

## ITEM NUMBER: 18.1

### CONFIDENTIAL REPORT

#### EVENT ACTIVATION (Report No: 260/21)

*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:*

- i. information relating to actual litigation, or litigation that the council or council committee believes on reasonable grounds will take place, involving the council or an employee of the council.
- j. information the disclosure of which 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 would, on balance, be contrary to the public interest.

CONFIDENTIAL

**Recommendation – Exclusion of the Public – Section 90(3)(i & j) 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: 260/21, 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: 260/21, Event Activation on the following grounds:

- j. pursuant to Section 90(3)(j) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is information the disclosure of which would divulge information provided on a confidential basis by or to

South Australian Tourism Commission (not being an employee of the Council, or a person engaged by the Council).

The South Australian Tourism Commission has requested this information to remain confidential

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

**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: **EVENT ACTIVATION**

Date: 10 August 2021

Written By: Team Leader, Events

General Manager: Community & Business, Ms M Lock

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## SUMMARY

The South Australian Tourism Commission has offered Council the opportunity to host Stage Five of the Santos Tour Down Under on Saturday 29 January 2022, starting in Jetty Road, Brighton.

Unlike previous events, the Brighton start will travel south on the Esplanade and east along Wheatland Street, showcasing the premier beaches of Brighton and Seacliff to a global audience.

The closure of Jetty Road, Brighton would facilitate an ideal opportunity to stage a street party building on the success of the Brighton Winter Solstice.

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## RECOMMENDATION

1. That Council approve the hosting of Stage Five of the 2022 Santos Tour Down Under.

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

2. That having considered Agenda Item 18.1 - Event Activation (Report No: 260/21) in confidence under Section 90(2) and (3)(i & j) of the *Local Government Act 1999*, the Council, pursuant to Section 91(7) of that Act orders that the report and minutes be retained in confidence for a period of 12 months and/or the Chief Executive Officer is authorised to release the documents when the public announcement is made by the South Australian Tourism Commission.
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## COMMUNITY PLAN

Placemaking: Creating lively and safe places  
Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

## COUNCIL POLICY

Not Applicable.

## 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. The week-long event brings the top World Tour professional cycling teams to race on the streets of Adelaide and regional South Australia each January.

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 that have taken place within the City of Holdfast Bay.

## REPORT

Hosting Stage 5 of the Santos Tour Down Under will utilise an alternate route to past events. Previously the route has included Jetty Road Glenelg. It is planned that in 2022 the route will commence on Jetty Road Brighton and travel south along the Esplanade then east up Wheatland Street Seacliff.

To capitalise on the increase in spectators and participants it is proposed to host a special event Street Party on the evening prior, Friday 29th January capitalizing on the success of the Brighton Winter Solstice.

## Economic Impact

The economic impact of the event to the State is significant with \$56.5m was injected into the South Australian economy in 2019, creating the equivalent of 683 full-time jobs. The national and international media coverage generated by the event was worth \$150.4 million and included 332 hours of television broadcast.

The anticipated economic return for the City of Holdfast Bay of holding Stage 5 at Brighton is \$4.9 million.

## BUDGET

Budget allocation of \$22,000 is required to stage this event. This covers infrastructure requirements including depot and overtime costs, and the event fee. The allocated budget is contained within the 2021/2022 financial year.

## LIFE CYCLE COSTS

Nil