

ITEM NUMBER: 18.1

CONFIDENTIAL REPORT

EVENT ACTIVATION (Report No: 323/21)

Pursuant to Section 83(5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and would, on balance, be contrary to the public interest.

CONFIDENTIAL

Recommendation – Exclusion of the Public – Section 90(3)(d) Order

- 1 That pursuant to Section 90(2) of the *Local Government Act 1999* Council hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 323/21, Event Activation in confidence.

2. That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 323/21, Event Activation on the following grounds:
 - d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information.

Zaccaria Concerts and Touring and Frontier Touring (not being an employee of the Council, or a person engaged by the Council), has requested this information to remain confidential.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

3. The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

CONFIDENTIAL

Item No: **18.1**

Subject: **EVENT ACTIVATION**

Date: **28 September 2021**

Written By: **Team Leader, Events**

General Manager: **Community & Business, Ms M Lock**

SUMMARY

A series of beach concerts previously endorsed by Council will be staged in February and March 2022 on Glenelg Beach promoted by Zaccaria Concerts and Touring. The successful and now iconic brands of SummerSalt, Castaway and By the C will be used. Council has also received an application from Frontier Touring, one the largest and most prolific concert promoters in the Southern Hemisphere, to stage a concert in November 2022.

All concerts take place on Glenelg Beach in a similar format to previous events.

RECOMMENDATION

1. That Council note the report.

RETAIN IN CONFIDENCE - Section 91(7) Order

2. That having considered Agenda Item 18.1 Event Activation (Report No: 232/21) in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Council, pursuant to section 91(7) of that Act orders that the report and minutes be retained in confidence for a period of 12 months and/or the Chief Executive Officer is authorised to release the documents when the public announcement is made by event organiser.
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COMMUNITY PLAN

Placemaking: Creating lively and safe places
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Zaccaria Concerts and Touring have promoted the SummerSalt, By the C and Castaway branded concerts since 2016 on Glenelg Beach. They wish to work closely with administration again to deliver another summer series of iconic events.

The success of previous events has made the location appealing to Frontier Touring and given them the confidence to stage a large concert on Glenelg beach in November 2022.

All events are supported across council including marketing and communications, tourism development, Jetty Road support, depot expertise and event delivery.

The event will attract arts festival and music audiences, families, and large numbers of concert patrons keen for a unique cultural and musical experience on the beach.

THE EVENTS

Headline acts are confirmed; supporting acts and final line-ups all TBC

ZACCARIA EVENTS

Feb 5	Ziggy Alberts and others
March 18	Peking Duk, Hot Dub Time Machine, What So Not, Wafia and others
March 19	Jimmy Barnes, (Soul Deep Anniversary Tour), with Jon Stevens, Daryl Braithwaite, Vanessa Amerosi, Kate Ceberano, Mahalia Barnes, Richard Clapton
March 20	The Tesky Brothers, Xavier Rudd, Kasey Chambers, LAB, The Dregs and Tulliah

FRONTIER TOURING EVENTS

Nov 5 VANCE JOY with special guests

REPORT

The beach concerts are being planned with the announcements and on sale dates ranging from mid-October to early November 2021. Elected Members to receive all details and FAQ's prior to public announcements.

- Attendance of 6,000-16,000 people at each event;
- Doors open 1-3pm, and 10pm noise curfew on Friday and Saturday with 9pm on Sunday;
- Similar layout and footprint to previous beach concerts;
- Licensed, all ages and ticketed;
- Parts of public land excluded for five days prior and two days after, including the promenade in front of Platinum apartments;
- No council or DIT roads controlled, however SAPOL may request a road closure at the end of the concert on Colley Terrace closer to the event, dependent on ticket sales (road closure for approximately 20 minutes);
- Access for vehicles from Brian Nadilo Reserve to foreshore will be blocked; and

- Subject to final designs, the infrastructure on Brian Nadilo Reserve will be minimal and may include food and drink concessions and market stalls.

The Site

Site Map developed closer to the event

Administration has undertaken significant consultation with the Glenelg Surf Lifesaving Club for the beach concert layouts, and upon consultation for concerts they are comfortable with the design, and working with the events team on similar service provisions for the future.

Likewise, the feedback from residents in the Platinum Apartments has also been taken into consideration and small site adjustments will continue to be made to accommodate this as much as possible, without compromising the delivery of the event.

STRATEGIC ALIGNMENT

Staging an artistic performance of this calibre aligns with both the City of Holdfast Bay's Events Strategy and the Creative Holdfast Arts and Cultural Strategy.

Event Strategy and Events Strategy Action Plan 2021-2025

The proposed beach concerts fulfils the key priority areas and action plan identified in the City of Holdfast Bay Events Strategy 2021-2025.

- Priority Area 1 Economic value: Attracting out of city visitation and increased length of stay.
- Priority Area 2 Destination Awareness: Promoting our image and reputation as Adelaide's premier seaside destination. Builds Holdfast Bay's profile as a leading events destination. Provides opportunities to showcase Holdfast Bay to new markets and encourage travel to the region. Achieves a high level of positive awareness and engagement. Attracting positive media attention and word of mouth recommendations.
- Priority Area 3 Lifestyle and Legacy: Bringing people and communities together to create a sense of identity and activates public spaces. Encourages community support and participation and/or involvement. Creates an event legacy with return visitation.
- Priority Area 4 Sustainability: The event is financially and environmentally sustainable and maximises the use of Council resources by redeploying event infrastructure build for beach concerts.

Creative Holdfast Arts and Culture Strategy 2019-2024

- Strategic Theme 2: Provide meaningful arts and cultural encounters, activities and events.
- Strategic Theme 6: Build links between local arts and cultural practitioners and organisations as well as other Councils, across the state and nationally. Identify and develop partnership opportunities with leading arts and cultural organisations in South Australia and beyond.

ECONOMIC IMPACT

Assuming an average attendance of 8,000 at each of the five events, the anticipated economic return for the City of Holdfast Bay is estimated at approximately [REDACTED] (based on the day visitor average spend of [REDACTED]/person). However, the legacy impact of this calendar of events, combined with the Boheme on the Beach event, would continue for some time.

BUDGET AND SUPPORT

The following in-kind support from the City of Holdfast Bay

- Local Promotion – street flags, signage, concessions, media opportunities
- Interstate Marketing – tourism packaging
- Liaison with Holdfast Bay Promenade Residents (Oaks Glenelg Plaza Pier) and securing of back-of-house spaces
- All permits, local licenses, public notices
- Traffic Management – planning, staffing, signage and regulatory approval
- Site preparation pre event and remediation – post event

A fee of [REDACTED] per event will be charged to the promoters with a [REDACTED]

LIFE CYCLE COSTS

Nil

Risk Assessment

- Potential exposure to complaints by external parties including residents and regular beach users pertaining increased activity, accessibility, COVID restrictions and noise levels.

Risk Mitigation: External communicate conducted at least two weeks prior to ensure residents are informed. Community Safety to brief inspectors to approach dog walkers and beach goers advising of event details in addition a public notice will be placed within various publications to ensure beach users, residents, businesses and the broader community are informed.

Further Risk Management Plans informing the overall Risk Management Plan to be developed covering:

- Fire: General, Catering, Electrical, Explosion, Hazardous Materials, Vehicular;
- Accidents: Structure Collapse, Structure Falls, Manual Handling and Lifting, Slips, Trips and Falls, Vehicular;
- Medical: Trauma Injuries, Minor Medical, Forgotten Medication, Dehydrations, Drug and or Alcohol Affected Persons, Respiratory Ailments;
- Security: Bomb Threat, Crime (Public), Crowd Management, riot, Vandalism, Cash Handling, Unauthorised Access, Climbing of Structures;
- Health and Safety: Evacuation, Sexual Assaults, Drink Spiking;
- Utilities: Ablutions Failure, Power Failure, Waste Management;

- **General: Noise Pollution, Hazardous Spill or Leak;**
- **Weather: Electrical, Wind, Hail and Thunderstorms, Flood; and**
- **COVID Safe Management Plan.**

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