

**Subject: LMM 26/11/2019 - 2019 SUPERCARS NEWCASTLE 500**

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## **MOTION**

That City of Newcastle:

1. Declares Supercars Newcastle 500 2019 event another outright success, with over 154,000 people attending the event, and many local businesses reporting positive trading results, both in the lead up to the event, and right across the weekend;
2. Supports the Supercars Newcastle 500 event, noting the significant benefits the event brings to the City of Newcastle, and surrounding Local Government Areas, including positive business trade results and strong exposure of the City as a tourist destination to national and world-wide audiences;
3. Notes that businesses including Paymasters Café, East End Bar & Grill, Rosina's Pizza, 23Hundred Café, The Falcon Restaurant, Edmonds & Co, The Grand Hotel, the Great Northern Hotel and Bar Petite, all reported favourable business trading results throughout the event;
4. Thanks our City of Newcastle staff who worked or volunteered to ensure the success of the event, particularly those who worked with local businesses across the entire City Centre on the *Enjoy Newcastle* program, aimed at activating the Hunter Street Mall and Civic Park and surrounding precincts;
5. Thanks Ka-fey Café owner, Lucy Glover in particular, for collaborating with City of Newcastle staff to develop the *Enjoy Newcastle* program, which activated the Hunter Street Mall, and further supported trade throughout the weekend with activations including a pushcart challenge, live entertainment, pop-up shops, and local food and beverage offerings;
6. Notes that Newcastle Transport estimates that over 57,000 people utilised public transport services across the weekend choosing bus, ferry and light rail to travel to and from the Newcastle 500 event, with Newcastle Light Rail particularly popular with public transport users with over 28,800 people catching light rail to get to and from the event;
7. Notes that our City of Newcastle Community and Business Leaders fundraising event held at Fort Scratchley successfully raised more than \$27,000 for local domestic and family violence charities *Got Your Back Sista* and *Nova for Women and Children*;
8. Notes that the City's annual Community and Business Leaders fundraising events have now contributed over \$61,000 towards domestic and family violence research, advocacy and support since the inaugural Newcastle 500;
9. Congratulates Newcastle based artist Mitch Revs, for raising \$35,000 for those affected by the devastating bushfires across NSW, through the auction of a one-off artwork commissioned by Fox Sports, depicting the Newcastle 500 and promoted throughout the event.

## **BACKGROUND**

The Supercars Newcastle 500 2019 event showcased Newcastle to the world and was an outright success for our City with over 154,000 people attending over three days between Friday, 22 November to Sunday, 24 November 2019.

Inside and outside of the race precinct, visitors and locals enjoyed the action. Family fun was also had at Civic Park and in the Hunter Street Mall.

The weekend also provided an opportunity to raise over \$27,000 for local domestic and family violence charities, Got Your Back Sista and Nova for Women and Children while showcasing the race from the spectacular vantage point at Fort Scratchley.

The third Newcastle 500 once again ran like clockwork and re-affirmed the city's capacity to host major events.

From the success of this year's race, the sky is the limit for Newcastle in terms of staging major events.

This year we've seen the buzz of the racing precinct spread throughout the City centre thanks to the Enjoy Newcastle activations in the Hunter Street Mall and Civic Park.

Supercars Chief Executive Officer Sean Seamer said that he hoped that Supercars has a "very long future" in Newcastle saying "we see this event as a landmark event. It's important to the State; it's important to Newcastle".

## **ATTENDANCE**

Supercars have announced the official crowd attendance was 154,008 for the three-day event.

## **BUSINESS RESPONSE**

Paymasters Head Chef Rodney Scales said they had sold more than 500 bacon and egg rolls by midday on Sunday and had 400 customers through the door on Saturday.

East End Bar & Grill owner said "Sunday breaky was quite busy. And we're happy to stay open and serve people. The crowd has been very, very lovely."

Luigi Gerardi, owner and chef at Rosina's Pizza Restaurant on Hunter Street said the weekend had brought a 50 per cent spike in turnover due to buzzing dinner trade. "It's been fantastic".

On Pacific Street, 23Hundred Cafe, The Falcon Restaurant and Edmonds & Co Newcastle all reported a steady few days.

"All day, from open to close it was flat out," Falcon owner Mike Galvin said.

23Hundred owner Peter Johnston said his café actually had an increase in trade in the fortnight prior as more people has used the nearby Newcastle Beach light rail stop.

The Grand Hotel Newcastle owner Mick Angus said it would be "one of the best weeks of the year" for his pub.

The Great Northern Hotel - Newcastle, Australia owner Ben McBeath said the pub had taken last year's success to the next level. "We've seen a broader representation of the community" and "we've been able to keep trade up throughout all of the day."

“We are in a prime spot during Supercars. For us, being next to the Novotel it should be pretty good in the future, not just from this event, but from tourism as well.” – Kieran Sheather, Bar Petite Newcastle.

Ground Floor, Newcastle and Basement on Market St reported a 20 per cent increase in turnover at both venues compared to last year.

“It could be due to the events in mall, the weather. It gets better each year I think.”

**Source:** *Traders Tracking Well*, Newcastle Herald, 25 November 2019.

## **MEDIA COVERAGE**

Traditional media (print, radio, television) news coverage of the Supercars week included 344 stories with a combined audience of 14,179,400 and an estimated value of \$2,025,866.

The reach of the Newcastle 500 event continues to be highlight of the City of Newcastle’s social media calendar, with our social channels continuing to receive a massive boost throughout the Newcastle 500 event weekend.

Between Friday, 22 November and Sunday 24 November, the City social media accounts received 1.2 million individual impressions.

The full viewership data is yet to be released, but it is expected to be released in the coming days.



*Councillor’s Duncan, Winney-Baartz and Church with Mayor of Bathurst Bobby Bourke.*



*Social media reports indicate the Newcastle 500 made 1.2 million individual impressions across the three-day event.*



*News coverage of the Supercars finale reached over 14 million people, with an estimated value of over \$2 million.*



*Local businesses such as Kaf-ey Café's Lucy Glover embraced the Newcastle 500, with activation activities planned throughout the race precinct and Hunter Street Mall.*



*Novocastrian artist Mitch Revs helped raise over \$35,000 for people affected by bushfires across NSW and QLD.*



*Mayor of Bathurst joined us to help raise funds for Got Your Back Sista and Nova for Women and Children at City of Newcastle's Community and Business Leaders fundraising event.*