

# Dynamic City Culture

Adelaide's New Year's Eve

City Culture

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## Purpose

- Council requested that administration present plans for the reinstatement of the Lord Mayor's New Year's Eve Party to Elder Park.
- This presentation includes details for the Lord Mayor's New Year's Eve Party in Elder Park delivered as a 'Gift to the City'.
- It also includes additional elements through AEDA to stimulate business activity.

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## Presentation Overview

- Council requested that administration present plans for the reinstatement of the Lord Mayor's New Year's Eve Party to Elder Park.
- This presentation includes the Lord Mayor's New Year's Eve Party in Elder Park delivered as a 'gift to the city'.
- The 2023 Elder Park event model incorporates a free party and fireworks, replicating elements of previous NYE events, delivered in a fun, safe and controlled manner.
- Preliminary forecasting based on revised delivery costs, internal resources and scope indicate that a budget in excess of \$400,000 will be required.
- To address the concern from 2019 around crowd safety, the 2023 Elder Park event model involves a managed access site.
- The indicative budget does not include a drone show.
- Included in this presentation is an option for AEDA to establish a grant program to stimulate business-led event activity on NYE.

# Adelaide's New Year's Eve

## The NYE Pathway to Here

- CoA successfully hosted a free NYE event in Elder Park for 12 years from 2007 to 2019.
- Plans had commenced to review the Elder Park delivery model for NYE 2020 before the event was cancelled due to COVID-19.
- The 2019 NYE event debrief highlighted emerging safety concerns around crowd management, including inadequate emergency vehicle access and risks around safely evacuating the site if required.
- Impacts around COVID-19 required CoA to reimagine the delivery of NYE in 2021 and 2022 with a decentralised model adopted including a Family Festival in the East End.
- Hybrid entertainment including light shows and drone shows have previously been explored.



# Key Questions

## KEY QUESTION

Does Council support the 2023 Elder Park NYE event model?

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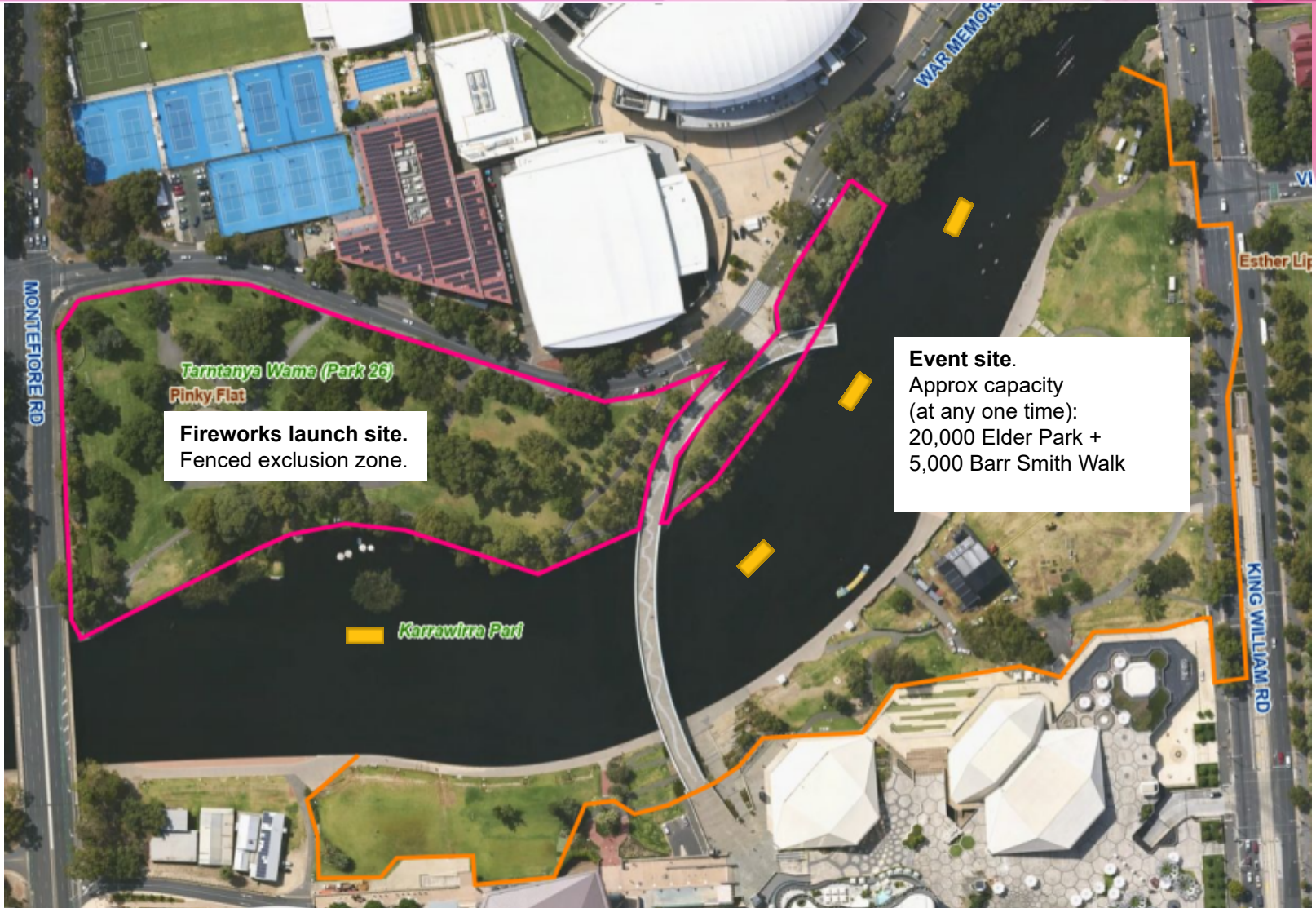
Does Council support the establishment of a grants program to stimulate business activity on NYE?


# Adelaide's New Year's Eve Strategic Context



| IMPLICATION                | COMMENT   |
|----------------------------|---|
| Policy                     | Delivery of Council's NYE event adheres to the policy requirements of the Adelaide Event Guidelines 2022 and the Adelaide Parklands Management Strategy.  |
| Consultation               | In 2021 focus groups were conducted to gain insights into residents' and visitors' views of Council's NYE events.<br>Consultation has also occurred with local businesses, experienced event production partners and contractors and SA Police.<br>Intercept surveys were conducted at the 2021 and 2022 events. Preliminary discussions have occurred with SAPOL, Adelaide Oval and Adelaide Festival Centre regarding Elder Park in 2023. |
| Budget Considerations      | It is proposed that the 2023 NYE event is funded through the 2023/24 Business Plan and Budget process.  |
| Risk / Legal / Legislative | A systematic Risk Register and Action Plan is undertaken for the NYE event each year, including an EMRP to address crowd management and patron safety.  |
| Opportunities              | There may be opportunities to expand the NYE event and stakeholder relationships along the Riverbank precinct.  |

# Adelaide's New Year's Eve Lord Mayor's New Year's Eve Party in Elder Park



 Pontoon firing sites.  
Locations tbc

Note: event footprint is based on NYE 2019.



# Elder Park Event Operations

The Lord Mayor's New Year's Eve Party in Elder Park can be delivered as a FREE managed access event.

- **Event site:** 33,000m<sup>2</sup>
- **Approx event capacity:** 25,000 at any one time.
  - 20,000 (Elder Park)
  - 5,000 (Barr Smith Walk)
  - Greater numbers can be achieved across the evening accounting for turnover of crowds.
- **Road closures:** King William Road, War Memorial Drive and Victoria Drive road closures on event day consistent with 2019. This involves some impacts to public transport.
- **Visual entertainment:** Fireworks displays
  - 9.00pm for families with younger children
  - Midnight.
- **Indicative budget:** \$550,000

# Adelaide's New Year's Eve Elder Park Considerations

| BENEFITS  | ITEMS TO WORK THROUGH   |
|---|---|
| Iconic location along the Riverbank                                     | Integration with cricket match at Adelaide Oval               |
| Successful NYE event site for many years                                | Coordination of limited overspill area                        |
| An open site provides excellent fireworks sight lines in the event site | Crowd management and safety outside the Elder Park event site |
| Excellent transport connectivity with trains and trams                  | Patron dispersal post-event                                   |

# CoA NYE Investment 2019 - 2023

|   | <b>NYE 2019<br/>Elder Park</b> | <b>NYE 2020<br/><u>Cancelled</u></b> | <b>NYE 2021<br/>Citywide</b> | <b>NYE 2022<br/>Citywide</b> | <b>NYE 2023<br/>Elder Park</b> |
|---|--------------------------------|--------------------------------------|------------------------------|------------------------------|--------------------------------|
| CoA Budget Allocation                     | \$341,000                      | \$341,000                            | \$371,000                    | \$511,000 *                  | \$550,000                      |
| Sponsorship                               | \$25,000                       | N/A                                  | \$20,000                     | \$0                          | TBC                            |
| AEDA City Wide Option                     | N/A                            | N/A                                  | N/A                          | N/A                          | \$100,000                      |
| <b>Total available NYE<br/>Investment</b> | <b>\$366,000</b>               | <b>\$93,000</b>                      | <b>\$391,000</b>             | <b>\$511,000</b>             | <b>\$650,000**</b>             |

\* 2022 NYE budget increased from original allocation of \$401,000 due to a decision of Council to make the Family Festival a free event.

\*\* Sponsorship revenue will be explored in 2023.

## CoA Event Guidelines for use of Elder Park

- The CoA [Event Guidelines](#) provide a framework for the delivery of safe and successful events in the City.
- The guidelines indicate a maximum capacity in Elder Park of 20,000 at one time. This is always subject to the style and type of event proposed.
- The Guidelines also recommend that, *'where possible, key sporting events at the Adelaide Oval (such as the Cricket on NYE) do not coincide with major events in Elder Park (particularly where large crowds are expected)'* due to challenges with crowd safety.
- The guidelines note the impact of the River Torrens on event risk and crowd safety.
- When approving major events by external event organisers in Elder Park, CoA recommends a fenced event site. SAPOL have provided feedback supporting this approach, consistent with other major events.

# Adelaide's New Year's Eve

## Recent Events held in Elder Park

| EVENT  | DATE     | CAPACITY AT ONE TIME | WAS THE EVENT FENCED? |
|--|----------|----------------------|-----------------------|
| <b>Silence!</b><br>As part of Adelaide Fringe 2023 | Feb 2022 | 4,500                | Yes                   |
| <b>Lucky Dumpling Markets 2022</b>                 | Nov 2022 | 5,000                | Yes                   |
| <b>Carols by Candlelight 2022</b>                  | Dec 2022 | 20,000               | Yes                   |
| <b>Australia Day Lights on the River</b>           | Jan 2023 | 7,000                | Yes                   |
| <b>Adelaide Festival 2023</b>                      | Mar 2023 | 12,000               | Yes                   |
| <b>AFL Gather Round Live Site</b>                  | Apr 2023 | 8,000                | Yes                   |



## Comparison of Citywide Spendmapp data

| <b>YEAR</b> | <b>TOTAL</b> adjusted to real terms* | <b>Dining and entertainment category</b><br>(expenditure 6pm-6am) | <b>All other categories</b><br>(expenditure 6pm-6am) |
|-------------|--------------------------------------|---|--|
| 2018        | \$ 7,040,627                         | \$ 5,416,645  | \$ 705,639   |
| 2019        | \$ 7,281,318                         | \$ 5,734,638  | \$ 714,714   |
| 2020        | \$ 6,382,148                         | \$ 5,020,448  | \$ 682,991   |
| 2021        | \$ 3,354,438                         | \$ 2,428,782  | \$ 660,019   |
| 2022        | \$ 8,072,913                         | \$ 6,944,094  | \$ 1,128,819   |

Source: Citywide Spendmapp data

## Stimulating business activity on NYE

- Council sought AEDA to investigate alternative events to stimulate business activity in the East End, North Adelaide, the South East and South West precincts.
- A marketing support program to promote business offers, experiences and activities around the city is undertaken for NYE each year through Experience Adelaide.
- To stimulate business activity a grants program can be established and administered by AEDA to encourage and support new or existing business-led event activity.
- Assessment criteria will be established that prioritise events or initiatives that:
  - Activate the public realm, eg through road closures to enable street parties with live music and entertainment
  - Benefit multiple businesses as a cluster or precinct
  - Involve collaboration of like-minded businesses
  - Align with CoA City Culture & Experience priorities or programs (eg UNESCO City of Music)
- Proposed additional budget of \$100,000 (\$20,000 per precinct) based on the following: North Adelaide, City West, East End, South East, South West.

# Adelaide's New Year's Eve

## NYE in the City 2023

- A return to Elder Park for NYE 2023 with a managed access event site will adhere to Council's Event Guidelines. The event will remain free, as a gift to the city.
- An indicative total CoA budget of \$550,000 is required for delivery of NYE at the Elder Park event site. Budget includes:
  - two fireworks shows
  - event operations and management
  - economic surveying and analysis
  - marketing
  - entertainment
  - infrastructure
- A new grant scheme to incentivise additional business activity around the city on NYE can be implemented for and is proposed as an additional budget allocation of \$100,000.
- A report will be presented at the Committee meeting on Tuesday, 6 June 2023.



# Key Questions

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