

# Adelaide's New Year's Eve Workshop

Strategic Alignment - Dynamic City Culture

Tuesday 2 May 2023

**City Community Services and  
Culture Committee**

## **Presenters**

Jennifer Kalionis, Associate  
Director City Culture

Michael Rossi, AEDA Executive  
Manager Marketing

Adam Hornhardt, Acting Manager  
City Experience

Public

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## PURPOSE OF WORKSHOP

The purpose of this workshop is to seek feedback from Committee Members on a proposal for the reinstatement of the Lord Mayor's New Year's Eve Party to Elder Park.

It also includes an additional proposal for additional elements to stimulate business-led events on New Year's Eve (NYE) through AEDA.

### **Background**

This workshop has been developed in response to Council's decision on Tuesday 7 March 2023 to return City of Adelaide's New Year's Eve event to Elder Park.

City of Adelaide's NYE event was last held in Elder Park in 2019 after being held there for the previous 12 years.

The New Year's Eve 2020 event was cancelled due to COVID-19 concerns and advice from SA Police. The event was held in the East End and across the city and North Adelaide in 2021 and 2022.

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## KEY QUESTIONS

- Does Council support the 2023 Elder Park NYE event model?
- Does Council support the establishment of a grant program to stimulate business activity on NYE?

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