

COMPLEX SOCIAL ISSUES IN THE WEST END

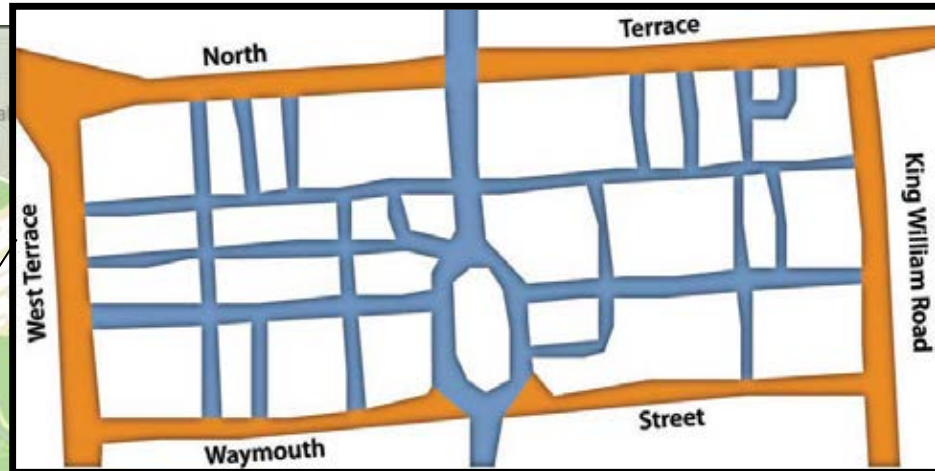
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The 'West End'



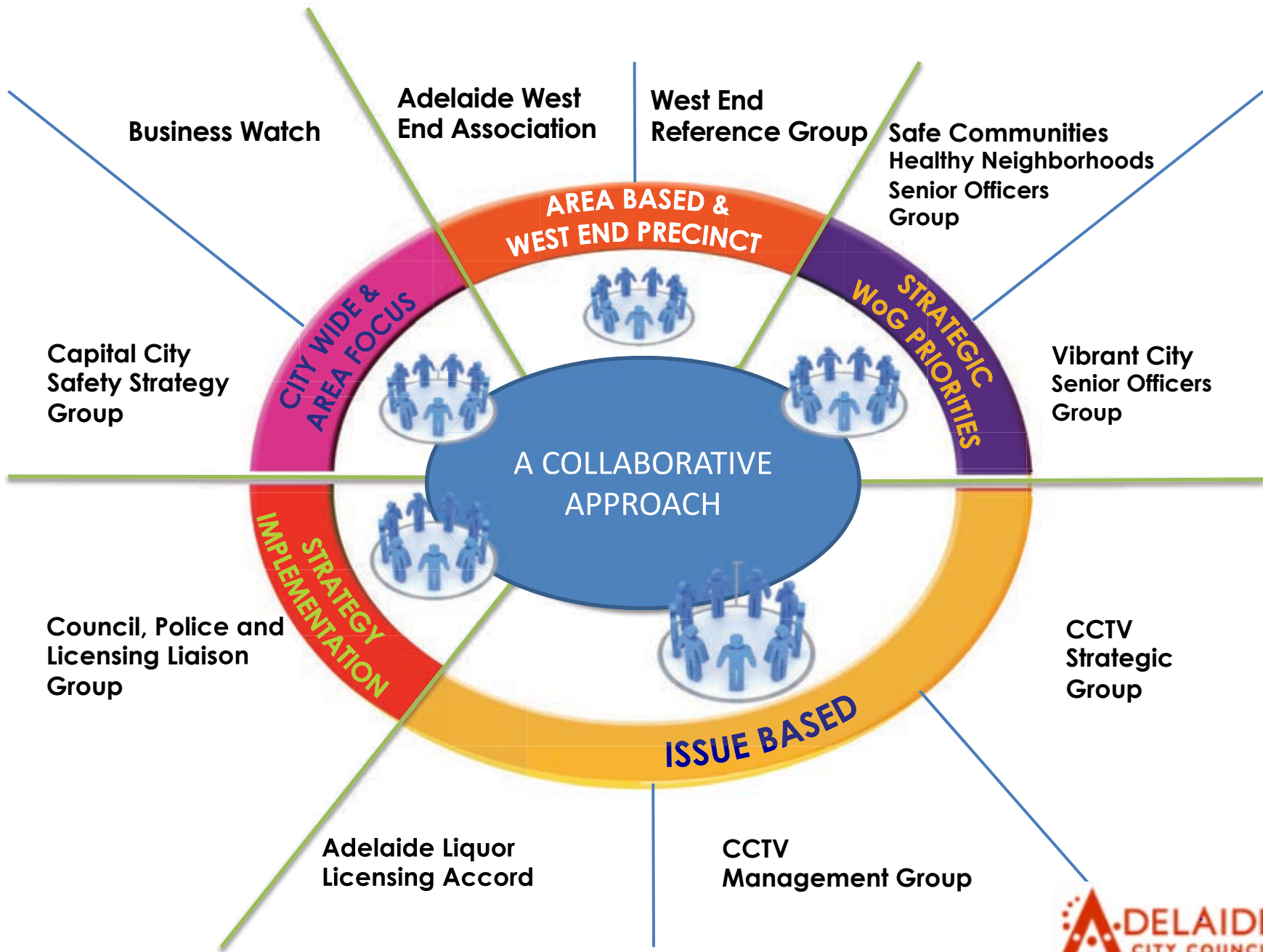
Hindley Street Precinct has

A total venue capacity of 50,000

An area of 327,800 square metres

Total distance around the precinct is 2.8km





Complex Issue - Vibrancy versus Safety

Council's strategic goals work to balance multiple outcomes

- City Vibrancy
- Business & residential growth
- Amenity
- Safety



Key Questions:

1. Does an increase in vibrancy and activity automatically translate to an increase in safety?
2. Will Liquor Licensing Reforms improve safety in the West End?



Does Vibrancy automatically mean increased Safety?

Arguments **Against** Vibrancy

- **Venues not equipped** to deal with issues that accompany increased patronage. (eg violence)
- **Sheer numbers** of people create un-managable spaces



Arguments **For** Vibrancy

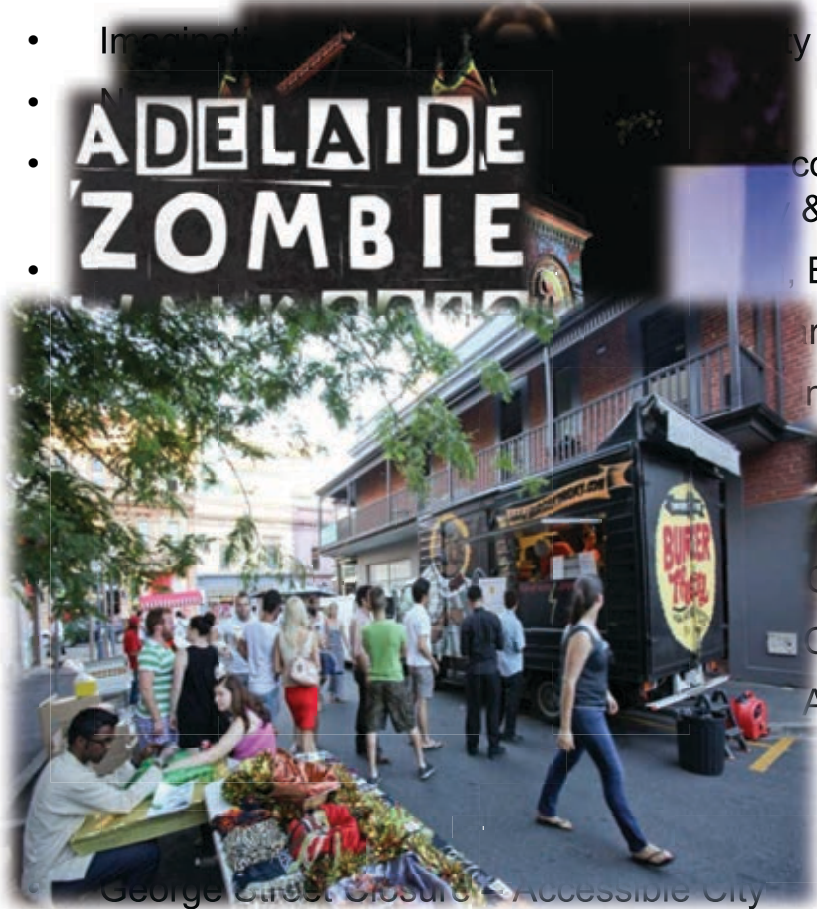
- **Foster creativity** and ensure an **exciting** and broader range of events and activities in a variety of venues
- **Activate** under utilised city streets and public spaces
- **Facilitate growth** in creative business and industries
- **The Splash Program** aims to do all this and **attract visitors**.





Splash Activities 2012/13 include:

- Fashion Ave – Accessible City, Economic Development
- Imaginative Adelaide – City Community, Public Realm
- Adelaide Zombie – Economic Development, Events & Customer Service
- Adelaide Markets – Economic Development
- Adelaide Markets – Markets, Public Realm, City Community
- Adelaide Markets – Sustainable City, Public Realm
- Adelaide Markets – Management
- Adelaide Markets – Capital Works & Infrastructure
- Adelaide Markets – Community
- Adelaide Markets – Accessible City
- George Street Closure – Accessible City
- Outdoor Dining - City Safety



Impact of Liquor Licensing Reform

Potentially conflicting aims

- The freeing up of regulations on small venues
- The advent of greater regulation after midnight



Issues for Council

- Public realm management
- Potential **amenity conflict** between residential and other land uses
- Ask **licensees to take more responsibility** for their patrons?
- Patrons of licensed venues have significant impacts on the public realm while licensees reap the economic benefits
- Are **queues and outdoor dining** mutually exclusive?



Complex issues require multi-faceted solutions

WEST:-West End Safety Trial

A multi-agency collaborative project involving State Government, Council and non Government Agencies

13 initiatives each with a lead agency:



Some issues WEST attempted to address:

- Lack of public transport use and knowledge
- Dispersal from the city
- Vulnerable Users of the area 18-24 age group
- Highly vulnerable under-age young people
- Binge drinking culture – community and traders



Council specific WEST initiatives



- Signs
- Cleaning
- Activating
- Late-Night Safety Audits
- Informing and involving the community
- The GREEN TEAM Australian Government Binge Drinking Strategy Funded Project

Lessons learned

Build **ongoing partnerships** between agencies and community

WEST as a whole has highlighted the benefits of a **coordinated, holistic approach** across State Government agencies and Adelaide City Council in conjunction with key stakeholders in the West End

Continue to **lobby for liquor licensing reform** and partner with activation projects – monitor and evaluate the increase or decrease of actual and perceptions of safety

Ensure that **the Vibrancy Agenda considers Safety**

