



# THE COMMITTEE MINUTES

for the Reconvened meeting

Tuesday 27 April 2021

in the Colonel Light Room  
Adelaide Town Hall



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

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## Acknowledgement of Country

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

‘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.’

## Apologies and Leave of Absence

Apologies:

Councillor Abrahamzadeh

## Confirmation of Minutes – 6/4/2021 [TC]

That the Minutes of the meeting of The Committee held on 6 April 2021, be taken as read and be confirmed as an accurate record of proceedings.

The Lord Mayor entered the Colonel Light Room at 6.01 pm

## Discussion Forum Items

### Presentations

#### 1. Item 4 – Presentation – City and Economic Insights [TC]

Discussion facilitators:

Clare Mockler, Acting Chief Executive Officer, City of Adelaide  
Tom McCready, Acting Director, City Shaping, City of Adelaide  
Leandro Lopez Digon, Principal Economy Advisor, City of Adelaide

Precis of topic

Utilising a PowerPoint presentation, Committee Members were presented with City and Economic Insights which highlights current data and trends associated with the city’s performance.

During the Presentation:

- The Lord Mayor left the Colonel Light Room at 6.02 pm and re-entered at 6.03 pm
- Councillor Hyde left the Colonel Light Room at 6.41 pm and re-entered at 6.42 pm

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

### Workshops

#### Strategic Alignment – Thriving Communities

#### 2. Item 4.1 – Workshop - North Adelaide Golf Course Future Planning [2021/00818] [TC]

Discussion facilitators:

Clare Mockler, Acting Chief Executive Officer, City of Adelaide  
Tom McCready, Acting Director, City Shaping, City of Adelaide  
Shaun Coulls, Strategic Property & Commercial, City of Adelaide

Precis of topic

Utilising the PowerPoint Slides within the Agenda, Committee Members were provided with supporting information and context regarding the North Adelaide Golf Course and asked to provide feedback on future planning.

During the Workshop:

- Councillor Hyde left the meeting at 6.59 pm
- Councillor Moran left the Colonel Light Room and re-entered 7.10 pm

### 3. Item 4.2 – Workshop - Adelaide Aquatic Centre [VS2021/1480] [TC]

Discussion facilitators:

Clare Mockler, Acting Chief Executive Officer, City of Adelaide  
 Tom McCready, Acting Director, City Shaping, City of Adelaide  
 Shaun Coulls, Strategic Property & Commercial, City of Adelaide

Precis of topic

Utilising the PowerPoint Slides within the Agenda, Committee Members were provided with an update on the site assessment undertaken as part of the detailed Feasibility Study on the Adelaide Aquatic Centre and were asked to provide feedback on the preferred location.

During the Workshop:

- Councillor Knoll left the Colonel Light Room at 7.22 om and re-entered at 7.23 pm
- Councillor Moran left the meeting at 7.27 pm

### Strategic Alignment – Dynamic City Culture

### 4. Item 4.3 - Workshop - Adelaide's Christmas Festival Action Plan 2021 - 2024 [2021/00590] [TC]

Discussion facilitators:

Clare Mockler, Acting Chief Executive Officer, City of Adelaide  
 Tom McCready, Acting Director, City Shaping, City of Adelaide  
 Christie Anthony, Associate Director City Culture, City of Adelaide  
 Noni Williams, Manager City Experience, City of Adelaide

Precis of topic

Utilising a PowerPoint presentation, Committee Members were asked for input into the draft Christmas Festival Action Plan and key deliverables.

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

### Closure

The meeting closed at 7.50 pm.

Deputy Lord Mayor, Councillor Couros  
**The Committee Chair**

### Documents attached:

Minute 1 – Late Presentation – Data and Insights, PowerPoint Presentation

Minute 4 – Item 4.3 - Adelaide's Christmas Festival Action Plan 2021 - 2024, PowerPoint Presentation

# City & Economic Insights

Leandro Lopez Digon

Park Lands, Policy & Sustainability Program

Item 4 - Pom...



# PURPOSE

- To present City and Economic Insights which highlights current data and trends associated with city's performance

# GLOBAL TRENDS

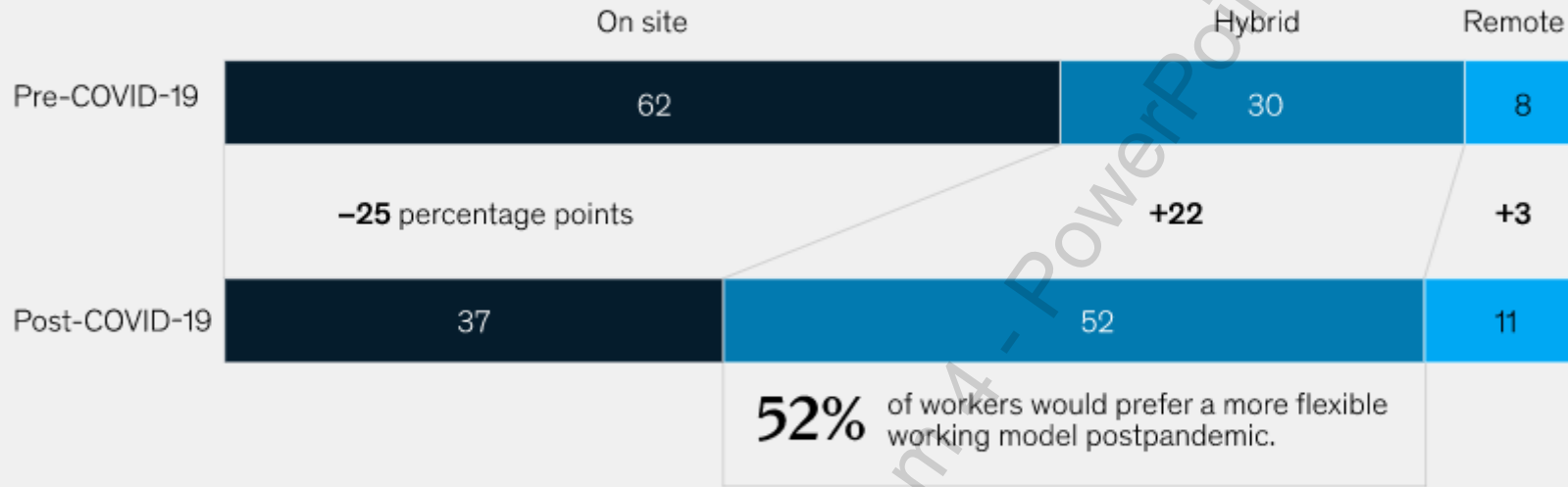
Minute 1 - Item 4 - PowerPoint Presentation



# FLEXIBLE WORK

Most employees would prefer a more flexible working model after the pandemic is over.

Working models pre-COVID-19 and desired working models post-COVID-19, % survey participants



Source: Reimagine Work: Employee Survey (Dec 2020–Jan 2021, n = 5,043 full-time employees who work in corporate or government settings)



Minute 1 - Item 4 - PowerPoint Presentation

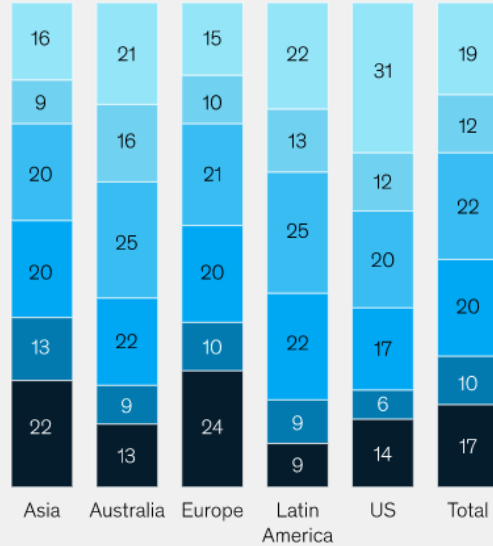


# FLEXIBLE WORK

The majority of employees would like to work from home at least three days per week in the future.

Employee work-from-home preferences,<sup>1</sup>  
% survey participants

- 5 days
- 4 days
- 3 days
- 2 days
- 1 day
- Never



**>50%**  
of employees would like to work from home for 3 or more days every week.

<sup>1</sup>Question: How often would you prefer to work from home in the future?  
Source: Reimagine Work: Employee Survey (Dec 2020–Jan 2021, n = 5,043 full-time employees who work in corporate or government settings)

McKinsey & Company



of CBD workers want to continue working flexibly at least some of the week, post-pandemic.



in the office is the average preference, with Thursday the most popular day, and Monday and Friday the least.



believe the CBD will not be as busy following COVID-19.



expressed confidence that their CBD will continue to evolve to meet the needs of people who live, work and visit.<sup>8</sup>

Source: Property Council of Australia - EY Sweeney 2021





# LOCALISATION

8

“73 per cent are wanting to actively spend in the local community to help them bounce back and recover”

Source: Mastercard Australia

“Australians are expecting to cut back this Christmas season but will use their spending power to support local businesses”

Source: Westpac consumption survey

“Data shows that if working from home continues over the next year, we will entrench a new vibrancy in the economic activity of our suburbs”

Source: illion and AlphaBeta



# RECLAIM OF PUBLIC SPACE / GREENING



Location: Vienna

# GLOBAL TRENDS

10

- Regionalisation
- Green agenda / Sustainable investment
- Business Travel / Tourism
- Social / Emotional impacts
- Retail - Online and omni-channel growth
- Experiential
- Acceleration of Fourth Industrial Revolution
- Distance/Online learning

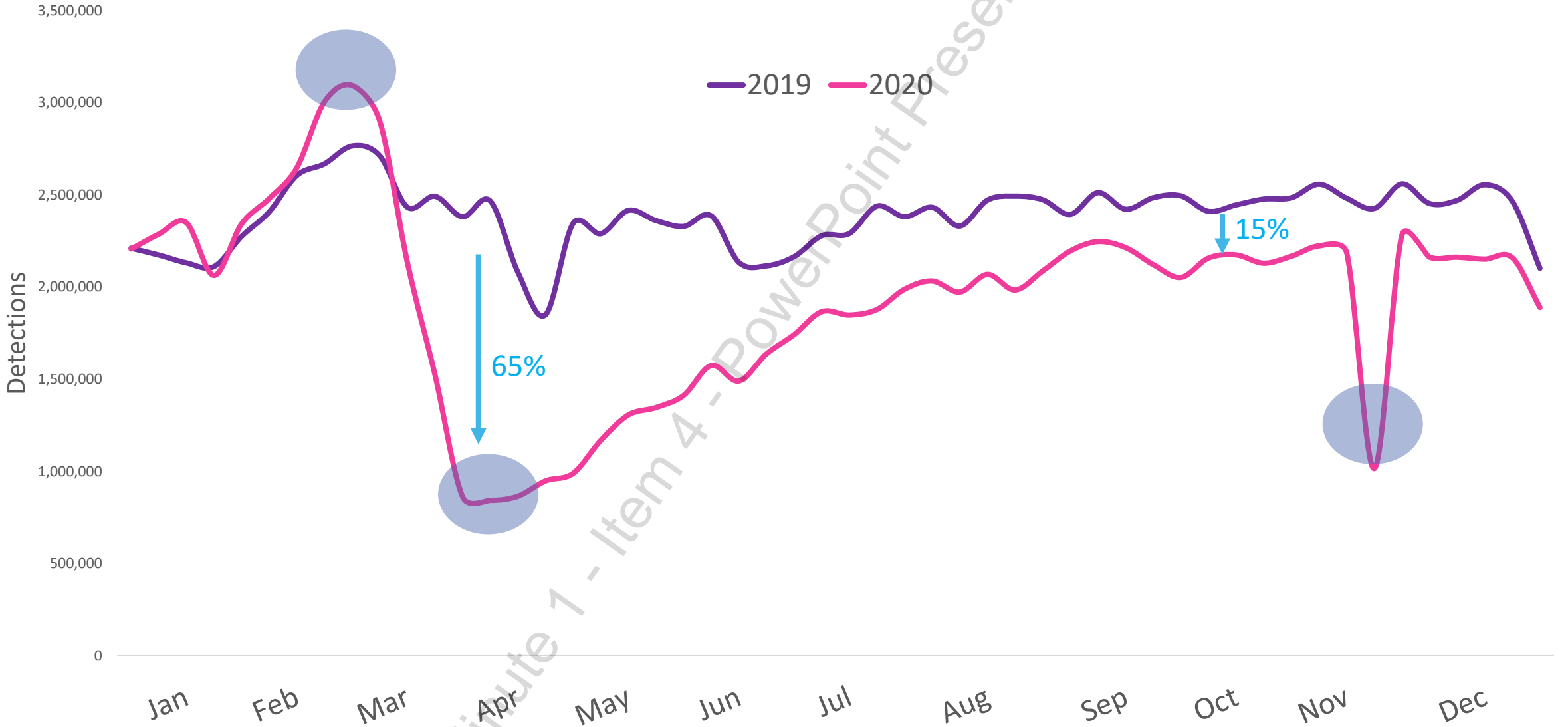
Minute 7 - Item 4 - PowerPoint Presentation

# CITY VISITATION

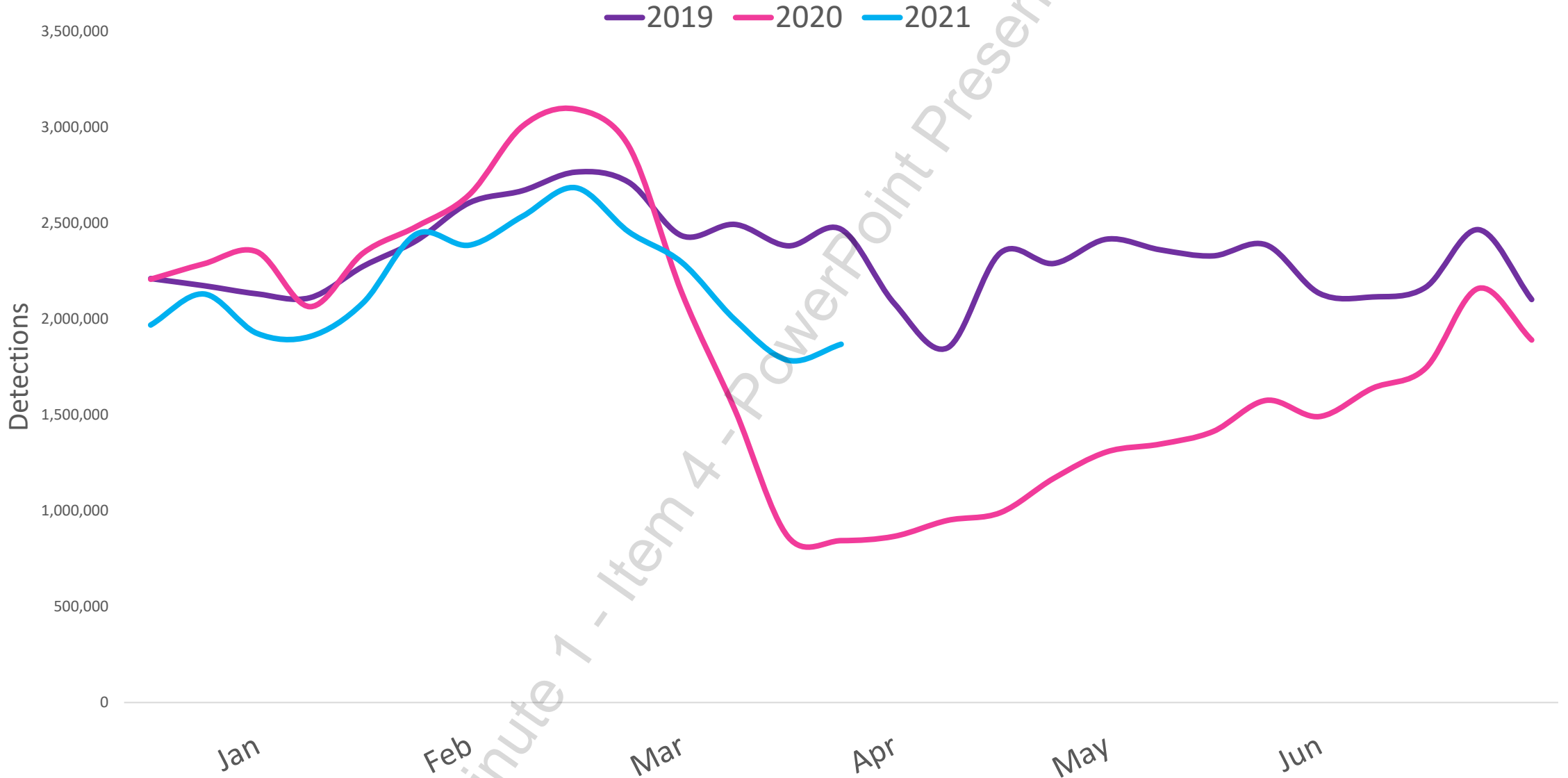
Minute 1 - Item 4 - PowerPoint Presentation



# Devices detected across 60 sensors (weekly) - 2019 vs 2020



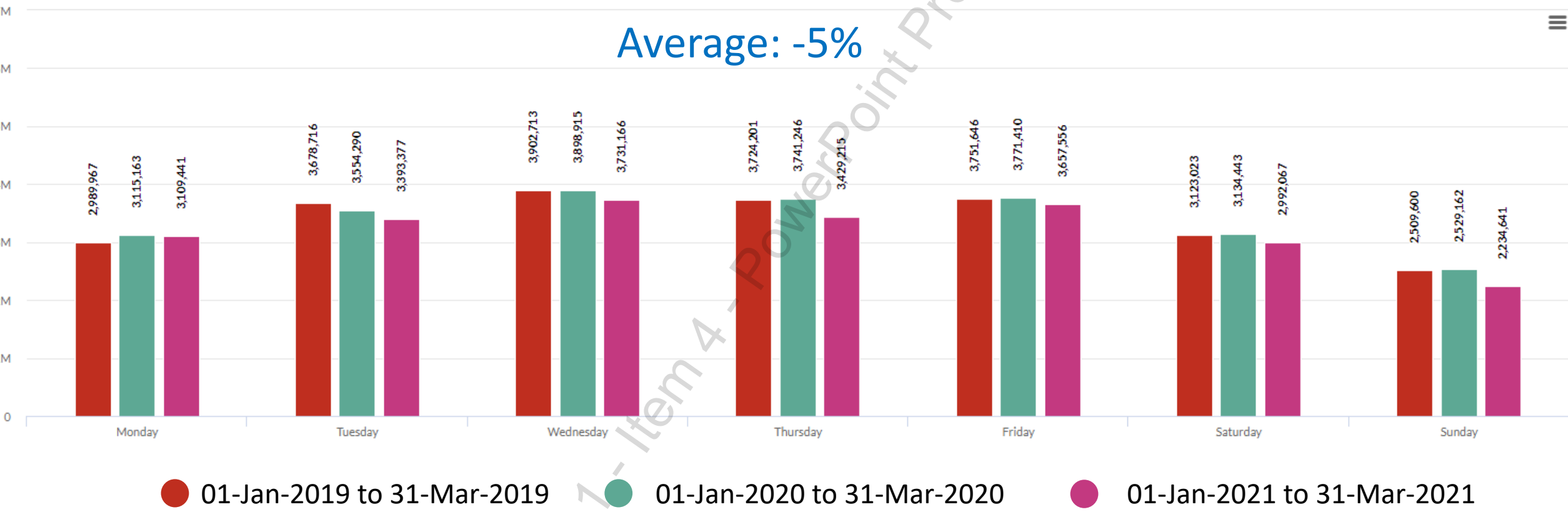
# Devices detected across 60 sensors (weekly) - 2019 vs 2020 vs 2021



# Day of week comparison – Q1

DAY TIME – 6am to 6pm

Average: -5%

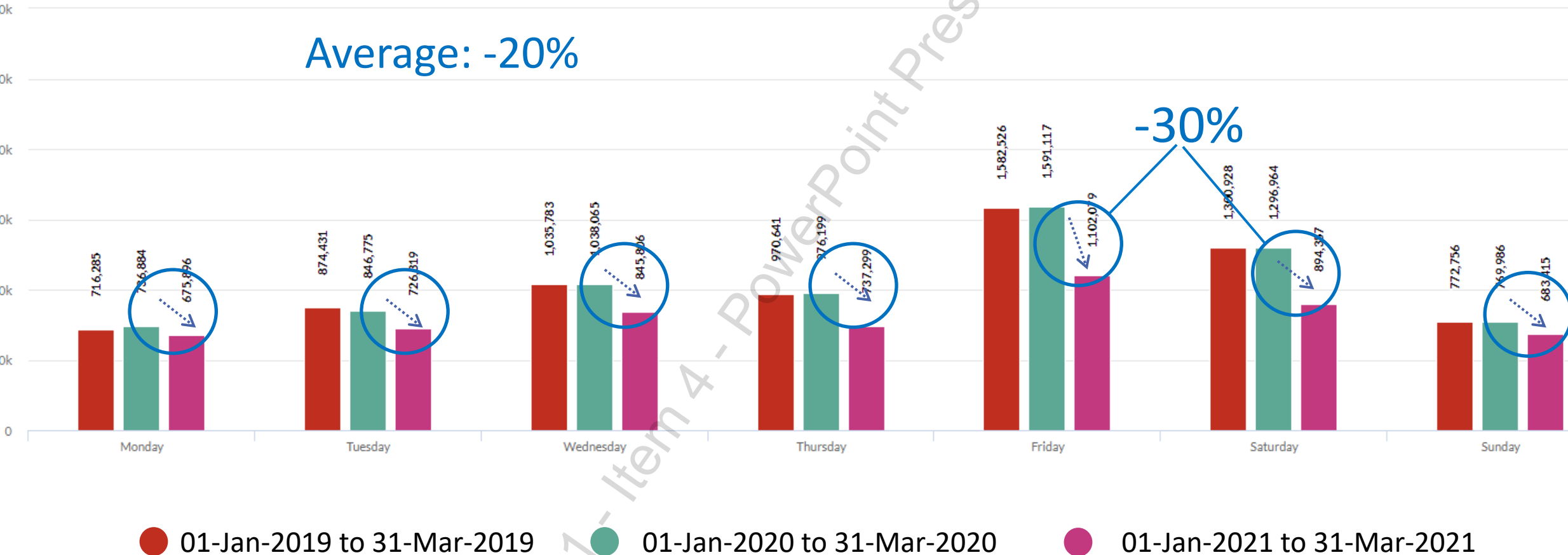


# Day of week comparison – Q1

## NIGHT TIME - 6pm to 12am

Average: -20%

-30%



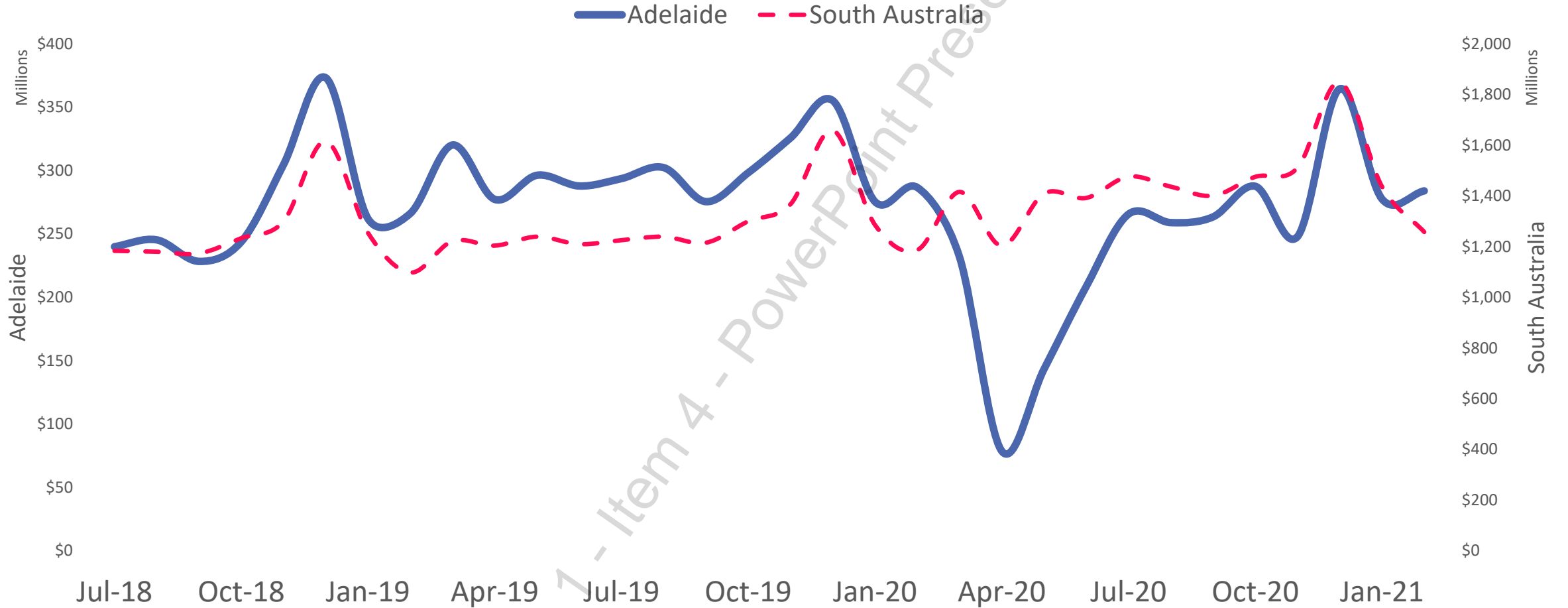


# CITY SPEND

Minute 1 - Item 4 - PowerPoint Presentation



# Spend trendline (July 2018 - January 2021)



# MAINSTREETS VACANCY RATES

Minute 1 - Item 4 - PowerPoint Presentation

Premises      Occupancies

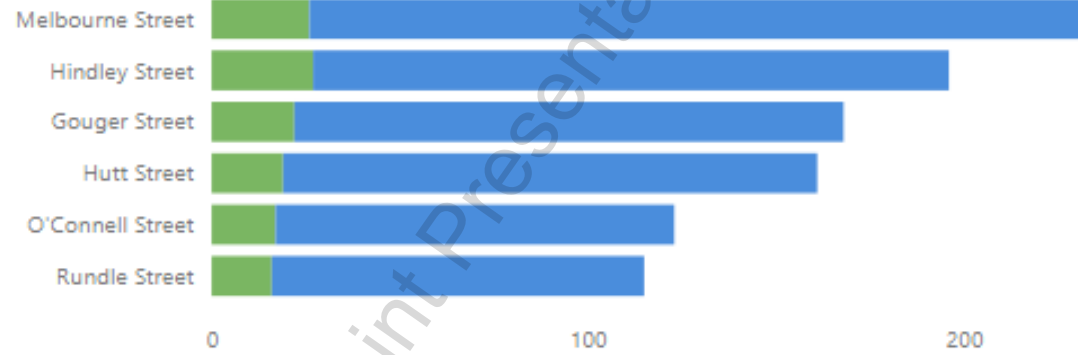
**995**      **868**

Vacancies      Vacancy Rate

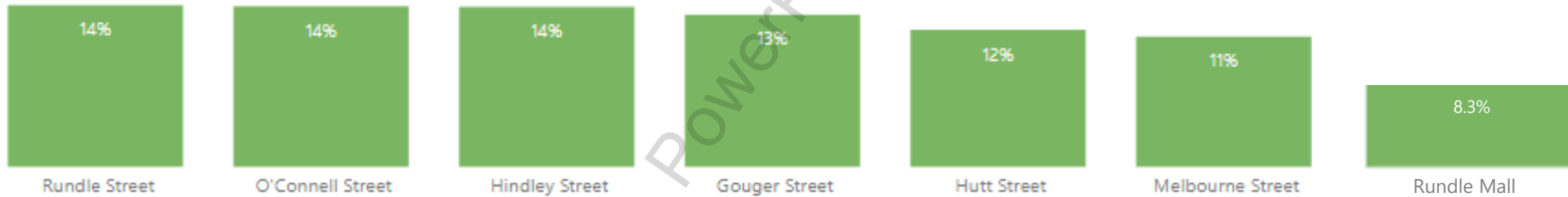
**127**      **13%**

19

● Number of Vacancies ● Number of Occupancies

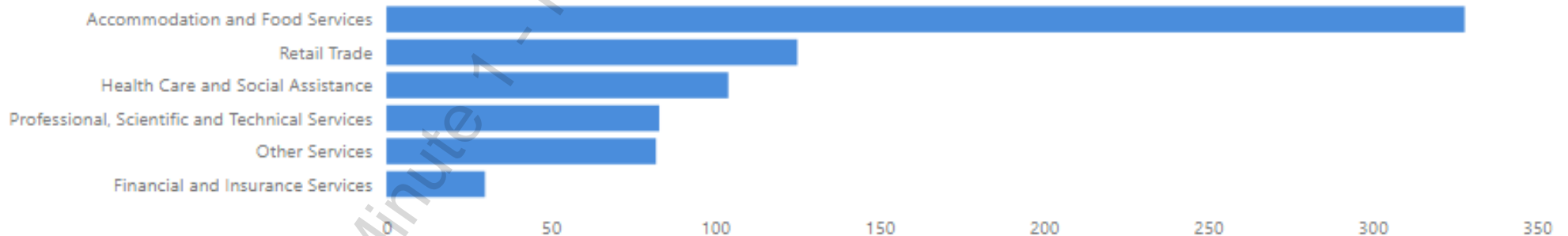


Vacancy Rate by Street - April 2021



Month	Rundle Street	O'Connell Street	Hindley Street	Gouger Street	Hutt Street	Melbourne Street	Rundle Mall
Sept 2020	13%	14%	14%	17%	12%	13%	8.3%
June 2018	6%	8%	10%	6%	6%	7%	6%

Top 6 Shop Fronts by Business Type



# RETAIL TREND

Minute 1 - Item 4 - PowerPoint Presentation




# Online retail

Market share of online retail sales in SA

12.7% → 16.7%  
Dec'19 Dec'20

**32%**  
Growth YoY

US 21%  


UK 30%  


ADELAIDE  
Rundle Mall

↓ -12%

The Parade  
Westfield Tea Tree Plaza  
Westfield Marion  
Westfield West Lakes

↓ -6%

Minute 1 - Item 4 - PowerPoint Presentation



# TOURISM

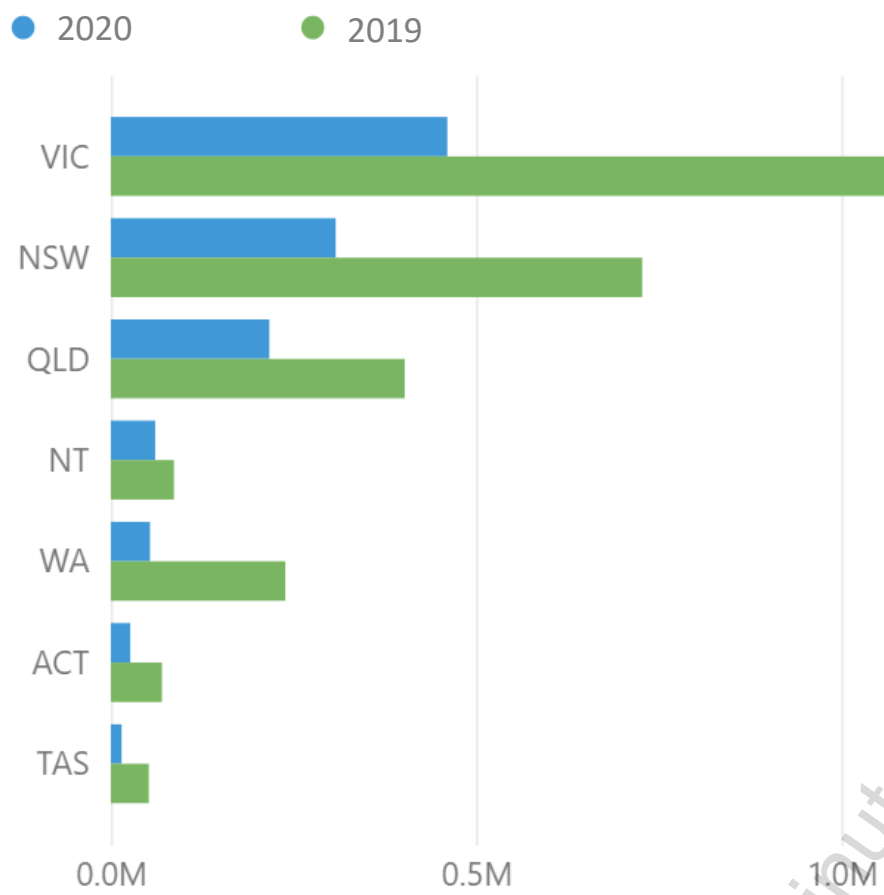
Minute 1 - Item 4 - PowerPoint Presentation



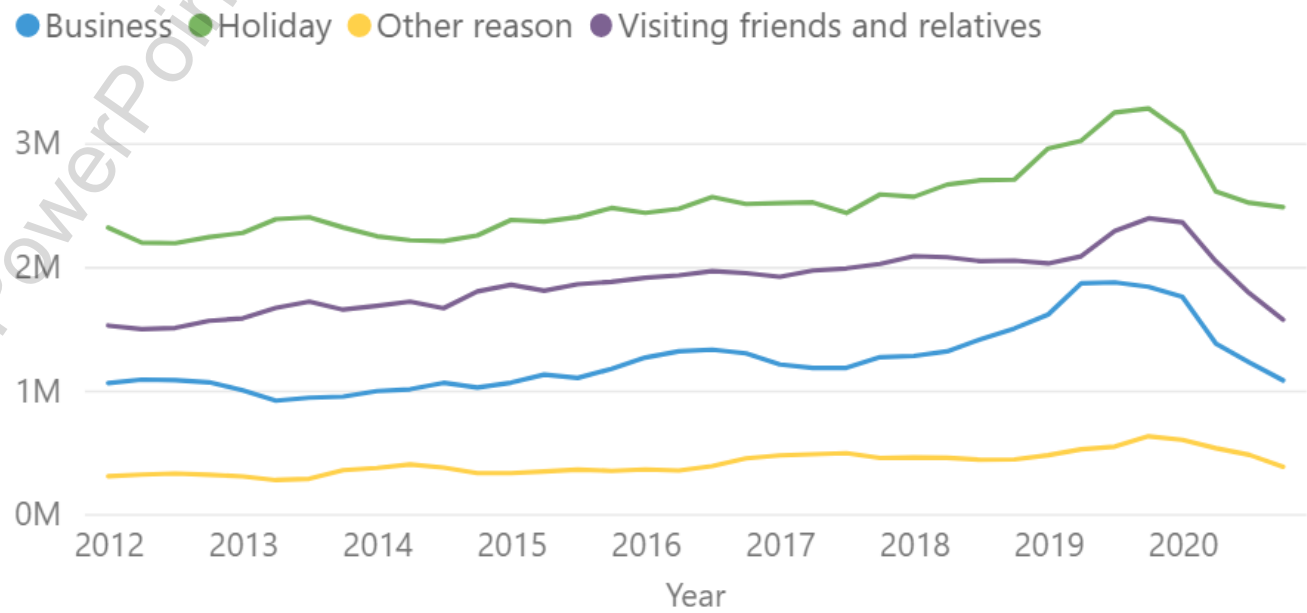
Year ending  
**December 2020**

Total expenditure	Visitors	Visitors YoY %	Visitor nights
<b>\$4,408M</b>	<b>5,473,462</b>	<b>-32.37%</b>	<b>19,999,425</b>

Interstate visitors to SA



Reason for visit



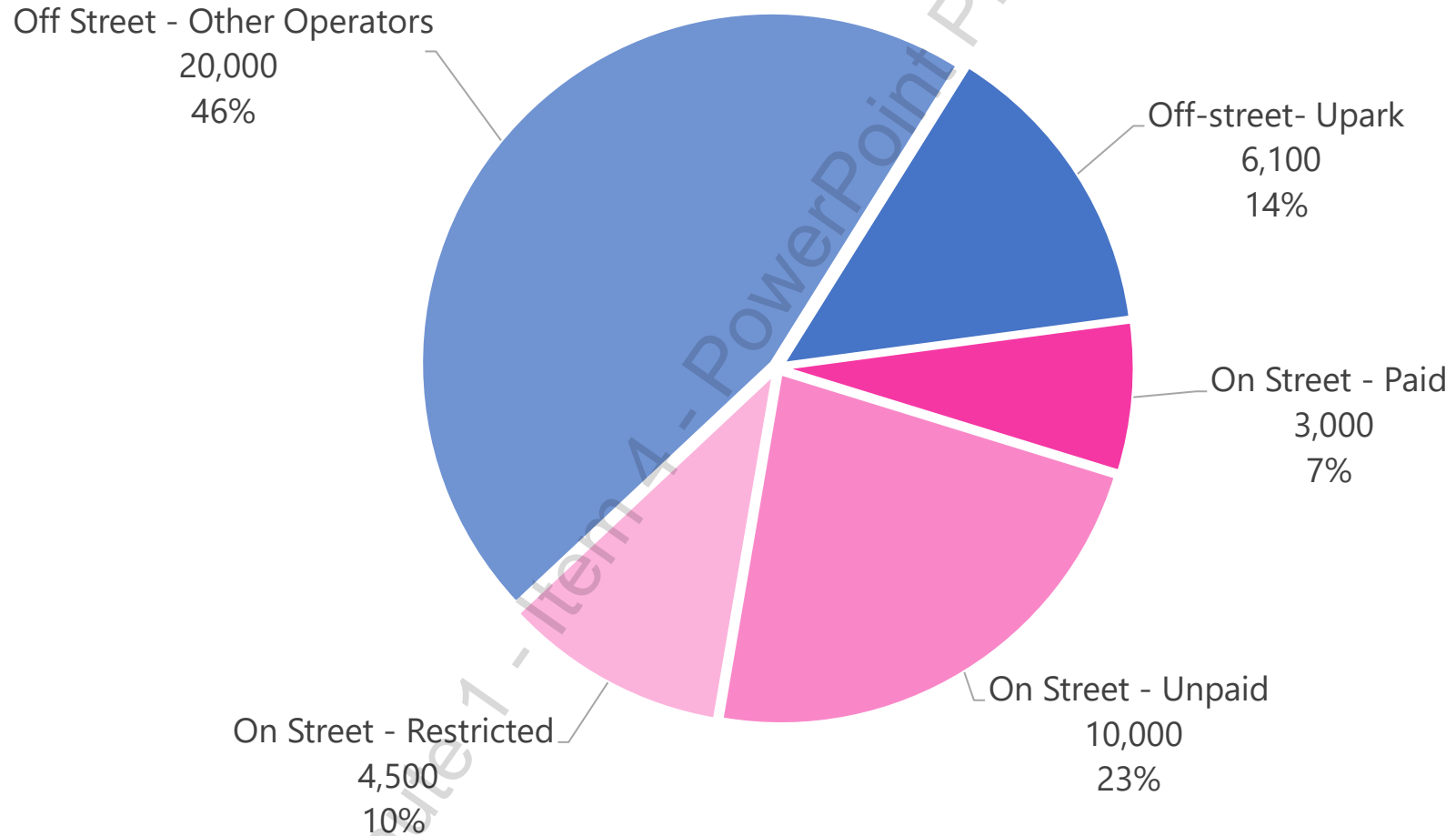
Business Change	Holiday Change	Other Reason Change	Visiting friends and relatives...
<b>-41.21%</b>	<b>-24.34%</b>	<b>-39.32%</b>	<b>-34.27%</b>



43,600?

Minute 1 - Item 4 - PowerPoint Presentation

# PARKING



# JobKeeper

Minute 1 - Item 4 - PowerPoint Presentation



1<sup>st</sup> Phase (Sep 2020)

3,878

2<sup>nd</sup> Phase (Jan 2021)

1,401

28 March 2021

# EMPLOYMENT TRENDS

Minute 1 - Item 4 - PowerPoint Presentation



# Job advertisements in metropolitan Adelaide

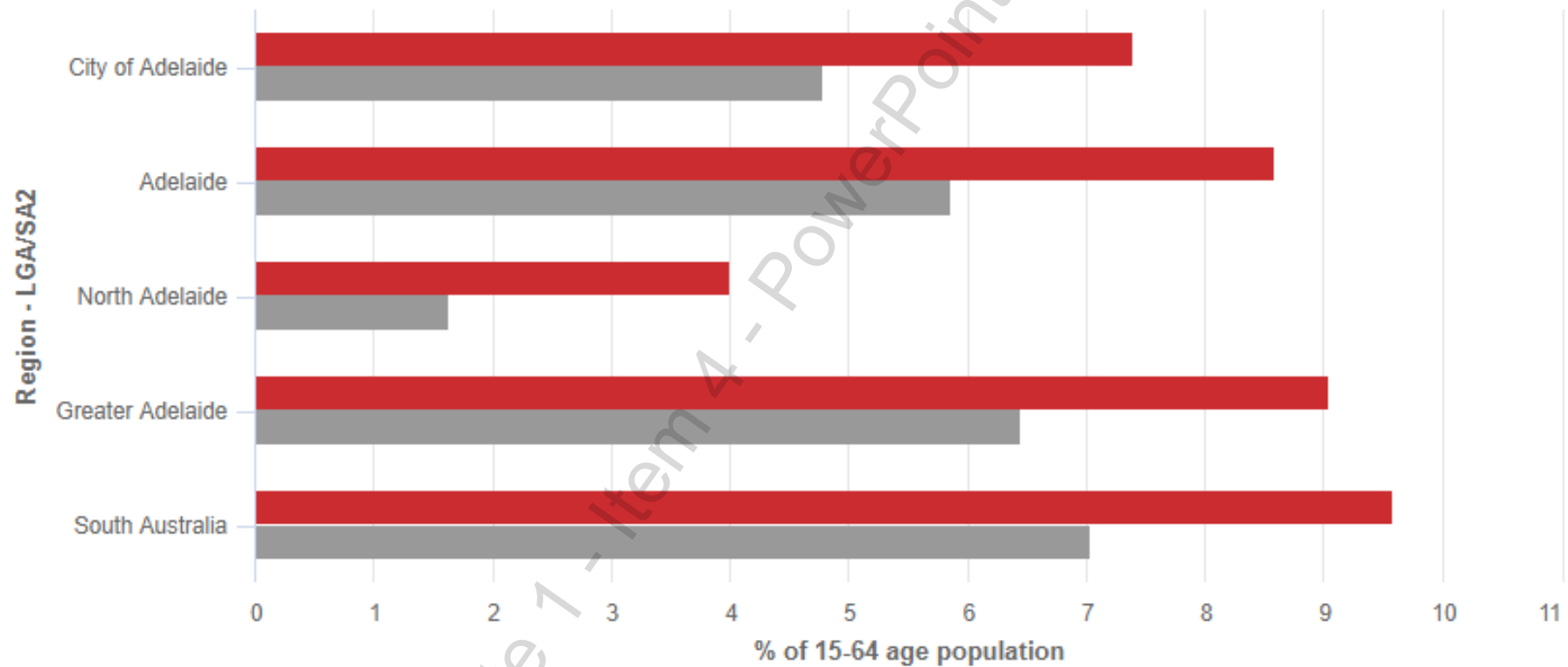


## JobSeeker March 2020 to February 2021, City of Adelaide and benchmarks

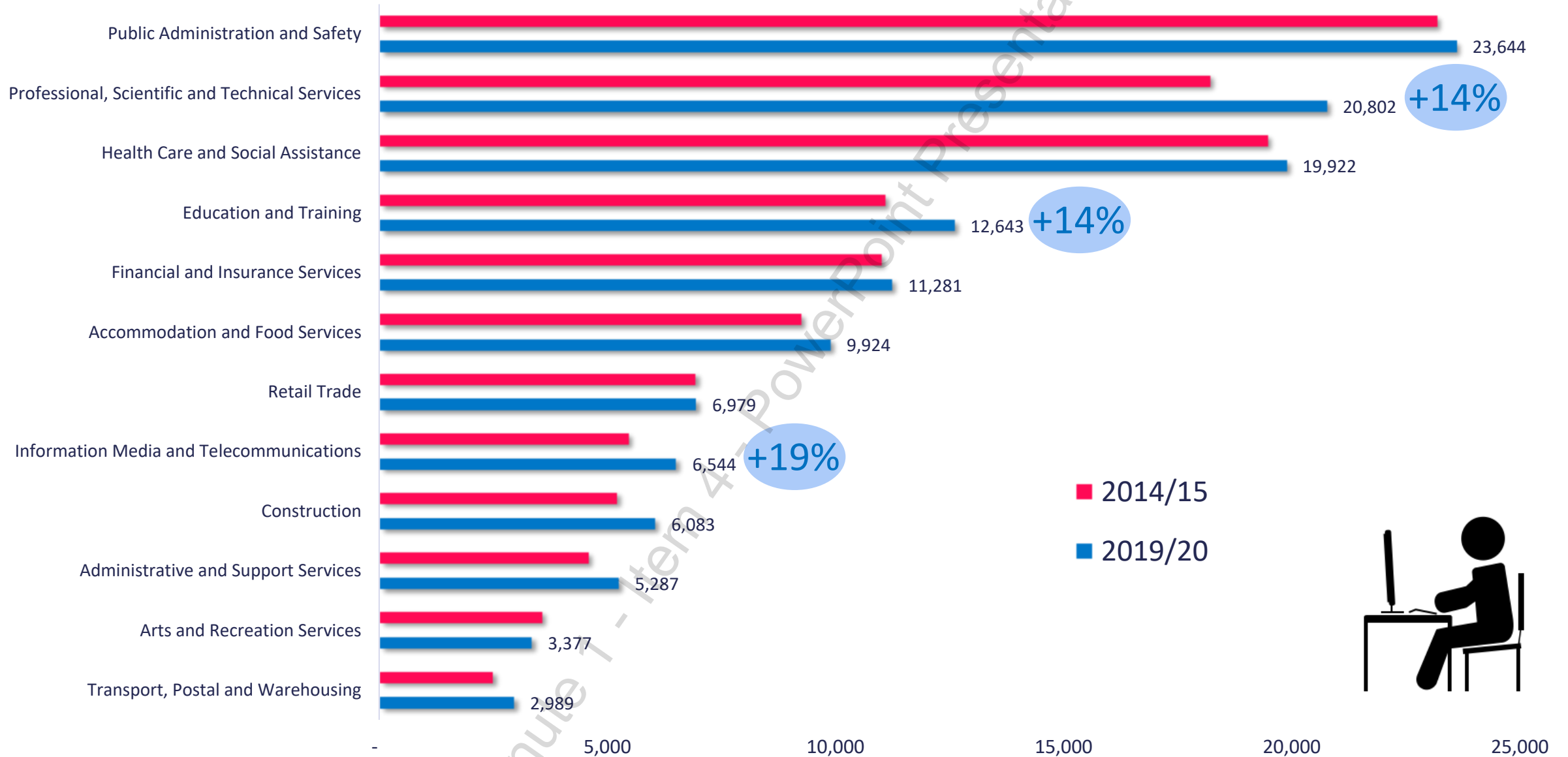
export 

Total JobSeeker

■ February 2021 ■ March 2020

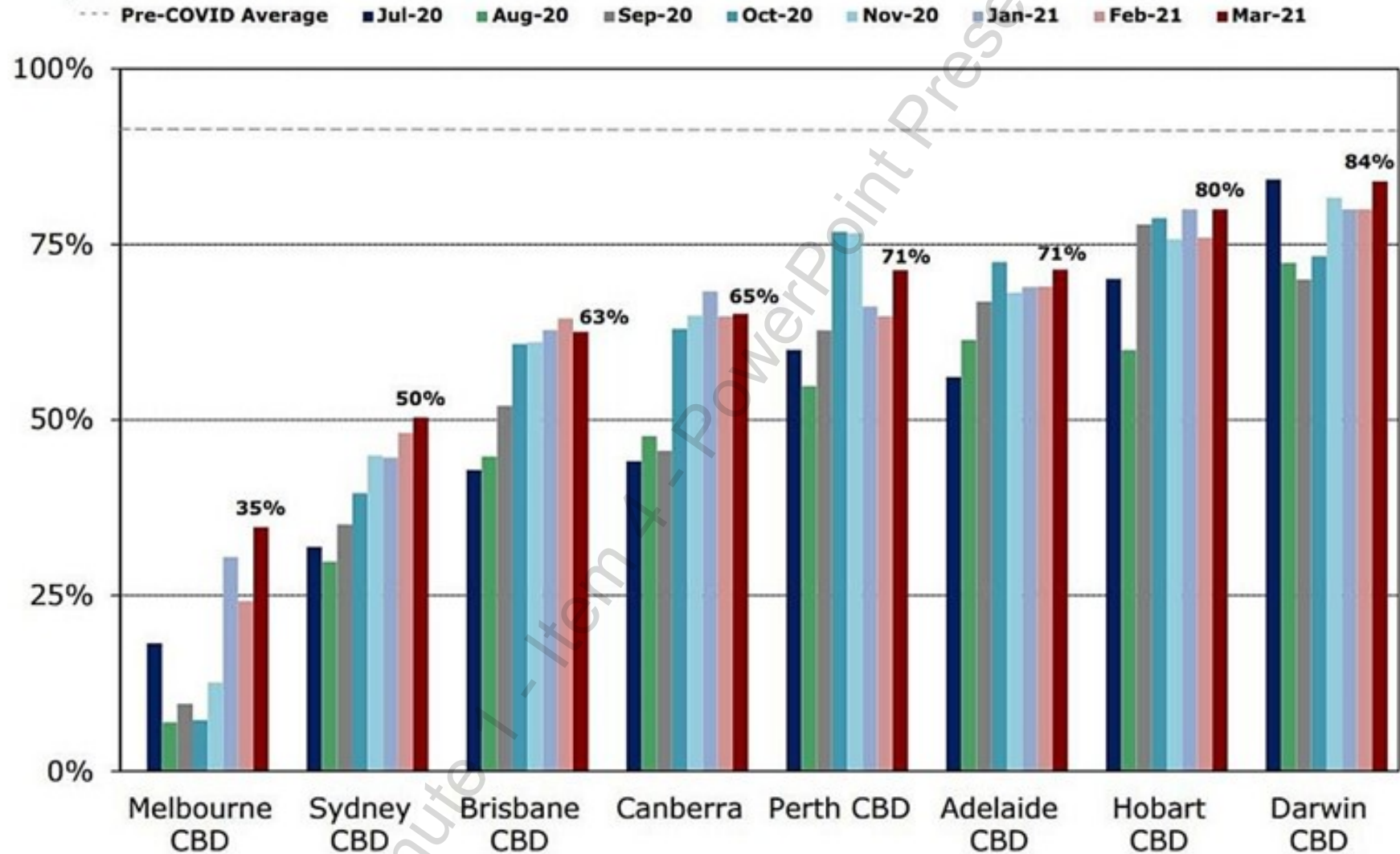


# Number of workers by industry sector – Top 12





## What is the current level of occupancy in office buildings (%)?

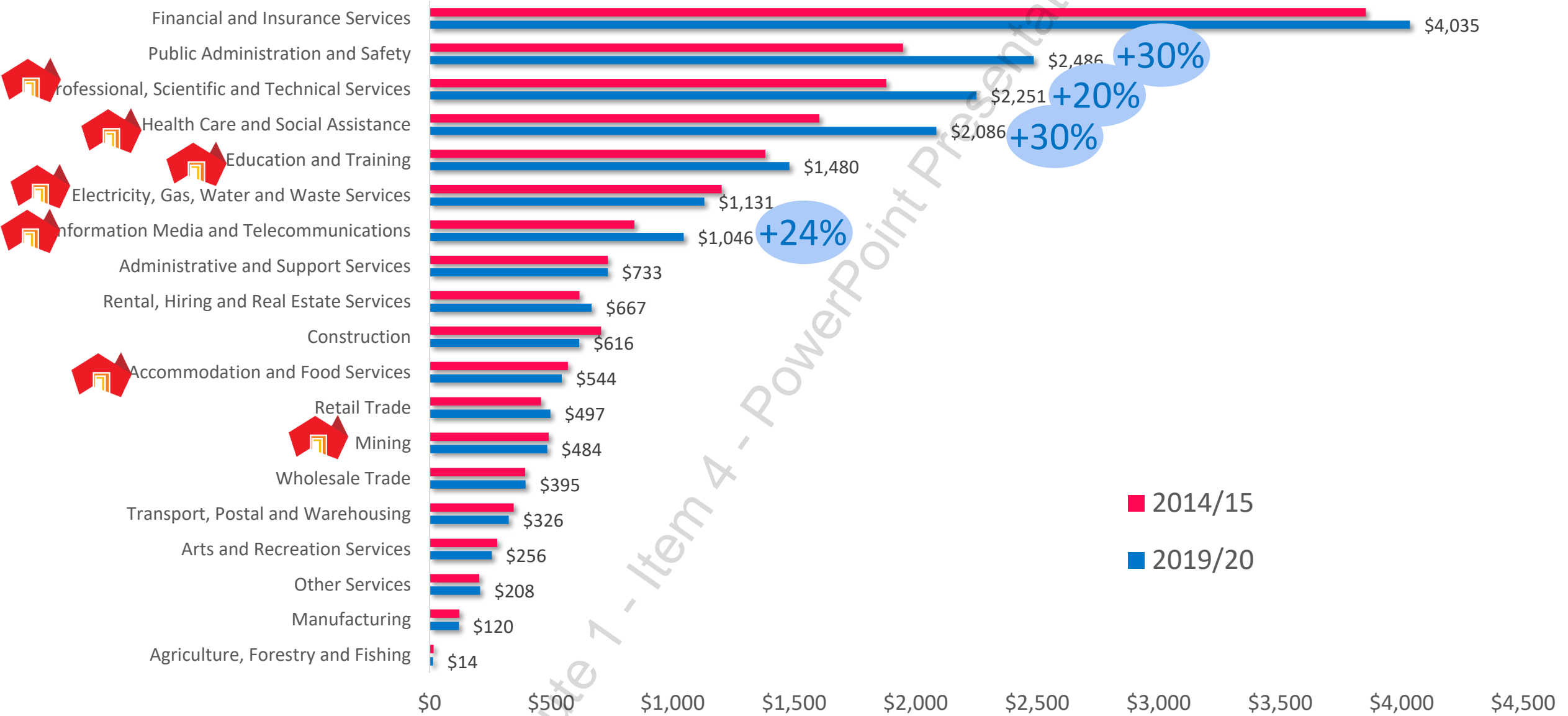


# ECONOMIC OUTPUT

Minute 1 - Item 4 - PowerPoint Presentation



# Value added by industry sector (\$m)



# CITY DEVELOPMENT

Minute 1 - Item 4 - PowerPoint Presentation



88 O'Connell  
\$250m

Lot Fourteen  
\$722m Gov  
\$400m Private

60 KW \$450m

SAHMRI 2 \$500m

Hyatt \$160m

Central Market  
Arcade \$400m

**Approved**  
Bangkok Delight

**Commenced**  
Detmold Group

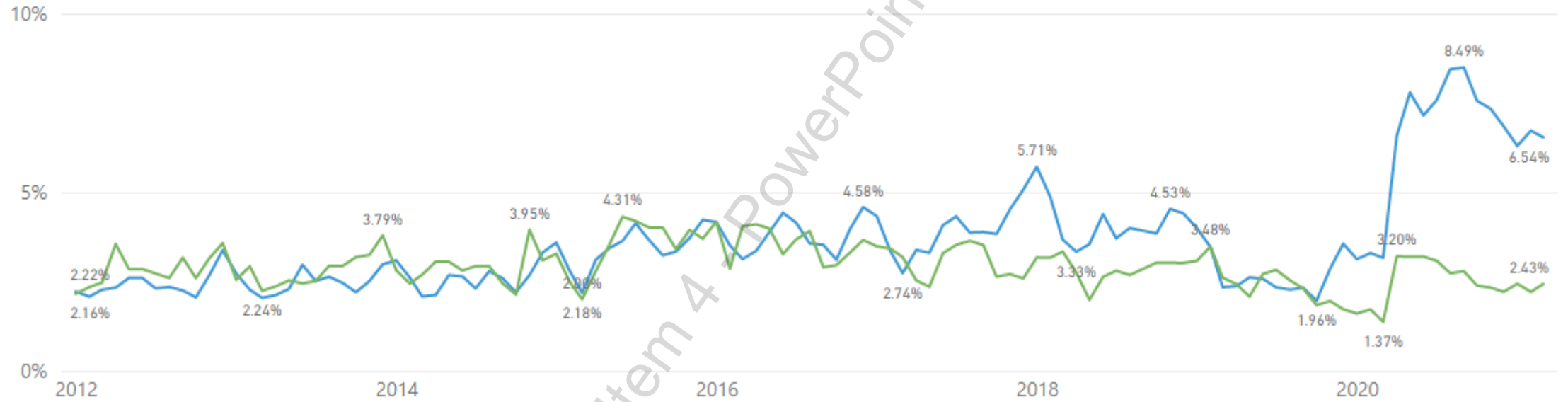
# RESIDENTIAL GROWTH

Minute 1 - Item 4 - PowerPoint Presentation

# Rental Market

## Vacancy rate Adelaide CBD and North Adelaide

● Adelaide ● North Adelaide



\$457,000



Unit Median Sale Price  
City of Adelaide





# Migration – 2011 to 2016

Migration between the area and other States/Territories

export  reset 

City of Adelaide

State / Territory	In migration	Out migration	Net migration
New South Wales	396	705	-309
Victoria	459	912	-453
Queensland	244	448	-204
South Australia	4,707	5,160	-453
Western Australia	130	206	-76
Tasmania	35	41	-6
Northern Territory	148	161	-13
Australian Capital Territory	93	108	-15
From Overseas	5,714	--	--

# Intrastate Migration – 2016 to 2020

Net gains and losses by LGA export reset

City of Adelaide: Total: July 2016 - June 2020

LGA	In migration	Out migration	Net migration
Tea Tree Gully (C)	357	239	+118
Playford (C)	208	106	+102
Salisbury (C)	388	298	+90
Onkaparinga (C)	367	312	+55
Gawler (T)	66	30	+36
Barossa (DC)	51	21	+30
Murray Bridge (RC)	46	17	+29
Mitcham (C)	440	412	+28
Alexandrina (DC)	84	56	+28
Perth (C)	26	3	+23
<b>Total all LGAs</b>	<b>10,441</b>	<b>11,276</b>	<b>-835</b>

## NEXT STEPS

- Continue to provide updated presentations on a quarterly basis on the key data provided
- Present economic levers and growth agenda insights on 18 May 2021

# Dynamic City Culture

Adelaide's Christmas Festival Action Plan  
2021-2024

To seek Council Members' input into the draft Christmas Festival Action  
Plan and key deliverables

Community & Culture  
Christie Anthony



CITY OF  
ADELAIDE

## Key Messages

- A Council Workshop was held on 21 July 2020 to introduce draft Outcomes and Deliverables for a new Christmas Festival approach
- This approach, including Christmas Incentive Scheme was trialled in 2020 with positive feedback
- This Workshop presents the proposed Outcomes, Actions and Key Deliverables for inclusion in the final Christmas Festival Action Plan 2021 – 2024
- An intercept study of 466 city users and Your Say Adelaide consultation and stakeholder engagement was conducted to inform the development of the Action Plan
- Council has approved funding for the Christmas Festival 2021 through the Business Plan and budget process
- The final Christmas Festival Action Plan 2021-2024 will be presented to Council on 1 June 2021.

## Lessons learnt from Christmas Festival 2020

### What worked well

- Christmas Incentive Scheme – well received and oversubscribed
- Maker Markets created destinations
- Festival concept supported
- Decorations in partnership with businesses on their balconies – good model
- Christmas Festival online Advent Calendar – daily activities and experiences

### What we learnt

- New 'look and feel', City dressing and banners are required for 2021
- We need to invest in infrastructure upgrades annually to support more lighting and decoration options over the life of the Christmas Festival Action Plan
- People want more live music and carols
- People missed the Pageant
- Windows could be delivered in a more targeted way
- Adelaide Town Hall not a focus destination for Christmas, but will be decorated and a venue

### Opportunities

- Engage in partnerships under the Christmas Festival umbrella
- Mainstreets supported to engage in Christmas through place approach

**Proposed Outcomes (presented to Council 21 July 2020)**

**Outcome 1: The city will be brimming with magical places, dynamic destinations and sensory experiences that people feel they must visit both day and night.**

**Outcome 2: The city will be the premiere location in South Australia to participate in the signature events of the Christmas season.**

**Outcome 3: 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.**

## Proposed Key Deliverables 2021-2024

*“Achieving economic growth through a cultural lens”*

### Lighting and Decorations

### Signature Events

i.e. Tarntanyangga Christmas Tree Lighting and Christmas Maker Markets

### Banners and City Dressing

### Christmas Incentive Scheme

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

- Live Music and Performance
- Community Events

### Strategic Partnerships i.e. AEDA, Mainstreets & Riverbank

### Marketing Campaign A strong digital focus on a day/night calendar of city attractions



## Next Steps

Milestone	Date
Christmas Festival Action Plan 2021 – 2024 to The Committee	Tuesday 1 June
Christmas Festival Action Plan 2021 – 2024 to Council for Approval	Tuesday 8 June
Christmas Incentive Scheme Applications Open	August
Christmas Incentive Scheme Applications Close	September
Tarntanyangga Christmas Tree Installed	30/31 October 2021
Christmas Festival Starts	1 November 2021
Christmas Tree Lighting Event	Date TBC
National Pharmacies Christmas Pageant	13 November 2021
Carols by Candlelight Event (*Tentative bookings held)	*4 or 11 December 2021
New Year's Eve	31 December 2021
Christmas Festival Ends	6 January 2022

## Key Questions

**KEY QUESTION:**  
**ACTION PLAN DEVELOPMENT**

What are Council members views on the proposed outcomes and key deliverables for inclusion in the final Christmas Festival Action Plan 2021-2024?