



Standing Committee on Economy and Gender and Economic Equality

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

Asked by Elizabeth Lee MLA:

Reference: Page 134, CMTEDD Annual Report, volume 2.1

In relation to: Economic activity from elite team home games

Point k. says that visitor expenditure data is derived from post-game surveys conducted with a random sample of attendees.

- (1) When did this survey commence?
- (2) Is this survey provided to sample attendees after each home game in the ACT?
- (3) Does the survey change for each home game?
- (4) Can the Chief Minister provide a list of all the questions asked in the survey?
- (5) For each home game in 2022-23 can the Chief Minister provide the survey results to each question outlined in (4)?
- (6) Are any additional assumptions used to arrive at the “estimated economic activity” measure? If so, what are these assumptions?

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

- (1) Since at least 2012, the ACT Government’s performance partnership agreements with the Canberra Raiders, ACT Brumbies and the GWS Giants have required the teams to provide economic impact reporting. Since 2021 the Government has been supporting Canberra United and the Canberra Capitals to also deliver this reporting.
- (2) The survey distribution timing is at the discretion of each team however typically occurs on several occasions throughout a playing season.
- (3) No, however the survey questions may differ across each elite team.
- (4) This information is commercial in confidence as the survey and reports are owned by each elite team.
- (5) This information is commercial in confidence as the survey and reports are owned by each elite team.
- (6) The estimated activity measure is calculated by multiplying the total number of interstate visitors, the average length of stay, and the average daily spend.

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

Signature: 

Date: 8.12.23

By the Minister for Economic Development, Andrew Barr MLA