

**ADELAIDE HILLS COUNCIL MEETING**  
**11 June May 2013**  
**CONFIDENTIAL BUSINESS ITEM**

**Item:** 15.1

**Originating Officer:** Nick Day, Manager External Relations & Marketing

**Responsible Director:** Tim Piper, Director Finance

**Subject:** Santos Tour Down Under 2013 and 2014

**File No:** 04.38.4

**SMP Goal:** 1: A Healthy, Safe, Engaged and Connected Community

**SMP Key Issue:** 1.3: Community Participation Partnership & Support

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**1. Santos Tour Down Under 2013 & 2014 – Exclusion of the Public**

**Moved Cr**  
**S/- Cr**

**Pursuant to Section 90(2) and (3)(d) of the Local Government Act 1999, an order be made that the public, with the exception of appropriate Council staff – CEO, Andrew Aitken, Director Engineering, Tim Hancock, Director Planning & Development Services, Marc Salver, Director Finance, Tim Piper, Manager External Relations & Marketing, Nick Day, and Minute Secretary, Pam Williams, be excluded from attendance at the meeting in order to receive, discuss or consider in confidence any information or matter relating to Section 90(3)(d):**

- (d) 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. Santos Tour Down Under 2013 & 2014 – Confidential Item**

### **2.1 SUMMARY**

The Santos Tour Down Under (STDU) 2013 event occurred during January 2013 with Events SA, the event organiser, advising that Council's involvement again assisted in making the event an overall success for South Australia. This year 4 of the 6 stage routes travelled through the Adelaide Hills Council area.

As a result of a Council Workshop discussion on 5 December 2012, Council Event staff lodged an Expression of Interest (EOI) for the 2014 STDU event for which a Stage Finish in Stirling has been offered.

This report recommends Council's continued support for the 2014 event, and an appropriate budget provision be considered during the 2013/14 Budget deliberation process.

### **2.2 GOVERNANCE**

#### **➤ Strategic Management Plan**

The Strategic Management Plan provides for supporting events and festivals which bring the community together, and provides for supporting and facilitating major/unique events with the Adelaide Hills brand for key target audiences.

#### **➤ Legislation**

Section 33 of the Road Traffic Act 1961 allows the Minister to declare events to be events to which the Section applies, and then to declare road closures, part closures and exemptions to the Road Rules for that event.

The Minister has delegated this power to the Commissioner of Police (as well as to Councils for local roads).

In the case of the STDU, a road closure generally only applies to a road being used for a start or finish, and these arrangements are being coordinated by South Australian Police (SAPOL). That being the case, SAPOL is intending to issue the applicable road orders. Apart from these road closures, SAPOL undertake a rolling road closure that does not require any consent from Council.

However, and importantly, Subsection 33(2) of the Act states "*An order to close a road under subsection (1) can only be made with the consent of every council within whose area a road intended to be closed by the order is situated.*"

The Council has not delegated its 'providing consent' function for the purposes of Subsection 33(2) of the Act, hence it needs to resolve whether or not to provide consent.

It is anticipated that a formal request for Council road closure consent would be placed before Council for separate decision making as required.

➤ **Sustainability**

- Economic
- Social
- Environmental
- Governance

➤ **Budget**

A licence fee of \$20,000 is payable to the South Australian Tourist Commission which will be offset by sponsorship.

An additional budget provision of \$25,000 is required to conduct the associated road closures, infrastructure and event activities for hosting the STDU 2014 stage finish in Stirling.

The 2012/13 budget was \$40,900.00.

➤ **Consultation**

There is no formal consultation undertaken by Council or Events SA, however post event feedback is received as a matter of usual process.

## 2.3 BACKGROUND

The following table details Council's involvement in STDU.

Year	Activity	Award
2005	Decoration of Woodside Township	Woodside - Best Dressed Town Along Stage Route
2006	Start – Stirling, Community Carnival	Stirling – Overall Best Dressed Town
2007	Start – Stirling, Community Carnival	
2008	Start – Stirling, Community Carnival	SA Great Tourism Award – Major Festivals and Events
2009	Finish – Stirling	Stirling - Bronze for Overall Best Dressed Town and Best Dressed Town Along Stage Route Gumeracha - Best Dressed Town Along Stage Route
2010	Finish - Stirling	
2011	Finish - Stirling	Lobethal – Best Dressed Private Residence Along Stage Route
2012	Start – Lobethal Finish – Stirling Part Start Bupa Challenge Tour - Gumeracha	Lobethal – Overall Best Dressed Town Winner and Best Dressed Town Along Stage Route, Best Dressed Private Residence Along Stage Route

2013	Finish – Lobethal Finish – Stirling Part Start Bupa Challenge Tour - Kersbrook	Lobethal – Overall Best Dressed Private Residence Stirling – Best Dressed Town Along Stage Route
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The financial implications of holding a STDU event are significant and expenses have been minimised through sponsorship. The target for sponsorship aligns to the licence fee payable to host a stage start or finish (or combination).

Events SA were asked by staff to consider a reduction in the licence fee of \$20,000 for the 2014 event, however this was unsuccessful.

Sponsorship targets have been met consistently in previous years, however sponsorship for the 2013 event was lower than usual. The following table details recent sponsorship and target outcomes.

Year	Target \$	Sponsorship \$
2010	27,000	27,200
2011	20,000	25,000
2012	40,000	41,000
2013	30,000	15,000
<b>2014</b>	<b>20,000</b>	<b>20,000</b>

The operational logistics to conduct the event activities are complex and the 2013 event which included two stage route finishes and a new challenge of Corkscrew Road, Montacute, placed a higher than usual demand on staff.

In previous years, Council support for involvement in this major event has been provided during the budget deliberation and adoption process.

#### **Adelaide Hills Tourism Regional Strategic Tourism Plan 2011-2014**

The Adelaide Hills Tourism Regional Strategic Tourism Plan 2011-2014 published by Adelaide Hills Tourism notes that support for major events in the Adelaide Hills region, and particularly the Tour Down Under, is represented as a 'Hero Experience' which are those that anchor the market for the tourism industry and are commonly 'coffee table' memories for visitors.

Events SA advised 26,564 interstate and overseas visitors attended our 2012 event, spending an estimated \$2.5million in the Hills region.

#### **Events Policy**

The STDU is an event that would be managed under the Draft Festivals and Events policy and the event organisers, Events SA, have provided comment during the consultation period and approached Council in the spirit of the draft policy.

## 2.4 DISCUSSION

Council has been involved with the STDU for several years, hosting start and finish of stage routes in our townships. Spectator support has been strong, with reported crowd numbers being consistent for the start and finishes locations, as well as along stage routes that traverse our Council area.

After each event Events SA has expressed their satisfaction with the level of local community participation and support for the international event, noting also the consistent positive approach received from Council and its staff.

### **STDU 2013**

The STDU Stage Routes travelled through Adelaide Hills Council area on 4 of the 6 days of the festival, with two days having a finish location, those being Stage 1 in Lobethal and Stage 3 in Stirling.

Stage 2 included a hill climb on Corkscrew Road, Montacute, for the first time and required specific attention by SAPOL and Council staff to manage unexpected crowd numbers and traffic congestion.

Stage 4 included the Bupa Challenge Tour with several hundred amateur riders leaving a part start in Kersbrook to join other riders heading to the Tanunda finish line.

The spectator crowd numbers reported by SAPOL are:

- Stage 1 (finish in Lobethal) 106,000
- Stage 3 (finish in Stirling) 100,000

As noted above, the townships of Lobethal and Stirling received Santos Best Dressed Awards, Overall Best Dressed Private Residence in Lobethal and the Stirling township won the Best Dressed Town Along Race Stage Route.

As is the usual practice, a debrief process is conducted with Events SA, community/business representatives and internal staff. Additionally, Council event staff conduct informal discussions with spectators along the race routes.

### ***Events SA***

Events SA staff advised that the value of public relations for the Adelaide Hills Council area was \$6.5 million, with a worldwide circulation and broadcast audience of 58 million.

Events SA staff reported a high level of satisfaction with Council involvement and deployment of the planned event activities, responsiveness to 'on the day' issues and assistance with logistics.

### ***Community Representatives***

The Lobethal Community Association reported that the event was successful and the road closure and detours around the township worked well. Some businesses in Lobethal closed for the day, while others were very happy with trade brought about by the large crowd numbers.

The Stirling Business Association advised that the event was successful and congratulated Council, while also identifying some opportunities for further improvement in the future.

### ***Internal Staff***

The event planning and deployment was achieved according to plan. Demand on staff was very high during the lead up to the event and particularly on stage host finish days, however, some mitigation in the form of external road closure and traffic control deployment assisted. Budget outcome was not achieved as noted under Background.

Staff noted improvement opportunities including traffic and spectator safety management at Corkscrew and Montacute Roads and an increased number of detour signs around townships on routes and passed these on to event organisers.

Informal spectator feedback was positive in nature.

### **STDU 2014**

As a result of the 5 December 2012 Council Workshop discussion, Council event staff lodged an Expression of Interest (EOI) for the STDU event to be held in 2014.

Events SA have offered Council a Stage 2 Finish in Stirling on Wednesday 22 January 2014. Staff believe the collaborative approach between event organisers, the community and Council staff are contributing factors, along with the location, for our successful EOI for involvement in the event again.

A licence fee of \$20,000 applies to hosting the STDU Stage 2 Finish which staff will endeavour to offset through obtaining sponsorship. An appropriate budget allocation of \$25,000 as noted previously is required.

In addition, any STDU associated road closure support would require Council consent and this would be subject to a separate Council report.

## **2.4a OPTIONS**

Events SA has offered a host opportunity for the STDU 2014, and this presents two options to Council for decision making:

- support the event again which would result in a need to make appropriate Budget provision and road closure decisions in subsequent months
- not support the event

The latter decision by Council may jeopardise the success of the event and reduce the tourism exposure for the Hills region.

## **2.5 RECOMMENDATION**

**That:**

- 1. Council continues to support the Santos Tour Down Under in 2014.**
- 2. Council considers an appropriate budget provision of \$25,000 during the 2013/2014 budget deliberations.**
- 3. Subject to 1 and 2 above, a subsequent request for road closure support associated with the Santos Tour Down Under 2014 activities be brought before Council prior to the event occurring.**

**3. Santos Tour Down Under 2013 & 2014 – Period of Confidentiality**

**Moved Cr  
S/- Cr**

**That having considered this matter in confidence under section 90(2) and 90 (3)(d) of the Local Government Act 1999, the Council, pursuant to section 91(7) of the Local Government Act 1999, orders that the documents, reports and minutes pertaining to this matter, including discussions and considerations, be retained in confidence until the negotiations are finalised and the contracts signed, but no longer than 12 months, pursuant to section 91(9).**

**That, pursuant to section 91(9)(c) of the Local Government Act 1999, the Chief Executive Officer be authorised to release documents at the conclusion of the period of confidentiality.**