



CITY COMMUNITY SERVICES AND CULTURE COMMITTEE AGENDA & REPORTS

for the meeting

Tuesday, 7 March 2023
at 5.30 pm

in the Colonel Light Room, Adelaide Town Hall

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Members – The Right Honourable the Lord Mayor, Lord Mayor, Dr Jane Lomax-Smith
Deputy Lord Mayor, Councillor Giles (Chair)
Councillors Davis, Abrahamzadeh, Couros, Elliott, Hou, Li, Martin, Noon, Dr Siebentritt and Snape

1. Acknowledgement of Country

At the opening of the City Community Services and Culture Committee meeting, the Chair will state:

‘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 recognize 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.’

2. Apologies and Leave of Absence

Nil

3. Confirmation of Minutes

That the Minutes of the meeting of the City Community Services and Culture Committee held on 21 February 2023, be taken as read and be confirmed as an accurate record of proceedings.

4. Workshops

4.1 City Community Services and Culture Committee 3 - 20

5. Reports for Noting

5.1 2023-2024 Sister City Relationship Milestone Celebrations 21 - 24

6. Reports for Recommendation to Council

6.1 New Year's Eve 2023-2025 25 - 30

6.2 Illuminate Adelaide - Public Artwork Investment 31 - 36

7. Closure

Dynamic City Culture

City Community Services
and Culture Committee

Ilia Houridis, Director City Shaping
Jennifer Kalionis, Associate Director
City Culture



CITY OF
ADELAIDE

Agenda Item 4.1



On 21 February 2023, the City Community Services and Culture Committee resolved to:

Schedule for the next meeting a workshop to discuss the current community services and culture policy provisions, other opportunities available to Council for expansion and future timetable to review existing policies.

What are your
policy and
community
outcome
priorities?

Are there any
strategic or policy
gaps?

City Community Services and Culture Committee Community Profile

Page 6



15.5 sq km
TOTAL LAND AREA



7.6 sq km
PARK LANDS AREA



25,551
CITY RESIDENTS



1.2 million
DOMESTIC AND
INTERNATIONAL VISITORS



11,519
BUSINESSES



14,660
PRIVATE DWELLINGS



50%
HOUSEHOLDS ARE
RENTERS

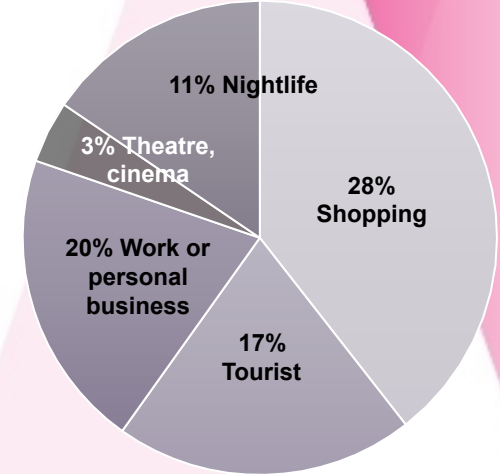


1.8
AVERAGE HOUSEHOLD
SIZE



37%
DWELLINGS ARE
OWNED/MORTGAGED

REASONS FOR VISITING THE CITY



**CROWNE
PLAZA HOTEL**
TALLEST BUILDING



148,639
LOCAL JOBS



\$20.9b
GROSS REGIONAL
PRODUCT



17.9%
CITY'S SHARE OF SA
ECONOMY



321,500
DAILY VISITORS

Data Sources:
2022 City User Profile Report – McGregor Tan
2021 Tourism Research Australia
City of Adelaide Community Profile – profile.id
City of Adelaide Economic Profile – economy.id
City of Adelaide Business by Industry – economy.id

City Community Services and Culture Committee Community Profile



11,372
RESIDENTS BORN
OVERSEAS



20 – 24
LARGEST AGE GROUP
(6,190)



6,922
BOTH WORK & LIVE IN
THE CITY



44 %
LONE PERSON
HOUSEHOLDS



19%
RESIDENTS VOLUNTEER



878
PLACES TO EAT AND
DRINK

28%
IN GREATER ADELAIDE



36%
SPEAK A LANGUAGE
OTHER THAN ENGLISH



46,364
POPULATION BY
2041



95
LIVE MUSIC VENUES

52 %
OF CITY RESIDENTS
ARRIVED IN AUSTRALIA IN
THE FIVE YEARS PRIOR TO
2021



8%
HOUSEHOLDS ARE
COUPLES WITH
CHILDREN



37.3%
BACHELOR OR HIGHER
DEGREE QUALIFICATION



643
PUBLIC ART
INSTALLATIONS

Data Sources:
2022 City User Profile Report – McGregor Tan
2021 Tourism Research Australia
City of Adelaide Community Profile – profile.id
City of Adelaide Economic Profile – economy.id
City of Adelaide Business by Industry – economy.id

City Community Services and Culture Committee Definitions / Strategic Context

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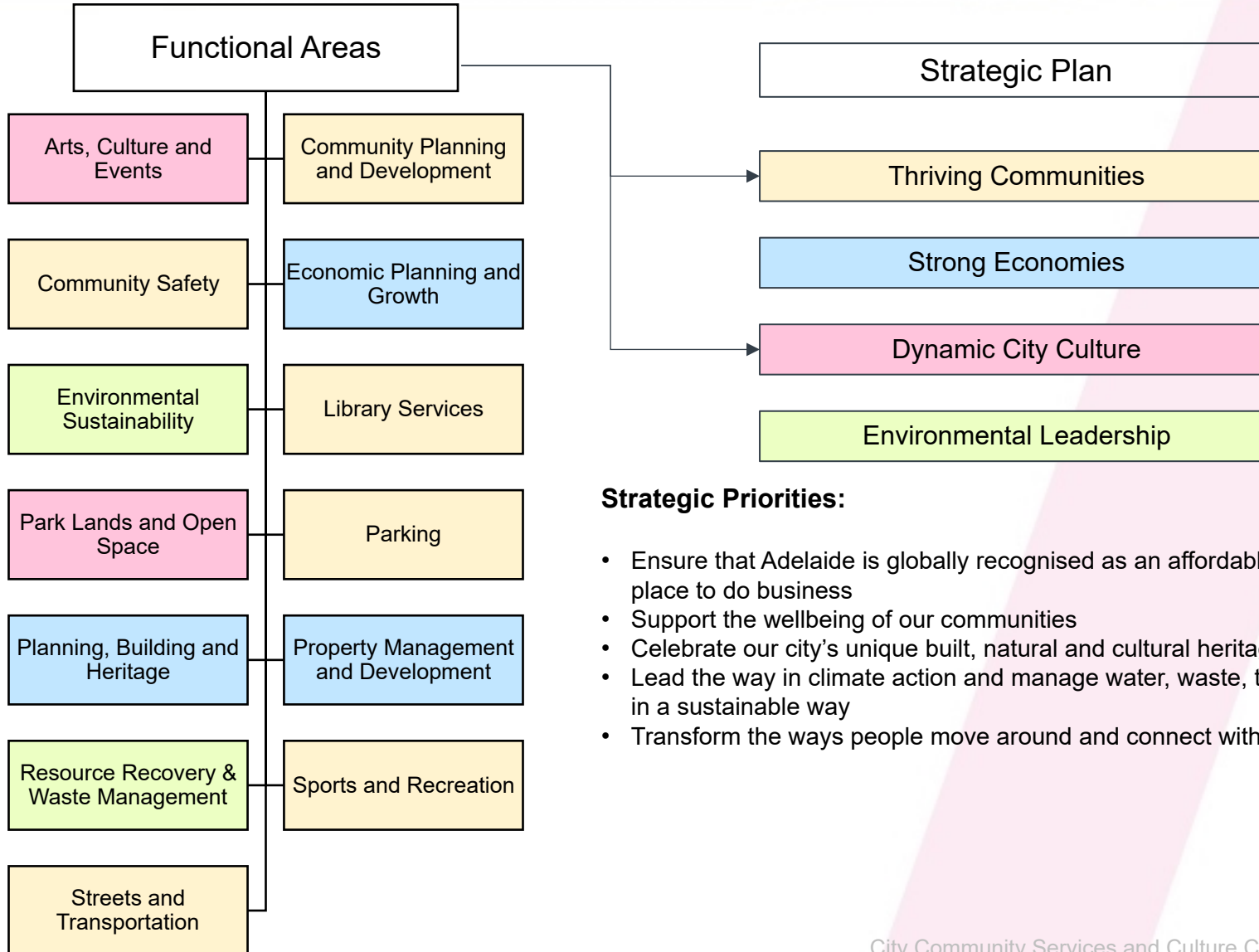


City Community Services and Culture Committee

Community Services



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Strategic Priorities:

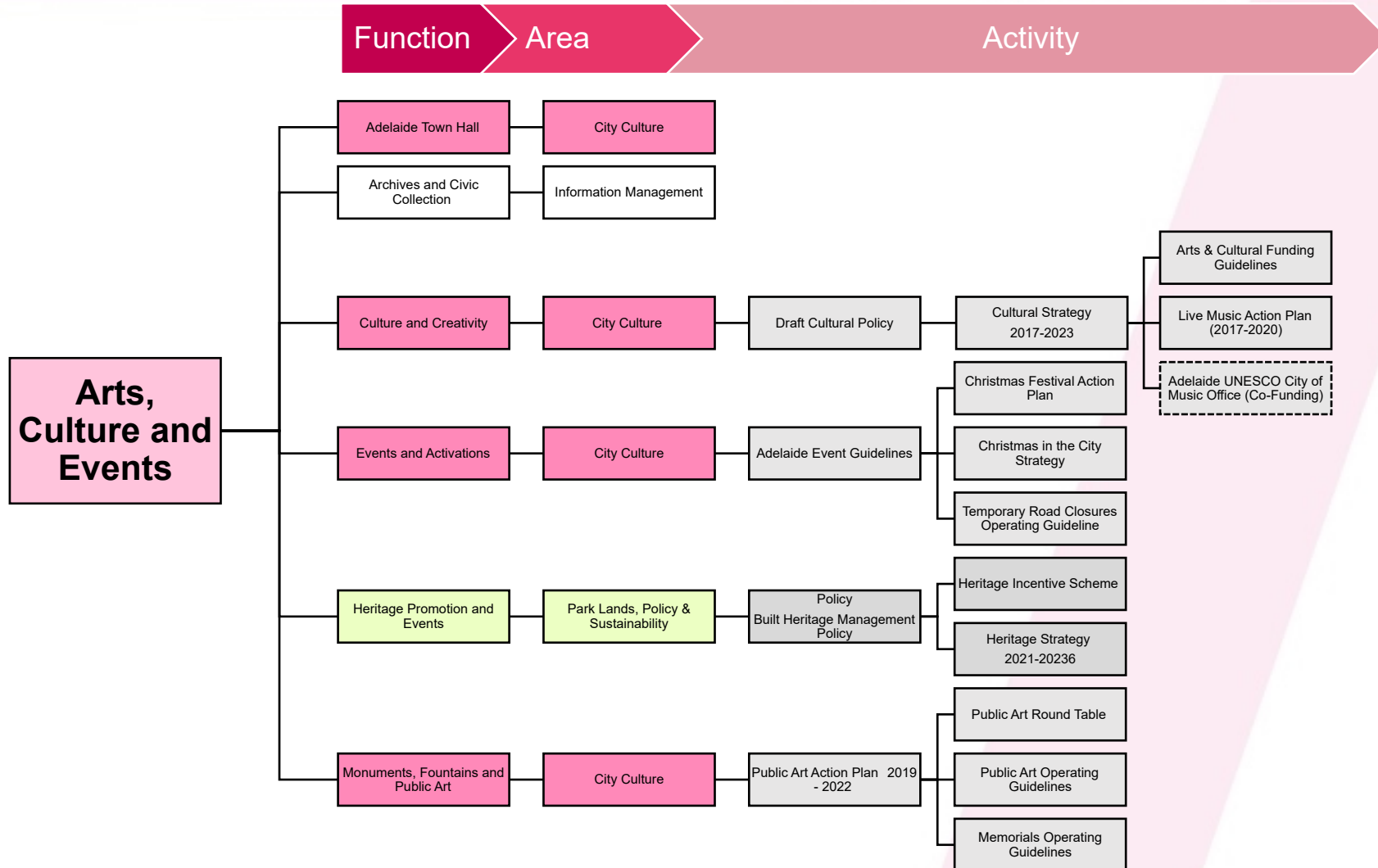
- Ensure that Adelaide is globally recognised as an affordable and innovative place to do business
- Support the wellbeing of our communities
- Celebrate our city's unique built, natural and cultural heritage
- Lead the way in climate action and manage water, waste, transport and greening in a sustainable way
- Transform the ways people move around and connect with each other

City Community Services and Culture Committee

Arts, Culture and Events



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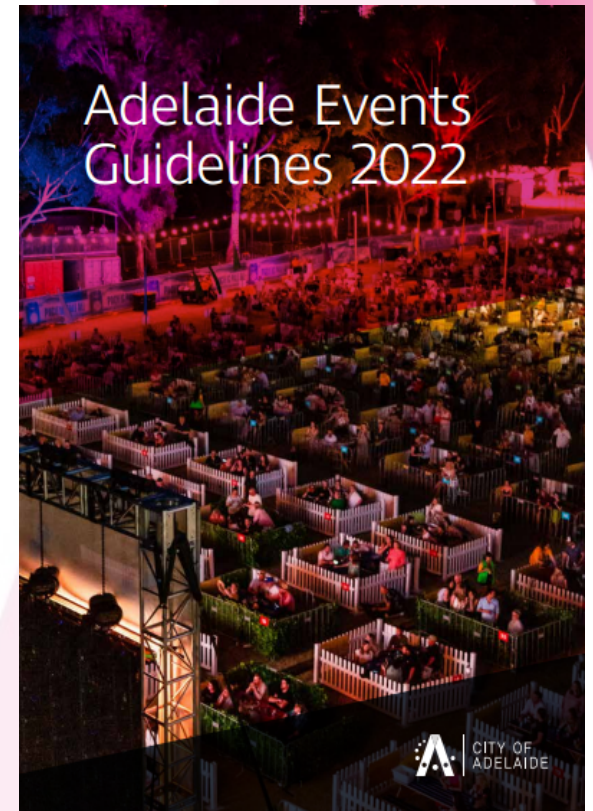


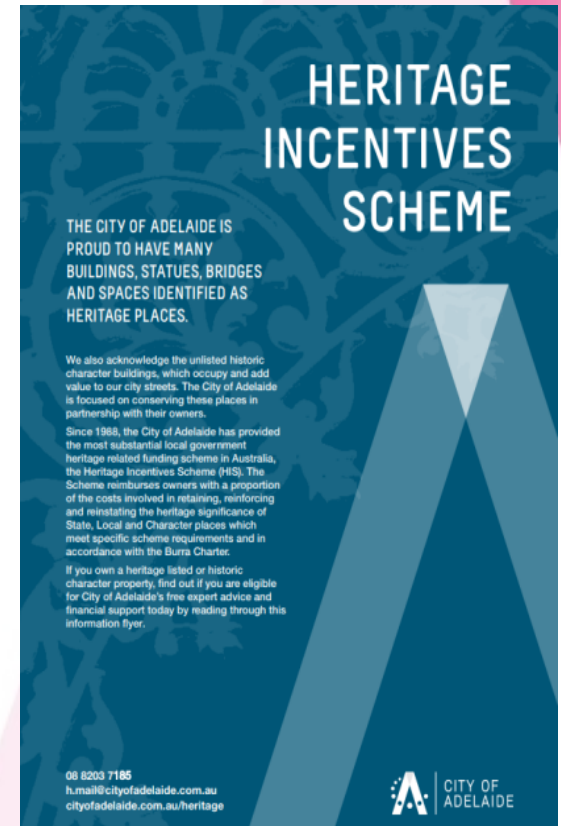


For review in 2023:



**ADELAIDE:
CITY OF ART**
Public Art Action Plan 2019-2022







Dynamic City Culture Dashboard

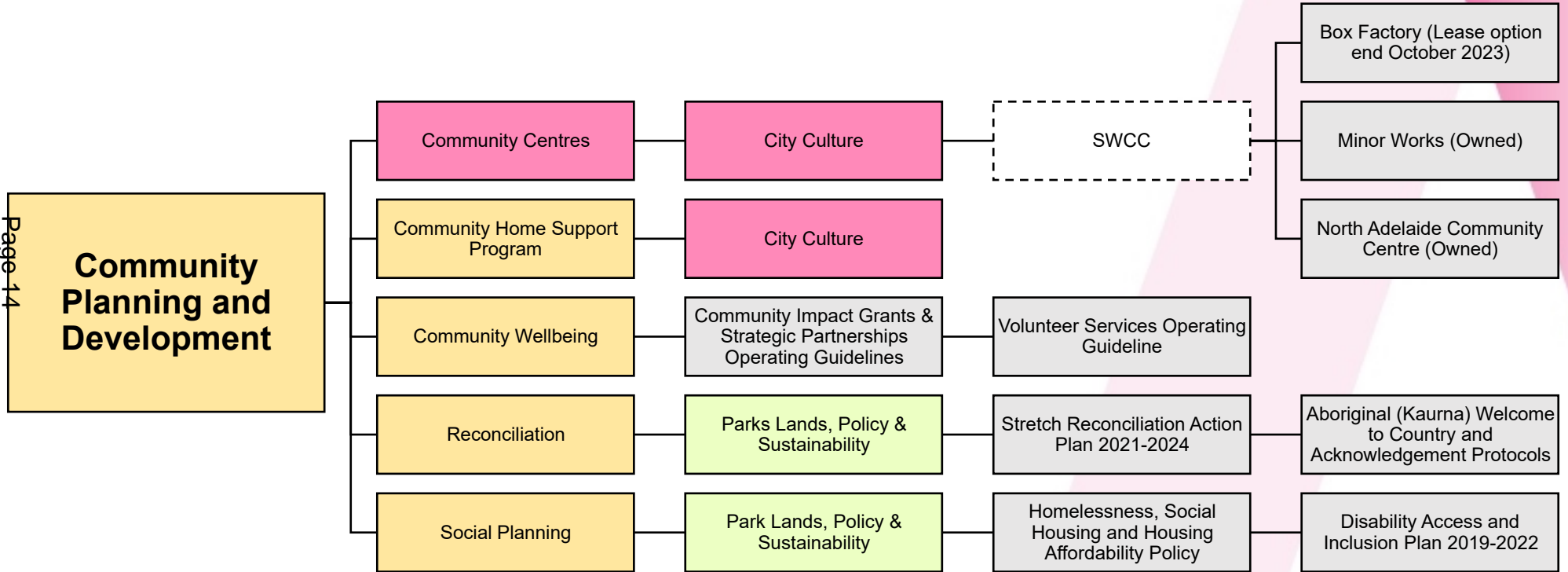


City Community Services and Culture Committee

Community Planning and Development



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City Community Services and Culture Committee Community Planning and Development

For review in 2023:

For review in
2025:

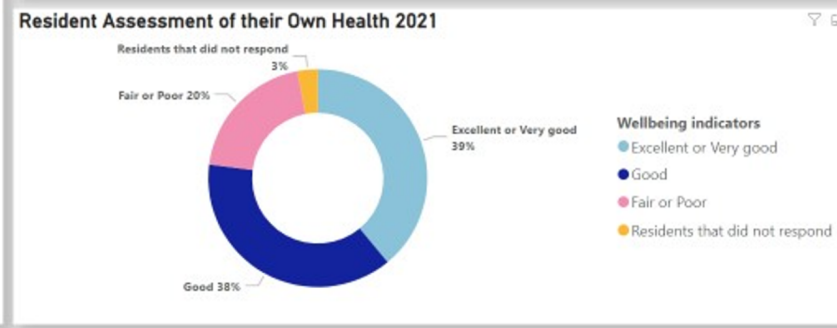
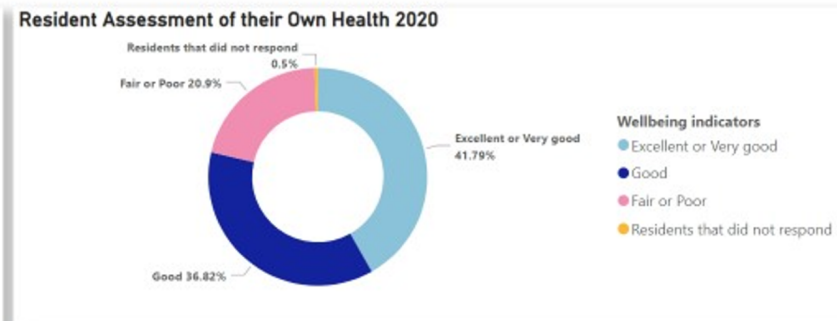
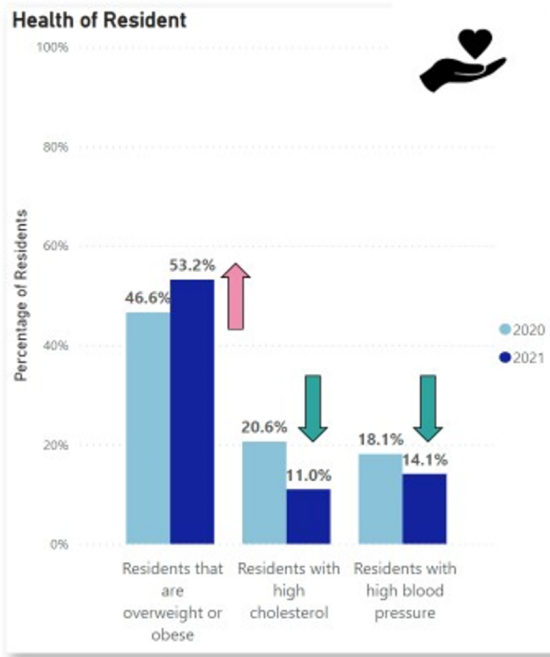
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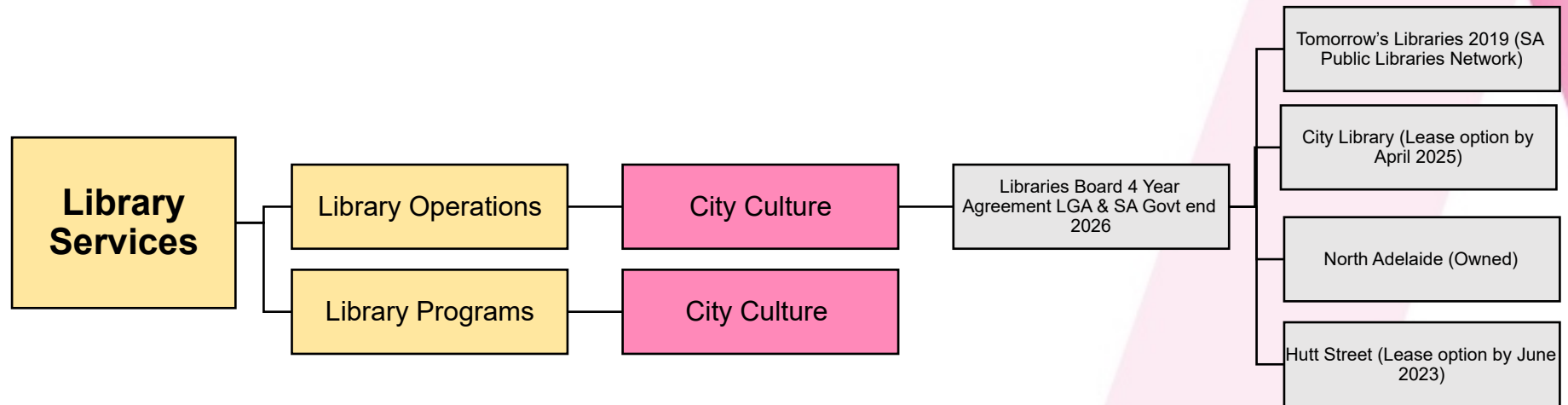
Wellbeing Dashboard

Health Indicators



City Community Services and Culture Committee

Library Services



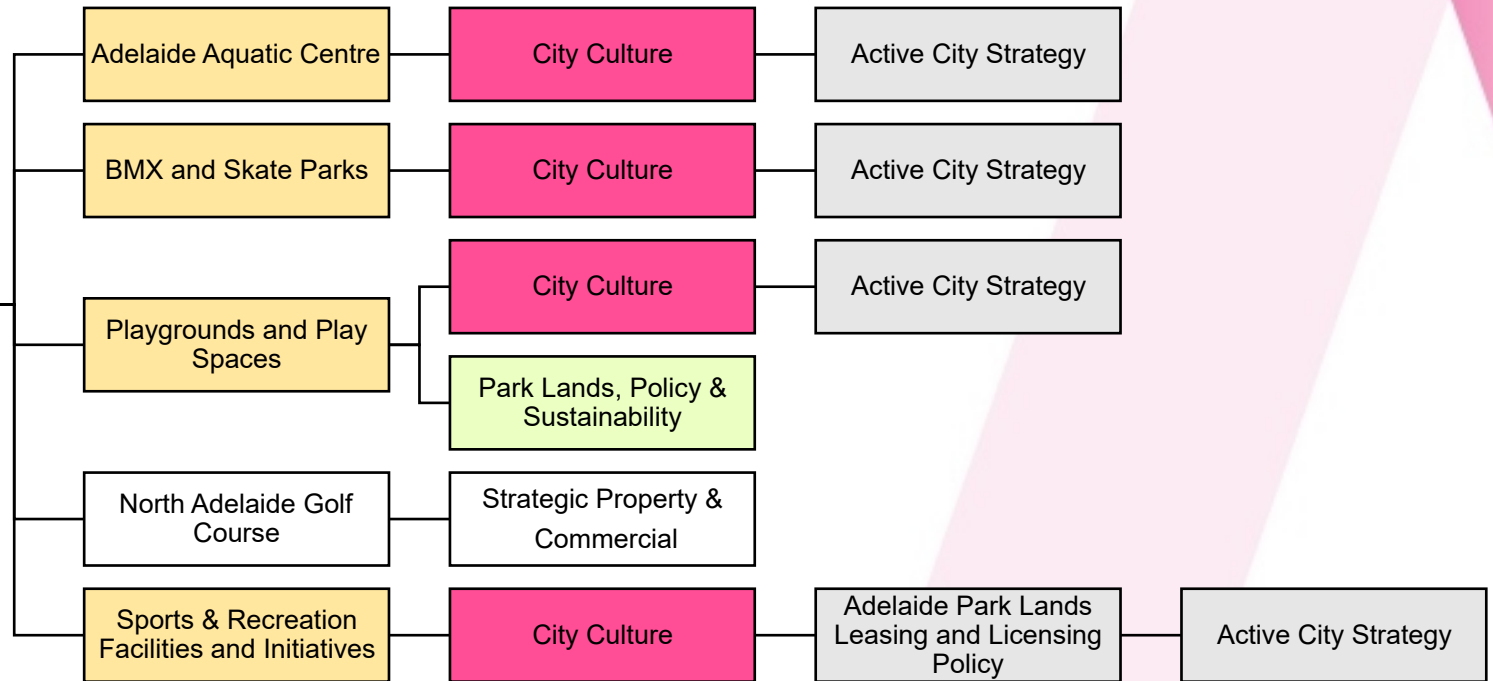
City Community Services and Culture Committee

Sports and Recreation

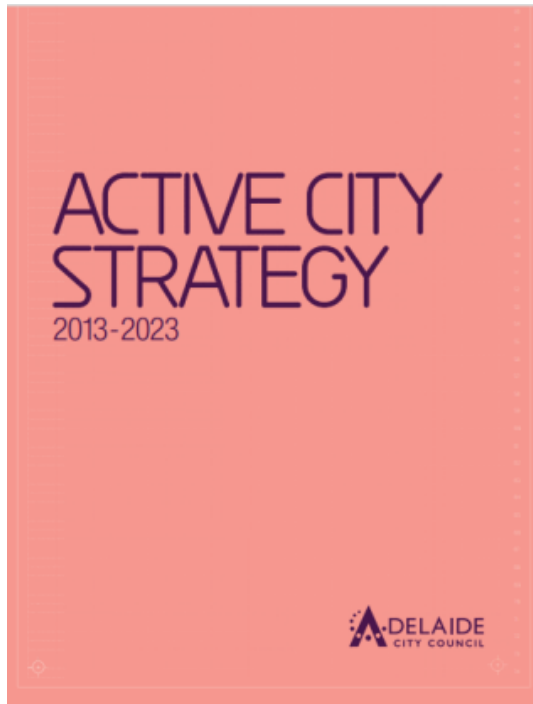


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Sports and Recreation



Ending in 2023:



For review in 2023:



ADELAIDE PARK LANDS LEASING AND LICENSING POLICY

Approved: By Council on 27 January 2016
Owner: Program Manager – Infrastructure Management
Trim: ACC2016/196470

What are your
policy and
community
outcome
priorities?

Are there any
strategic or policy
gaps?

2023-2024 Sister City Relationship Milestone Celebrations

Strategic Alignment - Dynamic City Culture

Public

Tuesday, 21 March 2023
**City Community Services and
Culture Committee**

Program Contact:
Ben Makepeace, Executive
Advisor, Office of the Lord Mayor

Approving Officer:
Clare Mockler, Chief Executive
Officer

EXECUTIVE SUMMARY

The City of Adelaide has three Sister Cities relationships with milestone anniversaries coming in the 2023-2024 financial year:

- 11 July 2023 marks the 40th Anniversary of the relationship with Austin, Texas, USA
- 8 December 2023 marks the 50th Anniversary of the relationship with George Town, Penang, Malaysia
- April 2024 marks the 10th Anniversary of the relationship with Qingdao, Shandong, China.

This report outlines civic events planned to commemorate and celebrate these milestones, and which enable the community to celebrate and mark these important relationships.

The events recommended are consistent with previous events held to celebrate similar milestone anniversaries with our other Sister Cities and the estimated expenditure can be met from the proposed operating budget for 2023-24.

RECOMMENDATION

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE:

1. Notes a Civic Event will be held in Adelaide in July 2023 for the community to celebrate the 40th Anniversary of our Sister City Relationship with Austin, USA.
 2. Notes a Civic Event will be held in Adelaide in December 2023 for the community to celebrate the 50th Anniversary of our Sister City Relationship with George Town, Malaysia.
 3. Notes a Civic Event will be held in Adelaide in April 2024 for the community to celebrate the 10th Anniversary of our Sister City Relationship with Qingdao, China.
-

IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture Global connections and collaborations
Policy	Not as a result of this report
Consultation	Not as a result of this report
Resource	Not as a result of this report
Risk / Legal / Legislative	Not as a result of this report
Opportunities	Each of the Civic Receptions affords an opportunity to cast a spotlight on the relationships, benefit from a renewed enthusiasm for the relationship, and leverage discussions and opportunities to share knowledge and connect city-to-city.
22/23 Budget Allocation	The costs can be met within existing budget allocations.
Proposed 23/24 Budget Allocation	Costs can be met within the proposed operating budget which is unchanged from the 2022-23 budget.
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Ongoing costs of our international engagement are met within existing budget and resource allocations
Other Funding Sources	Not as a result of this report

DISCUSSION

Background

1. The City of Adelaide has a strong history of international partnerships through sister city and friendly city connections, dating back to 1972 when we entered our first sister city agreement with Christchurch, New Zealand.
2. As a proudly multicultural community, the City of Adelaide has seven formalised sister and friendly city relationships. The focus of these relationships remains largely on providing opportunities for cultural and economic development and promoting civic diplomacy and goodwill at local levels.
3. Broader information on our Sister Cities can be found on the City of Adelaide website ([LINK 1](#))

Austin, Texas, USA

4. Austin and Adelaide will celebrate the 40th anniversary of their sister city relationship on 11 July 2023.
5. A civic event is proposed, with the guest list covering the relevant communities of interest, expatriates, dignitaries, and politicians.
 - 5.1. Budget will be \$12,000 for an event for around 100 people which reflects the significance of this milestone and allows for the hiring of external parties to highlight the linkages between the two cities.
 - 5.2. This is consistent with the event held in 2022 to celebrate the 40th Anniversary of Adelaide's Sister City relationship with Himeji, Japan.
6. Further information about the relationship can be found here ([LINK 2](#))

George Town, Penang, Malaysia

7. George Town and Adelaide will celebrate the 50th Anniversary of their sister city relationship on 8 December 2023.
8. A civic event is proposed, with the guest list covering the relevant communities of interest, expatriates, dignitaries, and politicians.
 - 8.1. Budget will be \$15,000 for an event for around 100 people and an appropriate gift to present to George Town.
 - 8.2. This is consistent with the event planned in 2022 to celebrate the 50th Anniversary of Adelaide's Sister City relationship with Christchurch, NZ, noting that the Christchurch event was scaled-down due to the impacts of the COVID-19 Omicron wave.
9. An invitation to visit George Town for a trade, investment, and tourism expo as part of a delegation is expected. When this invite arrives, a report will come to Council to approve the proposed travel and itinerary.
10. Further information about the relationship can be found here ([LINK 3](#))

Qingdao, Shandong, China

11. Qingdao and Adelaide will celebrate the 10th Anniversary of their sister city relationship in April 2014.
12. A civic event is proposed, with the guest list covering the relevant communities of interest, expatriates, dignitaries, and politicians.
 - 12.1. Budget will be \$10,000 for an event for around 100 people.
 - 12.2. This is consistent with previous 10th Anniversary Events held to celebrate the milestone anniversaries with other Sister Cities.
13. Further information about the relationship can be found here ([LINK 4](#))

DATA AND SUPPORTING INFORMATION

Link 1 – Information on Sister Cities

Link 2 - Information on the City of Adelaide Sister City Relationship with Austin, Texas

Link 3 - Information on the City of Adelaide Sister City Relationship with George Town, Penang

Link 4 – Information on the City of Adelaide Sister City Relationship with Qingdao, Shandong

ATTACHMENTS

Nil

- END OF REPORT -

New Year's Eve 2023-2025

Strategic Alignment - Dynamic City Culture

Public

Tuesday, 7 March 2023

City Community Services and
Culture Committee

Program Contact:

Jennifer Kalionis,
Associate Director City Culture

Approving Officer:

Iliia Houridis, Director City
Shaping

EXECUTIVE SUMMARY

New Year's Eve (NYE) is a global celebration, amplified in Capital Cities, to herald in each new year. The City of Adelaide (CoA) takes a leading role in delivering NYE events and fireworks displays, in alignment with the Council's strategic vision and key drivers for the festive season, including activities that:

- Drive visitation and economic growth for traders and local businesses
- Create a sense of belonging for our diverse community
- Provide safe places and immersive experiences that bring joy and delight for all ages.

The purpose of this report is to provide research findings and outcomes regarding 2021 and 2022 NYE events and recommends a three-year NYE event plan that builds on the success of previous years, including an expanded program of events to drive a broader participation and to meet the expectations of the community.

This report outlines the funding requirements to support the proposed expanded program (Table 1).

RECOMMENDATION

The following recommendation will be presented to Council on Tuesday 14 March 2023 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL:

That Council

1. Approves the proposed three-year plan for Council's New Year's Eve (NYE) event, as outlined in Item 6.1 on the Agenda for the meeting of the City Community Services and Culture Committee held on 7 March 2023.
 2. Notes that if recommendation 1 above is approved, funding to support the delivery of NYE will be considered as part of the 2023/24, 2024/25 and 2025/26 Business Plan and Budgets.
 3. Notes that updates on NYE event planning will be provided to this Committee.
-

IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture Council's NYE event delivers on Council's Dynamic City Culture theme particularly in connecting city users to place through curated city experiences and expanding Adelaide's global reputation as a 'magnet city' through world class events, festivals, and activation.
Policy	The delivery of Council's NYE event adheres to the policy requirements of the Adelaide Event Guidelines 2022 and the Adelaide Park Lands Management Strategy.
Consultation	Focus groups were conducted by McGregor Tan in 2021 to gain insights into residents and visitors views of Council's NYE events. Consultation has occurred with local business, experienced event production partners and contractors, AEDA and SA Police. Benchmarking has been conducted with other capital city councils throughout Australia and intercept surveys were conducted at the 2021 and 2022 NYE events.
Resource	The three-year NYE plan will be delivered in line with the Business Plan and Budget.
Risk / Legal / Legislative	A systematic Risk Register and Action Plan is undertaken for the NYE event each year.
Opportunities	An opportunity to expand on the current NYE in the City model to further activate the city, drive broader economic impact and to meet community expectations.
22/23 Budget Allocation	Not as a result of this report
Proposed 23/24 Budget Allocation	It is proposed that the 2023 NYE event is funded through the Business Plan and Budget process in accordance with this report.
Life of Project, Service, Initiative or (Expectancy of) Asset	The Council's NYE event is held annually. The proposed three-year plan will be delivered through the 2023/24; 2024/2025; 2025/26; annual Business Plan and Budget processes, with review due to commence in 2025/26.
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	The NYE event is funded annually by Council.
Other Funding Sources	Other funding sources that contribute to and offset the NYE budget include income from venue participation fees, as well as potential external sponsorship, and in-kind support.

DISCUSSION

1. This report provides an overview of Council’s New Year’s Eve (NYE) events, including research findings and outcomes from the 2021 and 2022 events and recommends a three-year NYE event plan that builds on the success of previous years, including an expanded program to drive a broader participation and to meet the expectations of the community.

New Year’s Eve event – overview

2. Council’s NYE events have a range of purposes and desired outcomes, including providing patrons an opportunity to celebrate with family and friends, to celebrate our status as a UNESCO City of Music and support businesses across the city.
3. A brief history and overview of past NYE events and outcomes can be found at Link 1 view [here](#).
4. CoA collaborates with external creative suppliers, contractors, and local businesses to deliver a multi event program titled ‘NYE in the City’ which includes:
 - 4.1. ‘Light Up’ – an accessible family festival.
 - 4.2. Visual Displays – fireworks in east Park Lands and North Adelaide.
 - 4.3. ‘Midnight Moments’ – street parties in multiple locations.

New Year’s Eve – 2021 and 2022 market research and outcomes

5. Market Research was undertaken by McGregor Tan in June 2021 [Link 2 view [here](#)]. Key demographic groups were identified, and focus groups conducted to understand the wants, needs, opportunities and barriers for attracting the different audiences to the city on NYE.
6. The key findings included:

Families with young children	Young people (18-35)	Older families or couples
<p>NYE is about fireworks and family. The event needs to be safe and family-friendly with a range of activities to keep children entertained.</p>	<p>NYE is about friends and celebrating with friends. Fireworks are nice, but not a driver for this cohort. Would come to the city if there was a festival or event that appealed to their demographic.</p>	<p>NYE is about spending time with family and friends. A meal and fireworks are a must for this cohort. Live music, safety and space to move around is important.</p>

7. Council’s NYE in 2020 was cancelled due to COVID-19 related issues and NYE 2021 was redesigned to disperse crowds around the city instead of being a single location in Elder Park.
8. ‘NYE in the City’ 2022 was the first redesigned NYE event not subject to COVID restrictions but mindful of public health and safety. Business venue capacities returned to normal and the Rymill Park ‘Light Up’ site capacity increased from 5,000 to 8,000.
9. The fireworks firing site was relocated to Rymill Park to allow Rundle Park to operate as an overspill picnic area and increasing the total event area to enable large numbers of people to view the fireworks safely.
10. As a result of a Council decision of 9 August 2022 [Link 3 view [here](#)] ‘Light Up’ in Rymill Park was delivered as a free, ticketed event in 2022. This increased the NYE budget for 2022 by \$110,000.
 - 10.1. The free ticket allocation was exhausted by 25 December 2022.
 - 10.2. Tickets provided entry to ‘Light Up’ between 6:00pm and 8:00pm with un-ticketed entry to ‘Light Up’ after 8:00pm subject to site capacity.
 - 10.3. Ticketing allows patrons, particularly families, to secure a seating location and prevents queuing for entry.
11. Kepler footfall data measured 413,662 people in the City and North Adelaide on NYE, with 19,800 in the East End from 6:00pm (not including ‘Light Up’) and 5,960 around the North Adelaide event at the Lion Hotel, Park 10, and surrounding areas.
 - 11.1. Attendance of 14,000 people was estimated at ‘Light Up’ in Rymill Park over the course of the evening.
 - 11.2. Event crew head counts estimated 15,000 people watching the fireworks outside the ‘Light Up’ event site at 9:30pm and 18,000 people at midnight.

12. Key findings from the intercept surveying conducted during NYE 2021 [Link 4 view [here](#)] and NYE 2022 [Link 5 view [here](#)] demonstrate the success of this event model in line with the market research. Results from the 2022 event include:
 - 12.1. 92% overall satisfaction with the event.
 - 12.2. 96% satisfaction with NYE 2022 as a place to come with family and friends.
 - 12.3. 93% of respondents felt satisfaction with the location of the event.
 - 12.4. 89% of respondents felt the event was a safe and secure place to visit.
 - 12.5. 96% of respondents felt there was a good atmosphere.
13. Economic Analysis of NYE 2021 [Link 6 view [here](#)] and NYE 2022 was conducted [Link 7 view [here](#)]. Key findings from the 2022 economic analysis include:
 - 13.1. \$277.70 total average spend per person.
 - 13.2. 34% contribution to total expenditure across Adelaide and North Adelaide on 31 December 2022.
 - 13.3. \$5,140,611 total estimated output contributed to the City of Adelaide economy.
 - 13.4. The equivalent of 37 FTE jobs generated.
14. All Midnight Moment venue partners have expressed their desire to host a Midnight Moment event in 2023.
15. A number of minor operational refinements were identified on the night to enhance future events.
16. SA Police provided very positive feedback around the 2022 NYE event including no reported incidents on the night in the East End or at Midnight Moment events. Based on the 2022 NYE event delivery SA Police has advised Council that the decentralised NYE model presents fewer policing challenges than Elder Park.

New Year's Eve – Hybrid visual displays

17. As a result of a Council decision of 10 March 2020 research was undertaken to explore incorporating hybrid visual displays into NYE celebrations.
18. NYE 2021 incorporated a light show as part of a hybrid visual display that was approved by Council on 13 July 2021.
19. A drone light show was developed for inclusion as part of a hybrid visual entertainment at Light Up in 2022 but was cancelled by the contractor following a failed drone show in Perth in November 2022.

New Year's Eve - Proposed three-year plan for 2023, 2024 and 2025

20. The proposed approach for NYE 2023, 2024 and 2025 is to expand on the success of the 2021 and 2022 events to:
 - 20.1. Continue to deliver 'Light Up' as a free, ticketed Family Festival in an expanded event site in Rymill Park.
 - 20.2. Augment the fireworks displays and incorporate the inclusion of a drone show.
 - 20.3. Increase the number of 'Midnight Moments' delivered in partnership with local businesses.
 - 20.4. Enhance and expand the marketing program to promote NYE events and viewing sites for visual displays.
21. The rationale for the proposed approach is that it:
 - 21.1. Builds on the success of the 2021 and 2022 events and is supported by market research, surveying, and economic analysis conducted by Council.
 - 21.2. Provides additional options for the community by creating multiple events that cater to different demographics.
 - 21.3. Supports businesses across the city rather than concentrating activity in a single location.
 - 21.4. Disperses crowds across the city in a manner that is supported by SA Police.
 - 21.5. Allows Council to scale the event as required.
 - 21.6. Incorporates alternative visual entertainment in the form of a drone show in line with the Council decision on 28 January 2020.
 - 21.7. Has third party support from event production partners, city businesses and SA Police.
 - 21.8. Provides efficiencies and certainty for contractors and suppliers to enter into multi-year contracts.

22. Procurement and approval for the proposed drone show for 2023, 2024 and 2025 would follow the below process:
- 22.1. A competitive procurement process requiring a minimum of three quotes with a suitably experienced and qualified operator contracted.
 - 22.2. A detailed cancellation process included in the contract between CoA and the successful contractor.
 - 22.3. Feasibility study for the show, including site safety assessment, conducted by the successful contractor.
 - 22.4. Timely application lodgement with CASA for the show a minimum of three months from the event.
 - 22.5. Multiple project planning meetings and site meetings with CoA and the successful contractor.
 - 22.6. Risk Assessments completed by CoA and the contractor.
 - 22.7. CASA certified pilots to deliver and manage the drone show.
 - 22.8. A complete fenced exclusion zone to prevent members of the public from entering the drone show site before, during and after the show, in addition to an inner exclusion zone around the drone show infrastructure.
 - 22.9. A geo-fence implemented around the drone show site to ensure drones do not fly out of the drone show area.
23. NYE in the City 2023, 2024 and 2025 proposes to:

Visual Displays	Family Festival	Midnight Moments	Marketing
<p>Move fireworks firing site in the East End from Rymill Park / Murlawirrapurka to Park 15 / King Rodney Park allowing fireworks to be fired higher and be seen further across the city.</p> <p>Additional firing sites and viewing areas in Park 10/Warnpangga and in the West of the city (location tbc).</p> <p>Inclusion of a ten-minute drone show.</p>	<p>Light Up remains in Rymill Park as a free, ticketed family festival event.</p> <p>Expanded Light Up event footprint to increase capacity to 12,000 at any one time.</p> <p>Rundle Park to operate as an overspill/picnic area.</p>	<p>Midnight Moments program expanded with a focus on the Southwest of the City.</p> <p>Locations from 2022 are retained.</p> <p>Inclusion of a ticketed long table dinner as part of the Midnight Moments program.</p>	<p>Increased budget to allow for stronger messaging and PR campaign around the best viewing locations for visual displays.</p>

New Year's Eve – proposed budget

24. The total cost for 2021 and 2022 was \$410,000 and \$511,000 respectively. The current budget for NYE 2023 is \$531,000.
25. A proposed budget breakdown for the expanded 'NYE in the City' is shown in the table below.
26. The proposed additional budget in 2023 to 2025 will include:
- 26.1. That the NYE activations across the city remain free to the public.
 - 26.2. A ten-minute drone light show with an estimated cost of \$200,000.
 - 26.3. Expansion of the Midnight Moment program to activate new areas of the city while continuing to facilitate existing Midnight Moments through road closures, including:
 - 26.3.1. road closure
 - 26.3.2. furniture hire
 - 26.3.3. event lighting
 - 26.3.4. entertainment costs, as well as financial incentives for participating venues (to assist them in opening on a traditionally difficult night for hospitality).

- 26.4. A larger fenced, free-ticketed Family Festival event with an increased event footprint within Rymill Park allowing for increased site capacity, entertainment and food and drink options.
- 26.5. A long table dinner option which will be a premium experience in an interesting location that is ticketed, exclusive, with fine food and wine, and live music.
- 26.6. Increased Marketing budget to allow for more spend on public relations and promotion to drive visitation and promote the best viewing areas for the fireworks and drone shows.
- 26.7. A costed Operations budget to ensure successful delivery of the event. The financial figure below includes security and fencing costs, intercept surveying, additional toilets, lighting, water and activation within Rundle Park.

	Proposed 2023 Budget	Proposed 2024 Budget	Proposed 2025 Budget
Total	\$927,000	\$945,250	\$962,750
Visual Displays	\$290,000	\$295,000	\$300,000
Family Festival	\$300,000	\$300,000	\$300,000
Midnight Moments	\$112,000	\$118,250	\$123,750
Marketing	\$50,000	\$52,000	\$54,000
Ticketed long table dinner	\$65,000	\$65,000	\$65,000
Operations	\$110,000	\$115,000	\$120,000

27. As part of this three-year plan, long term contractual arrangements will be sought with key suppliers including provision of fireworks shows, lighting, security, fencing and 'Light Up' event production.
28. Event sponsorship and partnerships will be explored as a result of this three-year plan.

DATA AND SUPPORTING INFORMATION

Link 1 – New Year’s Eve in the City event overview

Link 2 – Market Testing of New Year’s Eve in Elder Park and the City

Link 3 – Item 18.4 - Councillor Moran - MoN - New Year’s Eve

Link 4 – CoA 2021 NYE Events' Visitors' Survey

Link 5 – Intercept Survey results summary - New Year’s Eve in the City 2022

Link 6 – NYE 2021 Events Economic Analysis

Link 7 – NYE 2022 Event Economic Analysis

ATTACHMENTS

Nil

- END OF REPORT -

Illuminate Adelaide - Public Artwork Investment

Strategic Alignment - Dynamic City Culture

Public

Tuesday, 7 March 2023

City Community Services and Culture Committee

Program Contact:

Jennifer Kalionis, Associate Director City Culture

Approving Officer:

Iliia Houridis, Director City Shaping

EXECUTIVE SUMMARY

Illuminate Adelaide is a major annual winter event in Adelaide that takes over city streets, laneways, and buildings, celebrating innovation, music, art, technology and light. Described as an event of global significance, Illuminate Adelaide celebrates the union between future technology and creative industries.

The City of Adelaide initiated a three-year annual commitment in financial years 2020-21, 2021-22 and 2022-23 of \$300,000 per annum to deliver one legacy light-based public artwork each year in co-commissioning partnership with Illuminate Adelaide, as a City of Adelaide contribution to the Illuminate Adelaide event. Allocated through the Business Plan and Budget process, this expenditure is capital investment in public art assets for the City of Adelaide.

In consultation with Illuminate Adelaide, three sites across the City were identified as locations for Illuminate Adelaide public art works:

- **Grote Street**
In 2021, Golden Rhombohedron (Obtuse) by artist Jason Sims was installed on Grote Street as the first deliverable for the program.
- **Melbourne Street**
Final concept designs for this work are scheduled for City Community Services and Culture Committee on 21 March 2023, and to Council in April 2023.
- **Light Square**
On 12 July 2022, following a recommendation from the Kadaltilla/Park Lands Authority meeting, Council approved Light Square/Wauwi as the location for a major public artwork proposed by Illuminate Adelaide and Ouchhh Studio.

The Ouchhh Studio project was originally planned for delivery in 2022. This timeframe has been impacted by costs and global supply chain issues related to Covid-19 pandemic. The project was rescheduled for delivery in 2023, however escalating project fabrication and delivery costs and the risks of ongoing maintenance and costly electricity consumption for this project to the City, have led project partners Illuminate Adelaide to recommend that the proposed work cannot proceed.

RECOMMENDATION

The following recommendation will be presented to Council on 14 March 2023 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL:

That Council

1. Notes Illuminate Adelaide's advice that the Illuminate Adelaide: Light Square/Wauwi project budget is not viable in its current form.
2. Approves the reallocation of the remaining \$270,000 budget for this Illuminate Adelaide partnership commitment to the public art budget to be carried over into financial year 2023-24.

3. Request alternative options for a legacy light-based public artwork of scale and significance to the City be presented to the Public Art Round Table for their expert advice.
 4. Resolves that the delivery of Public Art will adhere to the City of Adelaide's existing commissioning, procurement delegations and processes and that Public Art valued over \$100k will no longer require Council noting.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture Deliver public art throughout the city in collaboration with the private sector as a contribution towards dynamic city culture.
Policy	Adelaide, City of Art: Public Art Action Plan 2019-22: Deliver Art Shines, a creative light-based public art commission program to energise, delight and make public spaces welcoming and safe. Adelaide Park Lands Management Strategy 2015-2025: Strategy 1.2.3: Create places and attractions that set the Park Lands apart - Provide opportunities for the development of permanent and temporary public artworks and memorials across the Park Lands. Strategy 1.3.7: Promote the Park Lands as a visitor and tourist destination - Encourage and support unique attractions in the Park Lands. The Park Lands Community Land Management Plan, Chapter 17, Light Square / Wauwi: Enhance the Square through creative design and distinctive features that broaden its appeal and use, including maintaining public art to contribute its distinctive character.
Consultation	Internal engagement, Illuminate Adelaide, the City of Adelaide Public Art Round Table, Kadatilla / Park Lands Authority and Heritage SA.
Resource	Not as a result of this report
Risk / Legal / Legislative	Due to feasibility work being undertaken Illuminate Adelaide advise that there was no formal agreement yet in place with the artist. Legal risk is minimal.
Opportunities	Learning from the challenges of a 12-month delivery schedule, the funding can be reallocated to develop and scope a legacy light-based public artwork of scale and significance to the City.
22/23 Budget Allocation	Withdrawal of this project will result in a potential capital savings of \$270,000.
Proposed 23/24 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	This decision will save an estimated ongoing cost of up to \$40,000 per annum associated with electricity and maintenance.
Other Funding Sources	Illuminate Adelaide has not confirmed any fundraising undertaken or received from the \$250,000 verbal commitment made at the start of the project.

DISCUSSION

Illuminate Adelaide Partnership

1. Illuminate Adelaide is an event that celebrates innovation, music, art, light and technology in July / August. The event builds on the creative identity of Adelaide as a UNESCO Creative City, activating the city during the winter season and growing the local economy. Illuminate Adelaide presents projects exclusive to Adelaide, enticing visitors from across South Australia, interstate and overseas.
2. The 2023 event is supported by Adelaide Economic Development Agency to the value of \$100,000 through the annual Events and Festivals Sponsorship Program. The City of Adelaide may also support the event through waiving fees related to Park Lands and Road Closures.
3. Through the City of Adelaide annual Business Plan and Operating Budget process a total \$900,000 was allocated as \$300,000 per annum over three years for the co-commissioning and delivery of a series of three legacy light-based public artwork as a City of Adelaide contribution to the annual Illuminate Adelaide event. This is a commitment to capital investment in three public art assets for the City of Adelaide.
4. It was intended that this series of annual co-commission partnerships with Illuminate Adelaide would create a collection of light-based, interactive public artworks in the City which, over time, would become significant cultural experiences and visitor attractions.

Public Art Policy

5. Council approved the Public Art Action Plan 2019-2022 in August 2019. Through this consultation and approval process, the City of Adelaide delivers an annual public art program through the business plan and budget. This work is guided by the Public Art Operating Guideline (Link 1 view [here](#)) currently up for renewal in line with the Public Art Action Plan. Key steps include:
 - 5.1. Advice and support from the Public Art Round Table (PART) comprised of Public Art Experts from diverse backgrounds to nurture and facilitate fresh and leading-edge artistic expression in the City. The previous PART term has concluded and an Expression Of Interest for new PART membership will go out this year to advise on the next Public Art Action Plan which will come to Council for approval in 2023.
 - 5.2. If the public artwork is proposed to be located within the Park Lands, advice and recommendation from Kadaltilla / Park Lands Authority and Council approval is required.
 - 5.3. In November 2020, Council approved a motion that individual public art projects valued over \$100,000 must come to Council for noting.
 - 5.3.1. This is inconsistent with City of Adelaide's existing procurement processes and national best practice standards for procuring public art.
 - 5.3.2. There are existing mechanisms in place to achieve dynamic outcomes for the city through public art already in place. We have a rigorous procurement process overseeing all contractual arrangements and project management control group.
6. As outlined earlier, PART provides feedback and advice on all public art opportunities within the City, including overview and development of artist and artwork selection criteria for major opportunities and the artistic and cultural value/merit of artworks and selected artwork proposals.
 - 6.1. Progress of selected public art activities are provided to Council as required through E-News.

Illuminate Adelaide: Light Square/Wauwi

7. Illuminate Adelaide proposed a significant opportunity to co-commission with City of Adelaide an artwork from internationally renowned creative media collective, Ouchhh Studio to be delivered for the 2022 event. This was a major opportunity for Adelaide to be the first city in Australia to secure a significant artwork by this celebrated artist studio.
8. The budget for the design and delivery of the eight-metre artwork was \$600,000 with funding to be shared by City of Adelaide and Illuminate Adelaide as follows:
 - 8.1. City of Adelaide committed \$50,000 from the approved 2021-22 capital budget to enable the feasibility and concept design for the artwork to be developed.
 - 8.2. City of Adelaide committed a further \$300,000 from the proposed 2022-23 capital budget to support the detailed design, fabrication, and installation of the artwork.
 - 8.3. Illuminate Adelaide verbally committed up to \$250,000 towards the total budget as co-commissioning partner.

9. A partnership agreement between Illuminate Adelaide and City of Adelaide was issued to Illuminate Adelaide in June 2022, August 2022 and December 2022, however following multiple reviews this has not been signed. Illuminate Adelaide have advised of their concerns with Council's standard termination clause.
10. As part of their role in the co-commissioning partnership, Illuminate Adelaide have managed all communications with Ouchhh Studio.
11. In December 2021, Illuminate Adelaide presented an early concept design to PART, including representatives from Arts South Australia, Art Gallery of South Australia, Guildhouse, Jam Factory, Nexus Arts, Tandanya National Cultural Institute, and local artists, on the opportunity.
 - 11.1. The PART expressed at that meeting that *"the extraordinary opportunity this project provides for Adelaide to secure such a high-quality artwork from a revered international artist studio. It would also provide a valuable opportunity for local artists to connect, learn and collaborate with Ouchhh.*
 - 11.2. They further noted that *a commission from Ouchhh would existing artworks in the City of Adelaide collection and that light-based, digital sculptural artworks would help create a must visit destination and memorable space."*
12. In March 2022, an interdisciplinary design team in Adelaide with experience in prototyping and costing complex projects, was engaged by Illuminate Adelaide to undertake feasibility work and finalise a detailed concept design.
13. Following the submission of a detailed concept design to the City of Adelaide in April 2022, the delivery date was shifted from July to late 2022 to mitigate risk to project delivery.
14. On 23 June 2022, based on the detailed concept design, Kadaltilla / Adelaide Park Lands Authority recommended its advice to Council that it supported the location of the artwork within Light Square / Wauwi.
15. On 12 July 2022, following the advice from the Kadaltilla/Park Lands Authority meeting, Council approved the Illuminate Adelaide: Light Square/Wauwi location Illuminate Adelaide undertook further feasibility work necessary to progress design, build and installation.
16. In September 2022, Illuminate Adelaide provided a further detailed budget for the project which estimated the total costs from \$700,000.
17. In December 2022, City of Adelaide provided feedback and guidance on electrical requirements to Illuminate Adelaide, including the design and installation of a new main distribution board (MDB) as the existing MDB could not manage capacity for ongoing delivery of the public artwork alongside other events and activations in the Light Square / Wauwi location.
18. Illuminate Adelaide advised that their most recent feasibility work identified a significant budget escalation for the project, citing escalating build costs, ongoing maintenance and additionally, ongoing electricity costs projected to be \$15,000-\$20,000 per annum at the current costs. This is in addition to projected maintenance costs exceeding \$10,000 per annum.
19. City of Adelaide provided Illuminate Adelaide with a deadline of 31 January 2023 to deliver a Detailed Budget, Detailed Design, Contractual Agreement with Ouchhh Studio, and Program/Works Schedule with signed co-commissioning partnership agreement.
20. In January 2023, City of Adelaide Project Control Group (PCG) met to discuss the increased costs associated with the project including minor landscape treatment and design and installation of a new MDB. Some ancillary costs for the project were approved by PCG to be met by City of Adelaide budget to offset total project costs.
21. At the end of January 2023, Illuminate Adelaide provided a detailed budget for a reduced scale of work (from eight metres to six metres), with project budget costs forecast at \$1.086m resulting in a potential overspend of \$486,425. Illuminate Adelaide further advised City of Adelaide that in recognition of the revised budget shortfall, additional funding was required for the project to progress, re-timing of delivery and resourcing was required, and further, the artist had not been contracted.
22. Illuminate Adelaide advised City of Adelaide that this project is not viable and proceeding would adversely impact their organisation financially.

Illuminate Adelaide: North Adelaide

23. At the Committee meeting on 2 August 2022, the Illuminate Adelaide artwork proposed for Melbourne Street, North Adelaide, was considered for noting.
24. Council requested that the work come back for approval. This is not the common practice for public art as outlined earlier in this report. Concept designs for a site-specific illuminated work in Melbourne Street is

scheduled for City Community Services and Culture Committee on 4 April 2023, and to Council for noting in April 2023.

25. The artist engagement and delivery for this project is being led by City of Adelaide. City of Adelaide will work with the artist and partner Illuminate Adelaide to ensure that the work showcases the City's investment in artistic quality and value in the public realm, through a legacy light-based public artwork.

DATA AND SUPPORTING INFORMATION

Link 1 - Public Art Operating Guideline

ATTACHMENTS

Nil

- END OF REPORT -