

## EVENT IMPACT STATEMENT – THE GARDEN OF UNEARTHLY DELIGHTS 2015

EVENT NAME	The Garden of Unearthly Delights 2015
EVENT ORGANISER	The Gardeners of Unearthly Delights
EVENT DATES	Thursday 12 February 2015 to Sunday 15 March 2015
BUMP-IN/BUMP-OUT	Bump-in: from Friday 23 January 2015 Bump-out: Tuesday 31 March 2015
LOCATION	Rundle Park / Kadlitpina
EVENT DESCRIPTION	<p>The Garden of Unearthly Delights is a multi-venue precinct registered as a part of the Adelaide Fringe 2015. It will stage a range of performances including comedy, theatre, circus, music and cabaret.</p> <p>The event is a licensed precinct is free and is enclosed by a security fence. Entry to The Garden of Unearthly Delights is free however access to individual performances is by ticketed entry. Catering outlets, bars, market stalls and amusements also operate in the precinct.</p> <p>The venue will be licenced with capacity of 6,000 people per day on Sundays to Wednesdays. It will be licenced with capacity of 9,000 people per day on Thursdays to Saturdays.</p> <p>Proposed Opening Hours:</p> <p>12:00pm to 1:00am on Mondays to Thursdays</p> <p>12:00pm to 3:00am on Fridays</p> <p>10:00am to 3:00am on Saturdays</p> <p>10:00am to 1:00am on Sundays*</p> <p>*10:00am to 3:00am Sunday 8 March 2015 for the public holiday weekend</p> <p>The confirmed hours of operation will be subject to the Liquor Licence granted by the Office of Consumer of Business Services.</p>
EVENT INFRASTRUCTURE	<p>Event infrastructure in the Park Lands will include:</p> <ul style="list-style-type: none"> <li>• Associated marquees and tented structures</li> <li>• Amusement rides</li> <li>• Food &amp; Beverage Service booths</li> <li>• Site offices, ticket boxes and cabins</li> <li>• Staging and rigging</li> <li>• Sound and Lighting equipment for performances within the venues</li> <li>• Tiered seating</li> <li>• Scenic design elements and decorative lighting</li> <li>• Public address and lighting equipment</li> </ul>

	<ul style="list-style-type: none"> <li>• Pyrotechnics – opening night only</li> <li>• Temporary toilets</li> <li>• Signage for the event</li> <li>• Waste management infrastructure– general waste, recycling &amp; compostable</li> <li>• Temporary fencing</li> <li>• Bike racks</li> <li>• Support vehicles</li> </ul>
ROAD CLOSURES	Not Applicable
NOISE MITIGATION	<p>The event organiser will be required to adhere to Adelaide City Council Noise Mitigation Standard Operating Procedures for Temporary Multi-day Venues.</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 the 2014 event one noise complaint was received specific to a performance in the event precinct and the organiser liaised with the member of the public to investigate the concern.</p> <p>Approximately four other complaints were received during this festival period that named the event as the noise source with some mentioning the noise coming from the fun fair located in the south east corner of Rundle Park / Kadlitpina as part of the event. However, some of these complaints could not be linked back to this specific event.</p>
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>Planning meetings will take place regarding the site design with the Horticulture team to discuss the layout and site management. Expert advice will be sought from Council’s Arbor team regarding the site design and infrastructure placement. The vehicle management plan will be required to address tree protection during bump in and out and the installation of protection zones around significant trees.</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 organisers are committed to undertaking the</p>

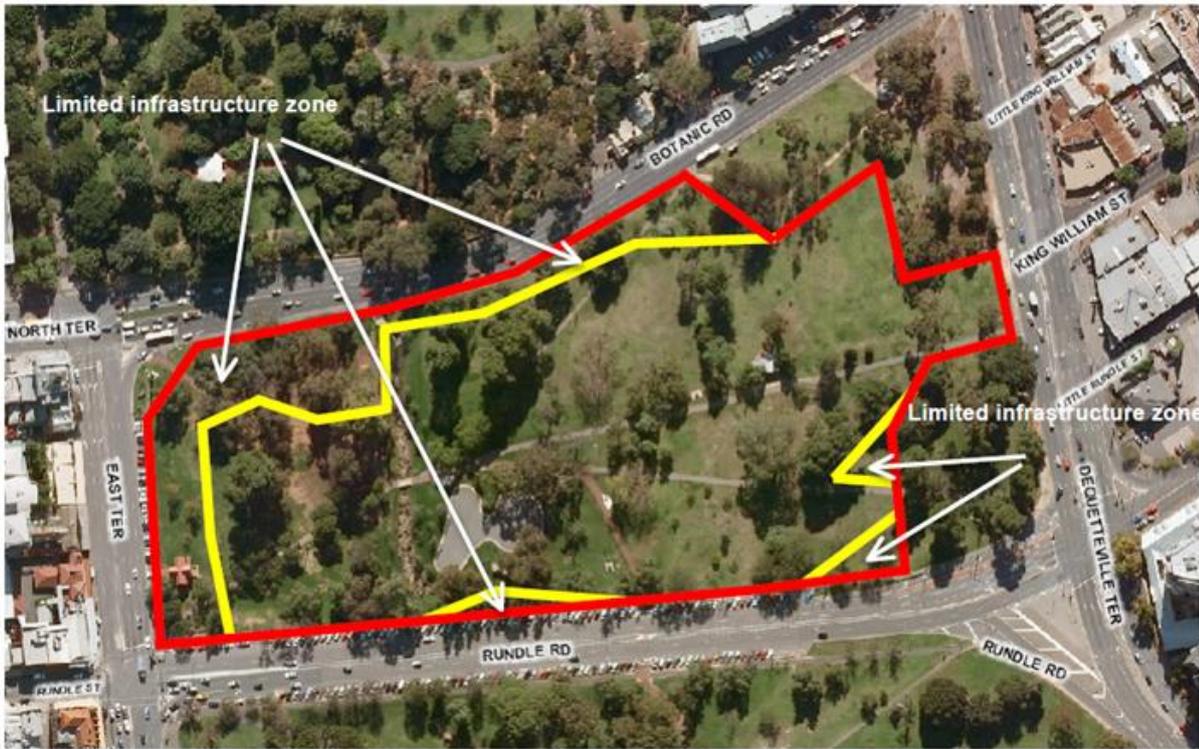
	<p>following Park Lands protection measures:</p> <ul style="list-style-type: none"> <li>• Implementation of a Remediation Management and Internal Traffic Management Plan to minimise impact;</li> <li>• Installation of infrastructure that decreases the need for some heavy vehicles to enter the site;</li> <li>• The use of vehicles with low turf impact tyres where possible;</li> <li>• Defined areas where event vehicles will not be permitted;</li> <li>• The use of track matting or temporary floor surfaces to reduce impact on turf;</li> <li>• During the event, fragile areas will be protected with fencing from vehicle impact and pedestrians;</li> <li>• Installation of decking to be installed in high pedestrian areas; and</li> <li>• Watering schedule maintained throughout the event duration.</li> </ul> <p>The event organiser will delineate construction zones during bump in to ensure public safety.</p> <p>During the set up and pull down period the central pathway will remain open when possible and traffic marshals will be on-site to ensure pedestrian and cyclist safety. The pathway will be closed during times when truck movements make pedestrian access unsafe. However, pre warning signage will be erected to notify pedestrians to any access changes and alternative routes will be indicated.</p> <p>Once the event has opened, during peak pedestrian and cyclist transit times the central pathway will remain open. When pathways are blocked an alternate route will be indicated.</p> <p>During the 2013 event, a concern was raised about the impact on possums in relation to the poster boards installed around trees. The event organisers responded to this by cutting holes in the boards to maintain thoroughfare to the trees. Possums were witnessed utilising these holes.</p>
SPONSORSHIP	Not applicable
CAR PARKING	No on-site parking is provided for this event, however many off-street parking options exist nearby. Public transport in the vicinity of this event is also available.
SOCIAL /CULTURAL IMPLICATIONS	<p>The venue will be licenced with capacity of 6,000 people per day on Sundays to Wednesdays. It will be licenced with capacity of 9,000 people per day on Thursdays to Saturdays.</p> <p>There is free entry into the venue. People can purchase meals and beverages and patronise the sideshow amusements. There are both free and ticketed performances, with prices varying from \$15 to \$65.</p> <p>This event employs approximately 300 staff and engages 30-35 food vendors and market stalls. It provides a venue for approximately 750</p>

	<p>artists from Adelaide, interstate and from around the world.</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	<p>The event organisers currently have outstanding fees relating to the 2014 event however, they have agreed to undertake a payment plan which has the outstanding amount paid off by December 2015.</p> <p>The lease will not be granted until all outstanding fees have been paid. This has been a successful annual arrangement between Administration and the event organisers for several years.</p>
POLICY IMPLICATIONS	<p>The Community Land Management Plan (CLMP) identifies Rundle Park / Kadlitpina as a key park for events.</p>
PUBLIC CONSULTATION	<p>Public consultation on The Garden of Unearthly Delights 2015 undertaken from 18 June to 8 July 2014.</p> <p>The following categories have been used to summarise the feedback data:</p> <ul style="list-style-type: none"> <li>• Aware: These are the people who visited the Your Say page.</li> <li>• 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.</li> <li>• Engaged: These are the people who contributed feedback on the event by using the engagement tools.</li> </ul> <p>There were a total of 21 unique visitors who visited The Garden of Unearthly Delights 2015 consultation website page. Five of these users downloaded documents and one user provided feedback (included in <b>Attachment F2</b>)</p> <p>Summary of consultation:</p> <ul style="list-style-type: none"> <li>• 156 people were aware of the project</li> <li>• 42 people were informed of the project</li> <li>• 17 people were engaged by providing feedback</li> </ul> <p>2 submissions were supportive of the event and the Adelaide Fringe.</p> <p>4 submissions were supportive of the event.</p> <p>1 submission was supportive of the event and its value to the East End.</p> <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>1 submission was supportive of the event and its value to the state.</p>

	<p>1 submission was supportive of the event and provided feedback on the programming.</p> <p>1 submission was supportive of the event and suggested more south Australian beverages to be sold at the event.</p> <p>1 submission was supportive of the event and the opportunities it provides to artists and the circus industry.</p> <p>1 submission did not provide constructive feedback to the event application.</p> <p>1 submission provided feedback on the management of the Park Lands Trail for cyclists during the event.</p> <p>1 submission provided feedback on the noise levels and event operating times during the Adelaide Fringe in 2014 in the East Park Lands. Similar feedback was received residents during the event and is relevant to all similar events during this period.</p> <p>1 submission provided feedback on the disability access for patrons and turf management.</p> <p>1 submission provided feedback on the venue set up and atmosphere.</p>
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Draft Council/Committee Report

PROPOSED LEASE AREA – The Garden of Unearthly Delights 2015



-  = proposed perimeter The Garden of Unearthly Delights 2015
-  = proposed internal perimeter The Garden of Unearthly Delights 2015

Draft Council

## Public Consultation Submissions – The Garden of Unearthly Delights 2015

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

	Survey taken on	Name	Suburb	Submission
1	18/06/2014 14:40:14	Danielle	Adelaide	I support the return of the Garden in 2015. The Fringe festival and Garden in particular are pivotal aspects of Adelaide's arts and festival culture.
2	21/06/2014 1:09:03	m	k	FART
3	25/06/2014 7:18:37	Ian	Parkside	In 2014 there was no signage or alternative provided for the closure and bypass of the Parklands Trail. Entering from the northern end by bicycle meant that you were dumped into the centre of the event due to the fence being erected across the southern trail entrance. Would you please ensure that the Parklands Trail is maintained as a thoroughfare or, alternatively, is adequately signed and a suitable safe bypass provided. Most people that use that section of the trail do so at a very slow pace during that period.
4	27/06/2014 17:43	Paul	Adelaide	Maras Group on behalf of Rundle East Company Pty Ltd supports these long term events in Rundle and Rymil Parks that delivers significant economic, social & cultural benefits to the wider east end precinct.  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.
5	29/06/2014 16:55:35	Andrew & Jean	Adelaide,	We wish to make the following comments on the proposal for the Garden of Unearthly Delights 2015 based on our experiences from the event this year.  We were away from Adelaide during the period up to 7 March so are unable to comment on the event prior to this date. However on the evenings of 7,8,9,10 and 14,15 March we experienced loud music,

				<p>sometimes up to 2am. This is unacceptable particularly on evenings when the following day is a working day. At no stage did we receive any notification of planned events and we have since discovered that these noise levels were well in excess of the council's own noise policy levels. In any event we would to request the following;</p> <p>Music stops at a reasonable hour, 11pm latest each night.</p> <p>Decibels and base levels be set at a much lower level as the event is outdoors.</p> <p>Notice of all music based events be given to a much wider resident base than shown in the event description, including some suburbs outside the city area. This notice should include the ACC number to ring to complain if necessary during events.</p> <p>Proper monitoring of sound levels occurs and if limits are exceeded, the event is stopped immediately and permission refused in future.</p>
6	30/06/2014 16:44:35	Kyra	unknown	<p>the garden is a great place for all people to come and show the talents and for us as a community to support them in doing so. during the fringe festival this is the most popular place and what most people enjoy about in Adelaide and when coming to Adelaide. it would be great to see it continue</p>
7	30/06/2014 17:56:34	Jim	Bridgewater	<p>The Garden provides an important centre of gravity for the Fringe and as such is a key driver for the whole East End experience. I recommend that the Garden of Unearthly Delights again be located in Rundle Park / Kadlitpina in 2015</p>
8	30/06/2014 19:19:56	Karina	Royston Park	<p>My family and I adore the garden of unearthly delights. We spend every spare evening we have there when it is on! There is nothing quite like the atmosphere at fringe time in the garden, it is truly a delight and something that is</p>

				so unique to Adelaide and should be conserved always.
9	01/07/2014 19:01:12	Joanne	Warradale	<p>Hello,</p> <p>I love the activities the GOUD deliver each Fringe, it is a highlight of my year. I would love to see more free entertainment and a broader childrens program.</p> <p>Love it!</p>
10	02/07/2014 11:51:08	Andrea	Payneham	<p>There is limited access for people with limited mobility issues to access this kind of activity in the Parklands, Getting to venues at the rear of the Garden needs to be better managed so that a wider range of patrons can get to events. There also needs to be better allowance for pre and post preparation of lawned areas that are savaged by foot traffic resulting in the dust bowl that is left behind.</p>
11	02/07/2014 15:07:04	Andrew	Salisbury North	<p>The Garden of Unearthly Delights has been held in Rundle Park in Adelaide for several years now. It provides many great cultural and societal benefits to Adelaide, through encouraging people to partake in the arts. The Garden is an integral part of Adelaide's summer events and I see no reason why this should not continue to be the case.</p>
12	02/07/2014 17:19:42	Kristy	Gold Coast	<p>The Garden of Unearthly Delights provides a unique platform for both established and emerging artists from various genres. Most notably the impact that the GOUD has had on the contemporary circus industry in Australia is remarkable. I have experienced this in several facets: as a freelance artist performing my work in cabarets in the Umbrella Revolution, as a producer-touring a QLD Youth Circus company "Flipside Circus" to perform as part of the program and most recently in my role as a researcher. I am doing my PhD on the history of contemporary circus in Australia (1977-present) and this venue is prolific in my research into how it creates a platform for Australian artists</p>

				<p>to show their work, to reach a wide variety of audience types and to sit along side leading circus companies as part of the GOUD program. I have seen some of my circus students who once toured as part of the Flipside show, go on to produce their own professional work in the "Big Top" venue this year to sold out audiences and four star reviews, they are now taking that work to Edinburgh and would not be at that level with out such an amazing platform such as the Garden.</p> <p>It has become a staple in the circus calendar. I have also enjoyed the GOUD as a punter, seeing marvelous work by local and international artists, eating delicious food, soaking up the brilliant atmosphere and being inspired to create more of my own work, but seeing the magnificent work that is represented and supported by the Strut N Fret team. An outstanding contribution to the circus industry and the arts scene overall. I am looking forward to what the GOUD will bring in 2015.</p>
13	02/07/2014 18:26:04	Michelle	Blackwood	<p>The Garden has been a part of the Fringe Festival for so many years that the majority of the general public believe it to be "The Fringe". Even before this venue was used, way back in 1994 there was still a garden where City West Campus now stands behind Fowlers Lion Factory. To loose such an iconic venue as the East Parkland venue that houses the world famous Spiegel Tent would be a great shame and one that would reflect badly upon Adelaide City Council.</p> <p>If we want to keep tourism alive in SA and keep our high Fringe standards on the world stage, then the east parkland venue must remain.</p>
14	04/07/2014 0:34:52	Claire	Adelaide	<p>The Garden was too spread out and rambling, lost all vibe of previous years. It now feels like another Royal Show or country fete with over-priced rides and trinket stalls. It has lost its Arts focus.</p>
15	04/07/2014 1:53:05	Astrid	Poorake	<p>i had my first date with my current partner at the garden of unearthly</p>

				delights, we worked their the next year with the show rides and the year after that (2014) on valentines day had our night out and a couples photoshoot. the garden along with their shows is a place of pure magic and fun and one of the best parts about fringe.
16	04/07/2014 18:22:38	Joy	Forestville	I love it. My only qualm with it is that It does not stock enough purely South Australian products. If we are allowing interstate companies run the Garden (and they do it well) we should be trying to offset the economic bleeding by supporting local producers of wine, cider, and spirits. We do have quality producers of all of these products. SO why not make the interstate entrepreneurs use them. J
17	04/07/2014 20:45:17	Misty	Paralowie	The Garden of Unearthly Delights is something myself, my fiancé and our friends look forward to all year long. It is my favourite event of the year, coming second to none. It is also a great thing for our city, bringing people from all over not just the country but the world to attend, which is great for tourism,