Community, Development and Heritage Committee
Meeting Agenda

Tuesday, 11 December 2012
Council Chamber, 401 Greenhill Road, Tusmore

Members: Councillor Lemon – Presiding Member
Mayor David Parkin
Councillors Bills, Capogreco, Cornish, Davey, Hasenohr, Monceaux, Osterstock, Palk, Piggott, Pocock and Wilkins

1. Apologies

2. Leave of Absence

3. Confirmation of Minutes

Recommendation

That the Minutes of the Community, Development and Heritage Committee held on 27 November 2012 be taken as read and confirmed.

4. Officers Reports

Items where there is no discussion to be had, are voted on individually at the beginning of this section of the Agenda, then all other items are debated and voted on individually.

4.1 Expression of Interest – 2014 Tour Down Under
Attachment A

4.2 Parking Promotion
Attachment A

5. Other Business

6. Closure
Officer's Recommendation

1. That the Report be received.

2. That the City of Burnside does not submit an Expression of Interest with Events SA for participating as a host Council in the 2014 Tour Down Under.

Purpose

1. To provide Elected Members with information regarding a request from Events SA to register an Expression of Interest in hosting a Tour Down Under event in January 2014.

Strategic Plan

2. The following Strategic Plan provisions are relevant:

   “A broad range of successful businesses and organisations that attract increased wealth to the City”

   “A vibrant and diverse community that has a strong sense of belonging”

   “A safe community that values and supports its people”

Communications/Consultation

3. The following communication / consultation has been undertaken:

   3.1. The Administration has received a letter from Events SA seeking Expressions of Interest from Councils interested in hosting a portion of a stage of the 2014 Tour Down Under.

   3.2. A previous conversation with City of Unley about event costings has also informed this Report.

Statutory

4. There are no statutory implications or requirements associated with this recommendation.
Policy

5. There are no Policy implications or requirements associated with this recommendation.

Risk Assessment

6. The following risks have been identified:
   
   6.1. Submitting an Expression of Interest does not guarantee or commit Council to hosting a stage event in 2014.

   6.2. Council would need to undertake a risk assessment and put in place an events management plan if it were successful in hosting a stage of the Tour Down Under.

Finance

7. The following financial issues have been identified:

   7.1. At this stage of the Expression of Interest process, there is no financial commitment. However, should the City of Burnside decide to register an interest and then be shortlisted by Events SA as an event host, a further Report would be presented to Council seeking a final decision and outlining in more detail the associated financial implications. At that latter stage, the commitment would range from $15,000 to $25,000 or possibly more, plus in-kind costs (road closures etc).

   7.2. If Council submitted an Expression of Interest and was chosen as an event host, additional costs would likely be incurred to hold community activities or an event to maximise benefit to the local community and local businesses.

   7.3. If Council did submit an Expression of Interest and was successful in hosting a stage of the Tour Down Under, then it would need to allocate appropriate funds in the 2013/14 Annual Business Plan.

Discussion

8. Events SA, the events division of the South Australian Tourism Commission, is currently seeking Expression of Interests from SA Councils to be a host Council for the Tour Down Under in 2014 (refer Attachment A).

9. This Expression of Interest is sent to all local government authorities in South Australia and is only intended to gauge the level of interest and to assist Events SA to plan the event - there is no formal commitment from Council required at this stage.

10. Expressions of Interest must be submitted to Events SA by 31 December 2012. Events SA will contact Councils that submit an Expression of Interest to discuss the application prior to deciding the route.

   Santos Tour Down Under

11. The Tour Down Under (TDU), Australia's premier international cycling race, is a part of South Australia’s major event calendar that now attracts over 782,000 spectators annually, approximately $43.3 million in economic benefit to South Australia and showcases the State to the world. Staged annually since 1999, the event brings top professional cycling teams, as seen in the Tour de France, to race the streets of
Adelaide and regional South Australia over six stages (one stage per day). In 2008, TDU became the first Union Cycliste Internationale’s (UCI) ProTour race to be held outside of cycling's traditional home of Europe.

12. Members may recall that the City of Burnside successfully jointly hosted the start of Stage 4 of the Tour Down Under in January 2009 with Burnside Village, which not only comprised the professional UCI Pro Tour, but also the Community Challenge that saw 7,127 amateur cyclists lead off from the Burnside Village. This event included a $12,500 fee contribution for Council. Council was able to successfully integrate a number of community activities and events with the Stage 4 start in 2009.

13. Council submitted an Expression of Interest with Events SA in 2011 to host the 2012 TDU but was unsuccessful. In 2012, Council decided not to submit an Expression of Interest for the 2013 event.

14. The fees for 2014 are as follows:

14.1. Host a stage start $15,000 (+ GST);

14.2. Host a stage finish $20,000 (+GST);

14.3. Host a BUPA Challenge Tour Start or Finish $25,000 (+ GST); or

14.4. Host both the start and finish: $POA.

15. Entering a Joint Venture (as Council did with Burnside Village in 2009) is again possible in 2014.

16. Events SA lists the following as host Council requirements that must be met. Some of these may have associated costs that Councils are required to cover:

16.1 Start and Finish Councils must be accessible within a 2 hour drive of the Adelaide CBD;

16.2 Implementation of any required road closures and parking restrictions (Council to cover costs);

16.3 Removal of any traffic obstacles that affect the race, including traffic islands/round-a-bouts (Council to cover costs);

16.4 Insurance and public liability covering any associated events, activities, entertainment, volunteers, staff, etc. organised by the host Council;

16.5 Access to venues/parklands/ovals at no cost to facilitate event start or finish (including requirements of the BUPA Challenge Tour);

16.6 Correct use of logo and names associated with the Santos Tour Down Under (using the media gallery);

16.7 Cooperation with Santos Tour Down Under official sponsors and preferred suppliers;

16.8 Cooperation with other requirements (i.e. Location of merchandise van, parking restrictions to enable staff/VIP parking, presentation stage), including approval by Santos Tour Down Under Operations Manager to use Council infrastructure or positioning requirements;

16.9 Councils are encouraged to coordinate activities for locals, spectators and visitors to promote the ‘Santos Festival of Cycling’ atmosphere; and

16.10 Councils are also encouraged to enter the ‘Santos Best Dressed Town Competition’.
17. Events SA also advised that there may be some additional hosting costs involved in hosting the BUPA Challenge Tour.

18. Events SA advises that the benefits associated with hosting a portion of Tour Down Under include:

18.1. Recognition as Host Council with nominated logo featuring in the Santos Tour Down Under brochure (10,000);

18.2. A block mounted Santos Tour Down Under stage map with point to point information to display;

18.3. Logo on the Santos Tour Down Under website with links to the Council’s website;

18.4. Inclusion in the Santos Tour Down Under sponsor reel at selected associated functions;

18.5. Promotion of Council’s associated activities on the event website and in the official program (115,000 distributed onsite and in The Advertiser prior to the event week);

18.6. Inclusion of Council’s associated events in “Santos Festival of Cycling”;

18.7. 4 x host Council signs (to be supplied by the Council) on the track in the Council area; and

18.8. Invitation to the Santos Tour Down Under launch and other networking functions throughout the year.

Analysis

19. There are two main motivations for Councils to participate in Tour Down Under, being economic development and tourism. Starts and Finishes are often hosted in either areas that attract international and interstate tourism (McLaren Vale wine region, Barossa etc) or in main street areas with a concentration of retail outlets (The Parade, King William Road or Rundle Street) for these purposes.

20. These events are usually accompanied by street parties, markets, community breakfasts and other such activities in order to keep tourists and spectators in the local area and maximise any economic benefit. The expense and organisation of such activities falls to the host Council. The City of Unley has previously advised that the budget for its 2011 event (a Start stage with an evening event the night before) was in the order of $248,000, of which $56,000 was funded from sponsorships.

21. The City of Burnside’s most prominent retail district is the Burnside Village precinct. This site has been previously used for a Tour Down Under stage. Other than this, there are limited sites within the City that would be suitable to stage such an event that are also close to significant retail precincts to maximise economic development and tourism opportunities.

22. It is the Administration’s view that the 2009 event in which City of Burnside participated as a host Council jointly with Burnside Village, while well attended, did not produce significant additional economic development or tourism outcomes for the City of Burnside. Many of the race spectators do not remain in the local area once the race has gone, but rather follow the race along its course.

23. The other factor that Members may consider in their deliberations is the impact of road closures associated with the both the activities surrounding the event and the race itself. Road closures occur some hours prior to and following the event in order to
ensure appropriate infrastructure can be installed and removed and to safely accommodate spectators. Any retail area that might benefit from such an event would likely be located on a major arterial road and hence road closures would have significant impact on commuter traffic. However, this situation is not unique for City of Burnside and other Councils would deal with the same inconvenience.

**Conclusion**

24. Participation as a host Council in the Tour Down Under is a costly exercise. In order to maximise benefit from the event, the cost of the fees involved and the in-kind costs would have to be supplemented by significant event costs to hold a large event attracting and holding tourists and spectators to maximise economic benefit to local retailers.

25. Due to logistic and geographic reasons, there is limited potential for the event to create increased economic development or tourism to recoup the required investment, within the City of Burnside.

26. It is recommended that Council does not submit an Expression of Interest to participate as a host Council in the 2014 Tour Down Under.
Events South Australia is seeking applicants to become Official Host Councils for the 2014 Santos Tour Down Under.

Please complete all details in this EOI and return to annunziata.thompson@tourism.sa.com or Attention: Annunziata Thompson, Events South Australia, GPO Box 1972, Adelaide, SA 5001 AUSTRALIA by **Monday 31 December 2012**.

You will be contacted in February 2013 and, at that stage, will have the chance to discuss your application further.

Please note, submitting an expression of interest (EOI) does not guarantee or commit your council to hosting a stage in 2014. In order to expedite the planning process it is suggested that councils submitting an EOI present their proposal to their council by February 2013, in confidence, with the aim of obtaining in principle council support.

<table>
<thead>
<tr>
<th>Council/Business</th>
<th>Contact Person</th>
<th>Phone Number</th>
<th>Email Address</th>
<th>Address</th>
<th>Date of next council meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

**We are interested in hosting a:**

- [ ] Start
  - $15,000 (ex GST)

- [ ] Finish
  - $20,000 (ex GST)

- [ ] Bupa Challenge Tour Start or Finish
  - $25,000 (ex GST)

- [ ] Start and Finish (Full Stage in your council area)
  - POA

**If successful in securing a start and/or finish of the Santos Tour Down Under, does council intend to hold any associated event within your region?**

- [ ] Yes
- [ ] No

Briefly outline or add as an attachment to this Expression of Interest.

**Joint Ventures**

Councils are welcome to host the Santos Tour Down Under in a joint venture with a local business partner(s) to share the cost of fees and activities. However, only 1 logo will be represented in Santos Tour Down Under collateral (i.e. council logo or business partner logo). Contracted hosting benefits will not be doubled to give to each partner; however the benefits can be split amongst the hosting partners.

- [ ] Please tick if council intends to enter into a joint venture to host a start and/or finish of the 2014 Santos Tour Down Under?

  If yes, name of partner in joint venture
Council Hosting Requirements
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.

- Start & Finish councils must be accessible within a 2 hr drive of the Adelaide CBD;
- Implementation of any required road closures and parking restrictions (council to cover costs);
- Removal of any traffic obstacles that affect the race, including traffic islands/round-a-bouts (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 at no cost to facilitate event start or finish (including requirements of the Bupa Challenge Tour);
- Correct use of logo and names associated with the Santos Tour Down Under (using the media gallery);
- Cooperation with Santos Tour Down Under official sponsors and preferred suppliers;
- Cooperation with other requirements (i.e. Location of merchandise van, parking restrictions to enable staff/VIP parking, presentation stage), including approval by Santos Tour Down Under Operations Manager to use council infrastructure or positioning requirements;
- Councils are encouraged to coordinate activities for locals, spectators and visitors to promote the ‘Santos Festival of Cycling’ atmosphere;
- Councils are also encouraged to enter the ‘Santos Best Dressed Town Competition’.

Please note there may be some additional hosting costs involved in hosting the Bupa Challenge Tour. Please contact the Santos Tour Down Under office to find out more information on this - 8436 4702.

Council Benefits for Hosting
Benefits for host councils include;
- Recognition as Host Council with nominated logo featuring in the Santos Tour Down Under brochure (=10,000)
- A block mounted Santos Tour Down Under stage map with point to point information to display;
- Logo on the Santos Tour Down Under website with links to the council website;
- Inclusion in the Santos Tour Down Under sponsor reel at selected associated functions;
- Promotion of your councils associated activities on the event website and in the official program (=115,000 distributed onsite and in The Advertiser prior to the event week);
- Inclusion of your associated events in “Santos Festival of Cycling ”;
- 4 x host council corflute signs (to be supplied by the council) on the track in your area;
- Invitation to the Santos Tour Down Under launch and other networking functions throughout the year.
About the Santos Tour Down Under

The Santos Tour Down Under Australia's premier international cycling race, is an integral part of South Australia’s major event calendar that now attracts over 760,000 spectators annually, showcasing South Australia to the world. Staged annually since 1999, the event brings top professional cycling teams, many seen in the Tour de France, to race the streets of Adelaide and regional South Australia over six stages (one stage per day). The 2013 Santos Tour Down Under will celebrate 15 years of the race and is sure to excite. A climb up Corkscrew Hill will give spectators a truly European climb experience and after the success of the first hill top finish, Old Willunga Hill will once again provide an exciting finish.

2012 Key Performance Indicators

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance (Crowd Figures)</td>
<td>760,600</td>
</tr>
<tr>
<td>Total Visitors (to the state who attended Santos TDU)</td>
<td>42,000</td>
</tr>
<tr>
<td>Event Specific Visitors (not including children under 17)</td>
<td>36,100</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>$42.2m</td>
</tr>
<tr>
<td>Media Coverage</td>
<td>$140.2m</td>
</tr>
<tr>
<td>Bupa Challenge Tour Participants</td>
<td>7036</td>
</tr>
</tbody>
</table>

Attendance at each 2012 stage was as follows

<table>
<thead>
<tr>
<th>Race stage</th>
<th>Start &amp; Finish location</th>
<th>Crowd attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Down Under Classic</td>
<td>Adelaide</td>
<td>111,251</td>
</tr>
<tr>
<td>Stage 1</td>
<td>Prospect - Clare</td>
<td>98,350</td>
</tr>
<tr>
<td>Stage 2</td>
<td>Lobethal - Stirling</td>
<td>108,109</td>
</tr>
<tr>
<td>Stage 3</td>
<td>Unley – Victor Harbor</td>
<td>99,844</td>
</tr>
<tr>
<td>Bupa Stage 4</td>
<td>Norwood – Tanunda</td>
<td>109,393</td>
</tr>
<tr>
<td>Jayco Stage 5</td>
<td>McLaren Vale – Willunga</td>
<td>123,910</td>
</tr>
<tr>
<td>Stage 6</td>
<td>Adelaide Street Circuit</td>
<td>109,756</td>
</tr>
</tbody>
</table>
Officer's Recommendation

That the Report be received.

Purpose

1. To provide Elected Members with information on the promotion of parking restrictions.

Strategic Plan

2. The following Strategic Plan provision is relevant:

   "A safe road network adequate for traffic volumes and movement"

Communications/Consultation

3. The following communication / consultation has been undertaken:

   3.1 Discussions with Regulatory Services Inspectors, designer, photographer and copy writer.

Statutory

4. There are no statutory implications or requirements associated with this recommendation.

Policy

5. There are no Policy implications or requirements associated with this recommendation.

Risk Assessment

6. The following risks have been identified:

   6.1 Risk associated with failing to promote the Australian Road Rules as they apply to parking. It is incumbent upon Council to raise compliance with the Australian Road Rules not only by expiation, but also as a responsible Council through education. Failure to do so may lead to increased non compliance through either lack of focus or ignorance of the rules, thus inconveniencing residents and
businesses, slowing traffic through the city and increasing the danger to pedestrians and other vulnerable road users.

Finance

7. The following financial issues have been identified:

7.1 This project has cost Council a total of $9,673. A budget allowance of $15,000 was provided in the resolution of Council on 10 July 2012.

Discussion

Background

8. At its meeting on 10 July 2012, Council resolved (C8787):

1. That the Report be received.

2. That Council endorses the Parking Policy.

3. That a communications strategy be developed to inform residents and rate payers of the Parking Strategy, including an online brochure “Parking in Burnside” detailing, but not limited to, topics such as common signage, line markings and the areas where parking is prohibited.

4. That Council endorses a budget of up to $15,000 for the communications strategy and that some form of the strategy should be included within the mailing of rates notices.

5. That a report detailing the communications strategy used and the total cost be presented to Council in December 2012.

Analysis

9. A DL sized brochure has been developed addressing some of the lesser-known and more frequently expiated parking regulations.

10. The content of the brochure covers three areas:

10.1 The first is parking hints, with photographic examples of how illegal parking to park on footpaths and nature strips, yellow lines, driveways and in the street and references to the relevant Australian Road Rules.

10.2 The second is an outline of parking at schools, what the regulatory signs mean and why they are there.

10.3 The third section concerns the common parking signs seen in the Burnside Council area and what they mean, as well as a piece on how to apply for a parking permit.

Campaign

11. The brochure will be publicised and distributed in three stages.

11.1 Stage 1 is the launch of the soft copy available on our website and the hard copy available at the Civic Centre.
11.2 *Stage 2* will see the Regulatory Services team attend school locations when schools restart in the New Year, to hand out brochures and spread the word about safe parking. At the same time, schools will be emailed an electronic copy of the brochure to distribute through their newsletters.

11.3 *Stage 3* will be the city-wide mail out, mostly via the third rates notice for the 2012/13 financial year at the end of January 2013. For the households that have been missed in this round of rates notices, they will be provided with a copy via direct mail.

<table>
<thead>
<tr>
<th>Number/Format</th>
<th>Dispatch method</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic copy</td>
<td>Available on Website</td>
<td>10 December 2012</td>
</tr>
<tr>
<td>1000 hard copy brochures</td>
<td>Available from Civic Centre and Library</td>
<td>10 December 2012</td>
</tr>
<tr>
<td>14,802 hard copy brochures</td>
<td>Dispatched with third rates mail out</td>
<td>End January 2012</td>
</tr>
<tr>
<td>4997 hard copy brochures</td>
<td>Dispatched to households missed by rates notice mail out</td>
<td>End January 2012</td>
</tr>
</tbody>
</table>

12. A Media Release will accompany the launch of the brochure in December 2012 to gain editorial coverage in the Eastern Courier Messenger for the initial launch, and again at the beginning of school term 1, in 2013.

13. The table below outlines the stakeholders that the Administration is targeting and the methods by which they will be targeted:

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Website</th>
<th>Media Release</th>
<th>Messenger Column</th>
<th>Civic Centre Counter</th>
<th>Regulatory Services Team</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents &amp; Ratepayers</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Businesses</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitors</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schools</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

Costs

14. The table below lists the costs incurred to bring the brochure together.

<table>
<thead>
<tr>
<th>City of Burnside Parking Brochure</th>
<th>cost</th>
<th>reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept, design, artwork and</td>
<td>$1128.00</td>
<td>To explain delivery of</td>
</tr>
<tr>
<td>photography</td>
<td></td>
<td>brochure for brochures not</td>
</tr>
<tr>
<td>5000 x DLX Envelopes</td>
<td>$375.00</td>
<td>accompanying a rates</td>
</tr>
<tr>
<td>5000 x Mail processing</td>
<td>$670.00</td>
<td></td>
</tr>
<tr>
<td>Print 5000 'with compliments'</td>
<td>$810</td>
<td></td>
</tr>
<tr>
<td>slips</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print 21,000 brochures</td>
<td>$3690.00</td>
<td></td>
</tr>
<tr>
<td>Postage x 5000 @ .60c ea</td>
<td>$3000.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$9673.00</strong></td>
<td></td>
</tr>
</tbody>
</table>
15. There was a total maximum budget of $15,000 allowed for the project. The price of the project has come to a total of $9,673.00.

Conclusion

16. The brochure 'Parking in Burnside' has been developed to give residents, ratepayers, visitors and businesses information on how to park legally and safely in the City of Burnside and adhere to the Australian Road Rules.

17. The brochure will be distributed via multiple channels so that as many people as possible will see it. It will be available in both hard and soft copy and accessible by visiting both the Burnside website and the Civic Centre. In addition residents and ratepayers will receive a copy in the mail, and school communities will be specifically targeted with this information.

18. The total cost of the exercise is just under $10,000, well within the maximum budget allowance of $15,000.