



CC Hood Reserve, Panorama Christmas Activation

Lights, performances, and activities to activate CC Hood Reserve at Christmas

Description

Proposal

To bring back the Christmas Activation of CC Hood Reserve in 2023.

Background

In 2020 as a result of COVID, CC Hood was brought to life in consultation with the local community with Christmas lights and Christmas music, performances by Mitcham City Brass and a choir singing Christmas Carols for the community, with two days of children's activities on offer. The opportunity was also provided to multiple community groups and individuals to decorate a pallet Christmas tree that was then part of the display. Community support for the Christmas lights and music resulted in the event returning to CC Hood in 2021 with children's activities, choral performances and face painting which was again well received. The pallet Christmas trees were also available to community to decorate and on display for the duration of the activation.

Elected members were provided with a memo 16 February 2022 outlining the success of the 2021 CC Hood Reserve Christmas Activation, capturing the positive community support for the event at this location. The quote from one resident below captures the sentiments of most of the positive feedback received by staff in relation to the event:

'Just writing to say BIG THANK YOU MITCHAM COUNCIL for lovely Christmas decorations and the music set up in CC Hood Reserve over the holiday period. It brightened up the mood of many people and made a perfect excuse to walk our dog every evening that little bit further. Hoping it will become an annual event for many years to come. Once again thank you' – Elizabeth and Waldemar Wojtas

Community Benefits

The Christmas activation of CC Hood Reserve in 2020 and 2021 was well received by the community, supportive of the opportunity to connect with friends and family during the festive period, gathering for outdoor celebrations, family friendly free activities and the enjoyment of Christmas music as people walked their dogs. Kids activities held during this time were fully booked demonstrating community support for this initiative.

In 2022 the Christmas Activation didn't occur resulting in a number of complaints to council and to staff further demonstrating community support for the return of this event.

Council Member request

Rate Impact: 0.02%
Ongoing (Council): \$14,000

Primary Theme

Theme 3.2 City Vibrancy

Community Insight

There are events in my local area

Other Information

- ☐ Pending Grant Funding
- ☐ Future Grant Funding Request
- ☐ Priority Theme
- ☒ Non-Priority Theme

General Manager

Kate O'Neill

Requestor

Cr Todd

2023/24
Annual Business Plan,
Budget & LTFP