



## CLIPSAL 500 ADELAIDE FREQUENTLY ASKED QUESTIONS

Research areas that may be of assistance to you:

- The Clipsal 500 website [www.clipsal500.com.au](http://www.clipsal500.com.au).
- Press clippings from The Advertiser library, pre, during and post the last event.
- V8 Supercar website (*this site can be reached from the Clipsal 500 site by clicking on the V8 Supercar logo on each page*).
- CAMS website

### **Question: What are the different sectors that benefit from this major event in South Australia?**

A *major* event such as the Clipsal 500 Adelaide generates benefits to many businesses within the State. Suppliers and contractors of all goods and services to the event benefit such as: merchandise suppliers; engineers; food & beverage suppliers; entertainment suppliers; superscreen suppliers, cleaners and groundstaff. Restaurants and entertainment businesses in close proximity to the Clipsal 500 circuit benefit, as do accommodation providers.

These benefits also spread to regional tourist areas. People attending the event often drive from NSW and Victoria, entering Adelaide through regional areas of South Australia. Many have an overnight stay somewhere in SA, or visit tourist spots (wineries etc.) on their journey. Others participate in day trips, or extend their stay to experience South Australia's myriad of tourism attractions in conjunction with their attendance at the Clipsal 500 Adelaide.

Many staff are employed pre and during the event by suppliers and contractors, some extending into full time employment from their experience. Local restaurants and clubs employ more casual staff over the period of the event in order to service increased patronage. 410 full time job equivalents were created by the 2008 Clipsal 500 Adelaide.

### **Question: What are the Clipsal 500's target markets?**

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| V8 Racing Enthusiasts:   | Primarily men 20 – 49 years of age. Clipsal 500 Adelaide's core and most loyal market segment.   |
| South Australian Public: | Constitute a broad cross-section of demographics from groups of friends to families with children. Represent a critical market segment to ensure the future sustainability of the event. |
| Interstate and Overseas: | Some are 'V8 Enthusiasts', others have always wanted to visit Adelaide and see attendance at the Clipsal 500 Adelaide as a perfect time to do so.  |
| Corporates:              | Constitutes the 'big ticket spend' and represents the local, interstate and international corporate market.  |

**Question: How is the Clipsal 500 marketed in Australia and overseas?**

The Clipsal 500 Adelaide advertises within South Australia, nationally and in its primary international target market, New Zealand.

All areas of media are used to advertise the event, such as press, radio, magazines, television, on-line and outdoor advertising. Email databases, newsletters, direct marketing campaigns and presentations to members of the tourism industry are also used.

The Clipsal 500 Adelaide website is an important marketing tool for the event. Detailed information relevant to the event and the community is placed on the site. Tickets may be purchased from our website through a link directly to Ticketek (the official ticketing agent for the event).

**Question: Are there any statistics available on the proportion of international, interstate and South Australian visitors who attend the Clipsal 500 Adelaide?**

Independent research, undertaken by McGregor Tan Research in conjunction with the 2009 Clipsal 500 Adelaide identified approximately 13,600 interstate and international visitors attended the event.

**Question: What companies are involved in the running of the Clipsal 500 Adelaide event and what are their roles?**

The Promoter and Organiser of the Clipsal 500 Adelaide is the South Australian Motor Sport Board. Clipsal Australia is the Naming Rights Sponsor of the event. The South Australian Government is a Principal Supporter of the Clipsal 500 Adelaide. The majority of income to cover event promotion and construction costs stem from sponsorship, corporate hospitality and public ticket sales. The role of the South Australian Motor Sport Board is to organise and promote the race.

**Question: What management strategies are used to prevent damage to the parklands?**

Strict environmental guidelines are followed by the South Australian Motor Sport Board (the Board) to prevent damage to the Parklands. Maintenance of the Parklands and protection of wildlife is a major priority in the construction, event and 'pull down' phases of the facilities. It is the Board's policy to leave the Parklands in better condition than it finds them. As a result, the Board has undertaken the following to protect the parklands:

- Engagement of two horticultural specialists to advise on appropriate procedures to minimise damage to vegetation in Victoria Park.
- Installation of bollards in high traffic areas to keep vehicles from crossing grassed areas and wearing away grass from track corners and intersections.
- Issuing of passes to vehicles to prevent unauthorised parking of vehicles on the parklands. This is strictly enforced with parking tickets issued to anyone parking on grassed areas without proper authority.
- Briefing of all workers and contractors on site regarding care and protection of the natural vegetation in the Parklands.

- Fertilising and top dressing of high impact grassed areas.
- Open communication is maintained with the Adelaide City Council at all times.
- A remediation program is undertaken at the conclusion of each event. A procedure is in place whereby at the commencement of the Clipsal 500 build a formal handover takes place between Adelaide City Council management and Clipsal 500 management following a review of the relevant areas. At the conclusion of the Clipsal 500 pull down a similar exercise is undertaken whereby areas are reviewed prior to the handback to the Adelaide City Council. This procedure has been in place for a number of years and will continue in the future.

**Question: Is there any consideration given to the disadvantages that the Clipsal 500 Adelaide causes? For example as a result of road closures, extra traffic, permanent structures, or others?**

The South Australian Motor Sport Board takes all of these issues into serious consideration.

Clipsal 500 Adelaide road closures are kept to an absolute minimum, with barriers being taken down more expeditiously each year.

A free shuttle bus service around the City of Adelaide ensures quick, easy transportation for patrons and helps to reduce traffic and parking congestion during the event.

Structures are all of a temporary nature, and are installed and removed from the area within stipulated time frames.

A comprehensive waste and recycling management program has been introduced involving KESAB and Scouts Australia, who are engaged to collect and recycle glass bottles and plastic containers during the event.

**SUMMARY**

The Clipsal 500 Adelaide is a definite asset to South Australia, stimulating the economy, providing casual and full time employment, and providing an additional tourism drawcard to the State of South Australia.

The event has been awarded the V8 Supercars Australian 'Promoter of the Year' trophy for seven consecutive years (1999-2005) and was inducted into the Hall of Fame in 2005 – the first time an individual event has been granted this prestigious honour.

It also won the South Australian Tourism Award in 2001, 2002, 2003, 2005, 2006, 2007 and 2008 in the category of best 'Major Festivals and Events' and 'Tourism Product Marketing' in 2004. As well as winning the Australian Tourism Award a staggering 4 times for the best Major Event or Festival in 2003/04, 2005, 2007 & 2008.

In its ten year history, the Clipsal 500 Adelaide has contributed \$251.4 million to the South Australian economy.

The 2009 event attracted a record crowd with 272,800 patrons attending the event over the four days.