



# IGNITE YOUR POTENTIAL

Victorian Fisheries Authority  
Economic Benefit Report

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# Executive Summary

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## ► Executive Summary

### Over 9,500 visitors to the regions

- 1,796 visitors came to the Murrindindi region for the Goulburn Fishing Festival
- Approximately 7,000 visitors came to the Murrindindi region post the Goulburn Fishing Festival to take advantage of trout stocking in the area
- Totalling 8,796 visitors to the Murrindindi region (non-unique) between 1<sup>st</sup> September and 17<sup>th</sup> October specifically as a result of VFA initiatives
- 936 visitors came to the Ballarat region for the Ballarat Fishing Festival

### Over 1.6m contributed benefits to the LGAs

- \$76,452 was spent on accommodation by visitors to the Murrindindi region for the Goulburn Fishing Festival
- \$296,482 was spent on other amenities (primarily food and drink) by visitors to the Murrindindi region for the Goulburn Fishing Festival
- Totalling an economic contribution to the local Murrindindi economy of \$372,934
- \$203,732 was spent on accommodation by visitors to the Murrindindi region to take advantage of trout stocking in the area
- \$930,181 was spent on other amenities by visitors to take advantage of trout stocking in the area
- Totalling an economic contribution to the local Murrindindi economy of \$1,133,933
- The total economic contribution to the Murrindindi economy from both the Goulburn festival and trout stocking is estimated at \$1,506,867
- \$9,930 was spent on accommodation by visitors to the Ballarat region for the Ballarat Fishing Festival
- \$97,822 was spent on other amenities by visitors to the Ballarat region for the Ballarat Fishing Festival
- Totalling an economic contribution to the local Ballarat economy of \$107,752

### An exceptional experience and positive community benefit

- More than 4/5 of attendees had an exceptional experience at the fishing festivals (89% Goulburn, 87% Ballarat rate 7-10 satisfaction)
- More than 4/5 of attendees found the experience to be unique (85%)
- Activities are considered wide ranging and appropriate for children of all ages and adults

### ROO (return on objectives) for VFA

- 90% of children that are new to fishing (never fished or fished once/twice), will go fishing more often in the future as a direct result of their experience at the festivals



# Background and Methodology

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## ► Project Background

The Victorian Fisheries Authority (VFA) held two fishing festivals in Goulburn and Ballarat on September 1<sup>st</sup> 2018, to launch the opening of the trout fishing season. The festivals were primarily designed as a 'come and try' event for children and features included:

- Tuition and advice
- Trade expos / stalls
- Tours
- Trout stocking
- Workshops and demonstrations
- Carnival activities
- Prize draws
- Celebrities (Rex Hunt)
- Fireworks

A significant draw card of the Goulburn event in 2018 was the stocking of 2,000 large rainbow trout weighing up to 4kg and a combined weight of 7 tonnes, making it the biggest ever 24-hour stocking event in Fisheries' history. The stocking covered an area starting at the Goulburn River from Eildon pondage to below Yea. This turned what would usually be a one-day festival into an event of greater longevity, with repeat visitation to the region over the following weeks.

The VFA engaged The Kinetica Group to undertake an independent economic benefit evaluation of the festivals, repeat visitation as a result of trout stocking and assess the community benefit of this investment.

## ▶ Economic Benefit Methodology

To determine the 'Economic Benefit' to a local economy as a result of increased visitation to the region from an initiative/investment, The Kinetica Group uses the following robust methodology:

- I. **VISITATION** - Visitors, by definition, must have come from outside the region, i.e. outside of Murrindindi or Ballarat LGAs. The number of people in the travelling party is considered, as well as the individual respondent
- II. **SPECIFICITY** - Visitors to the region must have visited as a specific result of the initiative/investment – in this case, to go to the festivals specifically (EI analysis 1), or fishing as a result of the trout stocking (EI analysis 2). If they visited the region for another reason and then happened to go fishing, their expenditure does not contribute to the economic benefit as they were in the region regardless of the initiative/investment
- III. **STAY** - The number of visitors who stayed overnight in the region, the length of stay at a paid establishment and accommodation expenditure per night per person
- IV. **EXPENDITURE** - A calculation of all other expenditure (food/drink, petrol, tackle/equipment and entertainment), on a per person basis

For this assessment, analysis is based on the period:

- 1<sup>st</sup> September – for the festival economic benefit assessment
- 1<sup>st</sup> September - 17<sup>th</sup> October for the additional trout stocking economic benefit assessment



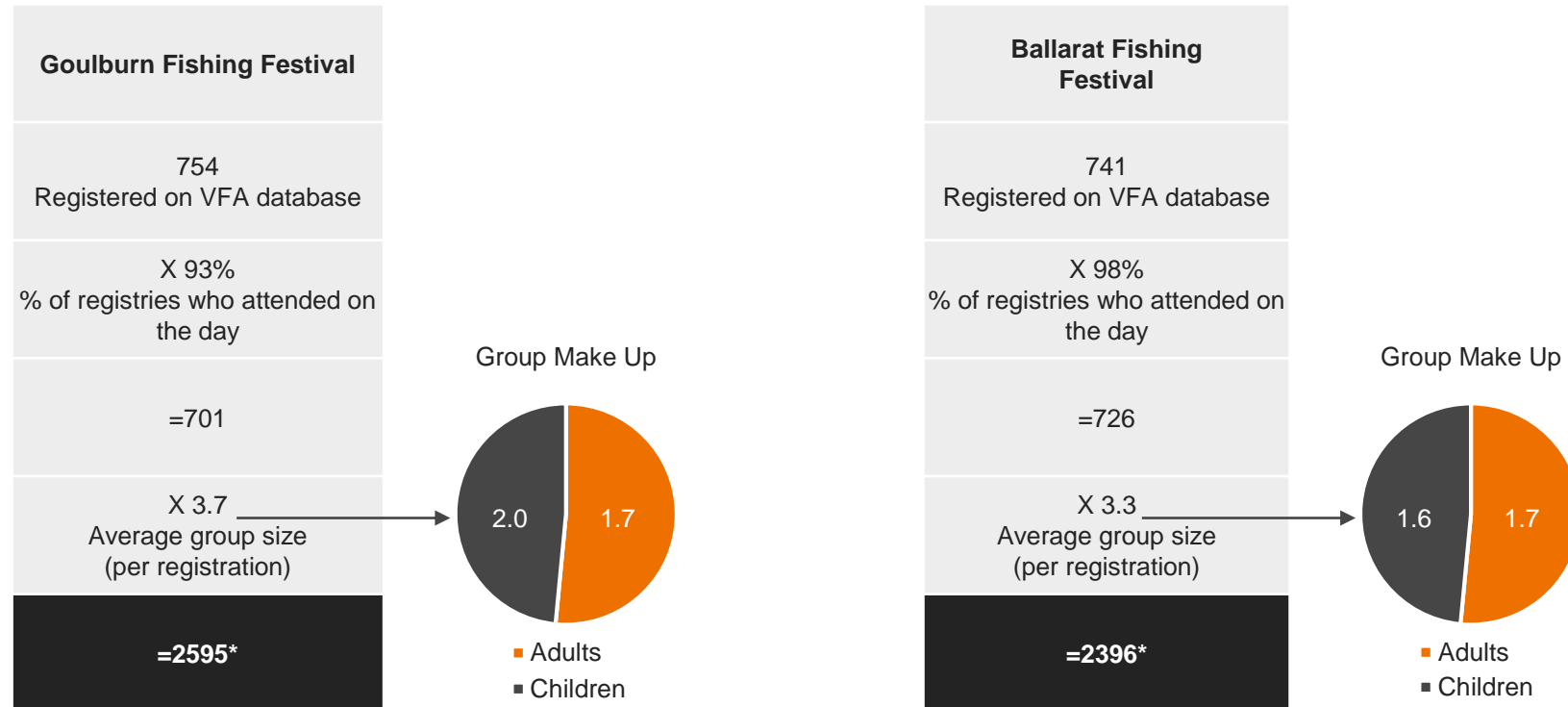
# Fishing Festivals – Economic Benefit

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## ▶ Both fishing festivals held on September 1<sup>st</sup> attracted over 2,000 visitors

### Visitation



#### Economic Benefit Variable

i. Visitation

ii. Specificity

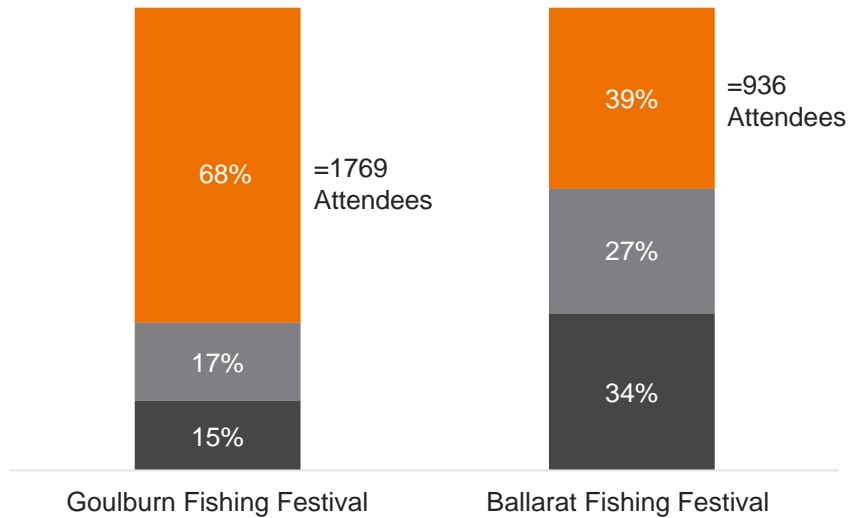
iii. Stay

iv. Expenditure

\*Conservative figures, do not account for festival attendees that did not register to fish and just attended festivities and/or fished at a location nearby independently. Note – as per advised by VFA, each family group accounts for one registration on the database only.

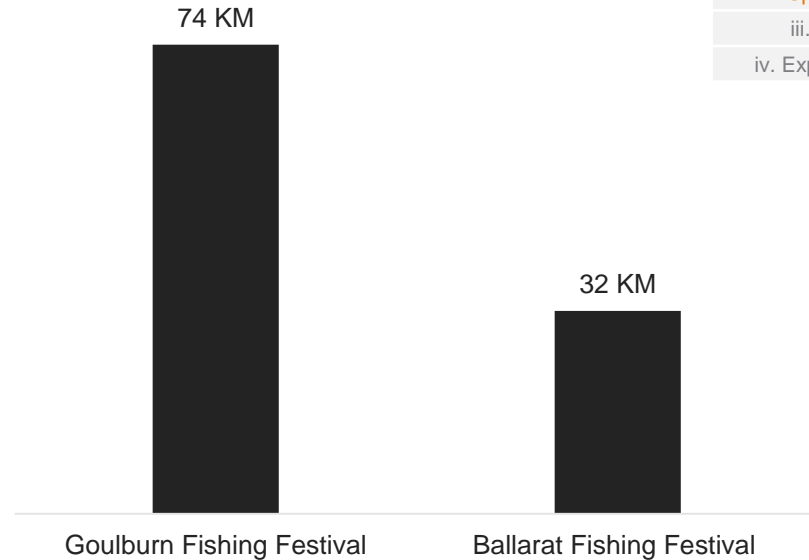
- The majority of visitors came from outside the local area and travelled a particularly long distance to be a part of the Goulburn Festival

### Attendee From...



- Outside Local Area (specifically in area for festival)
- Outside Local Area (not specifically in area for festival)
- Local Resident

### Distance Travelled...



#### Economic Benefit Variable

i. Visitation

ii. Specificity

iii. Stay

iv. Expenditure

- ▶ The Goulburn Festival lends itself to a weekend trip for nearly half of those that attended from outside the local area

## Overnight Visitors

(Travelled Specifically to Area for Festival)

*“All accommodation, other than the unpowered camp sites was completely booked out!”*

Local Business Owner

### Economic Benefit Variable

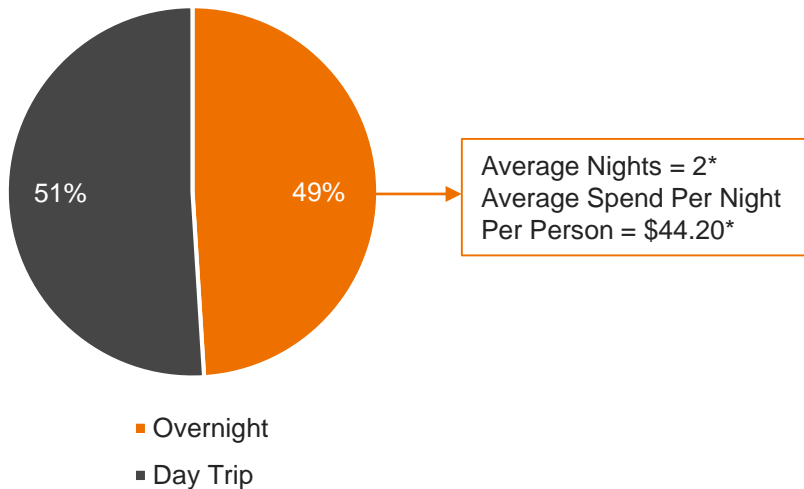
i. Visitation

ii. Specificity

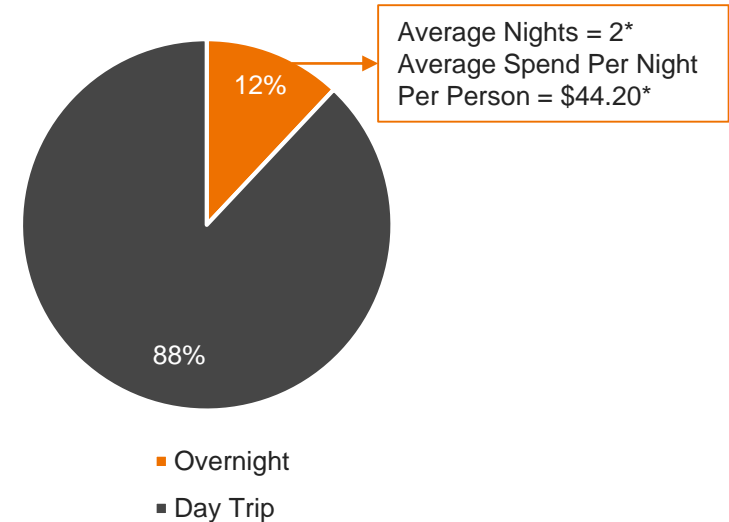
iii. Stay

iv. Expenditure

Goulburn Fishing Festival



Ballarat Fishing Festival



\*Average night and spend information analysed at collated Goulburn/Ballarat level to allow for statistically significant base size

- Being an all day event for families, non-locals spent mainly on food and drink, with little need for additional entertainment

## Expenditure Per Person

*“It was the best year we’ve had in the 8 years of the festival, it just keeps improving. I’ve been in business for 15 years and this was easily the best Fathers' Day weekend sales by 2-3 times”*

Local Business Owner

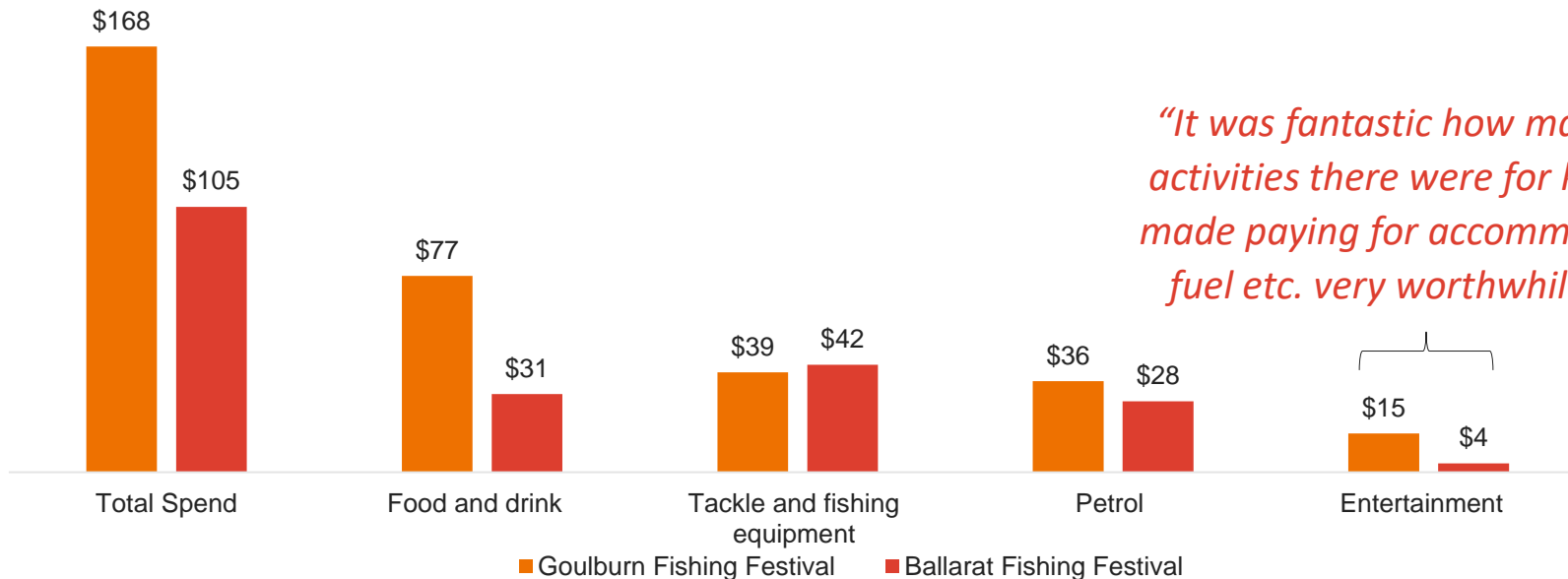
### Economic Benefit Variable

i. Visitation

ii. Specificity

iii. Stay

iv. Expenditure



*“It was fantastic how many free activities there were for kids!!! It made paying for accommodation, fuel etc. very worthwhile”* Visitor

- ▶ The estimated Economic Benefit of the Goulburn and Ballarat festivals was \$395k and \$111k respectively

Variable	Goulburn Fishing Festival Estimate	Ballarat Fishing Festival Estimate
<b>i. Visitation</b>		
Number of registries	754	741
% of registries that attended	93%	98%
Registries average group size	3.7	3.3
<b>Total Attendees</b>	<b>2,595</b>	<b>2,396</b>
<b>ii. Specificity</b>		
% of attendees came from outside local area specifically for initiative/investment	68%	39%
<b>Total Attendees Included in EI Assessment</b>	<b>1769</b>	<b>936</b>
<b>iii. Stay</b>		
% stayed overnight in paid accommodation	49%	12%
Average number of nights stayed in local area	2.0	2.0
Average price per person per night paid for accommodation	\$44.20	\$44.20
<b>Total Accommodation Expenditure</b>	<b>\$76,452</b>	<b>\$9,930</b>
<b>iv. Expenditure</b>		
Average price per person - Food and drink	\$77.30	\$30.80
Average price per person - Tackle and equipment	\$39.30	\$42.30
Average price per person - Petrol	\$35.80	\$27.90
Average price per person - Entertainment	\$15.20	\$3.50
Total average price per person	\$167.60	\$104.50
<b>Total Non-Accommodation Expenditure</b>	<b>\$296,482</b>	<b>\$97,822</b>
<b>Total Economic Benefit</b>	<b>\$372,934</b>	<b>\$107,752</b>

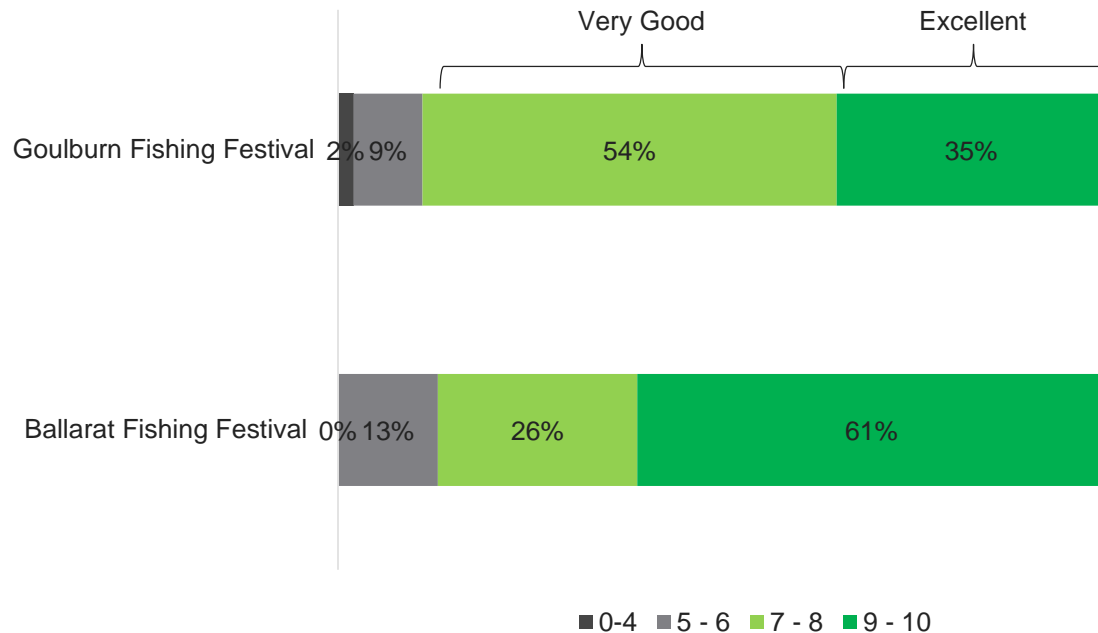


# Fishing Festivals – Community Benefit

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- ▶ The festivals provide an excellent experience, with many different activities of interest and catering to a broad audience

## Event Satisfaction



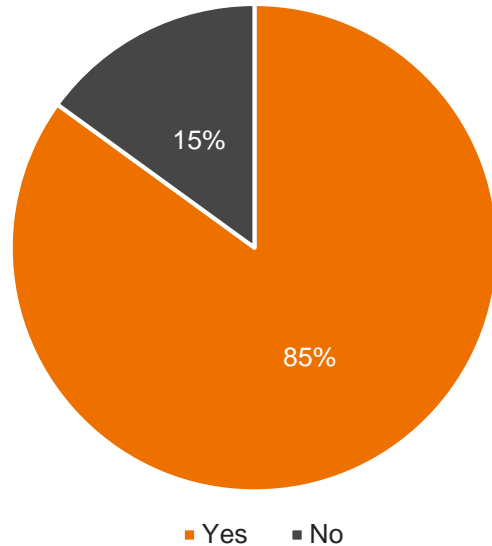
*“I think the weekend covers all aspects from grassroots to people who have fished for ever! It’s the 5<sup>th</sup> or 6<sup>th</sup> opening we have been to and we have no reason to stop!”*

*“Lots for the kids to see and do. Heaps of fish to catch. Casting lessons were great. Loved the cooking demonstration and display from Snobs Creek”*

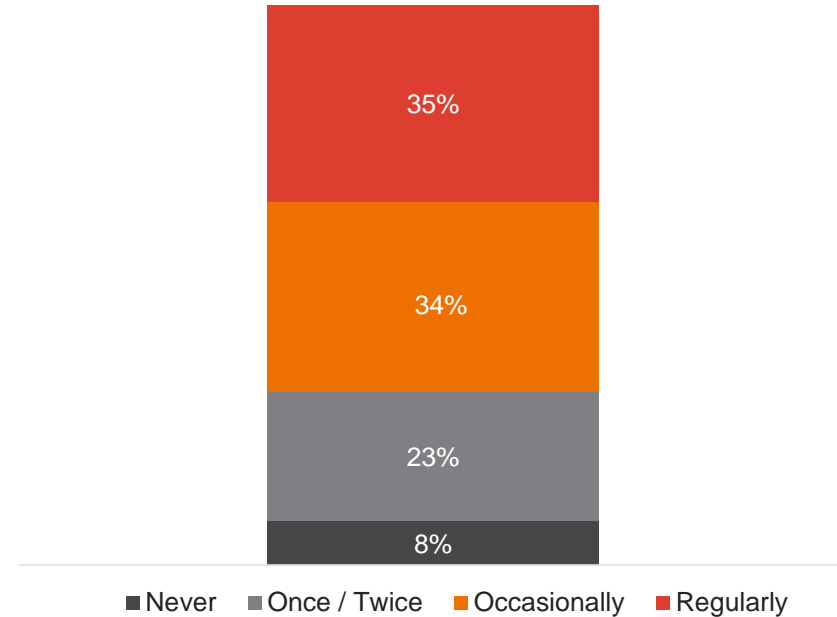
*“I think it was run really well and it had lots for the kids and family alike to get everyone into fishing as a family”*

- ▶ The experience is unique in nature, with many children having never or rarely had the opportunity to fish before

### Unique Experience



### Children's Past Fishing Experience



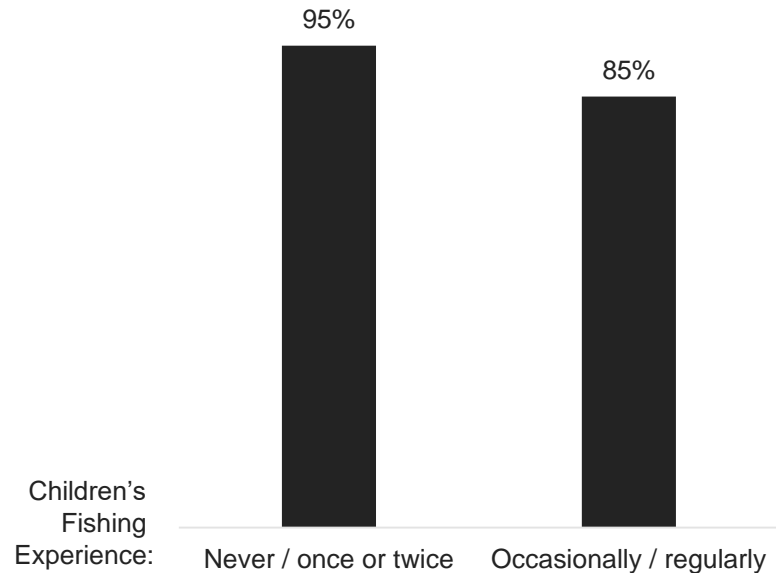


- ▶ A lack of expertise does not hinder the experience, giving novices a positive introduction, helping drive future growth of the sport

### Event Satisfaction

(Rate 7-10, Very Good – Excellent)

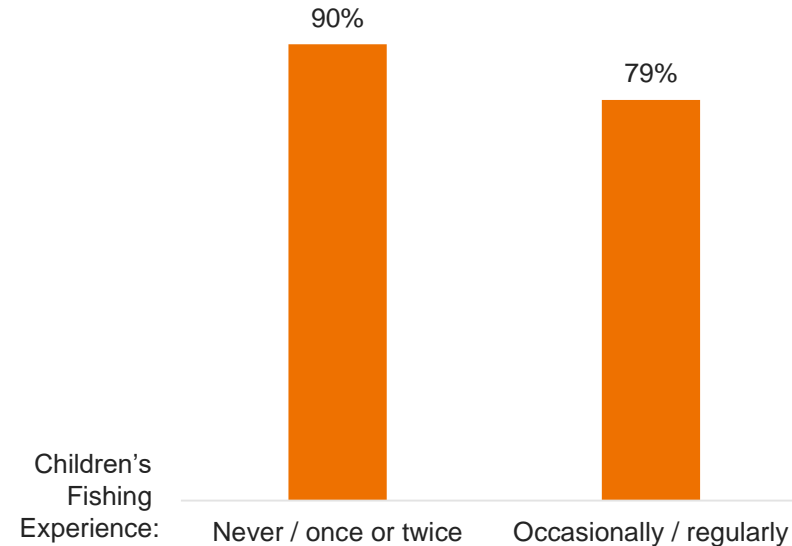
(By Level of Expertise)



### Future Fishing Intention

(Children likely to fish more often as a result of festival experience)

(By Level of Expertise)





# Trout Stocking – Economic Benefit

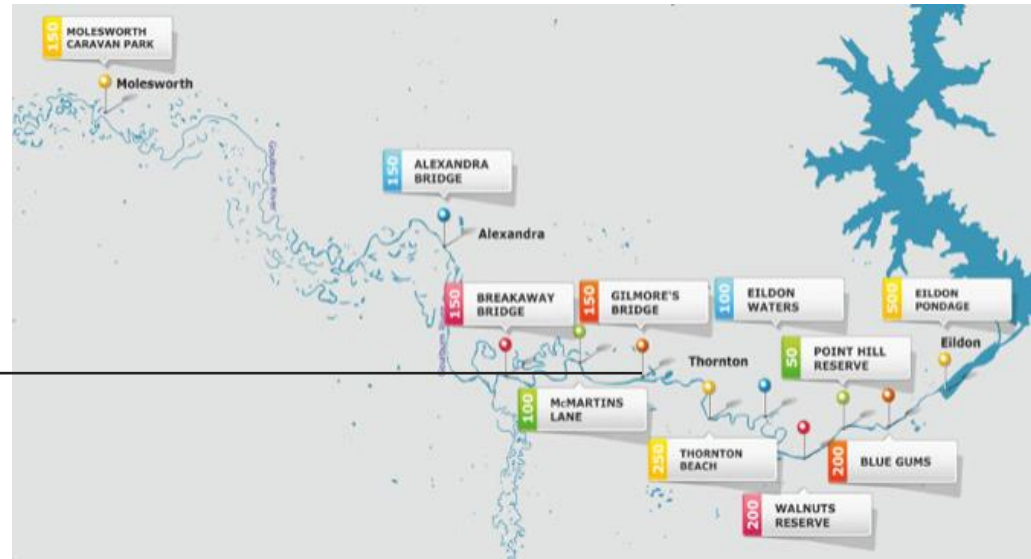
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- ▶ Trout Stocking in the Murrindindi was dispersed across the region, drawing anglers to different locations

## Stocking Locations

*“It injected a vibe into the whole shire that was infectious. From below pondage all the way to Yea was crazy’, it fired up the whole area for 6 weeks”*

Local Business Owner



Approx. no. fishers\*

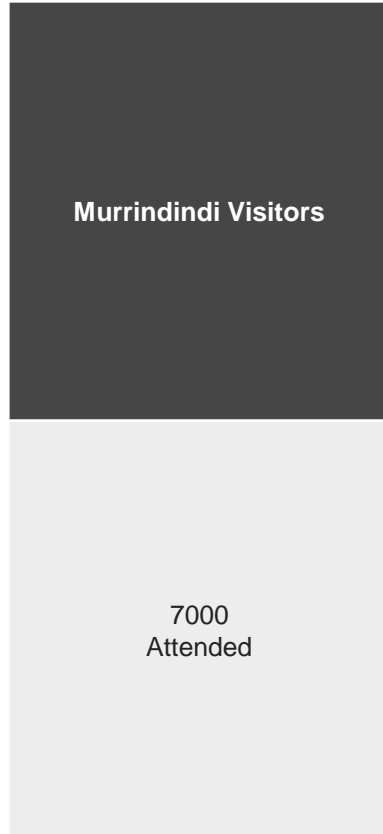
week 1	2500
week 2	1500
week 3	1000
week 4	1000
week 5	500
week 6	500

At peak periods over 50 cars were parked at Gilmore's Bridge and over 100 fishers spotted in the area at the same time

\*Based on information from fisheries officers at snobs creek on the Goulburn, 500 inspection undertaken 1<sup>st</sup> weekend, 300 2<sup>nd</sup> weekend – inspect approx. 20% of fishers.

- ▶ Almost 6,000 fishers were noted in the region as a direct benefit of trout stocking

## Visitation



7000 Fishers

X 83%

% from outside local area and specifically in area to fish due to Trout Stocking

**=5810 Fishers**

### Economic Benefit Variable

i. Visitation

ii. Specificity

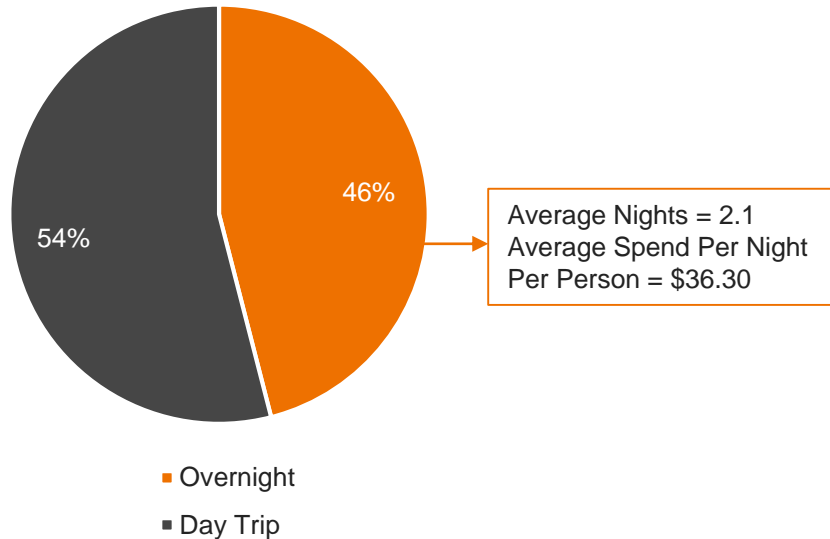
iii. Stay

iv. Expenditure

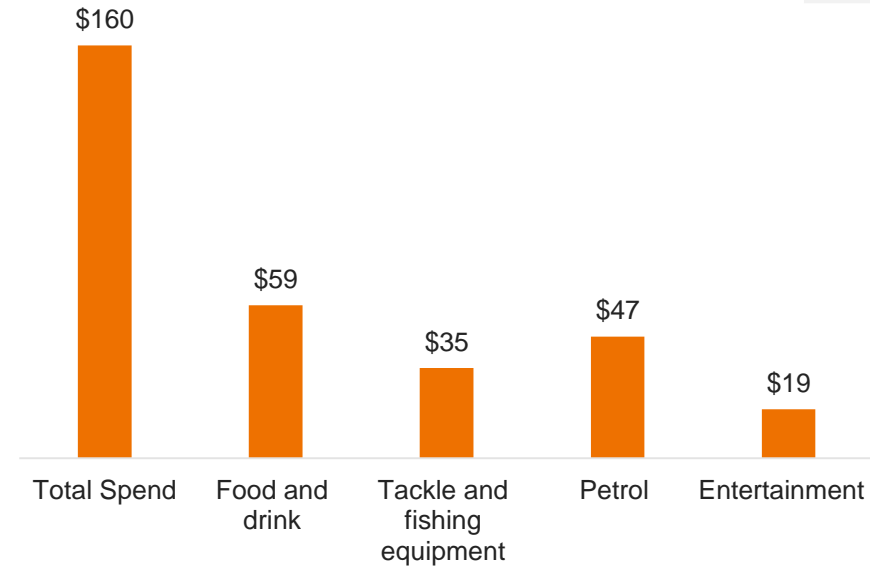
- ▶ Almost half chose to make the experience a multi-day activity, spending on accommodation and amenities in the area during their stay

## Overnight Visitors

(Travelled Specifically to Area for Trout Stocking)



## Expenditure Per Person



### Economic Benefit Variable

i. Visitation

ii. Specificity

iii. Stay

iv. Expenditure

▶ The estimated Economic Benefit of trout stocking in the Murrindindi region is \$1.1m

Variable	Trout Stocking Estimate
<b>i. Visitation</b>	
Number of attendees	7,000
<b>Total Attendees</b>	<b>7,000</b>
<b>ii. Specificity</b>	
% of attendees came from outside local area specifically for initiative/investment	83%
<b>Total Attendees Included in EI Assessment</b>	<b>5,810</b>
<b>iii. Stay</b>	
% stayed overnight in paid accommodation	46%
Average number of nights stayed in local area	2.1
Average price per person per night paid for accommodation	\$36.30
<b>Total Accommodation Expenditure</b>	<b>\$203,732</b>
<b>iv. Expenditure</b>	
Average price per person - Food and drink	\$59.20
Average price per person - Tackle and equipment	\$34.90
Average price per person - Petrol	\$47.10
Average price per person - Entertainment	\$18.90
Total average price per person	\$160.10
<b>Total Non-Accommodation Expenditure</b>	<b>\$930,181</b>
<b>Total Economic Benefit</b>	<b>\$1,133,913</b>



# Appendix

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## ▶ Respondent Profile

Sample Specifics	Ballarat Fishing Festival Respondent	Goulburn Fishing Festival Respondent	Murrindindi Trout Stocking Respondent
Source	Registered Database	Registered Database	VFA Facebook Group
Size	N=66	N=73	N=141
Respondent Gender			
Female	28%	24%	11%
Male	72%	76%	89%
Respondent Age			
16-34	22%	23%	30%
35-54	59%	65%	52%
55+	19%	12%	18%
Caught Fish At Event			
Yes	11%	23%	62%
No	89%	77%	38%





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