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Have your say on a separate rate in the East End

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Adelaide City Council is inviting the community to have their say on the possible introduction of a separate rate in the East End.

The idea for the levy was initiated by the East End Coordination Group (EECG) and if endorsed by Council, would apply to commercial ratepayers only. Residents will not be asked to contribute. The proposed activities and initiatives that will be supported by the rate are designed to bring more shoppers, visitors and tourists into the East End to boost economic activity and increase vibrancy.

Lord Mayor Stephen Yarwood said, "This consultation will allow the community to tell us whether they want this rate and if so, how they would like to see it managed, collected and what they would want it used for."

The area that would be affected is bordered by North Terrace, East Terrace, Pultney Street and Grenfell Street. By attracting more people into the precinct, retailers, cafes, restaurants, hoteliers, publicans and professional businesses – to name a few – would benefit from increased sales and profits.

Steve Maras, Managing Director of the Maras Group, a privately owned and operated South Australian company that holds properties in the East End, welcomed the consultation on the separate rate proposal.

"The proposal for a separate rate levy will go a long way toward boosting traffic and sales for all in the East End, provide better amenity and will allow the East End to remain competitive," Steve said.

"We need to remain competitive to survive the difficult economic climate and to compete with other precincts and shopping centres, which are becoming more 'street-like' by increasing the diversity of their offerings."

David West, Chairman of MainstreetSA, is a specialist in marketing, business mix development and mainstreet management.

"Mainstreets are the beating heart of our communities. We encourage stakeholders to work closely together to improve the East End for shoppers, visitors, tourists, residents and businesses. The East End has a unique character and this new strategy provides a great opportunity," David said.

Council has proposed several different options for how the rate could be collected and managed, and the results of the consultation will determine which one will be put in place should the separate rate be implemented.

Other areas that have successfully introduced separate rates include Rundle Mall, the Norwood Parade precinct and Jetty Road.

The feedback form includes detailed information on the possible different options for collecting and managing the rate, and how much commercial ratepayers could expect to pay.

Feedback can be given online at yoursay@adelaidecitycouncil.com or hard copies of the submission form are available from Council's Customer Centre at 25 Pirie Street Adelaide.

A public information session about the rate will be held on Monday 15 October between 3.00pm and 6.00pm at the Palace Nova function room. Feedback forms will be available. RSVPs are essential and can be made to Iwona Pattison on 8 203 7219 or email i.pattison@adelaidecitycouncil.com

Council will make its decision on whether to introduce the separate rate in the East End at its meeting on 11 December 2012.

Media contact : Paula Stevens Tel: 8203 7760

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