

Your business name?	What impact do you see Targa having on your immediate business?	What value do you feel Targa brings to the Mansfield Shire?	In what way did you alter your hours?	Do you support the continued running of Targa High Country in Mansfield Shire?	Are there any further comments you would like noted in regards to Targa High Country?
Gum Tree Valley	5	Potential tourism	N/A	Yes	I felt poorly supported this year most likely due to COVID
hunt club hotel	3		didnt	Yes	had little to no impact on us, only used of our toilets. they didnt buy anything just used our toilets
Mansfield Country Resort	9	Hugh value with the increase in visitors spending money with local business		Yes	
Mt Buller Towing	8	Show casing our town and surrounding area	extra drivers due to Targa	Yes	targa is well organised this year with over 180 cars this bought extra business to our town sadly the butcher was closed, also at least another 3 businesses were also closed leading up to and during Targa
O'Malley's Pizza	1	May assist other businesses, but negatively impacts our business, loss of access to business & lose local trade	Loss of trade, closed earlier, reduced staff hours	No	Closure of the Main Street negatively impacts our business, approx 20% loss of trade for the weekend. Locals avoid the Main Street & people not involved in Targa avoid the area. I support the event in theory but do not support closure of the Main Street, continued support would require changes to how it is operated.
Mountain River House	8	Great for accommodation retail and hospitality and local children		Yes	Fantastic to see all kids loving the cars and waving to the drivers.
Mansfield Coffee Merchant	10	I think the event brings a lot to Mansfield in particular the lead up and bump out stage	We operated takeaway only due to lack of staff	Yes	This is our one big event to town. Don't loose it
Mansfield Autism	5	Enormous- not just during the event. Raises awareness and results in numerous overnight stays from high end touring road market		Yes	Major event bringing multiple economic benefits, able to take advantage of natural and built destination attributes. Would be snapped up by competing destinations that understand its value and growth potential if event is not supported by Council.
Wallaby Ritz	6	This year it was heaps busier for me as it was later in the day .		Yes	I would prefer it at the later time and the main street not totally closed . Would rather we kept it regardless as I believe it's great for the town and it's a fabulous spectacle.
Shop 27 Varieties	7	Targa is great for our town as it puts Mansfield "out there" in terms of advertising. It brings economic benefit and visitors to town.	I think the late closure (3.30) of the streets was a fantastic idea. It gave businesses the chance to open for a quantity of time as most businesses close at 2pm.	Yes	
The Kitchen Door	0	I think it is of economic value. I have had no involvement with the Event as my business was previously out of town. I would consider providing catering services now that my product is more accessible to the Targa entrants and organisers		Yes	
High Country Apparel	6	In the long term , more exposure to Mansfield	Had to close early due to street closure	Yes	Certainly November is a better time frame
Foster Legal Lawyers	5	increased tourism, community spirit	N/A	Yes	N/A
The Deck Quarters	10	An important event which fits our High Country region encompassing Mt Buller and all the districts around Mansfield The town is busy the week preceding so not just weekend visitors		Yes	It sure locking down Main Street and then having food trucks offering food works for businesses that have to pay expensive rates etc and try and compete with additional offerings I think we need the existing venues something to assist them
MANSFIELD NEWS	3	UNKNOWN	REDUCED TRADING HOURS DUE TO ROAD CLOSURES	Yes	NO ROAD CLOSURE IN HIGH STREET AS AM FORCED TO CLOSE
Foodworks Mansfield	7	I feel it helps make us a 'destination' town, that caters to a large cross section of people		Yes	

neil the lock doctor	9	This is a widely looked at event, attracting many participants from all over the country. All of these teams have a wide following on social media, so, there may not be a direct financial hit, the long term is what people have to look forward to.	unaffected	Yes	some members of the community are short minded about Targa. Yes it is a "rich man/womens sport" but with them comes the social media, the service crews and the most important, "this is what Mansfield does!" imagine if that's what the people of Bathurst said 50 years ago! Targa and the likes of the Holden Nationals, bring the region into focus, nationally and internationally, lets keep it up there as one of the premium destinations in Australia.
delatite wines	7	A lot of additional visitors spend a few days in mansfield an the area spending \$ locally across retail, accommodation, food and beverage, an experiences. If one uses the accepted economic benefit of \$4 for every \$1 spent then I think it's obvious that it has a great benefit to the area in both direct spending and in raising the profile of Mansfield as a destination. of	we didn't	Yes	I'm no petrol head but I know many locals who love it. For the short term inconvenience of some local road closures it is clearly of great benefit to Mansfield over a 5-7 day period. It would be a great pity if it was no longer held here. Just ensure in future it's not held over the Melbourne Cup weekend!
Choices Cafe & Milk Bar	5	Good for accommodation and some hospitality businesses but neutral for most retail and services	N/A	No	The road closures cause inconvenience to residents who are completely blocked in.
Mansfield Valley Motor Inn	10	Great benefits economically and culturally	N/A	Yes	Hope Mansfield Shire Council will enter another contract with Targa High Country.
Mansfield Zoo	5	Wonderful showcase of the area and I'm certain it is a direct contributor to some business sectors, which helps all of us.	Did not need to alter hours	Yes	I no longer attend since the speed limits were introduced and the large haybales put on each side of the roads for the township event. To me as a spectator, it impacted the spectacle of the event and the reduced enjoyment made it of insufficient interest to attend.
Mansfield Holiday Park	5	Increase in people around the town	didn't need to	Yes	more adverting for the event and future events - clear notifications on road closures for visitors to the town - and for business to past on to visitors.
Byrne Seed Australia	4		we are calving at the moment so had to work around road closures	No	
The Polehouse	0	I feel like it brings people in and is valued by locals even though I get no direct benefit	Didn't	Yes	
Amongst The Sticks - Events & Catering	10	Great financial value for the town and businesses. We purchase all our product locally through Mansfield Suppliers for the event.		Yes	Targa is great for the shire and the high country in general, it provides not only business for wholesale and retail suppliers but also additional opportunities for employment.
Breathmaker Hotel & Spa	10	Targa brings as a huge amount of business in what is usually a quiet period. We use all local wholesale suppliers as well as many retail outlets to support the accommodation, and catering for Porsche which is a group of approx 60 people over 5 days.		Yes	This is a huge economic benefit to our Hotel in what would normally be a very quiet period. We support all local businesses in providing catering for the event.
Commercial Hotel	9	Definatly brings another successful weekend to our calendar		Yes	A very well run event by all involved
Overflow Cottages	10	100% Attraction- Tourist- Fantastic for the Shire.		Yes	Wonderful / Fantastic event for everybody...
Ink Bookshop	1	Great for accom and food/hospitality businesses	Reduced them	Yes	

Alzburg Resort	8	The appreciation of the beautiful high country Victoria is shared with new people each year and gives them the idea to come back.	N/A	Yes	More information beforehand from Targa and items to give to guests to enjoy participating
Ray White Mansfield	8	Very good exposure for both tourism, potential permanent residents and investment capital	Reduce open home hours of availability	Yes	Continue to provide spectators and participants food/beverage services, entertainment and family friendly interactive attractions. Virtual Targa experiences and showcasing of cars are examples of such.
Mansfield Plant Hire P/L	0	I dont know what value it brings to the town it is a nuisance and disruption to the people whose houses are blocked off so cars can race past them, being locked out of our home for 4 hours is absolutely ridiculous	I was unable to get to my house after 3.30pm and finish work early and still couldn't drive my vehicle to my house and had to leave it out in the open and had to try and secure all the toolboxes and equipment on board Too many streets were closed off for no reason	No	There is too much disruption to the residents the race should be out in the open or on a racetrack not around residential areas
	0	Nothing they all stay on Mt Buller		No	
Mansfield Armchair Cinema	0	I think the Shire is the one to be able to answer that question, as there is a definite negative value to our business.	We had to close our Cinema and our Luna Bar that day, as access to our business could not be depended upon.	No	I believe it to be quite an inconvenience for many businesses, residents and tourists alike, who are locked in their houses and streets blocked off. It also attracts a younger crowd, mainly male, who make this an opportunity to imbibe in alcoholic refreshments from an early hour... and from only a handful of venues in the main street. We chose to close our Luna Bar as our female staff members felt uncomfortable in the event of having to refuse service, abuse and unruly behaviour.  Our Cinemas could not screen at all that day due to the streets being blocked off for lengthy times.
Mansfield painters	9	Great exposure and a great injection of income for the area		Yes	Every other state that hosts targa events sponsor and support this with a great deal of cash injection along with in kind Mansfield shire seems to listen to the negative impacts without showing true transparency as in to what sort of indirect and direct impact this event and others of this kind bring to the area, not just Mt Buller.
The Mansfield Hotel	8	Increased visitation, tourism		Yes	There needs to be greater communication to businesses with more notice as to run schedules. Simply communicating rode closures does not give us enough notice to staff. Greater promotion of the event would also assist the success of the event. This early it was poorly attended compared to previous years
Mansfield Elite Storage	5	It puts Mansfield/Mt Buller on the map in some areas and does bring people to the area	n/a	Yes	I believe there was plenty of people who came to town earlier in the week supporting local business and some did stay around after. I think this year there appeared to be alot more positive reaction to the town race section then the year previous.
Edith & May	10	We see direct and in-direct economic benefit from Targa - mainly from businesses associated with the event ordering flowers for accomm or restaurant settings.. My trading location is not affected by road closures, so i feel any negativity towards my business. Overall I feel it can only add value to the Mansfield Shire.	nil	Yes	
Mansfield Pizza	3	Think it is great for many facets of the town	My business was blocked from trade, however the other side of the street was open.	Yes	Yes. I think the communication with the street traders was extremely poor. Advertising was poor. Communication with the public was last minute and insufficient. Yellow signs on lampposts is not enough information nor is the council website (taking several steps to find information) ensuring traders fulfill the expectations and satisfaction of the tourists. I felt traders looked unprepared.
Mal Ryan & Glen	5	a tourism event, something for locals to get enthusiastic about, puts Mansfield more 'on the map'	I did not alter hours	Yes	Mansfield and surrounding districts should embrace all opportunities for tourism and economic development pursuits!
Double Black Alpine	8	Increased visitor traffic and awareness of the township		Yes	

Mansfield Health and fitness centre	6	From an economic point of view, teams arriving early to prepare is a positive for accom and cafes. Street stage draws a great crowd, would love to see each car do 2 laps of the street circuit.		Yes	I would like to see the event more Mansfield based, the street stage is great but the economic return would be even better if the event wasn't so Mt. Buller centric. Speaking to crews and spectators, there seemed to be a common thread that 2 laps of the street stage would enhance the experience. More information needs to be shared between the streets closing and the cars arriving. Possibly involve the local car clubs doing street laps before the "carnival" arrives. This would add to the local flavour/interest and reduce the amount of "standing around waiting".
Olver Electrical	5	Nothing	I didn't	No	
Greenvale Holiday Units	10	Accommodation sales	Check in visitors late Friday evening Saturday evening	Yes	thank you for shortening the road closure times.
North East Ecology	5	Not much.		No	
Rosedale House	8	The event attracts visitors in the form of competitors and spectators who spend money in the district. It also showcases Mansfield as an event destination.		Yes	
Bangkok corner Thai restaurant.	5			No	
Mansfield Parts Centre	10	High value.	All day Saturday trading. Usually 8:30am to 12:30pm.	Yes	Mansfield street stage started way too late. First car through at 4:55pm. With the street closed from 3:30pm, it would be reasonable to expect the first car at 4pm.
Mansfield Hunting & Fishing	10	Extra people that may be associated with teams but have lots of free time to explore the shire, explore the shops and food outlets. We also noticed on the Saturday of Targa Fest our foot traffic increased substantially which on asking people where they were from, they replied from out of town but were here to see the race opr town stage.		Yes	The Shire needs to continue the relationship with Targa for at least 5 years. The small inconvenience traffic diversions created is a piddle in the ocean compared to the money spent in the Shire and the promotion of the Shire.
Mansfield House - Holiday accommodation	10	Having it run through main st creates a fantastic atmosphere, and the line up at the end is a very social experience for people of all ages. Great opportunity for cafe's and restaurants have a profitable afternoon and evening	I didn't	Yes	Fantastic event, enjoyed by all ages
Mansfield Sweets	9	increase business	maybe could have stayed open longer	Yes	
Watsons Mountain Country Trail Rides	5	Great branding for Mansfield, Mt Buller and High Country Area	N/A	Yes	
High Country Bakehouse	High Country Bakehouse	High Country Bakehouse	High Country Bakehouse	High Country Bakehouse	High Country Bakehouse
Snowflake 12	8	Economic value to local business and showcases the shire on an international level	not applicable	Yes	The event caused some disruption to my partner who works on Buller. He had to close shop early.

Victorian Country Conveyancing	5	Economic	I had to make plans to remain in the office until 10.00 p.m. when the road was to re-open	Yes	There needs to be a lot more communication with the businesses in town. It was known that the road would be closed however it was not known or communicated to us in anyway whatsoever that this side of the main street footpath would closed to all and that we would literally be locked in our businesses for nearly 3 hours. Even when our doors were blocked with tape no-one bothered to actually tell us that we were not allowed in or out of our businesses. I would hope and expect that at any future Targa events (including this November) that an email/letter/or visit to the businesses in town at least 2 weeks before the event would advise all businesses as to exactly what is happening on the day - when and where any barricades are being installed that would effect parking, what parts of the town will be closed down (not just the actual roads that are being closed). This I feel would assist all businesses in being able to alter their business hours more effectively and help those businesses catering to the event know what is going on and when they should be remaining open and employing staff.,
All Seasons mansfield	10	A lot of attention and money		Yes	A lot of businesses were closed like takeaway which puts a strain on feeding both visitors and competitors ! Pizza places were shut and the Thai and the Asian food place ! Cafes were stained mainly due to staff shortage which had competitors complaining about getting a coffee or breakfast . Maybe bring more food trucks and coffee vans like we have at the market days to help people get fed ! All my guests were complaining , I had to buy them food to cook on the bbqs here ! Cheers
Alpine Helicopter Charter	8	It brings locals out to enjoy the festival and visitors that love the experience and want to come back here.	Some days I was unable to operate which was my choice	Yes	Mansfield is very well suited to host this event.
Egan livestock		0		No	
Little Ice Creamery	9	It always brings people into our community		Yes	
Riverhouse at Howqua Dale	5	.petrol sales increase		No	
Epoch Pastoral	3	Spurious TV coverage - mainly Mt Buller centric		No	In Recent years Targa was run around the hay season with road closures and parking nearly impossible
The Fields	10	A LOT!	Opened early on Saturday to accomodate spectators in our outdoor areas.	Yes	Being a part of Targa happenings over the past 7 years (both at Mt Buller and in Mansfield) we felt that this year's event topped them all. The return to racing in High St, along with more current entertainment & food vendors made this one feel exciting & there sure was a big buzz with all of our customers during the week, even more so on the Saturday race day. The shutdown of High St amongst others didn't seem to deter patrons as we were fully booked all week, and our SummerClub walk-in area (out the front) was packed every night with those that couldn't get bookings with us or elsewhere. We opened the SummerClub early on Saturday at 3:30 and had a line before we opened. Lucky corner I guess! We called ahead with all of our bookings on Saturday night to make sure everyone planned to arrive a little bit early just in case they got stuck with the road closures and we didn't have any real issues.  All in all from our perspective, a really well executed event. More like this please!
Wappan farmstay	0	Very little	Na	No	If targa could fund the event fully then it's possible otherwise Money shire contributes could be better spent elsewhere
Swiftcrest Distillery	8	It profiles Mansfield as a great event destination, increases awareness of Mansfield and its brand, broadens a year round sense of seasonal events.	N/A	Yes	
Kilmuir Country Retreat	10	Lots of business for accommodation and food outlets and some for supermarkets	I didn't	Yes	Yes, Targa should keep running, but not through the main street of Mansfield. The stages through the town are too disruptive to many High Street businesses and others nearby. Originally Targa had novelty value for Mansfield people, but I think most people are somewhat 'over it' now, especially since our town has grown so much since the first Targa event.

Mansfield Handyman	5	Some, but limited in who the benefits flow to. Would be useful to know/understand how much it boosts Mansfield regional tourism more generally and going forward it would be good to leverage and capitalise on this to a far greater extent.	n/a	Yes	See answer at 5. but just to re-iterate it would be good to maximise the association of the High Country with the event in order to spread the benefits further, whether directly or more indirectly by leveraging it for promotion of the region as a whole. There are also many opportunities such as EV tourism which could be capitalised on because of the unique driving routes the Targa uses, with the application of a bit of vision and will.
K & M Automotive & 4 x4	9	Brings great people and tourists attraction to the town so more sales through the doors.	We stayed back at work to late hours to get the targa cars fixed for the race	Yes	
Mansfield Veterinary Clinic	10	Brings economic value	Closed due to road closures	Yes	Support it but would prefer it to be run out of town
Yenckens	0	Economic value		Yes	
Mansfield pump shop	10	Brings tourism and money		Yes	Promote more, it could do so much more for the town
Mansfield Toyota	4	I think it brings a lot of value to the town, as it brings in more tourists.		Yes	I think it is good for the town
Mansfield mowers and chainsaws	0	Economic value		Yes	
Sport First	6	Money		Yes	
Little Gem	3	I'm sure it helps some people but not us.	We closed.	No	I did come to open the store to find vomit all the way down the strip from the camped out team near my store.
Bottlemart	6	economic value	Shorter	Yes	
RB Sellars	7	Anything that comes to town brings more business including accomodation and hospitality		Yes	
Roundabout cafe	5	some economic value		Yes	
Sanaes	7	Entertainment and people		Yes	Keep up the good work
Basic B	7	Neither here nor there		Yes	
Phudleys	5	Tourism and economic		Yes	
Tatts	5	Increase in visitors		Yes	
INVOKE Pty Ltd	5	Torism, Good fun, Fast cars!	Did not alter our hours	Yes	
All Terrain Cycles	1	Increased visitation and spending	Mt Buller store needed to close due to road closures etc	Yes	Buller road closure for extended periods impacts business. Could this be done outside of weekend hours?
Nutrien Ag Solutions	6	Whilst our business does not directly benefit from Targa the town and district receive a boost from Targa participants, teams and followers supporting local business		Yes	
Minto Glen Pastoral Co P/L	5	Attracts visitors to the region		Yes	
Shane Callahan	5	Minimal, extra visitors perhaps.		Yes	It doesn't have the same appeal as it did in the early years. Mostly modern cars competing now and pretty boring for me.