

Your Say
Adelaide

ADELAIDE FOOTBALL CLUB DRAFT PROPOSAL

Extended Consultation closes **5:00pm, Wednesday, 11 March 2020**

PROJECT INFORMATION

The City of Adelaide is currently considering an unsolicited proposal from Adelaide Football Club (AFC) to establish an administration and training base in Denise Norton Park / Pardipardinyilla (Park 2).

We are seeking your views on the [Draft Proposal](#) at this stage. Should this process continue, there will be further opportunities to provide feedback as more details become available.

Location Map



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Background

Earlier this year the Adelaide Football Club (AFC) approached the City of Adelaide with an unsolicited proposal (expression of interest) to establish an administration and training base in Denise Norton Park / Pardipardinyilla (Park 2).

The proposal by AFC is currently being assessed under Council's Unsolicited Proposals process, which outlines a three-stage process (please refer to the Frequently Asked Questions – FAQs for further information).

In March 2019, Council approved progressing AFC's Draft Proposal to Stage 2, subject to AFC entering into a Participation Framework Agreement (PFA).

Under this process, AFC has been permitted by Council to present a concept that adheres to a set of guiding principles (see the FAQ's for the Guiding Principles).

Council recognises the importance of this aquatic and recreational facility to the community and stakeholders, and whilst it is not a requirement under the Unsolicited Proposal process at this stage, we are keen to hear your views on AFC's Draft Proposal.

The feedback will be provided to Council members and then to AFC for consideration and, should the Unsolicited Proposal process continue, it will inform further development and preparation of AFC's detailed Proposal for submission to Council.

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AFC are proposing to establish an administration and training base in Denise Norton Park / Pardipardinyilla (Park 2) on the site of the Adelaide Aquatic Centre (AAC).

The facility would incorporate AFC's administration, indoor training facilities and car parking provisions integrated with a publicly accessible multi-purpose community space and an aquatic and recreational facility.

The proposal also includes the upgrade and re-configuration of the adjacent playing field.

Please refer to the attached [Draft Proposal](#) for further details.

Guiding Principles

Council has established five guiding principles relating to this proposal.

1. Community Engagement – short/long term consultation and communication

Considerations:

- Community to have input into decision-making.
- Community informed about the existing challenges associated with the Aquatic Centre including budget implications to undertake repairs, etc.
- Stakeholder engagement (including Blackfriars Priory School).

2. Community Benefit – service provision, community access, recognition of user groups

Considerations:

- Increase to service offering with best-practice approach applied to service delivery

- Universal access to enable mobility strategy
 - Community access and public use of the two ovals.
3. Community priority access and public use of the aquatic and recreational facility pool/public baths element

Considerations:

- Reduction in net footprint of any facility infrastructure in its developed form
 - Sympathetic to Park Lands setting
 - Sustainable
 - Car parking provision, under-croft if possible, to minimise footprint and improve aesthetic
 - No permanent liquor licence on the site.
4. Economic Outcomes – supporting the broader precinct

Considerations:

- Catalyse O'Connell Street and surrounding area
 - Must not detract from O'Connell Street
 - Drives commercial outcomes for the precinct and city with increase in dollars spent by visitors.
5. Value Proposition - financial sustainability, short / long-term commercial benefits, upgrades to recreational and building asset and opportunities to Council

Considerations:

- A financially sustainable operation for Council that maximises return on investment, delivers new revenue streams and reduces Council's reliance on rate revenue
- Fit for purpose. A modern integrated aquatic and leisure facility capable of meeting the needs of a diverse range of user groups and future population growth (with a 20-year outlook).

Needs Analysis

In August 2019, the City of Adelaide engaged an independent consultant to undertake a needs analysis to ascertain the key features that should be prioritised to best meet the current and future needs of the community if Council were to replace the existing AAC with a new facility.

A separate consultation is being undertaken concurrently in relation to the Draft Needs Analysis. It is important to note that AFC's Draft Proposal has not been informed by this needs analysis and therefore the [Draft Proposal](#) provided by AFC is not a final concept. It is expected that AFC will consider the findings of the Needs Analysis and all feedback received from the two consultations as it develops a detailed proposal, should the Unsolicited Proposal process continue.

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Further information about the draft Needs Analysis and the opportunity to provide feedback can also be viewed online at yoursay.cityofadelaide.com.au.

Timeline

Consultation opens:	11 December 2019
Consultation closes:	*Extended* 11 March 2020
Review submissions:	February / March 2020
Report to Council by:	By 31 March 2020

Frequently Asked Questions

Why is Council considering a proposal from Adelaide Football Club?

Earlier this year the City of Adelaide was approached by Adelaide Football Club (AFC) with an unsolicited proposal (expression of interest) to establish an administration and training base in Denise Norton Park / Pardipardinyilla (Park 2).

Following Council's Unsolicited Proposals process, AFC has been permitted to present a concept that would need to adhere to a set of guiding principles.

What is an Unsolicited Proposal Process?

The Unsolicited Proposals process is in place for non-government sector organisations to approach the City of Adelaide with commercial proposals.

The process provides consistency and certainty to non-government sector organisations seeking to deal directly with the City of Adelaide and is a process that is widely used across all levels of government.

How did Council determine the Guiding Principles?

In June 2019, Council convened a workshop to discuss draft Guiding Principles, to establish clear guidelines between the City of Adelaide and Adelaide Football Club in relation to their unsolicited proposal. Based on feedback from the workshop, a set of draft Guiding Principles was developed and later endorsed by Council.

Will the Adelaide Aquatic Centre (AAC) be replaced or will there be an additional facility?

The current draft proposal from Adelaide Football Club includes the provision of an aquatic and recreational facility that would replace the AAC.

Have the current lessee(s) in Denise Norton Park / Pardipardinyilla (Park 2) been consulted?

Yes. Blackfriars Priory School currently leases five (5) playing fields, four (4) tennis courts and the associated building in Park 2. They are a key stakeholder and they will continue to be consulted and their needs considered, if the unsolicited bid process progresses.

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Is the City of Adelaide selling off the Park Lands?

No. As with other similar arrangements on the Adelaide Park Lands, the Council would lease the relevant portion of the Park Lands to Adelaide Football Club for an identified time period subject to strict requirements.

Is there precedent for such an arrangement in the Adelaide Park Lands?

Yes. There are several other similar arrangements whereby sporting clubs / organisations lease buildings and license playing fields. A number of these clubs / organisations have recently developed new community facilities within the Park Lands. Examples include: the South Australian Cricket Association (SACA) in Gladys Elphick Park / Narnungga (Park 25), Adelaide Comets Football Club in Ellis Park / Tampawardli (Park 24) and Adelaide University Graduates Building in Red Gum Park / Karrawirra (Park 12).

Will the Council hand over control of the Adelaide Aquatic Centre?

As the custodian of the Adelaide Park Lands and Lessor to Adelaide Football Club as Lessee, the Council retains control of any development. Council will have control of the aquatic and recreational facility – whether owning and operating the facility directly or whether, via a management agreement, imposing conditions of operation on an operator.

What would a new facility on Denise Norton Park / Pardipardinyilla (Park 2) developed by Adelaide Football Club mean for the community? Will there be public access and benefits to the community?

The needs of the community remain central to Council and the Guiding Principles speak to the need for ongoing priority access for the community. As such, a new facility would need to be of benefit to the community as well as support the broader precinct.

Other than the Adelaide Football Club headquarters, public access to the new, upgraded facilities will be on substantially the same basis as now.

Does AFC's Draft Proposal include the same range of services and facilities that are currently available at the Adelaide Aquatic Centre?

This is yet to be determined.

Feedback from consultation and the finalised Needs Analysis will be used to inform Council's decision-making about the features that AFC would need to incorporate into a detailed design at a later stage, should this process continue.

What is the future of the Adelaide Aquatic Centre (AAC)?

The future of the AAC is yet to be determined.

Should Adelaide Football Club's (AFC) concept continue under the Unsolicited Proposals process, one of the guiding principles is that it must address an improved service offering and community access.

The centre's members, key stakeholders and the community will be kept fully informed of the progress of AFC's concept or of an alternative plan to renew the existing facility.

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Why is Council undertaking community consultation?

The purpose of undertaking consultation on the Adelaide Football Club Draft Proposal is to:

- inform the community about the direction of the Draft Proposal at this stage
- seek feedback from AAC members, key stakeholders and the community about AFC's Draft Proposal.

Will my personal information remain confidential?

Yes. All personal information gathered through this consultation will remain confidential.

What are the next steps?

Throughout Stage 2 of the Unsolicited Proposal Process (if the Draft Proposal progresses beyond Stage 2), there will be opportunities for key stakeholders and the wider community to provide feedback. There are also statutory consultation requirements that arise under the provisions of the *Local Government Act 1999*, if/as the project progresses. These statutory obligations to consult the community would relate to the granting of a long-term lease of community land and potential variation to the relevant Community Land Management Plan.

It is anticipated that any final proposal to lease Park Lands will be required to be laid before both Houses of Parliament (before executing any agreements) on the assumption that it will be for a term exceeding ten (10) years. This is a statutory requirement that Council must adhere to under the provisions of the *Adelaide Park Lands Act 2005* and the *Local Government Act 1999*.

How do I provide my feedback?

Feedback Form (attached to this information pack)

Online at yoursay.cityofadelaide.com.au

Meet with a staff member – see contact details below

Email your comments to yoursay@cityofadelaide.com.au

Written Submissions

All written submissions must be received by 5.00pm on 11 March 2020 and should be addressed to:

Community Consultation

AFC Unsolicited Proposal – Draft Proposal

GPO Box 2252, Adelaide SA 5001

What happens next?

We will acknowledge your feedback either by email or in writing.

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For enquires please contact:

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FEEDBACK FORM

***Extended* Feedback closes 5:00pm, Wednesday, 11 March 2020**

This form can also be completed online at yoursay.cityofadelaide.com.au.

Q1. In your opinion, does the Draft Proposal provided by Adelaide Football Club align with the Guiding Principles? Please select:

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

Please explain:

Q2. The draft proposal submitted by Adelaide Football Club has not been informed by the Draft Needs Analysis findings nor by community feedback.

Taking the above into consideration what are your views on the Adelaide Football Club Draft Proposal? Please provide your comments:

Your Say Adelaide

Comments:This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Providing contact details in a feedback form is optional. However, we ask for this information because we want to know a little more about who you are and how you use the City to ensure we get a higher quality of data to go along with your feedback. The data will help us analyse feedback from specific groups (e.g. age, gender, City users), which in-turn will provide a richer and more valuable response to help Council make decisions.

First Name:				Last Name:			
Email Address:							
Address:							
Business/Organisation Name (if applicable):							
Gender:	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other Identity			Year of Birth:			
Are you a City of Adelaide Ratepayer?				<input type="checkbox"/> Yes <input type="checkbox"/> No			
Please tell us how you participate in city life (tick all that apply):							
<input type="checkbox"/> Work		<input type="checkbox"/> Live		<input type="checkbox"/> Shop		<input type="checkbox"/> Play (e.g. leisure, recreation, entertainment, dining)	
<input type="checkbox"/> Study			<input type="checkbox"/> Tourist			<input type="checkbox"/> Own a Business	
Please indicate your main areas of interest (tick all that apply):							
<input type="checkbox"/> Council Services & Programs		<input type="checkbox"/> Open Space & Recreation		<input type="checkbox"/> City Design, Planning & Development		<input type="checkbox"/> New & Future Projects	
<input type="checkbox"/> Social & Community Issues		<input type="checkbox"/> Policy, Budget and Management Plans		<input type="checkbox"/> Environmental Issues		<input type="checkbox"/> Arts & Events in the City	
Please indicate the locations that are of interest to you (tick all that apply):							
<input type="checkbox"/> North Ward			<input type="checkbox"/> Central Ward			<input type="checkbox"/> South Ward	

[Your Say Adelaide](#) is Council's online consultation website. It is your chance to be kept up-to-date and provide feedback on areas of the City that interest you. Would you like to be signed up to Your Say Adelaide online and be emailed when there is an opportunity to have your say on areas that are of interest to you?

☐ Yes ☐ No

Please Note: If you've ticked Yes, you will receive an email to your nominated e-mail address above to confirm your new account.