
5.5 A DAY ON THE GREEN

RECORD NUMBER: 2019/2175

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EXECUTIVE SUMMARY

Council has been in discussions with Roundhouse Entertainment, A Day on the Green, to establish an event in the Orange Region.

A Day on the Green undertook site inspections of vineyards in the Orange and Cabonne LGAs and settled on Heifer Station on the Escort Way as the location that could best meet the needs of the event.

While Heifer Station is located in the Cabonne LGA, it is anticipated most visiting audience members will stay in Orange. There will also be benefits for the hospitality and accommodation sectors in Cabonne.

This report seeks a Council resolution to exhibit the funding proposed and seek community feedback on the matter.

LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy “11.2 Prosper - Develop and attract a variety of events, festivals, venues and activities for locals and visitors, ensuring accessibility for all”.

FINANCIAL IMPLICATIONS

Council funding for the event is recommended at \$60,000 (over three years) which would secure the event for a minimum of three years.

Initially the 2019/20 budget included \$80,000 for Evocities. In June when Council resolved to discontinue with the Evocities program, the report noted that funds could be used to support inwards tourism/relocator opportunities including support for A Day on the Green.

The discontinuation of the Evocities program increased the projected operational surplus.

It is proposed that year one of the agreement would be funded through the following:

- \$20,000 from the operational surplus mentioned above reducing it by \$20,000
- \$20,000 from the Major Events Sponsorship

Years two and three would be funded from the Major Events Sponsorship at \$10,000 annually.

POLICY AND GOVERNANCE IMPLICATIONS

Under Section 356 of the Local Government Act 1993:

(1) A council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.

(2) A proposed recipient who acts for private gain is not ineligible to be granted financial assistance but must not receive any benefit under this section until at least 28 days' public notice of the council's proposal to pass the necessary resolution has been given.

RECOMMENDATION

That Council exhibit for 28 days the intention to provide funding to Roundhouse Entertainment for the Heifer Station A Day on the Green to support the event and site establishment as follows:

- Year 1 2019/20 - \$40,000
- Year 2 2020/21 - \$10,000
- Year 3 2021/22 - \$10,000

FURTHER CONSIDERATIONS

The recommendation of this report has been assessed against Council's other key risk categories and the following comments are provided:

Image and Reputation	Following the announcement of the date the initiative has received strong community support on social media platforms.	
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SUPPORTING INFORMATION

The event could attract in the order of 8,000 audience members. The 2020 were announced earlier this month being Cold Chisel, Birds of Tokyo and Magic Dirt.

The event could inject approximately \$1.6 million into the local economy.

The estimate break up of attendees and of spend is as follows:

- 2,000 Orange locals = \$0 net addition to the economy
- 3,500 day trippers (from outside LGA) @ \$140 = \$490,000
- 2,500 overnight @ \$467 per trip = \$1,167,500

Total draw into the economy = \$1,657,500

The data is from Tourism Research Australia Local Government Area Profiles supplied by Destination NSW.

The above split between locals, day trippers and overnight stays is conservative in nature and puts overnight stays at approximately 30 per cent. Based on surveys undertaken by Roundhouse Entertainment (see attached), overnight stays were 47 per cent (Hunter Valley) and 64 per cent (Mudgee).

A Day on the Green site requirements included the following:

- Concert space for up to 10,000 patrons
- 2 to 2.5 hectares of stage viewing area clear of trees with low canopies
- Land featuring an amphitheatre effect, preferred but not essential.
- Area should be pretty with views of vineyards and or rolling hills, trees etc.
- The area where the stage sits needs to be relatively level
- Overall area of approx. 7 > 10 hectares would be needed for parking, drop off and bus parking.
- Venue needs to be close to a sealed 2 way road.

5.5 A Day on the Green

- The bump in and bump out of the event involves semi-trailers so the roadways leading into the venue and to the concert area should be able to accommodate larger vehicles.
- Preference is for wineries/vineyards that have an existing cellar door.
- Also having existing buildings onsite that can be utilised for artist rooms and artist catering is preferred.

To give a sense of the scale of the event, below is drone shot of the Peter Lehman A Day on the Green in the Barossa.



To meet the above mentioned needs of A Day on the Green, a significant amount of works is required at Heifer Station. Quotes in the order \$160,000 have been obtained by Heifer Station and assessed by Council staff.

Initially the intention of the negotiations between Council and A Day on the Green that settled on the in principle agreement of \$60,000 was around ensuring the event was secured for Orange and provided seed funding to ensure its success.

Given the relatively high cost of establishing the site, A Day on the Green has agreed that the funding can be allocated to site establishment and support at Heifer Station.

Heifer Station is also investigating a staged approach to the works in that not all the \$160,000 maybe needed in year one. While the funding agreement proposed is with Roundhouse Entertainment to ensure the three year term, the funding will support work undertaken by Heifer Station.

The intention of front loading \$40,000 of the \$60,000 in year 1 is to ensure an appropriate level of amenity and safety is supported in the first year of the event in the Orange region.

Heifer Station also has an application before Cabonne Council seeking support.

Orange City Council and Heifer Station has also sought funding support from Destination NSW (DNSW).

All available funds offered via the DNSW Regional Tourism Program had been committed in 2018/19, and any new funding programs for the 2019/20 financial year and beyond are yet to be confirmed.

Funding opportunities through DNSW will be reconsidered. In the absence of such DNSW support the matter of Council support may need to be revisited for years two and three.

ATTACHMENTS

- 1 Roundhouse Entertainment data, D19/60251

Who we are:

- Roundhouse Entertainment’s a day on the green is Australia’s pre-eminent outdoor summer concert series. Launched in 2001 a day on the green is one of Australia’s most successful and respected outdoor concert experiences and rated a ‘must do’ experience from both artists and fans alike.
- Spanning the warmer months of October – April, a day on the green presents up to 35 shows a season across an array of genres in a host of beautiful, distinctive wineries and outdoor locations across the country, appealing to a diverse audience.
- Working with some of the biggest musical names locally and globally, a day on the green has presented shows by the likes of Robbie Williams, Florence + The Machine, Red Hot Chili Peppers, Kylie Minogue, Bryan Ferry, Rod Stewart, Elton John, Blondie, Alicia Keys, James Blunt, Crowded House, Hunters & Collectors, Icehouse, Tina Arena to name just a few.
- With direct access to over 500,000 people via the Roundhouse | a day on the green channels, we speak directly to hundreds of thousands of music and event fans across Australia. As such, we are uniquely placed to showcase the magical environs of our unique spaces and surrounds through an artistic & experiential lens.

Visitation & Economic Impact:

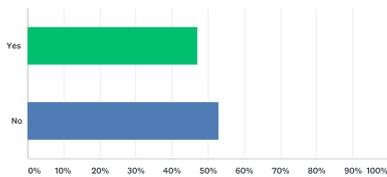
- There is a direct correlation between the introduction of major concert events held by a day on the green and visitation to the area in which the event takes place.
- A day on the green fans are known to travel and intrastate, interstate and even in some cases international ticket purchases are common for a day on the green events.
- A day on the green actively promotes across our social comms additional attractions throughout the region encouraging patrons to not only come for the show but to spend some time discovering and enjoying all that is on offer in that region.
- Roundhouse conservatively estimates an additional \$250 per concert goer is injected into the local economy over and above what is spent on the show.
- Based on survey results (as shown in the graphs below) and in the years of experience in hosting a day on the green, we have found a significant number of attendees (on average 50%) book accommodation for at least one night.

Season 2018/2019

Season 2017/2018

Q14 Were you required to book accommodation when attending an a day on the green event?

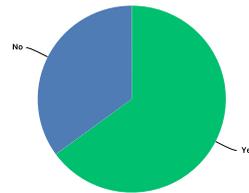
Answered: 940 Skipped: 62



ANSWER CHOICES	RESPONSES
Yes	47.02% 442
No	52.98% 498
TOTAL	940

Q14 Were you required to book accommodation when attending an a day on the green event?

Answered: 445 Skipped: 28



ANSWER CHOICES	RESPONSES
Yes	64.94% 289
No	35.06% 156
TOTAL	445

Event: John Farnham
 Sat 1 December 2018, Bimbadgen Estate, Hunter Valley
 Attendance: 10,000
 Number of patrons replying to survey question: 940
 Of the responses 47% booked accommodation for this event

Event: Hoodoo Gurus
 Sat 4 November 2017, Robert Oatley Wines Mudgee
 Attendance: 4,000
 Number of patrons replying to survey question: 445
 Of the responses 64% booked accommodation for this event

Commitment to the Future:

- For each event our team temporarily transform the winery space into to a world-class concert venue that provides an appropriate level of safety and amenity to support the standards expected by audiences for music artists of a world-class calibre, committing to a significant financial investment to make happen. This temporary transformation comes at a cost – in some cases more than twice the comparable costs of similar sized sites in less remote locations or regions.
- Roundhouse is a committed stakeholder with a proven track record of staging successful events and are dedicated to continued investment in the establishment and growth of a day on the green in Orange in a way that strengthens the opportunity to attract and host world-class events.
- To this end, we welcome the opportunity to partner with council and local stakeholders to ensure a successful and enduring future for a day on the green in Orange.