

# LISTENING FORUMS 2025 SUMMARY REPORT



### **ACKNOWLEDGEMENT OF COUNTRY**

Ngadlu tampinthi, Kaurna Miyurna yaitya yarta-mathanya Wama Tarntanyaku. Ngadlu tampinthi purkarna pukinangku, yalaka, tarrkarritya.

Parnaku yailtya, parnaku tapapurruna, parnaku yarta ngadlu tampinthi.

Yalaka Kaurna Miyurna parnaku yailtya, tapa purruna, yarta kuma puru martinthi, puru tangka martulayinthi.

The Committee for Adelaide acknowledges that the Kaurna people are the traditional custodians of the Adelaide Plains, and pay respects to Elders past, present and future.

The Committee for Adelaide recognises and respects their cultural heritage, beliefs and relationship with the land and acknowledges that they are of continuing importance to the Kaurna people living today.

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### **EXECUTIVE SUMMARY**

### YOU SPOKE, WE LISTENED!

The Committee for Adelaide invited members to participate in a series of 'Listening Forums' to help shape the future of our city and state.

The forums were an opportunity for members to share their views and own lived experiences on a wide range of topics, from cost-of-living, health and housing to Adelaide's innovation ecosystem and global reputation. We really wanted the forums to be an avenue for members to tell us what was important to them, showcase their expertise and help to prioritise actions - and they did!

We engaged over 250 members and key stakeholder across 11 separate forums and surveys, generating over 300 ideas and suggestions to ensure Adelaide continues to prosper and thrive, now and into the future.



11
listening forums
250+
participants across all forums and surveys
300+
ideas and suggestions to shape the future of Adelaide, SA

### TOGETHER, WE CAN MAKE A DIFFERENCE.

The year ahead presents an ideal opportunity to influence South Australia's future. With the next State Election just over six months away, we have a unique window to advocate for long term policy settings and actions that will accelerate Adelaide's growth trajectory.

The Committee will use the findings from the forums to inform our ongoing advocacy and policy priorities in the lead up to March 2026 and beyond, calling on both government and industry to collaborate and commit to long-term actions that will propel our state forward.

Thank you to everyone who participated and had a say. A special thank you also to Deloitte for generously hosting the forums.

We look forward to continuing the conversation and working with you all to shape the future of Adelaide, South Australia.



### **VISION**

For Adelaide and South Australia to be the most extraordinary, big thinking, welcoming and vibrant global city, with a growing economy and population.

### **MISSION**

To provide independent thought leadership, advocate for collective action and influence policy for the benefit of our state, both now and into the future.

### **MEMBERS**

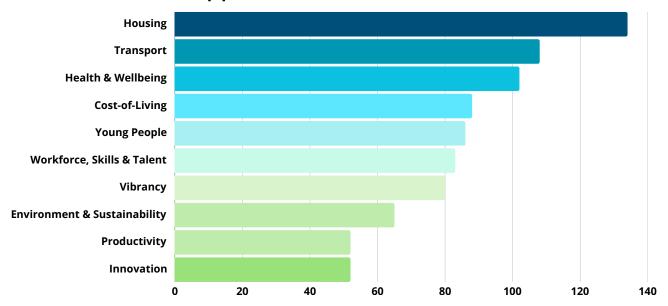
Our membership is diverse and influential, making a significant contribution to South Australia's economy and society.

### **FORUM FEEDBACK:**

### **TOP PRIORITIES**

We asked all 250+ participants to rate their Top 5 priorities for the future of Adelaide, SA:

### Top priorities for the future of Adelaide, South Australia



It's clear that housing, transport, health and wellbeing, cost-of-living and young people are the top priorities for Adelaideans when thinking about the future. Workforce, skills and talent, vibrancy, environment and sustainability, productivity and innovation were also rated highly, rounding out the Top 10 most pressing issues.











### HOUSING:

Improve access, diversity, density and affordability of housing to sustain current and future population growth and demographics.

### Z. TRANSPORT:

Deliver an improved, efficient, innovative and sustainable public transport network, with long-term funding beyond election cycles to ensure infrastructure keeps up with demand and supports greater connectivity.

### HEALTH & WELLBEING:

Continue to address the growing demand for public health services and increase the capacity and effectiveness of the public health system, including mental health, allied healthcare and preventative health support and services.

### 4. COST OF LIVING:

Continue to provide cost of living relief for those who need it most, including concession payments, school vouchers and subsidies, and explore the introduction of a low-cost 'Buy SA' food and produce program.

### YOUNG PEOPLE:

Nurture the next generation including ensure young people's views are heard and considered in decision-making, ensure young people are aware of and supported to access local job opportunities and start-up

### FORUM FEEDBACK:

### **IDEA THEMES**

We asked all 250+ participants for their ideas to address Adelaide's opportunities and challenges:

### **Summary of ideas:**



Participants offered detailed suggestions across multiple interconnected areas, reflecting the complex relationships between housing, transport, environment and economic development, with many calling for integrated and long-term solutions rather than siloed, quick-fix approaches.

Across multiple themes, the following appeared most frequently:

- Affordable and diverse housing mentioned with different policy ideas including incentives, density, inner suburb focus, downsizing, aged care housing and rental reform.
- Cost of living specifically called out alongside housing, energy efficiency, and transport.

  Public transport and connectivity need for greater integration including electrification, safety, improved metro-regional links, universal design and long-term infrastructure funding.
- **Youth engagement and retention** mentorship, start-ups, pathways to jobs, lifestyle.
- **Entrepreneurship and start-ups** leveraging Renew Adelaide, existing innovation precincts and start-up hubs, training in schools and pathways beyond university.
- **Environment and sustainability integration** biodiversity, green space, urban sustainability,
- circular economy.

  Stronger state identity and storytelling need for a clear and inclusive brand that locals can confidently advocate and champion.
- Innovation and R&D government-led innovation, support for business, policy frameworks.
- **Cultural sector support** not just during festivals but year-round, with more diverse spaces and funding.
- Community-led and inclusive design co-design, universal access, intergenerational housing, third spaces.

### **LISTENING FORUM 1:**

# PRODUCTIVITY, INNOVATION & ECONOMY

### **\*** IMPACTING FACTORS

Slow decision making, visibility on the global stage and competition for talent were the most common factors raised. Other factors impacting Adelaide's productivity, innovation ecosystem and economy included support for SMEs, housing constraints, research translation and infrastructure.

**\*** IDEAS TO IMPROVE

Improved education and skills pathways, greater government leadership and investment in R&D and fostering a culture of entrepreneurship were all put forward as ways to boost productivity and strengthen Adelaide's innovation ecosystem. There's a strong push for retaining and attracting talent including leveraging the National Innovation Visa, supporting scaleups and repositioning Adelaide as a credible hub for innovation and commercialisation.

"Implement SBIR and STTR programs and commit to spending at least OECD average on GovERD." "Create a burning platform, a reason for people to innovate, a need to invest in R&D. A rallying cry.

We are too comfortable."

### **TOP ACTIONS**



Retain knowledge / people that come to study in Adelaide



Better industry and academia collaboration supported by government incentives



Promote Adelaide businesses and success stories globally



Invest in research and development (R&D)



Greater investment and utilisation of technology across private and public sectors



### **LISTENING FORUM 2:**

# **EQUITY & INCLUSION**

### **TOP ACTIONS**



Provide training in schools and workplaces to help mitigate unconscious bias



Prioritise a more accessible, integrated and efficient public and active transport system across Greater Adelaide, with funding beyond election cycles



Address the "class system" that exists in ADL

"Enhance inclusive education with cultural safety and anti-bias training from early years onward."



### **\*** IMPACTING FACTORS

Key factors impacting equity and inclusion in Adelaide include the rising cost of living, housing affordability, limited access to public transport and services and barriers faced by vulnerable groups, such as people with disability, migrants, women and First Nations communities. Reoccurring themes include unconscious bias, lack of diverse leadership, inclusive education and employment constraints and the need for culturally responsive, accessible urban and service design. There's also a call for stronger diversity, equity, and inclusion leadership, particularly in government and workplaces.

### **\*** IDEAS TO IMPROVE

Ideas raised include inclusive education, universal design in housing and transport, addressing cost of living and access to essential services, mental health investment, and diverse, community-led leadership. There's a strong call for systemic reform that embeds cultural safety, anti-bias training, accessibility standards and lived experience into all aspects of policy, infrastructure, and public life.

"Promote resources that encourage access for people of all abilities including: - communication access - community quiet rooms / break spaces - "Changing Places" bathrooms - Charging stands where people with disability can charge equipment (AAC devices, mobility equipment)."

### **LISTENING FORUM 3:**

# WORKFORCE, SKILLS & TALENT

### **\*** IMPACTING FACTORS

There are widespread concerns around skills shortages, underutilisation of migrant talent and a disconnect between education and employment pathways, which are limiting South Australia's ability to meet workforce demands. Key issues include housing affordability and availability, negative perceptions of Adelaide, low remuneration compared to other states and a lack of career progression and head office presence, especially for young professionals. These factors, combined with an ageing population, conservative hiring practices and competition from other states, are contributing to talent attraction and retention challenges.

### **\*** IDEAS TO IMPROVE

Ideas to support Adelaide's workforce and skill needs include attracting and retaining talent and luring more larger companies and head offices to Adelaide to help improve liveability, career opportunities and economic identity. There is also a need for better branding of Adelaide, better recognition of qualifications, support for entrepreneurs and creatives, and stronger migration and relocation incentives. There was also an emphasis on modernising education, expanding non-university pathways, and creating and supporting meaningful community connections that make Adelaide a desirable place to live and work long-term.

"We need to be less caught up on understanding exactly what, when, where and how the demand occurs, and focus in a no-regrets way on supply. We have the lowest qualification level of mainland states and territories, and the oldest population. Let's stop worrying about the exact precise demands for qualifications and just focus on raising the baseline."

### **TOP ACTIONS**

Industry attraction of large companies / more head offices to Adelaide and more listed companies

Better recognition of qualifications

Retain the talent we have, including ways to keep people here versus going elsewhere for opportunities

Make education more affordable

Provide clear growth pathways, on-the-job training and transition opportunities to upskill and retain staff



### **LISTENING FORUM 4:**

### YOUTH & YOUNG PEOPLE



### **\*** IMPACTING FACTORS

There is widespread concern among young people about cost of living pressures, housing affordability and mental health, which are seen as interconnected and increasingly urgent. Other factors raised include loneliness and social isolation, lack of meaningful job and career opportunities, and inadequate access to education, mental health care, and support services, especially for marginalised groups. There's also strong concern about climate change, discrimination and the impact of Al and social media on connection, identity, and future prospects, with a shared sense of disempowerment, exclusion and uncertainty about the future.

"Build it and they will come' if we invest in a vibrant, innovative state
that people want to visit and live in,
then better, higher paying jobs that
young people want to work in will
ensue, with more state funds available
for the things we need into the future housing, health, transport."

### **TOP ACTIONS**



Involve young people in decision making



Improve education to employment pathways including through improved career education and pathways support



Provide more wrap-around services in schools including health and wellbeing support



Provide safe, welcoming and inclusive spaces at schools, workplaces and public areas



Address youth disengagement

### **\*** IDEAS TO IMPROVE

There is broad and deep support to make South Australia more inclusive, connected and future-ready for young people. Key themes for improvement include housing affordability and public transport access, youth empowerment and representation in decision-making, career pathways and support for creative and start-up industries, and a strong emphasis on social inclusion, mental health, and culturally safe services. There's also a push for innovation, sustainability and walkable, vibrant urban environments, with welcoming 'third-spaces' for young people to access, alongside recognition of the need for long-term investment in education, early childhood, and community-driven initiatives that strengthen identity, belonging and opportunity across the state.

"No decisions for us, without us."

"Every decision, no matter who/what it impacts, has to have a process of safeguarding the future."

"Adelaide is in a unique position among Australian and even global cities. Many have had to rapidly expand due to population booms and Adelaide is just on the cusp of that. We need expansion, but we need it done in a meticulous way that prioritises the environment, cost of living and the citizens who live here."

"Young people have always had voices - decision makers just need bigger ears."

"Implement a permanent youth voice to parliament."

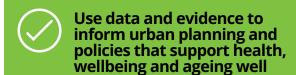
"Innovation and start-ups encouraged from secondary school.
Tertiary study might not be a fit for someone, or right away, but with accessibility to so much learning online, young people could so easily be set up with entrepreneurial skills and mentorship early."



### **LISTENING FORUM 5:**

# HEALTH, WELLBEING & AGEING

### **TOP ACTIONS**



Protect green space, support capacity building and provide free and affordable community facilities and programs that promote health, wellbeing and social connection for people of all ages and abilities

Improve provision of and access to mental health and wellbeing services, including actively recruiting more mental health professionals to better support the health system and reduce waitlists

Prioritise preventative care and early intervention, including screenings, vaccinations, exercise programs and education in schools to help reduce the risk of chronic diseases, improve overall health and set young people up for healthy lives

Support community-based services like home care and social support programs to enable older adults to age in place with dignity and independence

### **\*** IMPACTING FACTORS

Rising costs of living, housing stress, isolation and transport barriers are making it harder for people, especially older South Australians, regional communities and vulnerable groups, to access timely and preventative healthcare. There is growing pressure on the public health system due to the rising cost of private healthcare, inefficiencies in specialist access and inadequate infrastructure for preventative and afterhours services. Health system complexity, especially for older people and those with chronic conditions, combined with social isolation, workforce shortages, system inefficiencies and cost of accessing primary and tertiary healthcare are also key factors raised.

### **X** IDEAS TO IMPROVE

There's a strong call for inclusive, multidisciplinary and community-led approaches to health, wellbeing and social equity, with a focus on prevention, early intervention and support across all life stages. There is an emphasis on community connection and inclusion, through diverse, intergenerational and well-supported local networks, third spaces and accessible services. Additionally, environmental sustainability and infrastructure, such as green spaces, improved transport and digital access, are seen as vital to supporting thriving, healthy communities, alongside stronger support for families, schools and nongovernment services.

"Third places and unstructured flexible community spaces which encourage connection and active face-to-face interaction as another way of battling loneliness and isolation."

### **LISTENING FORUM 6:**

### **HOUSING**

### **\*** IMPACTING FACTORS

Adelaide's housing system is under significant pressure due to limited supply, rising costs and inadequate infrastructure. Core issues raised include affordability challenges, stagnant wages, rising construction and materials costs, ageing workforce and skill shortages, increasing demand for social housing and investor-focused tax settings. Supply is further constrained by regulatory delays, outdated housing preferences including a desire for large blocks, lack of diversity and innovation in housing types and resistance to infill and density. Broader systemic barriers such as poor coordination between planning, infrastructure and service delivery and community resistance to change are compounding these pressures.

### **\*** IDEAS TO IMPROVE

There is an ongoing need for a diverse, sustainable and inclusive housing system that supports a range of living arrangements, such as build-to-rent, coliving, intergenerational and retirement housing, within mixed developments. Ideas centred around addressing housing affordability and supply, climate resilience and sustainability and the importance of policy reform in areas like taxation, planning and infrastructure to encourage innovation and design quality. There's a strong emphasis on integrating density with public realm investment and improved transport, fostering community cohesion and enabling faster, climatesmart construction methods, including modular and prefabricated, to provide faster and more productive building solutions. There's also a strong sentiment for density over urban sprawl and that we should not be building in areas that will be more susceptible to climate changes and changing weather patterns.

### **TOP ACTIONS**



More social and affordable housing, including 'rent to buy' options to ensure everyone, regardless of circumstance, has access to a home



Greater investment and provision of essential infrastructure including safe and well-maintained roads, public transport, active transport network and utilities, especially in greenfield areas to support new housing



Examine the mix of housing options within new builds so there are some rental, some rent to buy, some home purchase and some social housing all within one complex



Prioritise a more accessible, integrated and efficient public and active transport system across Greater Adelaide, with funding beyond election cycles



Invest in and support innovative construction methods including modular and prefabricated construction to offer faster and more costeffective building solutions





**LISTENING FORUM 7:** 

# COST OF LIVING & HOMELESSNESS

### **\*** IMPACTING FACTORS

The rising cost of basic essentials such as food and utilities, a shortage of affordable housing, tight rental market, stagnant wages and barriers to accessing secure accommodation were all raised as key factors. Many feel that government responses and support systems could be improved, calling for stronger regulation and better access to prevention and support services.

### **\*** IDEAS TO IMPROVE

Ideas raised focussed on the need for reform in welfare and housing systems, particularly around Centrelink income thresholds and the unaffordability and insecurity of rental housing. Increased investment in public services, including homelessness support, social housing, healthcare and utilities were all raised, along with the importance of prevention and early intervention. Improving youth education in financial literacy and trade pathways are also seen as essential for long-term stability and economic resilience.

### **TOP ACTIONS**

More social and affordable housing, including 'rent to buy' options to ensure everyone, regardless of circumstance, has access to a home

Invest in early intervention programs to prevent homelessness and provide support to individuals at risk

Expand the availability of affordable rental properties, particularly in areas with high demand and implement measures to regulate rent increases and provide greater security for renters

Provide tailored support for young people experiencing homelessness, including access to housing, education, and employment opportunities

Increase funding for programs and support services for women and children fleeing family violence, including access to safe and secure housing

#### **LISTENING FORUM 8:**

### VIBRANCY, CONNECTIVITY & LIVEABILITY

### **TOP ACTIONS**



Provide a safe, welcoming and high-quality public realm



Prioritise a more accessible, integrated and efficient public and active transport system across Greater Adelaide, with funding beyond election cycles



Grow Adelaide's evening and night-time economy including increasing residential growth in the CBD



Address the housing crisis, including increasing supply and affordability of housing and rental accommodation.



Sensitively increase housing density in the CBD and metropolitan Adelaide.

### **\*** IMPACTING FACTORS

Key factors include Adelaide's high office vacancy rates, disengaged property owners and lack of activation in city spaces, particularly at night. Rising living and housing costs, poor transport connectivity and a lack of inclusive public spaces further hinder the city's vibrancy and accessibility. There is a call for stronger cultural identity, better infrastructure and greater inclusion of young people and community voices in shaping a more connected, liveable and dynamic Adelaide.



### **\*** IDEAS TO IMPROVE

There is a clear desire to prioritise community-led urban development that values inclusive public spaces, cultural vibrancy, and stronger social connections, especially for young people and diverse communities. People want better support for the arts, more accessible transport and planning reform to activate vacant spaces and diversify local precincts. Addressing housing affordability and improving the quality of both residential and public realms are seen as central to creating a more liveable and connected Adelaide.

"Incentivise property owners to activate commercial vacancies with culturally significant activations."

"Music, music, music!"

"Design for children and you get designs for their adults."

"Tram links right around the city rim to enable better access to and around CBD."

#### **LISTENING FORUM 9:**

### ENVIRONMENT, SUSTAINABILITY & BIODIVERSITY

### **\*** IMPACTING FACTORS

There is deep concern over climate change, biodiversity loss, the current algae bloom and environmental degradation driven by unsustainable development, lack of long-term planning, inadequate regulation and a throwaway consumer culture. There is a strong call for better urban design, improved infrastructure, integrated sustainability in housing and a cultural shift toward valuing nature, resilience and the wellbeing of future generations.

### **\*** IDEAS TO IMPROVE

A more cohesive and accountable environmental governance structure, integrating sustainability into all aspects of planning, policy and development. There's strong support for bold action on energy, transport and housing efficiency, alongside investment in renewables, biodiversity protection and circular economy models. To succeed, these shifts must be accompanied by inclusive engagement, clear communication and practical support that addresses both environmental and cost pressures.

"Provide circular economy structures that rapidly increase the use of borrowing, second hand and hire systems."



### **TOP ACTIONS**



Raise public awareness about the impact and importance of climate change and sustainability, and engage community in the planning and decisionmaking



Increase canopy cover, plant trees and boost natural vegetation, invest in green walls and other green infrastructure elements and expand green spaces to enhance biodiversity, provide heat relief, improve air quality and provide habitat for wildlife



Prioritise a more accessible, integrated and efficient public and active transport system across Greater Adelaide, with funding beyond election cycles



Ensure all new buildings are built to the highest green star rating, using environmentally sustainable building practices & energyefficient designs, materials, and technologies



Accelerate and promote the adoption of circular economy principles and waste reduction, reuse, and recycling initiatives to minimise landfill waste and conserve resources

#### **LISTENING FORUM 10:**

### BRAND & REPUTATION

### **TOP ACTIONS**



Engage the local community as well as interstate and international audiences on perceptions, potential and the validation of Adelaide's brand, visibility and brand management approach



Cultivate a stronger sense of identity. Be confident that what we have is different and desirable



Be clear on our offering and provide the messaging so that locals can confidently describe and promote Adelaide to the world



Promote Adelaide's offering and success stories to the world, including sharing business, academic and innovation successes more broadly



Address vacancy and vibrancy issues to ensure a good first and lasting impressions on visitors

### **\*** IMPACTING FACTORS

Adelaide is viewed as a highly liveable city with cultural vibrancy, sustainability leadership and natural beauty but it struggles with a conservative image, social exclusivity and limited global visibility. Challenges such as an ageing population, brain drain, weak transport infrastructure and rising living costs are impacting the city's appeal to younger generations and professionals. While Adelaide has emerging strengths in innovation, defence, and lifestyle, it lacks a cohesive, confident brand narrative that resonates nationally and internationally.

### **\*** IDEAS TO IMPROVE

There's a strong desire to build a cohesive, confident state brand that reflects
Adelaide's unique identity, welcoming culture, and strengths in arts, innovation, and liveability. Engaging young people, migrants, and communities is seen as essential to shaping this story, while showcasing local success and activating vibrant city precincts will help shift perception. By aligning branding efforts and giving locals a clear "why," Adelaide can better position itself nationally and globally.

"Identify a picture that can be a brand recall for Adelaide. It helps heaps when marketing to national and international audiences." "Highlight success stories from Adelaide's start-up ecosystem, research institutions, and creative industries."

### TOP ACTIONS COMBINED

### Summary of the top actions raised across all forums:

Housing & Homelessness	<ul> <li>More social and affordable housing, including rent-to-buy and diverse housing models (Forums 6, 7, 8).</li> <li>Expand affordable rental supply and regulate rent increases (Forum 7).</li> <li>Support innovative and faster construction methods. (Forum 6).</li> <li>Tailored support for youth and women escaping domestic violence (Forum 7).</li> </ul>
Transport & Infrastructure	<ul> <li>Prioritise a more accessible, integrated and efficient public and active transport system across Greater Adelaide, with funding beyond election cycles (Forums 2, 6, 8, 9).</li> <li>Greater investment in essential infrastructure – roads, utilities, active transport – particularly in new housing areas (Forum 6).</li> </ul>
Education, Skills & Workforce	<ul> <li>Improve education-to-employment pathways, career education and wraparound services in schools (Forum 4).</li> <li>More affordable education, better recognition of qualifications, and strong onthe-job training/upskilling (Forum 3).</li> <li>Retain international students and local talent, ensuring pathways to stay in Adelaide (Forums 1, 3, 4).</li> </ul>
Health & Wellbeing	<ul> <li>Improve access to mental health services, reduce waitlists and recruit more professionals (Forum 5).</li> <li>Prioritise preventative care and early intervention (screenings, vaccinations, exercise, school health programs) (Forum 5).</li> <li>Provide safe, welcoming and inclusive spaces at schools, workplaces and public areas (Forum 4).</li> <li>Expand community-based and ageing support services (Forum 5).</li> </ul>
Economic Growth & Identity	<ul> <li>Attract major industry, more head offices, and promote Adelaide's business and research success globally (Forums 1, 3, 10).</li> <li>Invest in R&amp;D, technology adoption, and stronger government-industry-university collaboration (Forum 1).</li> <li>Strengthen Adelaide's identity and brand as a great place to live, work, and invest; tackle vibrancy and vacancy issues (Forum 10).</li> </ul>

### **Supporting Priorities:**

- Youth Engagement: Involve young people in decision-making, address disengagement, provide tailored support (Forum 4, 7).
- Equity & Inclusion: Training to mitigate unconscious bias, addressing class divides, ensuring inclusive spaces Forum 2, 4).
- Climate & Sustainability: Increase tree canopy, expand green spaces, adopt green building standards, accelerate circular economy practices (Forum 9).
- Community & Liveability: Protect green spaces, promote wellbeing through affordable facilities, and grow the night-time-economy (Forums 5, 8, 9).

# WHERE TO FROM HERE?

### NEXT STEPS AND ONGOING ADVOACY

The Committee for Adelaide will use the feedback collected through the listening forums and surveys to inform its ongoing advocacy priorities and policy positions, including our 2026 State Election Priorities.

We will share the feedback we have collected with members, key stakeholders, government leaders, politicians and decision makers so that we can collectively ensure the decisions that are made now, across the private, public and not-for-profit sectors, are informed by local evidence and ideas.

Together with our members, we will use the feedback to advocate for genuine collaboration, long-term decision making and effective action to propel our state forward, now and into the future.





