

Strategic Alignment - Dynamic City Culture

Program Contact:

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EXECUTIVE SUMMARY

This report has been prepared in response to Council's decision at its meeting on 13 April 2021 that Administration investigate and present option(s) on how a Night Market can be hosted on Gouger Street.

RECOMMENDATION

THAT COUNCIL

1. Notes the report.
 2. Notes Administration will continue to explore opportunities for delivering future activations, events and engagement in Gouger Street in partnership with traders, and in response to support from traders.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture The proposals outlined in this report align with Key Action 3.11: Expand Adelaide’s global reputation as a ‘magnet city’ through world class events, festivals, and activation.
Policy	Not as a result of this report
Consultation	Not as a result of this report
Resource	Not as a result of this report
Risk / Legal / Legislative	Not as a result of this report
Opportunities	Support for the Gouger Street traders and surrounding businesses.
21/22 Budget Allocation	Within existing budget
Proposed 22/23 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report
21/22 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	Not as a result of this report

DISCUSSION

1. At the meeting of Council on 13 April 2021, Council discussed the success of the Ebenezer Night Market and Twilight Market in the City of Brisbane. Council requested that Administration investigate and provide a report to Council regarding the delivery of a 'Night Market' in Gouger Street.
2. The idea of a Night Market in Gouger Street was raised in 2021 as a part of a range of ideas put forward by Council to reignite the City.
3. A number of initiatives in Gouger Street and the surrounding precinct have been undertaken since this time.
4. Engagement with traders through the Gouger Street events held in 2022, as outlined below, indicated no interest or advocacy from traders or the precinct more broadly for a specific street-based 'Night Market' to be held on Gouger Street. Therefore, Administration will not specifically undertake a consultation with Gouger Street traders for the purpose of developing a Night Market on the street at this time.
5. Engagement with traders in Gouger Street requires a significant level of resourcing including multiple onsite visits. The development of a Gouger Street Night Market would require a long lead up and resourcing to ensure enough stakeholder engagement is undertaken, and traders would need to feel the undertaking worthwhile.
6. The Adelaide Central Market is Adelaide's oldest and largest market, offering not only food and produce but a range of goods including clothing. The Central Market would need to be a key partner and or consideration in the development and integration of a Night Market in the Precinct.
7. Administration will continue to explore opportunities for future street activation and events in Gouger Street and surrounds as part of our work to attract people back to the City. This may also include working with Central Market to explore their appetite to open for special 'event' nights which include their traders as well as those on Gouger Street.

Background

8. Current annual Gouger Street events:
 - 8.1. The Gouger Street Party, organised by the Gouger Street Traders Association, working with the Shannon's Adelaide Rally, is held in November annually.
 - 8.2. The annual Lunar New Year event, run by the Chinatown Association, is held in February each year.

Gouger Street events in 2022

9. Two ADL Unleashed 'Gouger Street Party' events were held on April 30 and May 7, 2022.
10. Work was undertaken to engage businesses along the street, with 18 traders provided with furniture, outdoor heaters and umbrellas free of charge. Live music, road closure and roving performers were also provided. Attendance was approximately 1,000 patrons each night, with a significant overspill from Tasting Australia. These events only closed part of Gouger Street. Closing the whole of Gouger St (Morphett to King William) would be difficult due to a requirement to ensure access and egress from the Central Market UPark, which remains relatively busy both Friday and Saturday nights.
11. Gouger is a very wide street that requires a large event footprint and infrastructure to activate effectively (music, performers, lighting etc) and make the overall spend worthwhile. The total expenditure was \$83,000 for these events.

Gouger Street events in 2021

12. In 2021, the Gouger Street Feast Nights were a City of Adelaide initiative. They were programmed on Saturday 27 February and Saturday 20 March 2021.
13. The concept came from the Council decision on 30 December 2020 associated with approval of the RCC event. Council requested 'Administration develop an activation plan to create the pedestrianisation of Gouger Street, in consultation with traders, underpinned by the same principle as East End Unleashed and conducted without unduly restricting access to the Adelaide Central Market on Friday night and Saturday morning.' During the Gouger Street Feast Nights, they saw a 30% increase in foot traffic on Saturday 27 February (compared to a usual Saturday night) and 41% increase on Saturday 20 March 2021. Local Gouger Street trader take up on participation was 35.13% (13 businesses) on Saturday 27 February, increasing to 43.59% (17 businesses) on the second night. The total investment across the two nights was \$47,936.42 (approx. \$23,968.21 per night).

Considerations

14. The concept of running an event model like the Gouger Street Feast, and not running a market stall event, was to expand and build on what is already within the precinct. As a food precinct destination, it highlights the offerings of the traders, rather than solely bringing in external traders or stallholders to sell market wares.
15. The Streetside Activation Grant provides us with an opportunity to assess the appetite for Gouger Street traders to move their business onto the street, or operate street front or market stalls in front of their business. To date we have not received any applications for the Streetside Activation Grant from Gouger St Businesses.
16. The East End Unleashed event, held annually during the Adelaide Fringe in the East End, is often seen as the benchmark for a successful street activation. This event works so well due to a few key reasons:
 - 16.1. The East End is a drawcard destination for this five-week period, due to the Garden of Unearthly Delights, Gluttony and the many other Fringe venues operating in the precinct. There is no other time of year that sees such a large volume of people drawn to one location.
 - 16.2. The ongoing support of the Maras Group and the East End Coordination Group is vital in ensuring the traders join in and support the outdoor dining activation lead by Council.
17. Future Gouger Street events should be considered and programmed alongside other events or activations within the precinct. Events such as Tasting Australia or the Tour Down Under offer potential opportunities for Gouger Street to leverage off major, well established, annual events occurring in Victoria Square / Tarntanyangga.
18. The Adelaide Central Market Carpark access needs to be considered, as events held on Gouger Street can disrupt their carparking access, particularly on a Friday night.
19. Consideration can continue to be given to Moonta Street, giving operators on this street the option of running market stalls on Moonta Street to compliment the offerings on Gouger Street.
20. There is an opportunity to build in more focus on cultural performances and entertainment, promoting the cultural diversity in the precinct and highlighting it as a destination.

Next Steps

21. Administration will continue to work with Gouger Street traders and the surrounding precinct to maximise visitation and activation.

ATTACHMENTS

Nil

- END OF REPORT -