



AGENDA
FOR INNOVATION AND BUSINESS DEVELOPMENT SUB COMMITTEE
MEETING TO BE HELD ON
10 AUGUST 2020 AT CONCLUSION OF SPORT, RECREATION AND GRANTS
COMMITTEE
IN WITTBER & DR RUBY DAVY ROOMS, SALISBURY COMMUNITY HUB,
34 CHURCH STREET, SALISBURY

MEMBERS

Cr K Grenfell (Chairman)
Mayor G Aldridge (ex officio)
Cr L Braun
Cr C Buchanan (Deputy Chairman)
Cr A Duncan
Cr D Hood
Cr P Jensen
Cr J Woodman

REQUIRED STAFF

Chief Executive Officer, Mr J Harry
General Manager Business Excellence, Mr C Mansueto
Manager Governance, Mr M Petrovski

APOLOGIES

LEAVE OF ABSENCE

PRESENTATION OF MINUTES

Presentation of the Minutes of the Innovation and Business Development Sub Committee Meeting held on 13 July 2020.

REPORTS

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OTHER BUSINESS

CLOSE



**MINUTES OF INNOVATION AND BUSINESS DEVELOPMENT SUB COMMITTEE
MEETING HELD IN WITTBER & DR RUBY DAVY ROOMS, SALISBURY
COMMUNITY HUB, 34 CHURCH STREET, SALISBURY ON**

13 JULY 2020

MEMBERS PRESENT

Cr K Grenfell (Chairman)
Mayor G Aldridge (ex officio)
Cr L Braun (*from 6.40 pm*)
Cr C Buchanan (Deputy Chairman)
Cr A Duncan
Cr D Hood
Cr P Jensen
Cr J Woodman (*from 6.40 pm*)

OBSERVERS

Cr B Brug
Cr N Henningsen
Cr S Reardon

STAFF

Chief Executive Officer, Mr J Harry
General Manager Business Excellence, Mr C Mansueto
Manager Governance, Mr M Petrovski
PA to General Manager Community & Organisational Development, Mrs Bronwyn Hatswell

The meeting commenced at 6.38 pm.

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

APOLOGIES

There were no apologies.

LEAVE OF ABSENCE

Nil

PRESENTATION OF MINUTES

Moved Mayor G Aldridge
Seconded Cr A Duncan

The Minutes of the Innovation and Business Development Sub Committee Meeting held on 10 June 2020, be taken and read as confirmed.

CARRIED

REPORTS

IBDSC1 Future Reports for the Innovation and Business Development Sub Committee

Moved Mayor G Aldridge
Seconded Cr D Hood

1. The information be received.

CARRIED

IBDSC2 Community Event Sponsorship Christmas Carol Grant Criteria

Cr L Braun entered the meeting at 6:40 pm.
Cr J Woodman entered the meeting at 6:40 pm.

Moved Cr C Buchanan
Seconded Cr P Jensen

1. A New Initiative Bid of \$30,000 be prepared for consideration by Council in the 2021/22 budget for an annual grant as part of the Community Event Sponsorship Program, commencing 2021/22, for a Christmas Carols event to be staged from December 2021 onwards.
2. That the proposed criteria outlined in this report (Item IBDSC2 Innovation and Business Development Committee 13 July 2020) be approved.

CARRIED

IBDSC3 Performance Excellence Program - participation update

Moved Mayor G Aldridge
Seconded Cr J Woodman

1. That the information be received.
2. That the Innovation and Business Development subcommittee note that the City of Salisbury is participating in the 2020/21 Performance Excellence Program and will participate in the 2021/22 program unless the recommendations of the South Australian Productivity Commission are implemented by February 2021.
3. That the Innovation and Business Development subcommittee note that a new initiative bid of \$12,300 may be required in 2021/22 should the recommendations of the South Australian Productivity Commission not be implemented by February 2021.

CARRIED

IBDSC4 Community Requests - Response Dashboard

Moved Cr A Duncan
Seconded Cr L Braun

1. The information be received.

CARRIED

OTHER BUSINESS

Nil

CLOSE

The meeting closed at 6.52 pm.

CHAIRMAN.....

DATE.....

ITEM	IBDSC1
	INNOVATION AND BUSINESS DEVELOPMENT SUB COMMITTEE
DATE	10 August 2020
HEADING	Future Reports for the Innovation and Business Development Sub Committee
AUTHOR	Michelle Woods, Projects Officer Governance, CEO and Governance
CITY PLAN LINKS	4.2 We deliver quality outcomes that meet the needs of our community
SUMMARY	This item details reports to be presented to the Innovation and Business Development 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 reports to be presented to the Innovation and Business Development Sub Committee as a result of a previous Council resolution:

Meeting Item	- Heading and Resolution	Officer
28/10/2019 1.1.3 Due:	Collaboration Agreement between Council and Community Centres 3. That the Innovation and Business Development Sub Committee conduct a review of the <u>Collaboration Agreement over the next 12 months</u> and conduct a review of the management model for Community Hubs (Burton, Para Hills and Ingle Farm) by June 2020. September 2020	Jo Cooper
28/10/2019 1.1.3 Due: Deferred to: Reason:	Collaboration Agreement between Council and Community Centres 3. That the Innovation and Business Development Sub Committee conduct a review of the Collaboration Agreement over the next 12 months and <u>conduct a review of the management model for Community Hubs (Burton, Para Hills and Ingle Farm) by June 2020.</u> August 2020 September 2020 Management Model to go to the Burton Group Project Control Group.	Jo Cooper
28/10/2019 2.1.1 Due: Deferred to: Reason:	Burton Community Hub Project Update 2. That development of a management model be considered as part of a review of community hub models, including the Paddocks Hub by the Innovation and Business Development Sub Committee to be reported to the sub committee by April 2020. August 2020 September 2020 To align with the final consultation report.	Jo Cooper
25/11/2019 6.0.2- IBDSC4 Due:	Verge Maintenance Review 3. A further report be provided at the completion of 2020 on the effectiveness of the trial. 4. Further work be undertaken over the next 12 months to identify sites for alternative verge treatments with consideration to aligning and funding through existing strategies and capital works programs, and a report be brought back recommending other sites and verge treatments. December 2020	Mark Purdie

25/11/2019 6.0.2- IBDSC4	Verge Maintenance Review 5. A further report be provided on implementing changes to the Verge Development Policy with advice on the potential to provide financial and other incentives to residents to maintain their own verges. Due: December 2020	Craig Johansen
23/03/2020 6.0.2- IBDSC-OB1	Improvement of Organisational Operations That staff bring back a report to the Innovation and Business Development Sub Committee that: a. details the current status of the existing operations covering building, property and land development related functions; b. identifies opportunities to improve the alignment and interface across organisation operations associated with the delivery of property related strategic outcomes and service delivery and support to leaseholders of Council facilities. Due: August 2020 Deferred to: September 2020 Reason: Further work required on the Consultant's report.	John Devine / Terry Sutcliffe
25/05/2020 6.0.3- IBDSC2	Update on the proposed Dry Creek Project 2. A Dry Creek project business case be presented to Council, following successful completion of the Dry Creek Stormwater Management Plan (SMP) and a community/stakeholder engagement process. Due: November 2020	Bruce Naumann
25/05/2020 6.0.3- IBDSC3	City of Salisbury Calendar of Events & Exhibitions Review 5. With regard to the potential of a community market being established in future, a report be prepared for further consideration and inclusion in the budget process for the next financial year. Due: September 2020	Julie Kushnir

4. CONCLUSION / PROPOSAL

- 4.1 Future reports for the Innovation and Business Development Sub Committee have been reviewed and are presented to Council for noting.

CO-ORDINATION

Officer: Executive Group
Date: 03/08/2020

ITEM	IBDSC2 INNOVATION AND BUSINESS DEVELOPMENT SUB COMMITTEE
DATE	10 August 2020
HEADING	Community Requests - Response Dashboard
AUTHOR	Hannah Walters, Project Manager Community Experience, Community & Org. Development
CITY PLAN LINKS	4.3 Have robust processes that support consistent service delivery and informed decision making.
SUMMARY	As per Council resolution a monthly report on the Community Requests - Response Dashboard is provided for information.

RECOMMENDATION

1. The information be received.

ATTACHMENTS

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

1. Community Requests - 31 July 2020

1. BACKGROUND

- 1.1 At the council meeting held on 26/08/2019 item IBDSC-OB2 was considered and the following resolved:

‘That, in order to regularly monitor customer service performance, an update report on the “customer review dashboard” be a standing item on the agenda for the Innovation and Business Development Sub Committee, and be provided at each meeting.’

Resolution No 0250/2019

- 1.2 Further, at the November 2019 meeting, the committee also requested that the information be provided by department.

2. CONSULTATION / COMMUNICATION**2.1 Internal**

- 2.1.1 The Project Manager Community Experience has followed up with relevant business units to ensure the 10 Day Service Standard process is understood with the aim to reduce the number of non-compliance CRM’s in the future.

2.2 External

- 2.2.1 Nil

3. ORGANISATION

- 3.1 The Community Request - Response Dashboard for the period 1 August 2019 to 31 July 2020 is attached for reference.
- 3.2 Only service requests received through the Community Experience Centre are included in this report. This is the first month that we have only reported on CRM requests where we have customer details to respond to. No anonymous requests are included in this report. This explains the reduction in total number of CRM's reported.
- 3.3 A total of 13,666 (71.6%) requests were closed within 10 days.
- 3.4 In previous monthly reports we have reported financial year data. As we now have over 12 months of data we will be reporting the results for the previous 12 months on a rolling basis. Since 1 August the administration has achieved a 94.3% closed/response outcome within the 10 day target from a total of 19,069 requests received.
- 3.5 Since 1 August 2019, of the requests that had not been closed within the 10 days, 80.0% had been responded to within the 10 day period. (Refer Attachment)
- 3.6 In the 10 days prior and up to 31 July 2020, of the requests that had not been closed within the 10 days, 91.5% had been responded to within the 10 day period, compared to last month which was 78.6%

4. DEPARTMENT

Department	Requests Received	% Responded < 10 Days	% Closed < 10 Days	% Not Met 10 Day Response	% Closed/ Responded
Business Excellence	1,340	0.0%	99%	1.0%	99.0%
City Development	3,625	9%	78.5%	12.5%	87.5%
Community Development	206	0.0%	90.8%	9.2%	90.8%
City Infrastructure	13,806	28.9%	66.7%	4.4%	95.6%
Epathway	26	0.0%	96.2%	3.8%	96.2%
Information Requests	66	-	92.4%	7.6%	92.4%
Total	19,069	22.7%	71.6%	5.7%	94.3%

- 1.3 The requests captured as Epathway are requests previously received online before Council commenced CityWatch (new E-Services application). No new Epathway requests will be received going forward and requests received via CityWatch are captured in the relevant Department stats.
- 1.4 Information requests are for when a community member contacts Council to provide some information but it doesn't generate any action.
- 1.5 The Community Requests Report (Attachment 1) has been presented as a monthly count, rather than a daily count. This is the smooth out the variation of Saturdays and Sundays where there are very few requests.

2. SNAP SEND SOLVE

- 2.1 Elected Members may have recently received a report from Snap Send Solve (SSS). This information is collated by SSS when they send a survey to customers using their application after 14 days of the customer logging a request on SSS to get feedback on their request.
- 2.2 The dashboard report is a new feature as part of an enterprise licence with Snap Send Solve, but they are currently sending it to customers and Councils for free to show the product's capability.
- 2.3 We are now preparing a similar dashboard report for review by the Innovation and Business Development Sub Committee next month using our own CRM data.

5. CONCLUSION / PROPOSAL

- 5.1 The monthly report on the Community Requests - Response Dashboard be received.

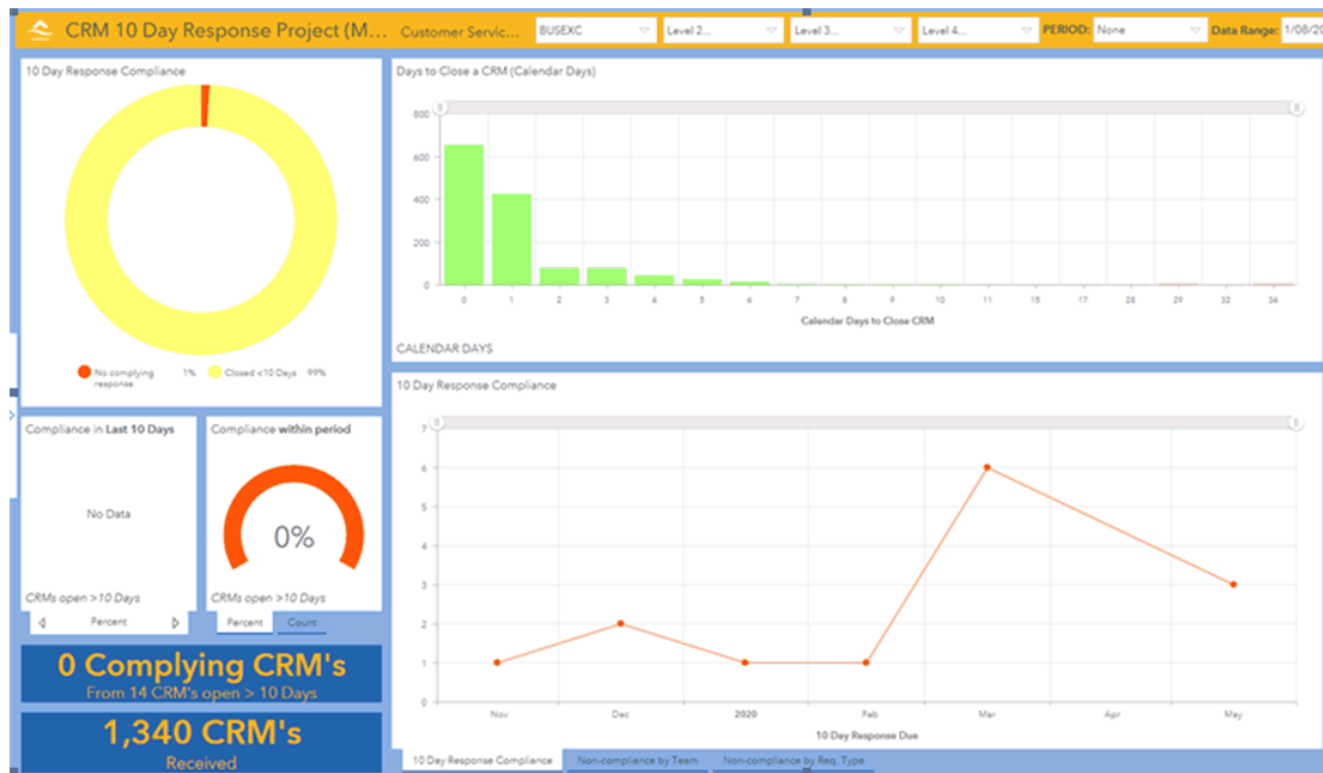
CO-ORDINATION

Officer:	Executive Group	GMCD
Date:	03/08/2020	06/08//2020

10 Day Service Standard – 1 August 2019 to 31 July 2020



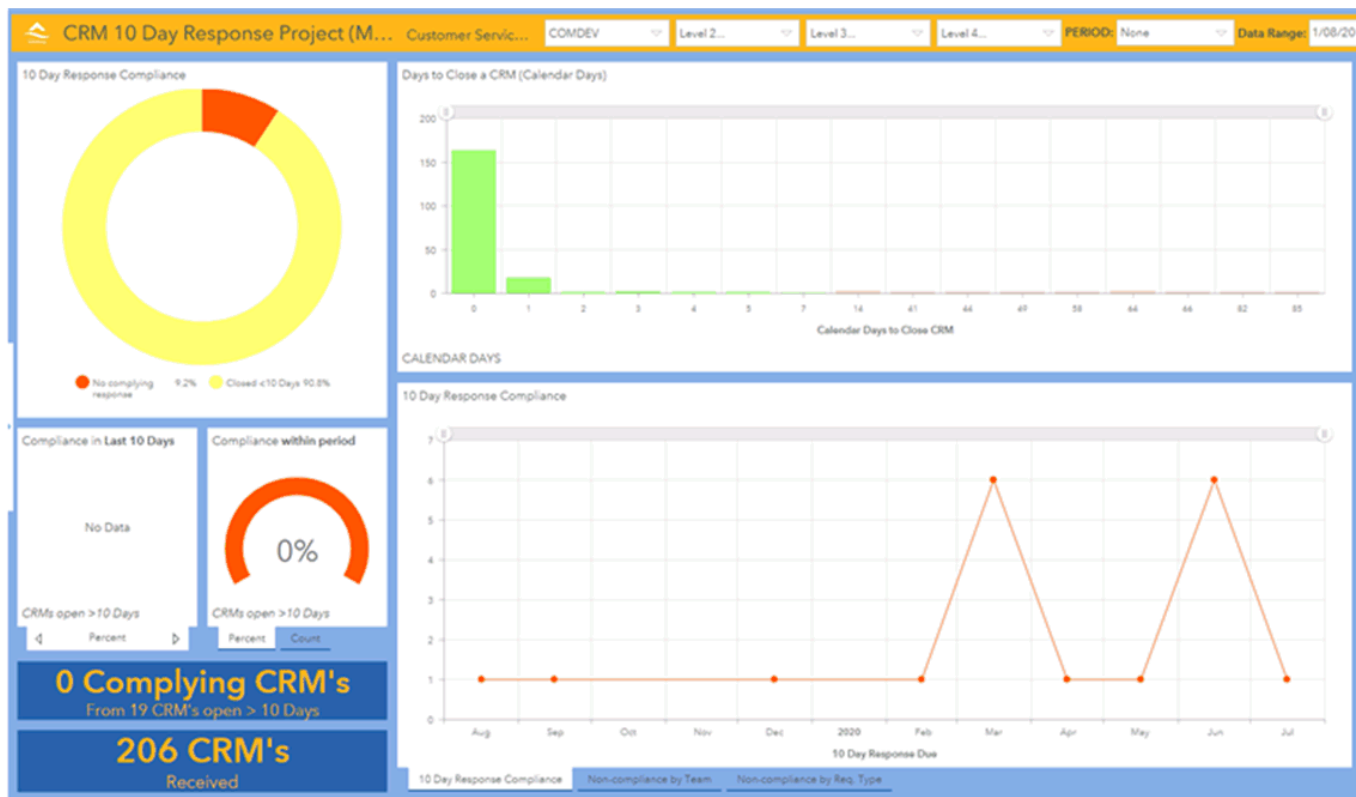
Business Excellence – 1 August 2019 to 31 July 2020



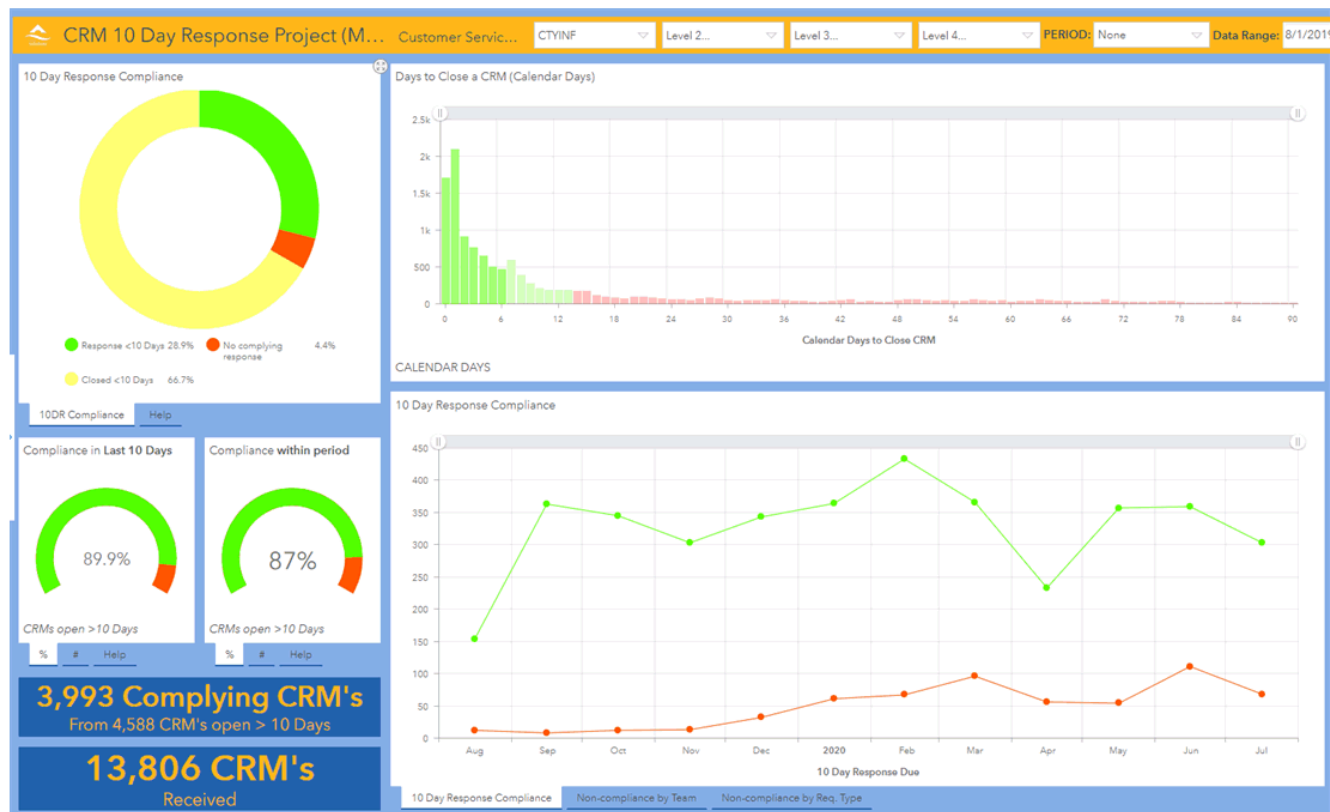
City Development – 1 August 2019 to 31 July 2020



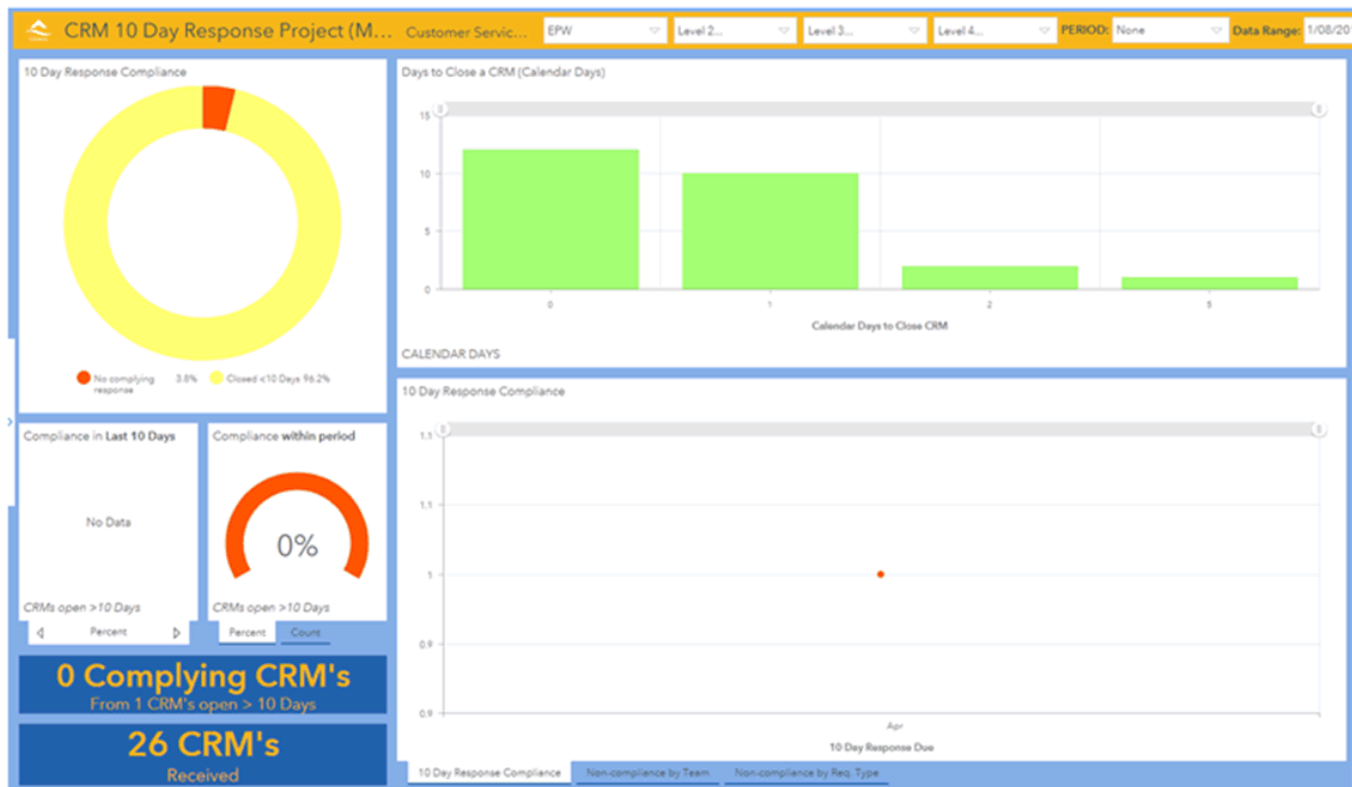
Community Development – 1 August 2019 to 31 July 2020



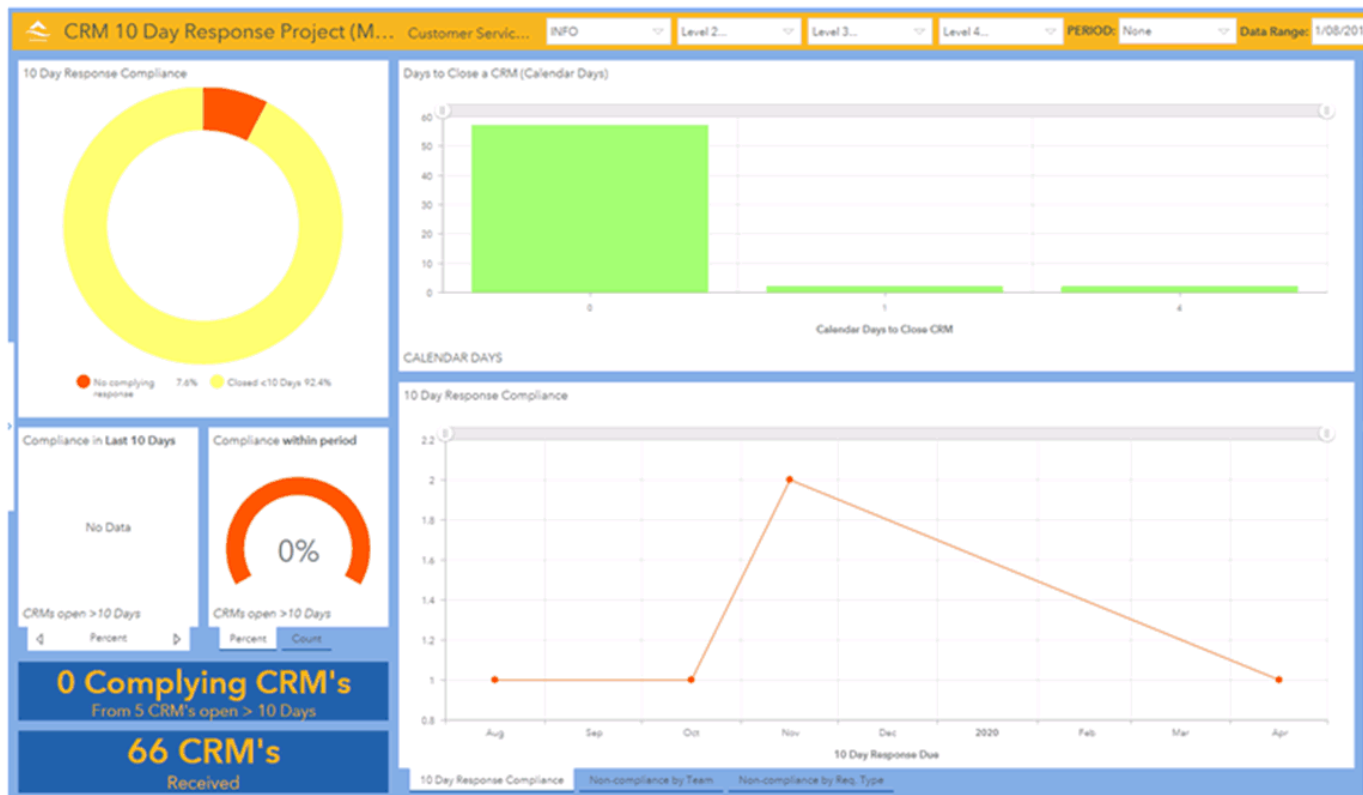
City Infrastructure – 1 August 2019 to 31 July 2020



Epathway – 1 August 2019 to 31 July 2020



Information Only – 1 August 2019 to 31 July 2020



ITEM	IBDSC3
	INNOVATION AND BUSINESS DEVELOPMENT SUB COMMITTEE
DATE	10 August 2020
HEADING	City of Salisbury Calendar of Events and Exhibitions Review
AUTHOR	Julie Kushnir, Manager Community Experience & Relationships, Business Excellence
CITY PLAN LINKS	4.1 Members of our community receive an exceptional experience when interacting with Council 4.2 We deliver quality outcomes that meet the needs of our community 1.4 We are proud of our strengths, achievements and cultural diversity
SUMMARY	This report provides further information following recent discussions at Informal Strategy and the Tourism & Visitor Sub Committee in July 2020 and seeks Council endorsement of a 3 Year Calendar of Events and Exhibitions Review.

RECOMMENDATION

1. That the report be noted.
2. The Proposed 3 Year Exhibition & Events Calendar as recommended in this report (IBDSC10/08/2020, Item IBDSC3) be endorsed.
3. Council endorse the introduction and staging of a brand new (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

There are no attachments to this report.

1. BACKGROUND

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

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.*

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 resumes 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 (previously earmarked for October 2020, but now cancelled).*
 - *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.*
 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.*
- 1.2 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 and to date this has been reviewed at Informal Strategy meeting of 6 July 2020 and the Tourism & Visitor Sub Committee of 14 July 2020.
 - 1.3 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.
 - 1.4 The connection between our City of Salisbury Events & Exhibitions and the greater Tourism & Visitor Strategy agenda needs to be further strengthened and aligned to the City Plan 2035.

- 1.5 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
- 1.6 Following the endorsement of a 3 year Events & Exhibition Calendar, we have the opportunity to engage stakeholders such as (but not limited to) the Salisbury Business Association (SBA) and Radio PBAFM to further develop mutually beneficial event outcomes.
- 1.7 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.
- 1.8 This report has further explored Elected Members’ feedback from the Informal Strategy session on 6 July 2020 and the Tourism & Visitor Sub Committee of 14 July 2020.

2. CONSULTATION / COMMUNICATION

2.1 Internal

- 2.1.1 Community Planner, Place Activation
- 2.1.2 Facilities Promotion and Activation Coordinator
- 2.1.3 Events, Arts, Place Activation & Curation Officer
- 2.1.4 Assistant Accountant, Financial Services
- 2.1.5 Team Leader, Community Learning & Development
- 2.1.6 Manager Community Health & Wellbeing
- 2.1.7 Informal Strategy
- 2.1.8 Tourism & Visitor Sub Committee

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 initial 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 are 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 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 potential cost saving exercise.
- 3.6 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.
- 3.7 This report provides a summary of:
 - Event
 - Month
 - Event description

4. CONSIDERATIONS

Salisbury Plays 2020 cessation – Proposed new activity “Discover Salisbury Challenge” – December 2020 – February 2021 and ongoing during December school holidays thereafter

- 4.1 It is identified that the “Salisbury Plays” event series should be maintained in its current format i.e., 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. To note is that it is anticipated that a Salisbury Plays event be held at Bridgestone Oval on its construction completion and opening which is likely to be early 2021.
- 4.2 Beyond the end of 2020, we plan to revert to a normal schedule of Salisbury Plays events spread across the City of Salisbury, namely 4 per Financial Year.
- 4.3 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. 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 (in a virtual game) which will be of appeal to those with disabilities or other barriers which may preclude their participation. The challenge requires little budget (\$2000 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 for the same period in ongoing years if community participation is good,) 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 proposed 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 Salisbury Community Hub Tour
3. Carisbrooke Park
4. Mawson Centre
5. Para Hills Hub (which could be a virtual tour) and/or the Paddocks
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

- 4.4 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.
- 4.5 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.

4.5.1 SALISBURY PLAYS – 4 x per year: No material change, noting only 2 will be held in Financial Year 2020/2021

Salisbury Plays events continue to provide great value for money, and beyond the consideration of a potential name change and the rotation of events across the wider City of Salisbury, it would be recommended not to be altered significantly.

Locations for FY 2020/2021 – Bridgestone Oval (likely), Carisbrooke Park

Locations for FY 2022/2023 and beyond will be rotated amongst: Ingle Farm Recreation Centre, St. Kilda Paddocks, Para Hills Oval, Underdown Park, Salisbury North Oval, Adams Oval, Salisbury Recreation Precinct and Salisbury Oval.

BUDGET FOR 4 Plays events *\$65,000 pa*

To note FY 2020/2021, budget = \$32,500 for 2 events

4.5.2 **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.

BUDGET \$45,000

4.5.3 **SUMMER SESSIONS IN THE PLAZA: no material change, 10 weeks of activations**

A range of Saturday activities (in the main) with games, movies, Lego etc., family fun to activate the Salisbury Community Hub.

BUDGET: \$10,000

4.5.4 **THE SALISBURY SECRET GARDEN:**

Option A: Full day and evening Saturday plus Sunday morning and afternoon Family Fun 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.).

Staging the 3 day event also required an additional year on year budget bid of \$85,000.

The increasing cost of securing “headline” Australian musical talent will continue to be more challenging, and the option to feature local entertainers did receive support at previous Committee meetings.

Option A proposes that the Salisbury Secret Garden event be 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 on the Saturday followed by a family fun day on the Sunday. The theme is still a carnival style “Fringe” – i.e. celebrating the Arts in the northern region.

The popularity of the Sunday family day continues to be a highlight of the Secret Garden event, and gives families some flexibility in attending our event due to other family, work or sport commitments they may have on a Saturday.

The Salisbury Community Hub Library is open on Saturday till 3.30pm giving us some cost efficiencies with staff and security, but more importantly, exposure to what the Hub offers overall.

We are able to stage a Sunday Family Day that includes activities such as:

- Sausage sizzle BBQ
- Face painting
- Amusement rides, such as the Teacup and Saucer and bouncy castle
- Games such as ping-pong, chalkboard games, giant chess

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 their 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 from the Secret Garden entirely.

The Events team will sustain connections to our local schools by complementing the work of the Community Capacity & Learning and Twelve 25 teams who are already engaging with a multitude of schools in other school holiday programs. We will use these existing connections to carry out targeted marketing to teachers and students regarding our Secret Garden event.

The proposed 2 day event can be managed within the overall 2020/2021 Events budget:

BUDGET: \$67,000
Our recommended option

Option B: February: proposed 1 day event only.

Option B proposes that the Salisbury Secret Garden event be 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 a carnival style “Fringe” – ie celebrating the Arts in the northern region.

We remain committed to supporting other facilities such as the RSL and Community Clubs as noted in Option A.

As outlined also in Option A, the Salisbury Fringe Schools Program is recommended to be deleted. However, as identified in Option A, the Events team will sustain connections to our local schools by complementing the work of the Community Capacity & Learning and Twelve 25 teams who are already engaging with a multitude of schools in other school holiday programs. We will use these existing connections to carry out targeted marketing to teachers and students regarding our Secret Garden event.

BUDGET – OPTION B

\$50,000

Option C: Friday night (including Mayor's guests) + full family and entertainment package on Saturday through to the evening.

This option is included in response to an interest in maintaining a Friday evening event which would include local musical performers, street performers, amusement rides, licenced bar, staging and infrastructure, sound and lighting, screen projections, furniture, temporary fencing (likely to be mandatory within COVID-19 restrictions), security and catering for the Mayor's function.

BUDGET

\$77,000

It should be noted that all options A, B and C can be afforded in financial year 2020/2021 only, due to the cancellations of many events in the last half of the financial year. If Option C was to proceed in future years, an additional budget bid of approximately \$30,000 would be required and as such, this is not recommended.

4.5.5 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 the revised theme/structure, and work towards building popularity and attendance numbers and to include our northern region's professional networks.

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 higher profile guest speakers, a suitable Master of Ceremonies (MC), staging, bar set up, decorations etc. noting that a modest, state based approach has been recommended at first, reflected in the proposed budget below.

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). To note is that investigative contacts have been made with various guest speakers, with their fee reflective of their profile. We would be able to obtain a local speaker and MC for this budget, noting of course that higher profiled national speakers would require additional budget be applied to this event which may be considered in future years.

BUDGET

\$5,000

4.5.6 **HARMONY WEEK CELEBRATIONS, proposed 25 March 2021**

The City of Salisbury's Community Health & Wellbeing team has successfully collaborated with local community groups to stage an inclusive and culturally diverse celebration day for a number of years now. The event is heavily supported by our local cultural community members and groups who provide entertainment and displays as part of their contribution to cultural pride and an opportunity to share their stories.

The cultural groups' own contributions to dance, performance and demonstrations are complemented by a nominal financial contribution to professional performances staged as "highlights" of the day.

BUDGET \$6,000

4.5.7 **ANZAC DAY: April 25: no change**

BUDGET: \$2,000

4.5.8 **COMMUNITY EVENTS SPONSORSHIP PROGRAM:
Applications open in April 2021, and October 2021**

BUDGET: 2 rounds @ \$30,000 ea. \$60,000

To note: only 1 round will be held in Financial Year 2020/2021

4.5.9 **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.**

It has been identified that the Watershed Art Prize attracts a regular cohort of entrants, many of which do not reside in the Salisbury region. In order to maintain meaningful connections with our diverse community and keep up with expanding technologies within the creative sector, 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 will be increased, particularly within Government and Sustainability sectors, and we may be able to re-establish it as a significant creative outlet for people of all ages in the northern regions. The exhibition would be held in the John Harvey Community Halls on ground floor of the Salisbury Community Hub.

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

- Written: poetry, song writing, blog, short stories, scripts, plays
- Visual: drama performance, vocal performance, dance performance, photography, painting, sculpture, pottery/ceramics
- Audio: song (recorded), podcast (sustainability themed topic), musical instrument performance

BUDGET: \$12,500 which is contained within the \$70,000 exhibition budget

4.5.10 WINTER SESSIONS IN THE PLAZA: Duration 10 weeks of activations (similar to Summer Sessions in the Plaza)

BUDGET: \$8,000

The Winter Sessions were unable to be held in Financial Year 2020/2021. A budget bid will be required to hold these sessions in the two following Financial Years.

4.5.11 THE VIETNAM VETERANS' DAY - August: No material change, apart from managing COVID-19 requirements (including the inability for catering) for the 2020 event and use of streaming to expand the audience.

The Vietnam Veterans' 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 will be 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 have maximised attendance on site at the 2020 Ceremony mindful of COVID-19 restrictions in place for that date, noting we are unable to provide catering (for health reasons) or marquees (which immediately limit our capacity).

To note, is that filming and broadcasting the event 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 (i.e. including catering, marquees, seating etc.). 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.

BUDGET: \$7,000

Consideration to adding an additional \$3,000 pa for filming and broadcasting the event, based on success/interest of the 2020 Event will be required in 2021 & 2022 and has been included in all budget calculations.

4.5.12 **THE SALISBURY WRITER'S FESTIVAL – September 2021 onwards:**

Option A: 1 day event, local South Australian authors and panelists.

This event has waned 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/or afternoon tea on offer, providing substantial cost savings, balanced with maintaining an outlet for, and our commitment to writers in our region.

We are also able to demonstrate connections to the various literacy and education programs staged by the City of Salisbury Community Capacity & Learning unit complementing our commitment to improving education outcomes for our community.

These programs could be used as a "lead in" to stimulate young people in particular to further consider literary pursuits and attend our Writer's Festival. We would be able to offer some prizes and incentives for young people to participate in our Writer's Festival upon completion of any education or literacy programs, the details of which require further consultation.

Maintaining a commitment to securing a credible and attractive speaker(s) will further support the event's appeal. The event will still be coordinated in conjunction with Writers SA who will act as the liaison for appropriate local guest authors and panelists.

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.

BUDGET: **\$10,000**

Our recommended Option.

Held within open hours of Salisbury Community Hub, Saturday

Option B: Local South Australian Authors and panelists, 2 day event

Maintaining the connection with Writers SA and the commitment to improving education and literacy competency within our community, Option B would feature local/state based authors and panelists plus simple afternoon tea catering for a 2 day event, including staff and security costs.

BUDGET: **\$16,500**

Option C: National Authors and panelists, 2 day event

Once again maintaining our connection with Writers SA and our commitment to improving education and literacy competency within our community, Option C would feature much higher profile national guests, with a suggested guest author/performer such as (for example) nationally acclaimed musician Paul Kelly (who has written an autobiography). Similar to option B, the event would be held over two days, with simple afternoon tea, including staff and security costs.

BUDGET: \$28,000

4.5.13 **MATSURI ON MOBARA – potentially October 2021 - tbc**

In the event that travel restrictions remain tight and Japanese delegates cannot come to Australia, The City of Salisbury could still host a local Japanese Cultural festival in collaboration with Mawson Lakes' school which will require a separate budget bid.

To note is that the 2016 event cost \$30,000 and was a major event, with infrastructure and staging being a considerable portion of the budget.

It is estimated we could stage a smaller community event in the vicinity of \$15,000.

The program could still include a program of Japanese cultural experiences including authentic cuisine & market stalls, martial arts demonstrations, origami and traditional kimono dress, and a stage program of performances featuring traditional music and dance - all within Mobara Park, Mawson Lakes.

BUDGET: \$15,000

(budget bid of \$15,000 required in the event this proceeds in 2021.)

4.5.14 **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.**

The Legends 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 to ensure these awards will better reflect the community contribution of our local citizens, businesses – small and large, industries, 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.

Given the new name/focus, it is recommended that the event branding be updated and a small amount of funds be devoted to promotion which is accommodated in the budget below.

The budget accommodates a Master of Ceremonies, Welcome To Country, Musical performer (soloist), décor, staging, trophies and a cocktail function with drinks on consumption to be held at the Salisbury Community Hub.

To note is that the Mrs. Baynes and Mrs. Roberts Outstanding Contribution Award for Staff shall still be acknowledged and celebrated at a more suitable staff gathering such as the annual Christmas breakfast.

BUDGET: **\$18,500**

(a budget bid of \$18,500 is required to stage these awards from late 2021 onwards. Unable to be accommodated in the current reduced budget).

**4.5.15 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 in 2020.

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 consider for the 2020 Asbestos Victim’s Memorial Service, noting that approximately \$3,000 be allocated to filming/broadcasting for the 2020 year.

Note: It is not recommended to film and broadcast this particular event beyond 2020, and the option to film is only included due to anticipated restrictions of attendee numbers.

BUDGET: **\$4,000**

4.5.16 **SALISBURY BUSINESS ASSOCIATION (SBA) CULTURAL FOOD EVENT: November 2020 – Cancelled**

The November 2020 event has recently been cancelled by the Salisbury Business Association, which leaves funds of \$12,500 for sponsorship, and \$7,500 in-kind administrative support unallocated in the Financial Year 2020/2021.

It should be noted that at this point in time, no agreement or contract has been entered into with SBA for the 2020 event.

In order to foster and celebrate the multicultural strengths of our community it is proposed that these funds be applied to stage the SBA event to complement our City of Salisbury Harmony Week celebrations earmarked for March 2021, which in itself is a very popular community event gaining momentum each year. This would be a well aligned celebration of multicultural food and dance.

Further discussions will be required with the Salisbury Business Association to identify mutually beneficial outcomes for a joint activity in 2021, with a suitable review conducted in order to identify ongoing alignment opportunities with Harmony Week in future years.

It should be noted that in the event the SBA Cultural Food Event is moved to complement our Harmony Week celebrations, that it is conducted as a completely separate event to that of Community Health & Wellbeing (which is being staged on Thursday 25 March, 2021). To note though is the opportunity both events have for cross promotion.

In the event the Salisbury Business Association is unsupportive of this alignment, given the uncertainty longer term event planning requires in times of this pandemic, it would be reasonable to assume they may wish to hold off until November 2021, and resume their traditional calendar. In this instance, the Community Health & Wellbeing event on Thursday 25 March 2021 remains unchanged.

It is also recommended that the budget allocation for the SBA event be reduced, similar to the funding level of the 2017 agreement of \$10,000 monetary contribution and \$5,000 in-kind administrative support.

BUDGET: Sponsorship \$10,500

Plus In-kind administrative support of \$5,000

4.5.17 **WHITE RIBBON DAY: November 2020 – unable to be celebrated with an event. Anticipate ongoing years will be possible**

White Ribbon Australia acknowledges the significant achievements of women and women-led organisations throughout history, nationally and internationally to stop men's violence against women.

In May 2020, Communicare acquired the intellectual property and remaining assets of White Ribbon Australia. Established in 1977, Communicare is a Western Australian for-purpose organisation which has an enduring reputation for providing innovative services and

advocates for social and economic inclusion for vulnerable people and communities.

Whilst the budget for White Ribbon activities is held by People & Culture, the proposed communications and any event activity in future years is identified in this 3 Year Events and Exhibitions Review.

BUDGET: Held by People & Culture. Not included in events budget but will be an interesting and engaging community activity.

4.5.18 SALISBURY BUSINESS ASSOCIATION, CHRISTMAS PARADE SPONSORSHIP: December (2020 event likely to be cancelled - TBC)

At the time of writing, this event was still unconfirmed but was looking very doubtful and will be dependent on the Board meeting of the Salisbury Business Association on 19 August 2020. We await confirmation that the event is to be cancelled in 2020, but anticipating it will be and then resume from 2021 onwards. In the event the Christmas Parade is cancelled in 2020, the funds will need to be either redirected to alternative events once COVID-19 restrictions allow in the 2020-2021 Financial Year budget, or carried over to the following year.

BUDGET: Sponsorship \$7,500

4.5.19 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 participation rates of the 2020 challenge.

BUDGET: Nominal - \$2,000

Post COVID-19 Activities

- 4.5.20 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 4.5.9, 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 which also will include staging 9 x exhibitions yearly held throughout the Salisbury Community Hub.

5. BUDGET SUMMARY

5.1 The budget allocation for a 3 Year Events & Exhibition Calendar has been reviewed over three financial years and can be summarised as follows:

2020 – 2021: Due to the cancellation of a number of events in the latter part of 2020, our recommended options as detailed in this report can be afforded within the Events budget allocation of \$346,000 for Financial Year 2020-2021 (which takes into account the cancelled and redirected funds of \$22,000 to the COVID recovery program).

2021 – 2022: With an Events budget allocation of \$385,000 for Financial Year 2021-2022 (which includes previously redirected COVID funds of \$22,000 as noted above) our recommended options falls \$41,500 short, and as such, budget bids for the following would be required:

- Winter Sessions in the Plaza: \$8,000
- Salisbury Community Achievement Awards: \$18,500
- Matsuri on Mobara: \$15,000 (still TBC)

2022 – 2023: With a budget allocation of \$385,000 for Financial Year 2022-2023, (which includes previously redirected COVID funds of \$22,000) our recommended options falls \$27,500 short, and as such, budget bids for the following would be required:

- Winter Sessions in the Plaza: \$9,000
(anticipating a small increase in costs to outsource amusements)
- Salisbury Community Achievement Awards: \$18,500

6. SUMMARY OF RECOMMENDATIONS:

In summary, our recommended options include:

- Salisbury Secret Garden as a 1 full day/evening event plus a Sunday Family Fun Day @ \$67,000 for both days
- Salisbury Writer's Festival as a 1 day event with local South Australian authors and panellists @ \$10,000 pa for the financial years in which it can be staged
- Salisbury Community Achievement Awards (working title) @ \$18,500 (requiring a budget bid) for the financial years in which it can be staged
- Refresh the Watershed Prize, to encompass more creativity and alignment to its original sustainability agenda included in the overall Exhibitions budget allocation of \$70,000 in its entirety

- The Salisbury Business Association Cultural Food Event being considered to be held as part of Harmony Week @ \$10,000 sponsorship + \$5,000 in-kind administrative support (a reduction on previous two years' commitment)
- The Discover Salisbury Challenge which was recently viewed favourably by the Tourism & Visitor Sub Committee of 14 July 2020 at a nominal budget of approximately \$2,000 for prizes
- \$3,000 pa from 2021 onwards to be applied to the Vietnam Veterans' event filming/broadcast

6.1 To note, the sum of \$30,000 has not been included in this report's financial summary for the Christmas Carol Grant – 2021 onwards, which was passed by Council Monday 27 July 2020.

7. CONCLUSION / PROPOSAL

- 7.1 This report responds to various resolutions aligned to Council's Events program.
- 7.2 The 3 Year Exhibition & Events report identifies some opportunities for Council to review its Calendar of Events and consider the recommended revisions and/or options.
- 7.3 The budget implications do not result in substantial amounts, if any at all. 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 @ \$70,000 apart from widening the appeal of the Watershed Creative Prize and realigning it to its original sustainability agenda.

- 7.4 The Committee is asked to consider and endorse the recommendations in this report enabling the report to be further considered by Council in August 2020.

CO-ORDINATION

Officer:	Executive Group	A/GMBE
Date:	03/08/2020	05/08/2020