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## Integration of major strategic planning processes

[2010/01743]

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Strategic Alignment:  
Outcome - Creating our Future

Program & Value Proposition:  
City Design & Character - World renowned design

Status:  
Public

Corporate Lead:  
Joe Kocy, EPM City Design & Character

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### RECOMMENDATION

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**That Council endorses the draft process for the integrated development of major strategic planning documents as outlined in Attachment A.**

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### REASON FOR RECOMMENDATION

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To seek Council's endorsement of an integrated process for the development of the Adelaide City Council Strategic Plan, the Integrated Design Strategy, Structure Plans for the City of Adelaide, the Section 30 Review, and the Integrated Movement Strategy.

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### BACKGROUND

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- At the 18 February meeting of the City Design and Character Policy Committee, Council workshopped a proposed process for the integrated development of major strategic planning pieces, namely:
  - The Adelaide City Council Strategic Plan
  - The Integrated Design Strategy
  - Structure Plans for the City of Adelaide & Section 30 Review
  - Integrated Movement Strategy.*(Details of these plans are provided in Attachment A.)*
- Feedback from this workshop has been included into the revised integrated development process.

- This report seeks endorsement of the revised draft approach for the integrated development of the major planning pieces (**Attachment A**).

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## SUPPORTING INFORMATION

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- The draft approach for the integrated development of the major planning pieces has been developed to ensure the alignment of strategic directions, collaboration and engagement in their development, and the efficiency and effectiveness of the approach.
- The draft approach adopts the following principles to ensure a quality development process:
  - **INTEGRATION:** Where possible the development of the plans will be integrated to ensure benefits of a single task to multiple plans.
  - **ENGAGEMENT:** Extensive engagement with stakeholders and the community in the development and review stages.
  - **COLLABORATION:** Council and State agencies will work collaboratively to achieve mutually beneficial outcomes.
  - **EVIDENCE BASED:** The plans will be based on trends and community priorities supported by quantitative and qualitative data.
- The approach proposes strong collaboration with the State Government. This will be supported through the reinvigorated role of the Capital City Committee and on-going regular communication between Council and State agencies.
- Although processes are being integrated, the primacy of the Strategic Plan as a Council's lead strategy will be maintained. Its development will be separate from that of the IDS and Structure Plans except for linking at combined major community engagement stages.

### *Stages of development*

- The draft approach links the development of all the major strategic planning pieces in 6 stages. Broadly these are:
  - STAGE 1 – Visioning and major engagement (March – June 2011)
  - STAGE 2 – Development 1 (July – October 2011)
  - STAGE 3 – Major consultation (October 2011)
  - STAGE 4 – Development 2 (September – December 2011)
  - STAGE 5 – Adoption (December 2011 – February 2012)
  - STAGE 6 – Implementation & Policy Review (2012)

### *Council's Role & Engagement*

- The draft approach outlines the Council's role in the development of the major strategic planning pieces in the 6 stages of development. The Council's input is broken down into its roles as an authority that (1) approves the approaches taken (2) engages with communities and (3) represents the City of Adelaide to the State Government.
- To ensure its ongoing input and leadership in the development of the major strategic planning pieces, the Council will be engaged in the planning process on a monthly basis through workshops, reports, briefing memos and community engagement events.

### *Stakeholder & Community Engagement*

- The draft approach outlines a framework for coordinating stakeholder and community engagement for all the major strategic planning pieces.
- It is proposed that engagement on all the planning pieces be achieved through 2 major events, to be jointly undertaken by the IDS team and ACC:
  1. IN MARCH: to assess the community's desired outcomes and character for the City.
  2. IN OCTOBER: to obtain feedback on the draft Strategic Plan, gain input into preparing structure plans, and define the City's precincts.
- It is proposed that the community engagement process be branded collectively around 'seeking input into the city people want to see', rather than consulting on individual plans per se. This will be the primary focus of the major engagement in March, the results of which will inform all plans.
- It is proposed that the engagement be highly varied including a website established to assist and inform the engagement on all plans. This will allow on-going community feedback as the plans build incrementally (e.g. on-line engagements on Strategic Plan Outcomes and Strategic Directions; and on Strategies and Key projects).
- Engagement will be conducted in-line with Council's Community Engagement Framework (in development) and will make best efforts to reach all sectors of the community, including those traditionally more challenging to engage with.
- An engagement strategy is being prepared in partnership with the State Government IDS staff. This engagement strategy will be presented to Council for its endorsement in March.

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## IMPLICATIONS

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Implication	Applicable	Comment
Policy	YES	This report presents a draft approach for the development of major strategic planning pieces that are either the full or part responsibility of Council.
Business Plan Objectives / Outcomes or Services	NO	All planning pieces are items in the 2010/11 Business Plan and Budget and will be proposed to continue through the 2011/12 Business Plan and Budget.
Consultation	YES	The draft approach outlines a framework for community engagement for major planning pieces. Engagement will be conducted in line with Council's Community Engagement Framework.
Resource	NO	Development of the major planning pieces will be conducted using existing FTEs.
Risk / Legal / Legislative	YES	Development of the Strategic Plan and Section 30 review are legislative obligations of Council.

### Budget / Financial Implications

There is currently no budget allocation for the development of the major planning pieces, with all costs originally anticipated to be covered by operational budgets. A budget reconsideration may be required to support the implementation of the engagement plan.

10/11 Budget Allocation	10/11 Budget Reconsideration	Proposed 11/12 Budget Allocation	Ongoing Costs (eg maintenance)	Life of Project / Life Expectancy of Asset
NO	TBD	TBD	NO	NA

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BACKGROUND PAPERS

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**ATTACHMENT A** – draft approach for the integrated development of major strategic planning pieces.

# Draft Council Report

## ATTACHMENT A: Draft approach for the integrated development of major strategic planning pieces

The approach outlined in this document has been developed for the integrated development of major strategic planning pieces outlined in Table 1 to ensure alignment of strategic directions, collaboration, engagement and efficiency of approach.

**Table 1.**

	Strategic direction	Detailed strategy & spatial response		
<b>Strategy</b>	<b>City of Adelaide Strategic Plan</b> <i>Lead: Debra Just</i>	<b>Integrated Design Strategy (IDS)</b> <i>Lead: Peter Smith, Debra Just, supported by Joe Kocy</i>	<b>Structure Plan &amp; Section 30 Review, (30 Year Plan for the City of Adelaide)</b> <i>Lead: Joe Kocy supported by David Chick and Don Donaldson</i>	<b>Integrated Movement Strategy (IMS)</b> <i>Lead: Heather Barclay</i>
<b>Objective</b>	Council's lead strategy which sets Council's Vision and desired Outcomes, Strategies and Key Actions for the City.	Seeks to improve design outcomes in the City by providing a vision and guiding principles to inform plans, projects improvements.	Translates the 30 year Plan for Greater Adelaide into the City of Adelaide through spatial plans that consider density, movement and land use; and changes to the Development Plan.	A key Strategy which will provide the framework and future directions for access and movement in the City.
<b>Informs</b>	Informs all Council plans, projects , services and policies.	Informs 30 Year Plan for the City of Adelaide, City landscape and development projects, development policy and process improvements.	Informs City landscape and development projects, Development Plan Amendments, development policy and process improvements.	Provides significant input into movement components of the 30 Year Plan for the City of Adelaide; and will inform public realm and development design and strategic transport projects
<b>Roles &amp; Approvals</b>	Driven and endorsed by Council with broad engagement.	Federal, State and Council partnership. Led and reviewed by the Capital City Committee. Endorsed by Council prior to formal consideration by the Minister.	Section 30 Review driven by Council. Structure Planning in partnership with the State. Both endorsed by Council prior to formal consideration by the Minister.	Proposed to be led and reviewed by the Capital City Committee (CCC). If deemed a project of the CCC, the IMS will be endorsed by Council and will require some level of endorsement of the State.
<b>Primary Audience</b>	Community, Administration	State, Council, Developers, Architects, Designers, Community	State, Council, Developers, Community	Council, State, Community

The approach adopts the following principles to ensure a quality development process:

INTEGRATION: Where possible the development of the plans will be integrated to ensure benefits of a single task to multiple plans.

ENGAGEMENT: Extensive engagement with stakeholders and the community in the development and review stages.

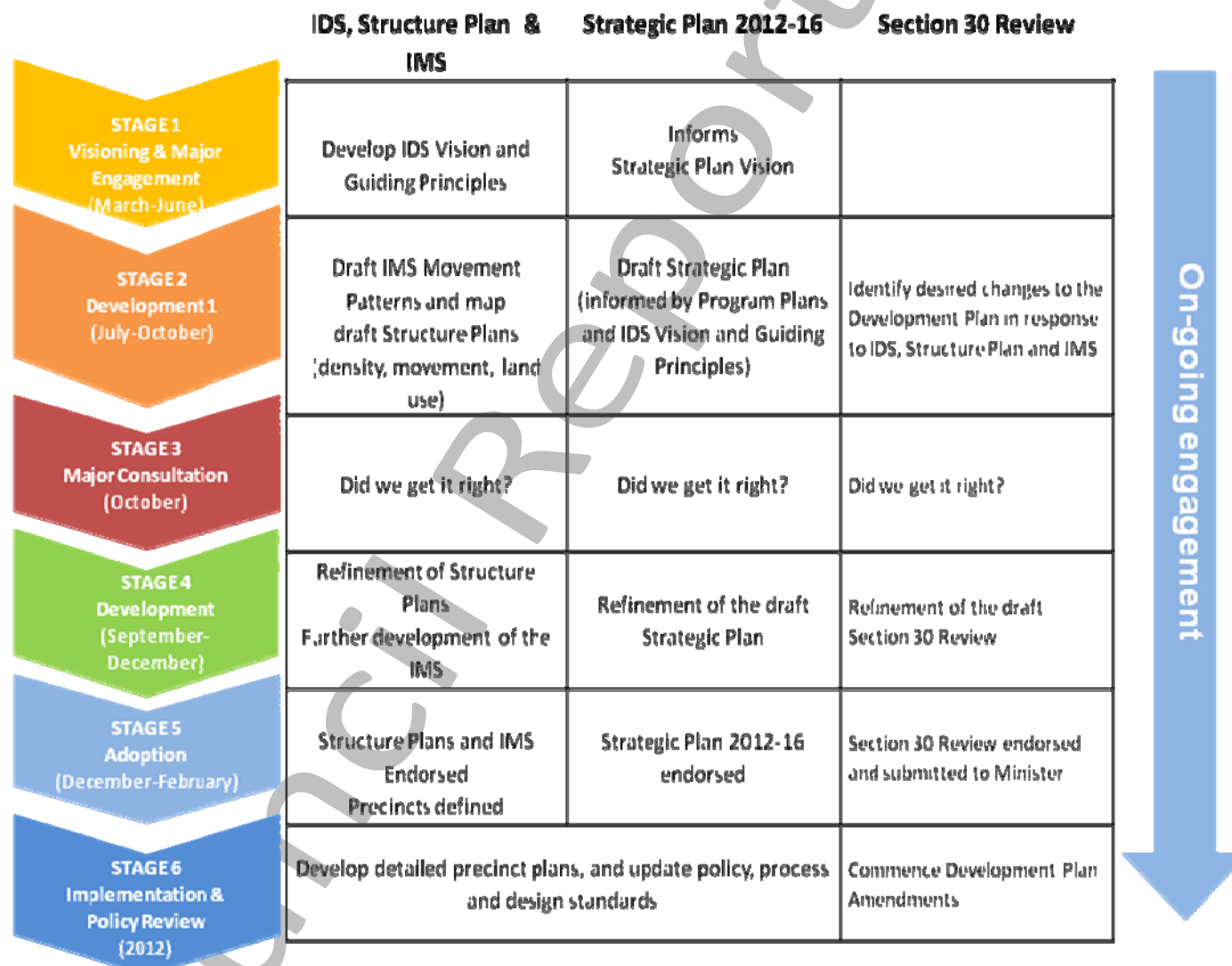
COLLABORATION: Programs within Council and Council and State agencies will work collaboratively to achieve mutually beneficial outcomes.

EVIDENCE BASED: The plans will be based on trends and community priorities supported by quantitative and qualitative data.

### **Integrated Stages of Development**

Development of all major strategic planning pieces will be coordinated across 6 stages outlined in Figure 1.

**Figure 1.**

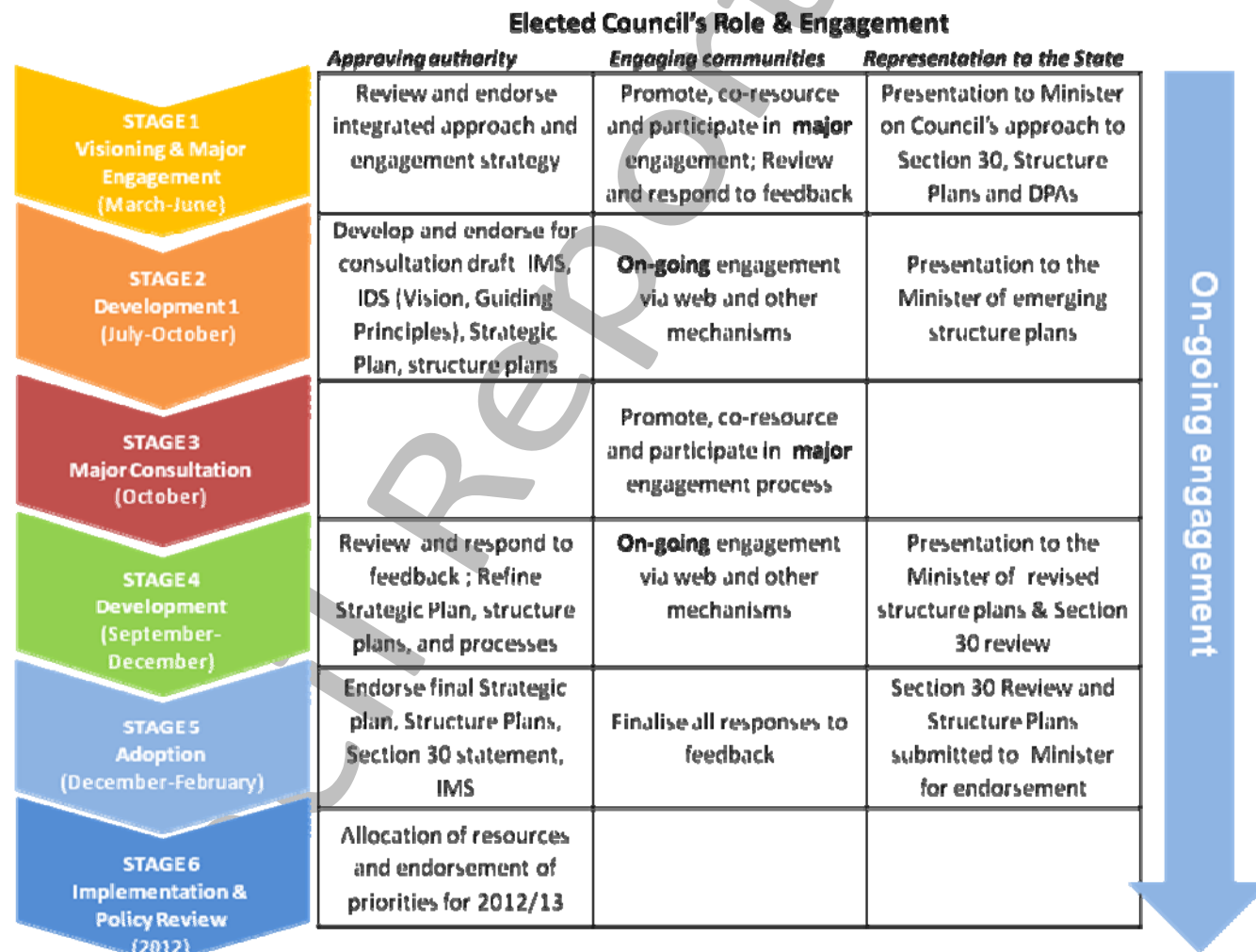




### **Elected Council's Role & Engagement**

The Elected Council's will be involved throughout all 6 stages of development through its roles as an approving authority, in engaging communities and in representing the City of Adelaide to the State (Figure 2).

**Figure 2.**



To ensure on-going input and leadership into the development of the major strategic planning pieces, the Elected Council will be engaged on a monthly basis through workshops, reports, briefing memos and community engagement events as outlined in Table 2.

**Table 2**

	<b>Council Leadership &amp; Input Opportunities</b>
January 2011	Council Workshop - integrated development of the Strategic Plan, IDS, IMS and Structure Plan
February	Council endorsement – Integrated Community Engagement Strategy Council workshop – Strategic context for development of the Strategic Plan
March	Major integrated community engagement event – Community Vision for the City (informs all plans).
April	Results of community engagement presented to Council
May	Council Workshop – IDS Vision and Guiding Principles
June	Council Workshop – Strategic Plan Background Paper and review of existing Vision and Outcomes
July	Council endorsement of IDS Vision and Guiding Principles
August	Council Workshop - Strategic Plan Vision, Outcomes and Strategic Directions for community engagement
September	Council Workshop - Strategic Plan Strategies, Key Projects and Services for community engagement Briefing Memo – mapping of existing conditions for the Structure Plan
October	Council adoption of draft Strategic Plan for public consultation Council Workshop – define City Precincts and discuss future activity, movement, land use etc for Structure Plan; and draft Section 30 Review Major integrated community engagement event
November	Council Workshop – results of community consultation and revision of draft Strategic Plan
December	Council adoption of the Strategic Plan & Section 30 Review Council Workshop – draft Structure Plan and precinct boundaries Council Workshop – draft IMS
2012	Council adoption of draft IMS for public consultation Council adoption of Structure Plans

### **Stakeholder & Community Engagement**

Stakeholder and Community Engagement will be integrated where possible across the major strategic planning pieces.

It is proposed that engagement on all the planning pieces be achieved through 2 major events led by the IDS team with the co-resourcing and major involvement of Adelaide City Council:

IN MARCH: to assess the community's desired outcomes and character for the City.

IN OCTOBER: to obtain feedback on the draft Strategic Plan, gain input into preparing structure plans, and define the City's precincts.

It is proposed that the community engagement process be branded collectively, rather than for individual plans, around the aim of seeking input into the city people want to see. This will be the primary focus of the initial major engagement in March, the results of which will inform all plans.

It is proposed that engagement be highly web-based and a website established for engagement on all plans. This will allow on-going community feedback as the plans build in increments (e.g. on-line engagements on Strategic Plan Outcomes and Strategic Directions; and on Strategies and Key projects).

Engagement will be conducted in-line with Council's Community Engagement Framework (in development) and will make best efforts to reach all sectors of the community, including those traditionally more challenging to engage with.

An engagement strategy will be prepared in partnership with State Government IDS staff.

# Council Report