Confidential Item

CAMPBELLTOWN CITY COUNCIL

Confidential Item

For Council meeting to be held on

Tuesday 21 February 2023 at 7.00 pm

Refer Item 11.21

Document Set ID: 6687412
Version: 1, Version Date: 16/02/2023

Document Set ID: 6687412
Version: 1, Version Date: 16/02/2023

Confidential Item

11.21 Tour Down Under 2024 – Expression of Interest

General Manager Community Connections, Michelle Hammond's Report

Purpose of Report

To consider whether to submit an Expression of Interest to host a Stage of the 2024 Men's and Women's Tour Down Under.

Strategic Plan Link

Focus Area 1.2.3 Provide services that deliver a wide range of sporting, leisure and recreational opportunities

Focus Area 1.7.3 Continue economic development initiatives including the Food Trail and support events that attract visitors to our City

Previous Council/Committee Resolution

At its meeting on 16 August 2022, Council resolved:

> 'That Council agrees to host the finish of the Women's Tour Down Under on 17 January 2023 and allocate $7,500 for the associated fee and up to $10,000 for a Community Event at the time of considering the First Budget Review for 2022/2023.'

Background

Council has been successful in being awarded Stage finishes of the Men's TDU (Tour Down Under) for several years. In January 2023, Council held the Stage 3 finish of both the Men's and Women's TDU. This was the first year that the Women's race had been a professional UCI (Union Cycliste Internationale) race.

Discussion

Expressions of interest are now open for the 2024 TDU races and Council have been encouraged to submit a non-binding EOI (Expression of Interest) which is attached. However, this year there are no indicative costs to host the event which is different to the previous year, where Council usually submits a formal EOI and is aware of all cost details at that time.

Using 2023 Hosting fees as a guide, the following fees would be applicable:

- Women's $10,000
- Men's $20,000
- Challenge Tour $5,000

The fees for the Men's race and Challenge Tour have been consistent for several years. At the time of submitting the EOI for the 2022 Women's race the fee was $0. However, when Council was notified that it had been successful in winning the Stage 3 finish of the Women's race it had become elevated to professional WorldTour level and attracted a fee of $10,000. Staff negotiated this fee down to $7,500. Ultimately no fee was charged, however it is expected that a fee in the vicinity of $10,000 would be charged in 2024.

Council usually submits an EOI for both the Men's and the Challenge Tour. With the introduction of the Women's race at WorldTour level, it is timely to review Council's appetite for being involved in TDU in the future.

If Council are successful in their submission of an EOI for the Women's TDU, Staff recommend that there be no Community event associated with the race, but rather a smaller scale offering of drinks available for purchase. It appeared that the Women's race attracted a more transient crowd, with most spectators arriving just prior to race finish, and leaving soon after.

Final costs for the 2023 TDU events are still being determined. The Men's race is largely self funding as it is well supported by sponsorship. The Women's race would need an additional budget in addition to the hosting fee for road closures and other associated expenditure.

Social Implications

TDU provides a great opportunity for the Community and many people outside of the local Community to gather, witness, and even participate in, an international sporting event. The Community event Council runs is a family friendly event which is largely attended by the local Community. The event is held in school holidays so provides a great opportunity for families in the area to enjoy the atmosphere, engage in free activities, and purchase local food.

Environmental / Climate Change Implications

There are no environmental / climate change implications in relation to this report.

Asset Management Implications

There are no asset management implications in relation to this report.

Governance / Risk Management

If successful in being awarded a stage of a TDU race, a full risk assessment will be undertaken for the relevant events. Members should also be aware that there is some concern from particular groups within the broader Community about Santos being the naming rights sponsor of the TDU. As recent as this week Council also had a post from Fossil Ad Bon.org about this issue on its Instagram account.

Community Engagement

There are no Community engagement implications in relation to this report.

Regional Implications

There are no regional implications in relation to this report. If successful in being awarded a stage of a TDU race, this will attract spectators and visitors from outside the Council area.

Economic Development Implications

There are no economic development implications in relation to this report. Being awarded a stage of a TDU race will attract spectators and visitors from outside the Council area which will showcase the Council area and potentially increase economic activity. In addition, an associated Community event provides an opportunity for local businesses to participate.

Financial Implications

The hosting fees for the 2024 are unknown at this stage but are expected to be in the vicinity of:

- Women's $10,000
- Men's $20,000
- Challenge Tour $5,000

A budget for these amounts and any other costs will need to be considered as part of the draft 2023/2024 Annual Business Plan and Budget process. For Members' information a budget for the Men's race and Challenge Tour is always included in the draft Annual Business Plan and Budget.

Recommendation

That Council submit a non-binding Expression of Interest to host a stage finish of the Challenge Tour, Men's and Women's Tour Down Under race in 2024 and allocate funding for these events in the draft 2023/2024 Annual Business Plan and Budget.

Document Set ID: 6687412
Version: 1, Version Date: 16/02/2023

SANTOS
TOUR DOWN UNDER

5 January 2023

Mr Paul Di Iulio
Campbelltown City Council
172 Montacute Road
Rostrevor SA

Dear Paul,

Thank you for your continued support as a Host Council of the Santos Tour Down Under.

We are thrilled to be bringing the UCI WorldTour Race back in 2023, bigger and better than ever following the elevation of the women's race to WorldTour level, and to be welcoming the world's best cyclists to South Australia.

Further to this, we expect after three years, that thousands of people will again travel to Adelaide and regional South Australia to take in the event and inject millions of dollars into the South Australian economy.

The success of the Santos Tour Down Under would not be possible without the ongoing support of our host councils and your continued collaboration is integral to the future of this iconic South Australian event.

As we are set to deliver 2023, we are excited to start the planning process for the 2024 event. We know preparations for the 2023 event have been condensed, due to many things including a more than 50 percent turnover in our staff. We want to make sure, as we head to 2024 that we better share information and engage with our local government partners.

We encourage you to submit a non-binding Expression of Interest (EOI) for 2024 and accordingly would appreciate an opportunity for our Race Direction & Event Team to present to your council early in the new year (post the 2023 event) to answer any questions the elected members or management team may have.

If this opportunity would be of interest to you, please confirm via email to stacey.woodrup@sa.gov.au by Monday 23 January 2023. Expressions of Interest will remain open until Wednesday 1 March 2023.

Thank you once again for your ongoing support and we look forward to 2024 and beyond!

Kind regards,

Hitaf Rasheed
Executive Director, Events South Australia

Stuart O'Grady
Race Director, Santos Tour Down Under

Document Set ID: 6687412
Version: 1, Version Date: 16/02/2023

Document Set ID: 6687412
Version: 1, Version Date: 16/02/2023