

Item ##

City Culture & Community Services Committee on 16/12/2014

Status: Public

Events in the Park Lands – Fear & Delight [2014/04689]

Strategic Outcome:

Outcome 3 - Creative City

Program & Value Proposition:

Vibrant City - The Vibrant City Program will facilitate and deliver great cultural and creative experiences and events for people

Program Contact No:

Penny McAuley, PM Vibrant City 8203 7277

Approved:

Sandy Verschoor, City Culture and Community Services

RECOMMENDATION

That the City Culture & Community Services Committee recommends to Council that:

- 1. A temporary lease be granted to the organiser of Fear & Delight for the use of Rymill Park / Mullawirrapurka from Tuesday 10 February to Sunday 15 March 2015 in accordance with the Event Impact Statement contained in Attachment A to Item # on the Agenda for the City Culture & Community Services Committee on 16 December 2014.**

BACKGROUND

1. To seek Council approval to grant temporary leases for events in the Park Lands.
2. Events align with the City of Adelaide Strategic Plan 2012-2016 as they activate the City's Park Lands and Squares, support a 'Creative City' and promote an appreciation of the City and Park Lands in improving the life and vitality of the City.

3. The primary objective of the Events in the Park Lands Policy and Operating Guidelines is to deliver a framework for maximising the benefits of holding events in the Park Lands by determining the most appropriate types of events and the way in which they are conducted and managed in order to minimise their impacts on the environment, general users of the Park Lands and adjacent residents.
4. Pursuant to the Park Lands Policy and Operating Guidelines, an Event Impact Statement identifies specific actions and operations expected during the bump in, event days and bump out of an event, including details of road closures.
5. Each Event Impact Statement must be considered by a resolution of Council before a temporary lease can be issued to the event organiser.

SUPPORTING INFORMATION

6. Details of the event can be found in the Event Impact Statement (Attachments A) in this report.
7. The ACC temporary lease for events in the Park Lands includes:
 - 7.1 A clear layout and simple language to provide event organisers with a better understanding of their obligations when holding events in the Park Lands.

IMPLICATIONS

Implication	Applicable	Comment
Policy	NO	<p>The use of the Park Lands for Events is consistent with the vision and directions of the Adelaide Park Lands Management Strategy and specific details of events must conform with the Community Land Management Plans.</p> <p>The details of each event as outlined in Attachments A are consistent with the principles of the Event Policy and Operating Guidelines.</p>
Business Plan Objectives / Outcomes or Services	NO	<p>The proposed event outlined in Attachments A supports Vibrant City's objectives in the 2014/2015 Business Plan & Budget that the Vibrant City Program aims to facilitate and deliver great cultural and creative experiences and events for people.</p>
Consultation	YES	<p>Public consultation was conducted from Thursday 30 October 2014 to Wednesday 19 November 2014 and no feedback submissions were received.</p>

Resource	NO	Resources have been allocated to facilitate these events as per the 2014/2015 Business and Budget Plan.
Risk / Legal / Legislative	NO	<p>Council's exposure to risk will be minimised through the provision by the event organiser of \$20 million Public Liability Insurance cover, noting the Adelaide City Council's interests.</p> <p>The event organiser will be required to provide a Risk Management Plan to Adelaide City Council for endorsement prior to the approval of the temporary licence.</p>

Budget / Financial Implications

14/15 Budget Allocation	14/15 Budget Reconsideration	Proposed 15/16 Budget Allocation	Ongoing Costs (eg maintenance)	Life of Project / Life Expectancy of Asset
NO	NO	NO	NO	NA

ATTACHMENTS

Attachment A	Event Impact Statement – Fear & Delight in Rymill Park / Mullawirrapurka
Attachment A1	Proposed Licenced Area - Fear & Delight

EVENT IMPACT STATEMENT

EVENT NAME	Fear & Delight 2015
EVENT ORGANISER	Strut & Fret Production House
EVENT DATES	Tuesday 10 February to Sunday 15 March 2015
BUMP-IN/BUMP-OUT	Bump-In from: Monday 2 February 2015 Bump-Out by: Wednesday 18 March 2015
PROPOSED OPENING HOURS	7pm to 1am on Sundays to Thursdays 7pm to 3am on Fridays & Saturdays The confirmed hours of operation will be subject to the Liquor Licence granted by the Office of Consumer of Business Services.
LOCATION	Rymill Park / Mullawirrapurka (Attachment A1)
EVENT DESCRIPTION	<p>Fear & Delight is a new event to be held during the Adelaide Fringe 2015. The event is an immersive dining, theatrical, music and swing dance experiential event. Featuring an international cast of performers, world-renowned chefs and musicians.</p> <p>The event has three experiential phases for participants which will include dinning, viewing a performance and swing dancing. Each phase will be conducted in a different part of the park and the audience will be creatively escorted by event staff through each location.</p> <p>The event will utilise the island in Rymill Park / Mullawirrapurka except for the dates when Clipsal 500 is held. On these dates, Thursday 26 February to Sunday 1 March 2015, the island activities will be relocated to another site in the park.</p> <p>The event organisers have sort permission from the Clipsal 500 event organisers for use of the island in Rymill Park / Mullawirrapurka during their declared period.</p> <p>The event set up is scheduled to start on Monday 2 February with pull down to be completed by Wednesday 18 March 2015. The event will be licensed and have the capacity for 800 people at any one time.</p>
EVENT ADVERTISING & PROMOTION	<p>This event has been registered for the Adelaide Fringe 2015 and is listed in the festival program which went live on Friday 28 November 2014.</p> <p>Council approval for an event requiring public consultation is only given after the consultation period has concluded and Council has had the opportunity to review any feedback submissions and</p>

	<p>the application.</p> <p>Council discourages any event from promotions prior to Council approval; however in some instances, particularly participation in annual festivals, there is a need for organisers to register their events by a certain date and be listed on in the festival program. This however does not constitute Council approval for the event.</p>
EVENT INFRASTRUCTURE	<p>Event infrastructure in the Park Lands will include:</p> <ul style="list-style-type: none"> • Temporary fence perimeter • Temporary wooden performance venue • Scenic design elements • Staging and rigging • Seating banks • Food and beverage service infrastructure • Public address and lighting support equipment • Service containers • Temporary toilets, fencing and flooring • Signage for the event • Waste management infrastructure
ROAD CLOSURES	Not applicable
NOISE MITIGATION	<p>The event must comply with the Adelaide City Council's Event Noise Mitigation Standard Operating Procedures for Temporary Multi-day Venues. The event organiser has indicated that all amplified music will be limited to the indoor venues after 11pm.</p> <p>Administration has now been advised of the entertainment programming within the main indoor venue. The event licence will not be granted until an agreed Noise Management Plan has been signed-off by Administration. This must include a robust monitoring and reporting plan that meets the requirements set out under the ACC Event Noise Mitigation Standard Operating Procedures.</p> <p>Residents in surrounding areas will be notified by the event organiser via a mail drop at no less than two weeks prior to the event. The advice letter details the event times and contact information for complaints or queries.</p>
LIQUOR LICENSING	A temporary liquor license will be sought from Consumer and Business Services (CBS) by the event organiser.
PARK LANDS MANAGEMENT	<p>Impacts to the Park Lands will be managed through the event licence.</p> <p>The event organiser will be required to adhere to the Events in</p>

	<p>the Park Lands Standard Operating Procedures.</p> <p>Pre and post event site meetings will take place to document the condition of the event site. The event organiser will be required to pay for any remediation costs associated with the event.</p> <p>Specifically the event has committed to undertaking the following Park Lands protection measures:</p> <ul style="list-style-type: none"> • Track matting in place for vehicle movements • Installation on paved area only on the Island • Hand watering of the event lawn throughout the site occupation • Protection of turf from cooking fats, oils and ice <p>Access to the licenced area of Rymill Park / Mullawirrapurka will be restricted for park users from Monday 2 February to Wednesday 18 March 2015.</p> <p>During the event paths within the licenced area will remain open to park users between the hours of 6am and 6pm. After 6pm the paths will be closed for the event to ensure the safety of public and event staff. Where pathways are blocked an alternate route will be indicated.</p>
ENVIRONMENTAL SUSTAINABILITY	<ul style="list-style-type: none"> • 3 bin recycling system • The chefs will endeavour to source all ingredients and beverages from South Australia. The event will engage local crew and service staff • A relationship will be established with OzHarvest which distributes excess food to those in need
SPONSORSHIP	Not Applicable
CAR PARKING	No on-site parking is provided for this event, however many on-street and off-street options exist nearby. Public transport is also available in the vicinity of this event.
SOCIAL/CULTURAL IMPLICATIONS	<p>It is anticipated that the event will attract up to 800 people daily. This is a ticketed event with prices for different elements ranging from \$15 - \$150. Tickets will be for sale at the event and through FringeTix.</p> <p>The focus of this event is immersive dining and the creation of a swing dance experience. The event organisers anticipate attracting a new audience who may not have had this experience elsewhere during the Adelaide Fringe.</p>
BUDGET/FINANCIAL IMPLICATIONS	Not applicable
POLICY IMPLICATIONS	The Community Land Management Plan (CLMP) recognises of

	Rymill Park / Mullawirrapurka as a venue for events.
PUBLIC CONSULTATION	<p>Public consultation was conducted from Thursday 30 October to Wednesday 19 November 2014 as per Council's Public Communication and Consultation Policy and no feedback submissions were received.</p> <p>Advertisements promoting public consultation were placed in The Advertiser, City Messenger and City North.</p> <p>The following categories have been used to summarise the consultation results data:</p> <ul style="list-style-type: none"> • Aware: These are the people who visited the Your Say page. • Informed: These are the people who browsed through information on the event application. This figure consists of people looking at the FAQs, downloaded documents, clicked on external links, etc. • Engaged: These are the people who contributed feedback on the event by using the engagement tools. <p>Summary of consultation statistics from Your Say Adelaide:</p> <ul style="list-style-type: none"> • 50 people were aware of the consultation by visiting the project page • 40 people were informed on the consultation by downloading document and browsing FAQs section; and • Nobody engaged by contributing feedback.

ATTACHMENT A1

Proposed Lease Area & Public Access – Fear & Delight

Perimeter & fence line indicated in red



Draft Council/Committee Report