

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:

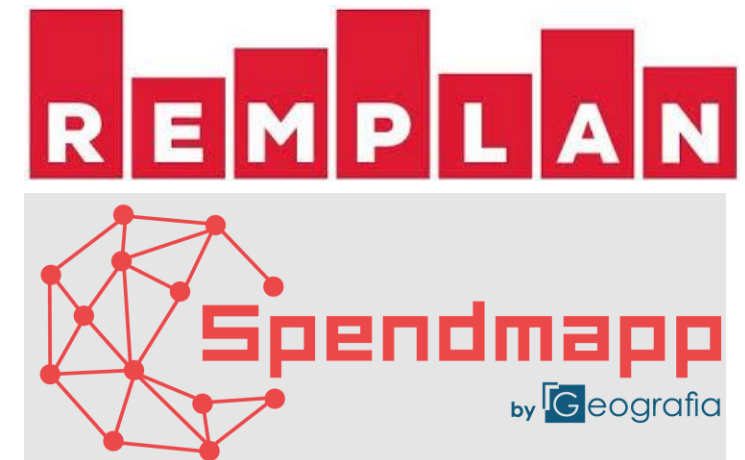
- Understanding the benefits and pain points of events
- Understanding the economic impact for the community
- Support future event planning activities

What data can we look at?

Council has access to two economic data analysis tools:

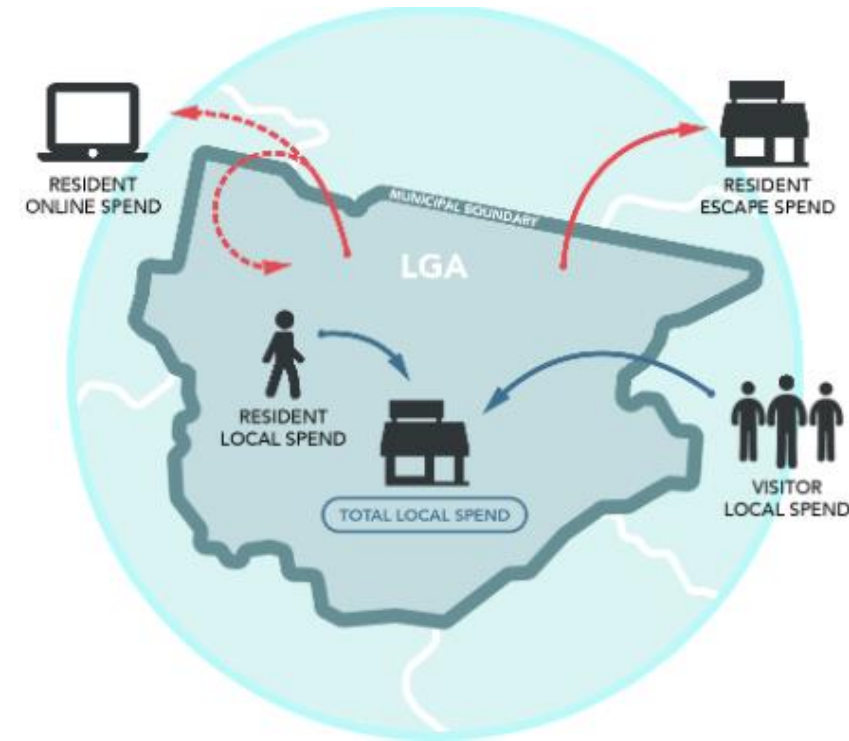
- Remplan
- Spendmapp by Geografia

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).



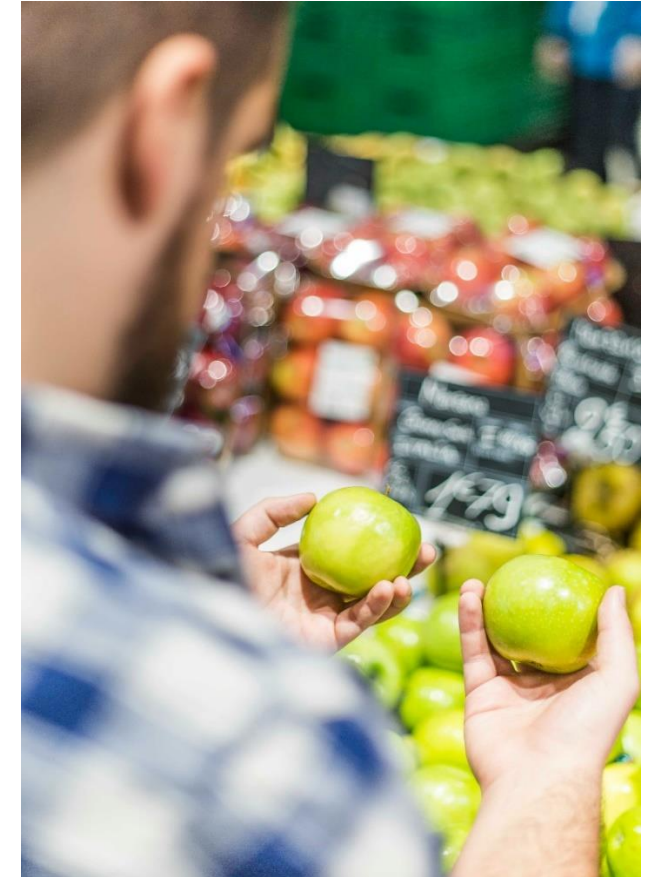
Spendmapp data from visiting businesses (e.g. food van) using eftpos terminals registered to their business will not be captured in Murrindindi Spendmapp data (it will be captured in the registered business LGA)

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, **07/06/2024 – 11/06/2024** to similar non event days, **14/06/2024 to 18/06/2024** this will demonstrate if a change, or impact has occurred.

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



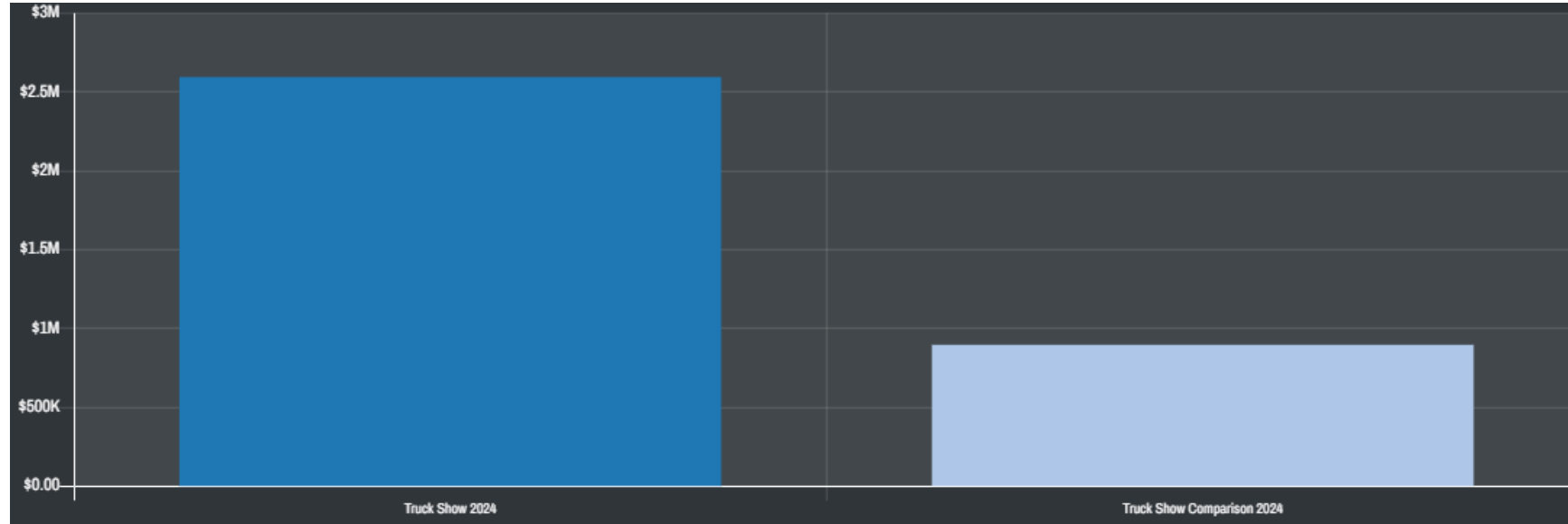
Alexandra Truck & Rod Show 2024

Event summary (key information)

- Date: 07/06/2024 – 11/06/2024
- Location: Alexandra Vic
- Attendance = 18,000
- Regular event that runs annually



Event date 2024 compared to non-event date Shire Wide



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 2024 event is	\$2,594,508
The total spend on the comparison period is	\$895,729
The difference is an increase of visitor spend	\$1,698,779 (65%)

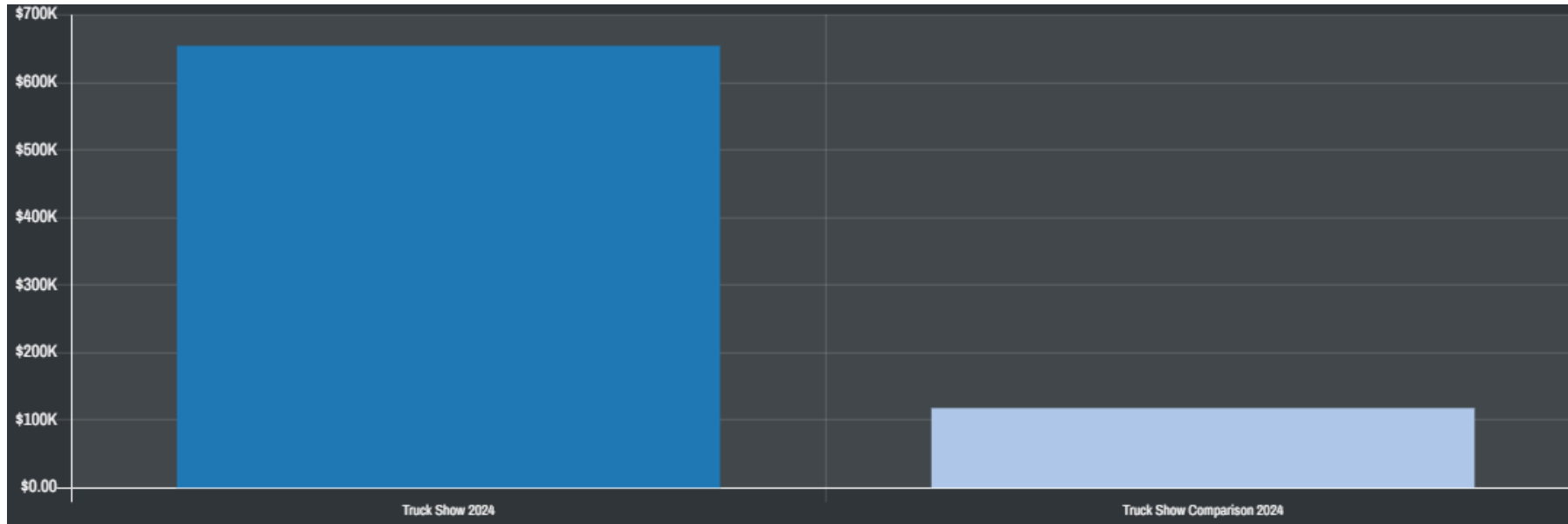
Resident Spend

Measure	Value (resident spend)
The total spend during 2024 event is	\$453,484
The total spend on the comparison date is	\$419,097
The difference is an increase of resident spend	\$34,387 (7%)

Total Spend

Measure	Value (total spend)
The total spend during 2024 event is	\$3,221,198
The total spend on the comparison date is	\$1,575,908
The difference is an increase of total spend	\$1,645,290 (51%)

Event date 2024 compared to non-event date Alexandria Specific



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 2024 event is	\$654,198
The total spend on the comparison period is	\$117,869
The difference is an increase of visitor spend	\$536,329 (81%)

Resident Spend

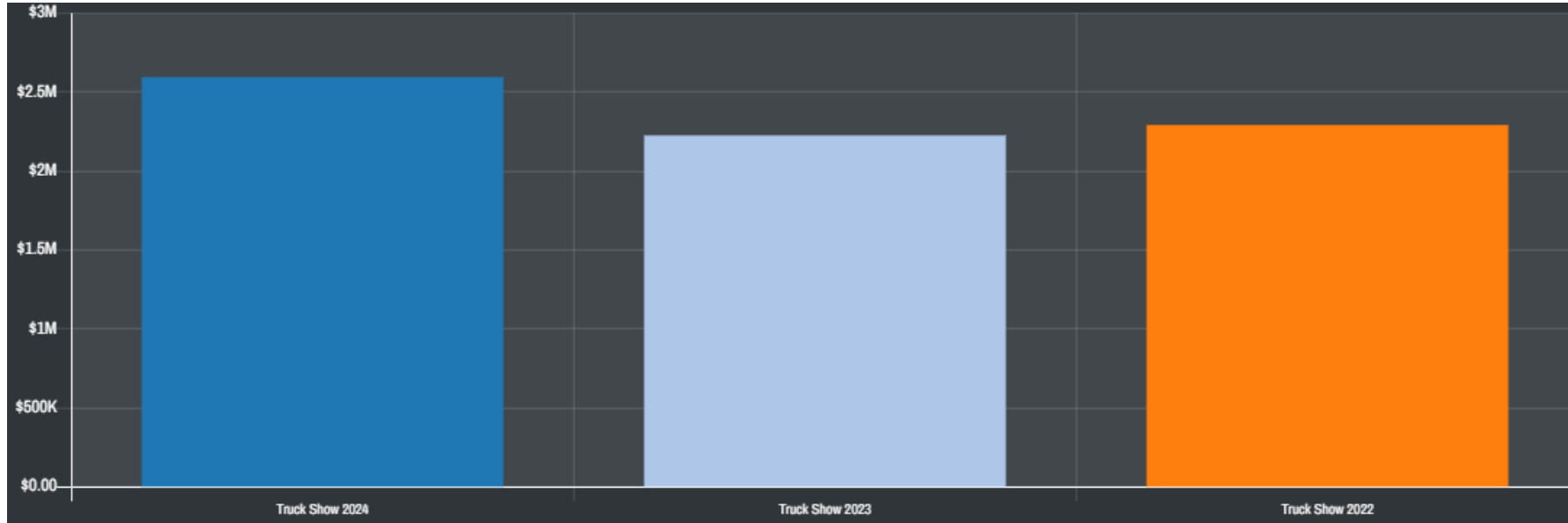
Measure	Value (resident spend)
The total spend during 2024 event is	\$161,334
The total spend on the comparison period is	\$150,085
The difference is an increase of resident spend	\$11,249 (6%)

Total Spend

Measure	Value (total spend)
The total spend during 2024 event is	\$838,561
The total spend on the comparison date is	\$350,923
The difference is an increase of total spend	\$487,638 (58%)

Event date 2022, 2023 vs 2024

Shire Wide



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	\$2,594,508
Total spend on the 2023 event is	\$2,225,241
Total spend on the 2022 event is	\$2,291,409
The difference from 2023 to 2024 increase	\$369,267 (14%)
The difference from 2023 to 2024 increase	\$303,099 (11%)

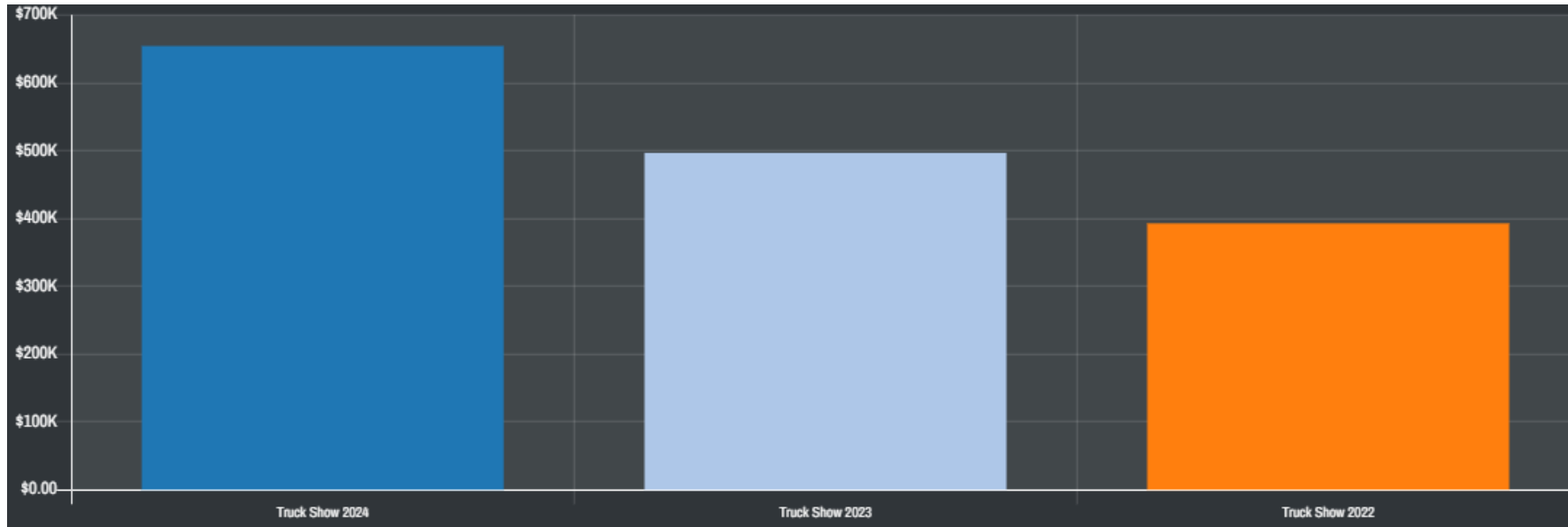
Resident Spend

Measure	Value (resident spend)
The total spend during 2024 event is	\$453,484
The total spend on the 2023 date is	\$486,873
The total spend on the 2022 date is	\$369,618
The difference from 2023 to 2024 decrease	\$33,389 (7%)
The difference from 2023 to 2024 increase	\$83,866 (18%)

Total Spend

Measure	Value (total spend)
The total spend during 2024 event is	\$3,221,198
The total spend on the 2023 event is	\$2,885,936
The total spend on the 2022 event is	\$2,878,989
The difference from 2023 to 2024 increase	\$335,262 (10%)
The difference from 2022 to 2024 increase	\$342,209 (10%)

Event date 2022, 2023 vs 2024 Alexandra Specific



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	\$654,198
Total spend on the 2023 event is	\$496,558
Total spend on the 2022 event is	\$392,658
The difference from 2023 to 2024 increase	\$157,640 (24%)
The difference from 2022 to 2024 increase	\$261,540 (39%)

Resident Spend

Measure	Value (resident spend)
The total spend during 2024 event is	\$161,334
The total spend on the 2023 date is	\$159,304
The total spend on the 2022 date is	
The difference from 2023 to 2024 increase	\$2,030 (1%)
The difference from 2022 to 2024 increase	\$58,417 (36%)

Total Spend

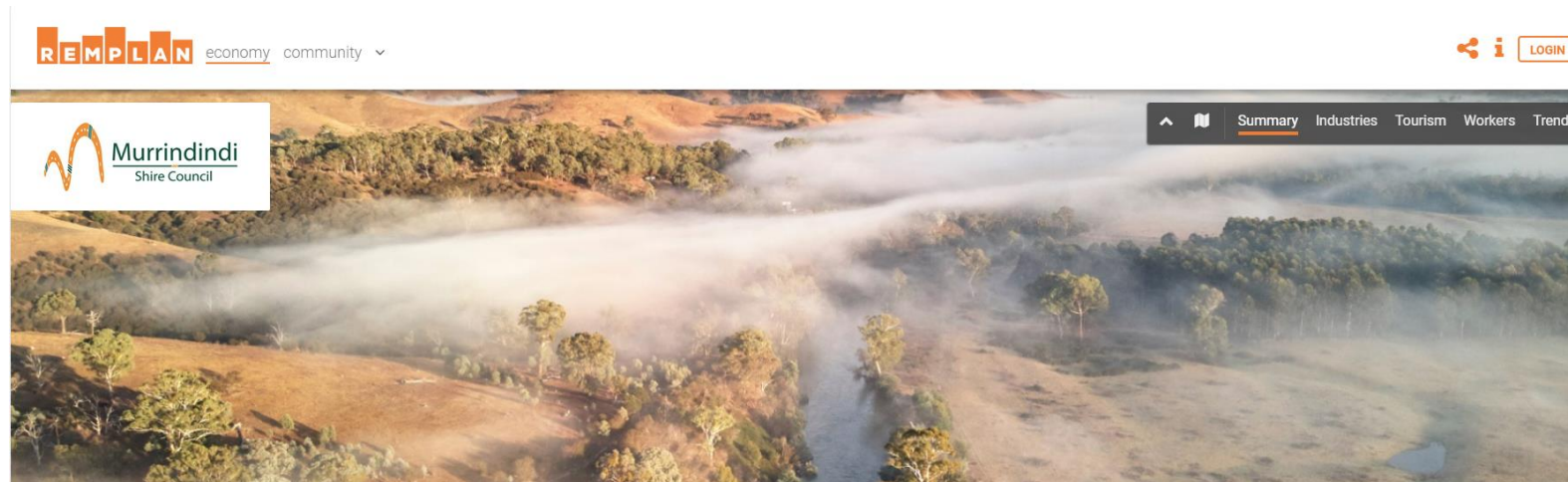
Measure	Value (total spend)
The total spend during 2024 event is	\$838,561
The total spend on the 2023 event is	\$692,225
The total spend on the 2022 event is	\$559,172
The difference from 2023 to 2024 increase	\$146,336 (17%)
The difference from 2022 to 2024 increase	\$279,389 (33%)

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	\$2.380M
Short Term creation of direct jobs (the length of the activity)	495.62 FTE
Long Term creation of jobs (annualised)	6.79 FTE

Outcomes:

- The event has demonstrated a \$487,638 or (58%) increase in spend across the local economy, and a job creation of 6.79 FTE compared to a standard business day
- The event has demonstrated a \$261,540 or (39%) 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