

# Evaluating the impact of the Dirk Hartog Voyage of Discovery

## Interim Report

*December 2016*



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# Scope of engagement

# Background

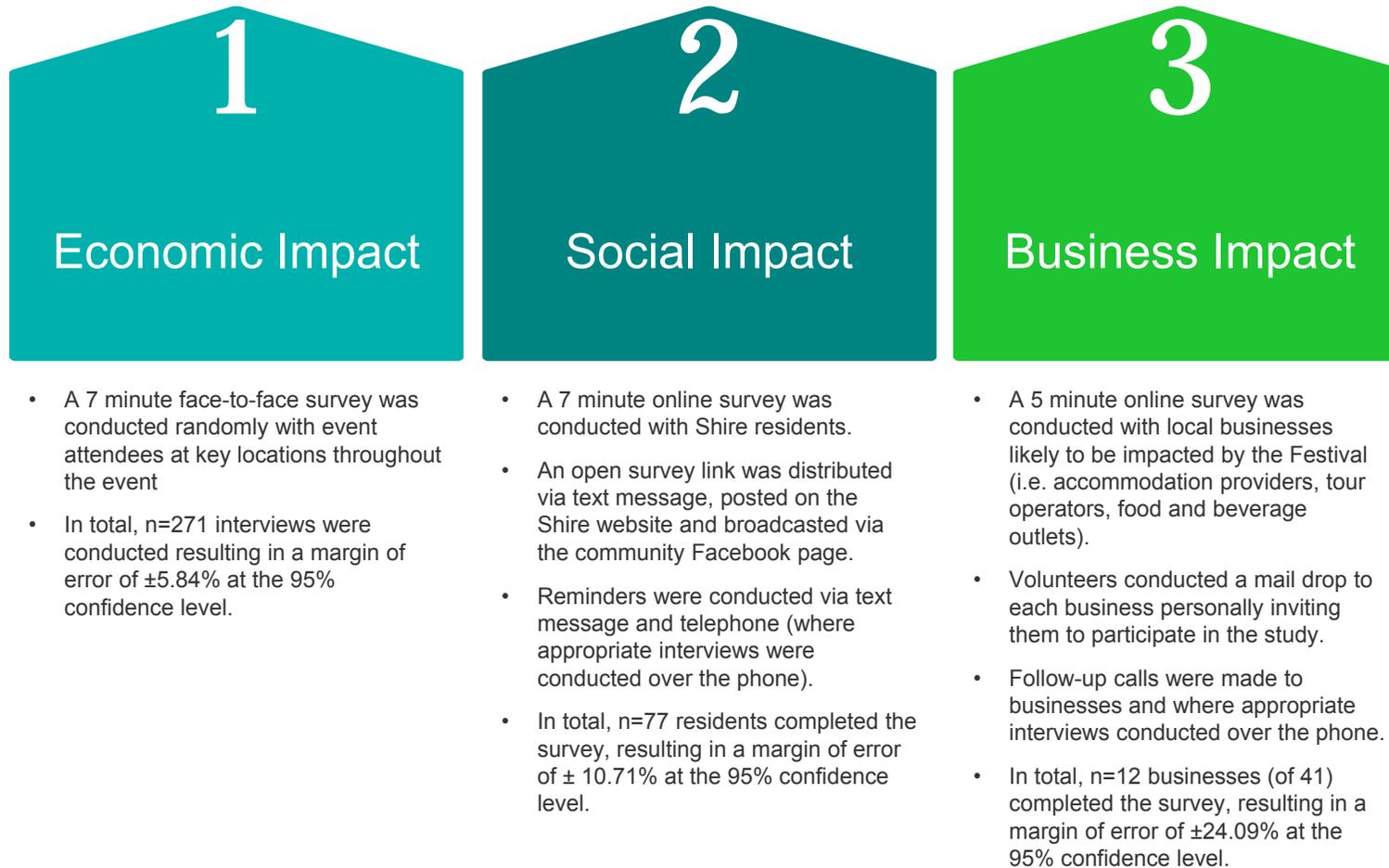
2016 marks the 400<sup>th</sup> anniversary since Dirk Hartog first landed on Australian soil – the first recorded European to do so. From 21 to 25 October, the Shire of Shark Bay (Shire) hosted a series of events to commemorate this significant piece of Australia’s history, and Western Australia’s proud cultural heritage.

This ‘Voyage of Discovery’ Festival was expected to attract a number of visitors to the area. Given the significant investment in the event, the Shire was seeking to measure the overall impact of the event.

*The key objectives of the engagement were to:*



# Methodology



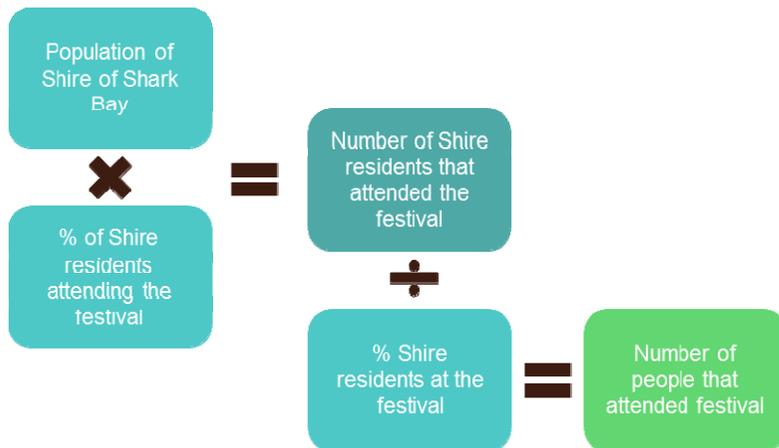
# Event attendance

# Estimating the number of Festival Attendees

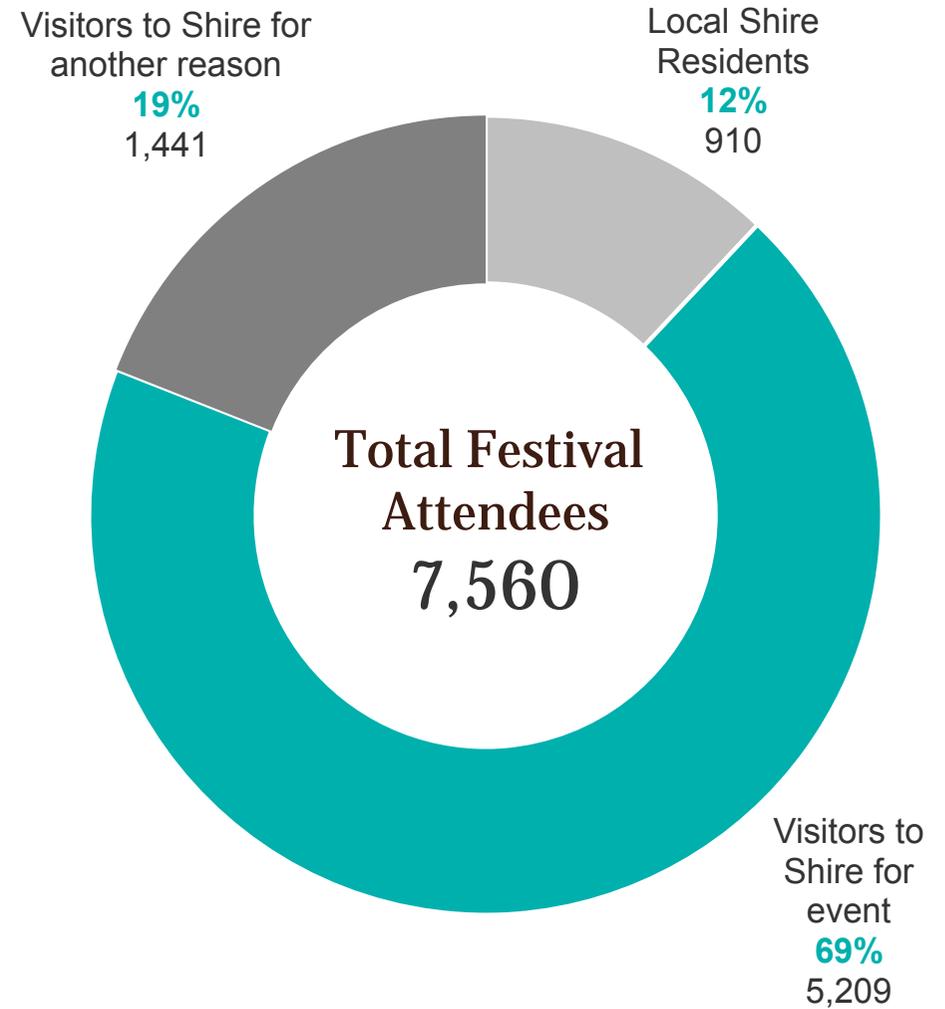
*Estimating the number of Festival Attendees required modelling information from multiple sources.*

*The first step was to estimate the number of event attendees living in the Shire. The survey with Shire residents helped us to understand the incidence of attendance to the Voyage of Discovery Festival. This was then modelled with the latest Shire of Shark Bay population data to estimate the number of attendees living in the Shire.*

*The second step in the calculation process was to understand the incidence of attendees from different geographic locations - this comes from the survey conducted with Festival Attendees. Combining this data with the estimated Shire attendance allowed us to estimate the number of Festival Attendees.*

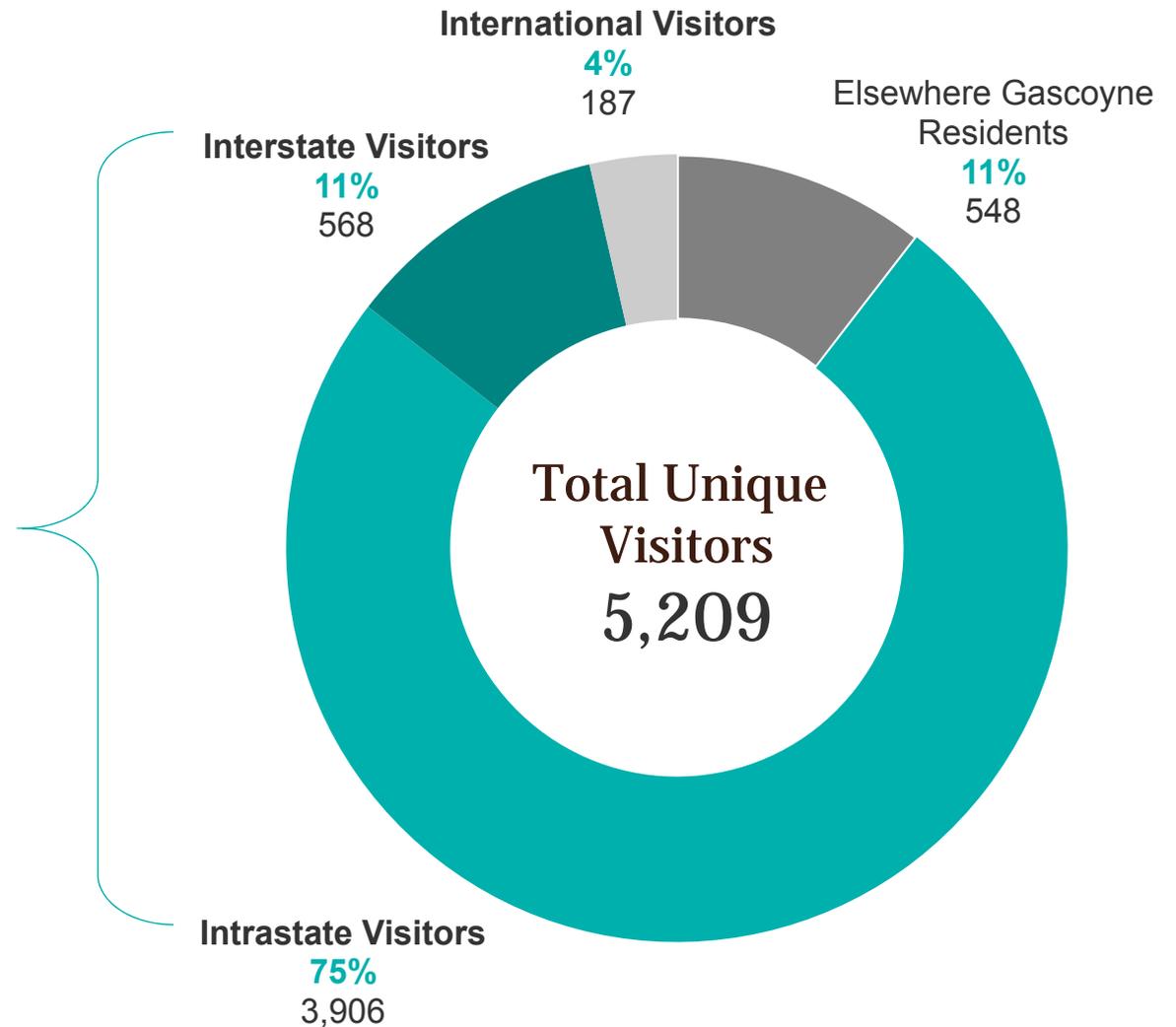


# The Dirk Hartog Voyage of Discovery was attended by over 7,500 people



# Three quarters of visitors were from outside the Gascoyne region

Net Non-Gascoyne Visitors  
**89%**  
4,661



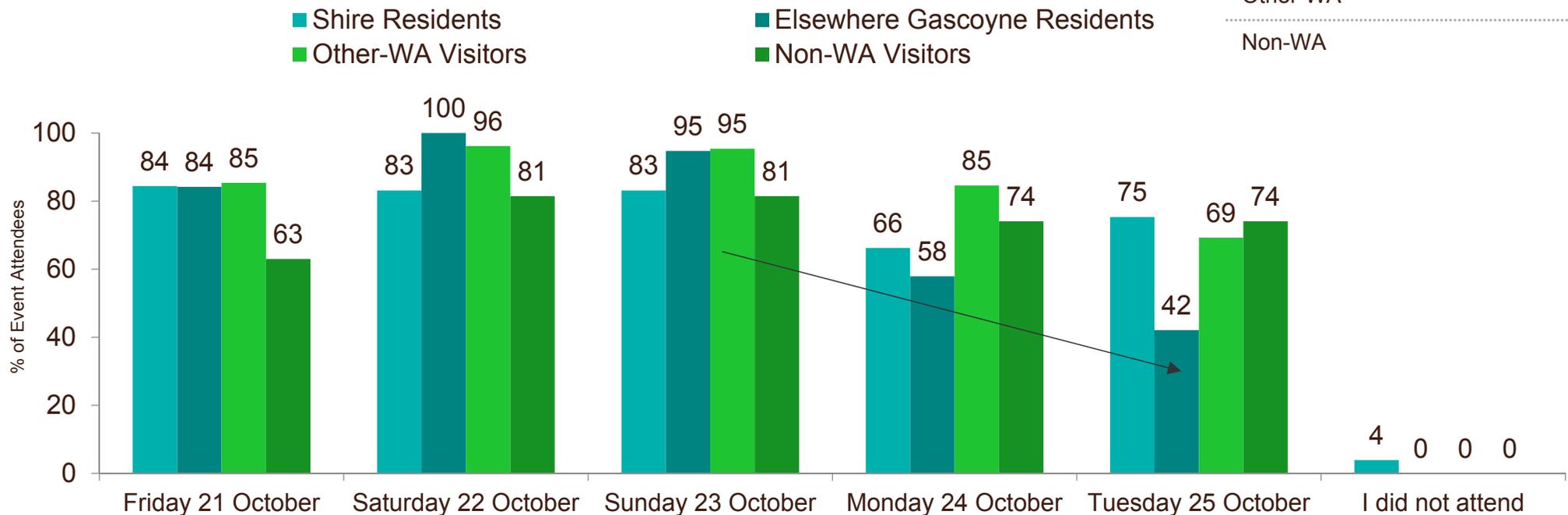
# Attendance was high across all days, though dipped on Monday and Tuesday

*In particular, many living elsewhere in the Gascoyne appear to have made the event a weekend trip.*

### Average Days Attended

Shire Residents	3.9
Elsewhere Gascoyne residents	3.8
Other-WA	4.3
Non-WA	3.7

### Event Days Attended

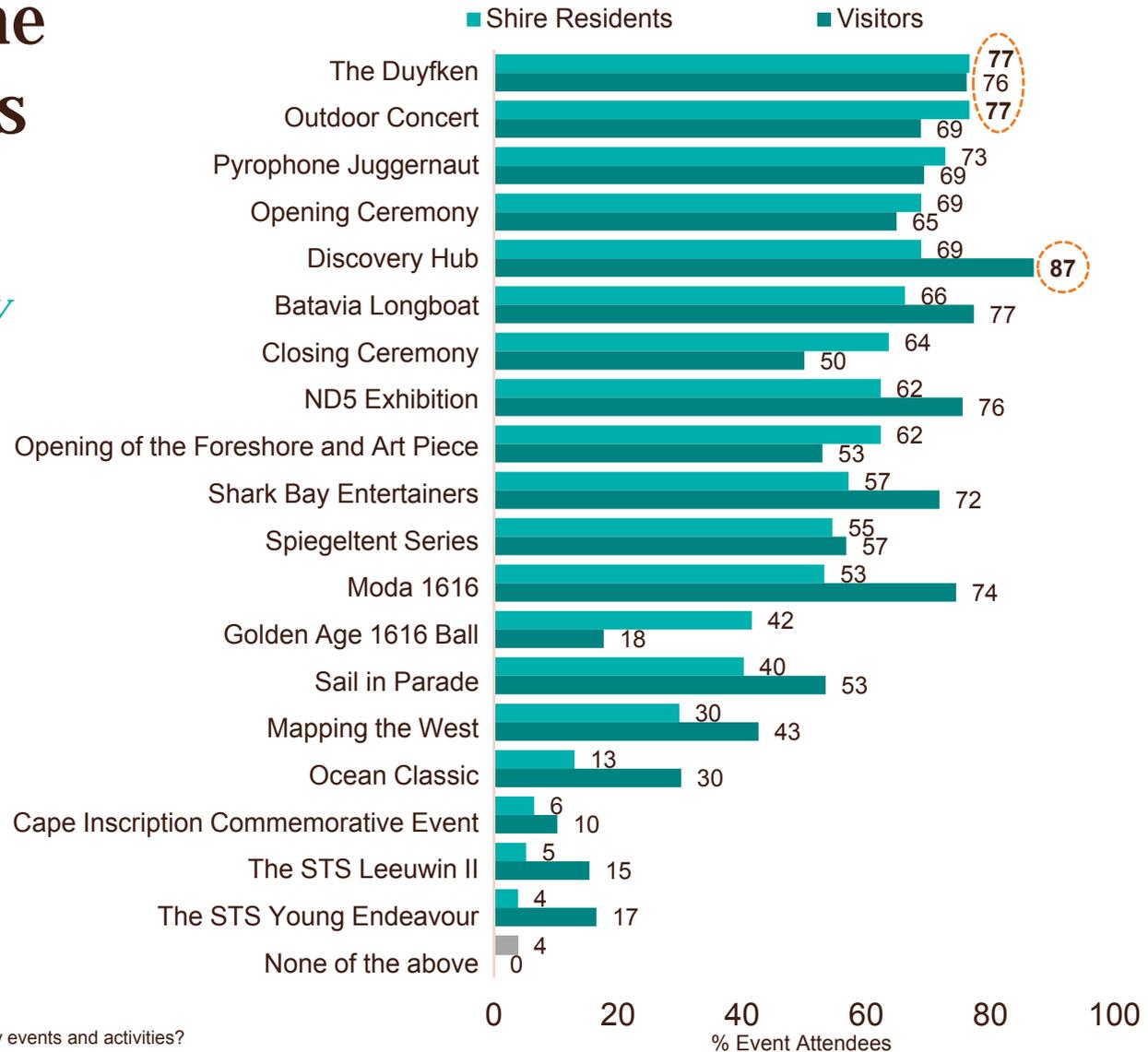


Shire Residents n=77 | Gascoyne Residents n=19 | Other-WA Visitors n=130 | Non-WA Visitors n=27  
 Q. On what days did you attend Dirk Hartog Voyage of Discovery Festival events and activities?

# The Outdoor Concert and Duyfken were the most attended events for Shire locals

*However, for Visitors the Discovery Hub was most visited.*

## Events and Activities Attended



### Average Events and Activities Attended

Shire Residents

9.2

Visitors

10.1

Shire Residents n=77 | Visitors n=176

Q. Did you personally attend any of the following Dirk Hartog Voyage of Discovery events and activities?

# Visitor event satisfaction

# Event satisfaction is high amongst all visitor groups

## Visitor Overall Experience



Intrastate Visitors n=149 | Non-WA Visitors n=27

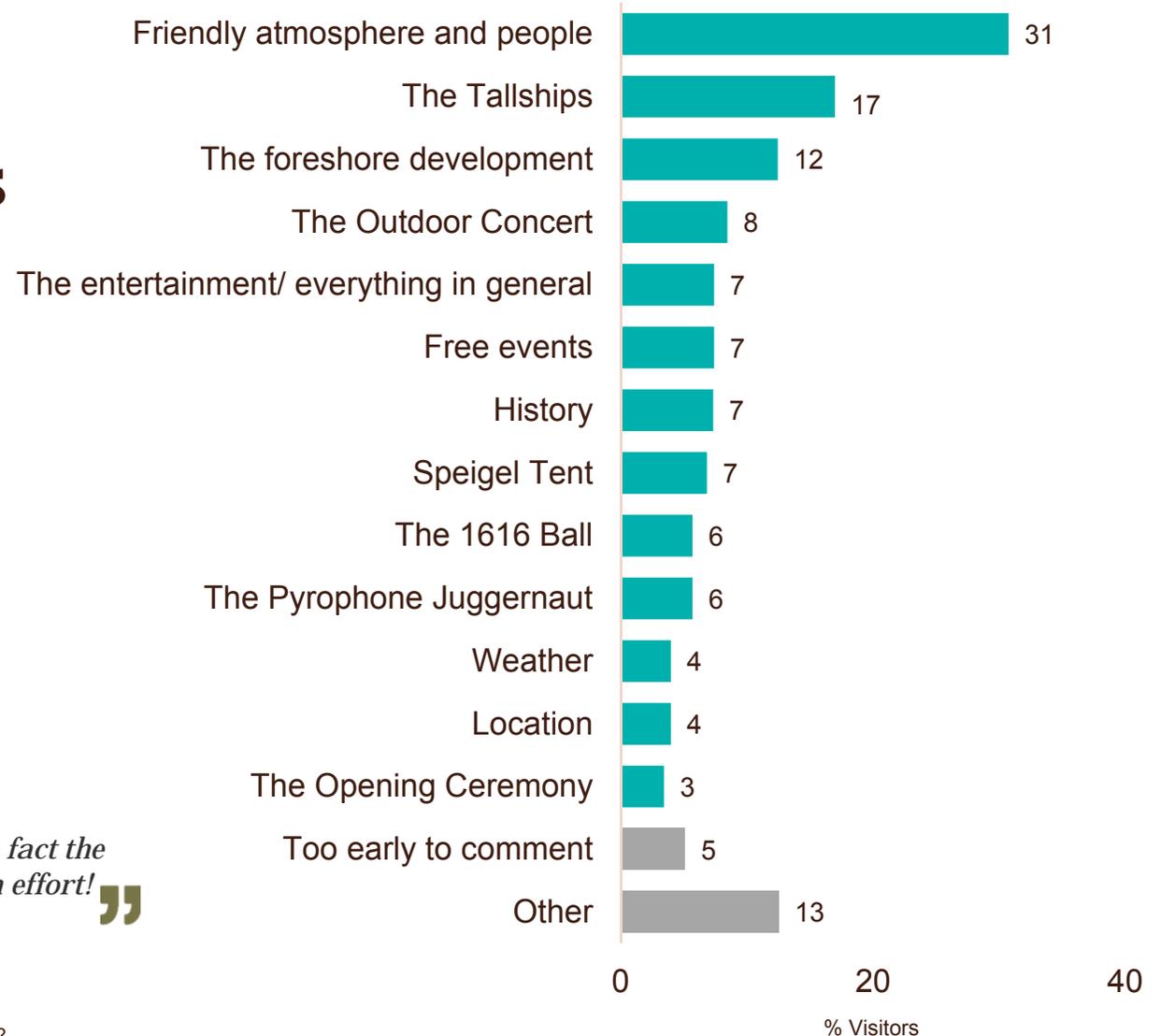
Q. Thinking about your entire experience so far at the Dirk Hartog Voyage of Discovery Festival how would you rate your overall experience?

# The friendly atmosphere was the major event highlight for visitors

“*The relaxed and friendly people and atmosphere!*”

“*The general buzz and the fact the Shire has put in so much effort!*”

## Event Highlights



Visitors n=176

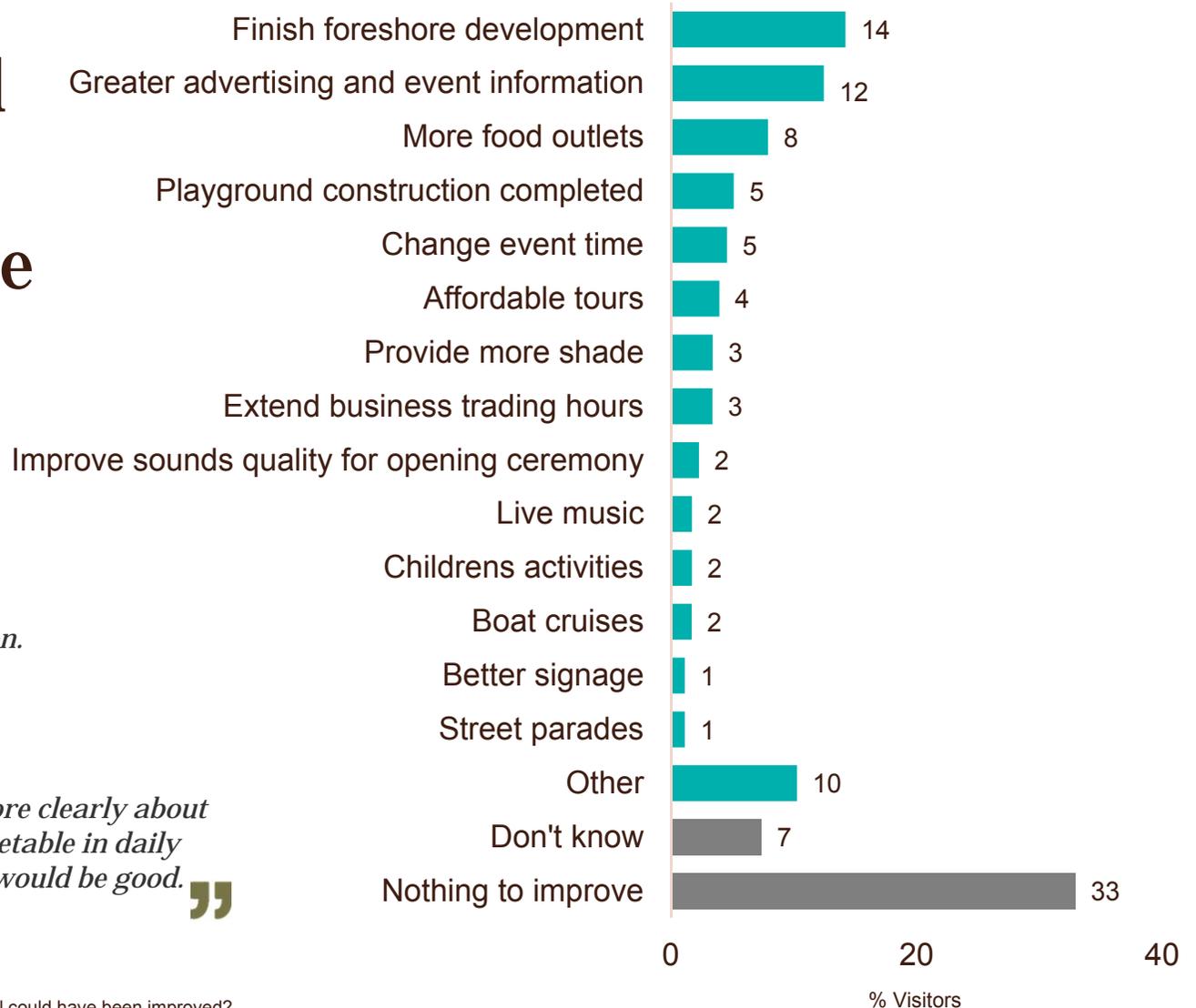
Q. What did you enjoy most about the Dirk Hartog Voyage of Discovery Festival?

# Ensuring developments are complete and providing detailed event information would optimise the event experience

“*The foreshore was just ugly construction. It should have been finished.*”

“*Advertise the detail more clearly about performances. A timetable in daily chronological order would be good.*”

## Opportunities for Improvement



Visitors n=176

Q. And are there any ways the Dirik Hartog Voyage of Discovery Festival could have been improved?

# Economic impact

# Key performance measures highlight the positive economic impact of the event

*The event injected \$3.89m of new money into the Shire.*

	<b>2016</b>
Total visitor attendance	<b>5,209</b>
Event Organising Staff	20
Volunteers	32
Sponsors	18
VIPs/ delegates	17
Talent	52
Media	23
Contractors	28
The Duyfken	31
Ocean Classic Staff and Support	13
Ocean Classic Participants	215
Campfire Escapes Participants	77
Festival Attendees	4,683
Total intrastate visitors	4,454
Total interstate visitors	568
Total international visitors	187
Direct expenditure	<b>\$3,884,398</b>
Shire of Shark Bay investment	<b>\$ 225,000</b>
ROI on direct expenditure	<b>17.3</b>
Total visitor nights	<b>30,797</b>
Average length of stay	<b>5.9</b>
Average expenditure per day	<b>\$ 130</b>

Visitors spent the majority of their money on accommodation and food whilst in the Shire

*Visitors to the Shire for the Festival spent \$4m.*

<b>Visitor Expenditure</b>	
<b>Festival Attendees</b>	<b>\$ 3,589,952</b>
Accommodation	\$ 741,662
Food and non-alcoholic beverages	\$ 831,120
Alcoholic beverages	\$ 402,731
Bus and boat charter	\$ 505,415
Daily entertainment	\$ 498,832
Tours	\$ 141,384
Coach and commercial transport fees	\$ -
Car or bus hire	\$ 257
Vehicle expenses	\$ 209,289
Shopping	\$ 245,636
Other expenses	\$ 13,625
<b>Event Organising Staff</b>	<b>\$ 15,919</b>
<b>Volunteers</b>	<b>\$ 17,659</b>
<b>VIPs/ delegates</b>	<b>\$ 780</b>
<b>Talent</b>	<b>\$ 16,849</b>
<b>Media</b>	<b>\$ 885</b>
<b>Contractors</b>	<b>\$ 11,966</b>
<b>The Duyfken</b>	<b>\$ 1,651</b>
<b>Ocean Classic</b>	<b>\$ 279,546</b>
<b>Campfire Escapes</b>	<b>\$ 59,925</b>
<b>Total Visitor Expenditure</b>	<b>\$ 3,995,132</b>

# Government sponsorship accounted for most inflows

Major Organisational Inflows	
Premiers Office	\$ 90,000
Gascoyne Development Commision	\$ 299,970
Tourism WA	\$ 75,000
Dutch Embassy	\$ 22,727
Organisational Spend	\$ 70,200
Ball Tickets	\$ 35,021
<b>Subtotal</b>	<b>\$ 592,918</b>

Major Organisational Outflows	
Strut and Fret Management Fee	\$ 154,424
Insurance	\$ 3,250
Creative Concept Pre-Production	\$ 17,235
Marketing and Communication	\$ 106,825
Contractors and Personnel	\$ 61,656
Event Operations	\$ 360,262
<b>Subtotal</b>	<b>\$ 703,652</b>

# The event had a positive return on investment

*For every dollar the Shire invested into the event, 17.3 dollars of new money was spent in the Shire.*

Calculation of Direct Expenditure	
Total Expenditure (excluding airfares)	\$ 3,995,132
Plus Inflows	\$ 592,918
Minus Outflows	\$ 703,652
<b>Direct Spend</b>	<b>\$ 3,884,398</b>

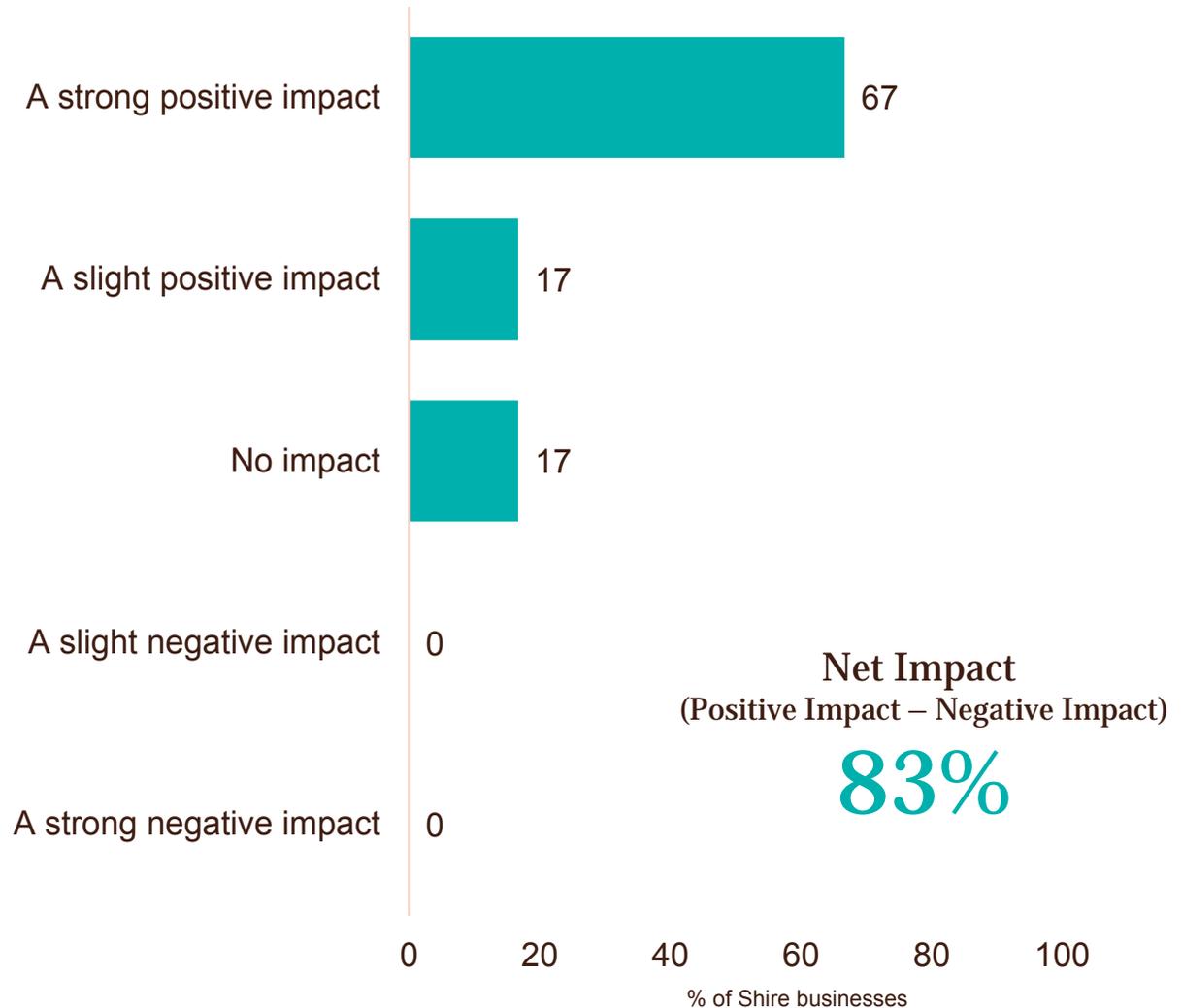
Calculation of Return on Investment	
Direct Expenditure	\$ 3,884,398
Divided by Shire of Shark Bay Investment	\$ 225,000
<b>Return on Investment</b>	<b>17.3</b>

# The impact on businesses

# The event had a strong positive impact on foot traffic for two-thirds of local tourism businesses

*However, almost one in five businesses saw no impact on their foot traffic during the event.*

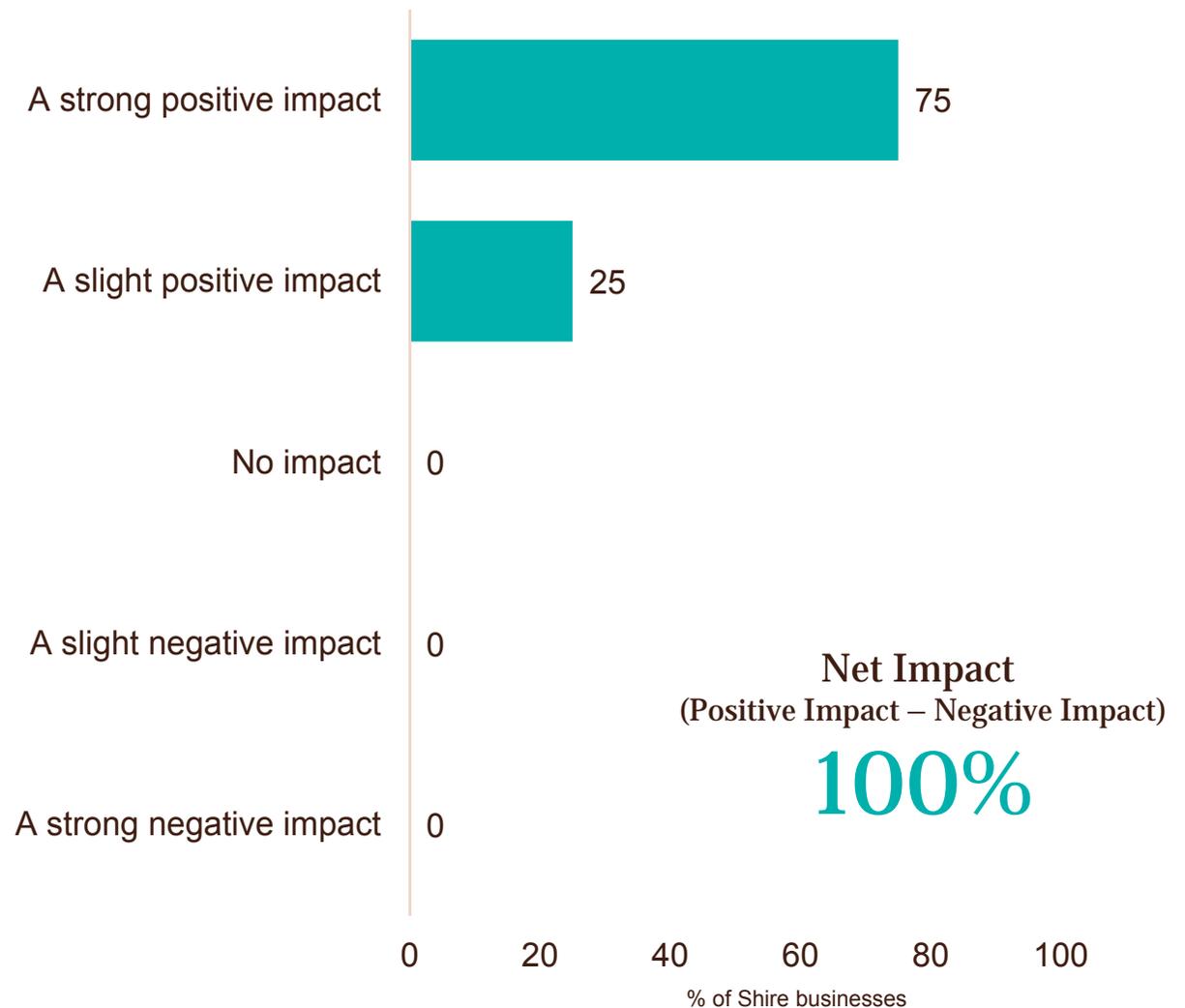
### Event Impact on Foot Traffic



n=12  
Q. What impact did the Dirk Hartog Voyage of Discovery have on foot traffic to your business?

# Revenue increased for tourism businesses during the event

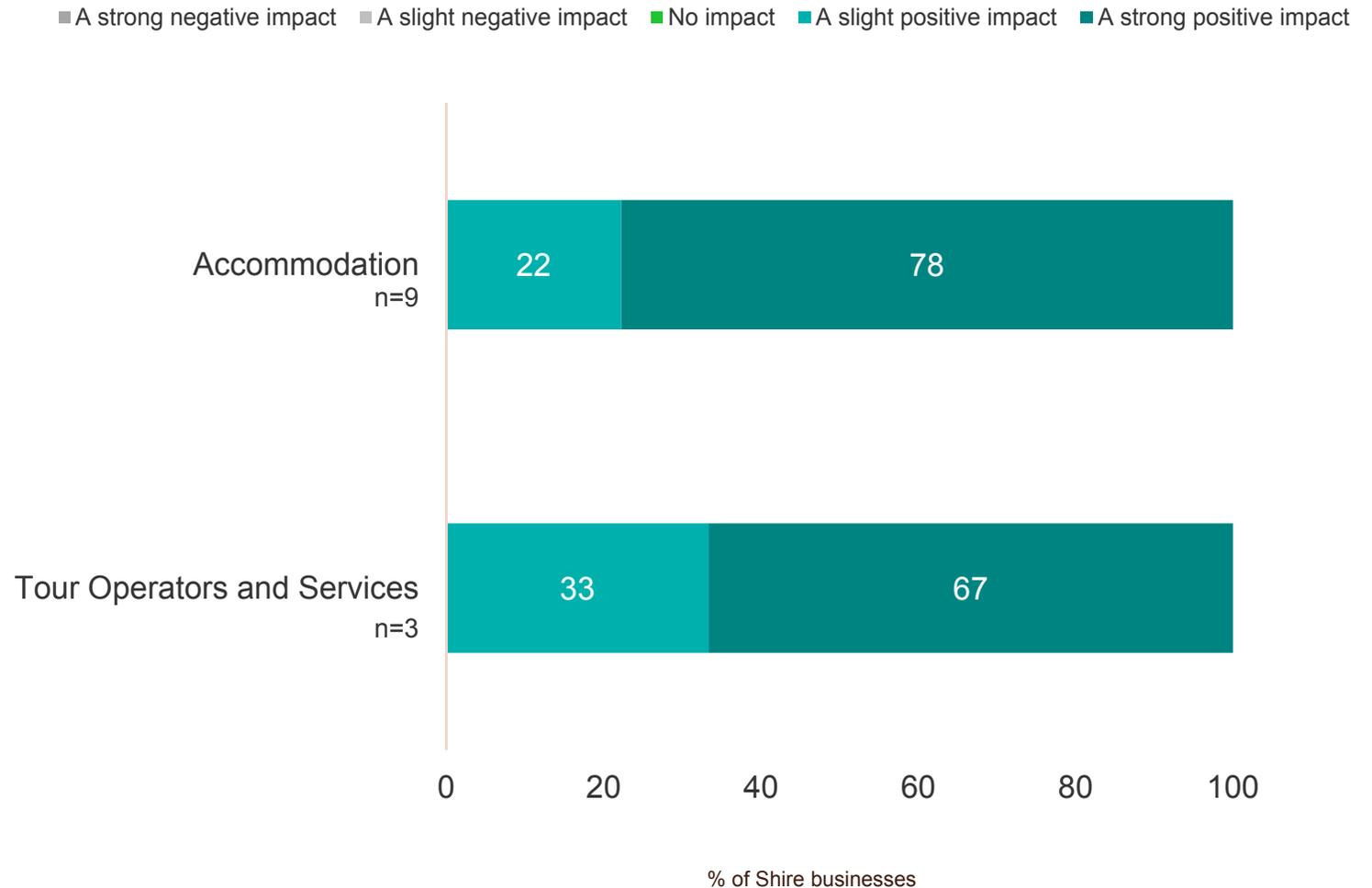
Event Impact on Revenue



n=12  
Q. What impact did the Dirk Hartog Voyage of Discovery have on your businesses revenue?

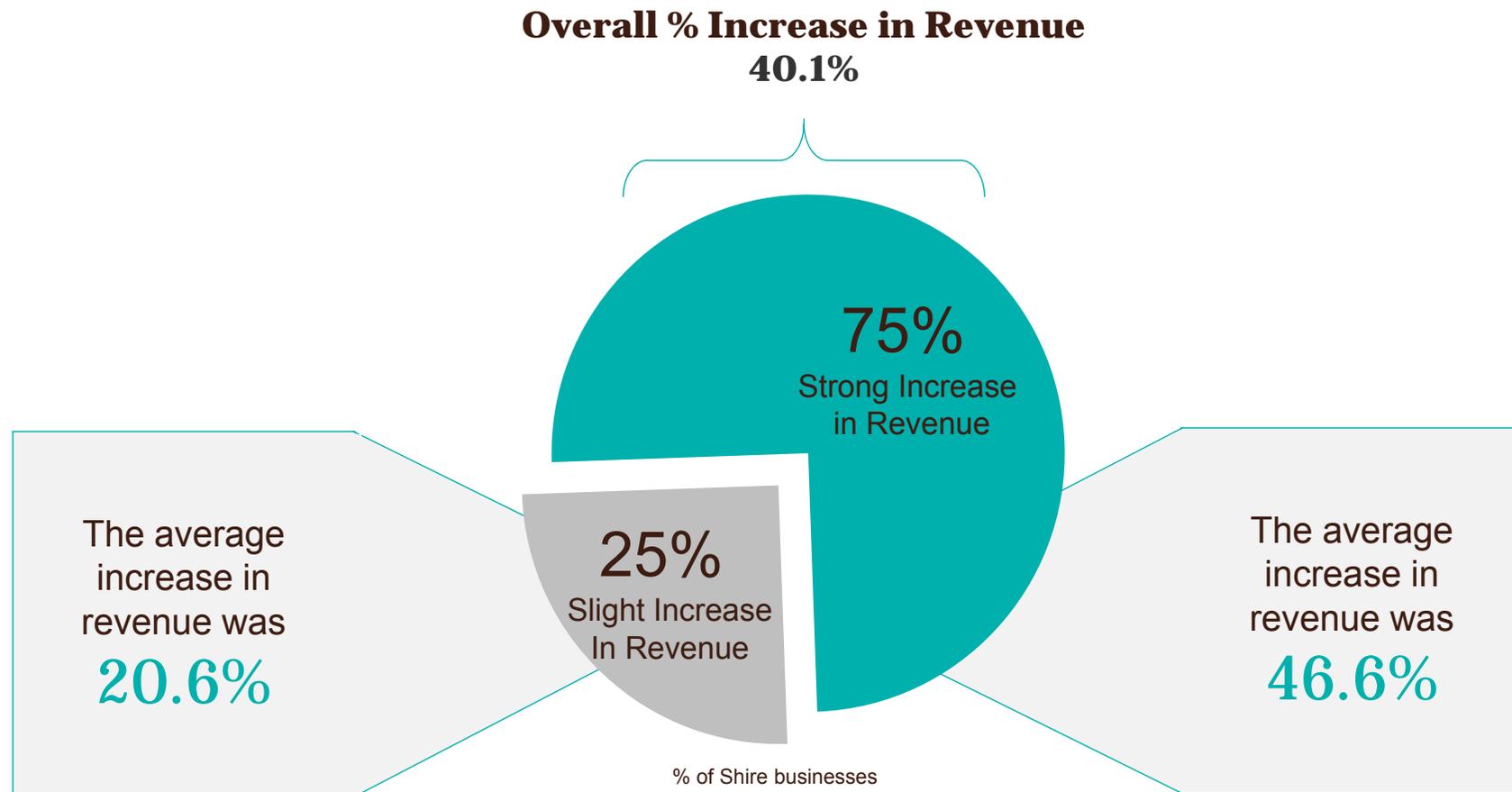
# Accommodation providers saw a slightly stronger positive impact on revenue

## Event Impact on Revenue by Business Type



n=12  
Q. What impact did the Dirk Hartog Voyage of Discovery have on your businesses revenue?

# Compared to general October trading, businesses saw a 40% increase in revenue overall



n=12  
Q. What impact did the Dirk Hartog Voyage of Discovery have on your businesses revenue?

n=12  
Q. What was the percentage increase in revenue you experienced during the event compared to other weekends in October 2016?

Anecdotaly, the most common positive event impact was increased revenue

*Further reaching benefits of increased brand awareness and tourism of the region were also recognised by business owners.*

### Increased Revenue

“

*We were totally booked out for that week.*

”

“

*I had a lot more customers as they had to pass my business to get to Denham.*

”

“

*Increased bookings in Accommodation plus ancillary spend in the Restaurants and bars.*

”

### Increased brand awareness

“

*It gave people a lot more awareness of our business because of the actual event ship arriving. I did a lot of transfers and increased business relationships with lodges.*

”

### Promotion of the region

“

*It put business in a good light and a lot of functions were held. It put us on the map. Great exposure.*

”

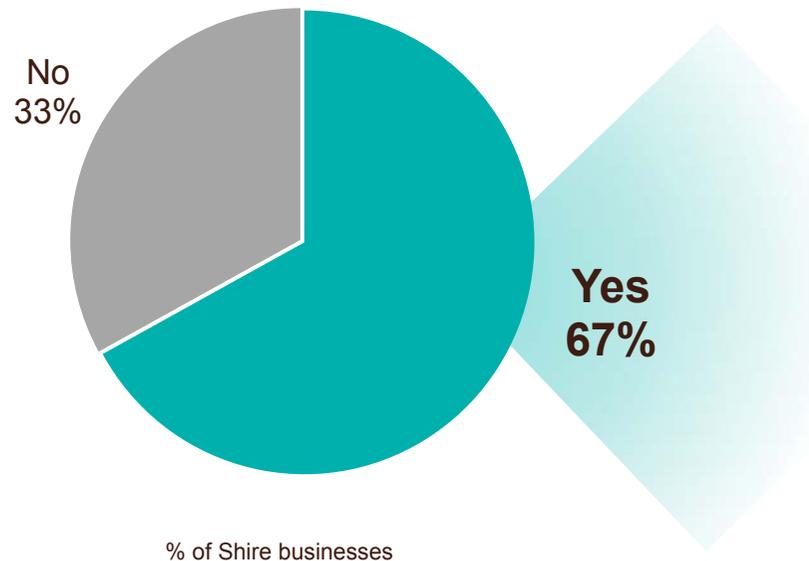
n=12

Q. How did the Dirk Hartog Voyage of Discovery positively impact your business?

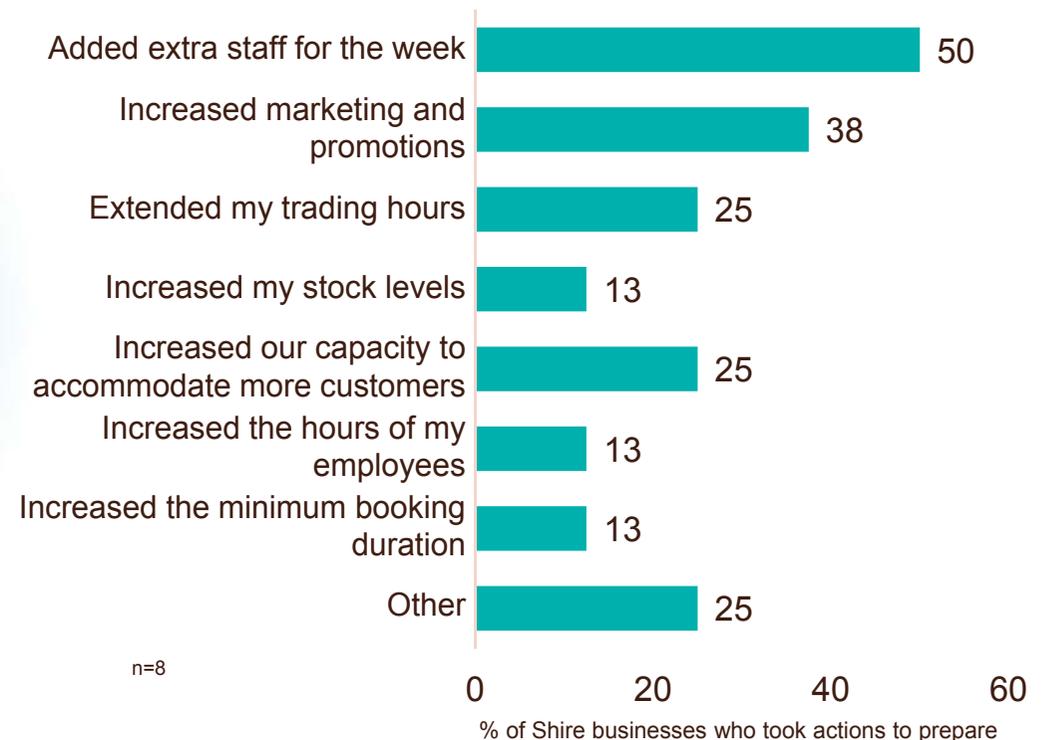
% of Shire businesses positively impacted

# Two-thirds of businesses took actions to prepare for the event, most commonly through rostering additional staff

Did you take any Action to Prepare?



Actions Taken to Prepare



n=12

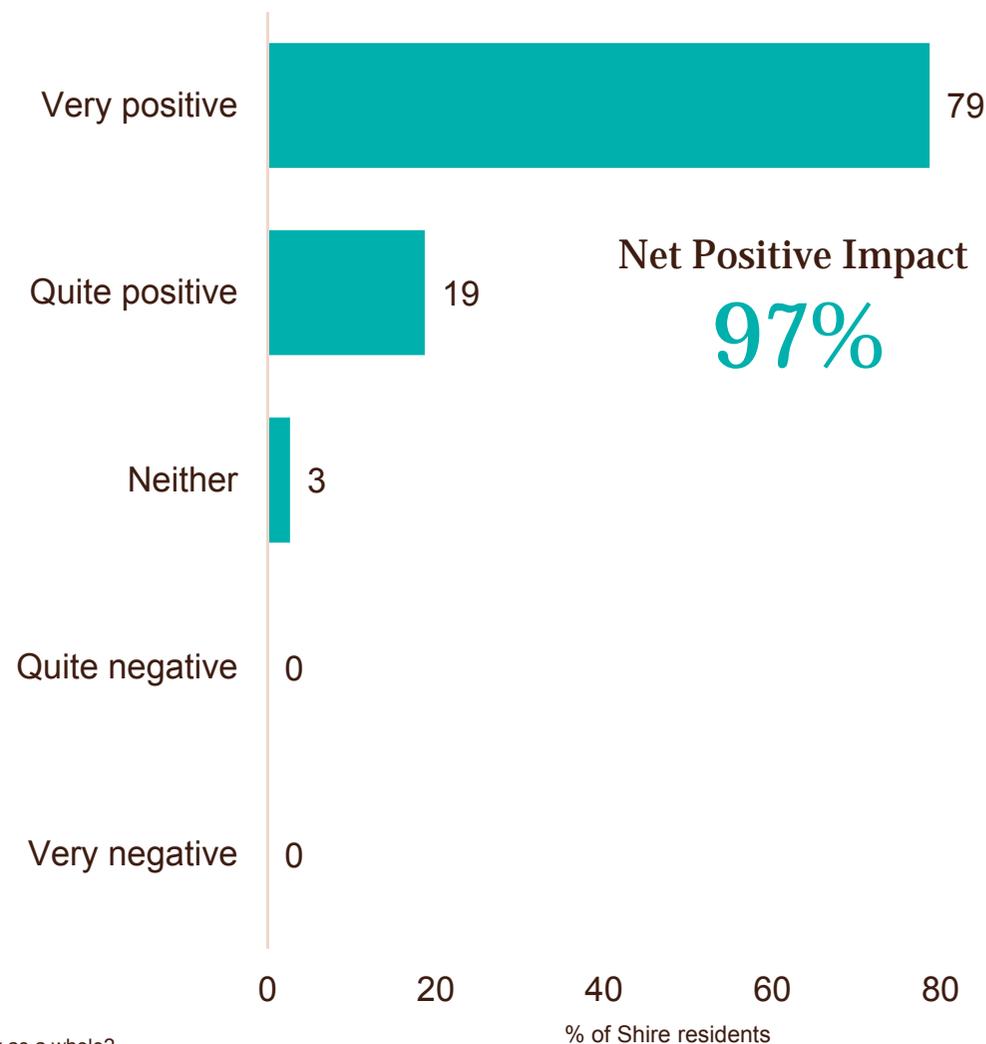
n=8

Q. Did you take any action to prepare for the Dirk Hartog Voyage of Discovery?  
Q. What actions did you take?

# Social impact of the event

The event was almost universally thought to have a positive effect on the community

Event Impact on the Community



n=75 | Excludes don't know responses

Q. Overall, do you think the Dirk Hartog Voyage of Discovery had a positive or negative affect on the community as a whole?

## Locals felt the event brought the community together and uplifted spirits

“

*The community as a whole came together to be involved and become proud of their community. The foreshore redevelopment and facility upgrades are a bonus for the community.*

”

“

*It brought the whole community together with a common purpose. All working for a goal and with pride in what we have to showcase and promote (i.e. natural and cultural assets).*

”

“

*It has brought the community an influx of tourists and the businesses did well. It showed off Denham to many parts of the world and Australia. It brought a sense of fun and goodwill to the Shark Bay community by bringing "Team Shark Bay" into being. It has put us on the touristic map on a scale that no other event has ever done.*

”

“

*The new foreshore area has given Shark Bay a huge facelift and lifted the spirits of the local community.*

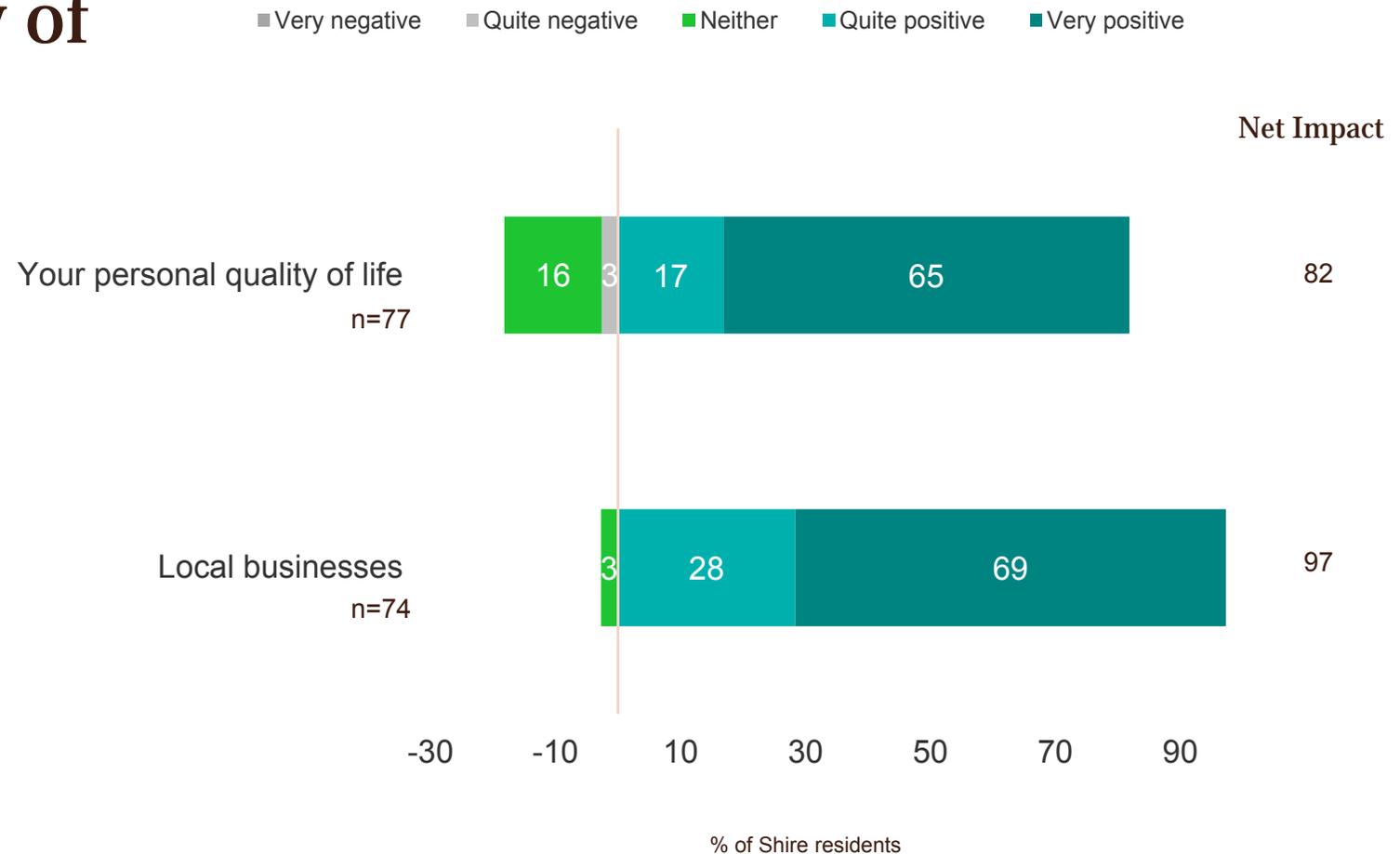
”

n=77

Q. In what way has the Dirk Hartog Voyage of Discovery had a [positive/negative] effect on the community as a whole?

# Residents also felt the event positively impacted their personal quality of life, and local businesses

## Event Impact on Individuals and Businesses



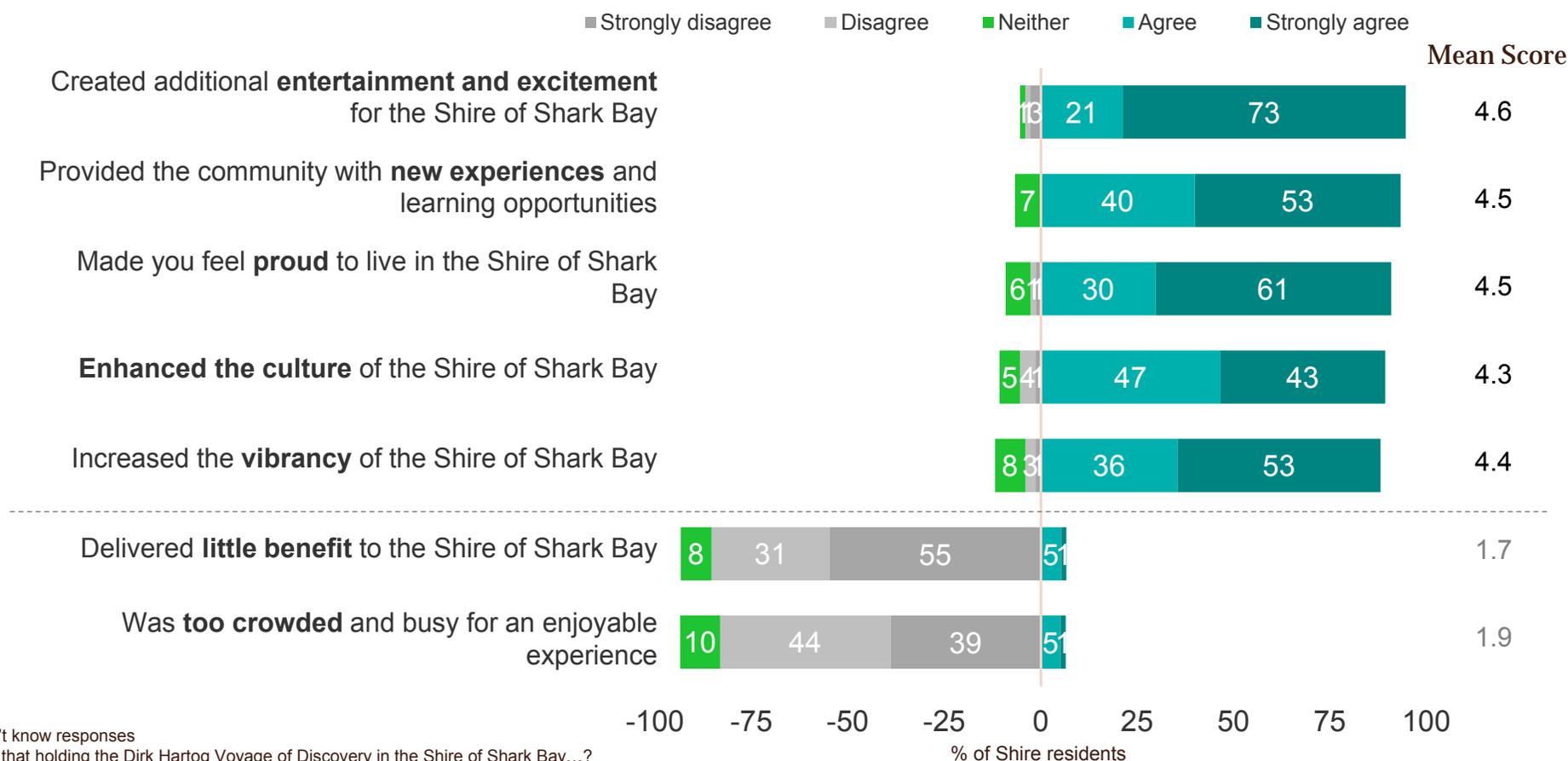
Excludes don't know responses

Q. Overall, do you think the Dirk Hartog Voyage of Discovery had a positive or negative affect on your...?

% of Shire residents

# Dirk Hartog events performed strongly on all social benefits

## Social Benefits of Event



n=72 to n=77 | Excludes don't know responses

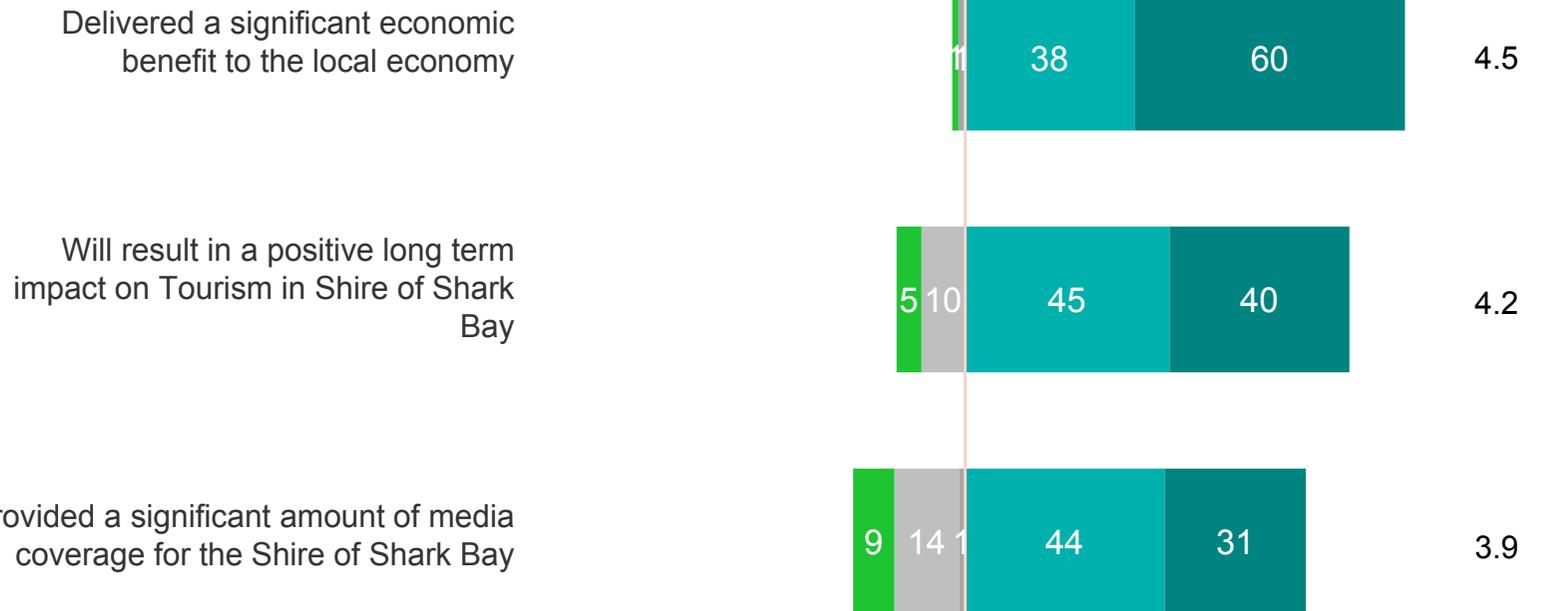
Q. Do you agree or disagree that holding the Dirk Hartog Voyage of Discovery in the Shire of Shark Bay...?

# There is also strong recognition that the event delivered strong economic and tourism benefits

## Economic and Tourism Benefits of Event

Strongly disagree Disagree Neither Agree Strongly agree

Mean Score



Although perceptions of media coverage are strong, the perceived impact is lower than other measures.

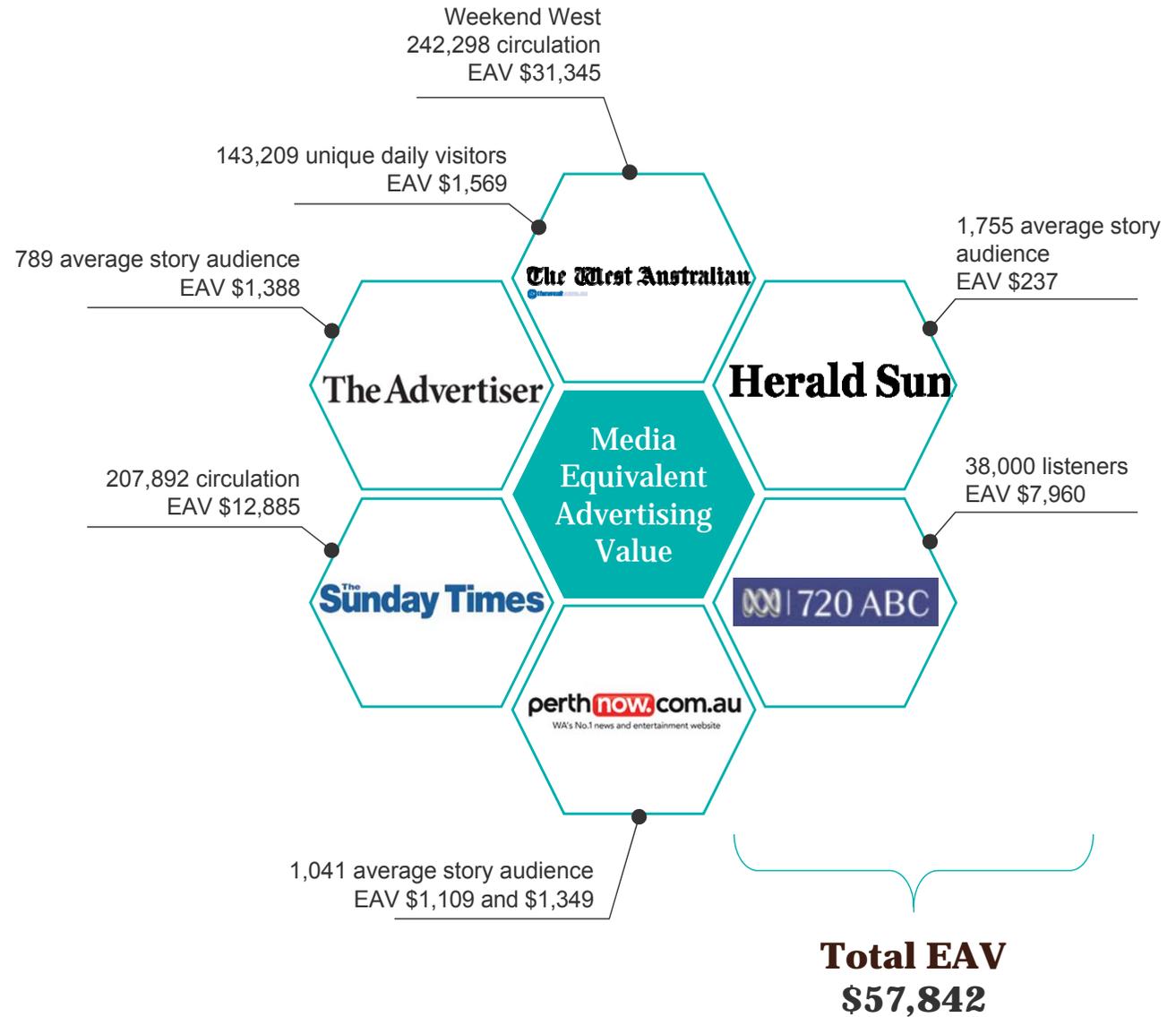
Provided a significant amount of media coverage for the Shire of Shark Bay

n=72 to n=77 | Excludes don't know responses  
 Q. Do you agree or disagree that holding the Dirk Hartog Voyage of Discovery in the Shire of Shark Bay...?

-100 -75 -50 -25 0 25 50 75 100

% of Shire residents

# Media coverage data highlights the reach of the event



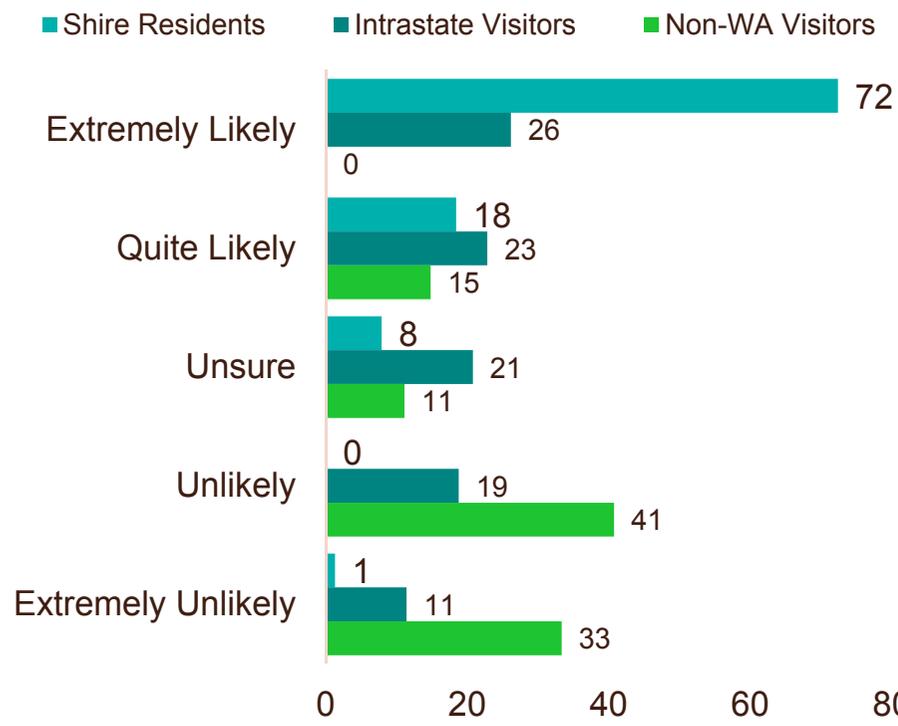
Additional Media Coverage

# Planning for future events

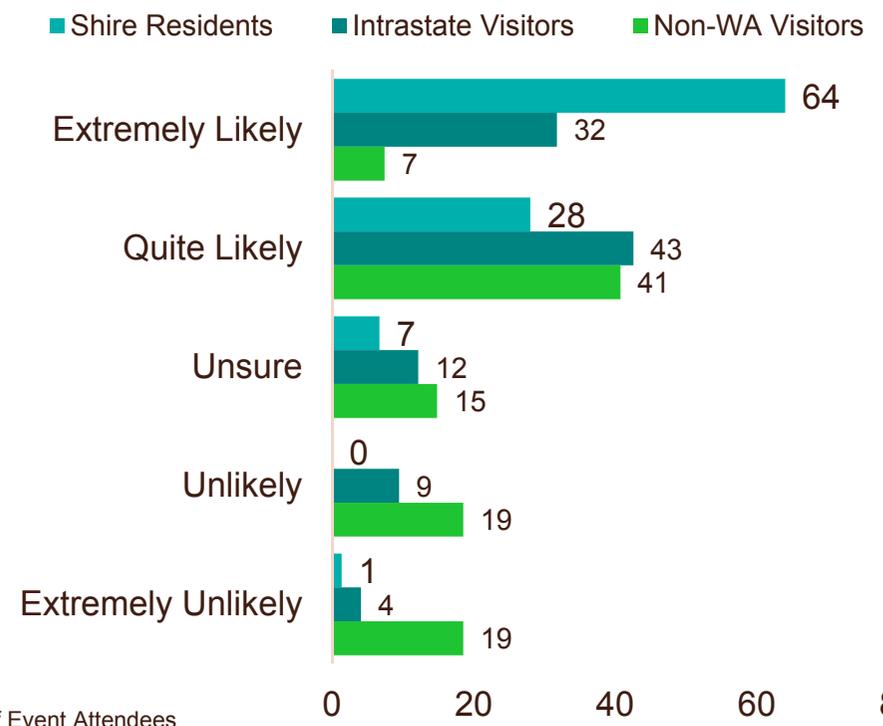
# Likelihood to attend a similar festival in 2017 is high amongst locals, but low for visitors from outside WA

*There is opportunity to attract Non-WA visitors at some point post-2017 with half showing some likelihood of attending.*

## Festival Attendance in 2017



## Festival Attendance post-2017



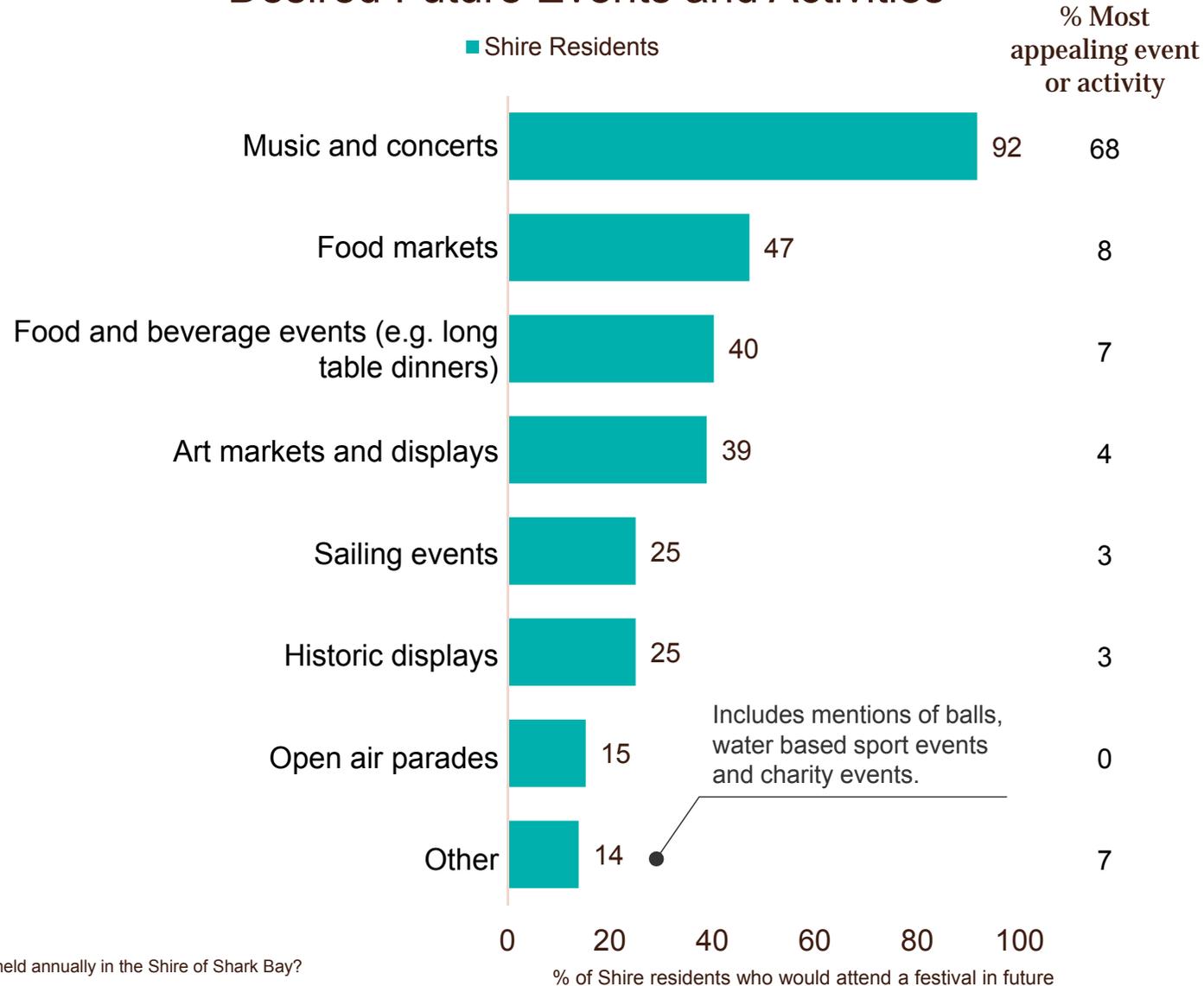
Shire Residents n=77 | Intrastate Visitors n=149 | Non-WA Visitors n=27

Q. If there was a similar festival held annually in the Shire of Shark Bay, how likely would you be to attend next year (2017)?

Q. And, how likely would you be to attend a similar festival again at some point in the future (after 2017)?

# There is an almost universal desire for music and concerts to be included in future festivals

## Desired Future Events and Activities



## Average Festival Length Desired

Shire Residents

**3.9 Days**

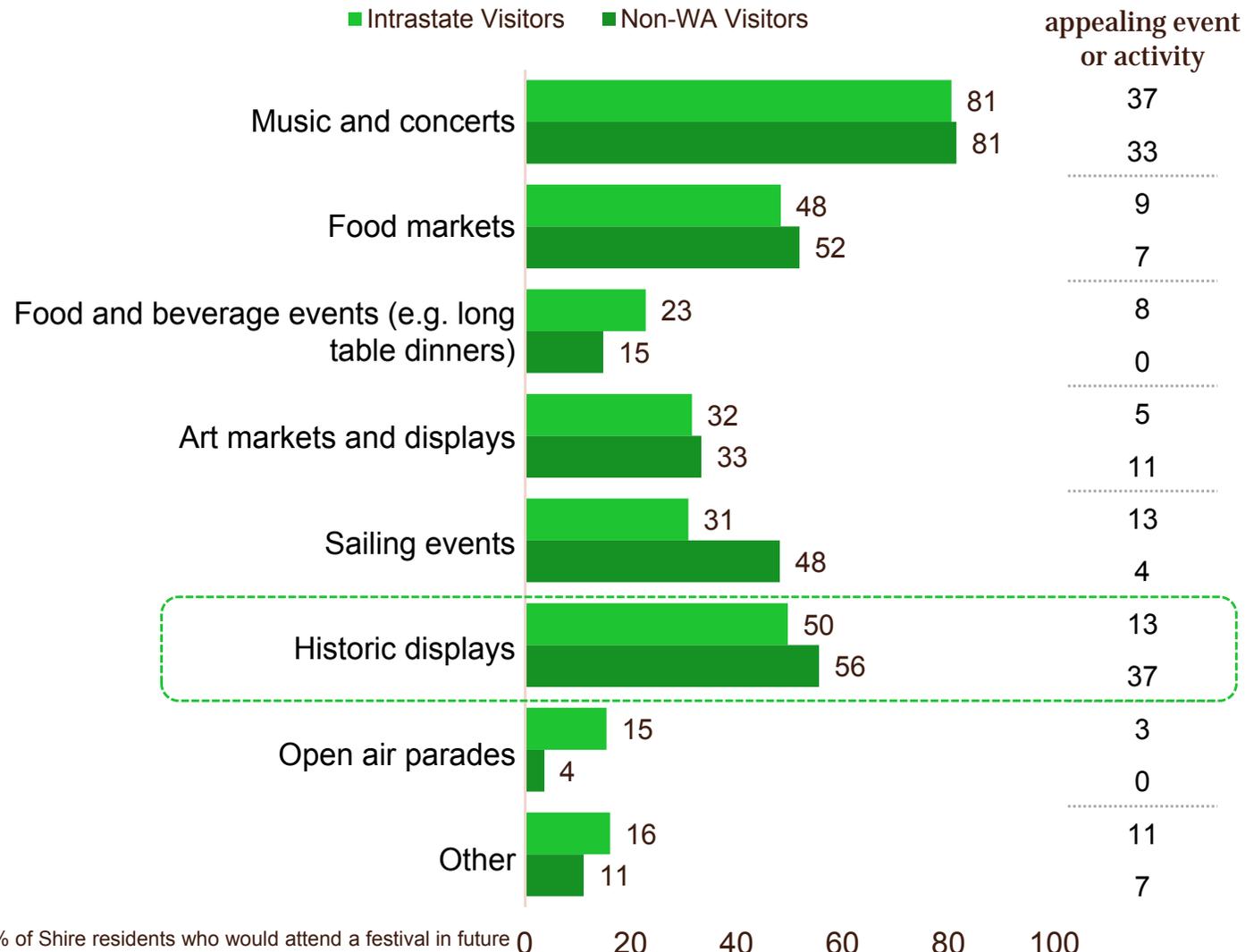
Shire Residents n=77

Q. What types of events and activities would be appealing for a similar festival held annually in the Shire of Shark Bay?

Q. And which is the most appealing?

# Historic displays hold additional appeal for visitors

## Desired Future Events and Activities



### Average Festival Length Desired

Intrastate Visitors  
**3.9 Days**

Non-WA Visitors  
**3.9 Days**

Intrastate Visitors n=149 | Non-WA Visitors n=27

Q. What types of events and activities would be appealing for a similar festival held annually in the Shire of Shark Bay?

Q. And which is the most appealing?

% of Shire residents who would attend a festival in future 0 20 40 60 80 100

% of Visitors who would attend a festival in future

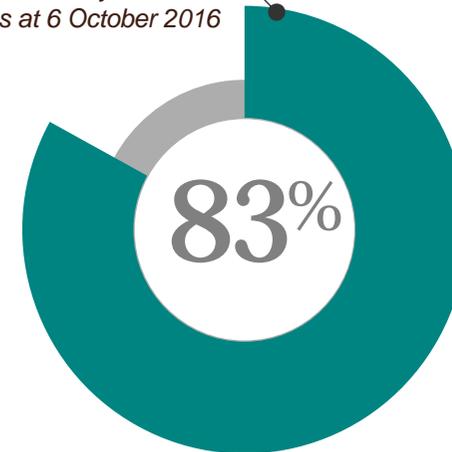
# Appendix

# Accommodation occupancy was high over the event period

*Anecdotally, accommodation providers advise that occupancy rates were higher over the event period compared to the same period in previous years.*

Occupancy rate over event period\*

Based on data provided by the Shire as at 6 October 2016



% of Accommodation providers

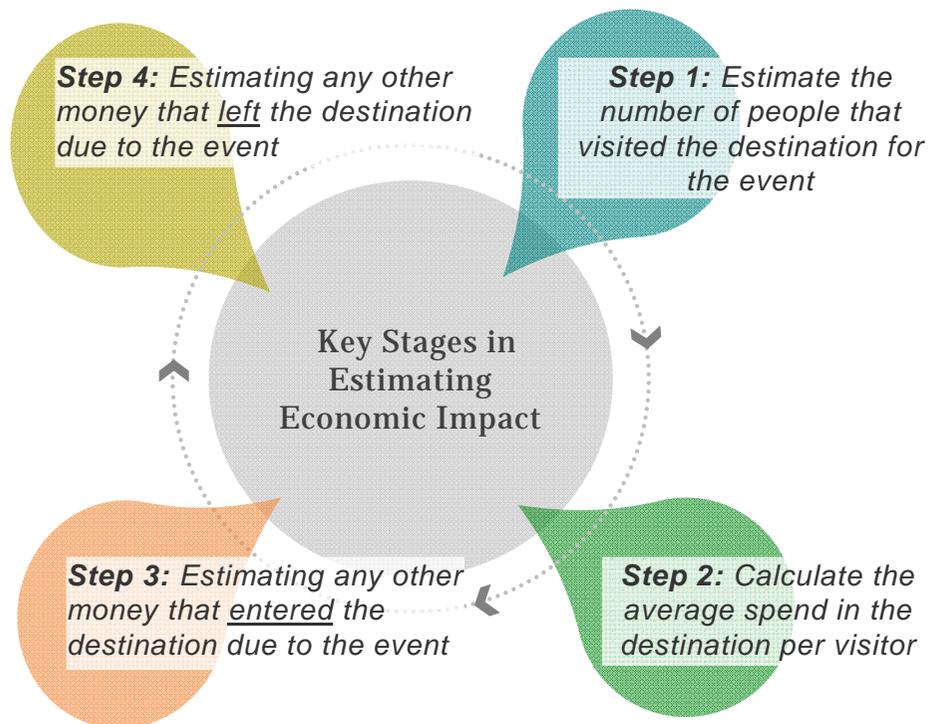
Average maximum power demand was 12.71% higher during the event period

**Average maximum demand over event period 1,064kW**

*A 12.71% increase from the 944kW*

Date	Max kW	Min kW
1-Oct-16	1,067	419
2-Oct-16	982	419
3-Oct-16	965	355
4-Oct-16	1,004	372
5-Oct-16	1,014	416
6-Oct-16	1,049	401
7-Oct-16	959	412
8-Oct-16	891	395
9-Oct-16	856	364
10-Oct-16	846	334
11-Oct-16	881	333
12-Oct-16	903	379
13-Oct-16	929	393
14-Oct-16	982	416
15-Oct-16	898	425
16-Oct-16	807	335
17-Oct-16	868	329
18-Oct-16	886	382
19-Oct-16	1,022	402
20-Oct-16	935	402
21-Oct-16	1,038	389
22-Oct-16	1,046	417
23-Oct-16	1,160	440
24-Oct-16	1,077	445
25-Oct-16	998	473
26-Oct-16	963	447
27-Oct-16	956	429
28-Oct-16	870	396
29-Oct-16	829	399
30-Oct-16	786	357
31-Oct-16	791	291
<b>Average</b>	<b>944</b>	<b>392</b>

# Metrix utilises the direct expenditure model



*The direct expenditure model is recognised by many independent industry experts as best practice in measuring economic impact.*

The primary objective of an economic impact evaluation is to measure the amount of money that enters a location as a result of an event. Metrix has worked on a range of economic impact projects across Australia. Specific arts and cultural events evaluated have included CinefestOZ, Margaret River Gourmet Escape, The Giants, Shinju Matsuri, Albany ANZAC and the Ord Valley Muster on behalf of Tourism WA.

In addition to measuring the economic impact of the event, there is also the option to include strategic questions on event surveys to inform future festival planning and business decision making.

Examples include:

- Satisfaction with specific aspects of the event.
- Intentions to attend the same event again in future.
- Events that hold the strongest appeal for future visits.
- Event strengths and opportunities for improvement.
- Demographic profiling.

# Defining inflows and outflows

*Inflows and outflows are used to determine the flow of money due to the event beyond what visitors personally spent.*

## **Inflows**

Any new money that has entered the Shire due to the event (non-local money paid to Shire organisations or individuals).

*For example, sponsorship from non-local organisations.*

## **Outflows**

Any Money that has left the Shire as a result of the event (money originating in the Shire that has been paid to non-local organisations or individuals).

*For example, talent fees and contractor hire for non-locals.*



**Metrix**

Perth | Melbourne

[metrixconsulting.com.au](http://metrixconsulting.com.au)

