

POST EVENT RESEARCH

Byron Bay, New South Wales

12-14 May 2023



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1. Document Preliminaries

The Event:	Byron Bay Triathlon
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Document User:	Strategic Advisory Group, Sub-Committees and other approved Key Stakeholders.
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Quality System:	<p>Using our intellectual property and methodology we produce management plans which are part of the internal quality system, and include documents for Strategy, Sales and Marketing, Community and Transit, Operations, and Post Event Research.</p> <p>The <u>Strategy Map</u> draws together high-level strategy such as Purpose, Vision, Mission, and Values and outlines the key performance indicators for the event.</p> <p>The <u>Sales & Marketing Management Plan</u> provides detail on key communications milestones, content planning and campaigns, and the brand guidelines.</p> <p>The <u>Event Management Plan</u> outlines the detail and implementation pertaining to risk mitigation and medical management, community and transit impacts for the event and includes all applications, permits, traffic management, and infrastructure detail.</p> <p>The <u>Operations Management Plan</u> functions as a time-driven, step-by-step plan that facilitates all aspects of event delivery.</p> <p>The <u>Post Event Research</u> provides an executive summary of event delivery and includes a statistical overview.</p>
Key Terms	<p><u>Participants</u>: individuals competing or participating</p> <p><u>Supporters</u>: persons identified by participants who come with the participant</p> <p><u>Spectators</u>: persons who come to watch the event</p> <p><u>Direct Visitor Expenditure</u>: a simple indicative calculation only using the data provided by the participants</p> <p><u>Tourism Multiplier</u>: recognised multiplication of the Direct Visitor Expenditure - not used in this report</p> <p><u>Survey Participants</u>: comprised of the participants who completed post event survey</p> <p><u>Average All Participants</u>: the average research data result applied to the all participants</p>

2. Executive Summary

2.1 Executive Summary

The Byron Bay Triathlon is a community activity by the NXsports Community Foundation. As a Triathlon event, the Byron Bay Triathlon encourages a vibrant and active community, positively promotes interaction with the natural environment, and showcases the Byron Bay destination.

This Research Report focuses on the recently completed event on 12-14 May 2023, and the table below sets out the key economic benefits, social capital, and potential for future tourism benefits to Byron Bay and Regional New South Wales.

Current Situation

The 2023 event planning followed directly on from the 2022 event, which was forced to pivot just weeks prior to its delivery as a result of heavy rain and localised flooding. As a result, the 2023 edition set out to deliver on many of the initiatives originally road mapped for 2022. In short, the goal was to return not only as the traditional Saturday triathlon, but with a planned expanded multi-day program in order to attract attendees to stay longer and spend more in the region.

To this end, the 2023 Byron Bay Triathlon included the following initiatives:

- additional activities were added to Friday, Saturday and Sunday
- incorporate the charity fundraiser Lighthouse Run (Fun Run)
- entertainment including live musicians and an expanded PA system
- re-introduction of the expo area or 'village'
- and a myriad of additional infrastructure to support the above and improve the attendee experience.

The expanded vendors in the expo area and larger field resulted some last minute changes to the site plan and modifications to supplier orders, particularly fencing.

The 2023 Byron Bay Triathlon saw the second most triathlon entries and second highest overall attendance since 2014. Encouragingly, 498 of the 1531 participants were first timers at not only this event, but at any NX event.

The event also hosted its second consecutive annual Triathlon NSW Sprint Championships which helped bolster that category; however the reintroduction of the Olympic distance saw strong numbers as well.

Operationally, the event was delivered smoothly and ahead of its road impact milestones, noting:

- there were strong sweeps that made for a very challenging swim;
- the cycle leg featured periods of very heavy loading of participants, which caused some minor complaints from triathlon officials;
- conditions on the cycle leg were overall very good thanks to quality of the road surface and a low number of escorts thanks to the slip lane;
- the run leg was modified on Thursday as a result of muddy conditions caused by heavy downpours; and,
- good vibe at the finish line and on the deck of the Surf Club.

Community pressure and upset for this edition of the event was markedly decreased compared to years past. Many queries were resolved prior to the event, and those that required assistance during the event were handled with minimal delay or disruption. Nevertheless, the upset of the event taking place on the Saturday of Mother's Day weekend is an element that will require changing for future editions.

Finally, this event, as well as many comparable events within the industry, continue to be hampered by a decrease in volunteerism. As a result an increased workforce bolstered by local crew were brought on board in order to deliver the event safely. Moving forward, the approach to recruitment for volunteers will require review.

The event organiser has, since the first Byron Bay Triathlon, been mandated to survey and collect data on the economic benefits the event brings to the local area. We need to continue to work together to implement the agreed initiatives so the benefits as shown in the Key Research Data below can be **grown**.

Thank you,



Mike Crawley, Race Director



Kevin Pready, Event Manager

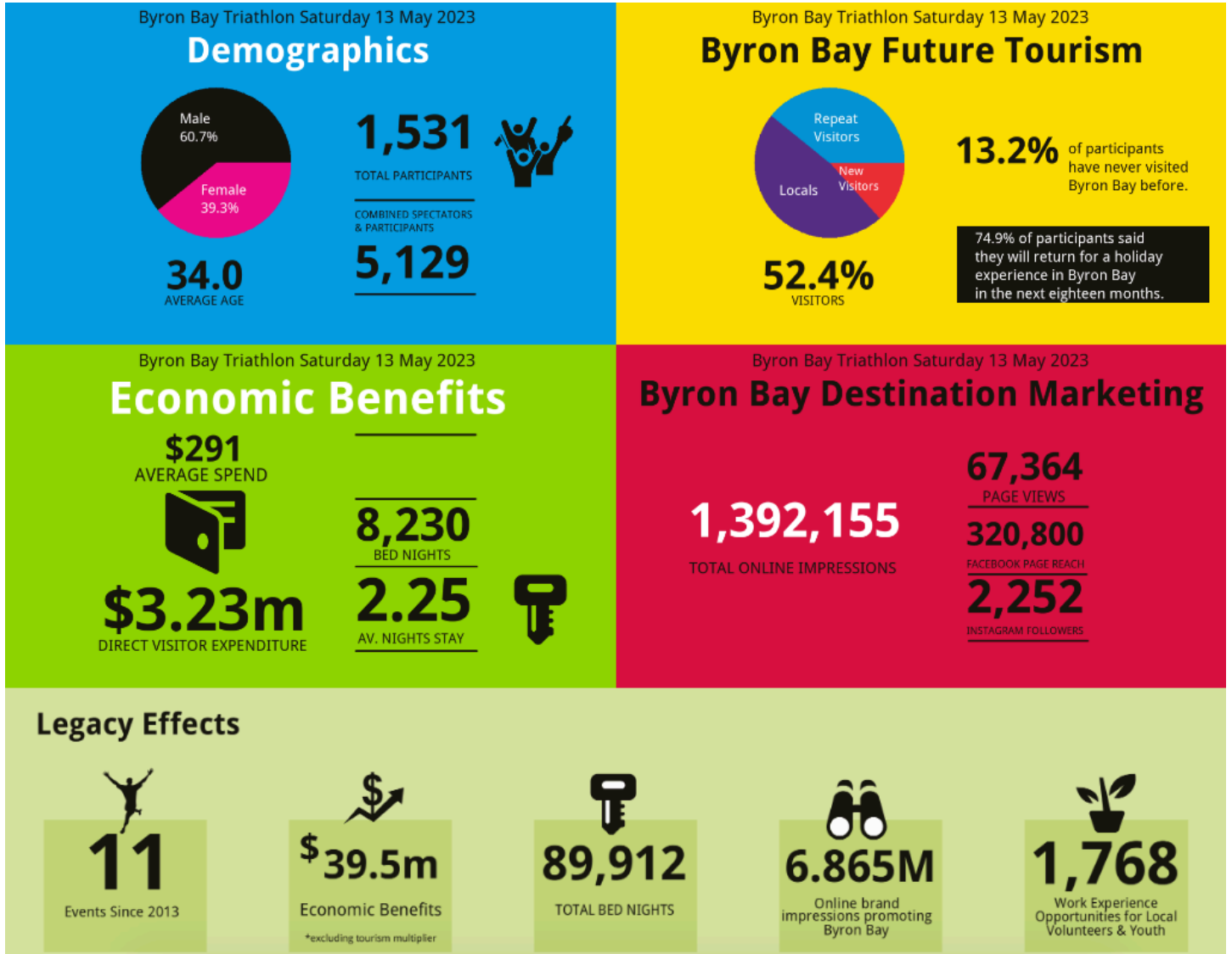
2.2 Key Research Data

Participants	<ul style="list-style-type: none"> • 1,345 entries, with a total of 1,531 participants • 21.4 Net Promoter Score • 34.04 average age • 60.73% Men and 39.27% Women
Supporters	<ul style="list-style-type: none"> • 2.35 supporters per person • 5,129 total combined participant and supporter attendance
Economic Impact	<ul style="list-style-type: none"> • \$568,944.87 Direct visitor expenditure of Surveyed Participants • \$3,233,892.28 Direct visitor expenditure of Average All Participants, without any tourism multiplier
Social Capital	<ul style="list-style-type: none"> • \$16,400 in community donations to date. • Total funds raised subject to final calculation of donations to The Buttery, Mullumbimby and District Neighbourhood Centre and Indigenous Carbon Australia. • 382 local participants
Bed Nights	<ul style="list-style-type: none"> • 1,465 Bed nights of Surveyed Participants • 8,230 Bed nights of Average All Participants • 2.254 nights average length of stay for overnight visitors
Future Tourism	<ul style="list-style-type: none"> • 13.2% of participants have never visited Byron Bay before • 39.2% of participants have been three or more times to Byron Bay in the last twelve months • 74.89% of participants said they will return for a holiday experience in Byron Bay in the next eighteen months



2.3 Legacy Data

The below infographic shows a summary of the 2023 event, as well as the accumulated legacy data since 2018. Legacy data for the period 2013-2017 has been calculated based on aggregate calculations. Data pre-2013 has not been included.



3. Program and Attendance

3.1 Overview

Purpose	Celebrate the end of the multisport season with a extended stay in Byron Bay				
Values	<ul style="list-style-type: none"> • The Spirit of Byron • Weekend of active lifestyle celebrations • Belonging to the Unique Community Fabric • Iconic Triathlon Experience 				
Program	Day	Activity	Location	Time	Attendance
	Thursday				
	Thursday 11 May 2023	Bump In - Triathlon	Dening Park	07:00 to 17:00	20
	Friday				
	Friday 12 May 2023	Bump In - Triathlon	Dening Park	07:00 to 18:00	20
	Friday 12 May 2023	Community Social Ride	Byron Bay General Store	06:15	25
	Friday 12 May 2023	Community Markets & Live Music	Dening Park	16:00	500
	Friday 12 May 2023	Triathlon Check In Open	Byron Bay Surf Life Saving Club	16:00	400
	Friday 12 May 2023	Triathlon Transition Open	Dening Park	16:00	400
	Friday 12 May 2023	Triathlon Transition Tours	Dening Park	17:00	250
	Saturday				
	Saturday 13 May 2023	Bump In - Triathlon	Dening Park	04:00	20
	Saturday 13 May 2023	Triathlon Check In Open	Byron Bay Surf Life Saving Club	05:00	400
	Saturday 13 May 2023	Triathlon Transition Open	Dening Park	05:00	400
	Saturday 13 May 2023	Tempta Race Start	Main Beach	06:40	80
	Saturday 13 May 2023	Sprint Race Start	Main Beach	06:40	500
	Saturday 13 May 2023	Olympic Race Start	Main Beach	06:50	425
	Saturday 13 May 2023	Kids Race Start	Main Beach	09:40	70
	Saturday 13 May 2023	Bump Out - Triathlon	Dening Park	12:00 to 18:00	20
	Saturday 13 May 2023	Stone & Wood Soiree and Presentations	Byron Bay Surf Life Saving Club	10:00	350

Saturday 13 May 2023	Afterparty and Charity Dinner	The Village, Byron Bay	17:00	350
SUNDAY				
Sunday 14 May 2023	Bump In - Mothers Day Lighthouse Run	Dening Park	05:30	20
Sunday 14 May 2023	Welcome To Country	Dening Park	07:00	150
Sunday 14 May 2023	Mothers Day Lighthouse Run	Dening Park	07:00	500
Sunday 14 May 2023	Community Yoga	Dening Park	08:00 to 09:00	100
Sunday 14 May 2023	Bump Out - Mothers Day Lighthouse Run	Dening Park	08:30	20
Sunday 14 May 2023	Lighthouse Run Presentations	Dening Park	09:00	100

3.2 Triathlon Events Participation

CATEGORY	ENTRIES
Aquathlon	19
Big Kids 10-12 Years	33
Juniors 7-9 Years	40
Olympic All In Teams	2
Olympic Aquabike	26
Olympic Individuals	339
Olympic Relay Teams	37
Sprint All In Team	9
Sprint Aquabike	14
Sprint Individuals	450
Sprint Relay Teams	24
Tempta All In Team	1
Tempta Individuals	74
Tempta Relay Team	6

- 1,345 entries including all associated activities, totaling 1,531 participants
- Gender split 60.73% male and 39.27% female
- Average age 34.04 years old

3.3 Supporters

- Each competitor brought an average of 2.35 supporters
- Of 243 surveyed participants, there were 571 confirmed supporters;
- Average All Participants calculates 3,598 total supporters
- General spectators not linked to a participant are not recorded but may represent many additional persons in attendance
- 5,129 total combined participant and supporter attendance

4. Economic Benefit

4.1 Participant's Home Address

	Saturday 13 May 2023	Region	
New South Wales	27.99%	Northern Rivers	
	11.28%	Sydney	
	11.72%	Other NSW	
	50.99%	Total	
Queensland	12.75%	Gold Coast	
	26.74%	Brisbane	
	3.30%	Sunshine Coast	
	2.49%	Other Queensland	
	45.27%	Total	
Other	2.93%	Interstate	
	0.81%	Overseas	
	3.74%	Total	

Participants are primarily from Queensland and visiting from outside the region within New South Wales. The Byron Bay Triathlon tourism appeal is the unique Byron locale and vibe, which inspires both overnight stays during the triathlon weekend and return visits throughout the year.

4.2 Accommodation

- 71.2% of participants stayed at least one night
- 2.254 average length of stay for overnight participants and supporters, including
 - 61.7% staying two nights, and
 - 17.7% staying three nights or more
- Of surveyed participants, there were 1,465 confirmed competitor bed nights
- 8,230 total bed nights Average All Participants and supporters

4.3 Direct Visitor Spending

**Subject to independent verification*

		Survey Participants		Average All Participants	
A	Unique Participants	243	<i>i</i>	1531	<i>ii</i>
B	Unique Supporters	571	<i>i</i>	3598	<i>iii</i>
C	Participants' Overnight Stay Percentage	71.2%	<i>i</i>	71.2%	<i>i</i>
D	Overnight Visitor Total	650	<i>i</i>	3651	<i>vii</i>
E	Bed Nights Total	1465	<i>ix</i>	8230	<i>ix</i>
F	Per Overnight Person Spend Per Day	\$380.72	<i>i</i>	\$380.72	<i>i</i>
G	Average Overnight Stay	2.254	<i>i</i>	2.254	<i>i</i>
H	Total Overnight Visitor Spending	\$557,792.87	<i>iv</i>	\$3,133,425.91	<i>iv</i>
I	Day Trip Visitor Total	164	<i>i</i>	1477	<i>viii</i>
J	Per Day Trip Person Spend Per Day	\$68.00	<i>i</i>	\$68.00	<i>i</i>
K	Total Day Trip Visitor Spending	\$11,152.00	<i>v</i>	\$100,466.36	<i>v</i>
L	TOTAL SPENDING	\$568,944.87	<i>vi</i>	\$3,233,892.28	<i>vi</i>

Summary of Calculations and References

- *i* - from surveyed data
- *ii* - from point of sale database
- *iii* - based on 2.35 average supporters as per surveyed data
- *iv* - total of $D * E * G$
- *v* - total of $I * J$
- *vi* - total of $H + K$
- *vii* - total of $(A + B) * C$
- *viii* - total of $A + B - D$
- *ix* - $D * G$

5. Marketing & Communications

Event marketing and destination marketing are intrinsically linked as the event brand provides direct awareness to Byron Bay. The extensive Sales & Marketing Management Plan promotes the triathlon with the key driver being the Byron Bay destination – put simply, you can't take Byron Bay out of the Byron Bay Triathlon.

This is reflected in the competitor survey as 53% value the location the most when deciding to attend the event; our communications are built to showcase the Byron Bay village and beach destination.

Furthermore, 74.89% intend to return to Byron Bay for a holiday in the near future, highlighting the consequential opportunity for tourism provided not just during the event, but throughout the year.

INSIGHT - The scope of multi-channelled marketing for the triathlon functions continually not only for the event but also as destination marketing. Beyond the imagery, it's in the name.

- The Byron Bay Triathlon has the best multisport vibe in the nation and creates unforgettable experiences
- A great reason to share experiences and build more memories in one of Australia's best destinations
- Best of class racing events and services
- with a weekend of celebrations for all participants
- Embrace the best of Byron - have a hit out on your holiday!

We want them to THINK	We want them to FEEL	We want them to DO
It's cool to do the Byron Bay Tri and it's a bucket list event. The laidback and friendly environment underpins the great courses – a perfect combination of multi-sport racing.	The badge of honour and pride to have competed in an iconic event with a legacy. Competing at this event is a chance to create unforgettable memories and experiences.	Buy an entry and influence their network to join the excitement this year and create a lasting buzz into next year.

5.1 Marketing Summary

Marketing Activities Results	
Impressions	1,392,155 total online impressions of Byron Bay Triathlon marketing directly promoting the Byron Bay destination between 1 June 2022 and 19 May 2023.
Future Tourism	74.89% of Surveyed Participants return to Byron Bay for a holiday in the next 18 months. The Average All Participants calculation shows 1,147 intend to return to Byron Bay for a holiday in the near future.
Byron Bay Triathlon Website	67,364 page views (<i>as per Google Analytics</i>) 1.65 pages/ session and average session time 1.26 (<i>as per Google Analytics</i>)
Byron Bay Triathlon Organic Social Media Analytics	Facebook and Instagram were the two primary channels used for promotion of the Byron Bay Triathlon. Key statistics include: <ul style="list-style-type: none"> • 4,720+ total Facebook followers • 2,252+ total Instagram followers • 320,800 total organic Facebook post reach • 22,887 total organic Instagram post reach
Byron Bay Triathlon Paid Social Media Analytics	Paid advertising was delivered through Facebook and Instagram for the duration of the sales period, with campaigns tailored to target specific demographics as well as retarget past participants and those engaging with our brand. Overall the reach and engagement with our advertising was strong, having most success with the male 35-54 age bracket. Retargeting allowed the Byron Bay Triathlon brand to stay front of mind for consumer. <ul style="list-style-type: none"> • 321,025 paid Facebook and Instagram reach • 960,239 paid Facebook and Instagram impressions • 13,529 paid Facebook and Instagram link clicks
Community Awareness Campaign	One-to-one calls by a team of Telesales workers were conducted to past participants, local and interstate triathlon clubs, local businesses, and other influencer groups to raise awareness of the event.
Email Newsletter Results	<ul style="list-style-type: none"> • 28 emails sent • 20,865 email opens • 52.4% average open rate
Radio	Reached 878,000 people in total through B105 and Triple M (aged 10 and over). 725,000 were over the age of 18. 487,000 were aged in the target market of 25-54 yr olds and they heard the messaging an average of 10 times.
Triathlon Queensland Facebook	11,000 likes
Triathlon New South Wales Facebook	6,000 likes

Marketing Activities Results

Athlete Guide



Hype Video

A destination focussed hype video was the centre of our paid social media campaign, using footage from the local destination body to encourage overnight stays.



Event Posters

Event posters were displayed throughout Byron Bay, as well as sent to local gyms across the Northern Rivers region.



6. Social Capital

The Byron Bay Triathlon understands the impact of road closures and the impact that mid-large events have on smaller destinations, particularly villages or townships. The organisation is focused on engagement and open-door processes to gather input, refine activities to reduce impacts and maximise returns. Engaging local participation in the event is essential in creating local pride and sharing the vibrancy of the local community with out-of-region visitors.

To this end, the event specifically prioritises introducing active lifestyles to new athletes and children as a cornerstone for the sustainability of healthy communities.

NX has supported the annual Byron Lighthouse Run since 2017 by providing its event planning expertise, equipment, and workforce at no cost. As a fundraiser, the Lighthouse Run operates with minimal overhead and donates all proceeds to local groups. NX helps by ensuring the Run can be planned and operated without stress so it can focus on providing strong returns for its charities of choice.

The community significantly contributes to the success of the Byron Bay Triathlon through the many organisations and individuals/volunteers giving up their time and expertise. The event could not take place without their loyal and enthusiastic support – thank you!

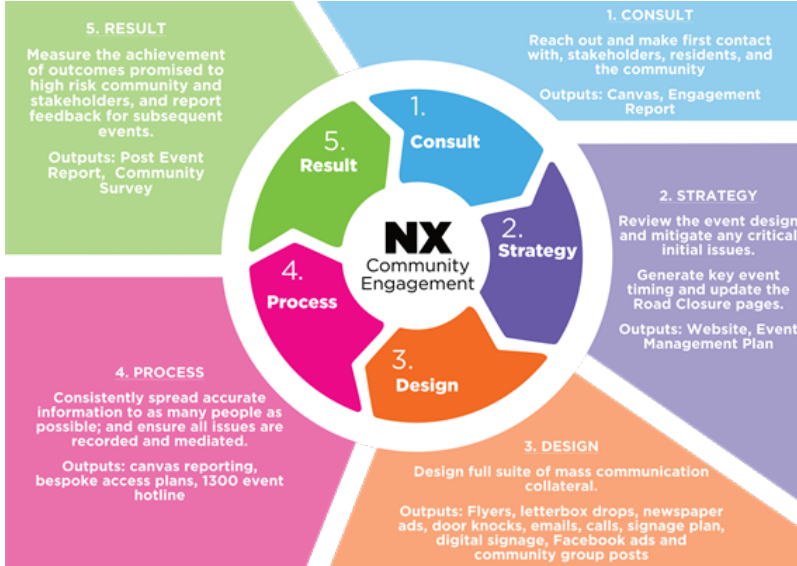
Local Participation	382 local participants		
	66 local volunteers and members of the crew		
Community Returns	Organisation	Contribution	Return
	The Buttery	Run Charity Partner	\$500*
	Mullumbimby and District Neighbourhood Centre Inc	Run Charity Partner	\$500*
	Indigenous Carbon Australia	Run Charity Partner	\$500*
	Byron Tri Club	13 Volunteers	\$850
	1st Byron Bay Scouts	12 Volunteers	\$850
	Byron Basketball Club	10 Volunteers	\$850
	Byron Bay Croquet Club	10 Volunteers	\$850
	Kingscliff Wolves	10 Volunteers	\$850
	Local Workforce	11 General Labourers	\$2150
	Byron Bay Surf Life Saving Club	Water Safety and Venue	\$8500
		Total Local Community Groups Contributions	\$16,400

* Returns for the Lighthouse Run Charities continue to be finalised.

7. Community Outreach

7.1 Methodology

The Community Outreach Plan for the Byron Bay Triathlon follows the principles of the NX End-to-End Methodology.



Consult	We reach out to businesses and residents for feedback on new and emerging event opportunities
Strategy	We provide personal notification to local businesses and residents with bespoke access plans and individualised impact information
Design	We distribute mass communication to the community to ensure event information is spread broadly and via myriad channels
Process	We are available to support and resolve questions from those inconvenienced in the lead up and during the event
Result	We seek feedback and improvement notes from those impacted by the event, following up to ensure access plans were facilitated and learnings are implemented directly into future planning.

7.3 Results

Pre-Event Outreach	<p>Four emails sent to a total of 399 addressees on 27/02, 17/04, 08/05, and 15/05 which achieved a combined open rate of 55%.</p> <p>Scheduled event notification phone calls made on 25/01 to high risk businesses, stakeholders and emergency services. Scheduled calls were made to the community and stakeholder database on 28/02, 11/04, 12/04, 13/04, and 09/05.</p>
Post-Event Community Stakeholders Survey	<p>A post-event survey was sent to the Community and Stakeholders email list - a total of 399 email addresses. We received 13 replies.</p> <p>100% were aware of the event date and 69% were able to reorganise their plans for the day.</p> <p>Due to the low response rate, we are unable to accurately report on the trends.</p>
Communications	A full community canvas report of each community interaction is available on request.



8. Event Delivery

The NX Sports Quality System requires a continual improvement pathway and is stimulated from the multitude of surveys and feedback loops from participants, community members, volunteers and stakeholders.

The experiential rating reflects directly on the future retention and nurturing of attendees, spectators and competitors. Using the qualitative data, the Strategic Plan evolves by targeting four significant improvements and four incremental improvements.

Participant Satisfaction	The event was rated on average 7.8 out of 10, for a Net Promoter Score of 21.4.
Major Incidents	Nil
Four-By-Four	<p>As part of the NX Quality System, the post event 'Four-By-Four' is driven by participant feedback and is comprised of four significant improvements and four incremental improvements to be built into future planning to improve the athlete experience.</p> <p>Major:</p> <ol style="list-style-type: none"> 1. Review and change the event date away from Mothers Day weekend in concert with local events and multisport calendar 2. Expand the marketing of the Sunday Fun Run 3. Update the run course design given the last minute changes in recent years 4. Update the cycle course design and review the implementation of the slip lane south of Old Bangalow Road <p>Minor:</p> <ol style="list-style-type: none"> 1. Reintroduce merchandise sales 2. Re-engineer the community groups and volunteer program 3. Review marketing and implementation of associated activities leading into the triathlon 4. Continue to evolve relationship with local Triathlon Club and organising committee

9. Sources

Source of Data

- Participant point of sale – entry ticket system
- Participant post event survey data. The survey was completed by 243 people, equating to 15.87% of the total field
- Google Analytics

Survey Qualification

- The questions, style, and design of the survey and compilation of this report are based upon the independent destination tourism research templates produced by Jo Mackellar.

