

Councillor Couros - MoN - Economic and Cultural impact in the South, West and North Adelaide

Tuesday, 26 March 2024
Council

Council Member
Councillor Mary Couros

Public

Contact Officer:
Anthony Spartalis, Acting Chief
Operating Officer

MOTION ON NOTICE

Councillor Mary Couros will move a motion and seek a seconder for the matter shown below to facilitate consideration by the Council:

That Council

1. Notes the positive economic impact the festival season has had on the East End
2. Requests administration and the Adelaide Economic Agency (AEDA) to review all current sponsorship arrangements under their purview and investigate ways to collaborate with the State Government, significant event organisers, and festival organisers to spread further the positive economic and cultural impact of events on Hutt Street, West End, and North Adelaide.
3. Requests a plan on a collaborative approach to develop a plan on specific actions to prioritise economic and cultural impacts of events in these regions of the City of Adelaide.
4. Requests administration to report to the Council with the recommendations and findings from external event organisers on their views for council consideration.'

ADMINISTRATION COMMENT

1. Should Council resolve to support the proposed motion Administration will undertake an assessment of current sponsorship arrangements and investigate what opportunities exist to further spread the positive economic and cultural impact of events on Hutt Street, West End and North Adelaide and return to Council with a proposed approach.
2. The Draft Economic Development Strategy has a specific action to have an enhanced year-round event calendar with experiences found throughout the city and identifies leading cultural infrastructure as an opportunity to support festivals and events.
3. Should Council resolve to support the proposed motion, a report will be brought back to Council within four months. This will provide sufficient time for Administration to receive economic impact statements for sponsored events from the 2024 festival period, and consider the findings in response to the motion.

Should the motion be carried, the following implications of this motion should be considered. Note any costs provided are estimates only – no quotes or prices have been obtained:

Public consultation	Not applicable
External consultant advice	Not applicable

Legal advice / litigation (eg contract breach)	Not applicable
Impacts on existing projects	Not applicable
Budget reallocation	Not applicable
Capital investment	Not applicable
Staff time in preparing the workshop / report requested in the motion	30 hours approximately.
Other	Not applicable
Staff time in receiving and preparing this administration comment	To prepare this administration comment in response to the motion on notice took approximately 4.5 hours.

- END OF REPORT -