



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**

ON

WEDNESDAY, 2 MAY 2018 AT 4:00PM

**MAL HEMMERLING
CHIEF EXECUTIVE OFFICER**

Issue Date: Thursday, 26 April 2018

MEMBERSHIP

PRESIDING MEMBER – CR GAY SMALLWOOD-SMITH

Australian Navy Cadets
(Mr Tony Vidorin)

Elizabeth Playford Lions Club
(Mrs Beryl Tearle)

Rotary Club of Elizabeth
(Ms Shirley Halls)

City of Playford Councillor
(Cr Denis Davey)

Playford District Girl Guides
(Ms Angela Wareing)

St Johns Ambulance
(Mr Alex Coates)

City of Playford ex-officio
(Mayor Glenn Docherty)

Ridley District Scouts
(Mr Brett Kallin)

Youth Advisory Committee
(Ms Katrina Stroet)

CITY OF PLAYFORD STRATEGIC PLAN

1. Smart Service Delivery Program	
This program is about continuing to provide for the changing needs and expectations of our diverse community, delivering the services they require. It means making the most of our community's existing strengths, talents and diversity, and working smarter to connect our community with each other to contribute to overall wellbeing and the economic life of the City.	<p><i>Outcomes</i></p> <ul style="list-style-type: none"> 1.1 High quality services and amenities 1.2 Improved service delivery 1.3 Working smarter with our community 1.4 Enhanced City presentation, community pride and reputation
2. Smart Living Program	
This program is about Council playing its part to make the City more liveable and connected. As our older suburbs age and our population and urban footprint expands, we will find innovative ways to renew and 'future proof' the liveability of our neighbourhoods. It also means ensuring our community has access to smart technologies.	<p><i>Outcomes</i></p> <ul style="list-style-type: none"> 2.1 Smart development and urban renewal 2.2 Enhanced City presentation, community pride and reputation 2.3 Liveable neighbourhoods
3. Smart Jobs & Education Program	
This program is about Council leading by example and advocating to other organisations to support the diversification of our local economy and improve the employment prospects for our community. This includes providing the right environment for investment and business attraction and connecting our community up with the right skills and education for the transitioning economy.	<p><i>Outcomes</i></p> <ul style="list-style-type: none"> 3.1 Growth and diversification of local jobs matched with relevant education and training 3.2 Commercial and industrial growth 3.3 Sustainable economic transformation 3.4 International market connections
4. Smart CBD Program	
This program relates to Council's long term strategy for the redevelopment and expansion of the Elizabeth Regional Centre. In the longer term Elizabeth can expect to be home to a number of facilities and services such as hospitals, a university, significant retail services, medium to high density commercial offices, peak business organisations and high density housing.	<p><i>Outcomes</i></p> <ul style="list-style-type: none"> 4.1 Expanded range of local services 4.2 Growth and diversification of local jobs in the CBD 4.3 Greater housing choice 4.4 Increased social connections 4.5 Commercial growth
5. Smart Sport Program	
This program is about Council's long term vision to create the Playford City Sports Precinct providing local community, state and national level sporting facilities. It will create a focus on healthy communities and promote greater participation in sport and physical activity. It will also support the renewal of adjoining suburbs.	<p><i>Outcomes</i></p> <ul style="list-style-type: none"> 5.1 Enhanced community pride and reputation 5.2 Healthy and socially connected community 5.3 Access to elite sporting facilities
6. Smart Health	
In the longer term the Playford will see expansion of the area around the Lyell McEwin Hospital into a key precinct with tertiary training, research, allied health facilities and residential accommodation. It will have potential links to advanced manufacturing in assistive devices in health, aged and disability. This program is about raising the profile and amenity of the precinct and facilitating new investment.	<p><i>Outcomes</i></p> <ul style="list-style-type: none"> 6.1 Access to quality, local health services 6.2 Increased employment opportunities in health, disability and aged sectors

CIVIC EVENTS COMMITTEE CHARTER



1 Role

The Committee's role is to provide advice, recommendation and support to Council on strategic matters relating to the planning and delivery of Council's Civic Events.

2 Terms of Reference

2.1 The Committee's terms of reference are to consider all matters relating to:

2.1.1 Planning and delivery of Council's annual Civic Events program and calendar.

2.1.2 Consider major new events as they arise in consultation with Council.

2.1.3 Provide recommendations to Council for continuous improvement of the annual Civic Events program.

3 Definitions

Act for the purpose of this policy means the *Local Government Act 1999*.

Chief Executive Officer (CEO) means the Chief Executive Officer of a council and includes a deputy or other person acting in the office of Chief Executive Officer.

Committee includes Section 41 Committees, other Committees and Panels established by Council.

Council Member means the Principal Member or a Councillor elected by the electors of a particular ward, as a representative of the ward in the City of Playford.

Executive Officer is a staff member appointed by the Chief Executive Officer to support a Section 41 Committee, other committee or advisory group.

Independent Members are members on a committee or panel who are not elected but have been appointed by the Council to undertake a similar role as Councillors on Council's Section 41 Committees or the Council Development Assessment Panel. They are external appointees.

Mayor is the person elected as the Principal Member of the Council to represent the local government area as a whole.

Staff includes Council staff, contractors, volunteers and all others who perform work on behalf of Council.

4 Delegations

4.1 The Committee has delegation for the following:

4.1.1 Approve Committee's Minutes as a true and accurate record of proceedings.

4.1.2 Develop and approve the Committee's work plan.

4.1.3 Enact decisions in relation to Council's Civic Events.

4.1.4 Determine how budgeted funds will be spent on Council's Civic Events.

4.2 Any other business referred to the Committee in accordance with its Role and Terms of Reference, or where the Committee does not hold the delegated authority, this business may be debated with a recommendation referred to the next Ordinary Council Meeting for consideration.

4.3 The Executive Officer in consultation with the Presiding Member may approve a deputation request for business that falls in-line with the Committee's Role and Terms of Reference. The Committee may resolve to seek further information on the business of a deputation, although no further resolution may be passed for the business of a deputation at the meeting the deputation was provided.

4.4 The Committee does not have delegation for the following:

4.4.1 Petitions are not delegated to the Committee and are only to be presented to Council.

4.4.2 Appoint a Presiding Member.

4.4.3 Expend funds beyond the Council approved budgets for events.

4.4.4 Establish an overall concept of Civic Events, as this is determined by Council.

5 Meetings

5.1 The Committee Meeting will be held on the 1st Wednesday of the month, starting at 4:00pm, as required, at least once per quarter.

5.2 The Committee Meeting will be held in Committee Room at the Playford Civic Centre, 10 Playford Boulevard, Elizabeth, unless otherwise determined by the Committee prior to the meeting.

5.3 Committee Meetings may be called, amended or cancelled by the Committee's Executive Officer of the Committee, in consultation with the Presiding Member.

5.4 The agenda will be prepared and distributed to all Committee Members on the Thursday prior to the meeting, with the preference being to distribute electronically.

5.5 Special Meetings of the Committee may be necessary from time to time and may be called in accordance with Section 82 of the Local Government Act 1999. Notice of a Special Committee Meeting may be at a minimum of four (4) hours notice, due to the urgency of the matters on the agenda.

6 Membership

6.1 Term Rules:

- 6.1.1 The term of the Committee Members' appointment will be for a period not exceeding the next General Election. Membership may carry on until Council has reviewed the membership.
- 6.1.2 Council Members will be determined by Council for a period not exceeding (2) years.
- 6.1.3 The Presiding Member must be a Council Member and will be determined by Council for a two (2) year term, after which they may stand for re-election.
- 6.1.4 The Mayor is an Ex-officio of the Committee and not permitted to be appointed as the Presiding Member.
- 6.1.5 Representative from the Youth Advisory Committee will be appointed as members of the Committee for a period not exceeding one (1) year.
- 6.1.6 Representatives will hold office while they continue to be authorised by that governing body of organisation or agency represented.
- 6.1.7 Representatives are required to have appropriate delegations from their governing body to make decisions on behalf the organisation.
- 6.1.8 The Committee from time to time may co-opt other persons or organisations onto the Committee to assist with the execution of Events.
- 6.1.9 A person invited to assist the Committee (not co-opted as a member) does not have a right to vote.

6.2 Table providing a summary of current Committee Membership and Term of Office details:

Term of Office			
Appointed Members	Person's Name	Appointed	End of Term
Council Membership			
Council Member	Cr Gay Smallwood-Smith	25 Oct 2016 Resolution No 2728	31 Oct 2018
Council Member	Cr Denis Davey	25 Oct 2016 Resolution No 2728	31 Oct 2018
Mayor Ex-officio	Mayor Glenn Docherty	LG Act 1999	Nov 2018
Community Organisations – by Election Term			
<i>Persons are individually appointed from the below organisations. It is recommended that each community organisation reviews representation on an annual basis and advise if individual representation is amended.</i>			
Elizabeth Playford Lions Club	Mrs Beryl Tearle	28 Jun 2016 Resolution No. 2604	Nov 2018
Ridley District Scouts	Mr Brett Kallin	28 Jun 2016 Resolution No. 2604	Nov 2018
Playford District Girl Guides	Ms Angela Wareing	28 Jun 2016 Resolution No. 2604	Nov 2018
Rotary Club of Elizabeth	Ms Shirley Halls	28 Jun 2016 Resolution No. 2604	Nov 2018
Australian Navy Cadets	Mr Tony Vidorin	28 Jun 2016 Resolution No. 2604	Nov 2018
St Johns Ambulance	Mr Alex Coates	28 Jun 2016 Resolution No. 2604	Nov 2018
Youth Advisory Committee	Ms Katrina Stroet	28 Jun 2016 Resolution No. 2604	Nov 2018
Community Membership			
<i>Note: Community Membership will terminate upon expiry of term in April 2017.</i>			
Community Member	Expired	28 April 2015 Resolution 2130	April 2017
Community Member	Expired	28 April 2015 Resolution 2130	April 2017

7 Role of Presiding Member

- 7.1** Oversee the conduct of Committee Meetings in accordance with the Local Government Act 1999 and Code of Practice for Council, Special and Committee Meetings.
- 7.2** Ensure all Committee Members have the opportunity to participate in debate and discussions in an open and encouraging manner.
- 7.3** Where a matter has been debated significantly and no new information is being discussed the Presiding Member may call the meeting to order and ask for the debate to be finalised and a motion be put forward.

8 Role of Committee Members

- 8.1** Actively participate in debate and discussion in a professional manner at all times.
- 8.2** Ensure the Member is prepared and informed of meeting matters prior to the meeting.
- 8.3** Utilise the skills and experience of the Committee Members to effectively carry out the Committee's role.
- 8.4** Each Committee Member should have interest, experience and skills in activities, which will be community related. The Community Organisation Representative is expected to feed information both into the Committee as well as back to the Organisation. Availability to attend meetings regularly is essential. Committee Members shall participate on a voluntary basis.

9 Role of the Executive Officer and Administration

- 9.1** The Executive Officer is appointed by the CEO to support the administration and operation of the Committee.
- 9.2** The Executive Officer and relevant staff may provide advice during the meeting in order to aid informed decision making.
- 9.3** The Committee is appointed a Minute Taker.

10 Reporting and Review of the Committee

- 10.1** Council will assess the on-going role, effectiveness and Membership of the Committee as part of the Committee Review following a General Election or as required by Council.
- 10.2** As determined by the Committee, it may communicate with Council Members and staff on issues of importance to the Council. This communication may be delivered by the Presiding Member or Executive Officer in the form of a presentation to Council Members, a communiqué, a written memo or report.

11 Supporting Documentation

- [Local Government Act 1999](#)
- [Code of Practice for Council and Committee Meetings](#)
- [Code of Practice for Public Access to Meetings and Associated Meeting Documents](#)
- [Code of Conduct for Council Members](#)

12 Approval and Change History

Approval Date	Approval by	Change
23 Aug 2011	Council Resolution	Scheduled review.
22 Oct 2013	Council Resolution No. 1466	Scheduled review.
25 Nov 2014	Council Resolution No. 1998	Alignment to Council Elections 2014, change to common format and other minor amendments.
16 Dec 2014	Council Resolution No. 2007	Committee Meeting Date, Time and Place of meeting updated. Membership updated to remove City of Playford Staff Member.
28 Apr 2015	Council Resolution No. 2130	Council delegates the selection of two individual community members to the Civic Events Committee Selection Panel, consisting of Mayor Glenn Docherty, Cr Gay Smallwood-Smith and Cr Marilyn Baker who currently hold membership on this Committee.
28 Jun 2016	Council Resolution No. 2604	Template & Committee Structure Review
25 Oct 2016	Council Resolution No. 2728	Councillor Membership Appointments Updated

**City of Playford
Civic Events Committee Meeting**

AGENDA
WEDNESDAY, 2 MAY 2018 AT 4:00PM

1 ATTENDANCE RECORD

1.1 Present

1.2 Apologies

Mayor Glenn Docherty

1.3 Not Present

2 CONFIRMATION OF MINUTES

RECOMMENDATION

The Minutes of the Civic Events Committee Meeting held 4 April 2018 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 for Information.

5.1 City of Playford Australia Day Celebrations 2018 Debrief Report
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6 INFORMAL DISCUSSION

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7 INFORMAL ACTIONS

8 COMMITTEE WORKPLAN

8.1 Civic Events Committee Workplan (Attachment)32

9 CONFIDENTIAL MATTERS

Nil

10 CLOSURE

STAFF REPORTS

MATTERS TO BE CONSIDERED BY THE COMMITTEE ONLY

Matters for Information.

5.1 CITY OF PLAYFORD AUSTRALIA DAY CELEBRATIONS 2018 DEBRIEF REPORT

Responsible Executive Manager : Mr Gareth Dunne

Report Author : Mr Adam Cox

Delegated Authority : Matters for Information.

Attachments : 1. City of Playford Australia Day 2018 Debrief Report

Purpose

Provide the Civic Events Committee a detailed debrief report on the planning and running of the City of Playford's Australia Day Celebrations 2018.

STAFF RECOMMENDATION

The committee endorse the report.

Relevance to Strategic Plan

2: Smart Living Program

Outcome 2.2 Enhanced City presentation, community pride and reputation

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 foster community pride and 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.

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 that attracts a broad spectrum of the community.
- Encourage community pride by providing information, activities and entertainment that promotes health, well-being and physical activity.
- Increase community input through the Australia Day Awards process.

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

Current Situation

This report reviews the 2018 event by identifying the areas of success in planning and hosting and assesses where there are areas for improvement.

Recommendations for consideration are also included to increase community engagement and participation in the event.

Future Action

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



City of Playford Australia Day Event Report 2018

Prepared by Mr Adam Cox
March 2018

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OVERVIEW

The City of Playford's civic events program aims to foster community pride and 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.

The event, which is one of the largest Australia Day events in South Australia, has taken place in Fremont Park for almost 30 years. However, in 2018, after consultation with the Mayor, Chairperson of the Civic Events Committee, General Manager City Services and the CEO, the event was moved inside the Civic Centre due to the forecast of extreme heat.

The Playford community was advised of this location change on Wednesday 24 January. The location change and scaled back event saw a reduction in attendance to around 1,000 patrons enjoying a free BBQ breakfast served by local Rotary and Lions clubs, fruit salad, laid-back sounds of acoustic performers, a balloon twister and merchandise giveaways. The Scouts and Girl Guides assisted the event with escorting the Mayor in and placing the flags.

The event is also an opportunity to recognise local heroes through the Australia Day Awards program and welcome new citizens into the City of Playford with a citizenship ceremony.

The successful staging of an event such as Australia Day requires significant budget and staffing resources. The event is planned and managed by a team of internal and external stakeholders with \$84,100 in funds pledged by Council and event partners, as well as in-kind support.

Many local community groups are involved in the planning and running of this event.

This report reviews the 2018 event by identifying the areas of success in planning hosting and assesses potential areas for improvement for future events.

Recommendations for consideration are also included to increase community engagement and participation in the event.

PRODUCTION

The City of Playford's Australia Day Celebrations is strategically managed by the Council appointed Civic Events Committee. The Committee determines the objectives of hosting the event. Council's events team perform all event management duties.

Civic Events Committee

Members who contributed to the Australia Day Celebrations

Presiding Member Deputy Mayor Gay Smallwood-Smith

Mayor Glenn Docherty

Cr Denis Davey

Ms Shirley Halls (Rotary Club of Elizabeth)

Mrs Beryl Tearle (Elizabeth Playford Lions Club)

Mr Brett Kallin (Ridley District Scouts)

Ms Angela Wareing (Playford District Girl Guides)

Ms Katrina Stroet (Youth Advisory Committee)

Mr Tony Vidorin (Australian Navy Cadets)

Event planning updates were regularly provided to the Committee, ensuring members had the opportunity to offer advice and feedback to the event management team.

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 that attracts a broad spectrum of the community.
- Encourage community pride by providing information, activities and entertainment that promotes health, well-being and physical activity.
- Increase community input through the Australia Day Awards process.

Following an in depth risk assessment at the request of management the 2018 event was relocated to the Playford Civic Centre, due to the extreme weather forecast of 42 degrees. This had dramatic impacts on the event objectives. The event commenced at 7am with a free BBQ breakfast. The Mayor welcomed the community and officially opened the event at 7.30am, following this a balloon twister began roving the room. Background music was performed live in the function centre by Alice Haddy, Elio and a saxophone player from Playford international College. Australiana merchandise was distributed throughout the great hall and function rooms for the community to collect and wear with pride. This provided the event with a distinct Australian theme. Breakfast and entertainment concluded at 9.30am.

The formalities were held in the Shedley Theatre from 10am, with seating and check-in of the 21 new citizens from 9.30am. Paul Rosenzweig OAM was the Australia Day Ambassador and spoke for around four minutes about his time in the Australian Defence Force. The Shedley Theatre worked well given the reduced numbers for new citizenship. New citizens were seated in the front two rows and escorted to the stage when required. Award winners were also seated at the front rows and called up on stage where they were presented with their certificate, medallion and pin. The formalities concluded just after 11am. 150 people attended the Australia Day Awards and Citizenship Ceremony.

Entertainment and Activities

- Alice Haddy - Acoustic set x2 sets
- Elio - Latin lounge music x2 sets
- Peter Playford International - Saxophone

Catering

- Council provided water to the public for free
- 1,500 Rotary and Lions free BBQ breakfast serves were received by patrons
- 1,500 free fruit salad serves were received by patrons

STAFFING

The Event Management Team was responsible for all day to day operations and administration in the lead up to and during the event. This team comprised of:

- Adam Cox – Events & Activation Officer
- Grace Trimboli – Sponsorship, Engagement and Events Specialist
- Maggie Dowling – General Manager, City Services
- Gareth Dunne – Senior Manager Customer Care, Events & The Arts
- Lisa Baker – Manager, Events, Arts & Culture
- Rosemary Munslow -Senior Manager, Corporate Services
- Janine Harding - Events & Activation Officer
- Astrid Innes - Events & Activation Officer
- Kate Hayward – Marketing Partner

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 celebrations were funded by City of Playford and event partner Fairmont Homes.

Australia Day Budget	
Account	Actual
Staffing Totals	\$5,016.00
Catering Totals	\$10,301.61
Contractor Other Totals	\$29,927.88
Insurance Totals	\$3,762.82
Marketing Totals	\$5,287.54
Australia Day Total	\$54,295.85

The City of Playford's Australia Day Celebrations was under budget due to cost savings following the relocation of the event.

STAKEHOLDERS

Sponsor – Fairmont Homes

Investment Level - \$5,000

- Recognition on the City of Playford website including a link to Fairmont Homes website
- Digital display of logo at event
- Sponsor acknowledgement during stage announcements
- Electronic copies of professional photographs from the event

Media Partner – Seven Network

In-kind Value - \$3,000

Seven Network provided:

- Seven Network celebrity as MC, valued at \$3,000
- Positive editorial

In return for investment:

- Exclusive media rights to the event including first opportunity to interview Australia Day Award recipients, celebrities, entertainers, community groups and Mayor
- Corporate logo on all advertisements, banners, posters and fliers
- Corporate logo on the City of Playford website
- Digital display of logo at event
- Sponsor acknowledgement during stage announcements

Catering Partner – SA Mushrooms

In-kind investment - \$500

SA Mushrooms provided:
45kg of mushrooms

- Digital display of logo at event
- Logo on the City of Playford website with a direct link to the SA Mushrooms corporate website
- Sponsor acknowledgement during stage announcements
- Partnership acknowledgement in all media releases

Other Stakeholders

Barossa Fine Foods

- Reduced price on 225kg Short Cut Bacon
- Digital display of logo at event

Bakers Delight (Elizabeth)

- Reduced price on 180 Loaves Bread

Rotary & Lions Clubs

- Volunteer services providing continued support to the local community

Ridley District Scouts

- Local child/youth group providing volunteer services

Playford District Girl Guides

- Local child/youth group providing volunteer services

EVENT PROMOTION

A Marketing Plan was established and executed in the weeks leading up to the event. This plan was reviewed and updated following the change of venue on Wednesday 24 January.

Direct Marketing

- 400 posters were delivered throughout the City to community groups, council service centres and shopping centres. This included promotion of award nominations
- 1,000 Playford Community Christmas Carols program booklets printed and

distributed at the event

A vibrant poster for the Playford Australia Day event. The background is a tropical beach scene with palm trees, a seagull, and a beach with sandcastles, buckets, and a cricket stumps. At the top left is the Fairmont Homes logo with the tagline 'Built for life!'. To its right is a large red number '7'. Further right is the City of Playford South Australia logo. The main text reads 'Playford summer vibes' in a white script font, followed by 'AUSTRALIA' in large, bold, blue block letters. Below this, it says 'FRIDAY 26 JAN' and 'DAY' with a beach ball icon, and 'FREMONT PARK ELIZABETH 8AM TO 12NOON'. A line of text states 'FREE BARBIE BREKKY, LIVE ENTERTAINMENT, RIDES AND ACTIVITIES FOR THE WHOLE FAMILY'. A teal banner at the bottom contains the text 'This is an alcohol, drug, smoke and pet-free event', social media icons for Facebook, Twitter, YouTube, and Instagram, the website 'playford.sa.gov.au/australiaday', and the phone number 'Call 8256 0333 for more info'.

Digital/social marketing

- Dedicated Playford Australia Day Celebrations page on the City of Playford website
- Events published on external sites including: EventBrite, What's on in Adelaide, Play and Go and southaustralia.com
- Facebook advertising with the following campaign (January) statistics:
 - Reached up to 130,000 throughout the campaign (more than double previous years)
 - Engagement: 8,800 likes, comments, shares, clicks and event page viewed (more than double previous years)

CoP Facebook:

Reach: 76,600
Engagement: 8,800

CoP Instagram:

Reach: 1,300

Cosi Andrew Costello Facebook (3 posts only):

Reach: 53,000

Media

- Press releases were distributed to media regarding the event throughout December
 - Coverage included: Northern Messenger article, Bunyip Press article
- Article published in the City of Playford's quarterly magazine, Playford News, and online platform
 - Coverage included: Event calendar/advertisement, event announcement, Australia Day Award Winners announcement

Advertising

- Quarter page advertisements in the Messenger
- Advertised in Tony Piccolo MP's community newsletter

Signage

- A large VMS (visual messaging sign) was placed on Main North Road with a flashing message advising of the event throughout December/January
- Digital signage on display within the Playford Civic Centre throughout

December/January

EVALUATION

Entertainment

Successful Elements

- Background music added value to the ambience
- Award ceremony in the Shedley Theatre looked good, room was well dressed and good feel given the numbers in attendance
- Free merchandise was popular
- Food service was fast and efficient (Rotary + Lions)

Areas for Improvement

- Additional balloon artists or face painter to cater for demand
- Additional children's entertainment (Great Hall or in the Plaza) weather permitting

Security

Incidents

- Thoroughly briefed on event
- 17 people re directed from Fremont Park
- 2 dogs removed from event

First Aid

Incidents

- St John's successfully briefed on event
- 1 incident requiring first aid

Australia Day Awards

Successful Elements

- All winners were in attendance and were grateful for their awards
- Ambassador was good, interacted with community, good speech
- Higher numbers of nominations through simplified process
- Revised voting system for FOI requests

Areas for Improvement

- Review the eligibility criteria for greater clarity (consider adopting the Australia Day Council <https://www.citizenoftheyear.com.au/criteria/>)
- Notify the unsuccessful nominees with congratulation's letter from the Mayor before the event to remove the negative experience
- Announce the award winners prior to the event to increase media exposure and to provide an opportunity for family and friends to attend the event to celebrate with the winners.

Site Setup

Successful Elements

- Plenty of parking

- Easy breakfast service
- Fast and safe food preparation
- Plenty of space
- Air conditioned venue with refuge from sun if required
- WHS obligations met
- Shedley worked well for formalities
- Consider relocating event to Civic Centre for better planning and weather contingency
- Sufficient bins around event space

Areas for Improvement

- Additional bins outside to cater for crowd growth
- Utilise outside area with additional activities or performances
- Position amusements in the shopping centre carpark for greater attendance (weather permitting)

Catering

Successful Elements

- More than 1,500 serves of fruit provided
- 1,500 BBQ breakfasts provided
- All community groups provided wonderful service
- Using Civic Centre kitchen provided opportunity to prepare breakfast early and saved hire cost of BBQ's
- No heat stress risk for volunteers and contractors
- All 1500 serves of fruit were given out. Very popular due to the temperature

Areas for Improvement

- Could include roasted tomatoes for future events if using civic centre
- Investigate commercial toaster hire
- Smaller pieces of fruit for the salad (too big to eat with spoon provided)

Children's Activities

Successful Elements

- Balloon twister was popular and added colour to the event

Areas for Improvement

- Additional kids entertainment (face painters, balloons, airbrush)

Merchandise

Successful Elements

- Merchandise giveaways were popular
- Event theming was achieved with free giveaway's
- Distribution throughout event kept crowd rush down
- Merchandise on volunteers added to the theme of the day

Areas for Improvement

- Reduce merchandise down to 2-3 different elements
- Keep additional giveaways and stagger during the event

Marketing & Promotion

Successful Elements

- Information well distributed in the lead up to the event
- Digital Screen worked very well to highlight the event
- Social Media marketing campaign was highly effective
- Change of venue campaign disseminated well

Areas for Improvement

- Announce Australia Day Winners online before the event
- Develop a cancellation or back up venue plan for future events

Event Relocation

Successful Elements

- Handled very well
- Revised communication plan and messaging
- Messages got out to community (only 17 people attended Fremont Park and were redirected to the event by security)
- Security in Fremont was a good backup
- Civic Centre worked very well for the event
- Shedley Theatre was suitable for formalities given attendance numbers
- Contractors were understanding and flexible
- Volunteers were very understanding and adapted to the new conditions

Areas for Improvement

- Cancellation process to be documented, agreed and actioned earlier
- Decision to be made earlier to allow for better planning of the revised event if necessary
- Predetermined action plans for extreme weather to save time in the decision process.
- Include relocated venue on signage in Fremont Park

8. 2018 OVERALL ASSESSMENT

The City of Playford's Australia Day Celebrations was successfully staged at the Civic Centre following a decision by the CEO in conjunction with the General Manager – City Services, Mayor and Civic Events Committee Chairperson two days before the event.

The focus of the event was to enable as many people as possible to attend the free breakfast. With this focus in mind, the entertainment was reconsidered to allow maximum flow of people through the event space. While this worked well, consideration should be given to using this space for future Australia Day Celebrations where better planning could allow similar activities to Fremont Park to be available while maintaining a cool refuge for all community, contractors, volunteers and staff.

Event cancellation insurance was taken out for the event, a claim was lodged but declined by the insurer, citing the following reason:

The actual weather conditions on 25 & 26 January 2018 failed to reach the high temperatures which had previously been forecast.

This has prompted a review of the event cancellation insurance procedure and clarity is currently being sought to better protect the City of Playford from financial implications in the future.

Interpretation of the eligibility criteria for the Citizen of the Year Awards presented some concerns and should be considered for review before 2019 nominations begin. Feedback from unsuccessful nominees suggests that the current arrangement with invitations to the awards leads to a disappointing outcome when the nominee does not win. Considerations towards sending unsuccessful applicants a positive letter from the Mayor will result in better outcomes. Further to this, releasing the category winners before the event will may result in additional media attention and allow for greater attendance by the award winners friends and families.

Considering all the changes a seamless event that was well received by the attending community.

PHOTO GALLERY





INFORMAL DISCUSSION

6.1 Playford Anzac Commemorations 2018

Presenter: Mr Adam Cox

Purpose: Committee provides feedback on Anzac Commemorations 2018.

Duration: 25 Minutes

COMMITTEE WORKPLAN

8.1 Civic Events Committee Workplan

Attachments : 1. Committee Workplan

Presenter: Mr Adam Cox

Purpose: Committee to discuss upcoming items.

Duration: 5 Minutes

City of Playford Civic Events Committee Work Plan 2018

May 2018	<i>Date of Event</i>
<u>Anzac Commemorations 2018</u> Discussion: Committee to review and provide feedback on the Playford Anzac Commemorations.	24 & 25 April 2018
<u>Australia Day 2018</u> Report: Committee to receive the Playford Australia Day Celebration debrief report.	26 January 2018
<u>Thank You Event</u>	23 May 2018
June 2018	<i>Date of Event</i>
<u>No Meeting</u>	
July 2018	<i>Date of Event</i>
<u>Anzac Commemorations 2018</u> Report: Committee to receive the Playford Anzac Commemorations debrief report.	24 & 25 April 2018
<u>Community Carols 2018</u> Discussion: Committee to receive an update on the planning of the Playford Community Christmas Carols.	1 December 2018
August 2018	<i>Date of Event</i>
<u>Community Carols 2018</u> Discussion: Committee to receive an update on the planning of the Playford Community Christmas Carols.	1 December 2018
<u>Australia Day 2019</u> Discussion: Committee to receive an update on the planning of the Playford Australia Day Celebration.	26 January 2019
September 2018	<i>Date of Event</i>
<u>Community Carols 2018</u> Discussion: Committee to receive an update on the planning of the Playford Community Christmas Carols.	1 December 2018
<u>Australia Day 2019</u> Discussion: Committee to receive an update on the planning of the Playford Australia Day Celebration.	26 January 2019
October 2018	<i>Date of Event</i>

<u>No Meeting.</u>	
<i>November 2018</i>	<i>Date of Event</i>
<u>Community Carols 2018</u> Discussion: Committee to receive an update on the planning of the Playford Community Christmas Carols.	1 December 2018
<u>Australia Day 2019</u> Discussion: Committee to receive an update on the planning of the Playford Australia Day Celebration.	26 January 2019
<i>December 2018</i>	<i>Date of Event</i>
<u>Community Carols 2018</u> Discussion: Committee to provide feedback on the Playford Community Christmas Carols.	1 December 2018
<u>Australia Day 2019</u> Discussion: Committee to receive an update on the planning of the Playford Australia Day Celebration.	26 January 2019