

ITEM NUMBER: 18.1

CONFIDENTIAL REPORT

2020/21 BEACH CONCERTS (Report No: 224/20)

Pursuant to Section 90(2) 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:

- b. Information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and would, on balance, be contrary to the public interest.**

Recommendation – Exclusion of the Public – Section 90(3)(b) 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: 224/20, 2020/21 Beach Concerts, 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: 224/20, 2020/21 Beach Concerts on the following grounds:
 - b. pursuant to Section 90(3)(b) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the Council is conducting business; would prejudice the commercial position of the Council.

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: **18.1**

Subject: **2020/21 BEACH CONCERTS**

Date: 11 August 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

Two beach concert weekends for 2020 and 2021 will be announced in August 2020. This report is to seek endorsement from Council of these upcoming concerts and that they are under embargo until the below announcement dates.

CAVEAT

All events are subject to:

- The City of Holdfast Bay receiving from the organiser a COVID-19 Management Plan, approved by SA Health.
 - Adherence to all Emergency Declarations and Directions of SA Police.
 - Any future directions, declarations, regulations and advice in relation to the containment of the COVID-19 pandemic.
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RECOMMENDATION

1. That Council endorse the scheduled 2020/2021 beach concerts.

RETAIN IN CONFIDENCE - Section 91(7) Order

2. That having considered Agenda Item 18.1 - 2020/21 Beach Concerts (Report no: 224/20) in confidence under Section 90(2) and (3)(b) of the *Local Government Act 1999*, the Council, pursuant to Section 91(7) of that Act orders that report and minutes be retained in confidence for a period of 18 months, and the concert details be released after the specific embargo dates identified in this report.
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COMMUNITY PLAN

Economy: Boosting our visitor economy

COUNCIL POLICY

Commercial Activation of Community Land Policy

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The City of Holdfast Bay in conjunction with Zaccaria Concerts and Touring will host four beach concerts cross two weekends on the Glenelg foreshore, north of the jetty, with the public announcement embargoed till the dates outlined in the report below.

REPORT

The following concerts are scheduled:

EMBARGOED UNTIL APPROXIMATELY 17th August**Weekend One:**

Concert: 4 December 2020 – Castaway Beach Concert

ANNOUNCED: Week commencing 17 August

PRE SALE: Week commencing 24 August

Artists: FISHER and more artists to be announced

Concert: 5 December 2020 – Summersalt

ANNOUNCED: Week commencing 17 August

PRE SALE: Week commencing 24 August

Artists: Grinspoon and more artists to be announced

EMBARGOED UNTIL APPROXIMATELY 31st August**Weekend Two:**

Concert: 13 February 2021 – Castaway Beach Concert

ANNOUNCED: Week commencing 31 August

PRE SALE: Week commencing 7 September

Artists: Tones and I, and more artists to be announced

Concert: 14 February 2021 – Summersalt

ANNOUNCED: Week commencing 31 August

PRE SALE: Week commencing 7 September

Artists: Missy Higgins, The Cat Empire, Boy and Bear and more artists to be announced

*The final list of artists may change due to COVID-19 requirements in their respective locations, and that of South Australia at the time.

General Information

The concert site will utilise the new layout that was utilized for the beach concerts in Summer 2020, with the stage located at the northern end of Glenelg beach, facing the Jetty.

Administration will share the event information post the public announcement on the Council website, through social media and media release.

Administration will distribute a notice to residents and nearby businesses (Platinum Apartments, Glenelg Surf Club, Beachouse, Marina Pier office, reception at Oaks and properties south of the jetty) approximately 2 weeks prior to bump in.

Closer to the event Elected Members shall receive communications around confirmed timings which include sound check and other key event information.

COVID-19

The granting of event licenses would be conditional to adherence with the COVID-19 restrictions in place at the time of each concert and the successful approval of a COVID Management Plan by SA Health. Cancellation may be required if restrictions change from the current status, or the event is not approved by SA Health.

Objectives

Holdfast Bay Council engaged McGregor Tan Research to undertake extensive market research in 2019 to provide direction to Council as to where investment should be made that will encourage repeat visitation and expenditure into and within the area.

This research showed that with regards to Music Events, Festivals or Concerts, this was appealing to 50% of South Australians (68% for local residents) and 44% of interstate visitors.

The service also aligns with City of Holdfast Bay current Our Place Community Plan 2030 key elements as outlined below to ensure visitors increase expenditure and length of stay.

Economy; A diverse and resilient local economy

4. Boosting our visitor economy

- > Increase the number of visitors to Holdfast Bay: target increase – 15 % by 2022.

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 service 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, specifically women of high disposable income.

- Aged 25 to 45 years;
- Local residents, overnight visitors from regional South Australia and hopefully interstate in particular -Victoria and New South Wales;
- Looking for authentic and unique experiences to share with friends;
- Familiar with Australia's music, 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 two weeks prior to ensure residents are informed. Regulatory Services 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 Management Specialist.
- Potential exposure to complaints by external parties regarding the promotion of alcohol.
Risk Mitigation: Develop marketing collateral & Frequently Asked Questions to reflect event positioning as family friendly events.

Further Risk Management Plans for the overall Risk Management Plan 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 Aliments;
- 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

The individual concert fee charged to the Promoter are as follows:

Minimum Fee: \$25,000, plus GST, per concert

Bond: \$2,604.00 ex GST, per event

LIFE CYCLE COSTS

Not applicable