

# Our Community

## Christmas in the City

A new plan for Christmas 2025 - 2028

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# Christmas in the City Action Plan 2025- 2028

## Update

1. Timeline and Process for Action Planning
2. Key Principles
3. Key Themes from recent community consultation
4. Current Spend and considerations
5. Outcomes of the Christmas Festival Action Plan 2021-2024

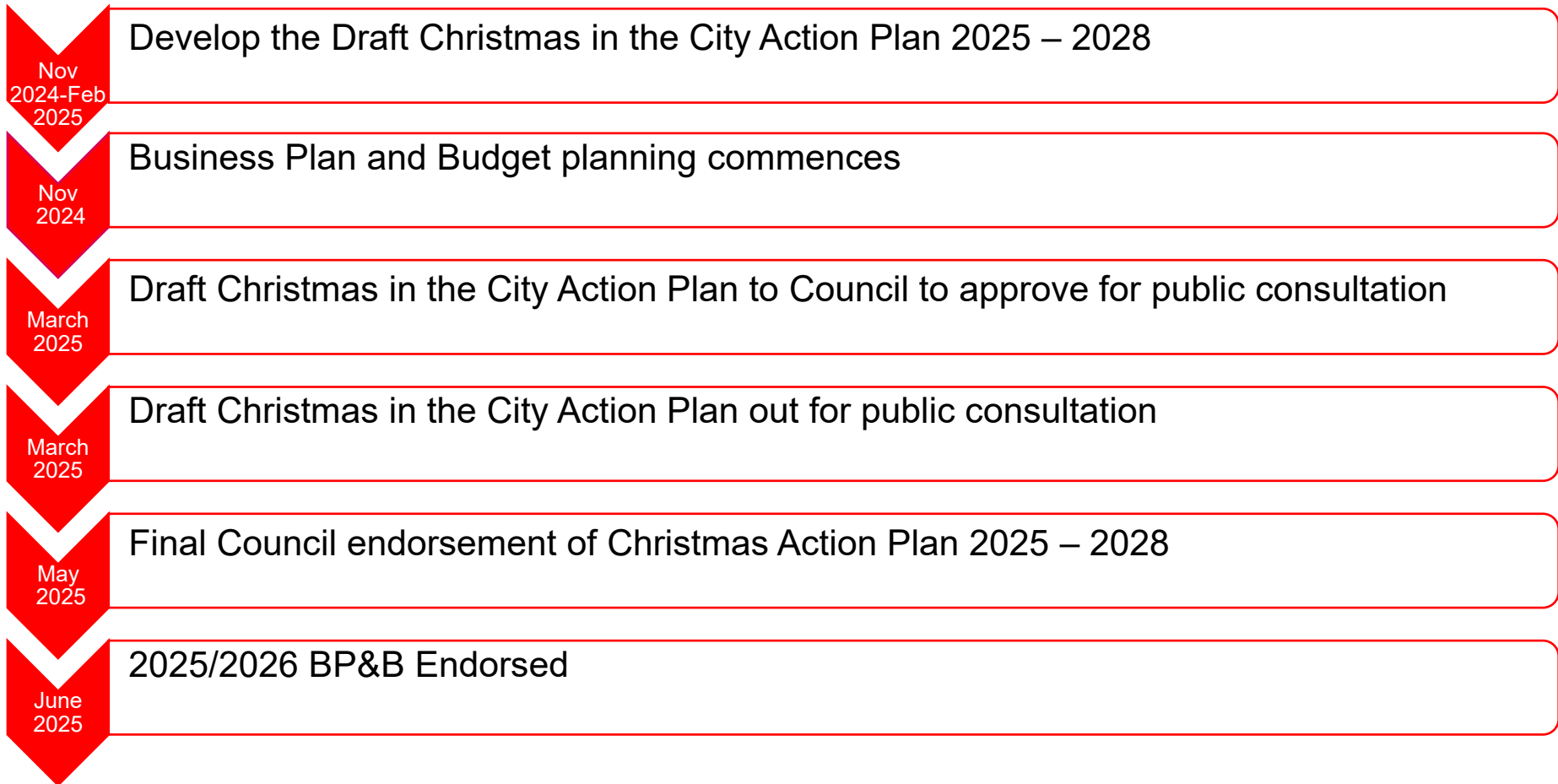
# New Christmas in the City Action Plan

## A new Christmas plan will:

- Align with the
  - City of Adelaide Strategic Plan 2024-2028
  - Economic Development Strategy 2024-2028
  - Cultural Policy (in development)
- Define Council's role in delivering Christmas including the City of Adelaide subsidiaries
- Have clear goals and priorities
- Have measurable outcomes



**Next Steps – Proposed Dates**



# Principles for development of the Christmas in the City Action Plan 2025- 2028



**Unique Experiences** - Create interesting experiences for our residents, workers and visitors.

- Decorations and experiences that are impactful, delight and surprise as well as traditional in nature

**Community Connection** - Strengthen connection, accessibility, diversity and inclusivity by putting people first.

- Responding to community feedback for inclusive and multi-cultural community events

**Economic Growth** - Adelaide's unique experiences and opportunities attract visitors to our City.

- Deliver on the high impact Capital City visitor experience
- Support business in precincts to maximise geographic spread of benefit from the festive season

# Christmas in the City – a New Plan

## Emerging Priorities for 2025- 2028

Based on the public consultation and internal review, emerging themes for consideration to develop the Christmas in the City Action Plan 2025 to 2028 include:

- **Bold impactful street decorations and entry statements**
- **Maintain and grow traditional events and activities**
- **A global Christmas and welcoming communities**
- **Showcase Adelaide’s unique cultural heritage and traditions.**



Christmas in the City Community Engagement was undertaken in September 2024



**282** respondents completed the engagement.


Of these, in relation to the City of Adelaide:

- 88% engaged in play (leisure, recreation, entertainment or dining)
- 56.52% worked in the City
- 29.71% were residents
- 21.74% were ratepayers
- 11.59% studied in the City
- 7.61% were business owners/operators.

# Community Engagement Snapshot

The community prioritised events and high impact decorations

## Ranking (highest to lowest):

- 
- 1. Events**  
(i.e. Tree Lighting Event, Markets)
  - 2. High impact, high quality decorative displays**
  - 3. Decorative lighting on main streets**
  - 4. Fund small businesses to engage**
  - 5. On street activity**  
(i.e. live music, trails, performances)
  - 6. Digital/AR and online**

*“Beautiful markets & lights”*

*“Just because it doesn’t get dark until later, putting up more decorations and more lights will still have a great effect! Especially when the sun goes down! It will keep people in the city later, generating more money into businesses. Just because we don’t have a cold dark Christmas doesn’t mean it can’t be magical!! Do something more out there and impactful!!”*

*“How colourful and bright Adelaide becomes during Christmas, all the wonderful decorations make it exciting”*


*“We would be lying if we didn’t say the Adelady Christmas Village, which was first held in December 2023! Prior to that, one of our favourite events to be a part of is the Christmas Tree lighting — it’s always got such a magical vibe, and the entertainment is always terrific for the community as well”*



# Community Engagement

The community prefers traditional over modern decorations

## Ranking (highest to lowest):

- 
1. **Traditional lighting and lit decorations**
  2. **Traditional Christmas events and markets**
  3. **Traditional wreaths**
  4. **Modern oversized installations**
  5. **Selfie locations modern**
  6. **Gaming/ VR Trails**

*“More warm lights on trees and poles and real Christmas trees set up in sections”*

*“The lights and decor! It was lit everywhere, the lamp posts, the streets, malls, literally the entire city and not just few areas”*

*“Traditional Christmas has Magic. Modernising Christmas or Australianising Christmas less so. Snow in summer intrigues people. Father Christmas in shorts is fun but does not capture the broader public’s view of the magic of Christmas”*

*“Walking off the train and into the decorated station signifies the start of Christmas, it’s something I look forward to every morning before work and after work. It’s magical and makes me happy. It’s a reminder of the collective spirit of the festive season and makes the days leading up to Christmas feel fun”*

# Community Engagement

The community values accessibility and tradition

## Common response themes:

### 1. Accessible and Inclusive

### 2. Traditional/Christian

### 3. Residents/Community

### 4. Culturally Diverse

### 5. Australian/Summer

*“Ensure any promotional material, decorative material etc is inclusive both visually and terminology”*

*“Make the city magical for children. It's the one time of the year that can be child and family centred”*

*“Celebrate what makes Adelaide / Australian Christmas unique and special - showcase local artists / musicians / businesses and give them a platform to do their thing”*

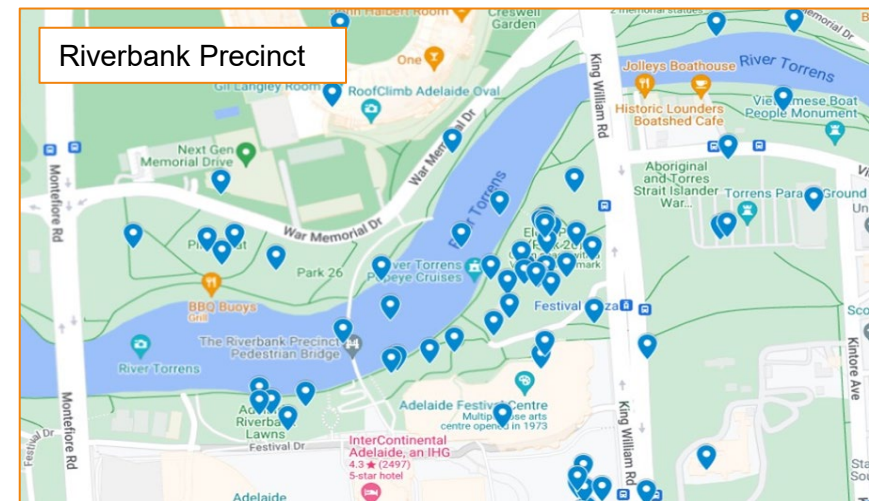
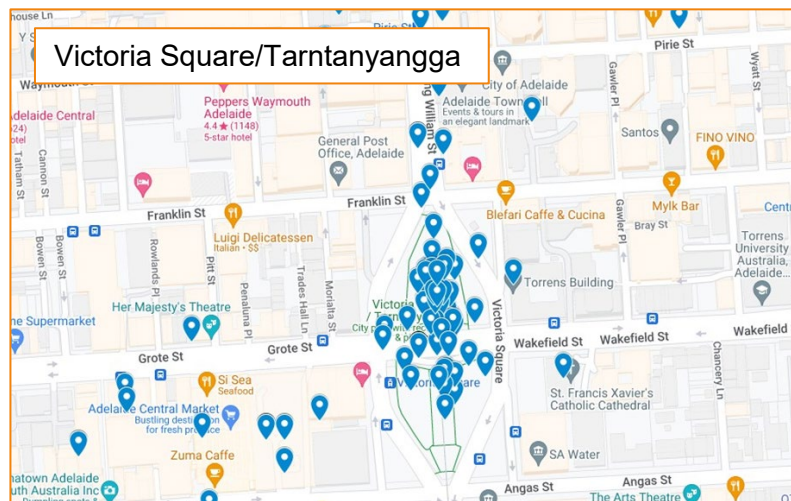
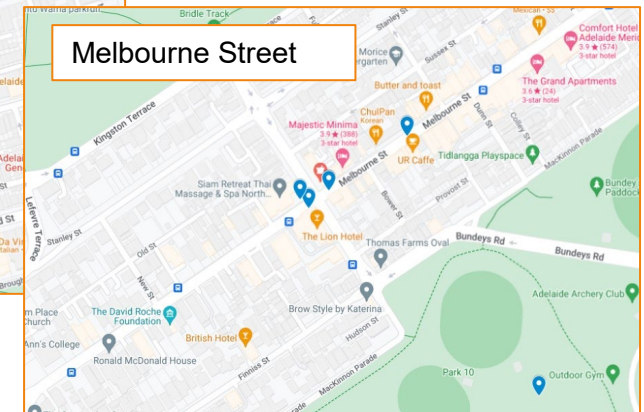
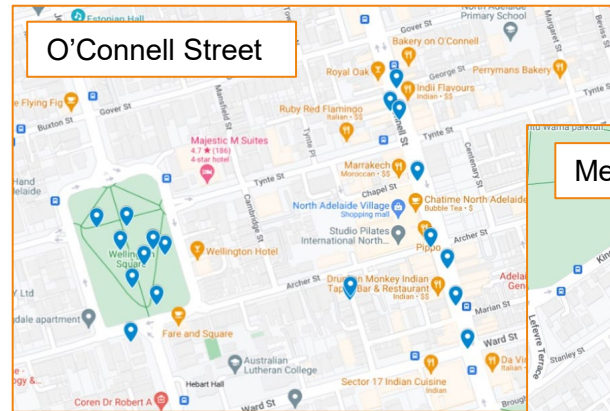
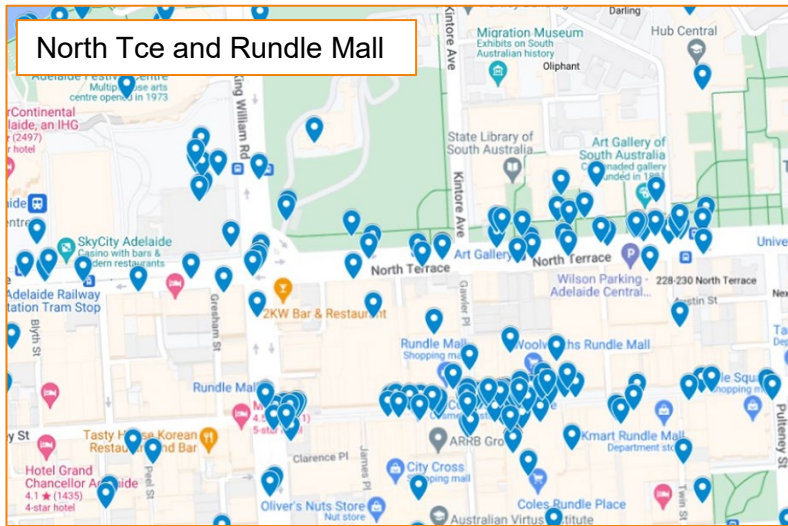
*“Promote the reason we have Christmas at all. Love, hope and joy. Helping those that need it, being thoughtful and kind.... Catch line if you need one 'Celebrate Together”*

*“Celebrate Christmas from around the world. Don't just display western style decorations and don't just use English greetings. Each country has their own unique twist and/or greeting for Christmas. Engage with Multicultural SA, Aust Refugee Association, Welcoming Australia, etc to provide community Christmas entertainment in the Mall from different cultures”*

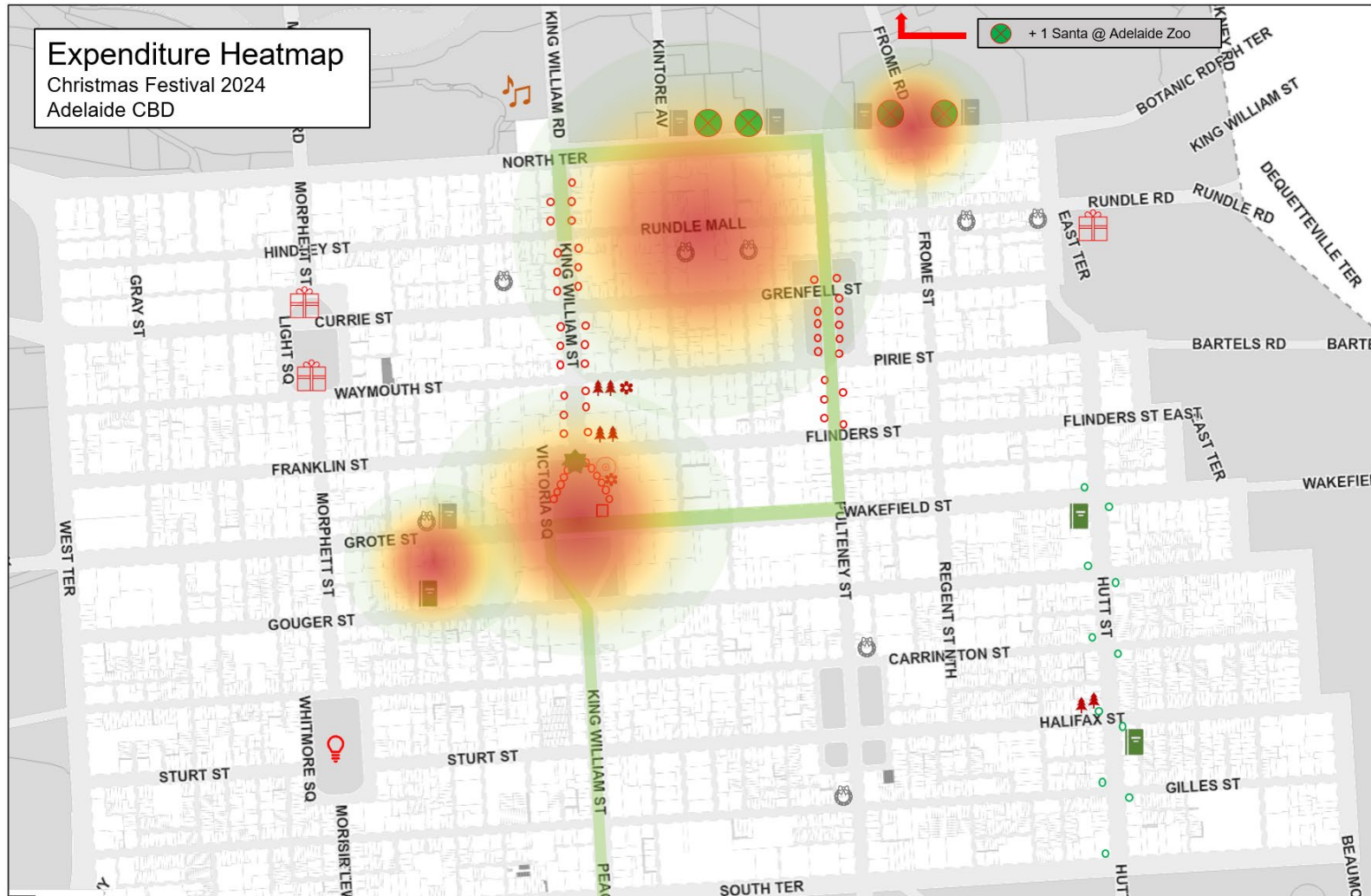
# Christmas in the City – a New Plan

## Community Engagement

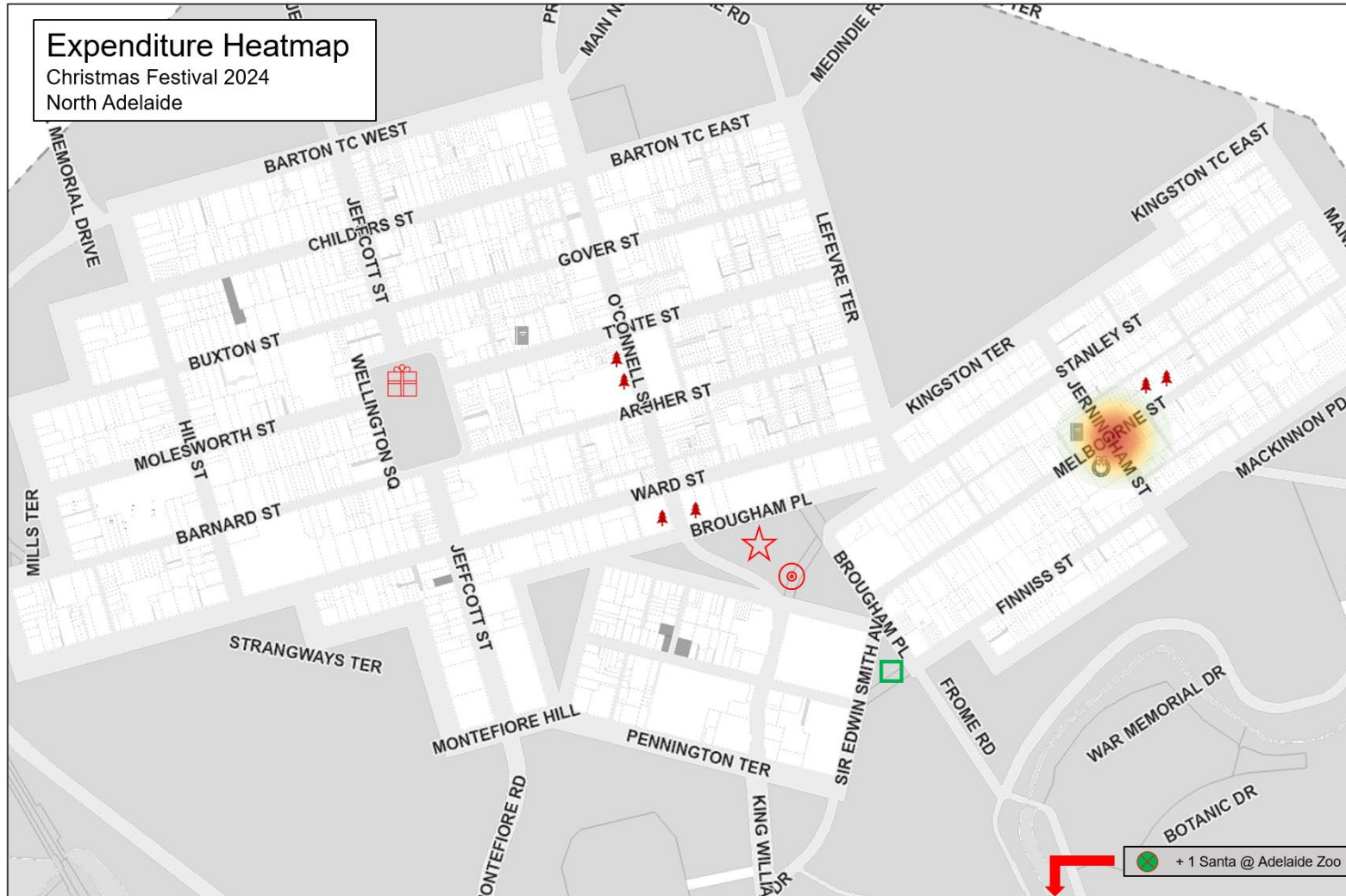
The community identified where they would like to see Christmas activity



# Spatial Map of Current Spend – Adelaide CBD

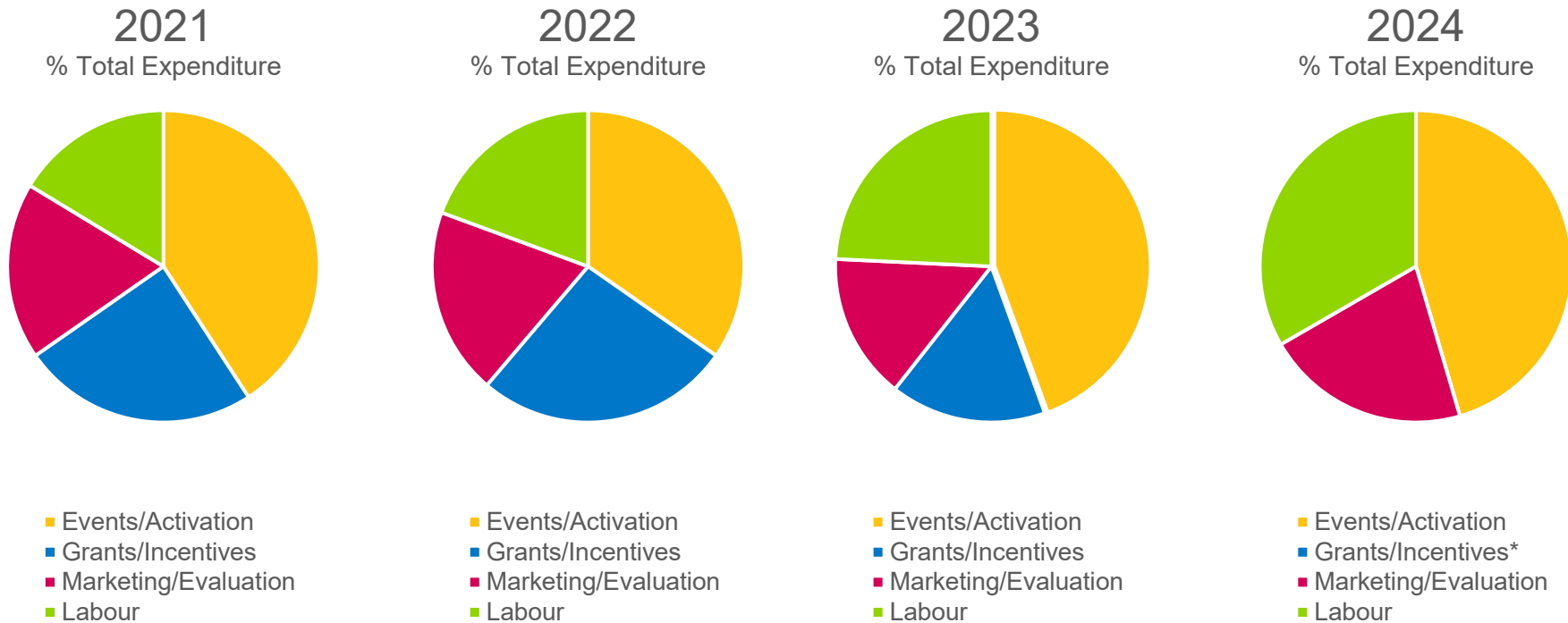


# Spatial Map of Current Spend – North Adelaide



# Current Spend

Despite Council’s investment remaining stable while costs of delivery are increasing, we have continued to improve visitation and outcomes over 2021-2024.



## Current Spend Considerations

1. There has been a shift in expenditure, reducing funding from events and incentives, to be able to cover increases to labour costs over the past 4 years.
2. New capital decoration purchases have a flow on impact to annual operating labour cost to install them.
3. There is currently no allocation for Christmas grants or incentives for community/business activity in 2024, due to allocation for feature events, city wide decorations and associated labour.



## High engagement Christmas with community and third-party endorsement

- City of Adelaide won the 2022 Australian Marketing Institute Excellence Awards for Public Sector Marketing For City of Adelaide's Christmas Campaign, 'Have a Cracker of a Christmas'
- Rundle Mall won The Shopping Centre Council for Australia Award for Compelling Experiences (Multi Centre) for the Black Friday activation 2023
- Positive partnerships with major cultural institutions for Giant Inflatable Santa Trail 2023 and 2024
- City of Adelaide received significant positive feedback on the Bauble Canopy activations in East and West End 2021 and 2022 particularly from precinct groups
- Central Market partnership with OzHarvest raised \$5,663 through donations from Market customers at the Tree of Goodness activation indicating community partnerships are very important to the Market

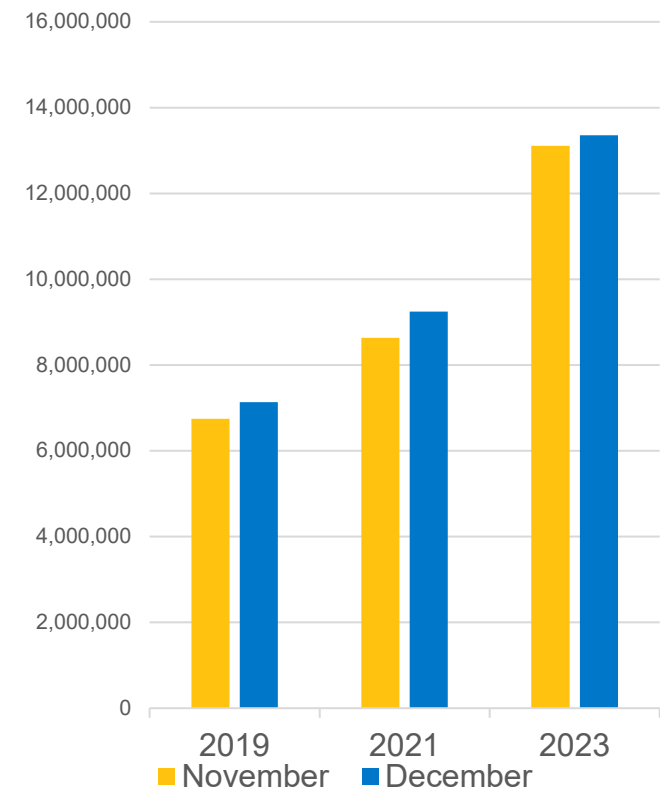




## Visitation increased significantly over Christmas Festival Action Plan 2021-2024

- 8% increase in awareness of City-wide Christmas decorations from 2021-2023 (Macgregor Tan annual evaluation)
- Adelady Christmas Village in Victoria Square/Tarntanyangga event attendance up by 50% from 8,326 in 2022 to 16,754 in 2023
- Rundle Mall foot traffic on Black Friday 2023 was +8% vs. 2022
- Central Market visitation in December 2023 was up by 2.9% vs 2022

City Visitation During Christmas – All Sensors



Source: Kepler Analytics

## Christmas Festival Action Plan 2021-2024 - KPI / Measures

Christmas Festival Action Plan Measures (2020)	Change by 2024	Partners and participants
Number of new locations for lighting and decorations	+9	<ul style="list-style-type: none"> <li>• State Library (Santa Trail 2023 &amp; 2024)</li> <li>• Adelaide Festival Centre (Santa Trail 2023)</li> <li>• Adelaide Oval (Santa Trail 2023)</li> <li>• Adelaide Aquatic Centre (2023)</li> <li>• Piccadilly Cinema (Lego Sleigh 2023)</li> <li>• Adelaide Zoo (Santa Trail 2024)</li> <li>• Botanic Gardens (Santa Trail 2023)</li> <li>• UniSA North Terrace (2024)</li> <li>• Lot Fourteen North Terrace (2023 and 2024)</li> </ul>
Number of Christmas Incentive Scheme recipients	+65	*not listed
Number of new partnerships/major events	+7	<ul style="list-style-type: none"> <li>• Christmas Wonderland</li> <li>• Ballet (2021 &amp; 2022)</li> <li>• Adelady Christmas Village (2022 &amp; 2023)</li> <li>• Bauble Canopy (2021 &amp; 2022)</li> <li>• Christmas Wrap Party (2022 &amp; 2023)</li> <li>• Gathered Market in Rundle Mall (2024)</li> <li>• Ozharvest (Adelaide Central Market)</li> </ul>