



## AGENDA

**FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON**

**14 JULY 2020 AT 5.00 PM**

**IN WITTBER & DR RUBY DAVY ROOMS, SALISBURY COMMUNITY HUB, 34  
CHURCH STREET, SALISBURY**

### MEMBERS

Cr M Blackmore (Chairman)  
Mayor G Aldridge (ex officio)  
Cr K Grenfell  
Mr J Pinney  
Cr D Proleta  
Cr S Reardon  
Mr L Virgo  
Mr D Waylen  
Cr J Woodman (Deputy Chairman)

### REQUIRED STAFF

Chief Executive Officer, Mr J Harry  
General Manager Business Excellence, Mr C Mansueto  
Manager Community Experience and Relationships, Ms J Kushnir  
Administrative Coordinator - Business Excellence, Mrs M Potter

### APOLOGIES

### LEAVE OF ABSENCE

### PRESENTATION OF MINUTES

Presentation of the Minutes of the Tourism and Visitor Sub Committee Meeting held on 12 May 2020.

### REPORTS

TVSC1	Future Reports for the Tourism and Visitor Sub Committee .....	7
TVSC2	Status Report on Historical Signage Installation.....	9

---

TVSC3 City of Salisbury Calendar of Events & Exhibitions review..... 11

**OTHER BUSINESS**

**CLOSE**



**MINUTES OF TOURISM AND VISITOR SUB COMMITTEE MEETING HELD IN  
LITTLE PARA CONFERENCE ROOMS, SALISBURY COMMUNITY HUB,  
34 CHURCH STREET, SALISBURY ON**

**12 MAY 2020**

**MEMBERS PRESENT**

Cr M Blackmore (Chairman)  
Mayor G Aldridge (ex officio)  
Cr K Grenfell  
Mr J Pinney  
Cr D Proleta  
Cr S Reardon (5.02 pm)  
Mr L Virgo  
Mr D Waylen  
Cr J Woodman (Deputy Chairman)

**OBSERVERS**

Cr B Brug  
Cr C Buchanan

**STAFF**

General Manager Business Excellence, Mr C Mansueto  
Team Leader Communications & Marketing, Ms H Atkins  
Administrative Coordinator - Business Excellence, Mrs M Potter

The meeting commenced at 5.00 pm.

The Chairman welcomed the members, staff and the gallery to the meeting.

**APOLOGIES**

Nil

**LEAVE OF ABSENCE**

Nil

**PRESENTATION OF MINUTES**

Moved Cr J Woodman  
Seconded Cr D Proleta

---

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 10 March 2020, be taken and read as confirmed.

**CARRIED**

Minutes of the Tourism and Visitor Sub Committee Meeting 12/05/2020

## **REPORTS**

### **TVSC1 Future Reports for the Tourism and Visitor Sub Committee**

Moved Mayor G Aldridge  
Seconded Cr K Grenfell

1. The information be received.

**CARRIED**

### **TVSC2 Promotional method for identifying properties of historical significance plus other attractions within CoS**

Moved Cr D Proleta  
Seconded Mayor G Aldridge

1. That this interim report be noted.
2. That further information and / or presentations of suitable technologies be prepared for presentation to the Committee.

**CARRIED**

## **OTHER BUSINESS**

### **TVSC-OB1 Historical Signage Update**

Moved Mr D Waylen  
Seconded Cr J Woodman

1. That a status report on historical signage be reported to the next meeting of the Tourism & Visitor Sub Committee including a priority listing.

**CARRIED**  
UNANIMOUSLY

---

**TVSC-OB2      Cycling and Walking Path Signage**

Moved Mr D Waylen  
Seconded Mr J Pinney

1. That a report be prepared by August 2020 investigating the feasibility and cost of installing signage and public mural art along the new Cycling and Walking path Tapa Martinthi Yala, to encourage cyclists to venture into Salisbury.

**CARRIED**

**CLOSE**

The meeting closed at 5.46 pm.

CHAIRMAN.....

DATE.....



<b>ITEM</b>	TVSC1
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	14 July 2020
<b>HEADING</b>	Future Reports for the Tourism and Visitor Sub Committee
<b>AUTHOR</b>	Michelle Woods, Projects Officer Governance, CEO and Governance
<b>CITY PLAN LINKS</b>	4.3 Have robust processes that support consistent service delivery and informed decision making.
<b>SUMMARY</b>	This item details reports to be presented to the Tourism and Visitor Sub Committee as a result of a previous Council resolution.

**RECOMMENDATION**

1. The information be received.

**ATTACHMENTS**

There are no attachments to this report.

**1. BACKGROUND**

- 1.1 A list of resolutions requiring a future report to Council is presented to each sub committee and standing committee for noting.
- 1.2 If reports have been deferred to a subsequent month, this will be indicated, along with a reason for the deferral.

**2. CONSULTATION / COMMUNICATION**

- 2.1 Internal
  - 2.1.1 Report authors and General Managers.
- 2.2 External
  - 2.2.1 Nil.

### 3. REPORT

3.1 The following table outlines the reports to be presented to the Tourism and Visitor Sub Committee as a result of a Council resolution:

<b>Meeting Item</b>	<b>Heading and Resolution</b>	<b>Officer</b>
25/11/2019 TVSC-OB1	<b>Signage – Purling/Commercial Road, Salisbury North</b> 1. That staff provide an audit report on existing directional and historically significant signage in the City of Salisbury. <b>Due:</b> November 2020	David Boothway
23/03/2020 1.0.2-TVSC2	<b>Promotion of Salisbury Community Hub and Council Area</b> 2. The Tourism and Visitor Sub Committee support the proposed strategy as set out in this report (Item TVSC2, Tourism and Visitor Sub Committee, 10/03/2020), with a review to be conducted of the strategy by June 2021. <b>Due:</b> June 2021	Julie Kushnir
23/03/2020 1.0.2-OB1	<b>Tourism Strategy</b> 1. That a report be brought back to the Tourism and Visitor Sub Committee on the remaining elements of the Tourism Strategy that are yet to be completed and their associated costings. <b>Due:</b> September 2020	Julie Kushnir
25/05/2020 1.0.2-TVSC2	<b>Promotional method for identifying properties of historical significance plus other attractions within City of Salisbury</b> 2. That further information and / or presentations of suitable technologies be prepared for presentation to the Committee. <b>Due:</b> September 2020	Julie Kushnir
25/05/2020 1.0.2-TVSC-OB2	<b>Cycling and Walking Path Signage</b> 1. That a report be prepared by August 2020 investigating the feasibility and cost of installing signage and public mural art along the new Cycling and Walking path Tapa Martinthi Yala, to encourage cyclists to venture into Salisbury. <b>Due:</b> August 2020	Julie Kushnir

### 4. CONCLUSION / PROPOSAL

4.1 Future reports for the Tourism and Visitor Sub Committee have been reviewed and are presented at this point in time.

#### CO-ORDINATION

Officer:	Executive Group	GMBE	GMCI
Date:	06/07/2020	01/07/2020	02/07/2020



<b>ITEM</b>	TVSC2		
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>		
<b>DATE</b>	14 July 2020		
<b>PREV REFS</b>	TVSC	TVSC1	04/12/2017
	TVSC	TVSC2	12/11/2019
<b>HEADING</b>	Status Report on Historical Signage Installation		
<b>AUTHOR</b>	Craig Johansen, Team Leader Parks and Open Space Assets, City Infrastructure		
<b>CITY PLAN LINKS</b>	3.2 Have interesting places where people want to be. 3.4 Be a proud, accessible and welcoming community. 3.3 Be a connected city where all people have opportunities to participate.		
<b>SUMMARY</b>	This report presents the status of the current Capital program for the installation of Historical Signage across the City, including current locations as well as those proposed for the future and budget allocation for such works.		

**RECOMMENDATION**

1. That the information within the report be received and noted.
2. That staff consider further locations and a priority list be presented to the sub-committee at a future date (November 2020 meeting of TVSC), for inclusion in future budget bids.

**ATTACHMENTS**

There are no attachments to this report.

**1. BACKGROUND**

- 1.1 At the TVSC meeting December 2017, a report was presented with a list of sites for consideration by the committee for the forward capital works program. This was further workshopped with the sub-committee in 2018.
- 1.2 The site list endorsed following the workshop has been included in the Information Signage Program budget for implementation in the future years.
- 1.3 Council in November 2019 resolved to increase the funding to \$30,000 per year for historical signage. (Resolution No. 0325/2019)

**2. CONSULTATION / COMMUNICATION**

- 2.1 Internal
  - 2.1.1 Nil
- 2.2 External
  - 2.2.1 Salisbury Business Association

### 3. REPORT

- 3.1 This report presents an update on the delivery of Historical Signage within the City as part of the Information Signage Program.
- 3.2 Delivery of Historical Information signage has been accelerated following the increase in budget to \$30,000, with the following sites to be delivered as part of the 2020/21 program of works;
  - Purling Avenue, Edinburgh, Penfield Suburb
  - Burton Pioneer Cemetery, Bolivar Rd, Paralowie
  - St Kilda Township, St Kilda
- 3.3 As previously presented to the sub-committee, the Pooraka Historical Circuit has been allocated in year 2021/22 and has now been incorporated into the current signage budget bid.
- 3.4 As all previously identified signage sites have been delivered, historical signage for the year 2022/23 and beyond has not been identified.
- 3.5 Staff find that the gathering of images and information for incorporation into the signage, is the largest time consuming task associated with the development of historical signs, as information needs to be sourced from multiple sources and in some instances historical images need to be acquired.
- 3.6 To assist with the development of future signs, a long lead time is desired by staff to gather the information for historical signage.
- 3.7 It is timely to develop a listing of sites for priority in future years. Staff will work with the sub-committee in the development of this listing and prioritising for inclusion in the budget cycle for future years, via a workshop to be conducted as part of the Tourism and Visitor Sub Committee in November 2020.

### 4. CONCLUSION / PROPOSAL

- 4.1 The Historical Signage Program has gathered momentum with the increase in budget, and it is proposed to proactively select the future sites, working with the Councillors at the subcommittee meeting in November 2020.

### CO-ORDINATION

Officer: Executive Group  
Date: 06/07/2020

<b>ITEM</b>	TVSC3
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	14 July 2020
<b>HEADING</b>	City of Salisbury Calendar of Events & Exhibitions review
<b>AUTHOR</b>	Julie Kushnir, Manager Community Experience & Relationships, Business Excellence
<b>CITY PLAN LINKS</b>	3.2 Have interesting places where people want to be. 3.3 Be a connected city where all people have opportunities to participate.
<b>SUMMARY</b>	<p>This report provides an overview of the current City of Salisbury Calendar of Events &amp; Exhibitions (and consideration to possible adjustments) and is presented to the Tourism and Visitor Sub Committee for input prior to presenting to the Innovation and Business Development Sub Committee in August 2020.</p> <p>Our events and exhibitions are vehicles in which to increase our audience impact and value we deliver to our community by attracting residents from within the City of Salisbury and further afield.</p> <p>Our City Plan 2035 steers us to conduct all our events, exhibitions and activities that provide:</p> <ul style="list-style-type: none"><li>• A welcoming and liveable City</li><li>• A sustainable City</li><li>• A Growing City that Creates new Opportunities</li><li>• Innovation and Business Development</li></ul> <p>Also the connection between our City of Salisbury Events &amp; Exhibitions and the greater Tourism &amp; Visitor Strategy agenda needs to be further strengthened and aligned to the City Plan 2035.</p> <p>This overview has taken those factors into consideration and recommends the consideration of a 3 year calendar.</p>

**RECOMMENDATION**

1. That the report be noted.
2. That the Tourism & Visitor Sub Committee consider this report and make the following recommendations to the Innovation and Business Development Sub Committee.

- a. The Proposed 3 Year Exhibition & Events Calendar be endorsed as contained in Attachment 2 to this report (TVSC 14/07/2020, Item No TVSC3)
- b. Endorse the introduction and staging of a brand new community (nature play style) activity, “The Discover Salisbury Challenge” in December 2020, to kick off school holiday activations, whilst still enabling the appropriate management of social distance requirements, anticipating that they are still in place at the time.

## ATTACHMENTS

This document should be read in conjunction with the following attachments:

1. Proposed Discover Salisbury challenge
2. Proposed 3 year Exhibition & Events calendar

## 1. BACKGROUND

1.1 At the Council meeting held on 11 May 2020 it was resolved that:

*1.1.1. That the events program for the 2020/21 financial year be scheduled to commence from January 2021 to June 2021, apart from the Asbestos Victims Memorial Services scheduled for the last Friday in November, and Vietnam Veterans Day Ceremony held in August 21, however both events will need to be modified in line with State and Federal Government health guidelines.*

*1.1.2. That a three (calendar) year events and exhibitions program be developed that incorporates the following:*

- *A \$70,000 annual exhibition budget be staged for three years with staff to submit recommendations for an annual program, noting that exhibitions such as Watershed Art Prize and SALA should be considered in an adapted format if appropriate, and potentially conducted on alternate years with events such as the Salisbury Writers’ Festival.*
- *Events that have historically attracted substantial attendance numbers be reviewed with a view to possible modification and/or combining with other like events.*
- *The Bridgestone opening event and associated activities be confirmed in line with construction finalisation and the progress of COVID-19, and funding for this event should be the subject of a non-discretionary bid subject to the timing of project delivery.*
- *The staging of Salisbury Plays events resume when it is safe and*

*appropriate to do so.*

- *Further consideration be made to aligning City of Salisbury's Harmony Week activities held in March with the Salisbury Business Association's Food and Cultural Festival (earmarked for October 2020).*
- *The Salisbury Secret Garden be reviewed and presented for a further three years with activities being revised to become a one-day event using South Australian and local performers only.*
- *Consider the combination of the Australia Day and Citizen of the Year Ceremony with the Salisbury Legends Awards.*

*1.1.3.A three year program be developed following the review of the events and taking into account the contents of paragraph 2 of this Motion, be the subject of an Informal Strategy session, and then the subject of a subsequent report to Council by July 2020.*

*1.1.4.A report be prepared that provides advice on a City of Salisbury Christmas Carol grant, and appropriate criteria for expending the \$30,000 grant, to commence in the 2021/22 financial year.*

- 1.2 Note that part 1.1.4 of the above resolution is being considered separately by the Innovation and Business Development Sub Committee and is not included in this report.
- 1.3 It is also important to note that there are a number of events earmarked to be held within Council properties in 2020 such as, but not limited to The Salisbury Business Association's Food and Cultural Festival in the 'Salisbury Civic Plaza / Inparrinthe Kumangka' and Christmas Parade in the adjacent area), and the Morella Community Centre's Open Day, all of which traditionally attract well in excess of 1000 attendees and are unable to be held on Council properties due to the resolution that no events occur until January 2021, noting the two exceptions.
- 1.4 During the hiatus presented by the pandemic, Council has had the opportunity to consider the potential to reform the (3 Year) Events & Exhibition Calendar identified in this report.
- 1.5 It is also important to note that the connection between our City of Salisbury Events and Exhibitions and the greater Tourism & Visitor Strategy agenda be further strengthened, and the role the Tourism & Visitor Sub Committee plays in supporting the overall strategy.
- 1.6 Our City Plan 2035 steers us to conduct all our events, exhibitions and activities in a way that provides:
  - A welcoming and liveable City
  - A sustainable City
  - A Growing City that Creates new Opportunities

- Innovation and Business Development

- 1.7 Following the endorsement of a 3 year Events & Exhibition Calendar, we have the opportunity to engage significant stakeholders such as (but not limited to) the Salisbury Business Association (SBA) primarily, to further develop mutually beneficial event outcomes.
- 1.8 Of key relevance to the City Plan 2035 agenda is the focus on enabling a “Progressive, Sustainable and Connected Community” and ensuring our events and exhibitions uphold and maintain this agenda.
- 1.9 This report has included Elected Members feedback from the Informal Strategy session on 6 July 2020.

## 2. CONSULTATION / COMMUNICATION

### 2.1 Internal

- 2.1.1 Community Planner, Place Activation
- 2.1.2 Facilities Promotion and Activation Coordinator

## 3. REPORT

- 3.1 Events and exhibitions form an important part of the cultural and economic fabric of the City of Salisbury. They are designed to stimulate activity, provide interesting places for people to engage, provide learning and healthy lifestyle opportunities. The current City Plan 2035 contains the following commitment that we will:
  - Provide experiences that make our places livelier and more interesting
  - Encourage wellbeing through healthy lifestyles, sport, social and recreational opportunities
  - Develop a community where people’s culture, ideas and their capacity to achieve is supported and valued.
- 3.2 Since the request to conduct this Calendar of Events & Exhibitions overview, the impact of COVID-19 has resulted in our events being put on hold for the remainder of 2020.
- 3.3 Until such time as the Federal and State Governments further revise current restrictions on public events and mass gatherings, we are unable to proceed with our proposed Calendar of Events & Exhibitions in its current full form.
- 3.4 Also to note is the Council resolution (1.1.1. above) which excludes all events from being held by the City of Salisbury for the remainder of 2020, apart from the Vietnam Veterans Day Ceremony to be held on 21 August, and the Asbestos Victims Memorial Service, scheduled for the last Friday in November, however both events will need to be modified in line with State and Federal Government health guidelines particularly in relation to invitation lists and anticipated attendee numbers.
- 3.5 The most recent and regular relaxation of State restrictions poses the question of the benefit of holding significantly smaller events (if any). Given the Salisbury Community Hub is gradually reintroducing more regular programming and activities, and we are allowing greater number of attendees within the space, by

virtue we are gradually re-opening the Hub to our Community. It would be prudent to monitor how the State tracks in terms of active COVID-19 cases. There is still every possibility that we may be faced with a “second wave” of the pandemic and we must follow all State and Federal Health restrictions and regulations as a matter of great importance and urgency.

- 3.6 The temporary cessation of holding events has provided us with the opportunity to reflect, review and reconsider how our events and exhibitions can and do align and connect with our community and indeed the greater City of Salisbury Tourism & Visitor Strategy (2016-2021). This review has been undertaken with the objective of identifying better value for Council’s investment within an overall strategic context for the organisation, and not purely a cost saving exercise.
- 3.7 We have been also able to reflect on events that may no longer be aligned with broader strategies and outcomes as noted in Section 3.1.
- 3.8 The attached Events & Exhibitions spreadsheet identifies:
- Event
  - Date/Time
  - Event Brief
  - Attendance numbers (anticipated)
  - Expected Target Market
  - City Plan Reference
  - Number of years event/exhibition has been run
  - Year Total of \$449,500 – which includes :
    - \$70,000 p.a. Exhibition budget
    - \$30,000 Once off only, final Matsuri on Mobarra (if it proceeds – considering overseas travel restrictions)
    - \$15,000 Once off only Non-discretionary allocation to stage Bridgestone Oval opening.

#### 4. CONSIDERATIONS

##### **Salisbury Plays cessation – Proposed new activity “Discover Salisbury Challenge”**

- 4.1 It is identified that the “Salisbury Plays” event series should be maintained in its current format ie, appealing to families to experience and enjoy a range of active outdoor, nature based activities – and to be rotated regularly across the various suitable locations within the City of Salisbury with St Kilda and Carisbrook Reserve included in the event schedule for 2021, and that an event be held at Bridgestone Oval on its construction completion and opening. Beyond the end of 2020, we plan to revert to a normal schedule of Salisbury Plays events.
- 4.2 Due to the cancellation of Salisbury Plays Events for the remainder of 2020, we propose a simple “Discover Salisbury Challenge” promotion be held from December 2020 throughout the school holidays, to provide people with a responsibly social distanced, free activity to get out-and-about in Salisbury. As detailed in the attached report, the challenge is aimed at fostering fun and city

pride amongst our residents, in a way where people can attend at their leisure, and involve themselves in as little or as much as they choose. The key objective of the challenge is to follow the “clues” given and seek out the answers to a series of questions posed for each challenge. A completed challenge is eligible for an entry into the prize draw.

There is also an option for the community to participate online. The challenge requires little budget (\$1000 approximately for prizes, more if we can secure some sponsors) and has already been plotted out in the main, by the City of Salisbury Events team. It would be a very easy and fun activity to hold, between December 2020 and February 2021, and is perfectly positioned to be heavily promoted in our end-of-year Discover Salisbury publication, part of the Salisbury Aware magazine and of course throughout all our social media platforms.

The following locations are earmarked for inclusion in the Discover Salisbury Challenge, making further connections to the City of Salisbury Tourism & Visitor Strategy (2016-2021) by showcasing attractive sites to both residents and visitors.

1. St Kilda/Mangrove Trail
2. Virtual Hub Tour
3. Carisbrooke Park
4. Mawson Centre
5. Para Hills Hub
6. National Military Museum/Trains
7. Library Challenge
8. Youth – Twelve 25
9. Create A Place – Art trail
10. Bridgestone Oval (construction permitting, otherwise Happy Home Reserve or Little Para Trail).

### **Events & Exhibitions**

4.3 Events and Exhibitions: When considering event / exhibition attendance numbers in relation to their individual budgets, it is apparent that many represent extremely good value for money, and others do not. It is prudent to note at this point that consideration has been made to “cost per person” versus “return on investment”, which is too difficult to gauge as many of the City of Salisbury programs influence “quality of life” experiences amongst our community, and not necessarily equating to a financial return for Council or other partners.

4.4 It may be so, as time has progressed, some events / exhibitions have lost their appeal or their connectivity with our community as it has grown over the years. It is vital to consider this report in conjunction with the attachment “Proposed 3 year Exhibitions & Events Calendar 2020-2023” which is a comprehensive spreadsheet in date order, outlining our full range of exhibitions, events and suggestions for revisions as appropriate. A brief overview however follows:

#### **4.4.1 SALISBURY PLAYS – 4 x per year: No material change**

Salisbury Plays events continue to provide great value for money, and beyond the consideration of a name change and the rotation of events



across the wider City of Salisbury as well as Carisbrooke Reserve, Bridgestone Reserve, Ingle Farm and St. Kilda, it would be recommended not to be altered significantly.

4.4.2 **AUSTRALIA DAY AWARDS – January: No Revision proposed**

The importance and significance of the Australia Day Citizen of the Year Awards is recognised and will maintain the categories of Citizen of the Year, Young Citizen of the Year, Senior Citizen of the Year and Community Event of the Year which are part of the wider, State Award competition and our Australia Day Celebrations more generally.

4.4.3 **THE SALISBURY SECRET GARDEN: February: proposed reduction of 3 day event to 1 day.**

The Salisbury Secret Garden has been very successful over the years, and the move to the Salisbury Community Hub provided a different environment and surroundings to the year prior. This event is one of the most significant contributors to the Tourism & Visitor Strategy (2016-2021) providing opportunity for attendance by both locals and visitors to the region alike.

It is noted that staging the event over 3 days is a considerable task, with staff, volunteer and external supplier resources heavily impacted. It is recognised that some costs savings were made in 2020 by staging the event at the Hub and taking advantage of some of the inbuilt infrastructure (video screen, toilet facilities, security etc).

The increasing cost of securing “headline” Australian musical talent (in the vicinity of \$30,000 including travel, accommodation and performance fees, are estimated to increase year on year) for the main event on Saturday night challenges us in the future. We have witnessed a steady increase in performer fees and anticipate 2021 will be extremely expensive as the entertainment industry recovers from the inability to tour/perform during the pandemic.

It is proposed that the Salisbury Secret Garden event is shortened to a full single day of entertainment and family fun plus an evening featuring South Australian talent, musicians and performers in all appearance slots. The theme is still “Fringe” – ie celebrating the Arts in the northern region.

Shortening this event and maximising connections to local traders via the Salisbury Business Association enables us to stage a quality event of wide appeal at a significantly reduced cost, with an opportunity to boost outcomes for our local traders.

We remain committed to supporting other facilities such as the RSL and Community Clubs, by officially including them in the “Fringe” schedule and offering their venues to local performers and artists together with a small amount of financial support towards staging costs.

Also to note is the ongoing appeal, or lack thereof, of the **Salisbury Fringe Schools Program**. The current Fringe schools program, which

costs approximately \$9000 to run, is tailored only for primary schools. Of the 35 primary schools on our database who we extend invitations to, only 2-3 of the same schools have attended in the last couple of years. Given that this sports style activity is contrary to the nature of the Fringe's artistic objectives, it is recommended that this current portion of our Fringe activities be cancelled.

We would like to propose a potential alternative opportunity to work with local school/theatre groups, in collaboration with Twelve 25, to run a 'school tour' during our Fringe month. This could continue our engagement with our local primary schools, as well as build connections with secondary schools, and would be much less costly than the current schools program and be more aligned to Fringe objectives.

Seeking additional funding year on year via ongoing Budget Bids (\$85,000 per year in addition to the allocated \$50,000) for the Secret Garden is unsustainable. It should be noted that the 2020-2021 Financial Year budget does not include the additional \$85,000 bid for the Secret Garden. The proposed one day event will be managed within the existing \$50,000 budget.

4.4.4 **INTERNATIONAL WOMEN'S DAY – March: No material change from 2020 proposed**

This was a huge success in 2020 and it is highly recommended to continue with this theme/structure, and work towards building popularity and attendance numbers. It is proposed that ticket prices be marginally increased from \$25 to \$30 per person for adults and from \$19 to \$24 for students to better offset the catering costs. It should be noted that to hold such a successful high calibre event, the budget allocation needs to be raised from its current \$1,000 to approximately \$5,000 in order to offset the fees for high profile guest speakers, a suitable Master of Ceremonies, staging, bar set up, decorations etc. This budget allocation of \$5,000 is in addition to any ticket sale income, which is intended to offset catering costs (food and beverages plus waiting staff).

4.4.5 **THE WATERSHED ART PRIZE – May: Proposed expansion of yearly event to embrace a wider range of creative pursuits, renamed and realigned to its original sustainability agenda.**

Now having lost its major sponsor (@ \$7000pa it will be increasingly difficult to deliver and represent value for money and to offer prize money similar to previous years. It is also noted that many of the exhibitors in fact come from regions outside of Salisbury. It is proposed that consideration be given to reinvigorating the event's original sustainability agenda and renaming the event to better reflect that agenda.

It is suggested that the "Art" prize be broadened to include a raft of "Creative" pursuits such as photography, videography, animation, film-production, music, sculpture, performance, narrations, etc. It is also recommended that the entry fee be raised from \$25 to \$30, representing a \$5 increase, considered to be nominal, but which may offset some of the shortfall in sponsorship funds for prize money. It is anticipated that as this event is rejuvenated, its appeal to future sponsors is increased,

particularly within Government and Sustainability sectors, and we may be able to reestablish it as a significant creative outlet for people of all ages in the northern regions.

It is also proposed that awards be provided within various creative categories such as:

- Painting, Sculpture, Textiles
- Photography
- Multi-media (film production, animation, videography)
- Performance & Written word (music composition, dance, playwriting)

4.4.6 **THE VIETNAM VETERAN’S DAY - August: No material change, apart from managing COVID-19 requirements for the 2020 event and use of streaming to expand the audience.**

The Vietnam Veteran’s Day has for many years (approx. 16) been conducted by the Pooraka Farm Community Centre, with the City of Salisbury becoming more heavily involved in the last 2 years, and now being for the better part, entirely responsible for the event. Due to anticipated restrictions being in place for the event in August 2020, and considering what interim measures could be taken during the pandemic, we considered filming the ceremony and broadcasting it to other locations such as (but not restricted to) the Community Hub and RSL Club, where crowd sizes can be managed (via invitation) in line with Federal and State requirements. We will aim to maximise attendance on site at the 2020 Ceremony mindful of COVID-19 restrictions in place for that date.

The proposed filming would be done in “real-time” or as close as is reasonably possible. Additionally we have a significant opportunity to make the video feed available to ancillary clubs, retirement and nursing homes, hospitals etc thus widening our community reach significantly – something that to date has not been possible. With anticipated restrictions to attendee numbers in 2020, the inability to provide catering and other factors affected by an inability to social distance (such as photographing guests) it is anticipated that a reduction in staging and catering costs will be likely. This saving is earmarked to offset the filming/streaming cost in 2020.

To note, is that proposed filming is likely to exceed the parameters of the original budget in future years, when it is anticipated the event returns to its original capacity and format. An approximate amount of \$3,000 should be anticipated be added to the budget after full assessment of the success and interest in the 2020 stream.

4.4.7 **THE SALISBURY WRITER’S FESTIVAL – September: Proposed reduction from 3 day to 1 day annual event**

This event has dwindled in appeal, attracting approximately only 100 people in recent years, and does not present itself as a viable event to continue with in its current form. However it is noted that the written

word is a passion and outlet for many people and our participation in the Writer's Festival is still relevant for our community in one form or another. It is recommended that this event be reduced to an annual single day event (rather than three days) and feature a smaller number of guest speakers / presenters together with a simple morning and afternoon tea on offer, providing substantial cost savings in the vicinity of \$15,000, balanced with maintaining an outlet for, and our commitment to writers in our region. Maintaining a commitment to securing a credible and attractive speaker(s) will further support the event's appeal.

There is also great opportunity to expand our linkages with local community radio station PBAFM who has shown interest in developing a program where writers may read their prose live on air, or in a series of pre-packaged vignettes. In collaboration with PBAFM we would also have an opportunity to record these segments and share on our social media channels, thus increasing the amount of entertaining content we can provide to our community in the longer term.

4.4.8 **THE SALISBURY COMMUNITY ACHIEVEMENT AWARDS (Working Title) formerly the Legends Awards – October: Realignment required to the broader cultural, business and community connections within the City of Salisbury.**

These awards have experienced declining interest over the past several years, and are becoming increasingly difficult to attract appropriate nominees and participation in the three current categories of Living Legend, Working Legend and Active Legend.

This review has highlighted the opportunity ensure these awards will better reflect the community contribution of our local citizens, businesses – small and large, clubs, service providers (such as wellbeing, professional and allied health services) and our many and varied local cultural groups.

The aim would be to celebrate the outstanding efforts and achievements of local individuals who assist us contribute more widely to the City of Salisbury's efforts to enable a "progressive, sustainable and connected community".

The objective of such an event would be to foster introductions, networking opportunities and general "meet and greets" amongst our broader community and Elected Members to celebrate the success of the individuals and the community overall.

4.4.9 **THE ASBESTOS VICTIM'S MEMORIAL SERVICE - November, No material change, apart from restrictions of social distance and available space for the 2020 event.**

An earnest yearly acknowledgement that continues to be widely supported by those touched by the disease. No substantial alteration is suggested for this event, albeit for adjustments in attendance numbers for 2020 which will need to be strictly managed by the invitation and RSVP process and in line with SA Health restrictions for the time. Again we have an opportunity to film and broadcast the ceremony and provide the video feed (in real-time or as close as is possible) to other locations as

noted for the Vietnam Veteran's Day Ceremony, with appropriate budget allocation for filming possible via savings made on staging and catering costs in the event the attendee numbers are significantly reduced due to social distance requirements. Video streaming provides us again with the opportunity to expand our reach amongst the community, and invite schools, hospitals, retirement villages, community clubs etc to participate.

Review of the "take-up" and participation in the filming of the Vietnam Veterans Ceremony will be a good indication whether this option is a viable one to continue in future years for the Asbestos Victim's Memorial Service.

4.4.10 **DISCOVER SALISBURY CHALLENGE - December 2020 and beyond**

As referred previously to in 4.2. the Discover Salisbury Challenge is a versatile and very cost effective activity to stage. It is proposed to continue in future years after assessment of the success of the 2020 challenge.

**Post COVID-19 Activities**

- 4.4.11 The City of Salisbury also has countless opportunities to connect local neighbourhoods and communities together, via the various Community Centres within our City. It is recommended that relationships with the various Centre Coordinators be further fostered in order to provide as much in-kind and financial support (via the redirection of event funding from 2020) as we can to promote local neighbourhood activities.

**Exhibition program**

- 4.5 Fundamentally, the exhibition program remains very similar with only minor alterations such as:
- A proposed expansion of criteria for the Watershed Art Prize (also to be renamed), to be staged in future years as a more holistic prize for creativity as mentioned in 4.4.5, with entrants across a raft of creative pursuits such as (but not restricted to) photography, film-making, writing, poetry, performance, narration etc eligible for entry, whilst maintaining the Prize's original water sustainability objectives.
  - Investigation and introduction of filming for SALA exhibitions by internal City of Salisbury staff, in order to broaden the exhibition's reach through social media platforms and Youtube with budget contained within internal resources.
  - An annual budget of \$70,000 per annum is applied flexibly to these activities in total.

## 5. BUDGET SUMMARY

SAVINGS		FUTURE BUDGET BIDS REQUIRED	
Once off – Community Event Sponsorship Program round 6. Cancelled and redirected funds to COVID recovery	\$22,000	Once off – non discretionary bid for Bridgestone Oval Opening (when completed)	\$15,000
Once off – 2 x Salisbury Plays events, cancelled and redirected funds to COVID recovery	\$32,500	Once off – non discretionary bid for 2021 Matsuri on Mobara (if travel restrictions allow)	\$30,000
	<b>\$54,500</b>		<b>\$45,000</b>
Ongoing - Salisbury Writer's Festival	\$15,000 pa		
	<b>\$15,000 pa</b>		
BUDGET BIDS NO LONGER REQUIRED		ADDITIONAL ONGOING BUDGET REQUIRED	
On going bids for Secret Garden	<b>\$85,000 pa</b>	International Women's Day Cocktail Function	\$4,000 pa
		Christmas Carol Grant (report to IBDS 13.7.20)	\$30,000 pa
			<b>\$34,000pa</b>

- 5.1 The above table summarises the financial implication of the various changes to the event and exhibition program.
- 5.2 Overall savings equate to \$69,500 (not including the additional funding that would have been required of \$85,000 to continue the Secret Garden at the same level) for 2020/21 offset by \$79,000 in funding required to host Bridgestone Oval and Matsuri on Mobara (travel restrictions permitting).

## 6. CONCLUSION

- 6.1 This report responds to various resolutions aligned to Council's Events program and other resolutions such as the funding of a Christmas Carols Event via a grant of \$30,000 (earmarked to be staged in December 2021) – which is addressed separately in a report to the Innovation and Business Development Sub Committee, 13 July 2020 along with suitable criteria.
- 6.2 The Exhibition & Events report identifies some opportunities for Council to review its Calendar of Events and consider the recommended revisions.
- 6.3 The budget implications noted in the table above for once off savings do not result in substantial amounts. Rather the recommendations in this report serve to better reflect a range of events and exhibitions that are more attuned to our community's changing needs and interests and support our City Plan 2035.

There is no material change to the Exhibitions budget.

The Events budget (as shown in table above) identifies:

- Redirected funds from once off savings
  - Ongoing savings opportunities
  - Future budget bids
  - Ongoing additional budget requirement
- 6.4 The Committee is asked to consider and endorse the suggestions in this report enabling the report to be further considered by the Innovation & Business Development Sub Committee in August 2020.

**CO-ORDINATION**

Officer: Executive Group  
Date: 06/07/2020





**#DiscoverSalisburyChallenge**

<b>Name of Event</b>	<b>Discover Salisbury Challenge</b>
<b>Date of Event</b>	Launch December 1 <sup>st</sup> 2020
<b>Duration of Event</b>	2 months – Challenge to end on 1 <sup>st</sup> Feb 2021
<b>Location of Event</b>	Various Locations across Salisbury
<b>Suggested Project Team</b>	Gemma Murray & Michelle Dagger – Events Helen Atkins – Communications Tamika Cook – Landscapes Myf Mogford – Diversity & Inclusion Kathryn Brady – Libraries Andrew Murray – Mawson Centre Mike Placentino – Para Hills Hub
<b>Event Objectives</b>	The Discover Salisbury Challenge is aimed at fostering fun & city pride amongst Salisbury residents, in a way where people can attend at their leisure, involve themselves in as little or as much as they choose, observe relevant and timely restrictions on gathering sizes, and to also offer an inclusive option for people with mobility or accessibility challenges.
<b>Event Target Audience</b>	Primary: Northern community residents Secondary: Neighbouring regions to Salisbury
<b>Suggested Challenges</b>	<ol style="list-style-type: none"> <li>1. St Kilda / Mangrove Trail</li> <li>2. Virtual Hub Tour</li> <li>3. Carisbrooke Park</li> <li>4. Mawson Centre</li> <li>5. Para Hills Hub</li> <li>6. National Military Museum / Trains</li> <li>7. Library Challenge</li> <li>8. Youth – Twelve 25</li> <li>9. Create a Place - Art trail</li> <li>10. Bridgestone</li> </ol>
<b>Marketing &amp; Communications</b>	12 pages allocated in Discover Salisbury Magazine, distributed to 55,000 homes in December 2020. Discover Salisbury Website (including “clues pages”) Social Media Event and support marketing <b>#DiscoverSalisburyChallenge</b>
<b>Budget required</b>	\$500 Prize \$500 for boosted Facebook Posts

### **Design**

1 page per Challenge in Discover Salisbury Magazine  
5 questions / tasks coincide with 5 clues available on our website  
Map included showing council area & photos of interest

### **Overview**

Throw on your shoes, roll up your sleeves and get amongst it. There's activities and fun to be found, nature to explore and culture to be consumed. It's time to Discover Salisbury again.

You can take on just one OR as many challenges as you wish (up to 10), some designed to be accessible from the comfort of your own home, OR by venturing outdoors with your family and friends to explore, get active and have some fun!

Each challenge will require participants to answer 5 questions about each location, and send in a selfie photo at the location. These photos can then be displayed as a collage on our big external screen at the Salisbury Community Hub.

Should participants take on all 10 challenges and provide the correct answers for each, they will be entered into a draw for a series of prizes. (prize pool to be determined – and could include smaller prizes for single challenges – budget permitting)

The challenge aims to address the following:

- Be accessible for all
- Include a virtual experience for those with accessibility or mobility challenges
- Promote Fitness and Wellbeing
- Include people from a non English speaking background
- Establish a sense of belonging and connection with your local places and with others in your community
- Provide free family fun within the summer school holidays

### **Marketing**

The challenge can be promoted through the variety of our social media channels and the Salisbury Aware / Discover Salisbury printed magazine(s) which will reach 55,000 residents at home. It would be highly recommended to direct funding to a promotional campaign to ensure we maximise our social media reach as far as possible – the objective being to not only include our City of Salisbury residents, but also attract others from areas further afield, to experience a day in Salisbury, and ideally connect with our facilities and local businesses.

**Suggested Challenge Example:**

**Challenge #1 - St Kilda / Mangrove Walk**



Located only 10 minutes from the centre of Salisbury and 45 minutes north of the Adelaide CBD, the historic seaside town of St Kilda has been a popular destination since the days of the first settlers, when local families would spend the day crabbing, paddling and enjoying the sea air. Today, St Kilda offers visitors an award-winning adventure playground for children and adults, the Tramway Museum, the Boat Club and Marina and the St Kilda Mangrove Trail and Interpretive Centre featuring a 2 kilometre boardwalk, showcasing the mangrove forests of the Barker Inlet.

**Now's your time to go and explore!**

Have a go on the many slides, take a ride on the flying fox and explore the pirate ship. Take a picnic and fly some kites, or grab some lunch at the Fish and Chip shop or St Kilda Hotel nearby. Don't forget to send us in a selfie...

**Challenge Questions**

1. How many slippery dips are located across the playground?
2. Name the three slippery dip locations? **\*TIP available.**
3. How many cannons are there on the pirate ship?
4. What's the name of the fish n chip kiosk located by the car park?
5. At what time does the playground close?

\*TIPS will be made available on our website page.

## Proposed 3 year Exhibition &amp; Event Calendar 2020 – 2023

Date & Year	Event	Brief & Description	Annual Budget Required
<b>EXHIBITIONS</b>			
<b>Staff to curate and source exhibitions within the \$70,000 p.a. budget</b>			<b>\$70,000 p.a.</b>
Throughout the year 2020 2021 2022	Exhibitions	9 exhibitions to be held throughout the Hub in various display locations across levels G & 1. Featuring artists such as Pat Ingram, SALA participants, schools, TAFE, a National Military Vehicle Museum display, and other sourced or curated travelling exhibitions (subject to negotiation with artists and administrators). The Centre of Creative Health (new Royal Adelaide Hospital) has offered support, enabling us to feature exhibitions as they rotate through the RAH, Llyell McEwin and Hampstead Hospitals.	
Throughout the year 2020 2021 2022	Stobie Pole Art	Released to public in this current financial year.	
Throughout the year 2020 2021 – final year	Create A Place	Create a place consists of matching artists to venues with the focus of increasing the public art within Salisbury. Currently we are in discussions with three venues, being, Morella, Stockade Tavern and Music Corner and matching them with suitable artists. Once venues are happy with the artist, and we have received a quote from the artist we gain approval from the public art panel and draw up a contract with the artists.	
May 2021 2022 2023	Watershed Creative Prize  <i>Proposed expansion of annual event to embrace a wider range of creative pursuits, renamed and realigned to its original sustainability agenda.</i>	<p>The current Watershed Art prize has waned in attendance and participation over the past several years, and has not kept up with developing technologies and practices within the creative realm.</p> <p>It also appears that the Watershed Art prize's original objective of promoting water resourcing sustainability has waned. We have also found that entrants in the main are generally not from our region.</p> <p>We have an opportunity to reinvigorate an historic Art prize, by expanding the criteria to include a wide range of "creative" pursuits such as music composition, animation, film-making, poetry, short-story writing, performance, narratives etc and to concentrate promotional efforts to our region, in particular our schools and community groups and involve local radio station PBAFM.</p> <p>The opportunity to feature an exhibition of our community's creativity within our Salisbury Community Hub's John Harvey Gallery presents us with a dynamic space complete with traditional hanging spots and rails plus the ability to show movies, video, clips etc on the audio-visual equipment in that room.</p> <p>Added to that, our Events &amp; Exhibitions team members are upskilling and embracing new technology such as video streaming, Youtube Channels and Facebook film clips which will give us capability to extend our reach to those who may not be able to attend in person. Additionally, the use of the video screens in the John Harvey Gallery will form part of a display which is visible (through the large glass windows) at night and weekends.</p> <p>It would be fair to anticipate that after reinvigorating the Watershed Creative Prize, we may be in a better position to secure a sponsor who can fund the first prize of \$5,000. Note that the sponsor for the 2020 event was lost early in the year.</p> <p>*Should we not be successful in securing a sponsor, a solution would be to increase the entry fee to the competition from \$25 to \$30 to contribute to the cost of the prize, and / or can reduce the prize fund noting this could affect popularity of the competition.</p>	

August 2020* 2021 2022	SALA	Exhibition will proceed in August 2020 with no fees associated. Anticipated that the exhibition will be filmed (internally) by events & communications staff and shared online to enable more people to see it during COVID restrictions.	* no fees in 2020 due to COVID 19  In years 2021 & 2022, contribution fees will be part of the \$70,000 pa allocation.
<b>EVENTS</b>			
August 2020** 2021 2022	Vietnam Veterans Day Ceremony  <i>2020 - No material change, apart from restrictions of social distance and available space. Introduce filming &amp; streaming 2021, 2022 anticipated as normal If filming &amp; streaming successful, small additional budget may be required.</i>	**Due to COVID restrictions, the 2020 event can be filmed and broadcasted on the big screen in the Civic Plaza, Youtube channel and Facebook platforms to expand our ability to reach our usual event attendees Public members and VIPS will not be able to attend the event site at Henderson Square in 2020 – only a small group of Veteran invitees, event staff, camera crew, speakers and security estimated at 50 people are able to attend. It is anticipated that the event will resume as normal in 2021.	\$7,000 p.a.
November 2020*** 2021 2022	Asbestos Victims Ceremony  <i>No material change, apart from restrictions of social distance and available space. Introduce filming &amp; Streaming if uptake sufficient at Vietnam Veterans Ceremony. 2021, 2022 anticipated as normal</i>	Anticipated to resume as usual. *** Filming and broadcasting as referenced in the Vietnam Veterans Day Ceremony above can occur in 2020 if restrictions remain in place.	\$4,000 p.a.
December 2020	Discover Salisbury Challenge  <i>New activity – requires no mass gathering. Completed in own time. If successful, continue in future years</i>	Following the cancellation of major events in 2020 due to COVID 19, it is proposed we introduce a mechanism that encourages the community to get out amongst our parks and grounds, but to do so in a way mindful of relevant social distancing recommendations and crowd gathering numbers at the time.  The Discover Salisbury Challenge is aimed at fostering fun & city pride amongst Salisbury residents, in a way where people can attend at their leisure, involve themselves in as little or as much as they choose, observe relevant and timely restrictions on gathering sizes, and to also offer an inclusive option for people with mobility or accessibility challenges.  There are free activities and loads of fun to be found across our parks, reserves and community centres throughout the City of Salisbury and this challenge aims to showcase those. You can take on just one OR as many challenges as you wish (up to 10), some designed to be accessible from the comfort of your own home, OR by venturing outdoors with your family and friends to explore, get active and have some fun!  Each challenge will require participants to answer 5 questions about each location, and send in a selfie photo at the location. These photos can then be displayed as a collage on our big external screen at the Salisbury Community Hub.  Should participants take on all 10 challenges and provide the correct answers for each, they will be entered into a draw for a series of prizes. (prize pool to be determined – and could include smaller prizes for single challenges – budget willing)  The challenge aims to address the following: <ul style="list-style-type: none"> <li>• Be accessible for all</li> <li>• Include a virtual experience for those with accessibility or mobility challenges</li> <li>• Promote Fitness and Wellbeing</li> </ul>	\$1,000 – (towards prizes)  <i>To note: we have an opportunity to partner with Salisbury Business Association potentially to offer prizes within the Salisbury City Centre. If this concept is supported, discussions will commence with SBA and their appetite for participation determined.</i>



		<ul style="list-style-type: none"> <li>• Include people from a non English speaking background</li> <li>• Establish a sense of belonging and connection with your local places and with others in your community</li> <li>• Provide free family fun within the summer school holidays</li> </ul> <p>The challenge can be promoted through the variety of our social media channels and the Salisbury Award/ Discover Salisbury printed magazines which will reach 55,000 residents at home. It would be highly recommended to direct funding to a promotional campaign to ensure we maximise our social media reach as far as possible – the objective being to not only include our City of Salisbury residents, but also attract others from areas further afield, to experience a day in Salisbury, and ideally connect with our facilities and local businesses.</p>	
<b>(all other events for 2020 suspended due to COVID 19)</b>			
<b>January- March</b> 2021 2022 2023	Summer Sessions in the Plaza  <i>No material change</i>	A variety of fun free activities in the Civic Plaza / Hub each Saturday over 12 summer weekends incorporating live music performances, outdoor games, movies, craft classes, sporting activities and table tennis competition.  <i>In order to complement the Summer Sessions in the Plaza program, it is anticipated that Salisbury Business Association may have appetite for involvement/support, with further details to be developed.</i>	\$5,000 p.a.
<b>January</b> 2021 2022 2023	Australia Day & Citizen of the Year	No change to current format The importance and significance of the Australia Day Citizen of the Year Awards is recognised and will maintain the categories of Citizen of the Year, Young Citizen of the Year, Senior Citizen of the Year and Community Event of the Year which are part of the wider, State Award competition and our Australia Day Celebrations more generally.	\$55,000 p.a.
<b>February</b> 2021 2022 2023  Avoiding major race car events or free Festival performances that attract huge crowds to the city.	Salisbury Fringe Carnival Day  <i>Reduce event from 3 day to 1 day event</i>  Proposed titles: <ul style="list-style-type: none"> <li>• <i>City of Salisbury Carnival Capers</i></li> <li>• <i>City of Salisbury Carnival</i></li> <li>• <i>Salisbury Swings</i></li> <li>• <i>Sensational Salisbury</i></li> </ul>	Salisbury Secret Garden is proposed to be downscaled considerably and held in February as part of “the Fringe” (which incurs reasonable costs for association).  It is proposed to be a full 1 day event for a family day of entertainment, rides and activities and will go on until late with a variety of South Australian bands and performers.  Reasons to reposition include; <ul style="list-style-type: none"> <li>• Not practical to continue seeking additional (substantial) funds each year to hold a three day event with waning attendances</li> <li>• More practical to support local entertainers, rather than to incur national (high profile) talent performance fees</li> <li>• Fringe fee reduced by 66% (\$420) for holding on one day only, rather than three</li> <li>• Maximise infrastructure, staff and talent costs across one full day of activity</li> <li>• Reduce our financial support for the Salisbury Fringe Venues program which sees a number of venues across our City included in the Fringe Guide. (we provide costs for sound and lighting for some venues which is unsustainable)</li> <li>• Opportunity to activate the Civic Square from early morning, providing flow on benefits to local traders</li> <li>• Opportunity to engage and include Salisbury Business Association to ensure flow on benefits to local traders are maximised, promoted and encouraged. It should be noted that at the time of writing this report, prior to Council support for the repositioning, no engagement has been made with SBA to ascertain their inclusion. However, it is known they have a high desire for participation and this will be maximised.</li> </ul> Indicative Concept Carnival Day to consist of; <ul style="list-style-type: none"> <li>• Food vendors all day, including popcorn, fairy floss, and dagwood dog fairground style foods in addition to traditional and healthy options</li> </ul>	\$50,000 p.a.

		<ul style="list-style-type: none"> <li>• Coffee and cakes – Jim Dandy Cafe</li> <li>• Licenced Bar from 12 noon</li> <li>• Young children’s program of fun and games throughout the day</li> <li>• Older children’s activities, science shows, amusements, Virtual Reality, Gaming etc from 12 noon – 4pm</li> <li>• Kids disco or Silent Disco 11am - timings subject to change.</li> <li>• Jumping Castle, face painting, slippery dip – opportunity to partner with SBA for support and ensure connections to local traders is encouraged as much as possible. <i>No discussions have taken place yet for 2021 event.</i></li> <li>• Possible two stages at either end (north &amp; south) of the Civic Plaza, one larger for groups and one smaller for soloists and duos</li> <li>• Streaming video of the performances to the large external screen.</li> <li>• Indoor performances such as magic and circus style, using the Bleacher stairs for audience seating</li> <li>• Music performances throughout, featuring 4-5 local reputable bands from 5pm with different styles, catering for a wide range of tastes and age groups</li> </ul> <p>To note – we still will support various local venues (RSL, Twelve-25 etc) and performers, by way of provision of financial support to their staging costs, and provision of the official Fringe Guide listings. These costs are most reasonable and are included in the overall Secret Garden budget.</p> <p>The Salisbury Fringe Schools Program which costs approx. \$9000 to run each year is tailored only for primary schools. Of the 35 primary schools invited, the same 2-3 schools have participated each year. The program in itself does not reflect the Fringe’s artistic objectives and is recommended to be ceased.</p> <p>We propose to involve local school theatre groups, and wider community youth theatre groups via Twelve 25 to run a “school tour” during Fringe month. This would continue our engagement with local primary schools and would be much less costly than the current schools (sports style) program and be more in line with the Fringe’s theme and objectives.</p>	
<b>March</b> 2021 2022 2023	International Women’s Day Cocktail Night  <i>No material change from 2020 theme</i>	Remain at the Salisbury Community Hub as a cocktail evening. Continuing as a cocktail event enables us to expand connections to professional and business networks. It would be fair to anticipate that with a growing professional attendance base, we may be in a better position to attract a financial sponsor – further exploration required.	\$5,000 pa for MC, Guest speaker, staging, decorations etc. (Existing budget only has \$1000 allocated which is insufficient)  (\$9,000 was total event cost for 2020 minus income of ticket sales. Consideration should be made to raising the ticket price marginally, from \$25 to \$30 per person & from \$19 to \$24 per student to offset catering costs) which is still most reasonable for such high calibre event.
<b>March</b> 2021 2022 2023	Harmony Week  <i>Potential - SBA – Food &amp; Cultural Festival partnership – requires negotiation with SBA.</i>	City of Salisbury Harmony Week celebrations were cancelled in March 2020. Consider extension of the SBA Salisbury Food & Cultural event which could complement Harmony Week.  <i>In the event COVID-19 Restrictions hinder the staging of the 2020 SBA Food &amp; Cultural Festival, there is a distinct opportunity to align it with Harmony Week in the following March of 2021 – a partnership between City of Salisbury and the Salisbury Business Association which would be a fantastic multi-cultural celebration.</i>  <i>However, it is important to note that no formal proposal has been discussed with Salisbury Business Association, as we await details on State and Federal Health restrictions being lifted throughout the remainder of 2020, which may enable the SBA Food &amp; Cultural Festival to proceed as planned, or with only minor adjustments. At the time of writing this report, it was too early to predict and no formal discussion had taken place.</i>	Note that the Events & Exhibitions budget does not fund Harmony Week activities. This is the responsibility of Community Health & Wellbeing.  However, further contribution from the Events & Exhibitions budget may be required in addition to leveraging SBA funds and support.

April 2021 2022 2023	Salisbury Plays  <i>No material change</i>	Salisbury Plays to resume with consideration given to a change of name/ brand. 2021 - An opportunity to hold the event at St Kilda during Easter School Holidays due to the October 2020 event being cancelled due to COVID 19. 2022 – location to be decided (1 of 4) 2023 – location to be decided (1 of 4)  Note that traditionally 4 x Salisbury Plays events are held each Financial Year.	\$17,500 per event <i>(\$65,000 per annum for 4 events)</i>
April 2021 (Round 7) 2022 (Round 9) 2023 (Round 11)	Community Events Sponsorship Program Applications Opens	CESP to resume and open for applications.	\$30,000 p.a
April 2021 2022 2023	ANZAC Day	The Salisbury ANZAC Day Dawn Service is run by the Salisbury RSL at Salisbury War Memorial. Council to resume financial support for traffic management and marketing.	\$2,000 p.a. (Towards Traffic mgt & marketing costs)
May 2021 2022 2023	Salisbury Plays  <i>No material change</i>	Salisbury Plays (renamed) 2021 - Ingle Farm will be the preferred location due to the 2020 event being cancelled due to COVID 19. 2022 - location to be decided (1 of 4) 2023 - location to be decided (1 of 4)  Note that traditionally 4 x Salisbury Plays events are held each Financial Year.	\$15,000 per event <i>(\$65,000 per annum for 4 events)</i>
May 2021 2022 2023	NAIDOC	Resume liaison with Community Development Project Officer with hosting the Reconciliation morning tea event.	Note that the Events & Exhibitions budget does not fund NAIDOC Week activities. This is the responsibility of Community Development – Social Policy.
TBC 2021	Bridgestone Opening	This will take place in line with date of completion to celebrate its opening.	<b><i>Non-discretionary bid required to stage event in the vicinity of \$15,000 will be required due to 2020 budget which was redirected to COVID-19 Recovery.</i></b>
May – September 2021 2022 2023	Autumn/Winter Sessions in the Plaza  <i>Follow theme of summer sessions</i>	A variety of fun free activities in the Civic Plaza / Hub each Saturday over winter weekends incorporating live music performances, outdoor games, movies, craft classes, sporting activities and table tennis competition.  In order to complement the winter Sessions in the Plaza program, it is anticipated that Salisbury Business Association may have an appetite to participate and/or contribute, with further details to be developed.	\$8,000 p.a.



<b>September</b> 2021 2022 2023	Salisbury Writer's Festival  <i>Proposed reduction from 3 day to 1 day annual event</i>	<p>We are not able to proceed with a Writers Festival in 2020 due to COVID 19 – providing us with an opportunity for review. The Salisbury Writer's Festival has waned in attendance and participation over the past several years making it a very expensive cost-per-person. We suggest repositioning the event as a one day event in collaboration with Writer's SA. The ticketed one day event would include a key note speaker, plus 2- 3 workshops (approx. \$550 each) and some light refreshments (tea, coffee, biscuits). The revised 1 day event could be run under \$10,000 to include all of the above, with a local professional key note speaker. The event would indicate a cost saving of around \$15,000</p> <p>With a potential collaboration with PBA FM the festival could also provide an additional opportunity for thriving writers to have their poems / stories read over the radio. Details to be confirmed – and at very little cost. To note, initial discussions have taken place with PBA FM management who are supportive of this concept.</p>	\$10,000 <i>(cost saving of \$15,000)</i>
<b>September</b> 2021 2022 2023	Salisbury Plays  <i>No material change</i>	Salisbury Plays (renamed) to resume 2021 - location to be decided (not Bridgestone Oval as we are likely to have an opening event there the same year) 2022 – Bridgestone Oval 2023 – Bridgestone Oval	\$15,000 <i>(\$65,000 per annum for 4 events)</i>
<b>October</b> 2021 (Round 8) 2022 (Round 10) 2023 (Round 12)	Community Events Sponsorship Program Applications Opens (CESP)	CESP to resume and open for applications	\$30,000
<b>October</b> 2021 2022 2023	Salisbury Community Achievement Awards – working title. (formerly the Legends Awards)	<p>Formerly the Legends Awards – Realignment required to the broader cultural, business and community connections within the City of Salisbury.</p> <p>These awards have experienced declining interest over the past several years, and are becoming increasingly difficult to attract appropriate nominees and participation in the three current categories of Living Legend, Working Legend and Active Legend.</p> <p>This review has highlighted the opportunity ensure these awards will better reflect the community contribution of our local citizens, businesses – small and large, clubs, service providers (such as wellbeing, professional and allied health services) and our many and varied local cultural groups.</p> <p>The aim would be to celebrate the outstanding efforts and achievements of local individuals who assist us contribute more widely to the City of Salisbury's efforts to enable a "progressive, sustainable and connected community".</p> <p>The objective of such an event would be to foster introductions, networking opportunities and general "meet and greets" amongst our broader community and Elected Members to celebrate the success of the individuals and the community overall.</p>	\$12,500
<b>October</b> 2021 2022 2023	Salisbury Plays  <i>No material change</i>	Salisbury Plays (renamed) to resume 2021 - location to be decided (not St Kilda as we may have April event there in the same year) 2022 – St Kilda 2023 – St Kilda	\$17,500 <i>(\$65,000 per annum for 4 events)</i>
<b>November</b> <b>2020 **</b> 2021 2022	SBA Salisbury Food & Culture Event  <i>2020 Event in question. Cannot be held in Civic Plaza. SBA may need to secure alternate location</i>	<p>*Note this is still planned to be held in November 2020, led by the Salisbury Business Association, however careful consideration will be needed regarding attendance numbers, continuing of social distancing, and other State &amp; Federal Health restrictions for public gatherings.</p> <p><i>If this event is not able to be staged in November 2020 it may be appropriate to invite the SBA to partner with City of Salisbury to stage the event to coincide with our Harmony Week celebrations in March 2021. Further discussions with SBA required. At the time of writing this report, no discussions had taken place.</i></p>	\$12,500 p.a. support to SBA

<b>November</b> 2021 only	Matsuri on Mobarra <i>Subject to international travel restrictions</i>	To run in line with the next scheduled delegation by the City of Mobarra to the City of Salisbury due to occur in 2021. The Japanese Cultural festival will be run in collaboration with Mawson Lake's school and will include a program of Japanese cultural experiences including authentic cuisine, market stalls and traditional exhibits, martial arts demonstrations, origami and traditional kimono dress, and a full stage program of performances featuring traditional music and dance. All within Mobarra Park, Mawson Lakes. <i>Will be dependent on international travel restrictions at the time.</i>	\$30,000 – 2021 only – <b>will require a budget bid for 2021/22 financial year if travel restrictions allow.</b>
<b>December</b> Noting that 2020 be trialled before committing to 2021 2022	Discover Salisbury Challenge <i>New activity – requires no mass gathering. Completed in own time. If successful, continue in future years</i>	Details provided on page 2 of this report	Budget captured on page 2.
<b>Potential - December</b> 2021 2022 2023	<i>Potential Community Grant Salisbury Christmas Carols</i>	<i>Potential for \$30,000 additional grant for Christmas Carols, as part of the Community Event Sponsorship Program – to be staged by a community group meeting appropriate criteria</i>  <i>Draft criteria and Terms &amp; Conditions supplied as an attachment to this report.</i>	\$30,000 p.a. potentially
<b>December</b> 2020* 2021 2022	Salisbury Business Association Christmas Parade and Christmas Markets	*2020 to be determined by Government Guidelines if SBA can proceed with the event. Anticipate 2021 to resume as usual.	\$7,500 (to support SBA)
<b>Total Events &amp; Exhibition Calendar Cost Per Year</b>			<b>\$449,500</b> INCLUDING: \$70,000 Exhibition budget p.a. \$30,000 Christmas Carol Grant p.a. from 2021 \$30,000 Matsuri on Mobarra, 1 off only 2021/22 \$15,000 Bridgestone, 1 off only 2021

**Events Recommended to Remove/ Change from previous Events Calendar.**

Date	Brief / Description	Budget potentially saved / redirected
March – May 2020	Salisbury Plays (2 events cancelled). Funds redirected to COVID-19 recovery activities.	\$32,500 – re-directed into COVID Recovery Fund – once off
October 2020	Community Event Sponsorship Program Round 6 CANCELLED DUE TO COVID 19	\$22,000 – re-directed into COVID Recovery Fund – once off
Feb – March 2021 and beyond	Salisbury Fringe Schools Program <b>Recommended to remove.</b>  Salisbury Secret Garden <b>Recommended to reduce from 3 days to 1 full day</b>	<i>Cannot be regarded as an ongoing annual saving.</i> \$85,000 additional annual budget bid not required
September 2021 and beyond	Salisbury Writer's Festival <b>Recommended to reduce from 3 days to a 1 day event</b>	\$15,000 on going savings pa
<b>Anticipated savings</b>	<b>Ongoing per annum = \$15,000 pa</b> <b>Once Off, COVID redirections = \$54,500</b> <b>Budget Bid no longer required = \$85,000</b>	