

Christmas in the City

A new Action Plan for 2025 to 2028

Consultation closes 5:00pm, Friday 27 September



**Our
Adelaide**



Customer Centre
25 Pirie Street, Adelaide
(08) 8203 7203
ouradelaide.sa.gov.au

Project Information

The Christmas season in the City starts with Pageant and ends on Christmas Day. It is a time of joy and delight with family and loved ones, in which the City comes to life with activity, colour and sparkle. The current Christmas Festival Action Plan 2021-2024 is due to be renewed. Council wants to hear from you to help develop priorities for a new plan for Christmas in Adelaide, which would start in 2025 and go through to 2028. We want to know your ideas and thoughts about Christmas in Adelaide to help us write the next Action Plan.

Background

An annual budget is set by Council for city-wide Christmas experiences, in partnership with the community and businesses, which pays for decorations, events and activities such as the live music week of Countdown to Christmas at the Tree and public performances. In addition, Council's subsidiaries Adelaide Economic Development Agency (AEDA) and the Adelaide Central Market Authority (ACMA) support traders with activations, decorations and advertising to attract visitors throughout November and December.

Council invests in a suite of new decorations each year such as the Giant Santa Trail in 2023. Council also funds events and markets such as the annual Christmas Tree Lighting Event in Victoria Square/Tarntanyangga and Adelady Christmas Village and AEDA has sponsored both the National Pharmacies Christmas Pageant and Carols by Candlelight events.

Timeline

- Engagement will be open from 9 September to 27 September 2024
- Council Workshop in November 2024
- Draft Plan provided to community in early 2025 prior to Council endorsement

Frequently Asked Questions

Why is Council writing a new Plan for delivering Christmas in the City?

The old Plan was written in 2020 and was very focused on city recovery during COVID. We want to check back with the community on how important it is for Council to invest in Christmas festivities such as decorations, events and activities.

What do we want to find out from the community?

We are keen to understand community expectations about Christmas time, and where in the City and North Adelaide they would like to see activity, so we can develop an informed new Plan.

We want to better understand the importance of Council's investment in Christmas and where to focus our efforts.

Will this affect Christmas season 2024?

This year's Christmas activities are not part of this engagement. There will be a return of some of the key events, as well as new decorations to experience.

What is the plan for the Giant Christmas Tree?

The Giant Christmas Tree in Victoria Square/Tarntanyangga will be newly decorated this year. There is a plan being developed to replace the current Christmas Tree due to its age.

How do I provide my feedback?

There are a number of ways in which you can provide feedback:

Feedback Form (attached to this information pack)

Online

ouradelaide.sa.gov.au

Contribute your feedback via the **Online Survey** and/or **Discussion Forum**.

Written Submissions

All written submissions must be received by 5.00pm on the date advertised and should be addressed to:

Community Consultation

Christmas in the City: A new Plan for 2025 to 2028

GPO Box 2252, Adelaide SA 5001

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What happens next?

We will acknowledge your feedback either by email or in writing.

Feedback received will be provided to Council members at a Workshop in November 2024

A draft Plan based on community and Council feedback will be developed and shared via Our Adelaide in early 2025.

For enquires please contact:

Felicity Edwards

Strategic Project Lead

T: 08 8203 7203

E: CityChristmas@cityofadelaide.com.au

Or visit ouradelaide.sa.gov.au

Feedback Form

Feedback closes **5:00pm, Friday 27 September**

This form can also be completed online at ouradelaide.sa.gov.au.

Q1. What has been your most memorable Christmas experience in a City (Adelaide or somewhere else in the world)?

Q2. Where would you most like to see Christmas activity in Adelaide? Tick one only.

☐ Central CBD (Rundle Mall, Victoria Square/Tarntanyangga/King William Street/North Terrace, Central Market)

☐ Central CBD and North Adelaide

☐ Main streets (Gouger, Grote, O'Connell, Melbourne, Hindley, Rundle and Hutt Streets)

Q3. Would you like to see more Christmas activity in these places? Tick as many as you would like.

☐ Riverbank

☐ Main streets (Gouger, Grote, O'Connell, Melbourne, Hindley, Rundle and Hutt Streets)

☐ City Squares (Victoria, Light, Hindmarsh, Hurtle, Whitmore and Wellington Squares)

Q4. Rank these Christmas decorations and festivities into the order of your most favourite to your least favourite, with 1 being your most favourite and 6 being your least favourite.

 Modern oversized Installations	 Traditional lighting and lit decorations	 Traditional wreaths
 Traditional Christmas events and markets	 Gaming / VR trails	 Photo opportunities non-traditional

Q5. Which of these areas should Council prioritise its spending on?

- ☐ High impact, high quality decorative displays
- ☐ Decorative lighting along main street banner poles
- ☐ Events (i.e. Annual Free Community Tree Lighting, Christmas Markets)
- ☐ On Street activity i.e. trails, selfie destinations, live music and performance
- ☐ Fund small businesses to engage in Christmas activity
- ☐ Digital/AR and online Christmas activities

Q6. How can we better connect to and with diverse communities to ensure everyone can take part in Christmas in the City?

Q7. Who do you visit the City with during Christmas time? (what does this question/response tell us?)

- ☐ Friend(s)
- ☐ Partner/Spouse
- ☐ Family members(s) (including kids)
- ☐ Family members(s) (no kids)
- ☐ Colleague(s)
- ☐ I visit alone
- ☐ Other (please specify)
- ☐ I don't visit the City during Christmas time (please tell us why you don't visit the City during Christmas time)

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Q8. What would encourage you to visit the City more during Christmas time?

[illegible]

Q9. Do you have any other feedback regarding Christmas in the City

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Contact Details (optional)

Providing contact details in a feedback form is optional. However, we ask for this information because we want to know a little more about who you are and how you use the city to ensure we get a higher quality of data to go along with your feedback. The data will help us analyse feedback from specific groups (e.g. age, gender, City users), which in-turn will provide a richer and more valuable response to help Council make decisions.

First Name:		Last Name:	
Email Address:			
Address:			
Business/Organisation Name (if applicable):			
Gender:	☐ Male ☐ Female ☐ Other Identity	Year of Birth:	
Are you a City of Adelaide Ratepayer?	☐ Yes ☐ No		
Please tell us how you participate in city life (tick all that apply):			
☐ Work	☐ Live	☐ Shop	☐ Business Owner/Operator
☐ Study	☐ Tourist	☐ Play (e.g. leisure, recreation, entertainment, dining)	
Please indicate your main areas of interest (tick all that apply):			
☐ Our Community	☐ Our Economy	☐ Our Environment	☐ Our Places
Please indicate the locations that are of interest to you (tick all that apply):			
☐ East End	☐ North Adelaide	☐ South East	
☐ South West	☐ West End		

OurAdelaide.sa.gov.au is Council's online consultation website. It is your chance to be kept up-to-date and provide feedback on areas of the city that interest you. Would you like to sign up to Our Adelaide to receive the monthly newsletter and be notified of new projects that match your interests?

☐ Yes* ☐ No **Please provide your email address above*