

# Proposed Road Closure for Harvest Rock 2023

Tuesday, 6 June 2023  
City Community Services and Culture Committee

Strategic Alignment - Dynamic City Culture

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Public

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Shaping

## EXECUTIVE SUMMARY

The City of Adelaide has received an application from Harvest Rock Pty Ltd (the Event) to close a portion of Bartels Road from Dequetteville Terrace to East Terrace from 7:01pm on Tuesday 24 October 2023 to 11:59pm on Monday 30 October 2023 for Harvest Rock 2023 (seven days).

The purpose of this report is to seek a decision from Council on that application.

Administration has worked with the Event to reduce the initial term requested for 2023 from 11 days to eight days and now to just over six days. The Event advises that this period is the minimum that they can safely facilitate bump-in to bump-out of the road area, based on their experience with the 2022 event road closure term.

The Event has advised that without the requested use of Bartels Road, the event will not be able to proceed.

As required under section 223 of the *Local Government Act 1999 (SA)*, a 21-day formal public consultation has been completed for the road closure application. The results of the consultation are included in this report and have been considered in forming the recommendation, which included no objections from key stakeholder agencies and 11 submissions through the consultation with 7 in support and 4 that disagreed with the proposal.

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## RECOMMENDATION

The following recommendation will be presented to Council on 13 June 2023 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL  
THAT COUNCIL

1. Receives the outcomes of public consultation 'Harvest Rock 2023 – Temporary Closure of Bartels Road' as per Attachment A to Item 4.1 on the Agenda for the meeting of the City Community Services and Culture Committee meeting held on 6 June 2023.
  2. Approves the application from Harvest Rock Pty Ltd to close a portion of Bartels Road from Dequetteville Terrace to East Terrace as per section 33(1) of the *Road Traffic Act (1961)* from 7:01pm on Tuesday 24 October 2023 to 11:59pm on Monday 30 October 2023 for Harvest Rock 2023.
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## IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	<p><b>Strategic Alignment – Dynamic City Culture</b></p> <p>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.</p>
Policy	This event application has been assessed against the requirements of the Adelaide Events Guidelines 2022.
Consultation	<p>Public consultation has been undertaken under section 223 of the <i>Local Government Act 1999 (SA)</i>.</p> <p>The Public Consultation ran from 5 May to 25 May 2023. Key stakeholders were targeted as part of the public consultation including the Department for Infrastructure and Transport, Emergency Services, the City of Norwood, Payneham and St Peters, East End businesses and residents and Hutt Street traders.</p>
Resource	The event will be facilitated within existing resources.
Risk / Legal / Legislative	<p>The Chief Executive Officer has delegation to consent to the road closure under Section 33 of the <i>Road Traffic Act (1961)</i>.</p> <p>At its meeting on 11 April 2023, Council resolved a report on the proposed temporary road closure for Harvest Rock 2023 be brought to Council for decision, which is the purpose of this report.</p>
Opportunities	<p>This event will result in projected increased visitation to the Adelaide CBD across the proposed event dates with up to 25,000 patrons per day.</p> <p>The South Australian Tourism Commission (SATC) reported that the inaugural Harvest Rock festival generated a return of \$16.5 million in total economic activity for Adelaide. It is anticipated that it will reach or exceed this return in 2023.</p> <p>The event organiser is committed to prioritising the use of South Australian based suppliers, vendors, and industry to deliver and support Harvest Rock.</p> <p>Adelaide is internationally recognised as a UNESCO City of Music which proudly supports live music and events.</p> <p>A portion of Rymill Park / Murlawirrapurka will be unavailable for Harvest Rock to occupy in 2023 due to the worksite requirements of the Rymill Lake renewal project, which will be underway at this time. The works will establish a compound area that will occupy space in Rymill Park / Murlawirrapurka used by the event in 2022. The road area will accommodate relocation of some of that critical event infrastructure.</p>
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	If approved, the event would be issued a road closure permit for the term of the road closure (for use of Bartels Road) and a single year event licence (for use of the Park Lands).
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 description

1. Harvest Rock is a major two-day music festival featuring Australian and international artists with a focus on showcasing South Australian food and beverage offerings. In 2023, the event will include top tier dining options, food trucks, curated spaces, a cellar door pop-up, champagne bar, and a beer garden.
2. The festival debuted in Adelaide in November 2022 and has been announced by the organiser as a planned annual event for the city.

## Harvest Rock 2022 road closure

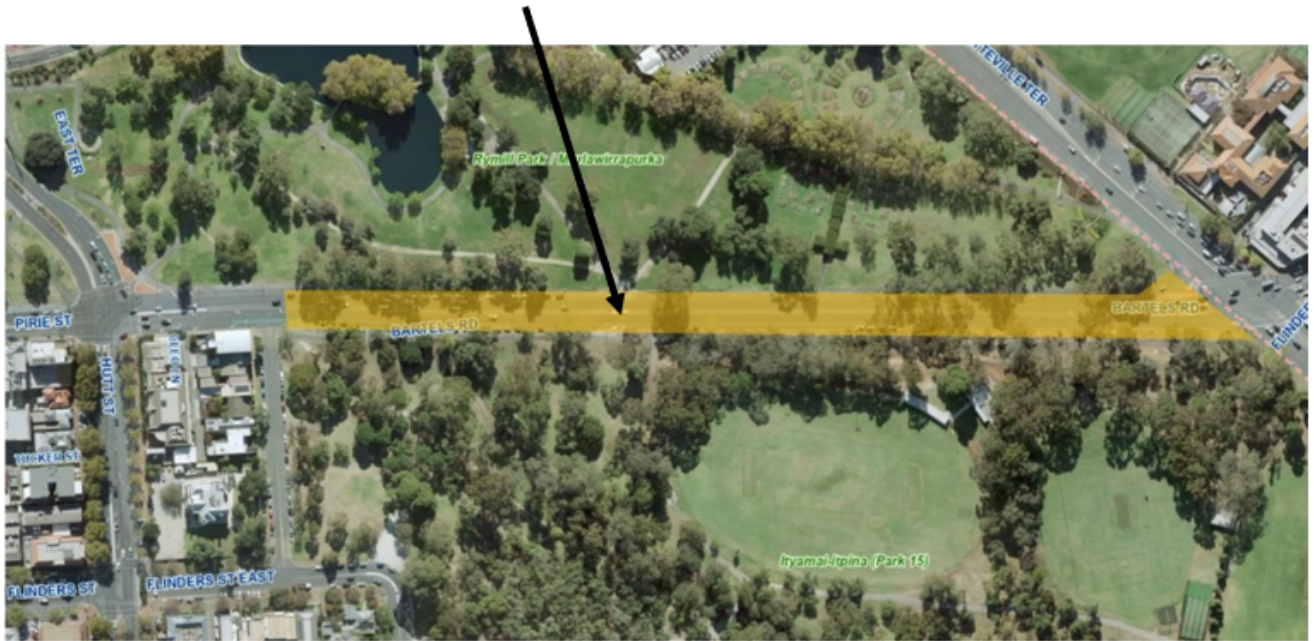
3. In 2022, Harvest Rock Pty Ltd (the Event) applied to Council to close a portion of Bartels Road between Dequetteville Terrace and East Terrace for a period of four days.
4. On 4 August 2022, Council resolved to not approve the four-day closure of Bartels Road.
5. Council communicated support for the event to occur in the Park Lands but did not support the closure of Bartels Road, following consultation feedback from businesses and residents.
6. It is noted the 2022 event impacts in the eastern Park Lands and surrounding roads were intensified by the announcement of the return of the VALO Adelaide 500 event, requiring an extended occupation of the Park Lands and road closures, the placement of Illuminate Adelaide on Rundle Road due to infrastructure works in Rymill Park and the introduction of Harvest Rock.
7. Following the decision of Council, the Minister for Tourism declared the Harvest Rock 2022 a Major Event, pursuant to section 6B of the *Major Events Act 2013* (the Declaration), and the road closure was enacted via that legislation.
8. The event organiser has advised that there were a number of challenges experienced in 2022 due to the limited four-day road closure period. The approved four-day road closure only allowed 24 hours to bump in and construct an extensive set up on Bartels Road, which the event organiser has advised was untenable and had significant flow on effects to the event operations including:
  - 8.1. Delay in opening the event on the first day of operation, Saturday 19 November 2022, due to continuing set up of Bartels Road infrastructure to a safe operating standard. This delay was a direct result of the limited bump in time, with the Bartels Road closure being enacted from 10:00am on Friday 18 November 2022.
  - 8.2. Staff fatigue management – the event organiser advises there is a limited ability to operate split shifts in the current environment within a restrictive timeframe. They note additional time is required to support a safe and efficient work environment.

## Harvest Rock 2023 event application

9. Harvest Rock Pty Ltd (the Event) has applied to stage the event on Saturday 28 October and Sunday 29 October 2023 in Rymill Park / Murlawirrapurka, King Rodney Park / Ityamai-itpina and on a portion of Bartels Road.
10. The Event advises that anticipated attendance is up to 25,000 patrons per day.
11. The Event has applied to close a portion of Bartels Road from Dequetteville Terrace to East Terrace from 7:01pm on Tuesday 24 October 2023 to 11:59pm on Monday 30 October 2023, which is a period of just over six full days. The additional road closure time requested in 2023 is an increase of just over two days from the Harvest Rock 2022 road closure. Administration has worked with the event to reduce the initial term requested for 2023 from 11 days to eight days and now to just over six days.
12. The purpose of the proposed road closure is to enable the necessary and safe movement of the large crowds between the two Park Land event sites on either side of Bartels Road. The Event plans to create one overall event site as they did in 2022, spanning parts of Rymill Park / Murlawirrapurka (Park 14), King Rodney Park / Ityamai-itpina (Park 15) and Bartels Road. At any one time, thousands of people will be crossing Bartels Road to navigate between the main stages and a wide thoroughfare on Bartels Road is essential to support the safe movement of the crowd through the site.

- 13. The road closure area is shown in **Figure 1**.

**Figure 1.** Bartels Road closure area



- 14. The Event's crowd management analysis has concluded that movement of this volume of people could not be facilitated through other options such as road overpass structures, similar to those used by the VALO Adelaide 500. Refer **Figure 2**. for images of people movements observed on the roadway at Harvest Rock 2022.

**Figure 2.** Images of people movements observed on the roadway at Harvest Rock 2022



- 15. The Rymill Park Lake renewal project will establish a works compound that will occupy space previously used by the event to house essential infrastructure in 2022. Some of that infrastructure will be relocated to the road area to enable provision of necessary amenities and efficient servicing of the crowd of up to 25,000 people per day.



16. During the road closure the schedule provided by Harvest Rock would be as follows:

DAY	DATES	DETAILS
1	Tuesday 24 October 2023- from 7:01pm (after peak hour)	Set up and building of infrastructure on Bartels Road
2	Wednesday 25 October 2023	Set up and building of infrastructure on Bartels Road
3	Thursday 26 October 2023	Set up and building of infrastructure on Bartels Road
4	Friday 27 October 2023	Set up and building of infrastructure on Bartels Road
5	Saturday 28 October 2023	Harvest Rock Event Day 1
6	Sunday 29 October 2023	Harvest Rock Event Day 2
7	Monday 30 October 2023 (until 11.59pm)	Bump out infrastructure on Bartels Road

### Event Economic Impacts

17. Economic benefits from the Harvest Rock 2022 event have been reported by the SATC as follows:
- 17.1. Harvest Rock generated \$16.5 million in total economic activity for Adelaide.
  - 17.2. A total of 23,940 people attended the festival over two days.
  - 17.3. Almost 7,000 attendees were from interstate and overseas, making up approximately 30 per cent of the total festival attendance.
  - 17.4. Visitors stayed an average of 4.5 nights in South Australia (3.3 nights in the CBD).
  - 17.5. Attracted a diverse audience, with attendees spread broadly across the 20-60 age range.
  - 17.6. The festival saw the highest average hotel room bookings over any weekend (Friday and Saturday) in 2022. With an average of 8,824 room nights occupied over the Friday and Saturday of the inaugural Harvest Rock festival, it was the best occupancy weekend in 2022.
  - 17.7. The Saturday of Harvest Rock saw 9,105 room nights occupied across Adelaide accommodation, driving occupancy to 91 per cent – at the time, the highest occupancy rate post-pandemic.
18. Through surveys undertaken by the East End Coordination Group (EECG) following Harvest Rock 2022, the EECG have reported that 65 per cent of businesses in the precinct noted a positive increase to visitation, and 58 per cent reported a positive increase in sales and general trade through the Harvest Rock 2022 event.
19. Spendmapp data shows there was an increase of \$2,900,694 total spend across the City of Adelaide on the Harvest Rock 2022 events days, compared to the weekend prior.
20. Spendmapp data shows that across the City of Adelaide on the two days that Bartels Road was closed either side of the event days, there was an increase of \$1,236,211 spend when compared with the week prior.
21. Spendmapp data therefore demonstrates there was an overall increase of \$4,136,905 spend across the City of Adelaide during the four-day road closure of Bartels Road for Harvest Rock 2022, when compared to the week prior.
22. Based on the economic impact data reported by the SATC and the Spendmapp data, there was no reportable economic loss to the City during the Bartels Road closure for Harvest Rock 2022.
23. The event projects that the economic benefits from Harvest Rock 2023 will be greater than those achieved from the 2022 event. The event notes this will be achieved by an earlier announcement of event dates than in 2022, the event now having an established identity locally and in the Australian music festival market and that in 2023 there are more flights scheduled into Adelaide.
24. Potential economic impacts associated with traffic congestion for the proposed seven-day closure of Bartels Road could be estimated through engagement of an external consultant. The cost to Council to undertake this body of work is estimated at minimum \$10,000 and would take approximately three months to complete. This is therefore considered unfeasible given the event is four months away.
25. However, Council could engage an external consultant to conduct this work during the actual event road closure, with results available after the event. The estimated cost of this work would be a minimum \$20,000.

### Road closure and traffic considerations

26. The Department of Transport (DIT) have provided data to show that in 2022, the impacts from the closure of Bartels Road due to Harvest Rock appear to be localised to the surrounding area directly connected to Bartels Road, and not the greater road network.

- 26.1. While Bartels was closed on Monday 21 November 2022, during the morning peak hour (7am- 10am), traffic change times of between 100- 200 seconds were experienced on Rundle Road and East Tce, with other roads experiencing no significant change to the normal traffic flow during these times.
- 26.2. During afternoon peak hour (4pm- 6pm), Rundle Road and East Terrace experienced travel change times of between 100- 200 seconds and Wakefield Road experienced travel change times of greater than 200 seconds.
27. Advance notice signs and traffic detour signs would be implemented as part of a traffic management plan, to assist with access into and out of the City while the road is closed for the event.
28. Onsite traffic monitoring would be undertaken by council during the closure period, in liaison with Department of Transport's Traffic Management Centre, to assist with minimising traffic congestion where possible.
29. We would work with the Traffic Management Centre to plan any necessary changes to traffic signal times to assist with detours.
30. Rundle Road, Botanic Road and Wakefield Road would remain open as key routes into and out of the City, while Bartels Road is closed for the Event. Of these roads, data shows Botanic Road carries the highest volume of traffic daily.
31. Local access into East Terrace and Cleo Lane would be maintained for residents at all times.
32. The timing of the proposed closure of Bartels Road for Harvest Rock 2023 would facilitate a gap of almost three weeks between the event road closure and the commencement of the VALO Adelaide 500 event road closures. This compares to only a four-day gap in 2022 between the two event road closures.

### Public Consultation

33. 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 if the road closure is likely to impact traffic to a material degree. It is noted that this is the case for Harvest Rock.
34. Public consultation for the application was conducted via Your Say Adelaide between 5 May and 25 May 2023 and the responses are included at **Attachment A**.
35. The consultation was on the proposed road closure period of a portion of Bartels Road between Dequetteville Terrace and East Terrace from 10:00am on Monday 23 October 2023 to 11:59pm on Monday 30 October 2023 for Harvest Rock 2023 to accommodate the event. However, during the course of the consultation, following negotiations with Council and key stakeholders, the event was able to further reduce the term of the proposed closure by 1.5 days to commence from 7:01pm on Tuesday 24 October 2023 and conclude at 11:59pm on Monday 30 October 2023.
36. The following key stakeholders noted no objection to the proposed road closure:
  - 36.1. SA Police
  - 36.2. SA Metropolitan Fire Service
  - 36.3. SA Ambulance Service noted no objection to the event road closure on the basis that no other road closures occur in the East End at the same time.
  - 36.4. The City of Norwood, Payneham and St. Peters.
  - 36.5. Department for Infrastructure and Transport (feedback included within **Attachment A**).
37. A summary of the total number of submissions received via the public consultation is provided below:
  - 37.1. A total of 61 people visited the Your Say Adelaide webpage. Of these, 5 submissions were made. A further 6 submissions were made direct via email.
  - 37.2. 4 submissions disagree with the proposal.
  - 37.3. 7 submissions support the proposal.
  - 37.4. 0 submissions were neutral.

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## ATTACHMENTS

### Attachment A – Public Consultation Outcomes – Temporary Closure of Bartels Road