



2023 Walcha Motorcycle Rally Post Event Report



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Executive Summary

The 3rd Walcha Motorcycle Rally was held on 17 and 18 November and was fortunate to again be a fine weather event, attracting visitors from across Australia.

1570 people attended the event, bringing an estimated \$ 367,800 economic boost to the local economy. [NSW Tourism Regions Infographics \(sanity.io\)](https://sanity.io)

Revenue was \$115,665.81

Average age of attendees was 50 to 69 years.

Average length of stay for travellers from outside our LGA was 3 days.

People attended from as far north as Rockhampton and as far south as Tasmania.

Women riders attended in larger numbers this year due to promotion of Australasian Women's Motorcycle Ride Day. Once again, the organised rides were popular as well as the family friendly events held throughout the day at the showground. The street procession and demolition derby were a highlight for many, especially for visitors from the city.

One area that could be improved upon is coming up with some more ways to bring events back into the town, which is difficult when the event is ticketed at the showground. The free shuttle bus is well serviced by visitors, allowing them to easily access the shops and venues in town.

The event had great coverage from media both locally (in print and television) and via post event write ups in national motorcycling publications.

"I enjoyed my weekend in Walcha, it is such a beautiful small country town. I was made to feel very welcome from the entry signs as you enter town and the local residents, businesses. Definitely coming back, thanks."

"I had a wonderful time at the rally again this year. Will definitely be attending the next one. We had a ball watching the postie bike soccer and the Enduro track. The organised road and off road rides were memorable and well catered for every rider. Thanks to the organisers for such a great event. Looking forward to doing it all again!"

Attendee

1. Post-Event Evaluation

1.1 Event Surveys and Feedback

Online surveys were made available through SurveyMonkey to gather feedback from attendees, stallholders, volunteers, sponsors and local businesses. The survey link was distributed via email.

Informal feedback was received via the event's email address and social media pages. It is pleasing to see attendees and stakeholders willingly providing feedback and constructive advice.

Feedback was also sought via a community de-brief, where interested community members and stakeholders attended an evening to provide feedback on the event. Survey results are available on Council's website at

KEY RECOMMENDATIONS:

To improve this area next year, ensure surveys are ready to go out straight after the event and give a clear date for completion. Also add link to event Facebook page to endeavour to capture more responses. Ensure that the community debrief is done sooner after the event.

1.2 Committee Debrief

An event debrief was held with the executive committee on 30 November 2023. This debrief allowed each committee member to provide constructive feedback on how their area of responsibility could be enhanced.

2. Administration and Governance

2.1 Event Organisation Structure

The success of the event is due to the teamwork and commitment of the committee and volunteers, particularly the following staff, committee members and coordinators:

Committee	Coordinator
Tourism Coordinator	Lisa Kirton
Tourism Officer	Jorja Creighton
Exec Manager, Community & Tourism	Karen Kermode
Advisory Committee members	Karen Barnes
	Tracey Hoy

	Andy Burwell
	Kim Barnet
	Jason Cox
	Shane Carey

Area	Key Member / Person
Rides	Kim Barnet, Andy Burwell, Shane Carey
Show & Shine	Jason Cox
Bar	Miles Archdale
Gates, event expertise	Karen Barnes
Children's Activities	Jorja Creighton
Merchandise	Lisa Kirton / Tracey Hoy
Music	Michael Luchich
Signage	Lisa Kirton
Stallholders	Lisa Kirton
Traffic Management	Council engineering department
Volunteers	Karen Kermode / Lisa Kirton
Micro Event organisers	Sally Munday, James Tickle, Pat Stace, Glen O'Brien, Dave Leadingham

2.2 Volunteer Management

Coordinator: Lisa Kirton / Karen Kermode

The event continues to receive enthusiastic support from so many volunteers wanting to assist. This year, 143 volunteers worked as a cohesive and committed team to ensure the event ran smoothly. This included 19 volunteers from Aussie RV Events, who stayed onsite from Wednesday 15 to Sunday 20 November and staffed both the main gate and camping gate.

Volunteers assisted with micro events, greeted attendees, sold merchandise and tickets, set up and packed down tables and chairs, put up signage, and much more.

Volunteers were thanked for their efforts with a special thank you BBQ prior to the event. They were also sent a thank you email and survey to complete post event.

KEY RECOMMENDATIONS:

- The role of Volunteer Coordinator is key and involves recruiting, rostering and supporting volunteers. This role needs to be allocated to one dedicated person.
- Try to mitigate last minute volunteers to reduce the stress of organising everything in the last few weeks by organising the volunteer roster well in advance.

3. Program

3.1 Live Entertainment, staging, sound, lighting

Coordinator: Michael Luchich

The bands chosen were enjoyed by attendees, the staging and lighting were perfect for the current size of the event. The location of the stage needs to be reconsidered due to it being separate from the bar (due to licencing requirements for this to be fenced).

KEY RECOMMENDATIONS:

- Think of novel ways to utilise the stage during the day, including a talk by a prominent motorcyclist, music by upcoming artists.
- Rethink the location of the stage so that it can be better included in the bar area.

3.2 Micro events

Overall coordinator: Lisa Kirton

There were several micro events run as part of the main event. These include: - organised rides, endure-x, demolition derby, dirt bike barrel races, postie bike events, show & shine, street procession

KEY RECOMMENDATIONS:

Organised Rides

Coordinator: Andy Burwell, Kim Barnet, Shane Carey

- Use a microphone whilst delivering verbal rider briefing at the showground to ensure everyone can hear well.
- More motorcycle parking at the showground for bikes

Enduro-x

Coordinator: Glen O'Brien

- Improve safety barricades around the course.
- Ensure risk assessment has covered off all potential risks

Demolition Derby

Coordinator: Pat Stace

- If dry conditions, ensure show ring is watered prior to Derby

Dirt Bike Barrel Races

Coordinator: Sally Munday, James Tickle

- Staggered seating was moved to this area and improved crowds' ability to view the event – ensure this is done again this year.

Postie Bike events

Coordinator: Dave Leadingham, Sally Munday

- Provide volunteers with gloves etc. for site set up
- Seek out a major sponsor for this event
- Purchase plastic bunting to make set up and pack up quicker and easier and some more balls

Show & Shine

Coordinator: Jason Cox

- Provide some more admin assistance to take the entries

Street Procession

Coordinator: Lisa Kirton

- Ensure a run of the procession route is undertaken prior by lead rider

4. Operations and Logistics

4.1 Site Plan

Coordinator: Lisa Kirton

New things added to the site plan:

- Location of power & taps
- Additional toilets

KEY RECOMMENDATIONS:

- Reconsider the positioning of stalls, ensuring they are the focal point of the event
- Ensure adequate motorcycle parking is made available on site
- The bar fence location needs to be reconsidered
- More seating throughout (in bar grass area, in adventure tent)

4.2 Site Preparation and Operations

Coordinator: Lisa Kirton

Council mowing crew did a great job ensuring the site looked appealing. Hiring the generator alleviated any power issues at showground. Our volunteer site manager from Aussie RV Events did a fantastic job during the event.

KEY RECOMMENDATIONS:

- Mowing to be done a week out from the event (not just days before)
- Whipper snipper to be done by Council staff also at showground
- Move generator further away from campers

4.3 Traffic Management and Parking

Coordinator: Josiah McDonald

Traffic Management for street procession was managed well. Vehicle parking outside the showground was adhered to.

KEY RECOMMENDATIONS:

- A larger designated area for motorcycle parking within the showground is required
- A pre-run of the street procession route to be done by lead rider prior to the procession

5. Finance

Coordinator: Karen Kermode

5.1 Income and Expenditure Summary

The full budget v/s actuals is attached at the end of this report.

Walcha Council			
Walcha Motorcycle Rally 2023			
Income			
	Grant		20,000.00
	Sponsorship		6,918.22
	Exhibitor Fees		2,961.82
	Local ticket sales		3,486.55
	Ticket Sales		41,702.09
	Camping		11,509.09
	Merchandise Sale		11,018.18
	Bar Sales		18,069.86
	Total Income		115,665.81
Expenditure			
	Administration & Staff		26,301.87
	Operational		30,683.94
	Volunteer meals & drinks		3,403.48
	Marketing		20,979.46
	Entertainment		13,450.00
	Ticketing		261.80
	Attractions		11,554.55
	Merchandise		5,704.99
	Auction Trf		1,000.00
	Total Expenditure		113,340.09
	Net Profit/(Loss)		2,325.72

KEY RECOMMENDATIONS:

- Increase sponsorship and find additional grant funding.
- Review ticket prices

5.2 Sponsorship

Without the assistance and support of the event's sponsors the event would not be the success it is. Below is a list of all the event's loyal sponsors and the support they provide.

Organisation	Support
Terraworx	Major event sponsor
Shannons Insurance	Major Show & Shine Sponsor
Walcha Bowling Club New England Hotel Motel Commercial Hotel Apsley Arms Hotel	Shuttle bus
Walcha Energy Linmac Engineering	Woodchop
Paperdolls House	\$300
Eagle Powersports	\$500
W&T Spraying	BackTrack Dog Jumping
Royal Cafe Oxley Riders Betts Transport Marchant Bros Peter Norbury Motors Cross Bros Butchery	Barrel Races Various financial amounts
Oxley Riders Mobile-Fix Auto Air ETE Services John Stuart Crane Hire Peter Norbury Motors Brooklyn Quarries Harley Cox Carpentry . New Beginnings Hair Studio Terry Rhodes Earthmoving Darks Plumbing OK Earthmoving Jason Cox Walcha Roasted Coffee	Show & Shine trophies Various financial amounts and in-kind

Organisation	In-kind Sponsors
Walcha Council	Printing (program, business trading hours, shuttle bus, site map)
Walcha Vet Supplies	Main Marquee
Armidale Adventure Riders	Ride organisation / street procession marshalling
Mobile-Fix Auto Air ETE Services John Stuart Crane Hire Walcha Smash Repairs	Demolition Derby
Walcha Golf Club	Bar management
Jim Gherke	Firewood
The Welders Dog	Prizes
Oxley Civil Walcha Hire Andrew Moore SuperMoto Brian Smith Timber	Enduro x

KEY RECOMMENDATIONS:

- Ensure a dedicated person to manage sponsorship. Work on locking in a media partner/s well before the event.

“ A good opportunity for us to engage with riders where they meet. Impressed with bus options for patrols drinking. Thought this year had more of a family inclusive vibe. It’s a well organised well run event. The announcer does a fabulous job too! Well done.”

Sponsor

5.3 Grants

Grant provider	Amount
DNSW	\$20,000

KEY RECOMMENDATIONS:

- Review the requirements for grants to understand if they are placing undue pressure on the event and its volunteers

- Without the sponsor and grant support the event would struggle to break even. This needs to be addressed so that the reliance on external funding can be reduced.

Other revenue streams include: bar sales, merchandise sales, ticket sales. Look at the possibility of gold coin to utilise shuttle bus.

6. Marketing

6.1 Attendees

Below is a snapshot from our attendee demographic, showing the current event market. The majority of attendees came from within NSW (outside the Walcha LGA), with the average age being 50 – 69 yrs.

Attendees came from:

Walcha LGA	33%
Outside LGA (within NSW)	54%
Interstate	12%
Overseas	1%

Age bracket

15 - 29 yrs	14%
30 - 49 yrs	31%
50 - 69 yrs	50%
70+ yrs	5%

6.2 Marketing Budget

The following channels were used to promote the event this year:

CHANNEL	MEDIA COMPANY	AUDIENCE [location of ads]
Street Banners / signage	Walcha Council	Anyone visiting or passing through Walcha
Digital	Mailchimp	Event subscribers
Print and Online Magazine	Adventure Rider magazine Australian Motorcycle News Australian Road Rider Australian Adventure Bike Just Bikes Live to Ride magazine	National
Social Media	Facebook and Instagram ads	New South Wales

		Queensland Victoria
Radio	2AD	New England North West
Newspaper	Apsley Advocate	Local

KEY RECOMMENDATIONS:

Facebook continues to be the best way to access and promote to our audience as can be seen by the following statistics showing how people heard about the event. Engaging with our subscribers is also of key importance, as this audience continues to grow. Money could be saved by pulling back on some print media advertising for next year as this led to only a small number of ticket sales.

How did you hear about the event?

Previously attended	43%
Print Media	3%
Social Media	17%
Word of Mouth	33%
Other	4%

6.3 Media Coverage

Non-paid media coverage was received by NBN, Adventure Rider magazine, Australian Road Rider magazine, New England Times and Apsley Advocate. Adam Marshall MP also did some great PR at the event, posting images and information on his social media pages.

KEY RECOMMENDATIONS:

- Reduce spend on print media advertising as it is not turning into substantial ticket sales
- Increase spend on social media advertising

6.4 Website and Online Ticket Sales

The event website had all important information available, including program, site plan, bus loop, business trading hours and tourist information all being made available as downloads. The website is visually appealing and this year the ticketing was embedded into the website to make it more streamlines.

For three years, the event has used Flocktu as their online ticket merchant. Website hits reached their peak during November as can be seen by the below graph.

Month	Unique visitors	Number of visits	Pages	Hits
Aug 2023	2,478	3,539	7,297	151,899
Sep 2023	2,695	3,920	9,797	212,152
Oct 2023	3,326	4,357	10,040	264,581
Nov 2023	4,380	5,731	13,801	372,669

7. Measures of Success

Aims	Measurement
Maintain or increase attendee numbers each year	Total paid attendance has increased to 1340 with many more non-paying people attending i.e. sponsors, volunteers, children under 15
Increase the pre-purchase ticket numbers	Increased from 489 to 688
Maintain or increase merchandise sales each year	Rally merchandise was again popular with most size t-shirts selling out. There was a slight increase in merch income for 2023.
Provide an event that is enjoyed by target demographic and locals	Survey results summaries are attached in the final report and indicate a strong positive response to the event.
Provide value for money by keeping ticket prices affordable	2 Day Rally pass price was increased by \$5 to \$60 for early bird and \$65 full price – this is the first ticket price rise.
Increase the number of return visitors	25.7% of attendees were visiting Walcha for the first time. With 88.9% saying they would return to Walcha at another time.
Ensure local accommodation venues are booked out	Reports from accommodation businesses confirm that accommodation was booked out.
Maintain or increase the sponsorship spend each year	A small increase from \$6727 to \$6918
Maintain or increase social media followers and engagement and media coverage	Facebook followers at 2825 (up from 2025) Instagram followers at 397 (up from 280)
Overall satisfaction score	Question on the feedback survey: How likely are you to recommend this event to a friend or colleague? 93.8% answered in the likely to extremely likely categories.

9. Post-event Community & Business Debrief

A debrief was held at the Council Chambers on Wednesday 13 February 2024 to gather further feedback. Eight community members and business owners attended to give their feedback. Suggestions for improvements were given as well as congratulations on a well-run event.

A question was raised on the cost to Council to run the event, regarding the use of ratepayer funds (budget attached). A request was made to see the survey results, and these have been placed on Council's website.

10. Attachments

Attachment 1: Budget v's Actuals

2023 Walcha Motorcycle Rally			
INCOME	2023 Approved Budget	Actuals	
Local tickets sales	2,522.73	3,486.55	
Ticket pre & gate sales	37,454.54	40,054.09	
merch packs & gate sales	12,090.92	12,666.18	
camping	6,545.45	11,509.09	
Exhibitor Fees	4,909.09	2,961.82	
Bar takings	20,000.00	18,069.86	
Sponsorship	4,545.45	6,918.22	
Grant	35,000.00	20,000.00	
	123068.18	115665.81	

EXPENDITURE	2023 Approved Budget (ex GST)	Actuals	
ADMIN & STAFF			

Admin assistance - contract	5,000.00	-	
Staff time	27,000.00	26301.87	
OPERATIONAL			
Rubbish Removal	1,000.00	507.02	
Traffic Management	900.00	-	included in staff costs
Street Sweeper		1,081.36	
Site Manager	3,575.00	-	RV events
Site map generation	800.00	194.00	
Security	10,000.00	7,860.00	
First Aid (Beneficial Safety)	1,100.00	1,000.00	
Loop Bus	500.00	500.00	
Showground Hire (inc power, gas, water)	4,600.00	5,133.25	
Registration tent hire	1,335.00	2,245.45	2 tents needed
Bar - Donation to Golf Club	3,000.00	2,727.27	
Bar - Drinks, cups	6,000.00	6,019.80	
Liquor Licence application	156.00	153.40	
B&B accommodation	1,600.00	1,155.30	
Cleaning supplies	500.00	-	stock from 2022 event
Sundry expenses (one-off)	500.00	107.09	
Generator, distribution board & portaloo's		2,000.00	
VOLUNTEER			
Volunteer Costs (Food voucher & drink)	1,250.00	1,798.78	
Volunteer Costs (T-shirts)	800.00	-	T-shirts available from 2022 event
Volunteer BBQ		104.70	
RV Events - volunteers (donation)	1,500.00	1,500.00	
MARKETING			
Website updates	1,600.00	1,094.03	
Website hosting		180.00	
Videography	6,075.00	2,880.00	new supplier
Promotional video	800.00	1,800.00	
Photography		1,800.00	added due to saving in videography
Social Media updates		2012.16	Staff wages & Facebook posting costs
Mailchimp subscription	486.72	486.72	
Signage	1,000.00	1,640.00	
Printing program & flyers	900.00	1,218.18	
Advertising	6,000.00	6,909.09	
Rally Stickers		398.64	
Misc.		363.64	
Graphic Design work	1,500.00	197.00	
ENTERTAINMENT			
Bands + stage, lighting, PA hire	10,000.00	9,450.00	
MC	4,000.00	4,000.00	

TICKETING			
Ticketing Costs (commission)	1,500.00		commission taken from income figures
Wristbands	200.00	261.80	
ATTRACTIONS			
Attraction: Woodchop / work dog demos	2,000.00	2,000.00	
Attraction: Stunt Show	3,000.00	5,100.00	original show cancelled
Prize money*		3,063.64	Prize money combined
* Demo Derby	1,300.00		
* Burnout Comp	1,000.00		
* Dirt Bike Barrel Race	1,150.00		
Attraction: Niki Zak Racing		454.55	
Skills demos/education	1,800.00	-	
Attraction: Childrens		-	
Postie Bike Events	636.36	636.36	
Show & Shine Trophies	320.00	300	
MERCHANDISE			
T-Shirts (merch pack & to sell on day)	3,630.00	3,529.35	
Year Bar	225.00	200.00	
Beanies	659.00	665.00	
Bottle opener	500.00	500.00	
Stubby Holders	625.00	625.00	
Paperbags for Merch	93.50	185.64	
Misc			
Auction funds reimbursement		1,000.00	
Sub Total	122,116.58	113340.09	
	Budget	Actuals	
Income	123,068.18	115,665.81	
Expenditure	122,116.58	113,340.09	
Profit/ (Loss)	951.60	2,325.72	

**Attachment 2: MEDIA
News, editorial and articles**

[Walcha Motorcycle Rally draws revving, record crowds – NBN News](#)

<https://www.mcnews.com.au/2023-walcha-motorcycle-rally-set-for-november-17-18/>

<https://www.netimes.com.au/2023/07/12/motorcycle-rally-rolling-back-into-walcha-this->

[november/](#)

[Walcha Rally's Earlybird tickets - Road Rider Magazine](#)

[Facebook](#)

AUST. ADVENTURE BIKE

[Australian Adventure Bike mag \(@australianadventurebikemag\) • Instagram photos and videos](#)

[Facebook](#) (scroll down)

JUST BIKES

<https://www.justbikes.com.au/news-and-reviews/walcha-motorcycle-rally-revving-up-for-another-great-year/981861>

You Tube Videos created by attendees

1. **Two Wheeler Sparky** [Two Wheeler Sparky - YouTube](#)

[CRF300 Camp - Adventure Ride to Walcha Motorcycle Rally Events Pt 2 #australia #insta360 #honda - YouTube](#)

2. **ADV Brett** [ADV Brett - YouTube](#)

[Exploring the Walcha Motorcycle Rally & Waterfalls! Apsley & Tia Falls on the Oxley Highway - YouTube](#)

3. [ADV-Rydr-Bloke - YouTube](#)

[WALCHA MOTORCYCLE RALLY 2023 -- Part 2 - YouTube](#)

[WALCHA MOTORCYCLE RALLY 2023 - Part 3 - YouTube](#)

4. [On two wheels - YouTube](#)

5. **Mark Priestley Throttle Riding Adventures**

<https://www.youtube.com/watch?v=0sqRFTdWiPI>

Tag Western Ranges Motorcycles – test riding Pan America

6. **Tina Rothlisberger**

<https://youtu.be/1wPmiJtwlhQ>