

COMMITTEE AGENDA

Business and Economic Development Advisory Committee

Notice is hereby given pursuant to the provisions of the Local Government Act, 1999, that the next Meeting of the Confidential Business and Economic Development Advisory Committee will be held in the Council Chambers, 181 Unley Road Unley on

Wednesday 19 June 2024 5.30pm

for the purpose of considering the items included on the Agenda.

A handwritten signature in black ink, appearing to be 'PS', followed by a long horizontal line extending to the right.

Chief Executive Officer

MEMBERS

Councillor S Finos
Councillor D Palmer
Presiding Member A Abrahamzadeh
Independent Member G Goddard
Independent Member K Della-Torre
Independent Member J McNally
Independent Member N Sheehan
Independent Member A Hammett

ACKNOWLEDGEMENT

Ngadlurlu tampinhi, ngadlu Kurna yartangka inparrinhi. Ngadlurlu parnuku tuwila yartangka tampinhi.

*Ngadlurlu Kurna Miyurna yaitya yarta-mathanya Wama Tarntanyaku tampinhi. Parnuku yailtya, parnuku tapa purruna yalarra puru purruna.**

We would like to acknowledge this land that we meet on today is the traditional lands for the Kurna people and that we respect their spiritual relationship with their country.

We also acknowledge the Kurna people as the traditional custodians of the Adelaide region and that their cultural and heritage beliefs are still as important to the living Kurna people today.

*Kurna Translation provided by Kurna Warra Karrpanthi

ORDER OF BUSINESS

ITEM	PAGE NO
1. ADMINISTRATIVE MATTERS	
1.1 APOLOGIES	
Nil	
1.2 LEAVE OF ABSENCE	
Nil	
1.3 CONFLICT OF INTEREST	
<i>Members to advise if they have any material, actual or perceived conflict of interest in any Items in this Agenda and a Conflict of Interest Disclosure Form (attached) is to be submitted.</i>	
1.4 MINUTES	
1.4.1 Minutes of the Ordinary Business and Economic Development Advisory Committee Meeting held Wednesday, 17 April 2024	
1.5 DEFERRED / ADJOURNED ITEMS	
Nil	
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NEXT MEETING

Wednesday 21 August 2024 - 5.30pm

Council Chambers, 181 Unley Road Unley

INFORMATION REPORT

REPORT TITLE:	PRESIDING MEMBER REPORT
ITEM NUMBER:	2.1
DATE OF MEETING:	19 JUNE 2024
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	1. PRESIDING MEMBER REPORT

1. **PURPOSE**

The Presiding Member of the Business and Economic Development Advisory Committee has provided the attached report summarising the activities since the Committee was formed in March 2023.

2. **RECOMMENDATION**

BEDAC recommend to Council that:

1. The report be received.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

4. Civic Leadership

- 4.1 We have strong leadership and governance.

4. **BACKGROUND**

The Business and Economic Development Advisory Committee (Committee) is established in accordance with the requirements of section 41 of the *Local Government Act 1999* (the Act).

The Committee Terms of Reference provide that the Committee will consist of eight members, six of whom will be independent of Council and two Elected Members. The Independent Members have recent and relevant experience to ensure the effective discharge of the responsibilities of the Committee.

The Independent Members of the Business and Economic Development Advisory Committee commenced 27 March 2023. Their term concludes on 27 March 2025. The current Members are

- Independent Member Alex Hammett
- Independent Member Arman Abrahamzadeh (Presiding Member)
- Independent Member Garry Goddard
- Independent Member Joshua McNally
- Independent Member Kym Della-Torre
- Independent Member Nicole Sheehan

The Elected Members appointed until 27 March 2025 are:

- Councillor Don Palmer (Clarence Park Ward Councillor)
- Councillor Stephen Finos (Unley Ward Councillor)

Similar to the Audit & Risk Committee, the Committee has no delegated decision-making power from Council. All recommendations made by the Committee are put to Council for consideration.

Sitting fees per meeting attended for the Business and Economic Advisory Committee are:

- \$300.00 for the Presiding Member
- \$250.00 for an Independent Member

5. **DISCUSSION**

The Business and Economic Development Advisory Committee has met eight times since March 2023:

Date	Meeting
19 April 2023	Meeting
14 June 2023	Meeting
6 June 2023	Workshop
9 August 2023	Meeting
18 October 2023	Meeting
29 November 2023	Meeting
6 February 2024	Workshop
21 February 2024	Meeting

The Presiding Member has prepared a report summarising the activities of the Committee for the period of March 2023 to March 2024. A copy of the report is provided as Attachment 1.

Attachment 1

6. **REPORT AUTHORISERS**

Name	Title
Peter Tsokas	Chief Executive Officer

Presiding Member Annual Report – May 2024

Business and Economic Development Advisory Committee

Since its inaugural meeting in April 2023, the City of Unley's Business and Economic Development Advisory Committee (the Committee) has made significant strides in its operations, a noteworthy achievement given its diverse membership and recent establishment. The Committee has effectively transitioned through its formative stages and solidified its position over the past 12 months and is using the City of Unley's Economic Development Growth Strategy 2021-25 (the Strategy) as its road map. The Committee's efforts in continuing to engage with the business community, evaluating actions within the current Strategy, and fostering innovation will be pivotal for the preparation of next Economic Development Growth Strategy.

Significant emphasis was placed by the Committee on ensuring it had a thorough, fact-based understanding of the challenges and opportunities facing the City of Unley and its business community. The Committee focused on the following key areas:

- **Process and Governance:** understanding the frameworks within which the Committee operates and evaluating the Committee's work.
- **Business Demography and Analysis:** gaining insights into the business landscape within the City of Unley via a business survey conducted in late 2023 and ongoing regular pulse checks of the business community. There were also focus groups hosted and research commissioned, to better understand key industry sectors to our local economy.
- **City-Wide Strategy:** monitoring and delivering the actions within the current Strategy whilst evaluating and identifying potential areas for enhancement for a future strategy.
- **Mainstreet Trader Associations:** engaging with and understanding the operations (including business plans and budgets), objectives, and challenges of Mainstreet Trader Associations and their members. Empowering the Mainstreet Trader Association committee members and building their capacity as an effective volunteer management committee is pivotal for the sustained success of each Association.
- **Networking Opportunities:** facilitating networking events and workshops for local business and exploring other economic development enablers, including establishing the City of Unley Business Awards.
- **Influence on Economic Outcomes:** recognising the committee's potential and limitations to impact economic development, including deep dives into processes to generate a more business friendly approach.

To date, the Committee has made numerous recommendations to Council, of which some of the key items are:

- Undertaking annual economic snapshots
- Creating the Unley Business Survey
- Consulting on the Mainstreet Trader annual Expenditure Plans
- Inviting key Mainstreet Trader Associations to present to the Committee annually and the establishment of the Business Precinct Leadership group that meets quarterly
- Decommissioning Find Your Everything

- Instigating the Economic Development Policy
- Establishing an economic uplift of Business Precincts through Service Level Agreements and Improvement Plans.

In its first year, the Committee has made substantial progress in overseeing the implementation of the current Strategy and laying a strong foundation for the next Economic Development Growth Strategy. The primary focus for the Committee for the remainder of its tenure will be translating this foundational work into effective strategies that will inform the City of Unley's next city-wide strategy.

The Committee remains committed to supporting the economic prosperity of the City of Unley and ensuring that the business and broader community continue to thrive.

INFORMATION REPORT

REPORT TITLE:	BUSINESS PULSE SURVEY RESULTS - MARCH 2024
ITEM NUMBER:	2.2
DATE OF MEETING:	19 JUNE 2024
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	NIL

1. **PURPOSE**

This report provides BEDAC with the results of the six-month business 'pulse check' (March 2024) – six months on from the first Unley Business Survey that was conducted in September 2023.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report be received.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

4. Civic Leadership
- 4.2 Council provides best value services to the community.

4. **BACKGROUND**

The Economic Development Growth Strategy (2021-2025) reflects Council's commitment to economic growth, assisting and supporting the business sector, strengthening the local economy, and ensuring that the City of Unley is known as a great place to do business. The Strategy provides five objectives for economic growth, reflecting feedback from Council and the business community, framed by the City of Unley's Community Plan 2033, and the 30 Year Plan for Greater Adelaide.

The first objective within the strategy is the provision of Civic Leadership in Economic Development – a whole of city approach to facilitate and promote business growth and investment, ensuring desirability of the City of Unley as a business destination. One way to measure this is by undertaking surveys of our business community.

A comprehensive business survey was conducted in September 2023 by an independent market researcher. The outcomes of this survey were provided to BEDAC in November 2023 and a statement was released to the business community in December 2023.

At the 29 November 2023 meeting, BEDAC recommended that six-monthly pulse surveys be undertaken to determine if we are making a shift on the September 2023 sentiment.

A survey was released in March 2024, with a pulse check on:

1. Business confidence
2. Experience with working with Council, and
3. Sentiment in relation to recommending others to the City of Unley as a place to do business.

As at the September 2023 survey, the following data (through a statistically relevant sample size of 403 completed surveys) was provided on these three areas:

1. Business confidence: 52% of our business community felt confident about the future.
2. Experience with working with Council was an average of 3.4 out of 5.

It was unlikely that businesses would recommend the City of Unley as a place to do business with a net promoter score of -27.8.

5. DISCUSSION

Economic Development Initiatives Since September 2023

Since the last survey, the following initiatives have been communicated through monthly e-newsletters, networking events and Electronic Direct Mail (EDMs):

- Creation of the Unley Business Guide, a one-stop-shop A5 booklet to communicate the variety of support available for businesses within the City of Unley;
- Ongoing updates to the *Your Business* website with investor information, networking events and workshops, home based business information, and outdoor dining and footpath trading information;
- Development of an Unley Visitor Map - a resource for both locals and visitors, to enhance visibility of our local business precincts and visitor attractors;
- Initiation of an Eastern Regional Alliance (ERA) Business Advisory Service, being one-on-one free mentoring support in a number of disciplines including general business, marketing, cyber security, search engine optimisation and more;
- Consultation with all property owners that pay a Mainstreet Levy to provide feedback on proposed Business Precinct Expenditure Plans for the 2024/25 financial year;

- Creation of a Precinct Leadership Group for the Mainstreet Coordinators and Chairs;
- Partnership with Southern Business Connections (a professional networking not for profit association) to conduct Quarterly professional networking within the City of Unley;
- Training was offered on Governance to Mainstreet Committee Members.;
- Re-establishing the Business Concierge service (Businesses first point of entry to the Council) and conducting Business Friendly customer experience deep dives into Planning and Development processes;
- Instigating projects to enhance our Business Precincts through Service Level Agreements and Business Precinct Improvement Plans;
- Hosting of focus groups, and commissioning of research, to better understand key industry sectors that are vital to our local economy;
- Curation of a calendar of business workshops and events; and
- Instigation of the City of Unley Business Awards to celebrate our business community.

March 2024 Unley Business Pulse Survey

The March 2024 Unley Business Pulse Survey was designed to see if improvements were being made. The survey was created to correspond with the questionnaire in September 2023; was simple and easy to complete; and allowed the feedback to remain anonymous. The survey was open for the month of March 2024.

The Pulse Survey was promoted through the monthly Unley Business E-News as well as the February networking event. 16 people responded to the survey.

Results

As seen in Figure 1 below, of the 16 respondents, 2 (13%) businesses were from Fullarton, 1 (6%) business was from Goodwood, 1 (6%) business was from Highgate, 3 (19%) businesses were from Hyde Park, 2 (13%) businesses were from Malvern, 1 (6%) business was from Myrtle Bank, 1 (6%) business was from Parkside, and 5 (31%) businesses were from Unley.

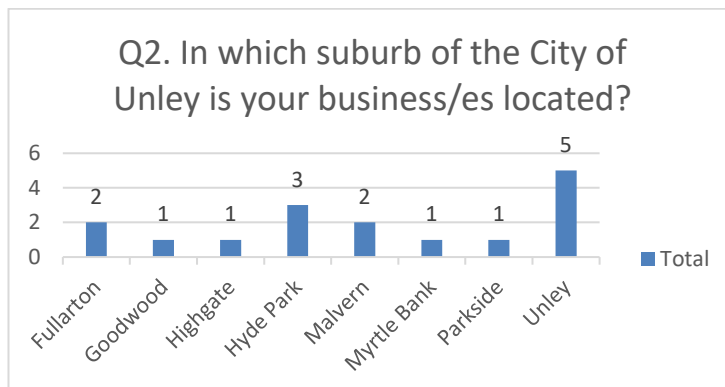


Figure 1: Where was the business located?

As seen in Figure 2 below, of the 16 respondents, 1 (6%) selected Don't know / not sure regarding how confident they feel about their business prospects for the next 12 months. 1 (6%) business feels Extremely confident, 2 (13%) feel Extremely worried, 5 (31%) feel Fairly confident, 3 (19%) feel Fairly worried, and 3 (19%) feel Neither confident nor worried. This indicates that 38% are Confident, 31% are Neutral and 31% are Worried.

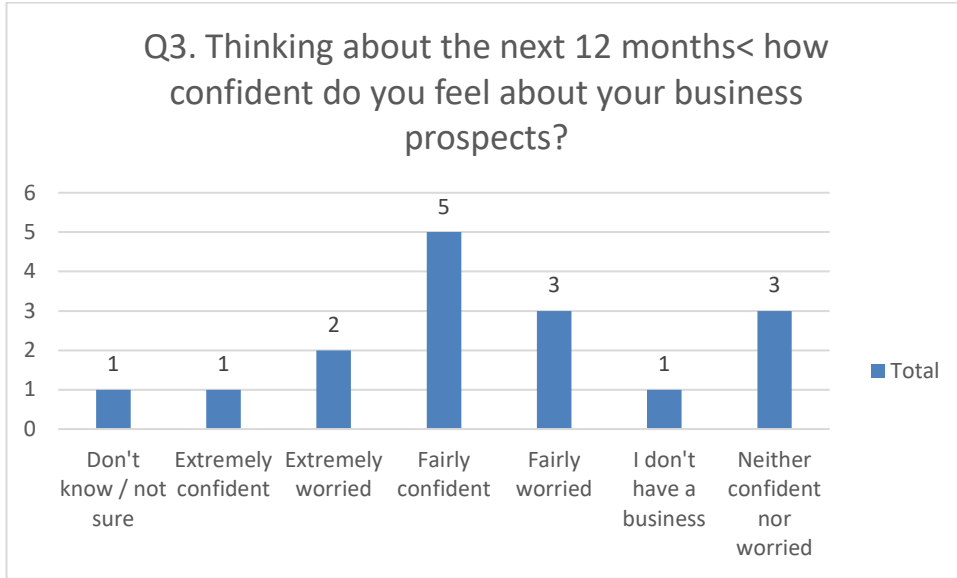


Figure 2: Business Confidence

As seen in Figure 3 below, of the 16 respondents, 4 (25%) respondents have not connected with Council for any reason in the last 12 months, and 12 (75%) have connected with Council in the last 12 months. A diverse range of sentiments regarding business prospects is evident, with responses spanning from extremely confident to extremely worried. This indicates varying levels of optimism and concern among local businesses.

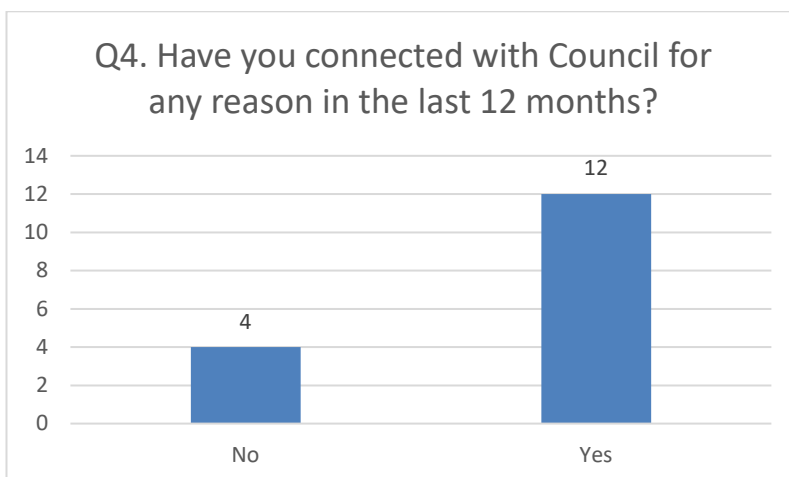


Figure 3: Interaction with Council Question

As seen in Figure 4 below, of the 16 respondents, 2 (7%) businesses responded Business networking, 6 (20%) businesses responded Economic development, 2 (7%) business indicated Hard rubbish collection, 2 (7%) selected Infrastructure issues, 3 (10%) respondents said Meet Mayor / Elected Members, 2 (7%) respondents indicated Parking issues, 3 (10%) selected Street cleaning, 1 (3%) said Planning approval, 8 (27%) responded Traders Association, and 1 (3%) business mentioned Waste issues.

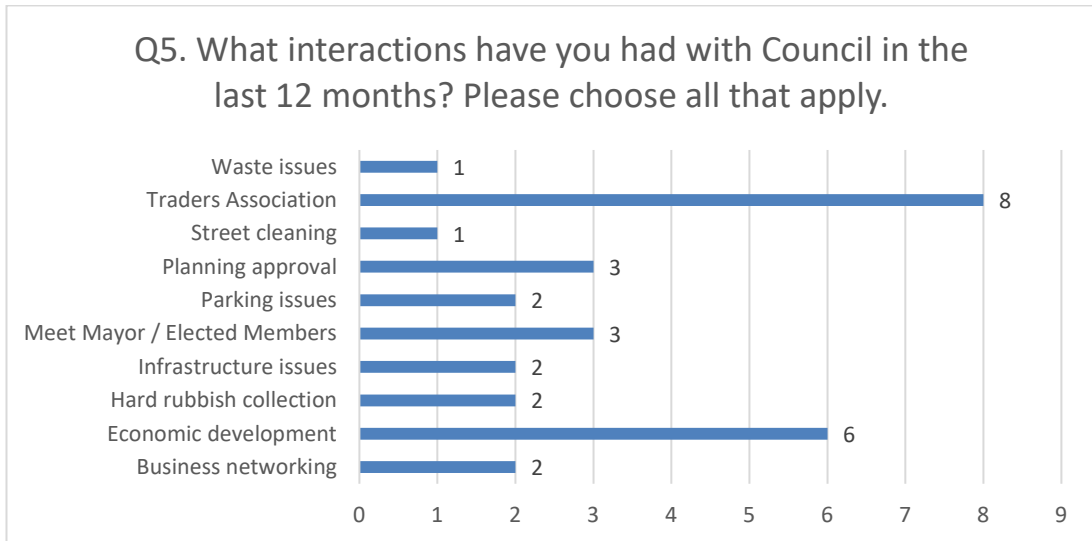


Figure 4: Areas of Interaction with Council

As seen in Figure 5 below, of the 16 respondents, 1 (6%) business rated their experience in doing business with Council as one out of five, 2 (13%) businesses rated business with Council as two out of five, 4 (25%) businesses rated working with Council a three out of five, 6 (38%) businesses scored Council four out of five, and 3 (19%) ranked working with Council five out of five.

Responses to the rating of the experience in doing business with the Council range from poor to excellent, with the majority falling in the middle range, creating an average score of 3.5 out of 5.

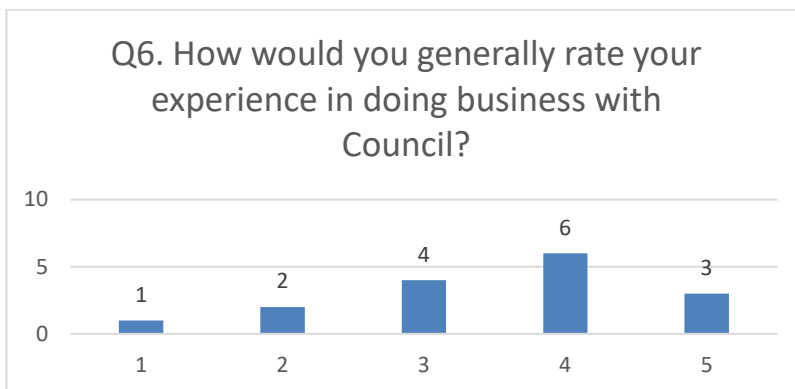


Figure 5: Experience with Council

As seen in Figure 6 below, of the 16 respondents, 1 (6%) business scored 1 on a scale of 1 to 10 for how likely is it that you would recommend the City of Unley as a place to do business to others contemplating buying or starting a business in the area (1 is extremely unlikely and 10 is extremely likely). 2 (13%) businesses rated City of Unley as three out of ten. 3 (19%) businesses indicated five out of ten, 2 (13%) businesses ranked six out of ten, 3 (19%) businesses said seven out of ten. 1 (6%) business selected eight out of ten, 2 (13%) businesses scored nine out of ten, and 2 (13%) indicated that they would recommend City of Unley as ten out of ten.

The likelihood of recommending Unley as a place to do business varies among respondents, with ratings ranging from extremely unlikely to extremely likely. This indicates differing perceptions of Unley's suitability as a business destination. This creates an average score of 6.13.

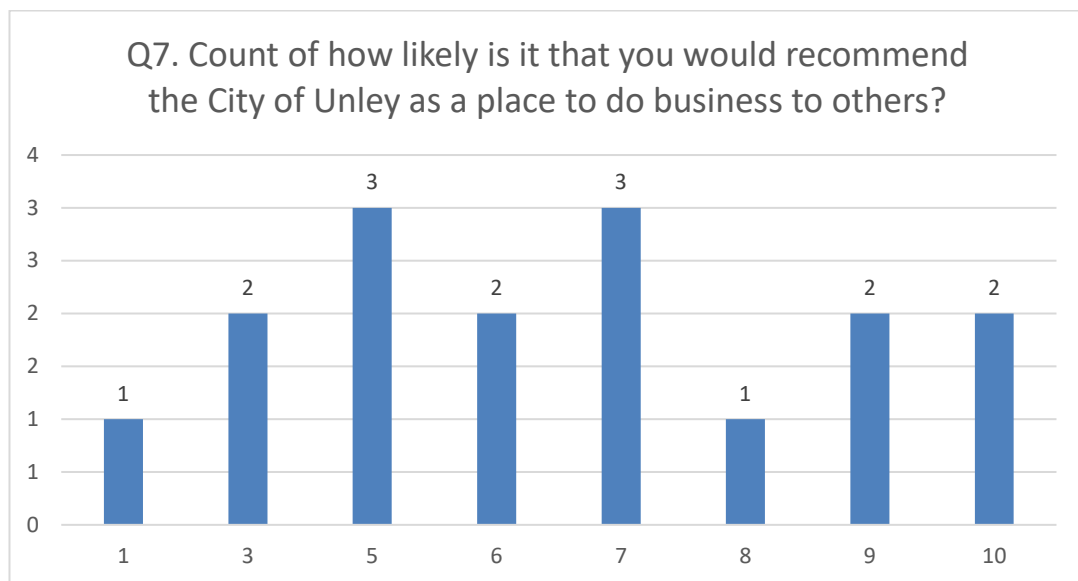


Figure 6: Likelihood of Recommending the City of Unley as a place to do business

Net Promoter Score (NPS) is a metric used to measure customer satisfaction with a service by asking customers to rate (typically out of ten) their likelihood of recommending the company, product, or service. Based on the above responses, respondents are categorised into three groups:

Promoters (score 9-10) are highly satisfied and likely to recommend the City of Unley to others. Passives (score 7-8) are satisfied but not necessarily enthusiastic. They are considered somewhat neutral and may not actively promote or detract. Detractors (score 0-6): These are people who are dissatisfied and unlikely to recommend the City of Unley as a place to do business.

NPS scores can range from -100 to +100. A positive score indicates that there are more promoters than detractors, while a negative score indicates the opposite. A higher NPS generally indicates higher customer satisfaction and loyalty, while a lower NPS suggests areas for improvement.

From this data, four respondents are Promoters (25%), four respondents are Passive (25%), and eight respondents are Detractors (50%). Therefore, the NPS for the City of Unley based on the provided data is -25. In September 2023, 16% of respondents were promoters, while 43% were detractors, this created an average of 6.5 out of 10 and a Net Promoter Score (NPS) of -27.8. Hence, the City of Unley's NPS has increased by 2.8%.

Within the survey, there was an open question for respondents to provide constructive feedback. The following suggestions were offered:

- More clarity on the services provided by the City of Unley for business is needed;
- More off-street car parking solutions need to be considered;
- More support for sustainability initiatives for small business;
- Make improvements to Business Precincts to increase safety;
- More education and guidance from the Planning and Regulatory services team;
- More options for small business as the cost of rent is pushing some businesses out of the City of Unley; and
- Make improvements to the *Your Business* website to make it easier to navigate.

Summary of Results

The small response rate of 16 suggests a significant challenge in engaging the local business community for feedback. Such a low response rate can skew perceptions and misrepresent the sentiments of the broader business population within the City of Unley.

To improve future feedback solicitation efforts, a multifaceted approach could be considered. Diversifying the methods of outreach beyond surveys alone, such as in-person interviews, focus groups, or digital platforms, could encourage greater participation. Better collaboration with local business associations can also potentially increase the survey's reach.

The following table provides a snapshot of the results of the business pulse survey:

Topic	Performance September 2023	Performance March 2024	Change
Business confidence	52% felt confident about the future	38% felt confident about the future	Decrease of 14%
Experience with working with Council	Average interaction with Council was 3.4 out of 5.	Average experience doing business with Council was 3.5 out of 5	Increase of 0.1

Topic	Performance September 2023	Performance March 2024	Change
Sentiment in relation to recommending others to the City of Unley as a place to do business	It was unlikely that businesses would recommend the City of Unley as a place to do business with a net promoter score of -27.8	NPS -25	Increase of 2.8%

This pulse survey indicates that the sentiment has not largely shifted since September 2023 with regard to customer experience and the promotion of the City of Unley as a place to do business. However, business confidence has dropped.

6. REPORT AUTHORISERS

Name	Title
Peter Tsokas	Chief Executive Officer

INFORMATION REPORT

REPORT TITLE:	UNLEY GALA ECONOMIC DATA REPORT
ITEM NUMBER:	2.3
DATE OF MEETING:	19 JUNE 2024
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	NIL

1. **PURPOSE**

This report provides a summary of the economic data for the Unley Gala Event that was delivered by the City of Unley on 20 January 2024.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report be received.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

3. Economic Prosperity

3.2 Thriving main streets and other business activities operate across our City.

4. **BACKGROUND**

The Unley Gala (formerly Unley Gourmet Gala) is Adelaide's longest running associated event held in conjunction with the Santos Tour Down Under.

The Unley Gala was held on Saturday 20 January 2024, from 5.00pm - 11.00pm on King William Road, Unley, South Australia. The road was closed to traffic for this period.

The event was free and featured food stalls, fashion parades, activities for children, live music, and entertainment. The Unley Gala costs the City of Unley \$297,500.

Proposed Outcomes

The following objectives applied to Unley Gala:

1. Stimulate the local economy by providing an opportunity for Unley businesses to generate income at the event.
2. Raise the profile of the City of Unley to visitors from Greater Adelaide as well as visitors from interstate and overseas.
3. Enhance the City's reputation as a great place to shop, live, work and do business.
4. Encourage return visitation to City of Unley businesses.

The Unley Gala provided an opportunity for retailers and restaurants to showcase their produce, wine and fashion at a street party that was expected to attract more than 20,000 visitors.

Business Engagement and Pre-Event Planning

It was critical that this event was seen as an opportunity to participate for all businesses within the City of Unley. To this end, the City of Unley worked with key stakeholders to:

- Ensure minimal disruption to King William Road (KWR) businesses within the event area.
- Maximise participation from the whole of the City of Unley business community.
- Identify opportunities to raise foot traffic to KWR, Goodwood and Unley Road.
- Look for opportunities to support return visitation to participating businesses after the event and monitor this for three months post the event.
- Ensure businesses have a high customer experience with Council and feel that they have been heard and included in the success of the event.

To ensure that these objectives were met, a Business Engagement Plan was developed including an action and communication plan. Key deliverables were:

- A marketing kit for businesses to use on their own socials;
- An Unley Visitor Map was created for distribution;
- Uploading information for businesses to the Your Business website – a Council maintained website (a central spot for all businesses to keep up to date with the event);
- Communicating Unley Gala opportunities in the Unley Business E-Newsletter and Electronic Direct Mail (EDMs);
- Walking King William Road to speak to local businesses regularly; and
- A local business leader was appointed to the Unley Gala Elected Member Working Group.

Through these channels, the Unley business community was encouraged to participate and take advantage of the event by:

- Thinking of a creative way to engage with the crowd;
- Offering vouchers with an incentive to encourage return visitation;
- Holding a sale or provide special offers in conjunction with the event;
- Hosting a VIP event;
- Running a competition on the night;
- Increasing their database by getting people to subscribe for the chance to win a prize; and
- Running a promotion in the lead-up to the event.

5. **DISCUSSION**

Business Participation

The Unley Gala event precinct started just before Bloomsbury Street, Goodwood and went to Park Street, Hyde Park where the Main Stage was held. Within the Event Precinct, 40 businesses had a street presence as a vendor. These businesses were from Hyde Park (43%), 10 from Unley (25%), 7 from Goodwood (18%), 3 from Parkside (8%), 1 from Forestville (3%), 1 from Malvern (3%) and 1 from Wayville (3%).

14 businesses participated in offering a voucher for the Unley Visitor Bags (1,000 bags) that were distributed to attendees. The following businesses participated: Antica Pizzeria, Sejour Club, Phil Hoffman, St Louis, Raj on Taj, Ooh La La Lash Boutique, Alexia Hair & Makeup, The Bride Lab, Toop & Toop, Acai Affair, Fish out of Water, Unley Trader Association, Reusably, Facialistas, and Organic Facelift by Magalie.

Within three (3) months of the event, two (2) vouchers have been redeemed at Ooh La La Lash Boutique, and one (1) has been redeemed at Phil Hoffman, with two (2) other voucher recipients visiting Phil Hoffman without redeeming.

Accommodation providers were approached for booking data in January 2024 compared to previous years however, this information has not been forthcoming.

Local Spend Analysis within the City of Unley (LGA area)

The City of Unley subscribes to SpendMapp - a platform that tracks actual expense transactions by location, time, and industry. Within SpendMapp, there is an event tracker that draws on the daily spend database and allows for comparing the period during which an event occurs with one (1) or more benchmark periods.

The following table provides trend data within the City of Unley for the weekend of the event.

Category	Expenditure (\$)			Difference from 23-24 (%)
	22 Jan 2022	21 Jan 2023	20 Jan 2024	
Travel	64,834	88,200	20,935	-76%
Grocery Stores & Supermarkets	385,064	445,131	445,870	0.2%
Transport	183,314	162,606	187,807	15%
Personal Services	217,708	202,696	244,656	21%
Specialised Food Retailing	281,117	282,944	392,466	39%
Dining & Entertainment	704,730	908,473	1,650,973	82%
Furniture & Other Household Goods	0	23,834	0	-100%
Light Industry	45,647	63,806	47,015	-26%
Department Stores & Clothing	134,953	136,358	128,981	-5%
Bulky Goods	23,206	25,747	11,430	-56%
Specialised & Luxury Goods	235,943	225,882	256,784	14%
Professional Services	177,037	121,443	177,951	47%
TOTAL	2,453,553	2,687,120	3,564,868	33%

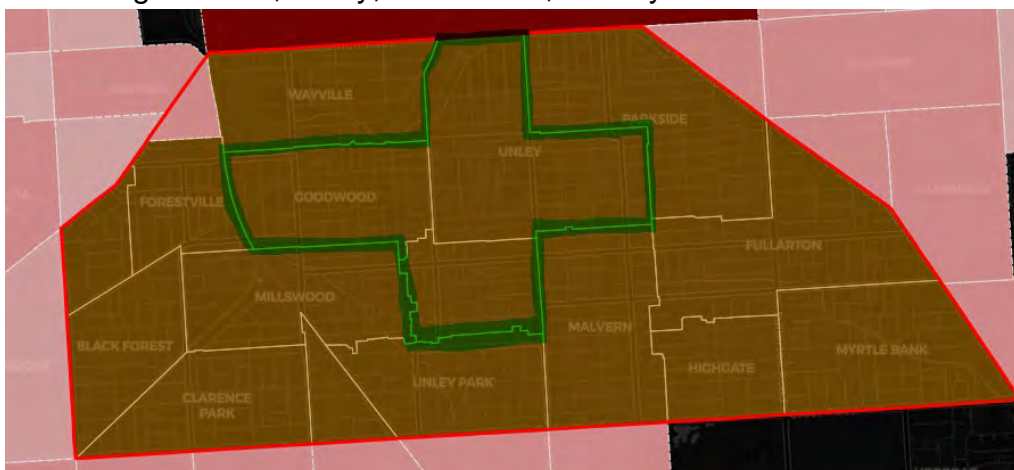
Table 1: Local Spend in Unley on Saturday in January for 24, 23 & 22 (9 Feb 24).

The local spend in the City of Unley on Saturdays in January has increased over the past three (3) years, from \$2,453,553 in 2022, to \$3,564,868 in 2024. This indicates a growing economic activity in the area. Categories such as Dining and Entertainment and Specialised Food Retailing have experienced substantial growth, suggesting an increased interest in leisure activities and culinary experiences among residents and visitors.

A zero means that there were no transactions for that category.

Local Spend Analysis within the Event Precinct

To understand a more direct impact that the event has, the next SpendMapp analysis looks at the event precinct which encompasses the following suburbs, Unley, Goodwood, and Hyde Park as shown below.



Unley Gala Event Precinct (Unley, Goodwood, and Hyde Park)

The following table provides trend data within the Event Precinct for the weekend of the event.

Category	Expenditure (\$)			Difference from 23-24 (%)
	22 Jan 2022	21 Jan 2023	20 Jan 2024	
Travel	9,527	9,296	0	-100%
Grocery Stores & Supermarkets	232,888	299,685	285,989	-5%
Transport	72,300	41,158	84,113	104%
Personal Services	142,435	155,387	166,353	7%
Specialised Food Retailing	190,459	221,355	296,905	34%
Dining & Entertainment	420,100	546,926	1,063,244	94%
Furniture & Other Household Goods	0	23,834	0	-100%
Department Stores & Clothing	126,103	125,753	122,639	-2%
Bulky Goods	19,545	16,620	0	-100%
Specialised & Luxury Goods	73,966	98,104	114,491	17%
Professional Services	71,344	78,678	79,968	2%
TOTAL	1,258,667	1,616,796	2,213,702	37%

Table 2: Local Spend in Unley and Goodwood and Hyde Park on Saturday in January for 24, 23 & 22 (Source – 9 Feb 2024)

The local spend across the event precinct saw an increase over the three (3) years, from \$1,258,667 in 2022, to \$2,213,702 in 2024. Similar to the City of Unley data, Dining and Entertainment and Specialised Food Retailing are the top-spending categories.

It is evident that Saturdays in January see a surge in economic activity. Dining and Entertainment emerges as the leading category, with an expenditure of \$1,063,244 on 20 January 2024. This suggests that the Unley Gala event likely played a role in attracting patrons to local restaurants and entertainment venues. Specialised Food Retailing also shows a notable increase on 20 January 2024, indicating higher demand for specialty food items during the event period. Other categories such as Personal Services and Specialised & Luxury Goods also witnessed an increase in spending during the Gala.

Average Spend Data on a Saturday in January

The following table provides average spend trend data for Saturdays within January 2024.

Category	Expenditure (\$)				Difference from 20 Jan 2024 - Ave Sat night in Jan 2024 (%)
	6 Jan 2024	13 Jan 2024	20 Jan 2024	27 Jan 2024	
Travel	0	0	0	0	0%
Grocery Stores & Supermarkets	250,657	304,033	285,989	337,549	-4%
Transport	64,110	86,376	84,113	61,899	19%
Personal Services	107,182	153,373	166,353	158,260	19%
Specialised Food Retailing	168,177	205,641	296,905	197,604	56%
Dining & Entertainment	601,908	614,065	1,063,244	598,855	76%
Furniture & Other Household Goods	0	0	0	59,405	-100%
Department Stores & Clothing	107,744	116,343	122,639	118,771	7%
Bulky Goods	12,712	0	0	9,526	-100%
Specialised & Luxury Goods	95,923	133,465	114,491	173,911	-15%
Professional Services	37,986	88,220	79,968	45,488	40%
TOTAL	1,446,399	1,701,516	2,213,702	1,761,268	35%

Table 3: Local Spend in Unley and Goodwood and Hyde Park on each Saturday in January 2024 (Source – 9 Feb 2024)

The average spend on a Saturday in January 2024 (6 January, 13 January and 27 January) was \$1,636,394.33. By subtracting this from the spend on 20 January 2024, it is evident that there was an additional spend of \$577,307.67 on the average January Saturday spend. There could be a direct correlation with the event occurring on this evening. Considering that City of Unley contributed \$297,500 to the event, it can be considered that for every \$1 that Council spent, \$1.95 was generated using the above logic.

Night-time Economy for January 2024

SpendMapp provides insights into the nighttime economy within the event precinct. The biggest spending night of the month of January 2024 was Saturday 20 January 2024 with a Total Local Spend of \$1.3M. This was made up of \$1.1M in Dining and Entertainment spending and \$0.3M spending in all other categories. In comparison, the biggest spending night of the month of January 2023 was Wednesday 25 January 2023 with Total Local Spend of \$0.8M. This was made up of \$0.5M in Dining and Entertainment spending and \$0.4M spending in all other categories.

Visitation

As part of the 2019 King William Road Upgrade, SAGE Automation led a major smart city project using industry-first solutions for King William Road. Technology capable of monitoring visitor counts and movements was installed. The technology uses bluetooth to detect unique Media Access Control (MAC) addresses from smart devices. A MAC address is assigned to every Bluetooth and Wi-Fi chip produced in the world. Using this technology there were 10,000 visitors at every hour of the event. However, it is important to note that not every person attending the Gala would have a smart device, for example children may not be included in this figure.

Of these approximate 10,000 visitors, a total of 201 visitors were surveyed at Unley Gala between 5:30pm and 9:00pm in which respondent postcodes were recorded. The results have been grouped into local (postcodes wholly or partly in the Unley council area) with the balance of the metropolitan area and interstate and overseas. Approximately, one third (38%) of all respondents were locals with other metropolitan residents making up most of the rest of the sample (55%), interstate and overseas visitors made up the remaining 7% of the sample.

Visitor Economy Analysis using REMPLAN

Another tool that the City of Unley subscribes to is REMPLAN. Using the data from the 201 surveys and the SAGE data, a potential tourism impact scenario can be determined through a formula in the REMPLAN *Tourism Analysis Model*. The estimated Expenditure per Visitor per Day data is sourced from TRA 2022 Tourism Profile and relates to the whole of City of Unley (not just the Event Precinct).

The following table provides the Total Estimated Expenditure by Visitors.

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	9,300	600	100	10,000
Number of Nights	n/a	1.00	1.00	
Estimated Expenditure per Visitor per Day (\$)	\$289	\$244	\$136	
Total Estimated Expenditure (\$)	\$2,687,700	\$146,400	\$13,600	\$2,890,000

Table 4: Total Estimated Expenditure by Visitors from REMPLAN (Source – 9 Feb 2024)

Using the above data inputs, the following table provides the perceived multiplier effects within the City of Unley of the Unley Gala.

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$2.848	\$0.809	\$1.022	\$4.679	1.284	1.643
Long Term Employment (Jobs)	19	3	4	26	1.158	1.368
Wages and Salaries (\$M)	\$0.835	\$0.212	\$0.239	\$1.286	1.253	1.539
Value-added (\$M)	\$2.848	\$0.809	\$1.022	\$4.679	1.284	1.643

Table 5: Tourism Impacts from REMPLAN (Source – 9 Feb 2024)

Under this scenario Gross Regional Product is estimated to increase by \$2.342 million (0.07%) to \$3,193.457 million. Contributing to this is a direct increase in output of \$2.848 million, 19 additional jobs, \$0.835 million more in wages and salaries and a boost in value-added of \$1.370 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$0.809 million, 3 more jobs, \$0.212 million more paid in wages and salaries, and a gain of \$0.379 million in terms of value-added.

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$1.022 million, employment by four (4) jobs, wages and salaries by \$0.239 million, and value-added by \$0.593 million. Under this scenario, total output is expected to rise by \$4.679 million. Corresponding to this are anticipated increases in employment of 26 jobs, \$1.286 million in wages and salaries, and \$2.342 million in terms of value-added.

The REMPLAN modelling tool suggests the Unley Gala Event had a much greater positive impact on the local economy than the SpendMapp analysis did. Both tools can be used on their own merit acknowledging the assumptions within both of the tools.

Post Event Business Community Feedback

The *Unley Gala Post-Event Survey* sought information in relation to experiences from participating, impact on sales, customer engagement, event organisation, promotional effectiveness, challenges faced and opportunities for improvement. The City of Unley also offered a face-to-face session to solicit feedback but due to a poor number of RSVPs this activity was cancelled.

There were 40 City of Unley businesses directly involved in the event, 14 businesses participated in the Unley Gala Tourist Bag and there were 161 businesses within the King William Road Event Precinct. All of these businesses were invited to participate in the post event survey. Of the 215 businesses contacted, 22 businesses completed the survey. The following information was received:

- *Participation and Comparison:* A majority (55%) of businesses were involved in Unley Gala for the first time. Responses regarding the comparison of this year's event to previous years were varied, with some respondents expressing satisfaction with this year's event while others noted areas for improvement.
- *Overall Experience and Impact:* Ratings were generally positive, with many businesses rating their experience as above average or excellent. Some respondents noticed an increase in foot traffic and customers during the Unley Gala compared to regular days. Responses varied, with some businesses experiencing higher sales and engagement, while majority reported no significant impact or even negative effects due to road closures.
- *Event Organisation and communication:* Opinions on organisation varied, with some finding the event well-organised and others mentioning challenges such as parking restrictions. Some businesses found the communication and information sufficient for preparation, while others suggested improvements in notifying about parking restrictions and event details.
- *Promotional Efforts and Attendance:* Opinions on promotional efforts varied, with some businesses considering them above average while others suggested improvements. Some respondents felt adequately informed about the event through promotional materials, while others mentioned challenges in attracting attendees.
- *Challenges and Suggestions for Improvement:* Parking restrictions and road closures were mentioned as challenges affecting business operations. Various suggestions were provided, including diversifying entertainment, addressing parking issues, and improving promotional strategies.

- *Community Engagement and Brand Image:* Many businesses noted a positive impact on community engagement and a sense of community on King William Road during the event. Opinions on the event's impact on the area's brand image varied, with some expressing positive sentiments and others highlighting potential negative impacts.
- *Likelihood of Future Participation and Influencing Factors:* Responses varied regarding future participation, with factors such as event timing, organisation, and impact on business influencing decisions.
- *Tour Down Under Feedback:* Ratings for the Tour Down Under varied, with some businesses expressing positive experiences and others noting challenges such as lower foot traffic and sales.
- *Additional Comments:* Some respondents provided additional feedback and suggestions for improvement, emphasising the importance of addressing parking issues, improving event promotion, and enhancing the overall experience for businesses and attendees.

Overall, the survey responses reflect a range of experiences and perspectives among businesses participating in the Unley Gala. Key areas for improvement include addressing logistical challenges, enhancing promotional efforts, and ensuring that the event benefits all stakeholders, including businesses, residents, and attendees.

Recommendations from the Business Community

To enhance the experience of future events the following recommendations could be considered.

- Host events during non-peak times of the week. SAGE Visitor Monitoring Data from February 2023 to February 2024 demonstrates that Sunday (12.2%) and Monday (13.3%) have the lowest visitor presence compared to other days of the week. Friday is the highest at 16.2%.
- Reduce the time allocated for promoting the road closures to visitors to ensure that business is not being turned away from the Mainstreet Traders.
- Create a 'digital visitor bag' so that Unley businesses can contribute an e-voucher to save on costs of printing and reduce the impact to the environment.
- Create activations with significance to cycling / Tour Down Under.
- Have more live art activations that engage the crowd like acoustic artists, face painting, cooking demonstrations, paint and sip classes, etc.
- Advocate for a Stage Finish so that the street party can start earlier and potentially only disrupt one day with road closures.
- Communicate how to get there as well as parking solutions, e.g. park and ride.

Summary of Objective Outcomes

Objective One

Stimulate the local economy by providing an opportunity for Unley businesses to generate income at the event was demonstrated by:

- \$3.564m spend compared to \$2.687m in 2023 on the same weekend (33% increase on previous year city wide) (SpendMapp data).
- 10,000 attendees consistently between 7.00-9.30pm (Sage Automation data).
- 40 participating businesses (count by City of Unley).
- \$2.34m increase in Gross Regional Product, (REMPLAN data).
- Estimate that for every \$1 invested by Council generated a \$1.95 return (Calculation by the City of Unley).

Objectives Two and Three

Raise the profile of the City of Unley to visitors from Greater Adelaide as well as visitors from interstate, and enhance the City's reputation as a great place to visit, shop, live, work, invest and do business was achieved by:

- Marketing and promotion reach – 2.754 million (Data from PR Agency).
- First-time attendees (48%) and attended previously (52%) (data from survey).
- 38% of attendees were City of Unley residents, 55% were from other parts of metropolitan Adelaide, and 7% were from interstate / overseas (data from event survey).

Objective Four

Return visitation was evident through:

- 94% of survey respondents said they were likely or very likely to revisit the King William Road precinct in the next three (3) months (data from survey), and
- The majority (76%) categorised themselves as very likely to revisit the precinct (data from survey).

6. REPORT AUTHORISERS

Name	Title
Megan Berghuis	General Manager, City Services
Peter Tsokas	Chief Executive Officer

INFORMATION REPORT

REPORT TITLE:	FEEDBACK RECEIVED ON PROPOSED EXPENDITURE PLANS
ITEM NUMBER:	2.4
DATE OF MEETING:	19 JUNE 2024
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	NIL

1. **PURPOSE**

This report provides the results of the recent business engagement relating to the 2024/25 FY proposed expenditure plans of Business Associations across four Business Precincts - King William Road, Unley Road, Goodwood Road, and Fullarton Road South.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report be received.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

4. Civic Leadership

4.1 We have strong leadership and governance.

4. **BACKGROUND**

In 2023, BEDAC recommended to undertake an engagement process in relation to Expenditure Plans supplied by Business Associations for the 2024/25 financial year because of value for money questions raised during the September 2023 Business Survey.

The Expenditure Plan for each Business Precinct was presented to BEDAC on 21 February 2024. Consultation on the proposed Expenditure Plans took place in April 2024. This report will close the loop on the feedback that was received by Property Owners and Businesses within the four Business Precincts.

5. **DISCUSSION**

Separate Rate Information (2023/24 FY)

A Separate Rate is a special levy declared on a specific, well-defined part of the City of Unley. Revenue generated from this Separate Rate is earmarked exclusively for the benefit of the area it is raised from and for the property owners who pay the Separate Rate. This Separate Rate is in addition to the General Council Rate applied to each property.

Pursuant to Section 166(1)(m)(i)(ii) of the *Local Government Act 1999* (Act), to avoid a liability that is inconsistent with the Annual Business Plan and/or that is unfair or unreasonable, the Council provided a discretionary rebate for the year ending 30 June 2024, in respect of each rateable assessment along Unley, Fullarton Road, Goodwood and King William Roads that is subject to a separate rate in the dollar (as above) for marketing, street beautification and minor value-added infrastructure, of any amount that exceeds a separate rate liability of \$2,000 in respect of a single assessment.

The following separate rates were declared by Council in June 2023:

Unley Road

A rate in the dollar of 0.0002658 on land with a land use of Commercial Shop, Commercial Office, and Commercial Other, with addresses along the entirety of Unley Road, to raise \$121,706 for use by the Unley Road Association Inc. to fund marketing, street beautification and minor value-added infrastructure for the financial year ending 30 June 2024.

Goodwood Road

A rate in the dollar of 0.000881 on land with a land use of Commercial Shop, Commercial Office, and Commercial Other, with addresses along Goodwood Road between Leader Street / Parsons Street to the north and Mitchell Street / Arundel Avenue to the south, to raise \$57,225 for use by the Goodwood Road Business Association to fund marketing, street beautification and minor value-added infrastructure for the financial year ending 30 June 2024.

King William Road

A rate in the dollar of 0.0014921 in respect of land with a land use of Commercial Shop with addresses along King William Road between Greenhill Road and Commercial Road, to raise \$150,350 for use by the King William Road Traders' Association Inc to fund marketing, street beautification, and minor value-added infrastructure for the financial year ending 30 June 2024.

Fullarton Road

A rate based upon a fixed charge of \$300 per rateable assessment on land with a land use of Commercial Shop, Commercial Office, and Commercial Other with addresses along Fullarton Road situated between Cross Road and Fisher Street to raise \$16,500 for use by the Fullarton Road South Traders Association Inc. to fund marketing, street beautification and minor value-added infrastructure for the financial year ending 30 June 2024.

This declaration process will occur again in June 2024 for the 2024/25 financial year.

Business Associations

The City of Unley has four Business Associations including Unley Road, King William Road, Fullarton Road South, and Goodwood Road, which are all independent Incorporated Associations under the *Associations Incorporations Act 1985*.

A Separate Rate on the City of Unley's Mainstreets empowers the respective Business Association to act as de facto "centre manager" for the benefit of their business community. This model enhances the coordination of marketing, promotion, and infrastructure development, ensuring that the City of Unley's Mainstreets remain competitive and vibrant in an ever-evolving retail landscape.

Business Associations play a crucial role in representing the interests of local businesses and the separate rate levy enables these associations to advocate for policies and initiatives that support their local business community and implement initiatives that enhance the overall Business Precinct.

For the 2024/25 financial year, the following table outlines the proposed budget requested from each Business Association:

Business Association	Separate Rate raised in 2023-24	Proposed Separate Rate 2024-25	% change
Unley Road	\$121,706	\$146,440	20%
King William Road	\$150,350	\$158,619	6.4%
Goodwood Road	\$57,225	\$60,658	5.5%
Fullarton Road	\$16,500	\$16,500	0.0%

To increase transparency of the requested 2024/25 FY budgets, the City of Unley wrote to Property Owners that paid a levy within business precincts in early April 2024. This letter was sent under the signature of the Presiding Member of BEDAC as well as the Chair of each Business Association.

The following table provides an indication of the number of letters and emails sent to each Business Precinct:

Business Precinct Levy Area	Number of Letters Sent	Number of Emails Sent
King William Road	55	96
Unley Road	233	The database was not supplied. Business Association Chairs were asked to email their business community.
Goodwood Road	54	91
Fullarton Road	25	The database was not supplied. Business Association Chairs were asked to email their business community.

In total, 367 letters, and 187 emails were delivered by the City of Unley.

Survey Results

Recipients of the letter were encouraged to provide feedback via a short survey. The survey closed on 30 April 2024. We received 11 survey responses and one phone call from the 554 letters and emails. The phone call was from an anonymous caller who thought that the levy was unlawful.

An overview of the responses is below.

1. Which Mainstreet are you on?

● Goodwood Road	2
● King William Road	5
● Unley Road	1
● Fullarton Road	3



2. Are you the business owner or the property owner?

● Business Owner	6
● Property Owner	2
● Other	3



3. Do you think the proposed activities attached to the letter provided meet the needs of your Mainstreet?



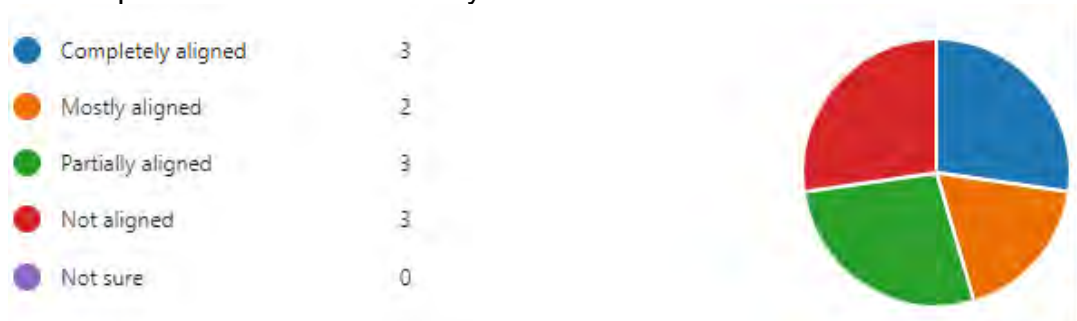
4. Do you think the proposed activities attached to the letter provide value for money?



5. How satisfied are you with the proposed budgeted activities presented by your Mainstreet Business Association for the 2024/25 financial year?



6. To what extent do you believe the budgeted activities align with the expectations and needs of your Mainstreet?



7. Considering the areas of priority that you identified in the Unley Business Survey in September 2023, how well do you think the proposed budget initiatives address the following aspects?

Topic Highlighted in September 2023 Survey	1 – Poor	2	3	4	5 – Excellent
Safety	2 responses	0	3 responses	3 responses	3 responses
Promotion and visitation	3 responses	1 response	3 responses	1 response	3 responses
Precinct activation	2 responses	1 response	4 responses	1 response	3 responses
Communication and information	3 responses	0	4 responses	2 responses	2 responses
Networking opportunities	2 responses	0	6 responses	2 responses	1 response

8. Please provide constructive feedback or suggestions you have regarding the proposed Expenditure Plan.

Key messages from this answer include:

- Respondents asked for more to be done to improve Business Precincts and to increase safety.
- A respondent thought the separate rate levy was not fair or equitable across all businesses within the business precinct because the levy is collected based on the property valuation and classification. They thought the levy should be the same amount for all businesses and where there are multiple businesses operating from one property title, it should be applied to each business therein. It was thought that service based businesses who benefit from being on Mainstreets should also pay the levy. Businesses outside of the "food and shopping" precincts pay more than the average levy paid of all the businesses. It was thought that these businesses do not:
 - Receive measurable benefit from the marketing activations and social media promotions;
 - Receive a consistent look and feel along the Business Precinct; and
 - Receive any infrastructure such as flag poles, garden beds or street furniture.
- Respondents thought greater clarity in deliverables was required via a clear framework for reporting against to show the impact of the expenditure Plan.

9. Is there anything else you would like to share with us?

Key messages from this answer include:

- Respondents indicated that events and road closures do not necessarily increase patronage.
- Respondents indicated that the levy could be seen as a tax on small business and a levy should be the same for all members of a Business Precinct.
- Respondents were concerned that trees were covering signage leading to financial stress.
- Respondents thought better maintenance was required within Business Precincts.
- Respondents recommended a set of performance metrics per Association per event / activation is required and clear outcome reporting.
- Respondents thought Business Associations could survey their business community more regularly and more actively promote their Strategic Plans.

There was also some positive feedback in relation to Destination Highgate, whereby a respondent thought the Committee and Council were providing a good service within this Business Precinct.

This survey data has been shared with the Chairs and Coordinators of each of the Business Associations.

Lessons Learned

The sample size of 12 responses from 367 property owners represents only a small fraction of the total population, indicating a low response rate. While this limited sample provides some insights, its significance may be compromised in accurately reflecting the sentiments and needs of the broader business and property owner community.

In order to improve future feedback solicitation efforts, the City of Unley could consider implementing a multi-channel approach. This might involve utilising a variety of communication methods such as online surveys, mailed questionnaires, in-person interviews, and community meetings. Additionally, actively engaging with property owners through targeted outreach campaigns, fostering a culture of participation, and clearly communicating the importance and impact of their feedback could help increase response rates. This would require more resources to do this effectively.

To ensure a balanced perspective, efforts could also be made to specifically reach out to property owners who have had positive experiences or opinions.

This could involve highlighting success stories, providing incentives for participation, or conducting separate outreach initiatives to specifically capture positive feedback. In the future, the City of Unley could also ask a survey question about whether they are satisfied and have an early exit from the survey to increase participation.

6. REPORT AUTHORISERS

Name	Title
Peter Tsokas	Chief Executive Officer

DECISION REPORT

REPORT TITLE:	BANNERS POLICY
ITEM NUMBER:	2.5
DATE OF MEETING:	19 JUNE 2024
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	1. BANNERS POLICY 23 MAY 2011 2. DRAFT BANNERS POLICY 2024

1. **PURPOSE**

This report presents the proposed Banners Policy (Policy) for BEDAC's consideration and recommendation to Council for adoption.

This Policy regulates the use of banners under the care and control of the City of Unley. The Policy refers to the road banner sites and street pole banner sites across the City of Unley.

The Policy allows for banners to promote City of Unley specific or sponsored celebrations, major cultural and community festivals and events, and City of Unley business precincts, in line with Council's Community Vision. It also allows for the City of Unley to lease banners to third parties.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report be received.
 2. The revised Banner Policy as set out in Attachment 2 to this report (Item 2.5, Business and Economic Development Advisory Committee Meeting 19 June 2024) be presented to Council for adoption.
 3. The CEO be authorised to make minor editorial and formatting changes as required to the Banner Policy to finalise the document.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

3. Economic Prosperity

3.1 Unley is recognised as an easy place to do business.

4. **BACKGROUND**

The Banners Policy (Policy) considers Light Pole Banners (that go along the road) as well as Road Banners (that go across the road).

Banners have been installed in Unley for over 40 years and are long associated with the City of Unley.

The Goodwood Road banners were updated as part of the streetscape design in 2015. The King William Road banners were updated as part of the streetscape design in 2018. Both are now flag style banners attached to light poles. The concept of flag style banners is to provide colour and movement within the business precincts.

The Policy communicates to all stakeholders that the Council provides overhead and light pole banners within our Business Precincts and sets parameters of how these can be used and by whom.

The Policy was last reviewed in May 2011 and endorsed by Council on 23 May 2011. A copy of the existing Policy is included in Attachment 1.

Attachment 1

The Policy has been reviewed as part of the Council's program to ensure that its policies align with best practice.

5. **DISCUSSION**

The proposed Banners Policy (the Policy) is included in Attachment 2.

Attachment 2

As part of the review of the Banners policy, feedback was sought from staff as well as the Chairs of the Mainstreet Associations.

A tracked version of the changes to the policy has not been provided, given that the revisions to the format and content of the Policy are significant.

The Policy has been amended to simplify and standardise the document. The key material changes to the Policy include:

- The scope of the Policy, and the roles and responsibilities of staff have been defined;
- The objectives are more clearly articulated;
- The document identified as a high-level policy statement;
- Income generated from the Banners will be used for a Council Banners Program; and
- Removal of processes from the policy document to establish a set of Guidelines to support the administration of this policy.

A set of guidelines and a Banners Program will be finalised to support the Policy by staff.

Income generated by the banners will be returned to Council for maintenance, structural risk assessments and for the delivery of the Banners Program. This means that income will no longer be disbursed to the four Business Associations.

6. POLICY IMPLICATIONS

6.1 Financial/budget implications

- N/A

6.2 Risk Management (identification and mitigation)

- A risk assessment has been undertaken in relation to the Policy, and all recommendations from the assessment have been included within the documentation. The proposed guidelines will further emphasise the importance of identifying, measuring, and managing risk.

6.3 Staffing/Work Plans/Additional Resource Impact

- Additional resources are not required.

6.4 Climate / Environmental Impact

- Nil

6.5 Social/Economic

- This Policy aligns with the Economic Development Growth Strategy (2021-2025).

7. ANALYSIS OF OPTIONS

Option 1 – BEDAC recommends to Council that:

1. The report be received.
2. The revised Banner Policy as set out in Attachment 2 to this report (Item 2.5, Business and Economic Development Advisory Committee Meeting 19 June 2024) be presented to Council for adoption.
3. The CEO be authorised to make minor editorial and formatting changes as required to the Banner Policy to finalise the document.

This option recommends to Council the adoption of the Policy. Council policies are published on the City of Unley website once finalised.

Option 2 – BEDAC recommends to Council that:

1. The report be received.
2. Subject to the incorporation of the following amendments, the revised Banner Policy as set out in Attachment 2 to this report (Item 2.5, Business and Economic Development Advisory Committee Meeting 19/06/2024) be presented to Council for adoption.
 - Amendments to be determined by BEDAC.
3. The CEO be authorised to make minor editorial and formatting changes as required to the Banners Policy, to finalise the document.

The Business and Economic Development Advisory Committee may wish to make amendments to the Policy. If this is the case, the amendments should be articulated as part of the resolution.

8. RECOMMENDED OPTION

Option 1 is the recommended option.

9. REPORT AUTHORISERS

Name	Title
Peter Tsokas	Chief Executive Officer



AD0001: Banners Policy

Policy Type	Administrative Policy
Reference Number	AD0001
Responsible Department	Economic Development and Planning
Responsible Officer	General Manager
Legislation	N/A
Relevant Delegations	N/A
Related Policies and Procedures	COU120 Council's Role in Economic Development
Community Goal	2.3 Proactively develop stronger partnerships between business and Council to promote and facilitate economic development in the City.
Previous Policy No	54, COU121
Council Resolution	March 2008 CSP 16 Aug (348/10) C 23 Aug (717/10) CSP 16 May (31/11) C 23 May (135/11)
Date Adopted:	23 May 2011
Review Date:	2012
ECM Doc Set ID:	3248837

1. POLICY STATEMENT

This policy establishes guidelines for the hire of road banner sites and street pole banner sites for the display of banners.

2. PRINCIPLES

Individual traders, the general community and organisations may hire banner sites located in the retail precincts to promote cultural, sporting, special events or services specific to the residents and businesses of the City of Unley.

3. POLICY OBJECTIVES

- 3.1 To enhance the City's visual attractiveness, style and sophistication by decorating and enlivening Retail Precincts.
- 3.2 To convey an image of activity and excitement and reinforce the visual image associated with an event, activity, service or campaign to promote the City.
- 3.3 To convey information about cultural, sporting, recreational and tourist events, activities and festivals.

4. DEFINITIONS

“Banners: refer to a large cloth or material bearing a design or slogan.

“Installation fee” includes set up and removal costs.

“Road banner sites” are the large poles on King William Road (near Arthur Street and Park Street), Goodwood Road (near Greenhill Road and Cross Road) and on Unley Road (near Greenhill Road and Cross Road) which house banners which span the width of the roadway. All banners must meet the “Specification for Banner Construction and Fixing to Poles” set out in Attachment 1.

“Light pole banner sites” are positioned throughout King William, Goodwood and Unley Roads and house banners (ranging in size from 800-1200mm x 1600-2400mm) which are attached primarily to light or stobie poles. These banner spaces are not available for commercial hire, being provided solely for use by the City of Unley and main street associations.

“Commercial advertising” refers to content that specifically promotes an individual commercial concern. This does not include schools, Council operations or not-for-profit organisations located within the boundaries of the City of Unley. All hirers will be deemed to be corporate, private or commercial hirers unless appropriate documentation is provided to support not for profit, charity status or community benefit.

“Area of content of commercial advertising” is the total area of the banner taken up by the commercial advertisement.

5. PROCEDURES

5.1 Policy Direction

5.1.1 All banners must meet the guidelines as set out in the “Specification for Banner Construction and Fixing to Poles” as set out in Attachment 1.

5.1.2 The commercial advertising content of the banner must relate to businesses located within the boundaries of the City of Unley, or goods or services available within.

5.1.3 Banners will not be permitted that have advertising the City of Unley deems reasonably objectionable and conflicts with the City of Unley’s mission, values and corporate derived strategic priorities (ie the banner must not advertise political, sexual, racial or religious content or promote tobacco, smoking, gambling or illegal activities).

5.1.4 The content of the banner must not compromise or question the integrity of Council and in the event the banner is erected, it does not imply that the City of Unley endorses the message, event or product being advertised.

- 5.1.5 Special consideration will be given to banners which advertise a special historical event associated with a company or organisation located in immediate adjacent council areas that may provide regular services and/or relate directly to the community of Unley.

5.2 Booking Procedures and Fees

- 5.2.1 Individual traders, the general community and organisations may hire banner pole sites in the retail precincts to promote cultural, sporting, services or special events located within the boundaries of the City Of Unley. Special dispensation is available for professional health or educational services.
- 5.2.2 Installation and rental fees for hiring of light pole and road banner sites will be as specified in Council's Fees and Charges Register.
- 5.2.3 An installation fee applies to all banner bookings.
- 5.2.4 There is to be no rental fee for main street associations involved with the Unley Business and Economic Development Committee, or not-for-profit organisations based in the City of Unley to utilise the road banner and light pole banner sites. An installation fee will still apply to these groups.
- 5.2.5 Funds received from the rental of banner sites containing commercial advertising content will be placed into the operating budget of Economic Development and Planning and subsequently 50% of these funds will be forwarded to the incorporated main street associations of the defined precinct in which the banner is placed.
- 5.2.6 Priority will be given to Council in the promotion of its events and services to the community.
- 5.2.7 Council's Depot manages booking requirements for all banner poles. Bookings may be made up to 12 months in advance. The maximum length of time for the hire and use of a road banner site/s with commercial advertising content is 21 days (3 Weeks).
- 5.2.8 The maximum length of time for the hire and use of a road banner site/s with no commercial advertising content is 28 days (4 Weeks).

6. ROLES AND RESPONSIBILITIES

The Operations Manager is delegated the authority to consider and approve banner designs and applications to erect banners.

Council's Depot Administration will manage bookings for all banner poles.

Customer Service Officers are to accept payment for the banner bookings.



SPECIFICATION FOR BANNER CONSTRUCTION AND FIXING TO POLES

As at July 2008

BANNER CONSTRUCTION

DIMENSIONS

Banner Location	Mounting ring spacing in metres		Banner dimension in metres	Sag in mm	
	Horizontal	Vertical	Horizontal	Vertical	Vertical
Unley Road – north	19.4	1.3	12.0	1.25*	55
Unley Road – south	22.8	1.3	12.0	1.25*	60
King William Road - north	12.2	1.3	10.0	1.25*	30
King William Road - south	10.6	1.3	8.0	1.25*	30
Goodwood Road - north	26.9	1.3	12.0	1.25*	75
Goodwood Road - south	21.3	1.3	12.0	1.25*	60

*vertical dimension of banner can vary depending on the size of D-shackle

MATERIALS

FABRIC

Shall be coated textile designated as Heavy Duty in accordance with AS 2930 Textiles-Coated fabrics for tarpaulins. (e.g. TOUGHSTUFF XTRA REINFORCED VINYL)

EYELET

15mm brass or stainless steel. It can be painted to match banner colour.

JOINTING

Fabric shall be jointed using plastic welding.

ASSEMBLY

All edges vertical and horizontal shall be lapped by 50mm and jointed by plastic welding. 15mm eyelets shall be fixed at no greater than 500mm spacings along banner edge. The spacing between the banner edge and the centre of eyelet hole edge shall be 25mm.

WIND HOLES

Unley Road and Goodwood Road:

Two rows U-shaped 275mm x 350mm at 1200mm spacing. Location specified on the drawing.

King William Road:

Two rows U-shaped 200mm x 200mm at 1200mm spacing.

- The end of cutting shall be finished with 5mm diameter hole.
- Sharp ended holes or punctures are not allowed.

The City of Unley affixes the banner to wires strung between banner poles using the following materials and methods. This detail is provided to banner supplier as information.

STEEL ROPE FIXING TO THE POLES

MATERIALS

2 x length-	10mm diameter steel core high strength galvanized rope. One end with a thimble and clamped by steel or aluminium ally swaged sleeve. Other end whipped.
6 x -	10mm stainless steel shackle
2 x -	20mm rigging screws or turnbuckles steel turnbuckles with clevis and eye, minimum working load 2.5 ton
2 x -	thimbles
6 x -	double stainless steel wire rope grips

FIXING TO POLES

One end: shackle, rope end with a thimble.

Other end: shackle, turnbuckle, thimble, three double grips. The wire rope grips shall be applied at all times with the clip saddle on the loaded part of the rope and the U-bolt on the unloaded end of the rope. This ensures maximum safety and efficiency with ease and quickness of application. The rope decreases in diameter under loading and compression type grips should be retightened under full loading.

- All shackles and turnbuckles shall be secured against unscrewing.
- All ends of ropes shall be neatly tackled.

BANNER FIXING TO STEEL ROPE AND POLES

Banner shall be located at even spacing from the poles.

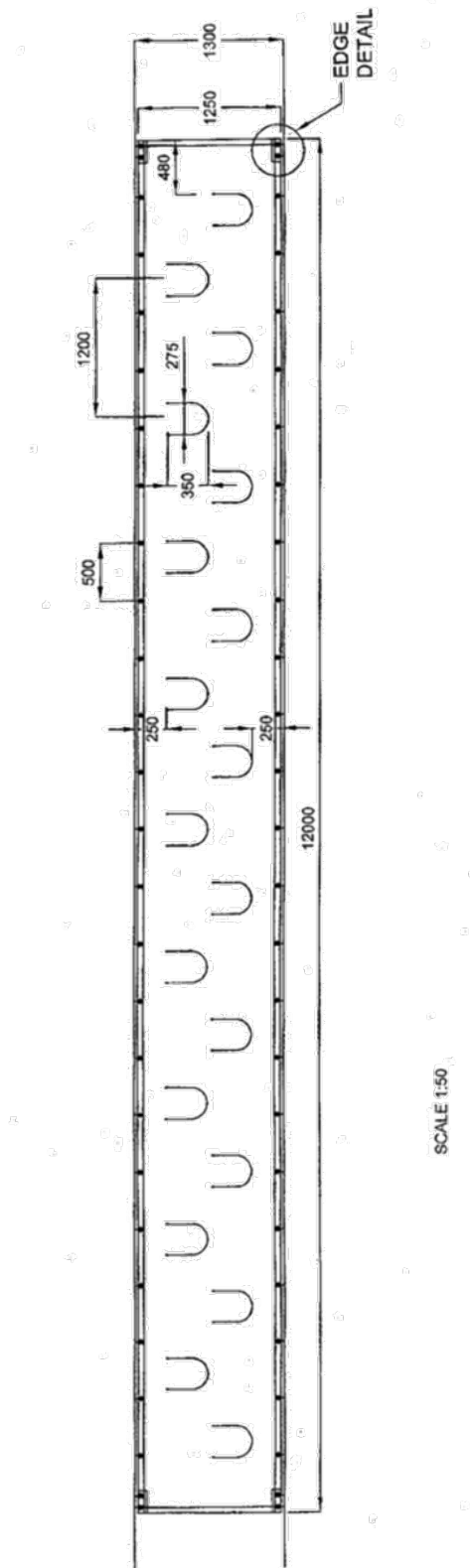
Stainless steel 6mm LONG DEE-shackles through banner eyelet and over steel rope.

The banner shall be stretched and located in position at each corner by two grips fixed to steel rope.

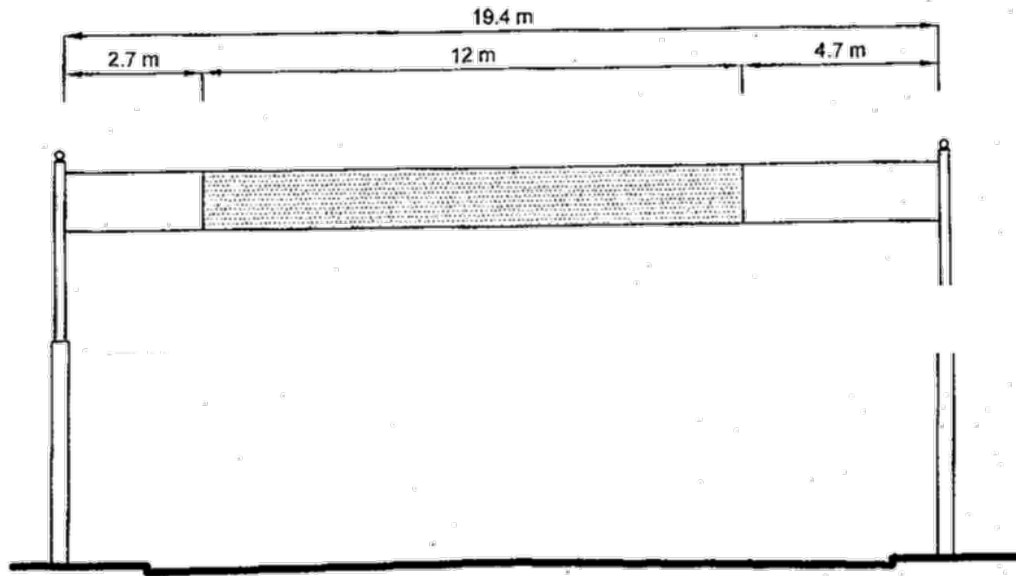
SAGGING

The upper steel rope shall not sag more than the lower.

BANNER DIMENSIONS FOR UNLEY ROAD

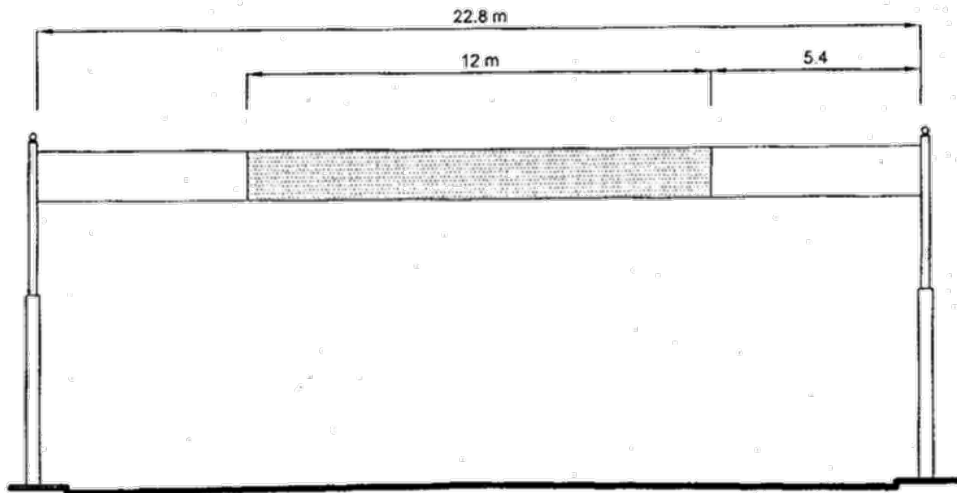


BANNER DIMENSIONS FOR UNLEY ROAD (Cont'd)



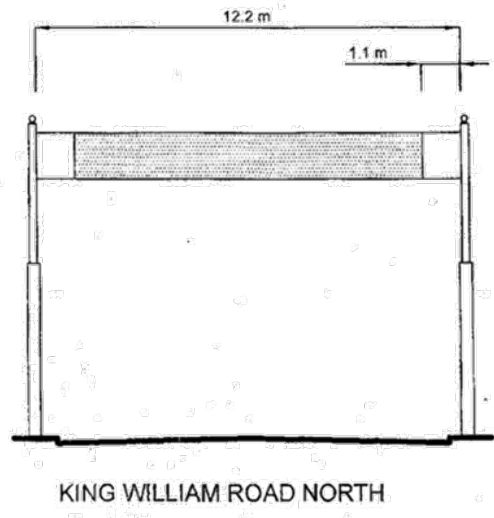
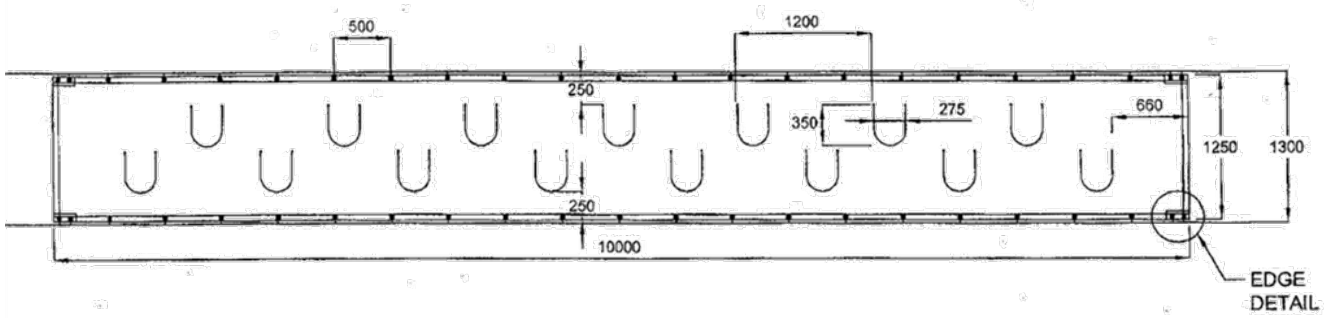
UNLEY ROAD NORTH

Banner is not in centre between the poles.

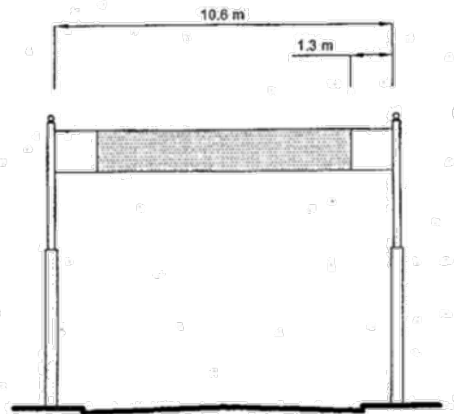
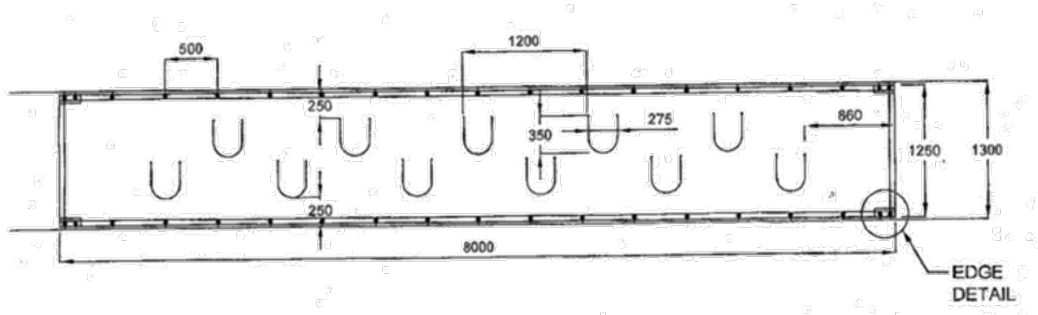


UNLEY ROAD SOUTH

BANNER DIMENSIONS FOR KING WILLIAM ROAD NORTH

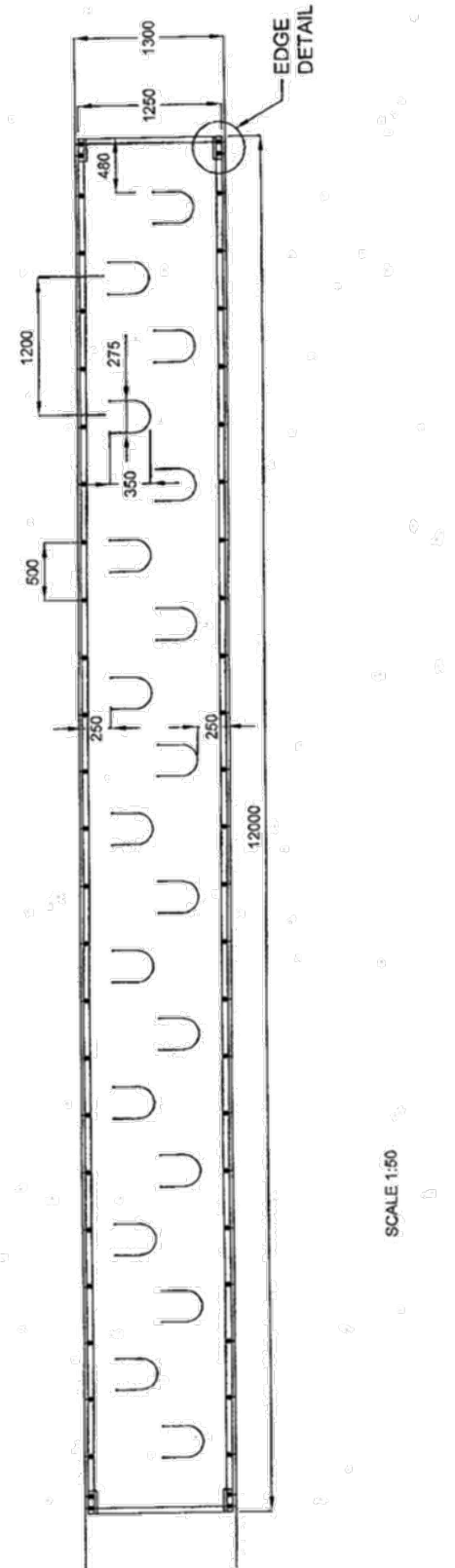


BANNER DIMENSIONS FOR KING WILLIAM ROAD SOUTH

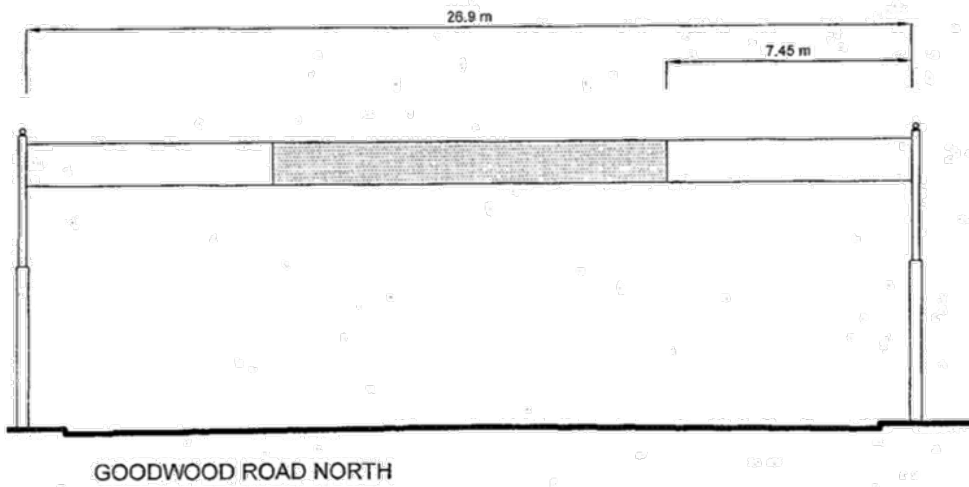
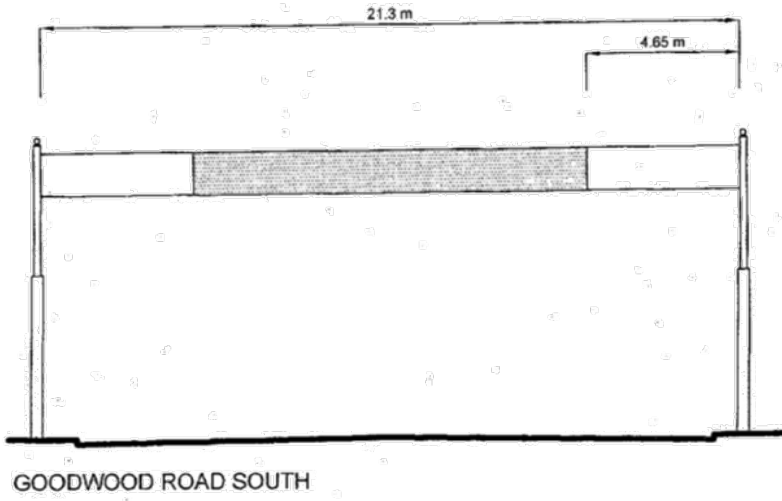


KING WILLIAM ROAD SOUTH

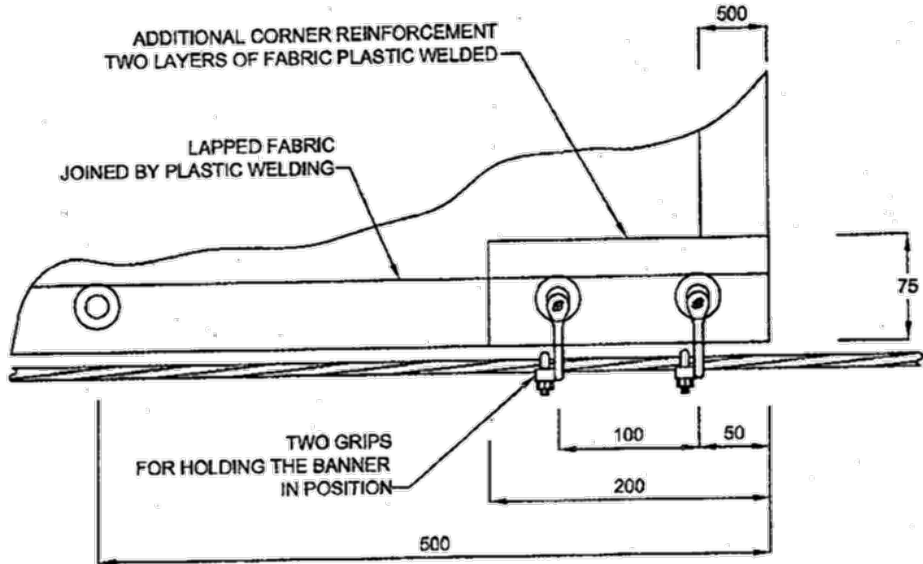
BANNER DIMENSIONS FOR GOODWOOD ROAD



BANNER DIMENSIONS FOR GOODWOOD ROAD (Cont'd)



BANNER EDGE DETAIL



THE FOLLOWING PAGES TO BE DELETED

Valid from 15 December 2004

SPECIFICATION FOR BANNER CONSTRUCTION AND FIXING TO POLES

BANNER CONSTRUCTION

DIMENSIONS

Banner Location	Mounting ring spacing in meters		Banner dimension in meters		Sag in mm
	Horizontal	Vertical	Horizontal	Vertical	Vertical
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* vertical dimension of banner can vary depending on the size of D-shackle

MATERIALS

FABRIC

Shall be coated textile designated as Heavy Duty in accordance with AS 2930 Textiles-Coated fabrics for tarpaulins: (e.g. TOUGHSTUFF XTRA REINFORCED VINYL)

EYELET

15 mm brass or stainless steel. It can be painted to match banner color.

JOINTING

Fabric shall be jointed using plastic welding.

ASSEMBLY

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WIND HOLES

Unley Road and Goodwood Road: two rows U-shaped 275 mm x 350 mm at 1200 mm spacing. Location specified on the drawing.

King William Road: two rows U-shaped 200 mm x 200 mm at 1200 mm spacing.

The end of cutting shall be finished with 5 mm diameter hole. Sharp ended holes or punctures are not allowed.

The City of Unley affixes the banner to wires strung between banner poles using the following materials and methods. This detail is provided to banner supplier as information.

STEEL ROPE FIXING TO THE POLES

MATERIALS

2 x length - 10 mm diameter steel core high strength galvanized rope. One end with a thimble and clamped by steel or aluminium alloy swaged sleeve. Other end whipped.

6 x - 10 mm stainless steel shackle

2 x - 20 mm rigging screws or turnbuckles steel turnbuckles with clevis and eye, minimum working load 2.5 ton

2 x - thimbles

6 x - double stainless steel wire rope grips

FIXING TO POLES

One end: shackle, rope end with a thimble.

Other end: shackle, turnbuckle, thimble, three double grips. The wire rope grips shall be applied at all times with the clip saddle on the loaded part of the rope and the U-bolt on the unloaded end of the rope. This ensures maximum safety and efficiency with ease and quickness of application.

The rope decreases in diameter under loading and compression type grips should be retightened under full loading.

All shackles and turnbuckles shall be secured against unscrewing.

All ends of ropes shall be neatly tackled.

BANNER FIXING TO STEEL ROPE AND POLES

Banner shall be located at even spacing from the poles.

Stainless steel 6 mm LONG DEE-shackles through banner eyelet and over steel rope.

The banner shall be stretched and located in position at each corner by two grips fixed to steel rope.

SAGGING

The upper steel rope shall not sag more than the lower.



BANNERS POLICY

Policy Type	Council
Responsible Department	Office of the CEO
Responsible Officer	Manager Economic Development and Strategic Projects
Related Policies and Procedures	<ul style="list-style-type: none"> • Economic Development Policy • Banners Guideline
Community Plan Link	<ol style="list-style-type: none"> 1. Community Living <ol style="list-style-type: none"> 1.2 Our Community participates in community activities, learning opportunities and volunteering 2. Economic Prosperity <ol style="list-style-type: none"> 3.2 Thriving main streets and other business activities operate across our City 3. Civic Leadership <ol style="list-style-type: none"> 4.2 Council provides best value services to the Community
Date Originally Adopted	March 2008
Last Review Date	<i>To be populated once adopted</i>
Next Review Date	<i>To be populated once adopted</i>
ECM Document No.	<i>To be populated once adopted</i>

1. PREAMBLE

- 1.1. This policy regulates the use of banners under the care and control of the City of Unley.
- 1.2. This policy refers to the road banner sites and street pole banner sites across the City of Unley.
- 1.3. This policy allows for banners to promote City of Unley specific or sponsored celebrations, major cultural and community festivals and events, and City of Unley business precincts in line with Council's Community Vision. It also allows for the City of Unley to hire these banners to third parties.



2. SCOPE

- 2.1 The City of Unley recognises the impact of banners in the public realm that adds vibrancy and to promote activities related to the City of Unley.
- 2.2 Banners can be hired by businesses, institutions and organisations that specifically relate to the City of Unley to promote the following:
 - Public conferences
 - Exhibitions
 - Civic Programs
 - Shows
 - Sporting Events
 - Concerts
 - Business Precincts and Activations
 - Charities
 - Major events / services / open days held by charities and not for profits
 - Events of state, national or international significance, or
 - Other complying activity as approved by the City of Unley.

3. PURPOSE

- 3.1. This policy seeks to:
 - 3.1.1. Enhance the City's visual attractiveness, style and sophistication by decorating and enlivening Business Precincts.
 - 3.1.2. Utilise banners within the public realm to convey an image of activity and excitement and reinforce the visual image associated with an event, activity, service or campaign within the City of Unley.
 - 3.1.3. Promote the City of Unley as a place to do business, invest, work, live and visit.

4. DEFINITIONS

<u>Term</u>	<u>Definition</u>
Banners	A large, stitched cloth bearing information, strung between two brackets either landscape or portrait styles.
Installation fee	The fee payable to install and remove banners as stipulated by the Fees and Charges Schedule of the City of Unley.
Road banner sites	A large, stitched cloth bearing a design, logo or slogan, strung across the street between two reinforced lighting columns. The large poles on King William Road (near Arthur Street and Park Street), Goodwood Road (near Greenhill Road and Cross Road) and on Unley Road (near Greenhill Road and Cross Road) which house banners which span the width of the roadway.
Light pole banner sites	Light pole banner sites are positioned throughout King William, Goodwood and Unley Roads and house banners which are attached primarily to light or stobie poles. The banners are not available for commercial



<u>Term</u>	<u>Definition</u>
	hire, being provided solely for use by the City of Unley and Business Precincts.
Hire Fee	The fee payable to lease the banners as stipulated by the Fees and Charges Schedule of the City of Unley.

5. ROLES AND RESPONSIBILITIES

<u>Role</u>	<u>Responsibilities</u>
Elected Members	<ul style="list-style-type: none"> Responsible for the approval and adoption of this Policy Must comply with the requirements of this Policy
Chief Executive Officer (CEO)	<ul style="list-style-type: none"> Must comply with the requirements of this Policy
Executive Management Team (EMT)	<ul style="list-style-type: none"> Must comply with the requirements of this Policy
Management Team	<ul style="list-style-type: none"> Must comply with the requirements of this Policy
Manager Economic Development and Strategic Projects	<ul style="list-style-type: none"> Responsible for the review and application of this Policy Promote the availability of the banners within the business precincts and encourage usage
All Employees	<ul style="list-style-type: none"> Must comply with the requirements of this Policy
Planning and Regulatory Services	<ul style="list-style-type: none"> Reserving the right to accept and provide a permit or reject applications under the Local Government Act 1999
City Development	<ul style="list-style-type: none"> Managing all enquiries and applications for the hire of banner sites Ensuring adherence to the Banner Policy and Banner Guidelines Arranging for the installation and removal of banners Providing bracket fixings that are certified by a structural engineer and approved by the stakeholders so that banners are safely installed on the poles Managing banner poles for use under the care and control of the City of Unley, including the purchase, installation and replacement of all brackets and fittings Maintaining an up-to-date database of banner poles and bookings which can be accessed at all times. Undertaking ongoing monitoring of banners during their display period to ensure they are maintained in good condition



Role	Responsibilities
	<ul style="list-style-type: none"> Undertake regular inspections and condition audits to inform asset maintenance and renewal
Strategic Communications	<ul style="list-style-type: none"> Reviewing the Banners section of the City of Unley website Promote the availability of the banners Promote the services of City of Unley
Operations Manager	<ul style="list-style-type: none"> Delegated the authority to consider and approve banner designs and applications to erect banners.
Customer Service Officers	<ul style="list-style-type: none"> Accept payment for approved banner bookings.

6. STATEMENT

6.1. Policy Direction

- 1.1.1. The Banner Guidelines will prescribe the process for applying to use banner sites, booking processes, terms and conditions, and associated costs.
- 1.1.2. The advertising content of the banner must relate to businesses located within the boundaries of the City of Unley, or goods or services or events or activities available within.
- 1.1.3. Banners will not be permitted to have advertising that the City of Unley deems reasonably objectionable and conflicts with the City of Unley's mission, values and corporate derived strategic priorities (i.e. the banner must not advertise political, sexual, racial or religious content or promote tobacco, smoking, gambling or illegal activities).
- 1.1.4. The content of the banner must not compromise or question the integrity of Council and in the event the banner is erected, it does not imply that the City of Unley endorses the message, event or product being advertised.
- 1.1.5. Special consideration will be given to banners which aim to stimulate the City of Unley economy or advertise cultural or special historical events associated with the Unley area.
- 1.1.6. Banners promoting activities of a company or organisation located in immediate adjacent council areas will also be considered if they provide regular services and/or relate directly to the community of Unley.
- 1.1.7. Income generated through the Banners will be used for Council's Banners Program.

7. DELEGATIONS

- 7.1. Nil applicable

8. LEGISLATION

- Local Government Act 1999 (SA)
- Planning, Development and Infrastructure Act 2016 (SA)
- Planning, Development and Infrastructure (General) Regulations 2017 (SA)



9. AVAILABILITY OF POLICY/PROCEDURE

9.1. The Policy/Procedure is available for public inspection during normal office hours at:

The Civic Centre,
181 Unley Road, Unley SA 5061.

A copy may be purchased for a fee as determined annually by Council.

It is also available for viewing, download and printing free of charge from the Council's website www.unley.sa.gov.au.

10. DOCUMENT HISTORY

Date	Version No.	Comment
March 2008	Version 1	
23 August 2010	Version 2	717/10
23 May 2011	Version 3	135/11



DECISION REPORT

REPORT TITLE:	PRIVATE CAR PARK AMALGAMATION INCENTIVE POLICY
ITEM NUMBER:	2.6
DATE OF MEETING:	19 JUNE 2024
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	<ol style="list-style-type: none">1. PRIVATE CAR PARK AMALGAMATION INCENTIVE POLICY 28 OCTOBER 20192. DRAFT PRIVATE CAR PARK AMALGAMATION POLICY 2024

1. **PURPOSE**

This report presents the proposed Private Car Park Amalgamation Incentive Policy (Policy) following a review of the current policy, for BEDAC's consideration and recommendation to Council for adoption.

The Policy guides Council's intent to encourage landowners to amalgamate privately owned off-street car parking to improve the accessibility, usability, efficiency and traffic movements within City of Unley Business Precincts.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report be received.
 2. The revised Private Car Park Amalgamation Incentive Policy as set out in Attachment 2 to this report (Item 2.6, Business and Economic Development Advisory Committee Meeting 19 June 2024) be presented to Council for adoption.
 3. The CEO be authorised to make minor editorial and formatting changes as required to the Private Car Park Amalgamation Incentive Policy to finalise the document.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

4. Civic Leadership

- 4.1 We have strong leadership and governance.

4. **BACKGROUND**

The Private Car Park Amalgamation Incentive Policy was last reviewed in October 2019 and endorsed by Council on 28 October 2019. A copy of the existing policy is included in Attachment 1.

Attachment 1

The proposed Private Car Park Amalgamation Incentive Policy (Policy) has been reviewed as part of the Council's program to refine its policies and align with best practice.

5. **DISCUSSION**

Currently our Business Precincts have multiple landowners with their own off-street car parking. The amalgamation of privately owned off-street car parking has the potential to provide increased visitation to Business Precincts and a better customer experience.

It is proposed that the amalgamation of privately owned off-street car parks will only be considered for Council support when it is clearly demonstrated that one or more of the following benefits apply:

- Creation of additional car parks;
- Improved traffic movement efficiencies (i.e. side street to side street); and
- Increased public awareness of underutilised car parks.

The proposed Private Car Park Amalgamation Incentive Policy (Policy) is included in Attachment 2.

Attachment 2

As part of the review of the Private Car Park Amalgamation Incentive Policy, feedback was sought from staff as well as the Chairs of the Mainstreet Associations.

The Policy has been amended to simplify and standardise the document. The key revisions and improvements to the Policy are:

- Updated to current Planning and Development language.
- Updated to the latest policy template.
- Updated with the latest Council vision and plans.
- Neutralisation of language to accommodate all business precincts not just main streets.
- Added roles and responsibilities, and
- Added consideration to a percentage of set-up and maintenance costs under Clause 6.2.

Since the last review of the Policy in 2019, it has not been used. A number of attempts have been made to work with property owners in King William Road to activate this Policy, however these have been unsuccessful to date. This may suggest better promotion of the Policy and the development of partnerships with Property Owners is required to unlock better community outcomes in and around our Business Precincts.

6. POLICY IMPLICATIONS

6.1 Financial/budget implications

- Within existing resources and budget.

6.2 Risk Management (identification and mitigation)

- Incentivising car park amalgamation to enhance customer experiences within Business Precincts can offer benefits but it can also come with the following risks:
 - **Financial Risks:** There could be a significant financial investment required to support the amalgamation process, including set-up costs and ongoing maintenance.
 - **Gentrification and Displacement:** Improving car parks in business precincts could lead to gentrification, driving up property prices and rents. This may result in the displacement of lower-income residents and smaller businesses that can no longer afford to operate in the area.
 - **Environmental Concerns:** Encouraging more car parking could lead to increased traffic congestion and air pollution, especially if it attracts more vehicles to the area. This could counteract efforts to promote sustainable transport options and reduce carbon emissions.
 - **Social Equity Concerns:** The benefits of improved car parking facilities may not be evenly distributed across the community. Certain demographic groups, such as those with lower incomes or people with disabilities, might not fully benefit from the enhancements, exacerbating existing inequalities.
 - **Overreliance on Car Travel:** By prioritising car parking solutions, there's a risk of reinforcing a car-centric urban environment, discouraging alternative modes of transportation such as public transport, cycling, or walking.
- To mitigate these risks, Council can evaluate the potential impacts of car park amalgamation projects on a case-by-case basis and consider implementing measures to address concerns related to affordability, accessibility, environmental sustainability, and social equity. Additionally, the Council can involve key stakeholders in the decision-making process to help ensure that the needs and interests of all parties are considered.

6.3 Staffing/Work Plans/Additional Resource Impact

- Within existing resources.

6.4 Climate/Environmental Impact

- Nil.

6.5 Social/Economic

- This intent of this Policy supports the delivery of the Economic Development Growth Strategy (2021 – 2025).

7. ANALYSIS OF OPTIONS

Option 1 – BEDAC recommends to Council that:

1. The report be received.
2. The revised Private Car Park Amalgamation Incentive Policy as set out in Attachment 2 to this report (Item 2.6, Business and Economic Development Advisory Committee Meeting 19 June 2024) be presented to Council for adoption.
3. The CEO be authorised to make minor editorial and formatting changes as required to the Private Car Park Amalgamation Incentive Policy to finalise the document.

This option recommends to Council the adoption of the Policy. Council policies are published on the City of Unley website once finalised.

Option 2 – BEDAC recommends to Council that:

1. The report be received.
2. Subject to the incorporation of the following amendments, the revised Private Car Park Amalgamation Incentive Policy as set out in Attachment 2 to this report (Item 2.6, Business and Economic Development Advisory Committee Meeting 19/06/2024) be presented to Council for adoption.
 - *Amendments to be determined by BEDAC.*
3. The CEO be authorised to make minor editorial and formatting changes as required to the Private Car Park Amalgamation Incentive Policy, to finalise the document.

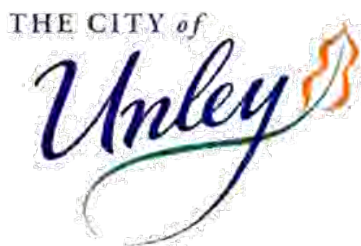
The Business and Economic Development Advisory Committee may wish to make amendments to the Policy. If this is the case, the amendments should be articulated as part of the resolution.

8. RECOMMENDED OPTION

Option 1 is the recommended option.

9. REPORT AUTHORISERS

Name	Title
Peter Tsokas	Chief Executive Officer



COU0010: PRIVATE CAR PARK AMALGAMATION INCENTIVE POLICY

Policy Type:	Council
Responsible Department:	City Development
Responsible Officer:	Coordinator Business and Economic Development
Related Policies and Procedures	<ul style="list-style-type: none"> • Onstreet Parking Policy • Car Parking Contributions Fund • Discretionary Rate Rebates
Community Plan Link	<i>Community Living:</i> 1.5 Our City is connected and accessible.
Date Adopted	22 July 2013: C820/13
Last review date	28 October 2019: C0117/19
Next review date	September 2022
Reference/Version Number	COU0010: Version 3
ECM Doc set I.D.	2067604

1. PREAMBLE

- 1.1 Council will endeavour to improve car parking accessibility, usability, efficiency and traffic movement for commercial precincts.

2. SCOPE

- 2.1 The amalgamation of privately owned car parks will only be considered for Council funding when there is clear demonstration of one or more of the following benefits:
- creating additional car parks;
 - improving traffic movement efficiencies (i.e. side street to side street);
 - increasing public awareness of underutilised car parks; and
 - consistency of equitable application

3. POLICY PURPOSE/OBJECTIVES

- 3.1 The policy guides Council's intent to encourage landowners to amalgamate privately owned rear car parks to improve the accessibility to Unley Mainstreet Precincts.
- 3.2 Council should play a coordinator / facilitator role to implement the long-term objective of improving car park accessibility and benefits which are realised by the amalgamation of privately owned rear car parks adjacent the Mainstreet Precincts.
- 3.3 The policy considers the following objectives:

- accessibility;
- equitable system;
- safety; and
- improved efficiencies.

3.4 The policy aims to provide a clear process for stakeholders to understand the steps involved.

3.5 The policy provides a transparent and equitable methodology for determining the level of support a landowner can expect from Council as an incentive to participate.

3.6 This policy is based on cooperation between individual landowners and Council.

4. DEFINITIONS

4.1 Not applicable.

5. ROLES AND RESPONSIBILITIES

5.1 Coordinator Business and Economic Development.

5.2 This policy will be reviewed on a three (3) yearly cycle, with particular attention to:

- the effectiveness of the policy in achieving its desired outcomes;
- the extent to which the policy provisions have been taken up; and
- the overall management of the policy.

6. POLICY STATEMENT

6.1 There will be no property acquisition or discriminatory outcomes (i.e. blocking access) under this policy.

6.2 Incentives may include:

- a percentage payment contribution to the cost associated with car park resurfacing treatment;
- a percentage payment contribution to undertake or redo car park line marking;
- additional signage including Council supplied digital signage indicating the number of car park spaces available to main street commuters;
- entering into a Land Management Agreement (LMA) with Council to share the use of the car park and enforce new parking time limits following the implementation of such controls to deter all day city commuter parking;
- Council producing and distributing a parking map for the residents and visitors to assist and promote the business tenants of the subject site to attract new customers based on an increased awareness of easy accessibility; and
- applying discounts on general rates for the term of the agreement.

6.3 The attached framework outlines the procedures associated with the policy to encourage landowners to amalgamate privately owned rear car parks (see Attachment 1).

7. POLICY DELEGATIONS

7.1 Information regarding the sub-delegated powers and duties is contained in Council's Delegations Register.

8. LEGISLATION

- *Private Parking Areas Act 1986*
- *Local Government Act 1999*

9. AVAILABILITY OF POLICY

9.1 The Policy is available for public inspection during normal office hours at:

The Civic Centre,
181 Unley Road, Unley SA 5061.

A copy may be purchased for a fee as determined annually by Council.

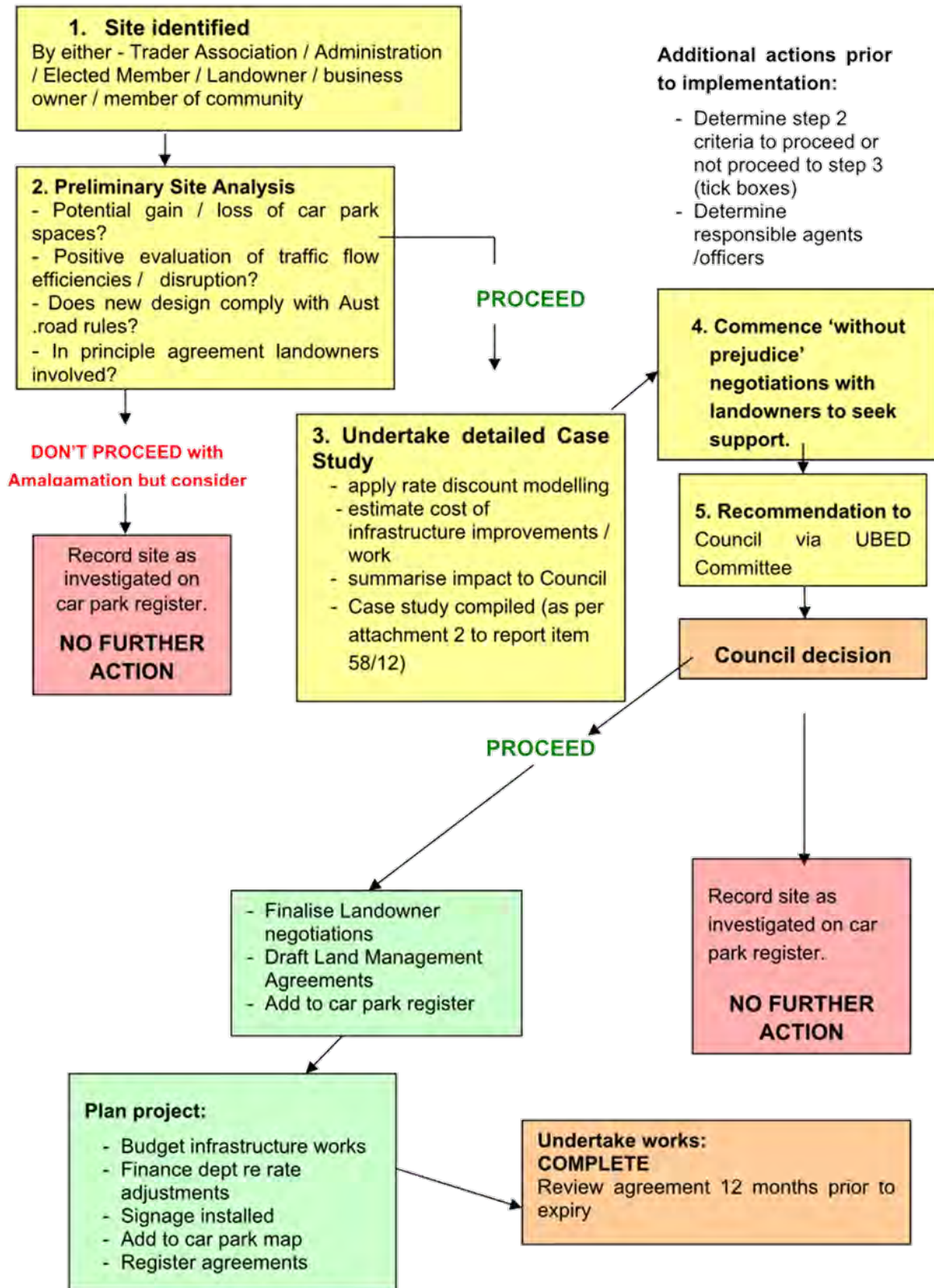
It is also available for viewing, download and printing free of charge from the Council's website www.unley.sa.gov.au.

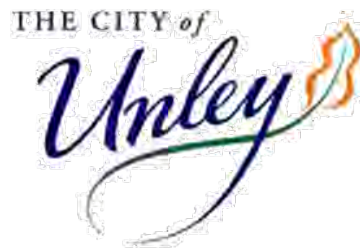
10. DOCUMENT HISTORY

Date	Ref/Version No.	Comment
22 July 2013	C820/13: V1	
26 Oct 2015	C290/15: V2	
28 October 2019	C0117/19:V3	

ATTACHMENT 1

Procedure Framework – Car Park Amalgamation / Efficiency Gains





PRIVATE CAR PARK AMALGAMATION INCENTIVE POLICY

Policy Type	Council
Responsible Department	Office of the CEO
Responsible Officer	Manager Economic Development and Strategic Projects
Related Policies and Procedures	<ul style="list-style-type: none"> • On-street Parking Policy • Car Parking Contributions Fund • Discretionary Rate Rebates • Economic Development Policy
Community Plan Link	<p>1. Community Living</p> <p>1.3 Our City meets the needs of all generations</p> <p>1.5 Our City is connected and accessible.</p> <p>3. Economic Prosperity</p> <p>3.1 Unley is recognised as an easy place to do business</p> <p>3.2 Thriving main streets and other business activities operate across our City</p>
Date Originally Adopted	22 July 2013: C820/13
Last Review Date	<i>To be populated once adopted</i>
Next Review Date	<i>To be populated once adopted</i>
ECM Document No.	2067604

1. PREAMBLE

- 1.1 Council will endeavour to improve off-street car parking accessibility, usability, efficiency and traffic movement for business precincts through facilitating the amalgamation of private car parks.

2. SCOPE

- 2.1 The amalgamation of privately owned off-street car parks will only be considered for Council support when there is clear demonstration of one or more of the following benefits:
- creating additional car parks;



- improving traffic movement efficiencies;
- increasing public awareness of underutilised car parks; and
- consistency of equitable application of car parking.

3. PURPOSE/OBJECTIVES

- 3.1 The policy guides Council's intent to encourage landowners to amalgamate privately owned rear car parks to improve the accessibility to City of Unley Business Precincts.
- 3.2 Council should play a coordinator / facilitator role to implement the long-term objective of improving car park accessibility and benefits which are realised by the amalgamation of privately owned car parks adjacent to Business Precincts.
- 3.3 The policy considers the following objectives:
- accessibility;
 - equitable system;
 - safety; and
 - improved efficiencies.
- 3.4 The policy provides a transparent and equitable methodology for determining the level of support a landowner can expect from Council as an incentive to participate.
- 3.5 This policy is based on cooperation between individual landowners and Council.

4. DEFINITIONS

- 4.1 Nil

5. ROLES AND RESPONSIBILITIES

5.1

<u>Role</u>	<u>Responsibilities</u>
Council Members	Must comply with the requirements of this Policy
Chief Executive Officer (CEO)	Promote this policy to Property Owners within the City of Unley
Executive Management Team (EMT)	Promote this policy to Property Owners within the City of Unley
Management Team	Promote this policy to Property Owners within the City of Unley
Employees	Must comply with the requirements of this Policy
Governance or Manager Economic Development and Strategic Projects	Responsible for the review and application of this Policy

- 5.2 This policy will be reviewed on a three (3) yearly cycle, with particular attention to:
- the effectiveness of the policy in achieving its desired outcomes;
 - the extent to which the policy provisions have been taken up; and
 - the overall management of the policy.



6. STATEMENT

- 6.1 There will be no property acquisition or discriminatory outcomes (i.e. blocking access) under this policy.
- 6.2 Incentives may include:
- 6.2.1 a percentage payment contribution to the cost associated with car park resurfacing treatment;
 - 6.2.2 a percentage payment of costs of ongoing maintenance, removal and disposal of fencing and / or other costs associated in achieving the desired outcome;
 - 6.2.3 a percentage payment contribution to undertake or redo car park line marking;
 - 6.2.4 additional signage including Council supplied digital signage indicating the number of car park spaces available to Business Precinct visitors;
 - 6.2.5 entering into a Land Management Agreement (LMA) with Council to share the use of the car park and enforce parking time limits following the implementation of such controls to deter all day parking;
 - 6.2.6 Council producing and distributing a parking map for the Business Precinct to assist and promote the business tenants of the subject site to attract visitors based on an increased awareness of easy accessibility; and
 - 6.2.7 applying discounts on general rates for the term of the agreement.
- 6.3 The attached framework outlines the procedures associated with the policy to encourage landowners to amalgamate privately owned rear car parks (see Attachment 1).

7. DELEGATIONS

- 7.1 Information regarding the sub-delegated powers and duties is contained in Council's Delegations Register.

8. LEGISLATION

- *Private Parking Areas Act 1986*
- *Local Government Act 1999*

9. AVAILABILITY OF POLICY

- 9.1 The Policy is available for public inspection during normal office hours at:

The Civic Centre,
181 Unley Road, Unley SA 5061.

A copy may be purchased for a fee as determined annually by Council.

It is also available for viewing, download and printing free of charge from the Council's website www.unley.sa.gov.au.



10. DOCUMENT HISTORY

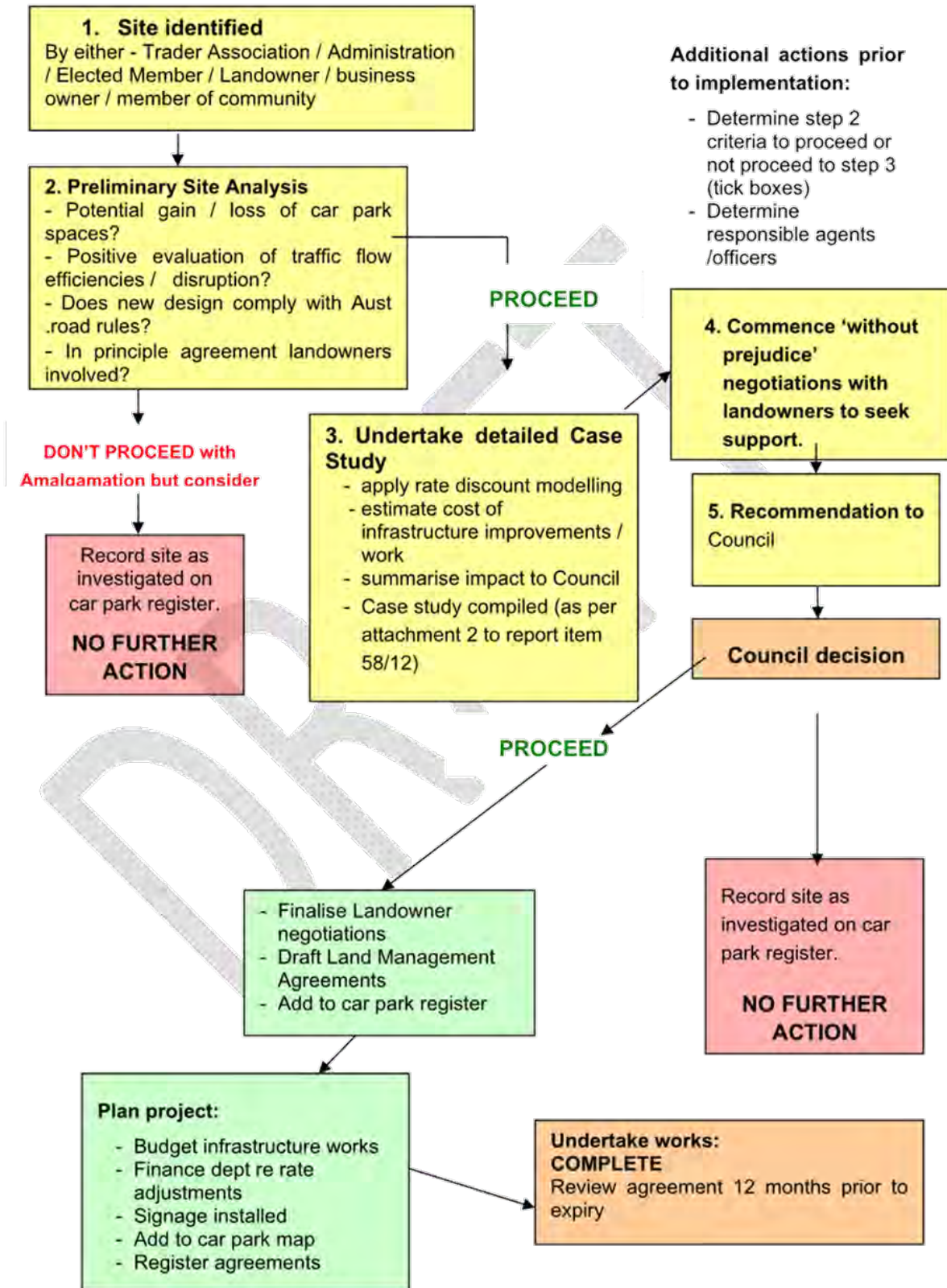
Date	Ref/Version No.	Comment
22 July 2013	Version 1	C820/13
26 Oct 2015	Version 2	C290/15
28 October 2019	Version 3	C0117/19
<i>To be populated once adopted</i>		

DRAFT



ATTACHMENT 1

Procedure Framework – Car Park Amalgamation / Efficiency Gains



DECISION REPORT

REPORT TITLE:	INDUSTRY SECTOR ANALYSIS REPORT
ITEM NUMBER:	2.7
DATE OF MEETING:	19 JUNE 2024
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	OFFICE OF THE CEO
ATTACHMENTS:	1. CONSULTANT REPORT - INDUSTRY SECTOR ANALYSIS 2. INDUSTRY ROUNDTABLES REPORT

1. **PURPOSE**

As part of the BEDAC 2023/24 Financial Year Workplan, a key action was to undertake an analysis of five key industry sectors that are important to the local economy. The five industry sectors included the wellbeing economy, creative industries, visitor economy, aged care, and the knowledge economy.

This report completes this action item and provides Members with the consultant's report, and an overview of the opportunities generated through the industry roundtables.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report be received.
 2. Further industry roundtables are conducted to refine the opportunities identified within these preliminary industry sessions.
 3. An industry lens be considered within the development of the next Economic Development Growth Strategy (2026 – 2030).
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

4. Civic Leadership
 - 4.1 We have strong leadership and governance.

4. **BACKGROUND**

Local Government can play a pivotal role in fostering sustainable economic growth within communities. The City of Unley is committed to the holistic advancement of its residents and businesses and recognises the significance of strategic economic development.

The Administration recently undertook a comprehensive industry analysis across five industry sectors to identify opportunities, mitigate challenges and explore ideas towards maintaining a vibrant and resilient economy. The five industry sectors recognised and researched for their strong contribution to our prosperous economy are:

1. Visitor / Lifestyle Economy
2. Ageing Well
3. Wellbeing Economy
4. Creative Industries, and
5. Knowledge Economy

A two-pronged approach was used to better understand these industry sectors. Firstly, an economic consultancy firm was engaged to undertake quantitative analysis of the industry sectors. Secondly, the City of Unley facilitated a series of industry roundtables to gain insights from the people operating within these industry sectors within the City of Unley.

This report provides a summary of the findings, both from the industry sector roundtables and the consultancy report.

This information can help guide the creation of the next Economic Development Growth Strategy (2026 - 2030).

Why undertake industry sector analysis?

An understanding of the industry sectors within the City of Unley is important for several reasons:

- Targeted Strategies and Policies:
 - *Tailored Support:* Knowing the specific needs and characteristics of different industry sectors gives us clues to develop targeted strategies and policies that support growth and address their unique challenges.
 - *Resource Allocation:* Enables more efficient allocation of resources, ensuring that investments are directed towards sectors with the highest potential for economic impact.
- Economic Resilience and Diversification:
 - *Risk Management:* Understanding the diversity of industry sectors assists with managing economic risks. It ensures that the local economy is not overly reliant on a single sector, reducing vulnerability to sector-specific downturns.
 - *Adaptation to Changes:* Knowledge of industry sectors aids in anticipating and adapting to economic changes, such as technological advancements, market trends, and shifts in consumer behaviour.

- Attracting and Retaining Businesses:
 - *Competitive Advantage:* By identifying the strengths and opportunities within different sectors, we can highlight the City of Unley's competitive advantages in key business precincts to attract new businesses and retain existing ones.
 - *Business Ecosystem Development:* Helps with fostering a supportive ecosystem for businesses, including supply chains, talent pools, and infrastructure that cater to specific sectors.
- Workforce Development:
 - *Skills Alignment:* Understanding industry sectors allows for the alignment of workforce development programs with the skills demanded by local employers, enhancing employment opportunities, and ensuring a skilled labour force.
 - *Education and Training Partnerships:* Facilitates partnerships with educational institutions to develop training programs that meet the needs of key industries.
- Economic Impact Assessment:
 - *Measuring Contributions:* Knowing the various sectors enables accurate measurement of their contributions to the local economy in terms of employment and output.
 - *Performance Monitoring:* Aids with monitoring the performance of different sectors over time, allowing for timely interventions and adjustments to economic development strategies.
- Community and Stakeholder Engagement:
 - *Informed Decision-Making:* Engaging with community stakeholders and industry leaders becomes more effective when we have a deep understanding of the sectors they represent. This leads to more informed and collaborative decision-making.
 - *Building Relationships:* Helps with building strong relationships with key industry players, fostering a sense of community and shared vision for economic growth.
- Strategic Planning:
 - *Long-Term Vision:* A comprehensive understanding of the industry sectors contributes to the development of a long-term economic vision and strategic plan for the City of Unley, ensuring sustainable growth and prosperity.
 - *Infrastructure and Development:* Informs infrastructure planning and development projects, ensuring that they support the needs and growth of vital industry sectors.

What can Council do to support industry sectors?

The following table outlines the various roles that Council could undertake to support industry:

Role	Meaning
No Role	The Council chooses not to have a role in relation to a particular service or activity.
Information Channel	Information about a service or activity run by other bodies is communicated by the Council through its existing channels, for example, brochures in Council offices, libraries and other public spaces or links to another body's website.
Advocate	The Council may advocate on behalf of local businesses or the broader community to another sphere of government or other organisation for certain things to happen. This could range from a single event (such as writing to a Minister) through to an ongoing campaign.
Facilitator	A step further from advocacy where the Council may seek to bring parties together to work out a solution to an issue affecting its area.
Agent	Typically, this would involve the Council delivering a service, funded by a government agency, that is, or is likely to be regarded as the responsibility of another government.
Part Funder	The Council either provides funding to another body to meet part of the cost of that body providing a function/service activity or receives funding from another body (usually a government agency) to meet part of the cost of the Council delivering it.
Asset Owner	As the owner (or custodian, such as through a Trust Deed) of an asset (road, footpath, building, playground, etc) the Council has responsibility for capital, operating and maintenance costs.
Regulator	The Council has legislated roles in a range of areas, which it is required to fund from its own budget (other than fees for cost recovery, government grants, etc).
Service Provider	The full cost of a service or activity is met by the Council (other than fees for cost recovery, government grants, etc).
Policy Maker	Creating and implementing plans, ideas, and solutions to local issues.
Administrator	Managing our risk, financial and legal affairs.
Partner	Working with the Community and others to delivery projects, programs, and outcomes.

5. **DISCUSSION**

Overview of the Five Industry Sectors

The industry classification method was the approach applied to this body of work. Thus, the following sectors were pursued:

1. Visitor / Lifestyle Economy
2. Ageing Well
3. Wellbeing Economy
4. Creative Industries, and
5. Knowledge Economy.

How are industry sectors defined?

Industry sectors in Australia are typically identified using a classification system that categorises businesses and economic activities based on their primary production processes. The most widely used classification system is the Australian and New Zealand Standard Industrial Classification (ANZSIC). This classification system produces consistent and comparable statistics that can help inform policy decisions and economic analysis.

How did we define the industry sectors?

In the modern economy, grouping ANZSIC codes into broader industry classifications like the knowledge economy and the visitor economy serves several strategic purposes. Staff chose to use these groupings as they reflect evolving economic trends and the need for more relevant and targeted economic analysis and policy-making:

- Reflecting Economic Evolution:
 - Emergence of New Sectors: The modern economy has seen the rise of new sectors that do not fit neatly into traditional ANZSIC categories.
 - Cross-Sector Activities: Many modern economic activities span multiple traditional sectors. The visitor economy, for example, includes elements from hospitality, retail, transportation, and cultural services.
- Policy and Strategy Development:
 - Targeted Economic Policies: Grouping industries into broader classifications allows us to develop targeted strategies that address the specific needs and opportunities within these sectors.
 - Resource Allocation: It helps in the efficient allocation of resources, ensuring that investments are directed towards sectors with significant growth potential and economic impact.

- Economic Analysis and Reporting:
 - Comprehensive Understanding: These broader classifications provide a more comprehensive understanding of complex economic activities. They capture the multifaceted nature of modern industries, that traditional classifications might overlook.
 - Better Data Insights: Grouping related industries together can improve the quality of data insights and economic reporting, offering a clearer picture of economic contributions and trends.
- Facilitating Industry Collaboration:
 - Cluster Development: By recognising interconnected industries within broader classifications, it promotes the development of industry clusters that can collaborate and innovate together.
 - Synergies and Networks: It fosters synergies between different sectors, encouraging networking and collaboration that drive economic growth and competitiveness.
- Global Competitiveness:
 - Adapting to Global Trends: Broader classifications help align local economic strategies with global trends, making regions more competitive in the global market.
 - International Comparability: They facilitate international comparisons and benchmarking, helping regions understand their position in the global economy and identify areas for improvement.
- Economic Resilience and Sustainability:
 - Diversification: By focusing on diverse economic sectors, regions can build more resilient and sustainable economies that are less vulnerable to sector-specific shocks.
 - Sustainable Development: These classifications often align with sustainable development goals, promoting environmentally and socially responsible economic growth.
- Addressing Specific Economic Objectives:
 - Lifestyle and Visitor Economy: Recognising the visitor economy as a distinct classification highlights the importance of tourism, events, and related services in economic development, helping to attract investment and support.
 - Innovation and Knowledge Economy: Focusing on the knowledge economy emphasises the role of education, research, technology, and creative industries in driving innovation and long-term economic growth.
 - Wellbeing Sector: Focusing on the wellbeing sector enhances overall community health, economic productivity, social equity, and quality of life through preventive care and wellness programs.
 - Ageing Well Sector: Prioritising the ageing well sector promotes active ageing, healthcare and support services, economic participation, and community integration for older adults.

- Creative Industries: Emphasising creative industries drives innovation, cultural enrichment, economic diversification, and boosts tourism and the local economy through cultural attractions and events.

Overview of the Five Industry Sectors

The industry sectors were chosen as they are strong economic pillars within the City of Unley – strong in relation to economic activity, strong in relation to how they support other industry sectors, and strong in relation to jobs.

The table below indicates that by focusing on these five industry sectors that we have captured over 75% of the City of Unley economic output, 70% of the City of Unley Value Add and covered over 80% of the employment opportunities within the City of Unley.

	Output (million)	%	Value-Added (million)	%	Employment	%
Knowledge Economy	\$2,499.6	41.4%	\$1,023.916	34%	6,115	26.7%
Creative Industry	\$806.8	13.4%	\$304.283	10.1%	2,366	10.3%
Aged Care Economy	\$733.588	12.2%	\$515.741	17.1%	5,778	25.2%
Wellbeing Economy	\$174.683	2.9%	\$77.064	2.6%	1,431	6.2%
Visitor Economy	\$368.124	6.1%	\$203.682	6.8%	3,524	15.4%
Sub Total	4,582.88	76%	\$2,124.69	70%	19,214 jobs	83%
Total (City of Unley)	\$6,037.4	100%	\$3,009.5	100%	22,927 jobs	100%

Table 1 – Economic Data Pertaining to the Five Industry Sectors. Source: REMPLAN May 2024

Output refers to the gross revenue generated by businesses and organisations in the City of Unley. Output data represents the gross revenue generated by businesses/organisations in each of the industry sectors in a defined region.

Value-Added data represents the marginal economic value that is added by each industry sector in a defined region. Value-Added can be calculated by subtracting local expenditure and expenditure on regional imports from the output generated by an industry sector, or alternatively, by adding the Wages & Salaries paid to local employees, the gross operating surplus and taxes on products and production. Value-Added by industry sector is the major element in the calculation of Gross Regional Product / Gross State Product / Gross Domestic Product.

The employment data shows the number of employees whose place of work is located within the City of Unley.

The following ANZSIC codes were not included within the above table:

Sector	Value	Percent
Administrative & Support Services	\$265 Million	4.4%
Property Services	\$585 Million	9.7%
Education & Training	\$218 Million	3.6%
Public Administration & Safety	\$211 Million	3.5%
Electricity, Gas, Water & Waste Services	\$164 Million	2.7%
Mining	\$77 Million	1.3%
Agriculture, Forestry & Fishing	\$12 Million	0.2%

Table 2 – Economic Data Pertaining to the Five Industry Sectors. Source: REMPLAN May 2024

Further work could be undertaken within these sectors, or there could be an expansion of the five industry sectors already reviewed to incorporate the above.

Consultancy Research Report

The industry research report is provided as Attachment 1.

Attachment 1

A summary from the research report identifies the opportunities to retain and grow the industry sectors include:

#	Industry Sector	Opportunity for the City of Unley	Potential Role
1.	Ageing Well	Develop and promote an ageing well network cluster with industry, government, and training facility partnerships.	Information channel Facilitator
2.	Ageing Well *	Position the City of Unley as a pilot location for testing technology aimed at older residents and enabling Agetech start-ups.	Advocate Facilitator Agent Asset owner
3.	Creative *	Develop fashion related events to coincide with Adelaide Fashion Week to showcase local businesses.	Facilitator
4.	Creative	Foster partnerships with local advertising firms and content creators to generate industry revenue growth.	Facilitator
5.	Creative	Develop mentoring services for other industries.	Service provider

#	Industry Sector	Opportunity for the City of Unley	Potential Role
6.	Creative	Establish an industry alliance of sustainability focused creative enterprises to tap into consumer demand.	Facilitator Information channel Service provider
7.	Creative *	Identification and support for a 'creative precinct'.	Information channel Facilitator Asset owner
8.	Knowledge	Creation of smaller offices in high amenity areas such as Greenhill Road.	Facilitator Asset owner Service provider
9.	Knowledge	Attract legal services firms to the City of Unley.	Information channel
10.	Knowledge	Create a Knowledge Economy cluster to support investment and innovative partnerships.	Information channel Service provider
11.	Knowledge *	Develop professional coworking facilities.	Asset owner Service provider
12.	Visitor *	Create more unique marketable events and local experiences to increase visitation.	Information channel Part funder Asset owner Service provider
13.	Visitor	Create greater accommodation development around the Adelaide Showgrounds.	Advocate Facilitator
14.	Visitor *	Develop a strong visitor brand for the City of Unley.	Information channel Service provider
15.	Visitor	Development of curated visitor itineraries to help spread the spending and extend length of stay.	Information channel Service provider
16.	Wellbeing	Continue to grow sports / fitness instructors.	Advocate
17.	Wellbeing	Creation and marketing of wellbeing packages that combine multiple businesses to tap into the growing wellbeing tourism segment.	Information channel Service provider
18.	Wellbeing	Attract wellbeing events and conventions to generate visitor dollars and support the local sector.	Advocate
19.	Wellbeing*	Partnerships between local wellbeing and professional services businesses to generate tailored Corporate Wellness Programs.	Facilitator Information channel Service provider

The items with an asterisk * indicate that these opportunities were also identified at the industry roundtables.

Industry Roundtables

The City of Unley facilitated five industry roundtable discussions. The summary report was developed by the City of Unley and is provided as Attachment 2.

Attachment 2

The Roundtable Process

For each of the five industry sectors, an analysis was carried out as to the types of businesses that would fit into each category using ANZSIC codes, Australian Business Register (ABR) Data and online business searches. From there, members of our business community were invited to take part in the Industry Roundtables via our Monthly Enewsletter or directly through email invitation.

Prior to attendance at a session, participants were provided with a snapshot of their industry sector data and a series of questions (pertaining to Strengths, Weaknesses, Opportunities and Threats) that they might like to consider before the session.

At the roundtables, the used “World Café” engagement process was used which is a structured, conversational process intended to facilitate open and creative dialogue on topics of mutual interest. It is designed to foster collaborative discussion, share knowledge, and generate new insights and ideas. All participants had the opportunity to contribute to the discussion by either starting the discussion or building on the story as they moved from table to table to explore each topic. “Dotmocracy” (a way for participants to vote using dots on the items that were most important to them), was also used to capture the top ideas from a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. The information received was then documented and synthesised into a report (Attachment 2).

Who did we meet?

Over the past five months, Council staff met with 37 businesses across the five industry sectors. Of these 37 businesses, the diversity of business included:

- 51% of the businesses worked from home (either full-time or part-time);
- 51% of the businesses had a bricks and mortar presence within the City of Unley;
- 32% of the businesses were a Sole Proprietor;
- 30% of the businesses were an employer of less than 20 employees;
- 27% of the businesses were an employer of more than 20 employees;
- 8% of the businesses were from a coworking space / hub; and
- 43% of the people participating were also residents of the City of Unley.

What were the key themes across industry sectors?

The City of Unley strengths across industry sectors included:

- The Unley address and postcode is a key asset when doing business.
- Liveability - trees, greenery and lifestyle economy.
- People felt close to everything that they needed within Unley. Places are walkable and accessible.
- Central location for business – easy to access the CBD, North, South, East and West.
- Strong sense of wellbeing in the community.
- Council's willingness to consult as well as civic assets and programs.
- Village vibe, and
- Strong volunteering.

The City of Unley weaknesses across industry sectors included:

- Traffic intensity within Business Precincts
- Access to off street parking
- Lack of activities in Mainstreets
- Lack of coordination of communication regarding what is happening in the City of Unley and support for businesses. The 'Your Business' website was often called challenging to navigate and difficult to find information.
- More upskilling opportunities in digital tools and technologies to streamline business processes and systems to increase Digital literacy.
- Poor East west connectivity across the City.
- Poor conditions of business precincts – particularly footpaths and lighting
- Poor safety for walkability and for cycling
- Lack of connections and networking
- Lack of affordable, professional office spaces and meeting rooms
- Lack of referral systems to shop local
- Perception that undertaking development was difficult, and
- Lack of community assets for businesses such as community coworking spaces, professional meeting room hire and boardroom meeting room hire at a community rate.

The threats across industry sectors included:

- Cost of living
- Interest rates
- Cost of rent
- Proximity to the CBD

- Housing affordability – attraction of workers within close proximity to the business
- Cost of entering Unley – high prices
- Artificial Intelligence, and
- Workforce planning.

The following table outlines the common opportunities across industry sectors:

#	Common Opportunities across Industry Sectors	Potential Council Role
1.	Provision of readily accessible parking for clients / customers.	Advocate Facilitator Asset owner Service provider Policy maker
2.	Slow down traffic within Business Precincts.	Advocate
3.	Better promotion of Council services available for businesses.	Information channel
4.	Provide access to affordable, professional meeting places for the business community at a community rate.	Facilitator Asset owner Service provider Partner
5.	Improved amenity in business precincts.	Asset owner Regulator Service provider
6.	Safer cycling routes.	Asset owner Service provider
7.	Education about technology and Artificial Intelligence (AI).	Facilitator
8.	Development of a referral system within the City of Unley for local business.	Information channel Facilitator Service provider
9.	Encourage businesses to establish themselves on Google Maps.	Information channel
10.	Provision of more opportunities for business connections either as an industry sector or across industry sectors.	Information channel Facilitator Service provider
11.	Retain the current quality of life / liveability within the City of Unley.	Asset owner Regulator Service provider Advocate

#	Common Opportunities across Industry Sectors	Potential Council Role
12.	Create lower cost office accommodation and access to meeting spaces.	Facilitator Asset owner Service provider

The following table provides a snapshot of the top opportunities identified at each roundtable:

#	Industry Sector	Opportunity for the City of Unley	Potential Council Role
1.	Visitor Economy	Leverage external events and campaigns for the benefit of the City of Unley.	Facilitator
2.	Visitor Economy	Help businesses to implement sustainable / environmental practices.	Facilitator Information channel Part funder Service provider
3.	Visitor Economy	Provide more everyday experiences that tap into the everyday contingent.	Facilitator
4.	Wellbeing Sector	Wellness Month – create a month of wellness and host business networking and referral events to promote what the City of Unley has to offer.	Information channel Service provider Facilitator
5.	Ageing Well	Establish a living lab to support start-ups in the Age technology space.	Advocate Facilitator Asset owner Service provider
6.	Ageing Well	Retain Green Spaces for fitness and intergenerational play.	Asset owner Service provider
7.	Ageing Well	Provide discounts for older residents within our business precincts.	Facilitator
8.	Creative Industries	Establish a central creative hub or co-working space for local businesses.	Asset owner Service provider
9.	Creative Industries	Organise a Creative Week or Design Festival to showcase local creatives and design professionals.	Service provider Facilitator
10.	Knowledge Economy	Invest in co-working facilities and serviced offices with modern professional amenities like videoconferencing within civic assets.	Asset owner Service provider

#	Industry Sector	Opportunity for the City of Unley	Potential Council Role
11.	Knowledge Economy	Promote the development of Greenhill Road as a Professional Services destination to attract businesses and improve amenities. Attract more cafes to this precinct.	Advocate Facilitator Agent Asset owner Service provider
12.	Knowledge Economy	Create connections with the local wellbeing sector with the professional services and work from home businesses.	Information Channel Facilitator Service provider

Economic Development Initiatives

The sentiment from the industry roundtables echoes the sentiment of the September 2023 Business Survey. Council has been listening to feedback from the business community. In response, the following initiatives have been rolled out:

- Creation of the Unley Business Guide, a one-stop-shop A5 booklet to communicate the variety of support available for businesses within the City of Unley;
- Ongoing updates to the *Your Business* website with investor information, networking events and workshops, home based business information, and outdoor dining and footpath trading information;
- Development of an Unley Visitor Map - a resource for both locals and visitors, to enhance visibility of our local business precincts and visitor attractors;
- Initiation of an Eastern Regional Alliance (ERA) Business Advisory Service, being one-on-one free mentoring and upskilling support in a number of business topics including general business, marketing, cyber security, search engine optimisation and more;
- Consultation with all property owners that pay a Mainstreet Levy to provide feedback on proposed Business Precinct Expenditure Plans for the 2024/25 financial year;
- Creation of a Precinct Leadership Group for the Mainstreet Coordinators and Chairs to support collaboration and maintain best practice;
- Partnership with Southern Business Connections (a professional networking not for profit association) to conduct Quarterly professional networking within the City of Unley;
- Training was offered on best practice Governance to all Mainstreet Committee Members;
- Re-establishing the Business Concierge service (Businesses first point of entry to the Council for information and education) and conducting Business Friendly customer experience deep dives into Planning and Development processes;
- Instigating projects to enhance our Business Precincts through Service Level Agreements and Business Precinct Improvement Plans;

- Hosting of focus groups, and commissioning of research, to better understand key industry sectors that are vital to our local economy;
- Curation of a calendar of business workshops and events; and
- Establishing the City of Unley Business Awards to celebrate our business community.

The intention is to continue with the above activities for the 2024/2025 financial year. The feedback from the business community reflects that Council is on the right course for economic development.

The following activities are scheduled for the 2024/25 Financial Year:

- Retain and refresh the Business and Economic Development Advisory Committee (BEDAC) – an independent advisory board providing specialist business and economic development related advice to Council;
- Provision of event sponsorship of \$10,000 for each Business Association to activate their Business Precinct;
- Continue to collect the Mainstreet Levy for Business Associations to undertake minor infrastructure improvements, activate their precincts and promote their business community;
- Undertake urban renewal of Business Precincts – an economic uplift of Fullarton Road and Unley Road;
- Embark on proactive annual walks of our Business Precincts to ensure the amenity is at a standard that the community expects;
- Develop a Business Precinct Upgrade Plan – systematic process to updating business precincts within a 25-year cycle to ensure that they remain modern and relevant;
- Implementation of the Car Parking Strategy;
- Investment in data to support decision making for businesses, event organisers and investors in REMPLAN (an economic impact assessment modelling tool), SpendMapp (a local spend tool that provides insights into the visitor economy) and other smart technology to gain footfall and linger time data;
- Development of higher maintenance service levels for Business Precincts;
- Development of a Communication Plan to raise awareness of activities of Council such as the investment in Walking and Cycling Infrastructure and economic development activities;
- Investigate the creation of a Community Business Hub(s);
- Consider a City of Unley Visitor Brand;
- Continue to advocate for slower speed limits for business precincts;
- Review of the *Your Business* website;
- Continue to monitor community sentiment in relation to working with Council; and
- Creation of the next Economic Development Growth Action Plan (2026-2030).

Next Steps

The following is for consideration:

1. Undertake further industry roundtables to refine the opportunities from these preliminary sessions to:
 - a. Harvest Insights:
 - i. Share Ideas and Themes: Table a document of the insights.
 - ii. Synthesis: Further synthesise the insights gathered from each roundtable and consultant report. This can be done through further group discussions, presentations, or visual mapping of key themes.
 - b. Collective Reflection:
 - i. Reflection and Dialogue: Facilitate a collective reflection session where participants discuss the patterns, themes, and deeper questions that emerged from the conversations.
 - ii. Next Steps: Identify actionable steps or decisions that can be taken based on the insights gained and test these.
 - c. Documentation and Follow-Up:
 - i. Summarising Findings: Document the key insights, themes, and proposed actions from the sessions. This summary can be shared with all participants and stakeholders.
 - ii. Action Plan: Develop an action plan based on the outcomes, outlining specific steps, responsibilities, and timelines for implementation.
2. Consider an industry lens within the development of the next Economic Development Growth Strategy (2026 – 2030).

6. POLICY IMPLICATIONS

6.1 Financial/budget implications

- The industry research report was delivered by *Economy ID* at a cost of \$19,000 through an open tender process.

6.2 Risk Management (identification and mitigation)

- Nil.

6.3 Staffing/Work Plans/Additional Resource Impact

- The development of the next Economic Development Strategy (2026 – 2030) is on the internal work plan for 2025.

6.4 Climate/Environmental Impact

- Nil

6.5 Social/Economic

- This research can support the development of the next Economic Development Growth Strategy (2026 – 2030).

7. ANALYSIS OF OPTIONS

Option 1 – BEDAC recommends to Council that:

1. The report be received.
2. Further industry roundtables are conducted to refine the opportunities identified within these preliminary industry sessions.
3. An industry lens be considered within the development of the next Economic Development Growth Strategy (2026 – 2030).

BEDAC recommends to Council that consideration is given to key industry sectors that are important for the local economy within the development of the next Economic Development Growth Strategy (2026 – 2030).

Option 2 – BEDAC recommends to Council that:

1. The report be received.

BEDAC recommends to Council that consideration is not given to key industry sectors within the development of the next Economic Development Growth Strategy (2026 – 2030).

8. RECOMMENDED OPTION

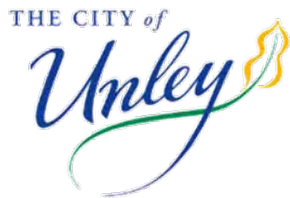
Option 1 is the recommended option.

9. REPORT AUTHORISERS

Name	Title
Peter Tsokas	Chief Executive Officer



AGEING WELL SECTOR PROFILE



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SECTOR DEFINITION

The Sector that data has been compiled for in this report has been built from a combination of industries classified according to the Australian and New Zealand Standard Industrial Classification (ANZSIC). It incorporates the following industries:

- Aged Care Residential Services
- Other Residential Care Services
- Other Social Assistance Services

Disclaimer

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SECTOR OVERVIEW - 2022/23

CITY OF UNLEY



\$585M
Output / Total Sales
10.3% of total industry output



\$405M
Exports
19.8% of total industry exports



63
Businesses
1.1% of total local businesses



\$431M
Gross Value Added
14.6% of total industry value added

KEY SUB-INDUSTRIES



Aged Care Residential Services

- \$225M Value Added
- 1,738 Jobs



3,687
Local Jobs
14.9% of total local jobs



Other Social Assistance Services

- \$201M Value Added
- 1,915 Jobs



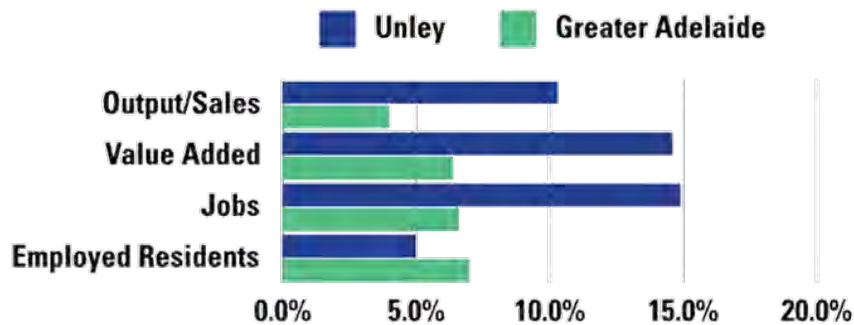
1,083
Employed Residents
4.3% of total residents

Sources: NIEIR, 2024; ABS, 2021

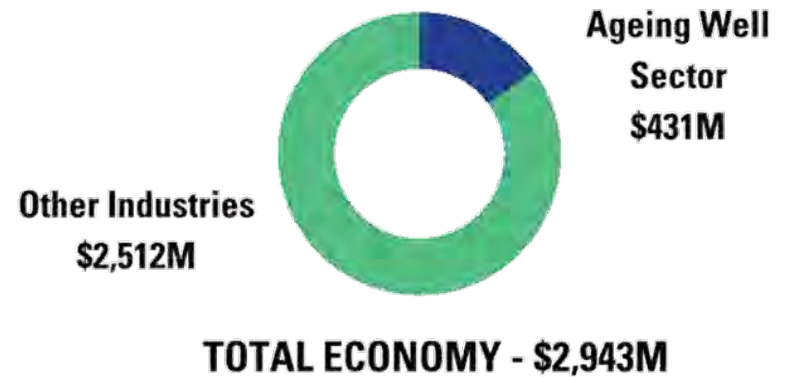
BENCHMARK COMPARISON

The Ageing Well Sector in Unley supported 14.6% of Value Added in 2022/23 and almost 15% of local jobs. This was more than double the Greater Adelaide average (6.4%; 6.6%).

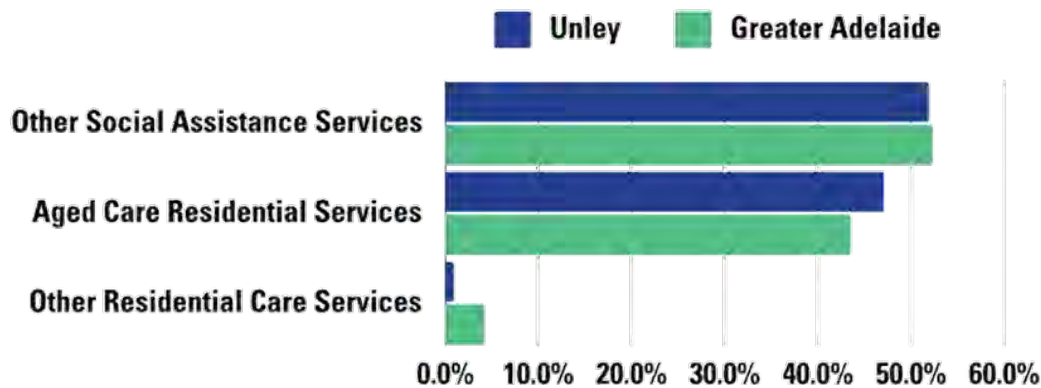
Sector Share of Total Economy, 2022/23



Value Added, 2022/23



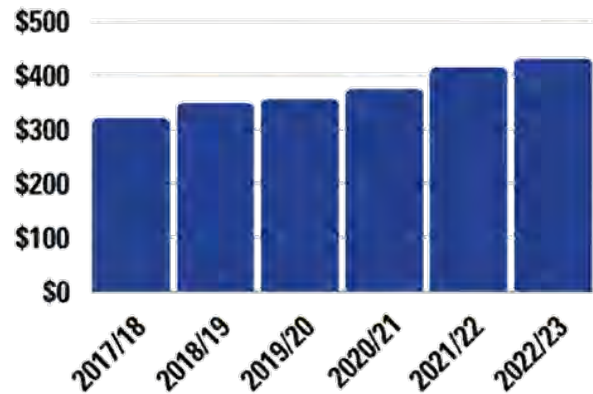
Sub-Industry Share of Sector Employment, 2022/23



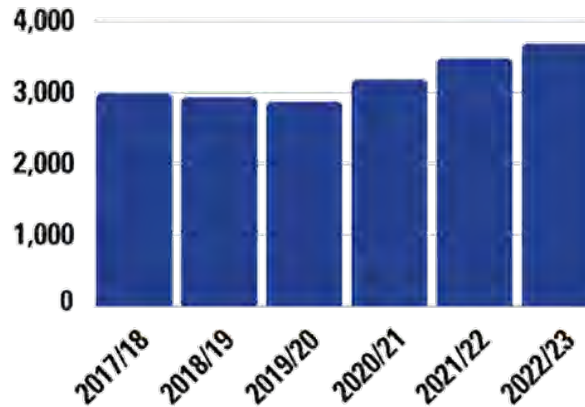
Source: NIEIR, 2024; ABS, 2021

GROWTH TRENDS

Gross Value Added \$M

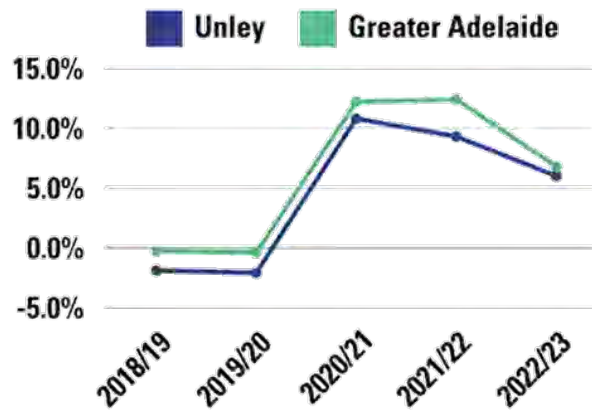
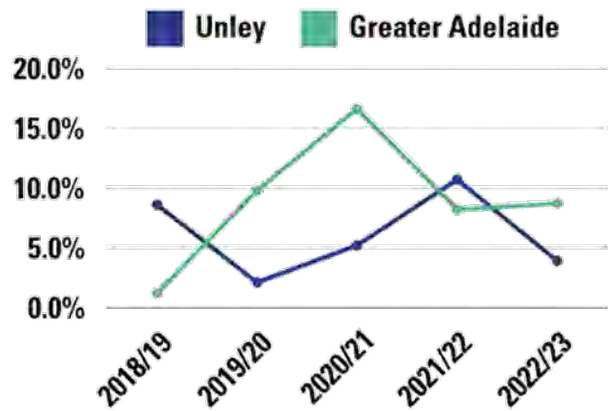


Local Jobs



In 2022/23, there was an estimated 3,687 employees working in the Ageing Well Sector in Unley. The industry generated \$431M in Value Added, or \$116,839 per worker.

Growth in the industry has averaged 4.3% p.a. for employment over the last five years and 6.1% p.a. for value added. Both employment and value added has been growing below the Greater Adelaide average (6.0% p.a.; 8.8% p.a.).



Source: MERA, 2024

COMPETITIVE ANALYSIS



Unley had a higher share of residents aged 70 or over (16.4%) in 2021 compared to the Greater Adelaide average (13.4%). This cohort grew by 24% between 2016 and 2021 (City of Unley as a whole only grew by 2.5%).



An estimated 7% of Unley's workforce are employed as Personal Carers and Assistants. This is far above the Greater Adelaide average of 4%.



Unley has a cluster of Aged care service businesses and organisations around Glen Osmond Road and the western end of Greenhill Road.



Unley has a high share of industry workers occupied as office workers/clerks due to being home to HQs of company (e.g. Resthaven) and industry bodies (e.g. Aged Care Industry Association).



Unley's Ageing Well workforce is more qualified than the Greater Adelaide average with 47% having a degree in 2021 compared to 38% for Adelaide.



New aged care facilities represented a quarter (26%) of the value of all non-residential building approvals in Unley in the five years to June 2023.

Sources: AER, 2024; MIEIR, 2023; ABS, 2021.

WORKFORCE PROFILE - 2021

Workers in the Ageing Well Sector in Unley were similar to the Greater Adelaide average in terms of key demographics. They were much more likely to be degree educated, working in managerial/professional roles, and earning more on average.



39
Median Age

Greater Adelaide - 41



47%
Degree Educated

Greater Adelaide - 38%



76%
Female

Greater Adelaide - 74% / 26%



24%
Male



20%
Professionals

Greater Adelaide - 18%



2%
Business Owners

Greater Adelaide - 3%



46%
Overseas Born

Greater Adelaide - 47%



50%
Full Time

Greater Adelaide - 45%



0.7%
ATSI

Greater Adelaide - 1.3%



\$54,378
Median Income

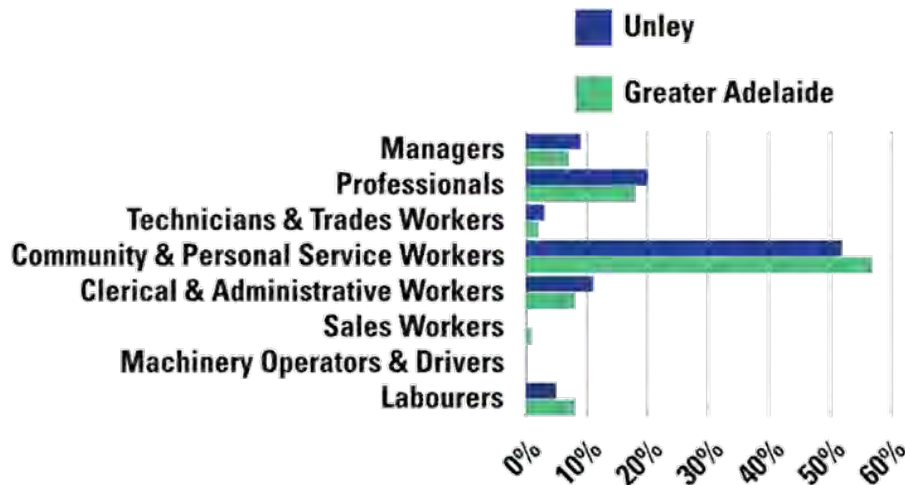
Greater Adelaide - \$50,508

Source: ABS Census of Population and Housing, 2021

EDUCATION & SKILLS - 2021

The Ageing Well Sector in Unley had a higher share of workers in professional occupations in 2021 (20%) compared to the Greater Adelaide average (18%) and a higher share with post-graduate qualifications. The top occupations were aged and disabled carers and welfare support workers, while the top study fields were nursing and aged care.

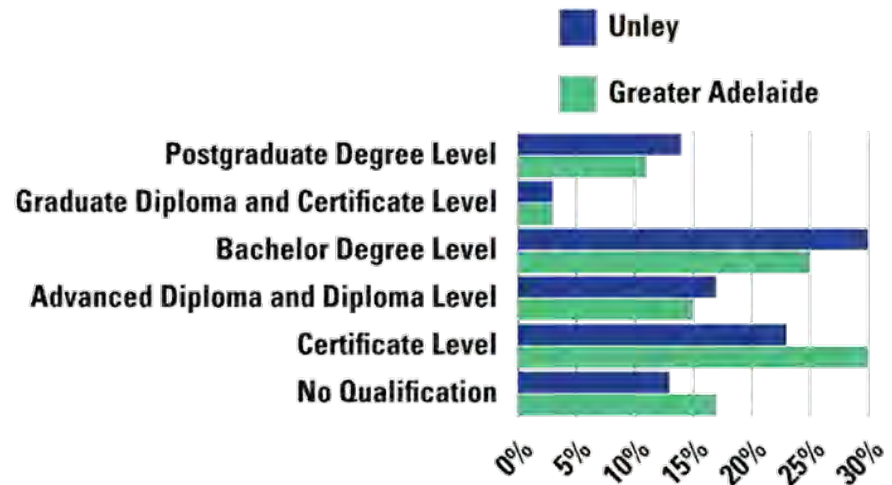
Local Workforce Occupations, 2021



Top Occupations

- Aged and Disabled Carers
- Welfare Support Workers
- Nursing Support and Personal Care Workers
- Registered Nurses
- Enrolled Nurses (Nursing Assistants)

Local Workforce Qualifications, 2021



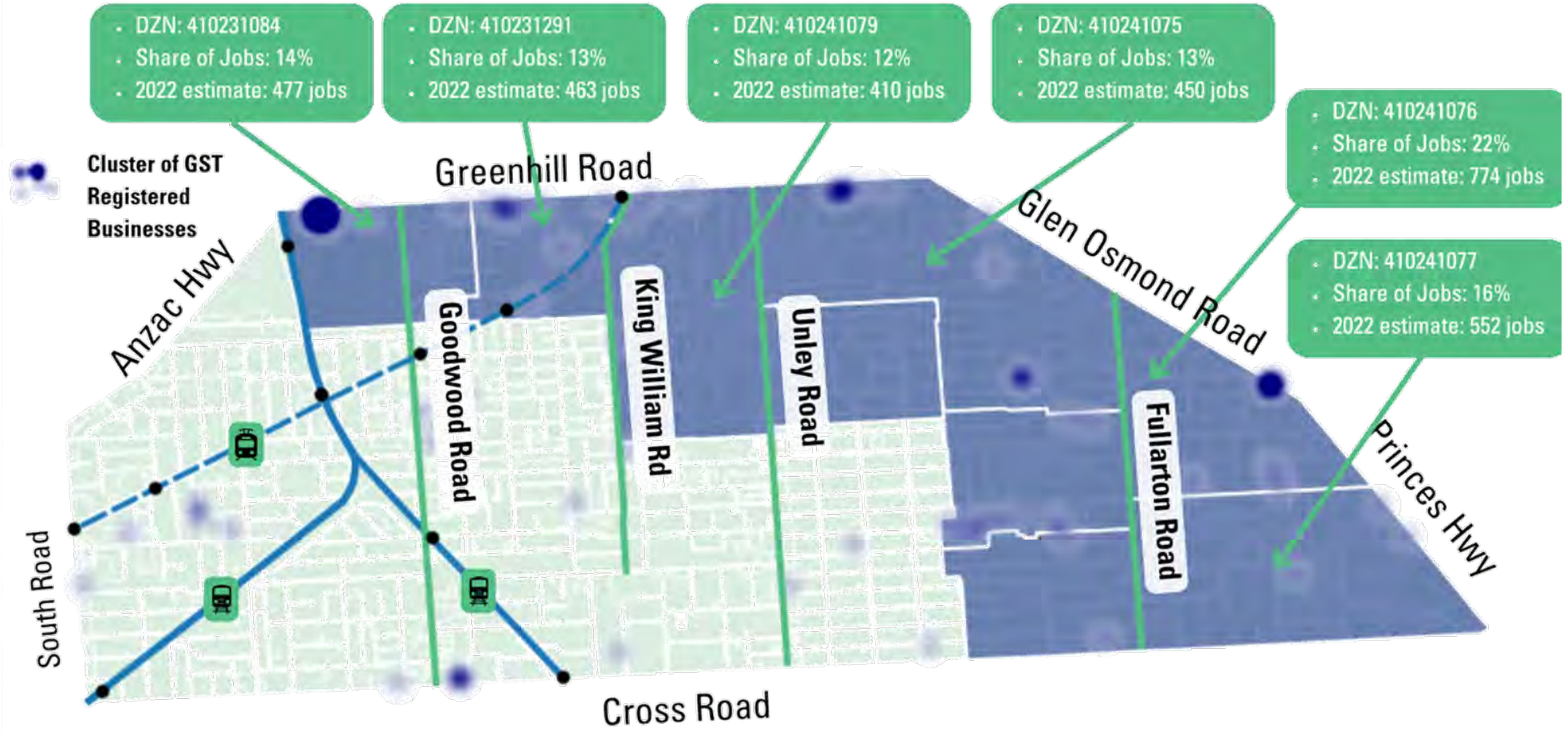
Top Study Fields

- General Nursing
- Care for the Aged
- Social Work
- Accounting
- Business and Management

Source: ABS Census of Population and Housing, 2021

SPATIAL PROFILE - 2021

Workers in the Ageing Well Sector are clustered around the northern and eastern edges of Unley, especially around Fullarton Road. There is a cluster of businesses in the north east of the LGA along Greenhill Road.



Source: ABS Census of Population and Housing, 2021

RECENT TRENDS



The Aged Care sector is facing ongoing challenges attracting and retaining a skilled workforce. Federal Government funding is increasing to try improve wages and provide much needed training support.



By 2051, the SA Government projects that 23% of Greater Adelaide's population will be 65 years and over. This compares to 19% in 2021.



Only a limited share of older people live in residential care. There is increasing demand for services and support to adapt existing homes to meet changing needs.



Improving accessibility in retail and hospitality areas is important to allow older residents to access services and also support local businesses.



Health tech is increasingly being targeted at older population cohorts including remote patient monitoring devices, wearable medical devices and data driven personalised healthcare plans.



Better health, superannuation, and rising asset prices has enabled people aged 65 and over to spend more. This demographic saw the largest rise in real household consumption in the last two decades.

Research found there would be a shortfall of at least 110,000 direct-care workers by 2030 (without direct action)

CEDA, 2023, Duty of care: Aged-care sector running on empty

Source: Plan SA, Population projections: RBA, 2020; CEDA, 2023

SWOT ANALYSIS

STRENGTHS

- Industry is recognised competitive strength.
- Unley is home to offices of key industry organisations and companies which helps support greater value generation
- Consistent pipeline of Aged Care facilities over the last decade.
- High qualified workforce.
- Complementary allied health (e.g. occupational therapy) and support services.
- The City of Unley is actively involved in delivering an age-friendly community and promoting active ageing.



OPPORTUNITIES

- Unley is well positioned to take advantage of continued growth in aged care and social assistance with a diversified industry/service mix within the Ageing Well sector.
- Potential to develop and promote an ageing well network cluster with industry, government and training facility partnerships.
- Opportunity for LGA to position itself as a pilot location for testing technology aimed at older residents and enabling Agetech startups.



WEAKNESSES

- Low local industry employment in specialist medical care which could support ageing well sector.
- Access to public hospital services is less than some other inner metro areas.
- Low business ownership rates in the industry and slightly lower than metro average rates suggest larger organisations dominant. This creates risks if a major employer collapses.



THREATS

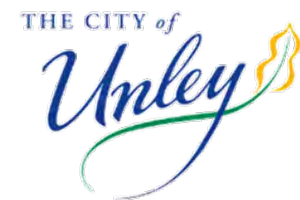
- Like many locations in Australia, skill shortages in the sector may impact optimum capacity take-up in residential care facilities.
- Affordability issues in Unley (and surrounding areas) may further impact access to key workers in the industry.





For more information about the City of Unley economy, visit:

economy.id.com.au/unley

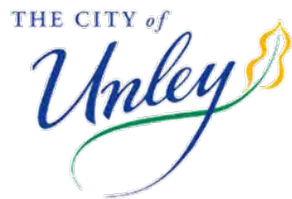


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CREATIVE SECTOR PROFILE



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SECTOR DEFINITION

The Sector that data has been compiled for in this report has been built from a combination of industries classified according to the Australian and New Zealand Standard Industrial Classification (ANZSIC) and aligns with the Deloitte (2021) *Economic value of creative businesses in South Australia* report. It incorporates the following industries:

- Leather Tanning, Fur Dressing and Leather Product Manufacturing
- Cut and Sewn Textile Product Manufacturing
- Knitted Product Manufacturing
- Clothing and Footwear Manufacturing, nfd
- Clothing Manufacturing
- Footwear Manufacturing
- Printing (including the Reproduction of Recorded Media), nfd
- Printing and Printing Support Services, nfd
- Printing
- Printing Support Services
- Jewellery and Silverware Manufacturing
- Textile Product Wholesaling
- Clothing and Footwear Wholesaling
- Jewellery and Watch Wholesaling
- Book and Magazine Wholesaling
- Entertainment Media Retailing
- Newspaper and Book Retailing
- Clothing Retailing
- Footwear Retailing
- Watch and Jewellery Retailing
- Other Personal Accessory Retailing
- Newspaper, Periodical, Book and Directory Publishing, nfd
- Newspaper Publishing
- Magazine and Other Periodical Publishing
- Book Publishing
- Other Publishing (except Software, Music and Internet)
- Software Publishing
- Motion Picture and Sound Recording and Video Activities, nfd
- Motion Picture and Video Production
- Motion Picture and Video Distribution
- Motion Picture Exhibition
- Post-production Services and Other Motion Picture and Video Activities
- Sound Recording and Music Publishing, nfd
- Music Publishing
- Music and Other Sound Recording Activities
- Radio Broadcasting
- Television Broadcasting, nfd
- Free-to-Air Television Broadcasting
- Cable and Other Subscription Broadcasting
- Internet Publishing and Broadcasting
- Libraries and Archives
- Other Information Services
- Video and Other Electronic Media Rental and Hiring
- Architectural Services
- Other Specialised Design Services
- Advertising Services
- Professional Photographic Services
- Document Preparation Services
- Arts Education
- Creative and Performing Arts Activities, nfd
- Performing Arts Operation
- Creative Artists, Musicians, Writers and Performers
- Performing Arts Venue Operation
- Clothing and Footwear Repair
- Photographic Film Processing

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SECTOR OVERVIEW - 2022/23

CITY OF UNLEY



\$219M
Output / Total Sales

3.8% of total industry output



\$84M
Exports

4.1% of total industry exports



363
Businesses

5.2% of total local businesses



\$111M
Gross Value Added

3.8% of total industry value added



1,160
Local Jobs

4.7% of total local jobs



1,518
Employed Residents

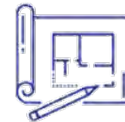
7.0% of total residents

KEY SUB-INDUSTRIES



Clothing Retailing

- \$15M Value Added
- 204 Jobs



Architectural Services

- \$21M Value Added
- 173 Jobs



Arts Education

- \$7M Value Added
- 139 Jobs



Advertising Services

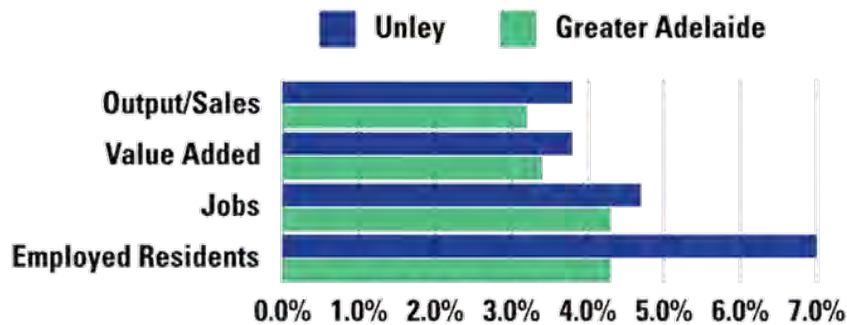
- \$12M Value Added
- 97 Jobs

Sources: NIEIR, 2024; ABS, 2021

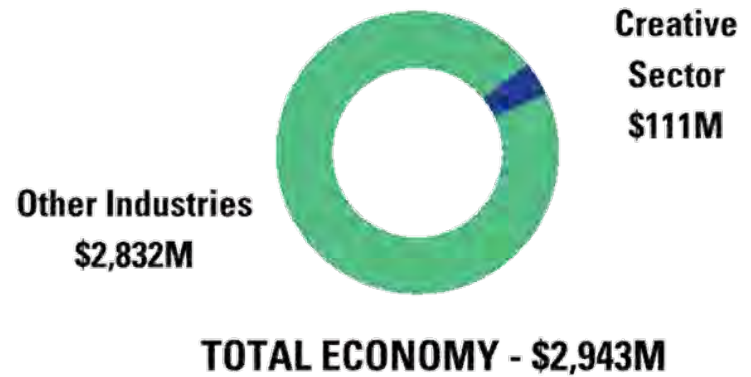
BENCHMARK COMPARISON

The Creative Sector in Unley supported 3.8% of Value Added in 2022/23 and 4.7% of local jobs. This was slightly more than the Greater Adelaide average (3.4%; 4.3%).

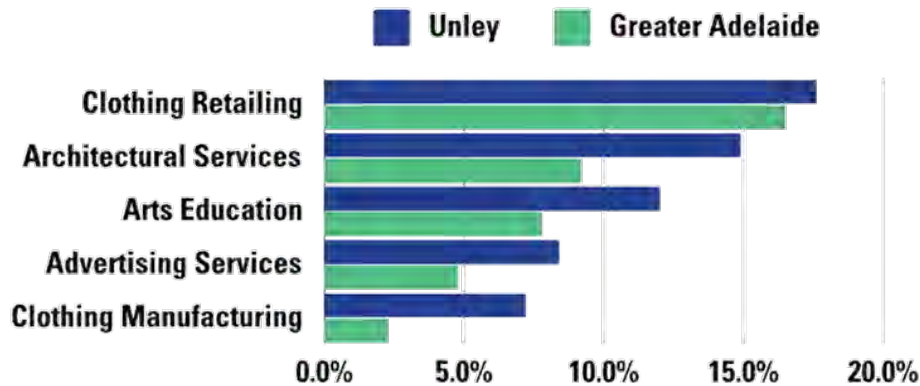
Sector Share of Total Economy, 2022/23



Value Added, 2022/23



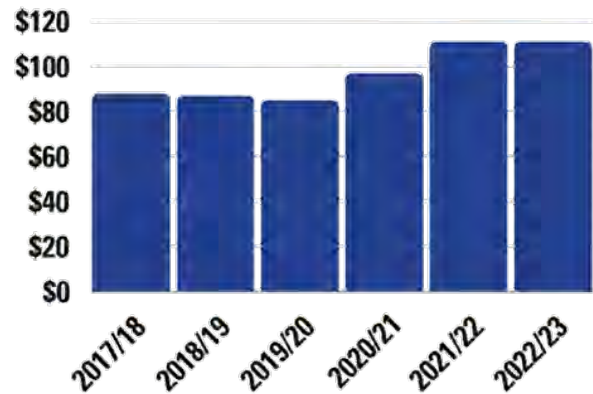
Sub-Industry Share of Sector Employment, 2022/23



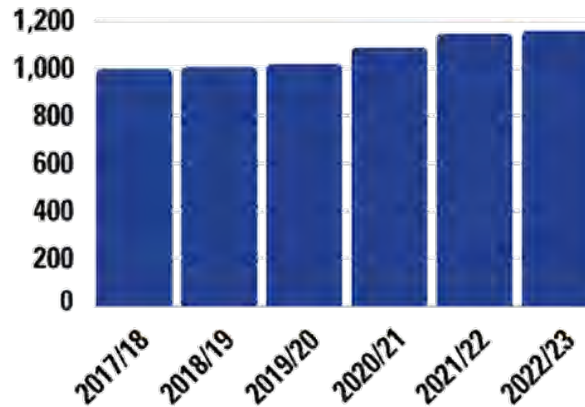
Source: NIEIR, 2024; ABS, 2021

GROWTH TRENDS

Gross Value Added \$M

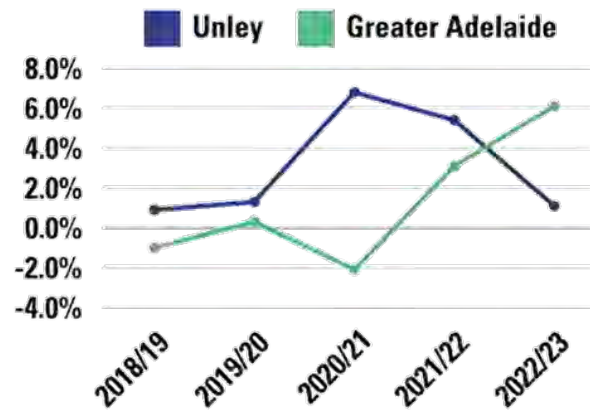
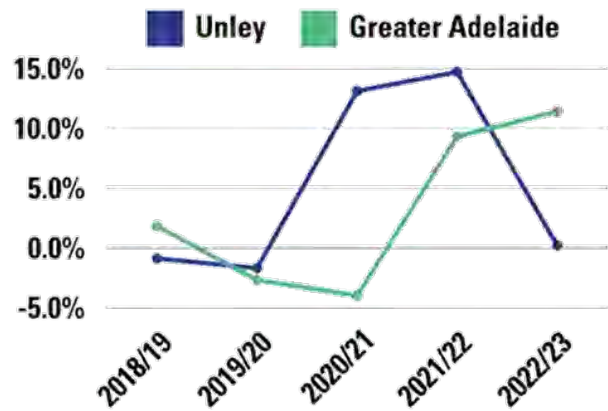


Local Jobs



In 2022/23, there was an estimated 1,160 employees working in the Creative Sector in Unley. The industry generated \$111M in Value Added, or \$95,638 per worker.

Growth in the industry has averaged 3.0% p.a. for employment over the last five years and 4.8% p.a. for value added. Both employment and value added has been growing above the Greater Adelaide average (1.2% p.a.; 3.0% p.a.)



Source: MERA, 2024

COMPETITIVE ANALYSIS



Fashion appears to be a particular competitive area with clothing retail being the largest employing creative industry and clothing manufacturing employing three times the metro average.



Other specialisations include professional photography, architectural services, advertising services, arts education and visual artists.



Unley's Creative Sector appears highly entrepreneurial with 41% of workers running their own business. This compares to only 27% for Greater Adelaide.



Unley has a cluster of Creative Sector businesses around Unley Road and King William Road precincts.



Unley's creative workforce is more qualified than the Greater Adelaide average with 44% having a degree in 2021 compared to 35% for Adelaide.



Unley has a number of facilities such as the Goodwood Theatre and Studios and Fullarton Community Centre that support local creative artists and events.

Sources: ABR, 2024; MIEG, 2023; ABS, 2021.

WORKFORCE PROFILE - 2021

Workers in the Creative Sector in Unley were similar to the Greater Adelaide average in terms of key demographics. They were much more likely to be degree educated, working in managerial/professional roles, and earning more on average.



43
Median Age

Greater Adelaide - 39



44%
Degree Educated

Greater Adelaide - 35%



62%
Female

Greater Adelaide - 59% / 41%



38%
Male



44%
Professionals

Greater Adelaide - 35%



41%
Business Owners

Greater Adelaide - 27%



22%
Overseas Born

Greater Adelaide - 23%



51%
Full Time

Greater Adelaide - 52%



0.0%
ATSI

Greater Adelaide - 0.8%



\$50,448
Median Income

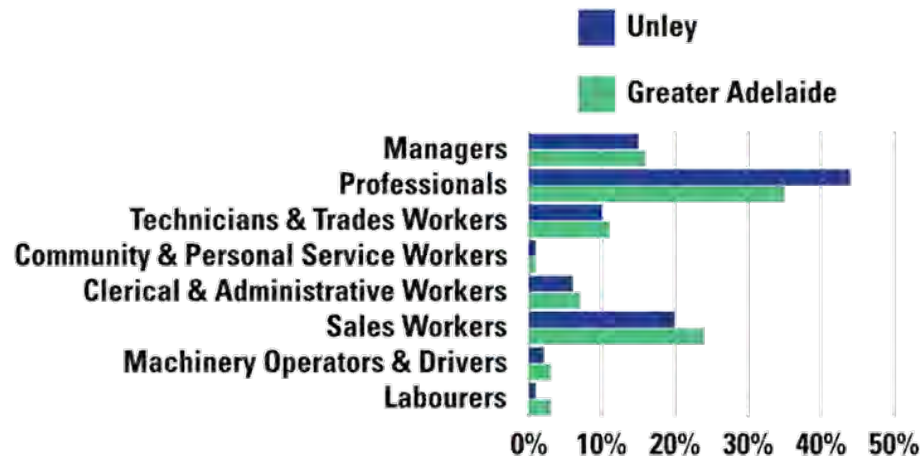
Greater Adelaide - \$46,531

Source: ABS Census of Population and Housing, 2021

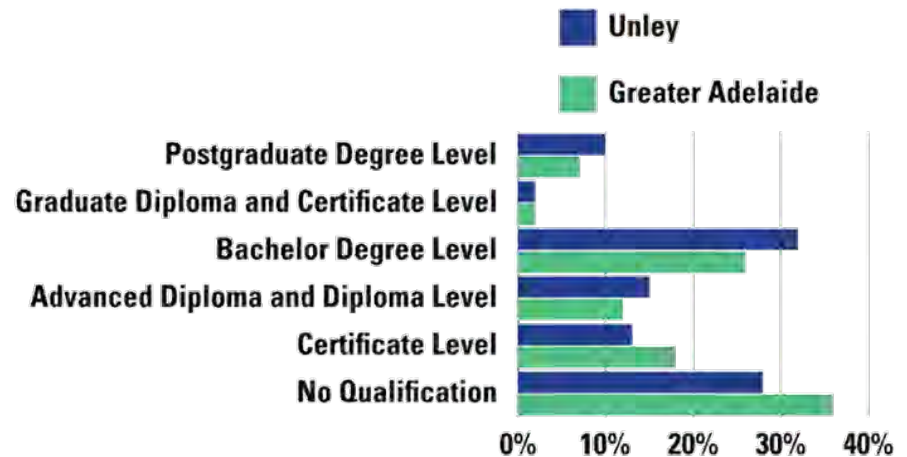
EDUCATION & SKILLS - 2021

The Creative Sector in Unley had a higher share of workers in professional occupations in 2021 (44%) compared to the Greater Adelaide average (35%). The top occupations were sales assistants (retail) and architects, while the top study fields were architecture and graphic arts/design.

Local Workforce Occupations, 2021



Local Workforce Qualifications, 2021



Top Occupations

- Sales Assistants (General)
- Architects and Landscape Architects
- Retail Managers
- Private Tutors and Teachers
- Advertising and Marketing Professionals

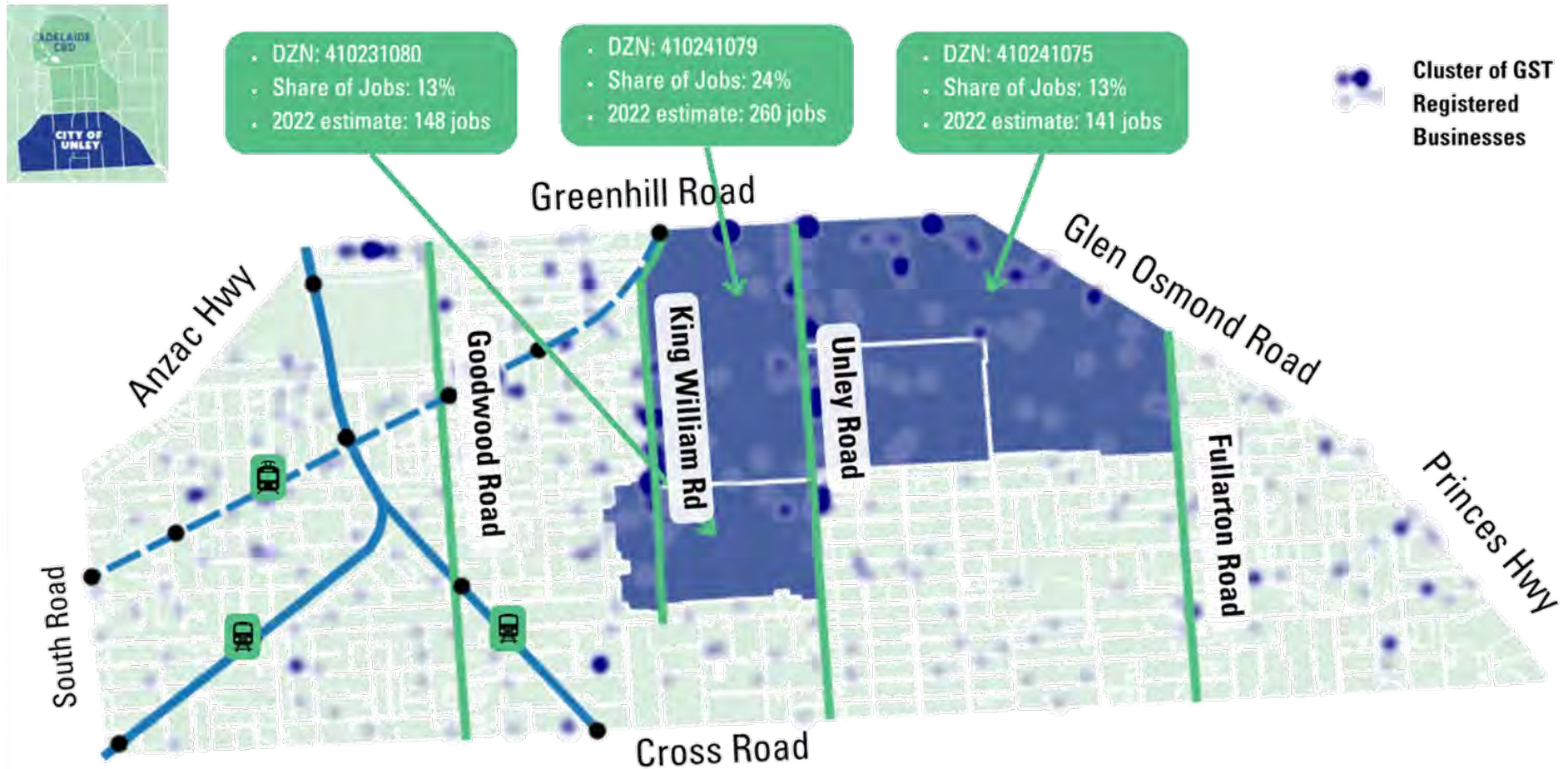
Top Study Fields

- Architecture
- Graphic Arts and Design Studies
- Marketing
- Communication and Media Studies, nfd
- Music

Source: ABS Census of Population and Housing, 2021

SPATIAL PROFILE - 2021

Businesses and employment in the Creative Sector in Unley are clustered along King William Road and Unley Road.



Source: ABS Census of Population and Housing, 2021

RECENT TRENDS



Quality communication infrastructure is crucial to future growth in the industry due to the importance of streaming (tv/radio/games), online media and digital interactivity to the modern consumer.



State and Local Governments have invested heavily in building 'creative precincts' where workers can benefit from spillovers and consumers can enjoy better accessibility and a broader offer of activities.



Cost constraints have led to the cancellation or downsizing of some events and festivals in recent years (except those backed by substantial government funding).



The 'creator' economy is now big business with a mutual revenue relationship between creators and advertisers supporting growth.



Sustainability is a key theme in modern creative industries flowing through how products and services are designed, manufactured and delivered to market.



Major multi-day events like the Fringe Festival and ADL Fashion Week will continue to be supported by Government and can provide avenues to showcase local established artists and designers.

There are an estimated 50 million creators globally, and this number is expected to grow at a 10-20% compound rate annually over the next five years

AFR Intelligence, 2023, Culture Disrupted: Growth in Australia's digital creative industries

Source: AFR, 2023; SA Government

SWOT ANALYSIS

STRENGTHS

- Industry is slightly over-represented compared to greater Adelaide.
- Strong specialisation in fashion (clothing) with other specialisations in professional photography, architectural services, advertising services, arts education and visual arts.
- Industry demonstrates entrepreneurial skills with a high share of business owners.
- A number of facilities that can support creative activities.



OPPORTUNITIES

- Potential to develop fashion related events to coincide with ADL Fashion Week to showcase local businesses.
- Fostered partnerships with local advertising firms and content creators could generate industry revenue growth.
- Entrepreneurship skills could be tapped into to develop business mentoring for other industries.
- Support an industry alliance of sustainability focused creative enterprises to tap into consumer demand for this area.
- Identification and support for a 'creative' precinct could attract State Government investment.



WEAKNESSES

- The LGA's proximity to the CBD can make it difficult to compete with major events and activities.
- High rents in some areas may limit the potential for new enterprises in lower revenue generating industries (e.g. creative artists).
- Employment and business numbers under-represented in non-clothing fashion areas (e.g. jewelry, personal accessories, footwear).
- Employment in music related areas (musicians, music recording and publishing) is comparatively low and under-represented.



THREATS

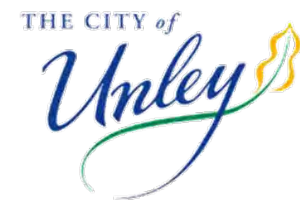
- State Government focus on regional tourism and major CBD area events can leave limited funding for local suburban events.
- Cost of living constraints may impact discretionary spending on creative products and services in the medium term.
- The rise of generative AI can impact creative sector employees and businesses by reducing demand for local creators in visual arts and media areas.
- Businesses that do not embrace diversity in their employment and/or product/services may be vulnerable to changing demographics and overseas competition.





For more information about the City of Unley economy, visit:

economy.id.com.au/unley



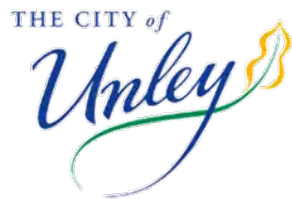
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KNOWLEDGE ECONOMY PROFILE



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SECTOR DEFINITION

The Sector that data has been compiled for in this report has been built from a combination of industries classified according to the Australian and New Zealand Standard Industrial Classification (ANZSIC). It incorporates the following industries:

- Scientific Research Services
- Architectural Services
- Surveying and Mapping Services
- Engineering Design and Engineering Consulting Services
- Other Specialised Design Services
- Scientific Testing and Analysis Services
- Legal Services
- Accounting Services
- Advertising Services
- Market Research and Statistical Services
- Corporate Head Office Management Services
- Management Advice and Related Consulting Services
- Veterinary Services
- Professional Photographic Services
- Other Professional, Scientific and Technical Services nec
- Computer System Design and Related Services
- Road and Bridge Construction
- Other Heavy and Civil Engineering Construction
- Central Banking
- Banking
- Building Society Operation
- Credit Union Operation
- Other Depository Financial Intermediation
- Non-Depository Financing
- Financial Asset Investing
- Life Insurance
- Health Insurance
- General Insurance
- Superannuation Funds
- Financial Asset Broking Services
- Other Auxiliary Finance and Investment Services
- Auxiliary Insurance Services
- Software Publishing
- Data Processing and Web Hosting Services
- Libraries and Archives
- Other Information Services

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SECTOR OVERVIEW - 2022/23

CITY OF UNLEY



\$1,480M
Output / Total Sales

26.0% of total industry output



\$654M
Exports

32.1% of total industry exports



1,518
Businesses

25.9% of total local businesses



\$741M
Gross Value Added

25.2% of total industry value added



4,850
Local Jobs

19.7% of total local jobs



4,167
Employed Residents

19.1% of total residents

KEY SUB-INDUSTRIES



Computer System Related Services

- \$110M Value Added
- 1,022 Jobs



Accounting Services

- \$103M Value Added
- 839 Jobs



Auxilliary Finance & Investment

- \$155M Value Added
- 684 Jobs



Engineering Design and Consulting

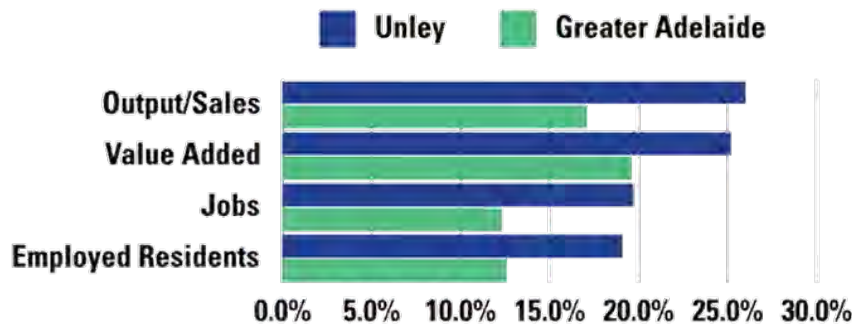
- \$68M Value Added
- 556 Jobs

Sources: NIEIR, 2024; ABS, 2021

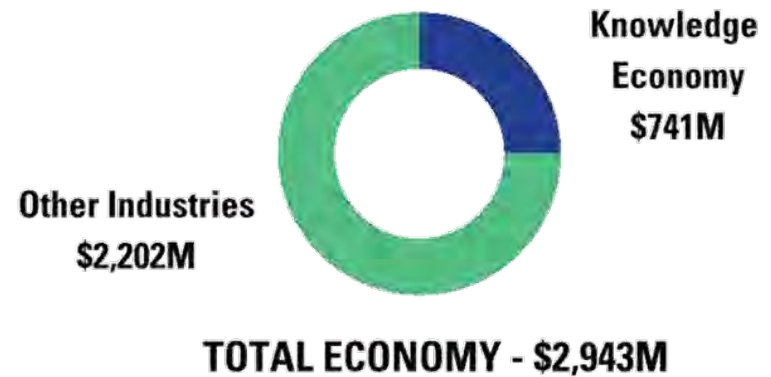
BENCHMARK COMPARISON

The Knowledge Economy Sector in Unley supported a quarter (25%) of Value Added in 2022/23 and 20% of local jobs. This was well above the Greater Adelaide average (17%; 12%).

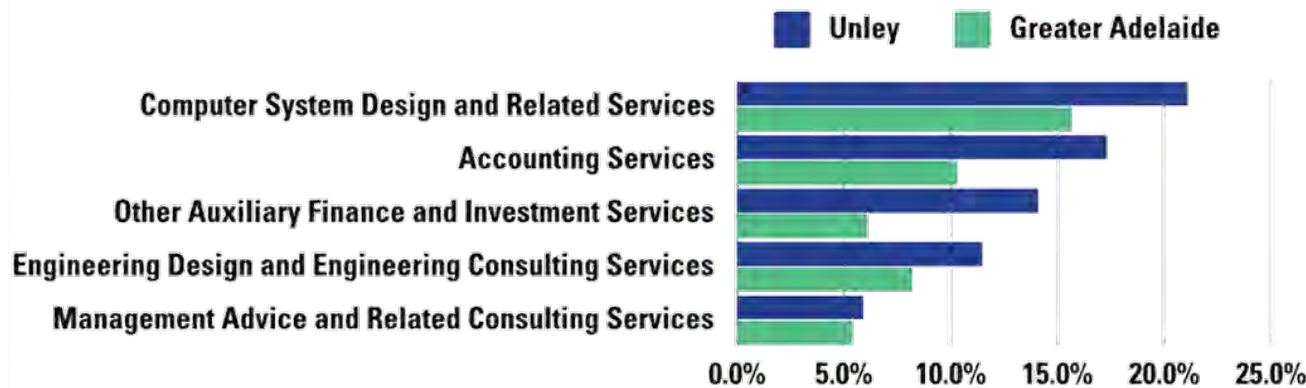
Sector Share of Total Economy, 2022/23



Value Added, 2022/23



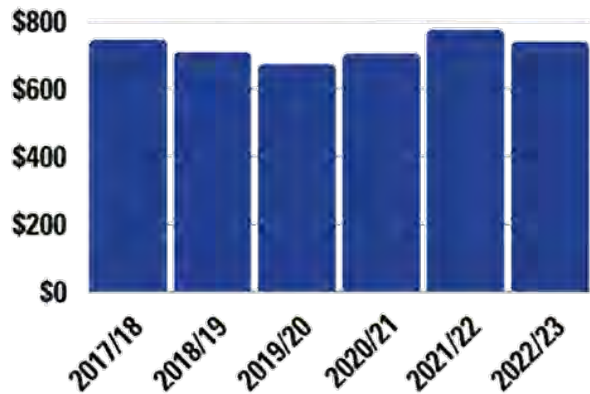
Sub-Industry Share of Sector Employment, 2022/23



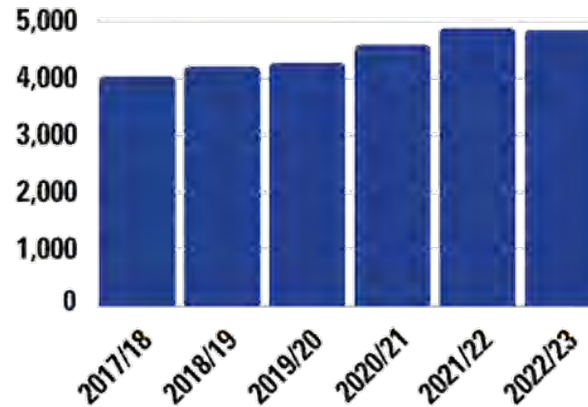
Source: NIEIR, 2024; ABS, 2023

GROWTH TRENDS

Gross Value Added \$M

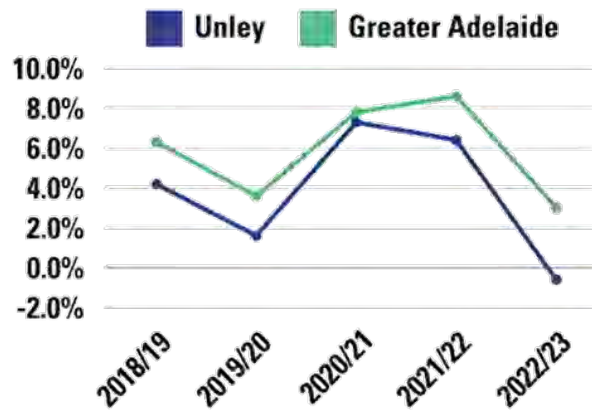
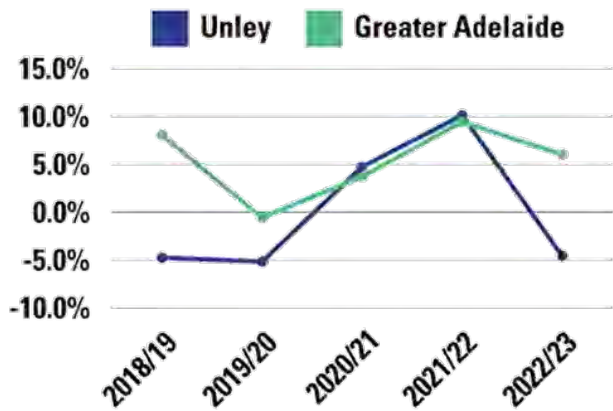


Local Jobs



In 2022/23, there was an estimated 4,850 employees working in the Knowledge Economy in Unley. The industry generated \$741M in Value Added, or \$152,719 per worker.

Growth in the industry has averaged 3.7% p.a. for employment over the last five years but -0.2% p.a. for value added. Both these figures were below the Greater Adelaide average (5.8% and 5.2% p.a. respectively).



Source: MERA 2024

COMPETITIVE ANALYSIS



Unley has demonstrated specialisations in a number of areas especially Accounting/Finance, Engineering Services, and Computer System design services.



Unley has a highly qualified resident base that can be attractive to local business needs. In 2021, an estimated 49% had a university degree compared to 28% for Greater Adelaide.



Unley's commercial office space is generally more affordable than the CBD. Average gross effective rents for prime stock in the CBD fringe were \$364/sqm in 2023 vs \$414/sqm in the CBD.



An abundance of retail and hospitality strips as well as nearby parkland is a competitive asset for local businesses to leverage to attract workers.

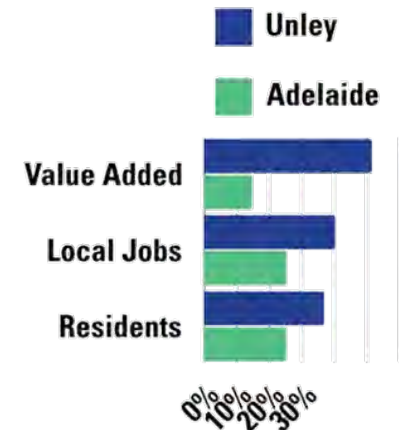


Unley's proximity to the CBD, major transport routes (esp. Greenhill Road) and some capacity for onsite parking make it highly accessible for knowledge based business workers.



Unley has high shares of remote working rates (16% of employed residents in 2021). This is due to the abundance of residents working in professional services (31% working from home in 2021).

Share of Economy



Sources: NIEIR, 2023; ABS, 2021.

Sources: Knight Frank, 2023; NIEIR, 2023; ABS, 2021.

WORKFORCE PROFILE - 2021

Workers in the Knowledge Economy Sector in Unley were more likely to be male and less likely to be born overseas than the Greater Adelaide average. They were more educated and earning more on average.



40
Median Age

Greater Adelaide - 41



60%
Degree Educated

Greater Adelaide - 54%



40%
Female

Greater Adelaide - 45% / 55%



60%
Male



59%
Professionals

Greater Adelaide - 49%



19%
Business Owners

Greater Adelaide - 16%



25%
Overseas Born

Greater Adelaide - 29%



78%
Full Time

Greater Adelaide - 77%



0.0%
ATSI

Greater Adelaide - 0.7%



\$87,834
Median Income

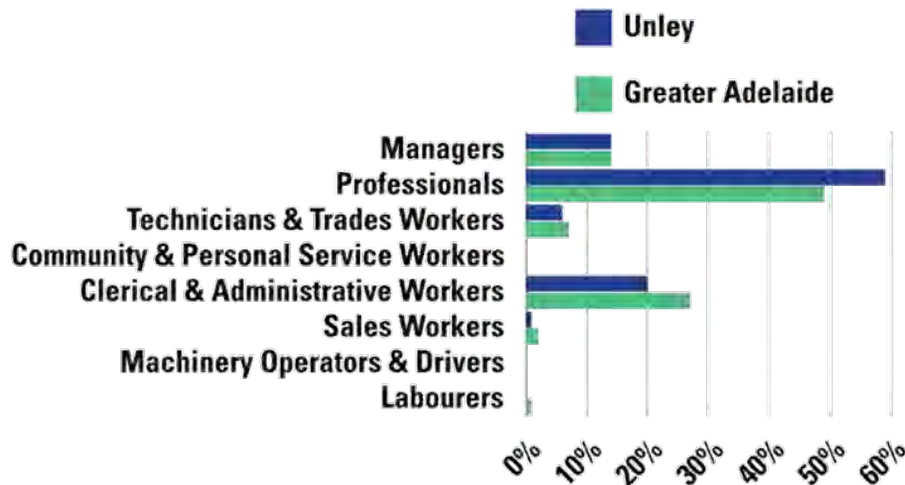
Greater Adelaide - \$81,233

Source: ABS Census of Population and Housing, 2021

EDUCATION & SKILLS - 2021

The Knowledge Economy in Unley had a higher share of workers in professional occupations in 2021 (59%) compared to the Greater Adelaide average (49%). The top occupations were accountants and financial advisors, while the top study fields were accounting and engineering.

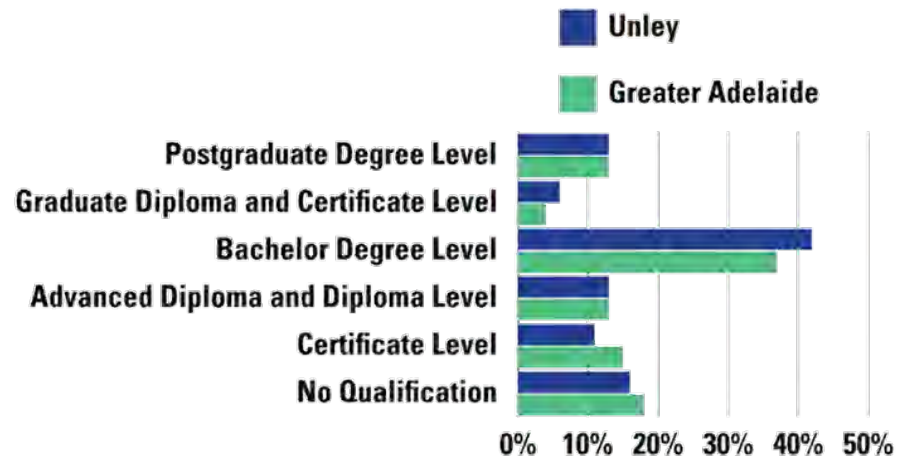
Local Workforce Occupations, 2021



Top Occupations

- Accountants
- Financial Investment Advisers and Managers
- Software and Applications Programmers
- General Clerks
- Financial Brokers

Local Workforce Qualifications, 2021



Top Study Fields

- Accounting
- Engineering and Related Technologies
- Civil Engineering
- Information Technology
- Business and Management

Source: ABS Census of Population and Housing, 2021

SPATIAL PROFILE - 2021

Workers and businesses in the Knowledge Economy are clustered around the northern edge of Unley, predominantly along Greenhill Road.



Source: ABS Census of Population and Housing, 2021

RECENT TRENDS



Professional accounting firms are increasingly incorporating technology like data analytics, AI, and cloud-based accounting into their processes, which has expanded value-added services.



Growing investment in local manufacturing, infrastructure development, space and clean energy areas are spurring demand for engineering services and skills. This will further impact existing skills shortages.



The SA Government has been investing heavily to attract leading tech companies. For example, Lot 14 where Amazon Web Services, Accenture, Google Cloud, Nokia, and Deloitte have established offices.



Systems analysts and programmers were one of the largest growing occupations in Australia between 2016 and 2021 growing by 43%. They are increasingly employed across diversified industries.



Working from home is still elevated in white collar industries despite falling from COVID levels. ABS data suggests almost two thirds of managers and professionals in Australia work from home on a regular basis.



An additional impact of remote and hybrid work is the increase in companies downsizing their floorspace rental needs or shifting to more suburban office locations.

Professional Services is projected to be the second largest growing industry in the next five years and Software and Application Programmers will be the 2nd largest growing occupation.

National Skills Commission, 2022, Australia's current, emerging and future workforce skills needs

Source: ABS, 2021; ABS 2024

SWOT ANALYSIS

STRENGTHS

- Industry is over-represented in terms of jobs and value added compared to Greater Adelaide.
- Strong specialisation in accounting and financial investment services.
- Very highly qualified resident base which is an attractive labour pool for new businesses.
- High amenity office locations in relatively accessible areas.



OPPORTUNITIES

- Smaller offices in high amenity areas such as along Greenhil Road are attractive to companies looking to downsize post-COVID.
- Potential to target legal services firms with almost a quarter of Unley's residents working in the knowledge economy employed in this industry.
- Potential to build local knowledge economy cluster network to support investment and innovative partnerships.
- High share of remote/home workers offers opportunities for supporting co-working spaces for professionals still looking for benefits of social interaction.



WEAKNESSES

- Employment in tertiary education and scientific research services is under-represented compared to Greater Adelaide. This may limit the potential for local research and development partnerships.
- Growth in professional services businesses in the two years to June 2023 (2.9%) was below the state average (5.9%).
- Employment growth has been lower than the metro average.
- Unley's knowledge economy workforce is less diverse (more male orientated, less overseas born) than the Greater Adelaide average which may impact innovation opportunities.



THREATS

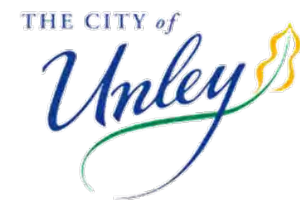
- State Government investment focus on the CBD may impact potential growth of other suburban locations.
- Fringe office vacancies rates have fallen in recent years and rents are rising which may impact future absorption in the medium term unless supply is expanded.
- A return to post-COVID conditions may see Adelaide lose some of the highly qualified former South Australians who moved home in recent years back to interstate cities.





For more information about the City of Unley economy, visit:

economy.id.com.au/unley

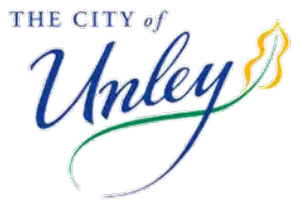


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VISITOR ECONOMY PROFILE



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SECTOR DEFINITION

The Sector that data has been compiled for in this report has been built from a combination of industries classified according to the Australian and New Zealand Standard Industrial Classification (ANZSIC). The tourism industries are estimated from the NIEIR microsimulation model by looking at the level of exports from specific industries which have a significant direct tourism component. By measuring the level of export activity (i.e. goods and services purchased by individuals or business from outside the local area) for those industries that form part of a tourism cluster, the value of the tourism industry can be estimated. Of the 86 industries at the 2 digit ANZSIC code, 11 industries have a significant direct tourism output. These include:

- Motor Vehicle and Motor Vehicle Parts Retailing
- Fuel Retailing
- Food Retailing
- Other Store-Based Retailing
- Non-Store Retailing and Retail Commission Based Buying
- Accommodation
- Food and Beverage Services
- Heritage Activities
- Creative and Performing Arts Activities
- Sports and Recreation Activities
- Gambling Activities

There are also many other industries that contribute to tourism indirectly such as transport and education. The value of these industries to the economy is taken into account through the calculation of their indirect impact tourism spend flows through the local economy. Using this methodology the total sum of all regional Tourism output comes to within 5% of the ABS National Tourism Satellite Account (NTSA). Other industries included in the Satellite Account include:

- Residential property operators
- Rail transport
- Taxi and other road transport
- Road freight transport
- Interurban and rural bus transport
- Urban bus transport (including tramway)
- Water transport
- Air and space transport
- Scenic and Sightseeing Transport
- Passenger car rental and hiring
- Travel agency and tour arrangement
- Preschool and school education
- Tertiary education
- Adult, community and other education

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SECTOR OVERVIEW - 2022/23

CITY OF UNLEY



\$113M

Output / Total Sales

2.0% of total industry output



\$71M

Gross Value Added

2.4% of total industry value added



1,016

Local Jobs

4.1% of total local jobs



321¹

Businesses

5.5% of total local businesses

Sources: NIER, 2023; ABS, 2021; Tourism Research Australia, 2024;

1 Business numbers refer to all tourism and hospitality businesses, not just those connected to tourism.

2 Estimates are based on low sample sizes and therefore should be used with a high degree of caution.

TOTAL IMPACT INCLUDING FLOW-ON EFFECTS

\$254M Sales & 1,700 Jobs

KEY SUB-INDUSTRIES



**Cafes,
restaurants &
takeaway**

- \$13.3M Value Added
- 421 Jobs



**Travel agency
& information
centres**

- \$17.4M Value Added
- 142 Jobs

VISITATION



198K²
Daytrippers

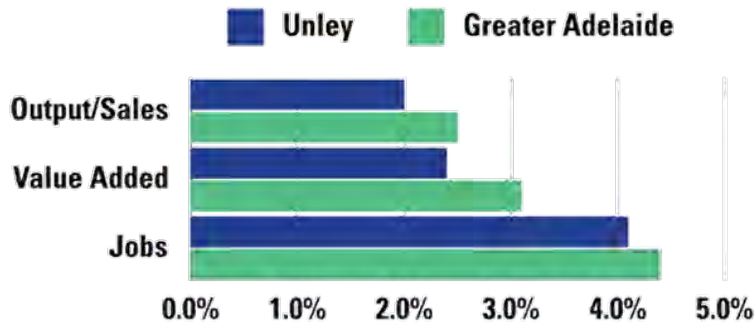


36K₂
**Overnight
Visitors**

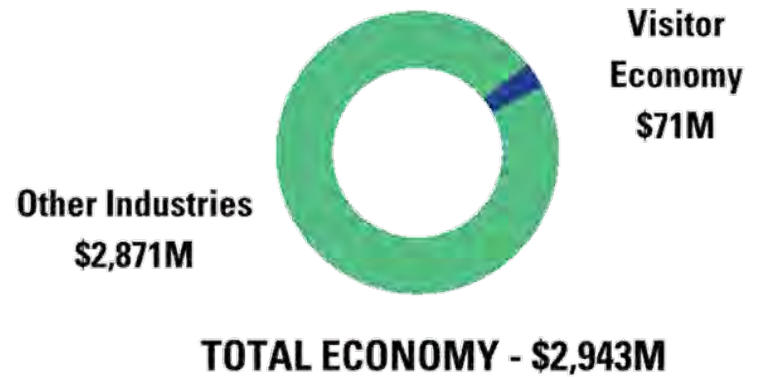
BENCHMARK COMPARISON

The Visitor Economy in Unley directly supported 2.4% of Value Added in 2022/23 and 4.1% of local jobs. This was slightly below the Greater Adelaide average (3.1%; 4.4%).

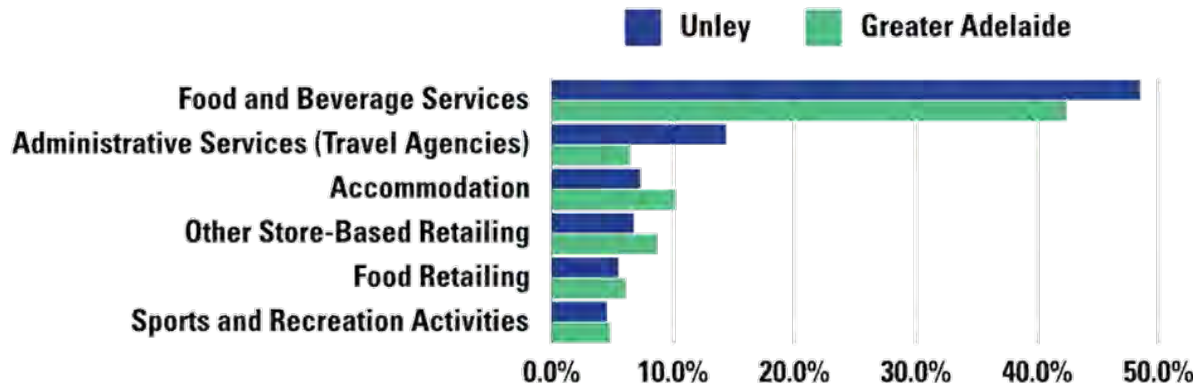
Sector Share of Total Economy, 2022/23



Value Added, 2022/23



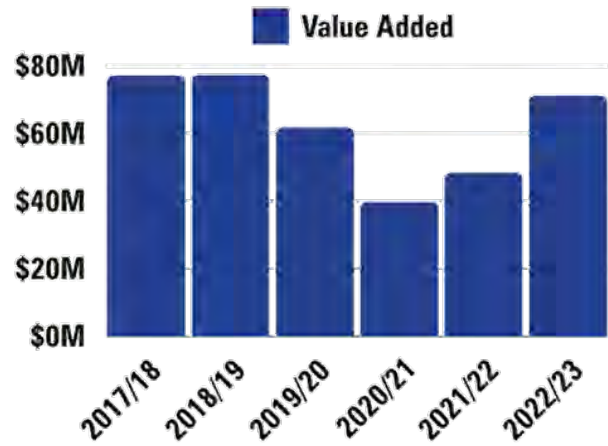
Sub-Industry Share of Sector Employment, 2022/23



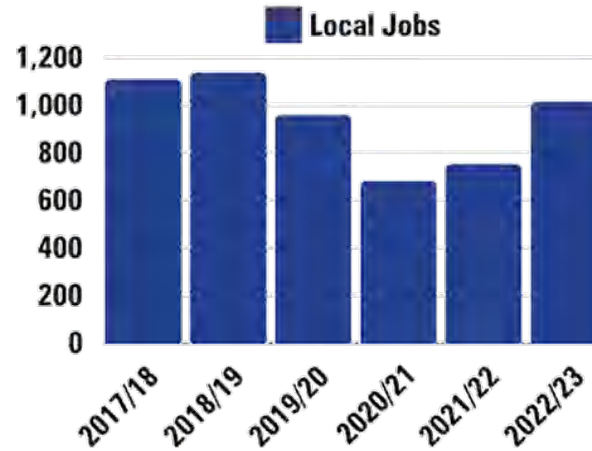
Source: NIEIR, 2024; ABS, 2021

GROWTH TRENDS

Gross Value Added



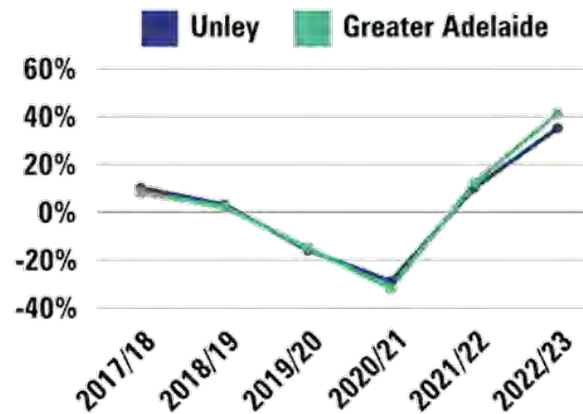
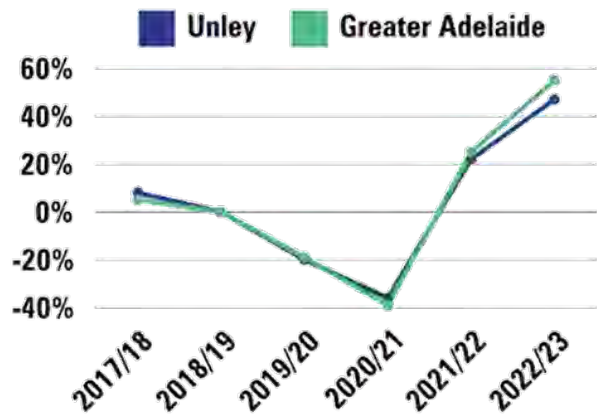
Local Jobs



In 2022/23, there was an estimated 1,016 employees directly working in the Visitor Economy in the City of Unley. The industry directly generated \$71M in Value Added.

In 2022/23, Value Added was estimated to have still been 8% below pre-COVID levels.

Growth in the industry averaged 4.8% p.a. for employment over the three years prior to COVID and 3.7% p.a. for value added. Jobs growth was affected by COVID restrictions, but rebounded strongly in 2022/23.



Source: MBR, 2023

COMPETITIVE ANALYSIS



Unley is home to five key retail and hospitality strips: Unley Road, King William Road, Goodwood Road, Fullarton Road and Glen Osmond Road. They offer diversified food and retail offers for local and interstate visitors.



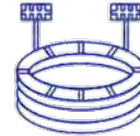
Every year, Unley hosts the **Unley Gala** - a large street festival that acts as the precursor event to the Santos Tour Down Under. It is estimated to attract 20,000 visitors.



Adelaide Showground is located in Unley and is the city's largest multipurpose venue. The site hosts numerous large business and cultural events throughout the year as well as the Royal Adelaide Show.



Hospitality venues in Unley are well regarded and well patronised. The Cremorne Hotel recently won the Best Overall Hotel in Australia at the Australian Hotel Association Awards.



Unley Oval is a multi-use stadium in Unley, home ground for the Sturt Football Club in the SANFL, South Australian Grade Cricket League matches, and hosts AFL Women's matches.



The City of Unley is often rated as a high amenity area which is attractive to visit. Good facilities and amenity was a key positive factor in a recent local business survey (42% of respondents).

Sources: City of Unley, 2024; NIEIR, 2023; ABS, 2021.

WORKFORCE PROFILE - 2021

Workers in the Visitor Economy Sector* in Unley were slightly more likely to be female and born overseas than greater Adelaide as a whole in 2021. The workforce was slightly more educated, but earning lower median incomes.



26
Median Age

Greater Adelaide - 26



22%
Degree Educated

Greater Adelaide - 18%



54%
Female

Greater Adelaide - 51%



46%
Male



2%
Professionals

Greater Adelaide - 2%



13%
Business Owners

Greater Adelaide - 10%



39%
Overseas Born

Greater Adelaide - 36%



33%
Full Time

Greater Adelaide - 32%



0.5%
ATSI

Greater Adelaide - 1.0%



\$30,804
Median Income

Greater Adelaide - \$33,448

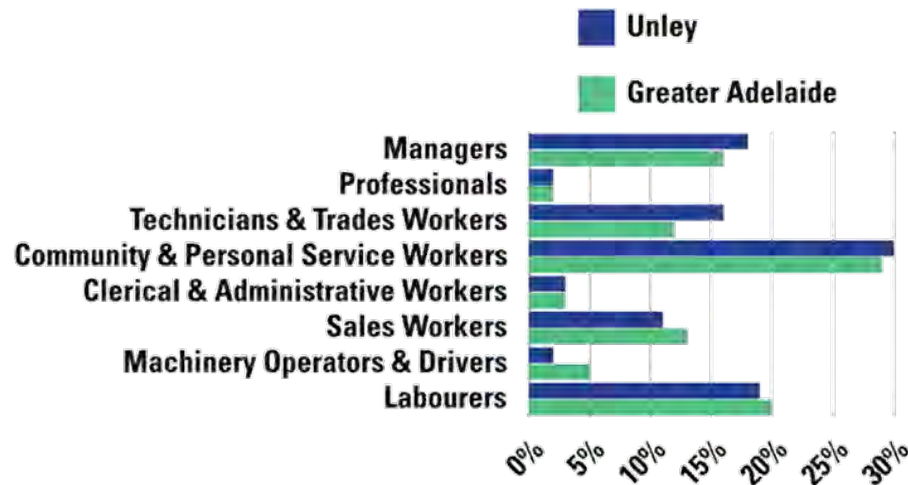
*N.B. profile relates to tourism and hospitality sector not just tourism/visitor economy.

Source: ABS Census of Population and Housing, 2021

EDUCATION & SKILLS - 2021

The Visitor Economy Sector in Unley had a higher share of workers in managerial and technical occupations in 2021 compared to the Greater Adelaide average. The top occupations were waiters and chefs, and top qualifications were in hospitality and cookery.

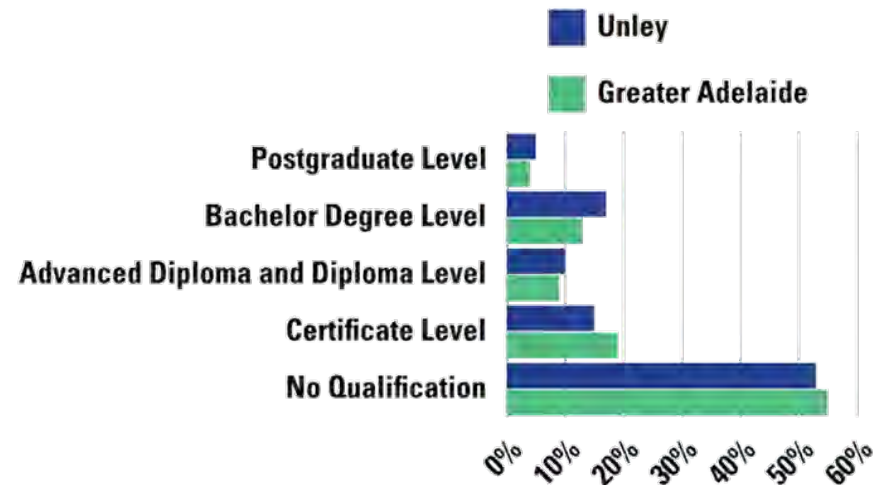
Local Workforce Occupations, 2021



Top Occupations

- Waiters
- Chefs
- Kitchen Hands
- Sales assistants
- Bar attendants and Baristas
- Cafe and Restaurant Managers

Local Workforce Qualifications, 2021



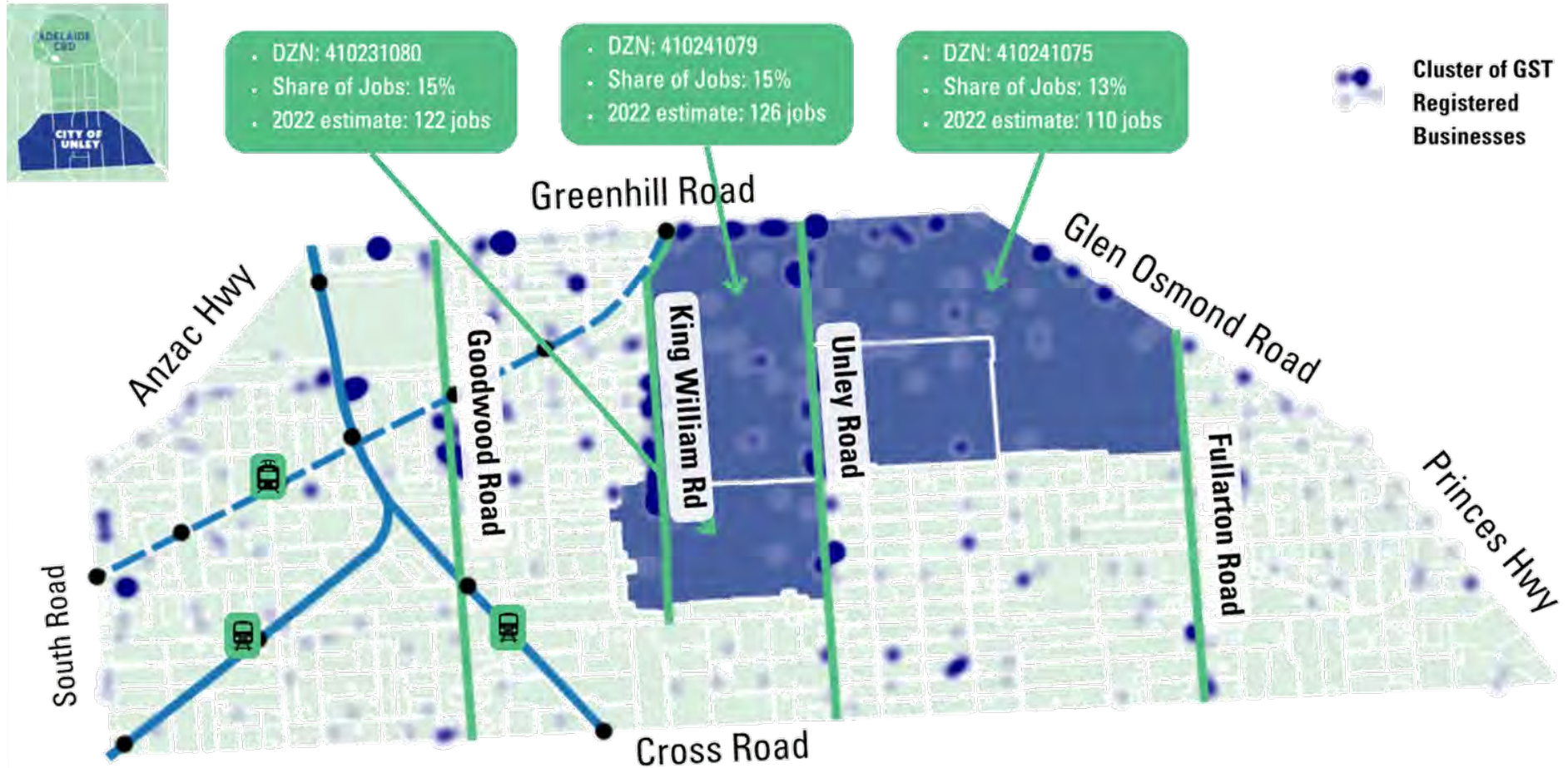
Top Study Fields

- Hospitality
- Cookery
- Business and Management
- Accounting
- Hospitality Management

Source: ABS Census of Population and Housing, 2021

SPATIAL PROFILE - 2021

Businesses in the Tourism Sector in Unley are clustered along King William Road, Unley Road, Goodwood Road, Greenhill Road and Glen Osmond Road.



Source: ABS Census of Population and Housing, 2021

RECENT TRENDS



Visitor numbers have bounced back from COVID impacts but are still lower. Domestic inbound passenger numbers to Adelaide Airport in the Dec 2023 Qtr were still 2% below 2019, international numbers were 17% below.



A regular schedule of trade shows and events at Adelaide Showground ensure there is constant opportunities for local businesses to tap into external visitors.



Despite visitation being slightly lower than pre-Pandemic levels, spending is up. Tourism Research Australia suggests domestic spend in the September 2023 quarter was up 36% on the same quarter in 2019.



Despite growth in some niche tourism experiences, 'dining out' is still the number one experience desired by domestic and international visitors, followed by 'beaches'.



Cost of living pressures may start to eat into Australian's travel and entertainment plans in 2024. However, Unley's relative affluence and house ownership will likely insulate local food businesses.



People are increasingly wanted to spend money on 'experiences'. They are also demonstrating a willingness to spend more if the experience is 'exclusive' or designed to be memorable.

Source: BTPA, 2024; Tourism Research Australia, 2024; Tourism Australia, 2023

SWOT ANALYSIS

STRENGTHS

- The City has some key hospitality/retail precincts and four active street trader associations.
- Affluent resident base supports internal visitation to local retail/hospitality businesses.
- Adelaide Showground hosts numerous large business and cultural events throughout the year.
- The Unley Gala is well established as a major annual event in the Adelaide events calendar.



OPPORTUNITIES

- Creation of more unique marketable events and local experiences would support increased visitation from outside the LGA.
- Potential to explore options to encourage greater accommodation development especially around Adelaide Showground.
- Development of a strong social media identity/brand for visiting Unley would boost awareness amongst interstate visitors.
- Development of curated visitor itineraries can help spread spending across businesses/locations and extend length of visit.



WEAKNESSES

- Some precincts in the City such as King William Road are considered to be in need of greater support to improve activation.
- Lack of adequate parking is considered a potential inhibitor to visitation in some areas.
- More events are needed throughout the year to attract external visitation and promote greater spending.
- No approvals for new short-term accommodation facilities in the five years to June 2023.
- Perceived public transport access challenges to areas outside Adelaide's CBD.



THREATS

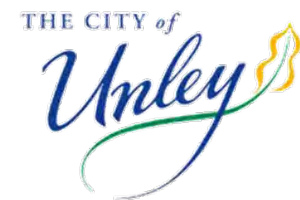
- State Government focus on regional tourism and major CBD area events can leave limited funding for local suburban events.
- Cost of living constraints may impact discretionary spending on holidays and/or hospitality.
- Major investment in the northern end of Adelaide's CBD places Unley at a slight location disadvantage for spillover spending.





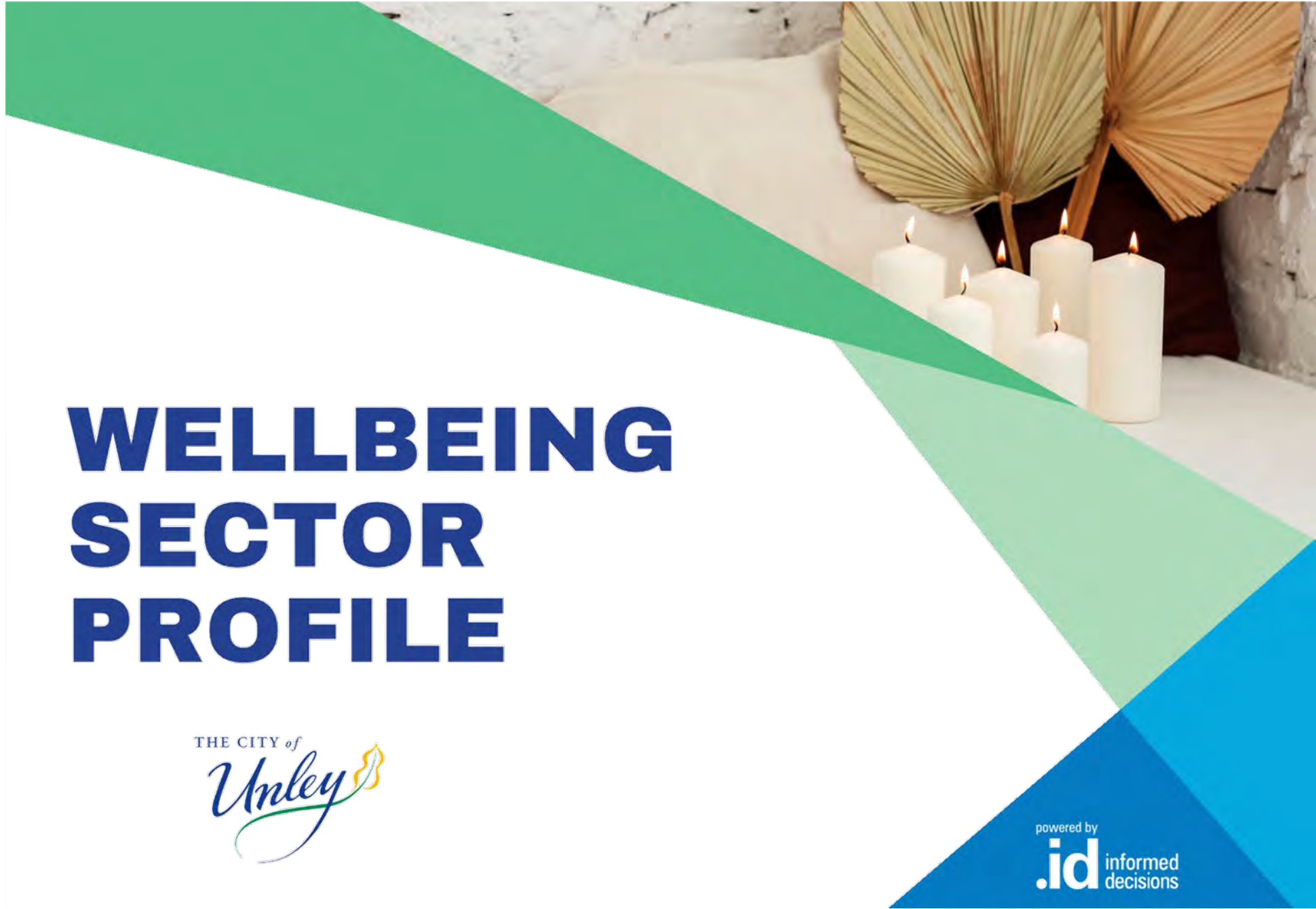
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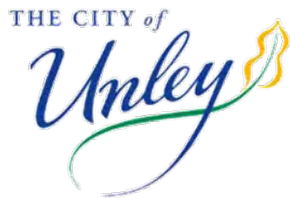


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WELLBEING SECTOR PROFILE



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SECTOR DEFINITION

The Sector that data has been compiled for in this report has been built from a combination of industries classified according to the Australian and New Zealand Standard Industrial Classification (ANZSIC). It incorporates the following industries:

- Health and Fitness Centres and Gymnasias Operation
- Sports and Physical Recreation Clubs and Sports Professionals
- Sports and Physical Recreation Venues, Grounds and Facilities Operation
- Sports and Physical Recreation Administrative Service
- Physiotherapy Services
- Chiropractic and Osteopathic Services
- Other Allied Health Services
- Sports and Physical Recreation Instruction
- Other Personal Services nec

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SECTOR OVERVIEW - 2022/23

CITY OF UNLEY



\$143M
Output / Total Sales

2.5% of total industry output



\$73M
Exports

3.6% of total industry exports



308
Businesses

5.3% of total local businesses



\$83M
Gross Value Added

2.8% of total industry value added



1,196
Local Jobs

4.8% of total local jobs



811
Employed Residents

3.7% of total residents

KEY SUB-INDUSTRIES



Other Allied Health Services

- \$39M Value Added
- 550 Jobs



Other Personal Services

- \$13M Value Added
- 166 Jobs



Physiotherapy Services

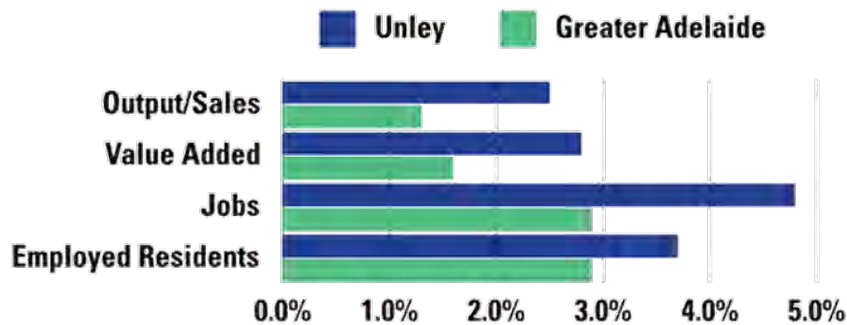
- \$11M Value Added
- 158 Jobs

Sources: NIEIR, 2024; ABS, 2021

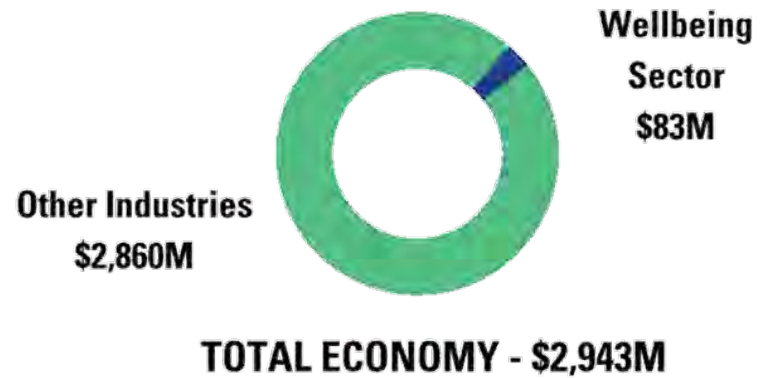
BENCHMARK COMPARISON

The Wellbeing Sector in Unley supported 2.8% of Value Added in 2022/23 and almost 5% of local jobs. This was well above the Greater Adelaide average (1.6%; 2.9%).

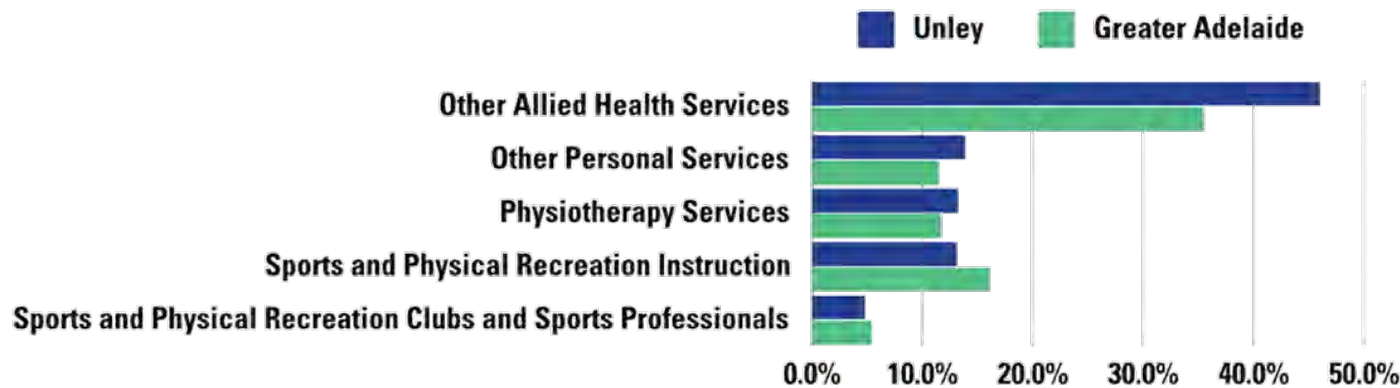
Sector Share of Total Economy, 2022/23



Value Added, 2022/23



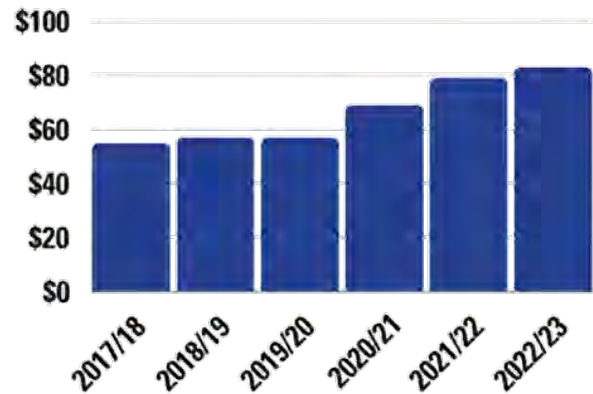
Sub-Industry Share of Sector Employment, 2022/23



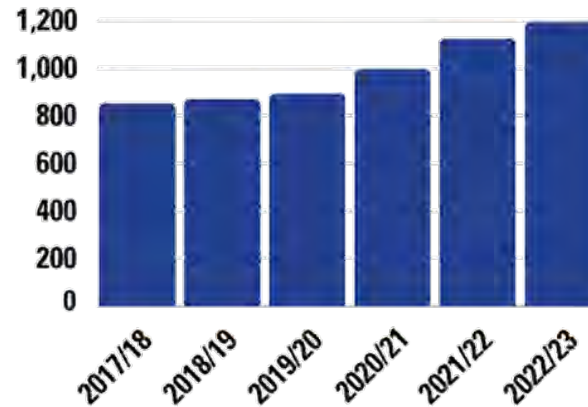
Source: NIEIR, 2024; ABS, 2021

GROWTH TRENDS

Gross Value Added \$M

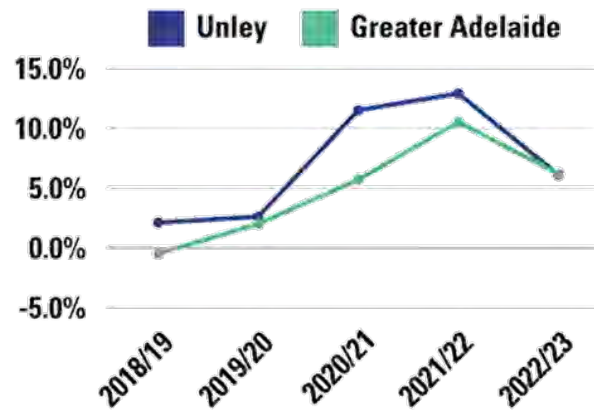
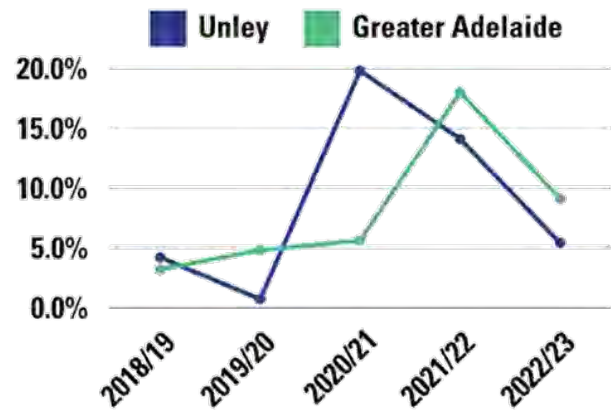


Local Jobs



In 2022/23, there was an estimated 1,196 employees working in the Wellbeing Sector in Unley. The industry generated \$83M in Value Added, or \$69,134 per worker.

Growth in the industry has averaged 6.9% p.a. for employment over the last five years and 8.6% p.a. for value added. Both employment and value added has been growing above the Greater Adelaide average (4.7% p.a.; 8.0% p.a.).



Source: MERA 2024

COMPETITIVE ANALYSIS



1980 to 1994
30 to 44 years

Unley has a high share of affluent Millennials in its resident base. According to McKinsey research, Millennials prioritise wellness more than other generations and purchase more wellness products and services.



The GoodHub in Goodwood is a cluster of wellbeing businesses that can generate economic spillovers from offering complementary services for clients looking for all-in-one locations.



Compared to the whole of Greater Adelaide, Unley has a large over-representation of psychologists. In 2021, they represented 12% of the Wellbeing workforce, 2.5 times the average.



The workforce in Unley's Wellbeing Sector are more qualified (56% with degrees) than the Greater Adelaide average allowing them to earn higher incomes



Other specialisations in the sector include occupational therapists, physiotherapists and complementary health therapists.



Unley saw a strong rise (38%) in sports and fitness instructors between the 2016 and 2021 Census periods.

Sources: ABR, 2024; MIEB, 2023; ABS, 2021.

WORKFORCE PROFILE - 2021

Workers in the Wellbeing Sector in Unley in 2021 were more likely to be female than the Greater Adelaide average (74% compared to 66%), but less likely to be born overseas. They were much more likely to be degree educated and earning higher salaries than the Greater Adelaide average.



37
Median Age

Greater Adelaide - 36



56%
Degree Educated

Greater Adelaide - 44%



74%
Female

Greater Adelaide - 66%



26%
Male



42%
Professionals

Greater Adelaide - 31%



34%
Business Owners

Greater Adelaide - 31%



20%
Overseas Born

Greater Adelaide - 23%



45%
Full Time

Greater Adelaide - 39%



0.6%
ATSI

Greater Adelaide - 0.7%



\$58,879
Median Income

Greater Adelaide - \$47,560

Sources: ABS Census of Population and Housing, 2021

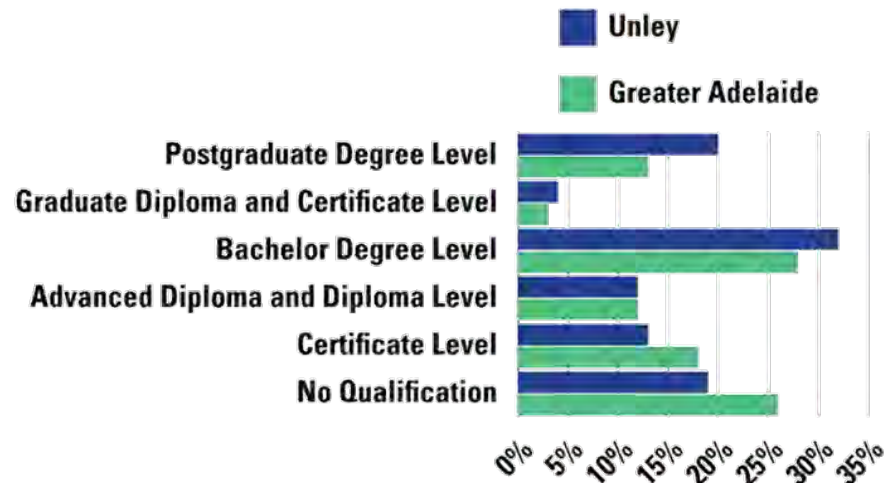
EDUCATION & SKILLS - 2021

The Wellbeing Sector in Unley had a much higher share of workers in professional occupations in 2021 (42%) compared to the Greater Adelaide average (31%) and a higher share with post-graduate qualifications. The top occupations were psychologists and fitness instructors, and physiotherapists.

Local Workforce Occupations, 2021



Local Workforce Qualifications, 2021



Top Occupations

- Psychologists
- Fitness Instructors
- Physiotherapists
- Sports Coaches, Instructors and Officials
- Receptionists

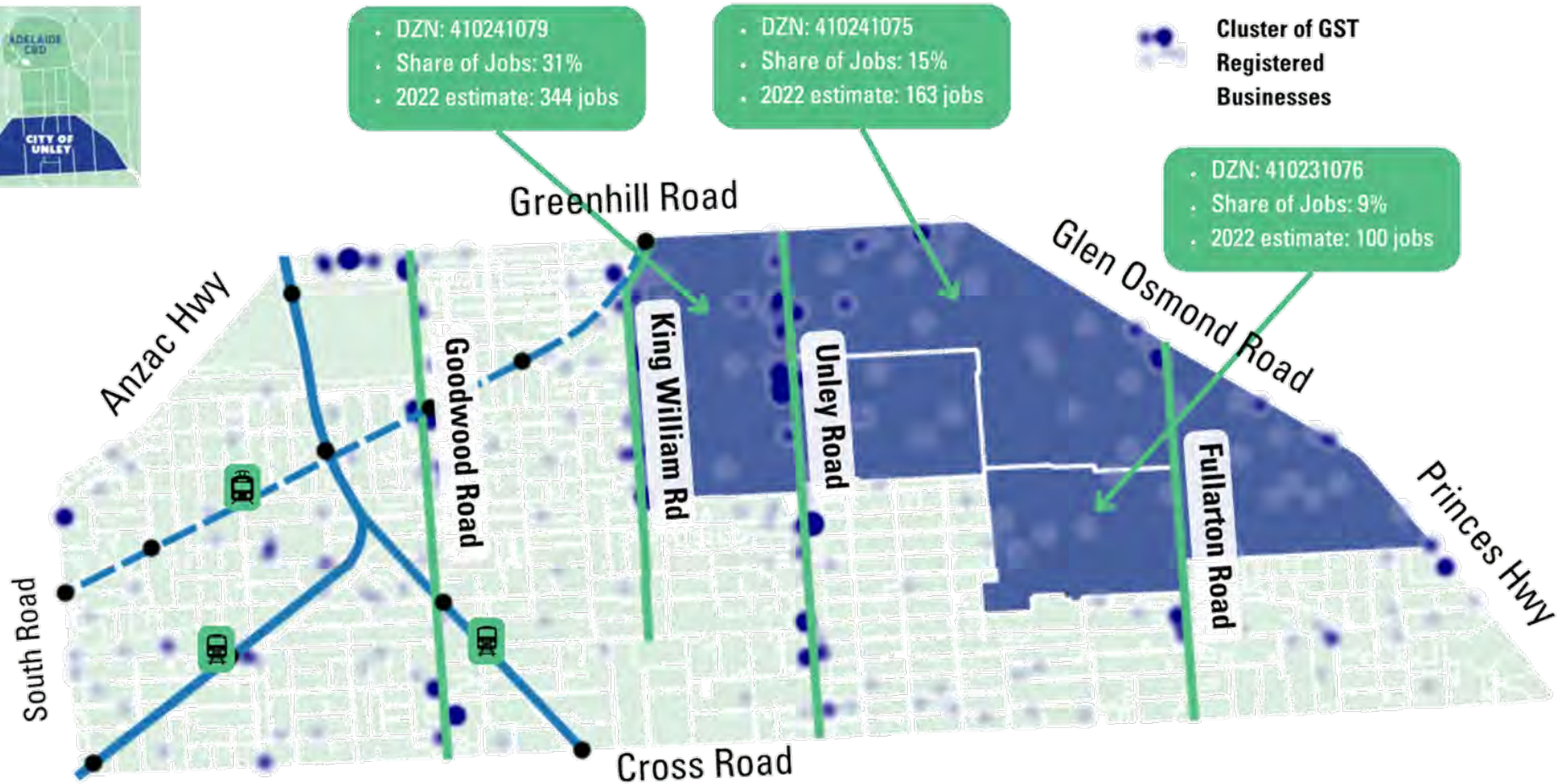
Top Study Fields

- Psychology
- Physiotherapy
- Sports Coaching, Officiating and Instruction
- Occupational Therapy
- Massage Therapy

Source: ABS Census of Population and Housing, 2021

SPATIAL PROFILE - 2021

Businesses and employment in the Wellbeing Sector in Unley are clustered mainly along Unley Road.



Source: ABS Census of Population and Housing, 2021

RECENT TRENDS



McKinsey research estimates Wellness is now a \$1.5 trillion market globally, growing at 5-10% each year. Key interest areas are: health, fitness, nutrition, appearance, sleep, and mindfulness.



Wellness Tourism has been identified by Tourism SA as a regional priority, but evidence from other cities suggest their is opportunities for urban areas e.g. city clamping, urban day spas.



COVID enabled fast acceleration of digital health and fitness service offerings. While physical studios/gyms are still popular, at home solutions continue to grow.



Adelaide Showground has the potential to attract industry conventions and events e.g. The MindBodySpirit Festival - Australia's largest health, wellbeing and natural therapies event.



There is growth in wellness 'hubs' or clusters of like minded businesses. Larger holistic studios offering all-in-one fitness, health, and nutrition services are also on the rise.



Initiatives aimed at promoting healthier workplaces have seen a rise in Corporate Wellness Programs which include Health Risk Assessments (HRA), nutrition and fitness programs, and mental health support.

Australians spent approximately AUD \$6,100 per year on wellness in 2022. This was the 7th highest globally.

The Global Wellness Economy: Country Rankings Data for 2019-2022

Source: McKinsey, 2021, *The future of wellness: Connected and sustained*; Global Wellness Institute, 2024, *The Global Wellness Economy: Country Rankings*
 Photo: Getty Images

SWOT ANALYSIS

STRENGTHS

- Competitive advantages in psychology, occupational therapy, physiotherapy.
- Affluent resident base that can support expenditure in the industry.
- Highly qualified workforce with a greater share than the metro average working in professional occupations.
- Established example of a successful 'wellness hub' with clustering benefits.



OPPORTUNITIES

- Forecast strong growth in demand for mental health services.
- Potential to continue to grow sports/fitness instructors industry as still under-represented compared to Greater Adelaide.
- Creation and marketing of wellbeing packages that combine multiple businesses could tap into the growing wellness tourism segment.
- Targeted attraction of wellbeing events and conventions could generate visitor dollars and support the local industry.
- Partnerships between local wellbeing and professional service businesses to generate tailored Corporate Wellness programs.



WEAKNESSES

- Low employment and business numbers in sports and fitness areas. Employment share is also below average compared to metro area.
- Lower share of male employment in the industry may be limiting diversity of businesses and growth in certain segments.



THREATS

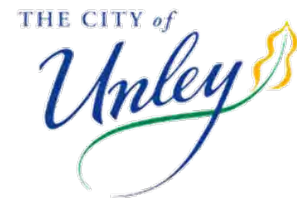
- Rise of digital wellness and fitness programs can impact potential growth of physical location operators.
- Cost of living constraints may impact discretionary spending on wellbeing products and services in the medium term.
- Quality training and the management of sometimes very sensitive health data is required for ongoing trust in some wellbeing businesses operating in unregulated industries.





For more information about the City of Unley economy, visit:

economy.id.com.au/unley



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Industry Sector Roundtables Report

Introduction

Local Government can play a pivotal role in fostering sustainable economic growth within communities. The City of Unley, committed to the holistic advancement of its residents and businesses, recognises the significance of strategic economic development.

The City of Unley undertook a comprehensive industry analysis across five industry sectors to identify opportunities, mitigate challenges, and sound out ideas towards a vibrant and resilient economy. The five industry sectors recognised for their strong contribution to our prosperous economy that were researched include:

1. Visitor / Lifestyle Economy
2. Ageing Well
3. Wellbeing Economy
4. Creative Industries, and
5. Knowledge Economy

A two-pronged approach was used to better understand the industry sectors. Firstly, an economic consultancy firm was engaged to undertake quantitative analysis of the industry sectors. Secondly, the City of Unley undertook a series of industry focus groups to gain invaluable insights from the people operating within these industry sectors within the City of Unley.

This report provides a summary of the findings from the industry sector round tables only.

This information can help guide the creation of the next Economic Development Growth Strategy (2026 - 2030).

Strategic Context

This work supports the following goals:

- Community Plan 2033
 - Our businesses are valued because of the range of goods, services and facilities they provide, and new businesses are supported, not burdened with bureaucracy.
- Economic Development Growth Strategy (2021 – 2025)
 - Civic Leadership - A whole-of-city approach to facilitate and promote business growth and investment ensuring desirability of the City of Unley as a business destination
 - People and Places - Support growth through quality development that builds on the City's liveability and aligns with environmental principles
 - Destination and Investment - Increase employment opportunities through recognition of the City of Unley as a business destination and place to invest.
 - Business Sustainability - Enable business growth and prosperity.
 - Connected and Activated Precincts - Business precincts are vibrant, activated and connected.

Industry Sector Roundtables (February to May 2024)

Why undertake industry sector analysis?

An understanding of the industry sectors within the City of Unley is important for several reasons:

- Targeted Strategies and Policies:
 - Tailored Support: Knowing the specific needs and characteristics of different industry sectors gives us the clues to develop targeted strategies and policies that support growth and address their unique challenges.
 - Resource Allocation: It enables more efficient allocation of resources, ensuring that investments are directed towards sectors with the highest potential for economic impact.
- Economic Resilience and Diversification:
 - Risk Management: Understanding the diversity of industry sectors helps in managing economic risks. It ensures that the local economy is not overly reliant on a single sector, reducing vulnerability to sector-specific downturns.
 - Adaptation to Changes: Knowledge of industry sectors aids in anticipating and adapting to economic changes, such as technological advancements, market trends, and shifts in consumer behaviour.
- Attracting and Retaining Businesses:
 - Competitive Advantage: By identifying the strengths and opportunities within different sectors, we can highlight the City of Unley's competitive advantages in key locations to attract new businesses and retain existing ones.
 - Business Ecosystem Development: It helps in fostering a supportive ecosystem for businesses, including supply chains, talent pools, and infrastructure that cater to specific sectors.
- Workforce Development:
 - Skills Alignment: Understanding industry sectors allows for the alignment of workforce development programs with the skills demanded by local employers, enhancing employment opportunities and ensuring a skilled labour force.
 - Education and Training Partnerships: It facilitates partnerships with educational institutions to develop training programs that meet the needs of key industries.
- Economic Impact Assessment:
 - Measuring Contributions: Knowing the various sectors enables accurate measurement of their contributions to the local economy in terms of employment and output.
 - Performance Monitoring: It aids in monitoring the performance of different sectors over time, allowing for timely interventions and adjustments to economic development strategies.
- Community and Stakeholder Engagement:
 - Informed Decision-Making: Engaging with community stakeholders and industry leaders becomes more effective when we have a deep understanding of the sectors they represent. This leads to more informed and collaborative decision-making.
 - Building Relationships: It helps in building strong relationships with key industry players, fostering a sense of community and shared vision for economic growth.
- Strategic Planning:
 - Long-Term Vision: A comprehensive understanding of the industry sectors contributes to the development of a long-term economic vision and strategic plan for the City of Unley, ensuring sustainable growth and prosperity.
 - Infrastructure and Development: It informs infrastructure planning and development projects, ensuring that they support the needs and growth of vital industry sectors.

Industry Sector Roundtables (February to May 2024)

How are industry sectors defined?

Industry sectors in Australia are typically identified using a classification system that categorises businesses and economic activities based on their primary production processes. The most widely used classification system is the Australian and New Zealand Standard Industrial Classification (ANZSIC). Here's an overview of how industry sectors are identified in Australia:

- **Australian and New Zealand Standard Industrial Classification (ANZSIC):**
 - ANZSIC was developed by the Australian Bureau of Statistics (ABS) and Statistics New Zealand. It provides a framework for classifying economic activities to produce comparable industry statistics across the two countries.
- **Data Sources and Classification Criteria:**
 - **Primary Activity:** Businesses are classified based on their primary activity. The primary activity is the one that generates the most revenue.
 - **Business Surveys:** Data for classifying businesses is collected through surveys conducted by the ABS, including the Economic Activity Survey and the Business Register.
 - **Administrative Data:** Information from tax records, business registrations, and other administrative sources is also used to classify businesses.
- **Industry Associations and Research:**
 - **Sector-Specific Organisations:** Various industry associations and research organisations further refine and analyse specific sectors, providing detailed insights and data.
 - **Academic and Market Research:** Universities and market research firms conduct studies that delve into specific industries, often using ANZSIC as a basis for classification.

Industry sectors in Australia are identified using the ANZSIC system, which categorises economic activities based on primary production processes. This classification system is essential for producing consistent and comparable statistics, informing policy decisions, and conducting detailed economic analysis.

How did we define the industry sectors?

In the modern economy, grouping ANZSIC codes into broader industry classifications like the knowledge economy and visitor economy serves several strategic purposes. These groupings reflect evolving economic trends and the need for more relevant and targeted economic analysis and policy-making. Here are some key reasons why we use these broader classifications:

- **Reflecting Economic Evolution:**
 - **Emergence of New Sectors:** The modern economy has seen the rise of new sectors that do not fit neatly into traditional ANZSIC categories. For instance, the knowledge economy encompasses sectors driven by information and technology, which are integral to modern economic activities.
 - **Cross-Sector Activities:** Many modern economic activities span multiple traditional sectors. The visitor economy, for example, includes elements from hospitality, retail, transportation, and cultural services.
- **Policy and Strategy Development:**
 - **Targeted Economic Policies:** Grouping industries into broader classifications allows us to develop targeted strategies that address the specific needs and opportunities within these dynamic sectors.

Industry Sector Roundtables (February to May 2024)

- Resource Allocation: It helps in the efficient allocation of resources, ensuring that investments are directed towards sectors with significant growth potential and economic impact.
- Economic Analysis and Reporting:
 - Comprehensive Understanding: These broader classifications provide a more comprehensive understanding of complex economic activities. They capture the multifaceted nature of modern industries, which traditional classifications might overlook.
 - Better Data Insights: Grouping related industries together can improve the quality of data insights and economic reporting, offering a clearer picture of economic contributions and trends.
- Facilitating Industry Collaboration:
 - Cluster Development: By recognising interconnected industries within broader classifications, it promotes the development of industry clusters that can collaborate and innovate together.
 - Synergies and Networks: It fosters synergies between different sectors, encouraging networking and collaboration that drive economic growth and competitiveness.
- Global Competitiveness:
 - Adapting to Global Trends: Broader classifications help align local economic strategies with global trends, making regions more competitive in the global market.
 - International Comparability: They facilitate international comparisons and benchmarking, helping regions understand their position in the global economy and identify areas for improvement.
- Economic Resilience and Sustainability:
 - Diversification: By focusing on diverse economic sectors, regions can build more resilient and sustainable economies that are less vulnerable to sector-specific shocks.
 - Sustainable Development: These classifications often align with sustainable development goals, promoting environmentally and socially responsible economic growth.
- Addressing Specific Economic Objectives:
 - Lifestyle and Visitor Economy: Recognising the visitor economy as a distinct classification highlights the importance of tourism, events, and related services in economic development, helping to attract investment and support.
 - Innovation and Knowledge Economy: Focusing on the knowledge economy emphasises the role of education, research, technology, and creative industries in driving innovation and long-term economic growth.
 - Wellbeing Sector: Focusing on the wellbeing sector enhances overall community health, economic productivity, social equity, and quality of life through preventive care and wellness programs.
 - Ageing Well Sector: Prioritising the ageing well sector promotes active ageing, healthcare and support services, economic participation, and community integration for older adults.
 - Creative Industries: Emphasising creative industries drives innovation, cultural enrichment, economic diversification, and boosts tourism and the local economy through cultural attractions and events.

Grouping ANZSIC codes into broader industry classifications helps to better reflect the complexities and interconnections of the modern economy. It supports more effective policy-making, resource allocation, economic analysis, and strategic planning, ultimately fostering economic growth, innovation, and resilience.

Industry Sector Roundtables (February to May 2024)

The industry classification method was the approach applied to this bod of work. Thus, the following sectors were pursued:

1. Visitor / Lifestyle Economy
2. Ageing Well
3. Wellbeing Economy
4. Creative Industries, and
5. Knowledge Economy.

Overview of the Five Industry Sectors

The industry sectors were chosen as they are strong economic pillars within the City of Unley – strong in relation to economic activity, strong in relation to how they support other industry sectors and strong in relation to jobs.

The table below indicates that by focusing on these five industry sectors that we have captured over 75% of the City of Unley economic output, 70% of the City of Unley Value Add and covered over 80% of the employment opportunities within the City of Unley.

	Output (million)	%	Value- Added (million)	%	Employment	%
Knowledge Economy	\$2,499.6	41.4	\$1,023.916	34	6,115	26.7
Creative Industry	\$806.8	13.4	\$304.283	10.1	2,366	10.3
Aged Care Economy	\$733.588	12.2	\$515.741	17.1	5,778	25.2
Wellbeing Economy	\$174.683	2.9	\$77.064	2.6	1,431	6.2
Visitor Economy	\$368.124	6.1	\$203.682	6.8	3,524	15.4
Sub Total	4,582.88	76%	\$2,124.69	70%	19,214 jobs	83%
Total (City of Unley)	\$6,037.4	100%	\$3,009.5	100%	22,927 jobs	100%

Table 1 – Economic Data Pertaining to the Five Industry Sectors. Source: REMPLAN May 2024

Output refers to the gross revenue generated by businesses and organisations in the City of Unley. Output data represents the gross revenue generated by businesses/organisations in each of the industry sectors in a defined region. Gross revenue is also referred to as total sales or total income.

Value-Added data represents the marginal economic value that is added by each industry sector in a defined region. Value-Added can be calculated by subtracting local expenditure and expenditure on regional imports from the output generated by an industry sector, or alternatively, by adding the Wages & Salaries paid to local employees, the gross operating surplus and taxes on products and production. Value-Added by industry sector is the major element in the calculation of Gross Regional Product / Gross State Product / Gross Domestic Product.

The employment data shows the number of employees whose place of work is located within the City of Unley.

Industry Sector Roundtables (February to May 2024)

The following ANZSIC codes were not included (from REMPLAN) within the above table:

Sector	Value	Percent
Administrative & Support Services	\$265 Million	4.4%
Property Services	\$585 Million	9.7%
Education & Training	\$218 Million	3.6%
Public Administration & Safety	\$211 Million	3.5%
Electricity, Gas, Water & Waste Services	\$164 Million	2.7%
Mining	\$77 Million	1.3%
Agriculture, Forestry & Fishing	\$12 Million	0.2%

Further work could be undertaken within these sectors or there could be an expansion of the five industry sectors already reviewed to incorporate the above.

The Round Table Process

For each of the five industry sectors, an analysis was carried out as to the types of businesses that would fit into each category using ANZSIC codes, ABR Data and online business searches. From there, members of our business community were invited to take part in the Industry Roundtables via our Monthly Enewsletter or directly through email invitation.

Before people attended each session, they were provided with a snapshot of their industry sector data and a series of questions (pertaining to Strengths, Weaknesses, Opportunities and Threats) that they might like to consider before the session.

At the roundtables, we used the World Café engagement process. The World Café engagement process is a structured, conversational process intended to facilitate open and creative dialogue on topics of mutual interest. It is designed to foster collaborative discussion, share knowledge, and generate new insights and ideas. All participants had the opportunity to contribute to the discussion by either starting the discussion or building on the story as they moved from table to table to explore each topic. Dotmocracy was also used to capture the top ideas from the SWOT analysis.

This information was then documented and synthesised into this report. The raw insights are available on request.

Who did we meet?

Over the past five months we met with 37 businesses across the five industry sectors. Of these 37 businesses, the diversity of business included:

- 51% of the businesses worked from home (either full time or part time)
- 51% of the businesses had a bricks and mortar presence within the City of Unley
- 32% of the businesses were a Sole Proprietor
- 30% of the businesses were an employer of less than 20 employees
- 27% of the businesses were an employer of greater than 20 employees
- 8% of the businesses were from a coworking space / hub, and
- 43% of the people participating were also residents of the City of Unley.

Industry Sector Roundtables (February to May 2024)

What were the key themes across industry sectors?

The City of Unley strengths across industry sectors included:

- The Unley address and postcode is a key asset when doing business.
- Liveability - trees, greenery and lifestyle economy.
- People felt close to everything that they needed within Unley. Places are walkable and accessible.
- Central location for business – easy to access the CBD, North, South, East and West.
- Strong sense of wellbeing in the community.
- Council's willingness to consult as well as civic assets and programs.
- Village vibe, and
- Strong volunteering.

The City of Unley weaknesses across industry sectors included:

- Traffic intensity within Business Precincts
- Access to off street parking
- Lack of activities in Mainstreets
- Lack of coordination of communication regarding what is happening in the City of Unley and support for businesses. The 'Your Business' website was often called challenging to navigate and difficult to find information.
- Digital literacy
- East west connectivity
- Poor conditions of business precincts – particularly footpaths and lighting
- Poor safety for walkability and for cycling
- Lack of connections and networking
- Lack of affordable, professional office spaces and meeting rooms
- Lack of referral systems to shop local
- Perception that undertaking development was difficult, and
- Lack of community assets for businesses.

The threats across industry sectors include:

- Cost of living
- Interest rates
- Cost of rent
- Proximity to the CBD
- Housing affordability – attraction of workers within close proximity to the business
- Cost of entering Unley – high prices
- Artificial Intelligence, and
- Workforce planning.

Industry Sector Roundtables (February to May 2024)

What can Council do to support industry sectors?

The following table outlines the various roles that Council can undertake to support industry:

Role	Meaning
No Role	The Council chooses not to have a role in relation to a particular service or activity
Information Channel	Information about a service or activity run by other bodies is communicated by the Council through its existing channels—for example, brochures in Council offices, libraries and other public spaces or links to another body's website.
Advocate	The Council may advocate on behalf of local businesses or the broader community to another government or other organisation for certain things to happen. This could range from a single event (such as writing to a Minister) through to an ongoing campaign
Facilitator	A step further from advocacy where the Council may seek to bring parties together to work out a solution to an issue affecting its area
Agent	Typically, this would involve the Council delivering a service, funded by a government agency, that is—or likely to be regarded as—the responsibility of another government.
Part Funder	The Council either provides funding to another body to meet part of the cost of that body providing a function/service activity, or receives funding from another body (usually a government agency) to meet part of the cost of the Council delivering it.
Asset Owner	As the owner (or custodian, such as through a Trust Deed) of an asset (road, footpath, building, playground, etc) the Council has responsibility for capital, operating and maintenance costs.
Regulator	The Council has legislated roles in a range of areas, which it is required to fund from its own budget (other than fees for cost recovery, government grants, etc).
Service Provider	The full cost of a service or activity is met by the Council (other than fees for cost recovery, government grants, etc).
Policy Maker	Creating and implementing plans, ideas and solutions to local issues.
Administrator	Managing our risk, financial and legal affairs.
Partner	Working with the Community and others to delivery projects, programs and outcomes.

Industry Sector Roundtables (February to May 2024)

The Opportunities from Each Roundtable

The following table outlines the common opportunities across industry sectors:

#	Common Opportunities	Potential Council Role
1.	Provision of readily accessible parking for staff, employees, clients and customers.	Advocate Facilitator Asset owner Service Provider
2.	Slow down traffic within Business Precincts.	Advocate
3.	Better promotion of Council services available for businesses.	Information Channel
4.	Access to affordable, professional meeting places.	Facilitator Asset owner Service Provider Partner
5.	Improved safety and amenity in business precincts.	Asset owner Regulator Service provider
6.	Safer cycling routes.	Asset owner Service provider
7.	Education about technology and Artificial Intelligence (AI).	Facilitator
8.	Development of a referral system within the City of Unley for local business.	Information Channel Facilitator Service Provider
9.	Encourage businesses to establish themselves on Google Maps.	Information Channel
10.	Provision of more opportunities for business connections either as an industry sector or across industry sectors.	Information Channel Facilitator Service provider
11.	Retain the current quality of life / liveability within the City of Unley.	Asset owner Regulator Service provider Advocate

Industry Sector Roundtables (February to May 2024)

The following section outlines the opportunities within each industry sector.

Visitor / Lifestyle Economy

The following opportunities were generated through the visitor economy roundtable with a potential role for Council for consideration:

#	Visitor Economy Opportunities	Potential Council Role
1.	Create an Unley Visitor Guide and Brand that links up our key business precincts. We need to give people more reasons to stay and linger longer.	Service Provider Facilitator
2.	Communicate Accommodation vacancy rates in the City of Unley.	Information Channel
3.	Leverage external events and campaigns for the benefit of the City of Unley *.	Facilitator
4.	Advocate for an Unley Connector Bus to transport residents and visitors between precincts and the CBD.	Facilitator Service Provider Asset owner
5.	Provide a better understanding of the City of Unley Parking Strategy.	Information Channel Service Provider
6.	Help businesses to implement sustainable / environmental practices.*	Facilitator Information Channel Part Funder Service provider
7.	Develop a process that encourages referrals between visitor attractors.	Facilitator Service Provider
8.	Reduce speed limits on Goodwood Road and Unley Road.	Advocate
9.	Attract a luxury hotel in the heart of Unley.	Advocate Facilitator
10.	Upgrade Goodwood Oval to include civic functions.	Asset owner Service provider
11.	EV Charging Stations at key visitor attractors.	Advocate
12.	Provide more everyday experiences that tap into the everyday contingent *.	Facilitator

*An asterisk * denotes this opportunity was important to the group.*

It is also noted by the other industry sector groups how important this sector is to the liveability and attractiveness of the area in supporting all other industry sectors.

Industry Sector Roundtables (February to May 2024)

Wellbeing Economy

The following opportunities were generated through the wellbeing economy roundtable with a potential role for Council for consideration:

#	Wellbeing Economy Opportunities	Potential Council Role
1.	Build a sense of community and cross referral service through provision of networking events.	Information Channel Service Provider
2.	Investigate if the Community Bus could be used by residents to access local wellbeing services.	Service Provider
3.	Wellness Month – create a month of wellness and host business networking and referral events to promote what the City of Unley has to offer.*	Information Channel Service Provider Facilitator
4.	Extend the community grants to wellness businesses to provide activations in our open spaces.	Service Provider
5.	Add an Unley Business Award for the Wellbeing Industry.	Service Provider
6.	Create a Wellbeing Business Edition in Unley Life.	Information Channel
7.	Offer Health and Wellness Masterclasses to the local business community.	Facilitator
8.	Support businesses with accountability through an Unley Goals Club.	Facilitator
9.	Create a free 'permit' to allow for wellness activities within our open space.	Regulator
10.	Create a Wellness Hub to support start-ups as well as providing a space for hire (Office and venue for hire for up to 20 people).	Advocate Facilitator Asset owner Service Provider

An asterisk * denotes this opportunity was rated highly by the group.

Industry Sector Roundtables (February to May 2024)

Ageing Well

The following opportunities were generated through the Ageing Well roundtable with a potential role for Council for consideration:

#	Ageing Well Sector Opportunities	Potential Council Role
1.	Promote existing local transport options and childcare services to support workers across three shifts.	Information Channel
2.	Provide a higher level of service / maintenance around aged care facilities (including footpaths, safer crossings).	Asset owner
3.	Promote local community programs and amenities to local aged care facilities.	Information Channel
4.	Educate retailers / cafes and business precinct leaders about inclusive design (dementia design, disability design, Elder design) to support ageing in place.	Facilitator Service Provider
5.	Streamline development approval processes to support the Aged Care sector.	Regulator
6.	Advocate for affordable housing options.	Advocate Facilitator
7.	Plan for medium density housing with safety in mind as people are looking for choice.	Regulator Advocate
8.	Promote diversity and acceptance in the community.	Information Channel
9.	Foster intergenerational connections and activities.	Facilitator Service provider
10.	Promote holistic care and wellness initiatives to Aged Care providers.	Information Channel
11.	Invest in age-friendly infrastructure and amenities, such as playgrounds.	Asset owner Service Provider
12.	Attract businesses with technology solutions for ageing well.	Service Provider Facilitator Asset owner
13.	Foster partnerships with aged care providers and startups.	Facilitator
14.	Plan for the long-term viability of community services and facilities.	Advocate Part funder Asset owner Service provider
15.	Establish a living lab to support start-ups in the Age technology space. *	Advocate Facilitator Asset owner Service provider

Industry Sector Roundtables (February to May 2024)

#	Ageing Well Sector Opportunities	Potential Council Role
16.	Retain Green Spaces for fitness and intergenerational play.*	Asset owner Service provider
17.	Provide discounts for older residents within our business precincts. *	Facilitator

An asterisk * denotes this opportunity was important to the group.

Creative Industries

The following opportunities were generated through the creative industries roundtable with a potential role for Council for consideration:

#	Creative Industries Opportunities	Potential Council Role
1.	Increase the number of public art installations and murals.	Part funder Service Provider
2.	Develop a walking trail connecting existing artworks.	Service Provider
3.	Implement small-scale grant programs for the Creative sector.	Service provider
4.	Establish a central creative hub or co-working space for local businesses. *	Asset owner Service Provider
5.	Organise a Creative Week or Design Festival to showcase local creatives and design professionals. *	Service provider Facilitator
6.	Continue to develop business mentoring and sales training programs.	Facilitator Service provider
7.	Leverage AI to enhance business operations and reskill the workforce.	Facilitator Service provider
8.	Explore flexible business structures and support for navigating red tape in development approvals.	Advocate Facilitator
9.	Establish Goodwood Road as a Creative and Cultural Precinct and update the civic function to have an outlet for people to sell their creative products and services.	Facilitator Service provider
10.	Establish Unley Road as a destination for high end design businesses.	Information channel Facilitator

An asterisk * denotes this opportunity was important to the group.

Industry Sector Roundtables (February to May 2024)

Knowledge Economy

The following opportunities were generated through the knowledge economy roundtable with a potential role for Council for consideration:

#	Knowledge Economy Opportunities	Potential Council Role
1.	Promote more networking events and workshops to facilitate connections (for industry sectors and across industry sectors).	Information Channel Service Provider
2.	Create a referral system to help businesses know who is in the area.	Information Channel
3.	Address the lack of office spaces and meeting rooms for businesses that work from home within civic assets.	Asset owner Service Provider
4.	Develop help cards and checklists for businesses to navigate digital tools.	Facilitator Service Provider
5.	Invest in co-working facilities and serviced offices with modern professional amenities like videoconferencing within civic assets.*	Asset owner Service Provider
6.	Promote the development of Greenhill Road as a Professional Services destination to attract businesses and improve amenities. *	Advocate Facilitator Agent Asset owner Service Provider
7.	Implement life skills education for youth, including budgeting and taxes.	Information Channel
8.	Establish mentorship programs leveraging the knowledge of the ageing population.	Information Channel Service Provider
9.	Develop a wellness centre that combines a health café, gym, and mental health support services.	Information Channel
10.	Educate and support Artificial Intelligence and tech advancement and development within local businesses.	Information Channel Facilitator Service provider
11.	Explore opportunities in attracting environmental services to the City of Unley.	Information Channel Facilitator Service Provider
12.	Promote initiatives that leverage Unley's brand and lifestyle, such as a small business expo and walk-to-work programs.	Information Channel Service Provider
13.	Create connections with the local wellbeing sector with professional services and work from home businesses. *	Information Channel Facilitator Service provider

An asterisk * denotes this opportunity was important to the group.

Industry Sector Roundtables (February to May 2024)

Summary

In conclusion, the focus groups with representatives from the knowledge economy, wellbeing economy, visitor economy, creative industries, and Ageing Well sectors have provided invaluable insights into the diverse and dynamic economic landscape of the City of Unley. These discussions highlighted the unique strengths, challenges, and opportunities within each sector, underscoring the importance of tailored strategies to support their growth and development. By fostering collaboration, innovation, and targeted investment, we can continue to build a resilient, inclusive, and vibrant economy that meets the evolving needs of our community. The insights gained from these focus groups can inform our strategic planning, ensuring that the City of Unley continues to thrive and prosper in the years to come. This data helps us to harness the potential of these key sectors - driving sustainable economic growth and enhancing the quality of life for all residents.

Next Steps

The following is for consideration:

1. Undertake further industry round tables to refine the opportunities from these preliminary sessions to:
 - a. Harvest Insights:
 - i. Share Ideas and Themes: Table a shared document of the insights (this paper).
 - ii. Synthesis: Further synthesise the insights gathered from each roundtable. This can be done through further group discussions, presentations, or visual mapping of key themes.
 - b. Collective Reflection:
 - i. Reflection and Dialogue: Facilitate a collective reflection session where participants discuss the patterns, themes, and deeper questions that emerged from the conversations.
 - ii. Next Steps: Identify actionable steps or decisions that can be taken based on the insights gained from the World Café process.
 - c. Documentation and Follow-Up:
 - i. Summarising Findings: Document the key insights, themes, and proposed actions from the sessions. This summary can be shared with all participants and stakeholders.
 - ii. Action Plan: Develop an action plan based on the outcomes of the World Café, outlining specific steps, responsibilities, and timelines for implementation.
2. Consider an industry lens within the development of the next Economic Development Growth Strategy (2026 – 2030).

DECISION REPORT

REPORT TITLE:	FOOTPATH TRADING POLICY REVIEW
ITEM NUMBER:	2.8
DATE OF MEETING:	19 JUNE 2024
AUTHOR:	GARY BRINKWORTH, MANAGER DEVELOPMENT & REGULATORY
DIVISION:	CITY SERVICES
ATTACHMENTS:	1. CURRENT FOOTPATH TRADING POLICY SEPTEMBER 2020 2. REVISED DRAFT FOOTPATH TRADING POLICY

1. **PURPOSE**

This report presents the proposed Footpath Trading Policy for BEDAC's consideration and recommendation to Council for adoption.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report be received.
 2. The Footpath Trading Policy as set out in Attachment 2 to this report (Item 2.8, Business and Economic Development Advisory Committee Meeting 19 June 2024), be presented to Council for adoption.
 3. The Chief Executive Officer be authorised to make amendments of a minor and/or technical nature if required as part of the finalisation of the Footpath Trading Policy.
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

1. Community Living
 - 1.5 Our City is connected and accessible.
3. Economic Prosperity
 - 3.2 Thriving main streets and other business activities operate across our City.
4. Civic Leadership
 - 4.1 We have strong leadership and governance.

4. **BACKGROUND**

Council policies and procedures set the strategic tone of Council on matters that significantly affect the community. Once adopted, these policies require periodical review, after which they are presented to Council for consideration and endorsement.

Under Section 222 of the *Local Government Act 1999* (Act), a person cannot use a public road for business purposes unless authorised to do so by Council. The Policy provides a framework for assessing and determining applications for footpath trading over Council land under the Act.

The current Policy, appearing as Attachment 1, was last reviewed in September 2020 and therefore a periodical review is now due.

Attachment 1

5. **DISCUSSION**

The Policy provides the basis for Council's assessment and decision making on footpath trading applications where Council is the landowner.

A number of material administrative changes have been made to update the Policy, including:

- Updating the definitions to clarify their meaning within the document.
- Clarifying the objective of the Policy which is to prioritise the use of footpaths for accessibility and a clear path of travel.
- Removing technical references previously contained within the Policy which are included within the supporting Footpath Trading Guidelines.
- Allowing the Manager Development and Regulatory Services to also have delegations to approve permits that have a minor variation to the Policy.

The Footpath Trading Guidelines (Guidelines) specify the criteria for a Footpath Trading Permit application will be assessed against. The Guidelines are publicly available on Council's website to guide and assist businesses who may wish to apply for permits and already include all details proposed to be removed from the Policy. The Guidelines are periodically reviewed to ensure that they meet the intentions of the Policy.

The updated Policy is provided as Attachment 2.

Attachment 2

6. **POLICY IMPLICATIONS**

6.1 **Financial/budget implications**

- There are no additional financial implications with the recommendation. The assessment of Footpath Trading Permits is already funded within Council's Operating Budget.

6.2 **Risk Management (identification and mitigation)**

- Updates to the Policy meet the relevant legislation and there are no foreseeable risks associated with the proposed amendments.

6.3 **Staffing/Work Plans/Additional Resource Impact**

- All requests are administered under current resourcing and do not require additional resources to deliver.

6.4 **Climate/Environmental Impact**

- Nil

6.5 **Social/Economic**

- Footpath Trading Permits should only be supported when they ensure that suitable access and safety is maintained in the public realm.
- Footpath Trading Permits encourage the appropriate activation of the public realm for business use.

7. **ANALYSIS OF OPTIONS**

Option 1 – BEDAC recommends to Council that:

1. The report be received.
2. The Footpath Trading Policy as set out in Attachment 2 to this report (Item 2.8, Business and Economic Development Advisory Committee Meeting 19 June 2024), be presented to Council for adoption.
3. The Chief Executive Officer be authorised to make amendments of a minor and/or technical nature if required as part of the finalisation of the Footpath Trading Policy.

This option provides recommended amendments that clarify the objectives of the Policy. It also removes the technical criteria that are already contained in the Guidelines that the Administration will use to assess an application. The inclusion of the additional delegation to the Manager Development and Regulatory Services is proposed to assist in the timely administration of applications that are of a minor variation only.

In recommending this option, there is no increased cost or resource impost on Council and the outcomes of these changes will assist in removing the duplication of information that is already contained in the Guidelines.

Option 2 – BEDAC recommends to Council that:

1. The report be received.
2. The Footpath Trading Policy as set out in Attachment 2 to this report (Item 2.8, Business and Economic Development Advisory Committee Meeting 19/06/2024), be presented to Council for adoption with the following amendments:
 - Amendments to be determined by BEDAC
3. The Chief Executive Officer be authorised to make amendments of a minor and/or technical nature if required as part of the finalisation of the Footpath Trading Policy.

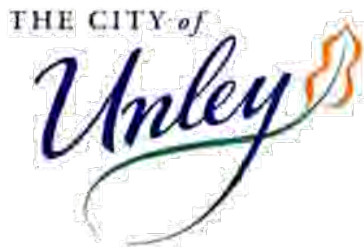
This option provides the same inclusions as the recommended option, noting that BEDAC may wish to request additional amendments to the Policy. If this is the case, the amendments should be articulated as part of the resolution.

8. RECOMMENDED OPTION

Option 1 is the recommended option.

9. REPORT AUTHORISERS

Name	Title
Megan Berghuis	General Manager, City Services
Peter Tsokas	Chief Executive Officer



COU0019: FOOTPATH TRADING POLICY

Policy Type:	Council Policy
Responsible Department:	City Services
Responsible Officer:	Manager Development & Regulatory Services
Related Policies and Procedures	<ul style="list-style-type: none"> • Footpath Trading Guidelines • <i>City of Unley By law 1: 2008 Permits and Penalties</i> • <i>City of Unley By law 2: 2008 Roads</i> • <i>City of Unley By law 3: 2008 Local Government Land</i> • <i>City of Unley By law 4: Moveable Signs</i>
Date Adopted	10 September 2018: C1287/18
Last review date	28 September 2020
Next review date	September 2023
Reference/Version Number	COU0019: V3
ECM Doc set I.D.	3411184

1. POLICY STATEMENT

- 1.1. Footpath trading refers to the use of sections of the footpath for commercial activities that are approved by the City of Unley. This includes the provision of outdoor dining areas and the display of business merchandise and other objects on the footpath and within the areas defined as flexible spaces on King William Road.
- 1.2. The purpose of the Footpath Trading Policy is to enable Council to safely manage the competing needs and interests of pedestrians, road users and business owners by fairly assessing and permitting footpath trading in a manner that improves the usage, quality and appearance of the City's public realm.
- 1.3. This Policy does not regulate movable signs on Council footpaths as these are administered under By law No. 4 – Moveable Signs.

2. COMMUNITY GOAL

- 2.1. The goals of the Footpath Trading Policy correspond with the Community Plan 2033, and focus on the *Community Living* and *Economic Prosperity* themes and related strategic objectives:

THEMES	STRATEGIC OBJECTIVES
Community Living	1.3 Our City meets the needs of all generations 1.5 Our City is connected and accessible
Economic Prosperity	3.1 Unley is recognised as an easy place to do business

THEMES	STRATEGIC OBJECTIVES
	3.2 Thriving main streets and other business activities operate across our City

3. POLICY OBJECTIVES

3.1. The objectives of this Policy are to:

- Provide an overarching framework to guide the use of our City's footpaths and walkways by local businesses and ensure trading applications are assessed against Council's policy criteria and guidelines and considered on individual merit.
- Ensure our City streets are welcoming and accessible by prioritising pedestrian thoroughfare as the primary purpose of the footpath and maintaining a consistent and predictable clear path of travel for users of all abilities.
- Provide a balance between the various stakeholder interests in public areas that are used for business trading.
- Make it easier for businesses to obtain business trading permits and provide transparent guidelines that highlight key considerations in relation to access, safety, design and amenity.
- Prioritise the safety of all users of the City by adopting a risk management approach when considering permit applications.
- Ensure all Business Trading activities are designed to enhance the character and amenity of the surrounding streetscape and built form.
- Meet legislative requirements in relation to the use of Council land for business purposes and related by laws.
- Encourage activation supporting local businesses to utilise the City's footpaths to promote their businesses and add vibrancy.

4. PRINCIPLES

4.1. Access

- 4.1.1. A well-managed footpath promotes both equitable access and supports local businesses by creating places and streets that are amenable and attractive to all visitors.
- 4.1.2. Council must manage the footpath and other public spaces to provide safe and equal access for all people around the City. This includes pedestrians with a pram, wheelchair or other mobility aid, or who are visually impaired and require a clear path of travel to be maintained at all times.
- 4.1.3. Council recognises that a clear path of travel is a necessity. Best practice is for the clear path of travel to be along the building side of the footway to optimise way finding for stakeholders who are vision impaired. This Policy reinforces the requirement that a clear path of travel should be maintained at all times, while also allowing opportunities for other beneficial uses on the public footway.

4.2. Safety

- 4.2.1. Proposed outdoor dining locations will be assessed in terms of safety and may require changes to existing infrastructure and/or the installation of additional infrastructure (e.g. energy absorbing bollards). As a general principle, outdoor dining is not permitted along 60 km/hr speed limit roads, but may be considered when the proposed outdoor dining areas are protected

by appropriate safety barriers, or other traffic management treatments mitigate the risk.

43 Design and Heritage

- 4.3.1. Footpath trading structures, furniture and accessories should be of high quality design and improve the appearance of the city's public realm. Areas of historic, social and architectural interest, which contribute to the significance, character and appearance of the streetscape, should be conserved.
- 4.3.2. Outdoor dining areas should be attractive, innovative and vibrant. The layout should be appropriate to the setting, have high quality, durable furniture and fittings, and have an attractive and interesting appearance and contribute to overall place activation and vibrancy.

44 Operation and Management

- 4.4.1. Footpath trading should be undertaken in a manner that ensures accessible footpaths, contributes to environmental sustainability, creates a safe and clean outdoor space, minimises unnecessary noise and nuisance, and maintains social amenity in this public space.

45 Education and Compliance

- 45.1. It is the responsibility of applicants and permit holders to make themselves aware of the requirements and permit conditions associated with footpath trading permits.
- 45.2. Compliance is important to protect the public land, pedestrians and diners. Trading on public land without a permit will attract an expiation, or failure to comply with a permit condition may result in a revocation of a permit.
- 45.3. The issuing of a permit for outdoor dining does not grant exclusive rights of the relevant public space and cannot exclude the general public from using tables and chairs provided for the purpose of outdoor dining.

46 Alterations/changes to the Council infrastructure

- 4.6.1. As part of the footpath trading application process, Council may consider changes to Council infrastructure (e.g. widening footpath, relocating signs, installation of bollards etc.) where possible. These type of applications must be considered in the context of an integrated design, as the extension of the kerb may impact on parking, storm water, other services underground and adjacent businesses, and therefore cannot be considered in isolation.
- 4.6.2. The construction of new footpath protuberances to facilitate outdoor dining areas will be at the discretion of the Council, taking into account traffic management and safety. Assessment of such applications will be undertaken on a 'case by case' basis and at the sole discretion of the Council. In the event such application is approved, the costs associated with the infrastructure changes shall be borne by the applicant.

5. FOOTPATH ZONES

5.1. For the purpose of Footpath Trading, the following Footpath Zones apply:

- Walkway zone
- Trading activity zone
- Kerbside zone.

5.2 Walkway Zone



5.2.1. There is no statutory requirement about the location or width of the walkway zone. Council relies on guidance from the Australian Human Rights Commission that the continuous accessible path of travel should extend from the property line with no obstructions or projections, in order to provide the best possible guidance line for all users, including people with a vision impairment.

53 Trading activity zone

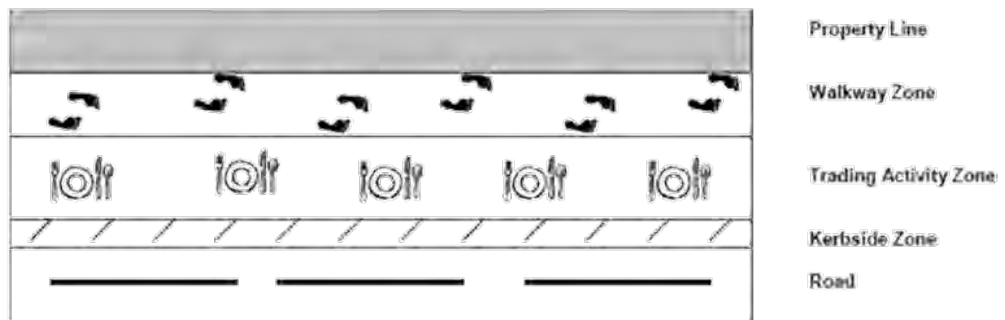
5.3.1. This is the only area of the footpath where the placement of goods, café furniture and ancillary items may be authorised.

54 Kerbside zone

5.4.1. A minimum buffer of clear footpath must be provided from the kerb to allow for access to and from parked vehicles, including loading zones. Where there is a disabled parking bay, the setback from the kerb will need to be greater. This area of the footpath must be kept free from any items or structures at all times.

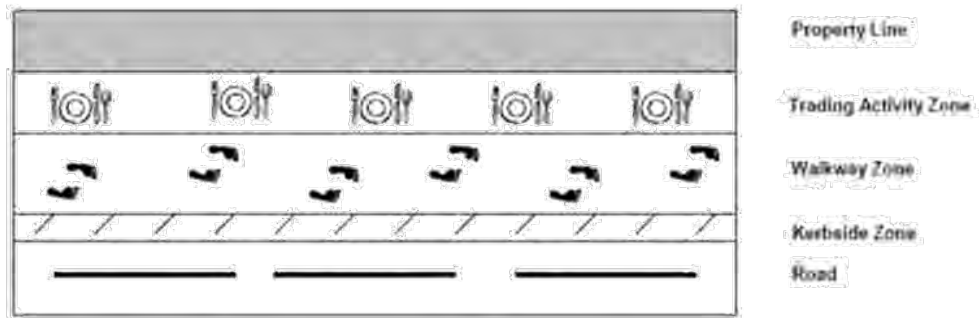
55 Width of Footpath Zones

Total Footpath Width	Less than 3.1metres wide	3.1 m and wider
Walkway Zone	Minimum 1.2 m, ideally from the property line towards the kerb Minimum 2.2m in length and 1.8m in width in front of entrance doors. Refer to Guidelines for details.	Minimum 1.5 m, ideally from property line towards the kerb Minimum 2.2m in length and 1.8m in width in front of entrance doors. Refer to Guidelines for details.
Trading Activity Zone	Remaining area once walkway and kerbside zones are identified	Remaining area once walkway and kerbside zones are identified
Kerbside Zone	Minimum 0.6 m from the kerb of the road Minimum 1.5 m if a disabled parking space adjoins the footpath	Minimum 0.6 m from the kerb of the road Minimum 1.5 m if a disabled parking space adjoins the footpath

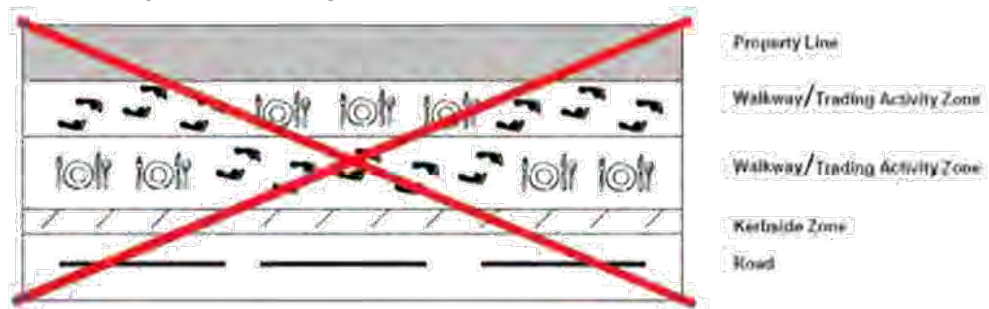


55.1. In some areas of Unley it may be impractical to locate the walkway zone adjacent the building line. In circumstances where the continuous accessible path of travel is not located against the building line:

- It should be located on the same part of the footpath for the length of the block
- It should be located where the location can be anticipated by users based on either local knowledge of the street or environmental cues.



552 The diagram below shows a path of travel that is not in a consistent location and not predictable for pedestrians.



6. POLICY

61. The Footpath Trading Policy enables Council to safely manage the competing needs and interests of pedestrians, road users and business owners. The Policy strives to put the City's strategic objectives and values in practice by fairly assessing and permitting outdoor dining in a manner that improves the usage, quality and appearance of the city's public realm.
62. The Footpath Trading Operating Guidelines have been prepared to implement the Policy Objectives and Principles.

7. DEFINITIONS

"Accessible" means having features to enable use by people with a disability.

"Business merchandise" means the offer or exposure for sale of any merchandise, goods, wares, commodity, article or thing.

"Continuous accessible path of travel" The area of the footway maintained for safe and equitable pedestrian circulation which is free from obstructions and assists in way finding and navigation. Continuous accessible path of travel is defined by the Australian Human Rights Commission as:

An uninterrupted route to and within an area providing access to all features, services and facilities. It should not incorporate any step, stairway, turnstile, revolving door, escalator, hazard or other obstacle or impediment which would prevent it from being safely negotiated by people with disability.

"Energy Absorbing Bollards" means bollards designed to perform under load in accordance with the requirements specified in the Roadside Dining Protection Guidelines, published by the Department for Transport.

"Footpath" has the same meaning as "road" under the Local Government Act.

“Footpath trading” is the use of sections of the footpath for commercial activities that are approved by the City of Unley. This includes the provision of outdoor dining areas and the display of business merchandise and other objects on the footpath.

“Flexible spaces” are the areas that can be used for car parking, or trading where approved by Council, between the carriageway of the road and the footpath on the section of King William Road between Park/Mitchell Street intersection and Arthur Street.

“Objects” exposure and/or display of any merchandise, goods, wares, commodity, article or thing for aesthetic purposes and/or used to promote or advertise a business, shop or services.

“Outdoor dining” means the use of the public footpath for the purpose of extending the services of premises whose main function is the provision of food and beverages to the public. Such premises include restaurants, cafes, bars, delicatessens and other food outlets. Outdoor dining should be directly associated with the business that holds the outdoor dining permit and should only operate when those associated premises are open for business.

“Road” means a public or private street, road or thoroughfare to which public access is available on a continuous or substantially continuous basis to vehicles or pedestrians or both and includes—

- (a) a bridge, viaduct or subway; or
- (b) an alley, laneway or walkway;

8. LEGISLATION/REFERENCES

- Local Government Act 1999
- Disability Discrimination Act 1992
- Development Act 1993 & Regulations 2008
- Australian Standard 1428
- Australian Human Rights Commission
- Austroads Part 6A
- City of Unley Bylaw 1: 2008 Permits and Penalties
- City of Unley Bylaw 2: 2008 Roads
- City of Unley Bylaw 3: 2008 Local Government Land
- City of Unley Bylaw 4: Moveable Signs

9. POLICY DELEGATIONS

9.1 The Team Leader Regulatory Services and Permits Officer are authorised to issue permits for Footpath Trading in accordance with the requirements of this Policy.

9.2 The General Manager City Services is authorised to issue permits for Footpath Trading with criteria that have a minor variation to this Policy.

10. ROLES/RESPONSIBILITIES

RESPONSIBILITY	ROLE
10.1. Management of the street environment and public space	City of Unley
10.2. Operation and management of Footpath	Permit holders



10.3. On-going education and compliance with the policy, procedure and operating guidelines	Partnership between the City of Unley and Permit holders
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11. AVAILABILITY OF POLICY

The policy is available for public inspection during normal office hours from;

Civic Centre
 181 Unley Road
 Unley SA 5061

A copy may be purchased for a fee as determined annually by Council.

It is also available for viewing, download and printing free of charge from the Council's website, www.unley.sa.gov.au

12. DOCUMENT HISTORY

Date	Ref/Version No.	Comment
10 September 2018	C1287/18: V1	
22 July 2019	C0065/19: V2	
28 September 2020		



FOOTPATH TRADING POLICY

Policy Type	Council
Responsible Department	City Services
Responsible Officer	Manager Development & Regulatory Services
Related Documents	<ul style="list-style-type: none"> • Footpath Trading Guidelines • City of Unley By-law 1: Permits and Penalties • City of Unley By-law 2: Roads • City of Unley By-law 3: Local Government Land • City of Unley By-law 4: Moveable Signs
Community Plan Link	<ol style="list-style-type: none"> 1. Community Living <ol style="list-style-type: none"> 1.3 Our Community meets the needs of all generations 1.5 Our City is connected and accessible 3. Economic Prosperity <ol style="list-style-type: none"> 3.1 Unley is recognised as an easy place to do business 3.2 Thriving main streets and other business activities operate across our City
Date Originally Adopted	10 September 2018: C1287/18
Last Review Date	<i>To be populated once adopted</i>
Next Review Date	<i>To be populated once adopted</i>
ECM Document No.	<i>To be populated once adopted</i>

1. PREAMBLE

- 1.1. Footpath Trading refers to the use of sections of the footpath for commercial activities that are approved by the City of Unley. This includes the provision of outdoor dining areas and the display of business merchandise and other objects on the footpath and within the areas defined as flexible spaces on King William Road.
- 1.2. The purpose of the Footpath Trading Policy is to enable Council to safely manage the competing needs and interests of pedestrians, road users and business owners by fairly assessing and permitting footpath trading in a manner that improves the usage, quality and appearance of the City's public realm.
- 1.3. This Policy does not regulate movable signs on Council footpaths as these are administered under By law No. 4 – Moveable Signs.



2. SCOPE

2.1. This Policy applies to all applications for footpath trading permits for the use of Council land for business purposes.

3. PURPOSE/OBJECTIVES

3.1. The objectives of this Policy are to:

- 3.1.1. Ensure our City streets are welcoming and accessible by prioritising pedestrian thoroughfare as the primary purpose of the footpath and maintaining a consistent and predictable clear path of travel for users of all abilities.
- 3.1.2. Provide an overarching framework to guide the use of our City's footpaths and walkways by local businesses and ensure trading applications are assessed against Council's policy criteria and guidelines and considered on individual merit.
- 3.1.3. Provide a balance between the various stakeholder interests in public areas that are used for business trading.
- 3.1.4. Make it easier for businesses to obtain business trading permits and provide transparent guidelines that highlight key considerations in relation to access, safety, design and amenity.
- 3.1.5. Prioritise the safety of all users of the City by adopting a risk management approach when considering permit applications.
- 3.1.6. Ensure all Business Trading activities are designed to enhance the character and amenity of the surrounding streetscape and built form.
- 3.1.7. Meet legislative requirements in relation to the use of Council land for business purposes and related by laws.
- 3.1.8. Encourage activation supporting local businesses to utilise the City's footpaths to promote their businesses and add vibrancy.

4. DEFINITIONS

<u>Term</u>	<u>Definition</u>
Accessible	means having features to enable use by people with a disability.
Business merchandise	means the offer or exposure for sale of any merchandise, goods, wares, commodity, article or thing.
Continuous accessible path of travel	<p>The area of the footway maintained for safe and equitable pedestrian circulation which is free from obstructions and assists in way finding and navigation. Continuous accessible path of travel is defined by the Australian Human Rights Commission as:</p> <p><i>An uninterrupted route to and within an area providing access to all features, services and facilities. It should not incorporate any step, stairway, turnstile, revolving door, escalator, hazard or other obstacle or impediment which would prevent it from being safely negotiated by people with disability.</i></p>



Energy Absorbing Bollards	means bollards designed to perform under load in accordance with the requirements specified in the Roadside Dining Protection Guidelines, published by the Department for Transport.
Footpath	has the same meaning as "road" under the <i>Local Government Act 1999</i> .
Footpath trading	is the use of sections of the footpath for commercial activities that are approved by the City of Unley. This includes the provision of outdoor dining areas and the display of business merchandise and other objects on the footpath.
Flexible spaces	are the areas that can be used for car parking, or trading where approved by Council, between the carriageway of the road and the footpath on the section of King William Road between Park/Mitchell Street intersection and Arthur Street.
Objects	exposure and/or display of any merchandise, goods, wares, commodity, article or thing for aesthetic purposes and/or used to promote or advertise a business, shop or services.
Outdoor dining	means the use of the public footpath for the purpose of extending the services of premises whose main function is the provision of food and beverages to the public. Such premises include restaurants, cafes, bars, delicatessens and other food outlets. Outdoor dining should be directly associated with the business that holds the outdoor dining permit and should only operate when those associated premises are open for business.
Road	means a public or private street, road or thoroughfare to which public access is available on a continuous or substantially continuous basis to vehicles or pedestrians or both and includes— (a) a bridge, viaduct or subway; or (b) an alley, laneway or walkway.

5. ROLES AND RESPONSIBILITIES

<u>Role</u>	<u>Responsibilities</u>
Elected Members	<ul style="list-style-type: none"> • Responsible for the approval and adoption of this Policy • Must comply with the requirements of this Policy
Manager Development and Regulatory	<ul style="list-style-type: none"> • Responsible for the review and application of this Policy
All Employees	<ul style="list-style-type: none"> • Must comply with the requirements of this Policy

6. STATEMENT

6.1. Access

- 6.1.1. A well-managed footpath promotes both equitable access and supports local businesses by creating places and streets that are amenable and attractive to all visitors.
- 6.1.2. Council must manage the footpath and other public spaces to provide safe and equal access for all people around the City. This includes pedestrians with a pram, wheelchair or other mobility aid, or who are visually impaired and require a clear path of travel to be maintained at all times.
- 6.1.3. Council recognises that a clear path of travel is a necessity. Best practice is for the clear path of travel to be along the building side of the footway to optimise way finding for stakeholders who are vision impaired. This Policy reinforces the requirement that a clear path of travel should be maintained at all times, while also allowing opportunities for other beneficial uses on the public footway.

6.2. Safety

- 6.2.1. Proposed outdoor dining locations will be assessed in terms of safety and may require changes to existing infrastructure and/or the installation of additional infrastructure (e.g. energy absorbing bollards). As a general principle, outdoor dining is not permitted along 60 km/hr speed limit roads, but may be considered when the proposed outdoor dining areas are protected by appropriate safety barriers, or other traffic management treatments mitigate the risk.

6.3. Design and Heritage

- 6.3.1. Footpath trading structures, furniture and accessories should be of high quality design and improve the appearance of the city's public realm. Areas of historic, social and architectural interest, which contribute to the significance, character and appearance of the streetscape, should be conserved.
- 6.3.2. Outdoor dining areas should be attractive, innovative and vibrant. The layout should be appropriate to the setting, have high quality, durable furniture and fittings, and have an attractive and interesting appearance and contribute to overall place activation and vibrancy.

6.4. Operation and Management

- 6.4.1. Footpath trading should be undertaken in a manner that ensures accessible footpaths, contributes to environmental sustainability, creates a safe and clean outdoor space, minimises unnecessary noise and nuisance, and maintains social amenity in this public space.

6.5. Education and Compliance

- 6.5.1. It is the responsibility of applicants and permit holders to make themselves aware of the requirements and permit conditions associated with footpath trading permits.
- 6.5.2. Compliance is important to protect the public land, pedestrians and diners. Trading on public land without a permit will attract an expiation, or failure to comply with a permit condition may result in a revocation of a permit.
- 6.5.3. The issuing of a permit for outdoor dining does not grant exclusive rights of the relevant public space and cannot exclude the general public from using tables and chairs provided for the purpose of outdoor dining.

6.6. Alterations/changes to the Council infrastructure

- 6.6.1. As part of the footpath trading application process, Council may consider changes to Council infrastructure (e.g. widening footpath, relocating signs, installation of bollards etc.) where possible. These type of applications must be considered in the context of an integrated design, as the extension of the kerb may impact on parking, storm water, other services underground and adjacent businesses, and therefore cannot be considered in isolation.
- 6.6.2. The construction of new footpath protuberances to facilitate outdoor dining areas will be at the discretion of the Council, taking into account traffic management and safety. Assessment of such applications will be undertaken on a 'case by case' basis and at the sole discretion of the Council. In the event such application is approved, the costs associated with the infrastructure changes shall be borne by the applicant.

7. DELEGATIONS

- 7.1. The Delegations and Public Register will specify who is authorised to issue permits for Footpath Trading in accordance with the requirements of this Policy.
- 7.2. The General Manager City Services and Manager Development and Regulatory are authorised to issue permits for Footpath Trading with criteria that have a minor variation to this Policy.

8. LEGISLATION

- Local Government Act 1999
- Disability Discrimination Act 1992
- Development Act 1993 & Regulations 2008
- Australian Standard 1428
- Australian Human Rights Commission
- Austroads Part 6A
- City of Unley Bylaw 1: Permits and Penalties
- City of Unley Bylaw 2: Roads
- City of Unley Bylaw 3: Local Government Land
- City of Unley Bylaw 4: Moveable Signs

9. AVAILABILITY OF POLICY

- 9.1. The Policy is available for public inspection during normal office hours at:
The Civic Centre,
181 Unley Road, Unley SA 5061.

A copy may be purchased for a fee as determined annually by Council.

It is also available for viewing, download and printing free of charge from the Council's website www.unley.sa.gov.au.

10. DOCUMENT HISTORY

Date	Version No.	Comment
10 September 2018	Version 1	C1287/18
22 July 2019	Version 2	C0065/19
September 2020	Version 3	
		<i>To be populated once adopted</i>

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