

# WA DAY ~ JUNE LONG WEEKEND SPORT IN THE MID WEST

MID WEST, WESTERN AUSTRALIA, 2 - 4 JUNE 2018



MID WEST Sports Tourism PROJECT

## OUR FINDINGS

- 6,000+ VISITORS OVER THE WEEKEND INCLUDING
- 1800 PARTICIPANTS
- \$2.2 MILLION OF SPENDING BY VISITORS IN THE MID WEST
- \$1.4 MILLION IN MID WEST TOURISM RELATED INDUSTRIES
- 460 STAFF, VOLUNTEERS & OFFICIALS TO COORDINATE
- 12 SPORTING EVENTS
- 15+ FULL TIME EQUIVALENT JOBS CREATED OVER ONE YEAR FROM ADDITIONAL ECONOMIC ACTIVITY
- \$1.93 MILLION ECONOMIC IMPACT IN THE MID WEST (GROSS REGIONAL PRODUCT)

- Data sourced independently through Acil Allen Consulting.

**Collaboration between sporting events, a strong network of volunteers and support from local businesses is setting the Mid West region up as a leader in sports tourism.**

**During the June WA Day long weekend, 12 Mid West sporting events were analysed with results reporting a huge economic impact to the region.**

New findings from the Mid West Sports Federation's 12-month Mid West Sports Tourism Project have revealed that the collaborative effort brought with it nearly \$2.2 million of spending in Mid West businesses, by visitors surveyed during the weekend.

Mid West Sports Federation Chair Mike Bowley said through the Mid West Sports Tourism Project, the region's sports sector was being reinforced as a strong contender for future events and investment.

"There is much to be excited about when we review the statistics of the June Long Weekend in the Mid West. Over 6000 visitors to the region, attending (for the most part) annual sporting events - this is a predictable tourism market that should be recognised and supported by the Mid West tourism-related industries," Mr Bowley said.

"The Mid West are leading the way in recognising the value of sports tourism on a regional economy. The outcomes of the Mid West Sports Tourism Project will enable us to advocate with confidence for recognition, investment and support of the sport and recreation industry.



*"The Mid West are leading the way in recognising the value of sports tourism on a regional economy"*

- Mid West Sports Federation Chair, Mr Mike Bowley

## VOLUNTEERS THE KEY FOR COUNTRY SPORT

"Volunteers are an integral part of the sport and recreation sector, particularly at a regional level. Over 250 volunteers were instrumental in the co-ordination of 12 significant sporting events in the Mid West over the June Long Weekend. Their involvement allowed our Mid West sporting groups to host their events on small budgets for substantial comparative economic impact."

**"The [sport and recreation] sector's economic contribution is equivalent to 2-3% of GDP, employing more than 220,000 people and attracting 1.8 million volunteers - Australia's largest volunteer destination."**

- Intergenerational Review of Australian Sport 2017  
(The Boston Consulting Group)

## BOOM FOR REGION'S SPORTS TOURISM

**According to the Mid West Sports Tourism Project report, an extra \$1.4 million of spending went directly into the region's tourism-related industries, by visitors during the weekend.**

Former Mid West Chamber of Commerce & Industry CEO Glen Whistler-Carr said that collaboration was the way forward for sports tourism and as a result, tourism-related businesses could benefit greatly. "The benefit from hosting sporting events in our region is diverse and across the board – everyone benefits from sports tourism in the Mid West," Mr Whistler-Carr said.

"By hosting events [in the Mid West], we are also encouraging visitors to spend money here. Sports tourism is an income stream for the region and we should be embracing this.

"Events have the potential to raise the capacity of our community, build skills within our volunteer force and strengthen our region to be able to handle bigger, more technical sporting events in the future."



### COLLABORATION 'GOOD' FOR COMMUNITY

The Woorree Park BMX Club were among the 12 event organisers that contributed to the influx of visitors during the long weekend period.

Their club and event, run solely from dedicated families and volunteers, drew more than 1,300 people to the BMX WA Super Series country round event, leaving an impressionable economic stamp on the region.

"We were really happy with the event and had some great feedback from visitors and participants who had travelled to get here," Club President Stefan Van Staden said.

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

**The Mid West Sports Tourism Project aspires to build a thriving sports tourism industry and make the Mid West region of Western Australia a top destination for sporting events through promotion, advocacy and strengthening of our sporting community.**

To read the full report on the 2018 "WA Day" June Long Weekend and learn more about the Mid West Sports Tourism Project please visit [www.mwsf.org.au](http://www.mwsf.org.au).



Australian Government

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



City of  
**Greater Geraldton**  
a vibrant future



**Mid West  
Sports  
Federation**

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