



COUNCIL POLICY

COMMUNITY SERVICES POLICY

Approved By: *City and Community Services Committee on 23 July 2007*

Next Review Date: July 2010

Date, authorisation and reference to aspects amended

Document Owner

Position: *Manager, Library & Community Services (Megan Berghuis)*

Phone: *8203 7771*

ACC2007/60588

TABLE OF CONTENTS

Page

1.	Introduction	3
2.	Policy Objectives	3
3.	Community Services Definition	3
4.	Scope	3
5.	Role & Policy Statements	4
5.1	Library Services	
5.2	Community Centres	
5.3	City Classroom	
5.4	Visitor Information Services	
5.5	Home & Community Care	
5.6	Adelaide Connector Bus	
6.	Legislative Requirements	6
7.	Corporate Policy Context	7
8.	Key Performance Indicators, Monitoring and Review	10

Appendices

Appendix 1	Current Services – Roles & Policy Statements	11
1.	Library Services	
2.	Community Centres	
3.	City Classroom	
4.	Visitor Information Services	
5.	Home and Community Care Program	
6.	Adelaide Connector Bus	
Appendix 2	Community Services Policy Diagram	23
Appendix 3	Community Services Decision Making Tree	24

1. INTRODUCTION

Adelaide City Council (“ACC” or the “Council”) is committed to creating a City that is a vibrant, safe and accessible place for people to live, work, study and visit. In its provision of community services, Council is committed to improving and enhancing individual’s and the community’s quality of life.

To ensure this, Council delivers a range of services to ensure the needs of the community are met and these services are delivered efficiently and effectively and in line with legislation, policy, regulations, contractual obligations and the Corporate budget.

2. POLICY OBJECTIVES

The Community Services Policy provides a strategic framework and direction for Council’s current and future community service provision.

The goal of this Policy is to guide Council’s decisions on delivering Community Services that will improve and enhance individuals’ and the community’s quality of life.

3. COMMUNITY SERVICES DEFINITION

For the purpose of this document, community services are defined as ongoing social services that are provided directly to people and support local community need beyond a regulatory or infrastructure management function.

4. SCOPE

The Community Services Policy is to be read in the context of Council’s commitment to the service outcome, rather than method of delivery. As such, service outcomes will be continually measured and the methods of delivery assessed to ensure maximum effectiveness, efficiency and best value to Council and the community.

Furthermore, Council sets service levels and priorities via the annual business plan and budget process and the Community Services Policy does not override Council’s discretion in this regard, nor does it indicate any guarantees of future funding or provision of service.

Also, all service deliverables align to Council’s Strategic Management Plan and, where a new plan is implemented, this policy will be reviewed and aligned where required to ensure service delivery is consistent with Council’s vision and objectives.

The Community Services Policy applies to existing services as well as providing direction for consideration of future changes to community services, eg changes to service levels, additional services or cessation of services. The Policy Statements that appear in section 5 describe the role and commitment of Council in the delivery of the following services that Council currently provides:

- Library Services
- Community Centres
- City Classroom
- Visitor Information Services

- Home and Community Care
- Adelaide Connector Bus

It is the intention of this Policy is that, where programs and services share similar outcomes or cater to similar audiences, opportunities for collaboration are provided and met as appropriate.

This policy will be amended as necessary by the addition of future policy statements for other community services, or the deletion of policy statements for ceased services.

It is not intended to repeat the scope of any other policy, strategy or operating guideline and reference will be made to any relevant document accordingly. Similarly, volunteerism has not been outlined in this policy as it seems as a “means” not an “end” to service delivery.

5. ROLE & POLICY STATEMENTS

Council’s delivery of community services are currently achieved through six key service areas: *Library Services, Community Centres, the City Classroom, Visitor Information Services, Home and Community Care Program* and the *Adelaide Connector Bus*.

Outlined below are the Roles and a list of Policy Statements pertaining to each current service deliverable. Further detail for each service is provided in Appendix 1.

5.1 Library Services

Adelaide City Council Library Centres are welcoming community hubs that support lifelong learning and cater for the information, leisure and entertainment needs of the City’s diverse communities.

- The Library Centres will be attractive and welcoming places that are accessible and user friendly.
- Library Services will provide everyone with free access to information via accessible technology and a responsive collection.
- Library Services will support and facilitate life-long learning.
- Library Services will meet the diverse needs and interests of City users, with an emphasis on providing services that target community groups with specific needs.

5.2 Community Centres

The Community Centres are situated in residential areas and are friendly, accessible places that foster relationships between people and contribute to community well-being. They operate utilising community development principles and enable a range of programs and activities, driven by the needs and interests of City residents, visitors, workers and students.

- The Community Centres will reflect the community's identity and will be welcoming, friendly, attractive and accessible spaces that are clean and functional.
- The Community Centres will each facilitate a range of programs and activities that reflect the City's diverse communities and encourage cultural, social, recreational and educational interests.
- The Community Centres will be efficiently and effectively managed in ways that empower individuals and groups within the local community.

5.3 City Classroom

The City Classroom will attract student visitation to the City by providing an accessible and appropriate venue and resources for use during school excursions and field trips.

- The City Classroom will provide student and school groups with a free, well equipped, secure and centrally located venue to use as a base during City excursions and field trips.
- School groups will be given priority booking of the City Classroom.
- Schools will be provided with relevant and up-to-date information relating to key City attractions for teachers to use as a guide for planning school visits to the City.

5.4 Visitor Information Services

Visitor Information Services provide friendly and welcoming services and up to date relevant information to assist City visitors to discover and enjoy Adelaide.

- Visitor Information Services will provide high quality services and programs using the best available resources.
- Infrastructure and technology available for Visitor Information Services will be accessible and user friendly for volunteers and visitors.
- The Visitor Information Services program will work with the State Government to support economic activity through tourism and population growth in the City.

5.5 Home and Community Care (HACC)

The Home & Community Care (HACC) program provides high quality home support and related services to assist eligible City residents to live safely and independently in their homes and maintain connections with their community.

- The Home and Community Care program will provide a high quality service that is in line with the needs of eligible City residents.

- The Home and Community Care team will work in partnership with funding bodies and other services and continue to seek opportunities to collaborate in the delivery of the HACC Program.
- The Home and Community Care program will be regularly reviewed to ensure it meets the HACC grant guidelines, Council requirements and objectives and reflects changing community needs.

5.6 Adelaide Connector Bus

The Adelaide Connector Bus provides a free, reliable and regular community transport service to improve access for residents, students, visitors and workers to key destinations in the City.

- The Adelaide Connector Bus service will provide regular and free transport for all City Users and connect them with the North, South and City centre precincts.
- The Adelaide Connector Bus will be accessible for all, including those with a disability and other disadvantaged groups.
- The Adelaide Connector Bus will embrace sound environmental practices.
- The Adelaide Connector Bus will be utilised to promote the City as a vital and active destination.
- The Adelaide Connector Bus will complement, but not duplicate, the State Government's public transport network in the City.

6. LEGISLATIVE REQUIREMENTS

In adopting this policy it is recognised that there are specific legislative requirements to be met as well as other Corporate goals.

Relevant major legislative references are the:

- Local Government Act 1999
- Libraries Act 1982
- Libraries Memorandum of Agreement between State Government and Local Government (2006)
- Aged Care Act 1997
- Home and Community Services Complaints Act 2004
- South Australian Tourism Commission Act 1993
- Australian Library and Information Association (ALIA) Statements.
- South Australian Strategic Plan 2007

7. CORPORATE POLICY CONTEXT

This Policy is to be implemented in conjunction with the Council's Strategic Management Plan and other relevant Council Strategies and Policies including the:

- Annual Business Plan and Budget
- Strategic Financial Framework
- Social Development Strategy
- Ageing Well in Adelaide (Older Persons Policy and Action Plan)
- Volunteer Policy (to be endorsed)
- Youth Policy "The Time of Your Life" and Action Plan
- Disability Access Action Plan
- Grants and Sponsorship Policy

7.1 Annual Business Plan and Budget

Council's Annual Business Plan and Budget outlines Council's proposed services and projects for each financial year and the budget proposed to fund it. It also includes the long term strategic financial framework and policy basis which underpins the budget and planning processes.

Accordingly, through this process, Council determines service provision, service levels, resourcing and KPI's for each service.

7.2 Strategic Financial Framework

The **Strategic Financial Framework** is included in Council's Annual Business Plan and Budget and outlines the long term financial plan and strategic financial parameters including assessing financial sustainability, Council's role and involvement, program stability and funding.

Council must ensure that it has the capacity and resources to absorb financial demands, social trends and needs. Funding decisions play an important role in providing Council with the capacity to maintain financial sustainability in the medium and long term.

When considering new services and programs and when reviewing existing activities, consideration must be given to Council's appropriate role in funding (internal and external) plus delivery, program sustainability, maintaining service levels, costs and the potential need for market intervention.

7.3 Strategic Management Plan 2004-2007

The **Strategic Management Plan 2004-2007** sets the context for all Council strategies and policies. The Strategic Plan sets the following vision:

'The City of Adelaide, as the Capital City of South Australia, will be a vibrant and populous central place for work, study, leisure and living invigorating the cultural, commercial, educational and community life of the State'.

The Strategic Plan is supported by **Growth Plans** in four key areas. The Resident, Visitor, Workforce, and Student Growth Plans and supporting policies provide the framework to pursue Council's vision for the City.

7.4 Social Development Strategy

Council's **Social Development Strategy** provides the overall strategic setting for this Policy. In the Social Development Strategy, clear connection is made with Council's Strategic Management Plan vision, primary strategy and principles. Links to both the Strategic Management Plan and Social Development Strategy are demonstrated in the Community Services Policy Diagram attached as Appendix 2.

The Social Development Strategy outlines an approach (attached as Appendix 3) for assessing Council's role in community service development and delivery, which is enacted in this Policy. The following further describes this approach:

7.4.1 Does The Community Need It?

To determine whether or not a service is needed, consideration of the needs of residents, visitors, students and workers that make up the City's community must be assessed. Council will undertake research and engage with the broader community, particular target groups (eg older and younger persons) and other stakeholders. This can take a variety of forms such as surveys, feedback/evaluation forms, focus groups, community workshops, discussion with potential funding bodies and consideration of current best practice approaches to meet identified service needs. The range of services which may be considered include those covered within this Policy, as well as others which are not yet considered to be the responsibility of Council.

Careful consideration will be given to the best locations for potential services and the most appropriate service models. This will ensure services which are developed are best able to meet demand and are able to operate within local communities in a harmonious way.

7.4.2 Is Council Best Placed To Provide It?

Council will consider whether it is best placed to provide a community service based on:

- Demonstrated community need.
- Fit with Council's strategic direction – either implicitly or explicitly.
- Acknowledged and/or legislated role for Council.
- Assessment of financial sustainability including financial benefits, costs, return from level of investment.
- The significance of the failure of the private market and/or other spheres of government to deliver this service.
- Level of risk associated with the delivery of the service including public welfare, environmental, legal, political, financial risk and the risk of non-delivery.

Before committing to new activities and projects and when reviewing existing activities, consideration must be given to Council's appropriate role in funding and delivery, whether it is within Council's core responsibility and expertise and the most effective use of available funds. Possible roles that Council could adopt include:

Council as the Owner of the Service

This Community Services Policy is primarily concerned with the services that Council decides to provide itself. Council controls the benefits and manages the cost of these services, although it may seek external funding if it does not have adequate resources to fund it in its own right.

Council as a Part Funder

Council may also play a role as **part-funder** and make contributions to a service as one of a number of financial contributors. This approach is evident within the Council's Community Development Grants program and is covered within the Grants and Sponsorship Policy rather than this Community Services Policy.

Council as an Enabler

Should Council decide it is not best placed to provide a service, it has other roles it can fulfil. It may play the role of **enabler** and facilitate, advocate and/or regulate to see a service is delivered. This approach is covered within the Social Development Strategy rather than this Policy.

7.4.3 Does Council have the Resources to provide it?

For any proposed new or reviewed service or program, the level of resources available and the requirement must be established. An assessment of priority for Council to provide the service must be undertaken and is based on the following considerations:

- Alignment with Strategic Management Plan.
- Legislative or grant requirement/obligation.
- Council directives.
- Community expectation and levels of social benefit.
- Business Plan deliverables and available capacity.
- Available resources (including staff, equipment and infrastructure) and expertise.
- Levels of efficiency and other/best methods to achieve anticipated outcome.
- Financial sustainability and level of funding required to implement the service/program.
- Other benefits of the service including increasing levels of community engagement and participation, customer satisfaction and utilisation of services.

In some instances, where staff resources are at capacity, and it is considered imperative that the new service be undertaken, it may be that a current service must cease or reduce to allow for appropriate resourcing.

Furthermore, in relation to best methods of service delivery, Council will ensure that it considers and assesses all options of operation, including outsourcing, to achieve best value and maximise efficiency and effectiveness of the service.

8. KEY PERFORMANCE INDICATORS, MONITORING AND REVIEW

8.1 Indicators of Effectiveness

8.1.1 Customer Satisfaction

Users of the Libraries, Community Centres, Home and Community Care and Visitor Information Services will be regularly surveyed via exit surveys, phone interviews, customer evaluation forms, etc. This ascertains levels of satisfaction of the operation, services and information available, service delivery and program content and quality with a target of 80% of users rating satisfaction as good or above.

8.1.2 Levels of Usage

Quantitative measures such as the numbers of members, loans, attendance at activities, usage of the City Classrooms and community rooms and computers, visitation and enquiries are in place to measure customer demand, trends and needs, workload, as well as provide indicators of resource requirements.

The majority of targets are focussed on maintaining levels of usage and achieving capacity attendance at programs. However this may alter at Council's discretion.

8.1.3 Levels of Effectiveness and Efficiency

Measures including service standards, quality assurance, collection turnover and processing, room booking administration, staffing, cash handling, etc are in place to ensure all services are delivered with maximum efficiency and effectiveness to Council.

8.2 Timelines for Review

This Policy will be reviewed in July 2010.

CURRENT SERVICES – ROLES & POLICY STATEMENTS

1. LIBRARY SERVICES

Preamble

The Library will support Council's "*City Life – Adelaide, Social Development Strategy*" by focusing on providing a social environment which will support, attract and retain a diverse mix of people to the City.

The Library will be proactive in meeting the Community's changing and diverse needs and in responding to the industry's changing focus and trends.

Role

Adelaide City Council Library Centres are welcoming community hubs that support lifelong learning and cater for the information, leisure and entertainment needs of the City's diverse communities.

Policy Statements

1.1 The Library Centres are attractive and welcoming places that are accessible and user friendly.

Public libraries play a social development role in contemporary society that is more than an information or borrowing service. Libraries are seen as a place to meet, talk, relax and unwind.

The library is referred to as the "third place" by many people, a place standing beside work and home and providing a vital role the other two cannot. This is seen as increasingly important with an ageing population and increasing numbers of people living alone.

Adelaide City Council Library Service fosters and supports this important role by providing:

- A safe, comfortable and welcoming environment
- Meeting places for social interaction
- Convenient opening hours
- Friendly, approachable and knowledgeable staff
- Services that are physically accessible by all members of the community
- Outreach services for those eligible residents unable to reach the Library.

Council will actively promote the Library Centres and raise people's awareness of the role that they play in improving the wellbeing of individuals and the community. This role is actively shared with the State Government.

Council currently operates four Library Centres across the City. A decentralised or distributed library service model enables Council to service a wide area of the City and local Centres build closer relationships with communities they serve.

1.2 Library Services provide everyone with free access to information via accessible technology and a responsive collection.

Accessible Technology

Research indicates that a community's social and economic development increasingly depends upon how well its residents can access and use information and technology. Public libraries have a crucial role to play in providing access to information and technology for all.

Adelaide City Council library users are able to access an increasing range of 24 hour online facilities and services from the Library website including:

- Completing a membership form online from home, work or school
- Accessing an "Ask a Librarian" reference enquiry form
- Making a computer usage booking
- Searching the library catalogue, requesting an item or renewing a loan
- Reading a magazine article online
- Participating in the Online Reviewers Club.

Each Library Centre also offers computer and internet facilities, along with self check-out and search hubs for customers who wish to borrow without queuing or requiring face-to-face service.

Responsive Collection

Increased demand for technology based services and online content is not replacing the need for traditional information services based around physical objects. For many, the book (and other physical formats) still remains the medium of choice for learning, information, recreation and enjoyment.

Library Services will respond to the interests and needs of the community by providing a broad range of resources in a variety of formats and languages. Providing materials for reading, listening, viewing and interacting will continue to be a significant part of the Library's core business.

With the decentralised service model, individual themes were introduced at each Centre. This approach has been successful at North Terrace Library Centre (travel) and Grote Street Library Centre (food and wine and languages) where the themes accurately reflect the location and setting and interests of the Centres' users. The themes will continue at these two Centres, however, the predominantly local community who use Tynte Street and Hutt Street Library Centres suggests that an even spread of materials across the full range may be a more appropriate collection outcome.

It should be noted that the decision to 'distribute' rather than centralise library resources has reduced the ability to physically 'browse' the collection. The total collection is now available 'on-line'. A measure of our success is when high levels of the collection are on-loan and therefore require booking/reservation to access a diversity of items.

1.3 Library Services support and facilitate life-long learning.

The concept of lifelong learning encourages a holistic approach to both formal and informal learning. It recognises that learning and self development continue throughout an individual's lifetime.

It is recognised in the industry that public libraries have a key role to play in supporting learning and education. They offer a non-threatening environment, the infrastructure is already in place (ie information resources, technology, staff expertise) and libraries cater for all individuals.

Library Services will continue to follow best practice by focusing on providing a range of activities and services in key areas, including early literacy (eg storytelling), adult literacy (eg book clubs), digital literacy (eg basic computer courses), English as a Second Language (ESL) (eg collection of relevant books) and reader development (eg recommended reading lists, reviews).

1.4 Library Services meet the diverse needs and interests of City users, with an emphasis on providing services that target community groups with specific needs.

Library Services will design and develop a broad range of Library services, programs and activities that address the general needs of the City's communities and will work to ensure the services delivered are relevant, convenient, timely, educational and engaging and inspiring to meet community demand.

Library Services will also cater to the needs of specific user groups for example older people, families with children, young people, different cultural groups, people with disabilities and homeless people. This includes collection development, accessible equipment and facilities, relevant programs, information, referrals, hours of operation and staff knowledge and expertise.

2. COMMUNITY CENTRES

Preamble

Council has an active role in enabling a range of community activities to occur at City-based community centres.

There are currently three community centre models that operate in association with Council. Council actively participates in the following models:

- Community governed and managed, staffed and funded by Council (North Adelaide Community Centre)
- Council funded and operated in conjunction with a local advisory committee (Adelaide South West City Community Centre)
- Council managed, funded and operated community facilities, as an extension to Library services, located within the localised Library Centres (located at Grote Street, Hutt Street and Tynte Street Libraries).

A range of community centre models is useful and reflects flexibility in meeting the unique and diverse community needs of the City. Council may consider alternative models of community centre operation and support, to ensure the most appropriate model matches local circumstances in responding to community abilities and circumstances.

In moving to a local, distributed model of service delivery, Council has shifted toward smaller facilities than its historic large centralised North Terrace premises and facilities.

Role

The Community Centres are situated in residential areas and are friendly, accessible places that foster relationships between people and contribute to community well-being. They operate utilising community development principles and enable a range of programs and activities, driven by the needs and interests of City residents, visitors, workers and students.

Policy Statements

2.1 MANAGEMENT

The Community Centres are efficiently and effectively managed in ways that empower individuals and groups within the local community.

Council resources are key to empowering individuals and community groups to develop and contribute to the operation of community centres. A range of opportunities are available for people to get involved in the planning, promotion and operation of the Community Centres, such as involvement on committees and volunteering in a variety of positions.

A community development approach encourages local people to use and extend their skills and knowledge to provide the programs and services that meet local interests and needs. This approach ensures that local residents have a sense of ownership of a centre, strengthens community life and builds strong, responsible and safer communities.

Promoting the Community Centres and opportunities for people to participate, raises people's awareness of the role and function that community centres have in improving the wellbeing of individuals and the community.

2.2 PROGRAMS

The Community Centres each facilitate a range of programs and activities that reflect the City's diverse communities and encourage cultural, social, recreational and educational interests.

The Community Centres encourage and welcome different groups and individuals to participate in a range of activities. They offer diverse and affordable programs and events that are inclusive and appropriate and meet a range of cultural, social, recreational and educational needs and interests. The programs and activities provided reflect the expressed needs of the local community.

The Community Centres support the development of life long learning, life skills and self development. The concept of life long learning encourages a holistic approach to both formal and informal learning. Life long learning recognises that learning and self development continue throughout an individual's lifetime. Community centres provide such opportunities with activities and programs including language courses, health and well being courses, art and craft, local interest, computing courses and many more aimed at children, young people, seniors and indeed for all ages. This approach recognises that self development continues through different age groups.

Programs and activities are inspired and mostly developed by community members themselves. They are of high quality and in accordance with relevant standards and duty of care. Promotion media includes Council's library services, advertisements in newspapers, notice boards and word of mouth.

2.3 FACILITIES

The Community Centres reflect the community's identity and are welcoming, friendly, attractive and accessible spaces that are clean and functional.

Adelaide City Council Community Centres are welcoming and accessible to all groups and individuals in the community. Community centres are traditionally recognised for their unique capacity to connect people and build communities. They are well regarded as meeting places and community hubs. They provide a focus for community sharing and a space for social activities, a place to meet, talk and chat or just hang out.

Facilities are well maintained and adjust to suit the variety of programs and activities that are offered. They can be co-located with other relevant services such as Library Centres.

3. CITY CLASSROOM

Preamble

The City Classroom is aimed at attracting the visitation of school and student groups, particularly from rural and outer metropolitan areas, to the City by providing a base for field trips and excursions. This initiative was implemented following concerns regarding the low numbers of young people visiting the City.

This strategy was incorporated into the Grote Street Library and Community Centre, following the selection of the Grote Street site, as this location was considered central and convenient to many City attractions.

The continuing development of the City Classroom is a key action within Council's Student Growth Plan, under the objective of *'increasing student participation in City life'*, and the Youth Policy and Action Plan 2004-08.

Role

The City Classroom attracts student visitation to the City by providing an accessible and appropriate venue and resources for use during school excursions and field trips.

Policy Statements

3.1 The City Classroom provides student and school groups with a free, well equipped, secure and centrally located venue to use as a base during City excursions and field trips.

The City Classroom is a free purpose-built facility available in the heart of the City. The space has been designed to make visiting the City with students easy by providing access to a fully resourced classroom at no cost.

Seating up to 30 students in the main classroom area and up to 10 students in a separate discussion room, the facility creates an ideal resource for teachers wishing to access one of the City's educational attractions.

The City Classroom also boasts high quality equipment including an electronic whiteboard, data show projector and screen, DVD and VHS player, a microphone system, a laptop computer and internet access. Additional facilities include a fully equipped kitchenette and drinking fountain, a discussion room which doubles as a 'sick room', toilet facilities and is close to public transport and parking. The City Classroom also has full wheelchair access.

Once booked, use of the City Classroom is exclusive to each class and rooms can be locked to ensure the safe storage of school bags and valuables during tours and site visits around the City.

3.2 School groups are given priority access to the City Classroom facilities.

Although the City Classroom is available for use by community groups and other hirers, first priority is given to school groups to use the room and facilities.

A clause has been included in the terms and conditions of hire of the City Classroom, explaining this procedure to hirers on booking and if required, staff will notify hirers that they will need to change venue or dates to accommodate a school booking and assist as appropriate.

3.3 Schools are provided with relevant and up-to-date information relating to key City attractions for teachers to use as a guide for planning school visits to the City.

To support school and student visits, a number of teacher resources, tools, incentives and programs are available to assist in planning excursions.

They include the *Adelaide Education Attraction* guide which lists a range of exciting and educational places for school groups to visit along with relevant details, maps and information and *Adelaide Unplugged*, a curriculum based resource which includes orientation trails and six other trails which align with the Curriculum Framework.

The resource also contains activities for classroom work before and after the excursion to the City has taken place and a subsidised travel incentives scheme to assist classes from outer metropolitan and disadvantaged schools with the costs of transport into the City. All resources are available on www.adelaidecitycouncil.com and in printed format and will be regularly marketed to schools.

4. VISITOR INFORMATION SERVICES

Preamble

The Adelaide City Council's Visitor Information Services is a unique service that enhances and personalises the Adelaide visitation experience. The service is supported by a team of 120 enthusiastic, motivated volunteers and staff who deliver the following services:

- Ask About Adelaide (AAA)
 - City Guides
 - Rundle Mall Visitor Information Centre
 - Central Market Information Booth
 - First Steps in Adelaide orientation tour
 - Adelaide Greeters
- Wheelchair and Pusher loans – available through the Rundle Mall Visitor Information Centre

Role

Visitor Information Services provide friendly and welcoming services and up to date relevant information to assist City visitors to discover and enjoy Adelaide.

Policy Statements

4.1 Visitor Information Services provide high quality services and programs using the best available resources.

Council recognises that the tourism industry is ever-changing and is proactive in sourcing and keeping up to date with relevant information.

The main role of Visitor Information Service is to enhance the visitation experience, encourage visitors to stay in the City longer and undertake additional activities, exceed visitor's expectations and encourage visitors to return to the City.

Council will provide timely, accurate and impartial Visitor Information Services and ensure the understanding of customers' needs through the collection of data and awareness of tourism trends, changes and developments. Council offers services responsive to the needs of visitors and the local tourism industry.

4.2 Infrastructure and technology available for Visitor Information Services are accessible and user friendly for volunteers and visitors.

Visitor Information Services are delivered at the South Australian Tourism Commission accredited Rundle Mall Visitor Information Centre and Central Market Information Booth

The Centres are visible, easy to locate and readily accessible to all visitors. Flexible hours of operation are available to meet the demands of visitors. The infrastructure is well maintained and a welcoming environment for visitors.

The technology utilised is provided by Council and tourism industry stakeholders and is used to enhance the services provided. Accordingly, it is user friendly and responsive to visitor needs, with volunteers and staff adequately trained in its use. Council will keep abreast of new technology and will be innovative in adapting technology to suit the service.

4.3 The Visitor Information Services program work with the State Government to support economic activity through tourism and population growth in the City.

Council will work in partnership with the South Australian Tourism Commission (SATC) and other stakeholders to provide services for tourists in the City.

Staff will actively build relationships within the tourism industry to support the work of its volunteers.

The program will actively be promoted to raise awareness of the role in connecting visitors' needs for services and experiences with people who can fulfil those needs.

5. HOME AND COMMUNITY CARE PROGRAM

Preamble

The Home and Community Care (HACC) program provides a quality home support service to assist eligible City residents to enable them to live safely and independently in their own homes.

This service is administered by the State Government, who fund the majority of the program by way of grant contributions and outline service objectives and deliverables within the scope of service agreements. The delivery of the program including management, operation and service provision, is undertaken by Council. Council is also required to financially contribute to the program on an annual basis and operates the service in line with the grant agreement obligations and local community need.

In April 2006, Council endorsed *Ageing Well in Adelaide: A Policy and Action Plan for 55's and Over*. The Policy reinforces Council's commitment to facilitating and providing a range of affordable and flexible community service options that aim to improve the quality of life of older people. This includes the Home and Community Care Program, which provides practical support to over 200 City residents, most of whom are frail, aged and 'in place'.

Ageing Well in Adelaide Imperatives

Ageing in Place and *active and Positive Ageing* are policy imperatives which underpin the Ageing Well in Adelaide Policy and Action Plan and subsequently the provision of the Home and Community Care Program.

Ageing in Place

Ageing in Place recognises that people generally wish to maintain their independence as long as possible. *Ageing in Place* is not simply about people living in their homes; it supports older people to stay connected with their community, family and lifestyle in a familiar setting. Maintaining one's home and independence is a key determinant of a positive ageing experience. Council supports older people's aspirations to age in place through facilitating, coordinating and in some cases providing an appropriate level of social service provision.

Active and Positive Ageing

Active and Positive Ageing is about optimising health, flexibility, security and independence in order to promote positive experiences as people age. Through an *active and positive ageing* approach, the Ageing Well in Adelaide Policy aims to empower people to make healthy choices, realise their potential and maintain positive connections with the community.

Role

The Home & Community Care (HACC) program provides high quality home support and related services to assist eligible City residents to live safely and independently in their homes and maintain connections with their community.

Policy Statements

5.1 The Home and Community Care program provides a high quality service that is in line with the needs of eligible City residents.

The HACC Program National Service Standards outline seven objectives of which Council is assessed on a regular basis, that determine the measures of high quality service delivery. These are:

- Access to services
- Information and consultation
- Efficient and effective management
- Coordinated, planned and reliable service delivery
- Privacy, confidentiality and access to personal information
- Complaints and disputes
- Advocacy.

Council will meet these standards, developing processes and materials that are clear and user friendly.

HACC eligible consumers, including carer's needs, are assessed at the time of referral and reassessed regularly. Care Plans are developed with consumers that outline how and what services will be provided.

Services are obtained from relevant service providers that may be 'in-house' or purchased on a fee for service basis. This model meets current demand, but may need to be reviewed in line with projected population increases and changes to ensure the quality of services is not compromised and consumer needs continue to be met.

5.2 The Home and Community Care team works in partnership with funding bodies and other services and continue to seek opportunities to collaborate in the delivery of the HACC Program.

As an externally funded Program, Council will work within the parameters of the State and Federal Government's Home and Community Care Program.

Council will seek out opportunities to develop partnerships with service providers who provide specialist services such as culturally or carer specific services to ensure that where possible, consumer needs can be met. Council will also seek opportunities to work with other Local Government service providers where this will enhance or extend the services available to consumers.

5.3 The Home and Community Care program is regularly reviewed to ensure it meets HACC grant guidelines, Council's requirements and objectives and reflects changing community needs.

Council is assessed by Department of Family and Community on a regular basis against the guidelines for HACC Program National Service Standards and has been successful in gaining accreditation once again in 2006.

Council will continue to consult with consumers regarding the provision of HACC services and their input will inform decisions about the operation of the service. Council is conducting six monthly customer satisfaction and needs surveys with existing service users as a mechanism for gaining this input.

Council will also regularly review the HACC Program, seeking input from the broader community, including relevant stakeholders to ensure good planning for the predicted increase in the ageing population and changing trends.

6. ADELAIDE CONNECTOR BUS

Preamble

Adelaide City Council's local bus service, known as the "Adelaide Connector Bus" has operated since December 2000.

The Adelaide Connector Bus operates as a community transport service that complements other free transport services, providing City users with a comprehensive range of transport options. It specifically connects patrons with North/South City destinations due to a deficiency in Government provided services.

The Adelaide Connector Bus has proven to be a well utilised service, particularly as it is available to all and is free. It is acknowledged that the demand for the service does at times exceeded capacity, resources and funding. A review of the service will be undertaken at Council's discretion, and will include consideration of demand as necessary.

Role

The Adelaide Connector Bus provides a free, reliable and regular community transport service to improve access for residents, students, visitors and workers to key destinations in the City.

Policy Statements

6.1 The Adelaide Connector Bus service provides regular and free transport for all City Users and connects them with the North, South and City centre precincts.

The City is a strong central focus for civic and cultural activity, shopping, personal and community services, leisure and entertainment. The service currently runs in two directional loops around the City and the bus stops are located in key community access points, linking people to key Council services as well as cultural, shopping, recreational and educational destinations.

6.2 The Adelaide Connector Bus is accessible for all, including those with a disability and other disadvantaged groups.

Council's Strategic Management Plan seeks to increase residents, students, visitor and workers in the City. The Adelaide Connector Bus provides a service to all population groups.

The purpose of community transport is to meet the needs of specific transport disadvantaged groups in the community. The service is socially just by providing access and mobility to those with a disability or those who are disadvantaged. The service has wheelchair access and is free for all users.

6.3 The Adelaide Connector Bus embraces sound environmental practices.

The Adelaide Connector Bus supports Council's policy for a more environmentally sustainable (public) transport system.

This includes ensuring that the bus is operated with low carbon emissions by using bio-diesel or other sustainable fuel or energy sources.

6.4 The Adelaide Connector Bus is utilised to promote the City as a vital and active destination.

The Adelaide Connector Bus serves as a "moving billboard" for Council as a sustainable transport provider as well as promoting key Council events and/or activities through its livery and/or brochures or other forms of information displayed in the bus.

6.5 The Adelaide Connector Bus complements, but does not duplicate, the State Government's public transport network in the City.

The Adelaide Connector Bus service exists to fulfil an unmet need to connect the North and South of the City with a free transportation service, which is not currently provided by the State Government.

Council does not endeavour to be a public transport provider and, as such, is not looking for other public transportation opportunities or expand the service, other than to fill the existing gap in City transportation provided by Government.

Council will continue to liaise with the State Government to seek incorporation of this service into their transportation portfolio as appropriate.

Community Services Policy Framework Diagram

Strategic Management Plan

Growing a sustainable population of residents, workers, visitors and students.



Social Development Strategy

Fostering vibrant, healthy and harmonious City communities. Communities are based on geographical location, common interests or shared identity.



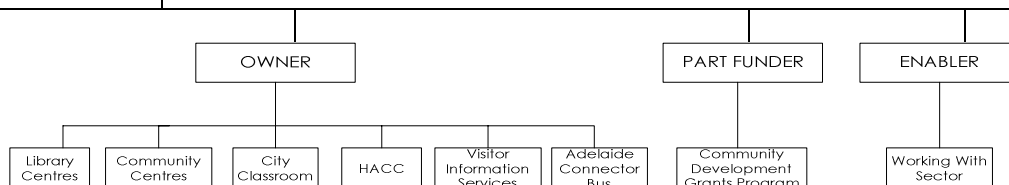
Community Services Framework

Improving and enhancing individual and community quality of life.

Community Services Definition: Ongoing social services that are provided directly to people and support local community need beyond a regulatory or infrastructure function.



Principles: Council will create conditions that result in:	An inclusive community	A culturally and socially diverse community	An informed and educated community	A happy and healthy community
Outcomes: <i>This will enable communities to:</i>	<ul style="list-style-type: none"> ▪ Foster a sense of belonging and connectedness. ▪ Encourage community participation and citizenship. 	<ul style="list-style-type: none"> ▪ Support and value people of all walks of life and cultural backgrounds. 	<ul style="list-style-type: none"> ▪ Build community capacity and identity. 	<ul style="list-style-type: none"> ▪ Promote active communities and individual wellbeing
Approach: In delivering community services Council will:	<ul style="list-style-type: none"> ▪ Deliver high quality, efficient and effective services with a commitment to continuous improvement and excellent customer service. ▪ Deliver services which are adequate and appropriate and which are responsive and relevant to community need. ▪ Extend and enhance its services through the involvement of volunteers in meaningful work. ▪ Work in partnership with other stakeholders and seek opportunities to collaborate in the provision of community services. ▪ Seek community input in decision making, including in setting service program direction. 			
Service Level Rationale	<ul style="list-style-type: none"> ▪ Council will use the Community Services Decision Making Tree (see Social Development Strategy endorsed by Council May 2006) to determine its role and function in the provision of community services in the City. The roles previously adopted by Council are Owner (service provider), Part Funder (contribute funds), Enabler (facilitate, advocate, regulate). 			



COMMUNITY SERVICES DECISION MAKING TREE

