

**ITEM NUMBER: 18.3****CONFIDENTIAL REPORT****PROPOSED EVENT ACTIVATION  
(Report No: 313/21)**

*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: 313/21, Proposed 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: 313/21, Proposed 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.

Momentarily (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.
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Item No: **18.3**

Subject: **PROPOSED EVENT ACTIVATION**

Date: **14 September 2021**

Written By: **Manager, City Activation**

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

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## SUMMARY

The event producers Momentarily in partnership with the Adelaide Fringe Festival have proposed establishing a brand new suburban hub for the Adelaide Fringe that would operate Thursday-Sunday between 18 February and 22 March 2022 at Colley Reserve, Glenelg. The hub would be centred around three performance spaces, the highlight of which would be an international music and pyrotechnical spectacular. In addition the hub would host family-friendly performances, and a number of dining options.

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## RECOMMENDATION

That Council:

1. **approves Administration to proceed with an event license with the contractor to establish a suburban Fringe hub at Glenelg Colley Reserve for the duration of the 2022 Fringe Festival; and**
2. **[REDACTED] to support the delivery of the event.**

## RETAIN IN CONFIDENCE - Section 91(7) Order

3. **That having considered Agenda Item 18.3 Proposed Event Activation (Report No: 313/21) 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 the Fringe Festival.**
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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

The Adelaide Fringe is recognised as one of the most important festivals in the world, presenting hundreds of different performances spanning comedy, music, theatre, cabaret, children's events and much more. In 2021, the Fringe audience totalled 2.8 million attendances, which included 632,000 tickets sold and \$16.4 million generated in box office revenue.

Originally centred on the Adelaide CBD, the Fringe has grown to include both metropolitan and regional South Australian venues. The growth of the Fringe and its impact upon surrounding areas is pivotal to the development of Adelaide.

The expansion of the Fringe beyond the CBD has been accelerated by COVID-19 and the resulting need to limit patrons being concentrated in a small number of venues. In 2021 some 50% of venues were located in metropolitan Adelaide, and were well attended.

\_\_\_\_\_ have expressed their interest and support in growing the Adelaide Fringe beyond the CBD and establishing a hub at Glenelg.

Momentarily, the event organisers who established the Royal Croquet Club Fringe venue in 2013 (now branded RCC) and presented the Alpine Winter Festival on the Glenelg Foreshore in 2021, are proposing to present a brand new hub for the Adelaide Fringe in 2022 at Glenelg. It is proposed this would be held at Colley Reserve and operating over selected dates over the course of the Fringe festival (18 February -22 March 2022).

## REPORT

Momentarily is proposing to present a brand-new hub for the Adelaide Fringe 2022 at Colley Reserve. The hub will include performing arts, participatory installations, and an open-air dining experience of both temporary restaurant and traditional street food vendors.

The hub will run for the duration of the Adelaide Fringe 2022 dates, 18 February until 22 March, operating between the following hours:

- Thursday & Friday 5pm till late (ca. 10pm)
- Saturday & Sunday 12pm till late (ca. 10pm)

The hub would be centred around three performance spaces, the highlight of which is a 45-minute performance called "Silence!", an international music and pyrotechnic spectacular that would show each night of operation, as a dramatic conclusion the hub's activities each night. The second highlight of the performance piece would be an interactive performance piece called The Cleaners, which is a family friendly focused installation.

- Silence! - <https://www.commandospercu.com/en/shows/silence>
- The Cleaners - <https://www.shocktherapyproductions.com.au/the-cleaners>

The target market for the Silence! Performance will be adults 30+ from affluent suburbs, with a focus on the CBD and the Eastern Suburbs. The target audience for the hub overall shall be greater Adelaide, with a focus on the Western and Southern Suburbs. The experience will be family friendly and welcoming, with an accessible and affordable offering. The hub will have an anticipated visitation of 75,000 patrons over the course of the Fringe, including a minimum of 30,000 ticket sales to the various performances.

In addition to the above performance pieces, the hub would also deliver an indoor theatre space of 200+ capacity that would host 2 performances nightly on Thursdays and Fridays, along with 4 performances on Saturdays and Sundays.

### Economic Impact

The East End comes alive every year for the Fringe, and this is an opportunity to develop the same impact upon Glenelg. The gross economic impact of the Fringe was reported as \$56.39 million in 2021, with \$31.6 million being net new expenditure in South Australia. The Fringe also has significant tourism impact, with 26,646 total tourists being attracted to Adelaide Fringe with an average spend of \$1,667.

Analysis of Visitor Local Spend (VLS) Spendmapp data before and after Fringe shows an overall decline during the Fringe period, although the decrease is more apparent in the Dining and Entertainment category. This is consistent with a displacement of visitors away from the City of Holdfast Bay to the Adelaide CBD, particularly in 2019 when venues were more centrally concentrated. A Fringe hub in Glenelg has the potential to return some of this visitor spend to the City of Holdfast Bay.

	Pre-Fringe	Fringe	Post-Fringe
VLS Dining and Entertainment - 2019	\$ 21,442,098	\$ 17,268,930	\$ 15,900,826
VLS Dining and Entertainment - 2020	\$ 19,122,268	\$ 15,626,433	\$ 4,818,343
VLS Dining and Entertainment - 2021	\$ 24,964,901	\$ 22,585,811	\$ 23,394,741
VLS Total - 2019	\$ 54,165,567	\$ 48,397,235	\$ 48,978,713
VLS Total - 2020	\$ 53,215,915	\$ 50,150,976	\$ 28,375,217
VLS Total - 2021	\$ 59,505,487	\$ 56,923,251	\$ 57,752,305

For the Glenelg Hub, the overall Economic Impact is estimated to be in excess of [REDACTED] to the surrounding area, based on calculated impact of RCC 2021 (Momentarily's 2021 Fringe activation). The proposed event will employ 300+ people, including full-time, part-time, casual and contractors.

In addition, Momentarily would welcome involvement of City of Holdfast Bay traders across the offering of the hub, whether it be via food offerings or general wares and interesting partnerships. Local artists will form a critical part of the general performance offering whether ticketed performances or part of the free entertainment program.

Momentarily would also collaborate with Council's City Activation team to integrate the new offering into existing programs and initiatives to encourage tourism package development and cross-promotion.



## Tourism Vision

The City of Holdfast Bay is committed to a lively, diverse, safe and accessible tourism destination for visitors and residents alike whilst ensuring sustainability and economic benefits for our immediate community and region.

Four focus areas underpinning the vision to ensure sustainable tourism growth within the City of Holdfast Bay are:

- driving demand;
- visitor experience;
- tourism innovation and sustainability; and
- consultation and partnerships.

It is intended that the proposed activation aligns with all four focus areas to facilitate sustainable tourism growth and actively promotes visitor dispersal across the city.

## Target Market

High yielding City of Holdfast Bay residents and visitors with an interest in food and drink, wanting a unique experience:

- Families with school age children aged 35 to 55 years; Older couples/singles no children, Parents 45+ years; young couples no children aged 25 – 45 years.
- Local residents, overnight visitors from regional South Australia;
- Looking for authentic and unique experiences to share with friends;
- Familiar with Australia's arts, food and drink scene; and
- Use social media such as Facebook and Instagram.

Visitors are defined as residents of Adelaide suburbs and regions outside of the City of Holdfast Bay.

## 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 four 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.

- Poor public behaviour post event due to intoxication

**Risk Mitigation:** Event timings to include dinner trade without pushing later into the night to avoid any RSA issues arising. A strong security presence throughout the event days is planned to ensure the family friendly environment is maintained at all times.

Prior to final approval a security and risk management plan would be developed in conjunction with the Liquor Licensing and Public Safety Officer and signed off by Event Lead.

- Potential exposure to complaints by external parties regarding the promotion of alcohol and external food providers outside of the precinct.

**Risk Mitigation:** Develop marketing collateral & Frequently Asked Questions to reflect event positioning as family friendly event.

Further Risk Management Plans for the overall Risk Management Plan would be developed by Momentarily and submitted as part of the event licence 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.

**BUDGET**

A contribution for this activation of [REDACTED] will need to be provided to secure the event. In addition, CHB would also [REDACTED]

There is currently [REDACTED] allocated in the 2021/2022 Jetty Road Mainstreet Committee budget to support a significant activation or event associated with Adelaide Fringe. A further [REDACTED] has been identified from the 2021-2022 Events budget. An additional [REDACTED] would need to be allocated to secure this event.

[REDACTED]

**LIFE CYCLE COSTS**

Nil