

## **MUNDARING TRUFFLE FESTIVAL 2009**

### **VISITOR AND BUSINESS RESPONSE, AND ANALYSIS OF THE ECONOMIC OUTCOMES**

#### **1. Introduction**

The third annual Mundaring Truffle Festival was held in Mundaring on Saturday 8<sup>th</sup> and Sunday 9<sup>th</sup> August, 2009. The weather forecast was for inclement weather, which had the potential to significantly reduce visitor attendance. This probably would have had a large negative effect on financial outcomes for both Festival organisers and the participating stallholder businesses.

An estimated 24,000 visitors attended the 2009 Festival, up from an estimated 10,000 in 2008. These visitors had the chance to sample gourmet foods and products from 51 participant stallholder businesses. Most food and service businesses in Mundaring town centre were also open, including the major supermarkets. The Rotary Markets and the Perth Hills Wine Show were also held in conjunction with the Festival.

The 2009 Mundaring Truffle Festival, the Rotary Sunday Markets and the Perth Hills Wine Show were organised and managed as separate events, although there was co-operative marketing and cross-promotion. The business operations of those businesses in Mundaring that chose to trade during the Truffle Festival were contained within those businesses, except where a business had a presence within the Truffle Festival. To the visitor, however, the separate events could be largely seamless, and visitors were able to enjoy their preferred aspects of any particular event.

#### **2. Shire of Mundaring Contribution**

The Shire of Mundaring contributed a significant resource input into the organisation and management of the Festival. In 2009 the Shire contributed an estimated 260 hours of staff time, as well as direct financial support in the order of \$37,000.

A large number of Shire employees also volunteered their time both over the Festival weekend and in the organisation and dissembling of the Festival.

#### **3. Economic Impact**

Special events are seen to have the ability to produce a wide range of significant economic and social benefits. Special events increase the opportunity for new expenditure in an area ("inscope expenditure) by attracting visitors who would not otherwise be economically active in the area. They also retain and encourage expenditure from locals who would travel elsewhere in pursuit of leisure activities, or would otherwise not have been economically active in the area. Research also suggests that special event tourists have higher than average daily expenditure than tourists (Jago & Dwyer).

The Shire of Mundaring has analysed the economic impact of the Festival on the community, to better equip it to make informed decisions about management and development of the Festival, and to guide decisions on the appropriate level and scope of resource allocation.

The economic impact of an event that involves an enormous number of independent financial transactions between an unknown number of organisations and individuals can only be estimated. An estimation of the direct effect of the Festival has been arrived at by measuring or estimating the expenditure of all economic participants – visitors, stallholders, event organisers and local businesses.

Total economic impacts can be estimated by the application of an input-output model to the Festival. There are secondary economic effects from the initial input of Festival expenditure. For example, an employee who worked extra hours in a local café to cater for Festival visitors might make an appointment at a local hair salon that otherwise would not have occurred had that extra shift not

been worked. There are also "third-round" effects, and ongoing effects that combine to grow the economy and the businesses. The extra expenditure at the hair salon might prompt the manager to purchase a cake from the local bakery to reward the staff for a good week's takings, which creates extra income at the bakery, which in turn creates extra economic activity onwards from the bakery, and so on.

These extra rounds of economic activity from the initial expenditure are called "multipliers" and can only be estimated. The extra wages earned by the café employee will be "multiplied" by some value as the extra rounds of additional expenditure work their way through the local economy. The actual value of the multiplier will vary according to the nature of the initial expenditure. For example, if a large proportion of visitor expenditure is with non-local stallholder businesses who then expend that income out of the local area, the secondary and subsequent multiplier rounds (and the value of the multiplier) will be less than if a higher proportion of visitor expenditure goes to local businesses.

One difficulty in estimating expenditure at events is the understandable reluctance of stallholders and businesses to divulge detailed information on their daily takings. Given that stallholder and business takings and visitor expenditure are essentially the same transactions, it was decided to attempt to capture data on visitor expenditure.

By adding the visitor expenditure, stallholder expenditure, and the Festival organisers' expenditure, an estimation of the initial economic impact of the Festival can be arrived at. Application of a multiplier to this initial expenditure will give an indication of the total economic impact.

This estimation process relies on a number of assumptions and has inherent uncertainties. Every attempt has been made to reduce the uncertainties and optimise the value of the information gained, without significantly increasing the cost of obtaining and processing the required data.

One key consideration of the analysis is the expenditure patterns across the range of businesses open on the day. It can be reasonably assumed that the estimated visitor expenditure includes expenditure with Festival stalls and events, at the Perth Hills Wine Show, at the Rotary Markets, and at local businesses. We have surveyed local businesses and Festival stallholders and have some indications of the outcomes. We have limited data on the expenditure by Rotary Markets stallholders and even less from Perth Hills Wine Show vendors. The full picture of the economic outcome is limited by the availability of data, however there is sufficient evidence to support decisions on the future management of the Mundaring Truffle Festival.

### **3. Stallholder Survey**

A survey of all stallholders was undertaken to estimate stallholder expenditure. A prize of a \$250 discount from the stallholder fee for the 2010 Truffle Festival was offered to stallholders for completing the survey, either via the Truffle Festival website or by filling in a paper form. A survey form was emailed to all 51 stallholders. A copy of the form is attached at Appendix A.

Stallholder response to the survey was disappointing, given that there were a relatively small number of businesses vying for a prize that amounts to \$250 cash equivalent. Some respondents reported difficulties accessing the web-based survey via the link supplied. This problem was not common to all respondents because some managed to complete the online survey without difficulty. Some respondents returned the survey via email, some by facsimile transmission, and some by post.

#### **3.1 Stallholder Survey Response**

Of the 51 stallholders surveyed, 21 responded. Given the large variability in the scale of operations of various stallholders, an almost complete survey response would be required to gain a detailed understanding of the financial, and therefore the economic, outcomes. Of the 21 respondents, only 14 gave expenditure information. Regrettably, this response gives an insufficient sample size to afford a high level of confidence in the results of quantitative information supplied, although much valuable qualitative information was obtained. Quantitative information should be treated with an

appropriate level of caution. Careful analysis of the data does, however, give some indication of the effects of the visitor expenditure.

### **3.2 Stallholder Survey Results**

Average expenditure of the 14 businesses that gave expenditure information was approximately \$4,500. This group did not include larger participating businesses such as The Wine and Truffle Co. and The Loose Box, so it could be reasonably assumed that average expenditure over all businesses would be significantly higher. Applying this average expenditure over the 51 participating businesses yields a projected business outlay of approximately \$230,000.

Information was also sought regarding stallholder expenditure, including wages, in the Shire of Mundaring. Of the average \$4,500 stallholder expenditure, approximately \$750 was reported as being expended in the Shire of Mundaring. Some of that expenditure was stallholder fees paid to the Festival organisers. Most of the respondents were businesses that are not based in Mundaring, so their principal suppliers and employees are not likely to be Mundaring-based. Local expenditure is therefore likely to be incidental, rather than central to their operations. Applying the average \$750 local expenditure over the 51 stallholder businesses yields a projected local expenditure of \$38,250.

The reported proportion of local expenditure by stallholders is 16.7%, or one sixth. If data from larger stallholders and more local stallholders was available, this proportion, and therefore the reported level of local expenditure, might be expected to be larger. Reported expenditure patterns of non-local stallholders reveals limited local expenditure, as could be expected.

## **4. Town Centre Business Survey**

A survey of all Mundaring town centre businesses was undertaken to assess the impact on other retail businesses in the town centre. A survey form was hand-delivered to all 85 business houses in the town centre during the week immediately following the Truffle Festival, seeking information on the effect of the Festival on town centre businesses. A copy of the survey form is attached at Appendix B. 25 responses were received, representing a 29% return rate.

### **4.1 Town Centre Business Survey Results**

The results were mixed, with some businesses reporting a positive outcome and others a negative result. There was general support for the one-off Sunday Trading for the retail businesses. Interestingly, the proportion of respondents in favour of (64%) and not in favour of (28%) the "one-off" Sunday Trading is almost identical to the proportions of Festival visitors. A copy of the results of the survey is attached at Appendix C.

There are a number of factors that determine the actual effect of expenditure at local businesses during the festival. Visitor expenditure at a local café or gift shop, for example, is a direct injection into the local economy, with following multipliers. Expenditure at a local supermarket that was open on Sunday by a local person who otherwise would have made the same purchase later in the week, is "switched" expenditure, and of no additional economic benefit. Purchases at local businesses by out-of-town stallholders (say, if a stallholder needs additional fuel, paper napkins or bread rolls) or by visitors to the Festival, is also a direct addition that has multiplier effects. Separation and measurement of these different expenditure characteristics is virtually impossible.

Whilst it is difficult to quantify the direct economic effects of the Truffle Festival through local businesses, analysis of the data and discussions with business proprietors can give a picture of the results. 11 of the 25 businesses that responded reported employing extra staff over the Festival weekend, and 10 reported additional turnover. Those that reported reduced turnover all attributed this to the inability of their clients to access car parking, and others reported the potential for additional turnover if parking issues could be better managed to allow retail customers to use the parking at the shopping centre, and festival-goers to park elsewhere. A common theme amongst local businesses, particularly in the food and hospitality sectors, was that there is an opportunity to

better integrate the Festival with the broader business community to facilitate a larger local capture of the inscope expenditure.

From the business survey we know that at least 420 staff hours were worked in Mundaring town centre businesses directly because of the Truffle Festival. At an average of \$20 per hour, this indicates additional wages in the order of \$10,000 generated through town centre business by the Truffle Festival.

Although the additional retail turnover can be estimated through the supermarkets being open on the Sunday of the festival, an unknown proportion of this expenditure is "switched" expenditure that would otherwise have occurred on a different day. Some businesses reported reduced turnover, mainly due to the unavailability of parking. For the purposes of this analysis, it is assumed that "inscope" expenditure is approximately equal in value to the reduced turnover, and therefore there is no net additional economic activity generated through additional trade. A conservative estimate of additional economic activity is therefore assumed to be roughly equal to the additional wages generated, estimated to be in the order of \$10,000.

## **5. Rotary Markets**

The Rotary Markets consisted of 105 individual stalls on the Saturday, and 115 on the Sunday. The Rotary Club of Mundaring levied a fee for each of these stalls. The markets are run as a separate, but complementary event to the Mundaring Truffle Festival. It can be reasonably assumed that the expenditure data captured in the visitor survey from the Mundaring Truffle Festival includes visitor expenditure at the Rotary Markets.

The Rotary Club of Mundaring uses the revenue generated from stallholder fees and its own catering caravan for its benevolent support of local, national and international projects. Stallholder fees were relatively modest, at \$35 or \$45 per day depending on stall configuration. The Rotary Club of Mundaring generated approximately \$5,500 towards its fundraising activities from the Rotary Markets associated with the 2009 Mundaring Truffle Festival. It also expended approximately \$4,500 on running the markets. It is assumed that all of this expenditure was local.

Anecdotal evidence suggests that stallholder takings varied significantly from stall to stall, as could be expected given the broad range of goods and services on offer. This evidence suggests that \$500 per stall could be considered as a reasonable estimate of the average takings per stall. This average applied over 110 stalls (the average number over the Saturday and the Sunday) indicates gross revenue in the order of \$55,000 to the Rotary Market Stallholders.

Of the 115 stalls at the markets, approximately 40 were operated by residents from the Shire of Mundaring. The takings at these stalls (\$500 per stall from 40 stalls = \$20,000) represents direct income for local people, and this income will be expended consistent with normal expenditure patterns.

An unknown, but probably small proportion of total stallholder revenue (in excess of the stall fees paid to the Rotary Club) is likely to have been expended locally. For the purposes of this analysis, it is assumed that local expenditure from the markets is limited to the stall fees of \$8,000 and all of the revenue (\$20,000) taken by local stallholders.

## **6. Perth Hills Wine Show**

The Perth Hills Wine Show, like the Rotary Markets, was run as a separate, but complementary event to the Mundaring Truffle Festival. Visitors were able to select whether and which events to attend. The Perth Hills Wine Show is run by the Perth Hills Vigneron's Association. It can be reasonably assumed that the expenditure data captured in the visitor survey from the Mundaring Truffle Festival includes visitor expenditure at the Perth Hills Wine Show.

The Perth Hills Wine Show included wines from wine producers in the Perth Hills Wine Region, which extends beyond the Shire of Mundaring. There are six wineries in the Shire of Mundaring that produce and sell wines under their own labels. Of the limited data available from wine producers who attended the Perth Hills Wine Show, additional local expenditure associated with the Perth Hills Wine Show was in the order of \$750. Applying this figure across the six wineries gives a total additional local expenditure of \$4,500.

## 7. Visitor Survey

A survey of visitors was also undertaken, with visitors encouraged to complete a survey form via the Truffle Festival website, or to fill in a paper copy of the same questionnaire. A \$250 gourmet prize from the Wine and Truffle Co. was offered as a prize for one survey entrant. Email addresses of potential survey participants were collected by volunteers, who also provided survey forms for those visitors without email access. 541 emails were sent after the Festival inviting visitors to complete the survey online. Those hard copy survey forms that were returned were entered into the online survey database.

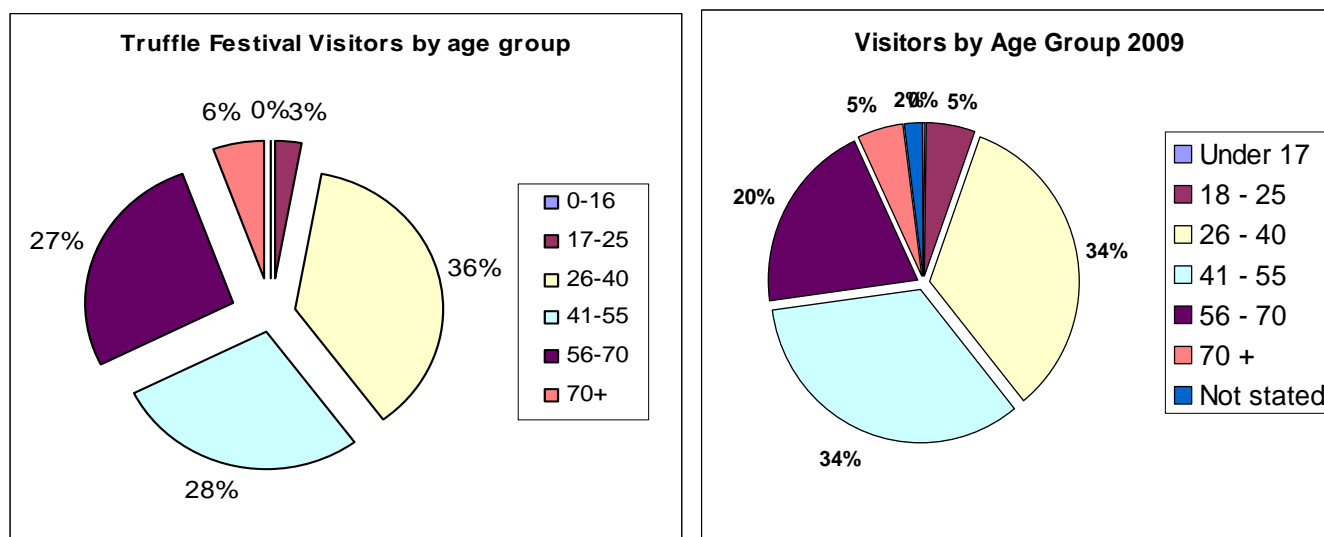
The aggregated result totalled 259 survey responses. In a population of 24,000 (estimated Festival attendance), a sample size of 264 gives a 94% confidence level. A sample size of 194 gives a 93% confidence level. A sample size of 378 would be required to achieve 95% confidence. It can be concluded that the survey results are a reasonably accurate reflection of the actual outcomes, given that the aggregate result of 259 survey responses gives very close to 94% confidence in the results of the survey.

The survey contained both qualitative and quantitative dimensions, and will be used to review the Festival outcomes and assist in planning for 2010. A copy of the survey Form is attached at Appendix D.

An analysis of the qualitative aspects of the survey, compared to results from a smaller survey undertaken in 2008, follows. The same questions were asked in 2009 to preserve the integrity of time-series data that can be gained to track changes and trends in event performance, and visitor behaviour and outcomes.

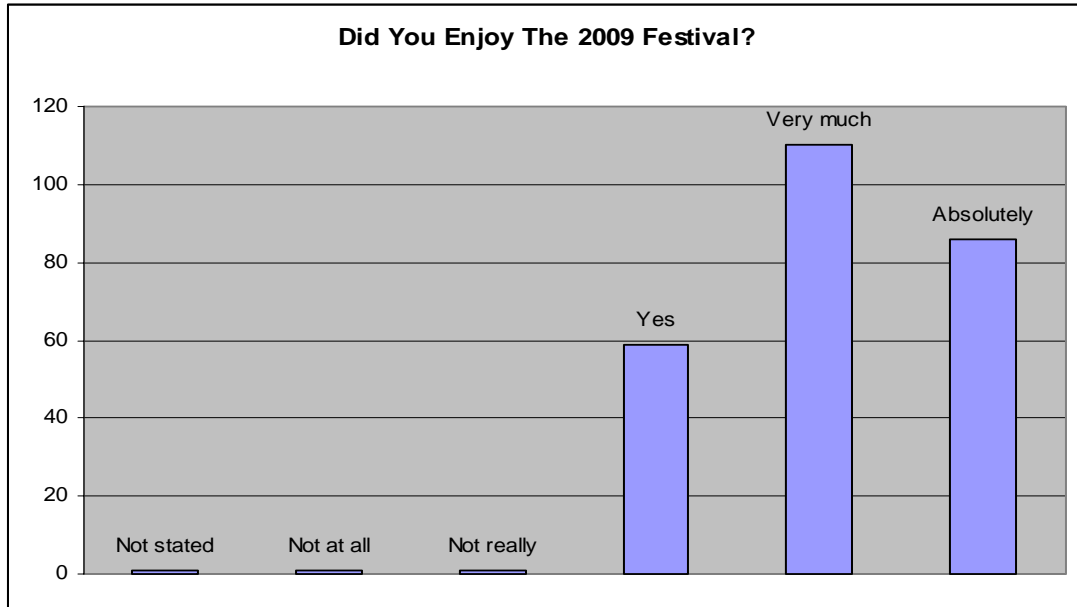
### 7.1 Visitors by Age Group

Although the question was changed slightly between 2008 and 2009 in the youngest age cohort, the results were similar. The largest cohort was the 26–40 year-old age bracket, representing a third of visitors in both years. There was a minor increase in the proportion in the 41-44 year-old age bracket, and a reduction in the 18 – 25 year-old cohort. This may be partly explained by the exclusion of 17 year-olds from this cohort in 2009. The results confirm the demographic target of the festival of adults.



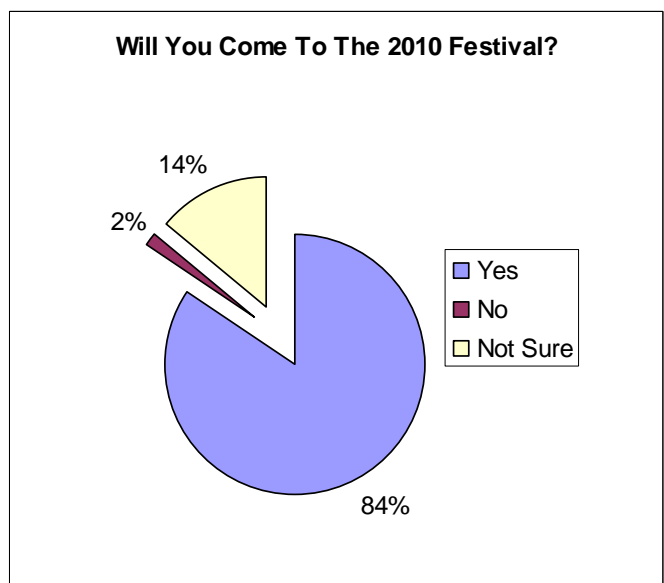
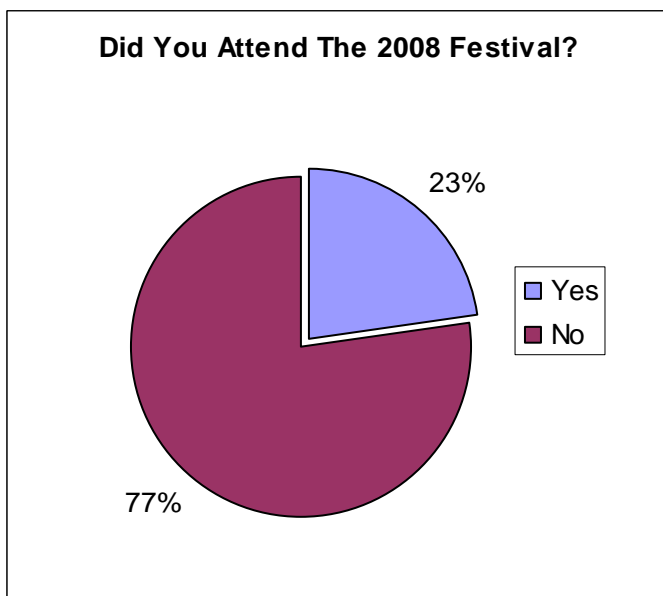
## 7.2 Visitor Enjoyment

Overwhelmingly, visitors reported enjoying themselves at the Festival, with 77% of all respondents scoring 4 or 5 on a scale of 1 to 5. Only one respondent reported not enjoying the Festival at all. Curiously, this respondent indicated an intention to return to the 2010 Festival.



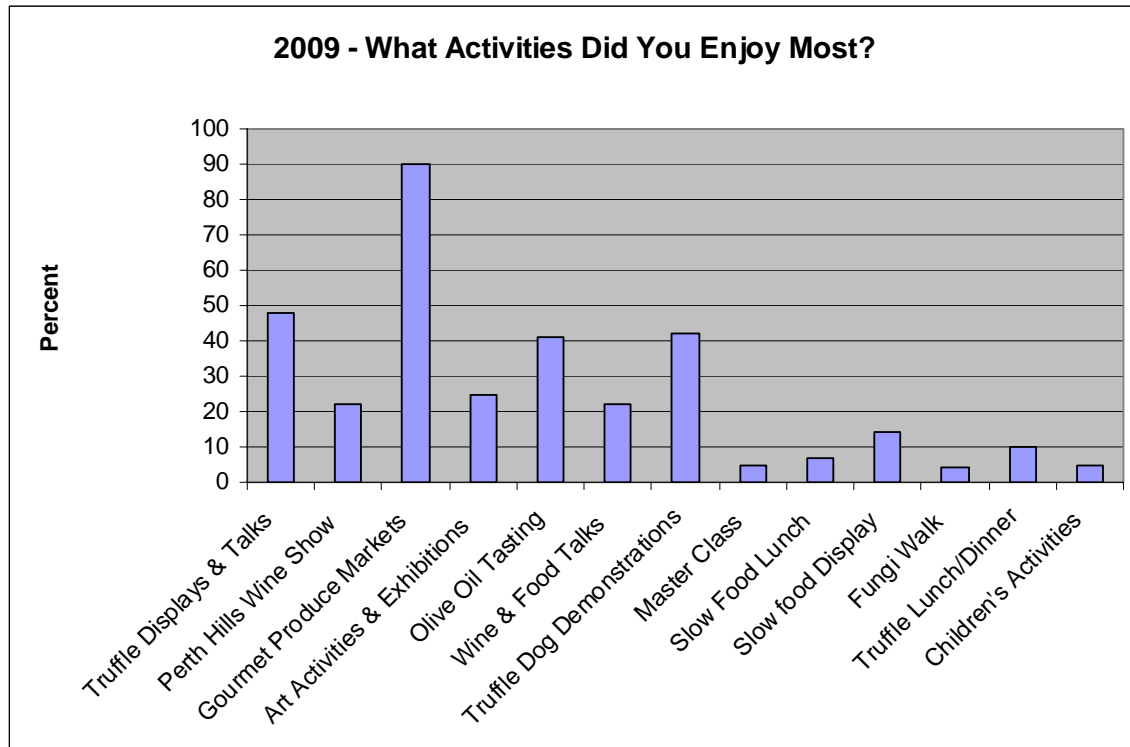
## 7.3 Return Visitation

Given the rapid growth in visitor numbers in the Festival's first three years, return visitation is high. 23% of 2009 visitors (approx 5,500 visitors) also came to the Festival in 2008. This represents return visitation in the order of 50% from the estimated 10,000 visitors in 2008. Intended return visitation intentions indicate that 2010 numbers could be significantly higher than 2009. 84% of 2009 visitors (approximately 20,100 visitors) indicated an intention to return in 2010. 40% of 2009 visitors heard about the Festival by word-of-mouth. If 20,000 visitors from 2009 return in 2010, and word-of-mouth generates visitor growth of a similar scale to that experienced between 2008 and 2009, visitor numbers in 2010 could significantly exceed 2009.



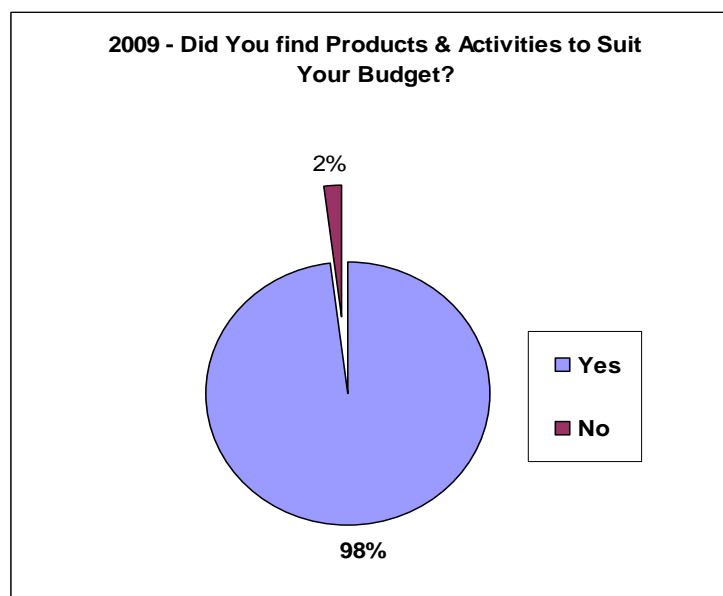
#### 7.4 Most Popular Activities

The Gourmet Produce Markets were clearly the most popular activity, with 90% of visitors enjoying them. This result must be interpreted with care because it is likely that some respondents did not discern between the Gourmet Produce Markets, the Food Piazza and the Rotary Markets. Other popular activities included Truffle Displays and Talks, Truffle Dog Demonstrations, and Olive Oil Tasting.



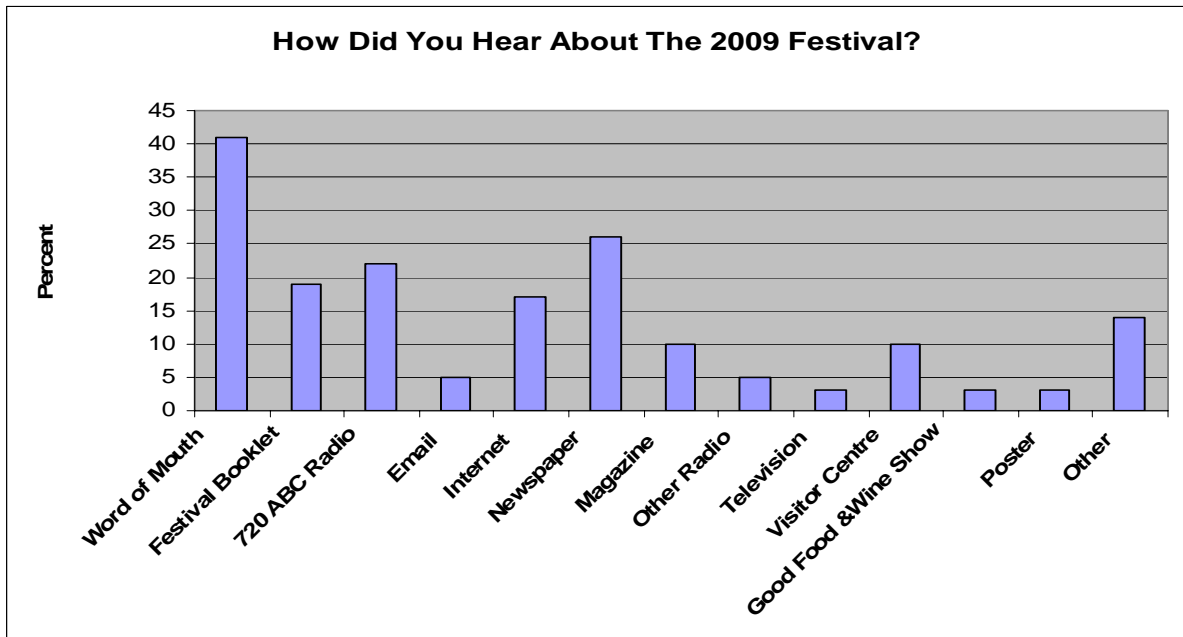
#### 7.5 Price of Activities

Although there were one or two respondents who commented unfavourably on the prices charged for food and activities, 98% responded that they were able to find activities and products within their budget.



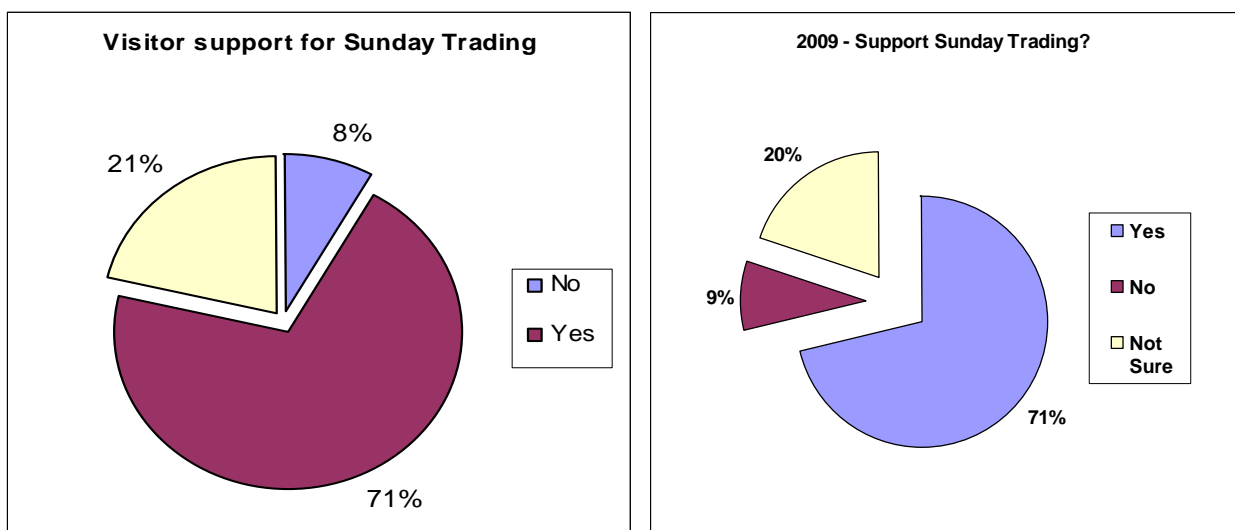
## 7.6 Advertising

The response to the mix of publicity and advertising appears to be evenly spread, although word-of-mouth has increased from 21% to 41% between the 2008 and 2009 Festivals.



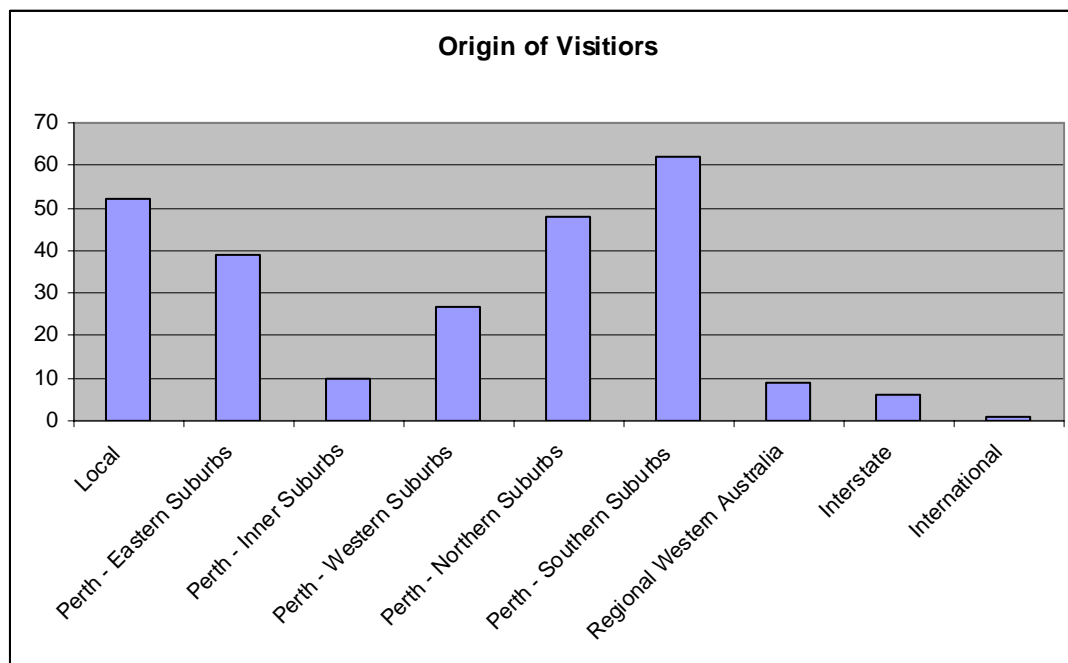
## 7.7 Sunday Trading

A one-off permit was obtained for general retail business to trade on the Sunday of the Festival in both 2008 and 2009. Most retail businesses in Mundaring do not require special permission to trade on Sundays, so the only practical effect of the permit is to allow the major supermarkets to trade. The response to this question was consistent across 2008 and 2009 with 71% of visitors in favour and 20% and 21% not in favour. Interestingly, the business houses in Mundaring displayed a similar result with 64% in favour and 28% not in favour.



## 7.8 Where the visitors came from

Data from the 2008 Festival survey was not aggregated beyond individual postcodes. In 2009 the data was aggregated to broad areas in the Perth metropolitan area. The results show a reasonably even spread across northern, southern and eastern suburbs, with 11% from the western suburbs and 20% locals. One international visitor was surveyed, 2% were interstate visitors, and 4% were from regional Western Australia.



## 8. Visitor Expenditure

Data on visitor expenditure by category was collected in various expenditure groups as shown below. Average expenditure per person was in the order of \$135.93. For an estimated 24,000 visitors, this indicates total visitor expenditure in the order of \$3.262 million.

The largest category expenditure was meals, food and drinks, at an average of \$47.79 per person. Over 24,000 visitors, this indicates total expenditure in the order of \$1.147 million. This expenditure went directly to stallholders and local businesses. The proportion of this expenditure that was injected into the local economy is a function of the mixture of local versus non-local businesses with which this money was spent. Given the mix of stallholders and businesses supplying food, meals and drinks, it seems reasonable to assume that 20% of this expenditure (or \$229,000) was at local businesses.

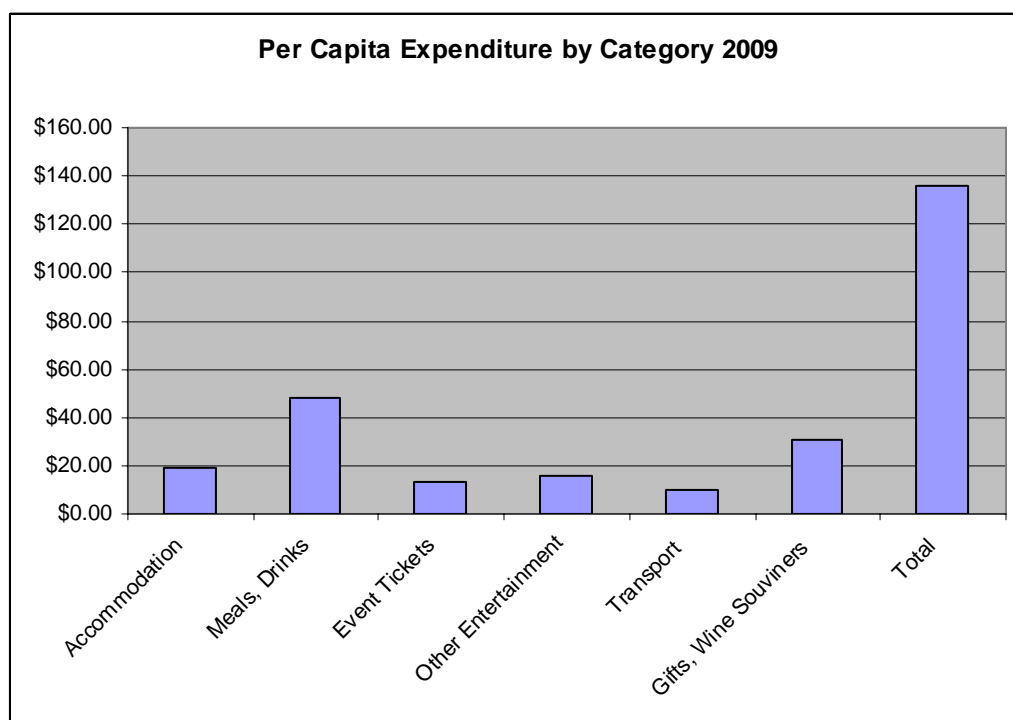
Accommodation was reported at \$18.72 per person. Clearly, most of the visitors to the Festival were day travellers from Perth and the local area, and incurred no extra accommodation costs. When the accommodation expenditure is attributed to the number of respondents who reported expenditure on accommodation, it averages \$47.79 per person. If the \$18.72 average per person is extrapolated across all 24,000 visitors, it indicates a total accommodation spend of approximately \$450,000. As there is limited commercial accommodation available locally, it can be assumed that much of the accommodation expenditure occurred outside of the Shire of Mundaring. The local accommodation establishments were at almost maximum occupancy, so there is little additional local benefit that can be achieved from accommodation expenditure. For the purposes of estimating local expenditure on accommodation, it is assumed that 100 people (the estimated local accommodation capacity) spent the survey average of \$47.79 on accommodation – say \$5,000.

Purchase of event tickets was reported at \$13.56 per person, or \$325,000 in total. Given that most of the events for which tickets were sold were run by local businesses, it is assumed that 75% of this (\$243,000) was local expenditure.

Other entertainment expenses were reported at \$15.45 per person, or \$370,000 in total. Applying the same 75% local expenditure formula, this yields an estimated \$277,000 local expenditure.

Transport costs were listed at \$9.55 per person, which extrapolates to \$230,000. Analysis of the data reveals that most of the entries were less than \$50 per respondent. The vast majority of the visitors arrived by car. There are few alternative methods of transport, particularly on weekends. It can be assumed that most of the entries reflect the estimated amount of fuel used in travelling to and from Mundaring. It can also be assumed that much of this fuel was not purchased in Mundaring, and therefore does not represent an injection to the local economy. That said, the service station in Mundaring townsite reported higher-than-average fuel sales. It is assumed that \$10,000 of the total estimated transport expenditure (200 visitors each purchasing \$50 in fuel) was spent locally.

Reported expenditure on gifts, wine, souvenirs, clothing etc was \$30.83 per person, or \$740,000. The proportion of this expenditure that was injected into the local economy is a function of the mixture of local versus non-local businesses with which this money was spent. Given the mix of stallholders and businesses supplying gifts, wine and souvenirs, it seems reasonable to assume that 50% of this expenditure (or \$370,000) was at local businesses.



Given the uncertainties and variability in the nature of visitor expenditure, it is difficult to estimate the proportion of the estimated \$3.262 million visitor expenditure that found its way into the local economy. We can be reasonably sure that a proportion of the accommodation expenditure, all of the meals and drinks expenditure, all of the event tickets expenditure, most of the expenditure on other entertainment, and all of the expenditure on gifts, wine and souvenirs was spent locally. It is reasonable to assume that only a small proportion of the transport expenditure was spent locally. The following table sets out the visitor expenditure by category, and the estimated "capture" of that expenditure by the local economy. Whilst we can have reasonable certainty in accuracy of the total expenditure, the estimated local expenditure is less certain and relies on assumptions. It does, however, demonstrate that there is scope for significant additional local capture of inscope expenditure. It also gives some indications of the areas most likely to capture more of this expenditure (areas other than transport and accommodation).

Expenditure Category	Estimated Total Expenditure	Estimated Local Expenditure
Accommodation	\$450,000	\$5,000
Meals, Food and Drinks	\$1,147,000	\$229,000
Event Tickets	\$325,000	\$243,000
Other Entertainment	\$370,000	\$277,000
Transport	\$230,000	\$10,000
Gifts, Wine Souvenirs	\$740,000	\$370,000
Total	\$3,262,000	\$1,134,000

## 9. Economic Value of the Event

The estimation of the economic value of the 2009 Mundaring Truffle Festival was based on a simple input-output model. Because of the anticipated difficulties in obtaining meaningful data from stallholders on daily takings, it is necessary to collect expenditure data from visitors in an attempt to estimate visitor expenditure. Essentially, visitor expenditure and stallholder takings are different sides of the same financial transactions, so the results should yield similar outcomes.

The underlying concept remains that:

Visitor Expenditure + Stallholder Expenditure + Shire of Mundaring Expenditure + Festival Committee Expenditure = Total Economic Value.

In terms of local economic value, this formula reveals:

Visitor Expenditure (local)	\$1,134,000
Stallholder Expenditure (local)	\$ 38,250
Town Centre Business Expenditure (local)	\$ 10,000
Rotary Markets Expenditure (local)	\$ 28,000
Perth Hills Wine Show Expenditure (local)	\$ 4,500
Shire of Mundaring Expenditure (local)	\$ 37,000

### **Estimated local economic value \$ 1,251,750**

The shortcomings in the model include the fact that we have limited data on the Rotary Markets and the Perth Hills Wine Show, and limited information on the festival-related expenditure in the Mundaring town centre business precinct.

What we can say with some reasonable certainty is that total visitor expenditure was in the order of \$3.25 million. We can also say some certainty that the estimated stallholder expenditure of \$230,000 was significantly less than the actual expenditure by all businesses that captured the visitor expenditure. This is because the estimated stallholder visitor expenditure comes from a small and unrepresentative survey sample, and does not include the Rotary Markets, the Perth Hills Wine Show, or the local town centre businesses (such as the hotel, cafes, gift shops etc).

The input-output model adds the total event expenditure and multiplies it by an assumed "multiplier" that captures second and subsequent rounds of economic impact. The actual value of the multiplier is a function of the manner in which the revenue from the initial expenditure is spent. Models for event tourism indicate multipliers in the order of 1.4 to 1.8 – that is, for every dollar spent at the Festival, and extra 40 to 80 cents economic activity is generated. (ABS; Van Ho, *et. al.*; REMPLAN)

What is of more relevance is extent of the capture of inscope visitor expenditure by the local business community. This is largely a function of the design and orientation of the Festival, and the ability of the local business community to capture Festival expenditure and therefore maximise the economic benefit from the inscope visitor expenditure.

The experience of the 2009 Mundaring Truffle Festival demonstrates clearly that the Festival Organising Committee and the participating businesses have done a magnificent job in creating a multi-million dollar event that brings tens of thousands of big-spending visitors to Mundaring.

Analysis of the data and anecdotal evidence from local businesses indicate that there is scope to significantly increase the proportion of inscope expenditure that is captured by local businesses. That remains a challenge for both the Festival Organisers and the business community.

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Jago, L. and Dwyer, L. **Economic Evaluation of Special Events: A Practitioner's Guide** Sustainable Tourism Cooperative Research Centre, published by Common Ground Publishing, Altona, VIC, 2006.

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Van Ho, T., Spurr, R., Pambudi, D., Forsyth, P., Dwyer, L. and Hoque, S. **Tourism Satellite Accounts 2006-07: Western Australia**, Sustainable Tourism Cooperative Research Centre, Goldcoast, QLD, 2008.

## APPENDIX A



The Organising Committee of the 2009 Mundaring Truffle Festival thank you for your participation. We sincerely hope that the event was a success for your business, and that you will consider coming back again in 2010. To enable us to improve the organisation of the 2010 Mundaring Truffle Festival for you and other participants, the Organising Committee is seeking your feedback.

**By completing the attached questionnaire and returning it to the Shire of Mundaring in the enclosed reply-paid envelope by Friday 28 August, you have the chance to win \$250 off the cost of next year's event registration fee.**

**There will only be one winner. It could be you. Please complete the questions below and return the form for your chance to win.**

1. How did you here about the Mundaring Truffle Festival?  
 Contacted by Organising Committee       Website  
 Word of Mouth       Other (specify) \_\_\_\_\_
2. Was the 2009 Mundaring Truffle Festival a business success for your business?  
 Yes       No       Not sure
3. Did you participate in last year's Mundaring Truffle Festival?  
 Yes       No
4. Will you participate in next year's Mundaring Truffle Festival?  
 Yes       No       Not sure
5. If you may not participate in next year's Mundaring Truffle Festival, what is the main reason that you are considering not participating? (Select as many as appropriate)  

Too few festival-goers	<input type="checkbox"/>	Too few customers	<input type="checkbox"/>
Insufficient profit	<input type="checkbox"/>	Poor festival organisation	<input type="checkbox"/>
Poor festival management	<input type="checkbox"/>	Excessive costs	<input type="checkbox"/>
Excessive regulation	<input type="checkbox"/>	Too far to travel and set up	<input type="checkbox"/>
Insufficient resources/services available locally	<input type="checkbox"/>		

Other (please specify) \_\_\_\_\_

6. Was the 2009 Mundaring Truffle Festival better organised and run than the 2008 Festival?

Yes                       No                       Not sure

7. What could be improved in the organisation and running of the Mundaring Truffle Festival?

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8. What were the best aspects of the organisation of the 2009 Mundaring Truffle Festival?

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9. What other types of businesses or services should be invited to participate in next year's Mundaring Truffle Festival, to complement your business?

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10. What was your estimated *additional expenditure directly related to then 2009 Mundaring Truffle Festival?*

Stock \_\_\_\_\_ Set-up costs \_\_\_\_\_ Fees \_\_\_\_\_

Wages \_\_\_\_\_ Promotion \_\_\_\_\_ Printing \_\_\_\_\_

Fuel and travel \_\_\_\_\_ Equipment \_\_\_\_\_ Other \_\_\_\_\_

11. Of the above **expenditure**, how much was spent in the Shire of Mundaring? In the case of wages, include wages of people who live in the Shire of Mundaring only.

Stock \_\_\_\_\_ Set-up costs \_\_\_\_\_ Fees \_\_\_\_\_

Wages \_\_\_\_\_ Promotion \_\_\_\_\_ Printing \_\_\_\_\_

Fuel and travel \_\_\_\_\_ Equipment \_\_\_\_\_ Other \_\_\_\_\_

12. Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_

**Thank you for your valuable input. It will help us improve the Mundaring Truffle Festival to make it a bigger success for your business. It could save you \$250.**

**From the Organising Committee, Mundaring Truffle Festival 2009**

**APPENDIX B  
MUNDARING TRUFFLE FESTIVAL 2009**

**MUNDARING BUSINESS SURVEY – IN CONFIDENCE**



Dear Mundaring Business Operator

The Shire of Mundaring is undertaking a survey of your views and experiences from the 2009 Mundaring Truffle Festival.

We recognise that there were traffic, pedestrian and parking management issues from the 24,000 visitors to Mundaring for the Festival, particularly on Sunday, and that we need to improve on these next year. Please take a minute to fill in this survey. Your input will help us to improve the management of next year's Mundaring Truffle Festival.

1. Was the 2009 Mundaring Truffle Festival a benefit for your business?

- Yes                       No                       Not sure

2. If yes, what were the benefits? (increased turnover, business profile, new contacts etc?)

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3. If you employed additional staff for the Festival, how many staff for how many hours?

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4. What aspects of this year's Mundaring Truffle Festival could be improved?

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5. Do you have any suggestions for other things that could be done to improve next year's Mundaring Truffle Festival?

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4. Do you support a one-off Sunday Trading day for next year's Mundaring Truffle Festival?

- Yes                       No                       Not sure

5. If not, why not? \_\_\_\_\_

6. Any additional comments or suggestions?

7. Please include your name and business name (OPTIONAL)

Thank you for your time and suggestions. Please **fax** the completed form to me on **9295 3288** by **C.O.B. next Tuesday 18 August**, or drop it in at the front counter at the Shire. All information will be treated in confidence. Please feel free to contact me to discuss.

**Damien Martin, Economic Development Advisor**

t: 9295 6635    f: 9295 3288    e: damienmartin@mundaring.wa.gov.au

## APPENDIX C

### CONFIDENTIAL MUNDARING TRUFFLE FESTIVAL 2009

#### MUNDARING TOWN CENTRE BUSINESS SURVEY

The Mundaring Truffle Festival 2009 was held on the weekend of August 8<sup>th</sup> and 9<sup>th</sup>. It attracted a significantly increased patronage than the previous year's event. Despite the gloomy weather forecast, crowds were estimated at approximately 24,000 over the two days. There were short periods of rain on the Saturday, and crowds on the Sunday were significantly higher than the Saturday, perhaps partly due to better weather.

As part of its commitment to engagement with the business community, the Shire of Mundaring surveyed business operators in the Mundaring town centre the week after the Festival to seek information on the impact of the Festival on local business.

Survey forms were hand-delivered to businesses on Wednesday 12<sup>th</sup> August, with a request that the forms be completed and faxed back to the Shire or hand-delivered by the following Tuesday 18<sup>th</sup> August. The forms were delivered to businesses in the area encompassed by Mann Street, Hartung Street, Chipper Street, Great Eastern Highway, Mundaring Weir Road, Jacoby Street, and the Shire administration offices. A total of 85 forms was delivered. A copy of the survey form is attached.

25 responses were received, representing a 29% return rate. Key results are tabulated below, with the number of responses to the questions indicated:

	Yes	No	Not applicable
Success for your business?	12	12	
Increased turnover?	10	2	7
Decreased turnover		2	
Additional staff employed?	11	5	8
Support one-off Sunday trading?	16	7	

Key issues identified include parking, signage and pedestrian traffic across the highway, with several businesses reporting that customers and staff had difficulty accessing shops.

There was some sense that the Festival neglected to promote or include the north side of the highway, and that businesses suffered because of the parking problems.

Comments included:

#### CON

"Promote the Coles side of the highway and associated businesses"

"...the main business to benefit from Sunday trading are Coles and Woolworths, which only add to the parking problems. There didn't appear to be any real benefit from local business except for maybe the Hotel"

"Doesn't benefit retail shops – Hills Fresh down 30% in turnover for the two days"

"Traders would pay staff for nothing as parking would be used for Truffle Festival and not for clientele"

(Sunday trading)... "not needed. The Festival should be the focus"

"Increased turnover on Sunday only, although very much down on last year"

"Integrate cafes and food businesses with Festival"

Detailed feedback and suggestions from Sarah Murphy (Murphy's Café) is attached

Anecdotally, Sunday trading at Woolworths was marginal, but reported Coles an excellent result similar to last year that would have been better with improved parking management.

APPENDIX D



**FILL OUT THE SURVEY FOR YOUR CHANCE TO WIN A GOURMET PRIZE VALUED AT \$250 FROM THE WINE AND TRUFFLE CO.**

1. Did you enjoy the Mundaring Truffle Festival      Not at all      Yes      Very Much  
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2. Did you taste a truffle?       Yes       No
  
3. Which activities did you enjoy the most?

Master Class	<input type="checkbox"/>	Olive oil tasting	<input type="checkbox"/>
Truffle dinner/lunch	<input type="checkbox"/>	Children's activities	<input type="checkbox"/>
Truffle displays and talks	<input type="checkbox"/>	Fungi walk	<input type="checkbox"/>
Truffle dog demonstration	<input type="checkbox"/>	Slow Food luncheon	<input type="checkbox"/>
Perth Hills Wine Show	<input type="checkbox"/>	Slow Food display	<input type="checkbox"/>
Gourmet produce markets	<input type="checkbox"/>	Wine and food talks	<input type="checkbox"/>
Art activities and exhibitions	<input type="checkbox"/>	Other (please specify).....	
  
4. Did you find a range of products and activities to suit your budget?     Yes       No
  
5. How did you hear about the Mundaring Truffle Festival? (please tick as many as appropriate)

Festival Booklet	<input type="checkbox"/>	Internet	<input type="checkbox"/>
Radio – 720 ABC Perth and ABC Local Radio	<input type="checkbox"/>	Other radio	<input type="checkbox"/>
Email	<input type="checkbox"/>	Poster	<input type="checkbox"/>
Television	<input type="checkbox"/>	Newspaper	<input type="checkbox"/>
Visitor Centre	<input type="checkbox"/>	Magazine	<input type="checkbox"/>
Word of mouth	<input type="checkbox"/>	Good Food & Wine Show	<input type="checkbox"/>
Other (please specify)_____			
  
6. What can we do to improve next year's event?  


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7. Do you support one-off Sunday Trading for Mundaring businesses on the Festival weekend?  
Yes       No       Not sure
  
8. Did you come to last year's Mundaring Truffle Festival?    Yes       No
  
9. Will come to next year's Mundaring Truffle Festival?    Yes       No       Not sure
  
10. What postcode do you live in?      Perth Hills area    \_ \_ \_ \_  
Other Perth area      \_ \_ \_ \_      Other Western Australia    \_ \_ \_ \_  
Interstate? (specify)      \_\_\_\_\_      International? (specify)      \_\_\_\_\_

11. If you are not from the local area, did you travel to the Perth Hills specifically for the Mundaring Truffle Festival? Yes  No
12. If you are not from Western Australia, did you come to Western Australia specifically for the Mundaring Truffle Festival? Yes  No
13. If you are not from Western Australia, how many days will you stay in Western Australia *specifically for the Mundaring Truffle Festival?*  
 1 – 3 days  more than 3 days
14. What is your estimated *additional* expenditure *in the Perth Hills area directly because of the Mundaring Truffle Festival?*  
 Accommodation \$\_\_\_\_\_ Meals, food and drinks \$\_\_\_\_\_  
 Event tickets (incl prepaid bookings) \$\_\_\_\_\_ Other entertainment costs \$\_\_\_\_\_  
 Transport (petrol, car bus/taxi fares etc) \$\_\_\_\_\_  
 Other (gifts, wine, souvenirs, clothing etc) \$\_\_\_\_\_
15. How many people does this expenditure cover?  
 Adults \_\_\_\_\_ Children under 17 \_\_\_\_\_
16. What is your age?  
 Under 17  18 – 25  26 – 40  41 – 55  56 – 70  70+
17. Which best describes your party?  
 Single traveller  Couple  Small family group   
 Large family group  Small group of friends or colleagues   
 Large group of friends or colleagues  Other(specify)\_\_\_\_\_

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Would you like to be sent information about next year's Mundaring Truffle Festival? Yes  No

Your privacy is important to us. The information that you provide will not be disclosed or shared with any organisation not involved with organising the 2009 Mundaring Truffle Festival and will only be used to improve events in the Perth Hills.

**POST YOUR COMPLETED SURVEY TO THE SHIRE OF MUNDARING, REPLY PAID 64391, MUNDARING WA 6073. REPLIES RECEIVED BY FRIDAY 14 AUGUST 2009 ARE ELIGIBLE TO WIN A \$250 GOURMET PRIZE FROM THE WINE & TRUFFLE CO.**