

VISION FOR ADELAIDE: ONE CITY, MANY FUTURES

To help tackle some of the issues affecting Adelaide's future, and to support the great ideas received through Picture Adelaide, Council has developed a draft vision and future outcomes for the City of Adelaide. We have also developed strategies to work out how we'll get there. Now we need your feedback - have we got it right?

OUR DRAFT VISION

ADELAIDE: ONE CITY, MANY FUTURES.

Adelaide City is the dynamic heart of the state's pursuits in business and commerce, arts and culture, retail, education and innovation. Dissent, passionate debate and social advancement flourish in this relaxed, open-minded and sophisticated city which confidently embraces all comers.

South Australians are proud of their cleverly designed city in a park, its cultural boulevards, its gridded streets and heritage buildings sitting easily between the hills and sea. Stunning contemporary architecture is home to growing numbers of residents, businesses and creative enterprises. Outstanding design and artwork are a hallmark of its bustling streets and squares enjoyed by many, day and night. The city is safe, clean but unexpectedly quirky and exciting.

Businesses thrive on talent and innovation generated from our leading universities and research institutions connected globally by high-speed networks, and locally by wifi.

Goods and people move freely around this compact, accessible city. Visitors, workers and residents alike enjoy the choice of walking, cycling, trams and buses, as well as clean tech cars. Cultural and creative industries are integral to our economy. We have a start-up state of mind that attracts growing levels of investment.

Adelaide has an enviable lifestyle as a great place to start a business, a career, an education or a family. Our climate and culture embrace outdoor dining, and streets ring with bands and buskers. We pulse during our many festivals and sporting events.

We have an international reputation as a green city. Recycled water creates stunning landscapes in the ever-popular Park Lands; efficient, clean energy powers the city and landscaped streets are shady and cool.

It's an animated city of the south. A city planned by Light that really shines.

Do you agree with this draft vision statement?

Which strategies do you support?

We want your feedback!

HAVE YOUR SAY

Visit PictureAdelaide.com.au or find out how you can get involved on page 40

DRAFT STRATEGIC PLAN OUTCOMES AND STRATEGIES

VISION OUTCOMES

WELL DESIGNED CITY ENVIRONMENTALLY SUSTAINABLE CITY ACCESSIBLE CITY LIVEABLE CITY PROSPEROUS CITY CREATIVE CITY

STRATEGIES

Protect and activate the city's built heritage and Park Lands	Reduce carbon emissions and oil dependency	Make the city more cycling and pedestrian friendly	Attract more residents to the city	Support existing business and attract and foster new businesses	Foster creativity, cultural and artistic events, and activities
Ensure the city is well designed, planned and built	Prepare the city for the impacts of climate change	Facilitate and advocate for improved public transport into and within the city	Promote housing choice and affordability in the city	Facilitate the growth of retail, tourism, education and research, and professional services	Ensure an exciting range and increased number of events and activities across the city and throughout the year
Activate underutilised city places	Conserve water, energy and natural resources, and minimise waste	Promote sustainable transport options	Develop a strong city community and increase participation in city life for all	Facilitate a competitive business environment where innovative and entrepreneurial businesses thrive	Facilitate growth in creative businesses and industries
Maintain streets and public places to a high standard	Protect and improve the ecological values of watercourses and the Park Lands	Support low-impact goods delivery into and within the city	Facilitate the delivery and use of recreation and sports programs in the city	Promote the uptake of broadband, wifi and digital technologies	Encourage innovation to address social, environmental and economic challenges
		Reduce impact of private vehicles on city life	Enable people to use the city safely		
		Give greater priority to pedestrians on city streets	Develop a high quality of lifestyle for city residents		

The draft vision, outcomes and strategies will form a part of the City of Adelaide Strategic Plan 2012-2016, which will guide the efforts of the Adelaide City Council for the next four years.

The Strategic Plan will also include services, projects and targets. These will be determined in the next stage of developing the Strategic Plan, and will be consulted on with the community as a part of the complete draft City of Adelaide Strategic Plan 2012-2016 in the first half of 2012.

