



Community Plan 2015
(amended September 2009)

The Vision

CITY OF UNLEY VISION 2015

The City of Unley is recognised for its community spirit, natural and built environment, business strength and innovative leadership.

Under this vision we anticipate that:

- new people and investment growth will bring vibrancy to the City's tapestry of local communities that support their environment and each other
- Unley will be recognised for its social, economic, and environmental innovations
- our citizens will be proud of their environment and their strength of community well-being
- Unley will be known as a city that offers its citizens the best of living and working environments.

Community Strategic Directions

Community Direction 1 — Community Spirit

Fostering a vibrant active community that enjoys a creative, safe and healthy lifestyle. Promoting well-being through leisure and learning

New residents to Unley should feel welcome. Everyone - young and old, wealthy and disadvantaged - should feel a sense of inclusion and identity with their neighbourhood and the City as a whole. Citizens from all cultural backgrounds and abilities should have the same rights and opportunities to participate and contribute to our community, as do other citizens. Citizens of Unley must enjoy safety, security and stability in their environment, particularly in a society that has experienced, and continues to experience, rapid and major social and economic change.

We will work to support a vibrant and active community life that contributes to new forms of local and neighbourhood organisation. We will encourage opportunities for recreation to support diverse leisure activities such as lifelong learning, entertainment, cultural and religious activities. Our focus will be on enhancing library, museum, community arts, cultural activities and services; quality of life; social development; and recreation and sporting activities.

Objectives

We will strive to promote an understanding of cultural and social diversity as part of the richness of Unley's communities. Our priority will be to create safe, secure and supportive neighbourhoods that promote community participation. We will focus on encouraging community consultation and participation in, and access to, services; coordination and development of community activities, facilities and services; and community health.

Reserves and parks are one of the City's valued assets and contribute to the well-being of residents through active and passive recreational use. The availability of reserves and parks in the City of Unley is one of the lowest in the metropolitan local government area and every opportunity to increase and optimise use of available open space is important. The need to continuously learn through a person's life requires easy access to physical and information facilities.

Community Direction 1 — Community Spirit

Fostering a vibrant active community that enjoys a creative, safe and healthy lifestyle. Promoting well-being through leisure and learning

Community Goals

Objectives	Community Plan Ref.	Community Strategies	Action / Measures / Targets	SA Strategic Plan Target 07
Leisure and Learning	1.1	Enhance community well being, quality of life and social development through the provision of quality recreational and sporting opportunities.	<i>(These will be detailed in our Annual Business Plans and reviewed/updated on an annual basis)</i>	T2.2 T2.3 T6.2 T6.4
	1.2	Provide an equitable distribution of a diverse range of quality open space and protect these open spaces to maximise the social, cultural, environmental, and health benefits.		
	1.3	Enhance and encourage life-long learning through the provision of resources and services for all ages and cultural backgrounds.		
Health and Well Being	1.4	Enhance the health and well-being of the community through facilitating and regulating the provision of appropriate services and facilities.		T2.12 T2.4

Community Direction 1 — Community Spirit Cont.

Fostering a vibrant active community that enjoys a creative, safe and healthy lifestyle. Promoting well-being through leisure and learning

Community Goals

Objectives	Community Ref.	Community Strategies	Action / Measures / Targets	SA Strategic Plan Target 07
Community Engagement and Participation	1.5 1.6 1.7	Provide a diverse range of volunteering opportunities, together with training, support and recognition throughout the community. Provide opportunities for people of all ages and abilities to participate meaningfully in community life. Provide open communication and consultation with the community, which informs, educates and encourages participation.	<i>(These will be detailed in our Annual Business Plans and reviewed/updated on an annual basis)</i>	T1.24 T2.12 T5.5 T5.6
Artistic and Cultural Expression	1.8	Contribute to local community and cultural life by providing opportunities for cultural expressions and learning.		T4.1 T4.4 T4.3 T5.8
Social Infrastructure	1.9	Build partnerships with, and facilitate linkages between service providers, adjoining councils and other spheres of government to optimise services.		T1.21

Community Direction 2 — Economic Strength

Supporting a strong and innovative business environment that reflects a vibrant cosmopolitan character.

Unley's businesses have to adapt to an ever-changing commercial environment. A broadened customer base will need to be developed through increased residential growth; strong marketable identity and appeal, supported by infrastructure improvements; self-help initiatives; economic innovations; and business improvement programs. Innovative models for collaborative and coordinated self-management for 'strip' shopping centres will be essential to deliver efficient and effective outcomes. Sustainable economic development will generate local wealth and provide employment opportunities for people living in the City. The move towards home-based businesses, the inception of cultural (arts, recreation and leisure) industries and the expanding use of information and communication technology will provide different labour market opportunities.

Objectives

Our priority will be to develop stronger partnerships between business and Council, to grow and expand existing business precincts, and attract new businesses to the City. This will include a focus on the Street Life Trust, residents supporting local business, tourism, marketing, education and investment attraction, and business development.

Community Direction 2 — Economic Strength

Supporting a strong and innovative business environment that reflects a vibrant cosmopolitan character.

Community Goals

Objectives	Community Ref.	Community Strategies	Action / Measures / Targets	SA Strategic Plan Target 07
Economic Prosperity	2.1 2.2	Encourage local skill development and local employment. Identify, foster and support new enterprises and home based businesses to build local employment.	<i>(These will be detailed in our Annual Business Plans and reviewed/updated on an annual basis)</i>	T1.1 T1.5
Business Partnerships	2.3	Proactively develop stronger partnerships between business and Council to promote and facilitate economic development in the City.		T1.21
Cosmopolitan Character	2.4	Enhance and develop the unique cosmopolitan character of main street and shopping precincts within the City.		T1.15

Community Direction 3 — Natural and Built Environment

A City recognised for its desirable character, resource innovation and long term management of its physical infrastructure.

Natural resources are finite and with redevelopment the need to preserve the natural environment is even greater. There will therefore be a growing need to implement programs such as preserving remnant vegetation and indigenous planting; encouraging the use of community gardens; maintaining significant and appropriate mature trees; reducing excess waste generation; minimising unsustainable increases in the consumption of resources (water, energy); and restoring creeks.

Urban growth on Adelaide's outer fringes is slowing and being contained whereas inner city councils such as Unley are seeing a rise in commercial and residential investment. As the City becomes more popular for living and recreation, traffic and residential amenity will need increased and ongoing attention by Council.

Objectives

We will strive to achieve a respect for the City's heritage and natural areas to reinforce Unley's city amenity and village charm. Conservation and recycling will characterise all aspects of Council operations. We will focus on trees, plants, fauna (birds, animals) to encourage richer biodiversity; building a community that values its local environment; improving watercourses, underground water and water use management; protecting soil and air quality; noise management; and waste management and recycling.

Our priority will be to create an individual yet complementary identity for each of Unley's villages. Urban design and environmental management will be modern with an emphasis on traffic calming, safety, and pedestrian activity. Business will be supported by strategically planned and located leading edge infrastructure. We will focus on people movement, access, and traffic management; housing style and quality; good environmental practices in the built environment; shopping and trading areas; heritage and preservation; and maintenance of streetscapes and public infrastructure.

Community Direction 3 — Natural and Built Environment

A City recognised for its desirable character, resource innovation and long term management of its physical infrastructure.

Community Goals

Objectives	Community Ref.	Community Strategies	Action / Measures / Targets	SA Strategic Plan Target 07
Sustainable Development	3.1	Ensure that urban development and infrastructure meet the changing needs of the community whilst maintaining the City's heritage, amenity and character.	<i>(These will be detailed in our Annual Business Plans and reviewed/updated on an annual basis)</i>	T3.14 T6.7
Resource Innovation	3.2 3.3 3.4	Work in partnership with the community to respond to and manage the impacts of climate change. Ensure that the City's water resources are harnessed and reliance on potable/mains water and the River Murray for irrigation is minimized. Ensure the efficient use of energy and other natural resources within the management of Council's assets and operations.		T3.1 T3.9 T3.7 T3.5 T3.12 T3.13
Natural Environment	3.5	Ensure the protection, enhancement, and management of the natural and built environment of the City in order to strengthen its environmental sustainability.		T3.1 T3.9 T3.13

Community Direction 3 — Natural and Built Environment Contd.

A City recognised for its desirable character, resource innovation and long term management of its physical infrastructure.

Community Goals

Objectives	Community Ref.	Community Strategies	Action / Measures / Targets	SA Strategic Plan Target 07
Waste Minimization	3.6	Provide efficient, environmentally friendly waste collection and recycling services.	<i>(These will be detailed in our Annual Business Plans and reviewed/updated on an annual basis)</i>	T3.8
Physical Infrastructure	3.7 3.8	Ensure the long term management of all Council assets. Ensure a sustainable, safe, and integrated transport system is developed and maintained for the community considering a balance between intra-city and inter-city demands.		T1.21 T3.13 T3.6 T2.9 T2.10

State Strategic Plan 2007 – Relevant Targets

- T1.1 – Exceed the national economic growth rate by 2014.
- T1.5 – Exceed Australia's ratio of business investment as a percentage of the economy by 2014.
- T1.15 – Increase visitor expenditure in South Australia's tourism industry from \$3.7 billion in 2002 to \$6.3 billion by 2014.
- T1.21 – Match the national average in terms of investment in key economic and social infrastructure.
- T1.24 – Increase net overseas migration gain to 8500 per annum by 2014.
- T2.2 – Increase the proportion of South Australians 18 and over with healthy weight by 10 percentage points by 2014.
- T2.3 – Exceed the Australian average for participation in sport and physical activity by 2014.
- T2.4 – Increase the healthy life expectancy of South Australians by 5% for males and 3% for females by 2014.
- T2.12 – Improve the quality of life of all South Australians through maintenance of a healthy work-life balance.
- T3.1 - Lose no known native species as a result of human impact.
- T3.5 – Achieve the Kyoto target by limiting the state's greenhouse gas emissions to 108% of 1990 levels during 2008-2012, as a first step towards reducing emissions by 60% (to 40% of 1990 levels) by 2050.
- T3.7 – Reduce South Australia's ecological footprint by 30% by 2014.
- T3.8 – Reduce waste to landfill by 25% by 2014.
- T.3.9 – South Australia's water resources are managed within sustainable limited by 2018.
- T3.12 – Support the development of renewable energy so that it comprises 20% of the state's electricity production and consumption by 2014.
- T3.13 – Improve the energy efficiency of government buildings by 25% from 2000 – 01 levels by 2014.
- T3.14 – Increase the energy efficiency of dwellings by 10% by 2014.

State Strategic Plan 2007 – Relevant Targets Contd.

- T4.1 – Increase the number of South Australians undertaking work in the creative industries by 20% by 2014.
- T4.3 – Increase the number of attendances at South Australian cultural institutions by 20% by 2014.
- T4.4 – Increase the number of attendances at selected arts activities by 40% by 2014.
- T5.5 – Increase voter participation in local government elections in South Australia to 50% by 2014.
- T5.6 – Maintain the high level of volunteering in South Australia at 50% participation rate or higher.
- T5.8 – Increase the percentage of South Australians who accept cultural diversity as a positive influence in the community.
- T6.2 – By 2014 achieve a 10% improvement in the number of children reading at an age appropriate level by the end of year 1.
- T6.4 – Improve South Australia's performance on the Australian Early Development Index.
- T6.7 – Increase affordable home purchase and rental opportunities by 5 percentage points by 2014.