

Toyota Australian Country Cricket Championships 2018

Geraldton & Chapman Valley, Western Australia



MID WEST Sports Tourism PROJECT



OUR FINDINGS

- 900+ visitors to the Mid West region
- 50% of visitors surveyed had never visited WA's Mid West before
- \$734,000 of spending by visitors in the Mid West – an average of \$615 per person
- The economic impact in the Mid West, as a result of hosting the event, was \$1.07million (Gross Regional Product)

* Data sourced independently through ACIL Allen Consulting

Hosting nationally-recognised sports events in regional hubs, such as WA's Mid West, has the potential to give regional communities a slice of the action, showcase their region and provide a boost to the local economy.

Western Australia's Mid West region recently hosted the annual Toyota Australian Country Cricket Championships, in partnership with Cricket Australia, the WACA, Geraldton Regional Cricket Board and the City of Greater Geraldton, bringing with it a swell of visitors and a generous boost to local businesses.

According to fresh statistics released as part of the Mid West Sports Tourism Project, more than 900 visitors were brought to the region for the event, with 50 per cent of those surveyed being first-time visitors to the Mid West. The report also recognised that 42 per cent of visitors travelled from interstate to attend the Country Cricket event.

Boosting our sporting regions

Cricket Australia's Club Cricket Manager Nick Hatzoglou said these figures were a clear confirmation that hosting large-scale sports events in regional settings was something to foster.

We see tremendous benefit from hosting the Country Cricket regionally because there is usually an uplift in facilities, cricket gets concentrated media and the economic impact is shared amongst many of the businesses in town," Mr Hatzoglou said.

"Cricket has a significant footprint across Australia with 3622 Clubs. By taking an event like this to some of these regions, we share the profile and the influence of the great game of cricket."

“The impact is significant when you take into account accommodation, consumption of food as well as spend on services like tourism, shopping, medical and attractions.

“We bring close to 1000 visitors to the host city, who can stay for up to 11 days. Further, the word of mouth after people have had a great time leaves a lasting legacy and return business.”

A lasting economic impression

The Mid West Sports Tourism Project report determined the 8-day event had an economic impact in the Mid West of \$1.07 million with \$734,000 of direct spending by visitors to the region at an average of \$615 per visitor. Of significance is the \$465,000 of direct spending with Mid West accommodation, food and beverage industry providers.

“These impacts are a fantastic outcome and create a terrific and powerful narrative. I would imagine that an economic impact of over \$1 million is an outstanding result. Thank you for the wonderful work done by the research team to uncover them. This should help everyone understand the power and opportunity that is Country Cricket and the benefit to a regional community,” Mr Hatzoglou said.

Geraldton Regional Cricket Board President Nic Rafanelli said the outcome of hosting the Country Cricket from a grass-roots level had been significant for the development of the local cricket community.

“Our local clubs had to provide all of the volunteer-base for each of the venues and this really brought our cricket community together... it has really up-skilled our clubs.

“We really wanted to show the wider cricket community and our City that we can host larger scale events like this, and we are keen, and able, to be involved in future events.”

These statistics and key findings form part of the Mid West Sports Federation's Mid West Sports Tourism Project.



The Mid West Sports Tourism Project aspires to build a thriving sports tourism industry and make the Mid West region of Western Australia 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 Mid West sporting events, over a 12-month period, to provide a clear understanding of the current sports tourism landscape and assist in the development of a strategic regional plan that considers and coordinates sports tourism in the Mid West.

To learn more about the Mid West Sports Tourism Project and view the full 2018 Toyota Australian Country Cricket Championships report, please visit www.mwsf.org.au.

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