

**ADELAIDE HILLS COUNCIL
ORDINARY COUNCIL MEETING
Tuesday 28 June 2022
CONFIDENTIAL AGENDA BUSINESS ITEM**

Item: 18.2

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

Subject: Event Opportunity – Santos Tour Down Under 2023

For: Decision

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:

- Chief Executive Officer, Andrew Aitken
- Director Community Capacity, David Waters
- Director Corporate Services, Terry Crackett
- Acting Director Development & Regulatory Services, Melissa Bright
- 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 18.2: (Event Opportunity – Santos Tour Down Under 2023) 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 2023 Santos Tour Down Under in key locations throughout metropolitan and regional South Australia from 13 – 22 January 2023.

The purpose of this report is to present for the Council's consideration, a formal offer from SATC for the Council to host one (1) stage finish of the 2023 Santos Tour Down Under (TDU).

The Race Director for the Santos Women's Tour Down Under (WTDU) only just been appointed, and as such stages are still being finalised. WTDU race routes are planned to be announced around August/September 2022.

SATC proposes that Stage 5 of the TDU finishes at Mount Lofty on Sunday 22 January 2023. In a break from the traditional Willunga Hill finish, Stage 5 will be the final and deciding stage of the Tour.

The hosting fee for this stage would be \$25,000 for a finish. There is no licence fee applicable for WTDU stage starts and finishes, should these be proposed for Adelaide Hills Council.

In addition, on Friday 20 January 2023 Stage 3 of the TDU and the Challenge Tour (non-professional, mass participation ancillary event) commences in Norwood and spends the majority of the stage in the Adelaide Hills before finishing in Campbelltown. Unlike previous Challenge Tours, SATC is proposing full road closures for a number of roads in the Adelaide Hills to safely accommodate the many non-professional riders taking part.

RECOMMENDATION

Council resolves:

- 1. That the report be received and noted.**
- 2. That in respect to the 2023 Santos Tour Down Under, to accept the offer by the South Australian Tourism Commission for the Council to host the:
- Stage 5 finish on Mount Lofty on Sunday 22 January 2023,
for a total consideration of no more than \$25,000 plus GST, to be paid by the Council.**
- 3. That in respect to the 2023 Santos Women's Tour Down Under, the Chief Executive Officer be authorised to accept any proposal by the South Australian Tourism Commission to host stage starts and / or finishes if they are offered.**
- 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 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.**

6. **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 2023 Santos Tour Down Under, the 2023 Santos Women’s Tour Down Under and any other ancillary events, pursuant to Section 33 of the *Road Traffic Act 1961*.**
 7. **That the CEO may choose not to exercise his delegation and to seek further understanding from SATC on the final road closure arrangements and the impact on residents. The administration may then present a report to Council and seek direction.**
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1. **BACKGROUND**

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

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 a new and exciting final Stage 5 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. The 2021 and 2022 events were cancelled due to Covid-19 and replaced with a domestic Festival of Cycling.

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. 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 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 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 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 2023 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 2023 will include the licence fee and additional costs for road closures and traffic management, hospitality, waste management, facility hire, tree management, additional public facilities, alterations to infrastructure, community consultation and marketing. These costs are all expected to be covered within the current operating budget.

➤ **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 final Stage 5 finish of the TDU includes multiple laps through the towns of Stirling, Aldgate, Bridgewater, Uraidla, Summertown and Crafers, offering promotional and fund-raising opportunities for local community groups and businesses.

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 2022 Santos Festival of Cycling 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 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 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 July 2022, staff will work with business and community groups in Stirling, Uraidla and Crafers with an idea of creating community hubs in each of these towns situated on 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, SAPOL
<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. With multiple loops (four) proposed for the new final Mount Lofty stage, there should be more opportunity for communities along the loops to benefit including Crafers, Stirling and Uraidla, as crowds on and along this route are expected to be greater than ever before.

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. Even in 2022 when the domestic Santos Festival of Cycling event was held, the township of Woodside won Santos Best Dressed Town and Lobethal Bakery won Santos Best Dressed Community or Business Venue, 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. In 2021 and 2022 a social media campaign was instead run for members of the Hills community to win tickets to DeTours, a day out including bus transfers, stage viewing, and food and beverage experiences. 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 employs 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.

SATC and SAPOL are proposing full road closures for Adelaide Hills Council roads to help accommodate the safety of riders in the mass participation Challenge Tour on Friday 20 January 2023. All aspects of the proposed Challenge Tour road closures would be financed and managed by SATC.

Full road closures of this extent have not previously been implemented for TDU or Challenge Tour routes and have potential to negatively impact residents and businesses along the route. We are currently in discussion with SATC regarding the detail of closures and the level of community consultation required given their length (up to eight hours) and the fact many of residents along the routes are already impacted throughout the year by closures from the Adelaide Rally or other events.

A list of the proposed closures is included below under Road Closures.

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 activations, rest stops, 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.

We are still waiting on final visitation data from SATC. Information they have provided to date includes that a third of local patrons to the event visited the Adelaide Hills region to watch the Santos Festival of Cycling in 2022, and on average they spent \$212.20 in the region.

It is difficult to predict the likelihood of international or interstate visitation in 2023 given the ongoing COVID-19 situation. 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 however there are a number of wineries, hospitality and other businesses that may be impacted by the proposed Challenge Tour road closures either directly as a result of being on a closed road, or indirectly because customers may have difficulty getting to them due to multiple closures.

The administration is continuing to work with SATC to understand the economic implications of proposed road closures on the day of the Challenge Tour.

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.

This final Stage 5 competitive stage has never been held in the Adelaide Hills having traditionally taken place on Willunga Hill. While the finish line will be on the road near the entrance to Mt Lofty Summit, the stage is built on four (4) circuit loops 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 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.

Road Closure Consents

There is an element of disruption to traffic flow and access to properties between the proposed dates of 13 – 22 January 2023. The route details have not yet been finalised and provided to Council and may include requests from SA Police to close sections around the circuit 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.

Stage 3 of the TDU, including the Challenge Tour, on Friday 20 January 2023 spends the majority of the race in the Adelaide Hills. SATC is proposing multiple road closures along the route between two and eight hours in length. This helps create a safer event for the Challenge Tour participants. SATC will cover all traffic management and consultation costs associated with this stage but the level of negative community feedback to the proposed closures has not yet been ascertained. This level of closure for a TDU has never been proposed before. Council Events staff are meeting with SATC and SAPOL to discuss the proposed closures and how to minimise the closure lengths while maintaining public and rider safety. SATC has also requested guidance from Council on community engagement as we envisage the need for unprecedented notice to impacted residents or businesses and mitigation options for any issues including escorted egress and resident passes.

Details of these proposed road closures are still forthcoming as detailed traffic management plans are not available but an indicative list is as follows:

Under 5 hour closures:

Norton Summit Road
Lobethal Road
Kenton Valley Road
Burfords Hill Road
Angas Creek Road
Warren Road

Over 5 hour closures:

Torrens Valley Road
South Para Road
Checker Hill Road
Forreston Road
North East Road
Tippett Road
Gorge Road
Corkscrew Road
Montacute Road

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. However, if it is shown upon review of the consultation results that the impact on residents is substantial and community feedback primarily negative, the CEO may elect not to exercise his delegation and to seek Council approval.

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. APPENDIX

Nil

3. Event Opportunity Santos Tour Down Under 2023 – 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 18.2 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:

Item	Duration of Confidentiality NB: Item to be reviewed every 12 months if not released
Report	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 2023.
Related Attachments	Not Applicable
Minutes	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 2023.
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 2023.