

Social and Economic Value of Events

BASS COAST SHIRE COUNCIL

AUGUST 2011



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Reviewed by

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EXECUTIVE SUMMARY

The events used in this analysis have been chosen with council input from an economic and social benefit perspective. The analysis included all community and private events held in Bass Coast Shire but did not include business events or the Mayoral Ball.

A key point of difference between Bass Coast Shire and other rural municipalities is the location of the Phillip Island Grand Prix (GP) Circuit. Subsequently, a number of large motor racing events are held in the Shire that are able to draw in a significant number of visitors through hallmark events and private events. Moreover, the Shire's popularity as a holiday destination increases visitation, especially during the summer months. A number of events are held to support the local community such as Carols by Candlelight and ANZAC Day celebrations.

ECONOMIC IMPACT OF EVENTS

The total financial impact of events in Bass Coast Shire is comprised of the total direct financial impact and the total indirect financial impact.

The total financial impact of events in Bass Coast Shire is \$131,874,036.00

The direct impact of events in Bass Coast Shire on the local economy accounts for the total expenditure by those who are attracted to the Shire by events.

The total direct financial impact of events is \$89,893,685.00

The indirect impact of events results from circulation of the direct impacts through the local economy and are captured by the multipliers.

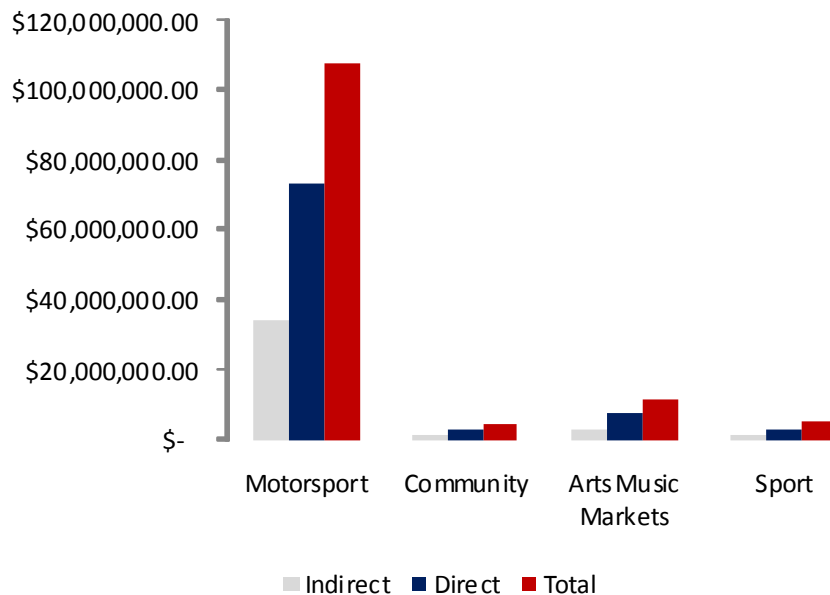
The total indirect financial impact of events is \$41,980,351.00

The event with the most significant economic impact is the Moto GP which contributes \$24,265,360 directly to the local economy and \$11,331,923 indirectly resulting in a total impact of \$35,597,283

Community and Family events require the greatest number of Bass Coast personnel hours (2,247).

Motorsports have a significantly greater economic impact on the community when compared to other event categories which can be seen in Figure 1. The total impact of Motorsport events on the Bass Coast Shire economy is \$107,245,857. Community events have the lowest impact on the local economy contributing \$4,768,836.

FIGURE 1 DIRECT, INDIRECT AND TOTAL IMPACT OF EVENTS ON BASS COAST SHIRE



Motorsports have the greatest return of any events in the Shire having a total economic impact worth 628 times the initial investment.

A number of events in Bass Coast Shire are afforded extensive media coverage both state wide, nationally and internationally. This exposure helps improve the awareness of the Shire and can provide immeasurable benefits by encouraging people to live, work, visit and invest in the Shire.

SOCIAL IMPACTS

Community / family events have the greatest positive social impact on the local community closely followed by art / music / markets. These festivals give local people the chance to become involved and offer them the opportunity to interact with community members and build strong social ties within these communities.

Motorsport events generally bring in a large number of visitors and although they provide a great deal of economic benefit to the local community their social impact, although valuable, is less than that of events directed towards the community. Larger motorsport events such as the Moto GP provide opportunities for service clubs and organisations to raise funds by providing support services at the event eg car parking, secure helmet storage and traffic marshalling.

The social impact of events can be seen in further detail in Table 1.

TABLE 1 SOCIAL IMPACT OF EVENTS

	Community / Family	Motorsport	Art / Music / Markets	Sport	Schoolies
Community Involvement	5	3	5	4	1
Interaction with other community members	5	4	4	4	1
Sense of pride of community	5	5	5	5	2
Recreational opportunities	3	1	3	4	2
Employment Opportunities	2	4	2	2	2
Opportunities to garner new skills	3	3	2	4	2
Heritage preservation / interest in local heritage	4	3	4	2	1
Number of community members volunteering their time	3	2	4	3	2
Decrease in levels of antisocial behaviour	3	3	3	3	1
TOTAL (out of 45)	33	28	32	31	14
Social Impact	High	Moderate	High	High	Low

SERVICE GAPS AND IMPROVEMENTS

Seeding grants assist commercial events to start up however as they are not community events, they are not eligible for any community grants and subsequently cannot receive continuing funding aside from in kind support. This could be rectified through a sponsorship system.

The permit process needs to be simplified to ensure that it encourages large commercial events to locate in the Shire and not be dissuaded by the time and commitment needed to gain a permit.

Bass Coast Shire Council works well across departments to ensure a coordinated and consistent approach. However, this could be improved by providing a clear framework for funding allocation such as a weighted selection criterion.

There are more events held on the Mainland (54) than on Phillip Island (34) with 61% of all events being held on the Mainland. This is reflective of the population which is not evenly split across the Shire with 69.3% of the population residing on the Mainland and 30.6% on Phillip Island.

Striking a balance between events that have a positive economic impact and a positive social impact is very important. Many events have a strong economic impact however their social impact could be improved by adding complementary community activities such as markets, art shows and fetes.

Bass Coast Shire's popularity as a holiday destination as well as a niche festival location for motorsports increases the Shire's capacity to host a considerable number of events.

There are a number of opportunities for events in Bass Coast Shire. There is a lack of heritage and multi-cultural themed events in the Shire. There is also an opportunity to increase the number of touring events. Last year there was only one touring event, The RACV Fly the Flag Rally however as this event visits different regions each year, it will not return to Bass Coast Shire in 2011. Bass Coast Shire is a seasonal holiday destination, there may be an opportunity to hold a festival that celebrates what the Shire has to offer in winter.

1. INTRODUCTION

1.1. BACKGROUND

Urban Enterprise was commissioned by Bass Coast Shire Council to undertake a review into their financial contribution to events held within the Shire. The report seeks to clarify both monetary contributions and staff resources from departments within the Council including Events, Communications, Tourism and Visitor Services, Community Safety, Planning, Building, Environment, Environmental Health Officers and the CEO's office.

Due to the number of internal stakeholders that were identified, it was decided that the audit should be conducted through an external review which will provide external objectiveness.

Council outlined three clear criteria that this report needs to meet:

- Expenditure by all departments within Council needs to be included
- A transparent method of assessing the social benefits to the community
- A transparent method of assessing the economic benefits to the community.

This report details expenditure on events by Bass Coast Shire Council and examines the social and economic benefits of these events to the community and local economy. After consultation with Council staff, 87 diverse events were chosen for the analysis over the previous twelve months. These events are spread evenly across the shire. Business events, though they have a significant benefit, have not been included for this analysis as Council had little input into business events held during this period and subsequently they were not included in the project's scope.

1.2. OUTCOMES

At the completion of this report, the following will be provided:

- A clear and accurate inventory of expenditure of events by all departments of Council
- Assessment of social benefits to the Bass Coast community
- Assessment of economic benefits to the Bass Coast community
- Data benchmarked against industry standards
- Identification of service gaps and improvements.

It is anticipated at the outcome of this report, there will be a clear understanding of the social and economic impact of events in the Shire which will inform the provision and facilitation of future events by Bass Coast Shire Council.

2. OVERVIEW OF EVENTS

2.1. INTRODUCTION

Bass Coast Shire Council provides support for many events throughout the year. Most events are held in the peak visitor season to take advantage of the significant number of visitors to the region. The location of the Phillip Island Grand Prix (GP) Circuit has resulted in a large number of motorsport events held in the Shire that are able to draw in a significant number of visitors through public hallmark events and private activities. This is a key point of difference for Bass Coast Shire when compared to other rural Shires across Victoria. Conversely, a number of events are held to support the local community such as Carols by Candlelight and ANZAC Day celebrations. The following section provides an overview of events held in Bass Coast Shire.

2.2. LIST OF EVENTS

A comprehensive list of events can be seen in Appendix A.

2.3. CATEGORIES OF EVENTS

Because events held in Bass Coast Shire Council are diverse and designed to cater for different groups, events have been aggregated into the following categories for the analysis:

- Community / Family
- Motorsport
- Art
- Sport

Schoolies has been placed into a separate category as it is not an actively promoted event by Council. These categories can be seen in further detail in Table 2. As there are so few touring events in Bass Coast Shire, they have been amalgamated into one of the four categories.

These categories will be referred to throughout the report.

TABLE 2 CATEGORISED EVENTS

Community / Family	Arts / Music / Markets
A Day at the Cape Festival	Art and Soul Summer Festival
Anzac Day Activities	Art Centre Performances
Australia Day	Bass Coast Artist Society- Easter exhibition
Bass Coast Agricultural Show	Corinella Non Traditional Art and Craft Show and Sale
Carols by Candlelight	Corinella Traditional Art Show
Coronet Bay Easter Beach Fair	Coronet Bay Markets
Grantville Pirate Festival	Cowes Uniting Church Market
Inverloch Food and Wine Festival	Cowes Craft Market (St Philips)
Kids are Family festival	Cowes Night Market
Kilcunda Lobster Festival	Grantville Rotary Market
Phillip Island Model Railway	Inverloch Art Show
NYE Coronet Bay Fireworks	Inverloch Farmers Market
NYE Inverloch Fireworks	Inverloch Jazz Festival
Pet Expo	Music and Market in the Glade
San Remo Fishing Village Festival	Phillip Island Artists Society Cup Weekend
Sustainable Living Festival	Phillip Island Artists Society Easter
Wonthaggi Centenary Celebrations	Phillip Island Jazz Festival
Wonthaggi Energy Innovation Festival and HPV	Pyramid Rock Festival
World's Longest Lunch - Inverloch / Phillip Island	Rescue Station Market Wonthaggi
	Rotary Club of Inverloch Craft Market
	San Remo Art and Photographic Show
	Serenade at Sunset
	Wonthaggi Rotary Market
	Wonthaggi Youth Art Show
Motorsport	Sport
Alfa Romeo Car Display	Alex Scott Series Bass Coast Barracudas Triathlons
Australian 4WD Mudfest	Australian Junior Surf Titles
Australian GT Championship	Bridge to Bass Hills
Australian Historic Championships	Cape Paterson Aquathon
Australian Moto GP	Chase the Kasey Lee
RACV Fly the Flag Rally	Cowes Classic and PI Swim Classic
Island Classic	Cowes Golf Pro Am
Island Magic	Inverloch Billy Cart Derby and Fun Run
Kustom Nationals	Inverloch Surf Life Saving Club Swim
Phillip Island 500 V8 Supercars Events	Inverloch Surf 'n Sand Fun Run
Phillip Island Classic Cars	Leongatha Cycling Club Junior Experience
San Remo Rod Run	Powlett River Downs Camp Draft
Shannon's Nationals Car Racing	San Remo Channel Challenge
Vic Road Race Championship	Tour of Gippsland
World Superbikes	Woolamai Picnic Race Season
	World Knee Board Championship

2.4. CONCLUSIONS

The events used in this analysis included all community and private events held in Bass Coast Shire over the previous 12 months. Business events such as conferences,

business meetings and conventions have not been included in this analysis as Council has had little input into the business events held in the Shire during this period.

The Mayoral Ball has not been included in the analysis even though a number of staff hours from the CEOs office are dedicated towards this event. This event is a significant fundraiser and plays an important role in raising Council's profile in the community.

Whilst Schoolies is not recognised as an official event it still has a social and economic impact on the community and local economy therefore has been included in this Report.

3. ECONOMIC IMPACT

3.1. INTRODUCTION

The following section outlines the economic impact of events in Bass Coast Shire and details expenditure by Bass Coast Shire Council. A comprehensive economic impact and an overview of spending can be seen in Appendix B and C respectively.

3.2. METHODOLOGY

Bass Coast Shire Council events team completed a spreadsheet outlining events held in the Shire including both community events (e.g. Carols by Candlelight) and commercial events (e.g. Australian Moto GP). The list was then populated with the number of hours worked annually per event by each Council department and the financial and in-kind contributions made by Council towards each event. The total personnel cost was then determined by multiplying personnel hours by an hourly rate specific to each department.

The total economic impact of events is comprised of indirect and direct impacts. According to the Economic Impacts of Tourism: A Handbook for Tourism Professionals (Stynes, 1997) the definition of the direct and indirect impact of tourism is as follows¹:

Direct effects are production changes associated with the immediate effects of changes in tourism expenditures. For example, an increase in the number of tourists staying overnight in hotels would directly increase room sales in the hotel sector. The additional hotel sales and associated changes in hotel payments for wages, salaries, taxes, supplies and services are direct effects of the tourist spending.

Indirect effects are the production changes resulting from various rounds of re-spending of the tourism industry's receipts in backward-linked industries (e.g. industries supplying products and services to hotels). Changes in sales, jobs and income in the linen supply industry, for example, represent indirect effects of changes in hotel sales. Businesses supplying products and services to the linen supply industry represent another round of indirect effects, eventually linking hotels by varying degrees to most other economic sectors in the region.

Information detailing the number of local residents and visitors attending each event was compiled for this report. Using the Urban Enterprise Report *Bass Coast Shire Council Tourism Research and Economic Impact Study (2009)* average expenditure by

¹ Stynes, D.J. 1997. Economic impacts of Tourism: A handbook for tourism professionals. Urbana, IL: University of Illinois, Tourism Research Laboratory

tourists was determined by multiplying average expenditure by the number of day trip and overnight visitors. All figures from the Report have been indexed to reflect the value of the March Quarter 2011.

It is assumed that some of the attendees will visit the Shire with the sole reason to attend an event while their spouse may not attend any events and have the same level of expenditure as a regular visitor. Conversely, visitors may attend events that may only consume a small portion of their day thus having little impact on their spending habits. For this reason, it is difficult to determine the total expenditure of each person attending an event in the Shire. Therefore it is assumed that a visitor would spend the same as a regular visitor (as detailed in *Bass Coast Shire Council Tourism Research and Economic Impact Study*) with a 50% reduction in the amount spent on entertainment / attractions, groceries, package tours and shopping due to time restraints. These figures could be considered quite conservative however it is assumed that they take into account the variety of events and visitors to the Shire. Visitors to the larger events such as the Moto GP have had their ticket price added to the total expenditure as this figure could be upwards of \$300 and increase total spend considerably. Additionally, entry fees for competitors have been included for motor racing events where relevant.

The economic impact only takes into consideration money that is coming into the municipality as a result of events therefore local expenditure is not taken into consideration.

Expenditure per person can be seen in Table 3.

TABLE 3 TOURIST EXPENDITURE PER PERSON INDEXED TO MARCH QUARTER 2011

	Phillip Island - Accommodation	Phillip Island - No Accommodation	Mainland - Accommodation	Mainland - No Accommodation
Accommodation	\$135.46		\$127.12	
Entertainment / Attractions	\$20.66	\$20.66	\$14.53	\$14.53
Food and Drink - dining out	\$38.49	\$38.49	\$34.98	\$34.98
Food and drink - take away	\$20.64	\$20.64	\$24.55	\$24.55
Food and Drink - Purchased at attractions	\$10.63	\$10.63	\$10.62	\$10.62
Groceries	\$11.67	\$11.67	\$13.89	\$13.89
Package Tours	\$6.56	\$6.56	\$9.89	\$9.89
Shopping	\$16.03	\$16.03	\$13.88	\$13.88
Travel / Transport	\$44.37	\$44.37	\$40.41	\$40.41
Other	\$4.79	\$4.79	\$10.43	\$10.43
TOTAL (rounded)	\$309	\$174	\$301	\$173

Source: Bass Coast Shire Council Tourism Research and Economic Impact Study 2009 / RBA 2011

3.2.1. INDIRECT IMPACT MULTIPLIER

To determine the indirect impact of events to the Shire, a multiplier was used. This multiplier captures the circulation of the direct impacts through the local economy.

In 1992, the Bureau of Tourism Research conducted a study to quantify the multiplier for estimating the indirect and flow on economic benefits of tourism. The multiplier was calculated at 0.467. In other words, for every dollar spent by a visitor to a region, the indirect economic benefit is calculated as \$0.467. This is the most credible and independent assessment of indirect economic benefit and has been used in this report

3.3. COUNCIL'S CONTRIBUTION TO EVENTS

Bass Coast Shire Council contributes to every event listed in some capacity whether it be financially, in-kind or through personnel hours.

3.3.1. STAFF TIME

There was a total of 4,252 personnel hours undertaken by Bass Coast Shire Council staff contributing towards the facilitation and organisation of events. This equates to a total labour and administration cost of \$178,550. The Events team had the greatest number of personnel hours (2,215 hours) followed by the Art and Leisure team (935 hours). Much of the Arts and Leisure time has resulted from the Wonthaggi Centenary Celebrations. As this was a one off event it can be assumed that total personnel hours will not remain as high on the following years. Tourism and Visitor Services contributed 405 personnel hours, However due to ticket sales commissions received there was, a \$3,840.50 profit. This can be seen in more detail in Table 4.

TABLE 4 PERSONNEL HOURS FROM BASS COAST SHIRE COUNCIL DEPARTMENTS

Department	Hours	Total labour and Admin Cost
Events	2215	\$103,408.25
Arts and Leisure	935	\$31,924.25
Tourism and Visitor Services	405	-\$3,840.50
Building	318	\$11,802.90
Community Safety	267	\$13,494.18
Communications Department	206	\$11,002.30
Health	146	\$996.30
CEO Office	121	\$4,506.04
Planning	24	\$617.20
Roads	20	\$798.00
Environment	0	\$0.00
TOTAL	4657	\$174,708.92

3.3.2. FINANCIAL CONTRIBUTIONS

Bass Coast Shire Council supports local events through in-kind and financial contributions. Council provides cash and in-kind support to the value of \$60,000 for events through its Community Grants Program.

Council also provides in-kind support for events not involved in the Community Grants Program. 44 of the 101 events listed in this Report received an in-kind contribution. The total in-kind contribution made by Council is \$32,100. In-kind contributions are non cash support that is given a monetary value.

The total financial contribution made towards events by Bass Coast Shire Council is \$281,300. The events that received the greatest amount of funding were the Australian Moto GP and the Wonthaggi Centenary Celebrations (both \$65,000). As the Centenary Celebrations was a one off celebration, this funding will not be repeated. However, these events had a considerable economic impact on the Shire with the Moto GP having a total impact of \$34,672,545 and the Wonthaggi Centenary Celebrations contributing \$334,500. Therefore the investment by Council was returned considerably.

3.4. TOTAL COST OF EVENTS

The total cost of events held in the Shire to Bass Coast Shire Council is \$488,109.00

Comprising: Financial contributions \$281,300.00

In kind Contributions - \$32,100.00

Personnel hours \$174,709.00

3.5. TOTAL IMPACT OF EVENTS ON BASS COAST SHIRE

The total financial impact of events in Bass Coast Shire is \$131,874,036.00

Comprising: direct financial impact of events - \$89,893,685.00

Indirect financial impact of events - \$41,980,351.00

3.6. DIRECT IMPACT OF EVENTS ON THE LOCAL ECONOMY

The direct impact of events in Bass Coast Shire on the local economy accounts for the total expenditure by those who are attracted to the Shire by events.

The total direct financial impact of events is \$89,893,685.00

3.7. INDIRECT IMPACT OF EVENTS ON THE LOCAL ECONOMY

The indirect impact of events results from circulation of the direct impacts through the local economy and are captured by the multipliers.

The total indirect financial impact of events is \$41,980,351.00

3.8. EVENTS WITH SIGNIFICANT ECONOMIC IMPACT

The event with the most significant economic impact is the Moto GP which contributes \$24,265,360 directly to the local economy and \$11,331,923 indirectly making a total impact of \$35,597,283. Ten of the top fifteen events with the greatest impact are

motorsports events. This reiterates the importance of Phillip Island GP Circuit and the considerable return that is available from limited financial outlay from Council.

3.9. PERSONNEL HOURS PER EVENT CATEGORY

Table 5 shows the number of personnel hours spent facilitating and organising events. This data has been broken down into event categories. From this it can be seen that Community and Family events require the greatest number of personnel hours (2,247). Additionally, Motorsports have the greatest economic return to the Bass Coast Shire and require considerably less personnel hours than Community / Family events (1,709 compared to 2,247).

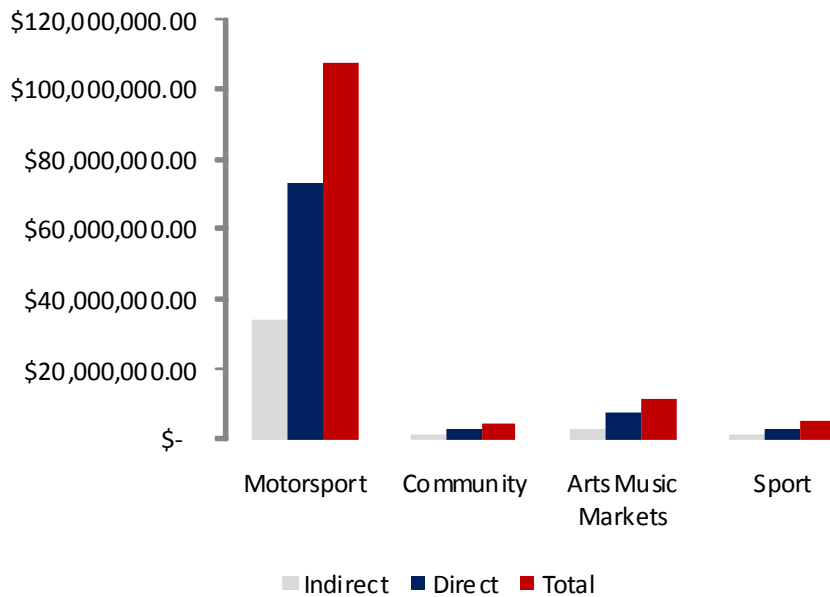
TABLE 5 PERSONNEL HOURS WORKED PER EVENT CATEGORY

	Community / Family	Motorsport	Arts / Music / Markets	Sport
Communications Department	180	14	6	4
CEO Office	121	-	-	-
Tourism & Visitor Services	50	270	20	35
Planning	-	-	24	-
Building	20	210	88	-
Roads	-	17	-	3
Health	25	96	24	1
Environment	-	-	-	-
Community Safety	140	112	4	11
Arts & Leisure	900	-	35	-
Events	811	1010	192	202
Total	2,247	1,729	393	256

3.10. FINANCIAL IMPACT ON BASS COAST SHIRE

Figure 2 shows the indirect, direct and total financial impacts of events on Bass Coast Shire. From this it can be seen that Motorsports have a significantly greater economic impact on the community when compared to other event categories. The total impact of Motorsport events on the Bass Coast Shire economy is \$107,245,857. Community events have the lowest impact on the local economy contributing \$4,768,836. However these events have a significant social impact on the local community and subsequently their impact should not be judged on their economic impact alone.

FIGURE 2 DIRECT, INDIRECT AND TOTAL IMPACT OF EVENTS ON BASS COAST SHIRE



3.11. EVENTS WITH THE GREATEST COST BENEFIT

Events with the greatest cost benefit, including staff hours and contributions (excluding permit costs and advertisements in local papers) are generally medium sized events that are well established and require little supervision and input from Council.

Table 6 shows the return on Bass Coast Shire’s investment of staff hours, direct contributions and in kind contributions (note: it does not include permit costs advertisements in local papers or the 33% adjustment used by Bass Coast Shire Council). From this it can be seen that Motorsports have the greatest return of any events in the Shire having a total economic impact worth 628 times the initial investment. This is followed by Art / Music / Markets (188 times the initial investment) and Sporting Events (176 times the initial investment). Community / Family events had the lowest return on investment with only 21 times the economic impact on the initial investment. However, these events have a considerable social impact that cannot be quantified in this manner and subsequently their worth to the community is greater.

TABLE 6 RETURN ON BASS COAST SHIRE COUNCIL'S INVESTMENT ON THE LOCAL ECONOMY

Type of Event	Return on investment (staff hours and funding)
Motorsport	628 : 1
Arts / Music / Markets	188 : 1
Sport	176 : 1
Community / Family	21 : 1

3.12. MEDIA EXPOSURE

A number of events in Bass Coast Shire are afforded extensive media coverage both state wide, nationally and internationally. This exposure helps improve the awareness of the Shire and can provide immeasurable benefits by encouraging people to live, work, visit and invest in the Shire. Internationally recognised events such as the Moto GP, World Superbikes and V8 Supercars help strengthen the Shire's reputation as an internationally renowned motorsport destination which provides numerous benefits to the local industry and affords the area with a point of difference from other regional municipalities.

3.13. CONCLUSIONS

The total direct financial impact of events in Bass Coast Shire is \$88,092,685 while the total indirect financial impact of events in Bass Coast Shire is \$41,139,390. The total financial impact of events in Bass Coast Shire is \$129,231,968.

The event with the greatest economic impact on the Shire was the Moto GP which contributed \$19,815,000 to the local economy with only a \$65,000 direct contribution from Council (excluding personnel hours).

Motorsports have the greatest economic return to the Bass Coast Shire and require considerably less personnel hours than Community / Family events (1,439 compared to 2,197).

Motorsports have the greatest return of any events in the Shire having a total economic impact worth 628 times the initial investment.

A number of events in Bass Coast Shire are afforded extensive media coverage both state wide, nationally and internationally. This exposure helps improve the awareness of the Shire and can provide immeasurable benefits by encouraging people to live, work, visit and invest in the Shire.

4. SOCIAL IMPACTS OF EVENTS

4.1. INTRODUCTION

The following section outlines the social impact of events held in Bass Coast Shire. The social impact is considerably harder to quantify than the economic impact as it is more subjective than the quantitative economic impact.

4.2. METHODOLOGY

4.2.1. GRADING CRITERIA

As quantifying social impacts is extremely subjective and can be interpreted in a number of ways, a criterion that outlines the overall social impacts was developed. This was designed to provide a clear framework and consistency when measuring different categories of events against each other. This criteria is as follows:

- **Community Involvement:** opportunities for the community to participate in the event, either during the event or in the planning / preparation phases
- **Interaction with other community members:** to what extent are people able to interact with other community members to form and improve social ties and to promote a feeling of connectedness
- **Sense of pride of community:** does the event give people the opportunity to feel pride in their community or surroundings from a cultural, historic or social perspective
- **Recreational opportunities:** to what extent does the event provide recreational opportunities for local residents at all participation and all skill levels
- **Employment opportunities:** to what extent do events provide employment opportunities for the local community, especially young people who may be looking for a part time job. Providing this group with supplementary income will help give them opportunities and increase their mobility
- **Opportunities to garner new skills:** to what extent does the event provide people with the opportunity to garner new skill either through working at the event or through participating in the event
- **Heritage preservation / interest in local heritage:** to what extent does the event increase knowledge and interest surrounding heritage in the Shire
- **Number of community members volunteering their time:** do many people give up their time to help organise and / or facilitate the event and subsequently learning new skills and improving social connections

- **Levels of antisocial behaviour:** do levels of anti social behaviour decrease after the event is held, the lower the grade, the higher the levels of anti social behaviour. If high levels of antisocial behaviour are recorded, this could be rectified with different resources being dedicated to the event. If this fails then the outcomes from holding the event need to be assessed

4.2.2. SOCIAL CAPITAL

The grading criterion for the social impact of events has been based on the principles of social capital as it is an important theory that aligns social impacts into quantifiable terms. Social capital refers to the interconnections between and within social networks and the patterns and qualities of relationships in a community². Social capital is as important as economic capital and ensures that a person is able to function socially and provides positive outcomes for communities, groups and individuals by strengthening ties and improving their function. Events provide opportunities for the components that facilitate social capital to occur. The social criteria has been based on this concept and chosen to reflect these measures but also to encapsulate what is important in civic life in Bass Coast Shire.

Social capital can be facilitated in a number of ways. According to Putnam (2000), the measures of social capital are as follows³:

MEASURES OF COMMUNITY OR ORGANIZATIONAL LIFE:

- Percentage of individuals who served on a committee of a local organization in the last year
- Percentage of individuals who served as an officer of some club or organization in the last year
- Civic and social organizations per 1000 population
- Mean number of club meetings attended in the last year
- Mean number of group memberships

MEASURES OF ENGAGEMENT IN PUBLIC AFFAIRS:

- Turnout in presidential elections
- Percentage of individuals who attended public meeting on town or school affairs in last year

MEASURES OF COMMUNITY VOLUNTEERISM:

- Number of non-profit organizations per 1000 population

² Black, A. and Hughes, P. (2001) The identification and analysis of indicators of community strength and outcomes, Commonwealth Department of Family and Community Services.

³ Putnam, R.D. (2000) Bowling Alone: The Collapse and Revival of American Community, Simon and Schuster, New York.

- Mean number of times worked on a community project in last year
- Mean number of times did volunteer work last year

MEASURES OF INFORMAL SOCIABILITY:

- Percentage of individuals who agree that 'I spend a lot of time visiting friends'
- Mean number of times entertained at home last year

MEASURES OF SOCIAL TRUST:

- Percentage of individuals who agree that 'most people can be trusted'
- Percentage of individuals who agree that 'most people are honest'

4.3. GRADING OF THE SOCIAL IMPACT OF EVENTS

Table 7 shows the grading of events by categories based on the social impact criteria. The grading was completed after talks with the local council and event organisers, research on the topic and a general understanding of how each event functions. The following event organisers were consulted:

- Chris Hutton - Coronet Bay Reserve Committee of Management
- Rosemary Loughnan - Bass Coast Agricultural Show
- Peter Mitchell - Phillip Island Grand Prix Circuit
- Ron Nicholson - Woolamai Surf Lifesaving Club
- Neil Everett - Lions Club of Inverloch and District

Event categories have been graded on a scale between one and five with one showing the lowest level of impact and five the highest level of impact when comparing changes from before the event to after it. This then correlates to a score out of 45 and a social impact rating of high, moderate or low. These ratings will be different depending on the attendee's age and gender as well as the type of event in the category and subsequently the mark given is an approximated value.

TABLE 7 GRADING OF SOCIAL IMPACT OF EVENTS

	Community / Family	Motorsport	Art / Music / Markets	Sport	Schoolies
Community Involvement	5	3	5	4	1
Interaction with other community members	5	4	4	4	1
Sense of pride of community	5	5	5	5	2
Recreational opportunities	3	1	3	4	2
Employment Opportunities	2	4	2	2	2
Opportunities to garner new skills	3	3	2	4	2
Heritage preservation / interest in local heritage	4	3	4	2	1
Number of community members volunteering their time	3	2	4	3	2
Decrease in levels of antisocial behaviour	3	3	3	3	1
TOTAL (out of 45)	33	28	32	31	14
Social Impact	High	Moderate	High	High	Low

From this it can be seen that community / family events have the greatest positive social impact on the local community closely followed by art / music / markets. These festivals give local people the chance to become involved and offer them the opportunity to interact with community members and build strong social ties.

Schoolies had the perceived lowest level of positive social impact on the community. However, this event still has some social benefits as it includes volunteers, service club members, trainee youth workers and other community and business members. Encouraging younger people to visit the area may create positive experiences resulting in return visits later on. Therefore it is commendable that Bass Coast Shire Council has facilitated these guests while mitigating any negative impacts on local residents. As the popularity of this event increases, so should the resources dedicated towards it.

Motorsport events generally bring in a large number of visitors and although they provide a great deal of economic benefit to the local community their social impact is valuable although less than that of events directed towards the community. Larger motorsport events such as the Moto GP provide opportunities for service clubs and organisations to fund raise by providing support services at the event such as car

parking, secure helmet storage and traffic marshalling. Moreover, these events create a sense of pride in the community and help facilitate interactions by providing a common point of interest between residents. The community takes great pride in these events and they feel a strong sense of shared ownership of them. To celebrate the annual Moto GP, the whole community is invited to get involved by way of the Best Dressed Business Competition, the Bridge Banners and the School Flag Projects. These inclusive activities should be expanded over a broader range of events.

Many sporting events in the community are broken into age categories with some swimming events having a local category as well as an overall category. This will encourage participation across all skill and age levels.

Most events held in Bass Coast Shire, excluding motorsport events, have little impact on creating employment opportunities. Community / Family, Art / Music / Markets and Sporting events are generally run by volunteers and community organisations and most have a small budget and subsequently do not need and cannot afford to employ staff. Conversely, the Phillip Island GP Circuit employs a significant number of full time staff members who are primarily based in the Shire, which is reflected by the scale of events staged.

Anecdotally, local residents are not volunteering at the same levels as they used to, this may make it difficult for some events to continue without placing a significant burden on their organisers. The report *Reinventing Rural Places* (Gibson and Stewart 2009) identifies generational change as a threat to the future success of festivals with young people not volunteering to the same level as the previous generation. This is in part due to “the rapid pace of modern life, longer-working hours and competing demands on time limiting the capacities of people of all ages to volunteer and contribute.”⁴ A reduction in volunteer numbers will reduce the opportunities for community interaction and opportunities to garner new skills reducing the overall positive social impact on the community.

4.4. VALUE OF SOCIAL EVENTS

A good example of a socially valuable event that has a relatively low economic return is the Sustainable Living Festival, This event is organised by Phillip Island Land Care and had around 350 people attend in 2010. This event provides knowledge and subsequently empowers people in the community to make informed decisions regarding the environment. Furthermore, lessons learned from these events can result in an overall change in behaviour which could reduce Council’s expenditure on resources, waste removal and skills training resulting in an overall saving to the Shire in the long term. This reiterates the importance of seeing these events as investments and not expecting an immediate or, sometimes, measurable return.

⁴ Reinventing Rural Places, The extent and impact of festivals in rural and regional Australia, Gibson and Stewart 2009 University of Wollongong

This acts as a key example into the importance of events that have a positive social impact yet may have a lower economic impact. Teaching skills and creating strong social ties in the community will have long lasting and positive social impact.

It is extremely important to ensure that there is a considered mix of events that provide economic prosperity to the Shire as well as events that have a positive social impact.

4.5. CONCLUSIONS

There are a number of events in Bass Coast Shire that have a positive impact on the community and increase social capital in the Shire.

The events with the greatest social impact are community / family events followed by art / music / markets. Schoolies had the lowest level of positive social impact on the community. However, this event still has some social benefits as it includes volunteers, service club members, trainee youth workers and other community and business members.

Motorsport events form an important part of Bass Coast Shire's identity and are a great source of community pride. The events often use local service groups to run stalls and car parking and provide opportunities for community groups to get involved. This approach should be replicated by all large events in the Shire, especially those with a lower positive social impact.

5. INDUSTRY BENCHMARKS

5.1. INTRODUCTION

Very few Councils have undertaken any social and economic analysis of events in as much detail as what is being conducted by Bass Coast Shire Council. Events are extremely beneficial yet require considerable investment and applied cost benchmarking standards are necessary to maintain ongoing financial viability. Furthermore, much of the financial data could not be collected from Councils as they do not keep an accurate overview of total spend. Nevertheless, some Councils have undertaken research and have policy around their funding process and event selection.

5.2. BENCHMARKING

Appendix D provides a comprehensive overview of event funding and impact measurement in the following municipalities:

- Rural City of Ballarat
- Borough of Queenscliffe
- South Gippsland Shire
- City of Greater Geelong
- Colac Otway Shire

The outcomes of this section will be referred to in the remainder of this section.

5.3. KEY FINDINGS

There is a varied approach to event sponsorship across Shires. Many municipalities only hold small events and subsequently do not see the importance of undertaking such analysis. However it is important that funding does not go unfettered and events should be revised to examine their social and economic impact, no matter their size.

5.3.1. ECONOMIC ANALYSIS

Councils generally review events solely on the basis of their economic impact. A number of Councils have a directive that outlines the length of time an event should continue to receive funding:

- The Rural City of Ballarat Council expects a minimum return of between 1:15 to 1:20 on their initial contribution. If the event fails to meet this in the first couple of years, funding may be discontinued.

- South Gippsland Shire Council has a grant funding process that only supplies seed funding for three years, it is expected that the event will be able to stand on its own otherwise funding may not continue.
- Colac Otway Shire uses their grant funding process as their method of reviewing and sanctioning events. There is no formal analysis of the economic benefit to the local community, however it is part of the funding guidelines that the event staff undertake an economic analysis into the event to determine its impact on the Shire. However this analysis is not undertaken by all events with some smaller events not able to complete this.
- The City of Greater Geelong undertakes comprehensive internal reviews of large events that council makes a financial contribution to examining their economic and social impact and subsequently uses this to inform their decision into what events are funded the following year. This assessment only looks at what was spent at the festival and does not look at the economic impact of holding the event on the overall economy. Surveying is also completed at these events to provide background into reasons behind visits and spending habits. These figures are used in house and used to make decisions on the importance of the event to Geelong.

Using only the financial return as an indication of an event's success will not provide a comprehensive overview of the outcomes as it does not take into consideration any long term social and indirect economic impacts. After seeding funding ends, it becomes difficult to provide funding to commercial events as they do not fall into funding categories most councils have that are designed to provide for the community. This subsequently disadvantages the local economy and may discourage commercial events from locating in the municipality. The City of Greater Geelong gets around this problem by sponsoring events and judging the return on their investment in terms of the overall impact on the local community.

The City of Greater Geelong's review has three key focuses, economic impact, social impact and the branding profile that it brings to the Shire. Using a multi faceted approach to determining the outcome of events will ensure that events are assessed based on the community's needs and will provide opportunities for a number of new events to receive funding if existing events are not performing. A key way to ensure that the social and economic value of events is taken into consideration is by creating a set of criteria, similar to Colac Otway Shire as seen Appendix D. This provides clarity of the desired outcomes of events and could provide the Bass Coast Shire Council with a unified and transparent approach to grant funding that all stakeholders understand clearly.

Events have the ability to increase brand recognition and subsequent indirect impacts. For example The Borough of Queenscliffe understands that the Queenscliff Music Festival has an immeasurable impact on the tourism industry due to the increased identification of the Queenscliff brand. This has indirect economic impacts that can flow on long after the event has finished.

5.3.2. SOCIAL ANALYSIS

The assessment of social impact of events in most municipalities is considerably less formal than economic analysis. This may be due to the difficulty with measuring and quantifying social impacts.

The Borough of Queenscliffe is unable to measure the social or economic impacts of events in depth due to budgetary constraints however they examine the impacts of their largest event, The Queenscliff Music Festival, informally. Council is happy with the extent of the social impact that this event has on the local community. The festival donates a sum of money to a number of community groups within the Shire. In 2010, \$21,000 was donated and shared between the Sea Scouts, Bellarine Railway and Queenscliff Senior Citizens Club. They also donated a number of tickets to local organisations to be auctioned off or for raffles. Several community groups also hold stores at the festivals as do charities such as Oxfam and Headspace. The festival also organises a free Primary School show on the Friday before the festival and a number of battle of the band competitions for teenagers across the year.

The City of Greater Geelong undertakes an assessment for large events that looks at opportunities for the community to participate, the number of free / family events, what messages the event sends to the community, the ability of the event to appeal to diverse age and ethnic groups and the legacy of the event. The idea of investigating the legacy is an interesting one that is particularly difficult to quantify. The Shire believes that it is important that when events come to Geelong, they make an effort to interact with the local community and local clubs which will in turn increase interest and positive outcomes. For example, if a BMX demonstration comes to Geelong, local BMX groups could act as volunteers at the event to improve their skills while the riders could give talks at schools to inspire young people and encourage them to increase their levels of recreation, therefore providing a lasting legacy in the community. If the demonstration came and went without interacting in this way then their impact would be negligible.

6. SERVICE GAPS AND IMPROVEMENTS

6.1. INTRODUCTION

The following section outlines some key service gaps and improvements that have been drawn from the social and economic analysis of events in Bass Coast Shire.

6.1.1. FUNDING

Bass Coast Shire Council's method of providing funding to event organisers is considered and ultimately successful based on the variety of events and the economic and social impact felt by the community. It would be useful for Bass Coast Shire Council to undertake regular audits to assess social and economic success of events to ensure their continued success and that there is an appropriate mix of events in the Shire.

There is an opportunity for Bass Coast Shire Council to set aside funding to attract and fund events that provide a strong economic impact (e.g. Motorsports) or a strong social impact (e.g. Family / Community events). The nature and extent of this funding would be at the discretion of Council. This will ensure that a certain number of events that benefit the community both economically and socially are held annually with an even spread across the Shire over the whole year.

Bass Coast Shire Council has identified the need to be more flexible in the way they fund commercial events. Presently, seeding grants assist these events to start up however as they are not community events, they are not eligible for any community grants and subsequently cannot receive continuing funding. This could be rectified through a sponsorship system. The City of Geelong has done this successfully and treats event sponsorship as any other business would and assesses the success of the sponsorship by the extent of increased exposure.

6.1.2. PERMIT PROCESS

Depending on the nature of the event, the process of applying for permits can be very time consuming. Planning permit applications that have objections can take between 12 and 18 months to be approved. This process needs to be simplified to ensure that it encourages large commercial events to locate in the Shire and not be dissuaded by the time and commitment needed to gain a permit. There are a number of permits types in the Shire that may be required. These include:

- Planning Permit
- Road Permit
- Money Collection Permit

- Footpath Trading Permit
- Event permit
- Temporary food permit
- POPE (Place of Public Entertainment) Permit

As these permits pertain to different departments, Council has established a procedure to process permit applications across council departments. This process is continually reviewed and updated as required.

6.1.3. INTERDEPARTMENTAL RELATIONSHIPS

The organisation and facilitation of events requires high levels of communications across Council. Bass Coast Shire Council works well across departments to ensure a coordinated and consistent approach. However, this could be improved by providing a clear framework for decision making such as a weighted selection criteria to be determined by Council. This will assist each department understand each other's roles and will limit any confusion as well as make the process more transparent, eliminating any misunderstandings between departments.

6.2. LOCATION

There are more events held on the Mainland (54) than in Phillip Island (34) with 61% of all events being held on the Mainland. This is reflective of the population which is not evenly split across the Shire with 69.3% of the population residing on the Mainland and 30.6% on Phillip Island. The tourism focus of the Shire is on Phillip Island so this distribution of events would be a fair representation of demand and provides a good mix for tourist and residents alike. It is important to ensure that there is a satisfactory level of community events held across the year on Phillip Island and that the mix of events caters towards tourists and residents alike.

This can be seen in more detail in Table 8. This chart is an accurate representation of where events are held however due to the touring nature of some events, it does not represent the total number of events held in the Shire.

TABLE 8 LOCATION OF EVENTS IN BASS COAST SHIRE

Location	Number
Inverloch	14
Wonthaggi	11
San Remo	7
Other Mainland	5
Cape Paterson	4
Corinella	4
Cornett Bay	3
Grantville	2
Woolamai	1
Bass	1
Dalyston	1
Kilcunda	1
Mainland Total	54
Cowes	14
Phillip Island GP Circuit	11
Other Phillip Island	5
Newhaven	2
Cape Woolamai	1
Rhyll	1
Phillip Island Total	34
Total	88

6.3. SOCIAL AND ECONOMIC IMPACT MIX

Striking a balance between events that have a positive economic impact and a positive social impact is very important. There is a fairly good mix of events in the Shire. The region receives significant benefits from events held at the Phillip Island GP Circuit. As shown in the economic impact assessment, this has a considerable impact on local economy which is in part due to the support of events held at this location by the Shire. It is important that this cooperation between the Council and the event organisers continue.

Many events that have a strong economic impact however their social impact could be improved by adding complementary community activities such as markets, art shows and fetes. The Queenscliff Music Festival provides a good example of this with local primary schools, teenagers and community groups benefitting significantly from the event by being included in a number of ways.

6.4. NUMBER OF EVENTS

There is little research available to determine how many events are required to meet the needs of a community. The document, *Reinventing Rural Places* (Gibson and Stewart 2009)⁵ discusses the proliferation of events and how this is impacting positively on the public's leisure time. However many organisers that participated in the study have expressed concerns that people would begin to get "festivalled out". Moreover, there is a risk that locals will begin to resent crowds, parking problems and noise resulting in a "reduction in local quality of life"

Based on Bass Coast Shire's population from the 2006 Census, there is one event for every 316 people in Bass Coast Shire. This figure does not include multiples of the same event such as markets. This figure is quite high however Bass Coast Shire's popularity as a holiday destination as well as a niche festival location for motorsports increases the Shire's capacity to host a considerable number of events.

Council needs to form a clear directive that outlines what they are trying to achieve from events the number and type of events should be refreshed regularly to ensure that the market is not saturated with events that are not engaging with audiences.

6.5. EVENT OPPORTUNITIES

There is a lack of heritage and multicultural themed events in the Shire. Considering the success of the Wonthaggi Centenary Celebrations, there may be an opportunity to hold more local heritage / multi-cultural events in the future. There is also an opportunity to increase the number of touring events. Last year there was only one touring event, The RACV Fly the Flag Rally however as this event visits different regions each year, it will not return to Bass Coast Shire in 2011. Touring events including major cycling events such as the Tour of Gippsland and the Great Victorian Bike Ride, generate significant social and economic benefits due to the high levels of interest they attract, For example an SBS documentary crew filmed the Tour of Gippsland and screened a highlights package on free to air television later in the year. This gives excellent marketing and promotional exposure to the region on top of the social and economic benefits it creates.

At present there is a diversity of alternative events to ensure that the Shire is not completely dependent on motorsports. However, the top 18 events with the largest economic impact on the Shire are motorsport events. It will be important to ensure other high yield events such as Woolamai Picnic Races and Pyramid Rock Festival and the Australian Junior Surf Titles are continued to be enticed to the Shire.

A number of events are held during the summer months to cater towards the large number of visitors that holiday in the Shire. As Bass Coast Shire is a seasonal holiday

⁵ *Reinventing Rural Places*, The extent and impact of festivals in rural and regional Australia, Gibson and Stewart 2009 University of Wollongong

destination, there may be an opportunity to hold a festival that celebrates what the Shire has to offer during the winter months. This could be held in conjunction with other events and would attract visitors during the quieter parts of the year where the economy slows.

The success of the Pyramid Rock Festival has shown there is a market for this kind of event in the Shire. Although this event is held on New Year's Eve, there is the possibility of holding a similar event at another time. This has proven to be very successful with the Meredith Music Festival and Golden Plains Music Festival which are both held at the same location at different times of the year.

Council has been proactive in taking advantage of the increase in popularity in cycling and have encouraged these events to prosper in Bass Coast Shire. This interest in cycling has also lead to the push for longer road events subsequently, Bass Coast Shire Council will need to work closely with South Gippsland Shire and the Mornington Peninsula Shire to provide these opportunities. It will be important for the events team to continuously monitor this market and to adjust their product accordingly.

6.6. RECOMMENDATIONS

- Council could actively promote volunteering and the merits of community groups to combat generational change and ensure a steady supply of volunteers into the future.
- Council might consider providing additional support during periods of economic hardship such as the GFC or the drought. The positive social impacts that events bring to the community will help the community recover during difficult times.
- Regular audits could be undertaken to examine the number, mix and location of events and ensure that they meet the needs of residents and visitors alike.
- Funding for commercial events could be improved. Opportunities to introduce sponsorship should be explored by Council.
- The permit process for large events could be simplified to ensure that organisers are not discouraged to locate in the Shire.
- A weighted selection criterion might be introduced to determine which events receive funding. This would provide clarity across all Council departments.
- Council might consider forming a clear directive that outlines what they are trying to achieve from events the number and type of events should be refreshed regularly to ensure that the market is not saturated with events that are not engaging with audiences.
- There are gaps in the event mix for heritage and multicultural themed events.
- There might be potential to capitalise on the increase in popularity of cycling by supporting a cycle tour event. This may need to be undertaken in conjunction with adjacent municipalities.

- Investigate the opportunity to hold a festival that celebrates what the Shire has to offer during the winter months.

APPENDICES

APPENDIX A LIST OF EVENTS

A DAY AT THE CAPE FESTIVAL

This festival held on the Cape Paterson Foreshore attracts approximately 2,000 to 2,500 people. The event serves as a major fundraiser for the Royal Wonthaggi Life Saving Club. Activities include market stalls, beach activities, entertainment, music, sand sculptures and kite making. Council assists with planning, waste management and provides equipment. It also contributes cash and in-kind support through its community grants program.

BASS COAST BARRACUDAS TRIATHLON SERIES

There are three triathlons in the series, one in Inverloch and two in Cape Paterson. The run and swim legs are run in either Cape Paterson or Inverloch with the cycle stage taking place between these towns along Bunurong Coastal Drive. This is an annual series run by the local Bass Coast Barracudas Triathlon Club. The series is growing in popularity with spectator and participant numbers increasing as the series becomes more established. Council provided significant assistance with planning and traffic and crowd management equipment.

ANZAC DAY ACTIVITIES

Council does not fund any of the Anzac Day activities across the Shire but assists with planning, traffic management, staff and equipment. The recent resurgence in interest in Anzac Day has brought about a significant increase in Council involvement. The supported events are as follows:

BASS

Bass has a Dawn Service at the cenotaph in Hade Avenue and a march. Council assists by helping with the coordination and road closures providing staff for the closures.

COWES

This is the biggest of all of the Anzac Day commemorations in Bass Coast. A Dawn Service is later followed by a march down Thompson Avenue and The Esplanade for a commemorative service at the cenotaph. Council assists with planning and coordination, traffic management, road closures and provides staff and equipment. In excess of 2,000 people attended both services.

INVERLOCH

A Dawn Service at the RSL proceeded later in the morning by a commemorative service at the cenotaph at the hub and short march in A'Beckett Street.

WONTHAGGI

A Dawn Service at the cenotaph proceeded later in the morning by a march down Graham Street and McBride Avenue to a commemorative service at the

cenotaph. Council assists with planning and coordination, traffic management, road closures and provides staff and equipment. Around 400 people attended both services.

ART SHOWS (COMMUNITY)

Council supports a number of art shows across the Shire. They provide a total of \$10,000 in prize money which is shared amongst five main exhibitions. Council also assists with promotion, awards and coordination assistance. Visitor attendance is generally comprised of half local residents and half visitors to the Shire. The following shows are supported by Council:

- **Wonthaggi Bass Coast Artists Society Easter Exhibition** at the Goods Shed. The event has approximately 146 works by 40 artists with around 400 people in attendance. Wonthaggi also hosted the Youth Arts Show as part of Youth Week with approximately 600 visitors at the Wonthaggi Art Centre
- **Artist Society of Phillip Island** has two significant exhibitions one at Easter and the other on Melbourne Cup weekend. Both shows attract 600 to 800 visitors with around 140 works by 50 artists.
- **San Remo Art and Photographic Show** There were 2500 people who attended this exhibition at the Recreation Centre over four days on the May Labour Day weekend. The show consisted of 250 exhibits by 70 artists and photographers.
- **Inverloch The Inverloch Art Show** held on the Labour Day weekend attracted around 300 visitors to its 120 works by 30 artists.
- **Corinella** holds two main art shows around Australia Day and the Queen's Birthday weekend. They each attract around 300 people to their shows which have about 130 works by 40 artists.
- **Indigenous Exhibition at the Anglican Church** exhibited about 120 pieces by 60 artists and attracted around 250 visitors.

CREATIVE GIPPSLAND ARTS FESTIVAL

This Gippsland wide festival takes place in May. Bass Coast hosts 20 events during the festival which is growing in both size and popularity each year. Council has a significant role in coordinating this event through staff resources and financial contributions.

ART CENTRE PERFORMANCES

Schools in Bass Coast, the Wonthaggi Theatrical Group, the Wonthaggi Chorale, and various dance groups hold performances at the Wonthaggi Union Art Centre and Cowes Cultural Centre during the year. At least 12,000 people attended performances by these groups.

ART AND SOUL SUMMER FESTIVAL

This is a privately run art and music show and subsequently only receives in-kind support from Council. Council lends equipment and provides waste management. It was previously held at Churchill Island and has now relocated to Newhaven College's reserve. Attendance numbers at the new location were considerably lower in 2010 when compared to previous years.

AUSTRALIAN GT CHAMPIONSHIP

This motor racing event held at the Phillip Island GP Circuit attracts approximately 130 competitors each involving a team of four people who generally stay a minimum of two nights. Teams travel from around the country to participate, with approximately 45% coming from interstate and the remainder from Victoria. Council has very little direct involvement with this event.

AUSTRALIA DAY CELEBRATIONS COWES

Bass Coast Shire Council provides financial support to service clubs which run Australian Day functions at various locations across the Shire. Council sources speakers, ambassadors and coordinates awards and citizenships. Logistics at venues, entertainment and catering is undertaken by service clubs with funding provided by Bass Coast Shire Council. These events take up considerable time of Council staff. The majority of funding and staff resources are from the CEO's office. These events act as important community building and engagement activities. Celebrations are held in:

- Kernot
- Pound Creek
- Wonthaggi
- Cowes
- Corinella

AUSTRALIAN JUNIOR SURFING TITLES

Two hundred elite surfers from around Australia spent a week on Phillip Island for the National Championships in November 2010. Most travelled with family and other support people with approximately 500 people involved over the full week of the event. Council provided limited planning and promotional support.

AUSTRALIAN 4WD MUD RUN DALYSTON

A leg of the Australian Modified Four Wheel Drive Mud Racing Championships takes place at a circuit built on the south side of the Dalyston Recreation Reserve. The event is coordinated by the Football / Netball Club and the Recreational Reserve Committee of Management and acts as significant fundraiser for the Club. It attracts between 1000 and 1500 attendees, about half of which are locals with the other half visiting purely for

the event. Council provides community grant funding, planning support, traffic and crowd management equipment and waste management.

AUSTRALIAN HISTORIC CHAMPIONSHIPS

This motorcycling event held at the Phillip Island GP Circuit attracts approximately 360 competitors with each generally involving a team of four people who in turn stay a minimum of two nights. A number of teams travel from overseas and around the country to participate with approximately 10% being international, 45% interstate and 45% from around Victoria. This event also attracts around 1500 spectators. Bass Coast Shire Council has very little direct involvement with this event.

AUSTRALIAN MOTO GP

The biggest event in Regional Victoria, the Moto GP attracts around 100,000 spectators over its three days. The Events and Community Safety teams are heavily involved with planning for this event which involves nearly all departments of Council. Bass Coast Shire Council manages contracts for traffic management and entertainment activities and has significant statutory roles with public health, building and community safety. Council is also involved with communications and community engagement activities, accommodation and other customer and visitor services.

BASS COAST AGRICULTURAL SHOW

Held in Wonthaggi in early January each year, it is one of the biggest regional agricultural shows in the State. Organised by the agricultural society, it runs over two days at the Recreation Reserve. Patron numbers are generally between 4,000 and 5,000, capitalising on the number of visitors to the region at that time of year. Council assists financially and also provides significant traffic, crowd and waste management equipment and planning support. Council has also contributed to infrastructure improvements for the show through its Community Grants Program.

BASS COAST SERIES

Council provides the prize money and promotional support for the three biathlons which take place in the Shire. The events detailed below have all benefitted from being part of the series and it is hoped to include Inverloch events and the Cowes Swim Classic in future. The series has brought the organisers of the events together and they have been able to pool resources, share databases and cooperatively market the three events. They are significant fund raisers for the Surf Life Saving Clubs involved and the Phillip Island Football Club. San Remo SES and other Service Clubs also use these events as major fund raising opportunities. The events are as follows:

CAPE PATERSON AQUATHON

This event involves a swim at the Surf Beach and a run through the streets of Cape Paterson and attracts around 200 competitors and 500 spectators. It receives a cash grant from Council and in-kind support with staff, equipment and

planning assistance for the run component of the event. The event has grown significantly since becoming part of the Bass Coast Series.

COWES CLASSIC AND PHILLIP ISLAND SWIM CLASSIC

These events held on consecutive days in Cowes are run by the Cape Woolamai Surf Lifesaving Club and the Phillip Island Football Club. The Cowes Classic (biathlon) is part of the series and involves a swim at the Cowes front beach and run through the streets. It attracts around 300 competitors and 1500 spectators. The event receives a cash grant from Council and in-kind support with staff, equipment and planning assistance for the run component of the event. Council also assists with promotional support. The Phillip Island Swim Classic attracts a cash grant and some planning and promotional support.

SAN REMO CHANNEL CHALLENGE

This event has been running for 25 years and is one of the biggest community events held in the Shire. The swim from San Remo to Newhaven and run back over the bridge attracts around 600 competitors and 3,000 to 4,000 spectators / visitors over the course of the day. It receives cash grant from Council and significant in-kind support with staff, equipment and planning assistance for the event and the associated festival.

BRIDGE TO BASS HILLS

This is a private cycling event that runs from San Remo to the Bass Hills. Council supported the organisers with a seeding grant in the first year and provided planning support and traffic management equipment. It no longer supports them financially but continues to assist with marshalling and traffic management equipment.

CAROLS BY CANDLELIGHT EVENTS

Council funds community Carols by Candlelight events across the shire, offers planning support and at some locations provides a venue and staff and equipment. Through community grants it has also funded some infrastructure improvements at venues. The events include:

- **San Remo** - \$1,300 grant, planning support equipment and staff
- **Grantville** - \$1,300 grant, planning support and equipment
- **Wonthaggi** - \$1,300 grant, planning support equipment and staff. Wet weather venue (Town Hall)
- **Cowes** \$1,300 grant, planning support equipment and staff. This event has fireworks which replaced the NYE fireworks (\$4,500) and carnival activities (\$2,000)
- **Corinella** -\$1,300 grant, planning support and equipment
- **Inverloch**- \$1,300 grant, planning support

- **Pioneer Bay** - planning support

CHASE THE KASEY LEE

In much the same style as the Puffing Billy Race, this event attracts cyclists to chase the Kasey Lee ferry from San Remo to Newhaven and back. San Remo Traders Association auspiced bicycle related activities on the San Remo Foreshore. Council assists with community grant funding and provides planning support, traffic and crowd management equipment.

CORONET BAY EASTER BEACH FAIR

This popular community event is generating increased interest in the area and brings the Waterline communities such as Pioneer Bay, Grantville, Corinella and Coronet Bay together. The fair includes a market, entertainment, amusements and family activities and is held on Easter Sunday. Council provides community grant funding and gives planning support and traffic and crowd management equipment, waste management and some staff support.

CORONET BAY MARKETS

The Coronet Bay Combined Community Group runs three markets per year which raises funds for the community. Council provides limited assistance supplying equipment.

COWES GOLF PRO-AM

Council sponsors this two day event which is growing in popularity each year. This year's Pro Am included professional women and also attracted the families of competitors. There were 370 competitors in the event making it one of the biggest such events in the region.

COWES NIGHT MARKET

This is the biggest craft and food market in the Shire and attracts significant numbers during the summer and autumn. Council gives planning support and assists with traffic and crowd management equipment and waste management services. This event is a major fund raiser for PICAL - Phillip Island Community Learning Group

COWES CRAFT MARKET (ST PHILIPS)

This is an established church market which acts as a fundraiser for the church.

COWES UNITING CHURCH MARKET

This market is a key church fundraiser.

FARMERS MARKETS

Currently commercial farmers markets operate at two locations in the Shire. They run monthly throughout the year and more often during the peak summer period. These

markets are growing in popularity and it is likely that they will spread to other locations. Currently they are as follow:

CHURCHILL ISLAND

The longest running farmers market in the Shire. This market runs monthly during the year and fortnightly during the summer period. Council assisted its establishment with a seeding grant and now has little involvement. This market attracts between 1000 and 2000 patrons.

INVERLOCH

This market operates in the Glade and runs monthly. Additional markets are held at the recreation reserve in summer. The organisers pay Council a site fee for the Glade. The additional markets are held at the recreation reserve as the Environment Department does not want to overly restrict the Glade's primary use as a passive public area. Each market attracts between 1,000 and 2,000 patrons.

GRANTVILLE PIRATE FESTIVAL

This event is facilitated by the Grantville and District Business and Tourism Traders Association and is held at the Maru Koala and Animal Park attracting between 1,000 and 1,500 patrons. It features a number of pirate related activities and also involves service clubs and Emergency Services groups. Council provides community grant funding and assists with planning support and traffic and crowd management equipment and waste management services.

GRANTVILLE ROTARY MARKET

This market attracts around 100 stalls and over 1000 visitors. It is a major fundraiser for the Rotary Club. Council provides limited assistance by supplying some equipment.

INVERLOCH BILLY CART DERBY AND FUN RUN

This annual community event is run by the Inverloch Lions Club and is very family orientated. The Fun Run has a high percentage of children participating in both components. Council provides community grant funding and assists with planning support and traffic and crowd management equipment and waste management services.

INVERLOCH FOOD AND WINE FESTIVAL

Held annually at the Glade this community event is run by the Inverloch Business Association. The festival is a feature of the Inspired Gippsland Melbourne Food and Wine Festival and is strongly supported by Bass Coast Shire Council. Council provides community grant funding and assists with planning support and traffic and crowd management equipment and waste management services. Over time Council has upgraded infrastructure at the Glade to help support the event.

INVERLOCH JAZZ FESTIVAL

The ticketed venue based festival is held on the March long weekend between Friday and Monday with Monday being a free day in the Glade. There is some free street entertainment with a community street parade. The event is a major fund raiser for a number of community groups and service clubs and is strongly supported by Council. Council provides community grant funding and assists with planning support and traffic and crowd management equipment and waste management services.

INVERLOCH SURF LIFE SAVING CLUB EVENTS

Council supports the Inverloch Surf Lifesaving Club's three January major fund raising events held on the Inverloch Foreshore. There is a possibility to include the swim and running events into the Bass Coast Series in future. The events are as follows:

- **Anderson Inlet Paddle** (inaugural event 2011). Council provided limited equipment support
- **Sun and Surf Run**, for which Council provides community grant funding and assists with limited equipment support
- **Anderson Inlet Swim**, for which Council provides community grant funding and assists with limited equipment support

ISLAND CLASSIC

In its 17th year at the Phillip Island GP Circuit, the Island Classic is one of the premier classic motorcycling events in the world. It attracts around 360 competitors (in teams of four people) who generally stay a minimum of four nights. This event has a high proportion of teams from overseas and around the country with approximately 30% being international, 30% interstate and 40% from around Victoria. This event also attracts around 20,000 spectators over the three days. Council has very little direct involvement with this event presently though it is likely that there will need to be some traffic management support in future as the event continues to grow.

ISLAND MAGIC

This car racing event held at the Phillip Island GP Circuit attracts around 200 competitors each generally involving a team of four people who in turn would stay a minimum of two nights. This is a largely Victorian meeting which attracts around 400 spectators. Council has very little direct involvement with this event.

KIDS ARE FAMILY FESTIVAL

A new commercial festival held for the first time in 2010. A promising concept based on the hugely successful Kids Are Us Festival held in Warrnambool. The festival suffered from very bad weather and poor timing for its first event. Held at the Phillip Island Adventure Resort and with a ticketing connection with A Maze'n'Things and Koala Conservation Centre it was a very promising concept. The initial event ran at a loss and the promoter has put the event on the back burner until more corporate sponsorship

can be attracted. Council staff provided planning support and it attracted a one off seeding grant.

KILCUNDA LOBSTER FESTIVAL

This annual community event has been going for 25 years and is coordinated by the Kilcunda Community Development Association. Involving most of the community it is a family festival market with a lobster theme. Most of the fundraising is through lobster raffles and meals. Proceeds from this event have played a significant role in the construction of the community hall. Council provides community grant funding and assists with planning support and traffic and crowd management equipment and waste management services.

KUSTOM NATIONALS

The Kustom Nationals is a ticketed customised car and rockabilly music event held at the Phillip Island GP Circuit. Attracting up to 1500 display vehicles over the second weekend in January (which is often the busiest of the summer) it also includes a free car show and shine display on the San Remo Foreshore on the Friday night prior. Council provides planning support and traffic and crowd management equipment and waste management services for the free Friday activities.

LEONGATHA CYCLING CLUB JUNIOR EXPERIENCE

This two day event attracts junior cyclists from around Victoria to the Wonthaggi Recreation Reserve and streets and surrounding hills. Around 70 upcoming cyclists take part in what is a good introduction to competition cycling. Council provides planning support and limited traffic management assistance.

MODEL RAILWAY EXHIBITION

Held in the Cowes Cultural Centre by the Phillip Island and District Railway Modellers, this event is growing in popularity each year and attracted over 600 visitors in 2011. Council contributes a cash grant and assistance with promotion and venue.

MUSIC AND MARKET IN THE GLADE

A free community event put on by the Inverloch Lions Club. Marred by rain in 2011, it generally attracts up to 700 patrons. Council assists with limited equipment, the venue and waste management.

NEW YEARS EVE CORONET BAY FAMILY FIREWORKS

Coordinated by the Coronet Bay Reserve Committee of Management, this event involves late afternoon / early evening family activities culminating in a fireworks display at 9.30pm at the Coronet Bay Foreshore. Council finances and arranges the fireworks and assists with planning support, traffic, crowd management, security, equipment and waste management services.

NEW YEARS EVE INVERLOCH FIREWORKS

Held at the Inverloch Recreation Reserve where a private carnival operator sets up over summer. Council finances and arranges the fireworks and assists with planning support, traffic, crowd management, security, equipment and waste management services.

PET EXPO

This is a Council run event as part of its animal management legislative requirements. Coordinated by the Community Safety team and held on the San Remo Foreshore it includes pet education, free micro chipping and animal services stalls. There are over 6,500 registered pets in the Shire and this is part of its responsible pet ownership program.

PHILLIP ISLAND 500 V8 SUPER CARS EVENT

One of the two Victorian legs of the V8 Supercars Championships, the 2010 event attracted around 40,000 spectators (in terrible weather conditions) over the three days. 150 teams of 10 people spend a minimum of three days in the Shire. The Events and Community Safety teams are involved with planning for this event which at times involves nearly all departments of Council. Council manages contracts for traffic management and entertainment activities and has significant statutory roles with public health, building and community safety. Council is also involved with communications and community engagement activities, accommodation and other customer and visitor services.

PHILLIP ISLAND CLASSIC CARS

This event at the Phillip Island GP Circuit is becoming one of the premier classic car racing events in the world. It attracts around 550 competitors (in teams of four people) who generally stay a minimum of 4 nights. This event has a high proportion of teams from overseas and around the country with approximately 40% being international, 40% interstate and 20% from around Victoria. This event also attracts around 25,000 spectators over the three days. Council has very little direct involvement with this event at the moment though it is likely that there will need to be some traffic management support in future as the event continues to grow.

PHILLIP ISLAND JAZZ FESTIVAL

This is a ticketed, venue based community event attracting around 200 patrons over three days in the "off season". The majority of the visitors are non local. Council contributes a cash grant for the event.

POWLETT RIVER DOWNS CAMP DRAFT

This annual cattle mustering event is one of a series of such events across Victoria. Held on the outskirts of Wonthaggi by an association of regional farmers, the proceeds of the event go to local charities and emergency services groups. It attracts around 250

participants over two days. Council assists with the events waste management and promotion.

PYRAMID ROCK FESTIVAL

This three day music Festival on the Linfox property adjacent to the Phillip Island GP Circuit attracted 12,000 patrons in 2010 with approximately half of them coming from within the region. Council has a significant input into the planning process, risk and emergency management planning, community safety and with traffic management. The event is also part of the New Years Eve crowd management strategy for Cowes and Phillip Island.

RACV FLY THE FLAG RALLY

This event takes place in Regional Victoria each year and spent three days in Bass Coast in 2010. Involving approximately 200 vintage cars and 400 people, they spent two nights in San Remo and Newhaven. The tour was connected to the Wonthaggi Centenary Celebrations. Council supported the rally paying for venue hire at the San Remo Recreation Centre for their ball and providing a BBQ catering for attendees to attend the State Coal Mine opening as part of the Centenary celebrations.

RESCUE STATION MARKETS WONTHAGGI

These markets are run by a local artist association based at the restored Rescue Station Building in the McBride Tunnel precinct of the State Coal Mine Reserve in Wonthaggi. The markets held three or four times per year serve as a fund raiser for the group and raise awareness of the historical precinct and the artists association. Council provides planning support and equipment.

ROTARY CLUB OF INVERLOCH CRAFT MARKETS

These four markets are held during busy weekends over the course of the year and are major fund raisers for the Rotary Club. Markets are held mainly in the Hub precinct and on adjoining streets and car park; Council assists with permits, planning, parking and traffic management.

SAN REMO FISHING VILLAGE FESTIVAL

This is a community event is run by the Kilcunda Bass Football Club and showcases San Remo as a fishing port with fishing and maritime activities and displays. It also included a Council coordinated Emergency Services expo in 2010. Council provides a cash and in-kind contributions. In the process of footy club taking over the facilitation of this event, Council is providing direction as to how it should be run.

SERENADE AT SUNSET

This was a new event in 2010 featuring opera and musical entertainment on a private property in Tenby Point. Coordinated by the Corinella and District Community Centre it was highly a successful first up event attracting over 700 people. Other local community groups, business and emergency services were involved operationally and it was an

important community building event. It received a cash grant from Council and significant in-kind support with staff, equipment and planning assistance.

SHANNON'S NATIONALS

This car racing event at the Phillip Island GP Circuit is coordinated by the Phillip Island Auto Racing Club and attracts around 180 competitors (in teams of four people) who generally stay around two nights. This club event attracts approximately 55% of its competitors from interstate and 45% from around Victoria. It attracts around 800 spectators with Council having very little direct involvement.

SUPERBIKE WORLD CHAMPIONSHIP

The Australian heat of the Superbike World Championship attracted 64,000 spectators over the three days. This year teams arrived a week prior to the event. There were 34 teams of 15 staying in the region for a minimum of seven days. The Events and Community Safety teams are heavily involved with planning for this event which at times involves nearly all departments of Council. Council manages contracts for traffic management and entertainment activities and has significant statutory roles with public health, building and community safety. Council is also involved with communications and community engagement activities, accommodation and other customer and visitor services.

SUSTAINABLE LIVING FESTIVAL

This event is organised by Phillip Island Land Care and is held at the Cowes Cultural Centre. Around 350 people attended the 2010 event which included 28 exhibitors and five presentations. Interest in the Festival is steadily growing.

TOUR OF GIPPSLAND

The five day 2010 Tour of Gippsland Cycling event started in Wonthaggi and was connected to the Wonthaggi Centenary Celebrations because of the town's significant cycling history. The race starts with a criterion in Wonthaggi and a coast and hills ride during the day. SBS screened a TV documentary of the race and its 170 teams of four spent two nights in Bass Coast. Council sponsored the race start, assisted with local communication and provided traffic management assistance.

VICTORIAN STATE RACING CHAMPIONSHIPS

This car racing event is held twice yearly at the Phillip Island GP Circuit (in April and September) attracting around 200 competitors each generally involving a team of four people who in turn would stay a minimum of two nights for each event. This is a largely Victorian meeting which attracts around 400 spectators. Council has very little direct involvement with this event.

WONTHAGGI CENTENARY CELEBRATIONS

The Centenary involved a number of activities between late 2009 and the end of 2010. The main celebrations held on 19 and 20 March included a street parade, Hospital

Garden Party and the reopening of the underground tours at the State Coal Mine. Council's involvement with the planning and coordination of all the activities was enormous and some of the activities involved nearly all Council departments. Council also contributed financially to some of the activities and awarded community grants to groups who undertook centenary celebration activities.

WONTHAGGI ENERGY INNOVATION FESTIVAL AND HPV

Interest in the 2011 Human Powered Vehicle component of the festival exceeded the capacity for the 24 hour recumbent cycle race resulting in some teams being turned away. The Energy Innovation Festival in its reduced one day format (included 40 exhibitors and 8 presentations) was very well received. The combined festival and HPV event appears to have outgrown the site. Camping and pit space for the 90 HPV teams and in excess of 1,000 support personnel is very tight and the event has reached its capacity. The event is coordinated by a committee of community volunteers and is Wonthaggi's biggest community event. It receives a cash grant from Council and significant in-kind support with staff, equipment and planning assistance for the HPV event and the associated festival.

WOOLAMAI PICNIC HORSE RACE SEASON

There were six races in the 2010/11 season. Attendance numbers at each meeting vary according to weather and timing and peak with the Woolamai Cup in February. The total 2010/11 season attendance was 11,000 of which conservatively 50% are from Bass Coast and the rest from outside the region. The race meetings act as a significant fund raiser for a number of local community and sporting groups by way of catering and other support activities. The Racing Club also donates significantly to community groups and emergency services. Support from Council is limited though this is expected to increase by way of risk and emergency planning assistance.

WORLD KNEEBOARD TITLES

Phillip Island hosted the biannual World Kneeboard Titles in March 2011. There were over 200 competitors from 13 countries competing in the weeklong event. Approximately 60 of the competitors were international, 100 were from interstate and the rest were Victorian. Spectator numbers varied between 300 and 400 and many competitors brought family and stayed beyond the event period. Council provided cash sponsorship for the event and assisted with promotion and the official welcome.

WORLD'S LONGEST LUNCHESES INVERLOCH AND PHILLIP ISLAND

Part of the Melbourne Food and Wine Festival and Gippsland Inspired Festival each attracted approximately 200 diners at a single table luncheon. Held at the Inverloch RACV Resort and the Rhyll Trout and Bush Tucker Farm they provide a great opportunity to showcase local produce and promote the host venues and destinations. Council has little involvement with these events mainly assisting with promotion.

APPENDIX B ECONOMIC IMPACT OF EVENTS SPREADSHEET

Event	Location	Attendees	Local	Non local	Non local o/night	Average spend - no accom - mainland	Average spend + accom mainland	Average spend no accom PI	Average spend + accom PI	Non local day mainland	Non local o/night mainland	Non local day PI	Non local o/night PI	Direct Impact	Multiplier	Total impact
A Day at the Cape Festival	M	1800	1000	400	400	\$ 173.00	\$ 301.00			\$ 69,200.00	\$ 120,400.00	\$ -	\$ -	\$ 189,600.00	1.467	\$ 278,143.20
Alex Scott Series Bass Coast Barracudas Triathlons	M	600	300	200	100	\$ 173.00	\$ 301.00			\$ 34,600.00	\$ 30,100.00	\$ -	\$ -	\$ 64,700.00	1.467	\$ 94,914.90
Alfa Romeo Car Display	PI	150	50	0	100			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 30,900.00	\$ 30,900.00	1.467	\$ 45,330.30
Anzac Day Activites Bass	M	100	100	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Anzac Day Activites Cowes	PI	2000	1000	500	500			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 87,000.00	\$ 154,500.00	\$ 241,500.00	1.467	\$ 354,280.50
Anzac Day Activites Inverloch	M	100	100	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Anzac Day Activites Wonthaggi	M	200	200	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Art & Soul Summer Festival	PI	300	200	100	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 17,400.00	\$ -	\$ 17,400.00	1.467	\$ 25,525.80
Art Centre Performances	M & PI	18000	17000	1000	0	\$ 173.00	\$ 301.00			\$ 173,000.00	\$ -	\$ -	\$ -	\$ 173,000.00	1.467	\$ 253,791.00
Australia Day Celebrations Cowes	PI	300	250	50	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 8,700.00	\$ -	\$ 8,700.00	1.467	\$ 12,762.90
Australia Day Celebrations Kernot	M	50	50	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Australia Day Celebrations Pound Creek	M	50	50	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Australia Day Celebrations Wonthaggi	M	300	300	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Australian 4WD Mudfest	M	1500	500	900	100	\$ 173.00	\$ 301.00			\$ 155,700.00	\$ 30,100.00	\$ -	\$ -	\$ 185,800.00	1.467	\$ 272,568.60
Australian GT Championship	PI	300	0	300	0			\$ 374.00	\$ 509.00	\$ -	\$ -	\$ 112,200.00	\$ -	\$ 112,200.00	1.467	\$ 164,597.40
Australian GT Championship 130 teams X 4 X 2 nights	PI	1040	0	400	640			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 69,600.00	\$ 197,760.00	\$ 267,360.00	1.467	\$ 392,217.12
Australian Historic Championships	PI	1500	500	500	500			\$ 284.00	\$ 419.00	\$ -	\$ -	\$ 142,000.00	\$ 209,500.00	\$ 351,500.00	1.467	\$ 515,650.50
Australian Historic Championships 360 teams X 4 X 2 nights	PI	2880	0	1200	1680			\$ 187.00	\$ 322.00	\$ -	\$ -	\$ 224,400.00	\$ 540,960.00	\$ 765,360.00	1.467	\$ 1,122,783.12
Australian Junior Surf Titles 400 competitors X 7 days	PI	2800	100	0	2700			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 834,300.00	\$ 834,300.00	1.467	\$ 1,223,918.10
Australian Moto GP 34 teams X 15 X 4 nights TBC	PI	2040	0	0	2040			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 630,360.00	\$ 630,360.00	1.467	\$ 924,738.12
Australian Moto GP Friday	PI	15000	5000	2000	8000			\$ 274.00	\$ 409.00	\$ -	\$ -	\$ 548,000.00	\$ 3,272,000.00	\$ 3,820,000.00	1.467	\$ 5,603,940.00
Australian Moto GP Saturday	PI	30000	5000	5000	20000			\$ 274.00	\$ 409.00	\$ -	\$ -	\$ 1,370,000.00	\$ 8,180,000.00	\$ 9,550,000.00	1.467	\$ 14,009,850.00
Australian Moto GP Sunday	PI	45000	10000	30000	5000			\$ 274.00	\$ 409.00	\$ -	\$ -	\$ 8,220,000.00	\$ 2,045,000.00	\$ 10,265,000.00	1.467	\$ 15,058,755.00
Bass Coast Agricultural Show Saturday	M	3000	1500	1000	500	\$ 173.00	\$ 301.00			\$ 173,000.00	\$ 150,500.00	\$ -	\$ -	\$ 323,500.00	1.467	\$ 474,574.50
Bass Coast Agricultural Show Sunday	M	400	200	150	50	\$ 173.00	\$ 301.00			\$ 25,950.00	\$ 15,050.00	\$ -	\$ -	\$ 41,000.00	1.467	\$ 60,147.00
Bass Coast Artist Society- Easter exhibition	M	400	200	100	100	\$ 173.00	\$ 301.00			\$ 17,300.00	\$ 30,100.00	\$ -	\$ -	\$ 47,400.00	1.467	\$ 69,535.80
Bridge to Bass Hills	M	180	100	50	30	\$ 173.00	\$ 301.00			\$ 8,650.00	\$ 9,030.00	\$ -	\$ -	\$ 17,680.00	1.467	\$ 25,936.56
Cape Paterson Aquathon	M	500	200	200	100	\$ 173.00	\$ 301.00			\$ 34,600.00	\$ 30,100.00	\$ -	\$ -	\$ 64,700.00	1.467	\$ 94,914.90
Carols by Candlelight Concert Inverloch	M	300	300	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Carols by Candlelight Concert San Remo	M	500	500	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Carols by Candlelight Grantville	M	150	150	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Carols by Candlelight Wonthaggi	M	400	400	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Carols by The Bay & Fireworks- Cowes	PI	2500	2300	200	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 34,800.00	\$ -	\$ 34,800.00	1.467	\$ 51,051.60
Carols On the Foreshore- Corinella	M	100	100	0	0	\$ 173.00	\$ 301.00			\$ -	\$ -	\$ -	\$ -	\$ -	1.467	\$ -
Chase the Kasey Lee	PI	130	90	20	20			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 3,480.00	\$ 6,180.00	\$ 9,660.00	1.467	\$ 14,171.22
Corinella Non Traditional Art & Craft Show & Sale	M	300	150	150	0	\$ 173.00	\$ 301.00			\$ 25,950.00	\$ -	\$ -	\$ -	\$ 25,950.00	1.467	\$ 38,068.65
Corinella Traditional Art Show	M	300	150	150	0	\$ 173.00	\$ 301.00			\$ 25,950.00	\$ -	\$ -	\$ -	\$ 25,950.00	1.467	\$ 38,068.65
Coronet Bay Easter Beach Fair	M	400	300	100	0	\$ 173.00	\$ 301.00			\$ 17,300.00	\$ -	\$ -	\$ -	\$ 17,300.00	1.467	\$ 25,379.10
Coronet Bay Markets * 3	M	600	500	100	0	\$ 173.00	\$ 301.00			\$ 17,300.00	\$ -	\$ -	\$ -	\$ 17,300.00	1.467	\$ 25,379.10
Cowes Uniting Church Market X 9	PI	4500	3000	1500	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 261,000.00	\$ -	\$ 261,000.00	1.467	\$ 382,887.00
Cowes Classic & PI Swim Classic	PI	1500	1000	0	500			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 154,500.00	\$ 154,500.00	1.467	\$ 226,651.50
Cowes Craft Market (St Philips) X 9	PI	6500	4000	2500	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 435,000.00	\$ -	\$ 435,000.00	1.467	\$ 638,145.00
Cowes Golf ProAm - 2 day event	PI	370	220	0	150			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 46,350.00	\$ 46,350.00	1.467	\$ 67,995.45
Cowes Night Market	PI	500	250	200	50			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 34,800.00	\$ 15,450.00	\$ 50,250.00	1.467	\$ 73,716.75
Cowes Night Market	PI	2500	1250	1000	250			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 174,000.00	\$ 77,250.00	\$ 251,250.00	1.467	\$ 368,583.75
Cowes Night Market	PI	2500	1250	1000	250			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 174,000.00	\$ 77,250.00	\$ 251,250.00	1.467	\$ 368,583.75
Cowes Night Market	PI	2500	1250	1000	250			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 174,000.00	\$ 77,250.00	\$ 251,250.00	1.467	\$ 368,583.75
Cowes Night Market	PI	2000	1000	800	200			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 139,200.00	\$ 61,800.00	\$ 201,000.00	1.467	\$ 294,867.00
Grantville Pirate Festival	M	1000	700	300	0	\$ 173.00	\$ 301.00			\$ 51,900.00	\$ -	\$ -	\$ -	\$ 51,900.00	1.467	\$ 76,137.30
Grantville Rotary Market X 9	M	9000	4500	4500	0	\$ 173.00	\$ 301.00			\$ 778,500.00	\$ -	\$ -	\$ -	\$ 778,500.00	1.467	\$ 1,142,059.50
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30

Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inveloch Farmers Market	M	1500	1000	450	50	\$ 173.00	\$ 301.00			\$ 77,850.00	\$ 15,050.00	\$ -	\$ -	\$ 92,900.00	1.467	\$ 136,284.30
Inverloch Art Show	M	300	150	150	0	\$ 173.00	\$ 301.00			\$ 25,950.00	\$ -	\$ -	\$ -	\$ 25,950.00	1.467	\$ 38,068.65
Inverloch Billy Cart Derby & Fun Run	M	800	600	150	50	\$ 173.00	\$ 301.00			\$ 25,950.00	\$ 15,050.00	\$ -	\$ -	\$ 41,000.00	1.467	\$ 60,147.00
Inverloch Food and Wine Festival	M	2000	900	600	500	\$ 173.00	\$ 301.00			\$ 103,800.00	\$ 150,500.00	\$ -	\$ -	\$ 254,300.00	1.467	\$ 373,058.10
Inverloch Jazz Festival - Monday	M	1000	500	500	0	\$ 173.00	\$ 301.00			\$ 86,500.00	\$ -	\$ -	\$ -	\$ 86,500.00	1.467	\$ 126,895.50
Inverloch Jazz Festival - Saturday	M	1500	500	0	1000	\$ 173.00	\$ 301.00			\$ -	\$ 301,000.00	\$ -	\$ -	\$ 301,000.00	1.467	\$ 441,567.00
Inverloch Jazz Festival - Sunday	M	1500	500	0	1000	\$ 173.00	\$ 301.00			\$ -	\$ 301,000.00	\$ -	\$ -	\$ 301,000.00	1.467	\$ 441,567.00
Inverloch Surf Life Saving Club Swim	M	180	100	30	50	\$ 173.00	\$ 301.00			\$ 5,190.00	\$ 15,050.00	\$ -	\$ -	\$ 20,240.00	1.467	\$ 29,692.08
Inverloch Surf 'n Sand Fun Run	M	185	100	35	50	\$ 173.00	\$ 301.00			\$ 6,055.00	\$ 15,050.00	\$ -	\$ -	\$ 21,105.00	1.467	\$ 30,961.04
Island Classic - 360 teams X 4 X 4 nights	PI	5760	0	0	5760			\$ 254.00	\$ 389.00	\$ -	\$ -	\$ -	\$ 2,240,640.00	\$ 2,240,640.00	1.467	\$ 3,287,018.88
Island Classic Motorcycle Race - Saturday	PI	7000	1000	4500	1500			\$ 210.00	\$ 344.00	\$ -	\$ -	\$ 945,000.00	\$ 516,000.00	\$ 1,461,000.00	1.467	\$ 2,143,287.00
Island Classic Motorcycle Race - Sunday	PI	12000	1000	11000	0			\$ 210.00	\$ 344.00	\$ -	\$ -	\$ 2,310,000.00	\$ -	\$ 2,310,000.00	1.467	\$ 3,388,770.00
Island Magic	PI	800		800	0			\$ 199.00	\$ 334.00	\$ -	\$ -	\$ 159,200.00	\$ -	\$ 159,200.00	1.467	\$ 233,546.40
Island Magic 200 teams X 4 X 2 nights	PI	1600	0	600	1000			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 104,400.00	\$ 309,000.00	\$ 413,400.00	1.467	\$ 606,457.80
Kids are Family festival	PI	500	400	80	20			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 13,920.00	\$ 6,180.00	\$ 20,100.00	1.467	\$ 29,486.70
Kilcunda Lobster Festival	M	2500	1000	1000	500	\$ 173.00	\$ 301.00			\$ 173,000.00	\$ 150,500.00	\$ -	\$ -	\$ 323,500.00	1.467	\$ 474,574.50
Kustom Nationals entrants Friday	PI	400	0	0	400			\$ 206.00	\$ 341.00	\$ -	\$ -	\$ -	\$ 136,400.00	\$ 136,400.00	1.467	\$ 200,098.80
Kustom Nationals entrants Saturday	PI	1200	0	0	1200			\$ 206.00	\$ 341.00	\$ -	\$ -	\$ -	\$ 409,200.00	\$ 409,200.00	1.467	\$ 600,296.40
Kustom Nationals entrants Sunday	PI	2000	0	1500	500			\$ 206.00	\$ 341.00	\$ -	\$ -	\$ 309,000.00	\$ 170,500.00	\$ 479,500.00	1.467	\$ 703,426.50
Kustom Nationals Friday	PI	1000	600	400	0			\$ 189.00	\$ 324.00	\$ -	\$ -	\$ 75,600.00	\$ -	\$ 75,600.00	1.467	\$ 110,905.20
Kustom Nationals Saturday	PI	2000	500	500	1000			\$ 189.00	\$ 324.00	\$ -	\$ -	\$ 94,500.00	\$ 324,000.00	\$ 418,500.00	1.467	\$ 613,939.50
Kustom Nationals Sunday	PI	2500	500	1750	250			\$ 189.00	\$ 324.00	\$ -	\$ -	\$ 330,750.00	\$ 81,000.00	\$ 411,750.00	1.467	\$ 604,037.25
Leongatha Cycling Club Junior Experience	M	300	150	150	0	\$ 173.00	\$ 301.00			\$ 25,950.00	\$ -	\$ -	\$ -	\$ 25,950.00	1.467	\$ 38,068.65
Melalueca Lodge Annual Book Sale	PI	2500	1500	1000	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 174,000.00	\$ -	\$ 174,000.00	1.467	\$ 255,258.00
Model Railway Exhibition	PI	700	200	200	300			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 34,800.00	\$ 92,700.00	\$ 127,500.00	1.467	\$ 187,042.50
Music and Market in the Glade	M	600	300	200	100	\$ 173.00	\$ 301.00			\$ 34,600.00	\$ 30,100.00	\$ -	\$ -	\$ 64,700.00	1.467	\$ 94,914.90
NYE Coronet Bay Fireworks	M	2000	1000	800	200	\$ 173.00	\$ 301.00			\$ 138,400.00	\$ 60,200.00	\$ -	\$ -	\$ 198,600.00	1.467	\$ 291,346.20
NYE Inverloch Fireworks	M	2000	1000	0	1000	\$ 173.00	\$ 301.00			\$ -	\$ 301,000.00	\$ -	\$ -	\$ 301,000.00	1.467	\$ 441,567.00
Pet Expo	SR	1000	800	200	0	\$ 173.00	\$ 301.00			\$ 34,600.00	\$ -	\$ -	\$ -	\$ 34,600.00	1.467	\$ 50,758.20
Phillip Island 500 V8 SuperCars Events 150 teams X 10 X 3 nights	PI	4500	0	0	4500			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 1,390,500.00	\$ 1,390,500.00	1.467	\$ 2,039,863.50
Phillip Island 500 V8 SuperCars Events Friday	PI	6000	1000	0	5000			\$ 374.00	\$ 509.00	\$ -	\$ -	\$ -	\$ 2,545,000.00	\$ 2,545,000.00	1.467	\$ 3,733,515.00
Phillip Island 500 V8 SuperCars Events Saturday	PI	10000	2000	2000	6000			\$ 374.00	\$ 509.00	\$ -	\$ -	\$ 748,000.00	\$ 3,054,000.00	\$ 3,802,000.00	1.467	\$ 5,577,534.00
Phillip Island 500 V8 SuperCars Events Sunday	PI	20000	5000	12000	3000			\$ 374.00	\$ 509.00	\$ -	\$ -	\$ 4,488,000.00	\$ 1,527,000.00	\$ 6,015,000.00	1.467	\$ 8,824,005.00
Phillip Island Artists Society Cup Weekend	PI	700	350	200	150			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 34,800.00	\$ 46,350.00	\$ 81,150.00	1.467	\$ 119,047.05
Phillip Island Artists Society Easter	PI	800	400	200	200			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 34,800.00	\$ 61,800.00	\$ 96,600.00	1.467	\$ 141,712.20
Phillip Island Classic Cars 550 teams X 4 X 4 nights	PI	8800	0	0	8800			\$ 303.00	\$ 438.00	\$ -	\$ -	\$ -	\$ 3,854,400.00	\$ 3,854,400.00	1.467	\$ 5,654,404.80
Phillip Island Classic Cars Saturday	PI	9000	3000	3000	3000			\$ 220.00	\$ 354.00	\$ -	\$ -	\$ 660,000.00	\$ 1,062,000.00	\$ 1,722,000.00	1.467	\$ 2,526,174.00
Phillip Island Classic Cars Sunday	PI	21000	5000	10000	6000			\$ 220.00	\$ 354.00	\$ -	\$ -	\$ 2,200,000.00	\$ 2,124,000.00	\$ 4,324,000.00	1.467	\$ 6,343,308.00
Phillip Island Jazz Festival Saturday	PI	120	25	95	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 16,530.00	\$ -	\$ 16,530.00	1.467	\$ 24,249.51
Phillip Island Jazz Festival Sunday	PI	130	25	105	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 18,270.00	\$ -	\$ 18,270.00	1.467	\$ 26,802.09
Powlett River Downs Camp Draft	M	200	100	100	0	\$ 173.00	\$ 301.00			\$ 17,300.00	\$ -	\$ -	\$ -	\$ 17,300.00	1.467	\$ 25,379.10
Pyramid Rock Festival	PI	15000	3000	12000	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 2,088,000.00	\$ -	\$ 2,088,000.00	1.467	\$ 3,063,096.00
RACV Fly the Flag Rally	M	400	0	0	400	\$ 173.00	\$ 301.00			\$ -	\$ 120,400.00	\$ -	\$ -	\$ 120,400.00	1.467	\$ 176,626.80
Rescue Station Market Wonthaggi	M	200	100	100	0	\$ 173.00	\$ 301.00			\$ 17,300.00	\$ -	\$ -	\$ -	\$ 17,300.00	1.467	\$ 25,379.10
Rotary Club of Inverloch Craft Market X 2	M	2000	1000	800	200	\$ 173.00	\$ 301.00			\$ 138,400.00	\$ 60,200.00	\$ -	\$ -	\$ 198,600.00	1.467	\$ 291,346.20
San Remo Art & Photographic Show X 4 days	M	2500	1000	500	1000	\$ 173.00	\$ 301.00			\$ 86,500.00	\$ 301,000.00	\$ -	\$ -	\$ 387,500.00	1.467	\$ 568,462.50
San Remo Channel Challenge - 24th	M	2500	1000	800	700	\$ 173.00	\$ 301.00			\$ 138,400.00	\$ 210,700.00	\$ -	\$ -	\$ 349,100.00	1.467	\$ 512,129.70
San Remo Fishing Village Festival	M	1500	1000	400	100	\$ 173.00	\$ 301.00			\$ 69,200.00	\$ 30,100.00	\$ -	\$ -	\$ 99,300.00	1.467	\$ 145,673.10
San Remo Rod Run	M	400	300	100	0	\$ 173.00	\$ 301.00			\$ 17,300.00	\$ -	\$ -	\$ -	\$ 17,300.00	1.467	\$ 25,379.10

Schoolies X 3 days X 1000	PI	5000	2000	0	3000			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 927,000.00	\$ 927,000.00	1.467	\$ 1,359,909.00
Serenade at Sunset	M	700	600	100	0	\$ 173.00	\$ 301.00			\$ 17,300.00	\$ -	\$ -	\$ -	\$ 17,300.00	1.467	\$ 25,379.10
Shannons Nationals Car Racing	PI	800	0	800	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 139,200.00	\$ -	\$ 139,200.00	1.467	\$ 204,206.40
Shannons Nationals Car Racing 180 teams X 4 X 2 nights	PI	2880	0	1200	1680			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 208,800.00	\$ 519,120.00	\$ 727,920.00	1.467	\$ 1,067,858.64
Sustainable Living Festival	PI	350	300	50	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 8,700.00	\$ -	\$ 8,700.00	1.467	\$ 12,762.90
Tour of Gippsland	M	1200	900	0	300	\$ 173.00	\$ 301.00			\$ -	\$ 90,300.00	\$ -	\$ -	\$ 90,300.00	1.467	\$ 132,470.10
Vic Road Race Championship	PI	400	0	400	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 69,600.00	\$ -	\$ 69,600.00	1.467	\$ 102,103.20
Vic Road Race Championship 170 teams X 4 X 2 nights	Pi	1360	0	600	760			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 104,400.00	\$ 234,840.00	\$ 339,240.00	1.467	\$ 497,665.08
Vic State Racing Championships	PI	800	0	800	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 139,200.00	\$ -	\$ 139,200.00	1.467	\$ 204,206.40
Vic State Racing Championships	PI	800	0	800	0			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 139,200.00	\$ -	\$ 139,200.00	1.467	\$ 204,206.40
Vic State Racing Championships Rnd 1, 200 teams X 4 X 2 nights	PI	1600	0	600	1000			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 104,400.00	\$ 309,000.00	\$ 413,400.00	1.467	\$ 606,457.80
Vic State Racing Championships Rnd 2, 200 teams X 4 X 2 nights	PI	1600	0	600	1000			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ 104,400.00	\$ 309,000.00	\$ 413,400.00	1.467	\$ 606,457.80
Wonthaggi Centenary Celebrations	M	6000	5000	500	500	\$ 173.00	\$ 301.00			\$ 86,500.00	\$ 150,500.00	\$ -	\$ -	\$ 237,000.00	1.467	\$ 347,679.00
Wonthaggi Energy Innovation Festival & HPV	M	2000	1000	1000	0	\$ 173.00	\$ 301.00			\$ 173,000.00	\$ -	\$ -	\$ -	\$ 173,000.00	1.467	\$ 253,791.00
Wonthaggi Rotary Market X 9	M	6500	5500	1000	0	\$ 173.00	\$ 301.00			\$ 173,000.00	\$ -	\$ -	\$ -	\$ 173,000.00	1.467	\$ 253,791.00
Wonthaggi Youth Art Show	M	600	500	100	0	\$ 173.00	\$ 301.00			\$ 17,300.00	\$ -	\$ -	\$ -	\$ 17,300.00	1.467	\$ 25,379.10
Woolamai Picnic Race Season * 6 races	M	11000	5500	5500	0	\$ 173.00	\$ 301.00			\$ 951,500.00	\$ -	\$ -	\$ -	\$ 951,500.00	1.467	\$ 1,395,850.50
World Knee Board Championship 300 competitors X 7day	PI	2100	100	0	2000			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 618,000.00	\$ 618,000.00	1.467	\$ 906,606.00
World Superbikes - 34 teams X 15 X 7 nights	PI	3570	0	0	3570			\$ 174.00	\$ 309.00	\$ -	\$ -	\$ -	\$ 1,103,130.00	\$ 1,103,130.00	1.467	\$ 1,618,291.71
World Superbikes Friday	PI	5000	1000	10000	4000			\$ 217.00	\$ 352.00	\$ -	\$ -	\$ 2,170,000.00	\$ 1,408,000.00	\$ 3,578,000.00	1.467	\$ 5,248,926.00
World Superbikes Saturday	PI	24000	4000	5000	15000			\$ 217.00	\$ 352.00	\$ -	\$ -	\$ 1,085,000.00	\$ 5,280,000.00	\$ 6,365,000.00	1.467	\$ 9,337,455.00
World Superbikes Sunday	PI	35000	10000	15000	10000			\$ 217.00	\$ 352.00	\$ -	\$ -	\$ 3,255,000.00	\$ -	\$ 3,255,000.00	1.467	\$ 4,775,085.00
World's Longest Lunch - Inverloch	M	200	160	40	0	\$ 273.00	\$ 401.00			\$ 10,920.00	\$ -	\$ -	\$ -	\$ 10,920.00	1.467	\$ 16,019.64
World's Longest Lunch - Rhyll	PI	200	160	40	0	\$ 273.00	\$ 401.00			\$ 10,920.00	\$ -	\$ -	\$ -	\$ 10,920.00	1.467	\$ 16,019.64
Total Attendees		462275	153580	175645	143050									\$ 89,893,685.00		\$ 131,874,035.90

APPENDIX C FINANCIAL AND PERSONNEL HOUR CONTRIBUTION

APPENDIX D BENCHMARKING

RURAL CITY OF BALLARAT

The City of Ballarat records and assesses contributions for Hallmark events held in the City. The Council commissions IER to assess the economic impact of events however this does not assess the social impact on communities.

The Council understands that an event takes time to grow and resonate with the community however, if the event fails to be financially viable, then it becomes less likely to receive funding in the following year. The Council expects a minimum return of between 1:15 to 1:20 on their initial contribution. If the event fails to meet this in the first couple of years, funding may be discontinued.

BOROUGH OF QUEENSCLIFFE

The Borough of Queenscliffe's major event is the Queenscliff Music Festival which provides a significant economic impact and exposure to the small municipality. Council does not conduct a review of events due to budget constraints however the Queenscliff Music Festival conducts its own review.

The Council directs \$10,000 in cash donations towards the festival and an additional \$10,000 in in-kind funding (including staff hours). In 2010, the festival's review indicated that the event directly injected \$1.7 million into the local economy. Council states that the branding of the festival "Queenscliff Music Festival" has an immeasurable impact on the tourism industry due to the increased identification of the Queenscliff brand.

The Council is happy with the extent of the social impact that this event has on the local community. The festival donates a sum of money to a number of community groups within the Shire. In 2010, \$21,000 was donated and shared between the Sea Scouts, Bellarine Railway and Queenscliff Senior Citizens Club. They also donated a number of tickets to local organisations to be auctioned off or for raffles. Several community groups also hold stores at the festivals as do charities such as Oxfam and Headspace. The festival also organises a free Primary School show on the Friday before the festival and a number of battle of the band competitions for teenagers across the year.

SOUTH GIPPSLAND SHIRE

South Gippsland Shire Council has recently discussed the need for a similar analysis to what is being conducted in Bass Coast Shire, although perhaps at a smaller scale due to the relative size of events. They have considered utilising computer modelling to examine the indirect impacts in the Shire. Council understands the social impacts of events and put extra effort into organising these after the natural disasters that occurred recently.

Council has a grant funding process that only supplies seed funding for three years, it is expected that the event will be able to stand on its own otherwise funding may not continue.

CITY OF GREATER GEELONG

The City of Greater Geelong undertakes comprehensive internal reviews of large events that council makes a financial contribution to examining their economic and social impact and subsequently uses this to inform their decision into what events are funded the following year. This assessment only looks at what was spent at the festival and does not look at the economic impact of holding the event on the overall economy. Surveying is also completed at these events to provide background into reasons behind visits and spending habits. These figures are used in house and used to make decisions on the importance of the event to Geelong.

The review has three key focuses, economic impacts, social impact and the branding profile that it brings to the Shire. The Council have identified the difficulty in ceasing funding for events that are not meeting KPIs.

The social assessment looks at opportunities for the community to participate, the number of free / family events, what messages the event sends to the community, the ability of the event to appeal to diverse age and ethnic groups and the legacy of the event. The idea of investigating the legacy is an interesting one that is particularly difficult to quantify. The Shire believes that it is important that when events come to Geelong, they make an effort to interact with the local community and local clubs which will in turn increase interest and positive outcomes. For example, if a BMX demonstration comes to Geelong, local BMX groups could act as volunteers at the event to improve their skills while the riders could give talks at schools to inspire young people and encourage them to increase their levels of recreation, therefore providing a lasting legacy in the community. If the demonstration came and went without interacting in this way then their impact would be negligible.

COLAC OTWAY SHIRE

Colac Otway Shire uses their grant funding process as their method of reviewing and sanctioning events. There is no formal analysis of the economic benefit to the local community, however it is part of the funding guidelines that the event staff undertake an economic analysis into the event to determine its impact on the Shire. This analysis is not undertaken by all events with some smaller events not able to complete this.

The Council has a policy that it will not sponsor events with the following:

- Festivals or Events that do not have a strong community base.
- Festivals or Events which are conducted completely outside the boundaries of the Colac Otway Shire.
- Duplication or replacement of other sources of funding for existing activities.
- Festivals which start before 1st July 2011 or after 30th June 2012.
- A major Festival or Event clashes with another Colac Otway Shire Festival or Event.

Successful applicants are required to undertake an evaluation survey at the completion of their event. This enables festival and event organisers to assess the amount of new funds that are

injected into the region as a result of their event. Additionally, it is a condition of sponsorship that a written, detailed brief and financial report outlining expenditure of the amount and purpose of the grant against the budget submitted be submitted within six weeks of the end of the festival. Audited financial statements are required for Gold and Platinum level applications.

The events team place a strong emphasis into the social impact of events. If an event has a sound social impact on the community, its economic impact will not be as important and the event is more likely to receive funding. The Council works to engage with event organisers to facilitate a positive social impact for the community.

TABLE 9 ASSESSMENT CRITERIA FOR EVENTS FUNDING IN COLAC OTWAY SHIRE

Assessment Criteria	Weighting
Social opportunities - Detail the community benefits provided by the project both short and long term	20%
Economic Development opportunities - Describe how the project stimulates visitation/tourism and increases economic development opportunities for residents of the Colac Otway Shire	20%
Cultural opportunities - Describe how the event contributes towards the development of community arts and culture, networks, programs and/or projects.	20%
Does the organisation meet eligibility requirements including availability of the organisation's matching contributions	10%
Are the aims and objectives of the proposal achievable and realistic?	10%
Provision of sufficient documentation for the proposal including letters of support, quotes etc	10%
Marketing / promotional opportunity	10%

The criteria for receiving grant criteria and levels of grant funding from the Council can be seen. These are well structured and provide a clear outline to potential organisers seeking sponsorship and help the Council to have a consistent and unified approach to grant funding.

TABLE 10 COLAC OTWAY FUNDING CATEGORIES

Sponsorship Funding Category	Sponsorship Benefit Commercial Event	Sponsorship Benefit Community Event
<p>Platinum Sponsorship (up to \$7500)</p>	<p>This level of sponsorship is available to Major Events with an international significance, significant “Icon Status” events within the Colac Otway Shire.</p> <p>Events in this category attract 5,000 or more attendees.</p> <p>Events within this category will provide significant benefits to the Colac Otway Shire in terms of economic, social and cultural growth to the region.</p> <p>The event will also provide a significant promotional and marketing opportunity (including print, signage, TV, radio and web) to the Colac Otway Shire.</p>	<p>This level of sponsorship is available to Major Community Events.</p> <p>Events in this category attract 5,000 or more attendees.</p> <p>Events within this category will provide significant benefits to the Colac Otway Shire in terms of at least two of the following areas: economic, social and cultural contributions to the local community.</p> <p>Events within this category must demonstrate a significant community focus.</p>

<p>Gold Sponsorship (up to \$5,000)</p>	<p>This level of sponsorship is available to Major Events with considerable significance within the Colac Otway Shire.</p> <p>Events in this category attract between 2,000-5,000 attendees</p> <p>Events within this category will provide strong benefits to the Colac Otway Shire in terms of economic, social and cultural contributions to the local community.</p> <p>The event will also provide considerable promotional marketing opportunity (including print, signage, radio and web) to the Colac Otway Shire and be a motivator for people to visit the region.</p>	<p>This level of sponsorship is available to Community Events with considerable significance within the Colac Otway Shire.</p> <p>Events in this category attract between 2,000-5,000 attendees</p> <p>Events within this category will provide strong benefits to the Colac Otway Shire in terms of at least two of the following areas: economic, social and cultural contributions to the local community.</p> <p>Events within this category must demonstrate a strong community focus.</p>
<p>Silver Sponsorship (up to \$2,500)</p>	<p>This level of sponsorship is available to Minor Events within the Colac Otway Shire.</p> <p>Events in this category attract between 1,000 - 2,000 attendees.</p> <p>Events within this category will provide reasonable benefits to the Colac Otway Shire in terms of economic, social and cultural growth to the region.</p> <p>The event will also provide some promotional and marketing opportunity (including print, signage, and web) to the Colac Otway Shire and may be a motivator for people to visit the region.</p>	<p>This level of sponsorship is available to Community Events within the Colac Otway Shire, which attract between 1,000 - 2,000 attendees.</p> <p>Events within this category will provide reasonable benefits to the Colac Otway Shire in terms of at least two of the following areas: economic, social and cultural contributions to the local community.</p> <p>Events within this category must demonstrate reasonable community focus.</p>

<p>Bronze Sponsorship (under \$1000)</p>	<p>This level of sponsorship is available to Minor Events within the Colac Otway region.</p> <p>Events in this category will have an attendance of up to 1,000</p> <p>Events within this category will provide some benefits to the Colac Otway Shire in terms of economic, cultural and social growth to the region.</p> <p>The event will also provide some promotional marketing opportunity (including print, signage and web) to the Colac Otway Shire and may be a motivator for people to visit the region.</p>	<p>This level of sponsorship is available to Minor Community Events within the Colac Otway region.</p> <p>Events in this category will have an attendance of up to 1,000..</p> <p>Events within this category will provide some benefits to the Colac Otway Shire in terms of at least two of the following areas: economic, cultural and social growth to the region.</p> <p>Events within this category must demonstrate some community focus.</p>
<p>Seed Funding (under \$1000)</p>	<p>This level of sponsorship is available to newly established events within the Colac Otway region.</p>	<p>This level of sponsorship is available to newly established events within the Colac Otway region.</p>