

# Event Impact Analysis

Murrindindi Shire Council  
Economic Development Team

# Why do an event impact analysis?

It is helpful to understand the impact an event has on a community.

It can assist in:

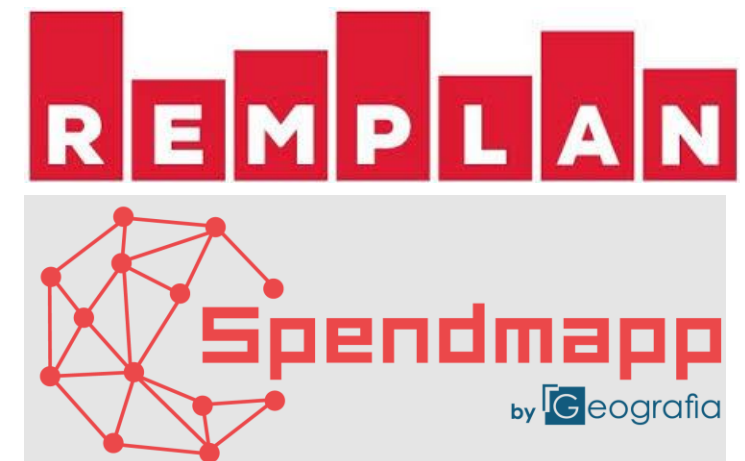
- Understanding the benefits and pain points of events
- Understanding the economic impact for the community
- Support future event planning activities

# What data can we look at?

Council has access to two economic data analysis tools:

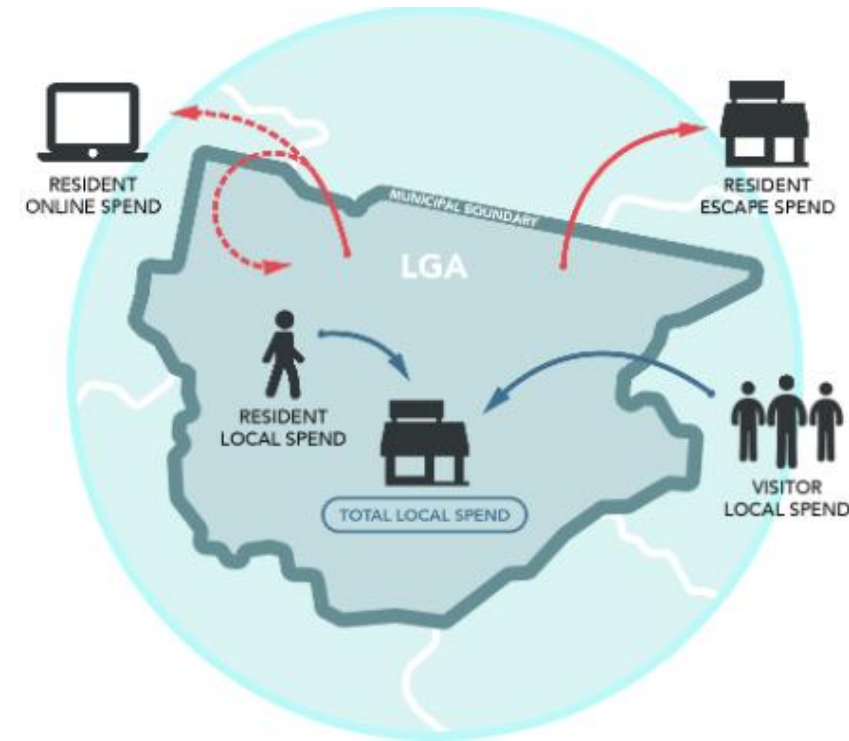
- Remplan
- Spendmapp by Geografia

Both tools have strengths in the information they can provide across an event analysis.



# What is Spendmapp data?

- Spendmapp is a bank transaction analytics application
- Spendmapp utilises bank transaction (EFTPOS and credit/debit) data
- Spendmapp counts cardholders and transactions in specified locations, times and types (resident and visitor).



Spendmapp data from visiting businesses (e.g. food van) using eftpos terminals registered to their business will not be captured in Murrindindi Spendmapp data (it will be captured in the registered business LGA)

# Event - Comparison data

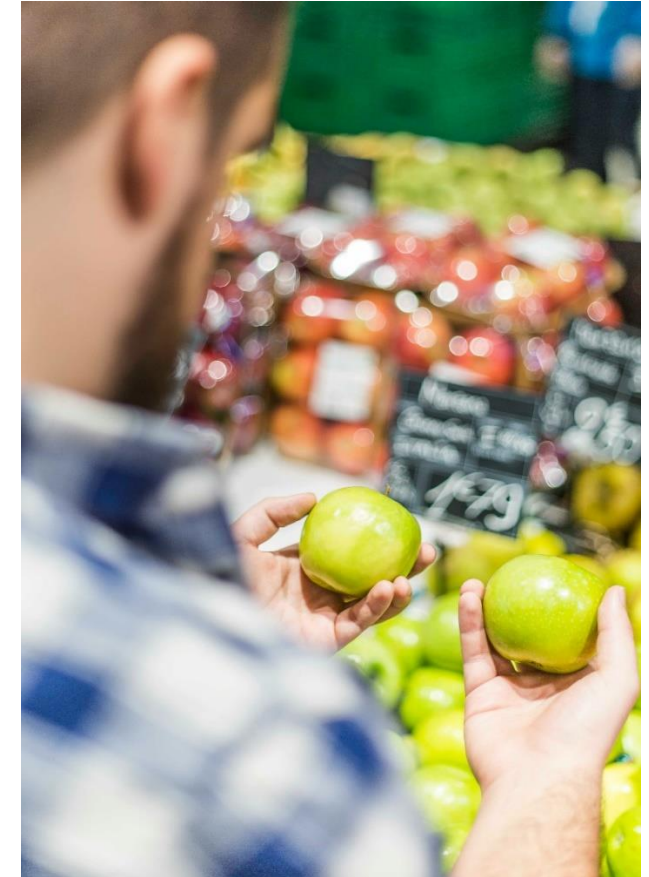
1. The aim is to measure the impact of an event by demonstrating change on the local economy and event growth. We can achieve this through 2 comparisons
  - How has it changed from a normal trading day?
  - How does the event compare against the previous year?

If we compare the data generated on the event days, 30 March 2024, 29 April 2023 and 15 April 2022

to a like non event days, 23 March 2024, 6 May 2023, 23 April 2022 this will demonstrate if a change, or impact has occurred.

2. If we compare the data generated on the 2022 and 2023 event day to the 2024 event day, this will demonstrate if a change, or impact has occurred.

*Please note all analysis has been based a single day event.*



# Alexandra Speedway

## Event summary (key information)

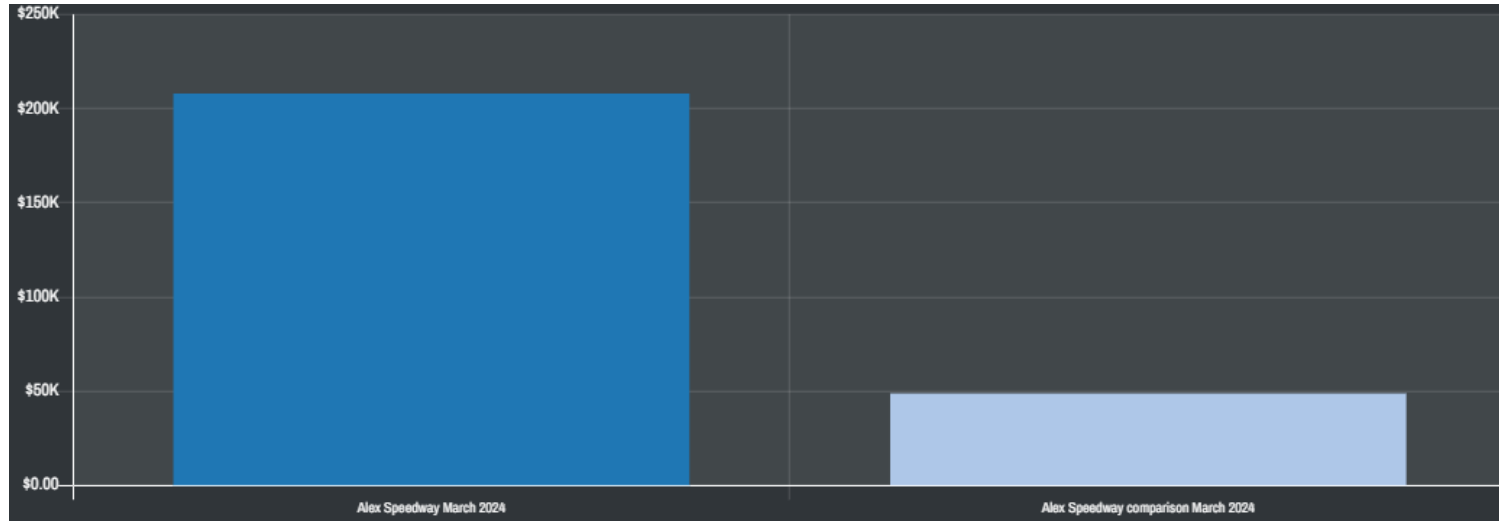
- Dates:
  - 30 March 2024
  - 29 April 2023
  - 8 April 2022
  - 15 April 2022
- Location: Alexandra Speedway
- Event operates annually via advertised meets

*Please note all analysis has been based a single day event.*



*Photo credit to Seymour Telegraph*

# Event date 2024 compared to non-event date



**Visitor Spend** – Spending by visitors and businesses based outside of the Murrindindi Shire

**Resident Spend** – Spending by people and businesses based in Murrindindi Shire

**Total Spend** – Total spending inside Murrindindi Shire (Visitor + Resident)

## Visitor Spend

Measure	Value (tourism spend)
The total spend during the event is	\$207,997
The total spend on the comparison date is	\$48,768
The difference is an increase of visitor spend	\$159,229 (76%)

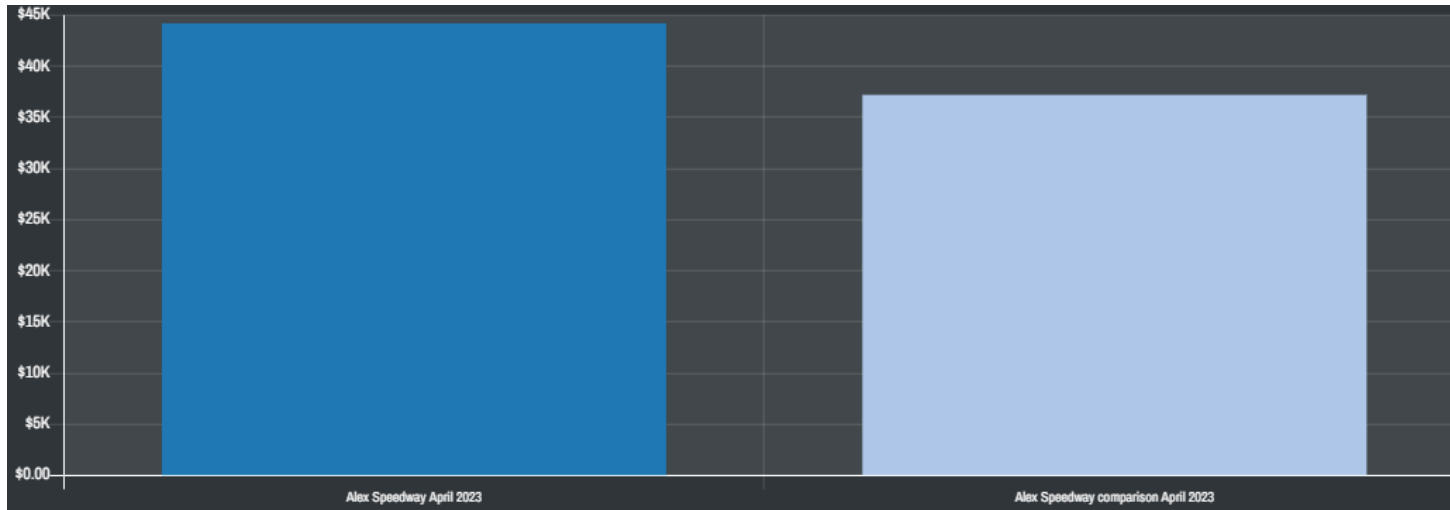
## Resident Spend

Measure	Value (resident spend)
The total spend during the event is	\$26,019
The total spend on the comparison date is	\$33,429
The difference is a decrease of resident spend	\$7,410 (28%)

## Total Spend

Measure	Value (total spend)
The total spend during the event is	\$242,033
The total spend on the comparison date is	\$87,889
The difference is an increase of total spend	\$154,144 (63%)

# Event date 2023 compared to non-event date



**Visitor Spend** – Spending by visitors and businesses based outside of the Murrindindi Shire

**Resident Spend** – Spending by people and businesses based in Murrindindi Shire

**Total Spend** – Total spending inside Murrindindi Shire (Visitor + Resident)

## Visitor Spend

Measure	Value (tourism spend)
The total spend during the event is	\$44,210
The total spend on the comparison date is	\$37,206
The difference is an increase of visitor spend	\$7,004 (15%)

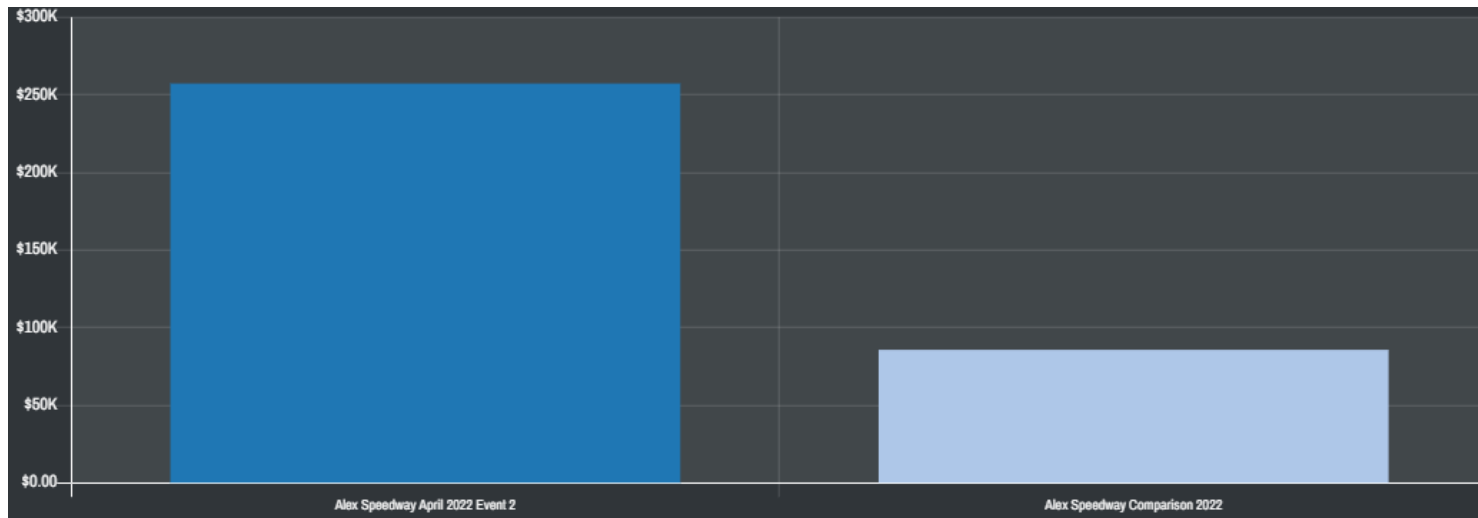
## Resident Spend

Measure	Value (resident spend)
The total spend during the event is	\$22,124
The total spend on the comparison date is	\$29,655
The difference is a decrease of resident spend	\$7,531 (34%)

## Total Spend

Measure	Value (total spend)
The total spend during the event is	\$75,132
The total spend on the comparison date is	\$71,760
The difference is an increase of total spend	\$3,372 (4%)

# Event date 2022 compared to non-event date



**Visitor Spend** – Spending by visitors and businesses based outside of the Murrindindi Shire

**Resident Spend** – Spending by people and businesses based in Murrindindi Shire

**Total Spend** – Total spending inside Murrindindi Shire (Visitor + Resident)

## Visitor Spend

Measure	Value (tourism spend)
The total spend during the event is	\$257,305
The total spend on the comparison date is	\$85,667
The difference is an increase of visitor spend	\$171,638 (66%)

## Resident Spend

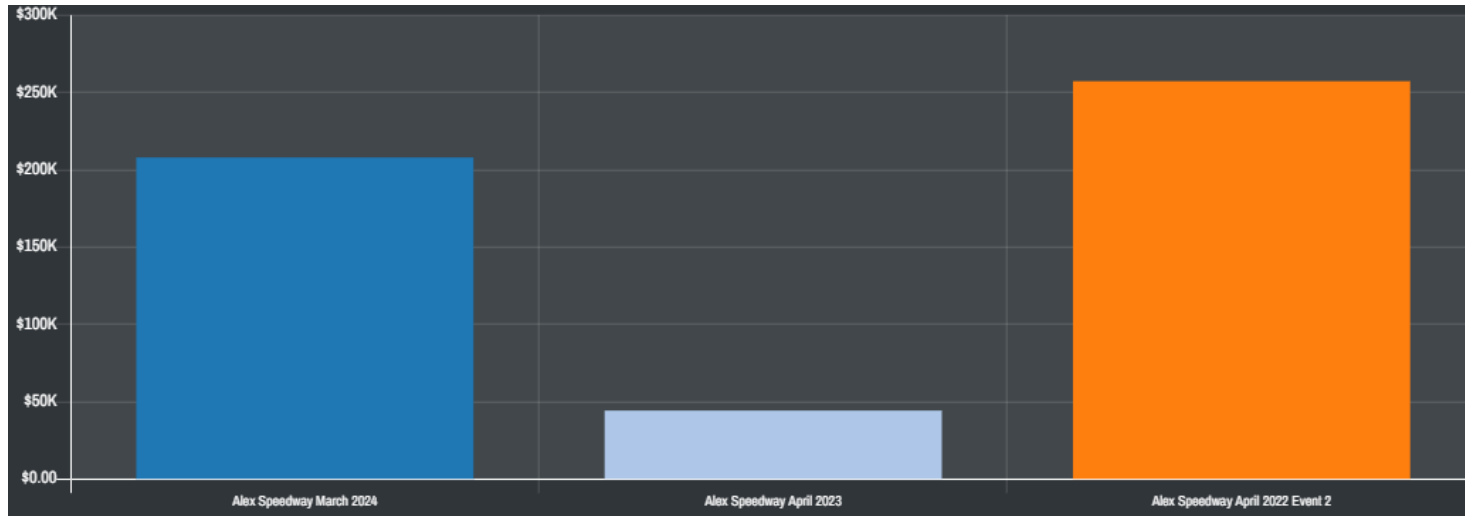
Measure	Value (resident spend)
The total spend during the event is	\$24,168
The total spend on the comparison date is	\$20,613
The difference is an increase of resident spend	\$3,555 (14%)

## Total Spend

Measure	Value (total spend)
The total spend during the event is	\$293,517
The total spend on the comparison date is	\$117,898
The difference is an increase of total spend	\$175,619 (59%)



# Annual Event Comparison 22 to 24



**Visitor Spend** – Spending by visitors and businesses based outside of Murrindindi Shire

**Resident Spend** – Spending by people and businesses based in Murrindindi Shire

**Total Spend** – Total spending inside Murrindindi Shire (Visitor + Resident)

## Visitor Spend

Measure	Value (tourism spend)
The total spend during 2024 event is	\$207,997
The total spend during 2023 event is	\$44,210
The total spend during 2022 event is	\$257,305
The difference between 23/24 is an increase of	\$163,787 (78%)
The difference between 22/24 is a decrease of	\$49,308 (23%)

## Resident Spend

Measure	Value (resident spend)
The total spend during 2024 event is	\$26,019
The total spend during 2023 event is	\$22,124
The total spend during 2022 event is	\$24,168
The difference between 23/24 is a decrease of	\$3,895 (14%)
The difference between 22/24 is a decrease of	\$1,851 (7%)

## Total Spend

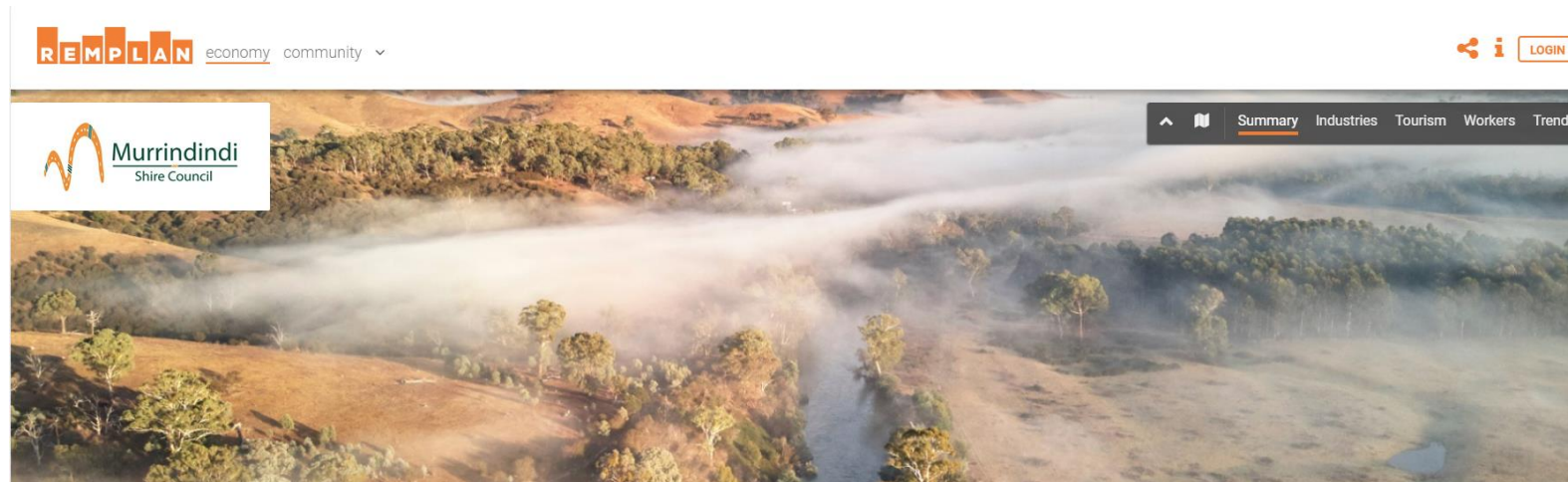
Measure	Value (total spend)
The total spend during 2024 event	\$242,033
The total spend during 2023 event	\$75,132
The total spend during 2022 event	\$293,517
The difference between 23/24 is an increase of	\$166,901 (68%)
The difference between 22/24 is a decrease of	\$51,484 (21%)

# What is Remplan data?

A powerful web-based tool which provides an enormous range of economic and demographic data about Murrindindi Shire.

The website contains demographic data, economic data and maps for the key industry sectors, as well as population and employment forecasts.

[Access REMPLAN Tool](#)



Economy, Jobs and Business Insights

Home to **15,482 people**, Murrindindi supports **5,003 jobs** and has an annual economic output of **\$1.696 billion**.

Murrindindi  
Snapshot

# Remplan Event Impact

To further analyse the economic impact of an event we can create a scenario based off the actual event attendance information in Remplan to calculate output and employment impact data.

Measure	Value (tourism)
Total Output	\$112.791k
Short Term creation of direct jobs (the length of the activity)	201 jobs
Long Term creation of jobs (annualised)	1 job

## Outcomes:

- The event has demonstrated a \$112,791 increase in spend across the local economy, and a job creation of 1 FTE compared to a standard business day
- The event has demonstrated a \$166,901 or (68%) increase in spend from the previous year

# Disclaimer



Council has prepared this data utilising the Spendmapp by Geografia Tool. It is prepared in good faith to demonstrate the economic impact of an event within a set location and time.

Every effort has been made to ensure the accuracy of this information however, it is for the purposes of event impact only and financial and business decisions can not be made on this data. Individual due diligence is required to support decision making and Council recommend engaging with appropriately qualified professionals, e.g. Business Advisor, Financial Counsellor or Accountant.

REMPPLAN: All figures, data and commentary presented in this software are based on data sourced from the Australian Bureau of Statistics (ABS), most of which relates to the 2021, 2016, 2011, 2006 and 2001 Censuses, and data sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) published by Tourism Research Australia.

Using ABS datasets and an input / output methodology industrial economic data estimates for defined geographic regions are generated.

The software also incorporates a region-specific economic impact modelling feature that was first developed at La Trobe University, with continued development from December 2006 by REMPLAN. This feature generates estimates of indirect or flow-on impacts from a direct change to an economy.

This software is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, REMPLAN does not guarantee the accuracy of data, nor the conclusions drawn from this information. A decision to pursue any action in any way related to the figures, data and commentary presented in this software is wholly the responsibility of the party concerned. REMPLAN advises any party to conduct detailed feasibility studies and seek professional advice before proceeding with any such action and accept no responsibility for the consequences of pursuing any such action.

*Thank you*