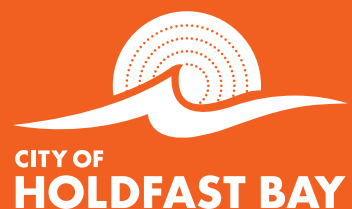


# GLENELG

## Beach Concert Prospectus



*Stay*  
AND DISCOVER





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# Why

Promoters usually choose parkland greenfield sites for outdoor festivals and concerts, but the City of Holdfast Bay offers a unique option. Glenelg Beach, the crown jewel of the city's 11 km of beautiful beaches, has proven to be a distinctive staging location for concert promoters.

Hosting a concert on or adjacent to the beach provides a prominent point of difference. Glenelg Beach offers a wide range of accommodation options and is conveniently located just 30 minutes from Adelaide CBD via

public transport, with the beachside location being the only one serviced by Adelaide's tram.

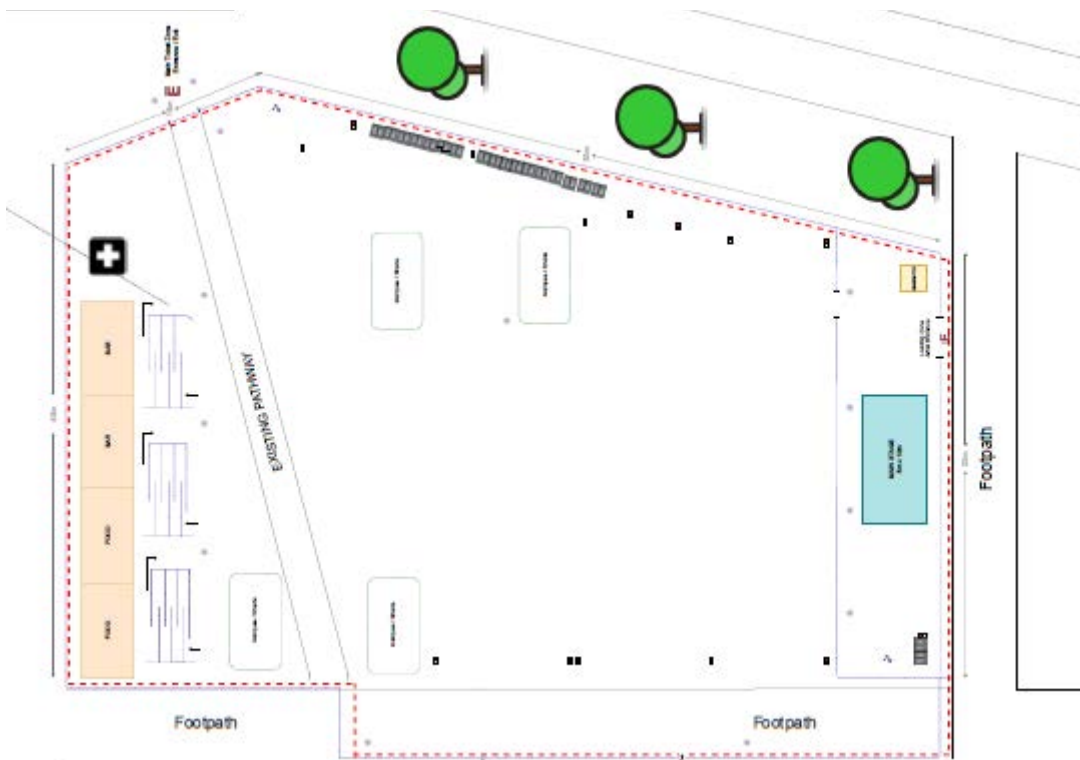
The beach has a proven track record for hosting successful concerts, and the City of Holdfast Bay has established a clear framework for sustainable event management. By choosing to stage a concert on Glenelg Beach, promoters can tap into the city's vibrant events calendar and be a part of a must-visit destination.



# Where

There are a range of options for staging: fully on Glenelg Beach; adjacent to the beach; and staging on the hardstand with audience on the beach. All options offer significant audience capacities.

**Jimmy Melrose Park - adjacent to the beach, approximately 4,500m<sup>2</sup> - capacity 3,000 - 5,000 pax**





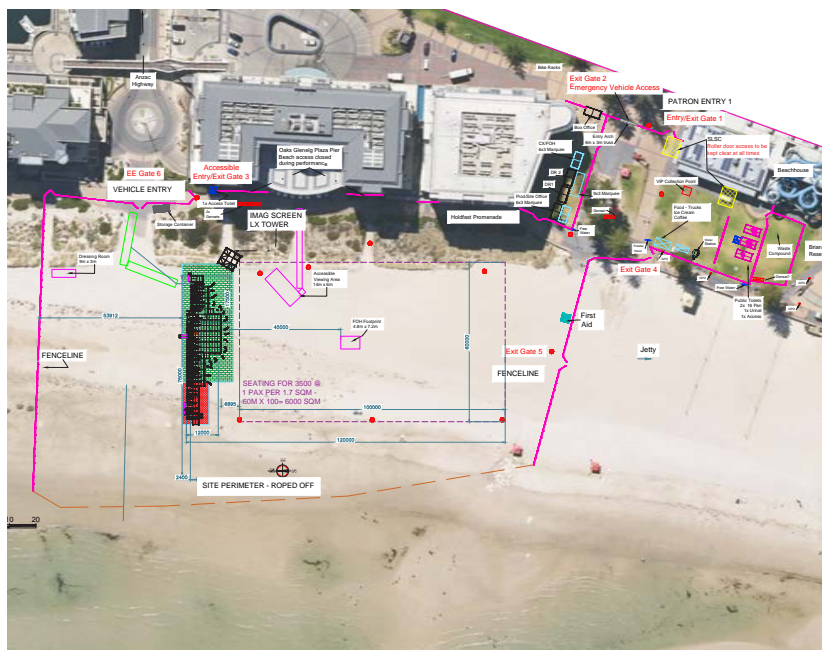
**Glenelg Beach – approximately 20,000m<sup>2</sup> - capacity 5,000 - 15,000 pax**



**Glenelg Beach stage facing south, 8,000 pax seated for Adelaide Symphony Orchestra - La Boheme**



**Glenelg Beach stage facing south, 3,500 pax seated for Baleen Moondjan**



**Glenelg Beach stage facing north - stage positioned on concrete promenade - 10,000 pax approximately**



**Glenelg Beach stage facing south - 10,000 pax approximately**





# How

## Council is here to help

Events play a vital role in the fabric of the City of Holdfast Bay, both within the local community and business landscape. Council, business owners, and residents all acknowledge the significance of events in cultivating a cohesive community and fostering a stronger sense of place. These gatherings serve as a unifying force, bringing individuals together, promoting innovation, and offering opportunities for novel experiences and increased understanding. By doing so, events encourage widespread participation, serving as a key indicator of community health and overall quality of life.

## We can support you with:

- A dedicated Event Coordinator to assist navigating Council's processes
- A dedicated council presence for your Event Control Centre on event days, to support managing hazardous and risk averse situations on your event site, as well as supporting emergency response procedures
- Connecting with local businesses to:
  - Leverage the event through the Jetty Road, Glenelg marketing channels. The precinct has a significant social media following, produces a biannual magazine and runs regular precinct initiatives and PR campaigns
  - Support the event with staff meals, after-parties etc. due to businesses' proximity to the beach
  - Explore packaging options with local businesses, i.e. accommodation and ticketing packages
  - Provide local supply chain options that support sustainable event management initiatives i.e. minimise food miles etc.
  - Include local trader offerings into site offerings
- Promotion on Council's website under the What's On section, on social media channels, through e-newsletters and on street banners
- Promotion through the Australian Tourism Data Warehouse (ATDW)
- Dependent upon how events producers position their event relative to Council's Events Strategy, Council's sponsorship and/or in-kind support may be considered

## Our Event Spaces typically include:

- 3Phase and 10/15amp City Power
- Portable water
- Site service maps
- Hardstand areas
- Operational services provision i.e. irrigation mark-outs etc.

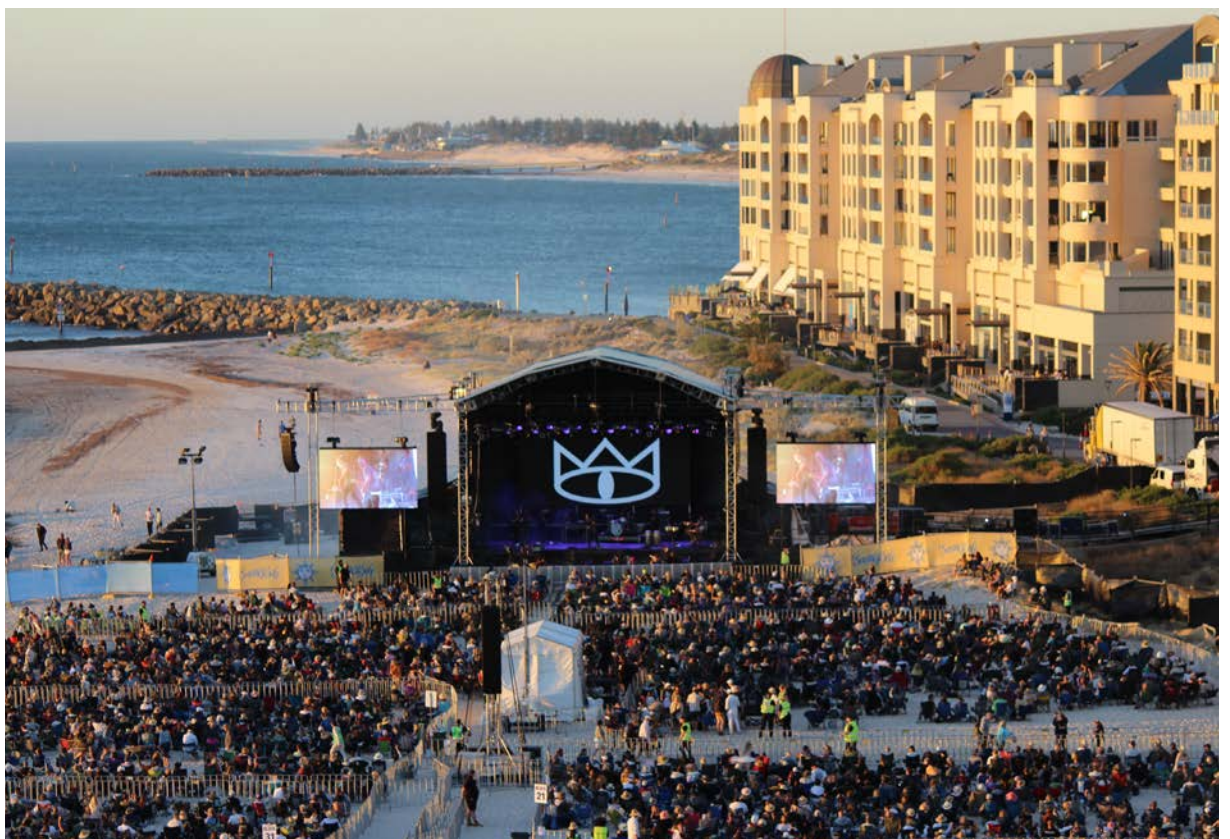
## Things to consider:

- Council's Events Strategy is a valuable resource for event producers. Read it here [www.holdfast.sa.gov.au/council/management-plans](http://www.holdfast.sa.gov.au/council/management-plans). It offers guidance on how producers can optimise their individual event plans to secure maximum support from Council.
- Council is inclined to preference your events that meet certain criteria, such as:
  - Offers the best opportunity for economic growth and adds value to residents
  - Promotes a higher profile of Holdfast Bay through unique events that showcase the destination and local experiences
  - Has sound environmental and sustainable practices
  - Includes involvement of local businesses and/or creatives
- Site fees and bonds. A baseline for Commercial and Multiday events permit/licensing fees inclusive of conditions of hire can be found here: [www.holdfast.sa.gov.au/services/events/event-application-information](http://www.holdfast.sa.gov.au/services/events/event-application-information)
- Planning timelines. Beach concerts are considered major events and as such we require initial engagement and planning to commence six months prior to the event day.

## Images









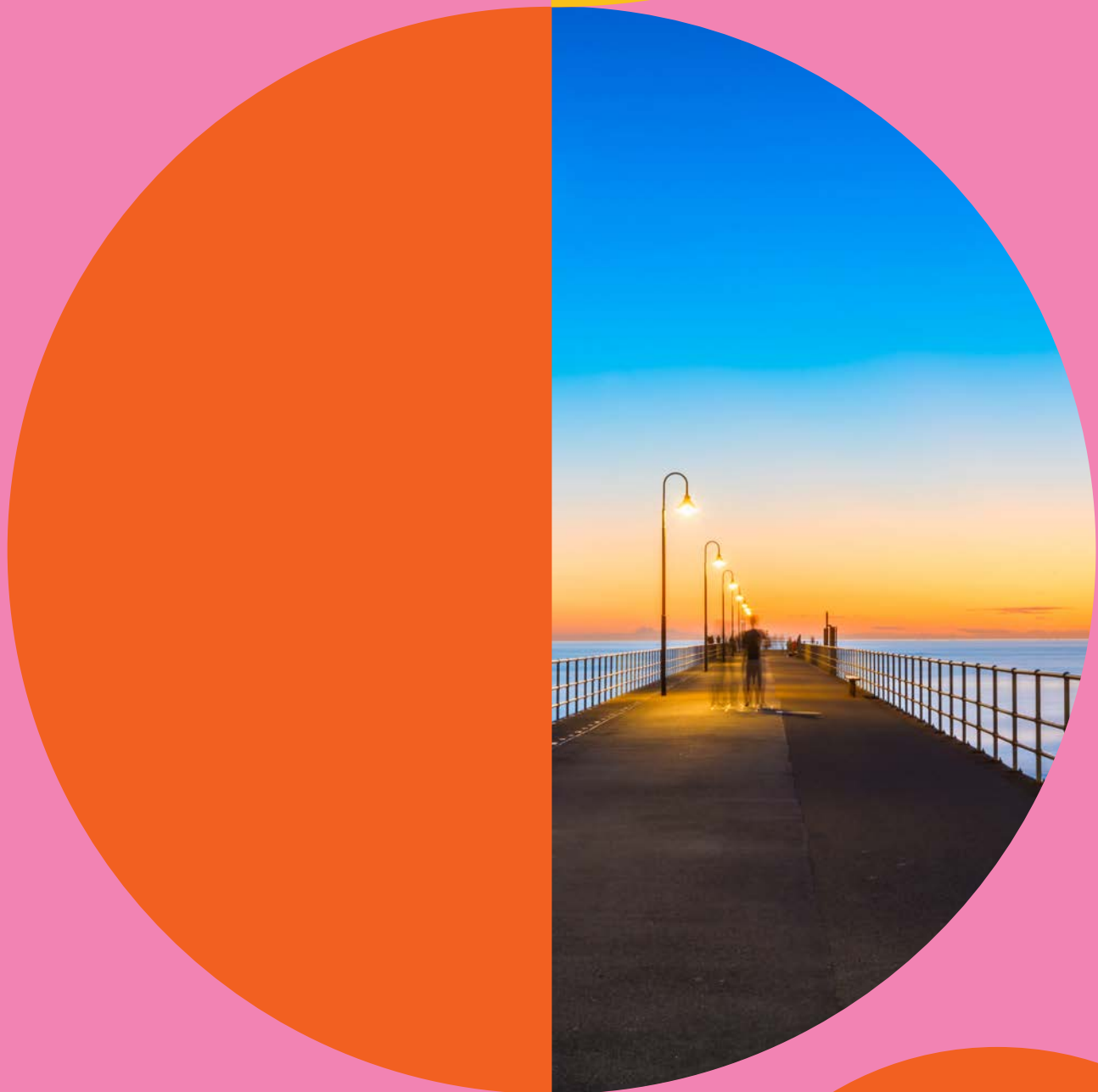






# G L E N E L G

## Beach Concert Prospectus



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