



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.	CMTEDDFOI 2026-130
Date of Application	16 June 2026
Date of Decision	6 August 2026
Processing time (in working days)	41
Fees	N/A
Decision on Access	Partial Release
Information Requested (summary)	I request any economic impact reports lodged by the Canberra Raiders, the ACT Brumbies and the GWS Giants as part of their financial agreements with the ACT government for the 2024/25 and 2025/26 financial years
Publication Details	
Original application	☒ Published ☐ N/A
Decision notice	☒ Published ☐ N/A
Documents and schedule	☒ Published ☒ 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]
Sent: Tuesday, 16 June 2026 4:17 PM
To: CMTEDD FOI
Subject: Freedom of Information request - Economic Impact Reports CMTEDD FOI 2026-130

Categories: New Request

[You don't often get email from [REDACTED]. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

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.

Dear ACT Chief Minister, Treasury And Economic Development Directorate.I request any economic impact reports lodged by the Canberra Raiders, the ACT Brumbies and the GWS Giants as part of their financial agreements with the ACT government for the 2024/25 and 2025/26 financial years Yours faithfully,

[REDACTED]

Please use this email address for all replies to this request:

[REDACTED]

Is CMTEDDfoi@act.gov.au the wrong address for Freedom of Information requests to ACT Chief Minister, Treasury And Economic Development Directorate? If so, please contact us using this form:
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FREEDOM OF INFORMATION REQUEST – NOTICE OF DECISION

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 16 June 2026.

Specifically, you have sought access to the following information:

"I request any economic impact reports lodged by the Canberra Raiders, the ACT Brumbies and the GWS Giants as part of their financial agreements with the ACT government for the 2024/25 and 2025/26 financial years"

Authority

I am an Information Officer appointed by the CMTEDD Director-General 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 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 **18 August 2026**.

Decision on access

Searches within CMTEDD records have identified Six documents in scope of your request.

I have decided to grant **partial access** to all six documents.

The records identified as relevant to your application are listed in the schedule enclosed at **Attachment A**. This provides a description of each document that falls within the scope of your request and the access decision for each of those documents.

Release of documents

The information being released to you is provided at **Attachment B**.

Pursuant to section 38(6)(b) of the Act, I have decided to defer access to four of the six identified documents as the affected third parties have objected to disclosure. These third parties may apply for review of my release decision within 20 working days after my decision is published on the CMTEDD disclosure log, or a longer period allowed by the Ombudsman. I will write to you to advise when access is no longer deferred.

Statement of Reasons

In accordance with section 54(2) of the Act a statement of reasons outlining my decisions is below. 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

As a decision maker, I am required to determine whether the information within scope is in the public interest to release. To make this decision, I am required to:

- assess whether the information would be contrary to public interest to disclose as per **Schedule 1** of the Act.
- perform the public interest test as set out in section 17 of the Act by balancing the factors favouring disclosure and factors favouring nondisclosure in **Schedule 2** of the Act.

Exemptions claimed

Schedule 1: Information taken to be contrary to the public interest

My reasons for deciding not to grant access to the information or components of information found are as follows:

- No relevant sections identified.

Public Interest Test

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.

Schedule 2: Factors to be considered when deciding the public interest

Taking into consideration the information within 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 (Section 2.1)

- *Section 2.1(a)(i) - promote open discussion of public affairs and enhance the government’s accountability.*
- *Section 2.1(a)(ii) - contribute to positive and informed debate on important issues or matters of public interest.*
- *Section 2.1(a)(iii) - inform the community of the government’s operations, including policies, guidelines and codes of conduct followed by the government in its dealings with members of the community.*
- *Section 2.1(a)(iv) - ensure effective oversight of expenditure of public funds.*

Considering this information, I find that release could inform positive debate on matters of public interest. Disclosure may inform the community about the government's operations, including the criteria, policies and analytical frameworks used in making funding decisions about professional sports. Public access to this information may strengthen confidence in government decision making and enable meaningful participation in discussion about the use of public resources and the broader financial and social benefits claimed for sporting investments. Finally, release of this information relates to the expenditure of public funds and allows the public to scrutinise the economic benefits of public investments in sporting teams. I apply significant weight to these factors for disclosure.

Noting that the Act has an express pro-disclosure bias which reflects the importance of public access to government information, I must consider the above factors for disclosure against those factors favouring nondisclosure.

Factors favouring nondisclosure (Section 2.2)

- *Section 2.2(a)(xi) - prejudice trade secrets, business affairs or research of an agency or person.*

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 of several third parties and have an economic impact. I have also decided to withhold some information regarding research methodologies.

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

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.

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.

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 the CMTEDD FOI Team by telephone on 6207 7754 or email CMTEDDFOI@act.gov.au.

Yours sincerely



Katharine Stuart
Information Officer
Chief Minister, Treasury and Economic Development Directorate

6 August 2026



FREEDOM OF INFORMATION REQUEST SCHEDULE

Ref No	Page number	Description	Date	Status	Reason for Exemption	Online Release Status
1	1-38	2024 ACT Brumbies Economic Impact & Attendee Research Report	September 2024	Partial Release	Sch 2 s2.2 (a)(xi)	Yes
2	39-82	2024 Canberra Raiders Economic Impact & Attendee Research Report	October 2024	Partial Release	Sch 2 s2.2 (a)(xi)	Yes
3	83-117	2024 GWS Giants Economic Impact & Attendee Research Report	October 2024	Partial Release	Sch 2 s2.2 (a)(xi)	Yes
4	118-156	2025 ACT Brumbies Economic Impact & Attendee Research Report	June 2025	Partial Release	Sch 2 s2.2 (a)(xi)	Yes
5	157-196	2025 Canberra Raiders Economic Impact & Attendee Research Report	October 2025	Partial Release	Sch 2 s2.2 (a)(xi)	Yes
6	197-231	2025 GWS Giants Economic Impact & Attendee Research Report	October 2025	Partial Release	Sch 2 s2.2 (a)(xi)	Yes
Total No of Docs						
6						



ACT BRUMBIES ECONOMIC IMPACT REPORT MEN & WOMEN

Economic Impact & Attendee Research Report

September 2024



Project Overview

Nielsen Sports was commissioned by the ACT Brumbies to conduct a study of the economic & community impact of matches played in Canberra for the 2024 season.

The report includes:

- Gross economic impact to the Canberra region from the staging of both the men's and women's 2024 ACT Brumbies home matches for the regular season. Gross Economic Impact includes direct expenditure only.
- The community impact of Brumbies matches is measured via overall event satisfaction of attending & changed visitor perceptions of the region amongst those who travelled to the state.
- Prompted recall for a selection of Brumbies sponsors.

Nielsen Sports was responsible for the questionnaire design, survey scripting and hosting online, data analysis and reporting. ACT Brumbies were responsible for distributing an email invitation to complete the survey to their attendee database.

Survey Type	Completes
Online Survey	550
Intercept Survey	391



Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

Executive Summary: Key Metrics



Partner Recall

88%

Attendees aware of Uni
of Canberra Partnership

When asked prompted to recall
sponsors of the ACT Brumbies, 88%
of respondents noted the University
of Canberra. This is up 8% pts. year
on year

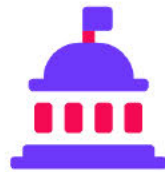


Economic Impact Insights

\$2.7M

Injected into the Canberra
economy by visitors

For men's matches, total direct visitor
expenditure was \$2.5 million as a
result of 11.6k in-scope visitors. For
women's matches, total direct visitor
expenditure was \$114k as a result of
516 in-scope visitors.



Community Sentiment Insights

86%

Said their experience made them
want to see more of Canberra

86% of attendees stated that their
experience made them want to come
back and see more of Canberra, up 4%
pts on 2023. 12% of visitors said their
perception of Canberra changed for the
better.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391.

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Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

Sch 2.2(a)(xi)

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

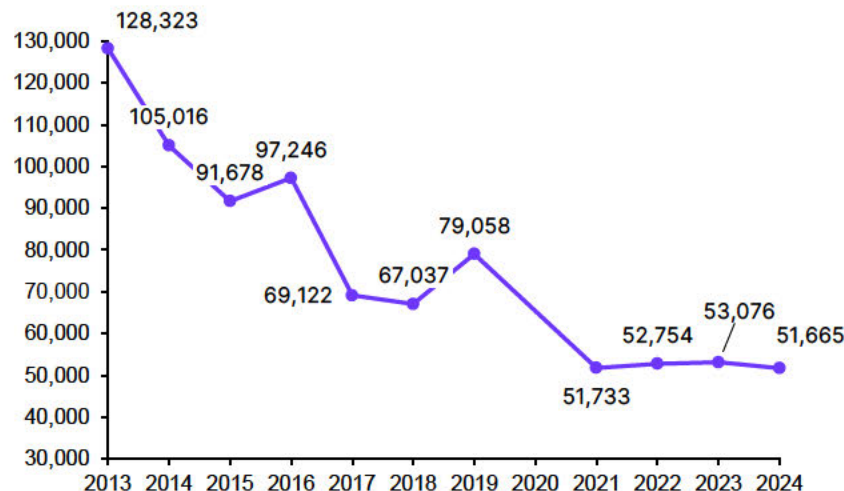
ACT Sport & Recreation

Appendix

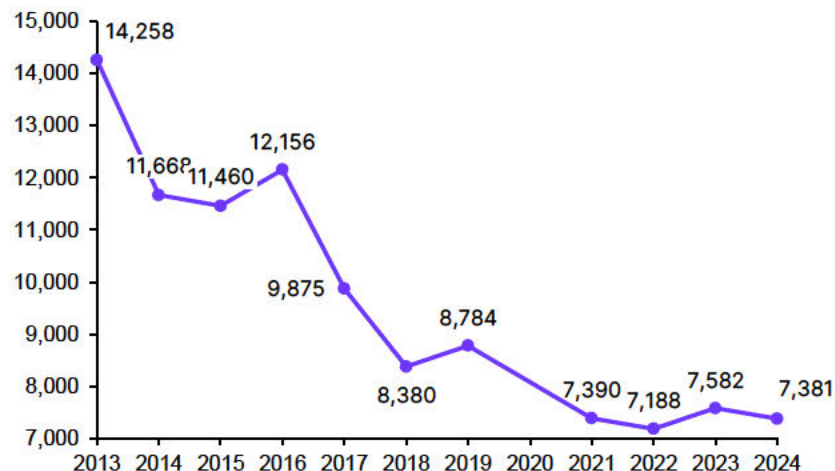
Attendance Summary

Both cumulative and average attendance are relatively flat post COVID (2021 onwards)

Cumulative Attendance by Season



Average Attendance by Season

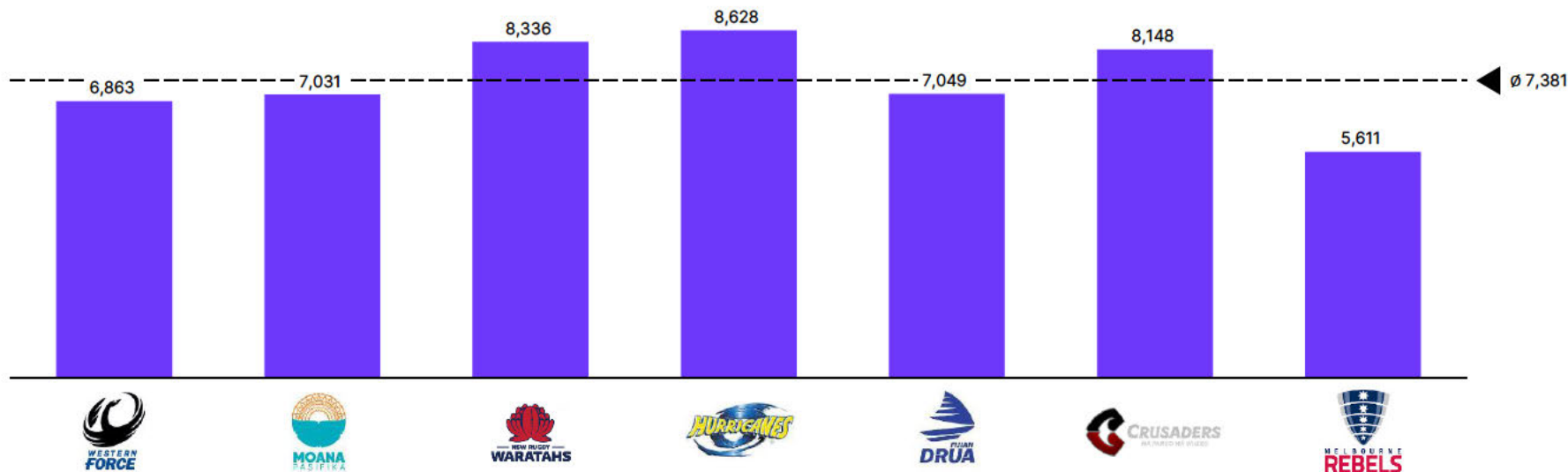


Source: ACT Brumbies Ticketing Information.

Attendance Summary by Match

The match between the Brumbies and the Hurricanes on the 27th of April generated the largest attendance for the season at 8,628

Attendance by Fixture

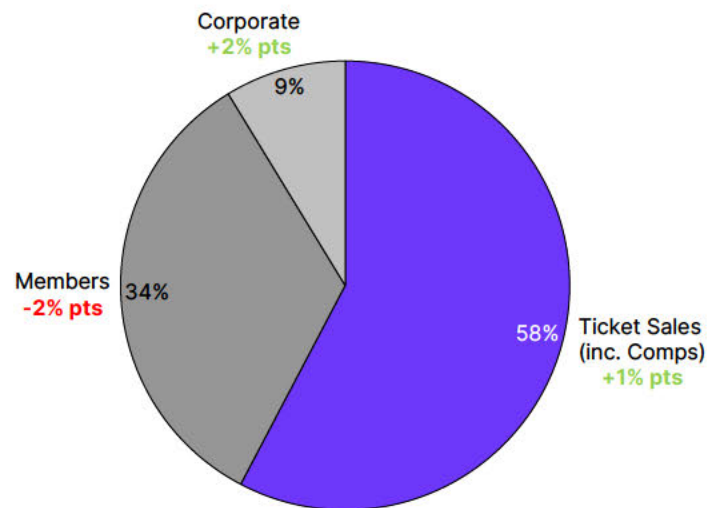


Source: ACT Brumbies Ticketing Information.

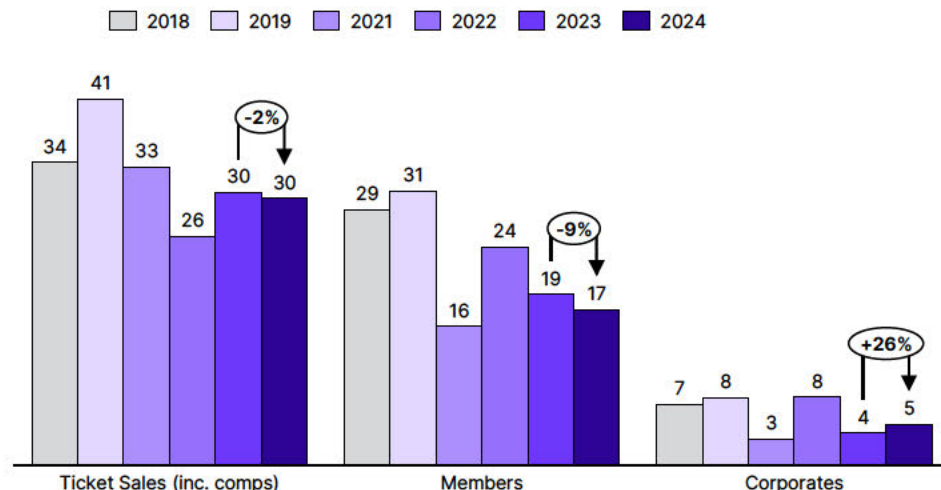
Corporate ticket sales up 26%

Ticket sales are relatively flat year-on-year, members tickets have declined 9% whilst corporate ticket sales are up 26%

Attendance Type – Share of Voice
%



Attendance Type
2018 – 2024, 000s



Source: ACT Brumbies Ticketing Information.

11k In Scope* visitors to Canberra

Approximately 22% of attendees were from outside of the ACT, equating to 11,170 visitors

Assumptions and Definitions:

- » Attendee type data supplied by the Brumbies
- » Ticket sales origin calculated as an average from the Ticketek postcode report (ACT/Interstate split based off average of 2016-2019 numbers) and Intercept & Online Survey data from 2023 and 2024
- » 82% of members live within the ACT and 18% Interstate (sourced from Brumbies)
- » 84% of Corporate attendees from the ACT (sourced from Brumbies)
- » In scope is defined as those whose main driver for visiting or extending their visit to Canberra / ACT was attending a Brumbies Match derived from Nielsen Sports Economic Impact & Attendee Research Online Survey (n=544) and Intercept Survey (n=375)
- » Total in Scope Visitors does not include persons that accompanied survey participants on their trip to Canberra

ATTENDEE TYPE	TOTAL ATTENDEES	% IN SCOPE	# IN SCOPE
ACT Ticket Sales	21,798	0.0%	0
ACT Members	14,226	0.0%	0
ACT Corporates	3,783	0.0%	0
Interstate Ticket Sales	8,015	93.8%	7,520
Interstate Members	3,123	93.8%	2,930
Interstate Corporates	720	100.0%	720
Total	51,665		11,170

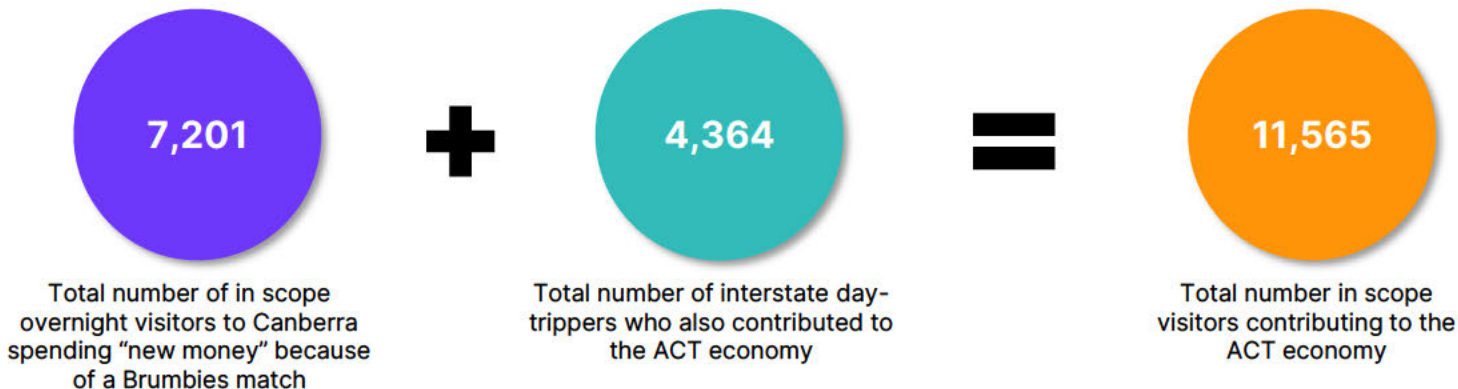
^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included. *Entourage not included in this metric.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391

11,565 visitors to Canberra

An additional 395 people travelled to Canberra as a result of their travel party's intentions to attend a Brumbies match

ATTENDEE TYPE	TOTAL IN SCOPE ATTENDEES	IN SCOPE VISITOR TYPE	% VISITOR TYPE	# VISITOR TYPE	ACCOMPANYING PERSONS	TOTAL IN SCOPE VISITORS
Interstate/Overseas	11,170	Overnight	62%	6,889	312	7,201
		Daytrippers	38%	4,281	83	4,364
Total	11,170			11,170	395	11,565



^a In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391

\$2.5M spent in Canberra by visitors

Interstate overnight visitors stayed on average 1.78 nights and spent on average \$177 per day

ATTENDEE TYPE	TOTAL IN SCOPE VISITORS	AVERAGE LENGTH OF STAY	BED NIGHTS	AVERAGE DAILY SPEND	IN-SCOPE VISITOR SPEND
Interstate/Overseas Overnigheters	7,201	1.78	12,802	\$177.40	\$2,271,120
Interstate Daytrippers	4,364	1	0	\$62.86	\$274,313
Total	11,565	1.78	12,802	\$134.18	\$2,545,433

\$2.27M



\$274k



\$2.55M

Total direct expenditure derived from 7,201 overnight in scope visitors

Total direct expenditure derived from 4,364 in scope day visitors

Total direct expenditure

^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391

Increased visitation to ACT YoY

OUTPUT	2024	2023	2022	2021	2019	2018	2017	% DIFFERENCE 2023 v 2024
Total attendance	51,665	53,076	52,754	51,733	79,058	67,037	69,122	-3%
Outside of ACT attendance	11,858	11,779	11,391	13,443	18,285	16,870	12,253	1%
In Scope Visitors	11,565	11,604	11,416	13,148	17,889	16,064	10,584	0%
Overnight Split	62%	68%	44%	47%	69%	54%	57%	-9%
Avg. Length of Stay	1.78	2.47	1.93	1.8	1.96	1.67	1.42	-28%
Bed nights	12,802	19,546	9,777	11,008	24,340	14,794	8,542	-35%
Avg. Daily Spend	\$134.18	\$145.72	\$107	\$213	\$182	\$183	\$164	-8%
In-Scope visitor spend	\$2,545,433	\$3,751,926	\$2,051,929	\$2,678,294	\$4,652,396	\$3,360,180	\$1,914,259	-32%

ANALYSIS:

- Most key metrics are up compared to 2022 (length of stay being the exception), but down compared to 2023, reflective of the current cost of living climate and pent-up travel demand in 2023 post COVID-19.
- The total number of interstate attendees has grown by 1%, whilst In scope visitation is flat.
- Average daily spend is down 8%, but still considerably higher than in 2022.
- Average length of stay is the most significant driver behind the decline in economic impact year on year, down 28% and resulting in a 32% decrease in in-scope visitation spend.

^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

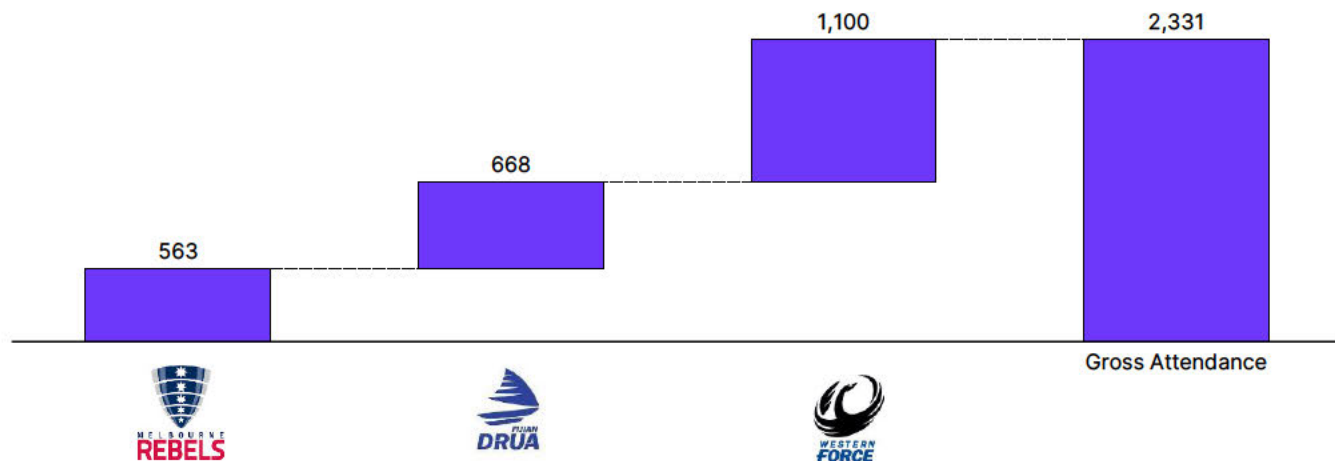
ACT Sport & Recreation

Appendix

Attendance Summary by Match

Gross attendance for Women's Brumbies matches was 2,331, with the match against the Force on the 13th of April generating the highest attendance at 1,100

Attendance by Fixture



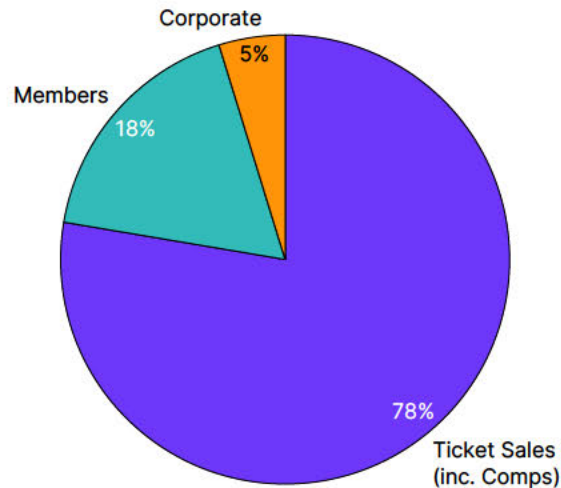
Average Attendance
per Game:
777

Source: ACT Brumbies Ticketing Information.

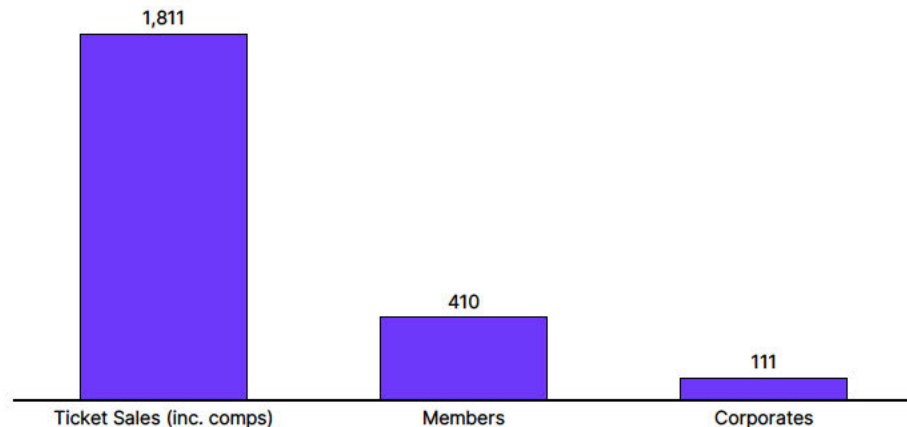
Attendance Source Summary

78% of attendance was sourced from Ticket Sales, with members accounting for 18% and corporate attendees 5%

Attendance Type – Share of Voice
%



Attendance Type – 2024



Source: ACT Brumbies Ticketing Information.

498 In Scope* visitors to Canberra

Approximately 25% of attendees were from outside of the ACT, equating to 578 visitors

Assumptions and Definitions:

- » Attendee type data supplied by the Brumbies
- » Attendance numbers from double headers are apportioned to the Mens and Womens figures, based on which matches they said they watched in the Online Survey.
- » 15% of attendees stated they watched the Women's matches in 2023, compared to 8% in 2024.
- » Ticket sales origin calculated as an average from the Ticketek postcode report (ACT/Interstate split based off average of 2016-2019 numbers) and Intercept & Online Survey data from 2023 and 2024.
- » 82% of members live within the ACT and 18% Interstate (sourced from Brumbies)
- » 84% of Corporate attendees from the ACT (sourced from Brumbies)
- » In scope is defined as those whose main driver for visiting or extending their visit to Canberra / ACT was attending a Brumbies Match derived from Nielsen Sports Economic Impact & Attendee Research Online Survey (n=15) and Intercept Survey (n=31)
- » Total in Scope Visitors does not include persons that accompanied survey participants on their trip to Canberra
- » Due to low sample size, metrics from the men's survey have been used in the women's results.

ATTENDEE TYPE	TOTAL ATTENDEES	% IN SCOPE	# IN SCOPE
ACT Ticket Sales	1,324	0.0%	0
ACT Members	336	0.0%	0
ACT Corporates	93	0.0%	0
Interstate Ticket Sales	487	85.7%	417
Interstate Members	74	85.7%	63
Interstate Corporates	18	100.0%	18
Total	2,331		498

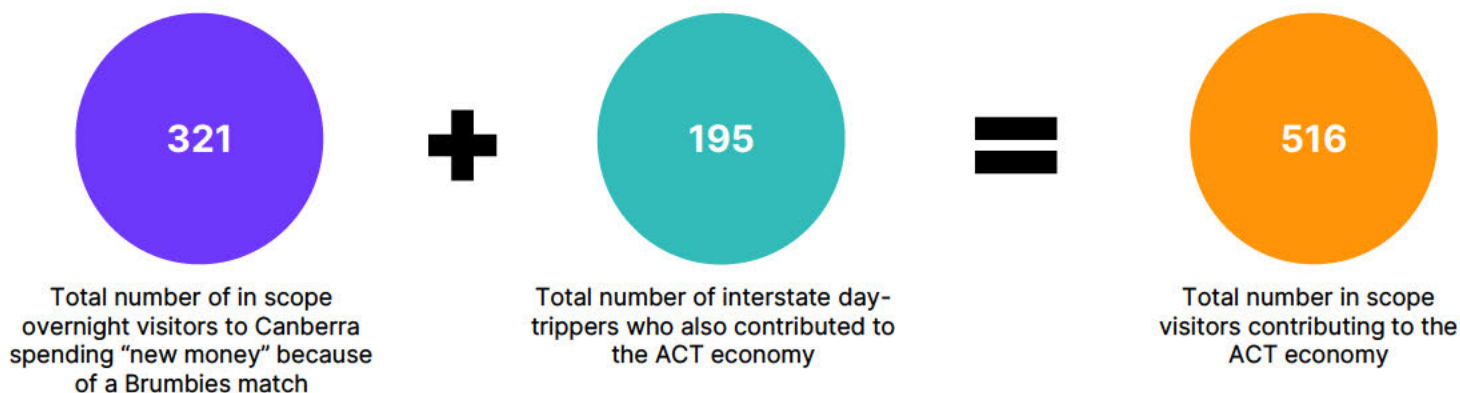
^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included. *Entourage not included in this metric.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391

516 visitors to Canberra

An additional 18 people travelled to Canberra as a result of their travel party's intentions to attend a Brumbies match

ATTENDEE TYPE	TOTAL IN SCOPE ATTENDEES	IN SCOPE VISITOR TYPE	% VISITOR TYPE	# VISITOR TYPE	ACCOMPANYING PERSONS	TOTAL IN SCOPE VISITORS
Interstate	498	Overnight	62%	307	14	321
		Daytrippers	38%	191	4	195
Total	498			498	18	516



[^] In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391

\$113k spent in Canberra by visitors

Interstate overnight visitors stayed on average 1.78 nights and spent on average \$177 per day

ATTENDEE TYPE	TOTAL IN SCOPE VISITORS	AVERAGE LENGTH OF STAY	BED NIGHTS	AVERAGE DAILY SPEND	IN-SCOPE VISITOR SPEND
Interstate Overnights	321	1.78	571	\$177.40	\$101,288
Interstate Daytrippers	195	1	0	\$62.86	\$12,234
Total	516	1.78	571	\$134.18	\$113,522



[^] In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391

Key Metrics YOY

OUTPUT	2024	2023	% Change
Total attendance	2,331	2,791	-16%
Outside of ACT attendance	578	814	-29%
In Scope Visitors	516	819	-37%
Overnight Split	62%	62%	-1%
Avg. Length of Stay	1.78	2.50	-29%
Bed nights	571	1,264	-55%
Avg. Daily Spend	\$134.18	\$129.93	3%
In-Scope visitor spend	\$113,522	\$238,141	-52%

ANALYSIS:

- Attendance numbers from double headers are apportioned to the Men's and Women's figures, based on which matches they said they watched in the Online Survey.
- This figure dropped from 15% in 2023 to 8% in 2024, resulting in a significantly smaller attendance apportioned to the Women's team.
- Due to small sample size, many metrics from the men's results were used in the women's analysis.

[^] In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550. ACT Brumbies Intercept Survey: n = 391

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

Perception of Canberra is consistent

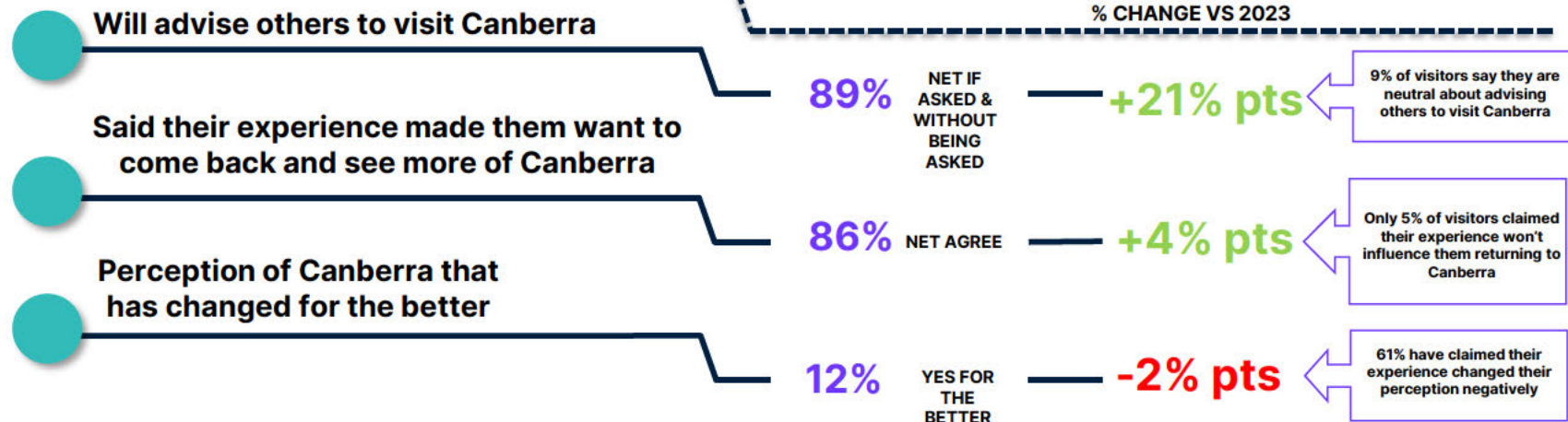
There has been an increase in visitor's perceptions of Canberra; with 14% saying their perception of Canberra has changed for the better, +1 %pt more than last year

PERCEPTIONS OF CANBERRA AMONGST INTERSTATE/OVERSEAS VISITORS

"It's a cool city with lots to do and explore"

"A very organised and clean city which is easy to get around"

% CHANGE VS 2023



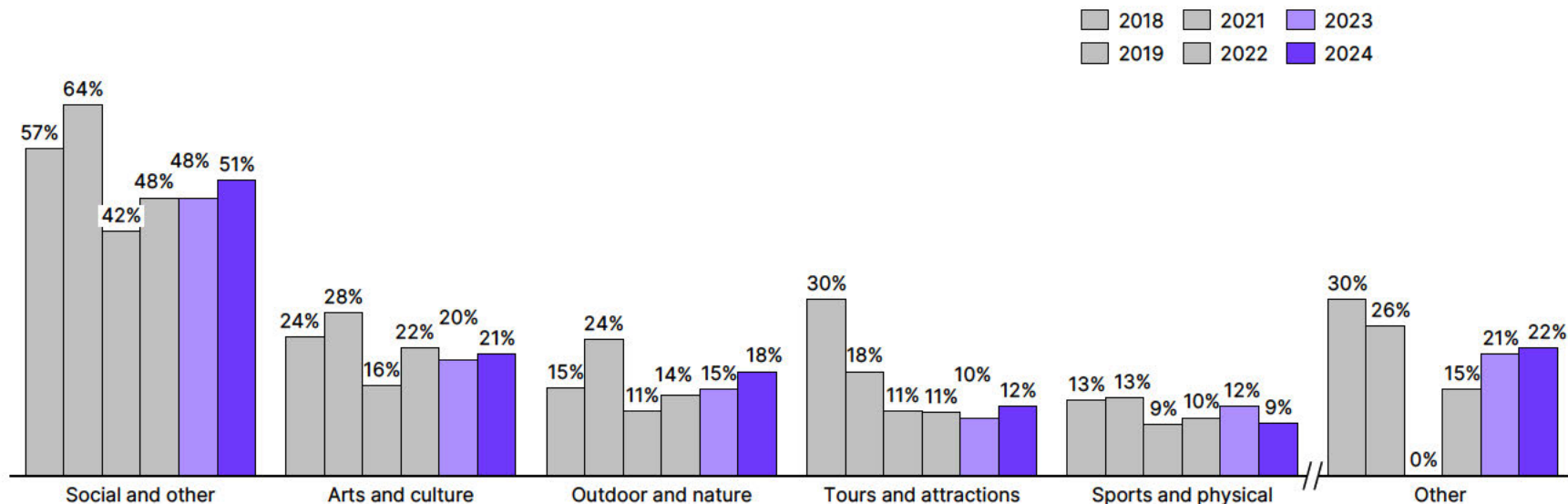
Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550, Visitors = 94

Activity Summary

The percentage of people who are engaging social activities has increased by three percentage points, with arts and culture also popular amongst visitors

What other activities did you get up to whilst in Canberra?

% of Interstate Visitors



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550
Visitors = 94

Community Metrics Summary

90%

(+1% pt v 2023)

It helps enhance community spirit, pride and enjoyment

90%

(+3% pts v 2023)

It makes me proud to be from Canberra / ACT

58%

(-3% pts v 2023)

Having it in Canberra creates a real buzz in the city

91%

(+3% pts v 2023)

It helps make Canberra / ACT a more enjoyable place to live

69%

(-4% pts v 2023)

It is well-liked and positively embraced by the people of Canberra / ACT

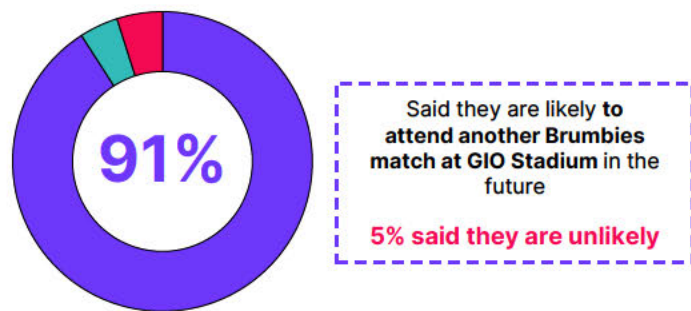


85% agreed that Brumbies players are positive role models in the community

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550, ACT Residents = 450

NPS Summary

The Net Promoter Score of Brumbies games among 2024 attendees is 39; four points higher than in 2023

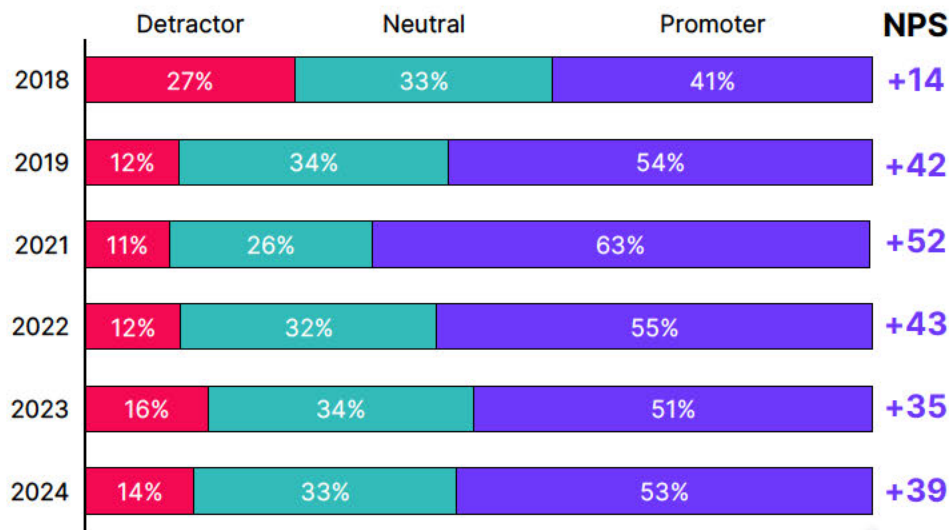


LIKELY   1% pts on 2023

NEUTRAL   2% pts on 2023

UNLIKELY   2% pts on 2023

Likelihood to recommend a Brumbies game
% of attendees



100%

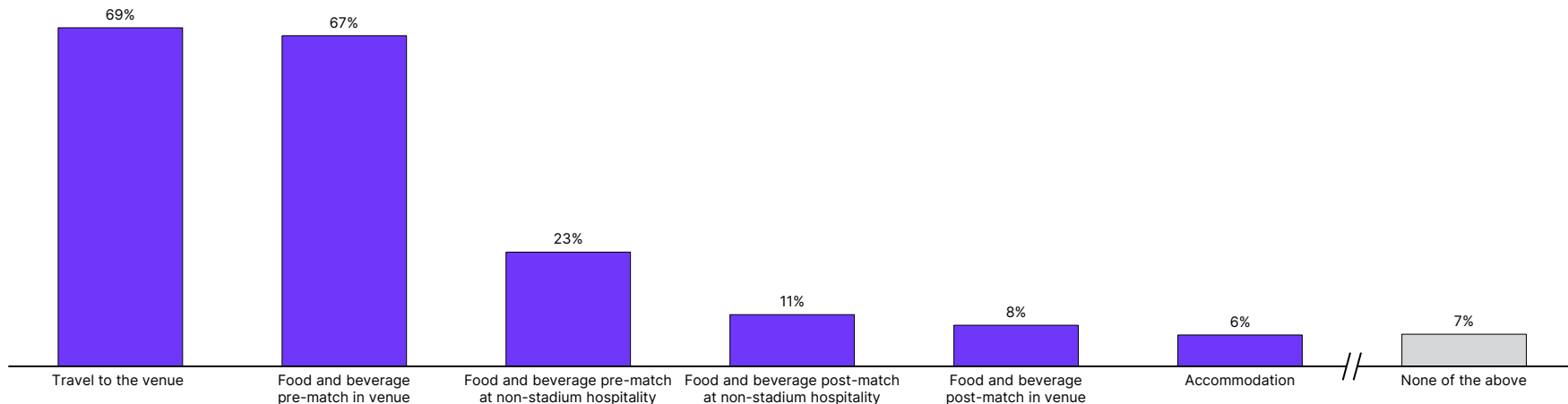
Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550

High discretionary spend on travel & food

69% of respondents spent discretionary income on travel to the venue, just slightly ahead of food and beverage in venue

What event related goods/services do you spend your discretionary income on during your game day experience?

% of respondents



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

ACT Sport & Recreation Key Metrics - M

 	Total
Survey Sample Size	919
Economic Impact (Visitor Expenditure)	\$2,545,433
Economic Activity (Local)	\$2,947,599
Visitation	11,565
Ticketed Attendance	53,076
Bed Nights	12,802
Ave. Visitor Length of Stay	1.78
Ave. Visitor Daily Spend	\$134.18
Ave. Local Spend per Person	\$74.05
Likelihood of Return Visit	86%
Net Promoter Score	39
Enhances community spirit, pride, & enjoyment	90%
Event Satisfaction Rating	NA
Overall Marketing Score	NA

In-Scope Visitors			Locals
Total In-scope	Interstate/Over seas - Overnight	Interstate/over seas- Daytrip	
143	228	111	908
\$2,545,433	\$2,271,120	\$274,313	
			\$2,947,599
11,565	7,201	4,364	
	11, 170		39,807
12,802	12,802		
	1.78	0	
	\$177.40	\$62.86	

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 544. ACT Brumbies Intercept Survey: n = 375.

ACT Sport & Recreation Key Metrics - W

 	Total
Survey Sample Size	46
Economic Impact (Visitor Expenditure)	\$113,522
Economic Activity (Local)	\$135,729
Visitation	516
Ticketed Attendance	2,331
Bed Nights	571
Ave. Visitor Length of Stay	1.78
Ave. Visitor Daily Spend	\$134.18
Ave. Local Spend per Person	\$74.05
Likelihood of Return Visit	86%
Net Promoter Score	39
Enhances community spirit, pride, & enjoyment	90%
Event Satisfaction Rating	NA
Overall Marketing Score	NA

In-Scope Visitors			Locals
Total In-scope	Interstate/Over seas - Overnight	Interstate/over seas- Daytrip	
7	6	1	38
\$113,522	\$101,288	\$12,234	
			\$135,729
516	321	195	
	498		1833
571	571		
	1.78	0	
	\$177.40	\$62.86	

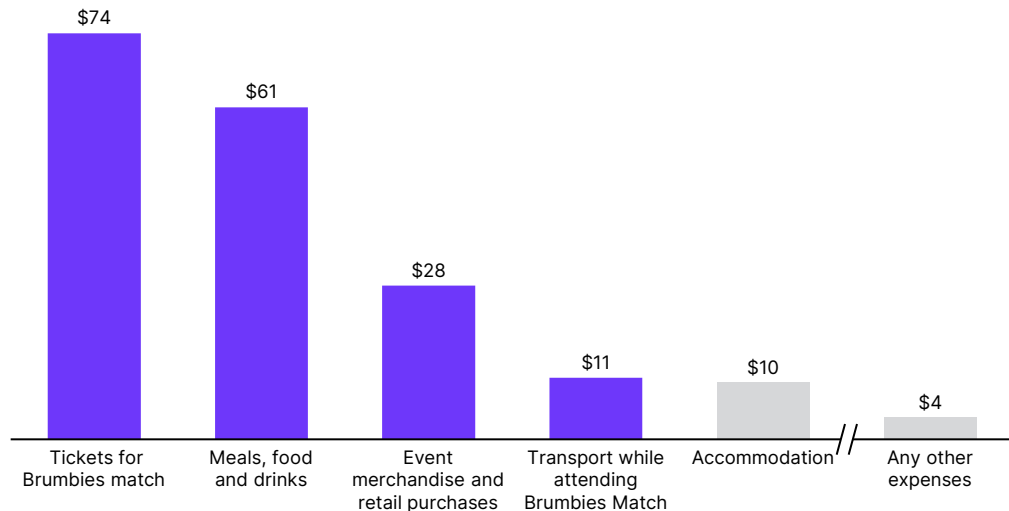
Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 15. ACT Brumbies Intercept Survey: n =31.

Local Average Spend \$74 per person

Tickets for the Brumbies match was the main source of group expenditure among ACT residents; closely followed by Meals, food and drinks

Average Local Group Expenditure as a Result of 2024 ACT Men's Brumbies Home Games

\$ | ACT Residents



Local Residents

\$74

Per person expenditure

Local resident per person expenditure as a result of 2024 Brumbies home games.

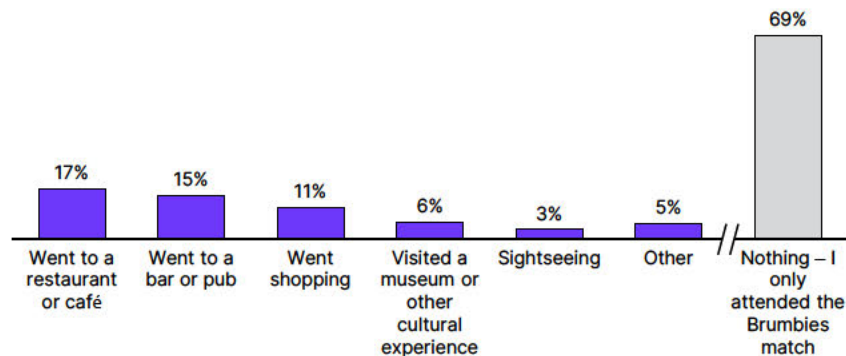
This is calculated based on an average group size of 2.6 people and group expenditure of \$189.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550
ACT Residents = 450

Local Perception of Brumbies Match in ACT

Leisure Activities whilst in ACT for Brumbies Home Games

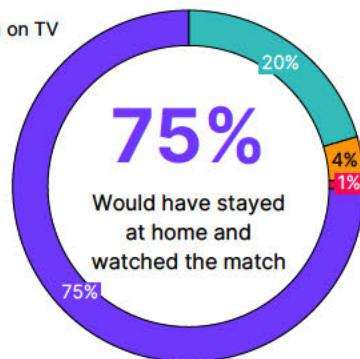
% ACT Residents



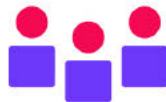
What local residents would have done instead of attending

% ACT Residents

- Stayed at home and watched the match on TV
- Stayed at home
- Something else in Canberra
- Something else outside of Canberra



99%



Of local ACT Residents believe it is **important for Canberra/the ACT to host Brumbies games**

91%



Of local ACT Residents believe it is **important for the ACT Government to be involved in hosting Brumbies games in the ACT**

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550
ACT Residents = 450

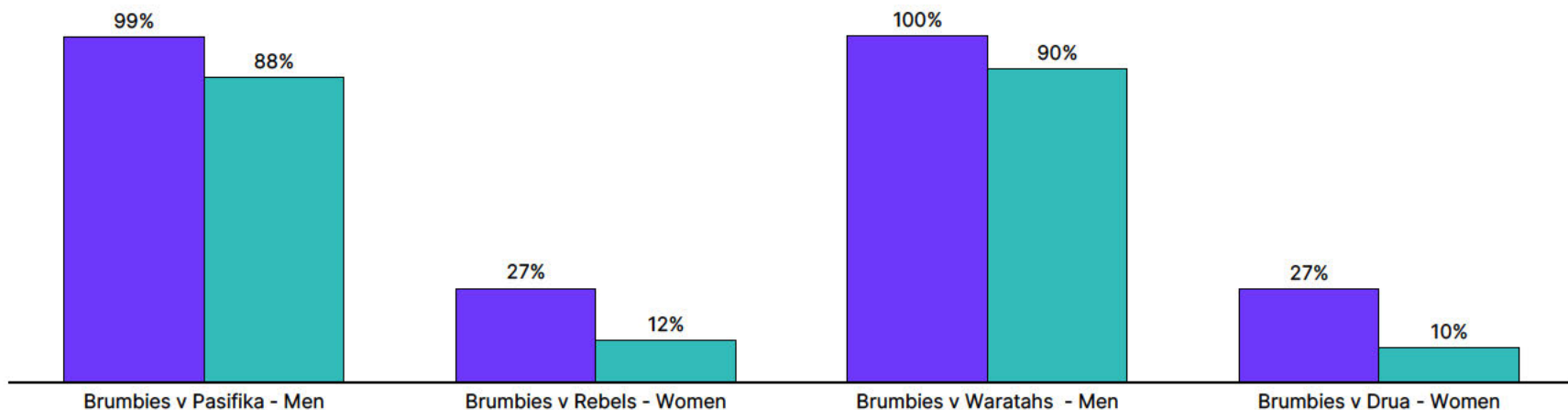
Most attending for men's match

For the first double header, 88% of respondents indicated that the men's match against the Waratahs was the primary reason for attending, with 90% stating this for the second fixture

Match watched and Match primary reason for attendance

% of respondents

■ Watched ■ Main Reason



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550

Brumbies Players are Positive Role Models

Do you see the ACT Brumbies players as positive role models in the community?

85%
Yes

Why do you see the ACT Brumbies players as positive role models in the community?

*"They bring a positive, professional and community focus to everything they do and are genuinely proud of Canberra .
They embrace Canberra and are great ambassadors for Canberra."*

*"Sport is extremely vital to the upbringing and healthy living for children.
Seeing a brumbies player dedicate themselves to the sport is inspiring my son to be fit and healthy."*

*"When compared to other sports' notables, they are more representative of the ACT - more mature, respectful, and better role models for kids.
They also take time out to visit schools and hold open days for families which increases their bond with the local community."*

"Great team showing young people how to work hard, achieve their goals, play fair and be part of the Canberra community."

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550
ACT Residents = 450

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

Brumbies Attendee Profile

Brumbies attendees are more likely to be male, aged between 45-54 and working full time; with a household income over \$200k

Gender



75% Male



25% Female

Household Status



Single

14%



Couple

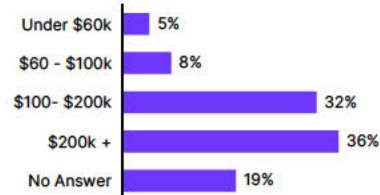
19%



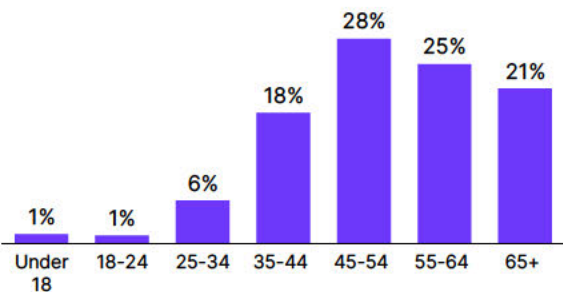
Family

67%

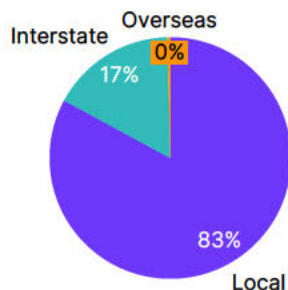
Household Income



Age



Location



Household

66%
Working Full
Time



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 550

Sch 2.2(a)(xi)





2024 CANBERRA RAIDERS ECONOMIC IMPACT REPORT

Economic Impact & Attendee Research Report

October 2024

Project Overview

Nielsen Sports was commissioned by the Canberra Raiders to conduct a study of the Economic & Community Impact of both NRL & NRLW matches played in Canberra for the 2024 season.

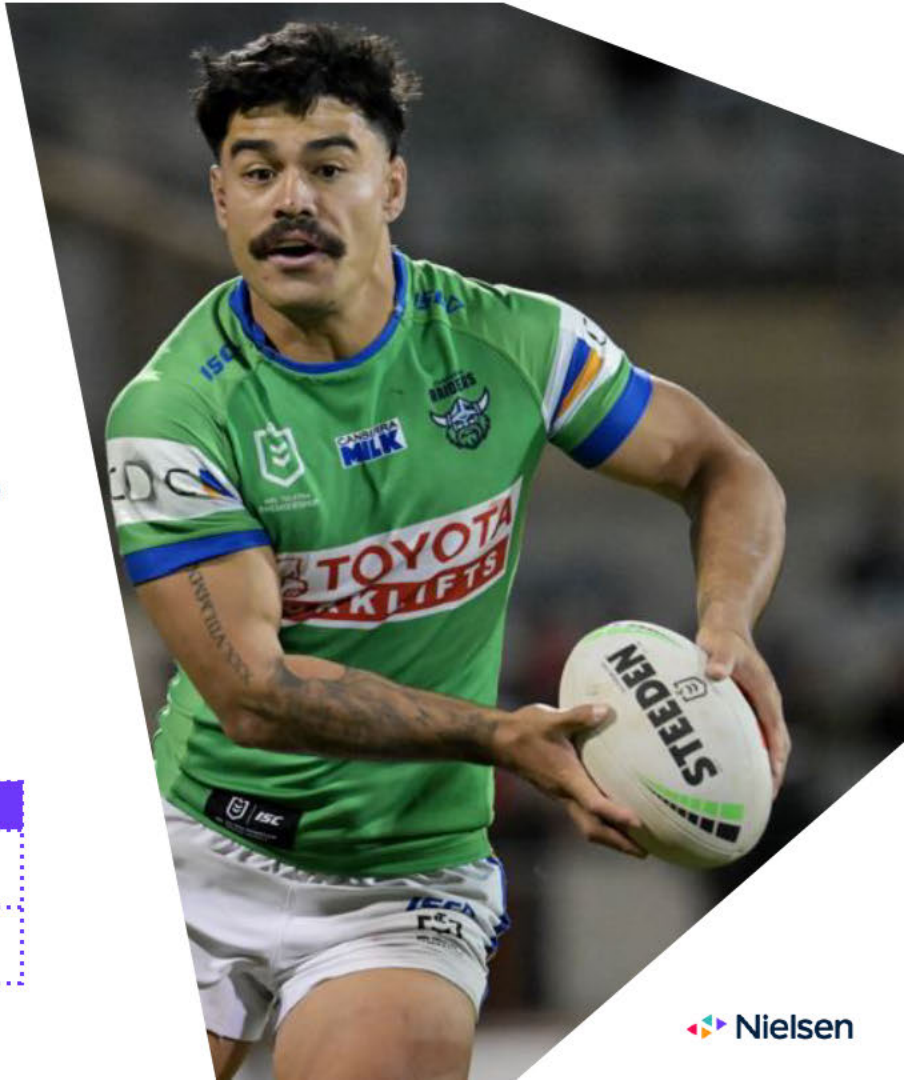
The report includes:

- Gross Economic Impact to the Canberra region from the staging of 2024 Canberra Raiders NRL & NRLW home matches played in Canberra. Gross Economic Impact includes direct expenditure only.
- The Community Impact of NRL & NRLW Raiders matches is measured via overall event satisfaction of attending & changed visitor perceptions of the region amongst those who travelled to the state.
- Prompted and unprompted recall for a selection of Raiders sponsors.

Nielsen Sports was responsible for the questionnaire design, survey scripting and hosting online, data analysis and reporting. Canberra Raiders were responsible for distributing an email invitation to complete the survey to their attendee database.

At a 95% confidence interval the following sample sizes represent research accuracy to:

Survey Type	Completes	Variance
Online Survey – Main Reason Men's matches	536	+/-3%
Online Survey – Main Reason Women's matches	272	+/-3%



Executive Summary

Economic Impact

Event Experience &
Satisfaction

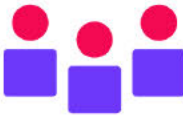
Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

Key Findings

 EVENT SATISFACTION (ACROSS ALL MATCHES) 7.9 +0.2 pts YOY	 THINK RAIDERS MATCHES ENHANCE COMMUNITY SPIRIT 92% Level YOY
 NET PROMOTER SCORE 45% +4% pts YOY	 RECOMMEND OTHERS TO VISIT CANBERRA 69% +4% pts YOY
 LIKELY TO ATTEND AGAIN 97% Level YOY	 ECONOMIC IMPACT Men \$12.2m -5% YOY Women \$84k -48% YOY

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564.

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Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

36,722 In-Scope Visitors to Canberra

Approximately 64% of interstate visitors who attended a Raiders match stayed overnight; equating to 22,988 visitors

Attendee Type	Total Attendees	% In scope Attendees	# In scope attendees
ACT Ticket Sales	108,125	0.00%	0
Interstate Ticket Sales	35,586	97%	34,419
Overseas Ticket Sales	588	97%	882
Total	144,299		35,301

Attendee Type	Total In Scope Attendees	In Scope Visitor Type	% Visitor Type	# Visitor Type	Accompanying Persons	Total In Scope Visitors
Interstate	34,419	Overnight	64%	21,903	1,084	22,988
		Daytrippers	36%	12,516	293	12,809
Overseas	882	Overnight	100%	882	44	925
Total	35,301			35,301	1,421	36,722

23,913

Total number of In-Scope Interstate and Overseas Overnight Visitors to Canberra spending "New Money" because of a Raiders match

+

12,809

Total number of In-Scope Interstate Daytripper Visitors who also contributed to the ACT economy

=

36,722

Total number of In-Scope visitors contributing to the ACT economy

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564.

Total Economic Impact for 2024 is \$12.2m

Overnight visitors accounted for 91% of total economic impact value; with the remaining \$1.1 million sourced from day trippers

Attendee Type	Total In Scope Visitors	Average length of Stay	Bed nights	Average Daily Spend	In-Scope visitor Spend
Interstate Overnights	22,988	2.57	59,176	\$181.64	\$10,748,694
Interstate Day trippers	12,809	n/a	0	\$83.10	\$1,064,371
Overseas Overnights	925	2.57	2,382	\$181.64	\$432,588
Total	36,722	2.57	61,557	\$147.27	\$12,245,653

\$11,181,281

Total direct expenditure
derived from 23,913 overnight
in-scope visitors

+

\$1,064,371

Total direct expenditure
derived from 12,809 in-scope
day visitors

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564.

Economic Impact Benchmarking

Total direct visitor expenditure decreased by 5% compared to 2023 due to a decline in total attendance coupled with a decrease in average daily spend

Attendee Type	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	% Difference to 2023
Total attendance	144,299	158,504	143,358	95,391	36,121	166,708	132,163	158,998	187,857	115,549	115,298	-9%
Outside of ACT attendance	35,586	39,087	33,759	23,156	8,827	46,749	36,864	44,247	52,445	21,432	17,544	-9%
In Scope Visitors	35,301	38,328	32,423	25,520	8,297	43,015	34,042	40,014	50,577	20,696	16,659	-8%
Overnight Split	65%	68%	67%	67%	66%	63%	63%	66%	56%	55%	62%	-4%
Ave. Length of Stay (Overnighters)	2.57	2.12	1.71	1.93	1.65	1.78	1.95	1.60	1.61	1.72	1.87	22%
Bed nights	61,557	57,035	39,014	28,258	9,584	51,236	45,953	43,200	45,950	20,270	19,879	8%
Ave. Daily Spend	\$147.27	\$174.12	\$146.61	\$156.38	\$143.59	\$135.64	\$135.97	\$158.24	\$171.72	\$164.60	\$205.88	-15%
Direct Visitation Expenditure	\$12,245,653	\$12,950,833	\$7,900,873	\$7,325,033	\$1,913,596	\$9,951,493	\$8,548,102	\$8,476,131	\$10,846,644	\$4,456,670	\$4,900,756	-5%

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564.

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376 In-Scope Visitors to Canberra

Approximately 57% of interstate visitors who attended a Raiders match travelled just for the day; equating to 218 visitors

Attendee Type	Total Attendees	% In scope Attendees	# In scope attendees
ACT Ticket Sales	2,149	0.00%	0
Interstate Ticket Sales	379	96%	364
Overseas Ticket Sales	3	96%	3
Total	2,531		367

Attendee Type	Total In Scope Attendees	In Scope Visitor Type	% Visitor Type	# Visitor Type	Accompanying Persons	Total In Scope Visitors
Interstate	364	Overnight	43%	155	0	155
		Daytrippers	57%	209	9	218
Overseas	3	Overnight	100%	3	0	3
Total	367			364	9	376

158

Total number of In-Scope Interstate and Overseas Overnight Visitors to Canberra spending "New Money" because of a Raiders match

+

218

Total number of In-Scope Interstate Daytripper Visitors who also contributed to the ACT economy

=

376

Total number of In-Scope visitors contributing to the ACT economy

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564.

Total Economic Impact for 2024 is \$84k

Overnight visitors accounted for 77% of total economic impact value; with the remaining \$19k sourced from day trippers

Attendee Type	Total In Scope Visitors	Average length of Stay	Bed nights	Average Daily Spend	In-Scope visitor Spend
Interstate Overnights	155	1.94	301	\$214.69	\$64,591
Interstate Day trippers	218	n/a	0	\$87.99	\$19,177
Overseas Overnights	3	1.94	6	\$214.69	\$612
Total	376	1.94	306	\$141.20	\$84,379

\$65,203

Total direct expenditure
derived from 158 overnight in-
scope visitors



\$19,177

Total direct expenditure
derived from 218 in-scope day
visitors

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564.

Economic Impact Benchmarking

Almost all metrics were down year-on-year, with direct visitation expenditure down 48% due to one less home fixture. Length of stay increased by 3%

Attendee Type	2024	2023	% Difference to 2023
Total attendance	2,531	3,543	-29%
Outside of ACT attendance	379	607	-38%
In Scope Visitors	364	607	-40%
Overnight Split	43%	48%	-11%
Ave. Length of Stay (Overnighters)	1.94	1.89	3%
Bed nights	301	549	-45%
Ave. Daily Spend	\$141.20	\$159.00	-11%
Direct Visitation Expenditure	\$84,379	\$161,193	-48%

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564.

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Executive Summary

Economic Impact

**Event Experience &
Satisfaction**

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

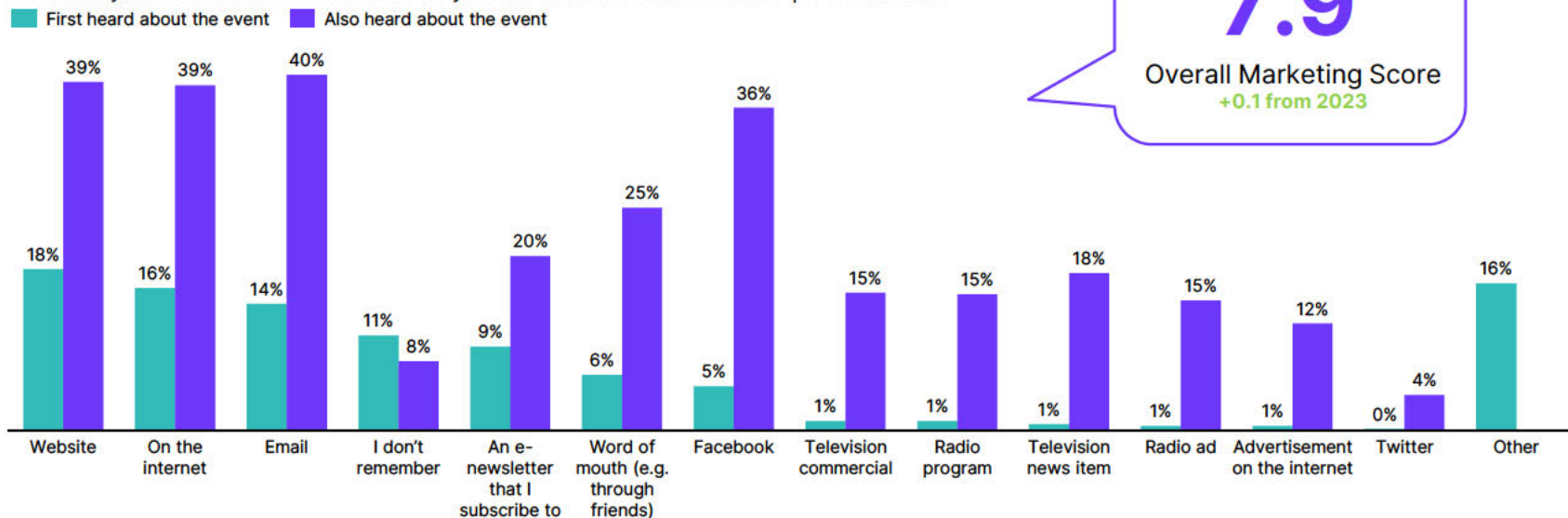
Appendix

Website & Internet key drivers of awareness

Website and the Internet was the primary method via which respondents first heard about a given Raiders match (18 & 16% respectively); whilst Email was the channel through which respondents also heard about the event the most

Communication and Marketing Channels

"Where did you first find out and where else did you hear about the Raiders match?" | % of Attendees



Source: Canberra Raiders Attendance Survey: n = 564.

Marketing Channels YoY Comparison

The top two marketing channels observed growth in total awareness, with primary awareness the key driver behind both

Sources of Information for Hearing about Event

"Where did you first find out and where else did you hear about the Raiders match?"

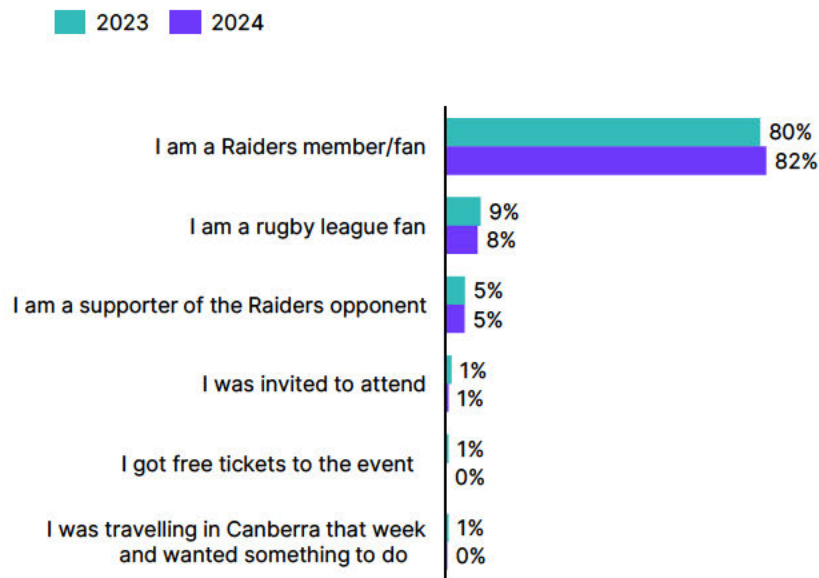
Source	First Found Out				Also Heard About				Total			
	2021	2022	2023	2024	2021	2022	2023	2024	2021	2022	2023	2024
Website	18%	15%	16%	18%	32%	37%	39%	39%	50%	53%	55%	57%
On the internet	20%	16%	15%	16%	33%	40%	37%	39%	53%	52%	52%	55%
Email	22%	18%	16%	14%	28%	36%	40%	40%	50%	56%	57%	54%
Facebook	5%	5%	7%	5%	31%	36%	36%	36%	35%	42%	43%	41%
Word of mouth (e.g. through friends)	5%	7%	6%	6%	28%	28%	26%	25%	33%	34%	32%	31%
An e-newsletter that I subscribe to	9%	5%	9%	9%	15%	36%	19%	20%	24%	27%	28%	29%
Television news item	2%	2%	1%	1%	25%	19%	21%	18%	27%	22%	22%	18%
Television commercial	2%	2%	1%	1%	21%	19%	18%	15%	23%	19%	19%	17%
Radio program	1%	1%	1%	1%	24%	18%	19%	15%	26%	21%	20%	16%
Radio advertisement	1%	1%	1%	1%	23%	18%	19%	15%	23%	22%	20%	15%
An advertisement on the internet	1%	8%	0%	1%	9%	20%	11%	12%	10%	12%	11%	13%
Twitter	0%	15%	0%	0%	4%	37%	5%	4%	5%	6%	5%	4%

Source: Canberra Raiders Attendance Survey: n = 564.

Membership drives reasons for attending

82% of respondents stated that the reason for attending the match was because they are a member/fan; whilst 8% stated that they are a general rugby league fan

What was your main reason for attending the Raiders match?



Who did you attend with?

35%

Families, just adults

46%

Families, with children

8% aged under 5, 28% aged 6-12,
15% aged 13-18

26%

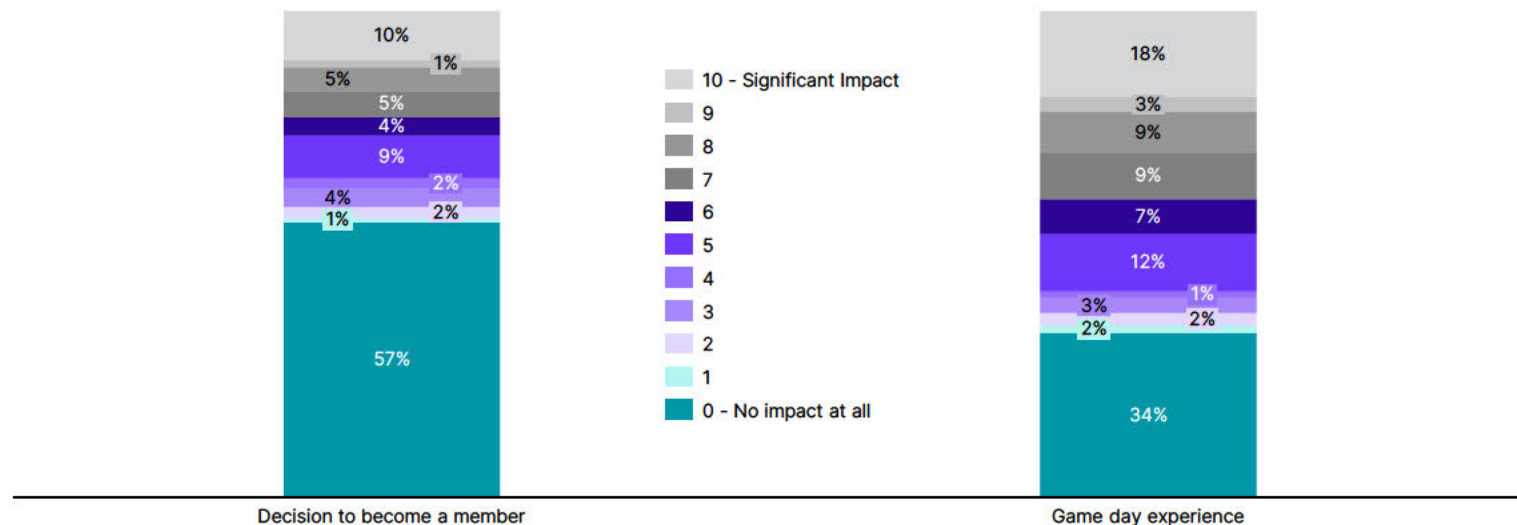
Friends

Source: Canberra Raiders Attendance Survey: n = 564.

Minimal impact from current facilities

The majority of respondents (57%) indicated that the current stadium has no impact on their decision to become a member; with 34% stating it has no impact on their game day experience

Impact of current facility (GIO Stadium) on:
% of respondents



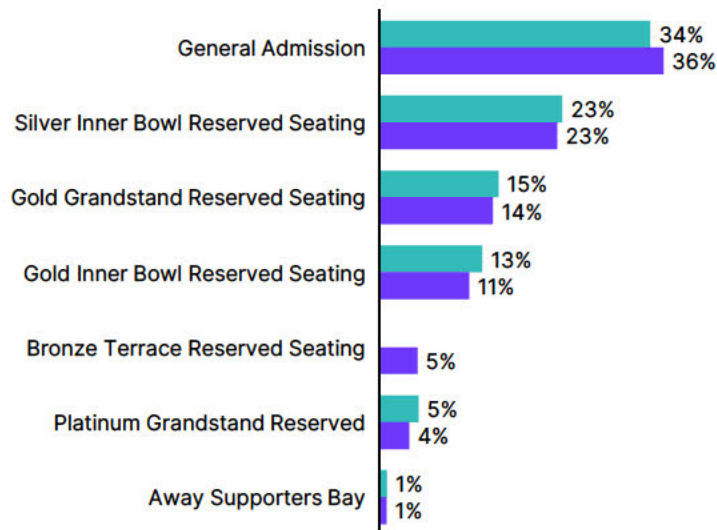
Source: Canberra Raiders Attendance Survey: n = 564.

General Admission tickets most popular

88% of respondents stated that they felt their ticket was good value for money (across all ticket types); with the majority of attendees purchasing General Admission tickets

What ticket did you purchase to attend the Raiders game?

2023 2024



% Agree value for money

88%

91%

85%

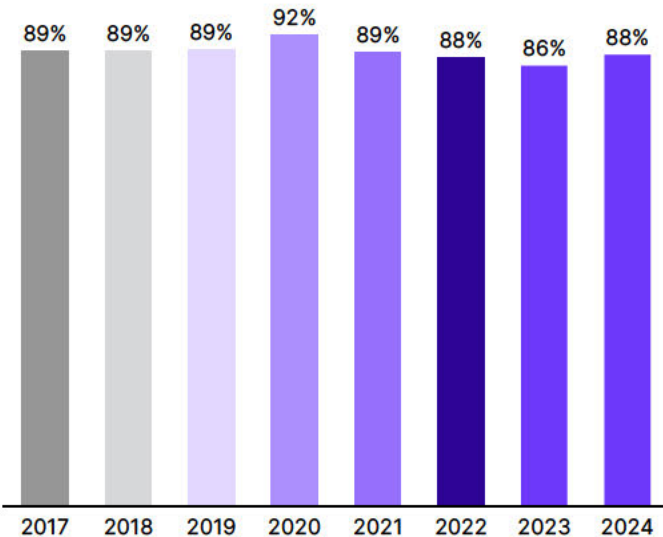
88%

88%

90%

80%

Did you feel like the ticket(s) you purchased were value for money?



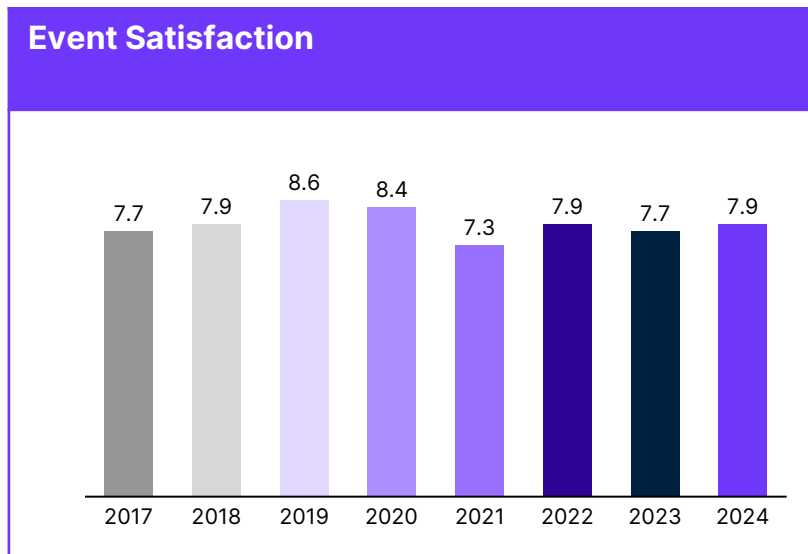
Source: Canberra Raiders Attendance Survey: n = 564.

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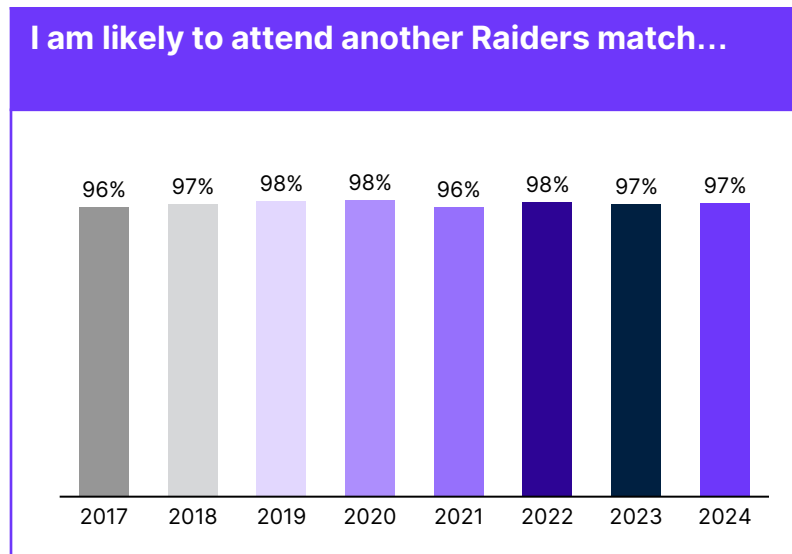
97% of attendees likely to attend again

Event Satisfaction increased marginally (+0.2 points); whilst 97% of respondents stated that they are likely to attend another Raiders match

Please describe your overall level of satisfaction and enjoyment from attending your most recent Raiders match at GIO Stadium Canberra?
1 – 10 Point Scale



How likely are you to attend another Raiders match at GIO Stadium Canberra in future?
% of In-Scope respondents



Source: Canberra Raiders Attendance Survey: n = 564.

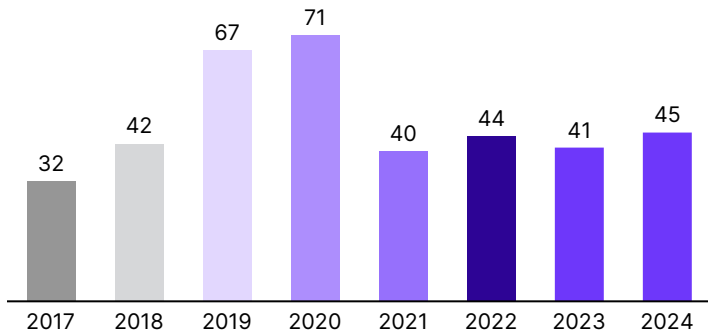
NPS up 4 points compared to 2023

NPS increased by 4 points in 2024, the highest metric recorded since 2020, with the portion of attendees stating the event was better than expected increasing by 6 percentage points

How likely are you to recommend attending a Raiders match to your friends and colleagues in the future?

1 – 10 Point Scale

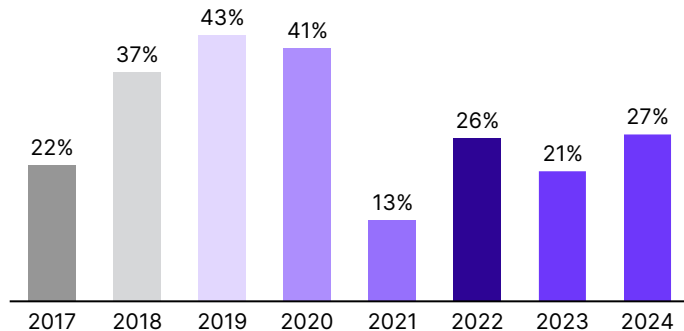
Net Promoter Score



After attending the most recent Raiders match, would you say that it was...

% of In-Scope respondents

The event was better than expected...



Source: Canberra Raiders Attendance Survey: n = 564.

Atmosphere key driver of satisfaction

For the large majority of those who gave a positive event satisfaction score; the atmosphere and family-friendly environment were key points

What was the major reason for your positive satisfaction rating?

"Great entertainment and pre-game activities for the kids. Crowd involvement and support staff were awesome."

"The excitement from hearing the horn and clap is a memory he will not forget. The atmosphere was family friendly, the venue was easy to get to and the ticket prices were reasonable. All-in-all we were able to create a great family memory."

"Great transport options with the free shuttle bus and plenty of different food and drink options."

What was the major reason for your negative satisfaction rating?

"Parking was difficult to find and the directions were not clear."

"Food and beverage prices are getting unaffordable."

"Stadium is old, cold and in the middle of nowhere with no other venues around."

Key Insights:

In reviewing the responses, a few key items were noted:

- » The key drivers of positive satisfaction scores were sourced from the entertainment and a family-friendly atmosphere
- » A small portion of respondents indicated that the Stadium was outdated and needed improvements, with a minority also indicating the high prices of food and beverages as a negative experience
- » Respondents noted that player and crowd engagement were key drivers of their overall satisfaction

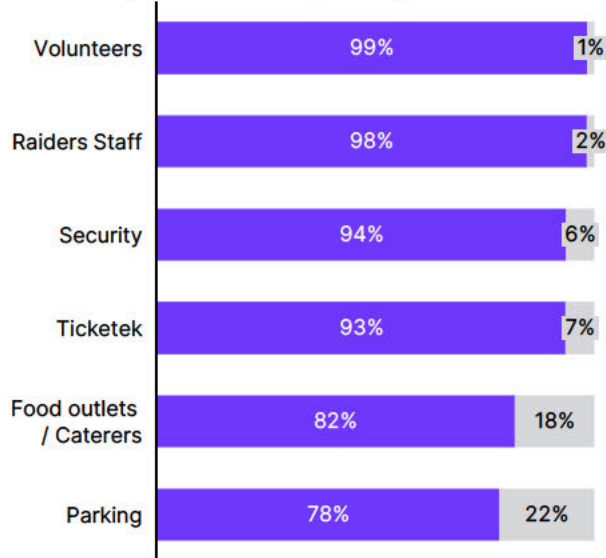
Source: Canberra Raiders Attendance Survey: n = 564.

Customer Service Experience Satisfaction

Customer service experience satisfaction increased for Security by 1 percentage point; whilst Parking remained the experience in which most patrons responded negatively

What level of customer service did you experience attending the match (Positive or Negative)?

Positive Experience Negative Experience



2023	2022	2021	2020
99% <i>Level</i>	98%	99%	98%
99% <i>-1% pt YOY</i>	99%	99%	98%
93% <i>+1% pt YOY</i>	94%	93%	94%
94% <i>-1% pt YOY</i>	91%	91%	94%
82% <i>Level</i>	84%	86%	86%
78% <i>Level</i>	77%	82%	-



62%

of respondents stated that they would use free Wi-Fi at GIO Stadium if it was available

6.7

Connectivity Score at GIO Stadium

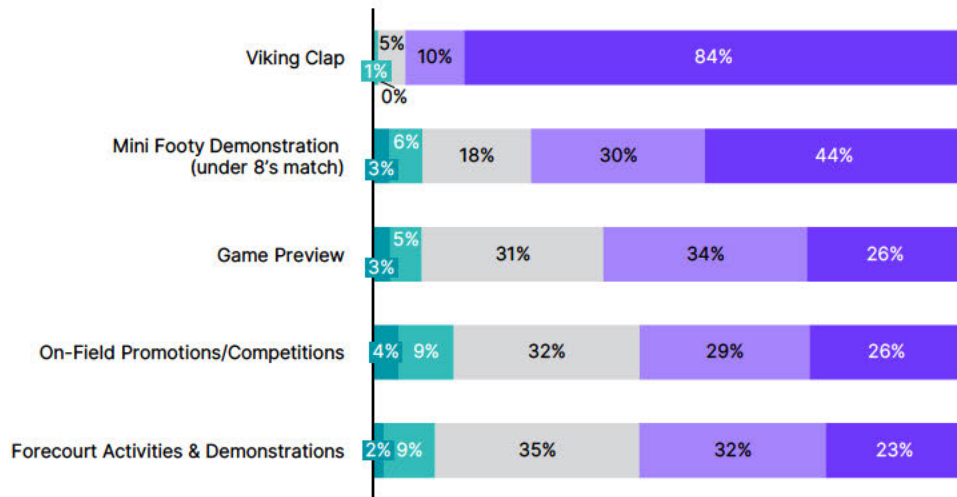
Source: Canberra Raiders Attendance Survey: n = 564.

Viking Clap popular amongst attendees

In regards to game day entertainment; 84% of respondents said that the Viking Clap was very enjoyable; with the Mini Footy Demonstration and Game Preview also popular

How would you rate the following game day entertainment that you experienced?

1 - Not at all enjoyable 2 3 4 5 - Very enjoyable



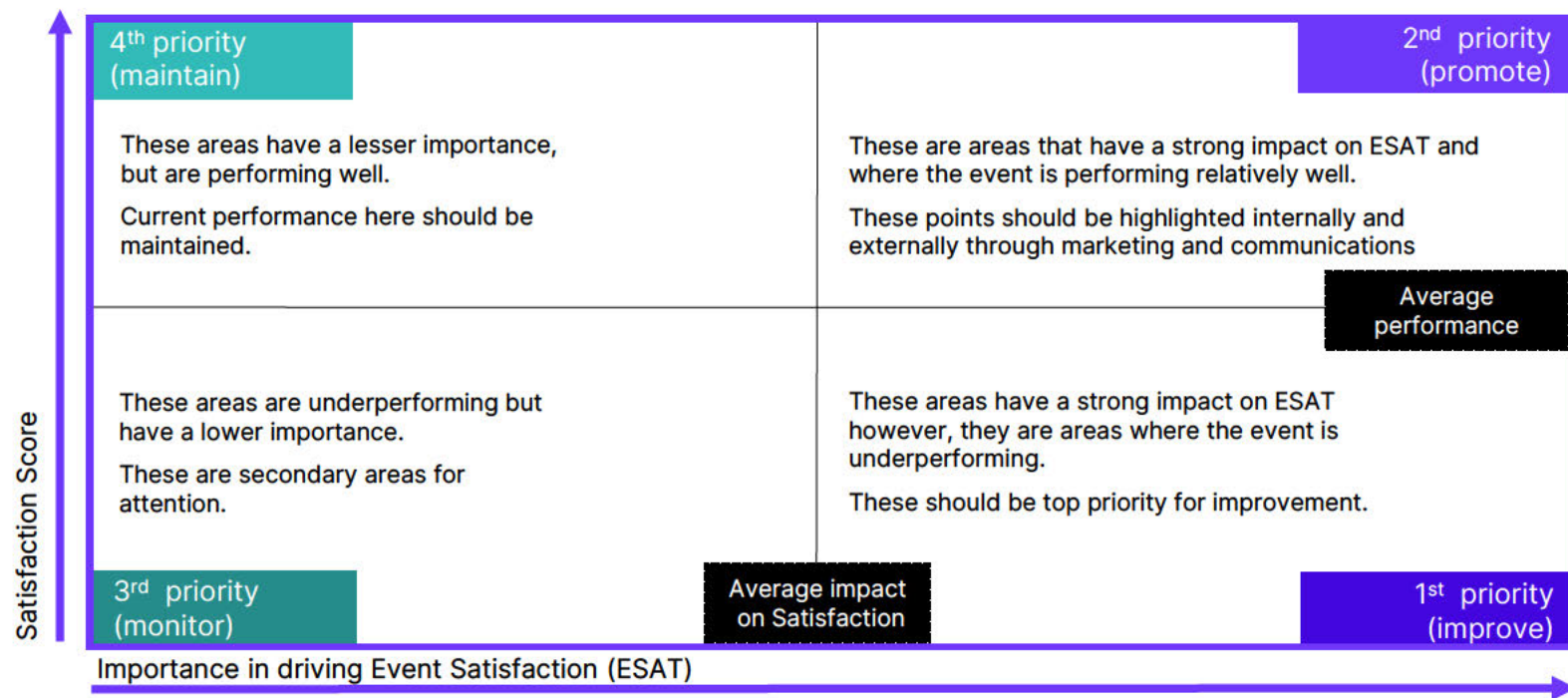
In regards to Game Day Entertainment, what can the Raiders do to make the sporting experience more enjoyable?:

- » "Many people come through the East gates but all activations are held on the west side of the stadium. Would be great if there could be an activation or two on the East side of the stadium."
- » "More access to players before or after the game."
- » "More opportunities for the members to get involved like the guard of honour."
- » "Include more football content - e.g. local rugby league teams in a match that is part of the regular competition to fill the time between games."

Source: Canberra Raiders Attendance Survey: n = 564.

Nielsen Impact Matrix

The matrix allows the Canberra Raiders to prioritise which areas should be a focus in the future



ESAT = Event Satisfaction

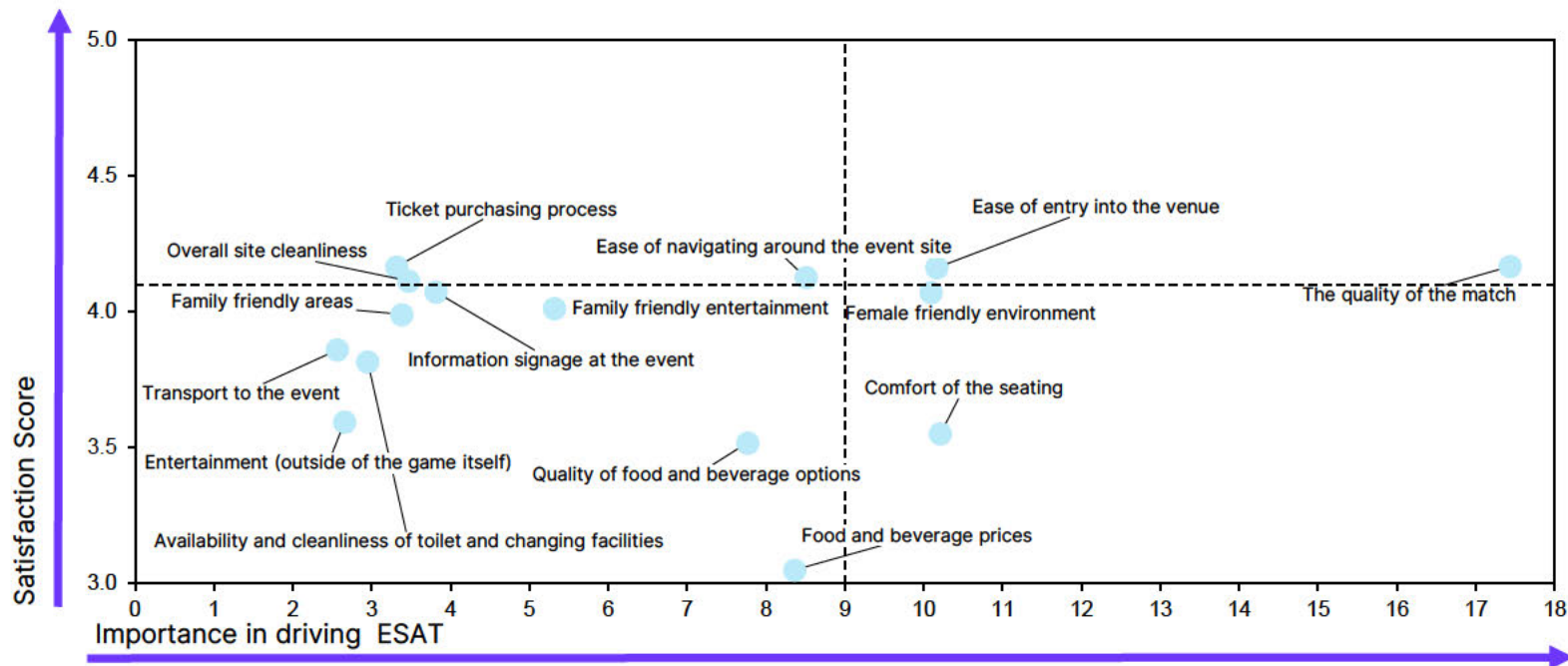
*Excludes those who did not experience element.

Source: Canberra Raiders Attendance Survey: n = 564.

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Canberra Raiders: Nielsen Impact Matrix

Excluding the quality of the match, the ease of navigating around the event site remains the biggest driver of event satisfaction



*Excludes those who did not experience element.
Source: Canberra Raiders Attendance Survey: n = 564.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

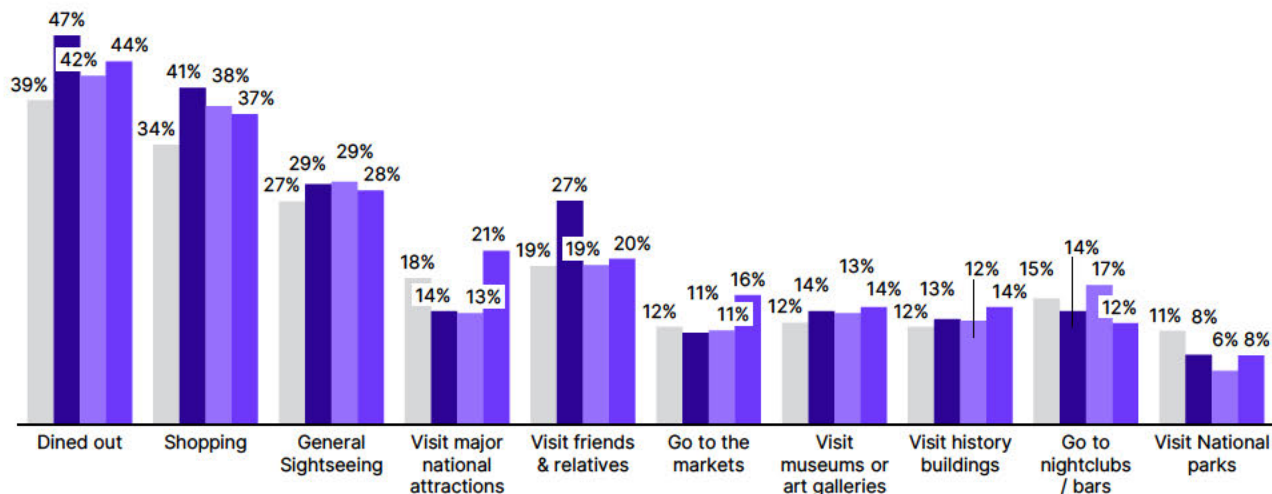
Dining and Shopping remain most popular

Dining and Shopping remaining the two most popular activities amongst respondents, with all key visitor metrics up year-on-year

What other activities did you get up to whilst in Canberra?

Top Ten

2021 2022 2023 2024



Source: Canberra Raiders Attendance Survey: n = 564. Visitors to Canberra = 206.

69%

Would recommend Canberra without being asked

Up 4% pts YOY

87%

Said their experience made them want to come back and see more of Canberra

Up 5% pts YOY

14%

Perception of Canberra that has changed for the better

Up 2% pts YOY

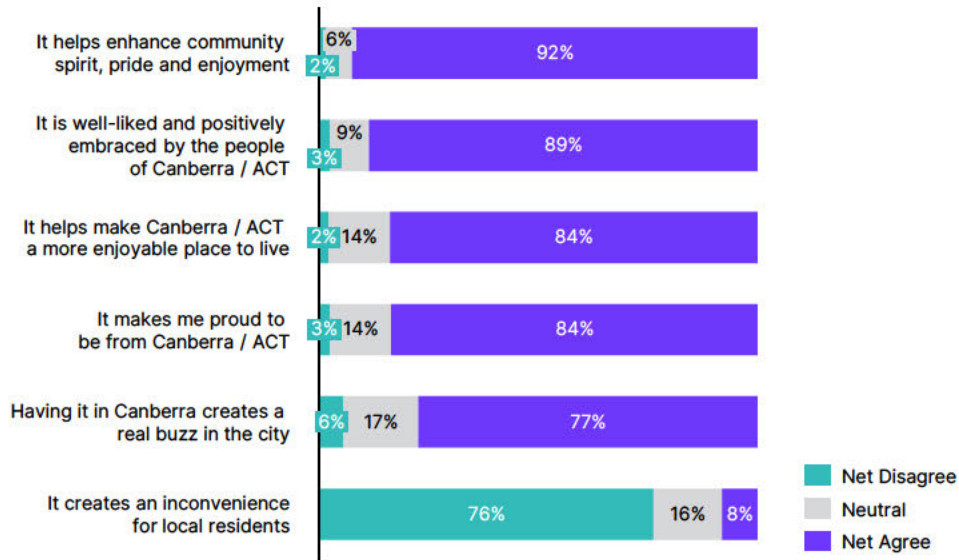
86% said it remained unchanged

Community sentiment remains high

Community sentiment remained stable compared to last year; with 92% of respondents stating Raiders matches enhance community spirit, pride and enjoyment

To what extent do you agree with the following statements regarding Raiders matches in Canberra?

% Local Residents



Source: Canberra Raiders Attendance Survey: n = 564. Local Residents = 358.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

Sch 2.2(a)(xi)

Sch 2.2(a)(xi)

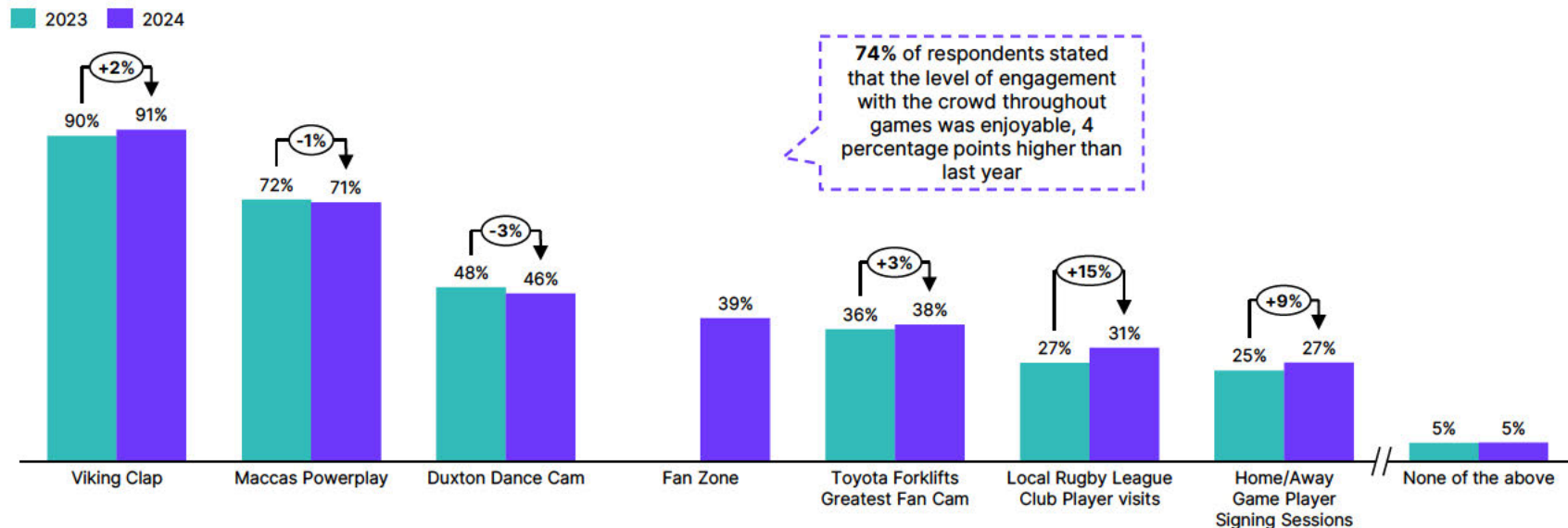
Sch 2.2(a)(xi)

91% of attendees aware of Viking Clap

At least a quarter of all respondents were aware of all key fan activities and initiatives, with 91% aware of the Viking Clap and 71% aware of the Maccas Powerplay

Which fan activities or initiatives are you aware of that the Raiders themselves or associated Corporate Partners ran during the season?

% | 2023 v 2024



Source: Canberra Raiders Attendance Survey: n = 564.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

ACT Sport & Recreation Key Metrics

 	Total
Survey Sample Size*	536
Economic Impact (Visitor Expenditure)	\$12,245,653
Economic Activity (Local)	\$8,618,584
Visitation	36,722
Ticketed Attendance**	144,299
Bed Nights	61,557
Ave. Visitor Length of Stay	2.56
Ave. Visitor Daily Spend	\$147.27
Ave. Local Spend per Person	\$79.71
Likelihood of Return Visit	97%
Net Promoter Score	45
Enhances community spirit, pride, & enjoyment	92%
Event Satisfaction Rating	7.9
Overall Marketing Score	7.9

In-Scope Visitors				Locals
Total In-scope	Interstate - Overnight	Interstate - Daytrip	Overseas	
176	108	64	4	354
\$12,245,653	\$10,748,694	\$1,064,371	\$432,588	
				\$8,618,584
36,722	22,988	12,809	925	
	35,586		588	108,125
61,557	59,176		2,382	
	2.57	0	2.57	
	\$181.64	\$83.10	\$181.64	

*Does not include out of scope visitors. **Excludes entourage.

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564. Local Residents = 358. Visitors to Canberra = 206. Note: community metrics based on all matches (men's & women's).

ACT Sport & Recreation Key Metrics

 	Total
Survey Sample Size*	272
Economic Impact (Visitor Expenditure)	\$84,379
Economic Activity (Local)	\$171,277
Visitation	376
Ticketed Attendance**	2,531
Bed Nights	306
Ave. Visitor Length of Stay	1.94
Ave. Visitor Daily Spend	\$141.20
Ave. Local Spend per Person	\$79.71
Likelihood of Return Visit	97%
Net Promoter Score	45
Enhances community spirit, pride, & enjoyment	92%
Event Satisfaction Rating	7.9
Overall Marketing Score	7.9

In-Scope Visitors				Locals
Total In-scope	Interstate - Overnight	Interstate - Daytrip	Overseas	
47	20	26	1	223
\$84,379	\$64,591	\$19,177	\$612	
				\$171,277
376	155	218	3	
	379		3	2,149
306	301		6	
	1.94	0	1.94	
	\$214.69	\$87.99	\$214.69	

*Does not include out of scope visitors. **Excludes entourage.

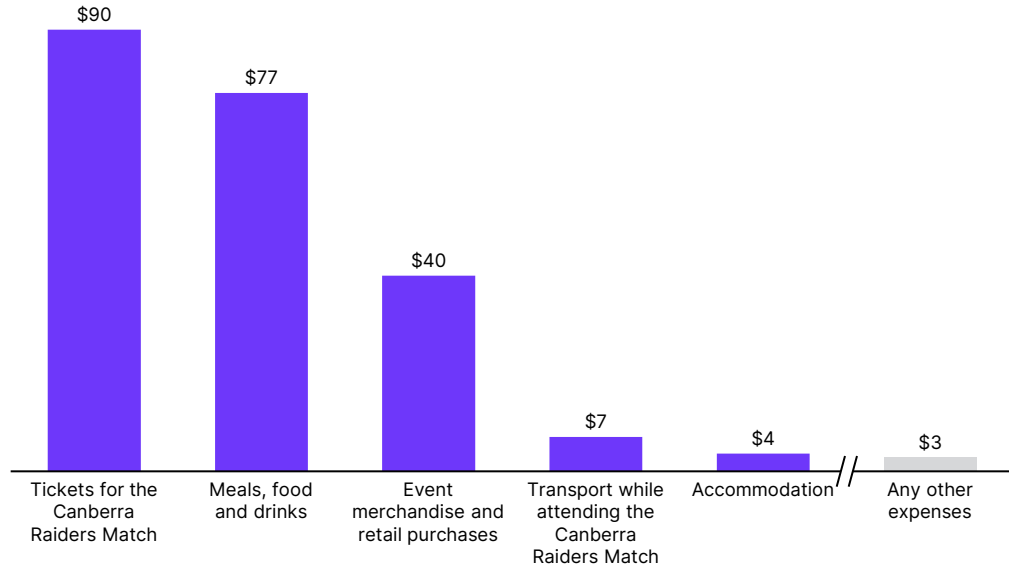
Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 564. Local Residents = 358. Visitors to Canberra = 206. Note: community metrics based on all matches (men's & women's).

Local Average Spend \$80 per person

Tickets for the Raiders match was the main source of group expenditure among ACT residents; followed by meals, food and drinks

Average Local Group Expenditure as a Result of 2024 Canberra Raiders Home Games

\$ | ACT Residents



Source: Canberra Raiders Attendance Survey: n = 564. Local Residents = 358.

Local Residents

\$80

**Per person
expenditure**

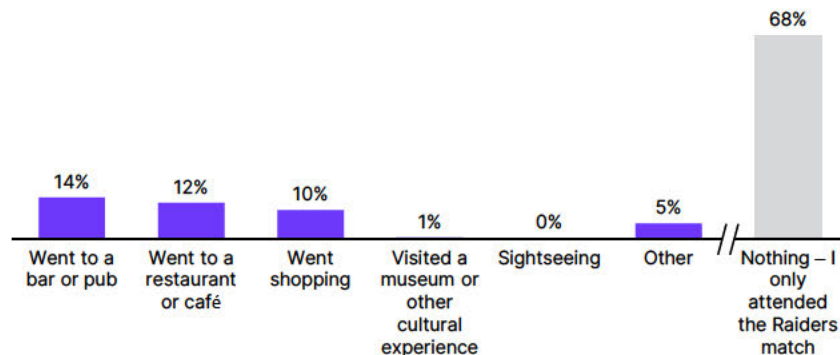
Local resident per person expenditure as a result of 2024 Raiders home games.

This is calculated based on an average group size of 2.8 people and group expenditure of \$220.

Local Perception of Raiders Match in ACT

Leisure Activities whilst in ACT for Raiders Home Games

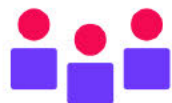
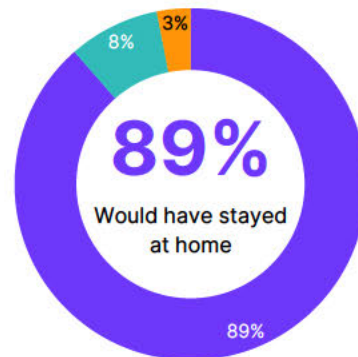
% ACT Residents



What local residents would have done instead of attending

% ACT Residents

- Stayed at home
- Something else in Canberra
- Something else outside of Canberra



98%

Of local ACT Residents believe it is **important for Canberra/the ACT to host Raiders games**



84%

Of local ACT Residents believe it is **important for the ACT Government to be involved in hosting Raiders games in the ACT**

Source: Canberra Raiders Attendance Survey: n = 564. Local Residents = 358.

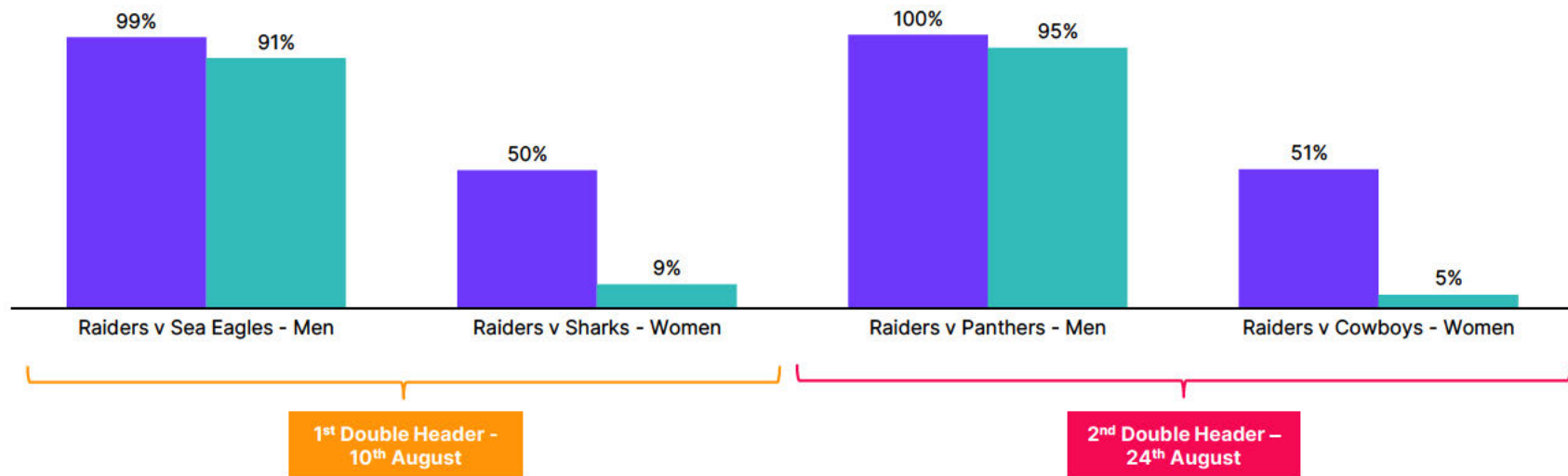
Most attending for men's match

For the second double header of the season, 95% of respondents indicated that the men's match was their main reason for attending

Match watched and Match primary reason for attendance

% of respondents who attended both matches

■ Watched ■ Main Reason



Source: Canberra Raiders Attendance Survey: n = 564.

Raiders Players are Positive Role Models

Do you see the Canberra Raiders players as positive role models in the community?

77%
Yes



Why do you see the Canberra Raiders players as positive role models in the community?

"They teach children and adults how to communicate and respect each other."

"They bring the community together with a common interest. The Raiders are awesome! Gets the kids out of the house, encourages kids to play sport too."

"Encourage kids to play sport and see a future outside what they are commonly told."

"They are amazing athletes who have a platform to inspire people and show them the value of hard work."

"They are very visible within the junior rugby league community."

Source: Canberra Raiders Attendance Survey: n = 564. Local Residents = 358.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

Raiders Attendee Profile

Raiders attendees are more likely to be male, aged between 35-44 and working full time; with a household income between \$100k - \$200k

Gender



62% Male



37% Female

Household Status



Single
16%

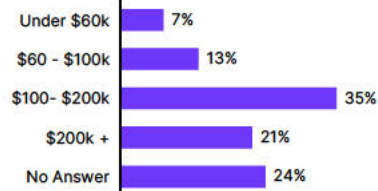


Couple
20%

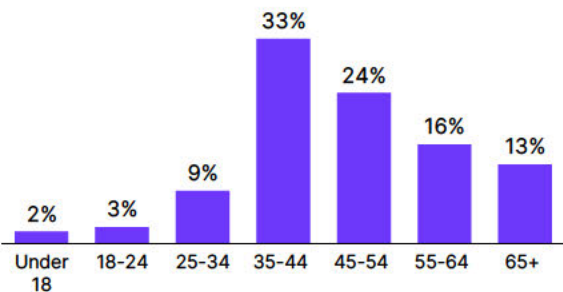


Family
62%

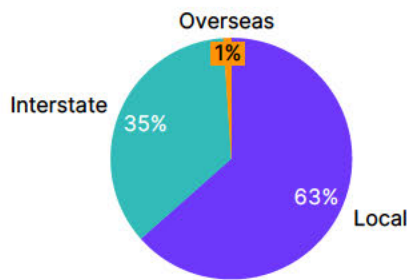
Household Income



Age



Location



Employment Status

65%
Working Full
Time



Source: Canberra Raiders Attendance Survey: n = 564.

Sch 2.2(a)(xi)





**GWS Giants Economic Impact &
Attendee Research Report**

October 2024

Project Overview

Nielsen Sports was commissioned by the GWS Giants to conduct a study of the economic & community impact of matches played in Canberra for the 2024 season.

The report includes:

- Gross economic impact to the Canberra region from the staging of 2024 GWS Giants home matches played in Canberra. Gross Economic Impact includes direct expenditure only.
- The community impact of Giants matches is measured via overall event satisfaction of attending & changed visitor perceptions of the region amongst those who travelled to the state.
- Prompted and unprompted recall for a selection of Giants sponsors.

Nielsen Sports was responsible for the questionnaire design, survey scripting and hosting online, data analysis and reporting. GWS Giants were responsible for distributing an email invitation to complete the survey to their attendee database. To complement the online survey, an intercept survey was conducted at one match to help drive increases in in-scope sample size.

Survey Type	Completes
Online Survey	382
Intercept Survey	405



Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

Executive Summary: Key Metrics



Prompted Partner Recall 44%

Prompted Recall of
CBR Partnership

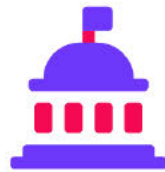
When asked to recall sponsors of the GWS Giants, 44% of respondents noted CBR. Unprompted recall was 7%.



Economic Impact Insights \$3.2M

Injected into the Canberra
economy by visitors

A total of 9,894 In-Scope visitors spent money within the Canberra/ACT area as a result of attending Giants fixtures, with an average of \$172 per day spent by overnight visitors.



Community Sentiment Insights 86%

Said they'll advise others to
come to Canberra

86% of attendees stated that they would advise others to come to Canberra. 19% of patrons stated that their visit changed their perception of Canberra for the better.

Source: GWS Giants 2024 Attendance Survey, n=382. GWS Giants 2024 Intercept Survey, n = 399. Attendance metrics provided by GWS Giants.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

Comparison of key metrics versus 2023

Economic Impact Key Figures

Input	2024	2023	2022	2021	2019	2018
Satisfaction	8.6	7.9	7.5	7.9	7.4	7.5
Match Attendance	38,796	30,526	39,209	19,627	39,749	41,701
In-scope Visitation (Incl. Day Trippers & Entourage)	9,894	7,651	9,153	6,547	12,088	8,364
Bed Nights	15,229	8,945	12,927	9,306	13,274	12,188
Direct Visitor Expenditure	\$3,193,610	\$1,695,033	\$2,165,319	\$1,474,068	\$2,423,381	\$2,132,569

Insights:

- 2024 GWS Giants fixtures generated a direct visitor expenditure of \$3.2 million, an 88% increase compared to last year. This was driven by a 27% increase in match attendance.
- Average length of stay and total bed nights has increased significantly, with visitors staying on average an additional 0.37 nights.
- Positively, average daily spend for both overnights and daytrippers has increased (+11% and +51% respectively) likely due to the rising cost of living
- Average direct visitor expenditure also increased year-on-year (\$565k in 2023 and \$1.1 million in 2024)



Match Attendance



In Scope Visitors to the ACT



Visitor Nights in the ACT



Direct Visitor Expenditure

Source: GWS Giants 2024 Attendance Survey, n=382. GWS Giants 2024 Intercept Survey, n = 399. Attendance metrics provided by GWS Giants.

Economic Impact Figures by Match

Total visitor expenditure for the 2024 season was \$3.2 million, with the match against the Brisbane Lions driving total economic impact; accounting for 36% of direct expenditure

Economic Impact Key Figures by Match

Match	Visitor Type	# Of Visitors	Entourage	Total Visitors	Length of Stay	Bed Nights	Average Daily Spend	Total Visitor Expenditure
St Kilda	Day Tripper	730	26	756	NA		\$68.64	\$51,892
	Overnight	2,145	101	2,246	1.98	4,444	\$198.53	\$882,335
Brisbane	Day Tripper	523	0	523	NA		\$83.47	\$43,650
	Overnight	2,516	160	2,676	1.97	5,261	\$212.90	\$1,120,165
Hawthorn	Day Tripper	851	0	851	NA		\$75.25	\$64,000
	Overnight	2,689	153	2,843	1.94	5,523	\$186.77	\$1,031,568
Total		9,453	441	9,894	1.54	15,229		\$3,193,610

Source: GWS Giants 2024 Attendance Survey, n=382. GWS Giants 2024 Intercept Survey, n = 399. Attendance metrics provided by GWS Giants.

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Comparison of key metrics versus 2023

Length of stay was up across all three matches, with 2024 accommodation spend per person above 2022

Economic Impact Key Figures by Match Year on Year

Average Nights	2019				2021		2022				2023			2024		
																
Average Length Of Stay	1.50	1.54	1.47	1.56	1.63	1.65	1.78	1.71	1.89	1.83	1.51	1.49	1.53	1.98	1.97	1.94
Average Accom. Spend P/P/N	\$81.57	\$82.46	\$77.28	\$84.94	\$85.81	\$76.63	\$75.94	\$79.12	\$82.80	\$70.83	\$108.69	\$118.91	\$125.75	\$87.48	\$86.84	\$90.89
Overnight Travel Party	2.60	2.31	2.38	2.51	1.00	1.00	2.43	2.24	2.03	2.02	2.35	2.79	2.53	2.31	2.56	2.50

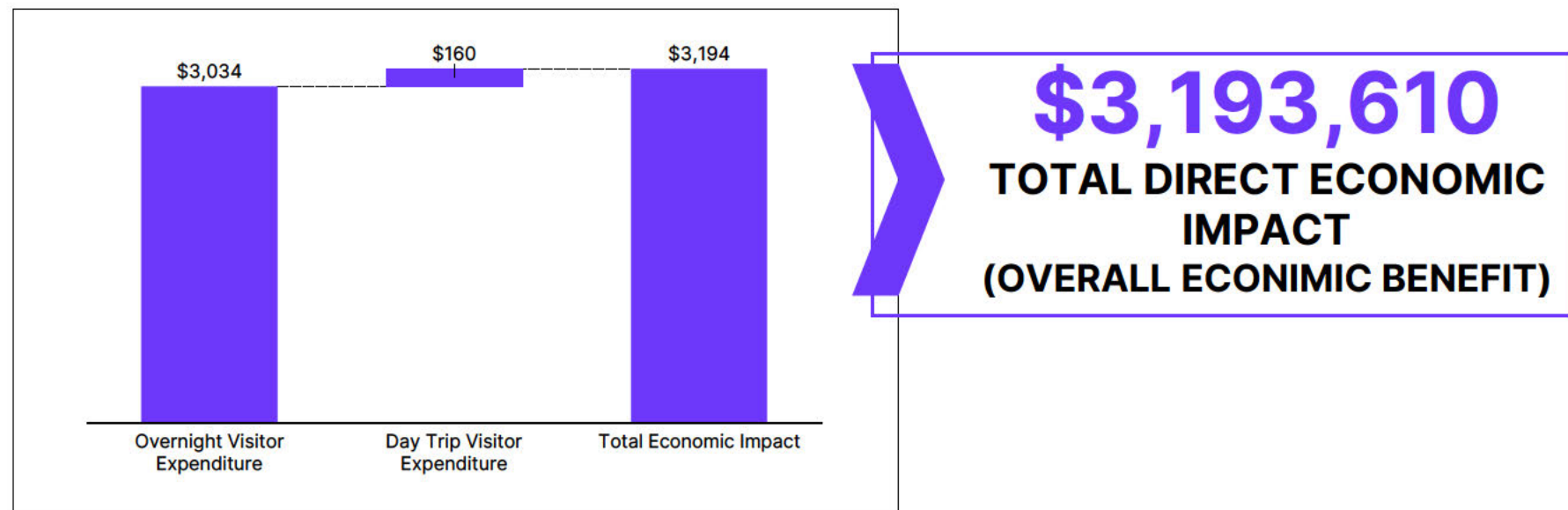
Source: GWS Giants 2024 Attendance Survey, n=382. GWS Giants 2024 Intercept Survey, n = 399. Attendance metrics provided by GWS Giants.

Total Direct Economic Impact

A direct economic impact of \$3.2 million was recorded for the GWS Giants matches this year; \$3.0 million of which was sourced from overnight visitation

Total Economic Impact

\$000s



Source: GWS Giants 2024 Attendance Survey, n=382. GWS Giants 2024 Intercept Survey, n = 399. Attendance metrics provided by GWS Giants.

Executive Summary

Economic Impact

**Event Experience &
Satisfaction**

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

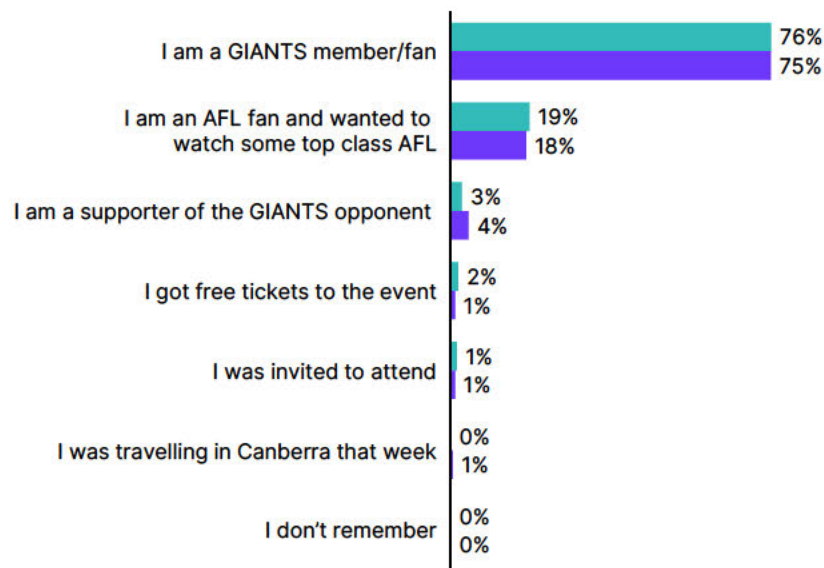
Appendix

Drivers of Attendance Summary

93% of attendees said they would likely attend another GWS Giants game in Canberra again, whilst 98% said they are likely to recommend a GWS Giants game to friends or colleagues

Drivers of Attendance

2023 2024



55%

Said it was better than expected
Up 25% pts v 2023

93%

Would definitely / probably attend again
Up 1% pt v 2023

98%

Are likely to recommend a GWS GIANTS game in Canberra
Score of >6, Up 4% pts v 2023

9.0

Average recommendation score
Up 0.7 from 2023

33%

Visited the Manuka Shops precinct pre or post game
Up 4% pts from 2023

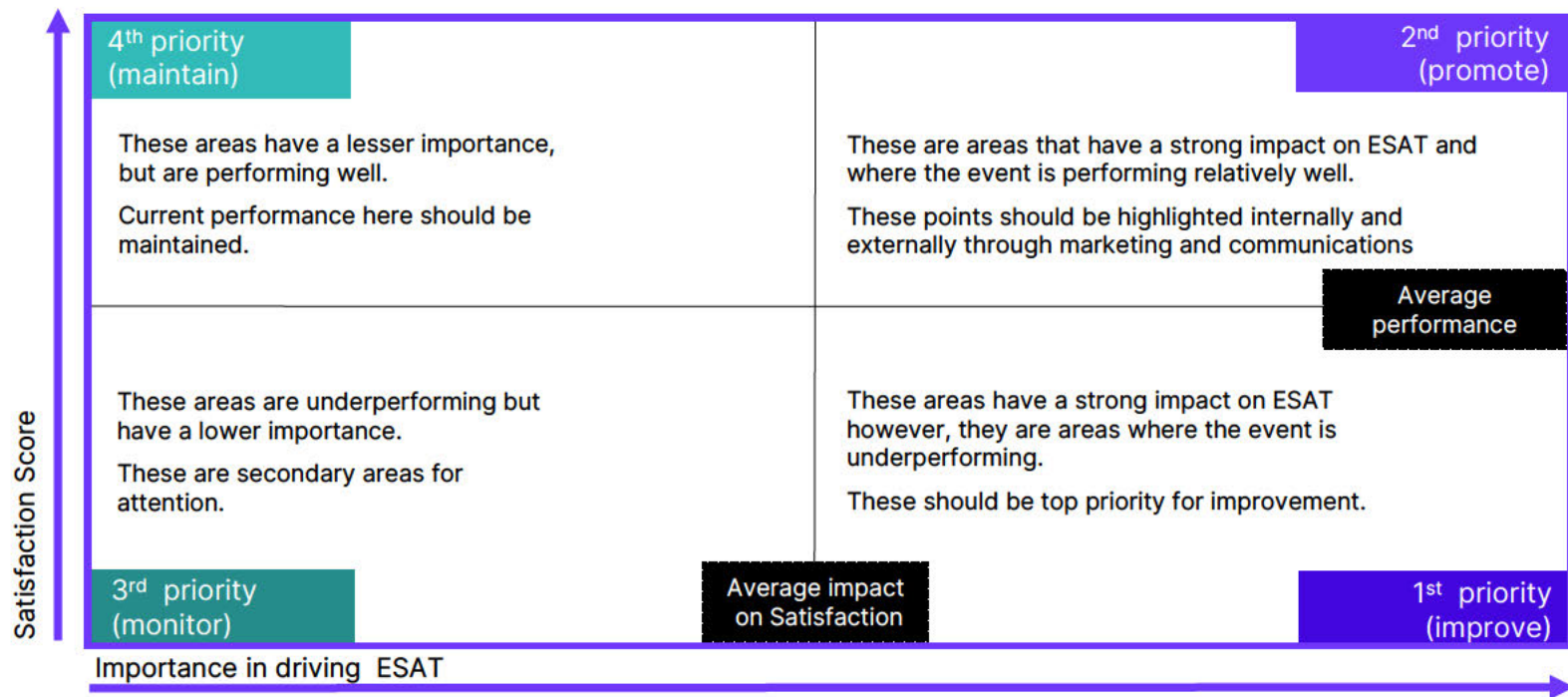
26%

Would be interested and consent to hearing about corporate offers

Source: GWS Giants 2024 Attendance Survey, n=382.

Nielsen Impact Matrix

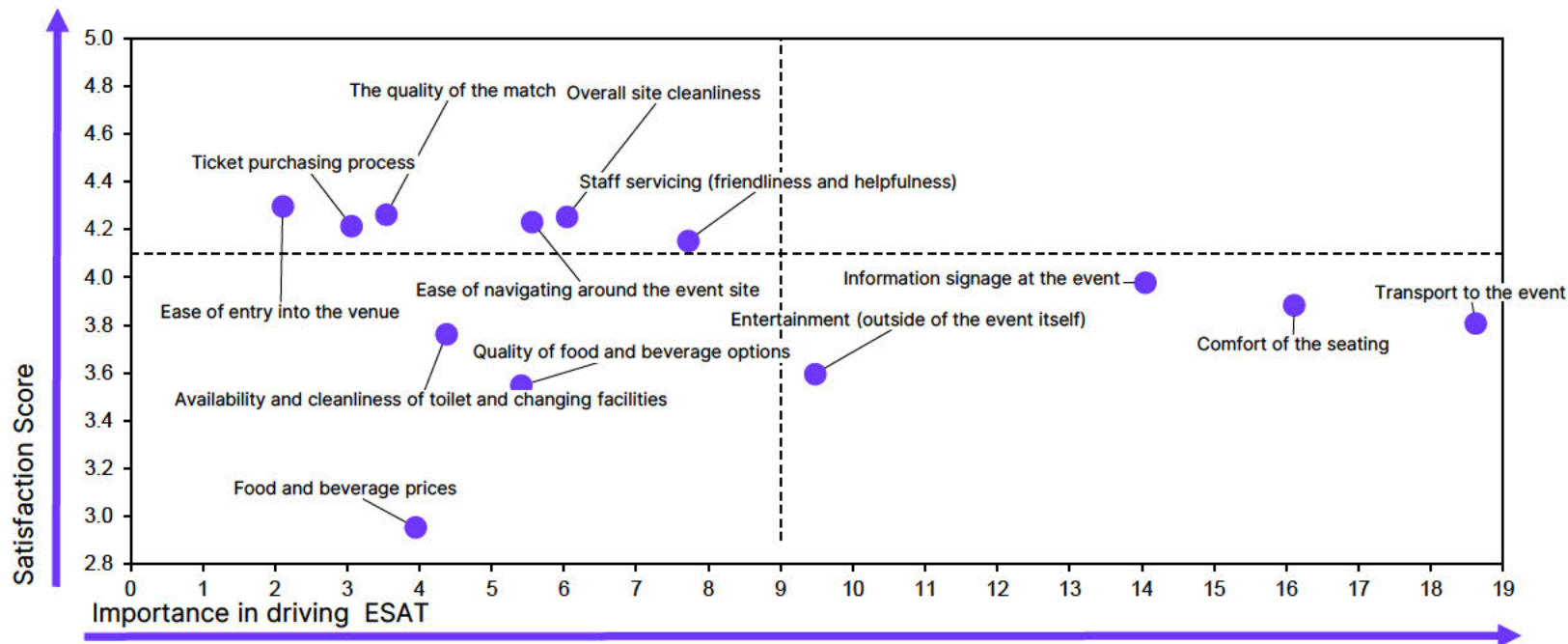
The matrix allows the GWS Giants to prioritise which areas should be a focus in the future



Source: GWS Giants 2024 Attendance Survey, n=382.

Nielsen Impact Matrix

When taking into account all event elements, the ease of entry into the venue is the biggest driver of event satisfaction

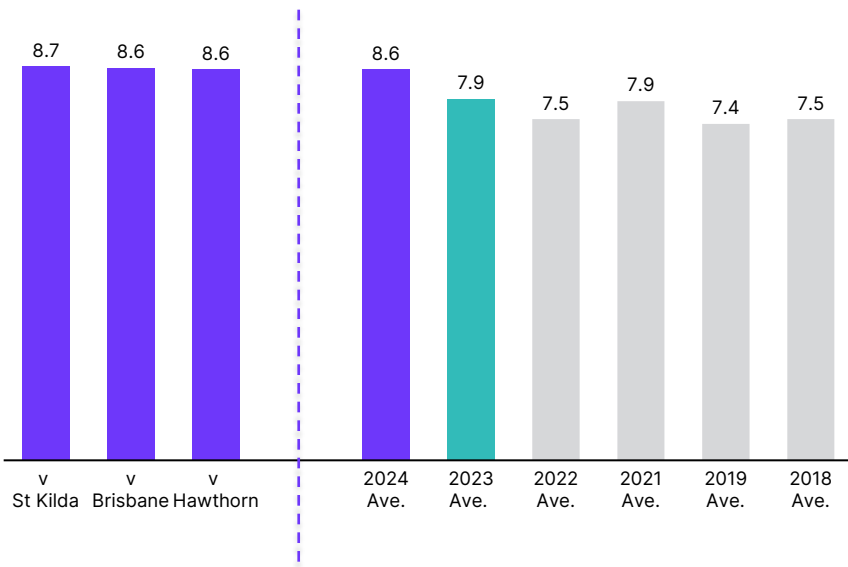


Source: GWS Giants 2024 Attendance Survey, n=382.

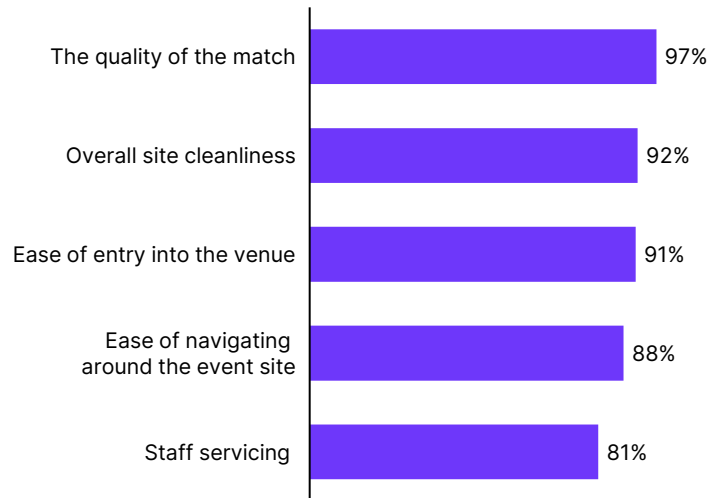
Attendance Satisfaction Summary

In 2024, average satisfaction was 8.6, 0.7 points higher than 2023. The quality of the match and overall site cleanliness were notable elements for event satisfaction

Overall Satisfaction of Attendees



Top Five Elements (Net Satisfied + Very Satisfied)

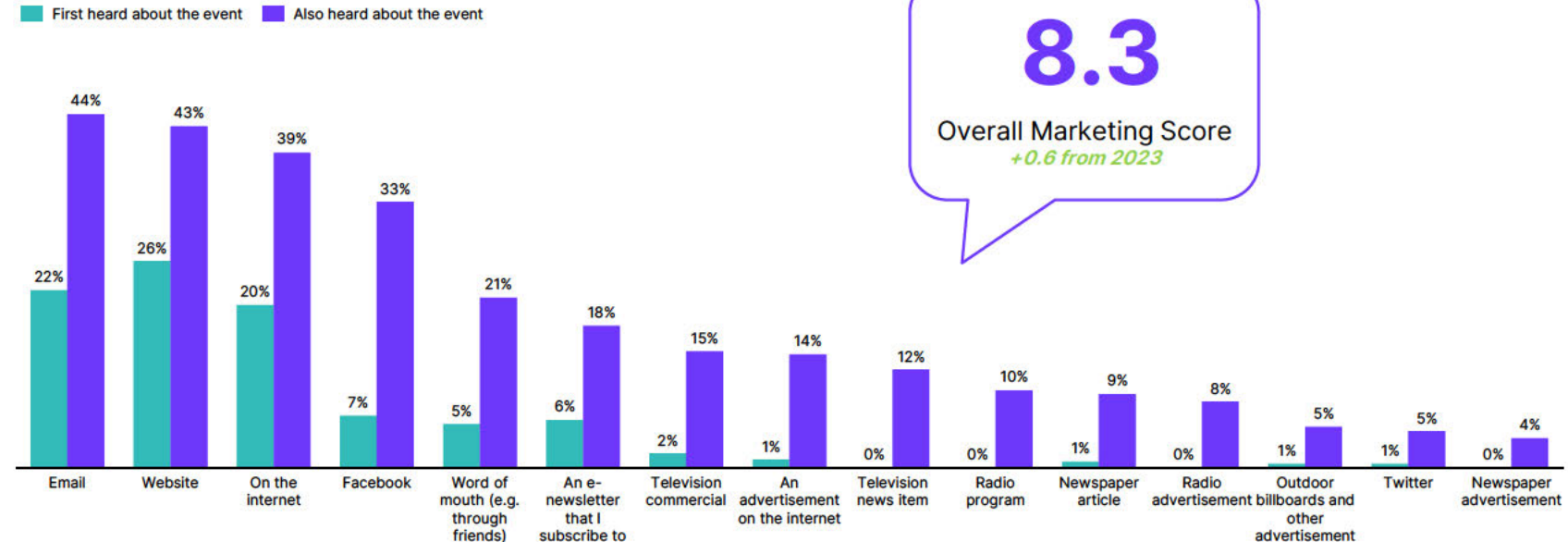


Source: GWS Giants 2024 Attendance Survey, n=382.

Marketing Summary

Email was the main driver of both primary and secondary awareness, with the website also one of the main sources of information for hearing about the event

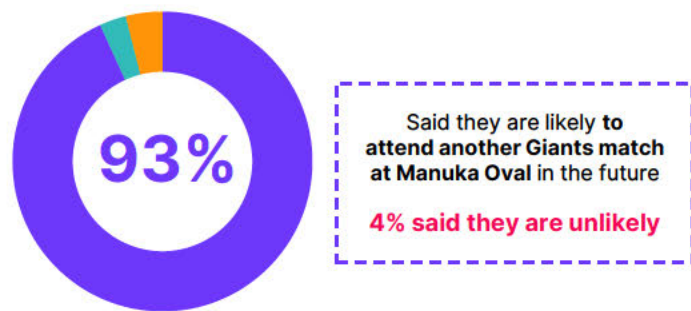
Sources of Information for Hearing about Event



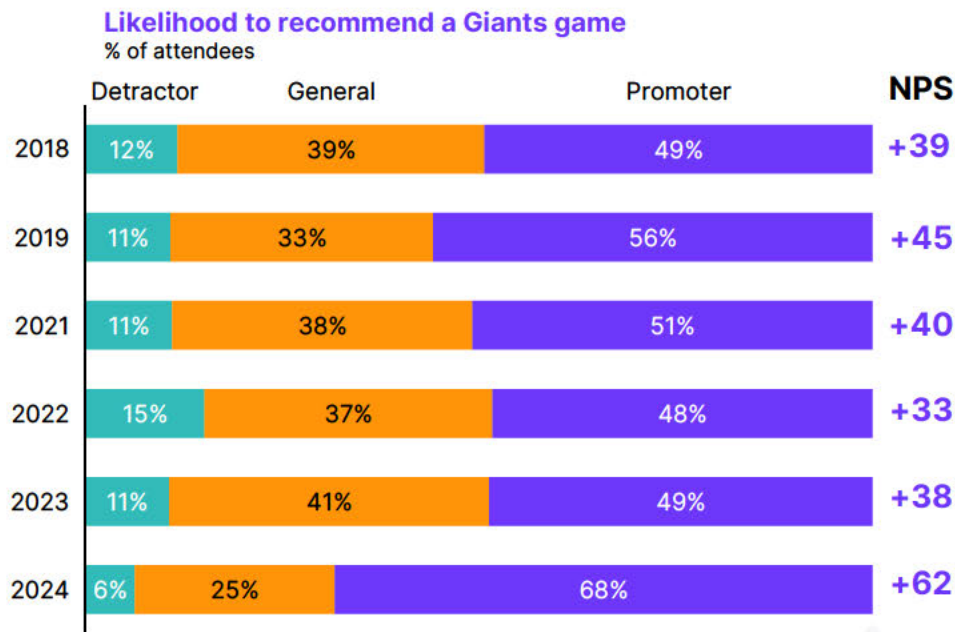
Source: GWS Giants 2024 Attendance Survey, n=382.

Net Promoter Score Summary

68% of event attendees are classified as promoters, with Giant's fixtures generating a N-Score of 62, the most of any season in the past six years



LIKELY   1% pts on 2023
NEUTRAL   1% pts on 2023
UNLIKELY   0% pts on 2023



Source: GWS Giants 2024 Attendance Survey, n=382.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

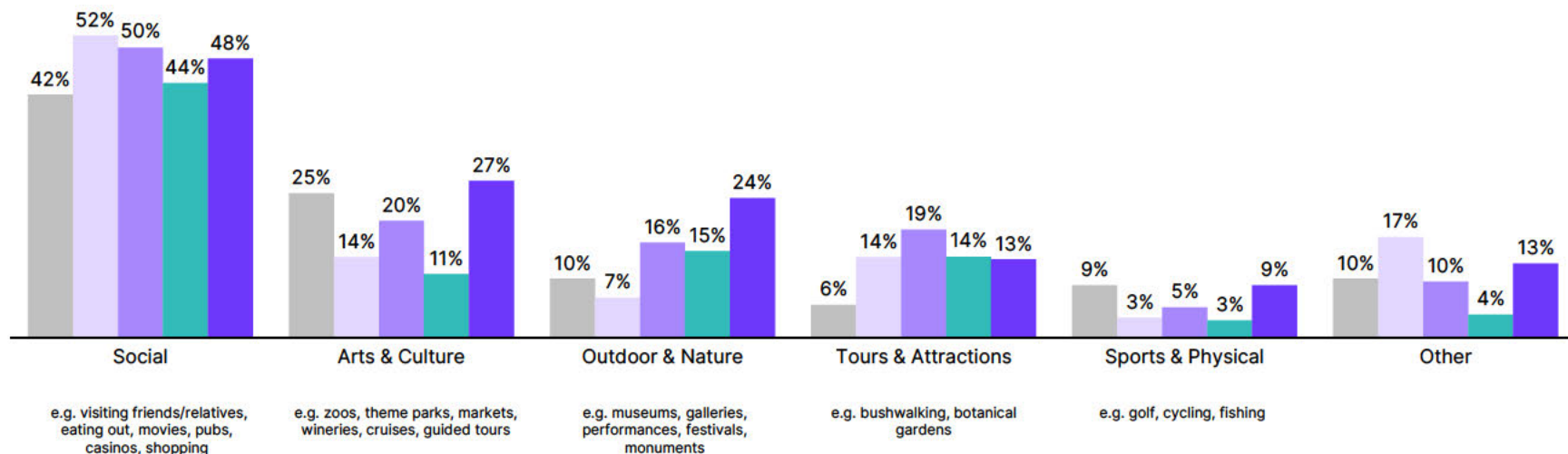
Other Activities Summary

Social remains the most popular activity among respondents; with almost half (48%) engaging with this activity

What other activities did you get up to whilst in Canberra?

% of Interstate Visitors

■ 2019 ■ 2021 ■ 2022 ■ 2023 ■ 2024



Source: GWS Giants 2024 Attendance Survey, n=382. Visitors = 134

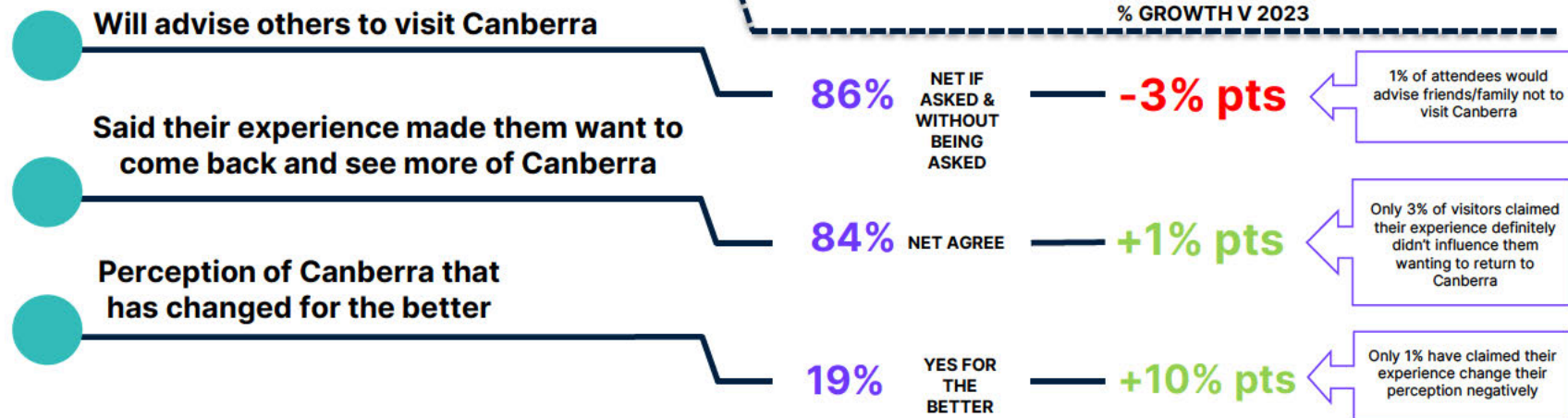
Advocacy of Canberra Summary

86% of attendees will advise other to visit Canberra based on their experience at the Giants' matches this year, with 84% stating their experience made them want to visit Canberra again

PERCEPTIONS OF CANBERRA AMONGST INTERSTATE/OVERSEAS VISITORS

"It really is a beautiful place to visit and has heaps of different activities to do"
"I find Canberra a friendly place and easy to get around"

% GROWTH V 2023



Source: GWS Giants 2024 Attendance Survey, n=382. Visitors = 134

Community Metrics Summary

94%

(4% pts v 2023)

It helps enhance community spirit, pride and enjoyment

78%

(3% pts v 2023)

It makes me proud to be from Canberra / ACT

89%

(15% pts v 2023)

Having it in Canberra creates a real buzz in the city

96%

(3% pts v 2023)

It helps make Canberra / ACT a more enjoyable place to live



CANBERRA



GIANTS

ACT COMMUNITY

SENTIMENT

(NET AGREE)

97%

(5% pts v 2023)

It is well-liked and positively embraced by the people of Canberra / ACT

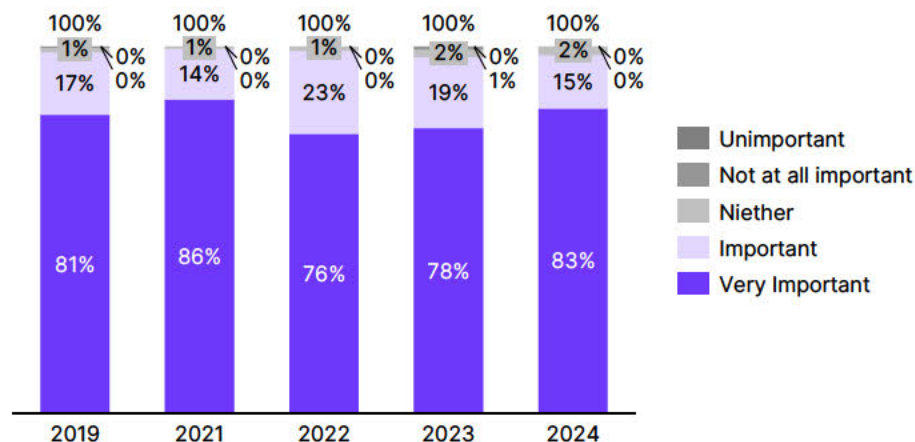
69% agreed that Giants players are positive role models in the community

Source: GWS Giants 2024 Attendance Survey, n=382. Locals = 248

Giants' Games Importance Summary

98% of attendees believe it is important that Canberra/ACT continue to host Giants' games in the future, whilst 87% believe the government needs to be involved in doing so

Importance of hosting Giants' games in Canberra/ACT
% of Locals

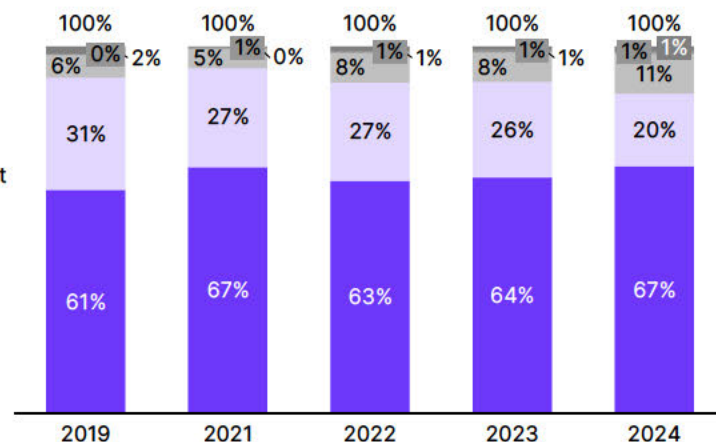


98%

Net Agree

1% pts YOY

Importance of ACT Govt. Involvement in hosting Giants' Games in Canberra/ACT
% of Locals



87%

Net Agree

-3% pts YOY

Source: GWS Giants 2024 Attendance Survey, n=382. Locals = 248

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

Sch 2.2(a)(xi)

Sch 2.2(a)(xi)

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

ACT Sport & Recreation Key Metrics

 	Total
Survey Sample Size*	781
Economic Impact (Visitor Expenditure)	\$3,193,610
Economic Activity (Local)	\$1,947,242
Visitation	9,894
Ticketed Attendance**	38,796
Bed Nights	15,229
Ave. Visitor Length of Stay	1.54
Ave. Visitor Daily Spend	\$172.44
Ave. Local Spend per Person	\$70.73
Likelihood of Return Visit	93%
Net Promoter Score	62
Enhances community spirit, pride, & enjoyment	94%
Event Satisfaction Rating	8.6
Overall Marketing Score	8.3

In-Scope Visitors				Locals
Total In-scope	Interstate - Overnight	Interstate - Daytrip	Overseas	
221	169	49	3	525
\$3,193,610	\$3,003,727	\$159,542	\$30,341	
				\$1,947,242
9,894	7,687	2,129	78	
	10,746		521	27,530
15,229	14,524		704	
	1.54	0	1.54	
	\$199.18	\$74.92	\$199.18	

*Does not include out of scope visitors. **Excludes entourage.

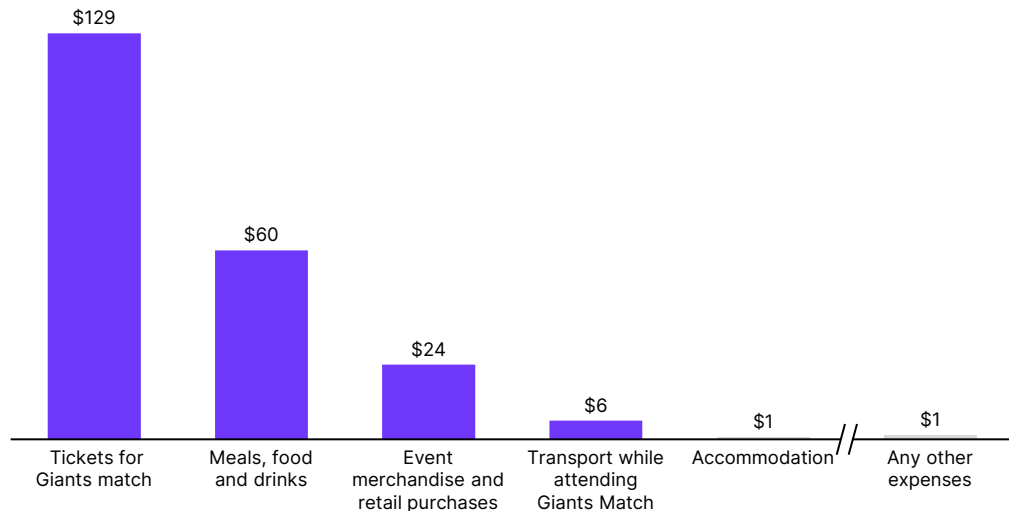
Source: GWS Giants 2024 Attendance Survey, n=382. GWS Giants 2024 Intercept Survey, n = 399. Attendance metrics provided by GWS Giants.

Local Average Spend \$71 per person

Tickets for the Giants matches was the main source of group expenditure among ACT residents; followed by meals, food and drinks

Average Local Group Expenditure as a Result of 2024 GWS Giants Home Games

\$ | ACT Residents



Local Residents

\$71

Per person expenditure

Local resident per person expenditure as a result of 2024 Giants home games.

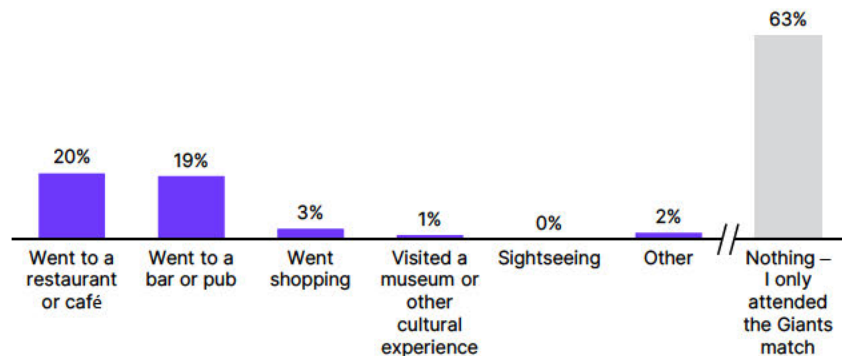
This is calculated based on an average group size of 3.1 people and group expenditure of \$222.

Source: GWS Giants 2024 Attendance Survey, n=382. Locals = 248

Local Perception of Giants Match in ACT

Leisure Activities whilst in ACT for Giants Games

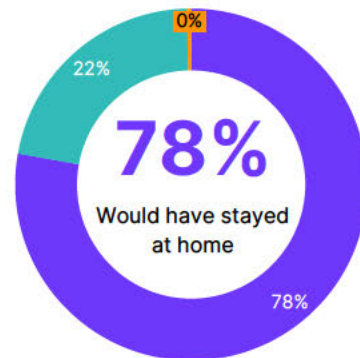
% ACT Residents



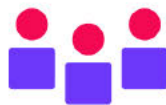
What local residents would have done instead of attending

% ACT Residents

- Stayed at home
- Something else in Canberra
- Something else outside of Canberra



98%



Of local ACT Residents believe it is **important for Canberra/the ACT to host Giants games**

87%



Of local ACT Residents believe it is **important for the ACT Government to be involved in hosting Giants games in the ACT**

Source: GWS Giants 2024 Attendance Survey, n=382. Locals = 248

Giants Players are Positive Role Models

Do you see the GWS Giants players as positive role models in the community?

69%
Yes

(26% Unsure)



Why do you see the GWS Giants players as positive role models in the community?

"They are lovely and down-to-earth, always willing to chat and play with the local clubs and seem to genuinely care about the fan base"

"They show dedication to their respective sports and when playing show sportsmanlike behaviour and respect for the other team"

"They promote a strong team environment which is important for children"

"They promote healthy lifestyles"

"Having local Canberrans playing at the elite level of AFL is inspiring"

Source: GWS Giants 2024 Attendance Survey, n=382. Locals = 248

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

GWS Giants Attendee Profile

Giants attendees are more likely to be male, aged between 55-64 and working full time; with a household income between \$100k - \$200k

Gender



62% Male



38% Female

Household Status



Single
18%

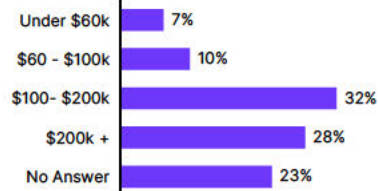


Couple
25%

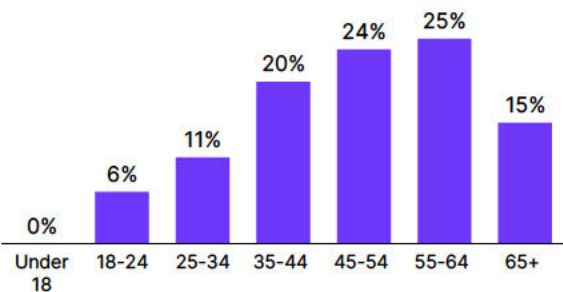


Family
57%

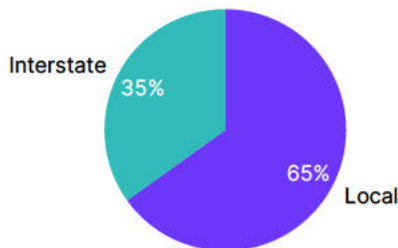
Household Income



Age



Location



Household

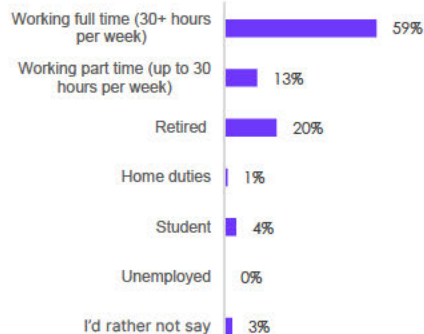
59%
Working Full
Time



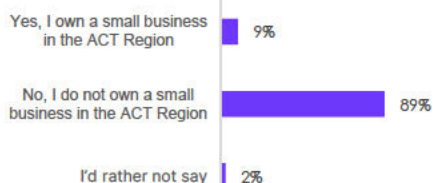
Source: GWS Giants 2024 Attendance Survey, n=382.

Further GWS Giants Demographics

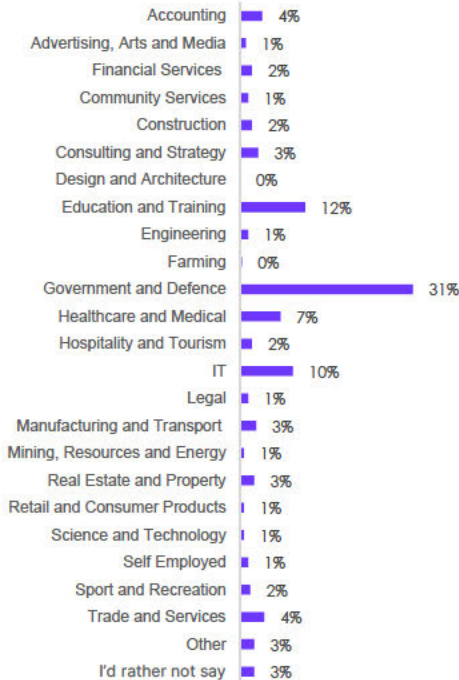
Q. Which of the following best describes your current situation?



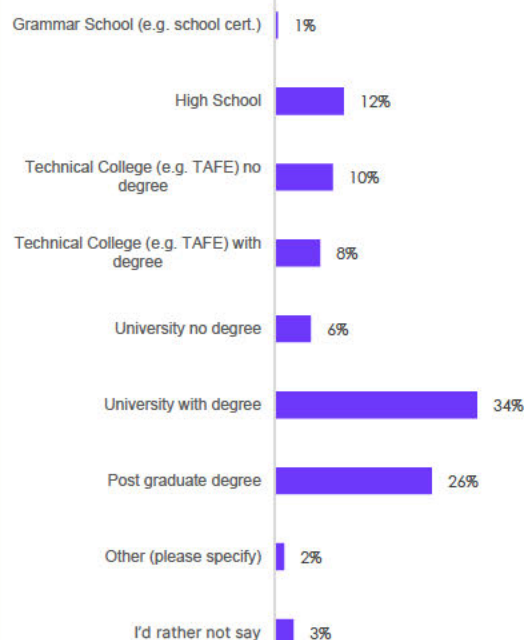
Q. Do you own a small business in the ACT Region?



Q. Which best describes the industry/sector you currently work in?



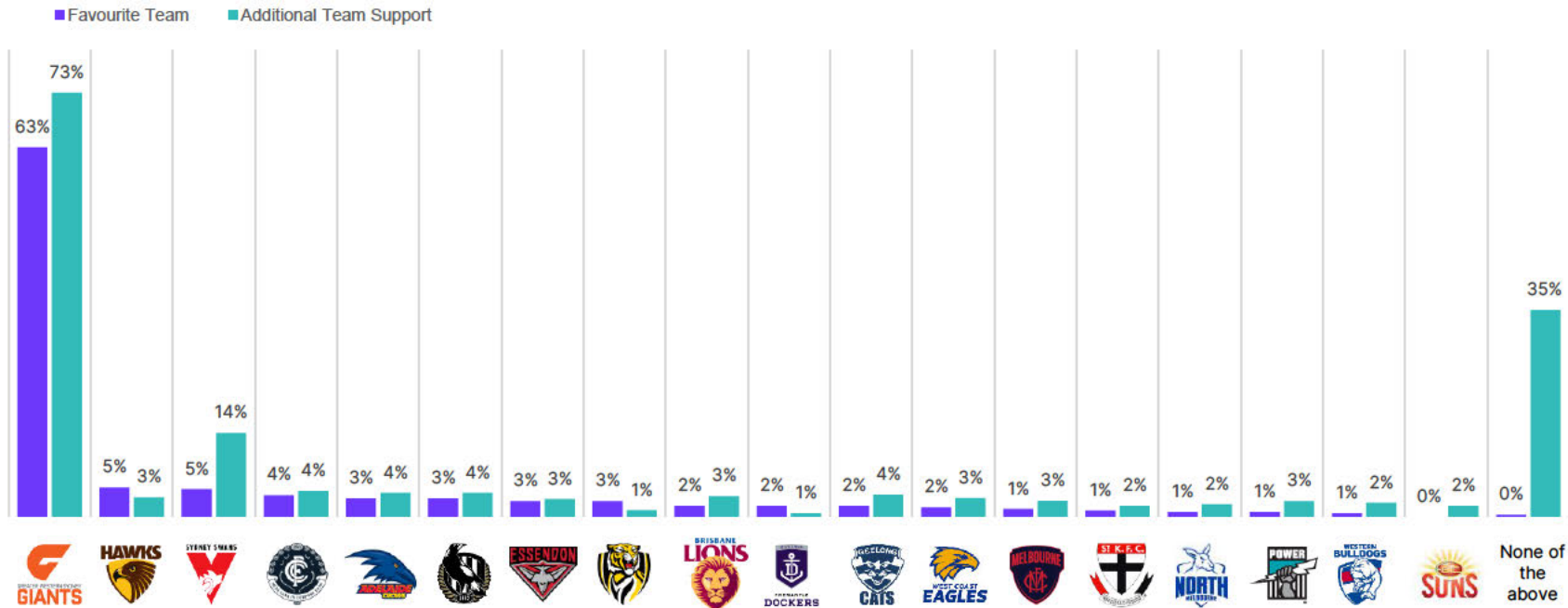
Q. What is the highest level of education you have received?



Source: GWS Giants 2024 Attendance Survey, n=382.

Favourite AFL Team

Favourite AFL Team and Additional Team Support



Source: GWS Giants 2024 Attendance Survey, n=382.

Sch 2.2(a)(xi)





ACT BRUMBIES ECONOMIC IMPACT REPORT MEN & WOMEN

Attendee Research Report

June 2025



Project Overview

Nielsen Sports was commissioned by the ACT Brumbies to conduct a study of the economic & community impact of matches played in Canberra for the 2025 season.

The report includes:

- Gross economic impact to the Canberra region from the staging of both the men's and women's 2025 ACT Brumbies home matches for the regular season. Gross Economic Impact includes direct expenditure only.
- The community impact of Brumbies matches is measured via overall event satisfaction of attending & changed visitor perceptions of the region amongst those who travelled to the state.
- Prompted recall for a selection of Brumbies sponsors.

Nielsen Sports was responsible for the questionnaire design, survey scripting and hosting online, data analysis and reporting. ACT Brumbies were responsible for distributing an email invitation to complete the survey to their attendee database.

This data is provided ahead of the full economic & community impact report with insights for current completed responses across event satisfaction and community sentiment metrics.

Survey Type	Completes
Online Survey	513
Intercept Survey	352



Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

Executive Summary: Key Metrics



Partner Recall

87%

Attendees aware of Uni
of Canberra Partnership

When asked prompted to recall sponsors of the ACT Brumbies, 87% of respondents noted the University of Canberra, with Safeguard Global recording the highest unprompted recall at 61%.

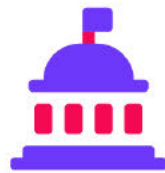


Economic Impact Insights

\$2.4M

Injected into the Canberra
economy by visitors

For men's matches, total direct visitor expenditure was \$2.3 million as a result of 10.2k in-scope visitors. For women's matches, total direct visitor expenditure was \$52k as a result of 232 in-scope visitors.



Community Sentiment Insights

86%

Said their experience made them
want to see more of Canberra

86% of attendees stated that their experience made them want to come back and see more of Canberra, level with 2024. 17% of visitors said their perception of Canberra changed for the better, 5 percentage points higher than last year.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

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ACT Sport & Recreation

Appendix

Sch 2.2(a)(xi)

Sch 2.2(a)(xi)

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

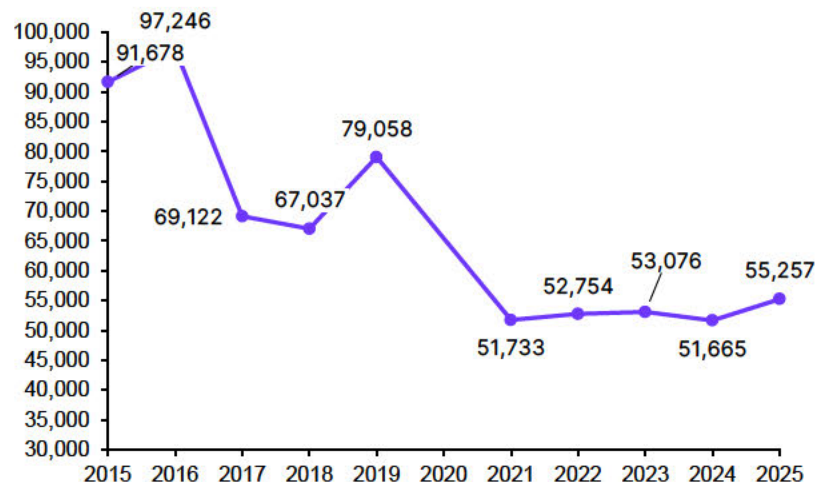
ACT Sport & Recreation

Appendix

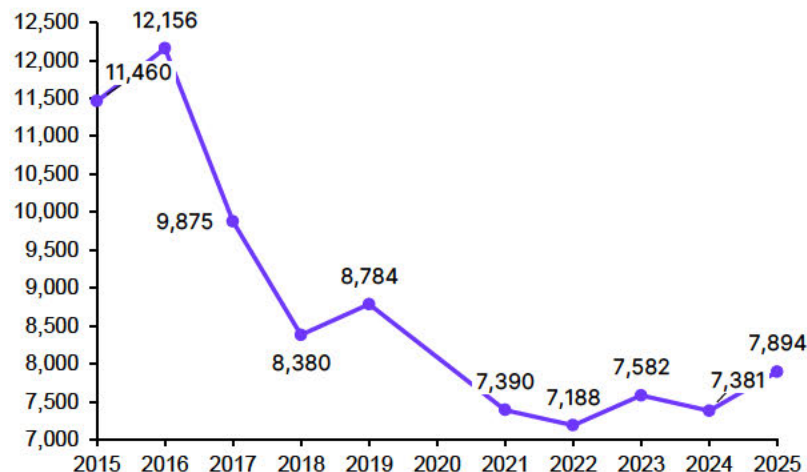
Attendance Summary

Both cumulative and average attendance were up compared to the 2024 season

Cumulative Attendance by Season



Average Attendance by Season

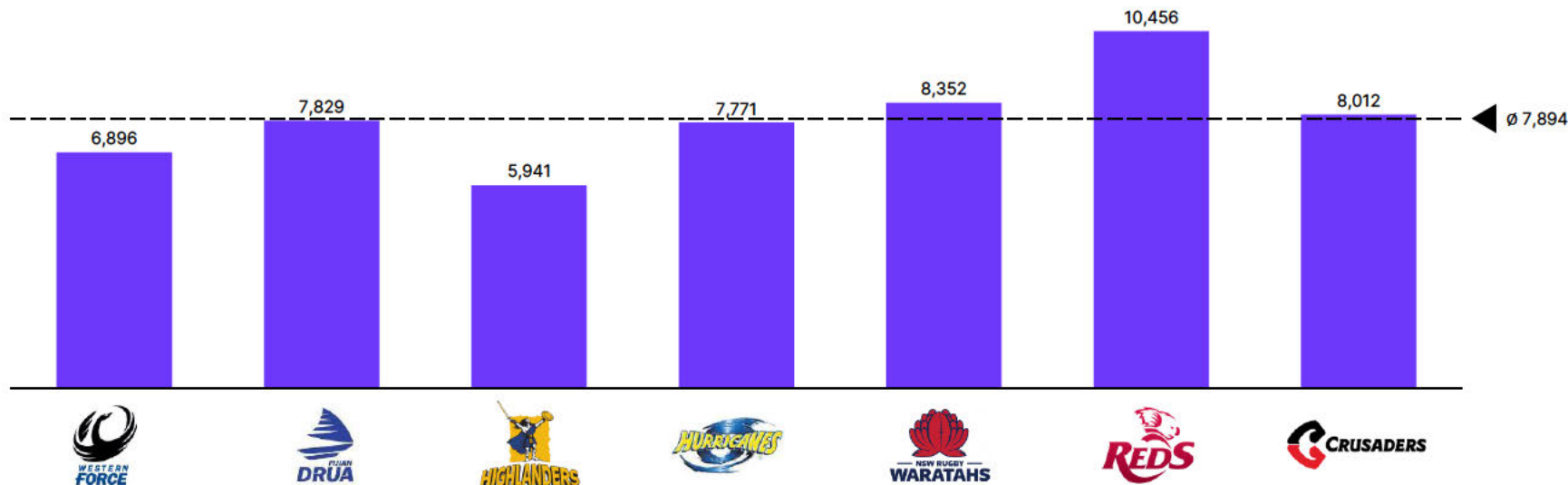


Source: ACT Brumbies Ticketing Information.

Attendance Summary by Match

The match between the Brumbies and the Reds on the 17th of May generated the largest attendance for the season at 10,456

Attendance by Fixture



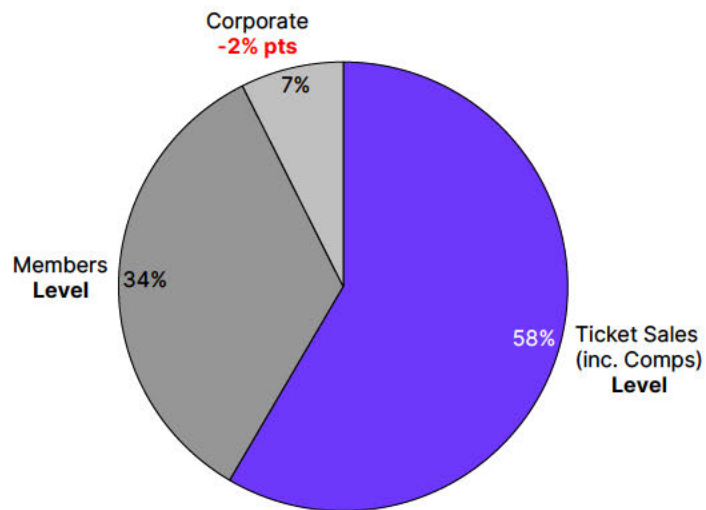
Source: ACT Brumbies Ticketing Information.

Ticket sales up 8% year-on-year

Ticket sales are up 8% compared to last year, with the number of member tickets up by a similar margin (+9%)

Attendance Type – Share of Voice

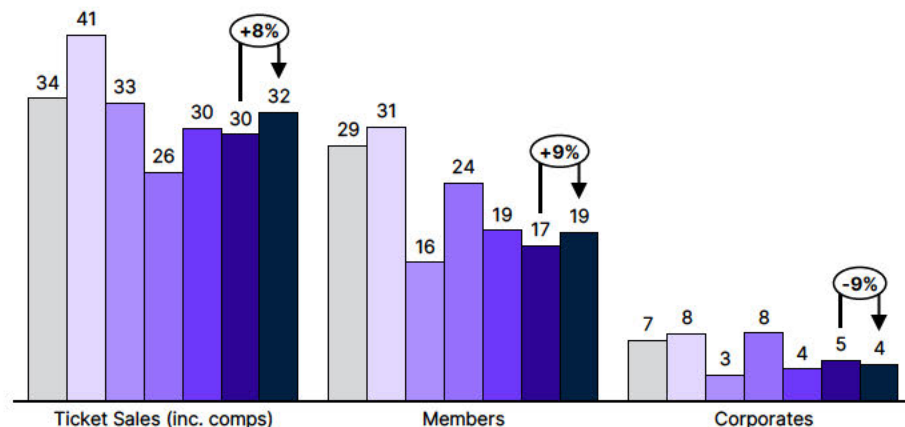
%



Attendance Type

2018 – 2025, 000s

2018 2019 2021 2022 2023 2024 2025



Source: ACT Brumbies Ticketing Information.

10k In Scope* visitors to Canberra

Approximately 21% of attendees were from outside of the ACT, equating to 10,204 visitors

Assumptions and Definitions:

- » Attendee type data supplied by the Brumbies
- » Ticket sales origin calculated as an average from the Intercept & Online Survey data from 2025
- » 82% of members live within the ACT and 18% Interstate (sourced from Brumbies)
- » 84% of Corporate attendees from the ACT (sourced from Brumbies)
- » In scope is defined as those whose main driver for visiting or extending their visit to Canberra / ACT was attending a Brumbies Match derived from Nielsen Sports Economic Impact & Attendee Research Online Survey (n=508) and Intercept Survey (n=192)
- » Total in Scope Visitors does not include persons that accompanied survey participants on their trip to Canberra

ATTENDEE TYPE	TOTAL ATTENDEES	% IN SCOPE	# IN SCOPE
ACT Ticket Sales	25,603	0.0%	0
ACT Members	15,475	0.0%	0
ACT Corporates	3,438	0.0%	0
Interstate Ticket Sales	6,689	94.7%	6,333
Interstate Members	3,397	94.7%	3,216
Interstate Corporates	655	100.0%	655
Total	55,257		10,204

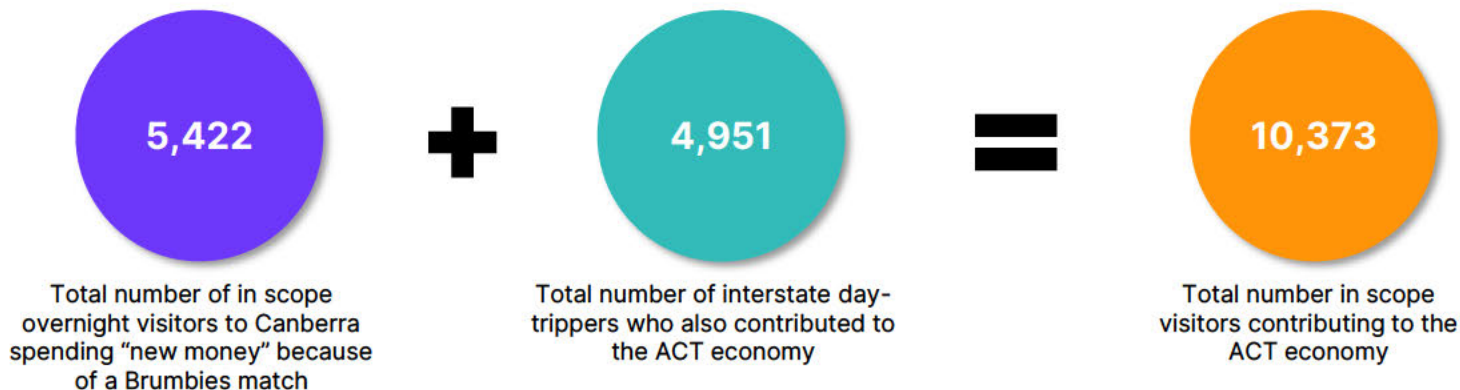
^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included. *Entourage not included in this metric.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

10,373 visitors to Canberra

An additional 169 people travelled to Canberra as a result of their travel party's intentions to attend a Brumbies match

ATTENDEE TYPE	TOTAL IN SCOPE ATTENDEES	IN SCOPE VISITOR TYPE	% VISITOR TYPE	# VISITOR TYPE	ACCOMPANYING PERSONS	TOTAL IN SCOPE VISITORS
Interstate/Overseas	8,925	Overnight	52%	5,338	85	5,422
	10,204	10,204	48%	4,867	84	4,951
Total	10,204			10,204	169	10,373



^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.
Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

\$2.3M spent in Canberra by visitors

Interstate overnight visitors stayed on average 1.90 nights and spent on average \$196 per day

ATTENDEE TYPE	TOTAL IN SCOPE VISITORS	AVERAGE LENGTH OF STAY	BED NIGHTS	AVERAGE DAILY SPEND	IN-SCOPE VISITOR SPEND
Interstate/Overseas Overnighters	5,422	1.90	10,280	\$196.49	\$2,019,920
Interstate Daytrippers	4,951	1	0	\$63.31	\$313,428
Total	10,373	1.90	10,280	\$132.93	\$2,333,348



^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.
Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

Increased length of stay to ACT YoY

OUTPUT	2025	2024	2023	2022	2021	2019	2018	2017	% DIFFERENCE 2025 v 2024
Total attendance	55,257	51,665	53,076	52,754	51,733	79,058	67,037	69,122	7%
Outside of ACT attendance	10,741	11,858	11,779	11,391	13,443	18,285	16,870	12,253	-9%
In Scope Visitors	10,373	11,565	11,604	11,416	13,148	17,889	16,064	10,584	-10%
Overnight Split	52%	62%	68%	44%	47%	69%	54%	57%	-15%
Avg. Length of Stay	1.90	1.78	2.47	1.93	1.8	1.96	1.67	1.42	7%
Bed nights	10,280	12,802	19,546	9,777	11,008	24,340	14,794	8,542	-20%
Avg. Daily Spend	\$132.93	\$134.18	\$145.72	\$107	\$213	\$182	\$183	\$164	-1%
In-Scope visitor spend	\$2,333,348	\$2,545,433	\$3,751,926	\$2,051,929	\$2,678,294	\$4,652,396	\$3,360,180	\$1,914,259	-8%

ANALYSIS:

- The portion of non-local attendees decreased from 27% to 21%. As a result, the number of in-scope visitors has decreased by 10%.
- The portion of visitors staying for at least one night has declined from 62% to 52%, reflective of the current cost of living pressure.
- Average daily spend is relatively flat year-on-year, with average overnight spend up 11%.
- Whilst average length of stay increased by 7%, total bed nights decreased by 20% due to a decrease in the number of in-scope visitors.
- Due to all of these factors, total economic impact is down 8% year-on-year.

^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.
Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

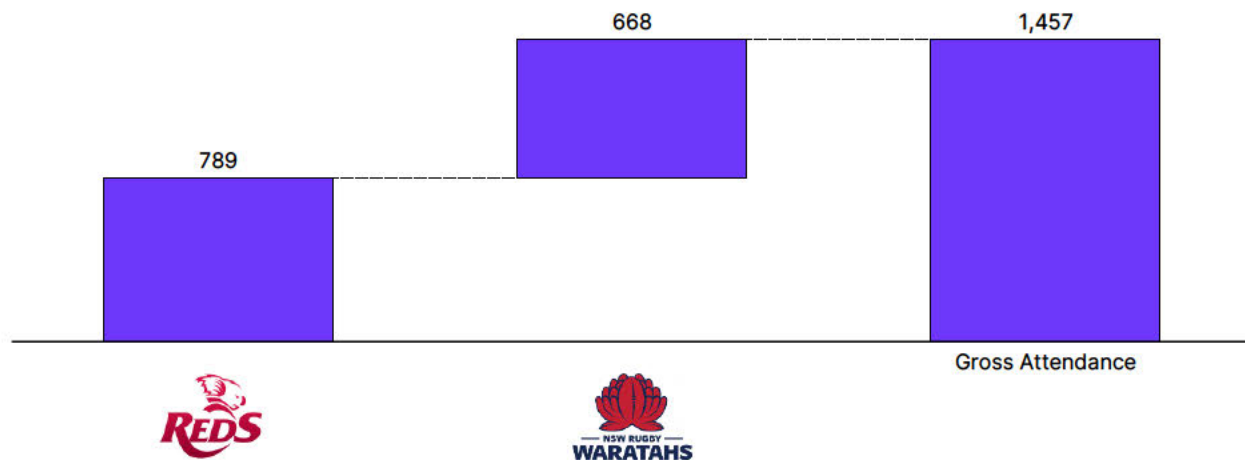
ACT Sport & Recreation

Appendix

Attendance Summary by Match

Gross attendance for Women's Brumbies matches was 1,457, with the match against the Reds on the 22nd of March generating the highest attendance at 789

Attendance by Fixture



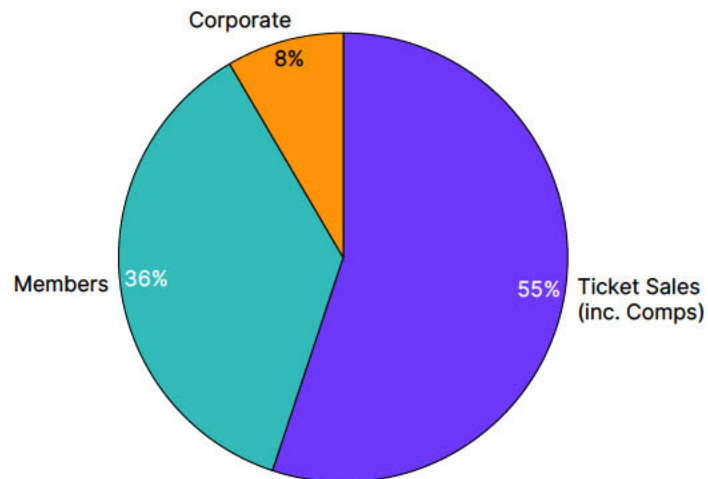
Average Attendance
per Game:
728

Source: ACT Brumbies Ticketing Information.

Attendance Source Summary

55% of attendance was sourced from Ticket Sales, with members accounting for 36% and corporate attendees 8%

Attendance Type – Share of Voice
%



Attendance Type – 2025



Source: ACT Brumbies Ticketing Information.

228 In Scope* visitors to Canberra

Approximately 19% of attendees were from outside of the ACT, equating to 228 visitors

Assumptions and Definitions:

- » Attendee type data supplied by the Brumbies
- » Attendance numbers from double headers are apportioned to the Men's and Women's figures, based on which matches they said they watched in the Online Survey
- » 10% of attendees stated they watched the Women's matches in 2025, compared to 8% in 2024
- » Ticket sales origin calculated as an average from the Intercept & Online Survey data from 2025
- » 82% of members live within the ACT and 18% Interstate (sourced from Brumbies)
- » 84% of Corporate attendees from the ACT (sourced from Brumbies)
- » In scope is defined as those whose main driver for visiting or extending their visit to Canberra / ACT was attending a Brumbies Match derived from Nielsen Sports Economic Impact & Attendee Research Online Survey (n=64) and Intercept Survey (n=160)
- » Total in Scope Visitors does not include persons that accompanied survey participants on their trip to Canberra
- » Due to low sample size, metrics from the men's survey have been used in the women's results.

ATTENDEE TYPE	TOTAL ATTENDEES	% IN SCOPE	# IN SCOPE
ACT Ticket Sales	650	0.0%	0
ACT Members	435	0.0%	0
ACT Corporates	103	0.0%	0
Interstate Ticket Sales	152	84.0%	128
Interstate Members	96	84.0%	80
Interstate Corporates	20	100.0%	20
Total	1,457		228

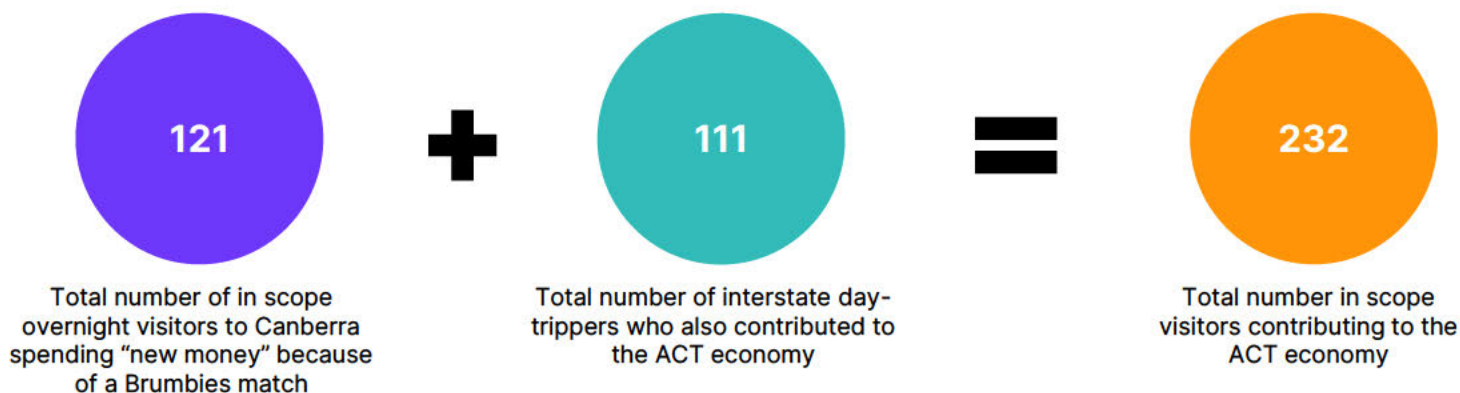
* In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included. *Entourage not included in this metric.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

232 visitors to Canberra

An additional 4 people travelled to Canberra as a result of their travel party's intentions to attend a Brumbies match

ATTENDEE TYPE	TOTAL IN SCOPE ATTENDEES	IN SCOPE VISITOR TYPE	% VISITOR TYPE	# VISITOR TYPE	ACCOMPANYING PERSONS	TOTAL IN SCOPE VISITORS
Interstate	228	Overnight	52%	119	2	121
		Daytrippers	48%	109	2	111
Total	228			228	4	232



^a In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.
Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

\$52k spent in Canberra by visitors

Interstate overnight visitors stayed on average 1.90 nights and spent on average \$196 per day

ATTENDEE TYPE	TOTAL IN SCOPE VISITORS	AVERAGE LENGTH OF STAY	BED NIGHTS	AVERAGE DAILY SPEND	IN-SCOPE VISITOR SPEND
Interstate Overnightrters	121	1.90	230	\$196.49	\$45,143
Interstate Daytrippers	111	1	0	\$63.31	\$7,005
Total	232	1.90	230	\$132.93	\$52,148



[^] In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

Key Metrics YOY

OUTPUT	2025	2024	2023	% Change
Total attendance	1,457	2,331	2,791	-38%
Outside of ACT attendance	268	578	814	-54%
In Scope Visitors	232	516	819	-55%
Overnight Split	52%	62%	62%	-15%
Avg. Length of Stay	1.90	1.78	2.50	7%
Bed nights	230	571	1,264	-60%
Avg. Daily Spend	\$132.93	\$134.18	\$129.93	-1%
In-Scope visitor spend	\$52,148	\$113,522	\$238,141	-54%

ANALYSIS:

- Attendance numbers from double headers are apportioned to the Men's and Women's figures, based on which matches they said they watched in the Online Survey
- Total attendance decreased by 38% due to one less fixture in 2025, with this driving the decline in in-scope visitors.
- The portion of visitors who stayed overnight decreased by 15% year-on-year. As a result, bed nights declined by 60%.
- Due to small sample size, many metrics from the men's results were used in the women's analysis.

^ In-Scope Attendees are defined as attendees whose main reason for visiting the region / host city was to attend the event. Those who extended their stay to attend the event are also included.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

Perception of Canberra is consistent

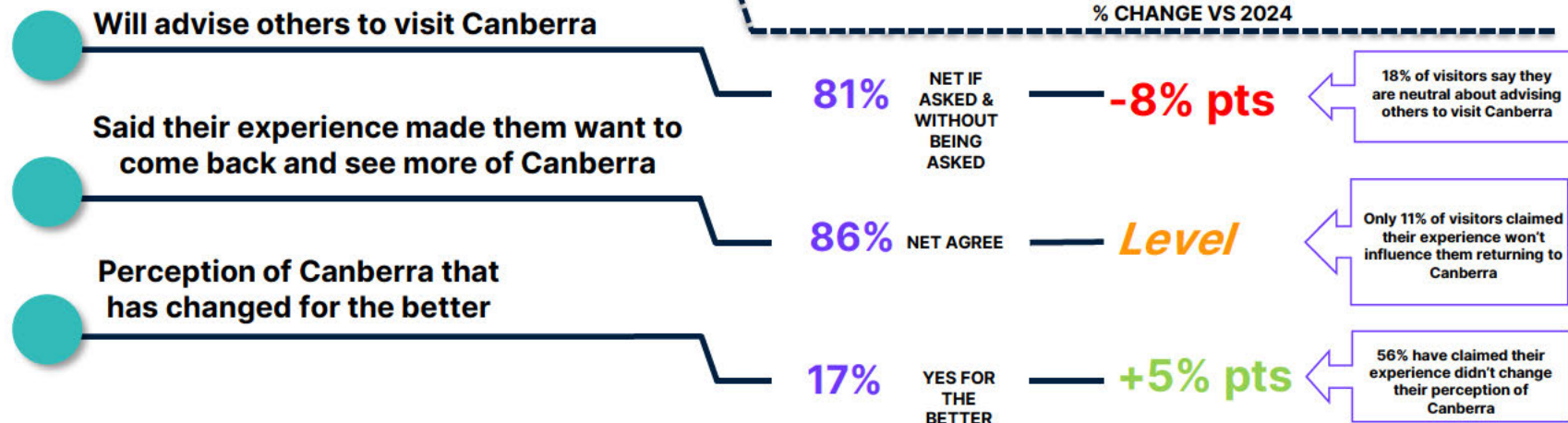
There has been an increase in visitor's perceptions of Canberra; with 17% saying their perception of Canberra has changed for the better, +5 %pts more than last year

PERCEPTIONS OF CANBERRA AMONGST INTERSTATE/OVERSEAS VISITORS

"It's a very friendly city with lots of great restaurants and bars"

"It's always a good weekend away with great food and is easy to get around"

% CHANGE VS 2024



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513, Visitors = 95.

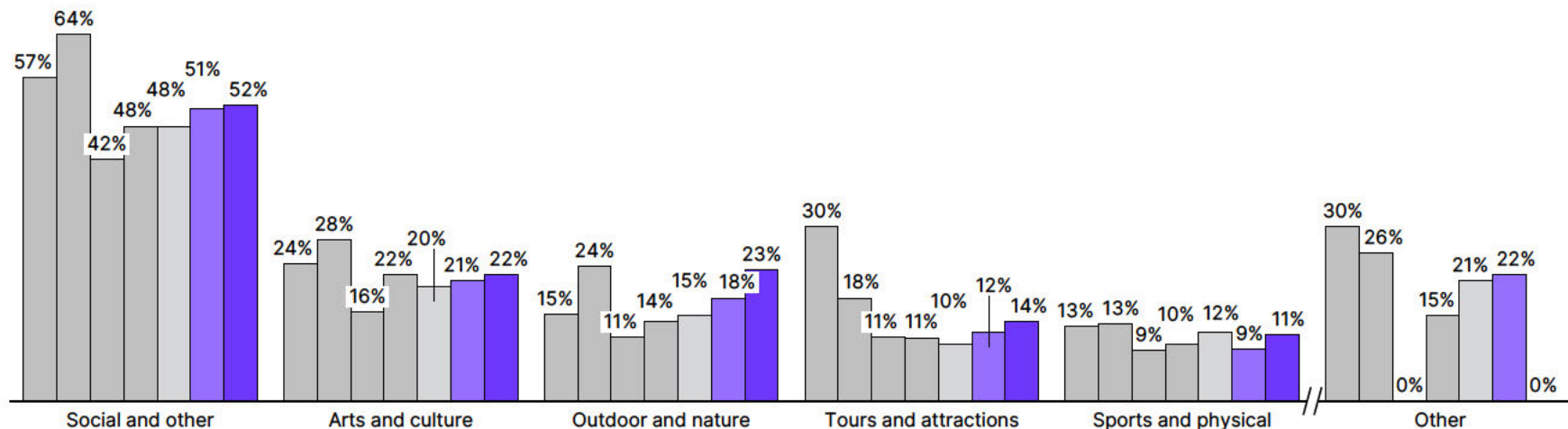
Activity Summary

The percentage of people who are engaging with outdoor activities has increased by five percentage points, with social activities the most popular amongst visitors

What other activities did you get up to whilst in Canberra?

% of Interstate Visitors

2018 2019 2021 2022 2023 2024 2025



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513, Visitors = 95.

Community Metrics Summary

91%

(+1% pt v 2024)

It helps enhance community spirit, pride and enjoyment

90%

(Level v 2024)

It makes me proud to be from Canberra / ACT

59%

(+1% pt v 2024)

Having it in Canberra creates a real buzz in the city

91%

(Level v 2024)

It helps make Canberra / ACT a more enjoyable place to live

71%

(+2% pts v 2024)

It is well-liked and positively embraced by the people of Canberra / ACT

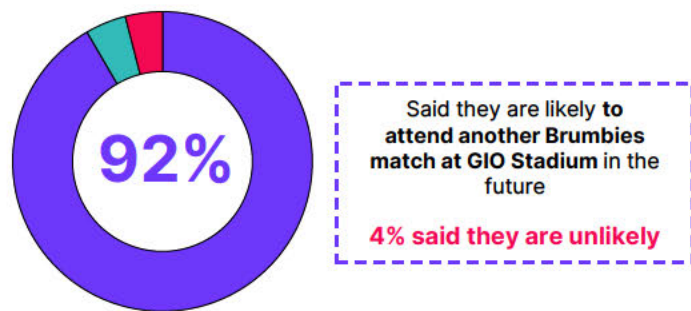


90% agreed that Brumbies players are positive role models in the community

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513, Locals = 418.

NPS Summary

The Net Promoter Score of Brumbies games among 2025 attendees is 44; five points higher than in 2024

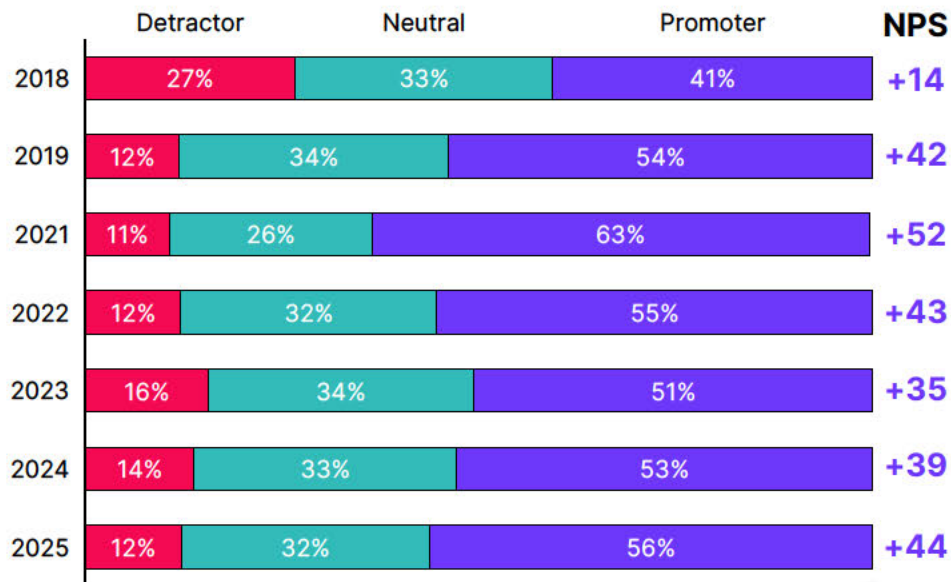


LIKELY 1% pt on 2024

NEUTRAL 0% pts on 2024

UNLIKELY 1% pt on 2024

Likelihood to recommend a Brumbies game
% of attendees



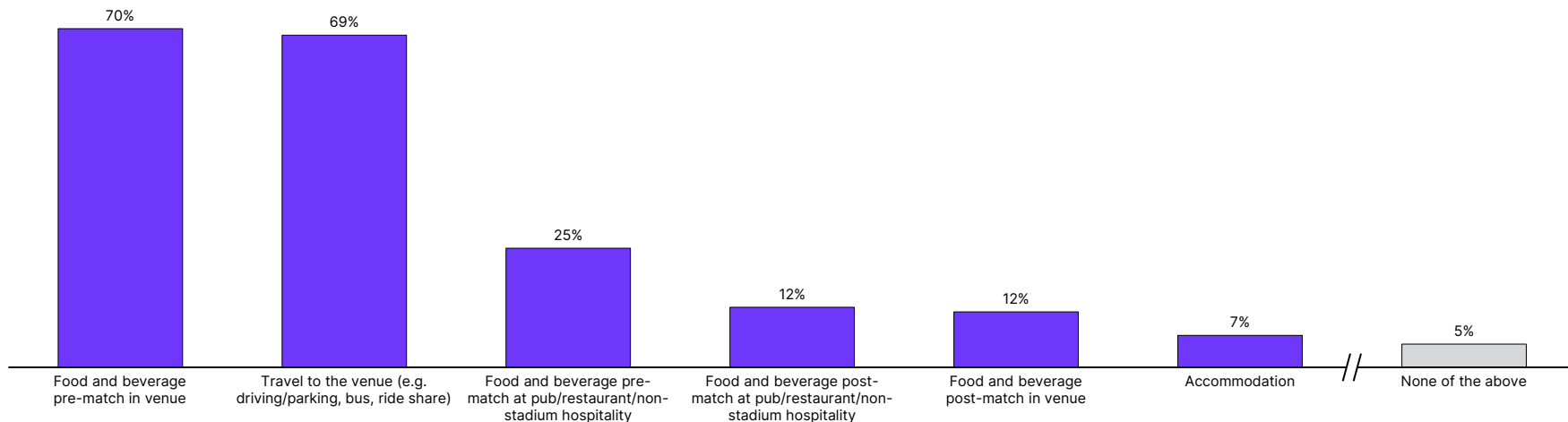
Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513.

High discretionary spend on travel & food

70% of respondents spent discretionary income on food and beverage in venue, just slightly ahead of travel to the venue

What event related goods/services do you spend your discretionary income on during your game day experience?

% of respondents



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513.

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

ACT Sport & Recreation Key Metrics - M

 	Total
Survey Sample Size (Online)*	508
Economic Impact (Visitor Expenditure)	\$2,333,348
Economic Activity (Local)	\$4,021,556
Visitation	10,373
Ticketed Attendance**	55,257
Bed Nights	10,280
Ave. Visitor Length of Stay	1.90
Ave. Visitor Daily Spend	\$132.93
Ave. Local Spend per Person	\$90.34
Likelihood of Return Visit	86%
Net Promoter Score	44
Enhances community spirit, pride, & enjoyment	91%
Event Satisfaction Rating	NA
Overall Marketing Score	NA

In-Scope Visitors			Locals
Total In-scope	Interstate/Over seas - Overnight	Interstate/over seas- Daytrip	
94	49	40	414
\$2,333,348	\$2,019,920	\$313,428	
			\$4,021,556
10,373	5,422	4,951	
	10,741		44,516
10,280	10,280		
	1.90	0	
	\$196.49	\$63.31	

* Includes In-Scope Visitors, Out-of-Scope Visitors, and Locals.

** Excludes entourage. Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

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ACT Sport & Recreation Key Metrics - W

 	Total
Survey Sample Size (Online)*	64
Economic Impact (Visitor Expenditure)	\$52,148
Economic Activity (Local)	\$107,397
Visitation	232
Ticketed Attendance**	1,457
Bed Nights	230
Ave. Visitor Length of Stay	1.90
Ave. Visitor Daily Spend	\$132.93
Ave. Local Spend per Person	\$90.34
Likelihood of Return Visit	86%
Net Promoter Score	44
Enhances community spirit, pride, & enjoyment	91%
Event Satisfaction Rating	NA
Overall Marketing Score	NA

In-Scope Visitors			Locals
Total In-scope	Interstate/Over seas - Overnight	Interstate/over seas- Daytrip	
7	2	5	57
\$52,148	\$45,143	\$7,005	
			\$107,397
232	121	111	
	268		1,189
230	230		
	1.90	0	
	\$196.49	\$63.31	

* Includes In-Scope Visitors, Out-of-Scope Visitors, and Locals.

** Excludes entourage. Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513. ACT Brumbies Intercept Survey: n = 352.

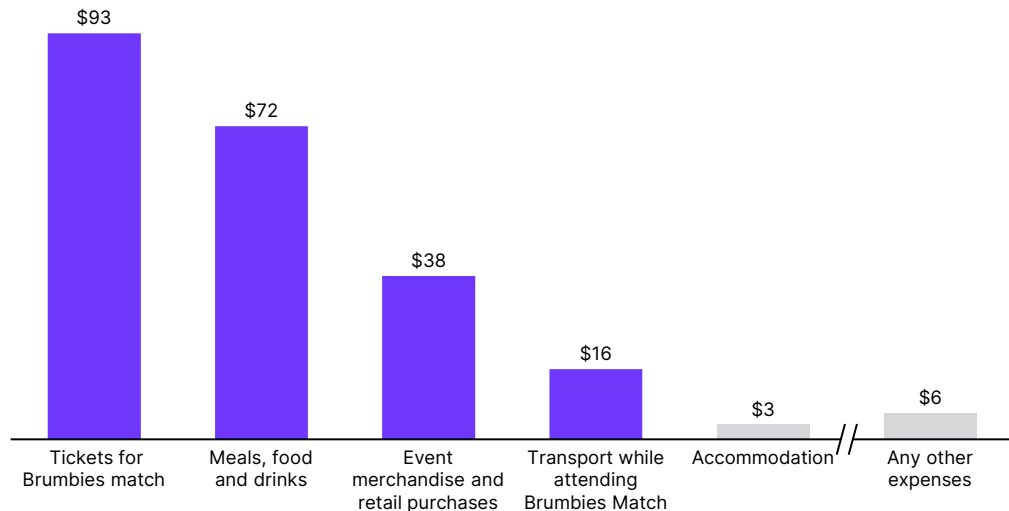
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Local Average Spend \$90 per person

Tickets for the Brumbies match was the main source of group expenditure among ACT residents; closely followed by meals, food and drinks

Average Local Group Expenditure as a Result of 2025 ACT Brumbies Home Games

\$ | ACT Residents



Local Residents

\$90

Per person expenditure

Local resident per person expenditure as a result of 2025 Brumbies home games.

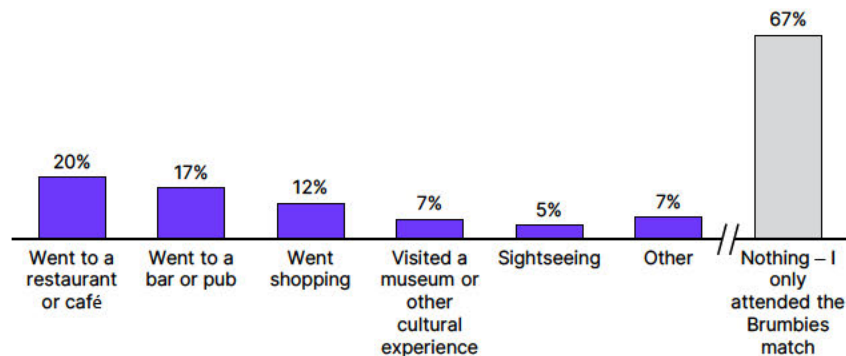
This is calculated based on an average group size of 2.5 people and group expenditure of \$228.

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513, Locals = 418.

Local Perception of Brumbies Match in ACT

Leisure Activities whilst in ACT for Brumbies Home Games

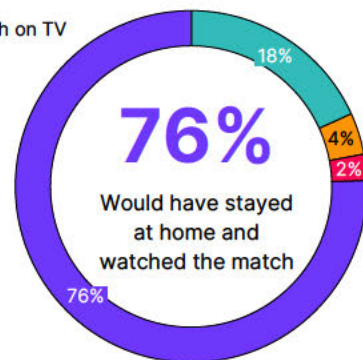
% ACT Residents



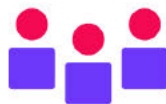
What local residents would have done instead of attending

% ACT Residents

- Stayed at home and watched the match on TV
- Stayed at home
- Something else in Canberra
- Something else outside of Canberra



99%



Of local ACT Residents believe it is **important for Canberra/the ACT to host Brumbies games**

95%



Of local ACT Residents believe it is **important for the ACT Government to be involved in hosting Brumbies games in the ACT**

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513, Locals = 418.

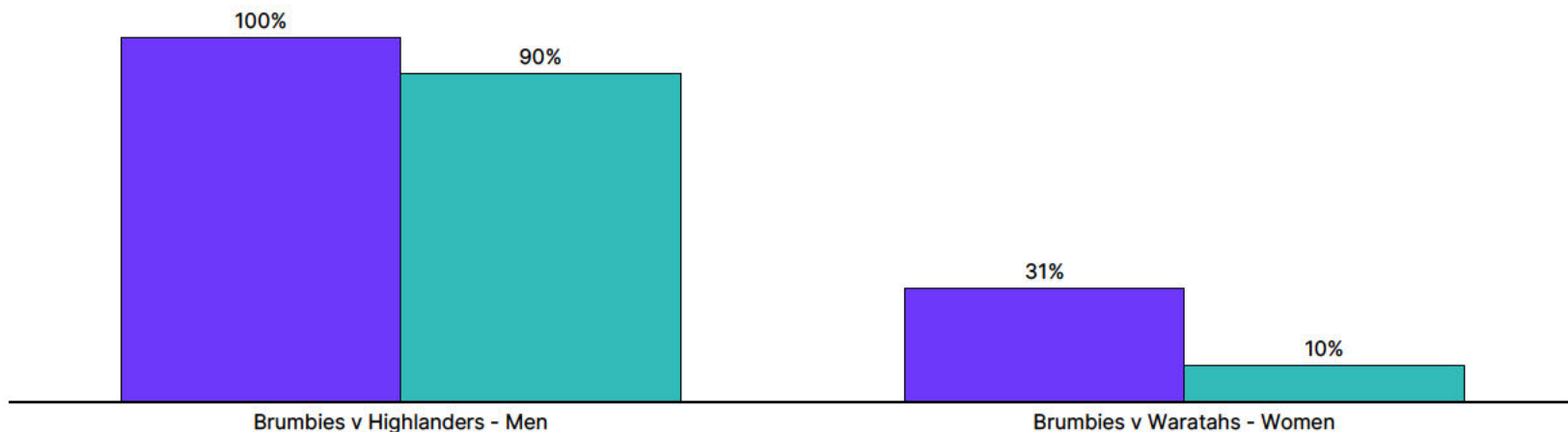
Most attending for men's match

For the double header, 90% of respondents indicated that the men's match against the Highlanders was the primary reason for attending

Match watched and Match primary reason for attendance

% of respondents

■ Watched ■ Main Reason



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513.

Brumbies Players are Positive Role Models

Do you see the ACT Brumbies players as positive role models in the community?

90%
Yes

Why do you see the ACT Brumbies players as positive role models in the community?

"They participate in community events. They also support younger players to play the sport and be active."

"The Brumbies are out in community, doing both work within the sporting clubs and for charity and not-for-profit groups. Previous players have remained in Canberra and contribute the community with businesses."

"They always do great family friendly activities and very rarely do you hear of Brumbies players getting involved in issues like NRL players."

"They demonstrated commitment to team work and working hard together can overcome challenges."

"They set examples to the younger generation on how athletes should behave on and off the field, as well as showing there are opportunities to grow into a sport you love."

Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513, Locals = 418.

Executive Summary

Partner Recall

Economic Impact – Men's

Economic Impact – Women's

Community Sentiment

ACT Sport & Recreation

Appendix

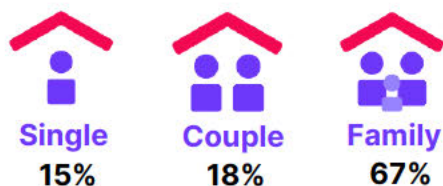
Brumbies Attendee Profile

Brumbies attendees are more likely to be male, aged between 45-54 and working full time; with a household income over \$200k

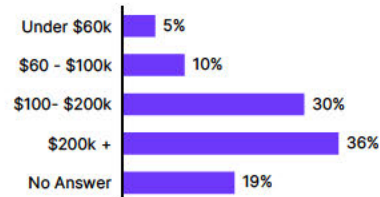
Gender



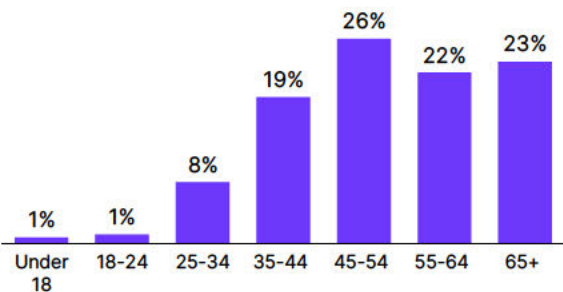
Household Status



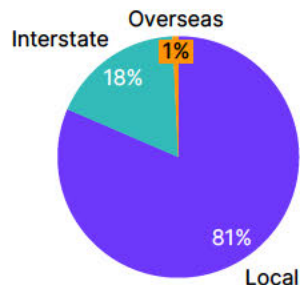
Household Income



Age



Location



Household

63%
Working Full Time



Source: ACT Brumbies Economic Impact & Attendee Research Online Survey: n = 513.

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2025 CANBERRA RAIDERS ECONOMIC IMPACT REPORT

Economic Impact & Attendee Research Report

October 2025

Project Overview

Nielsen Sports was commissioned by the Canberra Raiders to conduct a study of the Economic & Community Impact of both NRL & NRLW matches played in Canberra for the 2025 season, excluding NRL finals series matches.

The report includes:

- Gross Economic Impact to the Canberra region from the staging of 11 x NRL and 5 x NRLW (2 x standalone) home matches played in Canberra. Gross Economic Impact includes direct expenditure only.
- The Community Impact of NRL & NRLW Raiders matches is measured via overall event satisfaction of attending & changed visitor perceptions of the region amongst those who travelled to the state.
- Prompted and unprompted recall for a selection of Raiders sponsors.

Nielsen Sports was responsible for the questionnaire design, survey scripting and hosting online, data analysis and reporting. Canberra Raiders were responsible for distributing an email invitation to complete the survey to their attendee database.

At a 95% confidence interval the following sample sizes represent research accuracy to:

Survey Type	Completes	Variance
Online Survey – Main Reason Men's matches	1,169	+/-1%
Online Survey – Main Reason Women's matches	705	+/-1%



Executive Summary

Economic Impact

Event Experience &
Satisfaction

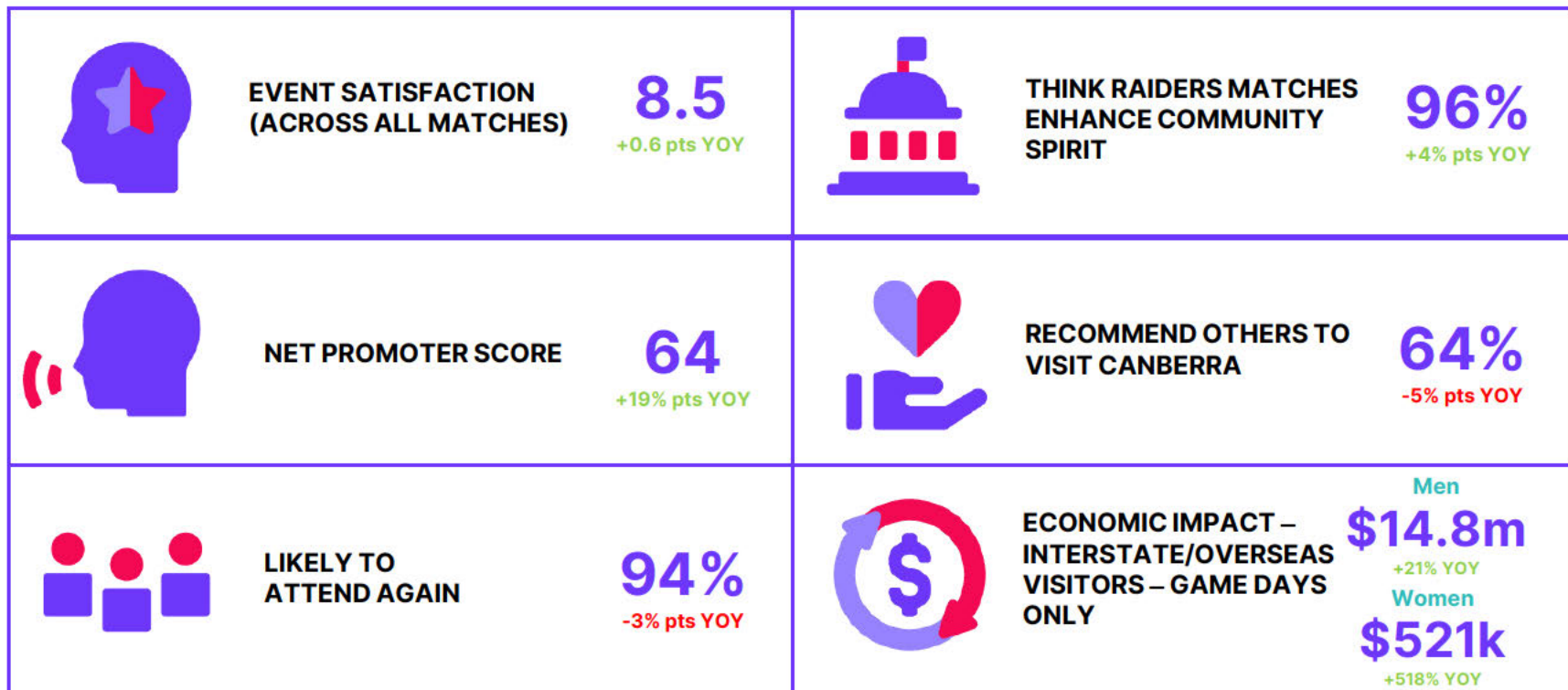
Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

Key Findings



Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311.

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Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

47,876 In-Scope Visitors to Canberra

Approximately 65% of interstate visitors who attended a Raiders match stayed overnight; equating to 30,826 visitors

Attendee Type	Total Attendees	% In scope Attendees	# In scope attendees
ACT Ticket Sales	120,054	0.00%	0
Interstate Ticket Sales	46,808	95%	44,412
Overseas Ticket Sales	1,420	95%	1,347
Total	168,281		45,759

Attendee Type	Total In Scope Attendees	In Scope Visitor Type	% Visitor Type	# Visitor Type	Accompanying Persons	Total In Scope Visitors
Interstate	44,412	Overnight	65%	28,933	1,893	30,826
		Daytrippers	35%	15,479	136	15,614
Overseas	1,347	Overnight	100%	1,347	88	1,435
Total	45,759			45,759	2,117	47,876

32,261

Total number of In-Scope Interstate and Overseas Overnight Visitors to Canberra spending "New Money" because of a Raiders match

+

15,614

Total number of In-Scope Interstate Daytripper Visitors who also contributed to the ACT economy

=

47,876

Total number of In-Scope visitors contributing to the ACT economy

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311.

Total Economic Impact for 2025 is \$14.8m

Overnight visitors accounted for 92% of total economic impact value; with the remaining \$1.2 million sourced from day trippers

Attendee Type	Total In Scope Visitors	Average length of Stay	Bed nights	Average Daily Spend	In-Scope visitor Spend
Interstate Overnights	30,826	2.14	65,830	\$197.73	\$13,016,650
Interstate Day trippers	15,614	n/a	0	\$75.46	\$1,178,242
Overseas Overnights	1,435	2.14	3,064	\$197.73	\$605,941
Total	47,876	2.14	68,894	\$157.85	\$14,800,834

\$13,622,591

Total direct expenditure
derived from 32,261 overnight
in-scope visitors

+

\$1,178,242

Total direct expenditure
derived from 15,614 in-scope
day visitors

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311.

Economic Impact Benchmarking

Total direct visitor expenditure increased by 21% compared to 2024 due to an increase in total attendance, bed nights and average daily spend

Attendee Type	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	% Difference to 2024
Total attendance	168,281	144,299	158,504	143,358	95,391	36,121	166,708	132,163	158,998	187,857	115,549	115,298	17%
Outside of ACT attendance	46,808	35,586	39,087	33,759	23,156	8,827	46,749	36,864	44,247	52,445	21,432	17,544	32%
In Scope Visitors	45,759	35,301	38,328	32,423	25,520	8,297	43,015	34,042	40,014	50,577	20,696	16,659	30%
Overnight Split	67%	65%	68%	67%	67%	66%	63%	63%	66%	56%	55%	62%	3%
Ave. Length of Stay (Overnighters)	2.14	2.57	2.12	1.71	1.93	1.65	1.78	1.95	1.60	1.61	1.72	1.87	-17%
Bed nights	68,894	61,557	57,035	39,014	28,258	9,584	51,236	45,953	43,200	45,950	20,270	19,879	12%
Ave. Daily Spend	\$157.85	\$147.27	\$174.12	\$146.61	\$156.38	\$143.59	\$135.64	\$135.97	\$158.24	\$171.72	\$164.60	\$205.88	7%
Direct Visitation Expenditure	\$14,800,834	\$12,245,653	\$12,950,833	\$7,900,873	\$7,325,033	\$1,913,596	\$9,951,493	\$8,548,102	\$8,476,131	\$10,846,644	\$4,456,670	\$4,900,756	21%

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311.

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1,679 In-Scope Visitors to Canberra

Approximately 65% of interstate visitors who attended a Raiders match stayed overnight; equating to 1,042 visitors

Attendee Type	Total Attendees	% In scope Attendees	# In scope attendees
ACT Ticket Sales	4,160	0.00%	0
Interstate Ticket Sales	1,579	97%	1,537
Overseas Ticket Sales	98	97%	95
Total	5,836		1,632

Attendee Type	Total In Scope Attendees	In Scope Visitor Type	% Visitor Type	# Visitor Type	Accompanying Persons	Total In Scope Visitors
Interstate	1,537	Overnight	65%	999	43	1,042
		Daytrippers	35%	537	0	537
Overseas	95	Overnight	100%	95	4	99
Total	1,632			1,537	43	1,679

1,141

Total number of In-Scope Interstate and Overseas Overnight Visitors to Canberra spending "New Money" because of a Raiders match

+

537

Total number of In-Scope Interstate Daytripper Visitors who also contributed to the ACT economy

=

1,679

Total number of In-Scope visitors contributing to the ACT economy

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311.

Total Economic Impact for 2025 is \$521k

Overnight visitors accounted for 92% of total economic impact value; with the remaining \$20k sourced from day trippers

Attendee Type	Total In Scope Visitors	Average length of Stay	Bed nights	Average Daily Spend	In-Scope visitor Spend
Interstate Overnights	1,042	2.21	2,308	\$200.09	\$461,722
Interstate Day trippers	537	n/a	0	\$73.53	\$39,517
Overseas Overnights	99	2.21	219	\$200.09	\$19,825
Total	1,679	2.21	2,527	\$159.58	\$521,064

\$481,547

Total direct expenditure
derived from 1,141 overnight in-
scope visitors

+

\$39,517

Total direct expenditure
derived from 537 in-scope day
visitors

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311.

Economic Impact Benchmarking

All metrics were up significantly year-on-year, with attendance and non-local attendees driving the uplift. The portion of those who stayed overnight increased by 53%

Attendee Type	2025	2024	2023	% Difference to 2024
Total attendance	5,836	2,531	3,543	131%
Outside of ACT attendance	1,579	379	607	316%
In Scope Visitors	1,537	364	607	322%
Overnight Split	65%	43%	48%	53%
Ave. Length of Stay (Overnighters)	2.21	1.94	1.89	14%
Bed nights	2,308	301	549	667%
Ave. Daily Spend	\$159.58	\$141.20	\$159.00	13%
Direct Visitation Expenditure	\$521,064	\$84,379	\$161,193	518%

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311.

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Executive Summary

Economic Impact

**Event Experience &
Satisfaction**

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

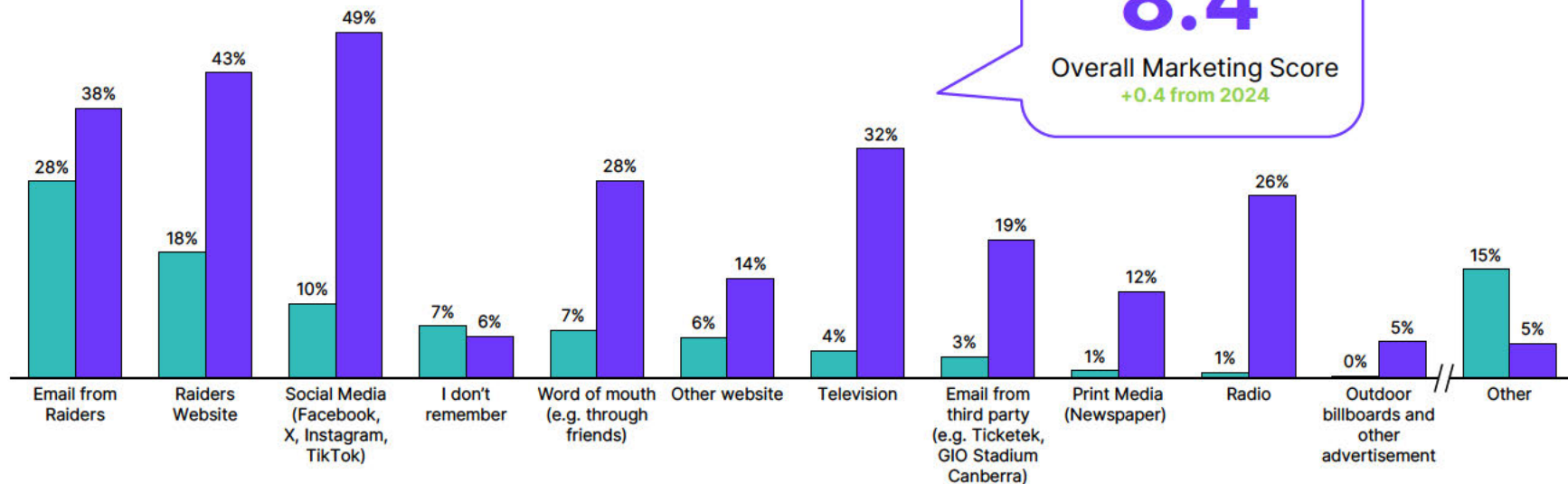
Website & Internet key drivers of awareness

Emails from the Raiders and the Raiders website were the primary method via which respondents first heard about a given Raiders match (28 & 18% respectively); whilst Social Media was the channel through which respondents also heard about the event the most

Communication and Marketing Channels

"Where did you first find out and where else did you hear about the Raiders match?" | % of Attendees

First heard about the event Also heard about the event



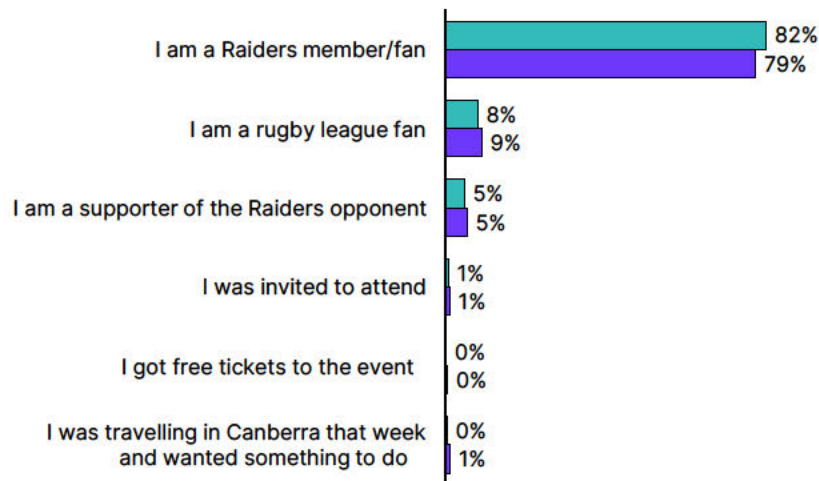
Source: Canberra Raiders Attendance Survey: n = 1,311.

Membership drives reasons for attending

79% of respondents stated that the reason for attending the match was because they are a Raiders member/fan; whilst 9% stated that they are a general rugby league fan

What was your main reason for attending the Raiders match?

2024 2025



Who did you attend with?

25%

Families, just adults

40%

Families, with children

33%

Friends

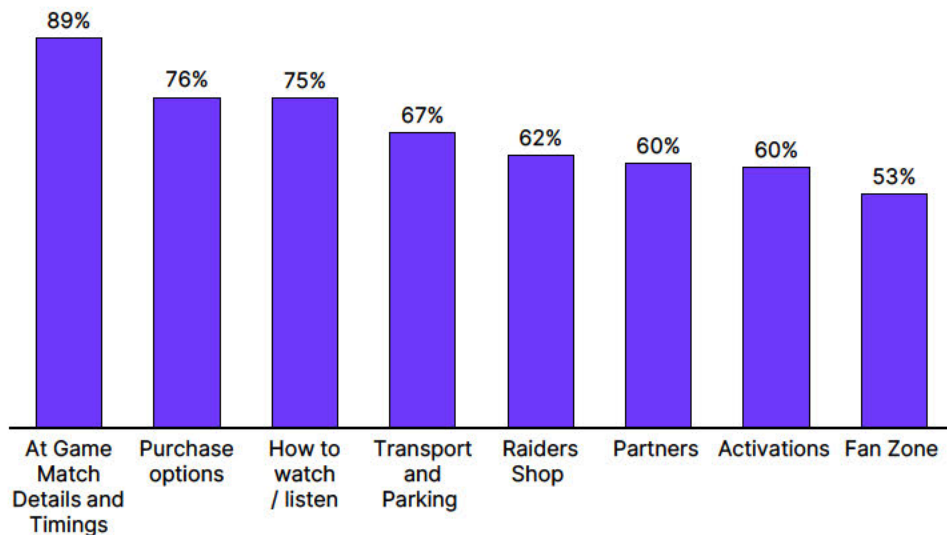
Source: Canberra Raiders Attendance Survey: n = 1,311.

Awareness strong for key event elements

Prior to attending a match, 89% of respondents were aware of game match details and timings, with 60% informed about partners and activations

Before attending Raiders game days at GIO Stadium Canberra in 2025, I was well informed about the following?

2025 | Net Agree



Brought Family or Friends from Outside ACT to Canberra Raiders match

2025

3.3

Average number of tickets purchased/received to attend Raiders match.



1.5

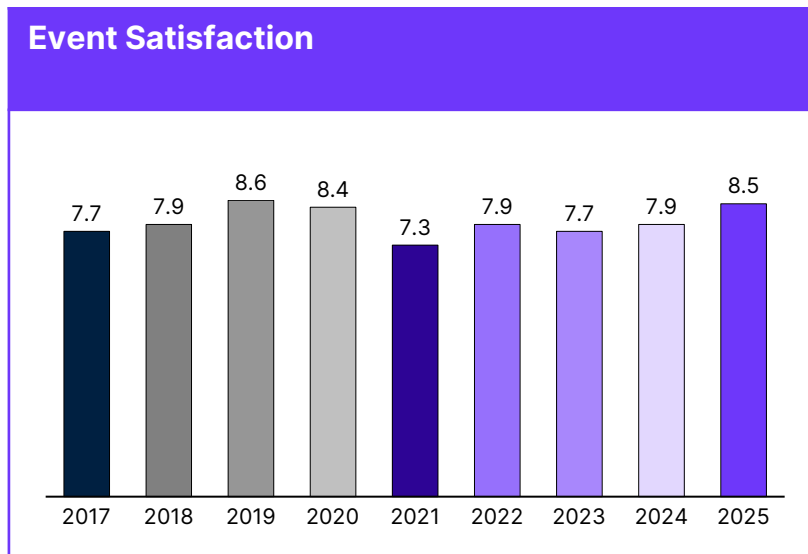
Tickets purchased for people that live outside of the ACT to attend Raiders match.

Source: Canberra Raiders Attendance Survey: n = 1,311.

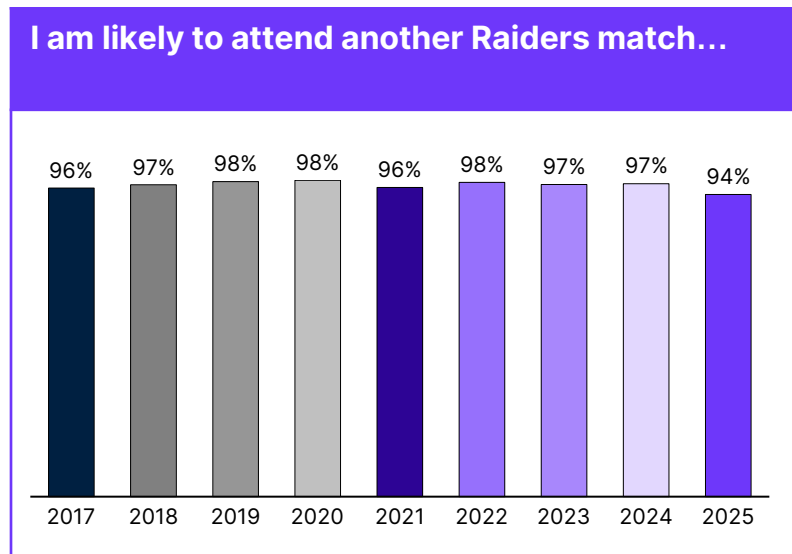
Highest satisfaction since 2019

Event Satisfaction increased significantly (+0.6 points compared to 2024), with 94% of respondents likely to attend another Raiders match at GIO Stadium again

Please describe your overall level of satisfaction and enjoyment from attending your most recent Raiders match at GIO Stadium Canberra?
1 – 10 Point Scale



How likely are you to attend another Raiders match at GIO Stadium Canberra in future?
% of In-Scope respondents



Source: Canberra Raiders Attendance Survey: n = 1,311.

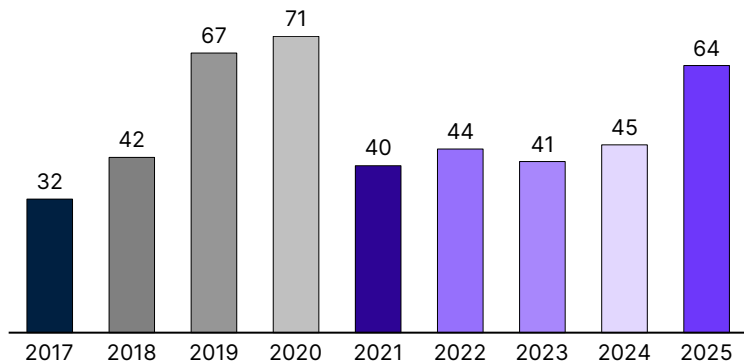
NPS up significantly compared to 2024

NPS increased by 19 points in 2025, the highest metric recorded since 2020, with the portion of attendees stating the event was better than expected; the strongest result across nine years

How likely are you to recommend attending a Raiders match to your friends and colleagues in the future?

1 – 10 Point Scale

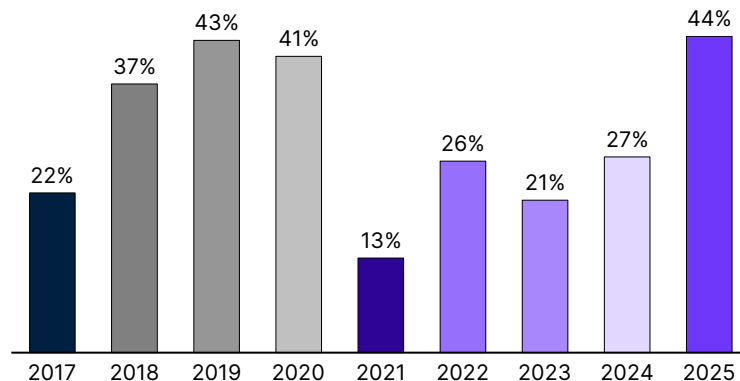
Net Promoter Score



After attending the most recent Raiders match, would you say that it was...

% of In-Scope respondents

The event was better than expected...



Source: Canberra Raiders Attendance Survey: n = 1,311.

Atmosphere notable element of satisfaction

For the large majority of those who gave a positive event satisfaction score; the atmosphere was a key factor as well as strong community sentiment

What was the major reason for your positive satisfaction rating?

"The venue is easy to get in and out of, lots of activity for the kids and the view from the seats were good."

"The atmosphere this year has been electric, which comes along with a winning season, but this year felt different. The Viking Clap, the participants on the Viking Horn, having Simon drum them in last week."

"I love everything that comes with Raiders games, the atmosphere is great. There is a sense of community when you attend, facilities are clean, great range of food to purchase."

What was the major reason for your negative satisfaction rating?

"The stadium is outdated and uncomfortable, plus the prices are just too expensive."

"Toilet facilities were insufficient, and food was not great."

Love the games but it's stressful parking and getting out of the stadium and car park."

Key Insights:

In reviewing the responses, a few key items were noted:

- » The key drivers of positive satisfaction scores derived from the entertainment provided by the Raiders and the general atmosphere
- » A small portion of respondents indicated that the Stadium was outdated and needed improvements, with insufficient amenities and difficult with parking
- » Respondents noted that player and crowd engagement were key drivers of their overall satisfaction

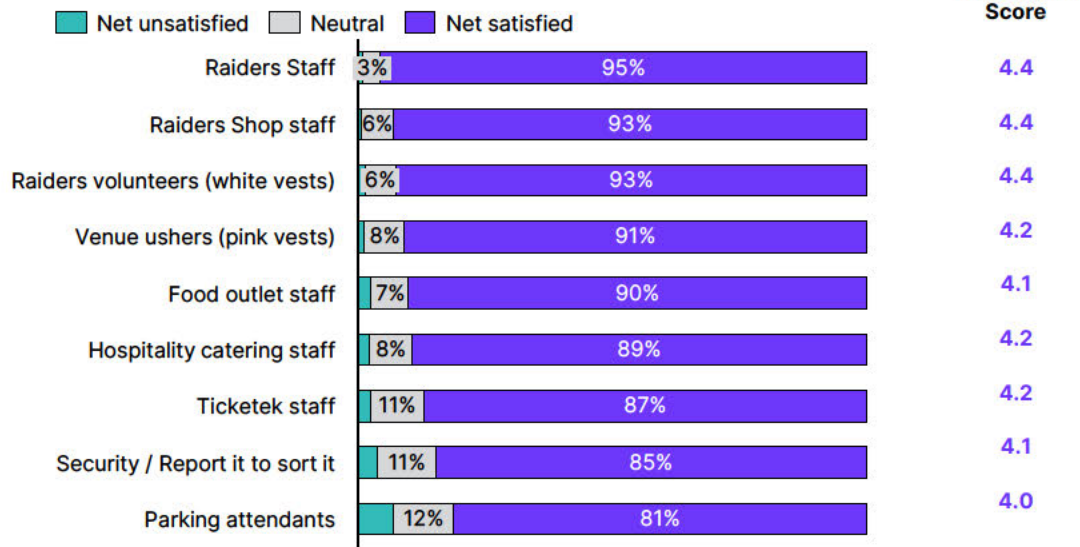
Source: Canberra Raiders Attendance Survey: n = 1,311.

Customer Service Experience Satisfaction

95% of respondents said they were satisfied with the level of customer service from Raiders staff, with parking attendants recording the lowest net satisfaction

What level of customer service did you experience attending the match?

1 – 5 Point Scale



"On-field action aside, what can the Raiders do to make your experience at Raiders game days at GIO Stadium Canberra more enjoyable?"

- » "Improved traffic management when entering the car parks."
- » "The game day interaction from the field/sidelines is always directed only at the bays directly next to the tunnel. Would be great if other areas of the stadium could have some level of interaction."
- » "Increased opportunities for the kids to meet players."
- » "Make the power play better and give more rewards for members turning up to every game."
- » "There was a NSW cup game after main game which I stayed for however food venues closed after the main game. Access to food especially at that time may have encouraged people to stay longer."

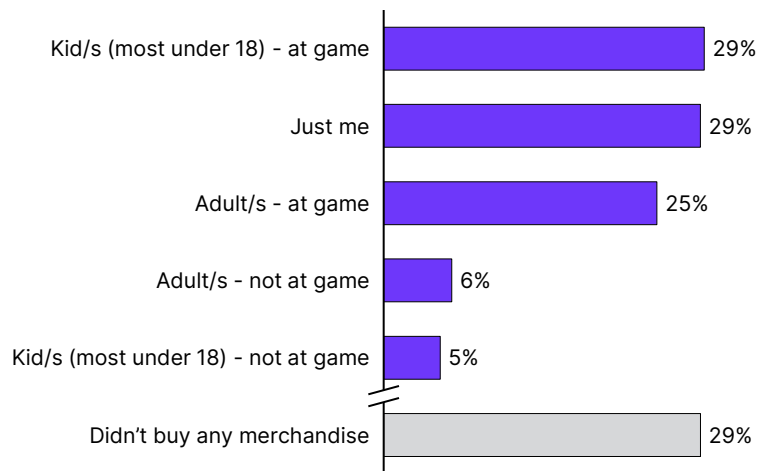
Source: Canberra Raiders Attendance Survey: n = 1,311.

Merchandise primarily bought for kids

85% of respondents found what they were looking for in terms of merchandise, with attendees noting a wider size range and limited-edition products as potential new items

When it comes to merchandise at raiders game days at GIO Stadium Canberra, who do you buy gear for?

2025



Did you find what you were looking for?

85%

Yes

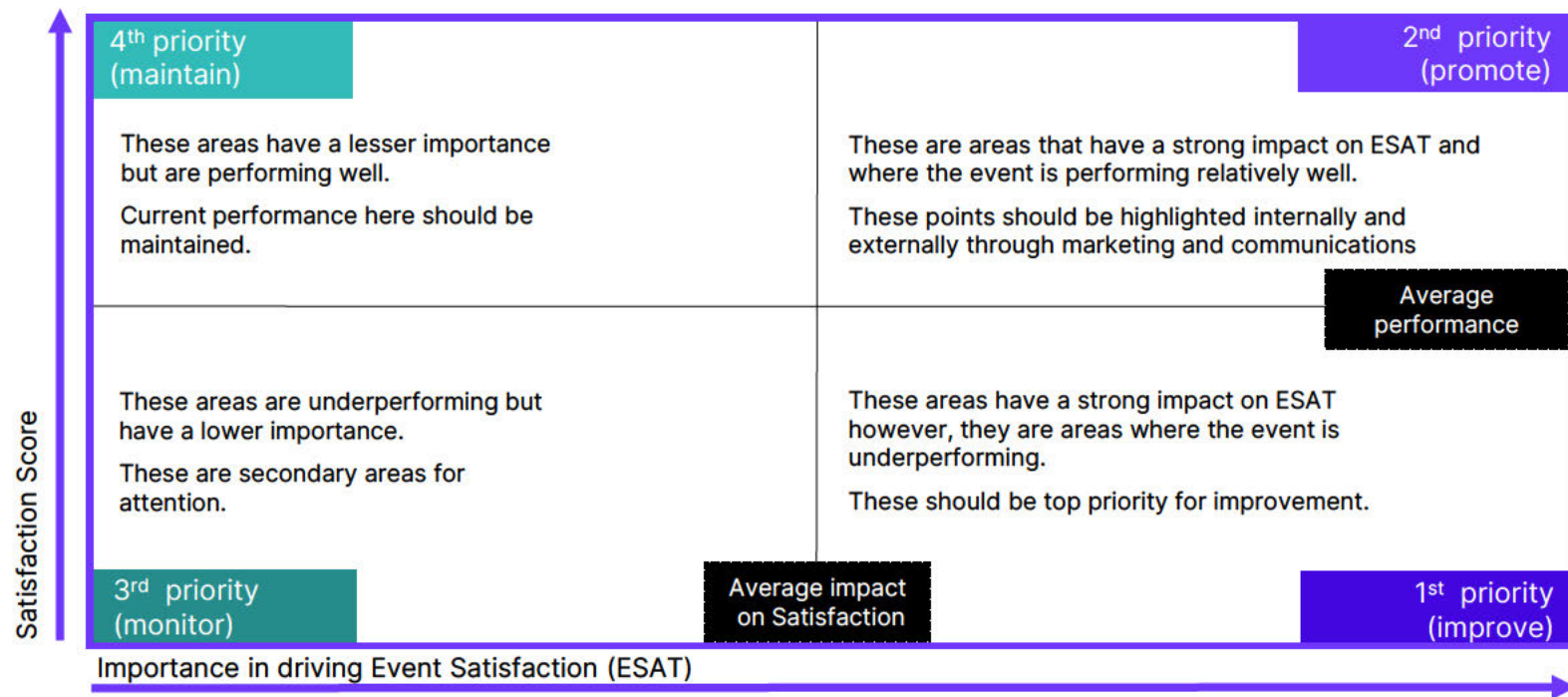
"What was missing? What other merchandise items would you like to see available to purchase?"

- » "Bigger sizes in Jersey range."
- » "Raiders Blankets and better-quality ponchos for when its raining."
- » "More women's selection. I would look at what the NFL offers- they have a wide variety of merch."
- » "It would be great if there were more collectible and special-edition items available. Things like retro jerseys, signed posters, limited-edition pins, commemorative scarves."

Source: Canberra Raiders Attendance Survey: n = 1,311.

Nielsen Impact Matrix

The matrix allows the Canberra Raiders to prioritise which areas should be a focus in the future



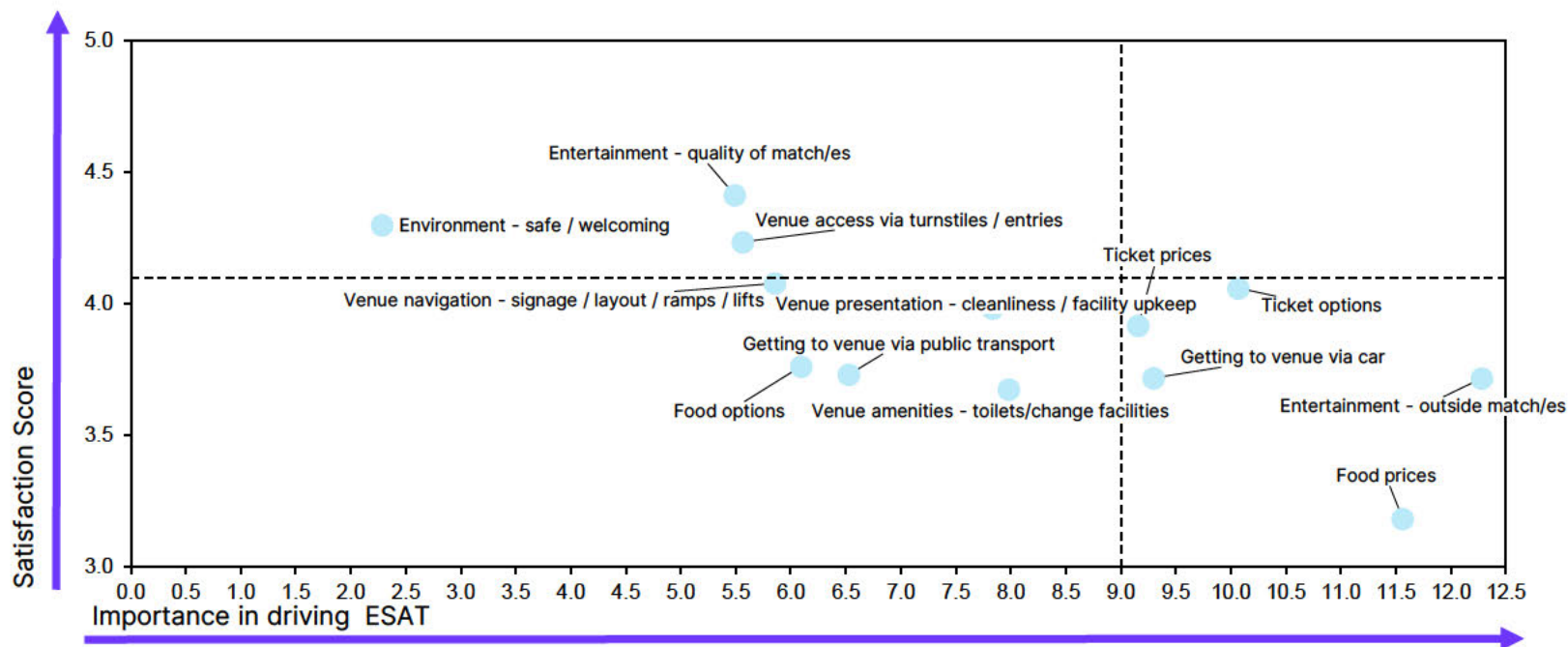
ESAT = Event Satisfaction

*Excludes those who did not experience element.

Source: Canberra Raiders Attendance Survey: n = 1,311.

Canberra Raiders: Nielsen Impact Matrix

Entertainment outside of matches and food prices were key elements that drove satisfaction amongst respondents



*Excludes those who did not experience element.
Source: Canberra Raiders Attendance Survey: n = 1,311.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

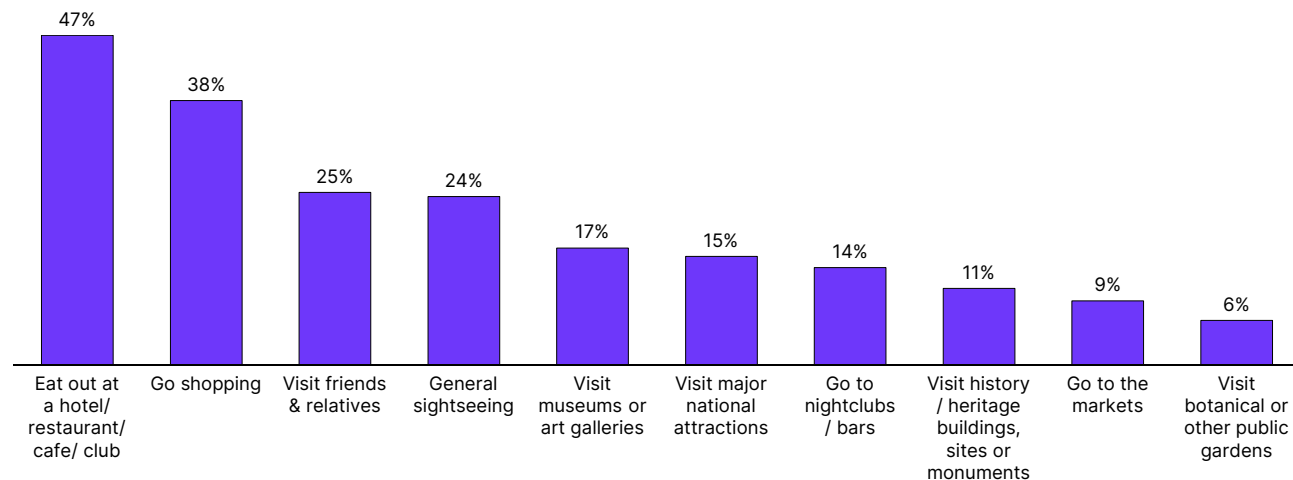
Appendix

Eating out and shopping most popular

Dining and Shopping were the two most popular activities amongst respondents, with 90% of respondents stating their experience made them want to come back and see more of Canberra

What other activities did you get up to whilst in Canberra?

Top Ten | 2025



64%

Would recommend Canberra without being asked

Down 5% pts YOY

90%

Said their experience made them want to come back and see more of Canberra

Up 3% pts YOY

18%

Perception of Canberra that has changed for the better

Up 4% pts YOY

81% said it remained unchanged

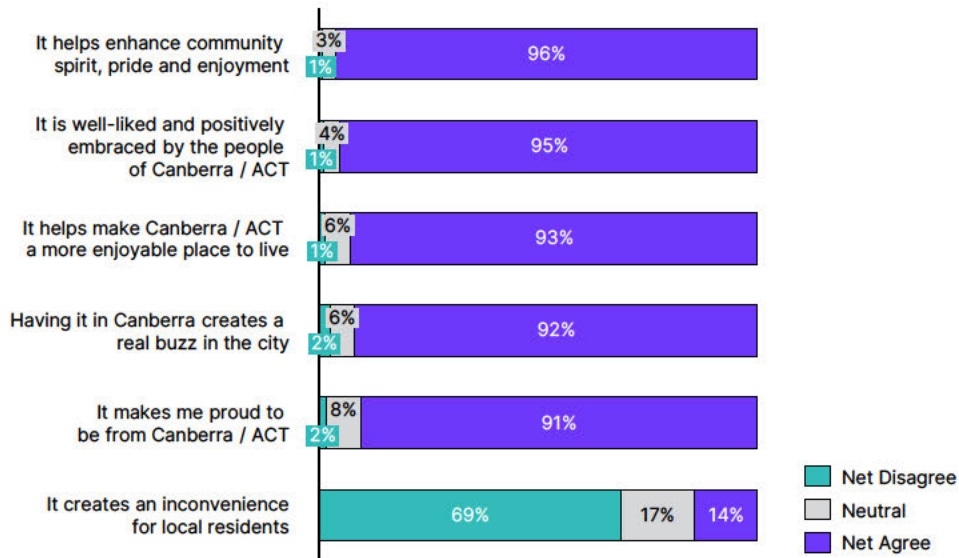
Source: Canberra Raiders Attendance Survey: n = 1,311. Visitors = 506.

Community sentiment remains high

Community sentiment increased positively across the majority of metrics, with 96% stating it helps enhance community spirit, pride and enjoyment

To what extent do you agree with the following statements regarding Raiders matches in Canberra?

% Local Residents



2024	2023	2022	2021	2020	2019	2018	2017
92%	92%	94%	94%	95%	94%	89%	91%
89%	88%	93%	93%	93%	94%	80%	80%
84%	83%	86%	91%	89%	88%	81%	81%
84%	81%	84%	89%	91%	92%	75%	74%
77%	80%	82%	88%	90%	90%	73%	75%
8%	11%	11%	9%	9%	8%	10%	8%

Source: Canberra Raiders Attendance Survey: n = 1,311. Local Residents = 805.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

Sch 2.2(a)(xi)

Sch 2.2(a)(xi)

Sch 2.2(a)(xi)

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

ACT Sport & Recreation

Appendix

ACT Sport & Recreation Key Metrics

 	Total
Survey Sample Size*	1,169
Economic Impact (Visitor Expenditure)	\$14,800,834
Economic Activity (Local)	\$11,169,552
Visitation	47,876
Ticketed Attendance**	168,281
Bed Nights	68,894
Ave. Visitor Length of Stay	2.14
Ave. Visitor Daily Spend	\$157.42
Ave. Local Spend per Person	\$93.04
Likelihood of Return Visit	94%
Net Promoter Score	64
Enhances community spirit, pride, & enjoyment	96%
Event Satisfaction Rating	8.4
Overall Marketing Score	8.5

In-Scope Visitors				Locals
Total In-scope	Interstate - Overnight	Interstate - Daytrip	Overseas	
389	243	6130	16	780
\$14,800,834	\$13,016,650	\$1,178,242	\$605,941	
				\$11,169,552
47,876	30,826	15,614	1,435	
	46,808		1,347	120,054
68,894	65,830		3,064	
	2.14	0	2.14	
	\$197.73	\$75.46	\$197.73	

*Does not include out of scope visitors. **Excludes entourage.

Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311. Local Residents = 805. Visitors = 506. Note: community metrics based on all matches (men's & women's).

ACT Sport & Recreation Key Metrics

 	Total
Survey Sample Size*	705
Economic Impact (Visitor Expenditure)	\$521,064
Economic Activity (Local)	\$387,035
Visitation	1,679
Ticketed Attendance**	5,836
Bed Nights	2,527
Ave. Visitor Length of Stay	2.21
Ave. Visitor Daily Spend	\$159.58
Ave. Local Spend per Person	\$93.04
Likelihood of Return Visit	94%
Net Promoter Score	64
Enhances community spirit, pride, & enjoyment	96%
Event Satisfaction Rating	8.4
Overall Marketing Score	8.5

In-Scope Visitors				Locals
Total In-scope	Interstate - Overnight	Interstate - Daytrip	Overseas	
219	134	71	16	486
\$521,064	\$461,722	\$39,517	\$19,825	
				\$387,035
1,679	1,042	537	99	
	1,579		98	4,160
2,527	2,308		219	
	2.21	0	2.21	
	\$200.09	\$73.53	\$200.09	

*Does not include out of scope visitors. **Excludes entourage.

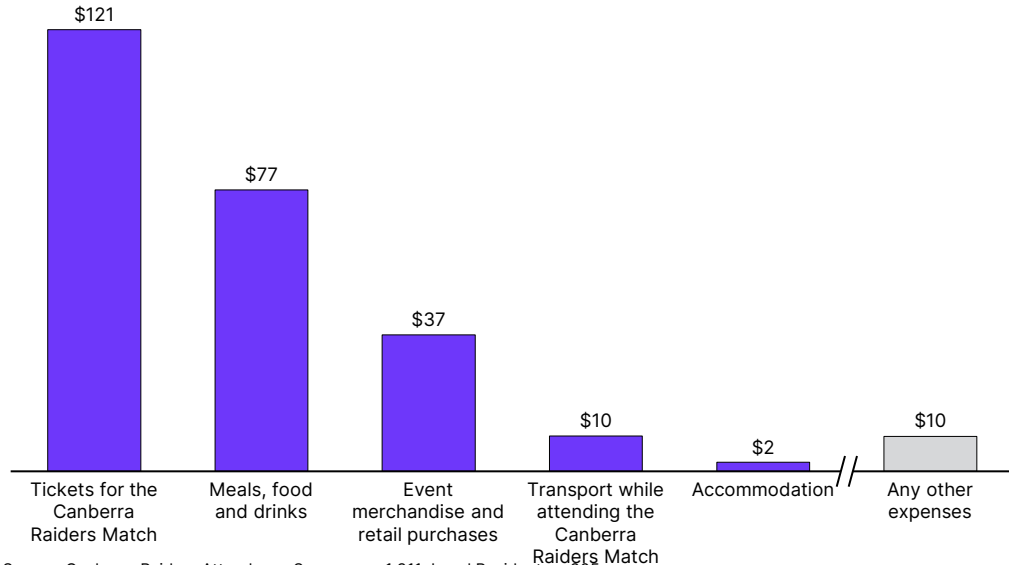
Source: Canberra Raiders ticketing information | Source: Canberra Raiders Attendance Survey: n = 1,311. Local Residents = 805. Visitors = 506. Note: community metrics based on all matches (men's & women's).

Local Average Spend \$93 per person

Tickets for the Raiders match was the main source of group expenditure among ACT residents; followed by meals, food and drinks

Average Local Group Expenditure as a Result of 2025 Canberra Raiders Home Games

\$ | ACT Residents



Source: Canberra Raiders Attendance Survey: n = 1,311. Local Residents = 805.

Series 1

Local Residents

\$93

Per person expenditure

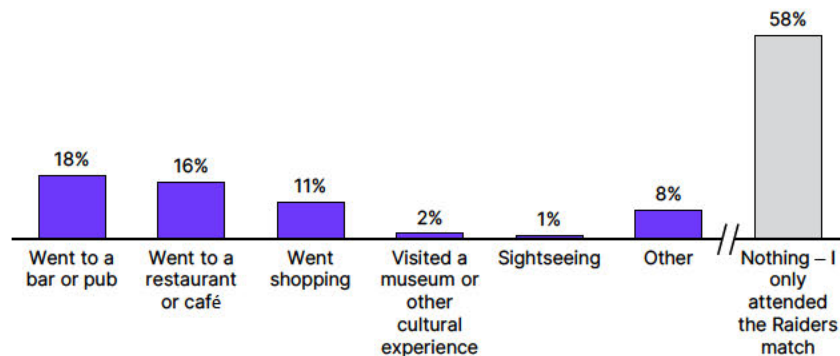
Local resident per person expenditure as a result of 2025 Raiders home games.

This is calculated based on an average group size of 2.8 people and group expenditure of \$256.

Local Perception of Raiders Match in ACT

Leisure Activities whilst in ACT for Raiders Home Games

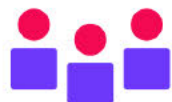
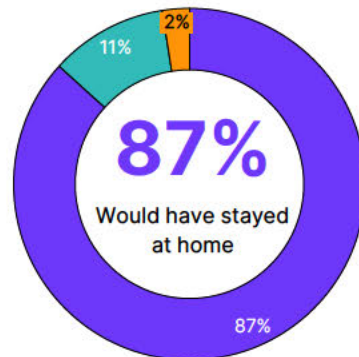
% ACT Residents



What local residents would have done instead of attending

% ACT Residents

- Stayed at home
- Something else in Canberra
- Something else outside of Canberra



99%

Of local ACT Residents believe it is **important for Canberra/the ACT to host Raiders games**



85%

Of local ACT Residents believe it is **important for the ACT Government to be involved in hosting Raiders games in the ACT**

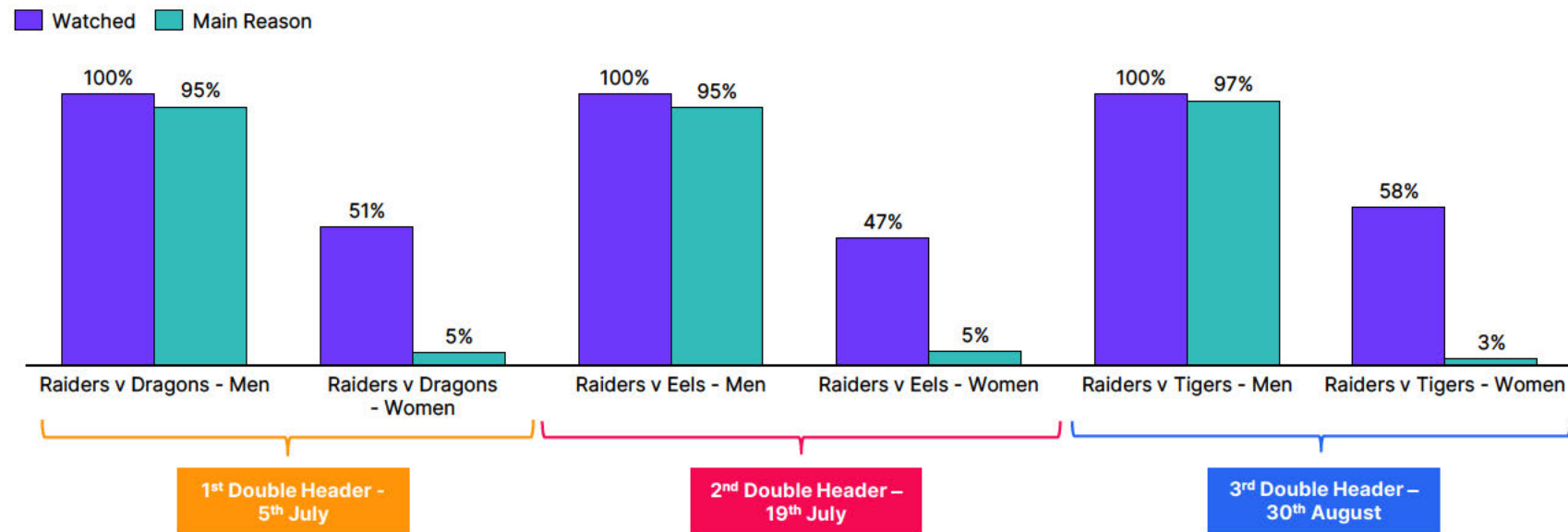
Source: Canberra Raiders Attendance Survey: n = 1,311. Local Residents = 805.

Most attending for men's match

For the third double header of the season, 97% of respondents indicated that the men's match was their main reason for attending

Match watched and Match primary reason for attendance

% of respondents who attended both matches



Source: Canberra Raiders Attendance Survey: n = 1,311.

Raiders Players are Positive Role Models

Do you see the Canberra Raiders players as positive role models in the community?

83%
Yes



Why do you see the Canberra Raiders players as positive role models in the community?

"The club takes a strong stand on player behaviour."

"Building the community through sports, inspires the current and next generations of sportsmen and women and fans."

"They are role models for our young NRL players. The young boys and girls look up to them both on and off the field."

"They are always friendly and willing to chat to fans. They are generous with their time and professional in their attitudes."

"They train hard, support the community and show others what's possible."

Source: Canberra Raiders Attendance Survey: n = 1,311. Local Residents = 805.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Tourism & Community Impact

Sponsor Recall

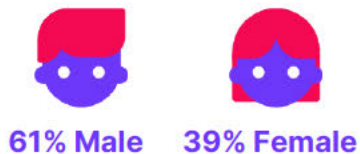
ACT Sport & Recreation

Appendix

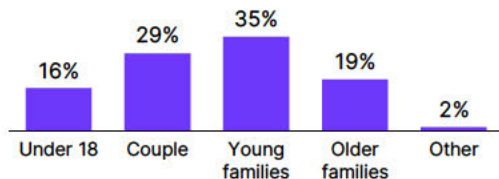
Raiders Attendee Profile

Raiders attendees are more likely to be male, aged between 40-54 and working full time; with a household income above \$160,000

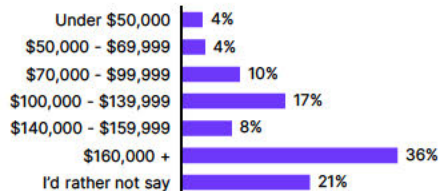
Gender



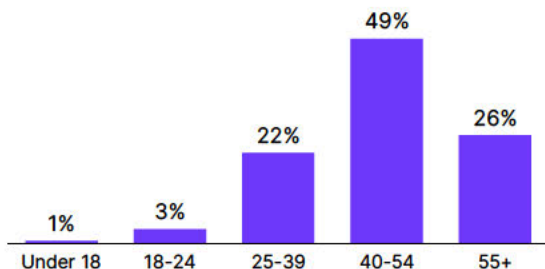
Household Status



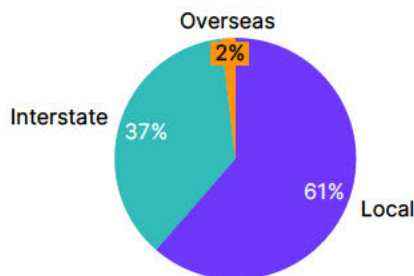
Household Income



Age



Location



Employment Status



Source: Canberra Raiders Attendance Survey: n = 1,311.

Sch 2.2(a)(xi)





**GWS Giants Economic Impact &
Attendee Research Report**

October 2025

Project Overview

Nielsen Sports was commissioned by the GWS Giants to conduct a study of the economic & community impact of matches played in Canberra for the 2025 season.

The report includes:

- Gross economic impact to the Canberra region from the staging of 2025 GWS Giants home matches played in Canberra. Gross Economic Impact includes direct expenditure only.
- The community impact of Giants matches is measured via overall event satisfaction of attending & changed visitor perceptions of the region amongst those who travelled to the state.
- Prompted and unprompted recall for a selection of Giants sponsors.

Nielsen Sports was responsible for the questionnaire design, survey scripting and hosting online, data analysis and reporting. GWS Giants were responsible for distributing an email invitation to complete the survey to their attendee database. To complement the online survey, an intercept survey was conducted at one match to help drive increases in in-scope sample size.

Survey Type	Completes
Online Survey	333
Intercept Survey	316



Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

Executive Summary: Key Metrics



Prompted Partner Recall

47%

Prompted Recall of
CBR Partnership

When asked to recall sponsors of the GWS Giants, 47% of respondents noted CBR. Unprompted recall was 30%.

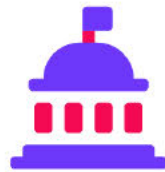


Economic Impact Insights

\$3.0M

Injected into the Canberra
economy by visitors

A total of 12,030 In-Scope visitors spent money within the Canberra/ACT area as a result of attending Giants fixtures, with an average of \$181 per day spent by overnight visitors.



Community Sentiment Insights

90%

Said they'll advise others to
come to Canberra

90% of attendees stated that they would advise others to come to Canberra. 16% of patrons stated that their visit changed their perception of Canberra for the better.

Source: GWS Giants 2025 Attendance Survey, n=333. GWS Giants 2025 Intercept Survey, n = 316. Attendance metrics provided by GWS Giants.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

Comparison of key metrics versus 2024

Economic Impact Key Figures

Input	2025	2024	2023	2022	2021	2019	2018
Satisfaction	7.7	8.6	7.9	7.5	7.9	7.4	7.5
Match Attendance	32,992	38,796	30,526	39,209	19,627	39,749	41,701
In-scope Visitation (Incl. Day Trippers & Entourage)	12,030	9,894	7,651	9,153	6,547	12,088	8,364
Bed Nights	15,666	15,229	8,945	12,927	9,306	13,274	12,188
Direct Visitor Expenditure	\$3,023,681	\$3,193,610	\$1,695,033	\$2,165,319	\$1,474,068	\$2,423,381	\$2,132,569

Insights:

- 2025 GWS Giants fixtures generated a direct visitor expenditure of \$3.0 million, a 5% decrease compared to last year. This was due to a lower match attendance.
- Average length of stay has decreased by 5%, with bed nights partially offset by a 22% increase in total in-scope visitors. This was due to a higher portion of interstate visitors (up from 28% in 2024 to 39% in 2025).
- Direct visitor expenditure has also declined due to a 33% decrease in average daytripper spend. Overnight average spend was down 18% compared to last year.
- As a result, direct visitor expenditure has declined by 5% year-on-year.



Match Attendance



In Scope Visitors to the ACT



Visitor Nights in the ACT



Direct Visitor Expenditure

Source: GWS Giants 2025 Attendance Survey, n=333. GWS Giants 2025 Intercept Survey, n = 316. Attendance metrics provided by GWS Giants.

Economic Impact Figures by Match

Total visitor expenditure for the 2025 season was \$3.0 million, with the match against the Western Bulldogs driving total economic impact; accounting for 40% of direct expenditure

Economic Impact Key Figures by Match

Match	Visitor Type	# Of Visitors	Entourage	Total Visitors	Length of Stay	Bed Nights	Average Daily Spend	Total Visitor Expenditure
Western Bulldogs	Day Tripper	1,132	11	1,144	NA		\$49.90	\$57,074
	Overnight	2,963	104	3,067	1.89	5,802	\$198.88	\$1,153,939
Port Adelaide	Day Tripper	933	11	944	NA		\$45.10	\$42,561
	Overnight	2,486	52	2,538	1.84	4,665	\$177.24	\$826,839
North Melbourne	Day Tripper	1,543	15	1,558	NA		\$53.46	\$83,276
	Overnight	2,740	41	2,781	1.87	5,199	\$165.42	\$859,992
Total		11,797	233	12,030	1.87	15,666		\$3,023,681

Source: GWS Giants 2025 Attendance Survey, n=333. GWS Giants 2025 Intercept Survey, n = 316. Attendance metrics provided by GWS Giants.

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Comparison of key metrics versus 2024

Average accommodation spend per person and overnight travel party were up for the first two matches

Economic Impact Key Figures by Match Year on Year

Average Nights	2021		2022				2023			2024			2025		
															
Average Length Of Stay	1.63	1.65	1.78	1.71	1.89	1.83	1.51	1.49	1.53	1.98	1.97	1.94	1.89	1.84	1.87
Average Accom. Spend P/P/N	\$85.81	\$76.63	\$75.94	\$79.12	\$82.80	\$70.83	\$108.69	\$118.91	\$125.75	\$87.48	\$86.84	\$90.89	\$90.05	\$86.69	\$79.27
Overnight Travel Party	1.00	1.00	2.43	2.24	2.03	2.02	2.35	2.79	2.53	2.31	2.56	2.50	2.73	2.77	2.08

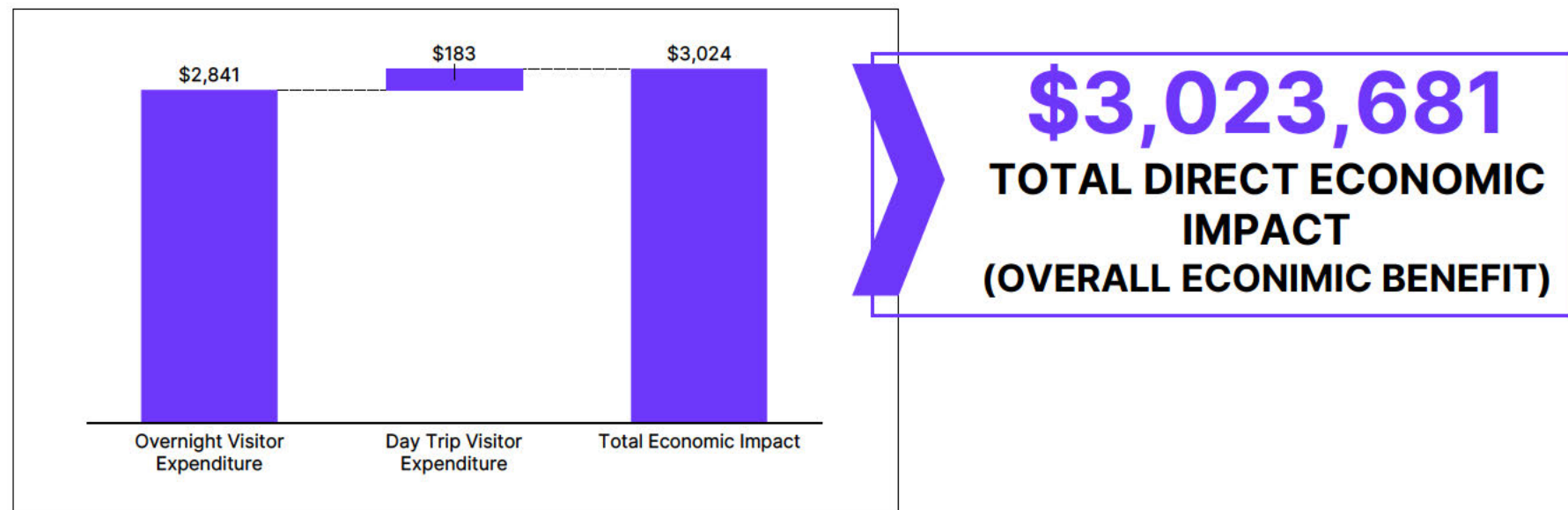
Source: GWS Giants 2025 Attendance Survey, n=333. GWS Giants 2025 Intercept Survey, n = 316. Attendance metrics provided by GWS Giants.

Total Direct Economic Impact

A direct economic impact of \$3.0 million was recorded for the GWS Giants matches this year; \$2.8 million of which was sourced from overnight visitation

Total Economic Impact

\$000s



Source: GWS Giants 2025 Attendance Survey, n=333. GWS Giants 2025 Intercept Survey, n = 316. Attendance metrics provided by GWS Giants.

Executive Summary

Economic Impact

**Event Experience &
Satisfaction**

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

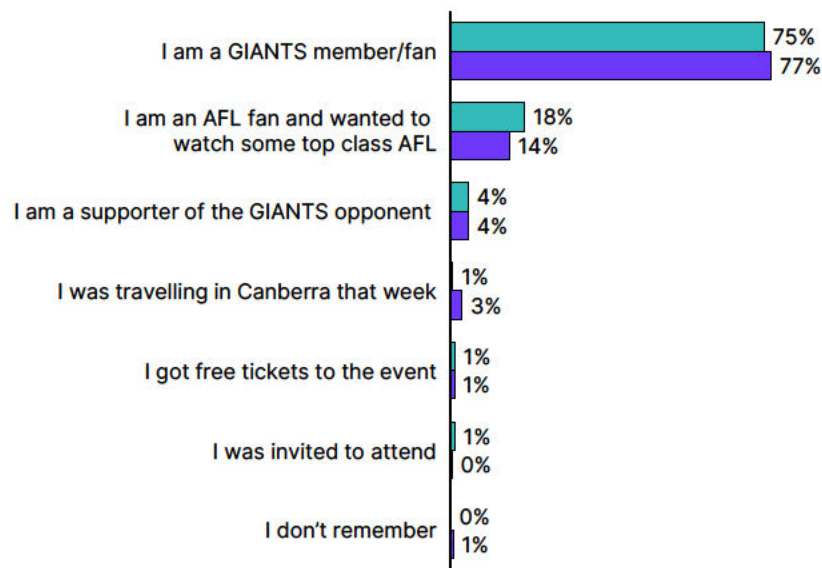
Appendix

Drivers of Attendance Summary

90% of attendees said they would likely attend another GWS Giants game in Canberra again, whilst 94% said they are likely to recommend a GWS Giants game to friends or colleagues

Drivers of Attendance

2024 2025



18%

Said it was better than expected

Down 37% pts v 2024

68% said it was as expected

90%

Would definitely / probably attend again

Down 3% pts v 2024

94%

Are likely to recommend a GWS GIANTS game in Canberra

Score of >6, **Down 4% pts v 2024**

8.4

Average recommendation score

Down 0.6 v 2024

38%

Visited the Manuka Shops precinct pre or post game

Up 5% pts from 2024

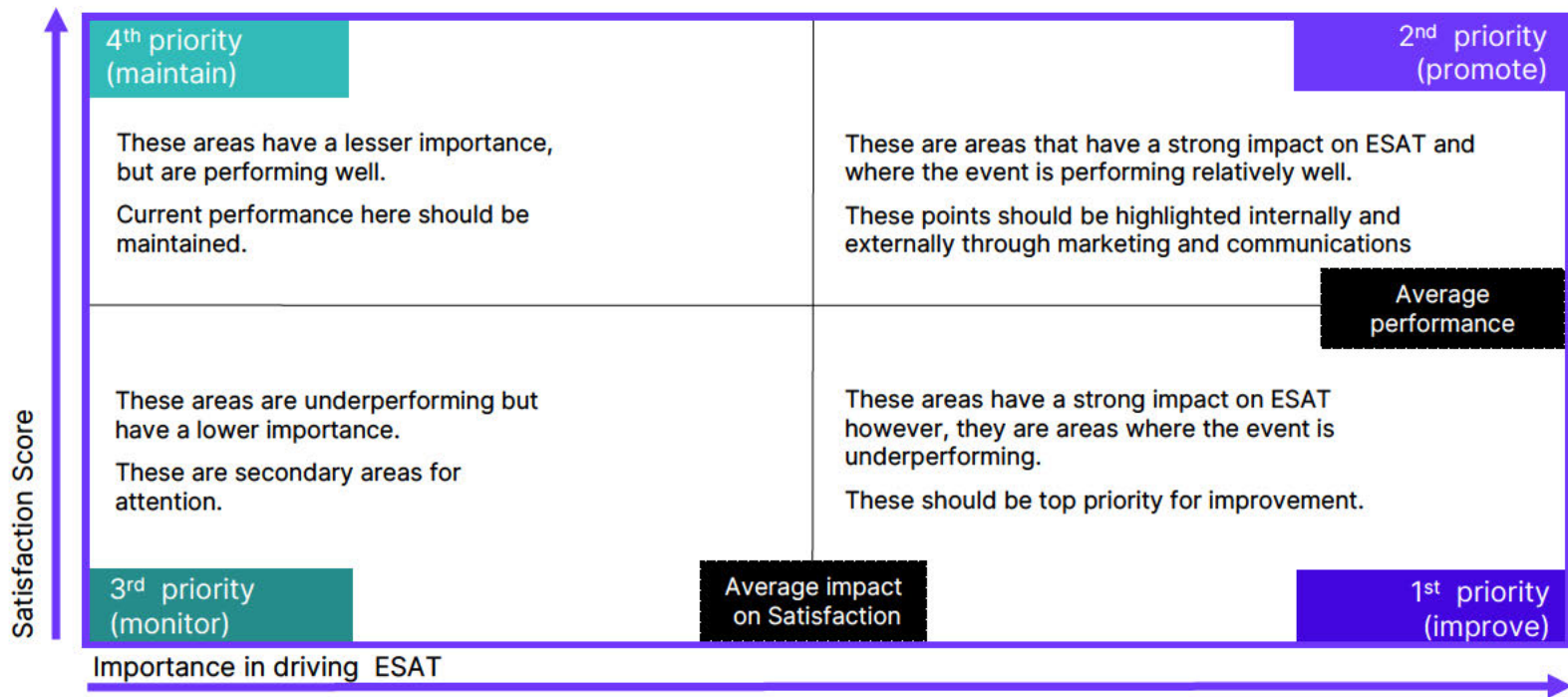
21%

Would be interested and consent to hearing about corporate offers

Source: GWS Giants 2025 Attendance Survey, n=333.

Nielsen Impact Matrix

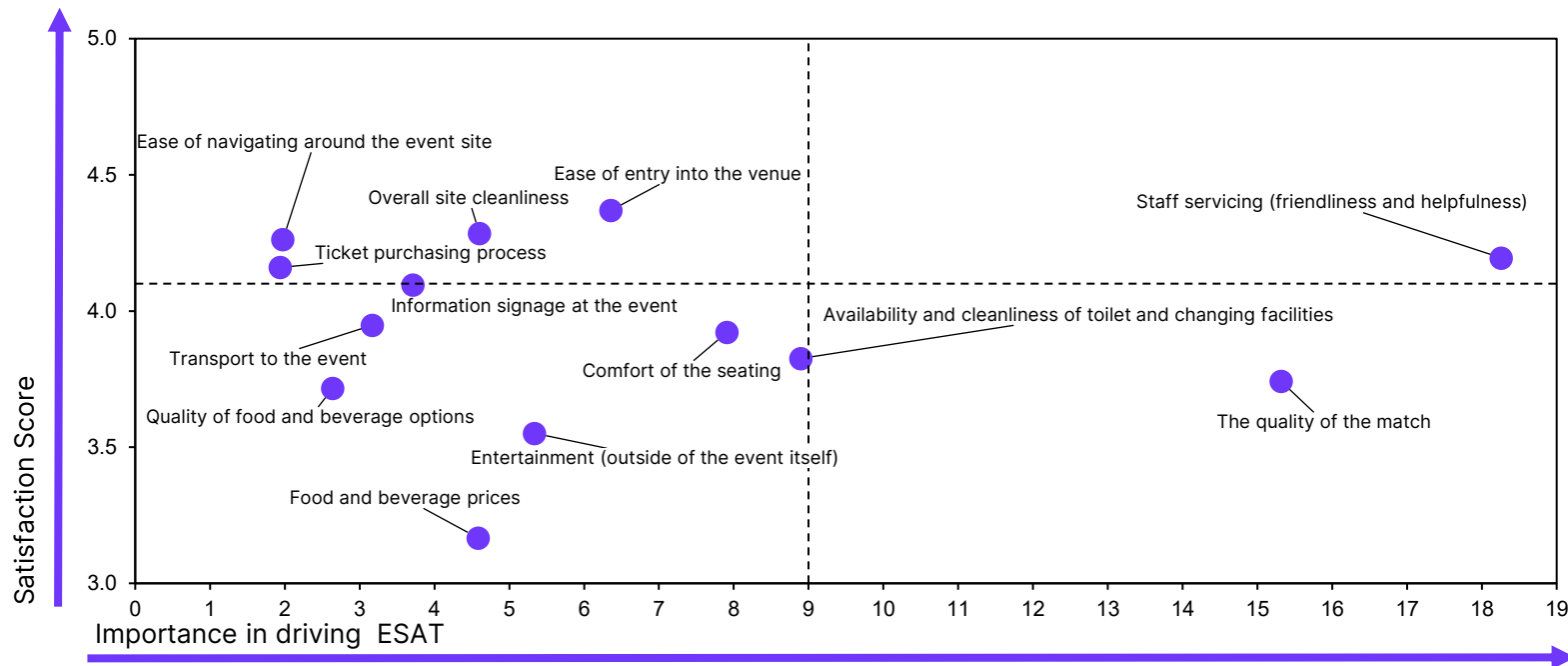
The matrix allows the GWS Giants to prioritise which areas should be a focus in the future



Source: GWS Giants 2025 Attendance Survey, n=333.

Nielsen Impact Matrix

When taking into account all event elements, staff servicing is the biggest driver of event satisfaction

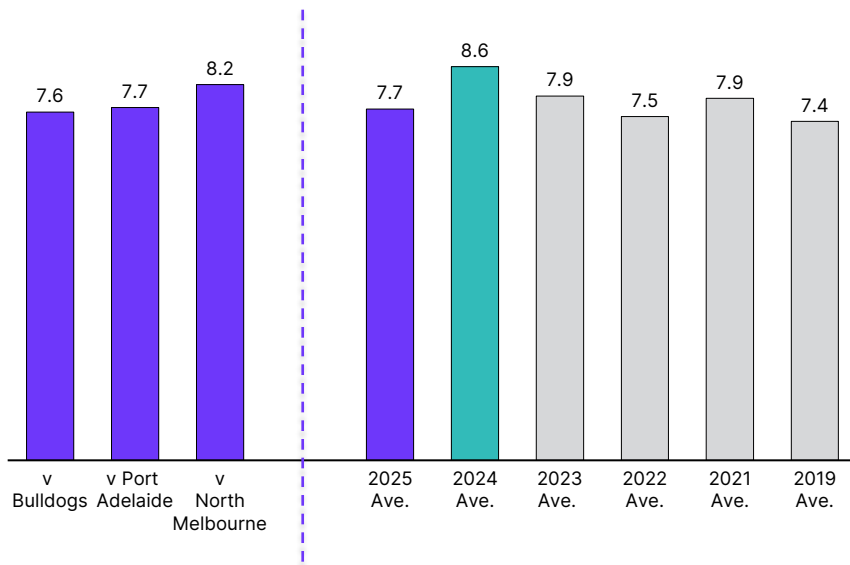


Source: GWS Giants 2025 Attendance Survey, n=333.

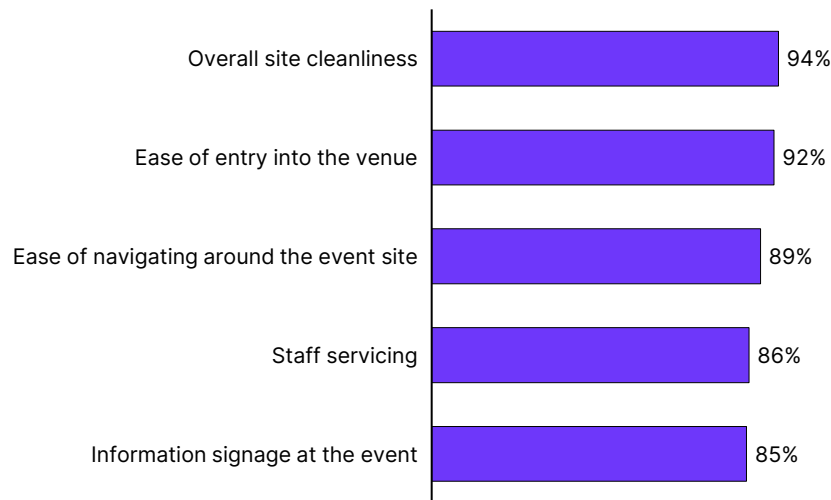
Attendance Satisfaction Summary

In 2025, average satisfaction was 7.7, 0.9 points lower than 2024. Overall site cleanliness and ease of entry into the venue were notable elements for event satisfaction

Overall Satisfaction of Attendees



Top Five Elements (Net Satisfied + Very Satisfied)

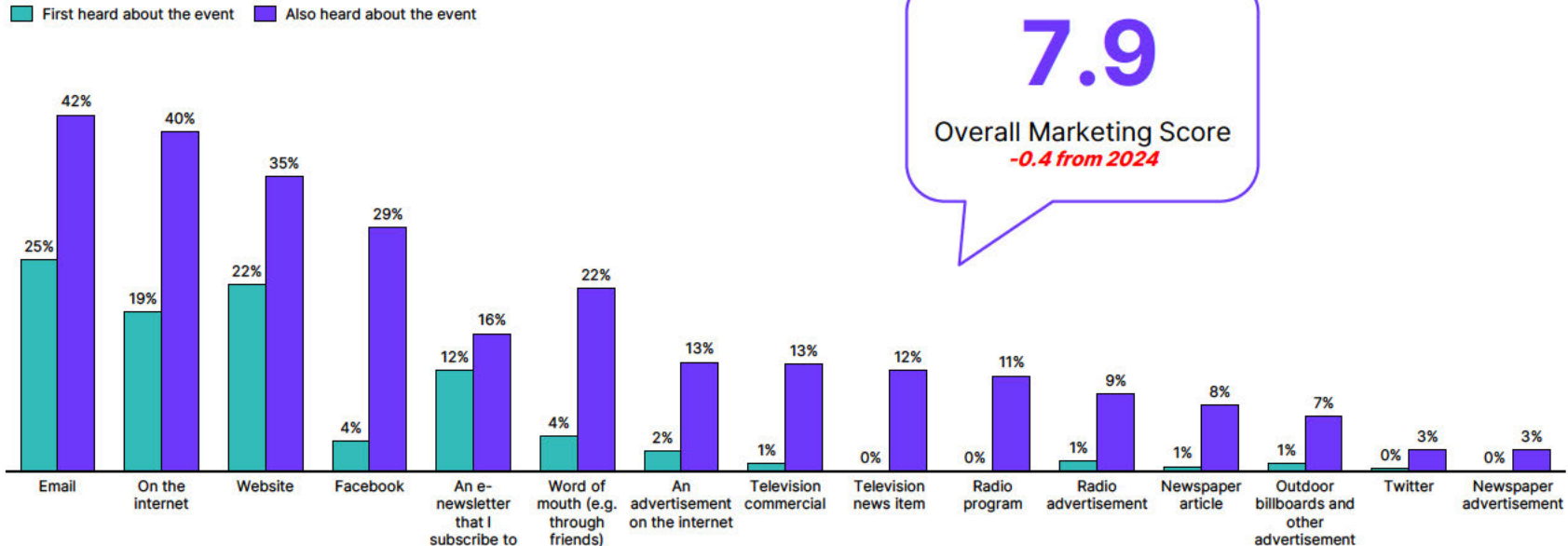


Source: GWS Giants 2025 Attendance Survey, n=333.

Marketing Summary

Email was the main driver of both primary and secondary awareness, with the internet also one of the main sources of information for hearing about the event

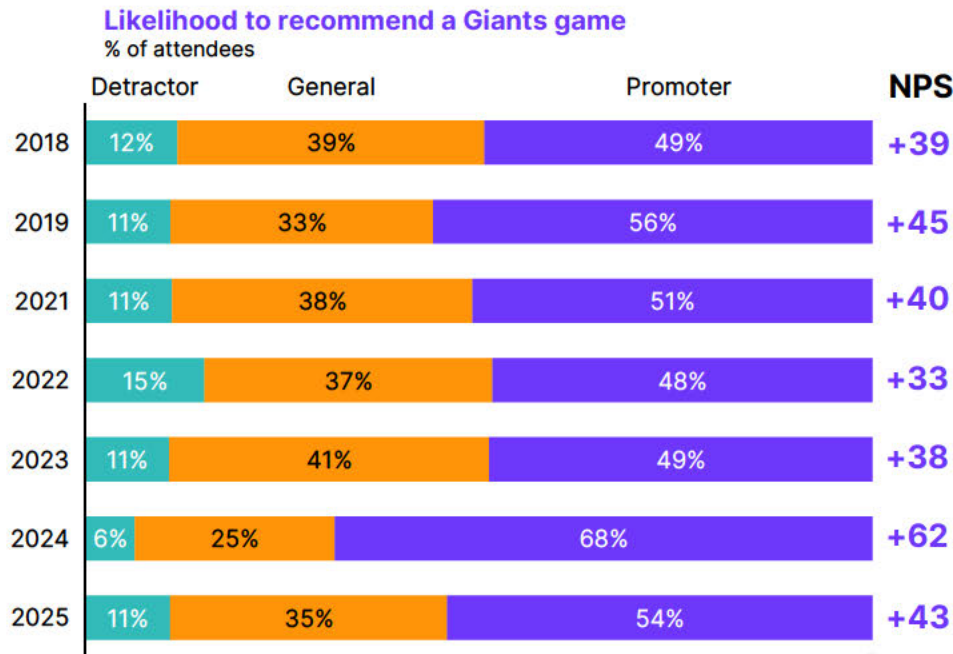
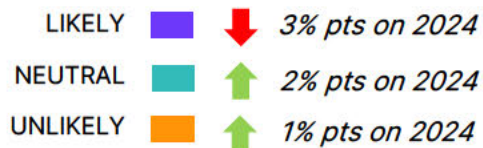
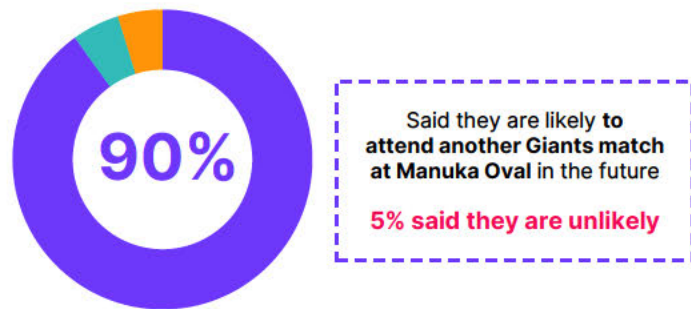
Sources of Information for Hearing about Event



Source: GWS Giants 2025 Attendance Survey, n=333.

Net Promoter Score Summary

54% of event attendees are classified as promoters, with Giant's fixtures generating a N-Score of 43, sitting above the 2023, 2022 and 2021 seasons



Source: GWS Giants 2025 Attendance Survey, n=333.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

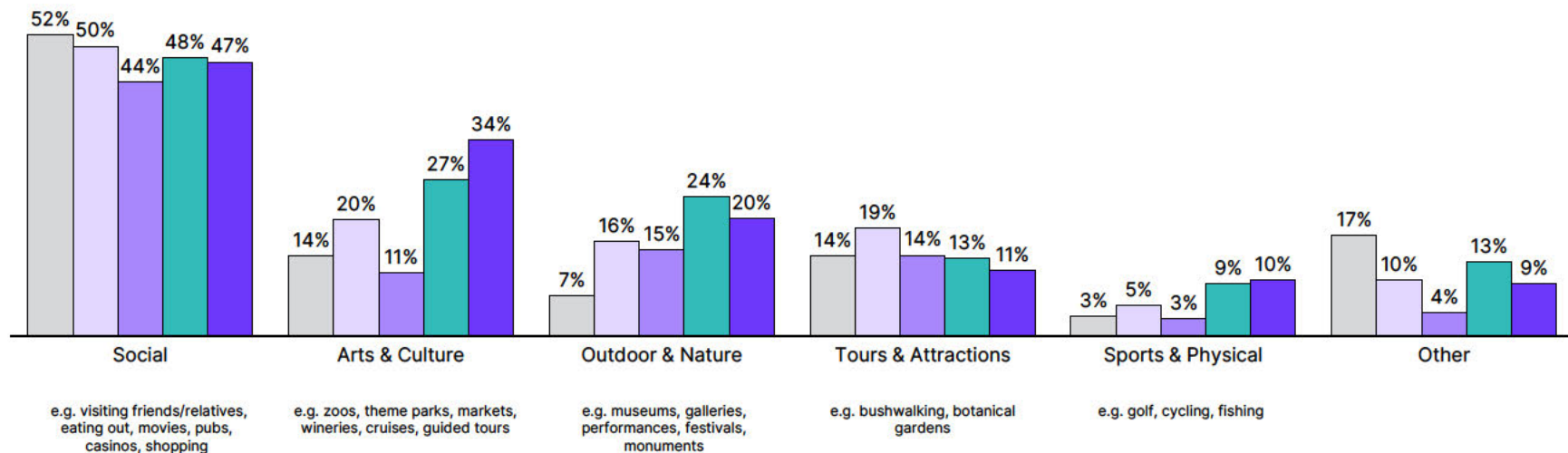
Other Activities Summary

Social remains the most popular activity among respondents; with almost half (47%) engaging with this activity

What other activities did you get up to whilst in Canberra?

% of Interstate Visitors

2021 2022 2023 2024 2025



Source: GWS Giants 2025 Attendance Survey, n=333. Visitors = 134.

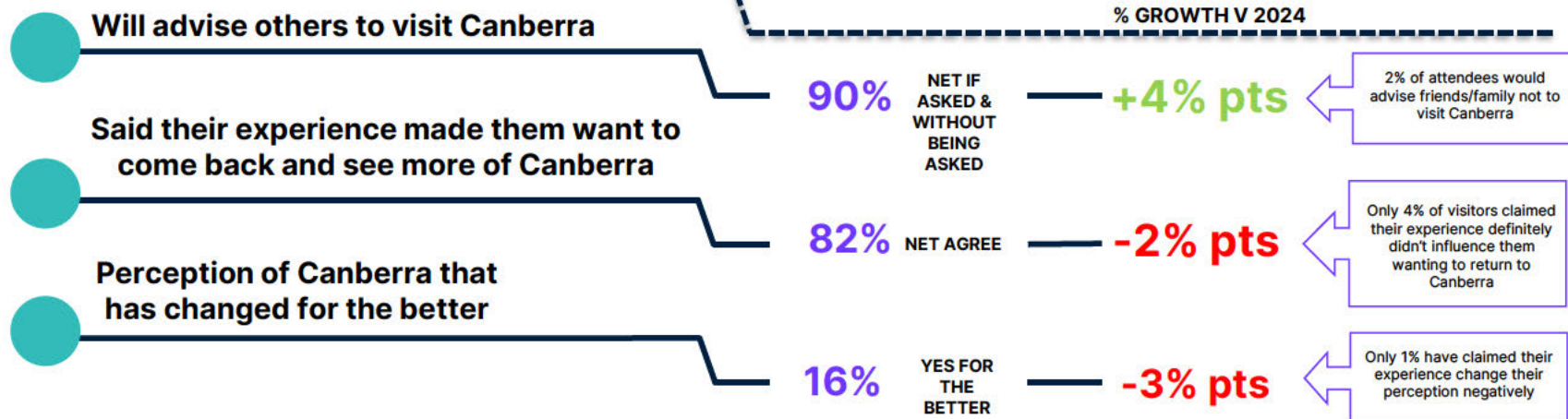
Advocacy of Canberra Summary

90% of attendees will advise other to visit Canberra based on their experience at the Giants' matches this year, with 82% stating their experience made them want to visit Canberra again

PERCEPTIONS OF CANBERRA AMONGST INTERSTATE/OVERSEAS VISITORS

"Clean city, friendly people, easy roads, good shopping and food"

"Canberra has evolved as a destination with more food and entertainment offerings"



Source: GWS Giants 2025 Attendance Survey, n=333. Visitors = 134.

Community Metrics Summary

95%

(1% pts v 2024)

It helps enhance community spirit, pride and enjoyment

80%

(2% pts v 2024)

It makes me proud to be from Canberra / ACT

85%

(-4% pts v 2024)

Having it in Canberra creates a real buzz in the city

94%

(-2% pts v 2024)

It helps make Canberra / ACT a more enjoyable place to live

96%

(-1% pts v 2024)

It is well-liked and positively embraced by the people of Canberra / ACT



66% agreed that Giants players are positive role models in the community

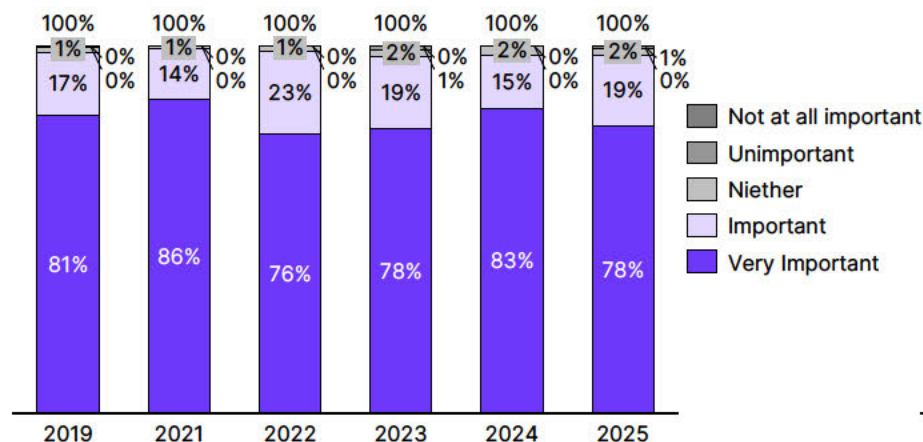
Source: GWS Giants 2025 Attendance Survey, n=333. Locals = 199.

Giants' Games Importance Summary

97% of attendees believe it is important that Canberra/ACT continue to host Giants' games in the future, whilst 89% believe the government needs to be involved in doing so

Importance of hosting Giants' games in Canberra/ACT

% of Locals



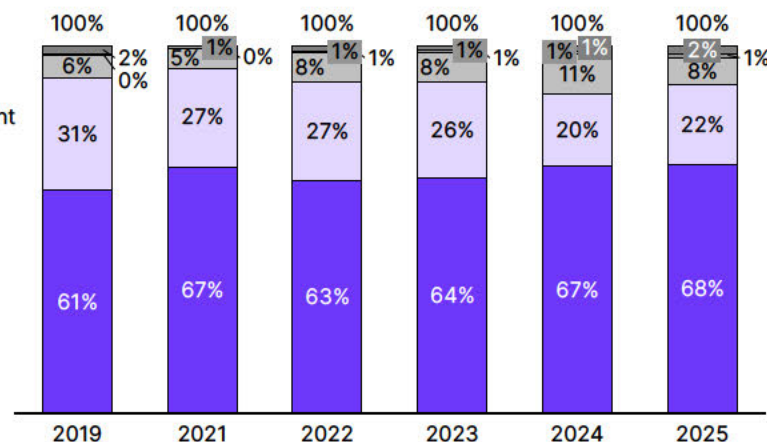
97%

Net Agree

-1 pts YOY

Importance of ACT Govt. Involvement in hosting Giants' Games in Canberra/ACT

% of Locals



89%

Net Agree

+2 pts YOY

Source: GWS Giants 2025 Attendance Survey, n=333. Locals = 199.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

Sch 2.2(a)(xi)

Sch 2.2(a)(xi)

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

ACT Sport & Recreation Key Metrics

 	Total
Survey Sample Size*	649
Economic Impact (Visitor Expenditure)	\$3,023,681
Economic Activity (Local)	\$1,865,975
Visitation	12,030
Ticketed Attendance**	32,992
Bed Nights	15,666
Ave. Visitor Length of Stay	1.87
Ave. Visitor Daily Spend	\$141.53
Ave. Local Spend per Person	\$93.74
Likelihood of Return Visit	95%
Net Promoter Score	43
Enhances community spirit, pride, & enjoyment	94%
Event Satisfaction Rating	7.7
Overall Marketing Score	7.9

In-Scope Visitors				Locals
Total In-scope	Interstate - Overnight	Interstate - Daytrip	Overseas	
262	188	51	1	385
\$3,023,681	\$2,812,362	\$182,911	\$28,408	
				\$1,865,975
12,030	8,385	3,645	123	
	12,899		148	19,905
15,666	15,437		229	
	1.87	0	1.87	
	\$181.23	\$50.18	\$181.23	

*Does not include out of scope visitors. **Excludes entourage.

Source: GWS Giants 2025 Attendance Survey, n=333. GWS Giants 2025 Intercept Survey, n = 316. Attendance metrics provided by GWS Giants.

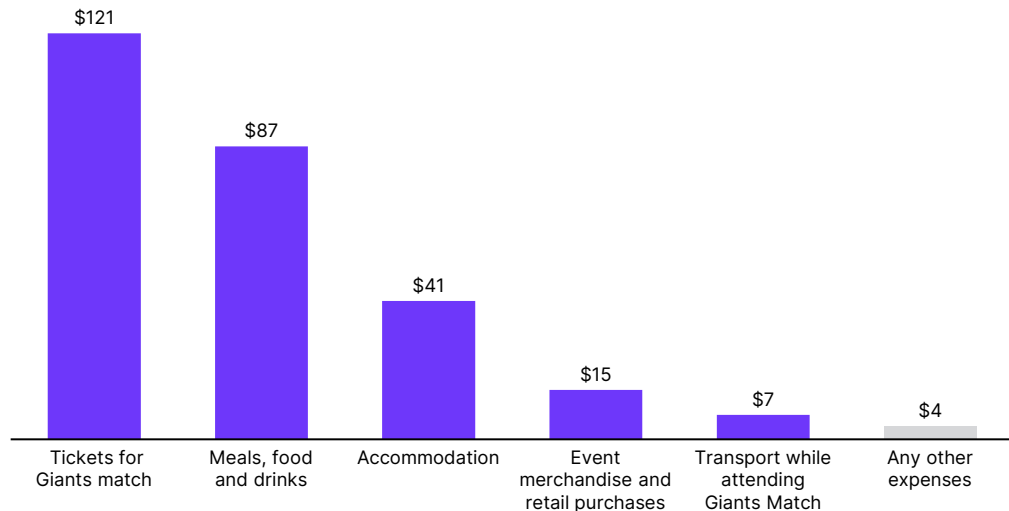
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Local Average Spend \$94 per person

Tickets for the Giants matches was the main source of group expenditure among ACT residents; followed by meals, food and drinks

Average Local Group Expenditure as a Result of 2025 GWS Giants Home Games

\$ | ACT Residents



Local Residents

\$94

Per person expenditure

Local resident per person expenditure as a result of 2025 Giants home games.

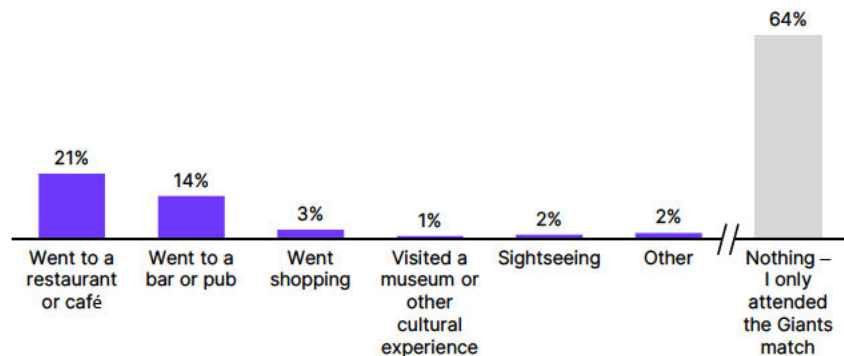
This is calculated based on an average group size of 2.9 people and group expenditure of \$275.

Source: GWS Giants 2025 Attendance Survey, n=333. Locals = 199.

Local Perception of Giants Match in ACT

Leisure Activities whilst in ACT for Giants Games

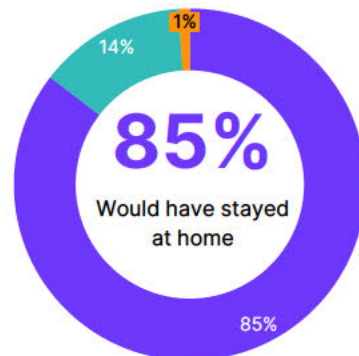
% ACT Residents



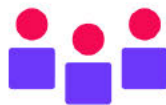
What local residents would have done instead of attending

% ACT Residents

- Stayed at home
- Something else in Canberra
- Something else outside of Canberra



97%



Of local ACT Residents believe it is **important for Canberra/the ACT to host Giants games**

89%



Of local ACT Residents believe it is **important for the ACT Government to be involved in hosting Giants games in the ACT**

Source: GWS Giants 2025 Attendance Survey, n=333. Locals = 199.

Giants Players are Positive Role Models

Do you see the GWS Giants players as positive role models in the community?

66%
Yes

(28% Unsure)



Why do you see the GWS Giants players as positive role models in the community?

"They are young, professional and promote a healthy lifestyle. They encourage young people to be their best"

"Outstanding attitude, the players are just inspiring athletes and show a real team commitment"

"They create the motivation for young people to play sport and live a healthy lifestyle"

"They demonstrate qualities that inspire people both on and off the field. They show dedication, discipline and resilience through the hard work they put into their training and performance"

"They embrace the Canberra community and ground"

Source: GWS Giants 2025 Attendance Survey, n=333. Locals = 199.

Executive Summary

Economic Impact

Event Experience &
Satisfaction

Community Impact Sentiment

Sponsor Recall & Perception

ACT Sport & Recreation

Appendix

GWS Giants Attendee Profile

Giants attendees are more likely to be male, aged between 45-54 and working full time; with a household income between \$100k - \$200k

Gender



61% Male



39% Female

Household Status



Single
15%

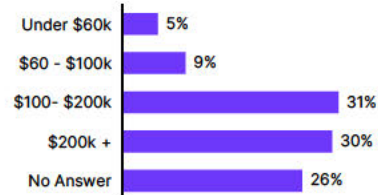


Couple
26%

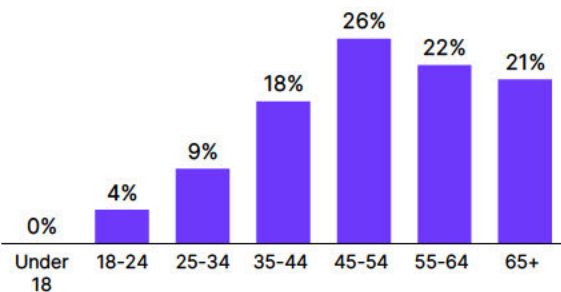


Family
59%

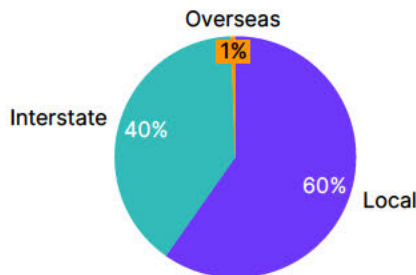
Household Income



Age



Location



Household

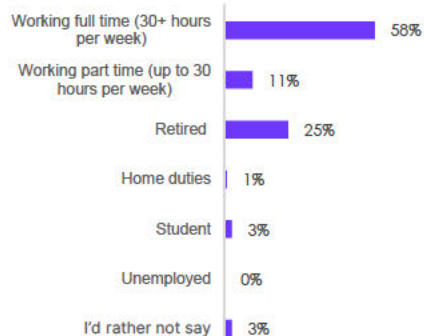
58%
Working Full
Time



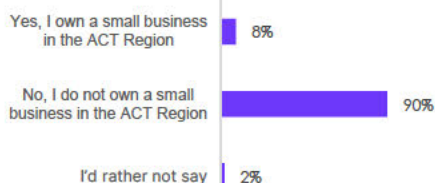
Source: GWS Giants 2025 Attendance Survey, n=333.

Further GWS Giants Demographics

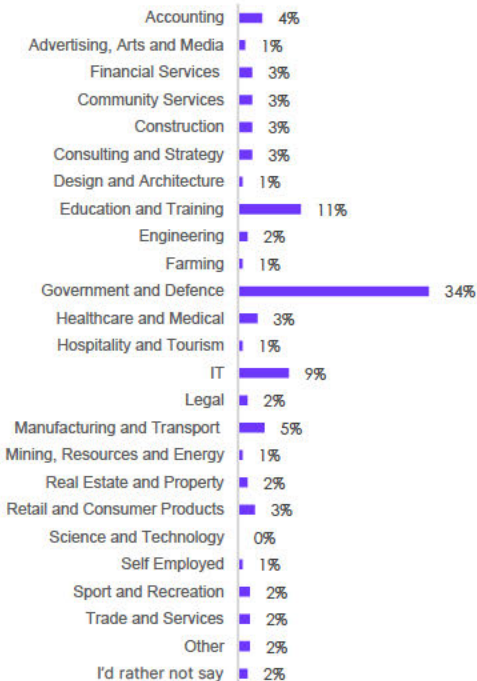
Q. Which of the following best describes your current situation?



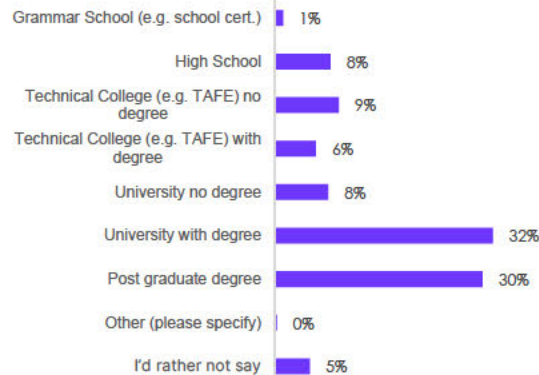
Q. Do you own a small business in the ACT Region?



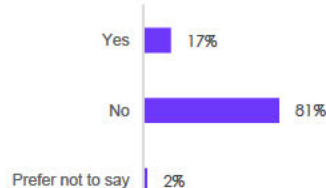
Q. Which best describes the industry/sector you currently work in?



Q. What is the highest level of education you have received?



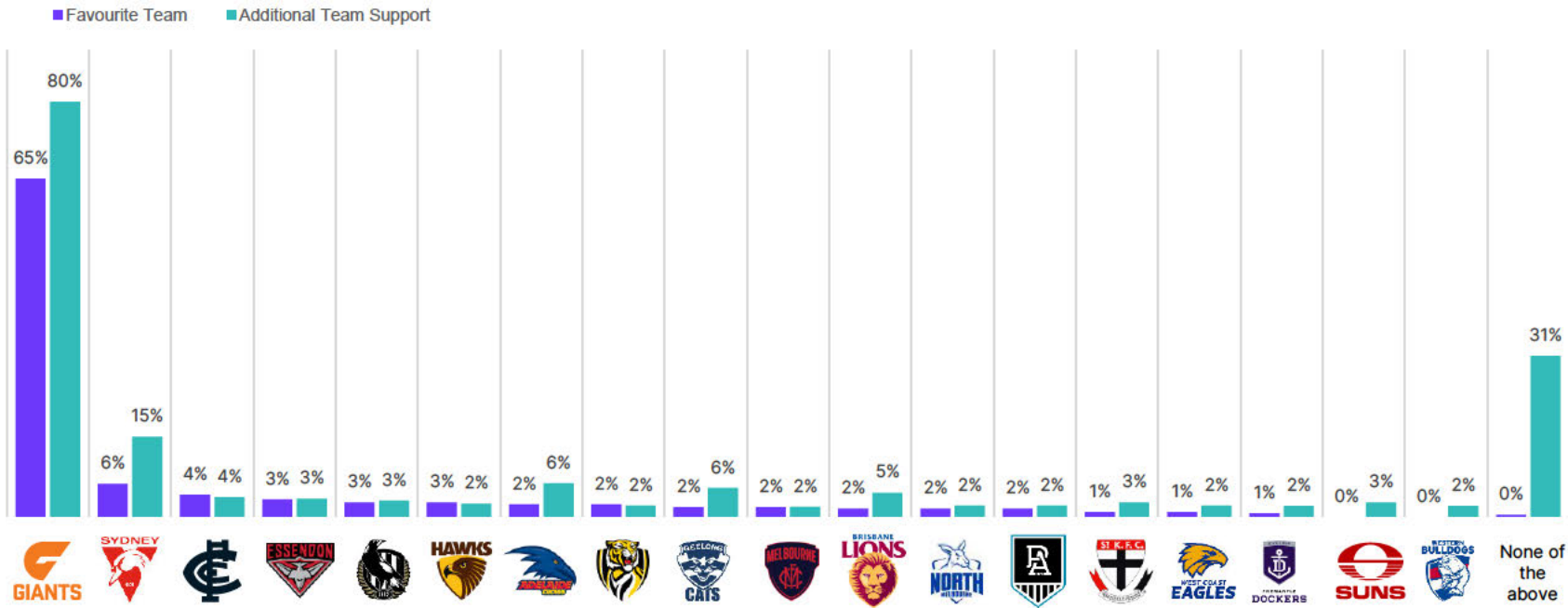
Q. Are you or a family member currently serving or have served in the Australian Defence Force?



Source: GWS Giants 2025 Attendance Survey, n=333.

Favourite AFL Team

Favourite AFL Team and Additional Team Support



Source: GWS Giants 2025 Attendance Survey, n=333.

Sch 2.2(a)(xi)

