

## ITEM NUMBER: 18.3

### CONFIDENTIAL REPORT

#### EVENT ACTIVATION

*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:*

- d. 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, or to confer a commercial advantage on a third party; and 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* 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: 248/23 Event Activation 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: 248/23 Event 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 as it has been shared with Council prior to any public announcement.

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: 18.3

Subject: **EVENT ACTIVATION**

Date: 8 August 2023

Written By: Manager City Activation

General Manager: Community and Business, Ms M Lock

---

### SUMMARY

Adelaide Festival has approached Council expressing interest in staging a major dance performance, *Baleen*, on Glenelg Beach in February/March 2024.

---

### RECOMMENDATION

1. That Council endorses the reallocation of \$50,000 for the 23/24 Events Budget to support the Adelaide Festival presenting *Baleen* on Glenelg Beach in February/March 2024.

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

2. That having considered Agenda Item 18.3 Report No: 248/23 Event 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 and minutes relevant to this item be retained in confidence for a period of 6 months and/or the Chief Executive Officer is authorised to release the documents when the event is publicly announced and that this order be reviewed every 12 months.
- 

### STRATEGIC PLAN

Wellbeing: arts and culture create vibrancy, celebrate creativity, and encourage people to connect with country, place and each other.

### COUNCIL POLICY

Events Strategy 2021-25

### STATUTORY PROVISIONS

Not applicable

## BACKGROUND

Adelaide Festival (AF) has been the flagship event of South Australia's arts calendar for more than 60 years. It prides itself on presenting an "outstanding mix of internationally acclaimed theatre, world class musical performances, breathtaking dance, talks with renowned writers and striking visual arts displays". The Festival features internationally acclaimed artists as well as championing new and innovative works. Works by First Nations artists form an important part of the AF's programming.

According to AF's market research, nearly one quarter (23%) of all ticket buyers are from interstate or overseas, with some shows reaching as high as 62%. Satisfaction with the Festival is high, with 97% agreeing that AF is culturally important to the State, and 88% satisfied with their experience. In 2023, the total audience exceeded 242,000 across all events (including WOMAdelaide), with an associated gross expenditure of \$57.6 million for the State.

The majority of AF's performances are held at venues within the Adelaide CBD. In 2021, Adelaide Festival staged *Small Metal Objects* in Moseley Square, with several sold-out performances to a 100-seat capacity, which had a reduced density audience in compliance with COVID restrictions. In 2023, a number of events were held at a satellite hub in Mount Barker.

## REPORT

AF has approached Council expressing interest in staging a dance performance, *Baleen*, on Glenelg Beach in 2024.

*Baleen* is a work produced by Stephen Page AO, Australian choreographer, film director and former dancer. Formerly the artistic director of Bangarra Dance Theatre, Page is of Nunukul, Munaldjali and Ygambenh heritage.

The 60-minute performance is based on First Nations songlines relating to whales. The anticipated capacity is 3,000 people per performance, with a forecast of 12,000 attendees across four performances in total. The event area would be licenced.

The proposed location is north of the jetty, with a similar location and stage orientation as beach concerts. Site infrastructure required is relatively low-profile, including a low stage and set dressing resembling a whale skeleton. The performance would be ticketed with patrons bringing their own seat or blanket to sit on the beach. 44-gallon drums with fires in them will be positioned across the stage front.

### Key dates:

- Bump in: 16 Feb – 27 Feb 2024.
- Performances: 28 Feb – 2 March 2024.
- Event start and end time: TBC – likely gates to open 6pm, with the event commencing 8pm to 9.15pm.
- Bump out: 3 March – 9 March 2024.

AF has estimated the overall cost of staging this event to be \$1.25 million. Ticket revenue will contribute to this cost however sponsorship income will also be required. AF sponsorship attributions are as follows:

- Government Partner \$200,000 (e.g. SA Government and City of Adelaide)
- Major Partner \$100,000 (e.g. University of Adelaide)
- Presenting Partner \$50,000
- Various other levels: Partner, Supply Partner, etc.

The economic impact of the event has been modelled using REMPLAN. Applying AF's average figure of 23% of attendees from outside SA, the event is conservatively estimated to generate \$1.4 million in visitor expenditure. This is direct effect of the performance itself, and does not include other activity such as employment created during the event construction period, or the rehearsals if performers are staying overnight in the area.

With consideration of the economic and cultural benefits of the event, it is recommended that support of \$100,000 (\$50,000 cash and \$50,000 in kind support) would assist with securing the event for Glenelg. This would be formalised into a Sponsorship Agreement between Council and Adelaide Festival, recognising City of Holdfast Bay as a Major Sponsor.

The nature of in-kind support to be offered would include:

- What's on Listing on City website
- Website and social media promotion
- Beach hire and site preparation
- Parking permits
- Equipment and labour for event site preparation works
- Council-owned event infrastructure
- Event cleaning services: Glenelg Town Hall toilets
- Event management support services
- Staff support services for administration, planning
- Traffic management support

## **BUDGET**

There is \$25,000 in the approved events budget to support an Opera on the Beach event. State Opera South Australia have advised Administration that they are not in a position to proceed with a performance in 2023/2024. There is however interest to work towards a significant event to coincide with their 50<sup>th</sup> anniversary in 2026.

In addition, support for two Tour Down Under race stage starts was budgeted but only one race start is going ahead in the City of Holdfast Bay in 2024, resulting in a forecast saving of approximately \$30-35,000.

Reallocation of savings identified above would enable a cash contribution of \$50,000 to be made within existing event budget parameters.

**LIFE CYCLE COSTS**

Not applicable

CONFIDENTIAL