ENGAGING BUSINESS IN REGIONAL SPORT EVENTS

More than 1,000 regional sport events[1] are held in Australia each year, ranging from small contests with 100 competitors to national championships attracting thousands. One event can contribute $12 million to the local economy.[2]

RESEARCH LOCATIONS

Townsville Running Festival 2013

745 BUSINESSES[3]
2,000 COMPETITORS
1,100 SPECTATORS
AU$ 484,000 VISITOR SPEND[4]

Kingscliff Triathalon 2012

395 BUSINESSES[3]
800 COMPETITORS
1,200 SPECTATORS
AU$ 434,000 VISITOR SPEND[4]

Sail Port Stephens 2013

650 BUSINESSES[3]
1,050 COMPETITORS
800 SPECTATORS
AU$ 1,200,000 VISITOR SPEND[4]

RESEARCH FINDINGS

Competitor profile

80% of competitors from outside region

high average visitor spend[4]

2.5 supporters attend with a competitor

Social opportunities also valued

Barriers to business engagement

COLLABORATION BETWEEN STAKEHOLDERS AND EVENT ORGANISER NOT OPTIMISED

SMALL BUSINESSES BALANCING THEIR LIFESTYLE WITH NEEDS OF VISITORS

PROMOTIONAL OPPORTUNITIES UTILISED BY ONLY 20% OF BUSINESSES

STRATEGIC DIRECTION INFLUENCED BUSINESS ENGAGEMENT WITH THE EVENT

KNOWLEDGE AND SKILLS IN EVENT LEVERAGE TECHNIQUE WAS LOW

COMMUNICATION FROM THE EVENT ORGANISER WAS CRITICAL TO SUCCESS

Opportunities to leverage economic benefits[5]

- RESEARCH event and competitor profiles each year
- SPONSOR key events which best match your business
- Create special menus or PROMOTIONS to attract key markets
- Place BRANDING on competitor apparel
- Place prominent links on EVENT WEBSITES
- Cooperate in REGIONAL TOURISM PROMOTION to be included in event marketing materials
- THEME shop windows or staff with banners or clothing
- Create event friendly SIGNAGE to welcome visitors

Griffith UNIVERSITY

Griffith Institute for Tourism (GIFT) analysed survey and interview data collected from the 2013 Townsville Running Festival, 2012 Kingscliff Triathlon and 2013 Sail Port Stephens regional sport events. GIFT would like to thank all event organisers for their support.

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1. A regional sport event is defined as an event held outside a capital city in a public space or amenity – e.g. a beach, park, forest or roadway (Mackellar, 2014) 2. Based on the 2011 Noosa Triathlon which attracted 15,000 visitors (Events Queensland, 2011) 3. ABS (2011) 4. Calculated using the direct visitor expenditure method excluding economic multipliers (Gratton, Shibli & Coleman, 2006) 5. For small and medium businesses in regional areas of Australia