

Extension of Three Major Event Licences for 2025: Adelaide Fringe, Garden of Uneathly Delights and Gluttony

Strategic Alignment - Our Community

Public

Tuesday, 3 December 2024
City Community Services and Culture Committee

Program Contact:
Jennifer Kalionis, Associate
Director City Culture

Approving Officer:
Ilia Houridis, Director City
Shaping

EXECUTIVE SUMMARY

On [9 July 2024](#) Council approved the Chief Executive Officer or delegate to enter into five-year licence agreements in accordance with dates and management approaches provided in Attachment A of the report to the City Community Services and Culture Committee held 2 July 2024, with:

- The Gardeners of Uneathly Delights for the use of Rundle Park / Kadlitpina (Park 13) for the Garden of Uneathly Delights from 2025 to 2029.
- Gluttony Food and Wine Festival Pty Ltd for the use of Rymill Park / Murlawirrapurka (Park 14) for Gluttony from 2025 to 2029.
- Adelaide Fringe for the use of Rymill Park / Murlawirrapurka (Park 14) for the Adelaide Fringe Box Office from 2025 to 2029.

These three events now seek a material change in their 2025 event dates, to open to the public earlier than proposed in their initial licence agreement and that has traditionally been the case during the Adelaide Fringe period.

The official Adelaide Fringe 2025 event period is 21 February to 23 March 2025; however, the Adelaide Fringe has announced on its website, the introduction of 'Sneak Peek Week!' (Friday 14 February to Thursday 20 February 2025).

Administration has been asked by the three proponents to approve a range of extensions to their total occupancy of the park, their bump in times and their event period, which result in change to each of the three five-year licence agreements. It should be noted that in the instance of The Garden of Uneathly Delights, this approval would be retrospective as the venue has begun selling tickets to its Adelaide Fringe shows for the proposed extension to the current event period, without notifying or seeking any approval from the City of Adelaide. The Administration has raised concerns with the event organisers that they have commenced a process of ticket sale during a non-approved range of event period dates.

Administration notes that an extension will drive additional opportunity for the three licence holders to activate the East End and that the extension to the event period remains within the overall occupation of the Park Lands (i.e. within the total bump in and bump out period of occupation). At the same time, the event period extension will result in additional pressure through on the East End of the City, particularly on residents and local businesses through extended high visitation and activity in the East End.

In 2025, the State Government will be hosting the LIV Golf tournament at The Grange Golf Club from 14-16 February, which will contribute to high levels of hotel occupancy in Adelaide and visitation in the Central Business District by LIV Golf attendees.

The East Park Lands are synonymous with longstanding events and festivals such as the Adelaide Fringe, which define Adelaide as one of the world's great festival cities. During the Adelaide Fringe period, the entire precinct attracts many local, national and international event visitors. With its proximity to the East End district, it plays an important role in stimulating the local economy and enriching the cultural life of Adelaide as 'the City in a Park'.

RECOMMENDATION

The following recommendation will be presented to Council on 10 December 2024 for consideration

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

1. Authorises the Chief Executive Officer or delegate to vary the dates of the 2025 events in the multi-year major event licence as contained in this report for:
 - 1.1. The Gardeners of Uneathly Delights for the use of Rundle Park / Kadlitpina (Park 13) for the Garden of Uneathly Delights in 2025 as follows:
 - 1.1.1. Bump in: 23 January 2025
 - 1.1.2. Event: 14 February 2025 to 23 March 2025
 - 1.1.3. Bump out: 4 April 2025.
 - 1.2. Gluttony Food and Wine Festival Pty Ltd for the use of Rymill Park / Murlawirrapurka (Park 14) for Gluttony in 2025 as follows:
 - 1.2.1. Bump in: 20 January 2025
 - 1.2.2. Event: 14 February 2025 to 23 March 2025
 - 1.2.3. Bump out: 3 April 2025.
 - 1.3. Adelaide Fringe for the use of Rymill Park / Murlawirrapurka (Park 14) for the Adelaide Fringe Box Office in 2025 as follows:
 - 1.3.1. Bump in: 6 February 2025
 - 1.3.2. Event: 14 February 2025 to 23 March 2025
 - 1.3.3. Bump out: 30 March 2025.
 2. Approves that the Chief Executive Officer or delegate may make annual changes of a minor nature to the multi-year major event dates authorised by Council on 9 July 2024.
 3. Notes that any major changes to the five-year Major Event Licence dates authorised by Council on 9 July 2024, which may have the potential to unduly impact the community, will be brought to Council for consideration and decision.
-

IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	Strategic Alignment – Our Community Objective; Create fun, lively and interesting experiences. Outcome: An interesting and engaging place to live, learn and visit
Policy	Council’s ability to grant leases and licences over community land is provided for in the <i>Local Government Act 1999 (SA)</i> (section 202) and <i>Adelaide Park Lands Act 2005</i> .
Consultation	The <i>Local Government Act 1999 (SA)</i> (section 202) does not require public consultation for licences up to five years. All the events listed in this report have previously been held annually in the Adelaide Park Lands, some for more than 20 years.
Resource	To be managed within existing resources.
Risk / Legal / Legislative	Not as a result of this report
Opportunities	Should the additional dates be supported, there is the opportunity for increased visitation to the City, increased economic impact, benefits to local businesses and an increase in City vibrancy over this period.
24/25 Budget Allocation	Additional event fees would be charged, as applicable, to the event organisers based on any change or extension to the event dates.
Proposed 25/26 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report
24/25 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

1. At the meeting of Council on 9 July 2024, Council:
 - 1.1. Authorised 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 on [2 July 2024](#).
 - 1.2. This included the following three events:
 - 1.2.1. The Gardeners of Uneathly Delights (The Garden of Uneathly Delights) for the use of Rundle Park / Kadlitpina (Park 13) for the Garden of Uneathly Delights from 2025 to 2029.
 - 1.2.2. Gluttony Food and Wine Festival Pty Ltd (Gluttony) for the use of Rymill Park / Murlawirrapurka (Park 14) for Gluttony from 2025 to 2029.
 - 1.2.3. Adelaide Fringe for the use of Rymill Park / Murlawirrapurka (Park 14) for the Adelaide Fringe Box Office from 2025 to 2029.
2. The following 2025 event dates were originally applied for by the three applicants and subsequently presented to the City Community Services and Culture Committee on 2 July 2024, and approved by Council on 9 July 2024:
 - 2.1. The Garden of Uneathly Delights
 - 2.1.1. Bump in: 23 January 2025
 - 2.1.2. Event: 21 February 2025 to 24 March 2025
 - 2.1.3. Bump out: 4 April 2025.
 - 2.2. Gluttony
 - 2.2.1. Bump in: 27 January 2025
 - 2.2.2. Event: 20 February 2025 to 23 March 2025
 - 2.2.3. Bump out: 3 April 2025.
 - 2.3. Adelaide Fringe Box Office
 - 2.3.1. Bump in: 7 February 2025
 - 2.3.2. Event: 21 February 2025 to 23 March 2025
 - 2.3.3. Bump out: 30 March 2025.
3. New dates have now been sought as follows:
 - 3.1. The Garden of Uneathly Delights
 - 3.1.1. Bump in: 23 January 2025
 - 3.1.2. Event: 14 February 2025 to 23 March 2025
 - 3.1.3. Bump out: 4 April 2025.
 - 3.2. Gluttony
 - 3.2.1. Bump in: 20 January 2025
 - 3.2.2. Event: 14 February 2025 to 23 March 2025
 - 3.2.3. Bump out: 3 April 2025.
 - 3.3. Adelaide Fringe Box Office
 - 3.3.1. Bump in: 6 February 2025
 - 3.3.2. Event: 14 February 2025 to 23 March 2025
 - 3.3.3. Bump out: 30 March 2025.
4. As a summary of the changes proposed:
 - 4.1. All three events are seeking to be operational to the public from six days ahead of when they were approved and ahead of when they would historically be operational to the public.

- 4.2. While all events are seeking to open six days ahead of their approved event opening date, they advise that the event sites would not be operational to the public every day over this period.
- 4.3. The Garden of Unearthly Delights is seeking no additional Park Land occupation dates; however, it proposes to be operational to the public for an additional five dates within the current approved period (reducing their approved bump-in period). The event proposes to open its full event site and venues to the public for these additional five dates.
- 4.4. Further, and on behalf of The Garden of Unearthly Delights, Administration seeks to correct the approved 2025 event dates as part of their current multi-year Major Event Licence from an event opening date of Friday 21 February 2025 to Thursday 20 February, and correct the end date of the event from 24 March 2025 to 23 March 2025.
- 4.5. Gluttony is seeking an additional seven days of Park Land occupation at the start of their approved 2025 event dates as part of their current multi-year Major Event Licence, which includes the event being operational to the public for an additional three dates in total. For these additional three dates, the event proposes to only operate half of its full event site and venues, presenting a reduced offering for the initial three days. The event would then open to the public in its entirety from 20 February 2025 as previously approved.
- 4.6. Adelaide Fringe Box Office are seeking an additional day of Park Land occupation at the start of their approved 2025 event dates as part of their current multi-year Major Event Licence, to then be operational to the public for an additional three dates in total.
5. As major Adelaide Fringe event sites, The Garden of Unearthly Delights in Rundle Park / Kadlitpina (Park 13) and Gluttony in Rymill Park / Murlawirrapurka (Park 14) both 'bump into' the Park Lands in a staged fashion. These event organisers commence setting up for an initial period in one section of the Park and then steadily increase their occupation area as required. This incremental occupation enables the events to avoid occupying large areas of the Park Lands for their setup periods when it is not required.
6. Event organisers have provided Administration with the following reasons for seeking to change their operating dates in 2025.
 - 6.1. In 2025, the Adelaide Fringe has introduced 'Sneak Peek Week!' (Friday 14 February to Thursday 20 February 2025).
 - 6.2. Event organisers are seeking to not be disadvantaged by an inability to align with other shows and venues opening to the public a week earlier than the official Adelaide Fringe period (21 February 2025 to 23 March 2024) as part of the Adelaide Fringe 'Sneak Peek Week'.
 - 6.3. Due to the new dates for LIV Golf being 14-16 February 2025, it is expected additional visitors and tourists will frequent the City across these dates, which coincides with the Adelaide Fringe's 'Sneak Peek Week!' (Friday 14 February to Thursday 20 February 2025).
7. These changes are being sought for the 2025 Adelaide Fringe season only and do not impact the approvals in place for the remaining years of the multi-year licences.

Next Steps

8. If the requested changes to vary the dates of 2025 events in the Multi-Year Major Event Licences for these three Adelaide Fringe venues is supported Administration will work with the Adelaide Fringe and local venues to ensure public safety is upheld during the extended event period. Given community expectations of the safe management of the East End during the Adelaide Fringe, the City of Adelaide anticipates a need to implement proactive measures a week earlier in 2025 than has been planned.
9. One key measure would be the temporary closure of roads in the East End to enhance public safety. Administration will collaborate with SA Police and the Department for Infrastructure and Transport to ensure public safety is maintained throughout the extended event period.
10. The City of Adelaide does not plan to extend the East End Unleashed event in line with the extension proposals sought by the three multi-year licencees and will still commence from Friday, 21 February 2025.

ATTACHMENTS

Nil

- END OF REPORT -