

Christmas in the City

Consultation on the draft Christmas in the City Action Plan 2025-2028

Consultation closes 5:00pm, Monday 31 March 2025



**Our
Adelaide**



CITY OF
ADELAIDE

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

Christmas in the City Action Plan 2025-2028



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. In September 2024 we received feedback from 282 respondents, who generously shared their priorities for a new Christmas Action Plan.

We have now drafted this new Plan and would like to check if we got it right. We are asking for feedback from our community to ensure that Council's investment in Christmas in the City supports community expectations, prior to final Council endorsement of the 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. Council also funds events and markets such as the annual Christmas Tree Lighting Event in Victoria Square/Tarantanyangga 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 12-31 March 2025.
- Changes may be made to the draft Plan, based on feedback received during this consultation.
- The final Plan is proposed to be presented to the Community Services and Culture Committee and then Council for endorsement in May 2025.
- Council will endorse the annual Business Plan and Budget mid-year, which will include funding for Christmas in the City.
- Christmas in the City is delivered in November and December each year.

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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 is the plan for the Giant Christmas Tree?

The procurement of the city's new Giant Christmas Tree is underway, and it is and is planned to be debuted in 2026.

How do I find out what is on at Christmas time in the City?

The City of Adelaide and Experience Adelaide websites and media channels are the best sources of information to find out what it on during Christmas in Adelaide.

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 at ouradelaide.sa.gov.au

Contribute your feedback via the **Online Survey**

Email your comments to ouradelaide@cityofadelaide.com.au

Written Submissions

All written submissions must be received by 5.00pm on the date advertised and should be delivered to the City of Adelaide Customer Centre during business hours, or addressed to:

Community Consultation
Christmas in the City Action Plan 2025-2028
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 prior to final endorsement of the Plan, proposed to occur in May 2025.

For enquires please contact:

Lily Pitney

Project Coordinator, City Experience

T: 08 8203 7203

E: CityChristmas@cityofadelaide.com.au

Or visit ouradelaide.sa.gov.au

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Feedback Form

Feedback closes **5:00pm, 31 March 2025.**

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

Q1. Do you support the draft Plan?

☐ Yes

☐ No

☐ Unsure

Q2. Is there anything you think we should focus on more?

Q3. Do you have any thoughts or ideas for improving the draft Plan?

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This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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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*