

Rural City of Murray Bridge Pedal Prix Impact Assessment Report

Final Report

November 2007





The Rural City of Murray Bridge Inc (RCMB) Pedal Prix Impact Analysis Survey is an initiative of the RCMB.

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Note: Photos supplied by the Australian International Pedal Prix.

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Introduction

The Rural City of Murray Bridge hosts the Australian International Pedal Prix (Pedal Prix) in September of each year.

The Pedal Prix is a 24 hour endurance race with teams competing in human powered vehicles around a bitumen circuit track.

The Pedal Prix attracts more than 200 teams from all over Australia, with a significant percentage of the teams comprised of primary and secondary school students. The student based teams utilise the Pedal Prix as an opportunity to combine their day to day curriculum learning outcomes with extra curricular activities.

The Rural City of Murray Bridge has been a strong proponent of the development of the Pedal Prix for many years. The RCMB has contributed both financially and in-kind to the event and believes that it offers the local community many benefits. These benefits include:

- Increased tourism visitation and return visitation.
- Increased spending in local businesses.
- Increased profiling and awareness raising of Murray Bridge as a destination.

Post the 2004 Pedal Prix, the RCMB sought to identify and quantify the impact of their investment in the event. This was undertaken using the Pedal Prix Impact Survey which highlighted that the Pedal Prix returns an estimated \$3.029 million in economic value to the Murray Bridge community. The survey results also highlighted opportunities for local business development to support the Pedal Prix.

Pedal Prix Impact Survey

The RCMB commissioned a second Pedal Prix Impact Survey prior to the 2007 event to confirm the impact of their investment and to determine if businesses have responded to the opportunities identified from the 2004 survey. The survey would identify the level of increased expenditure, repeat visitation and demand for services as a result of hosting the Pedal Prix. Specifically it aimed to explore and quantify the impact for three key groups. These groups are:

- Murray Bridge Businesses
- Pedal Prix Teams
- Pedal Prix Attendees

Executive Summary

It is estimated that the 2007 Australian International Pedal Prix returned an estimated \$3,799,200.00 million in economic value to the Murray Bridge community.

This estimate is based on the estimated average spending of attendees obtained from the gate survey results; average spending of teams based on the team survey results; community fundraising and event management spending activities. This combined estimate provided the basis for assumptions to be made, utilising Regional Economic Modelling software, on the impact of the event on local trade.

More importantly, the Australian International Pedal Prix provides lasting value to the Murray Bridge community in terms of promotional opportunities, visitor and destination recognition. This intrinsic value is very difficult to quantify or qualify. However, teams from outside the Murraylands region were asked if they would return to Murray Bridge within the next year and 70 per cent indicated that they would. This is a very positive result and some comments highlighted the ideal location of Murray Bridge and the friendship and support of the people. With over three quarters of the attendees from outside the region there are opportunities for local businesses to benefit in both the short and longer term by providing a service which encourages these people to return.

Opportunities

Most of the businesses surveyed are conscious of the Pedal Prix, but don't see how it relates to their business. The businesses that did support the event were able to supply the goods and services required and appreciated the extra business provided. There is an opportunity to have a more active business community by encouraging involvement through the supply of additional goods and services and promotional opportunities. Increased promotion of the event within the community prior to the event may encourage businesses to become involved.

Both the teams and businesses indicated that more media coverage is required during the event to promote both the event and Murray Bridge.

Feedback

The teams/participants indicated that the atmosphere and opportunities the Pedal Prix gives students were very positive aspects of the event. Many stated that the location provided a great atmosphere and safe environment, with improvements to security noted. It was noted that the organisation and management of the event have continued to improve. However, the teams/participants did make suggestions for improvements that generally related to the toilets, showers and bins as well as the track surface.

There was concern from many teams/participants that the gate entry cost is too high, and participants should not be required to pay a gate entry fee and a

competition entry fee. There were also some concerns that the Pedal Prix rules were not enforced consistently.

Broadly the businesses that were aware of the event were positive about the Pedal Prix and, in many instances, acknowledged the value of the event even if it did not directly impact on their particular business. However, the businesses did comment that they are not included during organisation of the event and opportunities for involvement are not provided. Some believed that earlier involvement would make more businesses aware of the potential opportunities.

Recommendations

Pedal Prix Impact Survey

The Pedal Prix Impact Survey is a useful tool to gauge the ongoing success of the event and its application to the broader Murray Bridge community.

The Pedal Prix Impact Survey was first commissioned in December 2004. The current Pedal Prix Impact Survey commenced in September 2007. The actual delivery of the survey to the target stakeholders occurred in late September and early October 2007.

Due to the timing of the survey, it was not possible to reflect on, or capture, the experiences of some teams, as they had holidays. It is therefore recommended that in 2008 consideration be given to capturing information during a longer period of time.

The response rate to the gate and team survey was outstanding; however the business survey response was less than desirable. It should be noted that the team survey would benefit from the inclusion of some additional questions to clarify spending per team. A longer lead time to develop surveys would ensure that they can be trialled and appropriate questions included.

It is recommended that:

- The survey in 2008 runs over a longer period of time, to receive better results from businesses.
- The gate survey has more than one person to capture more feedback.
- The team survey includes some additional questions.
- Consideration is given to methods to obtain more feedback from businesses.

Event infrastructure

Many of the teams / participants stated that the location provided a great atmosphere and safe environment. It was noted that security had improved. The biggest concern for the Pedal Prix participants was the toilet, shower and garbage facilities. The quantity and quality of these facilities was a major issue. With strong winds during the event, dust also became a problem during 2007. There were some concerns about the quality of the track surface, track lighting, sound, access to lap information, access to power at the pits and noise and emissions from the generators. Some teams were also confused about their camp and pit locations.

It is recommended that:

- Additional toilet and shower facilities are available next year and that they are cleaned more regularly.

- More bins are provided and more frequent collections of rubbish.
- The condition of the track be reviewed and some areas be upgraded to improve safety for pedal prix vehicles.
- Bigger generators be utilised that are safe and less noisy than the ones used at previous events, and that power be provided to the pit area.
- Lighting is improved by facing lights down the track and the sound infrastructure is upgraded to help teams.
- Layout of pit and camping areas is made clearer for teams/participants.
- Consideration is given to laying more grass in some areas to reduce dust problems in the future.
- An improved plan to let traffic in and especially out of the area after the event is developed, not only for the Pedal Prix, but for any events held at Murray Bridge.

Event organisation

Overall, event organisation and management was considered to be well done. It was noted that organisation continues to improve and be fine tuned. However there were concerns from many teams about the need to pay a gate entry fee and a competition entry fee. There were concerns about some inconsistent decisions made by the marshalls and scrutineers. There were also some concerns about the large number of entries for some events and the impact this could have on the safety of participants.

It is recommended that:

- Entry costs are reconsidered, especially for team members. It may be possible to provide some free or reduced cost entry passes with the competition entry fee package.
- All Marshalls and Scrutineers receive consistent training and are familiar with the rules prior to the event.
- Pedal Prix rules are enforced consistently, both on the track and at the camp sites.
- Maximum entrant numbers per event be reviewed with consideration given to organising additional races to reduce crowding on the track and improve safety. It may be worthwhile considering a separate event for new participants or slower vehicles seeking experience.

Opportunities for supply

The Pedal Prix participants have detailed some of the opportunities for the supply of goods and services to the event. These include:

- Accommodation
- Medical Supplies
- Mechanical eg tyres for bicycles
- Hardware
- Generators
- Electronic parts eg buzzer and switches
- Food and drinks
- Personal items
- Transport and fuel
- Ice
- Camping supplies
- Sporting goods
- Clothing including uniforms
- Information

As many of the above opportunities would also be required for other major events hosted by the region and Murray Bridge it would be worthwhile to explore and support their supply. It was recommended after the 2004 survey that consideration be given to establishing an event management business development working party. Such a working party would be responsible for facilitating the supply of event management support services by the private sector. The feedback from the 2007 survey indicates that consideration should still be given to establishing this working party to assist businesses take advantage of opportunities provided by the Pedal Prix. The business survey in 2007 captured feedback from more businesses than the 2004 survey and it was still evident that businesses would like to be involved earlier and have more information.

There were some concerns from business that due to the availability of camping facilities at Sturt Reserve the event was very self-contained and participants did not seek to move beyond this area to purchase supplies in Murray Bridge. However feedback from some teams who did seek supplies was that businesses were closed.

It is recommended that:

- The Rural City of Murray Bridge initially convenes a Pedal Prix Business Development Working Party, which may later be expanded to form an Event Management Business Development Working Party.
- Consideration is given to assisting businesses to trade from a stall at the Pedal Prix or providing opportunities for promotion of local businesses through a brochure distributed at the gate.

- Timing of event should be reviewed as a number of business respondents could not attend because it was held on the same day as the local football grand final.

Promotional opportunities

Comments from teams and businesses expressed some concern about the lack of promotion and media coverage of the event. Some businesses indicated that they were not aware that the event was being held.

It is recommended that:

- The Rural City of Murray Bridge facilitates an opportunity for the business community to discuss promotional opportunities and be involved in the Pedal Prix.
- More promotion of the event to the community prior to the event.
- More media coverage during the event to promote both the event and town.

Australian International Pedal Prix 2007 – Fast Facts

Attendance

Estimated 26,000 visitors over the event. (AIPP Estimates)
8,000 visitors attending the three days = 26,000 visitors (RCMB Estimates)

Economic value

Visitors

26,000 visitors x \$55 (based on SATC) = \$1,430,000

\$1,430,000

AIPP

AIPP expenditure (staging the event) on local goods and services = \$20,000

\$20,000

Participants

200 teams x \$1,971.53 local spend = \$394,306

\$394,306

Community fundraising

Estimated community fundraising opportunities = \$20,000

\$20,000

Total direct expenditure attributed to the event

\$1,864,306

Economic multiplier (REM Plan modeling) based on above expenditure

GROSS ECONOMIC VALUE TO RURAL CITY OF MURRAY BRIDGE

\$3,799,200.00

Lasting economic value

Respondents to the Pedal Prix Impact Survey identify promotion due to the large number of visitors the event brought to Murray Bridge, as well as the return visitation as key outcomes from the Pedal Prix.

Opportunity

Promotional opportunities are identified by all respondents as the best thing about the Pedal Prix.

Methodology

The Pedal Prix Impact Assessment Report was commissioned and deployed in September 2007.

The Pedal Prix Impact Survey was delivered as a partnership project between Dynamic Project Delivery (DPD), an independent regional development and project management consultancy based business, and the Rural City of Murray Bridge (RCMB).

DPD provided support in the survey design, collation, review, analysis and identification of respondents. RCMB provided Australian International Pedal Prix (AIPP) liaison.

The Pedal Prix Impact Survey utilised three survey tools to capture the expenditure, opportunities, demand and experiences of the event.

The three key groups targeted were:

- **Murray Bridge Businesses**
- **Pedal Prix Teams**
- **Pedal Prix Attendees**

A web based electronic survey, *Survey Monkey*, was circulated to the businesses and Pedal Prix teams during September 2007.

Businesses were surveyed to determine the benefits that the Pedal Prix provides for local business. They were identified from databases provided by Murray Bridge Business and Tourism, Murraylands Enterprise Estate, Murraylands Regional Development Board, South Australian Tourism Commission and Murraylands Regional Tourism Association.

Pedal Prix teams were surveyed to capture an assessment of spending, preparation and other activities. Pedal Prix teams were identified from a list provided on the AIPP website. DPD contacted teams via telephone and they were also surveyed using a web based electronic survey, *Survey Monkey*.

Pedal Prix attendees were surveyed at the gate to capture age, gender, postcode, money spent and suggestions for improvements. One person surveyed attendees at the gate entrance, for six hours, on the main day of the event (Saturday 15th September).

Two flow charts describe the process in more detail on the following pages.

The data from the three survey tools was then collated and analysed and is the basis of this final report.

Pedal Prix Assessment Survey (Overview)

Murray Bridge Business

(Email database for Survey Monkey)

- Murray Bridge Business & Tourism Database
- Murraylands Enterprise Estate
- MRDB Database
- SATC Data base
- MRTA Database
- Specific contacts wanted to survey



Identify:

- % increase in turnover
- Demand for services
- Opportunities
- Weaknesses
- Return rate/post event sales

Pedal Prix Attendees (Gate Survey)

(6 hours of Surveys)

- Survey attendees of the Pedal Prix as they pay for entry.



Identify:

- Age
- Gender
- Postcode
- Approx. total money spent
- Any improvement suggestions

Pedal Prix Teams Survey

(Email database for Survey Monkey)

- Team names supplied by AIPP.
- List of names and addresses collated by DPD.



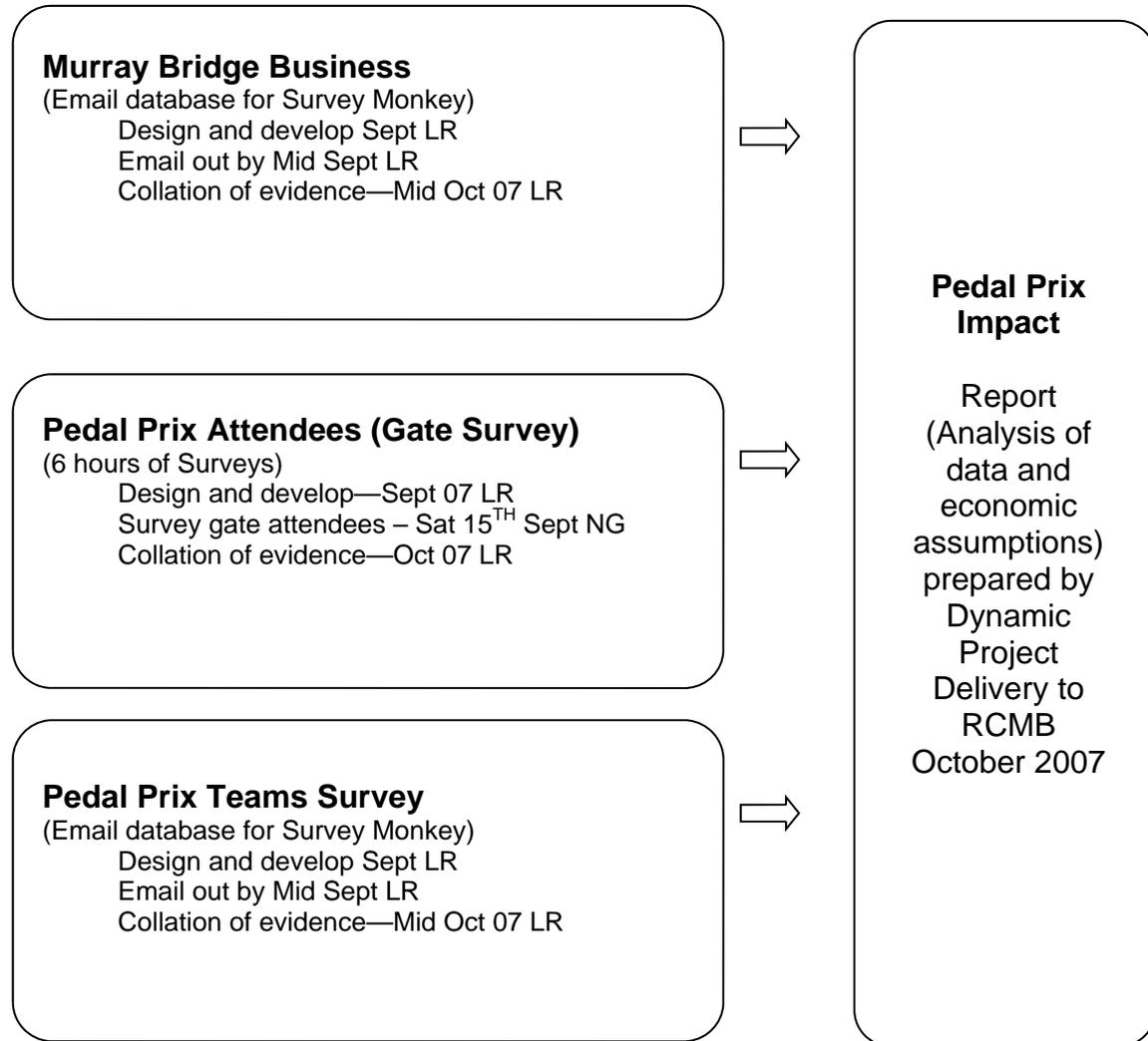
Identify level of local expenditure on:

- Accommodation
- Fuel
- Groceries
- Equipment

Identify:

- Tourism return rate
- Opportunities
- Weaknesses

Pedal Prix Assessment Survey (Timelines)



Economic Impact of Pedal Prix

Comparison of 2004 and 2007 Visitor Spending

To determine the economic impact of the Pedal Prix in 2004, data from the South Australian Tourism Commission (SATC) and Tourism Research Australia (TRA) was used to estimate visitor numbers and spending by visitors. To enable a direct comparison between the 2004 and 2007 spending results, the equivalent information for 2007 is provided below.

The Murraylands Regional Tourism Profile provided that in 2005/2006 the Australian International Pedal Prix attracted around 25,000 visitors (SATC Attraction Survey).

The Murraylands Regional Tourism Profile further provides that spending by domestic overnight visitors to the region in 2006 was estimated by Tourism Research Australia (TRA) to be \$57 million or an average of \$86 per visitor night. Domestic day trip visitors to the region in 2006 were estimated by TRA to be \$43 million or an average of \$55 per visit.

2007 Economic Impact based on Attendee Survey Spending

TRA estimated that an average of \$55 per visit (day trips only) was spent in the Murraylands for 2006. If the average expenditure is extrapolated to the 26,000 people who attended the event, a total of \$1,430,000.00 was spent during the Pedal Prix. This data was used in the 2007 calculation of the economic impact of the Pedal Prix. In 2004, the economic impact was calculated using the spending estimate derived from the SATC and TRA data, for both overnight and day trips.

The overall gross economic value of the 2007 Pedal Prix to the Rural City of Murray Bridge was determined from the REMPLAN Analysis modelled on total expenditure of \$1,864,306 (further details of spending are included on page 11). Making the broad assumption that 50% was spent on retail and 50% was spent on accommodation, cafes & restaurants the REMPLAN Analysis estimated a total economic value of \$3,799,200.

Gate Survey Results

Gate Survey Responses

Dynamic Project Delivery completed a total of 187 individual surveys from attendees at the Pedal Prix.

People surveyed were chosen at random with team participants excluded from the gate survey, as they would be included in the team survey.

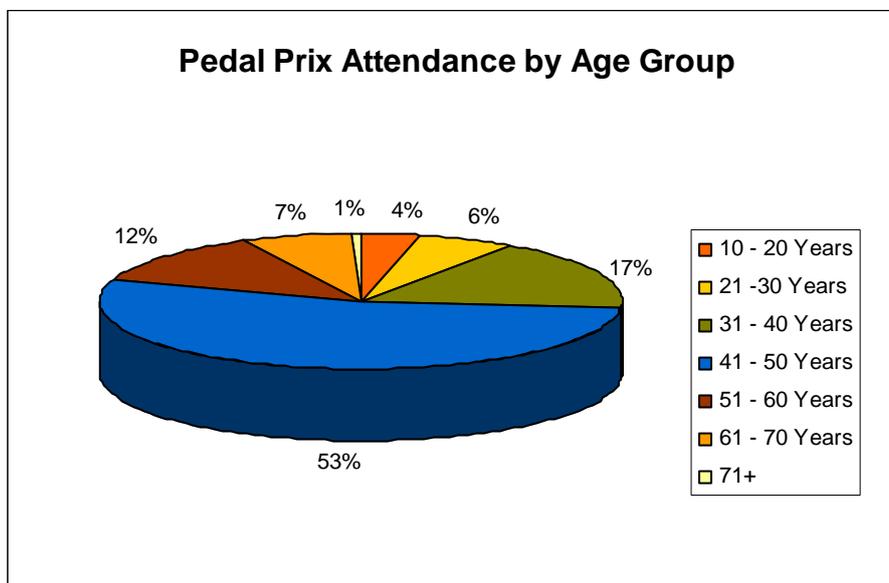
The Gate Survey was developed to identify the following information:

- Age;
- Gender;
- Postcode; and
- Approximate total money spent.

Age

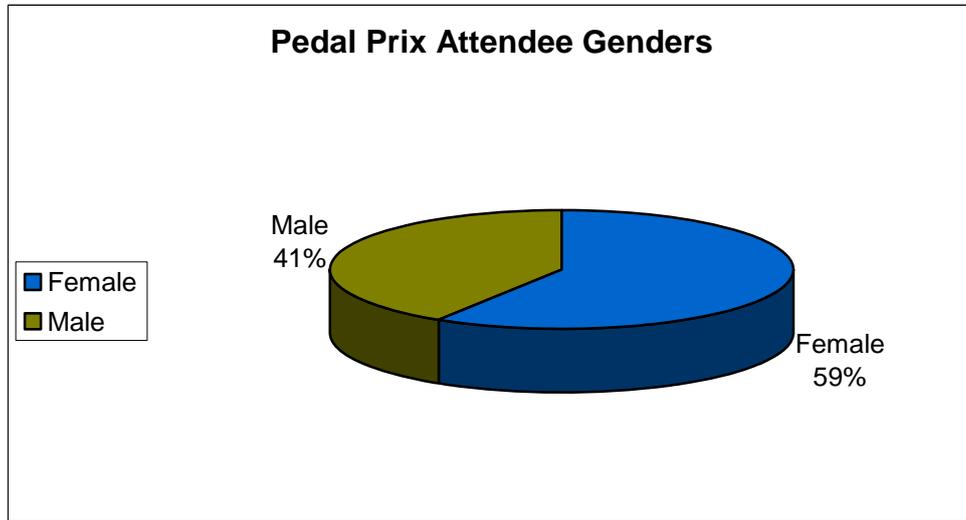
Of the 187 people surveyed, over half (53%) were in the 41 to 50 year age group. The other key age groups attending were 31 to 40 years (17%) and 51-60 years (12%).

The graph below shows that the pedal prix attendees were from all age groups. However, the 10 to 20, 21 to 30 and 61+ year olds had a much lower attendance rate compared to the 31 to 40, 41 to 50 and 51 to 60 year age groups.



Gender

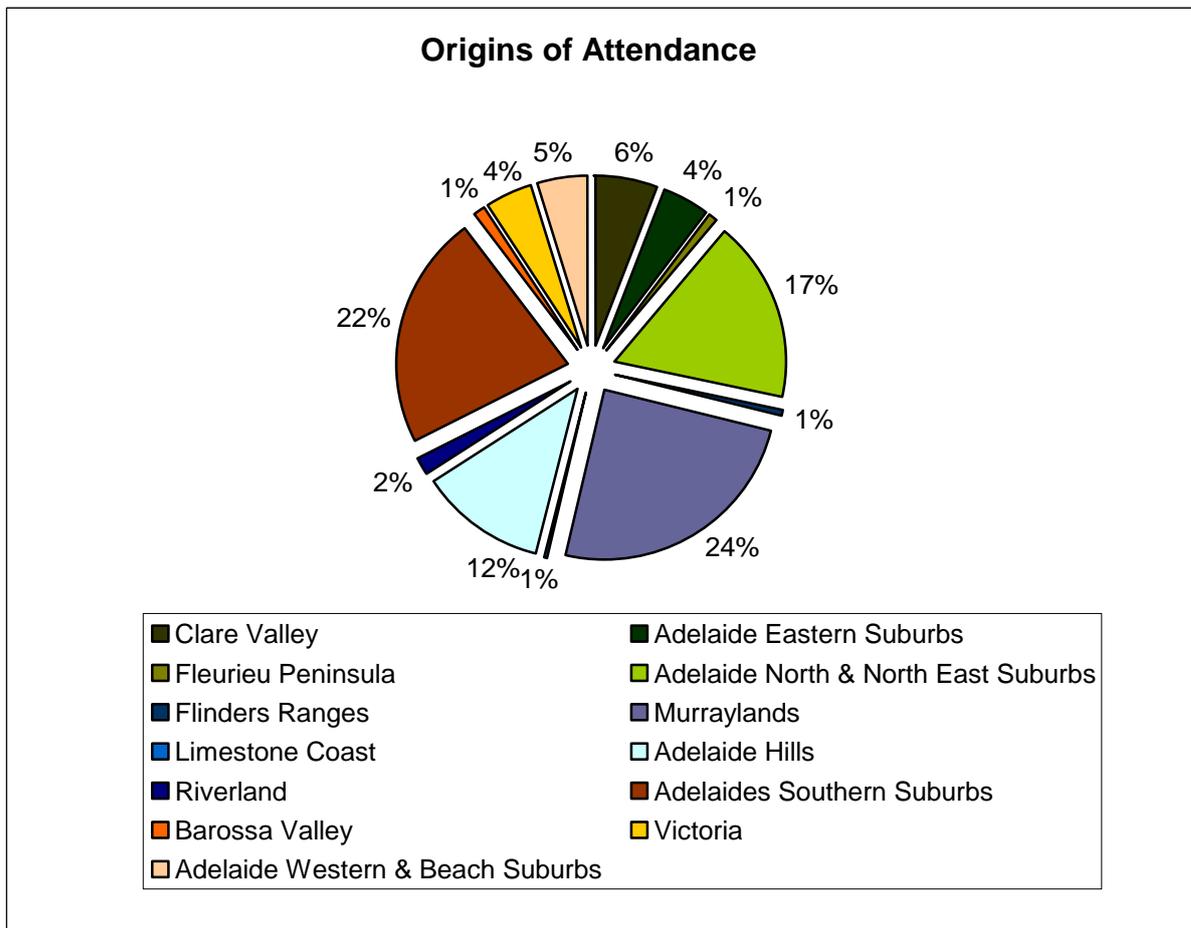
The gate survey results indicate that a higher number of females than males attended the Pedal Prix. Of the 187 people surveyed, there were 18% more females (59%) than males (41%). This result is shown graphically below.



Post Code

About one quarter (24%) of the attendees surveyed originate from within the Murraylands. Almost half (48%) of the attendees surveyed were from Adelaide with 22% from the Southern Suburbs, 17% from the North and North East Suburbs, 5% from the Western and Beach Suburbs and 4% from the Eastern Suburbs. 12% came from the Adelaide Hills, 12% from regional areas including Clare Valley, Fleurieu Peninsula, Flinders Ranges, Limestone Coast, Riverland and Barossa Valley. A small number of attendees (4%) were from Victoria. The graph below shows further details of the areas from which attendees originated.

These results show that the Pedal Prix brings together a diverse range of regional residents and has a positive social impact on the community. With over three quarters of the attendees from outside the region there are opportunities for local businesses to benefit in both the short and longer term by providing a service which encourages these people to return.



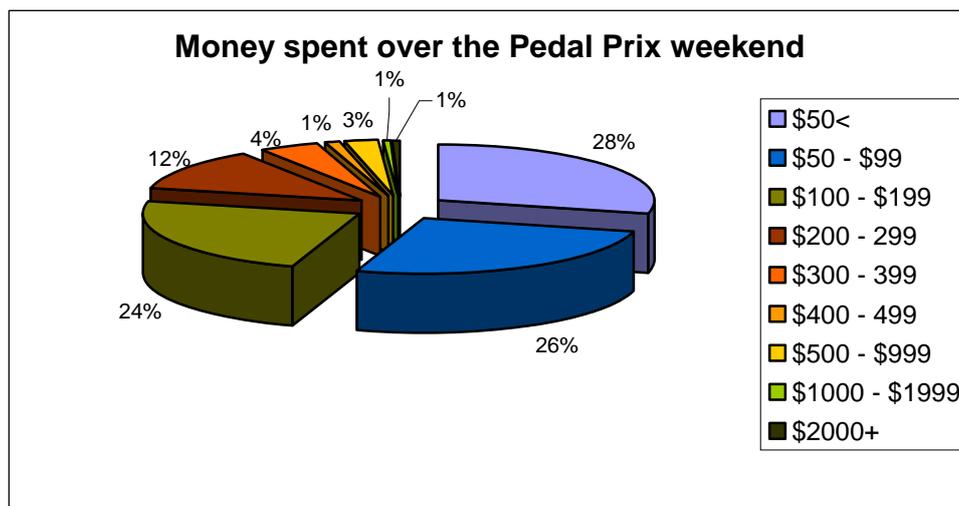
Expenditure

There were a number of factors that the attendees surveyed used to come up with an estimated figure on how much they spent. Some included items such as accommodation and petrol, whereas others included only food and entry.

Over 75% of the people surveyed spent less than \$200, with 28% spending less than \$50, 26% between \$50 and \$99, and 24% between \$100 and \$199. A small number spent over \$1,000 (2%). A further breakdown of the estimated expenditure is shown in the graph below.

It is likely that those who spent larger amounts included accommodation and some indicated that they stayed in the town for an extended period. However the majority of attendees surveyed probably only attended for the day and expenditure included food, entry and petrol.

The 187 attendees surveyed spent an estimated total of \$24,102 over the Pedal Prix weekend. Therefore the average expenditure per attendee is \$129. If the average expenditure is extrapolated to the 26,000 people who attended the event, a total of \$3,354,000 was spent during the Pedal Prix.



Team/Participants Survey Results

Team Participant Survey Responses

There were 225 teams listed on the Australian International Pedal Prix website. Most of the teams were entered by schools with some schools entering more than one team. However the team details on the website did not always include the entrant name ie school or organisation. Therefore although most teams were surveyed some could not be contacted.

Dynamic Project Delivery was able to contact 85 schools. The 85 schools were contacted over 1 week, immediately prior to the Pedal Prix. In the week following the Pedal Prix 81 schools were contacted by email and asked to complete a web based survey and 4 schools were contacted by fax.

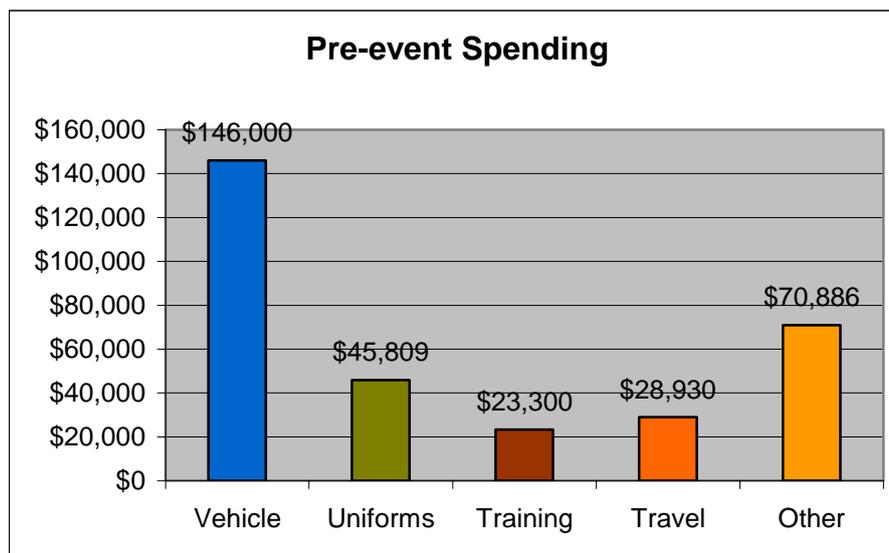
There was a good response rate to the team participant survey with 49 responses (57.6%) returned.

The team participant survey was developed to identify the amount of expenditure on accommodation, fuel, groceries and equipment within Murray Bridge and to identify the tourism return rate, opportunities for the community and businesses and weaknesses of the event.

Pre-event Spending

Schools were asked how much was spent on vehicle, uniforms, training, travel and other expenses in preparation for the 2007 event.

The results are shown in the graph below. The highest level of spending in preparation for the Pedal Prix was for the vehicles being a total of \$146,000.



Total spending is \$314,925 which equates to \$3,705 per school surveyed. It is acknowledged that some schools entered more than one team. However data was not collected on how many teams were entered by each school, so it is not possible to determine the spending per team. The variation in spending responses was high with many schools indicating no spending in key areas and other schools responding with high amounts as shown by the minimum

and maximum numbers in the following table. Overall, median spending is lower than the average, indicating that spending by most schools is towards the lower end of the range. Some schools may not have been readily able to obtain the information required to complete this question so decided not to answer it, hence a \$0 response.

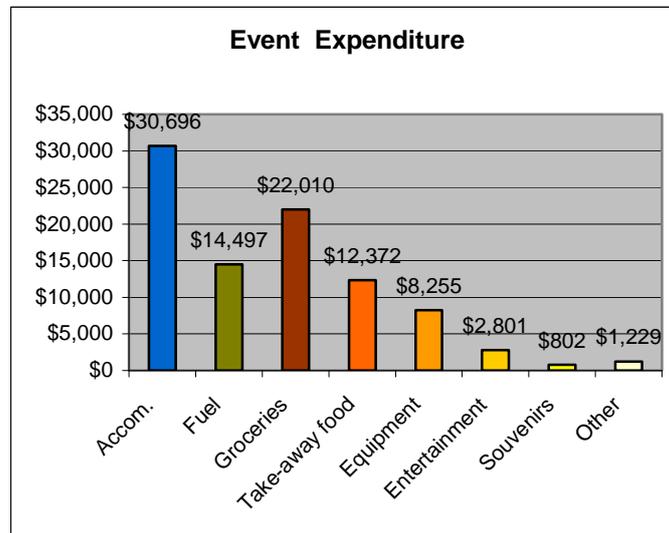
	Vehicle	Uniforms	Training	Travel	Other	Total
Average	\$3,042	\$954	\$476	\$590	\$1,447	\$6,427
Median	\$3,000	\$650	\$100	\$100	\$1,000	\$5,450
Minimum	\$0	\$0	\$0	\$0	\$0	\$450
Maximum	\$10,000	\$5,000	\$8,000	\$12,000	\$9,000	\$19,550

Schools were given the option of putting amounts in the other category and the items included were:

- Entry fees
- Marquee Hire
- Food
- Accommodation
- Power
- Team banner
- Shoes
- Trailers

Event Expenditure

Teams were asked how much they spent during their stay in Murray Bridge, for the 2007 Pedal Prix. The total amount spent within the Murray Bridge area by the schools surveyed was \$92,662. As shown in the graph below most of the expenditure was for accommodation, being a total of \$30,696.



The survey results indicate that average spending within Murray Bridge was \$1,971 per school with median spending per school of \$1,270. It is acknowledged that some schools entered more than one team. However data was not collected on how many teams were entered by each school, so it is not possible to determine the spending per team. The variation in spending responses was high with many schools indicating no spending in key areas and other schools responding with high amounts as shown by the minimum and maximum numbers in the following table. Median spending is significantly lower than the average for all categories, indicating that spending by most schools is towards the lower end of the range.

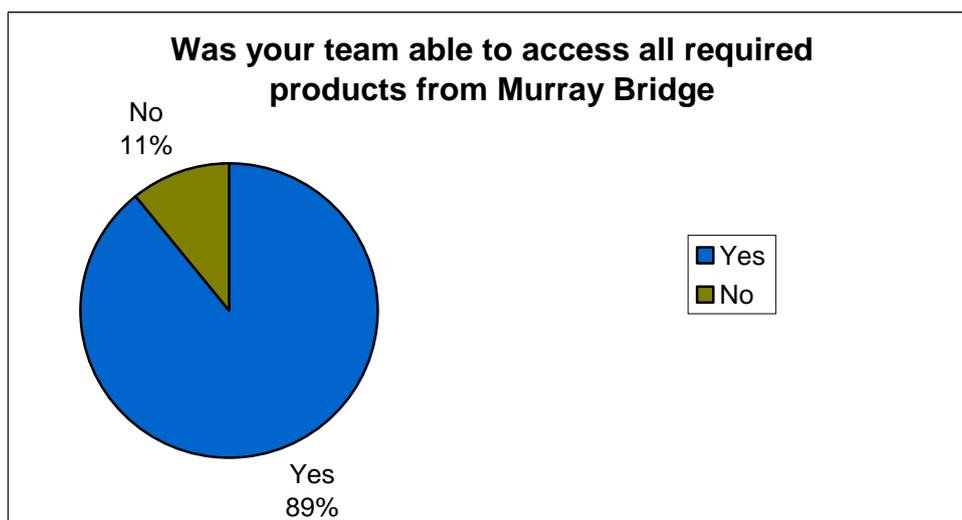
Some schools may not have been readily able to obtain the information required to complete this question so decided not to answer it, hence a \$0 response.

	Accom	Fuel	Groceries	Take away food	Equip	Entertain-ment	Souvenirs	Other	Total
Average	\$653	\$308	\$468	\$263	\$178	\$60	\$17	\$26	\$1,971
Median	\$0	\$200	\$200	\$0	\$0	\$0	\$0	\$0	\$1,100
Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maximum	\$5,500	\$1,500	\$5,000	\$2,500	\$1,000	\$1,000	\$300	\$500	\$13,202

Access to products and services

Teams were asked if during the 2007 Pedal Prix they were able to access all of their required products and services from Murray Bridge.

Overall most teams were happy with the services that Murray Bridge had to offer. Only 11% of the schools surveyed had problems accessing some services.



The types of products and services that were received are shown in the following table:

Services	Number of teams that required services
Accommodation	21
Medical Supplies	9
Mechanical	17
Food	40
Drinks	38
Personal items	25
Transport	2
Ice	32
Camping supplies	19
Sporting Goods	11
Clothing	8
Information	14
Other (please specify)	7

Other included: blankets, pillows, fuel, gas, electrical items, uniforms supplied by Sports Power Murray Bridge, hardware, generator etc and tyres for bikes.

Eight schools surveyed indicated that they could not access all of the services or products required. Details about these services and products are shown in the table below:

Services	Number of teams that couldn't access services
Accommodation	1
Mechanical	1
Camping supplies	3
Other (please specify)	3

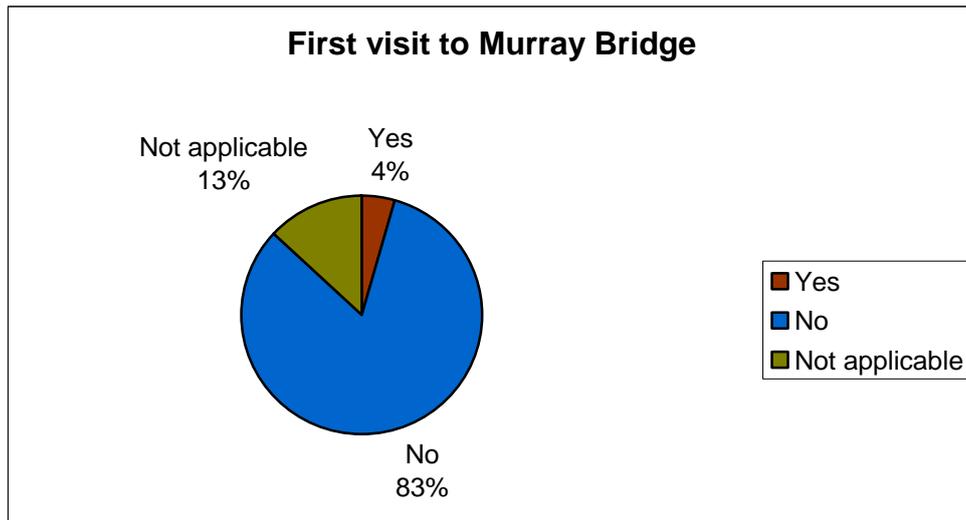
Other included: Electronic parts, buzzer and switches, marquee not available through the supplier we had booked with and hardware was too limited.

Participation in 2008

All of the surveyed teams indicated that they would return to Murray Bridge next year to compete in the Australian International Pedal Prix.

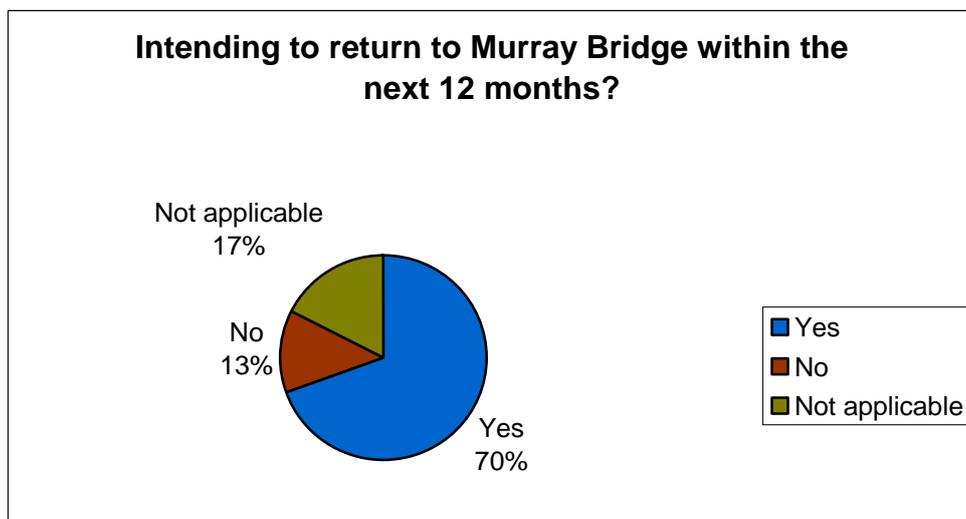
First visit to Murray Bridge

The teams and participants from outside of the Murraylands region were asked if this was their first visit to Murray Bridge. The results showed that 4% of the teams had never been to Murray Bridge before. 83% of schools had previously visited Murray Bridge. The other schools did not find this question applicable, possibly because these schools were within the Murraylands. These results are shown graphically below.



Intending to return to Murray Bridge

The teams and participants from outside of the Murraylands region were asked if they would return to Murray Bridge within the next 12 months. 70% of the teams from outside the region indicated they would return to Murray Bridge within the next 12 months and 13% indicated they would not be returning. These results are shown graphically below.



Best thing about the Pedal Prix

The teams were asked what the best thing is about the Australian International Pedal Prix. Schools indicated that the best outcome from the Pedal Prix is that the students and teams that participate get opportunities to develop personal skills such as team work and communication. Students have opportunities to compete in a unique event. They also participate in a number of programs that schools run during the year based on the pedal prix, where they learn a number of skills.

The second best thing that schools liked about the Pedal Prix was its location, offering a unique circuit that is competitive and testing. The actual event location provided a great atmosphere and a safe environment to all. Parents, students and teachers loved the camping part of the event as it built the community vibe and gave opportunities to participate in activities together.

Murray Bridge also offered many services to teams and everything was easy to access.

Overall event management was thought to be well done; they were all happy with the security this year and said that they felt comfortable that nothing would be stolen from sites. There was also less interruption this year from locals causing trouble.

Listed below are the responses from the teams:

- *Being able to stay on track throughout the event. Easy access to shops and services nearby as required.*
- *Opportunity for parents and children to camp together and spend the weekend focussed on an activity together. Proximity to where we live. The Pedal Prix race itself.*
- *Great scenic location. Safe environment for my students and families. Great circuit shape and length. Not too far from town. Familiar now after being involved in every event so far at Murray Bridge in one way or another.*
- *Team unity - achievement of the goals. The richness of the assembly of people. Over coming the fear of competition. Interstate dimension of the competition. There is a great collegiality with other schools. The excellence in the driving. The danger and the thrills. Great kids doing courageous stuff - I could go on.*
- *Venue, ease of access, friendly but efficient organisation, friendly neighbours, bush type camping, cost of entry - a fair price.*
- *The friendship and support from the people of Murray Bridge.*
- *The event itself was well organized and managed. We have primary school students and they enjoy the excitement and challenge of a 24hr event. Good security.*
- *The 24 hour race. Organisation of the race. The ability to camp on site. The challenge. The community atmosphere.*
- *Working as a team. Student's enjoyment of being involved.*
- *The interaction our students, parents, and teachers have. Our students working together.*

- *Getting away from Adelaide, the track is good in terms of challenging without a hill. The atmosphere. It's a nice location.*
- *That it is an enclosed and safe event for children.*
- *The size and organisation of the event.*
- *Team building, character building, student's focus on school work, fun.*
- *Our students go for the challenge and overall fun of the event.*
- *Self contained track with emergency requirements nearby. Security was a lot better this year, no issues from locals coming to the track causing disturbance and stealing.*
- *Successfully getting a team together for the first time, and having great parent support to enable this project to happen; Giving our senior kids at school an opportunity to participate in something special; forming strong ties with community; seeing the kids work as a team, and form new friendships; seeing them care about and help each other, and being able to participate with so many others in a large event.*
- *Competition and the experience for the kids.*
- *The team spirit that is built and developed. The fun of camping and staying up all night.*
- *Atmosphere, location next to the river.*
- *Team work, working to achieve common goals, fantastic event, challenging and exciting.*
- *Helping students strive for and achieve our goals. Not to win, but to finish and do our personal best. Watching the students come back fired up and enthusiastic is very rewarding for all the hard work. Seeing them cooperate, motivate and manage themselves was fabulous.*
- *Sense of family; - doing things as a team, whether it be kids, parents or friends.*
- *The excellent opportunity it gives our students to work together as a team not just amongst themselves but with parents, teachers and community members. We also run a fitness program and Active After School Community Program in conjunction with our PP team.*
- *The venue is perhaps one of the best things about AIPP. The location of the circuit, the range of facilities on offer within the city make it an ideal venue for an event of this magnitude.*
- *The chance to take part in a huge 24 hr event and compete against top level competition in a unique event.*
- *Participation - team building. Opportunities for disinclined children.*
- *The experience and atmosphere.*
- *Design and construction of bikes, training/fitness, the experience for students, skills students get from it, the school success, being next to the river.*
- *Camping with pits.*
- *The ability for a lot of our students and families to be involved in a great event in our home town.*
- *The learning and personal development by the students who participate.*
- *Participation, enjoyment and reaching a goal. Community Building and team relationships.*
- *Getting students involved in a fun, fitness activity. The comradery between teams. The catering plus the atmosphere among competitors.*

- *Great safe, well equipped venue + great learning and team building opportunity for the students.*
- *Level of competition, track, system of scrutineering. Level of security.*
- *Developing a sense of accomplishment through perseverance. Friendship, mutual support, team building.*
- *The fantastic unique opportunity it offers the children. Murray Bridge is a great location; it is safe, pleasant and an ideal setting. The atmosphere is fantastic. It is outside of Adelaide but not too far.*
- *It is a fantastic learning experience for all our students. For the students from our school that compete it is listed as the high light of their year. They learn about team work, fitness nutrition, driving. It is an event anybody can compete in not just your regular sporty student.*
- *A chance to represent the school in an international event. Team building; character building - community working together!*
- *The camping and security for our camping equipment and tools etc.*
- *Being able to provide students from an isolated location (Broken Hill), the opportunity to partake in a safe, well organised event, that provides students with many valuable life skills i.e. team work, organisation skills etc.*
- *Getting a group of rural students to the 'big smoke' for something totally different, where they can be personally successful and gain pride in themselves and their school.*
- *Good weekend away with family and friends.*

Worst thing about the Pedal Prix

The teams were also asked what the worst thing is about the Australian International Pedal Prix. During 2007 the biggest problem teams had at the Pedal Prix related to the toilet, shower and garbage facilities. Teams felt that there weren't enough facilities and that the facilities available were not kept to a hygienic standard. They recommended having more toilets, showers and bins; and that the cleaners attend to them more regularly.

Weather, wind and dust were major problems this year with a number of teams suggesting more grass be laid in the area.

Teams have found that the event is too expensive. Teams have to cover gate costs of participants, being \$10 each, as well as the team entry cost.

Most teams thought the circuit was in a reasonable condition, but there were a few spots that could be fixed up and made safer.

Over the event teams found that a number of Marshalls were inconsistent and that some Marshalls and scrutineers weren't trained.

Some teams believe that there were a few too many teams (cars) entered in the races this year. It was suggested that additional races be organised or fewer cars be allowed on the track as it becomes crowded and dangerous.

Listed below are the responses from the teams:

- *Dusty areas within the Sturt Reserve. Poor road surface on sections of track.*
- *Toilets, showers, garbage collection points.*
- *The rough roads!! Really needs to be fixed ASAP as it should have been years ago. It is actually dangerous as it throws the vehicles around. The dust and dirt in some pit areas is also an issue. Some have great curbing and footpaths to use; some have dirt and bitumen with pot holes everywhere.*
- *The selfishness of some people with the use of space (which is at a premium) when setting up.*
- *Toilets wind and dust! Noise from generators.*
- *The toilets were very messy, particularly by the Sunday. It would have been good if they could have been hosed out and cleaned during the event. Also only one shower block location was a bit inconvenient for some.*
- *Scrutineering inconsistencies. Marshal inconsistencies. Dangerous and erratic open category riders.*
- *The substandard toilet trailer that should be condemned. It was not serviced and became a significant health risk. As the person responsible for the welfare of 50 students - that was my biggest dilemma.*
- *The bumpy track, it must be resurfaced; the number of competitors is too many. I think the primary competitors should race separately or for half of the 24 hour period. Generators were a major pollution issue and noise issue.*
- *The toilets and standard of cleaning. Both are not up to what we expect in a civilised society. This applies to both the temporary and permanent facilities. The cleaning in the*

council buildings was good but was not done often enough. The amenities simply can't cope with the number of people there.

- *As it was a weekend many shops etc were closed especially later on the Saturday and Sunday. Dust/sand. Could more grass be laid to keep this under control...?*
- *The apparent lack of adherence by many teams to the published Pedal Prix Rules and expectations...as a new team, we were very conscious of doing the right thing, but noted many incidents of other teams NOT, ranging from the perception that some Marshalls were not doing their job re: Bikes travelling through pit areas at far greater speeds than 10km/hr, riders verbally abusing Marshalls who did do the right thing, riders being helped out of and in to bikes, riders being given push starts constantly, large groups of people from pit areas obstructing the pit lane constantly, faster riders constantly overtaking on the left hand side, 5 incidents of our primary aged riders being constantly shunted from behind, resulting in one sustaining considerable knee damage, verbal abuse from faster riders. Other comments were concerned with the lack of consideration shown by some teams regarding the placement and use of generators, the obvious flouting of expectations re camp site set up and allowable space, the lack of checking of fire extinguishers and electrical equipment, which the guidelines clearly stated would happen, and the presence of alcohol on site and in team areas which was strictly not allowed, and the apparent lack of delivery of consequences. The apparent presence of inebriated and violent individuals on the site which raises serious concerns about safety and security, especially of the children who are in our care. The HUGE expense to our team of the \$10/head entrance fee... the Team paid, because we didn't think it fair to expect families to pay after travelling all the way up from Moana, and having to cover other miscellaneous costs for the weekend...the cost of fuel was a very big expense for many of our families just in order that they could get up to M.B. to support our school.*
- *Cost for us to get there is a major effort and we feel that some form of compensation for country schools should be included in the costing at the start of the year.*
- *Wind, but not the Council's fault!
Traffic lights not working in the centre of Murray Bridge on Sunday.*
- *Road surface a little rough in places.*
- *Distance to travel from Whyalla! :-).*
- *Organisation is huge.*
- *The only concern our team had was the condition of the toilet and shower facilities. We understand the difficulties in catering for such a large crowd and were prepared to cope with the 'lack' of facilities.*
- *The cost. The dirt.*
- *Dust and Cost.*
- *Distance to travel.*
- *Distance.
Toilet and showers were too few and unclean.
Too many vehicles on track, two races required.*
- *Having to choose which participants get to ride in the race - 8 per bike maximum.*
- *Not much ~ sleep is something everyone needs!*
- *The marshalling inconsistency.
\$10 entry fee for entrants plus \$440 entry is ridiculous.*
- *The wind at the end - otherwise nothing.*
- *Event lap recording really is poor with no live update constantly available it requires continuous timing over the 24 hrs for vehicle lap times. Considering the entry costs I feel that the system should be better. Cost of entry of \$10 is a negative - all teams and riders should not have to pay, distance.*

- *It is a lot of work for all involved in the preparation of the assault.*
- *The weather!!*
- *The track surface for an event of this magnitude has been completely ignored. The width of the track could be improved in certain places. Overall the lack of interest by the council and SA Government in the event, especially when everybody keeps discussing obesity as a massive health problem. This event has minimum environmental issues and is a great advert for healthy living.
Entrance fees doubled due to lack of support from local council; state government.*
- *Cost of entry and poor structural support from the council e.g. Toilet blocks are disgusting.*
- *Traffic leaving the event.*
- *Being able to raise the substantial amount of money required to travel to and participate in the event.*
- *Sleep deprivation.*

Improvements for 2008

The improvement of toilet and shower facilities is the highest priority for the teams. Teams recommend that additional facilities are available next year and that they are cleaned more regularly, due to the number of people using them over the event. It is also recommended that there are more bins with more regular collections of rubbish during the event.

The resurfacing of the road needs to be completed for next year's race, so that the race is safer for the participants.

Tougher enforcements of the rules both on the track and at the camp sites are needed. When the rules aren't followed penalties must be used. Marshalls and Scrutineers should be trained for the event.

Investing in bigger generators that are safe and less noisy than the ones used at previous events is recommended. Maybe even look at getting electricity to the events.

A better plan to let traffic in and especially out of the area after the event is needed. This year's event was tedious and difficult to get out of.

Teams hope that next year the entrance fees for participants will be less or non-existent as they think it's the most ridiculous part of the event.

Murray Bridge experienced bad weather this year, blowing dust all over the event. Teams recommend that the reserve have more grass therefore getting rid of most of the dust issues.

Riders found it difficult to ride in the lights and suggested that if the lights were facing down the track it may be easier to see. It was also difficult to hear the on-course sound system. Improving this infrastructure for next year will help teams.

It was suggested that running more races at different times, to avoid as many cars on the track, would improve safety. This year's event became crowded and dangerous. It was also suggested that a developmental category be included which would allow teams to use more than eight riders but not to be included in line honours.

The event should stay in Murray Bridge, but focus on more media coverage during the event. The City to Bay was the feature of the news and some teams believed the Pedal Prix should have been.

Listed below are the responses from the teams:

- *More / cleaner toilets and showers. Further grassing of reserve. Resurfacing roadways.*
- *Toilets, showers, more garbage collection points, generator supplied as in 2006, on-course sound system difficult to hear.*
- *Re-surface back straights of track to match the fantastic tarmac that is on the riverfront straight and around the silo corner.*

- *The organisers must not make threats and then not follow them up. E.g. tag all electrical equipment not check or there will be penalties if you break a rule and then not penalise.*
 - *Cleaning of toilets more regularly, especially ones on the far side of the track near pit 60. Or more toilets. Possibly electricity to pits though not at the expense of higher entry costs.*
 - *The weather on the last day.*
 - *Toilets cleaned at regular intervals during the event.
Large generators to supply power to pit areas as was the case in 2006.
Lighting that spreads downwards on parts of the track so you're not looking up the track into strong lights.*
 - *Back straight surface, grass to camp on and more bins.*
 - *The mobile toilet.*
 - *Track surface. Supplying Power to pits. Starting the event at 9.00am or 10.00am Saturday. Real policing of cars in the pit / camping areas.*
 - *Toilet facilities?*
 - *More supplies on site e.g. groceries.*
 - *The weather!*
 - *Toilets. Showers.*
 - *Toilet facilities need to be improved
Showers...?
Track conditions - smooth out spoon drain and improve the track surface in some areas.*
 - *If rules and expectations are stated as being non negotiable, then that is the expectation!*
- I also heard that some Marshalls may not have been trained? Better media coverage...disappointing that the City - Bay received huge coverage, and Pedal Prix, with a similar number of supporters...almost nothing. Thanks to the organisers for their efforts in a difficult situation!*
- *As above and the value for money that all receive needs to improve.*
 - *More bins on site.*
 - *Resurface the back straight of the race track.*
 - *Surfaces.*
 - *Portable toilets were frankly feral (only saw the male ones), needed cleaning far more frequently. Camping spaces allocated are always encroached on by other teams. This places our students further away from our pit area and away from adult supervision.*
 - *Better plans for letting cars into/out of the grounds when we're caught in the terrible conditions which prevailed last Sunday.*
 - *Toilet Facilities.*
 - *The provision of power in 2006 was a great idea as it improved the 'ambience' of the event. Less noise and danger from generators etc. This could be an area for improvement along with adequate toilet facilities; otherwise, it's a great event.*
 - *Facilities at the Sturt reserve - showers, toilets and camping areas are pretty awful (non-existent in fact). When camping for 3 days with 10000 others, a good wash is a necessity. The semi trailers are a help, but with only 10 cubicles, getting a wash is pretty difficult.*
 - *Make sure people put pits where they are supposed and tents -clearly marked areas.*
 - *Maybe only the toilet facilities.*
 - *We are happy and think it is well run lack of government funding for the event is disappointing.*

- *The introduction of two races, one for Primary schools and one for Secondary and Community. The track is far too crowded.*
- *Even if the duration is reduced.
Toilet and showers need to be increased and cleaned.*
- *That the event is guaranteed to stay in Murray Bridge. I would hate to see it leave.*
- *The inclusion of a developmental category where they can use more than 8 riders but are not allowed to be included in line honours etc.*
- *The actual track needs to be resurfaced ASAP. Exiting the area for cars for 2008.*
- *Access to Sturt Reserve through more than two gates. More toilet facilities.*
- *Keep up the good work - We were most impressed.*
- *Live up to date timing using wireless laptops. So that teams can look up lap times and display to riders. Powered pits again needs to be some sort of process to stop the very poor vehicles from re-entering year after year they are a hazard and I don't think that the teams/students are getting a lot of educational value out of racing the same vehicles.*
- *The weather! Keep it at Murray Bridge!*
- *Track size and surface.
SA Government and Council support.
Entrance fees*
- *The council needs to do more to support the event in \$ terms considering all the money the town makes from the event. To charge riders \$10.00 to compete is ridiculous and to charge someone who visits for 1-2 hours on 1 day \$10.00 is excessive!
This is on top of the huge entry fee!
I would like to see how all the money is spent!*
- *Traffic control.*
- *In the 10 plus years that our school has been involved in the event, the organisers have continued to improve and fine tune the running of the event. The only concern I would have is the uncertainty in terms of the physical layout of the pit area in regard to fitting marquees and tents in between trees and bushes.*
- *A large map detailing pit areas and schools locations to be displayed inside and outside the main gates.
More lighting around the track.
Resurfacing of the track, especially on the western side (opposite river).*
- *Power supplied to pits!*

Business Impact Survey Results

Business Impact Survey Responses

Dynamic Project Delivery circulated the Business Impact Survey to the following committees and data base groups for distribution:

- Murray Bridge Business and Tourism Committee
- Murraylands Regional Development Board – Business Advisor
- Exporting the Murraylands – Database Group.
- Murraylands Regional Tourist Association – Database Group
- South Australian Tourism Commission/ Murraylands – Database Group
- Murraylands Enterprise Estate – Group
- Petrol Stations, Mc Donald's and Woolworths.

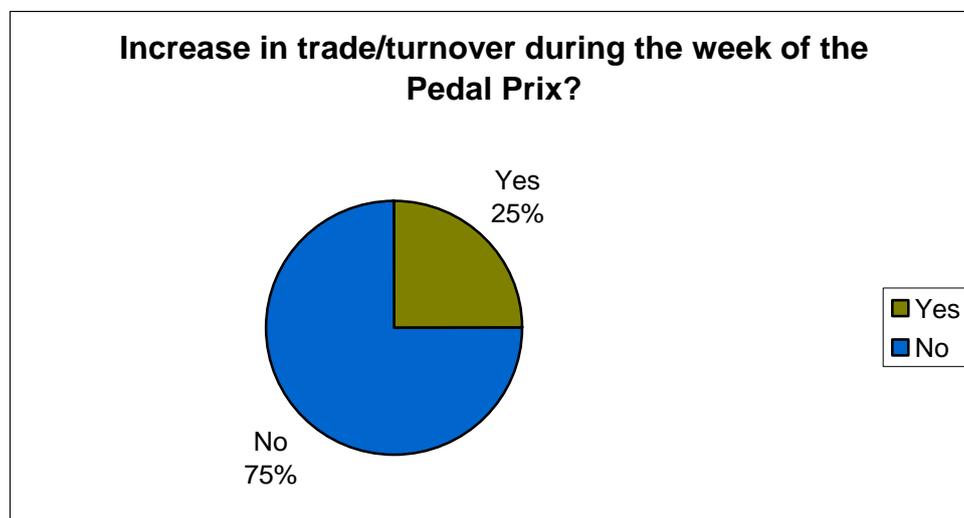
Feedback from these groups indicates that the survey was sent to approximately 100 different businesses. 31 businesses responded with a total of 21 completing the whole survey. 10 businesses didn't complete some questions; however the questions completed provided feedback.

The Business Impact Survey was developed to identify the following information:

- Percentage increase in turnover
- Demand for services
- Opportunities
- Weaknesses
- Return rate/post event sales

Increase in trade/turnover

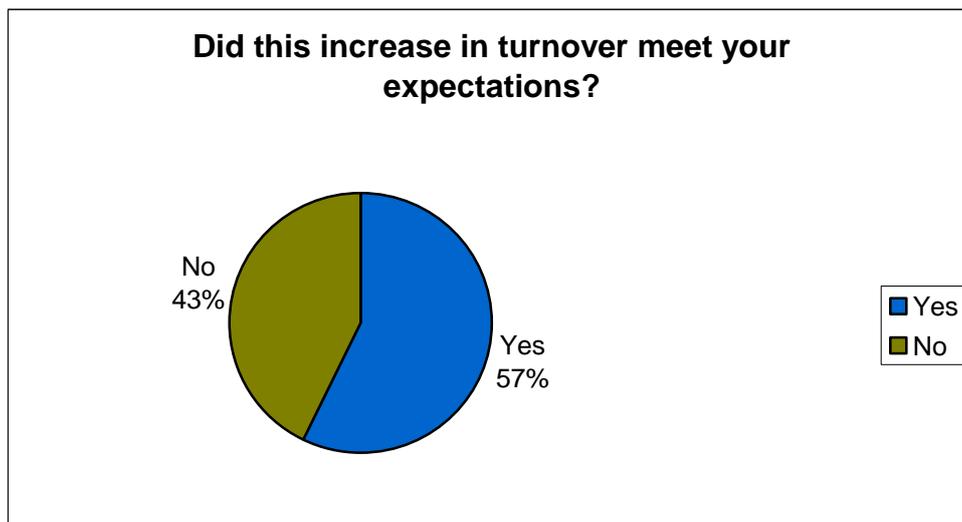
The Murray Bridge businesses surveyed were asked if they experienced increased trade/turnover during the week of the Pedal Prix (13th/16th September 2007). As shown in the graph below, 25% of businesses that responded to the survey experienced an increase in trade and turnover and 75% of businesses indicated that the Pedal Prix made no changes to their turnover.



Seven businesses were willing to quantify the estimated increase in turnover either in dollars or percentage and these results are shown below:

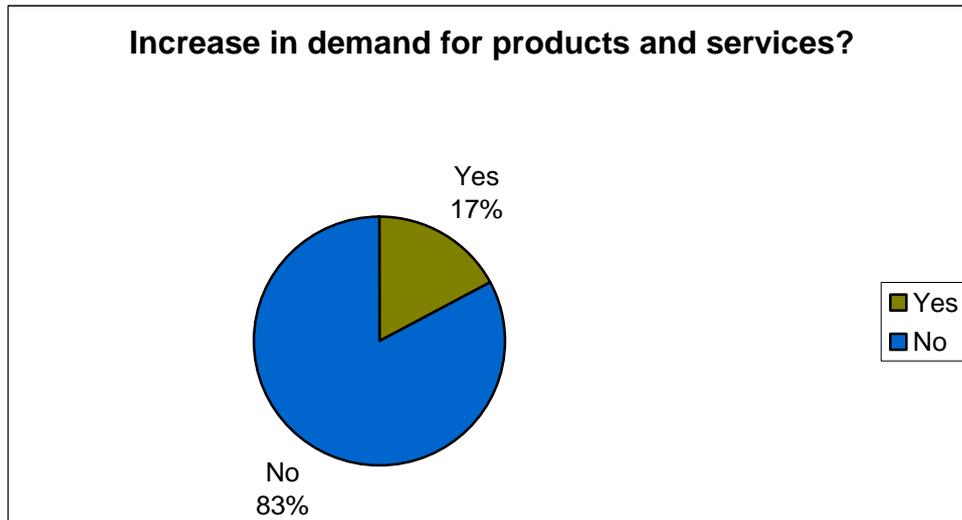
Amount of increase (%)	Amount of increase (\$)
5%	\$50
30% across regions membership base	difficult to gauge, as dollar increase varied
25%	-
minimal	minimal
50%	\$800
75% in cabin accommodation only/10% sites	not disclosing
18%	\$2000

Of these seven businesses 57% found that the increase met their expectations.



Increase in demand for products and services

Businesses were asked if during the week of the Pedal Prix they noticed an increase in demand for products and services that they were able to provide. 17% of businesses responding to the survey noticed that there was an increase in demand for services as shown graphically below. These five businesses were able to provide the services or products requested.



The services and products requested are detailed below:

services	Number of requests at businesses
Accommodation	3
Food	2
Drinks	2
Ice	1
Camping supplies	1
Clothing	1
Information	2

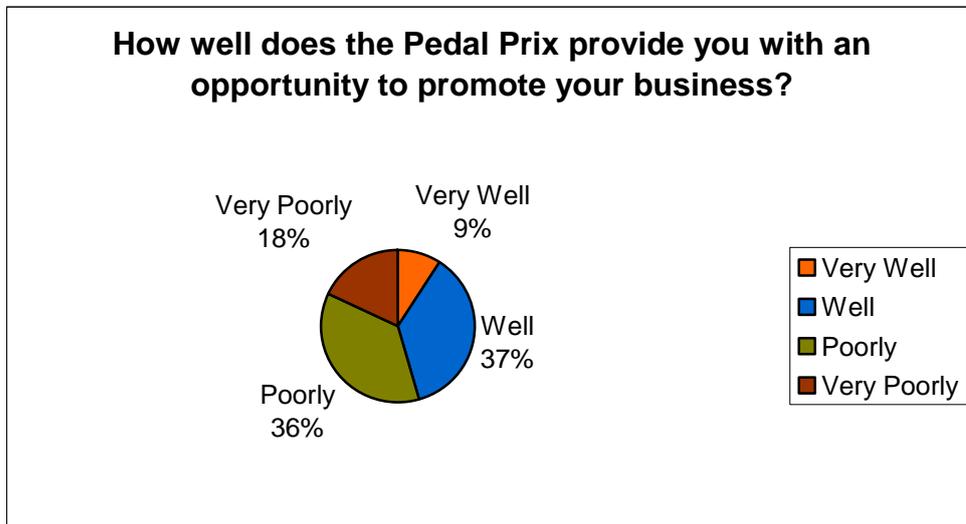
Demand for services that could not be provided

Businesses were also asked if they noticed an increase in demand for services that they were not able to provide during the Pedal Prix. Most businesses responding to the survey (90%) did not notice an increase in demand for services they could not provide. The 10% of businesses that did notice a change have listed more detail which is included in the table below. Accommodation was requested and could not be provided by two businesses.

Services	Number of Businesses unable to provide services
Accommodation	2
Medical Supplies	1
Mechanical	1
Information	1
Other	1

Promotion of local businesses

46% of the businesses that responded to the survey thought that the Pedal Prix provided them with an opportunity to promote their business. A significant 54% said promotion opportunities were poor or very poor. These results are shown in the graph below.



The following comments were received from the surveyed businesses about how well the Pedal Prix provided their business with an opportunity to promote their business:

- *The target group are not relevant to our business.*
- *As a manufacturer of WIP product, we do not directly see any impact on our site business resulting from this event.*
- *We haven't really been all that involved, it probably would be an opportunity to increase our employer brand (through involvement or sponsorship) to potential employees, however we haven't utilised this opportunity.*
- *If we wanted to I presume we could have become involved to generate publicity but we decided we didn't require it.*
- *Participants will drive past entering township.*
- *I have a business location near the track with signage.*
- *I believe Pedal Prix provides business an excellent potential for business types in Murray Bridge.*
- *Communication between the Pedal Prix committee, businesses and schools could be improved.*

Best thing about the Pedal Prix

The businesses surveyed indicated that the best thing about the Pedal Prix for their business was the increased number of visitors to Murray Bridge and they had noticed an increase in the number of return visitors. They also found it was a great promotional event as large numbers of people would see their businesses when they visited the town.

Listed below are the responses from the businesses:

- *Increased visitor awareness.*
- *Ability to tap into marketing of schools, both interstate and intrastate. Able to conduct data base during weekend to increase visitation post and prior pedal prix. Access to their website for advertising/regional exposure for membership base.*
- *The Pedal Prix does not directly impact on our business.*
- *Making the cross-over bridges a few years ago.*
- *It provides great opportunity, tourism and outside money into Murray Bridge. Personally for our own business it has no impact.*
- *Publicity for Murray Bridge*
- *Our business is more a wholesale business, so not really affected by events such as these, except where our customers are affected.*
- *Meet friends and maybe new people.*
- *Promotion of Murray Bridge.*
- *We provide ice for local sporting groups to use at the Pedal Prix in their fundraising. Any increase in business is directly linked to the weather - the hotter the more ice used.*
- *People requiring accommodation.*
- *Exposure to a new audience.*
- *We hope that the event promotes Murray Bridge to the extent that we get return visitors during the year.*
- *Exposure and repeat bookings.*
- *As we are located out of Murray Bridge, patrons appear not to venture from the township.*
- *We have potential to manufacture components for race teams.*
- *Simply the number of visitors to our area.
We do not see any direct impact from the visitors. However many of the local Schools / Teams do additional business with us over this period.
We also donate goods to many of these teams.*
- *Chance to get some extra promotion.*
- *Reliable source of houseboat hires each year.
Low risk hires as the boats aren't driven by the hirers.
Repeat customers get to know the boats and how they work.*

Worst thing about the Pedal Prix

The businesses surveyed indicated that the worst thing about the Pedal Prix for their business was the timing of the event. A number of businesses could not attend as the event was held on the same day as the local football grand final.

Some businesses expressed disappointment that the amount of traffic in their business had not increased, considering the size of the event.

Listed below are the responses from the businesses:

- *Can't go to the event.*
- *Perhaps for my Murray Bridge membership, the blocking off of Sturt reserve for access to food outlets.*
- *Our business is more a wholesale business, so not really affected by events such as these, except where our customers are affected.*
- *During the race, people are really interested by buying products.*
- *The lack of people through the door for an event of its size.*
- *It is always on the same weekend as the local football final.*
- *The Pedal Prix is a 'self contained' entity. I believe that people arrive at Sturt reserve and stay within the compounds of the race inhibiting surrounding business' and street business from making money.*
- *No adverse impact.*
- *Our business is dislocated from our clientele through road closures. Competitors and crews are here solely for the event and are not seeking entertainment.*
- *Free camping provided at reserve.*
- *Very little if any trade.*
- *Minor traffic issues during few days before the event.*
- *There is no negative issue from our business.*
- *Does not directly impact us.*
- *Call outs for minor issues - largely because there are more people than usual using the boat.*

Improvements for 2008

The businesses that responded to the survey had some suggestions for improving the Pedal Prix in 2008. These included better promotion of the event as some people did not know the event was on. It was suggested that there could be more media coverage during the event which included the town's businesses. Another suggestion was to have a street parade or market type event for the Pedal Prix involving local businesses.

A better plan to let traffic in and especially out of the area after the event is needed.

Businesses suggested that the event cost (entrance fees) should be reduced to encourage more locals to attend.

Listed below are the responses from the businesses:

- *More promotion.*
- *Promotions at all Victoria Park meetings for the region. Needs wider displays intrastate of the fact that the Murray bridge rural city is a major sponsor. Focus on the educational aspects of the event more, which will then help us access the market that this region/Murray Bridge requires. i.e. Family based activities.*
- *Maybe consider a change of date to a time when the weather is more stable.*
- *Didn't really know it was on, but that's probably my ignorance!*
- *Reduce the entry cost to \$5 per adult which will encourage more locals and supporters to attend and watch.*
- *The weather! Everything else seemed to be well done.*
- *In our case, not so much can be done.*
- *Small business need more impact from this event not the BIG companies.*
- *TV/Media Coverage.*
- *Don't have it on the same weekend as major local events.*
- *Maybe a parade or street market to entice visitors to visit the main street and spend money within the town.*
- *It is now a week after the event and the bridge over the track is still in place preventing buses from reaching us. A more concerned attitude from the organizers would be appreciated.*
- *Council should charge for camping at reserve to assist with costs of event.*
- *As we are not directly involved, we are not aware of anything to improve on.*
- *Cheaper 1 day passes for people who want to quickly walk thru the event or stay a short time. Allow muzzled dogs on leashes for same. Promote the food/drink/product vendors inside so spectators can decide to go for lunch/dinner/snack/drink. Have a free & garage sale; site for teams to sell and trade their unwanted parts/equipment and for innovative teams/vendors to sell custom race parts and spares.*

What happened to the live race results on the web? Results take too long to post on the web; they weren't there Monday morning...

More U-Tube video promos.

- *Traffic movement / control after the event is finished.*
- *Only us being more active with displays or along those lines.*
- *More power bollards on riverfront to avoid overloading*