

SUSTAINABLE GROWTH

The loudest message from Picture Adelaide 2040 was very simple – our city must grow if we want to thrive. As the global economy dramatically shifts, our climate changes and attitudes towards housing and the relationship between where we live and where we work evolve, more and more people are being attracted to live in our city centre near to where they work.

This has compelled Council to completely re-think its population targets and how we plan to achieve such targets.

An economically sustainable Adelaide requires strong growth in the number of people currently in our city.

People are at the heart of our city and a flourishing community is intertwined with a thriving economy.

Accordingly, our primary goal is to:

Strengthen the City economy by growing the number of people living, working, playing, visiting and studying in the City every day.

The State Government's current 30-Year Plan for Greater Adelaide reinforces residential growth in the City and includes the targets of an additional 27,300 residents and 50,000 workers by 2040, for a total of around 50,000 residents and 170,000 workers.

This will be supported by over 15,000 additional dwellings, including 2,250 premises designated for public housing. Different levels and types of growth will happen across different districts in the City.

The City's growth must be sustainably managed. Picture Adelaide 2040 told us there is so much everyone already loves about Adelaide that must be cherished.

To achieve our vision and remain uniquely 'Adelaide', our Strategic Plan principles will ensure our City will be:

- **Iconic and celebrated for its distinctive heritage and cultural values**
- **Inclusive of all members of our community and accessible for all**
- **Diverse enough to accommodate a range of activities and experiences valued by people of different ages, cultures, abilities and interests**
- **Resilient to a changing climate and able to sustain quality experiences, both now and for future generations**
- **Affordable relative to other capital cities and liveable with great infrastructure, arts, recreation and sport**
- **Made up of distinct districts each with its own character and fully engaged community**

Financial sustainability is also critical to achieving our vision and Council will carefully manage its revenue, costs, debt and assets. Council's revenue growth is directly linked to the prosperity of the City as well as our strong partnerships and we will always seek ways to keep rates comparatively low.

To deliver its Strategic Plan, Council will work together with residents, businesses and the wider community. We will pursue all opportunities to seek to win our share of funding support for city projects and initiatives from the Federal and State Governments.

From well-managed, sustainable growth will come more job opportunities, especially for our young people. We will build a prosperous, liveable city with meaningful and exciting work and business opportunities for all.

