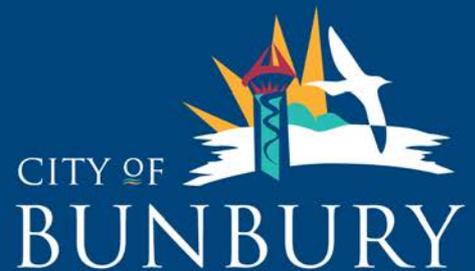


MEDIA STATEMENT



Thursday, 9 August 2018

Bumper events season provides economic boon to Bunbury

The City of Bunbury is celebrating its biggest events season to date with more than \$2.9 million being injected into the local economy the past financial year.

The City in 2017-18 invested close to \$380,000 in events with \$326,827 of that coming from the annual Events Grant Funding Round to fund 29 events. These include the Bunbury Beer and Cider Festival, South West Multicultural Festival, Geographe Gift, Perth Glory v Canberra United W-league match, Bunbury Fringe Fest, and BMX Australia National Championships.

The other \$51,886 was allocated to fund exclusive sporting events through the City's agreement with Sports Marketing Australia (SMA).

SMA acted on behalf of the City to bring major sporting events to Bunbury including Nitro Circus Live, Little Athletics Country Championships and Volley by the Bay.

The estimated return on investment (ROI) for SMA events was estimated at \$2,902,962 with the week-long volleyball tournament alone seeing a \$1.8 million ROI from the City's \$23,500 contribution. ROI figures are based on Tourism Research Australia's calculation that on average a sports tourist will spend \$262 per person per day.

Bunbury Deputy Mayor Jaysen Miguel said while the immediate economic benefit was fantastic there was a flow-on effect from Bunbury playing host to so many events.

"The sporting events in particular draw new visitors to our city, families who haven't visited Bunbury or haven't been back in a long time and they get reacquainted with the town and want to visit again – driving tourism to our region," Cr Miguel said.

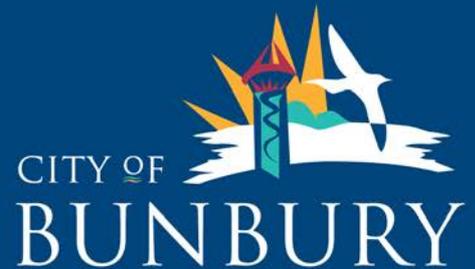
"The City is also excited to announce we have recently allocated events funding for 2018-19 and we wish to congratulate the successful applicants.

"The Bunbury Events Advisory Group has done a sensational job in selecting a diverse and vibrant range of events which will encourage community participation, raise the profile and reputation of Bunbury as well as deliver economic benefit."

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MEDIA STATEMENT



A total of \$325,126.17 has been distributed across 27 events.

These include:

- Action Sports Games Bunbury
- Always Good Nights
- Bunbury Chinese New Year Festival - Year of the Pig
- Bunbury Show 2019
- Bunbury Dolphin City Festival
- Bunbury Geographe Gift
- Bunbury Open Water Swim Series'
- South West Multicultural Festival 2019
- 2019 3 Waters Running Festival
- Relay For Life Bunbury
- Groovin the Moo
- Volley by the Bay
- HIT FM Surf to Surf Fun Run
- 37th Barrett Bunbury Swim Thru
- 42nd Country Coastal Junior Soccer Carnival
- CinefestOz Bunbury
- Bunbury Geographe Spring Feast
- Bunbury Fringe Festival
- 2019 Hansa National Sailing Championships
- The Great South West Bed Race
- GT Fabrication Targa Bunbury Sprint and Shannons Show 'n' Shine
- Withers Community Fair
- 2019 Chefs Long Table Lunch
- WA Performing Arts Eisteddfod
- Bunbury Markets
- The Phantom of the Opera
- Victoria Street Artisan Fayre

All media is invited to attend a photo and interview opportunity with successful applicants at 3.30pm on Monday 13 August at Guppy Park. Please advise of your attendance no later than 10am the same day.

ENDS

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