



PO BOX 877 GERALDTON WA 6531 – PH: 99562186– MOB: 0407 901 596 – FAX: 9956 2199
E: gnfl@sportshouse.net.au – W: www.gnfl.com.au

11TH December 2012

Tony Brun
CEO City of Greater Geraldton
63 Cathedral Avenue
Geraldton
WA 6530

Dear Tony,

The GNFL have been approached by the Western Australian Football Commission to put together a submission to host the Western Australia V Victoria State Game in the Midwest which will be played on the 11th May 2013.

the GNFL seek the help of the CGG in regards to the following issues.

- Additional Portable Toilets for Wonthella Oval
- Additional Bins & Cleaning
- Parking Supervisors (If Required)
- Waiving of Airport Landing Fee Tax
- Ground Maintenance
- Liaise with Parks & Gardens Department
- Liaise with WAFC for requirements
- Liaise with John Gray / Cricket
- The waiver of licence fee for food vans.

In addition to the above the GNFL would liaise with the WAFC with the possibility of holding a community breakfast on the foreshore on Saturday morning in which the players would mingle with the community signing autographs, in conjunction with a broadcast and sportsman's panel.

The GNFL in turn would engage all media to support and promote the carnival with extensive recognition to the sponsors.

The GNFL have identified a considerably economic benefit to the Midwest which would encompass the following

- A chance to showcase Geraldton to Australia as the game would be broadcast on ABCtv, Sportfm and ABC radio, this would also give the opportunity to film local interest stories while in Geraldton.
- A well run event would open up opportunity for other sporting and non sporting events for the Midwest.
- The additional persons anticipated to travel to Geraldton to attend the game would substantially boost the economy in the form of accommodation, tourism, Restaurants, security companies, food and beverage supplies as well as much needed injection of fund into all the local junior and senior football clubs who's serviced would be used as support staff.



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I have submitted Tourism impact reports below based on an expected number of persons that would visit Geraldton to attend the event.

Statistic show that

Direct effect

of 4000 Domestic day visitors (2000 locals + 2000 domestic day) 500 domestic overnight (250 intrastate + 250 interstate) gross region product is estimated to increase by \$454.000, contributing to this direct increase in output of \$534.000, two additional jobs, \$139.000 and a boost in value added product of \$249.000

Industrial Flow on Effect

From this direct expansion in the economy, flow-on industrial effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$230.000, 1 more job, \$58,000 more paid in wages and salaries, and a gain of \$102.000 in terms of value-added.

Total Impact

Under this scenario, total output is expected to rise by \$948.000. Corresponding to this are anticipated increases in employment of 3 jobs, \$242.000 in wages and salaries, and \$454.000 in terms of value-added.

We look forward to a favorable outcome to our request and would be happy to discuss this further should you wish.

Yours Truly

Colin Cox
President GNFL



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