

WA DAY ~ JUNE LONG WEEKEND SPORT IN THE MID WEST



MID WEST, WESTERN AUSTRALIA, 2 - 4 JUNE 2018

MID WEST Sports Tourism PROJECT

This case study has been released as part of the Mid West Sports Tourism Project, which 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. Four case studies will be released during the 12 month data collection period, followed by the final impact report at the end of 2018.

EVENT PROFILE

6,200
SPECTATORS



1,800
PARTICIPANTS



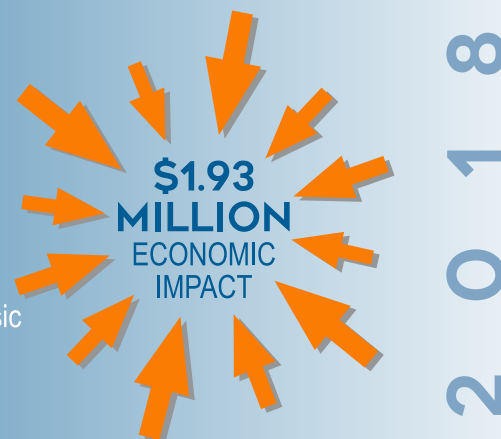
460
VOLUNTEERS,
STAFF &
OFFICIALS



\$377,000
IN DIRECT
SPENDING TO
HOLD ALL EVENTS



| | |
|------------|--|
| 1 - 3 June | Geraldton Golf Club - Amateur Open |
| 1 - 3 June | Geraldton Softball Association - June Carnival |
| 1 - 3 June | Woorree Park BMX Club - Super Series |
| 2 - 3 June | Kalbarri Adventurethon |
| 2 June | Mullewa Muster & Rodeo |
| 2 June | Football West - La Fiamma v Canning City |
| 2 June | SBL Buccaneers v Giants |
| 2 - 3 June | Geraldton Longboard Club - Winter Classic |
| 2 - 3 June | Geraldton Amateur Swimming Club - Short Course Classic |
| 2 - 4 June | Australian Bowhunters Association State Titles |
| 2 - 7 June | Wonthella Bowling Club - Ladies' June Carnival |
| 2 - 7 June | Geraldton Bowling Club - Men's June Carnival |



SPECTATOR AND PARTICIPANT PROFILE



- 12 events
- \$377,000 in spending to hold all events
- 460 volunteers, staff and officials to co-ordinate events
- 8,000 spectators and participants attended sporting events over the weekend
- An estimated 77% of spectators and participants travelled to the Mid West to attend the weekend events

VISITOR PROFILE (EXCL. SPECTATORS & PARTICIPANTS FROM MID WEST)



- 6,000+ visitors (participants and spectators) to the Mid West region
- Nearly \$2.2 million of spending in businesses in the Mid West (by visitors surveyed)
- Average spending over the weekend of \$275 per visitor surveyed in the Mid West
- Extra spending of \$1.4 million in Mid West tourism* related industries by visitors surveyed

ECONOMIC IMPACT



- Economic impact in the Mid West of \$1.93 million (Gross Regional Product)
- An increase in real incomes in the Mid West of \$908,000+
- Just over 15 full time equivalent jobs created over one year from additional economic activity in the region

Economic impact was determined using input output modelling. An input output model was created for the Mid West region and spending information from event organisers and a survey of event participants was used to derive visitor profiles and as inputs into the input output model. All results should be treated with caution because of errors created from using survey data. Further details regarding the methodology can be obtained from the Mid West Sports Federation.

*Tourism related includes accommodation and food and beverage industries.



RELIANCE AND DISCLAIMER THE PROFESSIONAL ANALYSIS AND ADVICE IN THIS REPORT HAS BEEN PREPARED BY ACIL ALLEN CONSULTING FOR THE EXCLUSIVE USE OF THE PARTY OR PARTIES TO WHOM IT IS ADDRESSED (THE ADDRESSEE) AND FOR THE PURPOSES SPECIFIED IN IT. THIS REPORT IS SUPPLIED IN GOOD FAITH AND REFLECTS THE KNOWLEDGE, EXPERTISE AND EXPERIENCE OF THE CONSULTANTS INVOLVED. THE REPORT MUST NOT BE PUBLISHED, QUOTED OR DISSEMINATED TO ANY OTHER PARTY WITHOUT ACIL ALLEN CONSULTING'S PRIOR WRITTEN CONSENT. ACIL ALLEN CONSULTING ACCEPTS NO RESPONSIBILITY WHATSOEVER FOR ANY LOSS OCCASIONED BY ANY PERSON ACTING OR REFRAINING FROM ACTION AS A RESULT OF RELIANCE ON THE REPORT, OTHER THAN THE ADDRESSEE.

IN CONDUCTING THE ANALYSIS IN THIS REPORT ACIL ALLEN CONSULTING HAS ENDEAVOURED TO USE WHAT IT CONSIDERS IS THE BEST INFORMATION AVAILABLE AT THE DATE OF PUBLICATION, INCLUDING INFORMATION SUPPLIED BY THE ADDRESSEE. ACIL ALLEN CONSULTING HAS RELIED UPON THE INFORMATION PROVIDED BY THE ADDRESSEE AND HAS NOT SOUGHT TO VERIFY THE ACCURACY OF THE INFORMATION SUPPLIED. UNLESS STATED OTHERWISE, ACIL ALLEN CONSULTING DOES NOT WARRANT THE ACCURACY OF ANY FORECAST OR PROJECTION IN THE REPORT. ALTHOUGH ACIL ALLEN CONSULTING EXERCISES REASONABLE CARE WHEN MAKING FORECASTS OR PROJECTIONS, FACTORS IN THE PROCESS, SUCH AS FUTURE MARKET BEHAVIOUR, ARE INHERENTLY UNCERTAIN AND CANNOT BE FORECAST OR PROJECTED RELIABLY.

ACIL ALLEN CONSULTING SHALL NOT BE LIABLE IN RESPECT OF ANY CLAIM ARISING OUT OF THE FAILURE OF A CLIENT INVESTMENT TO PERFORM TO THE ADVANTAGE OF THE CLIENT OR TO THE ADVANTAGE OF THE CLIENT TO THE DEGREE SUGGESTED OR ASSUMED IN ANY ADVICE OR FORECAST GIVEN BY ACIL ALLEN CONSULTING.

© ACIL ALLEN CONSULTING 2018



Australian Government

BUILDING OUR FUTURE



Department of
**Local Government, Sport
and Cultural Industries**



City of
Greater Geraldton
a vibrant future



The Mid West Sports Tourism Project is led by the Mid West Sports Federation and supported by 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.

P: 08 9956 2178 | E: mwsf@sportshouse.net.au | W: www.mwsf.org.au

