

Toward 2040... *Together*

City of Marion Strategic Plan Review Community Engagement Report February 2024

A great place to live





Kurna Acknowledgement

Ngadiu tampendi Kurna meyunna yaitya
mattanya yaitya yerta

This Kurna acknowledgement was prepared in consultation with traditional custodians.

Acknowledgement of Country

The City of Marion acknowledges we are situated on the traditional lands of the Kurna people and recognises the Kurna people as the traditional custodians of the land.



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Executive summary

In 2023, Council supported a Toward 2040...*Together* community engagement campaign to understand community aspirations that will support the development of a Draft Strategic Plan 2024-2034.

The Toward 2040...*Together* community engagement was held across 8 weeks from 16 October to 4 December 2023. The engagement sought to reach a wide range of stakeholders including; residents, businesses, visitors to the council area, Kaurana community, sports clubs, community groups, state government, and young people, to hear their aspirations for the council area over the next 10 years, including a Community Vision toward 2040.

The community was asked a series of questions surrounding council's current Vision statement, its strategic themes, and purpose statement to see if there is an appetite for change. The community were also asked to tell council their concerns for the future of the council area.

Overall, 772 responses were received through a range of communication mediums including; in person focus groups, online, through the council's Making Marion engagement tool, community drop-in events, social media, pop-up stalls at council facilities, attendance at Marion Shopping Centre and the Marion Celebrates community festival, promotion on council's website and City Limits magazine. A core outcome of the engagement was to ensure that it reached a broad representation of the community.

In summary, the community have told council that they would like a green, sustainable, safe and liveable city that is accessible, inclusive, friendly, walkable, and socially connected. What's important is that council focus on core services, increasing tree canopy, environmental protection, more walking and cycling paths, addressing traffic congestion and street parking, adopting innovative recycling initiatives and improving community wellbeing.

In short; **a place for all, where people and nature thrive.**



City of Marion's current strategic themes

Engagement methodology

Engagement objectives

To provide the community the opportunity to get involved and contribute to council's strategy over the next 10 year period, Toward 2040...*Together*.

To target all segments of the population and ask them their aspirations for the future.

To provide council with a report that summarises community feedback and includes key themes that have come through as part of the engagement.

To ensure that the Council considers community views and before developing the Draft Strategic Plan (to go back out to community consultation once the draft is complete).

To ensure the community has genuine opportunities to have their say and engage through a 'consult' level of engagement (see image below right).

What we asked

Appetite for change to council's current Community Vision toward 2040 and what it should be.

What council should prioritise for the next 10 years.

What the City of Marion should aspire to become.

Concerns/challenges for the next 10 years.

How council can make the community feel safer (this theme came through in previous community feedback and it was explored further in the survey).

Environmental priorities that the community believe council should focus on over the next 10 years.

Feedback on council's current purpose 'To improve its resident's quality of life; continuously, smartly and efficiently' and whether it should change.

What the current strategic themes mean to our community; Liveable, Valuing Nature, Engaged, Innovative and Connected.

Key message of the campaign

Toward 2040...*Together* - tell us your aspirations for our city.

We're imagining what the future should look like - tell us your aspirations for our city.

Stakeholders engaged

The following stakeholders were invited to participate in the online Making Marion engagement, submit a letter to council or attend a drop-in event.



Increasing impact on the decision

Public participation goal

Promise to the public

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

We will keep you informed.

Consult

To obtain public feedback on analysis and/or decisions.

We will keep you informed, listen and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

Collaborate

To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

Empower

To place the final decision making in the hands of the public.

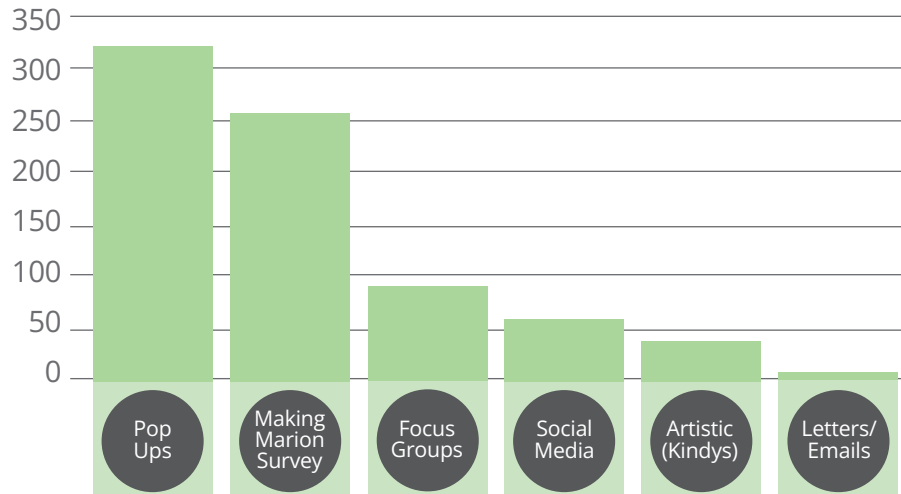
We will implement what you decide.

Engagement activity

Communication method	How we engaged	Engagement statistics
Marion 100 event	<ul style="list-style-type: none"> Tell us what you think of council's current purpose Tell us what you think of council's current strategic themes and ranking the importance of the themes Promotion of the survey 	22 people attended
Business community event	<ul style="list-style-type: none"> What should council prioritise for the next 10 years What are some of the key challenges facing the community? Tell us your thoughts on our current vision Tell us your thoughts on our current Purpose What should Council prioritise over the next 10 years to support a council that is prosperous for business? 	28 attended and participated.
Focus groups (Marion Community Forum, Community Leadership Forum, Youth Collective Committee)	<ul style="list-style-type: none"> Promotion of the engagement and survey Tell us what you think of council's current purpose Tell us what you think of council's current strategic themes 	42 attendees (total of 64 including Marion 100 listed above)
Making Marion online portal	<ul style="list-style-type: none"> Makingmarion.com.au/toward2040 Share your feedback Complete the survey Send us written correspondence Attend a drop in event 	257 respondents*
City of Marion databases	<ul style="list-style-type: none"> Business e-newsletter Making Marion subscribers 	9780 subscribers 4960 subscribers
Council's digital screens	<ul style="list-style-type: none"> Toward 2040...Together Tell us your aspirations for our city 	N/A
Social media	<ul style="list-style-type: none"> Targeted campaign focussed on users who reside within the council area 	20 posts 10.1k impressions 110 engagements 61 people commented.
Letters	<ul style="list-style-type: none"> 29 letters sent to stakeholders including MP's, State Government, First Nations Committees and other community groups. Emails were sent to all City of Marion schools and kindergartens. 36 kindergarten students engaged through artwork and 2 Kindergarten Directors gave feedback. 	4 letters and 2 emails received.
Community drop-in events (Pop-ups in the community)	<ul style="list-style-type: none"> Pop up tables remained at locations for the 8 week period with call-to-action questions, Tell us what you think council should prioritise in the future Tell us your thoughts on our current vision What should the Marion Council aspire area to be by 2040. Hard copies of the survey were also available for people to submit in letterboxes at the pop-up tables 	145 respondents engaged at Park Holme 68 respondents engaged at Cove Civic Centre 66 engaged at Marion Cultural Centre 23 engaged at Marion Community Services Expo 38 engaged (including 25 surveys) at Marion Celebrates 6 engaged at Mitchell Park Sports and Community Centre
The Advertiser	<ul style="list-style-type: none"> Paid advert in The Advertiser (to comply with legislative requirements under the Local Government Act that councils must promote its Strategic Plan community engagement) on Saturday 14 October 2023 	282,000 readership
City Limits Magazine	<ul style="list-style-type: none"> Promotion of the engagement in the October edition 	Delivered to a total of 44,000 households and businesses

*Overall we received 257 survey responses via Making Marion. The survey responses in the graph outputs total 258, which is due to staff carrying out a test survey to ensure the functionality of the survey. For data integrity, the Making Marion platform does not permit the removal of any entries.

Engagement totals



A broad range of engagement approaches were used



A message from the Mayor

Council is about to review its 'strategic documents'. State law compels this, but it is a good idea anyway to regularly review these things – and we genuinely want to ask you what you think about them.

You may well wonder whether visionary words make much of a difference. They are a bit like the comfortable chair from which you watch TV. You don't really think about it, unless something is wrong with it.

After massive community consultation, years ago, council decided that the area we live in should be 'Liveable, Valuing Nature, Engaged, Connected, Innovative, Prosperous'. There is not really anything there to argue against. There is some confusion, however. Does 'Engaged' mean that the residents are engaged with the council, or each other? Does 'Connected' mean that we have good roads and paths, or that people are communicating with each other on their computers?

In theory, these aspirations should be the basis for all the directions and tasks throughout the council organisation. You tell us what you value, the Mayor and Councillors finalise the strategy, then we take on the role of 'quality assurance' as our staff make these aspirations a reality. That's the theory.

Kris Hanna

Kris Hanna
PO Box 21, Park Holme SA 5043
8375 6600
council@marion.sa.gov.au

Woodlands Ward
Jayne Hoffmann



It's been 12 months since the Council was elected and we've hit the ground running to get across issues and understand the subject matter of many varied and diverse topics; from Marion Water to parking and traffic management, to grants and leasing arrangements.

In the Woodlands Ward, a large urban mural along Raglan Avenue has been completed, as well as bespoke stobie pole art pieces in high-traffic areas. Further to this, the installation of the Edwardstown Oval outside toilet is now complete, which will provide welcomed amenities for families and visitors.

The Edwardstown Community Battery has been approved which is a great innovative example of a joint federal/local government venture, which will improve the lives of the most vulnerable in our society.

This year, I participated in both sessions of the Marion 100, which gave me the opportunity to discuss what's important to residents and their expectations of local government.

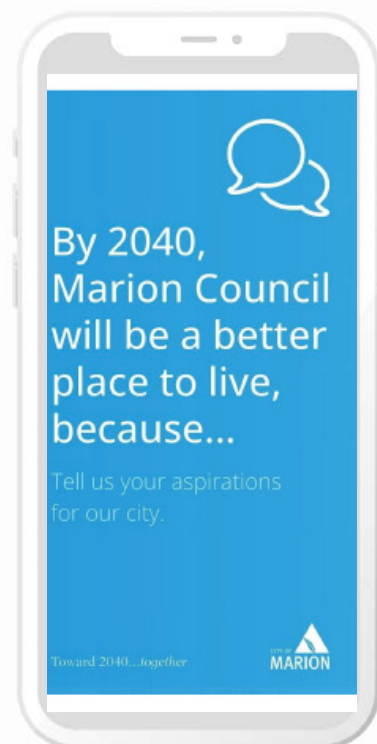
With 2024 just around the corner, this information will assist in preparing our strategic plan to set the goals and projects for the next 2 to 5 years.

If you have any ideas that you'd like to discuss, please reach out. I wish you well during the holiday season.

Jayne
jayne.hoffmann@marion.sa.gov.au
0498 837 960

South Plympton, Glandore, Ascot Park, Edwardstown, Mitchell Park (part), Clovelly Park (part)

City Limits magazine



Social media posts

What the community told us

One word

We asked the community what is the one word that comes to mind when you visualise a great Marion council in 2040.



Aspirations for our city

We asked our community what the Marion council area should aspire to be.



When different groups of people were given a free text option, some similar themes emerged.

Results are based on rankings from the Making Marion survey with predetermined themes based on previous community feedback.



Results are based on free text options collated from pop-ups at libraries and community centres, the Marion 100 focus group and the Marion Celebrates event.



Service priorities

We asked our community what their top 3 service priorities were for the next 10 years.

The top 3 priorities were:

- 1 Council services (core services)** - a focus on continuing to deliver services well (footpaths, roads, waste, maintenance, trees community programs, libraries etc.)
- 2 Environmental sustainability and nature** - focus on, wise waste management, more cooling and greening the streets with trees and vegetation, nature-based recreation, climate resilience, reducing carbon emissions.
- 3 Transportation and mobility** - more walking and cycling paths, addressing traffic congestion and street parking. Focus group participants stated this to be the highest contributing factor towards liveability.

Survey results are based on ranking from the online Making Marion survey with predetermined themes based on previous community feedback.



Concerns about the future

We asked our community what their concerns were about the future in our council area over the next 10 years.

The top 3 concerns were:

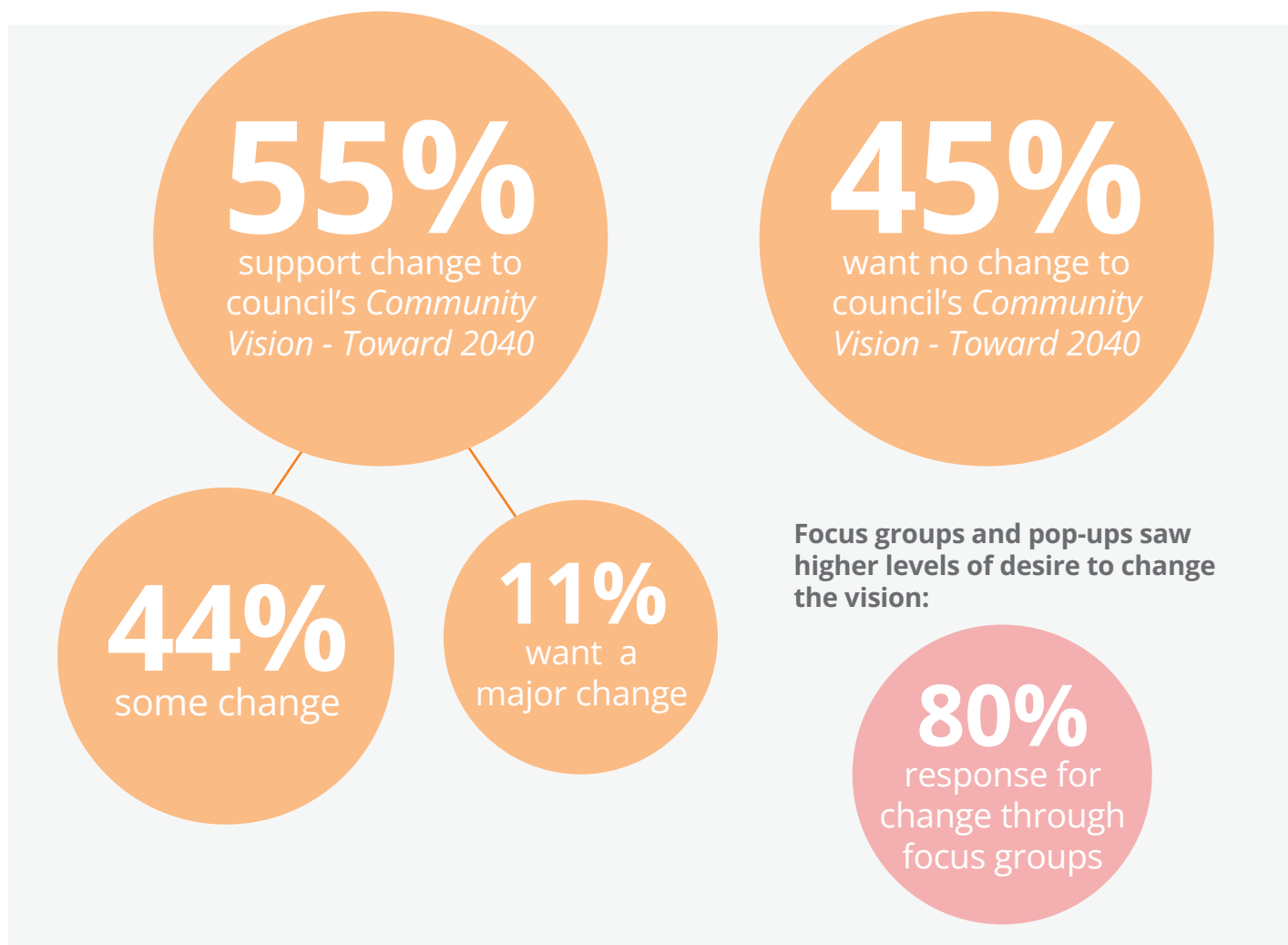
- 1 Traffic and parking congestion** in areas of urban infill resulting in safety and liveability concerns e.g. lack of access for emergency vehicles along congested streets.
- 2 Trees being removed**, climate impacts, and loss of biodiversity due to urban infill.
- 3 Community well-being** affected by high cost of living, social isolation, health and safety concerns, climate change and built/nature balance.

The Toward 2040...*Together* community engagement campaign was undertaken in a challenging year with significantly high and rising interest rates set by the Reserve Bank of Australia, high rental costs, and general increases in the cost of living including fuel, food costs and utilities. Concerns relating to business challenges included high costs e.g. insurance and rent, and difficulties in gaining and retaining a skilled workforce.

Results are based on the Making Marion survey and focus groups.

Community Vision

We asked the community about the vision for Marion Council area 10 years from now:



Responses for this question were collated from the Making Marion survey, Focus Groups and Pop-up engagements at Libraries and Neighbourhood Centres and the Marion Celebrates Festival.

Feedback on council's current strategic themes

- **Connected** and **Engaged** too similar.
- **Connected** understood by the majority as socially connected.
- **Engaged** seen both as council engaging with residents and residents being active community members.
- **Valuing Nature** community keen to expand this - protecting, preserving, restoring, improving.
- **Liveable** broad interpretation.
- **Prosperous** and **Innovative** resonated the least.

Ideas on what the new *Community Vision* could be

- Consider additional words – sustainable, inclusive, green, safe.
- People focused - for everyone, and for the good of everyone.
- Use specific words that are friendly for all.
- Reduce the number of themes.

Feedback and suggested wording for the new *Community Vision* included:

"Inspiring, sustainable innovative safe environment with a driving force towards renewable energy for our children's, children's future."

"Fewer words-keeping language simple and accessible."

"Destination of choice to live, invest and recreate."

"A community that is inclusive, affordable, engaged and innovative."

"I would like to see the word safe used as I think the community should be about people and then about the other things."

"Creating a better future together."

"A shorter and more concise vision: all aspect in the current one are valid and important but by having a long vision each aspect has a little less emphasis."

"A community that is green, accessible, valuing nature, innovative and socially connected."

"A sustainably greener city."

"A community that is listened to, responsive and safe."

"Including and supporting all people."





Safety

We asked what council would need to do to make the community feel safer.

In previous community engagements council consistently heard a desire for a 'safe community', emerging through various feedback sessions.

Results are based on rankings, responses to the Making Marion survey and letters received.

- 1 Crime preventative design of public infrastructure e.g. lighting and landscaping.
- 2 Accessible design and maintenance of infrastructure e.g. footpaths accessible to all, traffic and parking management around urban infill to ensure safe visibility and accessibility for emergency vehicles, speed limits, etc.
- 3 Inviting and activating spaces – markets, festivals, community events at night.
- 4 Having CCTV installed – eg in reserves and around public buildings.
- 5 Removing graffiti quickly.
- 6 Supporting community connection – increasing trust, belonging, and support networks, and connecting the community to social support services.
- 7 Walking and cycling friendly initiatives – reduced road speeds, infrastructure for safer shared road experience for cyclists, and reduced car use.
- 8 Advocate for increased police presence to deter crime.
- 9 Improved dog management e.g. uncontrolled dogs, dog-free walking areas.





Environment

We asked the community what environmental initiatives council should prioritise over the next 10 years.

In previous community engagements council heard that addressing climate concerns and the environment was of high importance.

The top 6 environmental priorities were:

- 1 Greening initiatives (tree planting and horticulture).
- 2 Better use of stormwater to reduce the reliance on mains water.
- 3 Wise waste management.
- 4 Community education (energy and water consumption, sustainable living, etc.).
- 5 Climate resilient initiatives.
- 6 Advocate for policy change at state and federal government levels.

When asked what other priorities council should focus on, the following themes emerged:

Increased tree canopy coverage, environmental protection, and innovative recycling initiatives.

Responses for this question were collated from the Making Marion survey.





Sustainable

We asked the community what the word 'sustainable' means to them.

The word 'sustainable' has consistently been raised through community consultations.

The majority of respondents related the word 'sustainable' to the environment. More specifically:

- 1 Recycling, reusing and fixing things.
- 2 Trees, green spaces, protection and regeneration.
- 3 Renewable energy.
- 4 Community gardens, produce networks and locally grown food.
- 5 Good use and reuse of water.

Financial sustainability was noted as **good financial management, living within our means, incentives, and education and employment.**

Social sustainability was noted as a **safe community that works together to support each other for the good of all.**

Sustainable infrastructure was noted as **well maintained, charging stations and battery storage, walking and cycling paths, good nature/built balance, green and efficient housing, and accessible, affordable facilities and services.**

Results were collated from the Making Marion survey.



Purpose

We asked the community to review our *Purpose* which is 'to improve our residents' quality of life; continuously, smartly and efficiently' and:

54%

support
no change

31%

support a
minor change

15%

support a
major change

Focus groups saw a higher percentage of respondents who supported a change to our *Purpose*:

89%

overall support
a change

Feedback on council's current *Purpose*:

- Community felt that the current *Purpose* did not resonate with them and highlighted the importance of engaging, listening, consulting, supporting and collaborating with our community.
- Expand 'residents' to 'community'.
- Remove 'smartly' and 'efficiently'.
- Include warmer phrasing.

Worth noting is that many councils do not include a *Purpose* in their Strategic Plan.

Results were collated from the Making Marion survey and Focus Groups.

Opportunities for the City of Marion's future

The following opportunities take into consideration the strategic challenges facing council in the coming years and incorporates opportunities identified through community engagement with key stakeholders.



Advocate with State Government and proactively plan with community to ensure the best outcomes can be achieved for South Road, as a result of the T2D project.

Work with the State Government to ensure the Tonsley Innovation district continues to be marketed as a high-value manufacturing hub to ensure local jobs can be retained.

Advocate partnership opportunities with State Government to promote accelerated greening efforts across the council area to reduce urban heat and improve livability.



Set measurable targets for increased tree canopy and increased greening initiatives.

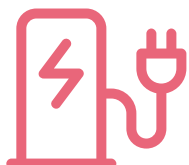
Implement coastal management protection and restoration actions to mitigate storm surge and rising sea levels.

Increase open space in areas of high urban infill to improve liveability.

Proactive partnering toward innovative recycling operations.

Reduce reliance on mains water with innovative water sensitive urban design initiatives.

Embed Kaurna cultural practices and land management methods across environmental projects.



Advocate for electric vehicle infrastructure.

Mitigate climate impacts by embedding new water and bio-sensitive urban design into all urban planning (streetscapes).

Develop sustainable engagement approaches and outcomes with First Nations community.

Leverage emerging technology for best-practice council operations.



Develop spatial plans that link economy, nature and communities.

Support the growth of future population, considering state regional priorities and community aspirations – eg linking community precinct through walking and cycling paths, identification of future land use, future housing and employment options to improve livability.



Implement actions to decrease parking congestion, proactively planning in areas of higher housing density.

Undertake a feasibility study to assess lighting across council's walking and cycling paths to increase usage and enhance feelings of safety.



Consider further activation opportunities for Majors Road O'Halloran Hill as a vibrant sports and recreation hub.

Conduct a 'community needs' analysis of council's ageing population and its service provision.

Continue inclusive initiatives for accessibility and connectivity across the city, implemented into planning.



Partner with the Living Kurna Cultural Centre to promote the site as a significant visitor cultural hub in the heart of Marion.

Increase the promotion of community service and events.

Vibrant community events – eg multicultural, activities and placemaking initiatives, with strategic mapping of potential event locations across the city.

Work with the community to develop innovative solutions to support localised social connections – eg local neighbourhood initiatives.

Acknowledgements

All direct quotes in this report are from respondents who participated in the Toward 2040...*Together* campaign.

Thanks to the following groups who supported:

- City of Marion community
- Local schools and kindergartens
- Local businesses
- State government
- Community groups/partners
- Council Members
- Youth Collective Committee
- Marion 100 group
- Marion Community Forum
- Community Leadership Program participants
- City of Marion staff



8375 6600



@CityofMarion



@CityofMarion



council@marion.sa.gov.au



@CityofMarion



marion.sa.gov.au

