CITY OF ADELAIDE

THE COMMITTEE
AGENDA & REPORTS

for the meeting

Tuesday 21 July 2020
at 5:30 pm

in the Colonel Light Room
Adelaide Town Hall

Members - The Right Honourable the Lord Mayor, Sandy Verschoor;

Deputy Lord Mayor, Councillor Hyde (Chair)

Councillors Abrahimzadeh, Couros (Deputy Chair), Donovan, Hou, Khera, Knoll, Mackie, Martin, Moran and Simms.

1. Acknowledgement of Country

At the opening of the Committee Meeting, the Chair will state:

'Council acknowledges that we are meeting on traditional Country of the Kaurna people of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna people living today.

And we also extend that respect to other Aboriginal Language Groups and other First Nations who are present today.'

2. Apologies and Leave of Absence

Nil

3. Confirmation of Minutes – 7/7/ 2020 & 15/6/2020 [TC]

That the Minutes of the meeting of The Committee held on 7 July 2020 and the Special meeting of The Committee held on 15 June 2020, be taken as read and be confirmed as an accurate record of proceedings.

4. Discussion Forum Items

Presentation

Strategic Alignment – Thriving Communities

4.1. Presentation – City Access Strategy - DPTI

Workshops

Strategic Alignment – Thriving Communities

4.2. Workshop – Smart Parking Options [2016/02563] [Page 2]

Strategic Alignment – Dynamic City Culture

4.3. Workshop – Adelaide's Christmas Festival 2020 [2020/00804] [Page 28]

5. Exclusion of the Public

5.1. Exclusion of the Public to Consider in Confidence [2018/04291] [Page 51]:

6.1. Eighty Eight O'Connell – Project Update [s 90(3) (b) &(d)]

6. Discussion Forum Items in Confidence

Workshop in Confidence

Strategic Alignment – Strong Economies

6.1. Workshop in Confidence – Eighty Eight O'Connell – Project Update [2018/02324] [Page 54]

7. Closure

Thriving Communities

Smart Parking Options

The purpose of this workshop is to respond to the 12 March 2020 resolution, and to seek views on options for approaching on-street parking in a post-COVID environment.

Customer & People

Steve Zaluski

CITY OF ADELAIDE

Smart Parking Options
Purpose

The purpose of this workshop is to respond to the 12 March 2020 Council resolution (below), and to seek views on options for approaching paid parking in light of City and Council recovery post COVID-19.

At its meeting on 12 March 2020, Council resolved the following:

1. *Notes the successful implementation of Smart Parking Technology and the Park Adelaide App.*

2. *Requests the Administration investigates a trial of Park Adelaide App payment only zones beyond the initial Smart Parking Technology implementation.*

3. *Presents the above as a report back to Council with options for consideration prior to the end of the 2019/20 financial year.*

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Smart Parking Options
Key Questions

KEY QUESTION

What are members views on the existing policy statements relating to on-street parking, and how these support City and Council recovery post COVID-19?

KEY QUESTION

What are members' views on the concept of trialling 'App Only' Paid Parking Zones?

KEY QUESTION

What are members' views on the different on-street pricing options presented?
- Differential pricing via the app vs ticket machines
- Discounted pricing via the app
- Usage based pricing

KEY QUESTION

What are members' views on increasing the amount of paid on-street parking bays in the City?

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Smart Parking Options
Implications

Implication	Comment
Policy	The On-Street Parking Policy sets the principles & objectives for on-street parking.
Consultation	Not as a result of this workshop
Resource	Each option attracts different costs which are described. Promotional costs may also be likely depending on which options (if any) are preferred.
Risk / Legal / Legislative	Some options (e.g. App only parking) require legislative changes, which are currently being discussed with State Government for this calendar year. Other risks of each option are presented in the paper.
Implication	Options presented enable optimisation of our investment in Smart Parking technology, and allow us to provide better customer experiences and more flexible/responsive approaches to on-street parking fees.

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Smart Parking Options
Budget/Financial Implications

Implication	Comment
20/21 Budget Allocation	Existing budget relates to maintenance of existing Smart Parking zones, so additional budget would be required if any of these options were pursued. Changes to pricing will also impact revenue as outlined in the workshop.
20/21 Budget Reconsideration (if applicable)	Budget impacts relevant to each option are outlined in the workshop.
Proposed 21/22 Budget Allocation	Not as a result of this workshop
Ongoing Costs (eg maintenance cost)	It is expected that the project/work required will be managed within existing staff resources, however ongoing costs for additional software/technology are attached to each option.
Other Funding Sources	N/A

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Smart Parking Options
Background Context

On-Street Parking Policy

Council's current On-Street Parking Policy **(Link 1 view [here](#))** states:

- On-Street parking will be time limited where appropriate to support turnover of parked vehicles and encourage visitors to the City by equitably sharing the available on-street parking space.

- "Time limit" parking will be available at a cost that reflects the convenience of on-street parking, the value of public space, is comparable with off street parking charges, and will encourage greater use of long stay off street parking.

Council's current On-Street Parking Guidelines **(Link 1 view [here](#))** state:

Smart Parking Technology

Smart Parking assists to improve the overall customer experience both on-street and off-street, through smart technology.

In line with Council's Strategic Plan objective in moving towards an expiation free environment, the smart parking sensors provide accurate and timely information to Council and the community about parking in the city. Smart Parking technology data, wherever possible, is to be incorporated into the assessment of on-street parking decisions.

Time Limits and Pricing

Time limited parking and its pricing provides the means to ensure turnover of parking bays in areas of high demand. All day parking should be in off-street car parks wherever possible. Paid parking is simple and enables effective regulation. The pricing of on-street space should reflect its convenience and the value of the public land. Time limits should be appropriate for visitor and business needs in the locality.

Paid on-street parking is divided into two zones. Zone one represents higher use and visitor frequency parks, whereas zone two represents lower use and frequency parks. The price of each zone reflects the value of the parks.

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Smart Parking Options
On-Street Parking and COVID-19 Recovery

City Recovery Through On-Street Parking

On-street parking can be an important lever in safely and sustainably supporting the City through recovery from the COVID-19 pandemic.

Effective on-street parking supports a thriving community and provides our varied stakeholders with convenient and safe access to meet their needs. Decisions regarding on-street parking can assist to drive demand into the City.

Council Recovery Through On-Street Parking

The majority of on-street parking bays are unpaid, however as a capital city council parking also forms an important revenue source.

In 2018/19, paid on-street parking fees generated $10.8 million. Combined with parking expiations, on-street parking revenue represented 10.5% of total revenue, contributing a much higher percentage of our overall revenue than metropolitan Councils.

The reduction in vehicles entering the City due to COVID-19 significantly impacted on-street parking revenue. While vehicle numbers have begun to increase more recently, we have not yet returned to pre-COVID-19 levels.

Breakdown of parking bays in City of Adelaide

Off Street UPark, 6100 26%
On Street Restricted, 4,500 19%
On Street Paid Parking, 3,000 13%
On Street Unpaid Parking, 10,000 42%

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Breakdown of income sources by Council

- Other
- Grants, Subsides and Contributions
- User Charges
- Statutory Charges
- Rates Revenue
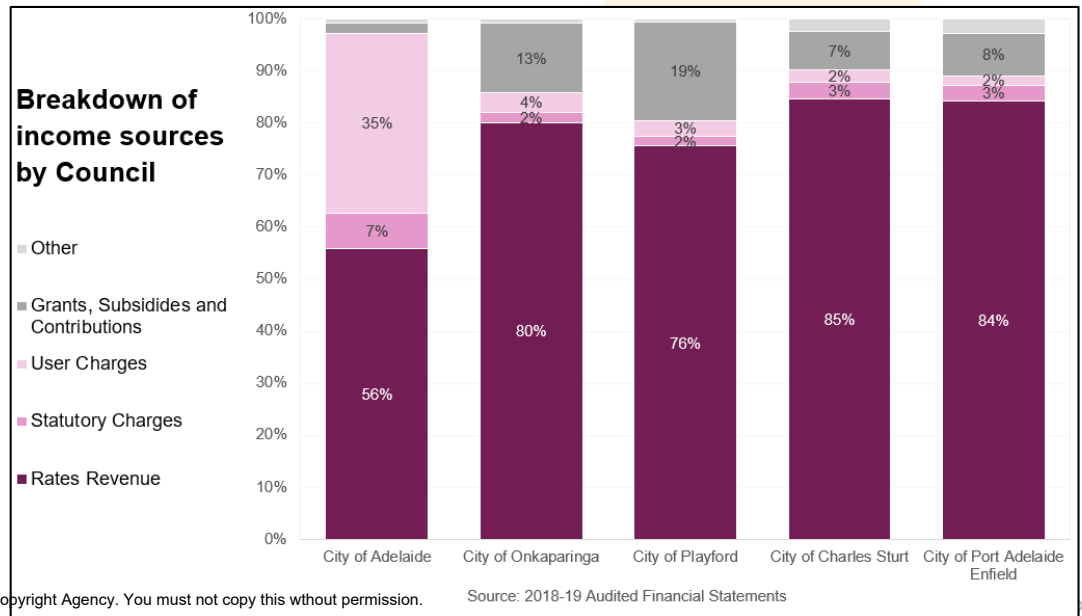
Source: 2018-19 Audited Financial Statements

slide

Smart Parking Options
The relationship between off and on-street parking

City of Adelaide is somewhat unique as a Council in that we offer on-street parking and operate nine off street car parking stations as commercial businesses.

Together, UPark and paid on-street parking provided $40.87 million revenue in 2018/19.

On and off street parking is closely linked in terms of demand, supply, customer behaviour and community outcomes.

Decisions regarding one 'side' of off and on-street parking, significantly impacts the other.

To optimise the benefits to the community of on and off-street parking, the strategic objectives of both assets need to be considered in each key decision, and within each localised area.

From a broad perspective, on-street parking caters for customers seeking short-term, high turnover parking. Longer term parking is catered for via UPark's business model.

For example, offering discounted parking on-street in close proximity to a UPark may negatively impact UPark usage. Similarly, offering free short term parking in some UParks may not be worthwhile if free short term parking already exists on-street, especially if our data shows it is not being utilised.

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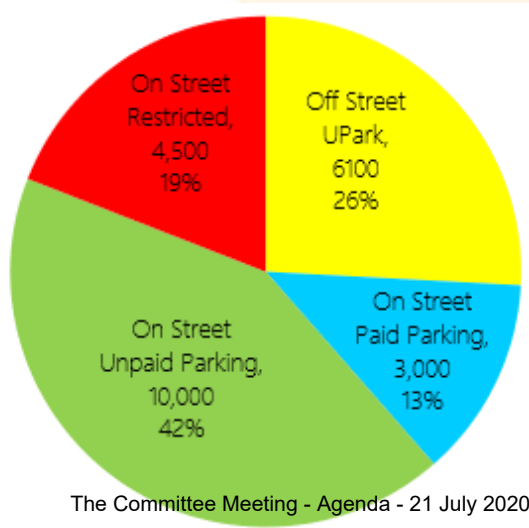Smart Parking Options | 21 July 2020

Smart Parking Options
On-Street Parking Facts & Figures

Adelaide is divided into two zones for the purpose of on-street parking fees, with higher fees set for the central/CBD zone. Weekend parking is also charged at a significantly lower flat rate.

Currently, all fees are the same whether paid at Ticket Machines and via Park Adelaide app, with the exception of Extend Stay which is only available via Park Adelaide app.

The Fees and Charges Schedule includes fees for Zone 3. This fee was intended to be introduced when expanding paid parking to areas which currently do not have paid parking. However, as paid parking areas were not expanded, this fee has not been used.

Locations of Paid Parking (and UPark stations)

Breakdown of parking bays in City of Adelaide

On Street Restricted, 4,500 19%

Off Street UPark, 6100 26%

On Street Unpaid Parking, 10,000 42%

On Street Paid Parking, 3,000 13%

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Current On-Street Paid Parking Fees

Zone	Fee
Zone 1 – per hour	$4.70
Zone 1 – per ½ hour	$4.40
Zone 2 – per hour	$4.20
Zone 2 – per ½ hour	$4.00
Zone 3 – per hour	$3.00
Zone 3 – per half hour	$2.80
10-hour zone – per hour	$4.20
10-hour zone – max fee	$14.00
Weekend – flat rate	$2.50
Extend Stay	$5.50

MAP LEGEND
- Zone 1
- Zone 2
- 10 hr paid parking

Smart Parking Options
On-Street Parking Payment Options

Currently all on-street paid parking is serviced by on-street 'Pay and Display' Ticket Machines, as well as the Park Adelaide app, resulting in a number of payment options for customers.

	Coin	**Credit Card**	**Park Adelaide app**
Where	Ticket Machine	Ticket Machine	Smart Device
Ticket	Printed Ticket to be displayed in the dashboard of the vehicle	Printed Ticket to be displayed in the dashboard of the vehicle	Electronically stored in the app
Current Usage	24.1%	74.4%	1.5%
Advantages	Traditional/known method of payment	Traditional/known method of payment	Top up parking session remotely Extend Stay beyond time limit Track time remaining on ticket Contactless transaction
Infrastructure	Ticket Machines located on the footpath within the reasonable distance of parking bays	Ticket Machines located on the footpath within the reasonable distance of parking bays	In ground sensors Payment Gateways Bay numbers Park Adelaide app

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Smart Parking Options | 21 July 2020

Smart Parking Options
Current Park Adelaide Usage

	Transactions Count	Amounts
Total Users		
28,769		
Initial Transactions	28,082	$173,994.90
Top Up Transactions	1,457	$3,168.60
Guest Only Users Registered Users		
Extended Stay Transactions	922	$5,065.73
10,859 17,910		
Income		$182,229.23

Since launching in March 2019, over 28,000 customers have downloaded Park Adelaide.

Payments via Park Adelaide are not high, with approximately 1.5% of paid parking income coming via Park Adelaide.

Less than 1 in 3 customers use Park Adelaide on any given day to pay for their parking via the app. The majority instead choose to use it for locating available parking.

Increasing the usage of Park Adelaide for payment provides numerous benefits for customers and Council, which forms the basis for many of the initiatives proposed in the following slides.

We have not proactively promoted the app while the new technology was being trialled. We are now in a position to actively broaden our marketing and promotion of the technology and benefits to the customer experience.
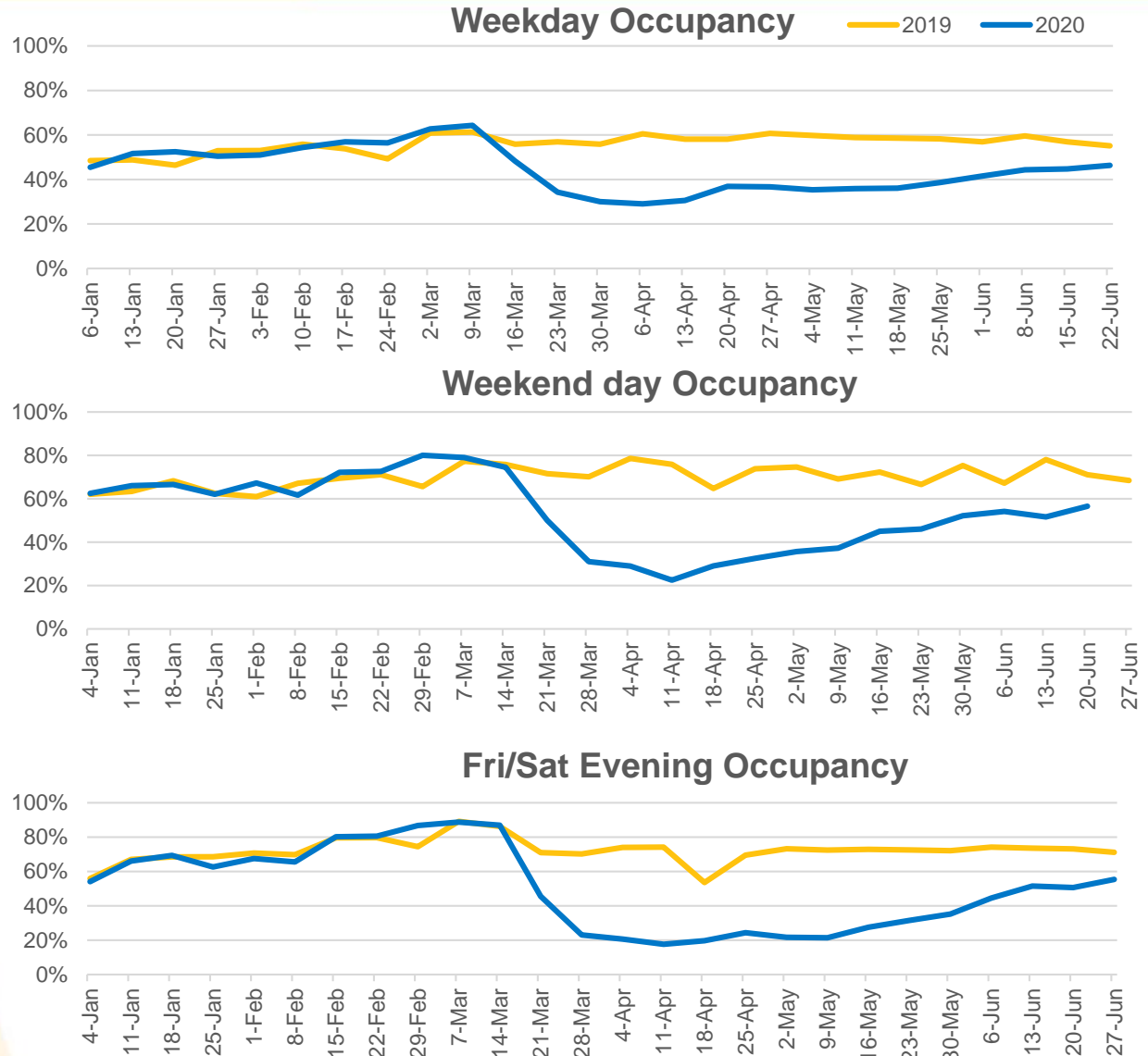
Smart Parking Options
On-Street Parking Occupancy & Availability

Through Smart Parking, we have accurate data regarding on-street parking which allows better decision making.

These graphs show occupancy trends for Jan-Jun this year compared to last year. We can see a significant impact due to Covid-19, and as restrictions have eased, utilisation has been steadily increasing.

It is accepted within the parking industry that approximately 80-85% occupancy of on-street bays provides the ideal balance between utilisation and availability.

Weekday Occupancy — 2019 — 2020

Weekend day Occupancy

Fri/Sat Evening Occupancy

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Smart Parking Options
Opportunities of the Park Adelaide app

To provide a better experience for customers, it is proposed we become more flexible and agile in how we provide on-street parking fees and rates, making use of the investments already made in Smart Parking sensors and the Park Adelaide app.

Achieving this **requires more customers to be paying for parking via the Park Adelaide app.** Therefore, promoting and incentivising this to customers forms the cornerstone of many of the proposed initiatives.

Benefits in payments via Park Adelaide:

Benefits for customers
Contactless payment – no cash needed
No need for physical ticket
Provides payment receipt/record
Ability to top up on phone and extend parking (only available via app)
INTENT: To make this method of paying cheaper for customers

Benefits for City of Adelaide
Transaction cost for CoA is cheaper for app payments
Internal efficiencies across numerous areas
Improved data and reporting
Enables us to be more agile in responding to demand with changes in price
Improved & direct comms to customers parking in the City

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Smart Parking Options
Opportunities of the Park Adelaide app

UPARKPLUS

The recent success of UPark Plus provides a test case to learn from.

UPark Plus offered:
- Significant price drop
- Contactless solution for customers
- Quick and simple user experience
- Active/targeted promotion

Evidence shows customers were willing to put in the effort required to register/sign up for a card to obtain the benefits offered.

This suggests customers may also be willing to go to the effort of downloading the Park Adelaide app and using it to pay for parking if similar benefits are offered – namely a reduction in price versus paying at the ticket machine, and active promotion.

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Smart Parking Options
Opportunities for Enhancing Smart Parking

The following slides present a range of options to alter, discount or enhance the on-street parking experience.

It should be noted many of the initiatives to reduce fees are only applicable when customers pay by the app, due to the flexibility this enables. Fees paid for via traditional ticket machines would remain as they are, encouraging customers towards the Park Adelaide app for the benefits listed in Slide 13.

Many of the options can be trialled together, or independently from others.

Options to Respond to the Motion on Notice
App Only Payment Zones vs Ticket Machines
Smart Parking: Sensors vs No Sensors
App Only Payment Zone – Trial
Further Opportunities for Paid On-Street Parking via the App
Payment Structure Option 1 – Enabling flexible fees via the App
Payment Structure Option 2 – Discounted Rates via the App – Trial 1
Payment Structure Option 3 – Discounted Rates via the App – Trial 2
Payment Structure Option 4 – Usage Based Pricing
Expanding Paid Parking – Trial Locations 1 & 2

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Smart Parking Options
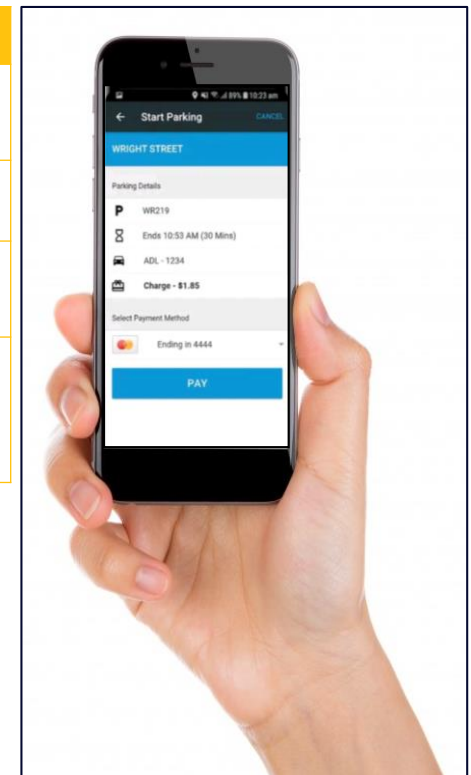# 'App Only' Payments vs Ticket Machines

The option for paid parking to operate without the need for Ticket Machine infrastructure is simpler and can deliver many benefits. There are however some factors which need to be taken into consideration, particularly that not every customer will have access to a smart device.

Additionally, current SA legislation requires a Ticket Machine to be operating for all paid parking, however changes which are expected to come into place later this calendar year should remove this requirement.

'App Only' Paid Parking

Benefits	Considerations
Cheaper and easier to install	Customers must have a smart device to park
Cheaper and easier to maintain	Perceived as inequitable
Better data to understand customer behaviour	Inconsistent with other areas of Adelaide
More flexible payment structure options	Changes to SA legislation is needed before this is an option – expected to be passed late 2020

Cost of Implementing Paid Parking (per 1,000 bays)	Ticket Machines only	Smart Parking with sensors	App Only Payments – no sensors
Upfront Installation	$563,000	$418,000	$52,000
Ongoing licence costs	$32,000 pa	$70,440 pa	$10,300 pa

Smart Parking Options
Smart Parking: Sensors vs No Sensors

Smart Parking and 'App Only' payments can operate without the need for in-ground parking sensors. The obvious benefit to not installing sensors and their associated infrastructure is a reduction in costs, however the trade off is a reduction in the benefits both for customers and council.

Paid Parking without Sensors

Benefits	Consideration
Cheaper to implement and easier to maintain	Customer not able to view reliable parking availability on the App
Easier to maintain and manage	Less efficient for monitoring compliance than with sensors

Cost of Implementing Paid Parking (per 1,000 bays)	Ticket Machines only	Smart Parking with sensors	App Only Payments – no sensors
Upfront Installation	$563,000	$418,000	$52,000
Ongoing licence costs	$32,000 pa	$70,440 pa	$10,300 pa

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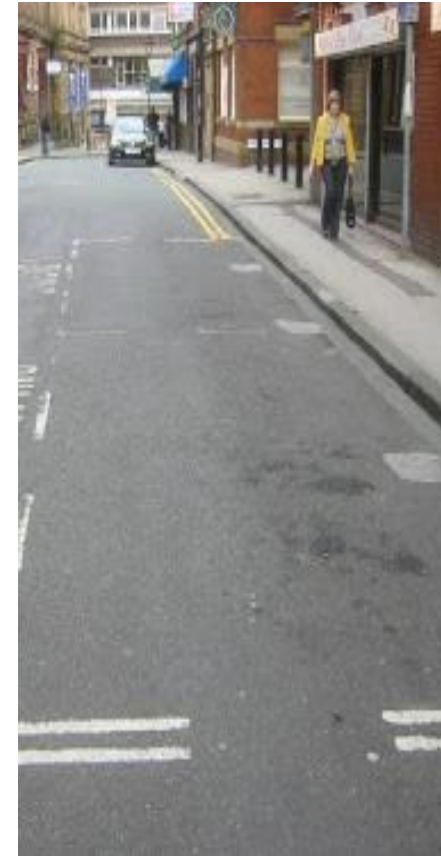
Smart Parking Options
Trial of 'App Only' Payment Zone

An 'App only' trial is considered best undertaken in zones with consistent/repeat customers, as it allows customers to become familiar with the process.

It is proposed that a trial is undertaken in the existing 10-hour paid parking bays highlighted on the map. This covers approx. 440 bays, which are currently underutilised and mainly used by long term commuters/workers.

In a trial, ticket machines would be covered and signage put in place to promote the app payment method. In addition, it is proposed the fee for these zones is reduced to encourage usage and also reflect the reduced cost to Council of providing paid parking via this method.

Any financial projections are based on a number of assumptions, however the trial will allow us to gain valuable data for future planning.

Current Weekday Utilisation

February 2020 occupancy approx. 60%

Current occupancy approx. 40%

Assumptions and Impacts	Current	Proposed
Bays	465	465
App fee	$14.00	$10.00
TM Fee	$14.00	NA
App payments	1.5%	100%
Occupancy	50%	60%
Annual income	$ 781,200	$ 699,600
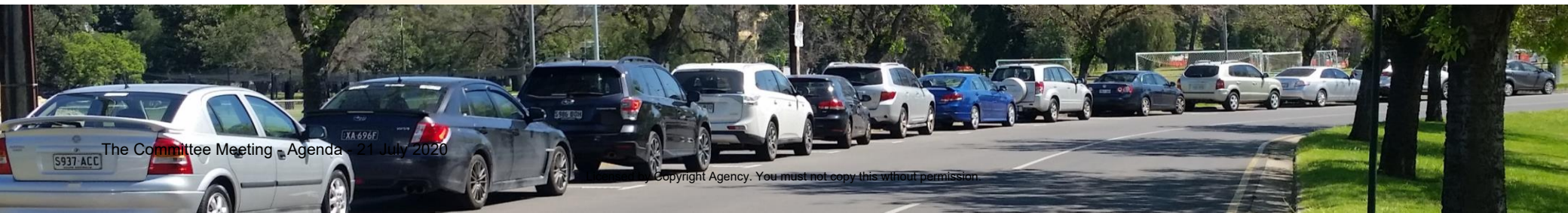
Smart Parking Options
Payment Structure Option 1: Flexible App fees

There is an opportunity to review the fee structure for on-street parking.

Park Adelaide currently mirrors the fees payable via the Ticket Machine, which are traditionally static throughout the year, only updated every budget cycle.

We do have the ability to offer reduced and more flexible fees to customers using Park Adelaide as making changes via the app is far simpler than at each Ticket Machine.

Benefits	Considerations
Incentivises use of Park Adelaide	Customers must have a smart device to access cheaper fees
Better data to understand customer behaviour	Potentially perceived as inequitable
Cheaper parking fees for customers	Budget impact
More flexible payment structure	While this is an option now, changes to SA legislation expected to be passed late 2020 will make Smart Parking fee changes even easier to implement
Easier to change fees more frequently	

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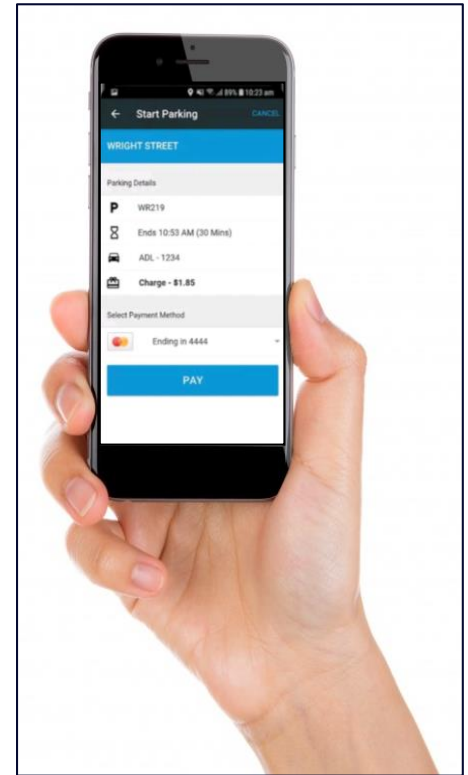
Smart Parking Options
Payment Structure Option 2: Discounted fees via the app - Trial 1

A trial of lowered fee rates via the app in a specific zone is possible with minimal upfront costs. This could be achieved in the current 10-hour paid parking bays, of which there are approx. 440 bays, which are currently underutilised.

It is recommended to offer a cheaper rate for payments made via Park Adelaide rather than Ticket Machines. Changes will be communicated via signage in the area, allowing us to assess the uptake in payments made via Park Adelaide & parking behaviour following the price drop.

Generally, these areas are occupied by city-workers parking in the area on a regular basis, therefore they will receive ongoing benefit from downloading Park Adelaide.

<u>Weekday Utilisation</u>

February 2020 occupancy approx. 60%

Current occupancy approx. 40%

	Current	Proposed
Ticket Machine	$14.00	$14.00
Park Adelaide	$14.00	$10.00

Assumptions and Impacts	Current	Proposed
Bays	465	465
App fee	$14.00	$10.00
TM Fee	$14.00	$14.00
App payments	1.5%	50%
Occupancy	50%	60%
Annual income	$ 781,200	$ 803,520

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Smart Parking Options
Payment Structure Option 3: Discounted fees via the app - Trial 2

An alternate trial would be to set a base discount across all paid parking, if paid via the app.

For example, from September 2020, payments via the app could be 25% cheaper than payment via the ticket machine.

This offers incentives for customers to use the app (which has benefits for Council) and allows us to test customer behaviour and feedback.

It could also be used in conjunction with App Only zone trials, ensuring that anywhere new paid parking is installed, the rate is lower.

A time limit for the discount can be set, with longer term decisions based on evidence and data collected during the trial.

	Current	Proposed
Reduction via App	NA	25%
App payments	1.5%	40%
Occupancy	65%	70%
Annual income	$ 10,850,000*	$ 10,520,000

* 2018/19 income

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Smart Parking Options
Payment Structure Option 4: Usage Based Pricing

Data provided from the Smart Parking technology provides the opportunity to allow for a usage based pricing model, where parking fees are used as a mechanism to ensure bays are available in areas where demand is high, and use of underutilised bays is encouraged.

This can be achieved by decreasing the fee in underutilised areas until a portion of the empty spaces fill. Similarly, increasing the prices (to an agreed maximum rate) in high demand areas where locating parking is near-impossible, will ensure parking is available to those who really need it.

It is accepted within the parking industry that approximately **80-85% occupancy** of on-street bays provides an ideal balance between best utilisation and availability.

An example framework for usage based pricing could be:
* Council set a maximum fee rate per zone at the start of the year (anticipated to be the current fee rate)
* Council delegate ability for Administration to lower the fee according to usage rate each month/quarter, or raise it to the maximum rate set by Council
* It is recommended that fees would be reviewed quarterly
* For accurate calculation of the fee, it is recommended that Smart Parking sensors be installed for this approach

Example Scenario	Impact on Price
If occupancy falls below 60%	Decrease on-street parking fee by 25%
If occupancy falls within 60-80%	Fee remains the same
If occupancy is greater than 80%	Increase fee by 25% – up to max cap set by Council
Benefits	**Considerations**
Underutilised bays are cheaper	Fees will differ from street to street
Higher demand bays are more expensive	Difficult to predict impacts on income
Increased turnover	New rates only available via Park Adelaide
Allows for optimal use of on-street space	

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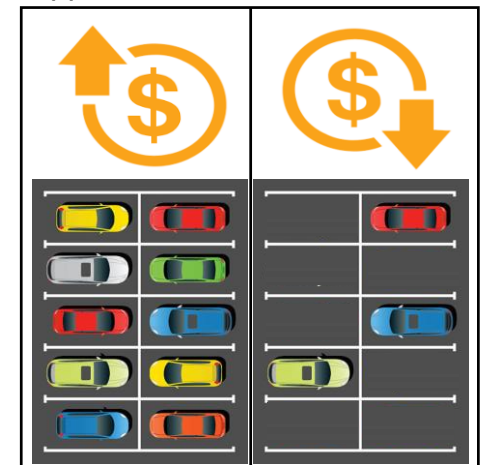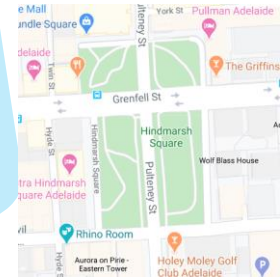
Smart Parking Options
Payment Structure Option 4: Usage Based Pricing

EXAMPLE

The below is provided as an example framework only. The occupancy has been taken from before Adelaide was impacted by COVID-19 and is likely not reflective of the current situation.

Hindmarsh Square

Weekday Occupancy reaching 91%
<Increase rate by 25% up to the max rate>

Weekday Occupancy reaching 75%
<Rate remains the same>

Gouger Street

Rundle Road

Weekday Occupancy reaching 49%
<Decrease parking fee rate by 25%>

Weekday Occupancy reaching 69%
<Rate remains the same>

Hindley Street

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Expanding Paid Parking

Vehicle turnover is imperative to ensuring parking availability and access to the City is maintained.

The number of motorists who overstay time limits in unpaid parking bays is observed to be about twice as many compared to those overstaying the time limit where payment is required.

Paid parking provides a more efficient way to increase vehicle turnover, thereby increasing availability, it also reduces the need for monitoring and issuing expiations due to higher compliance (self-monitoring).

The majority of on-street parking bays in the City of Adelaide are currently unpaid.

Parking bays in Adelaide

On Street Restricted, 4,500, 19%
Off Street UPark, 6100, 26%
On Street Unpaid Parking, 10,000, 42%
On Street Paid Parking, 3,000, 13%
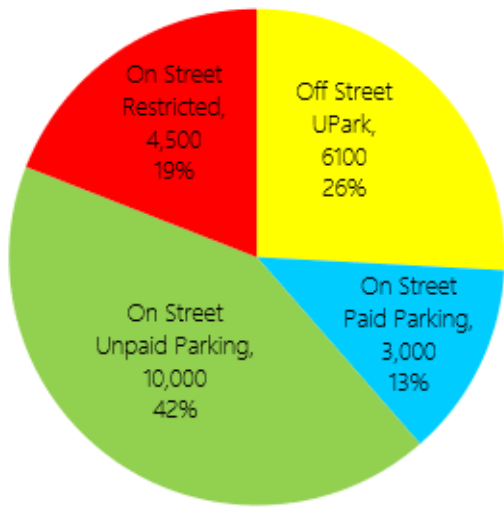
Expanding Paid Parking

Benefits	Consideration
Greater parking turnover/availability	Motorists prefer unpaid parking
Operational enforcement efficiencies	Perception of making parking more difficult
Increased income	Perception of revenue raising instead of creating availability

Paid parking locations

MAP LEGEND
Zone 1
Zone 2
10 hr paid parking

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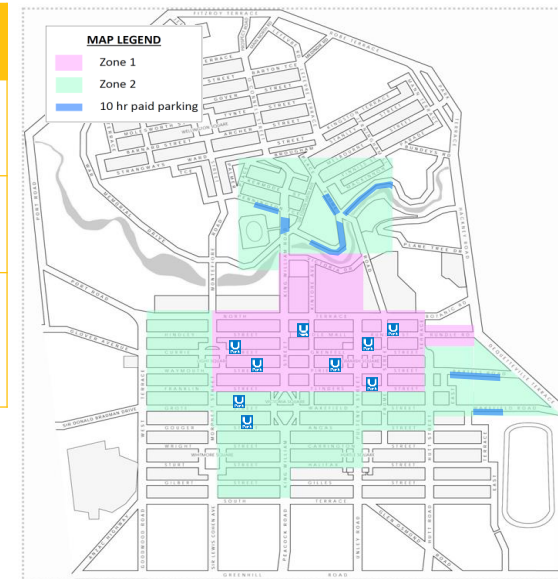
Smart Parking Options
Expanding Paid Parking – Trial 1

Suggested locations for an expansion of paid parking are indicated on the map.

Increasing paid parking in these main streets is a consistent approach to other paid parking locations, and ensures parking availability in the areas closest and most convenient to businesses.

Parking in the adjacent side streets a short walk away will remain unpaid.

It would be proposed to convert approx. half the currently unpaid-bays (>15min time limit) in the highlighted streets to paid parking.

It is also proposed to use the Zone 3 fee which exists in the Fees and Charges schedule for these areas.
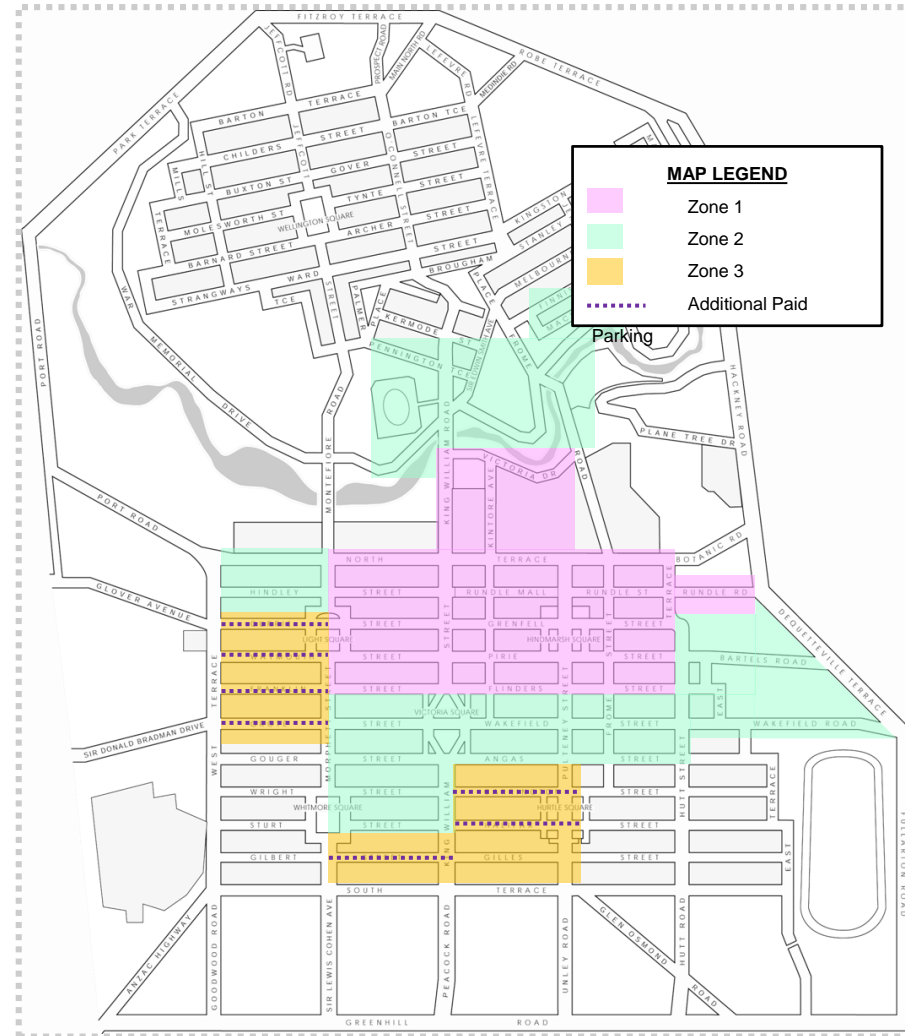
	Install Cost	Ongoing Licencing & Support		
Ticket Machines*	$692,736	$39,360 pa	Bays	319
Smart Parking with sensors*	$149,292	$22,470 pa	Expected Income**	$466,628 pa
Smart Parking no sensors (App only payment)	$16,600	$3,300 pa		

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MAP LEGEND
Zone 1
Zone 2
Zone 3
Additional Paid Parking

* If required

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** Based on Zone 3 rates and 80% of 2018/19 occupancy in surrounding areas

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Smart Parking Options
# Expanding Paid Parking – Trial 2

An alternate option for the initial expansion of paid parking is in the 10 hour unpaid parking zones in the areas indicated on the map.

These locations are adjacent to Park Lands and currently provide all day free parking, which is largely used by CBD workers. Implementing paid parking in these locations at an appropriate fee will support availability for recreational use in the parklands while also providing all day parking to those who require it, for a fee.

It is recommended that the fee be regularly reviewed to ensure parking availability is maintained for short-term parkland users.

On-Street Parking Policy Statement
"Council recognises that the parking requirements of recreational users in the Park Lands have priority. On-street parking in and around the Park Lands will be time limited to encourage medium stay visits to the Park Lands."

MAP LEGEND
Zone 1
Zone 2
Current 10hr paid parking
Additional 10hr paid parking
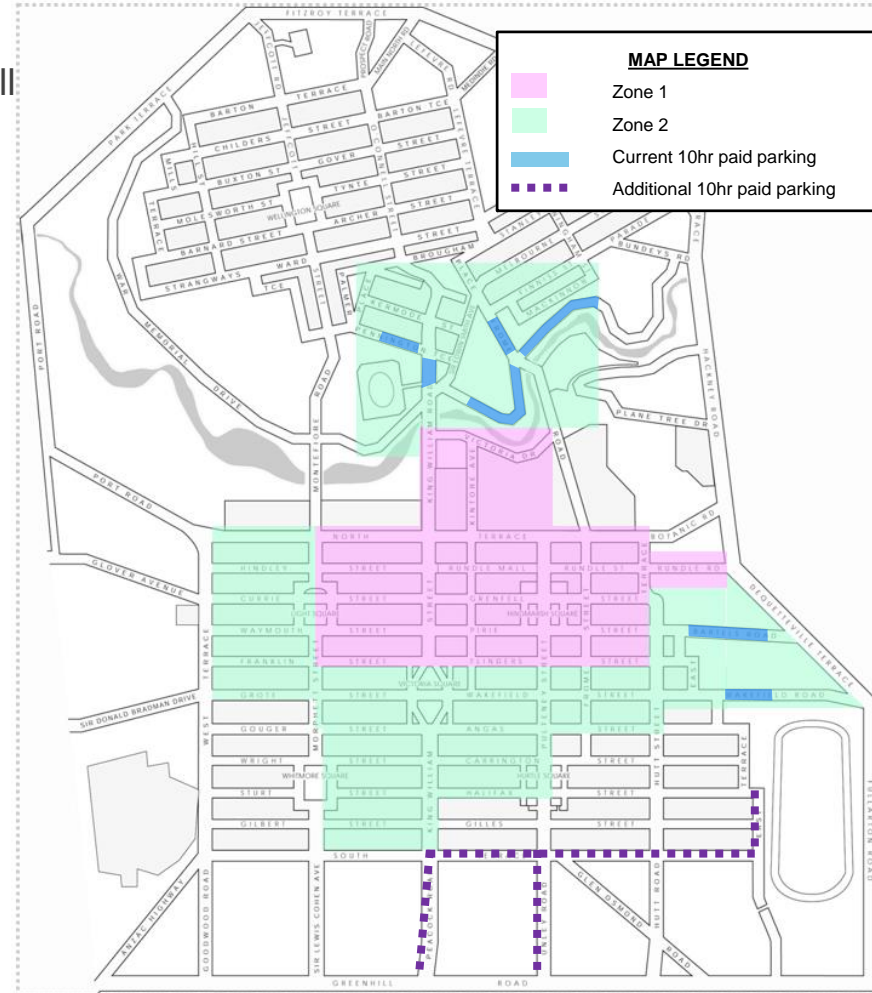
	Install Cost	Ongoing Licencing & Support		
Ticket Machines*	$135,168	$7,680 pa	Bays	164
Smart Parking*	$76,752	$11,552 pa	Expected Income**	$165,312 pa
Smart Parking no sensors (App based payment)	$8,500	$1,700 pa		

The Committee Meeting - Agenda - 21 July 2020

** Based on 60% utilisation

Smart Parking Options | 21 July 2020

Dynamic
City Culture

Adelaide's Christmas Festival 2020
To seek Council's guidance and input on the desired deliverables for Christmas 2020

Community & Culture

Christie Anthoney

CITY OF ADELAIDE

Adelaide's Christmas Festival 2020
Why are we here?

- The Christmas in the City Strategy 2014 – 2018 is at its end of life.

- Work on the development of a new Christmas Festival Plan 2021-2024 has commenced.

- **The purpose of this workshop is to:**

  - present an overview of the lessons learnt from the implementation of the Christmas in the City Strategy 2014-2018 with a cultural, social and wellbeing lens

  - present our proposed response in 2020 to the lessons learnt

  - seek your feedback regarding the proposed key deliverables for Christmas 2020

  - seek your guidance and views on the proposed outcomes for Christmas 2020 and beyond.

The Committee Meeting - Agenda - 21 July 2020

PAULA MCMANUS | PHOTOGRAPHY

Adelaide's Christmas Festival 2020
Key Questions

KEY QUESTION 1

Which of the proposed outcomes do you feel will help achieve your vision for Christmas?

KEY QUESTION 2

Is there anything else you would like to see included in the outcomes for Christmas?

KEY QUESTION 3

Which of the proposed key deliverables are the most important?

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
Implications

Implication	Comment
Policy	Christmas Festival 2020 is a deliverable under Council's Strategic Plan, contributing to Dynamic City Culture through Celebration of diverse community, culture and creativity and Beautiful, surprising places; and to Strong Economies through Main streets and laneways activated for economic growth.
Consultation	Key Stakeholders including the Rundle Mall Management Authority, the Adelaide Central Market Authority, South Australian Tourism Commission, Festivals Adelaide and DPC will be engaged in the development of the Christmas Festival 2020 Delivery Plan. Consultation, research and data collection will be undertaken from November 2020 to January 2021 to evaluate the effectiveness of Christmas Festival 2020 to inform future planning.
Resource	An additional resource will be required to deliver the 2020-21 Christmas project. This expense has been included as part of the 2020-21 Business Plan and Budget currently out for public consultation.
Risk / Legal / Legislative	There is significant risk to the delivery of Christmas 2020 year, as a result of post covid-19 restrictions to people gathering, and business shutdown and recovery. It must be noted that event planning for major summer 2020/21 events has experienced significant disruption and likely to result in all major events experiencing decreases in numbers and delivery implications. The general public are also moving slowly into gathering in groups again and this will impact visitation.
Implication	The approach to Christmas 2020 must be Covid-safe, flexible to adjust to any further changes in restrictions and supportive of local businesses and the broader city community.

Adelaide's Christmas Festival 2020
Budget/Financial Implications

Implication	Comment
20/21 Budget Allocation	Infrastructure and resourcing budget still to be endorsed.
20/21 Budget Reconsideration (if applicable)	Not as a result of this workshop
Proposed 20/21 Budget Allocation	$650K
Ongoing Costs (eg maintenance cost)	Not in relation to Christmas 2020.
Other Funding Sources	Partners including Rundle Mall Management Authority, Adelaide Central Market Authority and Events SA for Christmas 2020

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
History of Christmas in the City

CHRISTMAS IN THE CITY STRATEGY 2014-2018

OBJECTIVES

Position the city as the premier shopping, dining and event destination.	Ensure the city feels festive, vibrant and inviting and showcases the city's unique offering.	Encourage more people to spend more time in the city during the festive season.	Build a sense of community, connectivity and seasonal spirit.	Social responsibility and giving back to the community.	Bring economic benefit to precinct groups, retailers and the city in general.

PILLARS

INFRASTRUCTURE (LIGHTING & DECORATIONS)	ENGAGEMENT PRECINCT / BUSINESSES	ACTIVATION	MARKETING

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
History of Christmas in the City

LESSONS LEARNT 2014-2019

CHRISTMAS 2020 RESPONSE

LESSONS LEARNT 2014-2019	CHRISTMAS 2020 RESPONSE
Greater collaboration needed between City of Adelaide, Rundle Mall Management Authority, Adelaide Central Market Authority and key events.	• Christmas activity city-wide will be promoted under the umbrella of Adelaide's Christmas Festival as part of a cohesive and integrated approach
Scale back minor activations and focus on key drawcards / unique experiences.	• Magical experiences and hubs; e.g. Adelaide Town Hall, Christmas tree lighting and focused activations.
Leverage existing assets and infrastructure.	• Including use of city venues, banners and building on existing partnerships.
Balance of daytime experiences and decorative pieces as well as evening activations.	• Implementation of the Christmas Incentive Scheme to support businesses, artists and the community to deliver a layered and rich experience by day and night include lighting installations, maker markets, live music and performance, window shopfronts to attract visitation, support cultural and economic growth.
Join up City-wide marketing and promotions.	• Adelaide's Christmas Festival enables a city-wide approach to marketing and promotions.
Engage with relevant stakeholders early.	• Significant Consultation with key stakeholders and the community on new approach for 2021-2024 during 2020 delivery phase. This will include engagement on participation, social connectedness and wellbeing.
Ongoing need for dedicated resources and upfront budgeting.	• There is a commitment in the annual operating budget to Christmas delivery.

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
Christmas 2020 Proposed Approach

- A new Christmas Festival Plan was to be developed this year for 2020-2024, however 2020 has been a challenging year.

- There has been mass disruption to people's everyday life and to the operations of many of our retail/hospitality businesses and creative industries due to Covid-19 shutdowns and restrictions.

- In response to these challenges and the uncertainty around restrictions changing with limited notice, we are proposing that Christmas 2020 will celebrate what we have and what we are grateful for.

- For Christmas 2020, visitors, residents, businesses, artists and precincts will be engaged to be part of Adelaide's first Christmas Festival, delivering memorable and magical experiences in our City.

- The program will build on the successes of last year's Christmas activities, as well as the introduction of new elements taking into consideration key insights gained in recent years and the need to continue to support businesses and creative industries.

- **Throughout the Christmas Festival we will undertake s**takeholder and community engagement, consultation and research.

- These findings, together with Council's vision for Christmas, will inform a draft Christmas Festival Plan 2021-24, ready for Council's endorsement in April 2021.

PEACE

love

JOY

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
Definition of a Festival

''*Achieving economic growth through a cultural lens*''

- A catalyst for local economic impact

- A long program of coordinated activity in a place

- A culturally significant celebration

- A platform to showcase artists and performers as part of the shopping experience

- A tourist destination

- Magical places to visit

- Inclusive and accessible

- Engenders wellbeing

The Committee Meeting - Agenda 21 July 2020

Adelaide's Christmas Festival 2020
Why is a Christmas Festival so important in 2020?

- Delivers on Council's Strategic Plan contributing to Strong Economies and Dynamic City Culture

- Takes a whole of city approach to Christmas, ensuring consistency and cohesion across Rundle Mall, Adelaide Central Market, mainstreets and other key Christmas activity hubs and spaces throughout the city.

- Generates spending on retail and hospitality through attracting visitation

- Directly funds city businesses, makers and creative industries to pilot attractions such as lighting, storefront displays, arts, experiences and performance

- A platform for collaboration with creative partners to create magical places such as the creation of the Adelaide Town Hall as a Christmas Hub

- Celebrates Adelaide's unique and signature festive events like the Pageant

- Can deliver on Recovery + Reimagine ideas

- Showcases our assets as a City with an enviable lifestyle, climate and level of wellbeing.

- Delivers a coordinated season of daily summer activity and nightly attractions

- Festivals = visitor expenditure (top 11 festivals bring $109m to City of Adelaide annually)

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
A Cohesive and Integrated Approach

The success of Adelaide's Christmas Festival will rely on:

- A cohesive and integrated plan to deliver city-wide outcomes for the community

- Consistency across the City of Adelaide, Rundle Mall Management Authority and Adelaide Central Market Authority

- Community, precinct and business engagement: Traders are key to the success of the Incentive Scheme

- Internal collaboration between teams including Community and Culture, Marketing, Infrastructure, Economic Development & Sustainability and Public Realm.

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
Proposed Outcomes

Outcome 1: City businesses, artists and makers will be directly supported to grow their cultural, artistic and economic contribution to the city to attract audiences, visitors and givers.

Outcome 2: The City will be brimming with magical places, dynamic destinations and sensory experiences that people feel they must visit both day and night.

Outcome 3: The City will be the premiere location in South Australia to participate in the signature events of the Christmas season.

Outcome 4: Adelaide's Christmas Festival will nurture and build partnerships to create a festive season that is culturally rich, meaningful and prosperous.

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival| 21 July 2020

Adelaide's Christmas Festival 2020
Proposed Key Deliverables

''*Achieving economic growth through a cultural lens*''

Lighting & Decorations

Signature Events
e.g. Christmas Pageant & Christmas Tree Lighting

Adelaide Town Hall
The Magical Home of the Christmas Pageant

Christmas Incentive Scheme
Directly supports and funds precincts, businesses and artists to activate the city with unique Christmas experiences.

- Makers Markets
- Window Wonderland (encouraging businesses to utilise their shopfronts to attract visitation through delighting and surprising people of all ages)
- Live Music and Performance
- Community Events

Marketing Campaign
A strong digital focus on a day/night calendar of activity

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
Proposed Christmas Festival Timeline

Christmas Tree 31 October – 09 January

Rundle Mall lighting, music, shop windows and decorations 01 November – 06 January

Christmas Lights 14 November – 09 January

Christmas Windows 14 November – 25 December

Christmas Maker Markets 14 November – 25 December

Live Music and Performance 14 November – 25 December

Bespoke Lighting Installation 21 November – 09 January

Adelaide Town Hall Pageant Exhibition 21 November – 24 December

November	**December**	**Jan**

Christmas banners
01 November

Christmas Pageant
14 November

Christmas Tree Lighting event
21 November

Lord Mayor's Christmas Gala
13 December

Christmas Day
25 December

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
Proposed Activity Map

Proposed Christmas Festival Activity Map

Mainstreets

- Christmas Maker Markets
  14 November – 25 December

- Christmas Lights
  14 November – 09 January

- Christmas Windows
  14 November – 25 December

- Live Music and Performance
  14 November – 25 December

- Christmas banners

Laneways

- Music in the Streets
  14 November – 25 December

- Community Art, Lighting
  and performances
  14 November – 25 December

Squares

- Christmas Tree
  31 October – 09 January

- Christmas Tree Lighting event
  21 November

Christmas Hubs

- Rundle Mall lighting, music, shop
  windows and decorations
  01 November – 06 January

- Adelaide Central Market Christmas
  decorations and activation

- Adelaide Town Hall

Major Events

- Christmas Pageant
  14 November

- Christmas Tree Lighting Event
  21 November

- Adelaide Town Hall
  Pageant Exhibition
  21 November – 25 December

- Lord Mayor's Christmas Gala
  13 December

- Carols by Candlelight

and more across the city...

The Committee Meeting - Agenda - 21 July 2020
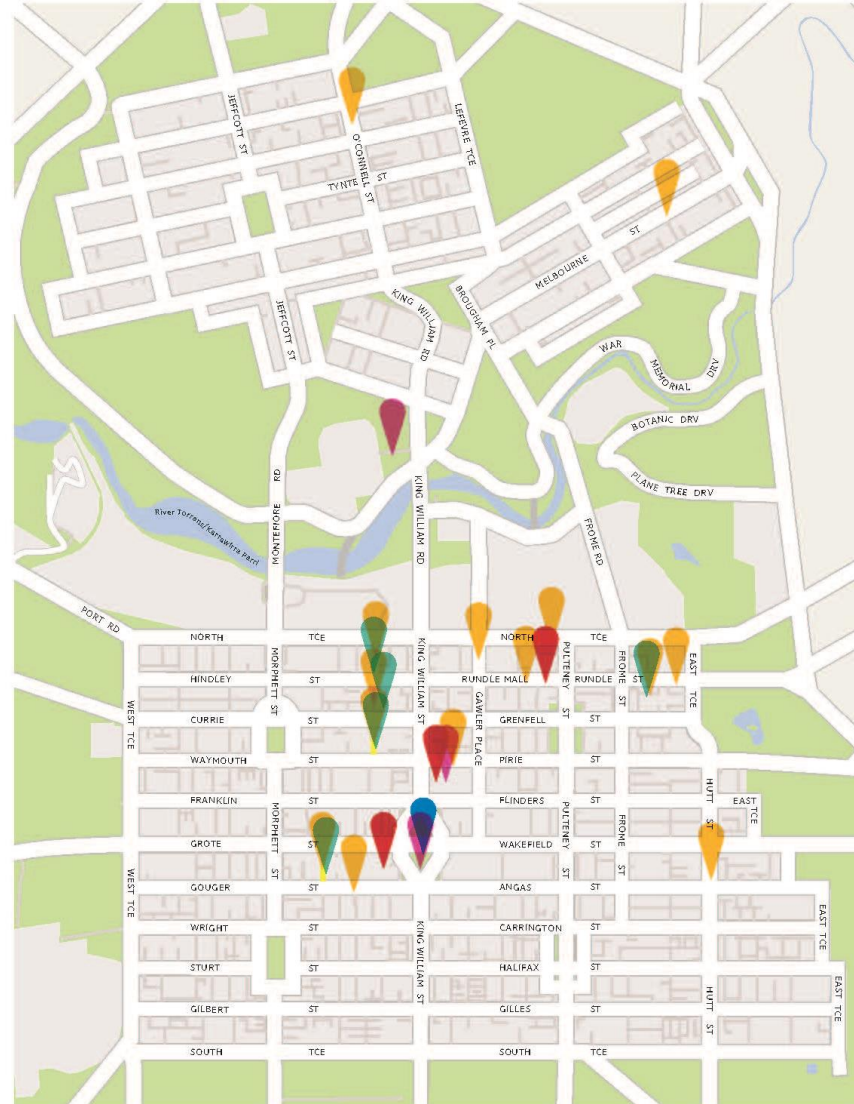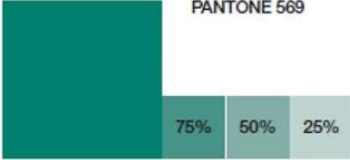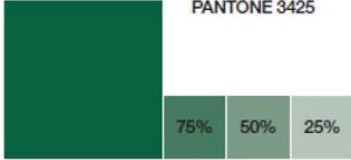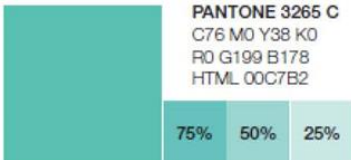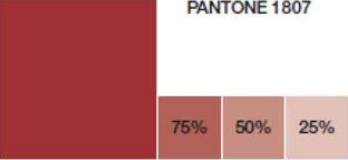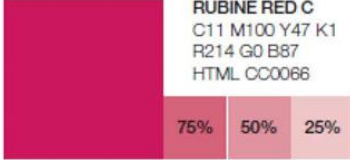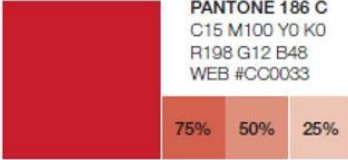
Adelaide's Christmas Festival 2020
City-Wide Marketing

- To promote this Christmas calendar of activity, a cohesive and integrated approach to marketing Christmas city-wide is important.

- This will be achieved under the umbrella of Adelaide's Christmas Festival.

- With unique messaging required to promote Rundle Mall, Adelaide Central Market as well as City of Adelaide's events, activations and other experiences, this can become difficult.

- To ensure that there is some consistency regarding the look and feel of Christmas in the City, a Christmas colour palette has been developed for the City of Adelaide, Rundle Mall and Adelaide Central Market.

- Although each of the colour palettes adopted by Rundle Mall, Adelaide Central Market and the City of Adelaide are slightly different, they are complimentary to one another.

- The colour palettes and examples of creative artwork using each palette can be seen in the slides to follow....

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
Christmas Colour Palettes

City of Adelaide

Rundle Mall

Adelaide Central Market

Adelaide's Christmas Festival 2020
City of Adelaide Creative Executions

Adelaide's Christmas Festival 2020
City of Adelaide Creative Executions - Social

Adelaide's Christmas Festival 2020
Rundle Mall Management Authority Creative Executions

The Committee Meeting - Agenda - 21 July 2020

Adelaide's Christmas Festival 2020
Adelaide Central Market Authority Creative Executions

Adelaide's Christmas Festival 2020
Next Steps

Planning & Delivery Commences	August 2020
Incentive Scheme Open	August 2020
Christmas Festival Start Date	1 November 2020
Stakeholder consultation, engagement and research commences	21 November 2020
Christmas Festival End	6 January 2021
Christmas 2020 Evaluation and Christmas Festival Plan 2021-2024 to Committee and Council for Consideration	April 2021

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Adelaide's Christmas Festival| 21 July 2020

Adelaide's Christmas Festival 2020
Merry Christmas Adelaide

Exclusion of the Public

Program Contact:
Mark Goldstone, Chief
Executive Officer 8203 7234

2018/04291
Public

Approving Officer:
Mark Goldstone, Chief
Executive Officer

EXECUTIVE SUMMARY

It is the recommendation of the Chief Executive Officer that the public be excluded from this Committee meeting for the consideration of the following information and matters contained in the Agenda.

Strategic Alignment – Strong Economies

6.1.   Eighty Eight O'Connell – Project Update [s 90(3) (b) &(d)]

The Order to Exclude for Item 6.1:

1.   Identifies the information and matters (grounds) from s 90(3) of the *Local Government Act 1999 (SA)* utilised to request consideration in confidence.

2.   Identifies the basis – how the information falls within the grounds identified and why it is necessary and appropriate to act in a meeting closed to the public.

3.   In addition identifies for the following grounds – s 90(3) (b), (d) or (j) - how information open to the public would be contrary to the public interest.

ORDER TO EXCLUDE FOR ITEM 6.1

THAT THE COMMITTEE

1.   Having taken into account the relevant consideration contained in s 90(3) (b) & (d) and s 90(2) & (7) of the *Local Government Act 1999 (SA)*, this meeting of The Committee dated 21/7/2020 resolves that it is necessary and appropriate to act in a meeting closed to the public as the consideration of Item 6.1 [Eighty Eight O'Connell – Project Update] listed on the Agenda in a meeting open to the public would on balance be contrary to the public interest.

Grounds and Basis

This item contains certain information of a confidential nature (not being a trade secret) the disclosure of which could reasonably expect to confer a commercial advantage on a person with whom the Council is conducting business, prejudice the commercial position of the Council and prejudice the commercial position of the person who supplied the information and confer a commercial advantage on a third party.

More specifically, the disclosure of certain information in this Workshop could reasonably prejudice the commercial position of Council given that the City of Adelaide Council land holding is the subject of commercial negotiations.

Public Interest

The Committee is satisfied that the principle that the meeting be conducted in a place open to the public has been outweighed in the circumstances given that information within this report pertains to commercial negotiations for a City of Adelaide land holding. The release of such information may severely prejudice the Council's ability to secure a developer to undertake development of the land for the benefit of the City of Adelaide, Council and the community in this matter.

2.   Pursuant to s 90(2) of the *Local Government Act 1999 (SA)*, this meeting of The Committee dated 21/7/2020 orders that the public (with the exception of members of Corporation staff and any person permitted to

remain) be excluded from this meeting to enable this meeting to receive, discuss or consider in confidence Item 6.1 [Eighty Eight O'Connell – Project Update] listed in the Agenda, on the grounds that such item of business, contains information and matters of a kind referred to in s 90(3) (b) & (d) of the Act.

DISCUSSION

1. s 90(1) of the *Local Government Act 1999 (SA),* directs that a meeting of a Council Committee must be conducted in a place open to the public.

2. s 90(2) of the *Local Government Act 1999 (SA),* states that a Council Committee may order that the public be excluded from attendance at a meeting if the Council Committee considers it to be necessary and appropriate to act in a meeting closed to the public to receive, discuss or consider in confidence any information or matter listed in s 90(3).

3. s 90(3) prescribes the information and matters that a Council may order that the public be excluded from.

4. s 90(4) of the *Local Government Act 1999 (SA),* advises that in considering whether an order should be made under s 90(2), it is irrelevant that discussion of a matter in public may:

    4.1 cause embarrassment to the council or council committee concerned, or to members or employees of the council or

    4.2 cause a loss of confidence in the council or council committee, or

    4.3 involve discussion of a matter that is controversial within the council area, or

    4.4 make the council susceptible to adverse criticism.

5. s 90(7) of the *Local Government Act 1999 (SA)* requires that an order to exclude the public:

    5.1 Identify the information and matters (grounds) from s 90(3) of the *Local Government Act 1999 (SA)* utilised to request consideration in confidence.

    5.2 Identify the basis – how the information falls within the grounds identified and why it is necessary and appropriate to act in a meeting closed to the public.

    5.3 In addition identify for the following grounds – s 90(3) (b), (d) or (j) - how information open to the public would be contrary to the public interest.

6. s 87(10) of the *Local Government Act 1999 (SA)* has been utilised to identify in the Agenda and on the Report for the meeting, that the following matter is submitted seeking consideration in confidence.

    6.1 Information contained in Item 6.1 – Eighty Eight O'Connell – Project Update

        6.1.1 Is subject to Existing Confidentiality Orders – 19/11/2019 and 17/3/2020.

        6.1.2 The grounds utilised to request consideration in confidence is s 90(3) (b) & (d)

            (b) information the disclosure of which—
                (i) could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and
                (ii) would, on balance, be contrary to the public interest

            (d) commercial information of a confidential nature (not being a trade secret) the disclosure of which—
                (i) could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
                (ii) would, on balance, be contrary to the public interest

ATTACHMENTS

Nil

The Committee Meeting - Agenda - 21 July 2020

Confidential Item 6.1

Workshop in Confidence – Eighty Eight O'Connell – Project Update

Section 90 (3) (b) & (d) of the *Local Government Act 1999 (SA)*

Pages 54 to 59