



CYCLING TOUR 2023



EVENT PLAN

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TASMANIAN



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In recognition of the deep history and culture of this land, we acknowledge and pay respects to all Australian Aboriginal people, the past and present custodians of the land.

We are privileged to learn from them in the way we care for and share Australia's diverse nature and culture, and we strive to walk (and ride) humbly in the footsteps of those who have walked these paths before us.

THE SPIRIT OF TASMANIA CYCLING TOUR IS **ONE OF THE OLDEST AND MOST PRESTIGIOUS** NATIONAL CYCLING TOURS IN AUSTRALIA, **FIRST RACED IN 1930.**

**THE TOUR SHOWCASES PICTURESQUE
TASMANIAN TERRAIN WITH SWEEPING PLAINS,
EPIC CLIMBS AND COASTAL COURSES THAT
CHALLENGE AUSTRALIA'S MOST PROMISING
YOUNG RIDERS AND SETS THE STAGE FOR THE
SUMMER OF CYCLING.**

The introduction of the Women's Stage Race in 2018 elevated the event to a new level, underpinning the growth of professional female racing within the Australian cycling community.

Seeking to capitalise on the Tasmanian brand and in-depth knowledge of local cycling, this year's race is organised by Eudaimonia Tasmanian Cycling Tours (TCT) and led by a female team for the first time. This will see the race reach its full potential as a true showcase of what Tasmania has to offer!



2022 STATISTICS

THE SPIRIT OF TASMANIA CYCLING TOUR RETURNED WITH GUSTO FROM A 2-YEAR COVID ENFORCED HIATUS.

Here are some statistics from last year's Spirit of Tasmania Cycling Tour.

116

Rider Entries
Tour of Tas

75

Male
Entries/Riders

41

Female
Entries/Riders

19K

Instagram
Likes

344K

Twitter Post
Impressions

19

Tour of Tasmania
Sponsors

173K

Facebook Post
Impressions

14

NRS Teams
Competed In the Tour



THIS YEAR'S TOUR.

IN 2023, THE SPIRIT OF TASMANIA CYCLING TOUR WILL BE STAGED FROM THE 8TH - 12TH NOVEMBER IN NORTHERN TASMANIA.

The 2022 Spirit of Tasmania Cycling Tour consisted of a total of 116 riders, made up of 75 male riders and 41 female riders.

While the event did not run in 2020 or 2021 due to the ongoing effects of COVID-19 pandemic, the 2022 tour saw an increase of 24% in female participation levels compared to the 2019 tour, showing the need for competitive cycling at a national level.

The Spirit of Tasmania Cycling Tour is considered a 'must do' event on the Australian cycling calendar due to the success of past tour winners Cadel Evans and Richie Porte. More recently Dylan Sunderland and Sarah Gigante both advanced to join UCI tour teams to race on the international circuit immediately after winning the tour.

This year we are going to be bringing a larger participation and spectator aspect into the tour by adding two participation events over the duration of the tour; both the prologue stage and stage 3. We will also be changing the stage 3 route to better cater for participation and a festival aspect of the event.

Moving forward, we are looking at moving the tour into three main regional hubs to better showcase the varying terrain and scenery that Tasmania has to offer, while distributing the economic impact evenly across the state.

We are also increasing the number of women's racing days and participation to be in line with the men's format in 2024.

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 | **BURGH**

MADE FOR RACING

WEDNESDAY NOV 8TH - BOURKE ST, LAUNCESTON

PROLOGUE - ITT

A watt-dropping short 550m burst up Bourke Street featuring 62m of climbing up steep switchbacks, an average grade of 11.9% at a maximum gradient of 15.3%.

The idea of this stage will be to bring in larger participation and spectator numbers. We will achieve this by moving the start time to the afternoon, allowing school kids to be involved after school as well as organising music, a couple of food vans and some other activities to improve engagement during the stage.

STAGE DETAILS:

Date: Wednesday 8th November 2023 from 4pm

Start Location: Bourke St, Launceston

Participation Start Time 4:00pm

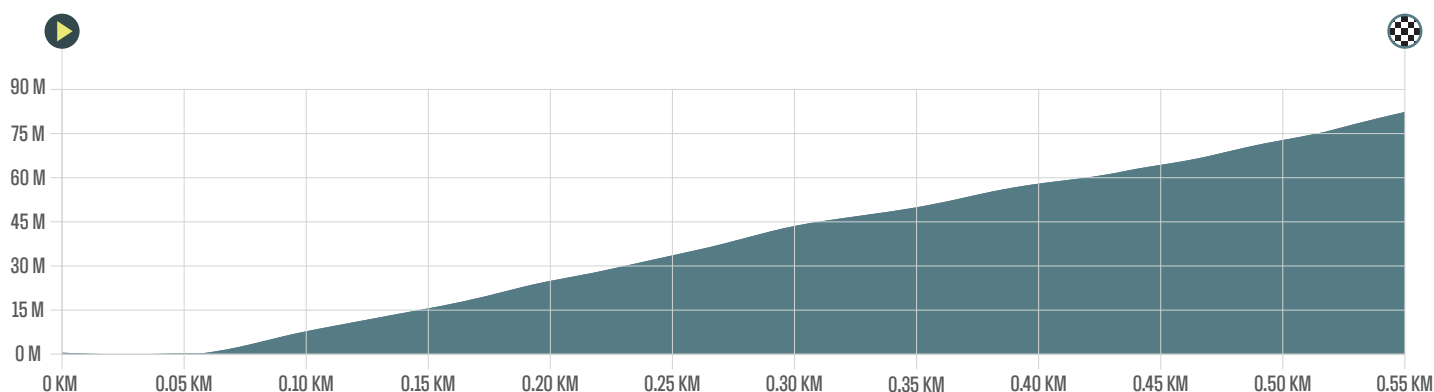
Men's Start Time: 5:30pm

 **62M**
ELEVATION

 **550M**
DISTANCE

 **ITT**
RIDE TYPE

PROLOGUE ELEVATION PROFILE



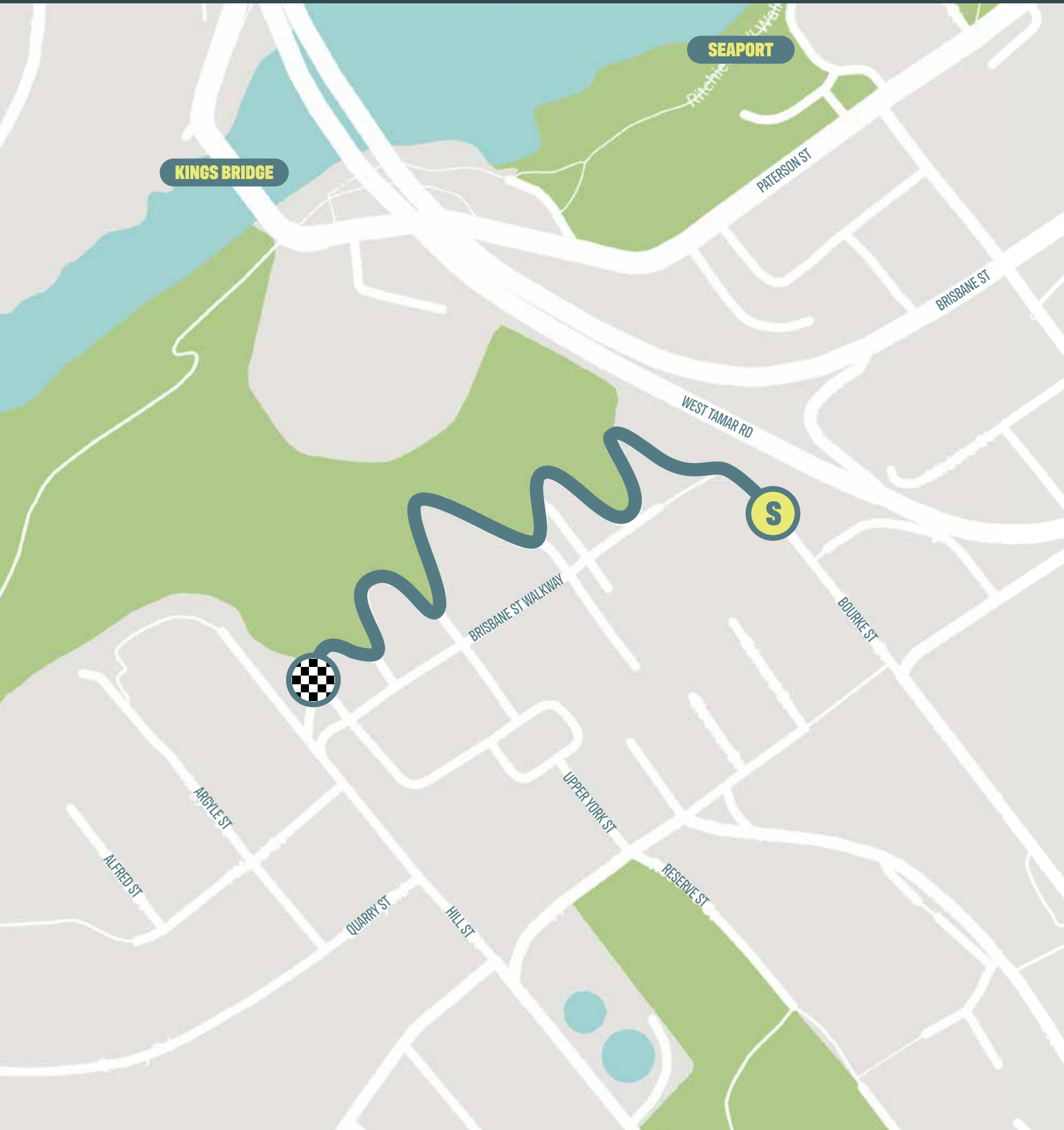
WEDNESDAY NOV 8TH - BOURKE ST, LAUNCESTON

PROLOGUE - ITT

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MADE FOR RACING

Prologue proudly sponsored by Burgh Cycling

www.burgh.cc



THURSDAY NOV 9TH - GEORGE TOWN TO KAYENA

STAGE 1

A picturesque ride south through the East Tamar, before crossing the Batman Bridge into Beaconsfield, finishing through the wine regions of the West Tamar.

The idea of this route change will allow for a better showcase of the beautiful wine region of the West Tamar as well as an exciting sprint finish stage before we head into the hills tomorrow!

STAGE DETAILS:

Date: Thursday 9th November 2023 from 9:30am

Start Location: Anne St, George Town

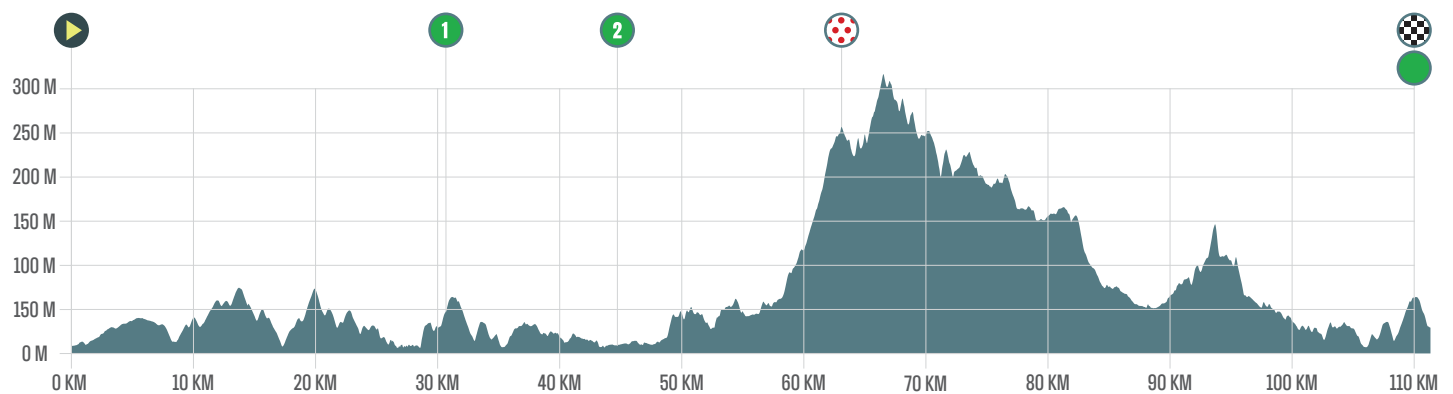
Men's Start/Finish Est. Time: 1:30pm / 4:15pm

1804M
ELEVATION

112KM
DISTANCE

LUMPY
RIDE TYPE

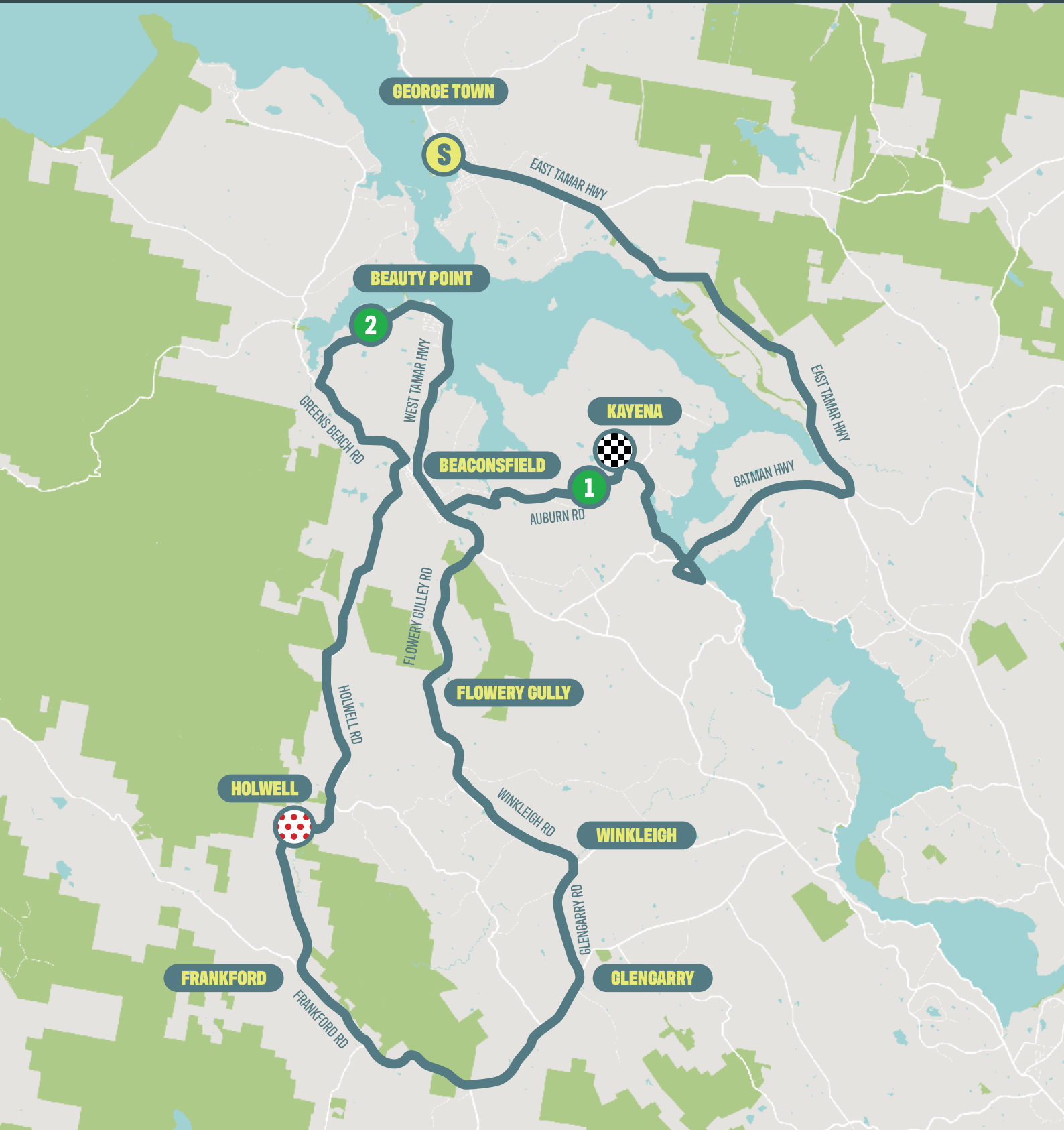
STAGE 1 - ELEVATION PROFILE



THURSDAY NOV 9TH - GEORGE TOWN TO ROWELLA

STAGE 1

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FRIDAY NOV 10TH - LONGFORD TO POATINA

STAGE 2

A flat and quick start first 50km as the peleton looks to keep the breaks in check before a punchy hilltop finish.

After road repairs rendered the hill climb inaccessible for the 2022 Tour, the full Poatina climb is back! Promising huge buzz and a thrilling finish, this stage is a true test of grit.

STAGE DETAILS:

Date: Friday 10th November 2023 from 9:30am

Start Location: Archer St, Longford

Women's Start/Finish Est. Time: 9:30am / 11:45am

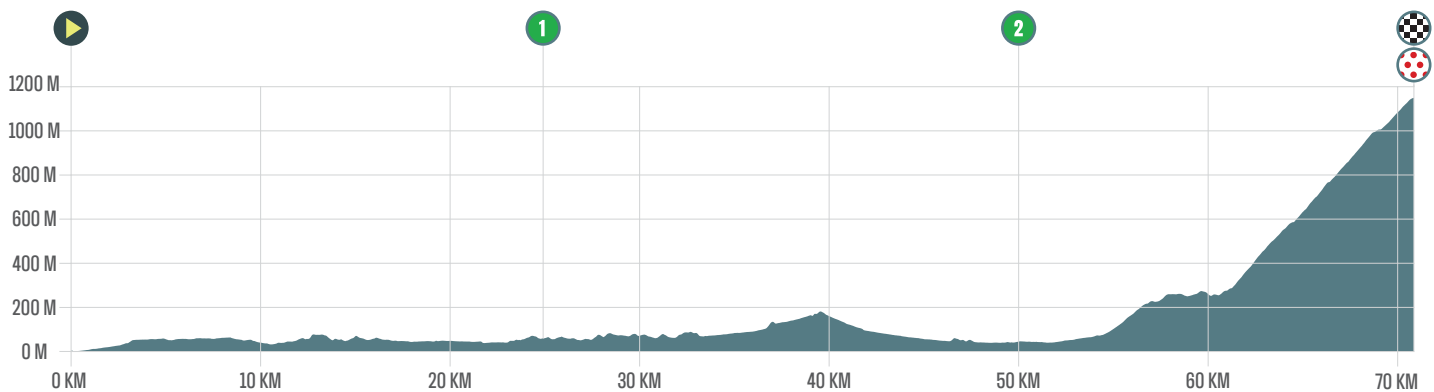
Men's Start/Finish Est. Time: 1:00pm / 4:15pm

 **1412M**
ELEVATION

 **71KM**
DISTANCE

 **HILLY**
RIDE TYPE

STAGE 2 - ELEVATION PROFILE

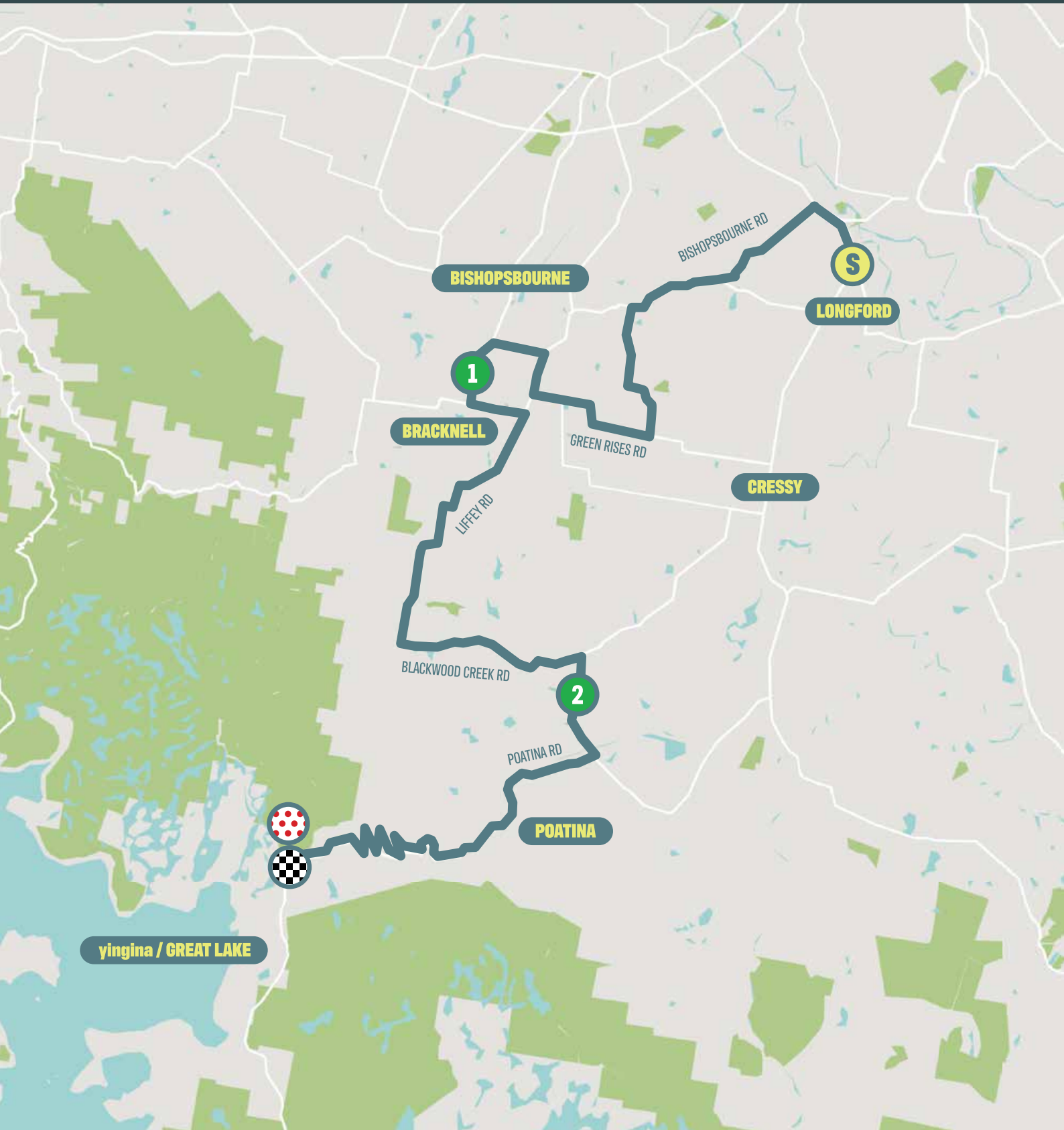


Stage 2 proudly sponsored by Bulk Nutrients
www.bulknutrients.com.au

FRIDAY NOV 10TH - LONGFORD TO POATINA

STAGE 2

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Stage 2 proudly sponsored by Bulk Nutrients
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SATURDAY NOV 11TH - PENGUIN/GUNNS PLAINS LOOP

STAGE 3

A punchy and exciting stage, as they ascend the infamous Gunns Plains climb twice!

We have created this stage to not just be an exciting and punchy race stage, but to allow for some great spectating along the way.

All riders, both men and women will be ascending the infamous Gunns Plains climb, not once, but twice! This is sure to break up the peloton and create an exciting breakaway to fight out the stage win.

STAGE DETAILS:

Date: Saturday 11th November 2023 from 8:00am

Start Location: Gunns Plains Rd (Women), Penguin (Men).

Participation Start Time 8:00am from Penguin (1 Loop)

Women's Start/Finish Est. Time: 9:30am / 11:45am (107km / 1700m)

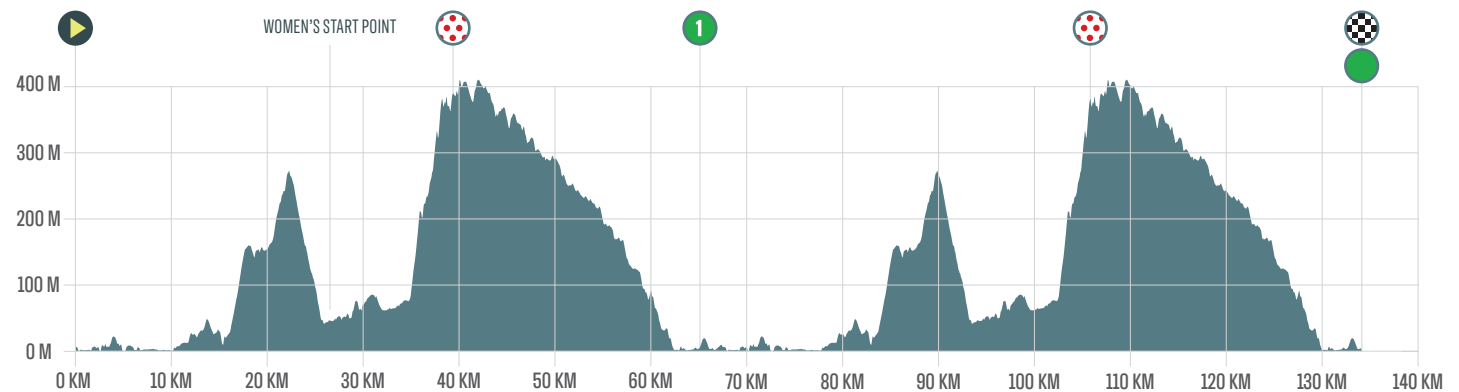
Men's Start/Finish Est. Time: 1:30pm / 4:15pm (132km / 2100m)

 **2088M**
ELEVATION

 **66KM**
LOOP DISTANCE

 **LOOP**
RIDE TYPE

STAGE 3 - MEN'S ELEVATION PROFILE

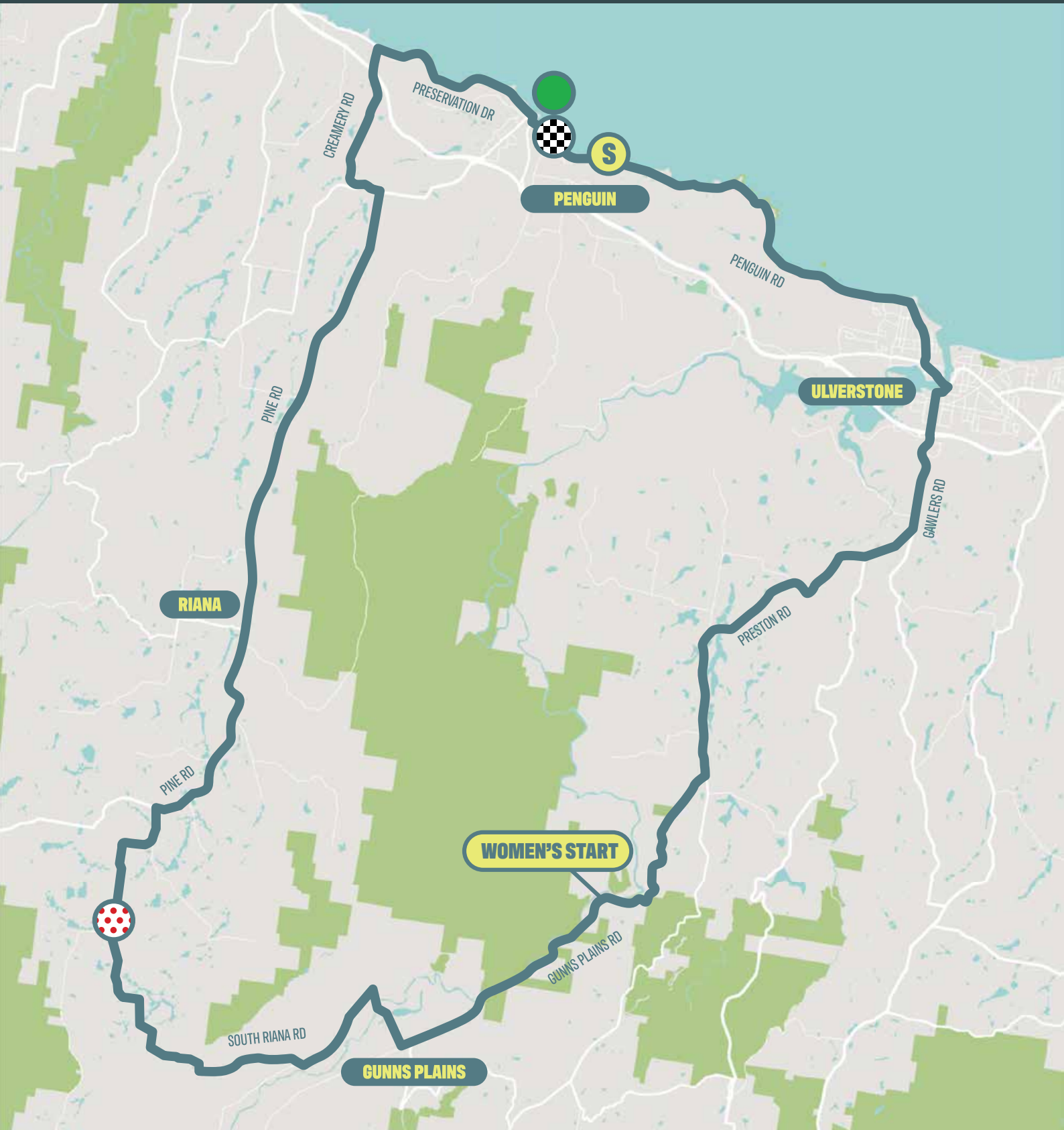


Stage 3 proudly sponsored by Penguin Beer Co.
www.penguinbeerco.com.au

SATURDAY NOV 11TH - PENGUIN/GUNNS PLAINS LOOP

STAGE 3

PROUDLY SPONSORED BY



Stage 3 proudly sponsored by Penguin Beer Co.
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SUNDAY NOV 12TH - DEVONPORT CRITERIUM

STAGE 4

A high-speed, 1.7km circuit around the Devonport Bluff area, as the sprinters test what's left in the legs after the previous gruelling days of racing.

A high speed criterium looping around the Devonport Oval and the Bluff region. This is sure to be a fast and exciting stage to put the sprinters to the test and put the final nail in the coffin after five days of racing.

STAGE DETAILS:

Date: Sunday 12th November 2023 from 9:00am

Start Location: Bluff Road, Devonport

Women's Start/Finish Est. Time: 9:00am / 10:00am (36km)

Men's Start/Finish Est. Time: 11:30am / 12:30pm (54km)



<5M

ELEVATION PER LAP



1.71KM

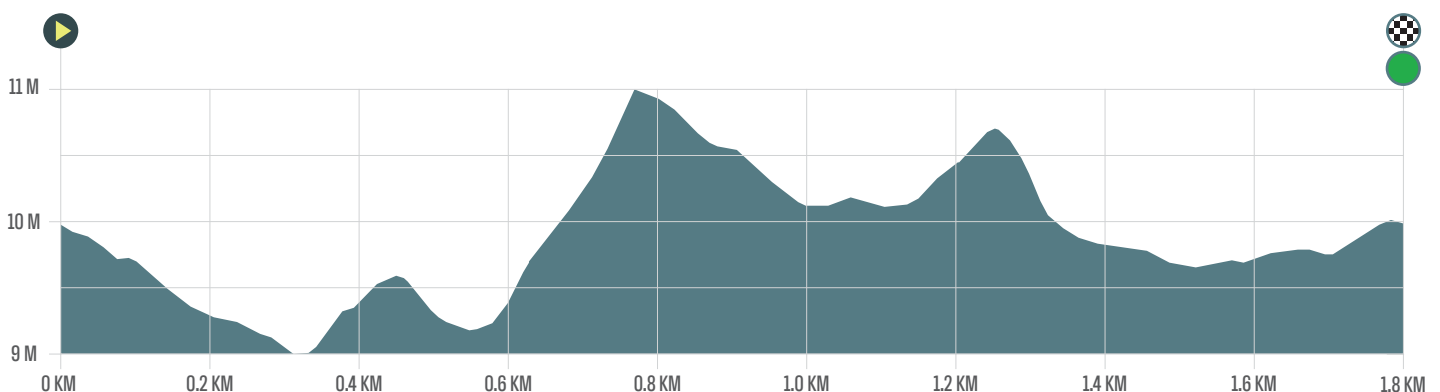
PER LAP



CRIT

RIDE TYPE

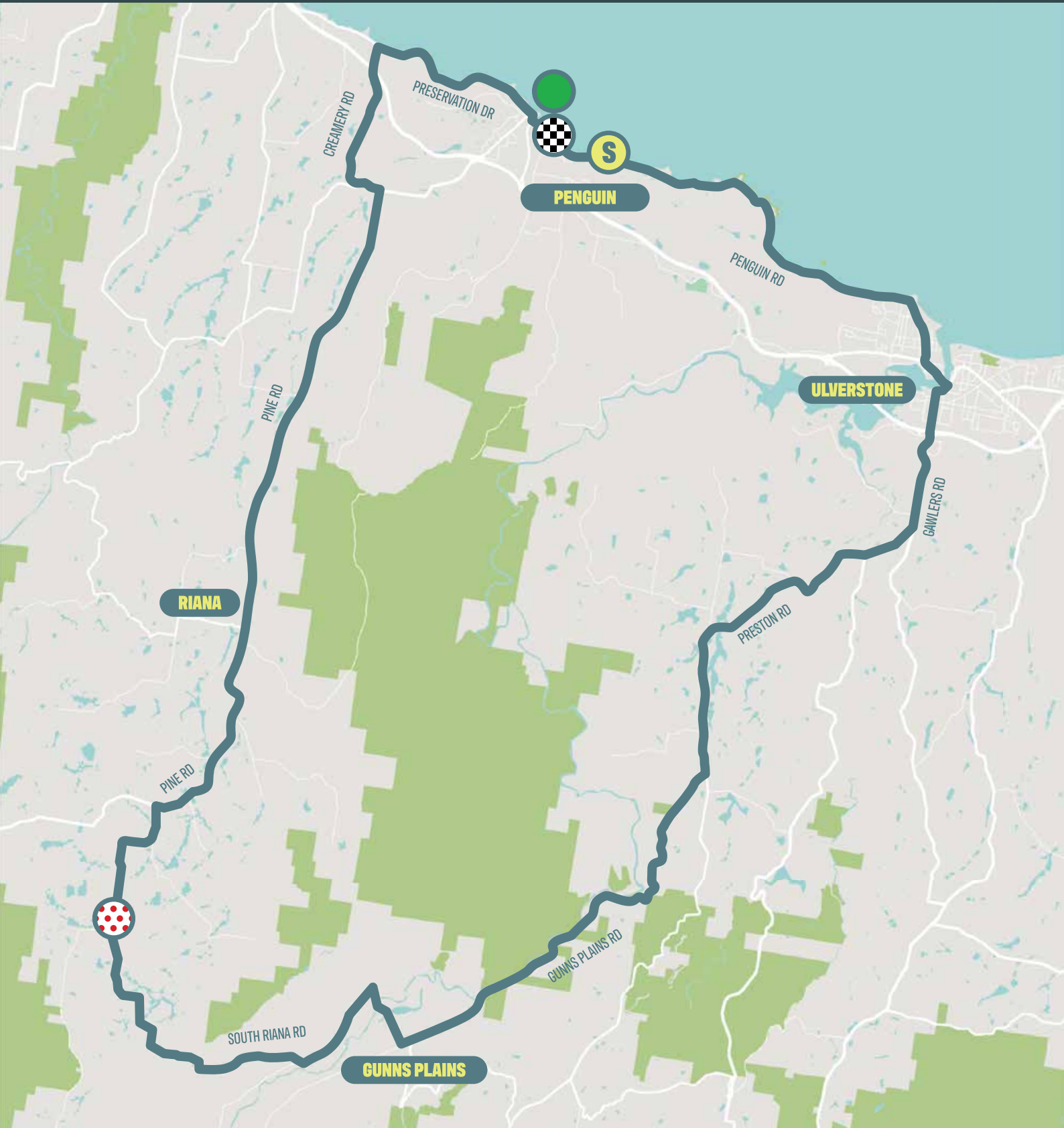
STAGE 4 - ELEVATION PROFILE



SUNDAY NOV 12TH - DEVONPORT CRITERIUM

STAGE 4

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Stage 4 proudly sponsored by Ochre Health Ulverstone
www.ochrehealth.com.au



A WAY TO ENGAGE THE COMMUNITY

PARTICIPATION RIDES

As part of the Prologue and Stage 3, there will be participation rides available for members of the public to race the same routes as the professionals and race the clock.

PARTICIPATION RIDE 1 (PROLOGUE):

Date: Wednesday 8th November 2023 from 4:00pm

Start Location: Bourke St, Launceston

Start Time: 4:00pm

Finish Est. Time: 4:20pm

PARTICIPATION RIDE 2 (STAGE 3):

Date: Saturday 11th November 2023 from 8:00am

Start Location: Penguin

Start Time: 8:00am (1 x loop)

Finish Est. Time: 11:00am (back of field)

We are excited to be offering a participation ride as part of this year's tour. We will be closing off the road from Penguin to Ulverstone to allow kids, families and everyone to enjoy 10kms of closed roads.

We will also be offering a 66km participation ride, where riders will get to experience one of the loops the racers are riding and the gruelling (but stunning) Gunns Plains hill!

COMMUNITY RIDE 1 (8KM):

Date: Saturday 11th November 2023 from 8:00am

Start Location: Penguin

Start Time: 8:00am

Finish Est. Time: 10:00am (back of field)

COMMUNITY RIDE 2 (17KM):

Date: Saturday 11th November 2023 from 8:00am

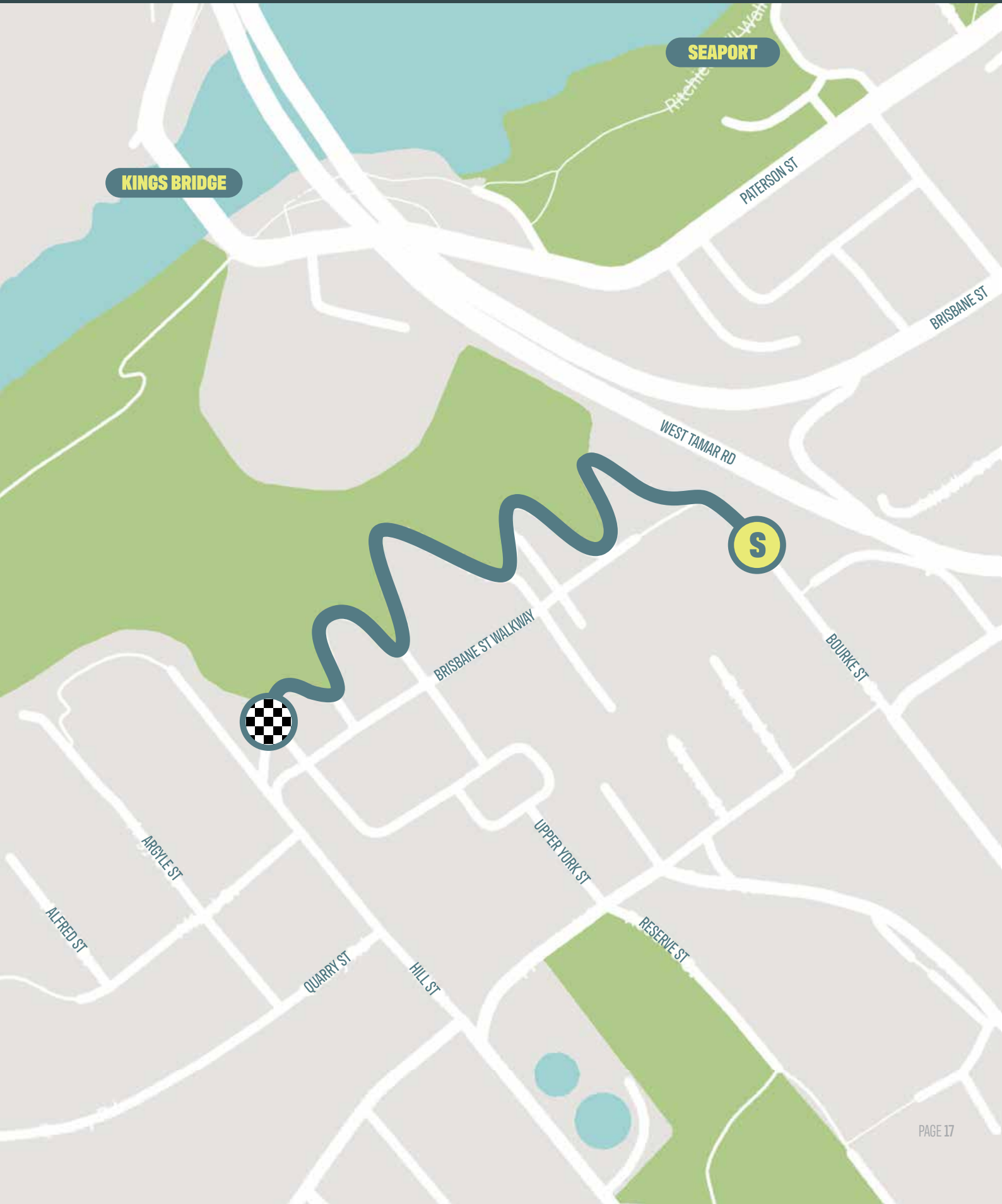
Start Location: Penguin

Start Time: 8:15am

Finish Est. Time: 10:00am (back of field)

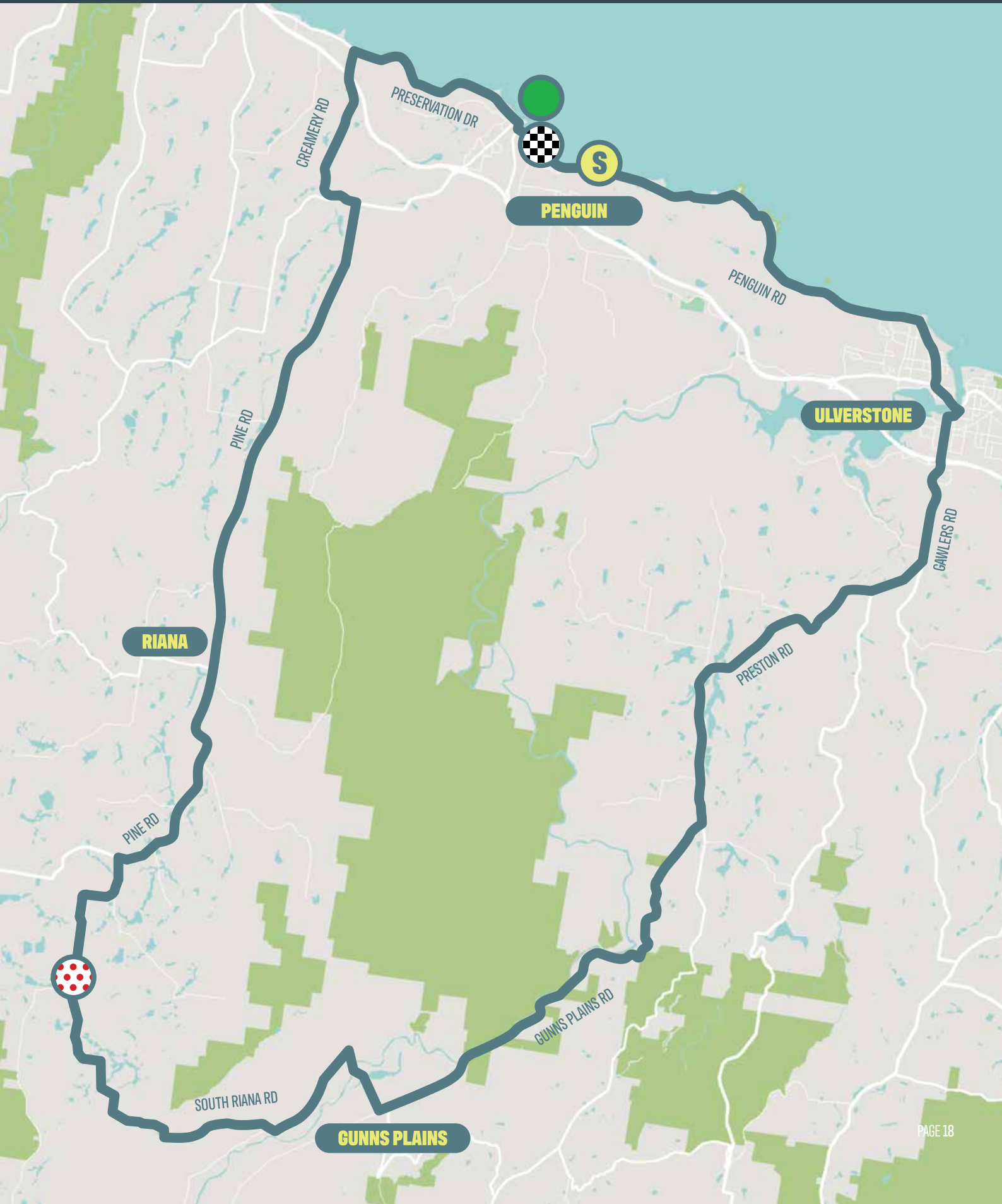
WEDNESDAY NOV 8TH - BOURKE ST, LAUNCESTON

PARTICIPATION RIDE 1



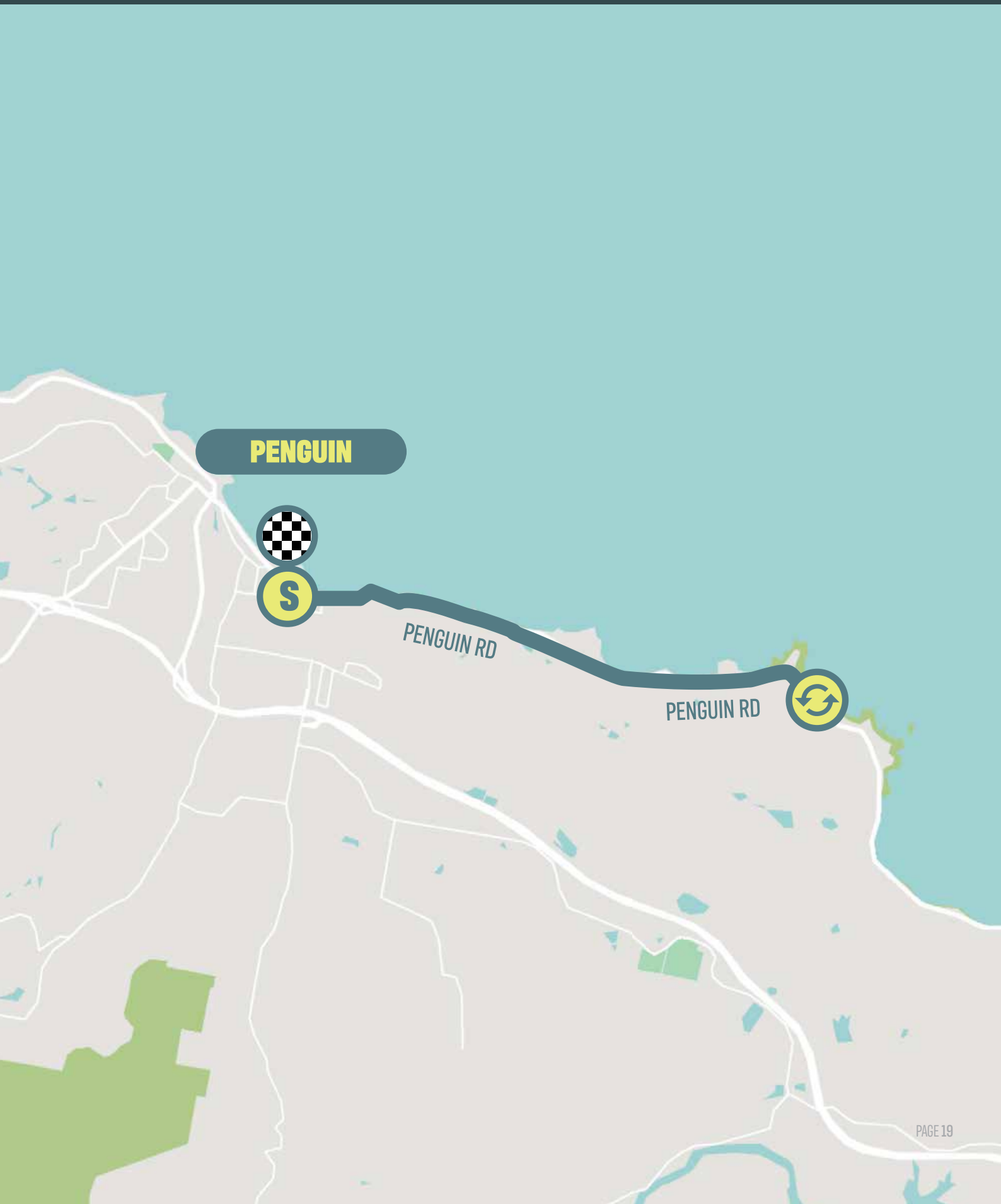
SATURDAY NOV 11TH - PENGUIN/GUNNS PLAINS LOOP

PARTICIPATION RIDE 2



SATURDAY NOV 11TH - PENGUIN/ULVERSTONE COASTAL PATH

COMMUNITY RIDE 1



PENGUIN



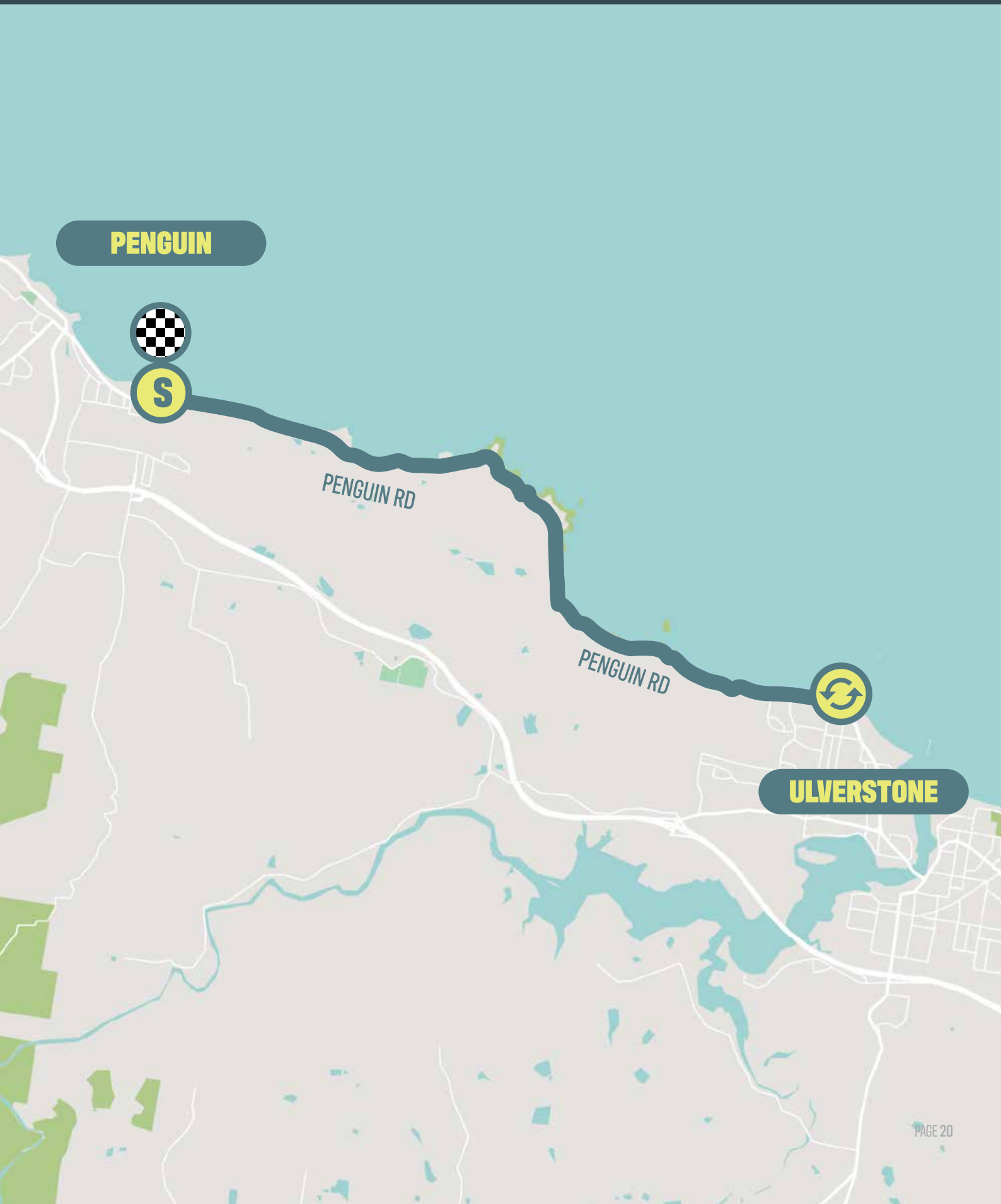
PENGUIN RD

PENGUIN RD



SATURDAY NOV 11TH - PENGUIN/ULVERSTONE COASTAL PATH

COMMUNITY RIDE 2



PENGUIN



PENGUIN RD

PENGUIN RD



ULVERSTONE



KEY CONTACTS.

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

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