

11.1 Tour Down Under 2012

This report is in response to the confidential presentation to Council by Events SA on 19 April 2011. It aims to explore the benefits and disbenefits of a proposed finish on Willunga Hill as compared to retaining the status quo (which would see the race finish in Willunga township).

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

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1 Executive summary

1.1 Topic

This report is in response to the confidential presentation to Council by Events SA on 19 April 2011. It aims to explore the benefits and disbenefits of a proposed finish on Willunga Hill as compared to retaining the status quo (which would see the race finish in Willunga township).

1.2 Context

At its meeting held on 19 April 2011 Council resolved:

That Council accept the offer to host a complete stage (Stage 5) of the Tour Down Under in 2012, including a start and a finish and the finish in principle to be a hilltop finish to be determined after consideration of a report to Council on 3 May 2011.

1.3 Suggested outcome

It is suggested that Council consider this item in confidence. Section 90(3)(j) of the *Local Government Act 1999* is suggested as the most appropriate to use for this purpose.

This item is presented as a confidential item because Events SA have requested this information remain confidential until the race route is publicly announced in June 2011.

The possible implications/s of not considering this item in confidence are potentially damaging the positive working relationship we have with Events SA and the potential loss of high impact media coverage that is anticipated to result from the announcement.

2 Recommendation(s)

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 in confidence this item.
- 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 -

- (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); and
 - (ii) 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 consider the benefits and disbenefits of a proposed finish on Willunga Hill as compared to retaining the status quo (which would see the race finish in Willunga township) and determine its response.
 3. That a further report be presented to Council outlining the proposed event plan for the 2012 event by August 2011.
 4. That the matter of the Tour Down Under 2012 having been considered in confidence under Section 90(3)(j) of the *Local Government Act 1999* an order be made under the provisions of Section 91(7) and (9) of the *Local Government Act 1999* that item 11.1 Tour Down Under 2012 and the minutes and the report of the Council meeting relating to discussion of the subject matter be kept confidential until Events SA publicly announce details of the 2012 race.

Key factors

3 Discussion

The proposal from Events SA for the 2012 event is as follows:

Hosting Stage 5 on Saturday 21 January 2012, comprising a start at McLaren Vale, two sprints through Snapper Point, feed zones in Willunga and finishing on Willunga Hill.

Events SA are willing to consider a range of models to ensure Council is comfortable that the community benefits are 'shared' across the three townships, including being open to negotiating the start location.

Council staff, with input from Events SA, have explored the benefits and disbenefits of a proposed finish on Willunga Hill as compared to retaining the status quo (which would see the race finish in Willunga township). The analysis that follows covers the issues raised by members at the meeting.

Proposed finish on Willunga Hill

Benefits

- Events SA inform us that this is the biggest change to the race design in its history. They believe this will result in increased international media coverage and international interest in the stage, resulting in increased exposure for our city.
- Increased excitement locally, regionally and nationally with a potential increase in numbers attending the stage (and thus visiting our city).
- Strengthening the relationship between Events SA and City of Onkaparinga and potentially ensuring the longevity this landmark stage of the race (ie Events SA not looking for an alternative 'hill' finish location in 2013).

Disbenefits

- Potential logistical challenges associated with:
 - the increased numbers of spectators on top of Willunga Hill
 - restricted viewing opportunities along the road leading to the peak of the hill
 - parking for spectators on the hill
 - insuring local native vegetation site(s) are appropriately managed
 - delivering an event in the fire danger season in a highly vegetated area with limited entry and exit access.
- A potential decrease in the number of spectators:
 - in the township of Willunga, especially for the last lap of the race as they move up to the hill for the finish, potentially impacting on the benefits to local businesses and communities
 - able to view the trophy presentation due to difficulties (for various reasons) in getting to the top.

Proposed Events SA strategies to mitigate the potential disbenefits (above)

- Events SA will work with the MFS and CFS to ensure they manage the potential public safety risks in the event of a fire, noting that on catastrophic fire danger days the stage would not go ahead.
- A large screen would still be positioned in Willunga township (in addition to the Council provided screen) to ensure race visibility in Willunga and thereby encouraging crowds to remain in Willunga.
- The race commentary would be broadcast down the hill and into Willunga township to ensure attendees in the township feel connected to the race.
- Events SA will aim to minimize the space required for race logistics equipment to ensure optimum viewing space at the top of the hill.

- Events SA would not position any catering at the top of the hill that would be in competition with local businesses (unless local businesses chose not to participate in this way).
- Events SA will work to maximize the increased media and international tourism interest that will arise from a finish on Willunga Hill.
- Events SA will investigate with DTEI the possibility of providing parking along Victor Harbor Road and implementing speed and lane restrictions along this road.
- Events SA will investigate the option of the presentations being shown on the big screens located in the township.

The possibility of retaining the winner's podium presentations within the Willunga township was raised at the 19 April 2011 Council meeting. On further investigation by Events SA, and as indicated likely by Race Director Mike Turtur during the presentation, they have determined that this will not be possible. This is due to the regulations involved with race anti-doping testing. Riders must present at the testing van within 30 minutes of race finish. The testing van must be located within the team area (positioned at top of hill). There would not be sufficient time to transfer winners from the top of the hill to the township for presentations, and then back to the testing van within the time limits.

Proposed City of Onkaparinga strategies to mitigate the potential disbenefits (above)

- Invite local (Willunga) businesses (via the Willunga Business Association) to cater food and refreshments for the crowds at the top of Willunga Hill.
- Invite local (Willunga Hill) business such as 'Our Place' to cater for the crowds we could anticipate would position themselves along Meadows Road.
- Position Willunga township activities (including entertainment provided by City of Onkaparinga and the large television screen we provide), closer to the hill on Main St Willunga to encourage mobility between the town and the hill, thereby encouraging crowds into the township.

Next steps (should Council determine the finish be positioned on Willunga Hill)

As identified by Events SA staff, every stage is many weeks in planning so it would be many weeks before all details of the stage would be available.

Should Council agree to finish the stage on Willunga Hill events staff will continue to work closely with Events SA and with City of Onkaparinga logistics staff to plan all elements of the stage, including the elements identified in this report. As per our standard process staff would then present a report to Council outlining the proposed event plan for the 2012 event which would include details of the elements outlined in this report.

Retaining the status quo – hosting Stage 5 of the TDU with a finish in Willunga township

Benefits

The benefits of a finish in Willunga township remain the same as previous years. We would expect a status quo in regards to the community and economic outcomes for the township and the level of visitation and media coverage.

Disbenefits

Events SA have informed us that they will deliver a 'hill finish' on the Saturday stage by 2013. If we choose not to position the finish in Willunga Hill in 2012, they will begin a search for an alternative site for a hill finish for the 2013 event. Potentially this will mean we will not host the Saturday stage in 2013.

Next steps (should Council determine to retain status quo with a finish in Willunga township)

Should Council wish to retain the status quo (thereby retaining a finish in Willunga township), we would follow our standard process of staff presenting a report to Council outlining the proposed event plan for the 2012 event.