



YOUR COMMUNITY GETS THE BENEFITS

The Adelaide Rally is the largest event of its type in the world, with 400 cars taking part in previous years.

Around 50 of these cars came from interstate pre Covid.

The Rally is an Adelaide Hills-based business with a strong focus on delivering economic and social benefits to the Hills and to the state of South Australia.

70%

70% of the cars in the Adelaide Rally are in leisure-focused Tour categories. These cars travel under the state speed limit and are not timed or competitive. Often husband and wife teams, Tour entrants enjoy seeing the Hills showcased as a destination and most have a strong interest in food and wine tourism.



\$MILLIONS FOR SA

Each year the Adelaide Rally directly generates over **1600 BED NIGHTS** for the South Australian Tourism industry.

Participants from every state and territory visit multiple times the leadup to the event and bring service crews with them, generating millions of dollars in revenue. The event is supported by the South Australian Government due to its substantial contribution to the tourism industry.





SUPPORTING THE ADELAIDE HILLS

The Adelaide Rally prioritises Adelaide Hills businesses to support the Hills community. Some examples of our buy local philosophy include:

LOCAL IMPACT



2200 people visit the Bridgewater Lunch Stop & Spring Fair– featuring all Hills artisans and traders – spending \$147,000 in the Hills region on that single day

COMMUNITY COOPERATION



The Rally has donated funds to Upper Sturt CFS to purchase a HALO system for one of their trucks, to protect firefighters in the event of a fire turning on them as well as indigenous gardens (Uraidla Primary School) and hosting lunches for Special Needs Children (Mt Barker)

The Rally works with community centres and traders groups lending infrastructure for Christmas Pageants and supporting fundraising initiatives in various townships. We are planning even more community initiatives in 2023.

3500

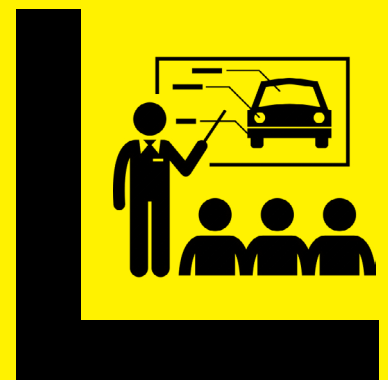


Event Catering: more than 3500 meals from the Bridgewater Mill.



Printing, Marketing, Catering, Coffee, IT Solutions, Towing, Copywriting, Graphic Design, Beer, Wine, Photography, Portaloos & Office Supplies – Adelaide Hills suppliers.

Funding and facilitating driver training for at-risk youth in the Mount Barker and Adelaide Hills Council regions.





A CHANGE FOR THE BETTER



A BOOST FOR MENTAL HEALTH

The Adelaide Rally has partnered with Breakthrough Mental Health Research Foundation, providing financial support and promotion for the Foundation. In 2021 a day in a \$670,000 McLaren with celebrity driver Mark Soderstrom valued at in excess of **\$10,000** was **donated** for Breakthrough's charity auction in support of children's mental health.



SHARING OUR PASSION

In 2021 the Rally invited **20 special needs children and their carers to the** Bridgewater Lunch Stop and Spring Fair for a personalised tour with the Event Director.



LOOKING TO THE FUTURE

The Adelaide Rally features more electric vehicles than any other form of motorsport in Australia.

Manufacturers use the Tour groups to showcase new models, such as the Porsche Taycan pictured, and the event is actively growing the EV segment of the sport by creating new opportunities for entrants.





A MAJOR TOURISM SHOWCASE



GOUGER ST

**\$819,000
ECONOMIC
BOOST**



EAST END

**\$441,000
ECONOMIC
BOOST**



BRIDGEWATER

**\$147,000
ECONOMIC
BOOST**



ALDGATE

**1100
VISITORS
OVER 4 HOURS**

**12,200
SPECTATORS**



12,200 spectators spent an average of \$63 per day while viewing the Rally in the Hills.

26% of spectators brought children with them.

**6 MEDICAL
TEAMS**



The event has 6 medical intervention teams that can provide immediate medical support to the community, plus we work closely with all emergency services.

**340
VOLUNTEERS**



340 people give up their time to bring this event to SA, working as marshals and officials across the event.

