



Expenditure Generated by the 2011 Cairns Amateurs in the Cairns Economy

Report

(Confidential)



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4. SUMMARY OF FINDINGS

4.1 GENERAL

The estimates are based on extensive surveying of patrons at Amateurs about their expenditure patterns away from the track, surveying in the corporate community about their spending on functions, along with information from the Amateurs' accounts and from other sources.

4.2 NUMBERS ATTENDING

Apart from the 15,300 attending the races, some 720 workers were involved and 190 associated with the racing industry.

However, surveying indicated there were substantial additional people attending other associated events away from the track who did not also attend the races.

Numbers recorded as attending Amateurs non-race events such as the Ball, Ladies Fashion High Tea, etc. totalled 2,400. In addition, some 2,000 were recorded as attending corporate events associated with the Amateurs, 1,200 at the track and 900 away from the track.

4.3 OVERALL EXPENDITURE GENERATED

The indications are that total expenditure generated by the 2011 Amateurs Races and the activities associated with it, was of the order of \$12.3 million, of which about \$6.8 million was from Cairns residents and businesses with a further \$5.5 million drawn in from outside of Cairns, about \$1.1 million from the surrounding Far North Queensland region and about \$4.4 million from outside the Far North.

About \$10 million of the expenditure generated is spent in the region with an estimated \$0.6 million flowing into the rest of Far North Queensland region and about \$1.7 million to centres outside the Far North, mainly in travel expenses of attendees from outside the Far North, and spending by the racing industry and gaming activity.

4.4 COMPOSITION OF EXPENDITURE

About \$1.3 million flows through the Amateurs Committee accounts and \$0.6 million was through corporate functions and activities associated with Amateurs. The racing industry and gaming turnover accounted for a further \$1.9 million.

It is estimated that Amateurs was attended by about 1,900 visitors from within the Far North Queensland region and a further 3,300 from outside the region with the majority saying they had come specifically or mainly for the Amateurs. Visitor nights generated by Amateurs was estimated at about 11,200, generating expenditure on accommodation and travel of about \$2.4 million.

Surveying for the 2011 Amateurs reported very heavy spending on clothing, fashions, hair and makeup, totaling about \$3.9 million and other spending generated on local transport, taxis and entertainment associated with Amateurs adding a further estimated \$2.1 million.

4.5 CORPORATE ACTIVITY

The extent of corporate activity associated with the Amateurs indicates that the event plays a role in entertaining important guests from outside the region, to sell Cairns as a service centre and a place in which to invest.

Key corporate activities included those by the Cairns Post, the Casino, the Cairns Chamber of Commerce Mine Managers event, CUB/Fosters and a wide range of other businesses.