

## ITEM NUMBER: 18.1

### CONFIDENTIAL REPORT

#### EVENT ACTIVATION

*Pursuant to Section 83(5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:*

- g. matters that must be considered in confidence in order to ensure that the council does not breach any law, order or direction of a court or tribunal constituted by law, any duty of confidence, or other legal obligation or duty.**

CONFIDENTIAL

**Recommendation – Exclusion of the Public – Section 90(3)(g) Order**

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Council hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 27/23 Event Activation in confidence.
  2. That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 27/23 Event Activation on the following grounds:
    - g. pursuant to section 90(3)(g) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is information concerning matters that must be considered in confidence in order to ensure that the Council does not breach any duty of confidence with the South Australian Tourism Commission.
  3. The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.
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Item No: 18.1

Subject: **TOUR DOWN UNDER 2023 EVENT REPORT**

Date: 14 February 2023

Written By: Manager, City Activation

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

The City of Holdfast Bay hosted two race stage starts for the 2023 Santos Tour Down Under: The Ziptrak® Women's Stage 1 (Glenelg to Aldinga) on Sunday 15 January 2023 and the Oakley Men's Stage 2 (Brighton to Victor Harbor) on Thursday 19 January 2023. This was the first time a race stage was hosted in Brighton, and the first time a women's race stage was hosted in the City. An estimated total of 17,000 people attended the race starts (5,000 in Glenelg and 12,000 in Brighton).

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### **RECOMMENDATION**

#### **That Council:**

1. notes this report; and
2. endorses submitting an Expression of Interest to host the Men's and Women's Tour Down Under, with race stages to be hosted in Glenelg (Men's) and the other in Brighton (Women's) in 2024.

#### **RETAIN IN CONFIDENCE - Section 91(7) Order**

3. That having considered Agenda Item 26/23, Event Activation in confidence under section 90(2) and (3)(g) of the *Local Government Act 1999*, the Council, pursuant to section 91(7) of that Act orders that the report and minutes relevant to this item be retained in confidence until the event organisers make their public announcement and/or the Chief Executive Officer is authorised to release the documents when the official announcement is made and that this order be reviewed every 12 months.
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### **STRATEGIC PLAN**

Innovation: economic and social vibrancy and a thriving environment

### **COUNCIL POLICY**

## City of Holdfast Bay Events Strategy 2021-2025

### **STATUTORY PROVISIONS**

Not applicable

### **BACKGROUND**

The Santos Tour Down Under was first held in 1999 and has grown year on year to become the biggest cycling race in the southern hemisphere. Since 2008 it has been part of the prestigious Union Cycliste Internationale (UCI) World Tour, bringing the top professional cycling teams to race on the streets of Adelaide and regional South Australia for a week each January.

While there has been a Women's version of the race for a number of years, 2023 was the first year that it was elevated to UCI World Tour status, giving it equal status and prize money to the Men's event.

In 2023, both Men's and Women's races took place between 13-22 January under the unified branding identity of Santos Tour Down Under.

Council's relationship with the race spans many years with several stage starts and one full leg. Additionally, many associated events organised by third parties to coincide with the race have taken place within the City of Holdfast Bay. The City of Holdfast Bay submitted an Expression of Interest in early 2022 to be considered as a host for both a Men's and Women's stage start.

A number of changes to the race routes were implemented in 2023, notably a Men's race stage commencing in Jetty Road, Brighton and a Women's race stage start for the first time in Holdfast Bay (utilising the Jetty Road, Glenelg start route used in Men's races in previous years). These were considered and endorsed by Council in confidence prior to the event stages being publicly announced.

### **REPORT**

#### **Ziptrak® Women's Stage 1 (Glenelg to Aldinga) on Sunday 15 January**

The first ever UCI World Tour Women's Tour Down Under commenced with a race neutral start on Colley Terrace Glenelg running up Jetty Road before heading south towards Aldinga. A Welcome to Country was performed by Jess Davies-Huynh, with the starting pistol fired by Deputy Mayor Clare Lindop. An estimated 5,000 people lined the streets to watch the race start.

The Glenelg Ice Cream Festival was held the evening before the race start to share the costs of road closures across both events. It was promoted as part of the Tour Down Under's calendar of events. Also coinciding with the event was the SA Open Beach Volleyball and the FIFA Unity Pitch activation on Colley Reserve, with the Sunset Markets operating on the Glenelg Foreshore from 2pm on 15 January 2023.

#### **Oakley Men's Stage 2 (Brighton to Victor Harbor) on Thursday 19 January**

The first Tour Down Under race start in Brighton attracted an estimated 12,000 people to Jetty Road, Brighton and the Esplanade, lining the route that headed south along the Esplanade before turning east up Wheatland Street.

Competitors and spectators were welcomed to Country by Isaac Hannam, before Mayor Amanda Wilson fired the starting pistol.

A visual spectacle for global television audiences, to see aerial footage of a “sandala” art piece, commissioned on Brighton Beach by artist Sue Norman, with the Brighton Surf Life Saving Club and Sailing Club also engaging in activities on the beach. Complementing the festival atmosphere along the shoreline was the Brighton Jetty Sculptures installation, which launched the night before the Tour and was promoted as an associated Tour Down Under event. A Fork on the Road activation on Angus Neill Reserve coincided with the race start.

#### **Santos Tour Down Under 2024**

Expressions of Interest for host councils to participate in the 2024 Santos Tour Down Under close on 1 March 2023. Selection of race stage starts and routes through host councils are at the discretion of the Tour Down Under’s Race Director. Councils are advised of the outcome of their expression of interest in May/June, with public announcements typically made in July or August. Administration’s intent is to again express interest for stages of both the Women’s and Men’s race, with one stage to be hosted in Glenelg and the other in Brighton.

#### **BUDGET**

Council allocated \$50,500 in the 2022/23 events budget, which covered the Men’s race hosting fee, road closures, and associated event activations in Brighton. The hosting fee for the Women’s race was waived by the organisers for 2023. In Glenelg, costs of road closures were shared with the budget allocated to the Glenelg Ice Cream Festival, which was held the night before along Jetty Road, Glenelg.

For participation in the 2024 event, a provisional allocation of \$53,500 has been made in the draft 2023/24 events budget. This is expected to cover the costs of race stage starts in both Glenelg and Brighton assuming the road closure costs for Glenelg are shared across two events as was the case in 2023.

#### **LIFE CYCLE COSTS**

Not applicable