

The background features a vibrant pink color with several overlapping geometric shapes in a darker red hue. These shapes include a large triangle at the top, a large circle on the right side, and a large rectangle at the bottom, all partially overlapping each other and the pink background.

Festival City Adelaide

Local Government Candidate Survey 2022

City of Adelaide Edition

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ABOUT US

WHO WE ARE

Festival City Adelaide (trading as Festivals Adelaide) is a not-for-profit company limited by guarantee. Established in 2012 by the South Australian government, City of Adelaide Council, and festival sector, it continues to coordinate the consortium of South Australia's arts and cultural festivals. Its primary purpose, as defined by its Constitution, is to promote and support arts and cultural festivals in Adelaide.

OUR VISION

For Adelaide to be nationally and internationally recognised as Australia's Festival Capital.

OUR MISSION

Festival City Adelaide is a consortium of South Australia's major arts and cultural festivals. We enable an environment for the festivals to achieve their collective impact goals and to support their ongoing growth and development.

We do so by providing the forum for industry collaboration; building a robust evidence base of the sectors' social impact and economic contribution; and promoting a consistent, strategic narrative around the public value of Adelaide's festivals and its global brand as a Festival City.

The guiding imperatives of the organisation include:

Cultural - To enhance our identity as The Festival State, with all of the richness that it brings in terms of culture, creative inspiration and collaboration, activation, State confidence and international connections.

Innovation - Knowing the power of festivals to mobilise, connect and encourage experimentation, we seek to foster the conditions in which Adelaide can become the world's most joined-up creative community, and the best place in which to trial new ideas.

Economic - To grow the visitor economy and the creative industries – and to inspire the next generation of South Australians – a festival sector as advanced and fulfilling as anywhere in the world.

Sustainability – Festivals are active contributors to the global goals of reducing inequality, sustainable consumption and production, quality education, sustainable cities and communities, good health and wellbeing, as well as decent work and economic growth. For this reason, we responsibly align the sector with the UN Sustainable Development Goals.

EXECUTIVE STATEMENT

A WORD FROM OUR CEO

Prior to the pandemic, the arts festival sector in South Australia brought in \$379.5 million in gross spend, 5.44 million audiences, 1,089 jobs, \$116.7 million in GSP, and nearly 390,00 bed nights. But what these figures actually mean to South Australians was tangibly felt over the past three years, during the COVID-19 pandemic, when necessary health restrictions impacted mental health, community cohesion, employment, and education.

The sector has navigated the challenges with next-level tenacity, heart, and business acumen. The Tourism and Transport Forum recently attributed Adelaide's strong national performance in total visitation predominately to arts and cultural tourism, especially its festivals and events.

In the first quarter of 2022, the Tourism Sentiment Index reported that Festivals, Events, and Concerts in Adelaide were ranked as the city's #1 most loved asset. In fact, Adelaide placed 4th in the world as a top destination for festivals, events, and concerts.

These outcomes do not occur in a vacuum. The sustainable growth and development of a sector is a reflection of government policy that creates an environment conducive for it to do well.

Local government plays a critical role.

I encourage everyone to review the responses of these candidates for City of Adelaide Council, which we hope will help to inform your vote.

Justyna Jochym
Chief Executive Officer
Festival City Adelaide



CANDIDATE SURVEY

ABOUT THE QUESTIONNAIRE

Ahead of the 2022 Local Government elections, Festival City Adelaide surveyed candidates about their policy positions pertinent to arts festivals and events.

South Australians value the significant and diverse contributions that festivals and events make to our State and their local communities. Festivals boost tourism and the economy, amplify wellbeing and community cohesion, vitalise local identity, and support education. They are also often springboards for business development, export opportunities, and innovation.

On behalf of its membership and the South Australian communities that festivals serve, Festival City Adelaide invited all local government candidates across South Australia to share their policy approaches to festivals and events via an online survey.

The survey focused on seven areas of policy:

- Arts & culture
- Business
- Infrastructure
- Sustainability
- Community & wellbeing
- Tourism
- Investment

Below is a summary of all responses received from City of Adelaide candidates, in alphabetical order.

Submitted responses have been edited for improved clarity.

RATE THE ARTS

SIGNIFICANCE OF ARTS

We asked candidates to indicate the significance of the arts in their policy agenda on a scale from 1 to 10. Below are the results.

BEN AYRIS - 10

FRANK BARBARO - 10

KIMBERLEE BROWN - 8

SEAN CULLEN - MACASKILL - 7

ZHIGANG DU - 8

VALDIS DUNIS - 8

JANET GILLES - 10

FIONA HUI - 10

JULIETTE LOCKWOOD - 10

JANE LOMAX - SMITH - 10

PHILLIP MARTIN - 10

SUE MCKAY - 8

ANNE MORAN - 10

CARMEL NOON - 10

REX PATRICK - 8

SANDY VERSCHOOR - 10

TAMMY VO - 10

CANDIDATE RESPONSES

IN THEIR WORDS

BEN AYRIS

CENTRAL WARD

Ben Ayris, candidate for Central Ward, wants to reduce red tape to make events easier and cheaper to hold, provide subsidies for start-up events managed and catered with local businesses, and develop annual funding for creative and permanent art work installations around the CBD. Processes required to run events need to be straight forward and incorporate common sense to allow start-ups and major festivals to be able to plan with ease, confidence and certainty.

In Ben's view, festivals are integral to Adelaide's culture, liveability and vibrancy. Our festivals are what makes us unique and sets us apart. We are the Festival State, and we need to build on this reputation.

Festivals can and should employ local businesses for events, catering, infrastructure, media and other works. During festivals, there should be a reduction in restrictions around outdoor trading and more street closures to allow for festivals where businesses can expand out onto the roadway.

Ben would listen to industry stakeholders about any concerns around infrastructure and work with them to have these addressed where possible.

From the events that Ben has participated in, he has noticed sustainability practices in place such as biodegradable containers and bans on single use plastics. This is a great start and Ben would be open to industry suggestions as to how it can collaborate with Council on these sustainability objectives.

Festivals create a vibrancy and economic benefit beyond the dollars. When people see Adelaide as a fun and vibrant place to be they want to be here and be a part of it. Building on our festivals creates an opportunity to retain, and in fact, attract young people and others to stay and move to Adelaide.

Council should work with major events to assist in making the experience for interstate and overseas visitors the best it can be. By understanding the types of people the festivals attract, they can coordinate with local businesses and events that would be complimentary.

Ben would like to see world firsts in Adelaide, exclusives and unique experiences that bring people to Adelaide from all over the world and boost our reputation as an amazing festival experience. Ben would have loved Adelaide to be bold and apply for the Olympic games, but this opportunity has passed for a few more decades now.

Ben would appreciate hearing industry ideas on how the council can assist and progress solutions where possible. Ben does not profess to be an events expert, so he would turn to industry leaders for input and be their voice in council.

FRANK BARBARO

AREA

Frank Barbaro, candidate for Area Councillor, wants to enhance community engagement, facilitate artistic and cultural practice, and add vibrancy to the City of Adelaide. In his view, we need to reclaim in a contemporary sense the fundamental role that festivals and celebrations have traditionally played in all societies that included community engagement, sharing and practicing culture and performances.

Festivals can offer local businesses opportunities to showcase what they offer at a face-to-face level which is the most effective of all communication. Frank would facilitate networking and any available opportunities to advertise or promote awareness of the benefits of their business in any appropriate phases of the events.

Participation at major events would be helped by free public transport within the city, by designated free car parks outside the city perimeter connected to the city by shuttle services.

Frank would support an ongoing cultural and community practice that livened the city. In particular, he would encourage popular public news and information sessions capable of commenting on contemporary, sometimes confounding, issues.

In his view, festivals allow human and social interaction when much of social and business practice tends to de-personalize and isolate individuals. It would be useful to create events, forums and occasions that allow free and more spontaneous expression alongside the formal presentation and practice of arts and culture.

Festivals are obvious tourist attractions and are potential signposts to the local life and lifestyle. However, they need to be relevant to the locals as they are the mainstay and councils can add to the depth of what is available with ways that showcase the city.

Councils should assist, particularly in facilitating participation of locals who inevitably form the backbone of the festivals and who are the silent attraction and the section of the community that tourists expect and hope to meet.

Frank would remove parking and transport fees and obstacles, and he would devise activities that engage the locals in as many phases of the realisation of festivals. Frank prioritises ideas and imagination for social and recreational engagement through culture and the arts in general and festivals in particular.

KIMBERLEE BROWN

SOUTH WARD

Kimberlee Brown, candidate for South Ward, lists increasing local participation, greater access for vulnerable and diverse communities, and a year-long calendar of events as her priorities for the sector. Kimberlee believes that South Australia has a proud history of attracting people and events, which we need to ensure continues, because festivals are central to our economy and cultural diversity.

Kimberlee believes that programs that promote to 'buy locally' are needed, as well as industry participation plans for the festivals to ensure local benefit is felt as much as it possibly can.

Local businesses need to be able to leverage off the visitor economy and spend that festivals induce across visitation, hospitality, restaurants and cafes, printers, and more.

According to Kimberlee, there is opportunity to utilise vacant space around the city for festivals and events, but there is fabulous existing infrastructure that also needs to be supported and maintained accordingly. Broader public transport options would improve participation.

Kimberlee would like festivals to be incentivised to adopt improved environmental sustainability practices and to be more accessible to the wider community. Subsidised tickets would be helpful in creating a more diverse cross-section of people attending events and festivals.

SEAN CULLEN-MACASKILL

SOUTH WARD

Sean Cullen – MacAskill, candidate for South Ward, wants communities, industry, and all levels of government to collaborate and support the ongoing development of unique arts, festival and cultural experiences. A priority for Sean is also to encourage ongoing and stable employment in the arts, festivals and events sectors and to work with First Nations people to share South Australia's First Nations culture, heritage, and traditions.

Festivals contribute significantly to the economic activity and cultural vibrancy of the City of Adelaide and all of South Australia. Festivals draw in visitors and attendees from across South Australia and beyond. In the City of Adelaide, this means larger numbers of people are present to visit and be customers of local businesses. Festivals also provide opportunities for local businesses to participate or showcase their products.

Sean believes that active and public transport options, including increasing the amenity of the City's streets, would allow people to move around the City more easily and enjoyably during festivals.

ZHIGANG DU AREA

Zhigang Du, candidate for Area Councillor, is interested in prioritising a cultural and artistic performance festival, sports competition festival, and presentations by government and community colleges.

Zhigang believes that arts and sports festivals showcase South Australia. The state is prosperous, strong and united, healthy and happy, and the economy continues to develop. At the same time, the sector can attract people from all over the world to come to South Australia to participate in games. People come to watch, drive tourism, immigration and business investment in Adelaide, and this increases employment and income in South Australia.

The sector can promote local employment, increase corporate income, attract overseas immigrants to invest in enterprises, attract international students, and promote market consumption.

To support local businesses in leveraging the opportunities that festivals present, government and enterprises should send invitations to festivals around the world. This will increase support for local tourism, accommodation and catering. This will help to promote of Adelaide's unique products and widely introduce the customs of Adelaide to the world.

In terms of infrastructure, Zhigang thinks that what needs to be improved is the preparation and construction of emergency rescue and emergency treatment capacity in the event of a terrorist attack, earthquake, fire or other sudden major accident in a densely populated area. This is what we should consider in response to the ambulance, transportation, and emergency resettlement of community emergencies.

Zhigang wants to achieve sustainable development and promote high-quality development of economic life. For this purpose, comprehensive utilization of domestic waste, harmless treatment, and zero discharge is needed, mainly for the feed conversion and fertilizer production of kitchen waste, including the recycling of all exhaust gases during the production process, to achieve all methane recovery, and to achieve zero emissions for all waste.

Zhigang believes that the quality of life in the community has been improved – the physical and mental health of the people, and physical fitness have been improved. Community support for cultural arts festivals is very important. It can unite, enrich life, improve the physical and mental health of community residents, and play an important role in the healthy development of young people.

In Zhigang's opinion, the homes and places of residence of artists, scientists, sociologists, outstanding representatives of agriculture, animal husbandry and industry that have made important contributions to South Australia should be protected as cultural attractions, especially South Australia. As a City of Churches, Adelaide should be dedicated to opening a seven-day church service tour in South Australia and carry out church tours from the city to churches in different towns.

Tourism is one of Adelaide's important economic industries, which is of great significance for increasing consumption, revitalizing the economy and promoting development. In Zhigang's view, we will attract tourists from all over the world to come to Adelaide to adopt the subsidy method. As long as foreigners come to Adelaide Airport to land and clear customs, each person will be rewarded with a meal voucher of \$20 AUD, which can be claimed by a restaurant owner. This could help expand and promote tourism consumption.

The council should arrange notification of all shops, restaurants, and tourist attractions in the community under its jurisdiction, cooperate with the Tourism Commission, and cooperate with relevant departments around safety, ambulance, firefighting, etc.

Zhigang would like to vigorously develop music festival economy, with a multicultural community focus. In order to consider allowing all communities to participate in the music festival, let the capable and willing companies and associations participate, and conduct music festival competitions, so that each community and association must select people with from different nationalities, different countries, and different skin colours.

The festivities could be combined with wine activities, beer activities, interactions between communities, and various ethnic groups. Local groups should select performance activities and competitions to improve local popularity and improve local economic prosperity.

Adelaide's festival city is built by many people over many years. Zhigang hopes that such a music festival will not only drive success for Adelaide, but also the economic development of South Australia, so that more people can enjoy the festival.

VALDIS DUNIS

NORTH WARD

Valdis Dunis, candidate for North Ward, wants to prioritise creating an attractive and unique city environment through the history of our buildings and our parklands and parks, and using these assets to host events and festivals. Valdis would like to have more events, like the NAPA Exotic Car Show, Easter Trail, and seasonal festivals.

In his view, festivals and events bring people together, stimulate us and help with our moods and mental health. They are major reasons tourists from near and far visit Adelaide, so the sector is very good for our economy too.

Festivals and events bring locals and tourists (from other parts of Adelaide, South Australia, and the world) out to be with each other and to get to know each other better. The sector also helps our local businesses and entertainers. Valdis sees it as the world's biggest and fastest growing industry globally now.

Valdis sees our festival infrastructure as good, but of course, it can be made easier and better as people's expectations increase. Sustainability is key election platform for Valdis, so using clean energy, electric transport, recycling, etc. are going to be even more key as the years advance.

In Valdis' opinion, festivals are excellent for mental health and building up communities. And we should have more of them, especially in North Adelaide. If budget was no object, Valdis would like to see more venues, performers, variety and festivals in the city.

JANET GILES

AREA

Janet Giles, candidate for Area Councillor, wants to create spaces for artists to work and collaborate, spread the vibe of festivals throughout the whole of the city, and integrate the arts into community building activities.

In the City of Adelaide, Janet believes that although we have many festivals and arts events, they could be better integrated into the community. She looks to SALA as an example of best practice. Free and participatory events and festivals targeting diverse groups of people and places help build communities and make the city a great place to live. This would build prosperity. During COVID, the arts were devastated, and Janet thinks we felt this in the community. We need to re-build the support for art, artists, and festivals if we are to re-build a vibrant city and state.

Janet has seen first-hand how artist spaces connected to residential developments, retail spaces, bars and cafes have brought people into areas that were empty and lifeless. Business needs people, and people love interesting creative places.

Janet would like to see development applications required to include affordable work spaces and creative, interesting design. Moreover, she would like Council to increase and diversify the arts grants it provides. Work collaboratively with the arts industry in developing public spaces and festivals as part of the Council's long term plans would be preferred.

Janet is very worried about the possible closure of the Mercury Theatre. She thinks that we need ways of connecting up different spaces and venues so they are easy to get to and move between, like the Queens Theatre, Lion Arts Centre, Jam Factory, Adelaide Festival Centre. The south of the city is not connected at all to any of these areas, yet there are creative people and businesses in this area. A creative precinct could be created here. Janet thinks it is pretty dead around the Lion Arts Centre, and yet, it is close to the university and many young creative people, and she believes we need to link it up and create some life here. New developments in the west of the city have little creative capacity and are soulless. New developments need to address how they will build community and connect people.

Festivals only deliver community well-being if they are designed this way. If public space is used to have exclusive, expensive, and disruptive events that do not include and involve people in the surrounding area then they can undermine the wellbeing of the community. Councils should work with event organisers to add value to events for the community and small business, like Rundle Street traders opening onto the street, electric scooters to go from one place to another, council-sponsored children's activities – maybe even a children's Fringe, promotion of the free city bus.

Janet wants to see cheaper, subsidised, free festivals and events, and better links between different types of festivals themselves. She wants to work with the State and Federal Government to make Adelaide a city for the arts again. Janet believes we have huge potential to be a creative base for First Nations artists, like Darwin, and that we can even work with Darwin on this.

In her view, the arts play an enormous role in tourism. As someone who takes the free bus often, she hears tourists talking about why they come here and it is often for our arts and culture. Our museums, Botanic Gardens and Art Gallery are world class, in her view, so what about an Arts and Culture trail?

If budgets were no object, Janet would like to make all tickets free for people under 40, to build artist communities and precincts, and to fund free arts events for children every weekend, including public art projects.

Janet wants more collaboration between event organisers and council officials, so that barriers to exciting, vibrant and inclusive events and festivals are removed. She wants to be a part of an enabling council for the arts.

FIONA HUI

CENTRAL WARD

Fiona Hui, candidate for Central Ward, believes that a comprehensive and long-term Arts and Culture Strategy for the City of Adelaide will help to improve outcomes for the sector. Fiona would also like to see on-going interstate and international promotion of SA as a Festival State and a united City Council that advocates for more Arts and Cultural grants.

In Fiona's view, festivals in the City play an important role in enhancing the lives of our citizens in so many ways. Even during COVID in 2021, the Adelaide Festival achieved a total box office income of over \$3M. Apart from economic benefits, our festivals are part of the SA's identity. They help unite our communities, enhance our creativity, and allow all South Australians to have valuable shared experiences. Fiona is extremely proud of our SA artists and arts organisations for working tirelessly and passionately to help shape our shared future in arts and culture, and thanks them from the bottom of her heart.

While door knocking, it became apparent to Fiona that local businesses value our festivals highly because they help increase foot traffic and bring both excitement and people to the city. Festivals are crucial in helping local businesses thrive and help people stay employed.

Sponsorship and partnership can be a good way to create a 'win-win' for both local businesses and festivals. The City Council should actively facilitate these opportunities and encourage local businesses' participation.

Fiona states that we need to improve the overall transport infrastructure to allow more people to come to the city by affordable public transport. During festival season, discounted parking or free parking should be made available to maximise festival attendance.

The City Council also needs to be a leader in addressing changing climate and supporting our community and businesses to be resilient in the face of environmental challenges. The Adelaide City Council may encourage and incentivise Festival organisations to use eco-friendly, biodegradable products and recognise and reward the 'green festival organisers' in contributing to our environmental sustainability agenda.

Festivals help connect and unite our community and neighbourhoods. It is an effective way of elevating the community spirit and well-being. The City Council may undertake on-going promotion that communicates the connection between 'Festivals' and 'Community Well-being'.

The City Council needs to improve the current transport network and address parking issues in the city to support more communities engaging in festivals.

Festivals help shape our great state and boost our Tourism industry. Our festivals deliver crucial economic, cultural and community benefits, uniting different cultural groups in the City. Fiona would like to see a specific Festival Liaison Unit in the Council, who can be dedicated to building relationships with all relevant intermediaries and government agencies with the purpose of attracting and promoting visitation to our festivals.

If budgets were no object, Fiona would like to see a modern and aesthetic Multi-Story City Innovative Complex, a City Festival Headquarters, in which all Artists, Arts and Culture organisations can co-locate, work collaboratively, share ideas, muses and creativity. This Festival Headquarters should be an international icon of Adelaide.

Fiona wants to see investment in Festival, Arts, Culture, Event, Tourism, and Fundraising Education Programs. She wants to cultivate the next generation's interest and passion so that the whole Art Industry will continue to flourish for the next generations.

Fiona really appreciates music and the arts, and she hopes that Professor John Bishop's vision and manifestation of SA being the 'Festival State' will continue to flourish. She is grateful that we can all share this cultural identity.

JULIETTE LOCKWOOD

AREA

Juliette Ward, candidate for Area Councillor, wants there to be a whole-of-city and year-round calendar of events and festivals. Juliette believes that by running some events on city streets, city businesses could be cross-promoted. Festivals should also be supported with greener options for power, including reducing the need for diesel generators.

For Juliette, our Festival City is one of the most fantastic things about inner city living and being South Australian. It draws crowds from all over the state and creates a vibrant city life. With our fantastic weather, we can put on festivals and events almost throughout the whole year. Everyone has grown up with the Fringe, Food and Wine Festivals, WOMAD, and so many others. The benefits to hospitality and hotel businesses, as well as tourism are priceless. Juliette would like us to share a little more festival love around the city – especially the South and Western sides. This we bring more businesses cash flow opportunities, especially to those struggling post-COVID.

The Council team needs more support to facilitate events in the area, as they seem to be stretched despite doing such a fantastic job. The ability to run some events on the streets rather than behind Park Land fences would give the Park Lands a break, drive foot traffic to the city, create complete ease with public transport options to venues, and bring business to locals, cafes, hotels, pubs.

Juliette thinks that some festivals could be rotated yearly to different venues to create a fairer opportunity for local businesses and their foot traffic.

Upgrading Park Land utilities for the health and safety of festival goers is also a priority. More connections to mains power is required, as presently it is seen as a greener power source than the diesel generators that the majority of major festivals in the CBD have to use to supplement their power. Juliette would also propose not having a festival run for such a long time, so that it destroys underlying vegetation. The use of public transport needs to be encouraged, with free service available more frequently to minimise parking congestion.

Juliette would like to see continued support of non-single use plastics and recycling options at the festivals. Charging stations are wonderful, but in this instance, surely, we would prefer people walk or use public transport to events for regular CBD traffic flow. She would love to see a rotation of events, not just for parklands preservation but also for local business preservation.

From her location in the city, Juliette can listen to a music festival from her balcony. The community page announced the acts and everyone from the age of 2 to 80 years old was dancing. And they didn't even have tickets. The sense of community in a big city is hard sometimes to find. Festivals and street parties have a way of bringing us together, just on a massive scale. Councils continued support of the arts can only be a good thing for our residents and visitors, even more so when you have a ticket.

Juliette would also like to see greater pensioner and discount days at the festivals to help with amplifying community wellbeing, especially with cost of living increasing, continued improvement with access for people with disabilities, including children.

In Juliette's view, there is such a large amount of shareholders involved with festivals that often make their organisation very stressful and complex. The team needs more support to facilitate events in the region.

Festivals, of course, bring people, money, planes, trains, and travellers to our area, but the council may need to work with the Festival organisers more on understanding the targeted audience to capture their attendance, including more cross promotion of hotels, city maps, and local businesses alongside ticket sales.

Juliette want to get our city back to Pre-COVID spending and beyond, the council's continued support will help keep our excellent reputation in the arts, continue to and increase the council's media platforms to promote events, as well as help with access to events and transport.

Juliette would like to enhance and improve existing festivals rather than creating new festivals, and if budgets where no object, she would support free festival tickets for Adelaide City locals and an outdoor amphitheatre.

Juliette sees opportunity to send out more media releases and create accessible event schedules. She would like there to be more audience targeting on their favoured media platforms and to rework spaces previously underutilised (for example, some of the best Adelaide Fringe events that she has seen have been in a carpark). Juliette would like us to think outside the square and to support local artists with grants and venue spaces.

JANE LOMAX-SMITH

LORD MAYORAL CANDIDATE

Jane Lomax - Smith, Lord Mayoral Candidate for the City of Adelaide, wants to prioritise collaboration with state government, institutions, and between event planners in her approach to arts and culture. In Jane's view, capital cities are the heart of the arts, and festivals funnel visitors into the regions, they so have a state-wide impact. They also enrich communities and individuals, educate, and inspire. The economic benefits are also unequivocal, according to Jane.

Jane believes that festivals need to be organised so that local businesses can benefit from the opportunity they create and are not damaged by set-up disruption. Businesses need to be engaged early and benefits promoted continuously.

Support for the convention incentive market should include business. Events provide opportunities for local business and not lock all opportunity into their controlled venues. Event planners from interstate need better induction processes to leverage local opportunity. All event support should include a requirement for a community and business legacy, plus the requirement to involve local providers.

Adelaide has good infrastructure and facilities. The city struggles, however, to find skilled staff. The State does not invest adequately in museums and galleries, or the arts in general. There is a lack of recognition of the large employment pool and skills development required.

The city has policies, but not good delivery of projects. Green policy needs to be matched with deliverables, such as actually having access to EV charging. The council should prioritize budget expenditure to invest in green infrastructure. Events are generally environmentally responsible and proactive.

All arts and sporting events have community benefits. Arts and culture in general enrich an understanding of who we are as a nation. Jane believes that they also allow knowledge to be democratized, so that we can be informed citizens in a vibrant democracy. And yet, events occur in city streets, institutions and squares without the knowledge of residents who might wish to attend them. Council should support increased awareness of events. To improve social capital, the community should experience a social dividend or legacy when an event is subsidized. For example, if there is a car race the drivers should visit disadvantaged schools and talk about road safety or careers in automotive repair. If there is a play, actors could mentor youth theatre groups. This enhances community support for events and allows young people to dream big. It can change lives.

According to Jane, better communication is needed, as well as subsidies to support access, such as Pay-It-Forward schemes and supporting early access to museums, theatre, libraries, ballet, and music events. Council should have an equity expectation of all subsidized events. Multicultural events should be promoted across boundaries.

The Adelaide Council has been an events partner with the state government for 45 years, but it has recently shown itself to be an unreliable one. As a previous Lord Mayor, long-standing Minister of Tourism (developed pro tour status of the Tour Down Under, extension of the Convention Centre and Entertainment Centre), as well as Chair of the SA Museum and JAMFactory Board Member, I have had significant experience in this space. The City Council needs to collaborate, be consistent and facilitate the events and festival sector.

Jane believes that a focus on soft diplomacy is one area in which the capital city should excel for the good of the state. Investment and incentives for business and sporting event attraction is needed, but we should remember that we have local capacity. So, we can invest more in the events and institutions that we already have. For instance if it costs \$5m to bring a blockbuster exhibition to Adelaide why not develop local unique products and send them off shore.

If budgets were no barrier, Jane would support business mentoring schemes, improve air access, provide local community support, and business mentoring via the South Australian Tourism Commission.

Although the city is the commercial heart of the state it is also the home of residents and small businesses, who can't always directly benefit from our plans or decisions. It is important that where a residential or business precinct is involved in an event locals need to be supported. The impact of the event must be explained, disruption minimised, and respect and consideration at the forefront. It pays dividends in the long run to remember their money is being spent, impacting on their lives. Locals need to be part of the event and to be told of the decisions made.

PHIL MARTIN

NORTH WARD

Phillip Martin, candidate for North Ward, would like the future Council to provide financial support for a new concert hall and to support greater use of the public realm for festivals and events. Phillip would also like to see indexed funding for grants and sponsorship.

For Phillip, festivals are the bedrock of the City of Adelaide visitations – vital to its reputation and vibrancy. They drive economic activity – from hospitality to retail – in a measurable and effective way. We need to encourage business to become event partners through street closures, subsidised vouchers for food and beverage and retail purchases, along with other promotional tools, like transport and parking offers.

Moreover, extensive event plug and play infrastructure needs to be progressively added to all Park Lands sites used for festivals and events. Council can and should meet the needs of the sector through the provision of electricity from alternative energy sources and collection-to-capture of six or seven varieties of waste (and not just landfill and recycle bins). Phillip believes that passenger cars could also be excluded from events if Council encourages and provides public transport using the city's fleet of buses operated as shuttles.

More festival activity, driven by direct sponsorship or grants and support to secure event venues, would also support wellbeing in the community.

In Phillip's view, local government has an obligation to embrace arts and culture, not only as a pillar of creating wellbeing for its community but also through policies that encourage the community's active participation in artistic and cultural pursuits and not only as members of an audience. That festivals produce strong inputs for the South Australia economy is beyond dispute.

Phillip would like to prioritise building a concert hall, introducing less red tape, and more council staff dedicated to producing timely and efficient outcomes for organisers.

SUE MCKAY

SOUTH WARD

Sue McKay, candidate for South Ward, believes that by providing support for artists (including emerging artists), creating diverse experiences, and trialling new ideas would help to amplify the positive outcomes of the arts and cultural sector in Adelaide.

Sue loves the arts, and she thinks that festivals enrich our lives and showcase our city and South Australia. They support artists, writers, musicians and performers. Festivals draw visitors to the city and encourage workers to stay longer; they bring communities and individuals together, and they provide flow-on benefits to businesses and the economy.

Local businesses benefit by direct involvement and indirectly by flow-on benefits, like sponsorship and greater numbers of people in the city.

Advocating for a wider range of festivals that occur throughout the city throughout the year is also important to Sue. Consulting with businesses to ensure they are aware of the opportunities and not disadvantaged by non-local competition is critical. Publicity to boost attendance and outcomes would be welcome.

Sue believes that a city street art festival would provide a cultural experience for viewers and long-term benefits for local residents and businesses.

Sustainability policies and action plans for greener and more responsible events should include more frequent public transport to reduce the number of cars in the city. This will require liaising with state government, plus more resourcing for the city loop bus service.

Festivals educate and facilitate interactions between people and communities. They enhance wellbeing and mental health. The role of councils includes supporting diverse events and encouraging participation. Sue would also like to see better resourcing of community centres with more community development staff and greater cultural diversity within council and its administration, including more community liaison officers and historians.

Festivals play a vital role in tourism and councils should support and promote a wider range of events (not just major ones) to attract visitors. Encouragement and support for artists, writers, performers, and musicians at each stage of their career should be provided. Discovery and promotion of new and diverse talent as well as support for mid-career and those returning as well as showcasing established artists are opportunities that festivals provide.

Arts, history and culture are extremely important to Sue. I enjoy live music, comedy, dance, theatre and reading. I've worked on arts, music and cultural projects as a former committee member of City South Association, e.g. Field St art-sea murals and Whistleblowers, an illustrated brochure for the West Terrace cemetery.

ANNE MORAN

AREA

Anne Moran is a candidate for Area Councillor. Anne wants to encourage more festivals to come to Adelaide and to support local artists. Ideally, funding would be increased to both. Festivals and events enliven and educate citizens. Knowledge and insights into the vibrancy and visitation trends should also be improved. Communication, financial help, and infrastructure assistance to support businesses leveraging the presence of festivals and events should be amplified.

More plug-and-play infrastructure should be in place to support event organisers. Public transport and parking availability is critical, as is help with bump in/out efficiency.

Information and best practice about sustainability and events should be shared, and council should work more closely with festivals. More should be done to promote the festivals and events taking place in the city and more financial investment should be offered.

CARMEL NOON

CENTRAL WARD

Carmel Noon, candidate for Central Ward, has three priorities for festivals and events, including to explore how all business can leverage activities related to our Arts and Culture; to ensure that the State Government and the City of Adelaide Council are in sync and that decisions on Festivals are not made in isolation of each other especially during the development of the Council's 'City Plan and the State Government '30 year Greater Adelaide Plan'; and to promote various transport options to ensure that getting into the city is not a barrier.

In Carmel's view, arts and culture are our point of difference and supporting Adelaide as the hub of 'Arts and Culture' and the important contribution of this sector to the life of the city is important to this candidate. The festival and events sector is personally an important part of her family and life, even when she didn't live in the city.

Festivals bring people into the CBD, and a great example is Illuminate Adelaide and, of course, the Adelaide Fringe -- which Carmel was heavily involved with the organisation of Adelaide Fringe in the early 2000's. She is often seen at many shows and exhibitions held, and for her, it is one of the best things about living in this city. Her home is a 5 mins walk from Her Majesty's Theatre, a 5 to 10 minute walk from the Festival Theatre, and everything in-between! The Art Gallery is delivering incredible exhibitions, including the recently amazing A Century of the Archibald Prize.

Carmel knows that festivals bring people into the city. She refers to statistics that confirm this. Undeniably, she sees that there are certain businesses that flourish more during these periods, especially food and beverage. However, the festivals also attract more and more tourists from intrastate, interstate, and international. And while they stay in Adelaide, they stay at our accommodation venues, eat at the restaurants, hire cars to explore greater Adelaide regions, go on tours, buy produce from our retailers, and more. More of these types of events can only support local businesses, as the data shows.

Carmel thinks that there are a few policies that have been written to support business. Two that come to mind is AEDA's funding program to support eligible businesses and the other the LGA's Festivals and Events guide regarding economic and social wellbeing and leveraging events for local businesses. However, they need to be more enacted, marketed, promoted as tools for businesses as many wouldn't even know that there is this support available. Carmel also thinks that we have a great opportunity when the new Council develops the 'City Plan' which is just not about infrastructure and development. She would look to incorporate Arts & Culture programs into this planning.

Carmel believes that we need to be a 'smart city and have smart citizens'. According to Carmel, South Australians are still in the mindset of using their vehicles to come into the CBD. Better transport options need to accommodate all needs as this seems to be the number one barrier to people coming into the city. A Smart City Master Plan outlines the City's plan to improve the lives of residents through innovation, data and connected technology.

Therefore, in Carmel's view, we can't just think that there is a single silver bullet for improvements. We need to look at this city with a helicopter view, so that everything is sync with each other to ensure that we are maximising opportunities, like people from interstate and overseas wanting to bring their events to this city.

During the development of the City Plan, we will need to look at the capacity of venues for conferences, Carmel identifies this as also a barrier that results in Adelaide missing out on many large interstate and international conferences due to not having the appropriate venue to accommodate delegate numbers.

When it comes to environmental sustainability, the City of Adelaide can choose from a wide range of policy interventions and financing measures supporting the transformation of energy and industrial systems, improve energy efficiency, tackle environmental pollution, and protect and replenish natural capital - our parklands.

She would suggest perhaps adopting a 'stick and carrot' approach, a green tax and rebates for meeting standards, including being taxed on harmful environmental activities, etc. Loans and grants for green investments in sustainable developments, renewable or low-carbon energy sources, energy-efficient buildings, public walkways and cycleways and electric vehicle infrastructure should also be made available to festivals and events. Adopting these measures are part of the 'helicopter view' which all goes into supporting our Festival City.

Carmel believes that festivals are not just celebrated for fun, information, and cultural reasons. Festivals have much more to offer to the people. Festivals bring people together and create a sense of belonging in the community. People from all walks of life come together to celebrate life. Belonging to a community is the premise of a Council, and there are many statistics on the power of people interacting and the positives on mental health - as we are 'social beings'. Council should more clearly define their purpose to their communities. Developing the City of Adelaide City Plan will give us a great opportunity to do this. What's more, Carmel also sees a need for better transport options and greater marketing of festival benefits to the community.

REX PATRICK

LORD MAYORAL CANDIDATE

Rex Patrick, Lord Mayoral candidate for the City of Adelaide, believes we need a long-term plan for the city, including its arts and cultural infrastructure. Support for events, arts, and entertainment (including financial support) is also a priority. Rex sees festivals as crucial for the city's vibrancy, providing cultural activities for residents and attracting visitors and tourists into the city. More events in the Park Lands would help to promote an appreciation of the Park Lands themselves.

In terms of opportunity, Rex recognises that there needs to be greater communication and integration between the arts and entertainment sector to maximise the benefits to both. There is also huge opportunity in connecting tech businesses (e.g. artificial intelligence and virtual reality) with the arts and entertainment sectors.

Rex wants to see a 20-year City Plan that helps us to think big and that integrates population growth and demographics, transport, greening, arts and entertainment, sports, culture and sustainability. The 20-year plan would inform what needs to be done over the next 5 to 10 years, including a mapping of the arts and entertainment precincts and necessary infrastructure to support and grow the sector into the next few decades.

Broader sustainability projects (electric vehicle and busses, generation of energy from waste, energy efficiency measures, recycling, carbon neutrality, etc.) will also envelope the arts sector. Arts, culture and festivals can be used to openly and subconsciously influence those that participate in events and activities around these topics.

Rex believes that festivals are critical for the community, bringing colour to what otherwise might be characterised as mundane city life. Council should offer tailored support for events, whenever possible and promote greater coordination and integration across State Government, Council, business and the arts, entertainment and cultural sectors. This would help to maximise the benefit to the State and City from those who visit specifically to support and participate in arts, entertainment and cultural sectors, but also to make sure that people who visit for other reasons also attend arts, entertainment and cultural events. Indigenous art and cultural offerings must be promoted.

Councils need to ensure that access to venues, whether they be buildings or outside areas, for festivals and events is supported. Festivals must also be promoted and included in a long-term plan.

SANDY VERSCHOOR

LORD MAYORAL CANDIDATE

Sandy Verschoor is the Lord Mayoral Candidate for City of Adelaide. Sandy wants to prioritise investment in new cultural and civic infrastructure – including a new 150 seat theatre and rehearsal space, a purpose built amphitheatre for performance and support our UNESCO city of music status, and greater backbone investment into our arts, festivals and strategic cultural partnerships.

For Sandy, festivals, arts and culture are the heart and soul of our city. Festivals are vital incubators of the creative arts in the city as platforms that enable cultural practitioners, businesses and artists to innovate and hone their talent. They also connect culture makers and audiences with creative opportunities and encourage participation in the life of the city. In the wake of the COVID-19 pandemic, there has been lots of tireless work and collaboration with the arts community to curate unique experiences in the city and North Adelaide to support artists and utilise their talents to draw people to the CBD.

Festivals, connected to the city's businesses, can introduce new customers, new experiences and deliver high net worth local and visitor expenditure. The City of Adelaide strategy is focused on developing strategic partnerships and an annual festival program that delivers extraordinary, diverse and creative experiences in our city including by connecting festivals with community groups and businesses to enable them to bring our venues, main streets, laneways and Park Lands to life.

Through the Adelaide Economic Development Agency (AEDA), Sandy will seek to gain greater leverage for our investment into a year round festival calendar. AEDA is focussed on business and visitor growth and will use the festivals as a platform for greater collaboration and coordination across the city for greater economic benefit to city businesses.

Under her leadership, City of Adelaide has invested \$3 million to deliver the Rymill Park event infrastructure upgrade, which will make it easier to host large-scale events in Rymill Park. Underground power outlets are being installed, removing the need for generators and bringing costs down, as well as delivering water supply and sewerage upgrades.

This is part of an ongoing program to improve our festival and event infrastructure throughout the city. Further there are plans for a small amphitheatre in the Rymill masterplan, plug 'n' play spaces in parks, and loading zones specific to the need of music and performance venues. There needs to be greater investment in cultural infrastructure and if re-elected Sandy will work with the council for an annual \$1mill to help create a new 150 seat theatre and rehearsal space, more pop up bollards to open and close streets, and other projects that will fundamentally change the cultural and civic infrastructure we need to truly have a creative city.

Adelaide Council proudly takes an Environmental leadership role. With more than 800 events each year, its Sustainable Event Guidelines are best practice in Australia. The APLEMP (Adelaide Park Lands Management Plan) is constantly under review to enable more sustainable and responsible events - as are our citywide plans including 3-bin recycling, use of renewable energy sources, carbon neutral certification. The integration of cultural and climate policy will accelerate progress and generate win:win scenarios.

Sandy believes that the lives of Adelaideans are enriched through their engagement with creative activities, arts and culture. That people's wellbeing is enhanced through culture, and Council has a fundamental role to improve access for all people to benefit a greater number of the city's population.

In fact, Council recently endorsed a new Cultural Policy to provide a decision-making guideline to better connect the value of art, culture and creativity for the future of the city, by embedding culture into city planning. Embedding the cultural policy across all of Council business will maximise economic benefits, sustain and grow events, build the reputation as a Festival City, promote opportunities, experiences, and participation, and contribute to lifelong learning and wellbeing.

Sandy knows how vital festivals are to the economic, cultural and social life of Adelaide, and she is determined to continue to grow our high yield cultural tourism here in Adelaide.

The combined efforts of AEDA in funding and promoting festivals together with the City Council funding strategic partnerships and artists to create exceptional Arts and Cultural experiences means that are the two entities are working collaboratively towards the ambitions of the strategy. Sandy would like increase funding for festivals and events so that we are funding for excellence and success. Then, this can be leveraged through a dedicated national and international strategic marketing – so that we can tell the world what Adelaide has to offer.

In budgets were no object, Sandy would invest in an annual public program of national culture think-tanks and talks to enable greater connection and promote our standing as Australia’s foremost Festival City. She would set up an innovative ‘Shark Tank’ style pitching competition - with sufficient and significant money at stake - to spark new industry collaborations. Sandy would also set up a ‘circle of elders’ as an accessible resource for new and emerging artist to tap into, and provide much needed guidance and inspiration to the next generation. This would extend into a program of Festival Fellowships that allow for study and paid internships, providing greater career pathways. Sandy would like Council to facilitate an annual global city and festival mid-management exchange program, so that festival professionals can learn from each other and create greater connections to other renown festival and sister cities. Sandy would also seek to create a mentoring program that includes first board positions, governance and finance training.

TAMMY VO

CENTRAL WARD

Tammy Vo, candidate for Central Ward, prioritises three ideas for improving outcomes related to arts, culture, and festivals, including: year-round unique events and festivals to get our livelihood back; connecting domestic and international residents via activation of community events and programs, like team building games often done on school camps to get everyone together, and improving the city’s aesthetics to be more inviting and safe.

According to Tammy, South Australia is nationally recognised as the Festival State, and that's exactly what we were, are, and forever will be. It is one of our core characteristics. Tammy sees COVID as a big hiccup, but it has brought to light the fundamental importance of the arts and festivals as economic drivers for our City and State. In Tammy's view, COVID took away our arts and festivals, hence our human interactions, our livelihood and culture, our economic and social growth.

Tammy believes that our international young adults chose Adelaide for a reason. As a young adult from Port Pirie, she came to Adelaide because it's fun. There's always something to do, and it was affordable, but overall, arts and festivals are what outsiders see and like about us. It is colourful and it is vibrant. The sector brings people together from all walks of life, and it is an equaliser.

Arts and Festivals promote tourism and social growth, which improve the city's livelihood. This means the city is bustling and full of unique activities happening all at once. There is no doubt for Tammy that festivals drive a positive contribution towards the growth of our local businesses of retail and hospitality.

Having worked in restaurants during festival seasons, like the Adelaide Fringe and Illuminate Adelaide, during these events the roads would close up allowing our pubs, bars and restaurants to expand their space onto the road. This is a huge opportunity for these businesses to maximise profits because more room means more customers. Tammy would like to continue this policy for our future festivals and events, all the while improving traffic control, accessibility and affordability of public transport for the duration of events and festivals. She would like to see the possibility of 24/7 public transport with good security for the safety of our residents and visitors.

Tammy would like to extend free parking times overall, and she notes that a lot of people have interest in extending our tram lines from north to south of city for better accessibility. Tammy would also really like to prioritise cleaning up our streets and getting rid of unauthorised contents on our buildings like graffiti.

Stricter laws would help with the latter, in Tammy's view, as the appearance of our city affects us and our visitors psychologically. If the city is kept cleaner and in good condition it not only raises the value of the city, but it also encourages South Australians to have more pride and love for our city.

Tammy also wants to activate our city's alleyways and laneways by beautifying and increasing safety to bring these areas a purpose. These tiny streets often go unnoticed and neglected, but they are hidden gems and present a huge opportunity to connect hotspots of the city together. There are currently minimal "connecting routes" in the city. By improving this access, more travel by foot would be encouraged, carbon emissions might be reduced, and it will be easier for visitors to find their way around.

Tammy would like to implement social incentives to promote behaviours among visitors and residents that are environmentally responsible, so that littering stops being an issue. Tammy is not fond of the idea to just reduce parking fees, however she wants to be careful to not promote more cars to be used especially during major events and festival times, especially when some of our roads are closed. She understands the need to promote people coming into the city, but she believes there has got to be another way - perhaps a sweet spot between delivering affordable and accessible parking but also not increasing carbon emission in our city.

Tammy is not running for Council just to have oversight over basic services. She sees Council as an opportunity to network, cooperate, and get help from industry leaders, state and federal government to do bigger things for the community that she is there to represent. She sees festivals as an opportunity for communities to let loose and connect in a fun way that improves quality of life. She believes that festivals remind people about the importance of the bigger picture, unity in diversity, and seeing differences as an opportunity to connect and learn instead of a social deterrence.

Tammy cares deeply about our international students being more connected to the city. She states that none of them came here just to study. They came here for an experience of a lifetime. With a little bit of innovative thinking, Tammy wants to work with industry leaders and universities as well as student support organisations to implement and activate social strategies and programs to connect our youth, get them familiarised and comfortable with each other, and then let the social and interpersonal growth begin. Tammy views human connection as a health issue.

If budgets were no object, Tammy would explore subsidies for transport and accommodation for young adults and families from rural areas to Adelaide, as well as subsidised airfares for interstate visitors during the festival seasons, including a point based system to incentivise repeat visitation.

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