

2024–25 Annual Business Plan Summary



Mayor's Welcome

I am pleased to present a summary of the 2024-25 Annual Business Plan, outlining our program of works and budget for the upcoming financial year.

As Mayor, I am immensely proud to call Holdfast Bay my home and place of business. And I know it's a sentiment shared by many in our community.

Although we are privileged to experience this amazing part of the world daily, we are also the destination of choice for a million visitors each year with Glenelg being the premier coastal spot in metropolitan Adelaide.

To cement ourselves as a must-visit location, and to ensure we have a mainstreet that meets the needs of our local community and that we can be proud of, we have made a commitment to deliver one of the biggest projects our council has ever undertaken – the multi-stage, \$40 million transformation of Jetty Road, Glenelg.

We have listened to our community who have for many years called for a revamp of our flagship shopping, dining and entertainment precinct, which supports more than 330 local businesses.

We have \$10 million in funds already secured from the Australian Government and Council is committing \$30 million over three years. We acknowledge that this requires a significant contribution from ratepayers and we have listened to the wide-ranging community feedback and have carefully considered the decision to commit funds to this once-in-a-generation project that will truly transform our much-loved mainstreet.

We have exhausted all other funding options, but importantly this is not just an investment into Glenelg.

It's an investment into the future economic growth and prosperity of the entire Holdfast Bay area and will have far reaching benefits for the city, from the boundaries at Glenelg North to Kingston Park and everywhere in between.

As highlighted in this document, we have also prioritised and allocated funds to other projects and initiatives which are of great importance to our community - the environment, city assets and infrastructure, sport, recreation, wellbeing, tourism and events.

Read more on the next page or turn to see an easy-to-read infographic which sets out our Projects and Activities for 2024-25, the timeline for the Transforming Jetty Road, Glenelg project and our Major Achievements in the 2023-24 year.

As part of the upcoming budget, rates for existing properties have been raised by 7.1% on average, or \$126 based on the average 2023-24 residential property value in Holdfast Bay.

The 7.1% increase in rates comprises 4.8% which aligns with Adelaide CPI (as at December 2023) to fund the full range of council services along with a 2.3% increase for the Transforming Jetty Road project. More information can be found within this summary document.



Amanda Wilson
Mayor
City of Holdfast Bay



Initial conceptual image



FUNDING SNAPSHOT

As a coastal council, the City of Holdfast Bay has an unwavering commitment to protecting the environment with a particular focus on adapting to and mitigating climate change.

In the 2024-25 Annual Business Plan, \$1.31 million is allocated for Environmental Services, which include:

- Regional Climate Action Plan coordinator (Resilient South) - \$20,000
- Stormwater Management Plan (partnership with City of Marion) - \$50,000
- Patawalonga Frontage irrigation upgrade – \$500,000
- Wheatland Street pocket park - \$20,000
- EV charging infrastructure for Council's vehicle fleet - \$20,000

We have a commitment to a high level of service and safety with our street, footpath and kerb renewal and maintenance program.

In this budget, \$8.92 million is allocated for Field Services, which includes:

- Maintaining our roads, kerbs and footpaths
- Planting and caring for trees in our streets and reserves
- Cleaning our streets and foreshore and removing graffiti

- Maintaining our many high profile and highly used open spaces and reserves
- Maintaining gross pollutant traps to ensure that pollutants do not enter our waterways

The Field Services team also maintains all public amenities including beach access points, showers, barbecues, playgrounds and picnic furniture.

Council's Community Wellbeing team will be allocated \$0.98 million to continue delivering programs, services and events that promote interaction and minimise social isolation and disadvantage.

Council will continue to support sport and recreation clubs and groups, community gardens, young people by way of sponsorship grants, volunteer services and Aboriginal reconciliation through consultation and engagement.

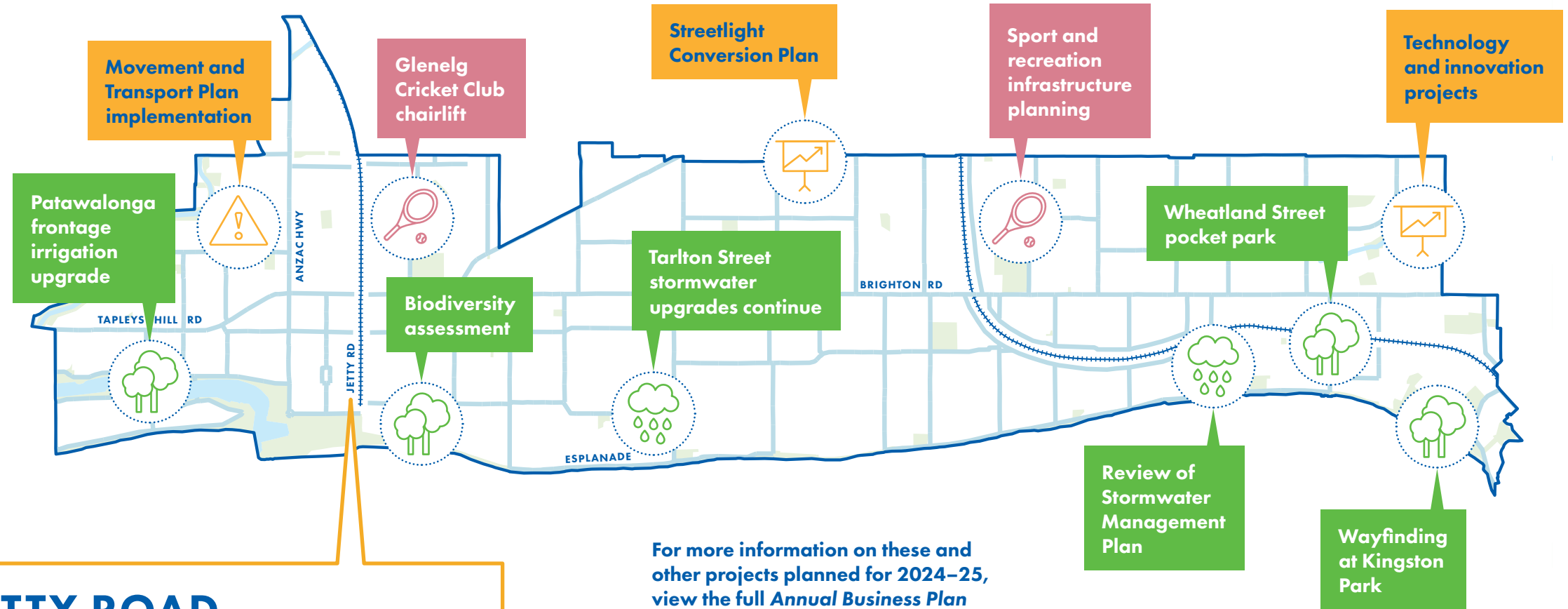


PROJECTS AND ACTIVITIES FOR 2024-25

OUR VISION

Protecting our heritage and beautiful coast, while creating a welcoming and healthy place for all in South Australia's most sustainable city.

Our Holdfast 2050+



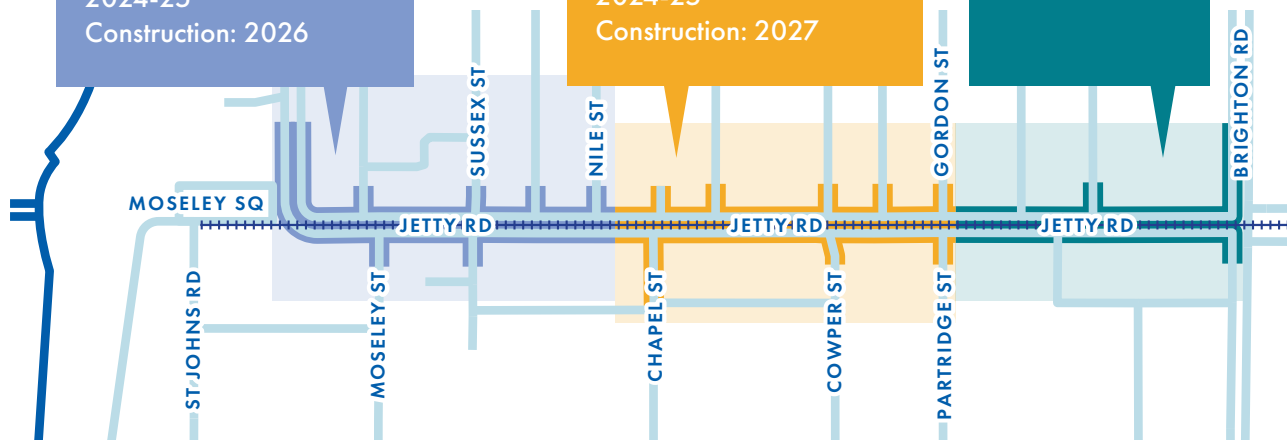
For more information on these and other projects planned for 2024-25, view the full *Annual Business Plan* at holdfast.sa.gov.au/annual-plans

TRANSFORMING JETTY ROAD, GLENELG PROJECT

COAST
Community consultation on draft concept designs: 2024-25
Construction: 2026

TRANSITION
Community consultation on draft concept designs: 2024-25
Construction: 2027

CITY
Construction begins Spring 2024



Improved pedestrian safety and accessibility

Creative and functional street lighting and furniture

Water sensitive urban design

More green spaces, trees and low-level plantings

MAJOR ACHIEVEMENTS 2023-24

A full list of achievements will be outlined in the *Annual Report* published in December 2024.

Former Buffalo site
planning completed, and construction commenced

Glenelg Oval stages 3 and 4 completed

Sturt Creek biodiversity corridor - Shannon Avenue completed

Transforming Jetty Road, Glenelg
 > Secured \$10 million in Australian Government funding
 > Announced commencement of project

Disability Discrimination Act compliant ramps installed throughout the city

Kingston Park Kiosk completed



Financial Summary

HOW OUR FUNDS ARE SPENT

OPERATIONAL

Services	Million	Other Operational Expenditure	Million
Development Services	\$1.48	Financial Services – Depreciation	\$11.69
Property Management	\$2.49	Operational New Initiatives	\$0.16
Community Wellbeing	\$0.98	Regional Landscape Levy	\$1.51
Community Safety	\$2.37	Project Management Costs Capitalised	-\$1.07
Communications and Engagement	\$0.63	Total expenditure on other operational	\$12.29
Public Realm and Urban Design	\$0.59	Total Municipal Operational Expenditure	\$56.66
Environmental Services	\$1.31	CAPITAL Expenditure	Million
Field Services and Depot	\$8.92	Transport	\$3.92
Street Lighting	\$0.70	Open Space and Coastal Buildings	\$1.36
Engineering	\$1.75	Buildings	\$1.47
Waste Management	\$4.68	Plant, Equipment & IT	\$1.58
Library Services	\$1.98	Stormwater (a further \$1m provided under New Initiatives)	\$0.14
City Activation	\$1.69	Capital New Initiatives	\$12.41
Tourism & Events	\$1.63	Project Management Capitalised	\$1.07
Jetty Road Mainstreet Glenelg	\$0.73	Total Municipal Capital Expenditure	\$21.95
Commercial and Economic Enterprises	\$0.44		
Corporate Services	\$4.34		
Financial Services	\$4.32		
Innovation and Technology Services	\$3.34		
Total Expenditure on Services	\$44.37		

ALWYNDOR

Alwyndor is a self-funded business unit of the City of Holdfast Bay.

Total Revenue	\$49.16
Total Expenditure	\$48.58
Net Surplus (Deficit)	\$0.58

WHERE OUR FUNDS COME FROM

MUNICIPAL OPERATIONAL REVENUE

Rate Revenue	Million
Rates: General	\$44.21
Rates: New Properties	\$0.39
Rates: Jetty Road Glenelg	\$0.71
Rates: Patawalonga Marina	\$0.09
Rates: Regional Landscape Levy	\$1.54
Total Rate Revenue	\$46.94

Operational Revenue	Million
Statutory Charges	\$2.98
User Charges (including but not limited to revenue from commercial operations)	\$3.94
Investment Income	\$0.07
Reimbursements	\$0.73
Other	\$0.87
Total Operational Revenue	\$8.59

External Revenue	Million
Operating Grants and Subsidies	\$2.18
SRWRA – Equity gain	\$0.15
Total External Revenue	\$2.33
Total Municipal Revenue	\$57.86

RATES

Council has budgeted to raise \$45.4 million in revenue from general rates (excluding the Landscape Levy but including separate rates). This includes a rate increase of 7.1% for existing properties, which equates to an increase of \$126 per year for the average residential household. There has also been a rise in rates from newly developed properties of 0.95%.

We have also budgeted for additional income of \$10.93 million from a range of non-rate revenue sources, including but not limited to revenue from our commercial operations, grants and subsidies.

ASSISTANCE WITH YOUR RATES

Your rates are based on the value of your property, as assessed and set annually by the State Valuation Office.

You can pay your rates in full as a single payment or in quarterly instalments. Support may be available if you have difficulty in paying your rates.

If you are a residential ratepayer, you can apply to have your increase capped at 10%. This option aims to limit the impact of large increases in property values and is subject to the criteria set out in the application form.

For more information on rate structures, payment options and rebates plus eligibility criteria and application forms for rate capping, please visit holdfast.sa.gov.au/rates or contact us on 8229 9999.

FUNDING OUR PLANS FOR 2024–25

We have budgeted for:

- › A consolidated operating surplus of \$1,769,765 (Alwyndor surplus of \$577,088 and municipal operations surplus of \$1,192,677)¹
 - › A consolidated operating income of \$107 million to cover our operating expenditure of \$105 million
 - › A 7.1 per cent rate increase (excluding new development, separate rates and the Landscape Levy²)
- In 2024–25, we will invest \$65.75 million to provide services, implement programs and build or maintain essential assets, including:
- › \$43.64 million to provide services to our community
 - › \$9.54 million to upgrade and maintain community assets
 - › \$12.57 million for new capital infrastructure and service improvements

READ MORE ABOUT OUR PLANS

This document serves as a summary. For more information on our 2024–25 budget, services and projects, you can access a full copy of the *2024–25 Annual Business Plan*:

- › online at holdfast.sa.gov.au/annual-plans
- › at the Brighton Civic Centre, 24 Jetty Road, Brighton
- › at the Brighton Library, 20 Jetty Road, Brighton
- › at the Glenelg Library, 2 Colley Terrace, Glenelg

FINANCIAL MANAGEMENT

Guided by our Long-Term Financial Plan, our financial management takes a long-term view that ensures we maintain a sustainable financial and asset management position. The *2024–25 Annual Business Plan* forecasts a project borrowing requirement of \$10.9 million to fund the proposed program of works.

Council works with the following financial targets:

1. To achieve an operating ratio of 0–10%
2. To achieve a net financial liabilities ratio of less than 100%
3. To improve Council's asset sustainability ratio to be within the range of 90–110% over a five year period

¹ Alwyndor is a self-funding operation of the City of Holdfast Bay.

² The *Landscape South Australia Act 2019* requires councils to collect the Landscape Levy (formerly called the NRM Levy) on behalf of the state government.



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