

## 15.2 Tier 1 Event

*This report seeks Council's direction in relation to expressing interest in participating in the 2015 Santos Tour Down Under.*

This is a regular or standard report.

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### 1. 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 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 until 1 August 2014.

#### 2. That Council express interest in hosting either:

1. a start
2. a finish
3. a start and finish (complete stage)
4. and/or The Bupa Challenge in the 2015 Santos Tour Down Under.

or

5. Council does not express interest in hosting a stage of the 2015 Santos Tour Down Under.

3. That the matter of the Tier 1 Event having been considered in confidence under Sections 90(2) and 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 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 August 2014.
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.**

**2. Background**

The City of Onkaparinga has been involved in the Tour Down Under since its inception in 1999, traditionally hosting Stage 5 (complete stage) of the race.

**3. Financial Implications**

The costs for hosting a start or a finish or a stage of the 2015 Santos Tour Down Under (STDU) range from \$15,000 to approximately \$55,000. These fees are for hosting only and do not include any additional activities, events, grants, maintenance or logistics expenses.

**4. Risk and Opportunity**

No key risks have been identified as this report is for an expression of interest. If we are offered a start/finish/stage a thorough risk analysis will be presented to Council with the opportunity to accept or decline the offer.

**5. Discussion**

**Expressions of interest – hosting options**

We can express interest in hosting:

- A start (hosting fee \$15,000 ex GST)

Hosting only a start may make it more challenging to retain racegoers in our city as they tend to follow the race to the finish. This would impact on our decision-making regarding auxiliary and community events.

- A finish (hosting fee \$20,000 ex GST)

This would impact on our decision-making regarding auxiliary and community events.

Hosting either a start OR a finish means it is likely that fewer towns from our city would be involved and receive benefit from the race.

- A start and finish – complete stage in our council area (cost POA, traditionally \$55,000 ex GST)

Hosting both a start and finish in our city means we receive very strong attendance (traditionally the highest attended stage of the Tour). It encourages and results in overnight and extended stays in our city and provides economic benefit to our local businesses (\$7M in 2013).

The live coverage of our stage has provided significant additional exposure and international and national promotion of our city. In 2013 we received significant media coverage valued at approximately \$7.1M (calculated by Events South Australia's public relations team) including radio, TV, print and online. Television coverage by Channel 9 of stage 5 was valued at \$477,081.

- Bupa Challenge Tour start or finish (hosting fee \$25,000 ex GST)

This is a recreational race in the STDU and is aimed at amateur cyclists—it is not a formal 'stage' of the STDU. The Bupa Challenge in previous years has had over 7000 participants.

We are able to express an interest in the Bupa Challenge Tour in addition to options for the actual STDU race competition or as our sole interest.

### **Hosting benefits**

The benefits offered by Event South Australia (ESA) for all of the above hosting options are the same, however in recent years we have negotiated additional benefits and opportunities and leveraged off of our commitment to hosting a complete stage (start and finish in our city).

### **Formal offer**

In due course ESA will send formal offers to successful councils. Should we receive an offer, Council will have the opportunity to accept or decline the offer.