



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QTON No. 12

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM
JEREMY HANSON MLA (CHAIR), DEEPAK-RAJ GUPTA MLA, MICHAEL PETERSSON MLA

Inquiry into referred 2018–19 Annual and Financial Reports
ANSWER TO QUESTION TAKEN ON NOTICE
4 November 2019

Asked by James Milligan MLA:

In relation to:

MR MILLIGAN: Okay. And has the government done any study as towards the economic benefit that is brought into the territory by bringing these matches in?

Mr Barr: So the pre-season of the women's?

MR MILLIGAN: Yes, pre-season women's match.

Mr Barr: As distinct from the—

MR MILLIGAN: Yes.

Mr Barr: I am not sure that there is specific research on those. There are on games—the season—

MR MILLIGAN: On main season games?

Mr Barr: I am not sure whether it is broken down into each of those individuals one. I do not believe so. But the—I think it would be fair to observe that the attendance at the premiership matches combined is somewhere between, you know, 30,000 and 40,000, and the attendance at those two would be somewhere between five and ten. So the quantum is obviously—and the benefit is most specifically around the premiership games, but these ones are part of an overall package.

MR MILLIGAN: So this—the benefit that this brings to the territory, the economic benefit, is that published information? Or who has conducted that analysis?

Mr Barr: We do undertake a survey.

Mr Elkins: So we do various research on events hosted at venues in conjunction with Economic Development. We have not done anything specific around AFLW or around the pre-season matches.

MR MILLIGAN: Even—I am referring to the main season.

Mr Elkins: Around main season?



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MR MILLIGAN: Yes.

Mr Elkins: Yes, we would be able to provide some information around the main season.

MR MILLIGAN: Okay, that would be great. Thank you, Chair. Yes?

Mr Elkins: Sorry, I can just give numbers around local football. We did host the four preliminary finals for local football. That is senior men's, senior women's, div 1 and div 2—sorry, div 2 and div 3.

MR MILLIGAN: Two and three.

Mr Elkins: Sorry, correction, Rising Stars. And we did host local finals as well in the same. We also hosted 20 local AFL games, including NIFL, so we can give a breakdown of what those were.

MR MILLIGAN: Yes.

Mr Elkins: And two school comps as well.

MR MILLIGAN: At Manuka Oval?

Mr Elkins: At Manuka Oval.

MR MILLIGAN: Yes, that would be great. That would be appreciated, thank you.

ANDREW BARR MLA: The answer to the Member's question is as follows:—

The latest reporting is in regards to the 2018 season in which the GWS Giants played three AFL premiership matches at Manuka Oval. The total direct economic benefit as derived from the Nielsen Economic Impact report commissioned by the GWS Giants was \$2.13 million, with an average of \$710,000 per match.

Economic impact is defined as a 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. In other words, the total amount of additional expenditure generated within a defined area, as a direct consequence of staging the matches. This process typically requires some primary research in the form of surveying event attendees to evaluate peoples' spending patterns and length of stay as a result of an event.

The total economic impact figure is determined by calculating the total number of visitors for each match by the visitors average length of stay and average daily spend. The length of stay is calculated by asking survey respondents to record how many nights they spent in Canberra during their trip to a GIANTS match (an open numeric response). The 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 ie total numeric dollar figure which is averaged across all survey responses.



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Of note, the economic impact figure does not include expenditure of local attendees to the matches ie food and drink purchased at the event, transport to the match etc. Local attendees are not captured in the visitor survey.

A breakdown of matches held at Manuka Oval for the 2018-19 financial year is included below:

Elite Level Sporting Events	Semi- professional sport events	Community sport events
15 March 2019 - AFLW GWS v Geelong 11 August 2018 - AFL GWS v Crows 8 March 2018 - JLT AFL GWS v Crows 20 Apr 2019 - AFL GWS v Fremantle 4 May 2019 - AFL GWS v St Kilda 5 Oct 2018 - WT20 Australia v NZ 21 Dec 2018 - WBBL Thunder v Hurricanes 31 Oct 2018 - PM's XI v South Africa 1 Feb 2019 - Test match Aust v Sri Lanka 2 Feb 2019 - Test match Aust v Sri Lanka 3 Feb 2019 - Test match Aust v Sri Lanka 4 Feb 2019 - Test match Aust v Sri Lanka 21 Dec 2018 - BBL Thunder v Stars 9 Feb 2019 - BBL Thunder v Hurricanes	8 Oct 2018 - Cricket Futures League v QLD 9 Oct 2018 - Cricket Futures League v QLD 10 Oct 2018 - Cricket Futures League v QLD 11 Oct 2018 - Cricket Futures League v QLD 16 Nov 2018 - Sheffield Shield NSW v QLD 17 Nov 2018 - Sheffield Shield NSW v QLD 18 Nov 2018 - Sheffield Shield NSW v QLD 19 Nov 2018 - Sheffield Shield NSW v QLD 9 Nov 2018 - Cricket women's Meteors v VIC 11 Nov 2018 - Cricket women's Meteors v WA 7 July 2018 - NEAFL match 1 7 July 2018 - NEAFL match 2 14 July 2018 - NEAFL match 21 July 2018 - NEAFL match 1 21 July 2018 - NEAFL match 2 22 June 2019 - NEAFL match	1 Sept 2018 - Local AFL mens Pre Final 1 1 Sept 2018 - Local AFL mens Pre Final 2 1 Sept 2018 - Local AFL mens Pre Final 3 1 Sept 2018 - Local AFL womens Pre Finals 9 Sept 2018 - Local AFL mens Grand Finals 1 9 Sept 2018 - Local AFL mens Grand Finals 2 9 Sept 2018 - Local AFL mens Grand Finals 3 9 Sept 2018 - Local AFL womens Grand Final 6 June 2019 - Local AFL mens 7 June 2019 - Local AFL mens match 1 7 June 2019 - Local AFL mens match 2 15 June 2019 - Local AFL mens match 1 15 June 2019 - Local AFL mens match 2 15 June 2019 - Local AFL mens match 3 7 Apr 2019 - Local AFL womens 2 Dec 2018 - Local cricket v Kingsgrove 6 Apr 2019 - Academy AFL mens match 1 6 Apr 2019 - Academy AFL mens match 2 7 July 2018 - AFL mens Rising Stars 14 July 2018 - AFL mens Rising Stars match 1 14 July 2018 - AFL mens Rising Stars match 2 21 July 2018 - AFL mens Rising Stars 22 June 2019 - AFL mens Rising Stars match 1 22 June 2019 - AFL mens Rising Stars match 2 Yr 7/8 state cup AFL (boys)



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Approved for circulation to the Standing Committee on Economic Development and Tourism

Signature: *Andrew Barr*

Date: **2.12.19**

By Treasurer