

I'm A Celebrity – Get Me Out Of Here (Dungay, NSW)

Economic Impact Statement

Prepared for Granada Productions Pty Ltd

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INTRODUCTION

This report presents an independent statement of the economic benefits likely to accrue from the production of the television shows *I'm A Celebrity – Get Me Out of Here* (IAC) and its German counterpart *Ich Bin Ein Star* (IBES), which are currently produced at a site located within the Tweed Shire in New South Wales.

The report is structured and presented in **five (5) sections** as follows:

- **Section 1** reviews the background of IAC and IBES, including an outline of the areas in which the television show's budget is spent based on data provided by Granada Productions Pty Ltd.
- **Section 2** overviews the multiplier process from the dollar investment in IAC and IBES and calculates gross value added to both the New South Wales and Australian economy resulting from the production of IAC and IBES in the Tweed Shire.
- **Section 3** details the employment effects on the New South Wales and Australian economy from the production of IAC and IBES.
- **Section 4** outlines other economic and non-economic benefits, such as increased tourism and community involvement, derived from the production of IAC and IBES.
- **Section 5** provides a conclusion as to the overall benefits and recommendation as to the continued production of IAC and IBES in the Tweed Shire.

EXECUTIVE SUMMARY

Granada Productions Pty Ltd has commissioned Location IQ to assess the economic benefits of both *I'm A Celebrity – Get Me Out of Here* (IAC) and *Ich Bin Ein Star* (IBES) as part of an application for development consent to continue the production of both television shows at the current site within the Tweed Shire in New South Wales.

The key points of this report, regarding the economic benefits provided by the production of both IAC and IBES in the Tweed Shire, include:

- i. Filming takes place at a site in Dungay at the edge of Numinbah Nature Reserve and Springbrook National Park (refer Map 1). IAC has been filmed at this location since 2003 and IBES since 2004. Approximately one season of each show is filmed every year with the exception of 2004, where two seasons of IAC were filmed, and 2010 when IBES did not film. Between 2004 and 2008 the filming pattern for IBES was irregular.
- ii. Granada directly employs a total of 356 workers for IAC and 230 workers for IBES who reside in the Tweed Shire during filming and production. 80 – 100 of these workers also reside within the Tweed Shire when the show is not being produced. The remaining workers come from overseas and elsewhere in Australia to live in the Tweed Shire during filming and production.
- iii. Direct expenditure of \$12.9 million on the production of IAC and IBES for a six month period in 2015/16 resulted in the addition of \$23.2 million to GDP and 305.2 full-time equivalent jobs to the Australian economy. This includes an additional \$13.2 million to New South Wales GSP and 156.7 full-time equivalent jobs to the New South Wales economy.
- iv. Should the production of IAC and IBES continue for five years, the cumulative total impact on the Australian economy will be \$116.1 million, which includes an impact of \$66.1 million on the New South Wales economy.

- v. Given the location of the IAC and IBES television production within the Tweed Shire and the propensity for Granada to spend at local businesses, it is likely that the majority of the economic benefits accruing to New South Wales will occur within the Tweed Shire.
- vi. Other non-economic benefits also result from the production of IAC and IBES in the Tweed Shire, such as donations to local organisations and road maintenance. The North Coast Region of New South Wales has also experienced an increase in international tourism since the shows were produced there.
- vii. If permission is granted for the continuation of IAC and IBES production at Dungay in the Tweed Shire, the significant economic and non-economic benefits from production such as increased full-time equivalent jobs, community support and tourism, will continue to accrue in the Tweed Shire.

1 BACKGROUND

This section of the report reviews the background of the television shows *I'm A Celebrity – Get Me Out of Here* (IAC) as well as its German counterpart *Ich Bin Ein Star* (IBES).

1.1 Overview

- i. Granada Productions Pty Ltd has commissioned Location IQ to assess the economic benefits of both IAC and IBES as part of an application for development consent to continue the production of both television shows at the current site within the Tweed Shire in New South Wales.
- ii. Both IAC and IBES follow a similar format in which eight to 12 celebrities compete in a jungle environment for an extended period of time with little or no modern amenities available. During the show, different celebrities undertake a series of challenges in which they attempt to win food rewards. The overall winning celebrity is determined by viewer voting and is then crowned queen or king of the jungle.
- iii. Filming takes place at a site in Dungay at the edge of Numinbah Nature Reserve and Springbrook National Park (refer Map 1). IAC has been filmed at this location since 2003 and IBES since 2004. Approximately one season of each show is filmed every year with the exception of 2004, where two seasons of IAC were filmed, and 2010 when IBES did not film. Between 2004 and 2008 the filming pattern for IBES was irregular.
- iv. Dungay is located 7 km to the north-west of Murwillumbah and approximately 35 km south west of Tweed Heads (refer Map 1).
- v. The IAC and IBES site is inspected by ecological consultants year round to ensure the mitigation of environmental impacts resulting from the show.
- vi. Granada has strong ties to the Tweed Shire given the number of production staff that are employed from the area as well as the significant amount of money and time spent liaising with locals over land use and minimising the impact that production of IAC and IBES has on the environment. Granada also financially supports the local

hospice and primary school, the Murwillumbah Scouts Group and contributes to maintaining access roads to filming sites.

- vii. The Tweed Shire Council first granted Granada development consent to produce and film IAC on the 20th of September 2002. Granada has the right to use the site due to a series of location agreements that have been entered into with the relevant land owners.

1.2 Granada Spending Summary

- i. Location IQ has been provided with key commercial information, including a detailed breakdown of all spending, for the production of season 15 of IAC and season 10 of IBES which took place within the Tweed Shire between 25th August 2015 and 23rd February 2016.
- ii. Production of IAC and IBES utilises local resources and employment as well as resources and employees from around Australia and internationally. This report focuses on spending undertaken within the Tweed Shire in New South Wales.
- iii. Table 1.1 outlines spending resulting from the production of season 15 of IAC and season 10 of IBES. Overall, a total of \$13.1 million was spent on both productions. Considerably more was spent on producing IAC (\$9.0 million) than IBES (\$4.1 million) due to the longer production period of four months for IAC compared with six weeks for IBES.
- iv. The largest component of spending was staff wages accounting for 76.9%, or \$10 million. Granada directly employs a total of 356 workers for IAC and 230 workers for IBES who reside in the Tweed Shire during filming and production. 80 – 100 of these workers also reside within the Tweed Shire when the show is not being produced. This number fluctuates depending on specific production needs. The remaining workers come from overseas and elsewhere in Australia to live in the Tweed Shire during filming and production.

v. Other significant categories of spending include:

- \$1.9 million was spent on accommodation, with the majority of this (\$1.0 million) attributed to IAC.
- Granada rents properties for producing IAC and IBES at a cost of \$0.3 million.
- Set building costs were \$0.15 million which includes building materials and celebrity related expenses such as clothing and food.

MAP 1 – REGIONAL CONTEXT



LOCATIONIQ

Map produced by Location IQ using MapInfo Pro Australia Pty Ltd and related data sets.

TABLE 1.1 – SPENDING SUMMARY

Description	Expenditure (\$)		Total
	IAC15	IBES10	
Wages and Salaries	7,131,532	2,910,312	10,041,844
Accommodation	997,294	911,186	1,908,480
Rent	200,000	100,000	300,000
Set Building	116,031	31,596	147,627
Food	18,133	8,881	27,014
Petrol	92,134	39,026	92,134
Solo Waste	27,784	16,692	44,476
Equipment	189,039	38,879	227,919
Other	189,477	83,259	272,736
Total	8,961,424	4,139,831	13,062,229

**For 25th August 2015 to 23rd February 2016*
Source: Granada Productions Pty Ltd

2 GROSS VALUE ADDED EFFECTS

This section of the report outlines the gross value added to both the New South Wales and Australian economies. This can be thought of as an increase in the Gross Domestic Product (GDP) or Gross State Product (GSP) of each region.

Definitions of Gross Regional/State/Domestic Product are as follows:

- **Gross Regional Product** – is the value of all goods and service produced within a particular region of Australia, the Tweed Shire in this situation.
- **Gross State Product** – is the value of all goods and services produced within a particular state of Australia, New South Wales in this situation.
- **Gross Domestic Product** – is the value of all goods and services produces within Australia.

Two different types of value added effects are considered in this section of the report, namely:

- **Direct spending effects** include day to day expenses and employee wages incurred by Granada in the production and filming of IAC and IBES as outlined previously in Section 1.
- **Indirect spending effects** or multiplier effects, include any flow on spending resulting from the initial direct spending undertaken by Granada e.g. employees spending wages on goods and services.

2.1 Spending Multiplier Definition and Explanation

- i. Gross Value Added Multipliers are used to measure the interconnectedness of various industries within an economy and provide an indication of the flow on effect of spending within a particular industry, acknowledging that money spent can be spent again by those who initially received it. For example, any spending on a television production is income for a business that receives that money. This increased income changes demand and hence spending patterns for that business.

- ii. Once the initial spending has cycled through the economy, a multiplier can be calculated as the ratio of the overall change in GDP caused by the initial spending to the value of the initial spending.
- iii. Multipliers are specific to the location of a project and also the specific region for which an increase in GRP is calculated, reflecting the varying size and interconnectedness of industries at that particular location.
- iv. As well as being location specific, multipliers are also industry specific as different industries spend money in different areas of the economy.
- v. The multipliers used for this analysis are prepared by the National Centre for Culture Related Statistics of the Australian Bureau of Statistics (ABS) for Australia and the Centre for Agriculture and Regional Economies Pty Ltd for New South Wales. Both sets of multipliers were published in an article by the Australian Film Commission (now Screen Australia) in 2006 called *The Economic Contribution of a Film Project*.
- vi. Table 2.1 outlines multipliers which are specific to film and video production and distribution. The Film and Video multiplier for Australia means that \$1 spent on filming and production for a particular project will contribute \$1.8 to GDP overall.

TABLE 2.1 – REGIONAL GROSS VALUE ADDED MULTIPLIERS FOR TELEVISION INDUSTRY

Multiplier	Gross Value Added Multiplier (Effect on GDP)
Australia - Film and Video	1.800
New South Wales - Motion Picture Services Sector	1.025
<small>Source: National Centre for Culture and Recreation Statistics of the ABS (Australia), Centre for Agricultural and Regional Economics Pty Ltd (NSW)</small>	

2.2 Methodology and Assumptions

- i. In order to assess the economic impacts on GDP the following needs to be determined:
 - The period for which the expenditure occurs: This period is from 25th August 2015 to 23rd February 2016, i.e. six months, as indicated by Granada. Spending therefore related to half of the 2015/16 financial year.
 - The region in which the expenditure occurs: The relevant region is the Tweed Shire. The increase to GRP for the Tweed Shire cannot be measured as there is no multiplier relating specifically to the television production industry for the Tweed Shire. As a proxy, the increase in both GSP for New South Wales and GDP are detailed.
- ii. It is important to assume that the production of IAC and IBES does not replace any other film or investment within the film industry in New South Wales or Australia i.e. there is no alternative production (opportunity cost) that will benefit the economy should IAC and IBES not be produced.
- iii. Given that Granada is an international television production company, it is likely they would take the production of IAC and IBES to another country should they be unable to produce the show in New South Wales or Australia. This assumption would not hold if Granada decided to invest their funds in a different manner i.e. a different television production within Australia.
- iv. Each television production is obviously unique in terms of its cost structures and location so, short of having a multiplier for each individual production, a generic multiplier is not going to reflect the exact economic benefits to the economy accurately for every production. For the purposes of this assessment, IAC and IBES have been assumed to represent an average television production so that a generic film and television multiplier can be applied.

2.3 Results

- i. Table 2.2 utilises the Gross Value Added multipliers, outlined in Table 2.1, to determine the value added to the Australian and New South Wales economies based on spending for IAC and IBES as detailed in the previous Section 1.2.

TABLE 2.2 – GROSS VALUE ADDED (\$ MILLION) – AUSTRALIA AND NEW SOUTH WALES

Multiplier	(1) Multiplier (Effect on GDP)	(2) Expenditure (2016\$M)	(1)*(2) = (3) Impact (2016\$M)
Australia - Film and Video	1.800	13	23.5
New South Wales - Motion Picture Services Sector	1.025	13	13.4

Source: National Centre for Culture and Recreation Statistics of the ABS (Australia), Centre for Agricultural and Regional Economics Pty Ltd (NSW), Granada Productions Pty Ltd

LOCATION

- ii. As shown, direct expenditure of \$13.1 million over the production of both television shows for a six month period in 2012/13 has resulted in the addition of \$23.5 million to Australian GDP, \$13.4 million of which is GSP from New South Wales. These figures include the initial \$13.1 million expenditure.
- iii. Given the location of the ICA and IBES television production within the Tweed Shire and the propensity for Granada to spend at local businesses, it is likely that the majority of the GSP for New South Wales will accrue within the Tweed Shire.
- iv. Table 2.3 outlines the anticipated gross value added to the New South Wales and Australian Economies should the production of IAC and IBES continue for the next five years. Amounts are in constant 2015/16 dollars and assume that the budget for IAC and IBES is the same as in 2015/16.

TABLE 2.3 – GROSS VALUE ADDED (\$ MILLION) – AUSTRALIA AND NEW SOUTH WALES, 2015/16 – 2019/20

	Year					Total
	2015/16	2016/17	2017/18	2018/19	2019/20	
Total Expenditure (\$M)	13.1	13.1	13.1	13.1	13.1	65.3
Gross Value Added (\$M) - Aust.	23.5	23.5	23.5	23.5	23.5	117.6
Gross Value Added (\$M) - NSW	13.4	13.4	13.4	13.4	13.4	66.9

Source: National Centre for Culture and Recreation Statistics of the ABS (Australia), Centre for Agricultural and Regional Economics Pty Ltd (NSW), Granada Productions Pty Ltd

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- v. Over the next five years, Granada is assumed to spend \$66.9 million on the production of IAC and IBES which will result a \$117.6 million dollar increase in GDP for Australia. Of this, \$66.9 million is attributed to GSP of New South Wales, the majority of which is likely to accrue within the Tweed Shire.

2.4 Spending Impacts Summary

- i. In summary, both direct and indirect spending impacts on GDP for Australia and GSP for New South Wales are considered with key points as follows:
- Granada incurred filming and production cost of \$13.1 million within Tweed Shire for the 15th season of IAC and the 10th season of IBES. This is equivalent to the direct spending impact on GDP for Australia and GSP for New South Wales.
 - Once indirect spending effects are included, the total impact from the production of IAC and IBES is \$23.5 million on GDP and \$13.4 million on GSP.
- ii. Should the television production continue for five years to 2017/18, the cumulative total impact on GDP will be \$117.6 million, which includes an increase in GSP of \$66.9 million.

3 EMPLOYMENT EFFECTS

This section of the report utilises employment multipliers to outline the number of additional full-time equivalent jobs created in both the New South Wales and Australian economies due to the continuation of the IAC and IBES television productions.

Two different types of employment effects are considered in this section of the report, namely:

- **Direct employment effects** include staff hired by Granada in the production and filming of IAC and IBES.
- **Indirect employment effects** include any increase in the number of full-time equivalent jobs due to the extra demand created by additional spending on the production and filming of IAC and IBES.

3.1 Employment Multiplier Definition and Explanation

- i. Employment multipliers measure the number of full time equivalent jobs created as a result of a change in spending within the economy.
- ii. An increase in demand for goods and services, as a result of new spending within the economy, will result in upward pressure in the labour market to meet this demand.
- iii. It is important to note that this upward pressure in the labour market may not necessarily result in more people being employed as businesses may pay more overtime rather than hire new workers to meet the demand. Employment multipliers are therefore expressed in full time equivalent jobs rather than people employed.
- iv. As with gross value added multipliers, employment multipliers are also industry, region and location specific for the same reasons mentioned in Section 2.1.
- v. The most recent employment multipliers for the New South Wales and Australian film and television industries are again outlined in the article titled *The Economic*

Contribution of a Film Project (2006) as with gross value added multipliers. Table 3.1 outlines the multipliers for both Australia and New South Wales.

TABLE 3.1 REGIONAL EMPLOYMENT MULTIPLIERS FOR TELEVISION INDUSTRY, 1996/1997

Multiplier	Employment Multiplier (EFT Jobs, 1997\$)
Australia - Film and Video	37
New South Wales - Motion Picture Services Sector	19
<i>Source: National Centre for Culture and Recreation Statistics of the ABS (Australia), Centre for Agricultural and Regional Economics Pty Ltd (NSW)</i>	

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- vi. Multipliers were last prepared in 1996/97 by the ABS for Australia and by the Centre for Agricultural and Regional Economies for New South Wales. The values in Table 3.1 relate to the number of full time equivalent jobs that \$1 million of spending would create **in 1996/97**.
- vii. As wages rise, \$1 million of spending will support fewer full time equivalent jobs. The 1996/97 employment multiplier, therefore, needs to be deflated to allow for the reduced purchasing power of a given dollar amount.
- viii. Location IQ has used the seasonally adjusted gross national expenditure index, produced by the ABS, to deflate the employment multipliers in Table 3.1 to reflect the number of full time equivalent jobs generated by \$1 million of spending **in 2015/16**. These deflated multipliers are outlined for New South Wales and Australia in Table 3.2

TABLE 3.2 – REGIONAL EMPLOYMENT MULTIPLIERS FOR TELEVISION INDUSTRY, 2012/13

Multiplier	Employment Multiplier (EFT Jobs, 2016\$)
Australia - Film and Video	23.7
New South Wales - Motion Picture Services Sector	12.1
<i>Source: National Centre for Culture and Recreation Statistics of the ABS (Australia), Centre for Agricultural and Regional Economics Pty Ltd (NSW), adjusted by Location IQ</i>	

LOCATIONIQ

3.2 Methodology, Assumptions and Results

- i. The same assumptions as to the period of the expenditure and the region in which the expenditure occurs will be made for the use of employment multipliers as they were for the gross value added multipliers in Section 2.2.
- ii. In order for an employment multiplier to hold, it must be assumed that people who are employed in the production of IAC and IBES would have been otherwise unemployed or not employed within Australia.
- iii. For season 15 of IAC Granada directly employed 356 workers who resided within the Tweed Shire for the duration of filming and production. The equivalent figure for season seven of IBES is 230 workers. 80 – 100 of these workers also reside within the Tweed Shire when the show is not being produced. The remaining workers coming from overseas and elsewhere in Australia to live in the Tweed Shire during filming and production.
- iv. Table 3.3 details the number of full-time equivalent jobs added to both the New South Wales and Australian economies due to spending of \$13.1 million on the production of IAC and IBES (indirect employment effects).

TABLE 3.3 – JOBS ADDED (FTE) – AUSTRALIA AND NEW SOUTH WALES

Multiplier	(1) Employment Multiplier (EFT Jobs, 2016\$)	(2) Expenditure (2016\$M)	(1)*(2) = (3) Impact (EFT Jobs, 2016\$M)
Australia - Film and Video	23.65	13	308.9
New South Wales - Motion Picture Services Sector	12.15	13	158.6

Source: National Centre for Culture and Recreation Statistics of the ABS (Australia), Centre for Agricultural and Regional Economics Pty Ltd (NSW), adjusted by Location IQ

LOCATIONIQ

- v. As shown, expenditure of \$13.1 million for a six month period in 2015/16 has resulted in the addition of 308.9 full-time equivalent jobs in Australia, 158.6 of which are created in New South Wales.

- vi. Table 3.4 outlines the anticipated full-time equivalent jobs for the New South Wales and Australian economies should the production of IAC and IBES continue for the next five years. Dollar amounts are in constant 2015/16 dollars and assume that the budget for IAC and IBES is the same as in 2015/16.

TABLE 3.4 – JOBS ADDED (FTE) – AUSTRALIA AND NEW SOUTH WALES, 2015/16 – 2019/20

	2015/16	2016/17	Year 2017/18	2018/19	2019/20
Total Expenditure (\$M)	13.1	13.1	13.1	13.1	13.1
Multiplier Value - NSW	12.1	12.1	12.1	12.1	12.1
Jobs Added (EFT) - NSW	158.6	158.6	158.6	158.6	158.6
Multiplier Value - Aust.	23.7	23.7	23.7	23.7	23.7
Jobs Added (EFT) - Aust.	308.9	308.9	308.9	308.9	308.9

Source: National Centre for Culture and Recreation Statistics of the ABS (Australia), Centre for Agricultural and Regional Economics Pty Ltd (NSW), Granada Productions Pty Ltd

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3.3 Employment Impacts Summary

- i. In summary, both direct and indirect employment impacts for Australia and New South Wales are considered with the key points as follows:
- Granada directly employs 356 workers for IAC and 230 workers for IBES who reside within the Tweed Shire during production and filming of both shows. Approximately 80 – 100 of these workers also reside within the Tweed Shire (i.e. not just residing in Tweed to produce IAC/IBES), with the remaining workers coming from overseas and elsewhere in Australia.
 - Based on spending of \$13.1 million within the Tweed Shire for IAC and IBES, some 308.9 full-time equivalent jobs are indirectly created within Australia including 158.6 jobs in New South Wales.
- ii. If Granada spends the same amount per annum (i.e. \$13.1 million) on the filming and production of IAC and IBES over the next five years, the same number of jobs can be expected within New South Wales and Australia each year.

4 OTHER BENEFITS AND IMPACTS

This section of the report details some of the other benefits, both economic and non-economic, of the IAC and IBES television production in the Tweed Shire.

4.1 Infrastructure and Community Expenditure

- i. Granada has been involved in a number of community and infrastructure projects that would not have been undertaken but for the production of IAC and IBES within the Tweed Shire.
- ii. Due to the remote location of the filming site at Dungay, Granada maintains access roads in the area. During season 15 of IAC, produced in late 2015, \$2,898 was spent on road repairs, including grading the road.
- iii. Granada also donated \$1,000 to the Wedgetail Retreat Hospice in January 2016, \$1,000 to Dungay Public School in January 2016 and \$1,359 to the Murwillumbah Scouts Group in March 2015.
- iv. Granada spends a considerable amount of time and money liaising with the owners of properties adjoining filming and production sites to ensure any objections can be overcome.
- v. Once the show is complete, Granada will spend a significant amount of time and money on deconstructing film sets and returning the site to its original condition. Granada gives materials used in its filming sets and props to adjoining land owners free of charge in order to be recycled.

4.2 Tourism and Visitor Attraction

- i. IAC has a substantial viewer base with approximately 9 million viewers per episode in the United Kingdom, ranking it consistently within the top ten TV shows watched on ITV (the channel on which the show airs in the United Kingdom). Other countries also show IAC on local television networks. IBES also includes a substantial viewer base in Germany of approximately 6 million viewers.

- ii. This international and domestic viewership provides significant exposure for the Tweed Shire and undoubtedly helps to promote tourism in the area.
- iii. Chart 4.1 details the number of international visitor nights per year from 2001 to 2015 in the North Coast Region of New South Wales, of which the Tweed Shire is a part. Chart 4.2 show annual growth in the number of international visitor nights in the North Coast Region benchmarked against the New South Wales total.

CHART 4.1 – INTERNATIONAL VISITOR NIGHTS NSW NORTH COAST, 2001 – 2015

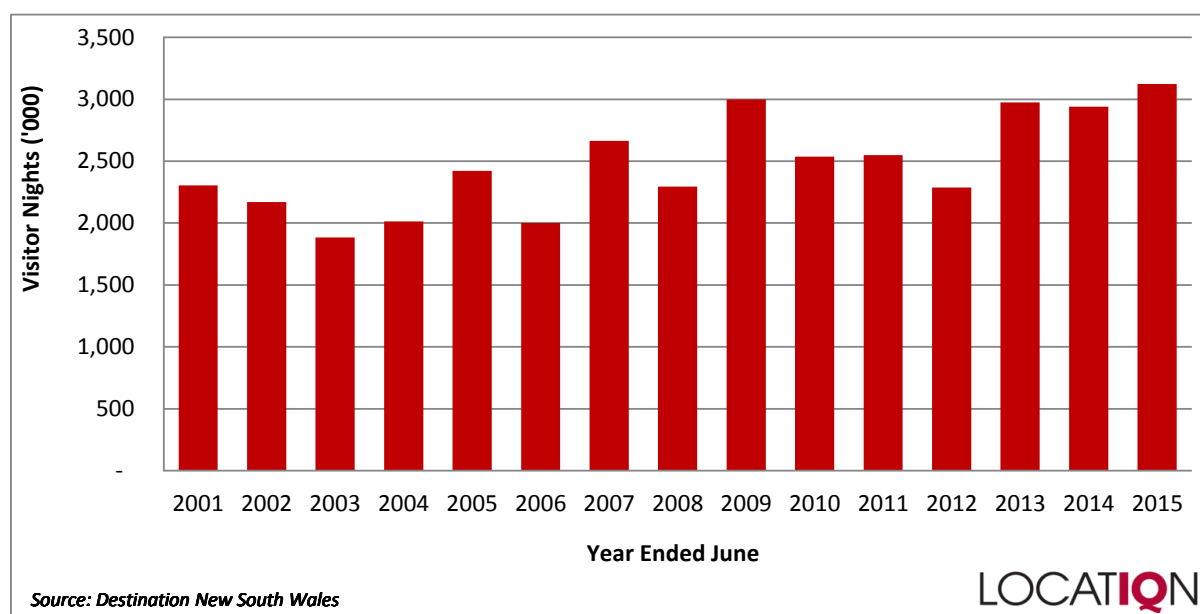
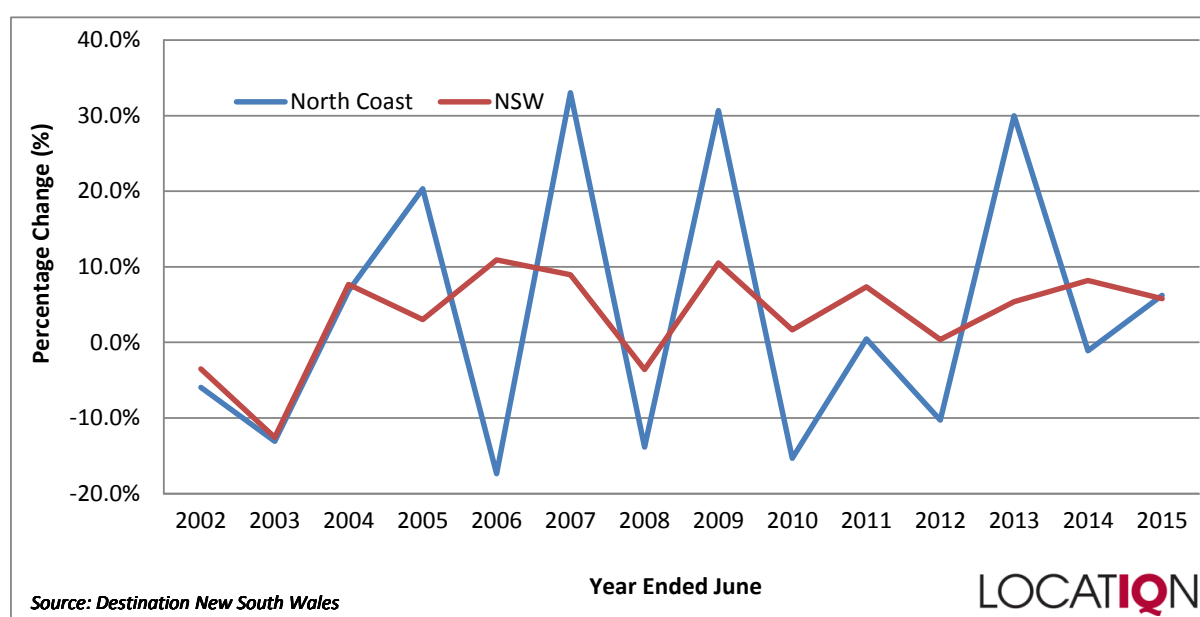


CHART 4.2 – INTERNATIONAL VISITOR NIGHTS NSW NORTH COAST, 2001 – 2015



- iv. The number of international visitor nights recorded in the New South Wales North Coast Region increased from 2.3 million in 2001 to 3.1 million in 2015, which is the highest number of international visitor nights recorded over the period.
- v. Growth in international visitor nights for the North Coast Region and New South Wales is generally positive, however, the North Coast Region experiences greater variability in growth. The North Coast Region experienced its largest year of growth in international visitor nights from 2012 to 2013 with an increase of 30.0%.
- vi. Charts 4.3 and 4.4 outline spending per annum by international visitors from 2001 to 2015 for the North Coast Region benchmarked against New South Wales.

CHART 4.3 – INTERNATIONAL VISITOR SPENDING NSW NORTH COAST, 2001 – 2015

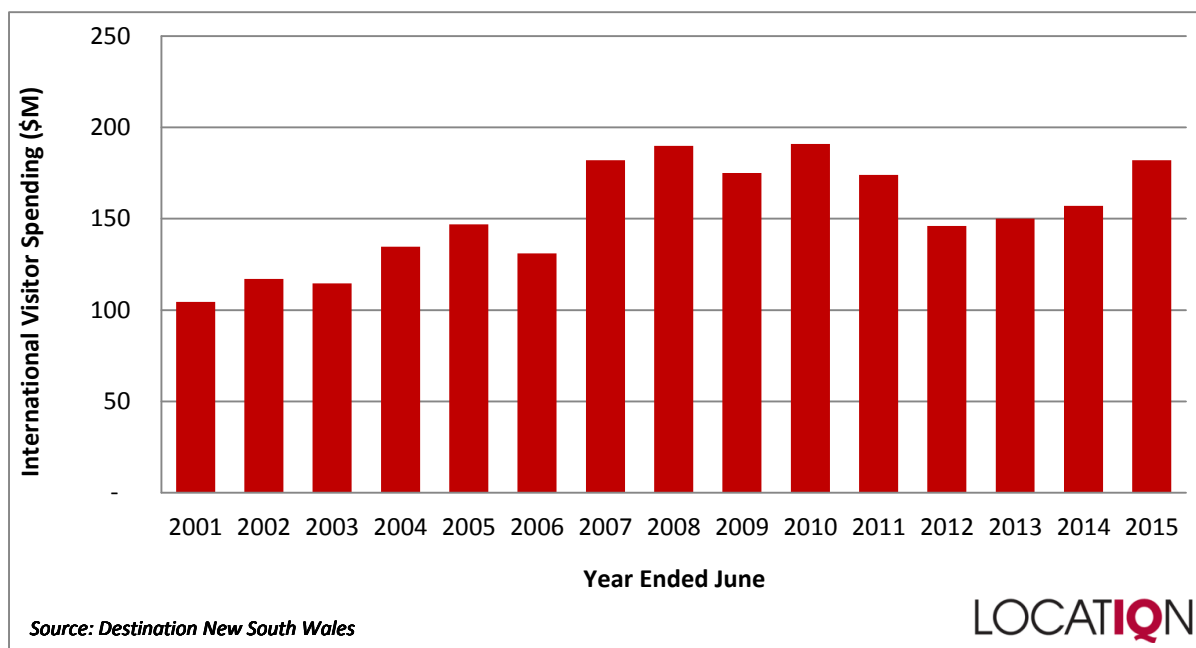
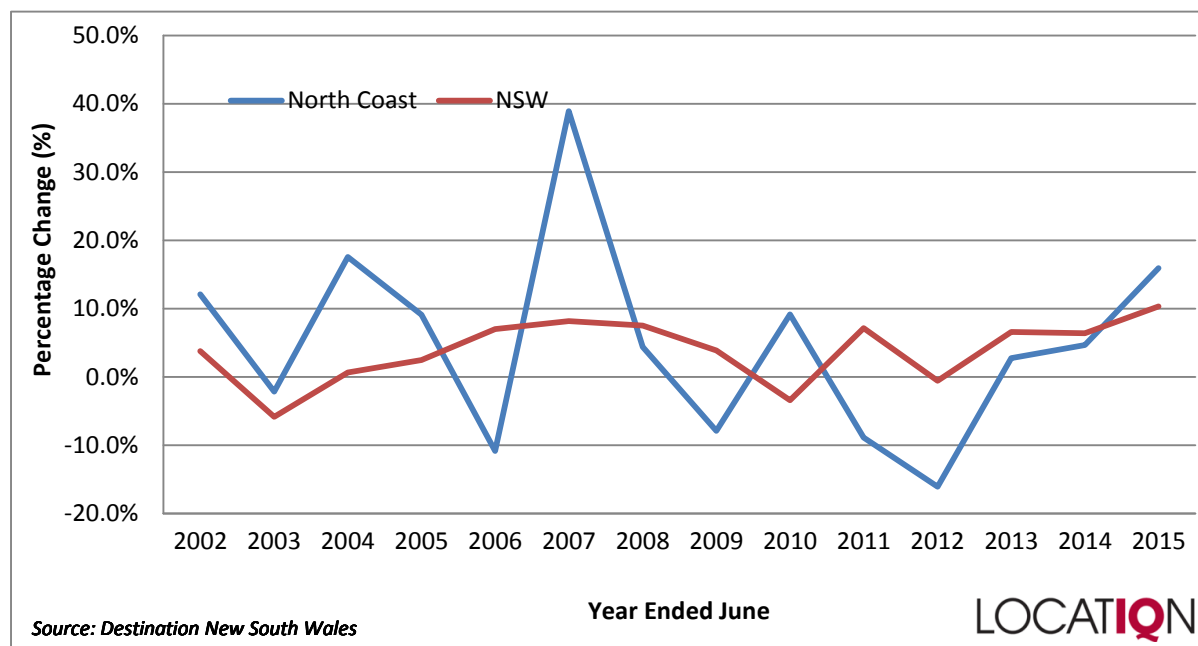


CHART 4.4 – INTERNATIONAL VISITOR NIGHTS NSW NORTH COAST, 2001 – 2015



vii. Spending by international visitor increased from 2001 until 2009 and then decreased over the period to 2013 before increasing in the last two years. International visitor spending in 2015 was \$182 million which is considerably higher than it was when IAC was first produced in the Tweed Shire in 2003 where spending was \$114.6 million. Not all of the increase in spending will be directly attributed to the production of IAC and IBES, but it shows a positive upward trend.

viii. Spending growth in both the North Coast Region and New South Wales has slowed since the Global Financial Crisis in 2009, however, there are signs that it is beginning to recover with the North Coast Region recording a similar spending level in 2015 to that in 2009 and 2010.

ix. It is difficult to say how much of the increase in international visitor days and spending is due to greater awareness of the North Coast Region in New South Wales by IAC and IBES viewers. However, it is likely that at least some spending by international visitors to the Region results from these shows.

5 CONCLUSION

- i. Based on the analysis presented in this report, the production of IAC and IBES contributes significantly to the New South Wales and Australian Economies in the form of an increase in GDP/GSP and equivalent full time jobs. Granada also undertakes a number of community initiatives such as making donations and repairing infrastructure in the area. IAC and IBES expose the Tweed Shire to an international audience which will help to increase tourism in the area.
- ii. Key conclusions about the benefits to the New South Wales and Australian economies of the production of IAC and IBES are as follows:
 - Granada has produced IAC since 2003 and IBES since 2004 at Dungay within the Tweed Shire in New South Wales.
 - Direct spending of \$13.1 million on production and filming of IAC and IBES results in a total increase in GDP of \$23.5 million, of which \$13.4 million is from New South Wales GSP.
 - Should the production of IAC and IBES continue for five years, the cumulative total impact on the Australian economy will be \$117.6 million, which includes an impact of \$66.9 million on the New South Wales economy.
 - Granada directly employs 356 workers for IAC and 230 workers for IBES who reside in the Tweed Shire during filming and production. 80 – 100 of these workers also reside within the Tweed Shire when the television shows are not produced.
 - Indirect jobs are created within the economy due to spending on the IAC and IBES productions. This amounts to 308.9 full-time equivalent jobs in Australia, 158.6 of which are in New South Wales.
 - Other non-economic benefits also result from the production of IAC and IBES in the Tweed Shire, such as donations to local organisations and road maintenance.

The North Coast Region of New South Wales has also experienced an increase in international tourism since the shows were produced there.

- iii. Location IQ recommends that Granada be granted permission to continue producing IAC and IBES at Dungay in the Tweed Shire due to the significant economic and non-economic benefits outlined above.

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