



CONFIDENTIAL AGENDA – COUNCIL MEETING 18 DECEMBER 2018

8.1 CHIEF EXECUTIVE OFFICER

8.1.1	Australia Day Awards 2019	2
	Citizen of the Year nominations	7
	Young Citizen of the Year nomination	16
	Community Event of the Year nominations	17
	Community Project of the Year nomination	34

8.2 MANAGER COMMUNITY PROJECTS

8.2.1	Santos Tour Down Under 2020	37
-------	-----------------------------	----

8.3 EXECUTIVE SERVICES – MANAGAGER FINANCIAL SERVICES

8.3.1	Sale of Land for Non Payment of Council Rates	51
-------	---	----

COVER SHEET

CONFIDENTIAL REPORT

18 DECEMBER 2018

COUNCIL MEETING

CORPORATE AND COMMUNITY SERVICES

8.2 CONFIDENTIAL AGENDA – MANAGER COMMUNITY PROJECTS

8.2.1

SANTOS TOUR DOWN UNDER 2020

The matter of the agenda item being a Report regarding Council's potential Expression of Interest to host an event or events in the 2020 Santos Tour Down Under and pursuant to Section 90(3)(d)(i) of the Local Government Act 1999 ("the Act") being commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party, and (ii) would on balance, be contrary to the public interest.

There is strong public interest in enabling members of the public to observe Council's transparent and informed decision-making. This helps to ensure accountability, maintain transparency of public expenditure, facilitate participation, assist public awareness and allow for the scrutiny of information. Attendance at a Council meeting is one means of satisfying this interest. The public will only be excluded from a Council meeting when the need for confidentiality pursuant to Section 90(2) of the Act outweighs the public interest of open decision making.

In this matter, the reason that receipt, consideration or discussion of the information or matter in a meeting open to the public would be contrary to the public interest is that the information has been provided to Council as commercial in confidence. The matter has been requested to be kept confidential until such dates any embargo on the announcement regarding venues for the 2020 Santos Tour Down Under is lifted by Events South Australia.

On balance, the above reason which supports the need for confidentiality pursuant to Section 90(2) of the Act outweighs the factors in favour of the public interest of open decision-making.

RECOMMENDATION:

That Council:

- (1) Under the provisions of Section 90(2) of the Local Government Act 1999, make an order that the public be excluded from the meeting with the exception of the Chief Executive Officer, Director Corporate and Community Services, Director Development and Environmental Services, Director Works and Engineering, Manager Community Projects, Communications Officer and the Minute Secretary, in order to consider in confidence, a report relating to Section 90(3) (d) of the Local Government Act 1999 relating to agenda item 8.2.1 Santos Tour Down Under 2020 being information that must be considered in confidence in order to ensure that Council does not disclose commercial information of a confidential nature (not being a trade secret) the disclosure of which – (i) could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and (ii) would, on balance, be contrary to the public interest.
- (2) Accordingly, on this basis, Council is satisfied that public interest in conducting meetings in a place open to the public has been outweighed by the need to keep the information and discussion confidential as the information has been provided to Council as commercial in confidence and Council could be prejudiced if it disclosed this information.

OUT OF CONFIDENCE

CONFIDENTIAL REPORT

COUNCIL

CORPORATE AND COMMUNITY SERVICES

MANAGER COMMUNITY PROJECTS

18 DECEMBER 2018

8.2.1

SANTOS TOUR DOWN UNDER 2020

B8989

PURPOSE

Events South Australia is inviting applicants to lodge an Expression of Interest to become a host Council for the 2020 Santos Tour Down Under (*Attachment 1*).

RECOMMENDATION 1

That Council:

- (1) Endorses in principle the Expression of Interest registration indicating an interest in hosting a 2020 Santos Tour Down Under Start at a cost of \$16,500 inc GST;

Or

- (2) Endorses in principle the Expression of Interest registration indicating an interest in hosting a 2020 Santos Tour Down Under Finish at a cost of \$22,000 inc GST;

Or

- (3) Endorses in principle the Expression of Interest registration indicating an interest in hosting a 2020 Santos Tour Down Under Start and Finish entirely within Council area at a cost to be advised;

And/or

- (4) Endorses in principle the Expression of Interest registration indicating an interest in hosting a 2020 Santos Tour Down Under Bupa Challenge Tour Start at a cost of \$22,000 inc GST, or Finish at a cost of \$27,500 inc GST;

And/or

- (5) Endorses in principle the Expression of Interest registration indicating an interest in hosting a 2020 Santos Women's Tour Start or Finish;

And

- (6) Requests/requires that the host township selected be: Start
Finish

And

- (7) Having considered this matter in confidence under Section 90(2) of the Local Government Act (the Act) pursuant to Section 90(3)(b)(i) and (ii) of the Act being information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct business, or to prejudice the commercial position of the council, makes an order pursuant to Section 91(7) of the Local Government Act 1999, that the minutes, report and attachments other than the minutes relating to the confidentiality order of the Confidential Council Meeting held on 18 December 2018 in relation to Confidential Item Number 8.2.1 and titled Santos Tour Down Under 2020, be kept confidential and not available for public inspection until such date as any embargo on the announcement regarding venues for the 2020 Santos Tour Down Under is lifted.

OR

RECOMMENDATION 2

That Council

- (1) Declines to submit an Expression of Interest for the Santos Tour Down Under for 2020.
- (2) Having considered this matter in confidence under Section 90(2) of the Local Government Act (the Act) pursuant to Section 90(3)(b)(i) and (ii) of the Act being information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct business, or to prejudice the commercial position of the council, makes an order pursuant to Section 91(7) of the Local Government Act 1999, that the minutes, report and attachments other than the minutes relating to the confidentiality order of the Confidential Council Meeting held on 18 December 2018 in relation to Confidential Item Number 8.2.1 and titled Santos Tour Down Under 2020, be kept confidential and not available for public inspection until such date as any embargo on the announcement regarding venues for the 2020 Santos Tour Down Under is lifted.

REPORT

Background

The Barossa Council has participated in every Tour Down Under since the event began in 1999. It was only in 2004 that we supported a ride through and did not host a start or finish.

Discussion

A statement provided by Events South Australia summarising the potential benefits to and requirements of Council to participate, is provided in Attachment 2. Also included are key performance indicators provided by Events South Australia from the 2018 event.

Events SA - Benefits for host councils include:

- Exposure to a global audience (882 hours of international broadcast programming and 33 hours nationally)
- Economic benefit and repeat visitation (810,000 attendances including 46,000 event specific visitors)
- Public relations and media (PR value of \$157 million with potential reach of 558 million, 106,500 Facebook likes, 24,500 Instagram followers)
- Increased community engagement (Associated community events and Best Dressed Town competition)

OUT OF CONFIDENCE

- Host Council logo inclusion in event brochure, website, functions and signage
- Access to vehicle in Tour parade
- Invitation to Mayor to start race or present to race winner

Key Performance Indicators – Total Event Level provided by Events SA

	2018 Event	2017 Event	2016 Event
Total Attendance (Crowd Figures)	810,000	839,000	795,000
Event Specific Visitors (not including children under 17)	46,000	43,000	39,000
Economic Impact	\$63.7M	\$56.5M	\$49.6M

Whilst there are benefits to our community in hosting a stage of the Tour Down Under, especially a stage finish, there are also impacts that are worthy of consideration. Interruption to residents and businesses with restricted access through road closures is experienced. Hospitality businesses experience increased business; however service industry businesses such as health services, vehicle mechanics and some retail businesses experience a downturn in trade. It is widely understood that visitors to the region during the Tour Down Under are here specifically for the event and move onto the next stage as the finish is completed.

The minimum requirements that form part of the hosting agreement are significant and officers across the organisation contribute to its success:

- Preparation, implementation and management of road closures
- Removal of traffic obstacles
- Insurance of associated events
- Access to associated venues at no cost
- Correct use of logo and names associated with the Santos Tour Down Under / Santos Women's Tour Down Under
- Cooperation with official sponsors, including exclusivity arrangements
- Strongly encouraged to organise community events and enter Best Dressed Town competition (this is a mandatory requirement for the Women's race)

The requirements are doubled for the Women's Tour Down Under support and the events are not scheduled back-to-back, so no opportunity to have efficiency of logistics set up for both races.

Council's 2018/19 budgeted support for the 2019 event is summarised (ex GST) below:

	\$
Wages (Outside Staff)	16,660
Contractors	7,000
Plant Hire	3,000
Purchases and Advertising	10,300
Community Event Contribution (Southern Barossa Alliance)	13,000
TDU Host Fee Contribution	27,775
Internal Overheads	21,146
TOTAL	98,881

Community Event

While some Barossa community groups look forward to creating and hosting associated community events, others have less capacity to commit for this purpose. Planning and implementing a community event is resource intensive. Where community groups have

OUT OF CONFIDENCE

fewer active volunteers or less appetite for hosting an event, additional pressure is placed on officers to meet the event requirements of Events SA.

As Events SA highly encourage communities to host associated events as part of the hosting agreement, community groups throughout our region have been asked if they would be interested in hosting an associated community event to inform Elected Members of the likely engagement of groups.

Each of the region's townships with a community group were contacted to understand their interest in hosting an associated community event in 2020 and beyond. The following table provides the responses.

Township	Response
Southern Barossa	SBA and sub-groups are very keen to coordinate a local finish or start for future Men's and Women's TDUs with associated community events in the Southern Barossa. "We look forward to having the opportunity to again engage community volunteers and showing off the Barossa to the world."
Angaston	As it has been a number of years since hosting a start / finish, the 2019 event will gauge business interest/participation and interest from community groups and the cycling fraternity. ACBA supports participation in the event and some good future ideas but current officer observation that Council needs to assist further with driving and supporting the planning stages.
Nuriootpa	Beyond the capability / interest of the Nuriootpa Futures Association; however St Petri Church host food offer and children's activities.
Mount Pleasant	Beyond the capability of Mt Pleasant at the moment.

It is recommended that Council considers any response to the Expression on Interest to also include the Southern Barossa townships that are most interested to host the required associated community event.

Summary and Conclusion

The submission of an Expression of Interest does not guarantee or commit Council to hosting a stage in 2020. The costs provided in the Expression of Interest form are correct as at 1 November 2018; however Events South Australia have advised that they reserve the right to review these costs in February 2019.

ATTACHMENTS OR OTHER SUPPORTING REFERENCES

Attachment 1: 18/84686 – Events SA Expression of Interest

Attachment 2: 18/86012 – Events SA 2018 Tour Down Under Post Event Results

COMMUNITY PLAN / CORPORATE PLAN / LEGISLATIVE REQUIREMENTS

Community Plan



Community and Culture



Health and Wellbeing



Business and Employment

OUT OF CONFIDENCE

- 2.1 Initiate and support activities which encourage participation and pride in the Barossa Council area.
- 2.6 Support a vibrant and growing arts, cultural, heritage and events sector.
- 4.2 Create opportunities for people of all ages and abilities to participate in the community.
- 5.13 Support economic development through events

Legislative Requirements

Local Government Act 1999

Road Traffic Act 1961

FINANCIAL, RESOURCE AND RISK MANAGEMENT CONSIDERATIONS

Costs to host a stage of the 2020 Santos Tour Down Under ex GST

- Start: \$15,000 (Challenge Tour Start: \$20,000)
- Finish: \$20,000 (Challenge Tour Finish: \$25,000)
- Start and Finish: price on application
- Women's: no fee

Any combination of the options can be selected.

Council is able to enter a joint venture with a local business partner(s) to share the cost of fees and activities. Only one logo will be represented in Santos Tour Down Under collateral and contracted hosting benefits are not multiplied; however, they may be shared amongst partners.

The additional expenses of hosting a stage start or finish of the Women's Race is not included in budgeted figures.

In-kind support provided includes administration to facilitate meetings and regular liaising with town representatives, emergency services, service providers, tourism and event organisers.

COMMUNITY CONSULTATION

Through the establishment of a Working Party comprising town representatives, emergency services, service providers, tourism and event organisers.

OUT OF CONFIDENCE

SANTOS TOUR DOWN UNDER

10-20 JANUARY 2019
ADELAIDE
TOURDOWNUNDER.COM.AU



HOST COUNCIL EXPRESSIONS OF INTEREST 2020

Throughout its 20 year history, the Santos Tour Down Under has delivered strong economic benefits to the South Australian communities and regions who host this iconic event. In 2018 the festival generated a record \$63.7 million for South Australia. In 2019, we look forward to working together with our host councils to continue this legacy through enhancing the visitor experience and growing economic and tourism impact within your region.



Each year the Santos Tour Down Under invites South Australian councils to express interest in being involved in the event. Before preparing your expression of interest we encourage you to read the information contained in this pack which details the benefits and expectations of successful host councils.

For any further queries, please contact

Jess Klar

Event Coordinator – Santos Tour Down Under

P: 08 8463 4698

E: jess.klar@sa.gov.au

KEY OUTCOMES FOR HOST COUNCILS



Exposure to a global audience

The 2018 event resulted in 882 hours of international broadcast programming screened all over the globe and 33 hours nationally on the Nine Network.

Councils are given the opportunity to provide ideas and key messages which we share with the broadcast team for use in helicopter footage, tourism vignettes and commentator briefings.



Economic benefit & repeat visitation

In 2018 over 810,000 people attended the Santos Tour Down Under, including 46,000 event specific visitors.

Councils are encouraged to host community activities and associated events in conjunction with a stage start or finish to maximise economic impact.. This is a great opportunity to not only gain direct economic benefit but encourage repeat visitation to your region.



Public Relations & Media

In 2018 the Santos Tour Down Under generated an estimated PR value of \$157 million, a total item count of 27,583 and a potential reach of 558 million (valued by iSentia).

The Santos Tour Down Under provide each host council with a pre-approved quote in advance of the race route announcement from the race director, and can assist with specific requests throughout the year.



Get social

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

As at October 2018 we have 106.5 k likes on Facebook, 24.5k followers on Instagram, 53.7k followers on Twitter, 7.7k subscribers on YouTube and 11k subscribers to our email updates



Increased community engagement

Associated events and our Santos Best Dressed Town Competition provide opportunities for communities to show visitors the vibrancy of their town.

HOST COUNCIL BENEFITS

In recognition of the relationship and support offered by Host Councils, the Santos Tour Down Under extends a range of benefits, which include:

RECOGNITION

- Recognition as a Host Council with logo included in the official Santos Tour Down Under event brochure (distributed locally and nationally);
- Logo on the Santos Tour Down Under website with link through to the council website;
- Logo inclusion in the Santos Tour Down Under sponsor reel at selected associated functions;
- Promotion of Council organised and run Associated Event/s in the Santos Tour Down Under official program (distributed on site and by The Advertiser);
- Inclusion of your Council organised and run Associated Event/s as part of the Santos Festival of Cycling section on the official event website;
- 4x Council branded corflute signs positioned on track in either the start or finish area (signs to be provided by council);
- One vehicle allocation in the Subaru Tour Parade (for Men's stages where you are a Host Council, vehicle provided by Santos Tour Down Under);
- Opportunity to provide one item of Council collateral for inclusion in the media bags;
- Invitation for the Mayor to officially start the race or for the Mayor to present the stage winning rider with the stage trophy;
- Opportunity for council to provide a gift representative of the area to the previous day's winner or stage winner;
- Two minutes allocated for council to engage someone to sing the first verse of the National Anthem or provide an Indigenous acknowledgement (starts only)

SUPPORT

- A dedicated Santos Tour Down Under (TDU) staff contact
- A host council kit packed with all the information you will need to make the most of host council benefits and opportunities
- Regular meetings on site with Santos TDU representatives, council and local organising committee representatives.
- Marketing, PR and Sponsorship assistance from the team at South Australian Tourism Commission (SATC)

HOST COUNCIL OBLIGATIONS

Hosting a start or finish for the Santos Tour Down Under is a great opportunity to increase visitation to your region. As a host council there are some minimum requirements that must be met. Some of these may have associated costs that councils are required to cover:

- Must be accessible within a 2-hr drive of the Adelaide CBD;
- Implementation of any required road closures and parking restrictions at the host town and any sprint or king of the mountain locations (council to cover costs);
- Removal of any traffic obstacles that affect the race, including traffic islands/round-a-bouts (council to cover costs);
- Street sweeping to be conducted the night prior to the event (council to cover costs);
- Provision of waste reciprocals and public facilities at the start / finish location (council to cover costs);
- Notification to residents and businesses of road closures (council to cover costs);
- Insurance and public liability covering any associated events, activities, entertainment, volunteers, staff, etc. organised by the host council;
- Access to venues/parklands/ovals and services at no cost to facilitate event start or finish (including requirements of the Challenge Tour);
- Correct use of logo and names associated with the Santos Tour Down Under / Santos Women's Tour Down Under;
- Cooperation with events official sponsors and preferred suppliers, including any exclusivity arrangements;
- Cooperation with other event requirements (i.e. Location of merchandise van, parking restrictions to enable staff/VIP parking, presentation stage), including approval by Events Operations Manager to use council infrastructure or positioning requirements;
- Provision of a dedicated event contact to liaise with the Santos Tour Down Under team;
- Councils are encouraged to coordinate activities for locals, spectators and visitors to promote the 'Santos Festival of Cycling' atmosphere;
- Councils are encouraged to enter the 'Santos Best Dressed Town Competition' not only for the hosting town but also others along the race routes.

HOSTING FEES

SANTOS TOUR DOWN UNDER

The hosting fee schedule for the Santos Tour Down Under is set out below. Fees for 2020 will be payable in the 2019/2020 financial year:

Start: \$15,000 ex GST

Challenge Tour Start: \$20,000 ex GST

Finish: \$20,000 ex GST

Challenge Tour Finish: \$25,000 ex GST

Start & Finish both in your council area: Price on application

SANTOS WOMEN'S TOUR DOWN UNDER

For the 2020 event, there are no hosting fees for the Santos Women's Tour Down Under.

However, to encourage a festival of cycling atmosphere, community ownership and ongoing growth of the event, it is a requirement that Santos Women's Tour Down Under host councils commit to hosting at least one associated event / activity in conjunction with the stage start / finish. This activity in addition to the council obligations outlined in this document and associated costs should be considered and budgeted for as part of the planning process.

SUBMITTING YOUR EXPRESSION OF INTEREST

Events South Australia is seeking applicants to become Official Host Councils for the 2020 Santos Tour Down Under and Santos Women's Tour Down Under.

Please complete all details in the expression of interest (EOI) by Monday 4 February 2019. Submitting an EOI does not guarantee or commit your council to hosting a stage in 2020.

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

Once EOI's 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 an expression of interest form please email jess.klar@sa.gov.au

APPLY NOW

OUT OF CONFIDENCE



Santos
tour
down
under

GENERATES RECORD
\$63.7M
FOR SOUTH AUSTRALIA



2018
\$63.7M

2017
\$56.5M

2016
\$49.6M

ECONOMIC
IMPACT



2018
810,000

2017
840,000

2016
795,000

TOTAL
SPECTATORS



2018
46,000

2017
43,000

2016
39,000

EVENT SPECIFIC
VISITORS



2018
774

2017
683

2016
613

FULL TIME
EQUIVALENT JOBS