IER Pty Ltd on behalf of the Northern Territory Major Events Company Pty Ltd were commissioned to undertake a research study to evaluate the Arafura Games 2019.

The Arafura Games began as the Arafura Sports Festival in 1991 with 1,500 athletes competing in seven sports. From 1998 it was known as the Arafura Games and was held every two years. The Arafura Games was a well-developed international multi-sport event that attracted participants from the Asia-Pacific region and beyond.

The last edition of the Arafura Games was in 2011 and after an eight year hiatus, the Northern Territory Government brought back the Games in 2019.

Arafura Games 2019 (AG2019) featured 17 sport disciplines, including, Athletics, Badminton, Basketball, Basketball 3X3 Pro Hustle, Beach Volleyball, Boxing, Football, Indoor Volleyball, Muaythai, Netball, Sailing, Sepak Takraw, Squash, Swimming, Table Tennis, Tennis and Weightlifting. An integrated para program was included in Athletics, Swimming, Tennis and Table Tennis.

Outside of sport, AG2019 also presented opportunities to showcase the Territory’s unique arts, culture, history and trade and investment links.

At the Closing Celebration for the Arafura Games 2019 the Minister for the Arafura Games announced the Games would return 14-22 May 2021.
Event Snapshot

- 9 day event
- 8 days sport competition
- 111 sporting sessions
- 532 hours of sport competition
- 278 medal events contested
- 1762 athletes
- 829 international athletes
- 933 Australian athletes
- 46 nations participated
- Over 1000 workforce

OUR SPONSORS

14 GOLD
13 SILVER
Participating Nations & Athlete Numbers

- American Samoa, 1
- Australia, 933
- Austria, 1
- Brunei Darussalam, 16
- Cambodia, 8
- Ukraine, 4
- Canada, 1
- China, 12
- Chinese Taipei, 74
- Cook Islands, 3
- Czech Republic, 3
- United Arab Emirates, 4
- England, 1
- Fiji, 29
- France, 4
- Great Britain, 1
- Hong Kong, China, 13
- United States of America, 35
- Hungary, 2
- India, 8
- Indonesia, 78
- Japan, 4
- Kazakhstan, 3
- Kiribati, 4
- Macao, China, 60
- Malaysia, 125
- Malta, 1
- Marshall Islands, 1
- Uzbekistan, 2
- Nauru, 14
- Nepal, 3
- New Caledonia, 26
- New Zealand, 33
- Papua New Guinea, 21
- Philippines, 91
- Romania, 2
- Russian Federation, 1
- Samoa, 13
- Singapore, 51
- Solomon Islands, 19
- Thailand, 9
- Timor Leste, 26
- Tonga, 5
- Tuvalu, 3
- Vietnam, 3
**Key Findings**

**Total individuals at Arafura Games**

<table>
<thead>
<tr>
<th>Including Entourage</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Darwin Residents</td>
<td>10,054</td>
</tr>
<tr>
<td>Visitors - Event primary reason for travel to Darwin</td>
<td>6,215</td>
</tr>
<tr>
<td>Visitors - Event not primary reason for travel to Darwin</td>
<td>1,148</td>
</tr>
</tbody>
</table>

![Visitor Nights](chart)

- **INTRASTATE VISITORS**
  - VISITOR NIGHTS IN DARWIN: 740
  - VISITOR NIGHTS IN THE NT: -

- **INTERSTATE VISITORS**
  - VISITOR NIGHTS IN DARWIN: 17,941
  - VISITOR NIGHTS IN THE NT: 19,191

- **OVERSEAS VISITORS**
  - VISITOR NIGHTS IN DARWIN: 26,064
  - VISITOR NIGHTS IN THE NT: 26,064

- **TOTAL**
  - VISITOR NIGHTS IN DARWIN: 44,745
  - VISITOR NIGHTS IN THE NT: 45,255

**Visitor Expenditure**

- **Arafura Games was responsible for bringing 6215 visitors to Darwin with visitor expenditure of $6.90M in Darwin and $7.10M for the broader NT.**

<table>
<thead>
<tr>
<th>Visitor Expenditure</th>
<th>INTRASTATE VISITORS</th>
<th>INTERSTATE VISITORS</th>
<th>OVERSEAS VISITORS</th>
<th>TEAM SPEND</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPENDITURE</td>
<td>$0.09</td>
<td>$2.62</td>
<td>$3.14</td>
<td>$1.04</td>
<td>$6.90*</td>
</tr>
<tr>
<td>IMPACT IN DARWIN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXPENDITURE</td>
<td>-</td>
<td>$2.83</td>
<td>$3.14</td>
<td>$1.12</td>
<td>$7.10*</td>
</tr>
<tr>
<td>IMPACT IN THE NT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: Intrastate visitor spend in Darwin is not counted in the calculation of total visitor spend in the Northern Territory. Whilst intrastate visitor spending generates a tourism benefit for the Darwin economy, it is not considered to be new money generated for the broader NT economy.

**Additional Indirect contribution to the Economy**

- Total indirect contribution for Darwin - $6.35 mil
- Total indirect contribution for Northern Territory - $6.53 mil

According to Tourism Research Australia for every dollar spent in the tourism industry in the Territory, an additional 92 cents is spent elsewhere in the economy.

92% of people surveyed agree that the Northern Territory Government should continue to invest funding in events like the Arafura Games.
### Key Findings

#### Attendee Satisfaction

<table>
<thead>
<tr>
<th>Role</th>
<th>Rating Out of 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Officials</td>
<td>8.7</td>
</tr>
<tr>
<td>Athletes/Team Mgrs</td>
<td>8.7</td>
</tr>
<tr>
<td>Spectators</td>
<td>8.3</td>
</tr>
<tr>
<td>Volunteers</td>
<td>8.1</td>
</tr>
</tbody>
</table>

#### First Time Attendance

- **64.4%**: Attended Arafura Games for the first time in 2019.

<table>
<thead>
<tr>
<th>Location</th>
<th>Attendance Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>NT Resident</td>
<td>59.9%</td>
</tr>
<tr>
<td>Interstate</td>
<td>84.2%</td>
</tr>
<tr>
<td>Overseas</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

#### Advocacy (NPS)

- **+57.5**: 8 promoters for every one detractor.

<table>
<thead>
<tr>
<th>Role</th>
<th>NPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletes/Team Mgrs</td>
<td>63.1</td>
</tr>
<tr>
<td>Technical Officials</td>
<td>61.3</td>
</tr>
<tr>
<td>Volunteers</td>
<td>54.0</td>
</tr>
<tr>
<td>Spectators</td>
<td>53.1</td>
</tr>
</tbody>
</table>

#### Social & Community Impacts

<table>
<thead>
<tr>
<th>Perception Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arafura Games enhances the perception of Darwin and the Northern Territory</td>
</tr>
<tr>
<td>Arafura Games was an inclusive event</td>
</tr>
<tr>
<td>The event gave me the opportunity to meet and interact with like-minded people</td>
</tr>
<tr>
<td>The event created an opportunity to spend quality time with family/friends</td>
</tr>
</tbody>
</table>

#### Key Promoter Messages

- **Positive (Amazing, Fun etc.)**: 39.5%
- **There is a range of sports to enjoy**: 17.0%
- **High level of competition/athletes**: 15.0%
- **Celebration of different nationalities**: 14.0%
- **Friendly**: 12.0%
- **Well organised event**: 8.5%
IER is a boutique business consultancy, established in 1991, specialising in research, strategy development, economic and social impacts for the major events industry. Over more than 25 years, IER has provided advice to a range of sport and leisure organisations, major events, national sporting leagues and tourism authorities in Australia, New Zealand and North America.

IER has considerable breadth of industry experience ranging from major festivals, to sport and racing, cultural and local community events. Common to all projects is IER’s customer-focused approach, providing new insights into managing the experiences and relationships with clients.

IER’s recent clients include:

- Ultra Music Festival
- Big Bash League
- WWE Melbourne
- Soccer World Cup Qualifiers
- Great Barrier Reef Masters Games
- Pan Pacific Para Swimming Championships
- Jayco Herald Sun Tour
- Ashes Tour
- Melbourne Cup Carnival
- Cadel Evans Great Ocean Road Tour
- Sydney Cricket Ground Events
- White Night
- Nitro Athletics
- Bridge to Brisbane
- Brisbane Festival
PURPOSE OF THE RESEARCH

The research study contained a number of elements as outlined below:

- Quantitative spectator research study
- Quantitative research – Volunteers, Technical Officials, Athletes and Team Managers and affiliates (VIP and Team Media)
- Visitor expenditure assessment
- Quantitative study of CBD business owners

IER, in consultation with the Northern Territory Major Events Company Pty Ltd, developed the quantitative research tools to undertake this study.

RESEARCH OBJECTIVES

The research study aimed to achieve the following key objectives:

1. Develop a demographic profile of Spectators and participants at the Arafura Games
2. To provide an estimate of the visitor expenditure generated by the Arafura Games
3. To measure Spectators and participants experience and likely advocacy and return attendance
4. To develop an understanding of key Spectators and participants behaviours both prior to and post attendance
5. To gather insights from Spectators and participants that can be used to help shape the event for future years
6. To measure the use and usefulness of a number of marketing and communication aspects of the event
7. To measure the attitudes and perceptions of business owners/managers in relation to the Arafura Games

IER utilised a number of different research methods to deliver this study. They are outlined below:

Incidence Survey – IER conducted an incidence survey (Spectators only) on all nine days across the event period. The purpose of this survey was to develop a detailed and robust assessment of visitor origins (for the purpose of accurate audience estimation) as well as recruiting Spectators to complete the post-event online survey.

Online Survey – An online survey was built and disseminated to those who provided their email details during the incidence survey process and to databases provided by the Northern Territory Major Events Company Pty Ltd of Volunteers, Technical Officials, Athletes and Team Managers.

Indirect contribution to Darwin and the NT economy has also been measured using a multiplier from Tourism Research Australia.

Face-to-Face Survey – IER undertook a face-to-face survey of local business owners/managers to understand their attitudes and perceptions of the Arafura Games.

Throughout the research report, IER has reported findings in aggregate format. Further to this, detailed cross-analysis was undertaken to uncover where any deeper insights may exist of Spectators and the participant groups.

SURVEY DEVELOPMENT

IER liaised with the Northern Territory Major Events Company Pty Ltd to develop a Spectators and participant survey aimed at meeting the objectives of the study. The survey was developed with specific pathways and skip logic to allow for different respondents to see specific sets of questions that were relevant to them.

The survey was built and hosted within IER’s proprietary research system, www.customerdirect.com.au. Invitations were branded with the Arafura Games creative and were sent by IER to those who opted in to participate in the research.

SAMPLE SIZES

Through the online research process, IER yielded the following samples for use in this study:

<table>
<thead>
<tr>
<th>Survey Source</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arafura Games FTF Attendee Incidence Survey</td>
<td>1,284</td>
</tr>
<tr>
<td>Arafura Games Spectator and Participant On-line Survey</td>
<td>939</td>
</tr>
<tr>
<td>Arafura Games Business Owner FTF Survey</td>
<td>88</td>
</tr>
</tbody>
</table>

These samples are statistically significant in their own right (at an aggregate level). The incidence survey was used to collect visitor origins, primary purpose attendances and extended stay of Spectators only. This survey was also used to recruit Spectators by collecting their first name and email address for the purpose of sending the on-line survey.

A face-to-face and on-line survey was used to capture all other insights relating to this research study.

In addition to this research, the Northern Territory Major Events Company has provided a budget breakdown of direct spend from the Arafura Games 2019 budget into the Territory.
KEY CONCEPTS & DEFINITIONS

Throughout this report, a number of measures and concepts have been outlined and discussed. The following provides a description/definition on these measures and concepts and should be read in conjunction with the outcomes:

• **Event Attendance** — This is split into Spectators, Athletes, Team Managers, accompanying people, Technical Officials, Volunteers, VIP & media. For the purpose of the economic impact analysis Spectators are converted to unique individuals based on the number of events that they attended.

• **In-Scope Visitor** relates to a person who said that the event was the main reason for their visit to the Northern Territory, or to Darwin. Their (and any accompanying people) visitor activities (nights, spending) are measured as being driven by the event’s existence. Further defined as follows:
  • In-scope visitors to Darwin – those who were already in the Territory for other reasons, but whose decision to visit Darwin was driven by the event.
  • In-scope visitors to the Northern Territory – those who would not have travelled to the Northern Territory nor Darwin if not for the event.

• **Direct in-scope expenditure** is made up of the following components:
  • In-scope visitor spending in the region whilst on their event motivated trip.

• **Visitor Nights** relates to the number of nights spent by in-scope visitors in the area in which they have travelled to. In the case of in-scope visitors to Darwin, it counts nights from Other NT, interstate and overseas visitors spent in Darwin. In the case of in-scope visitors to the Northern Territory, it counts nights from intrastate visitors (in Darwin) and from interstate and overseas visitors both in Darwin and other parts of the Territory.

• **Non Primary Purpose visitors** relates to local residents and non local Visitors whose trip to Darwin was not driven by the event. Whilst they have attended the event, their trip to Darwin was not for that purpose.

• In-scope expenditure in the Northern Territory (and by natural extension to Darwin) includes spending by intrastate visitors (in Darwin) and by interstate and overseas visitors whose trip to the Northern Territory was driven by the event’s existence. It counts their spending both in Darwin and other parts of the Territory.

• Direct in-scope expenditure is further split into the impact on Darwin and the impact on the Northern Territory. This is further defined below:
  • In-scope expenditure in Darwin includes spending by Other NT, interstate and overseas visitors whose trip to Darwin was driven by the event’s existence. It only counts spending in Darwin.
The 2019 Arafura Games attracted 17,416 unique individuals. The total number of individuals for Athletes and Team Managers, Technical Officials, Volunteers and VIP/Media was provided by NTMEC.

NTMEC also provided the gross number of Spectators at the events (including the opening and closing celebrations) of 55,499. (Please note: this includes 11,166 attendances by accompanying people who travelled with athletes) Therefore, it is estimated that 44,333 attendances were made by spectators (who visited 4.2 events on average), meaning that the number of unique individual spectators across the nine days was 10,677.

The survey data indicated that Athletes and Team Managers also attended with accompanying people (Other NT – 2.20, Interstate 1.35 and Overseas 1.38). Overall, this amounted to 2,689 accompanying people.

Overall, 58.5% of these individuals were from Darwin with a further 2.2% from other parts of the Northern Territory. Seventeen percent of individuals were from interstate and close to a quarter (22.4%) were from overseas.

Overall, there were 7,362 non-Darwin residents who attended or competed in the Arafura Games – the majority of whom (6,215) travelled to Darwin for this specific purpose.
Overall, across the Arafura Games there was close to a 1:1 ratio of females compared to males. However comparing gender across the segments, there were significantly more female Volunteers present and significantly more male Athletes/Team Managers and Technical Officials.
From an age perspective, over 55% of the sample were aged under 44 with the largest age group represented at the games being the 35 to 44 years age group - making up close to 20% of the attendance.

When comparing age across the different segments, there is a greater proportion of Athletes/Team Managers aged 15-34 years, Spectators aged 35-54 years and Technical Officials and Volunteers aged 55+ years.
Visitor Expenditure

- Visitor expenditure is determined by multiplying the number of non local visitors by how much money they spent daily by how many days they were in Darwin and the Territory due to the Arafura Games.

- People that already reside in Darwin were not counted when determining the impact on the Darwin Economy.

- People that already reside anywhere within the Territory were not counted when determining the impact on the NT Economy.

- Non locals who said the event was the main reason for coming to Darwin were counted.

- Length of stay was determined through arrivals and departure information which shows the average length of stay rather than the length of the entire event.

- Average daily expenditure includes: accommodation, meals, food and beverages, on-ground transport, tourism activities and other personal expenses.

- IER determined average daily expenditure by surveying visitors.

“The Arafura Games visitors generated a total of 7.10M in visitor expenditure in the NT”

- Athlete team spend of $1.04M is the spending made by travelling teams on behalf of their athletes e.g. in some cases a team would pay for their athletes accommodation however the athlete would pay for their own meals. The Athletes own spend is included in the average daily spend whilst the team spend is reflected separately.
<table>
<thead>
<tr>
<th>Visitor Origin</th>
<th>In-Scope Attendees (Individuals)</th>
<th>Entourage</th>
<th>Total In-Scope Visitors</th>
<th>Average Daily Spend</th>
<th>Average Length of Stay in Darwin</th>
<th>Average Length of Stay in the Northern Territory</th>
<th>Direct In-Scope Expenditure in Darwin ($mil)</th>
<th>Direct In-Scope Expenditure in the NT ($mil)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overnight Visitors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other NT Event Motivated</td>
<td>86</td>
<td>75</td>
<td>161</td>
<td>$121.82</td>
<td>4.6</td>
<td>4.6</td>
<td>$0.09</td>
<td></td>
</tr>
<tr>
<td>Interstate Event Motivated</td>
<td>1,531</td>
<td>981</td>
<td>2,512</td>
<td>$145.13</td>
<td>7.1</td>
<td>7.6</td>
<td>$2.57</td>
<td>$2.78</td>
</tr>
<tr>
<td>Interstate Extended Stay</td>
<td>35</td>
<td>0</td>
<td>35</td>
<td>$233.18</td>
<td>5.7</td>
<td>5.7</td>
<td>$0.05</td>
<td>$0.05</td>
</tr>
<tr>
<td>Overseas Event Motivated</td>
<td>1,551</td>
<td>1,828</td>
<td>3,379</td>
<td>$120.70</td>
<td>7.7</td>
<td>7.7</td>
<td>$3.14</td>
<td>$3.14</td>
</tr>
<tr>
<td>Overseas Extended Stay</td>
<td>56</td>
<td>0</td>
<td>56</td>
<td>$100.00</td>
<td>1.0</td>
<td>1.0</td>
<td>&lt;$0.01#</td>
<td>&lt;$0.01#</td>
</tr>
<tr>
<td><strong>Total Overnight Visitor Spend</strong></td>
<td>3,259</td>
<td>2,884</td>
<td>6,144</td>
<td></td>
<td></td>
<td></td>
<td>$5.86</td>
<td>$5.97</td>
</tr>
<tr>
<td><strong>Day Trip Visitors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other NT Event Motivated</td>
<td>71</td>
<td>71</td>
<td>71</td>
<td>$59.58</td>
<td></td>
<td></td>
<td>&lt;$0.01#</td>
<td>&lt;$0.01#</td>
</tr>
<tr>
<td><strong>Total Day Trip Visitor Spend</strong></td>
<td>71</td>
<td>71</td>
<td>71</td>
<td></td>
<td></td>
<td></td>
<td>&lt;$0.01#</td>
<td>&lt;$0.01#</td>
</tr>
<tr>
<td><strong>Total Visitor Expenditure</strong></td>
<td>3,330</td>
<td>2,884</td>
<td>6,215</td>
<td></td>
<td></td>
<td></td>
<td>$5.86</td>
<td>$5.97</td>
</tr>
<tr>
<td>Athlete Team Spend</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1.04</td>
<td>$1.12</td>
</tr>
<tr>
<td><strong>Total Visitor Expenditure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$6.90</td>
<td>$7.10</td>
</tr>
</tbody>
</table>

*Note: Some totals may not add due to rounding*
Indirect Contribution is the flow-on effect of the tourism industry for Darwin & the Northern Territory. For example, businesses who employed additional casual staff and purchased additional goods locally to fulfil additional consumer demand.

<table>
<thead>
<tr>
<th></th>
<th>Indirect contribution for Darwin</th>
<th>Indirect contribution for Northern Territory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total indirect contribution</td>
<td>$6.35M</td>
<td>$6.53M</td>
</tr>
</tbody>
</table>

According to Tourism Research Australia for every dollar spent in the tourism industry in the Territory, an additional 92 cents is spent elsewhere in the economy.

*Note: Some totals may not add due to rounding*
The Arafura Games budget provided a direct spend of 6.5M into the Territory Economy benefitting many local businesses.

“It's bought quite a few people into the city. We've had a lot of business that we wouldn't have had at this time of the year”

(verbatim from business survey)

Joel Mitchell, designer & producer of medal trays and podium fascias from the fallen trees of Cyclone Marcus.
## Government Expenditure

### Revenue
$510,000

Cash and Contra. Agreements with sponsors via NTMEC are commercial in confidence

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Budget</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games Services</td>
<td>$418,145</td>
<td>Catering, Language Services, Accreditation, In Darwin transport, Accommodation</td>
</tr>
<tr>
<td>Games Operations</td>
<td>$451,526</td>
<td>Uniforms, Volunteers, Security, Safety, Transport, Look and Signage</td>
</tr>
<tr>
<td>Sport and Venue</td>
<td>$1,661,836</td>
<td>Sport Partnerships, Venue Hire, Medal Ceremonies, Athlete Medical, Sport Presentation, Venue Overlay</td>
</tr>
<tr>
<td>Media and Communications</td>
<td>$164,567</td>
<td>Website, PR, Equipment</td>
</tr>
<tr>
<td>Marketing and Commercial</td>
<td>$159,003</td>
<td>Advertising, Branding, Mascot</td>
</tr>
<tr>
<td>Corporate Services</td>
<td>$597,374</td>
<td>Office, Insurances, Legal</td>
</tr>
<tr>
<td>Business Program</td>
<td>$550,000</td>
<td>Department of Trade, Business &amp; Innovation Program</td>
</tr>
<tr>
<td>Arts and Culture</td>
<td>$571,847</td>
<td>Opening and Closing Celebrations, City Activation programs such as Purple Patches.</td>
</tr>
<tr>
<td>Salaries</td>
<td>$2,233,160</td>
<td></td>
</tr>
<tr>
<td>Specialist Contractors</td>
<td>$418,099</td>
<td>ASADA Doping Control, Medical, Safety and Security, Research and Evaluation</td>
</tr>
</tbody>
</table>

Total $7,225,557
IER surveyed a broad range of businesses located in the Darwin CBD. The most common businesses surveyed were shopping & retail stores, representing almost 40% of the sample.

The least represented business types are accounting and tax services, banking and finance, business services, health and wellness and nightlife.
The overall support rating provided by business owners for the Arafura Games was 4.5 (out of 5.0). This represents a very high level of support. Overall, 75.9% provided a rating of 5 – indicating they support the event ‘to a great extent’.

The main reasons for support of Darwin (those who rated 4 or 5 out of 5 – 82.8% of businesses) is that it brings people to the area/increases business/economy’ (77.8%). The next most frequent reason was that it is generally good for the community of Darwin (19.4%).

Meanwhile, the main reasons against holding the Arafura Games in Darwin (those who rated 1 or 2 out of 5 - 5.7% of businesses) is that it didn’t generate any benefits as ‘competitors didn’t spend money’ or because the ‘regular customers have moved to other areas’.
Overall over half the local businesses in the Darwin area indicated that there was an increase in customers for their businesses during the Arafura Games. This is a strong result as many of the businesses interviewed may not see an immediate direct benefit (e.g. banking services, taxation, real estate.).

Businesses who indicated that they noticed an increase in customers to their business (52.3%) were asked ‘to what extent have you noticed this increase’. The most common level of uplift in customers to these businesses was moderate (between 25% and 50%) - with half of all businesses indicating this. Over 10% indicated a significant (more than 50%) increase in customers.

Q3. Have you experienced or noticed an increase in customers to your business over the last week and a half while the Arafura Games have been held? (n=88)
Q3a. To what extent have you noticed this increase? (n=46)
Local businesses operating during the Arafura Games indicated the strongest support for the statement that the Games provides positive social/community benefits for locals (4.4).

The least supported statement by local businesses was the Games will leave lasting improvement to Darwin and the Northern Territory (3.8) – although still high.

Q3. Have you experienced or noticed an increase in customers to your business over the last week and a half while the Arafura Games have been held? (n=88)
Q3a. To what extent have you noticed this increase? (n=46)
Spectators and participants provided strong levels of agreement with each of the following statements relating to the Arafura Games. 

- In particular, the strongest agreement was aligned with the views that ‘the’ Arafura Games is a significant and unique sporting event in Australia’ and ‘Arafura Games enhances the perception of Darwin and the Northern Territory’ (both 90.8% agree/strongly agree).

Q15: Thinking about your experience at the Arafura Games, please indicate how much you agree/disagree with the following statements? (n=333-873)
The Northern Territory Government should continue to invest funding in events like the Arafura Games (92.0% agree).

The Arafura Games provides a positive impact on the Darwin community (91.8%).

The Arafura Games makes me proud to be a Territorian (83.1%).

I felt involved in the event experience (82.6%).

I felt moved or inspired by my experience at the Arafura Games (77.6%).

Spectators and participants provided very strong levels of agreement with each of these statements relating to the Arafura Games.

In particular, the strongest agreement was aligned with the views that ‘the Northern Territory Government should continue to invest funding in events like the Arafura Games’ (92.0% agree) and ‘the Arafura Games provides a positive impact on the Darwin community’ (91.8%).
• The overall satisfaction provided by attendees at the Arafura Games was 8.4 (out of 10.0). This was a very strong result for the event. Overall, 77.1% provided a rating of 8 or more – indicating an excellent experience.

• Technical Officials and Athletes/Team Managers indicated a significantly higher satisfaction rating compared to the other attendee groups whilst Volunteers were significantly lower in their average rating
Overall 96% of the respondents indicated that their experience at the Arafura Games met or exceeded their expectations.

When comparing expectations between the different attendee types the following were significant differences:

- Volunteers were less likely to indicate that their experience at the event was ‘better than they expected’ when compared to other groups.

Q19. How would you rate your experience at the Arafura Games compared to the expectations you had before you arrived? (n=828)
### SATISFACTION WITH SPECIFIC EVENT ELEMENTS

<table>
<thead>
<tr>
<th>Element</th>
<th>1 - Very Poor</th>
<th>2 - Below Average</th>
<th>3 - Average</th>
<th>4 - Above Average</th>
<th>5 - Excellent</th>
<th>Rating (/5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety at the events</td>
<td>2.3% 13.1%</td>
<td>33.3%</td>
<td>53.3%</td>
<td></td>
<td></td>
<td>4.4</td>
</tr>
<tr>
<td>Access to and helpfulness of event staff</td>
<td>0% 13.0%</td>
<td>32.8%</td>
<td>52.8%</td>
<td></td>
<td></td>
<td>4.4</td>
</tr>
<tr>
<td>The look and appeal of the venues</td>
<td>0% 14.5%</td>
<td>36.3%</td>
<td>48.2%</td>
<td></td>
<td></td>
<td>4.3</td>
</tr>
<tr>
<td>Atmosphere and excitement</td>
<td>2% 14.2%</td>
<td>34.2%</td>
<td>48.8%</td>
<td></td>
<td></td>
<td>4.3</td>
</tr>
<tr>
<td>The overall facilities</td>
<td>9% 15.6%</td>
<td>40.7%</td>
<td>42.8%</td>
<td></td>
<td></td>
<td>4.3</td>
</tr>
<tr>
<td>Quality of the competition</td>
<td>3% 15.2%</td>
<td>34.8%</td>
<td>46.9%</td>
<td></td>
<td></td>
<td>4.2</td>
</tr>
<tr>
<td>Ability to see the action</td>
<td>3% 17.4%</td>
<td>34.4%</td>
<td>45.2%</td>
<td></td>
<td></td>
<td>4.2</td>
</tr>
<tr>
<td>The overall event program</td>
<td>1% 16.4%</td>
<td>40.7%</td>
<td>40.8%</td>
<td></td>
<td></td>
<td>4.2</td>
</tr>
<tr>
<td>Organisation of events</td>
<td>2% 16.3%</td>
<td>39.7%</td>
<td>40.6%</td>
<td></td>
<td></td>
<td>4.2</td>
</tr>
<tr>
<td>The Opening Celebration</td>
<td>4.6% 11.1%</td>
<td>35.5%</td>
<td>45.6%</td>
<td></td>
<td></td>
<td>4.2</td>
</tr>
<tr>
<td>Toilet &amp; bathroom facilities</td>
<td>1% 23.5%</td>
<td>36.0%</td>
<td>39.0%</td>
<td></td>
<td></td>
<td>4.1</td>
</tr>
<tr>
<td>The Closing Celebration</td>
<td>6.3% 20.1%</td>
<td>29.3%</td>
<td>42.0%</td>
<td></td>
<td></td>
<td>4.0</td>
</tr>
<tr>
<td>Information signage at the venues</td>
<td>4.6% 24.0%</td>
<td>36.1%</td>
<td>34.8%</td>
<td></td>
<td></td>
<td>4.0</td>
</tr>
<tr>
<td>Getting to the events (transport/parking etc.)</td>
<td>4.9% 22.8%</td>
<td>33.6%</td>
<td>36.0%</td>
<td></td>
<td></td>
<td>4.0</td>
</tr>
<tr>
<td>Directional signage to event location from around the City</td>
<td>5.1% 29.3%</td>
<td>35.1%</td>
<td>29.4%</td>
<td></td>
<td></td>
<td>3.9</td>
</tr>
<tr>
<td>Food and beverage offering</td>
<td>12.2% 39.6%</td>
<td>27.5%</td>
<td>15.9%</td>
<td></td>
<td></td>
<td>3.4</td>
</tr>
</tbody>
</table>

Q24. How would you rate your satisfaction with the following elements of your experience at the Arafura games? (Where 1 = Very Poor and 5 = Excellent) (n=174-774)
• Athletes at the Arafura Games indicated that they were most satisfied with overall organisation of the games (4.4) and the competition facilities (4.3).
• The social programs offered were the lowest rating aspect of these for the competitors rating 3.8 out of 5.
Volunteer Satisfaction

Volunteers at the Arafura Games indicated that they were most satisfied with the uniform and kit at the event (4.4) and the overall volunteer management (4.1).

The pre-Arafura Games volunteer training was the lowest rating aspect of these for the Volunteers rating 3.7 out of 5.

Q26. How would you rate your satisfaction with the following elements of your experience at the Arafura games? (Where 1 = Very Poor and 5 = Excellent) (n=117-127)
IER measures advocacy through the use of a methodology termed ‘Net Promoter Score’ (NPS). The NPS allows for the measurement of an event’s performance through the eyes of its attendees. It is based on the view that all attendees can be segmented into one of three categories:

- **Promoters** (rating score 9-10) are classified as loyal enthusiasts who will keep attending and refer others, fueling growth.
- **Passives** (score 7-8) are often satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy consumers who can damage the Arafura Games brand and hinder growth through negative word-of-mouth.

The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. The difference between the two is the NPS.

The overall Net Promoter Score for the Arafura Games was +57.5.

- This result is very strong for the event achieving 66.0% of attendees as promoters meaning that half of all attendees are considered as loyal enthusiasts who will keep attending and refer others to the event, in return fuelling the future growth.

Q21. How likely would you be to recommend attending the Arafura Games to your friends, family and colleagues? (where 0 = Very Unlikely and 10 = Very Likely) (n=815)
‘Treat Volunteers better’ was the most common suggestion of how the event could be improved from detractors (9.0%). Communication, advertising and organisation of events were the next most popular suggestions.

Overall 11.9% of the detractors despite indicating that they were not willing to advocate the event, suggested that nothing could be done to make them more likely to recommend others to attend. A further 3.0% of detractors could not think of a suggestion.

Q21c. What could the event do to make you more likely to recommend others to attend? (n=67)

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treat volunteers better</td>
<td>9.0%</td>
</tr>
<tr>
<td>Improve communication</td>
<td>7.5%</td>
</tr>
<tr>
<td>Better advertising</td>
<td>7.5%</td>
</tr>
<tr>
<td>Improve organisation of events</td>
<td>7.5%</td>
</tr>
<tr>
<td>Improve scheduling of events</td>
<td>6.0%</td>
</tr>
<tr>
<td>More competitors required</td>
<td>4.5%</td>
</tr>
<tr>
<td>Better transport</td>
<td>4.5%</td>
</tr>
<tr>
<td>Location at waterfront needs more space/capacity</td>
<td>3.0%</td>
</tr>
<tr>
<td>Move the event to school holidays</td>
<td>3.0%</td>
</tr>
<tr>
<td>More seating</td>
<td>3.0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3.0%</td>
</tr>
<tr>
<td>Better information about events</td>
<td>3.0%</td>
</tr>
</tbody>
</table>
• Overall 39.5% of the promoters indicated that they would tell others that the event is amazing/interesting/fun/generally endorse the event.
• The next most common things they would mention were that there is a range of sports to enjoy and that there is a high level of competition/athletes to see.

Q21. If you were encouraging friends, family or colleagues to attend, what would you tell them about the Arafura Games? (n=335)