





# Niina Marni

## Acknowledgement of Country

City of Adelaide acknowledges that we are located on the traditional Country of the Kurna people of the Adelaide Plains and pays respect to Elders, past, present, and emerging.

*City of Adelaiderlu ngadlu Kurna Yartangka tampinhi.*

*Kurna miyurna yaitya mathanya Wama Tarntanyaku.*

*Ngadlurlu Kurna Miyurna, puki-unangku, yalaka, tarrkarrila tampinhi.*

We recognise and respect their cultural heritage, beliefs, and relationship with the land.

We acknowledge that they are of continuing importance to the Kurna people living today.

And we also extend that respect to other Aboriginal Language groups and other First Nations.

Image: Drew Kilner at Kurna: Kardla Parranthi.  
A pilot Cultural Burn in the Adelaide Park Lands during Autumn 2021  
Photographer: Cath Leo





# Dynamic City:

## Arts and Culture Dashboard

Adelaide is a City Designed for Life where culture and creativity drive positive, economic, environmental and social wellbeing outcomes. An understanding of the contributions of cultural and creative activities to the key goals of the City: a healthy, robust, sustainable, energised and culturally vital place enables communities to thrive. As a UNESCO Creative City of Music, City of Adelaide recognises the importance of culture to sustainable development.

**CoA Strategic Plan 2020 – 2024**

**CoA Cultural Strategy**



"Adelaide is home to world-renowned artists, makers and festivals and they have proven themselves to be endlessly adaptable and entrepreneurial in the face of the challenges presented by COVID-19. Arts and culture are vital to Adelaide's success as Australia's most liveable city and our Council will continue to support our creative industries to flourish".

**Sandy Verschoor**  
Lord Mayor



# Summary

We are pleased to share the 2020/21 annual update of the *Dynamic City: Arts and Culture Dashboard*. While the following data reflects the impacts of rolling lockdowns, density limits and restrictions on dancing and singing as a result of COVID-19, it also highlights the increased investment in artists and art organisations resulting in an increase of culture makers in Adelaide. 2020/2021 was a period of support and stimulus to a sector that gives back so much to the lifestyle of Adelaide.

Arts and Culture highlights of the 2020/21 period include:

- 65% increase in the number of arts and culture projects supported through City of Adelaide funding programs including the Arts and Culture Grants, the Christmas Incentive Scheme 2020, the Event Infrastructure Incentive Scheme and the inaugural Aboriginal and Torres Strait Islander Professional Development (Public Art) Grants delivered in partnership with State Government through Arts South Australia.
- Adelaide UNESCO City of Music Laneways celebrating Sia Furler Lane; No Fixed Address Lane; and Cold Chisel Lane all featuring spectacular large-scale murals inspired by their namesakes
- Significant public artworks such as Adelaide's iconic *Pigeon* and *Tracking Connections* (Gawler Place), as well as the *Vietnamese Boat People Monument* (River Torrens).
- Projects delivered through the City of Adelaide's Cultural Strategic Partnership Program included the rebranded Umbrella Festival Go Live program with *Parks and Rockreation* delivered in partnership with Music SA to celebrate Adelaide's designation as a UNESCO City of Music. *The Plastic Bag Store*, an immersive public artwork presented in partnership with Adelaide Festival was presented in Rundle Mall to coincide with South Australia's historic ban on single-use plastic products which started on March 1, 2021
- The City of Adelaide *Christmas Festival* and *Illuminate* joined Adelaide's cultural festival calendar.
- In 2021 *Illuminate* brought to Adelaide new cultural experiences such as *Van Gogh the Experience* at O'Connell Street, and Moment Factory's *Light Cycles* at the Botanic Gardens. *Golden Rhombohedron (Obtuse)* the inaugural festival legacy artwork on Grote Street was a CoA contribution to this festival.

We hope this update provides you with an opportunity to reflect on the power of the arts and creative experiences, to connect, inspire and empower our communities.

Image: EQ Adelaide Launch at The Lab. Project delivered by Music SA in partnership with City of Adelaide, Music Development Office and Adelaide City of Music Limited.  
Photographer: Samuel Graves  
Image courtesy of Music SA





# COVID-19 Recovery

Despite the decline trend on the *Dynamic City: Arts and Culture Dashboard*, in 2021 Adelaide was recognised as Australia’s most liveable city. This is reflective of South Australia’s success managing the Delta wave of the pandemic and retaining some degree of normality as the rest of the world locked down. Despite the COVID-19 restrictions Adelaide’s brilliant festivals, live performances and arts and cultural activities went ahead. New outdoor and COVID-safe festivals, cultural experiences and public art transformed city streets, laneways, and Park Lands and welcomed people back into the city. Digital library services also supported community resilience and wellbeing.

\$10.7m

City of Adelaide investment in arts and culture

200+

Medium and major events hosted in the Park Lands and City roads

150

Arts and culture projects supported through new and existing City of Adelaide grants and incentives programs

1.4m

Adelaide city libraries online visits

ALL major Adelaide festivals actively advancing the United Nations Sustainable Development Goals to secure better prosperity, resilience and sustainability for all people and the planet.

[Learn more about the data.](#)

Image: *Borealis*, an open-air delight for all ages over Rymill Park Lake by Switzerland-based artist Dan Acher. Adelaide Fringe, March 2021. Photo: Instagram user @lordmayoradl





# Cultural Experiences

Adelaide is famous for its authentic, vibrant and diverse cultural experiences. As the third most liveable city in the world, Adelaide is a vibrant and interesting place to live, visit and play.

## Adelaide UNESCO City of Music: Sounds of the City

Image: Alana Jagt performing at *Parks and Rockreation* in October 2020. Presented as part of Umbrella Festival Presents: Go Live delivered by Music SA through a Cultural Strategic Partnership with City of Adelaide.  
Photo: Morgan Sette





# Cultural Experiences 2020/2021

## City of Adelaide facilitated & supported

283,348  
Total participants  
↓ 237% decrease

26,054  
Makers and Creators  
↑ 54% increase

228  
Creative & cultural activities  
↑ 13% increase

1,897  
Sessions offered  
↓ 57% decrease

150  
Arts and cultural grants  
↑ 65% increase

12  
Sponsored events and festivals  
↑ 17% increase

580  
Events  
↓ 12% decrease

## City-wide

1,083,038  
Total onsite visitation to Adelaide's major cultural institutions  
↓ 56% decrease

2,968,493  
Attendance at major Adelaide festivals and events  
↓ 49% decrease

[Read more about the data.](#)



# Cultural Experiences

## 2018 – 2021 comparison

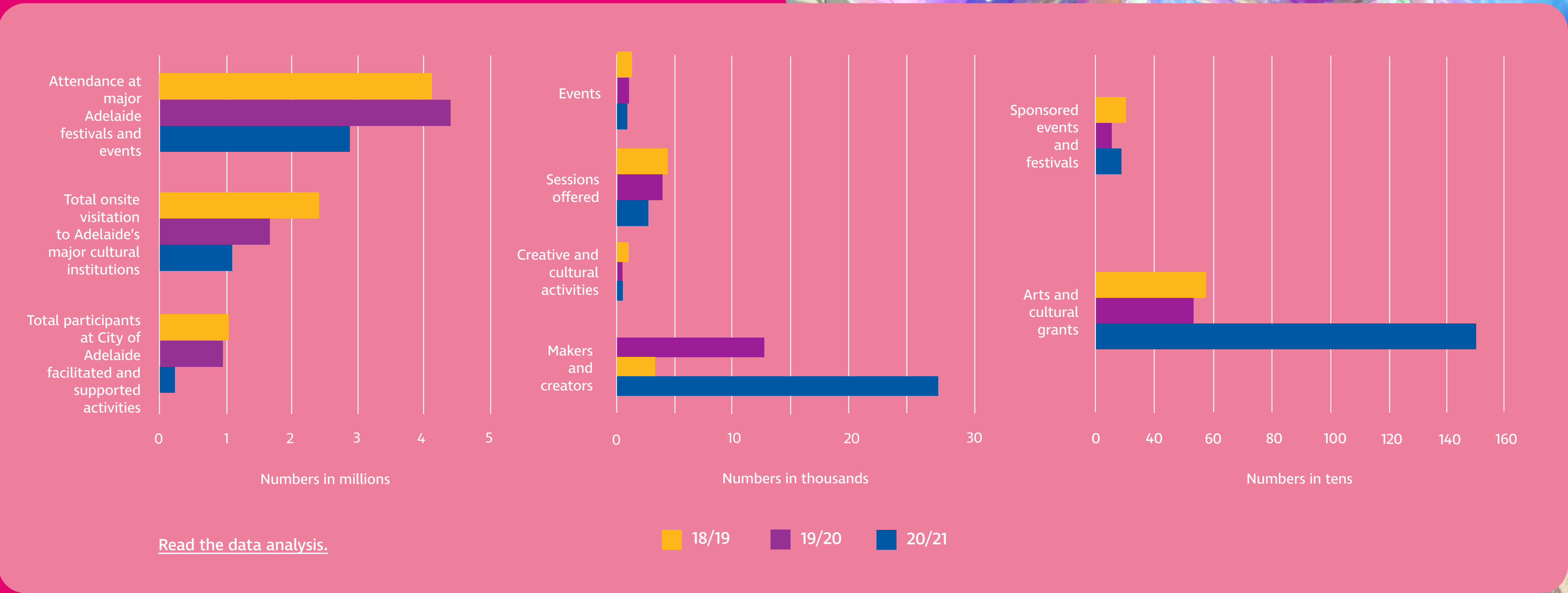


Image: *Bauble Canopy* (Dichroic Bubble-texture, 2021) by artists Renzo B. Larriviere and Zara Pasfield of Atelier Sisu on display at Vaughan Place during CoA's Christmas Festival. Photographer: Catherine Leo



# Connected Cultural Community

Adelaide has an engaged, collaborative, knowledgeable and connected cultural community that fosters global connections and collaborations. The promotion and engagement with Adelaide's unique built, natural and cultural heritage are considered essential to a healthy, sustainable, energised and culturally vital city.

**You're Welcome: A Guide for Arts Organisations to Increase Cultural Diversity in our Audiences, Nexus Arts, 2021**

Image: puppets Rama and Sita (designed by Simone Romaniuk, built by Adelaide Festival Centre's moon lantern workshop team) at OZAsia Festival 2021 Moon Lantern Trail supported by Adelaide Economic Development Agency AEDA.  
Image courtesy of Xplorer Studio





# Connected Cultural Community

2020/2021

82

Strategic  
partnerships  
and residencies

↓ 44% decrease

50

Cultural  
engagements

↑ 4% increase

33

Aboriginal and Torres Strait  
Islander communities  
reconciliation initiatives

↑ 18% increase

25

Disability access and inclusion  
communities participation in  
the life of the City

↓ 36% decrease

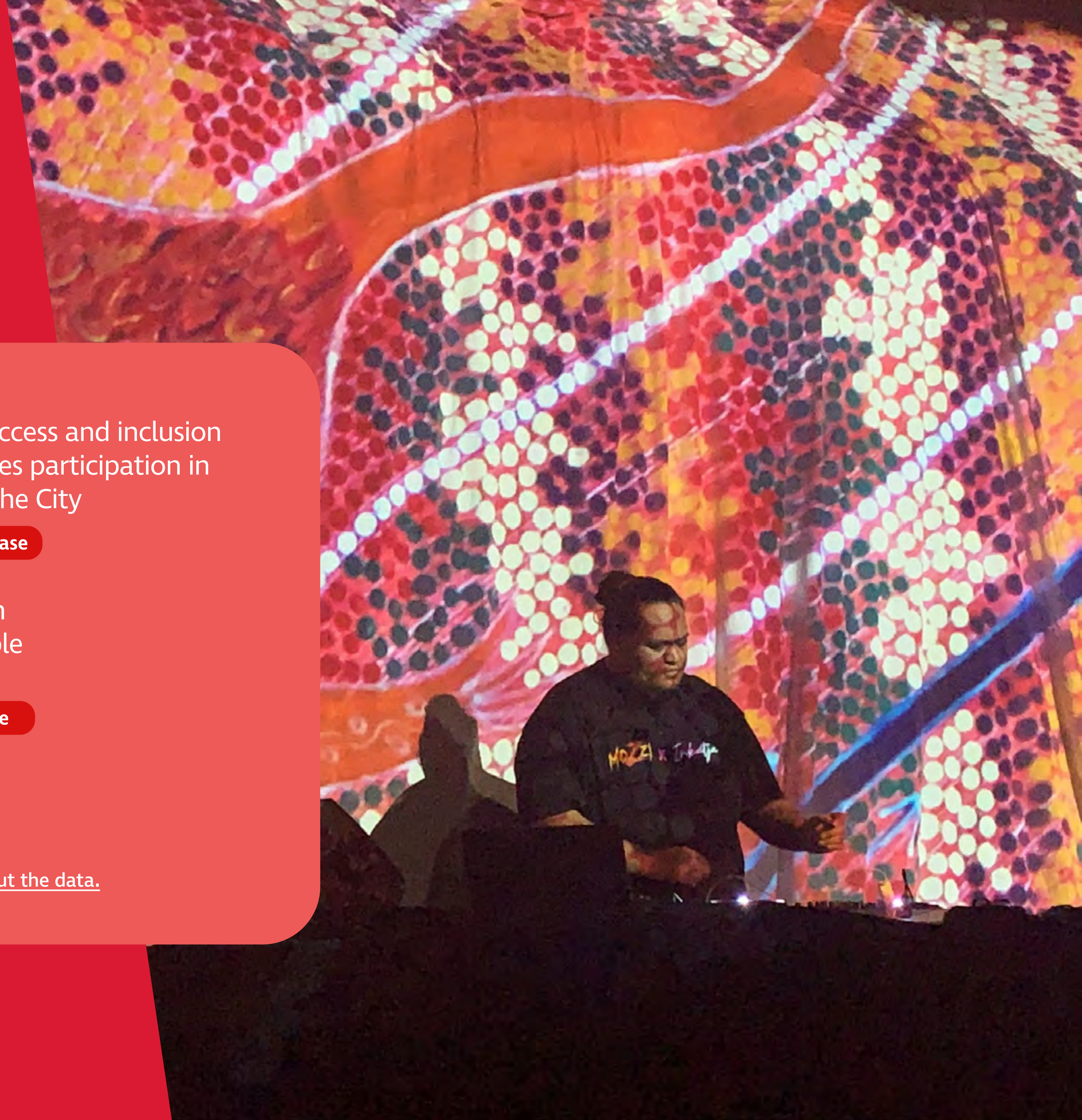
24

Events with  
a sustainable  
approach

↓ 4% decrease

[Read more about the data.](#)

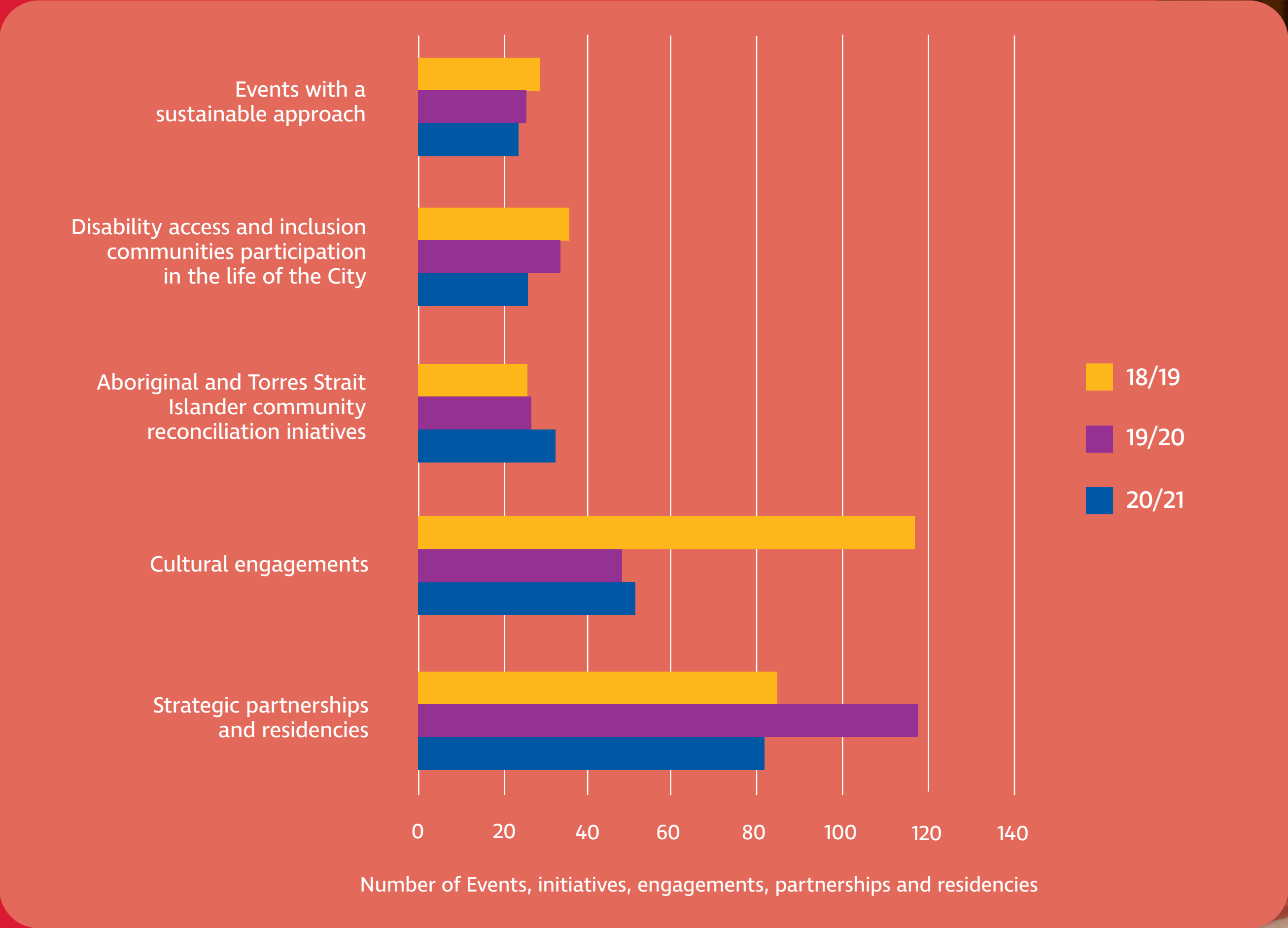
Image: Dre 'MoZzi' Ngatokorua at the inaugural MoZzi X Inkatja at Tandanya National Aboriginal Cultural Institute.  
Presented as part of Adelaide Fringe Festival 2021 and supported by a City of Adelaide Arts and Culture Grant.  
Photographer: Cat Beaton





# Connected Cultural Community

## 2018 – 2021 comparison



[Read the data analysis.](#)

Image: Adelaide Symphony Orchestra's *Milli, Jack and the Dancing Cat* Relaxed Concert. Presented through a Cultural Strategic Partnership with City of Adelaide in 2021. Other partners included CanDo4Kids, Beyond Bank, Access2Arts and Tutti Arts. Photographer: Claudio Raschella





# Cultural Identity

Our dynamic city culture is unique and beautiful. It celebrates Aboriginal and Torres Strait Islander peoples and cultures, as well as our multiculturally diverse and creative community.

## Kurna Kardla Cultural Burn

Image: Kuma Kaaru performing at the South Australian Music Awards 2021 presented by Music SA and supported by City of Adelaide.  
Photographer: Samuel Graves





# Cultural Identity

## 2020/2021

# 77%

↓ 18% increase

of people visiting and living in Adelaide who perceive the city as a welcoming and dynamic place full of rich and diverse experiences

[Read more about the data.](#)



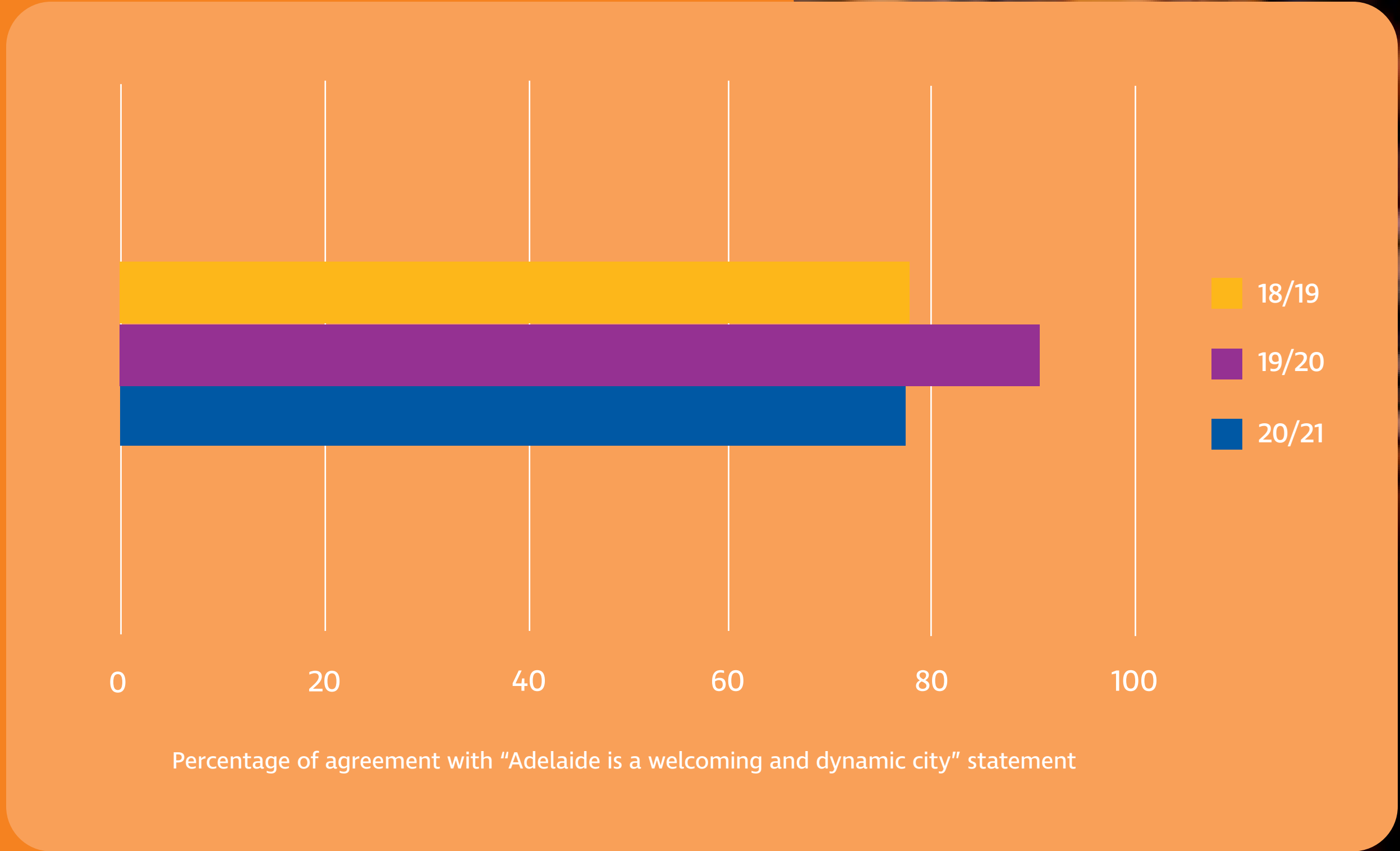
Image: Sun of Africa performing at the Central Markets, supported by the City of Adelaide Christmas Incentive Scheme and presented as part of the CoA Christmas Festival 2020.

Photographer: Danny How



# Cultural Identity

## 2018 – 2021 comparison



### Read the data analysis.

Image: Chinese School of Art and Music responding to the Art Gallery of South Australia's exhibition True Self presented as part of OZAsia Festival 2021. The development of the professional photographic portfolio was supported through a City of Adelaide Cultural Promotion Grant. Photographer: Nat Rogers





# Cultural Economy

Adelaide's creative and cultural experiences in main streets, laneways and open spaces support a robust and sustainable local economy. A creative environment attracts people, businesses and organisations to the City and Park Lands to invest, create, connect, and participate. Creative and cultural activities make the city feel distinctive.

## **The Art of Connection: Artist Spaces in the City of Adelaide, November 2021**

Image: OZAsia Festival 2021 Lucky Dumpling Market. Supported by Adelaide Economic Development Agency AEDA.  
Image courtesy of Xplorer Studio





# Cultural Economy

## 2020/2021

52.75%

hotel  
occupancy  
rate in CBD

↓ 22% decrease

\$180.2 million

Major arts and cultural festivals economic contribution

↓ 111% decrease

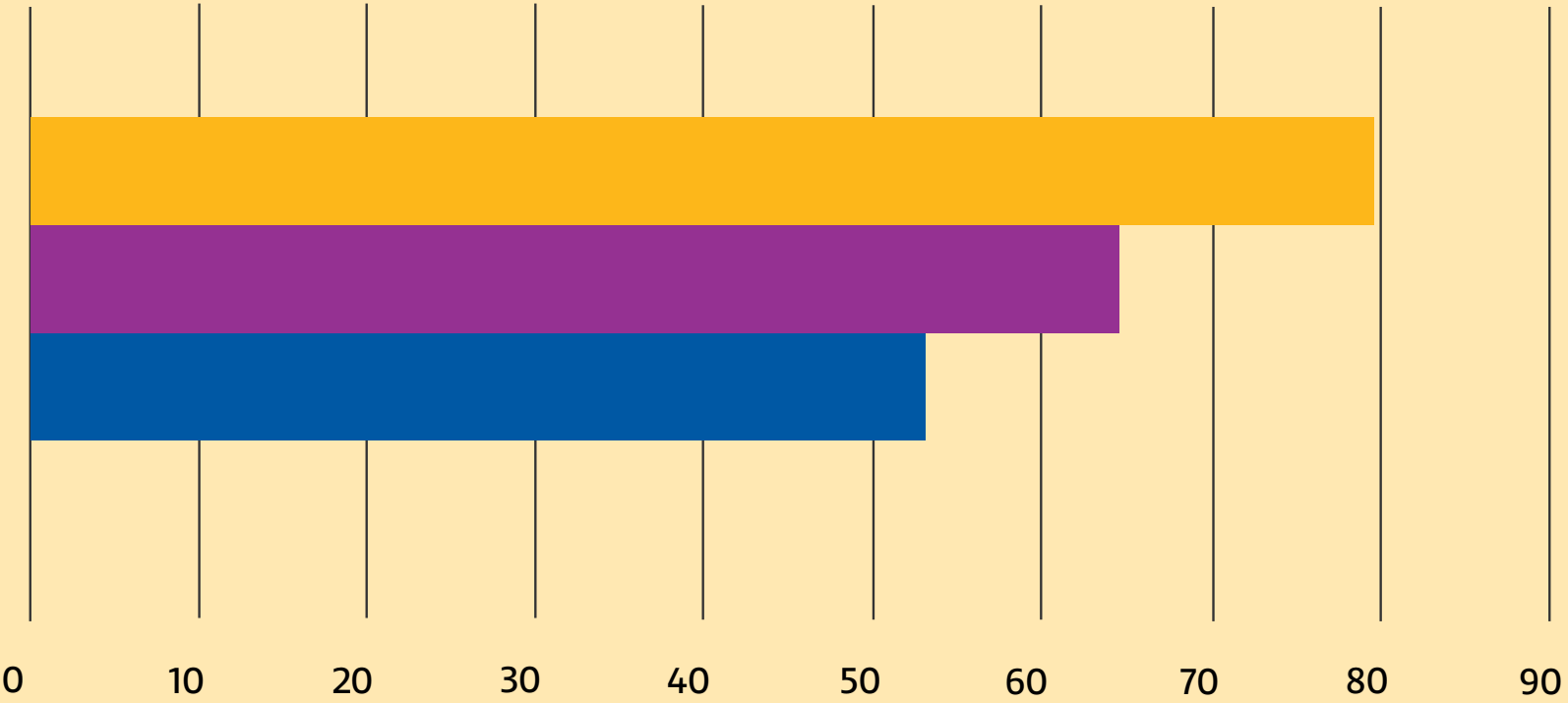
[Read more about the data.](#)



# Cultural Economy

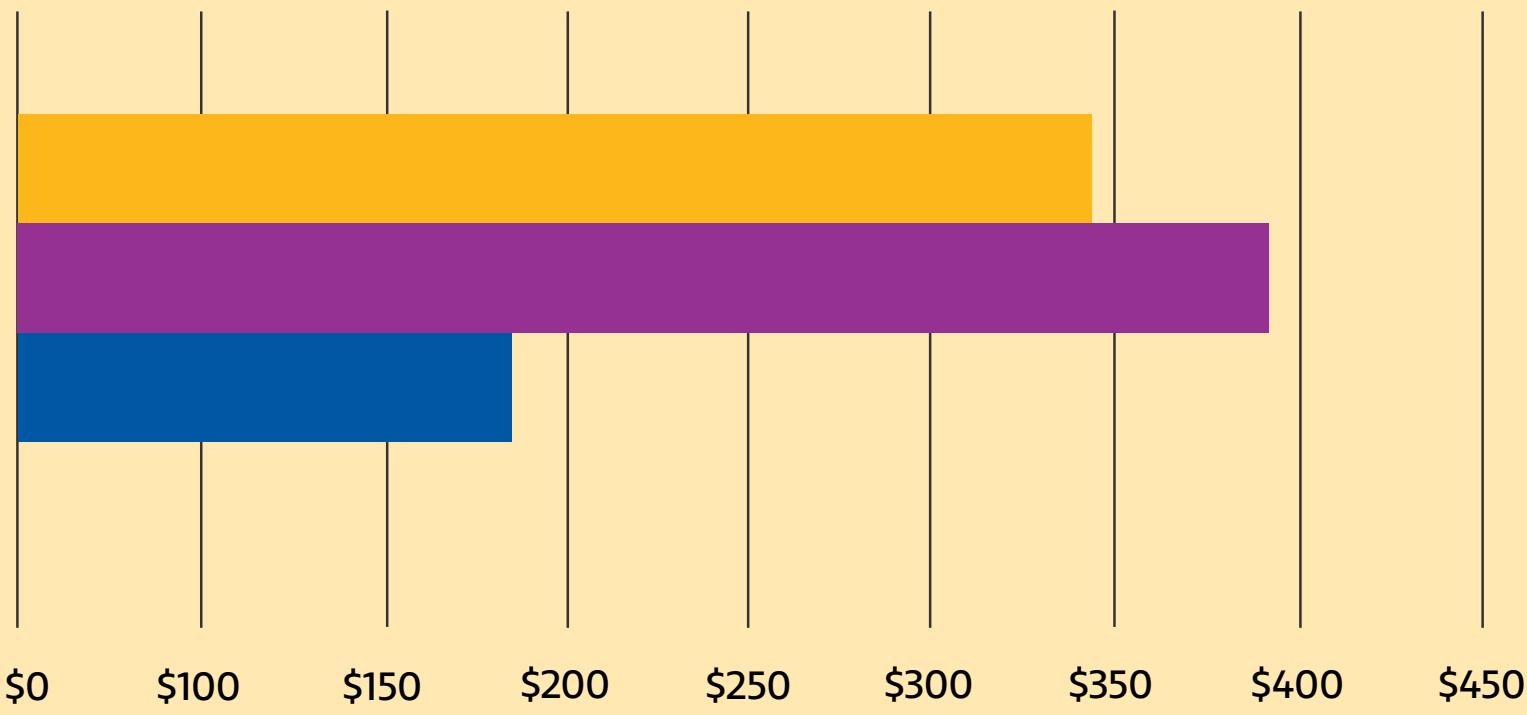
## 2018 – 2021 comparison

CBD Hotel Occupancy Percentage Rates



CBD Hotel Occupancy Percentage Rates

Major Arts & Cultural Festivals Economic Contribution to SA



Economic Contribution in Millions

18/19 19/20 20/21

[Read the data analysis.](#)

Image: Moment Factory's *Light Cycles* presented at the Adelaide Botanic Gardens as part of Illuminate Adelaide 2021.  
Image courtesy of South Australian Tourism Commission



# Cultural Incubation

Adelaide's arts and cultural community supports diversity, cultural expression, experiences and participation. Adelaide is recognised as a cultural incubator where creative people, enterprises and audiences flourish.

## See Me Through My Hands performance recording

Image: Stuart Anderson at *See me Through my Hands*, a performance featuring emerging writers from the Deaf community telling stories in Auslan at Adelaide Writers Week 2021. Presented by Writers SA with the support of a City of Adelaide Arts and Culture Grant  
Photographer: Royce Kurmelovs





# Cultural Incubation

## 2020/2021

# 28

Cultural & Creative  
Start-ups

Program impacted due to COVID-19

# N/A

Culture Clubs  
participants

[Read more about the data.](#)

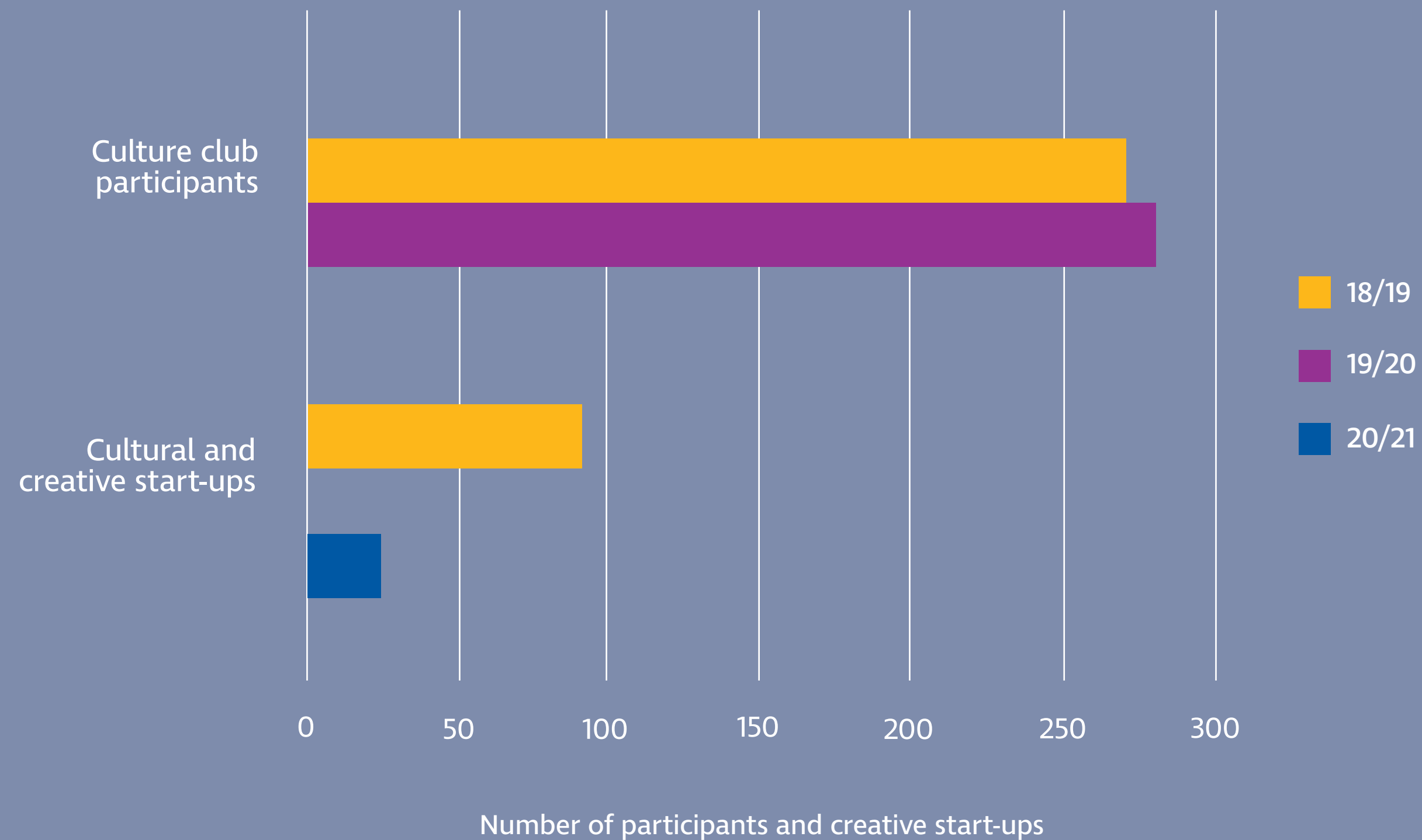
Image credit: OSCA – Open Space Contemporary Art and The Mill *City Mobilities Workshop* led by artist Tom Borgas and OSCA Artistic Director Paul Gazzola.  
Project supported by the City of Adelaide Cultural Strategic Partnerships program.  
December 2021.  
Photographer Morgan Sette.





# Cultural Incubation

## 2018 – 2021 comparison



[Read the data analysis.](#)

Image: Longtable: *The Future of Journalism*. Context Writers Festival 2021 presented at the City Library in partnership by Writers SA and City of Adelaide.  
Photographer: Nat Rogers





# Social Wellbeing

A culturally vital city enables healthy and resilient communities where people have a sense of meaning, purpose and achievement.

**Watch Ida Sophia speak about Regret on ABC Artworks, Episode 18**

Image: Ida Sophia's *Regret* 28-day durational exhibition performance at Floating Goose Studios, June 2021. Supported by a City of Adelaide Arts and Culture Grant.  
Photographer: Rosina Possingham. Image Courtesy of Ida Sophia.





# Social Wellbeing 2020/2021

# 75.6%

of Adelaide residents who feel  
that the things they do in their  
life are worthwhile

↓ 5.82% decrease

[Read more about the data.](#)

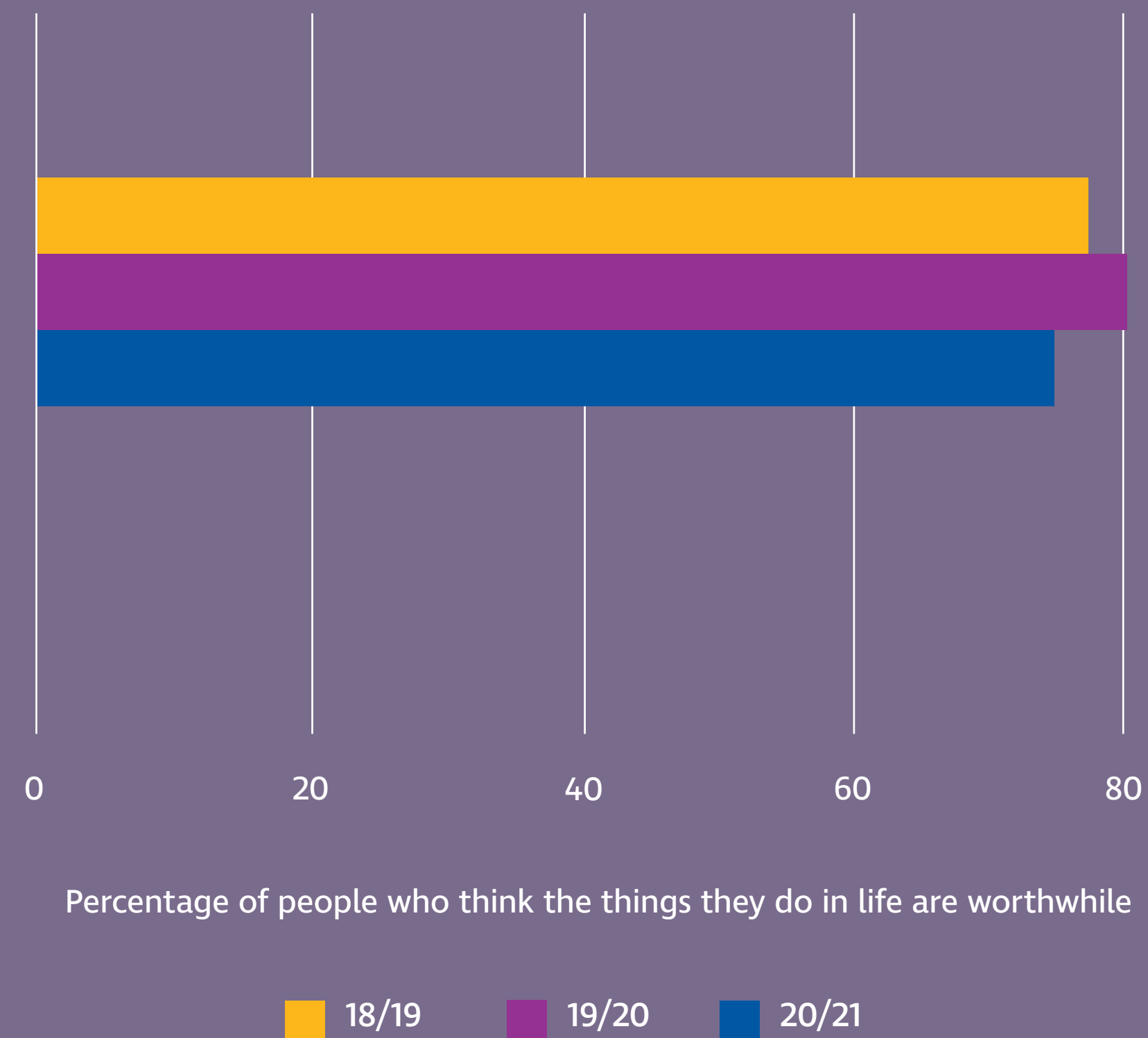
Image: OSCA - Open Space Contemporary Arts: *The Park Lands Project*,  
Tuthangga / Park 17. 16 May, 2021.  
Photographer Morgan Sette





# Social Wellbeing

## 2018 – 2021 comparison



[Read the data analysis.](#)

Image: Aidan J Jones performing at *Poetry Prescribed 2021*, presented by the Mental Health Coalition of South Australia and supported by a CoA Arts and Culture Grant.  
Photograph: EVKA Photo + Film





# Cultural Outcomes

Creative and cultural activities are important for people to express who they are and to enable a full and vital life. The cultural outcomes reflect, from the participants perspective, the degree to which engagement in creative programs leads to:

- **Creativity stimulated**
- **Aesthetic enrichment experienced**
- **Knowledge, ideas and insights**
- **Diversity of cultural expression**
- **Belonging to shared cultural heritage**

## Cultural Outcomes

Image: No Fixed Address Mural, Elizabeth Close (Pitjantjatjara and Yankunytjatjara), Shane Mankitya Cook (Guwa and Wulli Wulli), Thomas Readett (Ngarrindjeri and Arrernte), 2021 with No Fixed Address band members at the Laneway launch event 25/3/21  
Photographer: Cath Leo





# Cultural Outcomes

## 2020/2021

The impact of City of Adelaide's led and supported activities including Library Programs and Events, Cultural Strategic Partnerships, and Sponsored Cultural Events and Festivals.

**9.25** Aesthetic enrichment  
↑ 2.92% increase

The degree (1-10) to which the activity offers participants an aesthetic experience that results in a feeling of having participated in something special and beyond the everyday.

**8.94** New knowledge, ideas and insight  
↓ 3.91% decrease

The degree (1-10) to which the activity is a catalyst of intellectual stimulation, critical reflection, deeper understanding and creative thinking experiences.

**8.58** Belonging to shared cultural heritage  
↓ 3.15% decrease

The degree (1-10) to which the activity creates a sense of connection or belonging to shared past, present and future. First time measured 2018-2019.

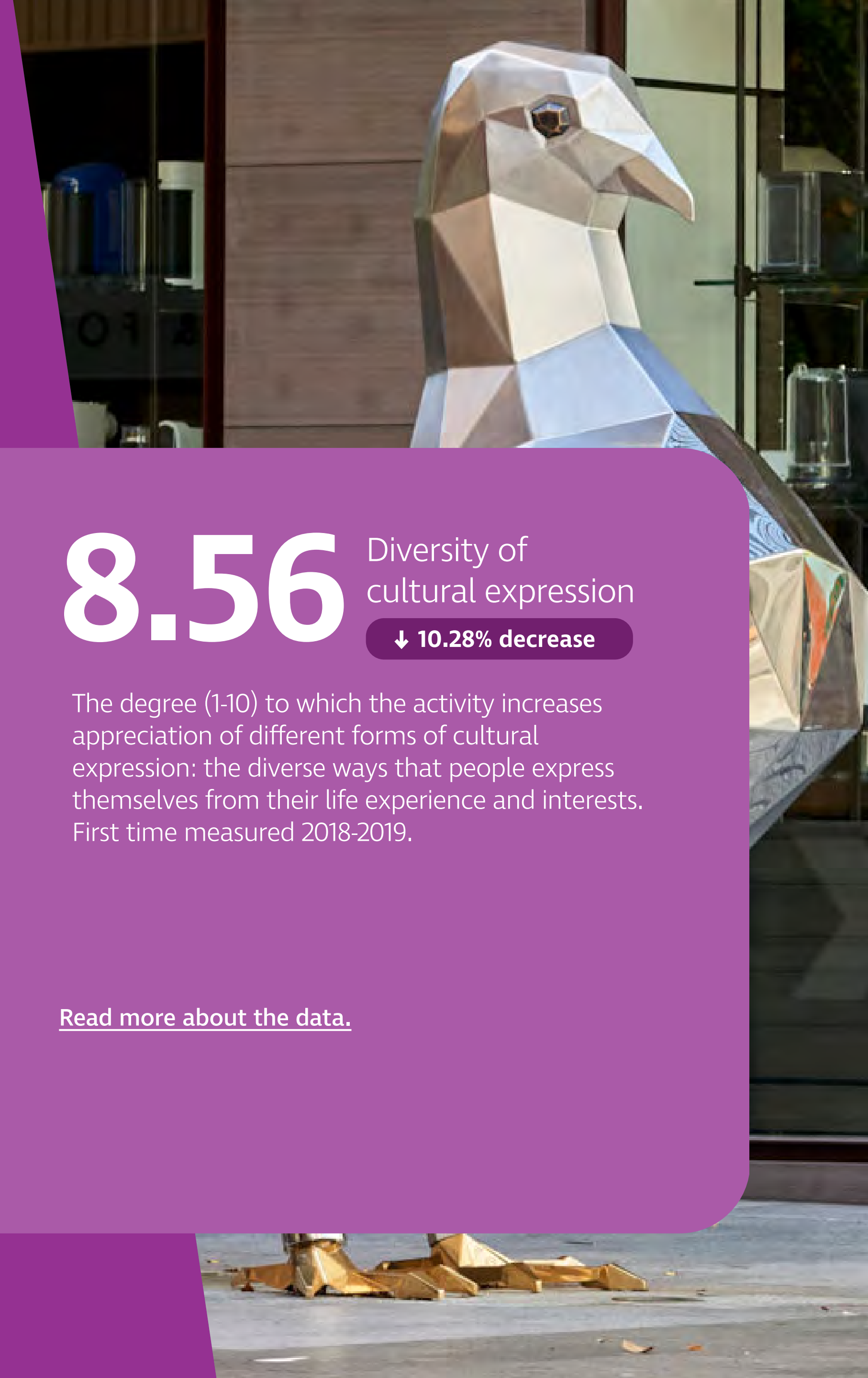
**8.89** Creativity stimulated  
↓ 2.25% decrease

The degree (1-10) to which the activity stimulates imagination, creativity, curiosity and an increased desire to participate more or create new works. First time measured 2018-2019.

**8.56** Diversity of cultural expression  
↓ 10.28% decrease

The degree (1-10) to which the activity increases appreciation of different forms of cultural expression: the diverse ways that people express themselves from their life experience and interests. First time measured 2018-2019.

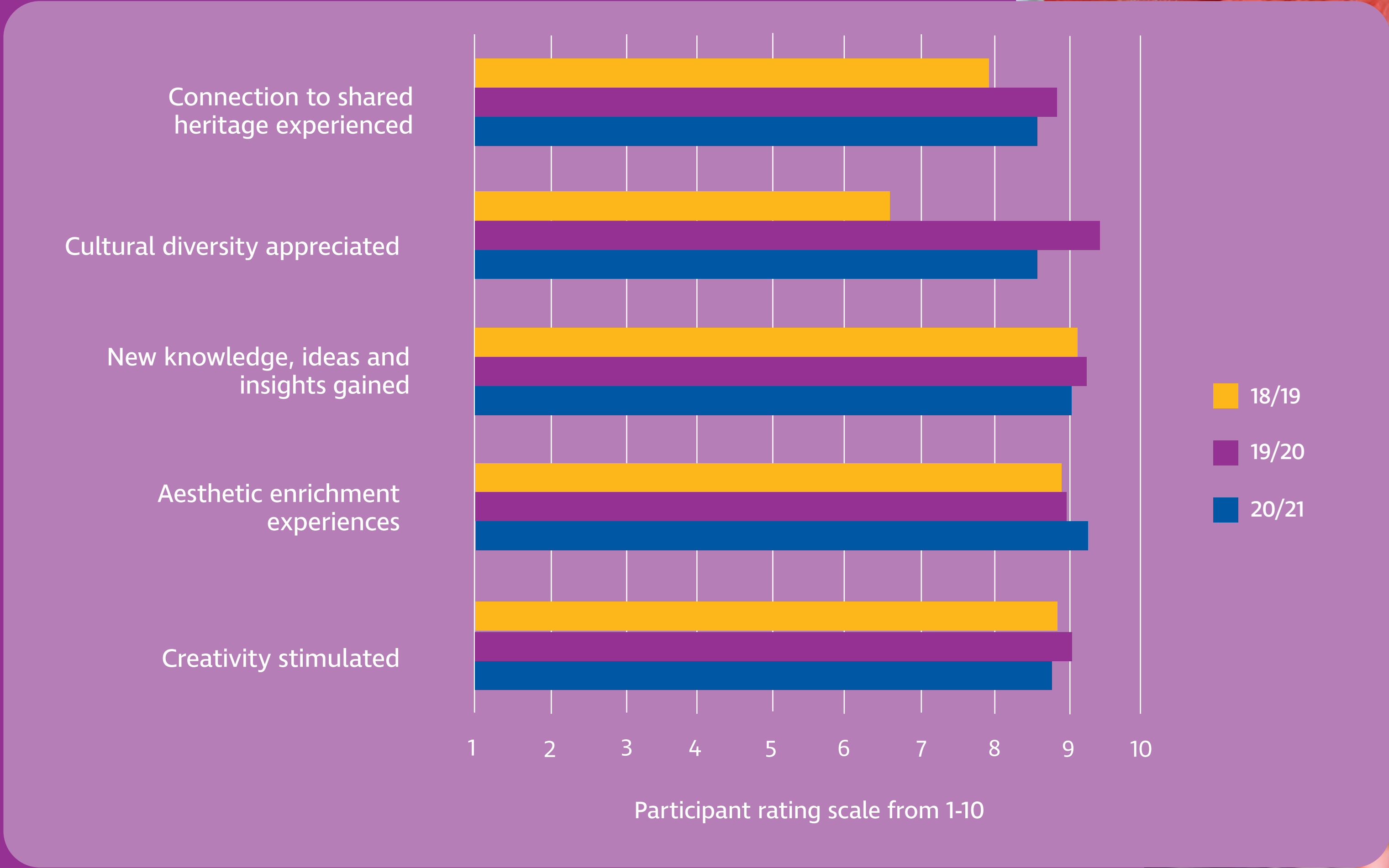
[Read more about the data.](#)





# Cultural Outcomes

## 2018 – 2021 comparison



[Read the data analysis.](#)

Image: Grote Wishing Grove event supported through City of Adelaide's Christmas Incentive Scheme, December 2020  
Photographer: Danny Howe





# Dynamic City: Arts and Culture Dashboard Data Analysis 2020/21

## Cultural Experiences CoA facilitated and supported

**Total participants:** in person public programming was severely impacted by COVID-19 restrictions throughout the year with many activities not held from July – December in Libraries, Community Centres and the Adelaide Town Hall. When in person programming resumed, capped attendances due to density limitations impacted participation numbers for activities that were held, resulting in an overall decrease of 237% over the year. From July - December City library programs and activations were offered in an online capacity.

**Makers and creators:** the significant increase in the number of active participants involved in creative process is due to the increased number of library creative programs delivered online. Digital offerings such as Lego Club or Kids Corner invited participants to create along with the program. This transition was made to meet community needs during COVID-19 shutdowns and restrictions in the 2020/21 reporting period.

**Creative cultural activities:** the increase of 13% in 2020/21 reflects the return of unique activities and programs that were available after COVID-19 restrictions eased particularly at City of Adelaide Community Centres. While this is a slight increase compared to 2019/20, this figure is still a way off 2018/19 activity numbers.

**Sessions offered:** session numbers declined by 57% which is reflective of the lack of public programming due to the impacts of COVID-19 across all programs including Public Art, Live Music, City Experience, Library and Community centres.

**Events:** the 12% decrease is due to events being cancelled as a result of COVID-19 restrictions. Despite restrictions there were still 580 events that went ahead, although many had reduced attendance numbers due to restrictions.

**Arts and cultural grants:** there was a 65% increase in the number of grants and incentives awarded by City of Adelaide to supports arts and cultural activities. This reflected City of Adelaide's commitment to the arts and culture sector and the important role this activities played in city recovery post pandemic.

**Sponsored events and festivals:** there was an increase of 17% in sponsored events and festivals in 2020/21 from 2019/20. The result is partly because of the biennial nature of some of the City of Adelaide sponsored events and festivals classified as "cultural" which increased the number in 2020/21.

## Cultural Experiences City Wide

**Total onsite visitation to Adelaide's major cultural institutions:** major cultural institutions continue to play a central role in fostering cultural tourism. The cultural institutions' annual reports reflected a 56% decrease in 2020/21 in the overall number of on-site visitors. Major Cultural Institutions were closed in November 2020 and followed all SA Government guidelines regarding density numbers and other safety requirements due to the impacts of COVID-19 which contributed to this reduction in visitation.

**Attendance at major Adelaide festivals and events:** major Arts festivals including the Adelaide Festival and Adelaide Fringe were delivered in 2020/21, though attendance numbers were significantly impacted due to COVID-19 restrictions that

required mask wearing and seated festival formats with strict density capacity limitations in place. As a result, the data shows a decrease of 49% in attendance figures.

## Connected Cultural Community

**Strategic partnerships and residencies:** the 44% decrease in partnerships and residencies is due to reporting changes in the 2020/21 period where only Creative City and AEDA partnerships and residencies are included.

**Cultural engagements:** there was a modest increase of 4% in cultural engagements that included both in person and online engagements of a cultural nature.

**Aboriginal and Torres Strait Islander communities' reconciliation initiatives:** the number of reconciliation initiatives and consultation meetings with Kaurna Elders as part of the City of Adelaide's enduring commitment to the Stretch Reconciliation Action Plan 2018-2021 increased by 18% in 2020/21. This was due to consultation on the new Stretch Reconciliation Action Plan and formal monthly meetings taking place with the Kaurna community in an ongoing capacity.

**Disability Access and Inclusion communities' participation in the life of the City:** the 36% decrease in 2020/21 in the number of City of Adelaide supported grants and sponsorship programs that integrated accessibility and inclusion can be somewhat attributed to the reduction in events and programming due to COVID-19 restrictions. Additionally, the Community Development Grants program underwent an internal review which resulted in funding applications being put on hold for part of the year.

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# Dynamic City: Arts and Culture Dashboard Data Analysis 2020/21 (cont.)

**Events with a sustainable approach:** due to the impacts of COVID-19 fewer large-scale events were run resulting in a minor decrease of 4% for this indicator.

## Cultural Identity

**Perception of Adelaide as a welcoming and dynamic place full of rich and diverse experiences:** the 18% decrease is likely to be reflective of the difference in survey sample between the two reporting periods. In 2019/2020 results reflected library visitors' perceptions of Adelaide and in 2020/2021 the results reflect the views of City users. The 2020/21 response of 77% agreement to the CUP survey question is comparable to the CUP survey 2018/19 response of 78% agreement.

## Cultural Economy

**Hotel occupancy rate in Adelaide CBD:** the impacts of travel restrictions throughout the year are reflected in the 22% reduction in CBD hotel bed night occupancy rates across 2020/21. These rates are not as low as expected due to COVID related hotel quarantine taking up a percentage of occupancy.

**Major arts and cultural festivals' economic contribution:** the economic contribution of major Adelaide arts and cultural festivals declined by 111% in 2020/21. Major Arts festivals including the Adelaide Festival and Fringe were delivered in a COVID safe format that meant a reduction in attendance numbers and economic contribution.

Additionally, there were a small number of major arts and cultural festivals that did not go ahead due to the impacts of COVID-19.

## Cultural Incubation

**Cultural and creative Start-ups:** the Business of Being Creative program was successfully delivered in 2021 with a return to a focussed model with powerful outcomes for a smaller group of participants. The program was unable to be delivered in 2020 due to the impacts of COVID-19, resulting in this data set being unavailable for 2019/20, therefore a comparison in figures is not available.

**Culture Club participants:** due to COVID-19 restrictions no Culture Club events were scheduled throughout 2020/21. Planning is underway for the program to return in the 2022 calendar year.

## Social Wellbeing

**% of Adelaide residents who feel that the things they do in their life are worthwhile:** a modest decrease of 5.8% can be seen in 2020/21 which has been driven by an increase in the proportion of residents rating themselves as 'low' (0-4 out of ten). There is also a higher proportion rating this factor as 7 or 8 out of ten ('high') or 5 or 6 out of ten ('medium'). Resulting in the modest overall reduction. At 75.6% a strong sense of social wellbeing is recorded by residents participating in the survey despite the impacts of COVID-19.

## Cultural Outcomes

**Cultural outcomes:** Cultural outcome measurements continued to be integrated through City of Adelaide led and supported creative program evaluation surveys through 2020/21. While some modest decreases were recorded across four of the outcomes, all five of the cultural outcome indicators show rankings above 8.56. This is reflective of the importance and value of cultural and creative activities in the City.



# Definitions:

## COVID Recovery

**City of Adelaide Investment in arts and culture:** the City of Adelaide contributions to assist cultural and community groups and organisations to deliver events, activities, programs and services in the city including Anzac Day, Christmas in the City, Umbrella Festival and the Cultural Strategic Partnerships Program that support more music, public art and activity to the CBD and North Adelaide in partnership with local arts organisations.

**Arts and culture projects supported through new and exiting City of Adelaide grants and incentives programs:** the number of grants and incentives awarded through the City of Adelaide Arts and Cultural Grants Program, the inaugural Aboriginal and Torres Strait Islander Professional Development (Public Art) Grants delivered by in partnership with State Government through Arts South Australia, the Christmas Festival Incentive Scheme 2020 and the first round of the Event Infrastructure Incentive Scheme.

**Medium and major events hosted in the Park Lands and City roads:** the number of cultural events staged in the city despite the impacts of the COVID-19 restrictions as part of the City-wide Activation Program and as reported in the City of Adelaide Annual Report 2020/21.

**Adelaide City libraries online visits:** the number of visits to City of Adelaide Libraries web pages, catalogue and social media.

**Major Adelaide festivals actively advancing the United Nations Sustainable Development Goals (SDGs):** All the eleven South Australian major arts and culture festivals managed by the non-for-profit organisation Festival City Adelaide advancing the SDGs. The SDGs were agreed upon by 193 countries and demonstrate the Adelaide festival's commitment to secure greater prosperity, resilience, and sustainability of our people and planet.

## Cultural Experiences

**Total participants:** the number of in person attendees at City of Adelaide led and delivered creative cultural activities including at city libraries,

**Makers and creators:** the number of people actively involved in the creative process at City of Adelaide led and delivered activities as makers and creators including creative workshop participants. Culture makers are the people who make art, shoot films, write stories, curate exhibitions, generate music, perform, design buildings and public spaces, make games, and fashion clothes, jewellery and objects. The number of active participants of City of Adelaide led digital programs is included in the 2020/21 reporting period to reflect engagement with activities delivered during the COVID-19 period.

**Creative cultural activities:** the number of presentational and developmental activities led and delivered by the City of Adelaide. Creative cultural activities may include exhibitions, events, performances and activations, publications (literary arts, multimedia, arts and cultural trails), public art installations, gatherings and ceremonies, talks, guided tours, creative recreational and arts education opportunities (City Libraries, Community Centres, and Adelaide Town Hall programs).

**Sessions offered:** the total number of times the City of Adelaide cultural and creative activities were available for the public and audiences to participate in.

**Events:** the number of events occurring in the public realm registered by the City of Adelaide Events team. This does not include events taking place in the Adelaide Town Hall or the Council owned or leased buildings throughout the City.

**Arts and cultural grants:** the number of grants and incentives awarded by the City of Adelaide to support arts and cultural

projects in Adelaide. This includes grants awarded under the existing Arts and Culture Grants Program, the inaugural Aboriginal and Torres Strait Islander Professional Development (Public Art) Grants delivered by in partnership with State Government through Arts South Australia, the Christmas Festival Incentive Scheme 2020, and the first round of the Event Infrastructure Incentive Scheme.

**Sponsored events and festivals:** the number of groups and organisations that received financial support from the City of Adelaide to assist in the staging of events and festivals that support the creative and cultural outcomes across the City of Adelaide.

**Total onsite visitation to Adelaide's major cultural institutions:** number of onsite visitors to the State Library of South Australia, the South Australian Museum, the Art Gallery of South Australia, the South Australian Maritime Museum, the Migration Museum, and the Centre for Democracy per financial year.

**Attendance at major Adelaide festivals and events:** the number of people attending City of Adelaide sponsored events and festivals and those delivered through strategic partnership arrangements as reported in City of Adelaide sponsorship and strategic partnership acquittal reports. Festivals and events include: Adelaide Festival, Adelaide Fringe Festival, Nature Festival, Feast Queer Arts & Cultural Festival, SALA Festival, National Pharmacies Christmas Pageant, WOMADelaide, Music Programing at Adelaide International (Tennis), Adelaide Cabaret Festival, Adelaide Film Festival, Parks 'n Rockreation, Noise Nature, Dream BIG Children's Festival.

## Connected Cultural Community

**Strategic partnerships and residencies:** the number of partnerships across all City of Adelaide programs with key creative and cultural outcomes and the number of residencies where individuals and groups create new work, programs and events in collaboration with the community through partnerships with the City of Adelaide.

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## Definitions: (cont.)

**Cultural engagements:** the number of City of Adelaide led and facilitated activities associated with makers, the cultural sector, creative industry, businesses and the wider community including Lord Mayor Culture Think Tanks, Culture Clubs, Creative Forums, City of Adelaide civic receptions with a creative and cultural focus, industry workshops, round tables, community engagements with a creative and cultural focus, and international creative connections through sister city engagements.

**Aboriginal and Torres Strait Islander community's reconciliation initiatives:** The number of reconciliation initiatives and key significant dates that are marketed and promoted across the Council to engage the City of Adelaide and the community in reconciliation. These activities are identified as an enduring commitment in the City of Adelaide Stretch Reconciliation Action Plan 2018-2021.

**Disability Access and Inclusion community's participation in the life of the City:** the number of City of Adelaide grants and sponsorship programs that support accessible activities and events in support of the action 2.2.3 in the City of Adelaide Disability Access and Inclusion Plan 2019-2022.

**Events with a sustainable approach:** the number of events led, facilitated and supported by City of Adelaide, that are committed to implementing the CoA Sustainable Events Guidelines addressing the focus areas of waste reduction and recycling, energy efficiency and renewable energy, zero emissions transport, water efficiency, sustainable supply chain and measurement, marketing and engagement at their event. Sustainable events contribute to the City as a green, liveable and future-focused city where the community collaborates, innovates and thrives.

### Cultural Identity

**Perception of Adelaide as a vibrant, interesting place to live, visit and play:** the city users' perceptions of Adelaide as measured through the City User Population (CUP) Survey with the question:

"thinking of the City, how do you rate your level of agreement with the following statement: on a scale of 0 to 10 where 0 means strongly disagree, and 10 means strongly agree: Adelaide is a welcoming and dynamic city full of rich and diverse experiences". The CUP Survey did not take place in 2020 due to the impact of COVID-19. For the 2019/2020 period City Library survey results were used reflecting library visitors' perceptions of Adelaide.

### Cultural Economy

**Hotel occupancy rate in Adelaide CBD:** the average percentage of CBD hotel bed night occupancy rates across each financial year as reported in the STR Destination Report by STR Global, Ltd. This data set includes the full calendar year of occupancy rates rather than identifying those that align with significant cultural events. It has been shown that regardless of the primary reason for travelling, secondary or incidental cultural tourism has been proven to occur in most cases. This number provides an indication of how many visitors are contributing money to the local economy.

**Major arts and cultural festivals' economic contribution:** the combined gross economic expenditure generated (\$million) from the 11 Adelaide music and arts festivals represented by the umbrella organisation Festivals Adelaide as reported by Adelaide Festival's annual economic impact study (analysed by Barry Burgan, Uni SAERC Pty Ltd).

### Cultural Incubation

**Cultural and creative Start-ups:** the number of new initiatives and collectives across a variety of creative forms that were supported through City of Adelaide led professional development opportunities, and the number participants in Cultural Strategic Partnerships that have a focus on creative incubation. This includes Artworks Artists and Writers in Residences' and recipients of awards and prizes that have a focus on incubation. The Business of Being Creative Program did not run in 2019/20 due to the impacts of

COVID-19 however planning was undertaken for the delivery of the program in 2021.

**Culture Clubs participants:** the number of people from the creative, arts, business, university, education and entrepreneurial sectors that the City of Adelaide's quarterly Culture Clubs bring together to explore wicked problems, new ideas and possibilities, to highlight emerging opportunities, and to showcase examples of excellence and impact.

### Social Wellbeing

**Social wellbeing:** the percentage of people surveyed in Adelaide who feel that the things they do in their life are worthwhile. This outcome recognises that engagement and participation in creative culture enhances an individual's life meaning, sense of purpose, achievement and overall wellbeing and aligns with the personal wellbeing (meaning/purpose) indicator of the City of Adelaide Wellbeing index. City of Adelaide Resident Survey data is used from 2018/19 reflecting results that are city based.

### Cultural Outcomes

**Cultural outcomes:** the schema of five cultural outcomes included in the Dashboard was developed by the National Local Government Cultural Forum in 2016, a collaboration involving all Capital Cities including CoA, the Australian Local Government Association, and the Commonwealth Department of Communications and the Arts. The cultural outcomes reflect why participation in culture is important for participants to express who they are and to enable a full and vital life. The cultural outcomes do not report on the quantity of creative and cultural activities, nor do they assess the 'quality' or 'excellence' of these activities. They are a source of information about the impact on a person who engages with creative culture, and when aggregated, the impact on the community.