

ITEM-21: LMM 27/11/2018 - 2018 SUPERCARS NEWCASTLE 500

MOTION

That City of Newcastle:

1. Declares the 2018 Supercars Newcastle 500 an outright success, noting that Supercars have advised 162,248 people attended the event which showcased the City of Newcastle to Australia and the world;
2. Thanks our 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 *Entertain Newcastle* program, which was aimed at expanding the atmosphere and economic benefits beyond the race precinct with activities in Cooks Hill, Hamilton, Hunter Street Mall and Civic Park;
3. Notes the City of Newcastle Fort Scratchley Business and Community Leaders' Fundraiser event raised over \$20,000 for our charity partner Got Your Back Sista, aimed at helping women and children thrive and live independently after escaping the trauma of domestic violence;
4. Commends the people of the City of Newcastle, and the thousands of visitors to our City from throughout Australia and abroad, for attending the 2018 Newcastle 500; and
5. Writes to the NSW Government and NSW Opposition commending their ongoing support for the Newcastle 500.

BACKGROUND

The Supercars Newcastle 500 finale showcased Newcastle to the world and was an outright success for our City.

Inside and outside of the race precinct, visitors and locals enjoyed the action. Family fun was also had at Civic Park with large crowds of children enjoying a Cars themed playground. Local media captured incredible pictures of thousands of people in Hamilton's Gregson Park to get an autograph with all the Supercars Stars.

The weekend also provided an opportunity to raise over \$20,000 for local charity, Got Your Back Sista, while showcasing the race from the spectacular vantage point at Fort Scratchley.

The second Newcastle 500 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 *Entertain Newcastle* activations.

Businesses and Novocastrians have outdone themselves welcoming visitors and showing them a good time.

Visitors got their first glimpse of our newly revitalised city as it's poised for a new era of tourism growth.

The world has been watching and an aerial of our magnificent coastal city is one of the most popular images published to our social media accounts.

A friendly and excited crowd of more than 162,000 people attended the race over the three days and City of Newcastle staff and volunteers went above and beyond to showcase our wonderful city.



Entertain Newcastle

Entertain Newcastle was aimed at expanding the atmosphere beyond the race precinct with activities in Cooks Hill, Hamilton, Hunter Street Mall and Civic Park.

Entertain Newcastle kicked off on Thursday 22 November with a signing session of Newcastle 500 Supercars Drivers who gathered in Gregson Park, Hamilton to sign autographs before cruising down Beaumont Street as a part of the official Supercars Driver Parade.

On Friday, 23 November, *Darby Street Turns It On* saw traders in Cooks Hill embrace the festive season with Christmas lights being switched on early before a night of live music, great food and extended late-night trading.

On Saturday, Simple Minds and Birds of Tokyo performed at No 1 Sportsground, encouraging people to walk through the City to eat, drink, and enjoy everything Newcastle has to offer before finishing off the night with live entertainment.

Events which activated the City throughout the entire event weekend included the *Newy Super Breakfast*, the *Newcastle Innovation Showcase* and the *Newcastle Now Family Fun Zone*.

A special thank you to the Newcastle Restored Vehicle Club for coming onboard and supplying the classic cars for the Hamilton Supercars Drivers Parade.

Attendance

Supercars have announced the official crowd attendance as 162,248 for the three-day event.

Media Coverage

Early viewership figures indicate a considerable increase in the number of people watching the Newcastle 500 on television in 2018.

Metropolitan figures only, indicate the following:

More than 572,000 people watched Sunday's action on Channel 10 and FOX Sports, an increase of 114,000 over last year.

While 291,000 watched on 10, FOX Sports numbers soared with 281,000 watching on Sunday – up more than 105,000 or more than 60 per cent.

463,000 watched Saturday's remarkable penultimate race of the season – the same number that watched the Sunday race last year.

Again, FOX Sports numbers were enormous, jumping from 116,000 to 201,000 on Saturday this year which is an increase of 41 per cent.

Streaming and regional TV audience numbers are not yet available.

Once taken into account, Supercars believe that **total domestic viewership across the three day event will be close to 2 million people.**

In a Media Week article entitled 'Social Content Ratings: Supercars on 10 and Fox Sports outperforms first Aus V India Cricket' it is reported that "in the Social Content Ratings Sports category for the week ending November 25, the Supercars event from Newcastle easily attracted the most social media interactions as measured by Nielsen. The racing made the chart for the coverage on both Saturday and Sunday and was screened on 10 and Fox Sports."¹

Similarly, City of Newcastle's Communications Team recorded record social and traditional media numbers.

Facebook posts reached more than 154,000 unique users organically from 19-26 November, with most captured in the three-day event period. Twitter posts recorded 43,500 impressions during this same period, with more than 56,000 hashtag interactions across our Instagram accounts.

¹ **Social Content Ratings: Supercars on 10 and Fox Sports outperforms first Aus v India cricket:**
<https://mediaweek.com.au/social-content-ratings-november-27-2018/>

One spectacular aerial photograph of the city alone reached more than 100,000 people and was shared more than 600 times, with people as far away as Ireland posting comments

A post promoting the F/A-18 Hornet display was typical of the tone and style used throughout the weekend. The quality and quick turnaround of images accompanying the post prompted the RAAF to share it, delivering our messaging and broadening our reach to their 285,000 followers. This post alone reached more than 34,500 people and garnered more than 250 likes on the City of Newcastle Facebook page.



Traditional media (print, radio and television) news coverage of the Supercars week included 279 stories with a combined audience of 8,775,173 and an estimated value of \$1,166,076.

Our photos, credited clearly to City of Newcastle and with the newsreader promoting the city's beauty, featured on NBN News on both Saturday and Sunday nights. NBN's Sunday night news has an average audience of about 180,000 viewers extending into Queensland and throughout NSW.

Police praise good behaviour

Police have described the behaviour of spectators as "A Plus" following the conclusion of the high-visibility operation for the second year of the Coates Hire Newcastle 500.

Operation Axils Commander, Assistant Commissioner Max Mitchell, said it was positive to see the majority of racegoers behave appropriately and enjoy themselves at the event over the weekend.

“Police were out in force across the event footprint, focusing on road safety, crowd behaviour, and minimising the impact of the event on the local community,” Assistant Commissioner Mitchell said.

“We were very pleased with the behaviour of most people who attended the race, and it was great to see so many families return to the city this year in support of the Newcastle 500.

“Police worked closely with Supercars and Transport NSW in the lead up and throughout the event to create a safe and family-friendly atmosphere.”²

² **Crowds well behaved as Operation Axils concludes at 2018 Newcastle 500:**
https://www.police.nsw.gov.au/news/news_article?sq_content_src=%2BdXJsPWh0dHBzJTnBJTJGJTJGZWJpenByZC5wb2xpY2UubnN3Lmdvdi5hdSUyRm1lZGlhJTJGNzM3NDguaHRtbCZhbGw9MQ%3D%3D
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