CHRISTMAS IN THE CITY
5 YEAR STRATEGY & ACTION PLAN
2014-18

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Endorsed by Adelaide City Council on 26 August 2014
# CHRISTMAS IN THE CITY
## 5 YEAR STRATEGY & ACTION PLAN
### 2014-18

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1. Executive Summary

The ‘Christmas in the City’ Strategy and Action Plan sets out an overarching framework to inform the provision and delivery of Christmas celebrations in the City of Adelaide, including decorations, lighting, activities, events, retail activations and promotions.

It will assist in the planning and installation of decorations and festivities in the City over the Christmas season, starting from the Christmas Pageant in early November right through to New Years’ Eve, and outlines the vision, strategic direction and actions to enhance the Christmas in the City experience from 2014 and beyond.

The Strategy identifies opportunities to collaborate with stakeholders, including the State Government, arts and cultural organisations, precinct groups, retailers, businesses, charities and residents, and informs future priorities and actions to be implemented over the next 5 years (2014 to 2018). The Strategy and Action Plan will be evaluated annually with a provision for review in 2017/18.

2.1 The proposed vision for the City at Christmas time is:

A City transformed by colour, activity and light, where businesses prosper and people of all ages and backgrounds come to spend time with family, friends and neighbours.

2.2 The desired outcomes of the Christmas in the City Strategy are:

- More people spend more time in the City.
- City retailers, hospitality and small business prosper.
- The City feels vibrant and inviting and there is a unique sense of community and seasonal spirit.
- Residents and visitors to the City know what’s happening in the City and know how to access information about what’s on and what there is to see and do.
- The City is known for being the heart of the celebration of Christmas.
- Council co-creates with key stakeholders to provide unique and authentic experiences.
- Council-owned facilities experience increased visitation and usage, including Rundle Mall, the Adelaide Central Market and UPark.

2.3 The primary target audience for Christmas in the City decorations and festivities are:

- Children and families.
- Visitors to the City including shoppers and workers.
- Residents who live in the City and North Adelaide.
- Businesses and organisations in the City, especially retail, hospitality, arts and tourism.
2.4 Key partners needed to help deliver the Christmas in the City Strategy are:

- The State Government of South Australia, including Tourism SA, Events SA and the Department of Planning, Transport & Infrastructure
- The arts & culture Sector including the Adelaide Festival Centre and the North Terrace Cultural Precinct
- Retail Sector
- Hospitality Sector
- Rundle Mall Management Authority
- Adelaide Central Market Authority
- Precinct Groups
- Residents Groups
- Event Organisers
- Building / property owners
- Schools and Universities
- Media

2.5 Strategic Context

The Christmas in the City Strategy and Action Plan aligns with the City of Adelaide Strategic Plan 2012-16, *One City, Many Places*. In particular it addresses three key outcomes, which build on Adelaide’s strengths and capabilities:

**Creative City:**
- Foster creativity, cultural and artistic events and activities;
- Facilitate growth in creative businesses and industries.

**Prosperous City:**
- Build the capability of existing businesses and attract and foster new businesses and investment;
- Promote the growth of retail, tourism, education and research, and professional services sectors;
- Marketing materials to promote the City as a destination for business and investment.

**Liveable City:**
- Attract more residents and promote social mix;
- Develop a strong and resilient City community and increase participation in City life for people of all ages, cultures and means;
- Increase the capacity of the community to deliver ideas that improve the City;
- Create places and programs that promote social interaction.

The Christmas in the City Strategy and Action Plan also aligns with a number of other Adelaide City Council strategies and policy documents (Appendix 1), in particular the City of Adelaide Placemaking Strategy, *Experience Adelaide* - the (draft) Adelaide City Retail Strategy 2014-18 and *Good Evening, Adelaide* – the City of Adelaide Strategy for experiencing the City after 5pm.

The experience of Christmas in the City also supports the State Government’s ‘Creating a Vibrant City’ outcome and the South Australian Tourism Commission Plan 2012-14.
2.6 Guiding Principles

A set of guiding principles have been identified to guide the Strategy and Action Plan and ensure positive and tangible benefits can be achieved (see diagram 1).

*Diagram 1: Guiding Principles of the Christmas in the City Strategy and Action Plan*

<table>
<thead>
<tr>
<th>Guiding Principles</th>
<th>Description</th>
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<tbody>
<tr>
<td>Placemaking</td>
<td>Fostering a creative and interesting City of many places that are welcoming, safe and that attract people to live, visit and return. This includes working with the community to factor in the physical, social, cultural, economic and environmental qualities to ensure a high place capital (see diagram 2).</td>
</tr>
<tr>
<td>Co-creation and co-contribution</td>
<td>Co-creating with the community and encouraging individuals, residents, businesses and key organisations to work together to enhance the experience and offering of the City at Christmas time.</td>
</tr>
<tr>
<td>Authenticity</td>
<td>Offering authentic experiences that are unique to Adelaide, South Australia.</td>
</tr>
<tr>
<td>Consistency</td>
<td>Providing a consistent look and feel to Christmas in the City decorations and promotions, and ensuring there is a regular pattern of events and activities each year so that the City becomes known as a vibrant and exciting location at Christmas time.</td>
</tr>
<tr>
<td>Creativity</td>
<td>Tapping into the local creative and artistic talent to provide imaginative and innovative experiences in the City during the Christmas season, including creative lighting, decorations, events and activities.</td>
</tr>
<tr>
<td>Awareness</td>
<td>Building the community’s awareness of what’s on and what there is to see and do in the City during the Christmas season, and raising awareness of the City’s offering on a local, regional and national level.</td>
</tr>
</tbody>
</table>

*Diagram 2: The Fundamentals of Placemaking which underpin this Strategy and Action Plan*
2. Introduction

Christmas is a significant time of the year for a large majority of Australia’s population. While the season can mean different things to different people, with a wide variety of spiritual and religious traditions, Christmas is generally recognised as a special time to generate peace and kindness towards others. It’s a time for families and friends to come together, for children to experience the magic of the festivities and for communities and neighbours to unite and reconnect. It is also an important time to lend support to the less fortunate and disadvantaged members of our community.

As a Capital City, the City of Adelaide plays a pivotal role over the Christmas period for many South Australians. The City is often a central meeting point for people to come together, spend time and soak up the festive atmosphere with their family and loved ones. The City also hosts a number of events, activities and services over the Christmas season, and is an important hub for retail, hospitality and entertainment.

For many City-based businesses, particularly retailers, Christmas is the most important period of the year which incorporates a peak season of shopping leading up to Christmas day, and a period of sales at the end of the season starting from Boxing Day. Results from the Christmas period are often viewed as a marker of consumer confidence leading into the new calendar year.

Adelaide City Council has a key role in decorating and lighting up the City for Christmas as well as coordinating and marketing the City-wide offering on behalf of businesses, retailers and event promoters. Council’s actions are also complemented by religious ceremonies, community-led events, art and cultural performances, major events such as the Credit Union Christmas Pageant and Carols by Candlelight, which Council sponsors, and local retail traditions such as the Magic Cave in Rundle Mall.

At a time when the City of Adelaide is undergoing significant change led by a number of major development projects including the redevelopment of Rundle Mall and Stage 1 of the Victoria Square / Tarantanyangga upgrade, it’s an opportune time for Council to develop a Strategy and Action Plan to enhance the experience of Christmas in the City over the next five years and beyond.

By planning and implementing a Strategy and Action Plan, Christmas festivities will attract more people to spend more time in the City, encourage the community to come together and participate in a range of experiences and will be fundamental to the economic, cultural and social enhancement of the City for years to come.
3. Current Offering and Opportunities

In developing the Christmas in the City Strategy and Action Plan, it is important to consider the current offering, including an analysis of what the strengths and challenges are for the City over the Christmas period.

An ongoing tradition for the City of Adelaide is the giant Christmas Tree in Victoria Square. Council is responsible for the installation and lighting of the tree in the lead up to Christmas; historically this has also involved opportunities for the community to donate a gift or make a donation to charity, as well as competitions for children to turn on the Christmas tree lights. In 2012, the lights on the tree were refurbished and upgraded to LED. The upgrade enables 15,000 programmable LED nodes which have the capacity to create different lighting displays throughout the Christmas period, such as a rolling display saying “Adelaide City Council wishes everyone a merry Christmas” or graphics of Christmas symbols such as bonbons, Father Christmas, snowflakes and candy canes.

Diagram 4: Victoria Square Christmas Tree 2013

For many years, Council has also played host to a range of Christmas events and activities, predominantly in Victoria Square, such as children’s rides, carol-singers and markets. While Council continues to support and facilitate the Christmas Pageant and the Lord Mayor’s Christmas Function is an ongoing event, the number of events and activities put on by Council has reduced, opting to play more of an enabler role for community-led initiatives.

Council supports precinct groups through an annual fund for local decorations and activities. This has led to variation in the type of decorative and lighting ornaments put on display. Precinct groups have a very limited supply of decorations and lighting; some groups such as the Gouger Street Traders Association hire decorations each year while other groups either rely on the supplies of individual businesses or use decorations that have a very limited lifespan lasting one season. In recent years the City South Association has engaged an event management company to put on a lighting display in Whitmore Square which involves hundreds of smaller coloured globes running north to south and east to west across the Square paths, plus some coloured spotlighting of individual large trees. In 2013 traders from each precinct were offered discounted indoor and outdoor lights; however with no take up.
In addition to the giant Christmas tree, Council itself installs some decorations around the City, including tree lighting on King William Street and North, garlands on the Adelaide Town Hall façade, decorations inside the Town Hall foyer, and flags and banners on key streets. Rundle Mall and the Adelaide Central Market also own and install decorations in each of the precincts. In recent years, Christmas-inspired lighting projections on the Rundle Lantern and in Rundle Street have also been rolled out. However, the vast majority of the decorations that the City owns are at or nearing the end of their lifespan and do not have a cohesive theme or presence.

The overall ‘look and feel’ of the Christmas in the City brand has been slightly tweaked each year but has remained relatively the same for over a decade. Each year a City-wide marketing campaign is delivered in the lead up to Christmas, usually involving both print and digital collateral, greeting cards, posters, floor and bin decals, a web presence and social media. Retail trails, promotions and competitions have been trialled with various levels of success. TV and radio promotions have been scaled back in recent years in favour for online promotions.

### 3.1 Strengths of the City at Christmas time

- Strong existing events calendar including the Christmas Pageant and Carols by Candlelight
- Retail choice and diversity
- Rundle Mall events and activities, including the Magic Cave
- Key decorations including the giant Christmas Tree in Victoria Square and street tree-lighting along North Terrace and King William Street
- Warm, Mediterranean climate
- Season falls during daylight savings (average of 14.5 daylight hours in December)
- City’s size makes it compact and easy to walk around
- Different precincts offer different experiences

### 3.2 Opportunities for the City at Christmas time

- Currently there is no consistent look and feel to Christmas in the City rather a mixture of lighting, decorations and promotional materials.
- While there are a number of events and activities that occur in the City for Christmas, there is limited coordination or cross collaboration between activities and event organisers.
- Gaining building owner approval and access to power connections to install lighting and decorations on some streets / public areas.
- Competing offerings of inner City suburbs, particularly in regards to retail and parking
- Relatively small residential population in the City compared to metropolitan Adelaide
- The upfront and operational costs involved purchasing, installing, dismantling, maintaining and storing lighting and decorations.
- Up until now there has not been an overarching Strategy to guide the Christmas in the City offering

![Diagram 6: Tree lighting on North Terrace, 2013](image-url)
### 3.3 Learnings from other Cities

In planning for Christmas in the City of Adelaide, it is also useful to assess how other cities celebrate and plan for Christmas (see diagram 5, over page).

#### Diagram 5: Overview of Christmas lighting, decorations and festivities in other Cities:

<table>
<thead>
<tr>
<th>City</th>
<th>Overview</th>
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<tr>
<td>City of Melbourne</td>
<td>Melbourne invested $2.6 million on Christmas decorations in 2011 with a projected lifespan of 5-10 years. Highlights include Christmas images projected on to key buildings such as St Paul's Cathedral and the State Library, &quot;gift wrapping&quot; the Town Hall and decorations suspended from tram lines on Swanston St and across the Southbank pedestrian bridge. Christmas 2013 in Melbourne attracted more than 200,000 people to Council's Christmas Square activation and had a 64% visitation increase to the Square due to the “Ginger Bread Exhibit”.</td>
</tr>
<tr>
<td>City of Geelong</td>
<td>Geelong has recently endorsed a floating ‘25m carbon fibre and aluminium tree’ to be erected on a barge in Corio Bay for approximately six weeks of the year. The total cost of the tree is $990k (not including power) and is projected to be a major tourist draw card that would inject a forecast $18 million into the local economy and generate $20 million in global media coverage.</td>
</tr>
<tr>
<td>City of Hobart</td>
<td>Hobart is currently investigate the possibilities of introducing upgraded decorations, including appropriate lighting on the Hobart Town Hall and in the Elizabeth Street mall commencing Christmas 2014. They are looking at introducing a larger Christmas theme to the City and Town Hall that would welcome visitors not only during the day but as an evening “family and community” event.</td>
</tr>
<tr>
<td>City of Sydney</td>
<td>In 2012 Sydney engaged a “Christmas creative consultant” to develop a program for Christmas 2012-15. The Program aims to ensure Christmas increases foot traffic for retailers, positions Sydney as a shopping destination of choice, appeals to families and offers visitors a unique cultural experience. In 2013, the new program was introduced with a five week season of celebrations, promotions and interactive installations. In 2012/13 Sydney budgeted over $1.4m for Christmas which included resourcing, operation and plant and asset costs, marketing and $250k in matched funding for projects developed in partnership with community organisations and businesses. In 2013/14 they spent $879k and have budgeted $1.925m for 2014/15, which will include an “Evergreen Sydney, City of Christmas trees” theme. Approximately every 3 years the City seeks tenders for new lights and decorations. The upfront costs are only incurred once every three years – the operational costs—largely installation and dismantling – are incurred each year.</td>
</tr>
<tr>
<td>City of London</td>
<td>While London often experiences a “White Christmas”, the City offers an extensive and coordinated Christmas program including walks, theatre, ice skating, lights, markets, concerts and dance performances. The City also has world famous major lighting installations and marketing campaigns in locations such as Oxford Street, Carnaby Street, Regent Street and Covent Garden.</td>
</tr>
<tr>
<td>City of New York</td>
<td>New York hosts an annual Christmas spectacular concert at Radio City Musical Hall, a giant tree in Rockefeller Centre and the Botanic Gardens host an annual train show that features City landmarks and extends a quarter of a mile. There is also a skating rink and carriage ride through Central Park and windows a Macy’s are an ever-changing wonderland of animatronics and set design.</td>
</tr>
<tr>
<td>City of Singapore</td>
<td>Singapore’s ‘Christmas in the Tropics’ is a mostly secular festival, celebrated with a highlight on shopping, entertainment and Christmas lights. The shopping districts of Orchard Road and Marina Bay explode in a shower of light with stunning light shows. Shopping is the central activity for Christmas in Singapore. Outside of the Great Singapore Sale, the promotions and the freebies offered by Singapore’s shopping centres leading up to Christmas are the biggest incentive and designed to hitchhike on the Christmas spirit and get Christmas bystanders come in.</td>
</tr>
</tbody>
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3.4 Current Opportunities

A key learning from the world's top Christmas destinations is that most have a central public area where the community can come together, take part in events and activities and soak up the spirit of Christmas. While events, activities and retail offers occur across the City of Adelaide, it is recommended that Victoria Square is positioned as the main community focal point at Christmas time. Focusing activities in one area will also help attract a critical mass of people in the City.

With the northern section recently upgraded, Victoria Square provides a central meeting point for a range of events and activities to occur. As well as playing host to the giant Christmas tree, the event area provides a suitable platform to host a range of Christmas activities and a number of buildings surrounding the Square present unique opportunities to enhance the Christmas experience with lights, decorations and projections. The Square’s close proximity to Adelaide Central Market, Rundle Mall and the West End, enhanced by the free City tram down King William Street, provides a strong connection to the main retail and entertainment areas of the City with opportunities to utilise decorations, lights and the AdelaideFree City Wi-Fi network to lead visitors to and from each precinct. Victoria Square also has clear links to surrounding retail and hospitality precincts, including the Adelaide Central Market, Gouger Street, Grote Street and Waymouth Street.

Other areas of the City will continue to be important destinations for residents and visitors, including Hutt Street, Melbourne Street, O’Connell Street, Grote Street, Gouger Street, Hindley Street, Rundle Mall and the East End. In addition to Victoria Square, it is therefore crucial that localised and coordinated events, activities and offerings continue to occur along mains streets, laneways and other squares throughout the City and North Adelaide.

The whole City-wide offering needs to be packaged up and promoted through a coordinated and modern look and feel, enhanced through updated street decorations, appropriate lighting adornments and general and targeted marketing campaigns. There are also a range of opportunities to build on the City’s existing retail and hospitality offering over Christmas and support small business, including providing incentives and motivations for shoppers, residents, families and visitors.

Another key opportunity for Christmas in the City is to lend support to local charities. In 2013, Council entered into its first corporate social responsibility partnership with St Vincent De Paul Society (SA) and Christmas provides an opportune time to raise funds and awareness to support the work of Vinnie’s. There are also a range of other organisations that the City could support over Christmas, including but not limited to charities that support local children and the homeless. Through a coordinated approach, and collaboration with local business, Christmas in the City could assist in raising important funds and awareness for charities through a number of special events and activities.

Adelaide is well known as the ‘City of Churches,’ with around 50 churches and cathedrals located in the City and North Adelaide. Christmas provides an opportune time to play on this connotation and collaborate with church choirs, carollers and other community groups to showcase the City’s spiritual offering during the Christmas season. In addition, St Peter’s Cathedral in North Adelaide, St Francis Xavier Cathedral in the City and the Adelaide Town Hall also host bell towers that can be rung to provide a harmonic backdrop at key times.
4. Christmas in the City – 5 Year Strategy

The Christmas in the City Strategy builds on the existing offering over a 5 year staged approach. The Strategy recognises that there are spiritual, social and commercial aspects to Christmas and aims to enhance the magic, spirit and joy of the festive season across the City and North Adelaide.

The four main components of the Christmas in the City Strategy are:

4.1 LIGHTING AND DECORATIONS

*High quality decorations and lighting projects in key streets and public areas that are unique to Adelaide*

4.2 PRECINCTS, RETAIL AND HOSPITALITY

*Working with precinct groups, retail, hospitality and small business to enhance their offering.*

4.3 EVENTS AND ACTIVITIES

*An entertaining calendar of events and activities for people of all ages and backgrounds.*

4.4 MARKETING AND PROMOTIONS

*Fun, high-impact marketing and promotions of what’s on and what there is to see and do.*

Underpinning all of the above is a consistent look and feel to Christmas in the City festivities.
# 4.1 QUALITY LIGHTING AND DECORATIONS

Decorations and lighting play a pivotal role in creating a festive feel of a City at Christmas time. Done right they can add colour and vibrancy to City streets and buildings, and enhance the magic and joy of the season.

Given that Christmas in Adelaide falls during the summer season, it’s recommended that street and building decorations should be reflective of the local, Australian climate (i.e. not inspired by European winters). High-quality street decorations should be sought, in keeping with a new, modern look and feel, and installed in key areas in a staged approach. In the first instance, decorations, including appropriate lighting, should be focused around Victoria Square and King William Street strengthening its links to Rundle Mall and the West End. In subsequent years, enhanced decorations and festive lighting can be rolled out to other main streets, particularly along retail and hospitality strips where there are a frequent number of visitors.

There is a wide range of street decorations, motifs and Christmas lighting supplies that can be sourced from around the world. It’s recommended that decorations and lights should be tendered every 3 years and where possible obtained from local Australian suppliers; however, it’s also important to ensure best value for money on behalf of ratepayers. Any decorations that require power should be energy efficient and sustainable in keeping with Council’s commitment to be a ‘Green City’ and reduce carbon emissions.

Suitable locations to hang and install decorations in key streets and public areas will be identified including opportunities to utilise existing infrastructure wherever possible, such as street poles and flag and banner brackets. To ensure that a special feel to Christmas in the City is maintained, lighting and decorations should be installed in time for the Christmas pageant and removed after New Year’s Eve (early January) each year. Appropriate resources also need to be provided to allow for the safe and appropriate installation, dismantling and storage of public decorations each year.

**AIMS FOR LIGHTING AND DECORATIONS:**

- Ensure decorations, including appropriate lighting, are unique and authentic to Adelaide, have a consistent look and feel and are themed appropriate for each precinct.
- The City feels vibrant and inviting, and key areas and characteristics of the City are highlighted through high quality and innovative decorations and lighting displays.
- Add to the existing ambience of the Christmas season and attract more visitors to the City through innovative and unique decorations and illumination projects.

See Section 6.1 of the Action Plan on pages 20-23 for the recommended actions to enhance the City’s Christmas decorations and lighting displays over the next 5 years.

**Diagram 7: Examples of what Christmas decorations and lighting could look like...**
4.2 PRECINCTS, RETAIL AND HOSPITALITY

The retail and hospitality industry sectors in the City of Adelaide employ 16,575 people and account for approximately 14% of the City’s workforce. As a result, retailers and hospitality venues play a large role in influencing the social and commercial fabric of the City over the Christmas season, connecting people with places, linking the districts, inspiring confidence and providing customers with more authentic and remarkable experiences.

With the rise of online shopping and the competing offerings of inner metro suburbs, it can be difficult for some City-based retailers and businesses to attract customers during the busy period leading up to Christmas. Council can play a role in supporting and working with businesses to promote their individual offering as well as market the City as a destination for visitors and shoppers at Christmas time.

In previous years, Adelaide City Council has helped support precinct groups, retailers and hospitality venues leading up to Christmas through coordinated promotions such as what’s on guides, Christmas newsletters, posters, floor and bin decals, digital screens, website presence, competitions and social media promotions. In 2013, a ‘Christmas Trail Map’ was developed which showcased some City based retail offers and was distributed within the City and surrounding areas. Feedback received from precinct groups and participating businesses was varied with some mentioning that the promotion helped raise their business profile while for others the campaign had no measurable impact. There was a general consensus though from businesses that they welcomed being involved and participating in a joint promotion.

Another important part of enhancing the Christmas in the City experience is supporting businesses and entrepreneurs to pursue innovative new ventures across the City. This involves partnering and co-creating with businesses and the community to try out new ideas and transforming the streets and Squares into places for people.

As part of the Christmas in the City offering, Council in recent years has funded each precinct group $8,000 to activate and promote each of their areas over Christmas ($10,000 is given to each precinct group ($70,000 in total); however, $2,000 has traditionally been is refunded to Council from each group to go towards installation of flags, banners and decorations). Precinct groups put the funding towards events, activities, decorations, including lighting in some case, and localised marketing.
Precinct groups will continue to play an integral role in helping dress and decorate the City for Christmas as well as help in the facilitation of events and activities. Through a placemaking approach, there will be opportunities in further stages to evaluate the current funding model and explore options to continue to support precinct groups during the festive season.

**AIMS FOR PRECINCTS, RETAIL AND HOSPITALITY:**
- Generate increase foot traffic for City retailers, hospitality and small business
- Position the City as the premier retail destination for Christmas shopping in South Australia
- Increase the City’s economic output and benefits for retailers, hospitality and small business
- Encourage and support the retail sector, hospitality industry, entrepreneurs and small business to collaborate, promote their offering and try out new ideas.

See Section 6.2 of the Action Plan on pages 24-25 for the recommended actions to work with and support the retail and hospitality sector during the Christmas season over the next 5 years.
4.3 EVENTS AND ACTIVITIES

The City of Adelaide already offers up a hive of activity during the Christmas season, beginning with the annual Credit Union Christmas Pageant in early November. On average over 320,000 people come into the City to watch the Pageant, which features over 60 floats and 170 moving performing sets which wind their way through the City streets, leading the way for the final float carrying a very special guest, Father Christmas.

From the Pageant right through to New Year’s Eve, there are a number of events and activities that are hosted in the City, such as the Magic Cave hosted in David Jones, Christmas Proms at the Adelaide Festival Centre, Carols by Candlelight in Elders Park and the Motorcycle Riders’ Associations Annual Toy Run which sets off from Victoria Park via Hutt Street on the second Sunday in December.

The City’s retail and hospitality precincts also host a range of activities, including school holiday events for children, Christmas carolers and live music performances, as well as regular visits from Father Christmas. There are also a number of corporate, private and charity events and parties held at various venues across the City and a number of religious services, particularly on Christmas Eve and Christmas Day. Just outside of the City is the West End Brewery Christmas Lights which attracts visitors from all over metropolitan Adelaide from November to December, and in recent years a ‘Christmas Tree Festival’ has been held in Bonython Park.

Although there is already a good supply of events and activities in the City for Christmas, there tends to be a lack of coordination between activities and no consistency in the way they are leveraged, marketed and evaluated. It is recommended that events and activities are promoted through a central online portal (see also 5.4 Marketing and Promotions) and that individual precincts collaborate to put on a showcase on selected days to really show off their offering, including ‘exclusive’ shopping previews, in-store offers, bands, food and entertainment.

There are also opportunities to add to the existing offering by programming a series of events and activities in Victoria Square to support the positioning of the Square as a central focal point during Christmas. Building on the location of the giant Christmas tree, it is recommended that applications are sought from the local community, including businesses, residents and precinct groups, for community-led events and activities to be held in Victoria Square. In the initial stages, it would also be beneficial for Council to facilitate, partner with and incentivise event organisers, community groups and businesses to demonstrate how the space can be used, including reenergising the Christmas tree lighting event.

The custom of giving and receiving presents at Christmas time also provides opportunities to spread general goodwill and kindness towards others within the community. ‘Guerrilla gift giving’ and random acts of kindness can help spread the festive vibe through and inject some fun and magic into the Christmas season.

The giant Christmas tree in Victoria Square also lends itself to partnership opportunities with local charities. In previous years the tree has been accompanied with a community drive to give a present or donation to a local charity; this should again be explored to assist in raising important funds and awareness for local organisations. There are also other opportunities to partner with local charities in other precincts to help those less fortunate.
AIMS FOR EVENTS AND ACTIVITIES:

- Offer City residents, workers and visitors a unique festive and cultural experience.
- Ensure there are a range of events and activities on offer throughout the season, for people of all ages and backgrounds.
- Appeal to families during the school holiday period
- Work with local businesses, organisations and event organisers to deliver a unified program of Christmas activity.
- Leverage economic opportunities and facilitate increased patronage of other key summer events including New Year’s Eve and visits to cultural institutions and tourists attractions
- Draw increased numbers of visitors from rural and regional SA, as well as other Australian States

See Section 6.3 of the Action Plan on pages 26-27 for the recommended actions to enhance the City’s Christmas events and activities over the next 5 years.

Diagram 8: Examples of what Christmas events and activities could look like...
4.4 MARKETING AND PROMOTIONS

Marketing and promotions are vital components of the Christmas in the City experience. Not only does marketing help build awareness of what’s on and what there is to see and do during the festive season, it can also be a key driver in attracting shoppers, families and visitors to the City, and in turn bring economic and social benefits to the local community.

The current Christmas in the City look and feel has been in place for a number of years and is in need of a refresh, not only to enhance the ‘brand’ of the City at Christmas time but also reflect the added sense of vibrancy that has evolved in the City over recent years.

It is therefore recommended that a new design scheme and logo for ‘Christmas in the City’ is created and a new brand position to be rolled out across marketing and promotional materials from Christmas 2014 onwards. Once the new design scheme is chosen, there will be opportunities to integrate the design intent through decorations and lighting.

Crucial to the success of Christmas in the City is working with different sector groups, event organisers, businesses and precincts to collaborate and work together to promote their offering. This City-wide approach can be promoted through a dedicated webpage (hosted from the Adelaide City Council website) which can provide a central portal for residents, visitors and consumers with a range of information about retail offers, experiences, events and activities. There are also opportunities to utilise new technologies and the AdelaideFree City WiFi to deliver an interactive project to enhance the Christmas in the City offering.

Linking to the website, a range of fun and high-impact marketing channels should be used to capture key target audiences and engage the biggest number of people in the City and surrounding suburbs. New and innovative opportunities should continue to be explored for online, digital, social media, TV, radio, direct mail, outdoor, point of sale and event marketing.

AIMS FOR MARKETING AND PROMOTIONS:

- Building the community’s awareness of what’s on and what there is to see and do in the City during the Christmas season
- Raise awareness of the City’s offering on a local, regional and national level.
- Increase the City’s profile as a cultural hub and a lively and engaging place to visit
- Encourage sector groups, event organisers, business and precincts to connect-up and package experiences

See Section 6.4 of the Action Plan on pages 28-29 for the recommended actions to enhance the marketing and promotion of Christmas in the City offering over the next 5 years.
5. OVERVIEW – WHAT WILL CHRISTMAS IN THE CITY LOOK LIKE?

Stage 1 - CHRISTMAS 2014:
- **Focus areas:** Victoria Square and lighting / decorations connecting Adelaide Central Market to Rundle Mall via King William Street
- **Lighting:** Appropriate street and tree lighting along King William Street, including Adelaide Town Hall, North Terrace and Victoria Square.
- **Projections:** Utilise existing wall projector on Rundle Street and the Rundle Lantern.
- **Decorations:** Focus on Victoria Square – live music, carols, Santa's mailbox, Christmas Tree – and activities that link the Square to key retail, hospitality and entertainment precincts including the Adelaide Central Market and Rundle Mall.
- **Events:** Focus on Victoria Square
- **Precincts:** Ongoing precinct group support including working with precinct groups, retailers and hospitality industry to promote their offering via social and digital media.
- **Marketing:** Introduce new look and feel to ‘Christmas in the City’ across marketing collateral, new webpage to host information and promote retail offers and specials and collaborate with key stakeholders on marketing and cross-promotions.

Stage 2 - CHRISTMAS 2015:
- **Focus areas:** Victoria Square and lighting / decorations connecting Adelaide Central Market to Rundle Mall via King William Street
- **Lighting:** Appropriate street and tree lighting along King William Street, including Adelaide Town Hall, North Terrace and Victoria Square; work with precinct groups, businesses and residents to light up shopfronts and buildings; explore options to utilise new lighting in Rundle Mall.
- **Projections:** Trial projections on key buildings surrounding Victoria Square, and utilise existing wall projector in Rundle Street and the Rundle Lantern.
- **Decorations:** New decorative street motifs (in Victoria Square and along King William Street, from Victoria Square to North Terrace); Introduce Christmas focused public art and explore opportunities to decorate interiors of Connector Bus and Tram.
- **Events:** Events and activities in Victoria Square; work with Christmas Pageant and Carols by Candlelight to build on existing event offering; trial guerrilla gift giving; explore opportunities to partner with charities over the Christmas season; explore opportunities to host art or confectionary display at the Adelaide Town Hall and / or Victoria Square.
- **Precincts:** Ongoing precinct group support including working with precinct groups, retailers and hospitality industry to promote their offering via social and digital media; work with Enterprise Adelaide to host workshops on running events and marketing leading up to Christmas; provide ‘Christmas in the City’ toolkit; encourage precinct groups to decorate shopfronts and building exteriors; trial guerrilla gift giving.
- **Marketing:** Continue to implement new look and feel to ‘Christmas in the City’ across marketing collateral, new webpage to host information and promote retail offers and specials, collaborate with key stakeholders on marketing and cross-promotions; explore opportunities to promote Christmas in the City on public transport; partner with Events SA and SATC to promote Christmas in the City offering across SA and interstate; roll-out targeted marketing campaigns to encourage visitors to Adelaide Aquatic Centre, North Adelaide Golf Course and UPark; target promotions to families through school, community groups, sporting clubs and childcare facilities.
Stage 3 - CHRISTMAS 2016:

Focus areas: Victoria Square, King William Street, Town Hall, North Terrace and Laneways.

Lighting: Appropriate street and tree lighting along King William Street, including Adelaide Town Hall, North Terrace and Victoria Square; work with precinct groups, businesses and residents to light up shopfronts and buildings; utilise new lighting in Rundle Mall; partner with key stakeholders to introduce decorative lighting projects in laneways; explore opportunities to light up key buildings along North Terrace.

Projections: Projections on key buildings surrounding Victoria Square, and utilise existing wall projector in Rundle Street and the Rundle Lantern.

Decorations: New decorative street motifs (Rundle Street, Gouger Street and North Terrace), partner with key stakeholders to enhance decorations on North Terrace and laneways; Christmas focused public art, decorate interiors of Connector Bus and Tram.

Events: Events and activities in Victoria Square; work with Christmas Pageant and Carols by Candlelight to build on existing event offering; trial guerrilla gift giving; explore opportunities to partner with charities over the Christmas season; explore opportunities to host art or confectionary display at the Adelaide Town Hall and / or Victoria Square; encourage resident groups to host neighbourhood Christmas parties.

Precincts: Ongoing precinct group support including working with precinct groups, retailers and hospitality industry to promote their offering via social and digital media; work with Enterprise Adelaide to host workshops; provide ‘Christmas in the City’ toolkit; encourage precinct groups to decorate shopfronts and building exteriors; trial guerrilla gift giving; work with precinct groups to trial special resident-only shopping offers.

Marketing: Continue to implement new look and feel to ‘Christmas in the City’ across marketing collateral, new webpage to host information and promote retail offers and specials, collaborate with key stakeholders on marketing and cross-promotions; promote Christmas in the City on public transport, across SA and interstate; roll-out targeted marketing campaigns to encourage visitors to Adelaide Aquatic Centre, North Adelaide Golf Course and UPark; target promotions to families through school, community groups, sporting clubs and childcare facilities; explore opportunities to utilise digital signage.

Stage 4 - CHRISTMAS 2017:

Focus areas: Victoria Square, King William Street, Town Hall, North Terrace and Laneways, Riverbank and Light Square.

Lighting: Appropriate street and tree lighting along King William Street, including Adelaide Town Hall, North Terrace and Victoria Square; work with precinct groups, businesses and residents to light up shopfronts and buildings; utilise new lighting in Rundle Mall; decorative lighting projects in laneways; explore opportunities to light up key buildings along North Terrace; partner with key stakeholders to trial new decorative lighting along the Riverbank and in Light Square and Hindmarsh Square.

Projections: Projections on key buildings surrounding Victoria Square, and utilise existing wall projector in Rundle Street and the Rundle Lantern.

Decorations: New decorative street motifs (O’Connell, Hutt and Rundle St), partner with key stakeholders to enhance decorations along the Riverbank and in Light Square and Hindmarsh Square; Christmas focused public art, decorate Connector Bus and Tram.

Events: Events and activities in Victoria Square; work with Christmas Pageant and Carols by Candlelight to build on existing event offering; trial guerrilla gift giving; explore opportunities to partner with charities over the Christmas season; explore opportunities to host art or confectionary display at the Adelaide Town Hall and / or Victoria Square; encourage resident groups to host neighbourhood Christmas parties.

Precincts: Ongoing precinct group support including working with precinct groups, retailers and hospitality industry to promote their offering via social and digital media; work with Enterprise Adelaide to host workshops; provide ‘Christmas in the City’ toolkit; encourage precinct groups to decorate shopfronts and building exteriors; trial guerrilla gift giving; work with precinct groups to trial special resident-only shopping offers.
Marketing: Continue to implement new look and feel to ‘Christmas in the City’ across marketing collateral, new webpage to host information and promote retail offers and specials, collaborate with key stakeholders on marketing and cross-promotions; promote Christmas in the City on public transport; promote Christmas in the City on public transport, across SA and interstate; roll-out targeted marketing campaigns to encourage visitors to Adelaide Aquatic Centre, North Adelaide Golf Course and UPark; target promotions to families through school, community groups, sporting clubs and childcare facilities; utilise digital signage; explore opportunities for illuminated signage / lighting on City trams and Connector Bus.

Stage 5 - CHRISTMAS 2018:

Focus areas: Victoria Square, King William Street, Town Hall, North Terrace and Laneways, Riverbank and Light Square, West End.

Lighting: Appropriate street and tree lighting along King William Street, including Adelaide Town Hall, North Terrace and Victoria Square; work with precinct groups, businesses and residents to light up shopfronts and buildings; utilise new lighting in Rundle Mall; decorative lighting projects in laneways; light up key buildings along North Terrace; decorative lighting along the Riverbank and in Light Square and Hindmarsh Square; partner with key stakeholders to trial new decorative lighting in Wellington and Hurtle Square; explore opportunities to light up key buildings in the West End and key assets / trees along key Park Land roads.

Projections: Projections on key buildings surrounding Victoria Square, and utilise existing wall projector in Rundle Street and the Rundle Lantern.

Decorations: New decorative street motifs (King William Rd, King William St and Melbourne St), partner with key stakeholders to enhance decorations in Wellington and Hurtle Square, Christmas focused public art, decorate interiors of Connector Bus and Tram.

Events: Events and activities in Victoria Square; work with Christmas Pageant and Carols by Candlelight to build on existing event offering; trial guerrilla gift giving; explore opportunities to partner with charities over the Christmas season; explore opportunities to host art or confectionary display at the Adelaide Town Hall and / or Victoria Square; encourage resident groups to host neighbourhood Christmas parties.

Precincts: Ongoing precinct group support including working with precinct groups, retailers and hospitality industry to promote their offering via social and digital media; work with Enterprise Adelaide to host workshops; provide ‘Christmas in the City’ toolkit; encourage precinct groups to decorate shopfronts and building exteriors; trial guerrilla gift giving; work with precinct groups to trial special resident-only shopping offers.

Marketing: Introduce new look and feel to ‘Christmas in the City’ across marketing collateral, new webpage to host information and promote retail offers and specials, collaborate with key stakeholders on marketing and cross-promotions, communicate to residents, workers, families and visitors, promote on public transport; illuminated signage / lighting on City trams and Connector Bus.
### 6. THE ACTION PLAN

#### 6.1 PART A: LIGHTING

Note: All lighting ornaments to be installed in time for the Christmas pageant each year and taken down after New Year’s Eve.

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<tbody>
<tr>
<td>1. Meet with SA Power Network and other key stakeholders to discuss co-creation and partnership opportunities for Christmas lighting, including installation and electricity use.</td>
<td>* SA Power Network (SAPN)</td>
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<tr>
<td>2. Install appropriate and sustainable lighting decorations in Victoria Square including activating GoBo’s, tree lighting and programing coloured lights on the fountain and water feature.</td>
<td>* Surrounding building owners / tenants</td>
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<tr>
<td></td>
<td>* State Gov.</td>
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<td>* SAPN</td>
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<tr>
<td>3. Explore opportunities to light up the façade of Adelaide Town Hall.</td>
<td>* SAPN</td>
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<td>4. Continue to install street lighting in trees on North Terrace and King William Street (expand length of street if possible).</td>
<td>* Building owners / tenants</td>
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<td></td>
<td>* SAPN</td>
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<tr>
<td>5. Project decorative images on appropriate building walls in key locations, in keeping with overall look and feel.</td>
<td>* Building owners / tenants</td>
<td>Rundle Street</td>
<td>Rundle Street</td>
<td>Hindley Street</td>
<td>Gouger Street</td>
<td>Laneways</td>
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<tr>
<td></td>
<td>* RMMA</td>
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<td></td>
<td>* Arts community</td>
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<td>6. Display decorative images on the Rundle Lantern, in keeping with overall look and feel.</td>
<td>* Arts community</td>
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<tr>
<td>7. Work with key stakeholders to light up key landmarks, buildings and City assets (such as the Adelaide Oval, River Torrens Footbridge and fountains) in a consistent colour theme, if possible, in keeping with overall look and feel.</td>
<td>* Adelaide Oval</td>
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<td></td>
<td>* Adelaide Festival Centre</td>
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<td></td>
<td>* State Gov.</td>
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<td></td>
<td>* Building owners / tenants</td>
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<td></td>
<td>* SAPN</td>
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<tr>
<td>8. Work with building owners to trial projections or “up lighting” on key building facades surrounding Victoria Square (GPO and Medina identified as preferences). If successful, continue subsequent stages.</td>
<td>* Building owners / tenants</td>
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<td></td>
<td>* State Gov.</td>
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<td></td>
<td>* Arts community</td>
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<td></td>
<td>* SAPN</td>
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<tr>
<td>9. Work with precinct groups, businesses and residents to decorate and light-up shopfronts and buildings (i.e. offer incentives / run competition for ‘People’s Choice’)</td>
<td>* Precinct groups</td>
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<td></td>
<td>* Businesses</td>
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<td></td>
<td>* Residents</td>
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<tr>
<td>10. Once Rundle Mall upgrade is complete, explore opportunities to utilise new lighting and implement spotlights and projectors on key buildings.</td>
<td>* RMMA</td>
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<td></td>
<td>* Building owners / tenants</td>
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<td></td>
<td><em>(To be funded out of Rundle Mall Marketing budget)</em></td>
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<td>11</td>
<td>Work with key stakeholders to introduce decorative lighting projects along key laneways.</td>
<td>*</td>
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<tr>
<td>12</td>
<td>Work with stakeholders to explore opportunities to light up key buildings along North Terrace</td>
<td>Nth Tce Cultural Precinct * State Gov.</td>
<td></td>
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<td>*</td>
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<tr>
<td>13</td>
<td>Once Christmas hub in Victoria Square is established, work with precinct groups, businesses and residents to trial lighting displays in other City Squares and key streets (note Whitmore Square to continue as planned by City South Association (CSA).</td>
<td>Precinct groups * Businesses * Residents * SAPN (Whitmore Square planned by CSA) (Whitmore Square planned by CSA) (Whitmore Square planned by CSA) Light Square (new) Hindmarsh Square (new) Whitmore Square (ongoing) Wellington Square (new) Hurtle Square (new) Hindmarsh Square (ongoing) Light Square (ongoing) Whitmore Square (ongoing)</td>
<td>Wellington Square (new)</td>
<td>Wellington Square (new)</td>
<td>Wellington Square (new)</td>
<td>Wellington Square (new)</td>
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<tr>
<td>15</td>
<td>Explore opportunities to light up key buildings in the West End.</td>
<td>West End Precinct * Building owners / tenants including NRAH, SAMRI and Uni SA * SAPN</td>
<td>Wellington Square (new)</td>
<td>Wellington Square (new)</td>
<td>Wellington Square (new)</td>
<td>Wellington Square (new)</td>
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</tbody>
</table>
### 6.1 PART B: DECORATIONS

**Note:** All decorations to be installed in time for the Christmas pageant each year and taken down after New Year’s Eve.

Budget for Stage 1 (2014) has already been allocated; budget required for future years will be considered as part of annual business plan and budget processes.

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<tbody>
<tr>
<td>17 Install the Victoria Square Christmas Tree at the northern end of Victoria Square.</td>
<td>Charity partner/s</td>
<td>✓</td>
<td></td>
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<tr>
<td>18 Continue to install decorations in key locations, including garlands on the front of the Adelaide Town Hall.</td>
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<tr>
<td>19 Explore opportunities for street decorations along King William Street from Victoria Square to North Terrace.</td>
<td>State Gov. (DPTI)</td>
<td></td>
<td>SAPN</td>
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<tr>
<td>20 Engage art community to create ‘Christmas murals’ in key locations, including portable murals that can move around to each precinct.</td>
<td>Arts community</td>
<td></td>
<td>Arts SA</td>
<td></td>
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<tr>
<td>21 Decorate Rundle Mall.</td>
<td>RMMA</td>
<td></td>
<td>Rundle Mall retailers</td>
<td></td>
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<tr>
<td>22 Decorate Adelaide Central Market.</td>
<td>ACMA</td>
<td></td>
<td>Central Market retailers</td>
<td></td>
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<tr>
<td>23 Open up use of flag and banner sites to retailers, local businesses and organisations (preferably to promote a Christmas experience).</td>
<td>Retailers</td>
<td></td>
<td>Businesses</td>
<td></td>
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<tr>
<td>24 Source new decorative street motifs (that also light up at night) to roll out on key streets from Christmas 2015; decorations to reflect new look and feel.</td>
<td>State Gov</td>
<td></td>
<td>Precinct Groups</td>
<td></td>
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<tr>
<td>25 Explore opportunities to decorate the Free Adelaide Connector Bus and City trams to reflect new look and feel.</td>
<td>State Gov. DPTI</td>
<td></td>
<td>Adelaide Metro</td>
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<tr>
<td>26 Work with key stakeholders to enhance decorations in key laneways.</td>
<td>Building owners / tenants</td>
<td></td>
<td>State Gov.</td>
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<tr>
<td>27 Work with key stakeholders to enhance decorations along North Terrace.</td>
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**Potential Partners:**
- Charity partner/s
- State Gov. (DPTI)
- SAPN
- Arts community
- Arts SA
- AC Arts
- RMMA
- Rundle Mall retailers
- Building owners
- ACMA
- Central Market retailers
- Retailers
- Businesses
- Precinct Groups
- State Gov
- Precinct Groups
- Building owners / tenants
- SAPN
- Arts community
- Victoria Square
- King William Street (from Victoria Square to North Terrace)
- Rundle Street
- Gouger Street
- North Terrace (East)
- O’Connell Hutt Street
- Grote Street
- North Terrace (West)
- King William Road
- King William Street (Sth)
|---|---|---|---|---|---|---|
| 28 | Work with key stakeholders to introduce new decorations (in addition to appropriate lighting) along the Riverbank. | • Riverbank Precinct building owners / tenants  
• State Gov. / SAPN | | | | |
| 29 | Work with precinct groups, businesses and residents to introduce custom decorations in other City Squares and key streets (in addition to appropriate lighting displays). | • Precinct groups  
• Business  
• Residents  
• SAPN  
• Arts community | (Whitmore Square planned by CSA) | (Whitmore Square planned by CSA) | Light Square (new)  
Hindmarsh Square (new)  
Whitmore Square (ongoing) | Wellington Square (new)  
Hurtle Square (new)  
Light Square (ongoing)  
Hindmarsh Square (ongoing)  
Whitmore Square (ongoing) |
### 6.2 – PRECINCTS, RETAIL AND HOSPITALITY

**Note:** Program of events and activities to start from the Christmas pageant each year right through to New Year’s Eve.

Budget for Stage 1 (2014) has already been allocated; budget required for future years will be considered as part of annual business plan and budget processes.

|---------------------------------------------------|--------------------|----------------|----------------|----------------|----------------|----------------|
| 30 Continue to work with precinct groups to help dress and decorate the City for Christmas as well as help in the facilitation of events and activities to support the City’s Christmas program. | *Precinct groups*  
*Retailers*  
*Hospitality industry*  
*Community groups* | Precinct group funding already committed for 13/14 | * | | | |
| 31 Work with precinct groups, retailers and hospitality sector to promote their offering on dedicated Christmas shopping webpage (via ACC’s website) to showcase City-based retail offers and experiences – aligns with Action 61 under 6.4 Marketing and Promotions. | *Retailers*  
*Hospitality industry*  
*RMMA*  
*ACMA*  
*Precinct Groups* | * | * | | | |
| 32 Work with precinct groups, retailers and hospitality sector, as well as events, to promote their offering via social and digital media through a Christmas in the City Advent Calendar. | *Retailers*  
*Hospitality industry*  
*RMMA*  
*ACMA*  
*Precinct Groups* | * | * | | | |
| 33 Encourage precinct groups, sector groups, retailers, hospitality businesses and event organisers to collaborate and cross-promote experiences – aligns with Action 64 under 6.4 Marketing and Promotions. | *Retailers*  
*Hospitality industry*  
*RMMA*  
*ACMA*  
*Precinct Groups* | * | * | | | |
| 34 Encourage precinct groups, retailers and hospitality venues to link up with events and activities to promote their offering, including having a presence at events where possible. | *Retailers*  
*Hospitality industry*  
*RMMA*  
*ACMA*  
*Precinct Groups* | * | * | | | |
| 35 Encourage precinct groups, retail strips and ‘eat streets’ to boost their offering with a unique program of events and activities to add to the customer experience. | *Retailers*  
*Hospitality industry*  
*RMMA*  
*ACMA*  
*Precinct Groups* | * | | | | |
|---------------------------------------------------------------|--------------------|----------------|----------------|----------------|----------------|----------------|
| 36 Work with Enterprise Adelaide to host workshops for precincts, retailers on promoting their offering during the Christmas season. | • Retailers  
• Hospitality industry  
• RMMA  
• ACMA  
• Precinct Groups | | * | | | |
| 37 Provide precinct groups, retailers and hospitality businesses with ‘Christmas in the City’ marketing toolkit, including logo and templates posters, banners, invitations, images and web / social media graphics. | • Retailers  
• Hospitality industry  
• RMMA  
• ACMA  
• Precinct Groups | | * | | | |
| 38 Encourage precinct groups, retailers and hospitality businesses to decorate shopfronts and building exteriors, including appropriate lighting. | • Retailers  
• Hospitality industry  
• RMMA  
• ACMA  
• Precinct Groups | | * | | | |
| 39 Work with precinct groups, retailers and hospitality venues to trial ‘guerrilla gift giving’ and random acts of kindness. | • Retailers  
• Hospitality industry  
• RMMA  
• ACMA  
• Precinct groups | | * | | | |
| 40 Work with precinct groups, retailers and hospitality sector to trial special resident-only shopping offers and discounts. | • Retailers  
• Hospitality industry  
• RMMA  
• ACMA  
• Precinct Groups | | * | | | |
### 6.3 – EVENTS AND ACTIVITIES

Note: Program of events and activities to start from the Christmas pageant each year right through to New Year’s Eve.

Budget for Stage 1 (2014) has already been allocated; budget required for future years will be considered as part of annual business plan and budget processes.

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<td>41. Reenergise the Christmas Tree lighting in Victoria Square into a fresh event, including exploring options to partner with a local charity.</td>
<td>* Charity partners</td>
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| 42. Program a series of Christmas family-friend events and activities in Victoria Square, focusing in on the ‘25 days of Christmas’. | * Arts community  
   * Music industry  
   * Community groups |  |  |  |  |  |
| 43. Showcase live music in Victoria Square and Town Hall balcony, including local acts, carollers and church choirs at key times. | * Music industry |  |  |  |  |  |
| 44. Work with students from Adelaide College of the Arts to trial Christmas-inspired window displays in a key location. If successful, continue subsequent stages. | * AC Arts  
   * Businesses  
   * Building owners / tenants |  |  |  |  |  |
| 45. Work with local businesses to develop and implement an interactive project for Christmas in the City that showcases the AdelaideFree City Wi-Fi network. | * Local businesses |  |  |  |  |  |
| 46. Engage actors / dramas students to perform Christmas inspired skits / plays in key locations including on the tram and linking to surrounding precincts. | * Arts community  
   * RMMA  
   * ACMA  
   * Precinct groups |  |  |  |  |  |
| 47. RMMA and ACMA to program a series of events and activities in Rundle Mall and the Central Market during the day and into the evening, and explore opportunities to link to / from Victoria Square. | * RMMA  
   * ACMA  
   * Retailers |  |  |  |  |  |
| 48. Encourage existing event organisers to collaborate and work together to package experiences and build on the Christmas event offering. | * Event organisers  
   * Events SA  
   * Arts and cultural sector |  |  |  |  |  |
| 49. Encourage precinct groups to collaborate to schedule a ‘precinct showcase’ on different days. | * Precinct Groups |  |  |  |  |  |
### 6.3 KEY ACTIONS - EVENTS AND ACTIVITIES (CONTINUED)

|---------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
| 50 Explore opportunities for temporary 'Christmas Splash' activations focusing on retail areas, 'eat streets' and underutilised public spaces. | * Splash applicants  
* Retailers  
* Precinct groups | *                        | *              |                |                |                |
| 51 Work with City Community to program Christmas activities at the City libraries. | * Community groups  
* Authors and story tellers |                |                | *              |                |                |
| 52 Work with key stakeholders including Adelaide Bellringers to program bell ringing at key times on the Town Hall, St Peter’s Cathedral and St Francis Xavier. | * | *                        | *              |                |                |                |
| 53 Work with the organisers of the Christmas Pageant and Carols by Candlelight to explore opportunities to build on existing event offering throughout the season. | * Events SA  
* | | | * |                |                |
| 54 Work with retailers to spread Christmas cheer through 'guerrilla gift giving'. Ensure it’s delivered in new and exciting ways each year to maintain an element of surprise. | * Retailers  
* Precinct groups  
* Hospitality sector  
* Arts community | |                |                | *              |                |
| 55 Work with local artists to deliver Christmas-inspired public art in key locations, including the Art Pod, on vacant hoardings, lighting projections and on portable square murals that can move around to key areas and precincts on designated days. | * Arts community  
* Building owners / tenants  
* Builders / developers  
* Precinct groups | | | | *              |                |
| 56 Build on Council’s social responsibility partnership with Vinnie’s, and explore opportunities to help support and build awareness for other charities during the Christmas season. | * Vinnie’s  
* Other local charity groups and homeless centres, disadvantaged community groups | | | | *              |                |
| 57 Host workshops with precinct groups to assist local businesses and residents in running events. | * Splash Adelaide | | | | | *              |
| 58 Explore opportunities to host a Christmas-inspired art and / or confectionary display at the Adelaide Town Hall and / or Victoria Square. | * Splash applicants  
* Retailers  
* Precinct groups | | | | | *              |
| 59 Encourage resident groups to host neighbourhood Christmas parties. | * Residents  
* Resident groups | | | | | *              |
### 6.4 – MARKETING AND PROMOTIONS

**Note:** Start promotion of Christmas in the City, events and activities week before Christmas pageant right through to New Year’s Eve. Budget for 2014 has already been allocated, budget for future years will be considered as part of business plan and budgeting processes.

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<td>59 Seek applications from local art / design community for new brand position for Christmas in the City, including design scheme and logo that is unique to Adelaide, South Australia.</td>
<td>Arts community, Advertising and design community</td>
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<td>60 Roll out new look across all marketing collateral including online, digital, social media, direct mail, outdoor, point of sale and event marketing.</td>
<td>Precinct groups, Retailers, Hospitality industry</td>
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<td>61 Create a dedicated Christmas in the City website to provide a central portal for residents, visitors and consumers to find out what’s on as well as a range of information about retail offers and experiences, including a ‘what’s on’ calendar.</td>
<td>Precinct groups, Retailers, Hospitality, RMMA, ACMA</td>
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<td>62 Tweak the What’s On website and e-newsletter to reflect the Christmas in the City brand and promote Christmas events and activities during November and December.</td>
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<td>63 Run a social media campaign leading up to Christmas promoting what’s on and special offers. Encourage stakeholders to share posts.</td>
<td>SATC, Events SA, Retailers, Hospitality industry, Precinct Groups</td>
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<td>64 Encourage sector groups, retailers, hospitality businesses and event organisers to collaborate and cross-promote experiences.</td>
<td>Arts and cultural sector, Retailers, Hospitality industry, Precinct groups</td>
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<td>65 Utilise Council’s own assets to display information and imagery reflecting Christmas in the City and promoting what’s on and what’s happening.</td>
<td>Adelaide Aquatic Centre, North Adel. Golf Course, UPark, RMMA, ACMA</td>
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<td>66</td>
<td>Explore opportunities to market Christmas in the City on public transport, including trams and the free Adelaide Connector Bus.</td>
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<td>67</td>
<td>Partner with Events SA and South Australian Tourism Commission to promote the Christmas in the City offering across South Australia and interstate.</td>
<td>SATC, Events SA, Brand SA</td>
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<td>68</td>
<td>Roll out targeted marketing campaigns to encourage visitors to Adelaide Aquatic Centre, North Adelaide Golf Course and UPark. Rundle Mall and Adelaide Central Market to implement own campaigns.</td>
<td>Adelaide Aquatic Centre, North Adel. Golf Course, UPark, RMMA, ACMA</td>
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<td>69</td>
<td>Target promotions to families through schools, children community groups, sporting clubs and childcare facilities.</td>
<td>Local schools, Community centres, Sporting clubs, Childcare facilities</td>
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<td>70</td>
<td>Explore opportunities for high-impact marketing including radio, TV and print, targeted at City residents, workers, students and visitors.</td>
<td>State Gov., SATC, Events SA</td>
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<td>71</td>
<td>Phase out printed corporate Christmas cards / newsletters in favour for electronic direct messaging.</td>
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<td>72</td>
<td>Explore opportunities for digital signage in key locations to promote what’s on and what’s happening.</td>
<td>State Gov. – DPTI, Precinct Groups</td>
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<td>Explore opportunities for illuminated signage / lighting on City trams and Connector Bus.</td>
<td>State Gov. - DPTI</td>
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Appendix 1: Strategy and Policy Documents that the Christmas in the City Strategy aligns with and/or supports:

- Adelaide City Council’s Draft Retail Strategy
- Adelaide City Council Placemaking Strategy
- The Good Evening, Adelaide Strategy
- Adelaide City Council’s Transport & Movement Strategy 2012-22: Smart Move
- Adelaide City Council’s City Community Strategy 2012-16
- Adelaide City Council’s Urban Design Framework
- Adelaide City Council’s Residential Growth Strategy 2012-16
- Adelaide City Council’s Access and Inclusion Strategy
- Adelaide City Council’s 10 Year infrastructure & Asset Management Plan
- Adelaide City Council’s City Safety Policy & Strategy
- Adelaide City Council’s Public Art Action Plan
- Adelaide City Council’s Live Music Action Plan
- The Adelaide Town Hall Business Plan

Appendix 2: References

1 Adelaide City (DRAFT) Retail Strategy 2014-18