



# THE IMPACTS OF RALLY AUSTRALIA 2011 ON THE COFFS COAST BUSINESS COMMUNITY

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# CONTENTS

EXECUTIVE SUMMARY .....	ii
SECTION 1: INTRODUCTION .....	1
1.1 Research Objectives .....	1
1.2 Research Background .....	1
SECTION 2: RESEARCH METHODS AND ANALYSIS .....	2
2.1 Survey .....	2
2.2 Data Analysis .....	3
2.3 Ethical Considerations .....	3
2.4 Limitations of the Study .....	3
SECTION 3: QUESTIONNAIRE FINDINGS AND DISCUSSION .....	5
3.1 Response rates .....	5
3.2 Business Characteristics .....	6
3.3 Rally Australia 2011 Impact on the Business Community .....	9
3.4 Rally Australia 2011 Social Impacts .....	18
SECTION 4: CONCLUSIONS AND RECOMMENDATIONS .....	20
REFERENCES .....	22
APPENDIX 1: QUESTIONNAIRE .....	23
APPENDIX 2: LIST OF OTHER TYPES OF BUSINESSES .....	28
APPENDIX 3: REASONS FOR NOT CHANGING BUSINESS OPERATING HOURS .....	30
APPENDIX 4: EXAMPLES OF MAJOR EVENTS FOR THE COFFS COAST .....	34
APPENDIX 5: COMMENTS ON THE IMPACTS OF THE EVENT ON BUSINESSES .....	40
APPENDIX 6: SUGGESTIONS FOR A MORE SUCCESSFUL EVENT .....	49
APPENDIX 7: FURTHER COMMENTS .....	59

## EXECUTIVE SUMMARY

The main aim of this research was to describe the economic impacts of the World Rally Championship – Rally Australia 2011<sup>1</sup> as experienced by local businesses of the Coffs Coast. In order to do so a questionnaire survey was distributed via email to approximately 616 businesses based in the region. A response rate of approximately 37% was obtained, with a total of 226 usable surveys included in the analysis.

Most participating businesses have been in operation for more than 10 years. The type of participating business was varied, with the majority falling into the categories of Accommodation providers, Food & Beverage and Retail. Their sizes were mostly large, with annual turnovers of over \$250,000. Tourism is a significant source of income for most businesses; combined, approximately 45% of all respondents indicated that at least 41% of their customers and income coming from this industry.

The results of the survey indicate that the economic impact of the event was varied, with some businesses being affected positively and others negatively, while a small proportion of respondents reported no financial impact. In total, approximately \$460,000 was reported by businesses in the region as additional revenue gained directly as a result of the event. In a comparison to the same week the previous year, 34% of Coffs Coast businesses indicated that they had additional customers during the event.

However, a noteworthy proportion of businesses also reported losses due to the event, in some cases losses of up to \$25,000 were reported. Based on aggregated data the net gain for the Coffs Coast, strictly measured by profits and losses directly indicated by businesses, was of \$84,475. Although this total is a positive result, it is important to note that significant losses were also reported by a high percentage of the participants, which indicates that benefits were not evenly spread within the community.

The vast majority of businesses did not alter their operating patterns, with no increase in operating hours, staff work hours or number of staff. The businesses that made changes and investments towards the event, added more than 610 hours to normal business operations, 3,000 staff work hours and employed an extra 244 casual staff during the event in this local government area.

A large proportion of businesses undertook promotional and/or advertising activities because of the event, particularly before and during the staging of the rally. However, results of the survey show that businesses were disappointed with the effect of these activities on their trade. Training activities, on the other hand, were undertaken by only a small percentage of respondents (16%), although their effectiveness was considered more positive.

In general, participants were not optimistic about further positive impacts from the event, with only less than one quarter of businesses indicating they expect repeat sales as a consequence of Rally Australia 2011. Despite this, when asked about the overall impact of the event on their businesses a higher proportion of respondents indicated that the event was positive than those who believe it was negative. The majority, however, perceived the event as neutral to their business operations.

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<sup>1</sup> From here on Rally Australia 2011.

Notwithstanding the overall neutral perceived impact of the event, the vast majority of respondents indicated that they want the event to come back to the region. Even more respondents indicated that they would like to see other major events coming to the Coffs Coast in the future, with 88% of businesses supporting the staging of events in the region. Examples of desired events were given by respondents, ranging from small arts exhibitions, to music festivals, and large sport events. Several respondents provided also extensive comments on the impacts of Rally Australia 2011 on their businesses, both positive and negative. Most respondents were positive about the event and emphasised the positive feedback gained from visitors to the region and the festive atmosphere the event brought to town.

There were, however, some negative comments and also more neutral ones that indicated the event had no impact on respondents' businesses. The negative comments focused mainly on what was perceived as an overestimation of visitors by Rally Australia 2011 organisers and on information that prompted locals and regular visitors to leave or stay away from the region. In addition, participants provided feedback on how the event could be improved in the future to further benefit the business community of the region. Further feedback emphasised the need for improving information delivery to businesses and community members, to avoid disappointments and to lead visitors and/or general spectators to the locations where event activities and local services are available.

The social impacts of the event were generally considered positive by survey respondents, particularly in providing opportunities for community members to have fun with their friends and family, to experience new activities and meet new people. Another important positive point was the perceived enhanced image of the community. The event was not considered to cause overcrowding, traffic increase or increased levels of litter and noise around the community, which shows that the event was not perceived as socially disturbing.

In conclusion, results of the survey provided a good indication of economic and social impacts of the event. In general, the event was considered positive by the business community, particularly if the event returns and some mistakes are avoided. There were particular segments of the business community that benefited significantly and others that were negatively affected by the event, with few reporting neutral impact. Also, there were considerable differences between regions, with regions where rally activities and functions took place being more affected by the event, both positively and negatively. However, several respondents mentioned the long-term benefits that may be derived from the positive exposure of the region to other markets, possibly attracting new visitors and trade to the region.

## SECTION 1: INTRODUCTION

### 1.1 Research Objectives

The main aim of this research was to describe the economic impacts of the World Rally Championship – Rally Australia 2011 as experienced by local businesses of the Coffs Coast region.

The specific objectives were:

- To describe business pre-event activities and expectations for this large scale event in the region;
- To describe post-event outcomes for the local business community;
- To identify perceptions of the social impact of the event on the local community.

### 1.2 Research Background

Rally Australia is the Australian leg of the World Rally Championship (WRC), organized under the auspices of the International Automobile Association (FIA). The WRC is an extremely popular motorsport, second in popularity only to Formula 1. It is conducted on dirt and the championship series travels 12 countries around the world. According to Rally Australia organizers ([www.rallyaustralia.com](http://www.rallyaustralia.com)), “in 2009 Rally Australia received 487 hours of TV coverage in over 180 countries achieving a viewing audience of 54 million people”. In 2011 the event was staged within the boundaries of four different shires in the Coffs Coast region: Bellingen, Clarence Valley, Coffs Harbour and Nambucca shires.

Social and economic impacts of sporting events have been widely studied in the tourism and recreation fields, with impacts ranging from minor to major, and with positive to negative effects (Frawley & Cush 2011; Lorde, Greenidge & Devonish 2011; Lenskyj 2007). Event impact studies indicate that it cannot be assumed that there will be positive benefits resulting from any given sporting event (Horne & Manzenreite 2004). As a result of this uncertainty it is imperative that social and economic impact studies are undertaken prior to and after such events. Events such as Rally Australia 2011 have an influence on host communities, and research on managing impacts and developing strategies to maximize leveraging from hosting such events will contribute to a more sustainable development of the event and of the tourism industry of host communities.

Most economic impact studies of major sport events have focused on visitor expenditure and/or public investment, but few studies have investigated the local businesses to measure their expenditure and revenue gained from the event (Andersson, Armbrecht & Lundberg 2008). In fact, for Rally Australia, Events New South Wales is conducting an economic impact study focusing solely on visitor expenditure. It is believed, therefore, that a more complete picture can be achieved by incorporating businesses outcomes to visitor spending information.

## SECTION 2: RESEARCH METHODS AND ANALYSIS

### 2.1 Survey

A quantitative self-completion online survey questionnaire incorporating key indicators was used to identify businesses' perceptions, expectations and expenditure/investment patterns related to the event. Survey questions were based on previous studies found in the academic and industry-based literature on the impacts of events on host communities, particularly economic impact studies. A draft survey was initially reviewed by research peers, relevant Industry organisations and the four LGAs involved in the event. After suggested changes were incorporated, the survey was pilot-tested with 14 local residents and researchers from other locations to ensure clarity of questions, fluidity and workability of the online instrument.

Managers of the four LGAs involved with the event contacted their local Chambers of Commerce (CCs) and Tourism Associations (TAs) and requested their support for the study. They were requested to identify businesses and subsequently email business owners/managers with all the necessary information about the research. Unfortunately, not all CCs and TAs were responsive and some did not forward the participation request to their members. This was the case in the Clarence Valley Shire where no invitations were sent out to businesses, even after a second request was sent to CCs and TAs to encourage support for the research. No participation from Clarence Valley businesses was therefore recorded (apart from one respondent). Results presented in this report refer to the combined results of the other 3 shires which had a level of participation that was high enough to be valuable for analysis.

Businesses that were contacted received a link to the survey instrument (online survey using *Qualtrics* software) which they responded at their will. An Information Sheet and Consent Form were included on the online instrument as the first pages of the survey (Appendix 1<sup>2</sup>).

The emails were distributed two weeks after the event finished and the survey was available online for four weeks. Respondents were able to complete sections of the survey, close it and return to it at a later day/time, without losing the previously completed contents. However, the system was set in such a way that no two responses from the same computer could be recorded to prevent double responses.

An email reminder was distributed two weeks after the first invitation was sent in order to increase response rates. There was no incentive prize for the completion of the questionnaire and therefore adherence was solely dependent on businesses' willingness to participate/contribute.

The databases utilized are the property of the Chambers of Commerce and Tourism Associations, and were not disclosed to the researchers. The email and link to the survey was sent by these organisations, which avoided also that the survey was considered as spam by the businesses contacted. Responses were then sent directly to the researchers without an identifier and the Chambers of Commerce and Tourism Associations did not have access to these. Such an approach was to ensure participant identification was kept anonymous and that responses were held confidentially.

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<sup>2</sup> The questionnaire attached as an Appendix is a hard copy version of the online survey. Slight differences in format were necessary to be implemented in the online version to conform to online requirements.

The survey was divided into three main sections: 1) Business Characteristics; 2) Rally Australia 2011 Impact on your Business; and 3) Social Impacts of Rally Australia 2011 on your Community. The first section asked general questions about the characteristics of the business, such as type (e.g., accommodation, transport), size, time in operation and focus. The second and longest section asked specific questions about the impacts of the event on their business, such as additional revenue, change in operation, investment in training, promotional activities. The last section was more general in nature and asked questions about the social impacts of the event on the local community, including noise disturbance, traffic congestion, positive image development, etc.

## 2.2 Data Analysis

The data entry and analysis were undertaken using SPSS Version 15. Descriptive statistics are provided for each question. Graphs and tables illustrate the total number of responses where appropriate; non-responses are not included unless otherwise noted. Percentages and/or raw data are presented in tables and/or within the text. Qualitative material derived from open-ended questions is provided at the end of the report, as appendices, and briefly discussed in the analysis. The data presented there has not been edited in order to ensure integrity to respondents' reported views, with only minor spelling corrections being made. Also, any information that could easily identify respondents was deleted to ensure confidentiality and anonymity.

The data was analysed to describe perceived economic impacts on businesses in the region, and perceived social impacts on the local community.

## 2.3 Ethical Considerations

All material provided to the researchers for this project has been treated confidentially and will be disseminated only in a format in which participants' anonymity is preserved. The raw data collected is securely stored and only the researchers have and will be able to gain access to it. Findings of this research have been collated as group data, with no identifying features. The project was approved by the Southern Cross Human Research Ethics Committee. Participation in the survey was entirely voluntary.

Distribution of results will be made available to respondents upon request, and to the clients of this study, interested industry groups, local governments and to key local media organizations for wider dissemination.

## 2.4 Limitations of the Study

A number of limitations to this study must be considered. First, the length of the survey proved too long to keep interest and consistency in responses, and the number of responses declined considerably toward the end of the survey (e.g. question number 21 had less responses than question number 3). The researchers speculate that the reason for this is that respondents tend to use the computer as a work tool and therefore do not have much time to spare in non-work related tasks during this time.

A second important limitation to the study was the survey distribution method, as mentioned above. The researchers were not responsible for distributing the surveys as the contact database for local businesses is confidential and not the property of the researchers. The four local councils involved in the study were

responsible for contacting their local chambers of commerce and tourism associations who would then forward the invitation to local businesses to participate in the study. This process did not prove efficient and some chambers/associations did not contact their members to provide them with the link to the survey. Also, number of members contacted was not always accurately informed, which prevents precise calculation of response rates. Moreover, several businesses in the region are not members of the local chambers of commerce and tourism associations and therefore were not contacted to participate in the study.

Specific issues and limitations concerning the electronic survey must also be considered. First, the online survey was designed so that for most closed question an answer was required before moving onto the next question. The initial rationale behind requiring a response was to obtain a complete questionnaire; however, it must be noted that if a respondent was not willing to answer a question mid-way through, they could not move forward, therefore, did not complete any questions beyond that point. This issue likely contributed to the overall decline in responses towards the end of the survey. The open-ended questions, where respondents were allowed to freely provide comments and suggestions, as well as the question of annual business turnover, were voluntarily answered and not made a requirement to move onto following questions.



## SECTION 3: QUESTIONNAIRE FINDINGS AND DISCUSSION

This section is divided into four subsections and discusses general results of the wider Coffs Coast region, which comprises the Bellingen Shire, the Clarence Valley, Coffs Harbour, and the Nambucca Shire. The list of Appendices, which provide detailed feedback from participants about different aspects of event and its impact, is also general and not identifying particular shires.

The first subsection discusses the questionnaire response rates and issues related to survey distribution. The second subsection presents the main characteristics of participating businesses. The following two subsections present the impacts of Rally Australia 2011 on the local community, particularly the economic impact on businesses and also the perceived general social impacts.

### 3.1 Response rates

As email invitations were sent by local councils through their chambers of commerce and tourism associations, and not directly by the researchers, exact number of businesses reached through this method of distribution is difficult to precisely determine, relying solely on information feedback from distributors. Also, as the survey link was open, individual businesses could forward the link to fellow businesspeople for completion. Moreover, individual businesses could have been reached more than once, through membership to more than one association (for example, to a local chamber of commerce and the Coffs Coast Tourism Association). Therefore, what Table 1 below presents is a close estimate of distribution numbers.

**Table 1 – Questionnaire Distribution and Response Rate**

Questionnaire Distribution	Coffs Coast Region
Total emails distributed	616
Total valid responses recorded	226
Response rate	37%

A total of 282 businesses accessed the online questionnaire via Qualtrics©. Of the total surveys, 56 were removed from the analysis allowing for an 80.1% usability rate. One participant did not agree with the conditions of participation and therefore did not proceed to the first survey question. 53 individuals did not continue completing the survey past the initial consent page. Two individuals working for a government organisation completed the questionnaire and subsequently contacted the researcher to delete their responses, as they were not responding from a local business perspective. All other surveys were considered valid after initial analysis.

Most questions were required to be completed in order for respondents to proceed to the following question. It is possible that due to this factor, several questionnaires were not entirely finished. However, these questionnaires were included in the sample, as there was enough data to deem these questionnaires valid and, therefore, informative for the analysis.

### 3.2 Business Characteristics

The first question of the survey asked respondents to indicate where their business is located. As expected, Coffs Harbour had the highest number of participants, followed by Nambucca Valley, Bellingen region and finally the Clarence Valley. Although this result was clearly influenced by the method of distribution of the surveys, as discussed in Section 2 above, it reflects also the proximity of the event to the business location, that is, the areas where the event had more activities planned for had higher levels of participation in the survey.

**Table 2 – Business Location**

Location	Number of responses	Percentage of Total
Coffs Harbour	130	58%
Nambucca Valley	70	31%
Bellingen Region	25	11%
Clarence Valley	1	0%
Total	226	100%

Question 2 of the survey asked respondents to indicate their position in the business, with the option of providing more than one answer. Business owners were most likely to respond the surveys, as Table 3 below shows. Other respondents included stall holders, marketing managers, relieving managers, licensees, sales managers, employees/workers, coordinators/supervisors, administrators, assistant managers, project officers, president, secretaries and members.

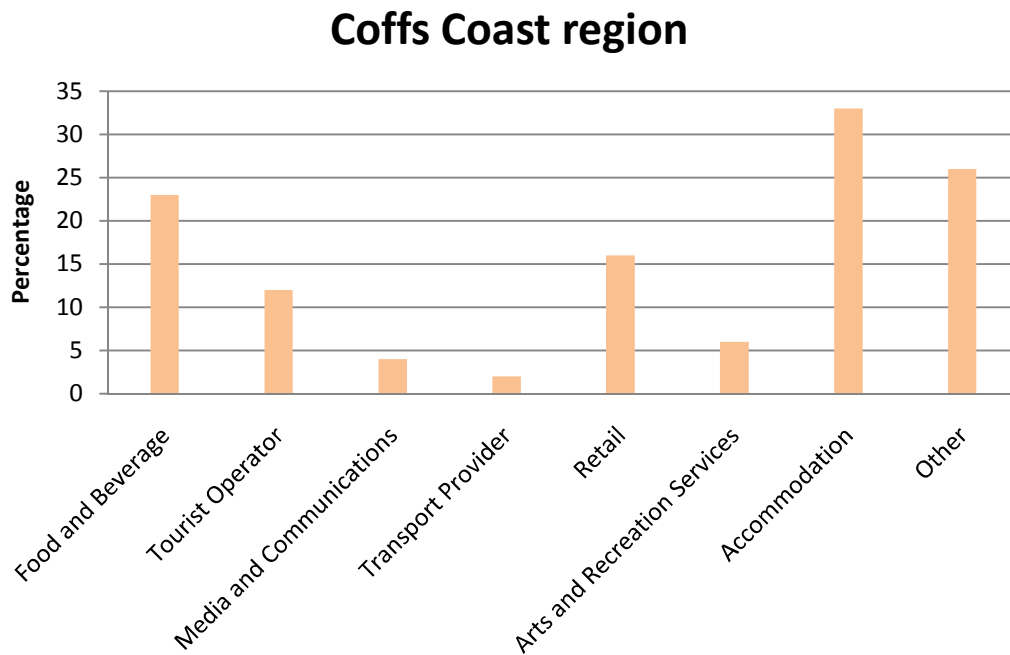
**Table 3 – Respondents' Position in the Business**

Position in the Business	Coffs Coast Region	
	N	%
Owner	157	60%
Manager	80	31%
Other	23	9%

Respondents were asked also to indicate their type of business. Participants could choose more than one answer. Although 26% of respondents fell into the 'Other' category, as shown in Figure 1 below, less than 20% of all participating business did not choose any of the other options. This result indicates that only a minority of businesses analysed are not impacted by tourism to some degree. A list of business types from the other category can be found in Appendix 2.

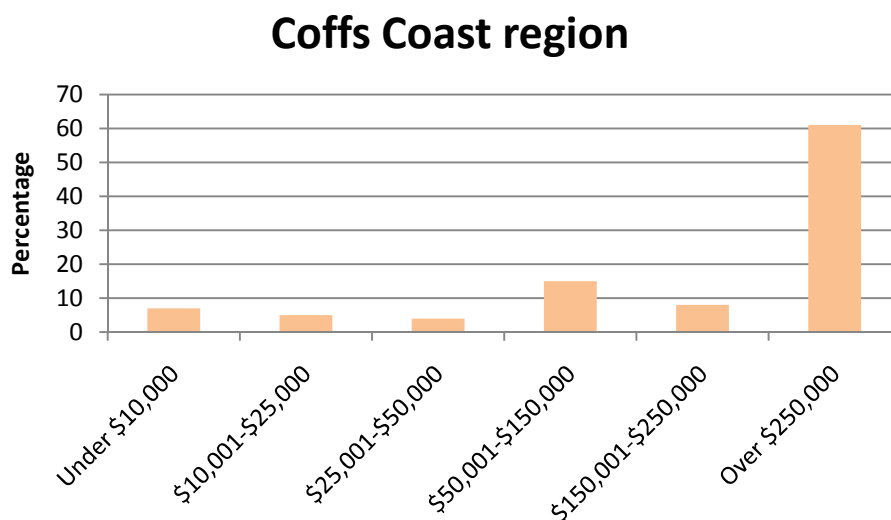
Accommodation providers were, by far, the single most selected type of businesses by respondents from the Coffs Coast region (33%). Nambucca Shire, however, was the only shire to present Food & Beverage as their most selected type of business. In general, transport providers were the less represented group of tourism services in the survey. In regards to size of accommodation businesses, they varied from a small 2-bed B&B to a large Lodge with more than 400 beds.

Figure 1 – Type of Business



In regards to the size of the businesses, the large majority of respondents indicated that their business had a gross annual turnover of over \$250,000 (see Figure 2 below). The Bellingen Shire, however, presented a different result from the overall findings, with the majority of businesses indicating an annual turnover between \$50,001 and \$150,000.

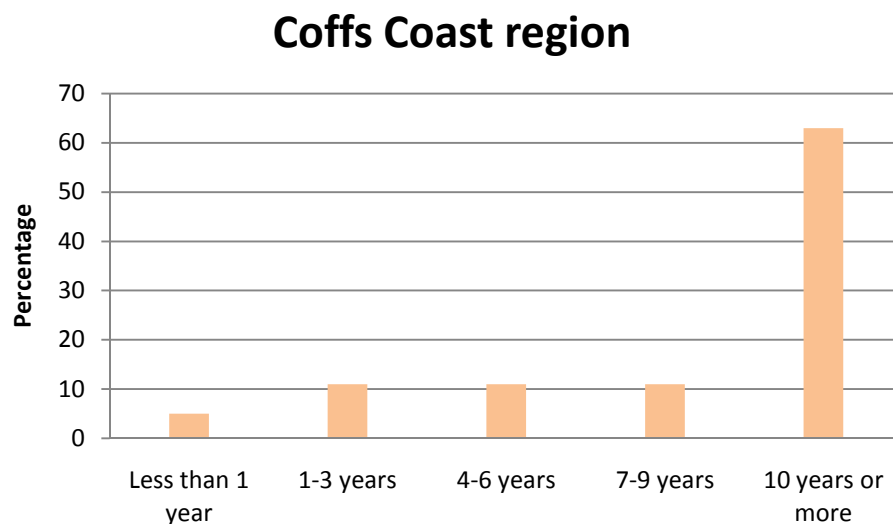
Figure 2 – Annual Business Turnover



It is important to note, however, that almost 13% of Coffs Coast participants chose not to answer this question. This high non-response rate, however, was expected for this item, as this can be considered a sensitive question to some business operators. Nonetheless, this result indicates that participating businesses can be considered large business operators in the region.

The next question asked businesses how long they had been in operation. Results indicate that more than 60% of all businesses have been in operation for 10 years or more (Figure 3). Again Bellingen Shire presented a slightly different result from the rest of the shires, with more than half of their participating businesses being in operation for less than 10 years.

**Figure 3 – Time in Operation**

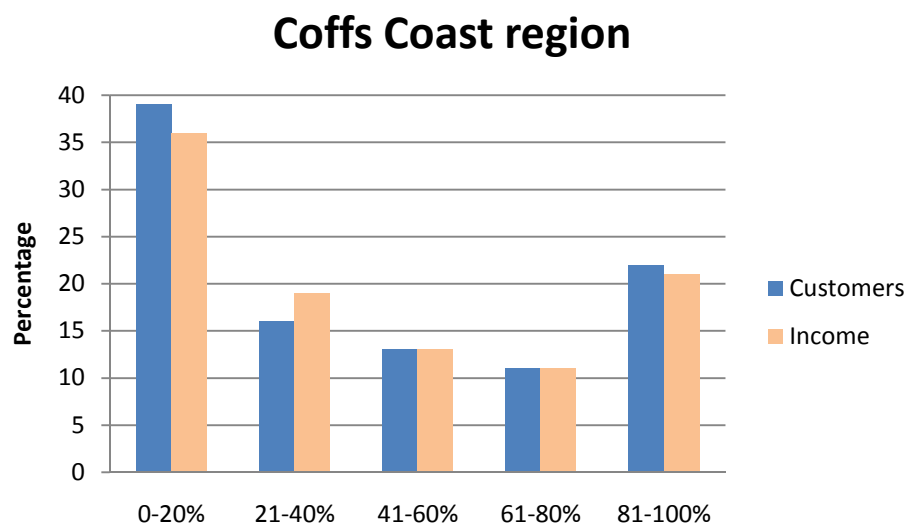


In general, however, this result indicates a mature business segment participating in the research, with good experience in the Coffs Coast region. These businesses were therefore likely to have experienced previous events in their communities and are likely to be well informed in regards to the impacts of events on their operations. Only 5% of respondents have been in operation for less than one year.

The last two questions of this first section of the survey assess the significance of tourism for the operation of participating businesses. First, it was asked that respondents estimate the percentage of customers in their business who are tourists and/or tourism businesses. The following question asked how much of the business' income is derived from tourists and/or tourism businesses. More than one third of respondents indicated that only up to 20% of their customers and income come from tourism (Figure 4). Combined, approximately 45% of all respondents indicated that tourism plays a significant role in their businesses, with at least 41% of their customers and income coming from this industry.

This result was slightly different from region to region, with Bellingen Shire presenting the highest percentage of tourism-dependent businesses and the Nambucca Shire with the lowest.

Figure 4 - Percentage of Customers and Income from Tourism – Coffs Coast



#### Summary of Business Characteristics

The first section of the questionnaire was intended to provide a general profile of the businesses participating in the survey. The vast majority of respondents were either owners or managers of the businesses, which indicates that responses are reflective of the reality of the business involved in the survey. The vast majority of participating businesses have been in operation for more than 10 years, indicating a high level of knowledge of the area and that they have, possibly, experienced other large scale events in the region prior to Rally Australia 2011. The type of businesses involved in the survey varied, with the majority being accommodation providers. Most participants indicated that businesses' annual turnover was above \$250,000, which suggests that respondents represent larger business operators in the region. Also, results revealed that almost half of participating businesses were significantly dependent on tourism, which highlights the importance of assessing the impacts of a major international sport event on the local business community.

### 3.3 Rally Australia 2011 Impact on the Business Community

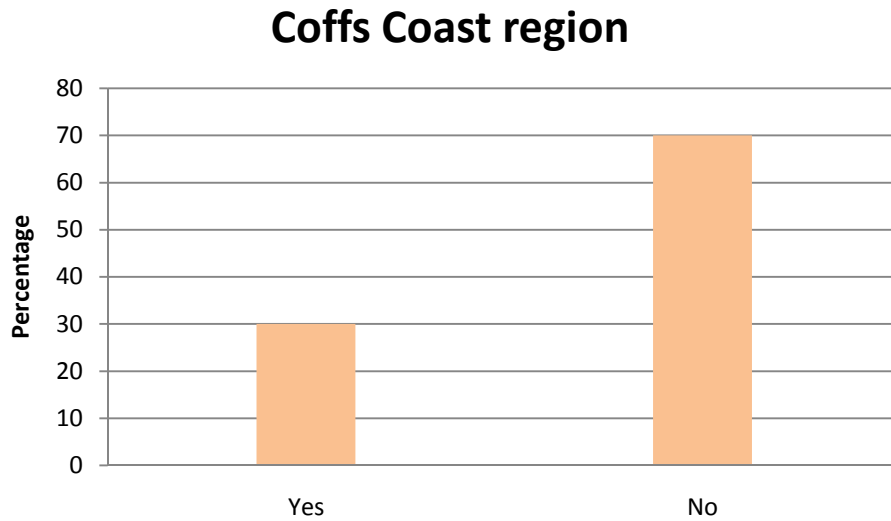
Section two of the questionnaire starts asking participants if their businesses had any changes in operation due to the staging of Rally Australia 2011 on the Coffs Coast. The first question asked whether or not businesses had extended their operating hours during the event. Responses indicate that the vast majority of participants did not change their business operating hours because of the event (Figure 5).

This result, however, needs to be interpreted with caution. As mentioned in the previous section, a large percentage of survey respondents indicated that tourism forms only a small fraction of their business, which may explain why several respondents indicated no change in business operation because of the event. A complete list of reasons given by respondents themselves for not changing their operating hours for the event can be found in Appendix 3. In general, these responses fall within five categories:

- Business was not in the event catchment area;

- Business was not related to tourism or to the event;
- Business' hours of trade falls within event hours;
- Business did not expect more demand;
- "No need".

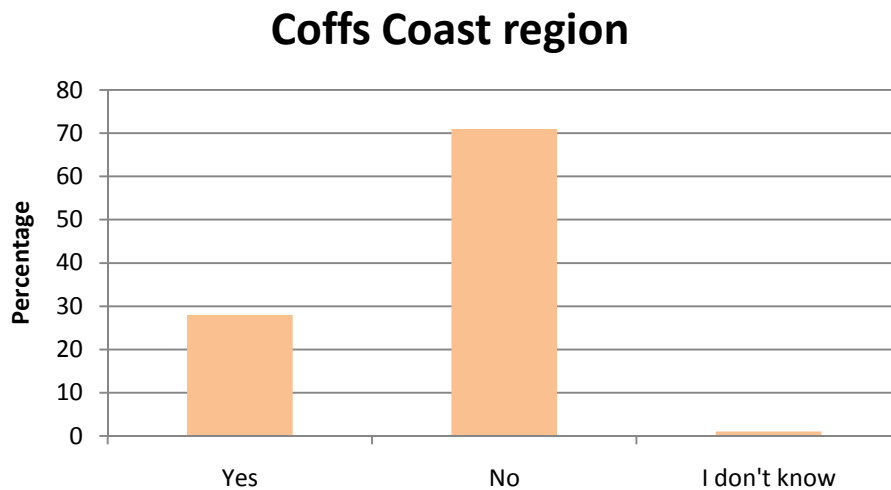
**Figure 5 – Change in Operating Hours during the Event**



The survey required respondents to indicate by how many hours their businesses extended their operating hours for the entire duration of the event (4 days in total, but hours could have also been used for days in preparation for the event). Responses ranged from 1h to 50h in total, with an average increase of 11h and a total of 615.5 additional hours of operation.

The next question asked businesses to indicate whether they had increased the amount of staff working hours as a consequence of the staging of the event. Results were very similar to the previous question (Figure 6).

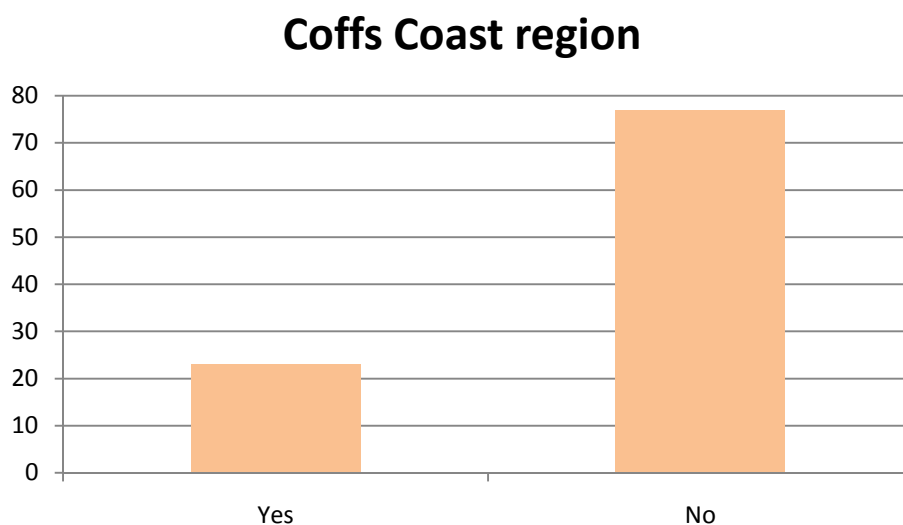
**Figure 6 – Change in Staff Hours during the Event**



The vast majority of businesses did not change staff working hours patterns for the event. However, almost one third of business did increase staff working hours, which may be viewed as an important result in terms of the economic impact of the event. In the Coffs Coast region the average increase was of 57.5 hours per business that increased their regular hours, with a total extra 3,000 hours, showing noteworthy investments as a result of the event.

A similar third question was asked to find out whether businesses had employed extra staff to cater for the event. Again, the vast majority indicated that they did not increase the number of staff over the staging of the event (Figure 7).

**Figure 7 – Change in Staff Numbers**

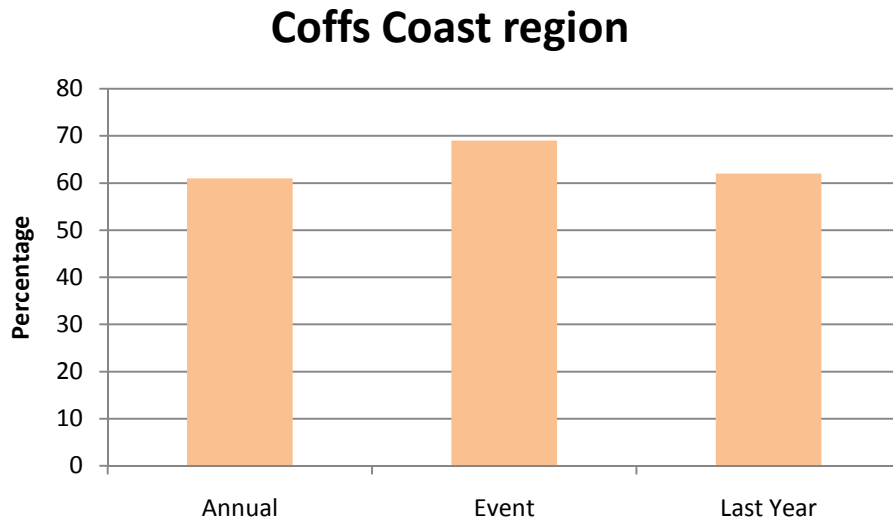


However, almost one quarter of all businesses hired more staff, which represented a total of 252 extra casual staff hired because of the event. The number of additional staff employed varied between businesses, ranging from 1 to 48 additional staff per business. As expected, the total of extra staff varied also between regions, with the Bellingen Shire only hiring four additional staff and Coffs Harbour hiring in excess of 200 extra workers.

The next question in the survey was directed to accommodation providers only, and intended to evaluate how much the event impacted on their rate of occupancy. Results from the Coffs Coast region showed a positive trend (Figure 8), but findings from specific shires highlight significant differences between LGAs. On average, respondents from Coffs Harbour indicated that their rate of occupancy during the event was approximately 20% higher than the same time last year, and 23% higher than their annual average. The Nambucca and Bellingen Shire, however, presented a negative trend, with rate of occupancies being lower by 6% and 25% respectively, compared to the same time the previous year, and 7.5% and 27% respectively, compared to their annual average. In the Coffs Coast, the rate of occupancy during the event was higher by approximately 7% compared to the same time last year, and by approximately 8% in comparison to their annual rate.

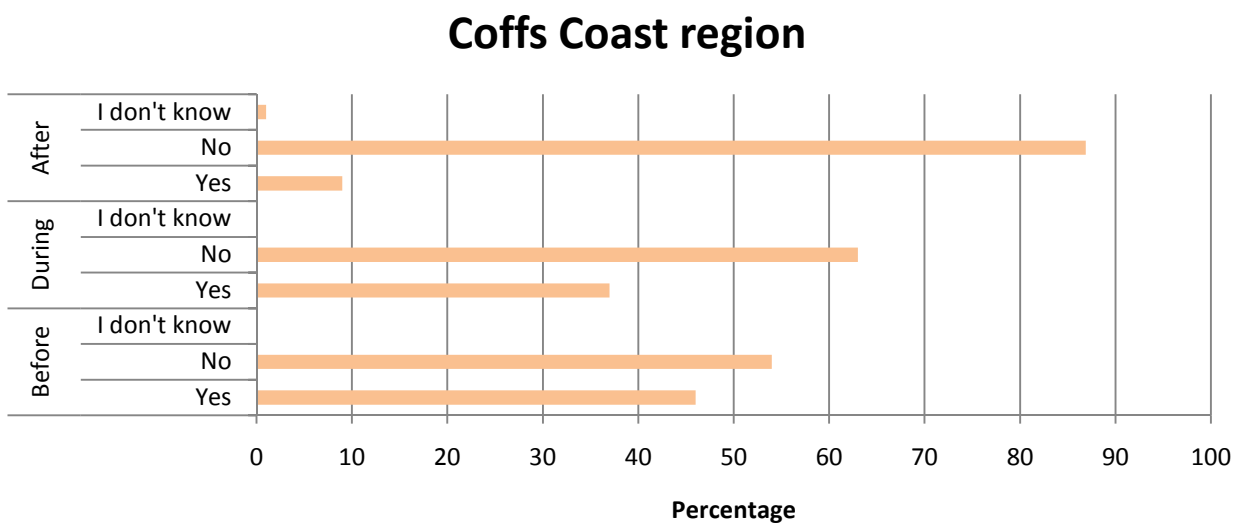
This result indicates that benefits for accommodation providers were mostly concentrated in the Coffs Harbour area, where most of the event’s activities took place, and that other shires were affected negatively, with potential customers avoiding the region, possibly due to expected crowding.

**Figure 8 – Rate of Occupancy**



In the following question all participants were asked to indicate whether their businesses undertook any promotional activity before, during and/or after the event. A large proportion of businesses in the Coffs Coast region indicated they did undertake promotional activities before (46%) and during (37%) the event, with only a small group (9%) indicating they also advertised after the event (Figure 9).

**Figure 9 – Specific Advertising and/or Promotional Activities**



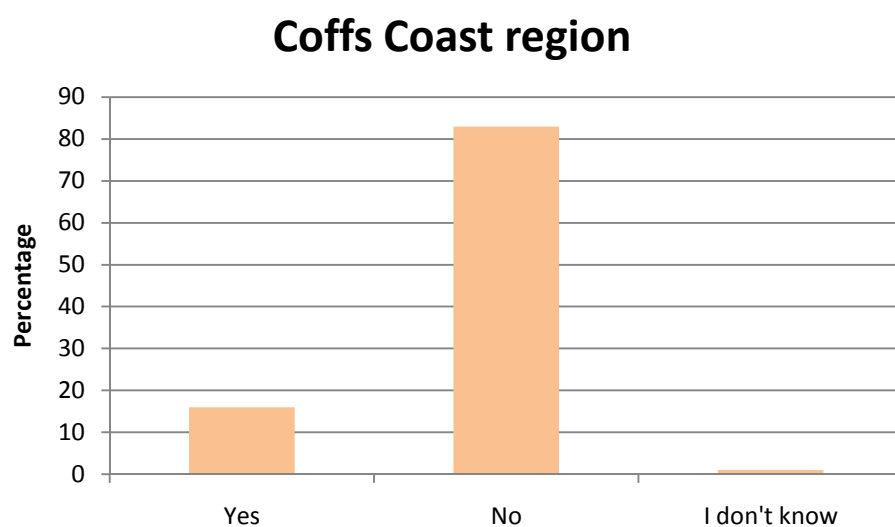
When asked if these advertising and promotional activities were effective in attracting new customers to their businesses, respondents seemed disappointed, with a mean score of 2.46, where 1 was not at all



effective and 5 very effective. In percentages, only 23% of respondents indicated that they were effective (22%) or very effective (1%) in attracting customers to their businesses.

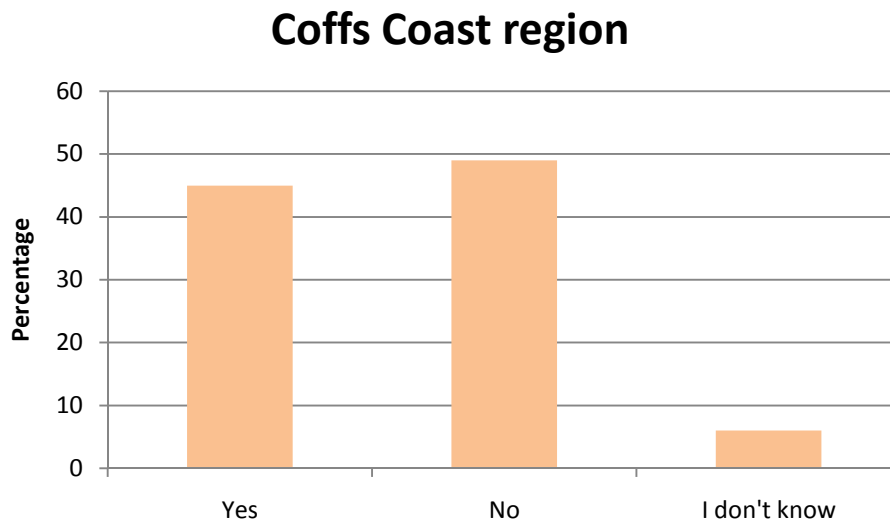
In regards to training as preparation for the event, only 16% of participating businesses engaged in any paid or subsidised training (Figure 10). When asked about their effectiveness, respondents were more satisfied with them than with the promotional activities, possibly due to the longer-term use and application of training in comparison to advertising. However, almost half of all respondents (47%) indicated that these activities were neutral, which may be an indication that they were not successful in attracting new customers but still have a value per se. A slightly lower percentage of respondents indicated that the training activities were effective (41%) and 6% indicated that they were very effective.

**Figure 10 – Participation in Training**

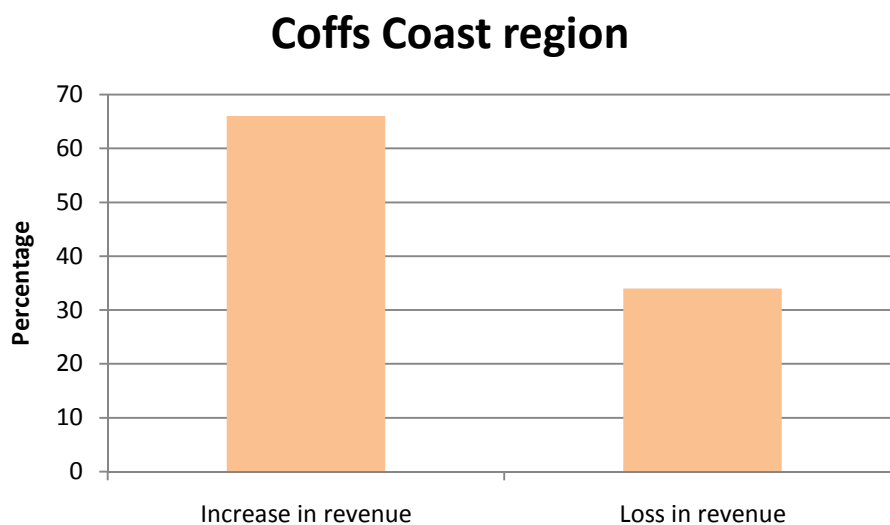


A more direct question about investment was asked of participating business: “Overall, how much did your business spend in addition to its regular operation to prepare for the event?” Results from the entire Coffs Coast show that investments reached over \$312,000 in the region. Individual business investment ranged from \$50 to over \$44,000. Not surprisingly, Coffs Harbour businesses invested considerably more for the event than other shires (over \$278,000), although important investments were also made by Nambucca (\$28,000) and Bellingen Shire (\$5,500) businesses.

Participants were asked also to indicate if there was a difference in revenue during the week of the event compared to the same week the previous year. As expected, businesses operating in Coffs Harbour were impacted more by the event than businesses in the wider Coffs Coast region. More than 60% of Coffs Harbour respondents indicated a change in revenue, whereas 45% did so in the wider Coffs Coast (Figure 11). Again, this result demonstrates how proximity to event activities is a crucial factor in assessing the impact of events on businesses.

**Figure 11 – Change in Revenue**

When impacted businesses were asked if they had been positively or negatively impacted (increase or loss in revenue), two thirds of respondents indicated that they had been positively impacted by the event (Figure 12). Results from Coffs Harbour indicate that almost \$435,000 was accrued in additional revenue by businesses in the shire, over \$25,000 in the Nambucca Shire region, while only \$1,600 was gained by Bellingen Shire businesses. In the wider Coffs Coast this amount was over \$460,000. On the other hand, a total of approximately \$371,000 were lost by businesses in Coffs Harbour, approximately \$2,500 in the Nambucca Shire and in the Bellingen Shire, with over \$377,000 being lost by businesses in the wider Coffs Coast region. Based on the survey data, the gains for the region, strictly measured by profits and losses directly indicated by businesses, was of \$84,475.

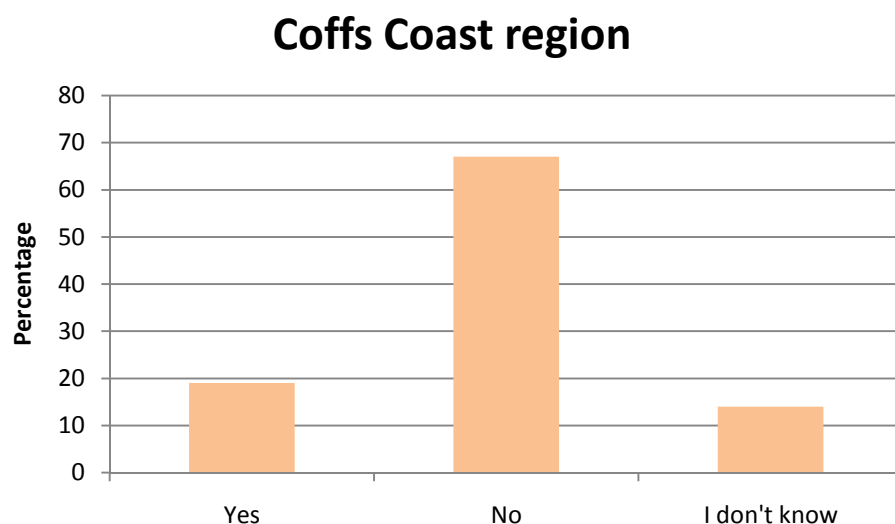
**Figure 12 – Increase or Loss in Revenue**

In a comparison to the same week the previous year, 34% of businesses indicated that they had additional customers during the event. When asked to estimate by how many, responses varied from 1 to 2,000. As this is only a rough estimate reported by participating businesses, results should be interpreted with

caution. In addition, businesses who indicated that they did not experience an increase in customer numbers during the event, were asked to indicate whether their business received less customers than normally during the week of the event. In the Coffs Coast region, 22% of the total of respondents indicated that they had less customers coming to their business during the event.

In an attempt to assess how businesses expect the event to further impact on their operations, a question was included asking whether participants expect any repeat sales because of the event. In general, participants were not optimistic about further positive impacts from the event, with only 19% of businesses indicating they expect repeat sales as a consequence of Rally Australia 2011 (Figure 13). Again, this figure was slightly higher in the Coffs Harbour region, with 27% of businesses indicating that they expect new sales as a consequence of the event being staged in the region.

**Figure 13 – Expectation of Repeat Sales after the Event**



The following question asked participants to rate the overall impact of the event on their businesses, from extremely positive to extremely negative. Results indicate that most businesses were neutral about the impact of the event, and slightly more respondents were positive than negative towards the impact of the event (Figure 14). It is interesting to add that the percentage of businesses in Coffs Harbour who felt that the event was extremely positive was considerably higher than those from the other regions, which indicates, again, that impacts were more positively felt by the Coffs Harbour business community than by others.

This positive result is further confirmed by the following question, where respondents were requested to indicate whether they want the World Rally Championship to return to the Coffs Coast in the future. The vast majority of respondents indicated that they want the event to come back to the region, as Figure 15 below highlights. Even more respondents indicated that they would like to see other major events coming to the Coffs Coast in the future, with 88% of businesses supporting the staging of events in the region (Figure 16).

Figure 14 – Overall Impact of the Event on Businesses

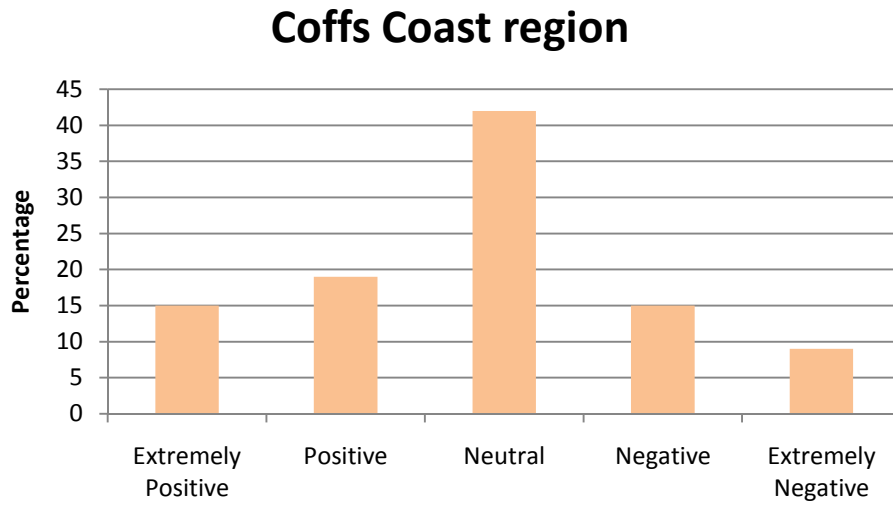


Figure 15 – Do you want the event to return to the Coffs Coast in the future?

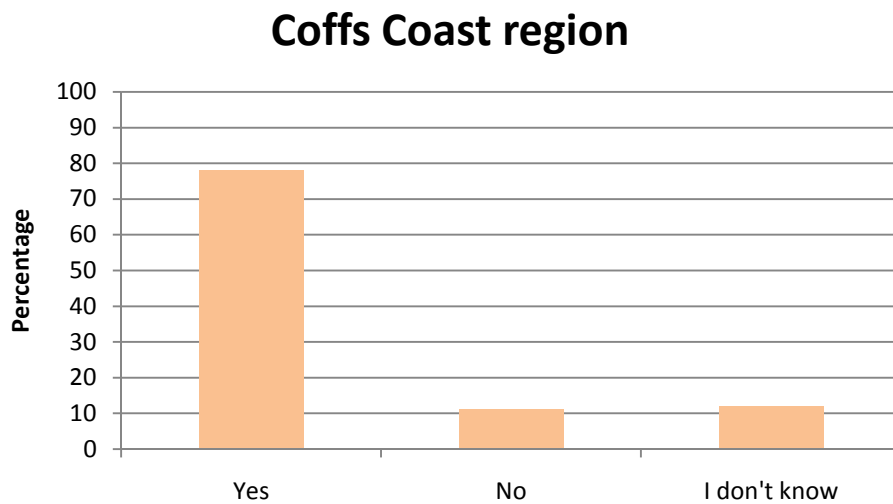
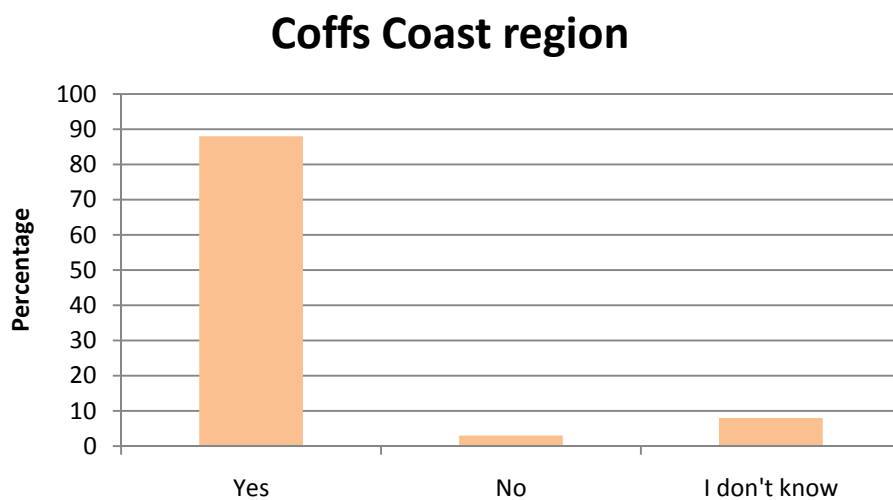


Figure 16- Would you like to see any other major events coming to the Coffs Coast in the future?



A list of examples given by respondents from all regions can be found in Appendix 4. Events ranged from small, location-specific arts exhibitions, to music festivals, to large sport events, such as V8 and National Surf competitions. Only six respondents presented reasons as to why they would not like to see any other major events coming to the Coffs Coast in the future. The reasons given were:

- *“Because they should be held in Port Macquarie”;*
- *“They would make us work hard and invest and then not care about us on the day”;*
- *“These events do not help the Nambucca area”;*
- *“There is a concern amongst businesses that events that are centered around major retail and shopping centres (like the Jetty) that business suffers as a consequence, therefore who gains from these events in this case?”;*
- *“Because more hassle than it is worth”;*
- *“We need more sustainable economic growth in Coffs not one off major events that bring very little to the long term growth of business in the area”.*

Several respondents provided also extensive comments on the impacts of Rally Australia 2011 on their businesses, both positive and negative, and a list of these is found in Appendix 5. Again, noteworthy differences were present in results from each region. In Coffs Harbour, slightly more respondents were positive about the event, with a small share indicating they had not been affected positively or negatively. In the Bellingen Shire, by contrast, most respondents indicated there was no economic benefit from the event and emphasised the fact that the event was concentrated in the Coffs Harbour area. In the Nambucca Shire, most respondents were positive about the event and emphasised the beneficial social impacts of the event on their community, particularly in Bowraville, where rally cars pass through the town throughout the day on the Saturday of the event and a market was in place in the middle of the town to leverage from the influx of visitors.

In general, accommodation providers seemed to have benefited the most from the event (*“We managed to fill ALL rooms at school holiday rates. Over all the impact was very positive for us”*), while several food & beverage providers as well as retailers indicated they had been negatively affected by the event (*“local customers kept away from town on the Friday and Saturday of the rally”*; *“It kept the normal tourist away and locals didn’t come out to shop”*). Some of the more neutral comments emphasised the potential for repeat visitation due to media exposure (*“The Rally had minimal impact on our business either way. [...] However, I think the area will benefit overall from holding the Rally on the Coffs Coast”*).

In addition, participants provided feedback on how the event could be improved in the future to further benefit the business community of the Coffs Coast. Emphasis was given to improving information delivery to businesses and to community members, to avoid disappointments and to lead visitors and/or general spectators to the locations where activities are happening, but also where services are available. Most businesses indicated they would welcome the event back and hope that organisers, government agencies and the business community learn from previous mistakes and better leverage the event next time. In the Nambucca and Bellingen shires, some comments suggested that emphasis need to be given to advertising the distinct communities separately in order to attract visitors after the event and extend their length of visitation. A list of all comments is provided in Appendix 6.

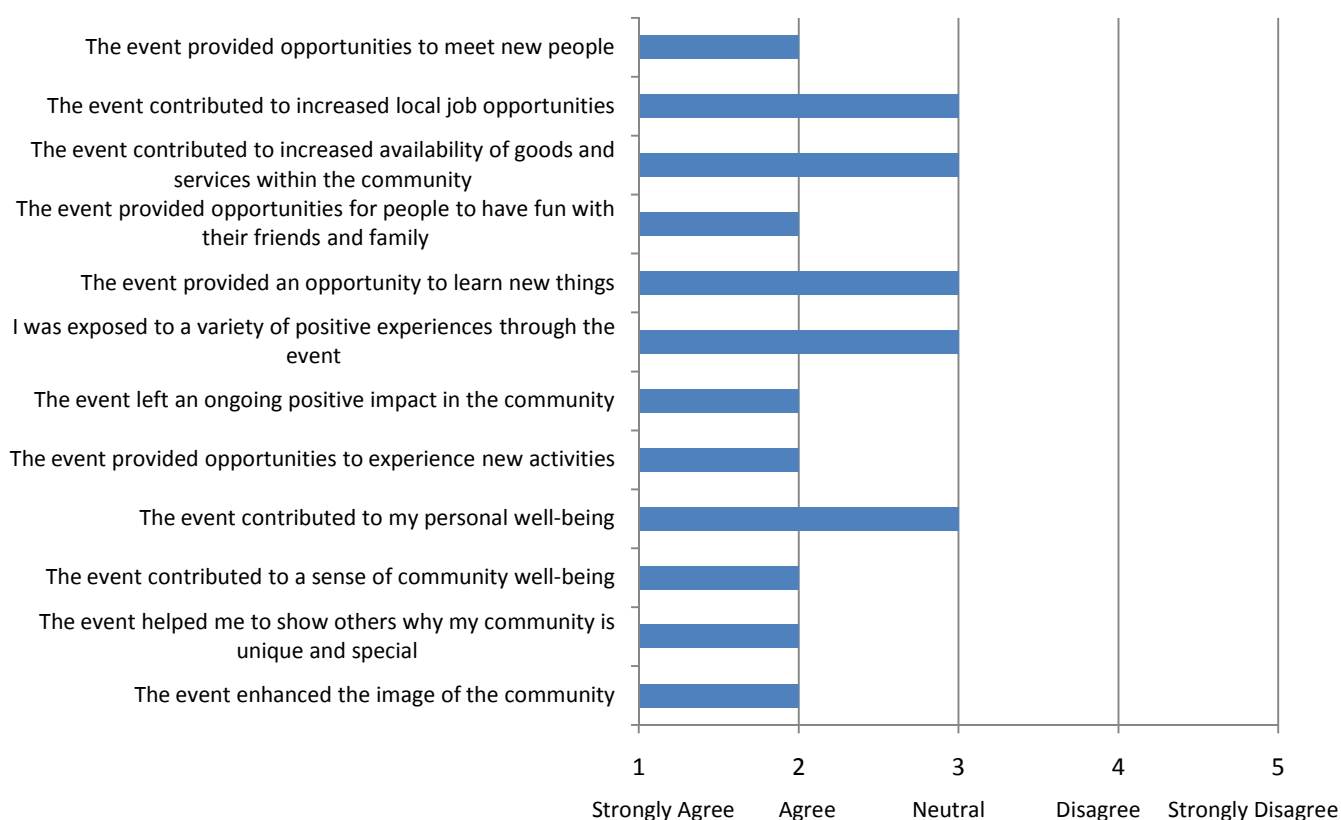
### Summary of Impact on the Business Community

Results from the second section of the questionnaire indicate that the vast majority of businesses did not alter their operations because of the event. However, the small percentage that did, led to a total of 615.5 extra business operating hours in the Coffs Coast, as well as 3,000 additional staff work hours and 244 extra casual staff employed for the duration of the event. In general, based on the survey data, comparing profit and losses reported by businesses, the event had a positive effect, bringing an extra \$84,475 to the Coffs Coast in additional business revenue. However, this result must be interpreted with caution, as a considerable proportion of respondents reported significant losses and were distressed by the negative effects of the event on their businesses. Although there were more reported benefits than losses overall, it is important to reflect on the negative impacts in order to better distribute benefits across the wider community. Such a view was widely presented in open ended questions where the vast majority of businesses indicated their support for the event returning to the region, provided issues of planning and management of the event and its impacts are addressed.

### 3.4 Rally Australia 2011 Social Impacts

The last section of the survey presented statements to which respondents had to indicate their level of agreement. All statements related to social impacts of the event on their community. Figure 17 below shows the median score for each statement in the first block of statements provided. These statements all indicate positive social impacts of the event on the community, and range from the event providing opportunities to meet new people, to enhanced personal well-being. The closer the median scores are to 1 (or the lower they are), the more respondents agree with the statement.

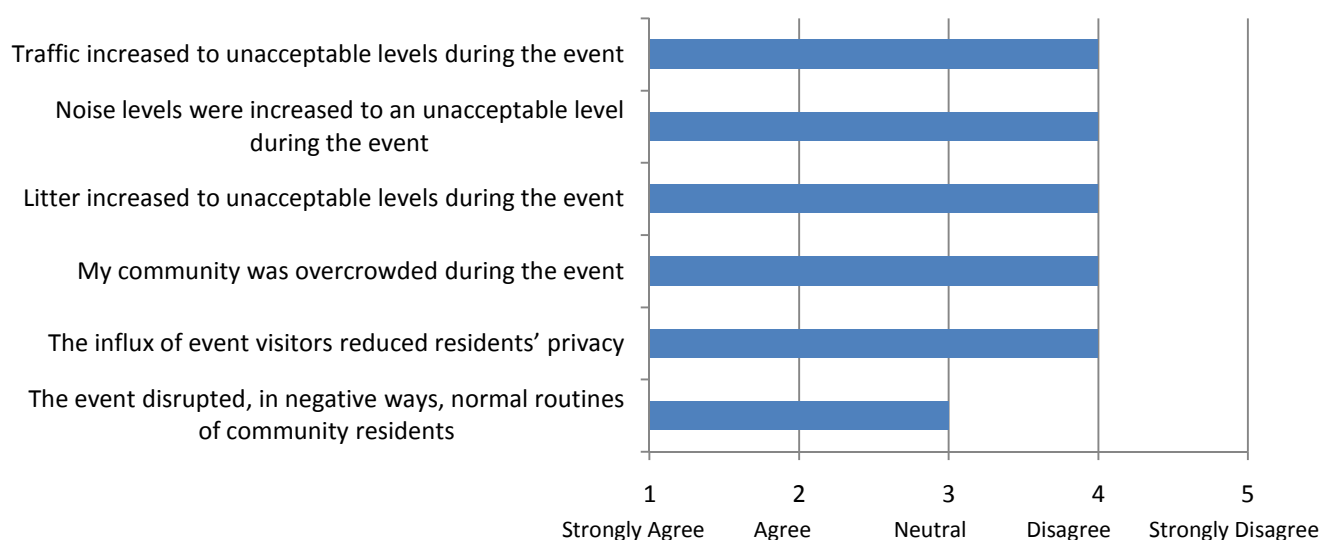
**Figure 17 – Level of Agreement with Positive Social Statements**



The majority of statements that had high levels of agreement, which indicates that the event brought positive social impacts to the community. Some statements, however, such as “*the event contributed to my personal well-being*”, received a neutral response from participants.

The following set of statements had a negative connotation and respondents were given the same scale to indicate their level of agreement with the assertions. Issues such as noise, litter and overcrowding were assessed in this section. Figure 18 presents the median scores for each of the statements provided in the questionnaire. Again, the lowest the score, the more strongly the respondents agree with the statement.

**Figure 18 – Level of Agreement with Negative Social Statements**



Most respondents reported low levels of social distress caused by the event. None of the negative statements provided had high level of agreement from the respondents, indicating a very positive view towards the social impacts of the event. The issue that received the lowest scores referred to the event negatively disrupting the normal routines of community residents. Even in this case, the average response was neutral, which indicates that the event did not overly disrupt people’s normal routines in negative ways.

To conclude the survey, respondents were given another opportunity to provide further comments about the impacts of the event on their businesses and communities. A list of these comments can be found in Appendix 7.

#### **Summary of Social Impact on the Community**

The third and last section of the survey provided a general overview of the perceptions of business owners of the social impacts of the event on their community. Overall, responses were positive, indicating that the event brought social benefits for the community, particularly by providing opportunities for community members to have fun with their friends and family, to experience new activities and meet new people. Another important positive point was the perceived enhanced image of the community. The event was not considered to cause overcrowding, or increased levels of litter and noise around the community, which shows that the event was not perceived as socially disturbing.

## SECTION 4: CONCLUSIONS AND RECOMMENDATIONS

This report provides a general overview of the results of the survey conducted with Coffs Coast businesses. In total, 226 surveys were analysed. The response rate was approximately 37%, which can be considered a good rate for a post-event online survey, therefore providing a good representation of the population. Unfortunately, however, the Clarence Valley business community was not represented, which is a limitation of the study when it comes to provide a broader overview of the impacts of the event on the entire Coffs Coast region.

This limitation notwithstanding, results of the survey provided a valid indication of economic and social impacts of the event. In general, the event was considered positive by the community, although there were mixed feeling in regards to its economic impact on businesses. Based on reported economic outcomes, there is evidence to indicate that there were particular segments of the business community that benefited significantly and others that were negatively affected by the event, with few reporting a neutral impact. Also, different LGAs experienced and perceived the impacts of the event in different ways, with some regions benefiting more economically, others more socially and others with neutral impact.

However, based on the figures provided by respondents, there was a net benefit of \$84,475 for the Coffs Coast business community, which can be assessed as a positive outcome of the event. In addition, some respondents mentioned the long-term benefits that may be derived from the positive exposure of the region to other markets, possibly attracting new visitors and trade to the region. Despite some significant negative comments, businesses were overwhelmingly supportive of the return of the event to the region, provided some measures are taken to avoid similar mistakes being made by event organisers, government bodies and the general business community.

In regards to the event's social impacts, there was high agreement that the event provided an entertaining atmosphere with opportunities to have fun with family and friends, and that it enhanced the image of the region and its social well-being. Negative social impacts commonly associated with large scale events, such as overcrowding, increase in traffic, noise levels and litter, were not considered significant by respondents to the survey. Therefore, overall, the event was positively assessed by the business community who participated in this study.

From the results presented in this report, particularly taking into consideration the comments provided by participants, some recommendations for future planning and management of large scale events in the Coffs Coast, particularly if Rally Australia comes back to the region, can be made:

- Information seems to have been an area that presented some problems and should therefore be improved for next events. Accurate and detailed information about the event and its activities need to be provided to the business community and to the population in advance of the event and in a clear and accessible way to avoid frustration and ensure that the community is better prepared to leverage from the event;
- Also in regards to information, it would be useful to local businesses to be provided with accurate numbers of ticket buyers in order to prevent 'over preparation' and excessive investments being made in anticipation of the event;



- Visitors, particularly team members and media (as these frequently make up a high percentage of new visitors to the region), should be encouraged to use local services and entertainment as much as possible, with a variety of opportunities being provided throughout the event. To enable this, event schedule should allow for longer breaks and opportunities for free time for competitors and support crew. Although this is not always possible, negotiation with event organisers may be arranged to further improve benefits of hosting the event to the local business community;
- Event organisers should prioritise the use of local services for food supply, catering, printing, etc. and ensure that different businesses in the region benefit from the high demand of services created by this group;
- Pre-event research is essential to assess businesses' expectations and preparation measures in order to ensure the appropriate level of preparedness is achieved;
- A comprehensive and continuous source of data about previous events of the same nature should be provided in advance of the event to the local authorities and translated to the business community so these can be made aware of likely market segments and their characteristics, such as motivation, expectation and levels of satisfaction;
- Strategies should be in place to ensure an even spread of benefits across the region;
- Significant investments need to be made in advertising the region to the domestic (e.g. Sydney and surrounds) and international market. Although the event itself brings 'free media' to the region, the content generated by the specialised media that follows the event tends to concentrate on the event itself and less on the particular locations where the event is taking place;
- Significant investments should also be made in advertising the different shires within the region in order to not only spread benefits across the region, but also to encourage visitors to extend their stay by visiting different localities and attractions.

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## APPENDIX 1: QUESTIONNAIRE

### SECTION ONE – Business Characteristics and Structure

1. Where is your business located? (If you own more than one business, please choose the one that was most impacted by Rally Australia to answer this and the following questions)

<sub>1</sub> Bellingen Region

<sub>2</sub> Clarence Valley

<sub>3</sub> Coffs Harbour - please specify: \_\_\_\_\_

<sub>4</sub> Nambucca Valley - please specify: \_\_\_\_\_

2. Your position in the business:      Owner <sub>1</sub>    Manager <sub>2</sub>    Other <sub>3</sub>    Please Specify: \_\_\_\_\_

3. Please indicate the type of business (Tick (☑) all that apply):

Food and Beverage <sub>1</sub>

Transport Provider <sub>4</sub>

Accommodation <sub>7</sub>

Tourist Operator <sub>2</sub>

Retail <sub>5</sub>

Other <sub>8</sub>

If Other, please specify: \_\_\_\_\_

Media and Communications <sub>3</sub>

Arts and Recreation Services <sub>6</sub>

4. How long has your business been in operation?

Less than 1 year <sub>1</sub>

4-6 years <sub>3</sub>

10 or more <sub>5</sub>

1-3 years <sub>2</sub>

7-9 years <sub>4</sub>

5. Please state the number of staff that earned the following gross hourly rates during last summer and winter seasons:

	Number of Staff Summer			Number of Staff Winter		
	Part-Time	Full-Time	Casual	Part-Time	Full-Time	Casual
Up to \$20.00 p/h (or up to \$41,600 p/a)	_____	_____	_____	_____	_____	_____
\$20.01 - \$25.00 p/h (or up to \$52,000 p/a)	_____	_____	_____	_____	_____	_____
\$25.01 and over (or more than \$52,000 p/a)	_____	_____	_____	_____	_____	_____

6. What was your gross annual business turnover (before tax) for the 2011 financial year? (Please Tick (☑) one box only)

Under 10,000 <sub>1</sub>

\$25,001 – \$50,000 <sub>3</sub>

\$150,001 – \$250,000 <sub>5</sub>

\$10,001 – \$25,000 <sub>2</sub>

\$50,001 – \$150,000 <sub>4</sub>

Over \$250,001 <sub>6</sub>

7. Please estimate the percentage of your customers that are tourists and/or tourism businesses:

0-20% <sub>1</sub>    21-40% <sub>2</sub>    41-60% <sub>3</sub>    61-80% <sub>4</sub>    81-100% <sub>5</sub>

8. Please estimate the percentage of your business' income that comes from tourists and/or tourism businesses

0-20% <sub>1</sub>    21-40% <sub>2</sub>    41-60% <sub>3</sub>    61-80% <sub>4</sub>    81-100% <sub>5</sub>

**SECTION TWO – Rally Australia 2011 Impact on your Business**

9. Did your business extend its operating hours during the event?    Yes <sub>1</sub>    No <sub>2</sub>  
 I don't know <sub>3</sub>

If Yes, by how much? \_\_\_\_\_ h

If No, why not? \_\_\_\_\_

10. Did your business increase staffing hours over the staging of the event?

Yes <sub>1</sub>    No <sub>2</sub>    I don't know <sub>3</sub>

If Yes, what was the additional number of employee work hours required? \_\_\_\_\_

11. Did your business increase the number of staff over the staging of the event?

Yes <sub>1</sub>    No <sub>2</sub>    I don't know <sub>3</sub>

If Yes, what was the additional number of people required? \_\_\_\_\_

12. Did your business undertake any specific advertising or promotional activities because of the event?

Before the event:    Yes <sub>1</sub>    No <sub>2</sub>

During the event:    Yes <sub>1</sub>    No <sub>2</sub>

After the event:    Yes <sub>1</sub>    No <sub>2</sub>

If you answered Yes to any of the above, please indicate how effective you believe these activities were:

Not at all effective				Very effective
①	②	③	④	⑤

13. Did any employee (including the owner/s) from this business engage in paid/subsidised training because of the event?    Yes <sub>1</sub>    No <sub>2</sub>    I don't know <sub>3</sub>

If Yes, please indicate how effective you believe these training activities were:

Not at all effective				Very effective
①	②	③	④	⑤

14. Overall, how much did your business spend in addition to its regular operation to prepare for the event? \$ \_\_\_\_\_

15. Was there a difference in revenue during the week of Rally Australia compared to the same week last year? Yes <sub>1</sub> No <sub>2</sub> I don't know <sub>3</sub>

If there was an increase, please indicate the additional revenue? \$ \_\_\_\_\_

If there was decrease, please indicate the loss of revenue? \$ \_\_\_\_\_

In either case (increase or loss) can you estimate the proportion attributed to the impact of Rally Australia. Please indicate as percentage % \_\_\_\_\_

16. Compared to the same week last year, did your business receive additional customers during Rally Australia? Yes <sub>1</sub> No <sub>2</sub> I don't know <sub>3</sub>

If Yes, how many (if unsure, please estimate)? \_\_\_\_\_

17. Do you expect any repeat sales because of the event? Yes <sub>1</sub> No <sub>2</sub> I don't know <sub>3</sub>

18. Overall, what do you think was the impact of Rally Australia on your business?

No impact at all			Significant impact	
①	②	③	④	⑤

19. Please comment on the impacts of the Rally Australia event to your business (positive or negative):

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20. Do you have any suggestions on how this event could be more successful overall?

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21. Do you want the event (Rally Australia) to return to the Coffs Coast in the future?

Yes <sub>1</sub> No <sub>2</sub> I don't know <sub>3</sub>

22. Would you like to see any other major event coming to the Coffs Coast in the future?

Yes <sub>1</sub> No <sub>2</sub> I don't know <sub>3</sub>

If Yes, please give examples: \_\_\_\_\_

If No, please tell us why: \_\_\_\_\_

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### SECTION THREE – Rally Australia 2011 Impact on your Community

23. Please indicate your level of agreement with each of the following statements:

Please think of the community where your business is located when answering the following questions	Strongly Disagree		Strongly Agree			Not Applicable
	①	②	③	④	⑤	<input type="checkbox"/>
a) The event enhanced the image of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
b) Community identity was enhanced through the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
c) The event helped me to show others why my community is unique and special	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
d) The event contributed to a sense of community well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
e) The event contributed to my personal well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
f) The event provided opportunities to experience new activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
g) The event left an ongoing positive impact in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
h) I was exposed to a variety of positive experiences through the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
i) The event provided an opportunity to learn new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
j) I enjoyed meeting event racers/participants/workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
k) The community gained positive recognition as a result of the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
l) The event disrupted, in negative ways, normal routines of community residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
m) The influx of event visitors reduced residents' privacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
n) My community was overcrowded during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
o) Litter increased to unacceptable levels during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
p) Noise levels were increased to an unacceptable level during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
q) Traffic increased to unacceptable levels during the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
r) The event provided opportunities for people to have fun with their friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
s) The event contributed to increased availability of goods and services within the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
t) The event contributed to increased local job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
u) The event provided opportunities to meet new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>

### SECTION FOUR – Please complete only if your business is Accommodation

24. Type of accommodation:

- Home-stay/B&B <sub>1</sub>
- Backpackers <sub>2</sub>
- Self-contained Accommodation <sub>3</sub>
- Camping/Holiday Park <sub>4</sub>
- Hotel/Lodge <sub>5</sub>
- Country Hotel (pub) <sub>6</sub>
- Motel/Motor Lodge <sub>7</sub>

- 25. Please indicate the number of beds in your accommodation business: \_\_\_\_\_
- 26. Annual % rate of occupancy: \_\_\_\_\_%
- 27. Rate of occupancy during the event: \_\_\_\_\_%
- 28. Rate of occupancy same time last year: \_\_\_\_\_%

**Thank you again for completing this survey**

**FURTHER COMMENTS:**

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## APPENDIX 2: LIST OF OTHER TYPES OF BUSINESSES

Architecture
Aviation Flying School
Business Coaching
Business Services (n=2)
Car
Chamber of Commerce and Industry
Commercial Offices
Community
Computer Services (n=2)
Construction
Consulting (n=2)
Disaster Recovery
Education
Employment (n=2)
Engineering
Entertainment, Gaming
Equipment Hire
Finance (n=3)
Floor coverings
Health (n=3)
Information services, accommodation booking agent
Internet kiosks
Legal industry
Liquor & Gaming
Manufacturing (n=3)
Motor dealer
Printing (n=2)
Professional services (n=3)
Scrap Metals
Sign Manufacturer



Technology & Communication

Translation and Project Consulting

Tyre & Mechanical

Venue / operations centre

Waste management

Winery

## APPENDIX 3: REASONS FOR NOT CHANGING BUSINESS OPERATING HOURS

Accommodation facility
Accommodation type - self contained - no need
Already open 10am till midnight as per liquor licence
Already open 6 days a week - Cannot afford to staff on Sundays as well, even for a one off
Already open 7 days per week
Already open for brekkie lunch and dinner
Already trade 7 days
As Nambucca was not in the direct catchment for the Rally and Bowraville was catering for the direct catchment, felt it was not necessary.
As there were not the visitors around to extend hours
As we had no rally bookings
As we were already open when the event was on
Because business did not increase, if anything it decreased. Because people didn't want to be on the roads while the rally was on.
Because it closed down in the lead up and during the Rally
Because of our location, but we did attend the Bowraville Day with a stall
Because we are accommodation and were booked for the event
Customers can access at all hours. Staff are available as required.
Did not consider it necessary
Did not foresee any increase in trade
Did not need to service tourists
Didn't feel it was necessary
Didn't need to
Didn't think the rally would generate enough extra business to warrant it
Forecast decrease F&B over the period
Hours are 7.00am to 10.00pm with night bell, so open all hours
Hours of trade were within the trade the rally peak hours
I had no accommodation bookings during the rally weekend. Zero impact for me.
It was not affected by the Rally

It was not necessary

Local taxi company we already work 24\7

Marina was cut off from traffic at 3.00, we had no customers after 12.00. So closed early.

Minimal impact from Rally

Motel normal hours

My city wholesalers do not operate out of normal hours and inbound tourists do not book outbound travel when on holidays.

No benefit for us - just more staff cost

No commercial value to open

No customers after 1.00

No enquiries

No food or beverage expected

No need (n=9)

No need to change hours

No need to. We are at call 24/7 if our guest need us

No need, able to supply in normal business hours

No need, operating hours ample

No need, we had 0 enquiries for the rally

No need. Full

No perceived need

No requirement to

Not a business which is directed at tourism or the rally

Not a tourism effected business

Not affected - all attended the rally

Not applicable (n=3)

Not appropriate for accommodation

Not necessary (n=4)

Not necessary as accommodation was pre booked

Not physical catering for tourists needs - ah contact details are provided on shop front

Not related to Rally (n=2)

Not relevant market

Not required (n=5)

Open 7 days a week till 7.00pm anyway

Opening hrs 6 to 12.30 weekends; no need

Operate 24 hours a day!!!

Operating hours are already long (6am - 11pm)

Our business is open seven days there was not need to open other / longer hours (from rally experience)

Our business is run by volunteers and was not in any of the main areas of the rally

Our Marketstall operates anywhere from 7am through to 5pm

Our normal operating hours covered the Rally

Our retail business west of the town centre only gains a minute amount of business from visitors to town. Extra trading hours not warranted.

Our trading hours were sufficient

Past experience of large events taking place in Coffs Harbour with no benefit to my business

Professional practice not directly impacted by tourist numbers

Professional Services

Rally did not impact construction industry

Ten in the morning is early enough to serve alcohol

The Rally did not impact the B & B Businesses in Dorrigo

The service we provide is time dependent and would not be available outside our normal hours

There are only 24 hours in a day - which we already operate

There was no demand

There was no indication of extra people around to warrant it

There was no need to

There was no rally section that was able to be viewed

There was no response from tourists

Three reasons: First: The products we sell would not be of benefit to those following rallying. Second: We have witnessed world class rally drivers in this area years ago and it did not stimulate trade. Three: We follow motorsports and when events are on, this is our sole focus - not shopping and we usually provide our own food.

Travel Agency - we send people away from the area, not attract to the area

Was no need to as we operate 16 hrs a day all year

Was seen not to be beneficial due to times the rally was run ie Race during normal operating hours

Wasn't a need to do so

We are already open 7 days a week from 7.30am till 6.00 pm

We are already open 7 days per week from 8.00am till 6.00pm.

We are already open from 8 till 7 seven days a week.... The extra wages to open longer make it unviable

We are already open on weekends etc.

We are available on-site 24/7

We are in Urunga and did not feel that extended trading hrs we needed

We are open till midnight anyway

We assumed that our advertised trading hours would be adequate. We were also unsure whether we would get any increased trade.

We did not expect demand for our services after 5 PM

We did not have any bookings from Rally - our rooms are accessible to guests 24 hours

We didn't feel it was necessary as we are normally open for 12hrs each day.

We do not provide services that would necessitate extended trading

We do not rely on walk in traffic or tourists.

We don't need to for accommodation

We had no enquiries from tourists in the lead up to the event for our services

We had no need to

We knew that we would not get any extra influx from this event

We knew the impact on Bellingen would be very little

We live on site and operate 24 hrs anyway

We operate 24/7

We operate 7am-9.30pm

We operate an essentially 24 hour service

We stay open long hours as we manage apartments

We trade 10am till 12am normally

We trade 8am - 8pm every day. I'm tired enough!

We were not all that much busier

We were operating at allowed hours for this business

## APPENDIX 4: EXAMPLES OF MAJOR EVENTS FOR THE COFFS COAST

A big triathlon ... large scale adventure races ...

A lot of work went into securing National Surf Life Saving Champs. Would like to see this revisited. Without a proper social/cultural centre however, we are restricted to sporting events and the like.

Adventure races and events similar to Ulysses.

Air Show

ALL major sporting events. Bigger better music festivals targeted at the older generation such as Bluesfest Does.

Any (n=2)

Any event that encourages visitors to the area

Any event would help Coffs

Any major event, but include people with expertise in that particular field when addressing the business community and don't leave it to Council

Any major sporting event

Any major sporting events that would attract tourism for our region.

Anything

Anything that brings people into town would be great.

Anything that continues to promote the area on the Australian and World Stage encouraging people to visit this magnificent area.

Anything that draws people in to participate, stay a night or 2 and spend \$\$\$.....Coffs half marathon should now be expanded , what a great success that was. Billy cart derby could be good to complement the rally

Anything that involves the local community where they can participate and actually say at the end of the day, we enjoyed that.

Anything that will draw international visitors - may not be measurable in the short term, but certainly promises flow-on benefits when people see the idyllic natural beauty of the area.

Anything that will help promote our area (and surrounds).

Anything that would bring large numbers to the Coffs Coast Area.

Anything that would have a similar type of following both National & International

Anything that would help to advertise the areas around the Coffs Coast. Sporting events, more big concerts

Anything, concerts, sporting events

ARC

As many sporting and entertainment as possible

Athletics events - the gay games - lots of spending power, and on during the day!

Australian Rally Championships, Round of the NRL / AFL National / International Surfing Championships + Lifesaving Triathlons

Bands, team sporting events held on playing field, carnivals

Being a holiday area, in Nambucca we have VW Spectacular, GT Falcons, Hot Rods, the longest running Gift. The following should be considered as potential new events: Power Boat racing both on the Nambucca River and off shore; 3 day horse endurance rides (eg New England National Park to Bowraville); Motor cycle rallies both off road and on road; Round of Australian Off Road Championship; Air Show based on specific category (eg Experimental or ultra light weight); Paragliding championship based on eg Mt Yarrahappini, Bowra Sugarloaf and Viewmont Classic Car street GP at Bowraville; Military Tattoo at Coffs Jetty; Marching Band competition with heats spread around (eg Coramba Sports Field, Coronation, finals at BCU stadium)

British Lions Rugby Tour 2012. Half marathon (same as 25/9/11) in Coffs, with broader advertising. Anything that brings tourists

Coffs has a lot of upcoming events, we need to focus on doing them well to ensure they keep coming back

Coffs needs more events that run over 4 to 7 days

Concerts , Motor events, Cultural events, events at the showgrounds

Concerts, any world class event has to highlight our area.

Create our own innovative cultural, educational events that could attract international visitors

Cricket, kayaking, food festivals

Cultural events as well as sporting events, conferences etc

Entertainment - live acts, big bands, triathlons etc. Events that bring people with money, not school kids playing sport that stay at budget motels and purchase food from local supermarkets (also like Ulysses event - stayed at Showground and did not spend money in the town). Triathlons (like Noosa), people come and go out to restaurants and do activities.

Events with lay days and a higher socio economic group of followers. Successful events have been English lions football, junior soccer ( families)

Family Sports, Fishing Tournaments, Music Festivals, Venues in and around Coffs Harbour that do not impact on access and egress to the city.

Festivals

Festivals, sporting events, major bodyboarding competition.

Football, concerts

Hard to say. Any event that is large scale and multi days.

Home and Lifestyle, Campers and Caravaners

I believe a variety of events need to be targeted to so not just attract a similar target market of people.

I don't know what's available. Would say that art, music, food, theatre are all good.

I don't know. However, an example of an event that very positively benefits Nambucca (although not major) is the Hot Rods, who generally stay at Valla Beach but spend a lot of time in Nambucca and spend money in cafes and shops. We need people who spend money, even if it's only lots of coffee. The rallyists seemed to be very self sufficient.

International and National Surf Competitions, Triathlons, Cycling, Big Band Competitions

Ironman

Ironman triathlon, pre season rugby league matches, Ulysses club conferences

just about anything EXCEPT Football events

Lifesaving, surfing, cycling, canoeing etc

Major cycling events or environmental sustainability events

Major touring performers, art/sculpture exhibitions

Marathon events always attract lots of people of all age groups. Rock 'n Roll festival. Any beach related competitions or festivals

Marine Week - all things aquatic. But when this idea was put to Council's former Tourism Manager several years ago, on behalf of a local Rotary Club, he said that events don't particularly help local tourism. Thank goodness he's gone!!!

Markets in River St (west), Wake board carnivals, Boat/ski events, major music festivals, cultural events

More music festivals - but first we need a decent venue!!

More than 1 major yacht racing event, Surf championships, steal the iron man off Port Macquarie

More to the Nambucca Valley, any event that brings money into the Valley, no one made any money in the Nambucca Valley from the Rally.

Motorbike supercross Cats, Phantom of the Opera, Les Miserables (these could be hosted in a marquee)  
Monster Trucks

Music cultural beach

Music and arts events, continue busker events, surf and field games such as soccer/hockey events, cultural events and gay events.

Music and Arts Festivals

Music events

Music festivals

Music festivals - large art festivals sporting events

Music festivals, food and wine festivals, sporting events [motorsports athletics ball games surflifesaving ect],boatshow, caravan camping expos, birdwatching conventions, religious festivals, etc.

Music Festivals, more sporting events (e.g. surf/skate carnival - could be incorporated with music



festival, Ulysses motorcycle annual run etc.

Music festivals, sporting events

Music festivals, sporting events - state & national titles; Large conferences i.e. LGA conference

Music Festivals. More food festivals with more celebrity chefs and cooking demonstrations

Music fests, surf trials, kayaking up the Nambucca river, athletic carnivals, cooking fests

Music, cultural, beach

Music, sport

National choral festival

National Live Saving Titles

Not sure

Now that the Rally Drivers love our Roads, (4 wheel drives, Trail bikes and Push Bike Riders) with mystery maps to find things and the last link is Bowraville, at the Mad Hatters Tea Garden where they have to find the last treasure before heading home. Events that includes Mid North Coast especially Bowraville.

Off road racing events, Mardi Gras, Annual Festival type events that the whole area and all local businesses get behind (perhaps a team "Banana boat" race starting with a parade of the boats through the town on the Friday night followed by a welcoming party, Race on Saturday, gala ball or casual dinner and music function Saturday night and prize giving BBQ Breakfast on the Sunday morning) , Coffs Coast Annual 1/2 marathon, Theme park year around built near the Fishing Club.

One off events - ones that the attendees follow a circuit so only come when the event is on but have other time that they can return to a destination for a holiday

One-off major events rarely work as a tourism drawcard. The area needs a calendar of events spread throughout the year. This has been proven by the way in which Melbourne has developed one of the most successful event calendars in the country. While on a much smaller scale, Coffs Coast should aim to emulate the Victorian experience.

Other sporting events, larger food, wine cultural events.

Outdoor music

Porsche Car Club Annual Concourse

Preferably more environmentally friendly events e.g. Tour Down Under, the 1/2 marathon that is planned this weekend etc

Quality Cultural event

Rally Australia Music Festivals

Rugby World Cup, Chamber Music Festival, anything Bob Brown would disapprove of

Sculpture by the Sea, World sand sculpting championships, Music Festivals, Sporting championships.

Something attracting more of a higher socio-economic group, than groups of guys eating takeaway!!

Something like the Red Bull Air Race would be great.... Perhaps water skiing or similar. We have great rivers for hosting these kinds of events in the Nambucca, Macleay/Hastings and Coffs/Bellingen regions

#### Sporting events

Sporting events and carnivals eg water sport, extreme sports. Music concerts

Sporting events that involve children - they certainly improve our bottom line

Sporting events, musical events, surf club events. Anything that will bring people to the Coffs Coast area and show them what we have to offer.

Sporting events: tennis, swimming, sailing etc.

Sporting, Arts, Car Shows & Rally Races

Surf Life Saving Australia, Iron Man, Cultural Arts festivals

The Coffs to Woopie half marathon?

The Nambucca Valley is known for its motor vehicle events and welcomes them all. An iron man event in Nambucca Valley would be good.

There are many options but, there has to be a central body set up to co-ordinate dates. For example, council wants Winter Sun Festival here for the June long weekend. We have had the over 40's carting titlers here for 30 years and risk losing that event if the event dates clash. Another example, we have the Festival of golf in Oct, at the same time we have the school girls' soccer titles - surely they could have been organised for separate dates! The clashes happen all the time - surely someone knows, and can control, the dates of events so they don't clash and we maximise visitors!

Too many for this box

Trade Expos, Sporting Events, Major Concerts, Hobby Expos. There are so many groups and associations out there that hold annual / bi annual conferences or meetings and offer low risk high spend opportunities to the entire town. The Ulysses group is a great example of this, however there are many more niche markets. The town has a wonderful facility and location to cater for events that fit our facilities. I don't think we should necessarily be targeting world or national events that we do not have the capacity for. We should target what we can do well and what offers the best return to the community.

#### Triathlon

Triathlon , major cycling events

Uni Games, National Touch Footy Comp, a music festival (Groovin the Moo)

Unsure of what the area can support as only new to region as business owner

V8 racing, concerts

V8 Supercars street race

V8's would be good, not sure if possible. And the rally again as it is good for the town. Those whom are negative about it are looking at it the wrong way. The coverage that was on TV showing how beautiful Coffs Harbour is. It is the tourism later on is where they will benefit, but they forget where the advertising of the area came from. BRING THE RALLY BACK. IT IS GOOD FOR THE TOWN SPIRIT TOO.

SOMETHING TO LOOK FORWARD TO WITHOUT THE EXPENSE OF TRAVELLING FOR IT.

Water sports ,Cycling, yachts... sailing events, beach sports, football

We used to have 2 lots of touch football & 2 lots of Oz Tag twice a year; now its once a year if we are lucky.

Winter Sun that brings people for a week, like Tamworth country music festival

Wintersun, Ironman, Mountain bike events

World class events

Writing/book festivals

Youth sporting events because not only do you have the competitors you also get the proud parents.  
We also need some kind of major festival

## APPENDIX 5: COMMENTS ON THE IMPACTS OF THE EVENT ON BUSINESSES

A successful event for the business and the region - better market research regarding dollar spends and demographics would educate other operators

All good

All of the rally business we did was for existing customers. We tendered for signage with WRC but was unsuccessful and we understand the work was completed out of town.

All positive - great for the area.

Although we did not benefit from the rally, I believe the town and surrounding areas did. The exposure the area received on an international level was positive. I would love to see the rally here again in 2013, which should be bigger and better.

Although we didn't see any extra customers during the rally, I think more people would have seen this area and hopefully return for a holiday at some point. Extra exposure has to be good thing in the long term.

As roads were closed on the Saturday it meant that many of my "normal" customers could not get into the town.

Better occupancy rate, increase in income

CBD was closed off unnecessarily.... Too small a location, could not cross road... people did not come to buy. Airport Businesses were also closed down contrary to the deed of management...

Conversational interest only. It was interesting who made an attempt to attend and who didn't

Due to road closures in our area, we had less people in area so less business - the jetty area was avoided except for foreshores where racing was

Due to the distance of each event from the town of Bellingen and each event being catered the town did not support this event knowing the feedback would be very minimal

Due to the nature of the business the rally had no impact on my business, as an employment provider securing employment for clients numerous organisations tried to tell us that many hospitality businesses would require additional staff but NO business took on any additional staff that we are aware of.

Ended up spending less time promoting my business and more time promoting the area. I ended up doing a lot of "free" work, such as translating between Nambucca Shire Council and European Sports Communication team. Also did all the media liaison between 2NVR Nambucca Valley Community Radio and the Media Manager with Rally Australia. I carried out this work at my own personal expense and received no financial reimbursement for out of pocket expenses.

Even though we did not increase business during the Rally (and, being in the Travel industry, we didn't expect that the Rally would have any impact immediately) we hope that the businesses that did improve their bottom line as a result of the Rally, will, one day, come through our doors to book a holiday.

From an accommodation perspective it was successful, however it had a negative impact on Food and Beverage and Conference sales primarily because the whole conference area was blocked off for Rally use 7 days prior to it being required meaning we potentially lost 7 days worth of potential conference and wedding trade and there had been enquiries for the dates in question.

Great event. Coffs needs more of these major events

Great event. Something we can hang our hat on and create some great traction in the market place. A world renowned sporting event on our doorstep that will launch us back on the world stage every year using our beautiful coastline and countryside as a backdrop ... why wouldn't you want it back again

Harbour drive closed for afternoon - this allowed for cars to be shown in street. Plenty of people but very few if any spending. Only having a free look.

Having more traffic and exposure of the area is good in my opinion, even though it really has no direct effect on my business. However if more money was spent in the Nambucca Valley there may be some indirect flow of extra business over time. There has been no noticeable increase so far.

Hopefully it will make visitors aware of Woolgoolga and maybe bookings will come in the future

I assume it's because People were under the impression that they couldn't get here because the roads would be closed... not sufficient information given to general public.

I did not get any benefit from the rally, however I believe that any exposure is good exposure and I am positive that there will be a flow on effect during the year. I was really a little bit out of the way for guests to drive past and book.

I don't believe Rally Australia had any impact on our business. We are a local volunteer run Museum that really didn't have any changes due to the Rally.

I feel that if the area becomes known for the Rally it can only be beneficial. It was very beneficial to Bowraville even the way it brought the town together and stimulated them. I handed out Tourism info for the NV tourism assoc on the Saturday and hopefully this will translate into bookings for our valley.

I saw the highlights video called WRC that went to 60 million viewers in Europe - awesome exposure for the whole region. I believe 2013 will be 2x big and 2014 will be the biggest event!

I strongly believed that our region gained great exposure and look forward to those visitors to the region returning for a holiday. Word has it that a large number of people stayed with friends along stretches of the course. While I didn't receive their bookings I'm sure supermarkets, cafes etc gained a little out of the overall increase in numbers to the region.

I think that the impacts will be felt over future periods as recognition of our destination is received - providing we now build on what has been started

I thought the event was fantastic for the area. Even if businesses didn't gain financial gain from it, it provided the town with a great "buzz" of anticipation.

I would not expect an immediate impact to our business from rally but would hope that some of the attendees at rally may in the future decide to move to the region as a result of their experience during the rally and if they buy real estate we may receive some future income as a result of rally

In 14years I have never seen food not gain business from an event. We lost turnover, extra labour costs

and extra food costs at all locations. It was somewhat predictable as all events were out of town all day, however I was shocked that even the jetty restaurants lost business and they were near the night stage. The rally supporters that follow the event around are only ever going to be here for the length of the rally only as they also move on to the next event

Increase in tourist custom in the week before the event, on the Saturday increase in business due to officials being in Nambucca before the event early for refreshments.

Increase occupancy in properties, increased revenue.

It crippled us, the access to our business was severely limited and the information to the general public was poor and did not explain the effect of the rally. Those involved with the rally including the Coffs Council, misled the business community as to the type of spectator involved in rallies and their spending patterns.

It had a very positive impact. We had the North One TV crew staying with us and they were fantastic guests. We also think the international exposure from the event is priceless.

It is difficult to say. But it certainly didn't live up to the hype regarding sales; it is just as well we were cautious.

It kept the normal tourist away and locals didn't come out to shop

It was talked up about the number of visitors, which I think we did not get the numbers they had hoped for

It would have been good for Rally Australia to support Local businesses that actually PRINT in Coffs Harbour rather than support a print BROKER who takes all their print dollars out of town.

Less locals. They were not sure of the impact of rally so they stayed away. There was not the expected increase in visitors that were linked with the biggest thing to hit Coffs Harbour.

Local customers kept away from town on the Friday and Saturday of the rally

Local customers stayed away from the town on the Saturday

Locals either left town or did not venture out. All we heard was "the highway will be jammed". Suspect that's why our customers were much reduced. Sales markedly down on Saturday.

Made no difference at all. Had less than 5 people come in that was here for the rally and none of them bought anything, love the shop apparently but didn't spend anything.

Mainly forced us into a deadline with our activities, which was good, outside that, not a lot

Met new people from overseas and locally including a driver. All were very happy and enthusiastic getting up early and going to bed after returning from night events. Bought food on the run or took with them. The guests did not drink much as evidenced by less than full bottle recycling bins we put out for the week the Rally was on. Regular guests and reps stayed away as they knew it was going to be busier and higher priced than normal for Coffs (Holiday prices)

More money spent in valley = more local money spent in my shop

My business was effectively forced to close down for 4 weeks due to my business environment being fenced off for use by the rally from 3 weeks prior to the rally until several days afterwards. It was a total

disaster for my business and had a negative emotional impact on me.

My business was not affected negatively or positively as my customer base is small to medium size business owners. So the addition of additional tourists have little impact either way on the services I provide

Negative - poor planning and misinformation from council and Rally Australia as to what was going to happen - jetty area closed off entirely and local told to expect chaos so stayed away. Rally catered for all food and alcohol for crowds and once in the area they did not want anything else - only to go home. Business owners spent a lot of money gearing up for the rally - after all the council hype - council should take some responsibility for the misinformation - not deny as the GM has that "they didn't tell anyone to do anything" that is an out and out lie.

Negative. Didn't see one rally tourist (n=2)

Neutral

Nil impacts, would have expected more traffic to the business as far as what we had been lead to believe pre-rally from Rally Australia. It seems only a select group of businesses near rally courses benefited from a large increase in trade.

No assessable impact.

No change to our business. However, we were not expecting any changes as our township is very much on the outskirts of the rally area. Happy that the rally was in our area to showcase and hopefully people may return - which is immeasurable.

No comments - methodology for implementing bookings utilising Tourism NSW as the principle call-to-action considered to be flawed.

No effect as we were not close to the rally circuit

No effect.

No impact (n=3)

No impact at all other than inconvenience for regular clients

No impact at all. The rally crowd stayed in Coffs Harbour.

No impact from the Rally on the construction industry.

No impact on my business at all. It could have been better if businesses had done a campaign promoting themselves and their products/services. For a major event that benefits the community as a whole, all media outlets should have been used for paid promotion of the rally

No impact. Planes were full as soon as the vent finished (ie everyone went home)

No negative impact

None of the visitors to the viewing sites where sent into town. All the cars and the visitors to the viewing sites returned to Coffs for lunch. We set up for them and they were not directed into town.

Not close enough to affect us as people were in the bush so would not travel the extra distance into town

One would hardly expect it to have any impact whatsoever.

Our business attracted a lot of rally volunteers who looked for budget accommodation including camping.

Our business does not rely on major events coming to the town

Our expectations after attending a number of Rally Forums and from information from Council was that we would expect to be very busy - negative effect

Our F&B business was not in an ideal location for this event. We did hold a stall at the Bowraville market day, but found we were in direct competition with a number of other stall holders.

Our occupancy and sales increased and we satisfied those that stayed with us, which was indicative by the comments and written comments received. We are hopeful that the enjoyable experience offered will lead to repeat customers in the future.

Our regular customers stayed away from the area fearing road closures and unavailability of accommodation.

Our visitors were extremely happy with everything; the only one exception was the lack of control of people movements at the Jetty. Our visitors just loved everything and were so excited to be in Coffs for the event. They have booked for 2012 already. They loved our accommodation and the property.

Overall, it was good for Bowraville, but when I am told there is 25 plus for breakfast at 5.00am 2 days before the event, and they were wearing rally clothes, and not one person turned up, massive loss to me in staffing and food, I had staff preparing food until 11.00pm to be ready for fast quick food, and the only thing that saved my little [business] was the live bands playing in my front yard, that brought people into our side of the street. I am fully supportive for the Rally to return, but after our first learning experience, I will not over do the food or the staffing, cause that is what has nearly broken me financially. The spirit in town was great, and to me that was more important, and hopefully next time we will get better exposure as far as "Bowraville" goes and more people will turn up knowing where our little town is and the Rally Drivers loved it.

Overall, it wasn't until the Sunday night and the fact that we held [an event], with extended trading hours, that we actually made money. The crowds that we were promised never came, the local were scared off by the thought of these crowds and didn't support the event. The real "Rally enthusiasts" that were in town were not interested in coming out late at night as they had planned to be up early and out in the bush to secure their spot for the next day. The teams didn't venture out till the Sat night and then only on the Sun night after the event was over

Positive (n=3)

Positive, other business owners bought stationary from our business.

Rally Australia grossly overestimated the number of tourists that would come and the food and beverages they would need.

Reduced demand

Sales were due to the constant stream of visitors to the town throughout the day. I thought it was extremely well organized and from my point of view wouldn't change anything for the next Rally. We would really like to be there for the next Rally should it come to Bowraville again.



Scrap metal income increased due to car given to us for free. Also some scrap pick-up at Airport week before the Rally.

Some usual clientele did not come to our business during the Rally as they went to where the event could be viewed.

Terrific family orientated event

The day the rally was in the Nambucca Shire where we are situated there was virtually no trade as most people were out looking at the rally.

The impact has been positive, lots of locals were concerned about dust and being closed off for the day but all in all it was good. The local paper even had positive stories about the rally, it's fantastic.

The impact on our business compared to other times when an event is held in Coffs Harbour was negative. We are located at the Jetty and the road closures and the unclear directions given by signage and rally officials and volunteers who had no idea where to send people was a major concern. The car park in our vicinity was consistently vacant over these 4 days, when on normal weekend or special event it is usually full.

The impact to our business was neutral

The information given to us prior to the event lead our business to bump up into our summer trading practices. What happened is the rally disrupted normal tourism patterns by not allowing our normal visitors the length of stay they normally would have booked. They simply did not come because the Rally people booked out the accommodation for the last part of the week. The three days before the rally was so quiet, during the rally it was even quieter. If the rally were to return - I would scale back the operation and have only the minimal staff levels required to do business.

The large crowd was the wrong demographic for the sale of books. Everybody was quite indifferent to my product.

The majority of hire equipment was sourced from outside the area.

The only impact that the Rally had on our business was the fact that we took our business to Bowraville for the day as a stallholder - Sales were not dramatic out there but we had no great expectations so anything was better than nothing and we had not spent a lot of money doing so. As far as the shop in Nambucca is concerned it had no impact at all.

The only reason we had someone stay for the rally is because we are a recognized environmental accommodation business and the person staying was a voluntary environmental assessor for the rally. The impacts to the rally are great in term of environmental impacts but I guess as a business we benefited marginally.

The people who came for rally didn't spend money like we were told they would..... economically the rally was a fizzer due to POOR planning by Rally Australia.... They were too scared of a repeat of two years ago up North..... The spent too much time trying to cover their backside which indicates they didn't have confidence in their event.

The positive impact that the Rally had on our area was amazing

The rally had little effect either positive or negative on our business. We ordered in extra stock but other than that it did not have an impact. However on a personal level I believe it created excitement in

the community and everyone I spoke to that attended events had a great time. I think that events such as this have a positive effect on community moral, even if it was not lucrative for some businesses

The Rally had minimal impact on our business either way. There didn't seem to be an effort to drive rally spectators into the business district of Woolgoolga. However, I think the area will benefit overall from holding the Rally on the Coffs Coast

The rally had very little effect on our business, other than make trading on the day quieter. It did create a festive atmosphere in the town, as businesses put up balloons, streamers and rally material. Feedback for us, came in way of local customers reporting on enjoying the event, sights and action, which was positive to have entertainment in the valley. I was not really expecting too much from the rally financially, but was prepared to extend hours and keep staff on longer, sadly it wasn't necessary.

The rally was great for my business

There was no impact at all on our business

There was really no impact felt within our business due to Rally Australia as our customer base is 100% bus company operators predominately from VIC, WA and some QLD, who place orders up to 6-12 months in advance with our company for products. However having the extra traffic flow past our place of business may provide more awareness of our company to future potential customers.

This event benefited Bowraville, not other business in the valley had any increase.

Total non-event, if anything it appeared to hinder our regular customers who usually come to this area for eco-tourism purposes

Unfortunately the numbers built up in the hype of the Rally didn't eventuate to 'real spectators' attending venues. We were very fortunate to have strategically aligned ourselves with the volunteers of the event, and in turn benefited from their patronage. However numbers that visited were still not what we had expected, likewise members' involvement in the activities also seemed limited. I am prepared to state that there weren't not too many other local businesses which got behind this event to the amount that we did from numerous activities etc that we planned, which commenced one month out from the launch.

Very good

Very little but positive if anything.

Very positive teams were here for 10 days extremely large room spend prior to the actual rally whilst rally was on we only saw them for breakfast between 4.30am & 6am as they were here to work & their lunch & Dinner needs were catered for in the service park unless they were out in the bush where I hear the small business in the little towns & villages did very well too

Visitor numbers were down possibly due to fears of hold ups and traffic delays, which had been well publicized before the event. Our business did expect to get some extra trade prior to and after the event, but did not have many visitors directly linked to the Rally.

Visitors were here to follow the Rally, not to visit attractions. I believe that in 2 years the Rally followers will stay longer now knowing what is available in the area.

Was a great branding exercise for the business. Showcased what we could do in the market.

We are a major hospitality business in the region. We were informed at meeting with police, council and

World Rally reps to prepare for maximum trade in particular for Thursday, Friday, Saturday and Sunday. We were also advised that visitors will dine late therefore we should open our outlets longer. We found that trade dropped the week before and it is still well below last year. It seems that the media indicating that 80,000 visitors would be in town scared all the locals away or if they were interested in rally they have spent their disposable income on Rally Tickets. We only geared ourselves for a modest 10 - 20% increase in trade and we have had a 15% drop. The freezers, fridges and kegs are still full.

We are a steel fabricator. Each team would have their own staff that could perform our services

We are too far from any of the activity, and there did not seem to be any flow-on from the event

We could not operate our main tour, due to road closure and customers to our retail were well down on previous years. Forward bookings for tours dropped as did front desk bookings and retail sales.

We didn't get any business from Rally goers

We didn't receive any extra business, in fact it was a little slower than average..... but the goodwill generated by our window displays and the discussion among locals was spirited and refreshing.

We expected a greater than normal number of customers, but were surprised that not many customers enquired about the Rally Australia.

We expected more enquiries and guests for such a large event in our area. We ask every guest why they come and how they found the area and only 1 person answered World Rally, and it was for the day the event was focused in Coffs Harbour

We expected to be full for the accommodation and this wasn't the case

We had "onstage accommodation", so I had to turn away non-rally enthusiasts. Advertising to specific rally enthusiasts is difficult and or expensive, so we chose to block the week out and promote it for the next WRC. We already have enquiries for the next event if the stage remains in the rally.

We had a couple of bookings that were directly related to the rally

We had a very positive increase in room occupancy but only Thursday to Sunday

We had high expectations for the event and ramped all aspects of the business in anticipation. This was not only for the duration of the event, but also before and after. Our additional outlays far exceeded any additional revenues attributable to the event. We had additional staff geared for maximum hours and it caused much disappointment amongst the group when they were not required. We did attract new custom and there was impressive media exposure both here and abroad. It is hoped repeat and increased business will be the result.

We had no booking because they all stayed in Coffs Harbour, which was the middle of the Rally

We have a physiotherapy practice in Nambucca Heads, some visitors came in but no more than if we opened on a normal Saturday. On another note, [...] the local VRA, which are the primary rescue unit in the Nambucca District, had an extra six vehicles attend the weekend (mainly for the Saturday) just to cope with the expected 10,000 spectators, [...] distributed throughout the shire all day. These squads came from Sydney, Casino, Glen Innes, Taree & Brunswick

We have spoken to many other operators in the valley with regards to this event, which has in turn led to greater networking with local business

We lost all of our local trade

We lost quite a few of our local customers who thought we would be too busy to look after them properly, or had spent their money on going to the Rally. We possibly had around 12 or 15 people dine with us once who were here for the Rally but only during normal trading hours. No one came to our venue during extended trading hours.

We managed to fill ALL rooms at school holiday rates. Over all the impact was very positive for us.

We only received about 5 additional customers on the day

We received good national coverage by journo, local coverage from radio and visits from team members

We specifically advertised product of interest to car enthusiasts to coincide with the Sunday event near Woolgoolga. We did not have one response to the advertising and our sales were below the annual, weekly average.

We were fully booked so obviously a positive outcome.

We were particularly busy for the week but the opportunity costs of additional or alternative customers cannot be measured. i.e. how many weekly or 2 weekly bookings did we miss out on because we were fully booked for the 5 days of the rally? I know I had 1 very abusive phone call on the Saturday night - the caller stated "she would never sleep in Coffs Harbour again" - It was 8.15pm and she could not find accommodation.

With 23 years in this business and having experienced many large events taking place in various locations around the Coffs Coast area, I find most events are staged with the idea of keeping visitors in the area that the event is taking place. Also some of these events are organized well in advance and the participants have no time to explore the immediate area because of all the bus tours and activities planned by the organizers to keep them entertained.

World Rally organisers were extremely competent in rallying local community support. My personal feelings were that there was nothing given in return, no acknowledgement to our local community given the tremendous support they were given it was a huge disappointment both to business and local community who were the only ones given a bus load of kiwi's at lunchtime who increased the numbers on the day.

## APPENDIX 6: SUGGESTIONS FOR A MORE SUCCESSFUL EVENT

[...]I have lived in this area for 60 yrs, I believe the entry fee to spectator points wasn't advertised well, very few people realised that it only cost \$15 to enter for the day, nor were many spectator points advertised

1 NSW Events needs to support this event a lot more, there was hardly any coverage in the Syd media on the event and what was happening here in Coffs. I have spoken to a lot of friends and family from Syd who had no idea that such an event was occurring here in Aust and in Coffs harbour. Today on the Daily telegraph website, the Buskers festival has received more coverage than the Rally did all together. 2 There needs to be better communication between the event holders and business and educate them on when to be busy, we were told to imagine a busy Summer X 3. This never occurred and a lot of \$ was spent to be ready for the massive crowd rush that never occurred

1. Move the opening to Brelsford Park. 2. Do not close The Jetty strip down. 3. Extend Howard St across the rail line (temporary rail crossing or bridge over) and link up with Jordan Esplanade. 4. Move base from airport to Stadium and car park surrounds (this could alternatively be used for the opening). 5. Better car parking signage

1./ Better public awareness re cost of tickets and what they cover and how to get to spectator points 2./ At the night time stage - over the loud speakers say who is on the circuit as they start the stage. 3./ Support local businesses rather than brokers who take the business out of town. 4./ Have a Gala event before the Rally for businesses to get involved in - or after the event with the rally drivers and their teams 5./ Make it a festival atmosphere over a week or two 6./ Give local businesses the opportunity to cater for the spectator stage - don't let outside caterers to do them. (I don't believe there was catering at the spectator points?)

7 day packages only - so the visitors stay

Advertise on free to air TV. Have the markets at the service park. Have better catering and toilets at the service park. Sharing with boys is Yuk! They don't leave the loos clean.

Advertise to encourage rally followers to spend a week staying in the area to look at other features in surrounds

As mentioned above if there was some way the spectators could be encouraged to come into the Woolgoolga business district this would have a positive impact.

Better advertising in larger city areas to bring even more tourism to the area, perhaps organised coach tours including accommodation packages from such areas. Better TV coverage at prime time, not at 11PM

Better communications and less stupid hype!! The information given out was extremely poor regarding maps actually showing which roads would be closed... and I mean maps showing the Pacific Highway and road to jetty etc. weeks prior to the event and not the last day advertising in the Advocate. The rally web site was showing ERROR for all the 2nd pages... e.g. events, accommodation etc.... it kept coming up with error.... when I rang the rally info centre to tell them they just said "Oh is it?????" and told me to get the Advocate for details!!! Not good enough if you want to connect with people who check things on iphone or online etc. More could be done with live comments online. More things to do while they

in Coffs Harbour and advertise these things... i.e. if you want them to go to restaurants then include them in a major way in the advertising... what a waste of the beautiful restaurants down at the jetty where some of the action was... no one went there as they thought the area was closed or jammed with rally traffic due to insufficient communications. Also it might be an idea to have some other sort of event on at the same time... i.e. buskers, or some other sporting event etc... so there is more of a festivities atmosphere... it was DEAD!!!!

Better communications for local businesses, i.e., a central website for all info, road closures etc. We didn't get any information; we found what was going on from other sources, some of which was very wrong. To keep business on side we need to be informed!

Better information dissemination out to the community leading up to the event. Felt that it all came very late.

Better marketing of the event outside of the area. Nothing in major newspapers the weekends before (only 2 articles during the week which has less subscribers)

Better pre-planning with facts given to operators, a plan as to how we will use exposure after the event and build on exposure given, organisation to chase large events to make the most of future opportunities

Better publicity beforehand about exact routes and traffic closures. Is there a way to encourage visitor numbers to take a longer stay so they can experience the attractions that our region has to offer? Obviously many flew out as soon as they could get on extra flights once the Rally was over. The Rally schedule was so tight and jam-packed that it was obvious that many would have been hard pressed to grab a drive thru take away, let alone a sit down meal!

Better publicity. NSW Government was a major supporter & stakeholder yet they didn't seem to be advertising the event until the last 2 weeks - too short lead time. As an example I saw an ad for the Bathurst 1000 during the Rally on TV and Bathurst was 6+ weeks away

Better signage at locations around the event. Use of volunteers at rally viewing points remote from Coffs to be better organised with view to directing spectators with parking.

Bring food venues to the people where they are as they obviously are not going to find food outlets whilst the rally is on, at the super special stage there definitely needs to a pedestrian bridge over the track to allow more easier movements between the 2 areas

Bus transport increase from bus stops around the town to get to the jetty to reduce parking and congestion

By local businesses, especially Jetty strip hospitality businesses, opening when the visitors WANT to eat and drink i.e. after the rally finishes each night. They whinge about no customers but closed before they all left the foreshore.

Clearer information on the impact or expected impact of road closures, so that our customers are not put off travelling to our business.

Display of cars and drivers in Woolgoolga

Do not know whether seeing this event on the telly will attract future visitors, which would benefit the valley. The event itself lost us sales. In fact the worst Saturday for many years

Don't close the jetty strip

Don't allow them to have their own caterers, get the local restaurants involved in doing the catering if they are interested. Locals stayed away since they believed it would be too hard to get to the restaurants and get parking so don't close the streets in Coffs Harbour. Run a bus service between the heart of the city, the jetty and PBP every hour until late. I agree with everything that has been suggested by the Jetty Business Group.

Don't disadvantage small businesses by restricting access to their business environments.

Employ someone who has the confidence and aptitude to plan and organise the event. I feel that when it comes back it will be a lot better.... well done for having a crack at it... Just make sure you learn from the mistakes made by the guy who failed this time

Ensure that WRC uses local businesses and the sponsors as their suppliers for the event. I understand all the merchandising was printed out of town as well.

Erect a temporary bridge between Fishermen's club and Jetty foreshores. Allow local restaurants to operate concession stands, similar to the food & wine festival, down at the jetty foreshores and at other points of interest. Encourage locals to engage more with the event by making it known that traffic and parking are not a problem in the Jetty Precinct

Every first time event is a testing ground for success/failure. If it came back businesses would have experience and customise their preparation accordingly.

Expectations of tourists coming to the area early & staying longer was probably wishful thinking in current economic climate.

Extending further inland and thus broaden area of influence

For us as accommodation the event was very successful. I guess from what I hear shopkeepers could have been better informed. Whoever gave them advice to have extra staffing and order extra stock has obviously never attended a rally themselves. Most of the action takes place out bush. The rally going clientele are enthusiasts who get up early head out bush for the day then arrive home tired. They don't come to party (some do but most don't). The exposure for our region has been great and there should be a flow on indirect effect from this (positive).

From talking to a number of people it would appear that the organisers had greater expectations as to what impact the visitors would have on local businesses that was actually achieved. As with all events like this the usual businesses that benefit are those directly involved with the Tourist Industry - eg food and accommodation and any other business may or may not pick up a little bit of extra business depending on their approach to the event. In our case our core business is with householders in the valley so it was never going to have major impact on us and our other business is a fundraiser for Camp Quality and, therefore, has major appeal to op shop customers so we may have gained a few of those but were not aware if they were just visitors to the valley or specifically here for the rally

General advertising could include the beauty of the area e.g. the Northern Beaches

Greater awareness from and during the July school holidays, with more signage/flags, black and white banners, ribbon etc. We really only knew the rally was in town the week prior. Maybe council can be prepared to spend more to promote and hold community events for the week of the rally

### Guide for visitors on what is available for their visit

Have a regalia stall in town

Have no night event on Saturday which would encourage everyone to eat in restaurants – i.e. run first night stage on Wednesday - this would bring more people into town earlier. Have ticket office in Palm Plaza and have open longer hours. People could not get tickets early morning. Give locals more specific information on road closures and stage location. Overall I think those who came really enjoyed the friendly atmosphere

Have the super special stage during the day and if possible in an arena where the cars can be more readily seen ...

Having now hosted the event we believe that businesses in general now know what to expect, what catering and menu requirements are, when to expect the mass influx of arrivals and when they will be departing. Further to this, council are aware of road usage and access requirements. The local population will be more aware of the event and how it operates and will impact on their daily lives. Generally speaking the City will be better prepared and the Rally should therefore only impact in a positive way for the majority.

Higher quality accommodation for visiting teams & spectators. Compel the staff/attendants at the maintenance areas to buy local product

### Hold it somewhere else

I believe the event was successful, however, the local business were not properly informed of the activities that competitors, officials and even the spectators participate in during the rally period. Those associated to the Rally did not have time to eat in restaurants or shop; they were simply here for Rally. I was disappointed that more local give-away tickets were not offered in competitions and I expect there should be more local buy-in if we have the opportunity to host the event again. I thought the [business] promotion with some of the European drivers was positive, but there should have been more of it. I believe the city of Coffs needs to do a little more homework on the event to highlight its positive attributes and take advantage of the talent coming to our city. Movement between the fishermans club and the harbourside should be reviewed to determine if another option could be offered due to the long delays between accessing these areas during SSS. A concert event could potentially also add to this event, particularly if it was on the Monday night allowing for the officials and competitors to let their hair down Sunday night and enjoy a concert the next night. This potentially could keep people in town longer. With the way the event was set up down on the jetty, a concert would be a great way of finishing things off, but it would have to be a big ticket name. The staff at WOW were overwhelmed at times with people wishing to collect last minute tickets, so other options should be considered particularly for locals purchasing tickets at the last minute.

I feel the shopkeepers need to know that not all the benefits will come in the three days of the Rally but rather in the overall publicity to the area this event will bring. We should reap rewards later hopefully. Nambucca Valley hopes it returns.

I have no suggestions to make. I am happy the event is staged here in Coffs Harbour purely because it may promote visitation at some other time and provides valuable exposure for the area.

I think the event is very successful for the organisers, as they have every aspect financially covered.



While they have the event catered, and accommodated there will not be spinoff around the district. I feel happy enough for the rally to be here (other than road damage on our less populated roads) (only the more populated roads seem to have been graded)(early days still).

I think the organisers oversold the potential size of the event, which led some Coffs businesses to over extend and suffer poor financial results. Rally Australia could have provided updates on pre-ticket sales, so that Coffs businesses gearing up for the Rally, could "readjust their sights" and minimise poor financial results/losses. It is nice to talk things up, but they had a certain "duty of care" to look after local businesses, who were hoping to have an economic "win" from the event.

I think the special stage on the fore shores should have been run first thing in the morning on Saturday and Sunday Morning. The RTA need to be less heavy handed with road signage saying that Harbour drive and jetty area closed daily between 3-11 pm frightened most locals away; there was no need to have the road barricades as the lane alongside the railway line could have been used to take the cars back to the start. we raised a lot of these concerns before the rally

I thought the event was well coordinated and the increase in traffic was no issue. Bowraville put on a good show

If by successful you mean successful for us, then please hold the event somewhere else next time.

If Nambucca Valley Tourism had combined with Coofs Coast Tourism, there may have been a greater share in spreading the accommodation benefits.

If possible (but I don't think so) each town eg. Macksville, Nambucca Heads could hold some teams' garages during the stage. This would spread or attract spectators that were unable or not willing to travel to Bowraville and therefore spending money for lunches and drinks etc.

If the area is going to known as Coffs Coast we need to promote all areas not just Coffs

Improve communication on what to expect and road closures

Increased exposure for the outlying areas as well as Coffs Harbour.

Information on transport to the stages on the rally website for the guests, especially people without cars.

information packs on the rally to be sent to accommodation businesses to give to guests

Insist of better & earlier clarification of demographics attending so that businesses affected positive & negative can be better equipped - clearer definitions by organisers, council, RTA & police regarding closures and street controls

Keep the hype out of what was told to businesses, you can drum up support but what the business owners was told was not researched and in fact false in expectations

I believe people only came for the event and not for the area

Lead up promotion well before the event could be stronger

Learn by this time's mistakes

Less food stalls. Bowraville has such wide streets it was great.

Like all sporting events, we have to come to terms with the fact the attendees do not spend a lot of

money and do not return to the area for any other reason.

Limit food stalls for the Bowraville community there is enough food venues without bringing in caterers. The town put a lot of money into their shops and preparing food and a lot were let down.

Look that the overall governance of the event and if people are given correct information re numbers, road closure. I believe as an event it needs to give back to the community in the form of repeat visitors not just once off event ...what % of the ticket sales goes straight back to Shires/Councils to allow the business houses to access funding.

Marketing - Marketing - Marketing. Employ the best marketing consultants in the country to showcase Coffs Harbour. Coffs Harbour has 'The Lot', so show the world just that - we have the ocean, the best beaches ever, the Great Divide, rainforests, State Forests, all the sports activities you can imagine, fantastic businesses, including farming businesses, wineries, etc. Don't forget the marine life and the whales. Show our visitors what Coffs is really about, e.g. have the farmers' market every day the rally is held; have some bands playing of an afternoon/evening in the mall. Organise rainforest, farming and winery trips. Have specials for whale watching. There's heaps that could be done.

More accessible/cheap/ free viewing points in the forests around the region.

More advertising nationally

More advertising on events that were happening around town. We did not hear about things until you read about it in the paper to say it had happened

More communication between event organisers and local council. Local council had no clue about what was happening most of the time.

More engagement with the community

More entertainment at super special stage. Motocross bikes, remote control cars, crowd entertainment to fill in the gaps between cars running. Get rid of the boring commentators who did not know much about rallying. Tickets were too expensive for families. Bridges across the track to improve people movement. Better signage to viewing points on day racing. Pay by credit card at viewing site. This is 2011. Paying by cash is not on.

More in-depth communication from Rally Australia on up to date ticket sales. More advertising of the event within the 3 hour drive region. More offshoot events during the course of the weekend, i.e. live concerts, fireworks display, ect.

More info for locals re road closures before the event - lots of confusion about access even though the access to Coffs / Bowraville was fantastic

More information regarding where to see cars. I live in Jellico St Macksville & didn't know cars were using cross road nearby to go to Bowraville until I heard them. I went and watched and saw all the neighbours in the block doing the same. I believe more people in Macksville would have come to watch if they knew. Good for people who don't want to watch the race but still want to take kids or have a look themselves. Also this may have increased business in Macksville on Saturday.

More promotion - more focus on Nambucca Valley

More transparency in information leading up to the event. More engagement by business and the community in the decision-making before the event and how and by what means the region and our

town is being advertised and promoted. More information beforehand about how much money Council is putting into the event and how much of public resources are used for private gain that is private companies from overseas such as WRC.

No - It was a success without doubt.

No walkway over the racetrack to get from one side to the other. No clean-ups of rubbish tossed everywhere outside the control area. More tickets sales windows on day one. Not enough signage in the bush directing people to viewing areas. Not enough info points around town to direct people to spectator areas (some said they had no idea where to go....hadn't accessed the web info). Problems: Signage Hwy both Nth & Sth for a couple of weeks stating to expect delays at Coffs Harbour Major event. What delays? Only had 130 cars. Solution? Signs stating Major event at Coffs Harbour World Rally dates. Problem: advertising of road closers at Jetty. Solution? Advertising stating that some closed however the jetty strip is open for business and a great place to see the cars drive past for free letting the locals know. Problem: Habits of the Creature Car Rally spectator. Solutions? They rise early to get to the 1st stage then on to the next eating on the run then to the special stage then off to bed to do it all again the next day. Problem: Parking at the jetty and jetty oval. Solution? Place simple signs directing people to parking areas. Problem: Lack of good signage at stages people unable to find stagers Solution? Better maps & signs etc. Problem: Advertising in Advocate (lift out) sold out early on Thursday. Solution? Place lift out in free Wednesday paper as well for locals so they have the info and better for the advertisers. Problem: Special stages of a night lack of access Nth & Sth of track. Solution: Build a temp bridge over the track at the fishing club crossing or new road. Problem: Getting more people to hang at the jetty area. Solution: Have a special stage at the jetty on Sunday morning making then to the bush back to jetty for presentations in the arvo. Problem: Disruption to trade in city centre Thursday. Solution: Have the opening at the Jetty and make it a carnival all arvo instead of city centre then rushing to the jetty for the special stage. Problem: Disruption of trade both in the city centre & Jetty. Do we only have 1 special stage on Saturday night or Sunday morning?

No, hope they never come here again. It really felt like they just wanted to use our roads and that was it.

No, it all seemed to go well and all positive feedback

No, it was great

No, thought it was great!!!

No. I believe it was very well organised and successful for all areas concerned.

No. We think that the Rally was a very well organised event and we're so thrilled with Coffs Harbour's world-wide exposure.

Not allow rally teams to self cater.

Not do it in the first place

Promote it widely not just to Rally followers

Promote things to do in Coffs to help all businesses

Really listening to all areas and striving to create minimal impact on the environment in order to create a more positive event in all spheres.

Road closures need to be addressed and made clearer to everyone. Businesses need much more information that is clear and concise as to ticket sales and estimated numbers of visitors we found the information given was vague and unhelpful. It is impossible to run a business during an unknown event with sketchy hyped up information. Furthermore, the event could take place at a better time or position as to create less impact on businesses. The street lights could be left on leading down to the jetty marina during the rally to make the area more inviting to consumers to venture down that way. We were led to believe that they were turned off to lessen the impact on mutton birds by the people studying the mutton birds, but on consultation with them they denied this so we are suspicious as to why they were turned off at all.

Run super special stages during daylight. Showcases Coffs Harbour better. More chance for post event dining in nearby eateries.

Send it back to Tweed Heads

Spectator numbers are meant to be actual people not repeated numbers and those that attend free public events, such as the launch in the mall or the Service Centre. When people are told that there are 48,000 spectators at Sun Corp stadium you know that's 48,000 mouths to be feed and drink, not people counted 4 and 5 times over. Need to showcase the Jetty. I would have had the mall launch night on the Wednesday night, then on Thursday a day time racing in the Jetty to showcase the beauty of the area, free entry to school children, nothing on the Thursday night. And then the weekend of activities as was conducted. Work out a better way to get people across from the Fish club side of the track to be able to leave the venue. Despite anything negative Major event in Coffs are the way for the future and we just have to learn from the past - ALL POSITIVE, and I am more than happy to provide further feedback and support

Spread events more evenly over Bellingen, Clarence, Coffs & Nambucca LGA's

Super Special stage to be timed in day so that people would have time and need to eat and drink outside of precinct. Don't close of areas of Coffs - no need, and don't tell all to expect extra trading if it is not likely to happen. Council needs to find funding to have some people be responsible solely for organising the rally and liaise with business on a truthful manner - listen to business concerns and be prepared to answer their questions

Talking on behalf of Bowraville only, the lack of involvement between the Rally cars and the community, I feel there could of been some of the cars could of at least let the younger ones look and feel the cars, a little more interaction here would have been nice, the misinterpretation of what was to be expected food wise, i-e 300 people for breakfast at 5.00am, they all met elsewhere, at an already busy Caltex Station, they already get trade, the small coffee shops etc were opened as requested, but no customers in the end, due to lack of communication. The RTA - some of their people didn't turn up which caused a lot of foot traffic problems and some of businesses lost severely over that, I was not so unlucky because I had live entertainment or I would of gone bankrupt.

Tell the local council to butt out

Tell the restaurateurs to take a holiday next year and go to New Zealand and see how appreciative they are of any tourism dollar.

The business community and council could be more active in planning events in the town (Macksville) to bring the many visitors to the region into the business precinct.

The closing of Harbour Drive did not encourage us to frequent our local restaurants in the "jetty strip" - we ventured elsewhere. As many locals did the same I believe this had a large impact on the businesses in that area - maybe some alternative traffic control could be looked into. The city centre had excellent promotions for the Rally but Park Beach Plaza had little exposure - I presume all a reflection on sponsorship.

The local organisers need to restrict the type of outside stall holders who attend. The outside store holders were certainly detrimental to food and beverage sales of the local battling outlets.

The rally customer is a low spend, as a business generator it is not a suitable event .

The rally overall was a good event, the spin offs were not, the fact that this has to be run in the bush is always going to create this problem, not sure how this could be solved but maybe some formal events in Coffs at night i.e. dinners, and drop a few night stages to give the tourists free nights to roam Coffs, the event was too full to create time for tourism

There was a lot of confusion about where to/how to purchase tickets. It seemed to be a very difficult process which was very confusing to anyone without good computer skills, which is still a large percentage of the community. Highway signage could also have been much better. But overall this event seemed to be well organised.

This event may have been successful for accommodation and food places in Coffs, however, it was never going to generate any additional substantial income. The rally should not have been sold as a money spinner for the Nambucca Shire. For the future it is a wonderful entertaining event for local people, however, their rates should not be used to prop up an event that mainly benefits Coffs Harbour. By all means let the rally come to the area, but do not place undue expectations on the businesses and let the rally cover costs – after all they boast of the excellent ticket sales. Let people volunteer if they want to be involved, but do not encourage people to spend money, particularly on advertising. Please refrain from selling Nambucca as part of Coffs Coast.

Ticketing information needs to be clearer. Promo material of the event needs to be available to business operators much sooner to entice visitors back to the event if they are already staying earlier. But they need time to do this.

Too many to mention

Visitors that we did speak to as they entered the club did not even know the rally was here. It seems that quite a lot of focus was on the local area, I don't recall seeing anything on national news etc. We are now more educated on what the event will do to trade and I think it can be cast in the local media better indicating that the town will still be open for locals and there will not be thousands of petrol heads running amuck in our streets. Our venue purchased a corporate position [...] each night of the special stage. For us this was very successful as we were able to entertain our valuable clients at a world event on our door step. From the experience there are a few things that could be improved at the night stage and I am happy to discuss this at any stage.

We could have advertised our business with the Veteran Rally Owners as having spare parts etc.

We need to learn from this event for future events. Coffs business community needs to take a vested interest in the rally event and possibly be a stakeholder in future events. The demographics need to be revised - what we were sold is not what we got. Information needs to be to stakeholders sooner, road

closures does not mean - businesses are closed.

We will obviously be wiser for the experience, but lead up advice on the demographic and likely behavioural patterns of visitors need be more accurate. Accurate accommodation availabilities need be communicated to not scare off potential visitors. Realistic number of anticipated visitors, not ticket sales, communicated to not scare off locals from participating in activities, and to give business the opportunity to accurately forecast.

Went like a dream

Would like to see more signage (banners etc) across Korora walk bridge or railway bridge in town for travellers coming either from north or south, we had guests stay a week before the event & never knew it was happening at all. Bellingen had a nice lot of flags entering the town ???

Yes , let it go somewhere else

Yes have grand welcome at foreshore or park beach plaza. Not on harbour drive

Yes, feedback from our guests as follows: 1) need a cross-over at the jetty for the super special stage so spectators can cross the road (some felt "stuck"); 2) \$30 too much to charge for people going to the super special stage when they had limited viewing; 3) not enough signage in the bush directing people to viewing areas; 4) not enough info points around town to direct people to spectator areas (some said they had no idea where to go....hadn't accessed the web info), disappointed they couldn't see the whole course (SSS), too many people crammed into a small viewing area; 5) not enough advertising federally. Overwhelmingly positive feedback on the town itself, the friendly locals, food and accommodation generally.

Yes, promote the Nambucca Valley better, we are not Coffs Harbour and should be promoted as the Nambucca Valley, not Coffs Coast

Yes, Rally cars should come and stay in Bowraville during lunch. Perhaps a few could be sent to Macksville as they also set up for extra customers and zero came. Instead of visitors given maps which keep them out of town they should be given maps that drive them into Macksville and then up Wilsons Rd to Bowraville so they can see what the towns have set up for them.

## APPENDIX 7: FURTHER COMMENTS

A completely wrong mix between those who attend and those who might be customers of a local writer

Accommodation providers in the Nambucca valley did not see much impact as the Rally was mooted as being Coffs Coast and we are too far away to be considered for accommodation. This is why it was important for our beautiful valley to have its tourism info distributed, which we hope will increase accommodation in the future.

After all the build up and hype, I think the Coffs community is left asking - what rally? It really was a complete fizzer in my opinion!

All good, get them back.

All positive - it created a lot of behind the scenes work, but we certainly benefited from it, for all the negative comments - the event only lasted for 3 days and we had to have a go, nothing ventured, nothing gained. Let's bring it back again and learn from our experiences.

As our town was not in the main area there was no effect to us

Bellingen Shire really didn't see any rally activities that brought people into any of the towns of Bellingen, Dorrigo or Urunga, so there was little or no impact on local businesses or local community

Complaints made by guests that bad signage and constantly got lost - extremely annoyed with the set up from ticketing to finish.

Everyone I have spoken to was so happy with the event and can't wait till it comes again

Extreme care must be made when supporting such events. The Rally Australia, in a similar way to Ulysses gathering and events which can isolate large portions of a town and areas e.g. through closure of roads with movie filming (or car rallies) can disrupt and kill communities which are precariously financially balanced. One hopes that there will always be a carryover with people attracted to an area further down the line.. the measurement of this is spurious. The Coffs Coast area undoubtedly requires stimulation, but, unfortunately the stimulation can only grow in a sustainable manner through small steps, through improved community building and development and all the facets that are involved in this. Giant leaps of "stimulation" have, in my experience of 22years of retail in this region, been nothing short of a failure and can be extremely costly when they (usually) fail. I hope that there will be a long term stimulus out of such events... but I doubt it very much!

Heaps to add but from experience over the last few months as both a business and also living on a "Stage" ...No one listens... community consultation is community told... and there where many over stating facts re the great financial gains to be made. Mr Fraser MP stated these are the best Rally Roads. SORRY. These are our roads that we have to drive over each day.

I arranged to be well clear of the event at relevant times. If it had been route past my farm I would not have been very happy. Fortunately, it was not.

I believe Rally Australia was a wonderful event for the Coffs Coast Community. It brought the communities together and showed the region to the world. It was a great event for all the community. Personally I was unable to attend any of the special events but our son did and he was thrilled with what he saw. Thank you to all those involved in organising the event. It was great and I hope we get more

major events happening on the Coffs Coast.

I believe there was a positive impact throughout the Nambucca valley, even though some farmers etc were locked in for most of the day, they weren't displeased and most enjoyed the experience with the rally> Bowraville had a positive comment re the rally, most visitors were well behaved on the roads & in the towns.

I feel that restaurants and food retailers were given a bad deal in that rally teams were allowed to bring in their own catering. I also believe this was not mentioned to operators prior to the event. Therefore restaurants and food outlets spent thousands of dollars on extra wages, food, drinks etc to meet the additional need, but were not getting the customers through their doors to purchase them. I have heard this from a number of local food retailers.

I really enjoyed the whole experience and would welcome back the Rally. I'd also try and promote the areas in my business that would be applicable to the Rally.

I think everyone did a great job even those employed to collect rubbish, who were outstanding in their roles. As a local I knew the Rally was on and I did not mind walking further than normal. It created a carnival type experience which was a breath of fresh air for this city. Those businesses in the Jetty precinct that were left out of pocket need to learn from the experience and look at other means of attracting business during the Rally period should it return to Coffs. It would be unfortunate that a small number of operators spoiled the success for the rest of the city although their losses are acknowledged by others in the community. The accommodation sector performed well, however, once again we can all learn from the booking experience which I agree should be more centralised.

I think the rally was good for Coffs as we all got into the spirit of the event – i.e. flags flying high, but next time we will just put the flag up and scale down.

I'm sorry I cannot be of more assistance but the fact of the matter is that the event did not impact on my business at all.

Interesting you don't have any questions re the environment. It is an important part of our community well being. Because of environment issues I had a more positive experience and made \$250 during the weekend, but I'm not sure if you could say this was a positive aspect of the rally - it was only a product of the rally.

It did not make any impact on my Business and it did not make a impact on the Nambucca Valley money wise. Business lost money because they were told that there were going to be thousands and there were not anywhere the numbers that were stated.

It had no impact. My disappointment was for the local community who did turn out, especially young children who stood on the bridge and waved as a car drove past (intermittently)without a wave or acknowledgement. After the third car, the kids gave up and had more fun getting trucks to hoot their horns at them. Our Cafe business on the day was actually as good as al typical weekend Saturday, but not the hundreds as mentioned in the media build up to the event. It is ok for some to say post rally that it was never expected to be, but advertising prior to the event led business to believe otherwise. We welcomed worl drally and laid it on for them, boy were we duped!

It had very little effect as far as I am aware

It has had a seriously negative short term impact on my business, which I hope can be offset by some



medium to longer term benefits.

It increased positive activities such as instore promotion of the event, positive attitude and discussions with customers regarding upcoming event. Some apprehension in the weeks leading up to the event due to "hype" and could have cost business if our own personal opinions on the impact on Nambucca Heads were not taken in to account. I did not believe it would have a very large impact directly on Nambucca Heads so did not put on extra staff over the period or open for extended hours, after discussions with other businesses who did - this proved a wise decision.

It is in our strong belief that the WRC will have a very positive effect on our tourism in the both Coffs Harbour and the surrounding areas.

It needs to be better planned to benefit the community

It was a great family day out.

It was a non event!

It's easier to measure the direct impact (positive and negative) than the longer-term indirect benefits - in particular the worldwide TV exposure. Hence it is probably a bit premature to assess the eventual benefit to tourism operators and related industries (retail etc.)

Just be clearer on what is what, i:e transport of volunteers, spectators sights, who caters for who, there were no buses going back and forward as advised, just be up front so we all know who is who. Cause the Coffs Coast was in your face, the whole advertising campaign never once mentioned "Bowraville". They mentioned Graces Road, - but not Bowraville - and hardly mentioned the Mid North Coast, which our Council here worked their backsides off to get it here in the first place. So once again more recognition for the Mid North Coast would be great, and our name mentioned: "Bowraville"

Local motoring enthusiasts enjoyed the event. However, it was clearly poorly publicised and failed to draw significant numbers from outside the region. Because we have stores in Tamworth and Gunnedah - where motoring is popular - we were acutely aware of the failure to successfully promote the event. Many of our customers were unaware of the event. Media coverage was minimal.

Major events aren't the only events to focus on every weekend there are small events upwards of 1000 people that help the town where is the council funding for these and here is the research on these events and where is the process to measure and monitor the success of all these events. Why not survey all visitors and market to all visitors.

Most businesses in the Jetty and CBD and Airport suffered... If it is to happen again all affected areas, mostly business should have prior input

No impact

No impact on nambucca city of any level - would not have know the event was in the town, I live in Coffs and noticed it much more there - positive impact on the city - number of international tourists at the harbourside markets on the weekend and walking around in town, shopping particularly

No major impacts other than some road closures around the area

No negative impact

No one event is going to benefit everyone. For those who benefited congrats, for those that did not,

sorry but please stop whinging.

Of course it was noisy! and disrupted residents, but hopefully outweighed by the community-wide tourism and economic benefits.

One would think bigger crowds, signs of a little more rubbish, a couple of streets closed off & a little more noise meant Coffs Harbour was humming, which is a good thing I would think

Our community is on a high following the rally. It put our area on the map for the first time - Ulong/ Brooklana. Generally everyone embraced the event with open arms. There will always be a few complaints, but they are often from people who choose not to get involved, or those who can't see the great common good that will come down the track from such a huge event. Loved the whole thing.

Our Council, in particular Mayor Rhoades, is to be congratulated on securing this major world event. It was a huge success, did not disrupt the local community, and all the visitors had a wonderful time. The weather was perfect - made to order.

Our motel was full during the rally, which was great and we found the competitors and their crews who stayed with us were very friendly. Those guests who came to see the rally were impressed by it and many said they would come again.

Overall I think the event was positive to our area, but we need it to become a calendar event and not a one off, otherwise it will have little or no effect for the long term viability of our town. As a computer repairer I do not expect extra business as a result of a short term event

Positive impacts - would love the rally to be an annual event.

Rally Australia should have been honest with everyone regarding actual ticket sales, as many small food retailers got in extra based on what Rally Australia sent, and the food was all wasted. What a croc. Never again, thank you.

Rally Australia was very successful for the organisers and the general public. I have heard that the anticipated increase in business for many operators, such as restaurants, food outlets, retailers, did not eventuate and, in fact, business was down. However, this was the first time such a rally was held here and, no doubt, the organisers will learn from their first attempt and address the problems that occurred before our next "big" event. We look forward to welcoming Rally Australia in two years time.

The 1st event of any kind is always a massive challenge. Now that the community is aware of the infrastructure required, and the magnitude of the event itself, we will all be better for the experience, and we will be in a better position to make the Rally a tremendous event for the Coffs Coast

The Coffs round of world rally was something very different for this area but generally was well accepted. Some of the training provided was of great benefit to certain members of the community. Some of the volunteer service providers seemed a little disappointed, maybe some more printed information may be a better medium for these people as most are workers which are time poor which in turn makes it difficult to attend meetings

The cost to community and council need to be weighed up against the total gain. Overseas publicity should be helpful but local TV coverage was poor and it was hardly even commented on on ABC TV Sports announcements during the event. At least next time there will be a realistic expectation of where the trade will be so that the fiasco of increased staff and goods ordered and not required won't be so bad.

The economic impact on the community was over-hyped The demographic of Rally Visitors was incorrect in terms of their spending and needs

The economic impact was totally oversold by the event organisers.

The hype by rally organisers was not based on the past experiences of the rally. Misinformation was given and when questioned I was told to suck it up for the good of the community. Even after the event business was made to feel like public enemy number 1 for voicing complaints, all in all the event damaged business and business relations with council and each other.

The international media exposure Coffs & surrounds received from the Rally was its greatest benefit. It did bring some significant financial benefit to certain sectors of our community but hardship to others. Now we have seen it, businesses will be better informed as to how to deal with it, if it returns. The reported 92,000 visitors, I find a bit offensive, that's nearly 11 times the crowd at the Coffs Cup - I don't think so!!! Where do they get these figures from, if they are correct, I bet the taxman can't wait for his share.

The negative impact on my business by Council decisions to restrict my environment for 4 weeks have overshadowed my views. While not anti-Rally, I am deeply concerned that Council has the power to make decisions for a one weekend event which can make or break small businesses which are struggling to make ends meet in the long term. It is wrong for Council to have this sort of power and to abuse it as they did for the Rally. The event should have seen a benefit for all businesses, not been at the expense of some and to the huge benefit of others (such as hotel chains).

The rally did not affect my business at all as we are not in the tourism or hospitality industry. The only disappointment I had is I did not have the time to take off to watch and enjoy it as I had to run my own business. Maybe next time

The rally was a great event

The rally was a great social event for the city, however as a business owner the hype and expected increase in visitors and revenue was not realised. Those that were here for the rally did not really get involved with anything much outside the rally

There were teething problems but these can be rectified in the future. If we learn from the errors, we can make the event more meaningful for the spectators, local businesses and the community as a whole.

They probably won't use our business when they're here but if we do it right next time it will have a positive impact on the local economy and that is where we will benefit

This event could really help put Coffs Harbour back on the map. The Wallabies (Aust Rugby Union team) hasn't trained here in 10yrs but a lot of Sydney people think that is the case. If the Syd media and NSW Events gave this event the support it deserves we could seriously make this event amazing. The town got behind it and really went out of its way to support it and most business got burnt, the crowd we were promised never came. If Council, NSW Events and the Syd media gave this event the respect it deserves we could all be very happy and put on a fantastic event. I just hope that if we do get it back in 2013 that those who had massive loss, don't choose not to support the event because of bad taste left in their mouths from this year's event

Thought it was fantastic, was really pleased that such an event came to the valley - it appealed to the

young and old and I was surprised by the overall enjoyment had by all and the level of responsible behaviour seen in youths and road users during the event. Love to see it hosted here again, even my 87 year old grandmother enjoyed herself.

Very positive for our business even though we were not in Coffs or Bowraville - next time business owners need to be made aware of over spending as many businesses did so (not us) even though they attended many meetings they got carried away and over ordered

We endeavoured to support the event only by flagging it with bunting, banners etc. We never expected it to be a money spinner and object strongly to our council spending money on this event and for overselling this event. It was a great family day for the community and they had the opportunity to have a fun weekend. We think it was a great pity that it was oversold and this is likely to sour people's opinions of the event. World class rallying has been here before, without all the pizzazz. If volunteers want to support it - as we are sure they do - that is fine, but promotional opportunities for the Nambucca were negligible. We watched practically all the television coverage and we feel that Nambucca were duped to supporting an event that mainly benefitted Coffs Harbour Businesses. Nambucca was referred to as 'southern Coffs Coast', which we are not! We are the Nambucca Shire. The Shire should have done more homework before they spent a penny on this event. The rally met our expectations, but we knew what we would get. We feel sorry for those who went to enormous effort for little return - possibly a negative return.

Whatever ways we can positively showcase our community to the State, Nation and Internationally can only benefit the community in the long run. Great to have the WRC in Coffs, bring it back again

While we didn't do any business with Rally Australia (unfortunately) we were able to pick up a couple of jobs that business required to promote themselves to the Rally crowds.

With the experience gleaned from the recent Rally event we are well prepared to host future events and should do everything within our power to attract the event back and retain it for as long as possible as it will help get Coffs Coast firmly on the tourism map and in the news and is a building block for future larger type events in the area. Tourism is our future and being recognised for being able to successfully host large events and for having a welcoming local population will ensure growth within this sector and for Coffs Coast as a whole.

You have to expect certain disruptions



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