



FESTIVALS ADELAIDE

12 King William Road, Unley
South Australia, 5061, Australia

t: +61 8 8271 1488

f: +61 8 8271 9905

e: info@festivalsadelaide.com.au

festivalsadelaide.com.au

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Infrastructure SA
Level 15 Wakefield House
30 Wakefield Street
Adelaide SA 5000

Dear Infrastructure SA board & staff,

Submission from the festival sector

Adelaide’s festival sector is one of the most successful industries in South Australia. With unparalleled growth in audience number for several decades, an ongoing international reputation for excellence and deep engagement with South Australians, the festival sector is critical to the State’s image. An Omnibus Survey in 2018 showed that 80% of people think hosting festivals improves the image of the State.

Festivals Adelaide is the peak body for 11 of South Australia’s unique arts and cultural festivals. A filter, if you will, for the most mature, most loved, most professional and best governed festivals in the State and arguably the country.

This submission seeks to provide an overview of the sector and requests further engagement with regards to the State’s first 20yr Infrastructure Plan.

THE FESTIVALS





FESTIVALS
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Adelaide Fringe

The Adelaide Fringe is the Southern Hemisphere's largest and Australia's biggest ticket-selling open-access arts festival.

Adelaide Festival

The Adelaide Festival is recognised as one of the top multi-arts festivals world-wide.

WOMAdelaide

WOMAdelaide is the iconic open-air festival celebrating the very best of the World of Music, Arts and Dance.

The DreamBIG Children's Festival

Dream BIG Children's Festival is South Australia's iconic biennial arts festival for schools and families.

South Australia's History Festival

The History Festival promotes the State's wonderful collections, places and stories through an amazing range of history-related activities.

Adelaide Cabaret Festival

The Adelaide Cabaret Festival is the biggest, most highly acclaimed cabaret festival in the world.

The Adelaide Guitar Festival

The Adelaide Guitar Festival is the most significant festival of its kind in the Southern Hemisphere.

South Australia's Living Artists Festival (SALA)

The South Australian Living Artists (SALA) Festival is an annual statewide festival of Visual Art showcasing over 8500 local artists.

OzAsia Festival

OzAsia Festival introduces new contemporary arts from Asia to audiences in Adelaide through unique events and premieres.

Adelaide Film Festival

Adelaide Film Festival is a celebration and exploration of Australian and international screen culture with a unique program of screenings, forums and special events.

Feast Festival

Feast is Adelaide's only not-for-profit LGBTI Queer Arts and Cultural Festival that celebrates Pride and Diversity.

ECONOMIC IMPACT

The following infographic shows the aggregated impact of the 2018 festivals, providing \$19.1m of new economic impact to the State and generating over \$345m of economic activity. The economic growth has been consistently growing for over a decade and shows no signs of down-turn.



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2018 ADELAIDE FESTIVALS ECONOMIC IMPACT

FESTIVALS ADELAIDE IS THE ALLIANCE OF 11 MAJOR ARTS FESTIVALS

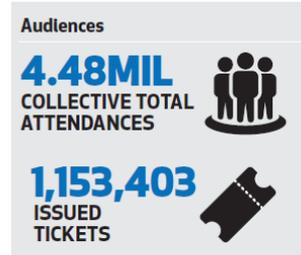
Adelaide Festival
Adelaide Fringe
WOMAdelaide
South Australian Living
Artist Festival (SALA)
Adelaide Film Festival
Feast Festival
SA's History Festival

Presented by The
Adelaide Festival Centre
Cabaret Festival
Adelaide International
Guitar Festival
OzAsia Festival
DreamBIG Children's Festival



think hosting festivals
improves the image of the State*

*Intuitto Omnibus survey Feb 2018



State & Local government
festival investment



Gross economic
expenditure

↑ 29.2%



Festivals economic impact of 'new
money' to South Australia's economy

↑ 27.2%

INFRASTRUCTURE REQUIREMENTS

Many of the festivals within the network have a growth plan, some of which include significant audience targets, others that seek further engagement with South Australian audiences, enhancing global reputation among the industry, or to assist local artists and creators of all types to continue to generate wealth and wellbeing.

As a sector, we have excellent data showing previous growth, but have not yet worked towards a shared sector growth plan. That is now our intention. In the second half of 2019, Festivals Adelaide will work with Deloitte SA to create a sector plan, dovetailing into the South Australian Growth Agenda. It is anticipated that specific infrastructure requirements required for growth, will be identified through this process.



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Most Festival Cities, including Edinburgh, Montreal and Krakow have vast 'festival infrastructure', including a number of 2000+ seat theatres, 500-700 seat theatres, experimental art spaces, music and concert halls, transformable outdoor venues and galleries.

An audit of performing art venues in South Australia shows that there has been a decline in recent years and that this is not in line with the 10%+ per annum growth that the festival sector sustains year on year. Whilst this forces our sector to continue to innovate and make use of space in a flexible and creative way, it does not make best use of resources in the long term.

By way of highlighting the type of infrastructure that the sector requires to continue its strong growth and national leadership, this is likely to include, but not limited to;

- Bespoke Music Centre/ Concert Hall
- 500+ seat theatre
- Upgraded event facilities in all CBD Park Lands and Squares, including 3 phase power | sullage | digital capacity
- Accessible, activated Festival Plaza
- Royalty Theatre, Angus Street - significant up-grade tied to an obligation to enable use by the Not For Profit performing arts sector, say 50% of the time.
- Queens Theatre – permanent core facilities, including: air-con |toilets | catering facilities | technical & staging equipment | flexible seating system. Currently, and for many years, all of these facilities are hired in every time the venue is used. This is the oldest theatre in mainland Australia and deserves proper preservation and regular use.



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- Regional City of Culture re-instated. This is a program that focused arts and cultural infrastructure up-grade with a year of arts activity in a nominated regional town.
- Tax and rate incentives for building arts infrastructure into new buildings, including; public art, rehearsal and 'making' space
- Supportive legislation, including in relation to noise | security & police attendance | building use | licensing | public safety
- Accessible free wifi across the CBD and in regional centres to assist visitor experience
- Ongoing and substantial investment in artists and makers of all types.

Thank you for considering the festival sector in the first 20year Infrastructure Plan. Built infrastructure, positive tax and legislative incentives and financial investment will secure our unenviable position as the 'Festival State' well into the future.

Yours truly

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Christie Anthoney
CEO
Festivals Adelaide
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