



- ➔ **Showcase**
Residency
- ➔ **Showcase**
Music
- ➔ **Showcase**
Exhibition
- ➔ **Showcase**
Concert
- ➔ **Showcase**
Festival

Niina Marni

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 tampinthe.*

City of Adelaide acknowledges 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.



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 aspirations 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 the sustainable development.

CoA Strategic Plan 2020-2024

CoA Cultural Strategy



"Culture plays a vital role in economic and social success of modern cities. As well as fostering urban creativity and local economic development, the strengthening of local culture helps build and enhance the health, wellbeing and resilience of people living, working and visiting a City"

Sandy Verschoor

Lord Mayor

Cultural Experiences

Adelaide is renowned for its authentic, vibrant and diverse creative and cultural experiences. Our dynamic City culture celebrates Aboriginal and Torres Strait Islander peoples and cultures, as well as our diverse communities, cultures and creativity.

Creative City Video

Image: Electric Fields with Jamie Goldsmith playing Yidaki.
Adelaide New Year's 2019.
Photographer: Daniel Marks



Cultural Experiences 2017/2018

City of Adelaide facilitated & supported

1,053,228 Total participants

1,380

Culture makers

295

Creative & cultural activities

3,505

Sessions offered

51

Arts and cultural grants

16

Sponsored events and festivals

City-wide

2,942,464

Total onsite visitation to Adelaide's major cultural institutions

4,139,550

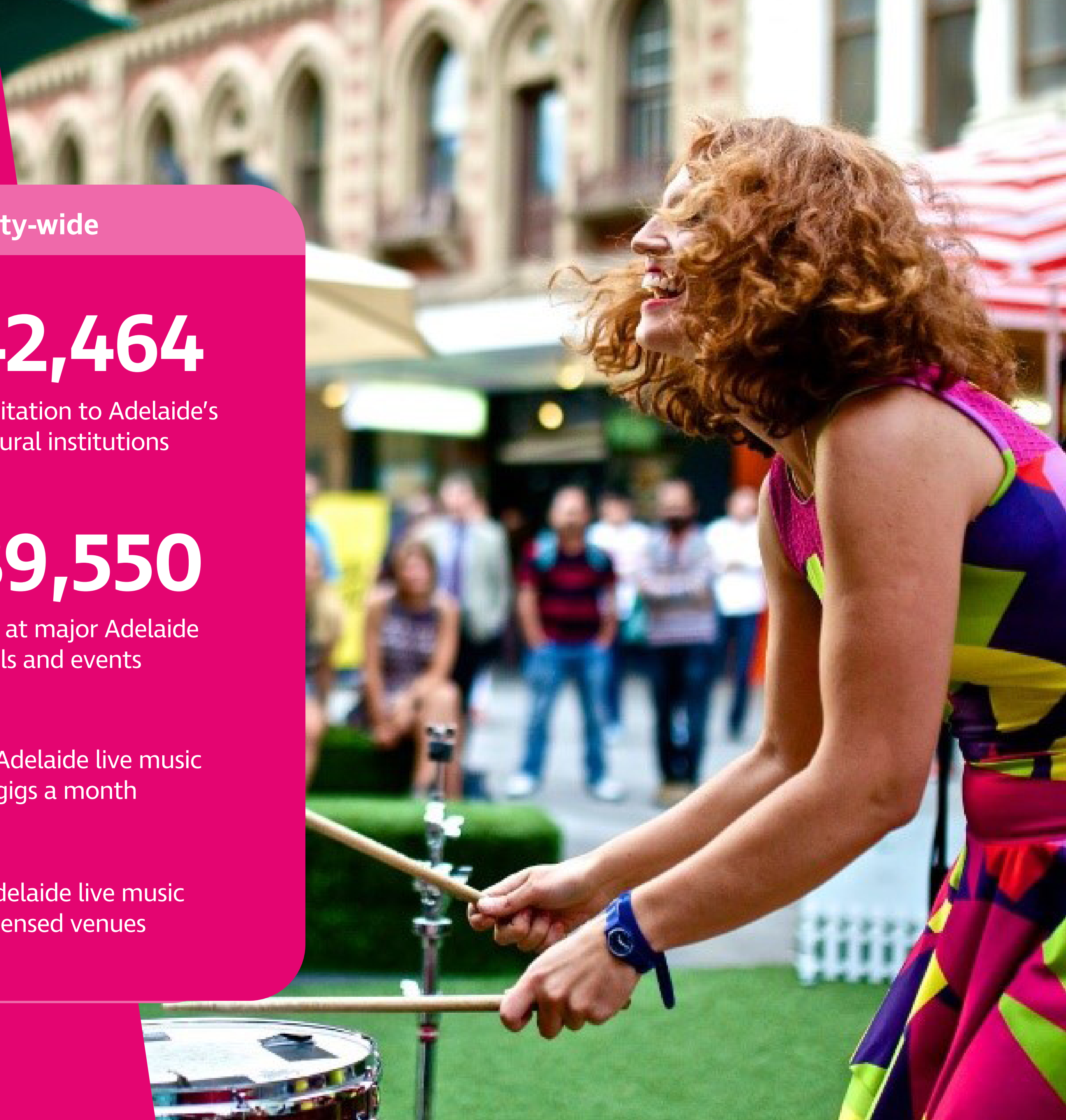
Attendance at major Adelaide festivals and events

444

Adelaide live music gigs a month

60

Adelaide live music licensed venues



Cultural Experiences 2018/2019

City of Adelaide facilitated & supported

1,068,203 Total participants
↑ 1% increase

2,827
Culture makers
↑ 105% increase

383
Creative & cultural activities
↑ 30% increase

3,792
Sessions offered
↑ 8% increase

56
Arts and cultural grants
↑ 10% increase

18
Sponsored events and festivals
↑ 13% increase

750
Events

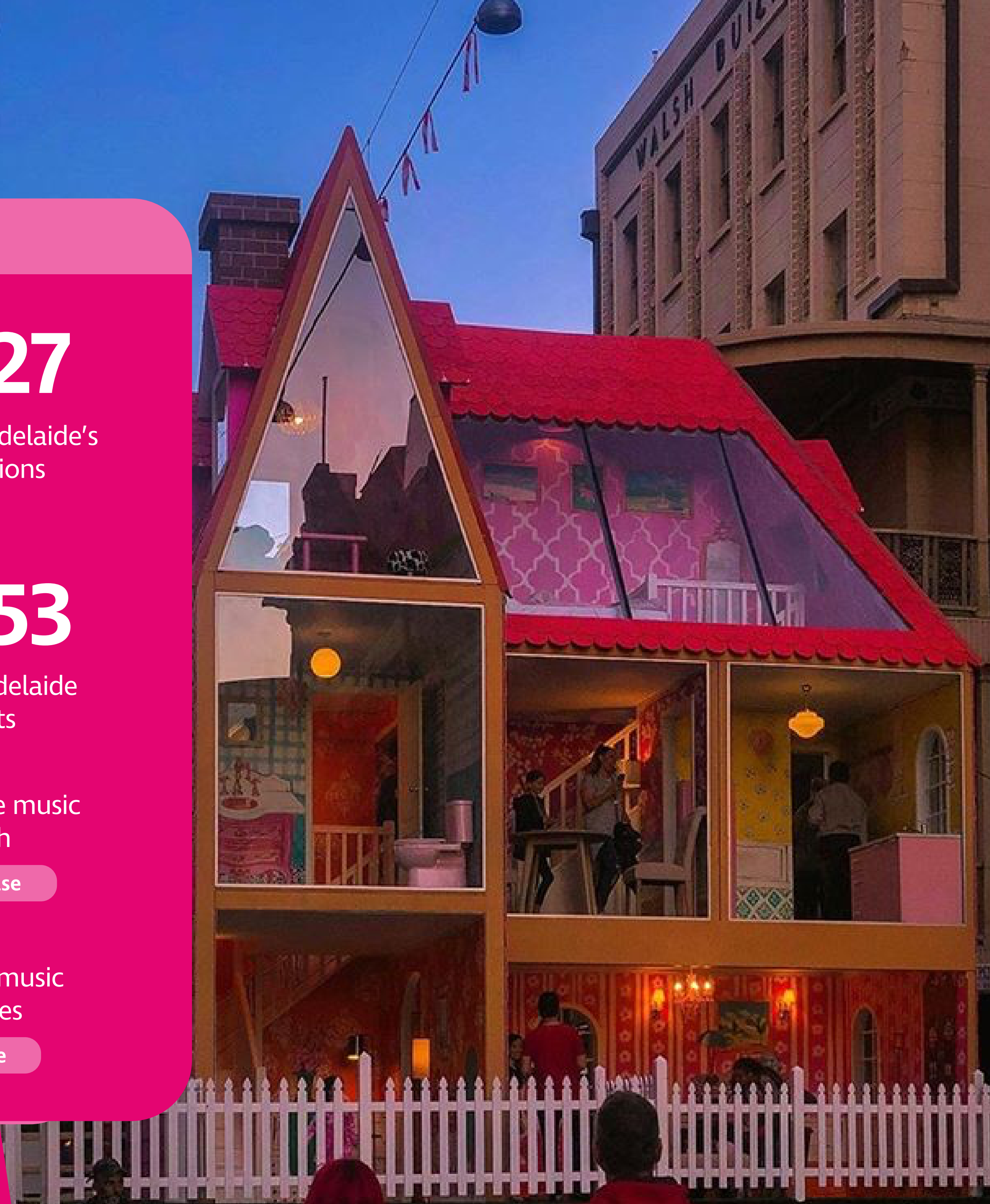
City-wide

2,402,127
Total onsite visitation to Adelaide's major cultural institutions
↓ 18% decrease

4,133,753
Attendance at major Adelaide festivals and events

495 Adelaide live music gigs a month
↑ 11% increase

76 Adelaide live music licensed venues
↑ 27% increase



Connected Cultural Community

City of Adelaide contributes to an engaged, collaborative and knowledgeable creative and cultural community through 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.

Image: Panpapanpalya Global Joint Dance Congress 2018
smoking ceremony, Victoria Square / Tarntanyangga.
Photographer: Benjamin Warlingundu Ellis Baylis



Connected Cultural Community

2017/2018

72 Strategic
partnerships
and residencies

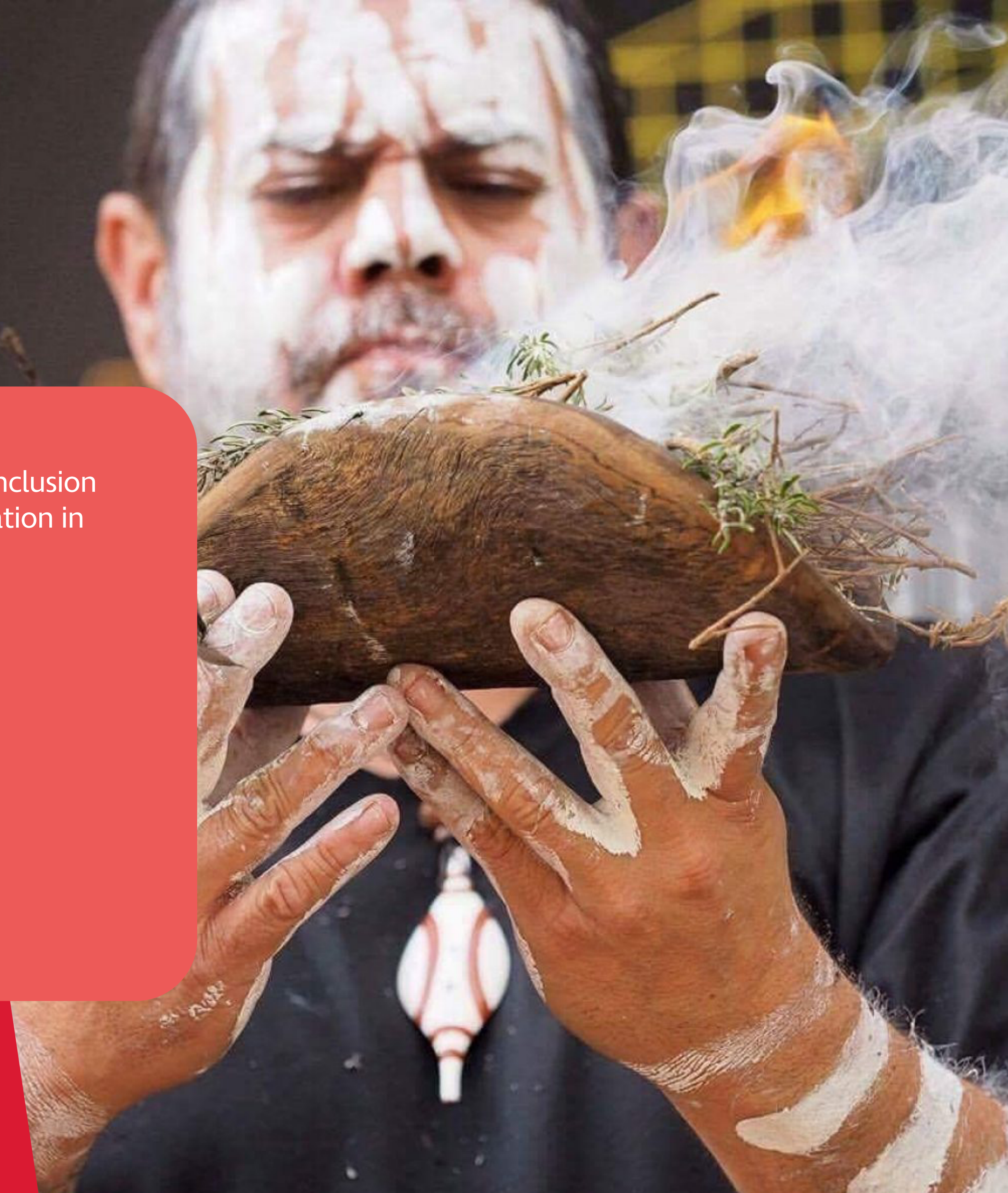
23 Disability access and inclusion
communities participation in
the life of the City

57 Cultural
engagements

18 Events with
a sustainable
approach

22 Aboriginal and Torres Strait
Islander communities
reconciliation initiatives

Image: Allan Sumner, Kaurna Ngarrindjeri Cultural Bearer
Photo: City of Adelaide



Connected Cultural Community

2018/2019

84

Strategic
partnerships
and residencies

↑ 17% increase

117

Cultural
engagements

↑ 105% increase

26

Aboriginal and Torres Strait
Islander communities
reconciliation initiatives

↑ 18% increase

35

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

↑ 52% increase

29

Events with
a sustainable
approach

↑ 61% increase

City of Adelaide's New Year's Eve, a Sustainable Event, 2019

Image: Sustainable roving 'waste performers' at
Photo: City of Adelaide



Cultural Identity

Adelaide's dynamic City culture its unique with beautiful and surprising places and spaces that contribute to our renowned creative reputation. As the most liveable city in the world, Adelaide is perceived as a vibrant and interesting place to live, visit and play.

Image: artists Moh Awudu & Jake Holmes, *Possible* (2020)
Photo: Lubega Photography



Cultural Identity

2017/2018

82%

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



Cultural Identity

2018/2019

78%

↓ 5% decrease

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



Image: Katie Pomery performing in The Empty Threats at Music in the Square.
Photographer: Morgan Sette

Cultural Economy

Adelaide's creative and cultural experiences in main streets, laneways and open spaces support the local economy. In addition to attracting trade and investment and creating employment, Adelaide's dynamic City culture brings in and retains global talent, encouraging interstate and overseas visitation. Creative and cultural activities make the City feel distinctive.

Image: OZ Asia Festival's Lucky Dumpling Market.
Photo: City of Adelaide



Cultural Economy

2017/2018

80.17% hotel
occupancy
rate in CBD

\$267.7 million

Major arts and cultural festivals economic contribution

\$233 million

Music Industry Contribution into the City (2015/16)



Cultural Economy

2018/2019

79.83% hotel
occupancy
rate in CBD

\$345.9million

Major arts and cultural festivals economic contribution

↑ 29.2% increase

\$285million

Creative industries contribution to South Australian economy (2017/18)



Cultural Incubation

Adelaide is recognised as a cultural incubator where creative people, enterprises and audiences flourish.

Image: Jeweller at Utopian Creations, Ebenezer Place
Photo: City of Adelaide



Cultural Incubation 2017/2018

19

Cultural & Creative
Start-ups

130

Culture Clubs
participants



Cultural Incubation

2018/2019

90

Cultural & Creative
Start-ups

↑ 374% increase

270

Culture Clubs
participants

↑ 108% increase

Image: Designer Paolo Sebastian at work
Photographer: Daniel Purvis



Social Wellbeing

A culturally vital city enables positive emotions, optimism and people having a sense of meaning, purpose and achievement.

Unlocking Adelaide's Wellbeing

Image: Flip Side Festival 2019.
Photographer: Jack Fenby



Social Wellbeing 2017/2018

86.2%

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

Image: City Library Out & About at Music in the Square.
Photographer: Shaun Li



Social Wellbeing

2018/2019

77.5%

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

Image: artist Marina Barbaro, *Return to the Village*, 2019.
Photographer: Jacqui Jakubowski



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**
- **Knowledge, ideas and insights**
- **Diversity of cultural expression**
- **Belonging to shared cultural heritage**

Cultural Outcomes

Image: *Already Home* exhibition install view featuring artwork by Ban She.
Photographer: Dave Court



Cultural Outcomes

2017/2018

The impact of City of Adelaide's cultural activities on the people who participated key creative projects.

8.08 Aesthetic enrichment

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. First time measured 2017-2018.

7.25 New knowledge, ideas and insight

The degree (1-10) to which the activity is a catalyst of intellectual stimulation, critical reflection, deeper understanding and creative thinking experiences. First time measured 2017-2018.

Image: Already Home exhibition install view featuring artwork by Molly Nampitjinpa Peterson. Photographer: Dave Court



Cultural Outcomes

2018/2019

The impact of City of Adelaide's cultural activities on the people who participated in Library Programs and Events, Strategic Cultural Partnerships and key creative projects.



8.95 Aesthetic enrichment
↑ 11% 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.

9.14 New knowledge, ideas and insight
↑ 26% increase

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

7.92 Belonging to shared cultural heritage

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.

8.84 Creativity stimulated

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.

8.61 Diversity of cultural expression

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.

Dynamic City: Arts and Culture Dashboard Data Analysis 2018/19

Cultural Experiences

Total participants: the increase in the number of people that participated in City of Adelaide's creative and cultural activities in 2018/19 was due to larger attendance at exhibitions and performances (including NYE, Christmas in the Square, and live music performances). Larger number of people using City cultural resources such as the heritage and folklore trails. There was also an increase in the number of people attending City library programs and activations.

Culture makers: there was a significant increase of 105% in 2018/19 in the number of people involved in creative processes as part of City libraries and community centres' programs. This change is reflective of a community need for activities where participants can make and create something themselves.

Creative cultural activities: the 30% increase in 2018/19 reflects the larger number of activities and programs that were available at City libraries and community centres.

Sessions offered: City of Adelaide's activities (particularly exhibitions and performances) were available for the public to participate in for more days in 2018/19. There were also more public tours available at the Adelaide Town Hall.

Events: the number of events occurring in the public realm (not including events taking place in the Adelaide Town Hall or the Council owned or leased buildings) was first reported in 2018/19.

Arts and cultural grants: the grants budget increased from \$208,000 in 2017/18 to \$247,000 in 2018/19 with the introduction of two grants categories (Cultural Promotions and Live Music Enterprise). The number of Quick Response grant applications received and approved also increased.

Sponsored events and festivals: The CoA sponsored events and festivals budget increased by 5% in 2018/19 and the proportion of festivals and events classified as 'cultural' increased.

Total onsite visitation to Adelaide's major cultural institutions: the organisations' annual reports reflected an 18% decrease in 2018/19 in the overall number of on-site visitors. Reports also noticed increases in regional and off-site programs, as well as online access and engagements. The onsite visitation numbers are also reflective of program variations year to year (Tarnanthi and Biennial occur only every two years). Major cultural institutions continue to play a central role in fostering cultural tourism welcoming 2.4 million visitors through their doors in 2018/19.

Attendance at major Adelaide festivals and events: whilst the data shows no significant increase, this was due to way in which Fashion Festival and Vogue Festival attendance was reported in the two years and the fact that some events do not run annually such as Adelaide International Guitar Festival, Festival of Ideas, and Glendi Greek Festival. On balance, for 2018/19 this means attendance at other events grew.

Live music licensed venues: the 2019 Music SA Live Music Census reflected a significant increase of 27% with 16 new live music licensed venues operating within the City of Adelaide boundary.

Adelaide live music gigs a month: the 2019 Music SA Live Music Census also revealed an increase of 11% of live music gigs in Adelaide.

Connected Cultural Community

Strategic partnerships and residencies: the number of residencies was stable across the two years with a substantial growth in the number of strategic partnerships with key creative and cultural outcomes in 2018/19.

Cultural engagements: the significant increase in the number of City of Adelaide's cultural engagements responds to a large number of sessions associated with the City of Edinburgh Knowledge Exchange program held in Adelaide in 2018/19. City of Adelaide's Art in the City e-news was also distributed monthly in 2018/19.

Aboriginal and Torres Strait Islander communities reconciliation initiatives: the number of reconciliation initiatives to engage the City of Adelaide and the community in reconciliation increased in 2018/19. This was due to the establishment of monthly meetings with Kurna Elders as part of City of Adelaide's enduring commitment to the Stretch Reconciliation Action Plan 2018-2021.

Disability Access and Inclusion communities participation in the life of the City: there was a 52% increase in 2018/19 in the number of City of Adelaide supported grants and sponsorship programs that integrated accessibility and inclusion. In February 2019 the City of Adelaide endorsed its Disability Access and Inclusion Plan 2019-2022 (DAIP).

Events with a sustainable approach: the exponential increase of 61% in the number of events with a sustainable approach in 2018/19 responded to the growing uptake of the City of Adelaide Sustainable Event Guidelines endorsed in December 2018.

Cultural Identity

Perception of Adelaide as a vibrant, interesting place to live, visit and play: the 5% decrease in 2018/19 is not considered substantial due to the acceptable variability inherent in sample surveys such as the CUP. 78% of the people surveyed maintained a high level of perception of Adelaide as a vibrant and interesting place to live, visit and play.

continued over page...

Dynamic City: Arts and Culture Dashboard Data Analysis 2018/19 (cont.)

Cultural Economy

Hotel occupancy rate in Adelaide CBD: there was not a significant change in the average percentage of CBD hotel bed night occupancy rates across 2018/19 which is reflective of a healthy tourism economy.

Major arts and cultural festivals' economic contribution: the economic contribution of major Adelaide arts and cultural festivals grew by 29% in 2018/2019 as reflected in the 2018 Adelaide Festivals Economic Impact Infographic. Both attendance and associated spending increased.

Music industry economic contribution into the City: the EconSearch analysis report (2017) was a one-off study highlighting the value of the music industry to South Australia. The report estimated that in 2015/16 most music activity took place in the City of Adelaide including: 65% of live contemporary music attendances and 72% of classical, musical theatre and opera; about 24% of music businesses and 22% of venues; and almost 2,000 direct music industry jobs (48 %). As a proportion of the whole South Australian music industry (\$375.3 million), activity in the City of Adelaide contributed 62%.

Creative industries contribution to South Australian economy: the 2019 Deloitte Access Economics report on the economic contribution of screen, music and craft assessed the economic contribution of the creative industries over the past five financial years (2013/14 to 2017/18). In total, the creative industries cluster is estimated to have contributed \$285 million in value added to the South Australian economy in 2017/18, and in total supported 3,629 full-time equivalent (FTE) jobs. In value added terms, the study concludes that every dollar of direct activity supports another dollar in other industries. Similarly, every two jobs in the creative industries cluster supports a job in another industry elsewhere in the South Australian economy.

Cultural Incubation

Cultural and creative Start-ups: the number of new initiatives and organisations that were supported through City of Adelaide led professional development opportunities more than tripled with a total of 90 participants supported in 2018/19. This is reflective of the new Business of Being Creative delivery model for 2019, working with a range of partners (Carclew, Flinders University New Venture Institute, Guildhouse, and The Helpmann Academy) to expand their incubation activities.

Culture Clubs participants: the doubling in the participation in 2018/19 was due to the increase in the number of Culture Clubs undertaken as well as the growth of audiences at each event.

Social Wellbeing

Social wellbeing: while a lower percentage of positive survey responses is reflected in 2018/19 this does not represent a decrease because a different measure was used. In 2017/18 the available data represented survey responses from the greater Adelaide metropolitan area. A more relevant data set was used in 2018/19 reflecting city-based results.

Cultural Outcomes

Cultural outcomes: questions specific to the *aesthetic enrichment and new knowledge, ideas and insights* were included in a trial of the cultural outcomes in 2017/18 as part of the evaluation of a small sample of creative projects delivered by City of Adelaide. A larger sample of programs was considered in 2018/19 with questions relevant to the five cultural outcomes. Results reflect that City of Adelaide's cultural activities are important for City residents and visitors to stimulate new knowledge, ideas and insight; provide experiences that are special and beyond the everyday; inspire creativity; and foster appreciation of different forms of cultural diversity.

Glossary of Cultural Indicators

Cultural Experiences

City of Adelaide facilitated and supported cultural and creative activities.

Source: Summary of CoA National Cultural Data Collection Project (undertaken annually and led by the Creative City team)

Total participants: the number of attendees at City of Adelaide led and delivered creative cultural activities as reported in the annual CoA Data Collection Sheet for the National Cultural Data Collection Project including free and paying audience members, as well as number of active enablers engaged by City of Adelaide to support the activity outside a directly creative role (facilitator, lecturer, teacher, tutor, guide, advisory group member, and others that enable the cultural activity to happen).

Culture makers: the number of people involved in the creative process of City of Adelaide led and delivered activities as creators as reported in the annual CoA Data Collection Sheet for the National Cultural Data Collection Project. 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. This figure excludes participants involved in a creative process and culture makers involved in cultural activities not directly delivered by the City of Adelaide (i.e. Umbrella Winter Sounds Festival which in 2017/18 involved 1,800 musicians).

Creative cultural activities: the number of presentational and developmental activities led and delivered by the City of Adelaide which embody or convey cultural expressions. Creative cultural activities may include exhibitions (arts, heritage, etc.), events, performances and activations (drama, music, dance, reading, etc.) publications (literary arts, multimedia, arts and cultural trails), public art installations, gatherings and ceremonies, talks, guided tours, creative recreational and arts education opportunities (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. Due to event systems changeover and the decommissioning of the previous system the number of events occurring in the public realm will be reported from the 2018-2019 financial year.

Arts and cultural grants: the number of grants awarded under the Arts and Cultural Grants program per financial year.

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.

Cultural and creative activities taking place across the City.

Sources: Libraries Board of South Australia Annual Report, Art Gallery of South Australia Annual Report, SA Museum Annual Report, History Trust of South Australia Annual Report, City of Adelaide Sponsorship Acquittals, Live Music Census SA

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 Cabaret Festival, Adelaide Festival of Arts, Adelaide Film Festival (biennial), Adelaide Fringe Festival, Adelaide International Guitar Festival (biennial), ANZAC Day Events, Anime and Video Game Festival, Australia Day in the City, Carols by Candlelight, Come Out Festival (biennial), Feast Festival, Festival of Ideas, Glendi Greek Festival, Indofest, Lunar New Year Street Party, New Year's Eve, OZ-Asia Festival, SALA Festival, WOMADelaide, Adelaide Fashion Festival, Tarnanthi Festival of Contemporary Aboriginal and Torres Strait Islander Art, Umbrella Winter Sounds Festival.

Adelaide live music gigs: the number of live music gigs performed in licensed venues across Adelaide and North Adelaide, not including festivals and events outside of licensed venues, as reported through the Live Music Census SA. Undertaken by Music SA, the census has been running annually since 2015 in the month of May to reflect the baseline while avoiding the heightened cultural activity that occurs during February and March (e.g. Adelaide Fringe and Adelaide Festival), and the summer and Christmas season.

Live music licensed venues: the number of licensed live music venues across Adelaide and North Adelaide including clubs, bars, hotels, pubs, markets, cafes, restaurants, entertainment and special licensed venues such as Adelaide Festival Centre, Victoria Square and Adelaide Town Hall as reported through the Live Music Census SA. From 2018/19 this research will include city businesses that are trialling new programs of live music, supported by the City of Adelaide's Local Buzz matched seed funding initiative.

Connected Cultural Community

Source: Collected from across City of Adelaide programs, including reporting on The Stretch Reconciliation Plan 2018-21 and the Disability Access and Inclusion Plan 2019-20 and The Sustainable Events Guidelines.

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.

continued over page...

Glossary of Cultural Indicators (cont.)

Connected Cultural Community (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 communities 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 communities 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-focussed city where the community collaborates, innovates and thrives.

*Note: Sustainable Event Guidelines were endorsed in December 2018. 2017/18 data includes the number of events/event organisers that CoA engaged with around the delivery events with a sustainable approach across the City.

Cultural Identity

Source: City of Adelaide City User Profile (CUP) Survey conducted annually in May.

Perception of Adelaide as a vibrant, interesting place to live, visit and play: The City User Population (CUP) Survey is a study of City users) conducted annually in May. The main purpose of CUP is to gain an understanding of the types people who visit and use the City, why they visit, how often they visit and how the City is perceived by City users. "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" is the question used to report on this cultural identity indicator.

Cultural Economy

Sources: STR Destination Report, Festivals Adelaide Economic Impact Study, Economic Contribution of the Music Industry in the City of Adelaide to South Australia, 2015/16 MDO report, and the Report on the economic contribution of screen, music and craft, Department for Innovation and Skills South Australia 2019 by Deloitte Access Economics.

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 SA.)

Music industry economic contribution into the City: the estimated economic contribution of the music industry in the City of Adelaide local government area to South Australia in terms of gross state product - GSP (including flow-on effects) as reported in the EconSearch analysis report commissioned by the Music Development Office (2017). GSP is a measure of the contribution of an activity to the economy and it is measured as a value of gross output (business revenue) less the cost of goods and services (including imports) used in producing the output. This once only report was commissioned to understand how much the economic contribution of the entire music supply chain in South Australia is attributable to activity in the City of Adelaide. As a proportion of the GSP economic contribution of the whole South Australian music industry (\$375.3 million), activity in the City of Adelaide contributed 62% of in 2015/16 due to live music and music business activities (where most GSP is generated) taking place within the City.

Creative industries contribution to South Australian economy: the estimated economic contribution of the creative industries cluster (screen, music, and craft sectors) as value added to the South Australian economy in 2017-18 and reported in the Deloitte Access Economics report. Commissioned by the Department for Innovation and Skills, the study aimed to better understand the growth potential of the creative industries cluster into the future, and to identify strategic insights to facilitate growth in the screen, music and craft sectors in South Australia over the coming years. The Deloitte report highlights that for 2017-18, every dollar of direct creative industries contribution supports another dollar indirectly, in other industries.

continued over page...

Glossary of Cultural Indicators (cont.)

Cultural Incubator

Source: Collected from across City of Adelaide programs

Cultural and creative Start-ups: the number of new initiatives and collectives across a variety of creative forms (visual art, film making, writing, music, performing, designing buildings and public spaces, and making games, clothes, jewellery and objects) that were supported through City of Adelaide led professional development opportunities. The number of participants of the Business of Being Creative program, a City of Adelaide initiative developed in collaboration with the creative, educational, entrepreneurial and philanthropic community to grow sustainable creative enterprise and the cultural vitality of the city are reported here.

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

Sources: Subjective Wellbeing Metropolitan Adelaide report South Australian Monitoring and Surveillance System (SAMSS), and City of Adelaide Resident Survey

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. Adelaide Metropolitan data (SAPHS) is used for 2017/18 representing survey responses from the greater Adelaide metropolitan area that extends beyond the boundary of the City of Adelaide. City of Adelaide Resident Survey data from 2018/19 onwards reflecting results that are city based.

Cultural Outcomes

Sources: City of Adelaide's event and post-event surveys and acquittals (City of Adelaide's led and supported activities).

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.



- ➔ **Showcase**
Residency
- ➔ **Showcase**
Music
- ➔ **Showcase**
Exhibition
- ➔ **Showcase**
Concert
- ➔ **Showcase**
Festival