

## 14.2 2025 TOUR DOWN UNDER – EXPRESSION OF INTEREST

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**REPORT AUTHOR:** Coordinator, Events & Marketing  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4582  
**FILE REFERENCE:** qA140593  
**ATTACHMENTS:** A

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### PURPOSE OF REPORT

The purpose of the report is to advise the Council of the invitation by Events SA, to host the Start of Stage Three of the 2025 Tour Down Under and the Challenge Tour.

### BACKGROUND

The Tour Down Under, a nationally and internationally recognised cycling event, is held in South Australia during January and comprises a series of races with a start and finish being held in different parts of the State. The start and finish components of each stage of the Tour are changed on a regular basis and the right to host a start or a finish, is strongly contested by Councils.

The City of Norwood Payneham & St Peters has previously hosted twelve (12) start events, with the most recent event held in January 2024. The Council has also hosted the Challenge Tour as part of the event on seven (7) occasions.

In January 2024, the Council was approached by Events SA with an invitation to lodge an Expression of Interest in respect to hosting one of the stages as part of the 2025 Tour Down Under.

A copy of the Expression of Interest Letter and Information Pack which has been received from Events SA is contained within **Attachment A**.

Expressions of Interest are required to be submitted by Friday, 1 March 2024.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Outcomes contained in *CityPlan 2030* are:

*Outcome 2: Cultural Vitality*

*Objective 2.5: Dynamic community life in public spaces and precincts.*

*Strategy 2.5.3: Host and facilitate community events and activities.*

The Tour Down Under is promoted as an inclusive, family event, therefore meeting the Council's aims of encouraging "an engaged and participating community" and attracting "more community life in public spaces".

### FINANCIAL AND BUDGET IMPLICATIONS

The fee to host a stage of the Tour and the Challenge Tour Start of the Tour Down Under is expected to be in the order of \$20,000. In addition, there are other costs with hosting a Stage (ie additional toilets, waste bins, marketing and the road closure) which are funded by the Council.

In this respect, the Council allocated \$55,000 in the 2023-2024 Budget to host the 2024 Tour Down Under and it is estimated that a similar amount will be required to host a stage of the 2025 Tour Down Under and Challenge Tour.

## EXTERNAL ECONOMIC IMPLICATIONS

In terms of economic impact, Events SA have advised that the 2023 Santos Tour Down Under generated \$79.8m for South Australia.

## SOCIAL ISSUES

The staging of an international event such as the Tour Down Under, enables the Council to showcase the City, both locally, nationally and internationally. The Social Audience (social media audience), recorded by Events SA for the 2023 TDU, was averaged at 223,000 and a Live Audience (watching the broadcast via TV or web stream) of 779,000.

## CULTURAL ISSUES

Not Applicable.

## ENVIRONMENTAL ISSUES

Not Applicable.

## RESOURCE ISSUES

Not Applicable.

## RISK MANAGEMENT

As the Tour Down Under is managed by Events SA on behalf of the State Government. Events SA provides a comprehensive Risk Management Plan as well as an Extreme Weather Policy that is included as part of the Council's internal Risk Assessment.

## CONSULTATION

- **Elected Members**  
Not Applicable.
- **Community**  
Not Applicable.
- **Staff**  
Not Applicable.
- **Other Agencies**  
Not Applicable.

## DISCUSSION

The Tour Down Under is now recognised as a major event and attracts large numbers of spectators and as such, hosting a start is very much sought after by Councils.

Events SA has advised that market research commissioned by Events SA in respect to the 2023 Tour Down Under, has highlighted total attendances over 690,000 with an average of 89% of the visitors coming from interstate.

The market research for the 2024 event has not been released by Events SA at the time of writing this report.

## OPTIONS

The Council can resolve to accept the invitation from Events SA to host a Start of the Tour Down Under in January 2025 and submit an Expression of Interest, or alternatively it can resolve not to lodge an Expression of Interest.

Given the Council's previous participation in the Tour Down Under and the positive impacts which it has on both the local economy and the community, it is recommended that the Council accepts the opportunity which has been presented and lodges an Expression of Interest.

## CONCLUSION

Over the years, the Tour Down Under has gained in popularity, however the results of the 2024 Event are yet to be released. Notwithstanding this, it is expected that based on media reports, the event has again been successful.

## COMMENTS

Events SA will forward an Agreement to the Council should the Council resolve to accept the invitation to host the Start of Stage Three and the Challenge Tour Start of the 2025 Tour Down Under.

## RECOMMENDATION 1

That pursuant to the provisions of Section 90 (2) and (3)(d) (i) and (ii) of the *Local Government Act 1999*, the Council orders that the public, with the exception of the Council staff present, be excluded from the meeting on the basis that the Council will discuss:

- (g) matters that must be considered in confidence in order to ensure that the Council does not breach any duty of confidence;

and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public has been outweighed by the need to keep the discussion and consideration of the information confidential.

## RECOMMENDATION 2

That the Chief Executive Officer be authorised to sign and submit an Expression of Interest to host a Start of the 2025 Tour Down Under and the Challenge Tour Start for 2025.

## RECOMMENDATION 3

Under Section 91(7) and (9) of the *Local Government Act 1999* the Council orders that the report, discussion and minutes be kept confidential until the announcements have been made by Events South Australia at the official 2025 Santos Tour Down Under Launch.

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*Cr Robinson moved:*

*That pursuant to the provisions of Section 90 (2) and (3)(d) (i) and (ii) of the Local Government Act 1999, the Council orders that the public, with the exception of the Council staff present [Chief Executive Officer; General Manager, Governance & Civic Affairs; General Manager, Urban Planning & Environment; General Manager, Infrastructure & Major Projects; Chief Financial Officer; Manager, Strategic Communications & Advocacy; Executive Assistant, Chief Executive's Office and Administration Assistant, Governance & Civic Affairs], be excluded from the meeting on the basis that the Council will discuss:*

*(g) matters that must be considered in confidence in order to ensure that the Council does not breach any duty of confidence;*

*and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public has been outweighed by the need to keep the discussion and consideration of the information confidential.*

*Seconded by Cr Callisto and carried unanimously.*

*Cr Callisto moved:*

*That the Chief Executive Officer be authorised to sign and submit an Expression of Interest to host a Start of the 2025 Tour Down Under and the Challenge Tour Start for 2025.*

*Seconded by Cr Holfeld and carried unanimously.*

*Cr Callisto moved:*

*Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the report, discussion and minutes be kept confidential until the announcements have been made by Events South Australia at the official 2025 Santos Tour Down Under Launch.*

*Seconded by Piggott and carried unanimously.*

# Attachment A

**Confidential**

**2025 Tour Down Under  
Expression of Interest**

Released

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City of Norwood Payneham & St Peters  
175 The Parade, Norwood SA 5067

Telephone 8366 4555  
Facsimile 8332 6338  
Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



*City of*  
**Norwood  
Payneham  
& St Peters**

# SANTOS TOUR DOWN UNDER

# 2025 HOST COUNCIL EXPRESSION OF INTEREST

COMMERCIAL IN CONFIDENCE

# ***A TOUR LIKE NO OTHER...***

First held in 1999, the Santos Tour Down Under is the biggest cycling race in the southern hemisphere. This 10-day event brings elite Men's and Women's WorldTour professional cycling teams to race on the streets of Adelaide and regional South Australia each January, which over 23 editions has seen 1648 unique riders participating, from 55 different nationalities.

Not just a bike race, the Santos Tour Down Under is home to the largest Festival of Cycling in the southern hemisphere, with the vibrant Tour Village hub, a range of associated events, participation rides for kids and adults, street parties and live music, combining to create a massive party atmosphere across South Australia.

The Santos Tour Down Under invites the whole state to the party by taking the race through the Adelaide CBD, metropolitan Adelaide and South Australia's regions. The event provides a significant contribution to the state's tourism industry and showcases the attractions of South Australia to the world through global television coverage.



# EVENT OVERVIEW



**690K**

**LIVE AUDIENCE**



**2.7M**

**DOMESTIC  
BROADCAST  
REACH**



**66.5M**

**ECONOMIC  
IMPACT**



**190**

**TERRITORIES  
SHOWING THE  
EVENT**



**243K+**

**SOCIAL AUDIENCE**

SANTOS TOUR DOWN UNDER 2023 STATISTICS

# VISITATION



Total visitor nights in South Australia  
**364,200 nights**



Average in-scope visitor nights in South Australia  
**9.4 nights**



Average in-scope visitor nights in South Australia by:

International Visitors	Interstate Visitors
<b>13.1 NIGHTS</b>	<b>8.9 NIGHTS</b>



Total in-scope visitors  
**89% of TOTAL VISITORS**



Total in-scope visitor nights in South Australia  
**325,321 nights**



Total in-scope visitor nights from  
**OVERSEAS 11%**  
**INTERSTATE 89%**

# KEY COUNCIL BENEFITS



## EXPOSURE TO A GLOBAL AUDIENCE

Key regional messages and tourism highlights shared through scripting for broadcast commentators.

For the first time in 2023 the women's race will be broadcast live.



## ECONOMIC BENEFIT & REPEAT VISITATION

In 2023 over 690,000 people attended the Santos Tour Down Under, including **45,000** event specific visitors. The event had a total economic impact of **\$79.8M**.



## PUBLIC RELATIONS AND MEDIA

Each host council is provided with a personalised debrief report.

The Santos Tour Down Under provides each host council with pre-approved quotes in advance of the race route announcement from the Race Director, and can assist with specific requests.



## SOCIAL MEDIA COMMUNITY

The Santos Tour Down Under has a strong and engaged social media community. They love interesting content about all things cycling-related, including learning about the regions visited by the stages each year.



## INCREASED COMMUNITY ENGAGEMENT

Associated Events and our Santos Best Dressed Town competition provide opportunities for communities to show visitors the vibrancy of their town. Councils are encouraged to work with local businesses and traders on initiatives that increase economic impact.

# HOST COUNCIL BENEFITS



## BRAND RECOGNITION

Logo inclusion on the Santos Tour Down Under website, on stage maps, in The Advertiser event guide and on the Santos Tour Down Under sponsor reel at select functions.

4x council branded corflute signs positioned on track at the start or finish area (council to provide signage).



## ASSOCIATED EVENT PROMOTION

Promotion of council organised and run associated event/s as part of the festival on the official website.

Promotion of council organised and run associated event/s in the Santos Tour Down Under official program (distributed by The Advertiser and on site).

Inclusion of your Council organised and run Associated Event/s as part of the TDU paid and organic digital strategy including EDMs and social media posts (at the discretion of the marketing team based on images supplied).



## DIGITAL PROMOTION

Inclusion of your council region in written content on the website promoted through organic digital platforms to promote South Australia and race routes. This can include local attractions and tourism packages to encourage extended stays.

Promotion of your region and/or associated events through paid digital strategy throughout the year.



## ON EVENT OPPORTUNITIES

Opportunity for council to engage local talent to sing the first verse of the National Anthem or perform a Welcome to Country (starts only).

Opportunity for the Mayor to fire the start gun or present the stage winner with the stage trophy in conjunction with the stage trophy in conjunction with the stage sponsoring party.

Opportunity for council to provide a gift representative of the region to the stage winner.



## OTHER OPPORTUNITIES

Networking opportunities with invitations to Santos Tour Down Under function(s) and facilitated introductions to Santos Tour Down Under commercial partners.

Opportunity to suggest vignette ideas and helicopter shots for the television broadcast.

Opportunity for council to consider and propose other ways of leveraging the Santos Tour Down Under.

# HOST COUNCIL OBLIGATIONS



## ON ROAD

Implementation of all required road closures and parking restrictions at the host town and any sprint or KOM/QOM locations (council to cover costs).

Removal of any traffic obstacles that affect the race (council to cover costs).

Street sweeping to be conducted the night prior to the event (council to cover costs).



## ON SITE

Provision of waste reciprocals (3-bin system), water refill stations and sufficient public facilities at the start/ finish location (council to cover costs).

Cooperation with other event requirements (i.e. location of merchandise van, parking restrictions, presentation stage), including approval by Events Operations Manager to use council infrastructure.

Access to venues/roads/verges/parklands and services at no cost to facilitate event finish including negotiation with private landowners.



## COMMUNITY ENGAGEMENT

Notification to residents and businesses of road closure.

Coordination of activation/activities to promote the 'Santos Festival of Cycling' atmosphere.

Insurance and documentation covering any associated events, activities, entertainment, volunteers, staff etc organised by council.

Councils are encouraged to enter the Santos Best Dressed Town Competition.



## MARKETING/ADMINISTRATION

Provision of a dedicated event contact to liaise with the Santos Tour Down Under team.

Correct use of logo and names associated with the Santos Tour Down Under.

Cooperation with event official sponsors and preferred suppliers, including any exclusivity arrangements and community consultation regarding sponsor exclusivities.

# HOSTING FEES

STAGE	HOSTING FEE
Men's UCI WorldTour Stage Start (mid week)	\$15,000
Men's UCI WorldTour Stage Finish (mid week)	\$20,000
Men's UCI WorldTour Stage Start (final weekend)	\$20,000
Men's UCI WorldTour Stage Finish (final weekend)	\$25,000
Men's UCI WorldTour Stage Start (Participation Ride*)	\$20,000
Men's UCI WorldTour Stage Finish (Participation Ride*)	\$25,000
Women's UCI WorldTour Start	\$2,500
Women's UCI WorldTour Finish	\$5,000
Entire stage in your region	Price on application
Multiple stage start/finishes	Price on application

\*the inclusion of a participation ride in the 2025 event is not confirmed

# EXPRESS YOUR INTEREST

To submit your interest, please complete all details in the Expression of Interest (EOI) form by Friday 1<sup>st</sup> March 2024.

Submitting an EOI does not guarantee or commit your council to hosting in 2025.

To expedite the planning process, it is recommended that councils submitting an EOI present their proposal to their council in confidence by the end of January, with the aim of obtaining in principle council support.

Once EOIs have closed the applicant information will be assessed, race routes designed and then councils will be contacted to obtain further information, advise if they have been successful or unsuccessful.

Should you have any questions regarding submitting your expression of interest please contact:

Stacey Woodrup  
Senior Event Coordinator – Santos Tour Down Under  
stacey.woodrup@sa.gov.au

[CLICK TO SUBMIT](#)





# THANK YOU

## KEY CONTACTS

**Jaimee Carter**  
Event Manager – Santos Tour Down Under  
Events South Australia  
m: 0411 586 264  
e: [Jaimee.carter@sa.gov.au](mailto:Jaimee.carter@sa.gov.au)

**Stacey Woodrup**  
Senior Event Coordinator  
Events South Australia  
p: 8429 4565  
e: [staceywoodrup@sa.gov.au](mailto:staceywoodrup@sa.gov.au)