

Event Brief

/// ZigZag \\ A Culture Cluster in City South Saturday April 21 2018 – Sturt Street & Whitmore Square

Concept

- A Cluster of free-entry family-friendly events in Sturt Street and Whitmore Square in the City. The headline events would be a Beans & Sprouts Family Day at Sturt St Community School featuring Circus Performers, Facepainting, Petting Zoo, Play Equipment, Games and Music. There would also be a Whitmore Square Activation featuring a Climbing Wall, Life-Be In It Life Games, Basketball Comp and BMX demonstrations. This would be in addition to variety of smaller events and activities occurring at surrounding venues and businesses,
- The event is designed to attract patrons to the Precinct and support a large number of existing businesses in the City South Precinct.
- City South Association envisages this as being the first in a series of place-making project that will help to define Sturt Street as City South's Mainstreet and raise the profile of City South.
- This concept marries City South Association's two primary aims – to support Business and enhance Community for residents and visitors.
- Zig Zag is also an opportunity to leverage established City South concepts such as Beans & Sprouts to help local business.
- The Zig Zag name refers to the event attractions and participating businesses having some distance between them, and that many of them are on opposite sides of the street. Hence when joining the dots between them, it forms a Zig Zag pattern. This pattern then becomes a bold marketing, visual and graphic design tool.

Timing

- We are proposing to hold the event during the 2018 April School Holidays. Possible dates for the event would be **Sat April 14, 21 or 28**. The event would run from 10am to 5pm.

Headline Events

- City South will coordinate two Headline Events (Beans & Sprouts Family Day and Whitmore Square Activation) to attract patrons to the Precinct. These events become feeders to other participating venues and businesses in the area.

Beans & Sprouts Family Day at Sturt St Community School

- Following on from successful events in the South Terrace playgrounds, City South is proposing to utilise the Sturt Street Community School campus for its next Beans & Sprouts Family Day as part of the Zig Zag event.
- The day would run from 10am-5pm. Entry will be a voluntary gold coin donation.
- As per previous events, we would organise Facepainters, Balloon Animals, Petting Zoo, Imagination Playground set (from Splash Adelaide) for the children to enjoy on the day.
- We would then look at bringing in other equipment/games based on what best suited the site, and what would also engage the children beyond what is already in place.
- Ideas include an enclosed play unit will be hired and parked outside the entrance, Bouncey Castle, Roving performers (Zig Zag Circus) etc.
- City South would organise a Sound System and Music Playlist for the day – a mix of children's songs and fun retro and modern music.
- At past events we have organised a Coffee Truck onsite. At this event we would instead support the nearby local traders and encourage patrons to go to Ladle of Love or Sturt St Café for their coffees. We will engage with both proprietors before the event.
- We may look at having Rotary Adelaide South run a BBQ on the day.
- Other stall/food supplier decisions to be discussed with the School, mindful that we don't want to compete with nearby businesses.
- We will have access to plenty of tables/chairs/umbrellas etc through Splash Adelaide
- In addition to the promotion done as part of Zig Zag, a separate Facebook event (with advertising) will be setup, posts to kid-specific event and play sites will be done, and City South will work with the School to promote to their networks (eg Stalls on Sturt St Facebook page).

Whitmore Square Activation

- With the Beans & Sprouts event aimed at younger children and parents, we aim to provide teens and adults with some unique outdoor activities on Whitmore Square.
- A portable Rock Climbing Wall will be setup on the Square.
- BMX demonstrations held in conjunction with Precinct business Little Black Bike.
- Giant Sumo
- Life Be In It Life Games – Volleyball etc.
- Basketball – 2 on 2 or free throw competition.
- Giant Chess.

Other Attractions

Windmill Theatre Family Workshop

- City South will engage with this highly regarding Children & Youth Theatre to deliver Family Workshops throughout the day at free or low cost to participants.

Street Art Trail

- The Western end of Sturt St is a hotspot for local Street Art. Significant street art pieces will be highlighted on an event map and promoted as an Art Trail for patrons to discover and explore, with information about the artists and the subject matter.

West Terrace Cemetery Interactive Tours

- This historic Cemetery hosts a variety of interactive and guided tours. City South will work the Cemetery Authority to offer free and discounted tours for the day.

South West Community Centre

- The South West Community Centre is a thriving hub of activity and City South will work the Centre to help deliver and promote their activities during the day.

Business Engagement

- To be a part of Zig Zag, businesses will need to become City South Business Members (cost \$50). This will be a great chance for City South to engage and offer value to local business.
- We will encourage businesses to add their own elements to the program eg. Art exhibitions in their premises.
- In addition to the venues and businesses mentioned in the above Brief, City South will target businesses along Sturt Street and nearby to be involved. These include Café Troppo, Vietnamese Laundry, Ebb & Flow Breakfast Bar, Ladle of Love, Sturt St Café, My Kingdom for a Horse, Prince Albert Hotel, Brunswick Hotel, CMI Toyota.

Zig Zag Marketing

- B&W Posters on Bright coloured paper – inexpensive, unique and effective
- B&W A4 folded fliers on bright paper, distributed in letterboxes and venues.
- Splash promotion
- Website page on City South site.
- Public relations to generate Media stories.
- Email and E-Newsletter.
- Facebook
- Twitter
- Look at unique promotions such as footpath stickers, chalking etc.

Budget / Funding

- Initial Event Budget approximately \$13000. See separate Budget document.
- These amount to come from established budgets for City South Traders projects and the Beans & Sprouts event for 2017/18