

Adelaide's New Year's Eve

Strategic Alignment - Our Community

Public

Tuesday, 5 March 2024

City Community Services and Culture Committee

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EXECUTIVE SUMMARY

This report provides a review of the 2023 Adelaide New Year's Eve (NYE) event including key outcomes, considerations, and preliminary plans for the 2024 event.

The 2023 event successfully returned to the Riverbank Precinct, drawing huge crowds to this iconic event location for one of Council's largest annual events.

Adelaide's NYE event in Elder Park / Tarntanya Wama (Elder Park) was attended by 35,000 people over the course of the evening, with approximately 80,000 people within the broader precinct.

Intercept surveying reinforced the success of Adelaide's NYE in Elder Park, reporting 84% of surveyed event attendees as satisfied. Positive feedback received has provided insights to future improvements as to how the event may be delivered in 2024.

Due to the success and demand for the event, the 2023 Elder Park event site alone could not accommodate the community demand for fireworks viewing, with the site reaching capacity during the course of the night. Administration, working with key stakeholders, have identified for Elder Park entry and exit points to facilitate more streamlined access and egress at future events and to better cater to the large transition of the crowd between the family fireworks and midnight fireworks displays.

Whilst Elder Park remains the primary location for Adelaide's NYE celebrations, community demand and public safety require consideration of an expanded fireworks display and additional viewing areas along the riverbank for the event in 2024.

RECOMMENDATION

The following recommendation will be presented to Council on 12 March 2024 for consideration

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

1. Notes this report outlining the key outcomes from 2023 and preliminary 2024 plans for New Year's Eve in Elder Park / Tarntanya Wama.
 2. Notes that the budget required to deliver Adelaide New Year's Eve 2024 will be considered through the 2024/25 Business Plan and Budget process.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	Strategic Alignment – Our Community The proposal and event outlined in this report align with the ‘Our Community’ objective to ‘Create fun, lively and interesting experiences’
Policy	Adelaide’s New Year’s Eve event adheres to the Adelaide Event Guidelines.
Consultation	Extensive debriefs that inform this report have been undertaken with suppliers, SA Police and precinct stakeholders such as Adelaide Oval and Adelaide Festival Centre.
Resource	The 2024 event will be delivered in line with Council’s 2024/25 Business Plan and Budget.
Risk / Legal / Legislative	Events in the public realm involve both safety and reputational risks that are mitigated through event design, planning and adherence to the Adelaide Event Guidelines.
Opportunities	Additional fireworks viewing locations proposed for the 2024 event present an opportunity for Council to deliver an impactful community outcome and to safely manage an increase in event attendance.
23/24 Budget Allocation	\$650,000 for Adelaide’s New Year’s Eve 2023 in Elder Park/Tarntanya Wama.
Proposed 24/25 Budget Allocation	The additional elements proposed in this report for NYE 2024 are currently unfunded. A budget of \$850,000 would be required to deliver NYE 2024 in accordance with this report. Any required funding for this item is subject to, and needs to be considered in the context of, the prioritisation of projects, initiatives and service enhancements for the development of the 2024/25 budget, and within the parameters of the Long Term Financial Plan to ensure long-term financial sustainability.
Life of Project, Service, Initiative or (Expectancy of) Asset	Adelaide’s New Year’s Eve event is held annually.
23/24 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Sponsorship opportunities for the 2024 event will continue to be explored.

DISCUSSION

2023 Event Overview

1. The 2023 NYE event was a result of a decision of Council on [13 June 2023](#) that:
 - 1.1. Council 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. The 2023 event was a successful return to the Riverbank Precinct, drawing huge crowds to this iconic event location for one of Council's largest annual events.
3. The event provided multiple entertainment options throughout the night including music programming, a kids' area, a circus performance area, and roving entertainment. Event amenities adequately catered to the large audience, including sufficient toilets and a large and diverse range of food and beverage options.
4. Fireworks displays at 9.00pm and midnight were fired from Pinky Flat, pontoons on the River Torrens and the River Torrens footbridge.
5. King William Road was closed to traffic on the day of the event, between 7am on 31 December 2023 and 3am on 1 January 2024. This was vital to maximise attendance capacity and cater for public safety, including 43,000 people attending the Big Bash cricket match cricket at Adelaide Oval.
6. Extensive consultation with the Stadium Management Authority (SMA) was undertaken in advance to ensure that Council's fireworks displays, including public footbridge access and closures, were coordinated with the scheduled timing of Adelaide Oval crowd movements. The Big Bash cricket match and its large crowd simultaneously bring vibrancy to the City and operational challenges to safely deliver the NYE event in Elder Park Park / Tarntanya Wama (Elder Park).
7. The event site capacity of 25,000 people was achieved at various points throughout the night. There were points in the evening when the Park was full, and people were not able to enter the event site.
8. On New Year's Eve 2023, there were various challenges related to crowd access and egress, given the large volume of people in attendance throughout the evening. The public demand to attend the event was the largest seen in many years and this resulted in public safety and crowd management challenges, despite the comprehensive planning undertaken prior.
9. Elder Park achieved an event attendance of 35,000 over the course of the night, plus a further estimated 43,000 patrons exiting the cricket. In addition, there were large crowds watching the fireworks in the surrounding areas, amassing a total attendance in the precinct on NYE in the order of 80,000 people.
10. Detailed event debriefs with event suppliers, key precinct stakeholders and SA Police have been completed and inform this report. SA Police have expressed their continued support for the fenced Elder Park event model to assist in policing the precinct.
11. High attendance figures at the event were bolstered by a media partnership secured with Mix 102.3 that delivered significant radio promotion and a reduction in paid advertising spend.

2023 Event Findings

12. The Elder Park event successfully delivered a free, family-friendly NYE entertainment and fireworks experience.
13. Event photography and videography from the 2023 event were captured with a selection of images compiled at Link 1 view [here](#).
14. Feedback on the Elder Park event programming and fireworks displays has been positive.
15. NYE website views totalled 83,799, representing an increase of 55% compared to the 2022 event.
16. There were 1,800 total downloads of the event site map with 844 downloads taking place on the night of NYE.
17. Spendmapp data indicated a growth in spending in the city across categories likely to be directly impacted by NYE celebrations:

Spend Categories - All Hours on NYE	2022	2023
Bars and clubs, Dining, Entertainment, Hotels and Accommodation	\$8,623,617	\$9,634,328

18. NYE was the best night in December 2023 for accommodation in terms of:
 - 18.1. Demand: 6,481 rooms booked (43% higher than the average number for December of 4,540)
 - 18.2. Revenue: \$2,038,604 (125% higher than the daily average for December of \$906,826)
19. Intercept surveying was conducted on the night [Link 2 view [here](#)] with key findings demonstrating the success of the event:
 - 84% overall satisfaction with the event (compared to 76% for NYE 2022)
 - 94% satisfaction with NYE 2022 as a place to come with family and friends (96% for NYE 2022)
 - 94% of respondents felt satisfaction with the location of the event (93% for NYE 2022)
 - 90% of respondents felt the event was a safe and secure place to visit (89% for NYE 2022)
 - 96% of respondents felt there was a good atmosphere (96% for NYE 2022)
20. Intercept survey results indicated that before attending Adelaide's NYE, 39% of attendees spent time in the City or North Adelaide, with the main activity enjoying food and drinks ($\geq 70\%$) across the following locations:
 - East End/Rundle St (49%)
 - West End/Hindley St (28%)
 - North Adelaide (22%)
21. 32% of intercept survey respondents indicated that they would continue their celebrations in the city after Adelaide's NYE event.
22. In response to crowd management challenges, modifications have been identified for Elder Park entry and exit points to facilitate more streamlined access and egress at future events and to better cater to the large transition of the crowd between the family fireworks and midnight fireworks displays.

Planning for Adelaide's New Year's Eve 2024

23. Elder Park remains the primary location for Adelaide's NYE celebrations, however, the Elder Park event site alone is no longer large enough to safely meet the community demand for the event and to experience the fireworks viewing.
24. While there were no performances held at the Adelaide Festival Centre (AFC) on NYE in 2023, the AFC has advised that there will be a show held on New Year's Eve in 2024. Given the venue's immediate proximity to Elder Park, this information further underlines the imperative for Adelaide's New Year's Eve to safely disperse overflow crowds to additional fireworks viewing areas along the Riverbank, away from Elder Park and the Festival Plaza.
25. To cater to public demand and safely disperse the crowd over a larger area, an expanded Riverbank Precinct approach featuring multiple fireworks locations is now required. Elder Park will remain the primary event site, with programmed entertainment and facilities.
26. Additional fireworks viewing sites could provide multiple spaces and options for the community to safely picnic, view and enjoy the fireworks on NYE.
27. These further fireworks viewing locations would be promoted in advance, in a manner similar to the many vantage points promoted on Sydney Harbour, and this could maximise the broader community benefit from Council's investment in NYE and minimise safety risks associated with large crowds confined solely to Elder Park.
28. Pinky Flat and the Adelaide University Ovals at Park 12 are being investigated as additional audience areas to view the fireworks displays. The Adelaide University Ovals can be used to accommodate large-calibre fireworks that can be viewed over a significant area including those fired from Elder Park. This allows additional fireworks viewing sites to be potentially created at Pennington Gardens, Angas Gardens and through Red Gum Park/Karrawirra (Park 12) and further viewpoints through North Adelaide.
29. The additional budget required to deliver an expanded fireworks display along the riverbank and essential public amenities at these locations including additional toilets, lighting, and security, will be sought through the 2024/25 Business Plan and Budget process.
30. Sponsorship income opportunities and the media partnership for the 2024 event are being explored.

DATA AND SUPPORTING INFORMATION

Link 1 – Selection of photographs from NYE 2023

Link 2 – Key findings from NYE 2023 Intercept Surveying

ATTACHMENTS

Nil

- END OF REPORT -