



RA&HS PUBLIC SUBMISSION TO INFRASTRUCTURESA

Public infrastructure is not just roads, rail, train stations and airports. It is also the theatres, schools, sporting grounds and parks which give a city its heartbeat and its residents their way of life. The Royal Agricultural & Horticultural Society of South Australia Inc. (RA&HS) is delighted to see that the South Australian Government is looking more broadly than the traditional areas of infrastructure, and is pleased to provide this submission to InfrastructureSA. We hope that our unique perspective on the way public spaces are used is of use to the South Australian Government as it plans for our State's future.

Since 1839, celebrating 180 years this year, the RA&HS has strived to deliver on its Charter of promoting and championing primary industry success through the staging of events and rewarding of excellence. As an association we have the longest history in South Australia - formed just three years after the state itself was proclaimed, and the RA&HS' submission draws on its extensive experience and broadly-respected reputation.

For over three decades the RA&HS has accelerated its endeavour to ensure that more of the 26-hectare Showground site can be utilised year-round, without compromising the operation of the Royal Adelaide Show (the Show). To meet this goal the RA&HS has constructed new exhibition pavilions to accommodate a larger range of events out of Show. Other diverse community activities have been introduced to the site including a basketball precinct, a weekly farmers' market and festivals. The RA&HS plans to reinvigorate other areas of the Showground as multi-purpose precincts which will be rolled out as conditions and opportunities allow.

The Marshall Government has set itself the goal of increasing economic and population growth of the State. When this Government's initiative is successful, there will be growing constraints on the availability of space in and around the Central Business District (CBD).

To ensure that the maximum vitality of the city the State Government should survey the entirety of the Adelaide CBD and its surrounding suburbs to identify space for community events, sporting facilities and other large gatherings of people. By developing a city-wide view of potential public space, the Government will ensure that space and cost constraints will be defrayed. Further, the Government should encourage event spaces that are multi-purpose in their nature. Various innovations and advances in engineering and construction techniques have made activities that it would have been unfeasible to combine previously very much possible.

The RA&HS is proud of its record of space utilisation at the Showground. We commend the State Government's approach to seeking feedback on the infrastructure vision for the state and would welcome further dialogue with the State Government regarding how space can be most appropriately used across the city and in particular at the Adelaide Showground.



THE RA&HS – MANAGING OPEN INFRASTRUCTURE FOR 180 YEARS

Since 1839 the Royal Agricultural & Horticultural Society of South Australia Inc. (RA&HS) has strived to deliver on its Charter of promoting and championing primary industry success through the staging of events and rewarding of excellence.

The RA&HS, a not-for-profit association, has achieved its objectives primarily through the Show. The annual event is one of the most successful and popular ticketed events in Australia, with the highest per capita attendance of any Royal Show. Each year the Show has on average half a million attendees and receives over 30,000 competition entries.

The development of the Showground's infrastructure has, over the last thirty years focused primarily on bringing the event and exhibition precinct to an international standard. The maintenance and refinement of these facilities is ongoing to ensure they match the high standard expected of public venues. The facilities above mentioned are marked on Showground Master Plan as 'Event & Exhibition Precinct' at Attachment A.

The RA&HS consistently generates a surplus every year, 70% of which comes from the Show. These funds are fully reinvested into the development and maintenance of the Showground on a continuing basis. More than \$80 million has been invested on capital works at the Showground in the past ten years, the majority of which has come from the RA&HS' own funds.

Located in the inner-south suburb of Wayville, the Showground is well sited central to Adelaide's population and easily accessible. It is adjacent to 3 major road systems, has public bus services on three sides, tram service 400 metres from venue entry and an adjacent modern train station.

The Showground site plays host to more than 100 other events throughout the year, with far reaching economic benefits. Based on preliminary findings of work currently being conducted by Ernst & Young, activities based at the Showground in 2018 injected a total gross economic contribution of approximately \$306 million into the Greater Adelaide Economy.

The 22-hectare Showground site is held by the RA&HS on a lease from the South Australian Government currently expiring in 2062. The RA&HS also owns 4 hectares of land adjacent to, and surrounding, the Showground which is used primarily for parking in support of activities at the Showground.

In 2007, the RA&HS prepared a Master Plan outlining the future development of the Showground and associated land. Based on the directions proposed in the Master Plan, a Ministerial Development Plan Amendment (DPA) for the Showground was initiated that provided for a greater diversity of activity and supported the potential for increased year-round use of the Showground's extensive facilities. From the DPA the Showground Zone was updated, opening up new opportunities. The Government of South Australia's media release relating to the new zoning is attached as Attachment B.

John W Rothwell
Chief Executive
August 2019



Showground Land

Freehold land held by Society and State Crown Lease



Government
of South Australia

Media Release

Friday, 10 September 2010



ROYAL AGRICULTURAL & HORTICULTURAL
SOCIETY OF SOUTH AUSTRALIA INCORPORATED

Hon Paul Holloway

Minister for Urban Development & Planning

John Rothwell

RA&HS of SA Chief Executive

NEW ZONING TO TRANSFORM ADELAIDE SHOWGROUND

Minister for Urban Development and Planning Paul Holloway said today new zoning and planning policies will allow the Adelaide Showground to be transformed into a modern exhibition and entertainment precinct.

Announcing the approval of a Development Plan Amendment, Mr Holloway says the new zoning will allow the Royal Agricultural & Horticultural Society of South Australia to implement its master planned vision for the Showground.

Mr Holloway says the master plan allows the 26-hectare site just south of the parklands to adapt to more diverse and intensive uses that make better use of its location close to city and major transit corridors.

“In keeping with the objectives of the 30-Year Plan for Greater Adelaide, the revised planning policy unlocks the vast potential of the Showground’s superb location,” he says.

“The Adelaide Showground will retain its important role as an entertainment and exhibition precinct, hosting the Royal Adelaide Show and other annual events.

“The rezoning, adopted after a public consultation process launched almost a year ago, broadens the scope of the uses for this ideal location.”

The Adelaide Showground site, much of it owned by the State Government, is bounded by Rose Tce, Goodwood Rd, Leader Street and the Adelaide-Belair/Noarlunga/Tonsley railway corridor.

The Royal Agricultural & Horticultural Society Chief Executive John Rothwell said the Society is extremely pleased with the outcome of the Development Plan Amendment and the new rezoning of the Adelaide Showground.

“With the venue attaining appropriate zoning the Adelaide Showground now has the opportunity to grow and to continue to be a significant contributor to the State’s economy,” Mr Rothwell says.

“The Adelaide Showground is a well utilised venue by business and the broader community and it’s imperative that future developments exceed market expectations.”

The Development Plan Amendment creates a new Showground Zone that opens new opportunities to provide:

- Continued and enhanced entertainment and exhibition-type activities.
- Ongoing development of public transport facilities and increased car parking
- New development could include complementary commercial and community activities such as sports facilities, consulting rooms, offices, tourist accommodation, a child-care centre and gymnasium
- New mixed-use development along Rose Tce on the northern side of the showground and along Leader St on the southern side.

The initial rezoning proposal has been modified in response to last year's community consultation process to strengthen the emphasis on high-quality urban design.

The approved DPA now also includes policy that aims to preserve the operations and safety of the arterial road network and reduces to three from five storeys the building heights for development within the Leader St policy area.

Future development will also need to be consistent with the DPA's policy on noise management in a mixed-use environment as well as policy to protect the role, function and historic importance of existing activity centres.

The DPA now forms part of the Unley (City) Development Plan against which all future development applications will be assessed for compliance.

A copy of the Adelaide Showgrounds Development Plan Amendment can be found online at: www.dplg.sa.gov.au/go/showground-dpa