

Festivals and Events Policy

Community Engagement Outcomes Report
August 2024

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Introduction

Adelaide Hills Council manages and supports a wide array of festivals and events across the Council area. Festivals and events are important to the Adelaide Hills and can positively contribute to many parts of the region's fabric of life, including;

- Building community spirit and strengthening local values and traditions
- Increasing local interest and participation and encouraging volunteerism
- Building on and profiling local attractions, products, history, culture and the environment
- Promoting tourism development and improving destination awareness.

The *Festivals and Events Policy* (the “Policy”) provides Council and its administration with principles and guidelines for administering festivals and events in our region. This Policy applies to festivals and events within the district that are run by Council, supported or sponsored by Council, where Council has an agreement or contract with the Event Organiser, or where the event may have significant community, economic or environmental impact.

In July 2022 Council embarked on reviewing the *Festivals and Events Policy* (adopted 2019) in line with the Council’s Policy Review Schedule. The Policy was initially presented to Council on the 26 July 2022 including minor amendments where Council resolved that public consultation be undertaken on the draft Policy and a report be prepared for Council.

A draft version of the updated Policy was made available for public consultation via a two-phase approach between December 2022 to May 2024. The local community were invited to offer feedback on the draft Policy, including the following appendices:

- Competitive Motoring Events
- Non-Competitive Motoring Events
- Events Involving Animals
- Sporting Events

A total of 38 responses were received including 29 responses during Phase One and nine responses during Phase Two via email and online submissions. This report contains a summary of all feedback received as well as an overview of who we engaged, when we engaged and how we engaged.

The next stage is to present the feedback to Council at the meeting on 27 August 2024 for consideration and for Council to adopt a final *Festivals and Events Policy*. The final Policy will be shared with the community via Councils Engagement Platform.

Summary of Engagement

Community Engagement Strategy

A community engagement strategy was developed and a two-phase public consultation approach was conducted on the draft Policy through a project page on Council’s Engagement HQ web platform. Phase One included targeted engagement from 2 December 2022 to 31 March 2023. Phase Two involved formal consultation on the draft Policy from 24 April 2024 to 16 May 2024. The approach was to enable anyone with an interest in festivals and events in the Council area to have their say over this period.

Consultation was undertaken in accordance with Section 122 of the *Local Government Act 1999* and Council’s *Public Consultation Policy*.

Engagement Approach

The Council’s engagement approach aimed to collect and collate community feedback about the draft *Festivals and Events Policy*. Feedback on the Policy could be submitted in a number of ways:

1. Using the submission form on engage.ahc.sa.gov.au
2. Sending an email to engage@ahc.sa.gov.au
3. Calling Council on 8408 0400
4. Completing a hard copy feedback form
5. Writing a letter to the Community Engagement Coordinator – 63 Mount Barker Road, Stirling SA 5152

A simple online form was developed for both phases of consultation. Phase One included targeted engagement with event attendees and event organisers over the peak events season. This provided an opportunity to understand any key issues ahead of the formal consultation and address key concerns and opportunities in the Policy. Phase Two involved formal consultation on the draft Policy where anyone could participate in the consultation with submission forms and information made available online and in hard copy at our customer service centres and libraries.

A copy of the engagement page and the submission forms is included in Appendices A, B and C.

Distribution and Promotion

The opportunity to provide feedback was promoted through a number of channels including:

- Corflutes at events over the peak events season (December 2022 – March 2023) encouraging feedback from event attendees and event organisers
- Email to key event organisers
- Advertisement in *The Courier* on 24 April 2024
- Hills Voice: your Adelaide Hills e-Newsletter to 3,955 Hills Voice Subscribers (resulting in 17 click throughs to the consultation page)
- Adelaide Hills Council Website and Community Engagement Hub Page
- Email to Mayor and Elected Members to share
- Social media posts
- Hardcopy information and submission forms available at customer service centres and libraries

Table 1: Social Media Promotion Statistics

Media	Post Date	Unique Impressions (viewed)	Engagement (reaction, comment, share or opening link)
Facebook – Post 1	24 April 2024	2,753	151
Facebook – Post 2	12 May 2024	1,992	64
LinkedIn – Post 1	24 April 2024	287	14
LinkedIn – Post 2	12 May 2024	324	13
X – Post 1	24 April 2024	43	0
X – Post 2	12 May 2024	59	0

Participants

This section provides details about participation during the engagement period and information about respondents who completed a submission.

Engaged Participants are considered to be those who were not only aware of and informed about the consultation process but who also chose to provide their feedback. The number of aware and informed people who chose not to provide feedback is presented within the table below:

Table 2: Aware, Informed and Engaged Community

	Email	Engagement HQ Platform
Aware <i>Sighted information that the consultation was open</i>	1,756	503
Informed <i>Accessed information via visiting multiple sites or downloading information</i>	17	151
Engaged <i>Provided feedback</i>	Unknown	34

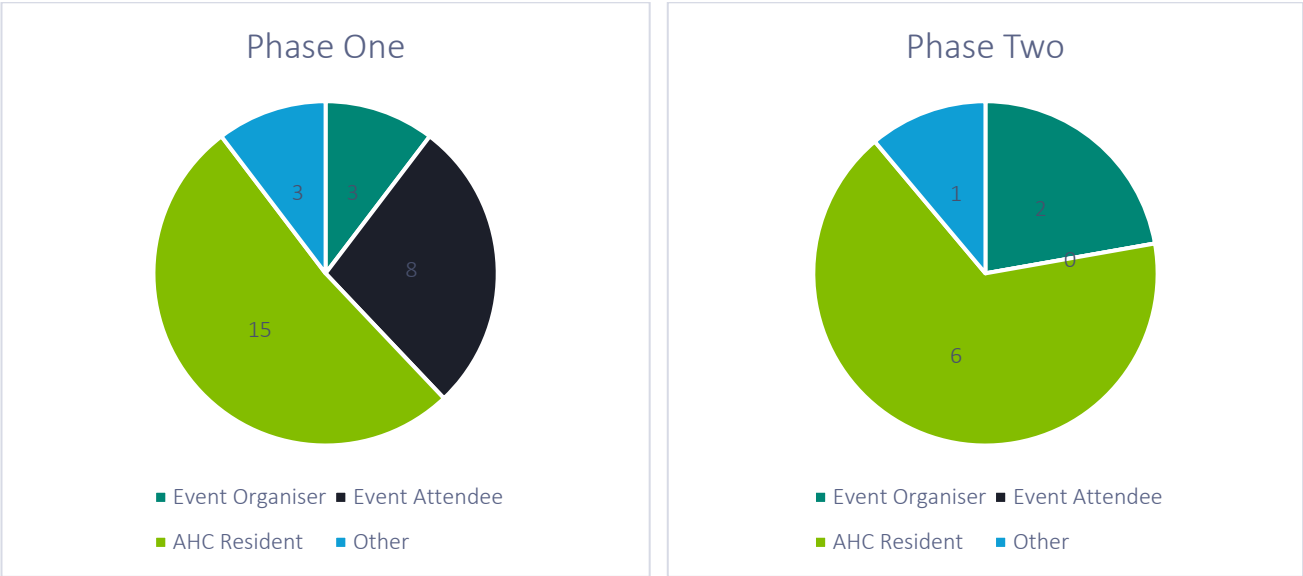
In addition to the 34 engaged participants via Engagement HQ four emails were received with feedback on the Policy.

Participant Characteristics

Data was collected from respondents on their involvement with events in the Adelaide Hills with results outlined below.

The majority of respondents were Adelaide Hills Council residents during both Phase One and Phase Two, followed by event attendees in Phase One and event organisers in Phase Two.

Chart 1 and 2: Respondents Connection with Events



Data on which suburb respondents are from was also collected during Phase Two. This showed most respondents were Adelaide Hills Council residents, with only one respondent outside the council area.

Table 3: Participants Locality

Suburb	Number of Respondents
Birdwood	2
Gumeracha	1
Lenswood	1
Mount Torrens	1
Mylor	2
Paracombe	1
Prospect West (outside AHC)	1

Online Submission Feedback

A total of 38 responses were received during the consultation. 29 responses were received during Phase One, with 27 of these being online submissions. Nine responses were received as part of Phase Two, with seven of these being online submissions. Analysis of questions in the submission form on the draft Policy are provided below.

Draft Policy and Toolkit

Respondents were asked during Phase Two if they had read the draft *Festivals and Events Policy* and Event Organisers Toolkit. These were mandatory questions with responses as presented below. Of the seven respondents who completed the online submission, six of these had read the Policy and Event Organisers Toolkit.

Chart 3: Respondents Reading of the Draft Policy

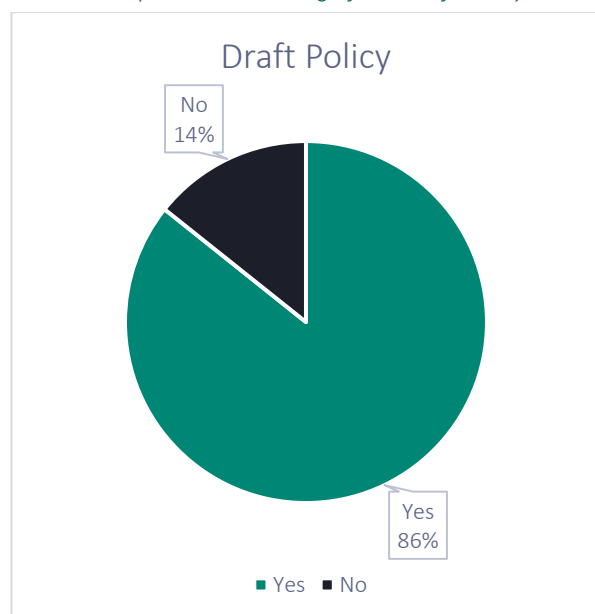
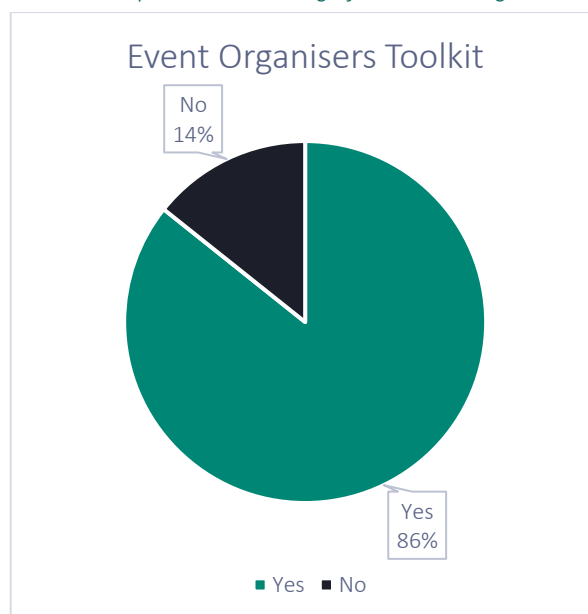


Chart 4: Respondents Reading of the Event Organisers Toolkit



Key Events Feedback

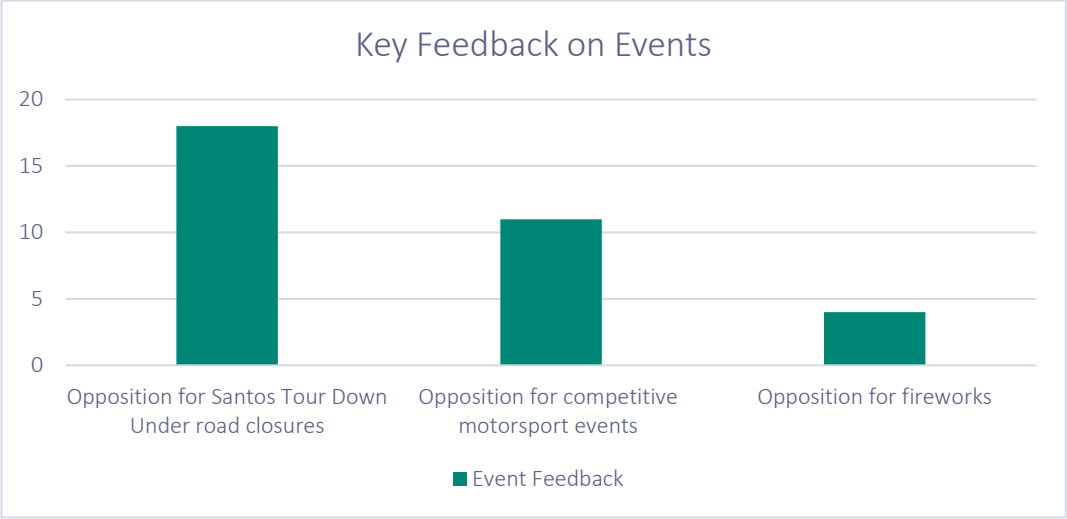
During Phase One respondents were asked to select which event they were providing feedback on and provide open text responses on the community, economic, environmental and timing impacts of that event. They could provide feedback on more than one event as part of the same submission. These responses have been categorised below.

Chart 5: Which event feedback relates to – Phase One



All feedback received during the consultation period was analysed thematically. The chart below includes responses from Phase One (above) and also those received during Phase Two categorising feedback into key themes.

Chart 6: Key Themes



The above feedback relates to specific events, not the *Festivals and Events Policy*, and is better received during the consultation period for each event, as this feedback does not relate to the process outlined in the Policy for approving these types of events or activities.

Other Key Feedback Received

In addition to the key themes above, additional feedback received during consultation is outlined below.

- Positive feedback on environmental aspects – events and businesses would like to see more focus on environmental impacts e.g. separated waste streams, better recycling with mobile vendors
- Positive feedback on the accessibility inclusions in the draft Policy
- Positive feedback on free, family friendly events e.g. markets
- Question around clarification of requirements for non-competitive motoring events with modified traffic conditions such as the Bay to Birdwood
- Feedback from event organisers of competitive motoring events to allow for multiyear approval to provide certainty for their events to operate in the Adelaide Hills region
- Preference for increasing the subsidy towards the electrical Certificate of Compliance for commemorative events

Clarification was sought from the South Australia Police on what they require from Council for approving road closure requests following feedback received regarding clarity on the approval process for non-competitive motoring events. Analysis of SA Police guidelines identified discrepancies within the Policy which have since been updated and are reflected in the revised Policy.

Conclusion

A number of areas have been identified where amendments to the policy can improve clarity and consistency, provide further guidance for event organisers on safety at events, and ensure the Policy keeps up to date with Council's strategic goals around environmental impacts and accessibility at events. It also provides flexibility for Adelaide Hills Council to take advantage of tourism opportunities with regards to certain events.

Amendments have been made post consultation to provide clarity on application timelines and approval processes for non-competitive motoring events and sporting events with road closures, modified traffic conditions and speed restrictions. Analysis of South Australia Police guidelines for road closure approvals identified discrepancies within the Policy which have since been updated.

Additional updates include the ability for Council to provide in-principle support for motoring events to occur in a number of consecutive years, subject to conditions, to provide certainty for events to operate and plan in the Adelaide Hills region.

This report will be shared with anyone who participated in the consultation via Councils Engagement Platform.

Appendix A – Engagement Page



Draft Festival and Events Policy Review



Home / Events in the Adelaide Hills

Events in the Adelaide Hills

Facebook Twitter Instagram Email

Policy and Toolkit ready for your comments

Thank you to everyone who provided feedback as part of the Festival and Events Policy review - we are now analysing your feedback and will update the policy accordingly before taking it to Council for endorsement.

The *Draft Festival and Events Policy* (the "Policy") is now ready for your review and comment. We are also giving you the opportunity to comment on the *Event Organisers' Toolkit*.

- How do the proposed Policy changes sit with you?
- Would you like to see any further changes made to the Policy?
- Does the Toolkit need additions or changes?

Please provide your feedback by Thursday 16 May 2024.

Context

We support over 100 diverse community events each year. Events and festivals create a huge opportunity for community connection and celebration as well as social, cultural, environmental and economic benefits. Festivals and Events come with a varied range of responsibilities, planning requirements and community expectations which, if not managed well, can result in a variety of issues and conflicts. To help with this we have a *Festival and Events Policy* and your feedback **now** will help shape the Policy.

Summary of key themes in Phase One Consultation:

- Positive feedback on free, family friendly events in the Hills e.g. markets
- Negative feedback around rallies and Santos Tour Down Under road closures from residents, especially around road closures for the Challenge Tour in January 2023
- Electrical Certificate of Compliance for civic events - organisers did not feel they should have to pay anything towards this (we currently subsidise \$150 of the \$180 cost)
- Rally organisers would like multiyear agreements to provide certainty for their events to operate in the Adelaide Hills region. Annual approval of road closures would still be required by the CEO
- Events and businesses would like to see more focus on environmental impacts e.g. separated waste streams, better recycling with mobile vendors

Notes on Policy for Consultation

The *Festivals and Events Policy* provides Council and its administration with principles and guidelines for administering festivals and events in our region. This Policy applies to festivals and events within the district that are run by Council, supported or sponsored by Council, where Council has an agreement or contract with the Event Organiser, or where the event may have significant community, economic or environmental impact. The current Policy was adopted on 27 August 2019.

The Policy is due for review, and as part of this review has identified a number of areas where amendments to the Policy can improve clarity and consistency, provide further guidance for event organisers on safety at events, and ensure the Policy keeps up to date with Council's strategic goals around environmental impacts and accessibility at events. It also helps to provide further flexibility to certain events to allow the Adelaide Hills to take advantage of tourism opportunities.

An Event Organisers' Toolkit is referred to in the Policy and this toolkit will also be reviewed to reflect the updated Policy following consultation.

Your feedback matters

Your feedback will shape our *Festival and Events Policy* and *Event Organisers' Toolkit*. Sharing your feedback as an event attendee or as an event organiser will help us improve what we do and create the best events in the Hills.

We have highlighted in the draft Policy the key changes we have made to make it easier for you to see what's being proposed.

If you attended or organised an event recently we would love to hear from you.

You can share your thoughts and feedback as an event attendee or an event organiser in a number of ways:

1. Preferably using the submission form on this page
2. Sending an email to engage@ahc.sa.gov.au
3. Calling us (see details below)
4. Completing a hard copy feedback form
5. Writing a letter to Community Engagement Coordinator, 83 Mount Barker Road, Sorling SA 5152

We're here to listen

You can contact our team via engage@ahc.sa.gov.au or call 9408 0450

Further information on organising or attending an event

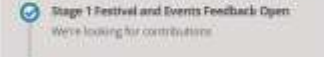
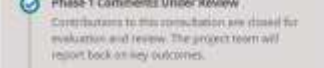



Key Documents





Lifecycle







Appendix B – Phase One Submission Form

Tell Us About the Event You have either Organised or Attended

All fields marked with an asterisk (*) are required

1. Please provide your name.

Maximum 255 characters

0/255

2. Are you: *

- ☐ An event attendee
- ☐ An event organiser
- ☐ Other (please specify)

3. Which Adelaide Hills event are you providing your feedback on? *

- ☐ Adelaide Hills Rally
- ☐ Shannon's Adelaide Rally
- ☐ Stirling Christmas Pageant
- ☐ Twilight on the Green/Moonlight Cinema - Bridgewater
- ☐ Lobethal Christmas Pageant
- ☐ Carols on the Lawn - Stirling
- ☐ Hot Rod 'N' Classics Picnic - Balhannah
- ☐ Jaumafest (Cherry Picking Festival) Lenswood
- ☐ Houghton Carols in the Square
- ☐ Mt Torrens Market
- ☐ Lights of Lobethal
- ☐ Woodside Christmas Pageant
- ☐ Gumeracha Fifth Sunday Market
- ☐ Mylor Market

- ☐ Oakbank Market
- ☐ Stirling Market and Laneways
- ☐ Discover, Play, Bikeway!
- ☐ Stirling Fringe
- ☐ Uraidla Market
- ☐ Woodside Country Market
- ☐ Santos Tour Down Under
- ☐ Other (please specify)

Please note that you can only select 1 event at a time but you will be prompted to provide feedback on up to 3 events if you would like.

4. If you are an event organiser, did you find the event easy to organise? Or if you are an event attendee, did you find the event to be well organised? *

- ☐ Yes
- ☐ No
- ☐ Some elements
- ☐ Not sure

Community Impacts

Community impacts can include:

- Opportunities to increase community connections and volunteering
- Opportunities for benefit to local community groups and causes
- Enable people of all abilities (including those with disabilities) to be involved in the event
- Potential for community enjoyment
- The balance of festivals and events across the region
- The commitment to appropriate public engagement
- Effects of noise and nuisance
- Safety, availability and consumption of alcohol, number of patrons
- Impact of road closures on access to public roads

5. Do you have any feedback in regard to community impacts of the event you either organised or attended?

Economic Impacts

Economic impacts include:

- Potential for significant fundraising for projects within the community
- Potential to attract additional visitors and economic activity to the region
- Impact on surrounding businesses
- The groups or organisations that stands to benefit financially from the festival or event

6. Do you have any feedback in regard to economic impacts of the event you either organised or attended?

Environmental Impacts

Environmental impacts include:

- Opportunities to enhance environmental outcomes by embracing sustainability principles (including in waste management, use of recycled / compostable materials and the elimination or reduction of single-use plastics wherever possible)
- Potential for detrimental impact on the environment including factors such as damage to flora and fauna and excessive waste left on site

7. Do you have any feedback in regard to environmental impacts of the event you either organised or attended?

Timing Impacts

Timing impacts include:

- Proposed timing of the event in relation to existing events and the availability of tourism resources, accommodation etc.
- Impact on seasonal economic activities (such as harvest seasons)
- Increase in events during the shoulder and low tourism seasons (May to September)
- Safety arrangements and risk management undertaken for events especially given seasonal factors including the Fire Ban Season and potential for extreme weather.

8. Do you have any feedback in regard to timing impacts of the event you either organised or attended?

9. Is there any other feedback you would like to provide for this event?

10. Is there a second event you would like to provide feedback on? *

☐ Yes

☐ No

☐ Not sure

11. Is there a third event you would like to provide feedback on? *

☐ Yes

☐ No

☐ Not sure

12. We have some additional questions for Event Organisers only. Please select to go to the next section if you have organised an event through us in the past. *

☐ I am an Event Organiser who has organised an event in the past

☐ I am not an Event Organiser

13. How easy was it to organise the event in the hills with AHC?

☐ Very easy

☐ Mostly easy

☐ Somewhat difficult

☐ Very difficult

☐ Not sure

14. Why did you choose the Adelaide Hills to host your event and what do you feel makes the Hills unique?

15. Who are you trying to attract to your event?

16. Is there anything Council could do differently to help with the event? (e.g. tools, funding, process)

17. Do you have any aspirations for future events?

18. What do you hope people get out of your events?

19. If you would like to be kept in the loop with the outcomes of this consultation can you please provide your email address.

Maximum 255 characters

0/255

Submit

Appendix C – Phase Two Submission Form

Submission Form - Draft Policy

We are asking for feedback from anyone with an interest in events on our draft Festival and Events Policy and Organisers' Toolkit.

All changes in the Policy have been marked in yellow.

Access a copy of the draft Policy - <https://engage.ahc.sa.gov.au/82431/widgets/391590/documents/283982>

Access a copy of the Organisers' Toolkit -

<https://engage.ahc.sa.gov.au/82431/widgets/391590/documents/283988>

All fields marked with an asterisk (*) are required

1. Your name *

Maximum 255 characters

0/255

2. Your email *

3. Your suburb/ township *



4. Have you read the [draft Festival and Events Policy](#)? *

☐ Yes

☐ No

5. Please provide your feedback on the Policy

You can use this space to let us know any suggestions or changes you would like to see. Feel free to make general comments or specific references to sections in the Policy.

6. Have you read the [Event Organisers' Toolkit](#) ^{*}

☐ Yes

☐ No

7. Please provide your feedback on the Event Organisers' Toolkit

You can use this space to let us know any suggestions or changes you would like to see. Feel free to make general comments or specific references to sections in the Toolkit.

8. If you have any other feedback on events in the hills that you would like us to consider please let us know.

Submit

08 8408 0400
mail@ahc.sa.gov.au
ahc.sa.gov.au

