

## MOTION ON NOTICE

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

'That Council

1. Notes that Christmas time is a joyful time of year. As a Capital City it is significant for retailers and hospitality venues that sees an increase of employment opportunities and commences with the Christmas Pageant through to the Boxing Day Sales.
2. Requests administration to review the Christmas Festival and report to Council with proposals and costed options for consideration of the future program as part of the 2023/24 budget process.'

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## ADMINISTRATION COMMENT

1. The Christmas Festival Action Plan 2021 – 2024 has three key strategic pillars:
  - 1.1. The city will be brimming with magical places, must see dynamic destinations, decorations and lighting, sensory experiences that draw people in day and night.
  - 1.2. The city will be a premiere location in South Australia to participate in the signature events of a festive season that is culturally rich, meaningful and prosperous.
  - 1.3. City businesses, artists and makers will be supported to grow their cultural, artistic and economic contribution to the city, to attract audiences, visitors and givers.
2. The 2021 - 2024 Christmas Festival Action Plan mid-point review is currently underway and will be finalised at the conclusion of the 2022 Christmas Festival.
  - 2.1. This review will be informed through research and evaluation of the 2021 and 2022 Christmas Festivals. MacGregor Tan is undertaking the consumer research element of this review to ascertain perceptions of the delivery of the 2021 - 2024 Christmas Festival Action Plan's three key strategic pillars.
  - 2.2. The report will include findings from Christmas in Rundle Mall, Black Friday and retail activation, and marketing campaigns, including recommendations on further integration opportunities.
3. This report will be presented to Council in March 2023, prior to the 2023 - 24 Business Plan and Budget process and will include options for the 2023 Christmas Festival including a proposed budget allocation.

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
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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	Not applicable
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.