ECONOMIC IMPACT TEMPLATE

Event Name: ……

Event Organiser: ……

Organiser's Email Address: ……..

Organiser's Phone Number: ……..

Date/s of Event: ……

History of Event [150-200 word history and details of the event]:

……...
……...
……...
……...
……...
……...
……...
……...
……...

Filling out the Table:

In order for the economic impact to be completed, please fill out the following table as accurately as possible.

Categories:

Local	Within the postcode of the event
Regional	Anyone within a 50 kilometre round trip of the event
Intrastate	Victorians that live more than a 50 kilometre round trip of the event
Interstate	People who came to the event from anywhere other than Victoria

What is a day and what is a night stay?

A day stay is for anyone who came to the event for the day and did not stay overnight. A night stay is for anyone who came for the event and stayed overnight (please note that if putting someone down for a night stay that this includes the day of the event also. e.g. If a competitor was coming to an event on Saturday and stayed Saturday night you would only put this down as 1 night stay, not 1 day and 1 night stay. If, on the other hand, someone was arriving on Saturday and staying for competition on both Saturday and Sunday, and stayed Saturday night, then this would class them as 1 night stay and 1 day stay).

The table provides four rows for each category in case, for example, you had some spectators that stayed for 1 day, some that stayed for 2 days and others that stayed for 3 days (all interstate).
It is suggested that at your event you collect the location that each person has come from, including all volunteers, competitors, spectators, officials and support crew. A good way to do this is to create a tally of postcodes for each category and then put the totals in the table provided on the following page.

Economic Impact Formula

The figures for economic impact have been supplied by the Tourism Victoria Research Unit June 2008, on expenditure by Domestic Daytrip and Overnight Visitors in Victoria. Tourism Research Australia expenditure allocation method applied to National Visitor Survey data for years 1999 to 2007

Tourism Victoria has provided us with the regional information and formula used to approximate an interstate/intrastate splice as; a factor of 0.84 to be applied for intrastate visitors and 1.252 for interstate visitors.

The following formula is applied to achieve the direct spend figure used in this economic impact:
Domestic Day trip = $88
Intrastate overnight = $88 multiplier 1.84 = $161.92
Intrastate day trip = $95
Interstate overnight = $95 multiplier 2.252 = $213.94

Please Note: Indirect spend would be determined by applying a multiplier of 1.5 & International visitors are recorded as interstate visitors in this report as there are no current figures available from Tourism Victoria.

Categories	***Local***			***Regional***			***Intrastate***			***Interstate***		
	No.	***Days***	***Nights***	***No.***	***Days***	***Nights***	***No.***	***Days***	***Nights***	***No.***	***Days***	***Nights***
Spectators Visitors												
" " "												
" " "												
" " "												
Support Crew Coaches Managers												
" " "												
" " "												
" " "												
Competitors												
" " "												
" " "												
" " "												
Officials (Referees, volunteers, etc.)												
" " "												
" " "												
" " "												

ECONOMIC IMPACT DATA - 2010 EASTERN DISTRICTS FIRE BRIGADE CHAMPIONSHIPS						
	NO	x O/N	x Days	Total overnight interstate	Total overnight intrastate	Total day stays
Total local day stays						
Total regional day stays						
Total regional overnight stays						
Total intrastate day stays						
Total intrastate overnight stays						
Total interstate/international day stays						
Total interstate/international overnight stays						
TOTAL						

	Overnight Interstate/Intl	Overnight Intrastate	Day Stays	$ per overnight	Total Overnight Impact	$ per day stay	Total Day Stay Impact	Total Impact
Total local day stays						**$0.000**		
Total regional day stays						**$88.00**		
Total regional overnight stays				**$161.92**		**$95.00**		
Total intrastate day stays						**$88.00**		
Total intrastate overnight stays				**$161.92**		**$95.00**		
Total interstate/intl day stays						**$88.00**		
Total interstate/intl overnight stays				**$213.94**		**$95.00**		
TOTAL								