

City Of Karratha Sprintcar Stampede



Final Event Report

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Event Description

The City of Karratha Sprintcar Stampede was completed over the 16-17 June 2017. In conclusion the event was a major success for the Nickol Bay Speedway Club (NBSC), City of Karratha and residents of the Pilbara region. The Nickol Bay Speedway Club would like to thank the City of Karratha for their financial support of the event and in promoting the event.

The event was started as a Sprintcar event for all classes. However the local drivers did not feel comfortable in competing against the 410 cubic inch cars and this has led the event coordinator to adjust the format. In the removal of 410 cars from the event more small teams have prioritized the event and one not to be missed.

The event was planned and executed well and was carried out with minimal complications; however the Nickol Bay Speedway club has identified a few areas where improvements can be gained.

The areas of improvement are as follows:

- **Scheduled dates** – The event has identified dates that have become pretty consistent. Alignment within the Perth race calendars has led to good car numbers that are willing to travel. The dates do not conflict with the 360 Power Series and the Limited Sprintcar series which equates to support from both these clubs.
- **Port Hedland (PHSC) and Carnarvon Speedway** – discussions with both these club were had to add to them to the stampede schedule. Discussions attempted to confirm dates, prize money and sponsors. Unfortunately these clubs were not proactive in confirming details on their intentions that the NBSC had to remove their support. NBSC waited to within 2 months of the intended event dates before this decision was made. The NBSC acquired a major sponsor for the PHSC, however they did not contact the identified point of contact to confirm and the sponsor retracted their support. PHSC ran a 1 night event on the Thursday night in advance which was not supported well by Port Hedland locals.
- **Distance** - We can't get away from the fact that we are 1600km's from Perth and for a team to travel that distance is a financial risk. A lot of teams were unwilling to travel that distance and more needs to be done in regards to travel money discounted accommodation.
- **Economic Climate** – Unfortunately due to the financial climate, numerous race teams cannot justify and are very unwilling to travel in an attempt at major success at the Stampede. Travel money does support all travelling teams however it does not cover all expenses.
- **MyLaps** – The installation of MyLaps is a major success. The automatic uploading of results , timings and position supports all race fans requiring updates. The hire out of the transponders also provides a small income back to the NBSC.
- **Chief Steward** – Flying in a well-respected and highly qualified Chief Steward was a major success. The Chief Steward was very knowledgeable in the Speedway Australia rules, controlled the drivers well and was able to complete on the job training for our new NBSC Chief Steward. The NBSC Chief Steward is now fully accredited and the cost of this official will no longer be required for ongoing events.
- **Fireworks** – The fireworks organised for the event were a great success. They did cost the NBSC a large amount (5K) however it creates a great spectacle.
- **Accommodation** – The works completed by the NBSC of contacting and providing contact details to teams for accommodation in the area was very well received. Over 200 people

stayed at accommodation in the areas for the event and we hope to get more in 2017. The NBSC will also provide accommodation at the NBSC in 2017.

- **Photographer** – The use of a professional photographer was excellent. The photographer used the Scissor lift provided which created a different viewpoint and the images required for following events
- **Radio Advertising** - A major cost however was required in getting the information out to the general public. The NBSC club fully understand the requirement to get the event “Out There” and \$1 spent in advertising well can create \$10 through the gate.
- **Commentary** – 2017 repairs to the speaker system has meant the spectators are able to listen to the commentator and music in between the races. The NBSC did fly up the Commentator and this cost was justified by the NBSC Executive committee.
- **Canteen** – Unfortunately the NBSC canteen does not have the capacity to provide enough food for thousands of people when they all come at once during intermission. However the changes to the Canteen layout meant all customers were directed through the canteen in a controlled manner. The support of local vans such as North west coffee Co, Dee Cees Ice-cream, Yo-Get-it and Lets Waffle helped the situation.
- **Mixing of Classes** – The mixing both classes of Sprintcars went well. A lot of the local drivers never believed that they would get an opportunity to compete against some of the country’s best. A few believed the mixing of classes would be a Safety issue; however it allowed the grids to be adjusted with car numbers reducing with attrition.
- **Prize money** – Payment of all prize moneys was carried out the 19th June 2017. A lot of negativity can come from race teams having to wait for their winnings. All prize money was set aside in advance of the event to ensure this never occurred. This equates to and confirms the professionalism that is the NBSC.

Event Management, Planning and Objectives

The City of Karratha Sprintcar Stampede was held at the NBSC and was a major success.

Planning for this year's event started in October 2016 with discussions with other supporting clubs. The plan was and still is to create a North West series that involves numerous clubs with NBSC as the finale. Discussions were had, however new Executive committees led to the passion for the series being not prioritised, left too late and eventually placed in the too hard basket.

As the event coordinator, it was disappointing with the lack of correspondence from officials at other clubs. I do understand that the general running of a club does take a lot of time and the taking on of a new event is a big undertaking however with work and risk come great rewards.

Overall the event was managed very well. We had no incidents where security or Police were required and all comments from the event were positive. Officials were all wearing their High Vis NBSC Official shirts which also identified their role. The Officials for the City of Karratha Sprintcar Stampede were as follows:

- Major Sponsor – City of Karratha
- Event Coordinator– John Magerl
- President NBSC – Brett Armstrong
- Treasurer – Chantelle Magerl
- Vice President – Marty Coutts
- Pit Marshall – John Maxxa
- Licencing Officer - Karen Matthews
- Pit Security – Bob
- Track Gate – Dean Couper
- Chief Steward - Peter Griffiths
- Chief Steward & Flagman – Clint Kimpton
- Lap Scorer – Scott Beattie and Amy Bailey
- Bar Manager – Kellie Coutts
- Front Gate Attendants – Elouise Kimpton
- Advertising Officer –Jessica Seery/ Leticia Herbert
- Many other volunteers assisted in running of this event

Recommendations for future improvement

Areas for improvement have been identified previously and key points are:

- Get confirmation from other clubs in writing
- Event to be held at the completion of the Perth 360 and Limited seasons
- Event dates identified 6 months in advance
- Use other trustworthy avenues for advertising and contacting race teams
- Further advertising on Social Media outlets
- Get other local clubs involved in the running of their own events scheduled by 1 Coordinator/Scheduler

Event Support/Funding

- All the Prize money provided by the City Of Karratha was used as prize money. With the dangling of this big prize in 2015 we have now created an event that is respected in the Speedway community. In order to keep car numbers up we have split the prize money between classes. This allows cars that didn't think they were able to compete against other class the opportunity to compete against cars of their own configuration. It also allows the cars the opportunity to win the event also.
- Without the Major Prize funding provided by the City of Karratha this event would not be a viable option. From the event the City of Karratha received:
 - Article in Totally Speedway
 - Advertising on Numerous Social Media outlets
 - Major article in the NW Telegraph
 - Appearance in the ABC Studio in discussions about the event
- NBSC does not plan on requesting a larger amount for the 2018 City of Karratha Sprintcar Stampede. The first prize money equals the first prize for every other Major Sprintcar Event in Western Australia. NBSC may ask for additional support in freight and or contacts in the advertising market.

Attendance Numbers

Estimated total number of attendees: Friday 1200, Saturday 3000

Estimates total number of (if applicable): *Total over 2 nights 4200*

Sprintcar Competitors: 17

Other Class competitors: 32

Stall holders: 4

Other (please state): Pit Crew and additional support staff and volunteers: 53

Economic Impact

	<i>Locals</i>	<i>Intrastate visitors (non-local area)</i>	<i>Interstate visitors</i>	<i>International visitors</i>	<i>Totals</i>
Visiting specifically	4000	200		0	4200
Average daily spend (accommodation, food, activities costs)	n/a	\$320	\$320	0	n/a
Average length of stay (number of days)	n/a	4	4	0	n/a
Totals	n/a	\$1280 (\$138240)	\$1280 (\$8960)		n/a
Grand total		\$ 147,200.00			n/a

Data Collected at Gate:

Post code	6714 -6713 - 6720 80%	Port Hedland 7%	Perth 4%	Geraldton 2%	Other 7%	
How they heard about the event	Radio Advertising 55%	Face book 25%	Flyers 5%	Friends 5%	VMB 15%	
Have you been here before	Yes 45%	No First time 35%	Ages ago 20%			

Marketing

Marketing				
Marketing undertaken:	Local	State	National	International
Print – Magazines	N/A	N/A	N/A	N/A
Print – Newspapers	2 – 3 articles ran prior to event in North West Telegraph after event	Feature in North West Telegraph after event	Online, Yahoo7 picked up the online story and Article in Totally Speedway Magazine	West Australian Online available Worldwide

Radio	We ran radio advertising for 2 weeks prior to the event. ABC Northwest held radio interviews after the event	ABC held a live phone in with Club President. Listeners from Carnarvon and other Southern Regions were on the air.		
Other: Brochures/flyers, mail out, posters, outdoor signage	We ran extensive marketing prior to event. We sent out over 500 emails to every club in Australia, but focused specifically on the Perth and Southern based Clubs.			
Online: Event website, online banner advertising, search engine optimization/marketing and online event listings.	Our Nickol Bay Speedway.com website was revived and updated in February 2015. Specifically to help with advertising and promotion of the Stampede. With the boosted advertising online we received a huge increase in international and local traffic. As shown in the attached Stats overviews.			
Social media: Facebook, Twitter, YouTube etc	We have created Stampede Events, and boosted posts to include every speedway affiliated club, group and page Australia wide. We utilized the many buy sell swap pages locally and state wide to ensure all our spectators were aware of the event and competitors. The high traffic through our NBSC groups and pages proved the success of online advertising.			
Public Relations: Media releases, invite and/or host journalist, event launch, radio interviews and media opportunities / stunts	We ran Radio advertising prior to the event. After the conclusion of the event we have had extensive online media coverage. Including the West Australian, Yahoo7 news, Thursday Thunder, Dirt Track Nutters, and extensive promotions from Several prominent race teams and Clubs from Perth. ABC Northwest ran Live interviews with NBSC President, and spent several hours allowing spectators and fans to phone in and chats live on air.			

Media Impact

Achieved media impact (unpaid media coverage):	Local	State	National	International
Print - Magazines	Totally Speedway magazine ran an interview article prior to the event	Totally Speedway magazine ran an interview article prior to the event	Totally Speedway magazine ran an interview article prior to the event. Magazine is distributed nationally monthly.	Unknown
Print - Newspapers	Expose in the lead up to the event in the lifestyle pullout of the paper. Follow up article released after the event	Follow up article after the event, detailing winners and high points of the weekend	The West Australian ran a similar article covering the event. Article also available online with Yahoo7 news.	unknown
Radio	ABC Northwest conducted live interview with NBSC president. Allowed listeners to phone in, ask questions and provide feedback for the event		Unknown	Unknown
Television coverage	NIL	Unknown	Unknown	Unknown
Other:	We have received a phenomenal amount of Congratulations and support from local community members, spectators and the travelling teams. A large amount of facebook correspondence has also being conveyed, We have already secured several key teams interest in consecutive future race meetings.			

Community Support

NBSC had 3 extra stalls at the event. Coffee, Ice and a Small meals van were set up around the venue. These provided food options to spectators within their area.

Signage

City of Karratha signage was displayed on the Marquees, flag banners and across numerous social media outlets

Welcome to Country

A welcome to country was included in the event.

Event Budget

Provide a detailed final event budget, including all income and expenditure.

Income	Cash	In-kind income	Total	Notes
<i>Sponsorship</i>				
Local, State or Federal Government funding	\$20,000	0	\$20,000	
Sponsor funding	\$2000	\$2000	\$4000	
<i>Spectator revenue</i>				
Gate ticketing	\$15939.00		\$15939.00	
Food sales	0	\$700	\$700	
Bar sales	\$7149.95		\$7149.95	
Merchandise sales	\$380.00		\$380.00	
<i>Competitor revenue</i>				
Entry fees			\$2100	
Corporate sales				
	TOTAL cash	TOTAL in-kind	TOTAL income	
	45468.95	2700	48168.95	
Expenditure	Cash	In-kind	Total	
<i>Administration costs</i>				
Wages			0	
Casual staff			0	
Insurance	\$1100		\$1100	

Risk management			0
Other			0
<i>Operational costs</i>			
Equipment/ staging hire			0
Event vehicles			0
<i>Marketing & promotions</i>			
TV advertising			0
Radio advertising			1148.00
Print advertising			0
Web advertising			0
Web maintenance			150
Direct mail			0
Displays and signage			449.46
Media			0
Promotional clothing			0
Photography			0
<i>Services/Contractors</i>			
Welcome function			0
Awards/trophies			526
Catering			0
Prize money			221000
Accreditation			0
	TOTAL cash	TOTAL in-kind	TOTAL expenditure
	45468.95	2700	36868.16
Estimated Profit/Loss	\$13221.14 Profit from event		

Financial statements for the Event must be supplied and certified by the Event Holder's Chief Financial Officer or Accountable Officer. Please see declaration below which must be signed.

Declaration: I, the undersigned, being the Treasurer of the Nickol Bay Speedway Club

Confirm that the funding was used for the Event as per the sponsorship agreement.

Signed: Chantelle Magerl _____

Date: 15/7/17 _____

Evaluation

Due to the continued success of the event the NBSC has been contacted by the Limited Sprintcar Association to apply for their State title. With planning and support the Limited Sprintcar State title could bring 40 plus Sprintcars to the NBSC to compete for the event.

Images/Event Footage

As per your agreement the Event Holder shall provide City of Karratha with access to any copies of photographs, DVD's and video footage of the Event. City of Karratha is hereby allowed to use such material to promote the Event and for publicity purposes.

Please include a disc or USB of images alternatively you can email them to:
emily.zimmerle@karratha.wa.gov.au