

# Harvest Rock 2024 Temporary Road Closure

Tuesday, 5 March 2024  
City Community Services and Culture Committee

Strategic Alignment - Our Community

**Program Contact:**  
Jennifer Kalionis, Associate  
Director City Culture

Public

**Approving Officer:**  
Ilia Houridis, Director City  
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 5:00 am on Wednesday, 9 October 2024, to 11:59 pm on Monday 14 October 2024 for Harvest Rock 2024 (five days and 19 hours).

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

Administration has worked with the Event to reduce the road closure term that was requested and approved in 2023 from six days and five hours to five days and 19 hours for Harvest Rock 2024. The Event advises that this period is the minimum time required to safely facilitate bump-in to bump-out of the road area, based on their experience with their 2022 and 2023 event road closure terms.

The Event has advised that without the requested use of Bartels Road, the Harvest Rock 2024 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. A robust engagement plan was developed to ensure residents, businesses and stakeholders were contacted for feedback.

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
- 62 submissions through the public consultation
- 38 submissions in support
- 20 that disagreed with the proposal and
- four neutral responses.

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## RECOMMENDATION

The following recommendation will be presented to Council on 12 March 2024 for consideration

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

1. Receives the outcomes of public consultation 'Harvest Rock 2024 – Temporary Closure of Bartels Road Consultation Responses' as per Attachment A to Item 7.3 on the Agenda for the meeting of the City Community Services and Culture Committee meeting held on 5 March 2024.
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 5:00 am on Wednesday 9 October 2024 to 11:59 pm on Monday 14 October 2024 for Harvest Rock 2024.

## IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<b>Strategic Alignment – Our Community</b> The proposal outlined in this report aligns with the ‘Our Community’ objective to ‘Create fun, lively and interesting experiences’.
Policy	This event application has been assessed against the requirements of the Adelaide Events Guidelines.
Consultation	Public consultation has been undertaken for this proposed road closure as required under section 223 of the <i>Local Government Act 1999 (SA)</i> . The Public Consultation ran from 11 January 2024 to 31 January 2024. An engagement plan was developed to target key stakeholders such as East End residents, businesses, the Department for Infrastructure and Transport, Emergency Services, the City of Norwood, Payneham and St Peters, and Hutt Street traders.
Resource	The event will be facilitated within existing resources.
Risk / Legal / Legislative	The Acting Chief Executive Officer has delegation to consent to the road closure under Section 33 of the <i>Road Traffic Act (1961)</i> . In an E-News sent to Council on 10 January 2024, it was identified that a report would be brought to Council in March 2024 for consideration and decision.
Opportunities	Harvest Rock 2024 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 boost to Adelaide’s CBD, as well as hotels, hospitality and retail businesses in the associated precincts and surrounds. Event organisers estimate Harvest Rock 2024 will attract attendances of around 20,000 patrons per day. The organisers are committed to prioritising the use of South Australian-based suppliers, vendors, accommodation, and industry, to deliver and support Harvest Rock in the City of Adelaide. Adelaide is internationally recognised as a UNESCO City of Music which proudly supports live music and events. In 2023 Harvest Rock saw an \$18m gross expenditure generated, \$7.5m gross state product stimulus, \$5.6m associated activity spent on dining out before and after the event, transport, accommodation etc.
23/24 Budget Allocation	Not as a result of this report
Proposed 24/25 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).
23/24 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 Background

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. The event includes top-tier dining options, food trucks, curated spaces, a cellar door pop-up, a champagne bar, and a beer garden.
2. In addition to general admission entry, the festival includes a range of premium tickets including the VIP Village, Harvest Lounge, Suites, and the Platinum Lounge.
3. The festival debuted in Adelaide in November 2022, and has been announced by the organiser as a planned annual event for the city with the support of the State Government.

## Harvest Rock 2023 event and road closure

4. In 2023, 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 six days and five hours. This was approved by Council on 13 June 2023.
5. The 2023 Event sold 13,027 individual tickets (single or both day passes) with 18,226 attendances across the two days.
6. In terms of economic impact, Harvest Rock 2023 saw an \$18m gross expenditure generated, \$7.5m gross state product stimulus, \$5.6m associated activity spent on dining out before and after the event, transport, accommodation etc.
7. Saturday of Harvest Rock 2023 saw 9,984 hotel room nights occupied across Adelaide, which remains the best Saturday night occupancy on record and one room night shy of the best hotel occupancy ever recorded.
8. 22 per cent of attendees were first-time visitors to Adelaide. 94 per cent of these people came to Adelaide specifically to attend the Harvest Rock event.
9. 7,981 South Australians attended Harvest Rock 2023 (an average of 1.4 days) spending \$5.7m in doing so.

## Harvest Rock 2024 event application

10. The Event has applied to stage Harvest Rock 2024 on Saturday 12 October and Sunday 13 October 2024 in Rymill Park / Murlawirrapurka, King Rodney Park / Ityamai-itpina and on a portion of Bartels Road.
11. The Event advises that they are planning in 2024 for an anticipated attendance of 20,000 patrons per day.
12. The Event has applied to close a portion of Bartels Road from Dequetteville Terrace to East Terrace from 5:00 am on Wednesday 9 October 2024 to 11:59 pm on Monday 14 October 2024, which is a period of five days and 19 hours.
13. Administration has worked with the Event to reduce the road closure term from six days and five hours in 2023 to five days and 19 hours in 2024. The Event organisers have advised that they are seeking the road closure as part of their ongoing commitment to providing a safe working environment and to deliver a safe event. They have confirmed that the requested period is the minimum closure term possible to undertake their site build safely.
14. The purpose of the proposed road closure is to enable the necessary and safe movement of the large crowds between the two Park Lands event sites on either side of Bartels Road. The Event plans to create one overall event site once again as they did in 2022 and 2023, to span 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.

15. The road closure area is shown in **Figure 1**.

**Figure 1.** Bartels Road closure area (in yellow)



16. During the road closure the schedule provided by Harvest Rock is:

DAY	DATES	DETAILS
1	Wednesday 9 October 2024 (from 5.00am)	Set up and building of infrastructure on Bartels Road
2	Thursday 10 October 2024	Set up and building of infrastructure on Bartels Road
3	Friday 11 October 2024	Complete set up and building of infrastructure on Bartels Road
4	Saturday 12 October 2024	Harvest Rock 2024 Event Day 1
5	Sunday 13 October 2024	Harvest Rock 2024 Event Day 2
6	Monday 14 October 2024 (until 11.59pm)	Bump out infrastructure on Bartels Road

**Road closure and traffic considerations**

- 17. The Department for Infrastructure and Transport (DIT) have advised that the closure of Bartels Road for Harvest Rock would cause some congestion and delays to the surrounding road networks.
- 18. To minimise congestion and delays, advance notice signs would be deployed, and traffic detours would be implemented as part of a traffic management plan.
- 19. Onsite traffic monitoring would be undertaken by Council during the closure period, in liaison with Department for Infrastructure and Transport’s Traffic Management Centre, to assist with minimising traffic congestion where possible.
- 20. Council Administration would ask that the traffic management company appointed by Harvest Rock work with the DIT Traffic Management Centre, SAPOL and DIT to plan any necessary changes to traffic signal times to assist with minimising traffic congestion and delays.
- 21. 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.
- 22. Local access into East Terrace and Cleo Lane would be maintained for residents at all times.
- 23. The timing of the proposed closure of Bartels Road for Harvest Rock 2024 would facilitate a gap of almost three weeks between the event road closure and the commencement of the VAILO Adelaide 500 event road closures. As the VAILO Adelaide 500 dates have moved forward in 2024, Harvest Rock have also brought forward their dates in 2024 to maintain the three-week gap between the road closure dates.

## Public Consultation

24. 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.
25. Public consultation for the application was conducted via Your Say Adelaide between 11 January and 31 January 2024 and the responses are included at **Attachment A**.
26. A mail-out occurred to East End and targeted Norwood, Payneham and St Peters residents and businesses advising them of the consultation. Further, emails were sent to a stakeholder list of known businesses and residents informing them of the consultation. The consultation was published in the Advertiser when it opened, social media notifications were published and anyone signed up to Councils Your Say Adelaide was notified of the consultation in the Your Say distribution email sent on 16 January 2024.
27. The following key stakeholders noted no objection to the proposed road closure:
  - 27.1. SA Police
  - 27.2. SA Metropolitan Fire Service
  - 27.3. Department for Infrastructure and Transport
  - 27.4. SA Ambulance Service.
28. At the time of writing this report The City of Norwood, Payneham and St. Peters have not made a submission.
29. A summary of the total number of submissions received via the public consultation is provided below:
  - 29.1. A total of 62 people visited the Your Say Adelaide webpage. Of these, 52 submissions were made through Your Say. A further ten submissions were made directly via email.
  - 29.2. 38 submissions support the proposal
  - 29.3. 20 submissions disagree with the proposal
  - 29.4. Four submissions were neutral.

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## ATTACHMENTS

**Attachment A** – Harvest Rock 2024 – Temporary Closure of Bartels Road Consultation Responses

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- END OF REPORT -