



## The Changing Face of Adelaide

Adelaide City Council regards the growth of Adelaide's residential population as its key strategic outcome ... and we're looking for all age groups to move in: families with young children, students, young couples and singles, baby boomers, and older and retired citizens.

Council believes that once Adelaide reaches a 'critical mass' of residents, it will have sufficient social and commercial activity to support existing and new city businesses, and it will be able to provide the employment, cultural, educational, sporting and recreation activities that modern, dynamic cities have come to expect.

Our target is for Adelaide to grow its permanent residential population by 1300 persons per year, leading to a total residential population of 25,500 by 2012 (up from the current population of 21,194 [as at June 2010]).

The State Government's *30 Year Plan for Greater Adelaide* builds on this target by seeking a net additional population of 27,300 over the next three decades and 15,040 additional homes. A total of 2250 affordable dwellings will also be required during this time.

To achieve such ambitious targets, Council has developed its Residential Growth Program, which is responsible for, 'stimulating activity in the central city through increased residential population, density and social mix'. Under this Program, Council monitors trends, undertakes consultation, and builds on its relationships with industry bodies, developers and the community.

Currently Council's initiatives include:

- Strengthening demand for city living through its Residential Marketing Strategy, with the 'Already Home' campaign which was launched on 20 December 2010 ([www.alreadyhome.com.au](http://www.alreadyhome.com.au))
- Influencing housing supply by identifying and eliminating barriers to supply, wherever possible
- Acting as a facilitator for mixed use designs, safety programs, and the development of community facilities, precinct groups etc
- Researching issues such as growth capacity and the economics of a growing city.
- New Development Plan policy – to reduce red tape and to encourage new housing across the city
- The Integrated Design Strategy - to bring together planning policy and design excellence
- A 3D Model of the city – to provide a visual representation of the city, both now and in the future, to inform its growth and policy directions
- Project partnering and delivery – West Central, Sturt Living and Whitmore Square projects delivering affordable and aspirational housing

Anyone employed in real estate - whether it be in asset management, commercial agency, property development or project management - is invited to contact Mike Philippou on telephone 8203 7699 either for further information and advice about the way we want our city to grow, or to give us your ideas about how to grow the city's population and make this city an even more desirable place to live.

**ALREADY  
HOME**