



Walcha Motorcycle Rally 2022



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Walcha Motorcycle Rally 2022

1.1 Introduction

The motorcycling demographic are the perfect audience to target for a major event to attract visitation and return visitors to Walcha. Our accommodation providers are already set up to host motorcyclists - add to that our reputation for the quality of riding in the area and it is the perfect fit for a tourism major event. Tamworth has Country Music Festival and Walcha has a high quality Motorcycle Rally.

Motorcyclists have a high disposable income, cannot carry much on bikes so purchase in town. They don't mind camping, and with Walcha's limited accommodation, which is booked out quickly during large events, this demographic are more than happy to pay to camp at the showground.

Grey nomads are very important to local economies but they are more self-sufficient. Motorcyclists stay in local accommodation and have to buy all their food and meals. The Australian Financial Review says "motorcyclists pump money into an economy because they are independent travellers, likely to make spur-of-the-moment decisions and pay the full rates".

1.2 Council support for the event

Developing tourism products is a part of Council's Strategic Plan - Walcha 2032 goals:

- *2.1.2 Develop and market tourism products targeting identified markets*
- *2.1.3 Develop activities that encourage increased visitation*

At the Council meeting held on 27 April 2022, Council resolved to:

173 *RESOLVED on the Motion of Councillors Kermode and Berry that Council:*

1. *RESOLVE to seed-fund, underwrite and manage the Walcha Motorcycle Rally for a period of three (3) years, noting annual financial risk allocation of \$155,000 and an allocated annual budget of \$35,000.*

1.3 Grant funding for the event

\$20,000 Incubator Funding Regional Events from Destination NSW was received plus \$4,503 of COVID Supplementary funding. A Regional NSW Community grant of \$7,500 also assisted with costs.

1.4 Event Objectives

The Walcha Motorcycle Rally's aim is to:

- Bring visitors to Walcha and enhance the tourism profile of Walcha,
- Provide a bespoke motorcycle event in Walcha for motorcycle enthusiasts
- Provide a financial boost to local businesses from the large influx of people attending the 2-day event.

The project goal is to provide an economic boost to the local businesses and encourage future visitation to Walcha for motorcyclists and motorcycle enthusiasts. Walcha sits on the crossroads of two of the best rides in NSW and also has hundreds of kilometres of gravel roads to explore. Motorcyclists have always been attracted to Walcha so an event to celebrate and encourage them to spend their tourism dollars here for a multiple night stay and return each year is the objective of the Rally.

1.5 Event Outcomes

The project was a success, based on the following:

- The number of Rally tickets, camping tickets and merchandise sold
- Number of people attending the event
- Positive comments and feedback received
- Amount of press coverage
- Enquiries about future Walcha Motorcycle Rally's
- The number of people who had not visited Walcha prior to the Rally but will be returning to visit again.
- The number of visitors who spent money in local businesses.

A number of local businesses were supported by the Motorcycle Rally. Goods and services were purchased from the following local businesses:

- Richardson's Home Timber and Hardware
- Foodworks
- IGA
- Cross Bros. Butchery
- Alternation Pty Ltd
- Sew On Embroidery
- Walcha Telecottage
- Plumbtree Cottage
- Apsley Motors

- Walcha Showground Trust
- Megan Scrivener design
- Apsley Arms Hotel

The event involved showcasing Walcha and its natural beauty through Adventure rides on both days, music entertainment, a show & shine, stunt rider, competitions, barrel racing, demolition derby, spectator events at the showground, a celebrity MC, and shuttle transport on a loop to the town (a short 1.5km away).

1.6 Organising Committee & volunteers

The Walcha Motorcycle Rally Committee is an Advisory Committee of Council made up of two permanent part time tourism staff from Walcha Council and volunteers from the Walcha local community. Walcha Council's Insurance provided coverage for volunteer committee members during this event.

The committee members worked very hard over the weekend on various tasks and jobs leading up to and during the two-day event.

1.7 Financials

Total profit for 2022 event \$2,632. The allowed \$35,000 Council budget was not needed for the 2022 event.

The 2022 Motorcycle Rally cost \$114,511 to stage. Grants totaling \$32,003 (including \$4,503 of COVID supplementary funding) were obtained for this event.

A large number of people (approx. 500) purchased tickets, camping and merchandise at the Gate/Registration tent on the day.

The pre-purchase sale totals were:

- Full 2-Day Rally Pass 302 @ \$55 (early bird price)
- Full 2-Day Rally Pass 69 @ \$60
- Day Passes 108 @ \$30
- Local Entry 165 @ \$15
- Merchandise Packs 129 @ \$50
- Camping 237 @ \$30

INCOME ex GST	Budget	Actuals
Sales (pre-event) – actuals includes tickets, merchandise and camping	\$33,000	\$36,605
Bar sales	\$15,000	\$18,173
Merchandise sales	\$20,000	
Camping	\$4,500	
Gate sales –actuals includes tickets, merchandise and camping	\$17,000	\$19,118
Grants	\$20,000	\$32,003
Exhibitor Fees	\$2,600	\$3,559
Sponsorship	\$10,000	\$6,727
Other		\$958
Wheelie Machine (cancelled)	\$1,500	\$0
TOTAL	\$123,600	\$117,143

EXPENDITURE ex GST	Budget	Actuals
Wages & plant hire	\$41,000	\$21,995
Advertising & promotion	\$9,620	\$9,476
Security & site management	\$16,200	\$14,625
Set up costs	\$2,100	\$0
Printing		\$847
Merchandise	\$6,800	\$4,651
Volunteer Expenses	\$1,500	\$1,250
Hire equipment	\$3,500	\$12,363
MC & Entertainment	\$24,900	\$12,000
Contracted staff	\$5,000	\$8305
Bus hire	\$5,000	\$500
Prize money	\$2,500	\$3,450
Donations – Golf Club & RV events	\$4,000	\$3,700
Bar expenses	\$7,000	\$5,372
Showground hire	\$5,000	\$4,620
Signage	\$500	\$2,000

Traffic control	\$2,500	\$901
Accommodation		\$1,357
Waste removal	\$600	\$826
Ticketing commission	\$1,200	\$1,337
Wheelie Machine (cancelled)	\$5,300	\$0
Miscellaneous		\$4,936
TOTAL	\$144,220	\$114,511

Event income and expenditure can be reviewed by looking at:

- *Council work order WO5528*
- *income numbers 1930.130.220, 1930.130.110 and 1930.130.233*

1.8 Estimated Economic benefit for Walcha

With approximately 1400 (950 in 2021) people attending the showground over the 2.5 day event the Walcha Motorcycle Rally proved to be a great success. This number includes those with free entry which was made up of children 16 and under, volunteers, exhibitors, sponsors & media.

The main events and activities are run on Friday and Saturday (to capitalize on when our local businesses are open) with most attendees arriving on Thursday and leaving early Sunday morning. Many stayed in Walcha for 3 nights. Over the three-day period there were approximately 430 people staying per night (180 beds in Walcha plus 250 campers at showground) x average of 2.5 nights = 1,075 overnight stays in Walcha. Approx. 175 locals purchased tickets (this doesn't include the approx. 60 locals volunteering at the event. 108 Day Passes were pre-sold, with many more day passes sold at the gate. Hundreds more came to Walcha for the day to soak up the atmosphere and enjoy the street procession and farmers' market.

EFTPOS worked well, both at registrations desk and at the bar. Money was removed from site and taken at the end of both days and secured.

Local food outlets, supermarkets, accommodation providers, fuel and other retailers were also supported by the increase in visitors to the area.

Responses to our post event survey to ticketholders showed that 98% of attendees visited and spent money in our local businesses.

Using calculations from the Destination NSW National Visitor Survey - Travel to Regional NSW (March 2022), on a per person spend it is estimated that the 2022 Walcha Motorcycle Rally brought an estimated economic benefit to the Walcha community of approximately \$242,700.

Source: [Time Series \(destinationnsw.com.au\)](https://destinationnsw.com.au)

Figures are based on 430 overnight stays and a minimum 400 day trippers (as we recognise not all day trippers would have spent significantly in town)

Visitor	Average Spend	No. people	Estimated economic stimulus
Overnight stays (430 x av. 2.5 nights stay)	\$180.00	1,075	\$193,500.00
Day Tripper	\$123.00	400	\$49,200.00
TOTAL			\$242,700.00

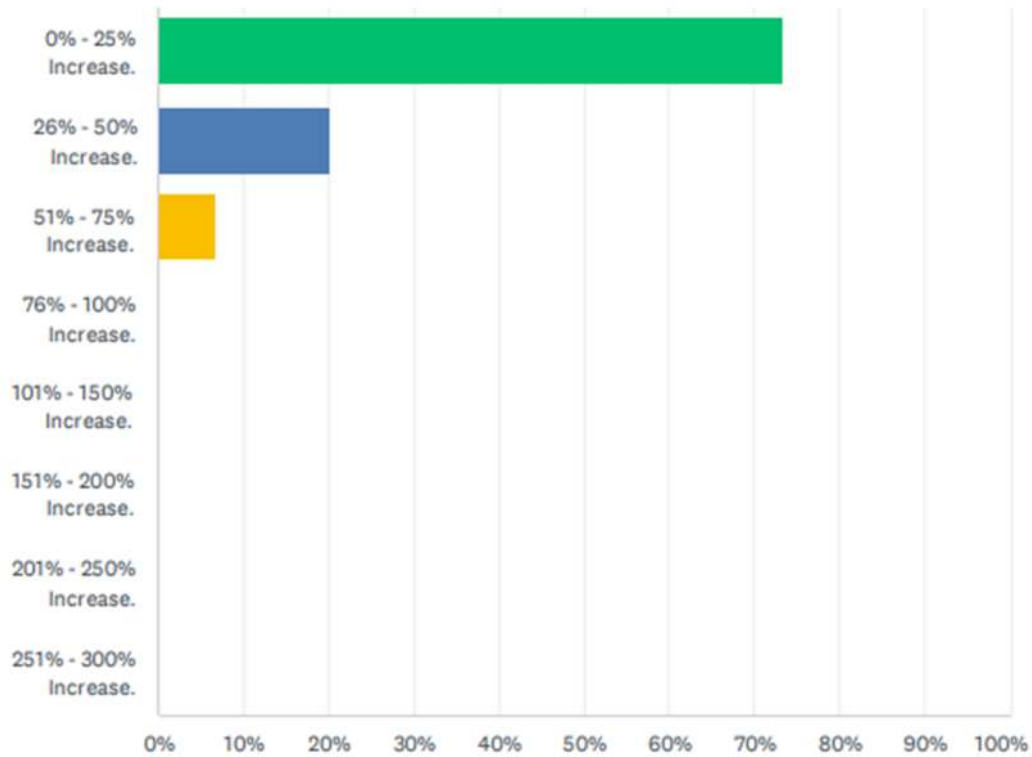
This is not quantifiable and a portion of event spending will be taken out of the LGA however based on rider and business response suggests that local businesses have benefited from the event.

1.9 Feedback & Evaluation

BUSINESS FEEDBACK

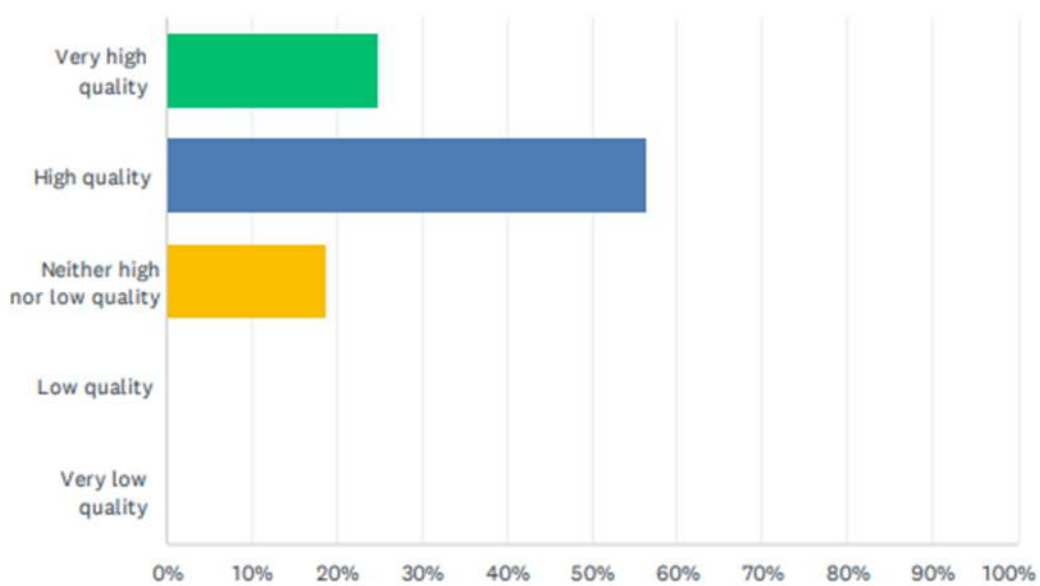
45 Businesses were emailed a link to respond to a survey and 17 responded

Sales



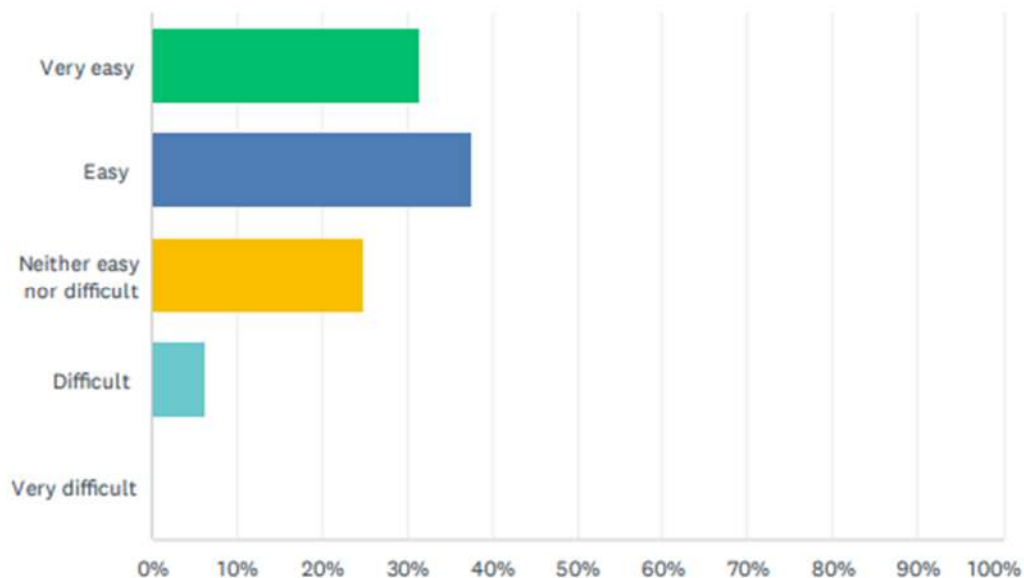
The businesses who responded to the survey said an increase in sales was noticed during the event.

Organisation



Overall Organisation of the Event from businesses' perspective

Communication



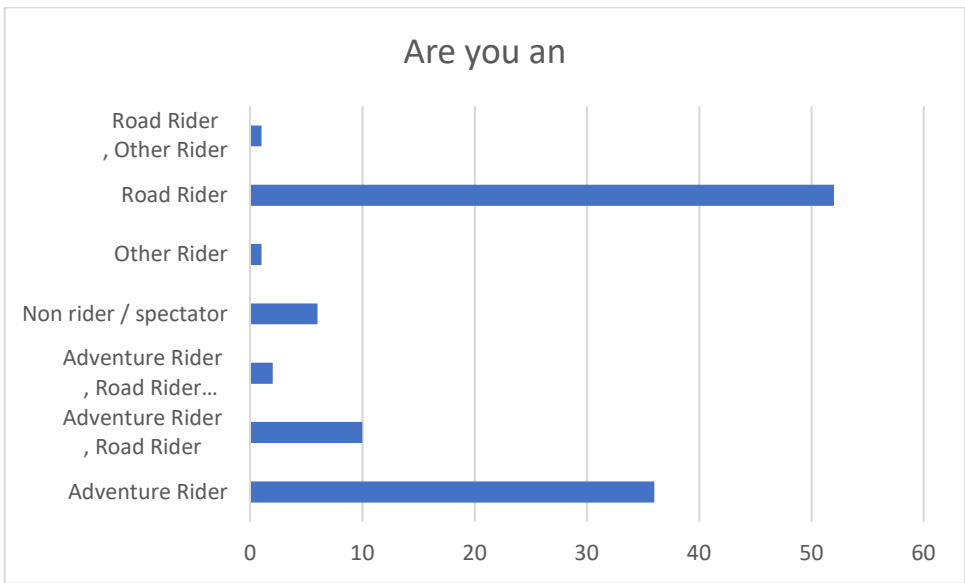
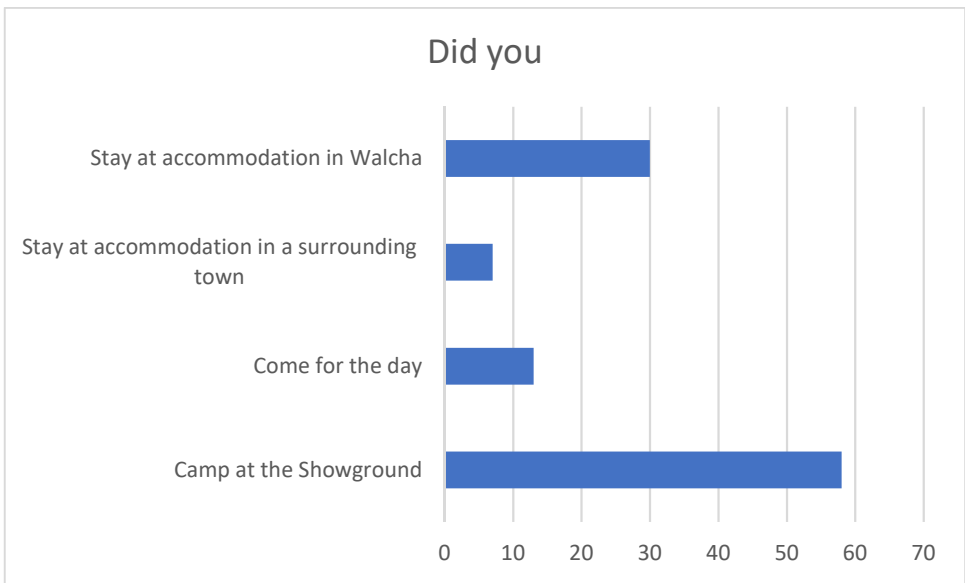
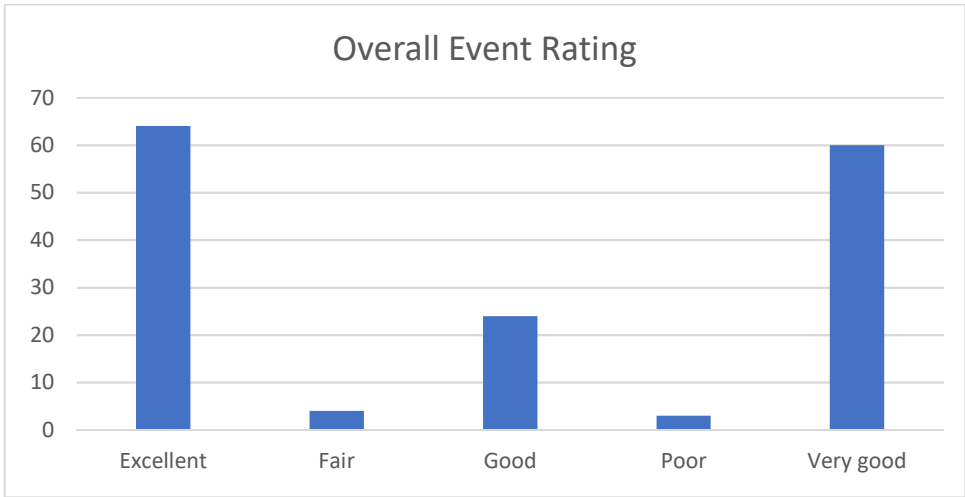
1.10 Feedback from event attendees

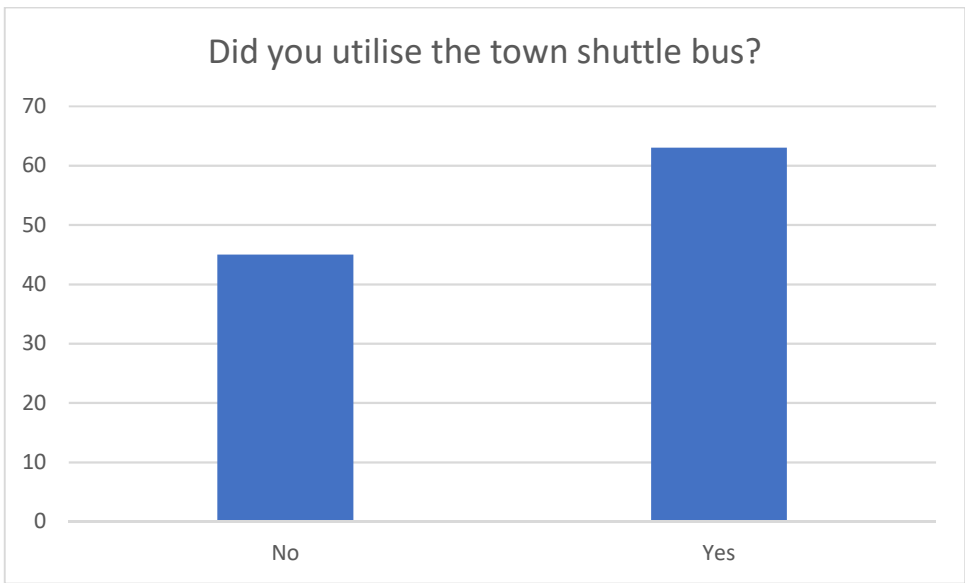
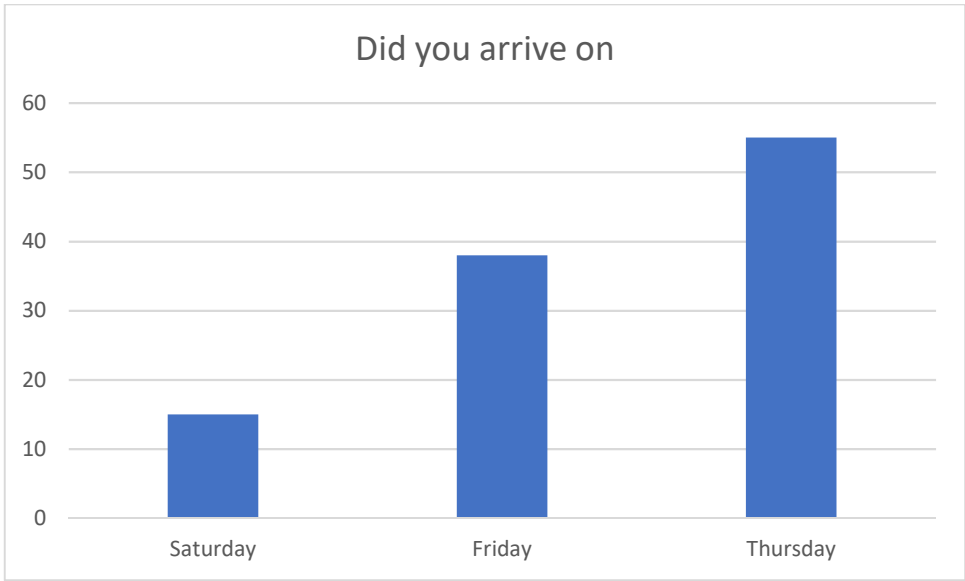
The majority of attendees were from New South Wales, with a large contingent from Queensland, and a small number of attendees from Victoria, South Australian and Tasmania.

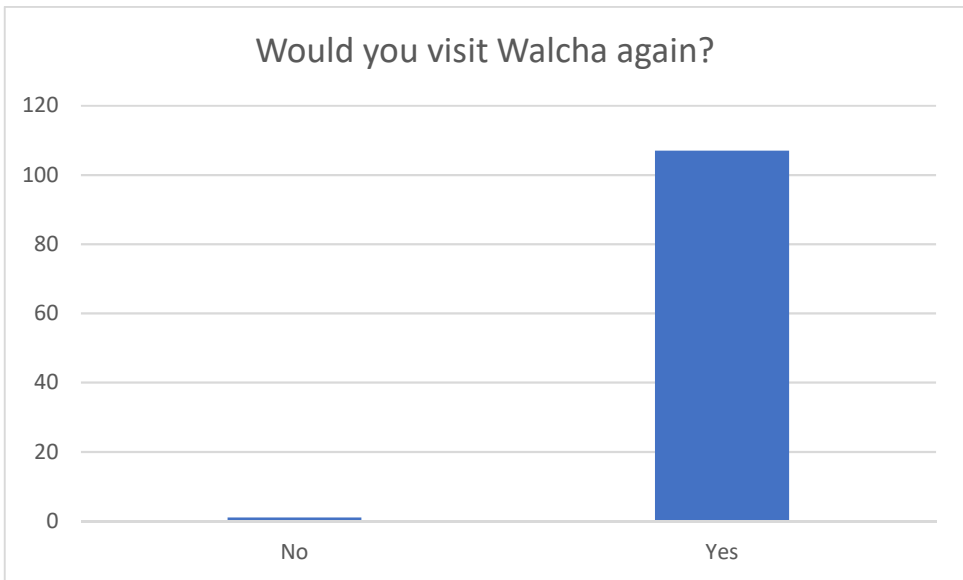
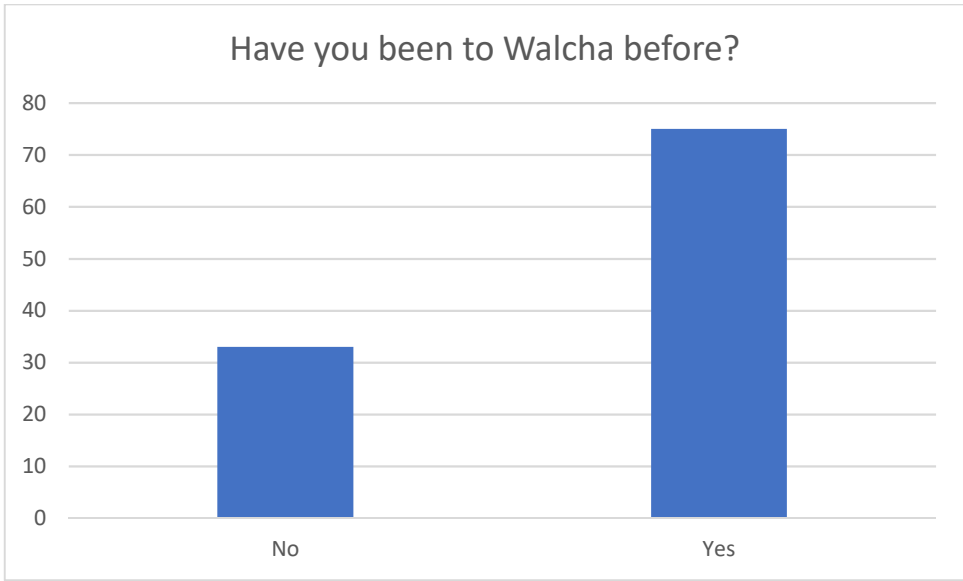
Participant feedback was formally conducted through FLOKTU to ticketholders, within one week post event. We received 109 responses. Questions were asked, such as:

- Which elements did you like most about the Rally?
- Do you have any suggestions for how the event could be improved?
- Did you visit any of our local businesses?
- Have you visited Walcha before? Would you visit again?
- Is there anything else you would like to share about your experience?
- Please leave us a Review (optional)

This feedback will be used when planning the 2023 event.







Ticketholder reviews and feedback from post event survey:

- The Rally Info brochure was first class (locations and opening hours of the town businesses and showground activities etc). Whoever went to the trouble to put that together take a bow.
- The whole event from start to finish was a great time. Value is very good, everyone seemed to be a good person & friendly. The organisation & helpful staff could not be better. I loved it & will definitely be back.
- Fantastic event with something for every type of rider. Adventure Rides were easy and a great way to see the surrounding countryside. Day and night entertainment was excellent and plenty of awesome bikes to look at. Everyone was friendly and vendors

willing to have a good chat. Shuttle bus was hands down brilliant doing laps of town pubs and accommodation. Thanks to the event organisers, we'll be definitely attending the 2023 Walcha Motorcycle Rally.

- A very well organised event gaining popularity as word spreads.
- We are looking forward to next year's event already.
- Absolutely great event, we'll be back next year. Thank you very much.
- Will be purchasing tickets for 2023 as soon as they become available. When??
- As a local of Walcha it was great to see this event here again.
- Ten out of Ten to the Organization and Volunteers
- The Walcha bike festival is a great event with well organised rides and great facilities at the showground for camping. The bathroom for camp area 2 was excellent. I attend to inject my cash into the local economy and besides spending four days riding with your mates is not a bad way to spend your time.
- I was in Walcha for 4 days & spent about \$1000 on food, drinks, purchases at many businesses in Walcha & surrounding areas. I spoke to many business owners who were grateful of the event. I'm bringing my family back to Walcha to show them around.
- We will be back for the Rally. We love Walcha and surrounds so probably will be back before then.
- Organising folks friendly and happy with nothing to much trouble. A truly well run fun event. Be back next year.
- Volunteer staff all friendly. Had great accom at Walcha Cafe and accommodation
- Great rally enjoyed my time in Walcha stayed a couple of extra days Sunday & Monday nights in Walcha
- A great event, my crew went from 5 last year to 13 this year.. I feel next year we'll have even more!!
- I live here, great atmosphere around town and in showground
- Had a great time with our group of 16 adventurer riders. Well organized. Rides well signed, shuttle bus was ace.
- This is my 2nd Walcha Motorcycle Rally and it definitely won't be my last. It is a great relaxed, welcoming and inclusive event.
- The best rally I have been to so far, as we are retired we will offer to help out next year
- Great town, great weekend. When a town is on board with an event, you know it's going to be good.
- Wonderful event set in a beautiful part of the country. Well worth the trip

- Highly recommended taking the family for an enjoyable weekend.
- We rode from Ipswich and will defiantly be there again next year had a blast.
- If there's a way for the petrol stations to be open longer at least by 8 or 8:30pm for the event. It was very limiting when you arrive, set-up do a couple things and not realise what the time was.
- It would be good if there was more accommodation available in the town

1.11 Event planning details

1.11.1 SOCIAL MEDIA & PRESS

The Walcha Motorcycle Rally was promoted leading up to the event through printed media publications, online publications, the Apsley Advocate and also heavily on social media through the Rally's Facebook and Instagram pages. There was also paid advertising in various motorcycle publications leading up to the event. The Tourism Coordinator undertook interviews with 2AD and with the Northern Daily Leader in the lead up to the event. Both Prime 7 news and NDL attended the Rally to do a story.

The Rally Facebook page followers grew significantly to 2000 followers. Posting in the lead up to the event was managed by tourism, with posts being widely shared and generating much engagement. Posting during the event was outsourced to the official Rally photographer (Bugsy Plowman Photography). Quality images were shared with great engagement from visitors and locals on social media. These images will also be used for promoting next year's event.

1.11.2 FLOCKTU

Pre-purchased tickets worked very well through Flocktu, and were a great company to work with. They assisted with a post survey evaluation of the event as well.

1.11.3 RISKS AND INCIDENTS

Risks identified prior to the Walcha Motorcycle Rally included physical injury such as bike related injuries (falling off bike), dehydration, riding injuries, injury due to intoxication.

Risk assessments completed prior to the event were:

- Main site- Walcha Showground
- Medical Response Plan (HNEH required, private provider-Beneficial Safety)

Fortunately, there was **minimal WHS** incidents. We had two (2) minor incidents. These incidents were:

- Thursday 17th November – Ambulance was called for a person with a medical emergency
- Friday 18th November – an intoxicated person was spoken to by police and continued to cause disruption so was charged and removed from campground.

Local police provided positive feedback regarding the staging and organisation of the event and were happy with the behavior of attendees.

1.11.4 VOLUNTEERS & STAFF

We had a large number of volunteers (approx. 60) sign up to be a “Friend of the Rally”. Volunteers were given a free t-shirt, and provided with a meal and a drink. Volunteers were allocated times and duties on a roster, including: -

- Manning Main Gate & North Street gate
- Driving Shuttle bus
- Manning Registration / Information tent
- Rubbish removal
- Putting up directional and information signage

Duties undertaken by members of staff, included:

- Event planning, communication & organisation
- Mowing
- Set up
- Cleaning
- Ticket/Merchandise Tent
- Traffic control (contractors)
- Dirt Bike barrel race organisation

1.11.5 INDEMNITY, INSURANCE & OTHER FACTORS

By using an online registration portal, we are in accordance with the Privacy Act, and covered by Flocktu’s [Privacy Policy](#).

Walcha Council currently holds a current Public Liability Insurance and Professional Indemnity policy, and our insurer’s were notified prior to the event to ensure it was covered.

1.11.6 LOGISTICS

An experienced site manager was engaged to assist with the delivery of the event. This was very effective in dealing with issues that arose during the weekend. The inclusion of the site manager is something that should be repeated for the 2023 event.

1.11.7 WHAT NEXT?

The Advisory Committee will commence work to organise the 2023 event in early 2023. Having the knowledge that Council has provided a budget of up to \$35,000 per year until 2024 (inclusive) gives us the freedom to commence work for 2023.

The budget for the 2023 event will be presented in early 2023, and prices for tickets, merchandise and bar sales will also be set at that time.