

**ADELAIDE HILLS COUNCIL  
ORDINARY COUNCIL MEETING  
Tuesday 23 May 2023  
CONFIDENTIAL AGENDA BUSINESS ITEM**

**Item:** 18.1

**Responsible Officer:** Jennifer Blake  
Manager Communications, Engagement & Events  
Community Capacity

**Subject:** Event Opportunity – Santos Tour Down Under 2024

**For:** Decision

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**1. Event Opportunity – Exclusion of the Public**

Pursuant to section 90(2) of the *Local Government Act 1999* the Council orders that all members of the public, except:

- Acting Chief Executive Officer, David Waters
- Acting Director Community Capacity, Rebecca Shepherd
- Director Corporate Services, Terry Crackett
- Director Development & Regulatory Services, Natalie Armstrong
- Director Infrastructure & Operations, Peter Bice
- Executive Manager Governance & Performance, Lachlan Miller
- Governance & Risk Coordinator, Steven Watson
- Manager Communications, Engagement & Events, Jennifer Blake
- Events Officer, Stephanie Murgatroyd
- Minute Secretary, Pam Williams

be excluded from attendance at the meeting for Agenda Item 18.1: (Event Opportunity – Santos Tour Down Under 2024) in confidence.

The Council is satisfied that it is necessary that the public, with the exception of Council staff in attendance as specified above, be excluded to enable Council to consider the report at the meeting on the following grounds:

Section 90(3)(j) of the *Local Government Act 1999*, the information to be received, discussed or considered in relation to this Agenda Item is information the disclosure of which –

- (i) would divulge information provided on a confidential basis by or to a Minister of the Crown, or another public authority or official (not being an employee of the council, or a person engaged by the council); and
- (ii) would, on balance, be contrary to the public interest.

Accordingly, on this basis the principle that meetings of the Council should be conducted in a place open to the public has been outweighed by the need to keep the information and discussion confidential.

## **2. Event Opportunity – Confidential Item**

### **SUMMARY**

Events South Australia, a division of the South Australian Tourism Commission (SATC), will stage the 2024 Santos Tour Down Under in key locations throughout metropolitan and regional South Australia from 12 – 21 January 2024.

Council submitted an Expression of Interest (EOI) for one women's stage and one men's stage in February 2023.

The purpose of this report is to present for the Council's consideration, a formal offer from SATC for the Council to host three (3) stage finishes of the 2024 Santos Tour Down Under (TDU).

SATC proposes that Stage 2 of the Women's TDU finishes in Stirling on Saturday 13 January, Stage 2 of the Men's TDU finishes in Lobethal on Wednesday 17 January, and Stage 6 finishes at Mount Lofty on Sunday 21 January 2024. This will be the final and deciding stage as per 2023.

The usual hosting fee for this would be \$20,000 for the Men's Tour Down Under (TDU) Stage 2 finish and \$25,000 for Men's Stage 6 finish. The Administration has negotiated a discount of \$20,000 on these stages resulting in a total Hosting Fee of \$25,000 + GST. There is no licence fee applicable for Women's Tour Down Under (WTDU) stage finishes.

### **RECOMMENDATION**

#### **Council resolves:**

- 1. That the report be received and noted.**
  - 2. That in respect to the 2024 Santos Tour Down Under, to accept the offer by the South Australian Tourism Commission for the Council to host:**
    - WTDU Stage 2 finish in Stirling on Saturday 13 January 2024**
    - TDU Stage 2 finish in Lobethal on Wednesday 17 January 2024**
    - TDU Stage 6 finish on Mount Lofty on Sunday 21 January 2024,****for a total consideration of no more than \$25,000 GST, to be paid by the Council.**
  - 3. That the Chief Executive Officer be authorised to act for and on behalf of the Council to execute any contracts or other documents required to progress the matter.**
  - 4. That the Chief Executive Officer be authorised to consider and negotiate any changes to stage hosting details, including but not limited to start and finish locations and event dates, so long as the licence fee remains within the amount outlined above, for substantially the same outcomes.**
  - 5. That the Council notes that the Chief Executive Officer will act pursuant to the delegation provided to him in respect to considering and providing consent for road closures associated with the 2024 Santos Tour Down Under, the 2024 Santos Women's Tour Down Under and any other ancillary events, pursuant to Section 33 of the *Road Traffic Act 1961*.**
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## 1. BACKGROUND

Council Members will be aware of the Council’s strong and ongoing association with the TDU. Council has hosted stage starts and finishes for many years, most notably in Lobethal, Paracombe, Uraidla, Stirling, Woodside and Mount Lofty.

The TDU events attract visitors to the region, with economic benefits being realised locally on the day of the event. More strategically, recognition of the Adelaide Hills brand is built through visitors experiencing what the region has to offer and through national and international media exposure.

The TDU Race Director Stuart O’Grady is proposing to finish the race at Mt Lofty Summit again in 2024. This is likely to draw worldwide attention and bring even greater focus to the Adelaide Hills as a world class cycling destination.

## 2. ANALYSIS

### ➤ Strategic Management Plan/Functional Strategy/Council Policy Alignment

*Strategic Plan 2020-24 – A brighter future*

Goal *Community Wellbeing*

Objective C6 *Celebrate our community’s unique culture through arts, heritage and events*

Priority C6.2 *Develop, support and bring events to our district that have social, cultural, environmental or economic benefits.*

### ➤ Legal Implications

There are no legal implications associated with hosting the event, however, for the event to take place in a safe manner it will be necessary to put road closures in place. Under the *Road Traffic Act 1961*, the Council has a role in providing consent to road closures within its area.

The exact extent of road closures required in the Adelaide Hills Council district is not yet known, but by virtue of the Council’s willingness to host TDU stages, it is implicit that the Council also consents to the associated road closures.

Because the detailed road closure arrangements will not be known until closer to the event, and that the arrangements can change in the lead up to the event, it is suggested that the Chief Executive Officer acts for and on the Council’s behalf in providing consent to road closures.

It should be noted that the Chief Executive Officer already has delegation to consider the provision of consent to road closures, but the Chief Executive Officer’s usual practice is to act under this delegation only in respect to regular, well known and well accepted events such as Christmas Pageants. TDU road closures are different each year, but for the abovementioned reasons it is not practical to come back to the Council for a formal decision on the provision of consent.

For the sake of clarity, it is noted that the TDU is routinely declared to be a ‘major event’ under the *Major Events Act 2013*, and that the Act provides powers for road closure orders to be issued without the consent of the applicable council(s). However, the responsible Minister has been reluctant to use the road closure powers in the past and has preferred to use the *Road Traffic Act 1961* provisions.

➤ **Risk Management Implications**

Notwithstanding the fact that the TDU is an event owned and managed by SATC, there are a number of risks associated with hosting a stage start/finish and ancillary events, which will be identified and addressed through a Risk Management Plan.

The pertinent risk associated with considering this opportunity is around the responsible use of community funds. There is some level of judgement required to determine whether the community at large will receive a benefit commensurate with the investment that the Council will make on its behalf. On balance, and based on past experience, it is considered to be a beneficial investment.

Indeed, if the Council does not accept the opportunity, it could represent a lost opportunity and there exists a real risk that future offers to host stage starts/finishes will not be forthcoming.

The acceptance of the offer for TDU 2024 will assist in mitigating the risk of:

*Missed social and economic opportunity leading to a reduction in future opportunities to be involved in this international event.*

Inherent Risk	Residual Risk	Target Risk
High (3B)	Low (3E)	Low (3E)

The residual risk takes into consideration the Council’s long history of participating in the TDU. The target risk takes into consideration the acceptance of the offer, with the development of complementary local events to best realise the benefits associated with the event.

➤ **Financial and Resource Implications**

Costs for the stages of the TDU and WTDU proposed for 2024 will include the licence fee and additional costs for road closures and traffic management, waste management, facility hire, tree management, additional public facilities, alterations to infrastructure, community consultation and marketing.

The budget contained in the Draft 2023-24 Annual Business Plan for TDU is \$61,000, being \$30,000 less than that in the 2022-23 budget. This saving was introduced as part of the Long Term Financial Plan deliberations on the basis that the remaining budget (\$61,000) would be nominally sufficient to host two stages (one women’s and one men’s) and that any additional stages proposed for the Adelaide Hills should be at no additional cost to Council. SATC is aware of this position and following negotiations, SATC has agreed to total hosting fees of \$25,000, which is equivalent to one premium men’s stage finish.

The Council’s Draft 2023-24 Annual Business Plan also contains a nominal budget allocation of \$30,000 for tree safety works associated with TDU. This allocation allows Council to risk assess trees along TDU routes and, especially, in areas where crowds are likely to gather and undertake remedial work using external contractors. There is a broader benefit to Council in that this remedial work often addresses tree issues which would have needed to be attended to Council for risk management reasons in any case as stage starts and finishes are often held in places where a higher level of tree management is required, e.g. like the Stirling main street.

The nominal breakdown of total estimated costs to Council for hosting the TDU in 2023-24 are therefore:

Licence fees payable to SATC	\$25,000
Traffic management, public toilets, waste management, street performers, etc	\$36,000
Tree assessment and remedial action	\$30,000
<b>TOTAL</b>	<b>\$91,000</b>

There is no allocation in the budget for a Council hospitality facility at any of the stages. Should this be desired, an additional \$5,000 would need to be allocated or reallocated from other budget lines to cover costs including marquee hire, food and beverage, security, toilets, wait staff, etc.

➤ **Customer Service and Community/Cultural Implications**

Hosting events like the TDU is very much about creating a sense of place and fostering community cohesion through involving groups and individuals in the event. Where possible, staff will work with business and community groups to enable them to leverage the event and to design and run local promotional activities.

The Adelaide Hills has a proud track record of communities getting behind both the TDU and the WTDU and this is evidenced by recognition through regular 'Best Dressed Town' awards (see 2023 TDU results under the Community Impact section of this report).

➤ **Sustainability Implications**

SATC is committed to improving sustainability outcomes for their major events and Council will encourage all associated community events to aim for sustainability outcomes. Council will provide three bin waste management at all activation sites and pay for bins to be audited to ensure waste is disposed of appropriately.

➤ **Engagement/Consultation conducted in the development of the report**

There is little opportunity to undertake community engagement around proposals to host TDU stages in particular locations, however past event surveys generally indicate a high level of community support. Negative community impacts are considered minimal and these are discussed later in the report under Community Impact.

Once the formal announcement by SATC has occurred in June 2023, staff will work with business and community groups in Stirling and Lobethal to create community hubs at the finish locations and along the race route.

Consultation on the development of this report was as follows:

<i>Council Committees:</i>	Not Applicable
<i>Council Workshops:</i>	Not Applicable
<i>Advisory Groups:</i>	Not Applicable
<i>External Agencies:</i>	SATC
<i>Community:</i>	Not Applicable

### Community Impact

At a community level, the event provides local community groups with a unique opportunity to raise funds and build awareness of their own activities through carrying out fundraising or promotional activities in association with the event. Council staff actively seek out these opportunities and work with relevant groups. All stages include loops through the hills, offering promotional and fund-raising opportunities for local community groups and businesses.

Events, particularly where there is a strong level of community participation, help bring people together and in some cases the events can help define what it is like to be a member of a particular community. The TDU presents an opportunity to spectate in a safe way and to enjoy the associated entertainment and localised celebrations.

In townships along the route, community groups typically band together to help decorate their town and create their own unique presence. In 2023 the township of Uraidla won Santos Best Dressed Town, receiving money and other prizes that will benefit the local community. Our communities have featured heavily in past years as town, business and individual property winners.

Since 2018 Council has run a social media campaign for members of the community to win seats in the TDU Tour Parade cars or tickets to the exclusive DeTours experience. This campaign is very popular and greatly supported by local riders.

Multiple loops provide a great opportunity for residents and businesses to participate and spectate. However, there will also be disruption to public transport, residence and road access, and some residents and businesses will be disadvantaged by these factors.

Council contracts a traffic management company to manage road closures but is responsible for notifying our community of upcoming road closures and trying to mitigate any issues. Consultation includes determining mail out areas, producing letters and maps, distribution of consultation material and managing mitigation of issues or feedback.

In 2023 SATC trialled the delivery of the majority of the community Challenge Tour in our district under full road closure conditions. This decision was not welcomed by the Administration and despite winning many concessions around length and timing of road closures, the event continued with multiple closures mainly in the northern region of our district. Many complaints were received from residents and drivers leading to a decision by SATC not to repeat a full road closure Challenge Tour Stage. No Challenge Tour element is proposed for our district in 2024.

### Economic Impact

Benefits are primarily related to economic development through increased exposure of the Adelaide Hills experiences to a national and international audience, as well as to visitors attending the event. This exposure helps develop brand awareness which ultimately leads to a greater inclination for people to choose the Adelaide Hills as a destination. There are also direct local economic benefits through increased trade and accommodation during the event. SATC is proposing the use of local caterers for staff catering and other activities within the Adelaide Hills Council area in order to increase local benefit.

The TDU is designated as a major event in South Australia. While it is difficult to quantify the overall benefit in dollar terms, it is generally accepted that the branding benefits achieved through national and international exposure of the region will exceed the community's cash contribution. Indeed, the State Government recognises the benefits to the state and it remains the bearer of the majority of the event costs.

Visitation data from SATC is available in **Appendix 2**. This shows attendance at Women's Stage 2 from Birdwood to Uraidla as 31,500, and attendance at the Men's final stage from Unley to Mount Lofty as 98,000 people. 49% of respondents stayed in the Adelaide Hills for an average of 3.6 nights spending around \$385 on accommodation. McGregor Tan were engaged by SATC to conduct the research. Interstate and Overseas visitors were interviewed face-to-face, with a sample size of between 300-400 and local patrons were surveyed online with a sample size of 700-800. Breakdowns of this data was requested by the Administration but is not available for specific regions including the Adelaide Hills.

While businesses in the hospitality industry are most likely to benefit, traders and service industries impacted by road closures may suffer loss of trade. The impact on fruit growers is likely to be minimal at this time of year.

Council staff provide SATC with commentary on our towns, experiences and businesses for use by local, national and international broadcasters. Suggested media sites are also provided for helicopter footage and vignettes for use by television crews.

Community events and businesses along the route have the opportunity to list themselves as Associated Events providing them with listing on the TDU website and promotion on their many channels. Businesses are actively encouraged to become associated with the TDU and Council staff also promote community events and fundraisers to increase awareness.

#### Timing and Environmental Impacts

In accordance with Council's *Festivals and Events Policy* consideration must be given to timing of the event in relation to other major events, implications for seasonal harvesting and risk of bushfire and extreme weather. The Administration has determined there are no major timing issues with regards to other events or seasonal harvesting, and that both Council and SATC will work to comprehensive Emergency Management Plans.

The Council's *Festivals and Events Policy* also requires consideration of environmental impacts and the Administration has determined there are no detrimental environmental impacts associated with the event beyond the need for normal waste management activities.

SATC has also indicated they will work with Council to try and minimise tree management costs along the Council routes. It is also beneficial that the proposed routes have been used in recent years and routes have therefore been recently assessed.

### Road Closure Consents

There is an element of disruption to traffic flow and access to properties between the proposed dates of 12 – 21 January 2024. Under the proposal from SATC road closures would include a portion of Mt Barker Road, Stirling near the Stirling Oval, a portion of the Lobethal Main Street and a portion of Mount Lofty Summit Road. The route details have not yet been finalised and provided to Council and may include requests to close other sections along the race routes due to the safety of spectators and competitors. The remainder of the event during its time in this district will occur under a rolling road closure managed by SAPOL under the *Summary Offences Act 1953*, which does not require the Council's consent.

As noted under the 'legal implications' section of this report, the only practical approach for providing consent to road closures under the *Road Traffic Act 1961* is for the Chief Executive Officer to use the delegation already provided to him.

Should the Council wish to accept the SATC offer, it will be necessary to authorise the Chief Executive Officer to execute the Licence Agreement for and on behalf of the Council. The Common Seal is not required in this instance.

### **3. OPTIONS**

Council has the following options:

- I. Accept the offer made by SATC. (Recommended).
- II. Decline the offer made by SATC. This is not recommended as negotiations have proceeded to this point in good-faith and in line with the Council's past practice to pursue stage involvements in this district. Should the Council be inclined not to participate in the Santos Tour Down Under, it is suggested that the offer be accepted this year, but that the Council consider not expressing interest in future years' events. (Not Recommended).

### **4. APPENDICES**

- (1) 2023 Adelaide Hills Council Post Event Report
- (2) 2023 TDU Council Debrief Report



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# **Appendix 1**

*2023 Adelaide Hills Council Post Event Report*

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## **Appendix 2**

*2023 TDU Council Debrief Report*

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3. **Event Opportunity Santos Tour Down Under 2024 – Duration of Confidentiality**

Subject to the CEO, or his delegate, disclosing information or any document (in whole or in part) for the purpose of implementing Council’s decision(s) in this matter in the performance of the duties and responsibilities of office, Council, having considered Agenda Item 18.1 in confidence under sections 90(2) and 90(3)(j) of the *Local Government Act 1999*, resolves that an order be made under the provisions of sections 91(7) and (9) of the *Local Government Act 1999* to retain the Items in confidence as detailed in the Duration of Confidentiality Table below:

<b>Item</b>	<b>Duration of Confidentiality NB: Item to be reviewed every 12 months if not released</b>
<b>Report</b>	Until Council receives written confirmation from the South Australian Tourism Commission that the event information is no longer confidential, but not longer than 30 June 2024.
<b>Related Attachments</b>	Not Applicable
<b>Minutes</b>	Until Council receives written confirmation from the South Australian Tourism Commission that the event information is no longer confidential, but not longer than 30 June 2024.
<b>Other (discussion and considerations of the subject matter)</b>	Until Council receives written confirmation from the South Australian Tourism Commission that the event information is no longer confidential, but not longer than 30 June 2024.

Pursuant to section 91(9)(c) of the *Local Government Act 1999*, the Council delegates the power to revoke the confidentiality order either partially or in full to the Chief Executive Officer.

**ADELAIDE HILLS COUNCIL  
MINUTES OF ORDINARY COUNCIL MEETING  
TUESDAY 23 MAY 2023  
63 MT BARKER ROAD STIRLING**

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**18.1.1 Event Opportunity – Santos Tour Down Under 2024 – Confidential Item**

Moved Cr Kirsty Parkin

S/- Cr Leith Mudge

137/23

**Council resolves:**

1. That the report be received and noted.
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 for a total consideration of no more than \$25,000 GST, to be paid by the Council.
3. That the Chief Executive Officer be authorised to act for and on behalf of the Council to execute any contracts or other documents required to progress the matter.
4. That the Chief Executive Officer be authorised to consider and negotiate any changes to stage hosting details, including but not limited to start and finish locations and event dates, so long as the licence fee remains within the amount outlined above, for substantially the same outcomes.
5. That the Council notes that the Chief Executive Officer will act pursuant to the delegation provided to him in respect to considering and providing consent for road closures associated with the 2024 Santos Tour Down Under, the 2024 Santos Women's Tour Down Under and any other ancillary events, pursuant to Section 33 of the *Road Traffic Act 1961*.

<b>Carried Unanimously</b>
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9.55pm Cr Pascale left the Chamber and did not return

**ADELAIDE HILLS COUNCIL  
MINUTES OF ORDINARY COUNCIL MEETING  
TUESDAY 23 MAY 2023  
63 MT BARKER ROAD STIRLING**

**18.1.2 Event Opportunity – Santos Tour Down Under 2024 – Duration of Confidentiality**

Moved Cr Mark Osterstock  
S/- Cr Nathan Daniell

138/23

Subject to the CEO, or his delegate, disclosing information or any document (in whole or in part) for the purpose of implementing Council's decision(s) in this matter in the performance of the duties and responsibilities of office, Council, having considered Agenda Item 18.1 in confidence under sections 90(2) and 90(3)(j) of the *Local Government Act 1999*, resolves that an order be made under the provisions of sections 91(7) and (9) of the *Local Government Act 1999* to retain the Items in confidence as detailed in the Duration of Confidentiality Table below:

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Other (discussion and considerations of the subject matter)	Until Council receives written confirmation from the South Australian Tourism Commission that the event information is no longer confidential, but not longer than 30 June 2024.

Pursuant to section 91(9)(c) of the *Local Government Act 1999*, the Council delegates the power to revoke the confidentiality order either partially or in full to the Chief Executive Officer.

Carried Unanimously