

CHRISTMAS IN THE CITY

Community Engagement Summary Report 2024

September 2024



CITY OF
ADELAIDE

ACKNOWLEDGEMENT OF COUNTRY

The City of Adelaide acknowledges that we are located on the traditional Country of the Kaurna people of the Adelaide Plains and pays respect to Elders past, present and emerging.

We recognise and respect their cultural heritage, beliefs and relationship with the land. We also extend that respect to visitors of other Aboriginal Language Groups and other First Nations.

DOCUMENT PROPERTIES

Contact for enquiries and proposed changes

If you have any questions regarding this document or if you have a suggestion for improvements, please contact:

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Record Details

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Version History

Version	Revision Date	Revised By	Revision Description
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1. ENGAGEMENT OVERVIEW

The Christmas Festival Action Plan 2021-2024 is the last year of delivery. Council has approved the development of a new plan for 2025. To assist in the development of the new Plan, community engagement was conducted online, in hard copy and face-to-face from Friday 9 September to Monday 30 September 2024. A total of **283** responses included:

- **278** respondents completed the online survey. 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.

A link to the raw Our Adelaide survey data which includes all verbatim responses can be found here: **ACC2024/144173**

A formal submission and proposal was provided by the South Australian Tourism Commission and can be found here: **ACC2024/144172**

Direct emails to the City Christmas inbox were three including from Adelaide Festival Centre and are included verbatim in this report.

1.1 Key Consultation Activities

Community Engagement Booth

10am-3pm Sunday 22 September at Super Cycle Sunday Whitmore Square/Iparittyi

Direct email

Community and Precinct Groups

- Community Resident Groups
- Park Lands commercial lessees
- Precinct Groups

Christmas Festival Partners / Key Organisations

- Adelady
- Adelaide Festival Centre
- Adelaide Zoo
- All previous Christmas Incentive Scheme musicians, performers and events
- Festival City ADL
- Lot Fourteen
- National Pharmacies Christmas Pageant (SATC)
- Renew Adelaide
- SA Museum
- State Library
- St John Carols by Candlelight
- South Australian Tourism Commission
- UniSA

Multicultural Organisations (including Community Impact Grantees)

- 5EBI 103.1FM
- Australia China Friendship Society
- Adelaide Chinese Dance Academy
- Adelaide Italian Festival
- Adelaide Tamil Association: ATA
- African Communities Council of South Australia
- Australian Refugee Association
- Arabic Language and Culture Association of SA
- Asia Oasis
- Australian Indonesian Association of South Australia Inc
- Australian Migrant Resource Centre
- Chinatown Adelaide South Australia Inc.
- Chinese Christian Church of SA
- Chinese Welfare Services of SA Inc.
- Dom Polski Centre
- Eid Al-Adha
- Greek Orthodox Community of SA
- Gujju Events
- Indian Mela
- Masoka Village

- Multicultural Communities Council of SA
- Motorcycle Riders Association of SA Toy Run
- Multicultural Youth South Australia
- National NAIDOC Secretariat
- Non-Resident Nepali Association South Australia
- Pacific Islands Council of South Australia
- Persian Cultural Association of South Australia
- South Australian Bangladeshi Community Association
- South Australian German Association (or German Club)
- South Australian Italian Association
- Sanaa Festival
- South Australian Italian Association Inc.
- TURKINDI Inc. of SA (sent eDM to First Nations organisations)
- Welcoming Australia

Postcard drop locations

- Central Market
- East End
- Hutt Street
- West End
- North Adelaide (O'Connell and Melbourne Streets)

1.2 Media

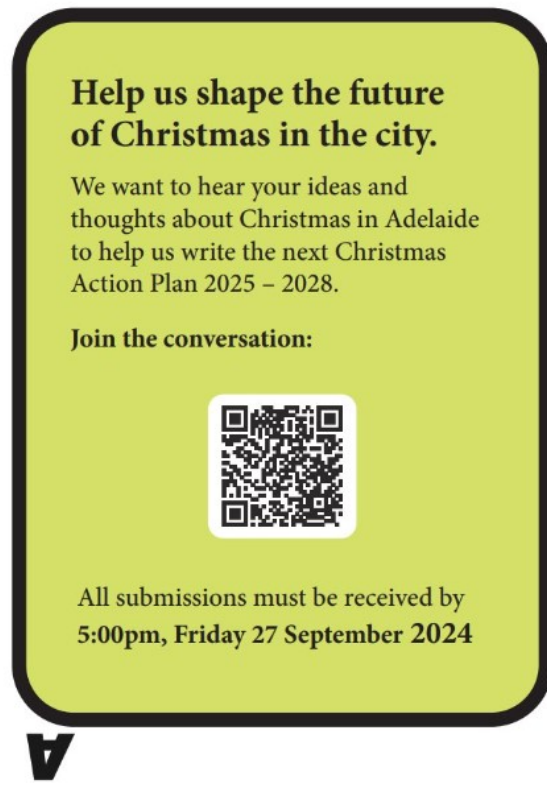
The Lord Mayor spoke on 5AA mornings on 19 September and Councillor Martin spoke on ABC Afternoons on Thursday 29 September, both promoted the Christmas engagement.

1.3 Marketing and online promotion

Budget spent: \$735.40

Primary audience: City residents and visitors

Channels included CoA organic and paid socials, CoA digital screens, eDM to CoA Christmas database, eDM to Our Adelaide database (coordinated by Community Engagement) and 500qty postcards (shown below) printed (distributed by City Activation). Facebook had the highest reach (2.7k), impressions (2.77k), clicks and shares and LinkedIn had the highest engagements. Overall reach was 4,300, impressions was 4,700.



2. ONLINE SURVEY FEEDBACK

2.1 Question 1: What has been your most memorable Christmas experience in a City (Adelaide or somewhere else in the world)?

The responses to this question have been grouped into themes. The verbatim comments can be found in the raw data responses here: **ACC2024/144173**

Theme 1: Lights

Sixty-nine (69) responses contained the word keyword lights, including these sample comments:

- *Looking at the Christmas lights in Adelaide*
- *Walking through twinkling lights*
- *The lights and decor! It was lit everywhere, the lamp posts, the streets, malls, literally the entire city and not just few areas.*

Theme 2: Global Capital Cities

Sixty-eight (68) responses included a comment about their Christmas experience in international cities, including these sample comments:

- *Christmas in Vienna. Markets with Christmas Food, stalls with Christmas gifts, tree ornaments, choral singing, music. Singapore parading with huge lit garlands across the road in Orchard Street. Los Angeles huge parades with lighting. Banff Canada. Lighting is magical. New York, the Christmas windows. Whatever you do, it must be large and attract people to gather, mingle and create conversation.*
- *London. Going to the Christmas lighting ceremonies on Oxford, Regent and Carnaby Street. Looking at all the shop front windows with festive displays. Ice skating rinks in parks and carnivals with mulled wine and carousels.*
- *Christmas in New York, from Times Square to the Rockefeller Center. It was HIGHLY decorated, everywhere you look there were Christmas touches.*

Theme 3: Markets

Sixty-four (64) responses contained the word markets, including these sample comments:

- *We would be lying if we didn't say the Adelady Christmas Village, which was first held in December 2023! We can't wait for the 2024 event to take place. 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.*
- *Christmas markets are always the best thing about Christmas.*
- *Beautiful markets & Lights*

Theme 4: Pageant/Parade

Forty-nine (49) responses contained the words pageant or parade, including these sample comments:

- *The Adelaide Pageant is the most my most memorable experience.*
- *Attending the Adelaide pageant as a child with my family*
- *The Christmas Pageant at the Adelaide Oval was a true spectacle and incredible experience. It combined the magic of the annual Christmas Pageant with the stunning*

location of Adelaide – two of Adelaide’s most iconic attractions. It would be great to see this continue to be featured, but also expanded upon.

Theme 5: Windows/Display

Fourteen (14) responses related to windows or displays, including these sample comments:

- *I remember my youth in the 70’s & the most memorable experience of Christmas in the city was every year we would go to the David Jones windows on a Friday night just to see the working Christmas displays lit up. Other memories include Christmas Eve service at St Peter’s & Carols by candlelight on the Torrens.*
- *How colourful and bright Adelaide becomes during Christmas, all the wonderful decorations make it exciting.*
- *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 and the trip into the city for work less odious.*

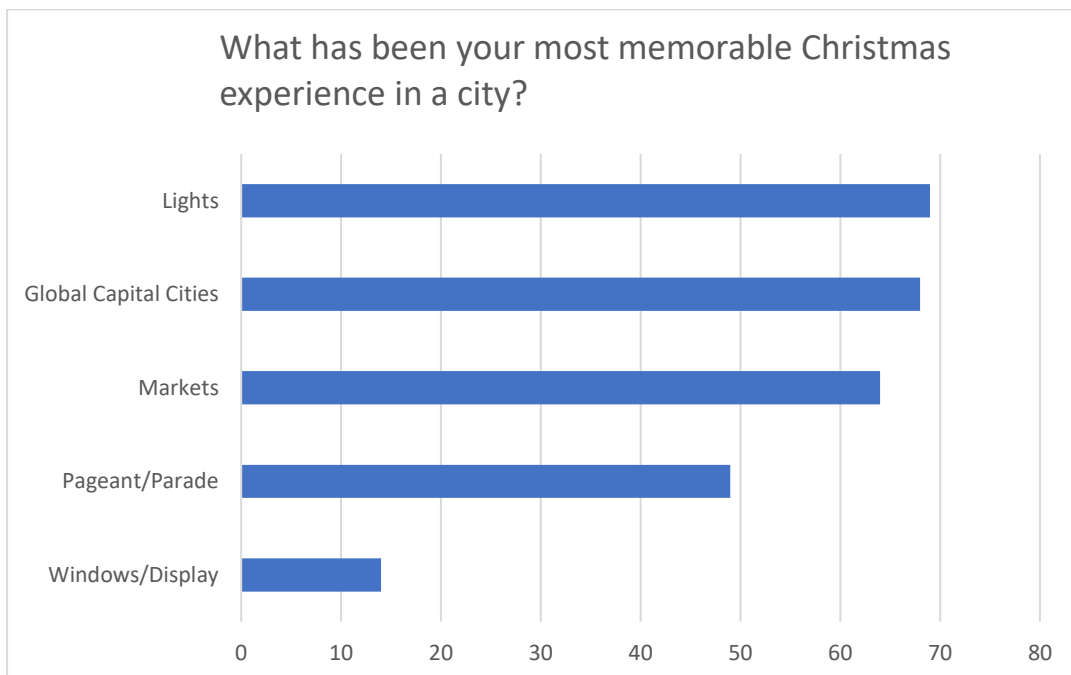


Figure 1 Summary graph of responses to themes for ‘What has been your most memorable Christmas experience in a City (Adelaide or somewhere else in the world)?’.

2.2 Question 2: Move these Christmas decorations and festivities into the order of your most favourite to least favourite

The question was designed to establish a preference for traditional or modern, with 3 of each offered. The results indicate a strong preference for traditional decorations and festivities over modern, with the top three responses all supporting traditional items. These images were provided to show examples of both modern and traditional decorations that have been in the City of Adelaide during 2021 to 2023.



<div style="text-align: center; margin-bottom: 10px;"><input type="checkbox"/></div>  <p style="text-align: center;">Modern oversized Installations</p>	<div style="text-align: center; margin-bottom: 10px;"><input type="checkbox"/></div>  <p style="text-align: center;">Traditional lighting and lit decorations</p>	<div style="text-align: center; margin-bottom: 10px;"><input type="checkbox"/></div>  <p style="text-align: center;">Traditional wreaths</p>
<div style="text-align: center; margin-bottom: 10px;"><input type="checkbox"/></div>  <p style="text-align: center;">Traditional Christmas events and markets</p>	<div style="text-align: center; margin-bottom: 10px;"><input type="checkbox"/></div>  <p style="text-align: center;">Gaming / VR trails</p>	<div style="text-align: center; margin-bottom: 10px;"><input type="checkbox"/></div>  <p style="text-align: center;">Photo opportunities non-traditional</p>

Figure 2 Visual selection boxes from the online survey

The most to least preferred decorations and festivities in order were:

- Traditional lighting and lit decorations
- Traditional Christmas events and markets
- Traditional wreaths
- Modern oversized installations
- Photo opportunities non-traditional
- Gaming/ VR Trails

2. Move these Christmas decorations and festivities into the order of your most favourite to least favourite.

Ranking | Skipped: 12 | Answered: 264 (95.7%)

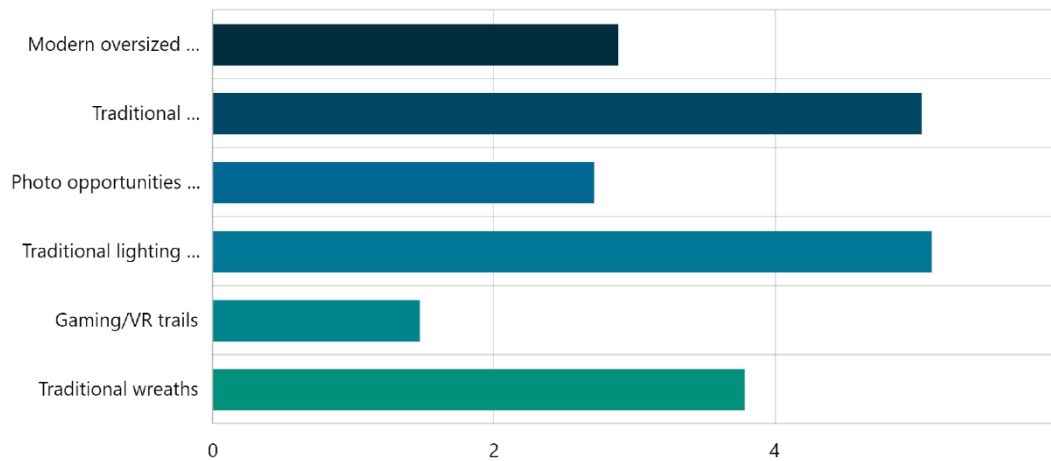


Figure 3 The bar graph indicates the most preferred decorations and festivities (highest score)

Recommendation 2 - Item 7.2 - Attachment A

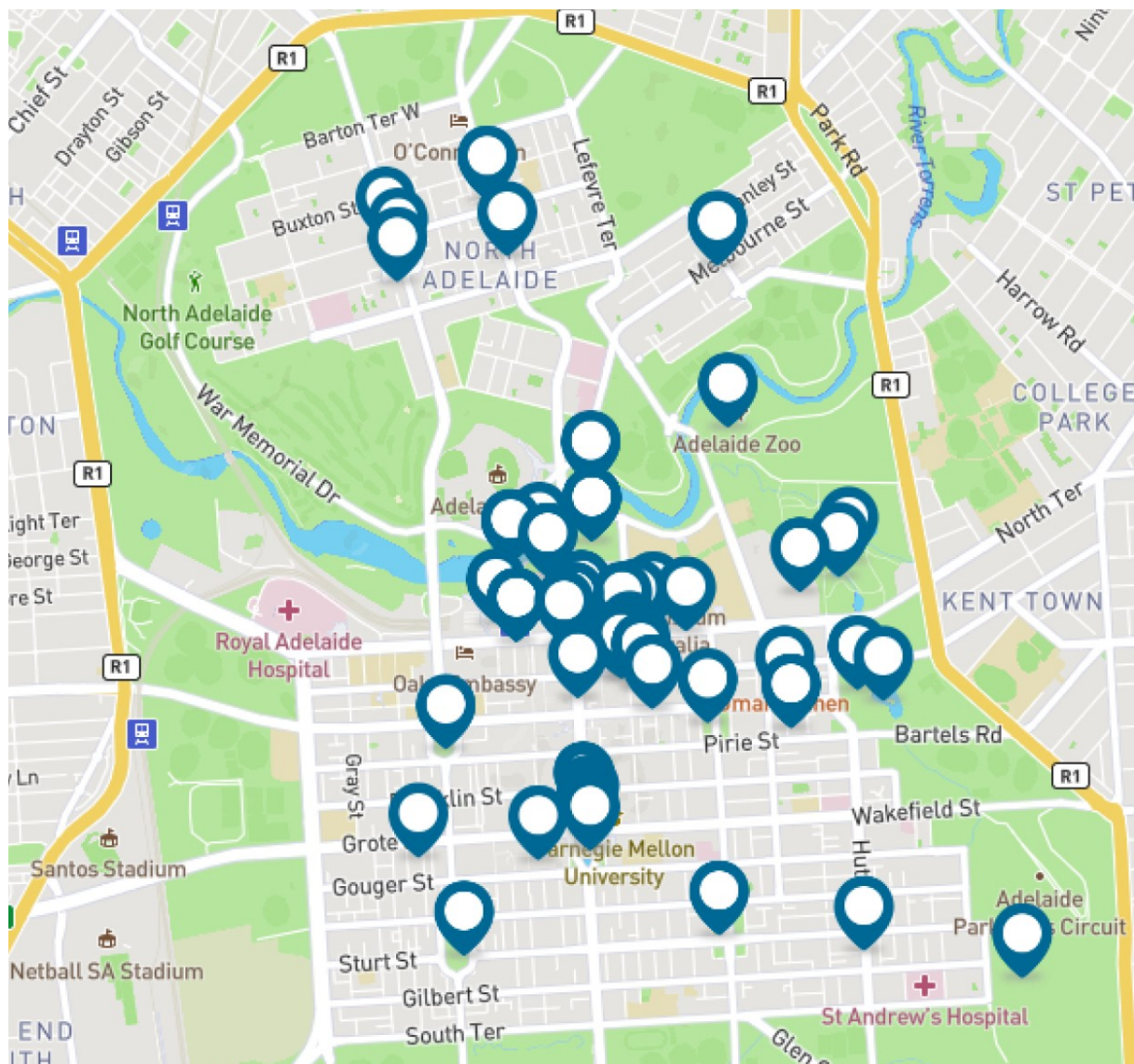
	1	2	3	4	5	6	Count	Score	Avg Rank
Modern oversized installations	4.17% 11	7.95% 21	17.05% 45	26.52% 70	31.44% 83	12.88% 34	264	2.88	4.12
Traditional Christmas events and markets	44.32% 117	25.76% 68	21.21% 56	7.20% 19	1.52% 4	0% 0	264	5.04	1.96
Photo opportunities non-traditional	2.65% 7	5.30% 14	9.09% 24	38.64% 102	32.20% 85	12.12% 32	264	2.71	4.29
Traditional lighting and lit decorations	38.64% 102	38.26% 101	20.08% 53	2.27% 6	0.38% 1	0.38% 1	264	5.11	1.89
Gaming/VR trails	0.76% 2	2.27% 6	1.52% 4	4.92% 13	19.32% 51	71.21% 188	264	1.47	5.53
Traditional wreaths	9.47% 25	20.45% 54	31.06% 82	20.45% 54	15.15% 40	3.41% 9	264	3.78	3.22

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.
Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

2.3 Question 3: Where would you like to see Christmas activity in the City?

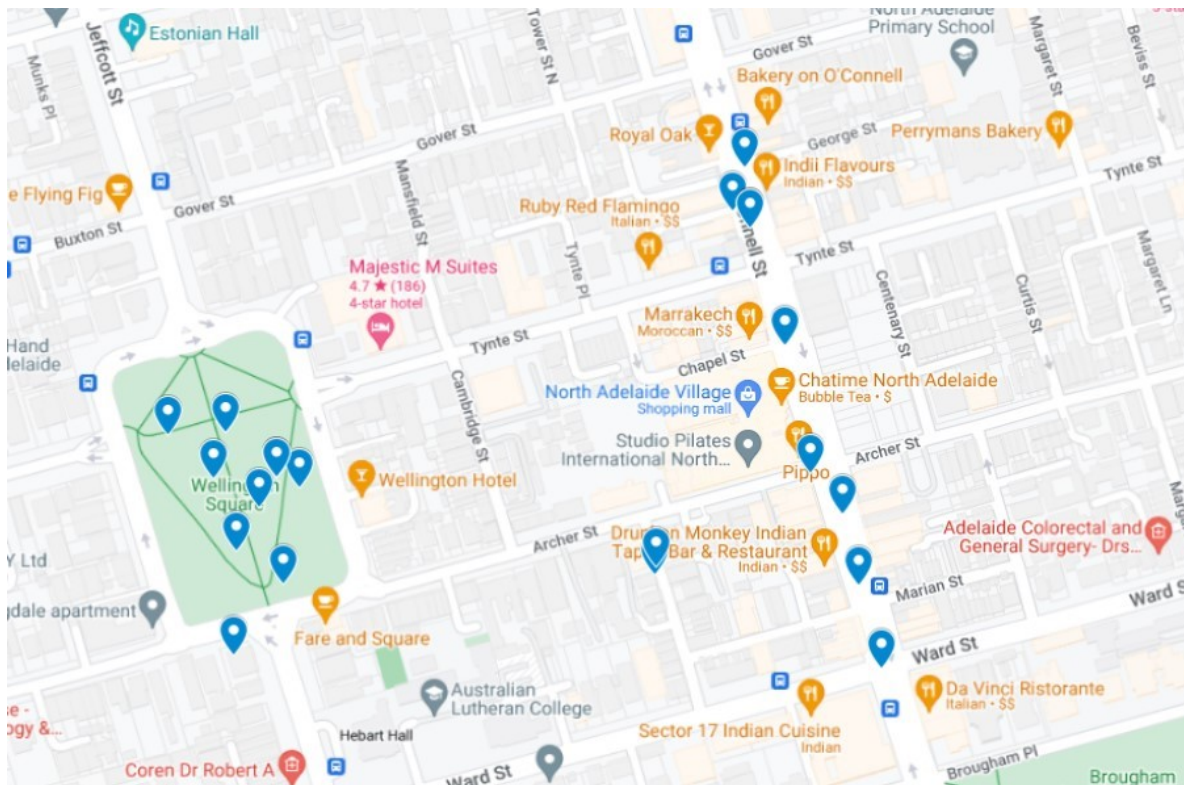
The total number of pins used by the community to indicate where they would like Christmas activity was **569**. Clusters of pins indicate the popularity of these locations for festive experiences. Pins were placed in all precincts city-wide, shown in **Map 1**.

Map 1: City-wide pins

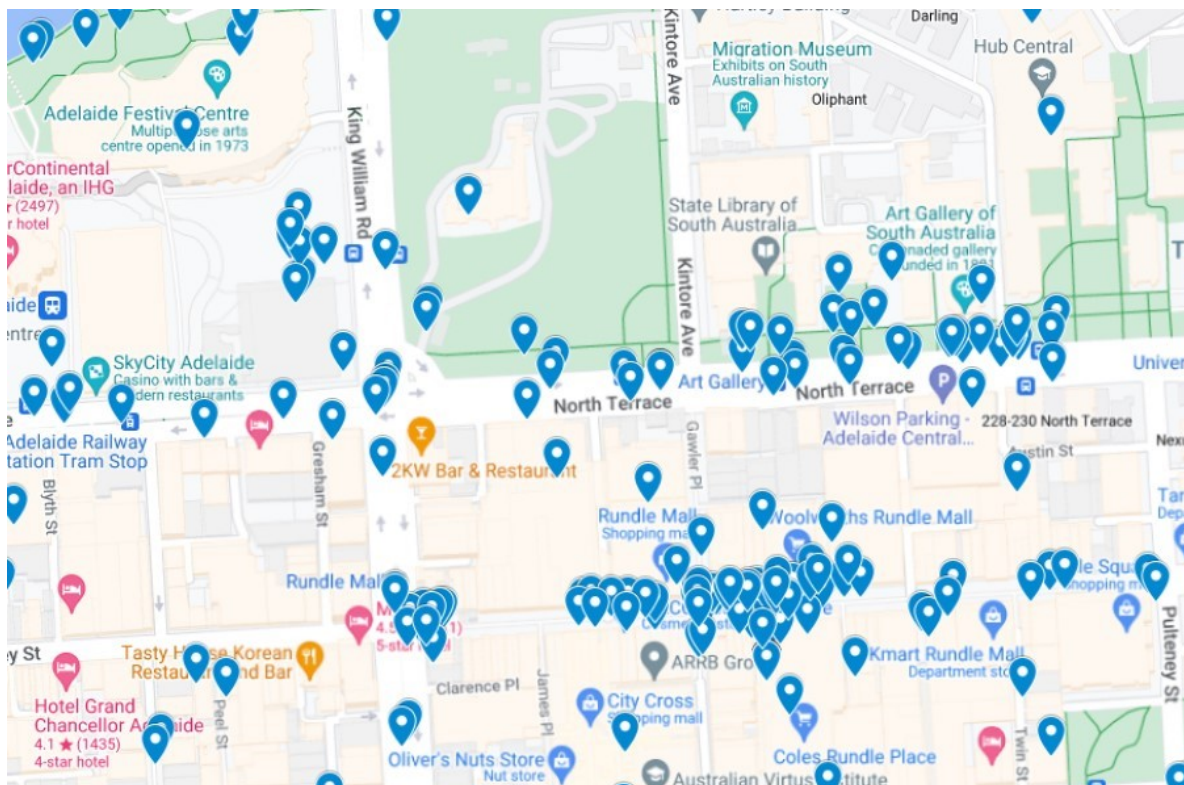


The areas with the greatest clusters of pins are: North Adelaide, North Terrace and Rundle Mall Precinct, Riverbank, and Victoria Square. Maps are provided below to zoom in on each of these clusters.

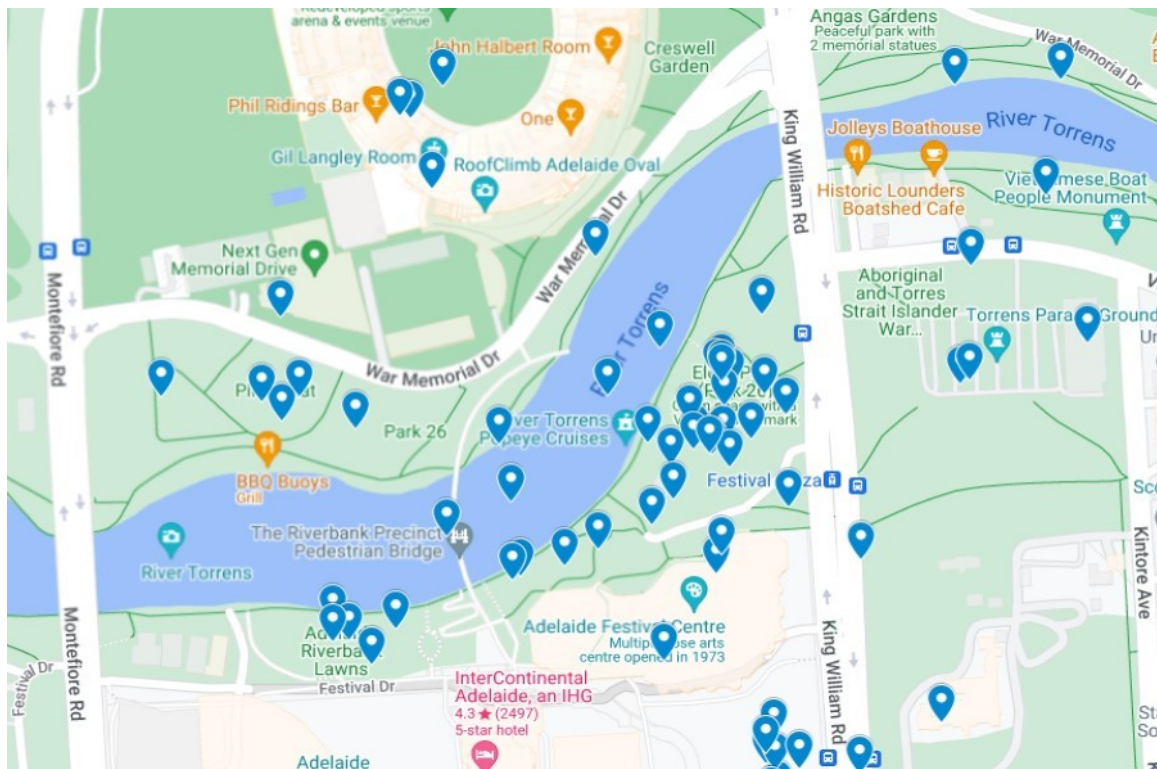
Map 2: North Adelaide pins cluster



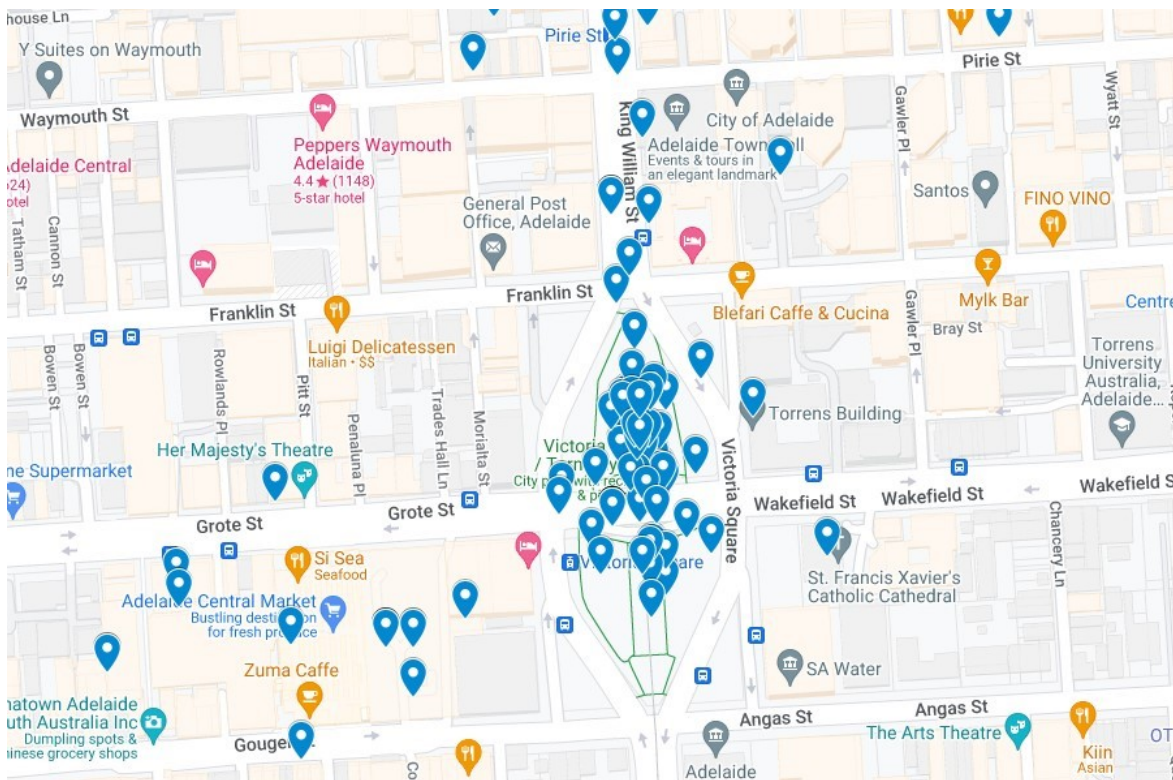
Map 3: North Terrace and Rundle Mall pins clusters



Map 4: Riverbank pins cluster



Map 5: Victoria Square/Tarntanyangga pins cluster



2.4 Question 4: Which of these areas should Council prioritise spending on? (with 1 being the highest priority and 6 being the lowest)

The question was designed to assist Council to review the priorities of the community in directing future programming and activities.

The most to least preferred areas for Council spending in order were:

- **Events (i.e. annual free community Tree Lighting, Christmas markets)**
- **High impact, high quality decorative displays**
- **Decorative lighting along main street banner poles**
- **Fund small businesses to engage in Christmas activity**
- **On street activity i.e. trails, selfie destinations, live music and performance**
- **Digital/AR and online Christmas activities**

4. Which of these areas should Council prioritise its spending on? (with 1 being the highest priority and 6 being the lowest)

Ranking | Skipped: 11 | Answered: 265 (96%)

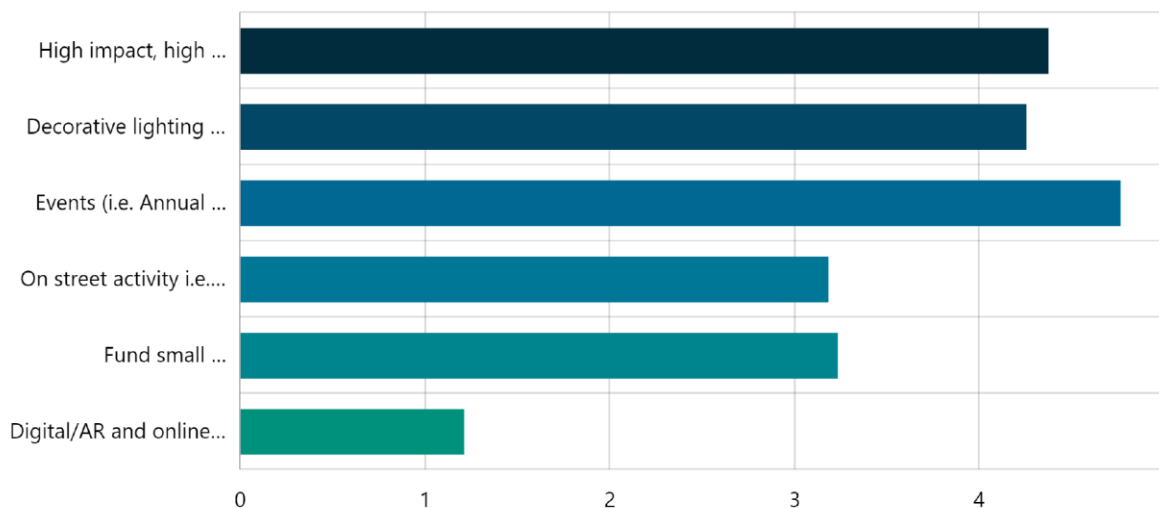


Figure 4 The bar graph indicates the preferred Council priorities as provided by the community

	1	2	3	4	5	6	Count	Score	Avg Rank
High impact, high quality decorative displays	29.06% 77	23.02% 61	18.49% 49	16.60% 44	11.32% 30	1.51% 4	265	4.37	2.63
Decorative lighting along main street banner poles	18.11% 48	30.19% 80	24.53% 65	14.72% 39	10.19% 27	2.26% 6	265	4.25	2.75
Events (i.e. Annual Free Community Tree Lighting, Christmas Markets)	39.62% 105	19.25% 51	25.28% 67	10.19% 27	4.91% 13	0.75% 2	265	4.76	2.24
On street activity i.e. trails, selfie destinations, live music and performance	4.53% 12	13.96% 37	14.72% 39	31.32% 83	32.83% 87	2.64% 7	265	3.18	3.82
Fund small businesses to engage in Christmas activity	8.30% 22	13.21% 35	15.47% 41	25.28% 67	31.32% 83	6.42% 17	265	3.23	3.77
Digital/AR and online Christmas activities	0.38% 1	0.38% 1	1.51% 4	1.89% 5	9.43% 25	86.42% 229	265	1.21	5.79

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.
Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

2.5 Questions 5: How can we better connect to and with diverse communities to ensure everyone can take part in Christmas in the City?

The responses to this question have been grouped into themes. The verbatim comments can be found in the raw data responses here **[ACC2024/144173](#)**

Theme 6: Accessible and Inclusive Christmas Experiences

Thirty (30) responses were in relation to accessibility and inclusion, including these sample comments:

- *Every community (diverse or otherwise) IS ABLE to participate!*
- *Ensure any promotional material, decorative material etc is inclusive both visually and terminology.*
- *Make sensory friendly spaces and events for people with autism*

Theme 7: Traditional/Christian Communities

Twenty-nine (29) responses were about Christianity and religious traditions of Christmas, including these sample comments:

- *Promote the reason we have christmas at all. Love, hope and joy. Helping those that need it, being thoughtful and kind.... Jesus was spreading a kind message and really thats at the heart of all this. Catch line if you need one 'Celebrate Together'. Celebrating the birth of Jesus Christ is more than a Christian holiday or Christian festival. It is more than an occasion to decorate our houses. It is an opportunity to pause and give thanks for the love, hope and joy.*
- *Your already doing too much, Christmas will loose its meaning if diversity is emphasised. Christmas is about Jesus's birth.*
- *You can't be everything to eveyone, keep it traditional and other cultures love participating in these traditions.*

Theme 8: Residents / Community Groups

Twenty-three (23) responses wanted Council to connect with residents and community groups, including these sample comments:

- *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. Even the Burundi Drummers could hammer out some Christmas tunes, I'm sure!*
- *Did you know there are around 30,000 residents in Adelaide. Not just businesses and workers. How about talking to them as many of them are from overseas and they*

could suggest what they like during their own festive celebrations. Encourage tradition sharing by the residents not just businesses.

- *Support local community groups to create events.*

Theme 9: Engage Culturally Diverse Communities

Twenty-one (21) responses spoke about improving culturally diverse offerings and inclusivity during the festive season, including these sample comments:

- *Add in other traditions from other cultures? Encourage more people to go into the city for it (like Illuminate Adelaide and the fringe when Rundle St gets shut down)*
- *The public side of the Christmas Holliday can be universally enjoyed by all cultures. There are no limitations or restrictions of having a multi-cultural night market for example and having lights and decorations all throughout the city is not a cultural activity, it's about the emotions and feelings that these create. It's about the beauty of the city we live in. Offering the option to participate would be the most sensible way and allowing the different cultures and communities to decide for themselves if they would like to participate or not. If the intent is to offer a true meaning of Christmas in a pure cultural meaning of it, then that is even more reason to be more inclusive it's supposed to be a celebration of coming together as families and as communities. In conclusion: Engaging the various cultures, via their representatives, cultural clubs, etc. and offering to option to participate or not would be the most appropriate way instead of changing the celebration to fit everyone, which will never work.*
- *Consult with other Cultures and ask them?*

Theme 10: Australian/Summer Themes

Seventeen (17) responses wanted to speak to Council about Australian and our Summer Christmas here in Adelaide, including these sample comments:

- *Celebrate what makes Adelaide / Australian Christmas unique and special - showcase local artists / musicians / businesses and give them a platform to do their thing.*
- *Invite diverse communities to join in and experience the way Australians celebrate Christmas and not tone down how we celebrate when in Rome.... broaden their horizons on the Aussie Christmas... they don't have to attend if offended but not to stop Aussies doing it our way they will be pleasantly surprised or not attend.*
- *Making the events fun. Doesn't have to be modern nonsense but exciting and true to the seasons*

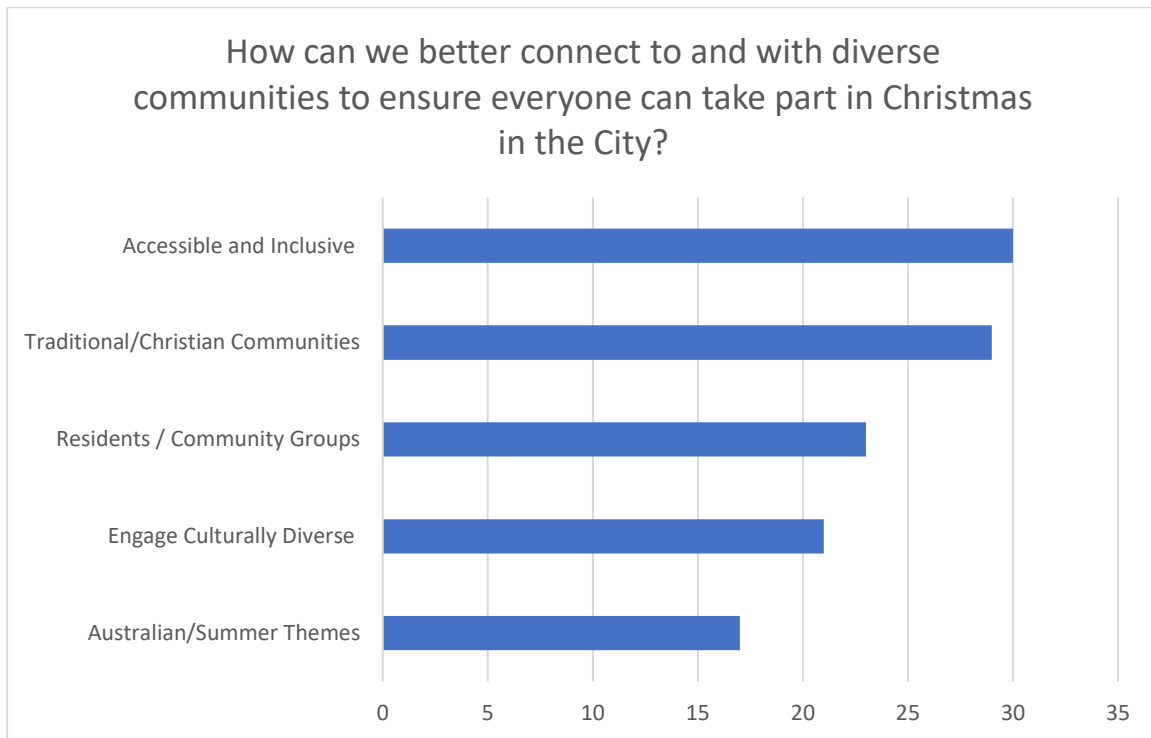


Figure 5 Summary graph of responses to themes for 'How can we better connect to and with diverse communities to ensure everyone can take part in Christmas in the City?'

2.6 Questions 6: Why don't you visit the City during Christmas time?

There were only 6 responses to this question, provided below:

- *Not much to see or do during Christmas time in the CBD besides shopping which I do locally or online. Decorations of late have been appalling.*
- *Because even though decorations are in place, they are limited and do not create a "Wow" I just have to see or experience that factor. The city does not by any means "come alive" with Christmas, so in a busy world one needs a breathtaking factor.*
- *The events need to be updated to engage people again*
- *The city it too hard to get to with parking limitations. Or too costly for parking structures. Public transportation is out of the question as it is too hard to carry all your purchases on the train/bus.*
- *Traffic and parking*
- *I'm anti-consumption and most of the City has a mass-consumption of rubbish vibe*

2.7 Questions 7: What would encourage you to visit the City more during Christmas time?

The responses to this question have been grouped into themes.

Theme 11: Increase in Community / Family Friendly Events

Sixty (60) responses requested more events, including these sample comments:

- *Events on weekends, weekdays and early evenings at family friendly times.*
- *Family friendly events.*
- *Emphasis on traditional family values.*

Theme 12: More Markets

Fifty-nine (59) responses sought more markets, including these sample comments:

- *More festive/nostalgic decorations to show my kids, markets to shop, daytime activities on the weekend.*
- *Christmas markets, free events. music, decorations, free parking.*
- *Christmas markets, activities on the Torrens, outdoor music.*

Theme 13: More Decorations / Christmas Atmosphere

Forty-nine (49) respondents wanted more decorations and bigger impact, including these sample comments:

- *Traditional displays and decorations that remind me of the 'Christmas spirit'.*
- *For the city to have more Christmas lights decorations music and free entertainment as people do pay for parking in the city than other shopping precincts so need more to entice people to stay longer and be engaged and feel like it is worth the parking fee and reduced parking fees on weekends.*
- *Streets with avenues of beautifully lit trees.*

Theme 14: Parking Assistance

Forty-one (41) responses stated that parking would encourage them to visit more, including these comments:

- *Access to cheap parking close to events.*
- *Free parking, free public transport, family friendly events.*

- *Nothing really as parking is terrible and carpark really expensive so I would rather not go unless I really have to.*

Theme 15: Live Music and Performances

Thirty-two (32) respondents wanted live music and performance during the season:

- *Live music. Interactive lighting/ water play for all ages.*
- *Music. Food. Lights.*
- *Live music*

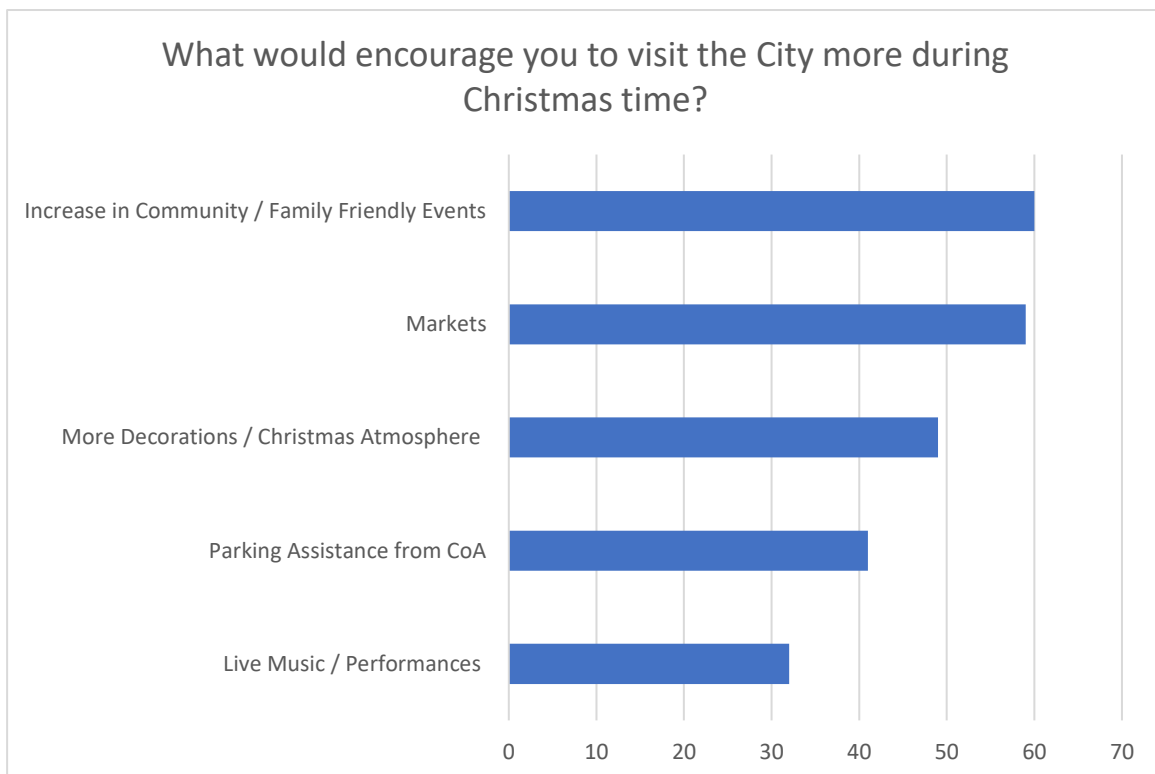


Figure 6 Summary graph of responses to themes for 'What would encourage you to visit the City more during Christmas time?'

2.8 Question 8: Do you have any other feedback about Christmas in the City?

A number of respondents chose to provide additional feedback, which was also themed into the following categories:

Theme 16: Greater focus on history and cultural heritage

Thirty-seven (37) responses were in relation to heritage and showcasing history of Adelaide through the festive season, including these comments:

- *I love traditional wreaths and lights, like a storybook. Oh oh and church bells.*
- *I do feel that the ambiance has been missing for a few years. There is nothing wrong with classic, simple atmosphere. Carol singing, kids a craft activities, night markets in Rundle mall ect. Less blow up stuff and digital stuff. I know we have to move with the times but simplistic classics really pull at the heart strings.*
- *Seeing we have such a strong Christmas heritage with the pagent magic Cave and Lobethal lights our cities decorations should show this.*
- *It would be good to work with the city churches as destinations for displays, trails, etc. they have positive stories to share about the meaning of Christmas.*

Theme 17: Greater community focus

Twenty-six (26) responses had a general theme of increasing a focus on community and inclusiveness, including the following comments:

- *Open late and have market style stalls in the mall. Increase security in the mall so it's safer for young families.*
- *Make the city magical for children. It's the one time of the year that can be child and family centred.*
- *Just to make it super happy and memorable for everybody. We have a beautiful city with beautiful people. Tourists play a big part in providing positive feedback for others to visit. Oh. Please also maybe to cater for special visits for people in nursing homes.*

Theme 18: Impactful Christmas Decorations and Giant Tree

Twenty-five (25) responses included this theme, comments below:

- *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!! The poxy little banners put onto light posts are barely noticeable!! Do something more out there and impactful!!*
- *I feel as though the decorations previously have been quite lackluster and uninspiring. When going into the city it hasn't felt like Christmas. This is a good opportunity to invest in some better decorations.*
- *More warm lights on trees and poles and real Christmas trees set up in sections*

- *Other cities do decorations so much better than Adelaide. Yes, it costs money, but when done well it really brightens up the city and makes it a really enjoyable experience for visitors.*

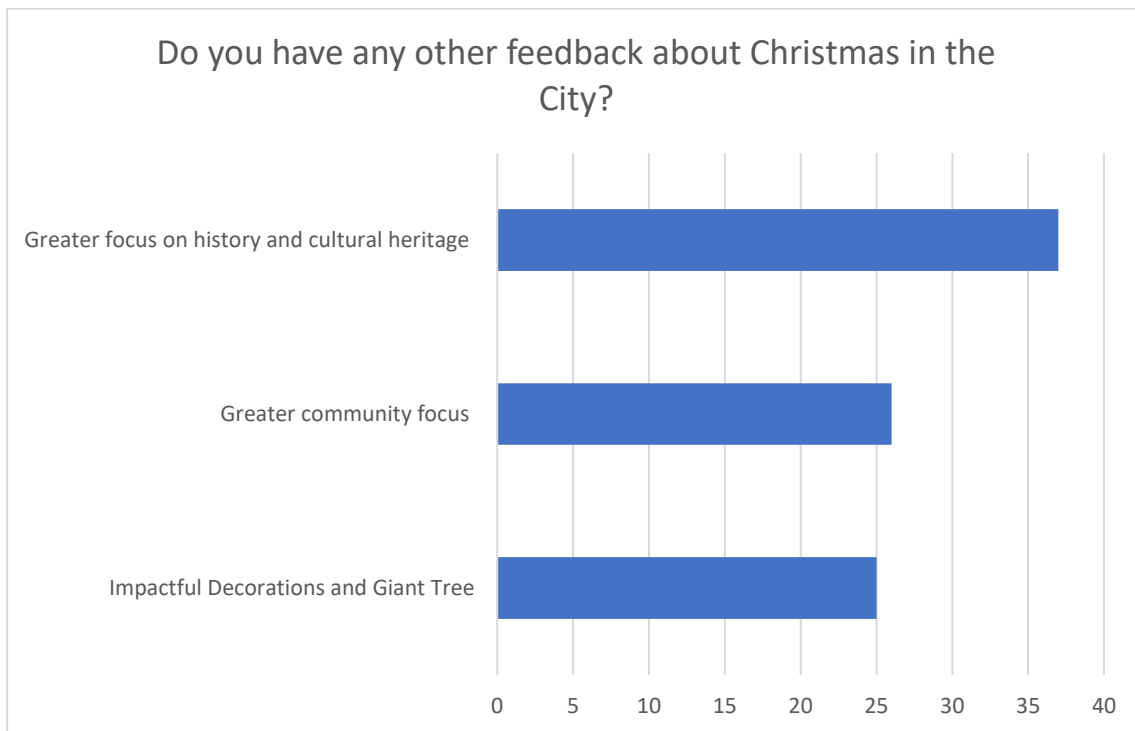


Figure 7 Summary graph of responses to themes for 'Do you have any other feedback about Christmas in the City?'

2.9 Questions 9: Who do you visit the City with during Christmas time?

The results indicate that 25% of respondents are families without children, and two thirds visit with friends. Although respondents sought activities for children, there must also be consideration for families and individuals without children.

6. Who do you visit the City with during Christmas time?

Multi Choice | Skipped: 1 | Answered: 275 (99.6%)

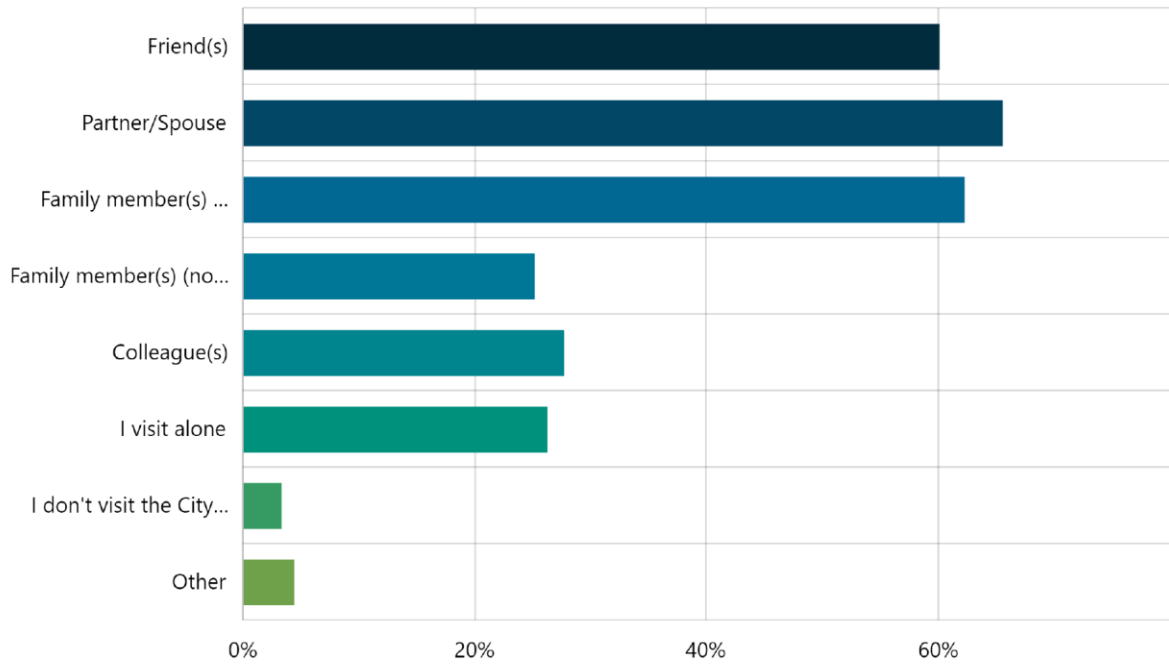


Figure 8 Bar graph and percentages for who people visit the City with

Answer choices	Percent	Count
Friend(s)	60.00%	165
Partner/Spouse	65.45%	180
Family member(s) (including kids)	62.18%	171
Family member(s) (no kids)	25.09%	69
Colleague(s)	27.64%	76
I visit alone	26.18%	72
I don't visit the City during Christmas time	3.27%	9
Other	4.36%	12

3. SUBMISSIONS

3.1 South Australian Tourism Commission proposal

Dear Felicity

Please find attached a presentation in pdf format with video links in response to your request for a submission regarding City of Adelaide future planning. The attached presentation sets out concepts that reflect possible high end Major City installations designed to attract the public to the inner city from Pageant Day to New Year. Within our presentation, you will find video links and other images detailing day and nighttime installations. Delivery of these concepts or this level of installation would have cost implications. Partnerships with investors would need to be forged. We have included some thinking around investment opportunities. We note you will have other video presentations to consider, and we hope ours are complimentary. The overall breath of a Christmas plan for the city and any budgetary constraints requires in our view, consideration of the following:

Whatever is created must have a “WOW” factor

Better to concentrate that “WOW” factor in a targeted area, then expand outward from that central point in future years.

Installations must create word of mouth commentary like “when you are in Adelaide you must see...” or “you’ve just got to go to Adelaide in the lead up to Christmas. The City comes to life and the “????” is amazing.” Etc. Working towards this level of investment is more likely to achieve visitation and spend in the city by the outer metropolitan residents and from outside the state.

The argument that daylight savings precludes light installations as an attractor at Christmas time is illusory. Families are out and about well beyond 9pm looking at light installations at St Peters, Lobethal, formerly the Brewery. Light attracts. But if you are to light up at night, with good design, light installations can be mechanically designed to create objects and installations worth visiting during the day. Some examples are in the attached pdf.

The National Pharmacies Christmas Pageant has been delivering Father Christmas to Adelaide for 92 years, firstly through John Martins, then through Government ownership and production marking the beginning of the Christmas season. The John Martin’s tradition started with the Magic Cave in 1896 and the Pageant in 1933 is iconic. It creates the opportunity to open a gateway to Christmas festivities in the City from Pageant Day to Christmas including:

- a. Christmas Markets in locations that produce best value for the City, including Elder Park, Tarntanyangga, Rundle Mall, North Terrace.

- b. Christmas exhibitions, windows, Christmas Wrapping competitions, Ginger Bread House competitions and other fun presentations to attract audiences.
- c. The Magic Cave at John Martins was the home of Father Christmas. It attracted thousands to the city in its day and was much loved by those who visited. There is a potential for a central mobile home for Father Christmas, delivered by the Pageant to a selected site with rides, food, Father Christmas visitation, animated characters, mini parades and performance.
- d. We have many talented young performers in South Australia all looking for performance opportunities, including many who appear in the Pageant. The City is walkable and beautiful. There are many natural pockets that might be creatively and simply set up to provide Christmas activations that make the City "The" place to shop and engage at Christmas time. Choirs, soloists, dance and rhythm gymnasts, calisthenics artists.

The following two points I make, not as part of an official SATC position, but more so based on my own personal experience having considered the question of Christmas presentation over many years:

- e. Traditional Christmas has Magic. Modernising Christmas or Australianising Christmas less so.
- f. 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.

We hope the commentary above and our presentation provides food for thought and is helpful in your planning.

The South Australian Tourism Commission has in the past engaged with the City of Adelaide, the Adelaide Markets, Carols by Candlelight and Rundle Mall with a view to share Pageant resources and discuss ways in which stakeholders might work together to advance the attraction of Christmas in the City. We continue to be ready and willing to continue that involvement into the future.

Best wishes from the Team at SATC

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4. SUMMARY

Christmas is an important civic celebration and one of our community’s most treasured times of the year. Seeking feedback about Christmas has led to a good level of engagement, with many respondents wanting to share their memories and meaning associated with the festive traditions of the season. It is evident that it remains important to the community that Council does invest in a strong festive look and feel in the City, and many community members have high expectations. Many respondents made positive comments about Christmas in Adelaide, and its traditions such as the Pageant, markets and events, and would encourage the City of Adelaide to continue to invest in these activities. As a UNESCO City of Music, Adelaide city users continue to show their support for live music and performances in civic celebrations.

Respondents were more likely to show a preference for traditional decorations and themes rather than modern. The preferred locations for Christmas activity were largely centralised. The top locations the community would like to see Christmas activity in were in Rundle Mall, North Terrace, Victoria Square/Tarntanyangga and the Riverbank Precinct.

The responses grouped into themes below provides a priority list for consideration in future planning. While these priorities are not weighted exactly, it does show where there are strong and recurring preferences such as markets, and high impact lighting.

The list of themes is as follows:

Theme	Number of times the theme appears in a response
Lights	69
Global Capital Cities (High Impact)	68
Markets	64
Increase in Community/Family Friendly Events	60
More Markets	59
Pageant/Parade	49
More Decorations / Christmas Atmosphere	49
Parking Assistance	41
Greater focus on history and cultural heritage	37
Live Music and Performances	32
Accessible and Inclusive Christmas Experiences	30

Traditional/Christian Communities	29
Greater community focus	26
Impactful Christmas Decorations and Giant Tree	25
Residents / Community Groups	23
Engage Culturally Diverse Communities	21
Australian/Summer Themes	17
Windows/Displays	14

Priorities for Council spending in order of ranking from highest to lowest priority shows that events and experiences are still as important as decorations and that the City of Adelaide should support both. The community also indicated support for small business.

Expenditure Priority	Ranking
Events (i.e. annual free community Tree Lighting, Christmas markets)	1
High impact, high quality decorative displays	2
Decorative lighting along main street banner poles	3
Fund small businesses to engage in Christmas activity	4
On street activity i.e. trails, selfie destinations, live music and performance	5
Digital/AR and online Christmas activities	6

It is evident that many of the activities undertaken in recent years, such as events, remain important to city users. There is also a belief and desire that Adelaide could further develop Christmas displays including lighting. These results will be considered in the development of themes for future planning.