



ACT
Government

Chief Minister, Treasury and
Economic Development

Freedom of Information Disclosure Log Publication Coversheet

The following information is provided pursuant to section 28 of the *Freedom of Information Act 2016*.

Application Details	
Ref. No.	CMTEDDFOI2024-007
Date of Application	9 January 2024
Date of Decision	13 March 2024
Processing time (in working days)	44
Fees	Waived
Decision on Access	Partial Release
Information Requested (summary)	Any documents that discuss, list or mention the financial impact to the ACT government or the Canberra region as a whole resulting from the 2024 Summernats Festival
Publication Details	
Original application	<input checked="" type="checkbox"/> Published <input type="checkbox"/> N/A
Decision notice	<input checked="" type="checkbox"/> Published <input type="checkbox"/> N/A
Documents and schedule	<input checked="" type="checkbox"/> Published <input type="checkbox"/> N/A
Decision made by Ombudsman	N/A
Additional information identified by Ombudsman	N/A
Decision made by ACAT	N/A
Additional information identified by ACAT	N/A

From: [REDACTED]
To: [CMTEDD.FOI](#)
Subject: Inquiry for FOI Request
Date: Tuesday, 9 January 2024 4:16:41 PM

You don't often get email from [REDACTED]. [Learn why this is important](#)

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Good afternoon,

I am looking to submit an FOI request for the following:

"Any documents that discuss, list or mention the financial impact to the ACT government or the Canberra region as a whole resulting from the 2024 Summernats Festival."

Could you please confirm if you are best suited to answering this request? If so, I would like to formally submit this as a Freedom of Information request under the Act. If not, if you have any suggestions on other areas I could contact that would be much appreciated.

For additional context:

- I am particularly interested in any documents that discuss the costs of the increased ACT and NSW police over the period of the Summernats Festival;
- I am also interested in documents that discuss the financial benefits the festival has for the ACT region;
- If there are documents that are not specifically related to the 2024 Summernats Festival, but rather the festival in general, I also would like to receive those documents.

I am happy to only receive final versions of documents, and don't need to receive drafts or duplicates. I am happy for any contact or personal information to be redacted from the documents.

Please feel free to contact me by email if I can provide any further assistance.

Kind regards,

[REDACTED]



FREEDOM OF INFORMATION REQUEST

I refer to your application under section 30 of the *Freedom of Information Act 2016* (the Act), received by the Chief Minister, Treasury and Economic Development Directorate (CMTEDD) on 9 January 2024 in which you specifically sought:

“Any documents that discuss, list or mention the financial impact to the ACT government or the Canberra region as a whole resulting from the 2024 Summernats Festival

- 1. I am particularly interested in any documents that discuss the costs of the increased ACT and NSW police over the period of the Summernats Festival;*
- 2. I am also interested in documents that discuss the financial benefits the festival has for the ACT region;*
- 3. If there are documents that are not specifically related to the 2024 Summernats Festival, but rather the festival in general, I also would like to receive those documents.”*

On **19 January 2024** a freedom of information officer contacted you to clarify part of your scope:

“particularly on point #3 of the below scope, is there a specific timeframe frame to include other than 2024? As this will help narrow down our searches to provide you with information in relation to your request.”

On **19 January 2024** you confirmed:

“Could I please set a timeframe of the last 5 years? If this would be too voluminous, I am happy to reduce the scope further if provided further information about the quantity of documents found.”

On **23 January 2024** a freedom of information officer contacted you to clarify your scope further:

“with point #3, if the time period could be amended to reflect the last 3 years, instead of 5 years, as that will make this a more manageable request? And could I also please confirm with you that this includes emails? As I note in the scope you have specified “final versions of documents, and don't need to receive drafts or duplicates” and a lot of the emails could be considered draft documents.”

On **23 January 2024** you confirmed:

"I can confirm that I am looking for emails as part of the request. To clarify, I am only seeking emails that contain information about the financial impact of the Summernats Festival on the ACT government or Canberra region as a whole.

Please amend the scope to only include documents over the past three years"

Authority

I am an Information Officer appointed by the Director-General of CMTEDD under section 18 of the Act to deal with access applications made under Part 5 of the Act.

Timeframes

In accordance with section 40 of the Act, CMTEDD is required to provide a decision on your access application within 30 working days.

As this matter required third party consultation, the decision due date was extended by 15 working days, in accordance with section 40(2) of the Act.

Therefore, a decision is due by **14 March 2024**.

Decision on access

Searches were completed for relevant documents based on information provided by you.

I have included as **Attachment A**, a schedule of relevant documents. This schedule provides a description of each document that falls within the scope of your request and the access decision for each of those documents.

I have decided to grant full access to Eight documents, partial access to ten documents and to refuse access to one document relevant to your request.

My access decisions are detailed further in the following statement of reasons, in accordance with section 54(2) of the Act, and the documents released to you are provided as **Attachment B** to this letter.

With point #1 of your scope, you will need to seek ACT Policing information through the Australian Federal Police (AFP) FOI area. Given the contractual arrangements, ACT Policing come under the AFP who operate under the Commonwealth *Freedom of Information Act 1998*. The following link is included to assist you with this: <https://www.afp.gov.au/about-us/governance-and-accountability/freedom-of-information>

Statement of Reasons

In reaching my access decisions, I have taken the following into account:

- the Act;
- the scope of your requested information;
- third party consultation;
- the content of the documents that fall within the scope of your request.

Exemptions claimed

My reasons for deciding not to grant access to the identified documents and components of these documents are as follows:

Information that would, on balance, be contrary to the public interest to disclose under the test set out in section 17 of the Act

Public Interest

The Act has a presumption in favour of disclosure. As a decision maker I am required to decide where, on balance, public interest lies. As part of this process, I must consider factors favouring disclosure and nondisclosure.

In *Hogan v Hinch* (2011) 243 CLR 506, [31] French CJ stated that when 'used in a statute, the term [public interest] derives its content from "the subject matter and the scope and purpose" of the enactment in which it appears'. Section 17(1) of the Act sets out the test, to be applied to determine whether disclosure of information would be contrary to the public interest. These factors are found in subsection 17(2) and Schedule 2 of the Act.

Taking into consideration the information contained in the documents found to be within the scope of your request, I have identified that the following public interest factors are relevant to determine if release of the information contained within these documents is within the 'public interest'.

Factors favouring disclosure in the public interest under Schedule 2 s2.1:

- (a) *disclosure of the information could reasonably be expected to do any of the following:*
 - (ii) *promote open discussion of public affairs and enhance the government's accountability.*
 - (iii) *contribute to positive and informed debate on important issues or matters of public interest.*
 - (iv) *ensure effective oversight of expenditure of public funds.*

Having considered the factors identified as relevant in this matter, I consider that release of the information contained in these documents may reasonably be expected to promote open discussion about government operations within the community, particularly those relating to event spending and the expenditure of public funds.

Noting that the Act has an express pro-disclosure bias which reflects the importance of public access to government information for the proper working of a representative democracy, I must consider the above factors for disclosure against those factors favouring nondisclosure. However, in this case I do give some weight to the factors for disclosure.

Factors favouring nondisclosure in the public interest under Schedule 2 s2.2:

- (a) *disclosure of the information could reasonably be expected to do any of the following:*
 - (ii) *prejudice the protection of an individual's right to privacy or any other right under the Human Rights Act 2004.*
 - (xi) *prejudice trade secrets, business affairs or research of an agency or person*

(xii) prejudice an agency's ability to obtain confidential information.

When considering the information and factors in favour of nondisclosure, I have considered the personal information in the documents. I consider it unreasonable to release information that could identify the details of the person or persons that have performed their duties in line with their employment or been in contact with or cooperated in a regulatory activity with the ACT Government, on behalf their employing entity. I believe the release of this information may prejudice the protection of these individuals' right to privacy or any other right under the *Human Rights Act 2004*. I am satisfied that this factor favouring nondisclosure should be afforded significant weight as it relates to the individuals' privacy.

Having reviewed the information, I consider that the protection of an individual's right to privacy, is a significant factor. Release of information concerning individuals working within the ACT Public Service is generally not considered to prejudice the protection of an individual's right to privacy. However, where mobile phone numbers may be used for home and work purposes, this information is redacted, as it could or would reasonably be expected to prejudice an individual's right to privacy under the *Human Rights Act 2004*.

Schedule 2 section 2.2(a)(xi) allows for government information to be withheld from release if disclosure of the information could reasonably be expected to prejudice the trade secrets, business affairs or research of an agency or person. The information withheld from release could reasonably be expected to unfairly prejudice the business affairs and trade secrets of a third party, along with unwanted commercial implications. Some of the information provided has commercial sensitivity, and in making my decision, I am of the view that it was provided with an expectation of confidentiality for material that may negatively impact on their ability to negotiate and arrange future events at the national and international level.

Additionally, under the guidelines for Major Event Funding <https://tourism.act.gov.au/wp-content/uploads/2022/09/Major-Event-Fund-Guidelines-2022-23.pdf> the issue of confidentiality is addressed '*Details of applications will not be made available to third parties without permission. However, applicants should be aware that the provisions of the Freedom of Information Act 2016 apply to documents in the ACT Government's possession.*' I therefore, weigh the factor for nondisclosure of information provided as part of an application for major event funding heavily as the intent within the guidelines is that the information should remain confidential, and could reasonably reveal trade secrets and/or lead to commercial advantage for competitors.

Having applied the test outlined in section 17 of the Act and deciding that release of some of the information contained in the documents is not in the public interest to release, I have chosen to redact this specific information in accordance with section 50(2). Noting the pro-disclosure intent of the Act, I am satisfied that redacting only the information that I believe is not in the public interest to release will ensure that the intent of the Act is met and will provide you with access to information held by CMTEDD within the scope of your request.

Charges

Pursuant to *Freedom of Information (Fees) Determination 2017 (No 2)* processing charges are applicable for this request because the total number of pages to be released to you exceeds the charging threshold of 50 pages. However, the charges have been waived in accordance with section 107(2)(b) of the Act.

Online publishing – Disclosure Log

Under section 28 of the Act, CMTEDD maintains an online record of access applications called a disclosure log.

Your original access application and my decision will be published on the CMTEDD disclosure log. Your personal contact details will not be published.

<https://www.cmtedd.act.gov.au/functions/foi/disclosure-log-2024>

Ombudsman Review

My decision on your access request is a reviewable decision as identified in Schedule 3 of the Act. You have the right to seek Ombudsman review of this outcome under section 73 of the Act within 20 working days from the day that my decision is provided to you, or a longer period allowed by the Ombudsman.

We recommend using this form [Applying for an Ombudsman Review](#) to ensure you provide all of the required information. Alternatively, you may write to the Ombudsman at:

The ACT Ombudsman
GPO Box 442
CANBERRA ACT 2601

Via email: actfoi@ombudsman.gov.au

ACT Civil and Administrative Tribunal (ACAT) Review

Under section 84 of the Act, if a decision is made under section 82(1) on an Ombudsman review, you may apply to the ACAT for review of the Ombudsman decision. Further information may be obtained from the ACAT at:

ACT Civil and Administrative Tribunal
GPO Box 370
Canberra City ACT 2601
Telephone: (02) 6207 1740

<http://www.acat.act.gov.au/>

Should you have any queries in relation to your request please contact me by telephone on 6207 7754 or email CMTEDDFOI@act.gov.au.

Yours sincerely,



Katharine Stuart
Information Officer
Information Access Team
Chief Minister, Treasury and Economic Development Directorate
13 March 2024



ACT
Government

Chief Minister, Treasury and
Economic Development

FREEDOM OF INFORMATION REQUEST SCHEDULE

WHAT ARE THE PARAMETERS OF THE REQUEST	Reference NO.
<p><i>"Any documents that discuss, list or mention the financial impact to the ACT government or the Canberra region as a whole resulting from the 2024 Summernats Festival.</i></p> <ul style="list-style-type: none"> <i>I am particularly interested in any documents that discuss the costs of the increased ACT and NSW police over the period of the Summernats Festival;</i> <i>"I am interested in documents that discuss the financial benefits the festival has for the ACT region; over the past three years.</i> <i>If there are documents that are not specifically related to the 2024 Summernats Festival, but rather the festival in general, I also would like to receive those documents" over the past three years."</i> 	<p>CMTEDDFOI 2024-007</p>

Ref No	Page number	Description	Date	Status	Reason for Exemption	Online Release Status
1	1-3	Email Correspondence: FW Summernats 2021 - economic benefits	18 September 2020	Full Release		Yes
2	4-24	Email Correspondence: Summernats 2022	16 September 2021	Partial Release	Sch 2 s2.2 (a)(ii); s2.2 (a)(xi); Sch 2 s2.2 (a)(xii)	Yes
3	25-78	Email Correspondence: re Summernats 2022	27 June 2022	Partial Release	Sch 2 s2.2 (a)(ii); s2.2 (a)(xi); Sch 2 s2.2 (a)(xii)	Yes
4	79	Email Correspondence: Summernats figures	12 October 2022	Full Release		Yes
5	80-81	Email Correspondence: RE Economic impact - Summernats	23 November 2022	Full Release		Yes
6	82-197	Email Correspondence: Summernats Reports	10 February 2023	Partial Release	Sch 2 s2.2 (a)(ii); Sch s2.2 (a)(xi); Sch 2 s2.2 (a)(xii) and Outside scope	Yes
7	198-208	Email Correspondence: Summernats Economic Impact Report	23 March 2023	Partial Release	Sch 2 s2.2 (a)(ii); s2.2 (a)(xi) and Sch 2 s2.2 (a)(xii)	Yes
8	209-279	Email Correspondence: re Summernats 2023 research	18 April 2023	Partial Release	Sch 2 s2.2 (a)(ii); Sch s2.2 (a)(xi) and Sch 2 s2.2 (a)(xii)	Yes

9	280-283	Email Correspondence: FW Summernats Economic Impact Report	24 January 2024	Partial Release	Sch 2 s2.2 (a)(ii); s2.2 (a)(xi) and Sch 2 s2.2 (a)(xii)	Yes
10	284-285	REQUEST FOR MEETING BRIEF Minister Cheyne meeting with Summernats Co-owner	12 December 2020	Full Release	Outside scope	Yes
11	286	Email Correspondence: FW Directorate Rep__ Minster Cheyne meeting with Summernats Co-owner	15 December 2020	Full Release	Outside scope	Yes
12	287-323	SIGNED Brief with notes from Minister - Meeting	11 January 2021	Partial Release	Sch 2 s2.2 (a)(ii); s2.2 (a)(xi) and Sch 2 s2.2 (a)(xii)	Yes
13	324-601	Info brief - 23-4236 - SIGNED.	26 September 2023	Partial Release	Sch 2 s2.2 (a)(ii);Sch s2.2 (a)(xi); Sch 2 s2.2 (a)(xii) and Outside scope	Yes
14	602-604	Correspondence from the Chief Minister - Summernats	9 October 2023	Exempt	Sch 2 s2.2 (a)(xi) and Sch 2 s2.2 (a)(xii)	No
15	605-609	Email Correspondence: Ministerial Arrangements Brief - Barr - Summernats Launch - 4 December 2023	7 November 2023	Partial Release	Sch s2.2 (a)(xi); Sch 2 s2.2 (a)(xii) and Outside scope	Yes
16	610-611	2023 DLO Request - Summernats Talking Points	2023	Full Release		Yes
17	612-614	2024 DLO Request - Summernats Talking Points	2024	Full Release		Yes
18	615-621	Summernats Economic Impact Report	23 March 2023	Partial Release	Sch 2 s2.2 (a)(ii)	Yes
19	622-624	Summernats (NEW) - EGM CLEARED, READY	24 January 2024	Full Release		Yes
Total						
No of Docs						
19						

From: "Lalor, Justin" <Justin.Lalor@act.gov.au>
Sent: 18/09/2020 10:05 AM
To: "Kobus, Jonathan" <Jonathan.Kobus@act.gov.au>
Cc: "Campbell, Morgan" <Morgan.Campbell@act.gov.au>; "Comacchio, Teresa" <Teresa.Comacchio@act.gov.au>
Subject: FW: Summernats 2021 - economic benefits
Attachments: Summernats - economic benefits to the ACT.docx

OFFICIAL

Hi all,

Here you go. Figures updated to include 2020 results, along with the contracted amount for the 2021 event.

I did pop a note in there that 2020 was held in bushfire smoke affected conditions, which would explain why the attendance dipped just below the expected range of 100-110,000.

Cheers,

Justin.

From: Kobus, Jonathan <Jonathan.Kobus@act.gov.au>
Sent: Friday, 18 September 2020 9:49 AM
To: Lalor, Justin <Justin.Lalor@act.gov.au>
Cc: Campbell, Morgan <Morgan.Campbell@act.gov.au>; Comacchio, Teresa <Teresa.Comacchio@act.gov.au>
Subject: FW: Summernats 2021 - economic benefits

OFFICIAL

Sorry with attachment now

From: Campbell, Morgan <Morgan.Campbell@act.gov.au>
Sent: Friday, 18 September 2020 9:28 AM
To: Kobus, Jonathan <Jonathan.Kobus@act.gov.au>; Comacchio, Teresa <Teresa.Comacchio@act.gov.au>
Subject: FW: Summernats 2021 - economic benefits

OFFICIAL

Hi there

Possibly a bit pre-emptive but do you guys have updates on the figures in the attached?

Cheers
M

Morgan Campbell | Senior Director, Strategic Coordination and Governance
Economic Development Division | Chief Minister, Treasury and Economic Development Directorate | ACT Government

From: Johnston, ClaireV <ClaireV.Johnston@act.gov.au>
Sent: Thursday, 17 September 2020 4:46 PM
To: Campbell, Morgan <Morgan.Campbell@act.gov.au>
Subject: FW: Summernats 2021 - economic benefits

OFFICIAL

Hey MC

Can you provide any updated info for this?

From: Linnane, Amy <Amy.Linnane@act.gov.au>
Sent: Thursday, 17 September 2020 4:20 PM
To: Johnston, ClaireV <ClaireV.Johnston@act.gov.au>
Cc: Polglase, David <David.Polglase@act.gov.au>
Subject: Summernats 2021 - economic benefits

OFFICIAL

Hi Claire,

I'm thinking we might as well start preparing for Summernats given we're starting to prepare for it already.

Can the ED team provide some updated info on the economic benefits of Summernats? I have attached the section from last year's talking points, the figures and dates will just need to be updated.

Thanks!

Amy

Amy Linnane | Content Director, Communications and Engagement

P: 02 62077466 | e: amy.linnane@act.gov.au

Chief Minister, Treasury and Economic Development Directorate | ACT Government

Level 5, Canberra Nara Centre, 1 Constitution Avenue, Canberra City | GPO Box 158 Canberra City ACT 2601 | www.act.gov.au

ECONOMIC BENEFITS TO THE ACT

Attendee numbers 2016-2020:

- Summernats expects attendees numbers to range between 100,000 to 110,000.
2016: 102,237
2017: 119,184 (30th year event anniversary)
2018: 105,247
2019: 100,848
2020: 99,240 (bushfire smoke affected)
- Direct expenditure in the ACT by interstate and international visitors who specifically travelled to Canberra for the 2020 event was estimated at \$29.7 million.
- The average daily expenditure of interstate overnight spectators to the event was \$184 per person in 2020, while interstate overnight entrants spent an average of \$230 per night.

BACKGROUND/SENSITIVITIES (not for distribution):

- In recognition of the economic activity generated by the event during a quiet period in the national capital, the ACT Government agreed to a three-year funding agreement with the event organisers of \$200,000 per year from 2018 to 2020 from the Major Events Fund (MEF).
- This agreement has since been extended and enhanced to support Summernats through the MEF up to and including the 2023 event. This includes \$300,000 in support for the 2021 event.
- Safety will always be a key consideration for Summernats.

SUMMERNATS
ACT ECONOMIC IMPACT
PAST, PRESENT, FUTURE
1988 - 2028



THE IMPORTANCE OF EVENTS

Events are widely regarded as playing a vital role in making a city/region/state a great place to live, work and visit. As outlined in the 2025 Major Events Strategy for the ACT, “Vibrant, diverse and engaging events bring a city to life by bringing communities and people together. They provide visitors with a reason to travel and stay at a destination, bringing with them significant economic and social returns which ultimately benefit all Canberrans”.

The events strategy goes on to outline how Canberra aims to be positioned as an event-friendly city which leverages the benefits of hosting major events which reflect the capital’s essence and personality.

As one of Canberra’s stated major events, Summernats has been a staple on the ACT events calendar for 33 years. It has been classified as a regular anchor event due to the fact that is synonymous with Canberra, is recurring, has significant economic impact and visitation outcomes and generates a legacy for Canberra as a destination for event and motor enthusiasts - many of whom travel a long way to attend the event.

Events like Summernats achieve two important but distinct outcomes. Firstly, they provide local residents with something to feel proud of and to look forward to. Research regularly show that residents strongly support Government funding of events - with key perceptions being:

- that it is important for the ACT to host major sporting, arts and culture and community events.
- that major events make the ACT a more enjoyable place to live,
- that major events help to enhance community spirit, pride and enjoyment and that using taxpayer money to stage events in the ACT is reasonable.

Secondly, they provide content for the marketing of the destination - a reason to bring people to the region. Summernats is an event that regularly attracts attendances of more than 100,000 across the four days - some 66% of whom are tourists whose trip to Canberra was inspired by the event. This makes Summernats an important part of the destination marketing for Canberra.

SUMMERNATS CANBERRA

1988 - 2028



ECONOMIC IMPACT \$1 BILLION

Over the last 33 years, Summernats has generated 767 million. By 2028, in its 40th year, Summernats will have generated more than **\$1 billion** in economic impact for Canberra.

THE VALUE OF ATTRACTING A VISITOR

For every overnight visitor



\$706.52

Per trip for an overnight visitor



\$140.73

Per person for a day trip visitor



TOURISM LEGACY

Visitors with an **improved perception of Canberra** as a result of attending Summernats

Visitors **keen to return to Canberra** as a result of attending Summernats

* Based on research undertaken in 2019 & 2020

AVERAGE ECONOMIC IMPACT PER YEAR



TIMELINE OF SUMMERNATS GROWTH

* Based on gross attendances

Inaugural Summernats held in front of 85,000 spectators



1988

The 100,000 spectator mark is surpassed at SN20



2007

SN26 becomes the first event to record 110,000 spectators



2013

The all-time record of 119,186 spectators is set at SN30



2017

SN32 generates an economic impact of \$28.5 million in Canberra



2019

SN33 generates an economic impact of \$29.7 million in Canberra



2020*

Event adversely affected by bushfire crisis



ENTRANTS 55,000

Over the last 33 years Summernats has welcomed 41,000 entrants. By 2028, in its 40th year, Summernats will have attracted nearly **55,000** entrants.

Proportion of the entrants who are visitors to Canberra

79%



TOTAL ATTENDEES 2.2 MILLION

Over the last 33 years Summernats has attracted 1.7 million attendees. By 2028, in its 40th year, Summernats will have attracted nearly **2.2 million** attendees



VISITOR NIGHTS 4.3 MILLION

Over the last 33 years Summernats has created 3.2 million visitor nights. By 2028, in its 40th year, Summernats will have generated nearly **4.3 million** visitor nights in Canberra



***DETAILED
ANALYSIS***

ECONOMIC IMPACT

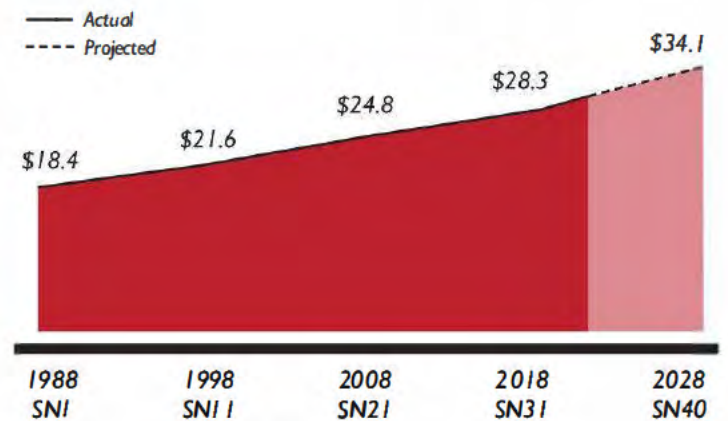
It is projected that Summernats will have generated \$1 billion in economic impacts for Canberra by its 40th year - in 2028. This represents the spending in Canberra that may not have occurred if not for the presence of this event. This impact is largely built on the event's ability to attract visitors to Canberra. The analysis breaks the impact into three periods of time, as illustrated below:

- SN1 to SN22 (1988 - 2009) - Economic impact of \$472.3 million at an average of \$21.5 million per year
- SN23 to SN33 (2010 - 2020) - Economic impact of \$295.2 million at an average of \$26.8 million per year
- SN34 to SN40 (2022 - 2028) - Projected economic impact of \$236.0 million at an average of \$33.7 million per year

Since taking over Summernats in 2010, the current owners have grown the economic impact by around 25% (average per year) and the model projects that they can grow it by an average of 26% per year over the next 7 years.

GROWTH IN ECONOMIC IMPACT (\$ MIL)

1988 - 2028



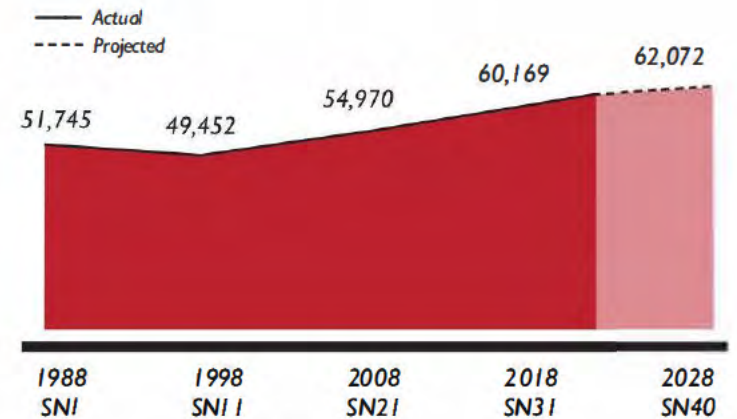
ATTENDEES

Summernats has been able to attract significant attendances over many years. It is projected that Summernats will have attracted nearly 2.2 million attendees by its 40th year - in 2028. The analysis breaks the attendance into three periods of time, as illustrated below:

- SN1 to SN22 (1988 - 2009) - 1.1 million attendees at an average of 50,775 unique individuals attending per year
- SN23 to SN33 (2010 - 2020) - 624,725 attendees at an average of 56,793 unique individuals attending per year
- SN34 to SN40 (2022 - 2028) - Projected 426,761 attendees at an average of 60,966 unique individuals attending per year

Since taking over Summernats in 2010, the current owners have grown attendance by around 12% (average per year) and the model projects that they can grow it by an average of 7% per year over the next 7 years.

GROWTH IN ATTENDEES 1988 - 2028



IN-SCOPE VISITORS

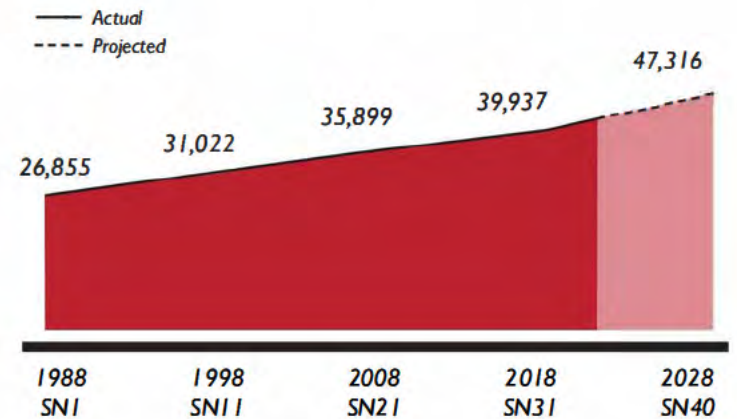
From a tourism economy perspective, Summernats has delivered a significant boost to the visitor economy over a long period of time. This occurs primarily through attendees whose visit to Canberra was driven by the event.

It is projected that Summernats will have been directly responsible for bringing more than 1.4 million visitors to Canberra by its 40th year - in 2028. This represents the visitors to Canberra who may not have visited if not for the presence of this event. The analysis breaks the impact into three periods of time, as illustrated below:

- SN1 to SN22 (1988 - 2009) - 683,059 in-scope visitors at an average of 31,048 per year
- SN23 to SN33 (2010 - 2020) - 422,460 in-scope visitors at an average of 38,405 per year
- SN34 to SN40 (2022 - 2028) - 326,539 in-scope visitors at an average of 46,648 per year

Since taking over Summernats in 2010, the current owners have grown the number of in-scope visitors by around 24% (average per year) and the model projects that they can grow it by a further 22% per year over the next 7 years.

GROWTH OF IN-SCOPE VISITORS 1988 - 2028



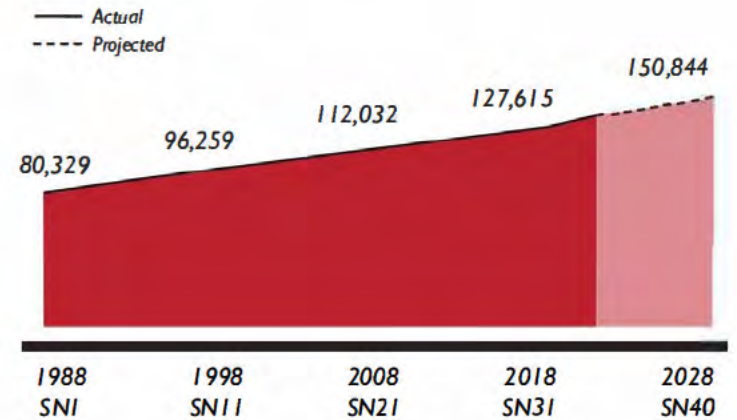
VISITOR NIGHTS

Approximately 87% of in-scope visitors stay at least overnight in Canberra, with an average length of stay of around 3.4 nights. It is projected that Summernats will have been directly responsible for generating around 4.3 million visitor nights in Canberra by its 40th year - in 2028. The analysis breaks the impact into three periods of time, as illustrated below:

- SN1 to SN22 (1988 - 2009) - 1.9 million visitor nights at an average of 86,981 per year
- SN23 to SN33 (2010 - 2020) - 1.3 million visitor nights at an average of 88,673 per year
- SN34 to SN40 (2022 - 2028) - 1.0 million visitor nights at an average of 148,939 per year

Since taking over Summernats in 2010, the current owners have grown the number of visitor nights by around 37% (average per year) and the model projects that they can grow it by a further 24% per year over the next 7 years.

GROWTH IN VISITOR NIGHTS 1988 - 2028



ECONOMIC IMPACT CONTEXT

As outlined earlier, one of the core objectives of developing an events portfolio is to use them to leverage visitation and economic impacts of the region. To contextualise the impact generated by Summernats, some other event results are provided: -

- Newcastle 500, Newcastle, 2018 - \$30 million
- Summernats 33, Canberra, 2020 - \$29 million
- Bathurst 1000, Bathurst, 2016 - \$26 million
- Darwin Triple Crown Supercars, Darwin, 2021 - \$23 million
- NRL State of Origin, Townsville, 2021 - \$7 million
- World Solar Challenge, Adelaide, 2019 - \$6 million
- NRL Preliminary Final, Canberra, 2019 - \$3 million

* Results sourced from publicly available data



METHODOLOGY STATEMENT

This report aims to provide an estimate of the value generated by Summernats for the ACT economy. The model provides an estimate of the aggregate impact generated for the events to date (between 1988 and 2020) as well as a projection of the impacts that may be generated over the next 7 years (taking the assessment to a 40-year picture).

The study has been split into three periods: -

- SN1 to SN22 - actual results from Summernats events between 1988 and 2009 under the founding owners
- SN23 to SN33 - actual results from Summernats events between 2010 and 2020 under the current owners
- SN34 to SN40 - projected future results from Summernats events between 2022 and 2028 under the current owners

The data sources used for this projection are outlined below:

- Actual attendance data (and unique individual visitor data) for the 33 events held between 1988 and 2020
- Actual entrant data for the 33 events held between 1988 and 2020
- Visitor origins, day trip vs overnight stay, average length of stay, average daily spends taken from detailed primary research undertaken in 2019 and 2020

The development of the estimates from 1988 to 2018 were based on a mixture of actual attendance numbers (including unique individual attendees) and estimates based on data from in-depth studies of the 2019 and 2020 studies. In order to develop the forward projections in the economic impact model, IER undertook the following steps:

1. Developed a forward projection of attendances using a trendline analysis based on the last 10 years of data
2. Assumed similar visitor origins for the next 7 years under the assumption that the event is stable and mature and therefore easier to predict than an event in its infancy

4. Assumed a similar proportion of day trip and overnight visitors, amongst the in-scope visitor group, in future
5. Kept average length of stay and daily visitor spend stable in line with long-run averages for this and other similar events
6. Assumed the number and geographic make-up of registered entrants would remain similar to the last 10 years

Additionally, there were a number of other assumptions about Summernats that underpinned this model:

- It does not significantly change its marketing, pricing and registration processes compared to the past 10 years
- It remains in the same calendar position and the same venue as it has been in over the past 10 years
- It is able to operate in an environment that is relatively similar to a pre-COVID world (i.e. without density caps and border restrictions)
- It continues to operate with a similar budget, particularly in relation to funding support, as it has done over the last few years

DEFINITIONS

Throughout this report, a number of measures and concepts have been outlined and discussed. The following provides a description/definition on these measures and concepts and should be read in conjunction with the outcomes:

- Gross attendances represent the total audience at Summernats in a given year. It is the cumulative number of people in attendance across the event period (for instance if a person attended 3 days of the event, they would contribute 3 to the gross attendance measure and 1 to the individual attendees measure)
- Individual attendees represent the unique individuals who attend Summernats each year (for instance if a person attended 3 days of the event, they would

- contribute 3 to the gross attendance measure and 1 to the individual attendees measure)
- Entrants represent those people who enter the cars into one or more of the activities held within the Summernats program of events
- In Scope Visitor relates to a person who said that the event was one of the main reasons for their visit to Canberra, or that they extended their planned length of stay in order to attend the event. Their visitor activities (nights, spending) are measured as being driven by the event's existence
- Economic Impact is made up of the spending by day trip and overnight in scope visitors to Canberra. For those whose trip was 'event motivated', all of their spending whilst in Canberra is included. For those 'extended stay' visitors, only the spending related to their additional time in Canberra is counted as being an impact attributable to Summernats
- Visitor Nights relates to the number of nights spent, by in scope visitors, in Canberra. This includes visitor nights in commercial and non commercial accommodation

DISCLAIMER

The figures contained within this report have been calculated as per the steps outlined in the methodology statement. They represent an estimate of the total aggregate impacts generated by Summernats over the known period (1988 - 2020) and the unknown future period (2022 - 2028). IER has taken care to responsibly develop projections based on a solid set of primary research data from the 2019 and 2020 events. In terms of the past, detailed records were kept on attendances and entrants, but not on other aspects that make up this type of analysis. IER has developed a backwards projection based upon known data and its understanding of the typical growth curve of events. In terms of the future projection, IER has undertaken a responsible projection based on recent data trends. Still, this analysis should be viewed as being indicative in nature and the best attempt at developing an estimate with the data available.

ABOUT THE AUTHOR

IER was commissioned to prepare an estimate of the economic impact generated by Summernats for Canberra over a 40-year period. For more than 30 years, IER has been providing economic impact evaluations for the events and tourism sector throughout Australasia.

At the time of preparing this assessment, IER is a preferred supplier of economic impact evaluations for Governments in the Australian Capital Territory, New South Wales, Northern Territory, Queensland and Victoria. As such, IER has extensive knowledge of the evaluation model and the inputs that are required to develop this type of assessment. Additionally, IER has a significant body of data from which averages and estimates can be determined for events across different genres and geographies.

IER also provides economic impact projections (where primary research was not able to be undertaken) for a large number of Government and private clients. In these cases, the projections are based on a mixture of known data, estimates and trends from previous research data and subjective expert subject matter judgement.

In the last five years, IER has undertaken the following economic impact studies which provide specific insight into an event such as Summernats: -

- Summernats (2019 - 2020) - economic impact and market research evaluation undertaken for both Visit Canberra and also for Summernats directly
- Red Centrenats (2018 - 2021) - economic impact and market research evaluation undertaken for the Northern Territory Major Events Company
- Darwin Triple Crown Supercars (2019 - 2021) - economic impact and market research evaluation undertaken for the Northern Territory Major Events Company
- Rockynats (2021) - economic impact and market research evaluation undertaken for the Rockhampton Regional Council
- Eurovision - Australia Decides (2019)
- Ultra Music Festival - Australia (2019)
- National Multicultural Festival (2018 - 2021)
- Arafura Games (2019)
- White Night Melbourne (2017 - 2019)
- Holden State of Origin (2018)
- Qantas Wallabies vs Ireland (2018)
- AFL Grand Final (2020)
- Partjima - A Festival in Light (2018 - 2021)
- Million Dollar Fish (2021)
- Melbourne Fashion Festival (2011 - 2021)
- Cairns Indigenous Arts Fair (2015 - 2021)

To further illustrate IER's credentials in this space, IER has also been trusted by various State and Territory Governments, and privately owned businesses, to provide economic impact evaluations for the following events:

- Melbourne Cup Carnival (2006 - 2020)
- Australian Boomers vs USA Basketball (2019)
- Brisbane Festival (2014 - 2021)
- The Ashes Summer of Cricket (2017-18)
- Enlighten Festival (2018 - 2021)
- Floriade (2017 - 2020)

From: "Rolfe, Vivienne" <Vivienne.Rolfe@act.gov.au>
Sent: 27/06/2022 3:27 PM
To: "Elkins, Matthew" <Matthew.Elkins@act.gov.au>; "OBrien, Milton" <Milton.OBrien@act.gov.au>; "Davis, Amal" <Amal.Davis@act.gov.au>; "Febo, Vanessa" <Vanessa.Febo@act.gov.au>
Cc: "Kobus, Jonathan" <Jonathan.Kobus@act.gov.au>; "Lalor, Justin" <Justin.Lalor@act.gov.au>; "Triffitt, Ross" <Ross.Triffitt@act.gov.au>; "Bailey, Daniel" <Daniel.Bailey@act.gov.au>
Subject: re: Summernats 2022
Attachments: SN34_IER REPORT_ Summernats 2022.pdf

OFFICIAL

Hi all

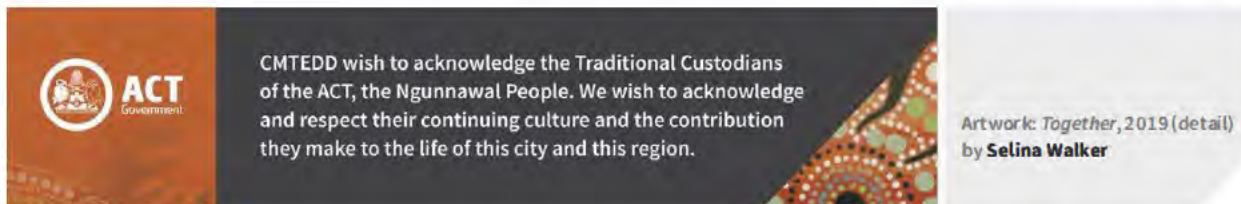
Please find attached the Summernats 2022 IER research report. Summernats engage IER directly to carry out the research (to meet MEF funding conditions) - this report is for internal use only.

Let me know if you have any questions.

Thanks

Viv

Vivienne Rolfe | A/g Assistant Sch 2.2(a)(ii) nt Development
Phone: 02 62054324: Mobile Sch 2.2(a)(ii) | Email: vivienne.rolfe@act.gov.au
Events ACT | Chief Minister, T **Economic Development Directorate | ACT Government**
Level 3, 220 London Circuit, Canberra City 2601 | GPO Box 158 Canberra ACT 2601 | www.events.act.gov.au





Summernats 34 2022

Economic Impact & Market
Research Study



FOCUSED EVENT THINKING

Key Findings

ATTENDANCES



Gross – 75,412
Unique – 31,123

ATTENDEE ORIGINS



ATTENDEE PROFILE



IN-SCOPE VISITORS



25,151

Non-ACT individuals who visited the event

24,542

Non-ACT individuals who came to ACT because of the event

DIRECT IN-SCOPE EXPENDITURE



For the ACT Economy

\$20.1 mil

VISITOR NIGHTS GENERATED



In the ACT

60,751

ATTENDEE EXPECTATIONS BETTER THAN EXPECTED



Attendees
57.7%

Entrants
47.5%

ATTENDEE SATISFACTION OUT OF 10



Attendees
8.5

Entrants
8.0

ADVOCACY (NPS)



Attendees
+58.7

Entrants
+53.2

LIKELY RETURN NEXT YEAR RATED 9 OR 10 (VERY LIKELY)



Attendees
73.2%

Entrants
79.1%

Key Findings

Attendances

After the COVID-19 pandemic saw the cancellation of Summernats 34 (SN34) in 2021, the event finally proceeded in January 2022. However, the travel climate remains quite different today, compared to what it used to be. From a SN34 perspective this was apparent with overseas spectator visitation down by 98% (with International Borders still closed to the majority of the world) and interstate visitors down 32.6% (a mixture of border closures and ongoing concerns about travel).

Whilst they do not contribute to the economic impact outcomes, it is worth noting that the event achieved a 21.8% increase in attendances by Canberrans. This outcome is a positive sign of a growing level of engagement with the local audience.

Economic Impact

Despite this, it is notable that SN34 was still responsible for bringing 24,542 visitors to the ACT – and generating more than 60,700 visitor nights in the Territory. This illustrates that Summernats remains a serious driver of visitor and economic activity – even with the broader tourism industry still in the early stages of its recovery. The event was still responsible for generating nearly \$20.1 million in impacts for the Territory, despite the challenges faced. Entrants and exhibitors play a role in this impact with about \$4.3 million coming from this source alone.

It should be noted that when Summernats is able to attract an interstate spectator to Canberra, they tend to stay for between 3-5 nights and spend around \$223.00 per person, per day. Amongst entrants, the average stay rises to between 5-9 nights with an average spend of around \$180.00 per person per day.

Event Experience

The delivery of the event in 2022 saw marked rises in a number of attendee experience metrics record meaningful increases. This is a measure of an event that was delivered to a high standard in the eyes of its attendees. Around 57% of the spectator group said that the event was better than they expected (an increase on the 48% in 2020). The improvement amongst entrants were even stronger, with 47% saying that the event was better than they expected – a large increase on the 27% in 2020.

Overall satisfaction also rose sharply. Attendees yielded an overall satisfaction score of 8.5 (up from 8.3). Tellingly, more than 55% of attendees rated their experience as excellent (rating 9 or 10). Amongst entrants, the overall satisfaction of 8.0 represented a significant increase from the 7.4 in 2020.

The Net Promoter Score represents a valuable measure of the potential advocacy that the event experience may create in the broader marketplace. Summernats has recorded strong results over the last two years, however the +58.7 result recorded by attendees this year represents the highest over that period. More than 69% of attendees said that they were likely to positively advocate (to others) Summernats as an event to attend. Entrants also recorded a strong NPS score (+53.2) with 65% likely to positively advocate (to others) Summernats as an event to attend.

Amongst attendees, more than 73% of attendees indicated that they are likely to attend again next year. Importantly, from an economic impact perspective, interstate visitors are nearly equally as likely (72%) and Canberrans (75%) to attend again next year. More than 79% of entrants (both from Canberra and also from out of region) are also likely to participate next year.

Background and Methodology

BACKGROUND

Summernats 34 was held at Exhibition Park, Canberra between January 6 and 9, 2022. It was the first event in two years after the COVID-19 pandemic caused the cancellation of the 2021 event. At the time of this event, there were still international border closures and other public health measures in place that are likely to have affected engagement levels.

PURPOSE OF THE RESEARCH

IER was engaged by Summernats to undertake a research study for the 2022 event. The objectives of this study were:

1. To provide an estimate of the economic impact generated by the event for the Canberra economy
2. To understand the extent to which the event was responsible for bringing visitors to Canberra
3. To understand the demographic profile of visitors at the event
4. To assess the channels that drove awareness of the event
5. To understand visitor behaviour in Canberra whilst visiting the event
6. To assess perceptions and visitor satisfaction with various touchpoints of the event
7. To gather any other insights from visitors that can be used to help shape the event for future years
8. To understand the perceptions of entrants involved with the event

The research study contained a number of elements as outlined below: =

- Quantitative attendee research study
- Economic impact assessment

RESEARCH METHODS

In order to collect data for this study, IER used an online survey that was sent out at the completion of the event. The survey was sent to a database of Entrants, Exhibitors and ticket buyers. This survey contained the majority of the questions which informed this study

The research process delivered the following samples:

Target Group	Sample
Spectators	1,689
Entrants	686
Exhibitors	19

The samples generated for both the spectator and entrant groups are both significant enough to provide a high level of confidence in the research insights. The sample of exhibitors should be considered indicative due to its size.

Background and Methodology

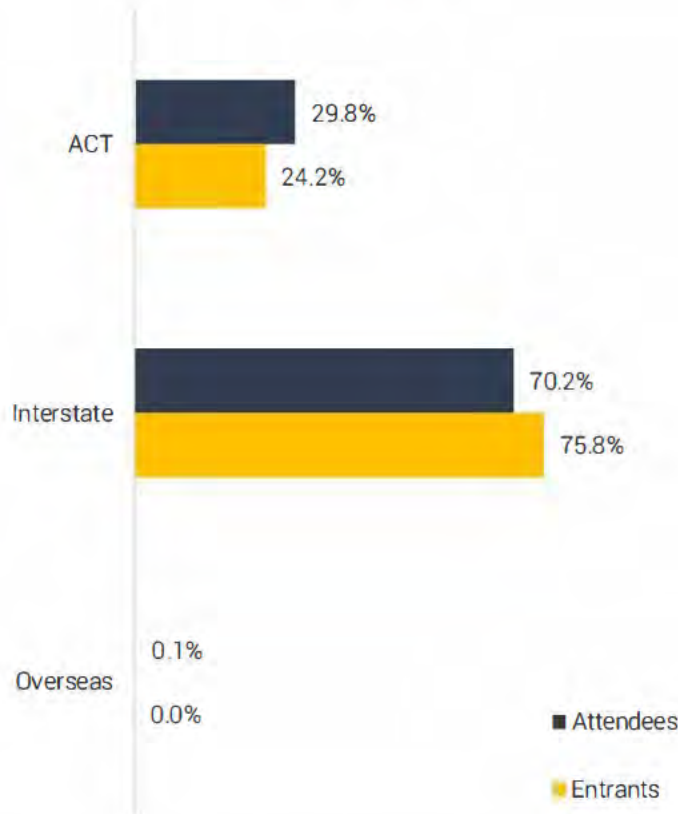
KEY CONCEPTS & DEFINITIONS

Throughout this report, a number of measures and concepts have been outlined and discussed. The following provides a description/definition of these measures and concepts and should be read in conjunction with the outcomes:

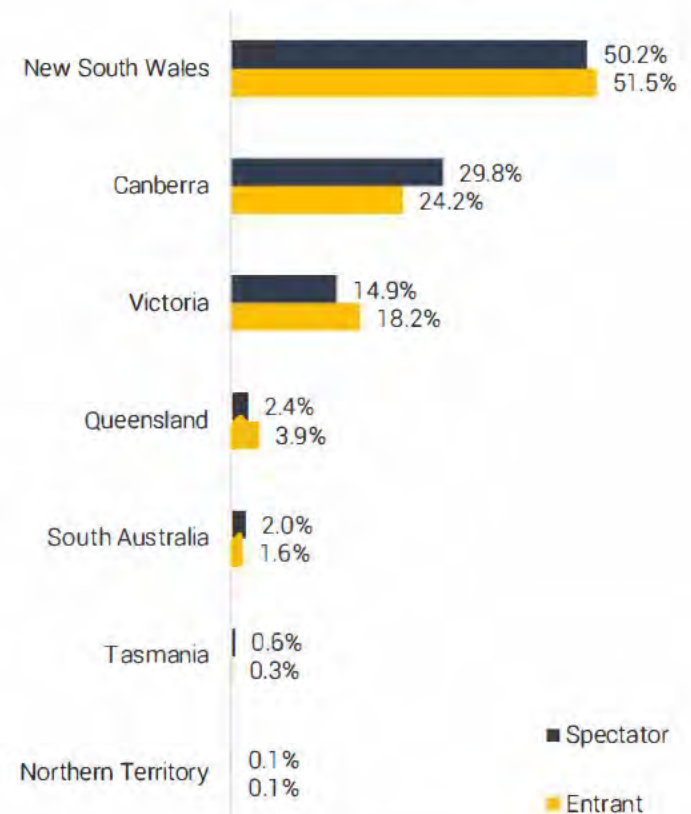
- **Event Attendances** – These are split into **gross attendances** (the total number of attendances determined by aggregating each day's attendance) and **unique attendance** (the number of unique individuals determined by dividing gross attendances by the average number of days attended by an individual)
- **In-Scope Visitor** relates to a person who said that the event was the main reason for their visit to Canberra. Their (and any accompanying people) visitor activities (nights, spending) are measured as being driven by the event's existence. Further defined as follows:
 - *Primary purpose visitors* – those who would not have travelled to Canberra, on that trip, had the event not existed
 - *Extended stay visitors* – those who were in, or travelling to, Canberra for some other reason, but decided to extend their planned length of stay to be able to take in the event
- **Direct in-scope expenditure** is made up of the following components:
 - In-scope visitor spending in the region whilst on their event motivated trip, or extended stay trip
 - Net event organiser impact in the region, based on the level of event related spending (made in the region) using revenue generated from outside the region.
- **Visitor Nights** relates to the number of nights spent, by in-scope visitors, in Canberra.
- **Non in-scope visitors** relates to local residents and non local visitors whose trip to Canberra was not driven by the event. Whilst they have attended the event, their trip to Canberra was not for that purpose and they have not spent any additional nights in the region because of the event
- **Net Event Organiser Expenditure** relates to the amount of event related expenditure made in Canberra which is funded by revenue sourced from outside the region.

Visitation and Economic Impacts

VISITOR ORIGINS



VISITOR ORIGINS (EXPANDED)

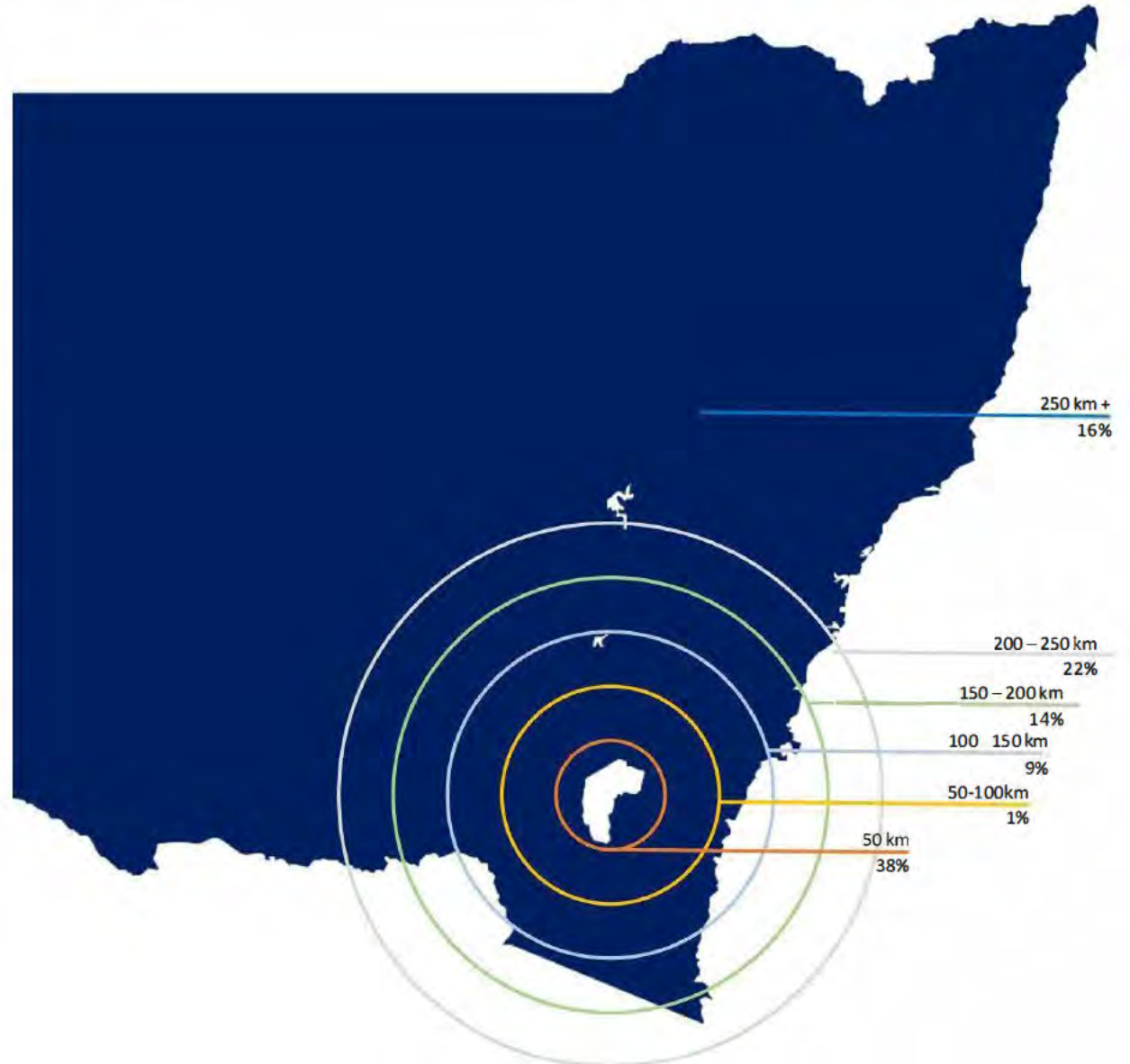


- This year, New South Wales represented more than 50% of both the entrants and spectators at Summernats
- Around a quarter of entrants were from Canberra

Attendee Visitor Origins

NSW/ACT VISITOR ORIGINS

LGA	2022
Central Coast (C) (NSW)	6%
Wollongong (C)	6%
Blacktown (C)	5%
Camden (A)	4%
Shoalhaven (C)	4%
Penrith (C)	4%
Campbelltown (C) (NSW)	4%
Shellharbour (C)	4%
Sutherland Shire (A)	3%
Wollondilly (A)	3%
Wagga Wagga (C)	3%
Maitland (C)	3%
Hawkesbury (C)	2%
Lake Macquarie (C)	2%
The Hills Shire (A)	2%
Liverpool (C)	2%



TOTAL ATTENDANCE
75,412

AVG. DAYS ATTENDED
2.42

UNIQUE INDIVIDUALS
31,123

NON-ATTENDING ENTOURAGE
3,116

TOTAL UNIQUE INDIVIDUALS
34,239

UNIQUE INDIVIDUALS

Visitor Origin	Not In Scope	In-Scope Overnight	In-Scope Day Trip	Total	% of Unique Individuals
Canberra Resident – Not In Scope	9,088			9,088	26.5%
Interstate – Not In-Scope	609			609	1.8%
Overseas – Not In-Scope	0			0	0.0%
Total Not In-Scope	9,698			9,698	28.3%
Interstate – In Scope		20,533	3,993	24,525	71.6%
Overseas – In Scope		16	0	16	0.0%
Total In-Scope		20,549	3,993	24,542	71.7%
Total Individuals	9,698	20,549	3,993	34,239	100.0%

Note: Some totals may not add due to rounding

In-Scope Visitors
24,542

- Summernats 34 attracted a total of 75,412 attendances across the 4 days of the event. The research suggested that across the entire audience, the average person visited the event on 2.42 days. Therefore, the number of unique individuals, who visited the event, is estimated to be 31,123.
- In-Scope visitors made up 72% of the entire audience (that is, nearly three-quarters of the audience were visitors who came to Canberra because of the fact that Summernats 34 was being held there).
- Overall, the event was responsible for bringing 24,542 individuals to Canberra – nearly all of whom were from interstate. In addition to this, in-scope visitors also brought with them around 3,116 accompanying persons who did not attend Summernats 34. These people would have travelled to Canberra with someone who was motivated by Summernats, but not attended the event themselves. Therefore, the event was responsible for bringing 24,542 individuals to Canberra. The majority (81%) of these in-scope visitors stayed at least one night in Canberra during their visit.

SPECTATOR MOTIVATIONS FOR VISITING CANBERRA



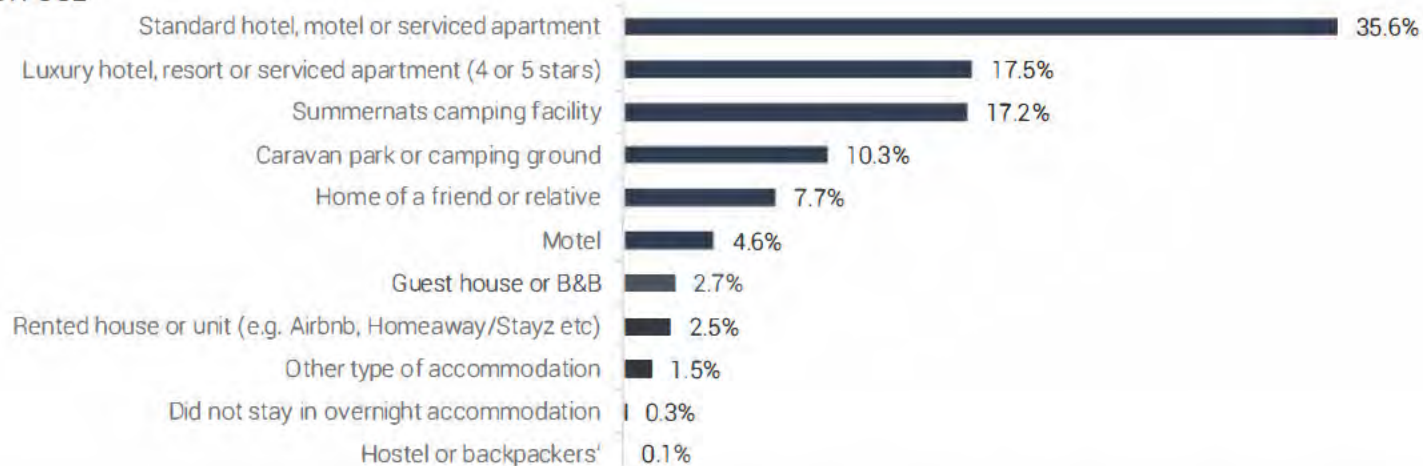
- The economic impacts assigned to Summernats 34 are based on those visitors who identified the event as being the 'main reason' for visiting, or for extending their planned length of stay, in Canberra
- As illustrated in the chart above, across most jurisdictions, most or all of the non-ACT attendees would have been unlikely to have visited Canberra on that occasion if not for Summernats 34 (which has been a consistent finding over the last three years)

VISITOR NIGHTS CREATED

Visitor Origin	Total In-Scope Visitors	Average Length of Stay in Canberra	Total Visitor Nights in Canberra
Interstate Primary Purpose	17,783	3.4	59,688
Interstate Extended Stay	285	3.4	981
Overseas Primary Purpose	16	5.0	81
Overseas Extended Stay	0		0
Total	18,084	3.4	60,751

Note: Some totals may not add due to rounding

ACCOMMODATION USE



- There were more than 60,000 visitor nights generated in Canberra due to Summernats 34, with 18,084 in-scope visitors spending an average of 3.4 nights in Canberra. The most common for form of accommodation used by visitors was a standard hotel, motel or serviced apartment (30.7%) ahead of camping (22.6%) and luxury hotels (20.69%)
- This was significantly lower than previous years. Ongoing public health order, border closures and traveller confidence are all likely to have impacted on this outcome

In-Scope Visitor Expenditure

SPECTATORS

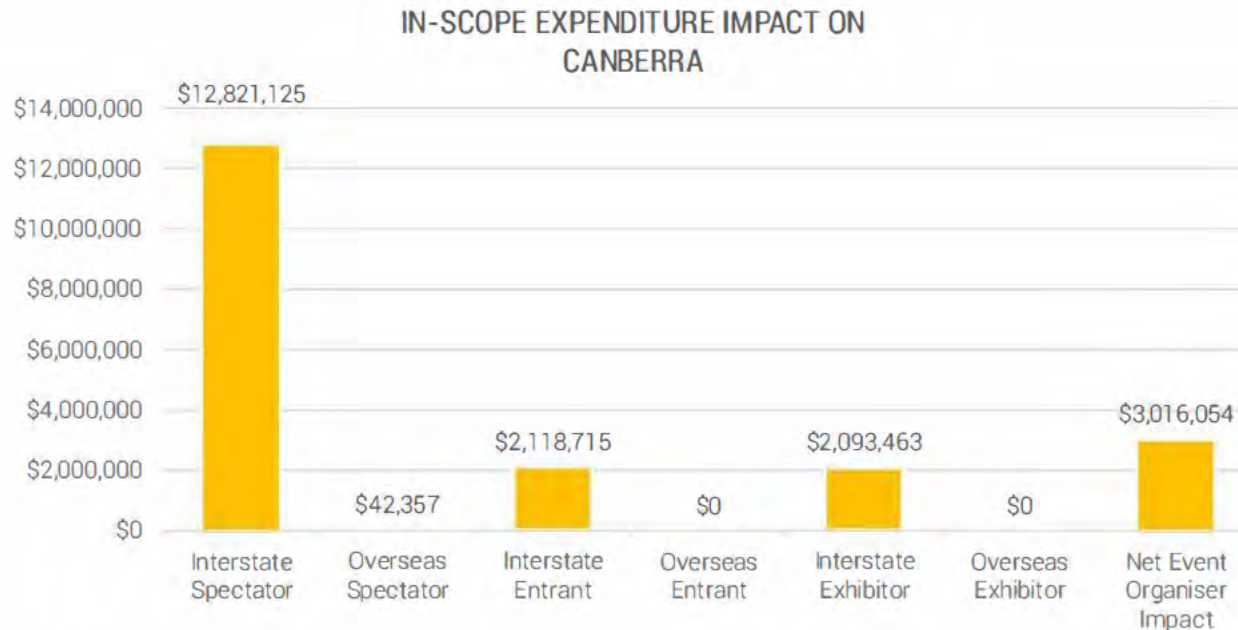
Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	3,828	\$126.00			\$482,393
Interstate Primary Purpose Overnight	17,464		\$228.07	3.0	\$12,124,551
Interstate Extended Stay Overnight	358		\$180.67	3.3	\$214,181
Overseas Primary Purpose Day Trip	0	0			\$0
Overseas Primary Purpose Overnight	16		\$520.00	5.0	\$42,357
Overseas Extended Stay Overnight	0				\$0
Total	21,667				\$12,863,482

ENTRANTS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	61	\$386.41			\$23,676
Interstate Primary Purpose Overnight	2,083		\$182.27	5.5	\$2,091,721
Interstate Extended Stay Overnight	8		\$50.98	8.5	\$3,319
Overseas Primary Purpose Day Trip	0	0			\$0
Overseas Primary Purpose Overnight	0		0	0	\$0
Overseas Extended Stay Overnight	0				\$0
Total	2,152				\$2,118,715

Note: Some totals may not add due to rounding

- More than 21,800 in-scope spectators generated nearly \$13.0 million in expenditure for the ACT
- More than 2,100 entrants generated more than \$2.1 million in the ACT

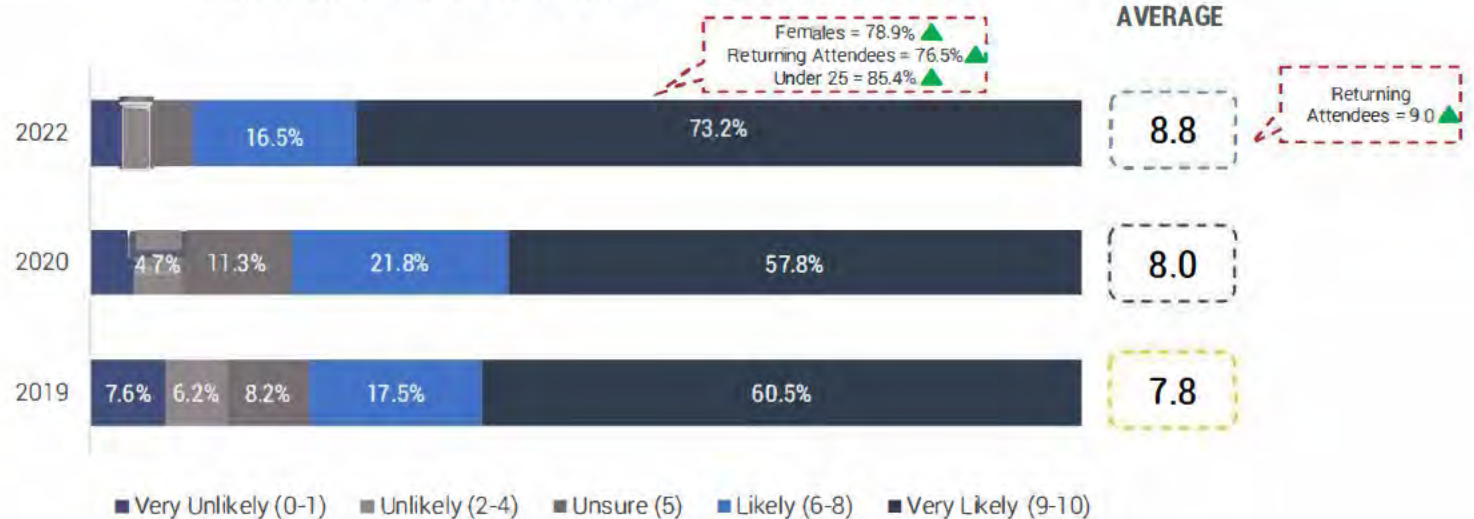


Total In-Scope Expenditure for Canberra - \$20.1 mil

- Summernats 34 was responsible for generating nearly \$20.1 million in direct in-scope expenditure. This represents the amount of spending in the ACT that is unlikely to have happened if the event had not been held. Overall, this represented a decrease of around 32% when compared to the last event in 2020. It should be noted that the last event occurred before the COVID-19 outbreak and circumstances are quite different currently compared to what they were back then
- In-scope interstate spectators contributed the largest amount of this impact (\$12.9 million)
- The \$3.0 million of net event organiser impact represents the amount of event related expenditure made in Canberra using revenues sourced from outside the ACT

Event Performance Metrics - Attendees

LIKELY FUTURE ATTENDANCE AT SUMMERNATS NEXT YEAR



LIKELY FUTURE ATTENDANCE AT SUMMERNATS BY AGE GROUP

	Under 25	25 to 34	35 to 44	45 to 54	55 +
2022	9.4 ▲	9.1 ▲	8.6	8.3	7.8
2020	9.0	8.4	7.7	7.6	7.6
2019	8.0	8.0	8.1	7.5	7.2

- Attendees at Summernats 2022 indicated a higher average likelihood of future attendance (8.8) compared to the 8.0 achieved in 2020. There was an increase of 15.4 percentage points for attendees indicating they are 57.8% *very likely* to attend next year compared to the previous year.
- The individual groups who were significantly more likely to be *very likely* to return next year were, *females, under 25s and returning attendees.*
- Likely future attendance is quite strong across all age groups, compared to 2020 with all scores increasing. Attendees aged *under 25 and 25-34* had a significantly higher average score for returning next year compared to other age groups.

Event Performance Metrics - Entrants

Sponsorship

Exhibitors

Other Data Tables

PREVIOUSLY VISITED CANBERRA

	2022
Yes	73.0%
No	27.0%

EMPLOYMENT INDUSTRY

	2022
Automotive	17.7%
Other trade	31.9%
Professional	17.7%
Other	32.7%

NUMBER OF TRAVEL PARTY ATTENDING

	2022
0	10.5%
1	29.5%
2	33.1%
3	12.1%
4	8.5%
5	3.3%
6	1.6%
7+	1.5%

NUMBER OF PREVIOUS ATTENDANCES

	2022
1 - 5	58.8%
6 - 10	19.4%
11 - 15	7.1%
16 - 20	6.1%
21 - 25	3.7%
26+	5.0%

Q29. Aside from your attendance at Summernats, have you visited Canberra previously? n=934

Q9. Of your traveling party of (answer from Q8) people, how many of them, including yourself, actually attended or worked at Summernats this year? n=1,010

Q12. Including this year, how many times have you previously attended Summernats in any capacity since it started? If this is your first time attending Summernats, please select "1" n=1,452
 QD. In which industry do you work? n=1,626

PREVIOUSLY VISITED CANBERRA

	2022
Yes	73.5%
No	26.5%

EMPLOYMENT INDUSTRY

	2022
Other trade	34.9%
Automotive	27.7%
Professional	17.6%
Other	19.7%

NUMBER OF TRAVEL PARTY ATTENDING

	2022
0	6.3%
1	36.9%
2	29.2%
3	9.1%
4	10.1%
5	4.2%
6	1.8%
7+	2.4%

NUMBER OF PREVIOUS ATTENDANCES

	2022
1 - 5	25.4%
6 - 10	25.4%
11 - 15	12.9%
16 - 20	11.9%
21 - 25	9.6%
26+	14.7%

Q29. Aside from your attendance at Summernats, have you visited Canberra previously? n=437

Q9. Of your travelling party of {answer from Q8} people, how many of them, including yourself, actually attended or worked at Summernats this year? n=504

Q12. Including this year, how many times have you previously attended Summernats in any capacity since it started? If this is your first time attending Summernats, please select "1" n=613
 QD. In which industry do you work? n=750

From: "Lalor, Justin"
Sent: 12/10/2022 3:02 PM
To: "Stewart-Moore, Karen" <Karen.Stewart-Moore@act.gov.au>
Subject: Summernats figures

OFFICIAL

Hey there,

Here are the stats from the last 2 events held....let me know if this is all you need.

Cheers,

Justin.

Summernats 2022_

- Total Attendance: 75,412 (this is gross attendance, and includes 31,123 unique individuals)
- 71% of attendees came from outside the ACT, with an average length of stay of 3.4 nights (the event generated 60,751 visitor nights in the ACT)
- Economic Impact: \$20.1 million

This was the first Summernats event since onset of COVID (the 2021 event was cancelled). The challenging event and travel environment in January 2022 did see attendance (typically around the 100,000 mark), visitor and economic impact figures down from previous years, but this was still a very strong result for Canberra under the circumstances.

Summernats 2020_

- Total Attendance: 99,240 (this is gross attendance, and includes 47,360 unique individuals)
- 83% of attendees came from outside the ACT, with an average length of stay of 3.9 nights (the event generated 125,941 visitor nights in the ACT)
- Economic Impact: \$29.7 million

From: "Lalor, Justin"
Sent: 23/11/2022 2:27 PM
To: "Gaukroger, Rebecca" <Rebecca.Gaukroger@act.gov.au>; "Rolfe, Vivienne" <Vivienne.Rolfe@act.gov.au>
Subject: RE: Economic impact - Summernats

OFFICIAL

Hey Bec,

I hope you're well... 😊

Viv and I just chatted about this, so I'll jump in to assist if that's cool?

Ellie is a bit off the mark to say we manage the analysis. It's actually something that the Summernats team arrange and manage internally as part of their reporting obligations under the Major Event Fund. They also use IER (and have done for a number of years), so while we receive copies of the reports and have access to the economic impact figures, we don't play a hands-on role in organising the survey and economic analysis.

Here are the results from the last two events:

Summernats 2022

- Total Attendance: 75,412 (this is gross attendance, and includes 31,123 unique individuals)
- 71% of attendees came from outside the ACT, with an average length of stay of 3.4 nights (the event generated 60,751 visitor nights in the ACT)
- Economic Impact: **\$20.1 million**

This was the first Summernats event since the onset of COVID (the 2021 event was cancelled). The challenging event and travel environment in January 2022 did see attendance (typically around the 100,000 mark), visitor and economic impact figures down from previous years, but this was still a very strong result for Canberra under the circumstances.

Summernats 2020

- Total Attendance: 99,240 (this is gross attendance, and includes 47,360 unique individuals)
- 83% of attendees came from outside the ACT, with an average length of stay of 3.9 nights (the event generated 125,941 visitor nights in the ACT)
- Economic Impact: **\$29.7 million**

While not easy to provide a forecast for 2023, we would probably expect that with the event and travel sector now operating under more normal conditions (and where COVID impacts are less prevalent), that 2023 would see attendance and economic impact return to a level closer to those traditionally seen at Summernats pre-COVID....i.e. with an attendance of around 100,000 and an economic impact in the range of \$25 million to \$30 million. Fingers crossed we don't get thrown any more major COVID curveballs between now and then!

I hope this helps? Sing out if not.

Cheers,

Justin.

From: Gaukroger, Rebecca <Rebecca.Gaukroger@act.gov.au>
Sent: Wednesday, 23 November 2022 11:20 AM
To: Rolfe, Vivienne <Vivienne.Rolfe@act.gov.au>
Cc: Lalor, Justin <Justin.Lalor@act.gov.au>
Subject: Economic impact - Summernats

OFFICIAL

Hi Viv

Hope your week is going well.

Just spoke to Ellie from Summernats and she said you manage the economic benefit analysis for the event. Are you able to please share the economic dollar figure for the 2022 event and any forecasted figure for the 2023 event?

I just need it to support the provision of light rail services for the event.

Thank you 😊

Rebecca Gaukroger | A/g Director, Operations and Performance

Phone 02 6207 7555 | Email rebecca.gaukroger@act.gov.au

Light Rail Operations | Transport Canberra and City Services | ACT Government

480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.tccs.act.gov.au | www.transport.act.gov.au

Connected services for the people of Canberra

 Transport Canberra

From: "Quek, Hock" <Hock.Quek@act.gov.au>
Sent: 10/02/2023 9:12 AM
To: "Lalor, Justin" <Justin.Lalor@act.gov.au>
Cc: "Comacchio, Teresa" <Teresa.Comacchio@act.gov.au>; "Wang, Wei" <Wei.Wang@act.gov.au>
Subject: Summernats Reports
Attachments: SN34 IER REPORT Summernats 2022.pdf, Summernats Research Report 2020.pdf, Outside Scope Outside Scope
g

OFFICIAL

Many thanks Justin – This is exactly what we were after.

Cheers,
Hock

Hock C. Quek | Policy Analyst | Economic and Regulatory Policy | Economic and Financial Analysis Branch | ACT Chief Minister, Treasury and Economic Development Directorate | Phone: 02 6205 1633 | Hock.Quek@act.gov.au

From: Lalor, Justin <Justin.Lalor@act.gov.au>
Sent: Thursday, 9 February 2023 7:15 PM
To: Quek, Hock <Hock.Quek@act.gov.au>
Cc: Comacchio, Teresa <Teresa.Comacchio@act.gov.au>
Subject: Summernats Reports
Importance: High

OFFICIAL

Hi Hock,

As promised, here are a set of economic impact reports for Summernats. I have included reports for 2022 (which was their first post-COVID delivery of the event), 2020 (pre-COVID), 2019 and the 2015 Repucom report you were looking for. We don't have a report from the 2023 event yet, but we would expect to receive that from organisers in the next few weeks.

I hope this is helpful.

Cheers,

Justin.

Justin Lalor | Director - Event Development
Phone: +61 2 6207 2884 | Mobile: +Sch 2.2(a)(ii) | Email: justin.lalor@act.gov.au
Events ACT | Chief Minister, Treasury and Economic Development Directorate | ACT Government
Level 3, 220 London Circuit, Canberra ACT 2601 | GPO Box 158 Canberra ACT 2601 | www.events.act.gov.au

Summernats 33 2020

Economic Impact & Market
Research Study



FOCUSED EVENT THINKING

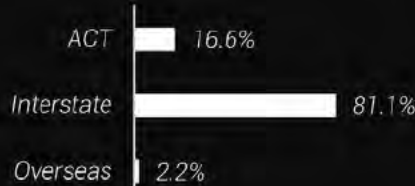
Key Findings

ATTENDANCES



Gross – 99,240
Unique – 47,360

ATTENDEE ORIGINS



ATTENDEE PROFILE



IN-SCOPE VISITORS



39,899

Non-ACT individuals who visited the event

39,459

Non-ACT individuals who came to ACT because of the event

DIRECT IN-SCOPE EXPENDITURE



For the ACT Economy

\$29.7 mil

VISITOR NIGHTS GENERATED



In the ACT

125,941

ATTENDEE EXPECTATIONS BETTER THAN EXPECTED



Spectators
48.4%

Entrants
27.1%

ATTENDEE SATISFACTION OUT OF 10



Spectators
8.3

Entrants
7.4

ADVOCACY (NPS)



Spectators
+54.6

Entrants
+40.0

LIKELY RETURN NEXT YEAR RATED 9 OR 10 (VERY LIKELY)



Spectators
57.8%

Entrants
69.3%

Background and Methodology

BACKGROUND

Summernats 33 was held at Exhibition Park, Canberra between January 2 and 5, 2020.

PURPOSE OF THE RESEARCH

IER was engaged by Summernats to undertake a research study for the 2020 event. The objectives of this study were:

1. To provide an estimate of the economic impact generated by the event for the Canberra economy
2. To understand the extent to which the event was responsible for bringing visitors to Canberra
3. To understand the demographic profile of visitors at the event
4. To assess the channels that drove awareness of the event
5. To understand visitor behaviour in Canberra whilst visiting the event
6. To assess perceptions and visitor satisfaction with various touchpoints of the event
7. To gather any other insights from visitors that can be used to help shape the event for future years
8. To understand the perceptions of entrants involved with the event

The research study contained a number of elements as outlined below: -

- Quantitative attendee research study
- Economic impact assessment

RESEARCH METHODS

IER utilised a number of different research methods to deliver this study. They are outlined below:

Incidence Survey – IER conducted an incidence survey across three days of the event period. The purpose of this survey was to develop a detailed and robust assessment of visitor origins (for the purpose of accurate audience estimation) as well as recruiting participants to complete the post-event online survey

Online Survey – An online survey was built and disseminated to those who provided their email details during the incidence survey process. It was also sent to a database of Entrants, Exhibitors and a Summernats member database. This survey contained the majority of the questions which informed this study

The research process delivered the following samples:

Survey Source	Use	Sample
Incidence	<ul style="list-style-type: none"> • Visitor origins • Motivation for travel • Demographics 	651
Online Post Event	<ul style="list-style-type: none"> • Visitor spend and nights • Attendee perceptions • Event experience 	563

The samples generated for both the incidence and online post event surveys are large enough to allow a robust assessment of the event. At an aggregate level, the incidence survey data has a margin of error of +/- 3.8 at a 95% confidence level whilst the online survey data has a margin of error of +/- 4.1 at a 95% confidence level.

Background and Methodology

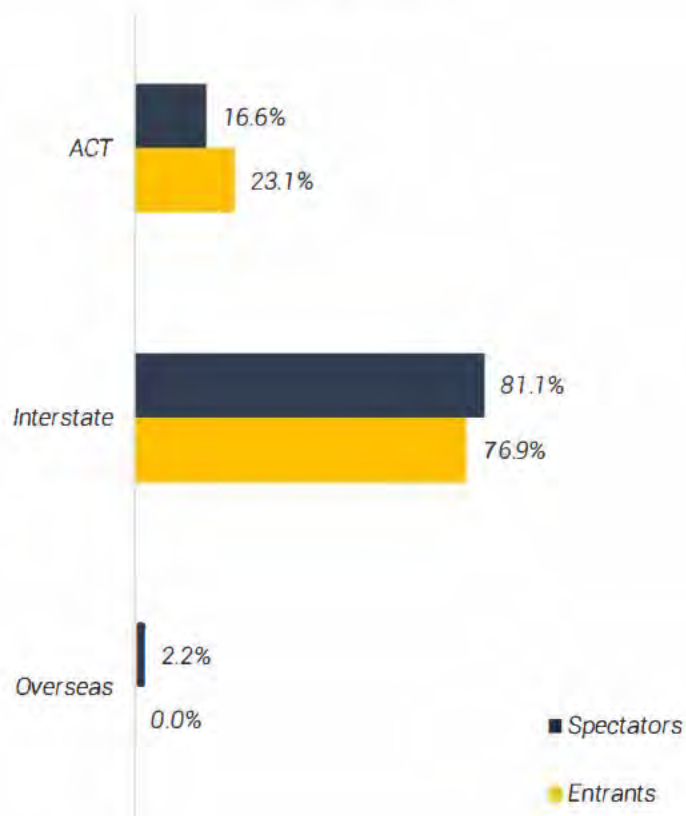
KEY CONCEPTS & DEFINITIONS

Throughout this report, a number of measures and concepts have been outlined and discussed. The following provides a description/definition of these measures and concepts and should be read in conjunction with the outcomes:

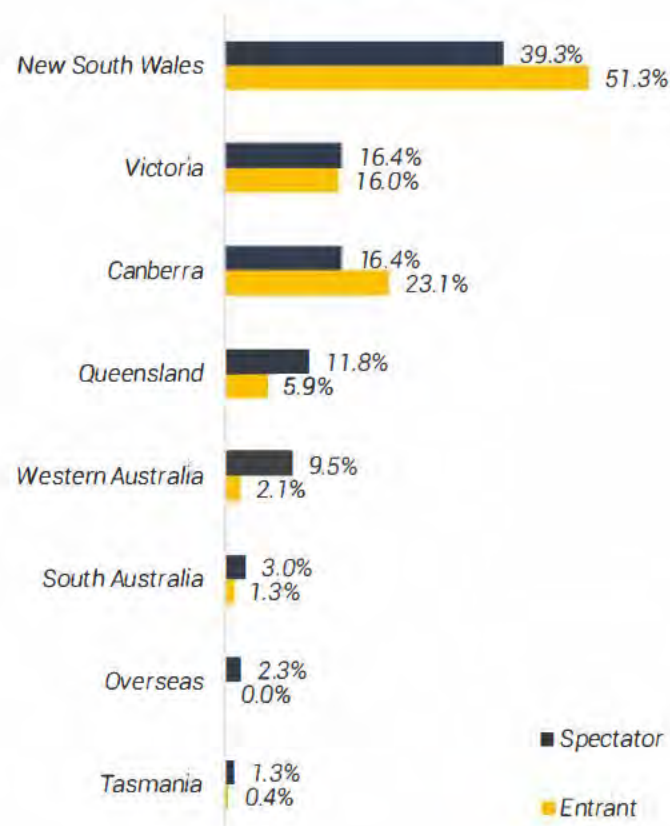
- **Event Attendances** – These are split into **gross attendances** (the total number of attendances determined by aggregating each day's attendance) and **unique attendance** (the number of unique individuals determined by dividing gross attendances by the average number of days attended by an individual)
- **In-Scope Visitor** relates to a person who said that the event was the main reason for their visit to Canberra. Their (and any accompanying people) visitor activities (nights, spending) are measured as being driven by the event's existence. Further defined as follows:
 - *Primary purpose visitors*– those who would not have travelled to Canberra, on that trip, had the event not existed
 - *Extended stay visitors* – those who were in, or travelling to, Canberra for some other reason, but decided to extend their planned length of stay to be able to take in the event
- **Direct in-scope expenditure** is made up of the following components:
 - *In-scope visitor spending in the region whilst on their event motivated trip, or extended stay trip*
 - *Net event organiser impact in the region, based on the level of event related spending (made in the region) using revenue generated from outside the region.*
- **Visitor Nights** relates to the number of nights spent, by in scope visitors, in Canberra.
- **Non in-scope visitors** relates to local residents and non local visitors whose trip to Canberra was not driven by the event. Whilst they have attended the event, their trip to Canberra was not for that purpose and they have not spent any additional nights in the region because of the event
- **Net Event Organiser Expenditure** relates to the amount of event related expenditure made in Canberra which is funded by revenue sourced from outside the region.

Visitation and Economic Impacts

VISITOR ORIGINS



VISITOR ORIGINS (EXPANDED)

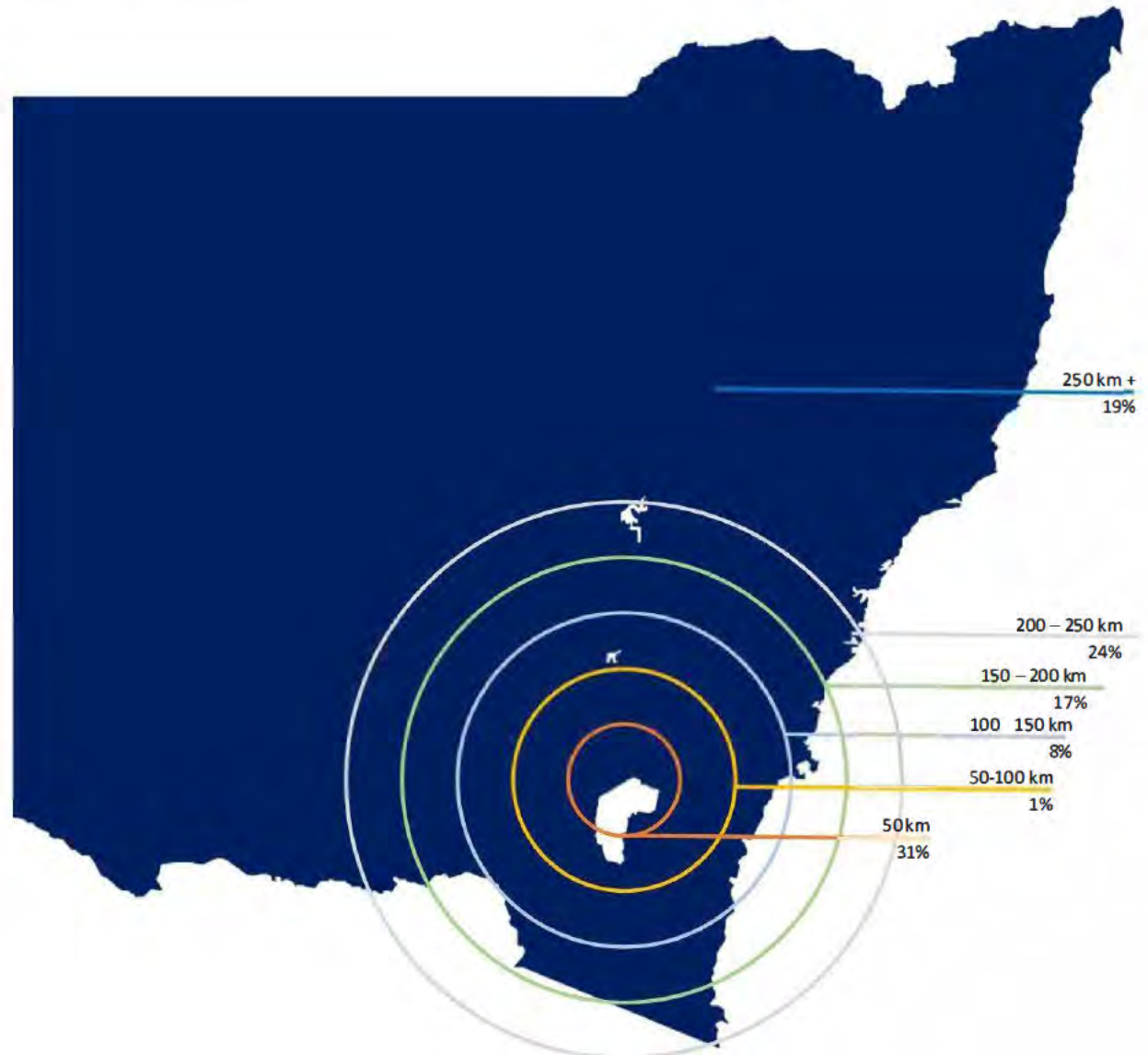


- Overall, more than 97% of spectators and 100% of entrants were from outside the ACT.
- Visitor from NSW made up 39% of the spectator audience and 51% of the entrants in the event

Attendee Visitor Origins

NSW/ACT VISITOR ORIGINS

LCA	2019
Wollongong (C)	7%
Penrith (C)	7%
Queanbeyan-Palerang Regional (A)	6%
Camden (A)	5%
Northern Beaches (A)	3%
Blacktown (C)	3%
Shellharbour (C)	3%
Central Coast (C)	3%
Liverpool (C)	3%
Cessnock (C)	3%
Hawkesbury (C)	3%
Maitland (C)	3%
Orange (C)	3%
Wagga Wagga (C)	2%
The Hills Shire (A)	2%
Campbelltown (C)	2%



TOTAL ATTENDANCE
99,240

AVG. DAYS ATTENDED
2.19

UNIQUE INDIVIDUALS
44,836

NON-ATTENDING ENTOURAGE
2,524

TOTAL UNIQUE INDIVIDUALS
47,360

UNIQUE INDIVIDUALS

Visitor Origin	Not In Scope	In-Scope Overnight	In-Scope Day Trip	Total	% of Unique Individuals
Canberra Resident – Not In Scope	7,461			7,461	15.8%
Interstate – Not In-Scope	440			440	0.9%
Overseas – Not In-Scope	0			0	0.2%
Total Not In-Scope	7,901			7,901	16.7%
Interstate – In Scope		33,747	4,719	38,466	81.2%
Overseas – In Scope		851	142	993	2.1%
Total In-Scope		34,598	4,861	39,459	83.3%
Total Individuals	7,901	34,598	4,861	47,360	100.0%

Note: Some totals may not add due to rounding

In-Scope Visitors
39,459

- *Summernats 33 attracted a total of 99,240 attendances across the 4 days of the event. The research suggested that across the entire audience, the average person visited the event on 2.19 days. Therefore, the number of unique individuals, who visited the event, is estimated to be 44,836.*
- *In-Scope visitors made up 83% of the entire audience (that is, over three-quarters of the audience were visitors who came to Canberra because of the fact that Summernats 33 was being held there).*
- *Overall, the event was responsible for bringing 36,935 individuals to Canberra – the majority of whom were from interstate. In addition to this, in-scope visitors also brought with them around 2,524 accompanying persons who did not attend Summernats 33. These people would have travelled to Canberra with someone who was motivated by Summernats, but not attended the event themselves. Therefore, the event was responsible for bringing 39,459 individuals to Canberra. The majority (87%) of these in-scope visitors stayed at least one night in Canberra during their visit.*

SPECTATOR MOTIVATIONS FOR VISITING CANBERRA



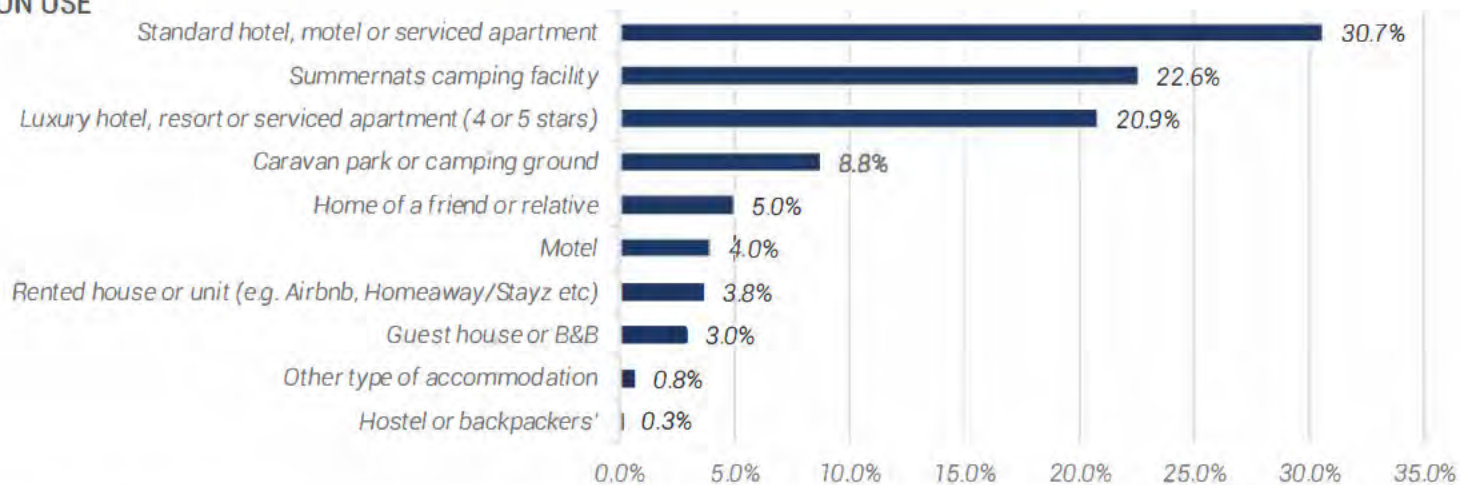
- The economic impacts assigned to Summernats 33 are based on those visitors who identified the exhibition as being the 'main reason' for visiting, or for extending their planned length of stay, in Canberra
- As illustrated in the chart above, across most jurisdictions, most or all of the non-ACT attendees would have been unlikely to have visited Canberra on that occasion if not for Summernats 33 (as was the case with Summernats 32)

VISITOR NIGHTS CREATED

Visitor Origin	Total In-Scope Visitors	Average Length of Stay in Canberra	Total Visitor Nights in Canberra
<i>Interstate Primary Purpose</i>	31,086	3.9	119,840
<i>Interstate Extended Stay</i>	426	3.3	1,419
<i>Overseas Primary Purpose</i>	851	5.5	4,682
<i>Overseas Extended Stay</i>	-	-	-
Total	32,363	3.9	125,941

Note: Some totals may not add due to rounding

ACCOMMODATION USE



- There were more than 125,000 visitor nights generated in Canberra due to Summernats 33, with 32,363 in-scope visitors spending an average of 3.9 nights in Canberra.
- The most common for form of accommodation used by visitors was a standard hotel, motel or serviced apartment (30.7%) ahead of camping (22.6%) and luxury hotels (20.69%)

In-Scope Visitor Expenditure

SPECTATORS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	4,682	\$144.21			\$675,211
Interstate Primary Purpose Overnight	32,075		\$184.43	3.8	\$22,733,137
Interstate Extended Stay Overnight	426		\$192.50	3.3	\$273,116
Overseas Primary Purpose Day Trip	142	\$620.00			\$87,965
Overseas Primary Purpose Overnight	851		\$310.71	5.5	\$1,454,729
Overseas Extended Stay Overnight					
Total	38,176				\$25,224,159

ENTRANTS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	30	\$823.33			\$24,786
Interstate Primary Purpose Overnight	1,174		\$229.84	4.1	\$1,117,121
Interstate Extended Stay Overnight					
Overseas Primary Purpose Day Trip					
Overseas Primary Purpose Overnight					
Overseas Extended Stay Overnight					
Total	1,204				\$1,141,907

Note: Some totals may not add due to rounding

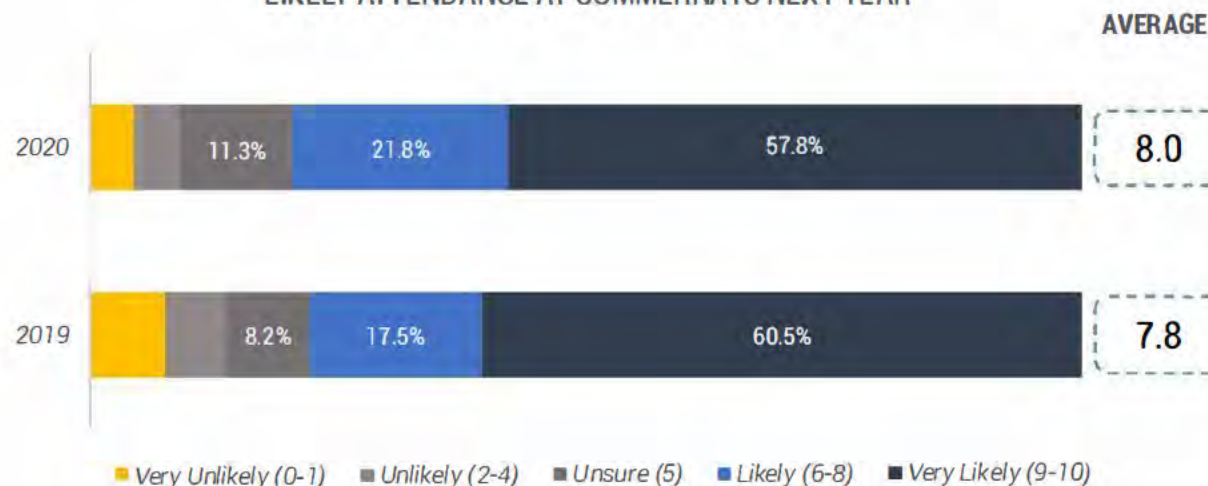
- More than 38,170 in-scope spectators generated more than \$25.2 million in expenditure for the ACT
- More than 1,200 entrants generated more than \$1.1 million in the ACT



Total In-Scope Expenditure for Canberra - \$29.7 mil

- *Summernats 33 was responsible for generating more than \$29.7 million in direct in-scope expenditure. This represents the amount of spending in the ACT that is unlikely to have happened if the event had not been held. Overall, this represented an increase of 4.1% when compared to last year.*
- *In-scope interstate spectators contributed the largest amount of this impact (\$23.7 million)*
- *The \$3.0 million of net event organiser impact represents the amount of event related expenditure made in Canberra using revenues sourced from outside the ACT*

LIKELY ATTENDANCE AT SUMMERNATS NEXT YEAR

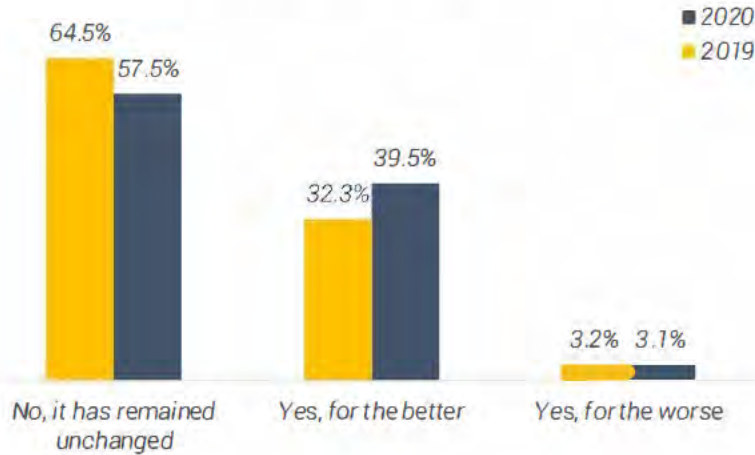


LIKELY ATTENDANCE AT SUMMERNATS BY AGE GROUP

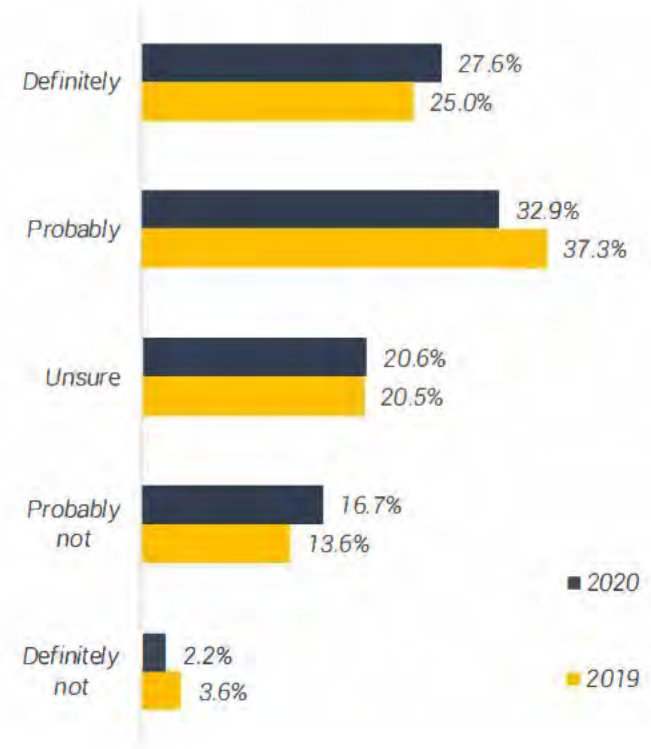
	Under 25	25 to 34	35 to 44	45 to 54	55 +
2020	9.0	8.4	7.7	7.6	7.6
2019	8.0	8.0	8.1	7.5	7.2

- Attendees at Summernats 2020 indicated a slightly higher average likelihood of future attendance (8.0) compared to the 7.8 achieved in 2019. There was an increase of 1.6% of attendees indicating they are 60.5% likely/very likely to attend next year compared to the previous year.
- Likely future attendance is quite strong across all age groups, compared to 2019, the likelihood of future attendance for Under 25s, 25 to 34 and 55+ . Whilst, the 35 to 44 year age bracket was slightly lower and the 45 to 54 age group remained similar.

PERCEPTION OF CANBERRA
VISITORS TO CANBERRA



DESIRE TO RETURN TO CANBERRA
VISITORS TO CANBERRA

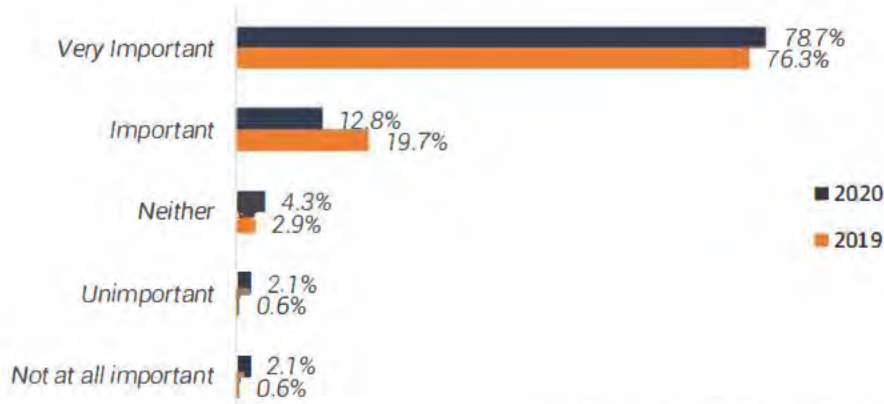


- Around 40% of those who visited Canberra to attend Summernats said that they left with their perception of Canberra enhanced which was an increase from the 32.3% in 2019. Once again, the majority (~two-thirds) said that their opinion was unchanged.
- More than 60% of the visiting spectators said that they would definitely or probably return to Canberra in future as a tourist. This was slightly lower compared to the 2019 result.

Q27. Has your attendance at Summernats changed your perception of Canberra? (n=228)

Q28. Has your experience of visiting Canberra and attending Summernats made you want to come back to see more of Canberra? (n=228)

IMPORTANCE OF CANBERRA HOSTING SUMMERNATS EACH YEAR



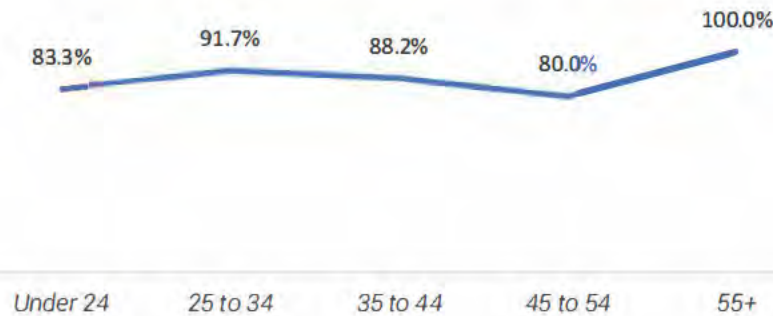
PERCEPTION OF USE OF TAXPAYER FUNDS



Believe it is a reasonable use of taxpayer funds to stage Summernats

Unsure – 6%
No – 6%

PERCEPTION OF USE OF TAXPAYER FUNDS BY AGE

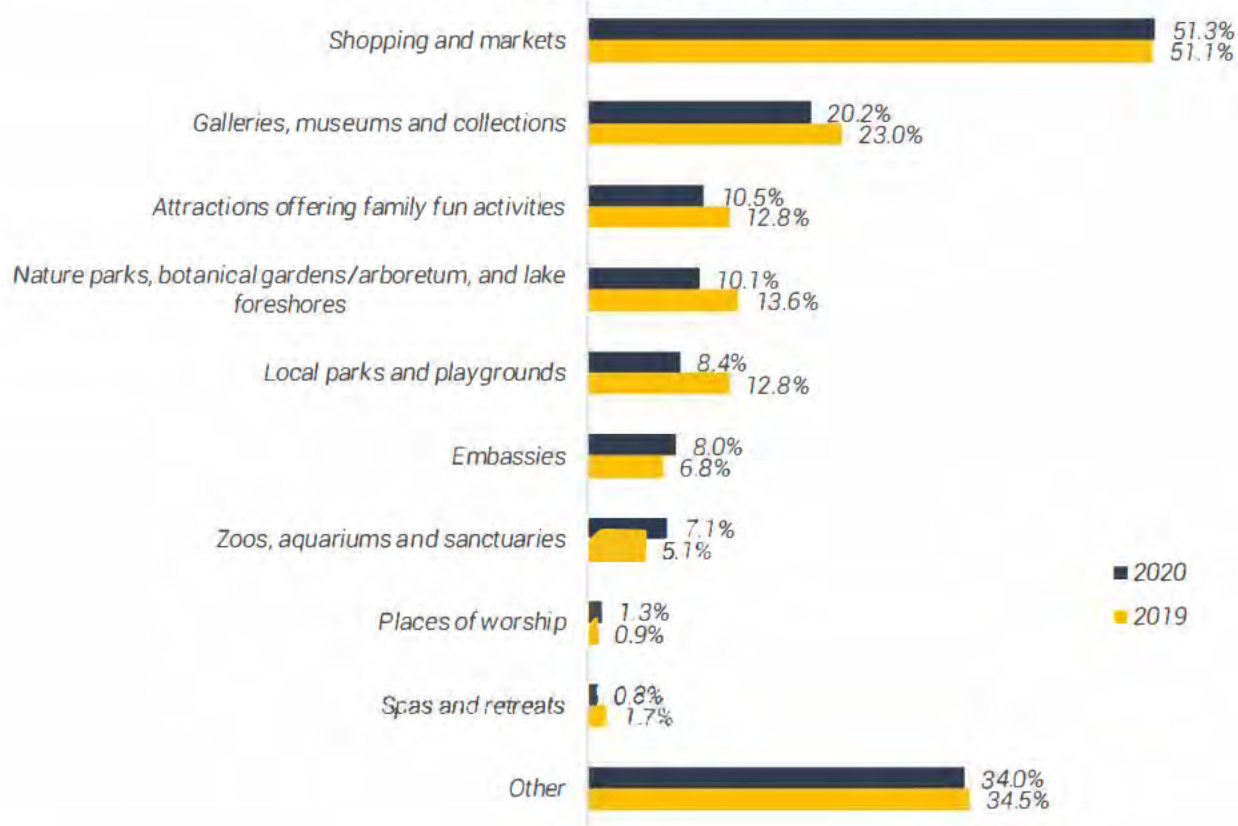


- ACT resident attendees provided a strong endorsement of the importance of Canberra hosting Summernats each year with 78.7% indicating it is very important
- Overall, 87% of ACT resident attendees believe that Territory Government funding is a reasonable use of taxpayer funds. This support is fairly constant across age groups.

Q14. To what extent do you believe it is important for Canberra to host Summernats each year? (n=40)

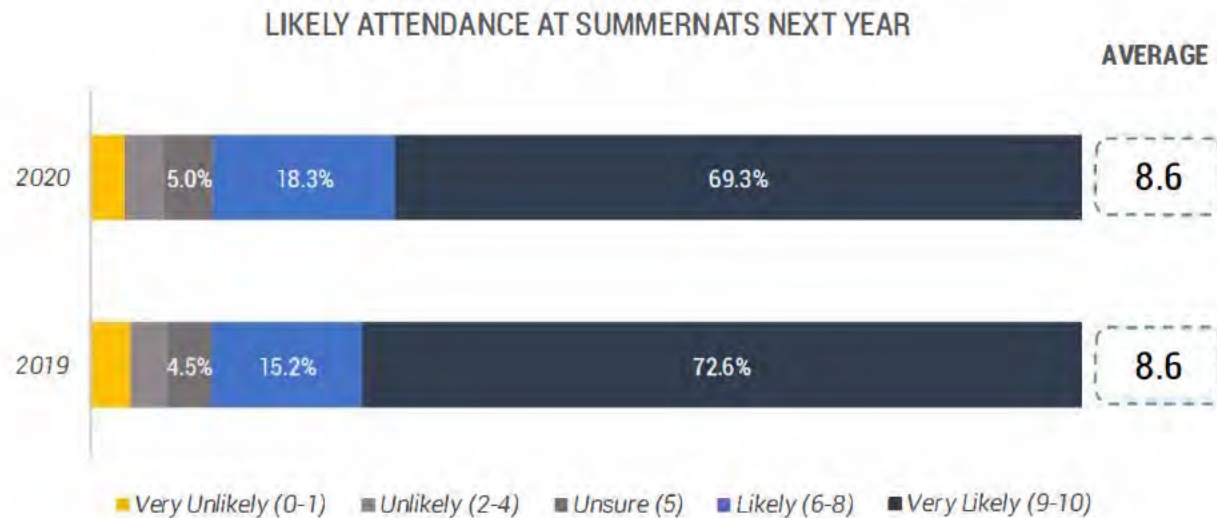
Q14a. Do you think it is reasonable for the ACT Government to provide financial support to having Summernats in Canberra? (n=40)

LEISURE ACTIVITIES WHILST IN CANBERRA



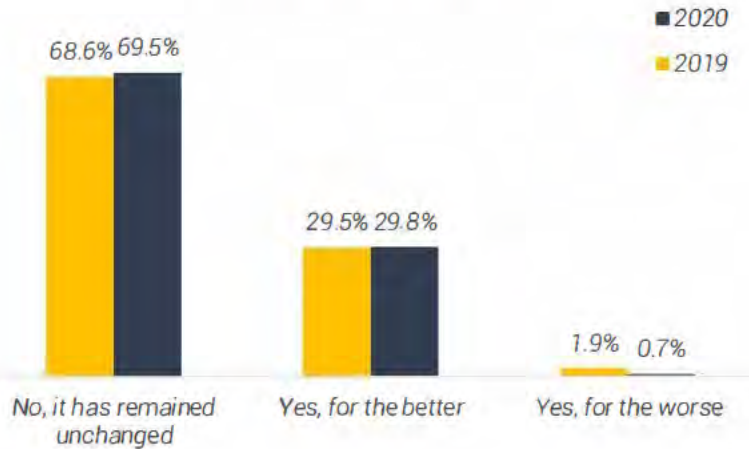
- Attendees from outside of Canberra were asked what other activities they undertook whilst in Canberra. The leisure activity most common amongst visitors in 2020 was shopping and markets (51.3%). This was the most common activity as in 2019, the other top responses were also prevalent:

- Galleries, museums and collections
- Attractions offering family fun activities
- Nature parks, botanical gardens/arboretum, and lake foreshores

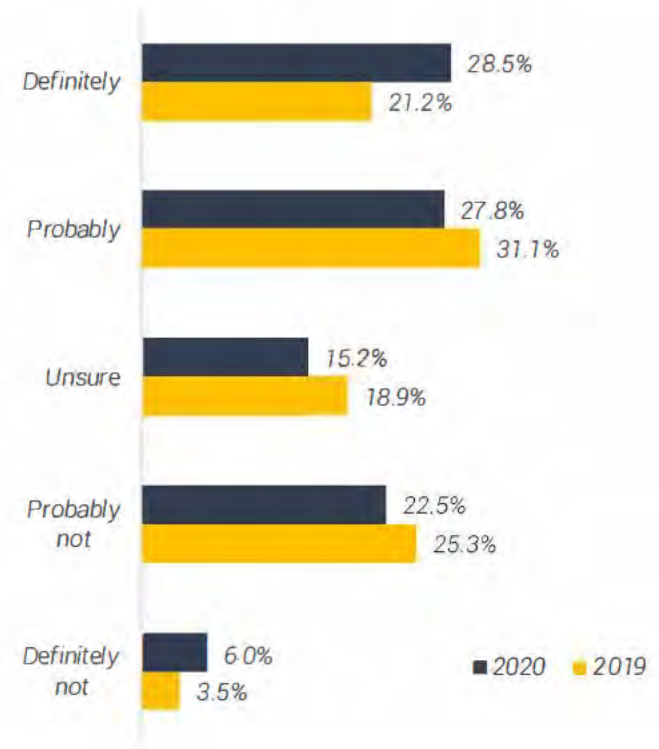


• Despite a slightly lower level of satisfaction this year, the likelihood of participation next year remained relatively stable

PERCEPTION OF CANBERRA
VISITORS TO CANBERRA



DESIRE TO RETURN TO CANBERRA
VISITORS TO CANBERRA

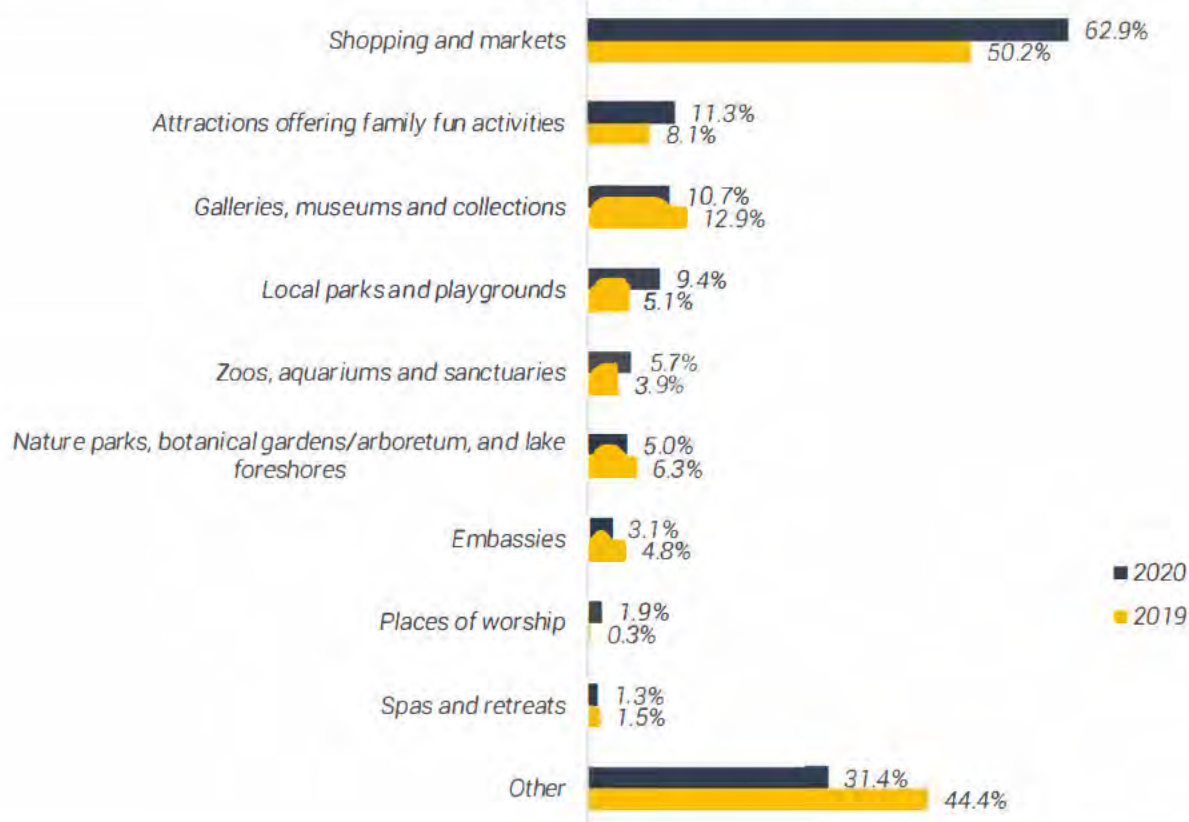


- Around 30% of those entrants who visited Canberra for Summemats said that they left with their perception of Canberra enhanced. The majority (~two-thirds) said that their opinion was unchanged. These perceptions remained the same as what was recorded in 2019.
- More than 55% of the visiting entrants said that they would definitely or probably return to Canberra in future as a tourist. This was slightly lower than the 62% that was reported last year.

Q27. Has your attendance at Summemats changed your perception of Canberra? (n= 151)

Q28. Has your experience of visiting Canberra and attending Summemats made you want to come back to see more of Canberra? (n=151)

LEISURE ACTIVITIES WHILST IN CANBERRA



- Entrants from outside of Canberra were asked what other activities they undertook whilst in Canberra. The leisure activity most common amongst visitors was shopping and markets (62.9%) which increased by 12.7 percentage points.
- For those who selected other, the most frequent comments were regarding visiting bars and restaurants.

Sponsorship

Exhibitors

Other Data Tables

INTERNATIONAL ATTENDEES

	2020
<i>New Zealand</i>	100.0%

PREVIOUSLY VISITED CANBERRA

	220
Yes	61.8%
No	38.2%

LIKELY RETURN TO CANBERRA IF SUMMERNATS WERE NO LONGER HELD THERE

	2020
1 – Not at all likely	44.3%
2	17.1%
3	18.0%
4	10.5%
5 – Extremely likely	10.1%

NUMBER OF TRAVEL PARTY ATTENDING

	2020
0	5.4%
1	27.2%
2	34.3%
3	17.2%
4	9.2%
5	5.0%
6	1.3%
7	0.4%

NUMBER OF PREVIOUS ATTENDANCES

	2020
1 - 5	62.8%
6 - 10	16.5%
11 - 15	8.4%
16 - 20	4.9%
21 - 25	2.8%
26+	4.6%

EMPLOYMENT INDUSTRY

	2020
<i>Automotive</i>	19.7%
<i>Other trade</i>	32.7%
<i>Professional</i>	27.8%
<i>Other</i>	19.7%

Q2b. In which country do you live? (n=7)

Q29. Aside from your attendance at Summernats, have you visited Canberra previously? (n=228)

Q30. How likely would you be to visit Canberra in the future if Summernats were no longer held in Canberra? (n=228)

Q9. Of your travelling party of (answer from Q8) people, how many of them, including yourself, actually attended or worked at Summernats this year? (n=239)

Q12. Not including this year, how many times have you previously attended Summernats in any capacity since it started? If this is your first time attending Summernats, please select "1" (n=285)

MOTIVATIONS FOR ATTENDANCE

Motivation for attendance	Under 25	25 to 34	35 to 44	45 to 54	55 +
Burnout World Record	10.8%	11.7%	10.4%	4.5%	13.3%
Burnouts	91.9%	78.3%	76.0%	65.2%	26.7%
CityCruise	10.8%	18.3%	8.3%	18.2%	6.7%
Concerts	10.8%	15.0%	9.4%	9.1%	13.3%
Cruising	35.1%	23.3%	32.3%	36.4%	66.7%
Don't Know	0.0%	3.3%	2.1%	4.5%	0.0%
Drifting	24.3%	13.3%	11.5%	13.6%	20.0%
Mullet Comp	10.8%	3.3%	2.1%	0.0%	0.0%
Other Driving Events	2.7%	3.3%	6.3%	3.0%	0.0%
Show N Shine	37.8%	38.3%	46.9%	51.5%	66.7%
Tuff Street	54.1%	60.0%	68.8%	48.5%	46.7%
Unveils	5.4%	18.3%	13.5%	19.7%	20.0%

GENDER OF RESPONDENTS

Sch 2.2(a)(xi) ; Sch 2.2(a)(xii)



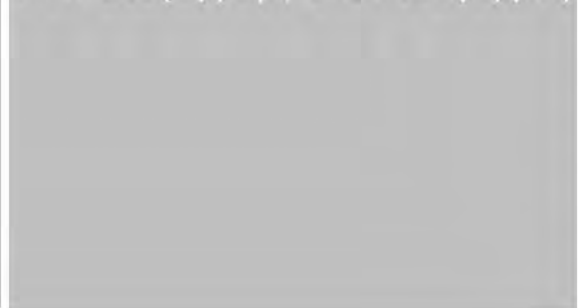
AGE OF RESPONDENTS

Sch 2.2(a)(xi) ; Sch 2.2(a)(xii)



WORK INDUSTRY

Sch 2.2(a)(xi) ; Sch 2.2(a)(xii)



ORIGIN

	2020
Canberra and Surrounds (incl. Queanbeyan, Jerrabomberra, Eaglehawk)	22.7%
Sydney	20.2%
NSW outside Sydney	31.4%
Melbourne	9.1%
Victoria outside Melbourne	6.6%
Brisbane	2.9%
Queensland outside Brisbane	3.3%
Adelaide	1.2%
South Australia outside Adelaide	0.0%
Perth	0.4%
Western Australia outside Perth	1.7%
Hobart	
Tasmania outside Hobart	0.4%
Darwin	
Northern Territory outside Darwin	
Overseas	0.0%

QC. Record Gender (n=248)

QB. In which of the following age groups do you belong? (n=248)

QD. In which industry do you work? (n=245)

Q2. Where do you normally live? (n=242)

PREVIOUSLY VISITED CANBERRA

	2020
Yes	78.1%
No	21.9%

LIKELY RETURN TO CANBERRA IF SUMMERNATS WERE NO LONGER HELD THERE

	2020
1 – Not at all likely	53.6%
2	16.5%
3	15.2%
4	6.6%
5 – Extremely likely	7.9%

NUMBER OF TRAVEL PARTY ATTENDING

	2020
0	5.8%
1	24.3%
2	38.7%
3	13.9%
4	11.0%
5	2.3%
6	1.2%
7	1.2%
8	0.6%
9	0.6%
13	0.6%

TIMES PREVIOUSLY ATTENDED

	2020
1 - 5	31.3%
6 - 10	18.0%
11 - 15	16.1%
16 - 20	12.3%
21 - 25	8.1%
26+	14.2%

Q29. Aside from your attendance at Summernats, have you visited Canberra previously? (n=151)

Q30. How likely would you be to visit Canberra in the future if Summernats were no longer held in Canberra? (n=151)

Q9. Of your travelling party of (answer from Q8) people, how many of them, including yourself, actually attended or worked at Summernats this year? (n=173)

Q12. Not including this year, how many times have you previously attended Summernats in any capacity since it started? If this is your first time attending Summernats, please select "1" (n=211)

From: "Andy Lopez" [Sch 2.2(a)(xii)]
Sent: 23/03/2023 9:17 AM
To: "Kobus, Jonathan" <Jonathan.Kobus@act.gov.au>; "Elkins, Matthew" <Matthew.Elkins@act.gov.au>
Cc: "Mison, Matt" <Matt.Mison@act.gov.au>
Subject: Summernats Economic Impact Report
Attachments: Economic Slides[2].pdf

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Hi guys

I hope all is

well. I've attached an extract of our EOI report from IER, full report to follow.

The highlights are below.

- \$36.2m economic impact
- Up 80% on 2022 and up 19% on the last non COVID affect event
- We spend \$3.7m in Canberra ourselves

- Summernats 35 was responsible for generating more than \$36.2 million in direct in-scope expenditure. This represents the amount of spending in the ACT that is unlikely to have happened if the event had not been held. Overall, this represents an increase of 80.3% on the 2022 event (which was still hampered by continuing COVID-19 restrictions). Additionally, it is likely that consumer travel confidence was still impacted at the time of the 2022 event.
- A more appropriate comparison is made with the 2019 event (the largest previous Summernats on record) which recorded an economic impact of \$29.7 million. This year's event represent a 18.1% increase on the 2019 event.
- The \$3.7 million of net event organiser impact represents the amount of event related expenditure made in Canberra using revenues sourced from outside the ACT

We will be sending out some public comms on this outstanding result in the next couple of days. Let me know if Government want to have some inclusion in that messaging.

Chat soon!

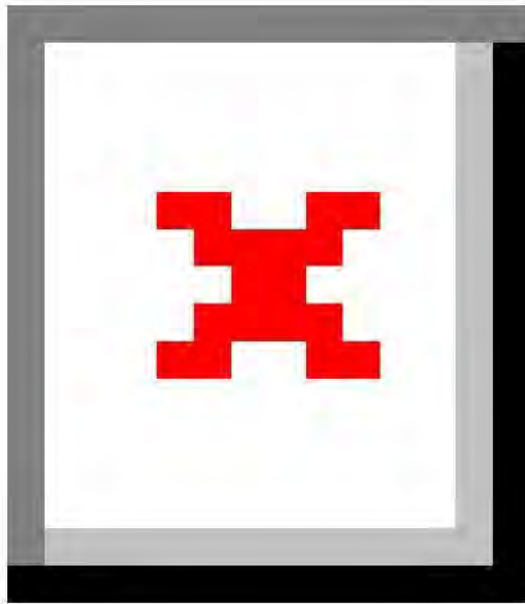
Andy



Andy Lopez

Director
Out There Productions

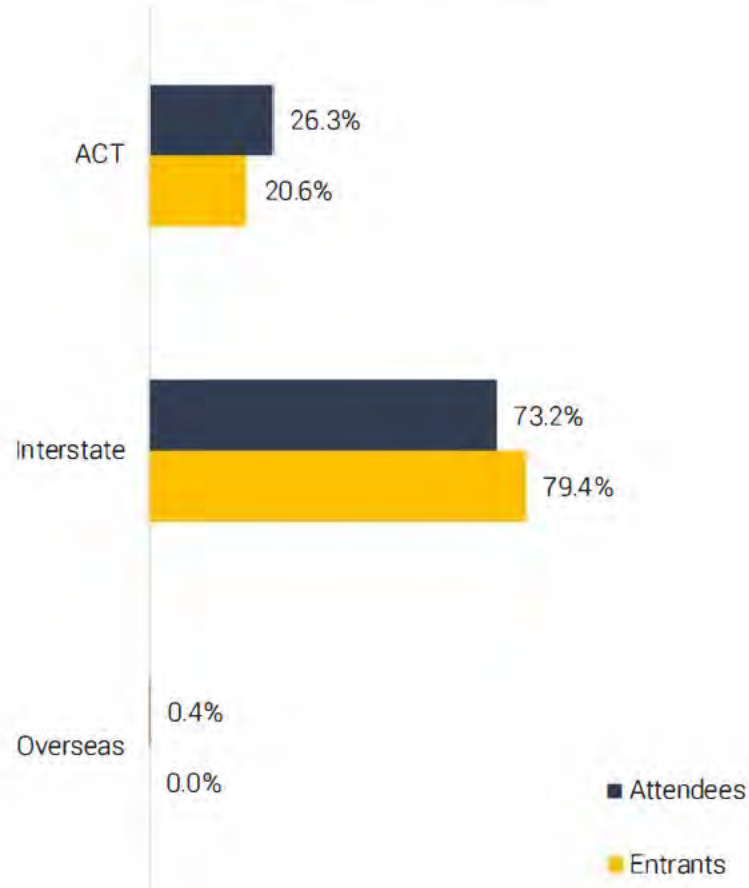
Sch 2.2(a)(ii)



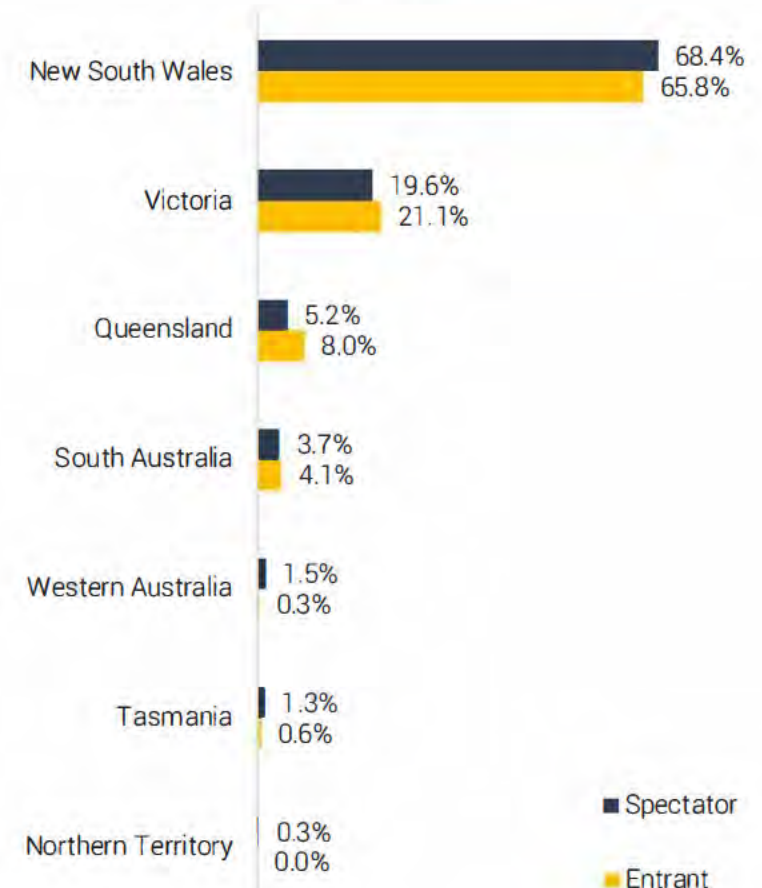
Visitation and Economic Impacts

Visitor Origins

VISITOR ORIGINS



VISITOR ORIGINS (EXPANDED)

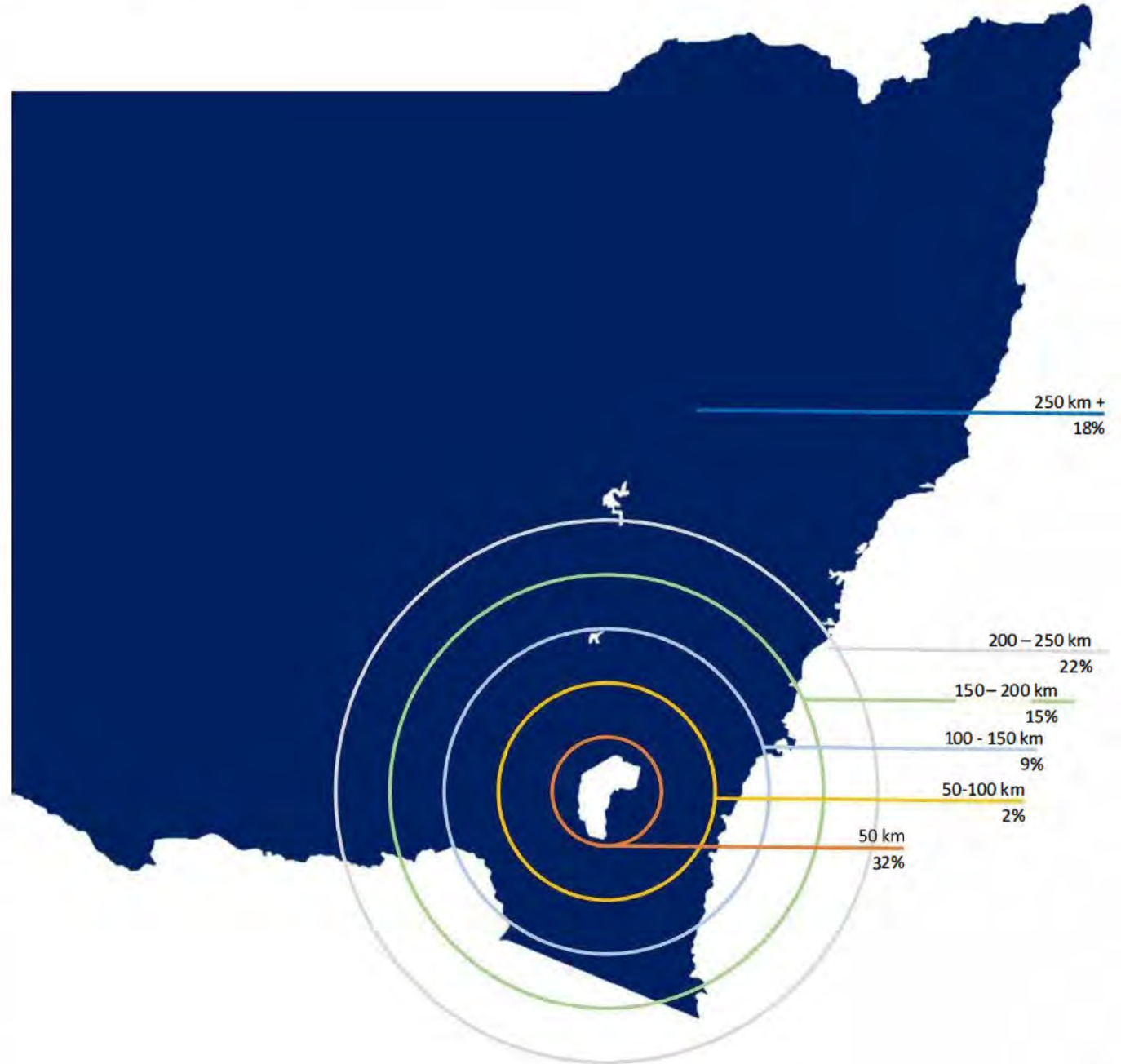


- This year, New South Wales represented more than two-thirds of both the entrants and spectators at Summernats
- Around one-fifth of entrants were from Canberra

Attendee Visitor Origins

NSW/ACT VISITOR ORIGINS

LGA	2022
Penrith (C)	5%
Central Coast (C) (NSW)	5%
Wollongong (C)	5%
Camden (A)	5%
Shoalhaven (C)	4%
Shellharbour (C)	4%
Blacktown (C)	4%
Campbelltown (C) (NSW)	3%
Wollondilly (A)	3%
Lake Macquarie (C)	3%
Maitland (C)	3%
Wagga Wagga (C)	3%
Sutherland Shire (A)	3%
Goulburn Mulwaree (A)	2%
Liverpool (C)	6%
Hawkesbury (C)	2%



Visitor Origins

TOTAL
ATTENDANCE
123,298

AVG. DAYS
ATTENDED
1.83

UNIQUE
INDIVIDUALS
67,492

NON-ATTENDING
ENTOURAGE
2,291

TOTAL UNIQUE
INDIVIDUALS
69,783

UNIQUE INDIVIDUALS

Visitor Origin	Not In Scope	In-Scope Overnight	In-Scope Day Trip	Total	% of Unique Individuals
Canberra Resident – Not In Scope	17,530			17,530	25.2%
Interstate – Not In-Scope	365			365	0.5%
Overseas – Not In-Scope	0			0	0.0%
Total Not In-Scope	17,895			17,895	25.7%
Interstate – In Scope		40,643	10,841	51,484	73.9%
Overseas – In Scope		287	0	287	0.4%
Total In-Scope		40,930	10,841	51,771	74.3%
Total Individuals	17,895	40,930	10,841	69,665	100.0%

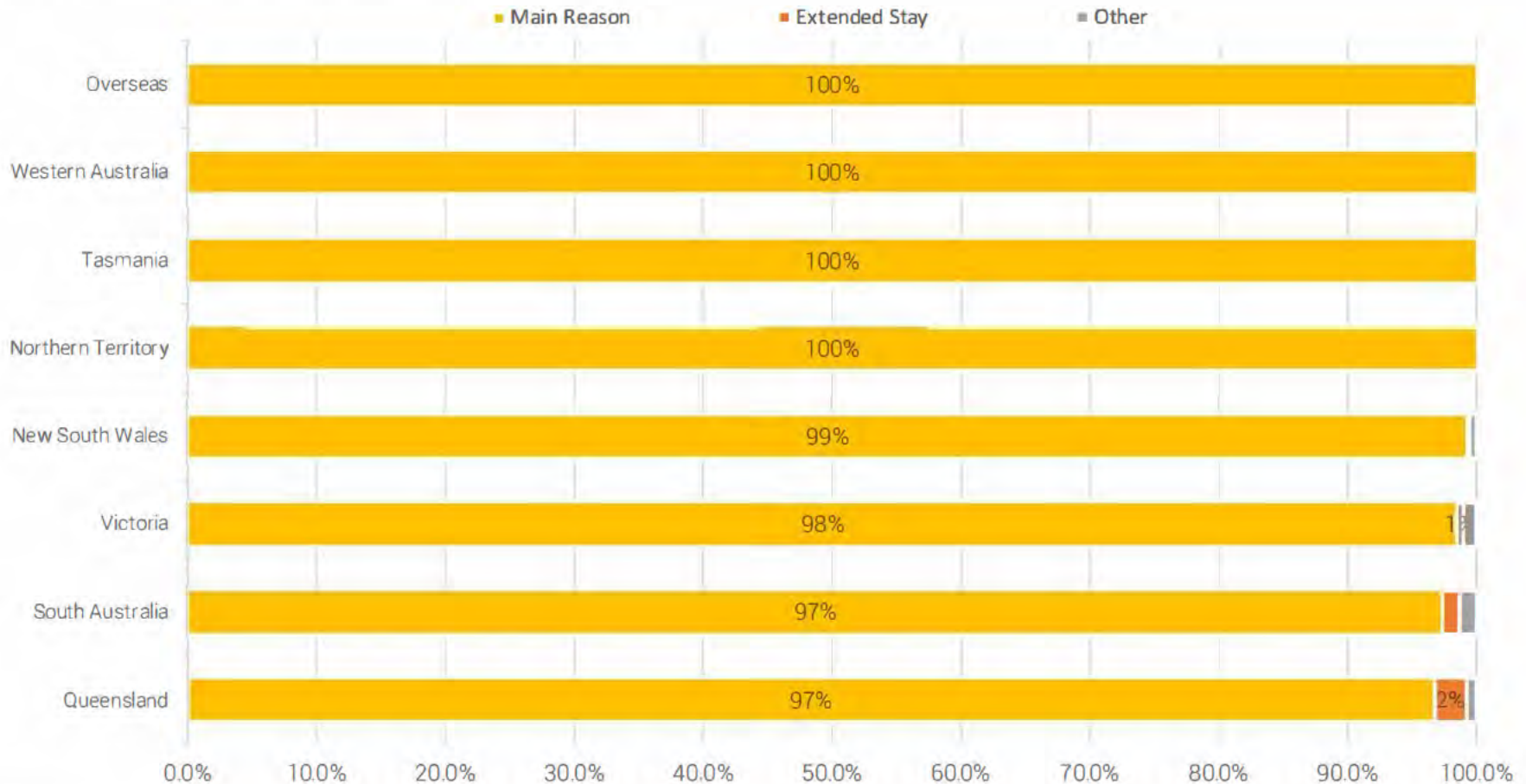
Note: Some totals may not add due to rounding

In-Scope Visitors
51,771

- Summernats 35 attracted a total of 123,298 attendances across the 4 days of the event. The research suggested that across the entire audience, the average person visited the event on 1.83 days. Therefore, the number of unique individuals, who visited the event, is estimated to be 69,783.
- In-Scope visitors made up 74.3% of the entire audience (that is, nearly three-quarters of the audience were visitors who came to Canberra because of the fact that Summernats 35 was being held there).
- Overall, the event was responsible for bringing 49,479 individuals to Canberra – nearly all of whom were from interstate. In addition to this, in-scope visitors also brought with them around 2,291 accompanying persons who did not attend Summernats 35. These people would have travelled to Canberra with someone who was motivated by Summernats, but not attended the event themselves. Therefore, the event was responsible for bringing 51,771 individuals to Canberra. The majority (79%) of these in-scope visitors stayed at least one night in Canberra during their visit.

Motivations for visiting Canberra

SPECTATOR MOTIVATIONS FOR VISITING CANBERRA



- The economic impacts assigned to Summernats 35 are based on those visitors who identified the event as being the 'main reason' for visiting, or for extending their planned length of stay, in Canberra
- As illustrated in the chart above, across most jurisdictions, most or all of the non-ACT attendees would have been unlikely to have visited Canberra on that occasion if not for Summernats 35 (which has been a consistent finding over the last four years)

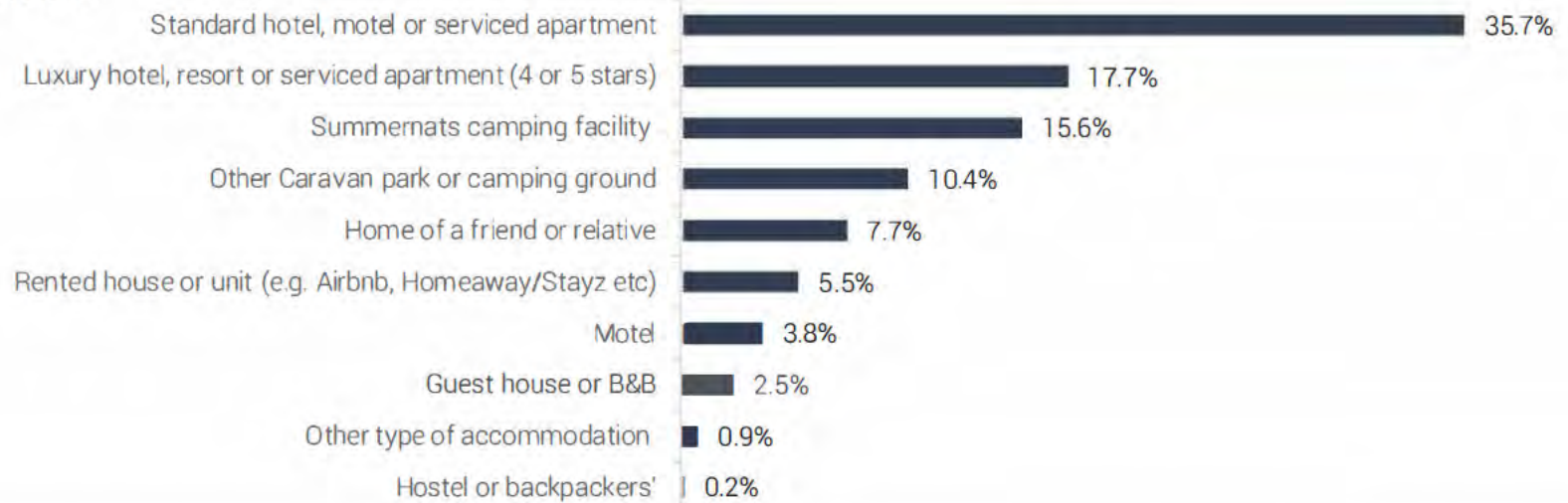
Visitor Nights

VISITOR NIGHTS CREATED

Visitor Origin	Total In-Scope Visitors	Average Length of Stay in Canberra	Total Visitor Nights in Canberra
Interstate Primary Purpose	38,282	3.2	123,717
Interstate Extended Stay	290	3.5	1,011
Overseas Primary Purpose	287	4.4	1,271
Overseas Extended Stay	0		0
Total	38,859	3.2	125,998

Note: Some totals may not add due to rounding

ACCOMMODATION USE



- There were more than 125,000 visitor nights generated in Canberra due to Summernats 35, with 38,859 in-scope visitors spending an average of 3.2 nights in Canberra. The most common for form of accommodation used by visitors was a standard hotel, motel or serviced apartment (35.7%) ahead of camping luxury hotels (17.7%) and Summernats Camping Facility (15.6%)
- Around 7.7% stayed in non commercial accommodation (with friends and family)

In-Scope Visitor Expenditure

SPECTATORS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	10,657	\$105.29			\$1,122,096
Interstate Primary Purpose Overnight	37,813		\$225.22	3.2	\$26,909,702
Interstate Extended Stay Overnight	287		\$129.79	3.4	\$127,678
Overseas Primary Purpose Day Trip	0	0			\$0
Overseas Primary Purpose Overnight	287		\$327.53	4.4	\$416,166
Overseas Extended Stay Overnight	0				\$0
Total	49,044				\$28,575,642

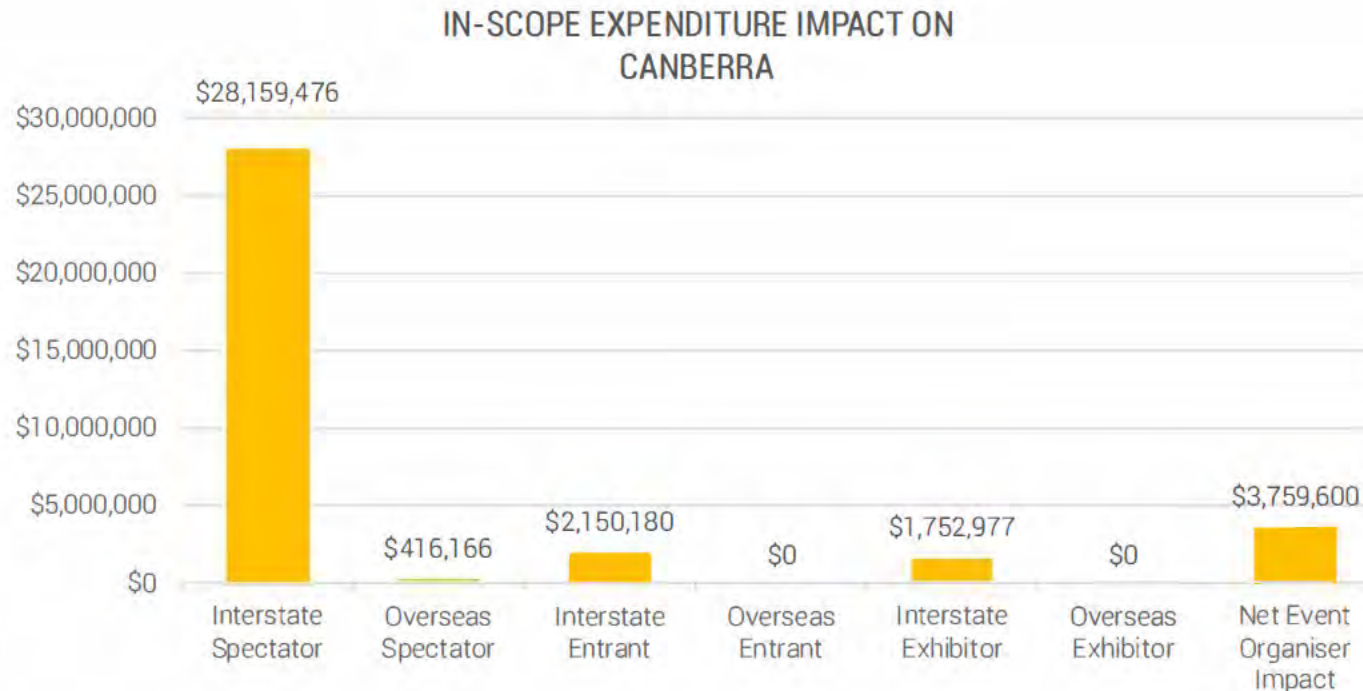
ENTRANTS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	95	\$404.28			\$38,510
Interstate Primary Purpose Overnight	2,127		\$236.40	4.2	\$2,108,322
Interstate Extended Stay Overnight	3		\$122.30	8.3	\$3,348
Overseas Primary Purpose Day Trip	0	0			\$0
Overseas Primary Purpose Overnight	0		0	0	\$0
Overseas Extended Stay Overnight	0				\$0
Total	2,225				\$2,150,180

Note: Some totals may not add due to rounding

- More than 49,000 in-scope spectators generated nearly \$28.6 million in expenditure for the ACT
- More than 2,200 entrants generated more than \$2.1 million in the ACT

Total Visitor Expenditure



Total In-Scope Expenditure for Canberra - \$36.2 mil

- Summernats 35 was responsible for generating more than \$36.2 million in direct in-scope expenditure. This represents the amount of spending in the ACT that is unlikely to have happened if the event had not been held. Overall, this represents an increase of 80.3% on the 2022 event (which was still hampered by continuing COVID-19 restrictions). Additionally, it is likely that consumer travel confidence was still impacted at the time of the 2022 event.
- A more appropriate comparison is made with the 2019 event (the largest previous Summernats on record) which recorded an economic impact of \$29.7 million. This year's event represent a 18.1% increase on the 2019 event.
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From: "Rolfe, Vivienne" <Vivienne.Rolfe@act.gov.au>
Sent: 18/04/2023 3:22 PM
To: "Comacchio, Teresa" <Teresa.Comacchio@act.gov.au>; "Mizrachi, Isaac" <Isaac.Mizrachi@act.gov.au>; "Barnes, Ashleigh" <Ashleigh.Barnes@act.gov.au>; "Dunin, Catherine" <Catherine.Dunin@act.gov.au>
Cc: "Lalor, Justin" <Justin.Lalor@act.gov.au>; "Kobus, Jonathan" <Jonathan.Kobus@act.gov.au>
Subject: re: Summernats 2023 research
Attachments: SummerNATS Report 2023[1].pdf
Categories: FYI

OFFICIAL

Hi team

Please find attached the IER research report for Summernats 2023.

A quick review shows the 2023 event strongly met the attendance and economic KPIs, however the event did not meet the Attendee Satisfaction KPIs as outlined in the Deed.

Family friendly atmosphere (to be equal or above 3.8 out of 5.0) – **3.4**

Safety (to be equal or above 4.0 out of 5.0) - **3.6**

JK is following up with Andy to seek further explanation to feed into the final payment process.

Thank you.

Viv

Vivienne Rolfe | Senior Officer | Development
Phone: 02 62054324; Mobile Sch 2.2(a)(ii) | Email: vivienne.rolfe@act.gov.au
Events ACT | Chief Minister, T **Economic Development Directorate | ACT Government**
Level 3, 220 London Circuit, Canberra City 2601 | GPO Box 158 Canberra ACT 2601 | www.events.act.gov.au



CMTEDD wish to acknowledge the Traditional Custodians of the ACT, the Ngunnawal People. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

Artwork: *Together, 2019* (detail)
by **Selina Walker**



Summernats 35 2023

Economic Impact & Market
Research Study



FOCUSED EVENT THINKING

Key Findings

ATTENDANCES



Gross – 123,298
Unique – 67,492

ATTENDEE ORIGINS



ATTENDEE PROFILE



IN-SCOPE VISITORS



52,254

Non-ACT individuals who visited the event

51,889

Non-ACT individuals who came to ACT because of the event

DIRECT IN-SCOPE EXPENDITURE



For the ACT Economy

\$36.4 mil

VISITOR NIGHTS GENERATED



In the ACT

126,555

ATTENDEE EXPECTATIONS BETTER THAN EXPECTED



Attendees
38.6%

Entrants
16.1%

ATTENDEE SATISFACTION OUT OF 10



Attendees
7.9

Entrants
6.7

ADVOCACY (NPS)



Attendees
+40.9

Entrants
+15.9

LIKELY RETURN NEXT YEAR RATED 9 OR 10 (VERY LIKELY)



Attendees
63.6%

Entrants
67.7%

Key Findings

Record attendances

After two COVID-19 interrupted years, Summernats 35 returned with its largest attendance in history. The attendance of 123,298 eclipsed the previous record of 108,622 in 2017. The attraction of 51,889 in-scope visitors (who drive economic impact) also represented the highest number in the history of the event.

Leads to a record economic impact on Canberra

The significant growth in out-of-territory visitors, combined with the inflationary impact on the cost of living, drove the economic impact to a record high of \$36.4 million – 18% higher than the previous record in 2020. The economic impact generated by Summernats is predominantly driven by the following factors: -

- The entrants that bring their cars to Canberra for Summernats – they contribute more than \$2.1 million
- The average interstate attendee stays in Canberra for between 3.2 and 4.4 nights
- The audience is highly engaged and for around two-thirds of attendees, coming to Summernats is an annual or biennial activity.

However attendance growth can bring operational challenges

Key attendee experience metrics fell this year. There is often a correlation between audience sizes (particularly when they tip over a certain point) and attendee experience. In 2022, key metrics were significantly higher than the previous few years. It was also a year that saw around 50,000 less attendances than what was recorded this year (largely due to continuing border restrictions and public health concerns attached to COVID-19).

Remembering that two-thirds of the audience are regular attendees, 2022 may well have represented an unusual experience. An event that is well down on previous capacity levels is likely to see attendee experience improve due to less audience size challenges (such as queuing). The balance that often needs to be considered is between audience growth and audience experience.

Some of the indicators of this lower attendee experience this year were: -

- 14% of attendees said that the experience was worse than they expected – the highest in four years
- The Net Promoter Score, an indicator of advocacy, fell significantly compared to the past two years
- Crowd management, safety and security were amongst the key areas of improvement identified. Many commented that there were simply too many people on-site

Perhaps of more concern is the decline in entrant experience this year. As with attendees, a number of indicators declined this year: -

- 31% of entrants said that the experience was worse than they expected – the highest in four years
- The Net Promoter Score, an indicator of advocacy, fell to its lowest level in four years

When explored further it appears that entrants had concerns with the following areas: -

- Alcohol policies – it appears from the research that many entrants believe that alcohol caused the experience to be marred due to drunkenness and unruly behaviour
- Too many entrants – there was also a view offered that there were too many entrants to provide a quality experience to all entrants
- A view that the quality of cars has declined – and that Summernats may be losing the uniqueness of seeing cars that aren't seen every day.

The temptation is to say, no – everything is ok, because we had a record year – however these issues are of the type where engaged participants may overlook them for a while (because they love the event) however over time they can erode the event offering in the eyes of the market.

Positively, more than 67% of entrants and 64% of attendees indicated that they would be likely to attend next year.

Background and Methodology

BACKGROUND

Summernats 35 was held at Exhibition Park, Canberra between January 5 and 8, 2023. After the COVID-19 pandemic forced the cancellation of the 2021 event, 2022 went ahead, albeit against a backdrop of varying public health restrictions. This year's event was the first event in three years to operate under similar conditions to the pre-COVID period.

PURPOSE OF THE RESEARCH

IER was engaged by Summernats to undertake a research study for the 2023 event. The objectives of this study were:

1. To provide an estimate of the economic impact generated by the event for the Canberra economy
2. To understand the extent to which the event was responsible for bringing visitors to Canberra
3. To understand the demographic profile of visitors at the event
4. To assess the channels that drove awareness of the event
5. To understand visitor behaviour in Canberra whilst visiting the event
6. To assess perceptions and visitor satisfaction with various touchpoints of the event
7. To gather any other insights from visitors that can be used to help shape the event for future years
8. To understand the perceptions of entrants involved with the event

The research study contained a number of elements as outlined below: -

- Quantitative attendee research study
- Economic impact assessment

RESEARCH METHODS

In order to collect data for this study, IER used an online survey that was sent out at the completion of the event. The survey was sent to a database of Entrants, Exhibitors and ticket buyers. This survey contained the majority of the questions which informed this study

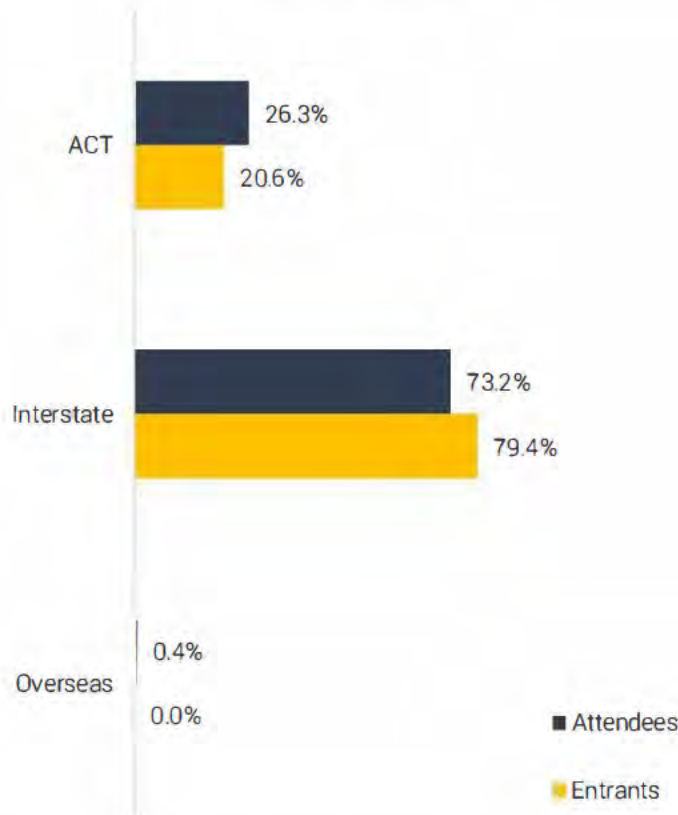
The research process delivered the following samples:

Target Group	Sample
Spectators	1,796
Entrants	822
Exhibitors	25

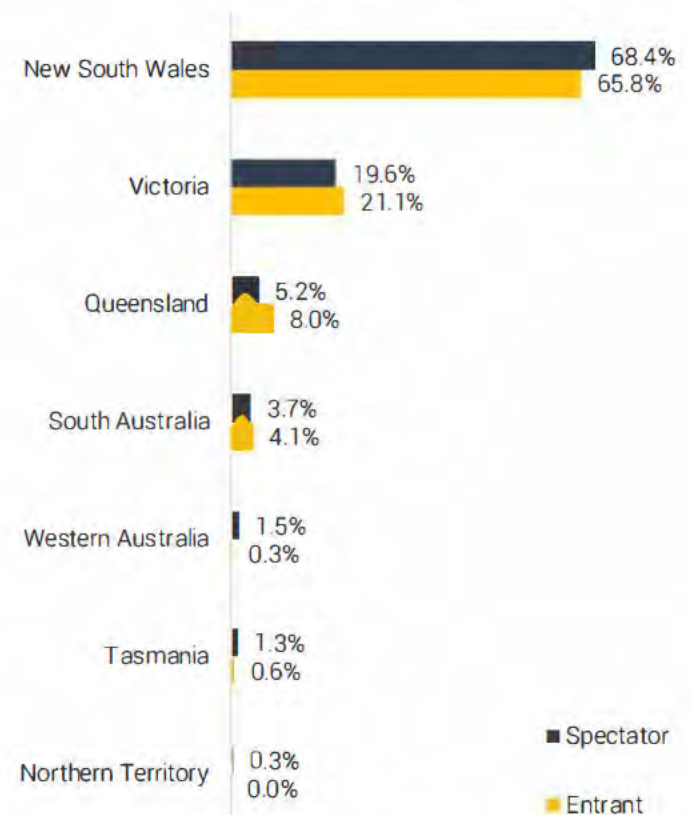
The samples generated for both the spectator and entrant groups are significant enough to provide a high level of confidence in the research insights. The sample of exhibitors should be considered indicative due to its size.

Visitation and Economic Impacts

VISITOR ORIGINS



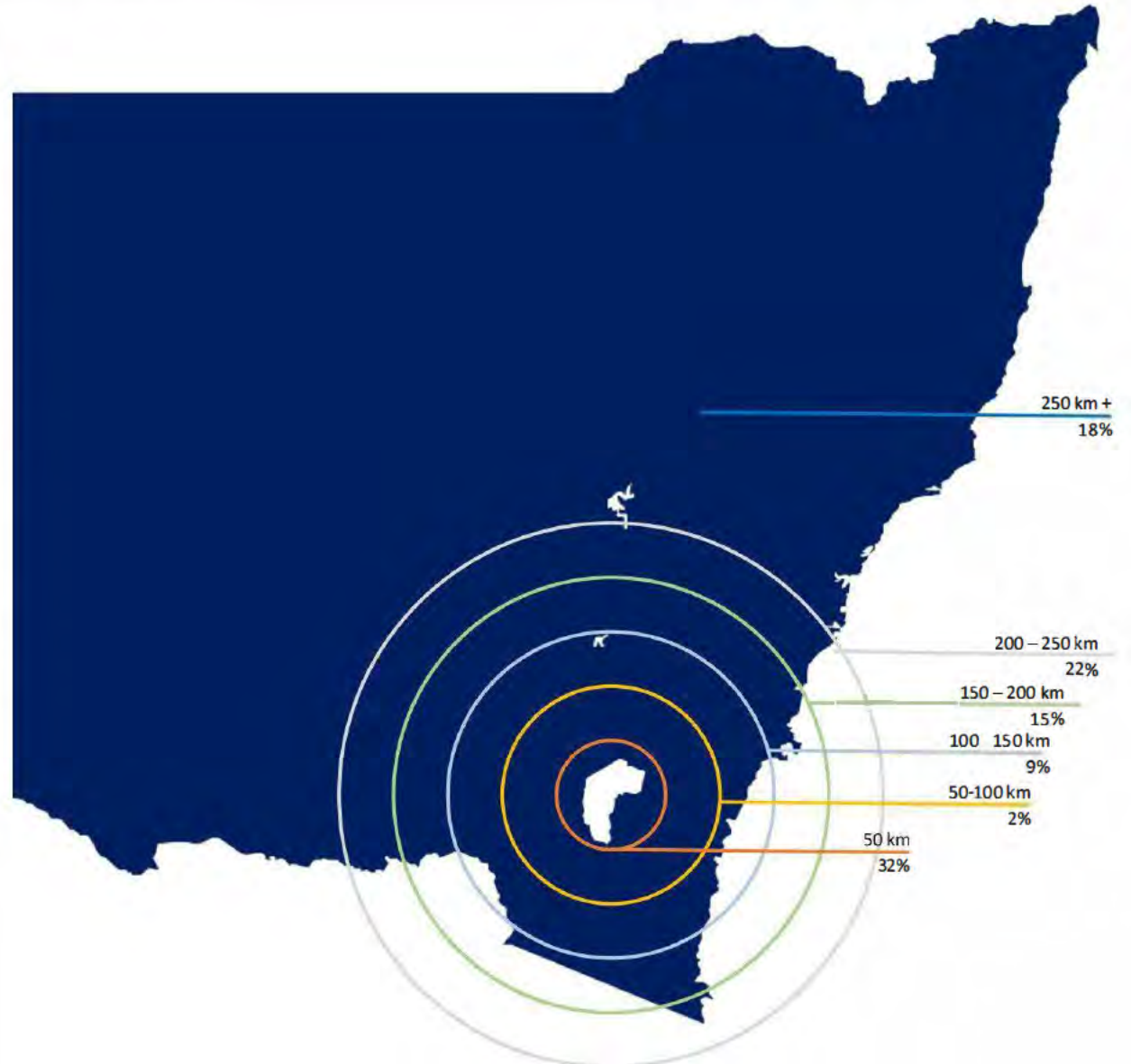
VISITOR ORIGINS (EXPANDED)



- This year, New South Wales represented more than two-thirds of both the entrants and spectators at Summernats
- Around one-fifth of entrants were from Canberra

NSW/ACT VISITOR ORIGINS

LGA	2022
Penrith (C)	6%
Central Coast (C) (NSW)	5%
Wollongong (C)	5%
Camden (A)	5%
Shoalhaven (C)	4%
Shellharbour (C)	4%
Blacktown (C)	4%
Campbelltown (C) (NSW)	3%
Wollondilly (A)	3%
Lake Macquarie (C)	3%
Maitland (C)	3%
Wagga Wagga (C)	3%
Sutherland Shire (A)	3%
Goulburn Mulwaree (A)	2%
Liverpool (C)	6%
Hawkesbury (C)	2%



TOTAL ATTENDANCE
123,298

AVG. DAYS ATTENDED
1.83

UNIQUE INDIVIDUALS
67,492

NON-ATTENDING ENTOURAGE
2,291

TOTAL UNIQUE INDIVIDUALS
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UNIQUE INDIVIDUALS

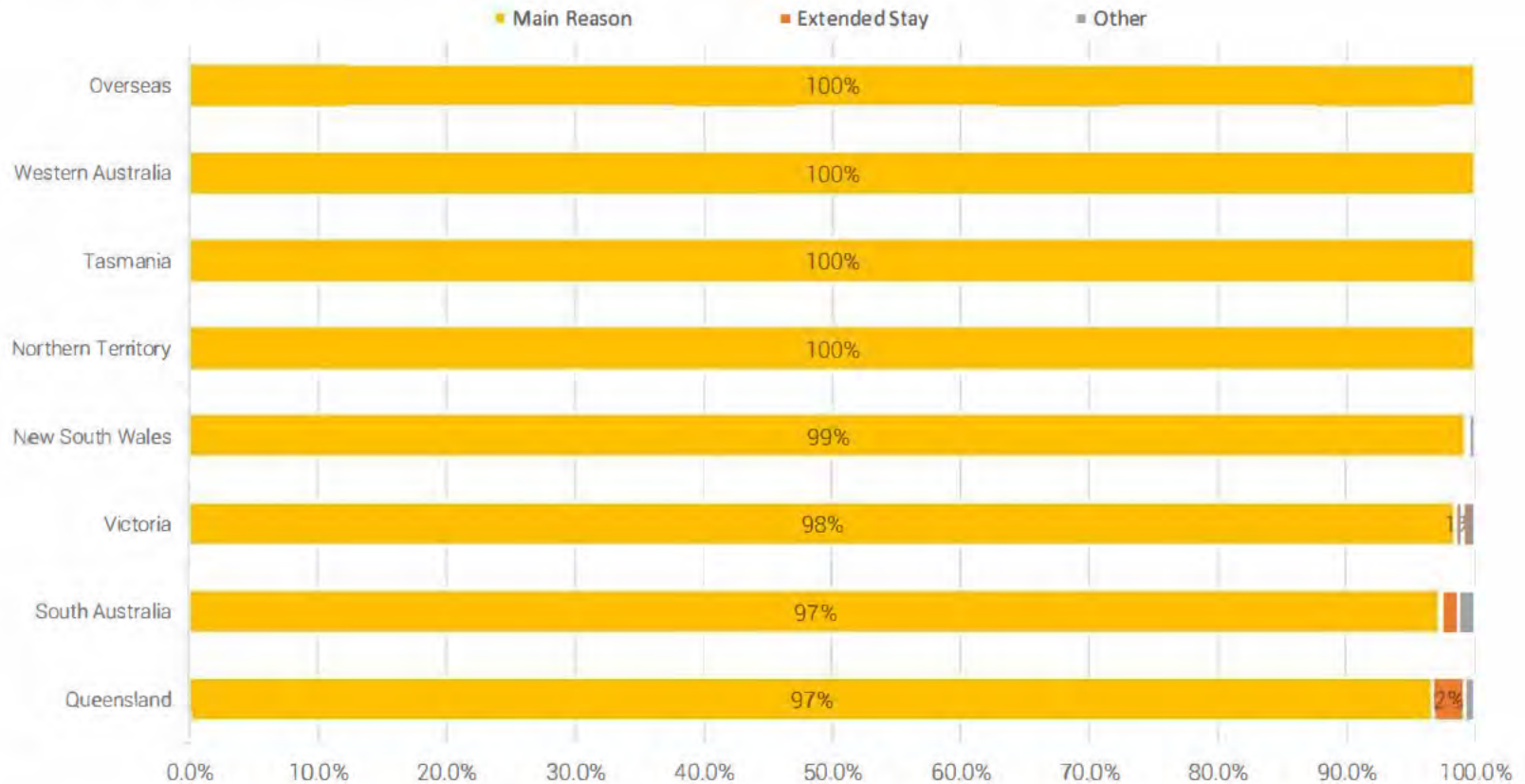
Visitor Origin	Not In Scope	In-Scope Overnight	In-Scope Day Trip	Total	% of Unique Individuals
Canberra Resident – Not In Scope	17,530			17,530	25.2%
Interstate – Not In-Scope	365			365	0.5%
Overseas – Not In-Scope	0			0	0.0%
Total Not In-Scope	17,895			17,895	25.7%
Interstate – In Scope		40,761	10,841	51,602	73.9%
Overseas – In Scope		287	0	287	0.4%
Total In-Scope		41,048	10,841	51,889	74.4%
Total Individuals	17,895	41,048	10,841	69,783	100.0%

Note: Some totals may not add due to rounding

In-Scope Visitors
51,889

- Summernats 35 attracted a total of 123,298 attendances across the 4 days of the event. The research suggested that across the entire audience, the average person visited the event on 1.83 days. Therefore, the number of unique individuals, who visited the event, is estimated to be 67,492.
- In-Scope visitors made up 74.3% of the entire audience (that is, nearly three-quarters of the audience were visitors who came to Canberra because of the fact that Summernats 35 was being held there).
- Overall, the event was responsible for bringing 49,597 individuals to Canberra – nearly all of whom were from interstate. In addition to this, in-scope visitors also brought with them around 2,291 accompanying persons who did not attend Summernats 35. These people would have travelled to Canberra with someone who was motivated by Summernats, but not attended the event themselves. Therefore, the event was responsible for bringing 51,889 individuals to Canberra. The majority (79%) of these in-scope visitors stayed at least one night in Canberra during their visit.

SPECTATOR MOTIVATIONS FOR VISITING CANBERRA



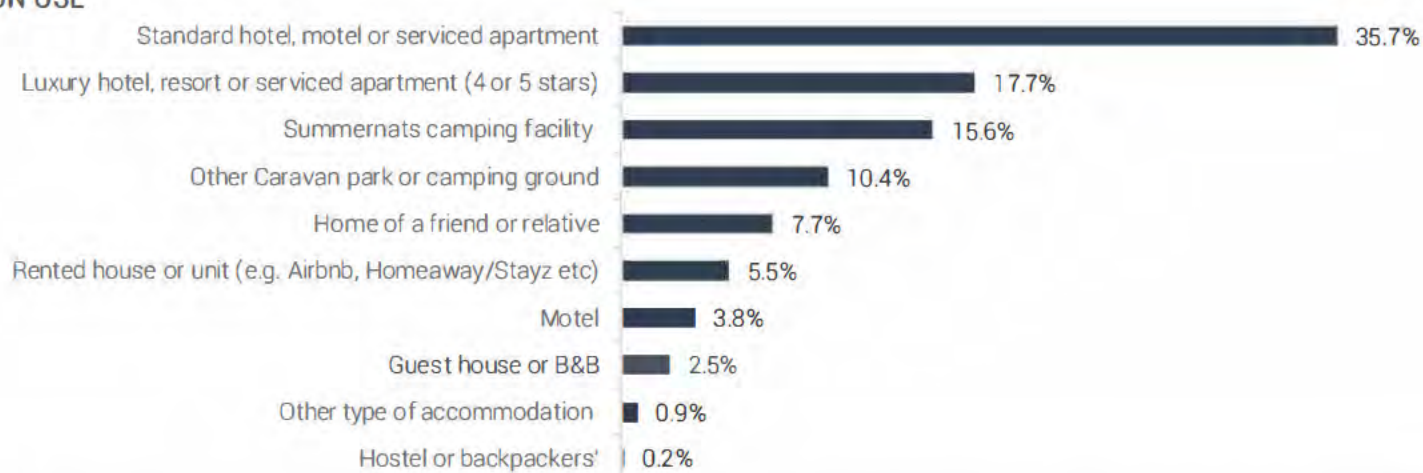
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- As illustrated in the chart above, across most jurisdictions, most or all of the non-ACT attendees would have been unlikely to have visited Canberra on that occasion if not for Summernats 35 (which has been a consistent finding over the last four years)

VISITOR NIGHTS CREATED

Visitor Origin	Total In-Scope Visitors	Average Length of Stay in Canberra	Total Visitor Nights in Canberra
Interstate Primary Purpose	38,400	3.2	124,273
Interstate Extended Stay	290	3.5	1,011
Overseas Primary Purpose	287	4.4	1,271
Overseas Extended Stay	0		0
Total	38,977	3.2	126,555

Note: Some totals may not add due to rounding

ACCOMMODATION USE



- There were more than 125,000 visitor nights generated in Canberra due to Summernats 35, with 38,859 in-scope visitors spending an average of 3.2 nights in Canberra. The most common for form of accommodation used by visitors was a standard hotel, motel or serviced apartment (35.7%) ahead of camping luxury hotels (17.7%) and Summernats Camping Facility (15.6%)
- Around 7.7% stayed in non commercial accommodation (with friends and family)

In-Scope Visitor Expenditure

221

SPECTATORS

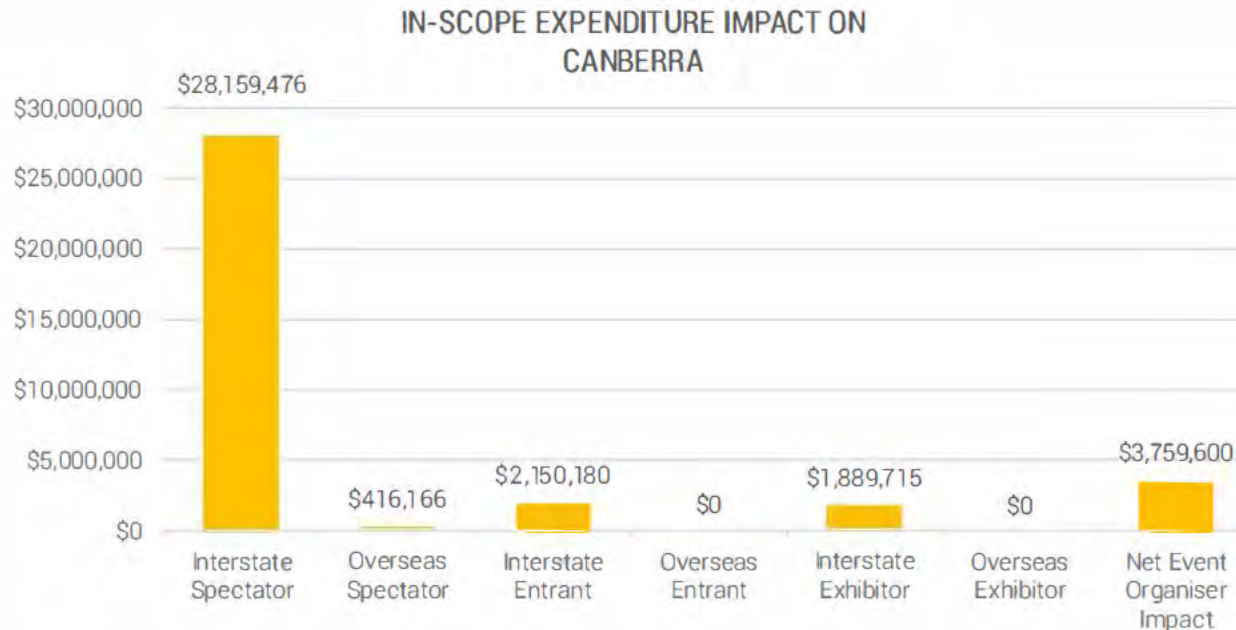
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Total	49,044				\$28,575,642

ENTRANTS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
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Total	2,225				\$2,150,180

Note: Some totals may not add due to rounding

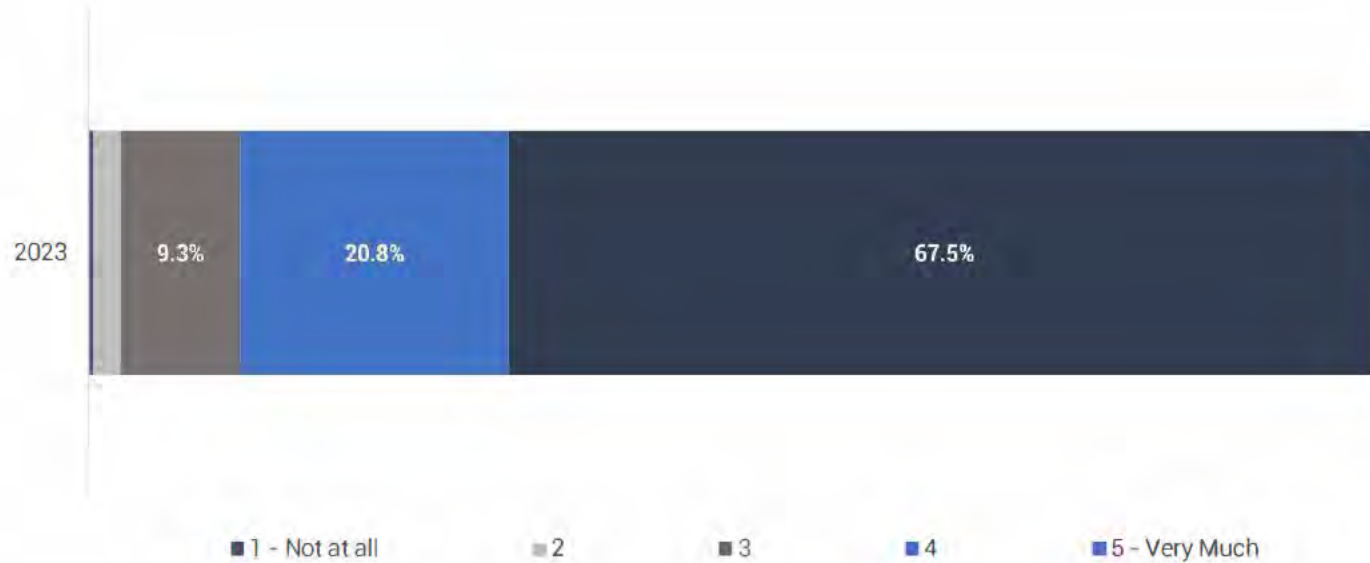
- More than 49,000 in-scope spectators generated nearly \$28.6 million in expenditure for the ACT
- More than 2,200 entrants generated more than \$2.1 million in the ACT



Total In-Scope Expenditure for Canberra - \$36.4 mil

- Summernats 35 was responsible for generating more than \$36.4 million in direct in-scope expenditure. This represents the amount of spending in the ACT that is unlikely to have happened if the event had not been held. Overall, this represents an increase of 80.3% on the 2022 event (which was still hampered by continuing COVID-19 restrictions). Additionally, it is likely that consumer travel confidence was still impacted at the time of the 2022 event.
- A more appropriate comparison is made with the 2019 event (the largest previous Summernats on record) which recorded an economic impact of \$29.7 million. This year's event represent a 18.1% increase on the 2019 event.
- The \$3.7 million of net event organiser impact represents the amount of event related expenditure made in Canberra using revenues sourced from outside the ACT

LEVEL OF CAR ENTHUSIAST



- About 88.3% of attendees indicated that they are *somewhat/very much* car enthusiasts with a further 67.5% of attendees indicating that they are *very much* car enthusiasts
- Only 2.5% reported not being a car enthusiast with 0.4% being *not at all* interested in cars.

LEVEL OF CAR ENTHUSIAST



- This question reinforces that Summernats attracts a strong representation from Car Enthusiasts

SPEND BY INTERSTATE ENTRANTS WHO DROVE TO CANBERRA

Detail	n
Total Entrants	2,700
Entrants from outside ACT	2,145
% of Entrants who drove to Canberra	91.1%
Total Spend (outside ACT) during their trip	\$679,500
Average Days Travelled	2.31
Average Spend Per Day	\$294.64
Total Spending Impact	\$1,328,366
Total Spending Impact (2022)	\$977,926
Total Spending Impact (2020)	\$631,073

SPEND BY ENTRANTS ON PREPARING THEIR CARS FOR SUMMERNATS

Detail	n
Number of Cars entered into Summernats	2,700
Average Spend per Car	\$11,392.85
Total Spend by ACT Car Owners	\$6,992,188
Total Spend by Non-ACT Car Owners	\$23,768,501
Total Spending Impact	\$30,760,689
Total Spending Impact (2020)	\$20,852,265
Total Spending Impact (2019)	\$23,259,556

- Entrants, who drove from interstate origins to get to Canberra for Summernats, were asked about their travel and spending from home, to Canberra and return. Overall, 91.1% of the entrants from outside the ACT (1,954) drove to Canberra. They spent around \$294.64 per day during their trip, totaling 1,328,366. This spending would have benefited the communities that they travelled through on the way to Canberra.
- Additionally, entrants were asked how much they spent in the leadup to Summernats 35, on their entered cars. Overall, 2,700 cars were entered into Summernats. ACT Car owners spent around \$7.0 million in preparing their cars (likely benefitting the ACT economy) whilst non-ACT entrants spent around \$23.8 million (most of which is likely to be in their domiciled economy). Overall, entrants spent more than \$30.0 million on preparing their cars for Summernats.

Q10. What was the primary form of transport that you used to travel from your home to Canberra on this trip? n= 1,257

Q10a. How many days did it take you to drive from your home to Canberra (oneway) on the way to Summernats? n= 845

Q10b. How many days did it take you to drive from Canberra to your home (one way) after you left Summernats? n= 845

Q10c. Thinking about your car trip from home to Canberra, {tag 1} how much IN TOTAL would you have spent on the following (not including anything that you spent whilst in Canberra)? n= 845

AVERAGE ANNUAL SPEND BY ENTRANTS (PER CAR)

Detail	n
Aftercare products	\$636
Insurance	\$2,590
Modifications	\$11,929
Accessories	\$2,860
Repairs	\$2,961
Total Spending Impact Per Car	\$20,976

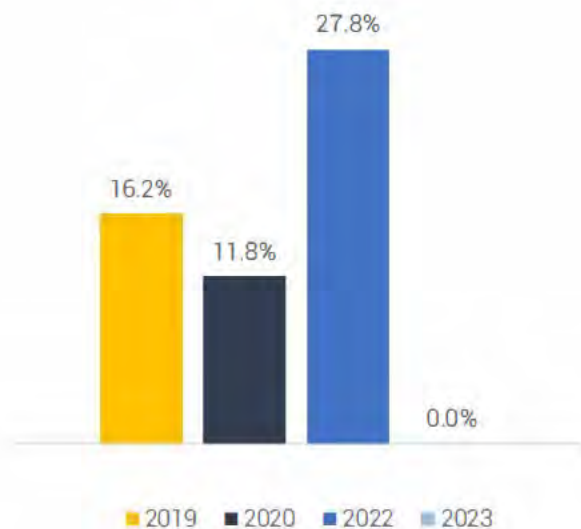
- Entrants, estimated that they spend around \$20,976 per year, per car, on a range of products, care and repairs expenses. Modifications make up just over half of this amount, ahead of repairs.

Sponsorship

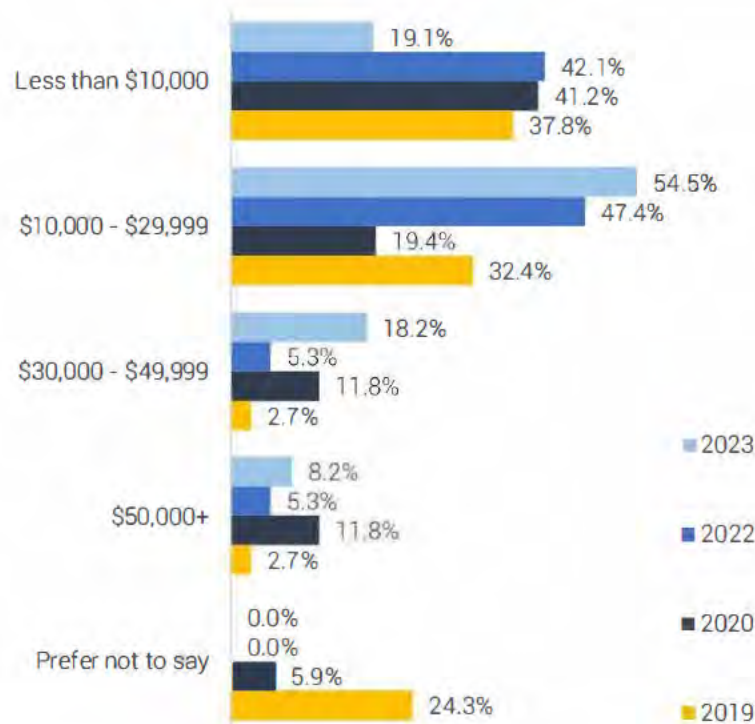


Exhibitors

HELD OTHER BUSINESS ACTIVITIES AT SUMMERNATS



AMOUNT GENERATED FROM SUMMERNATS



- No exhibitors (0.0%) at Summernats held other business activities (staff conferences, training) at the event.
- Approximately 54.5% of exhibitors said that they generated \$10,000 - \$29,999 in sales, up from the 47.4% in 2020.
- Those who generated less than \$10,000 in sales decreased compared to last year

Other Data Tables

IMPORTANCE FOR CANBERRA TO HOST EVENTS EACH YEAR

	2023
Very Important	87.7%
Important	8.8%
Neither	2.9%
Unimportant	0.2%
Not at all important	0.4%

SQ1. To what extent do you believe it is important for Canberra to host events like Summernats each year? n=456

SATISFACTION WITH OVERALL VISIT TO CANBERRA

	2023
Very Satisfied	40.4%
Satisfied	47.4%
Neither satisfied nor dissatisfied	8.0%
Dissatisfied	2.5%
Very Dissatisfied	1.7%

SQ2. How satisfied were you with your overall visit to Canberra? n=1,192

IMPORTANCE FOR CANBERRA TO HOST EVENTS EACH YEAR

	2023
Very Important	92.1%
Important	7.3%
Neither	0.0%
Unimportant	0.0%
Not at all important	0.6%

SATISFACTION WITH OVERALL VISIT TO CANBERRA

	2023
Very Satisfied	26.8%
Satisfied	49.4%
Neither satisfied nor dissatisfied	15.1%
Dissatisfied	5.8%
Very Dissatisfied	2.9%

SQ1. To what extent do you believe it is important for Canberra to host events like Summerfests each year? n=165

SQ2. How satisfied were you with your overall visit to Canberra? n=623

From: "Cheyne, Tara" <Tara.Cheyne@act.gov.au>
Sent: 20/01/2021 11:44 AM
To: "Mison, Matt" <Matt.Mison@act.gov.au>; "CMTEDD, Economic Development DLO" <EcoDevDLO@act.gov.au>
Cc: "Kelly, Emma" <Emma.Kelly@act.gov.au>; "Saunders, Joe" <Joe.Saunders@act.gov.au>
Subject: File note - meeting with Andy Lopez
Attachments: SIGNED - 20200120 - EVENTS - Meetign with Andy Lopez, Co-owner of Summernats - 5701.pdf

KK, Matt – signed brief attached and file note below:

- Summernats absolutely committed to Canberra in the long term; EPIC is intertwined with the event's DNA; they are aware they have many arrangements with the Government that work incredibly well and would be difficult to establish in another jurisdiction/take time
- \$30 million economic impact for the ACT each year; noted that they have a grant through Visit Canberra that sits outside the grant program and runs out in 2023; noted that Government funds a range of services including police etc
- Noted that Access Canberra as a coordinating body (especially Nathan Buckley) works extremely well but there isn't a body/person that says 'This is what we are doing, Access Canberra is coordinating, pull it together' – rather Access Canberra tries to coordinate but gets push back from some areas and no overarching way of resolving
- Named three issues he is going to send me more information about, none of which I think are directly my responsibility:
 1. City Cruise difficulties
 - a. Issues with light rail and the coordination of the signals; lack of desire from signals directorate to make it work smoothly
 2. Wants to change the hours of burn outs on the Thursday from 4-6pm to 7-9pm but have been told they need to consult with every single resident in Watson; want genuine discussion about this and process to achieve change here has been murky
 3. Wants Summernats to be more of a city-wide event, including managing Braddon with another events management company that limits the cars that can go through the area/curated cars only which would be allowing people who aren't entered into the SUMmerants festival at EPIC itself to cruise in Braddon in a way that is managed and doesn't endorse the hooligan behaviour; fringe event. Became clear that this had been put forward before and rejected; Andy wants it reconsidered. I said it didn't sound unreasonable given we have so far been reactive rather than proactive regarding Braddon cruising and if it's going to happen anyway that it might be better to formalise and regulate it - but wanted more information.

Tara Cheyne MLA

Member for Ginninderra

Minister for the Arts

Minister for Business and Better Regulation

Minister for Human Rights

Minister for Multicultural Affairs

Assistant Minister for Economic Development

(02) 6205 0100

CHEYNE@act.gov.au



Chief Minister, Treasury and Economic Development Directorate

To: Assistant Minister for Economic Development

Tracking No.: CMTEDD2020/5701

Date: 11/01/2021

From: Executive Branch Manager, VisitCanberra

Subject: Meeting with Andy Lopez, Co-owner of Summernats

Critical Date: 20/01/2021

Critical Reason: To brief you ahead of your meeting with Andy Lopez, Summernats Co-owner, to be held via Webex at 3.00pm on Wednesday 20 January 2021

- EGM 13/01/21

Recommendations

That you:

1. Note the information contained in this brief.

Noted / Please Discuss

Tara Cheyne MLA



20/1/21

Minister's Office Feedback

See my file not

Background

1. Mr Andy Lopez, Co-owner of Summernats, requested to meet with you as Assistant Minister for Economic Development following initial contact in November 2020.
2. It has been confirmed with your office that a Directorate representative is not required to attend the meeting, which has been scheduled for Wednesday 20 January 2021 at 3.00pm (via Webex).
3. Summernats is recognised as one of Canberra's biggest annual events and is the largest automotive lifestyle event in the southern hemisphere.
4. Traditionally staged in January over four days at Exhibition Park in Canberra (EPIC), the event features a wide range of activities including cruising, show 'n' shine, burnouts, trade expos, driving events, food stalls, fireworks and major music acts.
5. The event is a major economic driver for the Canberra region. There are no parliamentary sittings in January and accommodation occupancy rates are generally lower for this period.
6. As shown below, Summernats traditionally attracts a combined attendance in the order of 100,000, with the 2017 event achieving a record attendance figure:
 - a. 2016 event: 102,237
 - b. 2017 event: 119,184 (30th year event anniversary)
 - c. 2018 event: 105,247
 - d. 2019 event: 100,848
 - e. 2020 event: 99,240 (bushfire smoke affected)
7. Research conducted on the 2020 event indicated that 39,459 interstate and international visitors travelled to Canberra specifically for the event, generating an estimated \$29.7 million in direct expenditure for the local economy. These visitors were also responsible for an estimated 125,941 visitor nights in the ACT. A copy of the 2020 Summernats research report is at Attachment A.
8. Summernats is committed to following a strategy that continues to grow the event's attendance, reach and awareness. Key focus areas include:
 - a. Broadening the core audience to include more women and families;
 - b. Growing length of stay and economic impact locally through cross promotions and programming;
 - c. Further cementing Summernats as an iconic "bucket list" event for national/international event goers; and
 - d. Building local pride in Summernats as an event, an employer, community partner, and driver of tourism and economic impacts.
9. In recognition of the economic activity generated by Summernats during a quiet period in the national capital, the ACT Government agreed to a three-year funding agreement with event organisers of \$200,000 per annum from 2018 to 2020. This funding was provided through the Major Event Fund (MEF) administered by VisitCanberra.
10. This agreement was subsequently extended and enhanced to support Summernats through the MEF over four years up to and including the 2023 event – subject to key performance indicators (KPIs) tied to economic impact, spectator satisfaction and patron safety.

Issues

11. Given the ongoing impacts of the COVID-19 pandemic and associated restrictions related to events and mass gatherings, Summernats organisers publicly announced on 30 September 2020 that the traditional January 2021 event would be postponed until 2022.
12. Mr Lopez also indicated that ACT Health's ongoing plans to use EPIC as a COVID-19 testing facility was a factor in the decision to postpone the 2021 event.
13. Planning has been underway to deliver a smaller-scale event at EPIC on the Canberra Day long weekend in March 2021 (5-7 March). This event was to be delivered in line with the ACT's COVID Safe Event Protocol under the title of *Rev, Rock n Roll*. The ACT Public Health Directions currently set out a limitation of up to 8,000 people to gather with an event exemption.
14. Due to ongoing uncertainty about travel restrictions in Greater Sydney, Summernats organisers have advised they will not proceed with the *Rev, Rock and Roll* event. Despite the small attendance size, entrants and spectators from Sydney were key to the success of a new event and there is no guarantee the market will open in time to support a March delivery.
15. The *Rev, Rock n Roll* was to include some familiar Summernats elements, such as the Burnout Masters Grand Final, cruising, show and shine displays and an automotive retail expo. Organisers were also considering additional ways to activate the event outside EPIC, including a possible Braddon cruising precinct and a wider-reaching City Cruise.
16. Summernats organisers have indicated that affected ticket holders unable to travel to Canberra will be eligible for a full refund. Planning for 2022 will now commence.
17. Summernats is staged each year under a Venue Hire Agreement (VHA) with Venues Canberra. The current VHA covers the event being held at EPIC for the four-year period 2020 to 2023.
18. In the lead up to Summernats, several planning meetings take place that include a wide range of ACT Government stakeholders including ACT Policing, ACT Fire and Rescue, ACT Ambulance, ACT Health, Roads ACT/TCCS, Venues Canberra and Access Canberra.

Financial Implications

19. The current four-year Major Event Fund (MEF) agreement committed the following financial support to the organisers of Summernats:
 - a. 2020 event: \$250,000
 - b. 2021 event: \$300,000
 - c. 2022 event: \$350,000
 - d. 2023 event: \$400,000
20. Annual incremental increases in funding support were made subject to the achievement of KPIs tied to economic impact, spectator satisfaction and patron safety. Provided KPIs are successfully achieved, the MEF agreement is valued at \$1.3 million over the four-year period.

21. It should be noted that the full funding amount for 2021 will be provided to Summernats organisers. The funding commitment was provided to support delivering the modified March 2021 event in a COVID Safe manner. The planning for two alternate COVID safe event concepts has significant up-front costs.
22. Summernats will do an acquittal of ACT Government funding and any residual funds will be applied to the 2022 event.
23. Venues Canberra's whole-of-EPIC venue hire fee for the January 2021 event was to be \$147,652 plus CPI (GST exclusive). This foregone revenue has been factored into documentation on financial impacts experienced by Venues Canberra in 2020-21.
24. The current VHA allows for cancellation fees to be charged, however, Venues Canberra has confirmed with the ACT Government Solicitor that cancellation fees can be waived. The Territory will forego \$29,530.40 (GST exclusive) in cancellation fees – which constitutes 20 per cent of the total hire fee.

Consultation

Internal

25. Venues Canberra, Events ACT and Access Canberra have been consulted in the preparation of this brief.

Cross Directorate

26. Whole-of-government collaboration across a variety of directorates supports Summernats planning and the coordination of regulatory approvals.

External

27. The ACT Government works closely with Summernats organisers to support the planning of the event each year.

Work Health and Safety

28. The safety of spectators, participants/entrants, suppliers, contractors, volunteers and staff will always be a key consideration for Summernats organisers.
29. Access Canberra has a strong compliance presence throughout the Summernats event, in partnership with agencies such as ACT Policing.
30. Access Canberra compliance inspectors, including those delegated as Public Health Officers, conduct inspections throughout the event. Particular consideration would be given to the requirements under the *Liquor Act 2010*, the *Security Industry Act 2003* and the Public Health Directions.
31. The Access Canberra Vehicle Safety Standards Assistant Director attend daily briefings when the event is on and identify and respond to any potential vehicle related compliance concerns.
32. Proactive inspections also occur during the 'bump in' of the event prior to commencement.
33. Vehicle Safety Standards inspectors enter the event for the purpose of vehicle compliance inspections for the City Cruise event. Inspectors conduct visual vehicle inspections on the day of the event to ensure that vehicles meet the minimum standards and have the appropriate registration/permit.

Benefits/Sensitivities

34. Events are proven visitation drivers that provide compelling reasons to visit a destination.
35. The MEF supports the attraction, acquisition, development and promotion of major events that demonstrate capacity to drive overnight visitation from interstate and/or international audiences, consumers and event participants.
36. Summernats supports exposure to almost every sector of the local tourism industry, including accommodation, attractions, cafes, restaurants/bars, tours and transport providers.
37. Summernats organisers are keen to maintain a presence in the ACT and to significantly grow event attendance, which will in turn support growth in tourism visitation and economic return.
38. The event generates widespread media coverage. However, some elements including anti-social behaviour and incidents at the event have been subject to negative scrutiny in the past.
39. Organisers have demonstrated a strong commitment towards delivering a more inclusive and family-friendly event, which has been supported through event programming and messaging.

Communications, media and engagement implications

40. The future of Summernats in Canberra, and the efforts of the ACT Government to retain the event in the nation's capital, continues to be subject to high public and media interest.

Signatory Name: Jonathan Kobus Phone: x53185

Action Officer: Justin Lalor Phone: x72884

Attachments

Attachment	Title
Attachment A	Summernats Research Report 2020

Summernats 33 2020

Economic Impact & Market
Research Study



FOCUSED EVENT THINKING

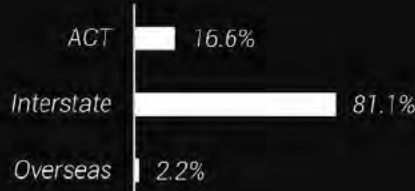
Key Findings

ATTENDANCES

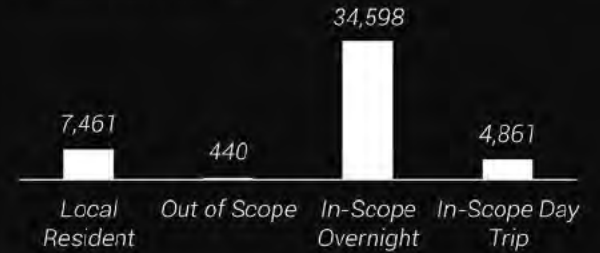


Gross – 99,240
Unique – 47,360

ATTENDEE ORIGINS



ATTENDEE PROFILE



IN-SCOPE VISITORS



39,899

Non-ACT individuals who visited the event

39,459

Non-ACT individuals who came to ACT because of the event

DIRECT IN-SCOPE EXPENDITURE



For the ACT Economy

\$29.7 mil

VISITOR NIGHTS GENERATED



In the ACT

125,941

ATTENDEE EXPECTATIONS BETTER THAN EXPECTED



Spectators
48.4%

Entrants
27.1%

ATTENDEE SATISFACTION OUT OF 10



Spectators
8.3

Entrants
7.4

ADVOCACY (NPS)



Spectators
+54.6


Entrants
+40.0

LIKELY RETURN NEXT YEAR RATED 9 OR 10 (VERY LIKELY)



Spectators
57.8%

Entrants
69.3%

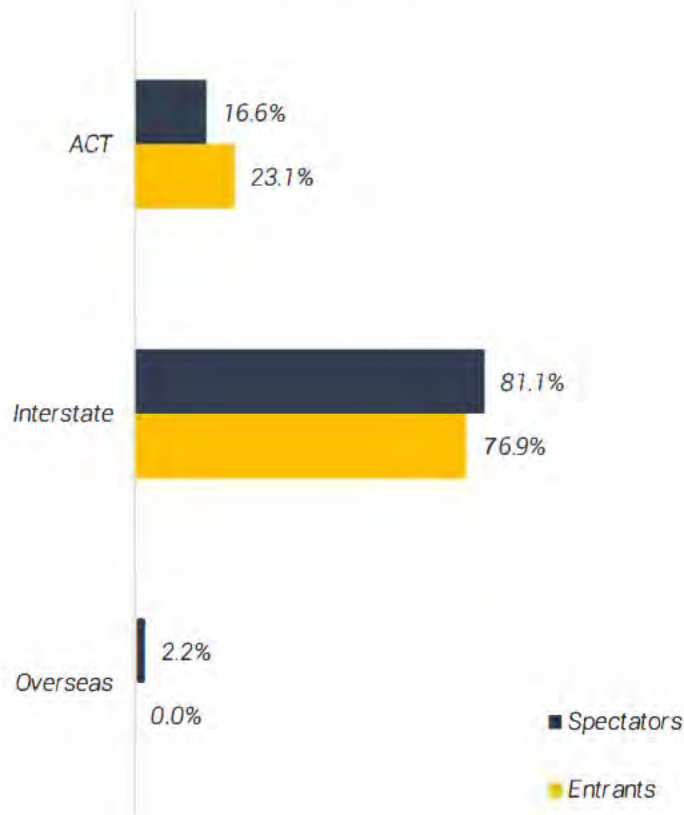


Visitation and Economic Impacts

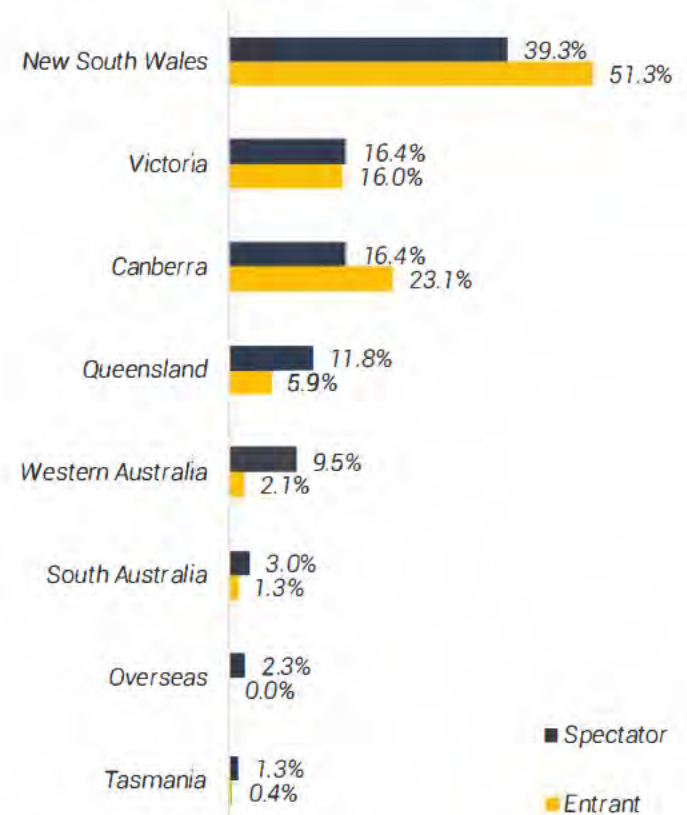
Visitor Origins

296

VISITOR ORIGINS



VISITOR ORIGINS (EXPANDED)



- Overall, more than 97% of spectators and 100% of entrants were from outside the ACT.
- Visitor from NSW made up 39% of the spectator audience and 51% of the entrants in the event

In-Scope Visitor Expenditure

297

SPECTATORS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	4,682	\$144.21			\$675,211
Interstate Primary Purpose Overnight	32,075		\$184.43	3.8	\$22,733,137
Interstate Extended Stay Overnight	426		\$192.50	3.3	\$273,116
Overseas Primary Purpose Day Trip	142	\$620.00			\$87,965
Overseas Primary Purpose Overnight	851		\$310.71	5.5	\$1,454,729
Overseas Extended Stay Overnight					
Total	38,176				\$25,224,159

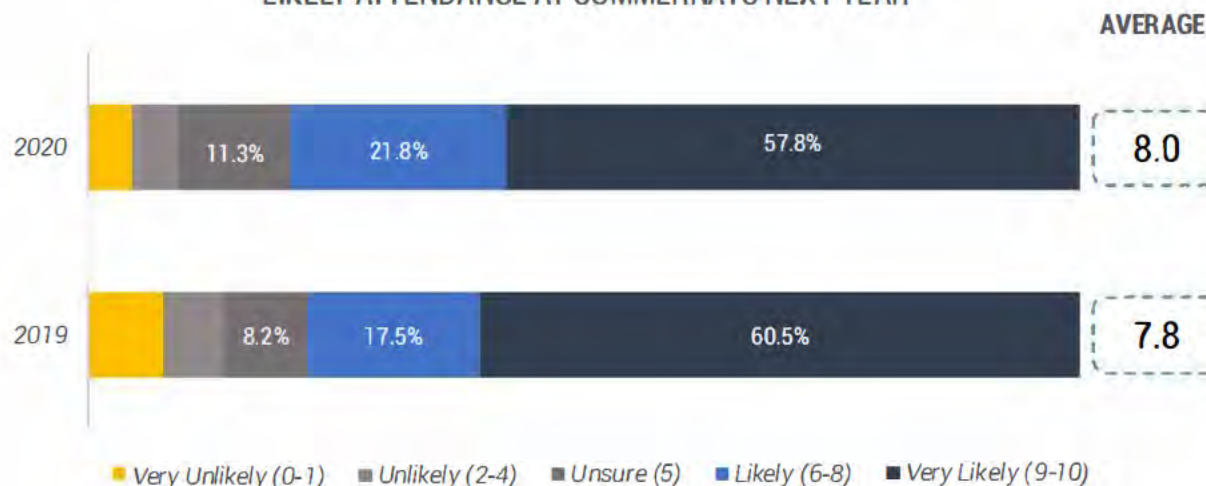
ENTRANTS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	30	\$823.33			\$24,786
Interstate Primary Purpose Overnight	1,174		\$229.84	4.1	\$1,117,121
Interstate Extended Stay Overnight					
Overseas Primary Purpose Day Trip					
Overseas Primary Purpose Overnight					
Overseas Extended Stay Overnight					
Total	1,204				\$1,141,907

Note: Some totals may not add due to rounding

- More than 38,170 in-scope spectators generated more than \$25.2 million in expenditure for the ACT
- More than 1,200 entrants generated more than \$1.1 million in the ACT

LIKELY ATTENDANCE AT SUMMERNATS NEXT YEAR

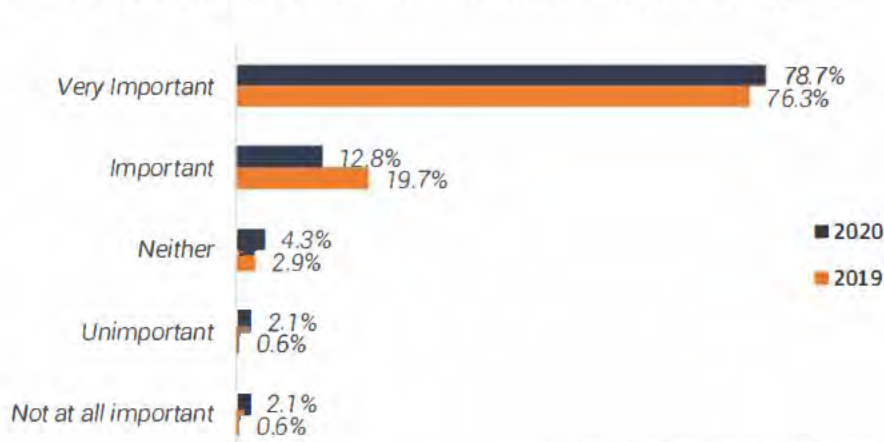


LIKELY ATTENDANCE AT SUMMERNATS BY AGE GROUP

	Under 25	25 to 34	35 to 44	45 to 54	55 +
2020	9.0	8.4	7.7	7.6	7.6
2019	8.0	8.0	8.1	7.5	7.2

- Attendees at Summernats 2020 indicated a slightly higher average likelihood of future attendance (8.0) compared to the 7.8 achieved in 2019. There was an increase of 1.6% of attendees indicating they are 60.5% likely/very likely to attend next year compared to the previous year.
- Likely future attendance is quite strong across all age groups, compared to 2019, the likelihood of future attendance for Under 25s, 25 to 34 and 55+ . Whilst, the 35 to 44 year age bracket was slightly lower and the 45 to 54 age group remained similar.

IMPORTANCE OF CANBERRA HOSTING SUMMERNATS EACH YEAR



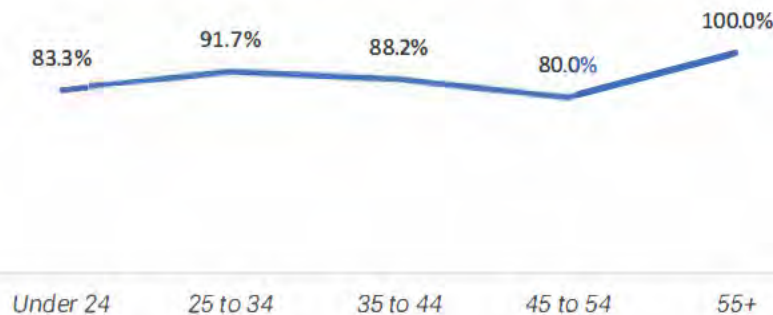
PERCEPTION OF USE OF TAXPAYER FUNDS



Believe it is a reasonable use of taxpayer funds to stage Summernats

Unsure – 6%
No – 6%

PERCEPTION OF USE OF TAXPAYER FUNDS BY AGE

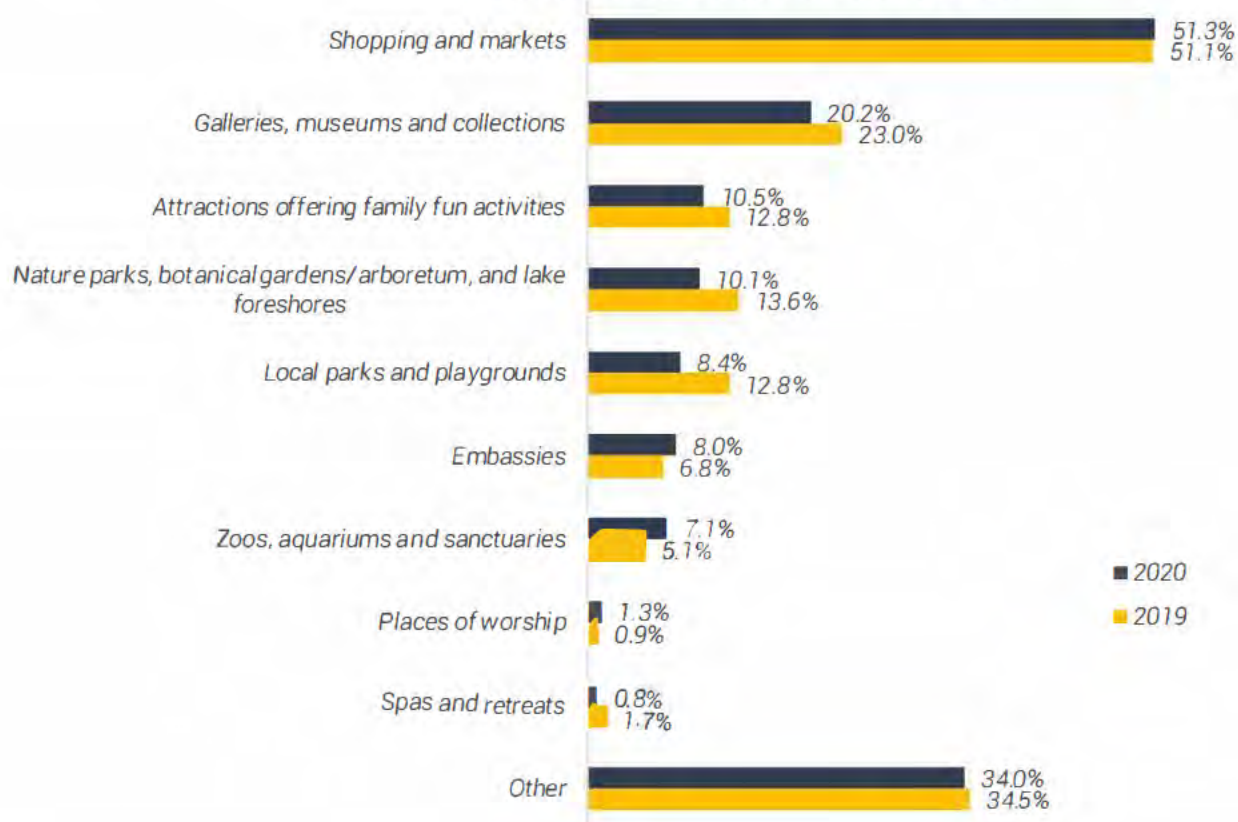


- ACT resident attendees provided a strong endorsement of the importance of Canberra hosting Summernats each year with 78.7% indicating it is very important
- Overall, 87% of ACT resident attendees believe that Territory Government funding is a reasonable use of taxpayer funds. This support is fairly constant across age groups.

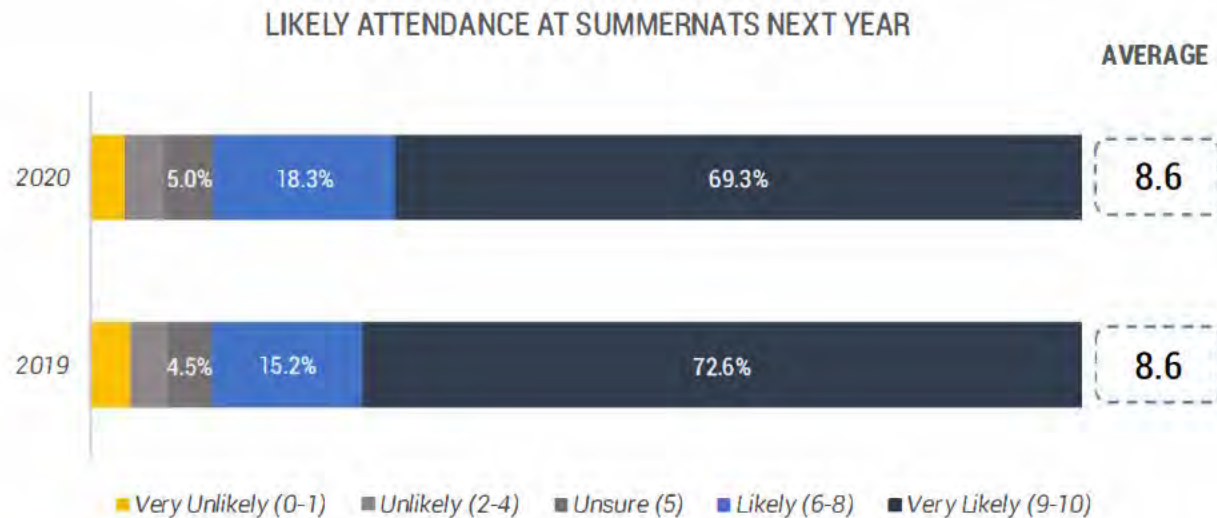
Q14. To what extent do you believe it is important for Canberra to host Summernats each year? (n=40)

Q14a. Do you think it is reasonable for the ACT Government to provide financial support to having Summernats in Canberra? (n=40)

LEISURE ACTIVITIES WHILST IN CANBERRA

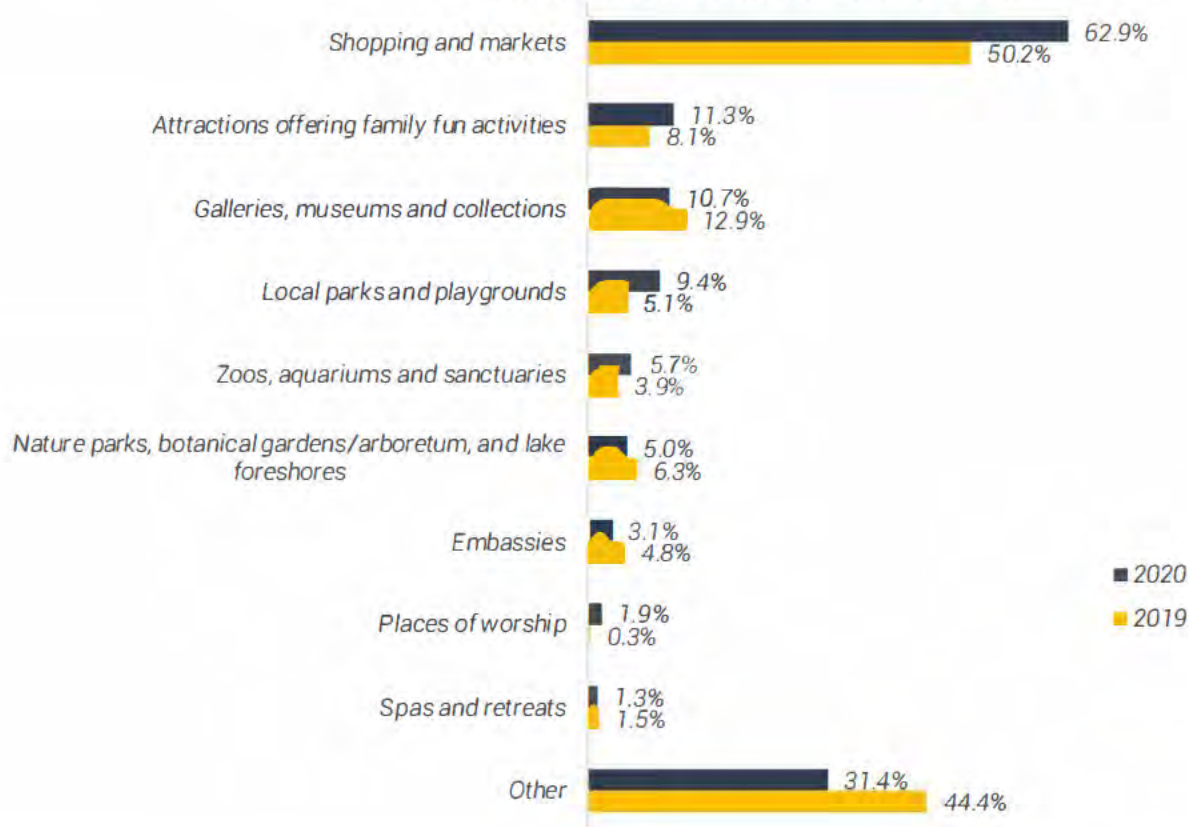


- Attendees from outside of Canberra were asked what other activities they undertook whilst in Canberra. The leisure activity most common amongst visitors in 2020 was shopping and markets (51.3%). This was the most common activity as in 2019, the other top responses were also prevalent:
 - Galleries, museums and collections
 - Attractions offering family fun activities
 - Nature parks, botanical gardens/arboretum, and lake foreshores



- *Despite a slightly lower level of satisfaction this year, the likelihood of participation next year remained relatively stable*

LEISURE ACTIVITIES WHILST IN CANBERRA



- Entrants from outside of Canberra were asked what other activities they undertook whilst in Canberra. The leisure activity most common amongst visitors was shopping and markets (62.9%) which increased by 12.7 percentage points.
- For those who selected other, the most frequent comments were regarding visiting bars and restaurants.

Sponsorship

Exhibitors

Other Data Tables

INTERNATIONAL ATTENDEES

	2020
<i>New Zealand</i>	100.0%

PREVIOUSLY VISITED CANBERRA

	220
Yes	61.8%
No	38.2%

LIKELY RETURN TO CANBERRA IF SUMMERNATS WERE NO LONGER HELD THERE

	2020
1 – <i>Not at all likely</i>	44.3%
2	17.1%
3	18.0%
4	10.5%
5 – <i>Extremely likely</i>	10.1%

NUMBER OF TRAVEL PARTY ATTENDING

	2020
0	5.4%
1	27.2%
2	34.3%
3	17.2%
4	9.2%
5	5.0%
6	1.3%
7	0.4%

NUMBER OF PREVIOUS ATTENDANCES

	2020
1 - 5	62.8%
6 - 10	16.5%
11 - 15	8.4%
16 - 20	4.9%
21 - 25	2.8%
26+	4.6%

EMPLOYMENT INDUSTRY

	2020
<i>Automotive</i>	19.7%
<i>Other trade</i>	32.7%
<i>Professional</i>	27.8%
<i>Other</i>	19.7%

Q2b. In which country do you live? (n=7)

Q29. Aside from your attendance at Summernats, have you visited Canberra previously? (n=228)

Q30. How likely would you be to visit Canberra in the future if Summernats were no longer held in Canberra? (n=228)

Q9. Of your travelling party of {answer f from Q8} people, how many of them, including yourself, actually attended or worked at Summernats this year? (n=239)

Q12. Not including this year, how many times have you previously attended Summernats in any capacity since it started? If this is your first time attending Summernats, please select "1" (n=285)

GENDER OF RESPONDENTS

WORK INDUSTRY

ORIGIN

Sch 2.2(a)(xi) ; Sch 2.2(a)(xii)

	2020
Canberra and Surrounds (incl. Queanbeyan, Jerrabomberra, Eaglehawk)	22.7%
Sydney	20.2%
NSW outside Sydney	31.4%
Melbourne	9.1%
Victoria outside Melbourne	6.6%
Brisbane	2.9%
Queensland outside Brisbane	3.3%
Adelaide	1.2%
South Australia outside Adelaide	0.0%
Perth	0.4%
Western Australia outside Perth	1.7%
Hobart	
Tasmania outside Hobart	0.4%
Darwin	
Northern Territory outside Darwin	
Overseas	0.0%

AGE OF RESPONDENTS

Sch 2.2(a)(xi) ; Sch 2.2(a)(xii)

QC. Record Gender (n=248)

QB. In which of the following age groups do you belong? (n=248)

QD. In which industry do you work? (n=245)

Q2. Where do you normally live? (n=242)

Chief Minister, Treasury and Economic Development Directorate

To: Minister for Tourism

Tracking No.: CMTEDD2023/4236

Date: 26/09/2023

From: Deputy Director-General, Economic Development

Subject: Major Event Fund: *Summernats 2024 to 2027*

Critical Date: **13/10/2023**

Critical Reason: To facilitate a response to the Summernats Pty Ltd. regarding the status of their Major Event Fund application for Summernats 2024 to 2027.

- EGM 26/09/23
- DDG 03/10/23

Recommendations

That you:

1. Note the information contained in this brief, including the assessment of the Summernats funding application at Attachment A;

Noted / Please Discuss


2. Agree to provide the following funding support to Summernats Pty Ltd through the Major Event Fund:

- a. 2024 event: up to \$450,000 (subject to meeting KPIs).
- b. 2025 event: \$475,000 (subject to meeting KPIs).
- c. 2026 event: \$500,000 (subject to KPIs and future budget confirmation).
- d. 2027 event: \$500,000 (subject to KPIs and future budget confirmation).

Agreed / Not Agreed / Please Discuss

3. Sign the letter to Mr Andy Lopez, Co-Owner and Director of Summernats Pty Ltd, at Attachment B to confirm the recommended funding outcome.

Signed / Not Signed / Please Discuss

Andrew Barr MLA  **9/10/23**

Minister's Office Feedback

Background

1. VisitCanberra has received and assessed a Major Event Fund (MEF) application (Attachments C-G) from the Summernats Pty Ltd that requests funding support for Summernats across a four-year period (encompassing the 2024 to 2027 events).
2. A four-year funding agreement for the 2020 to 2023 events has just concluded that committed \$1.3 million from the MEF. The investment started with a funding commitment of 250,000 in 2020 and concluded with \$400,000 in 2023.
3. Summernats is seeking ACT Government commitment to a new four-year \$2.3 million funding agreement. The proposed multi-year investment starts with \$500,000 in 2024, increasing by \$50,000 per annum upon achieving KPIs. This would result in the event in the final year of the agreement receiving \$650,000.
4. MEF funding would support enhanced event operational delivery and marketing. The phased increase in funding aligns with anticipated event delivery cost increases.
5. Summernats is the largest automotive lifestyle event in the southern hemisphere, with a wide range of activities including cruising, show 'n' shine, burnouts, trade expos, driving events, international food stalls, fireworks and major music acts.
6. The event is a major economic driver for Canberra. In 2023, Summernats attracted a total of 123,298 attendances, eclipsing the previous record of 108,622 in 2017. Of the 2023 attendances, 67,492 were unique visitors (more than double the 31,123 unique visitors of the 2022 event).
7. Research company IER Pty Ltd was commissioned by Summernats Pty Ltd to quantify the value of hosting Summernats in the ACT. The economic impact of Summernats on the ACT was \$36.4 million, which is 18 per cent higher than the previous record in 2020. This was driven by the significant growth in out-of-territory visitors to the event and inflationary impacts.
8. The IER report also indicated that in 2023, 51,889 unique visitors from outside the ACT travelled for Summernats, with 79 per cent being interstate visitors on overnight trips.
9. Attendance and economic impact data for 2019 to 2023 events are included below:

Summernats 2019	100,848	\$28.5 million
Summernats 2020	99,240 (bushfire smoke affected)	\$29.7 million
Summernats 2021	N/A – event cancelled	N/A
Summernats 2022	75,412 (COVID affected)	\$20.2 million
Summernats 2023	123,298	\$36.4 million

10. Summernats is committed to following a strategy that continues to grow the event's attendance, reach and awareness. Key focus areas include:
 - Broadening the core audience to include more women and families;
 - Growing length of stay and economic impact locally through cross promotions and programming;
 - Further cementing Summernats as an iconic "bucket list" event for national/international event goers; and
 - Building local pride in Summernats as an event, an employer, community partner, and driver of tourism and economic impacts.

11. Based on historical benchmarking data, Summernats Pty Ltd. estimates the following outcomes from future editions of the event:
 - Economic impact of \$36 million;
 - 49,994 visitors from outside the ACT; and
 - An average length of stay of 3.2 nights for spectators and 4.2 nights for entrants.
12. The cost to Summernats of staging the event in 2024 is estimated to be \$7.2 million.

Issues

13. It is recommended that the event is supported with up to \$450,000 in 2024 and increasing by \$25,000 each year of the agreement to a maximum (cap) of \$500,000.
14. \$50,000 of the contribution in each year will be linked to the following KPI's:
 - \$15,000 where total economic contribution is greater than \$30 million.
 - \$20,000 on receipt of an environmental and sustainability plan that supports the ACT's net zero objectives and reporting against implementation of the plan in the post event evaluation report.
 - \$15,000 for compliance with EPA regulations for noise and air pollution.
15. The MEF budget is not confirmed beyond the 2024-25 financial year. To enable Summernats to proceed with certainty and not have to reapply for funding following the 2025 event, it is proposed that funding for the final two years is supported contingent on budget approval.
16. If KPIs are met, the total investment over four years will be a maximum of \$1.925 million.
17. MEF support has been an integral part of growing Summernats to where it is today. It has allowed greater investment in marketing and programming targeted at non-traditional audience segments.
18. The event now brings \$36 million in economic benefit to the Territory but sustaining that growth and delivering an excellent event experience for attendees and the Canberra community requires increased investment in key areas.
19. Congestion, behaviour and safety are three major challenges for the event, and these contributed to a reduced Net Promoter Score for 2023 in comparison to the last three years. The organisers have implemented several approaches to address these, including appointing Sheridan Consulting Group to oversee and implement all security and safety plans.
20. The Summernats application was assessed by a VisitCanberra panel against key metrics including economic benefit, marketing impact, social and community benefit, event leveraging opportunities and event management capacity/capability.
21. The application scored 7.7 out of 10 based on these metrics, which falls in the 'Very Good' range (see Attachment A).
22. Further detail on the panel's assessment of this application is outlined below.
 - Summernats is a major user of locally based event infrastructure and personnel. The event organisers recognise significant opportunities for local business engagement across tourism and hospitality sectors. The event is also delivered at a time of year that is normally quiet in the region's tourism and events calendar.

- Event organisers have in-depth understanding of their current target audience, but that it was not clear how the marketing strategy, creative and messaging was seeking to appeal to a more diverse mix of new attendees or audience segments (e.g. female and family market), or how it would showcase the Canberra region more broadly.
 - The event clearly delivers significant economic benefit to the ACT economy.
 - Summernats has developed a comprehensive risk assessment and management plan for the 2024 event.
23. The panel noted the application does not include detail about offsetting the carbon footprint or addressing the total environmental impact of the event. There is no plan showing how Summernats will commit to or take action to reduce the event's environmental impact or elevate sustainability as a priority. There is no reference on how the event will support the ACT Government's commitment to net zero emissions by 2045.
 24. As a result, the panel recommends that Summernats be asked to develop a policy or strategy about their commitment to sustainability and alignment with ACT Government climate action commitments. The development of a carbon offset or an environmental, sustainability and governance plan would be required for Summernats to receive an increase in funding for the 2025 event.
 25. It should be noted that the event does have a requirement to comply with measures under the *Environment Protection Act 1997*. Following the 2023 event, Venues Canberra received a show cause notice from the Environment Protection Authority in relation to noise exceedances. Venues Canberra has received a revised operations plan from Summernats with regard to the 2024 event which will contribute towards a reduction in noise generated throughout the event.
 26. The Office for Climate Action suggested an opportunity to expand Summernats' involvement in the Sustainable Events Program administered by EPSDD. The purpose of this program is to support and provide advice to event organisers to make events more sustainable and climate friendly.
 27. Participating events get access to free signage, equipment, water units and emission reduction advice. In return, they must report on waste that they've diverted from landfill, how they've increased recycling, reduced energy and water usage. Summernats may also consider showcasing zero emission vehicles at the event, as an opportunity to consider educating the community about electric vehicles.

Financial Implications

28. A separate funding request has been submitted by Summernats organisers to the City Renewal Authority (CRA) to deliver the Summernats Fringe Festival in Braddon. The Fringe event is contingent on ACT Government funding. On 27 September 2023, the CRA Board will consider funding of \$360,000 over three years (less than what was requested by Summernats), co-funded by the CRA and the CCMIL (City Centre Marketing and Improvements Levy).
29. The Territory has a Venue Hire Agreement (VHA) in place with Summernats. The VHA allows for the Territory to undertake at EPIC an annual capital upgrade program worth \$100,000 each year, for the purpose of benefiting the event. The Territory also waives its rights to carpark fees, valued at an estimated \$30,000 each year.

30. Transport Canberra and City Services provides in-kind support in the form of:
- \$95,000 for temporary traffic management costs for Summernats;
 - \$25,000 for temporary traffic management for the city cruise; and
 - \$5,000 for the temporary traffic management plan design and approvals.
31. ACT Policing also provides support, but advised in September 2023 that it is hard to capture what policing effort goes towards Summernats, because the event has a large flow-on effect out into the community, particularly with anti-social behaviour and dangerous driving incidences police respond to. The event has far larger public safety implications for policing than any other event in Canberra.
32. The MEF only has funding certainty for the next two financial years in 2023-24 and 2024-25. It is therefore not possible to commit to a four-year funding agreement.
33. The MEF delivers strongly against the ACT Government's strategic priority to grow the visitor economy. Since the MEF opened in 2011, \$12.7 million in funding has been approved to support major events and exhibitions held in Canberra. The 49 completed and acquitted events and exhibitions have attracted over 5.5 million attendees, delivering \$1.07 billion in economic return to the ACT.
34. The 2017-18 budget committed \$1 million per annum over three years to the MEF. The 2018 budget subsequently committed an additional \$2 million over two years from 2020-21.
35. For 2021-22 and 2022-23, the MEF budget was expanded to \$1.5 million. MEF funding levels for 2023-24 and 2024-25 have been maintained at this level.
36. There is significant demand for MEF assistance, with requests on the program allocation consistently exceeding the available budget each year. An overview of current or recommended commitments from the 2023-24 allocation are as follows:

Funding Recipient: 2023-24	Status	Amount
Summernats 2024	Pending decision	\$450,000

Outside Scope

* \$10,000 for Ngura Pulka is part of a \$350,000 MEF commitment (\$340,000 from 2022-23 MEF allocation).

Outside Scope

Consultation

Internal

38. The Summernats application has been assessed by representatives from VisitCanberra, Events ACT, Venues Canberra and the City Renewal Authority based on an established

evaluation metric for MEF applications. A copy of the assessment is at Attachment A.

Cross Directorate

39. City Renewal Authority.
40. The Office for Climate Action provided advice on making events more sustainable and climate friendly and provided some specific suggestions for Summernats.
41. Transport Canberra and City Services provided advice about in-kind support for traffic management.
42. ACT Policing provided advice about impact on policing costs.

External

43. Summernats representatives were consulted throughout the application and assessment process.

Work Health and Safety

44. Congestion, attendee behaviour and safety were three major factors that impacted the 2023 event.
45. Summernats Pty Ltd. has taken steps to address each of these, and they include (but are not limited to):
 - The engagement of the Sch 2.2(a)(xi) ; Sch 2.2(a)(xii) to oversee and implement all security and safety plans.
 - Moving all entrant vehicle scrutineering to GIO Stadium to reduce the load on EPIC.
 - Reducing the number of entrant vehicles from 2,700 to 2,200.
 - Reducing the number of spectator tickets available.
 - Enhanced marketing and communications to entrants and spectators about behavioural standards.
 - Changes to the event's alcohol management plan.
46. Summernats Pty Ltd. will continue to work closely with the AFP, Access Canberra and other emergency service providers in the lead up to the event. These agencies will also have a presence in the control centre during the event.

Benefits/Sensitivities

47. In 2022 and 2023, Summernats partnered with the City Renewal Authority to create the Summernats Fringe Festival in Braddon. This event is subject to a separate funding request to the City Renewal Authority.
48. The MEF supports a diverse portfolio of appealing major events and exhibitions through attraction, acquisition, development, and promotion. The MEF is designed to deliver against the ACT Government's strategic priority to grow the visitor economy, and Summernats has consistently delivered strong return on investment.
49. The MEF aligns with T2030: ACT Tourism Strategy 2023-2030. Major events are demand drivers for visitation and a quality calendar of events provides employment opportunities for locals, supports businesses and contributes to city vibrancy.
50. Very high demand for MEF support from event and exhibition organisers continues to place pressure on the available MEF budget allocation each year.
51. Expansion of the MEF to enable consideration of possible multi-year support for events such as Summernats was included under the omnibus 2023-24 budget business case

titled 'Promoting Visitor Experience and Delivering Great Events'.

52. Funding has been allocated to the MEF until 2023-25, enabling two years of funding to be allocated to Summernats.
53. For stronger alignment with the city brand, Summernats organisers should provide more information on ways they plan to address the event's environmental impacts or elevate sustainability initiatives.
54. Recognising crowd behavior issues at the 2023 event, the VisitCanberra team will work with event organisers to monitor the effectiveness of the mitigation strategies they have in place.

Communications, media and engagement implications

55. Pending your approval to provide funding support for Summernats to the level recommended, VisitCanberra will liaise directly with Summernats Pty Ltd to confirm MEF arrangements.
56. A letter to Mr Andy Lopez, Co-Owner and Director of Summernats Pty Ltd, will also be sent to formally confirm the funding outcome, which is included for your signature at Attachment B.
57. Media opportunities regarding MEF support for Summernats would be confirmed with your office in consultation with the Summernats Pty Ltd.

Signatory Name: Jonathan Kobus Phone: x53185

Action Officer: Teresa Comacchio Phone: x56001

Attachments

Attachment	Title
Attachment A	Event Assessment Matrix – MEF proposal – Summernats – FINAL
Attachment B	Letter – Chief Minister to Mr Andy Lopez
Attachment C	Summernats 36 Major Event Fund Application
Attachment D	Summernats 36 Major Event Fund Application – Appendix A – Event Attendance and Visitation Overview
Attachment E	Summernats 36 Major Event Fund Application – Appendix B – Summernats 35 2023 Economic Impact & Market Research Study
Attachment F	Summernats 36 Major Event Fund Application – Appendix C – Marketing Plan
Attachment G	Summernats 36 Major Event Fund Application – Appendix D – Sample Safety & Operations Plans

EVENT ASSESSMENT MATRIX - SUMMERNATS

Assessment Criteria	Ranking (out of 10)	Weighting	Weighted Score	Comments
<p>Economic Benefit</p> <p>Outline the capacity of the event to deliver significant contributions to the visitor economy, including:</p> <ul style="list-style-type: none"> * The estimated economic impact (direct visitor expenditure) generated by the event for the ACT. * The anticipated number of visitors from outside the ACT who will travel specifically to Canberra attend the event. * The average visitor length of stay (visitor nights). * The cost of the event relative to expected returns (i.e. return on investment). * Ability to substantiate visitation/economic impact claims through post-event evaluation (preferably by an independent research provider using an agreed evaluation methodology). * The ability of the event to also generate economic contributions by locals. <p>Demonstrated alignment with relevant tourism and events strategies and broader economic development objectives for the ACT (including CBR Switched On) will also be considered</p>	9.5	40%	3.8	<ul style="list-style-type: none"> * \$500K request per year for 2024 to 2027 events. \$50K KPI increase each year also proposed. * Independent, robust research highlights significant tourism and economic return that is unrivalled across 4 days - \$3.6m direct benefit in 2023, \$20m in 2022 (COVID impacted). * High proportion of specific interstate visitors (approx 75%) at otherwise quiet time of year. * Almost 50,000 interstate visitors (avg. 3-4 night stay). Research includes several years of benchmark data which clearly substantiates economic claims over a sustained period. * Almost 18,000 locals also attend the event as spectators or participants. * Tourism 2030 alignment - this event is a key driver of the visitor economy for the ACT.
<p>Marketing Impact</p> <p>Evidence of a well developed marketing and media plan aimed at delivering interstate, international (where applicable) and local attendance should be provided, including:</p> <ul style="list-style-type: none"> * Defined target audiences and measurable objectives * Identified splits between local and interstate marketing spend. * Suitable marketing/promotional strategies that outline how the event will generate destination awareness, showcase the Canberra region, align with the Canberra brand and generate positive media coverage and user generated content across a variety of channels, including social media * Potential to align with VisitCanberra's destination marketing activities and key audiences. 	7	25%	1.8	<ul style="list-style-type: none"> * Organisers estimate approx \$250K spend per annum on marketing activity. Doesn't align with budget in marketing plan attachment (\$167K). * The separate media strategy document from marketing agency the Murmur Group is confusing when trying to understand how it all aligns. Includes spend and plans/campaign blocks for other motorsport events in their portfolio. Information overload. * The Summernats team clearly know their core target audience and how to reach them across a wide range of marketing channels. * It is not clear how the marketing strategy, creative and messaging is seeking to appeal to a more diverse mix of new attendees or audience segments (e.g. female and family market), or to showcase the Canberra region more broadly.
<p>Social and Community Benefit and Event Leveraging Opportunities</p> <p>Outline the positive social and community benefits that the event can provide, including:</p> <ul style="list-style-type: none"> * Demonstrated opportunities for local community involvement/participation. * Demonstrated opportunities for local business engagement, including partnerships to drive local and interstate visitation. Plus opportunities that enable local business to benefit and leverage off the event. * Demonstrated enhancement of city vibrancy, community pride and social cohesion. * A clear rationale for event timing, including ability to fill event calendar gaps and complement existing events in the Canberra region 	5.5	20%	1.1	<ul style="list-style-type: none"> * Significant opportunities for local business engagement across tourism and hospitality sectors. Comes at an important time of year that is normally an event and tourism gap. * A major user of locally based event infrastructure and personnel. Organisers spend almost \$2m on locally purchased services, products and personnel each year. * Helps to showcase and fully utilise the capabilities of EPIC as a major event venue. * Focus in recent years to provide a more welcoming and inclusive event environment for many sections of the community. Almost 18,000 locals attend as spectators or participants. * Poor behaviour by some sections of event attendees in 2023 drove negative social and community impacts and resulted in reputational damage. Event organisers appear to be taking proactive steps to address and rectify these areas (e.g. use of Sheridan Group). * Summernats Fringe (seeking separate funding) ins an initiative that can broaden community engagement, reach and appeal - while also generating city vibrancy. * Lack of meaningful and demonstrated commitment or action to reduce the event's environmental footprint or to elevate sustainability initiatives.
<p>Event Management Capacity and Capability</p> <p>All events supported by the MEF must demonstrate financial strength and sustainability, including:</p> <ul style="list-style-type: none"> * Evidence that the event is not solely reliant on ACT Government funding. * Clear demonstration of how MEF support will enhance the execution of the event. * The demonstrated skills and expertise of key personnel delivering the event * Evidence of risk management strategies relating to WHS and acknowledgment of other key event risks * Demonstrated ability to abide by/meet any applicable COVID Safe requirements or compliance advice 	7	15%	1.1	<ul style="list-style-type: none"> * Proven event organising team. * Issues experienced in 2023 have seen proactive steps taken in a number of key areas related to event planning/operations, risk management, security/safety, marketing and comms that can support future event delivery. * Substantial level of detail in supporting event operations documentation. * ACT Government investment sought through MEF would represent 8% of overall costs for event delivery.
			7.7	

RANKING GUIDE

Ranking: 9-10**Descriptor: Excellent**

Strengths against the Criteria: Meets all requirements to an excellent (10) or very high (9) level. **Highly convincing** and credible. Response demonstrates **superior** understanding of, and performance against, the criterion. Comprehensively documented with all claims **fully substantiated**.

Ranking: 7-8**Descriptor: Very Good**

Strengths against the Criteria: Meets all requirements to high level (8) or well above average level (7). **Very convincing** and credible. Response demonstrates **very good** understanding of, and performance against, the criterion. Documents provide complete details with all claims **adequately demonstrated and substantiated**.

Ranking: 5-6**Descriptor: Good**

Strengths against the Criteria: Meets all requirements to an above average (6) or average (5) level. Response is **convincing** and credible. Response demonstrates **good** understanding of, and performance against, the criterion. **Minor uncertainties and shortcomings** in the respondent's claims and documentation.

Ranking: 3-4**Descriptor: Fair**

Strengths against the Criteria: Meets some of the requirements of the criterion, but is below average (4) or just fair (3). Response is generally credible but not **convincing**. Response barely and demonstrates understanding of, and performance against, the criterion. Respondent's **claims have some gaps**.

Ranking: 1-2**Descriptor: Poor**

Strengths against the Criteria: Response has **significant shortcomings and deficiencies** in demonstrating understanding of, and performance against, the criterion.

Ranking: 0**Descriptor: Not Answered**

Strengths against the Criteria: Criterion not addressed.

RANKING GUIDE

Score	Descriptor	Strengths against the Criteria
9-10	Excellent	Meets all requirements to an excellent (10) or very high (9) level. Highly convincing and credible. Response demonstrates superior understanding of, and performance against, the criterion. Comprehensively documented with all claims fully substantiated .
7-8	Very Good	Meets all requirements to high level (8) or well above average level (7). Very convincing and credible. Response demonstrates very good understanding of, and performance against, the criterion. Documents provide complete details with all claims adequately demonstrated and substantiated .
5-6	Good	Meets all requirements to an above average (6) or average (5) level. Response is convincing and credible. Response demonstrates good understanding of, and performance against, the criterion. Minor uncertainties and shortcomings in the respondent's claims and documentation.
3-4	Fair	Meets some of the requirements of the criterion, but is below average (4) or just fair (3). Response is generally credible but not convincing . Response barely and demonstrates understanding of, and performance against, the criterion. Respondent's claims have some gaps .
1-2	Poor	Response has significant shortcomings and deficiencies in demonstrating understanding of, and performance against, the criterion.
0	Not Answered	Criterion not addressed.

**Andrew Barr MLA**

Chief Minister

Treasurer

Minister for Climate Action

Minister for Economic Development

Minister for Tourism

Member for Kurrajong

Mr Andy Lopez

Sch 2.2(a)(ii)

Dear Mr Lopez

Thank you for your application to the Major Event Fund (MEF) requesting multi-year funding assistance for Summernats. I am pleased to confirm the support of the ACT Government through a four-year, \$1.925 million funding package.

This package commences with a maximum \$450,000 investment in 2023-24 for the 2024 event and \$475,000 in 2024-25 for the 2025 event, then increasing to a maximum cap of \$500,000 for the 2026 and 2027 events.

Sch 2.2(a)(xi), Sch 2.2(a)(xii)

ACT Legislative Assembly London Circuit, GPO Box 1020, Canberra ACT 2601

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 AndrewBarrMLA barr@act.gov.au
 andrewbarrmla

I wish you all the best with your planning for the 2024 event and look forward to seeing the results of further event development in the coming years.

Yours sincerely

Andrew Barr MLA
Chief Minister

APPENDIX A: EVENT ATTENDANCE AND VISITATION OVERVIEW

Please note that your estimated figures and the methodology for calculation will need to be further explained in your written application to the Major Event Fund.

SUMMERNATS

ESTIMATED EVENT ATTENDANCE (UNIQUE ATTENDEE NUMBERS)

Local	17,548
Interstate	49,674
International	270
TOTAL	67,492



Non-Local Attendance TOTAL	49,944
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Note: Should match number in Cell B20

ESTIMATED INTERSTATE AND INTERNATIONAL VISITOR BREAKDOWN (UNIQUE VISITOR NUMBERS)

Visitor Type	Number of Visitors	Average Daily Spend (Per Daytrip Visitor)	Average Daily Spend (Per Overnight Visitor)	Average Length of Stay (Nights)	Total Visitor Spend (\$)
Interstate Daytrip Spectators	10,657	\$105	N/A	N/A	\$1,122,076
Interstate Overnight Spectators	36,505	N/A	\$225	3.2	\$26,309,300
Interstate Extended Overnight Spectators	287	N/A	\$130	3.4	\$126,649
International Daytrip Spectators	0	\$105	N/A	N/A	\$0
International Overnight Spectators	270	N/A	\$328	4.4	\$389,060
Interstate Daytrip Entrants	95	\$404	N/A	N/A	\$38,407
Interstate Overnight Entrants	2,127	N/A	\$236	4.2	\$2,111,856
Interstate Extended Overnight Entrants	3	N/A	\$122	8.3	\$3,045
International Daytrip Entrants	0	\$105	N/A	N/A	\$0
International Overnight Entrants	0	N/A	\$0	0.0	\$0
TOTAL	49,944				\$30,100,391

***SUMMERNATS
ACT ECONOMIC IMPACT
PAST, PRESENT, FUTURE
1988 - 2028***



THE IMPORTANCE OF EVENTS

Events are widely regarded as playing a vital role in making a city/region/state a great place to live, work and visit. As outlined in the 2025 Major Events Strategy for the ACT, "Vibrant, diverse and engaging events bring a city to life by bringing communities and people together. They provide visitors with a reason to travel and stay at a destination, bringing with them significant economic and social returns which ultimately benefit all Canberrans".

The events strategy goes on to outline how Canberra aims to be positioned as an event-friendly city which leverages the benefits of hosting major events which reflect the capital's essence and personality.

As one of Canberra's stated major events, Summernats has been a staple on the ACT events calendar for 33 years. It has been classified as a regular anchor event due to the fact that is synonymous with Canberra, is recurring, has significant economic impact and visitation outcomes and generates a legacy for Canberra as a destination for event and motor enthusiasts - many of whom travel a long way to attend the event.

Events like Summernats achieve two important but distinct outcomes. Firstly, they provide local residents with something to feel proud of and to look forward to. Research regularly show that residents strongly support Government funding of events - with key perceptions being:

- that it is important for the ACT to host major sporting, arts and culture and community events.
- that major events make the ACT a more enjoyable place to live,
- that major events help to enhance community spirit, pride and enjoyment and that using taxpayer money to stage events in the ACT is reasonable.

Secondly, they provide content for the marketing of the destination - a reason to bring people to the region. Summernats is an event that regularly attracts attendances of more than 100,000 across the four days - some 66% of whom are tourists whose trip to Canberra was inspired by the event. This makes Summernats an important part of the destination marketing for Canberra.

SUMMERNATS CANBERRA

1988 - 2028

361



FOCUSED EVENT THINKING



ECONOMIC IMPACT \$1 BILLION

Over the last 33 years, Summernats has generated 767 million. By 2028, in its 40th year, Summernats will have generated more than **\$1 billion** in economic impact for Canberra.

THE VALUE OF ATTRACTING A VISITOR

For every overnight visitor



\$706.52

Per trip for an overnight visitor



\$140.73

Per person for a day trip visitor



TOURISM LEGACY

Visitors with an **improved perception of Canberra** as a result of attending Summernats

Visitors **keen to return to Canberra** as a result of attending Summernats

* Based on research undertaken in 2019 & 2020

AVERAGE ECONOMIC IMPACT PER YEAR



TIMELINE OF SUMMERNATS GROWTH

* Based on gross attendances



Event adversely affected by bushfire crisis



ENTRANTS 55,000

Over the last 33 years Summernats has welcomed 41,000 entrants. By 2028, in its 40th year, Summernats will have attracted nearly **55,000** entrants.

Proportion of the entrants who are visitors to Canberra

79%



TOTAL ATTENDEES 2.2 MILLION

Over the last 33 years Summernats has attracted 1.7 million attendees. By 2028, in its 40th year, Summernats will have attracted nearly **2.2 million** attendees



VISITOR NIGHTS 4.3 MILLION

Over the last 33 years Summernats has created 3.2 million visitor nights. By 2028, in its 40th year, Summernats will have generated nearly **4.3 million** visitor nights in Canberra

DETAILED ANALYSIS



ECONOMIC IMPACT

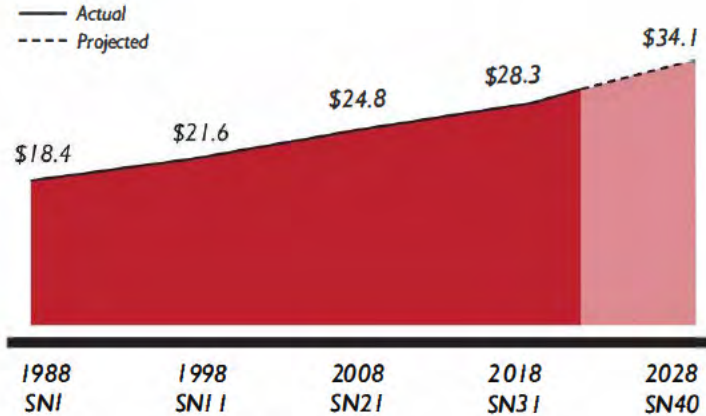
It is projected that Summemats will have generated \$1 billion in economic impacts for Canberra by its 40th year - in 2028. This represents the spending in Canberra that may not have occurred if not for the presence of this event. This impact is largely built on the event's ability to attract visitors to Canberra. The analysis breaks the impact into three periods of time, as illustrated below:

- SN1 to SN22 (1988 - 2009) - Economic impact of \$472.3 million at an average of \$21.5 million per year
- SN23 to SN33 (2010 - 2020) - Economic impact of \$295.2 million at an average of \$26.8 million per year
- SN34 to SN40 (2022 - 2028) - Projected economic impact of \$236.0 million at an average of \$33.7 million per year

Since taking over Summemats in 2010, the current owners have grown the economic impact by around 25% (average per year) and the model projects that they can grow it by an average of 26% per year over the next 7 years.

GROWTH IN ECONOMIC IMPACT (\$ MIL)

1988 - 2028



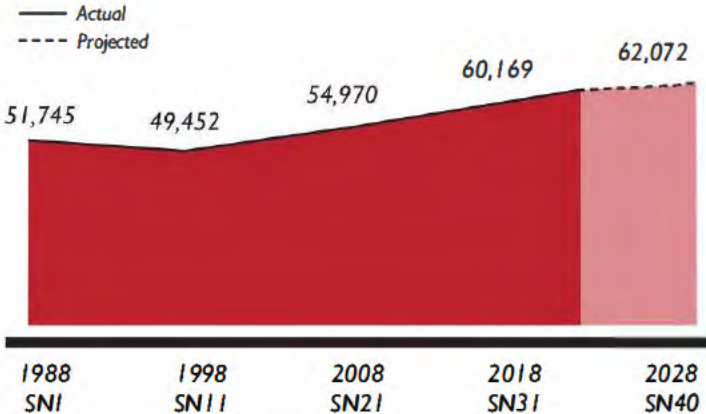
ATTENDEES

Summemats has been able to attract significant attendances over many years. It is projected that Summemats will have attracted nearly 2.2 million attendees by its 40th year - in 2028. The analysis breaks the attendance into three periods of time, as illustrated below:

- SN1 to SN22 (1988 - 2009) - 1.1 million attendees at an average of 50,775 unique individuals attending per year
- SN23 to SN33 (2010 - 2020) - 624,725 attendees at an average of 56,793 unique individuals attending per year
- SN34 to SN40 (2022 - 2028) - Projected 426,761 attendees at an average of 60,966 unique individuals attending per year

Since taking over Summemats in 2010, the current owners have grown attendance by around 12% (average per year) and the model projects that they can grow it by an average of 7% per year over the next 7 years.

GROWTH IN ATTENDEES 1988 - 2028



Key Findings

ATTENDANCES



Gross – 123,298
Unique – 67,492

ATTENDEE ORIGINS



ATTENDEE PROFILE



IN-SCOPE VISITORS



52,254

Non-ACT individuals who visited the event

51,889

Non-ACT individuals who came to ACT because of the event

DIRECT IN-SCOPE EXPENDITURE



For the ACT Economy

\$36.4 mil

VISITOR NIGHTS GENERATED



In the ACT

126,555

ATTENDEE EXPECTATIONS BETTER THAN EXPECTED



Attendees
38.6%

Entrants
16.1%

ATTENDEE SATISFACTION OUT OF 10



Attendees
7.9

Entrants
6.7

ADVOCACY (NPS)



Attendees
+40.9

Entrants
+15.9

LIKELY RETURN NEXT YEAR RATED 9 OR 10 (VERY LIKELY)



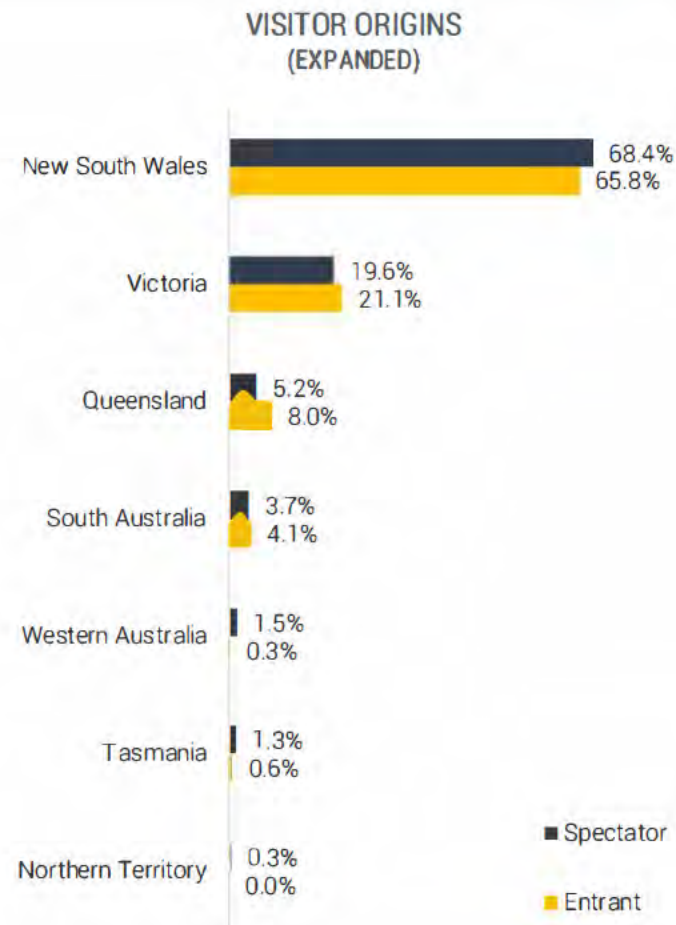
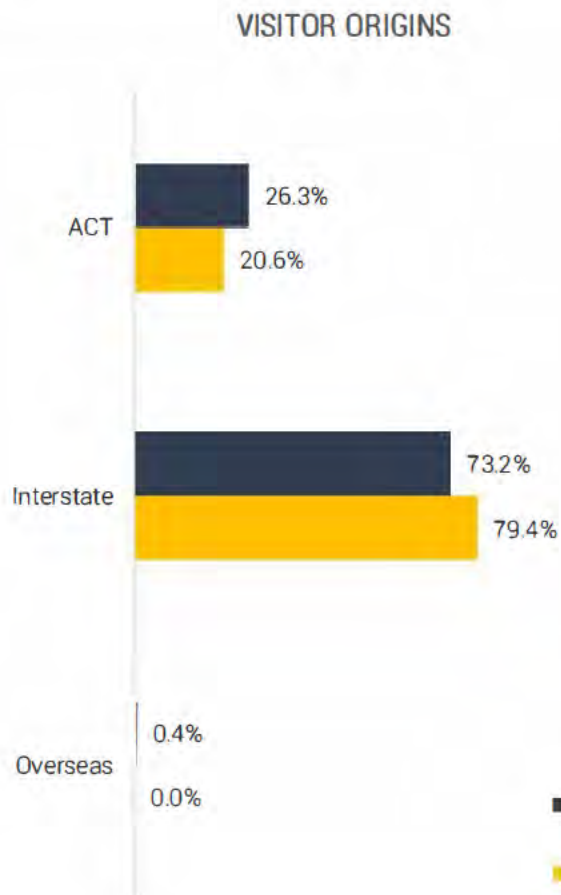
Attendees
63.6%

Entrants
67.7%

Visitation and Economic Impacts

Visitor Origins

367



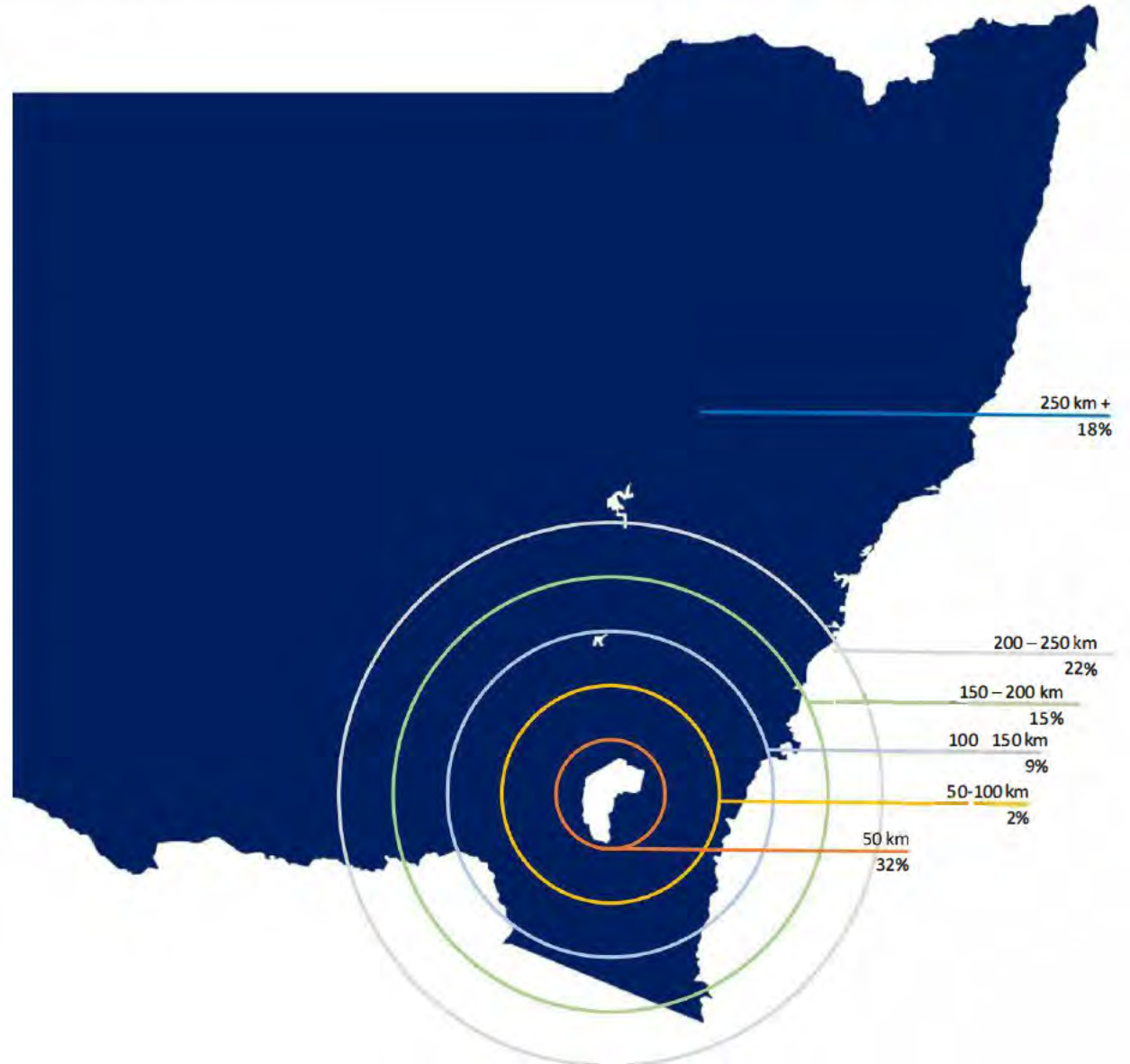
- This year, New South Wales represented more than two-thirds of both the entrants and spectators at Summernats
- Around one-fifth of entrants were from Canberra

Attendee Visitor Origins

368

NSW/ACT VISITOR ORIGINS

LGA	2022
Penrith (C)	6%
Central Coast (C) (NSW)	5%
Wollongong (C)	5%
Camden (A)	5%
Shoalhaven (C)	4%
Shellharbour (C)	4%
Blacktown (C)	4%
Campbelltown (C) (NSW)	3%
Wollondilly (A)	3%
Lake Macquarie (C)	3%
Maitland (C)	3%
Wagga Wagga (C)	3%
Sutherland Shire (A)	3%
Goulburn Mulwaree (A)	2%
Liverpool (C)	6%
Hawkesbury (C)	2%

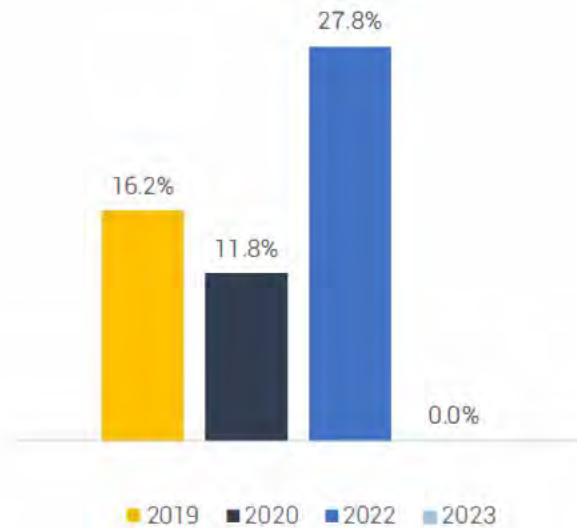


Sponsorship

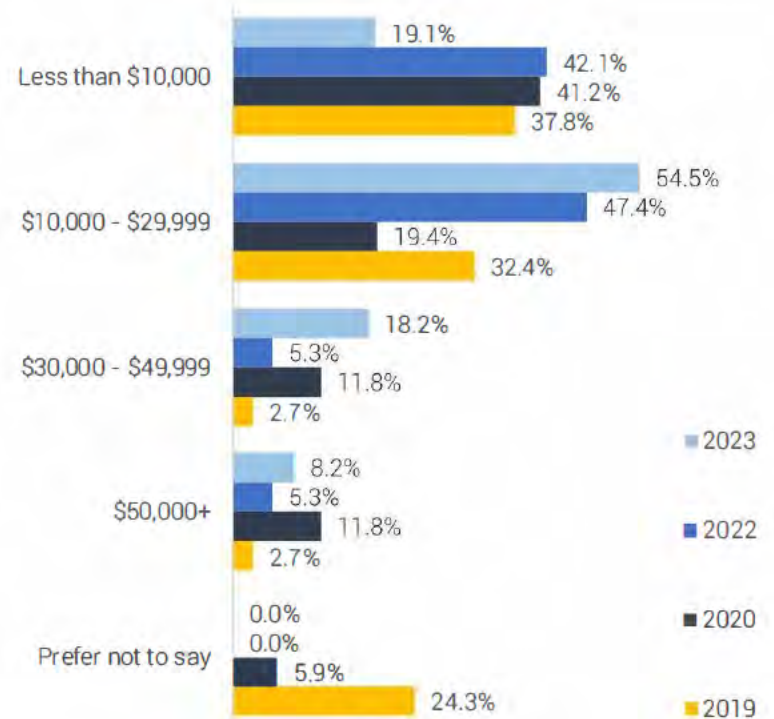


Exhibitors

HELD OTHER BUSINESS ACTIVITIES AT SUMMERNATS



AMOUNT GENERATED FROM SUMMERNATS



- No exhibitors (0.0%) at Summernats held other business activities (staff conferences, training) at the event.
- Approximately 54.5% of exhibitors said that they generated \$10,000 - \$29,999 in sales, up from the 47.4% in 2020.
- Those who generated less than \$10,000 in sales decreased compared to last year

Other Data Tables

DIVERSITY

	2023
Aboriginal and/or Torres Strait Islander	4.8%
Deaf or disabled	1.9%
LGBTQIA+	0.6%
CALD (culturally and linguistically diverse)	0.4%
None of the above	82.4%
Prefer not to answer	10.2%

SQ3. Do you identify with any of the following? n=786

MAIN LANGUAGE SPOKEN AT HOME

	2023
English	98.7%
Arabic	0.3%
Italian	0.1%
Portuguese	0.0%
Spanish	0.0%
Other	0.9%

SQ4. What is the main language spoken by you at home? n=785



RESPONSE TO DLO REQUEST

*** All information provided should be factual.
Electronic approval at Executive Branch Manager level is required.**

**SUMMERNATS 5-8
JANUARY 2023
Exhibition Park in**

Canberra

Summernats

- Summernats is one of the largest events on Canberra's annual calendar.
- Canberra's successful return to major event activity of this kind plays an important role in supporting a range of key outcomes linked to the social and economic recovery of the Canberra and Capital region.

Economic Impact

- Over the two events held in 2020 and 2022 it generated nearly \$50 million in economic impact and over those events between 70% and 83% of attendees were from interstate with the remaining local audiences.
- Summernats visitors provide a significant boost to our local tourism, business, and hospitality sectors – spending time exploring our major tourist attractions, staying in commercial accommodation, shopping, visiting bars and clubs, and dining out at our many cafés and restaurants.
- The event also features a collaboration between the City Renewal Authority and Summernats to deliver the Summernats Fringe in Braddon.
- These far-reaching benefits, and scope for even further growth, confirm why the event is proudly supported by the ACT Government.

Event approvals

- Exhibition Park Corporation holds an Environmental Authorisation (006) issued by the EPA.
- The Environmental Authorisation is designed to minimise environmental harm from major events at EPIC including Summernats.
- While Summernats is a privately run event, the ACT Government works closely with the owners and all responsible agencies to ensure that the event is conducted safely and that measures are in line with relevant legislation and authorisation.
- A coordinated ACT Government approach occurs for major event approvals, via Access Canberra.
- This follows submission of relevant event documentation to seek approvals for all components of the event (i.e.: noise, liquor, traffic management, fireworks)
- For Venues Canberra- the Major Event Emergency Plan (MEEP) was endorsed, and EPIC was handed to the organisers on 20 December 2022.

Noise and Waste - Environmental authorisation

- As part of the event approvals required to stage the event, EPIC in consultation with Summernats lodged a noise management plan through the Environment Protection Authority (EPA).



- This plan was accepted by the EPA and a letter was issued to EPIC advising of this acceptance.
- Events which generate excessive noise from EPIC are authorised under an Events Credit System. The Summernats event generally uses two of EPICs ten annual noise credits.
- During the event period noise impacts are monitored through EPA processes including:
 - A Noise Management Plan (NMP) is required annually to be submitted and endorsed by the EPA.
 - It requires that an independent, suitably qualified person is engaged to monitor and provide a follow-up report.
- Other agencies are also involved in ensuring that the event runs safely and smoothly. They include ACT Policing, Roads, Transport and Health authorities.
- Pollutants emitted by motor vehicles are generally exempt from environmental regulations but are managed by restricting burn outs to agreed periods under the environmental authorisation.

Burn outs

- The Environmental Authorisation (EA) issued to Exhibition Park sets certain compliance requirements relating to noise generated by the Summernats festival, including use of the 'Go to Whoa' strip, and the management of liquid waste.
- The agreed times and uses were done as part of a consultation piece with neighbouring residents.
- The EPA has advised that investigations into the air emissions from the burnout events by Robson Environmental in 2005 and 2010 found emissions were well below the previous and current national health-based standards for PM10 and the occupational standards. While there are other hazardous components associated with emissions from the burnout event, they were also assessed as low, and due to the limited duration and frequency of the event, unlikely to cause environmental harm.
- Summernats are obliged to operate in line with the EA and any reported breach can be investigated by the EPA.

Safety and Security

- The reported anti-social activity during the event was disappointing.
- The ACT Government supports the actions of ACT Policing.
- The safety and security arrangements for the event will be reviewed, as they are every year with the event organisers.
- Summernats engage private security for the event and work closely with ACT Policing for crowd management.
- Prior to the Event Coordination Planning Group (ECPG) coordinated by Access Canberra reviews all associated safety and security documentation developed by Summernats for the event.

COVID

- As an outdoor event, all attendees were encouraged to protect themselves and the community by maintaining good hand hygiene, manage physical distance where possible, and to stay away if unwell and get tested.



RESPONSE TO DLO REQUEST

*** All information provided should be factual.
Electronic approval at Executive Branch Manager level is required.**

**SUMMERNATS 4-7
JANUARY 2024
Exhibition Park in**

Canberra

Summernats

- Summernats is one of the largest events on Canberra's annual calendar.
- Major event activity of this kind plays an important role in supporting a range of key outcomes linked to the social and economic recovery of the Canberra and Capital region.
- The ACT Government supports Summernats via the Major Event Fund. Subject to meeting KPIs, the maximum amount to be provided to the event, under the Major Event Fund each year are:
 - 2024 event : up to \$450,000
 - 2025 event: \$475,000
 - 2026 event: \$500,000:
 - 2027 event: \$500,000
- A portion of the funding each year is subject to several KPIs related to:
 - Total economic contribution to the Territory economy,
 - Delivery of an environmental and sustainability plan that supports the Territory's net zero objectives, and
 - Compliance with Environment Protection Authority regulations for noise and air pollution.
- Reporting on the 2024 event is not expected from the event organisers until up to 60 days after the event has concluded.

Economic Impact

- The 2023 event generated over \$36 million in economic impact and over that event 73.6% of attendees were from interstate with the remaining local audiences. More than 50,000 non-ACT individuals came to Canberra because of the event.
- Summernats visitors provide a significant boost to our local tourism, business, and hospitality sectors – spending time exploring our major tourist attractions, staying in commercial accommodation, shopping, visiting bars and clubs, and dining out at our many cafés and restaurants.
- The event also features a collaboration between the City Renewal Authority and Summernats to deliver the Summernats Fringe in Braddon.

Safety and Security

- Prior to the Festival, the Event Coordination Planning Group (ECPG) coordinated by Access Canberra reviews all associated safety and security documentation developed by Summernats for the event.
- In consultation with ACT Policing and other relevant agencies Summernats implemented safety and security operations initiatives including:
 - Vehicle scrutineering conducted away from the EPIC precinct to GIO Stadium to reduce traffic congestion around Mitchell and Watson.



- Single point of entry and exit for entrant vehicles to maximize vehicle flow through the site.
- Proactive action to remove cars and drivers participating in dangerous behavior.
- Increase number of security personnel.
- Show stop procedures to remove cars from the cruise route in the case of escalated poor behaviour.
- The ACT Government is aware of an alleged incident between patrons and crowd safety officer at the Summernats 36 on Saturday afternoon.
- The ACT Government understands that Summernats organisers and appropriate authorities will undertake an investigation of the alleged incident.
- The safety and security arrangements for the event will be reviewed in conjunction with ACT Policing and Access Canberra, as they are every year with the event organisers.
- Summernats engage private security for the event and work closely with ACT Policing for crowd management.
- Prior to the Festival, Summernats developed a Safety, Security and Emergency Management Plan for the event. This plan was reviewed by relevant ACT Government agencies including Access Canberra, Worksafe ACT and Venues Canberra.

Braddon Fringe Festival

- The Braddon Fringe Festival was established and is based on ongoing discussions with local businesses and residents who seek a managed event to address previous concerns about unofficial gatherings in Braddon.
- The Summernats organisers have shown a strong commitment to a more inclusive and family-friendly approach, and this was the expectation of the Braddon Fringe Festival in 2024. Burnouts were not permitted, and safety measures were in place, including limited access and cruising.
- These conditions applied to the limited number of Summernats entrants (approx. 200 per night) which are identified with an entrant sticker to allow access to Lonsdale Street. The Summernats team provided security and crowd management, road closures, traffic management, event cleaning, waste removal and a hotline was circulated to businesses and residents to report any concerns during the event.
- The Braddon Fringe Festival aims to activate the precinct during what would traditionally be a quieter time for businesses. In previous years, the Fringe Festival has brought about significant social and economic benefits, with increased visitation and a proactively managed atmosphere.

Event approvals

- Exhibition Park Corporation holds an Environmental Authorisation (006) issued by the EPA.
- The Environmental Authorisation is designed to minimise environmental harm from major events at EPIC including Summernats.
- While Summernats is a privately run event, the ACT Government works closely with the owners and all responsible agencies to ensure that the event is conducted safely and that measures are in line with relevant legislation and authorisation.
- A coordinated ACT Government approach occurs for major event approvals, via Access Canberra.
- This follows submission of relevant event documentation to seek approvals for all components of the event (i.e.: noise, liquor, traffic management, fireworks)



- For Venues Canberra- the Major Event Emergency Plan (MEEP) was endorsed, and EPIC was handed to the organisers on 18 December 2023.

Noise and Waste - Environmental authorisation

- As part of the event approvals required to stage the event, EPIC in consultation with Summernats lodged a noise management plan through the Environment Protection Authority (EPA).
- This plan was accepted by the EPA and a letter was issued to EPIC advising of this acceptance.
- Events which generate excessive noise from EPIC are authorised under an Events Credit System. The Summernats event generally uses two of EPIC's ten annual noise credits.
- During the event period noise impacts are monitored through EPA processes including:
 - A Noise Management Plan (NMP) is required annually to be submitted and endorsed by the EPA.
 - It requires that an independent, suitably qualified person is engaged to monitor and provide a follow-up report.
- Other agencies are also involved in ensuring that the event runs safely and smoothly. They include ACT Policing, Roads, Transport and Health authorities.
- Pollutants emitted by motor vehicles are generally exempt from environmental regulations but are managed by restricting burn outs to agreed periods under the environmental authorisation.

Burn outs

- The Environmental Authorisation (EA) issued to Exhibition Park sets certain compliance requirements relating to noise generated by the Summernats festival, including use of the 'Go to Whoa' strip, and the management of liquid waste.
- The agreed times and uses were done as part of a consultation piece with neighbouring residents.
- The EPA has advised that investigations into the air emissions from the burnout events by Robson Environmental in 2005 and 2010 found emissions were well below the previous and current national health-based standards for PM10 and the occupational standards. While there are other hazardous components associated with emissions from the burnout event, they were also assessed as low, and due to the limited duration and frequency of the event, unlikely to cause environmental harm.
- The EPA undertook testing at the 2024 event but it is too early for results to be made available.
- Summernats are obliged to operate in line with the EA and any reported breach can be investigated by the EPA.

From: Sch 2.2(a)(ii)
Sent:
To: "Kobus, Jonathan" <Jonathan.Kobus@act.gov.au>; "Elkins, Matthew" <Matthew.Elkins@act.gov.au>
Cc: "Mison, Matt" <Matt.Mison@act.gov.au>
Subject: Summernats Economic Impact Report
Attachments: Economic Slides[2].pdf

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Hi guys

I hope all is

well. I've attached an extract of our EOI report from IER, full report to follow.

The highlights are below.

- \$36.2m economic impact
- Up 80% on 2022 and up 19% on the last non COVID affect event
- We spend \$3.7m in Canberra ourselves

- Summernats 35 was responsible for generating more than \$36.2 million in direct in-scope expenditure. This represents the amount of spending in the ACT that is unlikely to have happened if the event had not been held. Overall, this represents an increase of 80.3% on the 2022 event (which was still hampered by continuing COVID-19 restrictions). Additionally, it is likely that consumer travel confidence was still impacted at the time of the 2022 event.
- A more appropriate comparison is made with the 2019 event (the largest previous Summernats on record) which recorded an economic impact of \$29.7 million. This year's event represent a 18.1% increase on the 2019 event.
- The \$3.7 million of net event organiser impact represents the amount of event related expenditure made in Canberra using revenues sourced from outside the ACT

We will be sending out some public comms on this outstanding result in the next couple of days. Let me know if Government want to have some inclusion in that messaging.

Chat soon!

Sch 2.2(a)(ii)

Visitation and Economic Impacts

Visitor Origins

TOTAL
ATTENDANCE
123,298

AVG. DAYS
ATTENDED
1.83

UNIQUE
INDIVIDUALS
67,492

NON-ATTENDING
ENTOURAGE
2,291

TOTAL UNIQUE
INDIVIDUALS
69,783

UNIQUE INDIVIDUALS

Visitor Origin	Not In Scope	In-Scope Overnight	In-Scope Day Trip	Total	% of Unique Individuals
Canberra Resident – Not In Scope	17,530			17,530	25.2%
Interstate – Not In-Scope	365			365	0.5%
Overseas – Not In-Scope	0			0	0.0%
Total Not In-Scope	17,895			17,895	25.7%
Interstate – In Scope		40,643	10,841	51,484	73.9%
Overseas – In Scope		287	0	287	0.4%
Total In-Scope		40,930	10,841	51,771	74.3%
Total Individuals	17,895	40,930	10,841	69,665	100.0%

Note: Some totals may not add due to rounding

In-Scope Visitors
51,771

- Summernats 35 attracted a total of 123,298 attendances across the 4 days of the event. The research suggested that across the entire audience, the average person visited the event on 1.83 days. Therefore, the number of unique individuals, who visited the event, is estimated to be 69,783.
- In-Scope visitors made up 74.3% of the entire audience (that is, nearly three-quarters of the audience were visitors who came to Canberra because of the fact that Summernats 35 was being held there).
- Overall, the event was responsible for bringing 49,479 individuals to Canberra – nearly all of whom were from interstate. In addition to this, in-scope visitors also brought with them around 2,291 accompanying persons who did not attend Summernats 35. These people would have travelled to Canberra with someone who was motivated by Summernats, but not attended the event themselves. Therefore, the event was responsible for bringing 51,771 individuals to Canberra. The majority (79%) of these in-scope visitors stayed at least one night in Canberra during their visit.

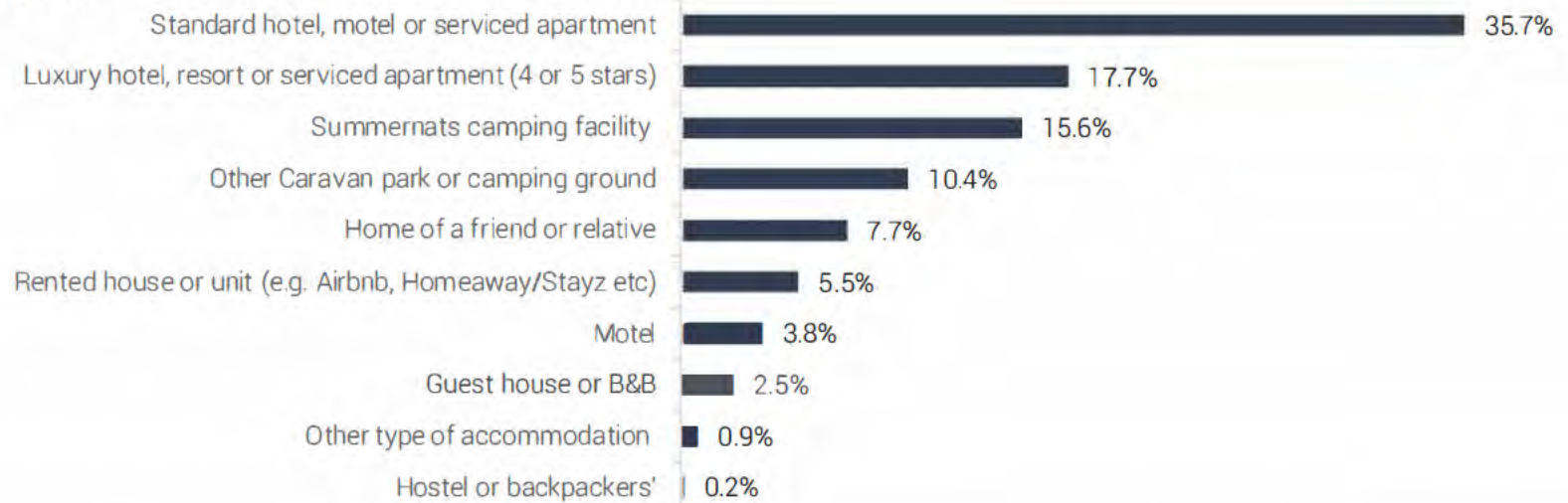
Visitor Nights

VISITOR NIGHTS CREATED

Visitor Origin	Total In-Scope Visitors	Average Length of Stay in Canberra	Total Visitor Nights in Canberra
Interstate Primary Purpose	38,282	3.2	123,717
Interstate Extended Stay	290	3.5	1,011
Overseas Primary Purpose	287	4.4	1,271
Overseas Extended Stay	0		0
Total	38,859	3.2	125,998

Note: Some totals may not add due to rounding

ACCOMMODATION USE



- There were more than 125,000 visitor nights generated in Canberra due to Summernats 35, with 38,859 in-scope visitors spending an average of 3.2 nights in Canberra. The most common for form of accommodation used by visitors was a standard hotel, motel or serviced apartment (35.7%) ahead of camping luxury hotels (17.7%) and Summernats Camping Facility (15.6%)
- Around 7.7% stayed in non commercial accommodation (with friends and family)

In-Scope Visitor Expenditure

SPECTATORS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	10,657	\$105.29			\$1,122,096
Interstate Primary Purpose Overnight	37,813		\$225.22	3.2	\$26,909,702
Interstate Extended Stay Overnight	287		\$129.79	3.4	\$127,678
Overseas Primary Purpose Day Trip	0	0			\$0
Overseas Primary Purpose Overnight	287		\$327.53	4.4	\$416,166
Overseas Extended Stay Overnight	0				\$0
Total	49,044				\$28,575,642

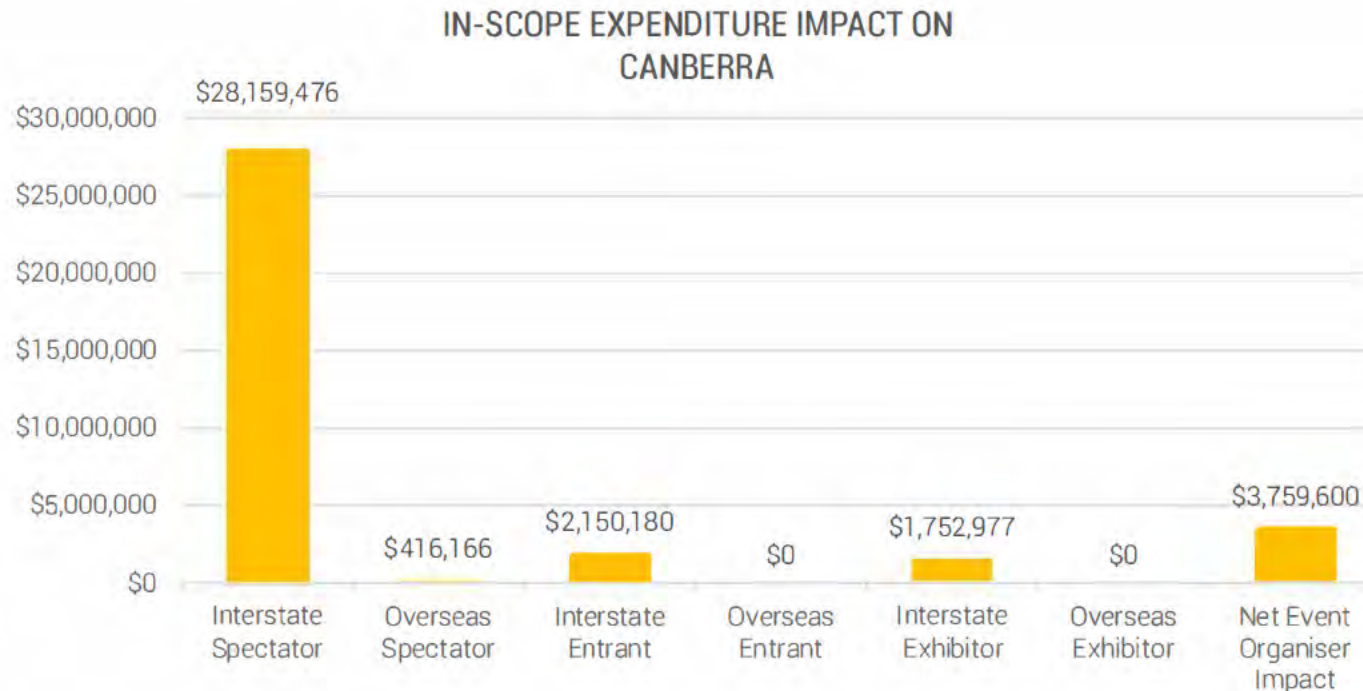
ENTRANTS

Visitor Origin	Number of Visitors (Individuals)	Average Daily Expenditure (Day Trip)	Average Daily Expenditure (Overnight Stay)	Average Length of Stay in ACT	Direct In-Scope Expenditure in ACT
Interstate Primary Purpose Day Trip	95	\$404.28			\$38,510
Interstate Primary Purpose Overnight	2,127		\$236.40	4.2	\$2,108,322
Interstate Extended Stay Overnight	3		\$122.30	8.3	\$3,348
Overseas Primary Purpose Day Trip	0	0			\$0
Overseas Primary Purpose Overnight	0		0	0	\$0
Overseas Extended Stay Overnight	0				\$0
Total	2,225				\$2,150,180

Note: Some totals may not add due to rounding

- More than 49,000 in-scope spectators generated nearly \$28.6 million in expenditure for the ACT
- More than 2,200 entrants generated more than \$2.1 million in the ACT

Total Visitor Expenditure



Total In-Scope Expenditure for Canberra - \$36.2 mil

- Summernats 35 was responsible for generating more than \$36.2 million in direct in-scope expenditure. This represents the amount of spending in the ACT that is unlikely to have happened if the event had not been held. Overall, this represents an increase of 80.3% on the 2022 event (which was still hampered by continuing COVID-19 restrictions). Additionally, it is likely that consumer travel confidence was still impacted at the time of the 2022 event.
- A more appropriate comparison is made with the 2019 event (the largest previous Summernats on record) which recorded an economic impact of \$29.7 million. This year's event represent a 18.1% increase on the 2019 event.
- The \$3.7 million of net event organiser impact represents the amount of event related expenditure made in Canberra using revenues sourced from outside the ACT

CM2024/397

Portfolio/s: Trade, Investment and Economic Development**Summernats****Talking points:**

- Summernats is one of the largest events on Canberra's annual events calendar which provides a huge boost to our local businesses and hospitality sectors.
- ~~We do not yet have data for this year's event, but last year, The 2023-Summernats event~~ generated over \$36 million in economic impact. ~~It was also a major tourism driver with over 73 per cent of unique attendees, or more than 50,000 people, coming from out of state. More than 50,000 non-ACT individuals came to Canberra because of the event.~~
- The ACT Government supports Summernats via the Major Event Fund, which is subject to meeting KPI's.
- Prior to the Festival, the Event Coordination Planning Group (ECPG) chaired by Access Canberra coordinates and reviews all associated safety and security documentation developed by Summernats for the event.
- ACT Policing were consulted to implement safety and security operation initiatives including:
 - Vehicle scrutineering conducted away from the EPIC precinct to GIO Stadium to reduce traffic congestion around Mitchell and Watson.
 - Single point of entry and exit for entrant vehicles to maximize vehicle flow through the site.
 - Proactive action to remove cars and drivers participating in dangerous behavior.
 - Increase number of security personnel.
 - Show stop procedures to remove cars from the cruise route in the case of escalated poor behavior.
- The ACT government is aware of an alleged incident between patrons and crowd safety officers at Summernats and understand that ~~Summernats and proper authorities are undertaking an appropriate investigations of the alleged incident are underway.~~
- The safety and security arrangements for the event will be reviewed in conjunction with ACT Policing and Access Canberra, as they are every year with the event organisers.
- Summernats engage private security for the event and work closely with ACT Policing for crowd management.
- Prior to the Festival, Summernats developed a Safety, Security and Emergency Management Plan for the event. This plan was reviewed by relevant ACT

Cleared as complete and accurate: 24/01/2024
Cleared for public release by: Executive Branch Manager Ext:66708
Contact Officer name: Melissa Orr Ext:66704
Lead Directorate: Chief Minister, Treasury and Economic Development

TRIM Ref: CM2024/397

QUESTION TIME BRIEF

Government agencies including Access Canberra, WorkSafe ACT and Venues Canberra.

Key Information

- While Summernats is a privately run event, the ACT Government works closely with the owners and all responsible agencies to ensure the event is conducted safely and that measures are in line with relevant legislation.
- A coordinated ACT Government approach occurs for major event approvals via Access Canberra and follows submission of relevant event documentation to seek approvals for all components of the event (i.e.: noise, liquor, traffic management, fireworks).
- Venues Canberra, in consultation with Summernats, lodged a noise management plan through the Environment Protection Authority (EPA) which was accepted by the EPA, and Exhibition Park in Canberra was handed to the organisers on the 18th of December 2023.
- Events which generate noise above the set threshold from EPIC are authorised under an Events Credit System. The Summernats event generally uses two of EPIC's ten annual noise credits.

Background Information

- The Environmental Authorisation (EA) issued to Exhibition Park sets certain compliance requirements relating to noise generated by the Summernats festival, including use of the 'Go to Whoa' strip, and the management of liquid waste.
- The agreed times and uses were done as part of a consultation piece with neighbouring residents.
- The EPA undertook air quality testing at the 2024 event and Venues Canberra is yet to be made aware of the results.
- Summernats are obliged to operate in line with the EA and any reported breach can be investigated by the EPA.
- The Braddon Fringe Festival was established and is based on ongoing discussions with local businesses and residents who seek a managed event to address previous concerns about unofficial gatherings in Braddon.
- The Braddon Fringe Festival aims to activate the precinct during what would traditionally be a quieter time for businesses. In previous years, the Fringe Festival has brought about significant social and economic benefits, with increased visitation and a proactively managed atmosphere.

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QUESTION TIME BRIEF

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Economic Development

TRIM Ref: CM2024/397