Confidential Item

CAMPBELLTOWN CITY COUNCIL

Supplementary Confidential Item

For Council meeting to be held on

Tuesday 16 August 2022 at 7.00 pm

Refer Item 11.10

Supplementary Confidential Item

11.10 Santos Tour Down Under Women's Race Stage Finish

General Manager Corporate & Community Services, Michelle Hammond's Report

Purpose of Report

To inform Council of an opportunity to host the Finish of the TDU (Santos Tour Down Under) Women's Race on 17 January 2023.

Strategic Plan Link

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

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

Previous Council/Committee Resolution

Nil.

Background

Staff submitted an Expression earlier this year to host a stage finish of the Men's TDU. At the same time staff also indicated they were interested in being considered for both the Women's UCI Pro series race and the Paracycling Time Trial. Both of these races had a zero fee at the time of completing the EOI (Expression of Interest).

Discussion

Council has received a letter from TDU advising that Council has been successful in gaining the finish of the TDU Women's race. The race will be held on Tuesday 17 January 2023 and is planned to finish in front of the Council Office on Montacute Road. Council successfully hosted a stage finish of the Men's TDU at this site several years ago. It is also important to note that TDU are still waiting on SAPOL approval to have the finish on Montacute Road.

The Women's race has now been classified as a UCI World Tour Event, rather than the Pro Series event it was when the EOI was completed. As such, there is a $10,000 fee to host the Event. As Council is already hosting a stage finish of the Men's TDU and the Challenge Tour (which is a large scale full day Community event that attracts significant numbers), TDU have offered to discount this fee to $7,500.

Details about the exact route and road closures have not been provided yet. Likewise, details about the requirements of Council have not been provided. It is anticipated that TDU will manage the finish line in the same way they do for the Men's event, and that Council would be responsible for hosting an appropriate Community Event. This may provide some challenges from a resource perspective with the Challenge Tour and Men's event being in the same week on Friday 20 January. It may also prove difficult to engage local business and attract sponsorship (if required) due to the fact that the Challenge Tour and Men's Event are in the same week.

When Council previously hosted a TDU finish on Montacute Road a Community event was held at the Library Carpark and in adjacent streets. Staff consider that a Community event could be held at this site, or on the Council office site depending on road closures, with food and drinks for sale and free activities for children. The event could also be used for education about EV bikes, road safety etc. A budget would be required for this event and Staff would need to work through the logistics of this. However at this time, Staff consider a budget of up to $10,000 would be adequate.

To minimise the costs of the event Staff will explore sponsorship opportunities, however this may be challenging as Staff will also be seeking sponsorship for the larger Community event on the Friday of the same week.

Staff would need to work through the above details when they meet with TDU, as well as associated road closures. Staff consider that hosting the Women's TDU finish is achievable, and would be great for Campbelltown, noting that the Community event would be smaller than the event held for the Challenge Tour and Men's Finish. This aligns with the difference in size of the events (both rider participation and crowd numbers), promotion and profile of both events, and size of location for each Community event. Elected Members would need to be comfortable with this and the fact that it doesn't appear that there isn't a negative perception about gender in this regard.

At this stage, given that TDU have advised Council that the stage will be in Campbelltown, and are soon to launch the race routes, Council need to confirm that it is happy to proceed. TDU have not asked Council to do this; the letter is written as though there is no choice. Staff have advised that given there is no budget for this stage finish, and due to the late advice, that Council need to provide approval. Staff have been unable at the time of writing the report, to obtain an answer from TDU about what will occur if Council doesn't support this stage. An update will be provided at the meeting if available.

Social Implications

It potentially be a great honour for Council to host the Women's TDU finish as well as the Men's finish. This would provide great exposure for Campbelltown, as well as bring people in to the Council area. It would provide an opportunity for women and families to come and watch an elite female event and would promote women's sport in the area.

Environmental / Climate Change Implications

There are no known 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

TDU manage governance and risk issues associated with the race finish. Staff will also undertake a risk assessment.

With respect to the Community event a risk management assessment will be undertaken and a risk management plan will be in place.

Community Engagement

There has been no Community engagement implications in relation to this report.

Regional Implications

As the TDU is a well known and promoted event, it is anticipated that there will be increased visitation to the area to watch the Women's finish.

Economic Development Implications

This event will attract visitors to the area who may explore the area and local business while they are here. Local businesses will be provided with the opportunity to participate in the Community Event.

Financial Implications

There is no existing budget for the fee ($7,500) to host the finish of the Women's TDU or the Community Event (up to $10,000). Both of these items would need to be included at the First Budget Review.

Recommendation

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.