



FORM: Region Event Impact Calculator

Events have the potential to bring considerable benefits to the regional economy through job creation and income generation, in addition to cultural and social benefits. If properly planned and strategically aligned with the region's priorities, events can be a key driver in building a region's brand, reputation and future direction.

Events that have a sound business plan have a greater potential to seek Government funding and support from local business and community.

RDAMR are able to provide local groups, organisations and individuals the Event Impact Calculator, which is a tool designed to assist in the planning and development of a regional event.

The **Event Impact Calculator** can calculate the potential economic impact of a proposed event in the Murraylands and Riverland region, and provide key performance indicators across a range of economic measures including output, employment, income and jobs.

This tool uses input/output estimates to calculate the impact of an event based on the average spend per day by visitors to the event. We recommend you utilise a range of tools, methods and expertise to evaluate the potential of an event.

ANALYSE YOUR EVENT

To have your event analysed with The Event Calculator, simply complete this form and return to RDAMR via email info@rdamr.com.au where one of our .id specialists will be in contact to discuss your event.

Name of event:	
Type of event: <i>(Please circle)</i>	Arts and Heritage Sports and Recreational Activity Business
Significance of event: <i>(Please circle)</i>	Local Region State
Event Location: <i>(Town)</i>	
Start date of event:	
Length of event (in days):	
Estimated attendees per day:	
Estimated average spend per day	\$