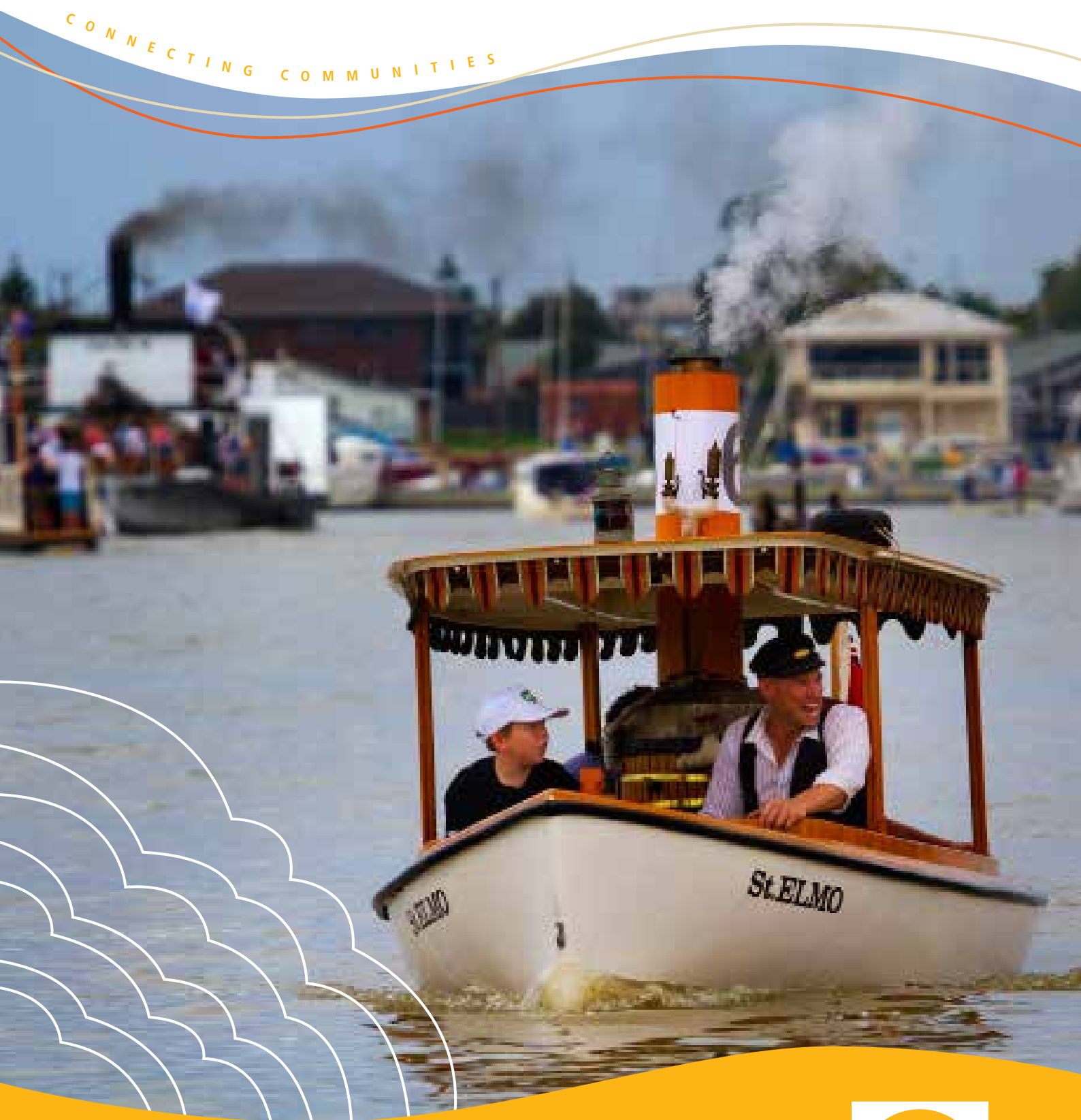


# Alexandrina Council

Community Strategic Plan 2014-23

Part Two: Strategic Measurement - 2015 Report

CONNECTING COMMUNITIES



CONNECTING COMMUNITIES

# Alexandrina

## Connecting Communities

**Strategic Management Plans**  
2014-23 Community Strategic Plan (Our Community Plan)

# Alexandrina

## Connecting Communities



## Contents

5	<b>Introduction</b>
6	<b>Activate Our Spaces</b> Strategic Measurement
12	<b>Innovate Throughout Our Region</b> Strategic Measurement
21	<b>Thrive in 'Clean Green' Futures</b> Strategic Measurement
30	<b>Participate in Wellbeing</b> Strategic Measurement





## Introduction



The Alexandrina Connecting Communities 2014-23 Community Strategic Plan includes

a series of non-financial measures to assess strategic performance at the Aspiration and Outcome levels.

This is Alexandrina Council's first iteration of non-financial measures under Section 122 (1) (d) of the Local Government Act 1999. This report forms part of the 2015/16 Review of the Community Strategic Plan as required under Section 122 (4) (b).

The non-financial measures chosen as the first iteration have been considered for representativeness of community interests and Council role and performance, which includes:

- reliability
- consistency
- repeatability
- credibility
- cost effectiveness.

It is possible that in the course of establishing baselines, further advice will need to be sought from Alexandrina Council's Audit Committee.

All amendments to non-financial strategic performance measures will be recorded, and available for public scrutiny, as part of regular reports to the Audit Committee.

A key feature of Council's establishment of strategic measurement includes the establishment of a community satisfaction survey that is conducted annually.

Anticipated benefits of this approach to strategic measurement include:

- building capacity of Council to refine, monitor and incorporate the findings of strategic measurement over time
- raised awareness among community and stakeholders of Council's strategic context;
- improvements in Council adaptiveness, preparedness and responsiveness to community change and impacts over time
- facilitating ongoing community engagement (rather than relying on major consultation rounds every four years) and improve the relevance of strategic management and annual business plans to our community

- supporting advocacy and ongoing engagement with the Australian Government and SA State Government and contributing to compliance with Section 122(1) re alignment with national, state and regional policy.

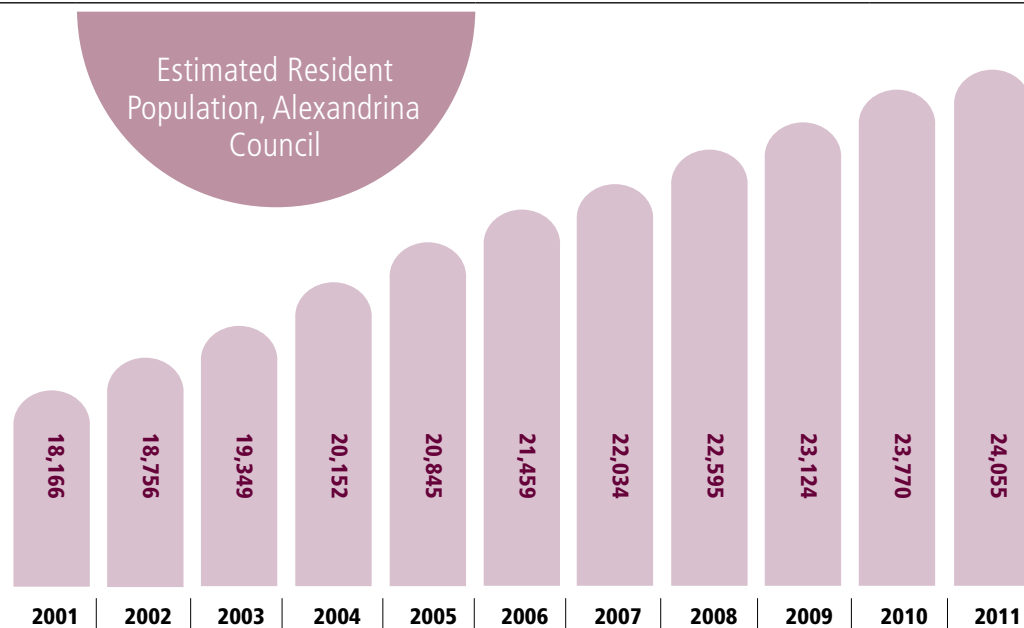
The **2015 Report** shows some measures are being maintained, such as population growth and economic growth.

Some measures are reliant on Census data, which will not be available until after the next Census in 2016 and most likely not available until 2017.

# Activate our Spaces

## About our Community (Existing Measures)

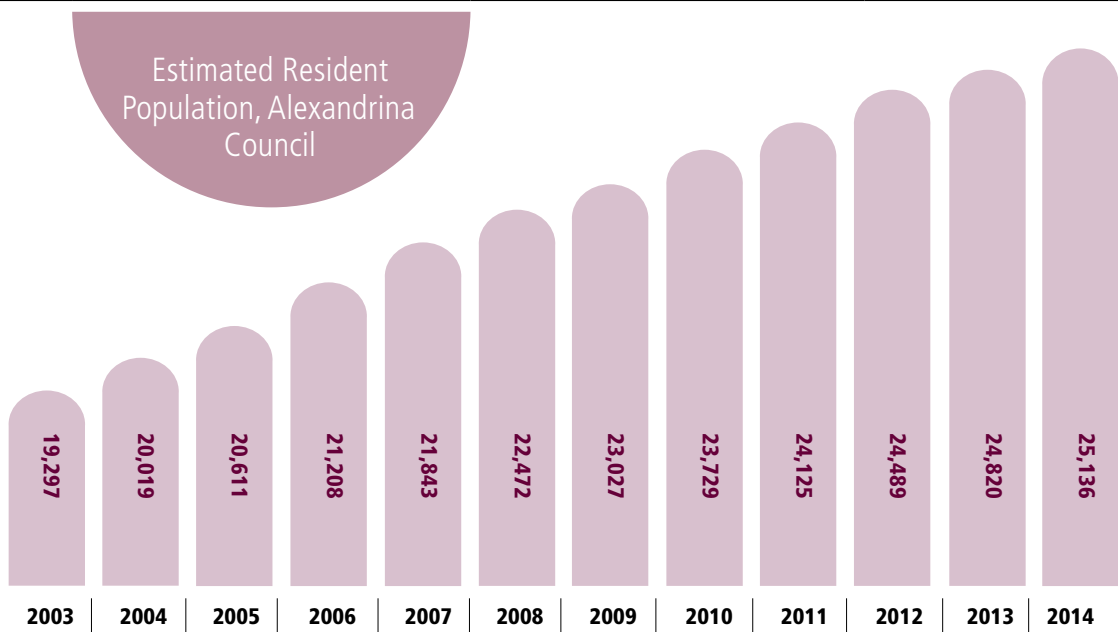
MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Local population growth</b></p> <p>Sustain population growth (Alexandrina local government area)</p>	<p>Baseline: 24,055 people in Alexandrina in 2010-11 (estimate resident population); 1.3% growth since 2009-10.*</p> <p>The ABS also identifies the Alexandrina population as two districts:</p> <p>Coastal area: 13,234 people in 2010-11; 2.1% average annual growth between 2006 and 2011; 34% in the ten year period to 2001-11.</p> <p>Strathalbyn area: 10,821; 2.5% average annual growth between 2006 and 2011; 35% in the ten year period to 2001-11.</p> <p>Source: ABS Regional Population Growth Cat 3218.0, released 22 July 2012.</p> <p>(<a href="http://www.abs.gov.au/ausstats/abs@.nsf/mf/3218.0">http://www.abs.gov.au/ausstats/abs@.nsf/mf/3218.0</a> and as depicted in Alexandrina Profile ID at <a href="http://profile.id.com.au/alexandrina/">http://profile.id.com.au/alexandrina/</a>)</p>	<p>Alexandrina has some of the fastest growing regional townships in South Australia, influenced by planning policy and hills/coastal population trends. Further growth is anticipated in Alexandrina with new growth areas identified under the 30 Year Greater Adelaide Plan, particularly in Goolwa North and Hindmarsh Island.</p> <p>Alexandrina and small area population forecasts to 2031 (by .Informed Decisions for Alexandrina Council) are available online at <a href="http://www.id.com.au/forecast/alexandrina">www.id.com.au/forecast/alexandrina</a></p> <p>*ABS revised population estimates downward by 116 persons (from 24,171 persons) following the 2011 Census.</p>	<p>SASP 45 – Total population; SASP 46 – Regional population levels</p>




Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

## Strategic Measures - 2015 Update

MEASURE	BASELINE	EXPLANATORY NOTES
<b>Local population growth</b> <b>2015 Report</b>	<p>Growth: 25,136 people in Alexandrina in 2014 (estimate resident population), 1.3% growth since 2013.</p> <p>Source: ABS Regional Population Growth Cat 3218.0 (as depicted in Alexandrina Profile ID at <a href="http://profile.id.com.au/alexandrina/">http://profile.id.com.au/alexandrina/</a>)</p>	<p>Since 2010-11, Alexandrina has grown by 1,081 people. Growth rates are being sustained.</p>



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Local mobile population impacts</b></p> <p>Monitor residential and visitor trends</p>	<p>Advocate to the Australian Bureau of Statistics (ABS) for inclusion of question in Census covering <b>'second residence/ownership of other dwelling'</b>.</p> <p>Baseline for <b>ratepayers recorded outside of the district</b>: To be calculated as at 30 June 2013.</p> <p>Source: Alexandrina Council Rates Register (internal)</p> <p>Baseline for <b>visitor population</b>: 155,700 overnight visitors and 660,900 day visitors in 2009</p> <p>Source: South Australian Tourism Commission Regional Tourism Profile – Fleurieu, 2009 (based on 30% of total Fleurieu visitation)</p> <p>Baseline for daily transit (<b>drive-in; drive out population</b>): 40.3% of residents work outside the area</p> <p>Source: 'Journey to Work', 2006 Census, Australian Bureau of Statistics as depicted in Alexandrina Profile ID at <a href="http://profile.id.com.au/alexandrina/">http://profile.id.com.au/alexandrina/</a></p>	<p>Alexandrina's location on the Fleurieu Peninsula sees substantial (tourism) visitation and the potential for transitioning populations. A substantial proportion of Alexandrina Council's ratepayer base main residence is outside the area and therefore they are not counted in the Census as residents. Given demographic and coastal living trends, it is anticipated this cohort may be a source of residential population growth in coming years.</p> <p>Alexandrina's proximity to the capital city, Adelaide, and arterial roads to neighbouring regional centres also influences daily commuter levels.</p>	<p>SASP 4 – Tourism industry; SASP 46 – Regional population levels; SASP 56 – Strategic infrastructure</p>
			 <ul style="list-style-type: none"> <li>Live and work in the same SLA</li> <li>Live in the area and work in different SLA</li> <li>Live in the area, but work outside</li> </ul>
			
			<p>Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 (Usual residence data)</p>

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Local mobile population impacts</b></p> <p><b>2015 Report</b></p>	<p>Alexandrina Council advocated to both the local member and the Parliamentary Secretary to the Treasurer for the Australian Bureau of Statistics (ABS) to include a question in Census covering 'second residence/ownership of other dwelling'. The ABS has announced that while there will be no inclusion in the next Census, they will consider trying to capture the information in other survey work.</p> <p>5,272 rates assessments out of 19,746 were recorded for postcodes outside of the district in 2013/14.</p> <p>Source: Alexandrina Council Rates Register (internal)</p> <p>Baseline for visitor population: 198,300 overnight visitors and 678,000 day trips between 2012-14.</p> <p>Source: South Australian Tourism Commission Regional Tourism Profile – Fleurieu, 2012-2014 (calculated based on 30% of total Fleurieu visitation).</p>	<p>Mobile populations are still a major influence for Alexandrina.</p> <p>Tourism visitation to the Fleurieu has increased since 2009.</p>



## About our Performance

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<b>Liveability of Townships &amp; Rural Areas</b>			
(Role: Provide/Respond and Facilitate/Connect)			
<p><b>Local new allotments and dwellings growth</b></p> <p>Maintain or improve the balance between number of new allotments emerging in Alexandrina and dwellings approved</p>	<p>Baseline: To be determined by 30 June 2013</p> <p>(quantitative: lag indicator)</p> <p>Source: Alexandrina Council Land Division and Dwelling Approvals Database (internal)</p> <p>Baseline: Vacant Land Owners Survey to be run in 2013-14</p> <p>(qualitative: lead indicator)</p>	<p>Indicates appeal over time of living in Alexandrina, including comparing the differing impact, lead and lag trends between developments approved, vacant land purchased, and dwellings approved.</p> <p>Further growth is anticipated in Alexandrina with new growth areas identified under the 30 Year Greater Adelaide Plan, particularly in Goolwa North and Hindmarsh Island. This indicator will provide a local dimension to the implementation and impact of State Government planning policy.</p>	<p>SASP 46 – Regional population levels</p> <p>SASP 33 – Government planning decisions</p>
<p><b>Town Plans</b></p> <p>Review, update and implement the Strathalbyn Town Plan by 2014</p> <p>Structure planning for Goolwa-Hindmarsh Island under the State Government 30 Year Greater Adelaide Plan by 2016</p>	<p>Community Consultation Process – Satisfaction with review approach and findings (by attendees pre-consultation and post-consultation)</p> <p>Implementation - Quality to be assessed by Annual Community Satisfaction Survey (baseline to be obtained in 2015-16).</p>	<p>Last reviewed in 2004. Strong population growth in recent years (and anticipated to continue for another ten years) has created impacts on, and opportunities for, the Strathalbyn township.</p> <p>Further growth is anticipated in Alexandrina with new growth areas identified under the 30 Year Greater Adelaide Plan, particularly in Goolwa North and Hindmarsh Island.</p>	<p>SASP 33 – Government planning decisions</p> <p>SASP 56 – Strategic infrastructure</p>

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Local new allotments and dwellings growth</b></p> <p><b>2015 Report</b></p>	<p>In 2014/15, there were 300 new allotments created and 260 new dwellings approved.</p> <p>Source: Alexandrina Council Land Division and Dwelling Approvals Database (internal).</p> <p>Note: Vacant Land Owners Survey was determined as no longer needed. Due to a boom between 2002-2008, there were many vacant allotments taken up.</p>	<p>At the moment, available allotments and building approvals are running closely together indicating supply and demand are relatively balanced.</p>
<p><b>Town Plans</b></p> <p><b>2015 Report</b></p>	<p>The Strathalbyn Town Plan has been well-received with a Community Advisory Panel established to oversee the plan.</p> <p>Community Satisfaction Survey rated Town Planning 3.2 out of 5 in both 2014 and 2015.</p>	<p>Goolwa Growth Area Structure Planning is about to commence.</p>

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<b>Memorable Experiences</b> (Role: Owner/Custodian and Facilitate/Connect)			
<b>Visitor experiences and satisfaction</b>  Diversify range of visitor experiences and maintain or improve visitor satisfaction	Quality to be assessed by Annual Community Satisfaction Survey (baseline to be obtained in 2013-14 including a method that incorporates visitors).	Indicates appeal for visiting Alexandrina and nature of demand and supply of experiences.	SASP 4 – Tourism industry
<b>Vibrant Communities</b> (Role: Lead/Empower and Facilitate/Connect)			
<b>Local cultural vibrancy – arts activities</b>  Maintain or improve the vibrancy of Alexandrina arts sector by: <ul style="list-style-type: none"> <li>- increasing attendance at arts and culture activities</li> <li>- implementing a public art program to expand Alexandrina’s cultural assets</li> </ul>	Baseline: To be derived from community arts survey pre and post Just Add Water – Regional Centre for Culture when available in 2012-13.  Source: Courtesy of Country Arts SA (2011-12) and Australia Council Cultural Places Program (for 2012-14)).  Baseline: Determine number of public artworks in Alexandrina (established with community input, or for community outcomes) by 30 June 2013.  Source: Public Art Register to be developed 2012-13, Alexandrina Council Section 41 Arts and Cultural Committee(internal).	Indicates strength of local arts and creative industries and the related appeal of participating in activities associated with Alexandrina.	SASP 3 – Cultural vibrancy – arts activities
<b>Local recreation and open space</b>  Improve innovation in the amenity and quality of recreation and open space	Continuance of Industry recognition for excellence in planning, design, construction and community usage.	Alexandrina Council is utilising the ‘Healthy Spaces and Places’ principles – a joint initiative by Planning Institute of Australia, Australian Local Government Association and National Heart Foundation to improve on a range of Council-related services. Principles supporting healthy outcomes include connectivity, social inclusion, mixed use and parks and open space that support natural environments.	SASP 1 – Urban spaces SASP 2 - Cycling SASP 83 – Sport and recreation

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Visitor experiences and satisfaction</b></p> <p><b>2015 Report</b></p>	<p>Community Satisfaction Survey rated Tourism &amp; events at 3.8 out of 5 for both 2014 and 2015.</p> <p>Note: the Community Satisfaction Survey includes residents only not visitors.</p>	<p>Tourism and events is one of Council's top ten performers.</p>
<p><b>Local cultural vibrancy – arts activities</b></p> <p><b>2015 Report</b></p>	<p>The Alexandrina community was the beneficiary of Australian and State Government funding for the period 2012-2014 for the Just Add Water program. The Australian Government funding from the Australia Council for the Arts was called 'Cultural Places'. It was implemented in partnership with Country Arts SA and Alexandrina Council. An evaluation of the initiative was undertaken finding that:</p> <ul style="list-style-type: none"> <li>• \$3.7 million was invested in programming</li> <li>• \$2.7 million was invested through capital refurbishment</li> <li>• 128,354 participations were made over 3 years</li> <li>• 1333 activities, events and projects.</li> </ul> <p>Community Satisfaction Survey rated Arts and Culture as 3.8 out of 5 in both 2014 and 2015. Council is supporting public art through the Adelaide Hills Sculpture Symposium and contributing funding for public art sculptures for which communities have also raised funds.</p>	<p>Arts and culture continues to be supported by Council, including through an arts grants program. Arts and Culture is one of Council's top ten performers.</p>
<p><b>Local recreation and open space</b></p> <p><b>2015 Report</b></p>	<p>There have been no industry awards for Alexandrina since the release of the Plan.</p>	<p>It is expected that the innovative Bristow Smith Nature Playspace project will be eligible for industry awards in due course.</p>

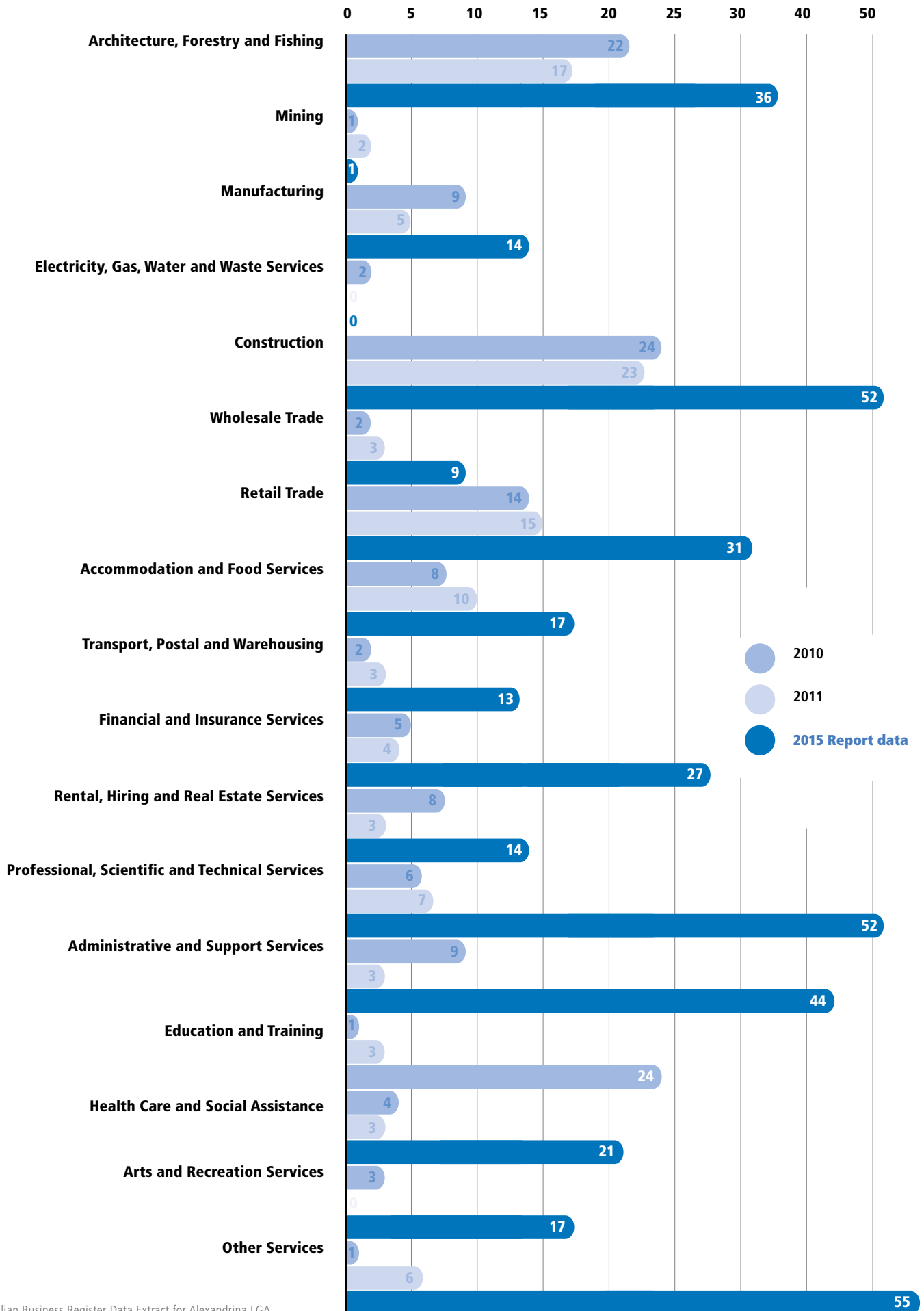
# Innovate throughout our Region

## About our Community

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<b>Local economic growth</b> Maintain or improve Gross Regional Product (Alexandrina Local Government Area), including as a proportion of Gross State Product	Baseline: \$658 million in 2009-10; real growth 3.7% since 2008-09; 0.83% of GSP  Source: ABS National Accounts: State Accounts 2009/10 Cat.5220 (identified by EconSearch for Alexandrina Council, 2012.^)  ^Presentation available online at <a href="http://www.alexandrina.sa.gov.au">www.alexandrina.sa.gov.au</a>	For a small population base, Alexandrina's economic contribution is notable. Comparisons with Gross State Product should be considered in context with the relative strength of industries not prevalent in Alexandrina such as mining.	SASP 35 – Economic growth SASP 37 – Total exports
<b>Local industry</b> Maintain or grow local industry capacity	Baseline: Number of new business registrations by industry sector – 121 (2010); 107 (2011) see graph following  Source: Australian Business Register new business registrations as at September 2012 (accessed under agreement with the Australian Business Register).	Alexandrina's top industries are ownership of dwellings and agriculture, forestry and fishing. Monitoring new business registrations also illustrates recent growth in the services sector, (many of which contribute to our tourism industry).	SASP 40 – Food industry SASP 4 – Tourism industry

MEASURE	BASELINE	EXPLANATORY NOTES
<b>Local economic growth</b> <b>2015 Report</b>	\$833 million or 0.92% of Gross State Product in 2013-14	Alexandrina has improved its Gross Regional Product, including as a share of Gross State Product up from 0.83% in 2009-10 to 0.92% in 2013-14.
<b>Local industry</b> <b>2015 Report</b>	Number of new business registrations by industry sector – 431 (2014-15) see graph on opposite page.  Source: Australian Business Register new business registrations as at September 2012 (accessed under agreement with the Australian Business Register).	New business registrations have improved.  The top five industries in Alexandrina contributing to gross regional product in 2013-14 are: <ol style="list-style-type: none"> <li>1. Agriculture, Forestry and Fishing</li> <li>2. Ownership of dwellings</li> </ol>

# KPI: Local new business registration (ABNs) by sector - 2010 - 2014/15



Source: Australian Business Register Data Extract for Alexandrina LGA

## About our Performance

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<b>Proactive Leadership &amp; Accountability</b>			
(Role: Advocate/Influence and Provide/Respond)			
<b>High Performing Organisation~</b>			
Make and implement decisions in the community's interests on key issues	Quality to be assessed by Annual Community Satisfaction Survey (baseline to be obtained in 2013-14).	To enable community to provide feedback, during a Council term, on their local government representation.	SASP 32 – Customer and client satisfaction with government services
Improve quality of public consultation, communications and community engagement	Participation numbers in a range of community engagement methods.	To improve public participation in, and relevance of, specific initiatives and projects of Council	
Maintain or improve satisfaction with our services to community	Quality to be assessed by Annual Community Satisfaction Survey (baseline to be obtained in 2013-14).	To improve client service standards and approaches.	
Develop a four year Business Plan for 2013-14 – 2016-17	Not currently in place - to be developed.	To link organisation operations with the ten year strategic management plans and assist inputs for annual business plans.	
Develop and implement strategic information technology and workforce plans for Council by 2014	In development	To enhance productivity of labour and emerging technology assets such as the National Broadband Network in the context of a growing community.	
~Note: A range of budgetary and operational performance indicators are included in the Alexandrina Council Annual Business Plan and Budget and Annual Report.			

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>High Performing Organisation</b></p> <p><b>2015 Report</b></p> <p>Make and implement decisions in the community's interests on key issues</p> <p>Improve quality of public consultation, communications and community engagement</p> <p>Maintain or improve satisfaction with our services to community</p> <p>Develop a four year Business Plan for 2013-14 – 2016-17</p> <p>Develop and implement strategic information technology and workforce plans for Council by 2014</p>	<p>Community Satisfaction Survey rated the Performance of Elected Members as 3.3 out of 5 in 2014 and 3.4 out of 5 in 2015; Council leadership and making decisions in the community's interest rated 3.1 out of 5 in both 2014 and 2015.</p> <p>My Say Alexandrina online consultation website registered participants increased from 718 in 2012-13 to 868 in 2014-15.</p> <p>Community Satisfaction Survey rated overall performance as 3.5 out of 5 in 2014 and 3.3 out of 5 in 2015.</p> <p>Developed.</p> <p>Developed.</p>	<p>There are reasonable levels of satisfaction for performance of elected members, with decision making a bit lower in satisfaction. Overall community satisfaction with Council experienced a slight decline.</p> <p>Council has developed a number of plans to assist with key areas such as IT and workforce.</p>

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Advocacy</b></p> <p>Represent community interests on key issues, including aligning with national, state and regional* initiatives</p>	<p>Report annually on the nature of advocacy activities supporting the four community aspirations – Activate our Spaces, Innovate throughout our Region, Thrive in ‘Clean, Green’ Futures and Participate in Wellbeing.</p>	<p>*Regional initiatives are also identified in the Regional Development Authority Adelaide Hills, Fleurieu and Kangaroo Island 2012 Regional Roadmap. Source: <a href="http://rdahc.com.au/2012-regional-roadmap">http://rdahc.com.au/2012-regional-roadmap</a></p> <p>Projects demonstrating local priorities include:</p> <ul style="list-style-type: none"> <li>• Murray-Darling Basin</li> <li>• Regional Aquatic facility on the Southern Fleurieu Peninsula</li> <li>• Goolwa Wharf Precinct redevelopment</li> <li>• Tourist accommodation and attraction facilities</li> <li>• Regional walking/cycling trails</li> <li>• Fleurieu transport network</li> <li>• National Equestrian Centre (Strathalbyn)</li> <li>• Local Government of South Australia initiatives of interest include:                             <ul style="list-style-type: none"> <li>• Recognition of local government in the Australian Constitution</li> <li>• Excellence in local government</li> <li>• Regional development</li> </ul> </li> </ul>	<p>SASP 56 – Strategic infrastructure</p>

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Advocacy</b></p> <p><b>2015 Report</b></p>	<p>Presentation summarising recent advocacy activities provided to the Elected Members Strategic Workshop on 28 August 2015.</p> <p>Examples:</p> <p>Thrive in Clean, Green Futures – continuing advocacy on the Basin Plan and participation in the Green Army program.</p> <p>Innovate throughout our Region – presentation to Country Cabinet and coordinating the Lower Murray Forum</p> <p>Participate in Wellbeing – advocacy to DPTI re public transport</p> <p>Activate our Spaces – representations to Minister re Strathalbyn planning/zoning issue</p>	<p>Alexandrina has improved its Gross Regional Product, including as a share of Gross State Product up from 0.83% in 2009-10 to 0.92% in 2013-14.</p>



MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<b>Resilient Economy</b>			
<b>Transport</b> Improve public and community transport options and related social, economic and environmental outcomes	Participate in regional collaboration to pursue improved public and community transport outcomes and advocate to State and Federal Governments including Ministers and Shadow Ministers for Transport, Planning, Health, Environmental Sustainability, Local Government and Regional Development.	Issues with intra-regional and regional – metro transportation was one of the most prevalent issues in community consultation on this plan. Given growth estimates in Alexandrina, a strong transport network is imperative to managing the impacts of growth and the wellbeing of community.	SASP 56 – Strategic infrastructure SASP 47 – Jobs SASP 48 – Ageing Workforce Participation SASP 49 – Unemployment SASP 54 – Learning or earning SASP 55 – Apprentices SASP 63 – Use of public transport SASP 78 – Healthy South Australians

MEASURE	BASELINE	EXPLANATORY NOTES
<b>Transport</b> <b>2015 Report</b>	<p>Since 2014 we have held two transport forums in Strathalbyn to gauge community interest, to understand what services are available and to identify the gaps. Outcomes from this have been the updating of a community transport service guide and the implementation of a trial, with the local taxi company, to provide local transport for HACC clients. The Hills Positive Ageing Project has this year funded a 12 month trial of a hybrid electric vehicle, based in Strathalbyn, to provide community transport for the Strathalbyn district and to connect clients with transport services in Mount Barker.</p> <p>Council continues to work in partnership with the City of Victor Harbor in funding the Southern Communities Transport Scheme, which provides transport services to medical facilities in Adelaide for the frail-aged and disadvantaged residents in the Southern Fleurieu region. Council also contributes funding to the Hills Community Passenger Network based in Mount Barker, which provides transport services to the Strathalbyn Region connecting frail-aged and disadvantaged residents with connections to medical facilities in Adelaide and Mount Barker. Both of these networks also provide local transport for social support, shopping and community activities.</p> <p>Council has also advocated for improved public transport services for the region by letter to the State Transport Minister. Unfortunately there is no State funding available for this at present, however Council will continue to work with the State Government and continue to raise awareness of the need for public transport in our region.</p> <p>Council has recently agreed to provide a mini-bus service for the Alexandrina Connect Community Centre in Goolwa to transport clients once a week to the centre for the Create and Connect program. The Centre for Positive Ageing mini-bus will be used for this service.</p>	

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Local economic development</b></p> <p>Develop a residential, business and investment prospectus for 'Alexandrina 2040' by 2014-15</p>	<p>Not currently in place - to be developed.</p>	<p>Anticipate population growth and new growth areas under the 30 Year Greater Adelaide Plan offer an opportunity for Alexandrina Council to showcase the area to prospective residents and business owners as a premium living and lifestyle destination with a consumer market boosted by mobile populations.</p> <p>Opportunity to work on regional collaboration, including with the RDA AHFKI.</p>	<p>SASP 35 – Economic growth</p>

**Productive Community Assets**

(Role: Advocate/Influence and Provide/Respond)

<p><b>Local major projects*</b></p> <p>High quality scoping, investigation, design and public consultation for major projects in Alexandrina</p>	<p>Progress major projects to the satisfaction of Council and community.</p> <p>Quality to be assessed by Annual Community Satisfaction Survey (baseline to be obtained in 2013-14).</p>	<p>* Major projects are discretionary. Timing and construction pending annual budgets, public consultation and availability of external funding.</p> <p>Major projects are a key mechanism for Council to support community interests.</p>	<p>SASP 35 – Economic growth</p> <p>SASP 56 – Strategic infrastructure</p>
--	--	--	--

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Local economic development</b></p> <p><b>2015 Report</b></p>	<p>Note: measure amended to Develop an economic development strategy by 2015-2016</p> <p>Development currently underway.</p>	<p>Alexandrina Council has engaged an economic specialist to prepare a leading Economic Development Strategy – one that recognises Council's context and role in relation to economic development. The strategy will be a document that Council can implement, rather than a general exposition of the economic patterns in the Alexandrina Local Government Area. Council already has a number of initiatives that contribute, or will seek to contribute, to our region's economic development as outlined in the Economic Development Discussion Paper provided.</p>
<p><b>Local major projects</b></p> <p><b>2015 Report</b></p>	<p>Community Satisfaction survey rated Progressing major capital projects at 3.1 out of 5 in both 2014 and 2015.</p> <p>Major projects progressing include Fleurieu Regional Aquatic Centre and Bristow Smith Reserve Nature Playspace.</p>	<p>There are mixed levels of satisfaction in the community for local major projects.</p>



MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Local infrastructure</b></p> <p>Maintain or improve road conditions under the control of Council</p>	<p>Baseline: Number or percentage of roads which meet the service level identified in the Infrastructure and Asset Management Plan. To be confirmed by 30 June 2013.</p> <p>Source: Alexandrina Council Local Government Grants Commission Roads Return 2011-12</p>	<p>Alexandrina Council regularly reviews road conditions, and undertakes works for roads in its control with the support of Roads to Recovery Australian Government funding Alexandrina Council, under its Infrastructure and Asset Management Plan sets service levels for the allocation of road maintenance resources contributing to community safety and functionality. For example, during the 2009-13 Community Strategic Plan cycle, Roads to Recovery funding was granted to upgrade 9 Mile Road, Strathalbyn to improve drainage and mitigate impacts of dust generation on road users.</p>	<p>SASP 56 – Strategic infrastructure</p>

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Local infrastructure</b></p> <p><b>2015 Report</b></p>	<p>Note: measure adjusted to what is reported on in the Grants Commission Report to be</p> <p><b>Length of sealed and unsealed roads.</b></p> <p>Baseline:     Length of sealed roads – 554km in 2013/14</p> <p>                  Length of unsealed roads – 816km in 2013/14</p>	<p>The most recent round of Roads to Recovery funding has seen money allocated to the improvement of Wellington Road and Nangkita Road.</p>



# Thrive in 'Clean Green' Futures

## About our Community

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>A Healthy, Working Basin supporting the Coorong, Lower Lakes and Murray Mouth</b></p> <p>Maintain or improve River Murray actual end-of-system flows</p> <p>Inclusion of salinity target for the Lower Lakes in the Murray-Darling Basin Plan</p> <p>Inclusion of a water level target applicable to the environment of the Coorong, Lower Lakes and Murray Mouth in the Murray-Darling Basin Plan.</p> <p>Inclusion of a target to keep the Murray Mouth open in the Murray-Darling Basin Plan.</p> <p>Inclusion of a target to 'move all salt out to sea' in the Murray-Darling Basin Plan.</p>	<p>Baseline: 12,849 GL (actual flow at Barrages)</p> <p>Source: Courtesy of the Murray-Darling Basin Authority Water Audit Monitoring Reporting 2010-11.</p> <p>Target: Preferred approach of not exceeding 1000 EC units; average of sites around Lake or measured at Milang.</p> <p>Target: Preferred approach of maintaining a minimum level of 0.4 AHD for 95% of the time, never dropping below 0.35 AHD in Lake Alexandrina for the remainder.</p> <p>Target: Preferred approach of nine out of ten years through natural means, with the remainder via dredging if required such that the Murray Mouth remains functionally open 100% of the time.</p> <p>Target: Preferred approach of 2 million tonnes of salt out of the Murray Mouth annually, measured as an average over the preceding three years.</p> <p>Source: Targets pending release of the Murray-Darling Basin Plan by the Australian Government and implementation by related bodies.</p>	<p>The Alexandrina community and visitors have a very strong interest in a healthy, working Basin and the protection of the Coorong, Lower Lakes and Murray Mouth. After many years of local advocacy on a national stage, a proposed draft Basin Plan was released in September 2012 with the inclusion of a salinity target in the Lower Lakes for the first time. Alexandrina Council will continue to advocate interests of our community for this unique and stunning natural environment. An account of Alexandrina Council's advocacy on the Murray-Darling Basin during the period of the Basin Plan development during 2011-13 can be found at: <a href="http://mysay.alexandrina.sa.gov.au">mysay.alexandrina.sa.gov.au</a></p> <p>Alexandrina Council is a key stakeholder for bodies developing policy or funding the CLLMM including the Murray-Darling Basin Authority and SA Department of Environment, Water and Natural Resources.</p>	<p>SASP 76 – River Murray - flows</p> <p>SASP 77 – River Murray – salinity</p> <p>Links to:</p> <p><i>Commonwealth Water Act 2007 (including the Murray-Darling Basin Authority)</i></p> <p><i>South Australian Natural Resources Management Act 2004</i></p>

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>A Healthy, Working Basin supporting the Coorong, Lower Lakes and Murray Mouth</b></p> <p><b>2015 Report</b></p>	<p><i>Note: Murray-Darling Basin Authority Water Audit Monitoring Reporting no longer available for later years. Updated targets from Basin Plan passed by Australian Parliament:</i></p> <p><b>Target:</b> Not exceeding 1000 EC units; Lower Lakes measured at Milang. Also, average daily salinity in Lake Alexandrina is less than 1000EC for 95% of years.</p> <p><b>Target:</b> Keeping water levels in the Lower Lakes above 0.4 metres AHD for 95% of the time and above 0.0 metres AHD at all times to help maintain flows to the Coorong, prevent acidification, prevent acid drainage and prevent riverbank collapse below Lock 1.</p> <p><b>Target:</b> Ensuring the mouth of the River Murray is open without the need for dredging in at least 95% of years, with flows every year through the Murray Mouth Barrages.</p> <p><b>Target:</b> Exporting two million tonnes per year of salt from the Murray-Darling Basin as a long-term average.</p>	<p>The Basin Plan was passed by the Australian Parliament and the targets relevant to Alexandrina have therefore been updated.</p>

## About our Community

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Local climate change impacts</b></p> <p>Monitor sea level, rainfall and temperature (as key indicators for local climate change impact)</p> <p>Identify local climate change vulnerability, improve adaptive capacity and resilience of community</p>	<p>Baseline: To be determined by 30 June 2013</p> <p>Source: CSIRO</p> <p>Participate in the following initiatives:</p> <ul style="list-style-type: none"> <li>• National Sea Change Taskforce</li> <li>• Regional Integrated Vulnerability Assessments</li> <li>• Identify related collaborative local activities as part of an Alexandrina Council Climate Action Plan</li> </ul>	<p>As Alexandrina has both the River Murray, coastal and prime agricultural lands, indicators of climate change that will have significant relevance to our community include sea level, rainfall and temperature (land).</p>	<p>SASP 62 – Climate change adaptation</p> <p>Links to:</p> <p><i>Commonwealth Clean Energy Act 2011 and Clean Energy Legislation Amendment Act 2012</i></p> <p><i>South Australian Natural Resources Management Act 2004</i></p>
<p><b>Local biodiversity – collaborative works</b></p> <p>Protecting local habitat by increasing coverage and effectiveness of collaborative environmental works to support key natural assets such as the Endangered Fleurieu Swamps (among others).</p>	<p>Establish an approach to deliver on strategic and operational environmental sustainability outcomes including evolving Council engagement with key stakeholders in community, and related government and non-government environmental bodies, including the Adelaide and Mount Lofty Ranges Natural Resource Management Board and SA Murray-Darling Basin Natural Resource Management Board.</p> <p>The SA Department of Environment, Water and Natural Resources ‘Environmental Works and Measures Feasibility Program’ – continuing participation as a key stakeholder for the progress of select initiatives.</p>	<p>Alexandrina Council and community acknowledges the valuable contribution of local environmental groups and NRM organisations for the benefit of our community and environs.</p> <p>As at November 2012, the following Alexandrina community projects progressed to ‘pre-feasibility assessment as part of the Environmental Works Program – Lakes Alexandrina and Albert Wetlands (including Tolderol, Terengie and Waltowa Wetlands); Hindmarsh Island Wetlands and Upgrading the Barrages (specifically the Goolwa Barrage).</p>	<p>SASP 69 – Lose no species</p> <p>Links to:</p> <p><i>Commonwealth Environmental Protection and Biodiversity Conservation Act 1999</i></p> <p><i>South Australian Natural Resources Management Act 2004</i></p>

MEASURE	BASELINE			EXPLANATORY NOTES
<b>Local climate change impacts</b> <b>2015 Report</b>	Council actively participates in the Australian Coastal Councils group (formerly the National Seachange Taskforce). Council is supporting the Regional Climate Change Adaptation Plan and has released an Alexandrina Council Environmental Action Plan.			Given the complexity of climate data, Council is engaging the services of an environmental expert to identify baseline data.
CLIMATE VARIABLE	Reference period conditions (1986-2005)	Reference period conditions (1995-2014)	Reference period conditions (Full record)	
<b>Rainfall</b>				
Annual average (mm):				
Strathalbyn	496.3	463.7	491	
Mount Compass	860.7	801.6	837.3	
Langhorne Creek	380.9	363.6	387.9	
Goolwa Council Depot	477.7	464.9	465.7	
<b>Temperature</b>				
Annual average maximum (°C):				
Strathalbyn	21.2	21.5	21.3	
Hindmarsh Island	19.9[1]	20.4	20.3	
Annual average minimum (°C):				
Strathalbyn	10	10.2	9.6	
Hindmarsh Island	11.4[2]	11.6	11.6	
Average annual days > 35°C				
Strathalbyn	14.3	17.8	15.7	
Hindmarsh Island	9.3[3]	12.5	11.3	
<b>Average sea level</b>				
Tide gauge (m)				
Victor Harbor	0.63	0.653	0.63	
Note: A full report on climate data and background to this table is available on Council's website.				
[1] Record from 1990-2005 - [2] Record from 1990-2005 - [3] Record from 1990-2005				

# About our Community

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
	<p><i>Demonstration of Strategic Collaboration of Community Interest:</i></p> <p>Endangered Fleurieu Swamps, Courtesy of the Conservation Council of South Australia</p> <p>All of the measures and targets listed here are from the Fleurieu Peninsula Swamps Recovery plan. They will be considered as part of annual and four-yearly business planning by Alexandrina Council to identify synergies and opportunities.</p>	<p>Alexandrina Council will continue to cultivate strategic collaborations to support our community's strong commitment to our natural environment and evolve in how we recognise, promote and harmonise with the integrated planning framework of Council under the Local Government Act 1999.</p> <p>About the Demonstration Example:</p> <p>The Fleurieu Peninsula Swamps (Swamps) are a distinct and unique ecological community endemic to the Fleurieu Peninsula SA. They are listed as a critically endangered ecological community under the Australian Government's Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act).</p> <p>Fleurieu Peninsula Swamps are water dependent ecosystems that support a diversity of aquatic plants and animals and are characterised by having permanently saturated soils, but no standing water. They were once narrow linear systems inhabiting the watercourses of the Fleurieu Peninsula from the top of catchment to the coast. These swamp watercourses are now broken up due to development, leaving isolated fragments of Swamps. On average these fragmented Swamps are 1-5ha in size.</p> <p>The Swamps usually consist of dense vegetation at more than one height or layer, comprising up to six different vegetation forms. Variability in plant species composition, density and structure is due to soil type, water regime, surrounding and in situ topography and underlying geology. Soils are predominately peat, silt, peat-silt or black clay soils.</p>	<p>SASP 76 – River Murray - flows</p> <p>SASP 77 – River Murray – salinity</p> <p>Links to:</p> <p><i>Commonwealth Water Act 2007 (including the Murray-Darling Basin Authority)</i></p> <p><i>South Australian Natural Resources Management Act 2004</i></p>
MEASURES	TARGETS		
Maintain or improve condition of Fleurieu Peninsula Swamps	<ul style="list-style-type: none"> <li>• Condition of Swamps is maintained or improved</li> <li>• Reduce impact of weeds (control invasive species)</li> <li>• Promote best practise water management</li> <li>• Promote 'best practice' guidelines for chemical and effluent use and disposal.</li> <li>• Protect roadside vegetation</li> </ul>		
Increase the area of Swamps across their natural range	<ul style="list-style-type: none"> <li>• Maintain current range of Swamps</li> <li>• Increase area of Swamps</li> <li>• Increase connectivity of Swamps across the landscape</li> </ul>		
Ensure all levels of decision making take Swamps into account	<ul style="list-style-type: none"> <li>• Increase awareness of planning authorities, developers and utility service providers about Swamps and their significance.</li> <li>• Promote suitable site management practices for development sites. (including weed and phytophthora hygiene)</li> <li>• Ensure development approvals incorporate appropriate waste management and disposal conditions.</li> <li>• Swamp systems are managed/ considered on a landscape scale</li> <li>• Support community interest in Swamps</li> </ul>		



MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
---------	----------	-------------------	-----------

Sources:

Courtesy of the Conservation Council Mount Lofty Ranges Southern Emu Wren and Fleurieu Peninsula Swamps Recovery Program

Draft Recovery Plan for the Fleurieu Peninsula Swamps: Conservation Council of South Australia, Adelaide

Protecting Fleurieu Peninsula Swamps and the Mt Lofty Ranges southern Emu-wren; A guide for land owners, land advisors, property planners and developers. Mount Lofty Ranges Southern Emu Wren and Fleurieu Peninsula Swamps Recovery Team

<http://www.conservation.sa.gov.au/emu-wren-and-fleurieu-swamps-recovery.html>

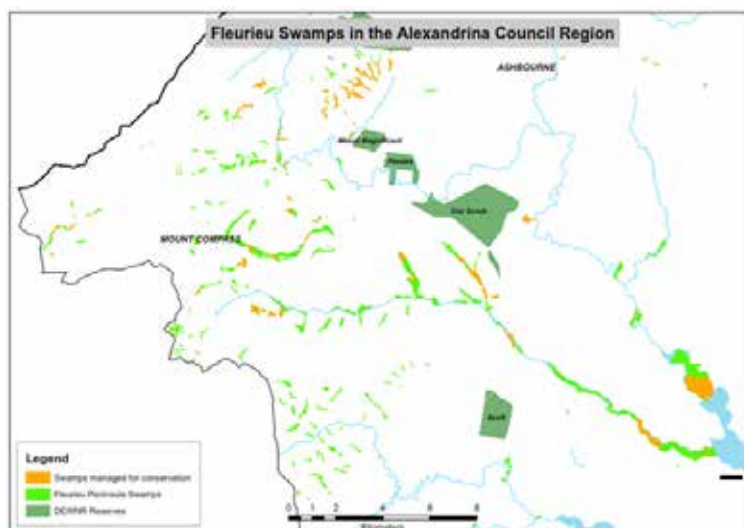
Importance and value of Swamps

There are many benefits to protecting Swamps these include:

- Swamps act as natural water filters. Swamps and the plants in them act as natural filters to trap sediments and nutrients and to break down pollutants from fertilisers and pesticides. This improves the water quality downstream of the Swamps.
- Swamps are sponges that control the impacts of floods. Swamps absorb then slowly release rainfall and runoff over time through groundwater. They slow the water flow and reduce potential stream bank erosion downstream. The slow release of water also helps to maintain stream flow during dry periods.

- Swamps provide a home for rare plants and animals. The flora and fauna assemblages of the Fleurieu Peninsula Swamps are home to many species that are not found elsewhere in Australia such as the MLR Southern Emu-wren (*Stipiturus malachurus intermedius*). Swamp communities contain at least 204 native plant species of which 167 are indigenous, meaning they only occur locally. Half of the indigenous plant species recorded in Swamps (84 species) have state conservation significance. Four threatened plant species have national significance.

The bird life supported by Swamps can also be particularly useful in controlling insect pests in nearby cropping or pasture land.



MEASURE	BASELINE	EXPLANATORY NOTES
---------	----------	-------------------

**Local biodiversity – collaborative works**  
**2015 Report**

Data from Goolwa to Wellington LAP since 2012 the following works have been undertaken:

- Alexandrina Council Swamp land: 139ha of Lakeshore swamps near Currency Creek/ Finniss area received weed control treated under Recovery program.
- Alexandrina Council Swamp land: 6.5ha of Mt Compass Wetland/Swamp had three lots of weed control and 1,700 native plants re-vegetated in swamp area.

Other private and government swamp properties covered under the Fleurieu Swamps Recovery program:

- Total of 900 ha of swamps protected
- 33km of fencing constructed to keep stock out of swamps
- 490 ha of weed control completed within the protected swamps
- over 10,000 plants re-vegetated in and around the Recovery programs swamps to support future biodiversity
- over 40 landholders within the Alexandrina Council area involved in the Fleurieu Swamps recovery program

Given the complexity of climate data, Council is engaging the services of an environmental expert to identify baseline data.

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Local carbon efficiency</b></p> <p>Maintain or improve community uptake of renewable energy (and other clean energy) options</p>	<p>Baseline: Improvement from a 2011 ranking of 10th with 9.03% of households in Goolwa-Hindmarsh Island to a 2012 ranking of 5th with 24.7% of households in Goolwa-Hindmarsh Island in top postcodes for solar uptake in Australia.</p> <p>Source: Courtesy of Clean Energy Council Report, Australia's Top Solar Postcodes, 2011 and 2012 Updates.</p>	<p>The Alexandrina community are at the national forefront of renewable energy uptake. Between 2010 and 2012, the Alexandrina community improved its ranking from 10th, to 5th in the top postcodes of solar uptake. The Community Strategic Plan shows strong continuing interest in renewable (and other clean energy) opportunities.</p>	<p>SASP 64 – Renewable energy</p>

## About our Performance

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Enhanced Biodiversity</b></p> <p>(Role: Advocate/Influence; Partner/Collaborate and Facilitate/Connect)</p>			
<p><b>Local biodiversity – works [coordinated] by Council for community-owned land</b></p> <p>Develop a policy and management plans for Council's environmental assets (with implementation by 2015)</p>	<p>Not currently in place – to be developed.</p> <p>Source: 2010 Land Management Audit (internal)</p>	<p>During the 2009-13 Community Strategic Plan, Alexandrina Council conducted an audit of land assets owned by Council on behalf of the community. This can be leveraged during 2013-23 with further policy development identifying strategic approaches to productive use of these community assets, also enhancing local biodiversity in the interests of future generations. Policy development will include consultation with key government and community stakeholders (such as NRM bodies, local landowners and environmental works groups).</p>	<p>SASP 70 – Sustainable Land Management</p> <p>Respective strategies and measures of the Adelaide and Mount Lofty Ranges NRM and SA Murray Darling Basin NRM Strategic Plans</p>

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Local carbon efficiency</b></p> <p><b>2015 Report</b></p>	<p>Note: Data not available for 2014-15. No Alexandrina suburbs were identified in the Top Ten in the 2013 Clean Energy Council Report.</p>	<p>Alexandrina Council installed a solar array at the Goolwa Depot in 2013.</p>
<p><b>Local biodiversity – works [coordinated] by Council for community-owned land</b></p> <p><b>2015 Report</b></p> <p>The Environmental Action Plan 2014-2018 adopted in April 2014. Provides guiding principles, strategies and actions for the management of biodiversity assets on Council land.</p>	<p>In 2014/15: the area of land Council actively managed for conservation is approximately 105ha + 60km of roadside.</p> <p>The area of environmental works undertaken by third-party conservation partners on Council land was approx 400ha.</p> <p>Council's Roadside Marker System identifying areas of high conservation value vegetation contains 351 sites totalling 350.6km of roadside.</p> <p>Source: Alexandrina Council GIS (Dekho)</p>	<p>Council is in the process of developed standardised annual work plans &amp; GIS recording systems for all Council biodiversity assets being actively managed for conservation by either Council or our third party conservation partners.</p> <p>Since adoption of the EAP in 2014, Council has developed or is in the process of developing a number of other supporting policies &amp; longer-term management plans including:</p> <p>Clayton Bay Foreshore Master Plan</p> <p>Walter Newell Reserve Vegetation Management Plan</p> <p>Roadside Vegetation Management Plan 2015-2020</p> <p>Tree Management Policy &amp; Procedure.</p> <p>Basham's Beach Regional Park Master Plan</p> <p>Goolwa Dunes &amp; Tokuremoar Reserve Environmental Action Plan</p> <p>The relevant long-term goals in the EAP are as follows:</p> <p>the majority of remnant vegetation on Council land is being actively managed for conservation</p> <p>the extent, condition and connectivity of native vegetation within our region is improving.</p>

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
---------	----------	-------------------	-----------

**Protection of Water Resources**

(Role: Advocate/Influence; Provide/Respond and Educate/Promote)

**Local water recycling**

Maintain or improve volume of stormwater and wastewater reused for beneficial purposes and community initiatives

Baseline:  
 Stormwater reused 2011/12 – 10.9 megalitres  
 Waste Water reused for beneficial purposes – 610 megalitres  
 Source: Alexandrina Council Internal

During the 2009-13 Community Strategic Plan, Alexandrina Council invested in a number of initiatives to improve stormwater and wastewater infrastructure. This investment, also supported by Australian Government grants, is likely to result during 2013-23 in increased protection of valuable water resources and more sustainable resource management for direct community benefit.

*SASP Target 73 – Recycled stormwater*  
*SASP Target 74 – Recycled wastewater*  
*Respective strategies and measures of the Adelaide and Mount Lofty Ranges NRM and SA Murray Darling Basin NRM Strategic Plans*

**Progressive Approaches to Climate Change**

(Role: Advocate/Influence; Partner/Collaborate and Provide/Respond)

**Regional carbon efficiency**

Maintain or improve levels of waste diverted from landfill

Baseline: Alexandrina Waste Diverted from Landfill 2011/12  
 Waste to landfill (tonnage): Hartley 3305; Southern Region Waste Authority 2806; Goolwa Site 3591  
 Waste diverted from landfill (tonnage): Goolwa Site 10560  
 Total Waste (tonnage): 20262  
 Percentage of diversion of waste from landfill: 52%  
 Source: Fleurieu Regional Waste Authority Annual Report 2011-12

During the 2009-13 Community Strategic Plan, Alexandrina Council entered into an agreement with three other Councils under Section 43 of the Local Government Act 1999, to establish the Fleurieu Regional Waste Authority. This shared services arrangement is likely to result during 2013-23 in economies of scale that will enable innovation in the handling and management of community waste, while supporting our region's carbon efficiency.

The 2011 SASP target for Zero Waste seeks a reduction in waste to landfill by 35%. The Alexandrina contribution is well in excess of the State target, demonstrating our community's contribution to State strategic outcomes.

SASP Target 67 – Zero Waste  
 Respective strategies and measures of the Adelaide and Mount Lofty Ranges NRM and SA Murray Darling Basin NRM Strategic Plans

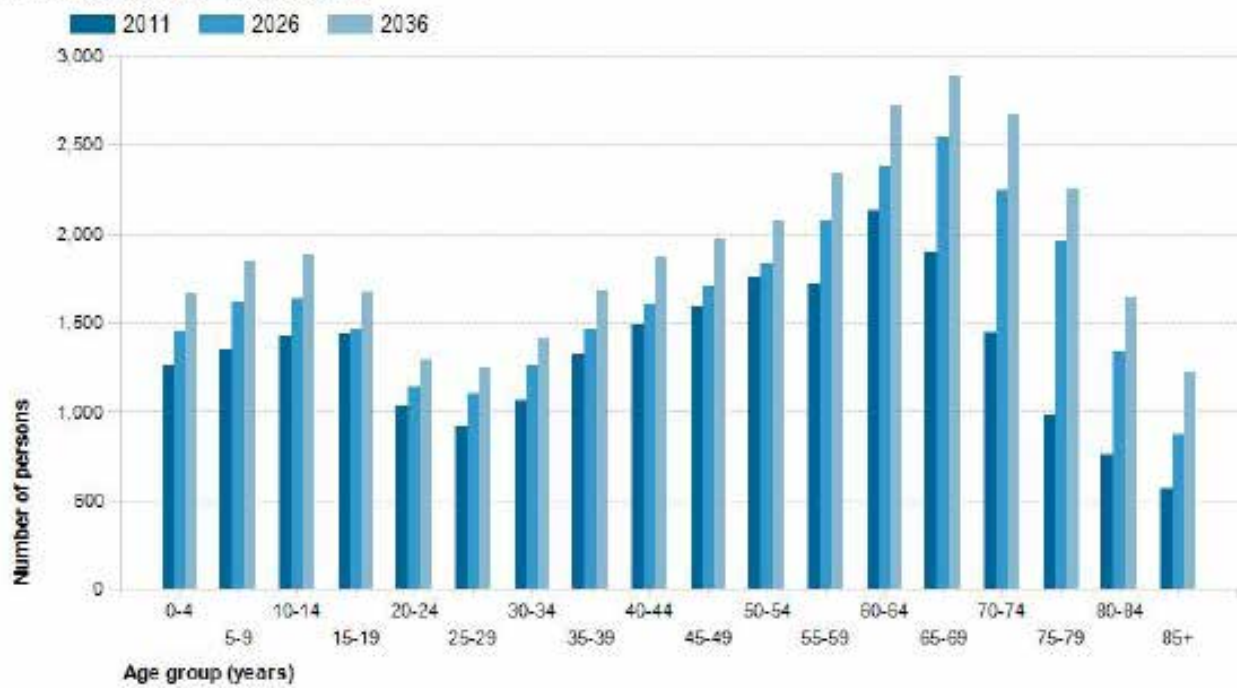
MEASURE	BASELINE	EXPLANATORY NOTES
<b>Local water recycling</b> <b>2015 Report</b>	Stormwater reuse in 2014/15 – 22.9 ML Wastewater reuse for beneficial purposes in 2014/15 – 448.5 ML	Stormwater reuse has improved substantially while wastewater reuse has dropped.
<b>Regional carbon efficiency</b> <b>2015 Report</b>	In 2014/15: Waste to Landfill 10,635 tonne Waste diverted from Landfill 24,323 tonne Percentage of diversion of waste from landfill: 69.6% FRWA achieved a total waste diversion from landfill of 62.9%  Source: Fleurieu Regional Waste Authority Annual Report 2014-15	Diversion of waste from landfill has improved since 2011-12.  FRWA and Council are still achieving the SASP Zero Waste Target and are striving to further increase the diversion rate through improvements to the Kerbside Collection service.





## Forecast age structure - 5 year age groups

Alexandrina Council - Total persons



Population and household forecasts, 2011 to 2036, prepared by .id the population experts, December 2014.



# Participate in Wellbeing


## About our Community

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<b>Life journey of our local community</b> Improve balance and distribution of age structure of Alexandrina LGA as compared to State (as a % in groupings)	Baseline Early childhood 0-4 years – 5.2% [Comparison: 6.0% State] Children aged 5 - 14 years – 11.6% [Comparison: 11.9% State] Youth aged 15 – 24 years - 9.9% [Comparison: 13.1% State] People aged 25 – 39 years – 13.3% [Comparison: 19.1% State] People aged 40-59 years – 27.3% [Comparison: 27.5% State] People aged 60- 79 years - 26.9% [Comparison: 17.4% State] People aged 80 years and over – 5.6% [Comparison: 4.9% State] Source: ABS 2011 Census Data	The following indicators have been identified from 2011 Census data as reflecting key demographic characteristics.  While Alexandrina has higher than State average populations over 60 years, it is also growing in its proportion of under 15 years as a percentage of the community.  Alexandrina’s age groups in the under 15 years and 40-59 years are closer to the State average than past trends might have suggested.  This is a major influence for the priority ‘Something for every age at every stage’.	SASP 12 – Early childhood

MEASURE	BASELINE	EXPLANATORY NOTES
<b>Life journey of our local community</b> <b>2015 Report</b>	Note: Census 2016 data is not yet available. Population projections have forecast the following age structure by 2036: (Please refer to the graph on opposite page - Forecast age structure - 5 year age groups)	By 2036, Alexandrina is forecast to experience strong growth in the 65 – 70 years age brackets as well as some growth in the 0-14 years.

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Local social and economic participation</b></p> <p>Maintain or improve: Education</p> <p>% of population completing Yr 12</p>	<p>Baseline (2011) – 36.0% [Comparison: 43.2% State]</p> <p>Source: ABS 2011 Census Data</p>	<p>The following indicators have been identified from 2011 Census data as reflecting key influences on an individual’s socio-economic status, their propensity to participate in our community and start to draw a picture of our community’s wellbeing (noting many other indicators may also have influence). When read in comparison with State figures, it also assists illustrate how local needs and services might differ between State and local contexts.</p> <p>Alexandrina’s school completion data is a useful indicator of socio-economic status. It is also noted that Alexandrina sees populations from this age leave the area (as is similar with many regional communities) despite its proximity to a capital city and further education venues.</p> <p>Trend since 2006:</p> <p>Improved from 31% (2006), however comparison with State 38.3% (2006) has remained static with a gap of 7.2% less of the Alexandrina population attaining Year 12.</p> <p>Source: ABS 2006 Census Data</p>	<p>SASP Target 89 – SACE or equivalent</p>
<p><b>Maintain or improve: Incomes</b></p> <p>\$ median personal weekly income</p>	<p>Baseline (2011) - \$454 [Comparison: \$534 (State)]</p> <p>Source: ABS 2011 Census Data</p>	<p>Alexandrina incomes and home ownership demonstrate that Alexandrina residents are more likely than others in the State to have a stronger asset base, than liquidity. This can affect households and communities in a range of ways including community capacity to fund major initiatives.</p> <p>Trend since 2006:</p> <p>The median personal income gap between Alexandrina and the State has widened since 2006 from a gap of \$57 to \$80 in 2011. Alexandrina - \$376 (2006), State \$433 (2006).</p> <p>Source: ABS 2006 Census Data</p>	<p>SASP Target 16 – Economic disadvantage</p>





MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Maintain or improve: Home ownership</b></p> <p>% of Alexandrina LGA occupied private dwellings owned outright</p>	<p>Baseline (2011 – 40.3% [Comparison: 32.8% (State)])</p> <p>Source: ABS 2011 Census Data</p>	<p>Trend since 2006:</p> <p>Alexandrina home ownership has improved since the 2006 Census from 38.9%, while the State’s has decreased as a proportion of housing tenure from 33.7%.</p> <p>Source: ABS 2006 Census Data</p>	SASP Target 7 – Affordable housing
<p><b>Maintain or improve Volunteerism</b></p> <p>% of Alexandrina LGA who volunteered for an organisation or group</p>	<p>Baseline (2011) – 26.8% [Comparison: 19.8% State]</p>	<p>Alexandrina, like many regional communities, has strong community participation as evidenced by volunteering rates consistently higher than national and state averages. This is demonstrated in the strategic plan with strong community interest in self-sustaining communities.</p> <p>Trend since 2006:</p> <p>Rates of volunteerism are consistent with 2006 Census of 26.9%. This is during a period of strong population growth indicating that incoming residents are experiencing social engagement and cohesion.</p>	SASP Target 24 - Volunteering

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Local social and economic participation</b></p> <p>2015 Report</p>	Note: Census 2016 data is not yet available.	This section will be analysed when the next Census data becomes available.

## About our Performance

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<b>Accessible Services and Opportunities</b>			
(Role: Facilitate/Connect; Advocate/Influence and Provide/Respond)			
Local reach of community wellbeing services	Method to be developed utilising range of data sources and stakeholder input.	Governments are increasingly sharing data collections to enable local government to maintain improved awareness of, and engage with a range of community interests. For example, in a 2012 Memorandum of Understanding on early childhood between State and Local Governments, notes that access data on early childhood relevant to local areas will be provided.	Various under the goals of Our Community, Our Education and Our Health
Identify method for monitoring reach (and needs) of relevant community wellbeing programs to the Alexandrina region (whether delivered by Council, not-for-profit organisations or State and Federal governments).	Source: Alexandrina Council Internal program indicators; data shared by State Government	Alexandrina Council is an award-winning provider of environmental and public health services and well-placed to adapt to opportunities for strategic and integrated public health planning following the introduction of new legislation in 2011.	Public Health Act 2011
Develop a regional public health plan by 2015 (aligning with a state public health plan to be released in 2013)	To be developed as per legislative timeframes and requirements.		

MEASURE	BASELINE	EXPLANATORY NOTES
<b>Local social and economic participation</b>	The development of the Regional Public Health Plan has assisted identify community wellbeing needs and programs currently in place.	Received praise from State Government for quality of the Plan.
<b>2015 Report</b>	Also held two stakeholder forums to assist with identifying issues around public transport.	
Identify method for monitoring reach (and needs) of relevant community wellbeing programs to the Alexandrina region (whether delivered by Council, not-for-profit organisations or State and Federal governments).	Actively participate in various community groups to understand what is happening on the ground.	
Develop a regional public health plan by 2015 (aligning with a state public health plan to be released in 2013)	The Plan has been approved by State Government.	

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<p><b>Advocacy in community services and development</b></p> <p>Investigate opportunities to develop a whole-of-government approach to coordinating community-related services tailored to Alexandrina needs by 2015</p>	Not currently in place – to be developed	Alexandrina community sits between two State Government regional community service hubs of Mount Barker to the north and Victor Harbor to the south. Given challenges with transport, but also opportunities with national broadband network infrastructure, it is timely to consider how models in community services and development can be better tailored, integrated and delivered.	Various under the goals of Our Community, Our Education and Our Health

### Collaborative Community Ventures

(Role: Lead/Empower; Advocate/Influence and Provide/Respond)

<p><b>Usage of local community assets &amp; facilities</b></p> <p>Improve awareness, recognition and benefits derived from community assets</p>	<p>Develop a guide to assess benefits from community assets relative to community needs by 2015 (initially as a small pilot with a longer-term view of an annual assessment to support community asset planning).</p> <p>Quality to be assessed by Annual Community Satisfaction Survey (baseline to be obtained in 2013-14 including a method that incorporates community groups).</p>	The Alexandrina community has a strong interest in leveraging existing community assets and boosting our overall productivity, including identifying multi-functional or smarter uses of existing assets.	
---	---	---	--

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Advocacy in community services and development</b></p> <p>2015 Report</p>	The OPAL program is the closest to a whole-of-government program which is an excellent model for funding and outcomes.	Local Governments are brought together by the Section 41 Fleurieu Regional Services Advisory Committee who meet monthly and consider regional issues.
<p><b>Usage of local community assets &amp; facilities</b></p> <p>2015 Report</p>	<p>Currently exploring a needs assessment for the Strathalbyn region for sport and recreation facilities. Also undertaking a Council Building Assets Review.</p> <p>Community Satisfaction Survey rated satisfaction with Provision of recreational and community facilities as 3.7 out of 5 in 2014 and 3.5 out of 5 in 2015.</p>	

MEASURE	BASELINE	EXPLANATORY NOTES	SASP LINK
<b>Self-Sustaining Communities</b>			
(Role: Lead/empower; and Facilitate/Connect)			
<p><b>Community Events</b></p> <p>Maintain or improve community involvement in, and attendance at, community events</p>	<p>Baseline: To be determined by 30 June 2013</p> <p>Source: Alexandrina Council Internal and as reported by local community groups</p>	<p>Community events are diverse and appealing to locals and visitors alike. They also contribute to community both socially and economically, with flow on effects in visitor spend and possibly as future residents, or visitors. They are also a dynamic way for residents to get involved in local community.</p>	<p>SASP 3 – Cultural vibrancy – arts activities</p> <p>SASP 4 – Tourism industry</p>
<p><b>Participation in local social, economic and environmental activities</b></p> <p>Maintain or improve proportion of residents and visitors participating in social, community and economic activities</p>	<p>Quality to be assessed by Annual Community Satisfaction Survey (baseline to be obtained in 2013-14 including a method that incorporates visitors).</p>	<p>Alexandrina is renowned for its lifestyle, heritage, cultural and environmental experiences both from residents and visitors alike. This bond, and willingness to participate or support our community represents valuable social, human and intellectual capital for Alexandrina.</p>	<p>SASP Target 23 – Social participation</p>

MEASURE	BASELINE	EXPLANATORY NOTES
<p><b>Community Events</b></p> <p><b>2015 Report</b></p>	<p>Examples of attendances include:</p> <p>OPAL Program: 1900 since inception</p> <p>Strathalbyn Skate Park: 1100 over two events</p>	
<p><b>Participation in local social, economic and environmental activities</b></p> <p><b>2015 Report</b></p>	<p>Community Satisfaction Survey rated Ability to become involved in community life and activities as 3.9 out of 5 in 2014 and 3.8 out of 5 in 2015.</p>	<p>This measure rates highly in Alexandrina and is in the Top 5 measures of the Community Satisfaction Survey.</p>



CONNECTING COMMUNITIES

## HOW TO CONTACT US



11 Cadell Street, Goolwa



PO Box 21  
Goolwa SA 5214



[www.alexandrina.sa.gov.au](http://www.alexandrina.sa.gov.au)



08 8555 7000



[alex@alexandrina.sa.gov.au](mailto:alex@alexandrina.sa.gov.au)



[alexandrina.sa.gov.au](http://alexandrina.sa.gov.au)

