

# Multi-Year Major Event Licences

Strategic Alignment - Our Community

Public

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City Community Services and  
Culture Committee

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Shaping

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## EXECUTIVE SUMMARY

The purpose of this report is to seek Council to authorise 23 recommendations for individual Multi-year Major Event Licences (for Park Lands use only) for a period of up to five years. Detailed applicant information is provided in **Attachment A**.

This is the result of the administration of a process that was endorsed by [Council on 12 September 2023](#).

Events in the Park Lands support the City of Adelaide Strategic Plan 2024-2028 which aims to elevate the City's reputation for exceptional and unique arts and cultural experiences by encouraging and providing arts, culture and events partnerships, grants and sponsorship opportunities. This aims to contribute to the City being an interesting and engaging place to live, learn and visit.

This report presents the outcomes and recommendations for 23 individual Multi-Year Event Major Event Licences to established major events to be presented across 16 Park Lands annually, over the next five years.

Multi-year major event licences, for the use of Park Lands for periods of between three and five years, were previously issued in 2017 and 2019. All have now expired and have not been issued since, due to the impacts and uncertainties during the COVID-19 pandemic.

In recent times, event organisers have been advocating strongly for multi-year licences to be reinstated and issued.

Multi-year licences provide greater certainty to major event organisers and Council with regard to organising major events programming the Park Lands. Major events are defined in the Adelaide Event Guidelines, as events which more than 1,500 people attending at any one time.

Major events have been invited to apply for a multi-year licence and were required to demonstrate their experience with operating successfully in the Adelaide Park Lands or other public locations.

It is proposed that multi-year licences will be subject to the fees and charges of Council applicable to each financial year of the licence.

The proposed licences apply to use of the Park Lands only. All events recommended have a history of operating successfully in the Park Lands previously.

Multi-year licence options for event road closures were not offered as part of this process.

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## RECOMMENDATION

The following recommendations will be presented to Council on 9 July 2024 for consideration

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

1. Authorises the Acting Chief Executive Officer or delegate to enter into a five-year licence agreement in accordance with the dates and management approaches provided in Attachment A to Item 7.1 on the Agenda for the meeting of the City Community Services and Culture Committee held 2 July 2024, to:

- 1.1. Adelaide Festival Centre Trust for the use of Pinky Flat / Tarntanya Wama (Park 26) and Barr Smith Walk / Tarntanya Wama (Park 26) for the Oz Asia Festival's Moon Lantern Trail from 2024 to 2028.
- 1.2. Adelaide Festival Corporation for the use of Elder Park / Tarntanya Wama (Park 26), Pinky Flat / Tarntanya Wama (Park 26) and Barr Smith Walk / Tarntanya Wama (Park 26) for the Adelaide Festival from 2025 to 2029.
- 1.3. Adelaide Festival Corporation for the use of the Pioneer Women's Memorial Garden and Lady Esther Lipman Garden for Adelaide Writer's Week from 2025 to 2029.
- 1.4. Adelaide Fringe for the use of Rymill Park / Murlawirrapurka (Park 14) for the Adelaide Fringe Box Office from 2025 to 2029
- 1.5. Adelaide Horse Trials Management Inc for the use of Victoria Park / Pakapakanthi (Park 16), King Rodney Park / Ityamai-itpina (Park 15), Rymill Park / Murlawirrapurka (Park 14) for the Adelaide Equestrian Festival from 2025 to 2029.
- 1.6. African Communities Council of SA Inc (Migrant Resource Centre) for the use of Victoria Square / Tarntanyangga for the Unmasked African Festival South Australia from 2024 to 2028.
- 1.7. Australia Day Council of South Australia for the use of Elder Park / Tarntanya Wama (Park 26) for Aus Lights on the River – Australia Day from 2025 to 2029.
- 1.8. City to Bay Fun Run Committee Incorporated for the use Hindmarsh Square / Mukata for the City to Bay Expo from 2024 to 2028.
- 1.9. Field Trip Pty Ltd for the use of Bonython Park / Tulya Wardli (Park 27) for Field Trip Festival events from 2024 to 2028.
- 1.10. Gluttony Food and Wine Festival Pty Ltd for the use of Rymill Park / Murlawirrapurka (Park 14) for Gluttony from 2025 to 2029.
- 1.11. Motorcycle Riders' Association of South Australia Inc. for the use of Victoria Park / Pakapakanthi (Park 16) for Toy Run from 2024 to 2028.
- 1.12. SidebySide Events Pty Ltd for the use of Helen Mayo Park / Tulya Wardli (Park 27) for Sanctuary and SidebySide from 2025 to 2029.
- 1.13. St John Ambulance SA for the use of Elder Park / Tarntanya Wama (Park 26) for Carols by Candlelight from 2024 to 2028.
- 1.14. The Gardeners of Unearthly Delights for the use of Rundle Park / Kadlitpina (Park 13) for the Garden of Unearthly Delights from 2025 to 2029.
- 1.15. Wildlands Music Festival Pty Ltd for the use of Ellis Park / Tampawardli (Park 24) for Wildlands from 2025 to 2029.
- 1.16. WOMADelaide Foundation for the use of Frome Park / Nellie Raminyemmerin (Park 11) for WOMADelaide from 2025 to 2029.
2. Authorises the Acting Chief Executive Officer or delegate to enter into a four-year licence agreement in accordance with the dates and management approaches provided in Attachment A to Item 7.1 on the Agenda for the meeting of the City Community Services and Culture Committee held 2 July 2024, to:
  - 2.1. Feast Festival for the use of Rundle Park / Kadlitpina (Park 13) for the Picnic in the Park from 2025 to 2028.
3. Authorises the Acting Chief Executive Officer or delegate to enter into a three-year licence agreement in accordance with the dates and management approaches provided in Attachment A to Item 7.1 on the Agenda for the meeting of the City Community Services and Culture Committee held 2 July 2024, to:
  - 3.1. Cheesefest Australia Pty Ltd for the use of Rundle Park / Kadlitpina (Park 13) for Cheesefest from 2024 to 2026.
  - 3.2. Fuzzy Operations Pty Ltd for the use of Ellis Park / Tampawardli (Park 24) for Listen In from 2024 to 2026.
  - 3.3. Illuminate Adelaide Foundation Ltd for the use of Light Square / Wauwi, Red Gum Park & Prince Henry Gardens / Karrawirra (Park 12), Rymill Park / Murlawirrapurka (Park 14) and Rundle Park / Kadlitpina (Park 13) for Illuminate Adelaide from 2025 to 2027.
  - 3.4. Massive Events Corporation Pty Ltd for the use of Victoria Park /Pakapakanthi (Park 16) and King Rodney Park / Ityamai-itpina (Park 15) for the Adelaide Motorsport Festival from 2025 to 2027.

- 3.5. Nokturnal Events Pty Ltd for the use of Pinky Flat / Tarntanya Wama (Park 26) for Oktoberfest in the Gardens from 2025 to 2027.
  - 3.6. Vegan Festival for the use of Rundle Park / Kadlitpina (Park 13) for Vegan Festival Adelaide from 2024 to 2026.
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## IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<p><b>Strategic Alignment – Our Community</b></p> <p>Outcome: An interesting and engaging place to live, learn and visit</p> <p>Key Actions: Elevate the City’s reputation for exceptional and unique arts and cultural experiences by encouraging and providing arts, culture and events partnerships, grants and sponsorship opportunities</p>
Policy	<p>Council’s ability to grant leases and licences over community land is provided for in the <i>Local Government Act 1999 (section 202)</i> and <i>Adelaide Park Lands Act 2005</i>.</p> <p>For a lease or licence to be granted it must be consistent with the relevant Community Land Management Plan (CLMP). The CLMP for the Adelaide Park Lands outlines that the Adelaide Park Lands may be subject to licences for events where the use is temporary. The Adelaide Event Guidelines provide Council’s framework for managing events in the Adelaide Park Lands.</p>
Consultation	<p>The <i>Local Government Act 1999 (section 202)</i> does not require public consultation for licences up to five years. None of the recommended terms in this report exceed five years. All of the recommended events have been held in the Park Lands previously, some for more than twenty years.</p> <p>Internal consultation across relevant Council programs has been undertaken as part of the development of this report.</p> <p>Written notifications to relevant City and Park Land stakeholders will continue to be undertaken annually, well ahead of each event.</p>
Resource	<p>The execution of the Park Lands event licence agreements will be undertaken within current resources.</p>
Risk / Legal / Legislative	<p>Legal advice on the report and recommendations has been sought internally.</p> <p>Organisers of any approved multi-year event licences will be required to develop and submit a risk management plan as a condition of their event licence. Site plan and risk management plans are provided annually,</p>
Opportunities	<p>Multi-year event licences offer a range of opportunities to event organisers and Council, as set out in this report.</p> <p>Ensuring continued events in the Park Lands align with the vision statement from the draft Adelaide Park Lands Management Strategy, to ensure the Adelaide Park Lands “offer places for people to participate in events, cultural experience and recreational activities” and that “The Adelaide Park Lands will host diverse events, from small to large, in more places more often”.</p>
24/25 Budget Allocation	<p>The budgeted income from Park Lands events is \$633,000. These events will provide a large portion of the income towards this budget.</p>
Proposed 25/26 Budget Allocation	<p>Not as a result of this report</p>
Life of Project, Service, Initiative or (Expectancy of) Asset	<p>Licence agreements of up to a maximum of five years between 2024 and 2029.</p>
24/25 Budget Reconsideration (if applicable)	<p>Not as a result of this report</p>
Ongoing Costs (eg maintenance cost)	<p>Not as a result of this report</p>
Other Funding Sources	<p>Not relevant to this report</p>

# DISCUSSION

## Strategic Context

1. All major event organisers are currently being issued annual (single-year) event licences. A multi-year licence enables an event to secure a Park Land location on a temporary basis for up to five years, subject to a range of conditions and an annual review.
2. This report seeks Council's support of the recommendations for engaging in the proposed multi-year licences from 2024 to 2029, in accordance with the City of Adelaide's site criteria and requirements for events in the Park Lands set out in the [Adelaide Events Guidelines](#).
3. In 2017, Council approved the first round of multi-year agreements for the temporary use of the Park Lands for events. A further round of multi-year licences was issued in 2019. All of these agreements have now ended. A process seeking new applicants for multi-year agreements was undertaken in March 2024, with 28 applications received.
4. Events held in the Adelaide Park Lands contribute to the City of Adelaide Strategic Plan 2024-2028 theme of 'Our Community'. The Strategic Plan provides the mandate for Council to act to 'elevate the City's reputation for exceptional and unique art and cultural experiences by encouraging and providing arts, culture and event partnerships, grants and sponsorship opportunities'.
5. Events and festivals contribute significantly to economic growth and prosperity in the city. Council's draft Economic Development Strategy references the City of Adelaide's strategic target to 'Increase the number of people who visit the city from 2.1 million to 2.5 million by 2028 through local, interstate and international visitation'.
6. The draft Economic Development Strategy supports a thriving events and festivals sector, through draft Goal 5: 'Australia's festival and creative capital - Leverage our creative strengths and experience in the arts and culture to attract home grown and world class talent to power the economy'. The Strategy contains priorities: 'Events and experiences of every size and scale; build the economic contribution of the creative industry sector; thriving small venues and live music scene and art in our streets and the Adelaide Park Lands'.
7. Multi-year major event licences are valued by event organisers as they offer a range of important benefits. These benefits include the following:
  - 7.1 Ability to schedule and plan over the longer term for both Council and event organisers
  - 7.2 Event organisers can secure financial partnerships over the long term
  - 7.3 Events can build brand awareness and community engagement over the long term
  - 7.4 Securing a site over multiple years enables events to confidently attract and negotiate with international talent over consecutive years
  - 7.5 Longevity of events in one place can increase the level of confidence and commitment to invest in Park Lands infrastructure that supports events, such as power and water
  - 7.6 Enables Council to program Park Land use for events across a calendar year, which improves forward planning for rest and remediation periods for Parks.
8. The festivals and events industries are currently facing a significant number of challenges, which has resulted in many event cancellations interstate. Supporting events to secure their preferred location for a number of consecutive years is a mechanism by which the City of Adelaide can proactively assist the industry at this time. Challenges faced by the industry (as cited in *Creative Australia 2024 Soundcheck: Insights into Australia's music festival sector*) include the following:
  - 8.1 Rising operational costs (47% state this had a severe or major impact)
  - 8.2 Lack of funding and grants available (39% state this had a severe or major impact)
  - 8.3 Insurance (31% state this had a severe or major impact)
  - 8.4 Event organisers also cited in the Soundcheck report that navigating planning and/or local government requirements can also be challenging, compounded by the fact that the regulations vary from state to state
  - 8.5 Event organisers who have applied for City of Adelaide multi-year licences have provided written confirmation of the benefits of doing so (listed above in paragraph 7).

## Funding Status

9. Some applicants for multi-year major event licences (for land use) have also been successful recipients of Adelaide Economic Development Agency *Events and Festivals Sponsorship Program* funding. 2025 is the last year for these multi-year funding arrangements. Applicants will reapply in March 2025 for funding of up to three years. The following applicants have final-year funding secured for 2025:
  - 9.1 Adelaide Fringe 2025 - \$300,000
  - 9.2 Adelaide Festival 2025 - \$360,000
  - 9.3 WOMADelaide 2025 - \$75,000
  - 9.4 Adelaide Equestrian Festival- \$40,000.
10. Cheesefest has been approved Adelaide Economic Development Agency (AEDA) Commercial Events and Festivals 2023/2024 funding to support their 2024 event to the value of \$20,000.
11. Applicants that indicated a secured commitment from State Government for future funding of their event include:
  - 11.1 Adelaide Festival
  - 11.2 Adelaide Fringe
  - 11.3 WOMADelaide
  - 11.4 Adelaide Motorsport Festival
  - 11.5 Australia Day Council – Aus Light on the River
  - 11.6 Carols by Candlelight
  - 11.7 Multicultural Festival
  - 11.8 Oz Asia Festival Moon Lantern Trail
  - 11.9 Unmasked African Festival.

## Licence Terms

12. The licence agreements with the event organisers will ensure the following arrangements:
  - 12.1 Site Fees for the use of the Park Lands will be subject to annual increases, as set by Council.
  - 12.2 Any required remediation of the Park Lands will be at the cost of the event organisers.
  - 12.3 Access through and around the Park Lands and public pathways will be considered and maintained as much as is safe and possible.
  - 12.4 Major event organisers are required to submit waste management plans to detail how waste will be coordinated and disposed of.
  - 12.5 Event plans are assessed to determine whether key pathways can be left open and we ensure that advanced notification is provided to stakeholder groups to advise of any path closures.
  - 12.6 Terms within licences will allow the ability for necessary future Council works to be undertaken in the Park Lands. Licences will have the flexibility to allow negotiations to occur associated with master planning and major project delivery.
13. Noise mitigation is well considered for each major event and all event organisers are required to adhere to the requirements of Council's [event amplified sound management guidelines](#).
14. Where a multi-year licence may have a potential impact on licence or hire agreements with community organisations and educational institutions for community sport and recreation activities and the operations of commercially leased businesses in the Park Lands, information will be sent to individual lease and licence holders to inform them of the Council decision. This will be particularly relevant to events occurring in:
  - 14.1 Victoria Park / Pakapakanthi (Park 16) - (multiple community and commercial stakeholders),
  - 14.2 Rymill Park / Murlawirrapurka (Park 14) - (commercial stakeholders) and
  - 14.3 Elder Park/Tarntanya Wama (Park 26) - (commercial stakeholders).
  - 14.4 The major event organiser, with assistance from Administration, will be required to work together with the sporting, recreation or commercial licence holder to minimise impact and maximise potential benefit where possible. Noting that this has been a longstanding arrangement with all events held across the Park Lands.

## Assessment Process

15. In March 2024, information was sent to 78 individual stakeholders to advise them of a forthcoming opportunity to apply for a multi-year major event licence. Four weeks advance notice of the opening of the round was provided to stakeholders, with the round open from Monday 25 March to Monday 15 April 2024. Directly informed stakeholders included:
  - 15.1 All current major event organisers who have held a multi-year licence previously
  - 15.2 All major event organisers who have booked a Park Land event site in the previous two years
  - 15.3 All known event organisers who have indicated an interest in the opportunity
  - 15.4 The proposed multi-year major event licences apply to temporary use of the Park Lands only. Road closures were not offered as part of this process.
16. The assessment process included a review by four internal panel members representing City Operations, the Adelaide Economic Development Agency and City Culture.
17. Applications were assessed against the following eligibility criteria:
  - 17.1 The first event under the approved multi-year major event licence must be proposed to commence between 1 September 2024 - 30 August 2025
  - 17.2 The proposed multi-year event is a major event in size, with an event attendance of over 1,500 patrons at any one time
  - 17.3 The event will be held in a City of Adelaide managed Park Land
  - 17.4 The Park Land location being sought is available for use
  - 17.5 Multi-year major event licences do not cover event road closures which must be approved separately on an annual basis.
18. Eligible applicants were asked to respond to the following criteria:
  - 18.1 Multi-Year Event Management Experience and Viability
  - 18.2 Cultural Outcomes
  - 18.3 Community Outcomes
  - 18.4 Environmental/Sustainability Outcomes
  - 18.5 Financial Viability.
19. Park Land usage fees for both single-year and multi-year major event licences are set annually by Council and are applied each year at that rate. This also applies to any discounts or fee alterations that Council may set. For example, in 2023 Council approved to discount the fees for 'long term events'.
20. 28 applications were received, and all events were found to have been held previously and successfully in the Adelaide Park Lands. Over half of the applicants were also prior recipients of multi-year licences in 2017 or 2019. Two applications did not include sufficient information to complete an assessment process and three applications did not progress due to booking conflicts and lack of certainty from the event organisers, in order to enter into more than a single-year licence agreement.
21. Consultation was undertaken with internal Council stakeholders to inform them of the event applications and seek any feedback or potential conflicts within the sites at the times sought by event organisers.
22. This application round does not preclude a further round occurring. It is also possible for a new major event to seek to negotiate a multi-year licence with Council in the future. This round was undertaken to expedite the processing of a significant number of licences at once.
23. Not applying for a multi-year licence does not disadvantage any events that are currently booked. All current event bookings will be honoured. There are no competing interests among these applications recommended.
24. Rest and remediation periods for the Park Lands have been considered between events where necessary.

## Summary Data

25. 16 applications are recommended a licence for five years, one application is recommended a licence for four years and six applications are recommended licences for three years.
26. Of the 23 applications recommended, the occupation periods vary from one day to a number of weeks, and 25% propose to occupy the Park Lands for less than one week.

27. The vast majority (75%) of proposed events will occupy a Park Land event site for less than a month annually.
28. The recommended event licence applications represent a diversity of event types including;
  - 28.1 Seven arts and cultural events
  - 28.2 Seven live music events
  - 28.3 Four multicultural/community events
  - 28.4 Three sporting events
  - 28.5 Two food and produce specific events.

**Next Steps**

29. Subject to Council's authorisation, Administration will notify all applicants of the outcome.
30. Multi-Year Major Event Licences (for Park Lands use only) will be drafted for execution.

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## ATTACHMENTS

**Attachment A** – Major Events in the Park Lands Multi-Year Funding Applicants – Detailed Supporting Information

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- END OF REPORT -