

**ADELAIDE HILLS COUNCIL
ORDINARY COUNCIL MEETING
Tuesday 24 June 2025
CONFIDENTIAL AGENDA BUSINESS ITEM**

Item: 19.1.

Responsible Officer: Gary Lewis
Director
Corporate Services

Subject: Event Opportunity – Santos Tour Down Under 2026

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, Greg Georgopoulos
- Director Corporate Services, Gary Lewis
- Director Community & Development, Jess Charlton
- Executive Governance and Risk Officer, Zoë Gill
- Minute Secretary, Brittany Priwer
- Governance and Risk Officer, Skye Ludzay
- Manager Communications, Engagement & Events, Jennifer Blake

be excluded from attendance at the meeting for Agenda Item: 19.1 (Event Opportunity – Santos Tour Down Under 2026) 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 2026 Santos Tour Down Under in key locations throughout metropolitan and regional South Australia in January 2026.

Council submitted an Expression of Interest (EOI) in February 2025 for one women's stage finish and one men's stage finish. However, we were approached in May 2025 to consider hosting a Women's finish, a Men's finish, and an additional Men's start and finish (on the same day).

The purpose of this report is to present for the Council's consideration, a formal offer from SATC for Adelaide Hills Council (AHC) to host three (3) stage finishes and one (1) stage start of the 2026 Santos Tour Down Under (TDU).

SATC proposes that the Women's Stage 2 race finishes in Paracombe on Sunday 18 January. They also propose that Stage 2 of the Men's TDU finishes in Uraidla on Thursday 22 January, and that Stage 5 of the Men's TDU is held entirely in the Adelaide Hills Council region with a start and finish in Stirling on Sunday 25 January.

The race will also pass through our region on Monday 19 January 2026.

As part of SATC's commitment to working in true partnerships with host councils, they have made the strategic decision to remove host fees for the 2026 event. This represents a significant investment from the event and is intended to provide further support to valued host councils and enable greater collaboration and investment in activations across the event. The hosting fee is usually in the vicinity of \$20,000 so this is a positive initiative for Adelaide Hills Council as a major host council of the event.

The administration has a budget of \$80,000 for the event as approved by Council.

SATC have tentatively scheduled the race routes launch of the 2026 event for 1 July 2025 and require a hosting decision by Adelaide Hills Council prior to this date.

RECOMMENDATION

Council resolves:

- 1. That the report be received and noted.**
- 2. That in respect to the 2026 Santos Tour Down Under, to accept the offer by the South Australian Tourism Commission for the Council to host:**
 - **TDU Women's Stage 2 finish in Paracombe on Sunday 18 January 2026**
 - **TDU Men's Stage 2 finish in Gumeracha on Thursday 22 January 2026**
 - **TDU Men's Stage 5 start and finish in Stirling on Sunday 25 January 2026.**
- 3. 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.**

4. 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.
 5. That the Council notes that the Chief Executive Officer will act pursuant to the delegation provided to him in respect to considering and providing consent for road closures associated with the 2026 Santos Tour Down Under, the 2026 Santos Women's Tour Down Under and any other ancillary events, pursuant to Section 33 of the *Road Traffic Act 1961*.
-

1. BACKGROUND

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

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 has proposed AHC host the Stage 2 finish of the Women's TDU in Paracombe. In addition, it is proposed that the Adelaide Hills Council host two Men's stage finishes in 2026, including the Stage 2 finish in Uraidla and the Men's Stage 5 start and finish in Stirling with the race entirely around the hills including multiple loops. The race will also potentially pass through the Adelaide Hills region on Monday 19 January 2026. The Santos Tour Down Under draws worldwide attention and brings even greater focus to the Adelaide Hills as a world class cycling destination.

2. ANALYSIS

➤ Strategic Management Plan/Functional Strategy/Council Policy Alignment

Strategic Plan 2024 – Your Place, Your Space

Goal 2 Community Wellbeing

Objective CW5 Foster cultural identity and connection to place

Priority CW5.3 Develop connection for people and place by fostering public art and supporting arts and cultural experiences, including events, markets and festivals.

Strategic Plan 2024 – Your Place, Your Space

Goal 3 Built Form and Economy

Objective BFE5 Promote sustainable prosperity by supporting tourism, creative industries, primary production and vibrant townships.

Priority BFE5.2 Support and encourage the growth of primary production, manufacturing, creative and other industries, including a focus on local supply chains

Priority BFE5.3 Support new and existing businesses to be resilient and successful, and to create local jobs.

➤ **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. TDU 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.

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 TDU 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.

If Council does not accept the opportunity, it could represent a lost opportunity for economic benefits to the region. There would also be a risk that future offers to host stage starts/finishes would not be forthcoming.

The acceptance of the offer for TDU 2026 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.

Costs for the stages of the TDU and WTDU proposed for 2026 will include costs for road closures and traffic management, waste management, facility hire, tree management, additional public facilities, alterations to infrastructure, community consultation and marketing. There is no license fee for hosting stages as in previous years. SATC have removed the fee (previously approx. \$20,000).

The budget contained in the Draft 2025 - 26 Annual Business Plan for TDU is \$80,000.

➤ **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 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 2024 and 2025 TDU 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 provide three bin waste management at all activation sites and pay for bins to be audited to ensure waste is disposed of appropriately. TDU is committed to staging a world-class event that ensures a safe and healthy workplace for employees, supports positive social outcomes and minimises the potential impact on the environment wherever possible.

➤ **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 2025, staff will work with business and community groups in Stirling, Paracombe and Uraidla to create community hubs at the finish locations and along the race route. TDU has also proposed Live Sites along the route at Mylor and Summertown for the two Men's stages. These sites include a big screen, music and any other community led activations.

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
<i>Community:</i>	Not Applicable

➤ **Additional Analysis**

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. As most stages include loops through the hills, this offers promotional and fund-raising opportunities for local community groups and businesses.

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. In 2025, the township of Gumeracha won first place in the Santos Best Dressed Town, and Uraidla won second place, with both townships receiving money and other prizes that will benefit the local community. In 2024, Lobethal was awarded the silver award in the same competition. 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 and exclusive Tour Village access. 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 contracts 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.

Economic Impact

Benefits are primarily related to economic development through increased exposure of 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 staff catering and other activities within the Adelaide Hills Council area to increase local benefit.

The TDU is designated as a major event in South Australia.

Visitation data from SATC is available in **Appendix 2**. This shows attendance at Women's Stage 3 - Stirling to Stirling as 49,500 people, attendance at the Men's Stage 1 Prospect to Gumeracha as 97,400 people, and Men's Stage 3 Norwood to Uraidla as 96,400. Overall attendance of races featuring the Adelaide Hills was 243,300. 21,500 in-scope visitors to the

Adelaide Hills stayed an average of 0.9 nights in the region. (66% of in scope visitors chose to stay in the Adelaide Hills overnight when coming to the Adelaide Hills to see the race). This resulted in \$3.3million visitor expenditure in the Adelaide Hills.

It is generally accepted that the branding benefits achieved through visitation plus 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.

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.

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.

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.

It is beneficial that the proposed routes have been used in recent years and tree assessments have therefore been recently completed.

Road Closure Consents

There is an element of disruption to traffic flow and access to properties between the proposed dates of 18 – 25 January 2026. Under the proposal from SATC road closures would include a portion of Mt Barker Road, Stirling near the Stirling Oval, a portion of Albert Street, Gumeracha and a portion of Greenhill Road, Uraidla. The route details have not yet been finalised and provided to Council and may include requests to close other sections along the race routes 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.

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.

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. APPENDICES

- (1) 2025 Adelaide Hills Council Post Event Report
- (2) 2025 TDU Council Debrief Report

3. Event Opportunity Santos Tour Down Under 2026 – 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 19.1 in confidence under sections 90(2) and 90(3)(j) of the *Local Government Act 1999*, resolves that an order be made under the provisions of sections 91(7) and (9) of the *Local Government Act 1999* 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 2027.
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 2027.
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 2027.

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

Appendix 1

2025 Adelaide Hills Council Post Event Report



AHC Internal Post Event Evaluation Report

Event Information

Event Name	Santos Tour Down Under 2025			
Event Dates and Location	Sunday 19 January – Women’s Stage 3: Stirling start and finish Tuesday 21 January – Men’s Stage 1: Gumeracha finish Thursday 23 January – Men’s Stage 3: Uraidla finish			
Ticket cost	Free			
Support Received <i>Tick if yes</i>	Event Bins	<input checked="" type="checkbox"/>	Orange “candle stick” bollards	<input checked="" type="checkbox"/>
	Use of public park or community facility	<input checked="" type="checkbox"/>	Orange plastic mesh bunting	<input type="checkbox"/>
	Digital/social media promotional support	<input checked="" type="checkbox"/>	Community event signs	<input type="checkbox"/>
	Traffic Management	<input checked="" type="checkbox"/>	Lawn mowing of Council land	<input checked="" type="checkbox"/>
	COVID-19 compliance assistance	<input type="checkbox"/>	Power use in a public park	<input type="checkbox"/>
	Other:			
Organiser Details				
Event Coordinator	Jennifer Blake			
Contact Number	0437 114 698			
Email Address	jblake@ahc.sa.gov.au			

Event Outcomes

EVENT SUMMARY

Events South Australia, a division of the South Australian Tourism Commission, staged the 2025 Santos Tour Down Under throughout metropolitan and regional South Australia from the 17 – 26 January 2025.

Adelaide Hills Council hosted the final **Women’s Stage 3 on Sunday 19 January** which was a successful day with cyclists starting and finishing in **Stirling**, as well as completing five loops of the circuit through the Adelaide Hills passing through Heathfield, Longwood, Bradbury, Mylor and Aldgate. Adelaide Hills Council activated on Stirling Oval with the mobile library, entertainment, seating, shade, and food and drink offerings. Mylor Oval was also activated as a Live Site featuring a large screen and mobile DJ.

Men’s Stage 1 on Tuesday 21 January saw **Gumeracha** activated with two pass throughs and a finish. AHC were positioned at Gumeracha Oval with seating, shade, SA Water quench bench, local catering businesses, and entertainment. Gumeracha was busy all afternoon with the oval and main street full with cyclists and race viewers from the first pass through to the race finish. The National Motor Museum in Birdwood was also activated as a Live Site.

Event Outcomes

On **Thursday 23 January AHC hosted the Men's Stage 3 finish in Uraidla**, including the Adelaide Epic Participation Ride. This was a busy day with the main street bustling with cyclists. AHC activated with hay bales for seating, shade, water, entertainment, and food vendors.

Adelaide Hills Council gave away apples, cherries and cookies from the Council marquee at each stage, and provided information on upcoming events including Discover, Play, Pathway. Overall, it was a successful event with positive feedback received from attendees.

CHANGES TO EVENT: Were there any changes to the event from what was originally planned? If so, what were the changes?

- The Heathfield Renegades performance time changed on the day. They were asked to perform at 10:15am instead of 10:30am for 10 minutes only instead of 20 minutes for the Stirling stage.

EVENT GOALS: What were the goals of the event? Were they achieved?

- Increase visitation and spending in the Adelaide Hills.
- Successfully host the Santos Tour Down Under in the Adelaide Hills and engage the local community and businesses.

SUCCESES: What were the successes of the event?

Traffic Management

- Fast Lane Traffic were contracted to manage traffic for the event for a third year in a row. Their quote was the most competitive, and they have good knowledge on the event.
- Traffic requests were provided on time by TDU this year, allowing us to finalise Traffic Management Plans and provide adequate notice to residents ahead of the event.
- The traffic control briefings AHC provided for Traffic Controllers worked well.
- Roads were open in Stirling at 6:20pm, with access provided for all businesses from 5:15pm instead of 7:00pm.
- Access was granted for two 12-seater buses to get through the road closure and attend the Gumeracha stage. These buses were for local retirement homes attending the event and watching the finish from the AHC marquee.
- Traffic management for the Adelaide Epic Ride was managed well.
- See Appendix A for debrief notes from Fast Lane Traffic Management.

Tow Away Zone Signage

- We created tow away zone signage again this year to put up in advance for the start/finish areas, so residents had advance notice about no parking areas.
- Matt Ahern worked with TDU to identify local locations to tow cars to if needed.
- This worked well with no complaints received and no cars needed to be towed.

Public toilets

- Vanity Hire were reliable and flexible with our booking and provided a competitive price.
- Positive feedback was received on the cleanliness of the public toilets in Gumeracha behind the community centre.

Event Outcomes

Event Assistance

- Assistance from AHC Quick Response and Rangers was fantastic.
- We had assistance from a Uni SA placement student this year which was very helpful. Van assisted with notifying businesses about the road closure, preparing for the AHC activation, and helping on the event.

Rider Gift

- AHC provide a gift for the winner to be presented on the finish podium for each stage. This year we put together a pack of Adelaide Hills products including gin, chocolates, nuts and soap which was very well received. Deputy Mayor Selwood and delegate Councillors including Cr Parkin and Cr Grant presented the winners gifts and also jumper for other category winners.

Waste Management

- A 3-bin system was provided for each start/finish, with general waste, organics and recycling. All waste was taken back to Heathfield and sorted by a contractor organised by the AHC Waste Management Coordinator.
- The audit showed 85-90% of the bin contents are directly from vendors (i.e. mixed materials in plastic bags) with very little public use.
- The contents of each bin type look the same as each other (i.e. too little education and signage along with generally poor business and public place recycling practices in SA resulting in little to no sorting by bin users).
- Much of the waste was from the event organisers, with decorative tape, cable ties, leftover/uneaten food and champagne bottles recorded.
- Refer to [waste audit report](#) for a detailed breakdown.

Activations

- Activations in Stirling, Gumeracha and Uraidla all worked well, with entertainment, children's activities, food stalls and shade/seating provided.
- A bubble artist was organised to attend each stage this year – this was a hit with the kids!
- TDU introduced Live Sites where a town along the race route each day could be activated with a large screen and mobile DJ. This occurred in Mylor and Birdwood. Mylor found the screen worked really well and they had great feedback from attendees indicating it is a great location to view the race.
- The SBA Floozy Trailer was a good addition for each stage.
- Hay bales were helpful for providing seating in Uraidla – these were collected by the Uraidla community after the event.
- Cart and Soul (previously Cibo in Stirling) attended each stage with their coffee cart.
- We purchased cookies, cherries and apples to give out at the finish lines from local businesses. This was well received and was positive PR for Council.
- The Gumeracha locals provided good feedback on the event and would like to see this return to the township next year.
- We were given a large pen at each finish site where we hosted people with access needs, families with young children and local businesses.
- TDU granted permission for the Gumeracha Community Association to attend the event with their fresh pressed apple juice stall. This was a conflict with their sponsorship, but they sought approval to allow the local community group to be involved.

Event Outcomes

- The Heathfield Renegades performed on the start line in Stirling and were a great addition to the event.

Enquiries / Complaints

- The events team worked with the customer service team to create a spreadsheet for them to fill out on the phones and front counter to capture feedback received during the event.

Library

- Stirling Library opened early on Sunday 19 January to allow access to the toilets for the race start.
- Gumeracha Library opened early on Tuesday 21 January in line with the AHC activation on the oval.
- The AHC Mobile Library attended each stage.

Uraidla Facilities

- Uraidla District Football Club were very accommodating and allowed TDU and the Adelaide Epic Ride access the day before for bump in.
- The club also attended on the day to unlock gates around the oval on two separate occasions as they had been locked by the cricket club the night before.

View the photo gallery from the event here: [2025 Santos Tour Down Under Gallery • Adelaide Hills Council](#)

Stirling – Women’s Stage 3 Start and Finish:



Event Outcomes

Gumeracha – Men's Stage 1 Finish:



Uraidla – Men's Stage 3 Finish:



Event Outcomes



Are you considering holding this event again in the future?

Yes ☒ No ☐

LEARNINGS: What aspects of the event will you consider improving/doing differently?

Toilets

- AHC Property Team advised toilets are very heavily used throughout the Council region over the two-week period leading up to and during the event. Additional cleans and stocking is required, as well as additional water deliveries to replenish water tank supplies.

Traffic Management

- Work with procurement team to engage a traffic management supplier for the next three years. This was suggested by Renato Merdanovic, AHC Procurement Coordinator.

INCIDENTS: Were there any incidents that occurred at the event (including safety incidents) if so how were they managed and followed up?

Traffic

- In Uraidla, barriers were in place up Greenhill Road past Swamp Road in the soft road closure section. This resulted in the hard closure being extended to Collins Road on the day and made for unhappy residents.
- Fast Lane Traffic closed the road in Gumeracha at 5am instead of 6am. This impacted the Gumeracha Bowling Club and local residents who had planned to leave early for work between 5am – 6am.
- See **Appendix A** for debrief notes from Fast Lane.

Tow Away Zone Signage

- In some areas the tow away signs and bollards were removed from their locations and thrown in bushes/turned around etc and had to be constantly checked. When AHC Regulatory Services arrived at Gorge Road the evening after the event, the bollards that they had put out on Gorge Road the night before were thrown over the edge into the reservoir.

Operations

- Gravity media (TV OB trucks) were parked on Stirling Oval where the AHC activation was meant to be. This is due to Ultra Tune cars being parked in the car park, so they had to park some trucks on the oval.

Event Outcomes

- Open Space reported damage to Stirling Oval after the event including three damaged sprinklers. The oval also needed to be rolled to remove the ruts in the grass left by trucks.
- Gumeracha Oval reported damage to the grass after the event. This was due to the heat, as the metal umbrella bases and plastic picnic rugs burnt the grass. They were able to repair most of the damage with additional watering and fertilising.
- Damage was reported to a SA Power Network concrete cable cover in the Gumeracha main street near the Op Shop. This was driven over by one of the TDU media trucks and caved in. AHC Civil team contacted SA Power to organise repairs after the event.

ISSUES/PROBLEMS: Where there any other issues or problems encountered in the lead up to and during the event? How were these managed?

Activations

- The bubble artist organised for the Uraidla finish got lost and parked a long way away from the finish. As a result, she turned up 1 ½ hours late with only 30 minutes left of the event.
- Feedback from attendees that the Birdwood Live Site could have been better supported.

Parking

- We hired Uraidla Primary School Oval for residents and visitor parking, with access available for residents inside the road closure from the night before. When AHC staff arrived on site in the morning, the gates were still closed, so the oval was not open for parking until 7:30am on the day of the event.

Waste

- Rubbish bags were left on Stirling Oval in the TDU back of house and not put in the bins provided or taken with them. Quick Response had to collect the following day.

Toilets

- Cars were parked in the Uraidla Bowling Club car park when the portable toilets were meant to be delivered the night before. This resulted in Vanity Hire having to wait around until the cars could be moved. In the future, areas need to be bunted off in advance ready for toilet delivery.

Business and Resident Correspondence

- A variety of feedback was received from businesses and residents along the race route. See a summary of feedback below:
 - It was valuable to visit businesses in person and chat through the closures.
 - Some businesses benefit from the event e.g., cafes, bakery, restaurants. Others struggle and loose business from usual local trade e.g., butchers, hairdressers.
 - There were comments made that it was good the Stirling stage being on a Sunday for businesses around the loop, as the pharmacy would normally lose money, but they're not open Sundays.
 - Businesses preferred the stage finishing in their town where there are loops like this year, rather than just a finish, as they see more benefit this way as people stay longer and spend money.

Event Outcomes

BUSINESS BENEFIT: How did the local community and businesses benefit from the event?

- Some of the local businesses benefited from extra trade over the event.
- Local community groups / businesses were offered the opportunity to have a stall at the event such as a BBQ or coffee cart.

INTERNAL FEEDBACK

Data recorded from Customer Service on TDU enquiries:

- Road closures – 19
- Parking – 5
- Business closure – 2
- Graffiti – 1

Civil Services

- This year's TDU did not impact civil works as much as previous years due to most routes using DIT roads.

Mobile Library


- I think that the toilets positioned fairly close to us was helpful.
- I think it would be great to have something a lot nicer as a public toilet if we could though, such as [Loo La La](#) which are a Hills based business. I did have a couple visitors mention that they were very hot and uncomfortable inside the regular ones.
- While I was able to help out a bit with the Wi-fi at Uraidla, it may be worth considering a dedicated Wi-fi hotspot supplied by us for staff use at least.
- The arrival and departure times worked well and overall finding our parking space was fine.
- The Quick Response guys did a great job in a timely manner which allowed me to leave when I needed to at the end of the day.
- Overall, pretty good. I enjoyed it a lot and would definitely be back at it for next year.

Tour Parade

- Suggestion for TDU to create maps on where to go and collect keys, credentials, pick up cars etc as the explanation was not very clear for someone who had never done it before.
- Request Tour Parade credentials are provided in advance with the event credentials. This saves the driver/navigator having to collect credentials from the Hilton Hotel each morning.
- Provide a lunch box / ice boxes for the Tour Parade lunches, so they can keep food and drinks cold.
- Great feedback from competition winners.

Declaration and Authorised Signature

To be completed by the Event Coordinator

Name	Jennifer Blake
Position	Manager Communication Engagement & Events
Signature	
Date	18 June 2025
Declaration: I certify that this report is a true and correct record of the event	

Appendix A

Fast Lane Traffic debrief notes 2 March 2025

Women's Stage 3 – Stirling Start/Finish

Pros:

- The event ran smoothly from a traffic management perspective, with all setups implemented effectively.

Cons:

- We may need to consider additional outer detour routes to help alleviate congestion in the town.
- It would be beneficial to finalise barrier alignment at the time of creating the Traffic Guidance Scheme (TGS) to ensure efficiency and accuracy.

Men's Stage 1 – Gumeracha Finish

Pros:

- **The traffic management plan was effective, and overall, operations went well.**

Cons:

- There was an error with FLT mixing up the times, which was due to human error.
- The TDU team did not communicate barrier placement details. This resulted in barriers extending beyond our designated road closure by approximately 1 km, creating a potential safety hazard with oncoming high-speed traffic.

- There were inconsistencies in the road closure timing provided to different teams. We were advised that closures inside the area would be enforced from 10 am, while security was informed that closures would begin at 12 pm.
- A clear, predefined allocation for each category of personnel (e.g., all media directed to Carpark 1) would help streamline movement and organisation.
- Again, aligning barrier placement at the TGS stage would greatly improve accuracy and execution.

Men's Stage 3 – Uraidla Finish

Pros:

- This has always been a favourite event for me and the team. However, this year felt noticeably disorganised from TDU.

Cons:

- Similar to Stage 1, there was a lack of communication from TDU regarding barrier placement. The barriers extended approximately 1 km beyond our designated closure point, which posed a significant safety risk.
- There were inconsistencies in the information provided to us versus security regarding road closures.
- Barrier alignment should be confirmed at the time of drafting the TGS to avoid last-minute changes.
- The location for the Challenge Tour was not ideal, and there was little to no communication provided to us. This made it extremely difficult to manage, especially as Challenge Tour traffic did not coordinate well.
- Local residents inside the road closure were informed that they would still have access to their properties, but Challenge Tour traffic did not permit this, leading to frustration and complications.
- We had to relocate the hard road closure further up the road, as the barriers extended beyond the closure point indicated in the plan.

Overall, while there were many positive aspects, a few key issues—particularly around communication and barrier placement—need to be addressed for future events. Let me know if you'd like to discuss any of these points further.

Appendix 2

2025 TDU Council Debrief Report



2025 HOST COUNCIL DEBRIEF – ADELAIDE HILLS COUNCIL

COMMERCIAL IN CONFIDENCE

Santos
TOUR DOWN UNDER

A TOUR LIKE NO OTHER

THE SANTOS TOUR DOWN UNDER IS THE FIRST STOP FOR THE WORLD'S BEST CYCLING TEAMS AND RIDERS, AND IS THE OPENING EVENT OF THE UCI WORLD TOUR.

- The event was first staged in 1999 with local rider Stuart O'Grady taking the win. Since then, numerous internationally renowned cyclists have joined the Honour Roll. The event has grown year-on-year to become the biggest cycling race in the southern hemisphere.
- This 10-day event brings both male and female UCI WorldTour professional cycling teams to race on the streets of Adelaide and regional South Australia each January.
- Up for grabs are important UCI points and the **Santos Ochre Leader's Jersey**.
- In 2006, the Santos Tour Down Under introduced the iconic **Ochre Leader's Jersey**. The colour Ochre is unique to the Santos Tour Down Under, featured because of its strong association with Australian culture and history.
- In 2008 the Santos Tour Down Under became the first race outside of Europe to receive prestigious UCI WorldTour status to guarantee the world's best elite teams would make their way to Adelaide.
- In 2011, the event included the Rendition Homes - Santos Women's Cup, a series of women's street criterium races, marking the first time female professional cyclists participated in the event. Australian Chloe Hosking was the inaugural overall winner of the event. The woman's criterium cup grew to 3 races from 2012 with success for Australian and international riders during the competitions hosting.
- The Santos Tour Down Under women's race began in 2016 and maintained its initial UCI 2.2 status until 2018, when it became the **first cycling event in the world** to offer women the same prize money as men with its upgraded UCI 2.1 status. **In 2023, the women's race was elevated to UCI WorldTour status.**
- Some of the very best in road cycling have competed at the Santos Tour Down Under during its history. Tour de France winners Oscar Pereiro, Andy Schleck, Alberto Contador and Carlos Sastre have all raced in Adelaide, alongside Aussie legends Simon Gerrans, Stuart O'Grady, Robbie McEwen, Cadel Evans, Richie Porte and Allan Davis.



HISTORY OF THE TOUR DOWN UNDER

1999	<ul style="list-style-type: none"> Tour Down Under joins the UCI calendar as a UCI 2.4 race (won by Stuart O'Grady); Oskar Camenzind rides @ TDU as reigning World Champion 	2016	<ul style="list-style-type: none"> Simon Gerrans wins a record 4th TDU; The inaugural edition of the Santos Women's Tour is held, as a UCI 2.2 sanctioned race
2008	<ul style="list-style-type: none"> Tour Down Under becomes first race outside of Europe to join the UCI WorldTour 	2017	<ul style="list-style-type: none"> Slovakia's Peter Sagan becomes the third reigning World Champion to ride at TDU
2010	<ul style="list-style-type: none"> Santos becomes naming rights sponsor of the event; Cadel Evans becomes the second reigning world champion to race at the event; TDU is awarded Best Event at Australian Tourism Awards 	2018	<ul style="list-style-type: none"> The 20th edition of the TDU is celebrated, with all past winners in attendance
2011	<ul style="list-style-type: none"> TDU is crowned Best Event at Australian Tourism Awards and joins South Australian Tourism Hall of Fame after 3 consecutive Best Major Event Awards (2009-2011) 	2019	<ul style="list-style-type: none"> Channel Seven takes over from Nine as our domestic broadcast partner
2012	<ul style="list-style-type: none"> TDU is awarded Best Event at Australian Tourism Awards (3 consecutive years); The Tour Village is expanded to activate the northern side of Victoria Square / Tarntanyangga for the first time 	2020	<ul style="list-style-type: none"> Santos Women's Tour Down Under is elevated to UCI ProSeries status; Mads Pedersen becomes forth reigning World Champion @ TDU; Mike Turtur's last event as Race Director, who is replaced by Stuart O'Grady
2013	<ul style="list-style-type: none"> All stages are broadcast live for the first time (Channel 9) in the event's history 	2021	<ul style="list-style-type: none"> Santos Festival of Cycling staged as a domestic race due to COVID-19 challenges
2015	<ul style="list-style-type: none"> First ever concert held as part of Team Presentations (Australian band Sheppard) 	2022	<ul style="list-style-type: none"> Second year of Santos Festival of Cycling amidst ongoing international border closures
		2023	<ul style="list-style-type: none"> The Women's race is elevated to UCI WorldTour status, first WWT stage race in Australia



HIGHLIGHTS

807,900 attendance
& the biggest crowd since 2018

+4% overall attendance

+12% for Women's Race

98% attendee satisfaction

91% likely to return



EVENT HIGHLIGHTS 2025

UCI WORLD TOUR

- World-class cyclists attend including Geraint Thomas – Stephen Williams – Luke Plapp – Chris Harper – Jhonatan Narvaez – Mark Solier – Ally Wollaston – Noemi Ruegg – Chloe Dygert
- The highest number of UCI Women's World Tour teams and largest female peloton in TDU history
- Villawood Classic returned to the stunning East End
- Race start back to Prospect for the Ziptrak® Stage 1 and the Schwalbe Stage 6 back in the City to celebrate the 25th year
- 3 Cycling Legends returned for the 25th Celebration including Sir Mark Cavendish – 18 Time TDU winner Andre Greipel and Olympic and World Champion Grace Brown
- The official Santos Tour Down Under Mascot 'Oppy' received a vibrant makeover engaging a new legion of fans
- An incredible opening for team presentation night with Hot Dub time machine
- Increased fan engagement through on-route DJ activation and hype crew
- Second year of the Valtteri Bottas international RADL GRVL event
- Adelaide Epic community ride was a stunning success from Norwood finishing in the beautiful Uraidla
- 2nd year Return of the Carpark Climb in the East End
- Additional broadcast streaming opportunities in the Villawood Classic and Criterium with the new drone footage
- Return of Legends Night Dinner and five inductees to the Hall of Fame including Andre Greipel and Phil Liggett



2025 KEY RESULTS



807,900

SPECTATORS



\$62.5 MILLION

**ECONOMIC
IMPACT**



32,800

**IN-SCOPE
VISITORS**



EXPOSURE TO A GLOBAL AUDIENCE



2.07M

**DOMESTIC
BROADCAST
AUDIENCE**
(↑13%)



190

**INTERNATIONAL
BROADCAST
TERRITORIES**



12.8M

**LIVE STREAMING
MINUTES (↑71%)**



17,301

**TRADITIONAL
MEDIA ITEMS**



200M

PR REACH (EST)



276K

**SOCIAL MEDIA
AUDIENCE**





ATTENDANCE

Santos
TOUR DOWN UNDER

2025 ATTENDANCE



OVERALL ATTENDANCE : 807,900

Largest crowd since 2018

STAGE ATTENDANCE

STAGE	ATTENDANCE
Hyundai Women's Stage 3 – Stirling to Stirling	49,500
Ziptrak® Men's Stage 1 – Prospect to Gumeracha	97,400
efex Men's Stage 3 – Norwood to Uraidla	96,400
TOTAL	243,300

OVERALL ATTENDANCE INSIGHTS

57% MALE	42% FEMALE	61% 35-64
PROFESSIONAL 38%	FULL-TIME WORKER 46%	ANNUAL HH INCOME +\$150k 49%
75% SA	22% INTERSTATE	67% CYCLIST



VISITATION

Santos
TOUR DOWN UNDER

2025 VISITATION



**10
NIGHTS**

Average in-scope
visitor nights in
South Australia



\$1,705

Total spend per trip



32,800

Total in-scope
visitors



**328,800
NIGHTS**

Total in-scope
visitor nights in SA



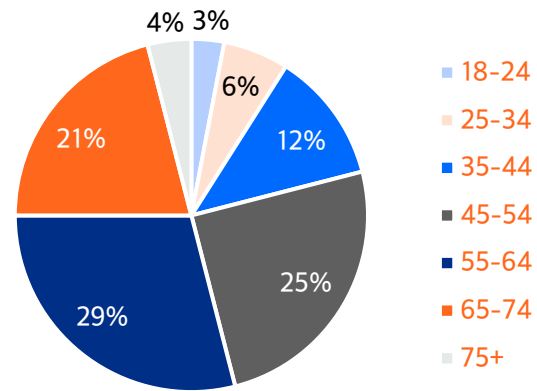
\$59.5 M

Visitor expenditure

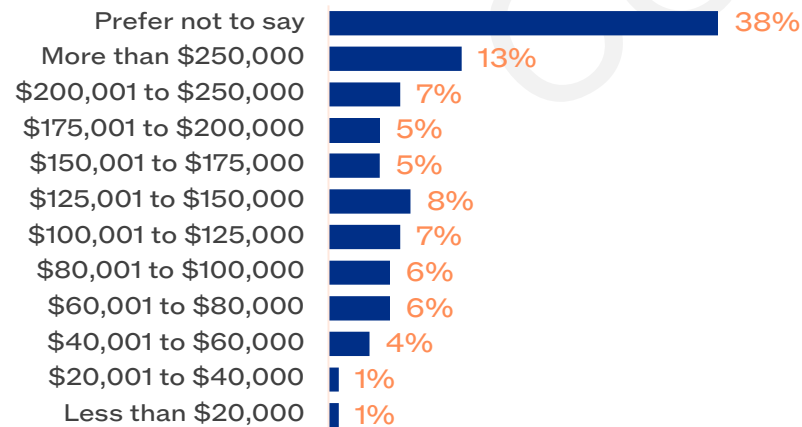


INTERSTATE VISITORS

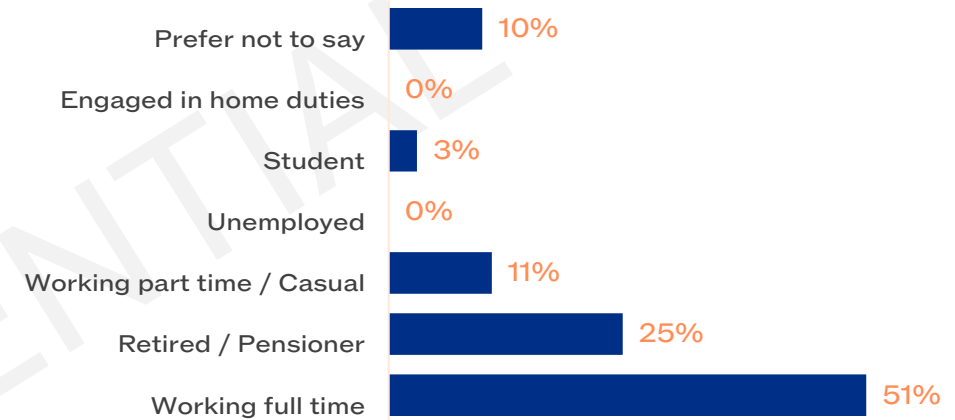
AGE



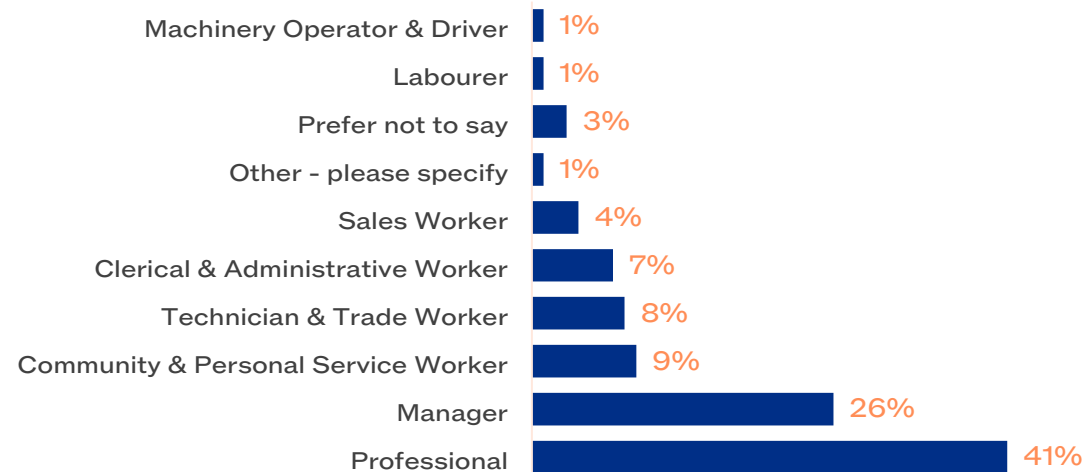
HOUSEHOLD INCOME



EMPLOYMENT STATUS

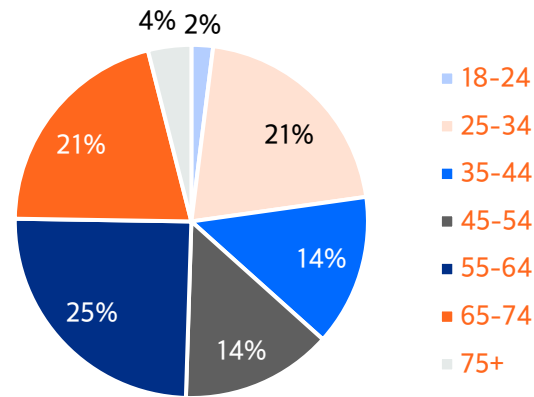


EMPLOYMENT SECTOR

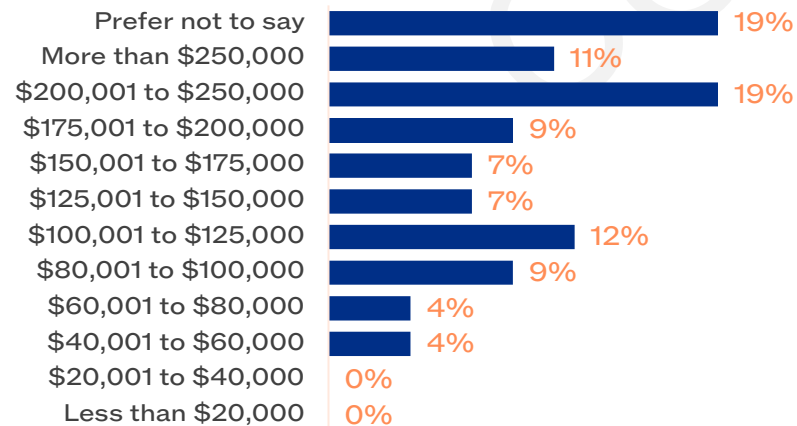


INTERNATIONAL VISITORS

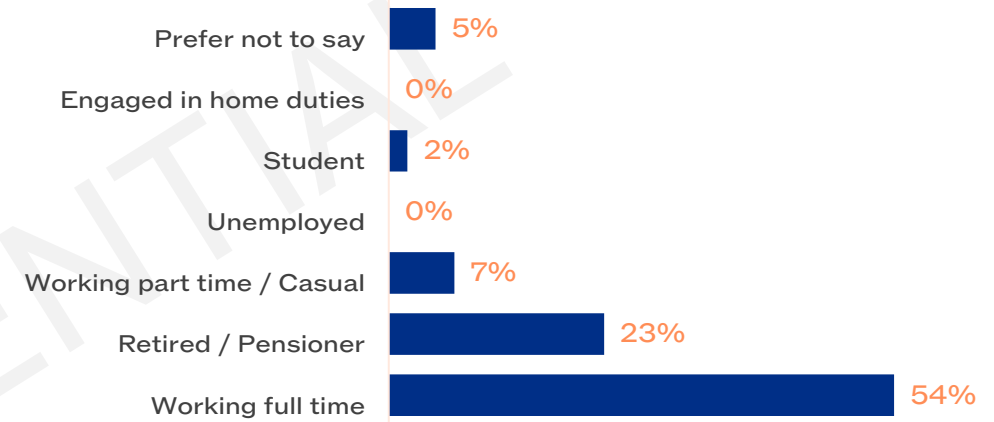
AGE



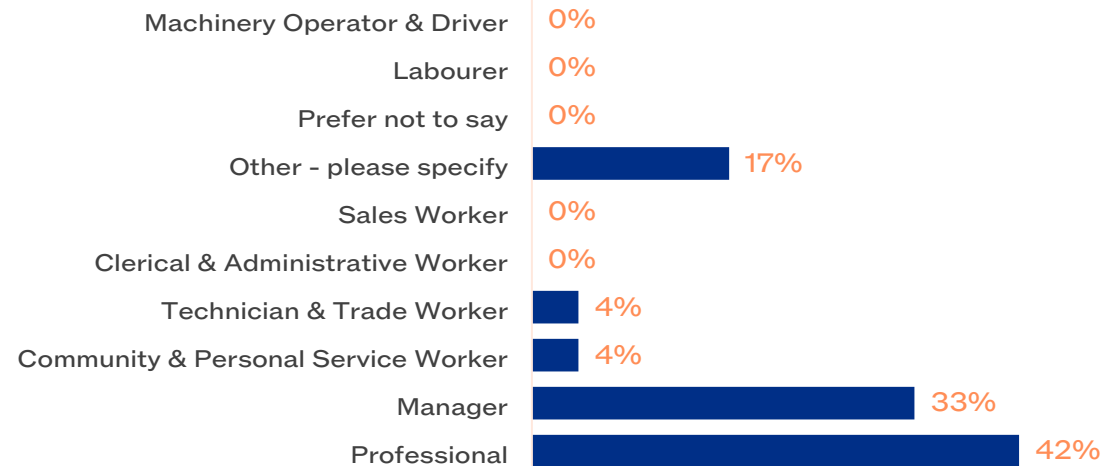
HOUSEHOLD INCOME



EMPLOYMENT STATUS

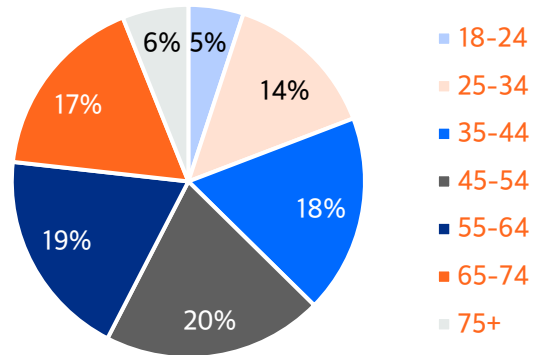


EMPLOYMENT SECTOR

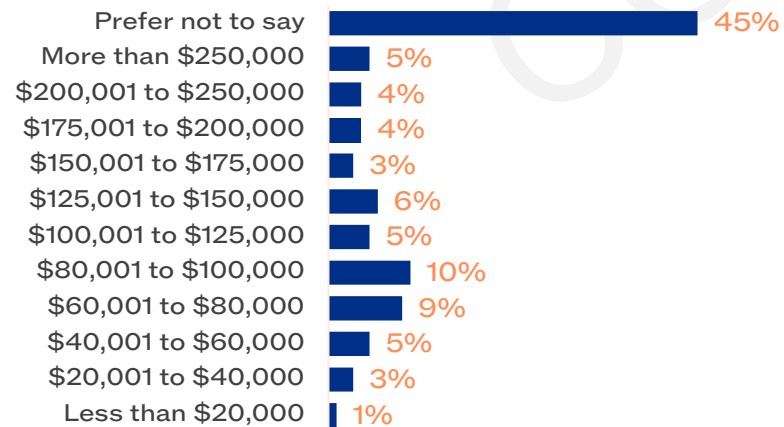


INTRASTATE VISITORS

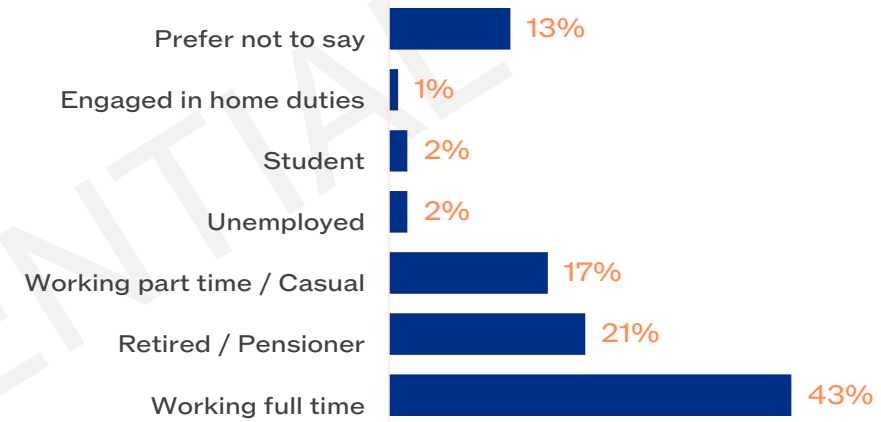
AGE



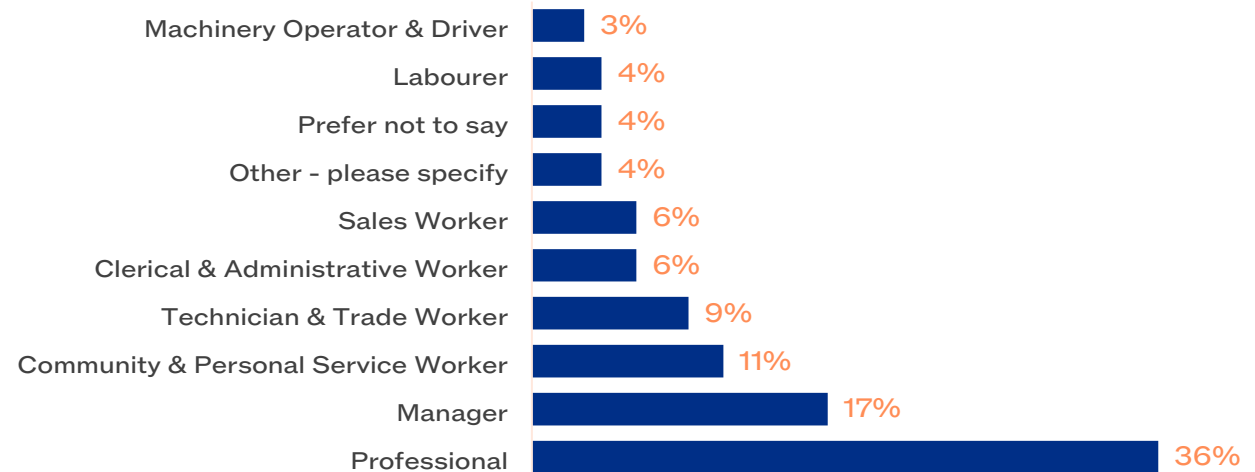
HOUSEHOLD INCOME



EMPLOYMENT STATUS



EMPLOYMENT SECTOR



VISITOR DEMOGRAPHICS

STAGE ATTENDANCE (MEN'S AND WOMEN'S)

SOUTH AUSTRALIA 2.0 Stages



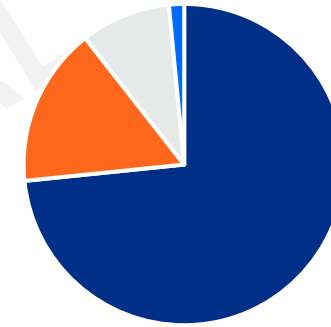
INTERSTATE 5.6 Stages



INTERNATIONAL 4.7 Stages

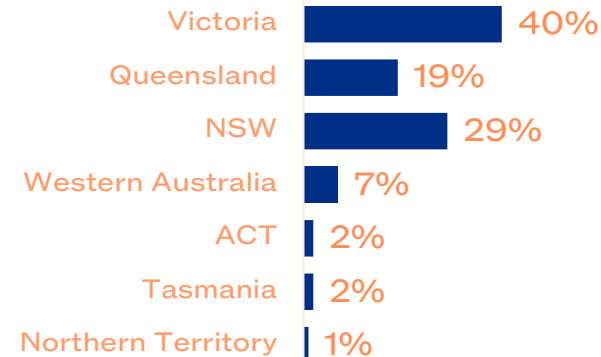


IN-SCOPE VISITORS: 32,800

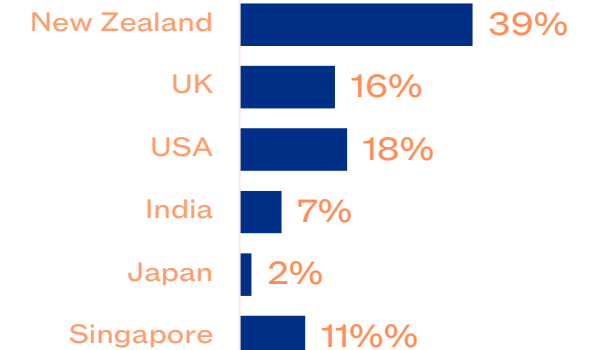


■ Local ■ Intrastate
■ Interstate ■ Overseas

INTERSTATE



OVERSEAS



A SPOTLIGHT ON ADELAIDE HILLS

243,300 total attendance at races featuring the Adelaide Hills

\$3.3 million regional expenditure by visitors staying in the Adelaide Hills for the event

21,500 in scope visitors to Adelaide Hills

20,100 in scope visitor nights in Adelaide Hills (0.9 nights on average)

66% of in scope visitors chose to stay in the Adelaide Hills overnight when coming to the Adelaide Hills to see the race





BROADCAST

Santos
TOUR DOWN UNDER

BROADCAST HIGHLIGHTS

190 territories covered

59 Media Broadcast Rights Men's +13% YOY

55 Media Broadcast Rights Women's +12% YOY

2M domestic broadcast reach +13%

+70% 7plus LIVE digital vs 2024

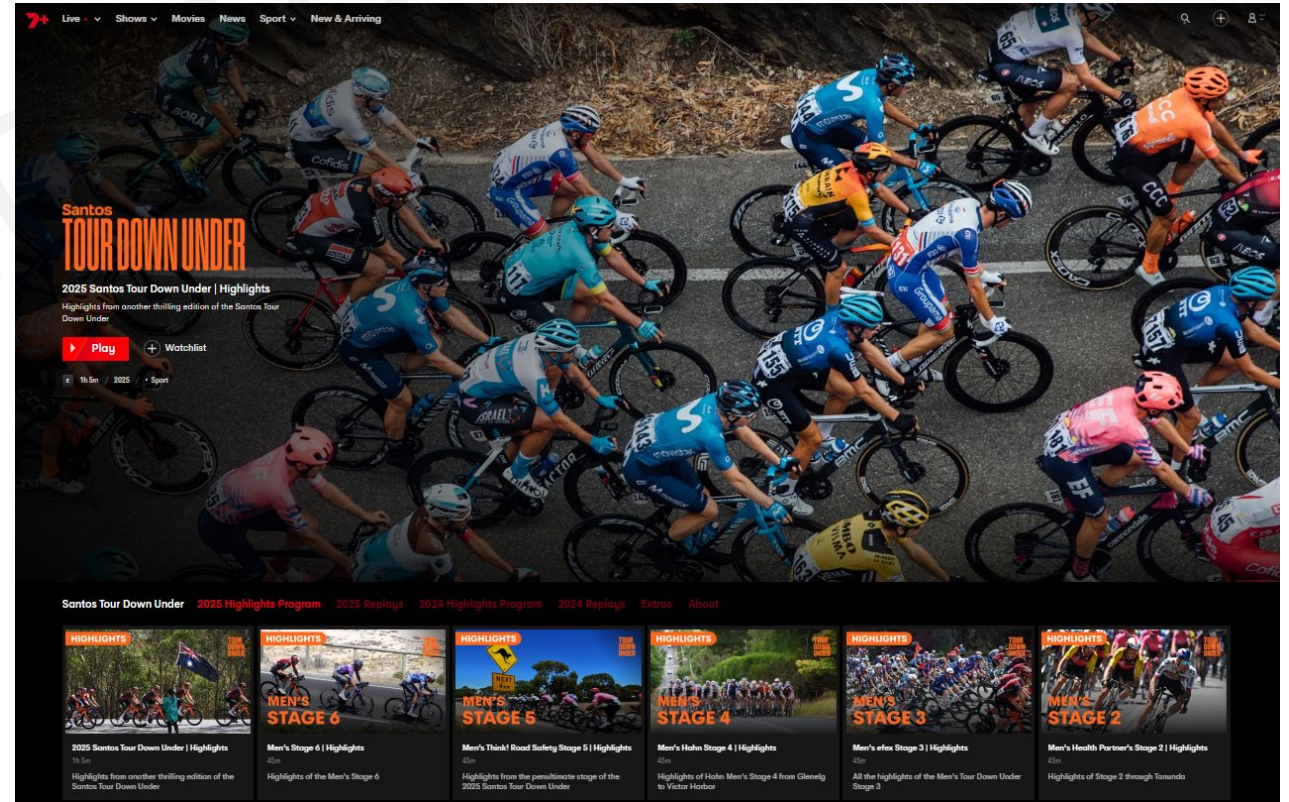
51.5 hours of coverage on Seven +8%



2025 DOMESTIC BROADCAST

	TV (000)	Digital (000)	Total (000)
Total Reach 2025	1,939.7	143.8	2,067.9
Total Reach 2024	1,715.6	132.0	1,835.3
YOY	+13%	+9%	+13%

- Over **16 million** viewing minutes across Live Stream and VOD
 - 80% Live (up 70% on 2024)
 - 20% VOD
- In mid March VOD numbers had nearly surpassed 2024
- 328,649 stream starts
- Women's BVOD Reach up 65% YOY



2025 INTERNATIONAL BROADCAST

Men's Race

- 190 territories covered
- 59 Media Rights Holders (excluding Australia) (vs 52 in 2024)
 - 13 Live broadcasters (iso 2024)
 - 42 Daily and/or Final Highlights (vs 34 in 2024)
 - 1 inflight distribution agency (iso 2024)
 - 3 News Agencies distribution TV news clip worldwide (iso 2024)
 - 24 specialized Websites broadcasting the Daily Clips (vs 8 in 2024)

Women's Race

- 190 territories covered
- 55 Media Rights agreements (excluding Australia) (vs 49 in 2024)
 - 9 Live broadcasters (vs 8 in 2024)
 - 41 Daily and/or Final Highlights (vs 35 in 2024)
 - 1 News agreement with TV broadcaster (vs 2 in 2024)
 - 1 inflight distribution agency (iso 2024)
 - 3 News Agencies distribution TV news clip worldwide (iso 2024)
 - 24 specialized Websites broadcasting the Daily Clips (vs 8 in 2024)





MEDIA VALUE

Santos
TOUR DOWN UNDER

2025 MEDIA REACH



159

**IN PERSON
ACCREDITED
MEDIA**



17,301

**TRADITIONAL
MEDIA ITEMS**



200M+

PR REACH



DIGITAL AUDIENCE

Santos
TOUR DOWN UNDER

OVERALL DIGITAL SUMMARY

2,552
POSTS

16.9M
IMPRESSIONS

593K
ENGAGEMENTS

4.2M
PAGEVIEWS

6.95M
VIDEO VIEWS

6.3M
COLLAB
IMPRESSIONS

301K
AUDIENCE

47%
EDM OPEN
RATE

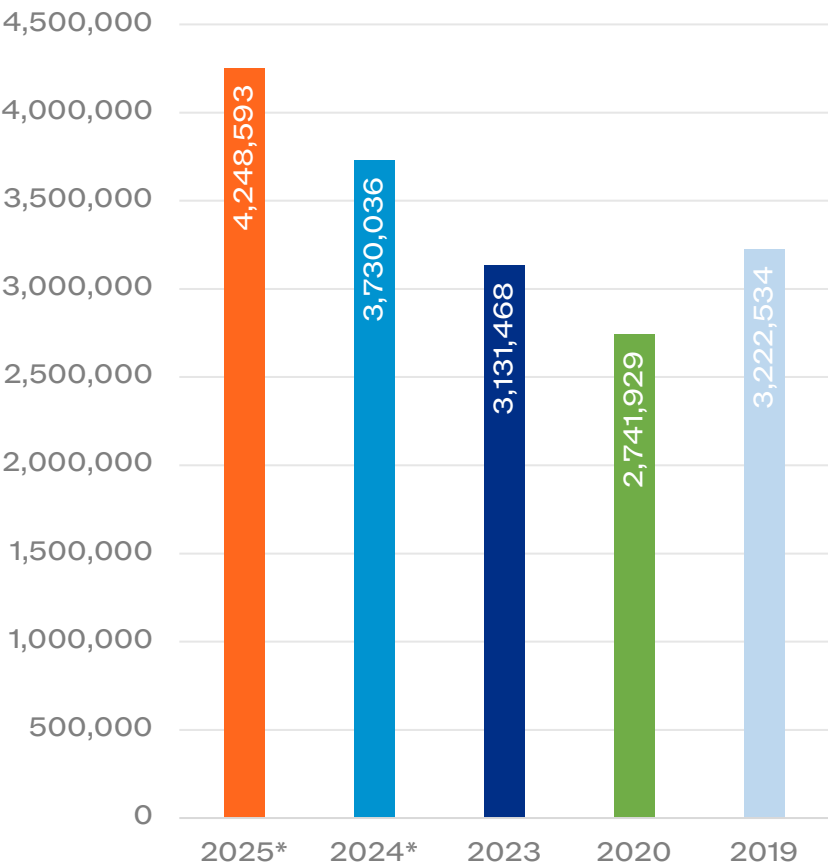
8.1%
EDM CTR



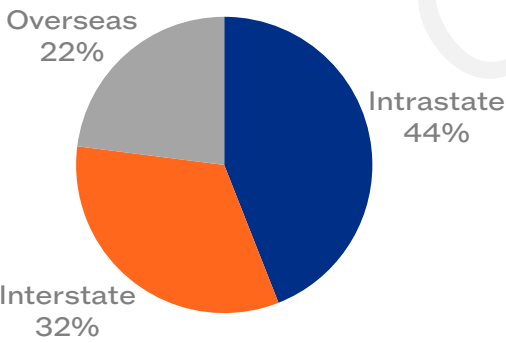
WEBSITE RESULTS

METRICS	2025	2024	DIFFERENCE %
Users	1,278,758	1,268,686	1%
Sessions	1,906,632	1,863,715	2%
Page views	4,248,593	3,730,036	14%
Avg. Page views per session	2.23	2.00	11.5%

YEAR ON YEAR PAGE VIEWS



GEOGRAPHICS



TOP PAGES	PAGE VIEWS
Home page	464k
Men's Stage Page	266k
Race	125k
All Stages	104k
Men's Results	62k

Campaign period 24 June 2024 – 31 January 2025. Sources: Adobe Analytics. Metrics on this page have been adjusted for cookie consent.



COUNCIL DELIVERABLES

Santos
TOUR DOWN UNDER

OVERVIEW

- Council logo shown on Tour Down Under website with hyperlink to Council website
- Promotion of Council organised and run Associated Event/s in the official program and shown on the Festival of Cycling web page of the Tour Down Under website
- Inclusion of Associated Event(s) in a regional based article on tourdownunder.com.au where relevant
- Promotion of Associated Event(s) through Tour Down Under social media channels specifically inclusion in one (1) Instagram or Facebook carousel and one (1) Instagram highlight on the Tour Down Under story with a swipe up link to your Santos Festival of Cycling listing (council must provide minimum 2x high resolution images to SATC, final image selection at discretion of the SATC)
- Inclusion of your council in written content on the website promoted through organic digital platforms to promote South Australia and race routes
- Instagram Story promotion of council event
- EDM banner
- Opportunity for council traders and tourism operators to be featured on the Visit web page of the Tour Down Under website
- Promotion of host council through the Santos Best Dressed Town daily winner announcements across the Tour Down Under social media and website
- 4x Council branded corflute signs positioned on track in either the start or finish area
- One vehicle allocation in the Tour Parade (for Men's stage where you were a Host Council, vehicle provided by Santos Tour Down Under)
- Opportunity for the Mayor to officially start the race



BRAND PLACEMENT

The Adelaide Hills Council received the following brand placements:

- Logo representation on the Official Event Program
- Logo representation on stage map documentation
- Logo representation on the event website with hyperlinks to Council's website
- Logo representation on the sponsor board
- Logo representation on flyover graphics



OWNED AND MANAGED BY: UCI WORLD TOUR, Santos Tour Down Under, UCI WOMEN'S WORLD TOUR

THE EVENT WOULD NOT BE POSSIBLE WITHOUT THE VALUABLE SUPPORT OF OUR EVENT PARTNERS.

NAMING RIGHT PARTNER: Santos

PREMIER PARTNERS: THE ADVERTISER, Sunday Mail, Health Partners, efex, Ziptrak, GARMIN, HAHN, HYUNDAI, Hilton, A, CITY OF ADELAIDE, SINGAPORE AIRLINES

MAJOR PARTNERS: SCHWALBE, SHIMANO, Z WIFT, Wilson Parking, SEPPeltsfeld BAROSSA, AUSCYCLING, Santini, G, MAYS, Working for your tomorrow, LEGEND, villawood, YAMAHA

CORPORATE PARTNERS: SOUTH AUSTRALIA POLICE, GRIFFITHS, BikeSportz, BBB cycling, SKIP CAPITAL, cervelo, Budget, bikechain.com.au, OAKLEY

SUPPORTING PARTNERS: letsgo, 25, Gelista, Buds & Blooms, Red Bull, SA Water

HOST COUNCILS: A, CITY OF ADELAIDE, CITY OF PROSPECT, City of Prospect, City of Prospect

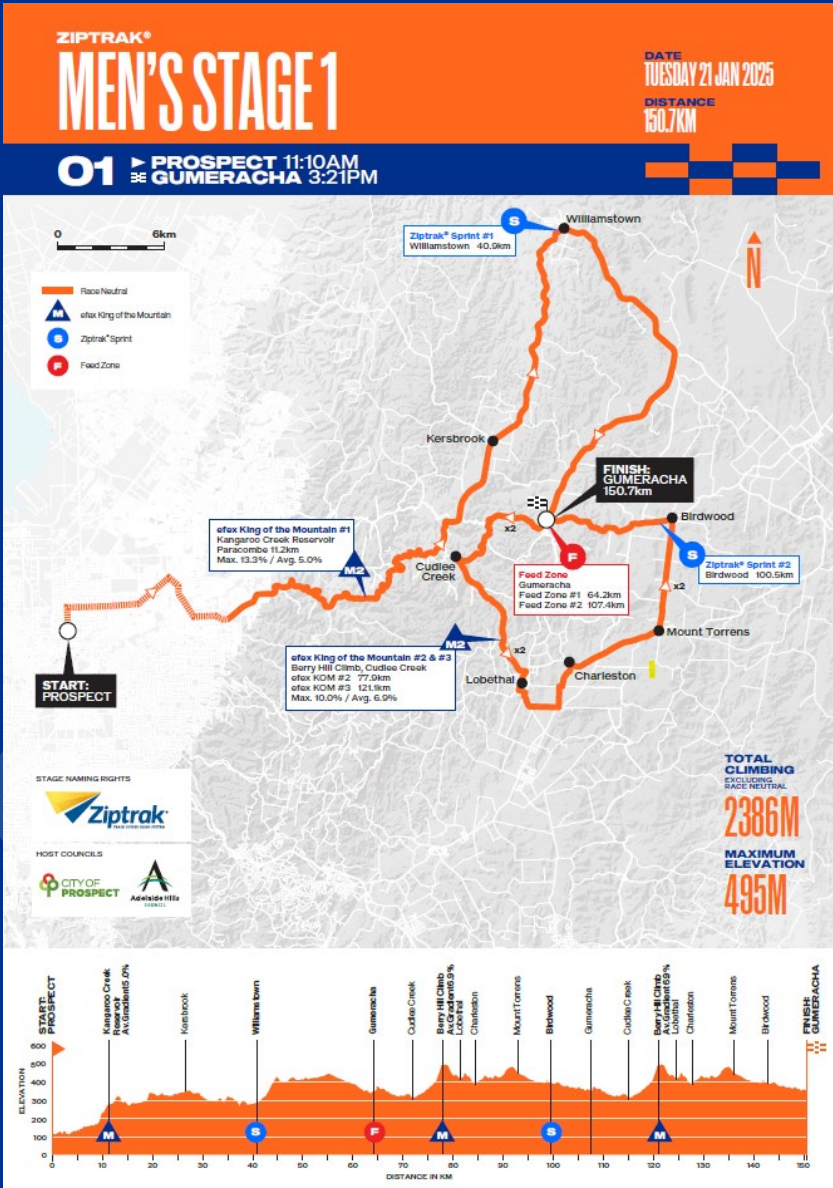
ACKNOWLEDGEMENTS: Country Fire Service; Department for Infrastructure and Transport; Metropolitan Fire Service; St John's; South Australian Ambulance Service

HOSTED BY THE ADELAIDE HILLS COUNCIL

We thank the Adelaide Hills Council for hosting the Hyundai Women's Stage 3 and for their invaluable contribution to the Santos Tour Down Under.



BRAND PLACEMENT



OWNED AND MANAGED BY

UCI WORLD TOUR Santos Tour Down Under UCI

THE EVENT WOULD NOT BE POSSIBLE WITHOUT THE VALUABLE SUPPORT OF OUR EVENT PARTNERS.

NAMING RIGHT PARTNER

Santos

PREMIER PARTNERS

THE ADVERTISER Sunday Mail

Health Partners

efax

Ziptrak

GARMIN

HAHN

HYUNDAI

Hilton

MAJOR PARTNERS

SCHWALBE SHIMANO Z ZWIFT Wilson Parking SEPPELTSFELD AUSCYCLING Santini HAYS

CORPORATE PARTNERS

SOUTH AUSTRALIAN POLICE GRINDERS BikeSportz BBB cycling SKIP CAPITAL cervelo Budget bikechain.com.au OAKLEY

SUPPORTING PARTNERS

lets go 23rd JANUARY 2025 Gelista Buds & Blooms Red Bull SWater

HOST COUNCILS

Adelaide Hills Council City of Prospect City of Onkaparinga City of Prospect City of Unley

ACKNOWLEDGEMENTS

Country Fire Service; Department for Infrastructure and Transport; Metropolitan Fire Service; St John's; South Australian Ambulance Service

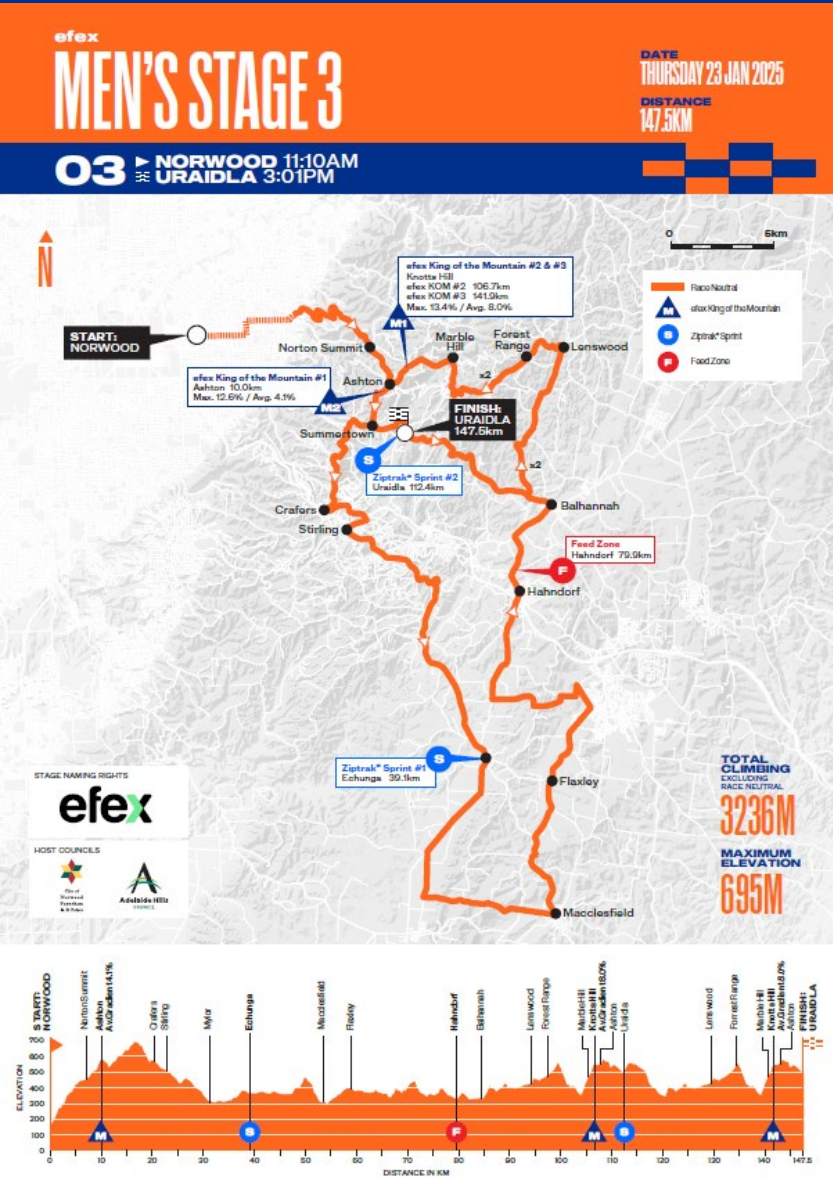
HOSTED BY THE CITY OF PROSPECT AND THE ADELAIDE HILLS COUNCIL.

We thank the City of Prospect and the Adelaide Hills Council for hosting Ziptrak® Men's Stage 1 and for their invaluable contribution to the Santos Tour Down Under.

CITY OF PROSPECT

Adelaide Hills COUNCIL

BRAND PLACEMENT



OWNED AND MANAGED BY

SOUTH AUSTRALIA Government of South Australia
Department of Infrastructure, Transport, Metropolitan Fire Service, St John's, South Australian Ambulance Service

THE EVENT WOULD NOT BE POSSIBLE WITHOUT THE VALUABLE SUPPORT OF OUR EVENT PARTNERS.

NAMING RIGHT PARTNER

Santos

PREMIER PARTNERS

MAJOR PARTNERS

CORPORATE PARTNERS

SUPPORTING PARTNERS

HOST COUNCILS

ACKNOWLEDGEMENTS
Country Fire Service; Department for Infrastructure and Transport; Metropolitan Fire Service; St John's; South Australian Ambulance Service

HOSTED BY THE CITY OF NORWOOD, PAYNEHAM & ST PETERS & THE ADELAIDE HILLS COUNCIL

We thank both the City of Norwood, Payneham & St Peters & the Adelaide Hills Council for hosting efex Men's Stage 3, and for their invaluable contribution to the Santos Tour Down Under.



ANIMATED STAGE MAP



DESTINATION – SPECTATOR TRAVEL GUIDES

These pages are designed to encourage visitors to explore the regions beyond the race.

This year we simplified the Spectator Travel Guides page which sits under the Plan a Trip section on tourdownunder.com.au.

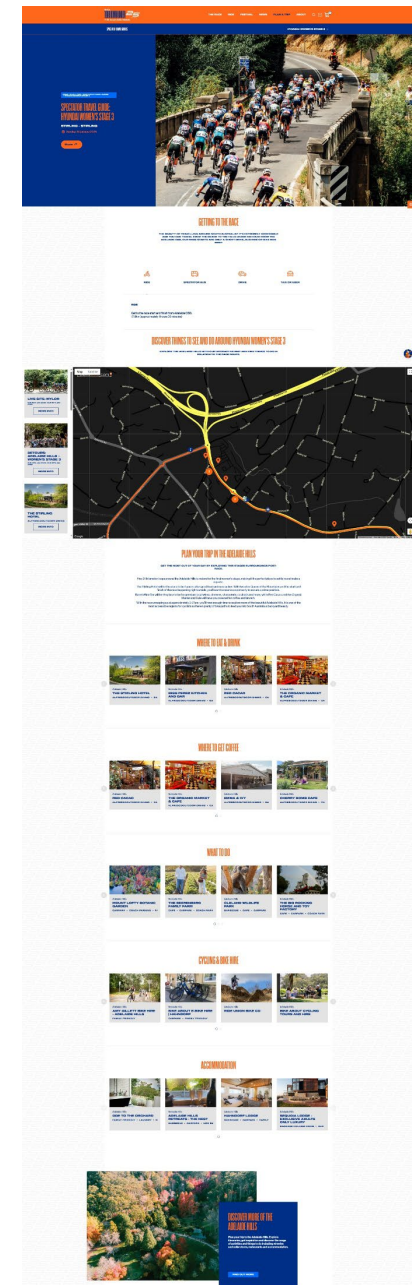
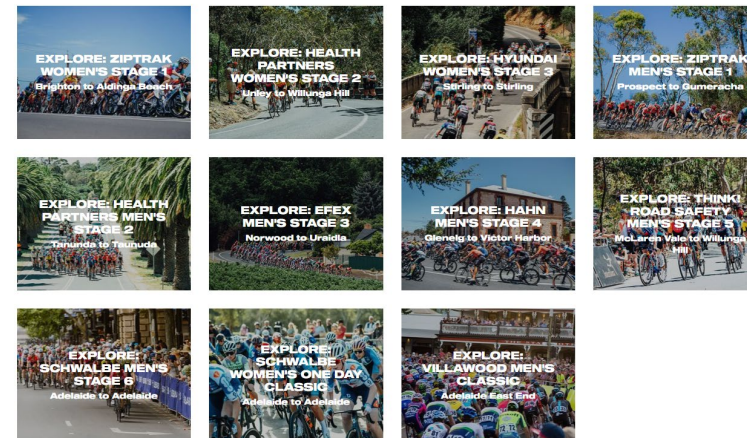
EACH PAGE INCLUDES:

- Getting to the stage via bike, bus, car or share rides
- Stage map overlayed with regional events and local businesses along the route
- Plan a trip section including a short summary and ATDW listings for each category:
 - Where to get coffee
 - Where to eat and drink
 - What to do
 - Cycling and Bike Hire
 - Accommodation
- Link to southaustralia.com to explore more of the region

SPECTATOR TRAVEL GUIDES

If you're checking out the stages of the Santos Tour Down Under, we've put together spectator travel guides for each stage that will help you navigate each region.

Use our interactive maps to plan your own itinerary, check out places to visit around each race route, how to experience the race from start to finish and what more there is to explore around South Australia's iconic regions.



STAGE PAGES

ADELAIDE HILLS / REGION CONTENT

In 2025 our website had a greater emphasis on showcasing the regions and promoting visitation alongside the race specific information on the stage pages.

Each stage page included:

- Stage map with top vantage points and events pinned along the route
- A spectator travel guide including:
 - Spectator Travel Guide link
 - How to get to the stage
 - Explore the region link
- Acknowledgement of the council with their logo linking to the councils website

Each stage page has an average of 56.1k page views throughout the campaign.



Adelaide Hills
**DETOURS:
ADELAIDE HILLS –
WOMEN'S STAGE 3**
Sun 19th Jan 2025 – Sun 19th Jan 2025



Adelaide Hills
LIVE SITE: MYLOR
Sun 19th Jan 2025 – Sun 19th Jan 2025



Adelaide
**SPECTATOR BUS
TRANSFERS**
Fri 17th Jan 2025 – Sun 26th Jan 2025



Adelaide
BIKE EXPO
Fri 17th Jan 2025 – Sat 25th Jan 2025

HOSTED BY THE ADELAIDE HILLS COUNCIL

We thank the Adelaide Hills Council for hosting the Hyundai Women's Stage 3 and for their invaluable contribution to the Santos Tour Down Under.



SPECTATOR TRAVEL GUIDE

TOUR ALL THE ACTION

AS THE SANTOS TOUR DOWN UNDER TAKES OVER ALL OF ADELAIDE AND SURROUNDS, WE INVITE YOU TO TOUR THE MANY OTHER WONDERS OF SOUTH AUSTRALIA ALONG THE WAY.



TOUR THE STAGE

Wanting to know what more you can explore once the race ends? We've pulled together a list of coffee spots, places to eat and drink, things to do and accommodation surrounding the race route in the picturesque Adelaide Hills.



GETTING TO THE STAGE

Find out the best way to get to the race start and finish, whether it be by car, bike, ride share or on our spectator bus.



TOP 5 THINGS TO DO IN THE ADELAIDE HILLS

The Adelaide Hills are home to some of South Australia's best food, wine and scenery; check out our guide to the top five things to do before you head for the hills.



DESTINATION: DIGITAL COVERAGE

WEBSITE:

Plan A Trip Pageviews: 120k
(+50% YoY)

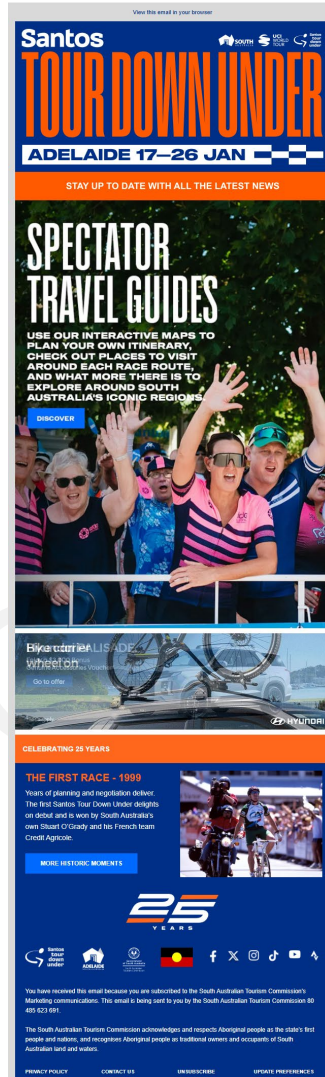
Spectator Travel Guides
Pageviews: 52k (+125% YoY)

DEDICATED DESTINATION EDM:

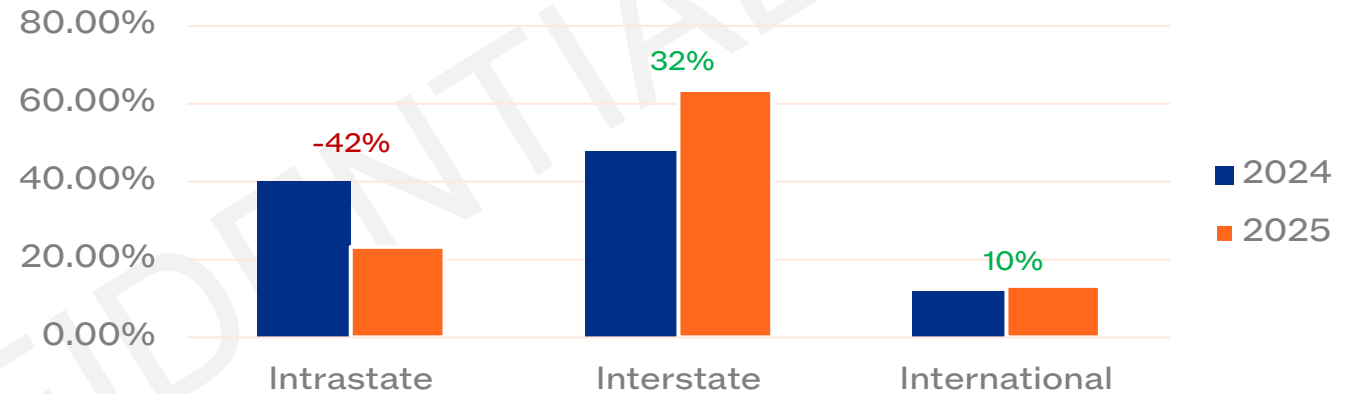
Open Rate: 43.57%
Click through rate: 5.28%

EDMS TO OUR INTERSTATE AUDIENCE:

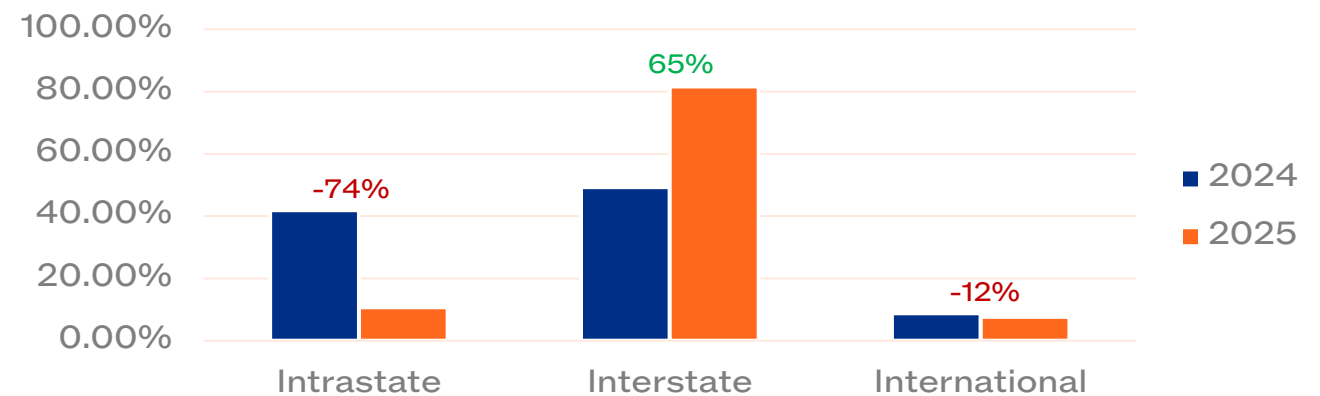
Average Open Rate: 42.8%
Average Click through rate:
4.23%



PLAN A TRIP PAGE



SPECTATOR TRAVEL GUIDES



DESTINATION: DIGITAL COVERAGE



As our race takes over all of Adelaide and surrounds, we invite you to tour the many other wonders of South Australia along the way 🚴 Check out our spectator travel guides in the link in bio to help you navigate each race region 🍷

#TourDownUnder #SeeSouthAustralia

Most link clicks: 246

Santos Tour Down Under ✓
Published by Emplifi
2 January · 🌐

🥞 Tour de Bakery is back! 🥞 We've curated a list of bakeries along each race route so you can pick up a coffee or sweet treat to fuel your ride while you chase the peloton 🚴

TOURDOWNUNDER.COM.AU

Tour de Bakery | Santos Tour Down Under
While riding through South Australian regions to cheer on the world's best cyclists, why not indul...

Most impressions: 106.8K

tourdownunder and 2 others
Hollow Coves • Coastline

tourdownunder ✓ 5 w
@redbullborahansgrohe have touched down in @southaustralia 🌞 First stop: Kangaroo Island!

They'll spend the next few days soaking up the sights, tackling the terrain and acclimatising to the South Australian summer 🚴

#tourdownunder #seesouthaustralia

rubyhannam 5 w
2 likes Reply

View Insights Boost reel

2,476 likes
9 January

Add a comment...

SANTOS BEST DRESSED TOWN

The Santos Best Dressed Town competition returned with communities, homes and businesses getting amongst the competition.

It was promoted across all digital platforms right from registrations opening through to announcing the overall winner.

During the event, the daily winners were announced through Instagram Stories, Facebook and Twitter posts, and featured in daily EDMs.

Content was also being updated daily on the dedicated Santos Best Dressed Town web page which got a total of 6,385 pageviews throughout the campaign.



DEDICATED BLOG ARTICLE

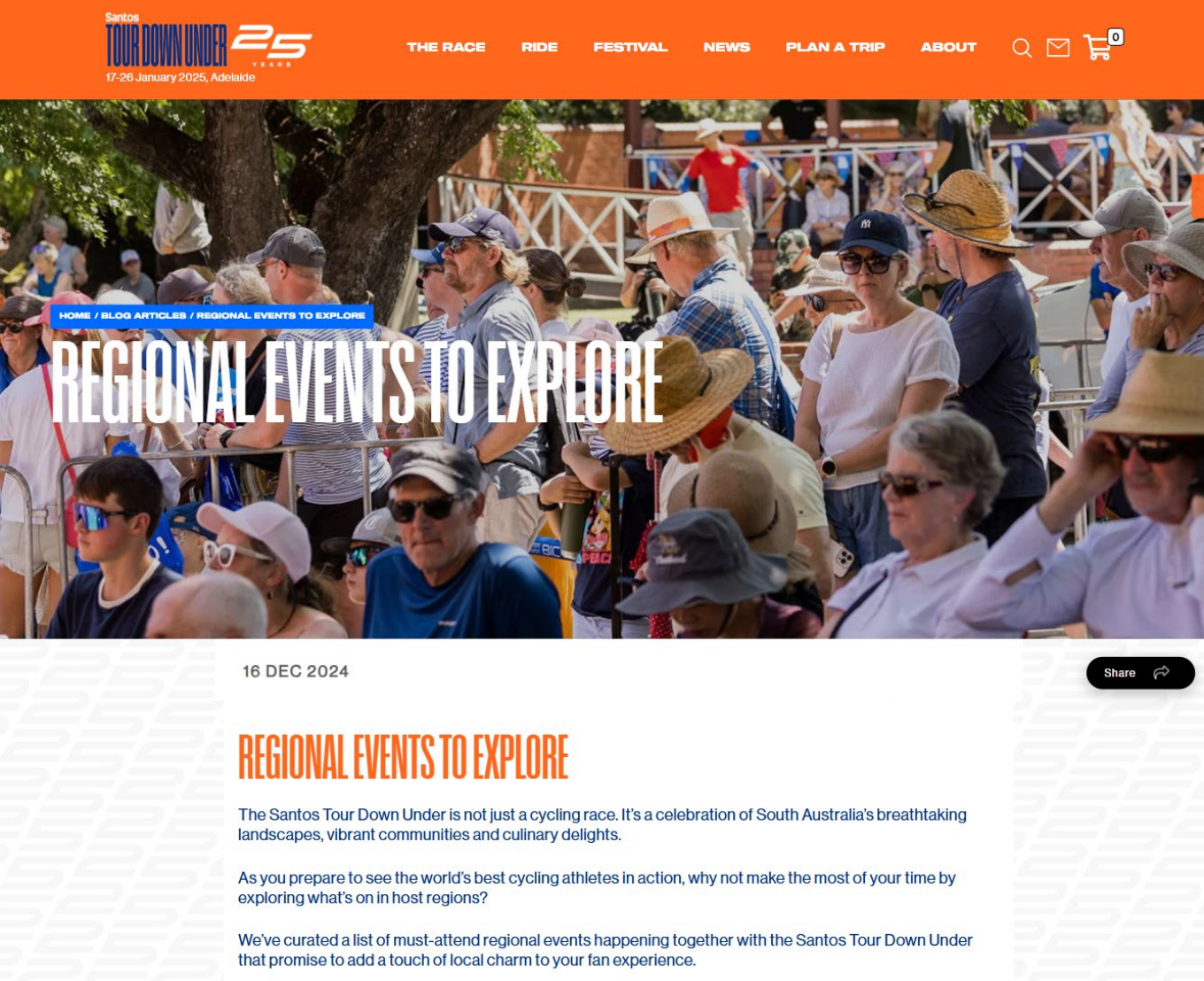
REGIONAL EVENTS TO EXPLORE

Date published: 16 December 2024

Page views: 231

Average time on page: 1:27

Link: <https://tourdownunder.com.au/blog-articles/regional-events-to-explore>



The screenshot shows the website for the Santos Tour Down Under 25, held from 17-26 January 2025 in Adelaide. The header is orange with the event logo and navigation links: THE RACE, RIDE, FESTIVAL, NEWS, PLAN A TRIP, ABOUT. There are also icons for search, email, and a shopping cart. The main image is a crowd of spectators at an outdoor event. Overlaid on the image is the title 'REGIONAL EVENTS TO EXPLORE' in large white letters. Below the image, the date '16 DEC 2024' is displayed, followed by a 'Share' button. The article title 'REGIONAL EVENTS TO EXPLORE' is repeated in orange. The text describes the event as a celebration of South Australia's landscapes, communities, and culinary delights, and encourages visitors to explore local events during the race.

Santos
TOUR DOWN UNDER 25
17-26 January 2025, Adelaide

THE RACE RIDE FESTIVAL NEWS PLAN A TRIP ABOUT

HOME / BLOG ARTICLES / REGIONAL EVENTS TO EXPLORE

REGIONAL EVENTS TO EXPLORE

16 DEC 2024

Share

REGIONAL EVENTS TO EXPLORE

The Santos Tour Down Under is not just a cycling race. It's a celebration of South Australia's breathtaking landscapes, vibrant communities and culinary delights.

As you prepare to see the world's best cycling athletes in action, why not make the most of your time by exploring what's on in host regions?

We've curated a list of must-attend regional events happening together with the Santos Tour Down Under that promise to add a touch of local charm to your fan experience.

DIGITAL VALUE: ORGANIC

ADELAIDE HILLS COUNCIL

As host council for Women's Stage 3, Men's Stage 1 and Men's Stage 3, the towns in the Adelaide Hills within the Adelaide Hills council area were mentioned in a total of 226 social media posts which generated over 1.7million impressions.

This includes mentions of 'Adelaide Hills', 'Gumeracha', 'Mount Lofty', 'Stirling', 'Uraidla' and 'Lobethal'.



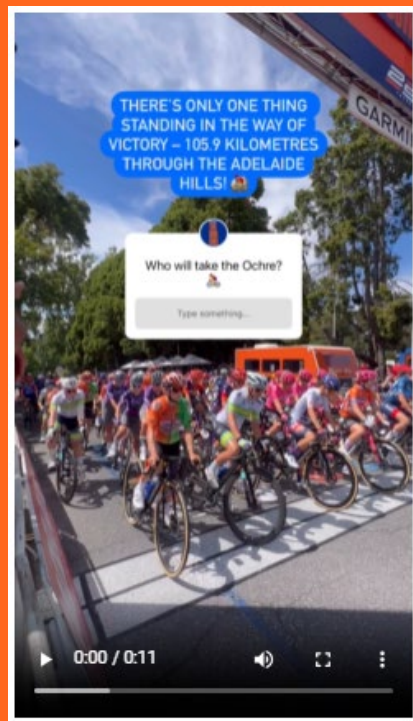
ZIPTRAK® STAGE 1 21 JANUARY 2025
01 ▶ PROSPECT to GUMERACHA

2386M
495M
150.7KM

TOUR THE HILLS

ZIPTRAK MEN'S STAGE
Prospect to Gumeracha
150.7km
x3 (11.2km, 77.9km, 121.1km)
x2 (40.9km, 100.5km)
Start: 11:10am ACDT
Finish: 3:21pm ACDT
Live: @7plus @channel7

See more information on this stage through the link in our bio.
@cityofprospect @adelaidehillsCouncil @ziptrak @santosid @uci_wwt #TourDownUnder



UCI Santos down under
WOMEN'S PRESS CONFERENCE
Santos tour down under ADELAIDE CITY NETWORK UCI
@NEVE_BRADBURY ON THE FINAL STAGE IN STIRLING
@WMNYCUNG @UCI_WWT




ZIPTRAK MEN'S STAGE 1
Adelaide Hills Council

STAGE EVENTS
GUMERACHA GEARS

Watch the Ziptrak® Men's Stage 1 riders race through Gumeracha. Enjoy food, entertainment, giveaways, and more at Gumeracha Oval from 11:30am to 3:30pm. For reserved seating, you can email the @ADELAIDEHILLSCOUNCIL

Event details



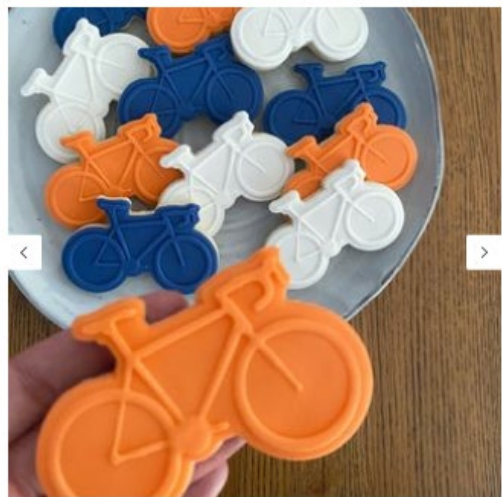
It all comes down to what happens in Stirling 🌟 Can Rüegg hold the Ochre or will we see a shake up with the overall standings? 🏆

#TourDownUnder @uci_wwt <https://t.co/qJcQx7pSSz>

DIGITAL VALUE: USER GENERATED CONTENT

ADELAIDE HILLS COUNCIL

There were 932 mentions of the Adelaide Hills council region and accompanying towns from public social media accounts.



1 / 2

CORPORATE BISCUITS | A large order of these corporate bike cookies went out over the last week as adelaidehillscouncil celebrated the tourdownunder in the Adelaide Hills.

Find these today (23rd January) at the finish line in Uraidla!

Best yet, we were able to join in the celebrations at the start/finish line of the ladies event over the weekend in Stirling 🚴

Thanks for having us adelaidehillscouncil 🍪



1 / 5

A traffic jam in Gumeracha, it must be the tourdownunder 🚴 awesome atmosphere here in the Hills today #tourdownunder #gumeracha #cycling #adelaidehills #summervibes



1 / 4

🎄 The Lights of Lobethal Welcomes the tourdownunder

What a joy to have the Tour Down Under pass through our town on its 25th anniversary! Our Christmas display is here to showcase the festive spirit Lobethal is known for.

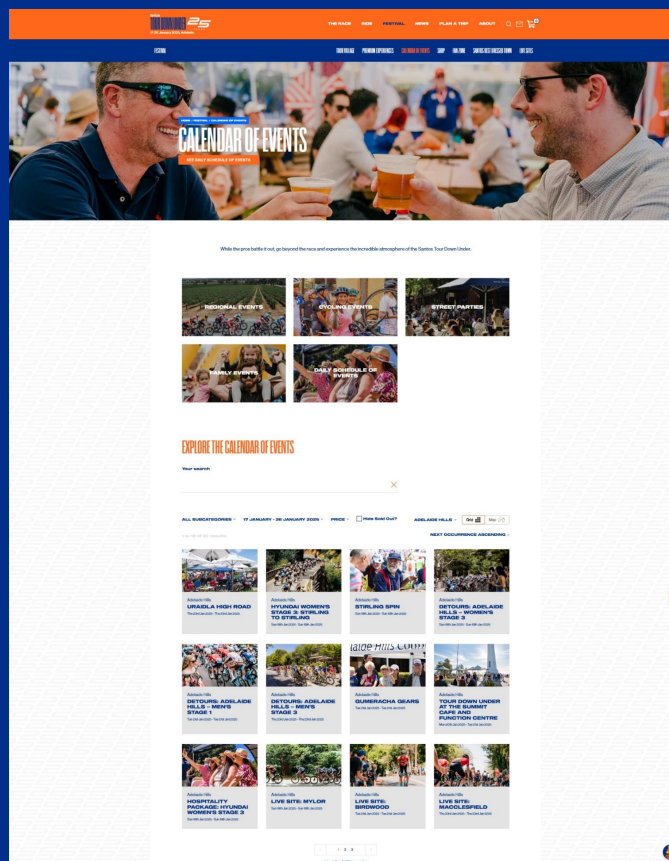
Congratulations to all the riders and organisers on this incredible milestone—here's to an unforgettable day in the Hills!



Getting excited for the tourdownunder
Just finished this little front yard installation for when they come through uraidla on Thursday.

ASSOCIATED EVENTS

Inclusion of your Council organised and run Associated Event/s as part of the Santos Festival of Cycling section on the official event website;



EVENT

ADELAIDE HILLS

URAILLA HIGH ROAD

Thu 23rd Jan 2025 at 11:30 AM

Join Adelaide Hills Council to watch the **efex Men's Stage 3** finish in Uraidla on Thursday 23 January, with food and drink available from local businesses, as well as plenty of entertainment before the winner is recognised at Uraidla Oval.

Visit the Adelaide Hills Council marquee between 11:30am – 3:30pm for giveaways, seating, shade and free water.

Spectators with special needs and families with very young children are welcome to contact Council to reserve a spot in the Adelaide Hills finish line marquee – just email us at events@ahc.sa.gov.au

PRICE

Free

FREE

Uraidla Main Street

Greenhill Road, Adelaide Hills, SA, 5142

8408 0400

events@ahc.sa.gov.au

JANUARY 2025

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

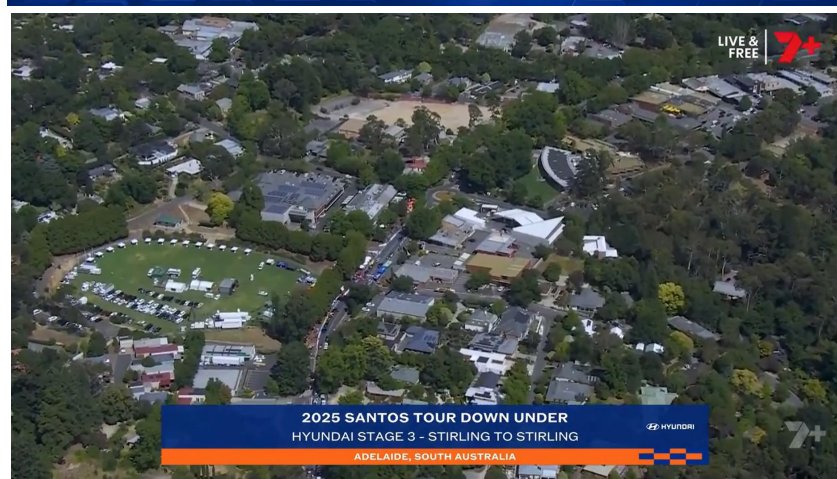
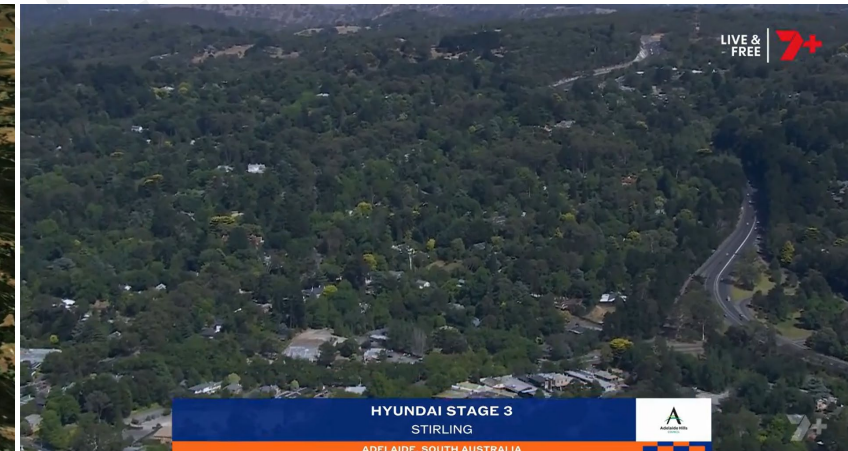
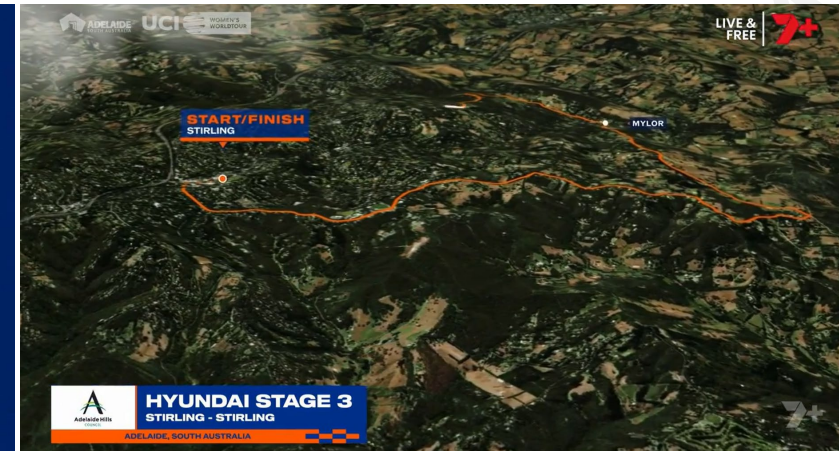
EVENT SESSIONS

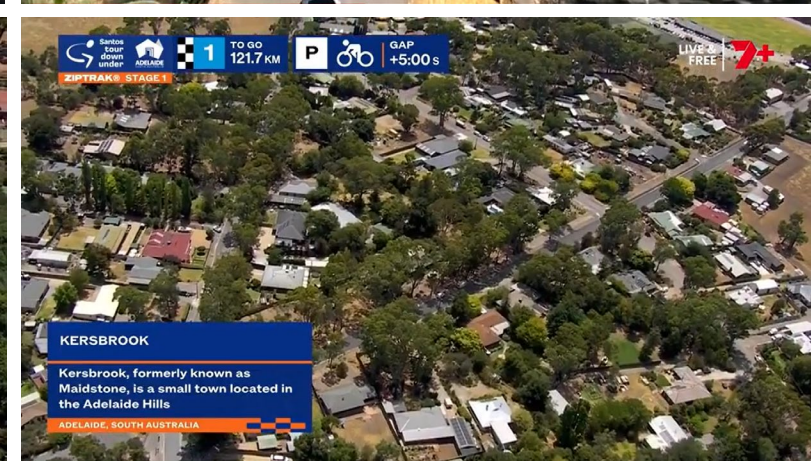
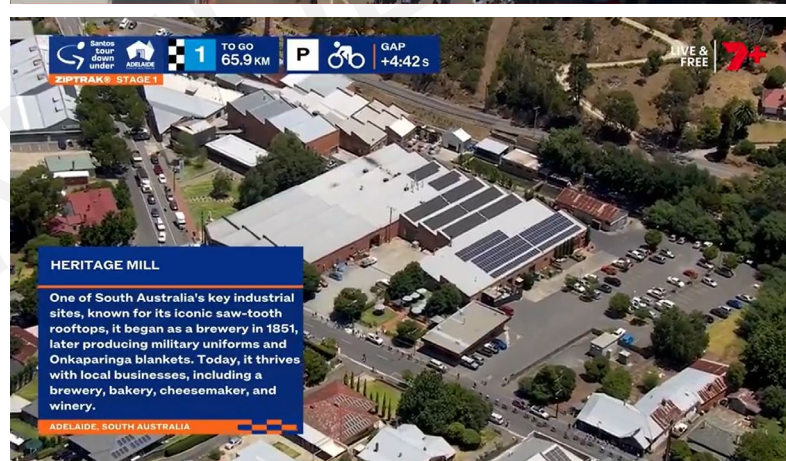
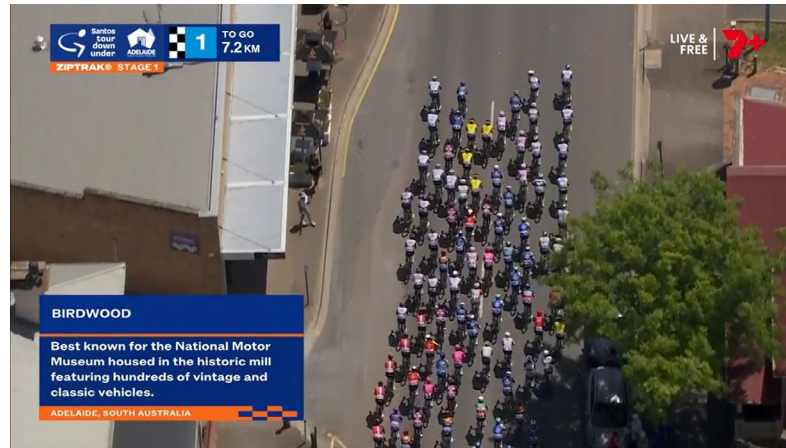
11:30am - 3:30pm

Share

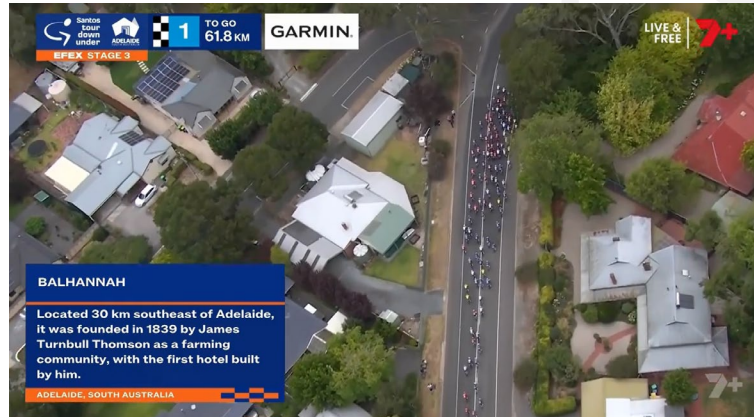
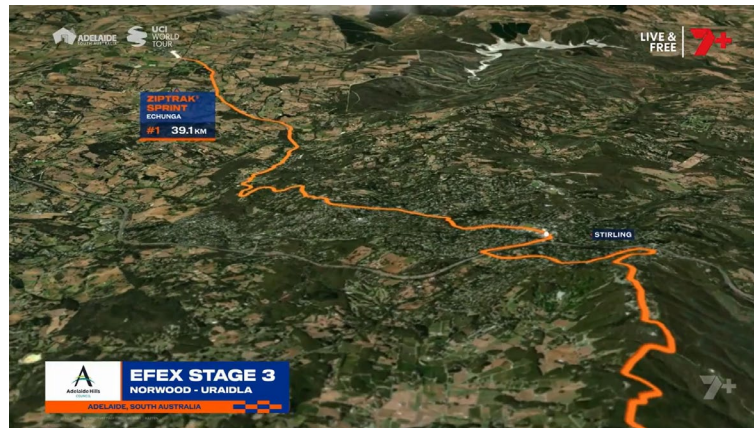


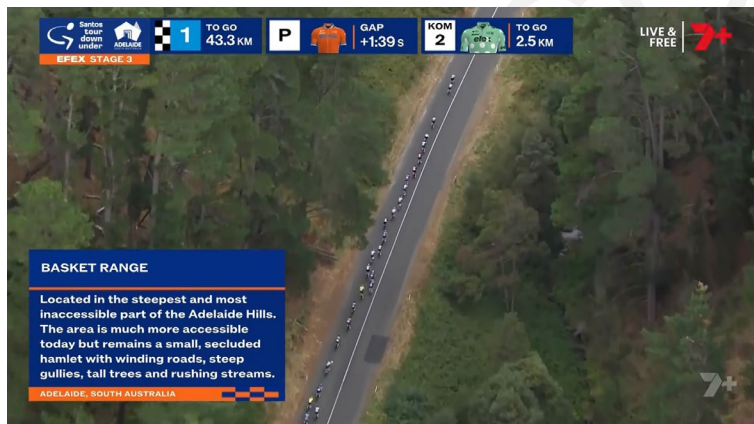
BROADCAST INCLUSIONS











VERBAL RECOGNITION

ADELAIDE HILLS COUNCIL WERE RECOGNISED AS A HOST COUNCIL BY THE ON-COURSE COMMENTATORS DURING THE EVENT. THE FOLLOWING MESSAGES WERE READ BY RACE COMMENTATORS DURING THE SANTOS TOUR DOWN UNDER IN ADDITION TO THE COUNCIL PROVIDED TOURISM HIGHLIGHTS FOR THE REGION:

‘I am sure you are enjoying the wonderful hospitality and the buzz of the city this morning. we would like to thank the Adelaide Hills Council for hosting us here today. Yet another staple of the Santos Tour Down Under calendar this town has been so welcoming over the last 25 years but mainly celebrating the men’s race. This is only the third time we’ve seen the women racing in Stirling, and there’s a real buzz around town as this is the first time Stirling has hosted the final stage of a tour down under race.’

‘Home of the world-famous big rocking horse Gumeracha is surrounded by Adelaide Hills gems, a ten-minute drive from Birdwood with the National Motor Museum and also only ten minutes from Lobethal known not only for its amazing bakeries, but also the finest Christmas lights displays this side of the equator.’

