



Standing Committee on Economy and Gender and Economic Equality

Inquiry into Annual and Financial Reports 2022-2023 **ANSWER TO QUESTION TAKEN ON NOTICE**

Asked by Elizabeth Lee MLA on 20 November 2023: Kareena Arthy took on notice the following question(s):

Reference: Hansard Uncorrected Proof Transcript, 20 November 2023, Pages 18-20

In relation to:

MS LEE: And do you hold this data—do you calculate what the economic benefit is for when each team plays at home.

Ms Arthy: My apologies. I am just trying to get the right—so I have got local economic activity. I will do that one because I think I have got another spreadsheet which I can get the figure number from. In terms of local economic activity, the Brumbies—I will not do all the numbers, I will round it up—for 22-23 about 1.9 million; Raiders 7.2; and Giants 1.8 million. That is economic activity.

MS LEE: So all the figures that we have just discussed in terms of total attendance, average attendance, percentage of the capacity and also the economic benefit, how does that compare to pre-COVID?

Ms Arthy: Let me have a look. Unless you want to wait and do a calculation, I may need to take that on notice but I might be able to give you an example. Actually, we did not calculate the economic activity pre-COVID so I do not have that there. I can take on notice and see if we have got it in another source, but I think I might have another spreadsheet which might be able to help.

Andrew Barr MLA: The answer to the Member's question is as follows:—

The table below has requested statistics for the Canberra Raiders and ACT Brumbies at GIO Stadium Canberra and GWS Giants for Manuka Oval regarding their respective 2022 seasons.

Nielsen Sports is commissioned by each respective team to conduct a study of the Economic Impact of all in-season matches (no Finals matches) played in the ACT for the 2022 season. No Canberra based Finals appearances are included so as to ensure that year-on-year figures are easily comparable and mitigates any likely inconsistent fluctuations in data.

A similar table is presented for the 2019 season which was the last year not impacted by COVID-19.

Definition

Economic activity of local ACT residents - 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.

2022 season statistics

	Total attendance	Number of in-season games	Average attendance	Venue Capacity	Average stadium capacity	Total local economic activity
Canberra Raiders	143,358	10	13,033	25,120	52%	\$7.2 million
ACT Brumbies	52,754	7	7,536	25,120	30%	\$1.9 million
GWS Giants	39,209	4	9,802	14,388	68%	\$1.8 million

2019 season statistics – Pre COVID

	Total attendance	Number of events	Average attendance	Capacity	Average stadium capacity	Total local economic activity
Canberra Raiders	166,708	11	15,155	25,120	60%	Reporting introduced in 2021.
ACT Brumbies	67,946	9	8,493	25,120	34%	
GWS Giants	35,651	3	11,884	14,388	82%	

Approved for circulation to the Standing Committee on Economy and Gender and Economic Equality

Signature:



Date: **29.11.2023**

By the Minister for Economic Development, Andrew Barr MLA