



Confidential Item

For Council meeting to be held on

Tuesday 6 May 2025 at 7:00 pm

Refer Item 11.11

Confidential Item

11.11 Tour Down Under 2026

General Manager Community Connections, Michelle Hammond's Report

Purpose of Report

To consider an approach from the South Australian Tourism Commission (SATC) to be involved in the 2026 Women's Tour Down Under (TDU) race.

Strategic Plan Link

- | | |
|------------------|---|
| Focus Area 1.1.1 | Provide services and programs that deliver a wide range of sporting, leisure and recreational opportunities |
| Focus Area 1.4.4 | Continue economic development initiatives and support events that attract visitors to our City |

Previous Council/Committee Resolution

Nil.

Background

Council last hosted TDU stage finishes in 2024. The Women's finish was held on Maryvale Rd with a Community Event at Foxfield Oval, and the Men's finish was held on Gorge Rd with no accompanying Community Event due to the location. Both events had Corporate VIP Marquees and attracted sponsorship.

Council did not submit an Expression of Interest for the 2025 or 2026 Tour Down Under events.

Discussion

SATC have approached Staff with a proposal for Council to host 2 stages of the 2026 Women's TDU. The proposed stages and locations are:

- A Start on Magill Rd in the Magill Village Precinct west of St Bernards Road
- A Finish on Maryvale Rd adjacent Foxfield Oval.

SATC are very keen to work with Council and have these stages within the Council area. The fees for hosting Women's stages are significantly less than hosting Men's stages, being \$2,500 for a start and \$5,000 for a finish. SATC have committed to providing 50% of the fee back to Council to assist with activations at each location.

Stage Start – Magill Road – Friday 16 or Saturday 17 January 2026

This exact start was considered last year and Staff were working with SATC on the logistics, however, a decision was made by SATC that this stage would not be included in 2025. This stage would be managed in conjunction with Burnside Council and costs would be shared. SATC were attracted to this location for several reasons including the Magill Village Precinct upgrade, and the focus on bikes in that area. Staff have negotiated with SATC that the western end of the Foodland carpark would remain open, therefore allowing access to that shopping centre at all times throughout the event. Magill Road would be closed from that shopping centre carpark entry up to St Bernard's Road and there would be a shorter road closer on Magill Rd on the eastern side of St Bernard's Road as the riders head towards Norton Summit Road.

A stage start is significantly less effort to organise and activate and has significantly less impact on the Community with respect to road closures as riders quickly dissipate as soon as the race starts. Staff consider that little or no activation would be necessary which would also reduce costs. The Economic Development team would engage with local traders and encourage them to do their own activations to attract spectators to their offerings. Staff consider this would be an excellent way to showcase and activate the Magill Village precinct, and due to the low cost, and the joint effort with Burnside Council, Staff have advised SATC that Council would be happy to continue discussing this Stage start.

Stage Finish – Maryvale Road – Foxfield Oval – Sunday 18 January 2026

SATC have advised that the Women's race will have a much higher profile this year as the Adelaide TDU will be a compulsory part of the Women's World Tour which means that it will attract an even high calibre of professional riders. This stage, being the final stage, should be a much anticipated and well attended stage. The Race Director is very keen for the challenging Corkscrew Road to be a major feature of the race and the current route plans for the riders to go through Corkscrew Road twice, making for a gruelling and exciting finish.

SATC are also very keen for Council to host a Community Event on Foxfield Oval and have indicated that their Staff will work with Council, to assist in making the event a success. Staff advised that there has been relatively low attendance at the TDU Community events, however, there is a possibility that there may be increased family attendance with the event being held on a Sunday.

The estimated costs to stage a finish and a Community Event is approximately \$50,000 and we would expect to receive at least \$30,000 in sponsorship to offset these costs.

Therefore, it would be prudent to commit an amount of say \$20,000 in the draft 2025/2026 Annual Business Plan and Budget in the event that sponsorship doesn't cover the full amount.

Social Implications

TDU is an important event on the South Australian Tourism calendar and it attracts large crowds who enjoy the atmosphere and the excitement of the professional race(s). The Community event is an ideal way to provide an opportunity for the Community to interact with each other and Council, whilst attending a world class event in our local area.

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

SATC and Council both undertake full risk assessments for the event(s).

Community Engagement

There has been no community engagement with respect to hosting these TDU stages. Local traders will be consulted and encouraged to participate and surrounding residents will be communicated with regarding the event(s) and the relevant road closures. The broader Community will be notified and encouraged to attend the event(s) through Council's normal communication channels.

Regional Implications

TDU will attract visitors to the area and it is a great way to showcase Foxfield Oval and local businesses involved at the Event. There is also significant media coverage which also showcases the Council area.

Economic Development Implications

The Magill stage start is a great way to showcase the Magill Village Precinct and businesses in the area will be invited to participate in the activation of the event. Being a start, the local coffee shops and food places are expected to see an increase in trade particularly before the race starts.

The Foxfield Oval event will also provide an opportunity for local businesses to be involved. There may be increased economic development activity within the broader Council area, if attendees choose to dine or shop in the area before or after either event.

Financial Implications

There is currently no funding in the draft 2025/2026 Annual Business Plan and Budget to fund any TDU stages. Staff are suggesting including \$20,000 as a New Initiative if Council are supportive of hosting the stage at Foxfield Oval. If Council supported this event, it could be the first new initiative funded from additional rates growth received between now and the final adoption of the 2025/2026 Annual Business Plan and Budget. This will mean that there is no net impact on Council's budgeted operating result.

The stage start at Magill Rd can be funded from the Economic Development activation budget.

Recommendation

That Council:

- 1. endorse a Stage Start at Magill Village, subject to Burnside Council committing to sharing the costs associated with holding the event.**
 - 2. endorse a Stage Finish being held at Foxfield Oval (including the holding of a Community Event and VIP Marquee) and allocate \$20,000 in the draft 2025/2026 Annual Business Plan and Budget prior to any of the other remaining short listed new initiatives.**
-
-