Councillor Freeman - QoN - Houseblend Event in the West End

Tuesday, 10 November 2026
Council

Council Member
Councillor Eleanor Freeman

Public

Contact Officer:
Jo Podoliak, Director City Community

QUESTION ON NOTICE

Councillor Eleanor Freeman will ask the following Question on Notice:

'Can the Administration provide detail of the recent "Houseblend" event held in 24 October 2026 across Adelaide City's west, including estimated cost, return on investment, attendance and participant feedback?'

REPLY

1. House Blend was delivered through the City Culture Program as a Place Partner initiative, designed to activate the daytime economy. This new initiative involved Council working with 9 City businesses and the event took place on 17 October 2026.
2. The cost of delivering House Blend across the West End and City Southwest precincts was $25,000. This included operational requirements, marketing and business campaigns. This activity was made possible due to the Business Plan and Budget allocation for Precinct Contestable Funding being allocated towards City of Adelaide driven place making initiatives for the 2026/27 financial year.
3. As House Blend was a pilot event, a key measure of success was its ability to increase visitation, customer activity and trade at participating businesses across the West End and City Southwest precincts**.**
4. While return on investment is difficult to calculate for this event due to its localised impact, House Blend delivered a positive financial outcome for the participating businesses in the area, House Blend also successfully achieved its broader objectives of fostering relationships with businesses, supporting community wellbeing and activating the City through its local cafés.
5. The estimated total attendance at House Blend across the West End and City Southwest precincts was 2,500 people. Based on observations throughout the event, attendees were predominantly aged between 20 and 40 years, with a proportion of families with young children also in attendance, reflecting a diverse mix of visitors across the participating venues and activation locations. Attendance and demographic figures are estimates based on observations made during the event.
6. Post-event feedback was sought from participating businesses and stakeholders across both precincts to assess their overall experience, the impact on customer visitation and trade, and the perceived benefits of the activation. This feedback will contribute to the overall evaluation of the pilot event and inform consideration of future activations across the West End and City Southwest precincts. Feedback from businesses includes:

West End

La Moka *- Excellent turn out with sales 70% up from their usual Saturday trade.*

Peter Rabbit Café *- Manager reported having to turn customers away in the afternoon. The business reported additional revenue. 'The event created an amazing atmosphere throughout the whole day! For us specifically it gave customers who were waiting for a table or missed out on being able to dine in on the day, an alternative space to sit or hang out whilst waiting outside the venue'.*

Yuku Do *– Reported 'extremely busy with a consistent flow of customers and sustained activity across the event period with 40% increase on a usual Saturday'.*

City Southwest

Idle Hands / Housewarmers - '*Exceptional turnout, with consistently large crowds and queues throughout the activation. 15% busier than their last Saturday, all additional outdoor seating was at capacity for several hours, alongside a busy indoor dining area and significant numbers of patrons standing and gathering. Strong, sustained activity created a vibrant atmosphere throughout the event. We enjoyed the event, both personally and professionally, and it's something we'd love to see more of and would be involved with at every opportunity.'*

'Busiest Saturday to date, with queues forming from 11am. Customer turnout exceeded expectations. Owner was extremely happy with the activation and overall outcome.'

'*Strong turnout, with all outdoor dining furniture occupied and steady patronage indoors.'* The venue reported noticeably higher visitation than a typical Saturday, with activity picking up earlier than usual, coinciding with the DJ set commencing at 12:30pm.

7. While this Council initiative delivered a positive financial outcome for the participating businesses, House Blend also successfully achieved its broader objectives of fostering relationships with businesses, supporting community wellbeing and activating the City through its local cafés.

8. Through a digital and organic marketing campaign, House Blend provided the local businesses involved with valuable brand exposure and promotional reach via Council's 104,275 Instagram and 88,000 Facebook followers. A strategic partnership with local business My Dead Grandpa delivered mutual benefits, promoting the business while connecting Council with a younger audience (20–30 years) and encouraging visitation to the West End.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 5.5 hours.

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