



Final Report

Santos Tour Down Under 2024

Hahn Men's Stage 4, Alexandrina region, Friday 19 January

Langhorne Creek | Strathalbyn | Ashbourne | Goolwa | Middleton | Port Elliot

Contents

Introduction	2
1. Building Brand Alexandrina.....	3
Social media campaign.....	5
PR and media exposure	6
The broadcast	7
Website presence	8
2. Business engagement and capacity building	9
Business engagement workshops.....	9
Program of events.....	10
Marketing support	10
Event snapshots	11
3. Giving value to and showcasing the community	14
Port Elliot.....	15
Middleton.....	18
Economic impact.....	20

Introduction

The Stage 4 Men's leg of the Tour Down Under (TDU) 2024, was held in Alexandrina on Friday 19 January. Starting in Murray Bridge, the race passed through Langhorne Creek, Strathalbyn, Ashbourne, Goolwa, and Middleton, before a first-time finish in Port Elliot. This major event illuminated our region on the global stage and delivered a unique and fun summertime experience to our community.

'One of our most important roles as a Council is to spread the word about our amazing Alexandrina, to attract new investors, businesses, residents, and visitors' (Economic Development Strategy 2022-2027).

The strategy for maximising economic benefit and running a successful TDU featured the objectives:

1. Building Brand Alexandrina
2. Business engagement and capacity building
3. Giving value to the community and generating excitement and activity

The Tour Down Under in Alexandrina delivered outstanding results, making a significant impact on social media and garnering exceptional media coverage, all while fostering wonderful community engagement. The event achieved a remarkable PR reach of 123 million, and social media reach which generated almost 950,000 impressions, gaining global attention, particularly in the US and UK. Along the route, 24 businesses and organisations ran associated events, with an additional 20+ small businesses participating in markets and the Port Elliot activation in Continental Park. Middleton emerged as a beacon of community enthusiasm, securing the overall Gold in the Santos Best Dressed Town competition and earning a prize fund of \$3,500. The overwhelmingly positive response from both residents and businesses underscores the event's resounding success, solidifying its status as a standout celebration of community and cycling on the world stage.

The Economic Development Team, leading the Town Down Under project, played a pivotal role in its successful execution. The team involved in the TDU comprised:

- TDU team leader: Julie Marron
- Event coordinator: Matt Miles, ForMile Events
- Business engagement: Wendy Watson
- Communications and community: Sally Shepherd

Acknowledgment extends to many others across the Council who generously gave their time and expertise in various capacities. Noteworthy is the Field staff, whose assistance in preparing the townships and facilitating logistics and traffic management was instrumental in the event's success.

'We are delighted at the enthusiastic approach shown by the Alexandrina Council to actively engage with their community, to boost awareness and celebrate their involvement in Australia's greatest cycling race.'

Hitaf Rasheed, Executive Director Events South Australia

1. Building Brand Alexandrina

The region-wide nature of the TDU Stage 4, which passed through much of Alexandrina’s diverse landscape, presented an opportunity to build the regional brand. To do this, Business Alexandrina developed #UnbeatableAlexandrina as a hashtag and brand, leveraging the TDU’s ‘Unbeatable’ tagline.

The #UnbeatableAlexandrina brand development has created a brand for the future and has already become a source of regional pride. The brand underpinned the marketing campaign, using all of Council’s primary corporate colour pallet, inspired by Kondoli the inflatable and colourful whale, which was installed as a regional icon at the finish line in Port Elliot: a riot of colour against the blue sky, emblematic of community, our region’s wonderful nature and wildlife, and indigenous history.

The colours of the #UnbeatableAlexandrina brand were loosely spread across the townships, with:

- Green for Langhorne Creek, inspired by vines
- Orange for Strathalbyn and Ashbourne, inspired by the harvest
- Blue for Goolwa and surrounds, inspired by the area’s waterways
- Magenta for Port Elliot, inspired by Kondoli and the brightness and cheer of the finish line.



The brand was shared with and adopted by event partners and businesses involved in Alexandrina’s TDU, helping to build comradery among those involved in staging the race and associated events.

In addition to the region-wide brand-building generated by #UnbeatableAlexandrina, individual townships were promoted with the spotlight on each of their diverse strengths, in particular:

- Langhorne Creek: Wine
- Strathalbyn: Historic township, with strong link to cycling history
- Goolwa: Riverside and boating history
- Port Elliot: A natural wonder and charming town; the jewel of the Fleurieu coast.

Overall, Alexandrina was showcased as:

- A place of stunning natural beauty, particularly our incredible waterways and rich agricultural land
- Home to premium food and wine
- Being proud of our rich heritage, both Indigenous and colonial
- An emerging cycling destination
- Liveable. Green. Connected, in line with the A2040 strategy.

The Alexandrina brand was promoted at every opportunity, including a unique brand-building moment with the presentation by Mayor Keith Parkes of a gift to the Stage 4 winner.

The gift, a sculpture of a wooden boat at sea, titled 'Balance' and created by Port Elliot artist Stephen Harrison, was chosen as an emblem of the region, making the most of its moment in the broadcast and commentary spotlight.



Artist Stephen Harrison & Mayor Keith Parkes



Mayor Keith Parkes presenting Gift to Samuel Welsford

Social media campaign

The social media campaigns run across Alexandrina's owned channels, Fleurieu Peninsula Tourism and the Santos Tour Down Under achieved almost 950,000 impressions. Council's

#UnbeatableAlexandrina social media campaign promoted the full program, the township-specific programs, 'getting there' information, hero events, and produced content. The campaign ran across key Council channels for the five weeks leading up to the race.

Business Alexandrina also ran a paid facebook campaign in the final week, comprised of a carousel featuring each township's race day program.

Promotional support from partners

A media kit with social assets, and digital content was distributed to event partners including:

- 24 businesses and organisations running TDU events along the route
- Fleurieu Peninsula Tourism
- Murray River Lakes & Coorong Tourism Association
- Langhorne Creek Grape & Wine
- Strathalbyn Tourism Association
- Strathalbyn Business Group
- RDA Adelaide Hills, Fleurieu and Kangaroo Island
- Middleton Town & Foreshore Committee
- Port Elliot Town & Foreshore Committee
- The Tour Down Under

Social posts were tagged for the purposes of reciprocal sharing where possible by all partner groups, plus key SA tourism sites, such as Tourism SA's #SeeSouthAustralia.

Social media reach: owned channels

	Impressions	Reach	Reactions, Comments, Shares	Clicks	Plays (reels)
Alexandrina Council facebook	39,066	36,057	691	1805	765
Council Instagram	3788	3654	179	N/A	1735
Business Alexandrina Facebook	12,059	10,964	472	375	2280
Business Alexandrina Linked In	1659	N/A	48	18	44
Visit Alexandrina Facebook	18,295	17,533	250	330	N/A
Visit Alexandrina Instagram	5572	5439	169	N/A	N/A
Paid facebook campaign	14,620	12,607	N/A	371	N/A
Total	95,059	86,254	1809	2899	4824

Social media reach: external channels

	Impressions	Reach	Reactions, Comments, Shares	Clicks	Plays (reels)
FPT Social Post 11 January	36,435	35,731	1548	205	N/A
FPT Social Post 4 January	21,131	19,986	1382	177	27414
FPT Paid Social Media campaign	138,467	73,563	709	2228	N/A
Santos Tour Down Under	650,000	tbc	tbc	tbc	tbc
Total	846,033	129,280	3639	2610	27,414

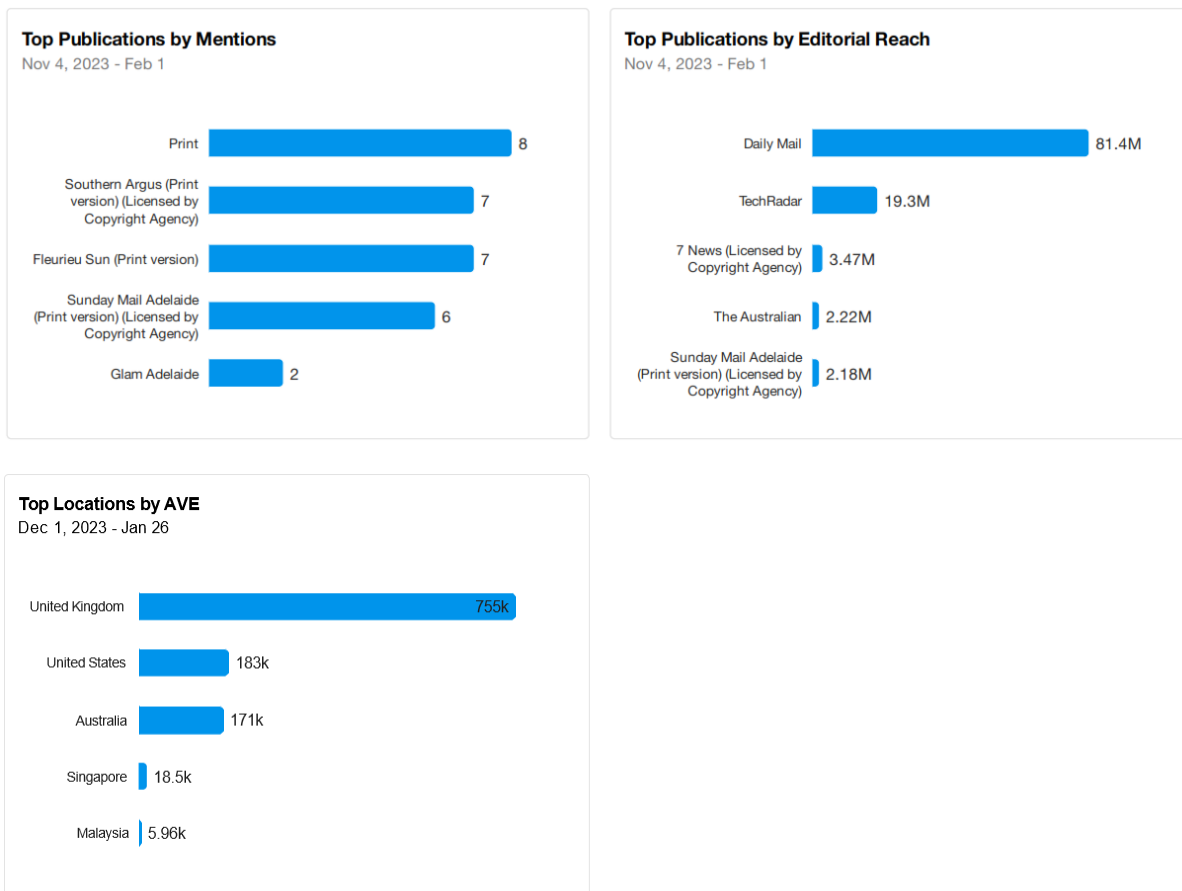
PR and media exposure

Alexandrina's Tour Down Under achieved an outstanding 123 million total potential editorial reach, with 199 total mentions.

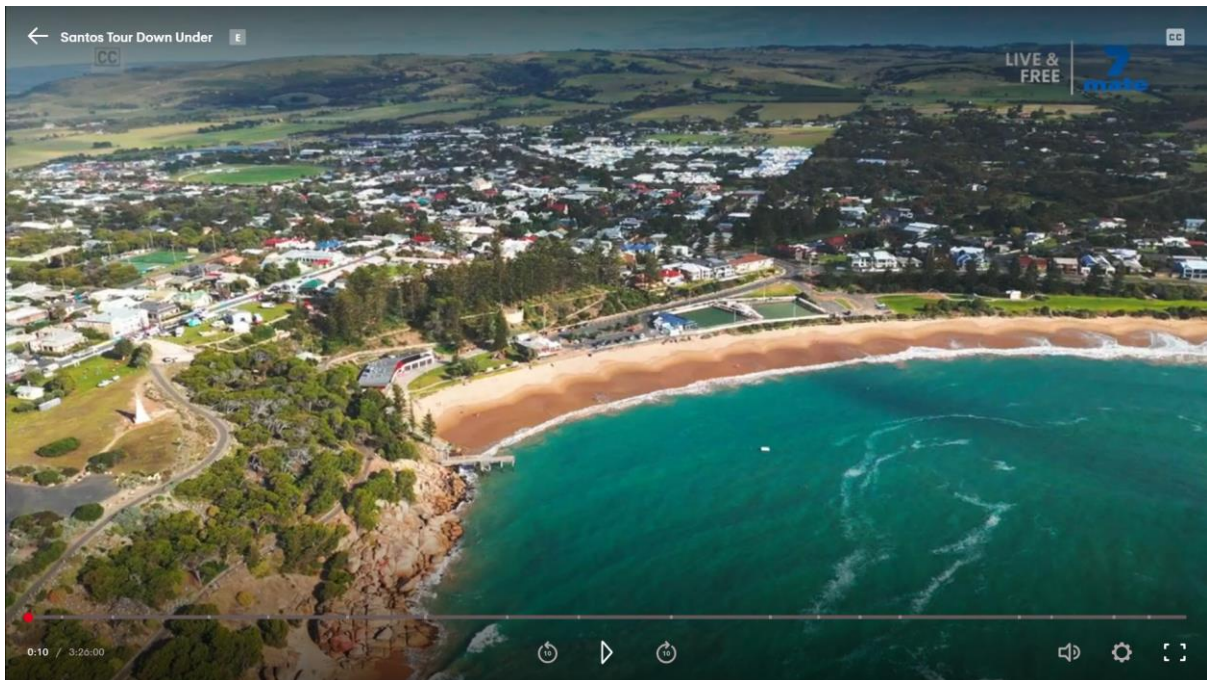
Notably, the widest coverage was in the US and UK.

Locally, The Southern Argus and Fleurieu Sun, ran generous editorial coverage of the event program in the weeks leading up to race day, covering topics including township programs, getting there, and the gift by a local artist being presented to the Stage 4 winner.

A media headquarters was set up in Port Elliot and those in attendance were well looked after. Media represented in Port Elliot included Channel 7, News Limited, Associated Press, cycling media, local media, and other Councils.



The broadcast



The TDU was broadcast live on Channel 7 Mate, and available for streaming on 7Plus. While stage-specific data is not yet available, the overall broadcast achieved a 690k live audience, 2.7m domestic broadcast reach, and 190 territories showing the event.

Highlights from the broadcast include:

- A spectacular shot of Horseshoe Bay at the start of the broadcast, and many times throughout. The broadcast began:

‘Sometimes we watch a bike race for the scenery, other times it’s for the actual bike race. Today, we have both bases perfectly covered as Horseshoe Bay delivers a postcard backdrop’

- Beautiful aerial footage of Langhorne Creek vineyards, plus a Ziptrack Sprint through the main street. Commentators Anna Meares and Phil Liggett discuss Langhorne Creek, noting its famous Cab Sav and historic vines, some of the oldest in the Southern Hemisphere
- The commentary team discuss Gilbert’s bicycles and Strathalbyn’s cycling history
- The race passes through Strathalbyn, showing crowds outside the Visitor Information Centre and along the second Ziptrack Sprint
- Seven correspondent James Tobin describes the excitement of the peloton whizzing by on King of the Mountain
- The helicopter delivers a lingering shot of the peloton passing over Council’s road writing at Currency Creek reading ‘Welcome to the Fleurieu’ in English and French
- The race passes through Goolwa and Middleton, with shots of the community and glorious coastline. The excitement builds as the finish line approaches
- The race concludes at Port Elliot, with post-race interviews and celebrations with many more aerial shots of Alexandrina’s beautiful Horseshoe Bay, headlands, and township.

Website presence

Alexandrina TDU website (hosted on Fleurieu Peninsula Tourism)	<p>Business Alexandrina partnered with Fleurieu Peninsula Tourism (FPT) to build the Alexandrina TDU website to:</p> <ul style="list-style-type: none"> • Give consumers and race-goers easy access to our full program (the TDU website did not achieve this) • Merge with South Australia’s core tourism platform • Capture FPT website traffic. 	<p>4582 visits</p>
Alexandrina Council website	<p>A Tour Down Under page on the Council website was maintained throughout the project duration and included key local messaging which evolved as the race approached. Messaging included:</p> <ul style="list-style-type: none"> • Road closures and traffic restrictions • Promoting local business involvement • Encouraging entrants into the Best Dressed Town Competition • The race day program. 	<p>3608 visits</p>
Santos Tour Down Under website	<p>Alexandrina featured on the Santos Tour Down Under’s website on several key website pages:</p> <ul style="list-style-type: none"> • Men’s Stage 4 • Spectator Travel Guide for Men’s Stage 4 • Individual event pages • Travel blogs <p>Our presence was maximised by:</p> <ul style="list-style-type: none"> • Providing information to the TDU team detailing places in Alexandrina to eat and drink, things to see and do, coffee spots, and cycling and bike hire. • Encouraging local events to list as official Associated Events. 	<p>Stage pages had an average 53.7k page views. Specific page data not yet available.</p>

2. Business engagement and capacity building

Business Alexandrina engaged local businesses throughout the region to create special events and offers, maximising benefit from the increased visitation and media opportunities surrounding the TDU.

Initial communication with businesses encouraged attendance at workshops, the creation of events/offers, participation in best dressed town, and gave notice of road closures, consisting of:

- Digital marketing to the Business Alexandrina network of around 1,400
- Partner engagement, including with the:
 - Strathalbyn Business Group (attendance at three group meetings)
 - Strathalbyn Tourism Association (private meeting, attendance at two association meetings, including AGM)
 - Langhorne Creek Grape & Wine Association (private meeting, regular communication)
 - Middleton Town & Foreshore Committee (private meeting, follow up conversations)
 - Port Elliot Town & Foreshore Committee (private meeting, follow up conversations)
- Doorknocks along the main streets of Strathalbyn, Goolwa, Port Elliot, and Middleton
- Targeting of and direct approaches towards key businesses and organisations.

Business engagement workshops

60 participants from 35 local businesses and organisations attended two sold out workshops, held in October and November in Langhorne Creek and in Port Elliot. The workshops gave participants the chance to learn more about TDU participation, workshop ideas for events and special offers, network with other involved businesses, and gain relevant tourism marketing skills. The workshops were run in partnership with Adelaide Business Hub and covered:

- Workshop 1: Leveraging major events to boost tourism, presented by Hayden Zammit of Tourism Accelerator
- Workshop 2: Digital marketing, presented by Steve Davis from Talked About Marketing



Workshop participants were given the opportunity to undertake further mentoring at a highly subsidised rate.

An additional online workshop offered in cooperation with Fleurieu Peninsula Tourism trained interested participants on how to use the Australian Tourism Data Warehouse to create event listings and tap into SA's Tourism marketing infrastructure.

Program of events

Emerging from this business engagement, 24 businesses and community organisations staged events or promotional offers along the route.

Participating businesses and their events/offers

Kimbolton Wines: Race from the Rooftop	Alex FM: Live Broadcast outside Goolwa library
Bleasdale Wines: Bleasdale X TDU Lawn Party	Cittaslow Market: Race Day Market - Goolwa
Langhorne Creek General Store: Bicycles & Burgers	Oscar W Paddlesteamer : Special Race Day Cruises
Bremerton Wines: Sprint & Sip	Armfields Slipway: Open Day
WindSong Wines: Prosecco Pop up	Hector's: Hector's and Rockbare Wines TDU Lunch
Lake Breeze Wines: Long Lunch at Lake Breeze	Middleton Town & Foreshore: TDU in Middleton
The Bean Machine: Mega Bike Burger	YHA - Beach House: Family Fun at the Finish
Wistow on High: Tour De Brunch	Rotary Club of Encounter Bay: Port Elliot Market
The Greenman Inn: All Day Dining and Live Music	Flying Fish: TDU lunch
Peninsula Providore: Tour Down Under Grove Picnic	Steamranger/Cockle Train: Special race day service
Mila Alexandra: Front Row Festivities	Cockles at Port Elliot: Coffee Van
Gilbert's Museum: Strathalbyn & the "Deadly Trebbly"	Hotel Elliot: Sounds of Summer and Henry Street bar

An additional 20+ businesses took part in markets or operated food vans in Port Elliot's Continental Park.

Marketing support

Businesses were informed early of the opportunity to run an official 'Associated Event', becoming a part of the TDU official program and benefitting from the TDU's extensive promotional campaign.

14 Alexandrina businesses/events from all 6 townships submitted events in time to be featured in the TDU printed program, which was distributed widely, including as a lift out in the Sunday Mail with a State-wide circulation of 202,567.

Associated events also featured prominently in the Tour Down Under's digital campaign:

- On the Stage 4 website, interactive route maps, and travel itinerary pages
- With individual event listings
- Earned social media posts for hero events
- A paid TDU social campaign featuring Alexandrina events in a facebook carousel
- Multiple blogs featuring Alexandrina businesses, such as:
 - <https://tourdownunder.com.au/blog-articles/roadside-regional-events-feel-the-rush-and-support-local-communities>
 - <https://tourdownunder.com.au/blog-articles/roadside-regional-events-feel-the-rush-and-support-local-communities>
 - <https://tourdownunder.com.au/blog-articles/a-familys-guide-to-the-santos-tour-down-under>
 - <https://tourdownunder.com.au/festival/calendar-of-events/family-friendly-events>

Business Alexandrina offered a program of marketing support for Alexandrina businesses:

- Building a website to promote the regional TDU program, in partnership with Fleurieu Peninsula Tourism
- Featuring events in travel blogs
- Helping businesses create ATDW listings to feature on the Alexandrina TDU website, the Tourism SA site, and more than 200 tourism sites around the nation
- Providing participating businesses with a media kit including branded and bespoke social assets
- Resharing content posted with the #UnbeatableAlexandrina hashtag
- Featuring participating businesses in our comprehensive social media and PR campaign, both individually and as part of township programs
- Featuring businesses in PR content, such as on the cover of Alexandrina Alive, and in editorial spreads
- Staying in regular email and phone contact with ‘team Alexandrina’.

Full social media and PR campaign results are listed earlier in this report.

Event snapshots

Kimbolton Wines, Langhorne Creek

Having sold out its initial Race from the Rooftop event, Kimbolton widened its offering, eventually taking 70 bookings for the day. The bookings were largely from interstate visitors, rather than locals, indicating the success of the TDU’s wider marketing campaign. Kimbolton reported the event as having had a great vibe and delivered excellent brand exposure. The helicopter overhead was especially exciting. Of interest, after the race had finished, members of the international media came back and bought product. Kimbolton were very happy with the event, and have taken note of how they might make it even better next time.



The Greenman Inn, Ashbourne

'Ashbourne is going off!' was the message from the TDU convoy as it passed through Ashbourne. The action centred on the iconic Greenman Inn, which took 85 bookings and made a fantastic day of it, with music, food, drink, and a great atmosphere. A few people experienced access issues due to the rolling road closure, however walk-ins more than make up for it, ensuring the event had a full house. The event and day were described as very positive for the local community, and the Greenman Inn hope to do it all again.



Artworx, Goolwa

Artworx, a gallery in Goolwa, did not run an event, but instead chose to enter the Santos Best Dressed Town competition, winning the daily business prize. Their decorations created a real buzz, attracting people to the store and giving them great exposure. From Artworx's facebook:

"A big shout out to Keith Parkes, Mayor of Alexandrina Council for dropping in to personally congratulate us on winning the Best Dressed Commercial Business or Community Property for the Tour Down Under for Friday 19th January 2024.

Steve and Belinda love the TDU and they jumped at the chance to get involved ... So many people got into the spirit of the event, it was truly a wonderful day. We look forward to future opportunities to get involved in community projects and events like the TDU.

We are proud to say that our decorations were made (by us... ok mostly Steve) using discarded packing materials and paint we had at home, making our decorations from repurposed materials - it was such good fun!!"



Hotel Elliot, Port Elliot

Council worked with Hotel Elliot to capitalise on the hotel's premium location and create an activation zone on Henry Street. Council provided a big screen for race viewing (in collaboration with the Santos Tour Down Under), additional tables and chairs, and assistance with licensing. Hotel Elliot was then able to trade both within its usual premises and out onto Henry Street, where it ran a vibrant pop-up bar and sold street food. Hotel Elliot concurrently ran its Sounds of Summer event, providing music and entertainment throughout what was a fun and successful day.



3. Giving value to and showcasing the community

The Tour Down Under was a great experience for the community. Vibrant and enthusiastic townships presented our region to the world as lively, friendly, and welcoming.

Crowds in Port Elliot were estimated at 4,000, with a good turnout across all townships. Anecdotally, the crowds in Goolwa were reported by Carlee Taylor, Assistant Director of the TDU, to be among the biggest ever, and stage winner Samuel Welsford described Port Elliot as the best finish he had seen.

The race had important value in terms of community pride.



Port Elliot

To prepare the town for race day, a group of locals, ranging from 9 to 89 years old, and Council staff members donated their time to turn ordinary bicycles into yarn-bombed works of art which then decorated The Strand. The beautiful bikes signalled to the community that the race was coming, and proved enormously popular, being shared 55 times on facebook, with 2,700+ views – approximately equal to Port Elliot’s population – and generating wide media interest, including from ABC.

Verity Paul

How wonderful to see these creative community members take the time and initiative to decorate the town they love

🙌 well done to all involved



On race day, Port Elliot turned on the charm, with perfect weather, sparkling ocean, blue skies, colourful crowds, bicycles everywhere, TV cameras, cycling superstars, and a relaxed summertime atmosphere creating a very special event.



Race day highlights in Port Elliot

The **SteamRanger** passed through town several times on the day, helping to transport race-goers, and was stationed at Port Elliot while the peloton raced home.

Hotel Elliot and the Henry Street activation featured beers and bicycles bursting out onto the side street, where a giant screen offered excellent viewing of the race.

Continental Park featured the finish line, the main stage, the ticket breakaway zone offering premium trackside viewing, a giant viewing screen, food trucks, free bicycle servicing, Kondoli the inflatable whale, with the stunning Horseshoe Bay as a backdrop. Bike racks were also supplied in Continental Park, and were well used.

The **Rotary Market** in Lakala Park saw thriving trade throughout the day.

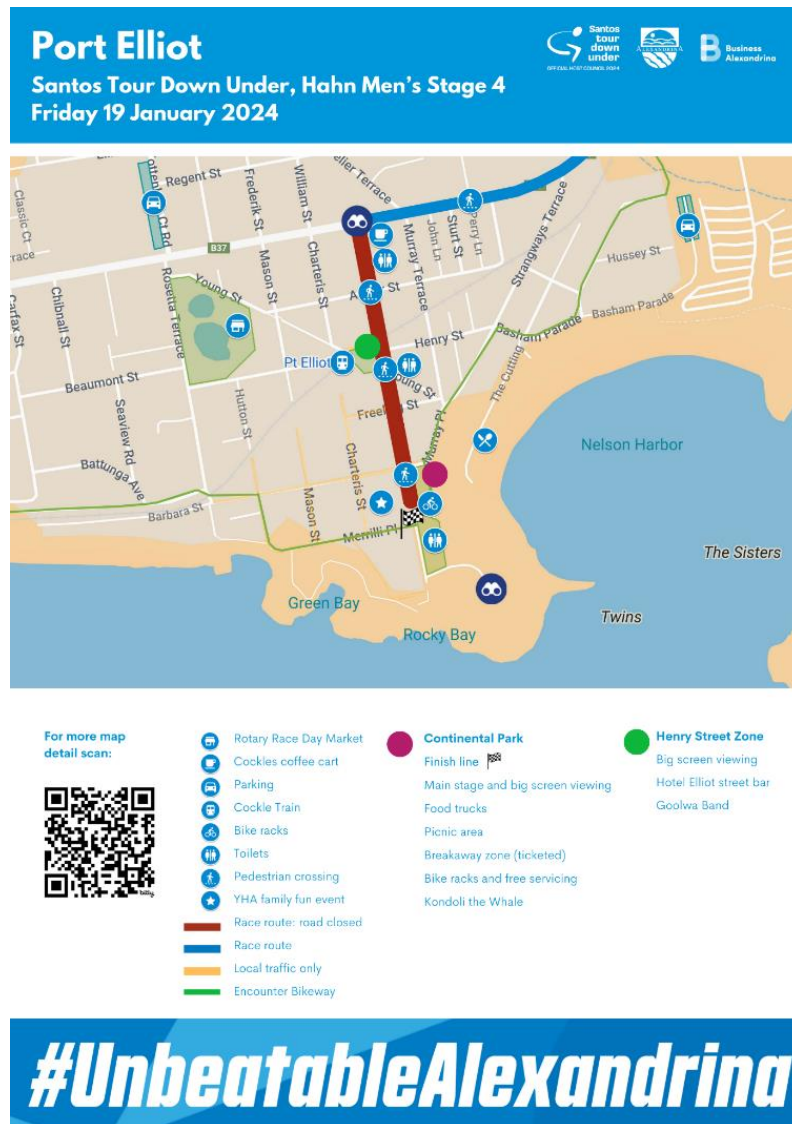
The arrival of the **TDU convoy** of 14 vehicles, including Alexandrina's TDU car, gave assorted merchandise to the crowd, including our #UnbeatableAlexandrina bumper stickers. The convoy was followed by police chaperones, then the peloton for an exciting finish.



Race day attractions at Port Elliot

Around Port Elliot	Continental Park	Henry Street Zone
Rotary Race Day Market	Finish line	Big screen viewing
Cockles coffee cart	Main stage	Hotel Elliot street bar
SteamRanger/Cockle Train	Big screen viewing	Goolwa Band
Bike racks	Food trucks	
YHA family fun event	Picnic area	
TDU lunch at Flying Fish	Breakaway zone (ticketed)	
Encounter Bikeway	Bike racks	
Overflow parking along Tottenham Court Road	Complementary bike servicing	
	Kondoli the Whale	

Wayfinding signs were posted at strategic points around Port Elliot on race day.



Middleton



Middleton arguably led the way in terms of community spirit and deserves special mention, especially as the town won overall Gold in the Santos Best Dressed Town and \$3,500 in prize money.

The Middleton Town and Foreshore Committee (among others) was encouraged by Business Alexandrina to get involved early and apply for a Community Grant from Council to fund their efforts. They were subsequently granted \$2,000 to stage a community event and decorate the town. Middleton's iconic surfboard-on-bike decorations went up in early January, generating great community excitement and pride, and taking on a special resonance after the Middleton floods a year earlier.



Well done Middleton, it looks fantastic, and your friendly signs look great, I've noticed motorists be more conscious of others.

3w Like Reply Hide



Middleton has been decorated really well with all the bikes ... waiting to see what Goolwa will do ?

3w Like Reply Hide

Throughout the town there were painted bikes displayed with signage in the shape of surfboards promoting TDU and Middleton! They also created their own TDU signage for the lampposts, had bunting displayed throughout the town and had a free community event on so the local community could watch the race go past, while listening to a live band and enjoying a free sausage sizzle! A wonderful way for the whole community [to get] involved!

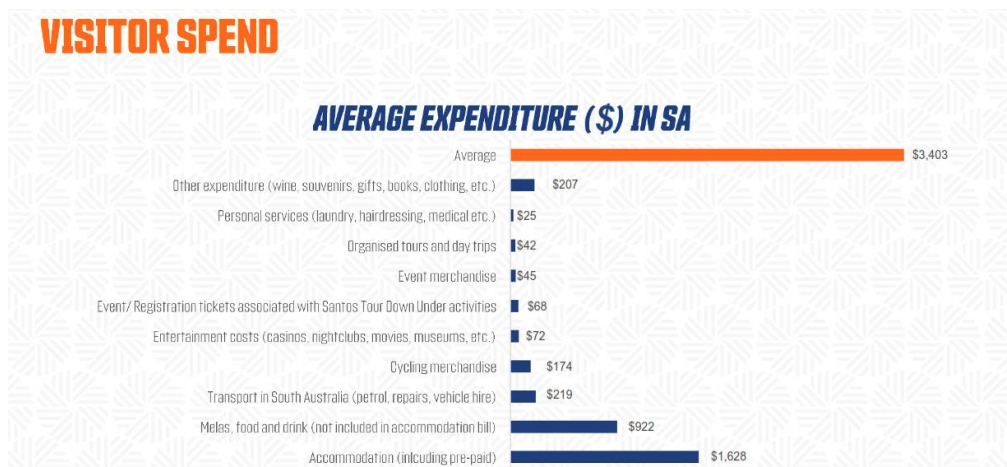
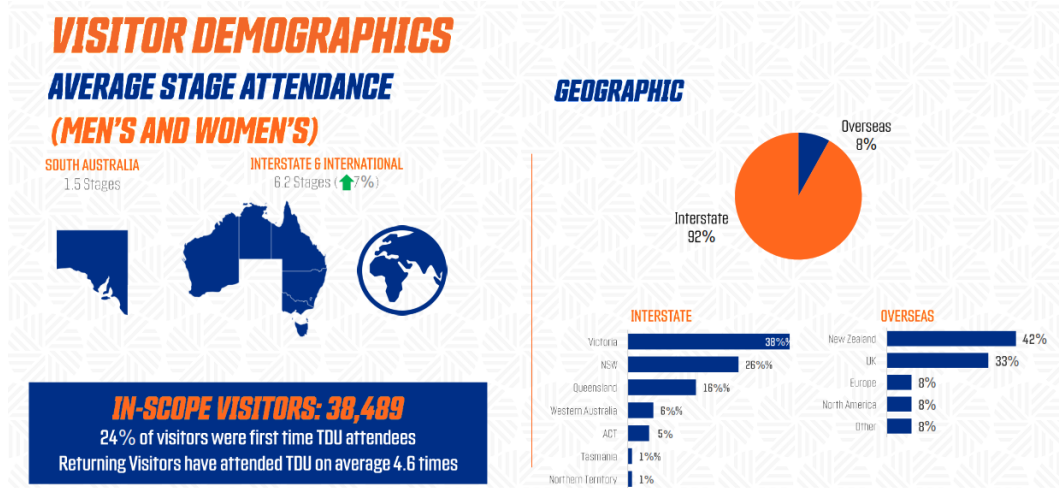
Commentary by the Santos Tour Down Under

Community spirit on show along the race route



Economic impact

Preliminary data from the Santos Tour Down Under gives a glimpse at the overall economic impact of the racing festival and in the Fleurieu region, although is not yet drilled down to the Stage 4 race.



REGIONAL VISITATION – FLEURIEU*

- 59%** of Interstate or International Visitors stayed one or more nights in a region outside Adelaide
- 46%** of respondents stayed in the Fleurieu
- 5** average number of nights stayed in the Fleurieu
- 26%** of local patrons visited the Fleurieu Region to watch a stage of the Santos Tour Down Under
- \$215** average amount spent on accommodation in the Fleurieu

*Inclusive of McLaren Vale, Willunga, Port Willunga, Victor Harbor

