



COUNCIL AGENDA & REPORTS

for the meeting

Tuesday, 2 August 2022

at 5.00 pm

in the Colonel Light Room, Adelaide Town Hall

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Members: The Right Honourable the Lord Mayor, Sandy Verschoor (Presiding)
 Deputy Lord Mayor, Councillor Abrahamzadeh
 Councillors Couros, Donovan, Hou, Hyde, Khera, Knoll, Martin, Moran and Snape

Agenda

Item	Pages
1. Acknowledgement of Country At the opening of the Council Meeting, the Lord Mayor will state: ‘Council acknowledges that we are meeting on traditional Country of the Kurna people of the Adelaide Plains and pays respect to Elders past and present. We recognize and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today. And we also extend that respect to other Aboriginal Language Groups and other First Nations who are present today.’	
2. Acknowledgement of Colonel William Light Upon completion of the Kurna Acknowledgment, the Lord Mayor will state: ‘The Council acknowledges the vision of Colonel William Light in determining the site for Adelaide and the design of the City with its six squares and surrounding belt of continuous Park Lands which is recognised on the National Heritage List as one of the greatest examples of Australia’s planning heritage.’	
3. Apologies and Leave of Absence Nil	
4. Deputations Granted at time of Agenda Publication – 2 August 2022	
4.1 Deputation - Jessica Ducrou - Harvest Rock Music Festival	
4.2 Deputation - Andrew Robertson - Proposed Closure of Bartels Road for Harvest Rock Festival	
5. Report for Council (Chief Executive Officer's Report) Strategic Alignment – Dynamic City Culture	
5.1 Bartels Road Closure for Harvest Rock	4 - 28
6. Closure	

Harvest Rock Music Festival

Tuesday, 2 August 2022

Council

Strategic Alignment - Dynamic City Culture

Program Contact:

Manager City Experience

Public

Approving Officer:

Ilia Houridis - Director City Shaping

EXECUTIVE SUMMARY

Secret Sounds, organisers of the Falls Festival and Splendour in the Grass, are proposing to stage the new Harvest Rock Festival on 19 and 20 November 2022. The event will be held in both Rymill Park / Murlawirrapurka (Park 14) and King Rodney Park / Ityamai-itpina (Park 15).

As minimum attendances of 20,000-25,000 patrons per day are estimated, the organisers have applied to close a portion of Bartels Road to facilitate the safe movement of the large crowd between the two main performance stages. The organisers project that this event would generate \$10 million dollars of economic uplift to South Australia.

The initial request from Secret Sounds was to close Bartels Road for 14 days. The City of Adelaide has successfully negotiated with Secret Sounds to condense the proposed road closure period to 4 days, from 10am on Friday 18 November until 11:59pm on Monday 21 November 2022. Any further reduction of the road closure dates would impact the ability to safely setup the road area for this major event.

Rundle Road, Botanic Road and Wakefield Road would all remain open as routes into and out of the City while Bartels Road is closed.

If the Bartels Road closure is not approved for this event, Harvest Rock will not be able to present this event in the City of Adelaide. While alternate locations have been explored, the organisers advise there is no other City location suitable to accommodate the estimated crowd capacity, the programming and unique setup requirements of a destination music festival of this scale.

RECOMMENDATION

THAT COUNCIL

1. Notes the outcomes of the public consultation as per Attachment A to Item 5.1 on the Agenda for the meeting of Council held on Tuesday 2 August 2022.
2. Approves that a portion of Bartels Road be temporarily closed to traffic from 10am on Friday 18 November until 11:59pm on Monday 21 November 2022 to facilitate the Harvest Rock Music Festival.
3. Authorises the Chief Executive Officer or delegate to take all necessary steps to prepare and execute a permit to enable Secret Sounds Group Pty Ltd to utilise the relevant portion of Bartels Road, as set out in Image 1 to occupy the road for a business purpose under Section 222 of the *Local Government Act 1999* (SA).

IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture The proposal outlined in this report aligns with Key Action 3.11: Expand Adelaide’s global reputation as a ‘magnet city’ and UNESCO City of Music, through world class events, live music, festivals and activation.
Policy	This event application has been assessed against the requirements of the Adelaide Events Guidelines 2022.
Consultation	Public consultation has been undertaken under the <i>Local Government Act 1999 (SA)</i> . The Public Consultation ran from 7 - 27 July 2022. Key stakeholders were targeted as part of the public consultation including East End businesses and residents, Hutt Street traders, SA Police, SA Metropolitan Fire Service, Department of Infrastructure and Transport and the City of Norwood, Payneham and St Peters.
Resource	The event will be facilitated within existing resources.
Risk / Legal / Legislative	If the recommendation is supported the Chief Executive Officer will use existing delegated authority to implement the road closure of Bartels Road under the South Australian Road Traffic Act 1961. The Chief Executive Officer, or delegate, will be authorised to prepare and execute a permit under the <i>Local Government Act 1999 (SA)</i> .
Opportunities	This event will result in increased visitation to the Adelaide CBD across the proposed event dates with minimum attendances of 20,000 to 25,000 patrons per day estimated. Secret Sounds anticipate that this event would generate \$10 million dollars of economic uplift to South Australia. Secret Sounds are committed to prioritising the use of South Australian based suppliers, vendors, and industry, to deliver and support the Harvest Rock event.
22/23 Budget Allocation	Not as a result of this report
Proposed 23/24 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	The event organiser would be issued a Single Year Event Licence and road closure permit from 10am on Friday 18 November until 11:59pm on Monday 21 November for the Harvest Rock event.
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

Harvest Rock Event

1. Announced by the former State Government in 2021, Harvest Rock is a new major destination music festival for Adelaide and will showcase the best international, national and South Australian artists. This aligns with Adelaide's status as an internationally recognised UNESCO City of Music which proudly supports live music and events.
2. It is proposed that Harvest Rock takes place on 19 and 20 November 2022 and will be staged in a portion of Rymill Park / Murlawirrapurka (Park 14) and King Rodney Park / Ityamai-itpina (Park 15).

Event Background and Benefits

3. Organised by Secret Sounds, the organisers behind Falls Festival and Splendour in the Grass, Harvest Rock has been designed as a destination music festival for the Adelaide CBD. The Event will be a premium, contemporary celebration of music and food culture, with a high-quality experience for a broad demographic.
4. Harvest Rock will attract music enthusiasts and visitors from interstate and overseas, as well as local and regional visitors to the city's Park Lands, providing a cultural and economic boost to Adelaide's CBD, as well as hotels, hospitality and retail businesses in the associated precincts and surrounds. As the organisers of the Falls Festival and Splendour in the Grass, Secret Sounds have brought demonstrated economic value to those regions where the events are staged, including:
 - 4.1. An enhanced tourist and visitor brand for the local area
 - 4.2. The generation of local employment
 - 4.3. Patrons, artists and staff staying in commercial accommodation in the local area
 - 4.4. Expenditure on food, beverage and general retail by patrons, artists and staff outside the event venue
 - 4.5. Expenditure by event organisers on local staff and services
5. Secret Sounds anticipate that this event would generate \$10 million dollars of economic uplift to South Australia.
6. Event organisers estimate Harvest Rock will attract minimum attendances of 20,000 to 25,000 patrons per day, with 40 per cent of attendees anticipated to be visitors to the State.
7. The organisers are committed to prioritising the use of South Australian based suppliers, vendors, accommodation, and industry, to deliver and support Harvest Rock.
8. The organisers are working with City based 'bricks and mortar' businesses to have them participate and provide some of the curated activations within the event.
9. As a destination music festival, the organisers have noted that they are committed to promoting other businesses and offerings in the City and South Australia more broadly to prospective and actual ticket holders.
10. If the road closure is not approved for this event, Harvest Rock will not be able to proceed in the City of Adelaide. Alternate locations have been explored, but the advice from the applicant is that there is no other location suitable to accommodate the programming and unique setup requirements of this scale of destination music festival in the Adelaide City area.
11. Secret Sounds are a business increasing their operations in Adelaide. Secret Sounds and Live Nation recently announced a new music venue for Adelaide that will open its doors this month, the Hindley Street Music Hall. A \$6 Million, split-level complex at 149 Hindley Street. Hindley Street Music Hall is a venture between Secret Sounds, Live Nation, Five Four Entertainment, and the team behind Brisbane's Fortitude Music Hall and the Triffid. The project is a major redevelopment of the HQ nightclub, which when complete Live Nation anticipates will become Adelaide's premier live music venue, boasting world-class production and audio, and a capacity for 1,800.

Adelaide Event Guidelines

12. The planning and timing of the Harvest Rock event has been in progress since 2021, prior to the State Government announcement of the return of the Adelaide 500 event. It is noted that the community interest in the road closure required for Harvest Rock is amplified due to the return of the Adelaide 500 and the subsequent timing of their road closures following closely after.
13. We have been in discussions with Secret Sounds since late 2021, regarding their proposal for the Harvest Rock event. As with all new events, we have been working with Secret Sounds to refine and consolidate the

details of the proposal, including use of the Park Lands and the reduction in road closure period from 14 days to 4 days. Public consultation is only undertaken once we have received a definitive and final event proposal to ensure we are undertaking accurate and meaningful consultation.

14. A legislative framework exists to guide the management of events across a complex capital city landscape that may require negotiation, variations and solutions in the working relationship between event organisers and the City of Adelaide. The Adelaide Event Guidelines 2022 were presented to Council in February 2022 and noted.
15. These Adelaide Event Guidelines provide a management framework for hosting events in the city. The approaches outlined in these guidelines aim to strike a balance between promoting our city event sites as venues of choice; thereby growing the number of events, and recognising the unique needs of the event sites, local community and surrounding environment. Applications for events are assessed on a case-by-case basis. Harvest Rock has been assessed against the Adelaide Event Guidelines.

Public Consultation

16. Under the *Local Government Act 1999 (SA)*, Council is required to conduct public consultation before it can grant a permit for a business purpose on a road.
17. In this instance the staging of the Harvest Rock event on Bartels Road, if the event requires any part of a road to be temporarily fenced off or closed, which would impede the passage of traffic in that area to a material degree.
18. Public consultation for the application was conducted via Your Say Adelaide between 7 and 27 July 2022 and the responses are included at **Attachment A**.
19. The consultation was on the proposed road closure period of Bartels Road of 7pm on Thursday 17 November until 11:59pm on Monday 21 November 2022 to accommodate the event
20. Public consultation was not undertaken earlier, as while discussions regarding the event have been occurring for some time, it has taken time to reach a point where the full details of Harvest Rock and the interface/coexistence with Adelaide 500 were realised. This included the timing of the road closures for each event and the use of the Park Lands.
21. In response to community feedback and following further scrutiny of event requirements, Secret Sounds have scaled back the proposed road closure period to now commence at 10am on Friday 18 November 2022 and reopen at 11:59pm on Monday 21 November 2022.
22. A summary of the number of submissions received is provided below:
 - 22.1. A total of 142 people visited the Your Say Adelaide webpage
 - 22.2. Of the 142 people, 53 submissions were submitted
 - 22.3. 27 submissions disagree with the proposal
 - 22.4. 20 submissions support the proposal
 - 22.5. 6 submissions were neutral.
 - 22.6. 1 late submission was received, which supported the proposal. This has been included above.
23. Some of the key themes disagreeing with the proposal are and how they have been addressed are as follows:
 - 23.1. It was suggested that bridges across the road be used, rather than closing the road.

This has been discussed with the organisers and road bridges could not adequately or safely support the movement of this size crowd between the two Park Lands. Much more area and width is required than what bridges would accommodate.
 - 23.2. Investigate an alternative location.

Alternate locations have been explored, but the advice from the event organisers is that there is no other location, including Botanic Park and Bonython Park Tulya Wardli (Park 27), suitable to accommodate the programming and unique setup requirements of this scale of destination music festival in the Adelaide City area.
 - 23.3. That people from the East will not be able to access the City.

Rundle Road, Botanic Road and Wakefield Road would all remain open as routes into and out of the City while Bartels Road is closed.
24. Some of the key themes supporting the proposal are as follows:

- 24.1. That the event will bring an economic uplift to the City and provide a boost for the hospitality and retail sector.
- 24.2. That this is a major live music event that will invigorate and stimulate activity in the CBD.
- 25. Targeted consultation was also undertaken by Council with the following emergency services and other authorities, as below:
 - 25.1. SA Police
 - 25.2. SA Metropolitan Fire Service
 - 25.3. SA Ambulance Service
 - 25.4. The Department of Infrastructure and Transport
 - 25.5. City of Norwood, Payneham & St. Peters.
- 26. The feedback from these key stakeholders was generally supportive, particularly following the reduction of the proposed road closure from 14 days to 4 days.

Proposed closure of Bartels Road

- 27. Secret Sounds have proposed to commence the road closure at 10am on Friday 18 November 2022 until 11:59pm on Monday 21 November 2022. This includes the two event days, plus one day prior to and one day after the event dates. In response to feedback through the public consultation process, the organisers have made concentrated efforts to scrutinise and condense the road closure period as much as possible, while also allowing the necessary time to safely setup the road area required for this major event.
- 28. The event will seek to use a section of Bartels Road as part of the event site. As set out in image 1.



Image 1- Event footprint on Bartels Road for Harvest Rock (in yellow)

- 29. The closure of Bartels Road has been requested to:
 - 29.1. Enable the safe movement of the expected large crowds between the two Park Land event sites on either side of Bartels Road. The event plans to create one overall event site spanning parts of Rymill Park / Murlawirrapurka (Park 14), King Rodney Park / Ityamai-itpina (Park 15) and Bartels Road.
 - 29.2. Accommodate setting up of essential event infrastructure required to support the 20,000 to 25,000 strong event attendees.
- 30. The event would require use of the footpaths on either side of the road within the road closure area; therefore a pedestrian and cyclist detour plan would also be developed and implemented while Bartels Road is closed.

31. Local access into East Terrace and Cleo Lane will be maintained for residents at all times.
32. Advance notice signs and detour signs would be implemented as part of a traffic management plan, to assist with access into and out of the City.
33. Further context to this is that the event site needs to allow for the safe and effective movement of the majority of the 20,000 - 25,000 crowd between the two main performance stages located in Rymill Park/ Murlawirrapurka and King Rodney/ Ityamai-itpina Parks. A wide thoroughfare on Bartels Road is essential to support the safe movement of the crowd when the programming switch over for the headline acts occur and throughout the event.
34. The organisers have advised that over the road bridges could not adequately or safely support the movement of this size crowd between the two Park Lands.
35. There is a requirement for some of the event infrastructure and amenities to be located on Bartels Road within the road closure area to allow for efficient servicing. The infrastructure is ancillary to the essential purpose of the road closure which is to safely manage the movement of the crowd.
36. The infrastructure will consist of toilets, some food trucks, astro turf and fencing. Initial plans included activations on the roadway, however through the process of working with CoA to condense the road closure period that infrastructure has been scaled back to bare minimum.

Adelaide 500 Road Closure

37. The Adelaide 500 event closure of Bartels Road is scheduled to occur from 6am Saturday 26 November until 6am Tuesday 6 December 2022. The initial proposal from the SA Motorsport Board for Adelaide 500 was to close Bartels Road on Friday 25 November, however at the request of Council and the Adelaide Economic Development Agency, this has been reduced to begin 24 hours later to accommodate 'Black Friday' trade in the City on Friday 25 November 2022.
38. The City of Adelaide is advocating to the State Government to partner on a support package to improve access to the City during this time and incentives to support the retail sector in the lead into Christmas.

ATTACHMENTS

Attachment A - Public Consultation Responses- Harvest Rock 2022

- END OF REPORT -

ATTACHMENT A – Public Consultation Responses – Harvest Rock Music Festival 2022

Do Not Support			
Level of support to approve the proposed event road closure	Do you have any suggestions on how the event organiser could minimise impacts from the event?	Do you have any further comments regarding the event?	Respondent
Strongly oppose	No road closures for these events.	I support the event in the East End however, the road closure causes the east end day traders to lose trade. The loss of car parking is problematic for visitation and traders. Events need to provide longer consultation periods with the East End community to find alternative solutions to holding major events in the parklands without closing roads for long periods of time and diminishing car parks.	Resident
Strongly oppose	Build a blinking bridge across Bartels if they want to connect the parks like they do for the car race or move it somewhere else!!	No way is this okay on top of the Rundle Road closure and Adelaide 500 closures. An absolute no from me. Bartels is the busiest road into the city. ACCC has already totally annoyed the east and north commuters with the bizarre light show and the closure of Rundle Road. Why is it only the east end of the CBD that has to suffer these events????	Individual
Strongly oppose	Bartels Road does not need to be closed. The Fringe have operated either side of Rundle Road for years with no problems so why does Harvest Music Festival need to close Bartels Road for the duration of the festival?	Really support events in the East End but not when main roads into the precinct need to be closed.	Individual
Strongly oppose	Rymill Pk has turned into an event venue and recently has been inaccessible to residents and visitors to the city. The Fringe, while I support it, had fencing restricting all day time visits from the southern area ..our Parklands are not a paid ticket venue to access	Please reconsider.... there are plenty of other spaces for these events...the car racing will again restrict access. As I said, I support live music, events etc, but this year the Rymill Ok area has not been freely available to residents and visitors.	Resident
Do not support	There is plenty of room in the parklands for the festival to be held in an area that would not require road closure. This event is being held at a time when shopper access to the city is vital for Christmas trade. This is already being disrupted by the Adelaide 500 and any further disruption must be avoided. It is time the retail sector received some respect from ACC.	I applaud ACC for gaining these events for the city, but they must work in tandem with the ratepayers that are the city. Continually blocking off access is not the answer. Whilst 20,000 people may come to the this event each day, there are another 200,000 people that come to city every day that businesses need to survive. We need to make it as easy as possible for them to access us, particularly at that time of year. From the wording of the proposal it seems as though the outcome of this "consultation" has already been decided.	City Business-Grundys

ATTACHMENT A – Public Consultation Responses – Harvest Rock Music Festival 2022

		When will ACC genuinely participate in consultation that shapes it's decisions, rather than what is effectively just notification.	
Strongly oppose	This letter should duly serve as our firm objection for Harvest Rock Music Festival, or any other event or installation to use Bartels Road as a performance or service space in 2022 and beyond. Bartels Road is an integral access road for commuters and visitors in and out of the East End and also houses well utilised carparks and motorcycle spaces.	<p>We note in the 'Have Your Say' information online, that the Harvest Rock Music Festival mention the reason to close Bartels Road for the duration of the event is because Bartels Road intersects both Parklands where the event will be held; The Fringe successfully uses parklands on either side of Rundle Road to house the Garden of Unearthly Delights and Gluttony without needing to close Rundle Road, so we feel that this reason is invalid.</p> <p>Although we welcome events to the East End and the footfall to traders that they bring, we do not support the closure of access roads in order for such events to operate.</p>	East End Coordination Group
Strongly oppose	We already are restricted with the stupid car race in Dec 2022 which defies green election promises	Move them to the western parklands	Individual
Strongly oppose	Use a road bridge	I am a resident of the East End. Whilst I am prepared to support local traders and the wider community to gain benefit from events such as Harvest Rock, planning for such events should include consideration of the needs of local residents. Large scale events at the East End are becoming more and more frequent and more and more intrusive on the rights of local residents. The current Illuminate Adelaide is a case in point where Rundle Road has been closed for 3 months. In the face of residents' opposition to such a curtailment of access to this frequently used road, we were assured it was a "one off" due to circumstances which, in my opinion, should have been foreseen and appropriately planned for in the initial planning stage. There was little or no consultation as to the impact of this closure on local residents. Now we are faced with another road closure at short notice, again with no apparent consideration of how this impacts on local residents who are of	Resident

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		course local rate-payers. There appears little attempt by Council to embrace the fact that the East End is in fact a substantial residential environment, encouraged as such by previous Councils and State Governments, as well as being a commercial precinct. The local parklands are substantially closed or restricted in access to local residents for significant parts of the year including easy access, ironically, to the purpose built Disability access playground in Rymill Park. As a ratepayer and resident I am becoming severely disillusioned with the seemingly obvious fact that Adelaide City Council views its residents in the East End as second class citizens with little or no say over the use of local facilities, including service roads, which in normal and respectful circumstances would be given paramount consideration.	
Strongly oppose	Put the rate paying residents and businesses first by not allowing the road closure which impacts everyone's lives negatively. Please use another site.	Seriously, all these events are impacting us badly with noise and road closures. It's secondary to the well-being of residents and business owners alike.	Resident
Strongly oppose	Do not close any roads except for emergencies such as fire, and certainly not for frivolous reasons like music festivals or running races. The Wayville Showground exists for this type of event. People living nearby do not necessarily want to listen to loud amplified music.	In all decency you should visit neighbouring houses and ask people if they are likely to be bothered by the event. Then provide alternate accommodation. It would be better to move, or cancel, the event.	Resident
Strongly oppose		Closing heavily used roads through the Parklands causes too much inconvenience. There seems to me to be an increasing numbers of occasions when promoters of events want to have roads closed for their own commercial benefit.	Individual
Strongly oppose	Build over road bridges at their own expense.	Enough is enough. No more nonsense closing roads to the eastern suburbs.	Resident

ATTACHMENT A – Public Consultation Responses – Harvest Rock Music Festival 2022

Strongly oppose		Don't close a road when there is already huge disruption because of the car race. There's over 750 hectares of parkland to hold the event in. Do you really need to close a busy road for four days? Can't believe this is even being considered.	Resident
Strongly oppose	Surely there are other spaces within our parklands which can be used without having to close a road. Womad is an example.	Traffic disruption to Bartels rd should not be considered EVER as it has a severe effect on city traffic flow into the city. This traffic flow has already been badly affected by other decisions within the city centre. Soon no one will drive into the city as it becomes too difficult. As public transport is inadequate to entice increased use, effects need to be made to ease traffic flow to and within the city.	Individual
Strongly oppose	Have event in the middle of Victoria Park.	There are too many events in the East End parklands, so much so that enjoyment of the parklands are severely compromised and a blight on the landscape.	Resident
Strongly oppose		No Answer	Individual
Do not support	Hold it at another venue. There already too many road closures in this part of the city. It causes too many disruptions to public transport. The residents of the eastern suburbs do not need any more disruptions, including changing public transport routes!	Change the venue. We do not need more disruptions and closures.	Individual
Do not support	The closure of Bartels Road brings significant disruption to many people on eastern side of the city. Is it not possible to confine the events to the actual parklands and provide pedestrian bridges across Bartels Road as is done for the Adelaide 500? These could be installed and removed overnight creating much less disruption.	As residents that make much use of Rymill Park and Park 14 for relaxation and pleasure; and also of Bartels Road to access the city we are more concerned about the general trend in nearby road closures and events that excise portions of the parks from public access, and produce high noise levels. Currently we have up to 50% of Rymill Park excised for upgrade works, Rundle Road closed for access to the city; shortly we will have Adelaide 500, and then the various summer festivals. In our opinion the Council should seek alternatives to closing the roads and parks for most of these events although we accept that to stage Adelaide 500 does require such closures.	Individual

ATTACHMENT A – Public Consultation Responses – Harvest Rock Music Festival 2022

Strongly oppose	Provide adequate provisions for disruptions to pedestrians, buses and bicycles	Current closure of Rundle St E is example of poor planning for disrupted bus routes - for all road users.	Individual
Strongly Oppose			East End Residents Group
Strongly oppose		<p>Please accept this email as our submission to the Your Say consultation for the proposed closure of Bartels Road for the Harvest Rock Festival in November 2022. We are residents and ratepayers of the City of Adelaide, in Central Ward.</p> <p>We strongly oppose the proposed closure of Bartels Road for this purpose.</p> <p>We note the letter dated 9 June 2022 from Clare Mockler, CEO of the City of Adelaide, stating that the closure of Rundle Road for Illuminate Adelaide was a “one-off occurrence” as a result of “specific and exceptional circumstances”.</p> <p>To now propose closing Bartels Road is disingenuous – if not devious and, frankly, dishonest.</p> <p>Based on Clare Mockler’s assurance, this new proposal should never have got to the consultation stage – when it was proposed, the answer should simply have been NO.</p> <p>The proposed closure is the weekend before the closure of Bartels Road for the Adelaide 500 event, meaning that the road would be closed for a total of 10 business days and 3 weekends in a 3 week period leading into the busy Christmas season.</p> <p>To repeat what we said in relation to the Rundle Road closure: Bartels Road is, to state the obvious, a road. The purpose of roads is, to again state the obvious, to provide traffic access, not to become event spaces – the two are completely, and</p>	Resident

ATTACHMENT A – Public Consultation Responses – Harvest Rock Music Festival 2022

		<p>obviously, incompatible. The idea that a road could be proposed as an event space defies common sense.</p> <p>We support events in the city, including within the parklands – however we do not support road closures, for the simple and obvious reasons stated above.</p> <p>(That said, we are also becoming concerned that the parklands are increasingly being seen as event spaces, whereas they are parklands first and foremost – they are on the National Heritage list, and moves are afoot for World Heritage listing, due to their beauty and value as parklands and that’s something that all of us should be proud and protective of. There should, in our opinion, be clear guidelines for what events can occur in which parks, how often, how they should be set up, how long they should last including set up and strike down, and so on. But that’s another issue for another time.)</p>	
<p>Strongly oppose</p>	<p>Please accept this submission to the Have Your Say consultation for the proposed closure of Bartels Road for the Harvest Rock Event in November 2022. This submission has been prepared in consultation with representatives of the East End Presiding Officers Group who represent residents living in nine apartment buildings in the Garden East Precinct. Some of the Community Corporations also have local business owners as members. We have also consulted with the East End Coordinating Group.</p>	<p>1. The closure of main city access roads should not become a norm.</p> <p>Residents and local businesses were advised very late in the planning process on the need to close Rundle Road to enable the staging of this year’s illuminate Adelaide on Rundle Road.</p> <p>Residents and local business reluctantly acquiesced to this request and were subsequently given an assurance by the Council that this would be a one-off occurrence.</p> <p>There has been significant disruption and traffic congestion caused by the Rundle Road closure. On road parking in Rundle Road, East Tce and Bartels Rd are important to shoppers and visitors to cafes and eateries in the East End.</p> <p>Within weeks there was a proposed motion by Cr Martin to close Rundle Rd for the duration of the Adelaide Fringe. There was significant push back by the community. The motion was withdrawn.</p>	<p>Garden East Presiding Officers Group (East End Residents)</p>

ATTACHMENT A – Public Consultation Responses – Harvest Rock Music Festival 2022

		<p>Now there is a proposal to close Bartels Rd so that it can be used to provide safe passage for pedestrians moving between Harvest Rock Event activities being staged on parks 14 and 15. The proposal implies that there may also be activity on the road. This all sounds rather opportunistic and should be more closely scrutinised.</p> <p>The East End Parklands have been used extensively for concerts, festivals etc. Main city access roads do not need to be closed to stage such events. The Adelaide 500 which will host this year's Supercars 2022 finale is an exception. It is a road race. Main road access should be maintained as far as possible even for these road events and historically this has been done.</p> <p>2. The Council's community consultation on this matter is flawed.</p> <p>Authorities undertake consultation when they want to engage with stakeholders and community more generally. This might better be referred to as community engagement. However, consultation based on short turnaround times, when few people are aware it is happening, and details are scant can be problematic. The Council's 'Your Say Adelaide' communications can be a great consultation mechanism when part of a broader strategy.</p> <p>We are concerned that the 'Your Say' on the proposed Battels Road closure is little more than a flick and tick exercise. It is about the decision not the planning and management process.</p> <p>Furthermore, it is contrary to the spirit of Council's recent advice regarding road closures on main city access roads. In particular, I refer to the assurance given by Council that the current Rundle Road closure will be a one off.</p> <p>Council is currently in the process of significantly upgrading Rymill Park/Murlawirrapurka (Park 14) with event infrastructure, so it is concerning and confusing that before this</p>	
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ATTACHMENT A – Public Consultation Responses – Harvest Rock Music Festival 2022

		<p>process is even finished that there is a request for main road space to run the very events that the park upgrade is meant to be catering for.</p> <p>One can not but ask whether the request is simply opportunistic, so it is not surprising that residents, East End businesses, and the broader community might be concerned about the impact on city traders, residents, and commuters by temporary closures of main city access roads.</p> <p>3. The increasing corporatisation of parkland facilities is not working in the interests of community.</p> <p>While there is strong support for events which are staged in the East End parklands including Victoria Park, Botanic Park and possibly soon open space in Lot 14, the impact of the increasing corporatisation of parkland facilities needs to be given greater consideration both in the planning phases and in an ongoing context, in the management of these facilities.</p> <p>Community access to parklands is paramount.</p> <p>Temporary structures should be removed as soon as possible.</p> <p>4. The parklands are a critical part of living, working, and playing in the East End.</p> <p>The East End Coordination Group is currently working on a vision and plan for the East End Precinct.</p> <p>One of the key emerging interests from phase one of the study is the level of connectivity people are making with the parklands.</p> <p>The diversity of activities which can be enjoyed in the parklands is very important and is a big part of the rich tapestry of the East End.</p> <p>Major events like the Fringe festival have become part of this rich tapestry and over time Festival organisers, Council, the</p>	
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		<p>State Government, business, and residents have worked through the challenges to make the Fringe festival as good as it is. The Fringe festival is much anticipated by the community because it has become part of the community.</p> <p>We strongly oppose the proposed closure of Bartels Road for the purpose of assisting to stage this year’s Harvest Rock Festival.</p> <p>If the closure of Bartels Road from the 17-21 November was going to be critical to being able to stage this event organisers and authorities should have made the public aware of their plans many months ago.</p> <p>Other measures should be considered to ensure the safety of pedestrians moving between the parks.</p> <p>The road space does not need to be used to conduct support activities. There is plenty of park space.</p> <p>The road closure will have a negative impact on commuter access to the southern and eastern business and residential districts.</p> <p>The applicant acknowledges in their own document that main road access via Bartels Road will be important for the Black Friday ‘sales’ but we suggest that traders are equally concerned about trading on 18-20 November.</p>	
Strongly oppose		<p>I am very much opposed to the road closure for the Harvest Rock Music Festival.</p> <p>Why can't the music festival be conducted on one side or the other of Bartels Road? Why both sides with a proposal to close Bartels Road? If for some unfathomable reason, best known to the Promoter and possibly to yourselves, both sides of Bartels Road are needed then why not insist the Promoter provide a temporary footbridge(s), similar to those used during the Adelaide 500 car race so that those attending can safely cross Bartels Road and so that Bartels Road can remain open to traffic? {In view of the fact that the Adelaide 500 will be run on ist-4</p>	Resident

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		<p>th December I wonder if Bartels Road will reopen at all prior to the Adelaide 500 if it is closed for the music festival. Maybe those footbridges will already be in place by 17th November!) I am beginning to wonder if roads leading into the city from the east are now there mainly for the benefit of the Promoters of events rather than for the benefit of those trying to get into the city on foot, bike or car. I am also wondering if the Eastern Parklands are now also there mainly for the benefit of these Promoters of events rather than for the enjoyment of the public. I am also wondering if footpaths in the CBD are now there mainly for the benefit of the companies that own scooters and for the benefit of the owners of cafes rather than for the benefit of pedestrians who now need to avoid e-scooters and try to wend their way around cafe tables and chairs.</p> <p>Could I suggest that whoever wrote the flyer and the online information in relation to the music festival NOT be part of the decision making process as that person seems to be so much in favour of what is proposed as to have a real, or at the very least, a perceived conflict of interest.</p>	
Do not support	<p>Ensure that the music does not go beyond 11pm in the evenings. We live In East Terrace off Bartels Road and the organisers should be aware that the attendees at music events do not immediately leave the vicinity, and often make a lot of noise while they are leaving. They should be encouraged to leave the venue promptly. The organisers should also ensure that the music levels (especially the bass) does not penetrate the windows of the houses in East Terrace (as the Fringe Gluttony events do!).</p>	<p>It would have been helpful is the information did not just relate to the times of the proposed closure of Bartels Road, but also included the proposed days/times for events on the two stages.</p>	Resident
Do not support	<p>Leave road open and create a bridge or pedestrian crossing.</p>	<p>The closure of Rundle Rd on Sunday 23 July caused absolute gridlock traffic conditions. I am amazed Council would consider closing a major access road to the CBD again. We have extensive parklands to host all kinds of events. There is absolutely no need in our city to close roads to stage events like this.</p>	Individual

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Strongly oppose	Don't see why the roads need to be closed for all events. Happy for the event to proceed just don't close the road.	By shutting the roads it stop flowing traffic to Hutt street. All past events when the roads are closed you notice a significant drop in trade. All good for the east end they prosper meanwhile everyone else suffers. Hutt street is all ready congested during peak hours this will only add to the problem.	City Business- Bici Espresso
Strongly oppose	No road closure	I have no problems with the event just the proposed road closure. Find a different way of assisting people to cross between parks.	Resident

SUPPORT			
Level of support to approve the proposed event road closure	Do you have any suggestions on how the event organiser could minimise impacts from the event?	Do you have any further comments regarding the event?	Respondent
Strongly support	ACC has shown they are capable of hosting large events in the CBD. Look at Adelaide 500 event for one.	Great driver to get tourism into Adelaide and continue to boost our hospitality and retail sector. All for a small inconvenience.	Individual
Strongly support	Arrangements for events like WOMAD and the Fringe in similar locations work well. I think signage around the area and surrounding areas advising of alternate routes is a good idea.	Will be good to see another national/international event in Adelaide.	Individual
Strongly support		Strongly support this festival and other festivals held in the east end. Please do as much as possible to bring people to the east end!	City Business- The Exeter Hotel

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Strongly support		Great idea & support more events like this or similar. Anything to activate the CBD & surrounds.	Individual
Strongly support			Resident
Strongly support		We appreciate events such as this bringing people into the city	City Business- Rhino Room
Strongly support		Our business would greatly benefit from additional activation in the precinct. We understand the need for road closures and changes to the trading environment to facilitate events. We believe the positive impacts and flow on effect is very worthwhile. We also believe that as a UNESCO City of Music it's important to host these events. We need to be active, visible and engaged to ensure all benefit and maximise the opportunities. Thank you.	City Business- The Howling Owl
Strongly support	Close Rundle Street for a street party on the Friday and Saturday night also and divert traffic	Run a participating venue register for business in the East end, with special offers and discounts listed. Offer Marque opportunities for sale of food and liquor to east end business not able to participate directly from Rundle Street, i.e. business located in Pulteney street.	City Business- Legends Bar
Support	Send emails/text messages to affected commuters. Pay a fee towards improving the Park Lands.	Road closures for these events are best avoided and need to be limited on a yearly basis.	Individual
Strongly support			Individual
Strongly support			City Business- Grand Chancellor Hotel

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Strongly Support		Strongly support	Resident
Strongly support		This is a major live music event that will invigorate and stimulate activity in the CBD and bring a density of people into the East End. Music SA strongly supports this event.	Music SA
Strongly Support			Individual
Strongly Support			Individual
Strongly support	Perhaps multiple entry & exits, so the crowd would not dominate one area & would maybe help spread the crowd towards venues in different areas of the city.	I think this is a fantastic idea!	City Business- The Arab Steed Hotel
Strongly support	No Answer		City Business
Strongly support		I strongly support the application for a temporary road closure of Bartels Road – between East Terrace and Dequetteville Terrace from 7.00pm Thursday 17 November to 11.59pm Monday 21 November for the staging of the Harvest Rock Music Festival on 19 and 20 November 2022 at Rymill Park / Murlawirrapurka (Park 14) and King Rodney Park / Ityamai-itpina (Park 15). Secret Sounds, one of Australia’s premier festival and event producers, is excited to present Harvest Rock Music Festival in Adelaide, a city that is internationally recognised as a UNESCO City of Music which proudly supports live music and events. Harvest Rock is a new two-day, all ages, major international music festival with an emphasis on SA food and wine, which will be held annually and exclusively in Adelaide from 2022 to 2024. The first edition of Harvest Rock will take place on Saturday 19 and Sunday 20 November 2022 and will be staged across Rymill Park / Murlawirrapurka (Park 14) and King Rodney Park / Ityamai-itpina (Park 15), including a number of activations, amenities and stalls	Secret Sounds

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		<p>across Bartels Road that will link the two stages. Harvest Rock will become a destination music festival providing a unique proposition on the Australian music calendar, featuring iconic international artists, leading Australian artists, and will showcase the state’s premium food and wine, via culinary stages and pop-up cellar doors, curated by world renowned iconic South Australian locals, as well as art installations, VIP corporate experiences, and a ‘Little Harvest’ space for families. The use of Bartels Road for the event is a key safety consideration and will act as conduit between Rymill and King Rodney Parks to facilitate the safe movement of the crowd between the two main performance stages. The closure of Bartels Road outside of the event period has been requested to accommodate setting up and packing down marquees, fencing, décor, amenities, food and beverage offerings for attendees that will be located on the road area. We appreciate the concerns of the community, road users and businesses in the CBD and want to ensure that we work with the City of Adelaide council and key stakeholders to realise the benefits that Harvest Rock will bring to Adelaide. Our organisation works closely with numerous councils throughout Australia presenting festivals and events to ensure that the best outcomes, both economic and community amenity, along with maximum opportunities are achieved for the community and businesses alike. Some identified benefits and opportunities that Harvest Rock will bring to Adelaide are outlined below:</p> <ul style="list-style-type: none"> • Harvest Rock will showcase the best international and domestic artists along with the finest wine producers, chefs and produce South Australia has to offer. • Harvest Rock will attract visitors from interstate and overseas, as well as local and regional visitors to the Adelaide CBD and city’s parklands. • The festival will provide an economic boost to Adelaide’s CBD, as well as hotels, restaurants, retailers and businesses, in the associated precincts and surrounds. 	
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		<ul style="list-style-type: none"> • Harvest Rock will draw upon businesses in the CBD to participate at the event through satellite stalls and activations. • The spill on effect on the event days pre and post the event with a high yield attendee demographic is expected to be significant through attending local restaurants and bars. • Harvest Rock will attract minimum attendances of 20,000 to 25,000 patrons per day in year one, growing to 30,000 patrons per day in year three, with aspiration of 40 per cent of attendees (10,000+) being visitors to the state annually. • Marketing and publicity for Harvest Rock will expand to encompass Adelaide CBD as a destination highlighting businesses and destinations throughout the city. This will be done in conjunction with City of Adelaide Council and South Australian Tourism Commission. • It is estimated Harvest Rock will inject millions of dollars annually into South Australia’s economy, with a significant portion of this benefit being attributed to Adelaide city. • Being shut down for almost two years, the anticipation for the return of live music and events has been felt deeply within music fans, artists, suppliers, and the music industry. Harvest Rock will provide music enthusiasts and the broader community something to look forward to as we emerge from the pandemic. • Secret Sounds are committed to prioritising the use of Adelaide and South Australian based suppliers, vendors, and industry, to deliver and support Harvest Rock. • The long-term vision for Harvest Rock, is that it will become an annual, iconic major event on Australia’s event calendar, exclusively staged in Adelaide, that will attract thousands of visitors and deliver millions in economic benefit for the city and state. In closing, Secret Sounds looks forward to delivering Harvest Rock in Adelaide and working to ensure that the benefits 	
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		to community and business minimise any impacts through a long partnership.	
Strongly Support	<p>Adelaide City of Music Ltd supports the Harvest Festival and the proposed closure of Bartel’s road as outlined on the consultation website.</p> <p>Adelaide's designation as a UNESCO City of Music not only reflects the strength and diversity of the state’s music industry, it reflects the support the state provide’s the sector through positive regulatory reform, development initiatives, and infrastructure investment.</p> <p>This support has enabled the growth in festivals and events through out the year and attracts domestic and international visitors, business, workers and artists to the city.</p> <p>Adelaide’s CBD is still suffering from the effects of Covid and festivals have been an important catalyst in attracting people back to the city. The recent Guitar Festival, Cabaret Festival, Umbrella Festival, and Illuminate Festivals have all been successful in bringing people back the CBD.</p> <p>The city has shown that it can handle short term road closures for public events when they are adequately promoted. Even at the height of the March Festival Season people are not discouraged from visiting and shopping in the CBD.</p> <p>Where there have been concerns from businesses in the past regarding festivals in the CBD and the effect they have on businesses, the State Government and the City of Adelaide have responded with innovative measures that promote and enhance visitor experiences.</p> <p>AUCOM believes that any concerns about the effect of road closures might have on CBD business are negligible and can be addressed in a way that actively promotes visitors to the CBD</p>		Adelaide UNESCO City of Music

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Strongly support		Just close the road	Individual
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NEUTRAL

Level of support to approve the proposed event road closure	Do you have any suggestions on how the event organiser could minimise impacts from the event?	Do you have any further comments regarding the event?	Respondent
Neutral	<p>The botanic gardens have hosted music events for many years with crowds of 25,000 previously. These events have caused very minimal interference to residents and motorists. Yet suddenly, the ACC finds it can host an event over 4 days with the closure of a main arterial road into and out of the city without any alternative plan to relieve the pressure on residents and motorists.</p> <p>If the event must be held at Rymill Park / Murlawirrapurka (Park 14) and King Rodney Park / Ityamai-itpina (Park 15) then surely the ACC can open Bartels rd for the morning peak hour 7.30 -900 am and afternoon 430 - 600 on Friday. You could install a temporary pedestrian crossing half way along Bartels rd. This could be attended and supervised by the traffic management personnel.</p> <p>By allowing traffic (cyclists and motorists) to flow during the busiest times, the frustration of motorists and residents can be minimised and these people wont feel like they have been forgotten or not respected as the everyday users of our wonderful city area.</p> <p>If the event must be operated at the reported area, providing the residents and motorists ample notice or alterative routes which will not add to the already bustling peak hour traffic</p>		Individual
Neutral		<p><i>Advice below provided by Department of Infrastructure and Transport representative via email on advice that the road closure period had been reduced to the current proposal of 10am on 18/11/222 until 23:59 on 21/11/22:</i></p> <p>'As discussed, similar impacts are expected for each morning and afternoon peak while the road is closed. The current proposal significantly reduces the number of these peak interruptions</p>	Department of Infrastructure and Transport

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		compared to the original proposal from some weeks ago, which is a credit to all involved'.	
Neutral	Events are important for the State and should be maintained, however if any road closure is required for the event it should be minimised to reduce traffic pressure.	This event is extending the impact of road closures in the east parklands due to it preceding the Adelaide 500. This event and the Adelaide 500 require the closure of public infrastructure and roadways on major city access routes on a multi event basis.	CBC School
Neutral		You haven't listed specific detail. I don't oppose concerts - they are great. But please don't block access for pedestrians and cyclists. The impact on them in time to find alternate routes is huge as opposed to cars. Pedestrians and cyclists are trying to proactively reduce the impact on the environment, yet these continual blockages of the east parklands is detrimental to encouraging people to find green transportation modes. You say you want to be a pedestrian friendly city, will you need to start walking the talk.	Individual
Neutral			Individual
Neutral		No issues to raise	City of Norwood, Payneham and St Peters