

Agenda

Council

NOTICE OF MEETING

Notice is hereby given that a meeting of the Council will be held in the

Council Chamber - Glenelg Town Hall
Moseley Square Glenelg

14 October 2025 at 7:00pm



Pamela Jackson
Chief Executive Officer



1. Opening

The Mayor will declare the meeting open at 7pm.

2. Kaurna Acknowledgement

We acknowledge Kaurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kaurna People today.

3. Service to Country Acknowledgement

The City of Holdfast Bay would like to acknowledge all personnel who have served in the Australian forces and services, including volunteers, for our country.

4. Prayer

Heavenly Father, we pray for your presence and guidance at our Council Meeting. Grant us your wisdom and protect our integrity as we carry out the powers and responsibilities entrusted to us on behalf of the community that we serve.

5. Apologies

5.1 Apologies received

5.2 Absent

6. Items Presented to Council

7. Declaration Of Interest

If a Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Council they are asked to disclose the interest to the Council and provide full and accurate details of the relevant interest. Members are reminded to declare their interest before each item.

8. Confirmation Of Minutes

That the minutes of the Ordinary Meeting of Council held on Tuesday 23 September 2025 be taken as read and confirmed.

That the minutes of the Special Meeting of Council held on Monday 29 September 2025 be taken as read and confirmed.



9. Public Presentations

9.1 Petitions - Nil

9.2 Presentations - Nil

9.3 Deputations

9.3.1 Mr A Aitchison

The Mayor has approved a deputation from Mr A Aitchison.

10. Questions by Members

10.1 Without Notice

10.2 On Notice - Nil

11. Member's Activity Reports - Nil

12. Motions on Notice - Nil

13. Adjourned Matters

13.1 Licence – Coles Toilet Block (Report No: 340/25)

14. Reports of Management Committees and Subsidiaries

14.1 Minutes - Alwyndor Management Committee - (Report No: 346/25)

14.2 Minutes - Jetty Road Mainstreet Committee - 2 October 2025 (Report No: 349/25)

14.3 Minutes - Executive Committee - 8 October 2025 (Report No: 345/25)

14.4 Information Report – Southern Region Waste Resource Authority Board Meeting – 22 September 2025 (Report No: 352/25)

15. Reports by Officers

15.1 Items in Brief (Report No: 342/25)

15.2 Acting arrangements in the absence of the CEO (Report No: 343/25)

15.3 Advocacy for High Productivity Vehicle Network and Greater Adelaide Freight Bypass (Report No: 344/25)

15.4 2024-25 Wellbeing Hub Annual Report (Report No: 339/25)

15.5 Sub-Licence with Brighton Cricket Club – Brighton Lacrosse Club (Report No: 309/25)

15.6 Outgoing Community Grants Summary 2024-25 (Report No: 350/25)

15.7 Western Alliance TDAP (Report No: 328/25)

15.8 Council No Smoking and Vaping Policy (Report No: 351/25)



16. Resolutions Subject to Formal Motions

Presented for the information of Members is a listing of resolutions subject to formal resolutions, for Council and all Standing Committees, to adjourn or lay on the table items of Council business, for the current term of Council.

17. Urgent Business – Subject to the Leave of the Meeting

18. Items in Confidence

18.1 Brighton Beachfront Holiday Park (Report No: 327/25)

Pursuant to Section 83(5) of the *Local Government Act 1999* the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council considers the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which –
 - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - ii. would, on balance, be contrary to the public interest.

18.2 Wigley Reserve Kiosk (Report No: 341/25)

Pursuant to Section 83(5) of the *Local Government Act 1999* the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council considers the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which –
 - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - ii. would, on balance, be contrary to the public interest.



19. Closure

A handwritten signature in blue ink, appearing to read "P. Jackson".

Pamela Jackson
Chief Executive Officer

Item No: 13.1

Subject: **ADJOURNED REPORT – COLES TOILET BLOCK**

Summary

At its meeting held on 23 September 2025, Council resolved to adjourn Report No: 310/25 Licence – Coles Toilet Block to a subsequent Council meeting to seek further information relating to the usage of the toilet facility.

Given the site includes council's only Changing Places room, a facility critical for profoundly disabled individuals to venture out in public, this report seeks Council's authorisation to renew the licence for a period of ten years, and during any subsequent right of renewal Coles is granted under its headlease.

Motion

From Council Meeting 23 September 2025:

1. **That Council enters into a Licence with Coles Supermarkets Australia Pty Ltd over the toilet block to the rear of their car park at 4 Nile Street Glenelg, for a period of ten years commencing 25 February 2025, and otherwise on the same terms and conditions, as outlined in the document provided as Attachment 1 to this report.**
2. **That the Mayor and Chief Executive Officer be authorised to execute and seal any documents required to give effect to this Licence.**

Recommendation

1. **That Council enters into a Licence with Coles Supermarkets Australia Pty Ltd over the toilet block to the rear of their car park at 4 Nile Street Glenelg, for a period of ten years commencing 25 February 2025, and otherwise on the same terms and conditions, as outlined in the document provided as Attachment 1 to this report.**
 2. **That the Mayor and Chief Executive Officer be authorised to execute and seal any documents required to give effect to this Licence.**
-

Background

This site at 4 Nile Street is owned by Perfect Industries (Aust) Pty Ltd and leased to Coles Supermarkets Australia Pty Ltd. Council have been long term subtenants of the toilet facilities located within the car park, maintaining them at their cost to publicly available facilities. With Council's licence with Coles having expired on 25 February 2025, a report was presented to Council on 23 September 2025 seeking approval to enter into a new agreement for a period of ten years, and during any subsequent renewal Coles is granted under the headlease.

Refer Attachment 1

Council resolved that the report be adjourned to allow Administration time to provide further information relating to the usage of the facility, as well as alternative locations within the area that the public could use. The report was adjourned under regulation 19 of the *Local Government (Proceedings at Meetings) Regulations 2013*.

Council needs to determine the outcome of the adjourned motion from the meeting held on 23 September 2025 before any new motion can be considered, with the debate to commence at the point of interruption. Councillor Abley spoke to the motion and Councillor Miller has the right of reply.

Report

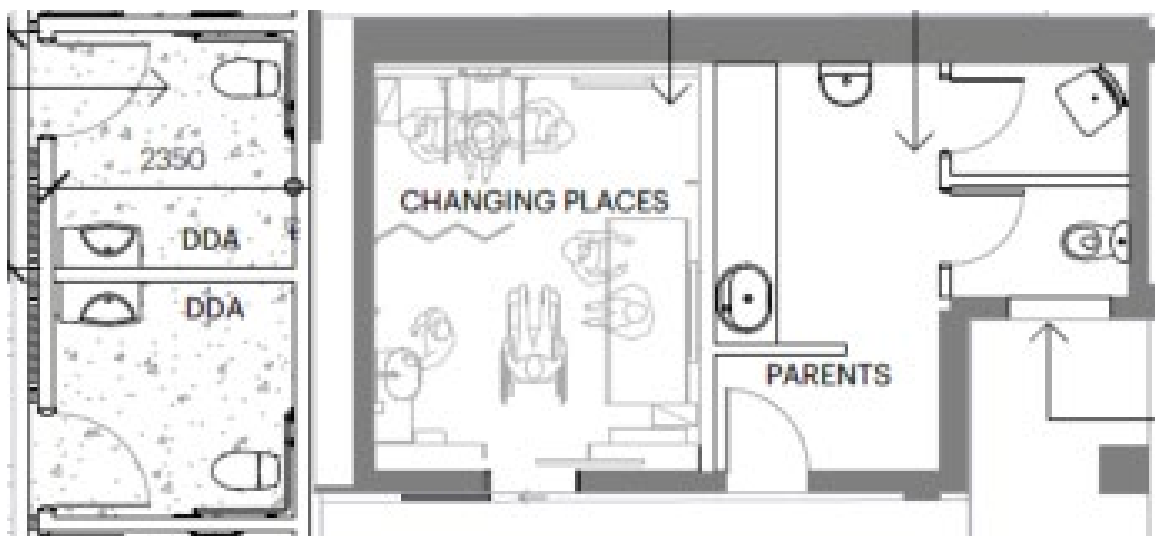
Changing Places

As previously noted in the original report put to Council at its meeting held on 23 September 2025, the building comprises a parent's room, and disability toilet and adult changeroom, known as Changing Places. The parent's room includes a toilet, breastfeeding room and baby change table.

Changing Places is an initiative designed to make public spaces more accessible for people with high support needs by providing specially designed toilet and change facilities. These facilities go beyond standard accessible toilets and include:

- A height-adjustable, adult-sized changing bench
- A ceiling-mounted hoist system
- A large, accessible toilet with space on both sides for carers
- Enough room for two carers to assist the user comfortably.

The goal is to enable people with profound disability and their carers to participate more fully in community life — whether at parks, shopping centres, sporting venues, or tourist attractions. Often a standard disabled toilet is not big enough to accommodate a wheelchair once the person is on the floor to be changed. The below concept plan shows how much larger the Changing Places facility is in relation to the standard DDA toilets in Bouchée Walk.



The Changing Places facility utilises the Master Locksmiths Access Key (MLAK) system, allowing people with a disability access to dedicated public facilities by purchasing a MLAK key which will open all toilets, playground equipment and other facilities fitted with a lock that uses the special MLAK cylinder. These keys are issued to eligible people through application, and is a universal system not managed by the City of Holdfast Bay.

Funding

On 5 January 2017 the State Government put out a media release announcing funding of \$1.7 million towards building more Changing Places facilities throughout metropolitan Adelaide. This included a statement from Mayor Wilson welcoming the opportunity for the City of Holdfast Bay to be involved. A copy of the media release is provided as Attachment 2 of this report.

Refer Attachment 2

With disability legislation focusing as much on inclusion as access, having a Changing Places toilet facility at Glenelg was considered a significant social asset for the City of Holdfast Bay. Council was successful in obtaining grant funding from the Department of Communities and Social Inclusion of \$100,000 to contribute to the project.

As part of the funding application, the City of Holdfast Bay acknowledged that Council would be responsible for cleaning and maintenance, including conducting regular safety checks to ensure equipment is in safe working order. By accepting the grant, Council agreed that if they breached any of the undertakings contained within their application they may be required to repay all of the funds plus interest. Given we are well outside of the Funding Period (30 June 2021), it remains unclear what outcome could be expected in the event the facility is not handed back to Coles. However, it can be assumed there is some level of risk to Council being required to repay the funds if this is the path they wish to pursue.

Redevelopment of Chapel Plaza and Bouchée Walk

Chapel Plaza was the first priority stage identified within the Jetty Road Glenelg Masterplan endorsed by Council on 13 February 2018. Initial concept plans proposed a toilet amenity building at the intersection of Chapel and Milton Streets. However, this was not supported by Council.

The previous toilet facilities in Hindmarsh Lane (now Bouchée Walk), comprised a three gang Exeloo toilet and the older amenity building in the Coles car park area. These were considered at capacity and in need of upgrade. A larger toilet block in the laneway was proposed, as well as a refurbishment of the brick building toilets to include a Changing Places facility and parents room.

Operational Costs

Annual cleaning costs of \$71,537 are incurred by council, covering:

- 6 x Toilets in Bouchée Walk – each cleaned five times per day
- 1 x Parents room – cleaned five times per day
- 1 x Changing Places room – cleaned once per day

The cost to clean the licenced toilets therefore represents six of the 36 daily cleans, or 17% of the cleaning contract – an estimated \$12,000 per annum.

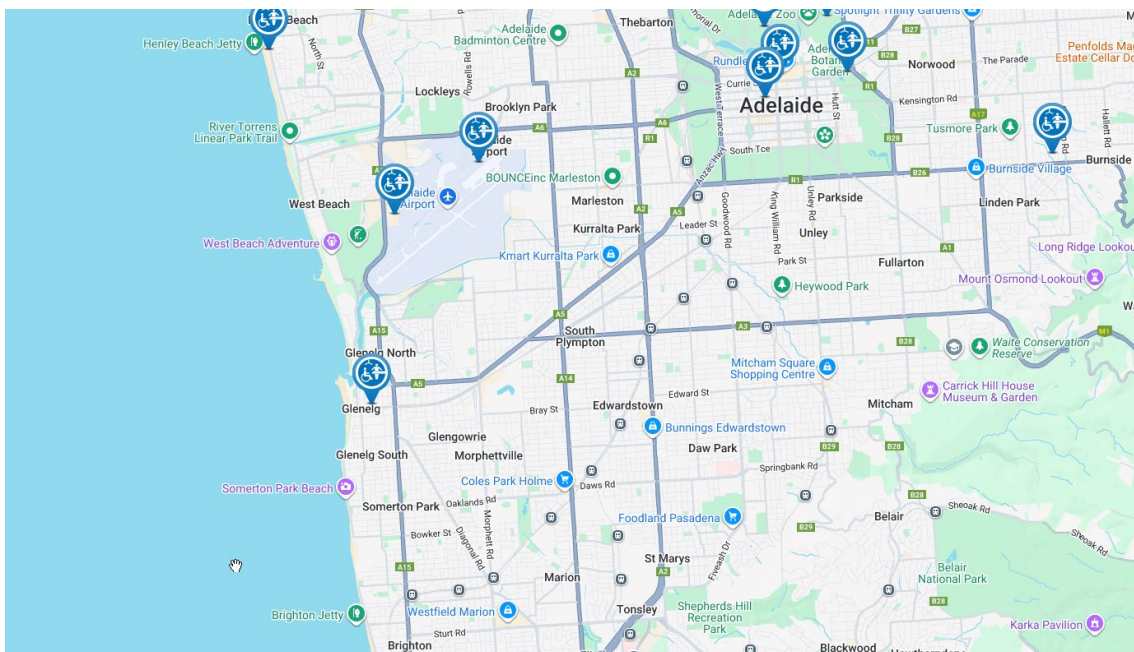
Of the \$2,717 annual electricity costs, no more than 25% of this cost relates to the licenced toilets – an estimated \$700 per annum. The cost to insure the facility is currently \$848 per annum.

Given the majority of the annual \$24,761 facility repairs and maintenance relates to vandalism and wear and tear within the Bouchée Walk toilets, the total cost to look after the licenced facilities is less than \$20,000 per annum. The operational cost is low, with the quoted annual cost of \$99,014 including the six Bouchée Walk toilets located on land owned by Council.

The existing licence provisions contain a reinstatement clause, requiring Council to remove the facility from the land in the event the landlord demands this. This will be vastly more costly than the current operational spend, and will further threaten the likelihood of having to repay the grant funding.

Available Alternatives

The closest public toilets to the site are located at either end of Jetty Road in Moseley Square and Bayside Village Shopping Centre. However, with there being minimal Changing Places facilities in Adelaide, the closest ones available are located at Harbourtown and Adelaide Airport. The below map shows just how rare these facilities are.



Frequency of Use

The following data provides a good indication of the level of use the toilet block receives. This data is collected and extrapolated from door open and closing counts.

Facility	Average quarterly door openings
Bouchée Walk Toilets x 6 cubicles	54,066
Parents room	4,380
Changing Places room	225

Although the usage of the Changing Places and Parents room is considered low in relation to the Bouchée Walk toilets, the addition of Changing Places facilities within the precinct is a necessity for visitors to the precinct. On average every person with a mobility issue brings 4.1 people with them on an outing. Users of these facilities view them as being a destination in and of themselves, with families planning trips to Glenelg because it has a Changing Places facility.

Summary

Endorsing the licence with Coles will safeguard continued public access to this essential facility. Returning the site to Coles or their landlord risks its closure or the forced removal of the Changing Places room—an outcome that would signal to the community that Council is failing to meet the needs of profoundly disabled residents and visitors.

Budget

Expenses associated with maintaining this Licence is factored into Council's 2025-26 Annual Business Plan. Although council is liable for 50% of the legal cost to prepare the licence, we are advised there will be no charge as it was prepared inhouse by Coles' legal team.

Life Cycle Costs

The operational spend for the premises is bundled together with the six-toilet facility fronting Bouchée Walk. The combined annual cost is currently:

Cleaning	\$71,537
Electricity	\$2,717
Facility repairs and maintenance	\$24,761
	\$99,014

The 2025-26 building insurance charge for the brick building and associated verandah is \$848.

Strategic Plan

Vision – creating a welcoming and healthy place for everyone

Council Policy

Sporting and Community Leasing Policy

Statutory Provisions

Local Government Act 1999, section 202

Local Government (Proceedings at Meetings) Regulations 2013, regulation 19

Written By: Property Manager

General Manager: Assets and Delivery, Ms C Hughes

Attachment 1

Item No: 15.7

Subject: LICENCE – COLES TOILET BLOCK

Summary

Coles Glenelg, who lease the site at 4 Nile Street, have recently renewed their lease with the property owner. Council holds a sublicence over the toilet block within the carpark, which expired on 25 February 2025. This report seeks Council's authorisation to renew the licence for a period of ten years, and during any subsequent right of renewal Coles is granted under its headlease.

Recommendation

1. That Council enters into a Licence with Coles Supermarkets Australia Pty Ltd over the toilet block to the rear of their car park at 4 Nile Street Glenelg, for a period of ten years commencing 25 February 2025, and otherwise on the same terms and conditions, as outlined in the document provided as Attachment 1 to this report.
 2. That the Mayor and Chief Executive Officer be authorised to execute and seal any documents required to give effect to this Licence.
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Background

4 Nile Street was originally leased to Kmart Australia Limited. The long-term lease which was granted in 1976 was later assigned to Coles Supermarkets Australia in 1997. The site's toilet block, which is located to the rear of the car park near Jetty Road, has been utilised by council as far back as 1998, allowing the public access to the amenities. In exchange, council has been responsible for maintaining and cleaning the facilities under sublicence arrangements.

At its meeting held on 15 December 2009, Council resolved to enter into a licence with Coles Supermarkets Australia to occupy a portion of their car park to allow public access to the toilet facilities (C151209/646.3). This Licence was varied on 19 April 2021 to allow council to construct a temporary contractor compound associated with the redevelopment of the toilet facility and associated laneway, and transformation of the premises into a changing places space.

Report

Site Usage

The Coles public toilets sit at the northern end of Bouchée Walk (formerly Hindmarsh Lane) on land leased by Coles Supermarkets Australia. Previously, the building partially laid on Council owned land, however following the redevelopment and construction of the new Exeloo amenities within the laneway, the building was reduced.

Coles has historically made these toilets available for public use on a peppercorn basis providing council cleans and maintains them. The building comprises a disability toilet and changeroom, as well as a parent's room.

Under the terms of Coles' lease, they do not require consent from the property owner to sublicense any of their lettable area, providing it does not exceed 15% of the site.



Streetview of licenced area

Lease Terms

Coles' inhouse legal team have prepared the Licence largely on the same terms and conditions, as summarised in the table below. A copy of the agreement, which requires execution by Council prior to the Licensor, is provided as Attachment 1 to this report.

Refer Attachment 1

Property Owner:	Perfect Industries (Aust) Pty Ltd
Licensor:	Coles Supermarkets Australia Pty Ltd
Licensee:	City of Holdfast Bay
Site:	4 Nile Street, Glenelg
Licenced Area:	Brick toilet block to rear of Coles car park and verandah Paved walkway and ramp immediately in front of building
Term of Licence:	10 years
Renewal:	If Coles' headlease is renewed, an extension of this agreement will be granted for the remainder of their lease term, up to 24 February 2050
Commencement:	25 February 2025
Expiry:	24 February 2035
Licence Fee:	\$1 if demanded
Rent Review:	Not applicable
Outgoings:	Cleaning Electricity and water Maintenance Building insurance

In the event Coles exercises any option for a further term under the headlease beyond the 24 February 2035 expiry, then this agreement may be extended by a further period or periods in line with the term of the Lease, up to 24 February 2050, by Coles giving notice to the Council.

Budget

Expenses associated with maintaining this Licence is factored into Council's 2025-26 Annual Business Plan. Although council is liable for 50% of the legal cost to prepare the licence, we are advised there will be no charge as it was prepared inhouse by Coles' legal team.

Life Cycle Costs

The operational spend for the premises is bundled together with the six Exeloo toilets fronting Bouchée Walk. The combined annual cost is currently:

Cleaning	\$71,537
Electricity	\$2,717
Facility repairs and maintenance	\$24,761
	\$99,014

The 2025-26 building insurance charge for the brick building and associated verandah is \$847.93.

Strategic Plan

Vision – creating a welcoming and healthy place for everyone

Council Policy

Sporting and Community Leasing Policy

Statutory Provisions

Local Government Act 1999, section 202

Written By: Property Manager

General Manager: Assets and Delivery, Ms C Hughes

Attachment 2

NEWS RELEASE

Hon Katrine Hildyard MP

Minister for Disabilities

Friday, 5 January 2017

\$1.7 million Changing Places to provide more independence for people with disability

South Australians with disability will have more independence when attending major public events and other attractions with four new Changing Places toilets to be built at popular metropolitan sites.

Changing Places are best practice disability toilets that include a hoist and other customised features so people with disability have a dignified and purpose built facility to use when they are out.

The first four new Changing Places will be built at Adelaide Oval, Rundle Mall, the new 'U City' development on Franklin Street and at Glenelg.

The State Government will also purchase two portable Changing Places - Marveloos – which are designed for major public events including concerts and festivals.

Currently there are no facilities in South Australia which meet full Changing Places specifications.

The State Government confirmed \$1.7million in the recent Mid-Year Budget Review toward building more Changing Places across South Australia.

The Marveloos are expected to be ready by the end of 2018.

Background

Changing Places include a range of features not available in standard accessible toilets, such as a height-adjustable adult-sized change table, a tracking hoist system, non-slip flooring and increased space to accommodate a person using a wheelchair and up to two carers.

Marveloos have additional features including an access ramp, external sun shade, heating and cooling and curtain for additional privacy.

A total of \$1.7 million has been allocated to Changing Places over four years, including \$300,000 towards building the two Marveloos and up to \$250,000 towards the other locations announced today.

Further locations will be announced in the future, including in regional South Australia.

Changing Places website (including Marveloo information): www.changingplaces.org.au

Quotes attributable to Minister for Disabilities Katrine Hildyard

The State Government is committed to improving access and inclusion for everyone in our community.

We know that Changing Places are considered 'best practice' facilities, and give people living with disability more independence and dignity.

Changing Places provide people with disability and their carers peace of mind so they can enjoy a day or night out without the worry of not having an appropriate restroom.

We want all South Australians with disability to have the opportunity to live full and active lives, and that includes attending major events and visiting community hubs with confidence.

I congratulate Adelaide City Council, the City of Holdfast Bay and Adelaide Oval Stadium Management Authority for co-investing in this important initiative.

Quotes attributable to Acting Lord Mayor Sandy Verschoor, City of Adelaide

People with disability are important members of our diverse community, and City of Adelaide is working to make the city more inclusive and accessible for all.

Following the success of the adult change facility which Council constructed at the Adelaide Aquatic Centre in 2016, this funding will enable us to deliver a best practice 'Changing Places' facility in the retail heart of Adelaide – the Rundle Mall precinct.

Investments like this in the social infrastructure of the city will encourage people from all walks of life to spend time enjoying all that Adelaide has to offer.

Quotes attributable to Deputy Mayor Amanda Wilson, City of Holdfast Bay

We welcome the opportunity to improve facilities for people with disabilities in Holdfast Bay, and look forward to working up more specific plans as further details become available.

Quotes attributable to Andrew Daniels, CEO, Adelaide Oval Stadium Management Authority

The SMA continually works to improve Adelaide Oval and ensure that it is a fully inclusive stadium for all South Australians, so we are delighted to have the opportunity to collaborate with the government on this important initiative.

The Adelaide Oval is fully DDA (Disability Discrimination Act) compliant, but we must continue to provide the best possible facilities and event day experience for our patrons.

Quotes attributable to Simon Schrapel, Chief Executive, Uniting Communities

As an organisation with a proud history of advocating for inclusion and in delivering services to people living with a disability, we were determined to ensure Adelaide's first radical mixed use high rise development incorporated a publicly accessible Changing Places toilet.

In designing the 20-storey U City, we took the initiative to construct a fully accessible Changing Places facility that could be used by U City residents, visitors, conference attendees, staff, and the general public.

As a building that will operate 24/7, the Changing Places toilet will be available for all who require it at any time of the day.

Item No: 14.1

Subject: MINUTES - ALWYNDOR MANAGEMENT COMMITTEE

Summary

The minutes of the Alwyndor Management Committee meetings held on 31 July 2025, 10 September 2025 and 25 September 2025 are provided for information.

Recommendation

1. That the minutes of the Alwyndor Management Committee meetings held on 31 July 2025, 10 September 2025 and 25 September 2025 be noted.

RETAIN IN CONFIDENCE - Section 91(7) Order

2. That having considered Attachments 2, 4 and 6 to Report No: 346/25 Minutes - Alwyndor Management Committee in confidence under section 90(2) and (3) (b) of the *Local Government Act 1999*, the Council, pursuant to section 91(7) of the Act orders that Attachments 2, 4 and 6 be retained in confidence for a period of 24 months and that this order be reviewed every 12 months.
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Background

This report is presented following the Alwyndor Management Committee meetings.

The Alwyndor Management Committee was established to manage the affairs of Alwyndor. Council has endorsed the Committee's Terms of Reference and given the Committee delegated authority to manage the business of Alwyndor.

Report

The public and confidential minutes of the meeting held on 31 July 2025 are attached for Members' information.

Refer Attachments 1 and 2

The public and confidential minutes of the meeting held on 10 September 2025 are attached for Members' information.

Refer Attachments 3 and 4

The public and confidential minutes of the meeting held on 25 September 2025 are attached for Members' information.

Refer Attachments 5 and 6

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Enabling the people in our communities to live healthy, engaged and fulfilling lives.

Council Policy

Not applicable

Statutory Provisions

Local Government Act 1999, section 41

Written By: General Manager, Alwyndor

General Manager: Ms B Davidson-Park

Attachment 1

CITY OF HOLDFAST BAY

Minutes of the meeting of the Alwyndor Management Committee of the City of Holdfast Bay held in the Boardroom Alwyndor 52 Dunrobin Road Hove or via Audio-visual telecommunications on Thursday 31 July 2025 at 6.30pm.

PRESENT

Elected Members

Councillor Susan Lonie
Councillor Robert Snewin

Independent Members

Mr Kim Cheater- Chair
Ms Joanne Cottle
Mr John O'Connor
Prof Judy Searle
Prof Lorraine Sheppard

Staff

General Manager Alwyndor – Ms Beth Davidson-Park
Executive Manager, Community Connections – Ms Molly Salt
Executive Manager, Residential Services – Ms Natasha Stone
Interim Chief Financial Officer– Mr Jarrod Thorn
Acting Executive Manager, People and Culture- Ms Sharyn Osborn
Interim Executive Manager, ICT- Mr Brad Vowles
Executive Assistant – Ms Bronwyn Taylor

1. OPENING

The Chairperson declared the meeting opened at 6.34pm.

2. KAURNA ACKNOWLEDGEMENT

With the opening of the meeting the Chair stated:

We acknowledge the Kaurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kaurna People today.

3. APOLOGIES

- 3.1 For Absence - Nil
- 3.2 Leave of Absence - Nil

4. DECLARATION OF INTEREST

Committee members were reminded to declare any interest before each item.
Attachment 1 Register of Interests

5. CONFIRMATION OF MINUTES**Motion**

That the Public and Confidential minutes of the Alwyndor Management Committee held on 29 May 2025 be taken as read and confirmed.

Moved by Cr Robert Snewin, Seconded by Prof Judy Searle

Carried

6. REVIEW OF ACTION ITEMS

6.1 Action Items
Noted

6.2 Annual Work Plan
Noted

7. GENERAL MANAGER REPORT**7.1 General Manager Report (Report No: 16/25)**

7.1.1 Appointment of Deputy Chair
Noted

Motion:

That the Alwyndor Management Committee:

- 1. Note the Council approval of the appointment of Prof Lorraine Sheppard as Deputy Chair.**

Moved by Ms Joanne Cottle, Seconded by Prof Judy Searle.

Carried TBC

8. CONFIDENTIAL REPORTS**8.1 General Manager Report – Confidential (Report No17/25)**

Exclusion of the Public – Section 90(3)(d) Order

- 1. That pursuant to Section 90(2) of the *Local Government Act 1999* Alwyndor Management Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the General Manager and Staff in attendance at the meeting in order to consider Reports and Attachments to Report No: 08/25 in confidence.**

2. That in accordance with Section 90(3) of the *Local Government Act 1999* Alwyndor Management Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 08/25 on the following grounds:

- d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to confer a commercial advantage on a third party of Alwyndor, in addition Alwyndor's financial position is reported as part of Council's regular budget updates.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

3. The Alwyndor Management Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved by Ms Joanne Cottle, Seconded by Mr John O'Connor

Carried

RETAIN IN CONFIDENCE - Section 91(7) Order

- 1 That having considered Agenda Item 8.1 General Managers Report – Confidential (Report No: 17/25) in confidence under section 90(2) and (3)(d) of the Local Government Act 1999, the Alwyndor Management Committee, pursuant to section 91(7) of that Act orders that the Attachments and Minutes be retained in confidence for a period of 12 months and that this order be reviewed every 12 months.

Moved by Cr Susan Lonie, Seconded by Prof Judy Searle

Carried

8.2 Quarterly Finance Report – Confidential (Report No:18/25)

Exclusion of the Public – Section 90(3)(d) Order

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Alwyndor Management Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the General Manager and Staff in attendance at the meeting in order to consider Reports and Attachments to Report No 18/25 in confidence.
2. That in accordance with Section 90(3) of the Local Government Act 1999 Alwyndor Management Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 18/25 on the following grounds:

- d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to confer a commercial advantage on a third party of Alwyndor, in addition Alwyndor's financial position is reported as part of Council's regular budget updates.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

3. The Alwyndor Management Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved by Cr Susan Lonie, Seconded by Mr John O'Connor

Carried

RETAIN IN CONFIDENCE - Section 91(7) Order

1. That having considered Agenda Item 8.3 Financial Report (Report No 18/25) in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Alwyndor Management Committee, pursuant to section 91(7) of that Act orders that the Report, Attachments and Minutes be retained in confidence for a period of 18 months and that this order be reviewed every 12 months.

Moved by Ms Joanne Cottle, Seconded by Prof Lorriane Sheppard

Carried

9. OTHER BUSINESS – Subject to the leave of the meeting

Nil

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Alwyndor Management Committee will be held on **Thursday 25 September 2025** in the Boardroom Alwyndor, 52 Dunrobin Road, Hove or via Audio-visual telecommunications (to be advised).

11. CLOSURE

The meeting closed at 8.23pm.

CONFIRMED 25 September 2025

CHAIRPERSON

Attachment 3

CITY OF HOLDFAST BAY**Minutes of the meeting of the Alwyndor Management Committee of the City of Holdfast Bay via Audio-visual telecommunications on Wednesday 10 September 2025 at 6.00pm.****PRESENT****Elected Members**

Councillor Susan Lonie
Councillor Robert Snewin

Independent Members

Mr Kim Cheater- Chair
Ms Joanne Cottle
Ms Alice Haynes
Mr John O'Connor
Ms Felicity Ryan
Prof Judy Searle
Prof Lorraine Sheppard

Staff

Chief Executive Officer – Ms Pamela Jackson
General Manager Alwyndor – Ms Beth Davidson-Park
Executive Manager, Community Connections – Ms Molly Salt
Senior Manager Support at Home – Mr John Ainsworth
Manager, Systems and Projects – Ms Emma Burke
Executive Assistant – Ms Bronwyn Taylor
Executive Manager, Residential Services – Ms Natasha Stone
Executive Manager, People and Culture, Ms Lisa Hall
Executive Manager, ICT, Mr Brad Vowles

1. OPENING

The Chairperson declared the meeting opened at 6.00pm.

2. KAURNA ACKNOWLEDGEMENT

With the opening of the meeting the Chair stated:

We acknowledge the Kaurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kaurna People today.

3. APOLOGIES

- 3.1 For Absence
Nil
- 3.2 Leave of Absence
Nil

The Chair welcomed Ms Felicity Ryan and Ms Alice Haynes, newly appointed members of AMC, to the meeting.

4. DECLARATION OF INTEREST

Committee members were reminded to declare any interest before each item.

Attachment 1 Register of Interests

Minutes of the meeting of 31 July, the movers were not recorded for the recommendation:

That AMC: Note the Council approval of the appointment of Prof Lorraine Sheppard as Deputy Chair. It was confirmed that Ms Joanne Cottle was the mover and seconded by Prof Judy Searle. This will be noted and the minutes updated when presented for ratification at the 25 September meeting.

5. CONFIDENTIAL REPORTS

5.1 Support at Home Pricing – Confidential (Report No 19/25)

Exclusion of the Public – Section 90(3)(d) Order

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Alwyndor Management Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the General Manager and Staff in attendance at the meeting in order to consider Reports and Attachments to Report No: 19/25 in confidence.
2. That in accordance with Section 90(3) of the *Local Government Act 1999* Alwyndor Management Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 19/25 on the following grounds:
 - d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to confer a commercial advantage on a third party of Alwyndor, in addition Alwyndor's financial position is reported as part of Council's regular budget updates.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

3. **The Alwyndor Management Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.**

Moved by Mr John O'Connor, Seconded by Cr Robert Snewin

Carried

1.

RETAIN IN CONFIDENCE - Section 91(7) Order

2. **That having considered Agenda Item 5.1 Support at Home – review of new pricing model Confidential (Report No: 19/25) in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Alwyndor Management Committee, pursuant to section 91(7) of that Act orders that the Attachments and Minutes be retained in confidence for a period of 12 months and that this order be reviewed every 12 months.**

Moved by Cr Robert Snewin, Seconded by Mr John O'Connor

Carried

6.1 Governance – Confidential (Report No 20/25)

Exclusion of the Public – Section 90(3)(d) Order

1. **That pursuant to Section 90(2) of the *Local Government Act 1999* Alwyndor Management Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the General Manager and Staff in attendance at the meeting in order to consider Reports and Attachments to Report No: 20/25 in confidence.**
2. **That in accordance with Section 90(3) of the *Local Government Act 1999* Alwyndor Management Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 20/25 on the following grounds:**

- d. **pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to confer a commercial advantage on a third party of Alwyndor, in addition Alwyndor's financial position is reported as part of Council's regular budget updates.**

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

3. **The Alwyndor Management Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.**

Moved by Prof Judy Searle, Seconded by Cr Susan Lonie

Carried

RETAIN IN CONFIDENCE - Section 91(7) Order

1. **That having considered Agenda Item 6.1 Governance – proposed restructure - Confidential (Report No: 20/25) in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Alwyndor Management Committee, pursuant to section 91(7) of that Act orders that the Attachments and Minutes be retained in confidence for a period of 24 months and that this order be reviewed every 24 months.**

Moved by Ms Joanne Cottle, Seconded by Prof Lorraine Sheppard

Carried

9. DATE AND TIME OF NEXT MEETING

The next meeting of the Alwyndor Management Committee will be held on **Thursday 25 September 2025** in the Boardroom Alwyndor, 52 Dunrobin Road, Hove or via Audio-visual telecommunications.

10. CLOSURE

The meeting closed at 7.43pm.

CONFIRMED 25 September 2025

CHAIRPERSON

Attachment 5

CITY OF HOLDFAST BAY

Minutes of the meeting of the Alwyndor Management Committee of the City of Holdfast Bay held in the Boardroom Alwyndor 52 Dunrobin Road Hove or via Audio-visual telecommunications on Thursday 25 September 2025 at 6.30pm.

PRESENT

Elected Members

Councillor Susan Lonie
Councillor Robert Snewin

Independent Members

Mr Kim Cheater- Chair
Ms Joanne Cottle
Ms Alice Haynes
Mr John O'Connor
Ms Felicity Ryan
Prof Judy Searle
Prof Lorraine Sheppard (via Teams)

Staff

Chief Executive Officer – Ms Pamela Jackson
General Manager Alwyndor – Ms Beth Davidson-Park
Executive Manager, Community Connections – Ms Molly Salt
Executive Manager, Residential Services – Ms Natasha Stone
Executive Manager, People and Culture, Ms Lisa Hall
Chief Financial Officer– Mr Jarrod Thorn
Senior Financial Accountant, Ms Prue Lukey
Executive Assistant – Ms Bronwyn Taylor

Guests

Ms Samantha Creten, Director Dean Newbery
Ms Whitney Sandow, Senior Auditor Dean Newbery

1. OPENING

The Chairperson declared the meeting opened at 6.30pm.

2. KAURNA ACKNOWLEDGEMENT

With the opening of the meeting the Chair stated:

We acknowledge the Kaurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kaurna People today.

3. APOLOGIES

- 3.1 For Absence
Nil
- 3.2 Leave of Absence
Nil

4. DECLARATION OF INTEREST

Committee members were reminded to declare any interest before each item.
Attachment 1 Register of Interests

5. CONFIRMATION OF MINUTES**Motion**

- 1. Noting the update of the mover and seconder of item 7.1.1 *Council approval of the appointment of Prof Lorraine Sheppard as Deputy Chair* in the minutes, that the Public and Confidential minutes of the Alwyndor Management Committee held on 31 July 2025 be taken as read and confirmed.**
- 2. That the Public and Confidential minutes of the Alwyndor Management Committee held on 10 September 2025 be taken as read and confirmed.**

It was noted that a further recommendation regarding the service fees increase would be moved as a part of this meeting.

Moved by Mr John O'Connor, Seconded by Ms Joanne Cottle

Carried

6. REVIEW OF ACTION ITEMS**6.1 Action Items**

Action #89: The General Manager drew attention to the action noting that the Cyber Update is not being presented at this meeting. As noted in the progress update, a draft roadmap for compliance with the South Australian Cyber Security Framework (SACSF) will be presented at the November AMC meeting.

Action #90: edit wording to reflect market pricing movements rather than "client behaviour"

Action #92 Request the Chair of QCAG attend for each report twice a year.

6.2 Annual Work Plan

It was noted that consideration should be given when updating the Work Plan 2026 that Risk Reporting may be moved to another meeting given the September meeting focus on End of Year Financial reports.

7. GENERAL MANAGER REPORT**7.1 General Manager Report**

Nil reports

8. CONFIDENTIAL REPORTS

The Chair requested leave of the meeting to move Item 8.2 - Finance Report Financial Year Statements and Item 8.3 Finance Report to the first items of business.

Request granted.

8.2 Finance Report Financial Year Statements – Confidential (Report No:23/25)**Exclusion of the Public – Section 90(3)(d) Order**

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Alwyndor Management Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the General Manager and Staff in attendance at the meeting in order to consider Reports and Attachments to Report No 23/25 in confidence.
2. That in accordance with Section 90(3) of the Local Government Act 1999 Alwyndor Management Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 23/25 on the following grounds:

- d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to confer a commercial advantage on a third party of Alwyndor, in addition Alwyndor's financial position is reported as part of Council's regular budget updates.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

3. The Alwyndor Management Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved by Cr Bob Snewin, Seconded by Cr Susan Lonie

Carried

RETAIN IN CONFIDENCE - Section 91(7) Order

4. That having considered Agenda Item 8.2 Financial Report Financial Year Statements - confidential (Report No 23/25) in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Alwyndor Management Committee, pursuant to section 91(7) of that Act orders that the Report, Attachments and Minutes be retained in confidence for a period of 18 months and that this order be reviewed every 12 months.

Moved by Mr John O'Connor, Seconded by Ms Joanne Cottle

Carried

8.3 Finance Report– Confidential (Report No:24/25)**Exclusion of the Public – Section 90(3)(d) Order**

3. That pursuant to Section 90(2) of the *Local Government Act 1999* Alwyndor Management Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the General Manager and Staff in attendance at the meeting in order to consider Reports and Attachments to Report No 24/25 in confidence.
4. That in accordance with Section 90(3) of the Local Government Act 1999 Alwyndor Management Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 24/25 on the following grounds:

- d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to confer a commercial advantage on a third party of Alwyndor, in addition Alwyndor's financial position is reported as part of Council's regular budget updates.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

3. The Alwyndor Management Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved by Cr Susan Lonie, Seconded by Ms Joanne Cottle

Carried

RETAIN IN CONFIDENCE - Section 91(7) Order

3. That having considered Agenda Item 8.3 Financial Report - confidential (Report No 24/25) in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Alwyndor Management Committee, pursuant to section 91(7) of that Act orders that the Report, Attachments and Minutes be retained in confidence for a period of 18 months and that this order be reviewed every 12 months.

Moved by Mr John O'Connor, Seconded by Prof Judy Searle

Carried

8.1 General Manager Report – Confidential (Report No22/25)**Exclusion of the Public – Section 90(3)(d) Order**

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Alwyndor Management Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the General Manager and Staff in attendance at the meeting in order to consider Reports and Attachments to Report No: 22/25 in confidence.
2. That in accordance with Section 90(3) of the *Local Government Act 1999* Alwyndor Management Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 22/25 on the following grounds:
 - d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to confer a commercial advantage on a third party of Alwyndor, in addition Alwyndor's financial position is reported as part of Council's regular budget updates.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.
3. The Alwyndor Management Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved by Ms Joanne Cottle, Seconded by Prof Judy Searle

Carried

RETAIN IN CONFIDENCE - Section 91(7) Order

8. That having considered Agenda Item 8.1 General Managers Report – Confidential (Report No: 22/25) in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Alwyndor Management Committee, pursuant to section 91(7) of that Act orders that the Attachments and Minutes be retained in confidence for a period of 12 months and that this order be reviewed every 12 months.

Moved by Cr Susan Lonie, Seconded by Ms Joanne Cottle

Carried

9. OTHER BUSINESS – Subject to the leave of the meeting**9.1 – Vehicle incident at the Holdfast Bay Community Centre**

The General Manager provided information regarding the vehicle incident which occurred on Monday 22 September 2025. It was noted that we have provided immediate and ongoing support for impacted employees including the provision of Employee Assistance services. Prompt investigations and planning for repairs as well as the installation of bollards at the Centre have been undertaken.

9.2 Support at Home Care Package (HCP) release

In response to a query from the Chair, the Executive Manager Community Connections clarified that our package client numbers have reduced over the last few months due to the slower than anticipated release of HCPs and that we have capacity to address growth coming from the recently announced release of 20000 packages by the Federal Government. Alwyndor continue to proactively monitor and identify potential HCP clients via the My Aged Care Portal.

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Alwyndor Management Committee will be held on **Thursday 30 October 2025** in the Hub Alwyndor, 52 Dunrobin Road, Hove.

11. CLOSURE

The meeting closed at 9.10pm.

CONFIRMED 30 October 2025

CHAIRPERSON

Item No: 14.2

Subject: MINUTES – JETTY ROAD MAINSTREET COMMITTEE –
2 OCTOBER 2025

Summary

The Minutes of the Jetty Road Mainstreet Committee meeting held on 2 October 2025 are attached and presented for Council's information.

Jetty Road Mainstreet Committee Agenda, Report and Minutes are available on council's website and the meetings are open to the public.

Recommendation

1. That Council notes the minutes of the Jetty Road Mainstreet Committee of 2 October 2025.

RETAIN IN CONFIDENCE - Section 91(7) Order

2. That having considered Agenda Item 14.2 Minutes – Jetty Road Mainstreet Committee – 2 October 2025 in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Council, pursuant to section 91(7) of that Act orders that the Attachment 2 be retained in confidence and authorises the Chief Executive Officer to release the documents when the marketing plan is adopted.
-

Background

The Jetty Road Mainstreet Committee (JRMCC) has been established to undertake work to benefit the traders on Jetty Road Glenelg, using the separate rate raised for this purpose. Council has endorsed the Committee's Terms of Reference.

Jetty Road Mainstreet Committee Agendas, Reports, and Minutes are available on council's website and the meetings are open to the public.

Report

The public and confidential minutes of the meetings of the Jetty Road Mainstreet Committee held on 2 October 2025 are attached for member's information.

Refer Attachments 1 and 2

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Building an economy and community that is inclusive, diverse, sustainable and resilient.

Council Policy

Not applicable

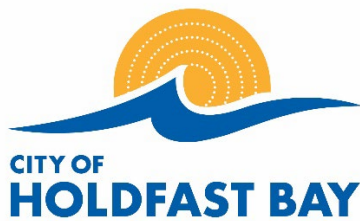
Statutory Provisions

Local Government Act 1999, section 41

Written By: General Manager, Community and Business

General Manager: Community and Business, Ms M Lock

Attachment 1



Minutes of the Jetty Road Mainstreet Committee Held in the Council Chamber, Glenelg Town Hall on Wednesday 1 October 2025 at 6.00pm

ELECTED MEMBERS PRESENT

Mayor A Wilson
Councillor R Abley
Councillor A Kane

COMMITTEE REPRESENTATIVES PRESENT

Attitudes Boutique, G Martin
Beach Burrito, A Warren
The Colley Hotel, K Bailey
Cibo Espresso, T Beatrice
RD Jones Group, R Shipway
Theodorakakos Property Group, J Theodorakakos (via virtual connection)
Peter Shearer Menswear, M Gilligan
Independent Member, S Mills (via virtual connection)

STAFF IN ATTENDANCE

General Manager, Community and Business, M Lock
Manager, City Activation, N Reynolds
Manager Communications and Engagement, M Logie
Executive Officer, R Steventon (Minutes)

GUESTS

CEO, Society Marketing, D Vassallo
Senior Manager, Society Marketing, M Killeen

1. OPENING

The Chair, G Martin declared the meeting open at 6.05pm.

2. KAURNA ACKNOWLEDGEMENT

With the opening of the meeting the Chair, G Martin stated:

We acknowledge Kaurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kaurna People today.

3. APOLOGIES

3.1 Apologies Received: A Fotopoulos, S Smith, B Millard

3.2 Absent: Nil

4. DECLARATION OF INTEREST

Members were reminded to declare their interest before each item.

5. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 3 September 2025 be taken as read and confirmed.

Moved A Warren, Seconded T Beatrice

Carried

6. PRESENTATIONS

6.1 Society Marketing Update

Ms D Vassallo and Ms M Killeen of Society Marketing presented an update on the Jetty Road Mainstreet Committee's marketing plan.

Motion – Exclusion of the Public – Section 90(3)(d) Order

- 1. That pursuant to Section 90(2) of the *Local Government Act 1999* Jetty Road Mainstreet Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Agenda item 6.1 Society Marketing Update in confidence.**

2. That in accordance with Section 90(3) of the *Local Government Act 1999* Jetty Road Mainstreet Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Agenda item 6.1 Society Marketing Update on the following grounds:
 - d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.
3. The Jetty Road Mainstreet Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved A Warren, Seconded T Beatrice

Carried

7. QUESTIONS BY MEMBERS

7.1 Without Notice - Nil

8. REPORTS BY OFFICERS

8.1 **Action List Update** (Report No: 329/25)

This report documents questions and actions raised in previous meetings and advise the Jetty Road Mainstreet Committee (JRMC) Administration's progress updates and outcomes.

Motion

That the Jetty Road Mainstreet Committee receives this report and items of interest discussed.

Moved A Warren, Seconded T Beatrice

Carried

8.2 **Jetty Road Events Update** (Report No: 331/25)

The Jetty Road Mainstreet Committee (JRMCC), in partnership with the City of Holdfast Bay, is responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

This report provided an overview of Council's endorsed events program and budget, along with information about upcoming events.

Motion

1. **That the Jetty Road Mainstreet Committee notes this report; and**
2. **That the Glenelg Good Times session scheduled for Sunday 5 October 2025 in Rose Street be cancelled.**

Moved A Warren, Seconded Councillor Abley

Carried

8.3 **Monthly Finance Update** (Report No: 332/25)

This report provided an update on the Jetty Road Mainstreet income and expenditure as of 31 August 2025.

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved T Beatrice, Seconded K Bailey

Carried

8.4 **Marketing Report** (Report No: 333/25)

This report provided an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee (JRMCC) aligned with the interim marketing projects implemented prior to the adoption of a marketing strategy and calendar or initiatives to be presented to the JRMCC by the marketing consultancy in October 2025.

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved M Gilligan, Seconded T Beatrice

Carried

8.5 **Request for Sponsorship** (Report No: 334/25)

A request for sponsorship has been received for an event to be held in November 2025.

In previous years the Jetty Road Mainstreet Committee has approved Volleyball SA sponsorship, as part of its broader strategy to drive summer visitation into the precinct.

Motion

That the Jetty Road Mainstreet Committee approves the proposal and the allocation of \$7,500 in sponsorship funding to Volleyball SA, subject to final approval.

Moved T Beatrice, Seconded R Shipway

Carried

8.6 **Marketing and Communications Service Agreement** (Report No: 330/25)

This report highlighted the necessity of establishing a service agreement between the Jetty Road Mainstreet Committee (JRMCC) and Council to support the delivery of marketing and communications services. The proposed agreement will enable council to provide critical services that fall outside the scope of the marketing consultancy contract, to be finalised following council endorsement.

Mayor Wilson left the meeting at 7.49pm.

T Beatrice left the meeting at 7.57pm.

Motion

That the Jetty Road Mainstreet Committee:

1. **endorses the service agreement between the Committee and Council for the provision of marketing and communications services; and**
2. **recommends that Ms M Lock, General Manager, Community and Business sign the agreement as delegated under section 36 of the *Local Government Act 1999*.**

Moved A Warren, Seconded R Shipway

Carried

8.7 **Adoption of Jetty Road Mainstreet Committee Terms of Reference** (Report No: 336/25)

Following the report tabled at the 12 February 2025 meeting, title Jetty Road Mainstreet Committee Terms of Reference (Report. 29/25), the revised Terms of Reference (ToR) for the Jetty Road Mainstreet Committee (JRMC) are presented to the Committee.

This report sought the Committee's endorsement and recommendation of the ToR to Council for adoption.

T Beatrice re-joined the meeting at 8.06pm.

T Beatrice left the meeting at 8.07pm.

Motion

That the report be deferred until the December 2025 Committee meeting on the basis that Administration will plan the implementation of the membership transition under the proposed Terms of Reference.

Moved Councillor Kane, Seconded Councillor Abley

Carried

T Beatrice re-joined the meeting at 8.10pm

9. URGENT BUSINESS – SUBJECT TO THE LEAVE OF THE MEETING

9.1 **Correspondence to Minister for Transport**

Motion

That the Committee writes to the new Minister for Transport to follow up previous correspondence to the former Minister for Transport on the matter of support for businesses during the Tram Grade Separation Project.

Moved A Warren, Seconded T Beatrice

Carried

9.2 **Correspondence to Telstra**

Motion

That the Committee writes to Telstra to request beautification of the roof of the Telstra Exchange building on the corner of Jetty Road.

Moved M Gilligan, Seconded T Beatrice

Carried

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 5 November 2025 to commence at 6.00pm in the Mayor's Parlour Glenelg Town Hall.

11. CONFIDENTIAL ITEMS

11.1 Society Marketing Communications – Marketing Plan 2025-26 (Report No: 337)

Motion – Exclusion of the Public – Section 90(3)(d) Order

- 1. That pursuant to Section 90(2) of the *Local Government Act 1999* Jetty Road Mainstreet Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 337/25 Society Marketing Communications – Marketing Plan 2025-26 in confidence.**
- 2. That in accordance with Section 90(3) of the *Local Government Act 1999* Jetty Road Mainstreet Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 337/25 Society Marketing Communications – Marketing Plan 2025-26 on the following grounds:**
 - d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information**

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.
- 3. The Jetty Road Mainstreet Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.**

Moved Councillor Kane, Seconded Councillor Abley

Carried

Motion - RETAIN IN CONFIDENCE - Section 91(7) Order

That having considered Agenda Item 11.1 Society Marketing Communications – Marketing Plan 2025-26 in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Jetty Road Mainstreet Committee, pursuant to section 91(7) of that Act orders that the report, attachment and minutes be retained in confidence and authorises the Chief Executive Officer to release the documents when the marketing plan is adopted.

Moved R Shipway, Seconded Councillor Kane

Carried

12. CLOSURE

The Meeting closed at 8.39pm.

CONFIRMED Wednesday 5 November 2025

PRESIDING MEMBER

Item No: 14.3

Subject: MINUTES – EXECUTIVE COMMITTEE – 8 OCTOBER 2025

Summary

The minutes of the meeting of the Executive Committee held on 8 October 2025 are presented to Council for information.

Recommendation

That Council notes the minutes of the meeting of the Executive Committee of 8 October 2025.

Background

Council established an Executive Committee pursuant to section 41 of the *Local Government Act 1999* with responsibility for undertaking the annual performance appraisal of the Chief Executive Officer to:

- recommend to Council the form and process of the Chief Executive Officer's annual performance appraisal;
- undertake the annual performance appraisal; and
- provide a report and to make recommendations to Council on any matters arising from the annual performance appraisal.

The Executive Committee's authority extends to making recommendations to Council and does not have any authority to make decisions in relation to the Chief Executive Officer's employment arrangements.

Report

The minutes of the meeting of the Executive Committee held on 8 October 2025 are attached for Members' information.

Refer Attachment 1

The Committee received the initial results from the Chief Executive Officer's 2024-25 performance review and also received a presentation by the CEO on their performance.

At its next meeting, the Committee will receive a report from the Independent Advisor.

Budget

There are no budget implications associated with this report.

Life Cycle Costs

Not applicable

Strategic Plan

Statutory compliance

Council Policy

Executive Committee Terms of Reference

Statutory Provisions

Local Government Act 1999, sections 41 and 102A

Written By: Executive Officer

General Manager: Strategy and Corporate, Mr A Filipi

Attachment 1



**Minutes of the Executive Committee
Held in the Kingston Room, Brighton Civic Centre, 24 Jetty Road,
Brighton
Wednesday 8 October 2025 at 6.00pm**

MEMBERS PRESENT

Mayor A Wilson
Deputy Mayor J Fleming
Councillor S Lonie
Councillor R Patton
Councillor J Smedley
Councillor R Snewin

INDEPENDENT ADVISOR

Ms C Molitor

STAFF IN ATTENDANCE

Chief Executive Officer – P Jackson
General Manager, Strategy and Corporate – A Filipi
Executive Officer – R Steventon (Minute taker)

1. OPENING

The Mayor declared the meeting open at 6.02pm.

2. KAURNA ACKNOWLEDGEMENT

With the opening of the meeting Her Worship the Mayor stated:

We acknowledge Kaurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kaurna People today.

3. APOLOGIES

- 3.1 Apologies Received - Nil
- 3.2 Absent - Nil

4. DECLARATION OF INTEREST

Members were reminded to declare their interest before each item.

5. CONFIRMATION OF MINUTES

Motion

That the minutes of the Executive Committee meeting held on 20 May 2025 be taken as read and confirmed.

Moved by Councillor Lonie, Seconded by Councillor Snewin

Carried

6. REPORTS BY OFFICERS - Nil

7. URGENT BUSINESS – SUBJECT TO LEAVE OF THE MEETING - Nil

8. CONFIDENTIAL ITEMS

- 8.1 **2024-25 Performance Review – Chief Executive Officer (Report No: 338/25)**

Motion – Exclusion of the Public Section 90(3)(a)

- 1. **That pursuant to Section 90(2) of the *Local Government Act 1999*, the Executive Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the Independent Advisor, Chief Executive Officer, General Manager Strategy and Corporate, and the Executive Officer in order to consider Report No:**

338/25 2024-25 Performance Review – Chief Executive Officer in confidence.

2. That in accordance with Section 90(3) of the *Local Government Act 1999*, the Executive Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 338/25 2024-25 Performance Review – Chief Executive Officer on the following grounds:
 - a. pursuant to section 90(3)(a) of the Act, the information to be received, discussed or considered in relation to Report No: 338/25 2024-25 Performance Review – Chief Executive Officer is information the disclosure of which would involve the unreasonable disclosure of information concerning the personal affairs of any person (living or dead), being information relating to the performance of the Chief Executive Officer, which is sensitive and are details only known to those who have participated in the discussion.
3. The Executive Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved Councillor Lonie, Seconded Councillor Patton

Carried

The Executive Committee is established to undertake the annual performance appraisal of the Chief Executive Officer (CEO).

This report outlines the results of the CEO's 2024-25 performance review for consideration by the Executive Committee.

Ms Christine Molitor, Independent Advisor to the Executive Committee, will provide a written report for consideration of the Committee at its meeting on Tuesday 4 November 2025.

P Jackson left the meeting at 7.05pm.

Motion

1. The Executive Committee notes the results of the Chief Executive Officer's Performance Review for 2024-25.
2. The Executive Committee accepts the presentation provided by the Chief Executive Officer on the achievements against the agreed objectives (Key Performance Indicators) for 2024-25.

3. A further report be presented to the Executive Committee on 4 November 2025, to enable recommendations to Council for finalising the Chief Executive Officer's Performance Review and any associated changes to their remuneration package and/or contract.

RETAIN IN CONFIDENCE - Section 91(7) Order

4. That having considered Agenda Item 8.1 2024-25 Performance Review – Chief Executive Officer in confidence under section 90(2) and (3)(a) of the *Local Government Act 1999*, the Executive Committee, pursuant to section 91(7) of that Act orders that the Attachment 2 be retained in confidence for the duration of employment of the current Chief Executive Officer, and that this order be reviewed every 12 months.

Moved Councillor Lonie, Seconded Councillor Smedley

Carried

9. CLOSURE

The Meeting closed at 7.16pm.

CONFIRMED 4 November 2025

MAYOR

Item No: 15.1

Subject: ITEMS IN BRIEF

Summary

These items are presented for the information of Members.

After noting the report any items of interest can be discussed and, if required, further motions proposed.

Recommendation

That the following items be noted and items of interest discussed:

1. **Junior Tradies School Holiday Program**
 2. **Glenelg Good Times Sessions**
 3. **Council Assessment Panel – Induction training Sessions**
 4. **COP31 Workshop**
 5. **Commitment to Staff Wellbeing and Safety**
 6. **2025 South Australian Tourism Awards Finalist**
-

Report

1. **Junior Tradies School Holiday Program**

The Junior Tradies program (27 September to 12 October) offers a construction-themed experience, aligned with the Transforming Jetty Road project, for children aged 1–6 years. The sold-out program (1,900 bookings) features imaginative and sensory play activities, including mini diggers, foam bricks, sandpit zones, and dress-up gear.

Each child participant receives a complimentary hard hat and hi-vis vest sponsored by the project's contractors Outdoor Ideas and Tonkins. The program has been delivered as an economic stimulus driver, with an estimated 6,000 visitors anticipated to attend providing increased foot traffic and activity to Jetty Road, Glenelg. Meal deals, distributed daily to attendees, have been offered by 11 local businesses.

2. **Glenelg Good Times Sessions**

Three of the five planned micro laneway activations, funded by the Jetty Road Mainstreet Committee, have successfully taken place in the precinct, delivering vibrancy and supporting economic activity in the area.

The series, held from noon till 4pm on select Sundays, engages with existing traders to activate small areas with music, food, and beverages, providing visitors with another reason to linger in the street. To date each activation to date has attracted over 500 attendees.

The fourth activation, originally scheduled for 5 October in Rose Street, was intended to engage businesses in the City zone. However, due to a lack of trader interest, the committee decided to cancel this event. Encouragingly, the fifth and sixth activations are proceeding as planned, with strong trader participation.

Overall businesses in the precinct have provided positive feedback regarding the series despite many choosing to not be actively involved in the activations.

3. Council Assessment Panel – Induction Training Sessions

Ahead of its 17 September 2025 meeting, members of the Council Assessment Panel (CAP) participated in a one-hour training session facilitated by Kellidy Jones Solicitors, focused on good governance and legislative compliance. The session explored key governance topics, including the discharge of powers and the application of CAP Operating Procedures.

This was the second session in the new CAP induction series. The first, held on 25 June 2025, addressed local character and built heritage, and was led by renowned Adelaide Conservation Architect Alexander Wilkinson. Together, these sessions ensure CAP members are aligned in their understanding of sound decision-making practices and the suburban character considerations that matter to the Holdfast Bay community.

4. COP31 Workshop

Adelaide is actively bidding to host COP31, the United Nations' premier climate summit scheduled for November 2026. If successful, it would be Australia's largest international event since the Sydney Olympics, attracting tens of thousands of delegates, including heads of state, to negotiate global climate action. South Australia's leadership in renewable energy and hydrogen innovation positions Adelaide as a compelling host city. Despite ongoing diplomatic negotiations with Türkiye, Adelaide remains the frontrunner, backed by strong support from its UN regional group and more than \$8 million in preparatory funding committed by the State Government.

On 1 October 2025, the Adelaide City Council convened a Town Hall workshop attended by local government mayors and senior executives from across South Australia, including representatives from the City of Holdfast Bay. The session marked the beginning of a coordinated conversation around advocacy, activations, and collaborative actions at both local, state and federal levels before, during, and after COP31, should Adelaide secure the event.

5. Commitment to Staff Wellbeing and Safety

Over the past month, we've placed strategic emphasis on supporting the health and wellbeing of our staff. In recognition of RU OK? Day, Tamsin Simounds, an advocate

for mental wellbeing and meaningful conversations, delivered presentations at the Depot, Glenelg Town Hall, and Civic Centre. Her sessions introduced a practical “three levers” model (Environment, Psychology, and Physiology) to help staff prioritise and enhance their mental wellbeing.

We are also establishing a new internal Health and Wellbeing Committee, following a strong response to a recent expression of interest across Council. A member of the Senior Leadership Team will act as Executive Sponsor, and the committee will explore initiatives aimed at fostering positive health outcomes for staff.

As part of Safe Work Month in October, the Field Services Team will participate in a group stretching session aligned with the Ageing and Work Health program. This will be followed by a guest speaker and the relaunch of the Anytime Mate program.

Finally, the Work Health and Safety Action Plan for 2024-25 has been finalised, with all actions completed. This achievement supports our eligibility for the Local Government Association Workers Compensation Scheme rebate.

6. 2025 South Australian Tourism Awards Finalist

The 2024 Glenelg Ice Cream Festival has been announced as a finalist in the 2025 South Australian Tourism Awards in the Festivals and Events category. After winning silver in last year’s awards the Festival is a strong contender for gold in 2025. Other finalists in the category include the South Australian Wooden Boat Festival, Fleurieu Food and Wine, Streaky Sounds Music Festival, and Willunga Farmers Market.

The Festival has also been entered into the People’s Choice Award, with public voting open until 5pm, Monday 13 October. Social media promotion is currently in market to encourage community participation. Winners will be announced at the South Australian Tourism Awards Gala Dinner on Friday, 7 November.

Written By: Executive Officer

Chief Executive Officer: Ms P Jackson

Item No: 15.2

Subject: **ACTING ARRANGEMENTS IN THE ABSENCE OF THE CHIEF EXECUTIVE OFFICER**

Summary

Pursuant to Section 102(b) of the *Local Government Act 1999* and following consultation with Council, the Chief Executive Officer can appoint a suitable person to act in the position of Chief Executive Officer in their absence.

Various General Managers have acted as the Chief Executive Officer and this arrangement has proven to be practical and effective. With the recent appointment of two General Managers, it is timely for this arrangement to be reviewed.

It is proposed that Charmaine Hughes and Adam Filipi in their capacities as a General Manager, are endorsed by Council to act in the absence of the Chief Executive Officer at any time.

Recommendation

That Council:

- 1. endorses Charmaine Hughes to act in the position of Chief Executive Officer; and**
 - 2. endorses Adam Filipi to act in the position of Chief Executive Officer.**
-

Background

Pursuant to Section 102(b) of the *Local Government Act 1999* and following consultation with Council, the Chief Executive Officer can appoint a suitable person to act in the position of Chief Executive Officer in their absence.

Marnie Lock (General Manager, Community and Business) and Beth Davidson-Park (General Manager, Alwyndor) have previously been endorsed by Council to act in the position of Chief Executive Officer.

Report

On a number of occasions, various General Managers have acted as the Chief Executive Officer and this arrangement has proven to be practical and effective. The arrangement allows for a 'business as usual' approach, enables further development of skills and interactions with new stakeholders. All General Managers are members of the Senior Leadership Team and have excellent understanding of Council's business, legislative controls and staffing requirements.

The appointment of a General Manager as Acting Chief Executive Officer takes into consideration the General Manager's availability and workload at the time.

It is proposed that Charmaine Hughes and Adam Filipi in their capacities as a General Manager, are endorsed by Council to act in the absence of the Chief Executive Officer at any time.

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Statutory compliance

Council Policy

Not applicable

Statutory Provisions

Local Government Act 1999, section 102(b)

Written By: Executive Officer

Chief Executive Officer: Ms P Jackson

Item No: 15.3

Subject: **ADVOCACY FOR THE HIGH PRODUCTIVITY VEHICLE NETWORK AND
GREATER ADELAIDE FREIGHT BYPASS**

Summary

Adelaide is the only Australian capacity city that sees the National Heavy Vehicle Regulator's network run directly through residential suburbs.

The City of Burnside recently wrote to 17 metropolitan and 12 regional councils inviting participation in advocacy efforts to urge Federal and State Government commitment to the delivery of the High Productivity Vehicle Network and Greater Adelaide Freight Bypass.

This report seeks Council's support for the City of Burnside's advocacy and authorisation to co-sign a letter to Federal and State Members of Parliament and Department Heads.

Recommendation

That Council:

1. notes this report.

OR

2. supports the City of Burnside's advocacy for the High Productivity Vehicle Network and Greater Adelaide Freight Bypass and authorises the Mayor and Chief Executive Officer to co-sign the letter presented in Attachment 2.

Background

Adelaide is the only Australian capacity city that sees the National Heavy Vehicle Regulator's network run directly through residential suburbs.

The High Productivity Vehicle Network program is focused on improving freight productivity on existing corridors by moving more freight with less vehicles, enhancing safety for all road users. The Greater Adelaide Freight Bypass is Stage 1 of the HPVN program.

Report

On Friday 12 September, Mayor Wilson and the Chief Executive Officer received correspondence from Mayor Monceaux and Julia Grant, Chief Executive Officer inviting the City of Holdfast Bay to join advocacy efforts by the City of Burnside for Federal and State Government commitment to the High Productivity Vehicle Network (HPVN) and Greater Adelaide Freight Bypass (GAFB).

Refer Attachment 1

The correspondence includes a draft advocacy letter to nominated Federal and State Members of Parliament and Department Heads, calling on both levels of government to commit to full and coordinated funding to ensure the complete delivery of this infrastructure initiative, and

- proceed with the HPVN and GAFB project as a priority;
- fully fund the initiative through matched State and Federal contributions; and
- engage with local governments and communities through the planning and implementation phases.

Refer Attachment 2

The City of Burnside is seeking support from the City of Holdfast by agreeing to co-sign the joint letter.

Budget

There are no budget implications associated with this report.

Life Cycle Costs

Not applicable

Strategic Plan

Not applicable

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Executive Officer

Chief Executive Officer: Ms P Jackson

Attachment 1

12 September 2025

Mayor and Chief Executive Officer
City of Holdfast Bay
24 Jetty Road
BRIGHTON SA 5048
Email: mail@holdfast.sa.gov.au

Dear Mayor Wilson and Ms Pamela Jackson,

**SUBJECT: Invitation to Join Advocacy for the High Productivity Vehicle Network /
Greater Adelaide Freight Bypass**

Your Council's commitment to advocating for the High Productivity Vehicle Network (HPVN), including the Greater Adelaide Freight Bypass (GAFB), is commendable. While individual councils have consistently demonstrated leadership on this issue, we believe our collective voice, representing thirty (30) councils across South Australia, will carry greater influence with both State and Federal Governments.

This strategic infrastructure project, developed by the Department for Infrastructure and Transport (DIT), proposes a corridor stretching from the South Australia-Victoria border to the South Australia-Western Australia border. Of particular significance is the GAFB, which would divert heavy vehicles away from residential suburbs in Adelaide, including Portrush, Cross and Glen Osmond Roads, and route them via Murray Bridge and Sedan.

Adelaide remains the only capital city in Australia where the National Heavy Vehicle Regulator's network runs directly through residential suburbs. This results in over 1,390,800 heavy vehicle movements annually through the City of Burnside alone - past schools, aged care homes, and community spaces.

The benefits of this project is substantial:

- Improved freight productivity through smarter logistics design.
- Enhanced safety for vulnerable road users.
- Reduced emissions and improved health outcomes for residents.
- Support for active transport through reduced congestion.

Post PO Box 9, Glenside SA 5065 **Civic Centre** 401 Greenhill Road, Tusmore SA 5065
Phone (08) 8366 4200 **Email** burnside@burnside.sa.gov.au **Web** www.burnside.sa.gov.au **ABN** 66 452 640 504

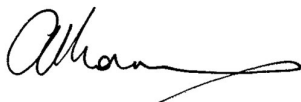
We are encouraged by recent developments, including:

- Inclusion of the HPVN/GAFB in the Greater Adelaide Regional Plan.
- A Federal Government commitment of \$525 million over 10 years in the 2025/26 Budget.

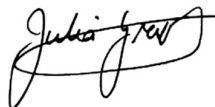
We now seek a matching \$525 million commitment from the State Government, or an additional commitment from the Federal Government, and believe a united voice across local government will strengthen this advocacy. We invite your Council to co-sign a joint letter to all relevant State and Federal Ministers and Department Heads (list attached). A draft of this shared correspondence is attached for your consideration.

Please let us know by Wednesday, 29 October 2025 if your Council is willing to join this important initiative.

Yours sincerely,



Anne Monceaux
Mayor



Julia Grant
Chief Executive Officer

- Enc. 1. Proposed Joint Letter - Local Government Authorities Supporting HPVN / GAFB Project
2. List of Ministers and Departmental Heads

Attachment 2

OFFICIAL

[DD Month] 2025

[Minister Name / Department Head]
[Role/Position]
[Street address]
[SUBURB SA Postcode]
[Email: email address]

Dear [Minister Name / Department Head],

SUBJECT: Joint Advocacy for the High Productivity Vehicle Network / Greater Adelaide Freight Bypass

We, the undersigned Mayors and Chief Executive Officers of thirty (30) South Australia Local Government Authorities, write to express our strong support for the High Productivity Vehicle Network (HPVN) and the Greater Adelaide Freight Bypass (GAFB) projects.

The GAFB is a critical component of the HPVN, designed to divert heavy freight vehicles away from residential suburbs in Adelaide to a purpose-built corridor via Murray Bridge and Sedan. This initiative will:

- Enhance national freight productivity.
- Improve safety for vulnerable road users.
- Reduce emissions and improve public health.
- Support active transport and community wellbeing.

Adelaide is currently the only capital city where the National Heavy Vehicle Regulator's network runs through densely populated residential areas. Recent estimates suggest that the Greater Adelaide Freight Bypass (GAFB) will divert around 420,000 trucks per year from metropolitan Adelaide roads. This equates to approximately one truck per minute, a significant pressure on key corridors such as Portrush Road, Glen Osmond Road, Cross Road, and the South Eastern Freeway, impacting schools, aged care homes, and community spaces.

OFFICIAL

We commend the Federal Government's commitment of \$525 million over ten (10) years in the 2025/26 Budget and acknowledge the State Government's recognition of the project as a priority. We now call on both levels of government to commit to full and coordinated funding to ensure the complete delivery of this transformative infrastructure initiative, and:

1. Proceed with the HPVN and GAFB project as a priority;
2. Fully fund the initiative through matched State and Federal contributions; and
3. Engage with local governments and communities throughout the planning and implementation phases.

This is a transformative opportunity to enhance freight logistics, improve community safety, and deliver better environmental outcomes across South Australia.

Yours faithfully,

Acting Mayor Nathan Daniell
Adelaide Hills Council

Mr Greg Georgopoulos
Adelaide Hills Council

Mayor Jillian Whittaker
Campbelltown City Council

Mr Paul Di Iulio
Campbelltown City Council

Lord Mayor Jane Lomax-Smith
City of Adelaide

Mr Michael Sedgman
City of Adelaide

Mayor Anne Monceaux
City of Burnside

Ms Julia Grant
City of Burnside

Mayor Angela Evans
City of Charles Sturt

Mr Paul Sutton
City of Charles Sturt

OFFICIAL

Mayor Amanda Wilson

City of Holdfast Bay

Ms Pamela Jackson

City of Holdfast Bay

Mayor Kris Hanna

City of Marion

Mr Tony Harrison

City of Marion

Mayor Heather Holmes-Ross

City of Mitcham

Mr Matthew Pears

City of Mitcham

Mayor Robert Bria

City of Norwood Payneham & St Peters

Mr Mario Barone

City of Norwood Payneham & St Peters

Mayor Moira Were

City of Onkaparinga

Mr Phu Nguyen

City of Onkaparinga

Mayor Glenn Docherty

City of Playford

Mr Sam Green

City of Playford

Mayor Claire Boan

City of Port Adelaide Enfield

Mr Mark Withers

City of Port Adelaide Enfield

OFFICIAL

Mayor Matt Larwood

City of Prospect

Mr Chris White

City of Prospect

Mayor Gillian Aldridge

City of Salisbury

Mr John Harry

City of Salisbury

Mayor Marijka Ryan

City of Tea Tree Gully

Mr Ryan McMahon

City of Tea Tree Gully

Mayor Michael Hewitson

City of Unley

Mr Peter Tsokas

City of Unley

Mayor Michael Coxon

City of West Torrens

Mr Angelo Catinari

City of West Torrens

Mayor Melissa Jones

Corporation of the Town of Walkerville

Dr Andrew Johnson

Corporation of the Town of Walkerville

Mayor Keith Parkes

Alexandrina Council

Mr Nigel Morris

Alexandrina Council

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Mayor Ella Winnall
Berri Barmera Council

Mr Tim Pfeiffer
Berri Barmera Council

Mayor Dr Moira Jenkins
City of Victor Harbor

Ms Victoria MacKirdy
City of Victor Harbor

Mayor Trevor (Nobby) Norton
District Council of Loxton Waikerie

Mr David Beaton
District Council of Loxton Waikerie

Mayor Darryl Houston
District Council of Yankalilla

Mr Nathan Cunningham
District Council of Yankalilla

Acting Mayor Bill O'Brien
Light Regional Council

Mr Richard Dodson
Light Regional Council

Mayor Simone Bailey
Mid Murray Council

Mr Ben Scales
Mid Murray Council

Mayor Lynette Martin
Mount Barker District Council

Ms Sarah Philpott
Mount Barker District Council

OFFICIAL

Mayor Peter Hunter
Renmark Paringa Council

Mr Tony Siviour
Renmark Paringa Council

Mayor Michael (Bim) Lange
The Barossa Council

Mr Martin McCarthy
The Barossa Council

Mayor Wayne Thorley
The Rural City of Murray Bridge

Ms Heather Barclay
The Rural City of Murray Bridge

Acting Mayor Nathan Shanks
Town of Gawler

Mr Chris Cowley
Town of Gawler

OFFICIAL

High Productivity Vehicle Network (HPVN) / Greater Adelaide Freight Bypass (GAFB)

Councils Joint Advocacy Letter

List of Ministers and Departmental Heads

Hon. Tom Koutsantonis MP
Minister for Infrastructure and Transport

Hon. Stephen Mullighan MP
Minister for Police (with responsibility for road safety)

Hon. Clare Scriven MLC
Minister for Primary Industries and Regional Development

Hon. Nick Champion MP
Minister for Planning

Hon. Catherine King MP
Minister for Infrastructure, Transport, Regional Development and Local Government

Hon. Kristy McBain MP
Minister for Regional Development, Local Government and Territories

Senator the Hon. Anthony Chisholm MP
Assistant Minister for Regional Development

Mr. Jon Whelan
Chief Executive Department of Infrastructure and Transport

Mr. Craig Holden
Chairperson State Planning Commission

Item No: 15.4

Subject: 2024-25 WELLBEING HUB ANNUAL REPORT

Summary

The City of Holdfast Bay, in partnership with Preventive Health SA, has completed the first year of implementation of the Wellbeing Hub model. The attached 2024-25 Wellbeing Hub Annual Report and One-Page Summary provide an overview of outcomes delivered between November 2024 and July 2025.

The Hub engaged more than 3,700 people through 16 initiatives focused on mental health, physical activity, healthy eating, and social connection, with strong evaluation results and clear opportunities for growth in 2025-26.

Recommendation

That Council receives the 2024-25 Wellbeing Hub Annual Report (Attachment 1) and accompanying One-Page Summary (Attachment 2).

Background

In September 2023, Preventive Health SA and the City of Holdfast Bay established a partnership to develop and implement a Wellbeing Hub model. Following an extensive consultation process involving more than 800 participants, the Wellbeing Hub commenced delivery in November 2024.

The Hub is designed as a city-wide model, activated across Council's community centres, libraries, and partner spaces. It aligns with Council's Regional Public Health Plan 2021–26, Our Holdfast 2050+ Strategic Plan, the SA State Public Health Plan 2019–2024, and the National Preventive Health Strategy 2021–2030.

Report

Achievements

- Delivered 16 unique initiatives across focus areas of social connection, mental health, physical activity, and healthy eating.
- Recorded an estimated 583 attendances, with many initiatives becoming ongoing and peer supported.
- Involved 29 delivery partners, including Carers SA, Cancer Council SA, Meals on Wheels SA, Grow SA, and local community groups.
- Achieved an average 4.5 out of 5 rating for immediate wellbeing impact from participants.
- 81% of initiatives were delivered at low cost (<\$500) and high impact, most requiring less than 10 hours to set up.

- Initiatives positively impacted an estimated 3,700 people, including community members, volunteers, and staff.

Challenges & Learnings

- Some initiatives (e.g. Chatty Café) relied heavily on single staff members, highlighting sustainability risks.
- Attendance varied, with some programs (e.g. Sporting Memories) attracting low numbers.
- Opportunities exist to strengthen council visibility in partner-led initiatives and to align food provision more closely with health promotion messages.

Future Focus

- Expanding place-based delivery across community centres, libraries, and other social infrastructure including parks, reserves, and coastal spaces.
- Strengthening collaboration with partner organisations to deliver wellbeing initiatives in their venues, ensuring reach across diverse community settings.
- Increasing youth participation and co-leadership in wellbeing initiatives.
- Strengthening council's role as a connector and trusted source of wellbeing information.
- Leveraging community partnerships to embed prevention into everyday services.

Budget

The program has been funded through a combination of Preventive Health SA partnership funding, external grants, and Council's operational budgets.

This year, \$21,000 in external grant funding was secured to deliver specific projects, and existing internal operational budget lines have also been utilised to support initiatives.

We are now in the final year of Preventive Health SA support, with \$90,000 allocated in 2025–26 to fund the Wellbeing Project Officer role. This is the last year of implementation funding, with the formal partnership concluding in September 2026. While the focus in 2025–26 is on council embedding sustainable preventive health actions, the conclusion of the partnership may create a resourcing gap without continued investment in dedicated staff capacity.

Life Cycle Costs

Not applicable

Strategic Plan

This initiative supports Our Holdfast 2050+ aspiration of a thriving, connected community. In particular, the Wellbeing Hub contributes to objectives that prioritise:

- promoting health, social inclusion, and access to services,
- improving walkability and active transport to support healthy ageing, and
- enhancing community use of green and blue spaces, including parks, reserves, and coastal areas, as vital social infrastructure for wellbeing.

The Wellbeing Hub model is designed to be scalable and adaptable — embedded not only in built facilities such as community centres and libraries, but also in outdoor and natural environments where people gather and connect.

It also contributes to Council's Regional Public Health Plan 2021–26, which focuses on creating healthy environments and enabling inclusive, accessible community life.

Council Policy

Community Centres Policy – supporting the role of centres as inclusive, multi-use community spaces.

Volunteer Policy – recognising and enabling the contribution of volunteers in delivering wellbeing initiatives.

Inclusion Policy – ensuring equitable access and participation for people of all backgrounds and abilities.

Community Consultation and Engagement Policy – reflecting the co-design and participatory approach used to shape the Wellbeing Hub model.

It also complements council's Open Space and Public Realm Strategy, which prioritises inclusive and accessible use of parks, reserves, and coastal areas as vital social infrastructure.

Statutory Provisions

This initiative aligns with the following legislation:

Local Government Act 1999 – general function to provide for the wellbeing of the community.

South Australian Public Health Act 2011 – requirement for councils to maintain a Regional Public Health Plan, with the Wellbeing Hub providing a key mechanism for preventative health and community wellbeing actions.

Disability Inclusion Act 2018 – requirement for councils to maintain a Disability Access and Inclusion Plan, supported through the Hub's focus on equity and inclusive participation.

Written By: Manager Community Wellbeing

General Manager: Community and Business, Ms M Lock

Attachment 1



Government of South Australia
Preventive Health SA



Wellbeing Hub - City of Holdfast Bay

Our Participatory Planning Report

November 2024 - July 2025



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Executive Summary

The Holdfast Bay Wellbeing Hub, supported by Preventive Health SA gives The City of Holdfast Bay a valuable opportunity to be a proactive and influential leader in supporting community wellbeing.

In September 2023, Preventive Health SA and The City of Holdfast Bay established a new partnership to identify the need and potential focus of a Wellbeing Hub in the Holdfast Bay region.

Between June and November of 2024, a comprehensive community engagement process was undertaken to inform the Wellbeing Hub's vision, primary audience, themes and principles.

It is estimated that 815 people participated in the community consultation and engagement process. From this process, a concept plan was developed, identifying the Wellbeing Hub's purpose as to improve community wellbeing through opportunities that enhance happiness, health and connection. The Hub's focus areas are mental health, healthy eating, physical activity, and social connection. The primary audiences for the Wellbeing Hub are young people, people from culturally and linguistically diverse backgrounds, and socially isolated individuals.

Implementation of the Wellbeing Hub commenced in November 2024. From November 2024 to June 2025, the Wellbeing Hub delivered 16 unique initiatives, and based on available data, it's estimated these initiatives have positively impacted over 3,700 people, including community members, volunteers, and staff.

Key achievements in the past 12 months include:

- An average score of 4.5 out of 5 for the immediate impact initiatives had on participant wellbeing.
- 81% of initiatives were delivered at low cost and had high impact
- Strong engagement with socially isolated individuals, with direct feedback such as, "...it helps us anchor the start of the week without feeling so isolated".

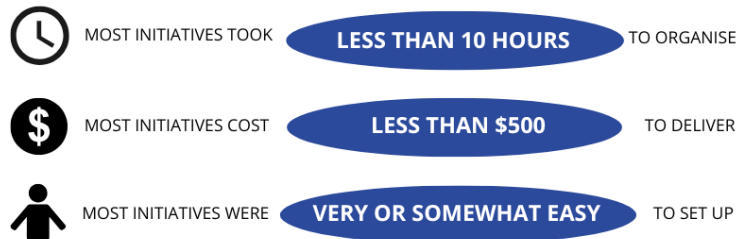
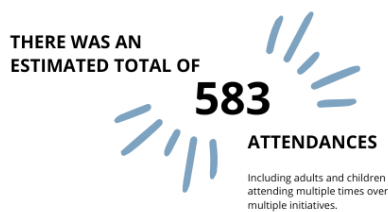
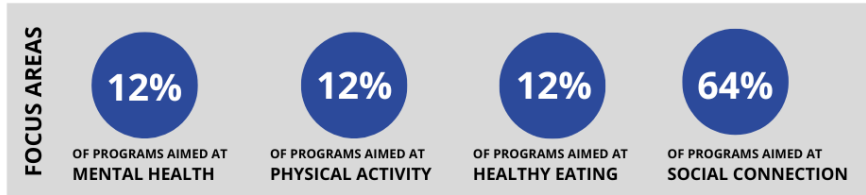
Over the next 12 months, the Wellbeing Hub will focus on expanding place-based delivery across more locations, embedding prevention in everyday services, and strengthening community partnerships to ensure ongoing sustainability.

The Wellbeing Hub team at the City of Holdfast Bay thank the community and partners for their continued support.

CITY OF HOLDFAST BAY WELLBEING HUB PROCESS & IMPACT EVALUATION

ONE-PAGE SUMMARY

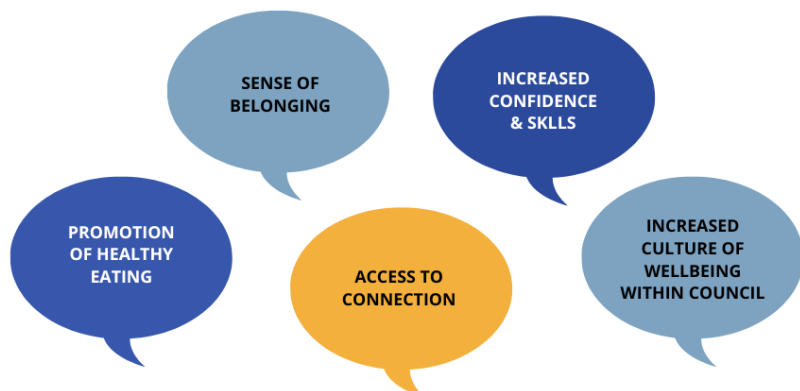
November 2024 - July 2025



ON AVERAGE, PARTICIPANTS RANKED THEMSELVES WITH A SCORE OF



FOR THE IMPACT ON THEIR WELLBEING IMMEDIATELY AFTER ATTENDING AN INITIATIVE



"Coming here is the highlight of my week"

-Chatty Cafe program participant

Community Consultation

In September 2023, Preventive Health SA established a new partnership with the City of Holdfast Bay to identify the need and potential focus of a Wellbeing Hub across the Holdfast Bay region.

Between June and November 2024, a comprehensive community engagement process was undertaken, consisting of:

- Pop-up sessions at community events and libraries
- Co-design workshops with community members and stakeholders
- Online surveys, including a youth-specific version
- Targeted outreach to people living with disability and people from culturally diverse backgrounds.

It is estimated that 815 people participated in the community consultation and engagement process which identified a clear need and strong community support for the establishment of a Wellbeing Hub model delivered across the district. The Holdfast Bay Wellbeing Hub Concept Plan was developed to outline the purpose of establishing the Wellbeing Hub, the primary audience that it was needing to reach, and the themes, principles, and role of council in the delivery. Refer to Appendix 1 for our Concept Plan. It was established that:

The Holdfast Bay Wellbeing Hub will improve community wellbeing through opportunities that enhance happiness, health and connection. It will do this by focusing on four key areas, across three target audiences. They are:

Focus Areas

- Mental Health
- Healthy Eating
- Physical Activity
- Social Connection

Target audiences

- Young people
- People from culturally and linguistically diverse backgrounds
- Social isolated people

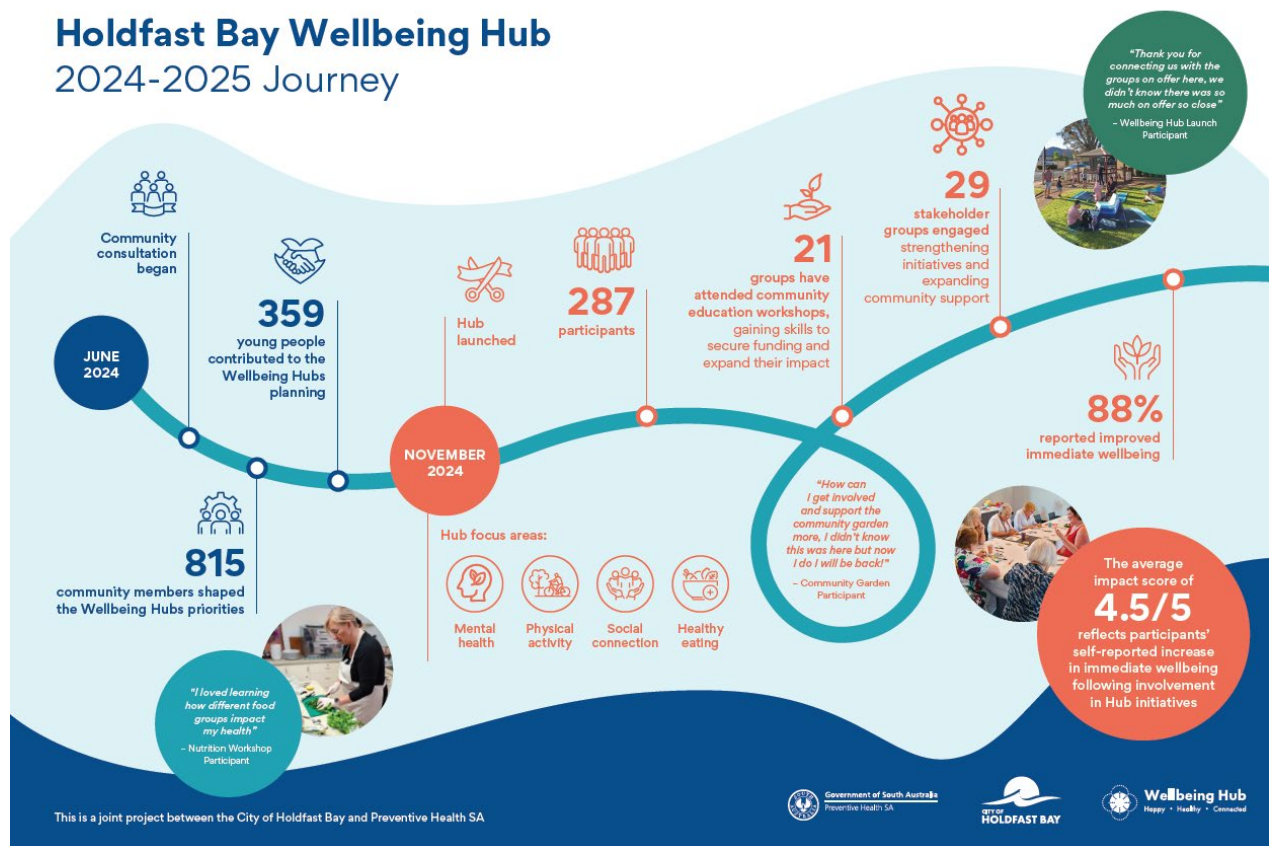
Strategic alignment

The Holdfast Bay Wellbeing Hub is strategically aligned with key local, state, and national health and wellbeing priorities. Delivered through a district-wide model across multiple community locations, the Hub enhances access to preventative health initiatives, social connection, and inclusive programs that promote wellbeing at all life stages.

Locally, the Hub supports the City of Holdfast Bay's Regional Public Health Plan 2021–2026, with a focus on healthy environments, social inclusion, and improved access to community-based services. It also advances priorities within the Our Holdfast 2050+ Strategic Plan, contributing to the vision of a "thriving, connected community where people of all ages and backgrounds are supported to be active and well."

At the state and national levels, the Hub reflects the principles of the SA State Public Health Plan 2019–2024 and the National Preventive Health Strategy 2021–2030, which prioritise equity, resilience, and community-led prevention. It also supports both the South Australian and National Suicide Prevention strategies by fostering protective factors such as social connection, inclusion, and access to safe, supportive environments. By embedding these frameworks into its structure and delivery, the Wellbeing Hub provides a scalable, place-based model that builds local capacity, supports community resilience, and contributes to measurable improvements in health and wellbeing outcomes.

Visual timeline



Evaluation approach

Participatory evaluation approach

The Holdfast Bay Wellbeing Hub adopts a participatory evaluation approach which involves all stakeholders in the evaluation process.

Three components make up our evaluation approach. These are:

- Stats and Stories (Appendix 2): A summary of each initiative or program of activities covering process and short-term impact evaluation.
- Chats about Change (Appendix 3): Evaluation summary of initiatives focused on policy changes, creating supportive environments and/or capacity building.
- The Annual Report: Summary and analysis of the annual portfolio of Stats and Stories and Chats about Change.

The following evaluation criteria has been used to undertake the participatory evaluation. The criteria are explored throughout this report to provide a summary of the overall impact of initiatives.

Evaluation Criteria	Description
Effectiveness	The extent to which aims are met.
Appropriateness	The relevance of the intervention to needs.
Acceptability	Whether initiatives are carried out in a sensitive way.
Efficiency	Whether the outputs (time, money and resources) are well spent, given the benefits.
Equity	Equal provision for equal need – targeting key populations with greatest need.

Throughout the Annual Report 2024-25, unless otherwise stated, the indicators presented alongside the evaluation criteria are from the Stats and Stories reports.

The analysis of Chats about Change has a dedicated section within the Annual Report.

***“I was scared to come in but the people
at the tables made me feel very
welcome”***

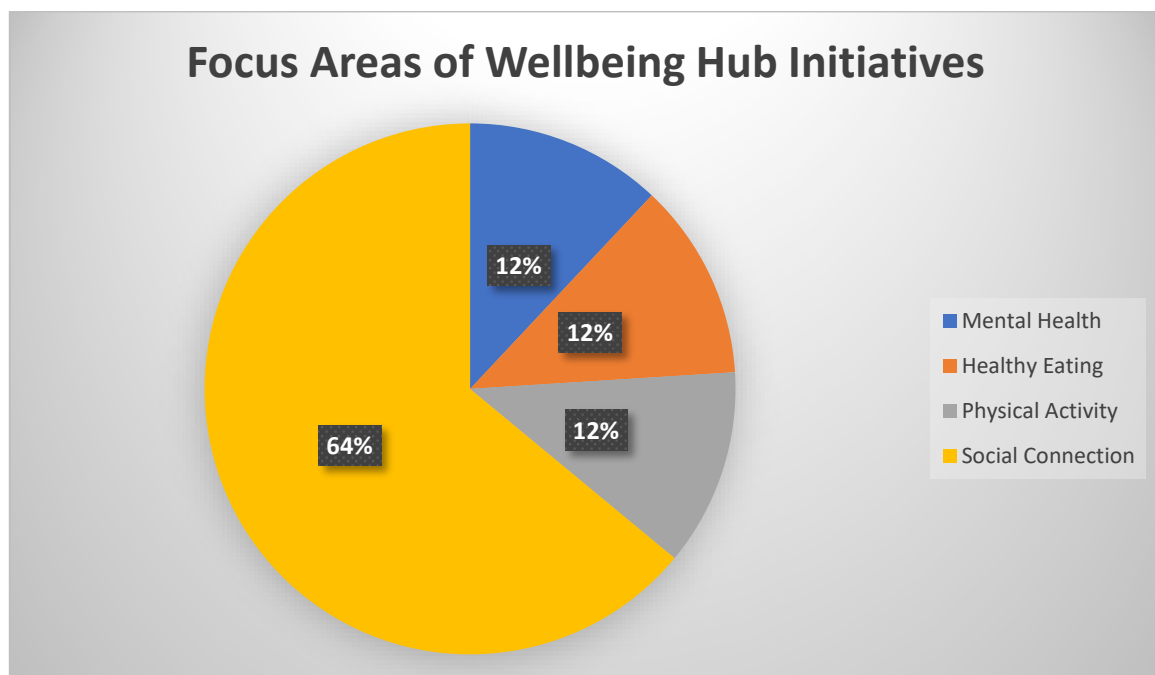
- Participant, GameSpace

Effectiveness

Focus areas

A total of 16 unique initiatives were delivered by the Wellbeing Hub, across 19 reports that included both Stats & Stories and Chats About Change. Several initiatives were featured more than once in these reports, reflecting ongoing or evolving engagement across different reporting cycles.

These initiatives spanned across the target focus areas including social connection, mental health, physical activity and healthy eating. As shown in Graph 1, the initiatives have been categorised by their primary focus area to illustrate the breadth and strategic alignment of Wellbeing Hub programming.



Graph 1: Primary focus area addressed by initiatives by percentage.

While social connection emerged as the most common primary focus area, many initiatives addressed multiple aspects of wellbeing. This graph reflects only the primary or most prevalent focus for each initiative and does not capture the crossover between areas such as mental health, physical activity, and healthy eating, which were often integrated within the same programs.

Delivery partners

Over 29 local people, businesses and partner organisations were involved in delivering initiatives in the 2024-25 reporting period. Delivery partners included Grow SA, Meals on Wheels SA, University of South Australia, Carers SA, Red Cross, Cancer Council, Brighton Art Group, Hold Up Youth, Holdfast for Life, St Andrews by the Sea, and many others.

Effectiveness score

On average, the Wellbeing Hub team scored 3.5 out of 5 for how effectively the aim and objectives of Wellbeing Hub initiatives were met, based on the Stats & Stories reports for:

- Collaborative community transport events (Sharing Festive Traditions, Library Lovers and Harmony Day)
- Wellbeing Hub Launch
- Chatty Café / Chatty Café & Play
- Sporting Memories
- GameSpace
- Grant Writing Workshops
- Heart Through Art
- Circle of Security
- Nutrition Workshop
- Beginners Yoga
- Grow Free Trolley

These initiatives reached participants who were socially isolated, culturally and linguistically diverse, or young adults, many of whom indicated they had not previously engaged with any Wellbeing Hub activity. The sessions were most effective in addressing social connection, with participants showing the most interest in activities that offered a relaxed, inclusive environment where they could connect with others. This welcoming atmosphere meant that attendees felt safe to participate fully, and several initiatives have since developed into ongoing groups with regular participants who continue to foster new relationships. These outcomes are reflected in the average effectiveness score of 3.5 out of 5, indicating that most initiatives successfully delivered their objectives.

“Wow, this is new here – I will make sure I bring in fruit and veg to share.”

— Participant, Grow Free Trolley

Equity

Total number of participants

The Holdfast Bay Wellbeing Hub recorded an estimated 583 attendances. Initially, all participants were new to the Hub, but over time, four initiatives continued beyond a one-off delivery, allowing for a clearer picture of new versus returning participation.

These initiatives attracted a mix of newcomers and returnees. For example, Chatty Café & Play maintained a balance, while GameSpace and Sporting Memories engaged entirely new participants, though Sporting Memories struggled with low attendance, pointing to possible barriers to broader engagement. Grant Writing Workshops had a mostly new audience, with a small portion returning for additional support.

While attendance varied across initiatives, there's room to increase participation and retention by improving outreach and addressing potential access barriers. Strengthening community partnerships and tailoring marketing strategies could help ensure more equitable access and consistent engagement in the future.

Note: Participation in the Grow Free Trolley is informal and unmonitored, so data on participation is unavailable.

Population groups reached

Socially isolated individuals were the primary audience reached by the most initiatives, as shown in the table 1, however many initiatives reached more than one population group.

Population Group	Number and (%) of initiatives	Name of initiative
Socially isolated individuals	6 (50%)	<ul style="list-style-type: none"> • Chatty Café • Chatty Café & Play • Wellbeing Hub Launch • Sporting Memories • Heart Through Art • Nutrition Workshop
People from culturally diverse backgrounds	3 (25%)	<ul style="list-style-type: none"> • Circle of Security • Grant Writing Workshop • Collaborative Community Transport Events
Young people (18–25)	1 (<1%)	<ul style="list-style-type: none"> • GameSpace

Table 1: Number and name of initiatives delivered by primary population group.

Note: Two initiatives, Beginners Yoga & Grow Free Trolley, were identified as reaching the general population, and so have been omitted from the above table.

Initiatives are designed with a focus on ensuring equity for those that are disadvantaged and inclusivity for Aboriginal and Torres Strait Islander people, those from culturally and linguistically diverse backgrounds and all abilities.

Postcode data

Postcode data was not consistently collected, but anecdotal evidence and sign-in sheets suggest that most participants were from Holdfast Bay and surrounding suburbs. Some initiatives, like the Grant Writing Workshop, attracted participants from as far as Ashbourne and Burton.

Equity score

Based on team scoring in the Stats & Stories reports, the average rating for how well initiatives reached their intended population was 3 out of 5.



“Coming to Chatty Café is the highlight of my week.”

— Participant, Chatty Café

Efficiency

Efficiency is assessed by comparing the time, money, and effort invested in each initiative against its outcomes. An input score is plotted against a results score, determined by effectiveness, equity, and appropriateness criteria in the Stats and Stories report. This quantifies whether resources were well spent relative to the benefits achieved. An overview is provided in Image 1.

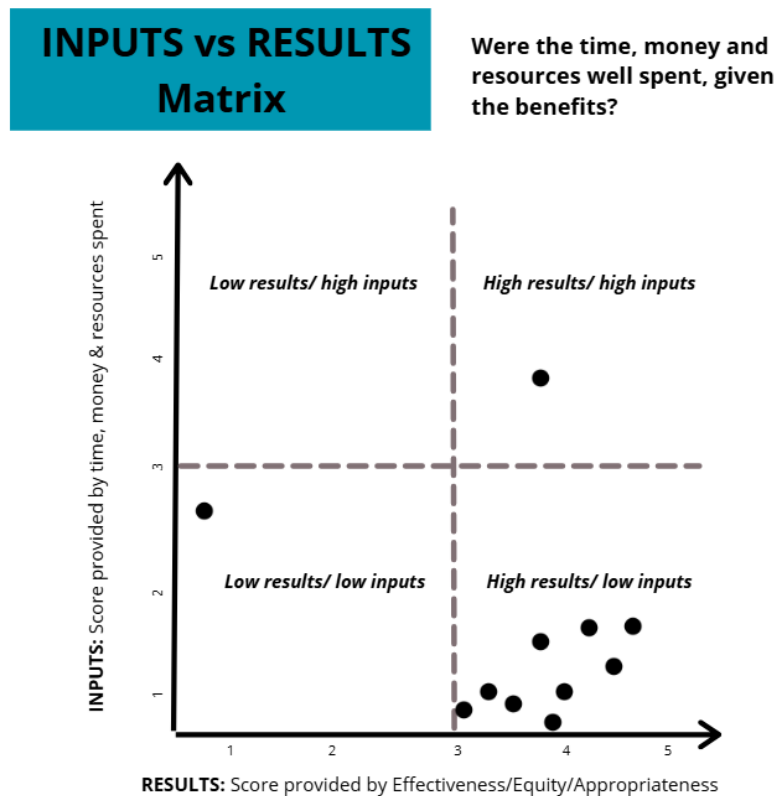


Image 1: Inputs vs Results plot graph overview

Initiatives in the WIN-WIN quadrant (high results, low inputs):

- Collaborative Community Transport Events
- Chatty Café / Chatty Café & Play
- Grant Writing Workshop & 1:1s
- Gamespace
- Heart Through Art
- Circle of Security
- Nutrition Workshop
- Beginners Yoga

These initiatives were low-cost and easy to deliver, with strong community engagement and tangible benefits such as increased access to healthy food and skill-building for community groups.

High results / high inputs quadrant:

- Wellbeing Hub Launch

This indicates the initiative worked well however a review of the time, money and resources spend on them is required to determine the value of the inputs for future, similar events (though unlikely, given the nature of the launch).

Low results / high inputs quadrant:

- None identified from the current evaluation set.

Low results / low inputs quadrant:

- Sporting Memories

This result alerts the team to apply caution in continuing this initiative, and further evaluation is required to assess if there is a need for more community engagement.

These insights are already informing practice, such as:

- Introducing student social work placements and volunteers to reduce staff load at Chatty Café
- Adjusting the structure of community education sessions based on participant feedback
- Ongoing discussion with partners to assess where shared delivery can reduce pressure on internal teams.

Acceptability

Success factors

The following factors led to successful implementation of initiatives:

- **Trusted facilitators and familiar faces**
Participants responded positively to the presence of consistent staff and volunteers, particularly at Chatty Café, where relationships are central to engagement.
- **Inclusive, low-barrier settings**
Initiatives like Chatty Café & Play and Grow Free encouraged spontaneous participation and drop-in engagement, creating an inviting environment for people with varying levels of confidence or capacity.
- **Peer-to-peer connection**
Both the Grant Writing Workshop and GameSpace fostered learning and support among participants, reducing isolation and reinforcing shared purpose.

Opportunities for improvement

The following factors are opportunities for improvement in the implementation of initiatives:

- **Staff and volunteer capacity**
Several programs (e.g. Chatty Café) rely heavily on one staff member, creating sustainability challenges. Volunteer support and student placements are being introduced to share the load.
- **Council presence in off-site or partner-led programs**
For initiatives like GameSpace, limited on-site presence by Council staff was noted. A follow-up engagement plan is being considered to maintain alignment with goals.
- **Food provision and healthy options**
Feedback suggested revisiting what refreshments are offered, especially in programs involving young people, to better align with healthy eating messages without compromising engagement.

“Thank you for connecting us with the groups on offer here, we didn’t know there was so much on offer so close.”

— Participant, Wellbeing Hub Launch Event

Appropriateness

Immediate impact on wellbeing

Initiatives delivered by the Wellbeing Hub were broadly considered to be highly relevant to the needs of the community, as indicated by both qualitative feedback and wellbeing self-assessments.

On average, participants gave a score of 4.5 out of 5 for the immediate impact initiatives had on their wellbeing. This suggests that participants experienced a strong and immediate positive effect from attending Hub activities.

Common themes in participant feedback:

- **Feeling seen and supported**
Participants valued the presence of trusted staff and the social atmosphere of programs like Chatty Café, which offered routine, companionship, and access to other supports. A GameSpace participant said, "I loved playing all the new games and the people were really helpful if I didn't know what to do".
- **Practical and purposeful activities**
Initiatives like Grant Writing and Grow Free were seen as not only helpful but empowering, helping participants feel more connected and able to contribute.
- **Space to be curious and engage at your own pace**
Activities allowed for flexible participation. People could drop in, observe, or gradually become more involved. This was especially evident in the Chatty Café & Play and GameSpace initiatives. One participant of GameSpace said "I was scared to come in but the people at the tables made me feel very welcome".
- **Real-world application and follow-up**
The inclusion of take-home resources, future sessions, or referrals reinforced the sense that the Hub was helping people continue their wellbeing journey beyond the event. The grant-writing workshops in particular gained feedback such as "I would love a one-on-one session with Sue in the future when I am clearer on the specifics of my project" and "This has really helped me consider how we can expand our work".

"...kids are safe, and parents get a chance to socialise – and have a free coffee!"

— Participant, Chatty Café & Play

Chats about Change

Chats about Change reports support the sustainability of prevention-focused Wellbeing Hub initiatives by capturing the impact of policy change, supportive environments, and capacity-building efforts. Presented in an accessible format, these reports help drive continued action, inform strategic decisions, strengthen partnerships, and celebrate progress.

By including diverse perspectives from staff, partners, and community, they ensure changes are relevant, valued, and aligned with long-term health promotion goals within broader council strategies.

From November 2024 to June 2025, 5 reports were prepared, focused on the following four initiatives:

- Grow Free Trolley
- Addressing Homelessness
- Step Up Holdfast
- Wellbeing Hub Webpage

While each had a different overall focus, most shared a strong emphasis on building social connection. Additional outcomes of these particular initiatives included:

- Encouraging healthy eating and a central location for community to meet
- Multi-disciplinary collaboration to understand broader work and guide appropriate interventions
- Connection with existing community groups to increase reach and ensure sustainability
- Improving community access to reliable, centralised information

Estimated Reach and Impact

- Over 1,600 monthly visits to the Community Centre
- Grow Free Trolley: While usage is untracked, its high visibility promotes broad engagement
- 1,500+ emergency relief cards printed and distributed, supporting residents facing hardship
- 617 active users visited the Wellbeing Hub webpage between January–March 2025, spending an average of 45 seconds on the page

Based on available data, it's estimated these initiatives have positively impacted over 3,700 people, including community members, volunteers, and staff.

“... groups are able to offer genuine referrals to services they know are active and appropriate.”

— Chats About Change, Addressing Homelessness

Team reflections

Highlights

The success of Chatty Café as a social anchor

This weekly session became a key access point for connection, information, and belonging. The consistent presence of a trusted staff member and the low-barrier model encouraged regular attendance and deepening relationships.

Capacity building through tailored education

The Grant Writing Workshop and follow-up 1:1 support equipped participants with practical skills and increased their confidence to seek funding for initiatives that support community wellbeing. In doing so, it created opportunities for local groups to take action on what matters most to them, whether that be social connection, mental health, physical activity, or access to healthy food.

The session also fostered peer support and networking among local changemakers, helping to strengthen community leadership and build the conditions for ongoing participation, learning and connection.

Inclusive initiatives that sparked curiosity and reciprocity

The Grow Free Trolley, though modest in resource use, sparked meaningful engagement, promoted healthy eating, and invited people to contribute to their community in small but significant ways.

Mobilising the broader community and workforce

In addition to centre-based initiatives, the Hub supported city-wide and internal activation through programs like the Billion Steps Challenge (Step Up Holdfast) and staff and volunteer Mental Health First Aid training. These helped model a culture of wellbeing within Council, while also encouraging physical activity, mental health literacy, and visible leadership in prevention.

Learnings

Staff capacity and sustainability

Some initiatives, particularly Chatty Café, have relied heavily on one team member. Strategies to scale volunteer support, student placements, and peer facilitation are now in progress.

Need for greater visibility of Council supports in offsite programs

GameSpace, while effective and valued by youth, lacked strong Council presence during delivery. Future efforts will focus on strengthening links between partner-led programs and the broader Hub network.

Balancing nourishment and wellbeing messages

Healthy food offerings are appreciated, but some initiatives raised questions about how to align health promotion (e.g. offering fruit or smoothies) with what draws people in (e.g. snacks, shared food).

Seeing what's already working and supporting it better

A major learning has been the realisation that so much preventive health action is already happening in the community, often organically, and sometimes without formal recognition. The Wellbeing Hub has helped uncover and connect these efforts and is increasingly understood as a multi-site initiative embedded across Holdfast Bay's social infrastructure.

Opportunities

Using tools from our partnership with Preventive Health SA, we've been able to capture impact, spark new collaborations, and create the conditions for greater community participation. This has set the foundation for sustainable, locally driven health and wellbeing action that can endure well beyond the formal funding period.

Place-based activation across community centres, libraries, and other local spaces

Building on the success of programs based at Holdfast Bay Community Centre, there is strong potential to expand the Hub's reach across all four community centres, both libraries, and other gathering places. Each location offers unique opportunities to host initiatives that are locally relevant and co-designed with the communities that use them. This place-based approach supports the Hub's goal of making wellbeing part of everyday life accessible, visible, and woven into the places people already visit and trust.

Strengthening the focus on young people and youth participation

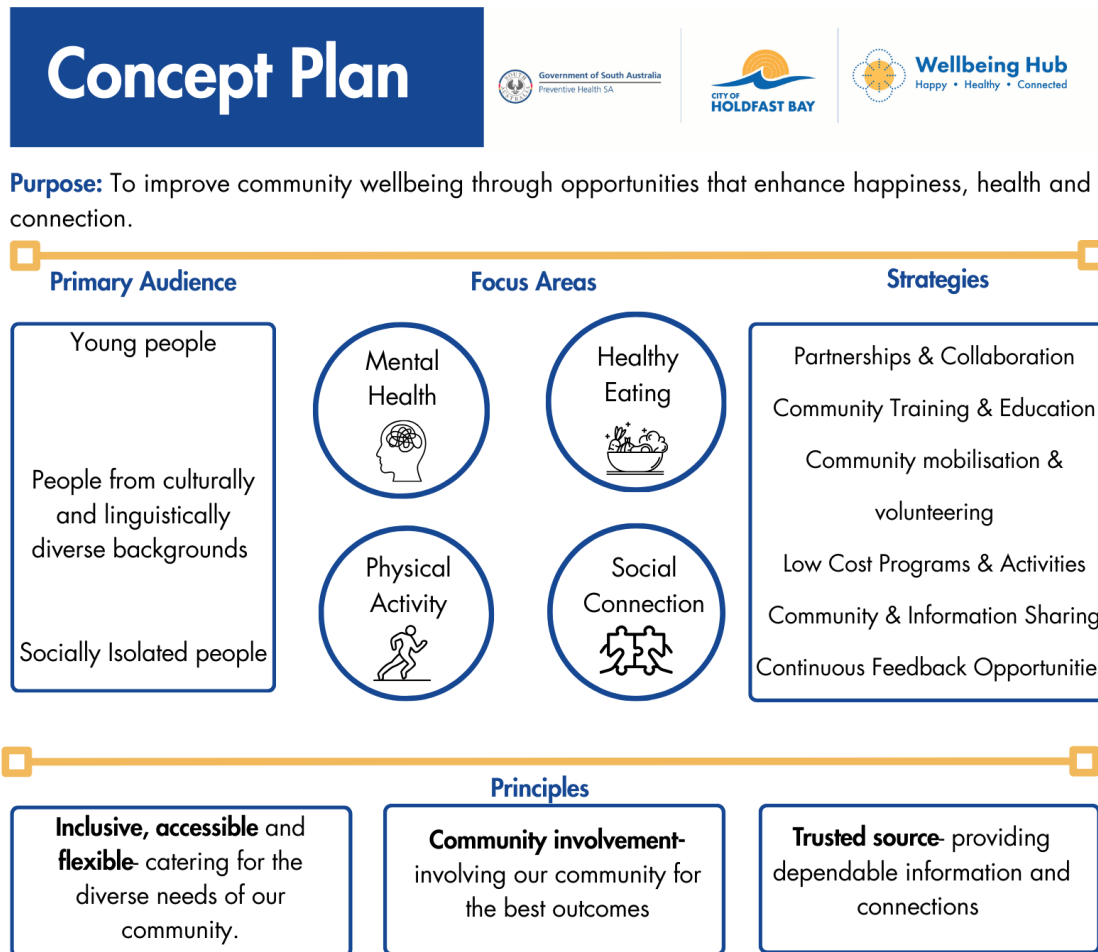
Young people played a meaningful role in shaping the Hub's initial implementation plan through consultation and early engagement. The next phase offers an opportunity to move from input to active participation and co-leadership and increasing the number and variety of initiatives that reflect young people's needs, interests, and aspirations. Deepening partnerships with youth organisations, schools, and youth-led groups will be key to this.

Strengthening Council's role as a connector and trusted source

A growing opportunity lies in refining the way Council helps people find and connect with wellbeing opportunities. This includes improving our information architecture, how activities are promoted, how people navigate what's on offer, and how inclusive and visible those options are across our community spaces.

As the Hub matures, Council has the potential to be a trusted connector, not only delivering programs, but making it easier for people to discover and engage with the full breadth of wellbeing supports available in Holdfast Bay. This supports the Hub's purpose by enhancing happiness, health, and connection through improved access and visibility.

Appendix 1- Holdfast Bay Wellbeing Hub Concept Plan



Appendix 2: Stats and Stories

2025 Holdfast Bay Wellbeing Hub

Stats & Stories

Beginners Yoga with Kersten - 14/02/2025

Free workshop to encourage those who are new to yoga to understand its impact on physical and mental health

EFFECTIVENESS

Which area of wellbeing did this initiative aim to address?

☒ MENTAL HEALTH

☐ HEALTHY EATING

☒ PHYSICAL ACTIVITY

☐ SOCIAL CONNECTION

DELIVERY PARTNERS -

Kersten Stengel

ANY ADDITIONAL AIMS?

Bringing community to the centre to establish it as a place of connection

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET 3

WHY WAS THIS SCORE GIVEN?

The group who attended enjoyed the session and were encouraged by the offering, space and time.

Unfortunately, only a fifth of those who booked in actually attended.

EQUITY

TOTAL NUMBER OF ATTENDANCES

4

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

☐ YOUNG PEOPLE (18-25 YEARS)

☐ CULTURALLY & LINGUISTICALLY DIVERSE PEOPLE

☐ SOCIALLY ISOLATED PEOPLE

☒ GENERAL POPULATION

☐ OTHER (PLEASE NOTE)

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED 2

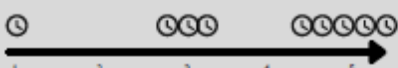
WHY WAS THIS SCORE GIVEN?

Most of the participants had attended yoga before.

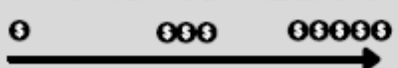
EFFICIENCY

The inputs - time, money and resources spent on initiative

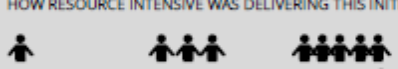
HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?

 1

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?

 1

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?

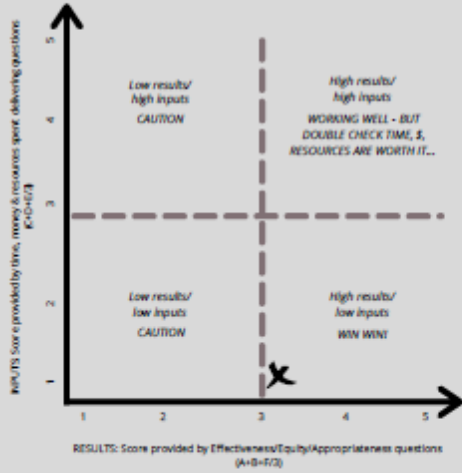
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COMMENTS

An accessible session which was easy to set up.

INPUTS vs RESULTS

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

The Facilitator is well trained to meet the needs of a broad range of needs in the room.

WHAT COULD WE IMPROVE ON NEXT TIME?

Demonstration of where facilities are and emergency procedures prior to session.

APPROPRIATENESS

How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

4 people invited to participate in evaluation

4 people participated in evaluation 100 % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"How motivated are you to continue to be active today?"

AVERAGE SCORE

5

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR **IMMEDIATE** WELLBEING -

"This was a wonderful gentle session"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

This session was offered as a result of community consultation, and communication and marketing went well, so the session booked out quickly.

It was therefore disappointing to only have a fifth of bookings attend on the day. Discussion with experienced project officers and community feedback has given us ideas for ways to improve future attendance and ensure an equitable session for community.



HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025-

Stats & Stories # 2

Sharing Festive Traditions, Library Lovers and Harmony Day - Dec 24, Feb 25, Mar 25

Collaborative intergenerational events with community transport staff, volunteers, partners and community.

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☒ Mental Health

DELIVERY PARTNERS -

Council Volunteers, Library staff, community transport staff, ALIVE Early Learning Centre,

ANY ADDITIONAL AIMS?

Social connection for isolated members of community. Bringing community to the centre to establish it as a place of connection

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

3

WHY WAS THIS SCORE GIVEN?

Despite community mail outs, newsletters, emails and poster displays the events each had low attendance. Those who did attend made connections and shared traditions and culture but were disappointed not to share this with broader community.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

38

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

% OF PARTICIPANTS FROM TARGET POSTCODES

N/A

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☐ Culturally and linguistically diverse (CALD)
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

3

WHY WAS THIS SCORE GIVEN?

Socially isolated members of the community were able to engage with these events due to the collaborations with the community transport team. Connections with existing culturally and linguistically diverse groups may have encouraged attendance from a more diverse community.

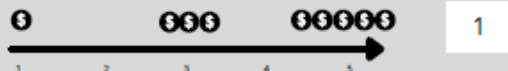
EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?

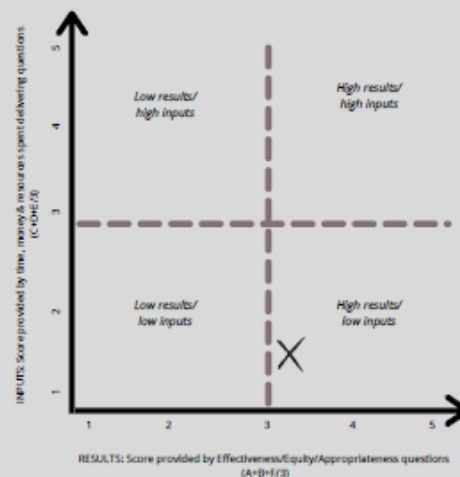


COMMENTS

Collaboration within council teams and with the volunteer network made these events low impact on project staff. The partnership with the neighboring ELC was a wonderful addition boosting community, volunteers and staff. The ELC coordinator reported that the event was also well received by the children and their families and therefore future collaborations are intended.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

Those who attended felt welcomed and were able to connect with one another and learn about ways in which the Community Centre can further support their wellbeing through its offerings. The events were easy to plan, resource and run.

WHAT COULD WE IMPROVE ON NEXT TIME?

Promoting the cross collaborative events with existing groups beyond council facilities. Asking volunteers to call bookings a day prior to the event may encourage more participation. Committing to a regular day and time would make these events perhaps more accessible for community as suggested by existing participants. The regularity of community offerings means that medical appointments can be booked around known event times.

APPROPRIATENESS

How did being involved in this Initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

38 people invited to participate in evaluation

9 people participated in evaluation 24% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"On a scale of 1-5 how connected to your community do you feel after this event?"

AVERAGE SCORE

5

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"Disappointed not more people came as it is such a lovely afternoon"

"Lovely to meet you, thanks for sharing what else is available at the Centre"

"This was a wonderful relaxing activity, I feel connected to the staff!"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

These low barrier events were a great way to showcase the Community Centre, bringing isolated members of the council on buses driven by volunteers to connect with one another. The intergenerational intention of the sessions was appreciated by both young and old and well managed by staff and volunteers. The library staff and volunteers enjoyed the opportunities to share extended offerings with those in attendance and witness connections across community and staff. If made regular and consistent these events have potential to increase attendance and impact.



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2024-

Stats & Stories # 1

Wellbeing Hub Launch Event - 7/11/24

A free community connection event to showcase the potential facilitators and programs of the Holdfast Bay Wellbeing Hub

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ CREATING OPPORTUNITIES TO BE ACTIVE
- ☐ SUPPORTING WELLBEING THROUGH FOOD
- ☐ STRENGTHENING SOCIAL CONNECTEDNESS TO FOSTER WELLBEING
- ☒ ENCOURAGING COMMUNITY CAPACITY BUILDING & CONNECTION TO THE HUB

DELIVERY PARTNERS -

Kersten Stengel Yoga, RHEE TAEKWON-DO, YMCA, Fitness Bugs, Vets Shed, Playgroup, 5049 Community Group, Guitars for Vets, Kombi Coffee crew, Yoga with Marilyn, CoHB Volunteers, Maage for Beginners - Sarah Fox, CoHB Environments Team

ANY ADDITIONAL AIMS?

Social connection for isolated members of community.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

This was a wonderful community connection event, those living alone locally who had never before had the confidence to enter the community centre, came connected and left with knowledge of future events.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

80

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

% OF PARTICIPANTS FROM TARGET POSTCODES

N/A

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☒ Young People (18-25)
- ☒ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

3

WHY WAS THIS SCORE GIVEN?

More features to attract young people and interpreters for the CALD community may have boosted attendance by these priority groups.

EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



3

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



4

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



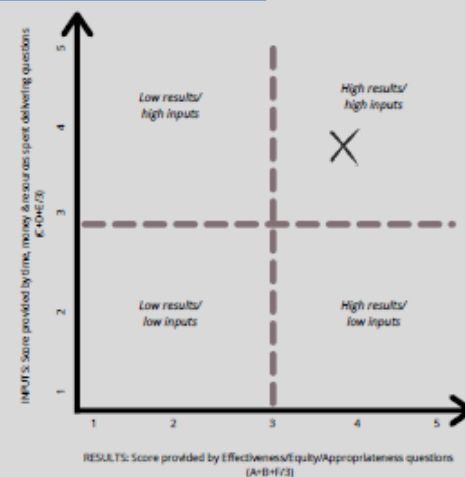
4

COMMENTS

There was long term investment for this event in the purchasing of promotional materials that can be reused. A variety of facilitators meant that there was effective use of the space and provision for the broad demographic of attendees.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

There was lots of positive community engagement and a relaxed welcoming atmosphere for both facilitators and community members.

The letterbox drop of invitations encouraged the locally socially isolated to attend.

A welcoming and inviting atmosphere was achieved through music, cooking smells, play areas and stalls.

WHAT COULD WE IMPROVE ON NEXT TIME?

A broader offering of facilitators targeting all priority population groups. More accessible options for culturally and linguistically diverse communities potentially achieved through partnership with existing groups and offering translation.

APPROPRIATENESS

How did being involved in this Initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

65 people invited to participate in evaluation

46 people participated in evaluation 71% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"On a scale of 1-5 How did this event help you to understand what the Wellbeing Hub can offer you?"

AVERAGE SCORE

5

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"Thank you for connecting us with the groups on offer here, we didn't know there was so much on offer so close"

"I just saw the sign on the Esplanade and thought I would come and check out what's on in the community"

"This is great, there is so much to do!"

"How can I get involved and support the community garden more, I didn't know this was here but now I do I will be back!"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

This was a wonderful connection and initial event for the Holdfast Wellbeing Hub and Holdfast Bay Community Centre. To improve participation in facilitators demonstrations we will promote a timetable of activities on offer and enhance way finding across the site. Participants were particularly engaged when approached by a member of staff or a volunteer and this depended the level of connection. Offering a free BBQ was a great attraction for community however the availability of soft drinks did not align with the Healthy eating focus of the event. Clearer communication with facilitators on the purpose and scope of the event will hopefully avoid future compromises.



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025-

Stats & Stories # 10

-Chatty Cafe - Weekly Monday mornings Term 1 -

Free weekly cafe at Holdfast Bay Community Centre with weekly guest speakers and connection over refreshments

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☒ Supporting Mental Health

DELIVERY PARTNERS -

Holdfast Bay Library staff - Home Libraries, Adult Programing, Digital Literacy

Grow SA

Meals on Wheels

Cancer Council SA

Baby Sensory

ANY ADDITIONAL AIMS?

Bringing community to the Centre to establish it as a place of connection

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

"The welcoming environment has meant that many isolated participants have become regulars and this has enabled many conversations and new connections.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

112

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☐ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

4

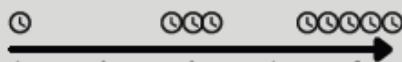
WHY WAS THIS SCORE GIVEN?

The cafe has reached some of the most isolated members of the community and offered a weekly point of social connection. The opportunity for guest speakers to connect with the group exposes people to the variety of local services on offer.

EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



2

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



1

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



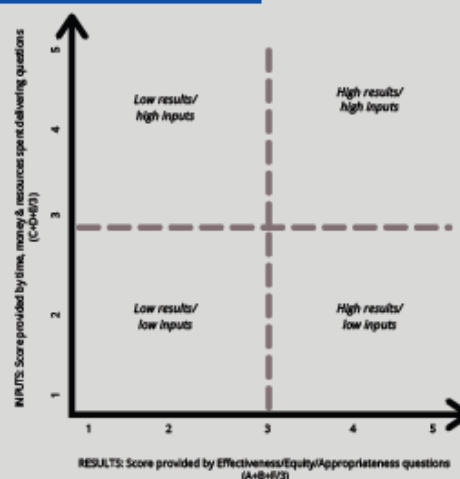
2

COMMENTS

As volunteers have been recruited and the regular group of cafe participants have become more familiar with the routines the cafe has become less demanding on staff. The presentation slot is becoming easy to fill as community request topics they would like to hear more about to support wellbeing and connection.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

The informal and relaxing environment has been welcoming to existing Centre users and attracted new users to the Centre. The recent partnership with Baby Sensory has developed an intergenerational feel to the event each week which has been welcomed by all.

WHAT COULD WE IMPROVE ON NEXT TIME?

As numbers of participants grow the volunteer base will need to grow to ensure new and existing participants are able to make connections and feel supported by the cafe culture.

APPROPRIATENESS

How did being involved in this Initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

10	people invited to participate in evaluation		
10	people participated in evaluation	100%	% response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"On a scale of 1-5 How has being a part of this group made you feel connected to your community?"

AVERAGE SCORE

5

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"This is great, thank you for helping me with my app on my phone, I will tell my friends this is on"

"What a lovely atmosphere, a great way to use the space"

"We have never met before but we came here on the community bus and have had a good natter this morning!"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

Chatty Cafe has lifted the Community Centre as a place for connection every week. The Cafe is at the heart of the work of the Wellbeing Hub which aims to enhance community opportunities to feel happy, healthy and connected. Each week community gather and connect over a cup of tea or coffee before hearing from an 'expert' on a topic that may benefit their wellbeing. Volunteers are becoming more confident in referring community onto appropriate groups across the council that meet the needs of the individual.



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025-

Stats & Stories # 8

- Circle Of Security - Thursday mornings Term 1 -

Free evidence based parenting support program held weekly for eight sessions

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☒ Mental Health

DELIVERY PARTNERS -

Mica Tiscornia - Circle of Security facilitator

ANY ADDITIONAL AIMS?

The workshop was intentionally held at Glenelg North Community Centre to support community connection to the venue and in line with census data suggesting more families are present in the suburb.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

This group despite being small in number were able to connect with one another, the facilitator, staff and other Community Centre offerings to support their growing families.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

29

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

% OF PARTICIPANTS FROM TARGET POSTCODES

N/A

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☒ Culturally and linguistically diverse
- ☐ Socially Isolated
- ☐ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

3

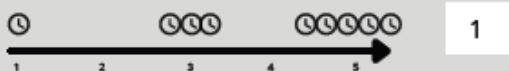
WHY WAS THIS SCORE GIVEN?

The program attracted a diverse group of attendees from different cultural backgrounds.

EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



1

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



2

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



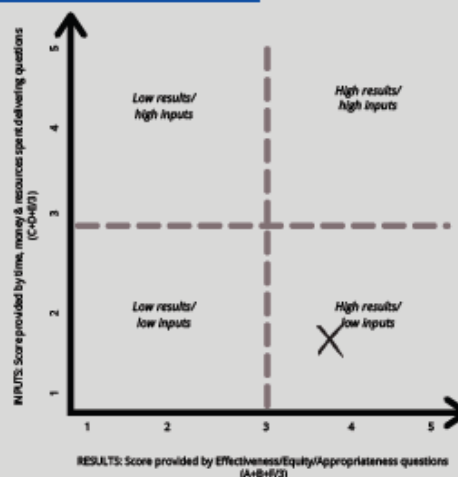
1

COMMENTS

This was a great opportunity to partner with an experience Circle of Security Facilitator bringing a popular parenting program to the council area.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

The quiet nature of the facility in which this program was held supported the participants to feel comfortable sharing their stories. The size of the group promoted a sense of security allowing deeper sharing and meaningful connections.

WHAT COULD WE IMPROVE ON NEXT TIME?

Many who would have liked to attend the group were unable to participate due to a lack of childcare facilities. Perhaps partnering with a childcare centre or offering evening or weekend classes in the future may overcome this barrier to participation.

APPROPRIATENESS

How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

4 people invited to participate in evaluation

? people participated in evaluation ?% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

""On a scale of 1-5, how has taking part in this course supported your mental wellbeing? "

AVERAGE SCORE

?

F

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"?????"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

It has been wonderful to hear from the facilitator each week how the group have become more confident in sharing stories with one another and connecting with all that is on offer to support family wellbeing.



HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025-

Stats & Stories # 9

-Game Space - Bi-Weekly Friday Evenings Term 1 -

Free boardgames facilitated by experienced game experts.

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☐ Mental Health

DELIVERY PARTNERS -

Tim Everton - GameSpace

Geoff Hurst - St Andrew, Glenelg

ANY ADDITIONAL AIMS?

To facilitate social connections for young people in an environment free from alcohol and without cost.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

This group has become a friendly inclusive activity on a Friday evening in Glenelg.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

36

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

% OF PARTICIPANTS FROM TARGET POSTCODES

N/A

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☒ Young People (18-25)
- ☐ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

4

WHY WAS THIS SCORE GIVEN?

Although slow to grow a regular group of participants have been attending with newcomers welcomed each session. This increase has been attributed to participant sharing and broader communication of the activity.

EFFICIENCY

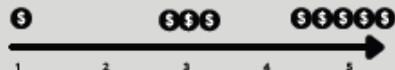
The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



1

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



1

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



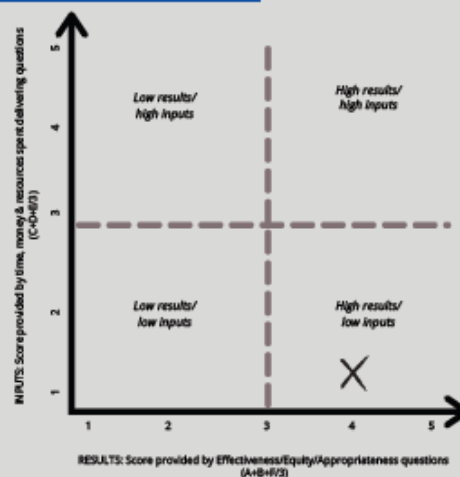
2

COMMENTS

Collaboration and partnership with GameSpace and St. Andrew's made this an easy program to run.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

Personal invitations to the program supported an initial group of participants who then shared the group amongst the broader community.

WHAT COULD WE IMPROVE ON NEXT TIME?

Online bookings were very limited for this group, this is not the kind of event people like to pre plan but feedback from the group suggests attendance is decided on the day. The group will continue without the need to book however regular evaluations will be conducted to ensure the needs participants are being met and the intentions of the group are consistent. Promotion to partner organisations including Headspace, existing youth groups and NDIS providers will continue.

APPROPRIATENESS

How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

10 people invited to participate in evaluation

10 people participated in evaluation 100% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"On a scale of 1-5 How has being a part of this group made you feel connected to your community?"

AVERAGE SCORE

4

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"This was fun and the food was great!"

"I loved playing all the new games and the people were really helpful if I didn't know what to do"

"I was scared to come in but the people at the tables made me feel very welcome"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

GameSpace is a simple concept and easy to run with facilitators who are encouraging and welcoming to all. Participant feedback has been positive after initial anxious arrivals all ages have become involved in various games and shared food and fun. The free food offering has been a particularly attractive offering to the younger participants who have begun bringing along their own food offerings to share with the group.



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025-

Stats & Stories # 4

Grant Writing Workshops February and March 2025

Free grant writing workshops offered to community groups to enhance their activities.

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☐ Mental Health

DELIVERY PARTNERS -

Sue Gaze - Grants Assist

ANY ADDITIONAL AIMS?

Opportunity to network existing community groups to support one another and extend their work. Bringing stakeholders to the Community Centre to establish it as a place of connection and activity.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

A variety of community groups attended the four sessions, groups listened to one another and in discussion were able to support each other with the common purpose of connecting community.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

31

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

% OF PARTICIPANTS FROM TARGET POSTCODES

N/A

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☒ Culturally and linguistically diverse
- ☐ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

4

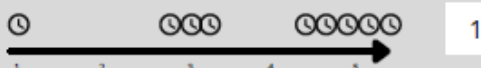
WHY WAS THIS SCORE GIVEN?

Representatives from multicultural agencies were present and keen to apply for grants to further their work in Holdfast Bay.

EFFICIENCY

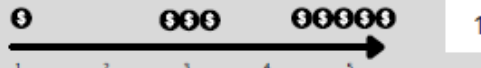
The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



1

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



1

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



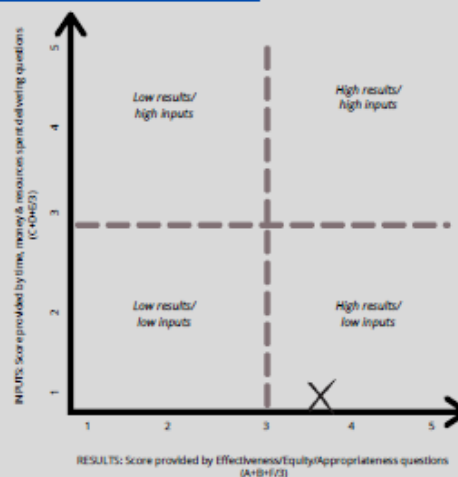
1

COMMENTS

This was easy for staff to set up thanks to the connection with our grants volunteer directed through our relationship with volunteering services.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

Two grant applications have been submitted as direct result of these workshops. This Community Training and Education initiative builds the capacity of existing, local community groups to sustain or build their programs-

WHAT COULD WE IMPROVE ON NEXT TIME?

After the initial feedback from session one the team considered how a reduction in session time and more specific grant direction would further enhance this free offering. Continuous feedback and open dialogue between volunteers, staff and participants will enable these sessions to best meet the needs of the groups seeking funding for projects supporting wellbeing in Holdfast Bay.

APPROPRIATENESS

How did being involved in this Initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

14 people invited to participate in evaluation

14 people participated in evaluation 100% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"On a scale of 1-5 how confident do you feel in completing a grant application in the future?"

AVERAGE SCORE

4

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"I would love a one-on-one session with Sue in the future when I am clearer on the specifics of my project."

"This has really helped me consider how we can expand our work."

"It has been great to learn about all the great and varied work being conducted by community groups".

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

We are so grateful to the connection our volunteer coordinator made when meeting this wonderful member of our community. Through this connection we have been able to offer a unique opportunity to enhance the work of existing groups in Holdfast Bay through training and education. This further enhances the partnership approach of the Wellbeing Hub and encourages networking and collaboration amongst groups with a common purpose. The one-on-one session follow ups offered by our fabulous volunteer further supported the connections between the Wellbeing Hub work and community groups.



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2024-

Stats & Stories # 3

Heart Through Art Term 1 2025

Weekly expressive art session facilitated by Jane Cursaro, Art Therapist.

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ CREATING OPPORTUNITIES TO BE ACTIVE
- ☐ SUPPORTING WELLBEING THROUGH FOOD
- ☒ STRENGTHENING SOCIAL CONNECTEDNESS TO FOSTER WELLBEING
- ☒ SUPPORTING MENTAL WELLBEING

DELIVERY PARTNERS -

Jane Cursaro - Art Therapist

ANY ADDITIONAL AIMS?

Social connection for isolated members of community. Bringing community to the centre to establish it as a place of connection. Providing a safe space for vulnerable members of the community and those living with disability or sensory sensitivities.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

A different offering for the Community Centres focusing on how using a creative outlet can positively impact mental wellbeing. This was well received by those who attended and those who showed an interest in the group.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

14

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

% OF PARTICIPANTS FROM TARGET POSTCODES

N/A

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☒ Young People (18-25)
- ☐ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

4

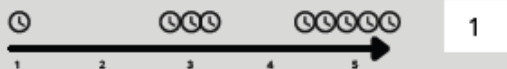
WHY WAS THIS SCORE GIVEN?

A mix of demographics connected with this group over the 10 weeks. The creative nature of this group appealed to a broad range of community looking for ways to support their mental health.

EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



1

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



1

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



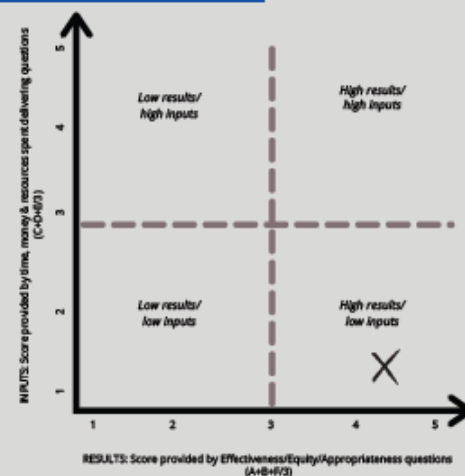
2

COMMENTS

Adding this group to the Wellbeing Hub offerings gave variety to the programs on offer across the council. This was well received in the conversations had with community who were seeking ways to connect with others

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

The partnership between the facilitator and Wellbeing staff was continuous and grew as a result of open communication and feedback between both parties. The facilitator attended subsidised mental health training in order to further support the group and her broader work. Cross council promotion of this group meant that the facilitator is now offering a variety of workshops and classes to maximise opportunity for community to attend.

WHAT COULD WE IMPROVE ON NEXT TIME?

The safe environment created by the facilitator allowed community to share personal mental health challenges which required further follow up. The Hub officer connected the facilitator with further opportunities that can be offered to appropriate community support services.

APPROPRIATENESS

How did being involved in this Initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

9 people invited to participate in evaluation

6 people participated in evaluation 67% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"On a scale of 1-5 how has attending Heart Through Art supported your wellbeing?"

AVERAGE SCORE

5

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"This was not what I expected but I had a lovely time connecting with the group and creating my artwork."

"This has really helped me express myself and Jane has been so helpful."

"Looked forward to our session, it was nice to meet new people and chat. The exercises are fun with no expectation."

"It was wonderful, thank you!"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

In planning Wellbeing Hub offerings consideration was given to providing opportunities for social connection for and enhanced mental wellbeing through creative outlets. The model of the Wellbeing Hub partnering with facilitators flourished in this collaborative approach to supporting community mental wellbeing. The weekly option to book into the course allowed for participant flexibility and for the group dynamic to change each week, whilst connections between regular attendees flourished into connections beyond the formal session times. Both the facilitator and staff were able to continuously evaluate the program and adapt to the needs of the community as appropriate this in part has led to the ability of the Hub to build the capacity of the facilitator to provide mental health first aid, and strengthen communication and support with a valued partner.



Wellbeing Hub
Happy • Healthy • Connected

This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025-

Stats & Stories # 6

- NUTRITION WORKSHOP - 14/02/25 -

Free nutrition workshop educating community on how best to meet the Australian Dietary Requirements

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☒ Healthy Eating
- ☒ Social Connection
- ☐ Mental Health

DELIVERY PARTNERS -

Kersten Stengel - Nutritionist

ANY ADDITIONAL AIMS?

The workshop was intentionally held at Glenelg North Community Centre to support community connection to the venue. The shared meal at the end of the workshop provided a wonderful opportunity for the group to build social connections also.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

Great connections were made amongst the group and with the facilitator. The provision of new recipes for people to take away and try at home was well received alongside the accessible presentation content.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

10

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

% OF PARTICIPANTS FROM TARGET POSTCODES

N/A

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☒ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☐ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

3

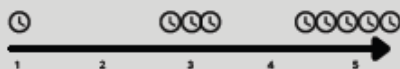
WHY WAS THIS SCORE GIVEN?

Whilst the group was diverse in age demographic there was little cultural diversity.

EFFICIENCY

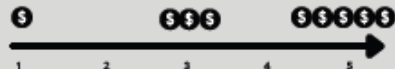
The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



1

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



1

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



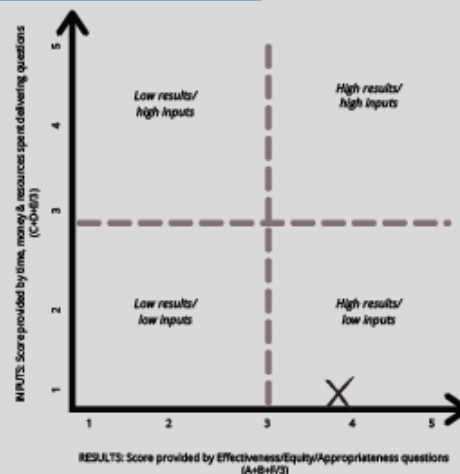
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COMMENTS

Due to a wonderful partnership with the facilitator this session was well organised, resourced and easy for staff to manage.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

The presentation and practical element of the workshop was engaging, easy to follow and clear in messaging and language. The intent of the session was clear and those who attended were positive about the immediate impact the session would have on their food choices.

WHAT COULD WE IMPROVE ON NEXT TIME?

The accessibility of the kitchen and seating during demonstrations was challenging for some participants and equipment was not easily reached by the facilitator. Partnering with existing CALD groups may improve participation from different cultural backgrounds.

APPROPRIATENESS

How did being involved in this Initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

10 people invited to participate in evaluation

10 people participated in evaluation 100% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"On a scale of 1-5 How much has this workshop increased your knowledge about healthy eating?"

AVERAGE SCORE

4.2

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"I loved learning how different food groups impact my health and the hummus was so easy to make and delicious"

"What a wonderful way to get to know people, thank you for a delicious meal!"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

Demonstration and tasting opportunity to consider how this menu planning and preparation could be replicated in their homes. Education session to understand the direct impact healthy eating has on wellbeing. Social connection opportunity over a shared meal with the facilitator and other participants. One of the participants booked a further consultation with the facilitator a week after the workshop. This is to understand how they can adjust their diet to meet their specific health needs.



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025-

Stats & Stories # 7**- Sporting Memories - Bi-weekly Thursday mornings Term 1 -***Social connection group focusing on sporting memories of the past***EFFECTIVENESS****Which focus area did this Initiative aim to address?**

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☒ Supporting Mental Health

DELIVERY PARTNERS -

Sports United - Sporting Memories

ANY ADDITIONAL AIMS?

The workshop was intentionally held at Gleneilg North Community Centre to support community connection to the venue.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

2

WHY WAS THIS SCORE GIVEN?

Unfortunately, despite various communication and marketing strategies community attendance at this group has been lacking this term.

EQUITY**Who is accessing services at the hub?**

TOTAL NUMBER OF ATTENDANCES

4

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

75%

% OF PARTICIPANTS FROM TARGET POSTCODES

N/A

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☐ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☐ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

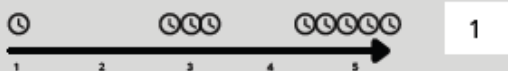
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WHY WAS THIS SCORE GIVEN?

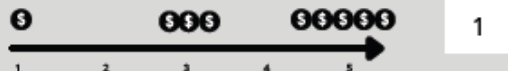
Consistently low attendances.

EFFICIENCY**The Inputs - time, money and resources spent on Initiative**

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?

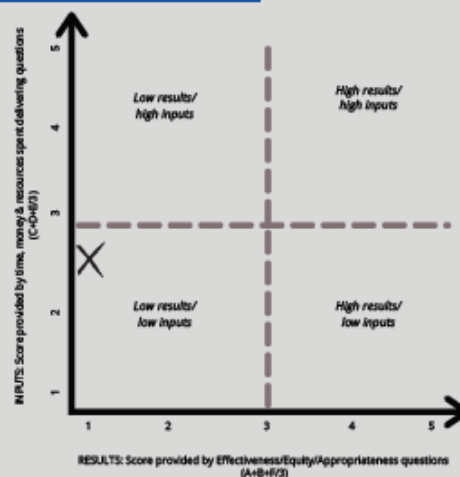


HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



COMMENTS

Thanks to the generosity of time and resources from Sports United this is an easy program to offer community.

INPUTS VS RESULTS MATRIX**Were the time, money and resources well spent, given the benefits?**

ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

The initial session where a guest speaker came attracted a modest group, the group really enjoyed reminiscing about past events and there was connection over shared history.

WHAT COULD WE IMPROVE ON NEXT TIME?

Bringing the facilitators to existing events such as the chatty cafe maybe a way to encourage participation in this new style of programming for Holdfast Bay. Sharing the bi-weekly newsletter with existing community groups may also encourage participation in the activity.

APPROPRIATENESS

How did being involved in this Initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

3 people invited to participate in evaluation

3 people participated in evaluation 100% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

"On a scale of 1-5 How did participation in this group improve your feelings of connection to your local community?"

AVERAGE SCORE

5

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"I loved hearing Peter's stories from the past!"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

This group has the potential to make genuine connections with more senior member's of the community who are perhaps suffering short term memory loss. As these individuals are quite vulnerable by nature of their conditions it has been challenging to encourage attendance at an unfamiliar site. Moving the group to a Centre where there is more unplanned community traffic and casual attendance may encourage more to attend in the future.



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025

Stats & Stories # 16

Chatty Cafe - Wkly Mondays During School Term

Free weekly cafe at Holdfast Bay Community Centre with weekly guest speakers and connection over refreshments

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☒ Healthy Eating
- ☒ Social Connection
- ☒ Supporting Mental Health

DELIVERY PARTNERS -

Grow SA, Meals on Wheels, Uni of SA - Health Choices, Jack Button - University of Adelaide School of Jazz Bass Player, Biggest Morning Tea - Cancer Council, YMCA - Strength for Life, Contemporary Dance for Seniors, History of Nursery Rhymes, CoHB Environment & Coast - Recycling & Circular Economy, Sue - Celebrity - Selfies, Sensory Fun for Little Ones - Chatty Cafe & Play and CoHB Community Transport team (Buses)

ANY ADDITIONAL AIMS?

Bringing community to the Centre to establish it as a place of connection and a safe space for support, information/education about services and soft referral if required.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

5

WHY WAS THIS SCORE GIVEN?

Partnering with the Community Transport team has assisted with some of the most isolated community members being provided transport as part of their CHSP plan. Providing volunteers with a checklist/task list has assisted with activating their purpose to better meet the needs of the program - Regular attendance with a keen interest in the weekly guest speaker supports curiosity & conversations and participants following up with external programs and services to help meet their needs. Healthy Choices Program with Uni of SA had 1 participant sign up for their program to help with quitting smoking. Grow SA had 1 participant sign up for their program, Strength for Life had several participants express interest in signing up, Contemporary Dance for Seniors had 3 participants attend their program.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

177

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

50%

% OF PARTICIPANTS FROM TARGET POSTCODES

95%

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☒ Young People (18-25)
- ☒ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

3

WHY WAS THIS SCORE GIVEN?

With Chatty Cafe & Play on offer as an extension of Chatty Cafe, young families and their children are popping in and out of the cafe throughout the morning.

EFFICIENCY

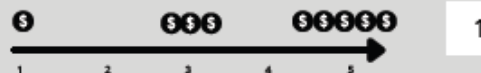
The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



1

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



1

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



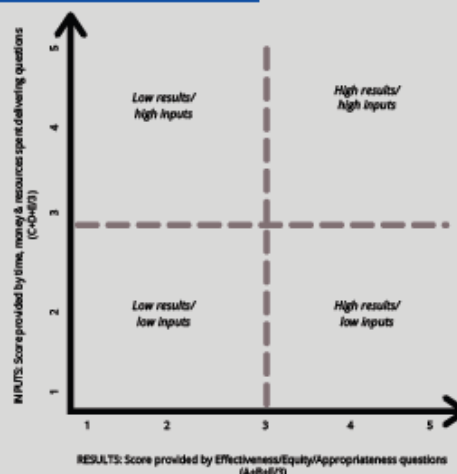
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COMMENTS

The weekly sessions are time intensive as one staff member still leads the session - modelling to the volunteers and being the trusted and familiar person, community have come to rely on this - positive for connection, but a negative for resourcing and capacity. Soup & Smoothies have been introduced and successful - Social Work students are commencing in Sept which will be a weekly project for them rather than staff making.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY**Was the initiative carried out in a sensitive way?****WHAT WORKED WELL ABOUT THIS INITIATIVE?**

Staff had flagged the level/lack of nutrition in morning tea being provided - We have decided to introduce - Soup through cool months and Smoothies or shakes through Summer - these will be supported by social work students coming onboard in September - currently staff are making at home and bringing in wkly. Creating a visual timetable of guest speakers and regular conversations about who participants would like to hear more about.

WHAT COULD WE IMPROVE ON NEXT TIME?

Staff resourcing and volunteer support. Work in progress.

APPROPRIATENESS**How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?****IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)**

people invited to participate in evaluation

people participated in evaluation

% response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

NA

AVERAGE SCORE

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"We really enjoyed the Environment & recycling talk with Nadine this week".
 "The Café is getting busy, this is good".
 "I took some of the soup made at the Centre and delivered it to my 91yr old neighbour - they loved it and were very grateful".
 "Coming here is the highlight of my week".
 "The soup and bliss ball Lia makes are delicious".
 "I brought Hass Avocados from my tree in to share with the Cafe and Grow Free Trolley".
 "Coming to Chatty Cafe is the highlight of my week"

Chatty Cafe & Play Feedback:

"Male care giver spoke to volunteer today (23/6) - sharing his amazement at the space, free coffee and toys for his child to play with, creating and opportunity to connect with other caregivers, he expressed gratitude and surprise for the initiative".
 "This is a good idea, a great spot to meet up before or after Baby Sensory for Little Ones, kids are safe and parents get a chance to socialise - and have a free coffee!"

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

Chatty Cafe has lifted the Community Centre as a place for connection and support every week. The Cafe is at the heart of the work of the Wellbeing Hub which aims to enhance community opportunities to feel happy, healthy and connected. Each week community gather and connect over a cup of tea or coffee before hearing from a guest speaker. The friendships that have been established over the last 2 terms have been heart-warming and the interest in the guest speakers has also been an eye opener into the likes of this community. Chatty Cafe & Play is slowly becoming a positive extension of the program - with families gathering outside on the deck and lawns to play and chat before or after they attend Sensory Fun for Little Ones - total of attendance: April - 33, May - 44, June - 62



Government of South Australia
Preventive Health SA



Wellbeing Hub
Happy • Healthy • Connected

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HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025

Stats & Stories # 16

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EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
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DELIVERY PARTNERS -

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ANY ADDITIONAL AIMS?

Bringing community to the Centre to establish it as a place of connection and a safe space for support, information/education about services and soft referral if required.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

5

WHY WAS THIS SCORE GIVEN?

Partnering with the Community Transport team has assisted with some of the most isolated community members being provided transport as part of their CHSP plan. Providing volunteers with a checklist/task list has assisted with activating their purpose to better meet the needs of the program. Regular attendance with a keen interest in the weekly guest speaker supports curiosity & conversations and participants following up with external programs and services to help meet their needs. Healthy Choices Program with Uni of SA had 1 participant sign up for their program to help with quitting smoking. Grow SA had 1 participant sign up for their program, Strength for Life had several participants express interest in signing up, Contemporary Dance for Seniors had 3 participants attend their program.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

177

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

50%

% OF PARTICIPANTS FROM TARGET POSTCODES

95%

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☒ Young People (18-25)
- ☒ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

3

WHY WAS THIS SCORE GIVEN?

With Chatty Cafe & Play on offer as an extension of Chatty Cafe, young families and their children are popping in and out of the cafe throughout the morning.

EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



1

HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



2

HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?



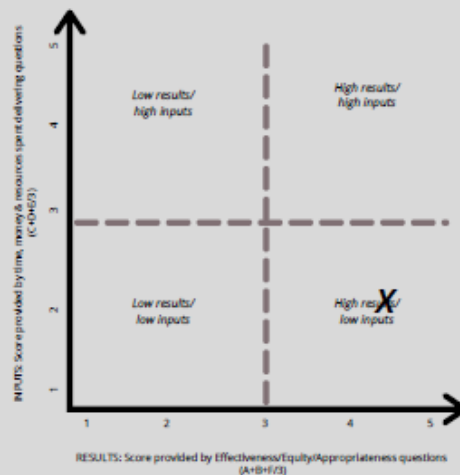
3

COMMENTS

The weekly sessions are time intensive as one staff member still leads the session - modelling to the volunteers and being the trusted and familiar person, community have come to rely on this - positive for connection, but a negative for resourcing and capacity. Soup & Smoothies have been introduced and successful - Social Work students are commencing in Sept which will be a weekly project for them rather than staff making.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY

Was the Initiative carried out in a sensitive way?

WHAT WORKED WELL ABOUT THIS INITIATIVE?

Staff had flagged the level/lack of nutrition in morning tea being provided - We have decided to introduce - Soup through cool months and Smoothies or shakes through Summer - these will be supported by social work students coming onboard in September - currently staff are making at home and bringing in wky. Creating a visual timetable of guest speakers and regular conversations about who participants would like to hear more about.

WHAT COULD WE IMPROVE ON NEXT TIME?

Staff resourcing and volunteer support. Work in progress. Even after providing a checklist and facilitating a meeting to re-establish program support expectations and roles, volunteer interaction is minimal with participants - Current volunteers require supervision, reminders and prompts which has been time consuming and frustrating. Punctuality and social engagement are not ideal and requires modelling and training for volunteers. Recruiting for more volunteers with specific social skills.

APPROPRIATENESS

How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?

IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)

15 people invited to participate in evaluation

11 people participated in evaluation

73%

% response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

How are we doing? On a scale of 1 -5, how has being a part of Chatty Cafe made you feel more connected to your community?

AVERAGE SCORE

5

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

"We love the Chatty Café. It helps us anchor the start of the week without feeling so isolated. My dad has dementia and feels so welcomed and enjoys the talks" - Helen and Nick
 "Chatty Café allows me to get out and meet other people and enjoy their company."
 "We use Chatty Café as a way to give my spouse a chance to interact and socialise. She has Young Onset Alzheimer's and the café is a great way to keep her connected with other folks".
 "Look forward to congregating with persons who understand grief and loneliness" - Kay Q
 "Thanks, Sue, for your talk"
 "I love Chatty Café. Very informative talks. Makes us aware of our rights. Rate no. 5". - Anne Rickards
 "Every week well organised".
 "Good to have a nice light happy place. Lots of info avail in reception".
 "A good start to the week. Happy people to give encouragement. Speakers feed the mind and inform us. New relationships".

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

Chatty Cafe has lifted the Community Centre as a place for connection and support every week. The Cafe is at the heart of the work of the Wellbeing Hub which aims to enhance community opportunities to feel happy, healthy and connected. Each week community gather and connect over a cup of tea or coffee before hearing from a guest speaker. The friendships that have been established over the last 2 terms have been heart-warming and the interest in the guest speakers has also been an eye opener into the likes of this community. Chatty Cafe & Play is slowly becoming a positive extension of the program - with families gathering outside on the deck and lawns to play and chat before or after they attend Sensory Fun for Little Ones - total of attendance: April - 33, May - 44, June - 62



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HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025

Stats & Stories # 19

GameSpace

Board games and refreshments facilitated by game experts

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☒ Supporting Mental Health

DELIVERY PARTNERS -

St Andrews by the Sea, Glenelg

ANY ADDITIONAL AIMS?

Connecting community with other events/services on offer at low cost/free

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

This group has become a friendly alternative to isolation on a Friday evening in Glenelg for young people.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

36

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

NA

% OF PARTICIPANTS FROM TARGET POSTCODES

NA

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☒ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

4

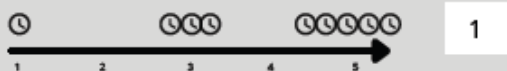
WHY WAS THIS SCORE GIVEN?

Council staff observation has not been implemented this term due to capacity and resourcing, although regular communication with program volunteer facilitators has provided insight and feedback regarding the program attendance

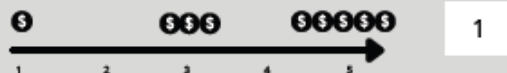
EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?

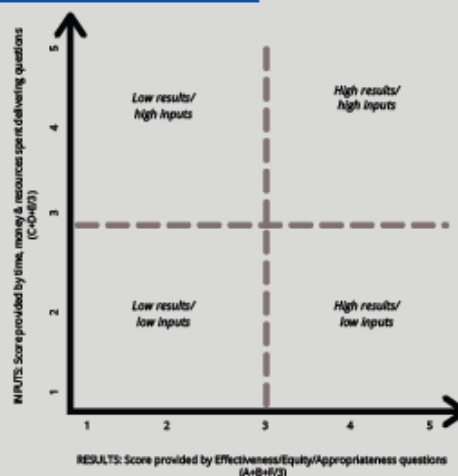


COMMENTS

Collaboration and partnership with Gamespace and St. Andrews made this an easy program to run. Although Council presence is underrepresented - need to plan for a follow up meet up with facilitators and understand the future of the program and support with funding it and evaluation etc.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY**Was the initiative carried out in a sensitive way?****WHAT WORKED WELL ABOUT THIS INITIATIVE?**

It has been reported that a number of teenage girls adopt this as a regular gathering. The leadership provided by Tim Everton has been excellent. Each time facilitators have had a good balance of leaders and participants.

WHAT COULD WE IMPROVE ON NEXT TIME?

Marketing to target population groups and resources. Council presence at program to better engage and support participants and volunteer facilitators. I would like to understand and know more about the food being provided at this event and if there was something we could do to provide other healthy options, although the risk of changing the food could mean attendance dropping.

APPROPRIATENESS**How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?****IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)**
 people invited to participate in evaluation

 people participated in evaluation % response rate
QUESTION ASKED TO EVALUATE APPROPRIATENESS -

NA

AVERAGE SCORE**PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -**

· Very positive from participants. They enjoy the games, the food and the company.

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

With this program being offsite and out of hours it can be a tricky initiative to plan, support and attend - however with the attendance being reasonable it does show a community need.



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HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025

Stats & Stories # 17

Grant Writing Workshop & 1:1

Workshop to support like-minded community group members extend their networks and knowledge of Grant writing and applications

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☐ Supporting Mental Health

DELIVERY PARTNERS -

Sue Gazey - Volunteer

ANY ADDITIONAL AIMS?

Bringing community to the centre to establish it as a place of connection and upskill participants with knowledge and support for grant writing.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

4

WHY WAS THIS SCORE GIVEN?

Great connections amongst the group and with the facilitator. Lots of new resources for people to take away and try at home. Content not overwhelming, 1x 4hr workshop had a positive response rather than a 2-day workshop.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

11

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

90%

% OF PARTICIPANTS FROM TARGET POSTCODES

30%

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☒ Culturally and linguistically diverse
- ☐ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

4

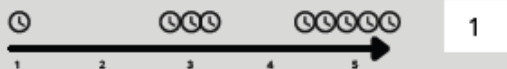
WHY WAS THIS SCORE GIVEN?

A mixture of diversity and demographic - some as far as Ashbourne in the south and Burton in the north. Ultimately showing the need for workshops like this.

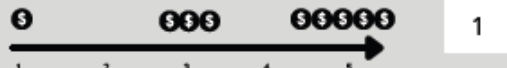
EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?

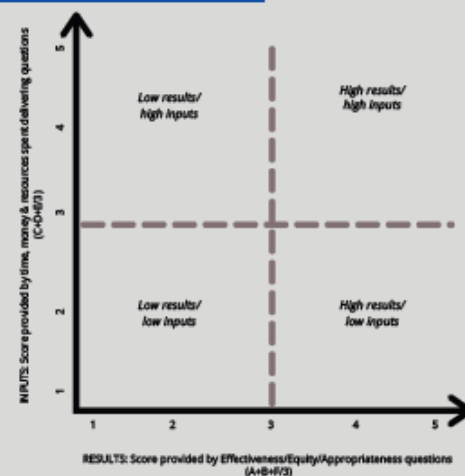


COMMENTS

This is an easy program to set up for. Sue sends through presentation for printing and volunteers staple together. Volunteers also completed confirmation phone calls a couple of days prior to workshop. Set up of space is straight forward, providing morning tea and refreshments followed by the direction to participants to complete the evaluation before leaving. Staff popped in and out of workshop to capture feedback and observations throughout the workshop.

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY**Was the initiative carried out in a sensitive way?****WHAT WORKED WELL ABOUT THIS INITIATIVE?**

The open discussions with the grants volunteer to shrink the workshop down to 1-day and encouraging adaptations to future sessions to maximise the opportunity for groups to network and advance their work. The workshop was a success and grant volunteer was happy with the content and outcome.

WHAT COULD WE IMPROVE ON NEXT TIME?

More follow up opportunities for groups to be directed to specific grant rounds. Staff follow up of previous workshop participants to hear if any applications submitted and were they successful. Work in progress...

APPROPRIATENESS**How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?****IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)**

10 people invited to participate in evaluation

7 people participated in evaluation 70% % response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

On a scale of 1 – 5, How confident do you feel in completing a grant application in the future?
On a sticky note, in a few words tell us why? – thank you

AVERAGE SCORE

3.9

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

- 'It was great'
- 'Really Helpful'
- 'So good – something different to learn and the group size was good, no one overbearing. Good size! Thank you very much'
- 'I liked that you served fruit'

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

Outcome of new grant applications applied for, to be determined with follow up contact with participants.

A well-attended and popular workshop. Modifying the 2-day course to 1 day has been a positive welcome and much ease of commitment for participants. Sue Gazey did a great job of condensing the content to the key elements of grants and the ongoing 1:1 support she provides



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025

Stats & Stories # 18

Grow FREE Trolley

Grow FREE Trolley - A free distribution of community donated fruit & vegetables

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☐ Supporting Mental Health

DELIVERY PARTNERS -

Community
Brighton Art Group

ANY ADDITIONAL AIMS?

Encouraging healthy eating and a communal location where community can bring excess fruit & vegetables to give away. 'Take what you need, give what you can'.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

3

WHY WAS THIS SCORE GIVEN?

Slowly the trolley is building traction - promoting is a challenge. It needs more time to pick up momentum and awareness - curiosity and donations are growing slowly.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

NA

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

NA

% OF PARTICIPANTS FROM TARGET POSTCODES

100%

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☐ Culturally and linguistically diverse
- ☐ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

3

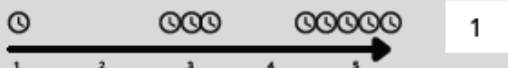
WHY WAS THIS SCORE GIVEN?

A slow initiative, however there are regulars donating to the trolley - including: Eggplant, Avocados, Lemons, frangipani cut offs and Iris Bulbs. Establishing a word of mouth portfolio and growing.

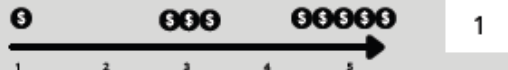
EFFICIENCY

The Inputs - time, money and resources spent on Initiative

HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?

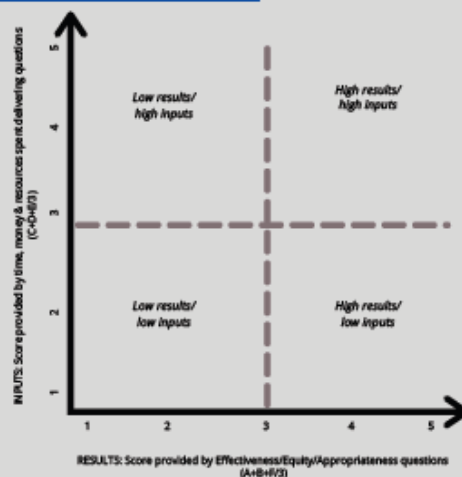


COMMENTS

The collaboration project for the initial design and artwork and trolley design for the trolley with Brighton Art Group was a positive contribution to the initiative. Easy to maintain with the support of volunteers

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY**Was the initiative carried out in a sensitive way?****WHAT WORKED WELL ABOUT THIS INITIATIVE?**

Collaboration with Brighton Art Group to do the design on trolley. Sharing donations within Chatty Café community and talking to community about donating excess fruit & vegetables.

WHAT COULD WE IMPROVE ON NEXT TIME?

Marketing the initiative through social media platforms and local garden groups.

APPROPRIATENESS**How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?****IMPACT OF INITIATIVE DIRECTLY AFTER EVENT (WITHIN 24 HOURS)**

people invited to participate in evaluation

people participated in evaluation

% response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

AVERAGE SCORE

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR IMMEDIATE WELLBEING -

'Wow, this is new here - I will make sure I bring in fruit & veg to share"
"I can't believe someone donated Frangipanni's - reminds me of my childhood.

GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

Located in a great spot on the front deck of the Centre - we are confident the traffic and donations of fruit & veg will grow and we hope the same for the individuals who need will take it. Staff have observed regular fitness participants take more than what they need - we will attempt to combat with some friendly reminders about the trolley meaning - 'Take what you need, Give what you can'



This is a joint project between The City of Holdfast Bay and Preventive Health SA

HOLDFAST WELLBEING HUB PROCESS & IMPACT EVALUATION 2025

Stats & Stories # 15

Sporting Memories - 1st & 3rd Thursday of the Month Term 2 -

Social connection group focusing on sporting memories of the past

EFFECTIVENESS

Which focus area did this Initiative aim to address?

- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection
- ☒ Supporting Mental Health

DELIVERY PARTNERS -

Sports United - Sporting Memories

CoHB Community Transport team

ANY ADDITIONAL AIMS?

Moving the program from GNCC to HBCC where there is more activity during the day was hoping to attract attendance. Social connection for isolated members of community. Bringing community to the centre to establish it as a place of connection for individuals living with early signs of dementia. Partnered with Community Transport team to use buses to help transport interested community.

TEAM SCORE OUT OF FIVE ON HOW EFFECTIVELY AIMS WERE MET

2

WHY WAS THIS SCORE GIVEN?

Despite community mail outs, newsletters, emails and poster displays and a community transport bus the sessions had low/no attendance. One participant attended, however the group facilitator did not, resulting in the participant leaving. Staff followed up with phone call & email to sporting memories with no reply. A mix up in dates was determined as the issue and an apology and explanation were provided to the participant with the invitation to return - he did not.

EQUITY

Who is accessing services at the hub?

TOTAL NUMBER OF ATTENDANCES

1

% OF PARTICIPANTS WHO HAVE NOT PARTICIPATED IN A WELLBEING HUB ACTIVITY BEFORE

100%

% OF PARTICIPANTS FROM TARGET POSTCODES

100%

WHICH PRIMARY AUDIENCES DID THIS INITIATIVE REACH?

- ☐ Young People (18-25)
- ☐ Culturally and linguistically diverse
- ☒ Socially Isolated
- ☒ Other - General Population

TEAM SCORE OUT OF FIVE FOR HOW EFFECTIVELY THE KEY POPULATION GROUPS WERE REACHED

1

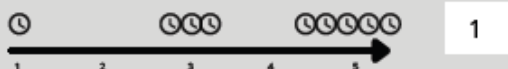
WHY WAS THIS SCORE GIVEN?

Unsure - score was given 1 as no attendance. Lots of interest when speaking with community, although no one shows up. Staff and volunteers speak to many community members about the program - we've invited the facilitator to come and speak at Chatty Cafe, features monthly in the Community & Nature Newsletter.

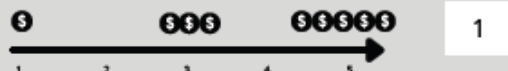
EFFICIENCY

The Inputs - time, money and resources spent on Initiative

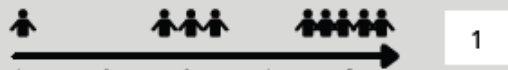
HOW MUCH TIME WAS SPENT ON ORGANISING THIS INITIATIVE?



HOW MUCH MONEY WAS SPENT ON DELIVERING THIS INITIATIVE?



HOW RESOURCE INTENSIVE WAS DELIVERING THIS INITIATIVE?

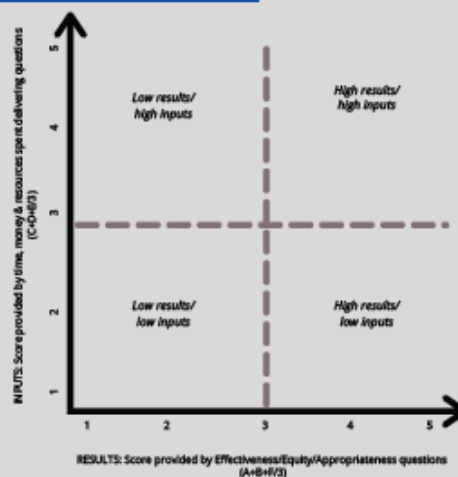


COMMENTS

It's unfortunate this program is not taking off as it is so easy to implement, plus the concept of the program is genius and so interesting!

INPUTS VS RESULTS MATRIX

Were the time, money and resources well spent, given the benefits?



ACCEPTABILITY**Was the initiative carried out in a sensitive way?**

WHAT WORKED WELL ABOUT THIS INITIATIVE?

Moving the program to HBCC has allowed staff to monitor the session better and speak with the facilitator - who is not concerned there has been no attendance yet.

WHAT COULD WE IMPROVE ON NEXT TIME?

Unlike the facilitator, staff are concerned there has been no attendance and are baffled as to why there is not more interest, considering the demographic of holdfast holds many sporting hero's, events and stories. Staff are hopeful the Chatty Café session will help community to better understand the program and a write up in the Community & Nature newsletter - hopefully will result in more interest.

APPROPRIATENESS**How did being involved in this initiative contribute to the participants mental and/or physical wellbeing?**IMPACT OF INITIATIVE **DIRECTLY AFTER** EVENT (WITHIN 24 HOURS)

people invited to participate in evaluation

people participated in evaluation

% response rate

QUESTION ASKED TO EVALUATE APPROPRIATENESS -

NA

AVERAGE SCORE

PARTICIPANT COMMENTS ON HOW THE INITIATIVE CONTRIBUTED TO THEIR **IMMEDIATE** WELLBEING -
GENERAL TEAM/EXPERT IMPACT OBSERVATIONS

After doing some exploring on the Sporting memories website I noticed our location and program is not listed on their website - I have requested HBCC is place on their program listings page. The facilitator has agreed to be a guest speaker at chatty cafe to help build some interest and we hope to have a feature story in a Community & Nature newsletter, in the near future.



This is a joint project between The City of Holdfast Bay and Preventive Health SA

Appendix 3: Chats about Change

HOLDFAST BAY WELLBEING HUB PROCESS & IMPACT EVALUATION

Chats about Change

April - June 2025

- Grow Free Trolley-

*Grow free trolley positioned at the Holdfast Bay Community Centre, "Take what you need, give what you can!"***Which focus area did this initiative aim to address?**

- ☐ Mental Health
- ☐ Physical Activity
- ☒ Healthy Eating
- ☐ Social Connection

Which target audiences is this initiative targeting?

- ☒ Socially Isolated
- ☒ Culturally and Linguistically Diverse community (CALD)
- ☒ Young People (18-25 YEARS)
- ☒ Other (please note)

*All members of community are encouraged to use this trolley***Background: What issue is this work attempting to address?***This initiative is aiming to encourage connection with the Community Centre whilst also; promoting food security, reducing food waste, connecting community, encouraging home gardening and sustainable living.***Objectives: What specific activities will occur as part of this piece of work that will directly impact local people's wellbeing?***The trolley will allow direct free access to fresh produce for all members of the community. Encouraging healthy eating and a central location where community can bring excess fruit & vegetables to give away. 'Take what you need, give what you can'.***People & Partners: Who was involved in this initiative? Include local partners, volunteers or participants. Provide as much detail as possible.**

YMCA Fitness Group & Community donations to the trolley

Holdfast community Centre Volunteers

Minda Gardening Group

Challenges: What have been the key challenges to making this initiative a success?*Promoting is a challenge, engaging with community on other mediums would be ideal to gain more interest and engagement and awareness. Curiosity and donations are growing slowly.***Impact: What evidence have staff or community members witnessed that demonstrates the impact that this work has had/or is likely to have?***A slow initiative, however, there are regulars donating to the trolley - including: Eggplant, Avocados, Lemons, limes and frangipani cut offs and Iris Bulbs. Establishing a word of mouth portfolio is growing.***Reach: How many community members are likely to be impacted by this change?***Over 1600 visits to the Community Centre occur each month. It is challenging to anticipate the uptake of the trolley at this early stage however the visibility of the trolley is expected to have a broad impact.*

HOLDFAST BAY WELLBEING HUB PROCESS & IMPACT EVALUATION

Chats about Change 2

- Addressing Homelessness -

Bi monthly stakeholder meetings to connect, discuss and make change

Which focus area did this initiative aim to address?

- ☐ Mental Health
- ☐ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection

Which target audiences is this initiative targeting?

- ☒ Socially Isolated
- ☒ Culturally and Linguistically Diverse community (CALD)
- ☒ Young People (18-25 YEARS)
- ☒ Other (please note) *Community Volunteers*

Background: What issue is this work attempting to address?

These meetings aim to support some of the most vulnerable in Holdfast Bay by connecting up the services and groups that are supporting them. The meetings, facilitated by the community wellbeing team, allow groups a chance to share their reflections of the previous month's activities and discuss areas of sustainable improvement.

Objectives: What specific activities will occur as part of this piece of work that will directly impact local people's wellbeing?

The collaborative nature of these meetings allows a deeper understanding of the broader work occurring across the council area. When interacting with people in need, groups are able to offer genuine referrals to services they know are active and appropriate.

People & Partners: Who was involved in this initiative? Include local partners, volunteers or participants. Provide as much detail as possible.

SAPOL, Sonder, St Andrew's Church, St Paul's Church, Brighton Church of Christ Community Care, Maion Salvation Army, Holdfast Libraries, Holdfast Field Services, Holdfast Community Safety, St Jude's Church, St Philis Church, St Peter's Church, Worn Again, Glenelg, Ocean Grove SRF, Veterans Association, Rotary Somerton Park.

Challenges: What have been the key challenges to making this initiative a success?

Keeping in regular contact with the groups to maintain the relationship with the volunteers and staff has been particularly challenging for services like SAPOL and Sonder where staff/role changes are frequent.

Impact: What evidence have staff or community members witnessed that demonstrates the impact that this work has had/or is likely to have?

The group co developed an emergency relief card which was printed last spring, the distribution of the card and positive impact on the conversations between stakeholders and particularly those sleeping rough in Holdfast Bay was fed back at each meeting. This has meant a follow up evaluation of the card and reprint has occurred for Autumn 2025.

Reach: How many community members are likely to be impacted by this change?

Over 1500 emergency relief cards have been printed and distributed to support people living on the margins and struggling with basic supplies such as food and medicines. Volunteers and staff working to support vulnerable people in Holdfast Bay have a broader understanding of the services on offer.



FREE COMMUNITY EMERGENCY RELIEF SERVICES

BRIGHTON

St Andrew's

92 Jetty Road, Glenelg, SA 5045
8295 1771
Tuesdays, Thursdays & Fridays lunches
11.30am – 2.15pm

Mary's Kitchen @ St Andrews

Tuesday evenings, 6pm

Orange Sky Laundry @ St Andrews

5.30 pm – 7.30pm Tuesday
(last wash 6.30pm)
11am – 1pm Fridays (last wash 12pm)

St Paul's

48–50 Brighton Road, Glenelg, SA 5049
8295 6376

Free community meals 2nd and 4th

Wednesday of the month

Free coffee and cake 1st and 3rd

Wednesday of the month

11.30am – 1.30pm

Mondays and Wednesdays for food relief
11am – 2pm

St Peter's

1 Torrens Square, Glenelg, SA 5045

8295 2382

Wednesday to Friday

Food relief and coffee and cake available
9.30am – 12pm

**If you are worried about how you or
someone else is feeling, below are
some support lines you can contact:**

Lifeline: 13 11 14

DV Support Line: 1800 737 732

Mental Health Triage: 13 14 65

Non emergency support line: 13 14 44

Lived experience support line (LETSS):

Pronounced let's, are a great local phone
support line staffed by people with
experiences of distress: 1800 013 755

Brighton Church of Christ

Community Care

69 Sturt Road, Brighton, SA 5048

8298 7677

Monday, Wednesday, Friday for
food relief

10am – 1pm

Grocer with a Heart

65 Sturt Road, Brighton, SA 5048

At the back of Brighton Church of Christ
8296 7478

Tuesday to Friday

10.30am – 3pm

Coastlands Community Care

528 Brighton Rd, Brighton, SA 5048

8410 0745

1st and 3rd Wednesdays of each month

for coffee and cake

10am – 12pm

St Jude's

444 Brighton Road, Brighton, SA 5048

0413 685 027

St Jude's Community Meal

11.30am – 1.30pm every Friday

St Jude's Community Pantry, 24/7

Lighthouse Community Church

Lighthouse Community Church

26 Jetty Road, Brighton, SA 5048

8296 9800

Free morning tea at

10am – 11.30am

Free baked goods

afternoon from 5pm



holdfast.sa.gov.au/cor



HOLDFAST BAY WELLBEING HUB PROCESS & IMPACT EVALUATION

Chats about Change 1**- Grow Free Trolley-***Grow free trolley positioned at the Holdfast Bay Community Centre, "Take what you need, give what you can!"***Which focus area did this initiative aim to address?**

- ☐ Mental Health
- ☒ Physical Activity
- ☐ Healthy Eating
- ☐ Social Connection

Which target audiences is this initiative targeting?

- ☒ Socially Isolated
- ☒ Culturally and Linguistically Diverse community (CALD)
- ☒ Young People (18-25 YEARS)
- ☒ Other (please note)

*All members of community are encouraged to use this trolley***Background: What issue is this work attempting to address?***This initiative is aiming to encourage connection with the Community Centre whilst also; promoting food security, reducing food waste, connecting community, encouraging home gardening and sustainable living.***Objectives: What specific activities will occur as part of this piece of work that will directly impact local people's wellbeing?***The trolley will allow direct free access to fresh produce for all members of the community, this will be either through the community garden produce or the 'Grow Free SA' broader community.***People & Partners: Who was involved in this initiative? Include local partners, volunteers or participants. Provide as much detail as possible.**

Holdfast Art Group

Grow SA

Holdfast community Centre Volunteers

Minda Gardening Group

Challenges: What have been the key challenges to making this initiative a success?*The Holdfast Art Group very kindly offered to paint the trolley however as they meet monthly has taken a little longer to get started than initially hoped.***Impact: What evidence have staff or community members witnessed that demonstrates the impact that this work has had/or is likely to have?***When seeking a trolley to use on the Grow SA social media site the community response was immediate. A trolley was donated with 12 hours and frequent comments followed the post offering surplus fresh produce once the trolley is installed.***Reach: How many community members are likely to be impacted by this change?***Over 1600 visits to the Community Centre occur each month. It is challenging to anticipate the uptake of the trolley at this early stage however the visibility of the trolley is expected to have a broad impact.*

HOLDFAST BAY WELLBEING HUB PROCESS & IMPACT EVALUATION

Chats about Change 2**- Wellbeing Hub Webpage-***Central point of communication to encourage people to feel happy, healthy and connected***Which focus area did this initiative aim to address?**

- ☒ Mental Health
- ☒ Physical Activity
- ☒ Healthy Eating
- ☒ Social Connection

Which target audiences is this initiative targeting?

- ☒ Socially Isolated
- ☒ Culturally and Linguistically Diverse community (CALD)
- ☒ Young People (18-25 YEARS)
- ☒ Other (please note)

*Those in a supporting role, volunteers, carers etc.***Background: What Issue Is this work attempting to address?***The Holdfast Bay Wellbeing Hub Webpage is intended to be the trusted source for council led activities as well as those partnerships and collaborations across the locality that support the four focus areas of the Hub.***Objectives: What specific activities will occur as part of this piece of work that will directly impact local people's wellbeing?***Events, initiatives and programs of the Hub are promoted through the site alongside specific resources for the focus areas of Mental Health, Physical Activity, Healthy Eating and Social Connection.***People & Partners: Who was involved in this initiative? Include local partners, volunteers or participants. Provide as much detail as possible.***Holdfast Communication and marketing team built the webpage as an addition to the council site. This allows community wellbeing staff to monitor and update the page regularly ensuring information is timely and accurate for community.***Challenges: What have been the key challenges to making this initiative a success?***The constraints of the web design platform and internal policies do not always meet community information requests or allow for quick updates.***Impact: What evidence have staff or community members witnessed that demonstrates the impact that this work has had/or is likely to have?***Bookings into events have occurred as a direct result of the web platform. The project officer has also been able to share the site with community members and stakeholders after conversations as a point of referral and follow up. The site is building more sustainable relationships with broader community who may not be able to access physical council sites.***Reach: How many community members are likely to be impacted by this change?***There have been 617 active users of the Holdfast Bay Wellbeing Hub Webpage over the months of January-March 2025. On average users are spending 45 seconds on the page, this implies people are seeking specific information rather than browsing the page.*

HOLDFAST BAY WELLBEING HUB PROCESS & IMPACT EVALUATION

Chats about Change 3**- Step Up Holdfast -***Activities, initiatives and connections to support walking in Holdfast Bay***Which focus area did this initiative aim to address?**

- ☐ Mental Health
- ☒ Physical Activity
- ☐ Healthy Eating
- ☒ Social Connection

Which target audiences is this initiative targeting?

- ☒ Socially Isolated
- ☒ Culturally and Linguistically Diverse community (CALD)
- ☐ Young People (18-25 YEARS)
- ☐ Other (please note)

Background: What issue is this work attempting to address?*Step Up Holdfast aims to support the increase in physical activity of the CALD and isolated community in Holdfast Bay.***Objectives: What specific activities will occur as part of this piece of work that will directly impact local people's wellbeing?***The initiative will support community walking events such as 'A Billion Steps', connect with existing walking groups to improve broader communication. Translate historical walking trails into different languages and signpost the number of steps to outdoor gym equipment and community facilities.***People & Partners: Who was involved in this initiative? Include local partners, volunteers or participants. Provide as much detail as possible.***This project has been funded by grant money received from Preventive Health SA in collaboration with 10,000 steps. The project requires collaboration with Park Run, Heart Foundation walking groups, SA power networks, Holdfast Communications and marketing, History house, Transport and arts and culture teams.***Challenges: What have been the key challenges to making this initiative a success?***The delay in design and production of translated walking trails and wayfinding signs has been due to managing the standards of all the groups involved to ensure effective sustainable resources are achieved within the budgets.***Impact: What evidence have staff or community members witnessed that demonstrates the impact that this work has had/or is likely to have?***65 people actively engaged with the walking challenge in November 2024 and many more increased activity levels alongside their participating colleague/spouse/family member. The increased communications and accessible walking trails for those whom English is a second language will support the project to reach its target population group.***Reach: How many community members are likely to be impacted by this change?***Whilst challenge data, participation in existing walking groups and printed resources are able to be monitored it will be challenging to record the uses of the proposed wayfinding signs. Community consultation last year highlighted the positive impact walking has on social, physical and mental wellbeing. It is hoped these initiatives will allow more people to find accessible walking options.*

Attachment 2

ONE-PAGE SUMMARY

November 2024 - July 2025

16 STATS & STORIES REPORTS
5 CHATS ABOUT CHANGE REPORTS



29 EXTERNAL PARTNERS

THERE WAS AN ESTIMATED TOTAL OF

583

ATTENDANCES

Including adults and children attending multiple times over multiple initiatives.

FOCUS AREAS

12%

OF PROGRAMS AIMED AT MENTAL HEALTH

12%

OF PROGRAMS AIMED AT PHYSICAL ACTIVITY

12%

OF PROGRAMS AIMED AT HEALTHY EATING

64%

OF PROGRAMS AIMED AT SOCIAL CONNECTION

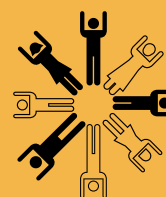
SUCCESS FACTORS

PEER-TO-PEER CONNECTION



TRUSTED & FAMILIAR FACES

LOW COST, HIGH IMPACT



INCLUSIVE INITIATIVES



MOST INITIATIVES TOOK

LESS THAN 10 HOURS

TO ORGANISE



MOST INITIATIVES COST

LESS THAN \$500

TO DELIVER



MOST INITIATIVES WERE

VERY OR SOMEWHAT EASY

TO SET UP

3700

PEOPLE POSITIVELY IMPACTED

- THE ESTIMATED REACH INCLUDING COMMUNITY MEMBERS, VOLUNTEERS, AND STAFF

ON AVERAGE, PARTICIPANTS RANKED THEMSELVES WITH A SCORE OF

4.5

OUT OF 5



FOR THE IMPACT ON THEIR WELLBEING IMMEDIATELY AFTER ATTENDING AN INITIATIVE

SENSE OF BELONGING

INCREASED CONFIDENCE & SKILLS

PROMOTION OF HEALTHY EATING

ACCESS TO CONNECTION

INCREASED CULTURE OF WELLBEING WITHIN COUNCIL

KEY IMPACTS ON WELLBEING



Government of South Australia
Preventive Health SA



"Coming here is the highlight of my week"

-Chatty Cafe program participant

Item No: 15.5

Subject: SUB-LICENCE WITH BRIGHTON CRICKET CLUB – BRIGHTON LACROSSE CLUB

Summary

Brighton Cricket Club is seeking access to the lacrosse field at Brighton Oval for cricket matches and training during the cricket season. This report seeks Council's endorsement for Brighton Lacrosse Club to enter into a Sub-Licence with Brighton Cricket Club for a period of 5 years commencing 6 July 2025.

Recommendation

1. **That Council approves a new Sub-Licence between Brighton Lacrosse Club (as Sub-Licensor) and Brighton Cricket Club (as Sub-Licensee) in respect of the lacrosse playing field for the period 6 July 2025 to 5 July 2030 and on the terms and conditions detailed in Attachment 1.**
 2. **That the Mayor and Chief Executive Officer be authorised to execute and seal any documents required to give effect to the Sub-Licence over the lacrosse field at Brighton Oval.**
-

Background

At its meeting held on 9 June 2020, Council resolved to enter into a lease with Brighton Lacrosse Club to exclusively occupy a newly constructed clubroom along the Hightet Avenue section of Brighton Oval. The initial term was for a period of five years commencing 6 July 2020, together with a five-year right of renewal (C090620/1926). At its meeting held on 23 September 2025, Council resolved to grant the five-year renewal (C230925/9165).

Under the terms of the lease, the Club is entitled to a non-exclusive Licence over the lacrosse field. Any ongoing and regular use must be documented in a Sub-Licence agreement, subject to the prior written approval of Council.

Brighton Cricket Club's primary oval for training and matches is the football/cricket field at Brighton Oval by virtue of the lease granted to Brighton Sports and Social Club, the parent organisation for the site.

Since the 1950s the Brighton Cricket Club has also accessed "Brighton #2" (now known as the lacrosse fields) as overflow for training and competition.

Contractual arrangements regarding access were put in place in 2020 between the two Clubs however, they were considered informal as they were never endorsed by Council. Of concern were fees charged to the Brighton Cricket Club by the Brighton Lacrosse Club, which were the

equivalent of a full year of Council oval maintenance charges for the lacrosse pitches, even though the cricket club were only accessing the oval for 6 months of the year.

Council Administration commenced discussions with the Executives of both clubs mid 2024 regarding the use of the lacrosse field during the cricket season. This involved extensive negotiations with both parties to ensure fair and equitable access and associated sub-licence fee arrangements that aligned to Council Policy. The intent was to formalise the agreement for the duration of Brighton Lacrosse Club's headlease following endorsement of their lease renewal.

Report

Headlease

Brighton Lacrosse Club currently holds a five-year lease over the easternmost building at Brighton Oval through to 5 July 2030, with no further right of renewal. Under Special Condition 4 of the headlease they hold rights over the lacrosse field by way of a Licence during:

- Official tenant training times as approved by the landlord;
- During official Australian Lacrosse Association fixtures;
- For the purpose of the permitted use (community recreational lacrosse and hiring out of the premises).

Given the above, a sub-licence is required between Brighton Lacrosse Club and Brighton Cricket Club rather than an agreement direct with Council.

Under Clause 8.2.6 of the lease, the Club must not unreasonably refuse to hire out the Premises, which extends to the oval, upon receipt of a request to do so from the landlord, except when it is actively in use by the Tenant. The Tenant, as defined in the lease, is Brighton Lacrosse Club (a local community sporting club).

Further to this, Special Condition 8.3 requires the premises, which extends to the oval, to be hired for or used by community groups for community sport services when not required by the Tenant.

Brighton Cricket Club

Brighton Cricket Club was founded in 1887 and is one of the oldest community cricket clubs in the region. The Club fields senior and junior teams competing in the Adelaide and Suburban Cricket Association. As of 2025 the Club has 349 members, of which roughly 10% are female.

Due to the cricket season commencing imminently, the Club is seeking certainty for program scheduling as soon as possible.

Negotiations

An agreement was reached with both parties in September 2024. A draft sub-licence was prepared by Administration and provided to all concerned. This included provisions for an extension of access hours for Brighton Cricket Club on previously agreed days (Wednesday, Friday, Saturday and Sunday) plus the inclusion of additional access on Mondays.

The additional access was requested by Brighton Cricket Club to accommodate expansion of junior team numbers as the South Australian Cricket Association (SACA) had expanded junior competition programming, including potential opportunity to grow female cricket programs.

Terms were reviewed and agreed to by the President and Treasurer of both Clubs, enabling Administration to provide formal written advice regarding agreed access and associated sub-licence fee structures in December 2024. Details of the correspondence dated 27 November 2024 is provided as Attachment 1.

Refer Attachment 1

All parties involved believed they were negotiating in good faith, with Brighton Lacrosse Club having provided confirmation in writing that they were comfortable with the contents of council's earlier letter detailing the proposed hire arrangements. A copy of this correspondence dated 11 December 2024 is provided as Attachment 2.

Refer Attachment 2

Sub-Licence Terms

Administration has assisted with populating the sub-licence template, which is summarised in the table below. A copy of the agreement, which will not be signed by both clubs until Council endorses it, is provided as Attachment 3 to this report.

Refer Attachment 3

Head Lessor:	City of Holdfast Bay
Sub-Licensor:	Brighton Lacrosse Club Incorporated
Sub-Licensee:	Brighton Cricket Club Incorporated
Site:	Brighton Oval
Licence Area:	Lacrosse playing field
Term of Licence:	5 years
Commencement Date:	6 July 2025
Expiry Date:	5 July 2030
Renewal:	Nil
Licence Fee:	\$2,440.74 plus GST per annum (payable to Brighton Lacrosse Club on 1 Oct and 1 Jan)
Licence Fee Review:	CPI on the anniversary of the commencement
Dates of Use:	October - March
Times of Use:	1. Monday to be negotiated annually 2. Wednesday 4:30-8:30pm (6-8pm in March) 3. Friday 4:30-8:30pm 4. Saturday 8am-7pm 5. Sunday 8am-7pm
Permitted Use:	The provision of community recreational cricket
Outgoings:	Water

Proposed Usage for 2025-26

In September 2025, Brighton Lacrosse Club raised concerns regarding Monday access with a need to accommodate summer lacrosse with Lacrosse SA, box lacrosse and State trainings. With Monday access having been previously agreed to in 2024, Brighton Cricket Club had

already scheduled a “Smash Program”, a new dedicated Women’s Social Cricket program to be delivered in partnership with SACA.

Administration has been working with both clubs in recent weeks to reach a compromise, with the following terms proposed:

- Brighton Cricket Club retain access on a Wednesday, Friday, Saturday and Sunday as per arrangements that have been in place for several years.
- Monday access will be negotiated on an annual basis between the parties and Administration with a position to be determined by the end of August. A reduction of 17% will be made to the sub-licence fee payable by Brighton Cricket Club where Brighton Lacrosse Club retains full access to Mondays.

It is important to note that providing Brighton Cricket Club with continued access to Mondays is in keeping with the intent of the lease and community expectations. Council Administration recognises Brighton Lacrosse Club as the primary user of the site, and their affiliation with their state body. However, in line with the lease, preference must be given to locally based community clubs, especially those aiming to increase female participation in sport, as opposed to prioritising a state level team.

Also of importance is the high level of ratepayer investment provided to maintain the oval – currently \$56,736 per annum. It is understood that Lacrosse SA teams have year-round access to alternate playing fields at their headquarters at West Beach Parks.

With this in mind, the following usage for the current summer season has been proposed to both parties for Summer 2025-2026. This has been agreed to by Brighton Cricket Club. Via their President, Brighton Lacrosse Club has provided written advice confirming the usage arrangement but have indicated they require a wider Management Committee response:

Brighton Cricket Club – Smash Program (Women’s Social Cricket)

- Information and practice match night – Monday 3 November
- Competition 1 – 6pm – 8:30pm Monday 17 November, 24 November, 1 December, 8 December (matches played 6:15pm – 7:45pm)
- Competition 2 – 6pm – 8:30pm Monday 2 February, 9 February, 16 February, 23 February (matches played 6:15pm -7:45pm)
- Turf Juniors Carnival – 12-13 January (8:00am – 5:00pm)
- Turf Veterans – 1 consecutive Monday and Tuesday in February (8:00am – 5:00pm)

Brighton Lacrosse Club – Lacrosse SA (Oct-Dec), Box Lacrosse and state trainings (January)

- October – all Mondays to be made available in 2025
- 10 November 2025
- 15 December, 22 December and 29 December 2025
- January – all Monday evenings to be made available in 2026

Calculation of Rent

In calculating the licence fee, the commencing rate of \$2,440.74 per annum is 50% of the current Brighton Lacrosse Club oval maintenance charge. This reflects each club being the primary user of the oval during their respective seasons.

Administration has benchmarked user access charges across Cities of Marion and Port Adelaide Enfield, which range between \$440 and \$576 per annum, per day of the week required. This process identified charges were in line with industry standards and considered fair to both clubs.

Despite Brighton Lacrosse Club and Lacrosse SA still being granted some access to the field over summer, there will be no cost for them to do so. Brighton Cricket Club will cover half the oval maintenance charge (effectively for the summer months) and all cricket wicket water charges. It is understood Brighton Lacrosse Club do not charge Lacrosse SA to access the field.

Summary

Greenspace across the City of Holdfast Bay is in high demand. As a result of the overwhelming success and growth of our Brighton Oval precinct clubs it is important for council to play an important role in ensuring fair and equitable access to all. The previous informal hire terms saw Brighton Cricket Club being charged the equivalent of a full year (100%) of Brighton Lacrosse's oval maintenance charge for only six months access over the summer months. It is believed the proposed new terms strike a balance for both clubs. The delay in finalising the sub-licence has already impacted the Brighton Cricket Club who have now lost hosting rights to a second Junior Carnival over their summer season due to inability to confirm access.

Budget

The income derived from this agreement will flow through to Brighton Lacrosse Club rather than council. Council will invoice Brighton Cricket Club direct for the water use over the summer season.

Life Cycle Costs

Under the terms of the Headlease, council is responsible for the maintenance of the licenced area. Brighton Lacrosse Club contributes to the cost of upkeep due to it being above reserve standard, which is a component of their rental charge. The oval maintenance charge payable by the two clubs (50/50 annually) is currently \$4,881.48. The cost to council is \$56,736 per annum.

Strategic Plan

Vision – creating a welcoming and healthy place for everyone

Council Policy

Sporting and Community Leasing Policy

Statutory Provisions

Local Government Act 1999, section 202

Written By: Property Manager and Strategic Property Officer

General Manager: Assets and Delivery, Ms C Hughes

Attachment 1



27 November 2024

Traci Mathwin
President
Brighton Lacrosse Club
president@brightonlacrosse.com.au

Dear Traci,

Brighton Lacrosse Club Inc – Access to Pitches, Proposed Usage and Sub-Licence Provisions

As you are aware, Council has been working with Brighton Lacrosse Club (BLC), Brighton Cricket Club (BCC) and Brighton Bombers Football Club (BBFC) since mid-2024 to identify options to support access to the pitches licensed to BLC.

Sub-Licence Provisions – 2025 Onwards

Email advice was provided by Lisa Faraci, Recreation and Sport Lead on 18 September 2024 which summarised the following regarding Brighton Precinct lease provisions:

- 1) The current Lease provisions for all Clubs at the Brighton Precinct are due for 'renewal' not 'renegotiation' in 2025.
- 2) Based on existing lease provisions Council does not have the ability to negotiate direct sub-licence agreements for access to the BLC pitches without the consent of BLC. This would also require changes to the existing lease provisions and force Council to potentially having to publicly advertising the lease, possibly opening access to alternate users. So is not considered an option at this stage.
- 3) It is understood that in August 2022 Council officers did previously prepare a report for Council consideration regarding direct sub-licence between BCC and CoHB. This report was pulled prior to the Council meeting. Subsequent legal advice is as per #2 above.
- 4) Council does however, require that BLC submit any sub-licence arrangement between themselves and BCC, BBFC or any other entity, to the Elected Members for endorsement (ie approval at a Council meeting).

Based on the above advice, it was recommended that BLC, BBFC and BCC look to renegotiate sub-licence provisions and provide to CoHB for progression to Council endorsement.

With Leases also being renewed early 2025 it is a good opportunity to bundle this all together and present as a package to Councillors, where possible.

At the time a draft sub-licence was provided for Club consideration.

Proposed access to the pitches licensed to BLC was also provided to Council at the time. Based on this access it was proposed that the following could be charged by BLC from Season 2025 onwards:

- BCC – that the BLC ground maintenance fee be halved between BLC and BCC. This fee is currently \$4,781.00 but needs to be reviewed as part of Lease renewal.
- BBFC - pay a total fee to BLC for pitch access of \$1000 +CPI annually

The above proposed sub-licence fee structures are based on Council's licence fee charged to BLC of \$4,781.00 which is a heavily subsidised ground maintenance contribution.

Verbal consensus regarding the above was reached by all Clubs at a meeting held at BLC on Thursday, 24 October 2024.

At this meeting it was also agreed that Council would review sub-licence costings currently in place for BBFC and BBC and to provide better understanding of water usage charges.

Advice regarding water charges has been provided in a separate letter to BLC dated 25 November 2024.

Brighton Bombers Football Club

Season 2024 (\$683.00 ex GST)

It is proposed that the BLC charge to BBFC for access to BLC pitches to be reduced to \$683.00 (ex GST)

This recommendation is based on daily rate of \$13.13 for access. This rate has also been applied to the BCC below when reviewing their fees. This rate represents a discount off the standard community rate, recognising community access rates that are applied to all Brighton Precinct clubs and acknowledging the broad community benefit the precinct provides.

Brighton Cricket Club

Season 2023-2024 (\$4,196 ex GST)

The BLC charge to BCC of \$4,196 (ex GST) to be paid by BCC.

\$1,428.24 slave meter water charge for watering of the cricket pitch to be paid by BLC.

This recommendation is based on

- recognition that the charge by BLC to BCC is above recognised community access rates;
- that BCC could challenge validity of on-charging of water by BLC to BCC as may be argued it is outside current Sub-Licence provisions which recognises increased charges from Council and that water use is an SA Water charge; and
- it is assumed BCC has already paid this fee so fee stands for ease of financial management

Season 2024-2025 (\$1,707.50 ex GST)

It is proposed that BLC charge to BCC be reduced to \$1,707.50 (ex GST)

This charge is based on BCC usage, as provided by BCC several months ago, at an estimated daily rate of \$13.13 per day over a 6-month period.

It is further proposed that BCC be liable for all future water usage charges as metered by the slave meter allocated to the cricket pitch on BLC field.

Council has proposed to absorb water usage charges totalling \$2,302.34 for watering of cricket pitches between 19 April and 20 November 2024.

As the slave meter has been checked, from 21 November 2024 onwards, fees associated with this water usage shall now be invoiced direct to Brighton Cricket Club.

Response from Brighton Cricket Club

On 25 November 2024, Council received written advice from BCC confirming their agreement to:

- Retention of BLC charge of \$4,196.00 for Season 2023-2024
- Payment of water usage of \$1,428.24 by BLC for Season 2023-2024
- Reduction of BLC charge for Season 2024-2025 to \$1,707.50
- Payment of all water usage associated with watering of the cricket pitch on BLC fields from 20 November 2024 onwards

Could you please review the above and provide written response as to BLC agreement or otherwise regarding proposed charges to BBFC and BBC and future charges associated with watering of the cricket pitch on BLC fields.

Please do not hesitate to contact either Lisa Faraci, Recreation and Sport Lead, or me to discuss the Council's position further.

Yours sincerely,



Matthew Rechner

Manager Public Realm and Urban Design

Cc: Ian Barnes, President, Brighton Cricket Club
Travis Kalleske, President, Brighton Bombers Football Club

Attachment 2



11th December 2024

Matthew Rechner
Manager Public Realm and Urban Design
City of Holdfast Bay
mrechner@holdfast.sa.gov.au

Dear Matthew,

Re: Field Hire and Water Usage

We are in receipt of your letter's dated 25 November 2024 (Update on Water Charges) and 27 November 2024 (Access to Pitches, Proposed Usage and Sub-License Provisions) and wish to provide the following confirmation and response.

We appreciated the work CoHB has done in reviewing the water meters and associated charges. Further to my conversation with Lisa Faraci (of your office) yesterday, I understand council will now absorb the slave meter 3 charge of \$1,428.24 under SA Water Invoice #233573. I can now confirm that Brighton Lacrosse Club (**BLC**) are comfortable to pay the two (2) identified invoices for the building water usage on assessment # 122697657, being:

Assessment No.	Supply Charge Period	Water Use Period	Total Bill	Proposed Action
122697657*	Q1 FY24/25	Q4 FY 23/24 (1 Apr to 30 Jun 24)	\$1,165.51	BLC to be invoiced
122697657*	Q2 FY24/25	Q1 FY 24/25 (1 Jul to 30 Sep 24)	\$1,063.62	BLC to be invoiced

We are comfortable for the City of Holdfast Bay (**CoHB**) to invoice us now for the full amount of **\$2,229.13**.

In regard to the filed hire charges for the Brighton Cricket Club (**BCC**) and Brighton Bombers Football Club (**BBFC**) we are comfortable with the arrangements detailed in your letter, being:



BLC will charge BCC **\$1,707.50 (ex GST)** for the 2024-25 season and the CoHB to invoice BCC directly for any water charges associated with slave meter 3 as identified in your letter. Field hire costs for the BCC will be increased in line with the CPI applied to our head lease with the CoHB annually.

BLC will charge BBFC **\$683.00 (ex GST)** for the 2025 season (noting your letter states the 2024 season, however, this has already been invoiced and paid during 2024). Field hire costs for the BBFC will be increased in line with the CPI applied to our head lease with the CoHB annually.

We would like to thank the CoHB for their work in achieving a resolution everyone is comfortable with and look forward to working the Council and our fellow sporting clubs into the future.

Yours sincerely,

A handwritten signature in dark ink that reads "Dallisson".

Andy Dallisson

Treasurer

Cc: Lisa Faraci, Recreation & Sport Planning Lead, City of Holdfast Bay
Traci Mathwin, President, Brighton Lacrosse Club
Fiona Inglis, Secretary, Brighton Lacrosse Club

Attachment 3

SUB-LICENCE

BRIGHTON LACROSSE CLUB INC

ABN 59 310 247 094

(Sub-Licenser)

and

BRIGHTON CRICKET CLUB INC

ABN 54 883 066 479

(Sub-Licensee)

DRAFT



Sub-Licence

Parties

1. **Brighton Lacrosse Club Inc** ABN 59 310 247 094 of PO Box 101 Brighton SA 5048 (**Sub-Licensor**)
2. **Brighton Cricket Club Inc** ABN 54 883 066 479 of PO Box 424 Hove SA 5048 (**Sub-Licensee**)

Grant of Sub-Licence

The Sub-Licensor grants to the Sub-Licensee a Sub-licence to use the Sub-Licence Area described in this Schedule on the terms and conditions contained in this Schedule and the attached Standard Sub-Licence Terms which form part of this Sub-Licence.

SCHEDULE

Item 1	Land The whole of the land comprised in Certificates of Title Register Book Volume 5748 Folios 558, 560 and 561, Volume 5750 Folios 182, 183, 184, 185, 186 and 187 and Volume 5733 Folio 512
Item 2	Sub-Licence Area That portion of the land comprised in Certificate of Title Register Book Volume 5750 Folio 187 as delineated in red on the plan attached hereto as Annexure A and known as the Brighton Lacrosse Field, 410-420 Brighton Road Hove SA 5048
Item 3	Sub-Licence Fee Subject to the Sub-Licence Fee review provisions contained herein and clause 17, the annual Sub-Licence Fee will be \$2,440.74 plus GST (equivalent to two full quarterly ground maintenance instalments as charged by City of Holdfast Bay). Also refer Item 7 regarding Sub-Licence Fee calculation and applicable fee for Monday access.
Item 4	Commencement Date 6 July 2025
Item 5	Expiry Date 5 July 2030
Item 6	Permitted Use The provision of community recreational cricket and for such other lawful use to which the Sub-Licensor may consent in writing.

Item 7	<p>Times of Use</p> <p>Times of Use means every:</p> <p>(a) Monday - access to be negotiated on an annual basis between the parties and the City of Holdfast Bay with a position to be determined by end August. A reduction of 17% will be made to the sub-licence fee (refer Item 3) payable by Brighton Cricket Club Inc where Brighton Lacrosse Club Inc retain full access on Mondays.</p> <p>(b) Wednesday from 4:30pm to 8:30pm, reduced to 6:00 pm to 8:30 pm during the month of March.</p> <p>(c) Friday from 4:30pm to 8:30pm; and</p> <p>(d) Saturday and Sunday from 8:00am to 7:00pm,</p> <p>during the period from 1 October to 31 March (inclusive) in each calendar year during the Term of this Sub-Licence and during such other times as agreed in writing between the parties from time to time.</p>
<p>Item 8</p> <p>Dates:</p> <p>Method:</p>	<p>Sub-Licence Fee Review</p> <p>(a) 6 July 2026</p> <p>(b) 6 July 2027</p> <p>(c) 6 July 2028</p> <p>(d) 6 July 2029</p> <p>As at and from each review dated specified above there shall be a CPI Review.</p>
Item 9	<p>Renewal</p> <p>Nil</p>
Item 10	<p>Services</p> <p>Nil</p>
Item 11	<p>Outgoings</p> <p>SA Water rates and charges to be charged on a seasonal basis commensurate with the times of use in Item 7 of this Schedule, on-charged by the invoice recipient.</p>
Item 12	<p>Sub-Licensee's Share</p> <p>Not Applicable</p>

Item 13	<p>Public Risk Insurance</p> <p>The Sub-Licensee must effect and keep current during the Term a policy of public risk insurance applicable to the Sub-Licence Area and the Permitted Use in the name of the Sub-Licensee (but noting the Council's interest) for an amount not less than \$20,000,000.00 per claim and unlimited in the annual aggregate, or such higher amount as the Licensor may reasonably require from time to time.</p>
Item 14	<p>Special Conditions</p> <p>1. Child Safe Environment</p> <p>1.1 The Sub-Licensee acknowledges that the City of Holdfast Bay is committed to providing a child safe environment (as defined by the <i>Children and Young People (Safety) Act 2017</i> (SA)) at all times. A child safe environment is 'an environment, which is both child-safe and child-friendly, where children are valued and feel respected and encouraged to reach their full potential.</p> <p>1.2 The Sub-Licensee represents to the Licensor that it has fulfilled and will ensure that it continues to fulfil its requirements under the <i>Children and Young People (Safety) Act 2017</i> (SA) in relation to occupying the Sub-Licence Area for the Permitted Use.</p> <p>1.3 The Sub-Licensee must act in the best interests of the community at large.</p> <p>1.4 The Sub-Licensee must at the request of the City of Holdfast Bay provide a current police clearance, working with children check and/or the relevant criminal history screening certificate under relevant legislation for the Sub-Licensee or any of the Sub-Licensee's officers, volunteers, members, employees, contractors, tenants and agents who provide recreation and education services from the Sub-Licence Area.</p> <p>1.5 If the City of Holdfast Bay makes a request of the Sub-Licensee under this Special Condition, the Sub-Licensee must provide the requested documents within ten (10) business days of such request. Failure to do so will be considered a breach of an essential term of this Sub-Licence.</p> <p>2. Use of Sub-Licence Area</p> <p>2.1 The Sub-Licensee acknowledges that the grant of this Sub-licence is non-exclusive, and that the Sub-Licensor may itself, or may grant to third parties by way of a hire agreement, use of the Sub-Licence Area outside of the Times of Use. The Sub-Licensor agrees to consult with the Sub-Licensee prior to exercising its rights of this Special Condition.</p> <p>2.2 The Sub-Licensor acknowledged that it may neither use nor grant to third parties use of the Sub-Licence area during the Times of</p>

	<p>Use expressed in Item 7, unless otherwise consented to by the Sub-Licensee following prior written request.</p> <p>2.3 The Sub-Licensee must leave the Land (including the Sub-Licence Area) in a clean and tidy state at the end of each use.</p> <p>2.4 The Sub-Licensee is responsible for all costs in connection with caretaking and security services in respect of the Sub-Licence Area.</p> <p>2.5 The Sub-Licensee must not undertake any alterations, additions or modifications to any structure, path or anything built on the Land or within the Sub-Licence Area nor erect nor install any signage on the Land or within the Sub-Licence Area without the prior written consent of the Sub-Licensor and the City of Holdfast Bay.</p> <p>2.6 Except where approved by the City of Holdfast Bay, the Sub-Licensee must not under any circumstances allow alcohol onto the Land and must ensure that its patrons, members and visitors do not bring alcohol onto the Land.</p> <p>2.7 Smoking is not permitted on the Sub-Licence Area.</p> <p>2.8 A breach of any of the Special Conditions will constitute a breach of this Sub-Licence.</p> <p>2.9 The Sub-Licensee must keep the Sub-Licensor advised at all times of the names and telephone numbers of at least two (2) current contact persons.</p> <p>2.10 For the avoidance of doubt, the Sub-Licensee acknowledges that the Sub-Licensor has no liability or responsibility for any fixtures, fittings and/or other items installed, owned or otherwise brought onto the Sub-Licence Area by the Sub-Licensee.</p>
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STANDARD SUB-LICENCE TERMS

1. DEFINITIONS AND INTERPRETATION

In this Sub-Licence, unless the context otherwise requires:

- 1.1 **Authority** means any governmental, semi-governmental or other authority having jurisdiction or authority in respect of the Sub-Licence Area;
- 1.2 **Commencement Date** means the date in Item 4;
- 1.3 **Sub-Licence Fee Review** is a review of the then current annual Sub-Licence Fee to an amount calculated by changing the Sub-Licence Fee payable by the Sub-Licensee during the year immediately preceding the review date (disregarding any Sub-Licence Fee free period or other incentive) by a percentage figure equal to the amount (expressed as a percentage) by which the Consumer Price Index (Adelaide - All Groups) has changed during the one year period immediately preceding the relevant review date provided that if during the term the Consumer Price Index ceases to be published or substantially changes, the City of Holdfast Bay will select another similar index or indicator of changes in consumer costs in lieu of the Consumer Price Index for the purposes of this definition;
- 1.4 **Expiry Date** means the date in Item 5;
- 1.5 **Default Rate** means the rate which is two per centum (2%) per annum greater than the published annual rate of interest charged from time to time by Westpac Banking Corporation on overdraft facilities of more than \$100,000.00 and if there is more than one rate published the highest of those rates;
- 1.6 **Land** means the land described in Item 1;
- 1.7 **Sub-Licence Area** means the sub-licence area described in Item 2;
- 1.8 **Sub-Licence Fee** means the fee in Item 3;
- 1.9 **Sub-Licensee's Agents** means each of the Sub-Licensee's agents, contractors, subcontractors, employees, officers, sub-lessees, licensees, invitees, or any other person claiming through or under the Sub-Licensee;
- 1.10 **Sub-Licensee's Share** means the proportion specified in Item 12;
- 1.11 **Sub-Licensors Agents** means each of the Sub-Licensors agents, contractors, subcontractors, employees, officers, sub-lessees, licensees (excluding the Sub-Licensee or the Sub-Licensee's Agents), invitees, or any other person claiming through or under the Sub-Licensors;
- 1.12 **Outgoings** means the outgoings described in Item 11;
- 1.13 **Permitted Use** means the use described in Item 6;
- 1.14 **Renewal Term** means the term (if any) of renewal or extension specified in Item 9;
- 1.15 **Review Date** means the dates in Item 8;

- 1.16 **Schedule** means the schedule attached to this Sub-Licence;
- 1.17 **Services** means electricity, gas, water, oil, telephone and other like services together with the services described in Item 10;
- 1.18 **Term** means the term commencing on the Commencement Date and expiring on the Expiry Date and any extension or renewal of this Sub-Licence or any period during which the Sub-Licensee uses the Sub-Licence Area;
- 1.19 **Times of Use** means the times set out in Item 7;
- 1.20 a reference to any document is a reference to that document as varied, novated or replaced from time to time;
- 1.21 the singular includes the plural and vice versa;
- 1.22 a reference to a gender includes all genders;
- 1.23 the use of the word “including” does not limit what else might be included;
- 1.24 a reference to a thing includes all or any part of it;
- 1.25 where a word or phrase is defined, its other grammatical forms have a corresponding meaning;
- 1.26 a reference to a person or entity includes a natural person, a partnership, corporation, trust, association, unincorporated body, authority or other entity;
- 1.27 a reference to a party includes that party’s legal personal representatives, successors and permitted assigns;
- 1.28 a term which purports to bind or benefit two or more persons binds or benefits them jointly and severally;
- 1.29 headings are inserted in this document for convenience only and are not intended to affect its interpretation;
- 1.30 a reference to a statute, ordinance, code or other law includes regulations and other instruments issued under it and consolidations, amendments, re-enactments or replacements of any of them; and
- 1.31 a reference to an Item means an Item in the Schedule.

2. **GRANT OF SUB-LICENCE**

The Sub-Licensor grants to the Sub-Licensee a non-exclusive Sub-licence to use the Sub-Licence Area for the Permitted Use and during the Times of Use. The Sub-Licensor will permit the Sub-Licensee and the Sub-Licensee’s Agents access for the purpose of ingress and egress to and from the Sub-Licence Area without hindrance over across and along all such parts of the Land as are reasonably necessary to access the Sub-Licence Area.

3. TERM

This Sub-Licence commences on the Commencement Date and continues until the Expiry Date or the prior surrender or termination of this Licence.

4. SUB-LICENCE FEE

- 4.1 The Sub-Licensee must pay to the Sub-Licensor or as the Sub-Licensor directs the Sub-Licence Fee without demand, set-off, counterclaim, withholding or deduction by way of two (2) equal instalments on or before 1 October and 1 January in each calendar year during the Term.
- 4.2 The Sub-Licence Fee will be reviewed on each Review Date in the manner described in Item 8.
- 4.3 Until the new Sub-Licence fee has been determined, the Sub-Licensee must continue to pay the Sub-Licence Fee payable before the Review Date.
- 4.4 Any variation in the Sub-Licence Fee takes effect on the Review Date and within fourteen (14) days of determination the Sub-Licensor must refund any overpayment or the Sub-Licensee must pay any shortfall.

5. SERVICES

The Sub-Licensee must pay charges for all Services supplied by any Authority to the Sub-Licensee.

6. OUTGOINGS

- 6.1 The Sub-Licensee must pay or reimburse to the Sub-Licensor, or as the Sub-Licensor directs, the Sub-Licensee's Share of all Outgoings levied, charged or assessed in respect of the Sub-Licence Area or the Land.
- 6.2 The Outgoings will be adjusted between the Sub-Licensee and the Sub-Licensor as at the date of commencement, expiry or termination (as the case may be) and the Sub-Licensor's proportion will be so much of any Outgoing that relates to any period of time not included in the Term of this Sub-Licence.

7. POWER AND OTHER UTILITIES

- 7.1 The Sub-Licensee must pay as and when they are due for payment, all costs for the use of the consumption of electricity supplied to or used from the Sub-Licence Area.
- 7.2 If there is no separate meter for recording or measuring the services and utilities consumed on or from the Sub-Licence Area, then the Sub-Licensor and Sub-Licensee must, if required by the City of Holdfast Bay, install the necessary meters at their own cost.

- 7.3 Without limiting the generality of this clause 7, the Sub-Licensee will comply in all respects with the *Electricity (General) Regulations 2012* (SA) and any other applicable electricity laws.

8. PERMITTED USE

- 8.1 The Sub-Licensee must only use the Sub-Licence Area for the Permitted Use and during the Times of Use.
- 8.2 The Sub-Licensee must:
- (a) not carry on any offensive or dangerous activities on or from the Sub-Licence Area;
 - (b) not create a nuisance or disturbance for the Sub-Licensor or for the owners or occupiers of any adjoining property;
 - (c) ensure at all times that activities conducted on or from the Sub-Licence Area do not discredit the Sub-Licensor; and
 - (d) not transfer, Sub-Licence, charge or otherwise part with his, her or its interest in this Sub-Licence or otherwise part with possession of the Sub-Licence Area without the prior written consent of the Sub-Licensor and the City of Holdfast Bay.

9. SUB-LICENSOR'S RIGHTS AND OBLIGATIONS

- 9.1 Subject to the Sub-Licensor's rights and to the Sub-Licensee complying with the Sub-Licensee's obligations under this Sub-Licence, the Sub-Licensee may occupy the Sub-Licence Area during the Times of Use during the Term without interference from the Sub-Licensor.
- 9.2 The City of Holdfast Bay may enter the Sub-Licence Area at any time and without notice for any purpose including inspection or to carry out maintenance, repairs or building work which are the responsibility of the City of Holdfast Bay.

10. SUB-LICENSEE'S OBLIGATIONS

The Sub-Licensee must at its cost:

- 10.1 obey any law that requires the Sub-Licensee to do, or to refrain from doing anything concerning the Sub-Licence Area, the Sub-Licensee's use of the Sub-Licence Area, or this Sub-Licence;
- 10.2 obtain and keep current all consents, authorities, permits and licences necessary for the lawful conduct of the activities conducted by the Sub-Licensee in the Sub-Licence Area;
- 10.3 ensure that the Sub-Licence Area are used carefully and responsibly and in accordance with any directions that may be given by the Sub-Licensor from time to time;

- 10.4 immediately repair or make good any damage to the Land and/or the Sub-Licence Area caused or contributed by the act, omission, negligence or default of the Licensee (and/or its invitees);
- 10.5 only use the Sub-Licence Area for the Permitted Use specified in the Schedule;
- 10.6 keep the Sub-Licence Area clean and tidy and free from animals, vermin and pests;
- 10.7 comply with all laws, requirements and reasonable directions of the Sub-Licensor in relation to occupational health and safety, public health, fire safety and safety generally;
- 10.8 comply with all laws relating to:
 - (a) the Sub-Licensee's use and occupation of the Sub-Licence Area; and
 - (b) the Permitted Use;
- 10.9 obtain the Sub-Licensor's consent before the Sub-Licensee alters, installs any equipment or signage, re-designs the Sub-Licence Area or does any other building work in or on the Sub-Licence Area;
- 10.10 comply with the reasonable rules, requirements and directions of the Sub-Licensor regarding the use of the Sub-Licence Area and the Land;
- 10.11 following each Time of Use the Sub-Licensee must remove all rubbish and other items brought onto the Sub-Licence Area, and promptly make good any damage caused by the Sub-Licensee; and
- 10.12 upon the expiration or earlier cancellation of this Sub-Licence, make good any damage it has caused to the Sub-Licence Area during the Term.

11. RISK AND INSURANCES

- 11.1 The Sub-Licensee must effect and keep current during the Term the insurance policies specified in Item 13.
- 11.2 The Sub-Licensee must:
 - (a) whenever the Sub-Licensor asks, give the Sub-Licensor a copy of each insurance policy or a certificate of currency for the insurance; and
 - (b) notify the Sub-Licensor immediately if any such policy is cancelled or an event occurs which may allow a claim or affect rights under the policy.
- 11.3 The Sub-Licensee occupies and uses the Sub-Licence Area at the Sub-Licensee's own risk.

12. RELEASE AND INDEMNITY

- 12.1 The Sub-Licensee indemnifies the City of Holdfast Bay and its Agents against any action or demand due to any damage, loss, injury or death caused or contributed to by:

- (a) the Sub-Licensee's act, omission, default or negligence;
 - (b) the Sub-Licensee's use or occupation of the Sub-Licence Area and/or the Land;
 - (c) any breach of this Sub-Licence by the Sub-Licensee;
 - (d) damage to property or injury or death to any person; or
 - (e) any fire on or from the Sub-Licence Area, and the overflow or leakage of water or any other harmful substance or thing into or from the Sub-Licence Area.
- 12.2 The Sub-Licensee indemnifies the City of Holdfast Bay against any action or demand due to any damage, loss, injury or death caused or contributed to by the City of Holdfast Bay doing anything which the Sub-Licensee must do under this Sub-Licence, but has not done or has not done properly.
- 12.3 Each indemnity in this clause is independent from the Sub-Licensee's obligations under this Sub-Licence and does not end when this Sub-Licence ends.
- 12.4 The Sub-Licensee releases the City of Holdfast Bay and its Agents from, and agrees that the City of Holdfast Bay and its Agents will not be liable for liability or loss arising from, or costs incurred in connection with:
- (a) damage, loss, injury or death; and
 - (b) anything the Sub-Licensors are permitted or required to do under this Sub-Licence, except to the extent that the Licensors cause this by a negligent act or negligent omission.

13. BREACH

- 13.1 The Sub-Licensee breaches this Sub-Licence if:
- (a) the Sub-Licence Fee or any part of it is unpaid, it disobeys or otherwise fails to perform any term of this Sub-Licence and such noncompliance continues for a period of fourteen (14) days following service of a written notice of such default; or
 - (b) an order is made or a resolution passed that the corporation be wound up;
 - (c) an order is made or a meeting is called for the appointment of a provisional liquidator, a liquidator or an administrator to the Sub-Licensee;
 - (d) an administrator, a receiver, a manager or an inspector is appointed in respect of the Sub-Licensee or any of the assets of the Sub-Licensee;
 - (e) the Sub-Licensee is insolvent within the meaning of the *Corporations Act 2001* (Cth); or
 - (f) execution is levied against the Sub-Licensee and is not discharged within one (1) calendar month.

- 13.2 If the Sub-Licensee is in default of this Sub-Licence under clause 13.1 then Sub-Licensor may provide a written request to the City of Holdfast Bay to terminate this Sub-Licence and re-enter the Sub-Licence Area.

14. RENEWAL

- 14.1 If a right of renewal has been granted to the Sub-Licensee as described in Item 9 and the Sub-Licensee wishes to exercise that right of renewal, then the Sub-Licensee must serve a written notice on the Sub-Licensor not less than three (3) months and not more than six (6) months before the expiry of the then current term stating it requires a renewal of this Sub-Licence.
- 14.2 The Sub-Licensee will not be entitled to a right of renewal if:
- (a) the Sub-Licensee has been in breach of this Sub-Licence at any time before giving notice of the Sub-Licensee's exercise of the right of renewal;
 - (b) the Sub-Licensee is in breach of the Sub-Licence at the time of giving that notice; or
 - (c) the Sub-Licensee is in breach or commits a breach of this Sub-Licence after giving notice but before commencement of the Renewal Term.

15. NATURE OF SUB-LICENCE

- 15.1 The rights under this Sub-Licence rest in contract only and do not create in or confer upon the Sub-Licensee any tenancy or any estate or interest in the Sub-Licence Area.
- 15.2 The rights granted shall not confer upon the Sub-Licensee or any person claiming through or under the Sub-Licensee any rights of exclusive occupation.

16. SPECIAL CONDITIONS

The Sub-Licensor and the Sub-Licensee acknowledge and agree that the Special Conditions described in Item 14 form part of this Sub-Licence and to the extent that there is any inconsistency between the terms of this Sub-Licence and the Special Conditions, the Special Conditions will prevail.

17. GST

- 17.1 For the purposes of GST levied or imposed on or in respect of any supply by the Sub-Licensor to the Sub-Licensee made under this Sub-Licence, the amount payable for that supply will be increased by the amount necessary to ensure that the payment made by the Sub-Licensee net of GST is the same as it would have been before the GST was levied or imposed and the Sub-Licensee must pay that amount as increased.
- 17.2 Words or expressions used in this Sub-Licence, which are defined in the *A New Tax System (Goods and Services Tax) Act 1999* (Cth), have the same meaning in this Sub-Licence.

18. INTEREST ON OVERDUE AMOUNTS

If the Sub-Licensee does not pay an amount when it is due, it must pay interest on that amount on demand from when the amount becomes due until it is paid in full. Interest is calculated on outstanding daily balances at the Default Rate.

19. MISCELLANEOUS

- 19.1 If the Sub-Licensee continues in occupation of the Sub-Licence Area after the Expiry Date with the consent of the Sub-Licensor the Sub-Licensee will thereupon become or be deemed to be a monthly tenant of the Sub-Licensor at a Sub-Licence Fee determined in accordance with this Item 8, and such tenancy will be subject to such of the conditions and covenants contained in this Sub-Licence as are applicable to a monthly tenancy.
- 19.2 The Sub-Licensor and the Sub-Licensee acknowledge and agree that this Sub-Licence contains and represents the entire agreement reached between them with regard to the Land and that no promises, representations or undertakings, other than those contained in this Sub-Licence, were made or given or relied upon.
- 19.3 The Sub-Licensor makes no warranty or representation regarding the suitability of the Sub-Licence Area (structural or otherwise) for the Permitted Use or any other purpose.
- 19.4 If any part of this Sub-Licence is found to be invalid or void or unenforceable, then that part will be severed from this Sub-Licence and the remainder of this Sub-Licence will continue to apply.
- 19.5 Each party will pay its own costs and expenses in relation to the negotiation, preparation and execution of this Sub-Licence. The Sub-Licensee must pay all stamp duty (if any) assessed or chargeable in respect of this Sub-Licence.
- 19.6 In addition to any other means of giving notice, any notice will be taken to have been given if it is in writing and signed by or on behalf of the party giving the notice and either delivered or sent by ordinary pre-paid post to the other party at the address set out in this Sub-Licence or such other address as may be advised in writing. A notice will be taken to have been given at the time of delivery or on the day following the date of posting (whether actually received or not).
- 19.7 This Sub-Licence is governed by the laws of South Australia. The parties submit to the jurisdiction of the courts of South Australia and agree to issue any proceedings relating to this Sub-Licence in those courts.
- 19.8 Every provision of this Sub-Licence is independent of the other. Any provision which is prohibited or unenforceable in any jurisdiction will be ineffective to the extent only of such prohibition or unenforceability, and the other provisions will remain in force.
- 19.9 Any variation of this Sub-Licence must be in writing and signed by each party.
- 19.10 Unless otherwise stated, the Sub-Licensor may in its discretion give (conditionally or unconditionally) or withhold any approval or consent under this Sub-Licence.

Executed as a deed on

The Common Seal of City of Holdfast Bay
was hereunto affixed in the presence of:

.....
Mayor

The Common Seal of Brighton Cricket Club Inc
was hereunto affixed in the presence of:

.....
Signature of Authorised Officer

.....
Chief Executive Officer

.....
Name of Authorised Officer

The Common Seal of Brighton Lacrosse Club Inc
was hereunto affixed in the presence of:

.....
Name of Authorised Officer

.....
Signature of Authorised Officer

.....
Name of Authorised Officer

.....
Name of Authorised Officer

Annexure A



Government
of South Australia

Land Services Group

Addendum Brighton Cricket Club Inc and Brighton Lacrosse Club Inc Monday Access Schedule – Season 2025/2026

Event	Dates	Times	Description
SMASH Program Information & Practice Match	Monday 3 November	6.00pm to 8.30pm	Local event
SMASH Program Competition 1	November / December 2025 Monday 17 November Monday 24 November Monday 1 December Monday 8 December	6.30pm to 8.30pm	Local competition
SMASH Program Competition 2	February 2026 Monday 2 February Monday 9 February Monday 16 February Monday 23 February	6.30pm to 8.30pm	Local competition
Carnival Juniors	January 2026 Monday 12 January Tuesday 13 January	8.00am to 5.00pm	Local carnival
Veterans Carnival	February 2026 1 consecutive Monday and Tuesday during February 2026 Dates to be confirmed with Brighton Lacrosse Club and Council	8.00am to 5.00pm	Local carnival

Brighton Lacrosse Club Inc – Monday Access

Brighton Lacrosse Club	<p>October 2025 Monday 6 October, Monday 13 October, Monday 20 October and Monday 27 October</p> <p>November 2025 Monday 10 November</p> <p>December 2025 Monday 15 December, Monday 22 December and Monday 29 December</p> <p>January 2026 Monday 5 January, Monday 12 January (after 5.00pm), Monday 19 January and Monday 26 January</p>
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Item No: 15.6

Subject: **OUTGOING COMMUNITY GRANTS SUMMARY 2024-25**

Summary

This report provides an overview of outgoing community grants awarded by the City of Holdfast Bay during the 2024–2025 financial year. These grants supported a range of local initiatives, events, creative projects, and young people representing South Australia or Australia.

The four grant streams covered Community Chest; Recreation and Wellbeing Community Donations; Youth Achievement Sponsorships; and Events, Festivals, Public Art and Cultural Grants; and reflect Council’s commitment to a connected, inclusive, creative and healthy community.

Recommendation

That Council notes the summary of grants distributed in the 2024-2025 financial year.

Background

The City of Holdfast Bay provides financial support through a variety of small grant and sponsorship programs that enable and empower community organisations and individuals to undertake initiatives that benefit the local community under the Community Chest, Recreation and Wellbeing Community Donations, Youth Achievement Sponsorship and Events, Festivals, Public Art and Cultural Grants programs.

Report

Community Chest Grant Program

The Community Chest Program offers a small, one-off grants of up to \$1,000 to support local community development initiatives. These may include small-scale events, projects enhancing public spaces, social inclusion activities, and programs promoting wellbeing or sustainability.

Total applications received: 32 (1 withdrawn)

Applications approved: 20

Total expenditure: \$15,257.20

Examples of funded projects include:

- A cultural cooking program connecting CALD seniors through food
- A local sustainability club installing native garden beds
- A school group delivering a student-led art project exploring mental health.

Recreation and Wellbeing Community Donations

This grant stream provides targeted support for projects that enhance recreation, wellbeing, social inclusion, or respond to a demonstrated community need.

Applications received: 2

Applications approved: 2

Total expenditure: \$9,009

The approved projects include:

- ***Video Vibes: \$4,009***
A promotional video project to raise awareness and engagement at the Seacliff Recreation Centre. The video aims to attract new members and promote activities related to sport, mental health, nutrition, and inclusion.
- ***The Queer Society Partnership: \$5,000***
Support for LGBTQIA+ youth programming displaced from Headspace Marion. This new partnership fosters peer-based support and social connection while responding to the needs of a priority group identified in the SA Youth Action Plan 2025-2028. The group will collaborate with Council's HoldUp Youth Committee to expand inclusivity across the region.

Youth Achievement Sponsorship Program

This program supports local young people selected to represent South Australia or Australia in sport, civic, or creative pursuits. It helps offset associated costs and recognises their commitment, talent, and leadership.

Applications received: 78

Applications approved: 63

Total expenditure: \$8,375

These sponsorships contribute to a vibrant, engaged, and future-focused community by celebrating the achievements of our young people.

Events, Festivals, Public Art and Cultural Grants Program

This program supports local community events and festivals and provides opportunities for not-for-profit organisations, groups, collectives and individuals to deliver innovative events, festivals, creative arts and cultural activities or works of art in the public realm.

Applications received: 7

Applications approved: 6

Total Expenditure: \$12,000

This program aims to represent various activities that contribute to public spaces and/or promote cultural vitality, creativity and connections within the City. It also supports activations and innovations, encouraging participation by people of all ages, abilities and backgrounds.

Budget

\$44,641.50 was allocated across four grant streams from Council's \$50,000 community grants budget.

Life Cycle Costs

Not applicable

Strategic Plan

Our Holdfast 2050+ Strategic Plan:

- Wellbeing — by supporting programs that foster healthy, inclusive communities
- Sustainability — by encouraging resilient and sustainable local initiatives
- Innovation — by enabling creative, community-led responses and local activation.

Council Policy

Not applicable

Statutory Provisions

Local Government Act 1999, sections 6-8

Written By: Manager Community Wellbeing

General Manager: Community and Business, Ms M Lock

Item No: 15.7

Subject: **WESTERN ADELAIDE TOURISM ALLIANCE – TOURISM DESTINATION ACTION PLAN 2025-2029**

Summary

The Western Adelaide Tourism Alliance Tourism Destination Action Plan (TDAP) 2024 was endorsed by Council on 26 April 2023 (C260423/7424) and the TDAP 2024 Review Report was presented to Council on 12 November 2024 (C121124/7934).

This report provides a review of the 2024 Plan and introduces the draft Western Adelaide Tourism Alliance Tourism Destination Action Plan 2025–2029 for noting.

Recommendation

That Council:

- 1. notes the report and the draft Western Adelaide Tourism Alliance Tourism Destination Action Plan 2025-2029; and**
 - 2. authorises the Chief Executive Officer to make minor formatting or technical amendments to the draft Western Adelaide Tourism Alliance Tourism Destination Action Plan 2025-2029 in consultation with other member councils.**
-

Background

The Western Adelaide Tourism Alliance (WATA) was established in 2015 as a strategic partnership between the cities of Charles Sturt, Holdfast Bay, Port Adelaide Enfield, and West Torrens to support tourism growth across western Adelaide.

The Tourism Destination Action Plan (TDAP) 2024, endorsed by Council in April 2023, guided collaborative tourism development and aligned with state and national strategies. A review of the plan was completed in late 2024 (Attachment 1), with key outcomes informing the development of the TDAP 2025–2029 (Attachment 2).

Refer Attachments 1 and 2

Report

Review of the Western Adelaide Tourism Alliance Tourism Destination Action Plan 2024

The TDAP 2024 focused on five key objectives, including destination marketing, industry advocacy and business development. Key achievements included:

- enhanced regional collaboration and cross-council partnerships;
- increased destination marketing aligned with the Adelaide Beaches brand; and
- delivery of priority actions across visitor servicing, and industry engagement.

For the Western Adelaide region, between 2019 and 2024:

- visitor numbers increased by 49%;
- visitor expenditure rose by 90% (from \$677m to \$1.286b); and
- tourism-related employment grew by 77%.

WATA TDAP 2025-2029 Overview

City of Charles Sturt presented the WATA TDAP 2025-2029 for endorsement on 26 June 2025. City of Port Adelaide Enfield received and noted the plan on 8 July 2025 while City of West Torrens endorsed the plan on 19 August 2025.

The new plan continues the strategic direction of the previous TDAP and aims to further strengthen western Adelaide as a leading metropolitan tourism destination.

The vision is to position western Adelaide as a must-visit destination for all visitors to Adelaide and South Australia.

The strategic priorities are:

1. Destination marketing and promotion
2. Data and insights
3. Advocacy and industry engagement
4. Business and product development
5. Strategic partnerships and collaboration

The plan includes a phased implementation schedule, annual monitoring, and alignment with local, state, and national strategies, including SATC's Visitor Economy Sector Plan 2030 and Tourism Australia's THRIVE 2030 Strategy.

Due to the timing of the plan's development, it does not specifically address the impacts of the Harmful Algal Bloom (HAB). However, these impacts have been considered in more localised planning efforts. Key actions to address the challenges associated with the HAB are being incorporated into the updated City of Holdfast Bay Tourism Destination Action Plan, which is currently being finalised.

Conclusion

The WATA TDAP 2025-2029 reflects a decade of successful collaboration between all four councils and a refreshed framework to guide tourism development through to the end of 2029. It positions the region to attract investment, support local operators and grown the visitor economy.

Budget

The implementation of the WATA TDAP 2024 will be resourced from existing staff resources and the recurrent budget.

Life Cycle Costs

Not applicable

Strategic Plan

Economy: Boosting our visitor economy

Placemaking: Creating lively and safe places

Economy: Supporting and growing local business

Culture: Being financially accountable

Council Policy

Building Western Adelaide 2021-2024 - Western Adelaide Regional Economic Development Strategy and Action Plan.

City of Holdfast Bay Tourism Recovery Plan 2023.

Statutory Provisions

Not applicable

Written By: Tourism Development Coordinator, City Activation

General Manager: Community and Business, Ms M Lock

Attachment 1



WATA TDAP 2024 – Overall Plan Review 2023/24FY

What does the TDAP aims to achieve?

The vision for the Tourism Destination Action Plan 2024 is to position the Western Adelaide region as a must-visit destination for all visitors travelling to Adelaide and around South Australia. The primary goal is to capitalise on increasing visitation, leading to higher economic gains and increasing sustainable tourism jobs within the region.

In 2019, tourism within the Western Adelaide region directly employed 9,945 people, supported 4,421 businesses, and tourism expenditure was valued at \$677Million (Tourism Research Australia (TRA) NVS and IVS 2016-2019).

Over the last FY, visitation to the Western Adelaide region increased to 2,358,400 visitors and visitor expenditure has built up to \$1.286Billion, with estimated regional tourism jobs representing 17,559 jobs. The WATA committee has organised four networking events over the last twelve months reaching nearly 600 people and increasing the business database.

Regional issues identified in the TDAP 2020 which were still relevant in 2022 when this plan was written include:

1. Lack of centralised resources and funding to market the region.
 - *All four councils allow for budget funding for all marketing and administration requirements for each FY.*
2. Low awareness level of the range of experiences that the region offers.
 - *WATA committee promotes experiences and events throughout the region through the Adelaide Beaches website, social media or through blogs.*
3. Lack of understanding of the visitor economy and importance.
 - *Local tourism operators are encouraged to adopt and embrace a Western Adelaide regional identity for their business. Regular WATA updates at networking events highlight the importance of the visitor economy for the region.*
4. Lack of centralised communication.
 - *WATA working towards regular EDMs for operators and tourism stakeholders.*
5. Varying levels of maintaining infrastructure.
 - *This is different for each council.*

By setting realistic goals, this Plan enhances the visitor economy of the Western Adelaide region by:

- Ensuring confident and consistent marketing activities to drive targeted demand.
- Setting a framework for industry stakeholders to better communicate and collaborate, creating an engaged and informed professional community.
- Improving our understanding of the current state of the visitor economy within the region, our target markets, product gaps and opportunities.

- Ensuring that the visitor economy is still regarded by all stakeholders in each municipality as a critical, sustainable economic driver for the region.

To attract visitors, several attributes of South Australia have been identified that are particularly important for Western Adelaide:

- Good food, wine, breweries and distillery offerings, distinctive dining and fresh regional produce.
- Coastal and beach experiences including the Cruise Market (aligned with the SATC Cruise Ship Action Plan 2025).
- History and heritage / arts and culture are a substantial opportunity for Western Adelaide; this Plan is aligned with the new SATC Arts and Cultural Tourism Strategy 2025.
- Availability of 4 - 5-star (premium) accommodation.
- Unique experiences not offered anywhere else.
- Leveraging existing and fostering new events that can drive tourism demand to the region.
- Aboriginal tourism product and experience and multiculturalism align current and future products and experiences with the new SATC Aboriginal Tourism Action Plan 2025.

By 2025, Adelaide's visitor expenditure estimated target to reach was \$5.9Billion. Current results from Tourism Research Australia (TRA – Year ending June 2024) show it has reached \$5.906Billion. The estimated value of Adelaide's visitor economy by 2030 has been set at \$7.7Billion, which will be 60% of the State's overall result.

2024 Strategic focus - Primary aims

1. To further establish the WATA as the leading tourism body for the Western Adelaide region, increase the brand awareness of Adelaide Beaches and gain industry acceptance of Western Adelaide as both an important tourism destination and region within South Australia.
 - *Quarterly WATA Networking Events – over the last 18 months we are averaging 75-100 attendees, covering local tourism operators, some government officials (TiCSA / SATC), council staff and EMs. The WATA Committee members have instilled in the attendees the significance of the Western Adelaide region to the overall prosperity of Adelaide's visitor economy, accounting for around 15-20% per annum.*
 - *Local tourism operators have been asked to adopt being part of the Western Adelaide region as a wider tourism destination.*
 - *The Adelaide Beaches website has been redesigned and functional for the last 18 months – the committee has increased the number of pages and blogs to increase traffic to the site and gain a following. The website promotes the Western Adelaide region as a major tourism destination within Adelaide.*
 - *Social media campaigns during critical events, coupled with strategic marketing has increased visitor awareness and boosted visitation and spend throughout the region.*
2. Increasing tourism visitation numbers, overnight stays, and day trips within the Western Adelaide region to help restore the visitor economy to beyond pre-COVID-19 levels for the Western Adelaide region; 552,430 visitors, \$677million in visitor expenditure, 3.307million overnight stays and 9,945 jobs by 2024. (Tourism Research Australia (TRA) NVS and IVS 2016-2019).
 - *See current results above.*
3. The WATA to improve its profile with the South Australian Tourism Commission (SATC), the Tourism Industry Council of South Australia (TiCSA) and Tourism Australia (TA) through increased communication and collaboration.

- *So far it has been difficult to increase the profile of the Western Adelaide region with the SATC, they concentrate on the 11 regions and Adelaide as a whole. The release of SATC's Regional Review offers an opportunity for the WATA to increase collaboration with other areas i.e. AEDA and to be included as an integral part of the success of Adelaide and the new Adelaide Destination Management Plan that is to be developed.*
 - *TiCSA has been supportive, and the WATA Committee has done well to liaise with most staff members.*
 - *We have identified the need to have a WATA Newsletter as a communications tool for industry and scheduled meetings with SATC and TiCSA departments.*
4. After recovering to pre-COVID-19 levels or better by 2024; the Western Adelaide region's overall visitor economy should reach the 2030 aspirational goal of \$1.3Billion based on Adelaide's predicted results from the State's Visitor Economy Sector Plan 2030. The long-term aim is to increase the number of tourism businesses and related jobs within the Western Adelaide region.
 - *South Australia's visitor economy has fully recovered to surpass pre-Covid levels reaching \$9.894Billion, with Adelaide reaching a record \$5.906Billion in tourism expenditure. If the Western Adelaide region is accounting for around 15-20% of Adelaide's visitor economy results, then we are bringing in around \$0.886 to \$1.019Billion in visitor expenditure.*
 - *Visitation numbers throughout the Western Adelaide region have increased well over the last 18 months, overall nights stayed are steady, but expenditure is a lot higher than pre-Covid levels.*
 - *Tourism jobs have bounced back in the last 18 months to be stronger than prior to 2019.*
 5. Work with State Government agencies and the Adelaide Economic Development Agency (AEDA) to increase Adelaide's visitor economy to \$4.6billion by 2024 and the 2030 aspirational expenditure goal of \$7.7billion, set in the State's Visitor Economy Sector Plan 2030.
 - *Adelaide's visitor economy is now worth \$5.906Billion, accounting for 60% of the state's overall visitor expenditure.*
 - *AEDA is now more established; we get regular communications from them but need to step up our relationship with them.*
 6. Work with the SATC, TiCSA and TA to help increase the South Australian Visitor Economy to \$10.2Billion by 2024 and the 2030 aspirational expenditure goal of \$12.8Billion.
 - *The SA visitor economy is close to achieving \$10.2Billion by the end of December 2024, well above the predicted timeframe and should increase over the next 6 years to above the \$12.8billion mark.*
 - *Adelaide is now generating 60% of the state's visitor spending and the regions are back to 40% (during the COVID pandemic this was the reverse).*
 - *The Western Adelaide region continues to generate between 15-20% of Adelaide's visitor expenditure.*
 7. Work with Government agencies and private enterprise to develop a business case to create and open a new Western Adelaide Tourism Bus Route, which follows the Adelaide Beaches coastline from Glenelg to Outer Harbor.
 - *This aim still requires attention and organising. The WATA Committee needs to establish a working group with members from the SATC, DIT, Transit SA, Adelaide Metro and WATA to discuss this as a proposal. Tourism Minister Zoe Bettison has voiced*

her support to the WATA Committee for this project and the SATC Cruise Team are very enthusiastic to make this happen.

- *WATA to create a business case to assess feasibility and then put forward to SATC, DIT, Transit SA, and Adelaide Metro.*
 - *The City of PAE operated a shuttle bus service from Outer Harbor to Semaphore and Port Adelaide in 2023/24 and will be operating it again in 2024/25. Learnings from this can be used to help inform the business case for the Western Adelaide Bus Route.*
8. Attract or deliver a new Major Event for the Western Adelaide region, which benefits local tourism businesses, all four Councils and their communities.
- *I think this aim needs to be changed to – Support all major events in the Western Adelaide region, working with organisers and the Events SA teams to maximise the potential for increased visitation and visitor spending within the region before, during and post the event.*
 - *The WATA Committee has done well to leverage the 2023 Women's Soccer World Cup, LIV Golf and the AFL Gather Round during the last two years. Marketing materials (visitor guides) have been handed out during these events and were well received by visitors and industry.*
9. Foster relationships between the Kurna people, government agencies and local tour companies; with an aim to create and promote Aboriginal tourism products and / or experiences within the Western Adelaide region.
- *The COHB instigated a new project with Kurna called "Signal Fires" which worked in conjunction with the celebrations for Proclamation Day in January 2024. This was successful and won a LGA Award. This could be a way of getting the four councils involved and extending the event to include all the Western Adelaide region's coastline.*
 - *The development of the \$35M Yitpi Yartapuultiku Aboriginal Cultural Centre in Port Adelaide offers significant opportunities for the Western Adelaide region to connect with local Kurna and Aboriginal people to develop and foster new tourism experiences.*

Overall Objectives

Objective 1: Increase Western Adelaide's regional profile within the tourism industry and State Government.

1.1 Use Adelaide Beaches branding to market Western Adelaide as one of Adelaide's premier tourism destinations and recognisable as a tourism region within South Australia.

- *The new brand was launched in late 2022. A Marketing Plan was created, and each council promotes the Adelaide Beaches branding where possible. New marketing collateral has been created (pull-up banners / A4 Adelaide Beaches tear off map / Adelaide Beaches website). Working towards being recognised as a tourism region and a major destination draw card for visitors to Adelaide.*

1.2 Increase communication and collaboration with all relevant tourism and economic development agencies; the SATC, TiCSA, Tourism Australia (TA), AEDA, Regional Development Australia (RDA), Adelaide Hills, Fleurieu and Kangaroo Island.

- *In the last 18 months, WATA has increased our database with most networking functions attracting over 140 registered attendees. The Committee still needs to develop an EDM to regularly send out regional updates to this database. Efforts need to be made to create an Adelaide Metro Tourism Group, with members from WATA, SATC, AEDA and TicSA to meet and discuss tourism issues. WATA to continue to update SATC on Western Adelaide products, services and experiences.*

1.3 Draft a new Marketing Plan 2022-24 that includes familiarisation trips within the region for the promotion of tourism products and experiences, industry engagement, workshops and training.

- *A Marketing Plan was created, so far the WATA Committee has committed to; print media advertisements (Adelaide Regional Visitor Guide / Adelaide Concierge Map), social media campaigns, event promotional materials (pull-up banners), visitor event itineraries (Women's World Cup Soccer / LIV Golf), an A4 Adelaide Beaches tear off map, Entry Banners and the Adelaide Beaches website (Google Ads, JABA hosting). WATA Committee allocated \$20K for the 2023/24FY Marketing Budget and \$17K for the Quarterly WATA Networking Events held in each council area.*

1.4 Build the regional profile of Western Adelaide to a point where it is recognised as a tourism region within South Australia.

- *The release of SATC's Regional Review offers an opportunity for WATA to increase collaboration with other areas i.e. AEDA and to be included as an integral part of the Adelaide Destination Management Plan that is to be developed. WATA Committee to take up a trade table at the 2025 TiCSA SA Tourism Conference, promoting the Western Adelaide region.*
- *WATA to do an audit of trade ready products and experiences for across the region; who already attends trade events, who may be interested, who is at a point to be able to increase their reach?*
- *The Committee should consider sending a member to attend the 2025 Australian Tourism Exchange (in Brisbane April) as an observer, then attend the 2026 ATE as a presenter on behalf of Adelaide Beaches and Western Adelaide tourism operators and in conjunction with AEDA.*

Objective 2: Improve tourism research and statistic building for the Western Adelaide region.

2.1 Improved sharing of all types of statistical results/information other than those recorded by Tourism Research Australia (TRA) i.e. REMPLAN, Spendmapp, ABS, Localis, McGregor Tan and others.

- *WATA Committee to pool all statistical resources together (Spendmapp, REMPLAN, TRA, Localis, VIC / VIO stats) to produce a regional tourism report / update for the 2023/24FY.*

2.2 The WATA will liaise with TRA to attempt to access fresh new statistical information and future results for the Western Adelaide region.

- *Up to date statistical information from TRA has been difficult to obtain due to Covid.*
- *We are currently liaising with SATC to see what data they may be able to provide.*
- *WATA may need to consider and invest in other data sources to be able to quantify the value of tourism for the region.*

2.3 Create an annual WATA update/report for all four Councils and industry stakeholders, including overall visitor numbers, total visitor expenditure, overnight stays, day trips, jobs, ATDW registrations, new products/businesses, industry news and government updates including grant opportunities.

- *WATA Committee to produce an annual report for the four Councils to review by October 2024. Make use of surveys to gain feedback (networking events, training, tourism barometer).*

Objective 3: Advocacy for tourism businesses

3.1 WATA to represent and promote the Western Adelaide region (including the local tourism businesses) to local, state and federal government agencies.

- *Over the last two years the WATA Committee has organised quarterly networking events in each council area which have been very successful, averaging 50-90 attendees. There has been*

an increased take up of local businesses attending over that time and some businesses now coming repeatedly.

- The relationship between WATA and the SATC still needs to be further established for the region to receive sufficient assistance from the various departments within the SATC. SATC has suggested a regional presentation to strategic staff is the best way to start this process.*
- The SATC Cruise team has liaised with WATA to take advantage of increased number of cruise travellers to Adelaide.*
- WATA to host an Adelaide regional tourism meeting and invite AEDA, City of Onkaparinga, City of Marion, City of Norwood Payneham and St. Peters.*

3.2 Liaise with the four councils within the WATA on behalf of local tourism businesses regarding regulatory information and red-tape reduction.

- Each council works with various tourism businesses within their council areas, but this has extended to a more regional outlook, especially due to the quarterly networking events. A regional EDM will help disperse information on grant funding opportunities, as well as ideas for product / business development. Tourism Business Tool Kit still needs to be created.*

3.3 Promote and enhance the profile of the WATA to local tourism businesses, as the main tourism body for the Western Adelaide region.

- Over the last two years, the WATA has increased its profile throughout the Western Adelaide region and built new relationships with the businesses within the region. The August WATA networking event hosted by the COCS attracted over 150 people from across the region and Adelaide, with over 100 people attending. Many of the attendees had been to previous events, this has elevated the recognition of WATA and the committee members.*

Objective 4: Business and Product Development

4.1 Region-wide Business and Product Audit.

- A Regional Business and Product Audit stills needs to be created.*

4.2 Build on existing regionally unique features and identify/celebrate niche experiences, events and products.

- WATA committee members work with local tourism operators to enhance business and product development, as well as connecting them with the SATC and TiCSA. Any grant funding opportunities (local, state or federal) are communicated to operators who may be interested or looking for funding.*
- The Marketing Plan includes details of the target market and personas for the Western Adelaide region, as well as the unique selling points. We still need develop a Tourism Hero List for the region to promote through the website and social media. Those businesses will be developed further using the SATC's help.*
- WATA Committee to organise a group meeting with different stakeholders that can build on relationships and connect with the local Kauna people. A long-term action plan can be created to look at Kauna involvement in events, and tourism products within the Western Adelaide region.*

4.3 Foster existing and attract new tourism businesses to the Western Adelaide area, by developing a regional 'new product pitch' document, outlining how good it is to have a tourism business in the Western Adelaide region and the various opportunities.

- Once a regional product audit has been completed, this can be created.*

4.4 Encourage more entries to the SA Tourism Awards and help tourism businesses with accreditation.

- *The COHB has submitted an entry this year (Category 4), once the finalists are announced, we should have a Western Adelaide table if there are enough entrants?*
- *WATA to work with the TiCSA team to promote entering in the 2025 awards. The COHB networking event is in February and can include a presentation from TiCSA.*

4.5 Liaise with and lobby State Government bodies and speak with transport companies to develop a plan to create a dedicated tourism bus route that takes in the Adelaide Beaches coastline and our western suburbs.

- *The coastal tourist bus route will need support from the SATC, DPTI and either Adelaide Metro / Torrens Transit or Link SA, as well as the four councils in the WATA. We are not sure if a designated route along the western Adelaide coastline can be created and used just like a normal public bus route, or if it would be an opportunity for a private company to take up. Minister Bettison (SA Tourism Minister) is in full support of this project.*

4.6 Attract or develop a regional major event that will benefit all four councils.

- *In the last 18 months we have had quite a few major events take place within the region; AFL Gather Round, LIV Golf, FIFA Women's World Cup Soccer, Adelaide Festival, and the Tour Down Under (Men's and Women's). The WATA Committee has tried to help local businesses leverage event opportunities to maximise visitation and spend during those events. WATA to continue to build the relationship with Events SA.*

Objective 5: Destination Marketing and Development

5.1 WATA to undertake new research to redefine the current personas of the region's target market and update them.

- *WATA committee has spent time over the last 18 months monitoring the types of people who are travelling throughout the Western Adelaide region since the end of the COVID pandemic and the relaxing of all state and international borders.*
- *The SATC have also set new personas / target markets for SA during this time, which WATA can tap into.*
- *All four councils through the sharing of information will be able to set up the new personas / target markets for the Western Adelaide region in the next TDAP update due in February 2025. A new marketing plan will be written in conjunction with this new plan.*

5.2 Launch and roll-out new Adelaide Beaches brand.

- *This was completed; new branding is great; an Adelaide Beaches banner was created and used at events, new road signage, new website and an Adelaide Beaches A4 Tear-off Map was designed, printed and is used at the COPAE VIC and Glenelg VIO. Regular blogs being uploaded to the website weekly.*

5.3 Continue to work with local tourism businesses and event organisers to utilise the Australian Tourism Data Warehouse (ATDW).

- *More tourism businesses need to register with the ATDW and maintain their pages. WATA Committee has an ongoing commitment to help operators do this. New TDAP to include regular regional tourism operator workshops, training for using the ATDW will be included in this.*
- *New-look ATDW roll-out has been delayed, WATA committee has been liaising with ATDW staff to make the most of the new changes when it rolls out.*

5.4 All four councils in the alliance to include Adelaide Beaches branding in marketing, events and communications.

- *Adelaide Beaches branding, particularly the logo is incorporated wherever possible by all four councils. Roadside Banners made and installed by COCS and COWT.*

5.5 Seek grant funding for destination and marketing development.

- *During the last 18 months, there has not been a suitable funding opportunity that the WATA committee could apply for destination marketing purposes.*
- *WATA committee will continue to investigate any type of grant funding opportunities that can be applied to any future projects.*

5.6 Customer service and tourism product training for all regional VIC or VIO staff and volunteers within the Western Adelaide region.

- *Volunteer training and communications which have a bearing on customer service and the promotion of the Western Adelaide region, are constantly undertaken at the COPAE VIC, Glenelg VIO and the COCS Library.*
- *WATA committee to work with AEDA to bring the Adelaide VIC (including staff and volunteers) up to date with information about the region and brand marketing collateral.*

5.7 The WATA works towards setting some aspirational goals for marketing the region.

- *WATA to aim for having a trade table at the 2025 TiCSA SA Tourism Conference, will need to increase the current marketing collateral to do this. New Marketing Plan will look at aspirational goals like developing a 2026 Adelaide Beaches Calendar, a TV Commercial or Radio Spot advertising. An A4 tear off map is currently in market.*

5.8 Enter the South Australian Tourism Awards in the destination marketing category in the next 2 to 4 years.

- *Something for the next TDAP and marketing Plan.*

Attachment 2



Adelaide Beaches

Western Adelaide Tourism Alliance Tourism Destination Action Plan 2025-2029

Prepared by: Western Adelaide Tourism Alliance Committee Members, April 2025



Traditional Owners

The tourism plan acknowledges and pays respect to the Traditional Owners of the land on which we stand, the Kaurna People of the Adelaide Plains. It acknowledges that all the tourism activity and development take place on the lands traditionally owned by the Kaurna People and its upon their ancestral lands that the Western Adelaide region sits.

Message from Council CEOs

The Western Adelaide Tourism Alliance (WATA) between the Cities of; Holdfast Bay, West Torrens, Charles Sturt and Port Adelaide Enfield is in its eleventh year. Since its inception in 2015, this Tourism Alliance has played a major role in developing and promoting the Western Adelaide region as a popular tourism destination in South Australia.

The successful collaboration between all four councils over the last 10 years has shown local tourism operators the importance of working together and has established trust in the Western Adelaide Tourism Alliance (WATA) as a source of helpful information and advocacy for local business.

With the effects of COVID-19 on tourism firmly behind us, the WATA is looking ahead with confidence and enthusiasm. The WATA Tourism Destination Action Plan (TDAP) 2025-2029 takes over from the WATA TDAP 2024.

The vision for the WATA TDAP 2024 was to position the Western

Adelaide region as a must-visit destination for all visitors travelling to Adelaide and South Australia. The primary goal was to capitalise on increasing visitation, leading to higher economic gains and increasing sustainable tourism jobs within the region.

This new WATA TDAP 2025-2029 recognises the benefits of a collaborative regional approach to promote and develop tourism products and initiatives. The intent of this Plan is to provide an updated strategic approach and action plan to guide the growth and development of the visitor sector in the Western Adelaide region over the next four years.

With enthusiasm for projected growth in visitor numbers and expenditure within the Western Adelaide region over the next four years; this new WATA TDAP will support the visitor economy of the Western Adelaide region through until end of 2029.

Paul Sutton
CEO - City of Charles Sturt



Pamela Jackson
CEO - City of Holdfast Bay



Mark Withers
CEO - City of Port Adelaide Enfield



Angelo Catinari
CEO - City of West Torrens



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Executive Summary

The Western Adelaide Tourism Alliance Tourism Destination Action Plan (TDAP) 2025–2029 provides a shared strategic framework to grow the region’s visitor economy through collaboration between the Cities of Holdfast Bay, Charles Sturt, West Torrens, and Port Adelaide Enfield. It builds on the achievements of the TDAP 2024 and responds to emerging visitor trends, stakeholder feedback, and alignment with state and national tourism directions.

Western Adelaide is a key contributor to the Greater Adelaide visitor economy, offering a diverse coastal and cultural destination that accounts for 22% of Adelaide’s total visitor expenditure. The region is home to some of South Australia’s most visited beaches, event destinations, heritage assets, and food and drink experiences, making it well-positioned for continued growth in domestic and international tourism.

The TDAP 2025–2029 identifies five strategic priorities to guide coordinated investment, marketing, industry development, and collaboration:

1. Destination Marketing & Promotion – To promote Western Adelaide’s unique experiences through targeted, cohesive marketing that strengthens regional identity and drives increased visitation and spend.

2. Data & Insights – To leverage accurate, shared tourism data to build a clearer picture of the visitor economy and support evidence-based decision-making, reporting and advocacy.

3. Advocacy & Industry Engagement – To create a stronger, more connected tourism sector by supporting operators with engagement, training, and tools that build capacity and promote collaboration.

4. Business & Product Development – To grow the quality and diversity of tourism offerings by supporting business development, filling product gaps, and enhancing visitor experience.

5. Strategic Partnerships & Collaboration – To foster strategic relationships across all levels of government, industry, main street and trader groups, and the community to align efforts, share resources, and maximise regional benefit.

The accompanying Action Plan outlines a timeline and success measures for each action over the four-year period, with implementation to be monitored annually and adjusted as required. This coordinated approach will strengthen Western Adelaide’s identity as a must-visit destination and ensure tourism continues to deliver sustainable economic benefits for the region.



Setting the Scene

About Western Adelaide

Western Adelaide offers a compelling mix of coastal, cultural, and culinary experiences within one of South Australia's most accessible and well-connected metropolitan regions. The region spans 30 kilometres of pristine coastline and is home to some of the state's most significant natural and cultural assets.

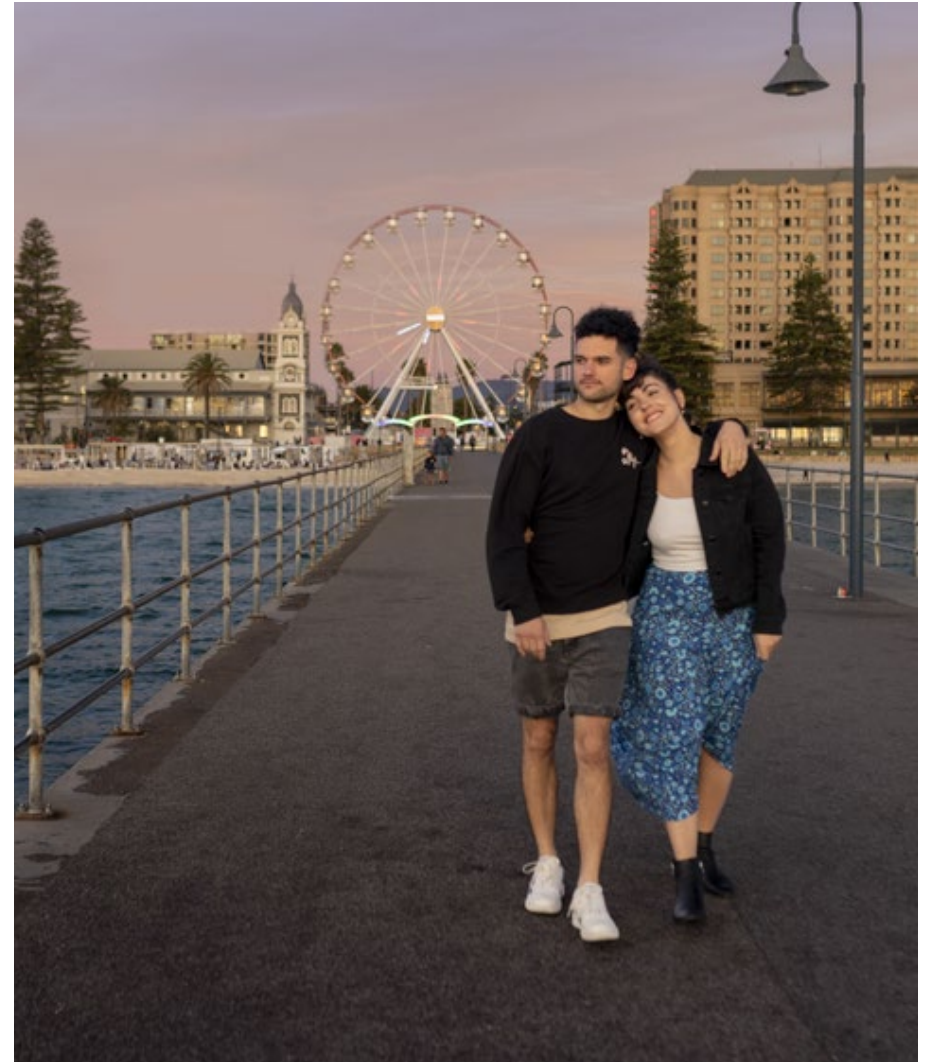
Port Adelaide is a hub for heritage and maritime tourism, featuring iconic museums and historic buildings, while Glenelg holds special significance as the site of South Australia's proclamation. The region's three rivers and lake systems offer abundant aquatic and nature-based tourism opportunities, complemented by high-quality sporting precincts, shopping districts, and key transport gateways including Adelaide Airport, Outer Harbor Passenger Terminal, and the Adelaide Parklands Rail Terminal.

Culturally rich and diverse, Western Adelaide's inner suburbs and beachside precincts—such as Henley Beach, Semaphore and Thebarton—offer some of the city's best dining, breweries, and distilleries, making the area a stronghold for food and drink tourism.

Key Strengths and Experience Pillars

Western Adelaide's unique tourism offering is underpinned by several standout attributes:

- Good food, wine, craft breweries and distilleries, and regional produce.
- Coastal, beach and Nature-Based experiences, including cruise market potential (aligned with the SATC Cruise Ship Action Plan 2025).



- History, heritage, arts, and cultural tourism (aligned with the SATC Arts & Cultural Tourism Strategy 2025).
- Availability of 4 to 5-star accommodation for high-value travellers.
- Unique and authentic experiences not found elsewhere in South Australia
- A diverse calendar of events and festivals to drive year-round demand
- Aboriginal tourism development and multicultural experiences (aligned with the SATC Aboriginal Tourism Action Plan 2025)

Western Adelaide Tourism Alliance (WATA)

The Western Adelaide Tourism Alliance (WATA) represents a long-standing partnership between the Cities of Holdfast Bay, Charles Sturt, West Torrens, and Port Adelaide Enfield. This collaboration was formalised through the Building Western Adelaide Strategy (2015), a region-wide commitment to coordinated economic development. Under this strategy, the four councils signed a Memorandum of Understanding to work together on shared priorities that deliver cross-boundary benefits, including tourism, investment attraction, and advocacy to state and federal government. The MOU includes a commitment to equal funding contributions and shared governance, ensuring the delivery of a unified and impactful tourism strategy across the region.

Tourism was quickly identified as a high-potential sector for Western Adelaide, leading to the development of the Western Region Tourism Destination Action Plan (WR TDAP) 2016–2020. This four-year plan set the foundation for a collaborative approach to growing the

visitor economy, with implementation overseen by a working group of tourism, marketing, and economic development officers from each council.

After the conclusion of the 2016–2020 plan, the onset of COVID-19 created widespread disruption to the tourism industry and delayed strategic planning efforts across all tiers of government. In response, the TDAP 2024 was developed as a short-term two-year plan to support regional recovery, continue partnership activities, and maintain Western Adelaide’s presence in a competitive visitor market. It also allowed time for each council to reset and update their internal economic development and tourism strategies.

The new TDAP 2025–2029 returns to a four-year strategic horizon, aligning with WATA’s original planning cycle and providing a renewed framework for growth. Building on past achievements and regional strengths, it positions Western Adelaide as a leading metropolitan destination through coordinated marketing, product development, industry engagement, and partnership with state and national tourism stakeholders.

WATA TDAP 2024 – Achievements and Impact

The previous Tourism Destination Action Plan (TDAP 2024), adopted by the four WATA councils in April 2023, aimed to position Western Adelaide as a must-visit destination and strengthen the region’s visitor economy through coordinated action.

The Plan focused on raising the region’s profile, enhancing the visitor



experience, supporting local operators, and driving increased visitation and expenditure. Strong alignment with the Adelaide Beaches regional brand and a shared commitment to delivery led to measurable results across all areas.

Key outcomes from TDAP 2024 include:

- **Visitor growth** – Visitation rose from 1.59 million in 2019 to 2.36 million in 2024 – a 48% increase.
- **Visitor expenditure** – Expenditure grew by 90%, from \$677 million to \$1.286 billion.
- **Tourism employment** – Employment grew by 77%, with 17,559 tourism-related jobs supported across the region (Tourism Research Australia, June 2024).
- **Business engagement** – Over 600 participants attended four WATA-led tourism networking events across the partner councils.
- **Digital reach** – The Adelaide Beaches website attracted 34,600+ users; consistent blog updates (92 blogs published) and targeted digital marketing efforts, including Google Ads, contributed to increased visibility. Website traffic increased by 96% from 2022/2023, increasing average monthly users from 1471 to 2883.
- **Marketing & brand** – Delivered new print and digital collateral, road signage, social media content, and presence in visitor publications. Actively marketed the region during major events including the FIFA Women’s World Cup, LIV Golf, AFL Gather Round, and Adelaide Festival.
- **Strategic collaboration** – Strengthened partnerships with SATC, TiCSA, and AEDA.

These results demonstrate the value of a coordinated regional approach and provide a strong foundation for continued growth under the TDAP 2025–2029.

Tourism Performance Snapshot – Western Adelaide Performance Overview

Visitor Numbers	Overnight Stays	Visitor Expenditure	Tourism-related Jobs	Value-added
2019 – 1.59 million 2024 – 2.36 million (+48%)	2019 – 3.31 million nights 2024 – 3.30 million nights (stable)	2019 – \$677 million 2024 – \$1.286 billion (+90%) = 22% of Adelaide’s total visitor economy	17,559 across the four councils (Source: TRA / REMPLAN, June 2024)	Tourism: \$957.7 million Accommodation & Food Services: \$317.8 million Total sector contribution: \$1.28 billion

Source: Tourism Research Australia, Year ending June 2024, using a two-year average over 2022/2023

Strategic Alignment

The TDAP 2025–2029 aligns closely with key local, state, and national strategies to ensure Western Adelaide continues to grow as a competitive and sustainable visitor destination.

WATA’s Role in the Tourism Ecosystem

As a regional collaboration between the Cities of Holdfast Bay, Charles Sturt, West Torrens, and Port Adelaide Enfield, WATA plays an important bridging role between local place-based activity and broader strategic frameworks. The regional level focuses on integration, shared



campaigns, industry support, and alignment across council boundaries – complementing the roles of other levels of government:

Level	Focus	Primary Activities
Local (Council)	Place branding, visitor services, and activation	Managing local tourism assets, digital presence, Visitor Information Centres, community events, infrastructure, and direct business support.
Regional (WATA)	Integration, coordination, advocacy and regional marketing	Co-branded campaigns, stakeholder collaboration, data sharing, operator training, and product development support across the four council areas.
State (SATC)	Statewide strategy, events, marketing and promotion	Large-scale marketing, brand leadership, major event activation, trade partnerships, and regional development.
National (Tourism Australia)	Global positioning and market insights	Promoting Australia in priority international markets, providing national tourism research, and supporting export-ready product development.

This layered approach ensures that WATA’s work supports and amplifies the efforts of both local councils and state/national tourism bodies, while staying grounded in the unique character and strengths of Western Adelaide.

Locally, the plan draws direction from each WATA council’s strategic vision for economic development and tourism. These documents collectively position tourism as a critical driver of local employment, business vitality, place activation, and community vibrancy. The TDAP acts as a unifying regional platform that brings these local aspirations together through shared implementation.

Key council plans include:

- City of Holdfast Bay – Tourism Recovery Plan 2023 and Economic Activation Plan 2023
- City of Charles Sturt – Economic Development Strategy 2022–2026
- City of West Torrens – Economic Development Plan 2025
- City of Port Adelaide Enfield – Prosperous Economy Strategy and Economic Development Plan 2025–2029

At the state level, the TDAP responds directly to the South Australian Tourism Commission’s Visitor Economy Sector Plan 2030, which sets a target of \$12.8 billion in visitor expenditure by 2030 and prioritises experiences in food and drink, nature and wildlife, events, Aboriginal culture, and sustainable tourism. It also aligns with SATC’s Action Plans including the Aboriginal Tourism Action Plan, Cruise Ship Action Plan, and Arts and Cultural Tourism Strategy.

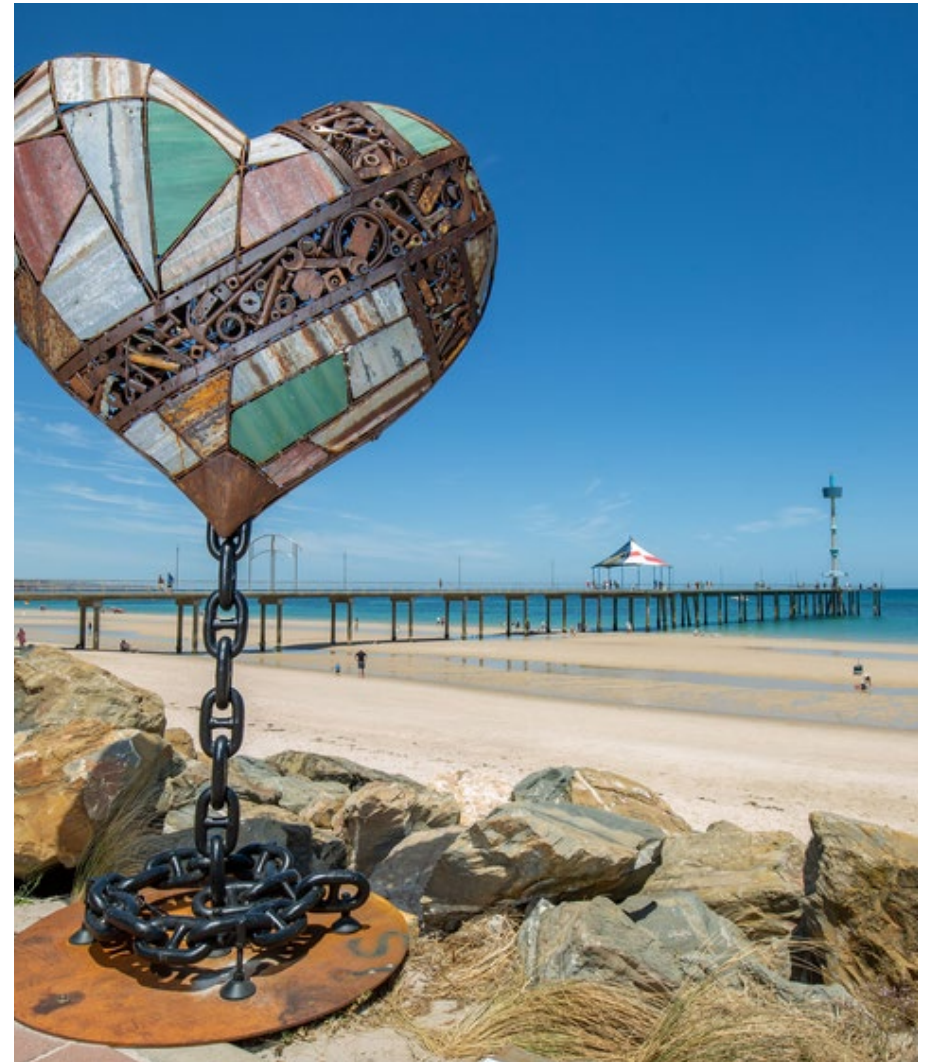
Regionally, the TDAP supports the collaborative development of a new Destination Management Plan for Greater Adelaide, led by the Adelaide Economic Development Agency (AEDA), and complements AEDA’s focus on visitation growth, branding, and night-time economy activation.



Nationally, the TDAP aligns with Tourism Australia's THRIVE 2030 Strategy, which sets a vision for a resilient and inclusive visitor economy, with focus areas including high-value travellers, product innovation, Aboriginal tourism, and sustainability.

These strategic alignments ensure Western Adelaide is contributing meaningfully to broader tourism outcomes, while championing the unique character and opportunities of the region.

Refer to the Appendix for further detail on the strategic plans and frameworks that inform this Action Plan.



2025-2029 Strategic Focus

Vision

To position Western Adelaide as a must-visit destination for all visitors travelling to Adelaide, and around South Australia.

Primary Goal

To maximise visitor expenditure in the Western Adelaide region and further develop the sustainability of tourism operators within the region.

Strategic Priority Areas (2025-2029)

- 1. Destination Marketing & Promotion** – To promote Western Adelaide’s unique experiences through targeted, cohesive marketing that strengthens regional identity and drives increased visitation and spend.
- 2. Data & Insights** – To leverage accurate, shared tourism data to build a clearer picture of the visitor economy and support evidence-based decision-making, reporting and advocacy.
- 3. Advocacy & Industry Engagement** – To create a stronger, more connected tourism sector by supporting operators with engagement, training, and tools that build capacity and promote collaboration.
- 4. Business & Product Development** – To grow the quality and diversity of tourism offerings by supporting business development, filling product gaps, and enhancing visitor experience.
- 5. Strategic Partnerships & Stakeholder Collaboration** – To foster strategic relationships across all levels of government, industry, main street and trader groups, and the community to align efforts, share resources, and maximise regional benefit.

The WATA committee has kept all strategic priorities, and key actions for the next four years simple and achievable. This plan has been developed with a close alignment to Council, State and Federal strategies, as well as our key stakeholders.

Strategic Priority I: Destination Marketing & Promotion

To promote Western Adelaide’s unique experiences through targeted, cohesive marketing that strengthens regional identity and drives increased visitation and spend.



Actions	Activity
1.1 Develop and Implement WATA Marketing Plan (2025-2027)	<ul style="list-style-type: none"> Align with SATC's Tourism Plan 2030 mid-strategy review. Define key audience segments: Authentic Connectors, Cultural Contributors, and Achievement Seekers. Promote regional strengths and unique selling points: coastal lifestyle, food & beverage, history & heritage, arts & events. Explore sustainability, regenerative, and inclusive tourism principles.
1.2 Leverage Digital & Print Media	<ul style="list-style-type: none"> Maintain the Adelaide Beaches website and social media presence. Produce an updated A4 Adelaide Beaches tear-off map. Create a new regional A5 brochure (print and digital).
1.3 Industry and Consumer Engagement	<ul style="list-style-type: none"> Collaboratively deliver a range of events to bring business together to build capacity, capability, and collaboration. Implement quarterly tourism e-newsletters (B2B & B2C). Facilitate regional familiarisation trips for tourism operators, VIC's, local traders and main street groups, government, and industry partners.
1.4 Events and Activations	<ul style="list-style-type: none"> Aligning with and leverage major events such as LIV Golf, AFL Gather Round, Adelaide Fringe, and Tour Down Under. Advocate for additional activations that attract visitors during off-peak seasons.
1.5 Grant and Investment Attraction	<ul style="list-style-type: none"> Actively seek funding opportunities to support marketing and destination development initiatives.

Strategic Priority 2: Data and insights

To leverage accurate, shared tourism data to build a clearer picture of the visitor economy and support evidence-based decision-making, reporting and advocacy.

Actions	Activity
2.1 Monitor and Report on the tourism performance for the Western Adelaide region	<ul style="list-style-type: none"> Utilise Tourism Research Australia, SpendMapp, REMPLAN, Localis, AEDA insights for regular reporting. Publish an annual WATA Tourism Report summarising visitor trends, expenditure, accommodation stats, and industry developments.
2.2 Set measurable growth targets for Western Adelaide's visitor expenditure	<ul style="list-style-type: none"> Western Adelaide's visitor economy to grow from \$1.286 billion (2024) to \$1.54 billion by 2030 (+20% increase). Contribute towards Adelaide's goal of a \$7.7 billion visitor economy by 2030.
2.3 Conduct business and visitor surveys	<ul style="list-style-type: none"> Gather insights into operator challenges, visitor behaviours, and future opportunities. Improve industry communication & benchmarking through tourism trend reports.



Strategic Priority 3: Advocacy & Industry Engagement

To create a stronger, more connected tourism sector by supporting operators with engagement, training, and tools that build capacity and promote collaboration.

Actions	Activity
3.1 Stakeholder Representation	<ul style="list-style-type: none">• Actively engage with SATC, TiCSA, Tourism Australia, AEDA, DEW, DIT, Adelaide Airport, and key groups to represent the region's interests.• Attend major tourism conferences, workshops, and industry roundtables.
3.2 Tourism Operator Support	<ul style="list-style-type: none">• Maintain an updated business database for regular industry communication.• Facilitate low-cost training workshops on digital marketing, grant applications, and business growth.
3.3 Enhance Industry Communication	<ul style="list-style-type: none">• Improve the Adelaide Beaches website "Industry" section with:• Business development resources.• Industry news and funding opportunities.• Contact points for tourism operators.
3.4 Develop an "Operator Support Toolkit" on the Adelaide Beaches website	<ul style="list-style-type: none">• Guide businesses through council processes, regulatory compliance, and grant applications.• Expand Adelaide Beaches LinkedIn presence to engage tourism professionals.

Strategic Priority 4: Business and Product Development

To grow the quality and diversity of tourism offerings by supporting business development, filling product gaps, and enhancing visitor experience.

Actions	Activity
4.1 Business and Training Development	<ul style="list-style-type: none">• Deliver ATDW training workshops to increase digital visibility.• Provide accessible low-cost workshops for local tourism businesses to attend either online or in person. Develop a Western Adelaide Tourism Awards coaching program in partnership with TiCSA.• Increase TiCSA memberships to improve industry support.



4.2 Product Innovation and Industry Growth	<ul style="list-style-type: none"> • Conduct a regional tourism product audit to identify gaps and opportunities. • Facilitate collaboration between tourism businesses to develop new product packages. • Develop new experience packages for cruise passengers visiting Outer Harbor.
4.3 Showcase the Western Adelaide region to key partners	<ul style="list-style-type: none"> • Organise familiarisation trips for SATC, TiCSA, Tourism Australia, and travel trade partners.
4.4 Aboriginal Tourism Development	<ul style="list-style-type: none"> • Identify local Kaurna representatives interested in potentially establishing an Aboriginal Tourism Working Group for the Western Adelaide region. • Identify culturally appropriate experiences, content, and business opportunities. • Support Kaurna-led tourism initiatives and storytelling projects.

Strategic Priority 5: Strategic Partnerships & Stakeholder Collaboration

Foster strategic relationships across all levels of government, industry, main street and trader groups, and the community to align efforts, share resources, and maximise regional benefit.

Actions	Activity
5.1 Develop a joint Destination Management Plan (DMP) for the Adelaide Region	<ul style="list-style-type: none"> • Collaborate with AEDA on the Greater Adelaide DMP 2025-2026. • Define Western Adelaide's positioning within the broader metropolitan strategy.
5.2 Enhance Regional Transport Connectivity	<ul style="list-style-type: none"> • Advocate for a business case for a visitor transfer service linking Outer Harbor to Glenelg via Adelaide Beaches. • Engage state government and private sector partners to explore feasibility.
5.3 Support Major Events and Festivals	<ul style="list-style-type: none"> • Strengthen Western Adelaide's role in state-wide tourism events. • Support local event organisers with marketing & promotional assistance.
5.4 Commitment to Sustainability and Inclusion	<ul style="list-style-type: none"> • Integrate Regenerative Tourism principles across all projects. • Ensure accessibility and inclusion are considerations in tourism development.
5.5 Strengthen connections with Visitor Information Centres (VIC's) and local main street/trader groups to support two-way communication and shared destination outcomes.	<ul style="list-style-type: none"> • Regularly share updates on WATA programs, new tourism products, events and opportunities for promotion via VICs and trader groups. • Invite VIC teams and trader group representatives to participate in relevant WATA workshops, forums and networking events. • Seek feedback and insights from these stakeholders on local visitor behaviour, gaps in product or infrastructure, and common business challenges. • Collaborate on campaigns or activations that drive foot traffic, support small business, or promote unique local precincts.



Implementation Plan & Milestones

Strategic Priority	Actions	Short-Term (2025-2026)	Medium-Term (2026-2027)	Long-Term (2028-2029)	Milestone / Success Measure
1. Destination Marketing and Promotion	Develop WATA Marketing Plan 2025-2027	Completed & launched	Mid-strategy review & adjust	Develop new plan for 2028+	Plan in place & aligned with SATC
	Refresh Adelaide Beaches branding & digital presence	Website & social updated	Regular content review	Rebranding/repositioning as needed	Website & socials up to date with strong engagement
	Produce print & digital visitor maps/ brochures	Initial design & distribution	Updated edition in 2027	Next major refresh	Brochures distributed across key visitor touchpoints
	Deliver a mix of industry events (e.g. workshops, forums, networking) to build capacity and connection.	Trial 2-3 event formats and gather feedback.	Establish annual program with varied formats.	Host a signature annual event and refine program as needed.	Steady or increased attendance; positive feedback from participants.
	Implement quarterly e-newsletters (B2B & B2C)	4 editions in 2025/2026	Ongoing	Ongoing	Open & click rates increase
	Promote major events, including but not limited to: - LIV Golf, AFL Gather Round, Fringe, Tour Down Under	2025 promotional campaign	Annual event partnerships secured	Strengthen local event leverage	Increased visitor spend & awareness
	Seek funding opportunities to support marketing and destination development initiatives.	Explore and apply for grant opportunities and seek out partnerships	Ongoing	Ongoing	Funds or in-kind support received to help support marketing and destination development initiatives
2. Data and Insights	Establish annual WATA Tourism Report	First edition published	Annual publication	Annual publication	Data used to inform decision-making
	Conduct visitor & business surveys	Baseline survey 2025	Mid-strategy review survey 2027	Review & update 2029	Trends identified; actions adjusted
	Align with AEDA & SATC data insights	Data sharing agreement established	Ongoing	Ongoing	WATA decisions informed by real data



3. Advocacy and Industry Engagement	Strengthen engagement with SATC, AEDA, TiCSA, DEW, DIT, Adelaide Airport, key groups	Regular meetings established	Ongoing collaboration	Ongoing collaboration	Stakeholder partnerships delivering impact
	Attend SA Tourism Conference & Industry Workshops	Investigate costs & secure presence	Maintain representation	Maintain representation	WATA visibility increased
	Develop Business Support Toolkit (Council processes, grants, regulations)	Toolkit drafted	Toolkit updated based on feedback	Further refinement	Increased operator satisfaction with council processes
	Launch Adelaide Beaches LinkedIn Industry Page	Page created & content strategy launched	Growth & engagement monitoring	Ongoing engagement	Increased tourism industry interaction
4. Business & Product Development	Conduct regional tourism product audit	Initial audit completed	Review & update in 2027	Major reassessment in 2029	Gaps identified; actions planned
	Facilitate collaboration between tourism businesses to develop new product packages.	Host 1–2 facilitated networking or co-creation sessions Research successful examples of regional product packaging	Support development of pilot packages (e.g. stay & sail, taste & tour), evaluate early take-up and customer feedback.	Scale up successful packages Encourage bundling around major events and peak visitation periods	At least 2 collaborative visitor-ready packages launched by 2027, with measurable uptake or bookings
	Host low-cost training workshops on business growth, digital marketing, & ATDW	4 workshops delivered	Maintain 4+ per year	Maintain 4+ per year	Strong attendance & positive feedback
	Increase TiCSA memberships & ATDW listings	ATDW workshops & toolkits created	More operators onboarded	Continued business engagement	20% increase in ATDW listings
	Organise familiarisation trips for SATC, TiCSA, & Tourism Australia	1st round of familiarisations	Expand program	Continue showcasing region	Increased industry awareness of Western Adelaide
	Develop & advocate for Outer Harbor–Glenelg transport connection	Business case developed	State & industry discussions	Potential launch or pilot program	Feasibility determined
5. Strategic Partnerships & Stakeholder Collaboration	Develop Adelaide Destination Management Plan 2025–26 (DMP) with AEDA	Input into DMP strategy	Monitor implementation	Prepare for next phase	Western Adelaide region well-represented



	Strengthen Aboriginal tourism partnerships (Kaurna-led tourism initiatives)	Identify local Kaurna representatives	Ongoing collaboration	Ongoing collaboration	Increased Indigenous-led experiences
	Support major event activations benefiting Western Adelaide	Partner with event organisers	Leverage more regional opportunities	Evaluate and improve strategies	Events contribute to WATA tourism growth
	Expand accessibility, regenerative, & inclusive tourism principles	Principles embedded in 2025 projects	Integrated into marketing & development	Reassessment & further improvements	Region recognised for sustainable tourism
	Strengthen connections with Visitor Information Centres and local main street/trader groups to support two-way communication and shared destination outcomes.	Establish contact list and stakeholder engagement calendar.	Co-develop mechanisms for two-way communication (e.g. quarterly updates, feedback forms).	Maintain strong working relationships with consistent representation.	VIC and trader group partners report increased awareness of WATA activity.

Key Notes:




- **Immediate Actions (2025-2026):** Baseline research, launching new initiatives, foundational partnerships.
- **Medium-Term (2026-2027):** Refinement of strategies, adjustments based on performance, scaling successful programs.
- **Long-Term (2028-2029):** Embedding sustainability, reassessing effectiveness, planning for the next strategic phase.



WATA Budget Prioritisation Framework (2025-2029)

To ensure efficient and transparent resource allocation, WATA has adopted a **Budget Prioritisation Framework** that categorises actions based on their cost and potential impact. This framework supports informed investment decisions and helps councils maximise return on effort and funding.

Budget Prioritisation Matrix

Impact \ Cost	Low Cost 	Medium Cost 	High Cost 
High Impact (Priority 1)	Industry engagement (LinkedIn, EDMs, newsletters) Stakeholder collaboration (SATC, AEDA, TiCSA, DEW, DIT, Adelaide Airport) VIC and trader group engagement Sustainability and inclusion integration Visitor expenditure target setting and monitorin	WATA Marketing Plan implementation (2025-2027) Industry training workshops (digital marketing, ATDW, Tourism Awards coaching) Annual WATA Tourism Report Regional tourism product audit Aboriginal tourism initiatives	Destination branding refresh and production of new visitor materials (tear-off maps, regional brochures) Industry and trade familiarisation trips Cruise visitor product packaging and marketing Event leverage for major events (LIV Golf, AFL Gather Round, Fringe, Adelaide Festival) Outer Harbor to Glenelg transport business case development
Medium Impact (Priority 2)	Operator Support Toolkit development Business database maintenance and updates Visitor and business surveys (benchmarking and feedback collection) Improvements to Adelaide Beaches website “Industry” section	Attendance at major tourism conferences and workshops (e.g., SATC, TiCSA) Partnering with councils and trader groups to support local event marketing and precinct promotions	Hosting large-scale industry events or multi-council initiatives (if beyond regular networking activities)
Lower Impact (Priority 3)	Social media updates and content sharing (LinkedIn and website) Basic industry engagement communications and templates	Supporting TiCSA membership growth campaigns Facilitating minor ATDW listing support (e.g., refresher sessions)	Minor standalone regional tourism activations with limited long-term ROI

Budget Allocation Strategy

-  Low-Cost, High-Impact Actions (Funded via Existing Resources)
Fund using in-house capacity, existing partnerships, and operational budgets.
- Industry engagement via LinkedIn, newsletters, EDMs
 - Stakeholder representation and collaboration



- VIC and trader group engagement
- Inclusion and sustainability integration
- Visitor and business surveys
- Business toolkit and website updates
- Growth target setting and tracking

● Medium-Cost, Strategic Investments (Co-Funding & Grant-Driven)
Seek co-funding, grants, or cost-sharing through tourism partnerships and programs.

- Marketing Plan implementation (2025–2027)
- Regional tourism product audit
- Annual WATA Tourism Report
- Operator training (ATDW, Awards coaching, business skills)
- Aboriginal tourism partnerships and content development
- Conference attendance (e.g., SA Tourism Conference)
- Local event support
- Destination Management Plan collaboration with AEDA

● High-Cost, Transformational Projects (Dedicated Funding & Advocacy Required)

Develop business cases and advocate for external investment from government or private sector.

- Destination branding refresh, new print collateral
- Familiarisation trips for industry & trade
- New cruise visitor experiences & packages
- Event activations and promotional partnerships
- Outer Harbor–Glenelg visitor transport connection
- Large-scale precinct or infrastructure-linked campaigns

■ Low-Cost, High-Impact Initiatives:

Delivered via existing staff capacity, council budgets, or in-kind partnerships. Ideal for actions like digital engagement, newsletter comms, VIC/trader relations, and industry outreach.

● Medium-Cost Strategic Investments: Eligible for grant funding or matched contributions from partners. This includes training, product audits, and reporting tools.

● High-Cost Transformational Projects: Require dedicated funding streams or business cases for external investment (e.g., branding, infrastructure, major activations).

Roll Out

- **Short-Term (2025–26):** Identify immediate funding opportunities; deliver low-cost high-impact actions; initiate co-funding discussions.
- **Mid-Term (2026–27):** Prepare business cases for major initiatives; evaluate year one actions; scale up high-performing programs.
- **Long-Term (2028–29):** Advocate for multi-year funding; review sustainability of large-scale projects; build long-term public-private partnerships.



Appendix

Strategic Alignment Overview

This Appendix outlines how the Western Adelaide Tourism Alliance (WATA) Tourism Destination Action Plan (TDAP) 2025–2029 aligns with key regional, state, and national tourism strategies. It is designed to support tourism operators, businesses, and stakeholders seeking to understand Western Adelaide’s position within the broader visitor economy and leverage aligned priorities for funding, product development, or strategic planning.

Regional Alignment

Adelaide Economic Development Agency (AEDA - Adelaide Visitor Economy Guiding Framework (2024)

Focus areas: Destination stewardship, connection and collaboration, destination brand and marketing, events, visitor servicing, and ‘The Adelaide Experience’.

Strategic vision: Adelaide as Australia’s premier event destination.

Alignment: WATA’s coastal and cultural assets enhance the overall visitor proposition for Greater Adelaide, especially in food, distilleries and breweries, arts, history, cruise, and beach tourism.

Nighttime Economy (NTE):

- Western Adelaide plays a key role in Adelaide’s NTE across hotspots like Glenelg, Henley Beach, Thebarton, and Semaphore.

- Opportunities to grow event-based visitation and diversify after-dark offerings in alignment with AEDA’s live music and activation strategies.

Source: AEDA Adelaide Visitor Economy Guiding Framework (not publicly available)

More information: AEDA Visitor Economy Reports

Building Western Adelaide Strategy 2021 – 2024

Strategic Focus Area 4: Support and Grow Western Businesses:

- Intended Outcome – A business environment that supports growth, innovation and export.
- Approach / Key Actions – Map and promote the Western Adelaide business ecosystem. Support local businesses to increase digital capability.
- Strategic Focus Area 5: Visitor Economy and events attraction:
- Intended Outcomes – Western Adelaide is a must-visit destination for all visitors to South Australia. Increase sustainable tourism jobs in the region.
- Approach / Key Actions – Implement and review Western Adelaide Tourism Destination Action Plan. Lobby for better transport connections. Work with the South Australian Tourism Commission to promote Western Adelaide. Support and attract events to showcase Western Adelaide

State Alignment – South Australian Tourism Commission (SATC)

Visitor Economy Sector Plan 2030



Target: \$12.8 billion visitor expenditure and 51,000 jobs by 2030.
Strategic themes: Exceptional food and drink; immersive nature and wildlife; world-class events.

Alignment: Western Adelaide contributes through beach and coastal experiences, vibrant food and drink offerings, cruise tourism, and major event hosting.

Key SATC Strategies Aligned:

- Cruise Ship Action Plan 2025 – Port Adelaide as key gateway; increased regional dispersal from cruise ships.
- Aboriginal Tourism Action Plan 2025 – Supporting Aboriginal-led cultural experiences, including alignment with Kaurna Country and neighbouring language groups.
- Arts & Cultural Tourism Strategy 2025 – Leverages heritage, creative festivals, street art, and gallery precincts across Western Adelaide.

South Australian Regional Visitor Strategy and Destination Management Plans (DMP)

- SATC is developing five Destination Management Zones (DMZ), including Greater Adelaide.
- WATA will work collaboratively with AEDA and neighbouring councils on the Adelaide DMP from 2025.

Consumer & Industry Trends

- Strong growth in international visitors (+24% YoY).
- Increased demand for sustainable, inclusive, and immersive travel.
- Key markets: UK, NZ, USA, China, India.

- Gen Z and Millennial travellers driving demand for experiences via social media and tech.
 - Shift toward value-based travel and purpose-led brands.
- More information: SATC Visitor Economy Sector Plan 2030

National Alignment – Tourism Australia

Consumer Demand Project June 2024

- Importance of travelling sustainably on holiday was 69%.
- Perception of Australia as an accessible / inclusive travel destination was 81%.
- Percentage who chooses to include an Indigenous experience when travelling internationally was 82%.

THRIVE 2030 Strategy – “The Re-Imagined Visitor Economy”

Goal: Grow total visitor expenditure to \$230 billion by 2030.

Phases: Recovery (2022–24), Consolidation (2025–27), Acceleration (2028–30).

Key consumer trends: Sustainable and inclusive travel, Indigenous experiences, personalised and immersive experiences.

Alignment with WATA:

- TDAP priorities reflect Tourism Australia’s vision by focusing on:
- Aboriginal and multicultural tourism
- High-quality, nature-based and authentic experiences
- Marketing to high-value domestic and international travellers



More information: THRIVE 2030 Strategy

Performance Context – Tourism Research Australia (TRA)

Western Adelaide (TRA – YE June 2024):

- Visitor Numbers: 2.36 million (^48% since 2019)
- Visitor Expenditure: \$1.286 billion (^90%)
- Tourism Jobs: 17,559

South Australia (TRA – YE June 2024):

- Visitor Economy Value: \$9.894 billion
- Adelaide share: \$5.906 billion (60%)
- International visitation ^22%, interstate ^6%, intrastate ^1%

Future Forecasts:

- Domestic market to grow 4% p.a.
- International to grow 12% p.a. to 2028

More information: Tourism Research Australia – Local Government Area Profiles

Thematic Alignment – Broader Trends Supporting WATA Priorities

- Sustainability: Growing consumer demand for environmentally conscious experiences. TDAP actions promote low-impact travel, walkable precincts, and local food.
- Accessibility & Inclusion: 18% of Australians have a disability; inclusive product design is essential.
- Regenerative Tourism: TDAP supports heritage preservation, Aboriginal storytelling, and community benefit.

- Business Tourism & Education: Adelaide’s status as a university city and MICE destination benefits Western Adelaide through spillover visitation and experiences.

More information: Tourism Australia – Future of Demand

Glossary

ABS – Australian Bureau of Statistics
AEDA – Adelaide Economic Development Agency
ATDW – Australian Tourism Data Warehouse
CBD – Central Business District
EDM – Electronic Direct Mail
DEW – Department for Environment and Water
DIT – Department of Infrastructure and Transport
DMP – Destination Management Plan
MOU – Memorandum of Understanding
SA – South Australia
SATC – South Australian Tourism Commission
TiCSA – Tourism Industry Council South Australian
TA – Tourism Australia
TDAP – Tourism Destination Action Plan
TRA – Tourism Research Australia
WATA – Western Adelaide Tourism Alliance
VIC – Visitor Information Centre



Item No: 15.8

Subject: COUNCIL NO SMOKING AND VAPING POLICY

Summary

Council's No Smoking and Vaping Policy aims to ensure compliance with the *Tobacco and E-Cigarette Products Act 1997* and to increase the comfort and enjoyment for all persons at Council premises and public areas.

Recommendation

It is recommended that Council adopts the No Smoking and Vaping Policy as provided in Attachment 2.

Background

South Australia's *Tobacco and E-Cigarette Products (Smoking Bans) Amendment Regulations 2023*, made under section 52(2) of the *Tobacco and E-Cigarette Products Act 1997*, prohibits smoking and vaping in all enclosed workplaces, premises, and a wide range of public outdoor areas.

In addition, under the *Work Health and Safety Act 2012* (SA), Council has a primary duty of care to provide and maintain a work environment that is safe and without risks to health. This policy establishes the framework for Council's management of its legislative obligations.

Report

Council has had a Smoke Free Council Facilities Policy in place since July 2020.

Refer Attachment 1

The policy was scheduled for review in July 2023; however, this was deferred pending the outcome of the legislative changes before Parliament. The proposed No Smoking and Vaping Policy (attached) replaces the previous version and aligns with the State Government provisions.

Refer Attachment 2

Prior to the amendments there were bans for the following locations:

- Outdoor dining areas, including designated footpath dining areas.
- Enclosed public places, workplaces (including work vehicles) and shared areas.
- Motor vehicles where a child is present.
- Certain public transport areas.
- At and within 10 metres of playground equipment in public areas.

The Tobacco and E-Cigarette Products (Smoking Bans) Amendment Regulations 2023 extended smoking and vaping bans to the following locations:

- Within early childhood services, schools and children's services facilities, and within 10 metres of their boundaries.
- At and within 10 metres of entrances to non-residential buildings (e.g. shopping centres, government and commercial buildings).
- Within and within 10 metres of public and private hospitals, public health facilities and residential aged care facilities.
- Outdoor swimming facilities.
- Major event venues declared under the *Major Events Act 2013*.
- At and within 10 metres of organised under-age sporting events, training and practice sessions.
- Certain designated public areas where short- or long-term bans apply.
- Beaches between, and within 50 metres of, red and yellow patrol flags, and at and within 5 metres of jetties (including underneath).

In addition to these provisions, the proposed policy does not support the sale or provision of waterpipe products (including shisha and hookahs) in public places, due to the associated public health risks.

Under the *Tobacco and E-Cigarette Products Act 1997* and associated Regulations, Local Government land can be declared smoke-free by Council resolution under the Local Government Land By-law. In such circumstances, Council may enforce the prohibition through that By-law.

Council has previously sought and obtained approval from State Parliament to declare Moseley Square a designated smoke-free precinct. Enforcement in this area is undertaken by State Government Authorised Officers (Department for Health and Wellbeing) and South Australia Police.

The revised policy has been prepared using the new Council template and clearly sets out Council's roles and responsibilities. Where Council resolves to prohibit smoking on specific Council-owned land not otherwise covered by the Act or existing Resolutions, Authorised Officers will be empowered under section 260 of the *Local Government Act 1999* to enforce the prohibition. However, due to resourcing limitations and safety risks for officers, delegations will remain with SAPOL and SA Health Officers to enforce.

Budget

There are no direct cost implications arising from this policy as presented.

Life Cycle Costs

Not applicable

Strategic Plan

These policies comply with, and further, sustainability and wellbeing objectives and aspirations from the Strategic Plan.

Council Policy

Not applicable

Statutory Provisions

Tobacco and E-Cigarette Products (Smoking Bans) Amendment Regulations 2023

Tobacco and E-Cigarette Products Act 1997

Work, Health and Safety Act 2012

Written By: General Manager, Community and Business

General Manager: Community and Business, Ms M Lock

Attachment 1

ECM DSID Number:	4131689
First Issued / Approved:	28/07/2020
Last Reviewed:	28/07/2020
	C280720/1977
Next Review:	27/07/2023
Responsible Officer:	Manager Regulatory Services
Date Placed on Web:	29/07/2020

1. PREAMBLE

This Policy standardizes the Council's position in relation to smoking on Council owned land and facilities including reserves, sports grounds, clubrooms, community centres, libraries and civic buildings within the City of Holdfast Bay area.

1.1 Background

As the owner of land and facilities, the City of Holdfast Bay plays an important role in ensuring these facilities are safe and welcoming for all visitors. Council recognises that smoking is a health hazard and that there is a need to reduce the incidence and exposure of smoking, especially in young people. Promoting a smoke free environment reduces the harmful impact of second-hand smoke on non-smokers and helps encourage the reduction of overall consumption.

As community leaders and advocates for a healthy, active community, Council has recognised a change in attitude towards smoking and has a responsibility to promote healthy behaviour within our community. The implementation of a Smoke Free Council Facilities policy is evidence that Council is promoting a healthy, active community and supports the provision of welcoming and accessible facilities in line with *Our Place 2030 Strategic Plan* objectives.

This Smoke Free Council Facilities Policy provides a rationale and framework for the management of smoking on Council owned land and facilities. By working within a consistent process to identify places where the policy will apply, the Policy works to ensure all Council owned facilities are welcoming and accessible with low risk of secondary smoke and cigarette butt pollution.

Promoting smoke free facilities and grounds is one of the healthiest messages sporting clubs, community groups and Council can share with its community and visitors. This Policy standardizes the rules for smoking on Council owned land and facilities within the City of Holdfast Bay area.

1.2 Purpose

The purpose of this Policy is to promote and encourage the health and wellbeing of occupiers of Council land by way of providing a consistent position and guiding principles for a smoke free environment on Council owned land and facilities.

1.3 Scope

SMOKE FREE COUNCIL FACILITIES POLICY

The restrictions upon smoking envisaged in this Policy can be applied to any Local Government land (being land owned or under the Council's care, control or management, excluding roads). This includes designated community land and facilities including reserves, sports grounds, clubrooms, community centres, libraries and civic buildings within the City of Holdfast Bay area.

1.4 Definitions

Act means the *Tobacco and E-Cigarette Products Act 1997*;

1.4.1 Council: means the City of Holdfast Bay, being a council established under the *Local Government Act 1999*;

1.4.2 Local Government land: all land owned by the Council or under the Council's care, control and management (except roads).

1.4.3 Council owned facility: Any improvements constructed on Local Government land, including sports fields, sports clubrooms, community centres, libraries, civic buildings, public shelters, playgrounds, on-site car parks, other structures or paved areas.

1.4.4 Council owned building: A structure, building or improvement on Local Government land (whether leased or not) that is an enclosed space.

1.4.6 Tobacco product: is defined under the *Act* as any of the following:

- a cigarette
- a cigar
- cigarette or pipe tobacco
- shisha tobacco
- tobacco prepared for chewing or sucking
- snuff
- any other product, of a kind prescribed by regulation, that is comprised of or contains tobacco
- any product (other than an e-cigarette product) that does not contain tobacco but is designed for smoking and includes any packet, carton, shipper or other device in which any of the above is contained.

1.4.7 E-cigarette: as defined under the *Act* as:

- a device that is designed to generate or release an aerosol or vapour for inhalation by its user in a manner similar to the inhalation of smoke from an ignited tobacco product; or
- a device of a kind declared by the Minister by notice in the *Gazette* to be an e-cigarette.

1.4.8 Regulations means the *Tobacco and E-Cigarette Products Regulations 2019*;

1.4.9 Smoke: (a) in relation to a tobacco product—smoke, hold or otherwise have control over, an ignited tobacco product; or (b) in relation to an e-cigarette—inhale from, hold or otherwise have control over, an e-cigarette that is in use;

SMOKE FREE COUNCIL FACILITIES POLICY

1.4.10 Smoking: smoking of any tobacco product such as a cigarette, cigar, pipe tobacco or any product that does not contain tobacco but is designed for smoking including e-cigarettes and vaping.

1.4.11 E-cigarette product: (a) an e-cigarette; or (b) any part comprising an e-cigarette; or (c) a cartridge, capsule or other container designed to contain a liquid, aerosol, gas, vapour or other substance for use in an e-cigarette; or (d) a heating element designed for use in an e-cigarette; or (e) a battery designed for use in an e-cigarette; or (f) a product of a kind prescribed by the regulations;

1.5 Strategic Reference

Placemaking: Creating vibrant and safe places

Community: Building a healthy, active and resilient community

Community: Providing welcoming and accessible facilities

2. PRINCIPLES

2.1 Council owned buildings

2.1.1 No person shall smoke within a Council owned building. This includes the smoking of any tobacco product including E-cigarettes.

2.1.2 If the building is leased or licensed, the prohibition against smoking in the building will be included as a term of the lease/licence agreement if the lease/licence is entered into after the date of this Policy, or where renewal of an existing lease/licence occurs after the date of this Policy, the restriction will be incorporated into the renewal insofar as this is permissible under the lease or licence

2.1.3 Council will support lessees, licensees and facility managers with signage and information to implement this Policy.

2.2 Council Owned Land

2.2.1 Council may designate any area of Local Government land as Smoke Free In accordance with By-Law No.3. In such instances, the principles of this Policy shall apply.

2.2.2 Council may choose to designate areas of Local Government land as a designated smoking area in recognition that some community members may still choose to smoke. Any such designation should be informed by dialogue with any lessee, licensee or manager of the Council owned facility. Any designated smoking area should be located to ensure the safety of users and reduce the risk of secondary smoke impacts.

2.2.3 If Local Government land is subject to a lease or licence, a prohibition against smoking will be included as a term of the lease/licence agreement if the lease/licence is entered into after the date of this Policy, or where renewal of an

SMOKE FREE COUNCIL FACILITIES POLICY

existing lease/licence occurs after the date of this Policy, the restriction will be incorporated into the renewal insofar as this is permissible under the lease or licence.

2.3 Enforcement

2.3.1 Where Council owned land is declared Smoke Free (by resolution of Council as per By Law No.3), Council can enforce the prohibition under the By Law.

2.3.2 Where the Smoke Free provisions of this Policy have been included into a lease or licence applicable to a Council owned facility, the lessee, licensee and/or facility manager shall assist to enforce this Smoke Free Council Facilities Policy. Non-compliance with this Policy will be handled in accordance with the following process:

- a) staff, members, visitors, and clients will be informed of the Policy through signs posted throughout the property and defined in any hire agreement or lease terms and conditions of use;
- b) in the first instance, an explanation of the Policy is to be provided by an official of the club or association to the person / people who are infringing the Policy;
- c) continued non-compliance will result in the offender being asked to leave the facility; and
- d) in the event of further non-compliance in respect of conduct occurring on Local Government land to which the Council has resolved to apply a smoking prohibition under the By-law, a person appointed by the Council as an authorised person under section 260 of the *Local Government Act 1999* may order that the person to immediately cease the conduct under section 262 of the *Local Government Act 1999*. Failure to comply with such an order is a criminal offence.

2.3.3 Where this Policy applies to Council owned facilities which are operated by Council (e.g. libraries, civic centres or shelters), Council is responsible for enforcing provisions of this Policy.

2.4 If Local Government land and/or Council owned facilities have, subsequent to this Policy, been declared as smoke free under the Act, then enforcement action can be undertaken by an officer authorised under the Act where a person acts contrary to the declaration

2.5 This Policy does not apply to Council owned roads (including footpaths and nature strips) as Council's powers to make by-laws regarding the use of roads is largely limited to the particular uses set out in section 239 of the *Local Government Act 1999* and does not include prohibiting smoking. The Council may, however, when holding any event on a road, impose a prohibition upon smoking at the event as a condition of entry.

3. POLICY RESTRICTIONS / LIMITATION

SMOKE FREE COUNCIL FACILITIES POLICY

- 3.1 This Policy is in all respects, subject to the operation of the Act *and the Regulations*. Therefore, the Act or Regulations take precedent in the event of any inconsistency arising between the provisions of the Act or Regulations and this Policy.

4. ASSOCIATED POLICIES

4.1 Sporting and Community Leasing Policy

4.1.1 The principles contained in this Policy will form part of the conditions in any new lease or licence or lease/licence renewal agreement.

5. REFERENCES

5.1 Legislation

Tobacco and E-Cigarette Products Act 1997

Local Government Act 1999

Work Health and Safety Act 2012

By-law No. 3 - Local Government Land By-law (By-law No.3)

5.2 Other References

SA Health Guidelines

Attachment 2

No Smoking and Vaping Policy

Council Policy

1. Purpose

- 1.1 This policy aims to ensure compliance with the *Tobacco and E-Cigarette Products Act 1997* and to increase the comfort and enjoyment for all persons at Council workplaces, premises and public areas.

2. Scope

- 2.1 This policy applies to all persons at or around a place which section 46 of the *Tobacco and E-cigarette Products Act 1997* applies (smoking is banned in enclosed public places, enclosed workplaces and enclosed shared areas).
- 2.2 Council has also sought previous approval from State Parliament to declare Moseley Square as designated smoke free precincts, making it illegal to smoke in this location (regulation and policing of the exclusion zone to be enforced by State Government Authorised Officers (Department of Health and South Australian Police)).

3. Roles and Responsibilities

All persons, employees of Council and Alwyndor	All persons must comply with this policy while they are at or around a place which section of the <i>Tobacco and E-Cigarette Products Act 1997</i> . Signage indicating that smoking and vaping are not permitted will be displayed in accordance with the <i>Tobacco and E-Cigarette Products Act 1997</i> .
Authorised Officers	Officers appointed by the Minister for Health and Wellbeing as Authorised Officers pursuant to section 63 of the <i>Tobacco and E-Cigarette Products Act 1997</i> (and includes all members of SAPOL) are responsible for enforcement in areas declared or designated as smoke-free zones under that Act or related Regulations.
Council Authorised Officers	If the Council decides to prohibit smoking on certain Council-owned land not already covered by the Act or Resolutions in accordance with the Local Government Land By-law, then the Council's Authorised Officers will be empowered under section 260 of the LG Act to enforce this prohibition in these areas. This includes the authority to issue fines for offences under the By-law or to require individuals to stop prohibited conduct immediately, as per section 262 of the LG Act.

4. Policy Statement

South Australia's Tobacco and E-Cigarette Products (Smoking Bans) Amendment Regulations 2023 (under section 52(2) of the *Tobacco and E-Cigarette Products Act 1997*) bans smoking and vaping in all enclosed workplaces, premises and in a variety of public outdoor areas in South Australia. In addition, Council has a primary duty of care under the *Work, Health and Safety Act 2012* (SA) to provide and maintain a work environment without risks to health and safety. This policy provides the framework for Council's management of its legislative obligations.

Prohibition

4.1 Under the Tobacco and E-Cigarette Products (Smoking Bans) Amendment Regulations 2023 smoking and vaping is banned in all enclosed public places, workplaces (including work vehicles) or shared areas and in a variety of public outdoor areas in South Australia:

- Outdoor dining areas, including areas set aside for dining on the footpath
- Enclosed public places, workplaces and shared areas
- A motor vehicle if a child is present
- Certain public transport areas
- At and within 10 metres of playground equipment in a public area
- Within early childhood services premises, and education and children's services facilities (including schools) and within 10 metres of their boundaries
- At and within 10 metres of non-residential building entrances, such as entrances to shopping centres, government and commercial buildings
- Within public hospitals, public health facilities, private hospitals and residential aged care facilities, and within 10 metres of their boundaries
- At outdoor swimming facilities
- Within major event venues declared under the *Major Events Act 2013*
- At and within 10 metres of a sporting venue during an organised underage sporting event or training or practice session in preparation for an organised underage sporting event
- At certain public areas – short or longer-term bans
- On beaches between, and within 50 metres of red and yellow patrol flags, and at and within five meters of any part of jetties (including under jetties).

In addition,

- Council does not support selling or providing wterpipe products, including but not limited to shisha and hookahs, within public places due to the negative public health outcomes.

No Smoking in Council Controlled Places

4.2 In addition to the above requirements, all persons are required to abide by these restrictions while they are at or around a council building or workplace. Smoking is prohibited in:

- All Council buildings at all times and within ten metres of any entrance/exit of a Council building
- Within ten metres from the intake area for building air conditioning systems
- All Council vehicles at all times
- Any "on site" meeting/inspection/worksite outdoors where council staff are present
- In any type of evacuation area following any type of evacuation of any building, whether in a real emergency or as part of a drill or exercise.

Environmental Care

- 4.3 Persons who choose to smoke are required to dispose of their cigarette butts in an appropriate manner, using ash trays or disposal containers appropriately, ensuring that they fully extinguish their cigarette butts prior to disposal to avoid the risk of inadvertently starting a fire.

Enforcement

- 4.4 Subject to the *Tobacco and E-Cigarette Products Act 1997* and related Regulations, where Local Government land is declared, by way of Council resolution, to be 'smoke-free' pursuant to the Council's Local Government Land By-law, then the Council can enforce the prohibition under the By-law.
- 4.5 If Local Government land and/or Council owned facilities have, previously or subsequent to this Policy, been declared or designated as smoke-free zones under the *Tobacco and E-Cigarette Products Act 1997* or related Regulations, then enforcement action can only be undertaken by Authorised Officers, as appointed by the Minister for Health and Wellbeing under section 65 of the *Tobacco and E-Cigarette Products Act 1997*, and SAPOL officers.

5. Definitions

Key term or acronym	Definition
Enclosed	An area is considered enclosed if it is fully or partially covered by a ceiling and has walls such that the total area of the ceiling and wall surfaces exceeds 70 per cent of the total notional ceiling and wall area. Shade cloth and umbrellas are included when calculating ceiling or wall space of an area as they impede air flow.
Workplace	A place where work is carried out for a business or undertaking and includes any place where an employee goes, or is likely to be, while at work.
Smoking/Vaping	To smoke, hold, or otherwise have control over an ignited tobacco product that includes cigarettes, pipes, cigars, e-cigarettes, vapes or any other device that may be used or is designed to be used to inhale a substance into the lungs.
Ceiling	Includes any structure or device (whether fixed or movable) that prevents or impedes upward airflow.
Wall	Includes any structure or device (whether fixed or movable) that prevents or impedes lateral airflow.
Tobacco product	Defined under the <i>Tobacco and E-Cigarette Products Act 1997</i> as any of the following: a cigarette, a cigar, cigarette or pipe tobacco, shisha tobacco, tobacco prepared for chewing or sucking, snuff, any other product that is comprised of, or contains tobacco, any product (other than an e-cigarette) that does not contain tobacco but is designed for smoking and includes any packet, carton, shipper or other device in which any of the above is contained.
E-cigarette	Defined under the <i>Tobacco and E-cigarette Products Act 1997</i> as a device that is designed to generate or release an aerosol or vapour by its user in a manner similar to the inhalation of smoke from an ignited tobacco product.

Public Outdoor Area	An outdoor area or place that the public, or a section of the public, is entitled to use or that is open to, or used by the public or a section of the public under the <i>Tobacco and E-Cigarette Products Act 1997</i> .
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6. Administration Use Only

Reference Number:	
Strategic Alignment:	Creating a welcoming and healthy place for all in line with Our Holdfast 2050 Strategic Plan objectives.
Strategic Risk:	
Responsible Officer(s):	Manager Community Safety
First Issued / Approved:	28/07/2020
Minutes Date and Council Resolution Number:	
Last Reviewed:	2023 (ECM DSID 4131689)
Next Review Date:	2026
Applicable Legislation:	<ul style="list-style-type: none"> - <i>Tobacco and E-Cigarette Products Act 1997</i> - Tobacco and E-Cigarette Products (Smoking Bans) Amendment Regulations 2023 - <i>Work, Health and Safety Act 2012 (SA)</i> - Work, Health and Safety Regulations 2012 (SA) - By-law No. 3 - Local Government Land By-law (By-law No.3).
Related Policies:	
Other Reference Documents:	<u>SA Health Information:</u> <ul style="list-style-type: none"> - Smoking, the rules and regulations SA Health