

## Alexandra Pro Rodeo 2023 - Spendmapp Impact Data

### Data Limitations:

⚠ When drawing conclusions about whether your Alexandra Pro Rodeo 2023 event had an impacted on local spending, you should consider:

- The weather on the date/s.
- If another event on the same date/s may have influenced spending.
- Whether you have chosen the correct comparison date/s.
- Whether the event influenced spending in different ways. For example there were pre-sale tickets, or attendees self-catered.

! 🚨 ! Due to unusually low transaction numbers, some of the data for Resident Local Spend and Visitor Local Spend has been suppressed to meet the privacy rule thresholds. This means there will be a larger than usual gap between Total Local Spend and the sum of its two components. The percentage gap in "Annual Night Time Expenditure" due to data privacy rules is 13.5%

### Summary:

'Spendmapp uses real, continuous, and comprehensive bank transaction data to create a moving picture of your economy. It shows how long-term trends are reshaping activity and how short-term shocks, events, and economic development initiatives impact spending in different sectors.'  
A key activity possible with Spendmapp is the ability to evaluate events.

It is important to remember that:

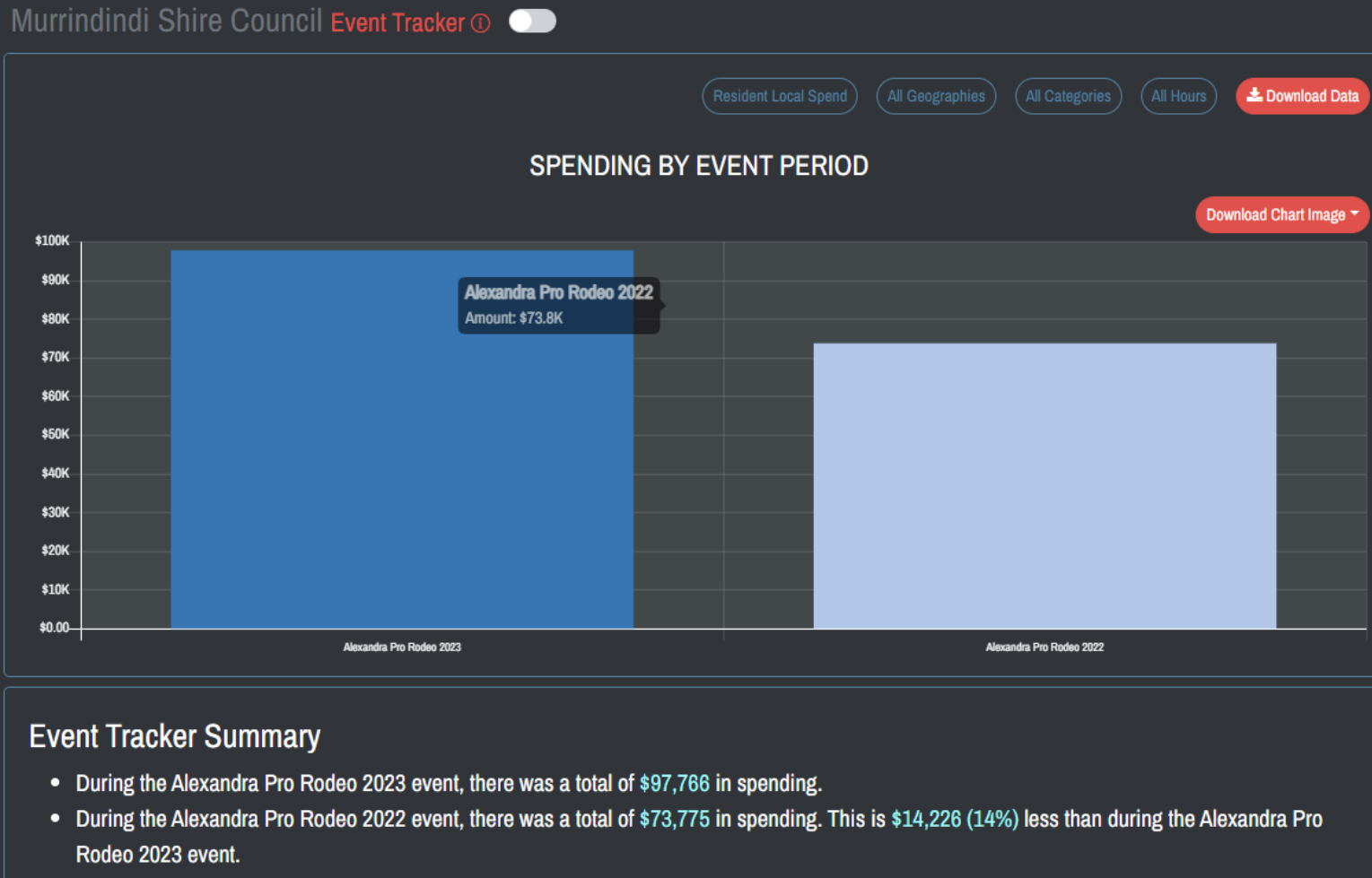
- the above figures represent all spending at a given time and thus, the figures are providing trend data to form a picture of the impact on the local economy on a particular day / period.
- the impact displayed can be due to a number of variables including the event ran on that day, The event is not the sole variable being displayed in the data.

## Visitor Local Spend: Alexandra



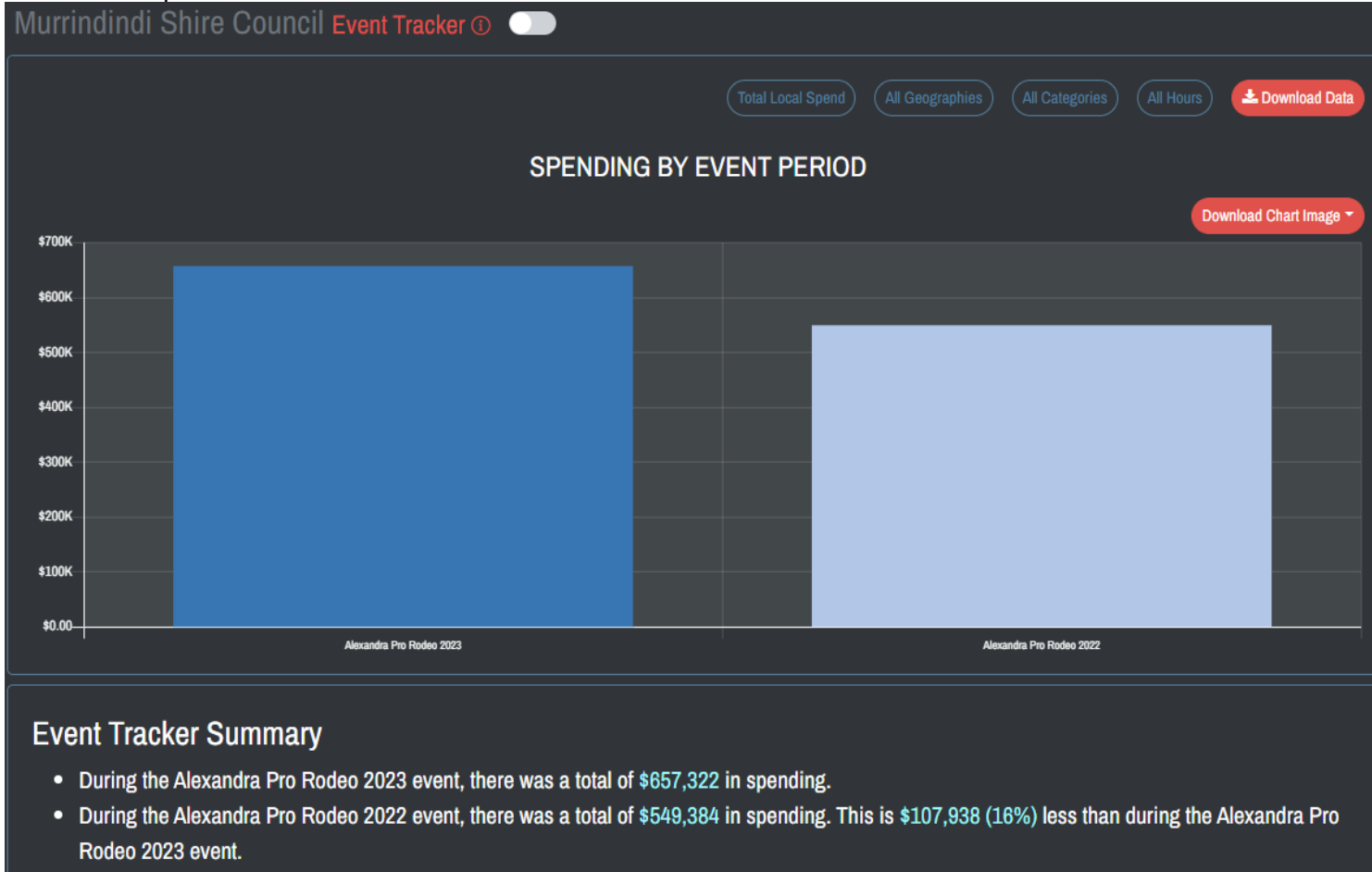
**Data limitations: apply as stated in this document.**

## Resident Local Spend: Alexandra



**Data limitations: apply as stated in this document.**

## Total Local Spend: Alexandra



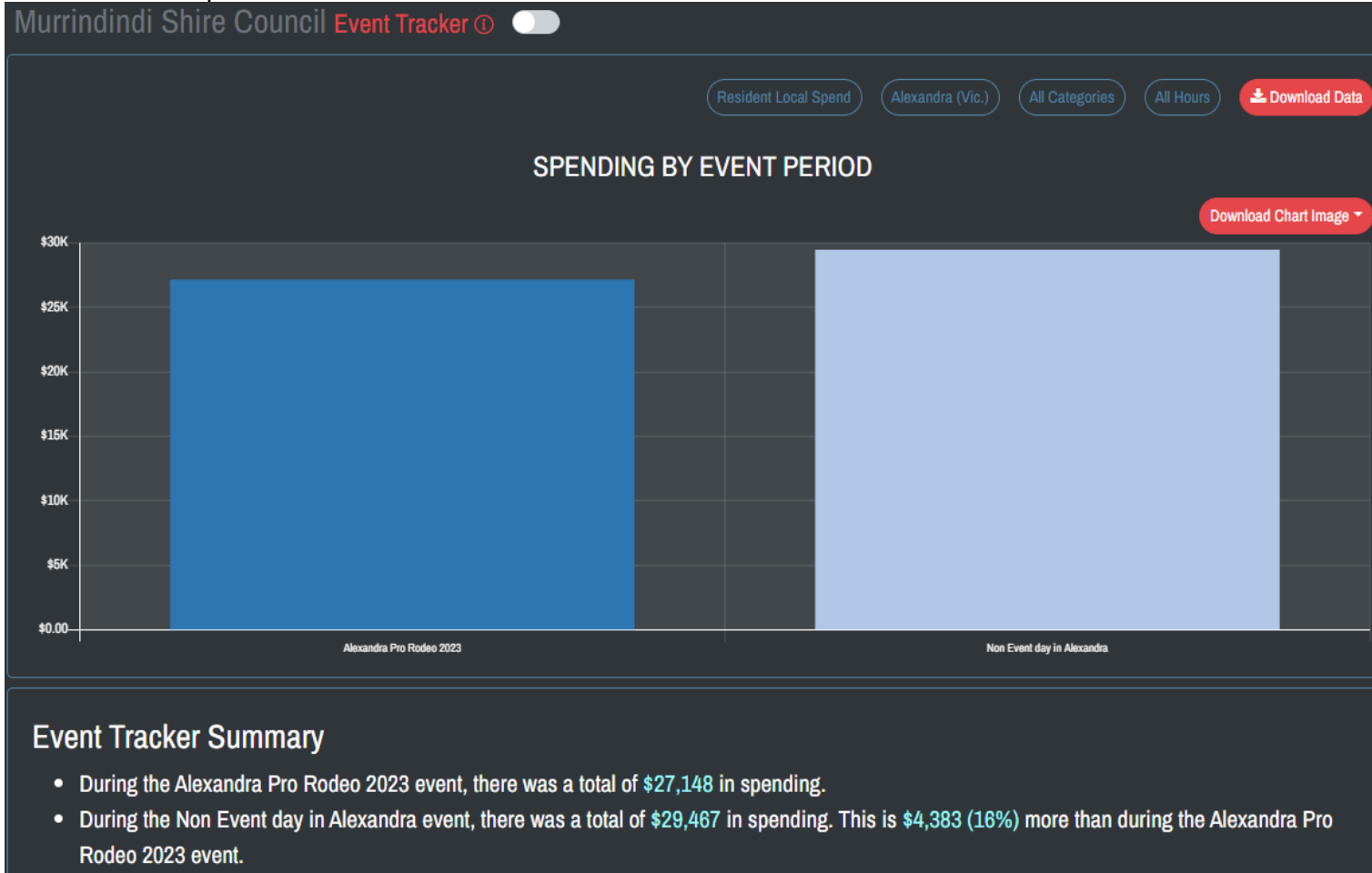
**Data limitations: apply as stated in this document.**

## Visitor Local Spend: Alexandra



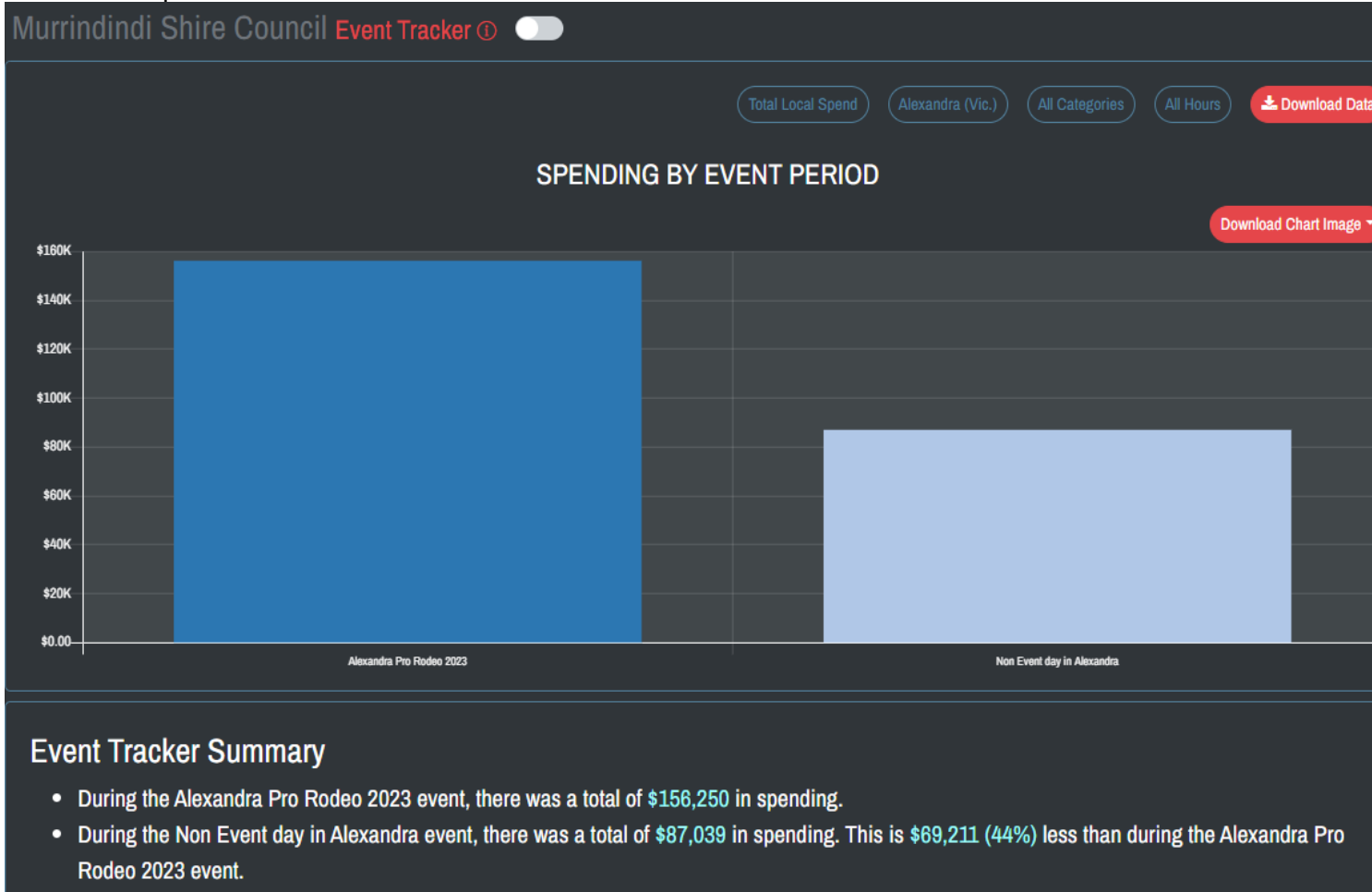
**Data limitations: apply as stated in this document.**

## Resident Local Spend: Alexandra



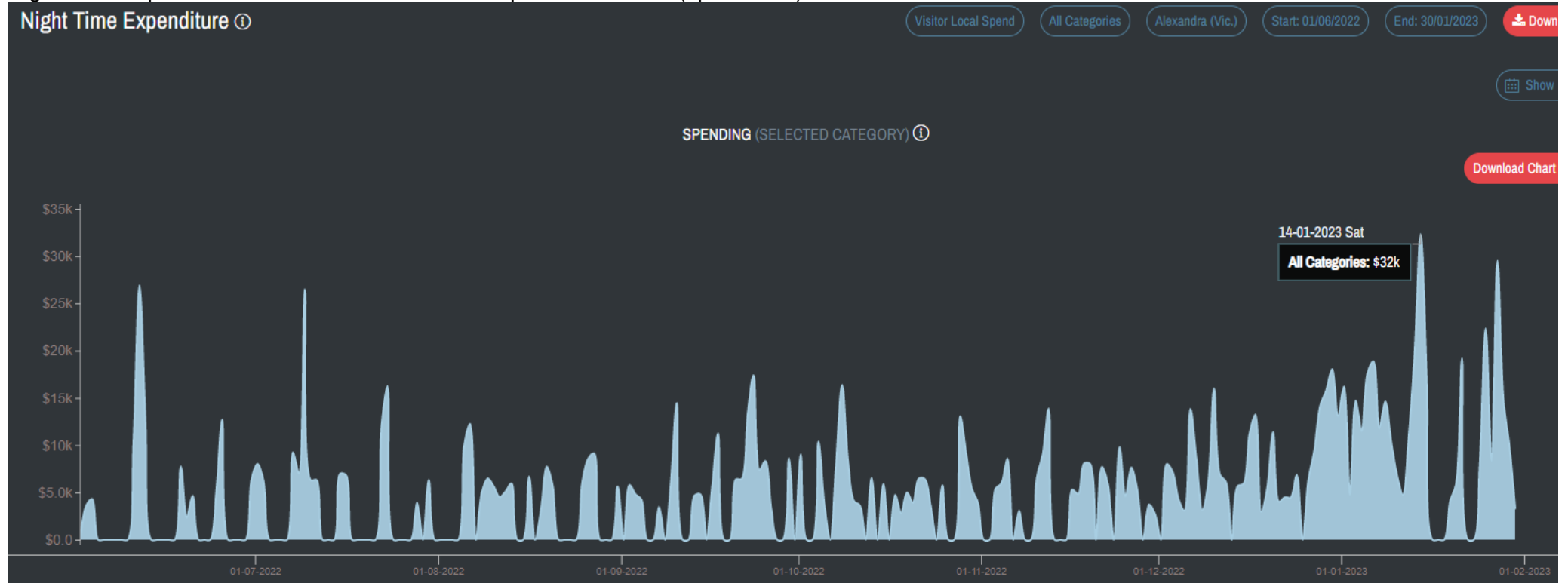
**Data limitations: apply as stated in this document.**

## Total Local Spend: Alexandra



**Data limitations: apply as stated in this document.**

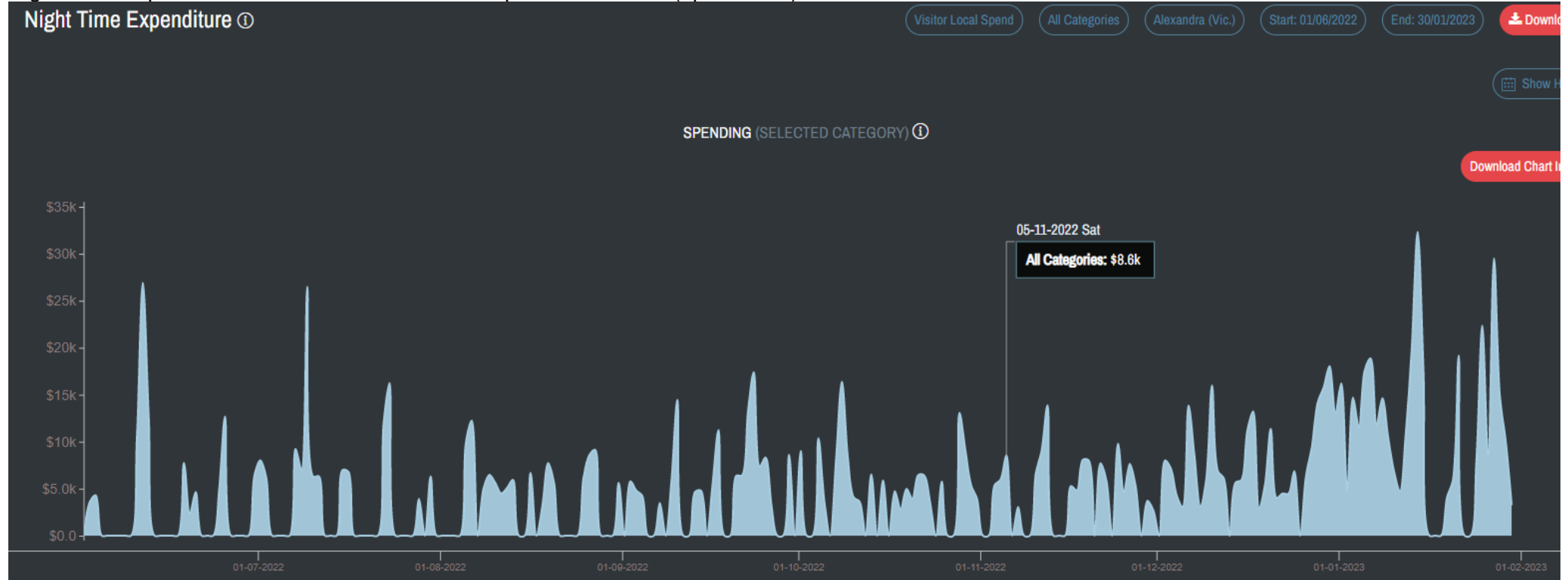
# Night Time Expenditure 14/01/2023: Visitor Local Spend: Alexandra (6pm – 8am)



\$32K Expenditure across all expenditure categories.



Night Time Expenditure 0511/2022: Visitor Local Spend: Alexandra (6pm – 8am)

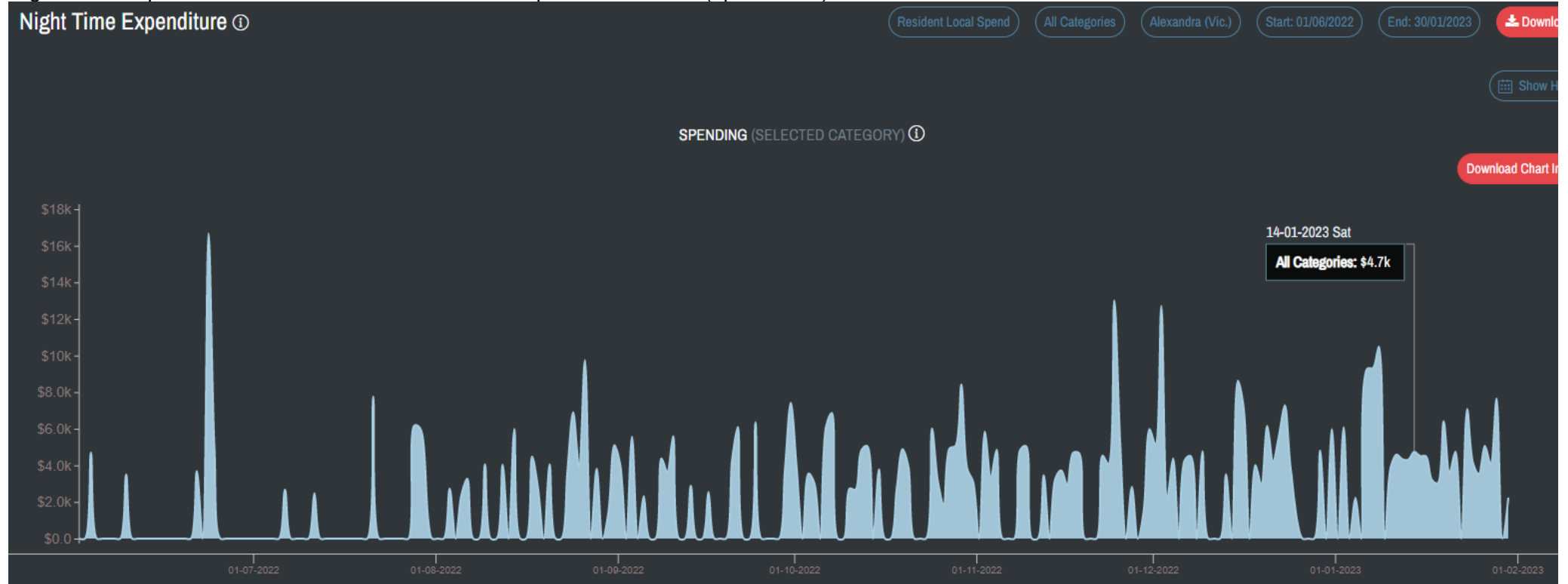


\$8.6k Expenditure across all expenditure categories.

**Total Difference = \$23.4k (+)**

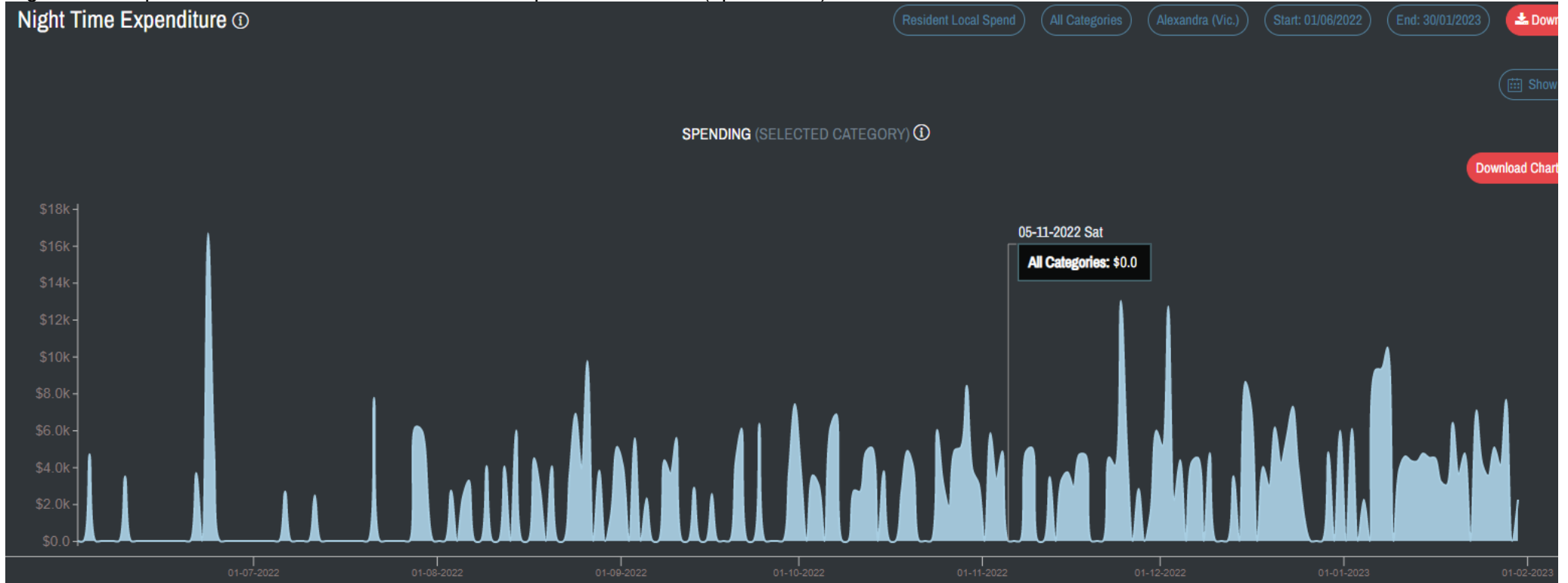
**Data limitations: apply as stated in this document.**

Night Time Expenditure 14/01/2023: Resident Local Spend: Alexandra (6pm – 8am)



\$4.7K Expenditure across all expenditure categories.

# Night Time Expenditure 05/11/2022: Resident Local Spend: Alexandra (6pm – 8am)

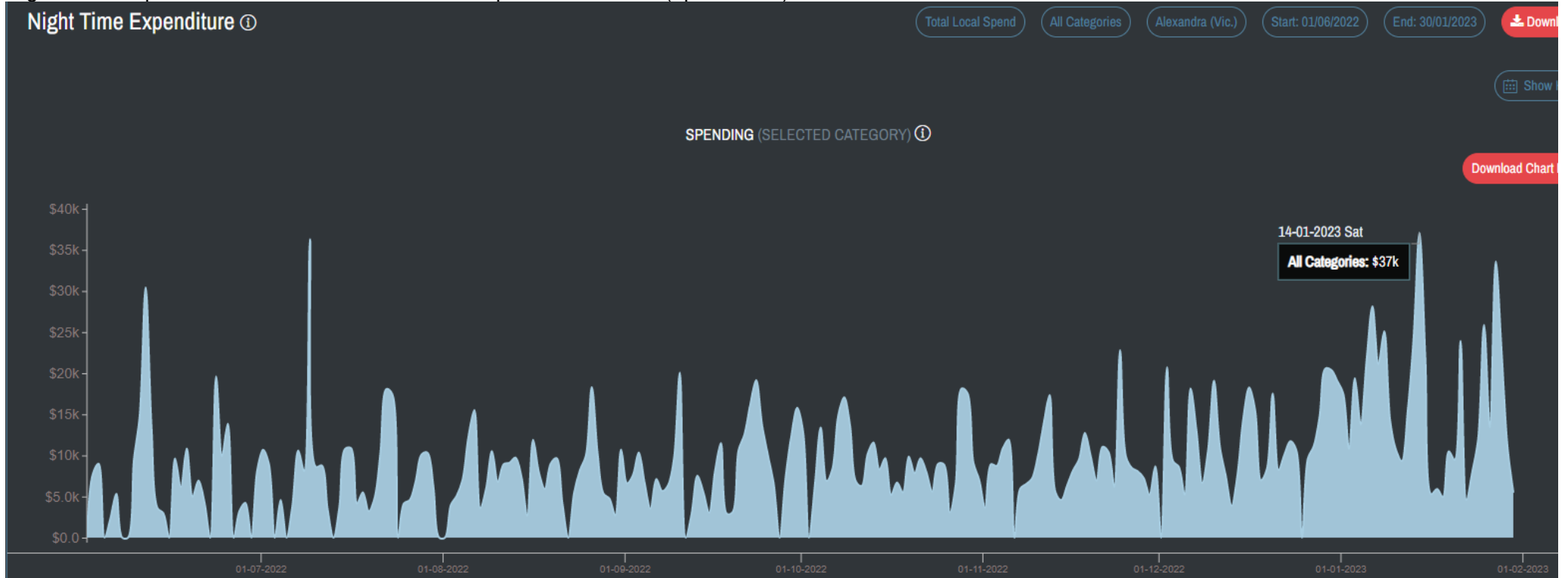


\$0 Expenditure across all expenditure categories.

**Total Difference = \$4.7k (+)**

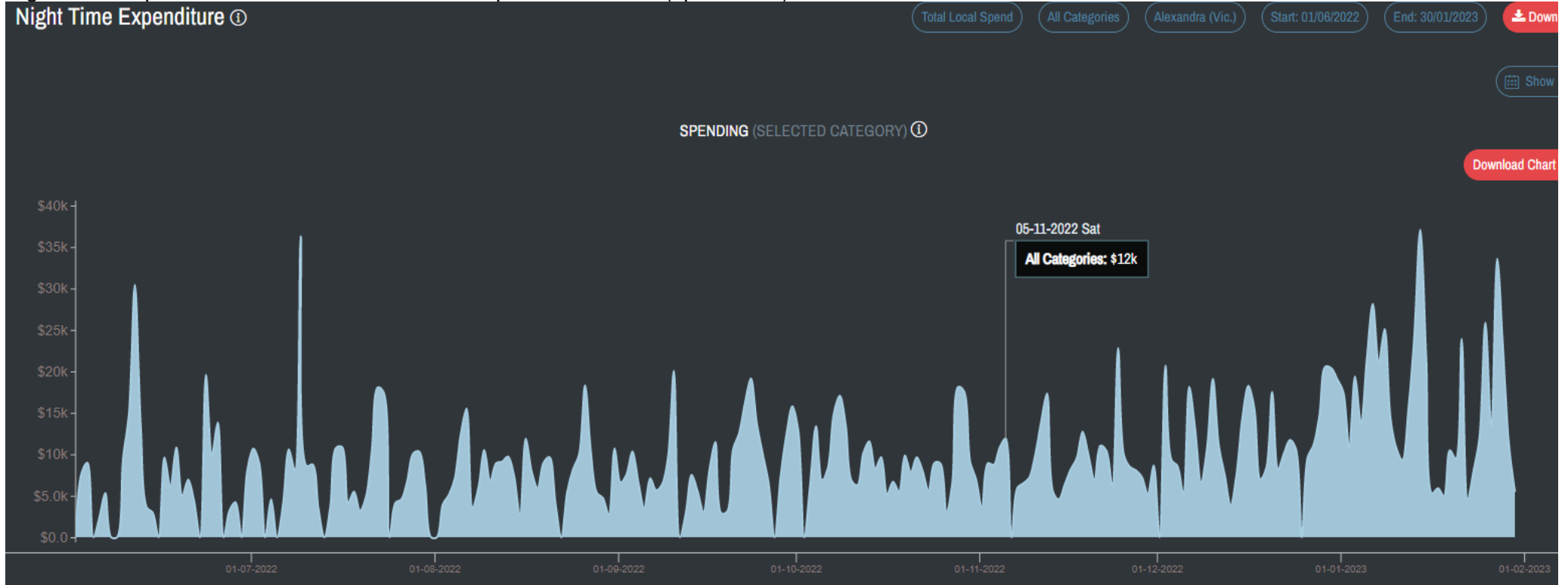
**Data limitations: apply as stated in this document.**

Night Time Expenditure 14/01/2023: Total Local Spend: Alexandra (6pm – 8am)



\$37K Expenditure across all expenditure categories.

Night Time Expenditure 05/11/2022: Total Local Spend: Alexandra (6pm – 8am)

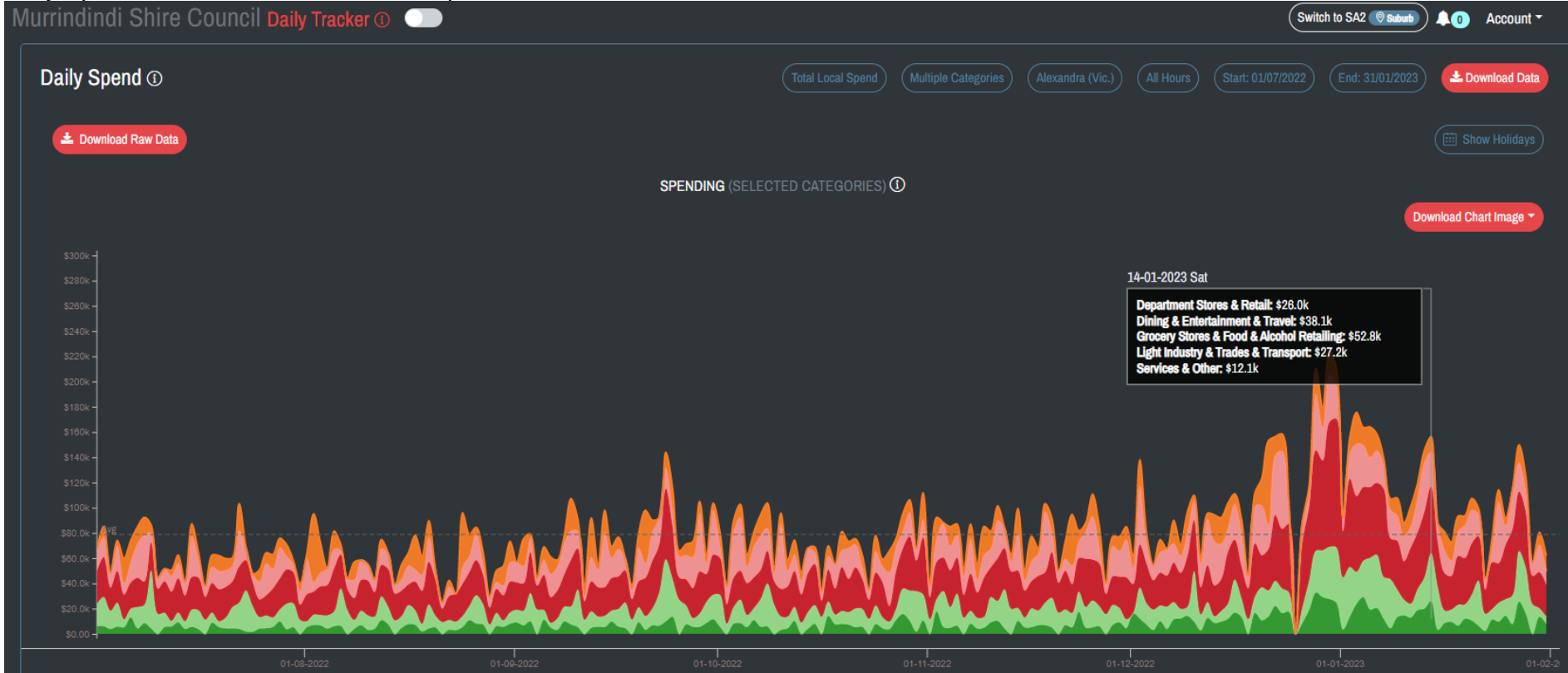


\$12k Expenditure across all expenditure categories.

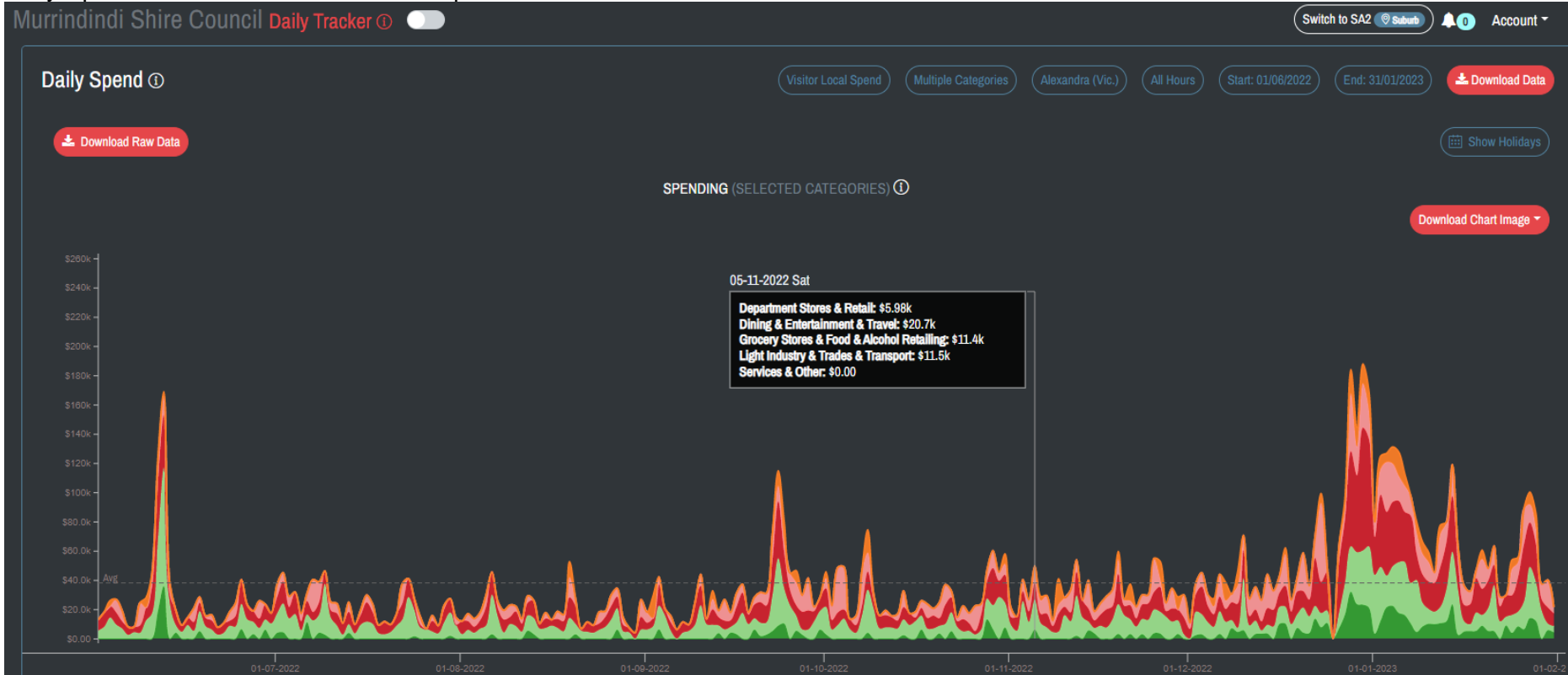
**Total Difference = \$25k (+)**

**Data limitations: apply as stated in this document.**

# Daily Spend 14/01/2023 – Visitor Local Spend: Alexandra



# Daily Spend 05/11/2022 – Visitor Local Spend: Alexandra

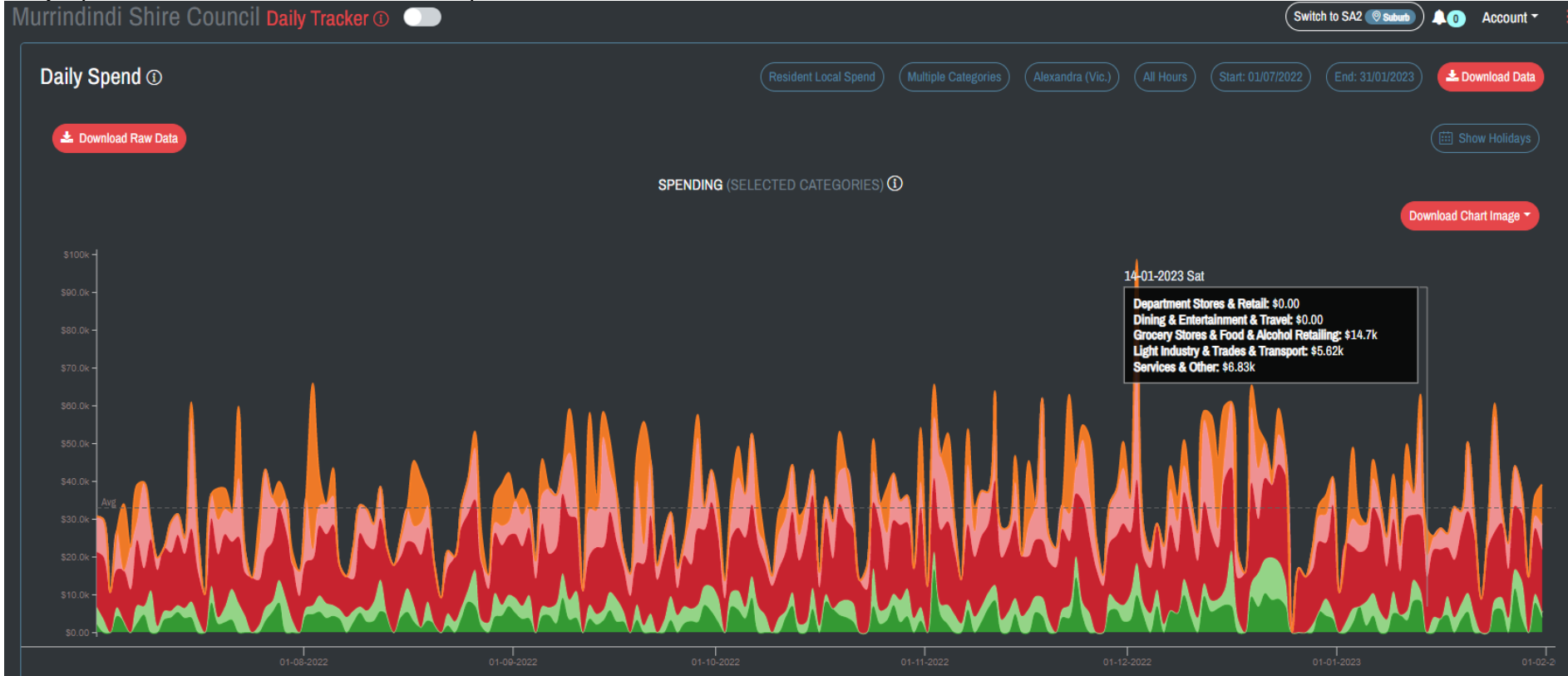


Retail: \$23.4k = **\$17.4 (+)**  
 Dining/Entertainment/Travel \$35.9k = **\$15.2 (+)**  
 Grocery / Food / Alcohol retailing \$38.1k = **\$26.7 (+)**  
 Light Industrial / Trades/ Transport \$21.6k = **\$10.1 (+)**  
 Services & other \$0

**Total \$119k Total Difference = \$69.4k (+)**  
**Data limitations: apply as stated in this document.**

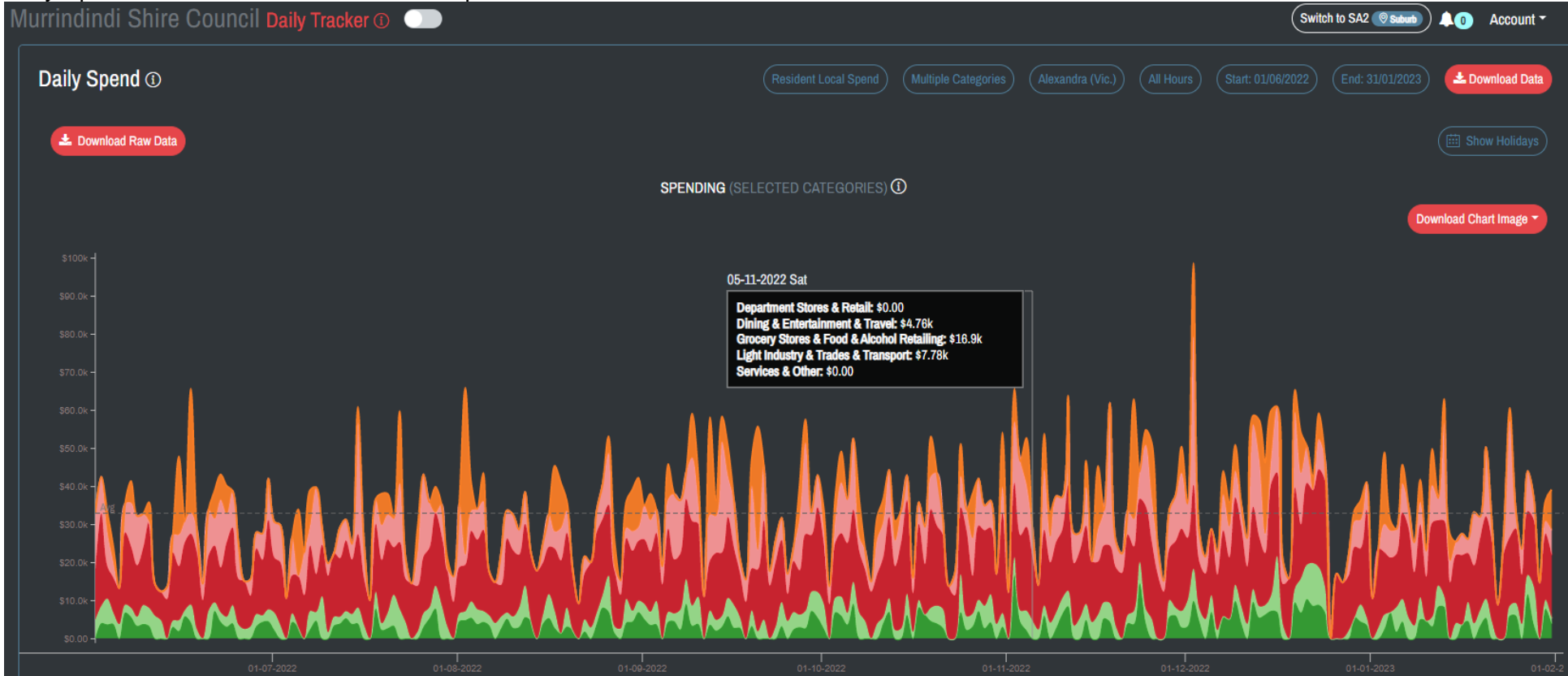
**Comparison to Saturday 05/11/22 with**  
 Retail: \$5.98  
 Dining/Entertainment/Travel: \$20.7k  
 Grocery / Food / Alcohol retailing: 11.4k  
 Light Industrial / Trades/ Transport: 11.5k  
 Services & other: \$0

# Daily Spend 14/01/2023– Resident Local Spend: Alexandra





Daily Spend 05/11/2022 – Resident Local Spend: Alexandra



Retail: \$0  
 Dining/Entertainment/Travel \$0 = \$4.76 (-)  
 Grocery / Food / Alcohol retailing \$14.7k = \$2.2k (+)  
 Light Industrial / Trades/ Transport \$5.62k = \$2.16k (+)  
 Services & other \$6.83k = \$6.83k (+)

**Total \$27.15 Total Difference = \$2.29k (-)**  
**Data limitations: apply as stated in this document.**

**Comparison to Saturday 05/11/2022 with**  
 Retail: \$0  
 Dining/Entertainment/Travel \$4.76k  
 Grocery / Food / Alcohol retailing \$16.9k  
 Light Industrial / Trades/ Transport \$7.78k  
 Services & other \$0

# Daily Spend 14/01/2023 – Total Local Spend: Alexandra

Murrindindi Shire Council **Daily Tracker**

Switch to SA2  Suburb  0 Account

## Daily Spend

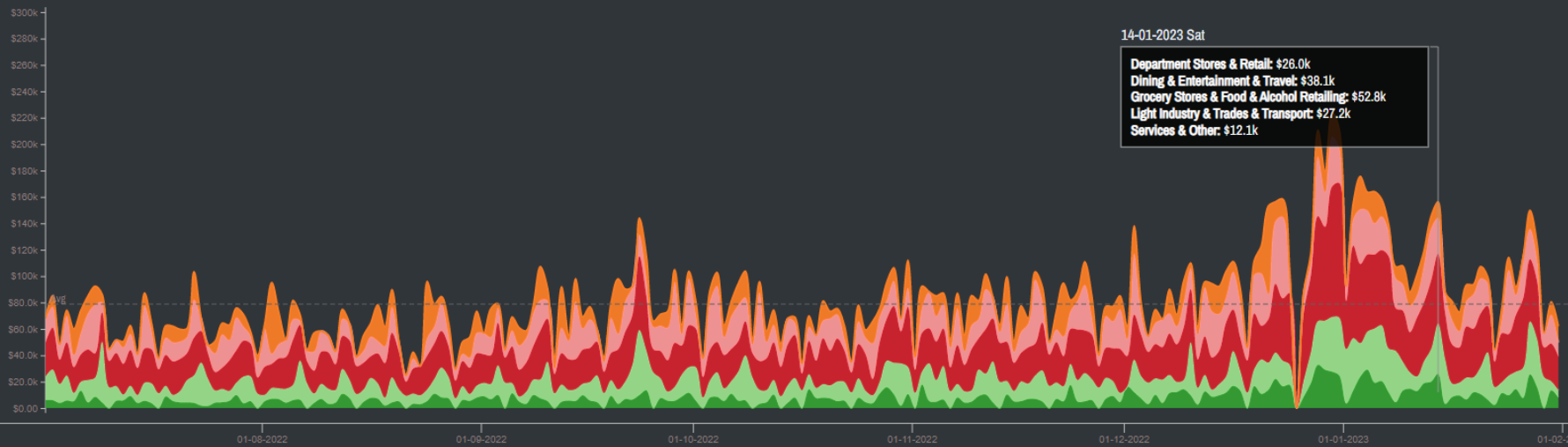
Total Local Spend Multiple Categories Alexandra (Vic.) All Hours Start: 01/07/2022 End: 31/01/2023 Download Data

Download Raw Data

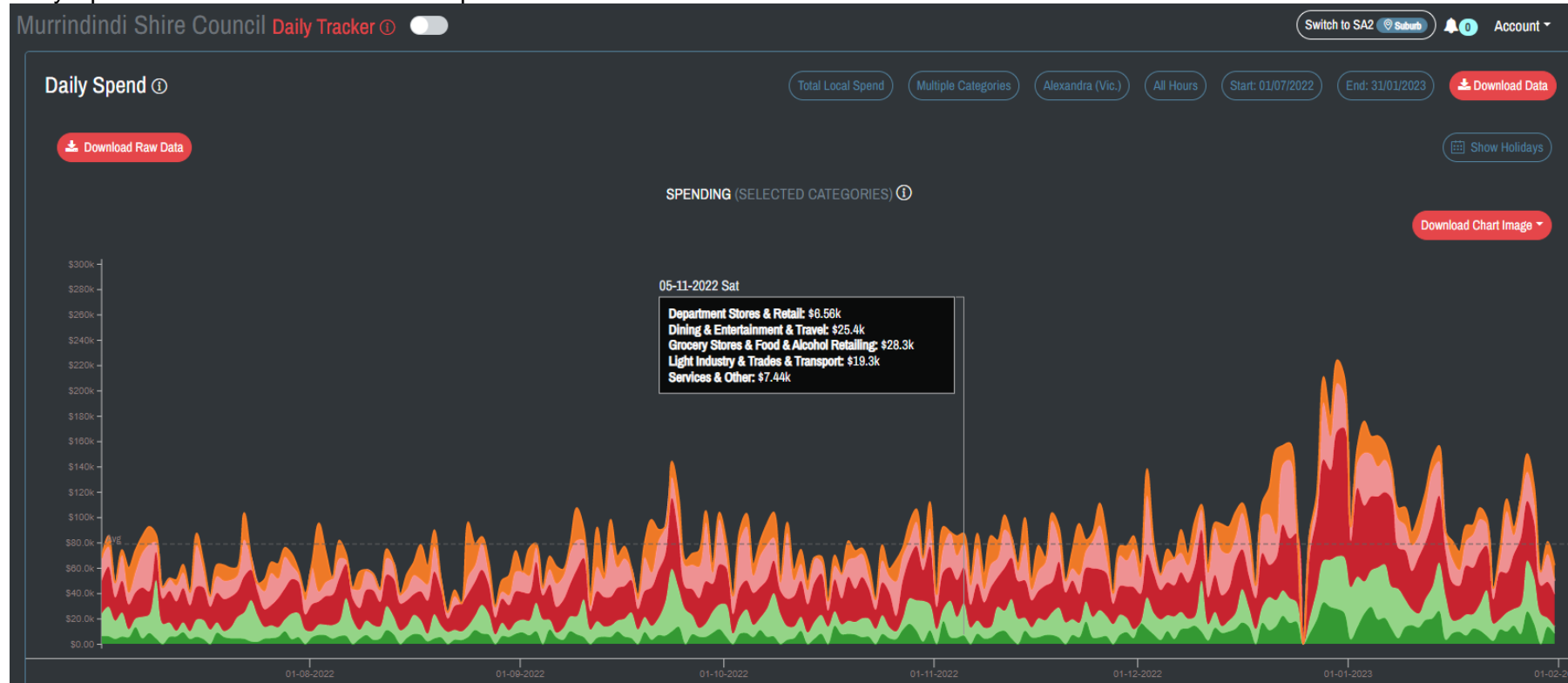
Show Holidays

### SPENDING (SELECTED CATEGORIES)

Download Chart Image



## Daily Spend 05/11/2022 – Total Local Spend: Alexandra



Retail: \$26K = **\$19.44 (+)**

Dining/Entertainment/Travel \$38.1 = **\$12.7k (+)**

Grocery / Food / Alcohol retailing \$52.8k = **\$24.5k (+)**

Light Industrial / Trades/ Transport \$27.2k = **\$7.9k (+)**

Services & other \$12.1k = **\$4.66K (+)**

**Total \$156.2k Total Difference = \$69.2K (+)**

**Data limitations: apply as stated in this document.**

### Comparison to Saturday 05/11/2022 with

Retail: \$6.56k

Dining/Entertainment/Travel \$25.4k

Grocery / Food / Alcohol retailing \$28.3k

Light Industrial / Trades/ Transport \$19.3k

Services & other \$7.44k