



Community Engagement Report

Draft Economic Development Strategy

Consultation period – Thursday 29 January to 5pm Monday 2 March 2026.

Purpose of engagement

We asked about the community level of support for each action proposed in the six strategy areas, to help refine Council's plans for supporting local economic development.

Overview

- An engagement project page was available at our engagement platform:
www.yourholdfast.com/eco-dev-strategy
- Three drop-in sessions were held at:
 - o Glenelg Community Centre, 4 Colley Terrace, Glenelg
5.30-7.30pm Tuesday 10 February
 - o Holdfast Bay Community Centre 51 King George Ave, Hove
9am-11am Thursday 12 February 2026
 - o Wilton House, 18 Wilton Avenue, Somerton Park
4pm -6pm Thursday 26 February 2026
- Participants were able to provide feedback online, written feedback via mail or email or at drop-in sessions
- Two people attended the three drop-in sessions
- Submissions were received:
 - o 26 online submissions
 - o 3 emails.

Common themes raised via the comments on the survey were:

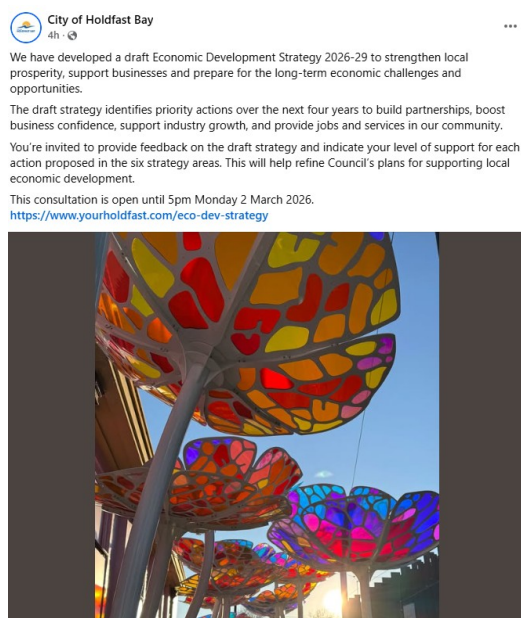
1. What strategies and actions are and are not Council's role (13)
2. Issues and concerns and suggested improvements about Jetty Road, Glenelg (8).
3. Concerns that the focus too much on Jetty Road Glenelg (2)
4. Concerns about amenity and security impacts of a 24-hour economy (3)
5. Reviewing opportunities for greater collaboration (3)
6. Comments complimenting the actions (3)
7. Somerton Park traffic and changing land use (3)

Promotion of engagement

This engagement was promoted in the following ways:

- Homepage of YourHoldfast.com engagement platform
- Homepage of Council's website
- Two corflutes displayed onsite at Holdfast Bay Community Centre with web address and QR code
- 218 subscribers who indicated interest in economic development, community and environment emailed via the YourHoldfast database
- Digital displays at Glenelg and Brighton libraries, and Glenelg Townhall
- Mentioned in the Mayor's council wrap up speech and Holdfast News – 28 January
- Sent via the Holdfast Business newsletter to 6,784 – 29 January
- Jetty Road Glenelg trader e-news to 512 Subscribers on 9 February
- Holdfast News – 12 February
- Sent to Somerton Park business 19 February
- Three Facebook posts (30 Jan, 9 February, and 24 February).

Examples of promotion



Results of engagement

Participants were asked to provide general feedback on the seven strategies. See *Appendix 1* for full list of comments.

Of the 466 visits to the website during the engagement period, 329 were unique visitors. Almost 200 downloads were made of the draft strategy document and 37 of the summary. About 50% of the survey participants were residents and 35% business owners, with only 10% of respondents being from outside Holdfast Bay.

Below are the results of the 26 participants who provided feedback on each strategy.

26

online

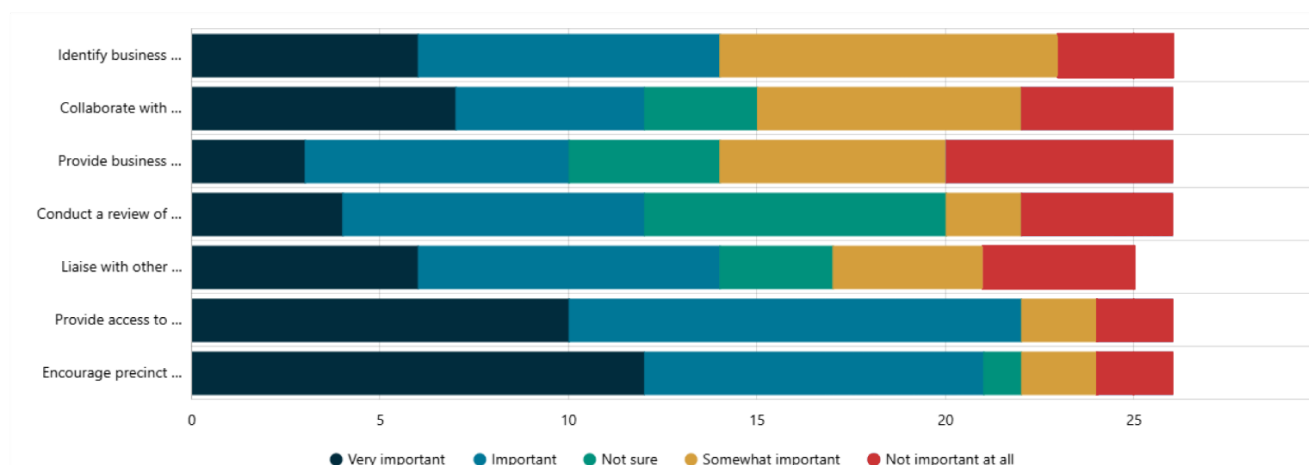
29

participants
provided feedback

3

emails

1a. How important the actions are to achieving Strategy 1.1 - Business Capacity Building and Business Attraction



Name	Very important	Important	Not sure	Somewhat important	Not import at all
Identify business training needs and leverage training providers and grants	23.08% 6	30.77% 8	0% 0	34.62% 9	11.54% 3
Collaborate with education and training providers to foster skills linkages and longer-term adaptive thinking	26.92% 7	19.23% 5	11.54% 3	26.92% 7	15.38% 4
Provide business programs that support First Nations, non-English speaking and marginalised communities	11.54% 3	26.92% 7	15.38% 4	23.08% 6	23.08% 6
Conduct a review of the differential rate, and increase awareness of the benefits	15.38% 4	30.77% 8	30.77% 8	7.69% 2	15.38% 4

Liaise with other spheres of government and the public sector to foster resilience	24.00% 6	32.00% 8	12.00% 3	16.00% 4	16.00% 4
Provide access to data that supports business investment and attraction to the city	38.46% 10	46.15% 12	0% 0	7.69% 2	7.69% 2
Encourage precinct groups to establish and identify ways to promote and expand their potential	46.15% 12	34.62% 9	3.85% 1	7.69% 2	7.69% 2

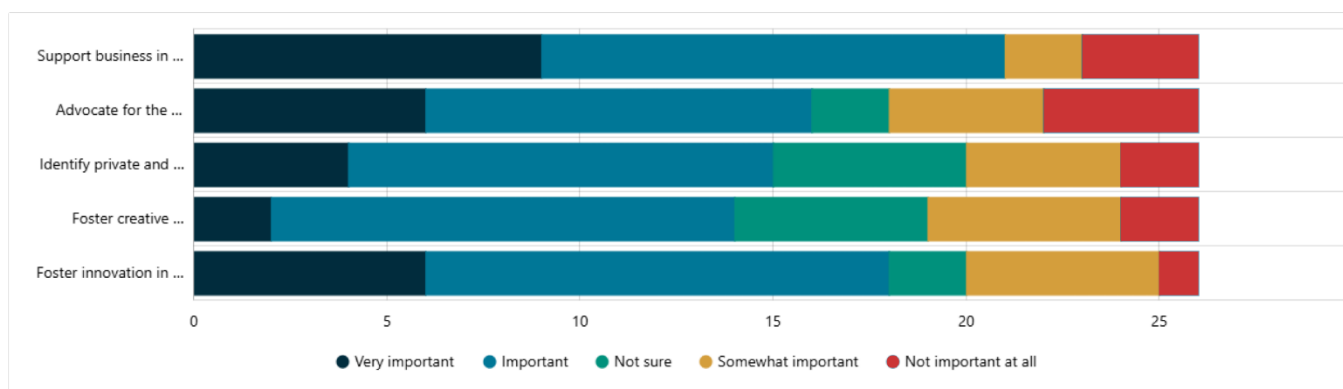
There is moderate support for Strategy 1.1 for strengthening the business environment and leveraging external expertise, without expanding council's spending. Providing access to data for business and encouraging establishment of precinct groups rated well in importance.

1b. Comments on actions for Strategy 1.1 (see Appendix 1)

The feedback expressed a strong view that Council should:

- Focus on financial sustainability, governance, and core services
- Act as an enabler and connector, not a direct business developer
- Ensure equity across sectors and precincts
- Improve measurement, transparency, and communication
- Support long-term economic resilience through collaboration, skills alignment, data access, and high-quality amenity

2a. How important are the actions are to achieving Strategy 1.2 - Innovation and Entrepreneurship



Name	Very important	Important	Not sure	Somewhat important	Not important at all
Support business in Jetty Road Glenelg to grow and evolve through the Transforming Jetty Road Project	34.62% 9	46.15% 12	0% 0	7.69% 2	11.54% 3
Advocate for the protection and enhancement of Somerton Park	23.08% 6	38.46% 10	7.69% 2	15.38% 4	15.38% 4

employment/ light industry area by strengthening the zoning policy					
Identify private and public partnership opportunities to foster or establish collaborative business spaces	15.38% 4	42.31% 11	19.23% 5	15.38% 4	7.69% 2
Foster creative business models- explore a spoke and hub model linked to Tonsley and Lot Fourteen	7.69% 2	46.15% 12	19.23% 5	19.23% 5	7.69% 2
Foster innovation in the health care, accommodation, and hospitality sectors	23.08% 6	46.15% 12	7.69% 2	19.23% 5	3.85% 1

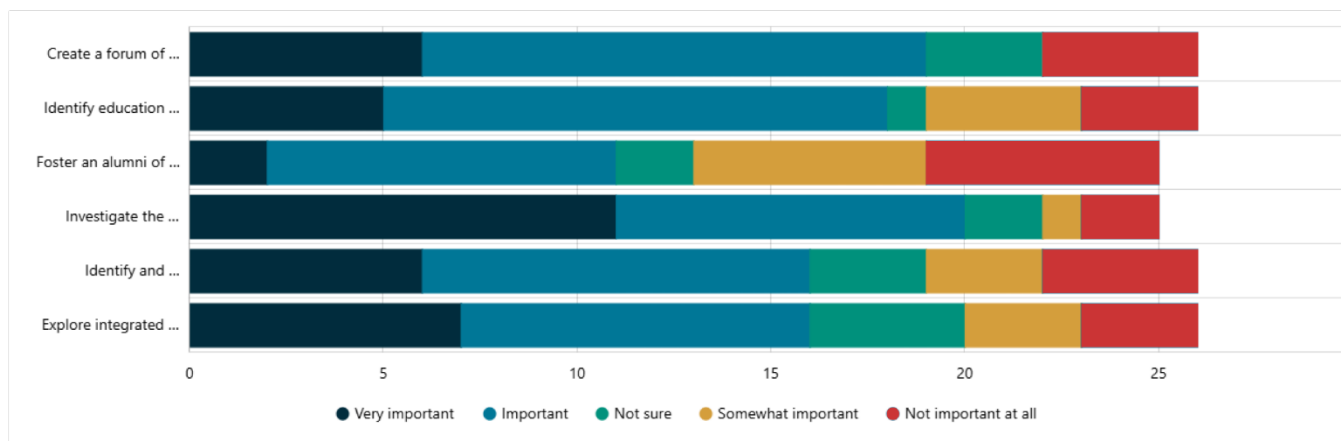
All actions rated relatively importantly with the spoke and hub model exploration, Somerton Park zone strengthening and collaborative business space investigations being slightly less important.

2b. Comments on actions for Strategy 1.2

The feedback indicates a preference for Council to:

- Deliver equitable, council-wide business promotion beyond Jetty Road Glenelg
- Use evidence based placemaking (including pedestrianisation trials) to build destination appeal
- Diversify the weekday economy through enabling commercial office space and adaptive re-use for co-working or creative hub creation
- Clarify and strengthen KPIs, with clear measures and transparent reporting that prioritises outcomes
- Streamline existing council processes and rules to reduce barriers to innovation
- Balance economic activity with residential amenities via zoning, local area traffic management and realistic parking policy

3a. How important are the actions to achieving Strategy 2.1 - Creating a Sustainable Economy



Name	Very important	Important	Not sure	Somewhat important	Not important at all
Create a forum of local business advocates to examine sustainable and shared waste schemes	23.08% 6	50.00% 13	11.54% 3	0% 0	15.38% 4
Identify education opportunities for businesses to improve continuity and resilience against business disruption and seasonal downturn, and to grow a nighttime economy	19.23% 5	50.00% 13	3.85% 1	15.38% 4	11.54% 3
Foster an alumni of sustainable business champions for the city	8.00% 2	36.00% 9	8.00% 2	24.00% 6	24.00% 6
Investigate the issues and options for alternative business waste disposal schemes	44.00% 11	36.00% 9	8.00% 2	4.00% 1	8.00% 2
Identify and encourage bulk purchase of collective resources	23.08% 6	38.46% 10	11.54% 3	11.54% 3	15.38% 4
Explore integrated approaches to sustainable and smart transport for visitation and business logistics	26.92% 7	34.62% 9	15.38% 4	11.54% 3	11.54% 3

Investigation of alternative business waste schemes rated highly. The need for an alumni of business champions is seen as less important.

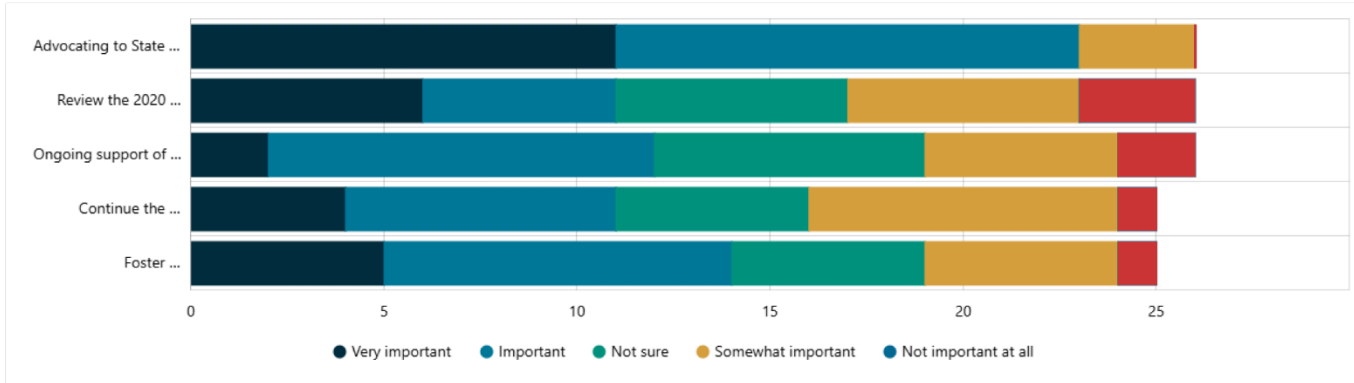
3b. Comments on actions for Strategy 2.1

There is clear support for the intent of Strategy 2.1, particularly where it focuses on:

- Practical sustainability measures
- Actions that deliver real operational benefits for businesses
- Specifically supported elements include:

- o Exploring alternative waste disposal options where they are clearly defined and cost-effective
- o Opportunities for collective procurement to reduce costs and improve efficiency
- o Integrated transport and logistics approach for businesses involved in production, distribution, and export

4a. How important are the actions to achieving Strategy 2.2 - Regional Collaboration and Supply Chains



Name	Very important	Important	Not sure	Somewhat important	Not important at all
Advocating to State Government on Brighton Road corridor improvements that sustain business and enable growth opportunities	42.31% 11	46.15% 12	0% 0	11.54% 3	0% 0
Review the 2020 Somerton Park Economic Activation Plan, identify regional supply chains and improve export opportunities	23.08% 6	19.23% 5	23.08% 6	23.08% 6	11.54% 3
Ongoing support of the Building Western Adelaide Economic Strategic Alliance and associated shared initiatives	7.69% 2	38.46% 10	26.92% 7	19.23% 5	7.69% 2
Continue the jointly funded Southern Business Mentoring Program and State Government business programs	16.00% 4	28.00% 7	20.00% 5	32.00% 8	4.00% 1
Foster collaborative programs with the Adelaide Economic Development Agency and Regional Development Australia (Adelaide)	20.00% 5	36.00% 9	20.00% 5	20.00% 5	4.00% 1

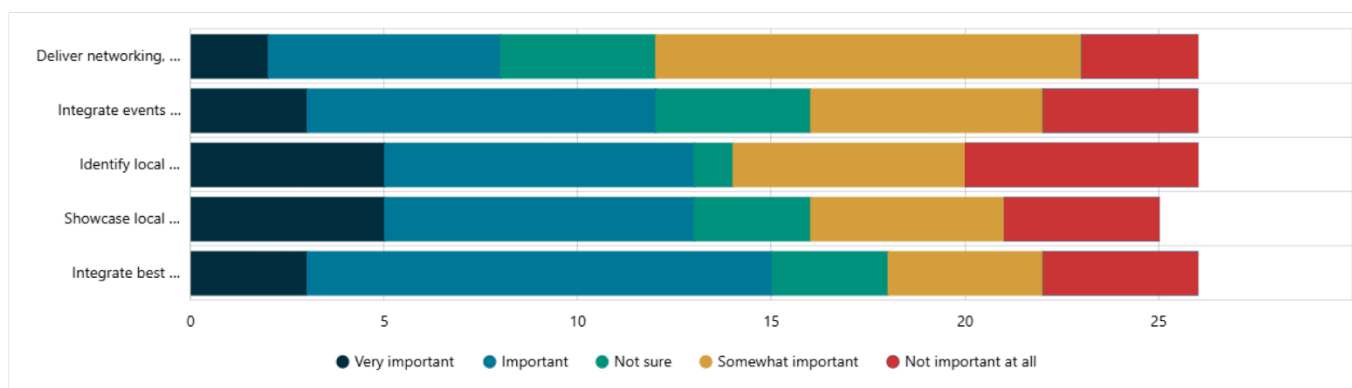
Strengthening access to information, continuing to align local actions with regional and State initiatives, and advocating and participating in joint or regional programs are seen as opportunities to improve outcomes for the business community.

4b. Comments on actions for Strategy 2.2

The feedback reflects confidence in Council's strategic direction where it:

- Prioritises collaboration and leverage rather than duplication
- Sets clear, measurable, and actionable goals
- Improves access to information and transparency
- Focuses on regional economic integration and supply chains
- Addresses practical infrastructure constraints such as traffic flow.

5a. How important are the actions are to achieving Strategy 3.1 - Social and Ethical Sustainability



Name	Very Important	Important	Not sure	Somewhat important	Not important at all
Deliver networking, education and case studies on social and ethical practices	7.69% 2	23.08% 6	15.38% 4	42.31% 11	11.54% 3
Integrate events that cater for diverse communities and workforce requirements	11.54% 3	34.62% 9	15.38% 4	23.08% 6	15.38% 4
Identify local business workforce gaps and skills shortages and link with workforce development programs	19.23% 5	30.77% 8	3.85% 1	23.08% 6	23.08% 6
Showcase local businesses that are demonstrating best practice in ethical procurement	20.00% 5	32.00% 8	12.00% 3	20.00% 5	16.00% 4
Integrate best practice accessibility standards into business training	11.54% 3	46.15% 12	11.54% 3	15.38% 4	15.38% 4

There was support for promoting better understanding of best practice in ethical procurement and accessibility standards while education of businesses on social and ethical practices was considered as less

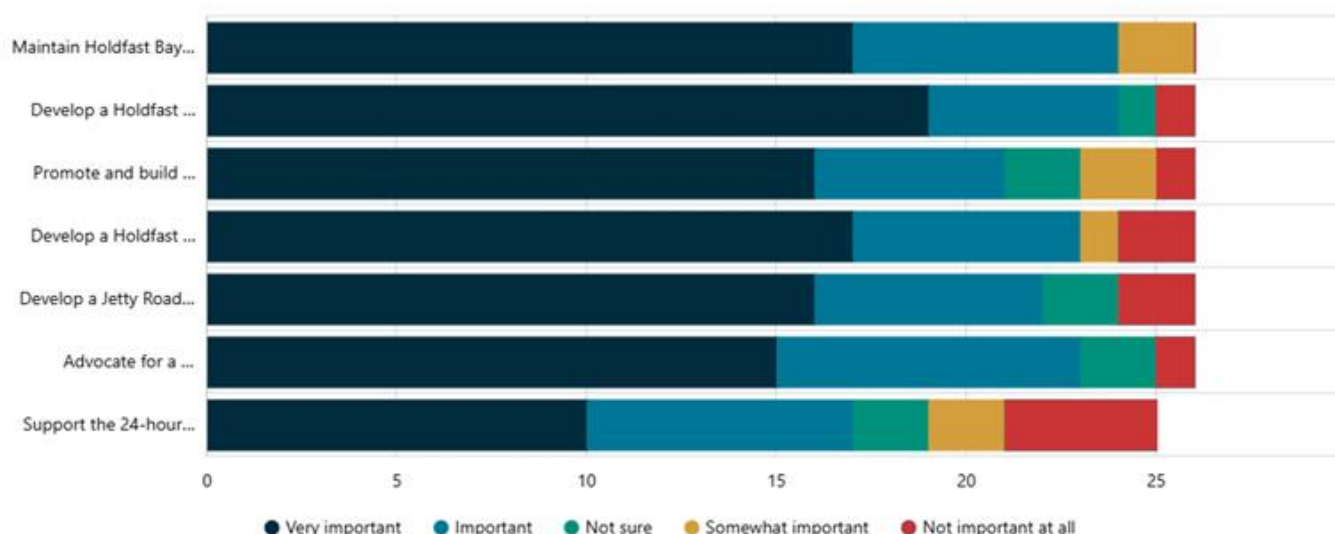
important. Opinion was almost equally divided on the importance of workforce planning as an action in this plan.

5b. Comments on actions for Strategy 3.1

Comments related to:

- Helping connect businesses to existing workforce development programs to ensure availability of a skilled workforce for sustainable growth, especially for businesses involved in production, manufacturing, and export-related activities.
- Questions about the role of Council in the connection between social and ethical responsibility and business practices.

6a. How important are the actions to achieving Strategy 3.2 - Thriving Visitor Economy



Name	Very important	Important	Not sure	Somewhat important	Not important at all
Maintain Holdfast Bay as Adelaide's premier coastal destination	65.38% 17	26.92% 7	0% 0	7.69% 2	0% 0
Develop a Holdfast Bay Tourism Plan 2025-30	73.08% 19	19.23% 5	3.85% 1	0% 0	3.85% 1
Promote and build Holdfast Bay tourism via Adelaide Beaches	61.54% 16	19.23% 5	7.69% 2	7.69% 2	3.85% 1
Develop a Holdfast Bay Events Plan 2025-30	65.38% 17	23.08% 6	0% 0	3.85% 1	7.69% 2
Develop a Jetty Road Glenelg Destination Precinct Plan 2025-30	61.54% 16	23.08% 6	7.69% 2	0% 0	7.69% 2
Advocate for a western Adelaide city/airport/Holdfast Bay tourism transport network	57.69% 15	30.77% 8	7.69% 2	0% 0	3.85% 1

Support the 24-hour economy (night-time economy) through policy development	40.00% 10	28.00% 7	8.00% 2	8.00% 2	16.00% 4
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All proposed actions under the Thriving Business Economy strategy were rated as very important or important by the majority of respondents.

6b. Comments on actions for Strategy 3.2

The feedback signals a preference for Council to:

- Prioritise core services and financial prudence, adopting a facilitator/partner role in events rather than direct producer.
- Clarify timelines for the associated plans, ensure continuous monitoring to 2030, and improve document access and linkages.
- Better communicate regional partnerships (e.g., Adelaide Beaches) clearly and demonstrate local benefit.
- Ensure a whole-of-council approach so that benefits are not concentrated in a single precinct or sector.
- Manage the night-time economy through clearly defined policy settings that protect residential amenity and pedestrian safety, with appropriate security planning and cost recovery.

7. General Comments

See Appendix

Some contributors see value in parts of the Economic Development Strategy, praising its long-term focus on skills, innovation, sustainability, visitor economy, and resilience. There is support for improved infrastructure, better information for tourists, learning from successful examples like Hahndorf, and continued engagement with businesses, with optimism about the city's direction if ideas are well-funded, practical, and professionally delivered.

Strong concern is expressed about council debt, financial mismanagement, and what is seen as irresponsible spending on events, business support, and projects while ratepayers face rising rates and reduced sustainability. There is frustration with current councillors, poor consultation practices, excessive bureaucracy and jargon, missed funding opportunities, and perceptions that council is falling behind other LGAs and damaging local businesses, particularly outside Jetty Road.

Drop-in session feedback

Three drop-in sessions were held during the consultation period.

- **Tuesday 10 February** – One person attended the drop-in session at the Glenelg Community Centre.
- **Thursday 12 February** – One person attended the session at the Holdfast Bay Community Centre.
- **Thursday 26 February** – An additional session was held at Wilton House, Somerton Park; however, no community members attended.

Comments from the sessions in relation to the draft strategy included:

- strongly prioritised pedestrian safety in the Jetty Road Glenelg precinct and supported significant traffic-calming measures
- supported local events such as the Ice Cream Festival
- believed council-funded events should be revenue neutral
- suggested the Economic Development Strategy should emphasise business growth over sustainability.
- focused on the cost and transparency of delivering the strategy, expressing concern about hidden expenses
- opposed conversion of industrial land to high-density housing and highlighted issues related to construction and parking impacts.

Email summary

Three emails made positive suggestions:

There is strong support for the Draft Economic Development Strategy, with praise for its clear structure, evidence-based approach, regional collaboration, and focus on the visitor economy, sustainability, innovation, and long-term resilience.

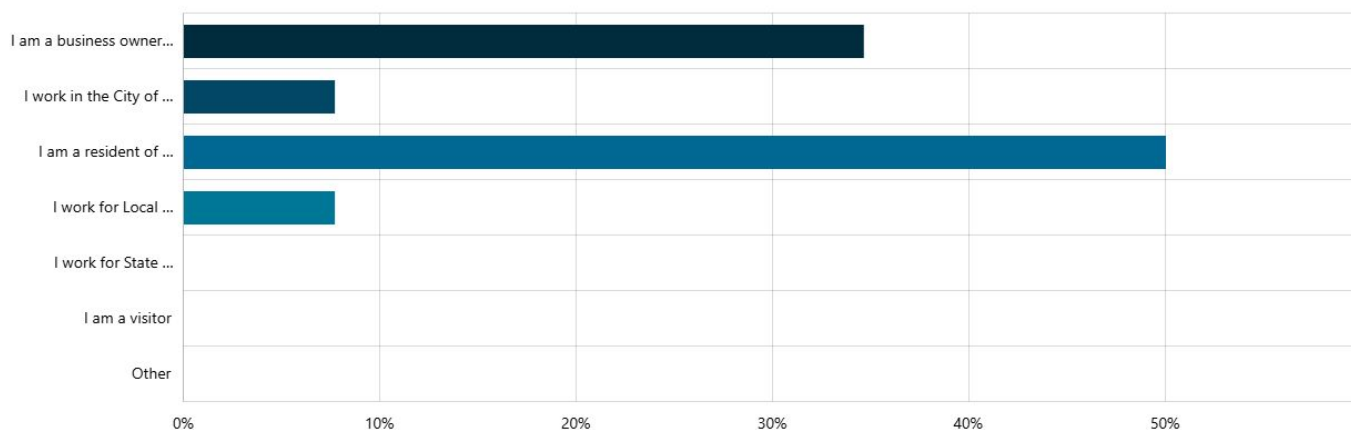
Stakeholders highlight opportunities such as food trucks, night markets, improved transport links, precinct activation, workforce development, and stronger partnerships with neighbouring councils, Adelaide Airport, and tourism bodies. Overall, the strategy is seen as ambitious, forward-looking, and well aligned with Western Adelaide and state priorities.

Criticism focused on areas where the strategy could be strengthened rather than fundamental opposition.

Key concerns include the need for clearer prioritisation of growth sectors, more explicit investment readiness and facilitation processes, stronger workforce and skills planning, better integration of climate resilience and First Nations economic participation, and the inclusion of measurable performance targets. There is also an implied need to move to more concrete, actionable outcomes.

Demographic information

Participant type



Participant type	percentage	number
I am a business owner in the City of Holdfast Bay	34.62%	9
I work in the City of Holdfast Bay	7.69%	2
I am a resident of City of Holdfast Bay	50.00%	13
I work for Local Government	7.69%	2
Total	100.00%	26

Suburb

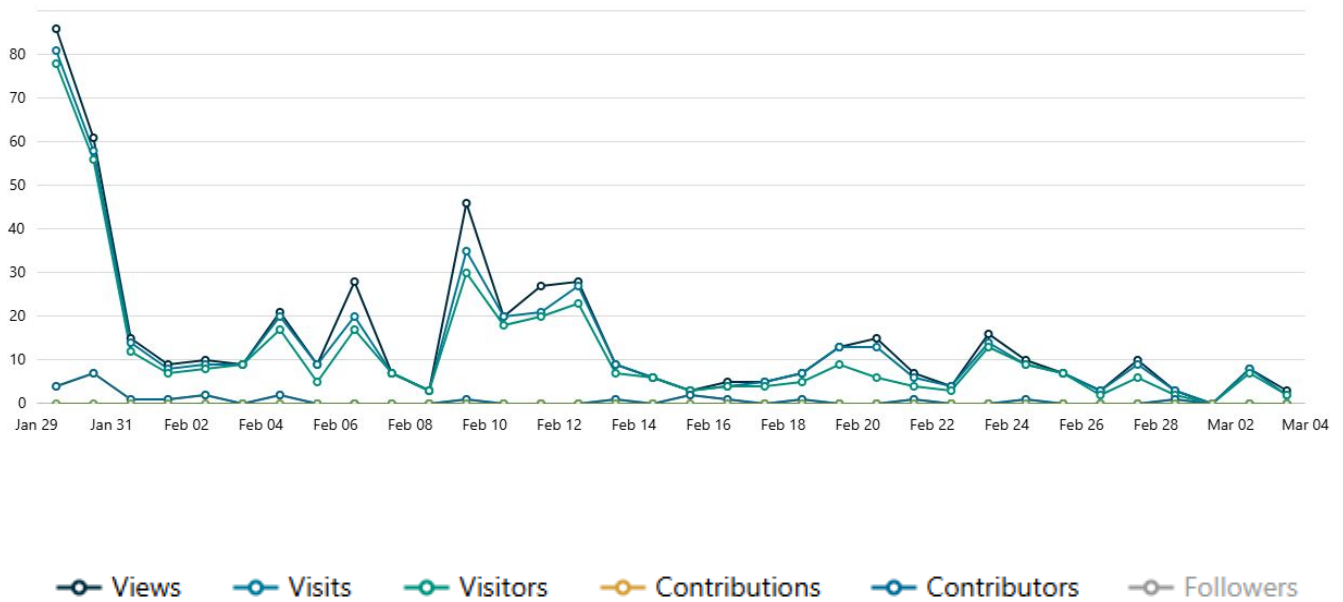
25 respondents answered this question. Ninety-two percent (92%) of participants that answered indicated as being from the City of Holdfast Bay.

City of Holdfast Bay residents	Participants
Brighton	3
Glenelg	5
Glenelg North	2
Glenelg South	3
Hove	3
Seacliff	1
Somerton Park	5
South Brighton	1
Total	23

Visitors to City of Holdfast Bay	Participants
Hilton	1
Ascot Park	1
Total	2

Website statistics

Below is the information regarding how people access and viewed the project page throughout the engagement



Last contribution –24 February 2026

513 Views	466 Visits	329 Visitors	26 Contributions	0 Followers
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Views - The number of times a visitor views any page on a site.

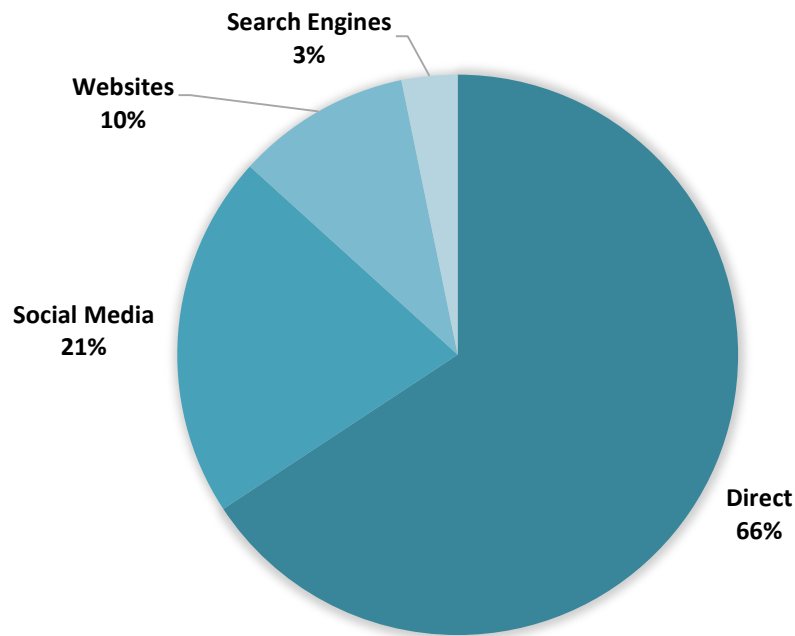
Visits - The number of end-user sessions associated with a single visitor.

Visitors - The number of unique public or end-users to a site. A visitor is only counted once, even if they visit a site several times in one day.

Followers - The number of visitors who have ‘subscribed’ to a project using the ‘Follow’ button

How people accessed the website

Below shows how people accessed the website. 66% of people accessed the site directly.



Direct	307 (65%)
Social media	98 (21%)
Websites	47 (10.1%)
Search engines	15 (3.2%)

Downloads

Number of times the documents were downloaded from the website

Document title	Number of times downloaded
Draft Economic Development Strategy	198
Draft Economic Development Strategy - Summary	37

Appendix 1 – Comments

Please note all comments are written verbatim.

All personal details have been redacted.

Comments on strategy 1.1 - Business Capacity Building and Business Attraction	
1.	It is not councils job to foster business. Why would private commercial business seek or take advice from a council that is over \$60,000,000 in debt? Why doesn't council ask current successful business how to manage and operate a business for example property management. Council have done a very poor job at that while there are many successful property management businesses in Holdfast. Why doesn't council seek information from experienced business on how to run a lean team especially in management? Why do we have 3 General Managers? Ask the businesses how many General Managers they have! Why have council spent so much money on retail business advancement (Jetty Road Upgrade) but so little on other business commercial and industrial and services? Why does council give hand outs to retail shopfronts but nothing to commercial, services, and industrial? (I don't think they should but why does council help retail? Well it's too late now as council are to far in debt to help anyone and needs help themselves.
2.	More marketing and support for Holdfast Bay businesses like City of Adelaide. Introducing the same initiative as Renew Adelaide does in the CBD for all the vacant shops and commercial property on and around Jetty Rd Glenelg. Let new ventures test the waters and community support.
3.	Council and paid administration people should NOT be involved in developing the businesses in the area at a cost to council.
4.	It is important to liaise with other councils and other govt agencies to develop strategies and progress grant applications. This could be more successful than working alone as a council.
5.	Businesses/landlords need to maintain an attractive external appearance as tourists and locals look at the outside of the premises before deciding whether or not to enter. If the place doesn't look clean then people won't come, as an example the new footpaths down Jetty Road, Glenelg are already looking filthy, nowhere near as clean as the previous surfaces.
6.	Measures appear woefully inadequate "Joint project initiatives identified " ... and what done with them? "Review conducted and communicated" - Where? "Access to data through Council website and business concierge service " - I have run a business in the council for 10 years, I had no idea the council has this on the website - do you put any info out to businesses about this? "Business Confidence Survey satisfaction" - when are these run? Again 10 years in business but never seen one?
7.	Council should focus resources on providing best environment for business to grow and succeed. Individual business improvement and development initiatives are best provided by existing state and commonwealth programs. Council could facilitate access/awareness but not duplicate
8.	Balance of business. Far too many car garages, gyms and businesses heavy on car parking clogging up residential streets being approved in residential areas. Must look at liveability issues for residents
9.	The actions under Strategy 1.1 appropriately recognise the importance of skills development, data access and collaboration across government to support long-term business resilience. In particular, continued alignment with education and training providers, as well as access to practical data to inform investment and growth decisions, will be critical for businesses operating in manufacturing, food and beverage and export-related sectors.

Comments on strategy 1.2 - Innovation and Entrepreneurship	
1.	There are business outside of Jetty Rd. We get no support or advertising. Jetty Rd has the magazine and Facebook / Instagram page promoting its businesses. If you aren't on Jetty Rd you can not be featured. The council directory simply isn't enough. Create a business marketing initiative for all the Holdfast Bay business community.
2.	Jetty Road and Mosley Square have potential to become an even more attractive destination. It was very apparent that the area opposite Colley Hotel was a very busy "plaza" for locals and visitors when Colley Terrace was closed to traffic.
3.	Mid scale commercial office space required to support Jetty Road Glenelg mid week economy or modernised adaptive re-use of old banks for contemporary co-working hubs. Officer workers would support cafes and restaurants, services like pharmacies, gyms, doctors, physios and the dusk economy for knock offs. Would assist with the area being heavily reliant on visitors.
4.	Fostering a creative business hub would be really nice, but it's not essential
5.	Again - measurements are extremely weak - where is the accountability of what your team will actually produce? "Number of interactions with businesses during project" - have you seen social media from businesses recently? Is that counted as an interaction? "Contacts with state planning " - What?
6.	Innovation can be fostered by removing /simplifying existing council processes/rules
7.	No heavy industrial in somerton park. Should stop roads at Vincent Avenue to stop large trucks and vehicles cutting through residential. No more gyms and car garages clogging up residential area parking spots. Better parking policy such as yellow line one side of road to allow 2 cars to pass each other safely
8.	Strategy 1.2 appropriately recognises the importance of innovation, collaboration and the protection of employment and light industrial areas to support long-term economic diversity. In particular, maintaining and strengthening zoning for employment and light industry uses is critical for businesses involved in production, manufacturing and export-related activities. Continued support for innovation precincts and partnerships will help create pathways for collaboration and sustainable business growth.

Comments on strategy 2.1 - Creating a Sustainable Economy	
1.	Business collaboration and working together with Councils towards a more sustainability city, it's extremely important.
2.	We are a sustainable and circular business. We do not have any recognition or support from Holdfast Bay Council.
3.	While some of these points are important to the businesses it should not be up to council to employ people to do this work. The businesses need to work this out themselves
4.	The bus "exchange" in South Colley Terrace is very noisy with the engines and air conditioners of diesel buses left idling while the drivers are outside the buses having a break. This noise seems to be almost continuous and will be even more disturbing when the two new high rise apartment buildings in Colley Terrace are complete. Electric or hybrid buses would largely fix this problem.

5.	Do we not already have recycling systems, what are you trying to create here? Investigate the issues and options for alternative business waste disposal schemes - this is a lot of words to say what exactly? What are people asking for here? Disposal of what? Oil, printers? Explore integrated approaches to sustainable and smart transport for visitation and business logistics - again - so is this meant to say "Explore ways to minimise industrial traffic related to waste"?
6.	Stop felling trees and stop knocking down buildings to replace with more and no parking
7.	The actions under Strategy 2.1 appropriately focus on practical sustainability measures that can deliver real operational benefits for local businesses. In particular, exploring alternative waste disposal options and opportunities for collective procurement can help reduce costs, improve efficiency and support more sustainable business practices. Integrated approaches to transport and logistics will also be important for businesses involved in production, distribution and export.

Comments on strategy 2.2 - Regional Collaboration and Supply Chains	
1.	Collaboration can lead to funding opportunities
2.	Why isn't the 2020 Somerton Activation plan available on this site under the documents section? Where can we find information on the southern mentoring program - maybe add a link on this page to that?
3.	These are actually very good - actionable goals which have actual measureable outcomes
4.	Council should leverage not duplicate
5.	Focus on improving traffic flow on brighton road
6.	Strategy 2.2 appropriately highlights the importance of regional collaboration and supply chain development in building a resilient and competitive local economy. In particular, initiatives that strengthen regional supply chains and improve export opportunities will be critical for businesses involved in manufacturing, food and beverage and international trade. Continued collaboration with state agencies and regional development organisations will help align local priorities with broader economic programs and investment opportunities.

Comments on strategy 3.1 - Social and Ethical Sustainability	
1.	Again, important to the businesses but not at councils cost.
2.	If you're running a business, you have some responsibility to determine workforce gaps and not leave it up to council to identify. If council wants to have some ethical, social and moral responsibility, an emphasis should be directed to the assisting the homeless and to work with churches and welfare groups, rather than placing emphasis on greedy business owners. This would help them indirectly as theft should decrease. Have witnessed items being stolen from businesses.
3.	I know this is the city of Holdfast Bay and not a very diverse council, but isn't catering for a diverse community a given?

4.	What does "Identify local business workforce gaps and skills shortages and link with workforce development programs" have to do with "Social and Ethical Sustainability"? Surely this action should be part of generally fostering good businesses?
5.	Not high priority for council to deliver/ expend resources on
6.	The actions under Strategy 3.1 appropriately recognise the importance of workforce capability, ethical business practices and inclusive participation. In particular, identifying skills gaps and linking local businesses with relevant workforce development programs will be critical in supporting sustainable growth, especially for businesses involved in production, manufacturing and export-related activities.

Comments on strategy 3.2 - Thriving Visitor Economy	
1.	Stop with the Events! Council are not entertainers. Ratepayers are paying for entertainment for others. Events support retail outlets but do nothing for industrial or service or professional industries. Council are to provide storm water management, rubbish removal, roads and footpaths, libraries, so stop trying to do everything like entertainment and managing other businesses. Council have already proven they waste a lot of money at Glenelg oval and charge a pittance in rent so why would any commercial business seek advice from council.
2.	Council should participate in these programs but not run them at councils cost. 24 Hour economy has concerns as this area is almost entirely residential and the largest group are over 60. I have concern about noise, traffic, parking etc.
3.	Night time activity brings additional night time noise. Already Colley Terrace rubbish collection from as early as 4.00 am disturbs the sleep of residents. Hoon traffic along Culley Terrace is already a danger to pedestrians. There should be infrastructure to slow traffic and protect pedestrians.
4.	24-hour economy support will need a massive police/security increase. Interested in why the plans are for 2025 - 2030 in this questionnaire. Why produce the plan for 2025? Surely it should be 2026-2030.
5.	It's 2026 why is there no Tourism plan in place, should there already be a 2025-2030 plan??? Can you provide details to the previous/current one on this page? Same for the Events plan Had to Google what "adelaide beaches" is. Initially I thought it was a coastal protection program. I found a website, other than the council logo I wouldn't know it had anything to do with Glenelg and Brighton Council area again be good if you could add links on this page to references
6.	Why would these actions end in FY27? Develop a Holdfast Bay Tourism Plan 2026-30 Develop a Holdfast Bay Events Plan 2026-30 Develop a Jetty Road Glenelg Destination Precinct Plan 2026-30 Support the 24-hour economy (night-time economy) through policy development Surely these are actions which are monitored and updated each FY?
7.	These should be priority activities and where local council can make most difference

8.	Jetty Road Glenelg should not be the whole focus.
9.	Strategy 3.2 appropriately balances the growth of the visitor economy with the need to protect local amenity and environmental values. Maintaining the quality and identity of Glenelg and Jetty Road as key destination precincts, together with improved transport connectivity between the city, airport and Holdfast Bay, will be important in supporting both visitors and local businesses. Well-planned tourism and events strategies can help deliver sustainable economic benefits while preserving liveability for the community.

General Comments	
1.	Do nothing in this area. Save the money. Pay it off the loan. Stop the events. Save the money on those 5 people and put it onto the loan. Stop partying and trying to help business when we are over \$60,000,000 in debt. ESCOSA said council is “sustainable” that is just 1 step above “unsustainable”. Debt is 111% up from the traditional 40%. Not good. Time to tighten the belt not trying to work out what we can do for business. Try this....reduce their rates....that will help them. Oh no we can't do that We are \$60,000,000 in debt. Let's get back to a 3 star rating. You say you want to help them but you put up their rates for the Jetty Road Project, not at all helpful for the many businesses not on Jetty Road.
2.	The current councillors have put the ratepayers into \$65 million debt and for a small council that's a lot. We cannot afford to help businesses, we need help to get out of this debt. Interest on the \$65 million will be \$30 million. These councillors blew it. We cant continue to have events (Parties) while we are in so much debt. We cant party while we are going broke. We simply cant afford it. Save on "events". Also blown by these councillor is the opportunity to get Fed or State funding as they want 50/50 financial participation. We no longer can afford any projects as we will have to pay the full 100% and we just cant afford it at this time. We need to save, save , save and cut costs. We can no longer afford to spend developing ideas, developing businesses, having events as if we have millions in the bank. I think most of these ideas above that have some merit but cannot be economically sustained at this time. Blame the existing councillors.
3.	I wonder why the wonderful Glenelg Beach suffers the eyesore of sand mining. There seems to be more stones along the water's edge every year and I wonder if this is a result of the mining! Perhaps council will have to consider raking or sweeping to remove these stones - I see this a lot at tourist beaches in Sydney.
4.	Sending out this information on the day of the second Community Drop-In session - received @ 9:03 am on 12/2/26, and when session commenced at 9:00 am, does not show much respect to the local residents and true community consultation. After a recent visit to Hahndorf, we were very impressed by the provision of the tourist information boards, highlighting locations of public toilets, points of historical interest etc, and they were spaced throughout their main street.
5.	While this feels long overdue it's good to see where we as a city are heading toward. If council are serious about being leaders in the space then the team tasked with the delivery of this strategy need to be innovative and best in class with real work experience in business. Councils reputation within the business community is at best tolerable. There are pockets of innovation but more and more this council seems to be falling behind other progressive LGA's in Adelaide. If you want to get serious about economic development and be a leader in the space then it must be budgeted for and a high performing team must be assembled.
6.	Does Holdfast Bay undertake NABERS Energy & NABERS Water assessments in their office properties >1,000m2 NLA?

7.	For a tourist-rich suburb, especially in summer, businesses on Jetty Road in particular need to be encouraged to open later. Jetty Road, from Mosley Street (or Partridge Street), needs to be closed to traffic and converted into an open-air restaurant from Thursday night to Sunday night.
8.	Honestly, this document could have been 10-15 pages, you've spent a great deal of time making this about you. The strategies should have led from the front, build the rest of the plan around how you actually plan to do them. You have built a document on word salad of corporate jargon, we can easily cut out whole sections and reformat this to be a document you can actually build actions of. As a resident & business owner this is very disappointing
9.	Overall, the draft Economic Development Strategy 2026–2029 provides a clear and balanced framework for supporting local businesses and strengthening long-term economic resilience. The focus on skills development, innovation, regional collaboration, sustainable business practices and a thriving visitor economy reflects the real needs of businesses operating in today's environment. Continued engagement with local businesses will be important to ensure initiatives remain practical, responsive and aligned with industry conditions, particularly for businesses involved in manufacturing, food and beverage, export and supply chain activities. We support the direction of the draft strategy and appreciate the opportunity to contribute to its development.

Emails

1.	Thanks for the opportunity I would like to see more food trucks on the weekends at Glenelg, mainly over the warmer months, I would like these combined with evening Markets. This would the drive for more tourism to the area and would also compliment the beach bar, the new hotel accommodation and apartment living at Glenelg . Regards
2.	City of Charles Sturt Economic Development Team comments - City of Holdfast Bay Draft Economic Development Strategy 2026-29 We commend the City of Holdfast Bay on the preparation of the Draft Economic Development Strategy 2026–29 and appreciate the opportunity to provide comments during the public consultation phase. Please note that the following comments are provided at staff level for consideration and have not been formally endorsed by the Council's Elected Member body. The City of Holdfast Bay's Draft Economic Development Strategy 2026–29 presents a clear, well-structured and forward-looking framework that supports a resilient and sustainable local economy. The three-horizon model provides strong strategic foresight, balancing immediate business support with longer-term precinct activation and investment attraction. The integration of innovation, sustainability and wellbeing aligns economic growth with community outcomes, reinforcing Holdfast Bay's distinctive coastal identity while supporting diversification and resilience. The strategy is well supported by an evidence based approach and key economic data and insights.

The Draft Economic Development Strategy supports strong regional collaboration opportunities through the Building Western Adelaide (BWA) Alliance. The contribution of the City of Holdfast Bay to the Western Alliance is highly valued and we look forward to ongoing collaboration through aligned and shared strategic objectives and outcomes.

Alignment is particularly evident in visitor economy development (including the Western Adelaide Tourism Alliance Tourism Destination Action Plan 2024 and the Adelaide Beaches website), along with business support and mentoring, digital capability uplift, advanced manufacturing supply chains, health and ageing sector growth, and coordinated advocacy to State and Commonwealth Governments.

Holdfast Bay's Strategy 2.2 (Regional Collaboration and Supply Chains) provides a clear mechanism to deepen participation in BWA initiatives, including export readiness, workforce development, investment attraction and major infrastructure advocacy.

The Strategy could further strengthen this alignment by articulating Holdfast Bay's role in delivering the Western Adelaide Tourism Alliance TDAP 2025–2029 priorities, particularly in relation to coastal tourism leadership, event leverage, visitor dispersal and night-time economy activation.

Opportunities to strengthen regional impact include:

- Coordinated investment attraction messaging positioning Western Adelaide as an integrated coastal, living, employment, recreational and innovation region.
- Joint advocacy for improved airport, coastal and north–south transport linkages.
- Shared circular economy and green industry initiatives that leverage scale across the four councils.
- Alignment of tourism, events and destination planning to increase visitor dispersal while protecting local amenity.

In addition to coordinated regional messaging, the Strategy could further articulate Holdfast Bay's investment readiness through identification of priority precincts, development-ready sites and clear articulation of Council's investment facilitation processes.

Further clarity around priority growth sectors within the Holdfast Bay economy could be strengthen the Strategy's investment focus. Identification of key sectors such as visitor economy and hospitality, marine and coastal services, health and ageing, creative industries and knowledge-based services would help guide investment attraction, workforce planning and business support initiatives.

Given the projected growth in hospitality, tourism and health-related sectors across Western Adelaide, consideration could be given to strengthening the Strategy's focus on workforce and skills development. This may include partnerships with tertiary and vocational education providers, youth employment pathways and initiatives supporting workforce attraction and retention in key service industries. There is also potential to partner with the Western or Southern regions to support workforce growth through a regional jobs expo and related support programs.

As a coastal municipality, consideration of climate resilience and coastal risk management within the economic framework may further strengthen long-term investor confidence and business continuity planning.

Opportunities may also exist to further articulate First Nations economic participation within the Strategy, particularly in relation to cultural tourism, interpretation and partnership with Kaurna representatives, aligning with state and national visitor economy directions.

	In the actions table, the measures could be further enhanced through quantifiable targets and economic impact indicators to strengthen evaluation and assessing the success of the strategies and objectives. Potential indicators could include: 1. Employment quality indicators (FTE or earnings growth in priority sectors) 2. Gross Regional Product (GRP) per capita growth 3. Business dynamism (net business growth or high-growth firms) 4. Night-time economy expenditure growth 5. Visitor yield growth (spend per visitor) 6. Private sector investment attracted (non-residential Development Application value) Consideration may also be given to monitoring accommodation supply trends and visitor infrastructure capacity to ensure sustainable visitor economy growth. In summary, the City of Holdfast Bay's Draft Economic Development Strategy 2026–29 is a well-structured and contemporary document that demonstrates a clear strategic direction. The Strategy effectively supports the visitor economy, precinct activation and regional collaboration, and provides a strong foundation for sustainable economic growth over the coming four years.
3.	Congratulations on the release of the City of Holdfast Bay Draft Economic Development Strategy (the Strategy) and thank you for the opportunity to provide our views as part of your consultation process. We also appreciate the updates provided by the City of Holdfast Bay representatives at our regular Adelaide Airport Community Consultative Committee meetings and Planning Co-ordination Forums. Adelaide Airport strongly supports several key priorities outlined in the Strategy that directly relate to our precinct. Holdfast Bay plays a significant role in shaping our State's visitor economy and the close proximity to Adelaide Airport enhances this. The focus in the Strategy on strengthening the visitor economy is particularly important. With more than 1.14 million visitors and a visitor economy valued at \$366.4 million in 2024–25, Holdfast Bay is one of Adelaide's most recognised coastal destinations. This supports our shared aim of ensuring travellers have easy access to the experiences that define our region. Additionally, the commitment to improving transport connections between the airport, the city and the coast is important. The proposal to pursue a western Adelaide city–airport–Holdfast Bay transport network will help reduce travel time, improve convenience for visitors, and support local business activity. Adelaide Airport welcomes the opportunity to work with you on this. We also recognise the broader strengths of the Strategy including work on precinct development, business resilience, and the long-term planning underway in Somerton Park. These elements contribute to a strong regional economy and complement our own interest in supporting local industry, innovation and sustainable growth. Thank you for the clarity and ambition of your Strategy. Adelaide Airport looks forward to continuing a close and constructive partnership as we work to support South Australia's visitor economy and strengthen the vital connection between the airport and Adelaide's premier coastal destinations.