

ITEM MAYORAL MINUTE: FERRAGOSTO AT HOME

Department Executive Services

Author Initials: AT

REPORT

As residents will be aware, due to COVID-19 restrictions, the City of Canada Bay's beloved Ferragosto festival will not be going ahead this year in its usual format.

This will be a big loss for our local community – both for the businesses that look forward to the boost to our local economy, and to our residents that enjoy the annual celebration of community and pride in our area's Italian heritage.

Despite the cancellation of the physical Ferragosto celebration, Council staff have been working hard on a plan for the City of Canada Bay to support local business and bring the Ferragosto celebration to life online in 2020.

This year the City of Canada Bay will present Ferragosto at home, bringing the same festive spirit and community connection, as well as supporting local business during these difficult times.

Whilst we will all miss the excitement and spectacle of having a hundred thousand people attending the festival, the changes this year allow us to involve our community and businesses across the whole of our City – not just our traditional focus on Great North Road and Five Dock.

This year on Sunday, 16 August Ferragosto at home will be celebrated with friends and family in locations all across the City of Canada Bay. We are encouraging the community to have their own small, safe celebration wherever they are. We are asking them to have a long table lunch, or 'Pranzo Ferragosto', at home or at a local restaurant or club.

The three key elements of this year's celebrations are:

- Menu del giorno — a menu of the day devised by a Ferragosto Ambassador, along with some special drinks.
- Dress the driveway — residents and businesses can download a design toolkit and decorate their drive, garden, balcony, premises or shopfront — all in Ferragosto style.
- Ferragosto live — a live programme on event day with interviews, performances and music streamed to our community and beyond.

We are all also actively engaging with businesses across our City and encouraging them to support Ferragosto at home with Italian themed products and services. A range of businesses will be profiled during the upcoming marketing campaign, with offers promoted to the public to encourage our community to shop local for all their Ferragosto needs.

While we celebrate we must ensure that we are looking after the health of our community and all celebrations will need to strictly follow relevant hygiene and social distancing protocols.

This year has been one of unparalleled challenges – Ferragosto at home provides us with a chance to come together, celebrate family and community, and embrace a centuries-old tradition in a new way.

In 2021, Ferragosto will return to Great North Road, Five Dock, bigger and better than ever but this year we have the chance to celebrate in a manner that is more intimate and in many ways just as special.

I call on all of our community to head to ferragosto.com.au for more information about how you can register your Pranzo Ferragosto celebration and be involved in this year's event.

RECOMMENDATION

THAT Council note the report