

EVENT IMPACT STATEMENT – ADELAIDE FRINGE 2015 IN RYMILL PARK

EVENT NAME	Adelaide Fringe 2015 in Rymill Park: Fringe Club and Fringe Corner
EVENT ORGANISER	Adelaide Fringe Inc.
EVENT DATES	Wednesday 11 February to Sunday 15 March 2015
BUMP-IN/BUMP-OUT	Bump-in from: Monday 2 February 2015 Bump-out by: Friday 20 March 2015
LOCATION	Rymill Park/ Murlawirrapurka. Refer to Attachment D1 .
EVENT DESCRIPTION	<p>Adelaide Fringe's 2015 application for the use of Rymill Park / Murlawirrapurka incorporates the Fringe Club and Fringe Corner.</p> <p>Fringe Club:</p> <p>The Fringe Club will be a gathering and meeting place for all artists registered with Adelaide Fringe 2015, general arts industry personnel and festival sponsors. Admittance to the venue is only available to pass holders, although members of the general public will be able to win free passes to attend selected special events.</p> <p>The Fringe Club will provide a space for artists to obtain Fringe information from artist services staff, meet, eat, drink and network. The Fringe Club will be licenced to a maximum capacity of 1,000 at any one time.</p> <p>The venue will consist of a bar under a circus tent and a large decked area incorporating a programmed stage, giving the feeling of a relaxed Australian back yard. The stage will be hosted by an MC and programmed nightly with live music, performances and DJ's.</p> <p>The following opening hours have been proposed by the event organiser:</p> <p>10:00am to 9:00pm on Mondays 10:00am to 3:00am on Tuesdays to Sundays</p> <p>The confirmed hours of operation will be subject to the Liquor Licence granted by the Office of Consumer of Business Services.</p> <p>Fringe Corner:</p> <p>The Fringe Corner will be made up of the FringeTIX East End Box office and shade cover for patrons. The Box Office will operate throughout the Adelaide Fringe providing the general public with festival information and ticketing services.</p> <p>The event organisers will establish a tent structure in this area that will provide shade for the public seeking Fringe information or using the other facilities on offer. It is anticipated that it will attract 500 people daily.</p> <p>Proposed opening hours:</p>

	<p>10:00am to 12:00am Fridays to Sundays</p> <p>4:00pm to 13:00am Mondays to Thursdays</p>
EVENT INFRASTRUCTURE	<p>Fringe Club</p> <p>Event infrastructure in the Park Lands will include:</p> <ul style="list-style-type: none"> • Associated marquees and tented structures • Food & bar service infrastructure • Site office and containers • Staging and rigging • Public address and lighting support equipment • Scenic design elements and decorative lighting • Temporary flooring and decking • Temporary toilets • Temporary fencing • Signage for the event • Support vehicles <p>Fringe Corner</p> <p>Event infrastructure in the Park Lands will include:</p> <ul style="list-style-type: none"> • Site office • Associated marquee pavilion • Scenic design elements and decorative lighting • Temporary flooring • Automated teller machines • Signage for the event
ROAD CLOSURES	Not applicable
NOISE MITIGATION	<p>The event organiser will be required to abide by the Noise Mitigation Standard Operating Procedures for Temporary Multi-day Venues. Council will apply a noise bond of \$5,000 to this event.</p> <p>The event organiser will be required to provide a site plan showing positioning and orientation of stages and speakers. In addition, they will be required to provide a Noise Management Plan that describes how they will manage their noise emissions.</p> <p>A copy of the advance notification letter will be distributed by the event organiser to potentially impacted businesses and residents no later than 14 days prior to the event start date. An event hotline phone number will be made available to the public during the hours of operation.</p> <p>During this event in 2014 approximately 12 complaints were received in total, mainly from the East Terrace area. One resident made several complaints over the duration of the event period. Complaint issues</p>

	were balanced between noise level and time of noise, i.e. 2:00am - 3:00am.
LIQUOR LICENSING	A temporary liquor license will be sought from the Office of Consumer and Business Services.
PARK LANDS MANAGEMENT	<p>Impacts to the Park Lands will be managed through the event lease.</p> <p>The event organiser will be required to adhere to the Events in 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>The event organisers have committed to specifically undertaking the following Park Lands protection measures:</p> <ul style="list-style-type: none"> • Implementation of a Vehicle Management Plan. • The use of track matting or temporary surfaces to reduce the impact of vehicles and foot traffic. • Hand watering schedule throughout the event duration. <p>Thoroughfare through Rymill Park / Mullawirraburka will be maintained for pedestrians and cyclists for the event duration. Some pathway sections will be cordoned off for public safety for limited periods when trucks are present during the setup and pull down. During these times traffic marshals will be onsite to ensure pedestrian and cyclist safety</p>
ENVIRONMENTAL SUSTAINABILITY	<p>Adelaide Fringe continues to grow its commitment to environmentally sustainable events. It aligns with organisations that have a strong commitment to environmentally sustainable practices.</p> <p>Specific strategies include:</p> <ul style="list-style-type: none"> • Promotion of public transport and the provision of a free Fringe city bus loop for festival patrons. • Implementation of a 3-bin recycling system. • Use of bio-degradable food packaging.
SPONSORSHIP	<p>Council endorsed triennial funding for the 2014, 2015 and 2016 Adelaide Fringe events as part of the Sponsorship Program.</p> <p>Triennial funding is conditional on \$30k being used each year to support the Adelaide Street Theatre Festival and \$20k being used each year to support activation of Victoria Square / Tarntanyangga.</p> <p>2013/2014: \$275,000 2014/2015: \$265,000 2015/2016: \$255,000</p>
CAR PARKING	<p>No on-site parking is provided for this event, however many off-street parking options exist nearby.</p> <p>Public transport in the vicinity of this event is also available. In addition, like 2014, Adelaide Fringe will run its free evening city bus loop.</p>
SOCIAL/CULTURAL	The Fringe Club will be licenced with a capacity of 1,000 people per

IMPLICATIONS	<p>day.</p> <p>Fringe Corner, including the FringeTIX Box Office will operate throughout Adelaide Fringe and it is anticipated that it will serve an average of 500 people daily.</p> <p>In 2014 Adelaide Fringe attracted an estimated audience of 1.9 million people across 6,933 festival events. Throughout this festival Adelaide receives interstate and international visitors and world-wide media coverage.</p>
BUDGET/FINANCIAL IMPLICATIONS	Not applicable
POLICY IMPLICATIONS	The Community Land Management Plan (CLMP) recognises Rymill Park / Murlawirrapurka as a venue for events.
PUBLIC CONSULTATION	<p>Public consultation on the Adelaide Fringe 2015 event was undertaken from 9 July to 29 July 2014.</p> <p>The following categories have been used to summarise the feedback 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>There were 357 unique visitors to the Adelaide Fringe 2015 consultation website page. 124 of these users downloaded documents and 4 users provided feedback (included in Attachment D2)</p> <p>Summary of consultation:</p> <ul style="list-style-type: none"> • 357 people were aware of the project • 124 people were informed of the project • 4 people were engaged by providing feedback <p>1 submission was supportive of event activities in the East Park Lands including The Garden of Unearthly Delights 2015, Gluttony 2015, Adelaide Fringe 2015 and Australian International 3 Day Event 2014.</p> <p>3 submissions provided feedback on the noise levels and event operating times during the Adelaide Fringe in 2014 in the East Park Lands.</p> <p>1 feedback submission also noted that they did not receive a letter drop notification for the 2014 event. Please note that the address given in the submission does not fall within the notification zone for an event in Rymill Park / Kadlitpina.</p>

PROPOSED LEASE AREA – ADELAIDE FRINGE IN RYMILL PARK / MURLAWIRRAPURKA



Draft Council

PUBLIC CONSULTATION SUBMISSIONS – ADELAIDE FRINGE IN RYMILL PARK / MURLAWIRRAPURKA

Note: The full name and address of the participant is available on request.

	Survey taken on	Name	Suburb	Submission
1	Fri 27 June 2014 at 5:43 PM	Paul	Adelaide	<p>Maras Group on behalf of Rundle East Company Pty Ltd supports these long term events in Rundle and Rymill Parks that delivers significant economic, social & cultural benefits to the wider east end precinct.</p> <p>As a group that promotes the precinct we would love to see that these events remain firmly in place for years to come and are not shifted to other parts of the city.</p>
2	Thurs 17 July 2014 at 2:48 PM	Andrew & Jean	Adelaide	<p>We oppose the application for the Fringe Club in its present form, based on this year's event when noise levels were exceeded most nights up to 3am, both decibel levels and base levels. Whilst not opposed to a venue where fringe artists can relax, loud music and MC announcements should be prohibited after 10pm especially as the event is outdoors. Incidentally no notification of the event was received this year by mail drop.</p>
3	24/07/2014 9:52:01	Christine	Adelaide	<p>Further to a discussion with a staff member of the council, who very kindly rang me about this event 2 days ago, as I had previously complained of the event earlier this year.</p> <p>I live in the city area not far from Rymill Park and the noise factor was unacceptable, the event continued until 3.00am and the music (super loud and throbbing) and plus a person on a very loud microphone was awful and in my opinion not necessary to the event, which should terminate at 12.00 midnight. The concerts for Clipsal event finish earlier, why can't this event, I support the Fringe, but not this event, and I hope the Council will duly rule for an earlier finish time and a lot less amplification.</p>

4	25/07/2014 20:26:26	Andrew	Kent Town	<p>At Adelaide Fringe 2014, the noise coming from the Fringe was louder than that experienced from the Clipsal 500. As it continued till 03:00 in the morning, this was entirely unacceptable. The noise was so bad that it actually drowned out my television, before I turned it off to retire to bed at 24:00. At 02:00 I contacted the EPA to be told that it wasn't their problem. On the Saturday morning, the day following this auditory assault, I contacted the Adelaide City Council, to be informed that the Fringe had a licence that allowed them to perpetuate this assault until 03:00 and there was nothing to be done as the licence had been granted. Eventually in March, I left the country and went overseas.</p> <p>Why is it acceptable to assault residents with the cacophony of unwarranted noise until 03:00? I have no problem with any amount of unmitigated noise prior to 24:00. Between 24:00 and 01:00 the acceptable level of noise should be less and after 01:00, any amount of noise is unacceptable, especially if it disturbs people's propensity to sleep.</p> <p>Having said all this, I realise that the licence for 2015 will be granted till 03:00, as it brings in money to the city and in comparison, the rights of residents to peace and quiet at night to be able to sleep are immaterial. I am already considering plans to avoid having to put up with the auditory assault of Friday and Saturday nights during the Fringe Festival 2015.</p>
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