

## ITEM NUMBER: 10.1

### CONFIDENTIAL REPORT

### WINTER ACTIVATION

*Pursuant to Section 87(10) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Jetty Road Mainstreet Committee (JPMC) upon the basis that the JPMC consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that JPMC will receive, discuss or consider:*

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which –
  - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
  - ii. would, on balance, be contrary to the public interest.

**Recommendation – Exclusion of the Public – Section 90(3)(d) Order**

1. That pursuant to Section 90(2) of the *Local Government Act 1999* JRMCM hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 32/25, Winter Activation in confidence.
2. That in accordance with Section 90(3) of the *Local Government Act 1999* JRMCM is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 32/25, Winter Activation on the following grounds:
  - d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.
3. The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

**Item No:** 10.1**Subject:** WINTER ACTIVATION

---

## Summary

In April 2024, the City of Holdfast Bay executed a Licence Agreement with Gluttony Food & Wine Pty Ltd (Gluttony) to deliver the Glenelg Winter Arts Festival at Colley Reserve. The agreement included mutual options for extension into the 2025 and 2026 festival seasons. Following the 2024 event, the festival's second iteration, Gluttony advised Council that the event had not been profitable and requested a renegotiation of the agreement's scope and expectations to ensure financial sustainability.

This report presents a revised proposal from Gluttony for the continued presentation of the festival, along with two contingency options developed by Administration for the committee's consideration. These options aim to balance the festival's financial viability with Council's objectives for vibrant winter activation in Glenelg. The recommendations in this report provide a framework for future decisions on the direction of the Winter Activation.

---

## Recommendation

1. That the Jetty Road Mainstreet Committee recommend Council proceed with Option \_\_\_\_\_ for a winter activation in Glenelg in 2025.

### RETAIN IN CONFIDENCE - Section 91(7) Order

2. That having considered Agenda Item 10.1, Report No: 32/25, Winter Activation in confidence under section 90(2) and (3)(d) of the Local Government Act 1999, the Council, pursuant to section 91(7) of that Act orders that the report, attachments and minutes be retained in confidence for a period of 12 months and that this order be reviewed every 12 months.

---

## Background

The inaugural Glenelg Winter Arts Festival was delivered by Gluttony Food & Wine Pty Ltd (Gluttony) in July 2023 with support from Council and the Jetty Road Mainstreet Committee (JRMCM). At its meeting on 13 December 2023, JRMCM supported Council entering into a three-year agreement with Gluttony produce the Glenelg Winter Arts Festival as a key winter activation for the Jetty Road Glenelg precinct.

The agreement provided mutual options to extend the partnership into the 2025 and 2026 festival seasons. However, after the 2024 event, the festival's first iteration under the agreement, Gluttony reported financial losses and requested a renegotiation of the agreement's scope and expectations to ensure the event's sustainability.

Council administration has since received a revised proposal from Gluttony, prompting the need for JPMC and Council to evaluate the future of the winter activation for 2025. This represents a critical juncture, with three potential pathways under consideration: One (1) proceeding with Gluttony's revised proposal, two (2) pivoting to an alternative activation concept, or three (3) exploring new partnership opportunities. Each option presents distinct opportunities and risks, which will shape the strategic direction of Glenelg's winter activation.

## Report

Three options are presented for consideration, along with opportunities and risks associated with each.

### ***Option 1: Glenelg Winter Arts Festival – Hub in Moseley Square with Venue Engagement & Distributed Programming***

This revised model, proposed by Gluttony, is a reimagining of the Glenelg Winter Arts Festival centred on a festival hub in Moseley Square and leveraging local venues such as St Andrew's Church and The Stamford Grand for performances. By utilising the Moseley Square hardstand and existing venues, the production costs are reduced compared with setting up a dedicated event venue in Colley Reserve. However, the viability of this option is contingent upon confirmed venue availability within a \$150,000 budget.

#### *Opportunities associated with Option 1*

- Community engagement: Continued collaboration with Gluttony leverages existing relationships and community familiarity with the event.
- Local trader integration: Utilising local venues can boost economic activity in the precinct and foster partnerships.
- Festival visibility: A central hub in Moseley Square increases visibility, potentially drawing foot traffic and strengthening the festival's profile.

#### *Risks associated with Option 1*

- Venue uncertainty: At the time of writing, no venues beyond Council pop-up spaces in Glenelg Town Hall are confirmed. Limited venue availability poses a significant risk to program delivery.
- Time constraints: Delayed engagement with Gluttony (likely post-Fringe) reduces the available planning and implementation timeline.
- Reputation management: A scaled-back or disorganised event could impact the reputation of both the Festival and the council.
- ROI concerns: Without guaranteed venues and audience draw, there is uncertainty about delivering strong economic and cultural returns.

**Option 2: Illuminated Installation – Council-produced or Illuminate Adelaide collaboration**

For the Council-produced option, Administration engages a production design company to create and install a 6m x 6m illuminated cube on the foreshore hardstand. This destination piece would be a unique winter attraction, aligned with economic, cultural, and community objectives. The \$150,000 budget would cover the cube's turnkey implementation, 24/7 security, and marketing, ensuring a high-impact activation.

Administration has raised this opportunity with the managers of Illuminate Adelaide regarding the option of including this as part of the Illuminate Adelaide program. Initial feedback has been positive. They have also identified some additional installations that fall outside the scope and budget of this year's Illuminate Adelaide, however may be suitable for Glenelg. Two of these, *Emergence* and *Fortunes*, could fit within the existing \$150,000 budget and may be preferable to commissioning a new installation.

*Refer Attachment 1*

**Opportunities associated with Option 2**

- Unique attraction: A bold and innovative installation differentiates Glenelg's winter activation, positioning it as a cultural destination.
- Non-competing format: The cube does not compete with local venues, allowing businesses to benefit from increased visitor activity without overlap.
- Cultural alignment: The installation supports council objectives of fostering economic growth and community engagement through distinctive artistic expressions.

**Risks associated with Option 2**

- Time sensitivity: The feasibility of delivering this complex installation under tight timeframes poses a logistical challenge.
- Dependence on Illuminate Adelaide: Inclusion under the Illuminate Adelaide banner is unconfirmed, potentially impacting marketing and audience draw.
- Technical unknowns: Execution involves technical and creative complexities, with limited room to address unexpected challenges.

**Option 3: Bamboozled Productions – Spiegel Tent-esque Hub**

Known for their expertise in creating dynamic and interactive events, Bamboozled Productions specialises in high-quality, family-focused programming. This option marks a distinct departure from Gluttony's food-and-beverage-oriented model, emphasising day-and-night activations tailored to children and families. The shift aligns with Council's objectives of fostering community engagement and activating the precinct during off-peak hours while adhering to the approved \$150,000 budget. Administration have received verbal confirmation from Bamboozled Productions' management that this amount would be sufficient for them to deliver an activation on the Glenelg Foreshore hardstand. By introducing a fresh partner and a family-centric approach, this option promises a unique, creative, and professional winter activation for Glenelg.

*Refer Attachment 2*

*Opportunities associated with Option 3:*

- Proven expertise: Bamboozled Productions' track record with similar events ensures a professional and engaging activation.
- Daytime activation: Family-oriented programming provides an opportunity to draw a different audience segment and activate the precinct during off-peak hours.
- Budget adherence: The proposed format remains within the approved \$150,000 budget, minimising financial risk.

*Risks associated with Option 3:*

- New partner relationship: Collaborating with a new production company introduces an element of uncertainty in terms of delivery and alignment with Council objectives.
- Target audience shift: Programming focused on children and families may attract different demographics than previous festivals, potentially impacting overall attendance and return on investment (ROI).

**Budget**

All options assume that up to \$150,000 funding would be committed to the Winter Activation, with \$75,000 contributed from JRMC, and \$75,000 contributed from Council's events budget.

**Life Cycle Costs**

Not applicable

**Strategic Plan**

Innovation: economic and social vibrancy and a thriving environment

**Council Policy**

City of Holdfast Bay Events Strategy 2021-2025

**Statutory Provisions**

Not applicable

**Written By:**

Event Lead

**General Manager:**

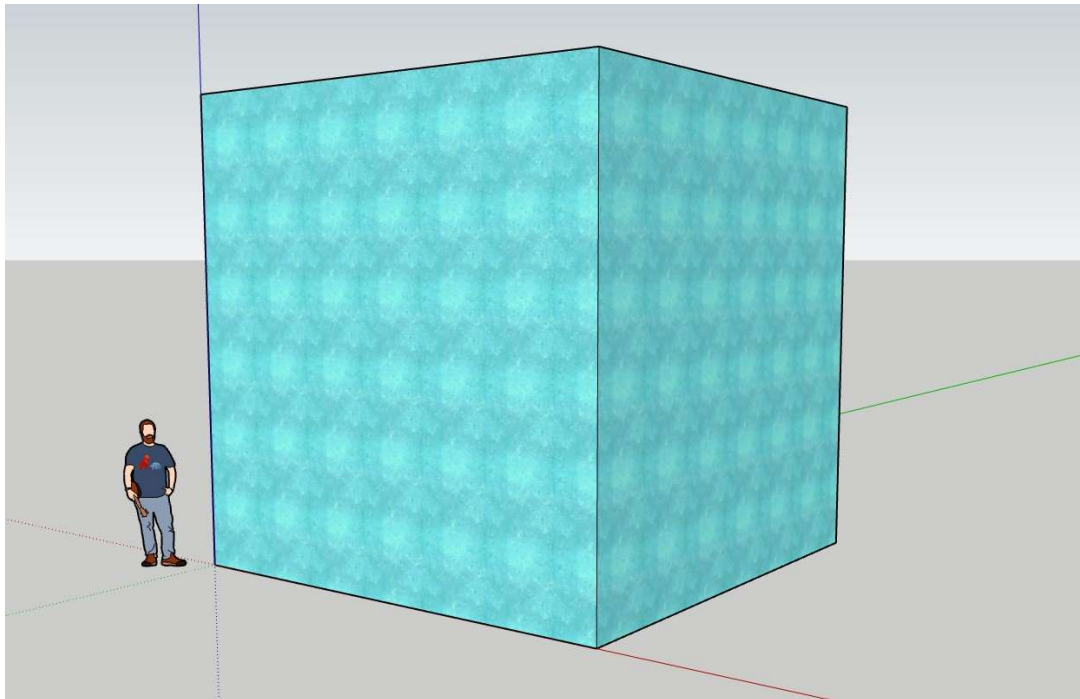
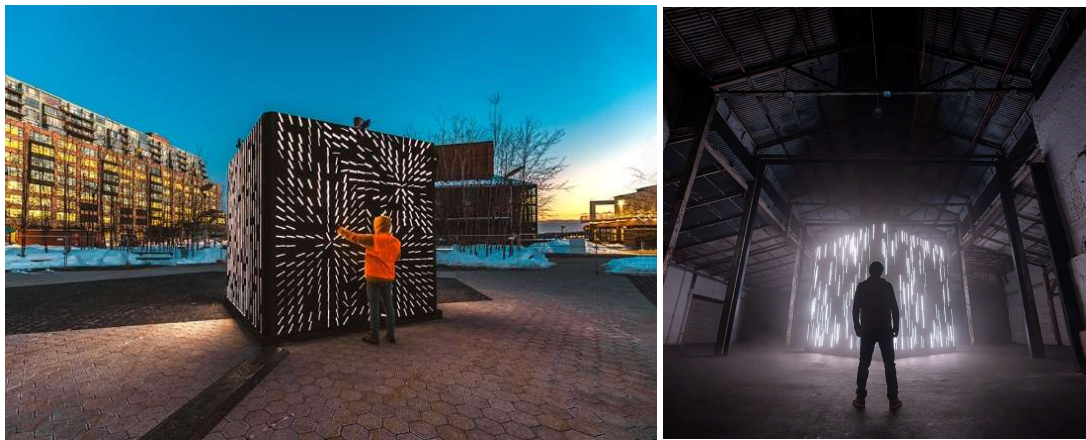
Community and Business, Ms M Lock

# Attachment 1

## Option 2: Council Produced Winter Activation – Illuminated Cube Installation

An illuminated cube on the foreshore hardstand – referencing a significant lineage of illuminated Cubes in contemporary installation Art. A recent tangible presentation is the 2023 exhibition of *Control No Control* as part of Illuminate Adelaide in Queens Theatre (right hand picture).

The Glenelg cube would be significantly bigger – 6m x 6m – visualization with an avatar inserted to provide scale below. A destination installation that genuinely awes visitors and drives attendance to Glenelg in winter. By going big on scale and incorporating live engagement the hope is to offer a completely fresh experience that people talk about both in person and online. An activation that not only boosts visitation while it's live but also generates strong social content that provides lingering destination awareness.





## Illuminate Adelaide 2025 x Glenelg Satellite Activation



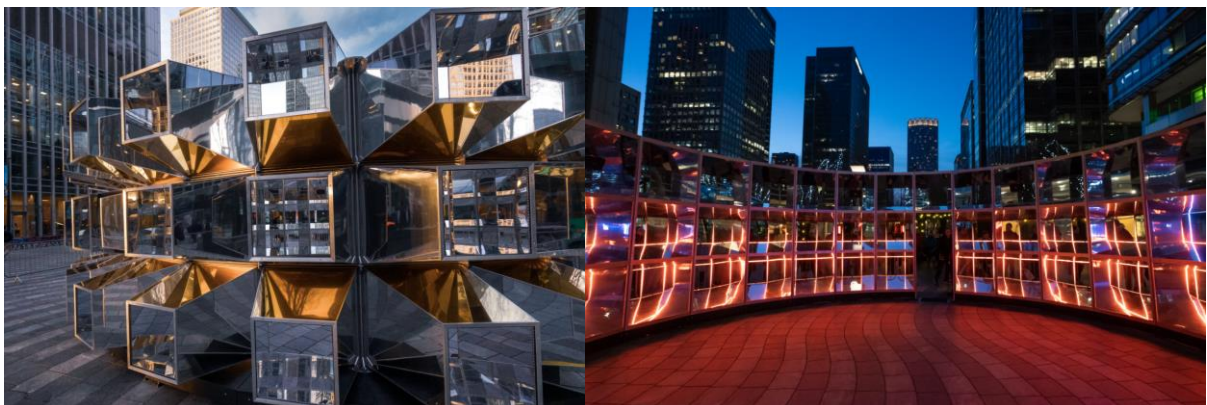
### Proposal 1: *Emergence* by This is Loop (UK)

‘Emergence’ is a place for contemplation. A sanctum within which to consider the dynamic interplay between order and chaos and the momentous role this plays in systems, life, the self, the universe and beyond. Every decision, every idea and in fact every thought comes from this narrow region where the disarray of chaos and the regiment of order endlessly fold into and out of one another. Turbulent and ever changing permutations enabling an imperative blurring of the lines that fosters innovation, creativity, understanding and ‘being’ itself.

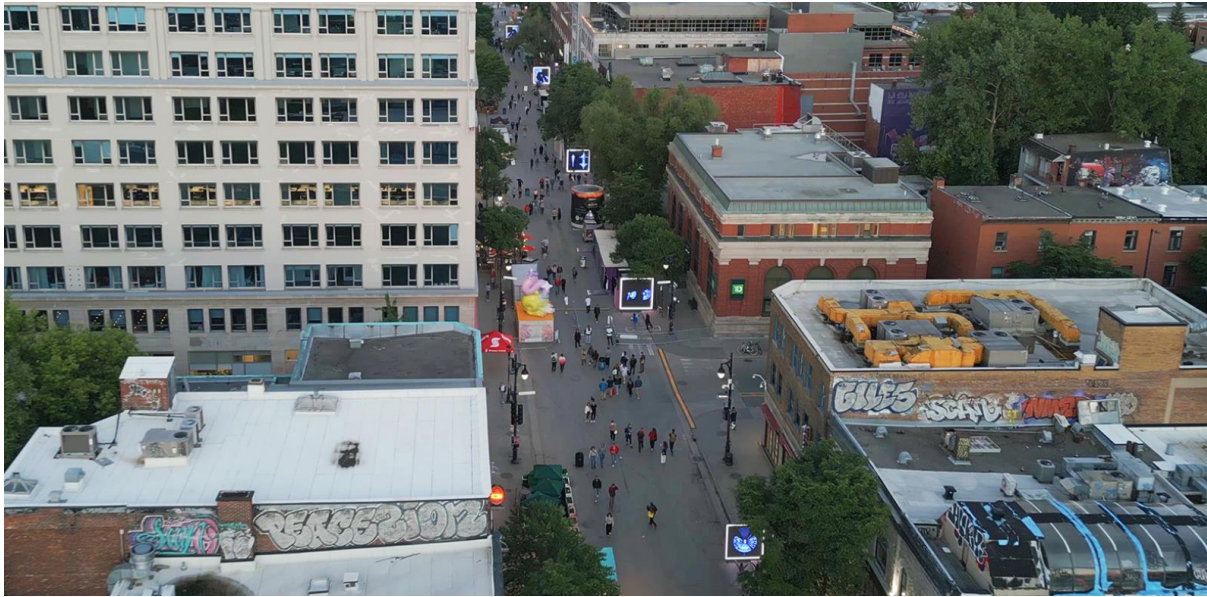
Highlights: 75 large mirror units; 14,000 pixels of LEDs; wheelchair accessible.

Footprint: 10m (l) x 10m (w) x 3m (h)

Video: <https://vimeo.com/894827106>







## Proposal 2: *Fortunes* by Iregular (Can)

FORTUNES is the biggest and most ambitious project Iregular has ever produced in its 11 year history. The neighbourhood-scale 5 LED monoliths structure format is unique in its capacity to transform a public urban space to a levelled city experience.

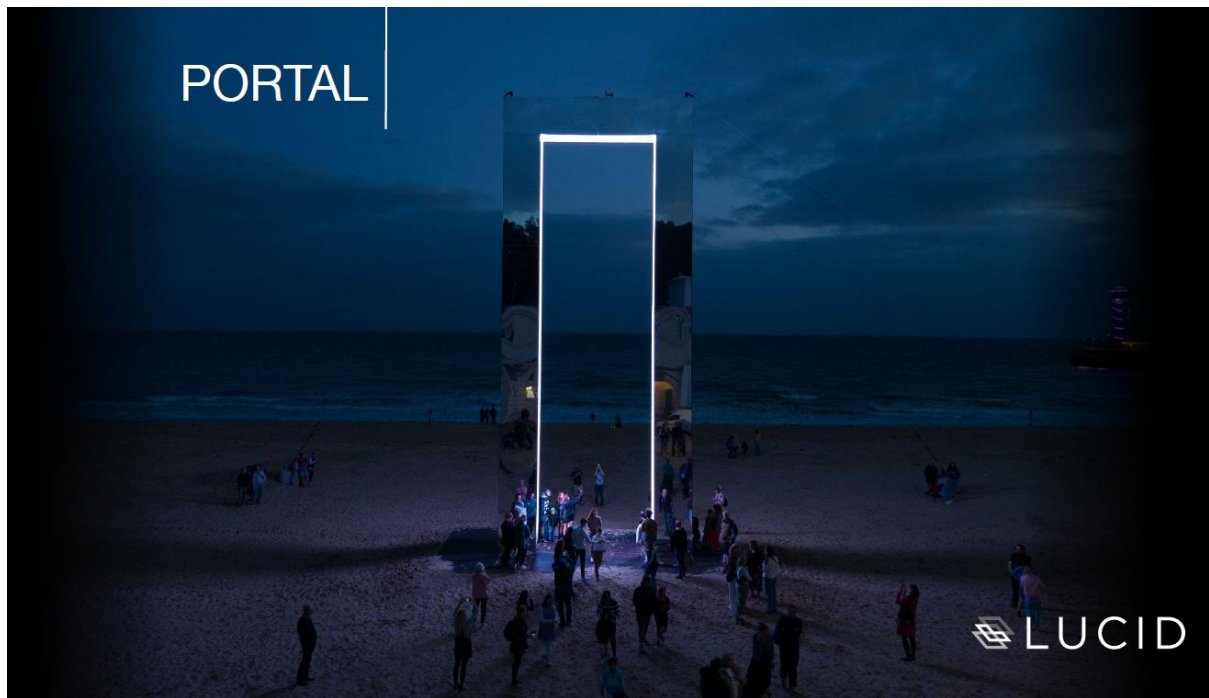
This five-part experience invites visitors to play with their own shadows. Cameras placed in front of each interaction zone track human bodies thanks to AI and turn them into projections of shadows onto the LED monoliths that are drawn and redrawn by people's unpredictable movement. This, combined with random generative software, creates infinitely different living artworks that are never the same.

Highlights: 5 x 3.6m tall LED screens; Interactive

Footprint: Each cube is 3.6m x 3.6m x 3.6m x 5cubes

Video: <https://vimeo.com/1010009788>





### Proposal 3: *PORTAL* by Lucid Creates (UK)

PORTAL is a monumental, towering public art installation designed to evoke awe and wonder. It is the latest piece from Lucid's ever-growing portfolio of large-scale, structurally-led designs.

The artwork stands 15m high, towering above the viewers below. The inside of the giant archway is lined with diffused LED that moves and shifts to create an otherworldly, ethereal display of glowing light. Transporting viewers to a place where anything can happen, where unexpected apparitions appear among the well-known landscapes and spaces the viewers are accustomed to experiencing every day.

Highlight: 15m tall; Runs 24/7; Can hire multiple PORTAL to become THE WALKWAY

Footprint: 10m (l) x 5m (w) x 15m (h)

Video: [https://www.youtube.com/watch?v=NK\\_igRZsAHg](https://www.youtube.com/watch?v=NK_igRZsAHg)







#### Proposal 4: *Together* by Lucid (UK)

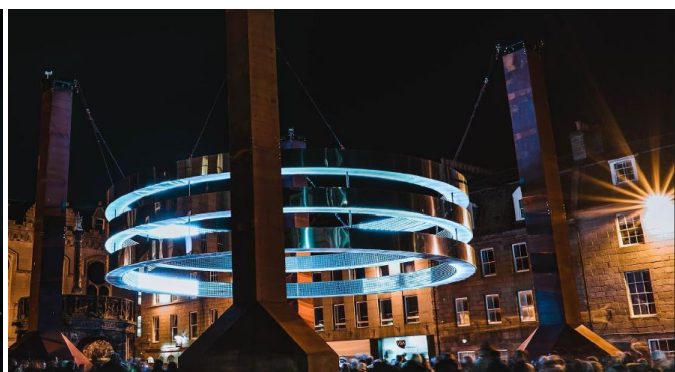
TOGETHER is a huge pavilion-like art installation where audiences can feel part of a collaborative, collective shared experience. Using light, scale and sound, the space has been specifically designed so that those who experience it are encouraged to connect with their environment and others around them.

TOGETHER combines community-driven stories, memories, and data into a dynamic narrative unique to each location. Its mirrored rings, suspended and reflecting their surroundings, carry words, poems, and stories, blending with mesmerizing visuals and an immersive 360-degree soundscape. Inside the rings, viewers are enveloped by light and sound, creating an emotional and unifying experience that can only be felt in that specific place.

Highlight: 360 degree experience; largest footprint of all

Footprint: 15m (l) x 15m (w) x 13m (h)

Video: <https://lucidcreates.co.uk/work/together>



# Attachment 2

### ***Option 3: Bamboozled Productions – Spiegel Tent-esque Hub***

This option marks a distinct departure from Gluttony’s food-and-beverage-oriented model, emphasizing day-and-night activations tailored to children and families. The shift aligns with Council’s objectives of fostering community engagement and activating the precinct.

