



THE COMMITTEE MINUTES

for the meeting

Tuesday 21 July 2020

in the Colonel Light Room
Adelaide Town Hall



Present - The Right Honourable the Lord Mayor, Sandy Verschoor;
Deputy Lord Mayor, Councillor Hyde (Chair)
Councillors Abrahamzadeh, Couros (Deputy Chair), Donovan, Hou, Khera, Knoll,
Mackie, Martin, Moran and Simms.

Acknowledgement of Country

At the opening of the Committee Meeting, the Chair stated:

'Council acknowledges that we are meeting on traditional Country of the Kurna 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 Kurna people living today.

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

Apologies and Leave of Absence

Nil

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.

Discussion Forum Items

Presentation

The Presentation listed as Item 4.1 – City Access Strategy was withdrawn.

Workshops

Strategic Alignment – Thriving Communities

1. Item 4.2 – Workshop – Smart Parking Options [2016/02563] [TC]

Discussion Facilitators:

Vanessa Godden, Associate Director, Customer & People, City of Adelaide
Steve Zaluski, Manager City Services, On Street Park Management, City of Adelaide

Precis of topic:

The Committee was provided with information to seek views on options for approaching on-street parking in a post-COVID environment.

During the workshop:

- Councillor Couros left the Colonel Light Room at 6.22pm and re-entered at 6.24pm
- The Lord Mayor left the Colonel Light Room at 6.38pm and re-entered at 6.42pm
- Councillor Simms left the Colonel Light Room at 6.54pm and re-entered at 6.55pm
- Councillor Abrahamzadeh left the Colonel Light Room at 6.59pm

The PowerPoint presentation utilised is attached for reference at the conclusion of the Minutes of this meeting.

sStrategic Alignment – Dynamic City Culture

2. Item 4.3 - Workshop – Adelaide’s Christmas Festival 2020 [2020/00804] [TC]

Discussion Facilitators:

Christie Anthony, Associate Director, People & Culture, City of Adelaide
Noni Williams, Manager City Experience, City of Adelaide

Precis of topic:

The Committee was provided with information and participated in an online poll to seek The Committee’s guidance and input on the desired deliverables for Christmas 2020.

During the workshop:

- Councillor Abrahamzadeh re-entered the Colonel Light Room at 7.01pm
- Councillor Moran left the Colonel Light Room at 7.20pm and re-entered at 7.23pm

The PowerPoint presentation utilised is attached for reference at the conclusion of the Minutes of this meeting.

Exclusion of the Public

3. Item 5.1. - Exclusion of the Public to Consider in Confidence [2018/04291] [TC]

Strategic Alignment – Strong Economies

- 6.1. Eighty Eight O’Connell – Project Update [s 90(3) (b) &(d)]
- 6.2. Place Portfolio Update [s 90(3) (a) &(b)]

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.

Order to Exclude for Item 6.2

THAT THE COMMITTEE

1. Having taken into account the relevant consideration contained in s 90(3) (a) & (b) 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 6.2 [Place

Portfolio Update] listed on the Agenda in a meeting open to the public would on balance be contrary to the public interest.

Grounds and Basis

The Item contains information that must be considered in confidence to ensure the Council does not breach any law, any duty of confidence, or other legal obligation or duty. Disclosure would involve the unreasonable disclosure of information concerning the personal affairs of a person. Public discussion and disclosure of information in this report prior to a resolution being determined by Council may potentially implicate a person's reputation in the business community and prejudice the commercial position of Council

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 contract negotiations.

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 6.2 [Place Portfolio 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) (a) & (b) of the Act.

Members of the public and Corporation staff present not directly involved with Items 6.1 & 6.2 left the meeting at 7.36pm.

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 4 - 57

Confidential Item 6.2

Place Portfolio Update

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

Pages 58 - 65

The meeting re-opened to the public at 8.46pm.

Confidentiality Orders

Minute 4 - Item 6.1 – Workshop in Confidence – Eighty Eight O’Connell – Project Update [TC]

That in accordance with Section 91(7) & (9) of the *Local Government Act 1999 (SA)* and because Item 6.1 [Eighty Eight O’Connell Update] listed on the Agenda for the meeting of The Committee held on 21 July 2020 was received, discussed and considered in confidence pursuant to Section 90(3) (b) & (d) of the *Local Government Act 1999 (SA)*, this meeting of The Committee do order that:

1. The report, the discussion and any other associated information submitted to this meeting and the Minutes of this meeting in relation to the matter remain confidential and not available for public inspection until 31 December 2027.
2. The confidentiality of the matter be reviewed in December 2021.
3. The Chief Executive Officer be delegated the authority to review and revoke all or part of the order herein and directed to present a report containing the Item for which the confidentiality order has been revoked.

Minute 5 - Item 6.2 – Place Portfolio Update [TC]

That in accordance with Section 91(7) & (9) of the *Local Government Act 1999 (SA)* and because Item 6.2 [Place Portfolio Update] listed on the Agenda for the meeting of The Committee held on 21 July 2020 was received, discussed and considered in confidence pursuant to Section 90(3) (a) & (b) of the *Local Government Act 1999 (SA)*, this meeting of The Committee do order that:

1. The report, the discussion and any other associated information submitted to this meeting and the Minutes of this meeting in relation to the matter remain confidential and not available for public inspection until 31 December 2027.
2. The confidentiality of the matter be reviewed in December 2021.
3. The Chief Executive Officer be delegated the authority to review and revoke all or part of the order herein and directed to present a report containing the Item for which the confidentiality order has been revoked.

Closure

The meeting closed at 8.46pm.

Deputy Lord Mayor, Councillor Hyde
The Committee Chair

Documents attached:

Minute 1 – Item 4.2 – Workshop – Smart Parking Options, PowerPoint Presentation
Minute 2 – Item 4.3 – Workshop – Adelaide’s Christmas Festival 2020, PowerPoint Presentation

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



Smart Parking Options

On-Street Parking and COVID-19 Recovery

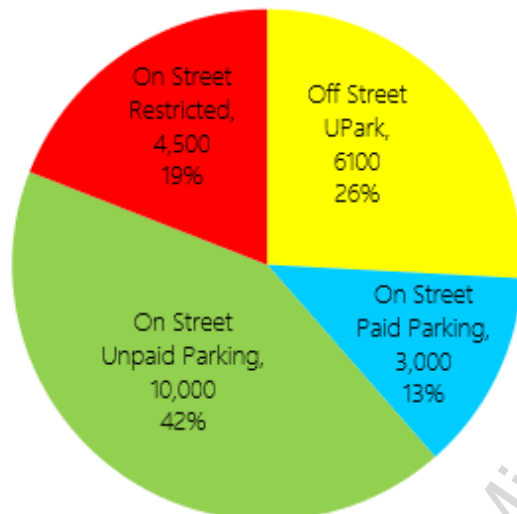
City Recovery Through On-Street Parking

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.

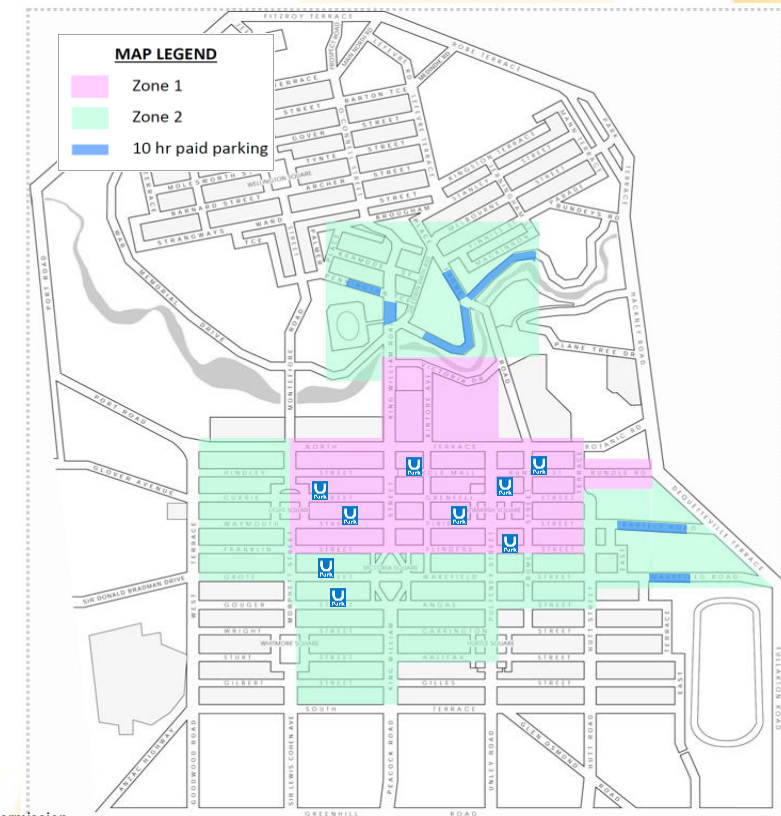
Breakdown of parking bays in City of Adelaide



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

Locations of Paid Parking (and UPark stations)



Smart Parking Options

Current Park Adelaide Usage



Total Users	
28,769	
Guest Only Users	Registered Users
10,859	17,910

	Transactions Count	Amounts
Initial Transactions	28,082	\$173,994.90
Top Up Transactions	1,457	\$3,168.60
Extended Stay Transactions	922	\$5,065.73
<hr/>		
Income		\$182,229.23
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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

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

Opportunities for Enhancing Smart Parking

The slides sent with the agenda presented 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.

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

Options to Respond to the Motion on Notice

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

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?

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 Anthony



CITY OF
ADELAIDE

Adelaide's Christmas Festival 2020

Why are we here?

This workshop is in response to the 19 November 2019 Motion on Notice which states that Council:

1. Notes the 2014-2018 Christmas in the City Strategy and Action Plan is due for renewal.
2. Requests administration commence the preparation of a new Christmas in the City Strategy and Action Plan 2020-2025.
3. Requests as part of the preparation of the new Christmas in the City Strategy 2020-2025 that Administration holds a workshop with Committee.

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

The pre-reading provided to Council for this workshop presented:

- an overview of the lessons learnt from the implementation of the Christmas in the City Strategy 2014-2018;
- proposed response in 2020 to the lessons learnt, including proposed outcomes and six key deliverables.

The purpose of this workshop is to:

- seek your feedback regarding the proposed key deliverables for Christmas 2020 and seek your guidance and views on the proposed outcomes for inclusion in the Christmas Festival Plan 2021-2024.



Christmas in the City – Strategic Context

CHRISTMAS IN THE CITY STRATEGY 2014-2018

PILLARS

**INFRASTRUCTURE
(LIGHTING &
DECORATIONS)**

**ENGAGEMENT
PRECINCT /
BUSINESSES**

ACTIVATION

MARKETING

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

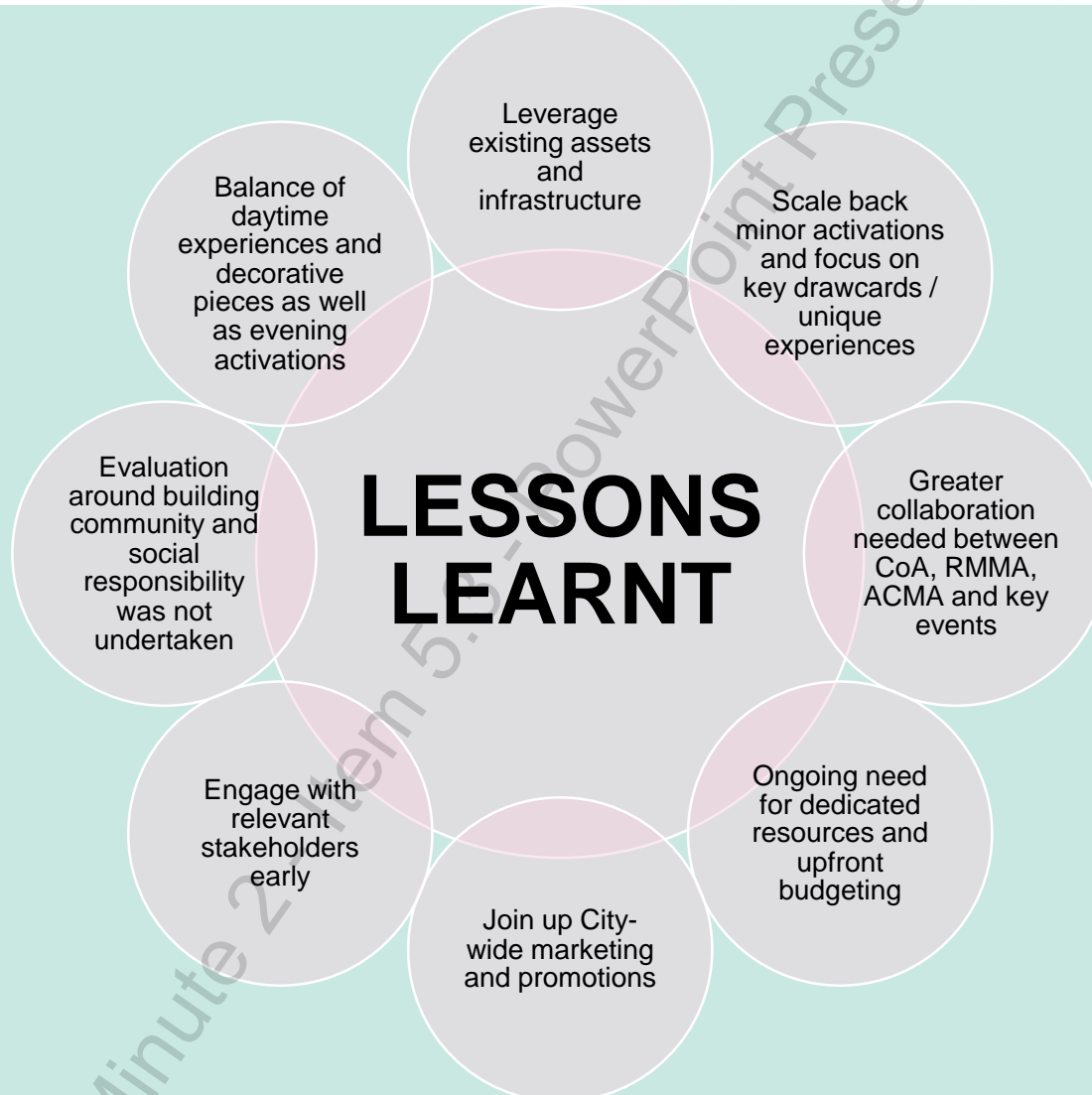
Encourage people to spend more time in the city during the festive season

Build a sense of community, connectivity and seasonal spirit

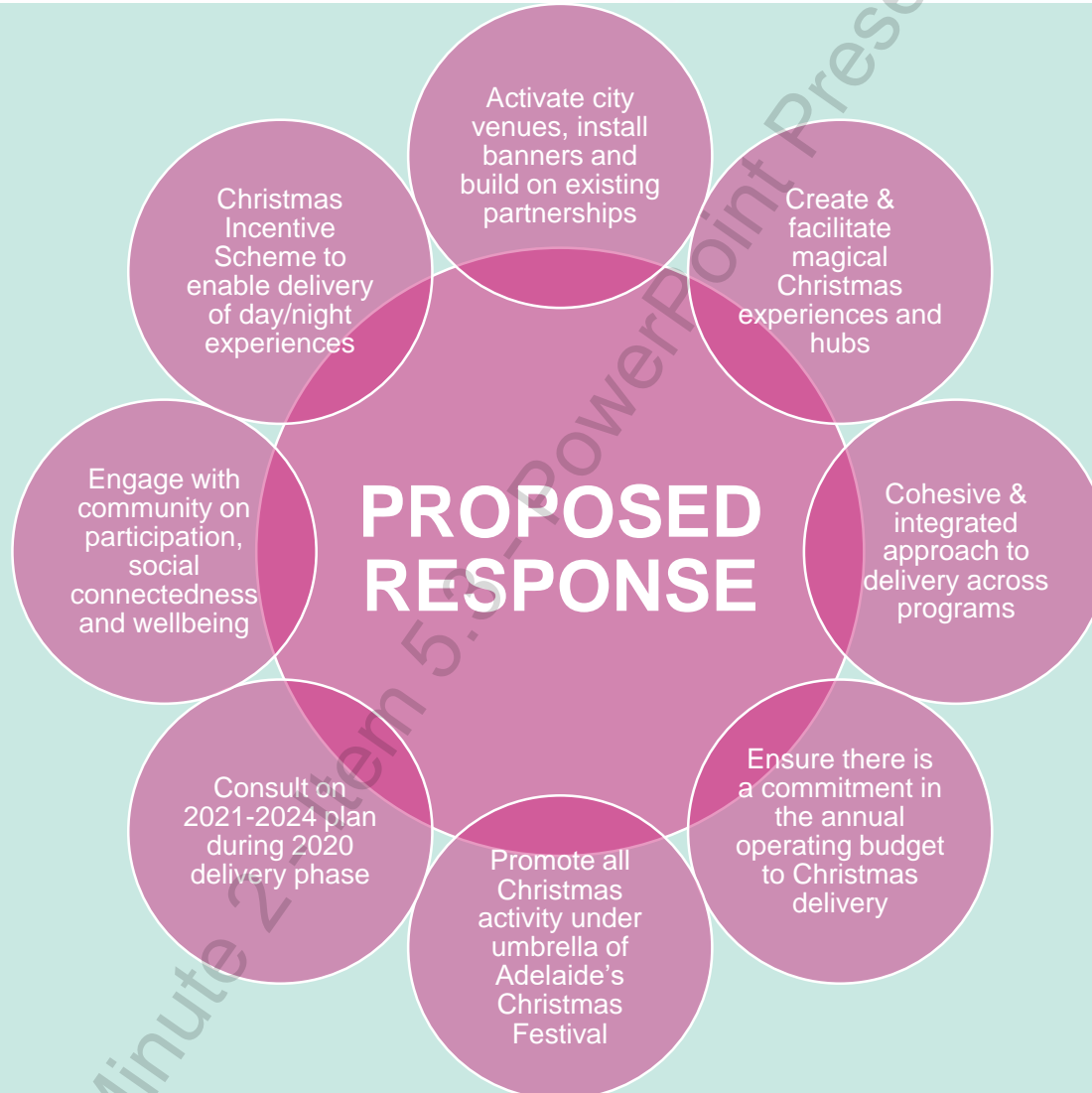
Social responsibility and giving back to the community

Bring economic benefit to precinct groups, retailers and the city in general

Christmas in the City – Evaluation of 2014-2019



Christmas in the City – Proposed Response



Christmas 2020 - Proposed Approach

- 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 the future, we are proposing that Christmas 2020 celebrates what we have and what we are grateful for. It is after all the season of joy, hope, love, peace cheer and giving.
- For Christmas 2020, businesses, precincts, artists, visitors and residents will be engaged to be part of Adelaide's first Christmas Festival to deliver memorable and magical experiences in our City.
- Christmas 2020 will build on the successes of last year's Christmas activities, introduce new elements informed by key insights gained in recent years and support businesses and creative industries.
- Throughout the Christmas Festival we will undertake business 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.



Adelaide's Christmas Festival 2020

Why is a Christmas Festival so important in 2020?

Contributes to strong economies and dynamic city culture

A platform for collaboration with creative partners to create magical places and experiences

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

"Achieving economic growth through a cultural lens"

Directly funds city businesses, precincts, makers and artists to deliver Christmas experiences and attractions

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

Can deliver on Recovery + Reimagine ideas

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

Whole of city approach to Christmas, ensuring consistency and cohesion across Rundle Mall, Adelaide Central Market, main streets and laneways

Generates spending on retail and hospitality by attracting visitation



Proposed Outcomes for 2020 and Beyond

Outcome 1: City businesses, artists and makers will be directly supported to grow their cultural, artistic and economic contribution to the city, attracting visitation.

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.

Proposed Key Deliverables

“Achieving economic growth through a cultural lens”

Lighting & Decorations

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

Adelaide Town Hall
Christmas destination

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

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?

Please visit:
pollev.com/adelaidecity



Next Steps – Proposed Activity Map

Proposed Christmas Festival Activity Map

Mainstreets

- Christmas Maker Markets
14 November – 25 December
- Music on the Streets
14 November – 25 December
- Outdoor dining extensions/
road closures
14 November – 25 December
- Christmas Lights
14 November – 25 December
- Christmas Windows
14 November – 25 December
- Community Art, Lighting
and performances
14 November – 25 December
- Christmas banners

Laneways

- Music on the Streets
14 November – 25 December
- Community Art, Lighting
and performances
14 November – 25 December

Squares

- Christmas Tree
01 November – 25 December
- Christmas Tree Lighting event
21 November

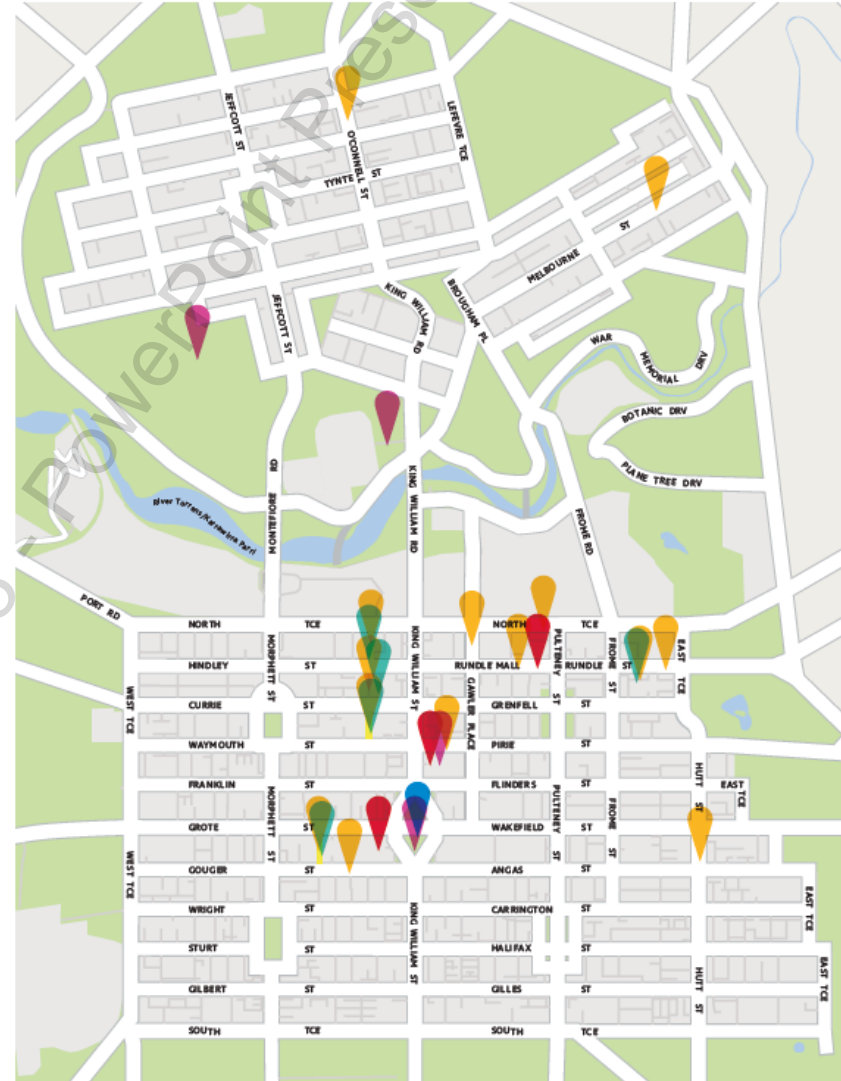
Christmas Hubs

- 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 Tree Lighting Event
21 November
- Christmas Pageant
14 November
- Carols by Candlelight
- Lord Mayor's Christmas Gala
13 December
- Pageant Exhibition
21 November – 25 December

and more across the city...



Adelaide's Christmas Festival 2020

Next Steps – Proposed Timeline

Planning & Delivery
Commences

Incentive Scheme Open

Christmas Festival Start Date

Stakeholder consultation,
engagement and research
commences

Christmas Festival End

Christmas 2020 Evaluation
and Christmas Festival Plan
2021-2024 to Committee and
Council for Consideration

August 2020

August 2020

1 November 2020

21 November 2020

6 January 2021

April 2021



Adelaide's Christmas Festival 2020

Merry Christmas Adelaide

