



City South Association Inc

Strategic Plan 2025-2026

August 2025

ACKNOWLEDGEMENT OF COUNTRY

City South Association Inc. acknowledges that we are located on the traditional Country of the Kaurna people of the Adelaide Plains, and pays respect to Elders past, present and emerging. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna people living today.

City South Association Inc. also extends that respect to visitors of other Aboriginal Language Groups, and other First Nations.

MESSAGE FROM THE PRESIDENT

I am honoured and delighted to present City South Association's Strategic Plan that will guide our overall undertakings for 2025 – 2026. The past year saw City South take considerable strides in achieving its intended objectives and we are all determined to ensure the next year will be an even greater success.

For the next year, this plan will lay the foundation for City South to work towards defined activities and projects. It will guide us to achieve our objectives and purposes as stated in our constitution.

City South strives to be a 'destination precinct that is open to all', and aims to increase visitation to our area within the City of Adelaide. Additionally, we continue to explore further opportunities to support businesses and residents in our district.

The purpose of this strategic plan is to provide the fundamental framework for delivering City South's objectives and purposes. This plan is underpinned by five key strategic pillars, which are as follows:

1. Business and Main Streets Focus
2. Marketing and Communication
3. Community Engagement
4. Art and Culture
5. Safety and Environmental Sustainability

A number of challenges and hard work lie ahead to successfully achieve the goals associated with our strategic pillars. Nevertheless, I believe they are attainable given the dedication, tenacity and willingness of our members and City South colleagues, which has allowed us to stage many wonderful events and valuable projects in the past. These have defined 'who we are' and 'why we get involved'.

City South is looking forward to the year ahead and believes that we have an important role to play in helping the City of Adelaide create a vibrant world-class city. Thank you to all that are associated with City South for their ongoing contribution and bringing this wonderful area of the city to the minds of residents and visitors when they think of Adelaide.

President
David Bolton.

OUR FUNDAMENTALS

What are we?

An independent not-for-profit organisation, dedicated to representing the interests of businesses, residents, workers, property owners and visitors in our defined precinct within the City of Adelaide boundaries. We strive to have a positive impact on our community through projects, events and advocacy. We are part-funded by the Adelaide Economic Development Agency (AEDA), and source other funding through grants and membership fees.

Who are we?

Passionate and engaged residents, business proprietors and property owners determined to enhance our local community.

Why are we involved?

Because we care and are passionate about the area we have a connection with. We want to see it recognised as a unique and vibrant part of the city.

OUR PURPOSE (as stated in our constitution and on our website)

The principal object and purpose of City South Association is to build a vibrant community within our defined precinct. To achieve this aim, City South's further objects and purposes are to:

- Represent and promote the interests of the businesses, residents & workers of the City South Precinct
- Advocate for improved resources and infrastructure
- Promote local businesses and enhance enterprise
- Promote the arts and community events
- Provide a forum for discussing and resolving local issues
- Promote sustainability and the environment
- Do such other things as may be conducive to fulfilling City South's objects and purpose.

OUR CONTINUED MISSION

'TO BE A DESTINATION PRECINCT THAT'S OPEN TO ALL'

We see ourselves as a precinct open to people of all races and religions, regardless of social status. We want to promote our diversity and enthusiasm to the wider community.

We want to be regarded as a destination for:

- Businesses looking for a base with great benefits
- Residents looking for a great lifestyle
- Workers who enjoy and utilise their city environs
- Visitors looking for vibrancy, uniqueness, something new and interesting.

HOW DO WE ACHIEVE OUR MISSION?

Through our five strategic pillars – each pillar has stated goals and defined strategies to achieve those goals.

City South Association's STRATEGIC PILLARS

1. BUSINESS AND MAINSTREETS FOCUS

GOALS

- 1.1 Increase patronage and turnover of local businesses, as well as overall visitation to the Precinct.
- 1.2 Increase business membership and participation with City South across all business categories.
- 1.3 Focus our events and activities towards our Mainstreets and Business Zones where possible,

STRATEGIES

- 1.4. Produce and promote an Annual Live Music/Cellar Door Event. Engage a number of hospitality venues in the Precinct to participate and promote those venues as part of the Event.
- 1.5 Provide benefit to local Businesses and increase social media engagement through a regular Gift Voucher Giveaway promotion via our Facebook & Instagram Pages.
- 1.6 Continue to promote local businesses via monthly City South Local features in the City South Newsletter, bi-weekly feature posts on Instagram, and regular sharing of posts on Facebook.
- 1.7 Engage businesses in Mainstreets, Business Zones and across the precinct through email, physical mail and face-to-face conversations with proprietors.
- 1.8 Regularly update local Business mailing lists to ensure new arrivals are added and closed businesses are removed. Review at every Committee meeting.
- 1.9 Monitor Mainstreets and Business Zones to recognise trends and identify opportunities to focus our activities

2. MARKETING & COMMUNICATION

GOALS

- 2.1 Increase awareness of City South Businesses within the wider Community
- 2.2 Raise City South's profile to give it brand recognition equal to the East End and West End.
- 2.3 Raise the Association's profile within the Precinct to achieve greater membership and engagement.

STRATEGIES

- 2.4 Ensure projects such as the Live Music Event are maximising the use of City South brand to gain wider exposure in the Community.
- 2.5 Continue to grow City South's Facebook, Instagram and LinkedIn social media pages through activations like the Gift Voucher giveaways and sponsored posts for events, to increase our online presence.
- 2.6 Actively promote participating venues in Festival events such as Fringe, Umbrella, History Month, SALA and Tasting Australia.
- 2.7 Distribute City South & Proud tote bags and stickers as a way of strengthening the City South Brand. Tote Bags can be sold via local traders or used for fundraising by not-for-profits groups.
- 2.8 Physical brochure distribution in July/August to promote the Association and Annual General Meeting to residents and businesses.
- 2.9 Maintain the City South website to highlight the Associations projects and activities.
- 2.10 Continue the City South Monthly Newsletter plus regular website and social media posts – highlighting events, news and developments in our precinct, as well as showcasing member businesses.

3. COMMUNITY ENGAGEMENT

GOALS

- 3.1 Keep residents, workers, property owners and businesses informed of news, developments and issues relating to the Precinct.
- 3.2 Engage with the Community so as to increase City South's profile and expand its membership.

STRATEGIES:

- 3.3 City South Patch Catch Up Meetings – a casual format meeting to allow attendees to network whilst also presenting updates from City South, Council and other local organisations. Book local community leaders and relevant guest speakers to discuss subjects of importance to the City South Precinct.
- 3.4 Install the Festive Lights on Whitmore Square over the Christmas Period to create a focal point in the Square and increase safety to pedestrians at night
- 3.5 Use projects such as the Live Music/Cellar Door Event to increase engagement with the local and wider community.
- 3.6 Promote a Photographic Competition to increase engagement with the local Community and traction on City South social media channels.
- 3.7 Continue City South's monthly newsletter to our email databases as well as regular website and social media posts to highlight events, news and developments in our Precinct.
- 3.8 Continue to promote activities of Minor Works Community Centre and other local community organisations. Continue to network and support them wherever possible.
- 3.8 Distribute a physical City South brochure each year to promote City South, the AGM and current events.

4. ART AND CULTURE

GOALS

- 4.1 Support arts projects and events that engage persons living and working in the Precinct.
- 4.2 Promote new and existing street artworks within the precinct to the wider community
- 4.3 Advocate for the precinct's unique heritage.

STRATEGIES

- 4.4 Promote a Photographic Competition to highlight the Precinct's unique assets, increase engagement with the local Community and traction on City South's social media channels.
- 4.5 Explore producing a downloadable Map of the local Street Art.
- 4.6 Engage with SAPOL to help promote the launch of the SA Police Museum.
- 4.7 Promote venues within the precinct that hold art and culture events and participate in festivals such as The Adelaide Fringe, SALA, Nature Fest and History Festival.
- 4.8 Maintain the Street Art Catalogue on the City South website's Gallery Page.
- 4.9 Display City South's Yarn Bomb Trees at the South West Community Centre during the Christmas Season.

5. SAFETY AND ENVIRONMENTAL SUSTAINABILITY

GOALS

- 5.1 Work towards a safe and practical precinct by identifying hazards and developmental issues.
- 5.2 Support projects that promote cooler climates and greater visual appeal within the Precinct.

STRATEGIES

- 5.3 Identify locations throughout the precinct where greenery can be increased.
- 5.4 Report identified hazards that may impact on safety to the City of Adelaide.
- 5.5 Post updates via our communication channels to show what developments and issues we have identified and are pursuing.

APPENDIX 1–CITY SOUTH MAINSTREETS

MAINSTREETS

City South Association has identified three Mainstreets in our precinct.
The elements that define each as Mainstreet are outlined below:

STURT STREET / HALIFAX ST – THE HEART OF CITY SOUTH PRECINCT

- Halifax Street boasts high-quality, long-running hospitality venues such as The Greek on Halifax, Herringbone, Seoul Sisters and Rob Roy Hotel as well as thriving retail businesses like Bicycle Express, East End Flower Market and Geranium. Stylish office buildings, well-designed residential and excellent street-scaping make this one of the Precinct’s best streets.
- Sturt Street is a wide boulevard and a main East-West thoroughfare through the City for public and private transport. The popular City South tram stop is at the intersection of Sturt and King William Streets.
- Sturt Street features community hubs such as the Minor Works Community Centre, the Sturt Street Community School and the Sturt Street Christian Centre.
- Sturt Street also features a unique mix of businesses including a number of cafes (Café Troppo, Erb’n’Flo Coffee Bar), eateries (Vietnamese Laundry, Nishiki, Donburi House) and Indigenous Art Galleries (Kintolai Gallery and Indigenu Gallery).
- Whitmore Square has long been a focus for City South and community activities (such as the Festive Lights, Arts Fair and Westcare Carols). The Square intersects Sturt Street in the middle and is an important focal point for City South Precinct. Whitmore Square is the only Square within the CBD that is not dissected by a roadway.

PULTENEY STREET

- Pulteney Street is busy thoroughfare into the City that dissects Hurtle Square – a lovely location with numerous residential apartment blocks on its outer.
- Prominent Hotels (The Astor, Coopers Alehouse) anchor this Mainstreet, alongside numerous eateries including Fasta Pasta, Veggo Sizzle, Indian Delights and Hut & Soul.
- Retail and service businesses also feature along this Mainstreet, including Mache Co-Working, One Night Stand and Binti Boutique.
- The Pulteney / Angas Street intersection is always busy with the Calvary Hospital ensuring strong foot traffic to the OTR and Est Ovest Café (Angas St) opposite.

KING WILLIAM STREET

- King William Street is one of the city’s premier boulevards.
- Residential apartments (Vue) and high-rise accommodation (Quest Apartments) feature prominently alongside the large office buildings of Optus and Credit Union SA and numerous small to medium office spaces.
- The Law Courts are a feature at the Northern end, along with the newly established Horse Mounting complex for SAPOL.
- The South Terrace and City South Tram stops are both busy commuter hubs.
- A few retail outlets (Trims, Persian Carpet Gallery and How Sweet It Is) trade alongside the numerous cafes (Funk Coffee, Stax, Café Society) and eateries (La Trattoria, Citi Zen, Miss Malay)
- Only two hotels continue to trade (The Crown and Sceptre & Brecknock Bar) now that the Kings Head is closed for the foreseeable future.

MAINSTREET ANALYSIS (JUNE 2025)

HALIFAX STREET MAINSTREET

Hospitality & Retail Businesses

- Seoul Sisters
- Herringbone Restaurant
- Geranium
- Rob Roy Hotel
- Bicycle Express & Cafe
- Etcher Salon
- Greek On Halifax
- East End Flower Market & Café

Notes

- This area continues to thrive with its mix of quality retail and hospitality.
- The Rob Roy seems to have slipped in its popularity under its new owners.

STURT STREET MAINSTREET (EAST)

Hospitality & Retail Businesses

- Kings Head Hotel (closed)
- RnR Serviced Apartments
- Hockey World
- Congee Story
- Donburi House
- Niku House
- Niishiki Bar
- Indigenu Gallery
- Café Troppo

Other Businesses

- Youth Options

Notes

- The unfinished Mayfield & Kings Head construction sites, boarded-up social housing and large, empty and dated offices buildings bringing down the mood of the street.
- Issues with homeless persons and anti-social behaviour also affecting the area.

STURT STREET MAINSTREET (WEST)

Hospitality & Retail Businesses

- Erb'n'Flo Coffee Bar
- Bento Queen
- Sahara Moroccan Casbah
- Chronicles of Hair
- City Trophies
- Cozinha
- Happy Snack Bar
- Vietnamese Laundry
- Jane Edgerton Trading
- Rexel
- CMI Toyota

Notes

- Issues with homeless persons and anti-social behaviour affecting this area too.
- However, the cafes and eateries along this stretch have all been there for a long time now and continue to trade well despite the challenges.

PULTENEY MAINSTREET SOUTH

Hospitality & Retail Businesses

- Hotel Alba (South Tce)
- Adelaide Pulteney Motel
- Fasta Pasta
- Pokies on Pulteney
- Veggo Sizzle
- Kom Coffee Roasters
- Palm The Wokker
- Bar Peripheral
- Indian Delights
- Lira Pizza & Kebab
- Scootz Café
- Astor Hotel
- Etica Pizza / Allegra Dining Room (Gilles St)
- XPT Fitness
- Pack & Send
- FrancoCrea Furniture
- One Night Stand
- Cloudberry Hair
- Binti Boutique

Other Businesses

- Mache Co Working
- S'Avance Real Estate / Giordiano Real Estate.

Notes

- A thriving cluster of shops, with only a few office vacancies,
- The well-established businesses continue to anchor this Mainstreet.

PULTENEY MAINSTREET NORTH

Hospitality & Retail Businesses

- Original Coopers Alehouse
- Opa Alfa Jores
- Hut and Soul
- Adelaide Computer Superstore
- On The Run
- 24 Hr Gym
- Est Ovest (Angas St)
-

Notes

- Lots of cars, proximity to Calvary Hospital and many apartments keeps this area busy.

KING WILLIAM STREET MAINSTREET

Hospitality & Retail Businesses

- Trims
- Mugen House
- Stax Cafe
- No 12 Café (Halifax St)
- Warung Suka
- La Trattoria Restaurant
- Tom's Court Motel
- All Needs Computers
- Persian Carpet Gallery
- Crown & Sceptre Hotel
- King Pawn
- Miss Malay
- Funk Coffee & Food
- Brecknock Hotel / Citi Zen Restaurant
- JV Garden Vietnamese
- Astonish Asian Café
- How Sweet It Is
- Quest Apartments & Café Society
- Kings Head Hotel (closed)
- Sanshi Patisserie

Other Businesses

- Muirden College
- The Innovation Factory Co-Working

Notes

- Whilst some shop and office vacancies still exist, the Street seems to be doing better.

BUSINESS ZONES

- Defined as a grouping of hospitality and retail businesses within the City South Precinct. They are our 'precincts within the precinct', but don't quite fit under the banner of a Mainstreet.
- The aim of this identification process is to divide City South's hospitality businesses into a number of manageable mini-precincts and tailor support and projects to these zones.
- By identifying where these clusters are, what types of businesses make up each zone and what makes each location unique, we can then formulate strategies to help support these businesses, increase patronage and reduce vacancies.
- We will also identify future zone locations based on new projects being completed.

BUSINESS ZONE ANALYSIS (JUNE 2025)

GILBERT STREET (EAST)

Hospitality & Retail Businesses

- | | |
|---|-------------------------|
| • Brecknock Hotel / Citi Zen Restaurant | • Prohibition Liquor Co |
| • BWS | • Next Door 24 Bar |
| • Market Shed on Holland/ IGA Supermarket | • Gilbert Street Hotel |
| • Hello Stranger | • Bon Vivant Events |
| • Roof Rack City | |
| • Gilbert Social | |
| • Fallen Muse Tattoo Shop | |
| • Movement Halo Wellness | |

Characteristics & Notes

- Still a thriving hub concentrated around IGA Supermarket
- Market Shed on Holland are hosting more markets and events, which is helping local traders
- Bar Riot premises still closed.

CARRINGTON ZONE

Hospitality & Retail Businesses

- | | |
|----------------------------------|----------------------------|
| • Irish Club | • Saracens Head Hotel |
| • Precinct Café | • Spoon & Spice Restaurant |
| • Archie & Co Café / Hair | • Backpackers Inn |
| • Unisex Barbers | |
| • Mikeneko Pet | |
| • Adelaide City South Apartments | |

Notes

- Busy Nova Church has increased foot traffic to area.

WRIGHT STREET EAST

- This area is dominated by Asian-focused businesses and eateries that have expanded out from the Gouger Street hub.
- City South shares its boundary with the Market District along this Street, and as such, it is an area City South doesn't tend to focus its attention on.

APPENDIX 2 – CITY SOUTH ASSOCIATION STAKEHOLDERS LIST

City South Association

- Members & Committee Members
- Local businesses, residents and property owners
- Workers & Visitors

City of Adelaide

- Lord Mayor & Deputy Lord Mayor
- Councillors – South Ward, Central Ward and Area Ward
- Administration (in particular the Place Coordinators)

Members of Parliament

- State Member for the seat of Adelaide
- Federal Member for the seat of Adelaide

Community and Other Groups

- City of Adelaide Precinct Groups
- Neighbourhood Watch Groups within City of Adelaide
- The Rotary Club of Adelaide South – District 9500 South Australia
- Adelaide Park Lands Authority
- West Terrace Cemetery Community Consultative Committee

Schools (alphabetical order)

- Gilles Street Primary School
- Muirden Senior College
- Pulteney Grammar
- Sturt Street Community School

Care Agencies (alphabetical order)

- Anglicare SA – The Magdalene Centre
- The Salvation Army
- St Vincent de Paul Society
- West Care Centre
- Catherine House

Places of Religious Worship (alphabetical order)

- Adelaide Christian Centre
- Adelaide Mosque
- Christadelphian Ecclesias Hall
- Hope Church Adelaide
- St Luke Anglican Church
- St Mary Magdalene's Anglican Church

South Australia Police

- Representatives from Eastern District Policing Team

Businesses in the Area

- | | |
|-----------------------|--------------------|
| • Accommodation | • Hairdressing |
| • Arts | • Health & Fitness |
| • Automotive | • Hotels & Bars |
| • Cafes & Restaurants | • Medical |
| • Child Care | • Real Estate |
| • Design & Print | • Retail |
| • Education | |

For a comprehensive list of Business in our Precinct, visit www.citysouth.org.au/directory

Document Control Page

| Document Title |
|---|
| City South Association Strategic Plan 2024 - 2025 |

| Version | Version Date | Source | Reason(s) for Change |
|---------------------|----------------|--|---|
| 1.0 (initial draft) | May 2020 | CSA Coordinator – Andrew Peters | <ul style="list-style-type: none"> First initial draft – City South Association’s Strategic Plan 2020 - 2021 |
| 1.1 | July 2020 | CSA Coordinator – Andrew Peters and CSA President – David Bolton | <ul style="list-style-type: none"> Review / update strategic pillars Update businesses clusters |
| 1.2 | August 2020 | CSA Committee | <ul style="list-style-type: none"> Update strategic pillars |
| 1.3 | September 2020 | CSA Committee – Andrew Peters | <ul style="list-style-type: none"> Update Gift Voucher Strategy |
| 1.4 | August 2021 | CSA Committee – Andrew Peters | <ul style="list-style-type: none"> Review / update strategic pillars Update businesses zones |
| 1.5 | August 2022 | CSA Committee – Andrew Peters | <ul style="list-style-type: none"> Review / update Pillars, Business Zones, Presidents Message |
| 1.6 | August 2023 | CSA Committee – Andrew Peters | <ul style="list-style-type: none"> Review / update Pillars, Business Zones, Presidents Message |
| 1.7 | June 2024 | CSA Committee – Andrew Peters | <ul style="list-style-type: none"> Review / update Pillars, Business Zones, Presidents Message |
| 1.8 | August 2025 | CSA Committee – Andrew Peters | Review / update Pillars, Business Zones, Presidents Message |

| Proposed Review Date |
|--|
| <ul style="list-style-type: none"> Strategic Plan – May 2026 as required City South Precinct Business Clusters – twice yearly Strategic Pillars – at City South Closed Committee Meetings |

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