

AGENDA ITEM NO.: 14.1

TO: Council on 24 January 2017

FROM: Cate Atkinson, Chief Executive Officer

REPORT AUTHORS: Executive Management Team

SUBJECT: Information Report – July to December 2016

1. EXECUTIVE SUMMARY

- 1.1 The Information Report provides a summary by the relevant Director and Staff on activities undertaken and/or to provide information to Elected Members relating to Strategic Plan to 2020.
- 1.2 The Information Report, this month, covers activity for the months of July to December 2016.

2. RECOMMENDATION

- (1) Council having considered Item 14.1 Information Report – July to December 2016 receives and notes the Report.
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3. RELEVANCE TO CORE STRATEGIES / POLICY

- 3.1 Strategic Plan to 2020.

4. COMMUNITY INVOLVEMENT

- 4.1 The Information Report, a public document, forms part of the Council Agenda.

5. DISCUSSION

- 5.1 If clarification is required on any of the information provided, please contact the relevant Director.
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ATTACHMENTS

Attachment 1-19: Information Report – July – December 2016



PEOPLE

KNOW, EMPOWER, CELEBRATE, EDUCATE AND ACTIVATE OUR COMMUNITY

STRATEGY 1.1 Know our community

OUTCOME

1.1.1 A community connected with others

TARGETS

- Year on year increase in proportion of residents who regularly engage with 5 or more neighbouring households
- Increase in social connectivity within the city through engagement in community activities.

ACTIONS

- Council's Community Support Program (formally HACC) continues to provide a wide range of social support activities with the aim of connecting our older residents with each other and the wider community, countering the negative health impact of social isolation. Activities include weekly activity groups held within Council's community halls, a monthly Friday Matinee program within the Town Hall, Men's shed, supported visits to Adelaide Central Market, Monthly Community Lunches, Exercise Classes, monthly supported trips to Adelaide Zoo and bus trips to locations outside of Adelaide.
- Participation in early childhood literacy programs increased by 9.35%, compared to the same quarter in 2015. Sessions are offered once a week throughout the year with parents and caregivers connecting socially and utilising other library services.
- A play reading in October attracted over 100 people to the Thomas Street Centre for an evening of wine, cheese and a live performance, supported by Friends of Prospect Library.
- During the October school holidays over 90 children and their families enjoyed kite making, movies, gaming and a zombie party. Other community activities included an NBN information event in October, a Friends of Prospect Library book sale, and Christmas activities for children and families.



Image: Prospect Town Hall was packed for the performance of 'An Evening with Groucho'.

OUTCOME

1.1.2 A community which is understood by Council who is able to respond to their needs

TARGETS

- Year on year increase on the benchmark of 75% Resident Satisfaction Survey result relating to the range of programs, activities and initiatives offered by Council.
- 60% satisfaction rating in consultation methods from the Resident Satisfaction Survey (up from 43% in 2015).

ACTIONS

- Council staff have commenced planning to conduct a Resident Satisfaction survey during 2017/18. The survey will continue to provide a comparative analysis of service standards as well as capturing additional baseline data to assist in reporting on Council's new Strategic Plan and informing future programs and initiatives.
- Community consultation has occurred on a range of matters including a discussion of ideas in relation to the Rose Street streetscape, with approximately 55 residents providing suggestions, feedback to Council on potential solutions supporting active travel, greenery and public art.

OUTCOME**1.1.3 A strong community network linked to local community organisations****TARGETS**

- Contact details and descriptions of services detailed on SA Directory of Community Services for all of the clubs, community groups and agencies located and working within City of Prospect are current and up to date.
- Yearly increase in the number of local organisations liaising with council to provide initiatives for community participation.

ACTIONS

- Mail-outs to local community groups are regularly completed to promote a range of Council initiatives. Most recently this has occurred for Council's Citizen of the Year Awards, with the addresses being drawn from the SA Directory of Community Services. Any returned mail was followed up with a telephone call to the community group, with support provided on how to update their directory details.
- 22 applications were received for Council's Community Support Fund, requesting a total of \$45,571 (to be allocated from a budget of \$25,000). This compares favourably with the previous financial year's call for funding submissions, for which 13 applications were received requesting a total of \$18,204 (to be allocated from a budget of \$23,000).

STRATEGY 1.2 Environmentally active, sustainably focused**OUTCOME****1.2.1 Community learning focused on environmental impacts and issues****TARGET**

- Number of community learning opportunities focused on environmental issues provided and number of participants.

ACTIONS

- KESAB has been engaged to undertake a face-to-face education campaign focusing on multi-unit dwellings, due to the relatively high turnover of residents. Eight unit blocks from the suburbs of Prospect, Nailsworth and Collinswood comprising a total of 50 residences have been selected for assessment and education. The education program promotes the hard waste collection service (to deter illegal dumping), information on the process of recycling and organics (to reduce contamination rates in recycling and green organics bins) and seeks feedback on why some residents do not participate in recycling.

OUTCOME**1.2.2 Council activities and Community events are supported by a no waste approach****TARGET**

- A zero (0) waste to landfill outcome at events.

ACTIONS

- Organisers of community-led events are encouraged to adopt the principle and practice of Council's Events Team with regard to zero waste, although it is not mandatory. The 2017 Tourrific Prospect Street Party was again be a zero waste event. Participating stallholders have been instructed that packaging and other waste materials generated through participation in this event should be either recyclable or compostable, including all serving materials, serving plates, cutlery, cups and serviettes. No polystyrene foam products are permitted and the use of plastic straws and plastic stirrers is prohibited.

OUTCOME**1.2.3 Community environmental initiatives are supported and encouraged****TARGET**

- Number of community environmental initiatives supported and encouraged by Council.

ACTIONS

- Council has teamed with a Nappy Library Service (Eco Bums) to promote the use of cloth nappies. By offering residents a free loan kit, residents have the opportunity to try out different types, sizes and brands of modern cloth nappies for two weeks to help find the perfect system for them and their baby. Five families have so far taken up the opportunity to trial the modern cloth nappies.
- A financial incentive is also being provided to encourage property owners and/or occupiers to install solar photovoltaic systems and energy storage systems. Applications opened on 1 November 2016 and 11 applications have been received so far.

STRATEGY 1.3 Active living for every age, every stage**OUTCOME****1.3.1 Community services, recreation areas and facilities are able to meet the current and future needs for all stages of life****TARGETS**

- Two stakeholder forums per year to review Council areas and facilities and guide Council's asset management plan.
- By 2020 all Council buildings will be accessible to every age at every stage.

ACTIONS

- A web-based system is under development to allow the community to be readily updated on the vision and strategies for each park, reserve and garden within the Council area. The interactive map system will allow the community to find out more information and vote on whether they agree with the proposals for each space.
- Council's Disability Action Plan 2011-2016 is due for renewal with early discussions having occurred over this reporting period.
- Current development and implementation of a comprehensive Asset Management Plan ensures that Council will be well positioned to prioritise works in this area and capitalise on any grant funding made available. More comprehensive task-specific and asset-specific estimates are being developed and will be submitted for consideration by Council as part of the budget process.

OUTCOME**1.3.2 Lifelong learning opportunities are developed and promoted****TARGET**

- More than 2,000 lifelong training outcomes conducted annually.

ACTIONS

- The Digital Hub conducted 299 one-on-one training sessions for the quarter. For group sessions and community events there were 115 participants, with a total of 414 training outcomes for the October-December quarter. This builds on a positive start to the year, with 722 training outcomes delivered during the July-September 2016 quarter.

OUTCOME**1.3.3 Accessible library, toy library and local history services are available for all****TARGETS**

- Successful delivery of an accessible community hub including a new Library and innovation centre by the end of 2019.
- 5% annual increase in participation and utilisation of Library services.

ACTIONS

- The process of selecting a site for the new Community Hub, Library and Innovation Centre has continued, with independent expert analysis and reports being provided to Council on a regular basis. A Project Executive Group has been appointed to oversee the delivery of the project, while community members have been appointed to a Community Reference Group who will provide feedback at various stages throughout the course of the project.
- Visitation to the Thomas Street Centre increased by 32.3% in the second quarter of 2016/17, compared to the same quarter in 2015, with approximately 31,000 visitations in October-December (and 32,800 visitations in July-September). The number of public access computer users increased (up 58.6%) during this time, as did digital collection loans (up 5.5%), while loans from the hard copy collection decreased by 4.1%.
- While attendance figures for Story Time and the School Holiday Program increased (up by 59.1% and 8.9% respectively), overall attendance at Library programs and events decreased by 5.4%. This is due to fewer events being scheduled for the quarter and a decrease in the number of regular programs in December.

OUTCOME**1.3.4 A community who are involved and participate in decision making and community leadership****TARGETS**

- Year on year increase in the number of community representatives participating in engagement strategies.
- Year on year increase in overall youth engagement.
- 60% satisfaction rating with Council engagement strategies.

ACTIONS

- While the Resident Satisfaction Survey has yet to be undertaken, the community is actively engaged by Council in decision-making processes. The Prospect Arts Action Network (PAAN) met five times, including regular monthly meetings and 2017 exhibition applicant assessments. The City Wide Public Art Advisory Board met on 3 November to assess the 2016 Small Public Art Grant Applications.
- Council's Community Support (formally HACC) Advisory Group met once during this reporting period to discuss the initiatives being provided through the Home Assist and Social Programs.
- Council's youth-focused music initiative CLUB5082 hosted a series of events in the Prospect Town Hall showcasing emerging young musicians to appreciative crowds. The reporting period commenced with 31 people attending in July, with crowds increasing to 59 by October. The programming is increasingly

focused on attracting audiences to contribute to the experience of young musicians and participants (including sound, video and lighting, as well as stage and venue management).

- In mid-2016, Council opted to complement the Prospect Road Cinema Project with adjacent streetscape upgrades. Postcards were mailed out to all Rose Street Residents in order to request their attendance in a group setting and capture their suggestions and comments. This engagement proved successful with approximately 55 Rose Street residents attending and providing feedback.

STRATEGY 1.4 Celebrate our diverse and creative community

OUTCOME

1.4.1 A City rich with cultural experiences, arts activities and events

TARGETS

- Council supports an annual increase in diversity of events, either directly or indirectly.
- Year on year increase in community initiated events/activities.

ACTIONS

- Prospect Gallery presented four exhibitions from September to December 2016, including Paandemonium (curated by members of the Prospect Arts Action Network), WTF – Wasted, Treasured Forgotten (a group show by Cornucopia Artists with artworks made from recycled materials), and Outskirts (a three artist exhibition transforming objects into art). Total attendance at these three exhibitions was in excess of 2100 people. The 19th Community Prospect Community Show (an uncensored show with 100 artworks exhibited by local community members) opened in December to 120 attendees.
- There were also two major community events sponsored by Council during this period. The the AnimeGo! Film Festival was held in the Prospect Town Hall and Vine Street Plaza by the Australia Japan Friendship Association (JAFA), which attracted an estimated 300 people. The Federation of Indian Communities of South Australia (FICSA) also held a successful event, attracting approximately 1,200 people to their Diwali celebration in St. Helen's Park.
- Eight community-led events were supported, including the African Twilight Market (Vine Street Plaza), the Ukulele Picnic (St. Helen's Park), the Lions Christmas Carols (Memorial Gardens), the Prospect Local Environment Group (PLEG) Eco Market (Prospect Town Hall) and Giant Garage Sale (Tram Barn), and the Broadview Oval Neighbourhood Day (Broadview Oval).

OUTCOME

1.4.2 A respected and celebrated culturally diverse community

TARGETS

- Events within the City are inclusive and reflect our diverse community.
- Year on year increase in the satisfaction rating (number of respondents) from the Resident Satisfaction Survey who feel that Prospect is an inclusive and welcoming community.
- Deliver on recommendations each year to achieve the Reconciliation Action Plan by 2020.

ACTIONS

- All Council's events are diverse and inclusive by design and always include some cultural components. The development of the 2017 Tourrific Prospect street party theme 'Our Colourful Community' saw an increase in cultural performances on stages and on the street by our multi-cultural community, including African, Greek, Indigenous and Indian communities.
- While the Resident Satisfaction Survey has not yet been undertaken, the diversity of events provided (or supported) by Council ensure that new members of our community feel welcome. Such events have included the Broadview Oval Neighbourhood Day, the AnimeGo! Festival and the Diwali event.
- Reconciliation Australia have reviewed Council's Reconciliation Action Plan (RAP) and suggested that with some additional work it could be upgraded from Step 1 (Reflect) to Step 2 (Innovate). This work is currently being undertaken by the RAP working group.



PLACE

LOVED HERITAGE, LEAFY STREETS, FABULOUS PLACES

STRATEGY 2.1 Respect the past, create our future

OUTCOME

2.1.1 In partnership with the community, a City recognised for its diversity, its range of local attractions, its local history, character, heritage and stories

TARGETS

- Year on year increase in the satisfaction rating from the Resident Satisfaction Survey of a city recognised for its range of local attractions, its local history, character, heritage and stories.
- Year on year increase in the number of Heritage Grant applications received.

ACTIONS

- While the Resident Satisfaction Survey is yet to be undertaken, steps have been taken to ensure that the city's highly valued heritage and character are respected. The Anzac Day Council has agreed to provide funding in support of works on the Air Raid Shelter (Communications Centre), which will incorporate the installation of a sump and pump to keep the interior of the building dry.
- The possible restoration of sandstone walls at Prospect Oval, which form part of the entry statement to the site from Main North Road, has been discussed with engineers and noted stonemasons. These investigations will inform a scope of works required to address the restoration and preservation of these iconic walls.
- A total of nine heritage grant applications were received in the 2016/17 round, compared with a total of six in 2015/16. Applications included activities such as façade restoration, verandah restoration, plastering, repointing and replacement fencing. The allocated funding for this year has subsequently been fully committed, with payment pending the completion of works.

OUTCOME

2.1.2 A city recognised for high quality and interesting design and built form

TARGETS

- Year on year increase in community satisfaction relating to building design.
- Year on year increase in community satisfaction rating in respect to development across our city.

ACTIONS

- While the Resident Satisfaction Survey is yet to be undertaken, work undertaken on the review of the Urban Corridor Zone and Interface Areas Development Plan Amendment has suggested that there are opportunities for improvement to design outcomes. The necessary refinement of the planning policy is currently underway in consultation with the Department of Planning, Transport and Infrastructure. In commenting on the anticipated policy changes, the Urban Development Institute of Australia (UDIA) SA indicated that "there have been some examples of development where better design may have improved the public realm outcome."
- A review of submissions received by Council has revealed concerns relating to a wide range of development matters, including the establishment of fencing (without prior agreement of the neighbour), construction of residential outbuildings (without public notification), and the approval of multi-storey apartment buildings changing the character of an area. Concerns were also raised about development that had been undertaken without approval, or about matters relating to the occupation of properties (such as bright lighting/signage and property maintenance issues). The ability for Council to respond to such matters varies on a case-by-case basis.

OUTCOME**2.1.3 Diverse development is encouraged on Main Road corridors****TARGETS**

- Annual review of the outcomes of the Urban Corridor Zone relative to our vision of diversity.
- Complete Urban Corridor Zone & Interface Areas DPA by end of 2016/2017.

ACTIONS

- So far this financial year, approximately \$40 million worth of development in the form of townhouses and apartments has been lodged for assessment, out of a total of \$63 million worth of development across the city. The investment being made by the development community in this new form of housing, along with improvements to (and replacement of) existing dwellings, combine to increase the diversity of housing available.
- The Statement of Intent (Sol) for the Urban Corridor Zone and Interface Areas Development Plan Amendment (DPA) has been approved by the Minister for Planning, who commended Council on its successes to date in the Urban Corridor Zone and indicated his support for the DPA. Staff are continuing to work with the State Department for Planning, Transport and Infrastructure, in liaison with independent planning consultants and architects, on amendments to the Development Plan that are intended to improve the appearance of new buildings constructed within the Urban Corridor Zone, and address identified concerns at the interface with zone boundaries.

STRATEGY 2.2 Loved parks and places**OUTCOME****2.2.1 Look after what we love; the character, native fauna, stories, neighbourhoods, people, parks and colour****TARGET**

- Year on year increase on the baseline of 80% satisfaction rating from the Resident Satisfaction Survey (relating to Parks).

ACTIONS

- The development and design implementation of St Helens Park, Ern Sconce Rotary Park and Memorial Gardens exemplifies the qualities and wants of the local and greater community. While each park presents its own characteristics, the upgrades are aimed to encourage variations of play including, nature, inclusive and challenging.
- The beautification budget each year has provided council with the means to upgrade, install and rejuvenate many of its identified areas. The past quarter has involved a range of projects including installing decorative and unique fencing, installing new irrigation systems to upgrade our parks and gardens for water efficiency and provide multitudes of locations with park and reserve amenities such as BBQs, drinking fountains, furniture and park equipment.



Images: Some of the recent improvements to Council's parks and gardens

OUTCOME**2.2.2 Engaging and innovative Parks which provide a range of accessible leisure opportunities****TARGET**

- The Open Space Strategy is endorsed, budgeted and implemented each year as outlined in the strategy.

ACTIONS

- The past quarter has involved a range of projects including installing decorative and unique fencing, installing new irrigation systems to upgrade our parks and gardens for water efficiency, and providing various locations with amenities such as BBQs, drinking fountains, furniture and park equipment. New dog etiquette signs were installed in some parks and reserves to inform and educate the community of safely using open spaces when exercising their dogs off leash.

OUTCOME**2.2.3 A community involved in design, maintenance and upgrade of our parks and places****TARGET**

- Year on year increase towards a minimum of 10% of local residents involved in the design, upgrade and maintenance of parks and places.

ACTIONS

- Chalkboard signage has been temporarily installed at a number of reserves to encourage local community feedback about how these spaces could be improved. A diverse range of feedback has been provided, with suggestions such as a dog drinking bowl, flying fox, community art opportunities, water fountain and veggie patch. The signs are reusable and can be installed at other parks. The sign boards are a trial to encourage fun contributions that will later influence the future vision for the space.
- Members of the community who live near or use the Charles Cane/ Narnu Wirra Reserve and the George Whittle Reserve were invited to a community event to share their ideas and preferences for the reserves and for the broader study area. The event included a free sausage sizzle, pop up café and interactive kids play equipment, in addition to the consultation activities. Over 100 people attended the event, with their feedback captured for inclusion in the next stage of conceptual design.
- In a separate community engagement exercise, Rose Street residents were invited to a discussion of design ideas for the Cinema Precinct and the Rose Street streetscape. Approximately 55 residents attended to provide feedback on proposals encompassing active travel, increased greenery and public art. Based on the community feedback received the design development of the streetscape will include elements such as tree consolidation/planting, water sensitive urban design, parking and verge improvements.
- Further north, business owners in the Percy Street / Prospect Road Precinct were engaged to provide comment on their visions for the future of the Precinct. Key issues were related to parking availability, while there was also support for promoting the history of RM Williams on Percy Street and improving the overall quality of the precinct.
- Council's Volunteer coordinator has been working with the City Maintenance staff to engage volunteers to assist with ongoing maintenance of parks. Known as 'Park Angels,' they are provided with the tools and training necessary to aid in the maintenance of natural play space areas.



Images: Community consultation on the Rose Street upgrade

OUTCOME**2.2.4 Public art across the City that inspires and delights community and visitors****TARGET**

- High levels of feedback (reaction) to new installations of public art.

ACTIONS

- Feedback on the pending removal of 'Shopping Sally' on Prospect Road has seen the City Wide Public Art Advisory Board support the lease of a number of artworks for a further 12 months. This will also include the Fish Eat Fish, Water Dwellers and Thorn artworks with a recommendation that artworks are leased for a minimum two years in future.
- The recent upgrades and community interest provided an opportunity for the playspace upgrade at St Helens Park to include numerous art-inspired installations. Mosaic works created by the Prospect Kindergarten, Nailsworth Primary School and the Crackpots group have received much positive feedback and now stand as a feature of the park.

STRATEGY 2.3 An accessible City**OUTCOME****2.3.1 Key areas are accessible and linked****TARGET**

- Finalise Master Plan by end of 2017/2018 and establish one (1) upgraded East-West connection by 2020.

ACTIONS

- Work on the Main North Road Master Plan has continued, with the Master Plan design guidelines and priority projects focused on the Central Precinct endorsed in line with the Places for People funding from the Department of Planning, Transport and Infrastructure.

OUTCOME**2.3.2 Connected/ integrated bicycle and pedestrian networks across the City and linked to other areas****TARGET**

- Partner with the Australian Bicycle Council to include Prospect within the biennial National Cycling Participation Survey to measure users of the Prospect network.

ACTIONS

- Work on an integrated way-finding master plan has been undertaken to determine appropriate and convenient routes through and across the city for pedestrians and cyclists. Also of note are improvements that have been undertaken to Regency Road to improve connectivity between bikeway routes previously identified for William and Hillsdale Streets.

OUTCOME**2.3.3 A City well serviced by public transport****TARGETS**

- Increase in the level of public transport services particularly addressing peak hour issues.
- Year on year 5% increase in patronage of community transport options.

ACTIONS

- While figures on public transport patronage are not currently available, Council has been active in lobbying for an extension of the tram service into City of Prospect. Initial investigations to inform an independent analysis of two potential routes (along Prospect Road and Churchill Road) has been undertaken by consultants engaged by the State Government, prior to more detailed design analysis being undertaken.
- There was no increase (or decrease) to patronage of Council's Community Transport program during this reporting period. Activities provided by Council's Community Transport program are as follows: Door to Door Service - Prospect Library, Regency Medical Clinic, North Park and Sefton Park Shopping service and monthly Day Tours.

STRATEGY 2.4 A greener future**OUTCOME****2.4.1 Attractive streets with leafy tree canopies****TARGET**

- Identify all streets that will not achieve "green tunnel" street canopy coverage by the end of 2016 and incorporate into the program for 2017/18.

ACTIONS

- The Street Tree Rejuvenation Program is an annual program of works including tree block pruning, planting of replacement trees and watering. Since the beginning of 2016, this program has continued with approximately 250 new street trees being planted throughout the city to replace those that have either died due to age, disease or damage, or that have presented an unmanageable risk to public safety.
- The Village Heart Tree Project aims to enhance the aesthetics of this section of Prospect Road, with larger Jacaranda trees to be established amongst the existing Ginkgo trees. 22 trees have been ordered for planting at approximately 300L pot size, while feature Garden beds are currently under design development.

OUTCOME**2.4.2 A City recognised for its flora, fauna and biodiversity****TARGET**

- Thriving gardens and verges under Council's control.

ACTIONS

- The majority of garden beds under Council's control are located on Main Roads including Fitzroy Terrace, Prospect Road and Churchill Road. In addition, numerous garden beds are situated throughout the City where traffic calming devices have been installed. These are routinely maintained by City Maintenance staff with activities including weed removal, pruning, re-vegetation, mulching, irrigation repairs and maintenance as well as any other tasks identified as being required. Verge areas that have not been planted out by Council or residents are maintained through our cyclic weed spraying program which operates year round.

OUTCOME**2.4.3 Committed to having a reduced environmental footprint****TARGET**

- Year on year reduction in our environmental footprint for all of Council's activities.

ACTIONS

- Irrigation upgrades have recently been completed at St Helens Park and Prospect Oval, which will aid in monitoring water usage and managing efficient systems. By redeveloping these systems, Council will reduce water usage without compromising the quality of the grounds.

OUTCOME**2.4.4 'Green' strategies are established within development activities across the City****TARGET**

All Development Approvals to have landscaping conditions (where appropriate) which are enforceable and that our policies support this position.

ACTIONS

- Of the 252 development applications received so far this financial year, all proposals that incorporate landscaping as an essential element of the development have had conditions imposed. Work underway on the Urban Corridor Zone DPA has also considered the effectiveness of landscaping controls on achieving desirable development outcomes.

Attachment



PROSPERITY

MORE JOBS, MORE INVESTMENT, MORE ACTIVITY, MORE VIBRANCY

STRATEGY 3.1 A stronger local economy

OUTCOME

3.1.1 A busy and vibrant local business environment focused on the Prospect Village Heart

TARGETS

- A vacancy rate no higher than 3% in the Village Heart and no higher than 5% elsewhere.
- Footfall in Village Heart increased by 100% year on year.

ACTIONS

- The 2016 City of Prospect Commercial Corridor Land Use Analysis undertaken by Colliers International revealed that the vacancy rate in the Village Heart at the time of the survey was 4.27%, compared with 2.83% on Main North Road and 4.27% on Prospect Road. Despite the small increase in vacancy rates within the Village Heart, vacancy rates for Prospect Road, Main North Road and the city in its entirety have reduced compared with the corresponding period in 2015.
- Agreement has been reached with property owners and business operators within the Village Heart to allow for the installation of a high-speed public Wi-Fi mesh network. This will allow for the measuring of footfall in the Village Heart, once the system is operational in early 2017.
The first three 8 Nights of Summer events in Vine Street Plaza attracted a total of approximately 510 people. Attendances at CLUB5082 during the same period totaled 640 (for 8 shows).



Image: Staff and guests at the launch of the *Explore Prospect Food and Art Trail*.

OUTCOME

3.1.2 Investment, employment and development encouraged across our City

TARGETS

- A 100% increase in the value of completed development on our corridors year on year.
- Annual Business and Employment Survey to identify improved activity levels year on year.

ACTIONS

- At time of reporting, five multi-storey higher density developments totalling \$8.25 million in value had been completed. A further fourteen multi-storey developments are currently under construction, with a combined construction value of \$36.4 million.
- The drafting of the Annual Business Survey has commenced, with consideration given to the qualitative and quantitative data that is likely to be willingly given by business owners, and that will complement data able to be sourced by other means.

OUTCOME**3.1.3 A City with strong and relevant relationships with Local, State and Federal Governments****TARGET**

- Sentiment measured via annual CEO 360 degree performance review process.

ACTIONS

- Senior staff participated in round table discussions with representatives of the Department of Prime Minister and Cabinet concerning the establishment of guidelines to inform funding approvals for the Smart Cities and Suburbs Program. The CEO has also met with a number of government department representatives of both tiers of government in relation to economic development and planning matters.

STRATEGY 3.2 A more vibrant night-time**OUTCOME****3.2.1 A City with more people on the streets and more places to go at night****TARGETS**

- 100% increase in pedestrian footfall after 5pm in the Village Heart year on year.
- 20% of businesses to create peak demand after 5pm.

ACTIONS

- A series of events have been held that provide for an increase in the level of evening and night-time activity, including the 8 Nights of Summer Program, CLUB 5082, AnimeGO! and the African Twilight Markets. The installation of a high-speed public Wi-Fi mesh network will allow for the measuring of footfall in the Village Heart, once the system is operational in early 2017.
- The Prospect Road 'Village Heart' tenant mix has a high proportion of service-related tenants, and when combined with office and food related tenants these groups account for over 73% of the tenant mix within the precinct. The change in tenant mix over the last 12 months has seen more food and service related tenants move in and banking, clothing and footwear moving out.



Image: Vine Street Plaza during an 8 Nights of Summer event

OUTCOME**3.2.2 A City with after-hours family friendly activities in our buildings, parks and open spaces****TARGET**

- Annual increase in the use of our buildings, parks and open spaces as measured through the Resident Satisfaction Survey.

ACTIONS

- While the Resident Satisfaction Survey is yet to be undertaken, Council is conscious of the need to cater for a wide range of user groups when events are held for the benefit of the community. 8 Nights of Summer events have included activities for younger children (under 10 years) making it more attractive for families to socialise together.

STRATEGY 3.3 Leverage our digital advantage**OUTCOME****3.3.1 A high level of take up of high speed/high capacity technology****TARGET**

- Use the annual Business and Employment Survey to understand the value of trade that is occurring on-line.

ACTIONS

- The Prospectus and investment attraction video both promote the advantages of nbn™ fibre-to-the-premises, which is a key advantage for attracting online-focused businesses to the city. The owner of officestock.com.au confirmed that it was the nbn™ advantage that drew him to City of Prospect and his premises on Main North Road. Officestock is an office fitout provider that has seen business grow substantially despite not having a physical showroom. The annual survey, which will be undertaken in the second quarter of the 2017 calendar year, will determine if there are many similar outcomes from across the Council area.

OUTCOME**3.3.2 Knowledge workers are supported in the City with a range of network and business opportunities****TARGETS**

- Year on year increase in the number of businesses as part of Network Prospect
- Over 50% of Network Prospect participants attend more than one annual event.

ACTIONS

- There are 200 businesses listed in the online Network Prospect business directory, including 15 businesses on Churchill Road, 45 on Main North Road and 83 on Prospect Road, with the remainder located in other parts of the city. There are also 55 professionals registered on the online Prospect Professionals network.
- There were three Network Prospect events held in the first half of the 2016/17 financial year, with an average of 30 people in attendance at each. Of these, 22% had previously attended a Network Prospect event.

STRATEGY 3.4 International Prospect**OUTCOME****3.4.1 Council is engaged in the global economy, actively seeking diverse business investment**

TARGET

- Six significant engagements in any given year and across more than one investment type.

ACTIONS

- Council has a place on the Shandong Working Group and continues to advise businesses about the opportunities in China. Business engagements during this period have included participation in the in Shandong Inbound Business Mission (September 2016) and hosting the Mount Everest Investment Group (November 2016). Two premises on Main North Road were subsequently purchased by Kai Ming Li of the Mount Everest Investment Group. Kai Ming confirmed that Prospect was chosen for investment as he wanted to undertake development in Adelaide, and a comparison of potential areas confirmed that City of Prospect provided the most attractive investment opportunity.

OUTCOME**3.4.2 Promoted and known internationally as Adelaide's most intelligent community****TARGET**

- Highest ranked Intelligent Communities Forum (ICF) City in South Australia.

ACTIONS

- City of Prospect was the only South Australian community to be recognised as a Smart21 Community for 2017 by the Intelligent Community Forum, and one of only four Australian communities that were chosen. This is the fifth time in six years that City of Prospect has been awarded this recognition.



SERVICES

LEADERS OF THE SECTOR PROVIDING EFFICIENT, RESPONSIVE, ACCESSIBLE SERVICES

STRATEGY 4.1 Excellence in Infrastructure

OUTCOME

4.1.1 Taking great care of all of Council's Assets

TARGETS

- Consistently 75% or higher rating in Resident Satisfaction Survey.
- Asset sustainability ratio to align with Audit committee targets.
- Infrastructure & Assets Management Plan comprehensively reviewed annually.

ACTIONS

- Council's roads, footpaths, kerb and gutters, nature strips and street trees are proactively maintained through the Precinct Services Program, with each street within the city being serviced once every two years. Works are scoped by the Assets team, prioritised according to risk and scheduled accordingly, with an average of five precincts (comprising between five and eight streets each) serviced each quarter. In addition to reactive maintenance, it is anticipated that continuing this program will lead to positive chalk resident feedback on streetscape maintenance when the Resident Satisfaction Survey is undertaken.
- Each year, infrastructure and assets that have reached the end of their useful lives are renewed under the Capital Works Programs. Following on from the work recently undertaken with road surface and pavement philosophies, which extend the useful lives of roads by way of intervention treatments and a more scientific approach to renewal techniques, the same rationale will be applied to footpath assets. This approach will increase the useful lives of footpaths through appropriate intervention techniques and treatment options.
- The Asset Management Plan (AMP) is currently being reviewed, with the view to improve and extend the AMP to include recent development of the 'Useful Lives' philosophy and the principles of best practice asset management.

STRATEGY 4.2 Sound Financial Management

OUTCOME

4.2.1 Sourcing funding partners and pursuing new revenue streams

TARGETS

- An annual increase in funding partners and new revenue streams achieved.

ACTIONS

- The funding rounds for opportunities such as Places for People and the State Government Infrastructure Partnership Program are currently open, with applications being prepared for submission.
- Sponsorship for the 2017 Tourrific Prospect street party provided a valuable offset to the anticipated total cost of the event, complemented by strong community and volunteer support.

OUTCOME

4.2.2 Council continues to increase its corridor development and its commercial and retail sector rate income

TARGETS

- 1% shift to these sectors each year off a 2015/16 base of 17%.

ACTIONS

- In the upcoming budget season, Council will be presented with Rates Models to achieve this target. Development growth will be the key consideration in the shift of rate burden with indicative valuation information to be first available from the Valuer General in April 2017.

STRATEGY 4.3 Responsible Waste Management**OUTCOME****4.3.1 Waste collection and recycling services meeting community need and enhancing the amenity of the City****TARGETS**

- Year on year increase in customer satisfaction of waste collection and recycling services as measured through the Resident Satisfaction Survey.

ACTIONS

- Council undertakes roadside collections of hard waste in response to requests for service, with waste being collected within two weeks of such requests being received. Residents are able to request this service up to three times per annum per property, which compares favourably with the majority of Councils who provide a 4 week turnaround limited to one or two collections per annum. A backlog of requests was identified in October, with contractors undertaking additional work in response to concerns that the contracted two week time frame was not being met in some circumstances.
- A new waste calendar was also released to the community, which provides information on when bins are to be collected and the types of waste and recyclables that should be placed in each bin.

OUTCOME**4.3.2 Innovation in waste management to align with environmental goals****TARGETS**

- Waste collection data collected by 2020 and shared as appropriate.
- A framework is developed that delivers at least one innovative waste management practice each year.

ACTIONS

- Cleanaway provides monthly reports on the amount of waste collected when invoicing.
- As part of Council's new waste contract beginning in July 2017 Council intends to undertake a series of trials aimed at continuous improvement, innovation and the wider use of available technologies. The tender released identified that the successful Contractor will be expected to participate in new initiatives such as a reduction in the size of the residual waste (red) bin, increased frequency of collection (to occur weekly) of the organics (green) bin and recyclables (yellow) bin, the provision of large bins for apartments and multi-unit developments, and organics collection from commercial premises such as restaurants and cafes, as well as additional recyclables bins at selected street and park bin locations (on a trial basis). Adopting current technologies in waste collection has also been encouraged, including remote sensing of street and park bins in high profile areas, solar powered bins, pay-by-weight collection, and the collection and aggregation of relevant individual and district bin weight related data.

STRATEGY 4.4 Accountable and people-focused services**OUTCOME**

4.4.1 Open and accountable practices and decision making processes throughout Council's operations

TARGETS

- Year on year increase in support of Council's decision making processes from Resident Satisfaction Survey.

ACTIONS

- A review commenced of the code of practice – meeting procedures (meetings of Council and standard committees). The informal gatherings policy was updated to ensure no decisions are made on a matter outside of a formally constituted meeting of the Council. Workshop guidelines have also been updated to include provisions for confidentiality discussions in accordance Section 90 of the Local Government Act. The annual delegation review has also been undertaken. These improvements have been reflected in information made available to the community, to ensure that they are able to access information on how decisions are made by Council.

OUTCOME

4.4.2 Service delivery is visible to and appreciated by the community

TARGETS

- Ten (10) services reviewed annually with a view to improve the customer experience.
- Community to be informed of what we are going to do, when and why.

ACTIONS

- Council's Customer Request Management (CRM) system, accessed via Council's website, has been upgraded to include automatically generated responses for residents who provide an email address at the time of lodging their request.
- This initial exchange establishes a conduit for subsequent advice to the customer from Council in relation to their request. For example, the timeframe for undertaking tree trimming (in response to a request) is determined according to the level of risk associated with the tree. Additional workflows have been established so that this information is provided to residents to keep them informed of when the tree will be trimmed.

OUTCOME

4.4.3 Known for "making our customers' day"

TARGETS

- Spontaneous and unsolicited positive customer feedback is recorded and celebrated.

ACTIONS

- Comments received from the community in relation to staff's approach to service delivery included positive feedback on the high quality of video production for Club5082, the gardening services provided by the CHSP team, the speed of assessment undertaken by planning staff, and the high standard of service provided by the customer service team.
- **From a resident of Rose Street**
"Recently I reported 3 problems I had to Council reception. One was a parking sign outside Coles, one was a full council rubbish bin on Devonport Terrace near the railway line and one was a toilet pan left on the footpath in Rose Street. All 3 were fixed immediately. I was extremely pleased and I just wanted to say thank you."
- **From a resident of Carter Street**
"I sincerely appreciate the visit by the street sweeper and sidewalk electric blower this morning to clean up the footpath and the kerb a little. While the rubbish has been building up a lot lately and seems to reappear no matter how much I pick it up - it is appreciated that you cleaned it up very quickly based on my request yesterday. I believe in giving credit where its due (I imagine much of your email is complaints/concerns) so wanted to say thanks. "

- **From a resident**
 “Stan Watson Reserve - Charles Street Prospect. Thank you for fixing the drinking fountain. Water pressure has been improved and the water spouts replaced in only a number of days following my request. Great response! And a welcome feature of the park with the heat of the days to come over the Xmas break. Much appreciated.”
- **Feedback from a resident to Mayor David O’Loughlin**
 “Thanks for connecting David. Have grown up in Prospect for the first 40 years of my life it's is great to see how it has been transformed in recent years well done to you and your team”.
- **Collinswood Combined Probus Club to Mayor David O’Loughlin**
 “The President and her husband attended the Mayor’s Christmas Dinner. They very much enjoyed the evening, meeting people from across the Prospect Community and the achievements over the last year. They also really enjoyed the theme and applauded everyone for getting into the spirit of the night, the dinner, and the way in which the whole evening was presented, including the decorations.”

OUTCOME

4.4.4 Improved systems and on-line services meet the needs of the community

TARGETS

- Year on year increase in the number of services able to be transacted end to end online.
- All complaints to lead to system improvements.

ACTIONS

- The 2017 Tourrific Prospect Trader and Stallholder Registrations were moved completely online this year, which allowed for end-to-end registration and payments, as well as information on the event and stallholder requirements.
- Following the launch of the new Tourrific Prospect Trader portal, two functional changes were made in response to issues identified by our Tourrific Traders.
- A number of other services are currently being investigated for improved online transactions, including the payment of accounts via PayPal for library services, as well as a separate project implementing improved access to the customer request management (CRM) system and payment of rates through the Authority Community Portal.