

Harvest Rock Music Festival

Tuesday, 2 August 2022
Council

Strategic Alignment - Dynamic City Culture

Program Contact:
Manager City Experience

Public

Approving Officer:
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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

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| City of Adelaide 2020-2024 Strategic Plan | <p>Strategic Alignment – Dynamic City Culture</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 the <i>Local Government Act 1999 (SA)</i>. The Public Consultation ran from 7 - 27 July 2022.</p> <p>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.</p> |
| 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 | <p>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.</p> <p>Secret Sounds are committed to prioritising the use of South Australian based suppliers, vendors, and industry, to deliver and support the Harvest Rock event.</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 | 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 -