

CONFIDENTIAL MINUTES

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The meeting moved into confidence at 6.07pm

3.2 Corporate Services and Business Innovation

3.2.1 SANTOS TOUR DOWN UNDER 2025 24/24454

MOVED Cr de Vries

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.

SECONDED Cr Greatwich

CARRIED CO 2022-26/377

PURPOSE

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

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 REQUIREMENTSCommunity 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.

Resumption of open council meeting at 6.11pm

Confirmed at Council Meeting on 19 March 2024

Date:.....

Mayor:.....