, Jo-Anne Ragless, Kat Ryan, Mark Hannan, Rebecca Neumann, Sam Fulton, Dr Stefan Caddy-Retalic and Tim Kelly and Tom Morrison.
- **Urban biodiversity** – Aleisa Lamanna, Bianca Murfitt, Chris Butcher, Dr Georgia Garrard, Jacob Lemon, Jordana Wilson, Dr Katherine Berthon, Luke Kingston, Mauricio Herrera, Rebecca Neumann, Rick Chenoweth, Shaun Kennedy, Sabine Koolen, Samantha Buxton Stewart, Professor Sarah Bekessy and Tamika Cook.
- **Green open space and policy** – Alex Czura, Andrew Nesbitt, Ben Willsmore, Carmel Williams, Cherie Gill, De'Anne Smith, Denise LeBlond, Gabriella Vikor, Geraldine Petit, Hannah Ellyard, Jamie Hosking, Joanna Wells, Kevin Connell, Maggie Hine, Nicky O'Broin, Dr Martin Breed, Dr Stefan Caddy-Retalic and Tom Morrison.

Green Adelaide also coordinated a range of other engagement activities during development of the strategy (see **Appendix 1**) and thanks the following organisations for their input and ideas:

Boards, state agencies and services providers:

- Botanic Gardens State Herbarium
- Departments for Education, Environment and Water, Infrastructure and Transport, Infrastructure SA, Premier and Cabinet, Trade and Investment (Planning and Land Use Services) and Wellbeing SA
- Department of the Premier and Cabinet
- Green Adelaide
- State Planning Commission
- Premier's Climate Change Council
- Office for Design and Architecture SA
- Office for Recreation, Sport and Racing
- Renewal SA
- SA Power Networks
- SA Water
- Wellbeing SA.

Local government

- Local Government Association of SA
- Cities of Adelaide, Burnside, Charles Sturt, Holdfast Bay, Marion, Mitcham, Norwood, Payneham and St Peters, Onkaparinga, Playford, Port Adelaide Enfield, Prospect, Salisbury, Tea Tree Gully, Unley, West Torrens and Mount Barker District Council
- Regional Climate Partnerships (Adapt West, Resilient South and Resilient East).

Research institutions, NGOs and peak bodies

- Adelaide Sustainable Building Network
- Australian Institute of Architects
- Australian Institute of Landscape Architects
- Flinders University
- Greening Australia
- Housing Institute of Australia
- Parks and Leisure Australia
- Planning Institute of Australia
- Property Council
- Trees for Life
- Treenet
- Urban Development Institute of Australia SA
- Urban Futures Exchange
- University of Adelaide
- Warpulai Kumangka
- Water Sensitive SA.

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- Page 8 – Planning and Land Use Services
- Page 9 – Cath Leo, DEW and Green Adelaide
- Page 10 – Millswood, Landskap, Alex Game
- Page 11 – City of Adelaide, Renewal SA
- Page 11 – DIT, Donna Belder, Bill Doyle
- Page 14 – Cath Leo
- Page 30 – Aerometrex (Aerial imagery)
- Page 31 – Water Sensitive SA
- Page 34 – DIT
- Page 35 – City of Unley (photo from 1978)
- Page 36 – Planning and Land Use Services
- Page 40 – Cath Leo
- Page 42 (Box 10) – Cath Leo
- Page 43 (Box 12) – Space Down Under
- Page 43 (Box 13) – Martin Stokes
- Page 52 – Martin Stokes
- Page 54 – Y3 Garden, Dan Young, Architect Partners Hills as Donovan Hill
- Page 70 – Planning and Land Use Services
- Page 77 – City of Adelaide



Get involved

We want to hear from you on what you think is important for the future greening of Adelaide. Read the full draft strategy and get involved by visiting the YourSAy website.

Public consultation is open for 8 weeks from 30 April to 28 June 2024.



Have your say by scanning the QR code or by visiting <https://yoursay.sa.gov.au/urban-greening-strategy>

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**Government of
South Australia**

Attachment 2



12 June 2024

Green Adelaide
GPO Box 1047
ADELAIDE SA 5001

Via email: dew.greenadelaide@sa.gov.au

To Whom It May Concern

Draft Urban Greening Strategy

The City of Holdfast Bay welcomes the opportunity to comment on the Urban Greening Strategy consultation process.

Please find enclosed our submission, which was approved by the City of Holdfast Bay on 11 June 2024. Our submission has been prepared in consideration of Green Adelaide's draft Urban Greening Strategy for Metropolitan Adelaide (the strategy) and associated consultation documents.

The City of Holdfast Bay recognises and appreciates the efforts of the South Australian government to initiate the inaugural Urban Greening Strategy for metropolitan Adelaide. Stakeholders have been well consulted throughout the process and the strategy is well thought out. Below are our comments in relation to the major sections of the strategy.

Draft Urban Greening Strategy - General Comments

Local governments and many other organisations are already working hard to achieve many of the ambitions of the Urban Greening Strategy. Whilst we recognise that a collaborative approach is needed to achieve the desired outcomes, we contend that the state government will need to take a level of ownership of this strategy across different departments and coordinate the delivery of the plan to achieve many of these actions. We hope that the commitment to the Urban Greening Strategy is supported across state government departments to enable implementation of the strategy.

Our primary concern is the lack of dedicated funding and commitment across different areas of government. Without additional resourcing, especially funding, local governments will not be able to make the substantial 'step-up' that achieving these actions will require. Without dedicated funding to support these actions, or direction to specific agencies that they are responsible for given actions within existing resourcing, it is unlikely that the strategy will facilitate the opportunities it outlines.

There appears to be a strong emphasis on infill which is supported, especially given the high urban density in the City of Holdfast Bay and the continuing increase in this kind of development in our area. Council has been advocating for changes to the planning system for some time and considers this area a major priority for the strategy. However, given that state and federal governments now have a significant focus on new developments to address the housing crisis, this needs to be better reflected through the strategy to incorporate better outcomes for greenfield sites. The challenge will be to demonstrate that the two areas of development and urban greening can coexist successfully. A key driver to change practices on a broader scale will be a good policy and legislative framework that provides direction and mandatory requirements that are achievable and enforceable.

There is an increasing amount of support and evidence for reforming the current planning and legislative requirements to improve retention of trees and creation of appropriate green space, biodiverse vegetation and new trees in developments. While Council welcomes the recent changes to the *Planning, Development and Infrastructure Act 2016* regarding regulated and significant trees, we look forward to further positive reform in this area. This includes the remaining recommendations of the Expert Panel for the Planning System Implementation Review and the interim report from the recent Parliamentary Inquiry into the Urban Forest.

There is a general need to integrate and reference 'nature' and 'biodiversity' more fully throughout the plan. In its current state, it biases heavily towards trees and yet the scope of the greening component in the plan clearly goes beyond trees to other vegetation. The plan needs to more equally recognise nature and biodiversity.

Benefits of Urban Greening

Page 12 has a series of infographics, which we support as a useful communication tool. However, the one for 'reduced air pollution' shows CO₂ in a cloud. This is misleading because CO₂ is not an air pollutant. Air pollutants are usually minute particulate matter produced by a variety of sources such as vehicles, soils and buildings. The 'CO₂' should be removed.

Page 13 – Provision of ecosystem services – This section seems to focus solely on services provided by trees, yet it is all aspects of natural systems that provide these services and this should be reflected in this section. For example, bees provide valuable pollination services, and fungi provide important nutrient recycling services and so on.

Responses to Priority Areas for Action

Priority Area 1 – Cooler and greener infill development

Addressing infill development is a key issue for the City of Holdfast Bay. We strongly support the outcome around policy and legislation better supporting urban greening that is aligned with national best practice as some stakeholders may need legislative levers in order to undertake some of the actions in the strategy.

The implementation plan that will be developed in order to deliver this strategy will need to have a strong focus on culture change and identify the need for social scientists to be involved to explore a wide range of mechanisms to support this. These will need to include education, inspiration and incentives but will need significant research into messengers, key messages, communications channels, opportunities and so on. It is not easy work – it is slow and will need support and investment from across the whole of state government in order to help the community realise the value of urban greening.

Box 3: Car parks could provide easy WSUD wins – this statement is a bit misleading, and we suggest that the word ‘easy’ should be removed. They are easy if installed during car park construction and in some cases may be easy to install due to minimal underground infrastructure. However, they require long-term financial and labour resources for weed control and other maintenance, especially if installed as a retrofit. Consideration for long-term maintenance needs to be factored in across the life of the WSUD and tree assets, much the same as is needed for a building. The need for such maintenance has at times been a barrier to the City of Holdfast Bay implementing more WSUD and other green infrastructure.

Priority Area 2 – Government leading by example

There have been several recent examples of state government agencies unnecessarily removing vegetation or failing to take up opportunities to green as part of developments, therefore this is a welcome focus area. For local governments, state government regulations (namely the *Planning and Development Act 2016*; *Electricity [Principles of Vegetation Clearance] Regulations 2021*; *Water Industry Act [2012]*; Department of Infrastructure and Transport Operational Instruction 19.8 *Trees in Medians in Urban Environments*; Department of Infrastructure and Transport road closure requirements for undertaking tree works, etc.) are some of the key barriers to retaining existing trees and achieving improved/expanded greening. These instruments generally take a ‘greening last’ approach, whereby retaining or replanting vegetation is only undertaken after all other objectives have been achieved. They prioritise grey infrastructure over green infrastructure, which is now an outdated approach. A new approach needs to recognise the criticality of urban greening to maintain Adelaide’s future liveability – green infrastructure needs to be valued as highly as grey infrastructure.

The adoption of an Urban Greening Strategy, new performance indicators as part of the GARP, and the proposed Biodiversity Act should be coordinated to enable consistency and review of other relevant state government legislation or regulations (such as the *Native Vegetation Act 1991*) to reflect an integrated approach to green infrastructure. If ‘government leading by example’ is going to be a priority area in the strategy, it needs to be supported by operational practices.

If the state government is going to lead by example, then it is imperative that tree protection rules apply to all state government projects, especially including those undertaken by the Department for Education, and the Department for Infrastructure and Transport.

Action 2.1 - Integrating urban greening and WSUD into business-as-usual in government projects is a challenge. It will require increased budgets and a workforce with a specific skill set (which is not necessarily provided in standard educational and training programs). It needs to be built in from the very first moment of a new project. In addition, it requires a complete shift in asset management processes, which have a ‘like for like’ replacement focus, and it is difficult to shift this to a ‘like for better’ process, as we have discovered by participating in the Resilient Asset Management Program being undertaken by Resilient South.

Action 2.2 - There is an opportunity here for Green Adelaide to facilitate planning and collaborate on regional projects, particularly for wildlife corridors (e.g. Sturt River and Field River) and the coast.

Action 2.5 - In relation to electricity infrastructure, there are conflicts that relate to the foreign and private ownership of infrastructure companies. When a company is owned by an international entity and their focus is on profits, there is no interest in maintaining trees for greening. It is cheaper to remove trees, which comes at a high cost to the local community and climate. In non-bushfire zones there needs to be a serious change to the risk lens with regards to trees and powerlines. We strongly support a review of the permitted species lists and recommend that this be done on a regular cycle,

for example, every 5 years, to allow for the integration of new research bringing new species into the list.

Actions 2.6 and 2.7 – Given that both action 2.6 and 2.7 include references to green infrastructure, we suggest that this be included in the outcome for these actions, e.g. ‘Trees and green infrastructure are appropriately valued...’

We support the adoption of one consistent approach to tree valuation and other green infrastructure. We also support the inclusion of trees into asset management systems. An example of this has recently been completed by the City of Marion and we recommend discussion with them as a case study.

Priority Area 3 – Building nature back in

The majority of the actions outlined in priority area 3 require additional funding to be implemented and would be best coordinated by state government with input from local governments and other agencies. Without a plan for resourcing these actions or legislation to mandate elements, we consider it unlikely that there will be widespread implementation of BSUD and WSUD.

Action 3.1 - Include metropolitan Adelaide in the *Native Vegetation Act 1991* area so that remnant vegetation in these areas is offered protection under the Act. Additional protections for revegetation are also needed under the Native Vegetation Act. In addition, clarification of the relationship between the *Native Vegetation Act 1991* and the *Planning, Development and Infrastructure Act 2016* is required.

Action 3.4 – Many local governments, and the Department for Environment and Water, collect and hold biodiversity data, including spatial layers, which could be integrated or adapted within a broader vegetation spatial layer for the Greater Adelaide region. This approach is particularly important if we aim to move beyond the 'offsetting' strategy towards achieving 'net gain', which would also require it being incorporated into planning systems.

A deeper understanding and valuation of the ecosystem services provided by regional biodiversity assets is essential to adequately quantify their contribution. The mapping of biodiversity assets across greater Adelaide will require work to develop a biodiversity data standard to ensure consistency. If achieved, this action would provide greater context when considering the impacts of proposed developments. This action would complement proposals and objectives outlined in the draft Biodiversity Act discussion paper recently released by the state government.

Preparing a baseline of condition, or measuring what we have, is a fundamental element of any BSUD approach and of the requirements of the Taskforce for Nature-related Financial Disclosure (TNFD). We recommend including assessing the quality of remnant vegetation in this action, e.g. ‘Map and assess the quality/condition of remnant vegetation and critical habitat...’. Having a reliable and centralised system across the state that could be referenced would provide a solid foundation for the remainder of the work outlined in the strategy.

However, none of this work will be any use in minimising development impacts unless there is a regulatory instrument to support this. This could include extending the application of the Native Vegetation Act, as mentioned above, and overlay under the Planning and Design Code to incorporate metropolitan councils, which would allow further assessment of native vegetation clearances and offsets. Regulation and mapping must work together for maximum effectiveness of this priority area.

In addition to the above, a consistent approach to mapping and managing weeds throughout the Green Adelaide region and adjacent regional boards would make a significant contribution to the landscape-scale approach promoted by the state government. It would also serve to increase accountability, measure progress, and demonstrate effectiveness of control programs to the community over time.

Priority Area 4 – Future-proofing the urban forest

As Adelaide moves from a Mediterranean to semi-arid climate, local governments recognise that we will need to shift planting from traditionally popular tree species and cultivars to varieties that are better adapted to Adelaide’s future climatic conditions. This requires answering two questions: 1) which species are most at risk? (addressed by action 4.1); and 2) which species should we be planting to ensure the long-term sustainability of our urban forest? (addressed by action 4.2). Ideally these two actions should be tackled together to give good advice to local governments on our planting choices and tree management practices.

We recommend including mention of asset management for trees and other forms of greening. There are examples of software tools such as Forestree (tree management) or Weedy (biodiversity areas and/or open space), that can integrate with existing asset management systems. These tools can provide significant efficiencies for managing an urban forest as well as capturing relevant data in easy-to-use structures and systems.

There is a significant need for a standard risk assessment framework to provide clear direction on how the state government expects risk assessments to be undertaken and remove the need for tree removal applications to be so regularly referred to the Environment, Resources and Development Court (ERDC). The City of Holdfast Bay has first-hand experience of the ERDC handing down a judgment regarding a significant tree where the Court expressed its concern regarding the risk assessment that was used with respect to the tree in question. This is not the first time that the ERDC has expressed this concern, so a standard risk assessment that is acceptable to the ERDC will both provide consistency and reduce the burden on the Court with respect to regulated tree removals. We strongly recommend an action with respect to this.

We recommend two additional actions:

- A new outcome and action: an increase in the number of trees will require an associated increase in the number of arborists. An additional outcome would be around increased capacity in the arboricultural workforce. The related action would be around promoting arboriculture as a career and supporting workforce planning for their training and continuing professional development. Given that this is a whole-of-government strategy there is no reason why this should be excluded as the state government does sometimes assist specific industries with workforce planning.
- The third outcome includes the word ‘motivation’ yet action 4.6 does not necessarily relate to or provide motivation. We suggest adding one specifically around motivation (which will involve legislation as motivation for developers), or if one is not forthcoming then remove the word ‘motivation’ from this outcome, so it becomes focused solely on capacity, which then aligns better with action 4.6.

Box 12: Impact of TreeNet inlets – These inlets can also provide benefits to other forms of greening. The City of Holdfast Bay installed these as part of a Green Adelaide grant to benefit new trees installed at a wide verge on Silver Avenue in South Brighton. We also planted indigenous understorey

vegetation in the same area around the trees, which, due to the inlets, had increased survival and growth rates compared to an adjacent area where they were not installed.

Priority Area 5: Improving greening equity

Given that metropolitan Adelaide has such a relatively low proportion of public space, it would seem prudent to include mention of increasing the amount of this space in both an outcome and an action. This is implied in the second outcome and in action 5.4, though it is not explicit given the current wording, which only refers to identification and improvement, not to increase. We recommend changing the wording of the second outcome to include mention of increasing the amount of green open space, as well as identifying areas, e.g. 'Priority areas for new and/or improved green open space area identified and acquired', or 'Identify and increase areas for new and/or improved green open space.' In relation to this modified outcome, action 5.4 would stay the same but needs an accompanying action specifically around increasing green open space.

It should be noted that the word 'improved' is different to different stakeholders and does not necessarily imply 'increase'. It is not clear what 'improved' means in this context – more infrastructure in green spaces is not always an improvement, likewise more trees are not always an improvement. Areas of existing biodiversity value (remnant and revegetation) are not always appropriate locations to plant trees. Increased shade can have a negative impact on many indigenous species, especially grasses, and we risk losing these species if new tree planting locations are not carefully considered from all aspects.

Action 5.2 - It is not clear who the intended end user would be for the greening prioritisation tool. Is this for state government purposes or local government as well? Also we suggest that this should be worded in an alternative way to explore the needs of green investment decision-making first, then develop a tool to meet those needs. In addition, there are existing decision-making tools that may meet these needs without the need for a custom-built tool. Once the needs of green investment decision-making are understood, exploring existing tools would be the first step in investigating how to meet those needs, with the option to develop a new tool if needed.

Action 5.5 - Many metropolitan Adelaide councils have already identified or are in the middle of identifying potential new plantable spaces. This action may be better worded to focus on creating new plantable spaces beyond the ones that have already been identified, e.g. Identify and create new plantable spaces, including engineering that supports trees in challenging spaces. The City of West Torrens produced a guide for engineers to support trees in challenging spaces and this could be used to build upon in order to build engineering capacity and skill to create ways to expand the urban forest in unusual places.

We would also like to see an outcome and action to plan, and plant, green corridors on road verges as lineal open space, particularly in neighbourhoods where 'walkability' is a priority and in proximity to public transport and services.

Priority Area 6: Scaling up impact by working together

Action 6.1 - Greater coordination of work and priorities would improve the potential, scale and speed of urban greening projects. Supporting organisations such as Water Sensitive SA will be helpful in creating the resources and knowledge base available to achieve projects locally, and to help them become business-as-usual, not just novelties. Involving academic institutions is also recommended as these partnerships have proven critical to progressing research and knowledge across the areas in this strategy, such as the recent Future Trees benchmarking study demonstrated.

Action 6.2 – To convince leaders to integrate BSUD, WSUD, and greening initiatives, it is essential to present both short- and long-term financial and risk management cost benefits and opportunity costs. Providing financial incentives to plan, implement, and monitor nature-based solution projects would be highly beneficial within a local government setting, especially given concerns around additional construction and maintenance costs.

In order to protect sites once established, we suggest slightly altering this action, e.g. “Investigate funding mechanisms *for protecting and* expanding urban greening, WSUD and BSUD delivery”.

Action 6.5 – We strongly support this action. The Regional Climate Partnerships (RCPs) in the Adelaide region have been highly effective at achieving change at scale. The City of Holdfast Bay is a member of the Resilient South Regional Climate Partnership, which is an award-winning partnership between the Cities of Holdfast Bay, Marion, Mitcham and Onkaparinga, and the state government. It has just launched its latest Regional Climate Action Plan (ReCAP) for the next five years. Resilient South is grateful for the support provided by Green Adelaide, and to have signed another sector agreement with the state government, via the Deputy Premier and Minister for Climate, Environment and Water, Dr Susan Close MP. Resilient South has a focus on urban greening, climate adaptation, climate risk and urban resilience. The collaborative approach to urban heat and tree canopy LiDAR mapping is one of many positive examples of the way that the Regional Climate Partnerships ensure regional consistency and save councils and state agencies time and money via collaborative partnership projects. The utility of bridging agencies such as Resilient South in promoting information sharing and improved coordination across governments points to the need for greater capacity in this area, particularly at a state government level where this silo-bridging capacity has been heavily eroded over time.

Action 6.6 – It is important to note that local governments and other stakeholders, in addition to working with KYAC, work with Traditional Owners that are recognised under the Aboriginal Heritage Act as key parties to specific aboriginal heritage sites.

Appendix 6: Remnant Vegetation

As noted in the text, this map is an underrepresentation of the remnant native vegetation across Green Adelaide and gives no detail about the condition. Further ground-truthing and assessment needs to be done to establish a baseline of both extent and condition in order to start understanding where we need to focus our efforts, and to show improvements that will be made once the strategy is in place. Spatial maps of remnant vegetation also need to capture very small pockets of remnant habitats that are managed by local governments, such as the Kingston Cliff Face in the City of Holdfast Bay, which is the only remaining coastal cliff face close to the Adelaide metro area and that has high native plant diversity. In addition, the colour coding on this map is very difficult to interpret because many of the colours are so similar to each other and we suggest a different colour scheme that makes it easier to distinguish between the major vegetation groups.

Measuring Success – Performance Indicators & Targets Discussion Paper Comments

Performance indicators and/or targets for biodiversity are needed here. A biodiversity performance measure would allow a baseline of extent and condition to be established. It would also provide guidance to stakeholders to enable alignment in the processes used to measure biodiversity improvements across land in Green Adelaide.

At the City of Holdfast Bay we conducted a biodiversity baseline assessment in 2018 for all our green open spaces. This resulted in a large amount of data that we were able to use as a strategic lever for action. We were able to create a scoring comparison system for all of our sites, and this has been

useful in some policy positions in discussions with residents about actions at various sites. It also enabled the development of biodiversity action plans for our key natural sites, and for the development of a plan for a wildlife corridor along Warriparri (Sturt River). The sites along Warriparri had baseline scores against which we will be measuring again in 2024-25, after a series of significant native revegetation sites have been established with our community. Qualitative indicators of success at these sites include sightings of native insects that were previously absent, however, the use of a quantitative indicator will be an easy way to demonstrate and communicate success to our community and to our Chamber. Scaling this up across Green Adelaide will take funding, expertise and time, so needs to have investment.

In the Resilient South Regional Climate Action Plan there is an action that could contribute significantly to progressing this:

- Progress the adoption of a standardised biodiversity monitoring protocol that links to state government and publicly accessible data portals.

We would welcome a collaboration with the state government on this work, however, we also recognise that the development or selection of a protocol may sit better with state government, depending on capacity to lead this work.

We support the development of performance indicators and targets for measuring canopy and applaud the state for developing an evidence-based discussion paper outlining a range of possible options. However, this is a complex, highly technical, and emerging field and we believe it is too early for Council to provide an endorsed position on a preferred approach. We have therefore chosen not to provide a submission on the discussion paper and encourage Green Adelaide to convene a series of forums with greening experts, local government professionals and other key stakeholders to explore and debate the merits of the various proposed approaches.

We would also like to comment on the timeframe for councils to develop and endorse submissions. There are a large number of important documents supporting the draft Urban Greening Strategy and as one of Adelaide's smallest councils, we have not had the time or capacity to review or comment on all of these, given the timelines involved with the council reporting process. We strongly recommend that the state government increase consultation times for important cross-government strategies such as this.

Finally, we would like to congratulate the state government on this significant achievement. We are confident that it will help Adelaide to become a more liveable and more beautiful city.

Yours sincerely

Amanda Wilson
Mayor

Item No: 15.6

Subject: **DISABILITY ACCESS AND INCLUSION PLAN (DAIP) 2023 PROGRESS AND COMPLIANCE REPORT**

Summary

In 2023, the City of Holdfast Bay continued to advance its Disability Access and Inclusion Plan (DAIP), aligning with legislative changes and enhancing community inclusivity. Key achievements include the integration of accessibility features in public spaces, which have significantly enhanced mobility and access across the community. This report seeks Council's endorsement of the DAIP progress and its continued implementation to meet state and community expectations.

Recommendation

That Council notes the Disability Access and Inclusion Plan 2023 Progress and Compliance Report.

Background

Since the initiation of the Disability Access and Inclusion Plan (DAIP) in 2020, the City of Holdfast Bay has been committed to enhancing accessibility and inclusivity for all community members. Previous Council decisions have supported the structured implementation of the DAIP, aligning with the *Disability Inclusion Act 2018 (SA)*.

In 2023, a significant legislative change shifted reporting requirements from fiscal to calendar year. This change was part of broader amendments aimed at enhancing the effectiveness and relevance of disability inclusion plans across all levels of government. Our council adapted swiftly to these changes, ensuring compliance without compromising our strategic objectives or the integrity of our reporting.

Report

Outcome Area and Achievements

Inclusive Homes and Communities

Our community transport service and Alwyndor have provided essential support to individuals with disabilities, ensuring they can live in an inclusive and supportive environment.

Accessible Beaches Days

A highlight of our achievements includes the completion of the accessible ramp at Glenelg and partnership with ParaQuad SA (PQSA) to host Accessible Beach Day events at Glenelg Beach, enabling individuals with disabilities to enjoy the beach fully.

The success of these events and increased access at Glenelg beach has paved the way for their continuation and expansion to other beaches within our community, complementing Seacliff's established beach mat program.

Mainstream Volunteering Opportunities

Through council's partnership with Minda Inc, meaningful volunteering opportunities for individuals with intellectual disabilities have been secured, reinforcing council's commitment to inclusivity and community engagement.

Infrastructure Improvements

The completion of 170 Disability Discrimination Act (DDA) compliant kerb ramps and upgrades to public facilities has significantly enhanced accessibility across the City of Holdfast Bay, enabling greater mobility and access for all community members.

Accessible Communication and Technology Improvements

In 2023, the City of Holdfast Bay enhanced communication and technology accessibility significantly:

- *Multimedia Devices:* Deployment of accessible kiosks and information systems that include audio descriptions and high-contrast visuals, enabling independent access for all community members.
- *Inclusive Signage:* Updated signage incorporating high-visibility materials, braille, and Auslan signage in key public areas like playgrounds and community centres to accommodate visual and hearing impairments.
- *Web Accessibility:* Council's web platforms have been updated to meet Web Content Accessibility Guidelines WCAG 2.1 AA standards, ensuring features like text-to-speech functionality and keyboard navigable interfaces, making our online content accessible to a wider range of disabilities.
- Council's libraries have expanded their collections to include decodable readers and sensory toys, furthering accessibility in education and recreation.

Budget

The projects highlighted in the summary report were funded within the existing budget allocations for 2023. Future expansions will require additional funding considerations, subject to Council approval.

Refer Attachment 1

Life Cycle Costs

Ongoing maintenance of new installations (kerb ramps, signage) will incur standard lifecycle costs, which need to be accounted for in future budgets.

Strategic Plan

This report supports the 'Inclusive Community' objective outlined in Our Holdfast 2050+ Strategic Plan by ensuring that all members can participate fully in community life.

Council Policy

This initiative aligns with the Council's Inclusion Policy.

Statutory Provisions

The activities and reporting comply with the *Disability Inclusion Act 2018 (SA)* and the relevant amendments provided by the *Disability Inclusion (Exemptions) Amendment Regulations 2024*.

Written By: Manager, Community Wellbeing

General Manager: Community and Business, Ms M Lock

Attachment 1

Summary of 2023 Inclusive SA, State Disability Inclusion Plan, and Disability Access and Inclusion Plan Annual Reporting for the City of Holdfast Bay

As part of our ongoing commitment to inclusivity and accessibility, we are pleased to present a summary of the 2023 annual reporting for the Inclusive SA, State Disability Inclusion Plan. Our efforts over the past year have been directed towards creating a more inclusive, accessible, and supportive community for all.

Key Actions and Progress

Employment and Data Measures (Action 5): Efforts to develop measures for tracking employment rates of people living with disabilities within the South Australian Government and local councils have begun. Our focus has been on reviewing induction processes and the systemisation of data in preparation for the anticipated HRIS system implementation by February 2025. A business case for the new HRIS has been submitted, with the 2024/2025 Human Resource plan emphasising employment strategies for individuals with disabilities.

Local Council Access and Inclusion (Action 9): Ongoing work has seen significant improvements in physical accessibility across the City of Holdfast Bay. Key achievements include the installation and upgrade of approximately 170 DDA compliant kerb ramps, 30 bus stop improvements, and public toilet upgrades to meet DDA standards. We have also focused on training staff and contractors on Universal Design principles and reviewing accessible parking availability.

Multi-Media Devices and Inclusive Signage (Action 10): Accessibility considerations have been integrated into our signage style guide, influencing new and renewed signage projects. Notably, we have commenced work to introduce Auslan signage in playgrounds, enhancing inclusivity in our community spaces.

Volunteering and Work Placement Opportunities (Action 27): We are developing pathways for individuals with disabilities to transition from volunteering to work placement. Our partnership with Minda Inc has been a cornerstone, creating meaningful volunteering opportunities. Efforts to include disability representation across our programs continue, with a focus on expanding these opportunities in the coming years.

Participation in Decision Making (Action 33): We have been proactive in ensuring that community consultations and engagements are accessible, offering diverse methods for participation. Advisory groups have been established to gather valuable feedback on services, with an ongoing effort to include diverse representations from our community. Our tri-council reference group, encompassing Mitcham, Marion, and Holdfast Bay, has expanded its membership, increased its representation of lived experiences and offered feedback on projects and initiatives throughout 2023. This group stands ready to offer Councils advice, ensuring inclusivity is thoughtfully considered through 2024 and beyond.

Outcome Areas and Achievements

Inclusive Homes and Communities: Our community transport service and Alwyndor aged care services have provided essential support to individuals with disabilities, ensuring they can live in inclusive and supportive environments. Our libraries have expanded their collections to include decodable readers and sensory toys, furthering accessibility in education and recreation.

Accessible Beaches Days: A highlight of our achievements includes the partnership with PQSA (ParaQuad SA) to host Accessible Beach Day events at Glenelg Beach, enabling individuals with disabilities to enjoy the beach fully. The success of these events has paved the way for their continuation and expansion to other beaches within our community, complementing Seacliff's established beach mayt program.

Mainstream Volunteering Opportunities: Through our partnership with Minda Inc, we have secured meaningful volunteering opportunities for individuals with intellectual disabilities, reinforcing our commitment to inclusivity and community engagement.

Infrastructure Improvements: The completion of 170 DDA compliant kerb ramps and upgrades to public facilities has significantly enhanced accessibility across the City of Holdfast Bay, enabling greater mobility and access for all community members.

In summary, the City of Holdfast Bay has made substantial progress in 2023 towards achieving a more inclusive and accessible community. While some actions are ongoing, our dedication to improving the lives of individuals with disabilities remains continuous. We are committed to continuing these efforts, with an eye towards further enhancements and inclusivity measures in the coming year.

Next steps

A formal review of The City of Holdfast Bay's Disability Access and Inclusion Plan 2020 – 2024 will be scheduled following the publication of the new State Disability Inclusion Plan, or any variation thereof, in the Government Gazette. This step will ensure that our efforts remain aligned with state-level priorities and legislative requirements, enabling us to effectively refine and adapt our strategies for enhancing accessibility and inclusion within our community. We stand ready to engage in this review process, anticipating the advancements and improvements it will bring to our ongoing commitment to a more inclusive City of Holdfast Bay.

Item No: 15.7

Subject: ADELAIDE FESTIVAL 2024

Summary

Council entered into a Partnership Agreement with Adelaide Festival that supported bringing the world premiere of Baleen Moondjan, a dance performance produced by Stephen Page AO, to Glenelg Beach. The performance attracted 7,238 attendees over four nights. Baleen Moondjan featured heavily in Adelaide Festival's comprehensive nine-month national marketing campaign rolled out in the lead up and during the Festival. Separately, Adelaide Festival secured Council's permission to install The Whale, a large sculptural and performance artwork, on Glenelg Beach. This attracted significant media attention and 100,000 onlookers.

Recommendation

That Council notes this report.

Background

Adelaide Festival (AF) has been the flagship event of South Australia's arts calendar for more than 60 years. It prides itself on presenting an "*outstanding mix of internationally acclaimed theatre, world class musical performances, breathtaking dance, talks with renowned writers and striking visual arts displays*". The Festival features internationally acclaimed artists as well as championing new and innovative works. Works by First Nations artists form an important part of the AF's programming.

In mid-2023, the Adelaide Festival approached council expressing interest on staging a dance performance on Glenelg Beach, with an associated sponsorship proposal. The allocation of funds to support the partnership was endorsed by Council at its meeting held 8 August 2023 (C080823/7522). Administration subsequently executed a sponsorship agreement in which the City of Holdfast Bay was recognised as a Major Partner of the 2024 Adelaide Festival and a Presenting Partner for the dance performance on Glenelg Beach, titled Baleen Moondjan.

Separately and independently from the sponsorship proposal, Adelaide Festival also approached Administration with a request to stage on Glenelg Beach a large sculptural and performance artwork called The Whale, by Belgian company Captain Boomer. This installation was approved by Council at their meeting on 22 August 2023 (C220823/7533).

Report

Baleen Moondjan

As part of the opening of the 2024 Adelaide Festival, Glenelg Beach became the stage for the world premiere of Baleen Moondjan, a contemporary ceremony from creative visionary Stephen Page AO in his first major commission since leaving Bangarra Dance Theatre. The set was designed to resemble giant whale bones on the beach and formed a striking backdrop to a performance inspired by a story told to Page by his grandmother celebrating First Nations'

relationships between baleen whales and communities' totemic systems. The event's dramatic stagecraft and captivating performances had audiences spellbound, with the show receiving multiple four-star reviews.

The performance was held over four nights from 28 February to 2 March 2024. Prior to the opening night's performance, Mayor Amanda Wilson hosted a VIP reception at Glenelg Town Hall to formally launch the 2024 Adelaide Festival. Joining Mayor Wilson in acknowledging the opening night at the reception was Tracey Whiting AM, Chair, Adelaide Festival, The Hon Andrea Michaels MP, Minister for Arts, and Ruth Mackenzie CBE, Artistic Director, Adelaide Festival.

The Whale

The 15-metre replica whale was craned into place on Glenelg Beach in the early hours of the morning of Saturday 9 March 2024. The work was a combination of sculpture and performance art, with the 'beaching' site being cordoned off and surrounded by actors playing the roles of scientists and officials. The actors stayed in character throughout, deliberately blurring fact and fiction to spark conversation among spectators as well as providing educational information about the causes of beaching in the wild.

Publicity and promotion recognition

Adelaide Festival undertakes a comprehensive marketing campaign in the lead up to the Festival each year. For 2024, a national campaign across print, press, screen, radio, online and outdoor was valued at over \$1,000,000. The City of Holdfast Bay received significant visibility in this campaign through being a major sponsor.

Specifically, as part of the partnership agreement, the City of Holdfast Bay received publicity and logo recognition in the following media and publications:

- Logo lockup and quarter-page advertisement in the Adelaide Festival printed program, with 70,000 copies distributed across Adelaide, Melbourne and Sydney
- Digital program guide on Adelaide Festival website
- Adelaide Festival tram wrap (featuring *Baleen Moondjan* along one full side of the tram)
- Bus shelter advertisements
- E-newsletter banner advertisement distributed to more than 57,000 recipients
- Signage displayed at the program launch and at Adelaide Festival venues
- Coverage in SA Life, InDaily, The Weekend Australian, The Advertiser, SA Weekend
- Weather crosses for Channel 9 and Channel 10
- Big screen advertisement at Baleen Moondjan
- Facebook and Instagram stories and feed posts

Council and the Jetty Road Mainstreet Committee further leveraged the partnership by producing promotional bin corflutes, Moseley Square banner, and a cover image on the summer

2023-24 Jetty Road Local magazine, all promoting Baleen Moondjan.

In a post-festival survey circulated to AF attendees, the City of Holdfast Bay was recalled 11th out of 31 corporate partners in both prompted and unprompted survey questions. In addition, the City of Holdfast Bay's activities during the Festival were recalled third highest out of 31 corporate partners.

Attendance

Baleen Moondjan attracted a total of 7,238 attendees across the four nights. According to data collected at point of sale, 82% of attendees were from South Australia, with the vast majority of the remainder being from interstate. The most common states of origin were New South Wales and Victoria (6% each).

In addition, an estimated 100,000 onlookers were attracted to the Whale installation over the March long weekend. The event also drew extensive news media coverage.

Economic impact

Spendmapp data over the period of 28 February – 2 March 2024 showed a 25% increase in total spend in Glenelg compared to the comparable period in 2023. Significantly, the increase in the Dining and Entertainment category was 47%.

Similarly, total local spend in Glenelg over the 2024 March long weekend was 22% higher than the same long weekend in 2023.

Budget

The Partnership Agreement with Adelaide Festival included a \$50,000 cash contribution, plus an estimated \$54,235 of in-kind support. The cash contribution was funded by a reallocation within the 2023-24 Events Budget. Funds were available due to some budgeted events not proceeding in 2023-24.

The Whale activation was approved separately from the sponsorship agreement. Adelaide Festival were charged the standard multi-day event hire fee and bond applicable for an event of this nature (\$2,930 inc. GST plus \$1,000 bond).

Life Cycle Costs

Not applicable

Strategic Plan

Wellbeing: arts and culture create vibrancy, celebrate creativity, and encourage people to connect with country, place and each other.

Council Policy

Events Strategy 2021-2025

Statutory Provisions

Not applicable

Written By: Manager, City Activation

General Manager: Community and Business, Ms M Lock