

## 10.1 Tour Down Under and Australia Day 2008

*A report examining the linkages between Tour Down Under and Australia Day to maximise the potential benefits of each event in which coincide in 2008.*

*This is an update on a previously reported project, concept or issue.*

General Manager: Brian Hales Group Manager Economic Development

Report Author: Brian Hales Group Manager Economic Development  
(brihal@onkaparinga.sa.gov.au)

Contact Number: 8384.0621

File Reference:

Attachments:

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## 1 Executive Summary

### 1.1 Topic

A report examining the linkages between Tour Down Under (TDU) and Australia Day to maximise the potential benefits of each event which coincide in 2008.

### 1.2 Context

At the Special Council Meeting of 18 April 2007, Council resolved as follows:

1. *That Council resolve to host Stage 5 of the 2008 Tour Down Under.*
2. *That Council authorise the Chief Executive Officer to sign the attached 2008 Tour Down Under Stage "Start & Finish Host" Agreement as presented in Attachment 1.*
3. *That the Council receives a further report on issues associated with the Council hosting stage 5 of the Tour Down Under on the 26 January 2008. Such issues to be reported to include but not limited to:*
  - *How we combine the Tour Down Under and Australia Day celebrations.*
  - *Citizenship (time and venue)*
  - *The application of the three villages concept*
  - *How to support the communities of Willunga, Aldinga and McLaren Vale to take care of activities with these two events*
  - *How we capitalise on ongoing benefits to the communities after the event*

**1.3 Suggested Outcome**

That the TDU, Australia Day Breakfast, Australia Day and Citizenship Ceremony proceed as in the past but there be cross promotion to maximise the celebration of this day.

**2 Recommendation(s)**

1. (a) **That under the provisions of Section 90(2) of the Local Government Act 1999 an order be made that the public be excluded from attendance at the meeting in order to consider in confidence this item.**
- (b) **That the Council is satisfied that it is necessary that the public be excluded to enable the Council to consider the information at the meeting on the following grounds:-**
  - **Section 90(3)(j)(i)(ii) information the disclosure of which-**
    - (i) **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);**
    - (ii) **would, on balance, be contrary to the public interest;**
  - (c) **that accordingly, on this basis the principle that meetings of the Council should be conducted in a place open to the public has been outweighed by the need to keep the information or discussion confidential.**
3. **That Council receive and note the report on Tour Down Under.**
4. **That the Tour Down Under and Australia Day celebrations for 2008 proceed as two separate events logistically but that they be linked through cross promotion.**
5. **That the Australia Day Citizenship Ceremony for 2008 be held on Friday 25 January**
6. **That an order be made under the provisions of Section 91(7) and (9) of the Local Government Act 1999 that the abovementioned document including the minutes and the report of the Council relating to discussion of the subject matter of that document, having been dealt with on a confidential basis under Section 90 of the Act, should be kept confidential on the grounds of information contained in Section 90(3)(j)(i)(ii) until the Official Launch of the Tour Down Under.**

**Key Factors**

### 3 Discussion

The hosting of TDU by Council over the last 9 years has evolved into an event in which Willunga in association with Aldinga and McLaren Vale is a location integral to the whole Tour Down Under program. The event realises a number of objectives:

- **Attraction of visitors to the region.** Up to 90,000 people have attended the event, a significant percentage of whom are from outside the region;
- **Community building.** Increasingly our stage of TDU has involved the local communities of Willunga, Aldinga and McLaren Vale in the planning and implementation of the event; and
- **Brand building.** The “three villages” brand has recognised and captured the identity that the local communities feel about the region and which resonates with the visitor experience. Despite being closely linked geographically, the three townships do have separate identities and offer unique experiences for visitors e.g. in very broad terms:
  - Willunga – food/heritage
  - McLaren Vale – wine
  - Aldinga – coast

The 2008 TDU has two attributes unique to the year:

- It falls on Australia Day; and
- It is the 10 year anniversary of TDU

The key point in the Council resolution above is the combining of TDU with Australia Day celebrations. There are a number of factors to consider:

- **Branding.** Australia Day and TDU are two distinct events with associated branding which have unique geographical attributes generated through long term standing traditions. Australia Day celebrations are celebrated throughout the Council area with an evening event at Christies Beach. The Australia Day Citizenship Ceremony is held at the Noarlunga Centre; and
- **Resourcing and Logistics.** TDU increasingly relies on local community participation for its organisation. The ability to deal with additional activities of the scale of the Australia Day celebration is, in the author’s opinion, limited, particularly where the 2008 TDU will be celebrating its 10 year anniversary.

### **The proposal**

**Combination of TDU and Australia Day.** It is proposed to link the events through cross promotion in which an Australia Day theme would be adopted for TDU. Ideas for Stage 5 2008 will be considered at the July meeting of Civic and Corporate Committee.

**Citizenship Ceremony.** The Citizenship ceremony normally commences at 10 00 am on Australia Day which will coincide with some of the (usual) Mayoral activities for TDU commencing around this time. Presentation of trophies for TDU are expected to be completed at 3 00 pm. To maximise Council's involvement in both events it is proposed to move the Citizenship ceremony to the evening of Friday 25 January 2008.

**Australia Day Breakfast.** The City of Onkaparinga Australia Day Breakfasts including flagraising ceremony would be held at the normal venues:

- Aberfoyle Park - Aberfoyle and Districts Lions Club;
- Aldinga - Symonds Reserve Hall;
- Noarlunga Centre - Ramsay Place, Noarlunga Centre; and
- Willunga - Old Willunga Court House. (Provision for access to and from the venue would need to be secured with Events SA).

**Australia Day Concert.** The concert has traditionally been held at Rotary Park Christies Beach at 6.00 pm. It is envisaged that this venue would be retained.

**Application of the Three Villages Concept.** This brand will be retained for TDU but is seen as having little or no relevance to Australia Day for the purposes of event development and management.

**Support for the communities of McLaren Vale, Willunga and Aldinga.** As in previous years it is intended to form a steering committee of representatives of:

- McLaren Vale Business Association;
- Aldinga Bay Traders Association;
- Willunga Trade and Tourism Association;
- Council; and
- Events SA

to plan each township's involvement in TDU and the theming of the event for Australia Day.

The support provided by Council is proposed to be:

- \$5,000 per association based on an agreed business plan;
- Central liaison with Events SA;
- Traffic management;
- Event logistics;
- Seeking sponsorship;
- Promoting TDU;
- Hosting dignitaries;
- Pre-Event concert.

**Capitalising on on-going benefits to the communities after the event.** The benefits can be considered in three categories:

- **Community.** TDU has been a focal point for community capacity building and engagement and has provided a strong focal point for collaboration between the three communities. Whilst largely intangible there is no doubt that it has allowed the event to grow thus enhancing it as a visitor draw-card.
- **Economic.** As a tourist draw-card, it would be appropriate to ensure that the three townships are presented as on-going attractions in tourist publications and distribution points such as Visitor Information Centres throughout the Fleurieu.
- **Branding.** The three villages brand and the attributes/values it represents should be focus of further development as part of the implementation the Fleurieu Peninsula Region Integrated Tourism Strategic Plan. The objective is to entrench the townships as an integral and 'safe' part of any tourist experience in the Fleurieu.