

# New Year's Eve 2023-2025

Strategic Alignment - Dynamic City Culture

Public

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**City Community Services and Culture Committee**

**Program Contact:**

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## EXECUTIVE SUMMARY

New Year's Eve (NYE) is a global celebration, amplified in Capital Cities, to herald in each new year. The City of Adelaide (CoA) takes a leading role in delivering NYE events and fireworks displays, in alignment with the Council's strategic vision and key drivers for the festive season, including activities that:

- Drive visitation and economic growth for traders and local businesses
- Create a sense of belonging for our diverse community
- Provide safe places and immersive experiences that bring joy and delight for all ages.

The purpose of this report is to provide research findings and outcomes regarding 2021 and 2022 NYE events and recommends a three-year NYE event plan that builds on the success of previous years, including an expanded program of events to drive a broader participation and to meet the expectations of the community.

This report outlines the funding requirements to support the proposed expanded program (Table 1).

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## RECOMMENDATION

The following recommendation will be presented to Council on Tuesday 14 March 2023 for consideration

**THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL:**

**That Council**

1. Approves the proposed three-year plan for Council's New Year's Eve (NYE) event, as outlined in Item 6.1 on the Agenda for the meeting of the City Community Services and Culture Committee held on 7 March 2023.
  2. Notes that if recommendation 1 above is approved, funding to support the delivery of NYE will be considered as part of the 2023/24, 2024/25 and 2025/26 Business Plan and Budgets.
  3. Notes that updates on NYE event planning will be provided to this Committee.
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## IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	<b>Strategic Alignment – Dynamic City Culture</b> Council's NYE event delivers on Council's Dynamic City Culture theme particularly in connecting city users to place through curated city experiences and expanding Adelaide's global reputation as a 'magnet city' through world class events, festivals, and activation.
Policy	The delivery of Council's NYE event adheres to the policy requirements of the Adelaide Event Guidelines 2022 and the Adelaide Park Lands Management Strategy.
Consultation	Focus groups were conducted by McGregor Tan in 2021 to gain insights into residents and visitors views of Council's NYE events. Consultation has occurred with local business, experienced event production partners and contractors, AEDA and SA Police. Benchmarking has been conducted with other capital city councils throughout Australia and intercept surveys were conducted at the 2021 and 2022 NYE events.
Resource	The three-year NYE plan will be delivered in line with the Business Plan and Budget.
Risk / Legal / Legislative	A systematic Risk Register and Action Plan is undertaken for the NYE event each year.
Opportunities	An opportunity to expand on the current NYE in the City model to further activate the city, drive broader economic impact and to meet community expectations.
22/23 Budget Allocation	Not as a result of this report
Proposed 23/24 Budget Allocation	It is proposed that the 2023 NYE event is funded through the Business Plan and Budget process in accordance with this report.
Life of Project, Service, Initiative or (Expectancy of) Asset	The Council's NYE event is held annually. The proposed three-year plan will be delivered through the 2023/24; 2024/2025; 2025/26; annual Business Plan and Budget processes, with review due to commence in 2025/26.
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	The NYE event is funded annually by Council.
Other Funding Sources	Other funding sources that contribute to and offset the NYE budget include income from venue participation fees, as well as potential external sponsorship, and in-kind support.

# DISCUSSION

1. This report provides an overview of Council’s New Year’s Eve (NYE) events, including research findings and outcomes from the 2021 and 2022 events and recommends a three-year NYE event plan that builds on the success of previous years, including an expanded program to drive a broader participation and to meet the expectations of the community.

## New Year’s Eve event – overview

2. Council’s NYE events have a range of purposes and desired outcomes, including providing patrons an opportunity to celebrate with family and friends, to celebrate our status as a UNESCO City of Music and support businesses across the city.
3. A brief history and overview of past NYE events and outcomes can be found at Link 1 view [here](#).
4. CoA collaborates with external creative suppliers, contractors, and local businesses to deliver a multi event program titled ‘NYE in the City’ which includes:
  - 4.1. ‘Light Up’ – an accessible family festival.
  - 4.2. Visual Displays – fireworks in east Park Lands and North Adelaide.
  - 4.3. ‘Midnight Moments’ – street parties in multiple locations.

## New Year’s Eve – 2021 and 2022 market research and outcomes

5. Market Research was undertaken by McGregor Tan in June 2021 [Link 2 view [here](#)]. Key demographic groups were identified, and focus groups conducted to understand the wants, needs, opportunities and barriers for attracting the different audiences to the city on NYE.
6. The key findings included:

Families with young children	Young people (18-35)	Older families or couples
<p>NYE is about fireworks and family. The event needs to be safe and family-friendly with a range of activities to keep children entertained.</p>	<p>NYE is about friends and celebrating with friends. Fireworks are nice, but not a driver for this cohort. Would come to the city if there was a festival or event that appealed to their demographic.</p>	<p>NYE is about spending time with family and friends. A meal and fireworks are a must for this cohort. Live music, safety and space to move around is important.</p>

7. Council’s NYE in 2020 was cancelled due to COVID-19 related issues and NYE 2021 was redesigned to disperse crowds around the city instead of being a single location in Elder Park.
8. ‘NYE in the City’ 2022 was the first redesigned NYE event not subject to COVID restrictions but mindful of public health and safety. Business venue capacities returned to normal and the Rymill Park ‘Light Up’ site capacity increased from 5,000 to 8,000.
9. The fireworks firing site was relocated to Rymill Park to allow Rundle Park to operate as an overspill picnic area and increasing the total event area to enable large numbers of people to view the fireworks safely.
10. As a result of a Council decision of 9 August 2022 [Link 3 view [here](#)] ‘Light Up’ in Rymill Park was delivered as a free, ticketed event in 2022. This increased the NYE budget for 2022 by \$110,000.
  - 10.1. The free ticket allocation was exhausted by 25 December 2022.
  - 10.2. Tickets provided entry to ‘Light Up’ between 6:00pm and 8:00pm with un-ticketed entry to ‘Light Up’ after 8:00pm subject to site capacity.
  - 10.3. Ticketing allows patrons, particularly families, to secure a seating location and prevents queuing for entry.
11. Kepler footfall data measured 413,662 people in the City and North Adelaide on NYE, with 19,800 in the East End from 6:00pm (not including ‘Light Up’) and 5,960 around the North Adelaide event at the Lion Hotel, Park 10, and surrounding areas.
  - 11.1. Attendance of 14,000 people was estimated at ‘Light Up’ in Rymill Park over the course of the evening.
  - 11.2. Event crew head counts estimated 15,000 people watching the fireworks outside the ‘Light Up’ event site at 9:30pm and 18,000 people at midnight.

12. Key findings from the intercept surveying conducted during NYE 2021 [Link 4 view [here](#)] and NYE 2022 [Link 5 view [here](#)] demonstrate the success of this event model in line with the market research. Results from the 2022 event include:
  - 12.1. 92% overall satisfaction with the event.
  - 12.2. 96% satisfaction with NYE 2022 as a place to come with family and friends.
  - 12.3. 93% of respondents felt satisfaction with the location of the event.
  - 12.4. 89% of respondents felt the event was a safe and secure place to visit.
  - 12.5. 96% of respondents felt there was a good atmosphere.
13. Economic Analysis of NYE 2021 [Link 6 view [here](#)] and NYE 2022 was conducted [Link 7 view [here](#)]. Key findings from the 2022 economic analysis include:
  - 13.1. \$277.70 total average spend per person.
  - 13.2. 34% contribution to total expenditure across Adelaide and North Adelaide on 31 December 2022.
  - 13.3. \$5,140,611 total estimated output contributed to the City of Adelaide economy.
  - 13.4. The equivalent of 37 FTE jobs generated.
14. All Midnight Moment venue partners have expressed their desire to host a Midnight Moment event in 2023.
15. A number of minor operational refinements were identified on the night to enhance future events.
16. SA Police provided very positive feedback around the 2022 NYE event including no reported incidents on the night in the East End or at Midnight Moment events. Based on the 2022 NYE event delivery SA Police has advised Council that the decentralised NYE model presents fewer policing challenges than Elder Park.

#### **New Year's Eve – Hybrid visual displays**

17. As a result of a Council decision of 10 March 2020 research was undertaken to explore incorporating hybrid visual displays into NYE celebrations.
18. NYE 2021 incorporated a light show as part of a hybrid visual display that was approved by Council on 13 July 2021.
19. A drone light show was developed for inclusion as part of a hybrid visual entertainment at Light Up in 2022 but was cancelled by the contractor following a failed drone show in Perth in November 2022.

#### **New Year's Eve - Proposed three-year plan for 2023, 2024 and 2025**

20. The proposed approach for NYE 2023, 2024 and 2025 is to expand on the success of the 2021 and 2022 events to:
  - 20.1. Continue to deliver 'Light Up' as a free, ticketed Family Festival in an expanded event site in Rymill Park.
  - 20.2. Augment the fireworks displays and incorporate the inclusion of a drone show.
  - 20.3. Increase the number of 'Midnight Moments' delivered in partnership with local businesses.
  - 20.4. Enhance and expand the marketing program to promote NYE events and viewing sites for visual displays.
21. The rationale for the proposed approach is that it:
  - 21.1. Builds on the success of the 2021 and 2022 events and is supported by market research, surveying, and economic analysis conducted by Council.
  - 21.2. Provides additional options for the community by creating multiple events that cater to different demographics.
  - 21.3. Supports businesses across the city rather than concentrating activity in a single location.
  - 21.4. Disperses crowds across the city in a manner that is supported by SA Police.
  - 21.5. Allows Council to scale the event as required.
  - 21.6. Incorporates alternative visual entertainment in the form of a drone show in line with the Council decision on 28 January 2020.
  - 21.7. Has third party support from event production partners, city businesses and SA Police.
  - 21.8. Provides efficiencies and certainty for contractors and suppliers to enter into multi-year contracts.

22. Procurement and approval for the proposed drone show for 2023, 2024 and 2025 would follow the below process:
- 22.1. A competitive procurement process requiring a minimum of three quotes with a suitably experienced and qualified operator contracted.
  - 22.2. A detailed cancellation process included in the contract between CoA and the successful contractor.
  - 22.3. Feasibility study for the show, including site safety assessment, conducted by the successful contractor.
  - 22.4. Timely application lodgement with CASA for the show a minimum of three months from the event.
  - 22.5. Multiple project planning meetings and site meetings with CoA and the successful contractor.
  - 22.6. Risk Assessments completed by CoA and the contractor.
  - 22.7. CASA certified pilots to deliver and manage the drone show.
  - 22.8. A complete fenced exclusion zone to prevent members of the public from entering the drone show site before, during and after the show, in addition to an inner exclusion zone around the drone show infrastructure.
  - 22.9. A geo-fence implemented around the drone show site to ensure drones do not fly out of the drone show area.
23. NYE in the City 2023, 2024 and 2025 proposes to:

Visual Displays	Family Festival	Midnight Moments	Marketing
<p>Move fireworks firing site in the East End from Rymill Park / Murlawirrapurka to Park 15 / King Rodney Park allowing fireworks to be fired higher and be seen further across the city.</p> <p>Additional firing sites and viewing areas in Park 10/Warnpangga and in the West of the city (location tbc).</p> <p>Inclusion of a ten-minute drone show.</p>	<p>Light Up remains in Rymill Park as a free, ticketed family festival event.</p> <p>Expanded Light Up event footprint to increase capacity to 12,000 at any one time.</p> <p>Rundle Park to operate as an overspill/picnic area.</p>	<p>Midnight Moments program expanded with a focus on the Southwest of the City.</p> <p>Locations from 2022 are retained.</p> <p>Inclusion of a ticketed long table dinner as part of the Midnight Moments program.</p>	<p>Increased budget to allow for stronger messaging and PR campaign around the best viewing locations for visual displays.</p>

### New Year's Eve – proposed budget

24. The total cost for 2021 and 2022 was \$410,000 and \$511,000 respectively. The current budget for NYE 2023 is \$531,000.
25. A proposed budget breakdown for the expanded 'NYE in the City' is shown in the table below.
26. The proposed additional budget in 2023 to 2025 will include:
- 26.1. That the NYE activations across the city remain free to the public.
  - 26.2. A ten-minute drone light show with an estimated cost of \$200,000.
  - 26.3. Expansion of the Midnight Moment program to activate new areas of the city while continuing to facilitate existing Midnight Moments through road closures, including:
    - 26.3.1. road closure
    - 26.3.2. furniture hire
    - 26.3.3. event lighting
    - 26.3.4. entertainment costs, as well as financial incentives for participating venues (to assist them in opening on a traditionally difficult night for hospitality).

- 26.4. A larger fenced, free-ticketed Family Festival event with an increased event footprint within Rymill Park allowing for increased site capacity, entertainment and food and drink options.
- 26.5. A long table dinner option which will be a premium experience in an interesting location that is ticketed, exclusive, with fine food and wine, and live music.
- 26.6. Increased Marketing budget to allow for more spend on public relations and promotion to drive visitation and promote the best viewing areas for the fireworks and drone shows.
- 26.7. A costed Operations budget to ensure successful delivery of the event. The financial figure below includes security and fencing costs, intercept surveying, additional toilets, lighting, water and activation within Rundle Park.

	Proposed 2023 Budget	Proposed 2024 Budget	Proposed 2025 Budget
<b>Total</b>	<b>\$927,000</b>	<b>\$945,250</b>	<b>\$962,750</b>
Visual Displays	\$290,000	\$295,000	\$300,000
Family Festival	\$300,000	\$300,000	\$300,000
Midnight Moments	\$112,000	\$118,250	\$123,750
Marketing	\$50,000	\$52,000	\$54,000
Ticketed long table dinner	\$65,000	\$65,000	\$65,000
Operations	\$110,000	\$115,000	\$120,000

27. As part of this three-year plan, long term contractual arrangements will be sought with key suppliers including provision of fireworks shows, lighting, security, fencing and 'Light Up' event production.
28. Event sponsorship and partnerships will be explored as a result of this three-year plan.

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## DATA AND SUPPORTING INFORMATION

**Link 1** – New Year's Eve in the City event overview

**Link 2** – Market Testing of New Year's Eve in Elder Park and the City

**Link 3** – Item 18.4 - Councillor Moran - MoN - New Year's Eve

**Link 4** – CoA 2021 NYE Events' Visitors' Survey

**Link 5** – Intercept Survey results summary - New Year's Eve in the City 2022

**Link 6** – NYE 2021 Events Economic Analysis

**Link 7** – NYE 2022 Event Economic Analysis

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## ATTACHMENTS

Nil

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