

Events in the Park Lands Policy Review Stakeholder Workshop 24 November 2015

Background

A Workshop was held with 36 key stakeholders to provide input into the development of a Park Lands Events Management Plan.

Methodology

Part A: Comment on Policy Directions on the Events Sites Map for Consultation

Part B: Small Group Work to discuss 4 topic areas

Part C: Prioritise Actions for the Park Lands Events Management Plan

Results – Policy Directions

Growth - Questions

The draft Park Lands Management Strategy has set a target of 15% increase in events in the Park Lands over the next 5 years

How would you like to see this growth in events occur?

- Through hosting more large events?
- Through growing medium sized events?
- Through opening up new sites and encouraging people to use more and different Park Lands spaces for events?

Comments

- Growth is a great idea – events are a way of attracting interstate and international visitors and to showcase SA!
- Need to consider transport/infrastructure and communication to community
- Provide transport to western and southern sites – take potential event organisers on a tour of sites
- Small to medium events better for permanent city dwellers, not near residents
- Support emerging event organisers
- Better facilities in Park Lands – permanent toilets/water/temporary fencing
- Make sure we explain the WHY behind growth
- Complete Vic Square Masterplan and close Reconciliation Plaza to car traffic for events – low impact, relatively high economic benefit and attract interstate and international visitors
- Encouraging not for profits to use spaces more through reduced site fees and remediation costs
- Focus on increasing during the winter months for example create a temporary winter pavilion – through a competition in design for a temporary venue
- Different times of the year to encourage year round medium sized events
- Not in biodiversity spaces or bushcare sites, more money for biodiversity
- Replace one of the Golf courses with a site for mountain bike events
- Spread events over the year – March is Full!

Fit the event type to the event site - Questions

This draft map has been developed to help Council improve the fit between event type and event site.

- Do you think this is a useful approach?
- Do you think the groups work?

Comments

- Vic Park – Sporting/Cycling, Rymill/Rundle – Arts, Culture and Food, Park 12 – Sport, Elder Park – Arts, Culture and Food, Park 25 – Bikes, Bonython – Arts, Nature, Kidzone including smaller activities
- Hedge box edges of Park Lands to stop the feeling of being road based
- Need finer grained limits to event spaces not right to the road edge – Define by paths
- Access and signage along War Memorial Drive
- Make car parks clearer
- Park 26 good space for large corporate and State Govt events

Policy Statements

The Current Events in the Park Lands Policy (2009) states that Council will:

1. Attract and support a culturally diverse range of events to activate the Park Lands
2. Respect the needs of the community and ensure they are not unduly affected by events; and
3. Provide well serviced, managed and maintained event venues

Do you support these statements?

What else should Council aim to achieve in managing Events in the Park Lands?

Comments

- Define 'unduly affected'
- Upgrade and build permanent infrastructure
- Don't forget the needs of the business community – transient events can unduly affect existing businesses
- Absolutely #3 – more seating, more shade (trees)
- If Council increases hire fees offset with better infrastructure – power/water/toilet facilities in more areas
- Increase event attendance by supporting more small and medium events in the Park Lands rather than major ones
- Program events to balance protecting the Park Lands while providing a diverse offering for the Adelaide and broader community
- Support community and not for profit events
- Involve Kaurana people
- Protect the natural systems
- What about those who want to be alone?
- Support local business around the Park Lands event sites
- Public consultation always results in a small vocal minority – the same people, why?

Results – Priorities for Planning and Guidelines

1. Planning A Great Event

- Single point of contact for event organisers
- Improve guidelines and clarify event organiser responsibilities (but don't increase the number of guidelines)
- Improve Online Communication and Technology i.e. Booking System, Annual Calendar of Events, Site Information, Processes and Approvals

2. Working Together

- Consultation Processes – Council to support best practice to bring events and local community together
- Multi-year agreements to create stability for major events
- Events to respect other Park Land users and local businesses i.e. paths closures, parking restrictions

3. People and Patron care

- ACC and Event organisers to partner to provide patron health and safety including alcohol regulation
- Amenities such as toilets, shade
- Promote public transport options

4. Park Lands Care

- Review remediation process/ explore how Council could set fees that are inclusive of all costs i.e. site rental remediation and operating costs
- Protect the Park Lands through educating and monitoring events
- Ensure event sites have appropriate and maintained infrastructure – this could include a new large event stage/amphitheatre

Results - Discussion Points

Topic: Planning a Great Event

Questions:

1. What must Council include in Guidelines for event organisers?
2. What are good practice examples to help Council to support event organisers plan a great event?

Topics could include (but not limited to):

- Lead in time and Proposals/Submissions
- Consultation with the community
- Multi-year agreements for major events
- Fees and charges
- Sponsorship
- Quality of the event

Summary of Feedback

Multi-year agreements

- Adelaide is THE Festival City in Australia – we need to encourage entrepreneurs to use the Park Lands for events across all sites – by clarifying access, assisting registration, improvement and investing in infrastructure and 3 Year Agreements
- Three year event lease agreements on Park Lands event site for existing events
- Multi-year agreements would streamline processes and encourage international and interstate events to come
- Look at current regular events – automatic review mechanisms/debrief annually – not new process each year (could be smaller as well as legislated)

Information/Promotion

- Promotion of Events by ACC on Website, Notice boards, Signage digital in locations – permanent, solar powered advising on events to residents
- Website map showing forthcoming path and road closures
- Standardised calendar of events accessible to all event coordinators
- Maps of underground services that are close to the surface
- Small and medium events notification – use apps, booking system, social media and involvement of stakeholders

Consultation

- Council to manage events better and not rely on residents to complain
- Streamline consultation processes
- Council be responsible for consultation with the community – this can be difficult for a small event – to know how to advise the community about the event
- Better use of social media and paid marketing of events as part of public consultation

- Process is time consuming and \$ heavy for event organisers
- Council administer the community consultation process – include in ACC newsletters and introduce an online process
- Avoid being influenced by a vocal minority in annual consultation processes and listen to the thousands of people that love and attend events

Community/Local business

- Consideration of the bricks and mortar that are there all year round
- Businesses ability to find out about events well in advance to leverage off the event
- Park Lands Kiosks adversely affected by large events – events that use all the parking reduce local visitors and at least half the Kiosk's takings – Kiosks forced to close during events

Sponsorship

- Sponsorship of events run by not-for-profits, especially for fundraising events
- Council cover the Park Land fees (and provide additional funding) to events – this occurs in other Council areas
- Sponsorship by ACC include partnership with contractors and event organisers & third parties – match making system
- Streamline sponsorship for smaller Park Lands events

Remediation

- Increased transparency around costs and process of remediation
- Can fees and charges include remediation and consultation up front – this support should be provided by Council
- Options for events to undertake their own remediation (checked by Council)

Fees

- Different fees for different times of the year

Council Event Coordination and Support

- Single point of contact – event organisers have to go through too many departments
- Transparency of other events and booking with new system
- Too much red tape – very bureaucratic compared with other metro Councils (Port AE, Charles Sturt) heaps easier
- Identify good, experienced suppliers for event infrastructure/support – panel?
- List of ACC resources available for events
- Checklist of requirements for event organisers and timeframes – templates, standard signs for road/bike paths/pedestrians, list of recommended suppliers, calendar of approval requirements i.e. liquor license by, documents in by, road closure in by, any permits due by (list of essential requirements based on event needs, costs and timings)
- Training for amateur event organisers
- Online booking form, risk management templates – weather contingency, emergency plan
- Booking system needs more flexibility
- Park Lands starting at the roads – having car parking there
- Bump in and out assistance – dedicated car parks for this
- Public transport for large events supported by ACC (non-commercial events)
- Facilities map/info about Park Lands locations recommended by ACC – include capacity, infrastructure and fees – compare locations on a table
- Different rules for commercial vs community – different guidelines for commercial major events
- Can Council provide support to ensure the best practice is applied – fund consultation, road closures and remediation of the Park Lands

Topic: Working Together

Questions

1. What must Council include in Guidelines for event organisers?
2. What are good practice examples to help Council to support event organisers to work together with the local community?

Topics could include (but not limited to):

- Noise and Sound
- Consultation with the community
- Fencing
- Maintaining BBQ, Playgrounds, cycle paths outside event fencing
- Operating hours and liquor licensing
- Including local business in the event

Summary of Feedback

Good examples

- Montreal – use of city for filming and events – super efficient
- Curate the Park Lands as a whole system for events – entire picture including year long calendar
- Continue to fund SPLASH to support set up of small to medium events

Regular audits of event type for event site

- Is the site still suitable for the event? Has the event outgrown the site?
- Consider duration of event in one site

Partnerships

- Piggy back on event infrastructure opportunities – i.e. if the event stage is already up – can it be used immediately after for something else?
- Piggy back resources between events i.e. shared toilets, security – cost sharing – identify synergies
- Events SA objective is visitation to the city

Local business

- More focus on using public transport to events instead of driving to the city!! Some businesses are suffering because patrons can't get in – car parks full
- Pop up businesses impact both positively and negatively on bricks and mortar – some thrive, some suffer

Managing event sites

- Identify and put boundary around just the event site – not the whole Park
- Maintain event infrastructure
- Ensure fencing doesn't exclude park users

Timing

- Avoid clashes with large events to avoid traffic problems

Noise and sound

- Cut off time for loud music – depending on location and surroundings
- State run noise regulations, not run by Council to minimise impact on residents and businesses – how do State police noise levels?
- Believe ACC noise regulations are too restrictive and should be managed by State Govt
- Noise guidelines restrictive for presenting some music events
- Set closing times
- Quiet spaces to connect with nature
- Concerns about tannoy/pa speakers being too loud for residents

Paths and parks access

- Clipsal best practice in re-opening paths in Parks, Asia fest was poor in this regard
- Caring for the Park playground
- Footbridge across West Terrace to the western parks

Topic: People and Patron Care

Questions

1. What must Council include in Guidelines for event organisers?
2. What are good practice examples to help Council support event organisers care for event patrons and staff?

Topics could include (but not limited to):

- Health and Safety (including emergency management)
- Access and Inclusion
- Child and Family Friendly
- Transport

Summary of Feedback

Health and Safety

- Shade and Toilets essential
- Everyone feels safe and wanted – informal
- Dry Area Policy v Licensed events
- Community organisations contacts when booking an event – Encounter Youth, SA Ambulance, First Aid contacts
- Site specific infrastructure that improves amenity i.e. lighting and safety outside of immediate event area
- Responsible service of alcohol strategies – lower strength beer options, drink service breaks etc
- Support smaller events to write a risk management plan
- ‘Attendee’ centred event design, like patient centred care
- Council to support event organisers to offset road closure fees when it is essential to support patron safety
- Have dry zone marked around the event site
- Provide ‘chill out’ zones inside large music festivals
- ACC to provide best practice examples through risk assessment template to identify to an event organiser any potential risks to people at an event

Access and Inclusion

- Accessibility map for the Park Lands
- Checklist for creating an accessible event

Transport

- Encourage temporary bike parking at events (like WOMAD)

Information

- Advance notice as much as possible – social media/signage

Topic: Park Lands Care

Questions

1. What must Council include in Guidelines for event organisers?
2. What are good practice examples to help Council to support event organisers and patrons care for the Park Lands?

Topics could include (but not limited to):

- Site management and cleaning
- Remediation post event/Resting Parks
- Vehicles on the Park Lands/Road closures
- Capacity of people in Parks
- Sustainable practices

Summary of Feedback

Site management

- Dedicated event spaces with appropriate infrastructure/facilities – less impact with temporary infrastructure i.e. gas/electricity/toilets
- Tip sheet for caring for the Park Lands i.e. no parking under trees
- Guidelines for bins and toilets
- Minimum site standards, cleaning standards, recommended practices for pets, gardens, grass, fencing
- Rules about animals in Park Lands
- Park Land rangers to regulate littering
- Pre-event and post-event inspection
- Small events not cleaning up after themselves – provide more bins and recycle systems
- Signage – responsibility to clean up
- Plumbing/infrastructure available/saves permanent buildings i.e. connect up portable toilets requires adequate drainage

Sustainable practice

- Resting areas – say no to some events
- Back to back programming of events in a site – is that what we want?
- Hard surface for some large infrastructure i.e. Park 24
- Botanic Park best practice – they assign a tree value in real \$\$ therefore damage done by an event can be calculated a cost per tree
- Wear and tear and damage must be considered
- Identify appropriate areas for events

Remediation

- Costing is always a guessing game
- Consideration of other models i.e. hirer pays for big events and a general levy in fees across all Park Lands bookings for remediation
- Incorporate remediation education across all bookings sml/med/lge

Vehicle/traffic management on Park Lands

- Parking restrictions
- Guidelines for traffic management and car parking – tram, bike, access i.e. NAIDOC 'No Parking'