

MEDIA RELEASE

Alexandrina community embraces #Unbeatable Santos Tour Down Under 22 January 2024

Alexandrina embraced the Santos Tour Down Under last Friday 19 January with thousands of residents and visitors lining the route for the best vantage points and enjoying the associated events.

But the biggest crowd was at the finish line at The Strand in Port Elliot where Australian Sam Welsford claimed his third stage win with the Hahn Stage 4 for the Bora-Hansgrohe team.

Alexandrina Mayor Keith Parkes presented the stage winner with a special gift from the region, a wooden ship sculpture 'In the Balance' by Port Elliot-based artist Stephen 'Rocky' Harrison to honour the maritime history of the town.

"I spoke to Sam briefly after the presentation and he was obviously pretty ecstatic about his win, but he was also really impressed with the gift," Mayor Parkes said.

"What a fantastic day it was. Everyone in the community right across Alexandrina from Langhorne Creek to Strathalbyn, Ashbourne, Goolwa, Middleton, and Port Elliot got behind the event with more than 20 businesses and organisations running associated TDU events.

"It was the first time Port Elliot has hosted a finish and the town was at its stunning sunny best. You couldn't beat that sea view as the cyclists headed up The Strand for that last sprint.

"The opportunity to take part in the Santos Tour Down Under in 2025 would need to be a decision of Council but I think it's an amazing event and I'd love us to be involved next year, the year after and the year after that!

"You can't beat the international exposure of that sweeping helicopter footage of our region that is broadcast around the world.

"Race organisers will no doubt do an economic review of the 2024 event, but we know that in 2023 the TDU had a potential PR reach of 156 million people,

injected \$66.5 million into South Australia's economy and created 776 full-time equivalent jobs.

"Anecdotally, the feedback from local hospitality and tourism operators is that business was booming."

Meanwhile, Middleton took out the Santos Best Dressed Town competition for Stage 4 with Artworx Galley and Gifts in Goolwa winning the Santos Best Dressed Commercial or Community Property.

Santos Tour Down Under Best Dressed Town Competition organisers received nominations from Middleton, Port Elliot and Goolwa.

The Middleton Town and Foreshore Association created a colourful display of bikes and surfboards and a volunteer community group known as 'The Yarners' put up a display of yarn-bombed bikes in Port Elliot.

Second-hand bikes donated by the community were decorated and put up around Goolwa and other towns including Langhorne Creek, Strathalbyn, Ashbourne and Port Elliot by Council.

Other Commercial and Community Property Nominees for this year's Santos Tour Down Under Best Dressed Town Competition included:

- Bleasdale Vineyards
- Dodd and Page
- Elliot & Me
- Flowerworx
- Goolwa Primary School Out of School Hours Care
- Goolwa Secondary College
- Jelly: The General Store
- Mist
- Oasis Gardens Restaurant and Function Centre
- Surf and Sun Middleton
- The Alexandrina Business Hub
- The Bargain Barn
- The Greenman Inn
- The Grill Goolwa

Welshman Stephen Williams from the Israel-Premier Tech team won the final stage and overall title of the 2024 Santos Tour Down Under.

Images provided courtesy of Alexandrina Council. Please contact communications@alexandrina.com.au if you would like high resolution images and captions.

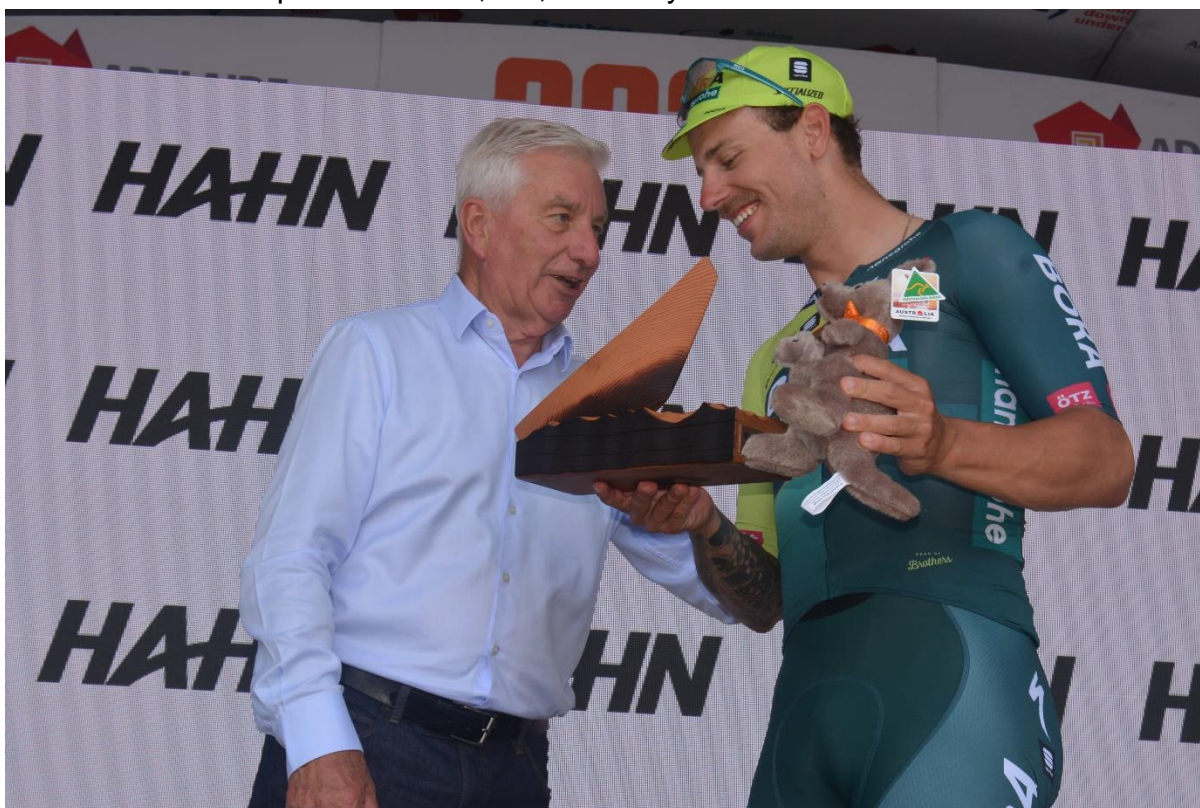


Riders approaching the finish line on The Strand, Port Elliot.





Port Elliot artist Stephen Harrison, left, with Mayor Keith Parkes.



Mayor Keith Parkes presents a gift from Alexandrina Council to Hahn Men's Stage 4 winner Sam Welsford on the presentation stage.







For further information on the Santos Tour Down Under Hahn Men's Stage 4 event in Alexandrina, visit **www.alexandrina.sa.gov.au/2024TDU** or visit the official website for full details at **<https://tourdownunder.com.au>**

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