

LEGISLATIVE COUNCIL **Question On Notice**

Thursday, 17 August 2023

1552. Hon Dr Brad Pettitt to the Parliamentary Secretary to the Minister for Racing and Gaming

I refer to a study undertaken by Racing and Wagering WA (RWWA) which showed that the Western Trilogy generated \$6 million in revenue for the state in 2023, referred to in an *Australian Racing Greyhound* article published on 06 August 2023, and I ask:

- (a) will the Minister please table this study? If not, why not;
- (b) was this study performed by RWWA or an external party;
- (c) if an external party, which one;
- (d) how much profit was generated by each code in the study;
- (e) for the the 2023 Sandgroper, Nullarbor and Quokka events respectively, how much did the State Government spend in total on:
 - (i) advertising for the events;
 - (ii) hospitality and gala events during the weekend for RWWA staff, Board of Directors, Ministers, club staff and out of state representatives; and
 - (iii) travel and accommodation for RWWA staff, Board of Directors, Ministers, club staff and out of state representatives;
- (f) how many animals at each of the above events were:
 - (i) injured and stood down for more than 40 days; and
 - (ii) euthanised, either on track or subsequently as a result of injury incurred; and
- (g) for each of the above events, how much of the prize money won from each remained within WA?

Answer

- (a) Yes. See tabled paper #.
- (b) The study was conducted by an external party.
- (c) The external party is IER Pty Ltd, which is a business consultancy specialising in research, strategy development, economic and social impacts for the racing, sports, and major events industries. The evaluation is undertaken using methodology consistent with the requirements of the Australian government.

(d) This information is not available. The study was not undertaken by individual code due to the tri-code nature of the Western Trilogy events.

(e) (i) nil
(ii) nil
(iii) nil

(f) (i) nil
(ii) nil animals were euthanised or seriously injured in any of the three races.

(g) Estimated amount of prize money won by Western Australians – Quokka \$1.7M, Nullarbor \$470K, Sandgroper \$155K.

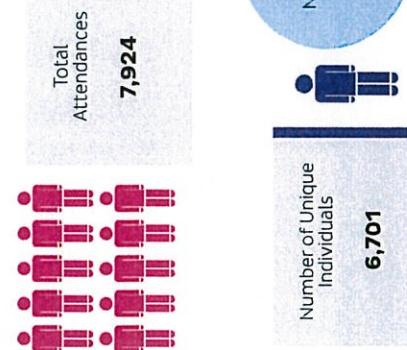
The above figures are estimated based on the prize money won by a) WA-based owners and b) WA-based slot holders. Note that complete accuracy is not available from the data because slot holder groups consist of members that reside in both WA and other states and the private nature of the prizemoney split between slot holders and owners.

A handwritten signature consisting of stylized, cursive letters, likely representing the initials 'PLW'.

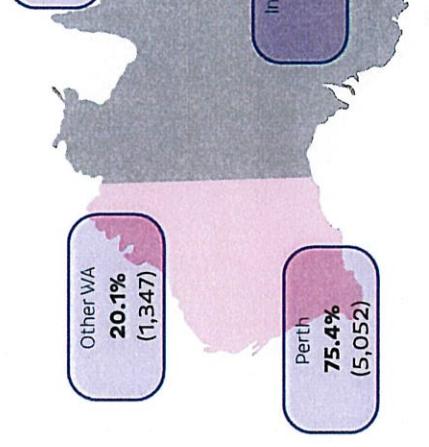
2023 WESTERN TRILOGY

ECONOMIC IMPACT STATEMENT

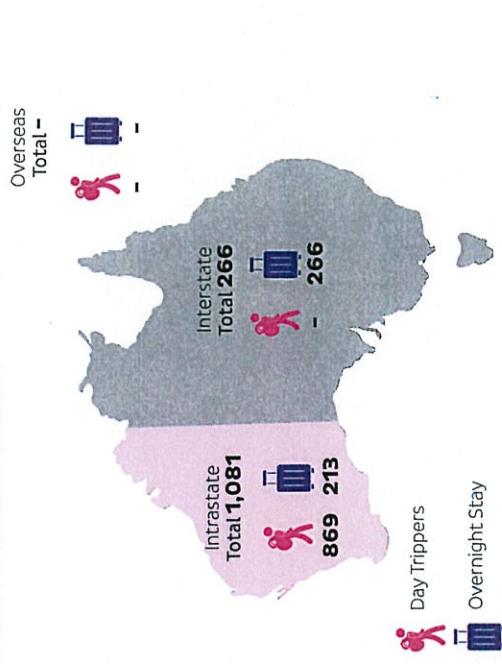
ATTENDANCES AT THE WESTERN TRILOGY



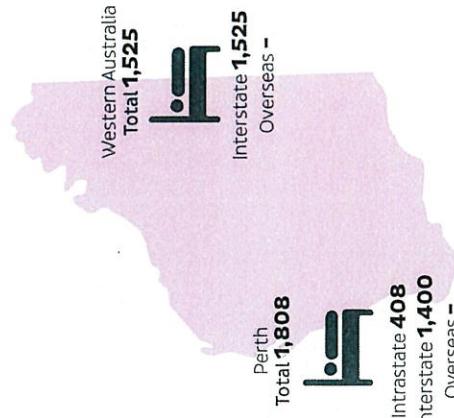
AUDIENCE PROFILE AT WESTERN TRILOGY



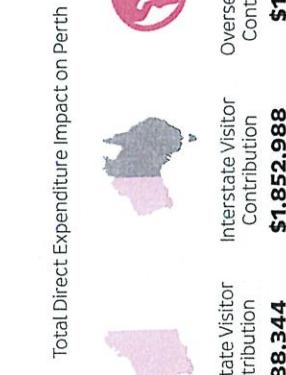
EVENT MOTIVATED VISITORS



VISITOR NIGHTS



ECONOMIC & TOURISM IMPACTS FOR PERTH



ECONOMIC & TOURISM IMPACTS FOR WESTERN AUSTRALIA



TOTAL EXPENDITURE GENERATED

TOTAL EXPENDITURE GENERATED	\$1,984,390
Overseas Total -	\$5,982,001

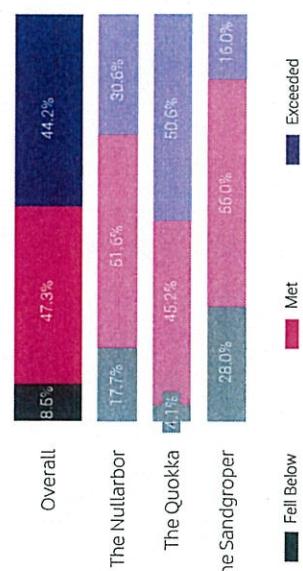
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2023 WESTERN TRILOGY

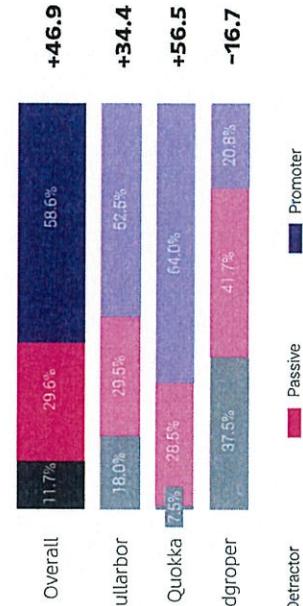
ECONOMIC IMPACT STATEMENT

EXPECTATIONS OF THE WESTERN TRILOGY



Q: How satisfied were you with the experience that you had whilst attending [race meeting]? (n=328)

NET PROMOTER SCORE

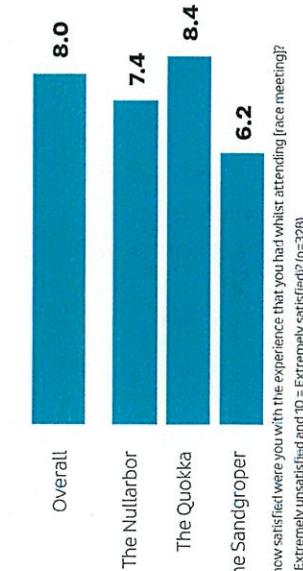


Q: How likely is it that you would recommend/attend [race meeting] to a family member, friend or colleague? (where 0 = Not at all likely and 10 = Extremely likely) (n=328)

AT A GLANCE

- + The Western Trilogy attracted a total attendance of 7,924. It is estimated that the average person went to 1.18 events across the weekend, meaning that 6,701 individuals attended the Western Trilogy.
- + The event was responsible for bringing 1,345 individuals into Perth who otherwise may not have visited. This created 1,808 visitor nights in Perth. The event was also responsible for bringing 266 interstate visitors to Western Australia.

ATTENDEE EXPERIENCE



Q: Overall, how satisfied were you with the experience that you had whilst attending [race meeting]? (where 0 = Extremely unsatisfied and 10 = Extremely satisfied) (n=328)

LIKELY RETURN NEXT YEAR ANSWERED LIKELY TO ATTEND SAME EVENT NEXT YEAR



Q: How likely would you describe your likely attendance in future at the following? (where 0 = Extremely unlikely and 10 = Extremely likely) (n=317)

BEST PARTS OF THE EVENT

- "Enjoy horse racing full stop. Have shares in a few, hopeful to get a runner in The Quokka one day" **The Quokka**
- "The atmosphere was electric. Everything was done exceptionally well" **The Quokka**
- "Anticipation and vibe on course pre-race. Commentary from mounting enclosure assisted both" **The Quokka**
- "Watching a class field of greyhounds in the feature. Fraternising with the media and racing participant cohorts." **The Sandgroper**
- "Having a horse in a race on the day and winning. Watching the crowd after the last race dancing and singing along to the band." **The Quokka**

- "The atmosphere, crowd and visiting horses, trainers and jockeys" **The Quokka**
- "The quality of dogs racing, great to see a crowd at the track." **The Sandgroper**
- "The special Quokka cocktails available. Fashion on the field. Band after the last race. The buzz leading up to and during the running of the race. Such a terrific day!" **The Quokka**
- "The excitement of the big crowd on course and the race itself. It was a ripper!" **The Nullarbor**
- "The race itself, watching some of Australia's best dogs compete" **The Sandgroper**

"Seeing eastern states horses and drivers compete" **The Nullarbor**

"The media coverage and on-course atmosphere even despite the weather" **The Nullarbor**

"Rockstar introductions of the jockeys and general atmosphere" **The Quokka**

"The atmosphere, crowd and spending by event motivated interstate and overseas visitors. It is estimated that the event generated nearly \$2.0 million of new money spent in the State." **The Quokka**

+ The Western Trilogy generated a total expenditure impact of \$5.9 million. This represents all spending related to the event.

+ When considering new money only, the event was responsible for bringing \$2.5 million of spending into Perth. This was the result of spending by event motivated interstate, interstate and overseas visitors to Perth.

+ The impact on Western Australia includes only the spending by event motivated interstate and overseas visitors. It is estimated that the event generated nearly \$2.0 million of new money spent in the State.