TOUR OF TASMANIA

JERSEY CLASSIFICATION



\$5,000 WILL ENABLE YOUR BUSINESS, ORGANISATION OR COMMUNITY GROUP TO BECOME A JERSEY SPONSOR

A Jersey Classification Sponsor enables your business to have exclusive logo placement on your selected classifications jersey for the five day Spirit of Tasmania Cycling Tour.

Working one-on-one, we will seek to develop an ongoing relationship with our Premier Event Partners that will span beyond this year's event.

JERSEY CLASSIFICATION SPONSORS WILL HAVE:

- Exclusive logo placement on your selected Jersey classification which will be seen during our live broadcast coverage (KOM/QOM, sprint jersey, young rider jersey or most aggressive jersey);
- Recognition through our website supporter page, including logo, description, website and social media links;
- Specific Facebook and Instagram posts, recognising your contribution and information about your business, organisation or services;

ADDITIONAL OPPORTUNITIES MAY INCLUDE:

 Coverage and use of your product or services as part of the tour.

15.8.1 Spirit Of Tasmania Cycling Tour - Sponsorship Proposal



JERSEY CATEGORIES

Jersey Classifications are a huge part of the race, with teams having different objectives each day or for their overall goal for the tour.

The jerseys will have premier partners on the front, back and sleeves, with the main sponsor for each jersey the largest on the front and back (as seen above).

YELLOW JERSEY - GENERAL CLASSIFICATION

- Based on cumulative time over the entire race
- Rider with the lowest cumulative time wins
- Presented at the end of each stage & final awards

GREEN JERSEY - SPRINT CLASSIFICATION

- Points given to the first 4 riders at each categorised sprint
- Sprints positioned throughout & at the end of each stage
- Presented at the end of each stage & final awards

WHITE JERSEY - YOUNG RIDER (BEST TIME)

- Best time for riders U21 (Male), and U23 (Female)
- Rider with the lowest cumulative time wins
- Presented at the end of each stage & final awards

POLKADOT JERSEY - HILL CLIMB CLASSIFICATION

- Points given to the first 4 riders over categorised climbs
- Various climbs throughout each stage
- Presented at the end of each stage & final awards

RED JERSEY - MOST AGGRESSIVE CLASSIFICATION

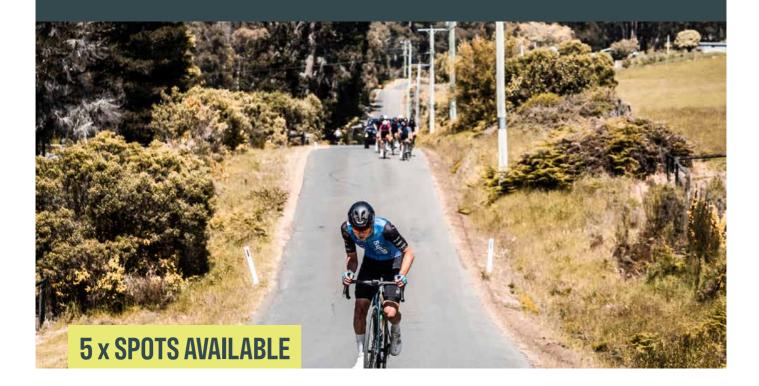
- Determined after each stage
- Rider who had the most impact on the stage
- Presented at the end of each stage & final awards

SPONSORSHIP PROPOSAL | TOUR OF TASMANIA 2025

PAGE 17

TOUR OF TASMANIA

INDIVIDUAL STAGE SPONSOR



\$2,000 WILL ENABLE YOUR BUSINESS, ORGANISATION OR COMMUNITY TO BECOME A STAGE SPONSOR.

As an Individual Stage Sponsor your business has exclusive naming rights to one of the five stages for the Tour of Tasmania. You can choose one of these five stages:

Working one-on-one, we will seek to develop an ongoing relationship with our Stage Sponsors that will span beyond this year's event.

YOU CAN CHOOSE ONE OF THESE FIVE STAGES:

- Devonport Bluff Prologue
- Sheffield/Wilmot Loop Stage 1
- Deloraine to Great Lake via Golden Valley Stage 2
- Penguin/Gunns Plains Stage 3
- Devonport Criterium Stage 4

ADDITIONAL OPPORTUNITIES MAY INCLUDE:

- Recognition through our website supporter page, including logo, description, website and social media links;
- Gain exclusive stage naming rights and promotion during the event;

TOUR OF TASMANIA

ADDITIONAL OPPORTUNITIES



HAVE ANY OTHER IDEAS? THEN WE WOULD LOVE TO HEAR HOW YOU AND YOUR BUSINESS WOULD LIKE TO BE INVOLVED WITH THE SPIRIT OF TASMANIA CYCLING TOUR.

We are keen to discuss any level of sponsorship value with you to help support the Spirit of Tasmania Cycling Tour.

We love partnering with great local producers, service providers and tourism businesses to promote your business to the masses.

ADDITIONAL SPONSORSHIP IDEAS:

- Food Sponsor
- Beverage Sponsor
- Accommodation Sponsor
- Experience Sponsor
- Vehicle Sponsor
- Product Sponsor



ENGAGING THE COMMUNITY THROUGH GREAT VENDORS, PROGRAMS AND FESTIVAL AREAS

As a born and bred Tasmanian business, Eudaimonia Tasmanian Cycling Tours prides itself on developing strong and long lasting relationships with local businesses and community groups to help increase community engagement in the event. We understand that each region of Tasmania has unique requirements, as such we are creating appropriate activations for each specific Tasmanian region.

Below are some activations we have used in previous events, such as the Cygnet Cycling Festival, and that we intend to bring into the Spirit of Tasmania Cycling Tour to leverage Tasmania as a premier cycling destination.

2023 was the beginning for usu to understand what community engagement exewrcises work best and where we have room for improvement

15.8.1 Spirit Of Tasmania Cycling Tour - Sponsorship Proposal

SCHOOLS PROGRAM

The schools program is about engaging regional educational institutes of all levels, from pre-school through to higher education.

We have run successful school programs in conjunction with the Cygnet Cycling Festival and find it a great way to engage this group as well as build buzz around the event both pre, during and post, enabling ongoing interest and participation in cycling and therefore overall child health.

COMMUNITY RIDES

As a Tasmanian company, we believe that racing is only the beginning of what The Spirit of Tasmania Cycling Tour has to offer. We want to start building more structured community and participation rides into the tour schedule.

When we incorporated this into The Cygnet Cycling Festival (previously Hell of the South race) we saw numbers grow from a struggling 30 participants to 240 riders in two years; and that is just the beginning.

Beyond looking at participation numbers alone, we were also able to engage a much broader audience and more positive local engagement.

We propose engaging in a similar manner for this year's tour and continuing to grow and develop structured rides moving forward to start engaging a larger interstate audience.

As a cycling tourism business, we are also well positioned to provide luxury style options, such as long lunches, working with local vendors, along with local routes taking in various regional providers.

FESTIVAL AREAS

We are making a number of changes to the routes this year to make them more conducive to having a 'festival hub' as well as the ability for spectators to watch the race.

We will have both the start and finish line of each stage in the same location, close to a designated town, as well as looping part of the route so that it is more interesting for people to stay and watch as the riders come past - multiple times.

Such areas can be set up to include general public within the event and provide a good location to build larger event hubs with local food vendors or regional producers to create a regional market concept, or local entertainment providers to take advantage of Eudaimonia Tasmanian Cycling Tour's infrastructure such as sound systems and stages.

These areas are also a great resource to begin implementing 'come and try' activations to promote health and wellbeing into regional areas.





THE RACE BRINGS OVER 300 INTERSTATE VISITORS TO THE REGION FOR EXTENDED PERIODS AROUND THE RACE DATES

In 2023, the Spirit of Tasmania Cycling Tour saw 107 riders, 110 support staff including family and friends along with 25 volunteers and 69 operational events crew members.

A majority of this entourage are from outside of Tasmania and a survey of the 2023 competitors revealed that 60% of the responding teams extended their stay for up to seven days before and after the tour to practice the courses or to holiday.

This illustrates that efforts to encourage riders and their families and friends to experience the tourism opportunities within the area have been successful. Responding teams stayed for an average of 5.2 days before and after the actual event. The survey also showed that in addition to team support staff, some of the athletes brought along both family and friends to attend the event, who also stayed longer.

Eudaimonia Tasmanian Cycling Tours believes that this indicates there is a greater opportunity to engage and attract even more people to travel to the event with cyclists in the future and rather than only following the ride daily,

these family and friends will be encouraged to spend more time exploring the local areas, providing greater economic interaction with local businesses.

Since our inception, we have exclusively used local vendors and food providers to each region that we travel through and believe this is an important part in bringing the tour to regional areas. With the Spirit of Tasmania Cycling Tour, we will continue to engage with local vendors for catering and accommodation services as well as traffic management, and hiring of equipment. All providing direct economic impact into your locality.

In order to leverage the information of athletes and support staff increasing their stay within Tasmania, Eudaimonia Tasmanian Cycling Tours provides competitors and support staff with information about attractions in each region. It is believed that this assists and encourages the staff and team to take the opportunity to engage in activities outside of cycling and to stay longer than just the tour dates.

Eudaimonia Tasmanian Cycling Tours is keen to work with local council regarding a provision of such nature for competitors.

SPONSORSHIP PROPOSAL | TOUR OF TASMANIA 2025

PAGE 22



GET INVOLVED WITH ONE OF THE OLDEST AND MOST PRESTIGIOUS CYCLING RACES IN AUSTRALIA

Head Organiser - Sofia Tsammisaros

M. 0448 447 676

E. enquiries@tasmaniancyclingtours.com

Race Director - Scott McGory

M. 0415 243 242

E. sdmcgrory@gmail.com

Co-Race Director - Nicole Frain

M. 0467 688 412

E. nfrain@yahoo.com

PSL Co-Founder - Matt Wilson

E. matt@provelosuperleague.com

Media/Communications - Nicole Frain

M. 0467 688 412

E. nfrain@yahoo.com

Race Entries - Phil Leslie

M. 0438 611 638

E. phillip.leslie@auscycling.org.au

AusCycling Liason - Kipp Kaufman

M. 0430 303 577

E. kipp.kaufmann@auscycling.org.au



16. Infrastructure Services

16.1. Review of Policy No. 15: Driveway Crossovers

File Reference S28-05-001/S13-11-002

Report Author David Murray

Director Infrastructure Services

Authorised By Jonathan Harmey

General Manager

Decision Sought Review and continuation of Policy No. 15: Vehicle Crossings

(formerly *Driveway Crossovers*).

Vote Simple majority

Recommendation

That Council endorses continuation of Policy No. 15: Vehicle Crossings:

XXX/2025

Policy No. 15 **Vehicle Crossings**

Purpose The purpose of this Policy is to ensure that formal

application is made to the Council in any instances where a

vehicle crossing needs to be constructed or altered.

Department Infrastructure Services **Author**

David Murray, Director

Council Meeting Date 21 January 2025 Minute Reference

Next Review Date January 2029

POLICY

Definitions

Vehicle Crossing The connection of an accessway/driveway from the edge of

the property to the road, often crossing over a footpath,

nature strip, kerb or open drain.

A vehicle crossing allows vehicles to move between the property and the road. Vehicle crossings are pathways constructed within the road reserve to enable access to and from a property onto the roadway.

2. Objective

The objective of this Policy is to ensure that vehicle crossings are constructed to an appropriate standard and to the satisfaction of the Director, Infrastructure Services.

3. Scope

This Policy applies to the Council, private and public authority landowners, developers and anyone constructing or altering a vehicle crossing located within the Council's road reserve.

4. Policy

- a. The Council will require an application to be made where a new vehicle crossing is to be constructed or an alteration to an existing crossing is required.
- b. For all new vehicle crossings or alterations, construction shall be undertaken by a suitably qualified contractor with appropriate insurance coverage.
- c. Vehicle crossings are categorised as rural or urban, based on the formation of the adjacent road. All vehicle crossings must be constructed in accordance with appropriate standards and to the satisfaction of the Director, Infrastructure Services.
- d. Poorly constructed vehicle crossings that have been constructed without a permit from the Council may be required to be removed.
- **e.** Guidelines for Policy No. 15: *Vehicle Crossings* should be read in conjunction with this Policy.

5. Legislation and Related Standards

Local Government Highways Act 1982 Tasmanian Standard Drawings

6. Responsibility

Responsibility for the operation of this Policy rests with the Director, Infrastructure Services.

Report

Policy No. 15: Driveway Crossovers is due for review.

This Policy, renamed to *Vehicle Crossings*, was discussed with Councillors at a Workshop held on 17 December 2024.

Attachments

Policy No. 15: Vehicle Crossings - December 20 24 Review - Track Changes [16.1.1 - 2 pages]

Strategy

Supports the objectives of Council's strategic future direction

3. Creating a well-designed, sustainable built environment

See Meander Valley Community Strategic Plan 2024-34. *Click here* or visit *https://www.meander.tas.gov.au/plans-reports* to view.

Policy

Not applicable

Legislation

Not applicable

Consultation

Not applicable

Budget and Finance

Not applicable

Risk Management

This Policy will ensure that vehicle crossings are constructed to an appropriate standard within the municipality.

Alternate Motion

Council can adopt the Recommendation with amendments.

POLICY MANUAL

Policy No. 15 <u>Driveway CrossoversVehicle Crossings</u>

Purpose The purpose of this Policy is to ensure that formal

application is made to the Council in any instances where a <u>vehicle driveway</u> cross<u>ingover</u> needs to be

constructed or altered.

Department Infrastructure Services

Author Dino De Paoli, Director David Murray, Director

<u>Infrastructure Services</u>

Council Meeting Date <u>148 January December</u> 202<u>5</u>0

Minute Reference xxxx242/2020

Next Review Date December 20284

POLICY

1. Definitions

Driveway Crossover—Vehicle Crossing Is the connection of an accessway/driveway, from the edge of the property to the road, often crossing over a footpath, nature strip, kerb or open drain. that part of the vehicular access from the road carriageway to the adjoining property boundary.

A vehicle crossing allows vehicles to move between the property and the road. Vehicle crossings are the pathway constructed within the road reserve to enable access to and from a property onto the roadway.

This may include a kerb crossing or culvert in an open drain.

2. Objective

The objective of this Policy is to provide a process-to ensure that vehicle crossing driveway crossovers are constructed to an appropriate standard and safely and to the satisfaction of the Council's Engineer and the Director Infrastructure Services.

3. Scope

This Policy applies to the Council, private and public authority landowners, developers and anyone constructing or altering a <u>vehicle crossing</u>driveway crossover located within the Council's road reserve.

4. Policy

- 1.a. The Council will require an application to be made where a new <u>vehicle</u>

 <u>crossing driveway</u> crossover is to be constructed, a driveway crossover is not
 <u>constructed to the Council's standards</u> or an alteration to an existing
 <u>crossingdriveway crossover</u> is <u>required</u> needed.
- b. For all new vehicle crossings or alterations, Where construction of additional new driveway crossovers to existing properties or major alterations to existing driveway crossovers are required, construction shall be undertaken by a suitably qualified contractor with appropriate insurance coverage. -contractor approved by the Council with the experience and public liability insurance. (suitably qualified contractor)
- c. Vehicle crossings Driveway crossovers are categorised as rural or urban₇ based on the formation of the adjacent road. -All vehicle crossings driveway crossovers must be constructed in accordance with appropriate standards and to the satisfaction of the Council's Engineer, Director Infrastructure Services. and appropriate Tasmanian Standard Drawings as required.
- d. Poorly constructed vehicle crossings that have been constructed without a Council permit may be required to be removed.
- 3.e. Guidelines for Policy no. 15 should be read in conjunction with this Policy.

5. Legislation and Related Standards

Local Government Highways Act 1982 Tasmanian Standard Drawings

6. Responsibility

Responsibility for the operation of this Policy rests with the Director Infrastructure Services.

17. Works

17.1. Highway Dedication - Dynans Lane, Weegena

File Reference Street ID No. 638

Report Author Matthew Millwood

Director Works

Authorised By Jonathan Harmey

General Manager

Decision Sought Approve approximately 364m of Dynans Lane, Weegena as a

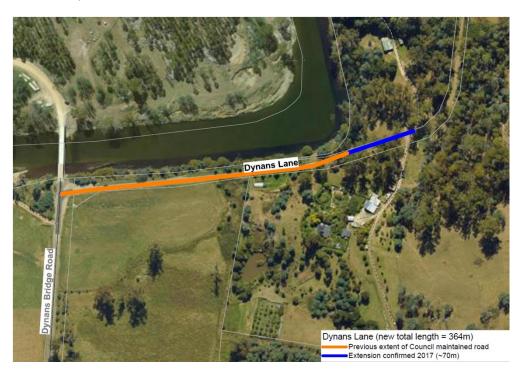
public road and the publication of the resolution in *The Gazette*.

Vote Simple majority

Recommendation

That Council, pursuant to section 12 of the Local Government (Highways) Act 1982:

1. declares that approximately 364m of the road surface and associated infrastructure at Dynans Lane, Weegena (as shown below), as the full extent of the orange and blue line will become a highway maintainable by the Council on the date of publication of this resolution in *The Gazette*:



2. requests the General Manager to ensure that a copy of the highway declaration at Recommendation 1. is published in *The Gazette*.

Report

Dynans Lane, Weegena is an unsealed, no-through rural road which provides access to a small number of properties, with the road surface and associated infrastructure historically being maintained by the former Deloraine and Meander Valley Councils.

The Municipal Map, maintained pursuant to section 208 of the *Local Government Act* 1993, has reflected this position and was amended in 2017 to include an additional 70m (blue line in map) following consultation and agreement between the Council's then General Manager, property owners and Department of Primary Industries, Parks, Wildlife and Environment.

If the recommendation is approved by Council, the Council's Officers will arrange for the publication of the resolution in *The Gazette*. Upon publication, the status of Dynans Lane, Weegena will be clarified and provides the public with a legally enforceable right to use and an obligation upon the Council to ensure that it is continued to be maintained.

Councillors discussed this highway dedication at a Workshop held on 17 December 2024.

Attachments

Nil

Strategy

Supports the objectives of Council's strategic future direction 4. Investing in infrastructure that strengthens connection

See Meander Valley Community Strategic Plan 2024-34. *Click here* or visit *https://www.meander.tas.gov.au/plans-reports* to visit.

Policy

Not applicable

Legislation

Local Government (Highways) Act 1982 Local Government Act 1993

Consultation

Property owners were consulted and advised, in writing, of the Council's responsibility to maintain Dynans Lane, Weegena, including an additional 70m section in 2017.

Budget and Finance

Not applicable

Risk Management

Not applicable

Alternate Motion

Not applicable

18. Motion to Close Meeting

Refer to Local Government (Meeting Procedures) Regulations 2015: Regulation 15(1)

Recommendation

That Council, by absolute majority, pursuant to the *Local Government (Meeting Procedures) Regulations 2015*, closes the Meeting to the public for discussion of the Agenda Items listed below:

18.1 Confirmation of Closed Minutes

Refer to Local Government (Meeting Procedures) Regulations 2015: Regulation 34(2)

18.2 General Manager's Quarterly Performance Report

Refer to Local Government (Meeting Procedures) Regulations 2015: Regulation 15(2)(a) personnel matters, including complaints against an employee of the council and industrial relations matters.

18.3 Appointment of Acting General Manager

Refer to Local Government (Meeting Procedures) Regulations 2015: Regulation 15(2)(a) personnel matters, including complaints against an employee of the council and industrial relations matters.

18.4 End of Closed Session and Release of Public Information

Refer to Local Government (Meeting Procedures) Regulations 2015: Regulation 15(8)

To be determined in Closed Council.

20. Close of Meeting