

RDA Kimberley

Event impact assesment model



economic profile

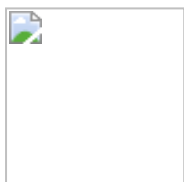


Table of Contents

Event impact assesment model 1

RDA Kimberley

Event impact calculator

Events are very important contributors to local and regional economies. A successful well run event can provide significant value to an area by adding jobs and money to the local economy and providing additional cultural and social benefits. Alternatively, the wrong event may have considerable negative impacts such as a loss of money or reputation.

The event impact calculator has been developed to enable the RDA Kimberley to calculate the potential economic impact of a proposed event. This can be used in conjunction with other methods to help the RDA Kimberley select the most appropriate events to support. This calculator alone cannot predict which events will be successful, however it can indicate the potential economic impact a successful event may have across a range of economic measures such as output, employment, wages and salaries and local jobs.

This tool uses input/output estimates to calculate the impact of an event based on the average spend per day by visitors to the event. Simply enter the type of event, the significance of the event, the duration of the event and the average spend per day to calculate the potential economic impact.

As events can also contribute to an area in other ways, such as socially, culturally and environmentally, it is important that other tools or methods are also used to evaluate the potential or benefit of an event.

The proposed Kununurra Agricultural Society event is planned to start on July 7th, 2022 and to run for 2 days. It is an event of Local significance and is estimated to attract 3000 visitors per day over the 2 days, with an average spend per person per day of \$75. This equals a total visitor spend of \$450,000 attributed to this event. Assuming the event will be held in the RDA Kimberley, it is calculated to have the following potential impact:

Event Impact Summary

RDA Kimberley - Modelling the effect of \$450,000 from a Sports and Recreation Activities event with Local significance

	Output (\$)	Value-added (\$)	Local Jobs (annual jobs)
Direct impact	409,410	160,876	2.6
Industrial impact	82,928	29,408	0.4
Consumption impact	25,140	10,175	0.1
Total impact on RDA Kimberley economy	517,478	200,459	3

Source: National Institute of Economic and Industry Research (NIEIR) ©2021. Compiled and presented in economy.id by .id (informed decisions).

Impact on Output

The total visitor spend of \$450k attributed to staging the Kununurra Agricultural Society event would lead to a direct impact on output of \$409k. This additional direct output from the economy would also lead to an increase in indirect demand for intermediate goods and services across related industry sectors. These indirect industrial impacts (Type 1) are estimated to be an additional \$83k in Output.

There would be an additional contribution to the RDA Kimberley economy through consumption effects as correspondingly more wages and salaries are spent in the local economy. It is estimated that this would result in a further increase in Output of \$25,140.16.

The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$517k in the RDA Kimberley economy.

Impact on value added and GRP

The impact of an additional of \$450k spend to the local economy as a result of running the Kununurra Agricultural Society event in the RDA Kimberley would lead to a corresponding direct increase in value added of \$161k. A further \$29k in value added would be generated from related intermediate industries.

There would be an additional contribution to the RDA Kimberley economy through consumption effects as correspondingly more wages and salaries are spent in the local economy. It is estimated that this would result in a further increase in value added of \$10,174.93.

The combination of all direct, industrial and consumption effects would result in an estimated addition in value added of \$200k in the RDA Kimberley economy.

Value added by industry represents the industry component of Gross Regional Product (GRP). The impact on the RDA Kimberley's GRP as a result of staging this event is directly equivalent to the change in value added outlined above.

In summary, GRP in the RDA Kimberley is estimated to increase by \$200k.

Impact on Employment (local jobs, 12mth equivalent)

The employment impact of an event is expressed in local jobs. For example, an event that generates 4 weeks of work for 13 people (52 weeks of work in total), would have an employment impact equivalent to 1.0 annual local job.

The direct addition of \$450k spend to the local economy as a result of staging the Kununurra Agricultural Society event in the RDA Kimberley is estimated to lead to a corresponding direct increase of employment equivalent to 2.6 annual local jobs across a range of industries. From this direct expansion in the economy it is anticipated that there would be flow on effects into other related intermediate industries, creating an additional employment equivalent to 0.4 annual local jobs.

This addition of employment in the local economy would lead to a corresponding increase in wages and salaries, a proportion of which would be spent on local goods and services, creating a further increase equivalent to 0.1 annual local jobs through consumption impacts.

The combination of all direct, industrial and consumption effects would result in a total estimated increase of employment equivalent to 3.0 annual local jobs located in the RDA Kimberley.

RDA Kimberley

Event impact calculator

Events are very important contributors to local and regional economies. A successful well run event can provide significant value to an area by adding jobs and money to the local economy and providing additional cultural and social benefits. Alternatively, the wrong event may have considerable negative impacts such as a loss of money or reputation.

The event impact calculator has been developed to enable the RDA Kimberley to calculate the potential economic impact of a proposed event. This can be used in conjunction with other methods to help the RDA Kimberley select the most appropriate events to support. This calculator alone cannot predict which events will be successful, however it can indicate the potential economic impact a successful event may have across a range of economic measures such as output, employment, wages and salaries and local jobs.

This tool uses input/output estimates to calculate the impact of an event based on the average spend per day by visitors to the event. Simply enter the type of event, the significance of the event, the duration of the event and the average spend per day to calculate the potential economic impact.

As events can also contribute to an area in other ways, such as socially, culturally and environmentally, it is important that other tools or methods are also used to evaluate the potential or benefit of an event.

The proposed Dam to Dam event is planned to start on April 22nd, 2022 and to run for 1 day. It is an event of Local significance and is estimated to attract 600 visitors during the day, with an average spend per person per day of \$75. This equals a total visitor spend of \$45,000 attributed to this event. Assuming the event will be held in the RDA Kimberley, it is calculated to have the following potential impact:

Event Impact Summary

RDA Kimberley - Modelling the effect of \$45,000 from a Sports and Recreation Activities event with Local significance

	Output (\$)	Value-added (\$)	Local Jobs (annual jobs)
Direct impact	40,941	16,088	0.3
Industrial impact	8,293	2,941	0.0
Consumption impact	2,514	1,017	0.0
Total impact on RDA Kimberley economy	51,748	20,046	0

Source: National Institute of Economic and Industry Research (NIEIR) ©2021. Compiled and presented in economy.id by .id (informed decisions).

Impact on Output

The total visitor spend of \$45k attributed to staging the Dam to Dam event would lead to a direct impact on output of \$41k. This additional direct output from the economy would also lead to an increase in indirect demand for intermediate goods and services across related industry sectors. These indirect industrial impacts (Type 1) are estimated to be an additional \$8k in Output.

There would be an additional contribution to the RDA Kimberley economy through consumption effects as correspondingly more wages and salaries are spent in the local economy. It is estimated that this would result in a further increase in Output of \$2,514.02.

The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$52k in the RDA Kimberley economy.

Impact on value added and GRP

The impact of an additional of \$45k spend to the local economy as a result of running the Dam to Dam event in the RDA Kimberley would lead to a corresponding direct increase in value added of \$16k. A further \$3k in value added would be generated from related intermediate industries.

There would be an additional contribution to the RDA Kimberley economy through consumption effects as correspondingly more wages and salaries are spent in the local economy. It is estimated that this would result in a further increase in value added of \$1,017.49.

The combination of all direct, industrial and consumption effects would result in an estimated addition in value added of \$20k in the RDA Kimberley economy.

Value added by industry represents the industry component of Gross Regional Product (GRP). The impact on the RDA Kimberley's GRP as a result of staging this event is directly equivalent to the change in value added outlined above.

In summary, GRP in the RDA Kimberley is estimated to increase by \$20k.

Impact on Employment (local jobs, 12mth equivalent)

The employment impact of an event is expressed in local jobs. For example, an event that generates 4 weeks of work for 13 people (52 weeks of work in total), would have an employment impact equivalent to 1.0 annual local job.

The direct addition of \$45k spend to the local economy as a result of staging the Dam to Dam event in the RDA Kimberley is estimated to lead to a corresponding direct increase of employment equivalent to 0.3 annual local jobs across a range of industries. From this direct expansion in the economy it is anticipated that there would be flow on effects into other related intermediate industries, creating an additional employment equivalent to 0.0 annual local jobs.

This addition of employment in the local economy would lead to a corresponding increase in wages and salaries, a proportion of which would be spent on local goods and services, creating a further increase equivalent to 0.0 annual local jobs through consumption impacts.

The combination of all direct, industrial and consumption effects would result in a total estimated increase of employment equivalent to 0.3 annual local jobs located in the RDA Kimberley.