



NOTICE

of

CIVIC EVENTS COMMITTEE MEETING

*Pursuant to the provisions of Section 84(1) of the
Local Government Act 1999*

TO BE HELD IN

**COMMITTEE ROOM
PLAYFORD CIVIC CENTRE
10 PLAYFORD BOULEVARD, ELIZABETH**

MEMBERS MAY PARTICIPATE BY ELECTRONIC MEANS

ON

WEDNESDAY, 3 MARCH 2021 AT 4:00PM

A handwritten signature in blue ink, appearing to read "S Green".

**SAM GREEN
CHIEF EXECUTIVE OFFICER**

Issue Date: Thursday, 25 February 2021

MEMBERSHIP

PRESIDING MEMBER – CR GAY SMALLWOOD-SMITH

Mayor Glenn Docherty

Cr Dennis Ryan

Cr Katrina Stroet

Australian Navy Cadets

Elizabeth Playford Lions Club

Playford District Girl Guides

Ridley District Scouts

Rotary Club of Elizabeth

St John SA

Youth Advisory Committee

**City of Playford
Civic Events Committee Meeting**

AGENDA

WEDNESDAY, 3 MARCH 2021 AT 4:00PM

1 ATTENDANCE RECORD

- 1.1 Present
- 1.2 Apologies
- 1.3 Not Present

2 CONFIRMATION OF MINUTES

RECOMMENDATION

The Minutes of the Civic Events Committee Meeting held 3 February 2021 be confirmed as a true and accurate record of proceedings.

3 DECLARATIONS OF INTEREST

4 DEPUTATION / REPRESENTATIONS

Nil

5 STAFF REPORTS

Matters to be considered by the Committee Only

Matters delegated to the Committee.

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Matters for Information.

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7 INFORMAL ACTIONS

8 CONFIDENTIAL MATTERS

Nil

9 CLOSURE

STAFF REPORTS

MATTERS TO BE CONSIDERED BY THE COMMITTEE ONLY

***Matters delegated to the
Committee.***

5.1 PLANNING SCOPE - 2021 PLAYFORD ANZAC DAY COMMEMORATIONS

Responsible Executive Manager : Ms Lilly Bukva

Report Author : Ms Chloe Camilleri

Delegated Authority : Matters delegated to the Committee.

PURPOSE

To present the Civic Events Committee the planning scope incorporating updates and decision making for the 2021 Playford ANZAC Day Commemorations.

STAFF RECOMMENDATION

The Committee approves the planning scope for the 2021 Playford ANZAC Day Commemorations.

EXECUTIVE SUMMARY

The objective of the Civic Events program is to connect and celebrate with our community and each other and foster community pride in the people and places of Playford.

Traditionally, we commemorate ANZAC Day each year with our community through holding the Playford ANZAC Day Overnight Vigil on 24 April and Dawn Service on 25 April. The COVID-19 pandemic and subsequent government measures in place continue to change the way we need to plan and deliver this event. In order to promote transparency with the Committee and maintain a formal decision making process, this report will scope out the planning and decision making for the 2021 ANZAC Day Commemorations, subject to an approved COVID Management Plan.

Under the Civic Events Committee Charter, the Civic Events Committee is to consider and make recommendations to Council regarding the planning and delivery of Council's annual Civic Events program.

Council has delegated to the Civic Events Committee the power to 'enact decisions in relation to Council's Civic Events' (s4.1.3) and 'determine how budgeted funds will be spent on Council's Civic Events' (s4.1.4).

1. BACKGROUND

Staff continue to carefully consider the potential for COVID-19 to impact the 2021 ANZAC Day Commemorations.

This report aims to provide the Civic Events Committee insight and opportunity to discuss the delivery of the 2021 ANZAC Day Commemorations under the current COVID-19 restrictions.

2. RELEVANCE TO STRATEGIC PLAN

The Civic Events program provides an important opportunity for the Council and the community to connect and celebrate with each other and foster community pride in the people and places of Playford.

3. PUBLIC CONSULTATION

There is no requirement to consult the community on this matter.

4. DISCUSSION

- 4.1** While 2021 continues to be unpredictable in nature and hard for organisers to set events in stone, staff are persevering with planning for the 2021 Playford ANZAC Day Commemorations whilst ensuring alignment to budget and the highest levels of health and safety are met.
- 4.2** The purpose of this report is to present the Committee with an update on the planning of the 2021 Playford ANZAC Day Commemorations in light of the mandatory COVID Management Plan including density, distancing and contact tracing.
- 4.3** The 2021 Playford ANZAC Day Commemorations – Overnight Vigil is currently scheduled for Saturday, 24 April, starting at 7.30pm and will be delivered under a COVID Safe Plan.
- 4.4** The 2021 Playford ANZAC Day Commemorations – Dawn Service is currently scheduled for Sunday, 25 April, starting at 6:00am and will be subject to the approval of a COVID Management Plan from SA Health.
- 4.5** Staff will present planning reports to the Committee at the following meeting:
 - 4.5.1** Wednesday, 7 April 2021.
- 4.6** Subject to the event proceeding, a formal event debrief report will be presented to the Committee in August 2021.
- 4.7** A working group consisting of Playford staff, Edinburgh Park Scout Group, Australian Naval Cadets, Playford District Girl Guides, Dalkeith CFS, St John Ambulance and Elizabeth Multi-National Pathfinders Club has been established and met on 23 February 2021 and discussed the Overnight Vigil and Flag Raising Ceremony.
- 4.8** Rehearsal dates for the youth participation are set for Sunday 28 March, Sunday 11 April and Sunday 18 April.
- 4.9** Staff intend to start promoting the commemorations during the week commencing 8 March 2021 with the caveat that the event is subject to an approved COVID Management Plan and the COVID-19 restrictions at the time.
- 4.10** In planning for ANZAC Day, staff have been in regular contact with the SA Health COVID Management Plan Team for advice and support.
- 4.11** The COVID Management Plan Team have advised that Plans are currently taking a minimum of four weeks to be reviewed depending on their evaluated level of risk.

- 4.12** A COVID Management Plan is currently being developed for 1,500 persons and will be submitted to SA Health no later than Friday 26 February 2021. SA Health will be given a requested deadline of Friday, 2 April 2021 to approve the Plan.
- 4.13** Staff are currently monitoring the Local Government sector movements in the event planning space. A number of Councils are planning ahead with their ANZAC Day events with the intent to alter the way they are delivered.
- 4.14** Staff are currently monitoring the State and local RSL, Elizabeth Salisbury Naval Association and One Tree Hill Progress Association movements in the event planning space. A number of these organisations are planning ahead with their ANZAC Day events with the intent to alter the way they are delivered. Of recent note, RSL SA/NT confirmed on 12 February that their four main services will go ahead attended by Veterans and without crowds, subject to an approved COVID Management Plan. Descendants of those who served are asked to watch the march from home and commemorate privately at home through 'Light Up the Dawn'.
- 4.15** The annual civic events budget allocated to deliver ANZAC Day is \$33,100.00. Staff are currently working on a projected cost event budget to determine the additional costs to be COVIDSafe compliant. At this stage it is estimated that COVID requirements will require an additional \$18,000, making the projected event budget as \$51,000. Quotes are currently being sourced from suppliers. As staff work with each supplier, cancellation fees and deposits are being discussed.
- 4.15.1 Production, security and infrastructure will incur additional costs due to COVID requirements.
- 4.15.2 Increased costs to be COVID compliant will be managed from savings from the Community Carols budget.
- 4.16** The event site will be fully fenced to control capacity – 1,500 persons.
- 4.16.1 There will be two entry points for the public to enter the event site – one entry via Anderson Walk and one entry at the southern end of the gardens. Two Weslo Security officers (COVID Marshals) and City of Playford staff will operate each entry point.
- 4.16.2 There will be a separate entry for VIP's through the car park located on Anderson Walk. Two Weslo Security officers (COVID Marshals) will operate this entry point.
- 4.16.3 Staff, volunteers and contractors will enter the event site from the northern end of the oval. One Weslo Security officer (COVID Marshal) will operate this entry point.
- 4.17** The site map for the Dawn Service will see raised seating erected in the car park adjacent the memorial with floor seating in front of the stands, seating on the lawn in front of the memorial and seating for up to 100 people on the lawn behind memorial. Standing room will be respectfully monitored by security to adhere to social distancing controls.
- 4.18** The event will not be ticketed. Weslo Events will be engaged to provide live electronic counters to count persons into the event site. Once capacity is reached, no further persons will be allowed into the event site.
- 4.19** Gates will be open from 5:00am to allow additional time to conduct the COVID SAfe Check-In using a QR code or paper contact tracing record.

- 4.20** Pastor Bryan Sellars has been confirmed to conduct the Dawn Service.
- 4.21** Smithfield Sports and Social Club have confirmed they will supply the clubrooms during rehearsals and the Overnight Vigil.
- 4.22** Smithfield Sports and Social Club have confirmed they will provide a cooked breakfast under COVID-19 restrictions.
- 4.23** Local resident, Londyn Foreman, has been asked to perform the National Anthem at the Overnight Vigil.
- 4.24** Amazing Grace, God Save the Queen, God Defend New Zealand and Advance Australia Fair will also be performed at the Dawn Service.
- 4.25** The ANZAC Day event poster is currently in the design phase.
- 4.26** While staff acknowledges holding one large scale event can carry risk of cancellation should COVID-19 cases spike again in South Australia, staff are exploring other ways to deliver a sense of pride, connection and commemoration with the community should restrictions reverse and the event be forced to cancel.

5. OPTIONS

Recommendation

The Committee approves the planning scope for the 2021 Playford ANZAC Day Commemorations.

Option 2

The Committee approves the planning scope for the 2021 Playford ANZAC Day Commemorations with the following amendments:

1. _____
2. _____
3. _____

6. ANALYSIS OF OPTIONS

6.1 Recommendation Analysis

6.1.1 Analysis & Implications of the Recommendation

As restrictions in South Australia remain largely the same since the Committee last met in February, the staff are proceeding with planning subject to the approval of the COVID Management Plan.

Clear planning and event management processes are recorded allowing for detailed planning and record keeping for continuous improvement.

Event planners receive clear direction on the planning and delivery of the key elements for the event.

Each year Council delivers this event, the Committee provides feedback that is recorded in a debrief report. This report forms the basis for the planning for the following year.

6.1.2 Financial Implications

Currently there are no financial or resource implications as additional funds required to make the event COVID safe will be allocated from Community Carols event savings.

6.2 Option 2 Analysis

6.2.1 Analysis & Implications of Option 2

If planning continues with an informal process, no record of event planning or decision-making will be recorded.

6.2.2 Financial Implications

The financial implications of any decisions would require proper investigation and the Committee would be updated of any impact on the budget.

STAFF REPORTS

MATTERS TO BE CONSIDERED BY THE COMMITTEE ONLY

Matters for Information.

5.2 CITY OF PLAYFORD AUSTRALIA DAY 2021 DEBRIEF REPORT

Responsible Executive Manager : Ms Lilly Bukva

Report Author : Ms Chloe Camilleri

Delegated Authority : Matters for Information.

Attachments : 1 [↓](#). Playford Australia Day 2021 Debrief Report

Purpose

To provide the Civic Events Committee with a detailed debrief report on the planning and delivery of the City of Playford Australia Day Celebrations.

STAFF RECOMMENDATION

The Committee to endorse the Playford Australia Day 2021 Debrief Report (Attachment 1).

Relevance to Strategic Plan

The Civic Events program provides an important opportunity for the Council and the community to connect and celebrate with each other and foster community pride in the people and places of Playford.

Relevance to Public Consultation Policy

There is no requirement to consult the community on this matter.

Background

The City of Playford's Civic Events program aims to connect and celebrate our community and each other and foster community pride in the people and places of Playford. It also provides an opportunity for Council, sponsors, volunteers and service groups to give back to the community. The Australia Day Celebrations are a significant part of this program.

The objectives below were used as the basis for planning and producing the event with tasks derived from each objective.

- Host an Australia Day event which has a variety of community and cultural activities to attract a broad spectrum of the community
- Deliver a COVIDSafe event and maintain a healthy and active community
- Encourage community pride by providing information, activities and entertainment that promotes health, well-being and physical activity
- Foster community pride in the people and places of Playford
- Increase community input through the Australia Day Awards process

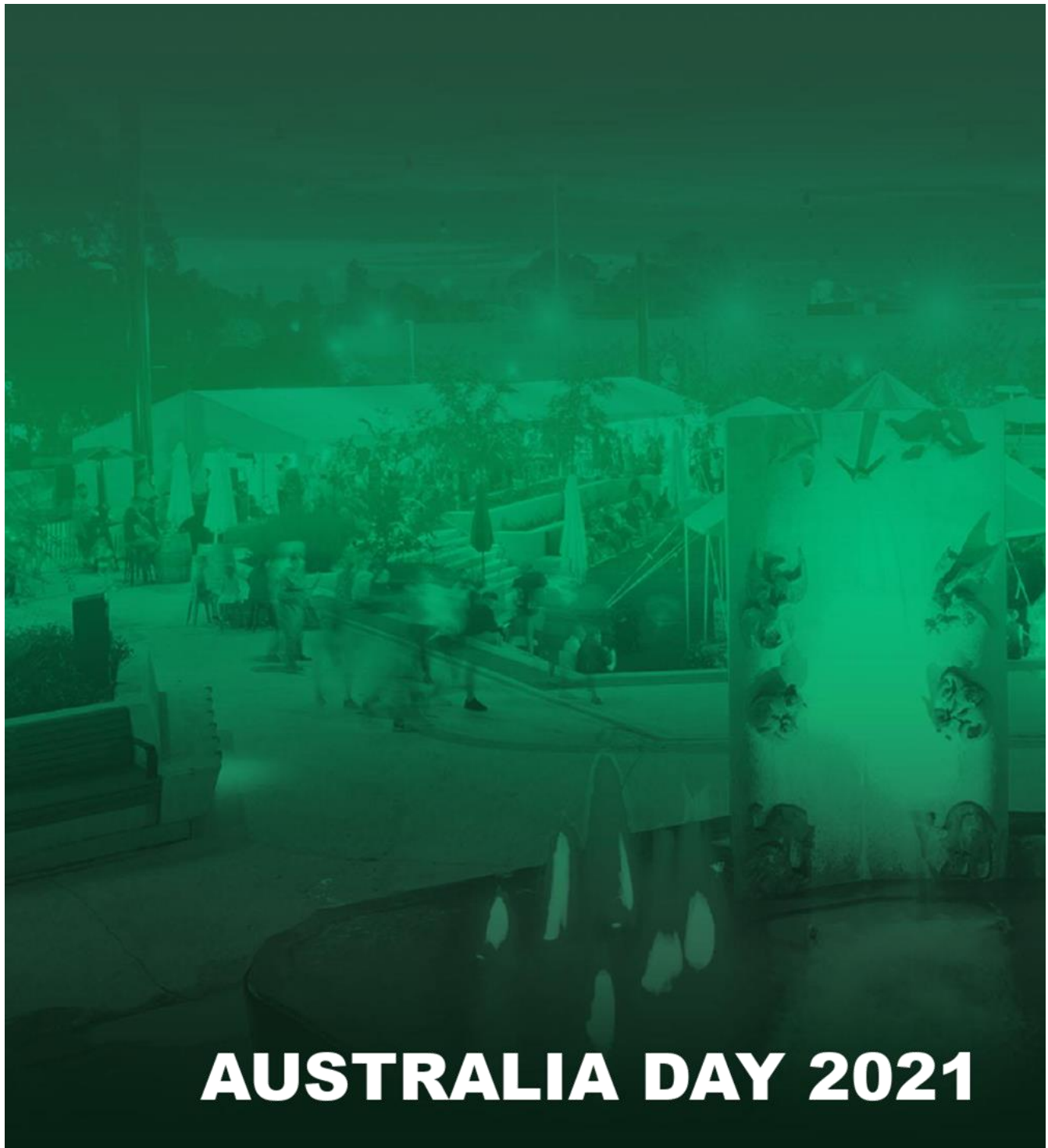
- Create a fun and vibrant atmosphere in the lead up to the event and to engage with patrons arriving early
- Facilitate a healthy and socially connected community
- Engage the local community to participate in the event to connect and celebrate with Council and each other
- Promote liveable neighbourhoods
- Deliver the event within budget

Current Situation

This report reviews the 2021 event by identifying the areas of success in planning and delivery of the event and assesses where there are areas for improvement.

Future Action

The event report summarises the planning process, stakeholder and financial information, which can be used to highlight new opportunities for future events.



Debrief Report

22 February 2021

Chloe Camilleri

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OVERVIEW

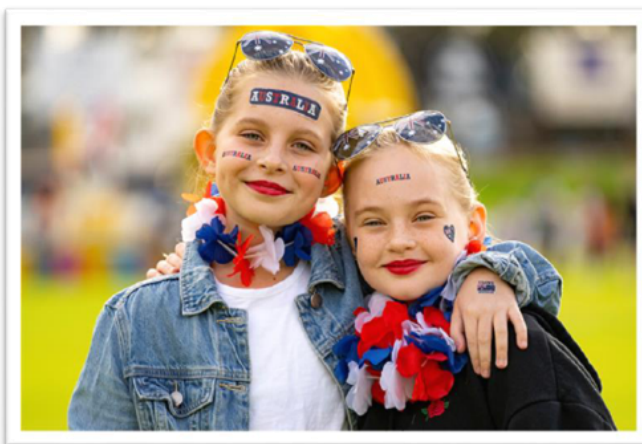
The City of Playford's Civic Events program aims to connect and celebrate our community and each other and foster community pride in the people and places of Playford. It also provides an opportunity for Council, sponsors, volunteers and service groups to give back to the community. The Australia Day Celebrations are a significant part of this program.

The City of Playford Australia Day event has proudly taken place for 30 years and is proudly one of the largest Australia Day events in South Australia.

Traditionally, we celebrate Australia Day each year with our community through holding the Playford Australia Day Celebrations event on January 26 in Fremont Park. Due to the current global pandemic, our Australia Day event had to adapt in order to comply with current restrictions, to reduce the risk of cancellation and to ensure the event was safe and fun for all.

In 2021, the event was relocated to X Convenience Oval, which allowed for a capacity of 2,500 community members to safely enjoy the event.

The Playford community enjoyed a range of activities between 8am and 12pm. A total of **1,196 people** attended the event, enjoying a bacon and egg sandwich cooked and served by local service groups – Rotary Club of Elizabeth, Elizabeth/Playford Lions Club, Ridley District Scouts, Playford Girl Guides and Playford Youth Advisory Committee. In addition to this, Cool Cones served 1,500 fresh fruit salad cups to cater for dietary requirements and healthy alternatives.



Festivities included live entertainment that embraced our culturally diverse community, free rides and the opportunity to have a go at some of Australia's most popular sports – Australian Football League (AFL), netball and tennis.

The community recognised its local heroes through the Australia Day Awards Program. Mayor Glenn Docherty and Australia Day Ambassador Doctor Bill Griggs AM ASM, announced the winners in the categories of Playford Citizen of the Year, Young Citizen of the Year, Community Group or Initiative of the Year and Sports Club of the Year.

The Ridley District Scouts assisted the event by providing an official escort for the Mayor and performing the flag raising ceremony. Many local community groups are involved in the planning and running of this event.

The successful staging of an event such as Australia Day requires a significant budget and staffing resources. The event is planned and managed by a team of internal and external stakeholders with a budget of \$86,810. However, the complexity that the current restrictions added to the execution of the event meant that additional funds were required to deliver a COVIDSafe event. The City of Playford successfully obtained a \$20,000 grant under the COVID Safe Australia Day program administered by the National

Australia Day Council (NADC). Additional budget was also allocated to the Australia Day event through the Community Carols budget.

This report reviews the 2021 event by identifying the areas of success in planning, hosting and assessing potential areas for improvement for future events. Recommendations for consideration are also included to increase community engagement and participation in the event.

PRODUCTION

The Civic Events Committee as appointed by Council strategically manages the City of Playford Australia Day Celebrations. The Committee determined the objectives of hosting the event. Council's Events and Activation Team performed all event management duties.

Civic Events Committee Members who contributed to the Australia Day event

- Presiding Member Cr Gay Smallwood-Smith
- Mayor Glenn Docherty (ex-officio)
- Cr Dennis Ryan
- Cr Shirley Halls
- Cr Katrina Stroet
- Ms Beryl Teale (Elizabeth/Playford Lions Club)
- Mr Frank Gratton (Elizabeth/Playford Lions Club)
- Ms Donna-Marie Currey (Elizabeth/Playford Lions Club)
- Ms Eryn Halls (Rotary Club of Elizabeth)
- Mr Brett Kallin (Ridley District Scouts)
- Ms Kate Berlemon (Playford Girl Guides)
- Ms Nicole Worthley (Youth Advisory Committee)

Event Objectives

- Host an Australia Day event which has a variety of community and cultural activities to attract a broad spectrum of the community
- Deliver a COVIDSafe event and maintain a healthy and active community
- Encourage community pride by providing information, activities and entertainment that promotes health, well-being and physical activity
- Foster community pride in the people and places of Playford
- Increase community input through the Australia Day Awards process
- Create a fun and vibrant atmosphere in the lead up to the event and to engage with patrons arriving early
- Deliver the event within budget
- Facilitate a healthy and socially connected community
- Engage the local community to participate in the event to connect and celebrate with Council and each other
- Promote liveable neighbourhoods

These objectives were used as the basis for planning the event with tasks derived from each objective.

EVENT COMPONENTS

Event Program

Time	Performance
8.00am	Official Opening
8.03am	Flag Raising + National Anthem
8.10am	Mayor Speech + Acknowledgement of Country
8.15am	MC Official Opening + Housekeeping
8.20am	Aussie Sport Play Zone Commence
8.20am	Hamilton Amusements Rides Commence
8.22am	Act 1 – Playford City Concert Band
8.44am	Act 2 – Phap Hoa Lion Dance
9.01am	Act 3 – Mr Oopy
9.23am	Act 4 – Bumbles the Clown
9.46am	Australia Day Ambassador – Dr Bill Griggs AM ASM
9.56am	Australia Day Awards – Mayor and Ambassador
10.13am	Act 5 – International Revival Gospel Choir
10.35am	Act 6 – Wasabi Set 1
10.57am	Act 7 – Mudra Dance Academy
11.11am	Act 8 – Londyn Foreman
11.28am	Act 9 – Wasabi Set 2
11.48am	MC thank all for attending + farewell
12.00pm	Event Close

Entertainment

- Multi-cultural stage performances
- Aussie sport play zone featuring Central Districts Football Club, Gazelles Netball Club and Tennis SA



Catering

A wide variety of catering was on offer:

- SA Water Quench Bench supplied free water for the community
- Rotary Club of Elizabeth, Elizabeth Playford Lions Club, Ridley District Scouts, Playford District Girl Guides and Playford Youth Advisory Committee cooked a free barbecue breakfast
- Cool Cones Van supplied coffee, ice cream, fairy floss, cool drinks and fresh fruit cups

Sustainability

Waste Management

A three-bin waste management system was used on Australia Day. The objective of this was to redirect as much waste as possible away from landfill, as well as educate the community on the correct bin for common household materials. Australian Green Clean provided this service. All waste is sorted at the event into one of four categories – green organics, dry waste, recyclable bottles, cans and glass and soft plastics.



No Single-Use Plastics

No single-use plastics were used by any food vendors, instead, using sustainable food packaging supplies. Breakfast was served using plates made from organic materials (sal tree and palm tree leaves) by a local community business, Leavesware Australia. Wood cutlery supplied was BioPak which is made from sustainably sourced and FSC™ certified Birchwood. The FSC™ label means that wood has been harvested to benefit communities, wildlife, and the environment. The cutlery is compostable in a home and commercial compost.



COVID-19 Management

The worldwide pandemic, COVID-19, has disrupted essential and general services enjoyed by our community. A Declared Emergency is in place to prevent and mitigate the effects of COVID-19 to the South Australian community. While under the Declared Emergency, a COVID Management Plan was required to be developed for the Playford Australia Day Celebrations as it was considered a high-risk public activity with over 1,000 historically attending the event. A COVID Management Plan was developed and submitted to SA Health on 18 November 2020. The initial review of the Plan was completed on 3 December 2020 with minimal feedback / changes given by SA Health. The Plan was then updated and resubmitted on 10 December 2020. The Plan then underwent the detailed review stage from 10 December 2020 – 6 January 2021, with SA Health providing minimal feedback / changes on 6 January 2021. The Plan was updated and resubmitted on 6 January 2021. The Plan was then progressed to the COVID Management Committee who

responded with two changes to the Plan on 11 January 2021. The Plan was then updated and resubmitted for a final time. The Plan was approved by SA Health on 20 January 2021.

In order to adequately fund the additional COVIDSafe measures put in place by the approved COVID Management Plan, the City of Playford applied for a COVID Safe Australia Day grant through the National Australia Day Council. Staff were successful in their application and the event received an additional \$20,000 to fund the COVIDSafe measures.

A total of \$32,758.28 of the overall expenditure was directly related to COVID management.

STAFFING

The event management team were responsible for all day-to-day operations and administration in the lead up to and during the event. This team comprised of:

- Barry Porter – General Manager – Strategy & Corporate
- Lilly Bukva – Senior Manager – Community Engagement & Experience
- Joanne Edwards – Acting Manager – Engagement & Insights
- Chloe Camilleri – Event Manager
- Suzanne Malbut – Event Manager (Awards and Citizenship)
- Amy Phillips – Communications Coordinator

On the day, a number of Committee members undertook official duties:

- Presiding Member, Councillor Gay Smallwood-Smith hosted the Australia Day Ambassador, Dr Bill Griggs AM ASM
- Mayor Glenn Docherty gave a welcoming speech and presented the Australia Day Awards with Dr Griggs
- Committee Member, Eryn Halls, managed the barbecue breakfast
- Committee Members, Donna-Marie Currey, Kate Berlemon, Brett Kallin and Nicole Worthley all assisted in the cooking of the barbecue breakfast
- Committee Member, Brett Kallin led the Flag Raising ceremony

In addition to this, the Civic Events Committee discussed the event planning status at monthly meetings and committee members were present at the event.

BUDGET

The City of Playford Australia Day Celebration was funded by the City of Playford and the National Australia Day Council.

For assisting event organisers to ensure Australia Day 2021 events proceeded and that the events were held in a COVID safe environment, the National Australia Day Council, with the assistance of the Commonwealth Government, made available a grant of up to \$20,000 (GST exclusive) through the COVID Safe Australia Day Program. The administration were successful in obtaining a grant of \$20,000 in addition to a grant of \$1,000 to adopt and use the new branding and designs for Australia Day celebrations.

Further funding was made available through the allocation of part of the 2020 Community Carols budget to the Australia Day Celebration.

For the purpose of this report, the budget will be separated out into three – Council Investment, COVID Safe Australia Day Grant and Australia Day Branding Grant.

Investment	
Council Investment	\$86,810.00
Additional Investment (2020 Community Carols Budget)	\$12,758.28
Total Investment	\$99,568.28

Expenditure	
Staffing Totals	\$6,896.00
Catering Totals	\$12,338.31
Contractor Other Totals	\$73,653.67
Insurance Totals	\$303.00
Licences Totals	\$1,433.00
Marketing and Advertising Totals	\$4,944.30
Total Expenditure	\$99,568.28

Investment	
COVID Safe Australia Day Grant	\$20,000.00
Total Investment	\$20,000.00

Expenditure	
Security and COVID Marshal Totals	\$6,788.32
Cleaning Totals	\$1,585.62
Hand Sanitiser Station Totals	\$3,770.00
Physical Barriers and Guides Totals	\$4,255.00
Additional Public Restrooms Totals	\$814.00
COVIDSafe Signage Totals	\$2,787.00
Total Expenditure	\$19,999.94

Investment	
Australia Day Branding Grant	\$1,000.00
Total Investment	\$1,000.00

Expenditure	
Vinyl Banner	\$300.00
Social Media Frame	\$75.00
Bow Banner	\$300.00
Bunting	\$300.00
Postage	\$50.00
Total Expenditure	\$1,025.00

STAKEHOLDERS

AJ Lighting Sound Events

Sound and lighting partner AJ Sound provided discounted lighting and sound to assist in the production of the event.

In-kind to the value of \$4,643.25.

EVENT PROMOTION

A Marketing Plan was established in December and executed in January (subject to COVID Management Plan approval). The Australia Day Awards marketing plan was executed in September.

Digital and Social Marketing

- Dedicated Playford Australia Day Celebrations event listing on the City of Playford website
- Playford Australia Day Celebrations event published on external sites including social sites as Facebook and Australia Day Council of South Australia
- Facebook promotion with the following campaign (January) statistics:
 - Reach: 73,000
 - Engagement: 8,419
 - Engagement rate: 11.53%

Advertising and Publications

EXTERNAL MEDIA OR PUBLICATIONS

22 January 2021: The Advertiser

Event listing

(Audited readership figure, weekdays: 287,000)

20 January 2021: Bunyip Press

Event listing

(Paid Circulation: 8,750)

OWNED MEDIA AND PUBLICATIONS

December 2020: Playford News (magazine)

Event listing

(Circulation: 45,992)

February 2021: Playford News (magazine)

Australia Day Award winner's article

(Circulation: 45,000)

December 2020: Playford News (e-newsletter)

Event listing

(Recipients: 5,128; Opened: 514)

February 2021: Playford News (e-newsletter)

Australia Day Award winners article

(Recipients: 4,480; Opened: 552)

18 January 2021: Playford News (online)

Event announcement and home page banner

(Home Page visitors 18-26 Jan: 3,577; Playford News Australia Day Celebrations Story page visitors: 647; Australia Day events listing: 325 visitors)

26 January 2021: Playford News (online)

Australia Day Award Winners 2021 announcement

(Visitors: 119)

Signage

- Roadside banners along Main North Road, Curtis Road, Langford Drive and Goodman Road
- Additional signage was also placed in Fremont Park to specifically direct patrons to X Convenience Oval (as the event had moved) should they attend Fremont Park on the lead up to or on the day of the event



EVALUATION

Pre Event Planning and Management

Successful Elements

- Regular and detailed updates to the Civic Events Committee
- Documented decision-making process at committee meetings
- Comprehensive Operations Manual developed and distributed before the event
- Inclement weather matrix filled in and effectively monitored in the lead up to the event

Areas for Improvement

- Improved timeline for approval of COVID Management Plan with the addition of deadline dates to the COVID Management Plan application
- Bump-in requires additional staff assistance under COVID

Entry and Registration Process

Successful Elements

- Online event registration process was well-received by the community
- All tickets allocated to the public were pre-registered prior to the event
- Customer Contact were able to easily assist community members who didn't have access to the online event registration
- COVID restricted entry process resulted in less unaccompanied children
- Australian Flag tattoos and sunscreen were very popular at Goodman Road entry

Areas for Improvement

- 50 percent of attendees who had pre-registered tickets did not attend the event. For future events we will remove ticketing and use electronic counters to manage maximum capacity

- Revised communication to educate people that they can attend whole event and not just at their allocated breakfast collection time
- Consider making Goodman Road the only entrance for general public (Langford Drive was not busy)
- Remove online event registration (ticketing) and replace with use of electronic counters through Weslo Events
- Consider placement of the COVID SAfe Check-In QR codes to be at the entry gates only, not along whole entry
- Consider making the VIP registration available to media
- Real-life scenario training for Customer Contact for manual ticket registration
- Charging facilities for mobile devices to be at entries (ticket scanning)

Layout and Program

Successful Elements

- People socially distanced themselves when seated in front of the stage
- Picnic tables were a great addition for seating options
- Multi-cultural stage program and Aussie Sport play zones were both successful

Areas for Improvement

- Hope to be back in Fremont Park for 2022 event
- Consider additional sound requirements to ensure sound is heard across whole oval
- Consider layout on oval to make it less sparse
- Consider moving the stage to be more central on the oval rather than next to the fence
- Consider layout of picnic tables to be a semi-circle facing stage
- Remove pre-marked boxes from bump-in; they didn't work and people were able to socially distance themselves accordingly
- Consider engaging Sport and Property team if engaging local sporting clubs to participate in the event. They can assist in recruiting clubs and managing them on the day
- Consider using hoarding around entertainment areas to increase City of Playford branding
- Event site map in program and on corflute around oval
- Entry gate staff to have access to radios to communicate with the team

Catering

Successful Elements

- Good quality food from Drakes Eyre
- Waste reduction and diversion away from landfill
- Removal of all single-use plastics, replaced with sustainable plates and cutlery
- Barbecue layout was a success in terms of line management
- Patrons complimented the food – happy with the quality and service
- Leftover food was donated to the Food Co-Op

Areas for Improvement

- Consider better direction for security guards when checking allocated food collection times
- Consider allocating a line marshal from each service group to assist with line management and allocated food collection times
- Consider revising barbecue layout for COVID Management specifically for the cracking and cooking of the eggs
- Consider returning to BioPak plates for 2022 event after incident with Leavesware plates

- Refine communications in the lead up to the event to be more clear that people can have both the barbecue breakfast and fruit salad
- Allocate a City of Playford staff member to oversee the running of the barbecue in addition to the allocated service group leader and COVID Marshals

Entertainment and Activities

Successful Elements

- Positive feedback from various groups on range of entertainment
- Multi-cultural stage program and Aussie Sport play zones were both successful
- Phap Hoa Lion Dance was the most well received performance and attracted a large crowd with plenty of COVIDSafe crowd interaction
- Cosi as MC was very popular with the community
- Londyn Foreman singing the National Anthem was well received

Areas for Improvement

- Consider reintroducing activities such as sandpit pending the COVID restrictions at the time
- Continue to have the National Anthem sung live (not recording)
- Consider improved communications to performers to ensure they run to time so that the event schedule remains accurate
- Continue to have a mixture of on stage and off stage performances to engage and encourage crowd participation (in a COVIDSafe manner)
- Consider replacing the Super Slide as it is a risk when hot (i.e. burns when sliding down hot slide)
- Consider additional rides as they are popular

Marketing and Promotion

Successful Elements

- Successful social media engagement even with a short lead time
- Free promotion via Andrew "Cosi" Costello's social media platforms
- Placement of roadside banners situated on highly trafficked sites including Main North Road, Curtis Road, Goodman Road and Langford Drive

Areas for Improvement

- Website needs swift type looked at prior to event to rank the current year's event page higher than the previous year
- Event program:
 - Reduce quantity
 - Hand out at entry point
 - Replace with corflute and digiboard with event schedule
- Consider bringing City of Playford media wall for feature photos as a back drop
- Consider utilising Central Districts Football Club main signage space to promote event rather than on the external oval fencing
- Include a list of media attending the event for entry gates

Security

- Security officers were friendly and did their job professionally and in a welcoming manner
- Security HQ was a success
- Patron with dog at Goodman gate told no dogs permitted
- Smokers asked to move to designated area on northern mound

- Security noted site was much easier to manage and control as opposed to Fremont Park

COVID Management

Successful Elements

- Overall event was managed successfully in line with the COVID Management Plan
- People were well informed of COVIDSafe practices
- South Australian Police visit was without incident and their feedback was positive
- Weslo electronic counters were able to give live tallies in and out

Areas for Improvement

- Improved timeline for approval of COVID Management Plan with the addition of deadline dates to the COVID Management Plan application

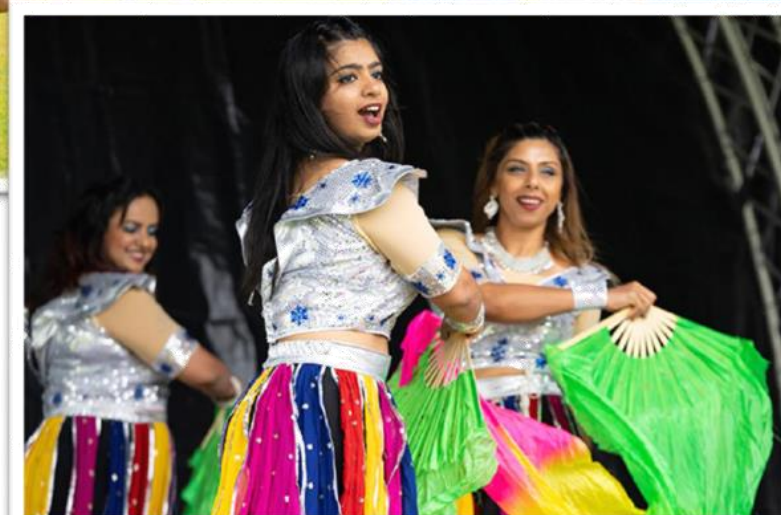
Australia Day Awards

- Consider notifying award winners that they have won to ensure attendance at the event. This also assists with media both pre and post event

2021 OVERALL ASSESSMENT

The 2021 City of Playford Australia Day Celebration was the first large-scale event successfully delivered by Council under COVID-19, and in a COVIDSafe manner. Over 1,900 people attended the event and enjoyed a free barbecue breakfast, a multi-cultural stage program, 'Aussie Sport' play zone and recognised the City's local heroes with the Australia Day Awards.

This debrief, together with the operational improvements will be included in discussions during the planning stages with the Civic Events Committee to ensure future events are reviewed and improvements made to increase community satisfaction and participation



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INFORMAL DISCUSSION

6.1 Civic Events Committee Thank You Event 2021

Presenter: Ms Chloe Camilleri

Purpose: The Committee to receive an update on the planning for the 2021 Thank You event.

Duration: 5 Minutes

6.2 Civic Events Committee Work Plan

Attachments : 1 [↓](#). Civic Events Committee Work Plan

Presenter: Ms Chloe Camilleri

Purpose: The Committee to discuss upcoming items.

Duration: 5 Minutes

City of Playford Civic Events Committee Work Plan 2021

March 2021	Date of Event
<u>Australia Day 2021</u> Discussion: Committee to receive the Playford Australia Day Celebrations debrief report.	26 January 2021
<u>Anzac Day 2021</u> Discussion: Committee to receive an update on event management and planning.	25 April 2021
<u>Thank You Event 2021</u> Discussion: Committee to receive an update on event management and planning.	12 May 2021
April 2021	Date of Event
<u>Anzac Day 2021</u> Discussion: Committee to receive an update on event management and planning.	25 April 2021
<u>Thank You Event 2021</u> Discussion: Committee to receive an update on event management and planning.	12 May 2021
May 2021	Date of Event
No Meeting	
<u>Thank You Event 2021</u>	12 May 2021
June 2021	Date of Event
<u>Anzac Day 2021</u> Discussion: Committee to debrief on the Playford Anzac Day Commemorations event to provide feedback and amendments for future events.	25 April 2021
<u>Community Carols 2021</u> Discussion: Committee to receive an update on event management and planning.	4 December 2021
July 20201	Date of Event
No Meeting	

August 2021	<i>Date of Event</i>
<u>Anzac Day 2021</u> Discussion: Committee to receive the Playford Anzac Day Commemorations debrief report.	25 April 2021
<u>Community Carols 2021</u> Discussion: Committee to receive an update on event management and planning.	4 December 2021
<u>Australia Day 2022</u> Discussion: Committee to receive an update on event management and planning.	26 January 2022
September 2021	<i>Date of Event</i>
<i>No Meeting</i>	
October 2021	<i>Date of Event</i>
<u>Community Carols 2021</u> Discussion: Committee to receive an update on event management and planning.	4 December 2021
<u>Australia Day 2022</u> Discussion: Committee to receive an update on event management and planning.	26 January 2022
November 2021	<i>Date of Event</i>
<u>Community Carols 2021</u> Discussion: Committee to receive an update on event management and planning.	4 December 2021
<u>Australia Day 2022</u> Discussion: Committee to receive an update on event management and planning.	26 January 2022
December 2021	<i>Date of Event</i>
<u>Community Carols 2021</u> Discussion: Committee to receive an update on event management and planning.	4 December 2021
<u>Australia Day 2022</u> Discussion: Committee to receive an update on event management and planning.	26 January 2022