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LOCAL GOVERNMENT PROFESSIONALS AUSTRALIA, SA

23RD ANNUAL
LEADERSHIP
EXCELLENCE
AWARDS

EXCELLENCE IN LOCAL ECONOMIC
DEVELOPMENT FINALISTS

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Award Finalists EXCELLENCE IN LOCAL ECONOMIC DEVELOPMENT

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City of Onkaparinga Economic Growth and Tourism Team - City Wide Encore Activation Program

The City of Onkaparinga boasts some of South Australia's most spectacular scenery, from rolling vineyard valleys to 31 kilometres of coastal bliss and is poised to become a year-round destination for place and business activations.

Place and business activations are a collaborative process undertaken to activate Onkaparinga's tourism precincts, main streets and spaces with short-term commercial activities to showcase the city, its experiences, and businesses, in creative ways to stimulate the local economy.

In 2022–23, council launched an expanded activation program, Encore Summer – *90 days of summer vibes* and Encore Winter – *get fired up this winter*. The program aims to increase the use of underutilised spaces/places throughout the City of Onkaparinga in innovative ways through business-led opportunities, encouraging partnerships and collaborations, while igniting the night-time economy. By enhancing the use of local products and services and encouraging business diversification, Council has seen a positive ripple effect across local supply chains.

Through this initiative, leading activations such as the SandBAR, Pizzateca Beach, Cabana Club and Tintara Winter Fire Festival create memorable destination experiences, attract visitors, and drive economic growth, while instilling civic pride and improving the amenity and lifestyle of residents.

The inaugural program attracted more than 35,000 visitors, delivering a local economic impact of \$3.8 million.

In aspiring to become a leading program in Australia, the framework and program resource development was carefully considered for ease of sharing, inspiring positive change and innovation in capacity building and experience development.

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Mount Barker District Council AFL Gather Round Project Team - 2023 AFL Gather Round

The completion of the Summit Sport and Recreation Park stage 1 in 2020 marked a significant milestone for the Mount Barker community, and its impact was further exemplified by the successful hosting of the inaugural Gather Round AFL regional game in 2023.

In late 2022, the Australian Football League approached Council with a proposal to host the first-ever regional AFL game for premierships points at an uncontrolled ground. With no established rulebook or guidelines for such an event, Council embraced the challenge and committed to delivering an exceptional experience for both participants and spectators.

The AFL Gather Round 2023 event presented an unplanned yet invaluable opportunity for Council, in collaboration with the South Australian Government and the Australian Football League, to spotlight the distinctive features of the Adelaide Hills Tourism Region. Moreover, it served as a platform to highlight the major event capabilities of the Summit Sport and Recreation Park.

Navigating uncharted territory, the team demonstrated remarkable foresight, creativity, and attention to detail, ensuring that the Gather Round regional game exceeded all expectations.

Strategic communication and media campaigns played a pivotal role in the success of the event, with unprecedented positive media coverage not only benefiting Council but also the Adelaide Hills Tourism region and the broader region. Increased visibility generated a surge in economic spend, with positive media coverage opening doors to potential regional commercial investment opportunities.

The AFL Gather Round 2023 exemplifies outstanding achievement in event planning and community engagement. Council's ability to showcase the Adelaide Hills Tourism Region and the SSRP, coupled with the collaborative efforts of dedicated staff, resulted in an unforgettable experience for both residents and visitors, delivering a substantial economic benefit of \$2 million to the Mount Barker region.

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Yorke Peninsula Council - Yorke Peninsula Childcare Initiative

Before the Yorke Peninsula Childcare Initiative, the Yorke Peninsula Council region, with a population of 11,922 across 45 townships, had just 18 formal long daycare places. This was identified as the main factor inhibiting economic and social development within the council area. As part of the Yorke Peninsula Childcare Initiative, Yorke Peninsula Council:

- Partnered with passionate local parents to undertake a comprehensive needs analysis and compile a project plan
- Sought and was awarded Federal funding to build a new childcare facility
- Partnered with a private childcare service provider to build a workforce and operate long daycare
- Constructed the new facility plus opened a second childcare operation in a previously disused Council owned building

This initiative has created additional capacity of 120 childcare places per day to the region with an ideal geographical spread. An average of seven FTE jobs were created during construction, with an additional 49 jobs ongoing. 29 staff are in the process of undertaking Early Childhood Education qualifications through a Council partnership with a Registered Training Organisation, ensuring workforce needs are met. The project has a cost-benefit analysis of 1:51.29.

Thanks to this initiative, young parents are back working, grandparents and carers have more time to volunteer, kids are socialising and developing life skills, and working families are staying local.

This private-Council partnership model is replicable and could help solve the childcare crisis across regional South Australia.

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