



**MOUNT BARKER**  
DISTRICT COUNCIL

Media Release  
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## Benefits of Major Events

Earlier this year Mount Barker District Council partnered with Adelaide Festival to stage two major art events in the district.

Mount Barker Mayor, Ann Ferguson said that Council has had a partnership with the Adelaide Festival for the past 5 years,

“This has helped bring the Chamber Landscapes music event to the magnificent Ukaria Cultural Centre on an ongoing basis, and gave us an opportunity to bring another event with a world class reputation to the Mount Barker community.” Mayor Ferguson said.

*Chamber Landscapes* featured 12 performances held over 5 days at Ukaria, which is recognised as a world class chamber music venue.

The second event - *Cupid's Koi Garden* - was a free, large scale interactive public art installation in Keith Stephenson Park, created and produced by Melbourne based art studio, ENESS.

Mount Barker and Melbourne were the only venues in Australia to have presented *Cupid's Koi Garden*, which is now on display at the famous Balloon Museum in Paris.

Adelaide Festival has provided the council with a report which showed that together, these arts events attracted over 11,500 visitors with an estimated \$760,000 being spent in the region.

The Adelaide Festival report further estimates that of the visitors to these events, approximately 6,500 were from outside of the district, including interstate and international visitors, creating over 12,000 hours of local work and in turn generating \$527,000 in income.

“Major Events such as these position the Mount Barker district as an emerging tourist and cultural hotspot for high quality events and internationally regarded art productions. Mayor Ferguson said,

“They also inspire the local arts and creative sector, helping artists showcase their unique qualities, improve lifestyle, increase a sense of wellbeing and add to the vitality of the region.”

At its August meeting, the council considered a partnership proposal from Adelaide Festival to again be recognised as a presenting partner for 2 major events in the district in 2023.

The proposal to present 2 events similar in size and scope to those delivered in 2022 was supported by a majority of Council Members.

The total budget for the Adelaide Festival 2023 events would be \$80,000, with \$70,000 sponsorship to Adelaide Festival and an additional \$10,000 for other costs such as event infrastructure and marketing.

The funds for this partnership will come from the council's existing operating budget and will not require a modification to the Annual Business Plan or budget.

“Arts events like *Cupid's Koi Garden* and *Chamber Landscapes* attract significant attention on television, print and social media promoting the Mount Barker district to Australia and beyond, Mayor Ferguson said,

“Arts productions like these are a key to highlighting the vibrancy and beauty of Mount Barker and bringing visitors to our district, as discovered by an audience survey that found that the Adelaide Hills was the most visited region by Adelaide Festival audiences in 2022.”

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