



Evaluating the impact of the Dirk Hartog Voyage of Discovery

December 2016



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Scope of engagement

Background

2016 marks the 400th 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



- A 7 minute face-to-face survey was conducted randomly with event attendees at key locations throughout the event
- In total, n=271 interviews were conducted resulting in a margin of error of $\pm 5.84\%$ at the 95% confidence level.

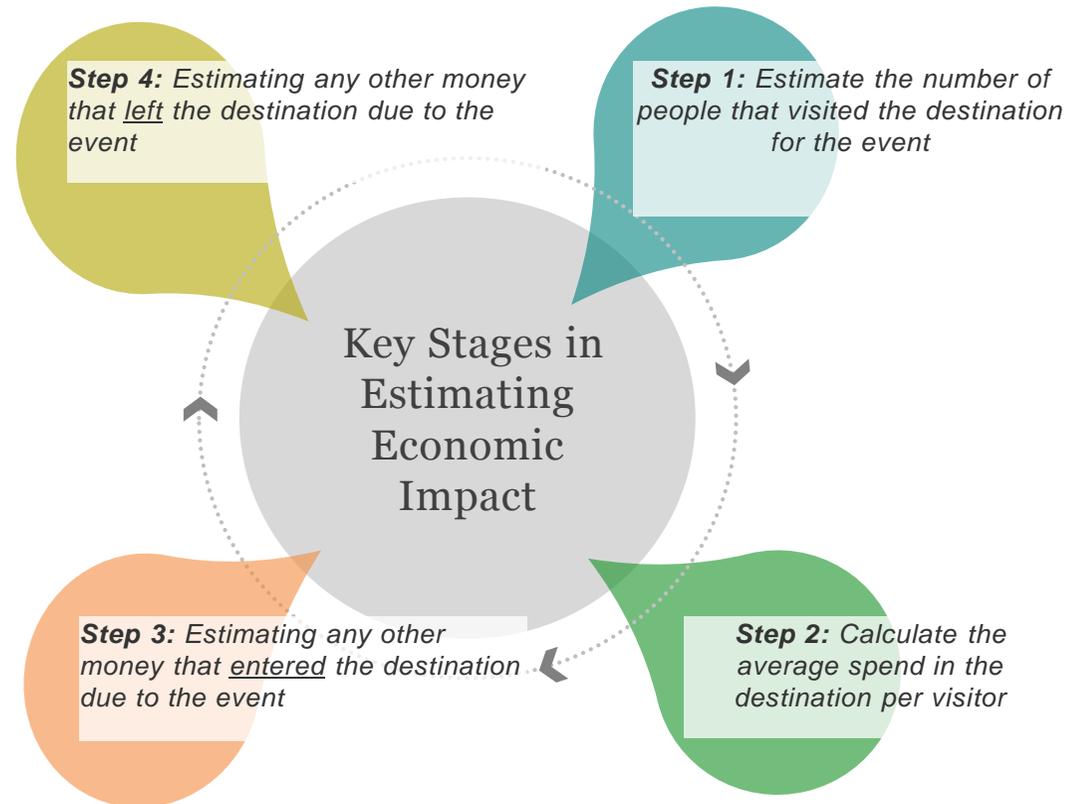
- A 7 minute online survey was conducted with Shire residents.
- An open survey link was distributed via text message, posted on the Shire website and broadcasted via the community Facebook page.
- Reminders were conducted via text message and telephone (where appropriate interviews were conducted over the phone).
- In total, n=77 residents completed the survey, resulting in a margin of error of $\pm 10.71\%$ at the 95% confidence level.

- A 5 minute online survey was conducted with local businesses likely to be impacted by the Festival (i.e. accommodation providers, tour operators, food and beverage outlets).
- Volunteers conducted a mail drop to each business personally inviting them to participate in the study.
- Follow-up calls were made to businesses and where appropriate interviews conducted over the phone.
- In total, n=12 businesses (of 41) completed the survey, resulting in a margin of error of $\pm 24.09\%$ at the 95% confidence level.

Estimating the economic impact

Metrix utilises the direct expenditure model which 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.



Information sources used in the expenditure model

	<i>Evaluation stage</i>	<i>Information sources used</i>
Stage 1	Estimate the number of people that visited the destination for the event	<ul style="list-style-type: none"> • Face-to-face survey conducted randomly with event attendees. • Online survey conducted with Shire residents. • ABS Shire of Shark Bay population data.
Stage 2	Calculate the average spend in the destination per visitor	<ul style="list-style-type: none"> • Face-to-face survey conducted randomly with event attendees.
Stage 3	Estimating any other money that <u>entered</u> the destination due to the event	<ul style="list-style-type: none"> • Interviews with organisations based outside of the Shire with some involvement in the event.
Stage 4	Estimating any other money that <u>left</u> the destination due to the event	<ul style="list-style-type: none"> • Interviews with the Shire of Shark Bay and Strut and Fret regarding event expenditure.

Executive Summary

The Dirk Hartog Voyage of Discovery had a strong positive impact economically and socially

01

Economically the event was successful in generating new money for the both the Shire and greater Gascoyne region:

- \$3.89m of new money into the Shire of Shark Bay.
- \$3.84m of new money into the Gascoyne region.

02

Socially, almost all (97%) residents felt the event had a positive impact on the community. Residents felt the event brought the community together and uplifted spirits.

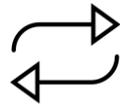
All social impact measures rated strongly, with the strongest being the event creating additional entertainment and new experiences for locals.

03

Businesses operating in tourism related industries experienced a positive impact on sales revenue with an average revenue increase of 40%.

The flow on effect of additional brand exposure and tourism benefits to the Shire were also recognised by businesses.

Future event planning



*Repeat Visitor Attendance**

- Half (49%) of intrastate visitors at Dirk Hartog would attend a similar event in 2017.
- Visitation outside of WA would be limited, with the majority (75%) unsure or unlikely to attend.
- Repeat visitation at an event beyond 2017 increases amongst both Intrastate (75%) and Non-WA visitors (48%).



Desired future events and activities

- Local residents have a strong preference for future events to be centred around a **music or concert**:
 - 92% appealing component
 - 68% most preferred
- However, visitors have more diverse desires with food markets, sailing events and historic displays also thought to be appealing.



Event length

- Both local residents and visitors have a preference for a **4 day** event.

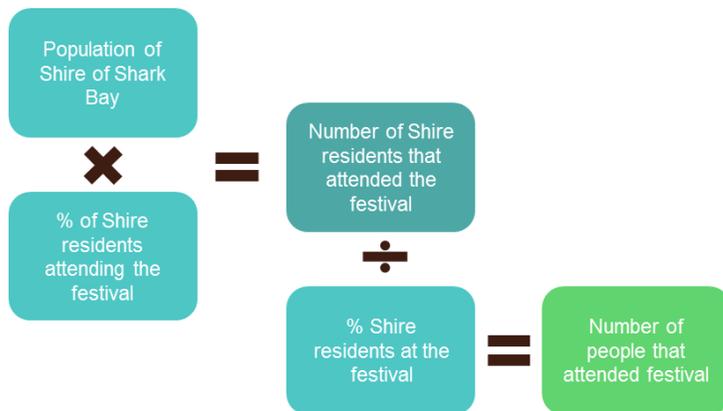
Event attendance

Estimating the number of Festival Attendees

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

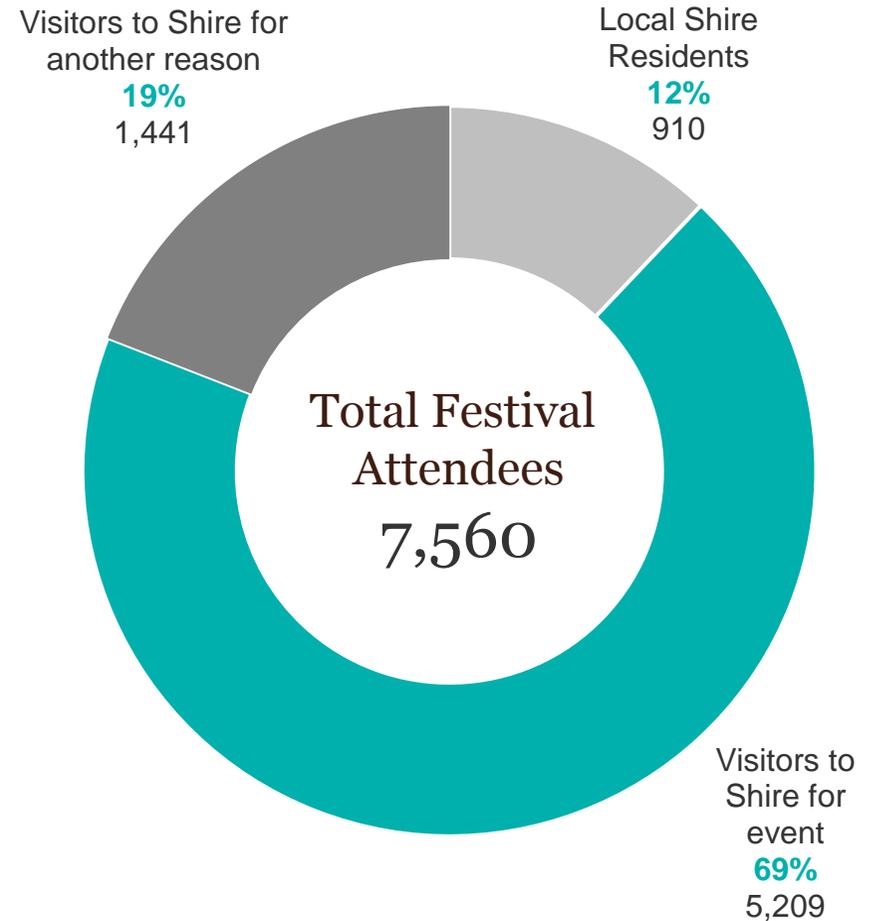
The first step was to estimate the number of event attendees living in the Shire. The survey with Shire residents helped us to understand the incidence of attendance to the Voyage of Discovery Festival. This was then modelled with the latest Shire of Shark Bay population data to estimate the number of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

Visitor attendance is split by those in the Shire specifically to attend the event, and those who were visiting for another reason.



Three quarters of visitors in the Shire specifically for the event were from outside the Gascoyne region

Net Non-Gascoyne Visitors

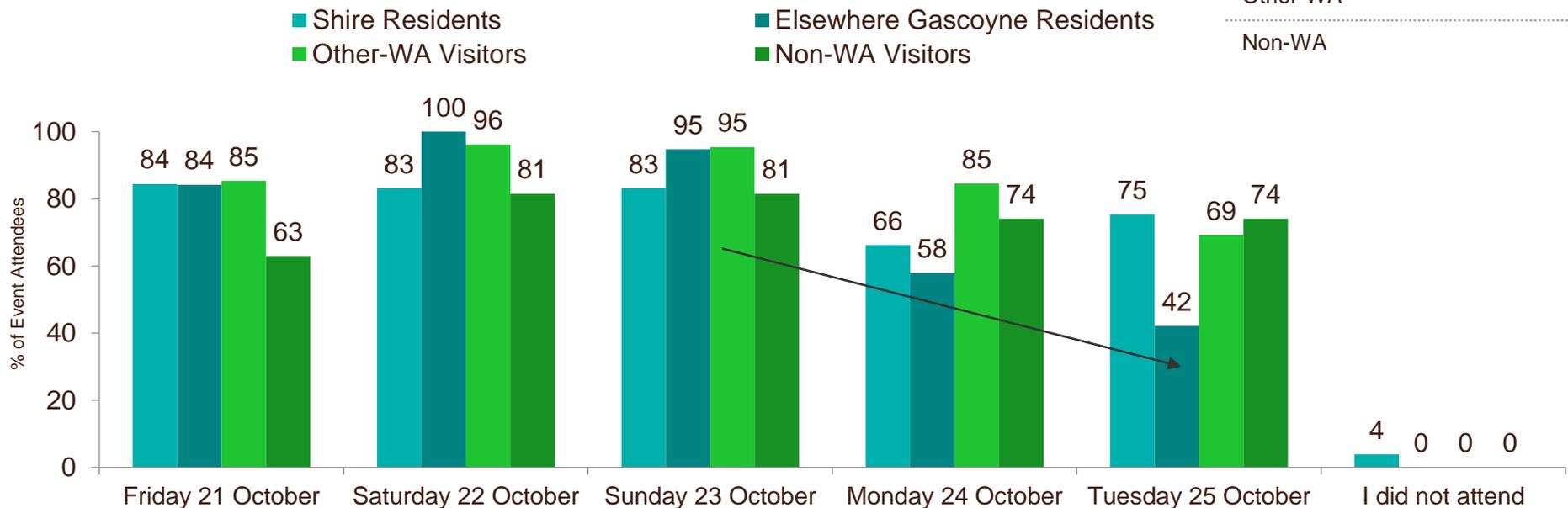
89%
4,661



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.

Event Days Attended



Average Days Attended

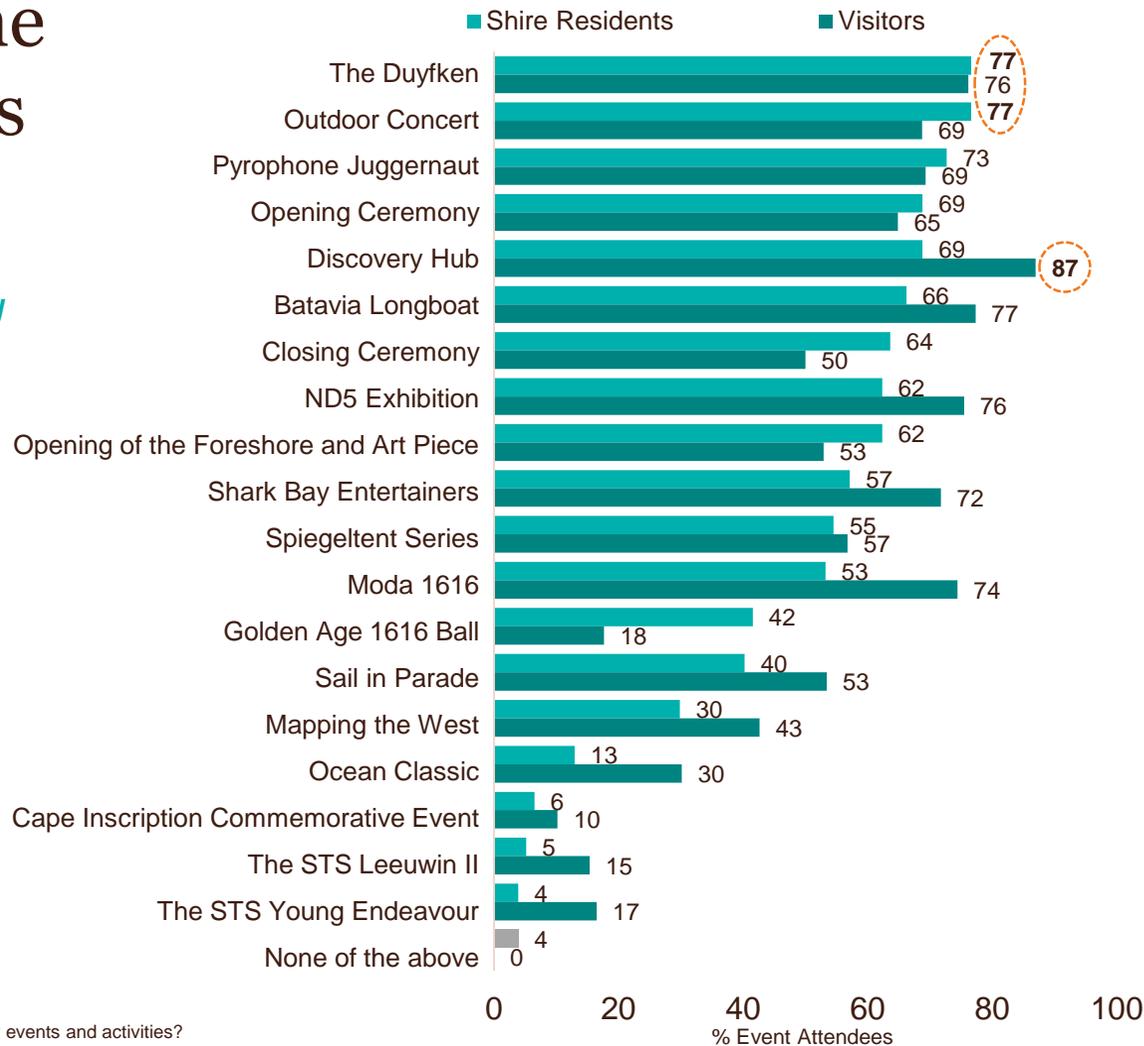
Shire Residents	3.9
Elsewhere Gascoyne residents	3.8
Other-WA	4.3
Non-WA	3.7

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

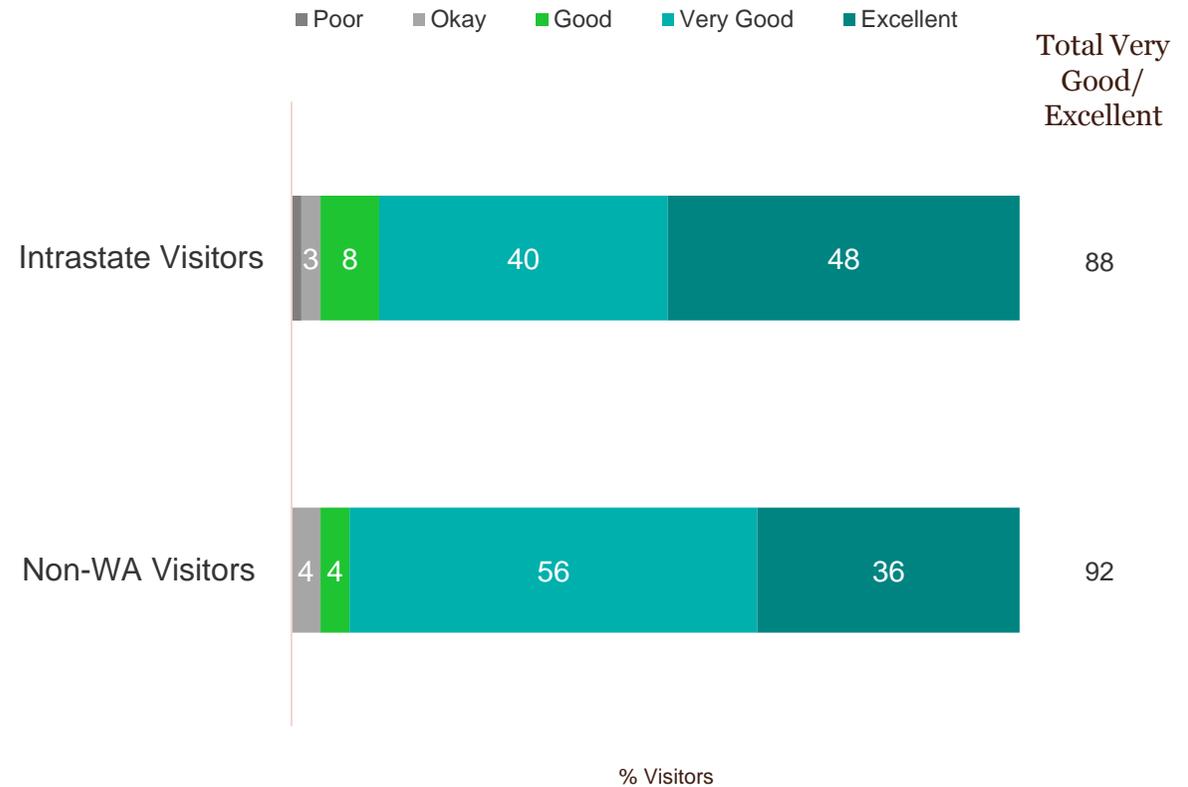
Shire Residents n=77 | Visitors n=176

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

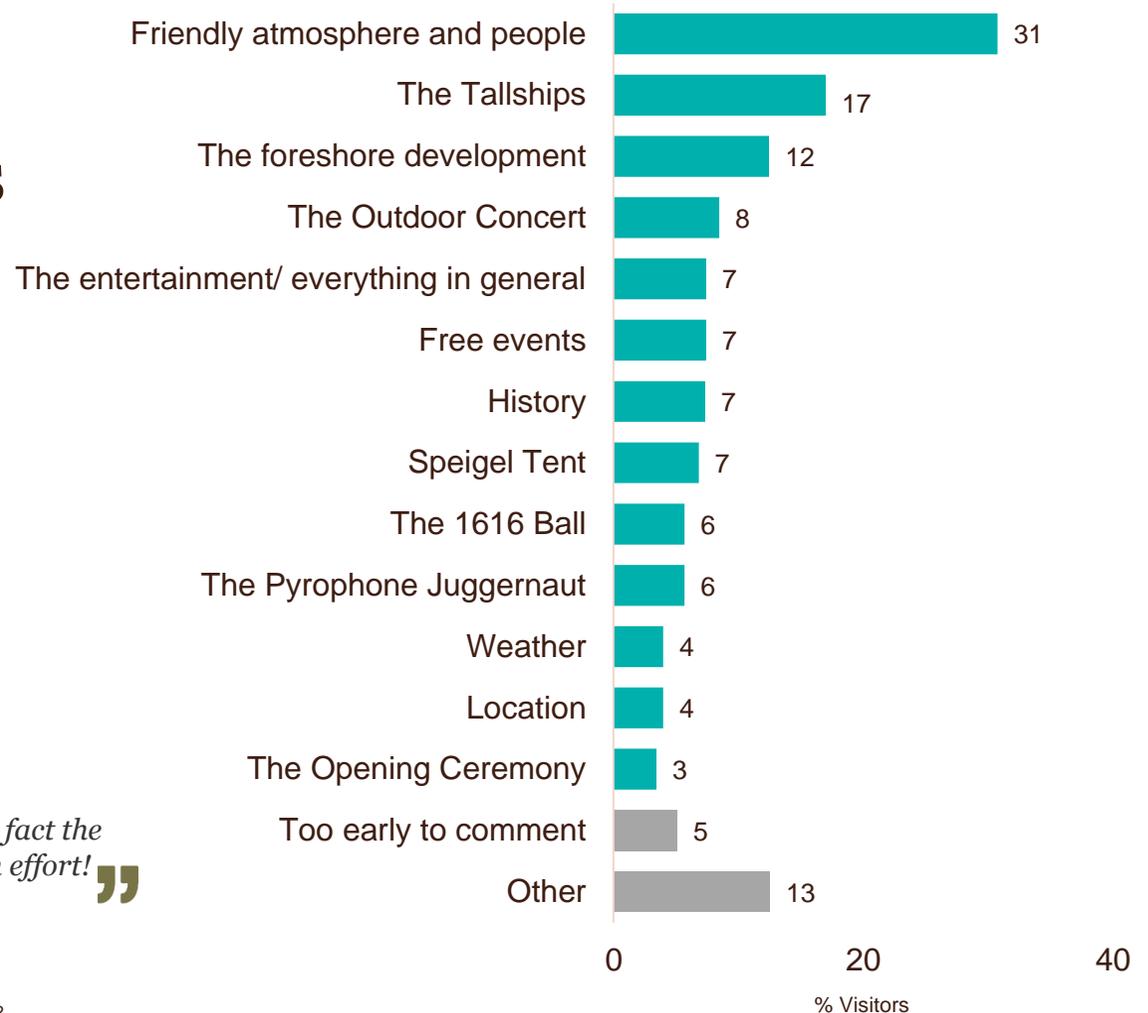
Q. Thinking about your entire experience so far at the Dirk Hartog Voyage of Discovery Festival how would you rate your overall experience?

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



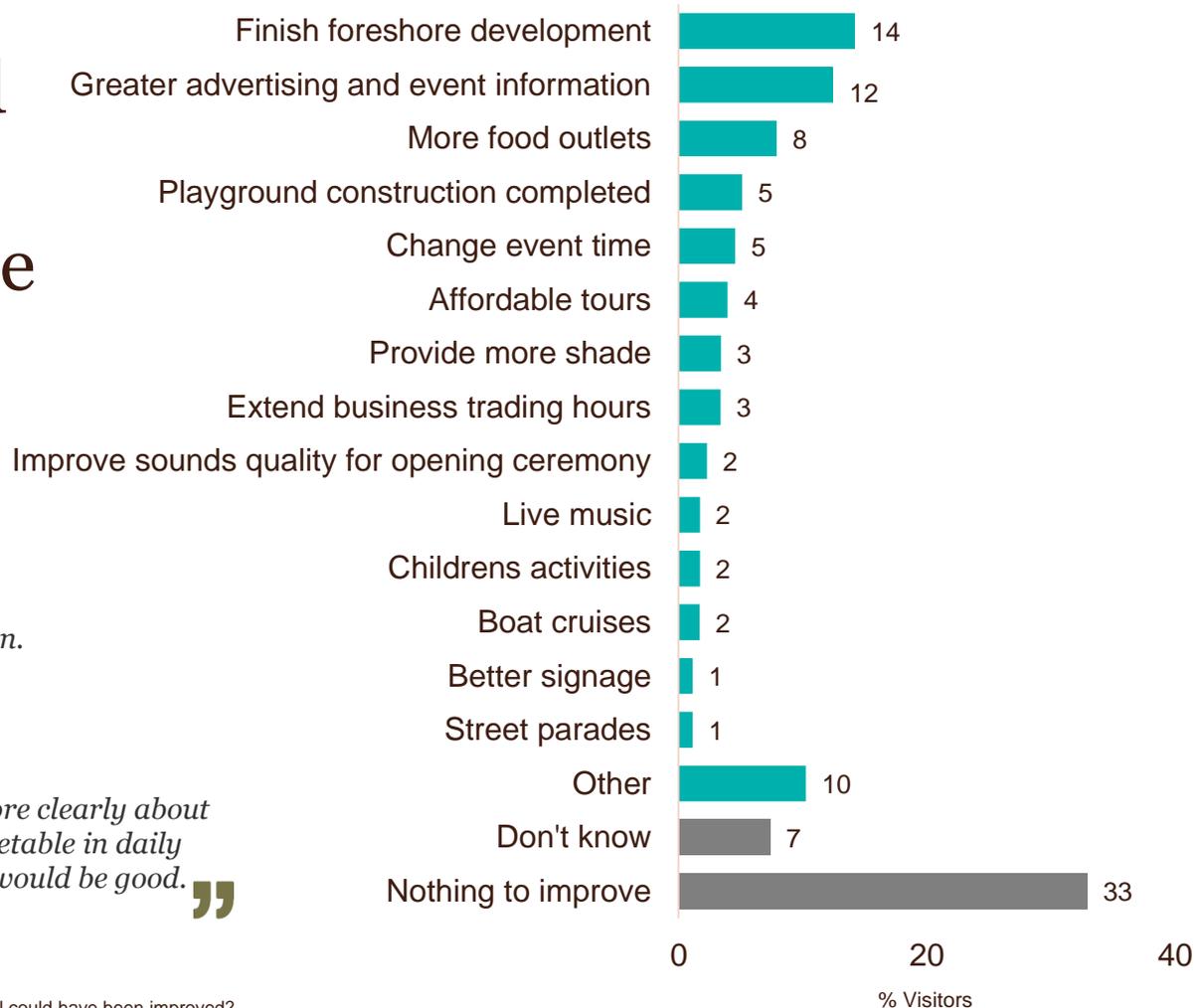
Visitors n=176
 Q. What did you enjoy most about the Dirk Hartog Voyage of Discovery Festival?

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 Dirk Hartog Voyage of Discovery Festival could have been improved?

Economic impact on the Shire

Key performance measures highlight the positive economic impact of the event

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

	2016
Total visitor attendance	5,209
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	\$3,890,263
Shire of Shark Bay investment	\$ 225,000
ROI on direct expenditure	17.3
Total visitor nights	30,829
Average length of stay	5.9
Average expenditure per day	\$ 130

Note: Calculations are based on visitors in the Shire specifically for the event.

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

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

Visitor Expenditure	
Festival Attendees	\$ 3,589,952
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
Event Organising Staff	\$ 15,919
Volunteers	\$ 17,659
VIPs/Delegates	\$ 4,931
Talent	\$ 16,849
Media	\$ 885
Contractors	\$ 11,966
The Duyfken	\$ 1,651
Ocean Classic	\$ 279,546
Campfire Escapes	\$ 59,925
Total Visitor Expenditure	\$ 3,999,283

Note: Calculations are based on visitors in the Shire specifically for the event.

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	\$ 36,735
Subtotal	\$ 594,632

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
Subtotal	\$ 703,652

Note: Calculations are based on visitors in the Shire specifically for the event.

Note: The inflow for ball tickets is based on sales to people living outside of the Shire.

See appendix for inflow and outflow definitions.

Calculations exclude organisational spend by Campfire Escapes as this was not disclosed.

Ocean Classic organisational spend is subject to final review and may change.

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)	\$ 3,999,283
Plus Inflows	\$ 594,632
Minus Outflows	\$ 703,652
Direct Spend	\$ 3,890,263

Calculation of Return on Investment	
Direct Expenditure	\$ 3,890,263
Divided by Shire of Shark Bay Investment	\$ 225,000
Return on Investment	17.3

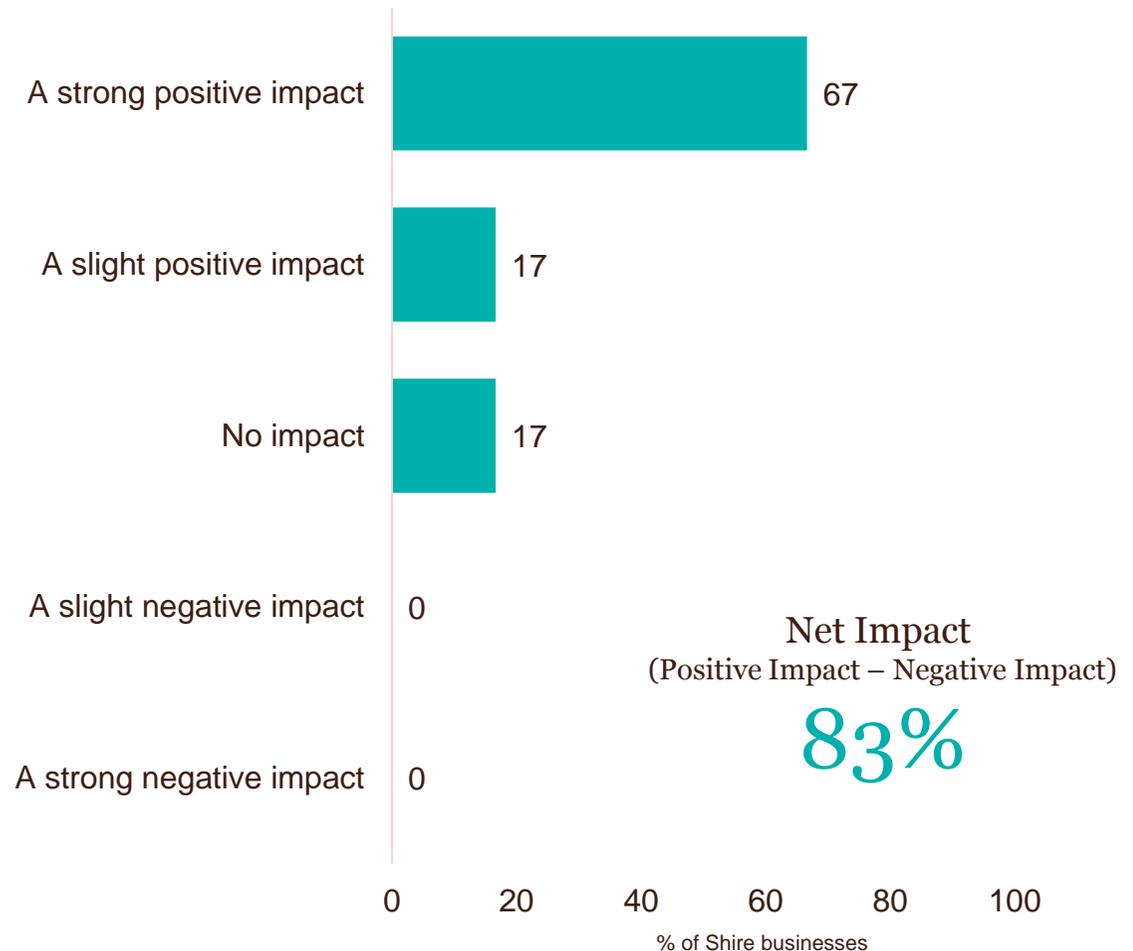
Note: Calculations are based on visitors in the Shire specifically for the event.

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.

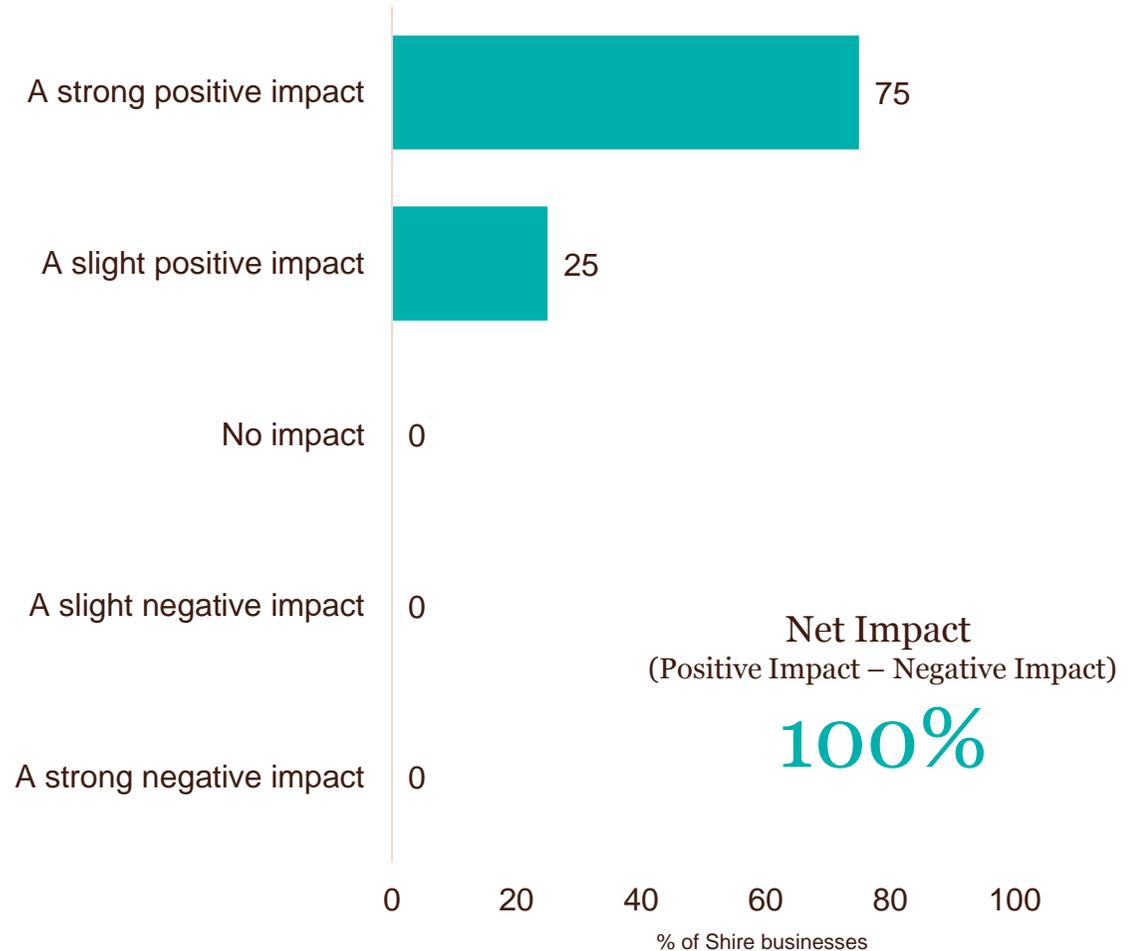
Event Impact on Foot Traffic



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

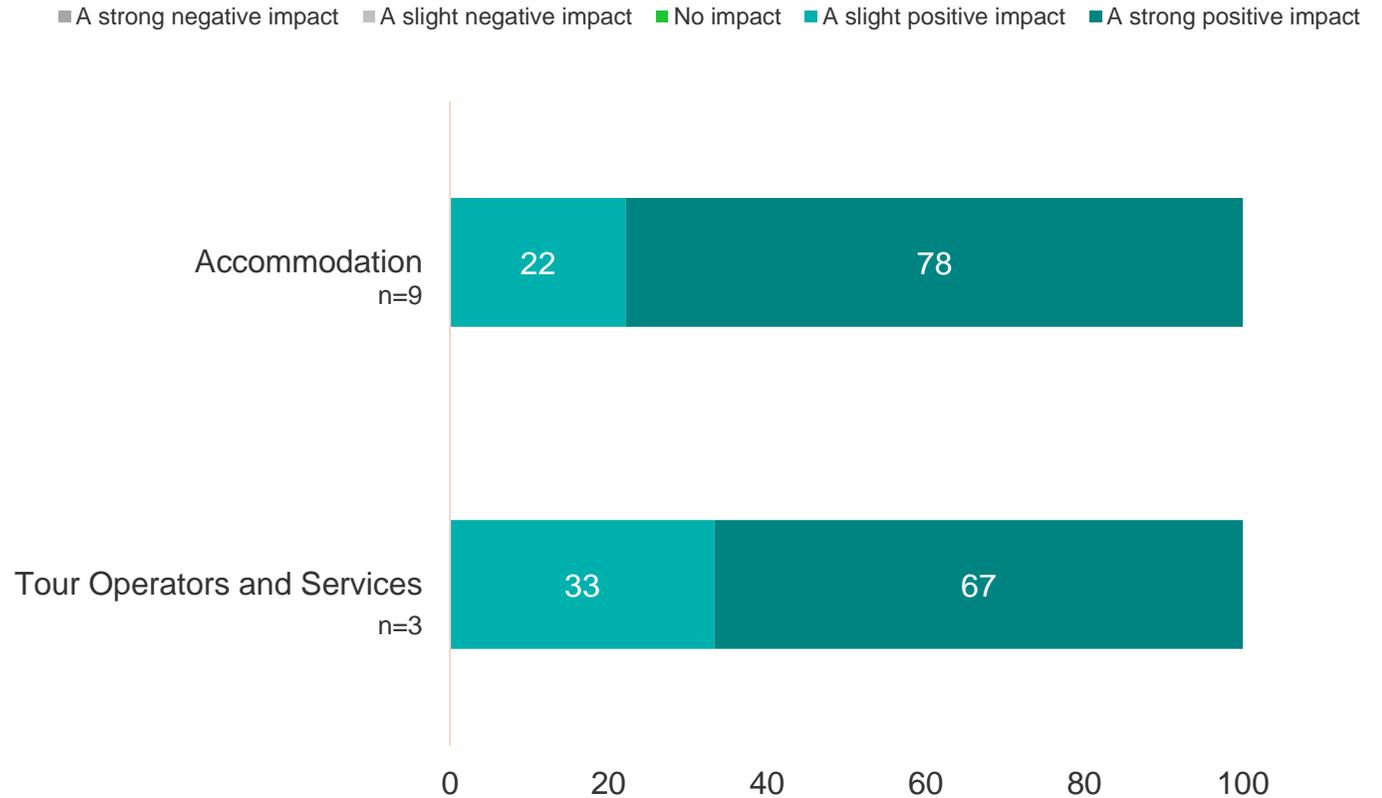
Event Impact on Revenue



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

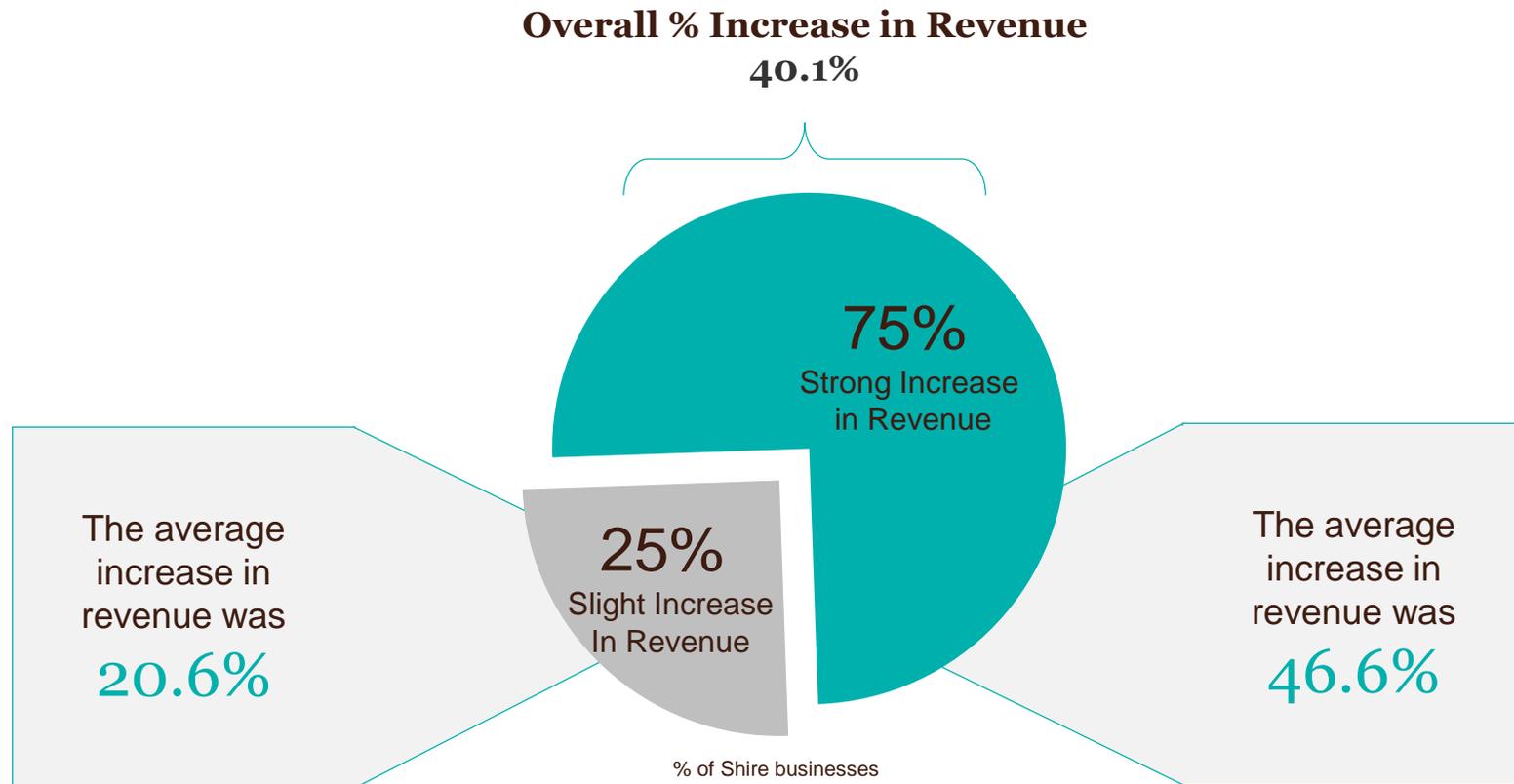
Event Impact on Revenue by Business Type



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

% of Shire businesses

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?

Anecdotally, 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.

”

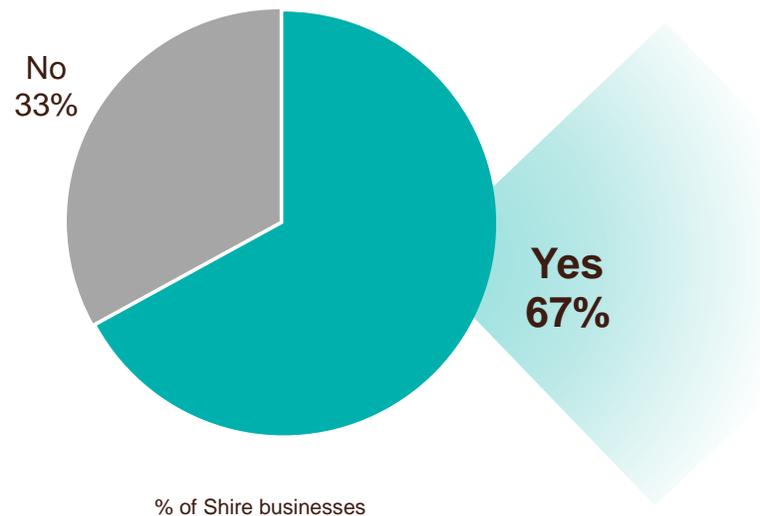
n=12

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

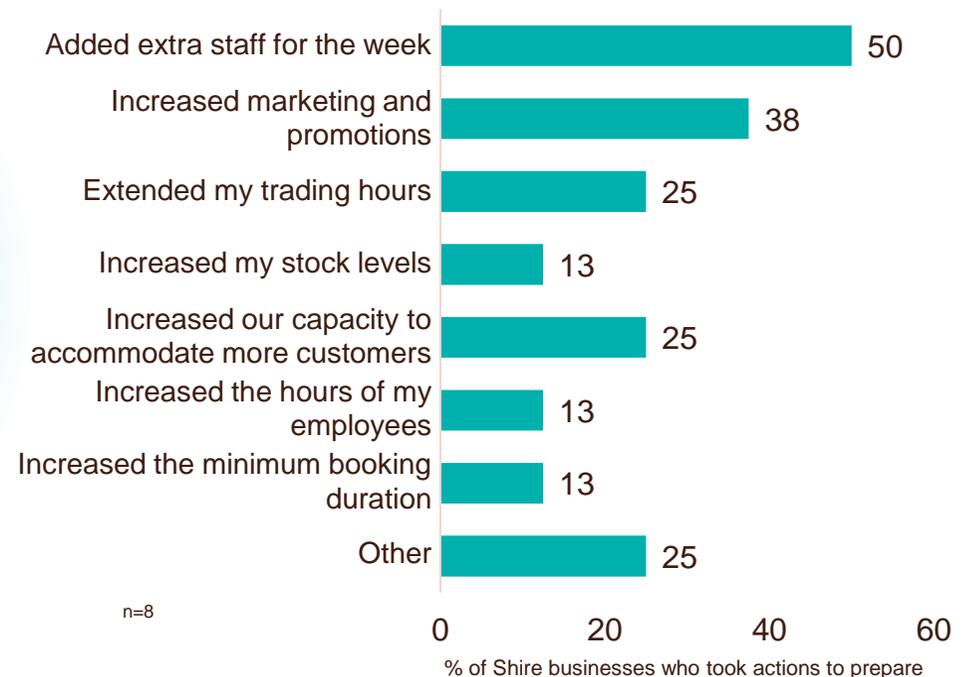
% of Shire businesses positively impacted

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

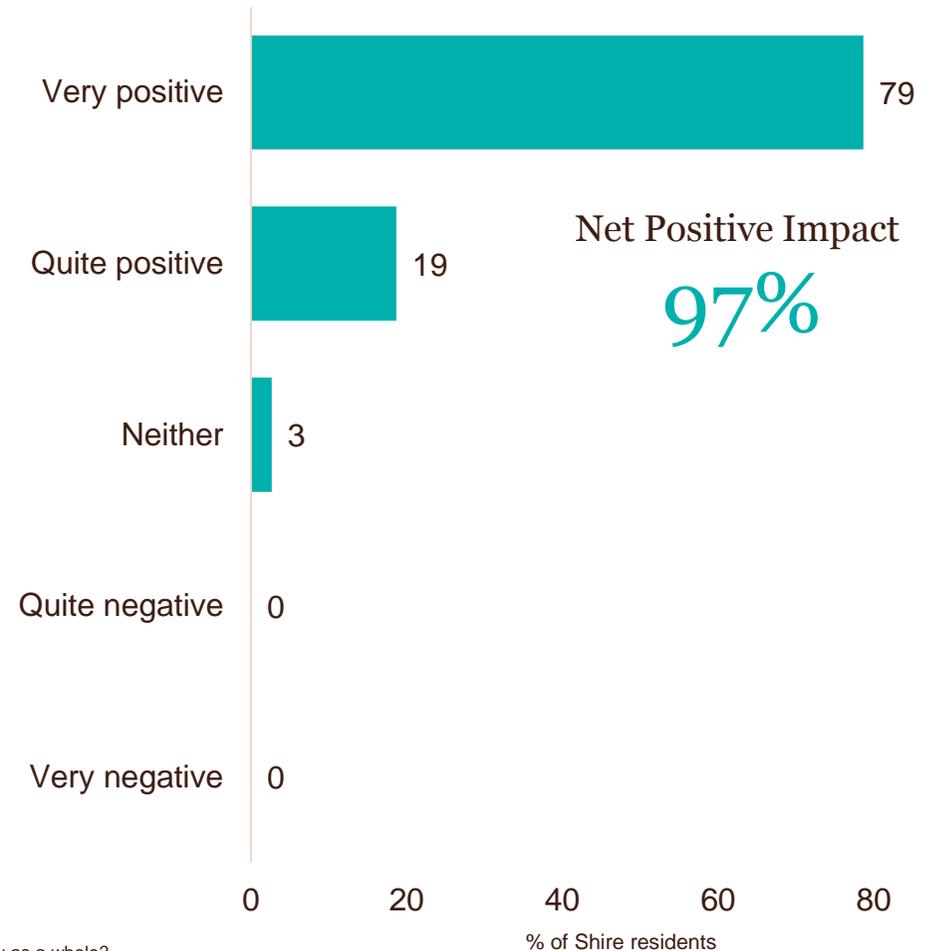
Q. Did you take any action to prepare for the Dirk Hartog Voyage of Discovery?

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. ”

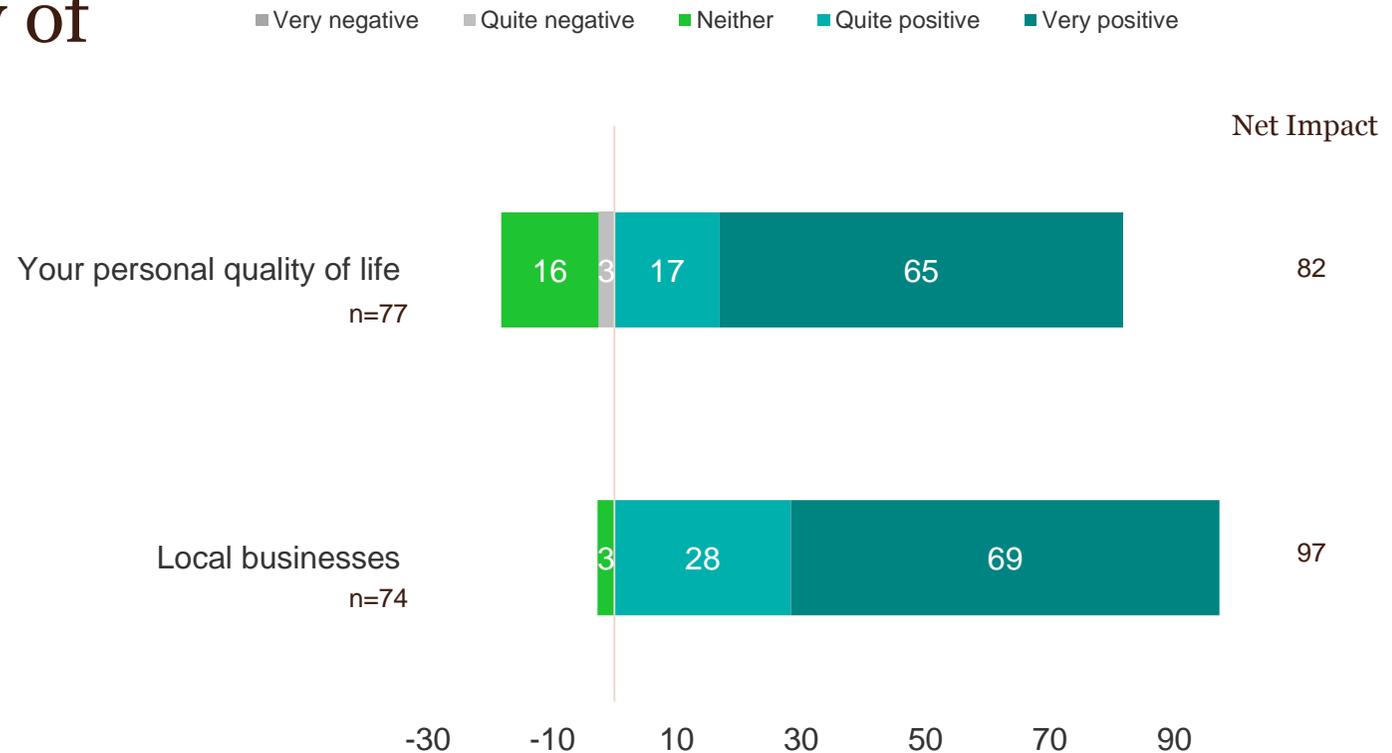
“ It brought the whole community together with a common purpose. All working for a goal and with pride in what we have to showcase and promote (i.e. natural and cultural assets). ”

“ 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. ”

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

Event Impact on Individuals and Businesses



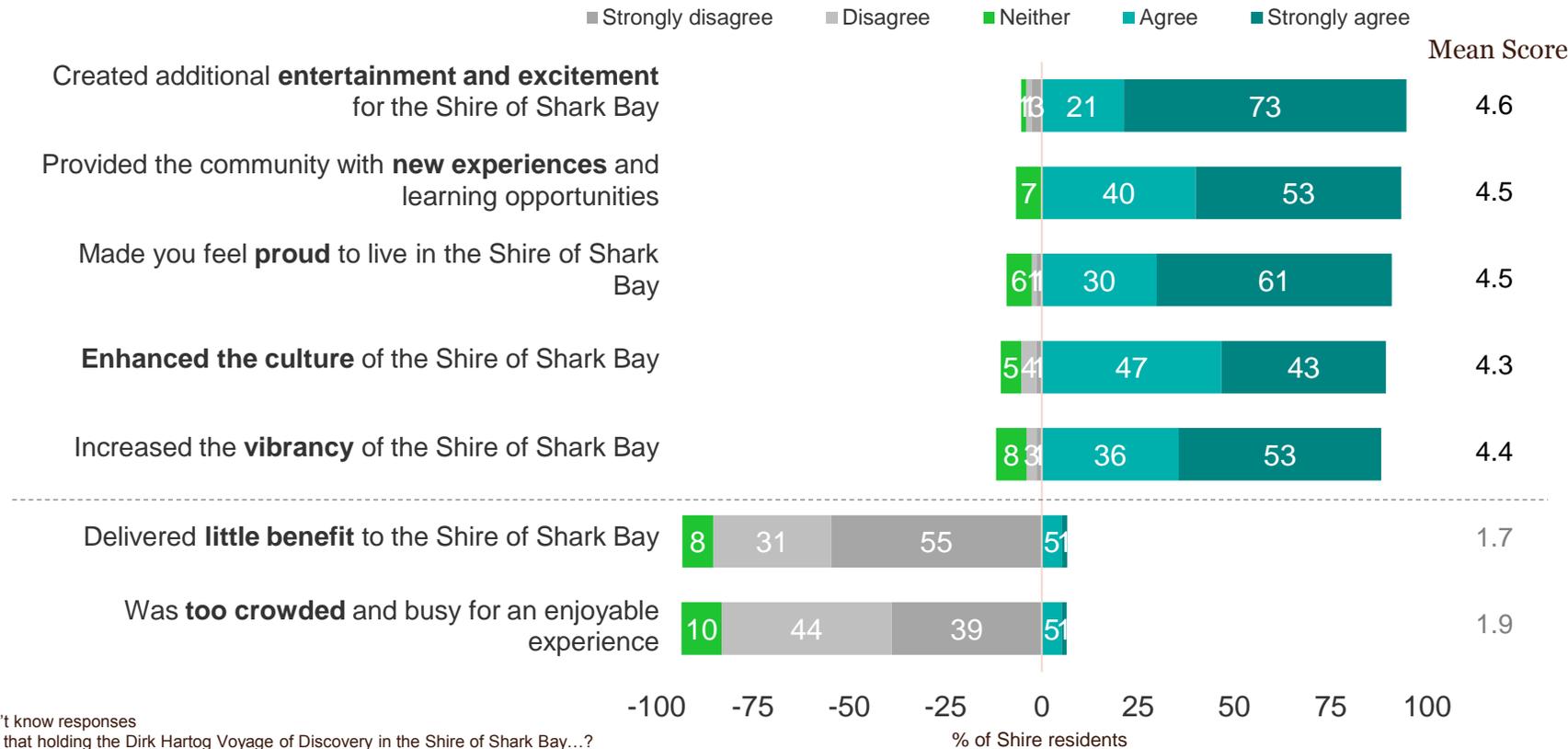
Excludes don't know responses

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

% of Shire residents

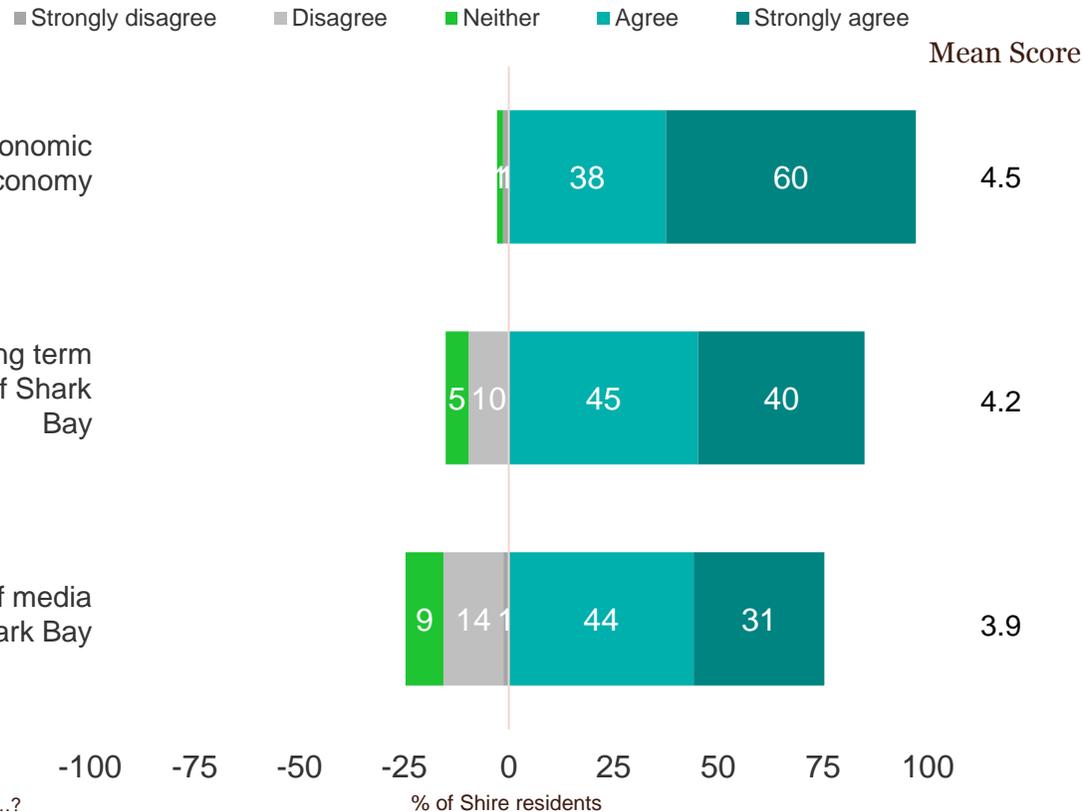
Dirk Hartog events performed strongly on all social benefits

Social Benefits of Event



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

Economic and Tourism Benefits of Event

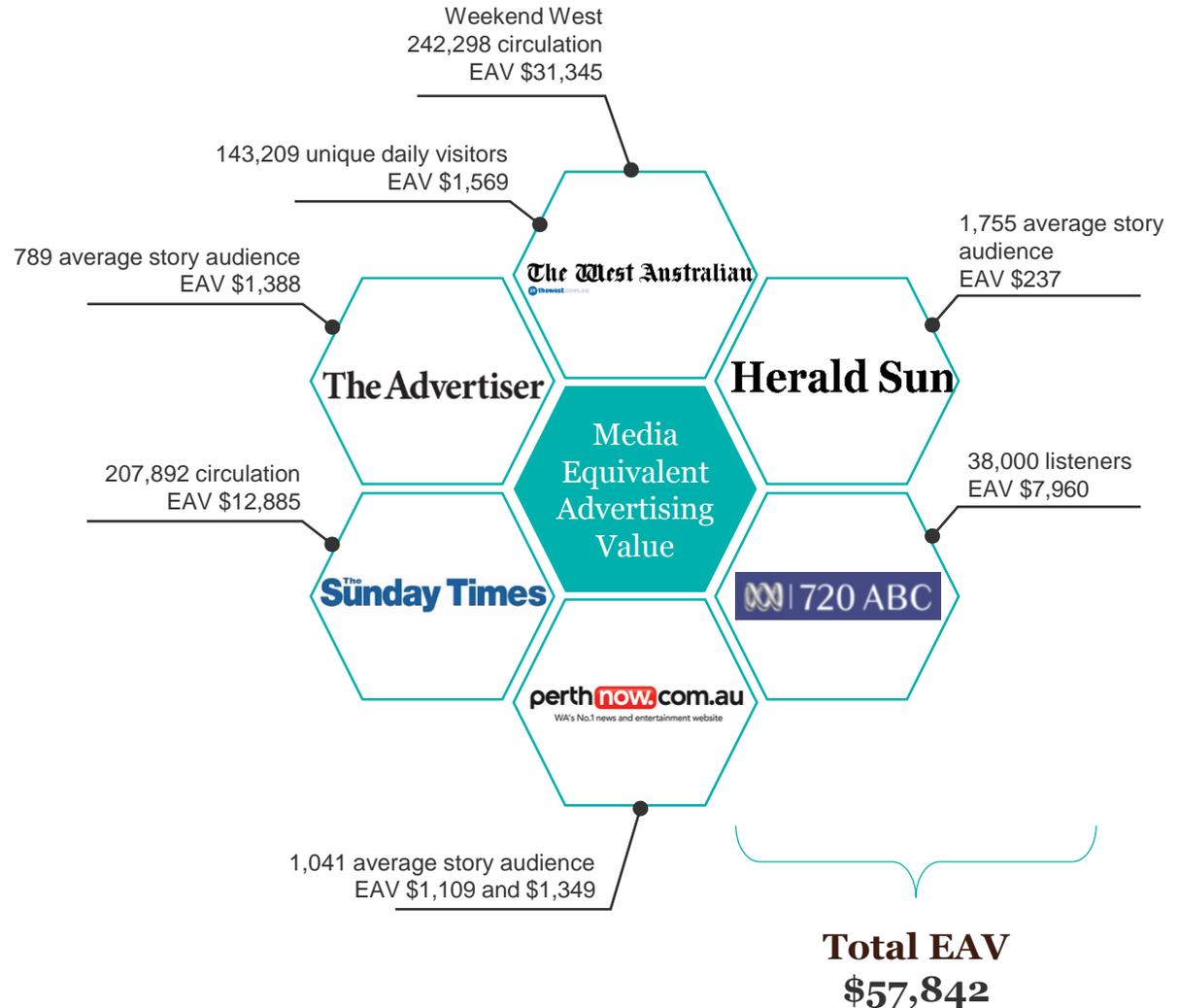


Although perceptions of media coverage are strong, the perceived impact is lower than other measures.

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...?

Media coverage data highlights the reach of the event



Australian GEOGRAPHIC

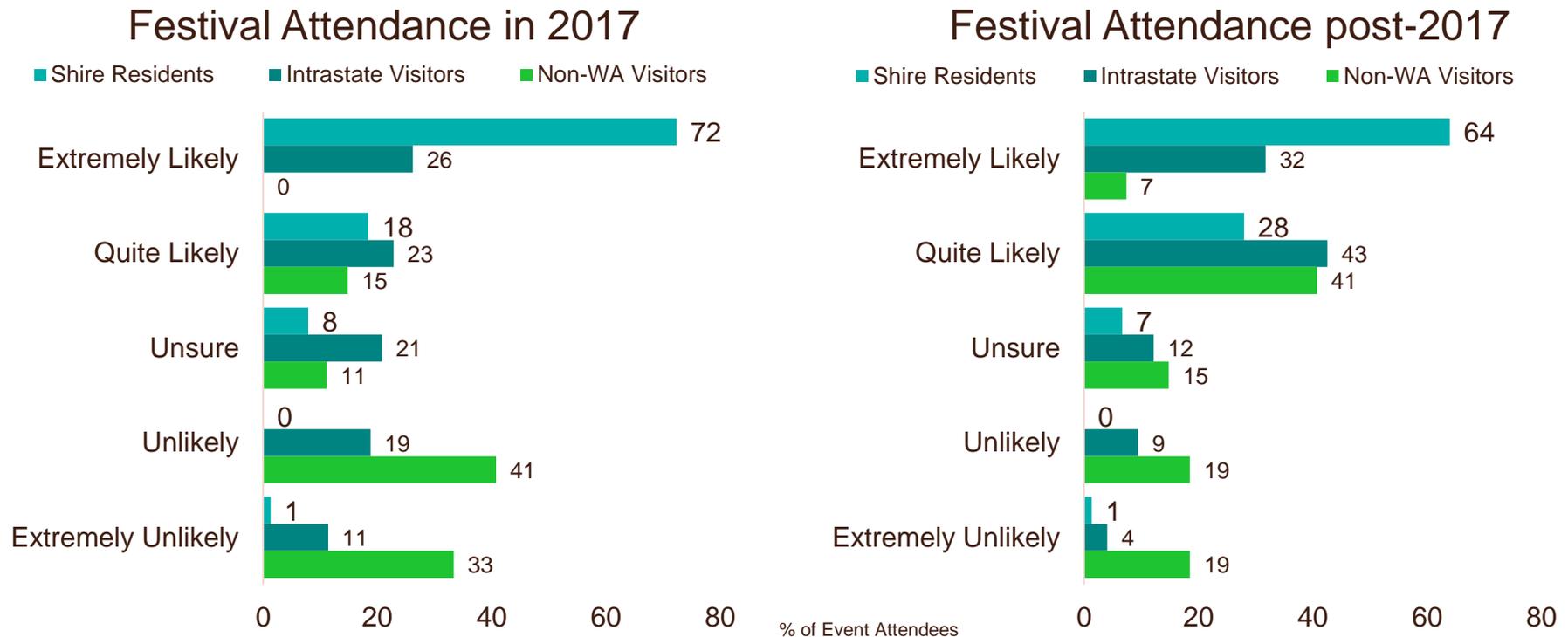


Additional Media Coverage

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.



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

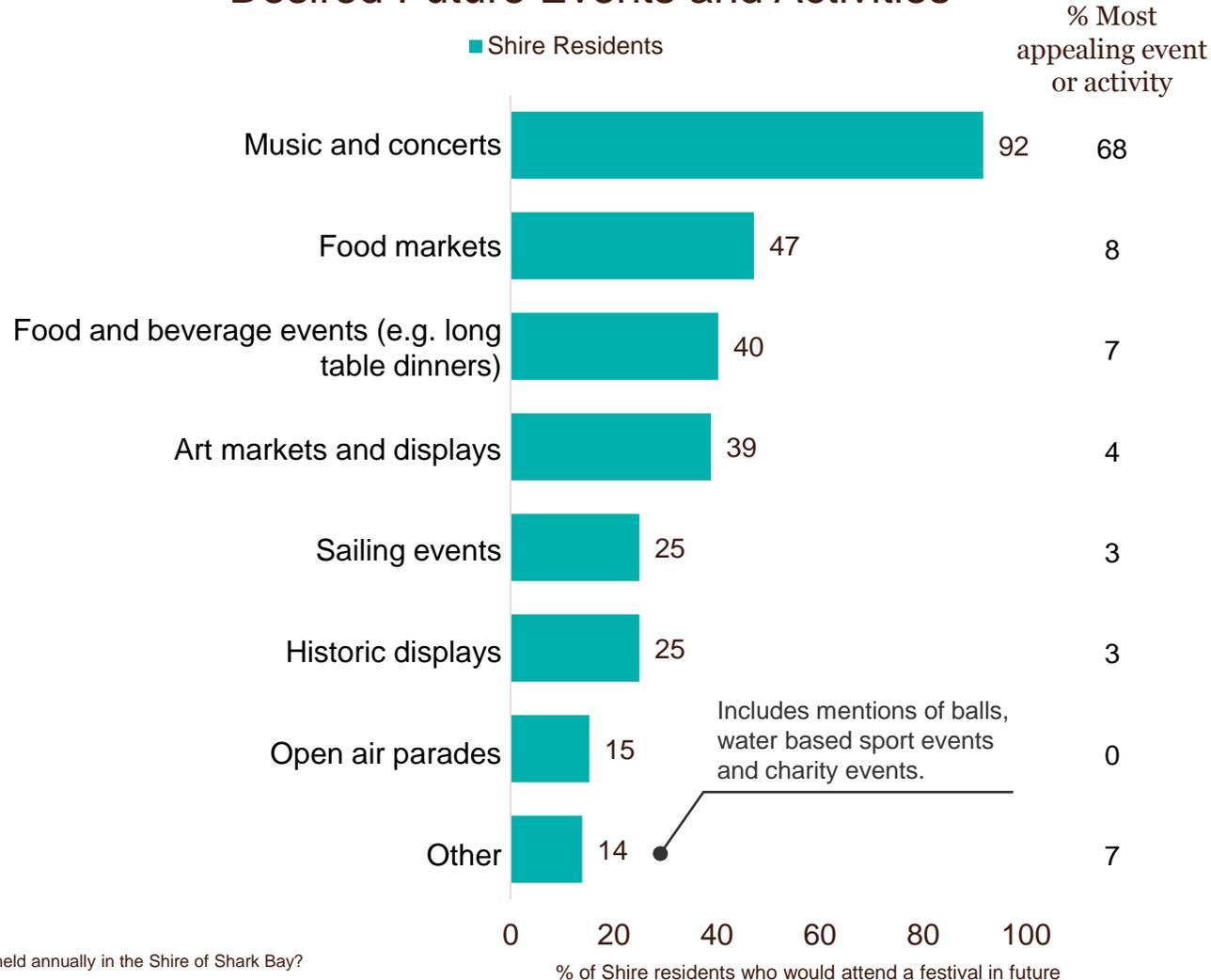
Q. If there was a similar festival held annually in the Shire of Shark Bay, how likely would you be to attend next year (2017)?

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

*Caution: Intention does not translate directly into behaviour. We need to be mindful of the scale of event visitors experienced and potential barriers (e.g. time, cost, other experiences) to travel to the Shire again.

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

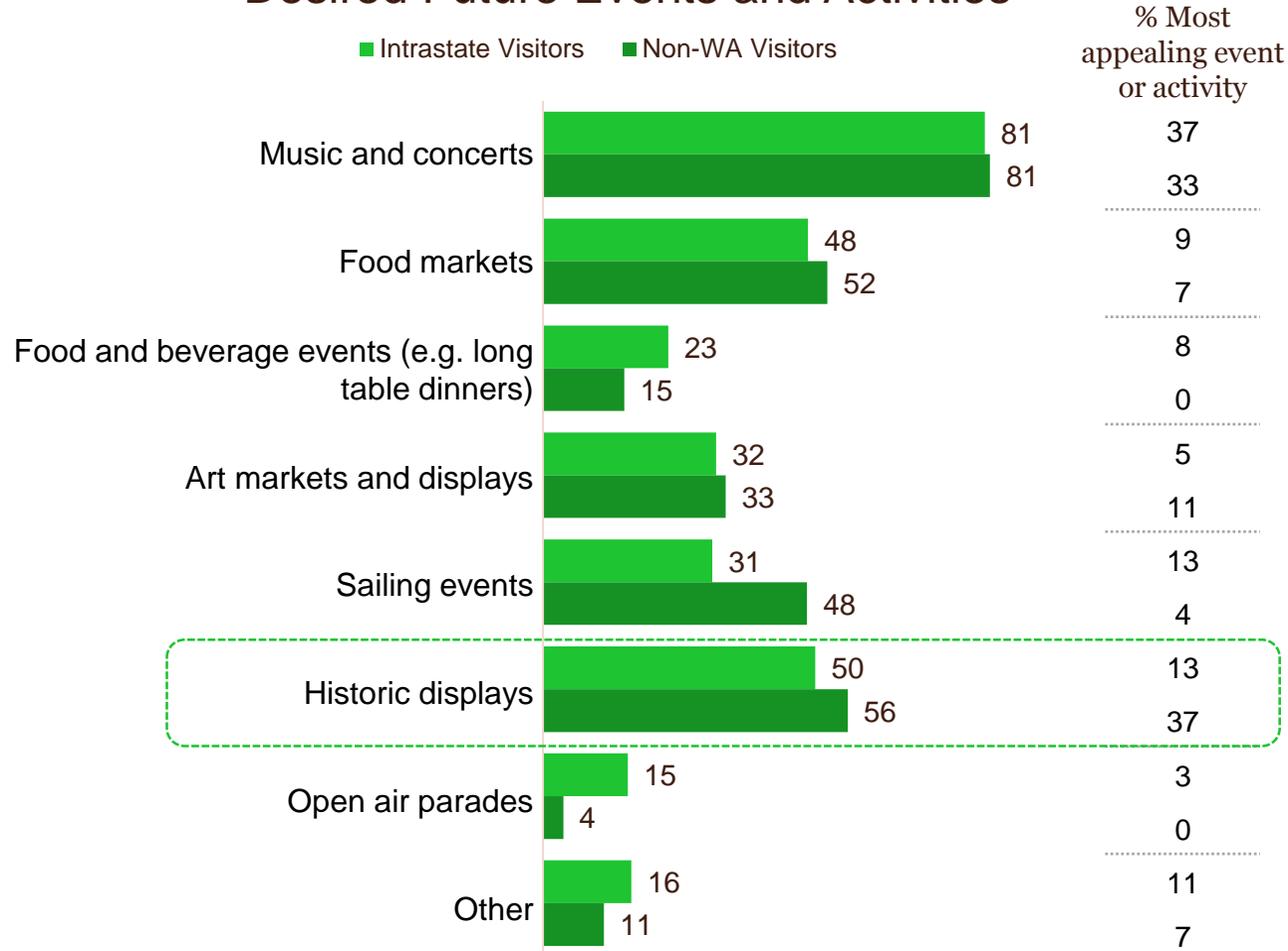
Shire Residents n=77

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

% of Visitors who would attend a festival in future

Appendix

Examining the event impact on the greater Gascoyne region shows a return on investment of 7.3

The event injected over \$3.8m of new money into the greater Gascoyne region.

	2016
Total visitor attendance	4,506
Event Organising Staff	20
Volunteers	2
Sponsors	8
VIPs/ delegates	9
Talent	52
Media	20
Contractors	28
The Duyfken	31
Ocean Classic Staff and Support	10
Ocean Classic Participants	210
Campfire Escapes Participants	77
Festival Attendees	4,039
Total intrastate visitors	3,854
Total interstate visitors	516
Total international visitors	136
Direct expenditure	\$3,844,649
Shire of Shark Bay and Gascoyne Development Commission Investment	\$ 524,970
ROI on direct expenditure	7.3
Total visitor nights	33,043
Average length of stay	7.3
Average expenditure per day	\$ 126

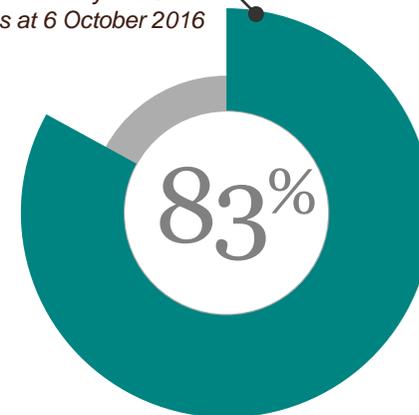
Note - Calculations are based on those visitors in the Gascoyne specifically for the event.

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

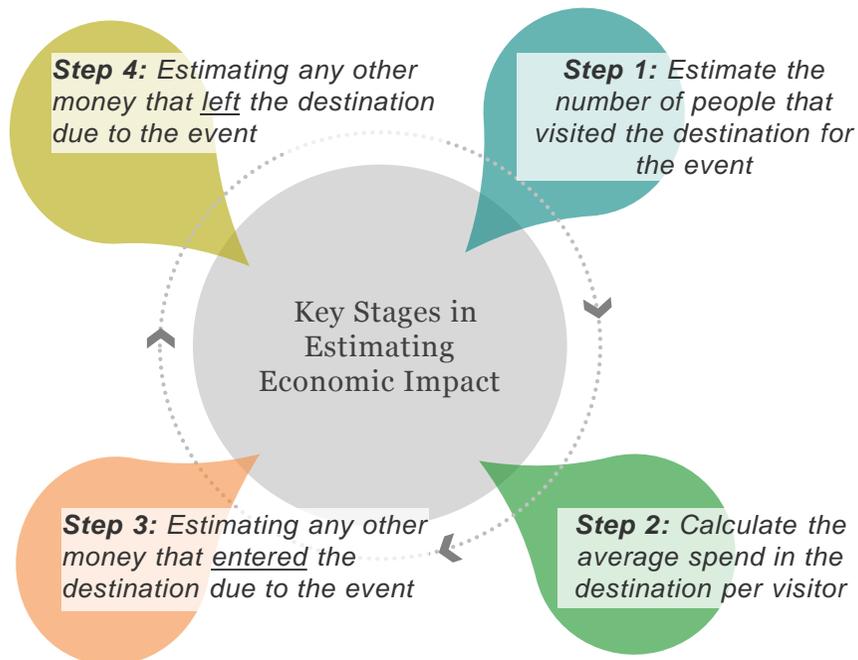
Average maximum power demand was 12.71% higher during the event period

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
Average	944	392

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

