

12.2 Decision Reports

12.2.1 Event Report 2023-2024

Report Type	Decision
City Plan Theme	Community Economy Placemaking Leadership
Report Author	Placemaking & Activation Leader, Community Development
Report Summary	This report provides a summary of community engagement on PAE's events undertaken earlier in 2023; provides a draft program of PAE's proposed 2023/2024 small and medium events; seeks endorsement of PAE's flagship events; and outlines steps that will be taken to better inform Elected Members about upcoming events.
Attachments	1. Community Engagement Summary Event Report [12.2.1.1 - 11 pages] 2. Council and Community Events 2023-2024 [12.2.1.2 - 3 pages]

RECOMMENDATION

Council resolves that:

1. The report of the Director Community Development titled "Event Report 2023-2024" be received and noted.
 2. Council's 2023/2024 flagship events will be a New Years' Eve Fireworks and Lights/Laser Event at Semaphore, a Twilight Parade at Port Adelaide, and the previously endorsed Dockside Festival.
 3. The Administration seek to develop a flagship winter event for 2024/2025.
 4. Council revoke the resolution to develop a Fireworks Policy.
 5. In addition to communications with Elected Members through emails, Ward Briefings and diarised event programme in their outlook calendar, Elected Members will have further information and provide input into the Events programme for the following financial year through:
 1. An annual Events Council Workshop in November which will explore and test event ideas
 2. An annual Decision Report in April to endorse the Flagship Events Calendar for following financial year;
 3. An annual Information Report in May or June providing a summary of outcomes and learnings of previous years events.
-

Report

This report contains four parts:

1. A summary and analysis of community feedback from the April 2023 Events Community Engagement.
2. Recommended flagship events for 2023/2024 for endorsement, together with a draft 2023/2024 calendar of small and medium sized council events for noting.
3. A proposal to revoke the decision to develop a Fireworks Policy.
4. Actions that will be taken by the Administration to better inform Elected Members of upcoming events and ensure their involvement in decisions about future events.

The proposed event program has been informed by the March and June 2023 Elected Member Event workshops, community engagement, relevant Council strategies and principles and staff's professional advice.

Summary and Analysis of Community Engagement

The PAE community were invited to share their feedback on the community events via the Participate PAE platform. The engagement focused on asking community members what is most important to them about Council managed events, and to understand which events they would most like to attend. The survey allowed for two response types:

- An "Event Survey" with registration required through the Participate PAE platform. This focused on understanding why people attend events, what they have attended and what they would like to attend. 102 responses were received.
- An "Event Selection Tool" which allowed respondents to select the three events they most wanted Council to deliver. This quick response tool did not require registration and was designed to reduce the barriers to providing input. 239 responses were received.

To encourage community participation in the engagement process:

- Pop-ins were held at:
 - Enfield, Kilburn, Lefevre and Lights Community Centres;
 - Parks, Semaphore, Greenacres, Enfield and Port Adelaide Libraries;
 - Port Plaza and Churchill Centre.
- Advertising with a QR code was placed on corflute signage at Semaphore Foreshore, Semaphore Jetty and Largs Bay Jetty;
- Social media posts were made and paid advertising of the engagement across PAE.

Key points from the Community Engagement are outlined below, with detailed analysis of the community engagement provided in **Attachment 1**.

- Notwithstanding efforts to increase participation there was a small overall response rate relative to the City of PAE population and number of community members who attend Council events, and the responses to the questions were very diverse;
- Respondents were most interested in Council's event program supporting local businesses, groups and performers, being low cost or free of charge, offering something unique, promoting the City of PAE as a tourism destination and being family friendly;

- Respondents are most likely to attend events that are: near where they live, low cost or free of charge, have a good atmosphere, are family friendly and at a venue or location they like;
- Whilst there were differences in the prioritisation of events that respondents said they would attend across the survey types, Food events, Laser/Light Show, Markets, Art Programs, Live Performances and Fireworks events were the most popular across both survey tools;
- Key sentiments in the free text answers were bringing the local community together and driving visitation to areas in PAE (ie. Semaphore);
- Comments were received around improved marketing and advertising for events and an increase in 'lead time' for people to plan ahead, with requests for better promotion through a variety of different channels;
- Community perception of what is a Council led event (ie. Dockside) and what is an external led event (ie. Winterfest) is unclear and this resulted in the community asking for the return of events previously delivered by others.

Proposed Event Program 2023/2024

A draft event program for 2023/2024 is detailed in **Attachment 2**. It takes account of community and elected member feedback and seeks to strongly align with the endorsed Activation Principles that guide event design, location, desired community outcomes and resourcing.

It describes:

- Proposed *Council Small & Medium Sized Council Events* for noting,
- Proposed *Council Flagship Events* for decision, and
- *Key community managed, or sponsored events* currently known or anticipated to be delivered over the period.

Exclusions from the proposed event programme:

- Activations planned and delivered by community event organisers who are yet to seek permits or funding to deliver their event, or
- events led by other council teams without the involvement of the Placemaking & Activation team: For example, school holiday programs, youth activities, community centre events, etc.

Also excluded from the proposed event programme is other work undertaken by the Placemaking and Activation team which includes:

- Delivery of public art and cultural programs
- Professional development opportunities for artists;
- Advice, tools and support to develop projects and initiatives;
- Support for creatives and businesses to participate in state-wide festival programs such as the Fringe Festival, SALA and Feast Festival;
- Advice and coordination of event permits to community event organisers using Council owned land;
- Administering the PAE Places, Events and Creative Industry grants;
- Working alongside the Marketing and Communications team to promote PAE's event offerings.

Proposed Flagship Events 2023/24

What are Flagship Events?

Flagship Events are large scale celebrations that drive visitation, support the local economy and strengthen the City of PAE's brand as a destination. They typically involve significant planning and staff time and have a budget in excess of \$100,000.

Because of their significance, Flagship events will herein be brought to Council for decision each year.

Elected Members interest in attracting additional large-scale, innovative and/or well known events by third parties is noted. Administration will actively investigate such opportunities that drive visitation, deliver significant economic benefits and have strong brand alignment and will bring a further report to Council for consideration as they arise. These opportunities may involve a commitment of significant budgets in order to secure them for PAE, and may require Council to consider a trade off between the inclusion of a new, well known or innovative event run by a third party or in partnership with Council into the forward Event Program; and a Council run event. Conversely, Council may consider additional funding to secure the event.

Recommended 2023/24 Flagship Events

Noting the existing commitment to deliver the Dockside Festival for a further two years there is scope within the existing 2023/2024 budget to deliver up to two other Flagship events. Based on community and elected member feedback it is recommended that these be:

- A Christmas event;
- A New Years' Eve event;
- The scoping of a Winter Event/ attraction of large events.

These are discussed in more detail below.

1. Dockside Festival

In April 2022 Council committed delivering the Dockside Festival annually for three years. The second event will be delivered in December 2023.

Event/Activation	Description	Budget
Dockside Festival	A celebration of sport, community and culture, highlighting the uniqueness of the Port River and surrounding region.	\$300,000

2. Christmas Event

Whilst the community engagement did not result in a Christmas / Twilight Parade in the top five highest ranked events that respondents would attend, there were ten references in the free text question that spoke to wanting the Twilight (Christmas) Parade to return. Additionally, there was support from Elected Members to see the return of the Twilight Parade. It is therefore being recommended to return in 2023.

Event Description	Advantages	Disadvantages/ Concerns	Budget
Twilight Parade – Port Adelaide A Christmas Parade involving community groups, schools and clubs, with a Street Party after the event	<ul style="list-style-type: none">• A well-attended traditional event held up till 2019;• Event is well understood by the community;• High level of community impact for those involved.	<ul style="list-style-type: none">• Event has not been staged for several years so participation is unknown;• November is a busy month for community and large scale South Australian events. Any date chosen will conflict with another event and event infrastructure may be difficult to source;• Event is close to the staging of the Dockside Festival. Both involve significant traffic impacts and some road closures which may not be received well by local businesses;• Two events held close together & attracting similar community groups and attendees may impact on participation/ attendance;• Additional staff resources will be required to deliver Twilight, Dockside and New Year's Eve weeks apart within the short lead time available;• Difficult to change to another offering over time if Twilight returns in 2023/2024/	\$120,000

3. New Years' Eve Event

In the recent community engagement a Light/Laser and/or Fireworks display featured strongly in the top five events people were likely to attend. It is recommended that a Semaphore New Years Eve event featuring fireworks displays at 9pm and midnight be held together with a small-scale but impactful light & laser show.

This will provide the opportunity to showcase this newer technology, assess its impact and gather community feedback. The event costs are associated with significant infrastructure and traffic management, waste management, dry zones, and the fireworks, light & laser show itself.

Description	Advantages	Disadvantages	Budget
New Years' Eve at Semaphore Similar scale fireworks display as previously held at 9pm and a further display at midnight. Light and laser shows.	<ul style="list-style-type: none">• Traditionally held event which is well understood by the community;• An opportunity to test the impact and community perceptions of light & laser, without the risks associated with a standalone event. Provides community feedback about this style of event to inform consideration of future laser/light shows.	<ul style="list-style-type: none">• Potential environmental impact;• Very mixed community sentiment on use of fireworks;• Impact on pets;• Potential for cancellation should the state be impacted by extreme weather events/fire restrictions;• Difficult to change to another offering over time if fireworks return in 2023/2024.	\$140,000

Winter Event/ Attraction of additional flagship events

In response to community and Elected Member feedback, and in line with the endorsed Activation Principles, a large-scale Winter Event will be scoped for delivery in July 2024. Options could include a Council-led event, or partnership with an established event producer or festival. Budget for this event would be considered as part of the 2024/2025 annual budget process, with a multi-year commitment to establish and grow the program. This would be brought to Elected Members in the November workshop as part of the further reviewing of the idea for the 2024/25 event calendar.

Proposed Small and Medium Sized Council Events and Activations 2023/2024

What are small and medium events and activations?

While not as strongly impactful on brand, visitor economy and reputation as the larger scale Flagship Events small and medium sized events play an important role in community wellbeing, participation and placemaking. They are geographically dispersed, respond to local community culture, need and sense of connection and belonging. They are informed by a community development approach.

The total allocation in the Draft 2023/2024 Budget for small and medium events is \$319,000. This is augmented with additional budget from the Arts and Culture, Creative Port Plan, and project budgets across other teams for some events.

Attachment 1 outlines the 2023/2024 draft small and medium events/ activations for noting. In addition to Council's endorsed Activation Principles the program has been informed by:

- The April 2023 community engagement;
- Providing a spread of events and activations across the whole of PAE and the whole of the year;
- Benefiting a diverse range of communities and interests;
- Providing local activities responding to local communities;
- Council resolutions;
- Partnerships with external organisations or other Council teams.

An updated schedule of small and medium events will be provided to Elected Members under separate cover should:

- Council chose different or additional Flagship Events which impact the available budget;
- Flagship events necessitate additional budget or staffing; or
- Changes occur for reasons outside of the Administration's control.

It is recognised that at present there are few events in the Northfield and Klemzig wards. The Administration will seek to address this via partnership opportunities and community events that can be funded through the Event Grant program.

Policy on the Use of Fireworks

At its September 2020 meeting Council resolved that:

Options for innovative, new and affordable alternatives are further explored to enable a potential future transition from the use of fireworks and a draft policy is brought back to Council together with a longer-term event strategy by February 2022.

In lieu of a stand-alone event strategy the Placemaking Model and Activation Principles, which consider events as part of a broader placemaking approach, was developed and endorsed by Council in 2022. With the impact of COVID-19 on large-scale public events during the period 2020-2022, changing community sentiments around the use of fireworks, a reduction in the number of community events featuring fireworks and increasing use of laser and light in festivals and events the need for a specific policy regarding the use of fireworks has lessened. It is recommended that Council revoke the portion of the 2020 resolution which required the development of a draft policy on the use of fireworks.

Communication with Elected Members

Elected Members have provided feedback that communication with them about upcoming events could be improved by:

- More accessible and timely information about upcoming events, and the ways in which PAE is communicating these events to our resident, business and tourist communities;
- Enhanced oversight and decision-making regarding Council's Flagship Events;
- An earlier and deeper understanding of Council's Small & Medium Events and Activations Calendar.

In response to these concerns the following improvements will be made for 2023/2024:

1. **Ward Councillor Briefings** – for events which have a particular relevance or impact for one or two wards;
2. **Outlook Calendar Invitations** – with improved information about the important event details, primary contact, if the City of PAE has provided funding and the amount, RSVP details, whether Elected Members have been invited to speak, and contact details for the staff member who made the entry;
3. **Elected Member Bulletin** – fortnightly list of known events and activations utilising the same information provided in the Outlook Calendar Invitations;
4. **Emails** – where the event is delivered by the Placemaking & Activation Team, Elected Members will receive an email with more detailed information about the event;
5. **Council Workshop** – annually in November to generate and/or test ideas especially about larger flagship events run either by council or by other possible event partners, inform the development of the following financial years event program, and refine communication (if required);
6. **Decision Report** – annually in April to endorse the Flagship Events Calendar for following financial year;
7. **Information Report** – annually in May or June providing a summary of previous years events.

The strategies above will be utilised until such time as any broader changes are made to improve communication and information to Elected Members via the Extranet or other means.

City Plan Relationship

Community – events provide opportunities to participate in community life and contribute to increased connection, cohesion, participation, inclusion and community wellbeing. The majority of events are free and/or low-cost and held in a variety of locations to ensure access for as many members of the community as possible.

Economy – events and activation play an important role in the visitor economy and repeat visitation to a destination. Local suppliers and small businesses are engaged wherever possible the 2023/2024 event series will engage business owners in the planning stages, drive economic benefit to bricks and mortar businesses, encourage them to apply for grants to deliver additional activations suited to their business and generate employment generate for local suppliers, artists and performers.

Placemaking – delivering events and activations contributes to PAE being a place people love to be by providing reasons for community members to utilise and gather in the public realm and build neighbourhood level. Where appropriate, activations take place in one of the 10 places identified in the Placemaking Model.

Leadership – alignment of the proposed event program to the Placemaking Model, Activation Principles and Creative Port Plan, showcases the City of PAE as a unique destination with a vibrant, regular and creative event program that makes best use of our assets and supports local business, performers and artists. The proposed event program responds to community feedback, demonstrating that Council is listening to its community.

Legislative Context and Related Policies

A principal role of a Council under the Local Government Act (1999) is 'to encourage and develop initiatives within its community for improving the quality of life of the community'. Local events and activations are one mechanism for improving quality of life.

Design of the 2023/2024 activation program takes account of the Placemaking model, Activation Principles, Arts and Cultural Strategy, Creative Port Plan and other strategic priorities including developing the visitor economy, economic development, and Aboriginal Lives Matter and Welcoming City commitments.

Stakeholder Engagement

Teams across the Administration were engaged in developing the proposed event program. The proposed event program has responded to the Community Engagement and ideas received from the community or are community-led initiatives. Local businesses will be informed of our event program and involved in delivery wherever possible and where they had capacity to do so. Festival partners and local suppliers will continue to be engaged in event delivery. Event surveys and evaluation are undertaken at medium and large events with an opportunity to inform future event delivery.

Risk Management

All events delivered will have appropriate risk management plans developed as part of the project management methodology. Where event scope is large or complex the WHS and Risk teams are actively engaged in the development of these plans.

Financial Management

The proposed activation and event program will be delivered within the 2023/2024 budget.

Environmental and Social Impacts

The event program for 2023/2024 considers a balance of programs with a variety of strategic drivers - from large scale opportunities to drive visitation, medium sized events that allowed the community to gather, and small, local programs to bring neighbours together.

Consistent with all City of PAE events, environmental impacts will be mitigated through the use of sustainable products, re-use and minimising the waste created, and best practice waste management. All events are guided by the relevant State Government departments to obtain the necessary permits and adhere to the relevant conditions of use.

Community Engagement Summary: Event Program

What were we engaging on?

The PAE community were invited to share their feedback on the community events via the Participate PAE platform. The engagement focused on asking community members what is most important to them about Council managed events, and to understand which events they would most like to attend.

What did we do?

An "Event Survey" was developed about Council's event program with registration required through the Participate PAE platform. This focused on understanding why people attend events, what they have attended and what they would like to attend. Demographic data was collected in the survey. 102 responses were received.

An "Event Selection Tool" which allowed respondents to nominate the three events they most wanted to see Council deliver. This quick response tool did not require registration and was designed to ensure that a variety of opinions were captured, reducing the barrier to provide input for our diverse community. Demographic data collection was optional (via registered member data) in the event selection tool, 23% of participants were signed in while completing the activity. 239 responses were received.

The Administration undertook the following actions to support community engagement around Council managed events.

- Thirteen pop-ins at:
 - Enfield, Kilburn, Lefevre and Lights Community Centres
 - Parks, Semaphore, Greenacres, Enfield and Port Adelaide Libraries
 - Port Plaza and Churchill Centre
- Corflutes with QR code to participate in survey/selection tool were placed at Semaphore Foreshore, Semaphore Jetty, and Largs Bay Jetty
- Social media and paid advertising to encourage participation across PAE

Who participated?

- Greatest participation for the engagement activities (Event Selection Tool and Event Survey) were female, aged 35-39 from Semaphore South, Birkenhead, and Peterhead
- We did not record participation from the age group 20 and under with low engagement from age group 20-24, however, these groups may have participated in the event selection tool.
- Due to excellent take up from older people attending Council groups those aged 60 years accounted for 46% of respondents. This is significantly larger than the PAE community which has a population over 21.6% over 60 years of age.

Summary Results

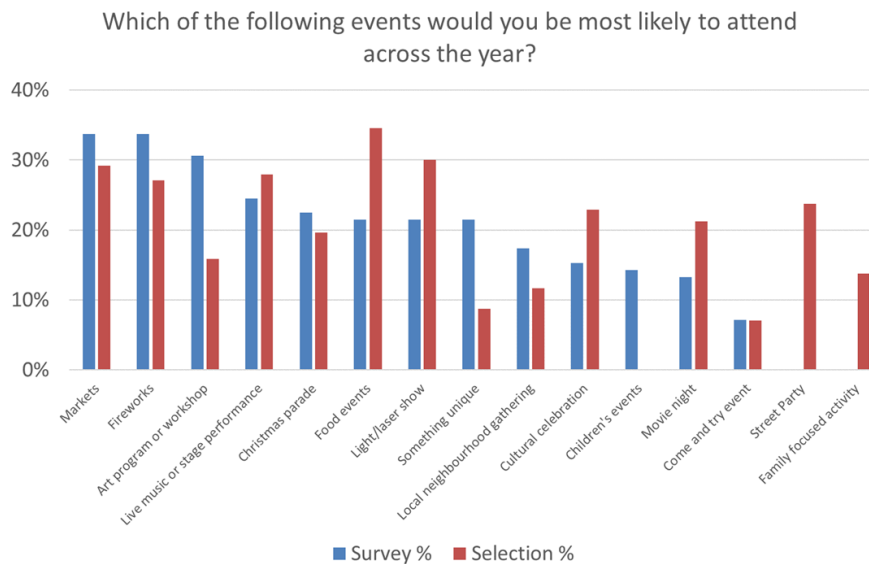
A summary of the key questions asked within the survey and voting tool is provided below, with the most popular responses to each question identified. Detailed results are provided separately below.

Event Selection Tool:

The event selection tool was more attractive to participants, with a higher response rate (239) than the surveys (102). This is likely because the voting system was simpler, quicker and did not require registration through the Participate PAE platform.

Event Selection Tool: If you were to attend just three PAE managed events across the year, which would you choose?					
	Food event	Laser / light show	Fireworks	Markets	Street Party e.g., Port Fringe
% of Respondents	36%	32%	29%	27%	23%

The question asked within the Voting Tool, "If you were to attend just three PAE managed events across the year, which would you choose?" closely aligns with the survey question, "Which of the following events would you be most likely to attend across the year?". The graph below compares the responses within the Event Selection Tool and Event Survey on these two questions.



Survey Responses:

A summary of the top five responses is provided below to each question within the survey, with detailed data provided separately.

Survey: Top 5 Responses, "Which of the following events would you be most likely to attend across the year?"					
	Markets	Fireworks	Art Program or Workshop	Live Music or Stage Performance	Food Events
% of Respondents	34%	32%	31%	25%	23%

Survey: Top 5 Responses, "Which event did you attend in the last five years?"					
	Markets	Adelaide Fringe / Port Fringe	New Years' Eve	Dockside Festival	Food Events
% of Respondents	70%	59%	41%	40%	34%

Tell us in 3 words what you love most about events in PAE?

The following word cloud captured the sentiments expressed.



Survey: Top 5 Responses, “What would make you personally attend an event?”					
	Near where I live	Low cost/ Free of Charge	Atmosphere of the Event	A venue/ location I like	Family Friendly
% of Respondents	63%	59%	51%	49%	46%

Survey Top 5 Responses, "There are a variety of reasons Council might run an event. In your view, what should Council prioritise when selecting events?"					
	Supporting local businesses, groups, and performers	Free attendance	Offering Something Unique	Promoting PAE as a Tourism Destination	Activities for children and families
% of Respondents	76%	49%	42%	41%	39%

Survey: Top 5 Responses, "What would you most like to see included in an end of year event?"					
	Street Party	Live Music & Performers	Christmas Parade	Fireworks	Light/ Laser Show
% of Respondents	49%	42%	34%	34%	34%

Survey: "As a general rule, I prefer to attend"				
	I like all events regardless of size	Medium sized events up to 500 people	Small events up to 100 people	Large Festivals or events that attract over 2000 people
% of Respondents	45%	31%	15%	10%

Survey: "Where do you look for information about PAE Events?"							
	City of PAE social media	Posters & Flyers in Libraries, Community Centres and Shops	External Social Media	City of PAE website	Promotional Corflutes & Banners in the Community	The media (e.g., TV and news websites)	PAE Today
% of Respondents	61%	49%	36%	26%	25%	21%	18%

Our events rely on volunteers and community organisations to make them a success		
Can we contact you with more information about volunteering at future events?		
	No	Yes
% of Total Votes	69%	31%

Detailed Results

Event Selection Tool

Results of participant voting showing which projects were most and least funded											
Response: Participants were asked for the Top 3 events they would like to attend											
Total Number of Participants: 218											
	Food event	Laser / light show	Fireworks	Markets	Street Party eg Port Fringe	Cultural celebration	Movie night	Live music	Christmas Parade	Arts program	Family focused activity
Total Number of Votes	79	70	64	59	51	48	43	44	43	34	32
% of Respondents	36%	32%	29%	27%	23%	22%	20%	20%	20%	16%	15%
	Local neighbourhood gatherings	Live stage performance	Unique event	Come and try activity	Total # of Votes						
Total Number of Votes	26	18	16	15	642						
% of Respondents	12%	8%	7%	7%							

Event Survey

Data collected from the Survey is provided in detail below, with each answer ranked from most to least popular.

Which of the following PAE run events have you attended in the last 5 years?												
Response: Select all attended												
Total number of responses to Question: 82												
	Markets	Adelaide Fringe / Port Fringe	New Years' Eve	Dockside Festival	Food Events	Twilight Parade	Cinema Events	Other	Australia Day	Celebrate Prospect Road	Movie Nights	Total # of Votes
Total Number of Votes	57	48	34	33	28	26	25	20	17	7	4	299
% of Respondents	70%	59%	41%	40%	34%	32%	30%	24%	21%	9%	5%	

ATTACHMENT 12.2.1.1

What would make you personally attend an event? Response: Select up to 5											
Total number of responses to Question: 97											
	Near where I live	Low cost/ Free of Charge	Atmosphere of the Event	A venue/ location I like	Family Friendly	Something Unique to See or Do	Food & beverage Offered	Accessible & Inclusive	Celebrating our Diverse Culture, Community & History	The program is something I am interested in	Activities to Come & Try
Total Number of Votes	61	57	49	48	45	43	30	22	21	17	15
% of Respondents	63%	59%	51%	49%	46%	44%	31%	23%	22%	18%	15%
	High Profile Acts & Performers	Someone I know is going	Other	Total # of Votes							
Total Number of Votes	13	9	7	408							
% of Respondents	13%	9%	7%								

There are a variety of reasons Council might run an event. In your view, what should Council prioritise when selecting events? Response: Select up to 5											
Total Number of Responses to Question: 93											
	Supporting local businesses, groups, and performers;	Free attendance	Offering Something Unique	Promoting PAE as a Tourism Destination	Activities for children and families	Celebrating our Diverse Community, Culture & History	Events across a Range of Locations in PAE	Inclusive programs that are suitable for all abilities;	Environmental Sustainability	Offering Come & Try Activities	The impacts on people that live nearby
Total Number of Votes	71	46	39	38	36	30	26	24	20	19	17
% of Respondents	76%	49%	42%	41%	39%	32%	28%	26%	22%	20%	18%
	Events that attract the largest number of people	Avoiding Events that Cost a lot of Money to Host	Providing Opportunities to Learn Something New	High Profile Acts	Providing Opportunities to Meet New People	Other	Total # of Votes				
Total Number of Votes	13	10	10	8	5	2	295				
% of Respondents	14%	11%	11%	9%	5%	2%					

What would you most like to see included in an end of year event?													
Response: Select up to 3													
Total Number of Responses to Question: 95													
	Street Party	Live Music & Performers	Light/ Laser Show	Fireworks	Christmas Parade	Arts & Crafts	Cultural performance s	Licenced bar area	Come & Try Activities	Free Amusements & Rides	Community & Sports Groups	Other	Total # of Votes
Total Number of Votes	47	40	32	32	32	21	16	14	14	12	5	3	268
% of Respondents	49%	42%	34%	34%	34%	22%	17%	15%	15%	13%	5%	3%	

Which of the following events would you be most likely to attend across the year?											
Response: Select up to 3											
Total Number of Responses to Question:									96		
	Markets	Fireworks	Art Program or Workshop	Live Music or Stage Performance	Food Events	Christmas Parade	Something Unique	Light/ Laser Show	Local Neighbourhood Gatherings	Cultural Celebration	Children's Events
Total Number of Votes	33	31	30	24	22	21	20	19	17	15	14
% of Respondents	34%	32%	31%	25%	23%	22%	21%	20%	18%	16%	15%
	Movie Night	Come & Try	Other	Total # of Votes							
Total Number of Votes	13	7	5	246							
% of Respondents	14%	7%	5%								

As a general rule, I prefer to attend					
Response: Select one					
Total number of responses to Question:					94
	I like all events regardless of size	Medium sized events up to 500 people	Small events up to 100 people	Large Festivals or events that attract over 2000 people	Total # of Votes
Total Number of Votes	42	29	14	9	52
% of Respondents	45%	31%	15%	10%	

Where do you look for information about PAE Events?								
Response: select all that apply								
Total number of responses to Question: 92								
	City of PAE Social Media	Posters & Flyers in Libraries, Community Centres and Shops	External Social Media	City of PAE website	Promotional Corflutes & Banners in the Community	The media (eg TV and news websites)	PAE Today	Total # of Votes
Total Number of Votes	56	45	33	24	23	19	17	217
% of Respondents	61%	49%	36%	26%	25%	21%	18%	

Our events rely on volunteers and community organisations to make them a success			
Can we contact you with more information about volunteering at future events?			
Response: Select one			
Total Respondents 96			
	No	Yes	Total # of Votes
Total Number of Votes	66	30	96
% of Respondents	69%	31%	

Comments

Survey participants were asked: *Are there any other comments you'd like to make about Port Adelaide Enfield Council hosted events or event ideas you'd like to share?*

Better marketing. Even searching for events in PAE particularly kids' events, it's difficult to find anything.
Lots of promotion through a variety of different channels. I think a few good events were put on last year but hardly anyone knew about them.
Please remove the amusement rides in semaphore foreshore. They do not provide atmosphere or promote a sense of community. There is often much waste left, and the PAEC does a great job without them !
You're not doing a good enough job of providing free quality and inclusive entertainment and opportunities for families. We want a waterslide, not a crappy fountain, we want the parade, fireworks, and free music festival back please! Make more things for kids to do and families to do, the port is not thriving.
Keep them coming, great that this council supports so many events and community involvement
Bring back the Christmas parade and NYE fireworks to the PAE council. You want to attract people to live in PAE, and the ones who live in the area you want to encourage to get out and spend money in the area, not the city. So keep these events so people spend local.
We loved the dockside festival but found it was not organised as well or promoted the kids options as well as it could have been
The events that I have attended have not been very accessible and inclusive. It would be a great idea to have people with a wide range of disabilities and abilities review all plans for events to make sure they meet the needs of all people. Setting up an in person working group would be a great first step. Working with an external access consultant is not enough as shown in the past. I also think it would be great to connect with the business community and get their input and work with them to deliver events. It's all about working with and supporting local business.
Please please bring back the winterfest! It was such a great event and we used to go at least a few times a week after work with the kids for dinner! We also loved taking friends who aren't from the area. Also PLEASE bring back fireworks!
We love the tradition of the port Adelaide Christmas pageant and fireworks! My family have enjoyed this over the years and I hope one day to take grandchildren to this special event
I am unable to find anything on your website to subscribe to a "What's On" or "What's Happening" newsletter for PAE which would be very helpful. Can I suggest providing the PAE Today publication via email/newsletter? And perhaps modernising the online PDF version with clickable links (to webpages and phone numbers) in the document so they are easily accessible on a mobile device?
Waterside Workers Hall is always underutilised. Please bring back the Christmas parade, that has been a huge loss and the other festival was woeful. Light up the Port in Winter, we have so much to offer. Please support PAAF, don't let the developers knock it down.
It would be nice if more events were held in the Enfield side of things. A massive art event here would be amazing. I really love Wonderwalls but it is always held in Port Adelaide.
Poor notice for Triathlon- would have been great to watch. The closure of the fisherman wharf market has changed the dynamic around this precinct - not so friendly for parties The closures of the lighthouse - was \$1 to climb now \$32 - not sure that's sharing heritage
Make sure the events are family friendly and bring the community together. Bring your community closer together by celebrating your differences. Host open forums, seminars, and other events to educate community members about local history, marginalised groups, various cultures, and the importance of acceptance and diversity in community building.
I love paec please keep the rates affordable
The reinstatement of fireworks, Christmas parade and street party should all be a given. This survey should be about other additional events. Your aim of the survey will be thwarted by the above. E.g. I would like foreshore concerts to return, but in the survey my 3 choices has to be Fireworks, Christmas Parade and Street Party, to ensure these get top consideration.
Please prioritise the return of Semaphore Fireworks and the Port Adelaide Twilight Parade. Please sponsor Semaphore Music Festival and the return of that Festival to the foreshore. It was such a lovely way to bring the local community together. Consider a \$5 entry and have licensed area.
Please reinstate events such as the Christmas Parade, Semaphore Christmas Carols and the New Years Fireworks. These events draw visitors to our wonderful community and are essential for our local business operators.

<p>Please try and bring some sort of festive feel to the community during the Christmas season. Surely the council can do something along Semaphore Rd, Commercial Rd and Prospect Rd that helps to celebrate the Christmas feel. Put lights on the trees, decorate a pine tree somewhere, put up some form of Christmas decorations in these areas.</p> <p>Please do not continue with the Dockside Festival. This 'festival' was an embarrassment. Who on earth holds a sporting based festival in Mid December? An out of touch PAE Council - that's who. At this time of year people are looking for festive activities to do - not sporting events that can be watched. This is one festival I went to last year that I will never attend again. It was awful.</p>
<p>Did someone at the council invest in a laser projector, that's very specific.</p>
<p>We live in the mist north-eastern corner of the PAE council area and mostly feel completely excluded from activities which seem to be centred on the Port or Semaphore etc. We have amazing reserves and linear park locations available for community events . Please don't forget we exist. The recent outdoor movies were fantastic, thank you. How about using Beefacres reserve more often for craft markets or outdoor/indoor music events to showcase our amazing local talent? I'm sure there are artists north-east who are crying out for venues to showcase their talent.</p>
<p>No more floopside festival.</p>
<p>Things like leveraging off Illuminate Adelaide, Fringe or Festival would make people more likely to attend.</p>
<p>Build on our rich maritime history! Dockside concept was amazing with the sailing- I just thought it had TOO much! keep it focused and not so spread out . Still combine with Christmas parade ! maybe a water parade instead ! Make it unique - decorated boats and a true spectacle in our inner harbour - people liking the wharf !. Street fair etc. afterwards . Play on our strength - our history / water etc. love seeing sailing back in The Port, it's so important to have things happening on the water.</p> <p>No need for free everything - was so surprised at Dockside that rides were free, maybe subsidised is a good compromise.</p> <p>The winter festival was awesome and so well done, miss that one!</p>
<p>Business events should be held during Business Hours, preferably first thing in the morning or last thing in the afternoon.</p>
<p>I understand that the council has a very large area but it would be really good to focus events in and around Port Adelaide. There are some really good venues but they need some help to make it a vibrant place to be.</p> <p>I think it would be good to try and get some of the people on the cruise ships to come and enjoy the Port. There has to be something available to make them get off the train. Encourage the use of the spur when it's finally built.</p> <p>There is some wonderful architecture in and around the Port and it would be good to take advantage of these buildings. (I'm sure there are a whole stack of issues but it really is a crying shame that these places are lying idle!)</p>
<p>I know fireworks are loved by some and disliked by some but I really miss the Christmas parade and fireworks as it was fun, free, and great enjoyment for our kids. However the street party last year with free rides was also awesome</p>
<p>There is no dedicated vintage market in Adelaide so the opportunity is there. It could even be Vintage in the broader sense with local hospitality, distilleries and vintage/retro sellers as a festival of vintage linking in the local museums and the clipper ship. Play up the history and vintage aspects of the Port and the importance of reuse, sustainability and environmental factors in this beautiful space we share. Think big, make a statement...make us prouder to live and work here!</p>
<p>Perhaps invite schools in the area to participate in a joint event that include arts, music, & performance - could be individual or combined, & showcase in a few venues.</p> <p>Please note that Port Adelaide Enfield Council covers a large area, therefore it would be good to consider holding two events (one in the east and one in the west) or alternatively one event to be held centrally so that as many residents as possible can attend. Not only would this enable more people to attend, but it would be fairer to all residents.</p>
<p>Make Dolphins more important (we are incredibly privileged to have them in close proximity to residential area)</p> <p>Any event that draws lots of people will benefit the local businesses anyway</p> <p>Suggestion would be to close Semaphore rd and fill with stalls and allow Semaphore Road shops and businesses to stay open until 11.59pm on New Years eve (when fireworks are on again) - thousands come for that.</p>
<p>Could you bring back the Xmas Parade and combine it with the Dockside Festival ? This could keep the community happy with their traditional family favourite and introduce them to the new event.</p>
<p>I loved the winter wonderland once held at Har Street Mill. The fire pits allowed people to sit and gather and talk to new people sitting who they may not have ever had the opportunity otherwise</p>

The kite festival was spectacular but traffic & parking was a nightmare. Consideration to closing part of the esplanade & Semaphore Rd, parking & free shuttle bus options from the train station & surrounding area.
Yes - would like to be assured that all events adopt best environmentally sound approaches - promoting active transport, be energy efficient, and promote zero waste, with recovery of leftover food and easy capture of compostable waste (i.e. by insisting on use of reusable / compostable containers Markets should promote locally produced crafts / foods / entertainment Events should be accessible to everyone - inclusive of people with diverse abilities, cultures. However some events can target specific age groups.
I have responded with "No" to the question about volunteering, as I have mobility issues and cannot provide that type of input. What I would like to say about holding events is that where feasible, they are held across the range of areas covered by the Council. If I had more information about the demographics of PAE's different areas, I might be able to offer more constructive input to this question. As an older person who seeks cultural (in its fullest sense) and intellectual stimulation, I would very much be interested in events which met that need. I am also a person who is a lifelong learner and I, as would many people who have retired, would be interested in seeking out learning opportunities offered in my council area. I do have some ideas I would be happy to share but think it would also be of value to canvas more widely.
The only reason I say no to volunteering is that I'm currently on the PAEC Dogs on Beaches Consultative group plus my involvement with Australian-Vietnamese Chamber of Commerce
I've lived in the Port Adelaide area for nearly five years after decades lived in the eastern suburbs. I am impressed by the strength of community, and in particular the number of artists and other creatives in the area involved in presenting outstanding community exhibitions and events that are more than the equal of any I've had the pleasure of seeing in other countries. This, combined with the river, and the amazing history of this beautiful old port, makes me think that at some point a festival which links the past with the present and the future would be great. Particularly when the built environment is changing so quickly.
I am currently a volunteer on social support program but would be happy to help at any daytime event not on Wednesdays
I would like to see more lead time for events. plan for annual or biannual so it easier for participants to plan ahead, especially for performers
I am getting too old now to enjoy participating in very much. But have a growing family who would. Also sometimes (RARELY) have visitors from overseas, that I would like to have something somewhere to take them
Problems for older people attending events Transport Lack of seating at event Crowds cause problems
Have a get-to-know you day for greyhounds as there are so many here and many people do not understand the breed and how gentle they are.
Yes many, but first I would like to comment on this survey. As a resident of Semaphore I would have liked to see a section where I could list what I don't like about events at Semaphore. Yes I can use this section to tell you but it probably won't be represented in the final report. In the years before Covid, the events at Semaphore were becoming too big and too numerous. Fireworks for example at Christmas carols and twice on NYE. I have said this before in the review in 2018, Semaphore needs small QUALITY events spread throughout the year so the residential amenity is not impacted.

Event Program 2023 / 2024

NB. This schedule does not include the project based work undertaken by the Placemaking & Activation team, activations or all public art outcomes, or administration such as permits

Community Managed or Council Sponsored Event						
Project	Description	Event Size	Delivery Month	Location / 10 Places	Activation Principles	Strategic Driver
Polonia Reserve Opening	A community celebration to officially open the new Polonia Reserve	Small	August	Croydon Park	3, 4	City Assets, Placemaking Model
Garba ni moj with Sagar Patel	Garba is Indian traditional cultural festival		August	Parks		Community event
SALA Before Dark	A self guided trail around exhibitions in Port Adelaide visiting traditional and non traditional exhibition spaces along the way		August	Port Adelaide		Community event
SA Variety Club Bash 2023 Start Line	Start line for the 2023 Bash, launching from Commercial Road		August	Port Adelaide		Community event
Markets at the Mill			Monthly	Port Adelaide		Community event
Port Adelaide Diversity and Inclusion Film Festival	Port Adelaide Diversity and Inclusion Film Festival (PADIFF) profiles filmmakers with diverse voices		August / September	Semaphore		Community event
Merchant Navy Day	Support for the delivery of this community event, in line with Council Resolution	Medium	September	Port Adelaide	3	Community
Creative Port Plan: Precinct Drinks	Quarterly networking event aimed at local creatives and businesses, while showcasing the Port's creative spaces and venues	Small	September	Port Adelaide	2, 3, 5, 6	Creative Port Plan, Arts & Culture Strategy
Workers' Memorial Time Capsule Unveiling	Event to celebrate the removal and documentation of the Time Capsule interred within the Workers' Memorial	Small	September	Port Adelaide	6	Community
Grant Workshop	Community information sessions re our grant programs	Small	September	Lightsview, Parks	3, 4, 5, 6	Placemaking Model
Creative Port Plan: Handmade Markets	Arts market showcasing work and products by local makers, featuring live music, creative workshops, food trucks, coffee cart + other pop-ups	Medium	September	Port Adelaide	1, 3, 4, 6	Creative Port Plan, Arts & Culture Strategy
Creative Port Plan: Live & Local Forum	Forum aimed at local venues and musicians around the new Live & Local program	Small	September	Port Adelaide	1, 2, 3, 4, 6	Placemaking Model, Creative Port Plan, Arts & Culture Strategy
Adelaide Schools Art Prize & Exhibition	An opportunity for high school students to showcase their artwork created during the year as part of their learning. With prizes on offer in multiple categories, student's work will be assessed by a panel of judges and displayed as part of an exhibition open to the community	Medium	September	Port Adelaide	1, 2, 4, 5, 6	Placemaking Model, Creative Port Plan, Arts & Culture Strategy
Markets at the Mill			Monthly	Port Adelaide		Community event
Semaphore Music Festival	This live music event takes place in and around business, the Foreshore and venues in Semaphore		September / October	Semaphore		Community event
Helpmann Academy and SA Power Networks – Emerging Artists Stobie Pole Commission Launch	Partnership program with SA Power Networks and the Helpmann Academy celebrating the mentoring of four emerging artists who will deliver public art on stobie poles adjacent to Beefacres Hall	Small	October	Beefacres Reserve and Hall	1, 2, 4, 6	Placemaking Model, Arts & Culture Strategy
Touch-a-Truck	Placeholder pending community feedback & outcomes from March Council Report	Large	October	Parks	3, 4, 5, 6	Placemaking Model, Community
Asbestos Disease Association of South Australia Memorial Day	Support for the delivery of this community event, in line with Council Resolution	Medium	October	Kilburn	3	Community

ATTACHMENT 12.2.1.2

Project	Description	Event Size	Delivery Month	Location / 10 Places	Activation Principles	Strategic Driver
Living Landscapes Writing Competition and workshops (Nature Festival)	Writers' competition and workshops along with a schools program	Medium	October	Parks, Natural Places	1, 2, 3, 4, 6	Living Environment Strategy, Placemaking Model, Arts & Culture Strategy,
Creative Port Plan: Live & Local Professional Development	Second step in delivering outcomes as part of the initiative to encourage live music within PAE	Small	October	Port Adelaide	1, 2, 4, 5, 6	Placemaking Model, Creative Port Plan, Arts & Culture Strategy
Markets at the Mill			Monthly	Port Adelaide		Community event
Adelaide Film Festival	Year 2 of the Sponsorship Agreement to deliver a component of the AFF in Semaphore		October	Semaphore		Sponsored event
Twilight Parade – Port Adelaide	Christmas Parade inviting community groups, schools and clubs to walk, with a Street Party after the event	Large	November	Port Adelaide	3, 4	Community
Creative Port Plan: Precinct Drinks	Quarterly networking event aimed at local creatives and businesses, while showcasing the Port's creative spaces and venues	Small	November	Port Adelaide	2, 3, 5, 6	Creative Port Plan, Arts & Culture Strategy
North East Community Day	A low cost family day out and opportunity for local artisans/producers and service providers to engage with their local community.		November	Hillcrest		Community Event
Markets at the Mill			Monthly	Port Adelaide		Community event
Semaphore Street Fair	The Harcourts Smith Semaphore Street Fair is an annual event organised by the Semaphore Mainstreet Association, this free, family-friendly event is held annually on the last Sunday in November,		November	Semaphore		Community Event - Sponsorship Request for Consideration
Spellbound 2023	A 3 day event including markets, interactive workshops, live music and performances, food trucks, a pop up moon light cinema, magical animals, face painting. This provides something for the whole family to enjoy!		November	Port Adelaide		Community Event
Froth & Fury	Live music event with a heavy music focus		November	Port Adelaide		Community Event
Creative Port Plan: Live & Local Micro-festival	2 x micro-festivals (delivered in partnership with Live Music Office) which will activate and support Port venues with small-scale live music performance. Targeting delivery as part of the Dockside Festival	Medium	December	Port Adelaide	1, 2, 4, 6	Placemaking Model, Creative Port Plan, Arts & Culture Strategy
Creative Port Plan: Handmade Markets	Arts market showcasing work and products by local makers, featuring live music, creative workshops, food trucks, coffee cart + other pop-ups	Medium	December	Port Adelaide	1, 3, 4, 6	Creative Port Plan, Arts & Culture Strategy
Dockside Festival	Year 2 of delivery of the Festival	Flagship	December	Port Adelaide	1, 2, 3, 4, 5, 6	Placemaking Model
New Year's Eve	Event featuring a family friendly fireworks display at 9pm and further display at midnight. A small scale laser/light element will be introduced to demonstrate the impact and test the concept	Large	December	Semaphore	4	Community
Markets at the Mill			Monthly	Port Adelaide		Community event
Palestinian Cultural Day	This is an annual landmark event among the Palestinian Community, celebrating and sharing heritage and culture among the wider South Australian society and further engage in the community.		December	Semaphore		Community Event
Markets at the Mill			Monthly	Port Adelaide		Community event
Semaphore Greek Festival	Annual Greek Festival over three days		January	Semaphore		Community Event
Lefevre Movie Night	A family friendly evening delivered in conjunction with the Active Living Team	Medium	February	Lefevre	1, 3, 4, 5, 6	Placemaking Model, Lefevre Precinct Plan

ATTACHMENT 12.2.1.2

Project	Description	Event Size	Delivery Month	Location / 10 Places	Activation Principles	Strategic Driver
Markets at the Mill			Monthly	Port Adelaide		Community event
Celebrate Prospect Road - Pop-up Activations	Pop-up activities in the nodes along Prospect Road	Medium	February / March	Prospect Rd	1, 2, 3, 4, 5	Placemaking Model, Welcoming Cities
Creative Port Plan: Handmade Markets	Arts market showcasing work and products by local makers, featuring live music, creative workshops, food trucks, coffee cart + other pop-ups	Medium	March	Port Adelaide	1, 3, 4, 6	Creative Port Plan, Arts & Culture Strategy
Creative Port Plan: Live & Local Micro-festival	Second micro-festival, in partnership with Live Music Office	Medium	December	Port Adelaide	1, 2, 4, 6	Placemaking Model, Creative Port Plan, Arts & Culture Strategy
Grant Workshops	Community information sessions re our grant programs	Small	March	Various locations around the City	3, 4, 5, 6	Placemaking Model
Markets at the Mill			Monthly	Port Adelaide		Community event
Creative Port Plan: Precinct Drinks	Quarterly networking event aimed at local creatives and businesses, while showcasing the Port's creative spaces and venues	Small	May, August, November, February	Port Adelaide	2, 3, 5, 6	Creative Port Plan, Arts & Culture Strategy
Markets at the Mill			Monthly	Port Adelaide		Community event
Adelaide International Kite Festival	Annual Kite Festival program held over Easter weekend		April	Semaphore		Community Event
Semaphore/ Port Adelaide RSL Anzac Day Commemorations	PAE's largest Anzac Day commemoration, supported by a Council Resolution to provide financial support		April	Semaphore		Community Event
Celebrate Prospect Road - Food Event	Food event partnering with a business in the Prospect Road area	Medium	April/ May	Prospect Rd	1, 2, 3, 4, 5	Placemaking Model, Welcoming Cities
May Day	Support for the annual Workers' Memorial inscription and Morning Tea (Council is a trustee of the memorial)	Small	May	Port Adelaide	4	Community
Markets at the Mill			Monthly	Port Adelaide		Community event
Planting Day	Support for delivering family fun and live music to the popular planting day series delivered by the Environment Team.	Small	June	TBC	4, 6	Living Environment Strategy, Placemaking Model
Creative Port Plan: Precinct Drinks	Quarterly networking event aimed at local creatives and businesses, while showcasing the Port's creative spaces and venues	Small	June	Port Adelaide	2, 3, 5, 6	Creative Port Plan, Arts & Culture Strategy
Markets at the Mill			Monthly	Port Adelaide		Community event
Neighborhood Gatherings	Support for these community led, small scale activations with a marketing focus in the lead up to Halloween and Christmas	Small	ALL	All areas	3, 4, 5, 6	Placemaking Model
Creative Port Plan: Street Art Tours Partnership Event Programs based in 10 Places not currently represented in the program	Monthly tours of street art within the Port led by local artists and creatives	Small	Monthly	Port Adelaide	1, 2, 4, 6	Creative Port Plan, Arts & Culture Strategy
	Opportunities to test and trial event programs with partners from the Community or event delivery partners.	Medium	TBC	TBC	1, 2, 4, 5, 6	Placemaking Model

Activation Principles	
1. Destination desirability	4. Community Capacity and Place Use
2. Uniqueness	5. Consideration of our resources
3. Thriving communities	6. Delivery on Strategy