



## LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

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### SELECT COMMITTEE ON ESTIMATES 2022-2023

Mr James Milligan MLA (Chair), Mr Andrew Braddock MLA (Deputy Chair),  
Dr Marisa Paterson MLA

### ANSWER TO QUESTION TAKEN ON NOTICE DURING PUBLIC HEARINGS

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Asked by James Milligan MLA on 31 August 2022: Kareena Arthy took on notice the following question(s):

In relation to: Giants economic and community contributions pre Covid

**Ms Arthy:** You asked earlier about the GWS economic impact. I have now got it for the 2019 season, which was the last full season that we have had that we have available and it is \$2.32 million and that was for three men's premiership matches. That did not include the AFLW or the pre-season match that was delivered.

**THE CHAIR:** All right, okay. Is there details with that that you could possibly table for the committee or—

**Mr Barr:** We will provide some information for the committee.

**Ms Arthy:** We will provide extra information. Is there any particular information you were after?

**THE CHAIR:** Just in terms of what areas are looked at, I guess. What economic benefit and what areas if you did—

**Mr Barr:** Sure. Yes.

**Ms Arthy:** Okay, sure.

**Mr Barr:** So generally, the information will be the number of people who came from interstate, you know, average spends, those sorts of things. Yes.

**Ms Arthy:** Yes. Usually, yes.

**THE CHAIR:** Just anything that you have got. Yes, that would be useful. If you could take that as a question on notice and provide the information, that would be very good.

**Mr Barr:** We can, yes.

**Andrew Barr MLA:** The answer to the Member’s question is as follows: –

1. Economic impact research is undertaken post-event, contacting attendees, typically via ticketing databases, to gain relevant data pertaining to their place of origin, length of stay and spend, meaning research is based on ‘real’ figures rather than industry averages.
2. Economic impact (EI), also commonly referred to as ‘Direct Visitor Expenditure’, is defined as the calculation of the total amount of money spent by each visitor to the Territory whose sole purpose for visiting the Territory was to attend the surveyed activity and who would not otherwise have visited.
  - a. The direct visitor expenditure is determined by calculating the total number of visitors for each match by the visitor’s average length of stay and average daily spend.
    - i. Length of stay is calculated by asking survey respondents to record how many nights they spent in Canberra during their trip to a sporting match (an open numeric response).
    - ii. Daily spend is calculated again via a survey response in which respondents are asked to record how much money they may have spent on accommodation, food and drink, transport, event merchandise, entertainment etc. Respondents provide an open numeric response (i.e. total numeric dollar figure) which is averaged across all survey responses.
3. The economic spend of local residents attending a sporting match was introduced in 2021, with the value now captured in the economic impact survey.
  - a. This contribution does not calculate “new money through visitation” into the ACT economy, rather it calculates money that ACT locals have spent in local businesses or on local activities that may not have otherwise been spent had they not attended a sporting match.
    - i. The local economic contribution is determined by calculating the total number of local attendees for each match by the average local spend per person. It may include items such as tickets, merchandise, food and beverage (either prior or post the match or at the playing venue), staycation, transport and parking.

GWS Giants economic impact results – 2019 and 2021 (no games played in ACT in 2020)

Year	2021	2020	2019
AFL Premiership games per season	2		3
Direct <b>VISITOR</b> expenditure (\$)	\$1,474,068		\$ 2,322,781
Average EI per game	\$ 737,034		\$ 774,260
EI per person - total attendance	\$ 76.51		\$ 65.15
Average daily spend (\$)	\$ 225.17		\$ 168.00
<b>LOCAL</b> economic activity	\$ 818,708		-
Average local spend per game	\$ 409,354	No games in CBR in 2020	-
Average daily spend (\$)	\$ 64.79		-
Total crowd attendance (per season)	19,267		35,651
Average crowd per game	9,634		11,884
Total visitation (interstate, international, day trippers)	6,547		11,534
Visitation as proportion of attendance	34%		32%
Total bed nights	9,306		12,712
Average bed nights per game	4,653		4,237
Average length of stay (nights)	1.70		1.52

Approved for circulation to the Select Committee on Estimates 2022-2023

Signature: 

Date: 9.9.22

By the Minister for Economic Development, Andrew Barr MLA