

ITEM 2 UCI ROAD WORLD CHAMPIONSHIPS - HOST CITY POST EVENT SUMMARY

From 18 – 25 September 2022, Wollongong played host to the 2022 UCI Road World Championships. The attached report provides an overview of the legacies and benefits to the city as a result of hosting the event.

RECOMMENDATION

Council endorse the draft UCI Host City Post Event Summary.

REPORT AUTHORISATIONS

Report of: Sue Savage, Manager Community Cultural + Economic Development
Authorised by: Kerry Hunt, Director Community Services - Creative and Innovative City

ATTACHMENTS

- 1 Host City Post Event Summary

BACKGROUND

From 18 – 25 September 2022, Wollongong was the Host City for the 2022 UCI Road World Championships. As part of its commitment to the event, Council provided both financial support and 'in-kind' support to the event organisers as well as prioritising a range of cycling and active transport related projects.

Following the event, Council conducted two levels of debrief. An internal debrief with staff involved in the planning and delivery of the event in order to capture learnings and build knowledge for future events in the city and a more formal assessment of the legacies and benefits of hosting the event.

The attached draft report provides a summary of the outcome of the event for the city across five key areas; international bike city, new and improved infrastructure, media impact, reputation and economic impact and community impact.

Overall, the report highlights the benefits to the city in terms of visibility and recognition on the international stage resulting in the ability to add impetus to attracting funds for key projects to improve access to cycling and active transport across the LGA. This resulted in grant funding of \$12.5M, supporting Council's own contribution to infrastructure development and delivery. It highlights the value of the international coverage of the event for Wollongong (valued at \$72 million), speaks to the ongoing reputational benefits as well as reviewing the immediate and long term economic impacts and provides detail of some of the legacies for the community.

Legacies for the Wollongong community include access to a range of cycling programs that have resulted in over 20,000 people supported onto bikes, 100 local coaches accredited and a program initiated to provide bikes to families that couldn't otherwise afford them. In addition, Council's opportunities for people to cycle have been increased with additional cycleways, shared ways, Criterium Track, Mountain Bike Track and pop-up pump tracks delivered across the LGA.

The report includes reference to Spendmapp data, which shows a slight decrease in overall spend using EFTPOS or credit /debit cards across the event period. This was influenced by businesses encouraging staff to work from home due to uncertainty about road access during the event and the unscheduled public holiday. In the overall context of the event, this dip in spend is outweighed by other benefits, including increase in hotel and tourist park occupancy, media coverage, long term visitation and economic and community benefits.

PROPOSAL

Council endorse the draft UCI Host City Post Event Summary and make it available to the community.

CONSULTATION AND COMMUNICATION

UCI

AusCycling

Wollongong 2022

WCC staff

Destination NSW

Destination Wollongong

NSW Office of Sport

PLANNING AND POLICY IMPACT

CSP Strategy and DP Services

This report contributes to the delivery of Our Wollongong 2032 Goals 2, 3, 5 and 6. It specifically delivers on the following:

Community Strategic Plan 2032		Delivery Program 2022-2026
Strategy		Service
2.7	Promote the Wollongong Local Government Area as an event, conference and visitor destination.	Economic Development
3.6	Enable signature events and festivals where communities and visitors can gather and celebrate.	Engagement, Communication & Events
5.12	Plan and deliver an accessible, safe, clean and inviting public domain.	Public Health & Safety
6.2	Wollongong continues to build infrastructure and programs to fulfil its role as a UCI Bike city.	Transport Services

RISK MANAGEMENT

This project has been planned and delivered within Council's Risk Management Framework and considered all risk areas, specifically operational and reputational risks throughout.

FINANCIAL IMPLICATIONS

This report has no financial implications as it relates to provision of information to the community. The event financial outcomes do not form part of this report.

Ecological Sustainability

Increased access to cycling and active transport, as legacy benefits of hosting the event will continue to provide environmental benefits.

CONCLUSION

Hosting the event presented a unique opportunity for Wollongong to gain positive international media coverage, grow relationships with government and offered the impetus for timely implementation of a number of key pieces of infrastructure that provide a lasting legacy to the community in terms of improving access to active transport.

While there were some short term impacts to the community due to event road closures, it can be seen that the longer term benefits will continue to provide a legacy for our city for years to come.



HOST CITY POST EVENT SUMMARY



MESSAGE FROM THE GENERAL MANAGER

The 2022 UCI Road World Championships Wollongong (2022 UCI RWC) was held from 18 to 25 September 2022 and was the largest cycling event to be held in New South Wales since the 2000 Olympics. Over 8 days of competition, 670 elite athletes and team officials from 73 nations and territories participated in the event.

Wollongong City Council as host city played a significant role in ensuring the success of the Championships. Council's efforts began in 2017 with a small team, working with State Government, bidding to host the event. During the event time, it grew to an organisation-wide effort.

Between 2018, when Wollongong was announced as host city, and 2022, we faced unprecedented bushfires, the COVID-19 pandemic and, in 2021-2022 one of the wettest years on record - all as we worked to prepare our city for the event.

With a clear vision, good long-term planning, and a dedicated workforce, Council delivered on all aspects of its Host City commitment supporting the overall successful delivery of the event.

The 2022 UCI Road World Championships Wollongong, highlighted the city as a world class destination for visitation and international events.

The international coverage helped grow the city's reputation on a world stage and provided opportunity for us to seek to broaden our economic base and attract the next wave of businesses that complement our homegrown and energetic business community.

On a local level, the event gave impetus to delivery of the strategies laid out in the Wollongong Cycling Strategy 2030, creating more opportunities and access to cycling and active transport to our community. This commitment has been recognised with Wollongong being awarded UCI Bike City status in the lead up to the event.

The 2022 UCI Road World Championships Wollongong, was a transformational event for our city and our communities. It has created an impressive legacy for Wollongong – highlighting Wollongong as a destination providing new economic opportunities, delivering new and improved infrastructure, establishing our reputation as a place for world class events and increasing our community pride.

Greg Doyle
General Manager



EVENT SNAPSHOT

8
DAYS

240,000
spectators
lined our city
streets to watch
the event

73
nations
represented

670
elite riders

1,230
VOLUNTEERS

2,716
Community Ride
participants

21
local sporting
and community
organisations
represented at
Festival of Sport

Biggest
cycling
event in
NSW since
2000

13
World
Championships
won

8,193 hrs
of Wollongong
images broadcast
into 166 countries
and territories

30+
Spin Fest Arts
and cultural events
and projects

DELIVERING REAL LEGACIES

Hosting the 2022 UCI RWC provided opportunities for our community and delivered benefits that will last long after the event is over.



1. AN INTERNATIONAL BIKE CITY

Wollongong was assigned the prestigious UCI Bike City label in early 2021 in recognition of our long-term commitment to cycling.



2. NEW AND IMPROVED INFRASTRUCTURE

- Cringila Hills Mountain Bike Park
- Illawarra Criterium Track and Velodrome
- Additional cycleways



3. MEDIA IMPACT

8193 hours of positive images of Wollongong were seen in over 166 countries across the globe.



4. REPUTATION AND ECONOMIC IMPACT

A shift in reputation from coastal town to international destination has created new opportunities for the city.



5. COMMUNITY IMPACT

Wollongong impressed the world with its enthusiasm and community pride. Our residents and visitors came together, participated, and expressed their unique cultural identity and character.

Image courtesy Getty images



1. AN INTERNATIONAL BIKE CITY

KEY HIGHLIGHT

Wollongong was assigned the prestigious UCI Bike City label in early 2021 in recognition of our long-term commitment to cycling (articulated in Wollongong Cycling Strategy 2030).

Wollongong is one of 20 Bike Cities around the world, including Vancouver, Paris, Copenhagen, and Glasgow. We're proud to be the first Australian city, and the first regional city, to receive this prestigious label.

Achieving UCI Bike City Status provides a platform to create a bike-friendly city, encourage the use of bikes and promote visitation.

Since being awarded the UCI Bike City label, Destination Wollongong has established a Bike Friendly Business program for businesses and employers to encourage and support cycling. These businesses need to demonstrate commitment to cycling by offering safe and secure bike parking, accessibility, access to maps, changing facilities and discounts for cyclists. This program has been recognised by UCI with representatives from Wollongong presenting at the annual Mobility and Bike City Forum.

CASE STUDY

As part of the delivery of the Wollongong 2022 UCI Road World Championships and in response to the UCI Bike City status, Destination Wollongong explored opportunities for local businesses to leverage the Bike City designation.

The implementation of a 'Bike Friendly Business' program for businesses who offer cycling services to residents, visitors, and tourists, was rolled out to:

- Venues (e.g.: cafes, restaurants, and attractions)
- Accommodation (e.g.: hotels, B&B's, motels, and caravan parks)
- Retailers (e.g.: bike shops, sports shops, bike service and maintenance and cycling tours)



There are currently
103
registered Bike
Friendly Businesses
in Wollongong with
plans to continue
to grow this



2. NEW AND IMPROVED INFRASTRUCTURE

The Wollongong Cycling Strategy 2030 articulated a range of projects and initiatives to make cycling options more accessible to our community.

Hosting the 2022 Road World Championships Wollongong provided the impetus, and in some cases, the ability to leverage and attract funding, to progress a number of key initiatives.

CRINGILA HILLS MOUNTAIN BIKE PARK

Completed in 2022, and recently awarded the Park of the Year at the Parks and Leisure Australia NSW/ACT Conference Awards, the Cringila Hills Mountain Bike Park has sweeping views over Wollongong's iconic industrial landscape towards the ocean and Lake Illawarra.

Cringila Hills Mountain Bike Park has an exciting mix of almost 12km of trails for riders from beginners to advanced.

These mountain bike trails are part of a bigger project that's transforming Cringila Hills into a landmark recreation park. The area includes a new playground and more than 3.4km of shared-use and walking trails.

The park includes a jumps park for beginner to intermediate riders, plus an asphalt pump track and bike skills playground.

The Cringila Hills bike trails were proudly funded by the Commonwealth Government under the Local Roads & Community Infrastructure Program in association with Wollongong City Council.

ILLAWARRA CRITERIUM TRACK & VELODROME

Opened in September 2022, the closed-loop Illawarra Criterium Track at Unanderra is great for bike riders of all levels.

This track was proudly funded by Round 8 of the NSW Government's Resources for Regions program, which contributed \$750,000 to the project in association with other funds from the Dendrobium Community Enhancement Program.

Located next to the criterium track, the Illawarra Velodrome is a traditional-style velodrome, great for training, competition, or recreation. Illawarra Velodrome is licenced and operated by the Illawarra Cycling Club.



CYCLEWAYS

In a first for our city, the Wollongong, Port Kembla, Thirroul, and Towradgi pop-up cycling routes were piloted to make it safer and easier to ride on these roads.

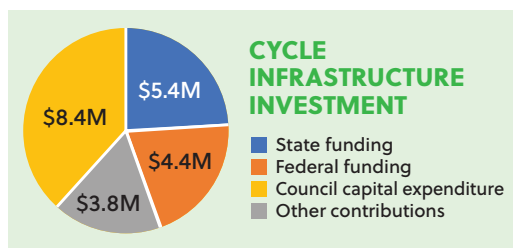
LOCAL BIKE TRACKS

Local dirt bike tracks offer riders the chance to improve their skills in their local community.

In collaboration with the community and specialist companies like Dirt Art and Iconic Trails; Council has developed and built local bike tracks at Figtree, Horsley, Fairy Meadow, and Bulli.

GRANT FUNDING

Since the announcement of the UCI event in 2018, Council has invested over \$22M in cycling related infrastructure which has been supported by various grant funding sources of approximately \$13M (see graph below).



In addition to this, Council has also recently obtained a further \$2.8M in grants which will support cycling related projects in Council's future Infrastructure Delivery Program.

In June 2021, the Government announced it will spend \$80M creating the state's first "multi-day walks" including the Great Southern Walk, a five-day, 59km hike from Botany Bay to the Illawarra. The Illawarra section of the Great Southern Walk will link from Bald Hill and Stanwell Park and through the Illawarra Escarpment State Conservation Area to the Southern Gateway Centre at Bulli Tops.

The announcement included funding for the Illawarra Escarpment Mountain Bike Network that will enable National Parks and Wildlife Services to finalise planning and assessment for 75km of trail network and complete on-ground works.

On 28 September 2022 the NSW Government awarded three NSW Government grants valued at just over \$2M to fund projects for the Grand Pacific Walk, West Wollongong separated cycleway, and Mount Ousley new footpath works.

NSW Government also announced new line markings to commemorate the 2022 UCI Road World Championships Wollongong route.





3. MEDIA IMPACT

INTERNATIONAL



KEY HIGHLIGHT

Images of Wollongong's spectacular scenery and lifestyle were showcased to the world during the event, and were viewed in over 166 countries and territories reaching a television audience of 133.29M.



Image courtesy Getty images

A digital audience of 1.4M also experienced the event across 8 digital platforms.

It is estimated that the value, or advertising equivalent, of the coverage was \$72M.

National and international cycling teams actively posted stories about Wollongong on their social media channels, which broadened the audience and reach of the exposure.

LOCAL

To ensure our community was aware of the event and its impact and to grow civic pride and excitement about the event, Council planned and phased messaging across a range of channels including social media, printed materials in letterboxes, local media and on Council's website.

Between March and October 2022 Council saw a 45 percent jump in awareness about the event from our residents to reach 95 percent awareness. There was also a 20 percent jump in awareness from non-residents to 45 percent.



HIGHLIGHTS

Hosting the World Championships had a direct effect on driving positive coverage of Wollongong, across the globe

International television audience of
133M

Estimated value of coverage
\$72M

Mentions were spread across the globe – the top three countries outside of Australia were UK, USA and France



Image courtesy Getty images

4. REPUTATION & ECONOMIC IMPACT



KEY HIGHLIGHT

The international coverage generated by the event has helped grow Wollongong's reputation on a world stage and has provided opportunity to attract the next wave of businesses that complement our local and energetic business community.

REPUTATIONAL INFLUENCE

On a local level, the event gave impetus to delivery of the strategies laid out in the Wollongong Cycling Strategy 2030, attracting more opportunities and access to cycling and active transport for our community. This commitment was recognised with Wollongong awarded UCI Bike City status.

This increased profile aided Council in obtaining \$8.6M in grant funding over a four year period for a range of cycling infrastructure and shared paths.

Images of Wollongong were broadcast to the world during the event, showcasing the city as a world class event destination and its capacity to attract and host major international events. The exposure builds international brand recognition; and creates opportunities for new investment in the city.



HIGHLIGHTS



Wollongong City Council awarded UCI Bike City Status

74% of international and 88% of non-local visitors to Wollongong likely to recommend the region for a holiday. (UCI Cycling Event Annual Review of 2022 Economic Impact Report)

On 28 September 2022 the NSW Government awarded three NSW Government grants valued at just over \$2M, to fund projects for the Grand Pacific Walk, West Wollongong separated cycleway and Mount Ousley new footpath works



ECONOMIC INFLUENCE

Wollongong City Council commissioned Geografia (Spendmapp) to undertake a study to determine the impact of the 2022 UCI Road World Championships (18-25 September 2022) on the local economy.

Spendmapp uses EFTPOS and credit/debit transaction data, including purchases made by individuals and businesses, from one of the 'big four' banking groups. It does not, however, capture interbank transfers. So accommodation that was prepaid or paid for by bank transfer would not be captured.

The study investigated the effect on spending patterns during the UCI Championships by comparing the actual spending during the period with a modelled scenario in which Championships were not held.

The modelling found that from 18 – 25 September 2022 there was a decrease in spend using EFTPOS and credit / debit for the Wollongong LGA (-4.8%).

During this period, there was, an increase in visitor local spend for categories such as Personal Services (+26%), Specialised and Luxury Goods (+8.5%) and Specialised Food Retailing (+8.2%). Businesses that were well positioned relative to the race route and offering a quick turnaround hospitality offer, were more likely to see an increase in spend over the period. E.g. Cupbearer, Helensburgh / Bucks Wollongong / Hotel Illawarra.

Helensburgh, saw a positive impact with a significant increase in total local spend over the final two days of the event (24 and 25 September), when it hosted the remote starts of the Women's and Men's Road Races.

Uncertainty about the impact of the event on transport into the CBD led to a number of businesses encouraging their staff to work from home during the period, resulting in lower spend by CBD workers. Figures showed a decrease, -10.4% for both resident and visitor local spend in the CBD. This was compounded by the National Day of Mourning public holiday on Thursday, 22 September.



Interestingly, Spendmapp data has since shown strong spending in the retail and hospitality sectors in October, November and December 2022, both in the CBD and LGA wide, demonstrating a return to reasonably buoyant spending patterns within the local economy.

Figures provided by UCI Cycling Events Economic Impact Annual Report 2022 indicate the event delivered €35.6m in additional value to the economy, although it needs to be acknowledged this impact was NSW wide.

Council understands that State Government will report on the impact of the event at a state level. This information was not available at the time of preparing this report.

HIGHLIGHTS

\$12.5M
received in
grant funding
for bike related
projects.

Council owned
tourist parks
occupancy was
up 20 - 30% on
comparable
periods in
previous years.

Helensburgh, saw a
significant increase
in total local spend
over the final two days
of the event, when
it hosted the remote
starts of the Women's
and Men's Road Races.





5. COMMUNITY IMPACT

Hosting the 2022 UCI RWC brought life, colour, and energy to our city. Wollongong impressed the world with its enthusiasm and strong sense of community pride that has shaped Wollongong's identity.

The community came together to be involved and participate in the event and to express their unique cultural identity and character to the world.

HIGHLIGHTS

2,716
locals participated
in the Community
Ride

17,000
school students
participated in
bike education
programs

1,230
volunteers
supported the
event

36%
of survey respondents
said they felt inspired
to become more
active (Destination
Wollongong Perceptions
Survey 2022)

LEARNING NEW SKILLS

AusCycling piloted their Ride Nation project in Wollongong to deliver community bike programs including:

- 20,000 local kids supported onto bikes.
- 100 coaches accredited
- Learn to ride programs for multicultural teenage girls: a bike education program developed with the Wollongong City Council Youth Services team targeting multicultural teenage girls who have not had the opportunity to learn how to ride. Eight girls participated in the pilot program, and all learnt road safety and how to ride a bike; check bike safety and navigate basic road rules.
- School Bike Exchange Day: Ride Nation Wollongong worked with and supported Give-A-Bike Wollongong to host a bike exchange day for students without the ability to buy a bike.



INCREASED INTEREST AND INVOLVEMENT

Local cycling clubs took part in the event as officials, volunteers and staff and gained valuable training and experience. They remain in our community and will continue to contribute their new skills in other activities and events.

New safe cycling infrastructure coupled with the international profile of the Championships has generated an upswing in membership of local cycling clubs. Both the Illawarra Cycling Club and Illawarra Bike Users Group, have seen upswings in membership and participation.

The community embraced active transport during the event with cycling and pedestrian use of the Blue Mile, Squires Way and Slackey Creek Bulli shared paths increasing over the week. Council installed counters showed an overall total of 86,566 cyclists and pedestrians used the paths during the period with the final Sunday being the busiest day with 21,449. This outstrips other peak days of 15,200 for 26 January and 3 October 2022.

DISABILITY TRUST CYCLE ABILITY PROGRAM



Cycling is a great way to build social connections, physical fitness, improve balance, coordination, confidence, mobility, and positive mental health. Cycle Ability, a Disability Trust program, raised funds for bicycles, tricycles, recumbent bikes and bike frames to suit the diverse needs of program participants.

Cycle Ability runs on the last Saturday of every month. These sessions are free and all are welcome to participate. Individuals are taught bike riding skills, road awareness and safety, road rules, and bike maintenance.

Cycle Ability partnered with MS Gong Ride last year holding its own very successful all-ability event.



CULTURAL EXPRESSION AND CHARACTER

SPINFEST

Wollongong City Council delivered an arts and cultural program over 23 days including the UCI period. The event targetted the local community while also showcasing our unique culture and community character to the world. The program, held in the Wollongong CBD, with a satellite event at Helensburgh featured more than 30 events and projects.

Events ranged in size from major activations to smaller exhibitions and displays. Venues were spread throughout the CBD and included the Arts Precinct, Wollongong Art Gallery, City Library, laneways and Crown Street Mall and extended to Wollongong Harbour, as well as Helensburgh.

HIGHLIGHTS

3,000
people attended
the Beach Party
on North Beach

Over
2,000
people attended
Spin Helensburgh

Local
performers
engaged

Temporary
public art and
installations



COMMUNITY CHARACTER

To celebrate the 2022 UCI Road World Championships, Council offered 'Connecting Neighbours Grants' for projects that celebrated the event and brought local communities together.

The grants received an enthusiastic response from our community. A total of 34 grants were awarded and funded 28 neighbourhood gatherings and 6 decorating projects.

LEGACY ARTWORK

Public Art pieces will be installed at locations around the city to commemorate the event and celebrate the excitement experienced by everyone. These will appear over the next 6-18 months acknowledging key sites along the race route.





CASE STUDY - RAMAH AVENUE



Ramah Avenue, Mount Pleasant has claimed the unofficial title of the friendliest street in Wollongong – a big claim, but the welcome signs, bunting and colour make this hard to disagree with.

The Ramah Avenue Hillclimb was the focus for the fans with local homeowners pulling out sunshades and their TVs to watch the race both on TV and on the road, while youngsters set up sales of cordial and baked goods.

There were front-yard impromptu gigs from a rock band starting with 'Smells like Teen Spirit', and of course the famous pink-onesie nature strip runner, specifically referenced as being an inspiration for Zoe Backstedt on her long solo ride to the rainbow jersey in the junior women's race.

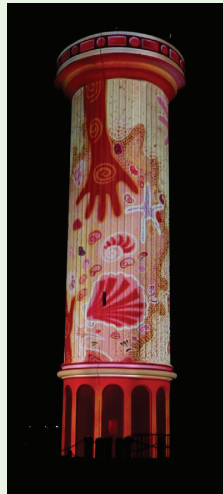
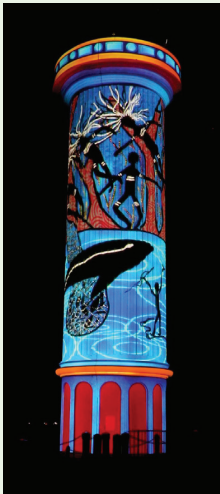
Macey and Xavier Guevara were one of the successful Connecting Grants applicants. They hosted a flag making workshop and decorated their picket fence with flags of the world to get their neighbours excited. The duo put out garden chairs to watch the 2022 Road World Championships as they raced by their house.

Grill on the Hill was another local initiative with a group of 'mates' chipping in their own cash to fund a BBQ and hand out free sausage sandwiches.

Image courtesy Getty images



CASE STUDY - BEYOND THE BREAKING WAVES



The projections onto Wollongong Lighthouse on Flagstaff Hill were a huge drawcard at the event and a standout success. The projections were a source of local pride, had positive media coverage, and showcased Wollongong nationally and globally.

The projections themselves celebrated Aboriginal and Torres Strait Islander stories and culture. The excitement around the imagery was repeated during a second showing on Wollongong Art Gallery after the event as part of the Luminous Festival, with further positive media coverage and community support.

There was a high standard of presentation through the contracting of Electric Canvas, bringing something of a national standard to Wollongong.

Image (left): *Heritage of the Blue Edge* by Lorraine Brown and Narelle Thomas

Image (right): *Gathering Shells on the South Coast* by Jodie Stewart

THANK YOU

We'd like to thank our local community for their patience, support and participation in the event, both during the lead-up and delivery.

The event gave impetus to delivery of the Wollongong Cycling Strategy 2030 which has increased opportunities and access to cycling and active transport.

The benefits of hosting the event will continue to be felt in years to come as the city continues to gain from the international exposure provided by the event and the continued impact of legacy programs.

REFERENCES

- Geografia 2022 Road World Championships Quantitative Impact Analysis
- Union Cycliste Internationale Events Economic Impact Report Annual Review of 2022
- Ride National Wollongong Report November 2022
- Spin Festival Debrief (WCC internal document)
- UCI Communications report (WCC internal document)
- WCC Tourist Park visitation figures
- Media monitoring and analytics





HOST CITY POST EVENT SUMMARY