



City of Adelaide **Economic Recovery Response**

Adelaide.
Designed for Life.



CITY OF
ADELAIDE



Message from the Lord Mayor

There is no doubt that 2020 has been one of the most challenging years in recent history. Through the COVID-19 pandemic, Council's focus has been to support our businesses and community and steer the city safely and sustainably into recovery.

We have provided over \$11 million in assistance since March 2020 to help businesses recover from the impact of the pandemic. Dedicated business support teams and services have been created to help businesses navigate and thrive into the future. We have waived fees, provided free rent and offered funding to assist with everything from improving outdoor dining to helping spread festive cheer and spirit.

As restrictions eased, we launched campaigns to draw people back to the city and encouraged them to reconnect with their beautiful city and provided direct benefit to businesses through promotion of their offers.

Despite the challenges we have faced this year, we remain a city that puts the safety and wellbeing of our community first. We have supported our community and residents by providing rates hardship options, introducing contactless parking payment, and supplying groceries to our elderly community members.

Adelaide has always been a progressive, resilient, and creative city, enriched by the diversity of our people. On behalf of my fellow Councillors, I am extremely proud that the collective efforts of Adelaideans have allowed us to lift COVID-19 restrictions earlier than anticipated. Together, we will continue to overcome challenges and ensure Adelaide remains a city Designed for Life.

Sandy Verschoor
The Lord Mayor of Adelaide

City of Adelaide Economic Recovery Snapshot

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\$11.2 million given in
financial support
.....

877+ Businesses
directly supported*
.....

135 support grants
.....

200 community
recovery ideas gained
.....

>15k new members
supported through UPark
.....

*As of 25 June 2020



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Financial Support

The City of Adelaide has provided over \$11 million in assistance helping businesses and the community recover from the impact of the pandemic since March 2020.

This support has been shaped to the needs of our city and helped combat the unique challenges faced by Adelaide. The City of Adelaide has worked to support our city through the creation of grants, activities, activations, financial relief and assistance programs.

Activity	Cost
City Support Package	\$4,000,000
Rate relief (Freezing the general rate in the dollar for all ratepayers and 10% special discretionary rate)	\$2,730,000
Waiving of fees (UPark, outdoor dining fees & charges at 19-20 levels)	\$2,700,000
Grants, rebates and incentives (eg Christmas & Outdoor Activation)	\$1,125,000
Events & festivals (Splash and events & festivals sponsorship)	\$297,000
Marketing campaigns	\$185,000
Recover + Reimagine projects	\$100,000
Frozen Rent increases (no CPI)	\$77,000
Total	\$11,214,000

Immediate Council Response

City Support Package

Within the first week of South Australian COVID-19 restrictions, Council committed to deliver a \$4 million City Support Package for city residents and businesses.

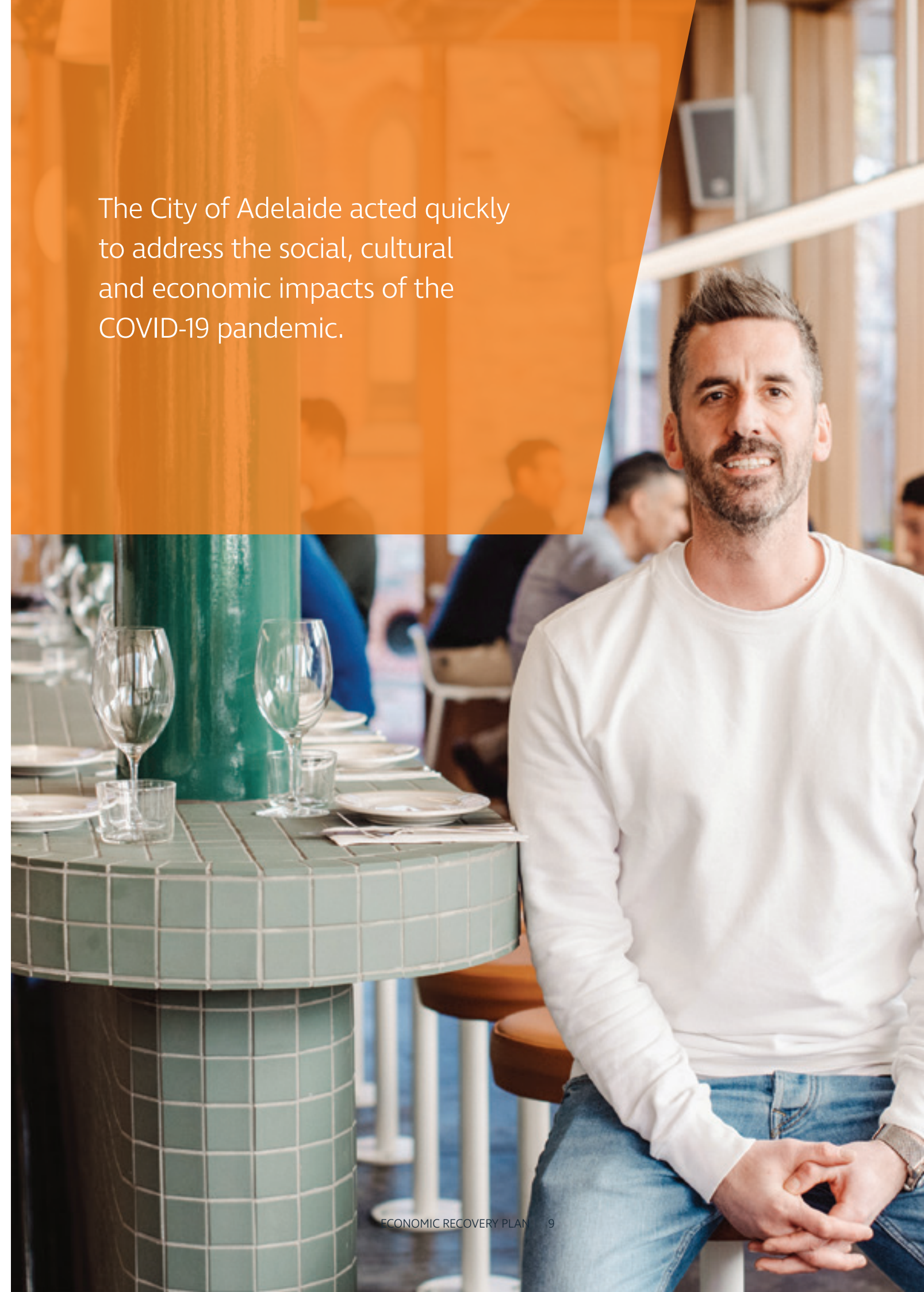
- 100% rent free for three months for tenants of Council owned properties
- 100% rent free for three months for community leases of Council owned properties
- 100% rent free for three months for Adelaide Central Market tenants
- Establishing a Small Business Task Force to support city businesses
- Collaborating with Business SA, Government departments and other agencies to assist businesses
- Waiving the Rundle Mall marketing levy for three months
- Waiving of all lease and licence fees in the Park Lands for three months
- Increasing access to the city through flexible parking regulations
- Providing ratepayers with rates hardship relief options
- Providing support and resources for vulnerable community members
- Increasing the city cleansing regime

Ongoing support and extensions

Following the initial support package, additional actions were taken to support city businesses and the community.

- Extension of rates hardship measures to applications by 31 December 2020
- 50% rent deferral for three months for community leases of Council owned properties
- 50% deferral for three months for lease and licence fees in the Park Lands
- Suspension of selected outstanding rates and debt recovery action
- Waiving outdoor dining permit fees
- Faster processing of payments to suppliers
- Freezing the general rate in the dollar for 2020/21 for all ratepayers

The City of Adelaide acted quickly to address the social, cultural and economic impacts of the COVID-19 pandemic.



Working with city businesses

Small Business Task Force

The Small Business Task Force was established to bolster and support the city economy in the wake of the COVID-19 pandemic. The Task Force has provided clear and consistent advice to city businesses. Regular direct contact has been made with more than 950 businesses, stakeholders, precinct chairs and 8,000 city business stakeholders have been updated via weekly email newsletters and other communication materials.

- Advising businesses about available support from the City of Adelaide
- Providing up-to-date business COVID-19 regulation information
- Highlighting support available from Federal and State Governments, peak bodies and associations

Key findings:

- High number of businesses already accessing available support
- Potential to support through further specialised advice
- Micro-businesses less than \$75k turnover require greater financial support
- Strong desire for a business support hotline
- Need for assistance to negotiate rent relief terms with landlords

Consulting with businesses

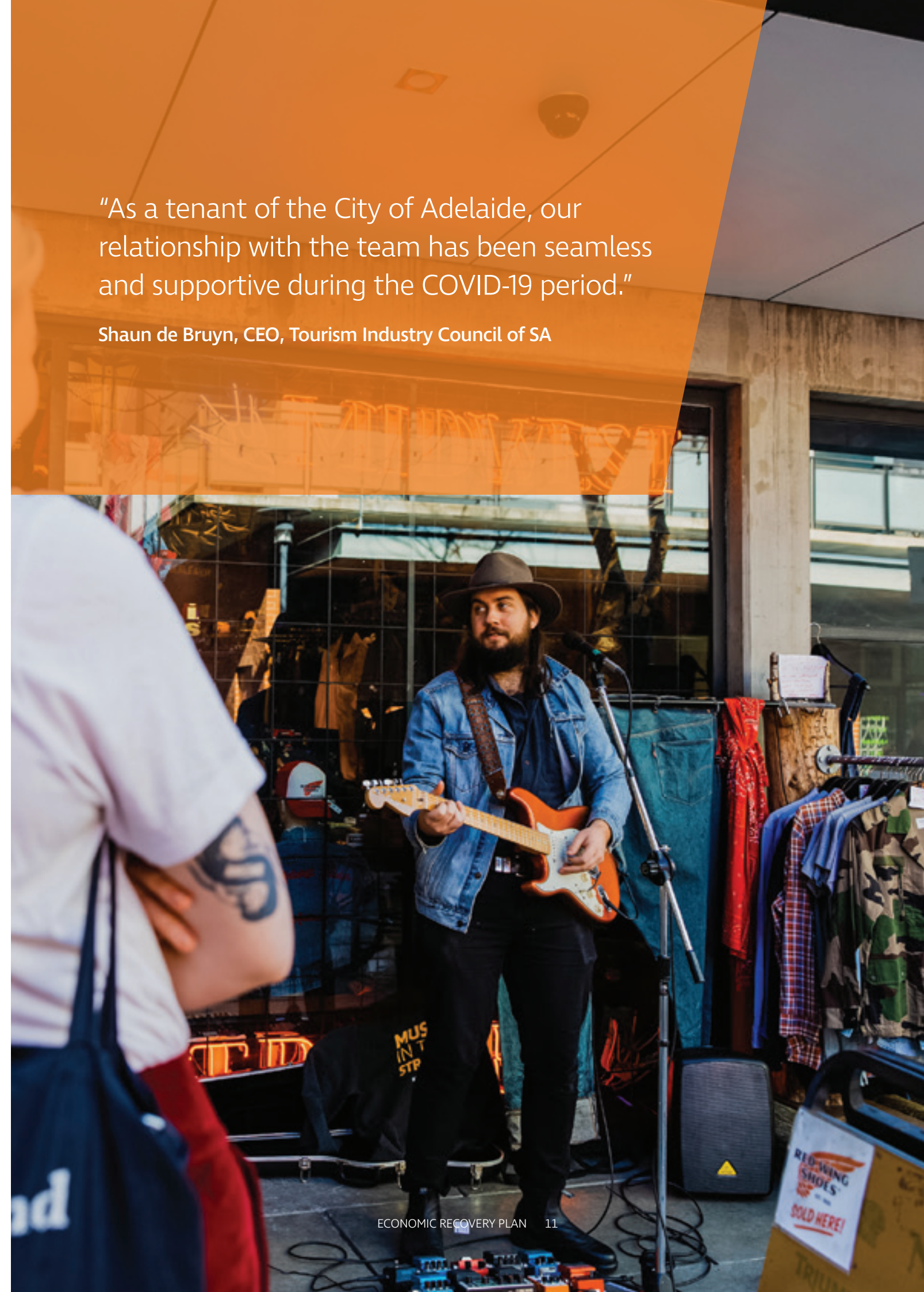
To fully understand the challenges faced by city businesses as a result of COVID-19, the Task Force led a consultation in April to help inform Council's ongoing response. The information was gathered through direct engagement with businesses, insights from industry associations, local and international research, and an online survey through the Your Say Adelaide website.

The consultation focused on:

- Understanding the impact that COVID-19 has had on businesses
- Identifying the level of support businesses require
- Identifying the support businesses had already accessed
- Feedback on how Council can best support businesses

"As a tenant of the City of Adelaide, our relationship with the team has been seamless and supportive during the COVID-19 period."

Shaun de Bruyn, CEO, Tourism Industry Council of SA



City Business Support Package

In response to feedback from city businesses, the City of Adelaide partnered with Business SA to launch the City Business Support Package in June 2020. The package provides city business with access to Business SA specialised advice and support services over two years to help businesses recover from the impacts of the pandemic.

- Access to the business advice hotline
- Accounting, statutory and compliance information
- Tenants' landlord advisory service
- Mental health support services
- Digital capability coaching
- Grants and tenders support
- Learning webinars, seminars and virtual conferences
- Access to networking events
- Subscription to the Business SA today newsletter
- Access to Business SA resource library

164 city businesses have registered to receive the City Business Support Package. Feedback from businesses has been positive and the most popular service is the free 1:1 conversation with an expert.

UPark Plus has gained **>15k** members exceeding expectations. The program has been instrumental in attracting workers, shoppers and visitors back to the city as restrictions have continued to ease.

Parking and city access

To create easier and safer travel to the city during COVID-19 restrictions, UPark implemented UPark Plus. A membership program that provided touch-free parking options and \$8 all day parking across all locations from April to June.



"It's programs like this that help us to be there for everyone and to weather the storm through this period."

Adam Carpenter, Co-founder, Prohibition Liquor Co.

Community activation and recovery

The City of Adelaide launched a project to support recovery from the effects of COVID-19 and reimagine itself as a thriving city in June 2020. The Recover + Reimagine project crowdsourced ideas from the community, Council members and staff. 200+ ideas were received ranging from promoting city walking and cycling trails, to brightening the city streets with music and art.

Ideas implemented:

- Live music in the city streets through paid local musicians
- 140 outdoor heaters distributed to city hospitality businesses
- Outdoor dining extension on Leigh Street, Peel Street and Gilbert Place
- Festive lighting installed on Melbourne Street, O'Connell Street and Hutt Street
- Outdoor Art Trail in North Adelaide in collaboration with a French art gallery
- Dog friendly walking trail highlighting city businesses
- Discounts at city businesses for UPark Plus members
- New categories in City Awards to recognise business resilience during COVID-19
- Art installations on trees along Melbourne Street
- Tulle blooms planted in Hindmarsh Square
- Potted plants lining 88 O'Connell Street
- Installation of new bike repair station along the riverbank
- Installation of bike e-charging stations
- Free community cycling lessons
- School holiday activities for children in the Park Lands
- Community created mural at the South West Community Centre

"It's great to have this support from the City of Adelaide and to be able to have more people outdoors in winter enjoying the fresh air."

Anna Carmerlengo, owner of Pranzo

"All the traders I have spoken to are really pleased about the installation of lights...Hutt Street will really benefit from this input from the City of Adelaide."

Colette Light, Hutt Street Traders Association



#MyAdelaide

Grants for business and community

Outdoor Activation Grants

The City of Adelaide is facilitating enhancements to outdoor areas to assist small businesses who have been impacted by social distancing restrictions. Outdoor Activation Grants help city businesses to better utilise outdoor areas and make medium-to-long-term street level improvements.

Outdoor Activation Grants are supported with \$850k from Council and a \$300k grant from the Government of South Australia.

This grant not only provides ongoing investment and support to small businesses within the city and North Adelaide but also provides employment for tradespeople to implement approved work such as the manufacture of blinds and awnings, painting of murals, and installation of lighting and signage.

Grants are offered on an 80% (Council) / 20% (applicant) cost share basis to a maximum of \$10,000.

Events and Festivals Sponsorship - Quick Response Funding

As a result of physical distancing requirements associated with COVID-19 there has been significant disruption to the events sector, resulting in cancellation or postponement of some events.

In response to these impacts and to support the events Industry the City of Adelaide has approved the redirection of unspent funds to support the following requests:

- Requests from events/festivals already receiving Council sponsorship support to assist with additional costs Incurred to deliver activities In-line with physical distancing requirements and restrictions;
- Requests from not-for-profit event/festival organisers that did not meet the Sponsorship Program funding round process and timelines; and
- Requests from commercial event/festival organisers operating on an expected profit basis whose financial viability may be impacted as a result of COVID-19.

Once-off funding of up to \$10,000 is available for eligible requests until 31 May 2021 or until funds are exhausted.

“The City of Adelaide’s sponsorship funding investment in The Adelaide Food Fringe as a new festival concept, is a testament to their commitment to backing creative new ideas and events that can bring future and long term economic, cultural and social benefits to the city and the state.”

Vic Pisani, Adelaide Food Fringe Founder / Director

“The grant has helped create a new healthy and vibrant outdoor space, it’s been welcomed by our customers and provided the visual cues that we are open for business.”

Tony Rugolo, Manager, Cosmo Bar and Hotel, Waymouth Street

“We are very grateful, the improvement to our balcony has created a new and exciting street experience for the community and the new signage has reinvigorated the overall presentation of our business.”

Muhmmad Khan, MK’s Café, Hutt Street



Christmas in the City

City Christmas celebrations will start earlier this year to bring some extra joy to the city from the start of November. The celebrations and campaigns will roll out with a coordinated approach across the City of Adelaide, Rundle Mall Management Authority and Adelaide Central Market Authority.

A \$225k pilot Christmas Incentive Scheme was opened to city businesses, artists, performers and communities to support experiences that celebrate Adelaide's diverse community and dynamic city culture during the Christmas period.

Funding from \$2k to \$20k was granted to eligible applicants for window art, live music and performances, outdoor community events and small festivals, and makers markets.

The popularity of this Scheme resulted in 70 applications and the full allocation of the \$225k budget.



Promoting city recovery

Marketing a return to the city

Following the easing of restrictions, the City of Adelaide released marketing campaigns to encourage people to return to the city, extend their length of stay and stimulate expenditure. As a component of the Recover + Reimagine project, the '#MyAdelaide' campaign was developed to remind people why they love Adelaide and entice people back to the city with experiences and activities.

Initially the campaign focused on city workers and residents who would already be in the city but as the restrictions reduced, it also actively targeted visitors.

The #MyAdelaide campaign included:

- Webpage with regularly updated activities and stories
- Paid digital advertising including social media
- E-newsletter promotions
- Outdoor advertising on city streets, Rundle Mall and City of Adelaide buildings
- Promotion within UParks

Marketing a stay in the city

The '#MyAdelaide Staycation' campaign was developed to support city business recovery by inviting local and regional South Australian residents to enjoy a vacation in the city and North Adelaide.

City based tour operators, accommodation and experienced providers were invited to be a part of the campaign through offering discounted rates or value-added services. These offers are being promoted by the City of Adelaide with \$50k of marketing support from August to November 2020.

Participation was free for business operators and bookings are made directly to the operator with no commission payable.

#MyAdelaide Staycation outcomes so far:

- \$46.3k in bookings with 223 bed nights in August
- 42 businesses registered with 47 offers
- 92 website itinerary listings

Date night doesn't
have to end.

#MyAdelaide

Promoting the Mall

To drive economic benefit to business in the Rundle Mall Precinct, Rundle Mall Management Authority developed a spend and win campaign titled 'WIN it all'.

Over an eight-week period, shoppers were encouraged to spend a minimum of \$50 a day in the Mall for a chance to win a share of \$28k in Rundle Mall gift cards.

The campaign was supported by an extensive media campaign to encourage spend and entry into the competition as well as in-store promotional materials and signage in the Mall.

To continue to drive entries and spend, prizes were drawn throughout the eight-week period with two \$500 gift cards to be won every week and a \$5k gift card every fortnight. The gift cards could be spent at any business within the Precinct, driving economic benefit to businesses.

- 75% of retailers participated and spend occurred in over 525 businesses within the Precinct
- \$279 average spend per entry compared to average spend of \$98

Promoting the Market

To keep serving the community, the Adelaide Central Market Authority worked with traders to offer a range of purchase options to minimise shopping time and maintain appropriate social distancing measures. This included in-store takeaway and delivery. Customers were also encouraged to phone or email orders, with traders able to offer in-car pickup at the Gouger Street loading zone.

Voluntary Sunday trading has also returned to the Market with a range of traders open from 8am to 3pm. A program of free family entertainment will also be on offer from 9am to 12pm every Sunday in October.

A new 'Your Local' tactical plan was also launched in October 2020 with a TV commercial to continue to drive visitation and awareness of the Market post COVID-19.

Promotional campaigns and initiatives were also implemented to drive visitation back to Rundle Mall and the Adelaide Central Market.



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