THE DATA REQUIRED FOR GRANT FUNDING

STRENGTHENING YOUR CASE WITH MEASURABLE INSIGHTS

AG SHOW NSW

WHY DATA MATTERS

- Data is critical for future success and sustainability
- Funding bodies want proof, not just passion
- Demonstrate reach, impact and return on support
- Builds trust and helps unlock future grants

WHAT FUNDERS WANT TO SEE

- How many attended your event
- Where visitors came from (Post Codes)
- How we marketed it
- Visitor experience
- Economic and regional impact

HOW WE GET THE DATA

- **Ticketing system – captures postcodes and demographic information for each buyer**
- **Scanners – real-time entry tracking**
- **Surveys – emailed post-event**
- **Tourism insights – optional partner data**

TURN DATA TO IMPACT

- **"25% travelled from outside our region"**
- **"92% rated the event as excellent"**
- **"78% said they'll return next year"**
- **"Each over night visitor to your event spends $228 per night"**
- **"Each Day visitor spends $162"**

(*Source Destination NSW)

MARKETING DATA = ROI

- Digital ads show reach and engagement
- Tracks location, clicks, and conversions
- Proves the grant helped grow our audience

SUMMARY

- Data is incredibly valuable and powerful
- Strong data supports strong grant funding
- Use the tools and plan
- Grant funding will help grow your event if you can demonstrate its success with the help of data