

# Geraldton Clay Target Club Crayfish Carnival

Geraldton, Western Australia, 14-16 Sept 2018



MID WEST Sports Tourism PROJECT



## OUR FINDINGS

- 230+ visitors to the Mid West region for this event
- \$309,000 of spending by visitors surveyed, including \$150,000 in Mid West tourism related industries
- An average spend of \$1,340 per visitor
- 88% of the event spectators and participants travelled to the Mid West region for this event
- Economic impact in the Mid West of \$238,000 (Gross Regional Product)

\* Data sourced independently through ACIL Allen Consulting

**The Geraldton Clay Target Club's annual Crayfish Carnival is definitely putting the Mid West region on the map.**

**The small-scale shooting event has built itself an incredible reputation across the Australian shooting community, drawing participants and visitors back from around the country to Geraldton each year.**

The Club have worked long and hard to showcase their annual Crayfish Carnival but in the process have also made Geraldton an irresistible tourism destination, inviting visitors to experience a fresh side of Geraldton and the Mid West region while here.

Geraldton Clay Target Club Vice President Justin Pirrottina said tourism was an essential part of the annual Carnival event, and club members and volunteers have jumped on board with welcoming event guests each year.

"We are in a semi-remote location and we understand that in order to make this event a success we need to give visitors a real, unique

experience of our home town, so we package the event with the best, fresh local seafood available, a very high standard of facilities and the best targets available, a welcoming atmosphere, generous prizes, and we promote the wildflowers, local activities, local hospitality, a special boat trip to the Abrolhos islands and we will even host guests for dinner in our homes and really help them to enjoy their time here," Mr Pirrottina said.

"People are blown away by the experience. They feel like they are not only coming to a great sporting event, but also having a good experience of Geraldton, getting to know our club and community and enjoying some of the best things our region has to offer. It's a drawcard and a major reason why people keep coming back."

## Visitors spend big for tourism

The Geraldton Clay Target Club's Crayfish Carnival is now recognised as one of the biggest events of its kind in WA, drawing more than 230 visitors to its event this year.

The Club's drive for promoting tourism around the annual Crayfish Carnival has set their event apart, encouraging an average spend of \$1,340 per visitors surveyed in the Mid West, the Mid West Sports Tourism Project report found.

"We realise we have to push tourism hard because it increases our chances of more people deciding to come to Geraldton for our event. We know we need to give our visitors an amazing experience for all the family, including those who are not participating in the event," Mr Pirrottina said.

## A return trip worth making

**An outstanding 88% of the event spectators and participants travel uniquely to the Mid West region for this event, the Tourism Project's report also found.**

One of them is Steve Pellegrino who makes the trip interstate from Melbourne, Victoria to Geraldton each year to attend the Carnival. Passionate about the event, the people and the Mid West experience, 2018 was Steve's 17th trip to the Mid West event.

"I have made a lot of really great friends over in Geraldton since first attending the Crayfish Carnival in 2001," Mr Pellegrino said.

"It was by chance that I had met a Geraldton Clay Target Club member at my local Melbourne club who mentioned the annual Geraldton event and encouraged me to get there – and I have been back every year since. I've even tried to bring different friends along with me each year to experience their fantastic event.

"Now I look forward to my annual trip to Geraldton, to catch up with old friends, have a shoot and also experience everything the region has to offer – it's a top location."

Mr Pellegrino said he has even made a holiday trip over to Geraldton since, this time not for shooting but instead to catch a few fish over at the Abrolhos Islands with friends from the local Clay Target Club.

## Smaller regional events have impact

Mid West Sports Federation Chair Mike Bowley said the Geraldton Clay Target Club's annual Crayfish Carnival was a fantastic example of the massive impact that small regional clubs and their dedicated volunteers could have on our community.

"In many respects, the Crayfish Carnival has put the Mid West on the map in the shooting community. The event and the Geraldton Clay Target Club are well known and respected across the country with many participants citing the overall event experience as second to none. I mean, where else can you dine on fresh seafood and visit the pristine Abrolhos Islands by boat when you are not competing.... This is all part of the unique experience that the Club offers to visiting athletes and their families which brings benefit to our regional community," Mr Bowley said.

"The Mid West Sports Tourism Project has revealed the importance to our community of our small-mid scale clubs and events. They form the majority of our sporting events and, collectively, have a massive economic impact.



"As the data collection phase of the Mid West Sports Tourism Project nears completion our attention turns to the development of a regional plan that considers and coordinates sports tourism priorities across the Mid West.

**A consolidated report of all of our findings will be completed early in 2019. We are hopeful this will identify the future actions and collaborations which will continue to drive the Mid West as the preferred destination for sporting events in regional Western Australia."**

This 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.