

Christmas Festival Action Plan

2021-2024

Adelaide.
Designed for Life.



CITY OF
ADELAIDE

A background image showing several Indigenous Australians in traditional dress performing a dance. They are holding long spears and boomerangs, with some in dynamic poses. The scene is set outdoors, possibly at night or in low light, with some blurred lights in the background.

Acknowledgement of Country

City of Adelaide tampendi, ngadlu Kurna yertangga banbabanbalyarnendi (inbarendi).
Kurna meyunna yaitya mattanya Womma Tarndanyako.

Parnako yailtya, parnuko tappa purruna, parnuko yerta ngadlu tampendi. Yellaka Kurna
meyunna itto yailtya, tappa purruna, yerta kuma burro martendi, burro warriappendi,
burro tangka martulyaiendi. Kumarta yaitya miyurna iyangka yalaka ngadlu tampinhi.

City of Adelaide acknowledges that we are meeting on the traditional country of the
Kurna people of the Adelaide Plains and pays respect to Elders past and present.

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.

You can also listen to this acknowledgment at:
**[cityofadelaide.com.au/community/reconciliation/
welcome-and-acknowledgement-of-country](https://cityofadelaide.com.au/community/reconciliation/welcome-and-acknowledgement-of-country)**



An invitation from the Lord Mayor

Christmas is one of our community's most magical and treasured times of the year. It ignites joy and playfulness in the young and young at heart and is a special time full of meaning and memories.

Adelaide, as one of the world's most liveable cities, treasures our unique and beloved Christmas traditions. Adelaide's Giant Christmas Tree in Victoria Square/Tarntanyangga and our annual Christmas Pageant, which turns 90 years of age in 2022 are iconic moments.

Adelaide's Christmas Festival is a new Council-led festival that will grow and thrive through partnerships over the next four years, adding another must-do event to our annual festival calendar.

As a globally recognised Creative City, Adelaide is well placed to leverage our local creative sectors to enhance the Christmas season, through arts and culture; unique shopping experiences in Rundle Mall and precincts and festive events across the City and North Adelaide. In 2020 we delivered the inaugural Christmas Incentive Scheme which directly funded local businesses and creatives to co-deliver Christmas experiences. The successful Scheme is now a central feature of Council's Christmas planning.

Adelaide is also a globally recognised Festival City. A Festival is many things; a series of activities brought together under one captivating umbrella and strong marketing campaign. Great festivals require shared vision and partnerships, consistent theming, big ticket attractions and opportunities for participation. A festival is a catalyst for economic impact and celebrates City cultures.

Adelaide's Christmas Festival commences in November when Father Christmas arrives on a Pageant float and ends on 6 January after the 12 days of Christmas. The Christmas Festival offers visual, auditory and sensory experiences, encouraging visitation and capitalising on retail peaks, including the shopping extravaganzas on Black Friday and Boxing Day.

As a UNESCO City of Music, Adelaide has a reputation for high quality musical experiences and Christmas is a unique opportunity to amplify music as part of everything we do in new and exciting ways, whether it be live music at the big Christmas Tree, carols in Arcades, major music events or spine-tingling choral experiences in unexpected places.

As a smart city, Adelaide is home to lighting and projection creatives who will design new and exciting ways to experience Christmas.

Christmas is a time when city workers can let their hair down and find the perfect location for their workplace function.

Christmas is also a time when I can thank the community for their efforts during the year at the Adelaide Town Hall through my annual Christmas community celebrations.

We will continue to work with our partners and encourage everyone in the City to get on board with lighting and decorations, and new events.

I welcome you to join us at Adelaide's Christmas Festival, from the Pageant through to New Year's Eve, days and nights full of events and wonder, with something for everyone.

We encourage everyone to join with us to build Adelaide as a magical and festive destination for dining, shopping, recreation and participating in the spirit of the season over the next four years.

Sandy Verschoor
The Lord Mayor of Adelaide



Introduction

The City of Adelaide's 2020-2024 Strategic Plan outlines a vision to be the world's most liveable City with a Dynamic City Culture, a city that celebrates diverse community, culture and creativity. Council is also committed to building a city of Strong Economies with mainstreets and laneways activated for economic growth and providing support to build robust retail and creative sectors.

This plan builds upon Adelaide's Christmas Festival 2020 and responds to Council's vision for the Festival, garnered through engagement with Council members. This plan also responds directly to public feedback as a result of consultation conducted during Christmas 2020.

As a UNESCO Creative City, Adelaide has a reputation for surprising and delighting visitors by the breadth of cultural celebrations across the City. Adelaide is known for successfully collaborating across all tiers of government and building creative partnerships to deliver festivals in City streets, hubs and venues. The Christmas Festival has been created to utilise our reputation as a festival City. Christmas creates a unique season of celebration leading up to Adelaide's summer event season.

As a global smart city, Adelaide has an opportunity to engage new technologies in digital, lighting and projection displays for Christmas. New laser, drone, augmented reality and sound technologies are emerging to delight and inspire visitors to the City at Christmas.

Council was acutely aware in 2020 of its role in supporting City businesses in a COVID-19 environment by driving visitation to the City during Christmas. This plan continues that recovery work. In 2020, Council conducted market research with Adelaide visitors, who shared their vision and preferences for Christmas time in the City, telling us what they most

enjoy and what is most special to them. Favourite Christmas activities included:

- The big Christmas Tree
- Christmas decorations and lighting, and
- Shopping.

These responses indicate that a variety of must-see experiences, cultural, shopping and festive offerings attract people to the City. Respondents also told us they wanted to experience multicultural, diverse and inclusive Christmas offerings. Council is committed to a strong marketing campaign for Christmas, sharing the stories and images of the delights and attractions in the City.

This plan sets out the ways the Christmas Festival will grow in its offering and attraction over the next four years.

Cities throughout the world consistently invest in decoration and lighting in the public realm to attract visitation and create places of wonder and festiveness at Christmas time. Decoration and lighting in the Southern Hemisphere, and in the Australian context can be unique and bespoke compared to darker and colder cities in the Northern Hemisphere as well as celebrating European traditions.

Council will invest in signature events and major attractions, new banners, decorations, lighting and marketing over the life of the plan, rolling out new experiences and new festive places over four years.

Council will build strong partnerships to achieve a consistent outward facing campaign across the City to attract local, interstate and global visitation. The festival will harness local creativity through visual displays and events, as well as leveraging big moments and the wow factor such as major lighting installations and lighting up Adelaide's buildings and places of interest, including our cultural boulevard along North Terrace.

Acknowledging the charitable and giving aspects of Christmas, Council will commit to growing partnerships with community organisations and facilitating giving opportunities across the City. The City of Adelaide, in its role as leader and facilitator, creates and leads Adelaide's Christmas Festival as a platform for visitation, community celebration and participation.

The City encourages businesses and traders to leverage off the Christmas Festival for the benefit of business growth during the season.

The City works with artists, creatives, and community to create magical experiences, share traditions and promote the spirit of Christmas across the City.

This plan has three goals:

Goal 1: The City will be brimming with magical places, must-see dynamic destinations, decorations and lighting, and sensory experiences that draw people in day and night.

Goal 2: The City will be the premiere location in South Australia to participate in the signature events of a festive season that is culturally rich, meaningful and prosperous.

Goal 3: City businesses, artists and makers will be directly supported to grow their cultural, artistic and economic contribution to the city, to attract audiences, visitors and givers.



Strategic Planning Context

City of Adelaide Strategic Plan 2020 – 2024

Adelaide: the most liveable city in the world

Outcome 2: Strong Economies

Outcome 3: Dynamic City Culture

Strategic Plans aligned to the Christmas Festival Action Plan

City of Adelaide Cultural Strategy 2017-2023

Festivals Action Plan 2021-2024 (to be developed)

Public Art Action Plan 2019-2022

Live Music Action Plan 2017-2020

Live Music Action Plan 2021-2024 (to be developed)

Aligned Policy Documents

Adelaide Park Lands Events
Management Plan 2016-2020

Adelaide UNESCO Creative City of Music Designation

Disability Access and Inclusion Plan 2019-2022

Stretch Reconciliation Action Plan 2018-2021



Council's role in Adelaide's Christmas Festival

Council's role in Adelaide's Christmas Festival

Council plays the following roles in Adelaide's Christmas Festival:

Leader

As the Capital City of South Australia, Adelaide drives the Christmas Festival as a platform for a dynamic city culture and strong economies

Service Provider

The City of Adelaide provides services to the City during Christmas such as major infrastructure, lighting, decorations including the Christmas Tree, event and experience facilitation and support to businesses

Regulator

The City of Adelaide facilitates COVID Safe events in the public realm

Advocate

As a UNESCO Creative City, and a Festival City, the City of Adelaide has an important role in advocating for city businesses, partner organisations and governments through a strong Christmas Festival marketing campaign

Facilitator

The City of Adelaide provides funding and facilitation for creative industries, artists and musicians to deliver live music, performances, events and high quality magical experiences during the Festival

Owner of Asset Adelaide's Christmas Festival is delivered across Council buildings, Park Lands and public roads



Adelaide's Christmas Festival 2020 Evaluation and Key Findings

Three consultation portals were used to garner feedback about the new Christmas Festival initiatives as well as ascertain community expectations of the Festival into the future. Council commissioned independent market research resulting in 314 online surveys and 152 face to face interviews (466 in total); conducted a Your Say survey through the Council website (22 responses); and sought feedback from Christmas Incentive Scheme recipients.

What makes the City feel festive?

Those surveyed said that Rundle Mall and Victoria Square/Tarntanyangga felt the most festive. This includes the Big Christmas Tree.

People want Council to provide more of the following elements to feel festive.:

- More Christmas decorations and displays
- Music and carols, and:
- more Christmas lighting.



Why is Adelaide's Christmas Festival important?

People told us that the most important outcomes of Adelaide's Christmas Festival are, from the most important are:

1. Supports city businesses and equally that it
2. Supports musicians, artists, creatives, designers and makers.

They also told us that Christmas Festival is important because it:

3. Creates a festive atmosphere day and night and
4. Creates a sense of inclusiveness and community.



What will Adelaide's Christmas Festival contribute to the City?

Contribute to strong economies and dynamic city culture, celebrating Adelaide as a 'magnet' city

Generates spending on retail and hospitality by attracting visitors

Directly funds city businesses, mainstreets, musicians, makers and artists to deliver Christmas experiences and attractions.

Whole of city approach to Christmas

A platform for collaboration with creative industries to create magical places and destinations through new lighting, digital and projection technologies

Delivers a coordinated season of daily activities and nightly attractions

Showcases our assets as a city with enviable lifestyle, climate and level of wellbeing



Goal 1

The City will be brimming with magical places, must-see dynamic destinations, decorations and lighting, and sensory experiences that draw people in day and night.

What we want to achieve together:

- Stunning, magical places unique to South Australia evoke the feeling of Christmas
- Award winning Christmas Festival marketing campaigns
- Bustling, festive summer days and nights in enhanced outdoor environments
- Cultural institutions and buildings are lit and decorated as Christmas destinations

How we will do it:



	City of Adelaide Strategic Plan Outcomes		
	Dynamic City Culture		Strong Economies
	Beautiful, surprising places	Celebration of diverse community, culture and creativity	Mainstreets and laneways activated for economic growth
Actions			
1.1 Rundle Mall transforms into a magical place for visitors offering a unique shopping experience in South Australia	✓		✓
1.2 Develop and invest in a program of annual infrastructure upgrades (ie banner brackets, power and footings) to enable more lighting and decorative displays to be installed on City assets	✓	✓	✓
1.3 Develop and roll-out a four-year progressive plan for decorative and artistic lighting installations in trees, places, private buildings and spaces across the City	✓	✓	✓
1.4 Develop an annual Christmas Festival marketing campaign with key partners and dress the city with Christmas Festival messages and promotion	✓	✓	✓
1.5 Work with partners to deliver at least one major decoration/ lighting/banner installation annually, seeking out new technology, digital, drone, lighting and projection partners to deliver quality experiences and maximise new opportunities	✓	✓	✓
1.6 The Adelaide Central Market is a must-visit Christmas destination	✓	✓	
1.7 The Adelaide Town Hall is a venue for Christmas events, and is part of the City dressing for Christmas	✓		
1.8 Mainstreets, laneways, places and underutilised spaces surprise and delight through place activation	✓	✓	✓
1.9 Maps and activity ideas are widely available to visitors to engage in the Christmas Festival	✓	✓	✓
1.10 Christmas themed lighting and projections across City buildings, bridges and places in partnership with State Government and major cultural institutions and places of spiritual and cultural importance at Christmas time	✓	✓	✓
1.11 Work with traders and property owners to decorate and light their buildings	✓	✓	✓

Goal 2

The City will be the premiere location in South Australia to participate in the signature events of a festive season.

What we want to achieve together:

- The uniquely Adelaide traditional signature events are celebrated and delivered, and we build new ones
- Signature events are the pillars of the Christmas Festival marketing campaign
- Community, cultural, retail and tourism partnerships are nurtured to grow the festival
- Diverse communities participate in the Christmas Festival

How we will do it:



	City of Adelaide Strategic Plan Outcomes		
	Dynamic City Culture		Strong Economies
	Beautiful, surprising places	Celebration of diverse community, culture and creativity	Mainstreets and laneways activated for economic growth
Actions			
2.1 Partner with the South Australian Tourism Commission to deliver the Christmas Pageant on City streets (when COVID Safe)	✓	✓	✓
2.2 Deliver the giant Christmas Tree in Victoria Square/ Tarndanyangga, including lighting countdown experiences, Christmas Carols and celebrations	✓	✓	✓
2.3 Provide an ‘advent calendar’ approach to marketing with a focus on attracting visitors to City businesses, Mainstreets and signature events	✓	✓	✓
2.4 Facilitate a major community Christmas carol event in the City Park Lands	✓	✓	✓
2.5 Adelaide Choral Network, as part of a partnership during Adelaide Year of the Choir 2022, assist Council to facilitate public choral events and activities during the Christmas Festival		✓	✓
2.6 Deliver and revitalise signature Christmas events for Adelaide such as the Lord Mayors Christmas functions and partner with a charity annually to roll out giving opportunities across city events and places		✓	
2.8 Work with the music industry to grow live music events and experiences in the City during the Festival		✓	
2.9 Promote Adelaide Town Hall Christmas events	✓	✓	✓
2.10 Support the wellbeing of city users through participation and engagement in community events and activities	✓	✓	✓

Goal 3

City businesses, artists and makers will be directly supported to grow their cultural, artistic and economic contribution to the city, to attract audiences, visitors and gift givers.

What we want to achieve together:

- Businesses and creative industries are supported to lead Christmas activities and become ambassadors for the Christmas Festival
- Festive experiences enhance shopping and gift giving
- Mainstreets, precincts and places are creatively activated through incentives and place facilitation

How we will do it:



	City of Adelaide Strategic Plan Outcomes		
	Dynamic City Culture		Strong Economies
	Beautiful, surprising places	Celebration of diverse community, culture and creativity	Mainstreets and laneways activated for economic growth
Actions			
3.1 Deliver and promote the Christmas Festival Incentive Scheme for live music, performances, and community events with a focus on Mainstreets including Hutt St, Hindley St, Rundle St, Gouger St, O'Connell St, Melbourne St and at events spaces in proximity to local businesses, and ensuring cultural diversity and inclusion	✓	✓	✓
3.2 Encourage all businesses to activate and decorate frontages across the City through Place Coordination and Mainstreet Revitalisation during the Christmas Festival and share their images and stories through widespread marketing campaigns	✓	✓	✓
3.3 Promote shopping and discount offers at local businesses and makers markets through the Christmas Festival marketing campaign			✓
3.4 Develop Christmas discovery and walking trails through retail precincts and mainstreets	✓		✓
3.5 Enable performance, live music and carols to attract shoppers to businesses and promote combined retail, dining and cultural offerings to enhance a unique shopping experience as part of the Festival		✓	✓
3.6 Promote key retail days and events such as Black Friday and Christmas shopping associated campaigns to support retail businesses as part of the Christmas Festival			✓
3.9 Engage artists to deliver Christmas themed projections in mainstreets	✓	✓	✓

Measuring Success

Council will review the success of each Christmas Festival annually which will include reviewing data on visitation and foot traffic to Rundle Mall, maintreets and events. In addition a set of measures will be collected annually over the life of the Christmas Festival Action Plan 2021-2024.

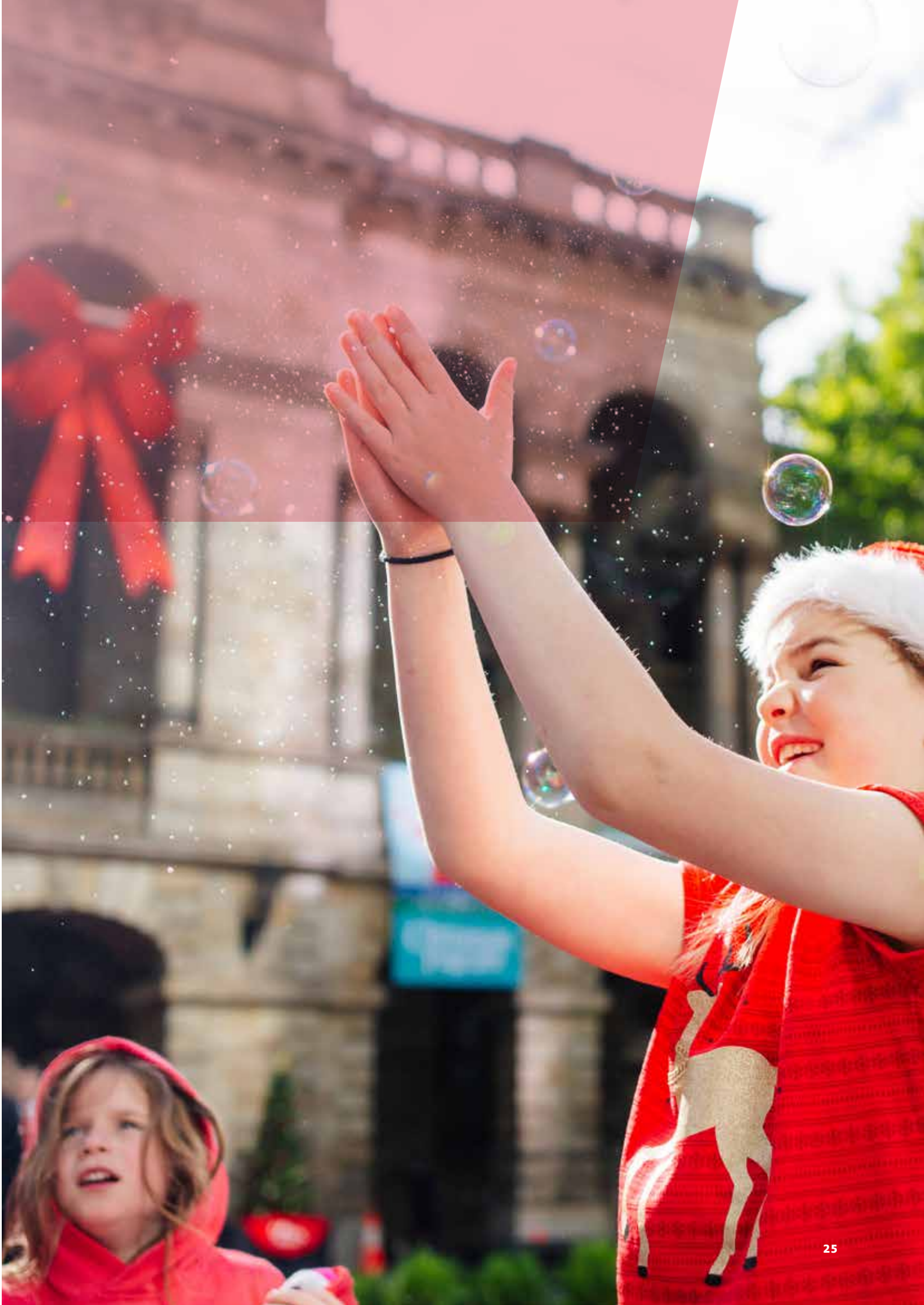
KPI's	Measures
Number of locations for lighting and decorations	Baseline number and locations 2020 <i>Source: City Experience Team</i>
Number of Christmas Incentive Scheme activities and recipients	Live music, performance and events baseline 2020 <i>Source: CIS acquittals & Cultural Dashboard</i>
Number of new partnerships/major events	Baseline 2020 or 2019 i.e. Pageant and Carols <i>Source: City Experience Team</i>
Public Satisfaction Measures	City Festiveness – 51% of attendees felt city was festive – Christmas Festival Survey 2020 <i>Source: MacGregor Tan</i>
Cultural Strategy Measure	'Through my participation in Adelaide's Christmas Festival I experienced something special, outside of the everyday'. Christmas Festival Survey 2020. <i>Source: MacGregor Tan</i>



City-wide Partners and Stakeholders

The following contributors play an important role in delivering the Christmas Festival in partnership with the City of Adelaide:

Adelaide Oval	Council Internal Partners
Charity partners	Adelaide Aquatic Centre
City business owners	Adelaide Central Market
Creative industries and arts sectors	Adelaide Economic Development Agency / Rundle Mall
Community and cultural organisations, churches and institutions	Adelaide Town Hall
Corporate partnerships	City Libraries and Community Centres
Event organisers	Customer Centre
Live music industry	North Adelaide Golf Course
Markets & Makers	
North Terrace Cultural Institutions, specifically State Library of SA, SA Museum, Art Gallery of South Australia	
South Australian Tourism Commission	
State Government Departments	





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