



*The***Barossa***Council*

Notice is hereby given that the next Special confidential meeting of Council will be held on Wednesday 21 February 2024 in the Council Chambers, 43-51 Tanunda Road, Nuriootpa, commencing at 5.30pm.

Martin McCarthy
CHIEF EXECUTIVE OFFICER
THE BAROSSA COUNCIL

CONFIDENTIAL AGENDA

SPECIAL

3. CONFIDENTIAL REPORTS

3.1 Office of the Mayor and CEO

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COVER SHEET

CONFIDENTIAL REPORT

21 February 2024

Council Meeting

3.2 Corporate Services and Business Innovation

3.2.1 SANTOS TOUR DOWN UNDER 2025

The matter of the agenda item being:
of the Local Government Act 1999 ("the Act") being information that must be considered in confidence.

There is strong public interest in enabling members of the public to observe Council's transparent and informed decision-making. This helps to ensure accountability, maintain transparency of public expenditure, facilitate public participation, assist public awareness and allow for the scrutiny of information. Attendance at a Council meeting is one means of satisfying this interest. The public will only be excluded from a Council meeting when the need for confidentiality pursuant to Section 90(2) of the Act outweighs the public interest of open decision-making.

In this matter, the reasons that receipt, consideration or discussion of the information or matter in a meeting open to the public would be contrary to the public interest are that The matter has been requested to be kept confidential until such dates any embargo on the announcement regarding venues for the 2025 Santos Tour Down Under is lifted by Events South Australia.

On balance, the above reason which supports the need for confidentiality pursuant to Section 90(2) of the Act outweighs the factors in favour of the public interest of open decision-making.

RECOMMENDATION

That Council:

- (1) Under the provisions of Section 90(2) of the *Local Government Act 1999*, make an order that the public be excluded from the meeting with the exception of the Chief Executive Officer, Director Corporate Services and Business Innovation, Director Development and Community Services, Director Infrastructure and Environmental Service and the Minute Secretary, in order to consider in confidence a report relating to being information that must be considered in confidence pursuant to:

Section 90(3)(d) of the *Local Government Act 1999*:

commercial information of a confidential nature (not being a trade secret) the disclosure of which-

- (i) could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - (ii) would, on balance, be contrary to the public interest;
- (2) Accordingly, on this basis, Council is satisfied that public interest in conducting meetings in a place open to the public has been outweighed by the need to keep the information and discussion confidential in order that The matter has been requested to be kept confidential until such dates any embargo on the announcement regarding venues for the 2025 Santos Tour Down Under is lifted by Events South Australia.

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DEBATE REPORT

3.2 Corporate Services and Business Innovation

3.2.1 SANTOS TOUR DOWN UNDER 2025

**Author: Community Liaison Partner
24/24454**

PURPOSE

To determine support for hosting the 2025 and consecutive Santos Tour Down Under events.

RECOMMENDATION

That Council:

- (1) Endorse in principle the registration of an Expression of Interest for hosting a 2025 Santos Tour Down Under event, including:
 - a. Men's UCI World Tour Stage Start (mid-week) for \$15,000
 - b. Men's UCI World Tour Stage Finish (mid-week) for \$20,000
- (2) If the Expression of Interest is approved, Council shall accept the offer from Events South Australia to host on the proviso that both the start and finish occur in the same town.
- (3) Commit to hosting the next 3 consecutive Tour Down Under events if offered by Events South Australia, contingent on factors such as ongoing community interest, successful execution, and sustained positive outcomes.
- (4) Having considered this matter in confidence under Sections 90(2) and 90(3)(d) of the *Local Government Act 1999*, makes an order pursuant to Section 91(7), that the minutes, agenda report and attachments other than the minutes relating to this confidentiality order of the Confidential Council Meeting held on 19 March 2024 in relation to item 3.2.1 Santos Tour Down Under 2025 be kept confidential and not available for public inspection until the embargo has been lifted and authorise the Chief Executive Officer to review and revoke the order.

REPORT

Background

The Barossa Council has participated in every Tour Down Under since the event began in 1999. Over that time, Council has hosted a combination of starts only, finishes only, and start and finishes across multiple townships.

In February 2023 the Barossa Council Elected Members requested officers undertake a review of the value (both financial and non-financial) of the Tour Down Under (TDU)

at a local level (*Refer to Attachment 1*). A value analysis exercise was conducted to identify the financial value and other social/community benefits of the TDU with feedback and data sourced via direct community engagement, independent third-party evaluation reports and event analysis and Council records.

The survey collected opinions from respondents on different aspects of the event, including its impact on the local economy, community engagement, educational opportunities, image of the region, support for local causes, relationships within the community, the importance of the event, and support for its continuation within the Barossa region.

Survey results show that, overall, both traders and residents feel positively about the Tour Down Under. Respondents believe the event benefits the local economy, enhances the region's image, promotes community engagement, and strengthens relationships. While the impact on businesses varies, with some experiencing significant gains and other disruptions, the majority believe that the event's positive value to the community outweighs any business disruptions.

Discussion

The Host Council Expression of Interest (EOI) provided by Events South Australia summarises the potential benefits to, and Council's obligation to participate, *provided in Attachment 2*. The closing date for expressions is 1 March 2024.

Whilst there are benefits to our community in hosting a stage of the TDU, especially a stage start and finish, there are also impacts that are worthy of consideration. Interruption to residents and businesses with restricted access through road closures is experienced. Hospitality businesses experience increased turnover; however, service industry businesses such as health services, vehicle mechanics and some retail businesses experience a downturn in trade.

The hosting agreement includes significant minimum requirements:

- Managing road closures, including notifying residents
- Ensuring insurance and safety for associated events
- Accessing venues, parklands, and services at no cost
- Collaborating with official sponsors, including exclusivity arrangements
- Organising community events
- Offering financial support for the event

It is widely understood that visitors to the region during the TDU are here specifically for the event and move on to the next stage as the race finish is completed. This is in part the reason for officers' recommendation that Council hosts only a start and finish, with loop stages within the same township, to make it easier for people to stay at least for the full day rather than moving on as soon as a start has taken place.

Whilst there are conflicting impacts worthy of consideration, hosting of a TDU stage generates a range of benefits for Council including exposure to a global audience, economic benefits and repeat visitation, public relations and media boosts, social media exposure, opportunities for increased community engagement, brand recognition, promotion of Council events, tourism and visitation promotion and networking opportunities.

Attachment 1 sets out a full analysis of costs and benefits based on 2023 event data, at the time of writing this report 2024 event data is not available, however the statistics

are anticipated to be similar to those recorded in previous years where a start and finish have been secured for the same town.

Organising and executing a community event requires significant resources. However, due to our consistent hosting of this event for the past two years since Covid, we have established a framework that streamlines the process, reducing the time and resources required

Summary and Conclusion

Overall, community consultation following the 2023 event demonstrates merit in continuing support at Council level for the event. The analysis indicated that the event was successful, providing positive social benefits while showcasing economic returns and contributing to our brand on a global scale along with positive community outcomes.

Based on this data, it is recommended that Council agrees to host the 2025 event and commits to ongoing financial support contingent upon factors such as ongoing community interest, successful execution, and sustained positive outcomes.

ATTACHMENTS OR OTHER SUPPORTING REFERENCES

- Attachment 1 Tour Down Under Value Analysis Report - 2023 [↓](#) 
Attachment 2 Santos Tour Down Under - Expression of interest - 2025 [↓](#) 

Supporting references

Nil

COMMUNITY PLAN / CORPORATE PLAN / LEGISLATIVE REQUIREMENTS

Community Plan



Community and Culture

Goal

4. The Barossa fosters community resilience, connection and wellbeing through its social planning, recreation, safety, education, preventative health and social strategies especially for our youth and vulnerable people.
5. We are a strong community that is welcoming, safe and enjoys a quality lifestyle that celebrates our local identities, diversities, cultures and histories including our Aboriginal heritage.

Strategies

- 4.1. Build on a strong sense of community pride with active community groups and individuals participating in local decision making and community building activities.
- 5.1. Support the development of activities that celebrate the history, art and culture of the Barossa and its people.

Corporate Plan

- CS21 Tourism - Provision of a range of tourism services and business and economic development support. This includes managing the nationally accredited

- Barossa Visitor Centre; development and maintenance of tourism resources both digital and printed.
- CS20 Sport and Recreation - Provide a broad range of sporting, recreational and leisure facilities/ services/programs at a range of facilities, parks and open space areas
- CS10 Economic Development - Facilitating the economic well-being and quality of life of the local businesses and the community

Legislative Requirements

Nil

FINANCIAL, RESOURCE AND RISK MANAGEMENT CONSIDERATIONS

Costs to host a stage of the 2025 Santos Tour Down Under:

- a) Men's UCI World Tour Stage Start (mid-week) for \$15,000
- b) Men's UCI World Tour Stage Finish (mid-week) for \$20,000

The responsibility for liaising with community groups and coordinating the event falls under the Manager of Customer Experience and Community Liaison Partners' role, with in-kind support for administration in facilitating meetings with internal stakeholders and regular liaison with town representatives, emergency services, service providers, tourism, and event organisers.

Council Officers, based on the Tour Down Under analysis of community consultation, believe that despite the significant financial contribution required, the economic and ongoing return on investment, brand recognition, and community outcomes associated with this globally recognized event justify the costs.

Moreover, the Tour Down Under analysis indicates community support for the Council to continue hosting the event, even if individual businesses are negatively impacted. Therefore, it is recommended that Council supports this event on an ongoing basis contingent on factors such as ongoing community interest, successful execution, and sustained positive outcomes.

Budget has been made available over the preceding years within Council's events allocation and it is proposed that this budget line will be increased in 2024/25 to cover the nominated sponsorship fees should Council's EOI be successful.

COMMUNITY ENGAGEMENT

If Council's EOI is approved, Council together with Event South Australia will engage with the relevant community groups, residents, and businesses.



TOUR DOWN UNDER VALUE ANALYSIS 2023

BACKGROUND

The Barossa Council Elected Members requested officers undertake a review of the value (both financial and non-financial) of the Tour Down Under (TDU) at a local level.

The Barossa Council has been participated in every TDU since 1999. Over that time, Council has hosted a combination of starts only, finishes only and statistics and finishes across multiple townships.

The minimum requirements that form part of the hosting agreement are significant and include:

- Preparation, implementation and management of road closures including resident and business notifications
- Removal of traffic obstacles
- Insurance and safety management of associated events
- Access to associated venues, parklands and services at no cost
- Correct use of logo and names associated with the Santos Tour Down Under
- Cooperation with official sponsors, including exclusivity arrangements
- Requirement to organise community events
- Provision of dedicated event contact to liaise with the Santos Tour Down Under Team
- Provision of a 3 bin waste system and water refills for start / finish location.

According to Events SA, hosting of a TDU stage generates a range of benefits for Council's including exposure to a global audience, economic benefits and repeat visitation, public relations and media boosts, social media exposure, opportunities for increased community engagement, brand recognition, promotion of Council events, tourism and visitation promotion and networking opportunities.

2023 EVENT SUMMARY

Barossa Event



Wednesday 18 January 2023



Ziptrak Stage 1 – Tanunda to Tanunda



76,000 Attendees

Overall Event



248,840 digital audience



690,000 Live audience



2.7M Domestic Broadcast Reach



190 Territories Showing the Event



DATA GATHERING & ANALYSIS

A value analysis exercise was conducted to identify the financial value and other social/community benefits of the TDU with feedback and data sourced via direct community engagement, independent third-party evaluation reports and event analysis and Council records.

Community and Business Owner Survey

Methodology & Response Rate

Direct engagement was conducted with community members and business owners in the region via YourSay Barossa Surveys, Webforms, and Pop-Up Listening Booths.

The survey was distributed widely through three separate The Barossa Council Social Media Posts, Barossa Visitor Centre Industry E-news (731 contacts), Tanunda Traders Distribution Email (190 contacts), Local community group databases (Angaston Community and Business Alliance, Nuri Futures Association and Southern Barossa Alliance) and through door knocking Tanunda Traders. A pop-up listening booth was also held in the Barossa Co-Op Mall, providing an opportunity for members of the community to engage with Officers face to face.

The survey collected opinions from respondents on different aspects of the event, including its impact on the local economy, community engagement, educational opportunities, image of the region, support for local causes, relationships within the community, importance of the event, and support for its continuation within the Barossa region.

The community consultation involved a diverse group of participants, with a total of 74 surveys received with residents comprising the majority (56%) while Tanunda Traders accounted for 44% of the total.

Of the 44% of Traders, a diverse range of business groups were consulted, however hospitality/Cellar doors accounted for the majority of responses recorded (47%), Retail accounted for 26%, accommodation accounted for 19% and service providers accounted for 9%

The response rate indicated a modest uptake of the opportunity to provide feedback during the community engagement campaign, with only 0.285% of The Barossa Council population participating. We can only speculate about the opinions of those who didn't participate in the survey, however historically Council received low response rates where the community does not have strong feelings one way or the other, while those who do participate tend to have more firmly held opinions.

Economic and Community Benefits of the TDU

The survey results show that the majority of respondents agree that the Tour Down Under boosts the local economy (77%), refer Table 1 and creates a positive image for the region (81%) refer to Table 2. Moreover, 70% of respondents agree that the event promotes community engagement and enhances community spirit, refer Table 3, and 64% agree that it helps build stronger relationships within the community, refer Table 4.

Table 1.

Do you agree the Tour Down Under boosts local economy?	Total	%
Agree	57	77%
Disagree	5	7%
Neutral	2	3%
Somewhat Agree	10	14%

Table 2.

Do you agree the Tour Down Under creates a positive image for the region and encourages people to revisit?	Total	%
Agree	60	81%
Disagree	5	7%
Neutral	3	4%
Somewhat Agree	6	8%

Table 3.

Do you agree the Tour Down Under promotes community engagement and enhances community spirit?	Total	%
Agree	52	70%
Disagree	10	14%
Neutral	10	14%
Somewhat Agree	2	3%

Table 4.

Do you agree the Tour Down Under event can help build stronger relationships within the community?	Total	%
Agree	47	64%
Somewhat Agree	10	14%
Neutral	9	12%
Disagree	8	11%

However, when it comes to educational opportunities, the responses were divided, with only 39% of respondents agreeing that an event like the Tour Down Under provides educational opportunities, *refer Table 5*.

Table 5.

Do you agree an event like the Tour Down Under provides educational opportunities?	Total	%
Agree	29	39%
Disagree	14	19%
Neutral	17	23%
Somewhat Agree	14	19%
TOTAL	74	100%

Additionally, only 53% of respondents agree that the event supports local causes and community groups. [Refer Table 6](#). It is important to note that there were several community activations at the Santos Tour Down Under, however when speaking to locals at the listening booth they seemed to be unaware of these activations.

Table 6.

Do you agree the Tour Down Under supports local cause and community groups?	Total	%
Agree	39	53%
Disagree	19	26%
Neutral	11	15%
Somewhat Agree	5	7%
TOTAL	74	100%

TDU Disruptions and Financial Impacts to Businesses

Of the Tanunda Traders that completed the survey, 34.4% of businesses reported a significant increase in their financial performance due to the Tour Down Under event, while 21.9% reported a significant decrease.

A total of 38% of businesses reported a decrease in their financial performance (either significantly or slightly), while 53% reported an increase (either significantly or slightly), and 9% reported no change. [Refer Table 7](#).

Table 7.

Which of the following best describes the impact of the Tour Down Under event on your financial performance, such as revenue or profit margins?	Total	%
No change/no impact	3	9%
Significantly decreased	7	22%
Significantly increased	11	34%
Slightly decreased	5	16%
Slightly increased	6	19%
TOTAL	32	100%

Among businesses that were negatively impacted financially, 42% felt negatively about the financial impact to their business but still thought the Tour Down Under adds value to their region and would support the event happening again, while 50% had mixed feelings and would need to evaluate its overall impact before deciding on future participation. [Refer Table 8.](#)

Table 8.

Did your business experience any disruptions due to the Tour Down Under event?	Total	%
No disruptions	9	28%
Yes, minor disruptions	10	31%
Yes, significant disruptions	13	41%
TOTAL	32	100%

Overall, 41% of businesses experienced significant disruptions due to the event, while 31% experienced minor disruptions, and 28% experienced no disruptions. [Refer Table 9.](#)

Table 9.

If you were negatively impacted financially on the event day, can you please select the answer below that best describes how you feel about the event?	Total	%
I felt negatively about the event but still think the Tour Down Under adds value to our region and would support the event happening again	1	8%
I felt negatively about the financial impact to my business but still think the Tour Down Under adds value to our region and would support the event happening again	5	42%
I had mixed feelings about the Tour Down Under and would need to evaluate its overall impact before deciding on future participation	6	50%
TOTAL	12	100%

70% of businesses felt that the positive value of the event to the community/region outweighed the disruptions to their business, while 17% felt that the positive value and the disruptions were equal, and 13% felt that the disruptions were too significant to overlook the positive value. [Refer Table 10.](#)

Table 10.

Do you feel that the positive value of the Tour Down Under event outweighed the disruptions to your business?	Total	%
No, the disruptions were too significant to overlook the positive value	3	13%
The positive value and the disruptions were equal in significance	4	17%
Yes, the positive value to the community/region of this event outweighed the disruptions	16	70%
TOTAL	23	100%

Overall, the data confirms the mixed impact of the Tour Down Under event on businesses, with some experiencing significant increases in financial performance while others experienced significant disruptions. However, the majority of businesses still felt that the positive value of the

event to the community/region outweighed the disruptions to their business. The data also reveals that a significant percentage of businesses that were negatively impacted financially had mixed feelings or were still supportive of the event.

Importance of the TDU Event

In terms of the importance of the event, 58% of respondents believe that it is very important to the region, while 26% think it is somewhat important, *refer table 11*. In addition, the majority of respondents (84%) would support the continuation of the hosting of the Tour Down Under within the Barossa region, *refer table 12*.

Table 11.

Overall, how important do you think the Tour Down Under event is to our region?	Total	%
Neutral	9	12%
Not important	3	4%
Somewhat Important	19	26%
Very Important	43	58%
TOTAL	74	100%

Table 12.

Would you support the continuation of the hosting of the Tour Down Under within the Barossa region?	Total	%
Unsure	11	15%
Yes	62	84%
No	1	1%
TOTAL	74	100%

Survey Findings Summary:

Survey results demonstrate that traders and residents overall feel that the Tour Down Under has a positive impact on the local community.

Respondents believe the event boosts the local economy, creates a positive image for the region, promotes community engagement, and helps build stronger relationships within the community. However, there is room for improvement when it comes to providing educational opportunities and supporting local causes and community groups.

Community Activation Assessment

Council seeks to leverage off events such as the TDU to raise awareness and funds for local causes, charities and community organisations. In 2023, The Barossa Council included three community group initiatives and one educational activation at the Barossa Loop De Loop event.

The **Kind-Hearted Kitchen** team were onsite making Smoothies with Smoothie Bikes borrowed from Playford and Coorong Council. They made over 200 smoothies and over \$300.00 in donations that went back to their community groups. See image below.



Kiwanis Barossa were pleased with their \$1061.00 profit from their sausage stand, which will assist in improving the lives of children.

Seeds of Hope: stated they had a 'successful day with lot of great conversations with public and distributed hundreds of brochures, seed packets and bookmarks and gave out an amazing 213 badges and key rings' raising awareness for their charity.

Bike SA – Commented 'The activities were enjoyed by children and adults with many parents engaging with the instructors asking for cycling information, recommendations, and general advice whilst their children took part in the riding challenges. The instructors thank all involved for being both friendly and accommodating. Well done for making the event hugely successful! They engaged with over 65 young riders on the day. We had approximately 25 riders take part over the day and talked to/interacted with an additional 30-40 people.

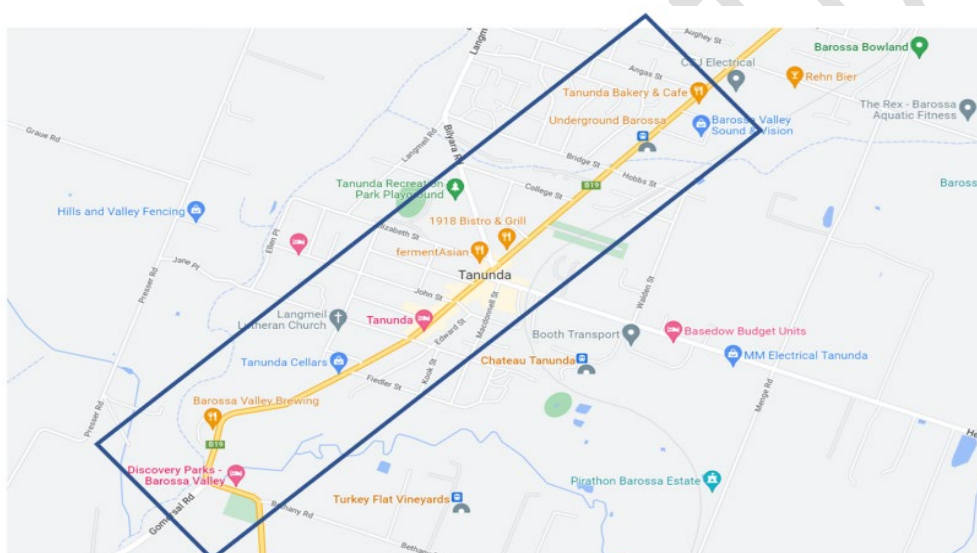
Visitation Assessment

Visitation data has been analysed from two sources, 'Localis' and Events SA, providing insight into visitation at both the Tanunda Township and broader Council area level.

Tanunda Township Visitation - Localis Data

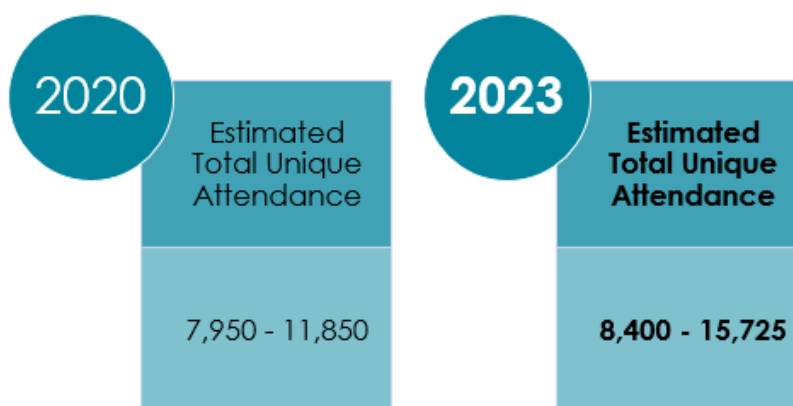
'Localis' is a new data analytics tool that Barossa Australia has invested in on behalf of the region. This tool provides granular, regional level data captured through tracking technology. The data examines the devices that were observed at the Tour Down Under on the 18th of January 2023 in Tanunda, making comparisons to the same event held on the 21st January 2020.

The area highlighted in the below image is the geofence that was used for collection of mobility data during the 2023 TDU and has formed the basis for the analysis of attendance at the Stage 1 state and finish within the township of Tanunda.



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Unique Attendance



The estimated total unique attendance at the Tour Down Under in Tanunda for 2023 was between 8,400 – 15,725, representing a minimum increase in attendance at the lower estimate level of 5.66% (an additional 450 unique attendees) or maximum increase at the upper estimate level of 32.7% (an additional 3,875 unique attendees). Please note that these estimates include all traffic and pedestrians that passed through the geofence during the event.

Attendee Origin

Localis data also provides a snapshot of attendee origin. The below table shows the top 5 attendee origin suburbs at various distances from Tanunda.

Within 20kms of Tanunda			Within 20-40kms of Tanunda			More than 40kms of Tanunda		
Suburb	% of Visitation	Change since 2020	Suburb	% of Visitation	Change since 2020	Suburb	% of Visitation	Change since 2020
Tanunda	13.75%	-13.75%	Andrews Farm	1.79%	+77.22%	Adelaide	0.71%	-71.94%
Nuriootpa	11.07%	+61.84%	Reid	1.07%	+100%	Prospect	0.71%	+184%
Lyndoch	5.00%	+97.63%	Munno Para West	1.07%	+114%	Mawson Lakes	0.71%	+184%
Williamstown	3.04%	+9.35%	Gawler East	0.89%	+256%	Marden	0.54%	+100%
Greenock	2.86%	+61.58%	Blakeview	0.89%	+256%	Belair	0.54%	+100%

The data indicates that 86.25% of visitors on the day originated from outside the suburb of Tanunda, with 21.97% of that cohort originating from other Barossa Suburbs. Overall, 64.23% of attendees were determined to be of an origin outside of the Barossa suburbs represented in the table.

Local and Interstate Visitation

Suburb	% of Visitation	Change since 2020
Within 40kms	67.14%	+30.64%
South Australia	24.64%	-22.74%
Interstate	8.21%	-50.83%

Comparing the data for 2020 and 2023, we see a significant increase in visitation within 40kms, from 51.39% in 2020 to 67.14% in 2023. Additionally, there is a decrease in interstate visitation, from 16.71% in 2020 to 8.21% in 2023.

In terms of visitation within South Australia, there is a decrease from 31.90% in 2020 to 24.64% in 2023, which is a negative change of 22.74%. This could be due to various reasons, such as the pandemic, changes in tourism campaigns or marketing, or other factors affecting travel preferences.

It is also worth noting that while visitation within 40kms increased, the percentage of visitation within South Australia and interstate decreased in 2023. This suggests that more people are choosing to travel within a shorter distance, so potentially a focus for future marketing for the event organisers could be to Adelaide/interstate markets.

Daily Accommodation

The graph below shows daily accommodation for the Barossa Region. It can be seen that during the event there was no substantial uplift in occupancy for the region, one reason for this is Barossa was only one stage of the tour and visitors who travelled for the whole event would have stayed in locations more central to all stages, such as Adelaide.



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localis

Wider Barossa Region Visitation – Events SA Data

According to data supplied by Events SA, 76,000 people were in attendance for Ziptrak Stage 1 – Tanunda to Tanunda across the race route add a total of 475,000 attendees engaged with the event during 2023.

In terms of visitation, 59% of interstate or international visitors stayed one or more nights in a region outside of Adelaide, 38% of which stayed in the Barossa for one or more nights. The average number of nights stayed in the Barossa was 2.6 nights and the average spend on accommodation was \$390.

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Destination Promotion and Coverage Analysis

In 2023, as a host of Stage 1 of the Tour, The Barossa Council received the following opportunities for brand placement and exposure:

- Logo included on the website with link through to the council website;
- Promotion of Council organised and run associated events in the official program and the Santos Festival of Cycling section on the website;
- Inclusion of Council in written content on the website promoted through organic digital platforms to promote SA and race routes;
- 4 x Council branded corflute signs positioned on track in the start and finish area;
- One vehicle allocation in the Tour Parade; and
- Opportunity for the Mayor to officially start the race or to present the stage winning rider a gift representative of the area.



The Tour Down Under also featured destination marketing for the Barossa via carousel ads on social media platforms running interstate and in SA for the duration of the campaign, video paid ads and the 'visit' section on the official event website.

Tour Down Under Website Stats**The Barossa Council Website Stats**

As host council for Men's Stage 1, the Barossa region was mentioned in a total of 35 social media posts which generated over 125,000 impressions. On race day, there were 104 mentions of the Barossa/Tanunda from social media accounts.



Council's facebook page also saw increased traffic on the 18th of January, with three TDU posts attracting more than 165 likes.

During the live broadcast of the event, the Barossa received significant exposure along the designated race route which was supplemented with destination information graphics, fly over maps of the region. The Barossa Council and our region were also recognised by the on-course commentators during the event, with key messages read by race commentators at the relevant states acknowledging Council as a stage host in addition to tourism highlights provided by Council.

Broadcast Samples



Financial Analysis

Cost to Council

Expense Type	Council Cost
Wages (Normal Rate - Depot Staff)	13,676
Wages (Overtime - Depot Staff)	6,404
Contractors - Traffic management and event line marking	4,110
Direct Purchases – Event Equipment Hire	7,732
Advertising	1,680
Tour Down Under Stage Hosting Fee	30,136
Donated Prizes, Community Event Entertainers, Consumables and Performer Fees	10,461
Internal Allocations - Plant Hire	1,221
Internal Allocations - Wages Overhead	17,779
TOTAL	91,951

In addition to the above direct allocated costs, Council also provides a range of in-kind support including Officer's time in planning and delivering the event.

SUMMARY OF FINDINGS

In seeking to assess the impact of the TDU on residents and traders, Council Officers surveyed traders within the Tanunda township precinct and invited all community members, including broader traders and business operators across the Council area, to provide feedback. Survey results demonstrate that traders and residents overall feel that the TDU has a positive impact on the local community.

Respondents believe the event boosts the local economy, creates a positive image for the region, promotes community engagement, and helps build stronger relationships within the community.

Whilst there is general ongoing support for the TDU, the data did confirm anecdotal reports of the mixed impact of the event on businesses, with some experiencing significant increases in financial performance while others experienced significant disruptions. However, the majority of businesses still felt that the positive value of the event to the community/region outweighed the disruptions to their business. The data also reveals that a significant percentage of businesses that were negatively impacted financially had mixed feelings or were still supportive of the event.

In accordance with TDU Stage Hosting obligations, Council coordinated a number of community activation events during Stage 1 of the race. Whilst our community group partners felt that these activations were a great success, survey responses indicate that there is room for improvement in promoting planned community activations, in providing educational opportunities and in supporting local causes and community groups.

In addition to community and trader feedback regarding the benefits of hosting a TDU event stage, an analysis of visitation data for the 2023 event shows that there was an overall increase in visitors within the Tanunda township precinct during the event and the region saw a total of 76,000 visitors as a result of the TDU. Whilst this level of visitation would have translated to increased visitor spend on the 18th of January and Events SA data indicates that 38% of interstate and international visitors attending the TDU stayed in the Barossa for one or more nights, Localis data during the event showed there was no substantial uplift in occupancy for the region. As a result, there is no evidence to suggest that the TDU results in significant increases in tourist accommodation spend.

The TDU provides a substantial platform for national and global exposure via strategic destination promotion as a Stage host. In addition to destination marketing provided by Events SA for the Barossa via carousel ads on social media platforms running interstate and in SA for the duration of the campaign, video paid ads, and the 'visit' section on the official TDU event website, significant activity was also created across public social media platforms including Council's Facebook page. On an international level, the live broadcast of the event generated significant exposure for the Barossa with a digital audience of 248,840, a live audience of 690,000 and global reach across 190 territories showing the event.

Whilst it is difficult to verify the direct influence of this activity on subsequent visitation numbers and tourism outcomes, a campaign of this size and reach would cost Council well in excess of the current contribution to the event (in the order of \$100k).

Due to the nature of the TDU race stages only remaining in any single region for one day and operating out of a central hub within Adelaide it is difficult to generate significant economic benefits in terms of accommodation and peripheral tourism activity. As a result, the key outcomes sought on the day of hosting are around visitor experience, community activation

and participation, cultural participation and trader optimisation. The broader objectives are to achieve destination promotion at national and international level, with the event offering a unique opportunity to showcase a large geographical footprint across our region.

Given the strong focus on community activation and participation as key outcomes of the TDU, the survey results indicating poor knowledge of this aspect of the event indicate a significant opportunity for Council to improve its approach to leveraging off community events within the TDU hosting arrangements to better engage our community and generate value for our rate payers.

CONFIDENTIAL



**SANTOS
TOUR DOWN UNDER**

**2025 HOST COUNCIL
EXPRESSION OF INTEREST**

COMMERCIAL IN CONFIDENCE

TOURDOWNUNDER.COM.AU

A TOUR LIKE NO OTHER...

First held in 1999, the Santos Tour Down Under is the biggest cycling race in the southern hemisphere. This 10-day event brings elite Men's and Women's WorldTour professional cycling teams to race on the streets of Adelaide and regional South Australia each January, which over 23 editions has seen 1648 unique riders participating, from 55 different nationalities.

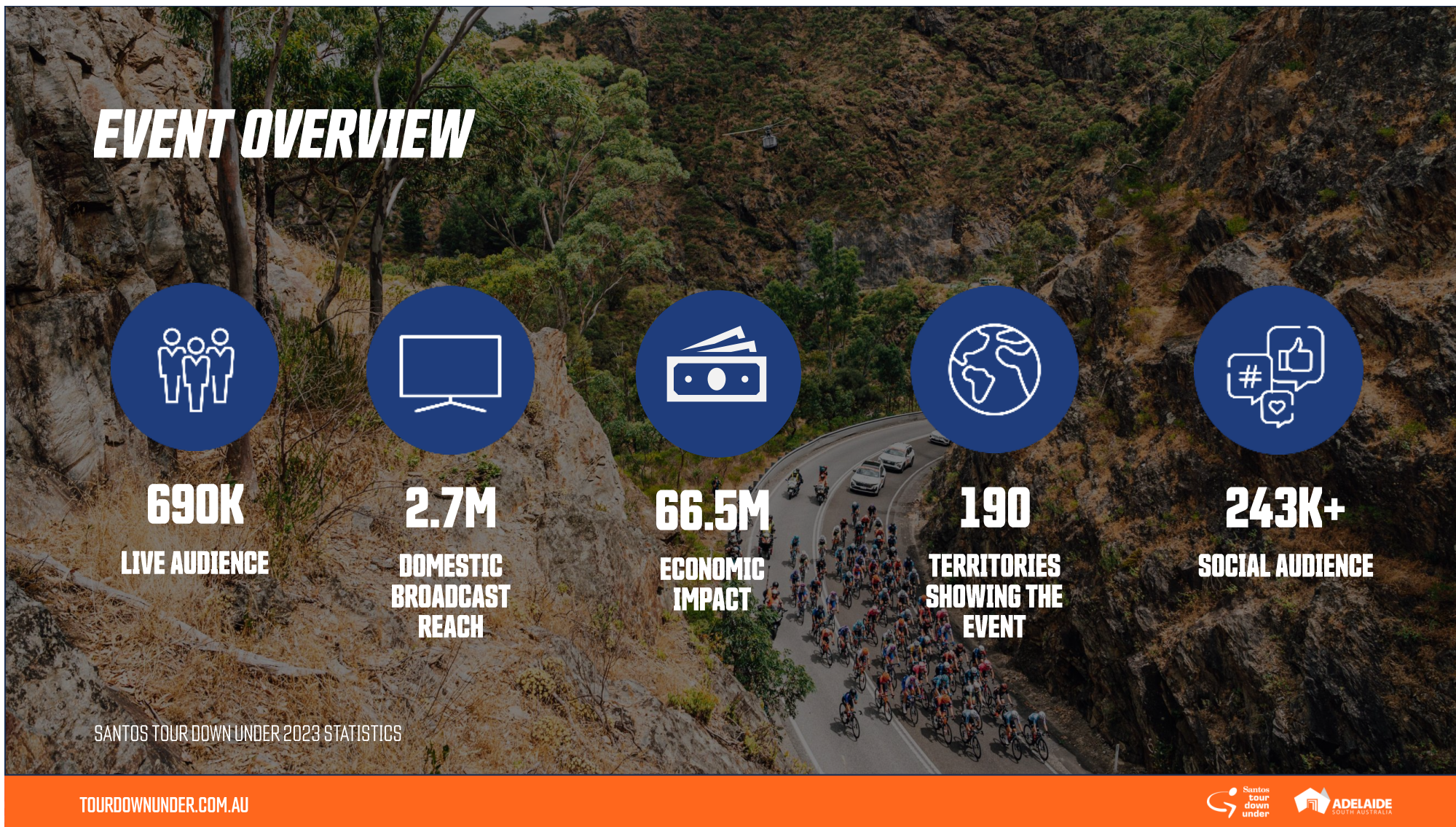
Not just a bike race, the Santos Tour Down Under is home to the largest Festival of Cycling in the southern hemisphere, with the vibrant Tour Village hub, a range of associated events, participation rides for kids and adults, street parties and live music, combining to create a massive party atmosphere across South Australia.

The Santos Tour Down Under invites the whole state to the party by taking the race through the Adelaide CBD, metropolitan Adelaide and South Australia's regions. The event provides a significant contribution to the state's tourism industry and showcases the attractions of South Australia to the world through global television coverage.



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VISITATION



Total visitor nights in
South Australia
364,200 nights



Average in-scope visitor nights
in South Australia
9.4 nights



Average in-scope visitor nights
in South Australia by:
International Visitors
13.1 NIGHTS Interstate Visitors
8.9 NIGHTS



Total in-scope visitors
89% of TOTAL VISITORS



Total in-scope visitor nights
in South Australia
325,321 nights



Total in-scope visitor nights from
OVERSEAS 11%
INTERSTATE 89%

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KEY COUNCIL BENEFITS



EXPOSURE TO A GLOBAL AUDIENCE

Key regional messages and tourism highlights shared through scripting for broadcast commentators.

For the first time in 2023 the women's race will be broadcast live.



ECONOMIC BENEFIT & REPEAT VISITATION

In 2023 over 690,000 people attended the Santos Tour Down Under, including 45,000 event specific visitors. The event had a total economic impact of \$79.8M



PUBLIC RELATIONS AND MEDIA

Each host council is provided with a personalised debrief report.

The Santos Tour Down Under provides each host council with pre-approved quotes in advance of the race route announcement from the Race Director, and can assist with specific requests.



SOCIAL MEDIA COMMUNITY

The Santos Tour Down Under has a strong and engaged social media community. They love interesting content about all things cycling-related, including learning about the regions visited by the stages each year.



INCREASED COMMUNITY ENGAGEMENT

Associated Events and our Santos Best Dressed Town competition provide opportunities for communities to show visitors the vibrancy of their town.

Councils are encouraged to work with local businesses and traders on initiatives that increase economic impact.

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HOST COUNCIL BENEFITS



BRAND RECOGNITION

Logo inclusion on the Santos Tour Down Under website, on stage maps, in The Advertiser event guide and on the Santos Tour Down Under sponsor reel at select functions.

4x council branded corflute signs positioned on track at the start or finish area (council to provide signage).



ASSOCIATED EVENT PROMOTION

Promotion of council organised and run associated event/s as part of the festival on the official website.

Promotion of council organised and run associated event/s in the Santos Tour Down Under official program (distributed by The Advertiser and on site).

Inclusion of your Council organised and run Associated Event/s as part of the TDU paid and organic digital strategy including EDMs and social media posts (at the discretion of the marketing team based on images supplied).



DIGITAL PROMOTION

Inclusion of your council region in written content on the website promoted through organic digital platforms to promote South Australia and race routes. This can include local attractions and tourism packages to encourage extended stays.

Promotion of your region and/or associated events through paid digital strategy throughout the year.



ON EVENT OPPORTUNITIES

Opportunity for council to engage local talent to sing the first verse of the National Anthem or perform a Welcome to Country (starts only).

Opportunity for the Mayor to fire the start gun or present the stage winner with the stage trophy in conjunction with the stage trophy in conjunction with the stage sponsoring party.

Opportunity for council to provide a gift representative of the region to the stage winner.



OTHER OPPORTUNITIES

Networking opportunities with invitations to Santos Tour Down Under function(s) and facilitated introductions to Santos Tour Down Under commercial partners.

Opportunity to suggest vignette ideas and helicopter shots for the television broadcast.

Opportunity for council to consider and propose other ways of leveraging the Santos Tour Down Under.

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HOST COUNCIL OBLIGATIONS



ON ROAD

Implementation of all required road closures and parking restrictions at the host town and any sprint or KOM/QOM locations (council to cover costs).

Removal of any traffic obstacles that affect the race (council to cover costs).

Street sweeping to be conducted the night prior to the event (council to cover costs).



ON SITE

Provision of waste reciprocals (3-bin system), water refill stations and sufficient public facilities at the start/ finish location (council to cover costs).

Cooperation with other event requirements (i.e. location of merchandise van, parking restrictions, presentation stage), including approval by Events Operations Manager to use council infrastructure.

Access to venues/roads/verges/parklands and services at no cost to facilitate event finish including negotiation with private landowners.



COMMUNITY ENGAGEMENT

Notification to residents and businesses of road closure.

Coordination of activation/activities to promote the 'Santos Festival of Cycling' atmosphere.

Insurance and documentation covering any associated events, activities, entertainment, volunteers, staff etc organised by council.

Councils are encouraged to enter the Santos Best Dressed Town Competition.



MARKETING/ADMINISTRATION

Provision of a dedicated event contact to liaise with the Santos Tour Down Under team.

Correct use of logo and names associated with the Santos Tour Down Under.

Cooperation with event official sponsors and preferred suppliers, including any exclusivity arrangements and community consultation regarding sponsor exclusivities.



HOSTING FEES

STAGE	HOSTING FEE
Men's UCI WorldTour Stage Start (mid week)	\$15,000
Men's UCI WorldTour Stage Finish (mid week)	\$20,000
Men's UCI WorldTour Stage Start (final weekend)	\$20,000
Men's UCI WorldTour Stage Finish (final weekend)	\$25,000
Men's UCI WorldTour Stage Start (Participation Ride*)	\$20,000
Men's UCI WorldTour Stage Finish (Participation Ride*)	\$25,000
Women's UCI WorldTour Start	\$2,500
Women's UCI WorldTour Finish	\$5,000
Entire stage in your region	Price on application
Multiple stage start/finishes	Price on application

*the inclusion of a participation ride in the 2025 event is not confirmed

EXPRESS YOUR INTEREST

To submit your interest, please complete all details in the Expression of Interest (EOI) form by **Friday 1st March 2024**.

Submitting an EOI does not guarantee or commit your council to hosting in 2025.

To expedite the planning process, it is recommended that councils submitting an EOI present their proposal to their council **in confidence** by the end of January, with the aim of obtaining in principle council support.

Once EOIs have closed the applicant information will be assessed, race routes designed and then councils will be contacted to obtain further information, advise if they have been successful or unsuccessful.

Should you have any questions regarding submitting your expression of interest please contact:

Stacey Woodrup
Senior Event Coordinator – Santos Tour Down Under
stacey.Woodrup@sa.gov.au

CLICK TO SUBMIT

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THANK YOU

KEY CONTACTS

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