

REPORT TO  
**MID WEST SPORTS FEDERATION**

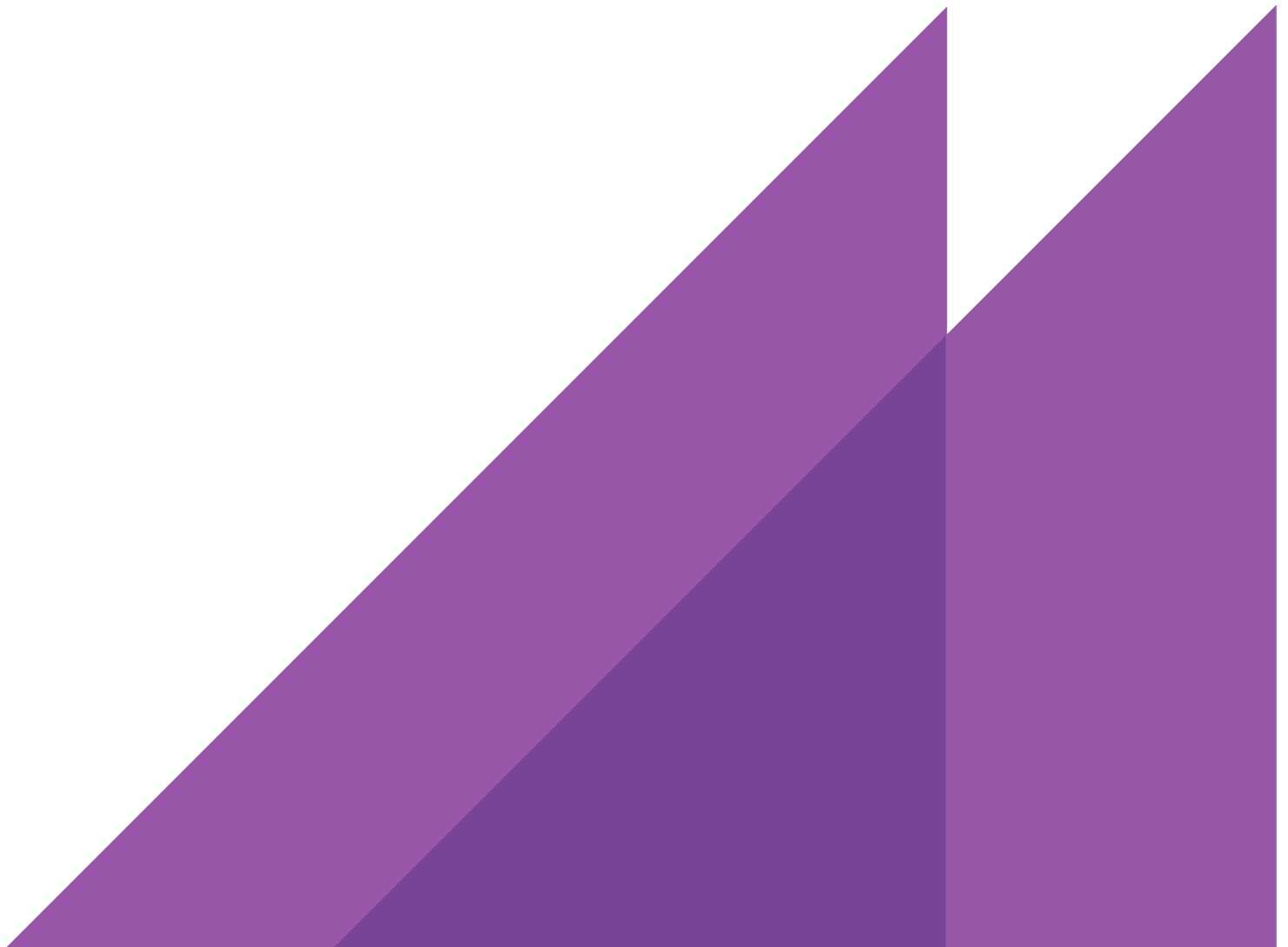
08 MAY 2019

# THE ECONOMIC IMPACT



OF SPORTING EVENTS  
HELD IN THE MID WEST  
REGION IN 2018

**FINAL REPORT**





ACIL ALLEN CONSULTING PTY LTD  
ABN 68 102 652 148

LEVEL NINE  
60 COLLINS STREET  
MELBOURNE VIC 3000  
AUSTRALIA  
T+61 3 8650 6000  
F+61 3 9654 6363

LEVEL ONE  
50 PITT STREET  
SYDNEY NSW 2000  
AUSTRALIA  
T+61 2 8272 5100  
F+61 2 9247 2455

LEVEL FIFTEEN  
127 CREEK STREET  
BRISBANE QLD 4000  
AUSTRALIA  
T+61 7 3009 8700  
F+61 7 3009 8799

LEVEL ONE  
15 LONDON CIRCUIT  
CANBERRA ACT 2600  
AUSTRALIA  
T+61 2 6103 8200  
F+61 2 6103 8233

LEVEL TWELVE, BGC CENTRE  
28 THE ESPLANADE  
PERTH WA 6000  
AUSTRALIA  
T+61 8 9449 9600  
F+61 8 9322 3955

167 FLINDERS STREET  
ADELAIDE SA 5000  
AUSTRALIA  
T +61 8 8122 4965  
[ACILALLEN.COM.AU](http://ACILALLEN.COM.AU)

#### AUTHORS

ANTONIA HODBY | PETER JOHNSON

**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 THE REPORT MUST NOT BE PUBLISHED, QUOTED OR DISSEMINATED TO ANY OTHER PARTY WITHOUT ACIL ALLEN CONSULTING'S PRIOR WRITTEN CONSENT.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.

# C O N T E N T S

## 1

|                              |          |
|------------------------------|----------|
| <i>Introduction</i>          | <i>1</i> |
| 1.1 Mid West region          | 1        |
| 1.2 Methodology              | 1        |
| 1.3 Definitions and acronyms | 3        |
| 1.4 Report structure         | 4        |

## 2

|  |          |
|--|----------|
| <i>Direct impact of Mid West sporting events</i> | <i>5</i> |
| 2.1 Sporting events                              | 5        |
| 2.2 Participants                                 | 6        |
| 2.3 Spectators                                   | 7        |
| 2.4 Visitors                                     | 8        |
| 2.5 Expenditure                                  | 9        |
| 2.6 Highlights                                   | 12       |

## 3

|  |           |
|--|-----------|
| <i>Economic impact of Mid West sporting events</i> | <i>13</i> |
| 3.1 Assumptions                                    | 13        |
| 3.2 Economic contribution                          | 14        |
| 3.3 Job creation                                   | 14        |
| 3.4 Contribution to real incomes                   | 15        |
| 3.5 Maximising economic benefit                    | 16        |

## 4

|   |           |
|---|-----------|
| <i>Economic impact of Mid West sporting events: summary</i> | <i>17</i> |
|---|-----------|

## A

|   |            |
|---|------------|
| <i>Calendar of Mid West sporting events</i> | <i>A-1</i> |
|---|------------|

## B

|   |            |
|---|------------|
| <i>Case studies sporting events in the Mid West</i> | <i>B-1</i> |
|---|------------|

## C

|                                       |            |
|---------------------------------------|------------|
| <i>Input-Output modelling</i>         | <i>C-1</i> |
| C.1 Input-Output modelling            | C-1        |
| C.2 Results of Input-Output modelling | C-2        |

## FIGURES

|                   |   |    |
|-------------------|---|----|
| <b>FIGURE 2.1</b> | NUMBER OF SPORTING EVENTS BY LOCAL GOVERNMENT AUTHORITY: MID WEST SPORTING EVENTS | 5  |
| <b>FIGURE 2.2</b> | NUMBER OF SPORTING EVENTS BY MONTH: MID WEST SPORTING EVENTS                      | 6  |
| <b>FIGURE 2.3</b> | NUMBER OF PARTICIPANTS BY MONTH: MID WEST SPORTING EVENTS                         | 7  |
| <b>FIGURE 2.4</b> | NUMBER OF SPECTATORS BY MONTH: MID WEST SPORTING EVENTS                           | 8  |
| <b>FIGURE 2.5</b> | NUMBER OF VISITORS BY MONTH: MID WEST SPORTING EVENTS                             | 9  |
| <b>FIGURE 2.6</b> | EVENT EXPENDITURE BY CATEGORY: MID WEST SPORTING EVENTS (\$)                      | 10 |

# C O N T E N T S

|                   |   |     |
|-------------------|---|-----|
| <b>FIGURE 2.7</b> | VISITOR SPENDING BY CATEGORY: MID WEST SPORTING EVENTS (\$)   | 11  |
| <b>FIGURE 2.8</b> | VISITOR SPENDING BY MONTH: MID WEST SPORTING EVENTS (\$)  | 12  |
| <b>FIGURE 3.1</b> | CONTRIBUTION TO GROSS REGIONAL PRODUCT OF THE MID WEST BY MONTH: MID WEST SPORTING EVENTS (\$)            | 14  |
| <b>FIGURE 3.2</b> | JOB CREATION BY MONTH: MID WEST SPORTING EVENTS (FTE JOBS)  | 15  |
| <b>FIGURE 3.3</b> | CONTRIBUTION TO THE REAL INCOMES OF THE RESIDENTS OF THE MID WEST BY MONTH: MID WEST SPORTING EVENTS (\$) | 15  |
| <b>FIGURE C.1</b> | "TRACE THROUGH" OF AN INPUT-OUTPUT MODEL  | C-1 |

## TABLES

|                  |  |   |
|------------------|--|---|
| <b>TABLE 1.1</b> | GLOSSARY OF KEY TERMS AND LIST OF ACRONYMS | 4 |
|------------------|--|---|

## BOXES

|                |                               |    |
|----------------|-------------------------------|----|
| <b>BOX 1.1</b> | INPUT OUTPUT MODELLING        | 3  |
| <b>BOX 2.1</b> | ASSUMPTIONS: EVENT SPENDING   | 10 |
| <b>BOX 2.2</b> | ASSUMPTIONS: VISITOR SPENDING | 11 |



ACIL Allen Consulting (ACIL Allen) have been commissioned by the Mid West Sports Federation (MWSF) to estimate the economic impact of sporting events held in the Mid West region of Western Australia between and inclusive of January 2018 and December 2018.

The aim of the economic impact assessment is to identify the direct economic impacts of holding sporting events in the Mid West region and to estimate the total economic impact that these events have on the economy of the Mid West region.

The MWSF is primarily a non-profit organisation acting on behalf of all sport and active recreation groups in the Mid West region. The MWSF is 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. The overall aim of the Mid West Sports Tourism Project is to build a thriving sports tourism industry and making the Mid West region a preferred destination for sporting events through promotion, advocacy and strengthening of our sporting community.

## 1.1 Mid West region

The Mid West region is one of the nine planning regions in Western Australia. It covers an area of 478,000 square kilometres that extends from Green Head in the south of the region to the town of Kalbarri in the north. It extends more than 800 km inland to Wiluna in the Gibson Desert. The region comprises of 17 Local Government Authorities.

The primary population centre in the region is the town of Geraldton which is located in the City of Greater Geraldton. There are a number of smaller towns located throughout the region however the majority of the population and most significant infrastructure is located in the coastal areas of the region in and around the town of Geraldton.

## 1.2 Methodology

The methodology for this project includes a significant data collection task to understand the spending required to organise and hold each sporting event in the Mid West region and to characterise the number of visiting participants and spectators and their spending habits while in the region. This data was then used to estimate the economic impact of the sporting events using a bespoke Input Output economic model of the Mid West region.

### 1.2.1 Data collection

The primary data for this study includes:

- Event data including the spending required to hold each sporting event and the employment required to run the sporting events including officials, volunteers and other staff
- Visitor spending data including the costs incurred by visitors to travel to and stay in the Mid West to participate in or spectate at the sporting events.

ACIL Allen developed an online survey which was administered by the MWSF. The survey was used to gather spending data from sporting event organisers, participants and spectators. In addition, MWSF contacted some event organisers directly to gather information regarding the event and the profile of participants and spectators. Where data was not available or insufficient through surveys of event organisers, participants and spectators, ACIL Allen estimated data based on other events for which data was available.

### 1.2.2 Input-Output modelling

Input Output economic modelling was used to determine the economic impact of the sporting events held in the Mid West region.

Input Output models work by capturing the direct and indirect effects of expenditure in the economy by accounting for the linkages between different industries in the economy. For each industry in the economy, the Input Output table traces the industries it purchases inputs from and the industries it sells its outputs to. These linkages are used to estimate the multiplier effect of expenditure.

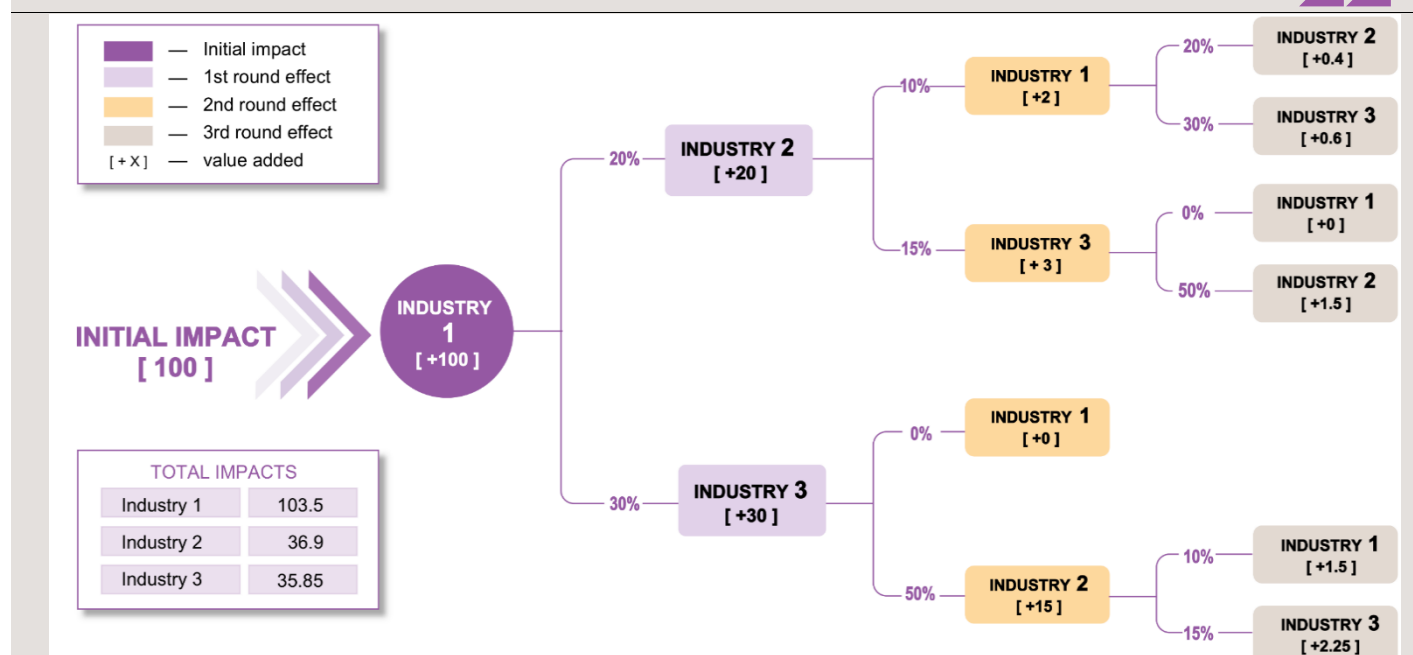
ACIL Allen developed a customised Input Output model of the Mid West region and inputted the additional spending in the Mid West economy from the spending required to organise and hold the sporting events and the spending by visiting participants and spectators while they were in the Mid West. Adjustments were made for those products that are produced outside of the region so that only the share of spending that can be attributed to the region was used in this analysis.

Economic impact results in this report are reported in terms of:

- the contribution to the value of the economy of the Mid West region expressed in terms of Gross Regional Product.
- employment creation which is the number of full time equivalent (FTE) jobs created in the Mid West region in 2018 because of the sporting events. This includes the direct employment and the flow on employment created because of the additional spending in the economy.
- the contribution to the real incomes of people living in the Mid West region in 2018.

**BOX 1.1** INPUT OUTPUT MODELLING

Input Output models capture the direct and indirect effects of expenditure by capturing, for each industry, the industries it purchases inputs from and also the industries it sells its outputs to. For example, the IO model for Western Australia captures purchases from and sales to industries located in Western Australia, as well as imports from outside of Western Australia. The figure below depicts how an impact is traced through a (very simple) economy with three industries (1, 2, and 3), and is described below.

**"TRACE THROUGH" OF AN INPUT OUTPUT MODEL**

SOURCE ACIL ALLEN CONSULTING:

The initial impact occurs in industry 1 where an additional 100 units of value are added to its output. In order to generate this additional output, industry 1 requires additional inputs from industry 2 and industry 3.

Therefore, industry 2 and 3 increase their output as well. This in turn requires input from industry 1 and 3 and industry 1 and 2 respectively which increase their output to satisfy this additional demand, and so on.

The impacts grow smaller with each iteration and ultimately converge to zero. This is because they always only share the impact that occurred in the preceding iteration.

SOURCE: ACIL ALLEN

**1.2.3 Case studies**

Four case studies were produced throughout the study period. These case studies profiled the economic contribution of specific sporting events. The profiled events were:

- Country Cricket Championships held in January
- Denison Bowling Club May Carnival
- June long weekend on which 12 sporting events were held in the region
- Geraldton Clay Target Club Crayfish Carnival held in September.

The results of these case studies are presented in Appendix A.

**1.3 Definitions and acronyms**

A number of definitions and acronyms were used in this report. These are presented in **Table 1.1**.

**TABLE 1.1** GLOSSARY OF KEY TERMS AND LIST OF ACRONYMS

| Acronym                                      | Definition   |
|--|--|
| \$   | Australian dollars   |
| \$ million                                   | One million Australian dollars   |
| %  | Per cent   |
| '000   | thousand   |
| <b>Employment</b>                            | The number of full-time equivalent job years created as a result of a project or expenditure in the economy, which includes direct and indirect (flow-on) employment. Employment is measured on a full-time equivalent (FTE) basis.  |
| <b>FTE</b>                                   | Full-time equivalent. One FTE is the equivalent of one person working for one year on a full-time basis  |
| <b>Gross product or real economic output</b> | <p><i>A measure of the size of an economy</i></p> <p>Gross product is a measure of the output generated by an economy over a period of time (typically a year). It represents the total dollar value of all finalised 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, it is referred to as Gross Domestic Product (GDP); at the state level, Gross State Product (GSP); while at a regional level, Gross Regional Product (GRP).</p>   |
| <b>Indigenous</b>                            | Aboriginal and Torres Strait Islander people   |
| <b>Input-Output tables</b>                   | Input-Output tables capture the direct and indirect effects of expenditure by capturing, for each industry, the industries it purchases inputs from and also the industries it sells its outputs to. For example, the Input-Output model for Western Australia captures purchases from and sales to industries located in Western Australia, as well as 'imports' from outside of Western Australia including from other states and territories of Australia.  |
| <b>Job years</b>                             | Employment creation is measured in job years. A job year is employment of one full-time equivalent (FTE) person for one year. Alternatively, it can be expressed as one 0.5 FTE person for two years. Its measure is therefore potentially less than the number of employed people which will include a count of the number of full-time, part-time, casual and contract workers.  |
| <b>km</b>                                    | Kilometre  |
| <b>Real income</b>                           | <p><i>A measure of the welfare of residents in an economy or the increase in ability to purchase goods and services and to accumulate wealth</i></p> <p>Changes in real income are important as they provide an indication of the change in economic welfare of the residents of a region through their ability to purchase goods and services.</p> <p>Real income measures the income available for final consumption and saving after adjusting for inflation. An increase in real income means that there has been a rise in the capacity for consumption as well as a rise in the ability to accumulate wealth in the form of financial and other assets. The change in real income is a measure of the change in welfare of an economy.</p> |

## 1.4 Report structure

Chapter two of this report highlights the direct impacts of holding sporting events in the Mid West region during 2018 while Chapter three reports the economic impacts of the events.



# 2

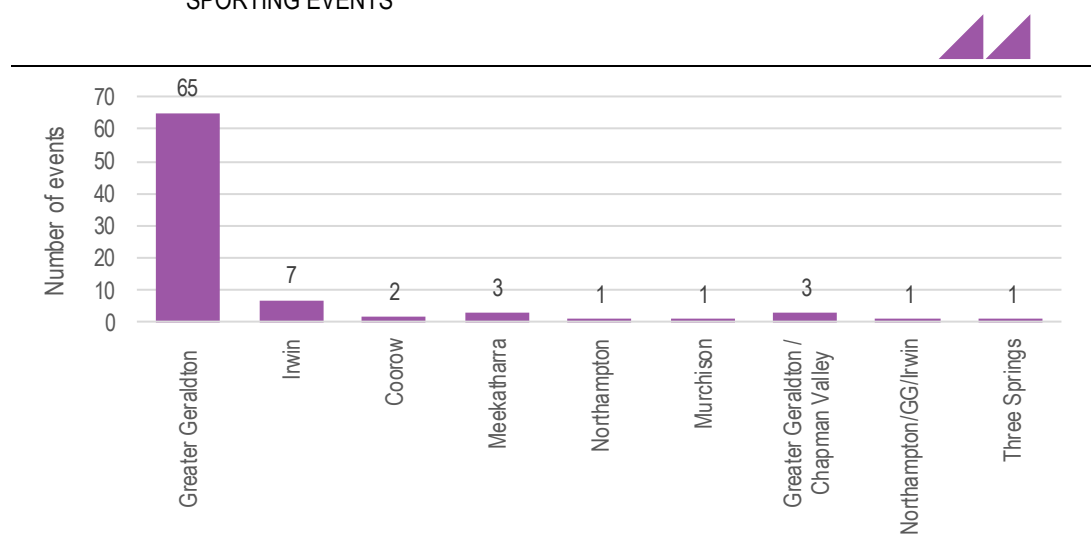
## DIRECT IMPACT OF MID WEST SPORTING EVENTS

This chapter presents the direct impact of the sporting events held in the Mid West region in 2018.

### 2.1 Sporting events

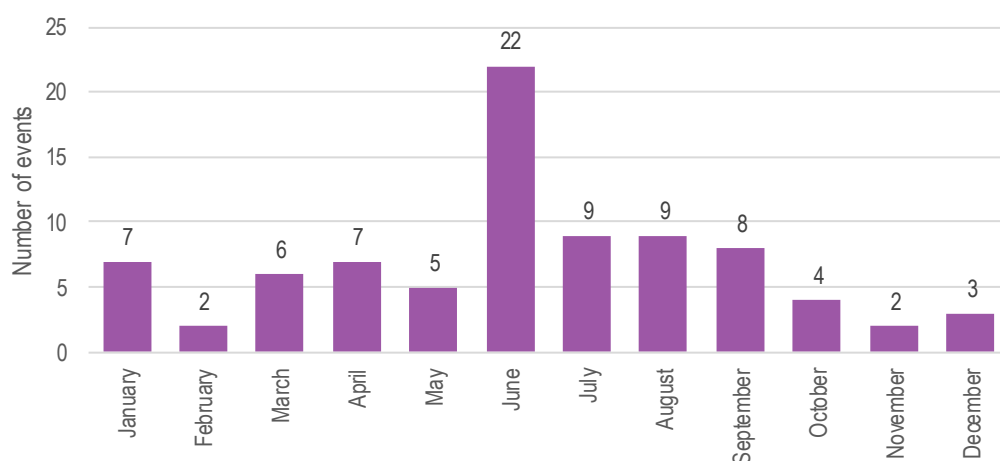
In 2018, there were 84 sporting events held in the Mid West region representing around 30 sporting codes. The majority of these events were held in the City of Greater Geraldton however 19 events were held in other Local Government Authorities in the Mid West region as illustrated in **Figure 2.1**.

**FIGURE 2.1** NUMBER OF SPORTING EVENTS BY LOCAL GOVERNMENT AUTHORITY: MID WEST SPORTING EVENTS



SOURCE: MWSF SURVEY

**Figure 2.2** identifies the date the sporting event took place on. Events were held in each month of the year with the majority of events held in June and particularly in the first two weeks of June. Almost half of the events were held in the months of June, July and August. On average, there were seven events held in each month of the year.

**FIGURE 2.2** NUMBER OF SPORTING EVENTS BY MONTH: MID WEST SPORTING EVENTS

SOURCE: MWSF SURVEY

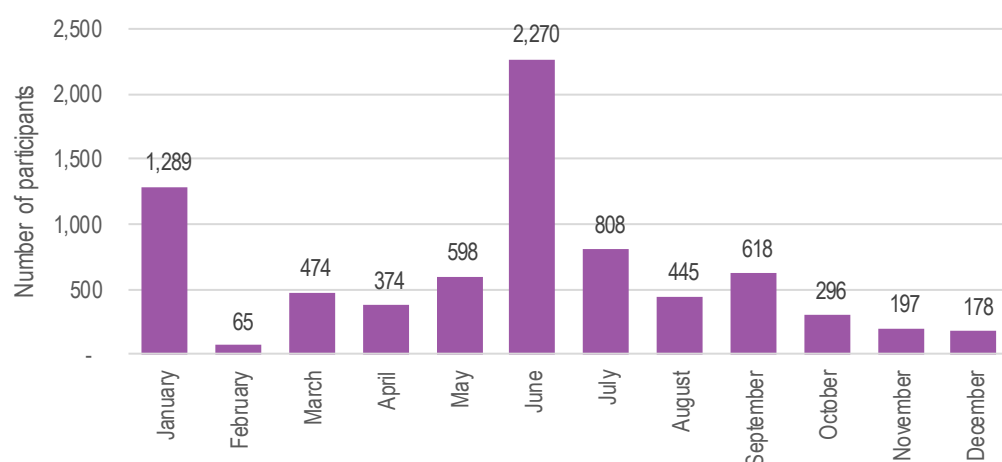
## 2.2 Participants

In 2018, it was estimated that almost 7,600 people participated in sporting events in the Mid West region. Many of these people travelled to the Mid West region to participate in the sporting events. Of the 7,600 participants, over 5,700 participants or 75 per cent of all participants travelled to the region.

The number of participants varied significantly from five events that attracted less than 20 participants each to seven events that attracted more than 250 participants each. The average number of participants per event was just over 90 participants.

**Figure 2.3** shows the number of participants by month. It shows that the greatest number of participants were involved in events held in June and January. Together, these two months accounted for 47 per cent of all participants that entered into events in the Mid West in 2018. In January, the WA Country Surf Life Saving Carnival (700 participants) and the Toyota Australian Country Cricket Championships (250 participants) attracted the largest numbers of participants.

In the months of June, July and August 3,500 participants were involved in events accounting for 46 per cent of all participants in 2018. These months were primarily characterised by a large number of smaller events however some larger events were also held. These include the Geraldton Softball Association June Carnival (500 participants), the BMX competition (320 participants), Kalbarri Adventurethon (260 participants) and Runfest (300 participants) which all attracted over 250 participants.

**FIGURE 2.3** NUMBER OF PARTICIPANTS BY MONTH: MID WEST SPORTING EVENTS

SOURCE: MWSF SURVEY

In addition to participants, over 3,000 volunteers, staff and officials were required to host the Mid West sporting events in 2018. This included around 1,500 volunteers, 840 officials, and 800 staff.

## 2.3 Spectators

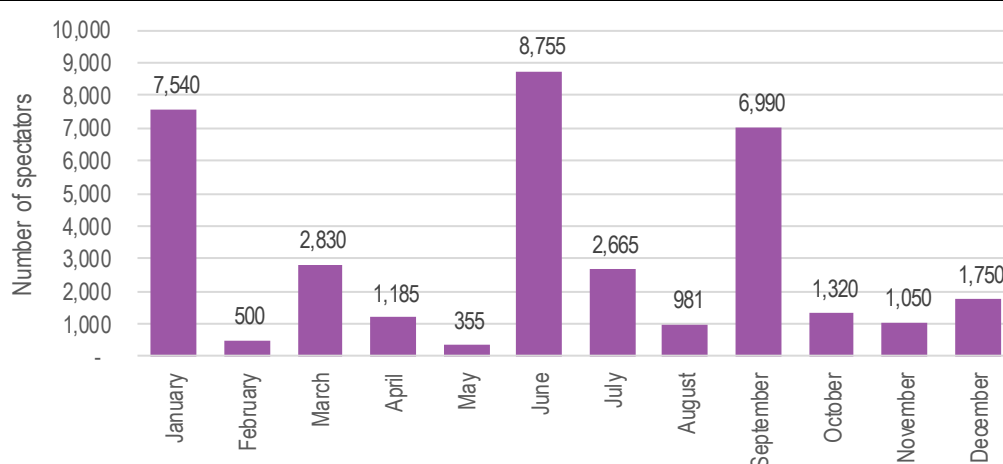
In 2018, it was estimated that almost 36,000 people watched sporting events in the Mid West region in 2018. Many of these people travelled to the Mid West region to watch the sporting events. Of the 36,000 spectators, 15,700 or 44 per cent travelled to the region.

The number of spectators varied significantly from ten events that attracted less than five spectators each to twelve events that attracted more than 1,000 spectators each. The average number of spectators per event was just over 425 spectators.

**Figure 2.4** shows the number of spectators by month. It shows that the largest number of spectators attended events held in June, January and September. Together, these three months accounted for 65 per cent of all spectators that watched events in the Mid West in 2018. With the exception of June when there was a large volume of events held, this corresponds to larger sporting events such as the:

- Mullewa Muster, BMX Competition, Geraldton Short Course Classic Swimming in June which attracted 2,300, 1,000, and 1,000 spectators respectively
- Denison Foreshore Sprint which attracted 6,000 spectators in September
- Limited Sprintcar, Production Sedan Sizzle, WA Country Surf Life Saving Carnival and the Toyota Australian Country Cricket Championships held in January which attracted 3,000, 2,000, 1,400 and 1,000 spectators respectively.

On average, there were 4.7 spectators for every participant.

**FIGURE 2.4** NUMBER OF SPECTATORS BY MONTH: MID WEST SPORTING EVENTS

SOURCE: MWSF SURVEY

## 2.4 Visitors

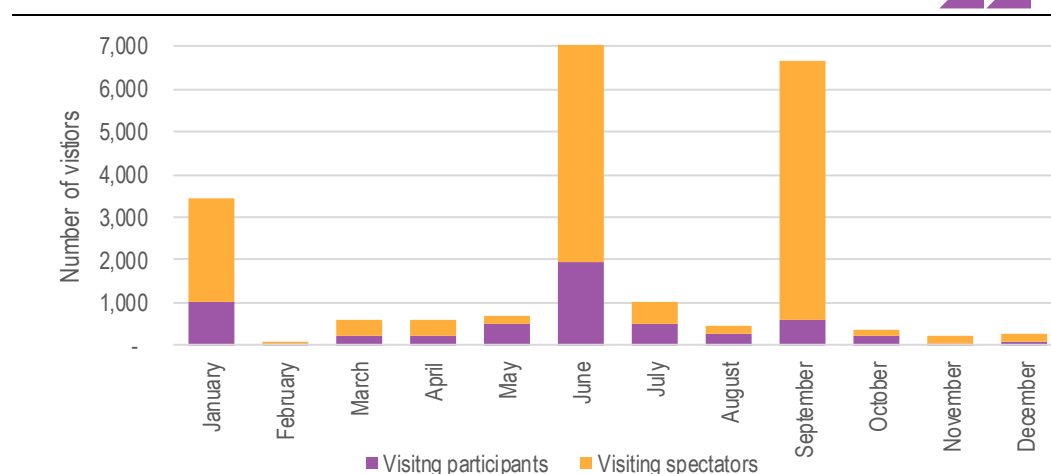
In 2018, there were almost 21,500 visitors who travelled to the Mid West region in order to participate in or watch one of the 84 sporting events. Nearly three quarters of the visitors were spectators.

On average, each sporting event attracted 256 visitors to the region. Some events attracted more visitors than others. The event that attracted the most visitors was the Denison Foreshore Sprint (over 5,000 visitors) followed by the Mullewa Muster (2,000 visitors), and the WA Country Surf Life Saving Carnival (1,800 visitors).

Those that attracted larger numbers of visitors tended to be those that were held over several days such as the Mullewa Muster (2,000 visitors), Toyota Country Cricket Championships (1,125 visitors) held in January, and the Softball carnival held in June (840 visitors).

**Figure 2.5** shows the number of visitors per month to the Mid West region and identifies whether they are participants or spectators. On average, almost 1,800 visitors a month were attracted to the Mid West region because of the 84 sporting events. The most common months for visitors to attend sporting events were June (7,000 visitors), September (6,600 visitors), and January (3,400 visitors). With the exception of June when there was a large volume of events held, this corresponds to larger sporting events such as the:

- Denison Foreshore Sprint which attracted over 5,000 visitors in September
- WA Country Surf Life Saving Carnival and the Toyota Australian Country Cricket Championships held in January which attracted 1,800 and 1,125 visitors respectively.

**FIGURE 2.5** NUMBER OF VISITORS BY MONTH: MID WEST SPORTING EVENTS

SOURCE: MWSF SURVEY OF SPORTING EVENTS

The majority of visitors travelled from other parts of Western Australia however there were also visitors who travelled from other parts of Australia. Examples of the sporting events that attracted interstate visitors are:

- Spalding Park Open held in August
- The Mullewa Muster held in June
- The Denison Bowling Club May Carnival
- The Country Cricket held in January
- Shooting held in September
- Motorsport held in September
- Three Springs 360 held in September
- Kalbarri Adventurethon held in June.

Some events also attracted international visitors including the Geraldton Clay Target Club Crayfish Carnival held in September and the Australian Wave Sailing Titles held in December.

## 2.5 Expenditure

Costs are incurred in the Mid West region order to organise and hold sporting events. Visitors who attend or participate in sporting events also represent new spending in the Mid West region. This section outlines this spending that would have not otherwise have occurred in the Mid West region unless the sporting events were held.

### 2.5.1 Event expenditure

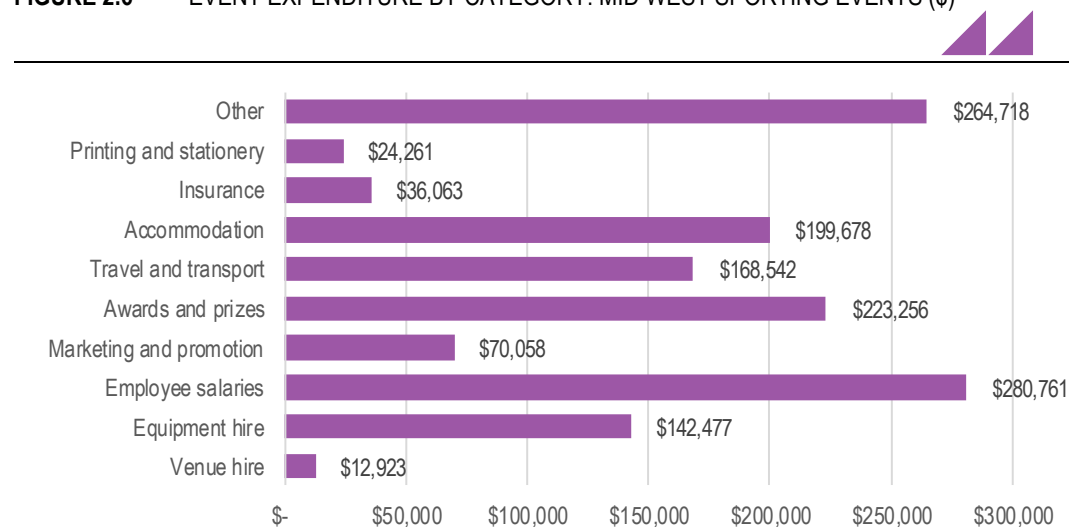
Costs are incurred in order to organise and hold sporting events. Some of these events such as the Mullewa Muster take months of planning by paid personnel. Other events such as local club events are organised by club officials and volunteers and incur far fewer costs. This section describes the spending in the Mid West required to hold sporting events in 2018. It does not include the in-kind or unpaid costs to hold the events.

**BOX 2.1** ASSUMPTIONS: EVENT SPENDING

For some sporting events, a robust set of responses to the surveys was not possible. In these cases, ACIL Allen assumed a spending profile based on other events for which information was provided and supplemented by a desktop search of events. Where assumptions were made, ACIL Allen was conservative in its estimates.

In 2018, there was \$1.5 million spent by event organisers in the Mid West region in order to hold the 84 sporting events. The largest spend was incurred by the Country Cricket Championships held in January which cost approximately \$500,000 to hold, the Mullewa Muster which cost an estimated \$278,000, and the WAFL game between Claremont and East Fremantle which cost an estimated \$60,000 to hold. On average, each of the 84 events cost around \$18,000 to hold. Many of the events cost little to hold with 36 of the events held in the Mid West region in 2018 costing less than \$5,000 to hold.

Event expenditure has been aggregated into categories as represented in **Figure 2.6**. The largest expenditure was for wages (\$280,761), other expenses (\$264,718), awards and prizes (\$223,256) and accommodation (\$199,678).

**FIGURE 2.6** EVENT EXPENDITURE BY CATEGORY: MID WEST SPORTING EVENTS (\$)

SOURCE: MWSF SURVEY OF SPORTING EVENTS

**2.5.2 Visitor spending**

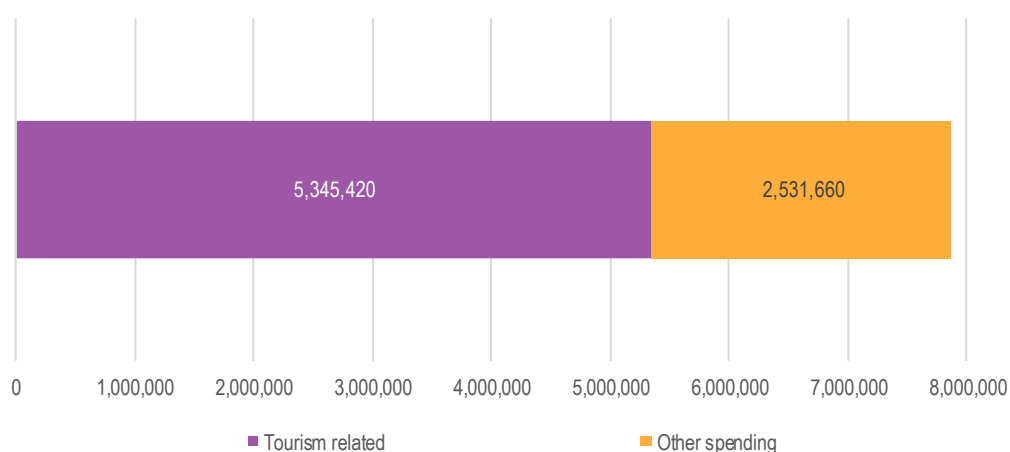
Visiting participants and spectators to the Mid West region purchase accommodation, food, fuel, tours, souvenirs and so on. In 2018, there were an estimated 21,500 visitors who spent nearly \$7.9 million in the Mid West as a result of sporting events held in the region.

**BOX 2.2** ASSUMPTIONS: VISITOR SPENDING

For some sporting events, a robust set of visitor spending responses to the surveys was not possible. In these cases, information regarding the number of visiting participants and spectators was obtained from event organisers along with an indication of their level of spending. ACIL Allen then applied these assumptions to create a spending profile. In some cases, ACIL Allen made its own assumptions based on similar events and desktop research of the sporting events.

Assumptions were made regarding the type of accommodation stayed in by these visitors and the number of nights they stayed. Assumptions were also made regarding the level of spending based on the type of accommodation as well as the number of days they spent in the region. For example, it was assumed that if a visitor stayed in mid-range accommodation then they spent more at cafes and restaurants while those visitors that stayed in budget or backpacker accommodation spent more at supermarkets.

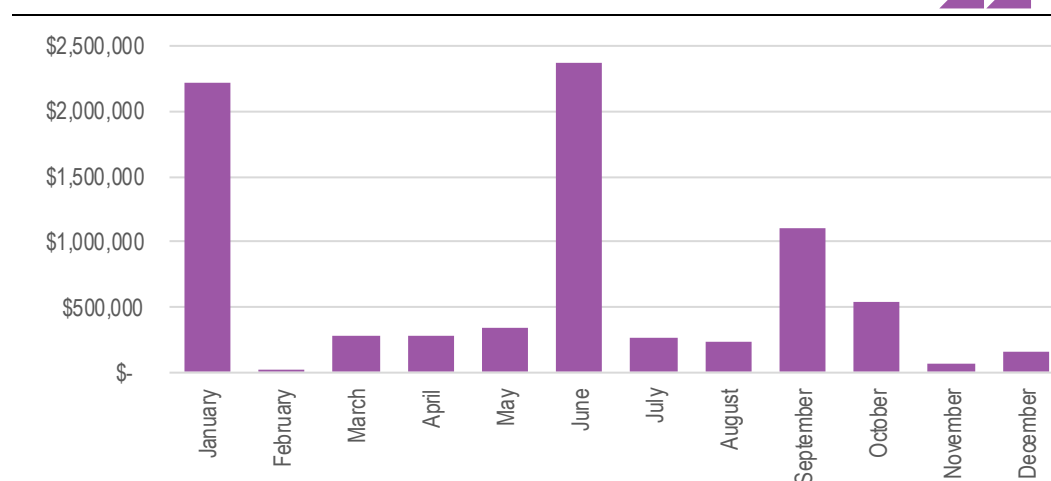
**Figure 2.7** shows the visitor spending by category of spending. An estimated \$5.3 million of visitor spending was in the tourism sector related categories of accommodation, cafes and restaurants, and tours accounting for 68 per cent of all visitor spending. The remaining \$2.5 million was spent in other industries such as retail shopping, fuel and entertainment.

**FIGURE 2.7** VISITOR SPENDING BY CATEGORY: MID WEST SPORTING EVENTS (\$)

SOURCE: MWSF SURVEY OF SPORTING EVENTS AND ESTIMATIONS MADE BY ACIL ALLEN

The largest amount of visitor spending was associated with the WA Country Surf Life Saving Carnival (nearly \$1.2 million), Toyota Australian Country Cricket Championships (\$734,000), Mullewa Muster (nearly \$492,000), 50th Fremantle to Geraldton Ocean Classic (\$488,000) and the Kalbarri Adventurethon (over \$405,000). These are the events that generally attracted the largest number of visitors.

On average, over the year, each event attracted \$93,775 of visitor spending. The majority of visitor spending occurred in June and January as illustrated in **Figure 2.8**. This is associated with larger events held in January and June and a larger volume of events held in June.

**FIGURE 2.8** VISITOR SPENDING BY MONTH: MID WEST SPORTING EVENTS (\$)

SOURCE: MWSF SURVEY OF SPORTING EVENTS AND ESTIMATIONS MADE BY ACIL ALLEN

### 2.5.3 Total additional spending in the Mid West region from sporting events

In total, an additional \$9.4 million was spent in the Mid West region in 2018 from sporting events in the form of the spending required to hold the sporting events and from the additional spending in the region from visiting participants and spectators.

The majority of this spending is a result of visitor spending. In 2018, 84 per cent of the additional spending in the Mid West because of the sporting events was due to visitor spending.

## 2.6 Highlights

In 2018, the Mid West region attracted:

- 84 sporting events
- 7,600 participants
- over 3,000 volunteers, staff and officials including around 1,500 volunteers, 840 officials, and 800 staff
- Nearly 36,000 spectators or an average of 4.7 spectators for every participant
- Nearly 21,500 visitors including 5,700 visiting participants and over 15,700 visiting spectators
- \$1.5 million of spending to hold events
- Nearly \$7.9 million of visitor spending
- A total of \$9.4 million of additional spending in the Mid West region because of the 84 sporting events.





The spending by organisers to hold events and the additional spending by visitors to the region as a result of the sporting events provides an economic stimulus to the Mid West region. This stimulus is created by the additional spending in the economy that would not have occurred without the sporting events.

Input Output economic modelling was used to estimate the economic impact of the economic stimulus as a result of sporting events held in the Mid West region in 2018. This chapter sets out the findings of the economic modelling.

### 3.1 Assumptions

ACIL Allen created a customised Input Output model of the Mid West region into which the spending required to hold sporting events in the Mid West and the additional spending in the economy from visitors to these events was included. When conducting economic modelling, the following assumptions were made:

#### **Mid West spending only**

Only the spending that is attributable to the Mid West region was included in the analysis. In some cases, this primarily included the retail margin of the purchase as the item being purchased was assumed to be manufactured outside of the Mid West region. An example of this is fuel which is sold in the region but manufactured elsewhere.

#### **Survey results**

The spending information required for economic modelling was based on a survey of event organisers and of participants and spectators. Where survey results were not available, ACIL Allen made assumptions based on the survey results of similar sporting events.

#### **Data gaps**

Event organisers provided information as to the total number of spectators and participants at each event. Estimates of the number of visitors was made in consultation with event organisers and based on survey results. ACIL Allen then scaled survey results to match information provided by event organisers.

### 3.2 Economic contribution

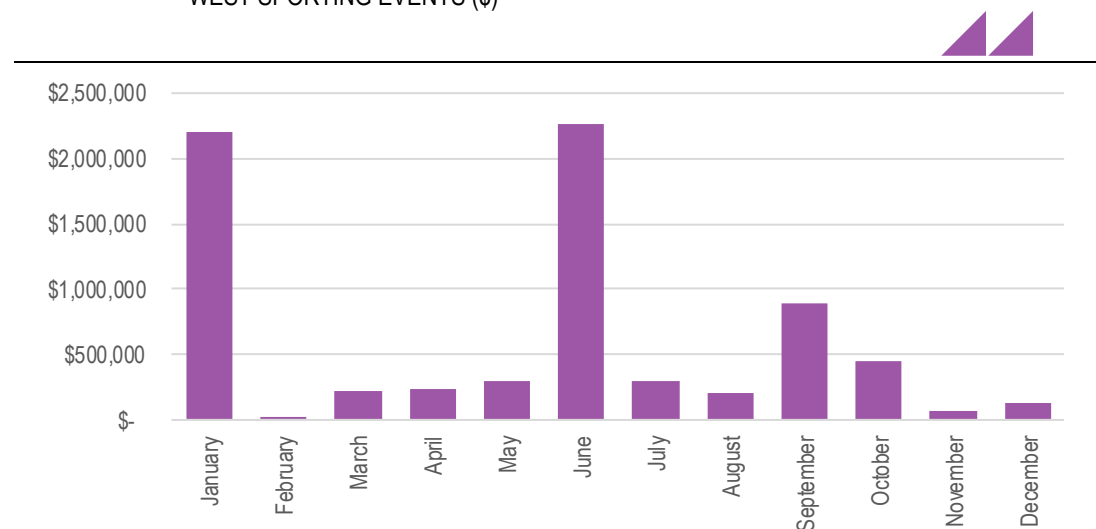
In 2018, the 84 sporting events held in the Mid West region added almost \$7.3 million to the economy of the region. The economic contribution of sporting events to the Mid West region economy in 2018 is equal to 0.1 per cent of the \$5.4 billion Gross Regional Product of the Mid West.

On average, each sporting event contributed \$86,350 to the Mid West economy however there was a large range in economic contribution. There were 59 events that generated less than \$50,000 of economic impact and six events that contributed more than \$250,000. If the largest six events are excluded from the analysis, then the average contribution per event drops to \$47,000 per event.

The largest impacts came from the Toyota Australian Country Cricket Championships (nearly \$1.1 million), WA Country Surf Life Saving Carnival (nearly \$887,000), Mullewa Muster (\$576,000), 50th Fremantle to Geraldton Ocean Classic (\$395,000) and the Kalbarri Adventurethon (nearly \$340,000). These are the events that generally attracted the largest number of visitors and visitor spending. They are also the events that had larger spending to hold the event with the Toyota Australian Country Cricket Championships and the Mullewa Muster being two of the three most expensive events to hold.

**Figure 3.1** shows the contribution to the Gross Regional Product of the Mid West region by month from the sporting events. The Figure shows that the greatest impact is realised in the months of June and January which together contribute 62 per cent of the total economic impact.

**FIGURE 3.1** CONTRIBUTION TO GROSS REGIONAL PRODUCT OF THE MID WEST BY MONTH: MID WEST SPORTING EVENTS (\$)



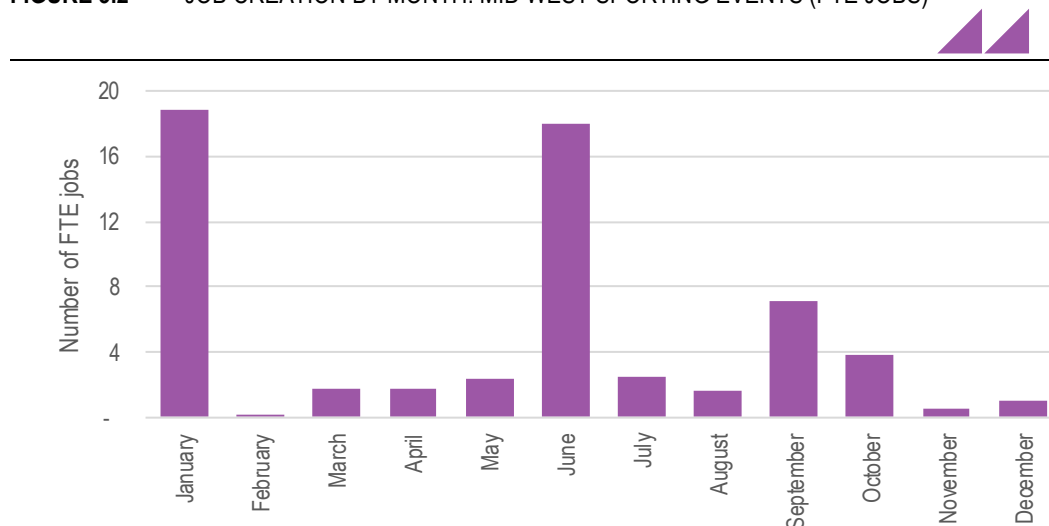
SOURCE: ACIL ALLEN

An analysis of the sporting events found that the largest economic contributions were associated with a higher level of spending to hold events. Larger contributions were also a result of higher visitor spending particularly relating to spending on accommodation. This is because a greater share of spending on accommodation is attributable to the region.

### 3.3 Job creation

The Mid West sporting events created jobs in the Mid West region from the direct employment required to hold the events and from the indirect employment as a result of the spending by event organisers and visitors to the events in businesses in the Mid West region. In 2018, 60 FTE jobs were created in the Mid West region as a result of the 84 sporting events. This includes the direct and the indirect employment from the events.

**Figure 3.2** shows the job creation in the Mid West region by month from the sporting events. The Figure shows that the greatest impact is realised in the months of June and January which together contribute 62 per cent of the FTE jobs created in the region.

**FIGURE 3.2** JOB CREATION BY MONTH: MID WEST SPORTING EVENTS (FTE JOBS)

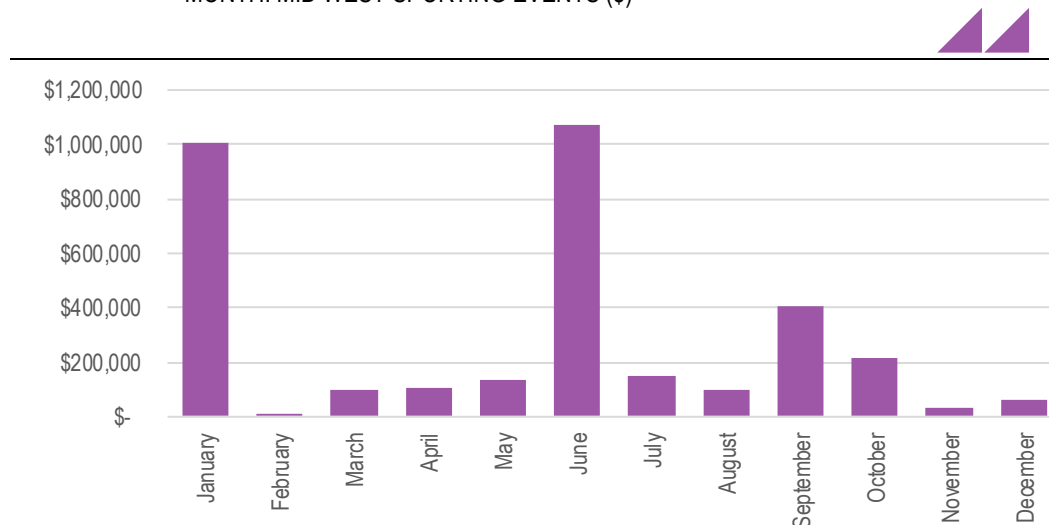
SOURCE: ACIL ALLEN

### 3.4 Contribution to real incomes

Real income is a measure of the welfare of residents in an economy or the increase in their ability to purchase goods and services and to accumulate wealth. A rise in real income indicates a rise in the capacity for current consumption, but also an increased ability to accumulate wealth in the form of financial and other assets. The change in real income is a measure of the change in welfare of an economy.

The spending to hold the 84 sporting events in the Mid West and the spending by visitors to the region to participate in or watch the events, provided a boost to the real incomes of people in the Mid West region by nearly \$3.4 million.

**Figure 3.3** shows the contribution to the real incomes of residents of the Mid West by month from the sporting events. The Figure shows that the greatest impact is realised in the months of June and January which together contribute 62 per cent of the total contribution.

**FIGURE 3.3** CONTRIBUTION TO THE REAL INCOMES OF THE RESIDENTS OF THE MID WEST BY MONTH: MID WEST SPORTING EVENTS (\$)

SOURCE: ACIL ALLEN

### 3.5 Maximising economic benefit

---

A higher value of spending on goods and services produced in the Mid West, results in a larger economic benefit to the Mid West. In order to maximise the economic benefit to the Mid West region, a focus on locally produced goods and services should be promoted. Locally produced goods and services include accommodation, tours, and food prepared at cafes and restaurants. These examples result in a higher economic benefit because of the labour required to provide them can be attributed to the Mid West region.

Other goods and services, that are commonly purchased by visitors to the region, are not produced in the Mid West region and therefore less of their value can be attributed to the region. An example is food purchased from the supermarket. These items are generally manufactured elsewhere before being transported to the Mid West and sold in retail outlets. The economic impact from producing them is therefore attributed to the region in which they are manufactured. The economic benefit to the Mid West is primarily a function of the labour required to sell the products. Only a portion of the share of the economic benefit is therefore attributable to the Mid West region.

Encouraging visiting participants and spectators to stay in the region and to spend their money on locally produced food and entertainment will result in a higher economic benefit to the region. Equally, the more an event organiser spends in the region in terms of labour, equipment hire, catering, and other goods and services provided by the region, the greater the economic impact to the Mid West region.



# ECONOMIC IMPACT OF MID WEST SPORTING EVENTS: SUMMARY

In 2018, there were 84 sporting events held in the Mid West region. These sporting events attracted 7,600 participants and nearly 36,000 spectators, as well as over 3,000 volunteers, staff and officials required to host the Mid West sporting events. This included around 1,500 volunteers, 840 officials, and 800 staff. On average, there were 4.7 spectators for every participant.

Many of the people who participated in or attended the sporting events were visitors to the Mid West region. Of the almost 21,500 visitors to the region, 5,700 were participants and over 15,700 were spectators.

The sporting events created direct expenditure in the form of the spending required to organise and hold them. In 2018, \$1.5 million was spent by organisers to hold sporting events in the region.

The region also benefits from the additional spending in the economy by visiting participants and spectators. In 2018, an estimated nearly \$7.9 million was spent by sporting event visitors. An estimated \$5.3 million was spent in the tourism related industries including on accommodation, cafes and restaurants and tours.

This economic stimulus created by the additional spending in the economy that would not have occurred without the sporting events creates an economic impact. Input Output modelling was used to determine the economic impact of this stimulus.

The economic impact of the spending to hold sporting events and the spending by visitors participating in and spectating at the sporting events created an economic impact of nearly \$7.3 million to the Gross Regional Product of the Mid West region.

In addition, there was job creation of 60 FTE job years in 2018, and a boost to the real incomes of the residents of the Mid West region of nearly \$3.4 million.

The largest economic impacts were a result of those sporting events that spent greater amounts in the Mid West region to hold the events. Larger economic impacts tended to be associated with those events that were held over several days and are a result of the higher visitor spending on accommodation and in cafes and restaurants which have a greater economic benefit for the region as more of the spending remains in the region.



# CALENDAR OF MID WEST SPORTING EVENTS



| Date            | Event   | Local Government Authority         |
|-----------------|---|------------------------------------|
| <b>January</b>  |   |                                    |
| 2-Jan - 13-Jan  | Toyota Australian Country Cricket Championships         | Greater Geraldton / Chapman Valley |
| 6-Jan           | Geraldton Speedway - Production Sedan Sizzle            | Greater Geraldton                  |
| 15-19 Jan       | Geraldton Golf Club - Country Week Golf                 | Greater Geraldton                  |
| 20-21 Jan       | Geraldton Waterpolo Club - Crayfish Cup                 | Greater Geraldton                  |
| 26-Jan          | Champion Bay Challenge Swim                             | Greater Geraldton                  |
| 26-27 Jan       | WA Country Surf Life Saving Carnival                    | Greater Geraldton                  |
| 27-Jan          | Geraldton Speedway - Limited Sprintcar King of the Hill | Greater Geraldton                  |
| <b>February</b> |   |                                    |
| 17-Feb          | Geraldton Speedway - Super Sedans Country Round         | Greater Geraldton                  |
| 24-Feb          | Geraldton v YMCC Hockey Match                           | Greater Geraldton                  |
| <b>March</b>    |   |                                    |
| 4-Mar           | 10's Rugby Tournament                                   | Greater Geraldton                  |
| 17-Mar          | Geraldton Speedway - Super Six Country Round            | Greater Geraldton                  |
| 17-18 Mar       | Greenhead Windsurfing - Wave Series 1                   | Coorow                             |
| 24- 25 Mar      | Mullewa Golden Bowls Carnival                           | Greater Geraldton                  |
| 30 Mar - 2 Apr  | Geraldton Tennis Club - Easter Open                     | Greater Geraldton                  |
| 31 Mar - 1 Apr  | Geraldton Speedway - Midwest Championships              | Greater Geraldton                  |
| <b>April</b>    |   |                                    |
| 8-Apr           | Mid West ITF Taekwon-Do Invitational Tournament         | Greater Geraldton                  |
| 13-14 Apr       | Geraldton Pistol Club Open                              | Greater Geraldton                  |
| 14-Apr          | Geraldton Speedway - Demo Derby Twilight Round          | Greater Geraldton                  |
| 14-Apr          | Football West - La Fiamma v Forrestfield United         | Greater Geraldton                  |
| 21-Apr          | Meeka Gymkhana  | Meekatharra                        |
| 22-Apr          | Endure Triathlon  | Greater Geraldton                  |
| 28-Apr          | Football West - La Fiamma v Subiaco                     | Greater Geraldton                  |
| <b>May</b>      |   |                                    |
| 3-4 May         | WA Regional Seniors Golf Day                            | Irwin                              |
| 12-May          | Football West - La Fiamma V Caversham Athletic FC       | Greater Geraldton                  |
| 19-20 May       | Meekatharra Golf Competition                            | Meekatharra                        |
| 19-May          | Roller Derby SLAM                                       | Greater Geraldton                  |
| 24-29 May       | Denison Bowling Club May Carnival                       | Irwin                              |
| <b>June</b>     |   |                                    |

|                  |  |                                    |
|------------------|--|------------------------------------|
| 1-3 Jun          | Geraldton Golf Club - Amateur Open                           | Greater Geraldton                  |
| 1-3 Jun          | Geraldton Softball Association - June Carnival               | Greater Geraldton                  |
| 1-3 Jun          | BMX Super Series   | Greater Geraldton                  |
| 2-3 Jun          | Kalbarri Adventurethon                                       | Northampton                        |
| 2-Jun            | Mullewa Muster & Rodeo                                       | Greater Geraldton                  |
| 2-Jun            | Football West - La Fiamma V Canning City                     | Greater Geraldton                  |
| 2-Jun            | SBL - Buccaneers v Giants                                    | Greater Geraldton                  |
| 2-3 Jun          | Geraldton Longboard Club - Winter Classic                    | Greater Geraldton                  |
| 2-3 Jun          | Geraldton Swimming Club - Short Course Classic               | Greater Geraldton                  |
| 2-4 Jun          | Australian Bowhunters Assoc State Titles                     | Greater Geraldton                  |
| 2-7 Jun          | Wonthella Bowling Club Ladies' June Carnival                 | Greater Geraldton                  |
| 2-7 Jun          | Geraldton Bowling Club Men's June Carnival                   | Greater Geraldton                  |
| 7-10 Jun         | Spalding Park Open   | Greater Geraldton                  |
| 9-10 Jun         | Mounted Games  | Irwin                              |
| 9-Jun            | SBL - Buccaneers v Redbacks                                  | Greater Geraldton                  |
| 9-10 Jun         | State League Netball - Mid West Tigers v Demons              | Greater Geraldton                  |
| 15-17 Jun        | Surfing WA HIF Pro Am Series - Rd 2                          | Greater Geraldton                  |
| 23-24 Jun        | State League Netball - Mid West Tigers v West Coast Warriors | Greater Geraldton                  |
| 23-Jun           | SBL - Buccaneers v Eagles                                    | Greater Geraldton                  |
| 30-Jun           | Football West - La Fiamma V Olympic Kingsway                 | Greater Geraldton                  |
| 30-Jun           | SBL - Buccaneers v Suns                                      | Greater Geraldton                  |
| 30-Jun           | WAFL Game - East Fremantle v Claremont                       | Greater Geraldton                  |
| <b>July</b>      |  |                                    |
| 1-Jul            | Harriers Runfest   | Greater Geraldton                  |
| 7-Jul            | Football West - La Fiamma V Stirling Lions                   | Greater Geraldton                  |
| 7-8 Jul          | Murchison Polocrosse Carnival                                | Murchison                          |
| 13-Jul           | Buccaneers Basketball Club Charity Invitational              | Greater Geraldton                  |
| 14-Jul           | SBL - Buccaneers v Senators                                  | Greater Geraldton                  |
| 14-15 Jul        | Surfing WA - WA Junior Titles                                | Greater Geraldton                  |
| 14-15 Jul        | Meekatharra Rifle Club Carnival                              | Meekatharra                        |
| 21-Jul           | Football West - La Fiamma V Westnam United                   | Greater Geraldton                  |
| 28-Jul           | SBL - Buccaneers v Tigers                                    | Greater Geraldton                  |
| <b>August</b>    |  |                                    |
| 3-8 Aug          | Croquet Tournament   | Greater Geraldton                  |
| 4-Aug            | Football West - La Fiamma V Lynwood United                   | Greater Geraldton                  |
| 4-5 Aug          | Irwin Polocrosse Carnival                                    | Irwin                              |
| 11-Aug           | Mullewa Bowls Wildflower 4's Carnival                        | Greater Geraldton                  |
| 11-Aug           | SBL - Buccaneers v Flames                                    | Greater Geraldton                  |
| 11-12 Aug        | State League Netball - Mid West Tigers v Lions               | Greater Geraldton                  |
| 13-16 August     | WA Vets Golf Competition                                     | Northampton/GG/Irwin               |
| 18-Aug           | Football West - La Fiamma V Kalamunda United                 | Greater Geraldton                  |
| 25-26 Aug        | Wild West Bike Tour  | Greater Geraldton / Chapman Valley |
| <b>September</b> |  |                                    |
| 1-Sep            | Football West - La Fiamma V Fraser Park                      | Greater Geraldton                  |
| 8-9 Sep          | Sunshine Surf Masters  | Greater Geraldton                  |
| 8-9 Sep          | YOB Australia Geraldton SUPFest                              | Greater Geraldton                  |
| 8-Sep            | Football West - La Fiamma V Noranda City                     | Greater Geraldton                  |
| 14-16 Sep        | Geraldton Clay Target Club Crayfish Carnival                 | Greater Geraldton                  |
| 22-23 Sept       | Turquoise Coast Open Table Tennis Championships              | Coorow                             |
| 22-23 Sept       | WA Off Road Racing Championship                              | Three Springs                      |
| 23-Sep           | Denison Foreshore Sprint & Mid West Show and Shine           | Irwin                              |
| <b>October</b>   |  |                                    |

|           |   |                                    |
|-----------|---|------------------------------------|
| 20-Oct    | Bushman's Gymkhana                        | Irwin                              |
| 20-28 Oct | 50th Fremantle to Geraldton Ocean Classic | Greater Geraldton                  |
| 27-Oct    | 320 Sprintcars Silver Cup                 | Greater Geraldton                  |
| 28-31 Oct | Geraldton Tennis Club - Darcy Slater Cup  | Greater Geraldton                  |
| November  |   |                                    |
| 17-Nov    | WA Modified Sedans                        | Greater Geraldton                  |
| 23-25 Nov | WindFest                                  | Irwin                              |
| December  |   |                                    |
| 5-12 Dec  | Australian Wave Sailing Titles            | Greater Geraldton / Chapman Valley |
| 8-Dec     | JSRA Country Round                        | Greater Geraldton                  |
| 29-Dec    | Production Sizzle                         | Greater Geraldton                  |





CASE STUDIES  
SPORTING  
EVENTS IN THE  
MID WEST

B

# TOYOTA AUSTRALIAN COUNTRY CRICKET CHAMPIONSHIPS 2018

GERALDTON & CHAPMAN VALLEY, WESTERN AUSTRALIA



MID WEST Sports Tourism PROJECT



**900+**  
VISITORS  
TO THE  
MID WEST  
REGION



**50%**  
OF VISITORS  
SURVEYED HAD  
NEVER VISITED THE  
MID WEST  
BEFORE

**42%**  
OF VISITORS  
TRAVELLED FROM  
INTERSTATE

**250**  
PARTICIPANTS

**36**  
VOLUNTEERS,  
STAFF &  
OFFICIALS

**\$734,000**

OF SPENDING BY VISITORS  
IN THE MID WEST

An average of \$615 per visitor.

Extra spending of \$465,000 in Mid West  
tourism\* related industries.

ECONOMIC IMPACT  
IN THE MID WEST OF

**\$1.07  
MILLION**

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.

The results presented in this report are subject to a reliance and disclaimer. To view the full report, methodology and FAQ's, please visit [www.mwsf.org.au](http://www.mwsf.org.au)

\*Tourism related includes accommodation, food and beverage industries.

© ACIL ALLEN CONSULTING 2018



Australian Government

**BUILDING OUR FUTURE**



Department of  
Local Government, Sport  
and Cultural Industries



Greater Geraldton  
a vibrant future

The Mid West Sports Tourism Project has been 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, the City of Greater Geraldton and the Mid West Sports Federation.

P: 08 9956 2178 | E: [mwsf@sportshouse.net.au](mailto:mwsf@sportshouse.net.au) | W: [www.mwsf.org.au](http://www.mwsf.org.au)



# DENISON BOWLING CLUB MAY CARNIVAL

DENISON, SHIRE OF IRWIN, 26 - 30 MAY 2018



MID WEST Sports Tourism PROJECT



**350+**  
VISITORS

TO THE  
MID WEST  
REGION



**57%**

OF VISITORS  
SURVEYED STAYED  
LONGER IN THE  
**MID WEST**  
THAN THE EVENT

**12**

**NIGHTS**  
AVERAGE STAY BY  
VISITORS SURVEYED

**300**

PARTICIPANTS

**34**

VOLUNTEERS,  
STAFF &  
OFFICIALS

**\$197,500**

OF SPENDING BY VISITORS  
IN THE MID WEST

An average of \$565 per visitor.

Extra spending of \$144,500 in Mid West  
tourism\* related industries.

ECONOMIC IMPACT  
IN THE MID WEST OF

**\$177**  
THOUSAND

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.

The results presented in this report are subject to a reliance and disclaimer. To view the full report, methodology and FAQ's, please visit [www.mwsf.org.au](http://www.mwsf.org.au)

\*Tourism related includes accommodation, food and beverage industries

© ACIL ALLEN CONSULTING 2018



Australian Government

**BUILDING OUR FUTURE**



Department of  
Local Government, Sport  
and Cultural Industries



Greater Geraldton  
a vibrant future

The Mid West Sports Tourism Project has been 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, the City of Greater Geraldton and the Mid West Sports Federation.

P: 08 9956 2178 | E: [mwsf@sportshouse.net.au](mailto:mwsf@sportshouse.net.au) | W: [www.mwsf.org.au](http://www.mwsf.org.au)





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

MID WEST, WESTERN AUSTRALIA, 2 - 4 JUNE 2018



MID WEST Sports Tourism PROJECT



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](mailto:mwsf@sportshouse.net.au) | W: [www.mwsf.org.au](http://www.mwsf.org.au)



Photo Credit:  
Arctic Moon Photography

# GERALDTON CLAY TARGET CLUB ~ CRAYFISH CARNIVAL

GERALDTON, WESTERN AUSTRALIA, 14 - 16 Sept 2018



MID WEST Sports Tourism PROJECT



**230+**  
VISITORS  
TO THE  
MID WEST  
REGION



**\$55+**  
THOUSAND  
IN SPENDING  
TO HOLD THE  
CARNIVAL

**54**  
VOLUNTEERS,  
STAFF &  
OFFICIALS

**180**  
PARTICIPANTS

**80**  
SPECTATORS

**ECONOMIC IMPACT  
IN THE MID WEST OF  
\$238  
THOUSAND**

**\$309,600**

OF SPENDING BY VISITORS  
IN THE MID WEST

An average of \$1,340 per visitor.

Extra spending of \$150,000 in Mid West  
tourism\* related industries.

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.

The results presented in this report are subject to a reliance and disclaimer. To view the full report, methodology and FAQ's, please visit [www.mwsf.org.au](http://www.mwsf.org.au)

\*Tourism related includes accommodation, food and beverage industries



© ACIL ALLEN CONSULTING 2018



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](mailto:mwsf@sportshouse.net.au) | W: [www.mwsf.org.au](http://www.mwsf.org.au)



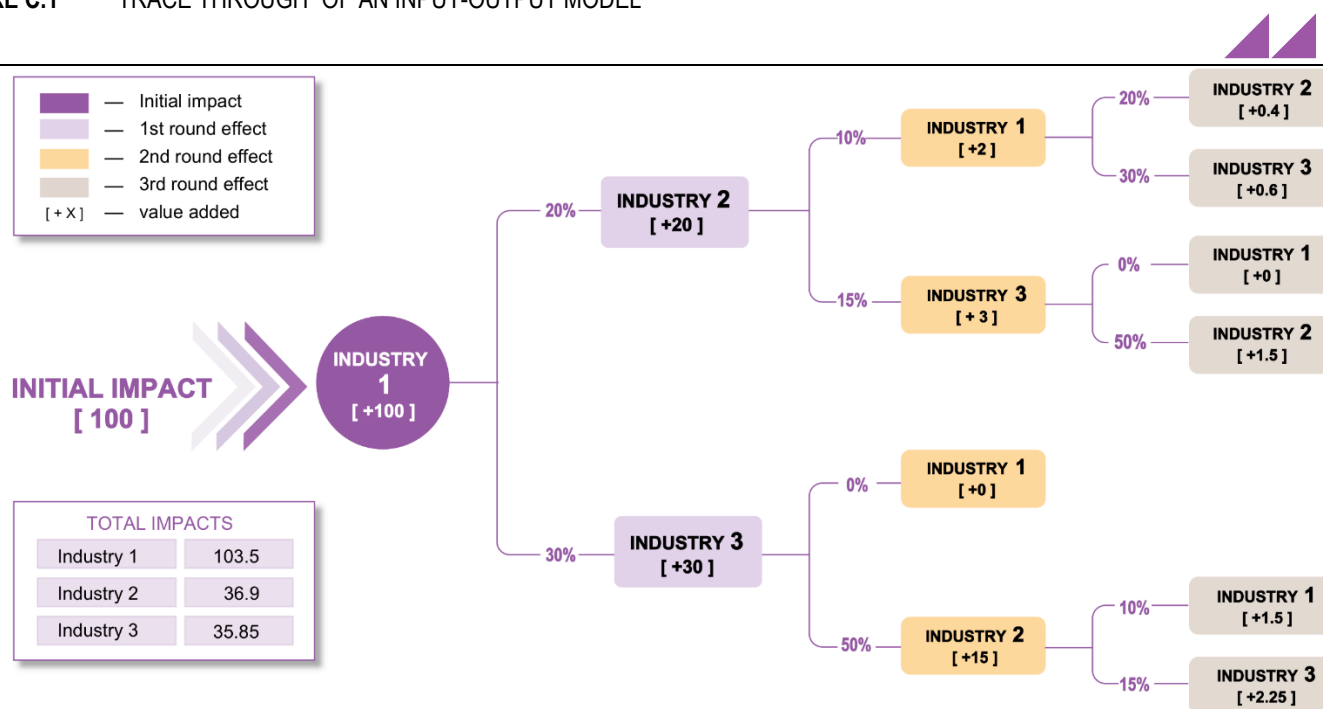


The methodology for Input-Output modelling used in this report is described in this Attachment.

## C.1 Input-Output modelling

Input-Output models capture the direct and indirect effects of expenditure by capturing, for each industry, the industries it purchases inputs from and also the industries it sells its outputs to. For example, the Input-Output model for Western Australia captures purchases from and sales to industries located in Western Australia, as well as imports from outside of Western Australia. The figure below depicts how an impact is traced through a (very simple) economy with three industries (1, 2, and 3), and is described below.

**FIGURE C.1** “TRACE THROUGH” OF AN INPUT-OUTPUT MODEL



SOURCE ACIL ALLEN CONSULTING:

4. The initial impact occurs in industry 1 where an additional 100 units of value are added to its output. In order to generate this additional output, industry 1 requires additional inputs from industry 2 and industry 3.
5. Therefore, industry 2 and 3 increase their output as well. This in turn requires input from industry 1 and 3 and industry 1 and 2 respectively which increase their output to satisfy this additional demand, and so on.
6. The impacts grow smaller with each iteration and ultimately converge to zero. This is because they always only share the impact that occurred in the preceding iteration.

## C.2 Results of Input-Output modelling

Input-Output tables are able to produce results for a range of key economic indicators. For example:

- real economic output;
- industry Gross Value Added;
- real exports;
- real incomes;
- real taxation; and
- employment.

Another advantage of using Input-Output tables can be the level of industry specific results the tables can produce. For example, the table below details the sectors Input-Output tables are able to produce results for.

ACIL Allen's Input-Output modelling framework also allows for results to be produced at a national, state, regional, Statistical Area Level 2 and Local Government Area level.

---

ACIL ALLEN CONSULTING PTY LTD  
ABN 68 102 652 148  
ACILALLEN.COM.AU

**ABOUT ACIL ALLEN CONSULTING**

ACIL ALLEN CONSULTING IS THE  
LARGEST INDEPENDENT,  
AUSTRALIAN OWNED ECONOMIC  
AND PUBLIC POLICY CONSULTANCY.

WE SPECIALISE IN THE USE OF  
APPLIED ECONOMICS AND  
ECONOMETRICS WITH EMPHASIS ON  
THE ANALYSIS, DEVELOPMENT AND  
EVALUATION OF POLICY, STRATEGY  
AND PROGRAMS.

OUR REPUTATION FOR QUALITY  
RESEARCH, CREDIBLE ANALYSIS  
AND INNOVATIVE ADVICE HAS BEEN  
DEVELOPED OVER A PERIOD OF  
MORE THAN THIRTY YEARS.

