

**ADELAIDE HILLS COUNCIL  
ORDINARY COUNCIL MEETING  
Tuesday 23 June 2020  
CONFIDENTIAL AGENDA BUSINESS ITEM**

**Item:** 18.1

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

**Subject:** Event Opportunity

**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:

- CEO, Andrew Aitken
- Director Infrastructure & Operations, Peter Bice
- Director Development & Regulatory Services, Marc Salver
- Director Corporate Services, Terry Crackett
- Director Community Capacity, David Waters
- Executive Manager Governance & Performance, Lachlan Miller
- Manager Communications, Engagement & Events, Jennifer Blake
- Governance & Risk Coordinator, Steven Watson
- Minute Secretary, Pam Williams

be excluded from attendance at the meeting for Agenda Item 19.1: (Event Opportunity) 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.**

**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 commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person/agency/business who supplied the information by disclosing specific quotes and modelling by the tenderer.**

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

### **SUMMARY**

The purpose of this report is to present for the Council's consideration, a formal offer from the *South Australian Tourism Commission (SATC)* for the Council to host two (2) stage finishes of the 2021 *Santos Tour Down Under (STDU)* and one (1) stage start and one (1) stage finish of the *Santos Women's Tour Down Under (SWTDU)*.

SATC proposes that the STDU Stage 2 finishes in Lobethal on Wednesday 20 January 2021 and that Stage 6 finishes at Mount Lofty on Sunday 24 January 2021. Stage 6 will be the final and deciding stage of the Tour replacing Willunga Hill for a new big hill finish. Staff have negotiated a licence fee of \$40,000 plus GST, to be paid by the Council to SATC.

SATC proposes that the SWTDU Stage 3 starts and finishes in Stirling on Saturday 16 January 2021. There is no licence fee applicable for the SWTDU stage finishes.

The offer from SATC features Adelaide Hills a similar extent to that of previous years with one stage of the Women's Tour and two stages of the Men's Tour. In addition, Stage 4 of the STDU on Friday 22 January 2021 starts in Norwood and spends the majority of the stage in the Adelaide Hills before finishing in Athelstone. There will be rolling road closures and we are not expecting any cost to Council for this stage.

Should Council wish to accept the offer, it is recommended that Council 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.

### **RECOMMENDATION**

#### **Council resolves:**

- 1. That the report be received and noted**
- 2. To accept the offer by the South Australian Tourism Commission for the Council to host two stage finishes for the 2021 Santos Tour Down Under, namely the Stage 2 finish in Lobethal on Wednesday 20 January and Stage 6 finish on Mount Lofty on Sunday 24 January 2021 for a total consideration of \$40,000 plus GST, to be paid by the Council.**
- 3. To accept the offer by the South Australian Tourism Commission for the Council to host a stage start and finish for the 2021 Santos Women's Tour Down Under, namely the Stage 3 start and finish in Stirling on Saturday 16 January 2021.**

4. 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.
  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 2021 Santos Tour Down Under, the 2021 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. GOVERNANCE

### ➤ 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.*

Growing our involvement in the Santos Women's Tour Down Under is strategic initiative C6006 in the Draft 2020-21 Annual Business Plan.

### ➤ 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 in place road closures. 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 STDU and SWTDU 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. Santos Tour Down Under 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 STDU 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 Santos Tour Down Under 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 an event 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 STDU 2021 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 STDU.

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.

There remains some risk implications from the impact of the COVID-19 pandemic. SATC is currently planning for a full event program while continually monitoring the situation and investigating other potential event scenarios and possibilities. Their priority is to deliver a safe event for all. They have committed to keep host Councils informed of any changes to the event plan. Announcement of the routes has been delayed until September so that, should the event not be able to continue in its current format, the routes could be kept from the public and instead used for a 2022 event.

➤ **Financial and Resource Implications**

Hosting stage starts and finishes of the STDU and SWTDU in the past has typically cost the Council in the order of \$75,000 plus in-kind costs through staff effort. However, the 2020 STDU was an exceptional year with two stage finishes, one stage start and two expanded stage finishes for the SWTDU and the exceptional circumstances following the Cudlee Creek Bushfire requiring an extra \$15,000 spend. Costs include the licence fee and additional costs for road closures and traffic management, hospitality, waste management, additional public facilities, alterations to infrastructure and marketing.

Staff will work with business and community groups in Stirling, Lobethal and Crafers with a view to them contributing in-kind support.

Provision has been made in the draft 2020-21 Annual Business Plan & Budget for these costs as part of the Council's community events program.

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

Hosting events like the STDU 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 STDU and the SWTDU and this is evidenced by recognition through regular 'Best Dressed Town' awards (see 2020 results under the Analysis section of this report).

➤ **Sustainability Implications**

Not applicable. 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 consider the environmental impacts of any hospitality or activations it organises.

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

There is little opportunity to undertake community engagement around proposals to host STDU 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.

Preliminary discussions will be held with representatives of the Stirling Business Association and Lobethal Community prior to the formal announcement by SATC in August/September 2020, however Council is awaiting authorisation from SATC to issue them with a non-disclosure agreement and commence discussions.

Consultation on the development of this report was as follows:

*Council Committees:* Not Applicable

*Council Workshops:* Not Applicable

*Advisory Groups:* Not Applicable

*Administration:* Economic Development Officer  
Events Officer

*External Agencies:* Not Applicable

*Community:* Not Applicable

## 2. BACKGROUND

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

The STDU 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 STDU has a new Race Director in Stuart O'Grady and he is keen to stamp his own mark on the 2021 STDU with a new and exciting final Stage 6 finish at Mt Lofty Summit. This is likely to draw worldwide attention and bring even greater focus to the Adelaide Hills as a world class cycling destination.

## 3. ANALYSIS

SATC has offered the Council the opportunity to host a stage start and finish for the 2021 SWTDU, namely:

- The start and finish of Stage 3 to be held at Stirling on Saturday 16 January 2021, with most of the stage staying in the Council district.

SATC has offered the Council the opportunity to host two finishes for the 2021 STDU, namely:

- The finish of Stage 3 to be held at Lobethal on Wednesday 20 January 2021
- The finish of Stage 6 to be held at Mount Lofty Summit on Sunday 24 January 2021, including five (5) circuits through Uraidla, Bridgewater, Aldgate, Stirling and Crafers

### Licence Fee

In return for the stage start and finishes, the Council will need to pay a total licence fee of \$40,000 plus GST.

The Council is also required to meet the cost of road closure management, additional public facilities, waste management, parking control, community consultation and tree works along the route. Council is also required to organise community participation and activations of spaces at Stage finishes and starts. This includes provision of community shade, seating, entertainment and hospitality. Much of the additional effort is in-kind by virtue of it being done by staff already employed by Council; however it does impose an additional workload on staff.

In considering whether or not to accept the SATC offer, Council needs to make an assessment of the overall community benefit in comparison to the cost.

### Community Impact

At a community level, the events provide 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.

The global cycling community felt a special connection to the Adelaide Hills following the devastation of the Cudlee Creek Bushfires with teams visiting local communities and pictures of our towns proudly showing their resilience beamed around the world. STDU 2021 will be another opportunity for our communities to connect and be proud of their achievements in the past year with a stage finish in Lobethal and many stages touring the fire scar.

Given the bushfires and COVID-19 impacts, the place-making and social cohesion benefits of hosting the event cannot be underestimated. 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.

In townships along the route, community groups typically band together to help decorate their town and create their own unique presence. Adelaide Hills featured heavily in the winners' gallery for the 2020 Best Dressed Town awards and won money and other prizes to benefit the local community.

In 2020 Woodside won Best Dressed Town - Gold with a prize of a truckload of mulch, signed framed jersey, 2 metal signs for the township and \$3,000 for a community project or resources. Stirling won Best Dressed Town – Bronze with a prize of a signed and framed jersey and \$1,000 for a community project or resources. Residents of Uraidla won Best Dressed Private Property (including Paddock) winning a framed certificate, gift pack and \$1,000. We also had daily winners in our region from Woodside, Birdwood, Lobethal, Mylor and Paracombe showing the enthusiasm and engagement many local residents and businesses have for the event.

Since 2018 Council has run a social media campaign for members of the community to win seats in the STDU Tour Parade cars. We had four winners each year and approximately 150 competition entries. The 2020 winners were frequent visitors to the region who were very enthusiastic and appreciative of the chance to participate in the event.

### Economic Impact

Benefits are primarily related to economic development through increased exposure of the Adelaide Hills and Hills experiences to a national and international audience, as well as to visitors to 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.

Santos Tour Down Under 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.

According to analysis commissioned by SATC, the 2020 event attracted over 779,000 spectators along the race route and over 44,000 visitors who travelled from interstate and overseas. The 2020 STDU generated an estimated economic impact of \$66.4 million for South Australia.

The SATC online event calendar and 'Explore the Stages' tourism pages for the 2020 STDU received 37,470 and 43,128 views respectively. Traditional media items totalled 1,825 for an estimated total value of \$13,687,462. A digital advertising campaign reached 34,480 people for 75,757 impressions.

Council staff provide SATC with commentary on our towns, experiences and businesses for use by local, national and international broadcasters. We also provide suggested media sites for helicopter footage and vignettes for use by television crews. In 2020 staff organised for a Channel 7 film crew and STDU commentator Phil Liggett to tour the Cudlee Creek Bushfire scar so he could personally talk about the impact and for television crews to visit the Love Woodside group as they prepared decorations for the town and welcomed Tour members from CCC Team, competitors in the event.

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

The 2020 Tour saw an influx of visitors and spectators along tour routes many of them taking the opportunity to support small businesses and communities recovering from the December 2019 fires. In 2021 STDU again hopes to partner with Adelaide Hills Council to showcase that the Hills are open for business.

A particular highlight will be Stage 6 of the men's STDU, which will be the final (and competitive) stage of the race. While the finish line will be at Mt Lofty Summit, the stage is built on a five (5) circuit loop through Uraidla, Bridgewater, Aldgate, Stirling and Crafers. It is likely to be the highest attended stage of the race and will bring opportunities for each of these townships to provide spectator experiences.

#### 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 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.

Should the Council wish to accept the 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.



### Road closure consents

Few negative impacts have been identified although there is an element of disruption to traffic flow and access to properties. In this instance the major full road closures are associated with the centre of Stirling and Crafers, Main Street in Lobethal and Mount Lofty Summit Road.

There will be disruptions to public transport and vehicle access to some businesses, however, it has been well managed in the past and overall the event seems to be embraced by the community at large.

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. The route details have not yet been finalised and provided to Council however, at this stage, and dependent on the final route, the only full road closures proposed are for Mount Barker Road, Stirling, Mount Lofty Summit Road, Crafers and Main Street, Lobethal. The remainder of the event during its time in this district will occur under a rolling road closure managed by SA Police under the *Summary Offences Act 1953*, which does not require the Council's consent.

## **4. 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 two 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 does not express interest in future years' events. (Not Recommended).

## **5. APPENDICES**

Nil

**6. Event Opportunity – Period 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* that the report, related attachments and the minutes of Council and the discussion and considerations of the subject matter be retained in confidence until the event agreements are signed and the relevant event details are announced by the relevant Minister, but not longer than 31 December 2020.**

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