

2012 SUPERCHEAP AUTO BATHURST 1000

Economic Impact

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ECONOMIC IMPACTS

Total Impacts

(based on expenditure by spectators, teams, event promoter, contractors, media, suppliers and police)

Region	Value added (\$m)	Employment (Full-time equivalent)
Bathurst	25.28	255
Central West	30.53	305
NSW	55.43	475

- Value added generated by Supercheap Auto Bathurst 1000 in NSW - 17% of the net inflow of monies into NSW from 56 major events (festivals, sporting, entertainment) in July 2011-April 2012

ECONOMIC IMPACTS

- For 2012 Supercheap Auto Bathurst 1000 generated in comparison to 2008:
 - Value added: +9.8%
 - Salaries & wages income: +20.5%
 - 282 full time equivalent jobs: -9.6%



EXPENDITURE PATTERNS

Expenditure 2008 and 2012 comparison

Type	2008 (\$m)	2012 (\$m)	% change
Spectator expenditure	16.1	20.44	+26.9
Competitor expenditure	0.59	0.57	-3.4
Promoter, sponsor, media, contractor and police expenditure	3.42	3.92	+14.6

EXPENDITURE PATTERNS

- Attendance
 - 207,205 visitors in 2012
 - 187,157 in 2008
- Average length of stay in Bathurst
 - 4.81 nights in 2012
 - 4.09 in 2008
- Expenditure of visitors staying in hotels, motels, guest houses
 - \$248.7 per night in 2012
 - \$239.2 in 2008
- Aggregate size of core teams
 - 634 persons in 2012
 - 653 persons in 2008



SECTORAL IMPACTS

- Hospitality is main beneficiary
- Value added
 - hospitality 9.84% of output for 2012, 97 FTE
 - food and beverage manufacturing 7.35% of output for 2012



METHODOLOGICAL NOTES

- Survey of visitors (828 people surveyed), survey of competitors, data from event promoter, police and Bathurst Visitor Information Centre
- Expenditure aggregated (type of actor), separated (based on area), allocated to respective industries

