

Part 1: Adelaide Park Lands Events Policy

1.1 Strategic Context

The following two documents provide the strategic context for the Adelaide Park Lands Events Management Plan (APLEMP).

The City of Adelaide 2016-2020 Strategic Plan

The City of Adelaide 2016-2020 Strategic Plan outlines the following vision: Adelaide is a welcoming and dynamic city full of rich and diverse experiences.

Adelaide Park Lands Management Strategy

The Adelaide Park Lands Management Strategy is the leading planning document for the Park Lands over the next five years. The APLMS was open for public consultation in February 2016. The document includes the following in relation to events in the Park Lands:

Objectives

In planning for the future of the Adelaide Park Lands the strategies, actions and projects we implement will ensure that the Park Lands are:

- **Responsive** to a changing urban environment that meets the open space needs of Greater Adelaide and inspires people to participate in activities and events leading to an enhanced quality of life.

The Adelaide Park Lands offer a wonderful backdrop for a huge variety of events, from major events attracting international and interstate visitors through to small-scale community events for the people of Adelaide. Maximising opportunities for community access to these events is fundamental to activating Park Lands spaces while showcasing the scenic beauty and attraction of the Park Lands to international television and internet audiences.

- **Iconic** and celebrated for their distinctive heritage and cultural values and enduring integrity of Colonel Light's plan for Adelaide as "the City in a Park".
- **Inclusive** of the whole community by providing an enhanced sense of place and ownership and a range of opportunities for social, cultural and economic exchange.
- **Accessible** to the metropolitan population via a network of linked parks that connect people to the City, suburbs, hills and coast.
- **Enriching** as a place of respite from a rapidly changing urban environment, providing stimulating sensory, playful and enlightening experiences through a closer connection with nature and beautiful landscapes.
- **Diverse** and accommodates a range of activities, experiences and landscapes that are valued by people of different ages, cultures, abilities and interests.
- **Resilient** in adapting to a changing climate, enhancing biodiversity and sustaining the quality of user experiences.
- **Outcome 1: Dynamic, active and tranquil places - Places of activity, creativity and tranquillity for everyone that supports our changing lifestyles, health and wellbeing.**

Council policies

Council has a range of policies that provide the mandate for managing events in the Park Lands, including:

- Access and Inclusion Strategy
- Community Engagement Strategy
- Cultural Strategy 2017-2023
- Event Noise Mitigation Standard Operating Procedures
- Live Music Action Plan 2017-2020
- Public Communication and Consultation Policy
- Stretch Reconciliation Action Plan 2018-2021
- Smart Move Strategy 2012-2022 Interim Action Plan 2016-2018
- The Park Lands Community Land Management Plan

Legislative requirements

The relevant legislative framework for managing events in the Park Lands is provided by (but not limited to) the:

- Adelaide (City) Development Plan
- *Adelaide Park Lands Act 2005*
- *Development Act 1993* and *Development Regulation 2008*
- *Disability Discrimination Act 1992*
- *Environmental Protection Act 1993*
- *Local Government Act 1999*
- *Liquor Licensing Act 1997*
- *Major Events Act 2013*
- *Tobacco Products Regulation Act 1997*
- *Work Health and Safety Act 2012*
- *Work Health and Safety Regulations 2012*

1.2 Definitions

1.2.1 Park Lands is defined as the Park Lands and Squares of the City and North Adelaide under the care, control and management of the CoA as defined by the Adelaide Park Lands Plan.

1.2.2 Event means a public or private, fenced or unfenced, ticketed or unticketed planned gathering which is outside the normal everyday activity levels of the Park Lands (even if held regularly) and which is not provided for in sporting licence agreements.

Major event – an event of 10,000 plus people and/or over 20,000 square metres.

Medium event – an event of 1,501 to 9,999 people and/or over 1,000 and less than 20,000 square metres.

Small event – an event of 0-1,500 people and/or less than 1,000 square metres in size.

1.3 Policy Statements

Council will:

- A. Attract culturally diverse events of all types and sizes, that delight and inspire, to create rich experiences across the Park Lands
- B. Support respectful co-existence between events and the local community and residents, aiming for cooperative business and social opportunities which provide benefits for all, by ensuring a good fit between an event type and an event site
- C. Support event organisers to hold welcoming, accessible and safe events that leave people of all backgrounds with positive lasting memories of our city.

1.4 Policy positions

1.4.1 Consultation and engagement

Advice and consultation with Council and the community will be based around meaningful engagement, to support events and the local community to build valuable relationships and to minimise consultation fatigue. Impacted community members will be notified as far in advance as possible of the upcoming event.

Council's Noise Mitigation Standard Operating Procedures (the SOPs) requires significant notification and engagement to be undertaken prior to approval of an event licence. Notification areas have been established to ensure adequate information and prior notice is provided to the community around event sites, as are outlined in the SOPs.

Council may legally grant an event licence for up to 5 years under the *Local Government Act 1999* without undertaking public consultation, provided that such a licence is authorised by the relevant Community Land Management Plan (CLMP).

As such, Council is required to have a suitable approval process in place to ensure that each event licence is assessed and determined as being consistent with the requirements of the Adelaide Park Lands Community Land Management Plan and the Adelaide Park Lands Management Strategy (see page 16). Adherence to this process will ensure all approved event licences comply with section 202(6) of the *Local Government Act 1999*.

Council's Park Lands Community Land Management Plan allows for events in the Park Lands where the use is:

- Consistent with the objectives of management of the Park
- Provides community benefit
- Supports the outdoor recreational use of the Park Lands and
- Is consistent with the Adelaide Park Lands Management Strategy.

To ensure events are held in suitable locations, consultation has been undertaken to set criteria for use for each event site, as outlined in this document.

In addition to using these site criteria as an overarching guide to appropriately place and manage events in the Park Lands, community consultation and engagement for Park Lands events will be undertaken in the following way:

1. Quarterly reporting

Council will facilitate expedient approvals for event applications by delegating the approvals for events which meet the requirements of the APLEMP to the CEO (or their nominee).

Quarterly reports will be provided to Council identifying forthcoming events (all medium and major) as well as a report on significant events which have taken place in the previous quarter including feedback (if any) received from the public.

2. Council approval

As an initial assessment, subject to the provisions above, an event would be approved under delegated authority unless it:

- Will occupy a significant portion of a Park for more than four weeks (including bump in and out) and/or
- Is seeking road closure of more than 24 hours to utilise an entire site i.e. the Squares such as Reconciliation Plaza or to add a site footprint by utilisation of an adjacent roadway
- Is a new event application that would have significant impact on the Park Lands or community.

In these instances Council will be provided with the event management approaches and the outcomes of a 21 day public consultation prior to seeking Council approval. The local community and key stakeholders will be engaged to seek views and to minimise any potential negative impacts.

Council reserves the right to refuse to grant a licence for the use of the Park Lands for an event should the impact be considered too high and would be unable to be satisfactorily mitigated.

3. Long term licence holders

Three year terms, subject to Council approval, will be offered to suitable events to support stability of tenure in appropriate event sites. Longer term licences will enable Council to communicate Park Land availability over the long term, as well as set rest periods to ensure high quality turf is maintained. This will be undertaken through a transparent expression of interest procedure. Public consultation will be conducted as part of this procedure process.

1.4.2 Application and approvals

Council wants to grow events in the Park Lands and is open to new event opportunities and applications for activity at all times of the year, accessing many different Park Lands locations. Events will be continued to be assessed on a case-by-case basis, and will need to align with Council's strategic directions which includes growing the number of people attending events, as well as adhering to Council policy. Events approved by Council will be a mix of commercial and non-commercial, public and free entry events, with a desire to maximise public access to the Park Lands.

Events will be assessed for their suitability against the Site Criteria for each Park. Sufficient lead in time will ensure the event meets the Adelaide Park Lands Events Guidelines. Engagement with key authorities and partners including South Australia Police, Consumer and Business Services, Department of Planning, Transport and Infrastructure, Renewal SA and Riverbank partners will be conducted early to ensure effective mitigation and scheduling occurs, in order to both leverage on partnership opportunities and minimise disruption to the daily life of the City.

During the festival period in February and March of each year, applications to use public space for festival activity will be agreed in conjunction with the appropriate body.

Applications must be lodged with Council prior to the event date, inline with the following:

- Major event: At least six months prior.
- Medium event: At least three months prior or at least six months prior if held over multiple days.
- Small event: At least 21 days prior or three months if held over multiple days.

Where multiple event sites have been tentatively held, confirmation of event sites must be confirmed in line with the application lodgement timeframes (see above).

1.4.3 Care and custodianship of the Adelaide Park Lands

City of Adelaide maintains the Park Lands for a range of uses and council therefore has an obligation to apply the statutory principles of the *Adelaide Park Lands Act 2005* including the following:

'The interests of the South Australian community in ensuring the preservation of the Adelaide Park Lands are to be recognised and activities that may affect the Park Lands should be consistent with maintaining or enhancing the environmental, cultural, recreational and social heritage status of the Park Lands for the benefit of the State'.

A number of Adelaide Park Lands include representations of significant parts of Australia's history and places of peace. Events wishing to use these spaces must first discuss with the Events Team to ensure appropriateness of the nature of the event.

These areas of sensitivity have been denoted on the relevant maps. Please note that this is not an exhaustive list of all areas of sensitivity. Only those areas of sensitivity which are likely to be impacted by events have been included.

Event management must ensure the protection of biodiversity areas, remnant vegetation and tree root zones in particular. Where an event disrupts the natural cycle of turf growth and maintenance care, the event will be charged for remediation in order to return the Park to its former condition as quickly as possible.

Premium sites have a higher expectation of quality of the turf and environment and additional charges may be expected in these sites.

To minimise remediation costs to event organisers, rest and remediation periods will be programmed for Parks in the event booking schedule.

1.4.4 Fees and Charges

As a local government entity Council supports events in order to primarily attract people to the City, not to earn income.

Council sets reasonable fees in order to be fair and equitable to Park Lands users and ratepayers. To this end the following policy principles apply to setting fees:

- Fairness
- Equity
- Sustainability (of both the event and of Council's support for the event).

To achieve these principles fees and charges must be set in a way that:

- Considers the value of the location
- Considers the size of the event
- Considers seasonality
- Considers the ability of the event holder to pay i.e. commercial ticketed events will be charged more
- Operates from a user pays approach to remediation of damaged Parks
- Operates from a user pays approach for water, power and sewerage use.