

# FREQUENTLY ASKED QUESTIONS



MID WEST *Sports Tourism* PROJECT

## WHAT IS THE MID WEST SPORTS TOURISM PROJECT?

The Mid West Sports Tourism Project aspires to build a thriving sports tourism industry and make the Mid West a preferred destination for sporting events through promotion, advocacy and strengthening of the Mid West sporting community. The Project involves the collection of economic impact data from sporting events in the Mid West region of Western Australia, over a 12 month period to provide a clear understanding of the current Mid West sports tourism landscape and develop a strategic sport tourism plan. We invite you to visit [www.mwsf.org.au](http://www.mwsf.org.au) to view the full Project details.

## WHO ARE THE MID WEST SPORTS FEDERATION?

Founded in 1978, the Mid West Sports Federation (MWSF) is a non-profit community organisation acting on behalf of all sport and recreation groups in the Mid West region of Western Australia. MWSF has a rich history of providing incubator services to foster events, programs, infrastructure supply and human resources to enhance sport and recreation throughout the Mid West. MWSF are proud to be leading the Mid West Sports Tourism Project, with support and funding from the Australian Government, through the Building Better Regions Fund, the State Government, through the Department of Local Government, Sport and Cultural Industries and Lotterywest, and the City of Greater Geraldton.

## WHO ARE ACIL ALLEN CONSULTING?

ACIL Allen Consulting is the largest independent economics and public policy consulting firm in Australia, with a specialisation in economics, policy and strategy advice. With over 80 consultants across five offices, we have an established reputation for providing sound and independent advice on economic, public policy and organisational issues for all levels of government and business. ACIL Allen was employed to calculate the direct and indirect economic impacts of sporting events held in the Mid West. Further details regarding ACIL Allen can be found at [acilallen.com.au](http://acilallen.com.au).

## HOW WAS THE ECONOMIC IMPACT DATA COLLECTED?

A survey was used to collect data from sporting events held in the Mid West. This survey collected data regarding the demographic and spending profile of spectators and participants at each event. A different survey was provided to event hosts to gather data regarding the spending required to host the event and the total number of spectators and staff attending each event. This complete data set was used to develop spectator and visitor profiles for each event. It was also used as an input into economic modelling in order to estimate the direct and indirect/multiplier impacts of the event.

## WHAT IS A VISITOR?

Visitors include all spectators, game officials and participants who travelled to the Mid West region to attend the event. It does not include those that travelled from the Local Government Area in which the event was held. The visitor category is a subset of the spectator category.

## WHAT IS A SPECTATOR?

Spectators include all people who attended the event for the purposes of viewing or participating in the event. It includes those that travelled from the Local Government Area in which the event was held.

## WHAT IS THE MID WEST REGION?

The Mid West region is the area defined by the Department of Primary Industries and Regional Development. It is the area that stretches from Green Head to Kalbarri and more than 800km inland to Wiluna in the Gibson Desert. The area includes 17 Local Government Authorities.

## WHAT IS ECONOMIC VALUE?

The economic contribution or economic value is the direct and indirect (flow on) output generated by an economy over a period of time (typically a year). It represents the total dollar value of all goods and services produced over a specific time period and is considered as a measure of the size of the economy. At a national level, real economic output is referred to as Gross Domestic Product (GDP). At the regional level it is usually called Gross Regional Product (GRP). In order to measure the economic value of a sporting event held in the Mid West, only the extra output produced in the Mid West economy as a result of the event is considered. The economic value is created from the extra spending in the economy to hold the event and the spending by visitors from outside the region to attend the event on things like accommodation, tours and retail spending. For this consultancy, economic value is calculated using Input Output modelling.

## WHAT IS EMPLOYMENT OR JOB CREATION?

Employment creation is the direct and indirect (flow on) employment as a result of a sporting event. The impact is created as a result of the extra spending in the economy to hold the event and by visitors from outside the region to attend the event on things like accommodation, tours and retail spending. Employment is measured in full time equivalent (FTE) job years which is the employment of one person for one year. For this consultancy, employment or job creation is calculated using Input Output modelling.

## WHAT IS REAL INCOME?

Real income is a measure of the welfare of residents in an economy or the increase in ability to purchase goods and services and to accumulate wealth. Although changes in real economic output are useful measures for estimating how much the output of the relevant economies may change due to an event being held in the Mid West, change in real income is more important as it provides an indication of the change in economic welfare of the residents of a region through their ability to purchase goods and services. For this consultancy, the change in real income is an output of Input Output modelling.

## WHAT IS INPUT OUTPUT MODELLING?

Input Output modelling is used to estimate changes in economic output (real Gross State and Regional Product), real income and employment/job creation as a result of a sporting event held in the Mid West. It is used to understand how the spending because of a sporting event “flows through” the economy, to deliver second and subsequent rounds of economic benefit to an economy. In other words, it is the sum of the direct spending to hold the event as well as the flow on or multiplier effects as a result of that direct spending. This analysis only captures the extra spending that stays in the Mid West to hold the event as well as the extra spending in the Mid West by visitors to the region.



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