

ITEM NUMBER: 18.2

CONFIDENTIAL REPORT

EVENT ACTIVATION - EXPRESSION OF INTEREST

Pursuant to Section 83(5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- g. **matters that must be considered in confidence in order to ensure that the council does not breach any law, order or direction of a court or tribunal constituted by law, any duty of confidence, or other legal obligation or duty.**

Recommendation – Exclusion of the Public – Section 90(3)(g) Order

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Council hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 12/25 Event Activation – Expression of Interest in confidence.
 2. That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 12/25 Event Activation – Expression of Interest on the following grounds:
 - g. pursuant to section 90(3)(g) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is information concerning matters that must be considered in confidence in order to ensure that the Council does not breach any duty of confidence with the South Australian Tourism Commission.
 3. The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.
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Item No: 18.2

Subject: EVENT ACTIVATION – EXPRESSION OF INTEREST

Summary

The City of Holdfast Bay hosted two stage starts of the 2025 Santos Tour Down Under – the Women's Ziptrak Stage 1 event in Brighton on 17 January 2025, and the Men's Hahn Stage 4 event in Glenelg on 24 January 2025.

Expressions of interest to participate in the 2026 race close on 28 February 2025. Due to the Transforming Jetty Road works scheduled to be taking place in early 2026, it is recommended that Council expresses interest in hosting a single race stage start in Brighton only for 2026.

Recommendation

That Council:

1. notes this report; and
2. approves Administration submitting an Expression of Interest to host a Tour Down Under race stage start in Brighton for 2026.

RETAIN IN CONFIDENCE - Section 91(7) Order

3. That having considered Agenda Item 18.2 Event Activation – Expression of Interest in confidence under section 90(2) and (3)(g) of the *Local Government Act 1999*, the Council, pursuant to section 91(7) of that Act orders that the report and minutes be retained in confidence until the event organisers make their public announcement and the Chief Executive Officer is authorised to release the documents when the official announcement is made.
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Background

The Santos Tour Down Under was first held in 1999 and has grown year on year to become the biggest cycling race in the southern hemisphere. Since 2008 it has been part of the prestigious Union Cycliste Internationale (UCI) World Tour, bringing the top professional cycling teams to race on the streets of Adelaide and regional South Australia for a week each January.

Council's relationship with the race spans many years with several stage starts and one full leg. Additionally, many associated events have been organised by third parties to coincide with the race stages that have taken place within the City of Holdfast Bay.

The City of Holdfast Bay hosted two race stage starts in 2023: a women's race at Glenelg and a Men's race in Brighton. After being successful in securing only one race stage start in 2024, Council was successful in securing both men's and women's race stage starts in 2025.

Report

Women's Ziptrak Stage 1 – Brighton to Aldinga - 17 January 2025

The Women's Ziptrak Stage 1 was the first race of the 2025 Santos Tour Down Under. Approximately 5,000 spectators converged on Brighton Esplanade to see off the world's best female cyclists as they departed on the 101.9km route finishing at Aldinga. In attendance were The Honourable Peter Malinauskas MP, Premier of South Australia, The Honourable Zoe Bettison MP, Minister for Tourism and Sarah Andrews MP, Member for Gibson. Following an Acknowledgement of Country by the City of Holdfast Bay, Chief Executive Officer Pamela Jackson, the race start was officiated by Councillor Snewin representing the Mayor of Holdfast Bay.

Men's Hahn Stage 4 – Glenelg to Victor Harbor - 24 January 2025

Approximately 15,000 spectators lined Colley Terrace and Jetty Road Glenelg to watch the world's best male cyclists depart along the 157.2 km race route finishing at Victor Harbor.

The start was officiated by Deputy Mayor Jane Fleming, while the City of Holdfast Bay Chief Executive Officer, Pamela Jackson delivered the Acknowledgement of Country. In a spectacle that captivated both locals and visitors, two Australian Defence Force fly overs accompanied the race start, showcasing strong community and national support.

The Glenelg Ice-Cream Festival was held the night before (23 January 2025) the race start, encouraging visitors to enjoy a vibrant local festival, stay overnight, and then experience the excitement of race day within the precinct.

Santos Tour Down Under 2026

Expressions of interest for host councils to participate in the 2026 Santos Tour Down Under close on 28 February 2025. The selection of race stage starts, finishes and routes through host councils are at the discretion of the Tour Down Under's Race Director. Councils will be advised of the outcome of their expression of interest in May 2025, with public announcements due to be made in June.

Given the constraints imposed by the scheduled Transforming Jetty Road works in Glenelg, and the resourcing implications of hosting two race stage starts in the peak events season, it is recommended that Council's expression of interest for 2026 is for a single race stage start in Brighton. This could be either a men's or women's race stage.

Budget

A provisional allocation of \$32,000 has been made in the 2025-26 draft events budget to cover the costs of hosting a single race stage start in 2026. This includes \$15,000 for a hosting fee, which is the quoted cost for a midweek Men's stage start (the Women's stage start fee is \$2,500).

In addition, there is an Activation Support Initiative being offered to participating councils in 2026. A rebate of 50% of the stage start/finish hosting fee is available to support activations

that will attract 1,000+ attendees to showcase the area and enhance the excitement of the Santos Tour Down Under.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: economic and social vibrancy and a thriving environment

Council Policy

City of Holdfast Bay Events Strategy 2021-2025

Statutory Provisions

Not applicable

Written By:

Manager City Activation

General Manager:

Community and Business, Ms M Lock