

12.1 2010 Tour Down Under

This report seeks decisions relating to the proposed event format for 2010 Tour Down Under (TDU).

This is information seeking council direction.

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Attachments: 1. Map of proposed circuit (1 page)

1 Executive summary

1.1 Topic

This report seeks decisions relating to the proposed event format for 2010 Tour Down Under (TDU).

1.2 Context

This report should be considered in context with the accompanying report item 9.5 of this agenda outlining a proposed event structure, promotional strategy and recommended budgets. This report is confidential at the request of Events SA until the final program is released.

1.3 Suggested outcome

That Council consider the offer from Events SA in regard to the Tour Down Under 2010 and determine its response.

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 report 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); and

(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.

2. That Council respond to the offer put forward by Events SA by choosing one of the following options:

Either:

- decline the offer and not participate in the Tour Down Under in 2010, OR**
- decline the offer and request that Events SA consider a request for us to host solely a finish with a budget of no more than \$126,000, OR**
- accept the offer to host a start and a finish for Stage 5 of the Tour Down Under 2010 with a budget of no more than \$156,000.**

3. That an order be made under the provisions of Section 91(7) and (9) of the Local Government Act 1999 that this document (or part of such document) including the minutes of the Council/Committee 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 2010 program.

Key Factors

3 Discussion

Offer from Events SA

Events SA have offered us the opportunity to host a Stage 5 start and finish. They are proposing the Snapper Point to Willunga circuit as introduced in 2009, as per Attachment 1 to this report.

Alternatives

1. Decline the offer and not participate in TDU in 2010

Results of the McGregor Tan research, conducted during the 2009 Tour Down Under with specific reference to Stage 5 indicate more than \$1.8 million of visitor dollars were spent in the City of Onkaparinga that day. The anecdotal feedback suggests a high level of community pride and involvement in the event.

2. Decline the offer and request that Events SA reconsider our request to host a finish

If we decline their current offer of a start/finish Events SA have indicated they cannot guarantee we will be offered any role in the event. This is because they would then be required to completely redesign stage 5 and source a suitable start location.

3. Accept the offer

This option will provide us with the greatest economic benefit and community development opportunities. We believe the proposed event format and promotional strategy outlined in Item 9.5 of this agenda will enable us to deliver tourism, promotional and community outcomes in a cost effective fashion.

