

Adelaide's New Year's Eve 2023

Tuesday, 6 June 2023
City Community Services and Culture Committee

Strategic Alignment - Dynamic City Culture

Program Contact:
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Public

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EXECUTIVE SUMMARY

The City of Adelaide has a proud history of delivering an annual New Year's Eve (NYE) event and fireworks displays.

This report presents the recommended event model for returning the City of Adelaide's NYE event to Elder Park / Tarntanya Wama in 2023, following the Council decision on 7 March 2023 and direction received from the City Community Services and Culture Committee on 2 May 2023.

RECOMMENDATION

The following recommendation will be presented to Council on Tuesday 13 June 2023 for consideration.

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

THAT COUNCIL

1. Approves the event model for returning the City of Adelaide's NYE event to Elder Park / Tarntanya Wama in 2023, with a \$550,000 budget to be endorsed through the 2023/24 Annual Business Plan and Budget.
 2. Approves an AEDA administered \$100,000 grant program, to provide support for business-led NYE activity across the city, with budget to be endorsed through the 2023/24 Annual Business Plan and Budget.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture Council’s NYE event delivers on Council’s strategic plan through the key outcome Dynamic City Culture, 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	Initial consultation for the 2023 NYE event has occurred with key stakeholders, Adelaide Festival Centre, contractors, the Adelaide Economic Development Agency (AEDA) and South Australian Police (SA Police).
Resource	The 2023 NYE event will be delivered in line with the Integrated Business Plan and Budget.
Risk / Legal / Legislative	A systematic Risk Register and Action Plan will be undertaken for the NYE 2023 event.
Opportunities	The 2023 event model re-establishes the 2019 NYE event model. There is an opportunity to liaise with stakeholders in the area surrounding Elder Park / Tarntanya Wama who would have previously benefitted from the NYE event being held in the precinct.
22/23 Budget Allocation	\$401,000
Proposed 23/24 Budget Allocation	Draft 2023/24 Budget allocation of \$411,406 comprising of \$61,140 income and \$472,546 expenses. This report requests \$650,000, comprising \$550,000 for the Elder Park / Tarntanya Wama event and \$100,000 for an AEDA administered grant program.
Life of Project, Service, Initiative or (Expectancy of) Asset	The City of Adelaide’s NYE event is held annually.
22/23 Budget Reconsideration (if applicable)	\$110,000 requested at Q3 bringing the total 2022/23 budget to \$511,000.
Ongoing Costs (eg maintenance cost)	The NYE event is funded annually by Council.
Other Funding Sources	Opportunities for external sponsorship and in-kind support of the 2023 NYE event will be explored.

DISCUSSION

Event Overview

1. From 2007 to 2019 Council's NYE event (Adelaide's New Year's Eve) was held in Elder Park / Tarntanya Wama and the surrounding Riverbank precinct.
2. Council's NYE event was reimagined and delivered as a decentralised model in 2021 and 2022, featuring a Family Festival event in Rymill Park / Muralwirrapurka and other events across the city which were called 'Midnight Moments'.
3. At the Council meeting on 7 March 2023 Council requested that administration present plans for the reinstatement of Adelaide's NYE event to Elder Park / Tarntanya Wama in 2023 along with alternative ideas from AEDA to stimulate business activity across the city.
4. The 2023 Elder Park / Tarntanya Wama NYE event delivery has been considered and costed, with details provided in a workshop at the City Community Services and Culture Committee on 2 May 2023.

Event Model for New Years Eve 2023 in Elder Park / Tarntanya Wama

5. NYE 2023 will be delivered as a free event to be held within a managed access event site at Elder Park / Tarntanya Wama, Barr Smith Walk and a section of King William Road.
6. The event model incorporates a free party and fireworks, replicating elements of previous NYE events, delivered in a fun, safe and controlled manner.
7. The event site will seek a capacity of up to approximately 25,000 at any one time, with patrons cycling through the site over the course of the evening.
8. The event within the site footprint of Elder Park / Tarntanya Wama and Barr Smith Walk will be produced and delivered by an event production partner with oversight from the City Experience team. The successful event production partner will be engaged through a competitive tender process.
9. Some elements of the event outside the primary event site are to be managed by the City of Adelaide, including the fireworks displays and necessary traffic management.
10. Two pyrotechnic shows will be included, at 9:00pm and midnight.
11. A marketing campaign will be designed and delivered to promote the reinstatement of the City of Adelaide's NYE event to Elder Park / Tarntanya Wama and to drive visitation to the event.
12. A budget of \$550,000 is required to deliver the event in Elder Park / Tarntanya Wama and Barr Smith Walk inclusive of:
 - 12.1. Event operations and management
 - 12.2. Infrastructure
 - 12.3. Entertainment
 - 12.4. Pyrotechnics
 - 12.5. Marketing
 - 12.6. Economic surveying and analysis.
13. Based on the significantly higher delivery costs relative to fireworks displays, the 2023 NYE event budget does not include a drone or hybrid light show.
14. Council also sought advice on how to spread NYE activity across the city in a similar way to the Midnight Moments initiative, but without the City of Adelaide delivered elements.
15. An AEDA administered grant program with a proposed budget of \$100,000 can be established to encourage and support new or existing business-led event activity on NYE. The proposed budget is based on a similar spend for Midnight Moments in 2022.
 - 15.1. The budget would be allocated to locations that are best placed across the City and North Adelaide to host a local event. Dependant on how the funds are ultimately allocated, they could support smaller scale entertainment such as fireworks.
 - 15.2. The events supported through this grant program would not be owned or branded by City of Adelaide or AEDA.
16. Assessment criteria will be established that prioritise events or initiatives that:

- 16.1. Activate the public realm, eg through road closures to enable street parties with live music and entertainment.
 - 16.2. Benefit multiple businesses as a cluster or precinct.
 - 16.3. Involve collaboration of like-minded businesses.
 - 16.4. Align with AEDA and City of Adelaide priorities or programs.
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ATTACHMENTS

Nil

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