Purpose Statement (Final – November 2024)

About ERA

The Eastern Region Alliance (ERA) is a voluntary regional association of six Councils that collaborate for the benefit of their communities and the region as a whole. The Member Councils are City of Burnside, Campbelltown City Council, City of Norwood Payneham & St Peters, City of Prospect, City of Unley and Town of Walkerville.

Since the signing of a Memorandum of Understanding in 2008 (updated in 2017), the Councils have worked together collaboratively on a wide range of initiatives, some involving all ERA Councils, others involving a number of ERA Councils and others in partnership with non-ERA Councils.



The Eastern Adelaide region is renowned for its leafy streets and high quality urban environment.

About our region

Eastern Adelaide is home to approximately 210,000 people (ABS 2022 ERP) nestled between the Adelaide CBD and the Adelaide Hills. The region has a Gross Regional Product of over $11 billion, which represents around 10% of the South Australian economy. The region enjoys higher than average income levels, quality urban form and amenity, access to nature and good economic and social opportunity.

A strong track record

Over the years, ERA has provided a mechanism for Councils in the region to collaborate on long-term future planning (e.g. water initiatives, economic development, climate change, etc), as well as identifying operational efficiencies and deriving cost savings through cooperation (e.g. East Waste, Eastern Health Authority, ERA Water) and in positioning the Eastern Adelaide region more strongly with the State and Commonwealth Government.

Our Vision for Eastern Adelaide

The collective vision for the Eastern Adelaide region is to establish and maintain a connected, healthy, sustainable and prosperous region. The Member Councils are united in a commitment to:

- Sustainable environment – a green urban environment, with easy access to nature and biodiversity.
- Strong communities – improved health, wellbeing and social connectedness.
- Prosperous economy – a growing, competitive and diverse regional economy.
- Quality built environment – spaces and places where people want to live, work, play and move through.

Our Core Purpose

ERA exists to enable its Member Councils to work together to improve quality of life for our communities, create better places and improve performance through:

1. SHARING - Come together to share information and catalyse action on matters of common interest.
2. ADVOCATING – Achieve influence as a united and trusted voice on issues of significance to Eastern Adelaide.
3. DELIVERING – Partner through services and projects that meet regional needs, reduce duplication, and save time and money.



East Waste was established in 1928 and has a long history of driving value in waste management across the region.

Purpose 1 – Share

Strong relationships and open communication is the foundation of ERA's sustained success. When Councils work together to exchange information, new ideas and initiatives are generated and these can then be progressed individually or collectively for the benefit of our communities.

Information sharing happens at multiple levels and in many different ways, from regular forums of ERA Mayors and Chief Executive Officers, practitioner networks, shared services, projects and even events that bring us together.

Regardless of the approach, the Member Councils value the opportunity to share information and experiences, as this is the basis of cooperation, collaboration and coordination across the region.

Purpose 2 – Advocate

ERA represents a significant portion of the State's population and economy and our collective voice is trusted and respected. Coming together with a regional voice also helps us to have a 'seat at the table', to influence policy formation as it affects the Eastern Adelaide region, whether it be through the broader Local Government sector, or with State and Federal Government.

While the issues which we advocate on will vary from time to time, we are committed to achieving greater influence for region through evidence based advocacy on matters of collective interest and regional significance.

Purpose 3 – Deliver

ERA councils have a long history of successfully working together to deliver services, programs and projects that provide quality service experience for our communities and place downward pressure on rates. Examples of this include East Waste, Eastern Health Authority and ERA Water (Regional subsidiaries established under Section 43 of the Local Government Act), and partnerships such as Resilient East.

We will continue to seek out and deliver services, programs and projects where there is a clear value proposition around reducing duplication, achieving a goal of regional significance and/or providing efficiencies that reduce risk and optimise the use of resources.

As with all ERA collaborations, flexibility is key, which means that Member Councils will engage in collaborative projects when it makes sense for both the individual Council and the region.

How we function

ERA achieves its three purposes through collaboration with varying levels of formalities. These include:

- Regional subsidiaries (with their own governance structures in accordance with Section 43 of the Local Government Act), such as East Waste, ERA Water and Eastern Health Authority;
- Partnership Agreements to progress regional priorities, such as Resilient East;
- Projects involving multiple Councils, but may be lead or sponsored by one Council;
- Joint advocacy, such as co-branded letters, submissions and representations;
- Regional committees, such as the Zone Emergency Management Committee; and
- Regular meetings between Mayors; CEOs and staff groups.

When exploring opportunities to work together, we will consider the following criteria:

- Is it an issue for the Eastern Adelaide region (impacting / benefitting a number of Member ERA councils)?
- How will this collaboration lead to better community outcomes than if we progressed it alone?
- How will we deliver efficiencies as a result of our collective action?
- Is ERA the right vehicle for progressing action on this issue?

Each year, ERA will publish a statement of achievements that will be furnished in each Council's Annual Report to communicate the value derived from regional collaborations.

City of Burnside
CAMPBELLTOWN CITY COUNCIL
City of Norwood Payneham & St Peters
CITY OF PROSPECT
THE CITY of Unley
TOWN OF WALKERVILLE