

## ITEM NUMBER: 17.1

### CONFIDENTIAL REPORT

#### BEACH CONCERTS

*Pursuant to Section 83(5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:*

- b. Information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and would, on balance, be contrary to the public interest.

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

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Council 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: 321/19 Beach Concerts, in confidence.
  2. That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 321/19 Beach Concerts on the following grounds:
    - b. pursuant to section 90(3)(b) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the Council is conducting business; would prejudice the commercial position of the Council.

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.
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Item No: **17.1**

Subject: **BEACH CONCERTS**

Date: 27 August 2019

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

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### SUMMARY

Three major beach concerts for 2019 and 2020 will be announced in September and October. This report to advise Council of these upcoming concerts and that they are embargoed until the below announcement dates.

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### RECOMMENDATION

1. That Council endorse the scheduled beach concerts 2019 / 2020.

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

2. That having considered Agenda Item 17.1 Beach Concerts (Report no: 321/19) in confidence under section 90(2) and (3)(b) of the *Local Government Act 1999*, the Council, pursuant to section 91(7) of that Act orders that report and minutes be retained in confidence for a period of 18 months, and the concert details be released after the specific embargo dates identified in this report.
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### COMMUNITY PLAN

Economy: Boosting our visitor economy

### COUNCIL POLICY

Not Applicable.

### STATUTORY PROVISIONS

Not Applicable.

## BACKGROUND

The City of Holdfast Bay in conjunction with Zaccaria Concerts and Touring will host four beach concerts on the Glenelg foreshore, north of the jetty, with the public announcement embargoed till the dates outlined in the report below.

## REPORT

The following concerts are scheduled:

### **Concert: 3 January 2020 – Castaway Beach Concert**

ANNOUNCED: Wednesday 7 August

PRE SALE COMMENCED: Tuesday 13 August to Thursday 15 August

General Public ON SALE: Now

Castaway Festival makes its debut to Glenelg Beach featuring RUFUS DU SOL, The Presets, WAFIA, Willaris. K and Lastlings.

### **EMBARGOED UNTIL 2 SEPTEMBER**

#### **Concert: 7 December 2019 – Tash Sultana**

ANNOUNCE: Monday 2 September

PRE SALE: Friday 6 September to Tuesday 10 September

General Public ON SALE: Tuesday 10 September

Tash Sultana, an Australian singer-songwriter and multi-instrumentalist is an explosive live artist who has commanded global attention since homemade videos went viral. Tash was soon selling out major arenas globally and playing at the world's biggest festivals – no mean feat for an artist who just a year before was recording songs on a go pro in a bedroom. Sultana's 2016 single "Jungle" was voted into third place in the Triple J Hottest 100, 2016.

### **EMBARGOED UNTIL 9 SEPTEMBER**

#### **Concert: 1 February 2020 – Fatboy Slim (support acts TBA)**

ANNOUNCE: Monday 9 September

PRE SALE: Thursday 12 September to Friday 13 September

General Public ON SALE: Monday 16 September

International sensation Fatboy Slim is an English DJ, musician, and record producer who helped to popularise the big beat genre in the 1990s. He is a multiple winner and nominee of international awards including Grammys, MTV Music Awards, Teen Choice Awards, World Music Awards and Brit Awards. He has also played at major music festivals including Glastonbury, Coachella and Good Vibrations and has also performed at many beach concert locations around the world. Some of his most known works include "Praise You" and "You've Come a Long Way, Baby".

### **EMBARGOED UNTIL 10 OCTOBER**

#### **Concert: 4 January 2020 – Cold Chisel with support act Paul Kelly**

ANNOUNCE: Thursday 10 October

PRE SALE: Thursday 17 October, 10am to Friday 18 October, 5pm  
General Public ON SALE: Monday 21 October, 11am

Zaccaria Concerts and Touring have secured Australian music legends Cold Chisel. Cold Chisel are an Australian pub rock band, which formed in Adelaide in 1973.

At the ARIA Music Awards of 1993 they were inducted into the Hall of Fame. In 2001 Australasian Performing Right Association (APRA), listed their single, "Khe Sanh", at No. 8 of the all-time best Australian songs. Circus Animals was listed at No. 4 in the book, 100 Best Australian Albums (October 2010), while East appeared at No. 53. They won The Ted Albert Award for Outstanding Services to Australian Music at the APRA Music Awards of 2016.

Adelaide born and raised Paul Kelly has been acknowledged as one of Australia's best singer-songwriters. His music style has ranged from bluegrass to studio-oriented dub reggae, but his core output comfortably straddles folk, rock, and country. His lyrics capture Australia's vastness both in culture and landscape; he has chronicled life about him for over 30 years and is described as the poet laureate of Australia.

### General Information

The concert site will utilise the new layout that Council have previously been advised about for the Castaway Beach Concert, 3 January 2020.

Administration will share the event information post the public announcement on the Council website, through social media and media release.

Key times include (subject to change):

- Gates open at 1.00pm
- Live Music Commences at 2.50pm
- **Music Finishes at 10.00pm**

Administration will distribute a notice to residents and nearby businesses (Platinum Apartments, Glenelg Surf Club, Beachouse, Boomers, Marina Pier office, reception at Oaks and properties south of the jetty) approximately 2 weeks prior to bump in.

Closer to the event Elected Members shall receive communications around confirmed timings which include sound check and other key event information.

### Objectives

Holdfast Bay Council engaged Intuito Market Research to undertake extensive market research in December/January 2017 to provide direction to Council as to where investment should be made that will encourage repeat visitation and expenditure into and within the area.

The service aligns with City of Holdfast Bay current Our Place Strategic Plan 2030 key elements as outlined below to ensure visitors increase expenditure and length of stay.

Economy; A diverse and resilient local economy

4. Boosting our visitor economy

> Increase the number of visitors to Holdfast Bay: target increase – 15 % by 2022.

**Tourism Vision**

The City of Holdfast Bay is committed to a lively, diverse, safe and accessible tourism destination for visitors and residents alike whilst ensuring sustainability and economic benefits for our immediate community and region.

Four focus areas underpinning the vision to ensure sustainable tourism growth within the City of Holdfast Bay are:

- Driving demand
- Visitor experience
- Tourism innovation and sustainability
- Consultation and partnerships

It is intended that the proposed service aligns with all four focus areas to facilitate sustainable tourism growth and actively promotes visitor dispersal across the city.

**Target Market**

High yielding City of Holdfast Bay residents and visitors with an interest in food and drink, specifically women of high disposable income.

- Aged 25 to 45 years
- Local residents, overnight visitors from regional South Australia and interstate in particular Victoria and New South Wales
- Looking for authentic and unique experiences to share with friends
- Familiar with Australia's music, food and drink scene
- Use social media such as Facebook and Instagram

Visitors are defined as residents of Adelaide suburbs and regions outside of the City of Holdfast Bay.

**BUDGET**

The individual concert fee charged to the Promoter are as follows:

**Castaway Beach Concert**  
**Concert Date 3 January 2020**



**Tash Sultana**  
**Concert Date 7 December 2019**



**Fatboy Slim**  
**Concert Date 1 February 2020**



**Cold Chisel with Support Act Paul Kelly**  
**Concert Date 4 January 2020**



**LIFE CYCLE COSTS**

Not applicable

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