

Re: 30 July 19.

22 July 2019

Dr Matthew Butlin
Chair and Chief Executive
South Australian Productivity Commission
GPO Box 2343
ADELAIDE SA 5001

Dear Dr Butlin,

I write with respect to a question on procurement specifically arising from consultancies that are let by the previous Tourism SA and statutory and other bodies such as the Festival of Arts and the Fringe and events such as Tour Down Under and the Supercar 500.

I previously wrote to the South Australian Tourism Commission regarding publication of tenders and opportunity to submit a tender response.

SACES has extensive experience in tourism research, the arts and creative industries (e.g. Economic Impact of Wagner's Ring Cycle) and major events such as the Grand Prix/super cars (e.g. The Adelaide Grand Prix – The Impact of a Special Event).

It appears that the evaluation of the event I have cited in the attached are not put out to tender and as page 2 indicates, the evaluation of the Fringe event appears to have been awarded to Professor Barry Burgan of Economic Research Consultants since at least 2014. Barry is well known to SACES and the University of Adelaide and we are not querying his credentials. We note he has been at Bond University for a number of years as Associate Dean of the Business School, which under participation rules of the Industry Participation Advocate he would receive a lesser rating on local staffing than say a consulting unit like SACES.

I find it surprising that I have never seen a public tender requesting an economic impact evaluation of the:

- Supercars/Adelaide 500 event;
- Adelaide Festival;
- Tour Down Under;
- Adelaide Fringe; or
- WOMADelaide

all of which are major events. I have however seen one critique of an evaluation of the Adelaide 500 event which claimed

"the event was telecast into 853 million homes in 130 countries worldwide",

'an astonishing claim', according to the critic who noted the previous largest audience was the 2016 FIFA World Cup which peaked at 600 million people only.

Good process leads to good policy. I question the process, lack of public visibility of tenders related to all the above. Perhaps the State Procurement Board may have information or insights to add. Notwithstanding, it is my belief that tenders for impact/economic evaluation of all of the above should be publicly available.

Yours sincerely,



Associate Professor Michael O'Neil
Executive Director

Encl ...

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**REECE HOMFRAY
GORDON ARMSTRONG**

FAMILY and friends have hailed the gap year that transformed Alex Carey from a financial adviser to an international cricketer now just one game away from a World Cup final.
FULL REPORT, PAGES 8, 9

LOUD AND PROUD: Redbacks wicketkeeper Alex Carey is cheered on by brother Adam, sister Ashleigh, mum A

Our super V8 dollars

MILES KEMP

INTERSTATE and regional V8 fans have delivered the Superloop Adelaide 500 a record economic dividend of \$45.9 million for the 2019 race.

Research by independent experts, Economic Research Consultants, found this year's four-day event was boosted by 90,001 visitor nights, the highest on record and up on 81,052 in 2018.

Acting Minister for Trade, Tourism and Investment Tim Whetstone said more than 15,000 interstate visitors had come to South Australia to attend the race.

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Fringe and Economic Research Consultants



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14 February - 15 March 2020 - Adelaide Fringe<https://adelaidefringe.com.au/search?keyword=Company+2>

attendances also sky rocketed to 2.26 million, an 8.4 per ... figures are determined by independent company, **Economic Research Consultants**, based on ... this ...

2018 Adelaide Fringe increases visitor expenditure in SA by 19.3 ...<https://adelaidefringe.com.au/.../another-record-breaking-year-for-fringe-15feb-18ma...>

Jun 14, 2018 - Adelaide Fringe's economic figures are determined by an independent company, **Economic Research Consultants**, based on FringeTIX sales ...

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Adelaide Fringe's \$95 million economic benefit | Adelaide Now<https://www.adelaidenow.com.au/.../fringes...economy/.../dc79ed05465f1a073a7a66f064...>

Jun 4, 2019 - Matthew Clarke recreates his 2019 Adelaide Fringe poster design ... The Fringe's results were prepared by **Economic Research Consultants**, ...

Adelaide Fringe doubles economic impact on SA - Brand SA Newswww.brandsanews.com.au/adelaide-fringe-doubles-economic-impact-on-sa/

Jul 11, 2017 - Adelaide Fringe doubles economic impact on SA independent company, **Economic Research Consultants**, based on ticket sales information ...

Adelaide Fringe Doubles Economic Contribution to SA - Glam Adelaide<https://glamadelaide.com.au/adelaide-fringe-doubles-economic-contribution-to-sa/>

Jul 11, 2017 - Adelaide Fringe's economic figures are determined by an independent company, **Economic Research Consultants**, based on FringeTIX sales ...

New Adelaide Fringe funding – a win for artists and audiences | Arts ...<https://arts.sa.gov.au/.../new-adelaide-fringe-funding—a-win-for-artists-and-audience...>

(Economic Evaluation of the 2016 Adelaide Fringe prepared by Barry Burgan on behalf of **Economic Research Consultants**: 1/6/2016). Quotes attributable to ...

Adelaide Fringe Festival value to SA economy enjoys 'staggering' - ABC<https://www.abc.net.au/news/2017-07-11/adelaide-fringe...to...economy.../8695430>

Jul 10, 2017 - The Adelaide Fringe Festival doubles its value to South Australia's ... artists and producers and generated by **Economic Research Consultants**.

Adelaide Fringe delivers \$66.3 million economic impact | ArtsHub ...www.artshub.com.au/.../adelaide-fringe-delivers-66-3-million-economic-impact-244276

Jun 18, 2014 - The 2014 Adelaide Fringe has injected \$66.3 million into the South ... by independent company **Economic Research Consultants**, and is based ...

Adelaide Fringe generates an astounding \$68.8 million for SA's ...www.festivalsadelaide.com.au/adelaide-fringe-generates-an-astounding-68-8-million-f...

Jul 1, 2015 - The total economic expenditure, generated through Adelaide Fringe ticket ... company, **Economic Research Consultants**, based on FringeTIX ...

Adelaide Fringe festival success – The Nibblerthenibbler.com.au/article/adelaide-fringe-festival-success/

Jul 7, 2016 - "The magic and power of the Adelaide Fringe has economic, cultural ... company **Economic Research Consultants** based on FringeTIX sales ...

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(1)

(/my-
festival/)

May 15, 2019



Adelaide Festival 2019 - the most successful in its 59-year history



Joint Artistic Directors Neil Armfield AO and Rachel Healy's third Adelaide Festival generated an **estimated gross expenditure of \$76.8 million for the state**. This, in addition to the March event breaking yet another record at the box office, marks the 2019 Adelaide Festival as the most successful in its 59-year history.

This figure is included in a 2019 Economic Assessment report by Barry Burgan on behalf of **Economic Research Consultants**, commissioned by the Adelaide Festival. The report also revealed that **19,046 visitors came from interstate or overseas** for the Festival with visitor bed nights increasing to 141,258 (up from 138,021 in 2018).

3

It further reported that total new expenditure in South Australia related to the Festival was \$20 million (up 11% on 2018) while net impact or newly created incomes on the Gross State Product is estimated at \$23 million (up 10%), including the creation of the equivalent of 216 full time jobs.

At the conclusion of the Festival in March, it was announced that the Festival set new records with the biggest box office takings in the event's 59-year history, achieving a **total box office income of \$6,056,904**. This represents a 32% increase on the previous box office record set by Armfield and Healy's second program in 2018.

The stand-out event amongst a Festival that performed strongly across all three weeks was Komische Oper Berlin's production of *The Magic Flute* directed by Barrie Kosky, which saw a quarter of its 9000-strong audience drawn from interstate and overseas. Russia's revered Sretensky Monastery Choir was a sell-out hit at the Adelaide Town Hall while Semperoper Ballett Berlin's *Carmen* was also a crowd favourite for dance lovers.

Friday, 26 August 2011

CLIPSAL 500 ADELAIDE STILL POWERING STATE'S ECONOMY

Deputy Premier and Acting Minister for Motor Sport John Rau said today that South Australia's V8 Supercar event, in its thirteenth year, continues to generate significant benefits to the local economy.

Research conducted by independent consultancy Economic Research Consultants found the 2011 Clipsal 500 Adelaide, staged from March 17-20, created total spending in the South Australian economy of between \$55 million and \$60 million. (4)

The research also found the total spending including a boost of \$34.03 million to the South Australian economy, as well as the creation of 407 fulltime job equivalents, that would not have occurred without the V8 Supercar event.

"This multimillion dollar injection into the South Australian economy illustrates the significant 'bang for buck' the State receives each year from the Clipsal 500 Adelaide," Mr Rau says.

"During the 13 years of staging this annual motor sport spectacular, the total economic benefit to the State has reached almost \$320 million."

The 2011 V8 Supercar event showed its sustained popularity and resilience to challenging economic conditions, attracting 270,800 patrons - the sixth consecutive year where attendance has topped 270,000.

The event also lured 12,529 visitors to South Australia, generating 61,266 hotel bed nights.

Mr. Rau says the value of the national and international telecast, as well as publicity and promotion of the 2011 event was \$136.127 million.

"This figure in 2011 was in part boosted by an internationally screened BBC TV documentary on the life of motor racing icon Murray Walker that heavily featured Adelaide and the Clipsal 500," he says.

"Alongside the Tour Down Under, the level of international exposure provided by the V8 Supercar event is helping to promote the South Australian brand around the world."

Mr Rau says next year's Clipsal 500 Adelaide is to be held March 1-4, placing this event as the first Australian round of the V8 Supercars Championship.

"The March date means that Adelaide is in a strong position to host the first round of the Championship, a move that would be keenly supported by the race teams and drivers," he says.

"Staging the first round of the V8 Supercars Championship with the biggest and most spectacular event on the Australian circuit would ensure next season kicks off in the best possible way."

"The Fringe is truly a world-class festival which generates a huge amount of vibrancy and activity, and this translates to significant economic benefits for the state."

Adelaide Fringe's economic figures are determined by an independent company, Economic Research Consultants, based on FringeTIX sales information and a survey of Fringe-goers, artists and producers.

(5)

Next year's Adelaide Fringe will run from 15 February to 17 March, 2019. The program will be launched in December this year.

2018 Adelaide Fringe Facts & Figures

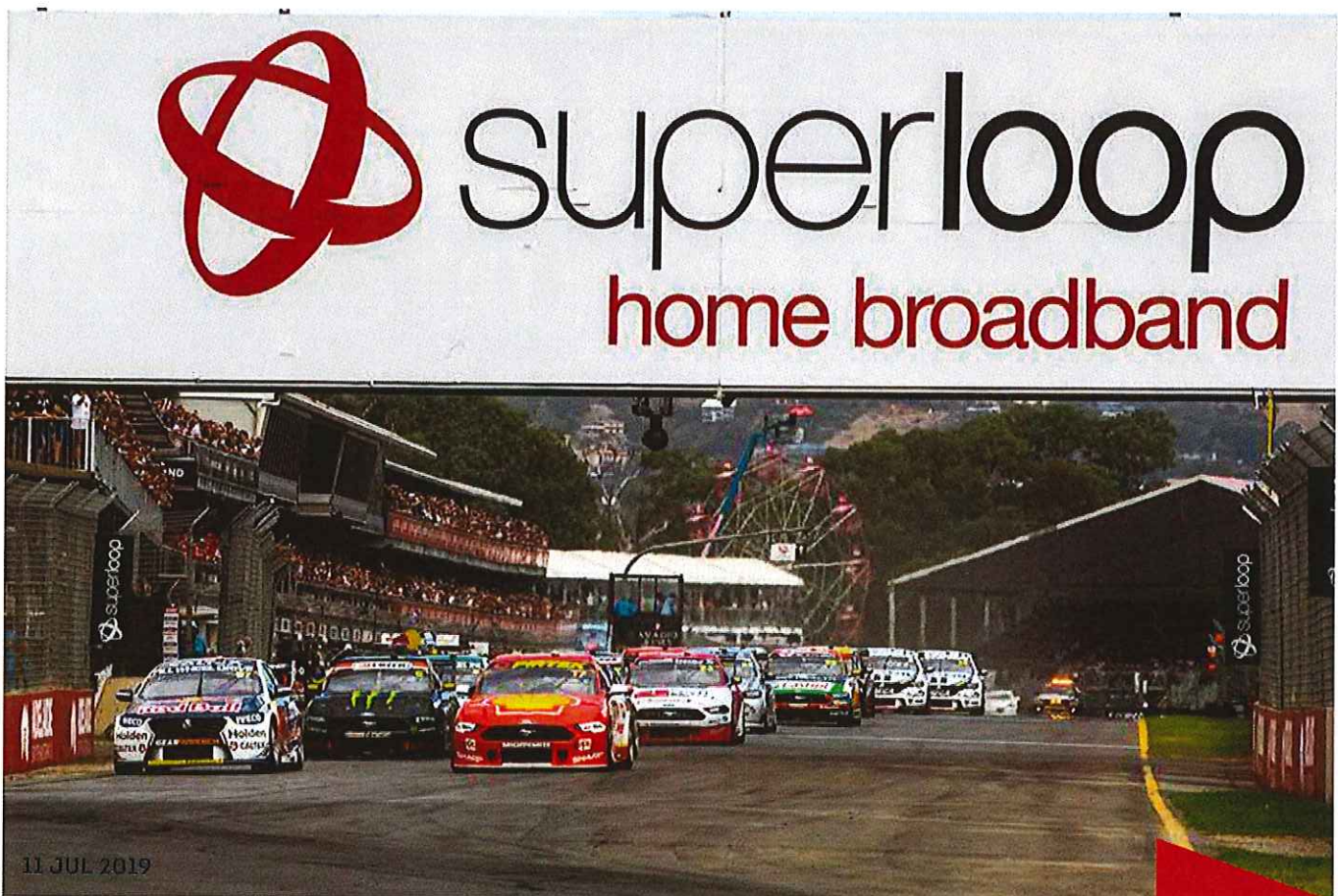
- 46 per cent of tickets were sold in the three major outdoor hubs, 54 per cent were sold in smaller venues
- Total visitor-related expenditure was \$29.5 million (+19.3 per cent on 2017)
- 97,941 visitor bed nights were generated by interstate/international audiences and artists (+21.1 per cent)
- Estimated 2.7 million attendances (+7.3 per cent)
- \$16.6 million in box office revenue (\$16.2 million in 2017)
- 705,761 tickets were sold (+7 per cent)
- More than 6900 artists, 1231 events and 442 venues
- \$90.6 million expenditure generated for SA (+10.7 per cent)
- For every \$1 from the State Government, the Fringe generated \$38 in gross expenditure for SA
- 349 shows and 204 delegates from 25 countries participated in the Honey Pot arts marketplace, which generated future bookings and touring opportunities worth \$2 million (as of June 2018)
- This year the Adelaide Fringe Artist Fund raised a staggering \$84,000 in donations to help support Fringe artists and since 2014 has given out nearly \$200,000 in grants
- Free Fringe on Tour events across Adelaide and regional SA (including Kangaroo Island for the first time) attracted a total attendance of more than 40,000

Read the full 2018 Annual Review below or download a PDF copy here (<https://2016-assets-adelaidefringe-com->

(/)

HOME// NEWS AND MEDIA

2019 SUPERLOOP ADELAIDE 500 CONTRIBUTES HIGHEST CONOMIC IMPACT ON RECORD



The Superloop Adelaide 500 continues to be the largest domestic ticketed motorsport event in Australia with this year's event injecting a record \$45.9 million into the South Australian economy.

The economic contribution of \$45.9 million was up from \$41.94 million in 2018 and created 435 full-time equivalent jobs.

The research conducted by independent economic research experts, Economic Research Consultants, found that the 2019 event resulted in 90,001 visitor nights, the highest on

Michael O'Neil

From: [REDACTED]
Sent: Thursday, 11 July 2019 2:36 PM
To: Michael O'Neil
Subject: Report on Adelaide 500

Dear Sir

I read an article in the "Advertiser" today which indicated that an independent analysis had been completed of the Adelaide 500 by the Economic Research Consultants. Unfortunately, I have not been able to find a company of that name but your organizations' listing on Goggle was very similar. Therefore, my request to Davina (who is on leave) was for a copy of the report if in fact your organisation provided this analysis. If not are you aware who did complete the study so that I can chase them up.

I apologize for being so vague and I am hoping that you can be of assistance.

Yours sincerely

[REDACTED]

*A query from an individual who resides in the
Adelaide CBD. I advised her to contact
Prof. B. Burgan.*

Associate Professor Michael O'Neil
Executive Director

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19 April, 2017

The Hon Leon Bignell MP
Minister for Tourism
GPO Box 1671
ADELAIDE SA 5001

Dear Minister,

In *The Advertiser* of 13th March 2017 it was reported (see attached) that the Tour Down Under had injected \$56 million into the South Australian economy. Independent research from a specialist marketing company – McGregor Tan Research – is reported to be the source of the estimated economic impacts.

I have searched both the company website and the SATC website but I have not been able to locate a copy of the report. I am interested to review the economic methodology used to derive these estimates, including margins of error and confidence limits. I wonder if your office or the SATC could provide me with a copy of the report?

More generally, as the South Australian Centre for Economic Studies (SACES) of the University of Adelaide is expert in economic analysis including economic impact assessment methodologies, I ask:

- when was the contract awarded to McGregor Tan Research?;
- what is the value of the contract between the relevant parties?;
- was it a public tender?;
- if a select tender, what other businesses were invited to tender?; and
- will a public tender be let for the same event in 2017/18?

It is also relevant to ask the same questions in regard to the economic assessment of the Clipsal 500 race and I would appreciate your response to similar questions.

Yours sincerely,

Associate Professor Michael O'Neil
Executive Director

Encl ...

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Leon Bignell MP

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24 MAY 2017
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Government
of South Australia

MTOUR F2017/000072

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Ph: (08) 8226 1210
Fax: (08) 8226 0844
MinisterLeonBignell@sa.gov.au

Dear Associate Professor O'Neil

Thank you for your letter regarding the independent McGregor Tan Research report on the 2017 Santos Tour Down Under (TDU).

The South Australian Government does not publicly release the McGregor Tan Research report for the TDU or the Clipsal 500 in full as they contain intellectual property which is not appropriate to disclose. Additionally, they contain information which assists in determining the strategic direction of the event and commercial decision making which would be detrimental to share publicly in what is a competitive market environment.

I am advised the procurement process for TDU research was undertaken in 2014 as a selective request for tender in accordance with State Procurement Board Policies and Guidelines in place at the time. Services for the 2018 Santos Tour Down Under and beyond will be undertaken by an appointed Strategic Research Panel member. The selection will be conducted in line with the Panel requirements. The Panel will be open every 12 months and advertised on the SA Tenders and Contracts website. I suggest you continue to ensure your contact details and search alert parameters are kept up to date if you wish to participate in this process.

Thank you again for your enquiry, and if you would like any further clarification, Mr Adam Stanford, Strategy and Insights Manager, South Australian Tourism Commission, can be reached on telephone (08) 8463 4615 and will be happy to assist.

Yours sincerely

Leon Bignell MP
Minister for Tourism

May 19 2017

Associate Professor Michael O'Neil
Executive Director

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7 June, 2017

The Hon Leon Bignell MP
Minister for Tourism
GPO Box 1671
ADELAIDE SA 5001

Dear Minister,

I write in response to my letter of the 19th April and your response of the 19th May (MTOUR F2017/000072 refers, copies enclosed) to ask for information I sought in my original correspondence. I am aware of the fact that McGregor Tan has undertaken a report for you on the TDU and that its core specialisation is in marketing. It is reported in the daily newspaper that the TDU injected \$56 million as an estimated economic impact into the local economy, presumably a calculation contained in the report.

My specific question is that I am interested to review the economic methodology used to derive this estimate including margins of error and confidence limits with respect to the estimate. The methodology involved in estimates of economic impact are not I suggest "intellectual property". While you indicate the full report is commercial in confidence, perhaps you could consider making available to the South Australian Centre for Economic Studies (SACES) of the University of Adelaide, the relevant chapter and any related appendices that describe the economic methodology and hence final calculations. In SACES reports to the South Australian Government and other state governments it is normal practice to outline the methodology we use, any related caveats and final results. We have done so with projects related to State Investment Attraction, for impact assessment with respect to planned development on Kangaroo Island and for the Victorian Government, specifically in regard to the tourism sector.

SACES conducted the first study into the economic impact of the Australian Grand Prix event and have conducted a wide range of impact assessments for events, festivals, Wagner Ring Cycle at the state and national level.

I would be happy to sign any confidentiality agreement that might assist in reviewing relevant sections of the report and offer to provide any comments on review of methodology that may assist the Minister and Tourism SA.

We will of course (as we do) monitor SA Tenders and Contracts website for any future tenders.

Yours sincerely,

Associate Professor Michael O'Neil
Executive Director

Encl ...



Leon Bignell MP

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- 6 JUL 2017
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MTOUR F2017/000072

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Dear Associate Professor O'Neil

Thank you for your letter to the Minister for Tourism, regarding the independent McGregor Tan Research report on the 2017 Santos Tour Down Under (TDU).

The Minister appreciates you are willing to sign a confidentiality agreement, however he is advised by the South Australian Tourism Commission (SATC), the methodologies and evaluation used by McGregor Tan were developed by the company for the purposes of providing Economic Impact Assessments for a range of events. As such, the SATC is not in a position to disclose information which has significant commercial value to McGregor Tan Research.

If you would like further clarification, I encourage you to contact Mr Adam Stanford, Strategy and Insights Manager, South Australian Tourism Commission. Mr Stanford can be reached on telephone (08) 8463 4615 and would be more than happy to discuss this with you.

Yours sincerely

Ruth Sibley
Chief of Staff to **Leon Bignell MP**
Minister for Tourism

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DIVISION 1: \$1 MILLION
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 TUESDAY DRAW 1208: 25, 23,
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seaside shopping strip when works happen - most likely from April 26 to May 19.

Cars will be allowed to cross north-south through the Partridge and Gordon streets intersection for two of the four weeks.

ging the council by asking for a "media embargo" on the information but "my loyalty is to the people of Holdfast Bay and not the communication department of DPTI".

"The traders have Easter coming up," Cr Wilson said.

were laid in 1962. Tracks on the rest of the tram line were replaced in 2005.

The tram corridor is owned by the Transport Department but the council manages the rest of Jetty Rd.

Chief executive Justin Lynch

The council will ask for pedestrian refuges to be kept open during the work and for a park-and-ride carpark at Morphettville Racecourse.

The planning department said the project completion date was the end of June.

photographs, it said.

"Police have no evidence of any criminal offence having been committed."

Mr Mackay went voluntarily to a formal interview yesterday, after which police decided to close the case, lawyer Dimitrios Georgiadis told *The Advertiser*.

"Mr Mackay has always maintained he didn't do anything wrong and he has received advice from me about taking action for defamation and he is considering that," Mr Georgiadis said.

Mr Mackay came under scrutiny after claims he took photographs of bodies, skulls and bones while working as a gravedigger at Cheltenham Cemetery and showed them to others at social occasions.

The claims reportedly came from an anonymous tip-off to CrimeStoppers on March 15.

Mr Mackay quit his job two days later. He declined to comment yesterday.

Adelaide Cemeteries Authority chief executive Robert Pitt said they had fully cooperated throughout the investigation and thanked police.

Last month, Mr Mackay's lawyer told *The Advertiser* that his client had an "exemplary work record", backing his claims by providing a written statement from Mr Pitt.

"In his role (Mr Mackay) was committed to fulfilling the requirements of his role diligently," it said in part.

"He was able to work independently and was committed to continuous improvement."

It's the wheel deal for TDU's record

BEN HARVEY

RECORD Tour Down Under crowds have injected more than \$56 million into the South Australian economy.

Independent research released yesterday shows that almost 840,000 spectators - including 43,000 from overseas and interstate - lined the streets for one of the state's most popular events.

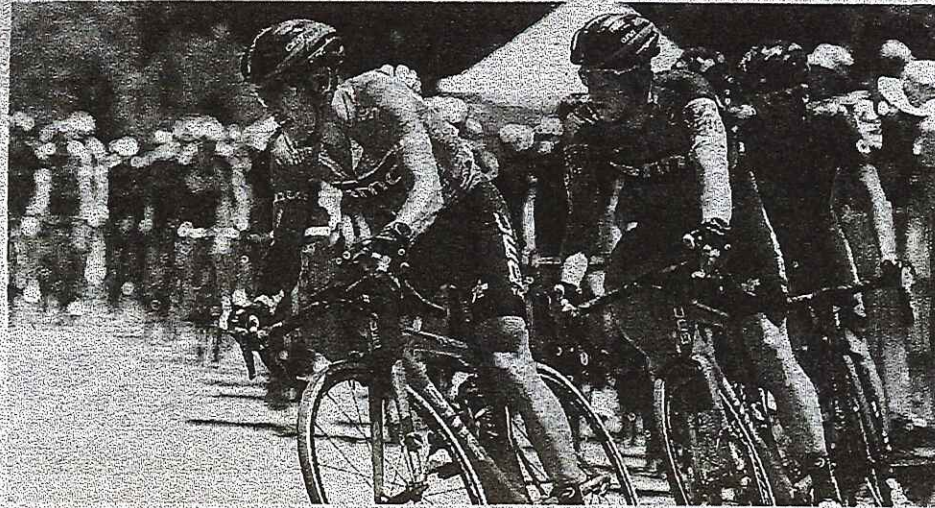
The UCI WorldTour event injected \$56.5 million into the economy and created the equivalent of 683 full-time jobs, according to figures from McGregor Tan Research.

Tourism Minister Leon Bignell is challenging fans to break the one million spectator mark for the 2018 race, which will run from Saturday, January 13, to Sunday, January 21.

"Mark (the 2018 dates) on your calendars and get involved in the 20th celebrations of the TDU," Mr Bignell said.

"Let's aim for a million spectators and make the event bigger and better than ever.

"If you've ever been to a



FAN FAVOURITE: Race leader Richie Porte, left, takes a corner during this year's tour.

TDU, make sure you make it out to at least one stage and witness the excitement of the biggest bike race outside the Tour de France.

"These results are fantastic and speak volumes for the support the TDU receives from both cyclists and cycling fans across the globe.

"It was also terrific to see

the biggest yet contingent of international teams riding in the Santos Women's Tour."

Next year's event, which will be the 20th edition of the race, will run over nine days.

Race director Mike Turtur hopes to pull off some surprises to help mark the milestone.

"(The) results announcement comes with confirmation

of our event dates for 2018, which is fantastic (and) still making us the first UCI WorldTour race on the calendar," Mr Turtur said.

"Plans are well under way and we hope to have some surprises for the fans."

The 2018 race routes for both men and women will be released in July.

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