

15.1 Tier 1 Event

Manager:	Abbey Threadgold, Manager Economic Growth, Marketing and Communications
Report Author:	Johanna Bennett, Team Leader Marketing and Events
Contact Number:	8301 7234
Attachments:	1. Letter of offer from Events SA (1 page)

1. Purpose

This report seeks a decision on the confidential offer from Events SA to host Stage 5 of the 2016 Santos Tour Down Under (STDU).

2. Recommendations

1. That:

- a. **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 this item in confidence.**
- b. **the Council is satisfied that it is necessary that the public be excluded to enable the Council to consider the report at the meeting on the following grounds:**

Section 90(3)(j), information the disclosure of which would divulge information provided on a confidential basis by or to Events SA in that information between the Council and Events SA relating to this Tier 1 event is requested by Events SA to remain confidential.

In addition, the disclosure of this information would, on balance, be contrary to the public interest.

- c. **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.**
2. **That Council accept the offer to host a complete stage (Stage 5) of the 2016 STDU, including a start and finish.**
3. **That the matter of the Tier 1 event having been considered by the Council in confidence under sections 90(2) and 90(3)(j) of the *Local Government Act 1999* an order be made under the provisions of sections 91(7) and (9) of the *Local Government Act 1999* that the Tier 1 event and the minutes and the report of the council relating to discussion of the subject matter be kept confidential until 1 July 2015.**
4. **That, pursuant to section 91(9)(a) of the *Local Government Act 1999*, Council delegates the duty to conduct an annual review of the confidentiality order to the Chief Executive Officer, or their sub-delegate.**
5. **That, pursuant to section 91(9)(c) of the *Local Government Act 1999*, Council delegates the power to revoke the confidentiality order to the Chief Executive Officer, or their sub-delegate.**

3. Background

At its meeting held 3 March 2015 ([Link to minutes 3 March 2015](#)) Council resolved to express an interest in participating in the 2016 STDU. We have now received an offer from Events South Australia (ESA) (attachment 1).

We are required to respond to ESA as a matter of priority so that they can finalise the race route prior to launching the race program in the coming months. This report is confidential at the request of ESA until the program is publicly announced.

4. Financial Implications

A PCW budget of \$153,000 has been allocated to the 2015-16 Economic and Employment category in the Tourism sub category. This includes the host council fee of \$55,000 to be paid to ESA.

5. Risk and Opportunity Management

Risk	
Identify	Mitigation
Lack of support from local businesses along the race route	<ul style="list-style-type: none"> Local businesses are engaged through each township business association. Each association appoints an event coordinator to decorate the townships to compete in the Santos Best Dressed Town Competition and deliver free community events on race day. The Marketing and Events team work closely with the association coordinators and have developed positive strong relationships through open communication and regular committee meetings, resulting in successful partnerships and race day community events.
Lack of interest from local businesses to sponsor the event	<ul style="list-style-type: none"> We have already received enquiries and interest for the 2016 event (including Love Velo Seaside and Stage 5 associated event) from our previous event partners and sponsors. We will offer first right of refusal on sponsorship packages to our previous sponsors in order to maintain relationships. The majority of our sponsors are long-standing sponsors of our STDU associated events. The uniqueness and success of Love Velo Seaside has greatly contributed to attracting new and maintaining our long standing sponsors. We aim to continue to increase our in-kind sponsorship which reduces and supports our event operations and logistics cost pressures.

<p>Negative impacts for local residents</p>	<ul style="list-style-type: none"> • Residents affected by road closures receive written event notification and a traffic restriction and parking ban schedule. All traffic restrictions are formally gazetted by ESA. Full details are also promoted via our website, social media and on-hold messages. • Local businesses display a road closure notice/poster to notify their patrons and local residents in the lead up to the event. • Community safety officers will patrol the restricted parking areas (targeting the identified hot spots) and will have the legal capacity to remove vehicles and/or spectators if necessary.
<p>Inadequate staff resources and potential OH&S issues</p>	<ul style="list-style-type: none"> • The Marketing and Events team with the support of Field Operations Centre (FOC) staff have a history of delivering successful and consecutive large scale events. • Through early engagement we will work to develop a cross departmental working group (FOC, Economic Growth and Investment etc), to help build our resource capacity. • We are exploring options for an event clean up team. Subject to a cost benefit analysis, this would support the event delivery team to have adequate breaks and gaps between rostered shifts, ensuring OH&S compliance.
<p>Environmental impact of the hill top finish</p>	<ul style="list-style-type: none"> • We will again work with ESA to mitigate risks to sensitive flora sites on Willunga Hill. • ESA will provide crowd control fencing and security for the site. The restricted area will be gazetted with the road closure and parking bans to provide legal capacity to remove spectators if they enter the site. • The clean-up crew will focus on rubbish clean up on Willunga Hill immediately following conclusion of the race. The following working day, Correctional Services will provide a clean-up crew to collect any leftover waste in and around the event site.

Insufficient budget	<ul style="list-style-type: none"> • As Stage 5 has grown, costs have increased with: <ul style="list-style-type: none"> ○ additional traffic management requirements with the hill top finish introduced in 2011 ○ growth in leveraging our race day corporate function to invite key government and business representatives to create new and foster existing strategic relationships ○ increase of in-kind and cash grants to the local business associations to deliver community events on race day ○ increase of staff costs to deliver race day and associated events safely and efficiently. • We have had great success in sponsorship acquisition. Annually increasing both our cash and in-kind sponsorship results however we face some challenges with the benefits we are able to provide our sponsors as a host council (ESA are the event owners and acquire overarching/at times conflicting sponsors). • Additional costs have been absorbed by the Marketing and Events team which potentially affects other projects. • In 2015 we organised and subsidised additional TV screens to all the business associations to provide live race coverage at their race day events. As a result, the business associations have reported an increase in attendance numbers, visitor duration and event satisfaction and positive feedback. With our current event budget, we will need to reconsider this support in 2016. • The annual budget allocation to deliver Stage 5 of the STDU and associated events was last reviewed in 2009. Most annual PCW projects are entitled to CPI increase however the budget to deliver this event, has not been eligible due to the competitive category quantum.
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Opportunity	
Identify	Maximising the opportunity
Increased visitation and opportunity for overnight and extended stays	<ul style="list-style-type: none"> • Stage 5 is historically the most popular and well attended stage of STDU, attracting approximately 128,000 spectators annually. Spectators include intra/interstate and international visitors. • Hosting the start and finish of Stage 5 provides the opportunity to work with local accommodation providers to promote and capitalise on overnight, extended stays and repeat visits to our region.

	<ul style="list-style-type: none"> • We promote accommodation bookings and tours through the VIC, promoting extended stays in the region. • Given that the accommodation in our region is at capacity during STDU, with the added attraction of our pre-race event, we will aim to increase overnight stays leading up to race day and extended stays in the week that follows. We will achieve this through accommodation and experience packages, promotion of tours and regional visitor experiences as well as cross promotion of events occurring in the region (pre and post STDU).
<p>Increased tourism and economic benefit to the region</p>	<ul style="list-style-type: none"> • Our marketing strategy includes the promotion of the McLaren Vale, Hills, Valleys and Beaches visitor guide and VIC which provides promotion of local restaurants, beaches and wineries, etc to visitors. • Repetition of desirable and unique events such as Love Velo Seaside will increase interest in the region and showcase our local produce and tourist destinations. • We will work with our Tourism Officer, Economic Growth and Investment team and Media and Communications to focus on promoting local businesses and targeted marketing to create a packaged product or experience to encourage extended stays.
<p>Provide opportunities for local business involvement and benefit</p>	<ul style="list-style-type: none"> • The three local business associations deliver free community events on race day through grants provided and marketing support. • We work with ESA and Santos to promote competitions for local businesses to enter (such as the Best Dressed Town Competition). • We work with the Willunga Farmers Market to source local produce for the pre-race event menu and VIP hospitality venue on race day, showcasing regional produce to over 200 corporate networks. • Our pre-race event and hospitality venue also provide opportunity for local wineries and breweries to be involved.
<p>Use event marketing and media strategies to raise our city profile and promote the region as an ideal tourism destination</p>	<ul style="list-style-type: none"> • We will optimise our marketing strategy and media opportunities by packaging our events. • Our associated event, Love Velo Seaside attracts media interest for both the event itself and our region through the attendance of a media famil (including national papers and inflight magazine journalists) hosted by ESA during the STDU along with media coverage including weather crosses and state-wide articles. • We will use our event program, website and social media pages to maximise promotion. • Through our relationships with previous partners we will promote our events through TV and radio. • We will continue to foster relationships with key peak bodies such as SA Tourism Commission, Fleurieu Peninsula Tourism, McLaren Vale Grape Wine and Tourism Association and ESA. • Targeted online marketing campaigns in Victoria (Melbourne)

	and New South Wales (Sydney) to reach key target markets (identified through state market research results).
Key strategic relationships	<ul style="list-style-type: none">• Utilise the hospitality venue to foster new and existing relationships with key government and business representatives and our valued sponsors.

6. Additional information

ESA propose that the race start in McLaren Vale and finish on Willunga Hill. The race will again take in the coastal frontage at Aldinga Beach (as per previous years). The official date for Stage 5 has not yet been confirmed.

We have not been offered a stage in the Bupa Challenge Tour.

Should Council accept the offer from ESA, a report with recommendations and concepts for the 2016 Stage 5 associated events will be presented to Council in July 2015.

RELEASED

26 March 2015

Jaimi Bradshaw
City of Onkaparinga
PO Box 1
Noarlunga Centre SA 5168

SCANNED	Disposal Code:
	Retention:
	No:

Dear Jaimi

Events South Australia, a division of the South Australian Tourism Commission, will stage the eighteenth Santos Tour Down Under in key locations throughout metropolitan and regional South Australia from 16 – 24 January 2016.

We are pleased to advise that the *City of Onkaparinga's* request to host a stage of the 2016 Santos Tour Down Under has been successful.

Date: 23 January 2016
Stage: 5
Location: Start: McLaren Vale
Finish: Willunga Hill
Hosting Fee: \$55,000 + GST

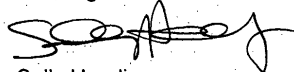
We are excited to be working with you and your appointment as a 2016 host council and all Santos Tour Down Under race information discussed and received over the coming months must still remain **CONFIDENTIAL** until the Santos Tour Down Under officially releases this information to the public.

If you are approached by the media for comment on your application it would be greatly appreciated if you could respond with *'We have received notification on the status of our application, however until the official launch of the 2016 event later in the year we are not in a position to discuss the status.'*

An official contract will be sent to you in the coming weeks.

If you have any queries, please do not hesitate to contact me as soon as possible on 8463 4702 to discuss. We look forward to bringing the event to the region and working with you and your team to stage a safe and successful 2016 event.

Kind regards



Sally Heading
Event Manager
Santos Tour Down Under

tourdownunder.com.au

