



Live
Performance
Australia®

CELEBRATING
100
YEARS

Live performance industry posts \$1.43 billion in ticket sales revenue and 18.78 million attendances in 2016

5 October 2017

Dear Member,

Live Performance Australia (LPA) has today released its annual [Ticket Attendance and Revenue Survey 2016](#) which shows the live performance industry remains steady with a slight increase in growth, contributing **\$1.43 billion** to the Australian economy with **18.78 million tickets** issued in 2016. That's more than the combined attendances at AFL, NRL, Soccer, Super Rugby, Cricket and NBL in 2016 (Australian Sporting Attendances 2016, Stadiums Australia). The Survey is the most comprehensive annual survey of ticket sales for Australian live performance events.

As stated in LPA's media release, Chief Executive Evelyn Richardson said the survey results highlighted the critical importance of a more strategic policy approach from the Turnbull Government for the live performance industry.

"These figures underscore the economic and cultural value of the live performance industry for millions of Australians. The need for increased investment in the performing arts has never been greater.

"The survey results also support recent customer spending data that shows more Australians are spending their hard earned cash on 'meaningful experiences' such as concert tickets and the theatre. Our research reaffirms the important contribution that live performance makes to the national culture and the creative economy.

"We have access to a wide array of high-quality local and international performances, which the report shows Australians truly value and enjoy. However, if Australia is going to continue to compete globally, to satisfy both Australian audiences and attract international tourists, we need to ensure we invest more, not less, in creating local product that is world class," said Ms Richardson.

Click [here](#) to read the full [LPA Media Release](#) with commentary on the Survey results from LPA's Chief Executive and a summary of the key findings.

We also encourage you to explore the [digital report](#) in depth. The data and commentary is broken down by both state and genre categories.

You can access the full range of *Ticket Attendance and Revenue Survey 2016* resources below:

- [Interactive web-based report](#) or [PDF report](#)
- [National and State/Territory Infographics](#)
- [LPA Media Release](#)

LPA thanks its data partners for their continued support of the annual Ticket Attendance and Revenue Survey. The addition of new data partners is important to improving the scope and rigor of the report and LPA encourages event and venue owners not presently included in the Survey to become data partners.

For further information on the Survey, contact LPA Senior Policy Advisor Holly Crain on 03 8614 2000 or email hcrain@liveperformance.com.au.

KEY FINDINGS

- In comparison to 2015, **ticket sales revenue increased by 1.2% and in attendance by 0.8%**. Average ticket prices declined by 3%.
- As per previous years, the report findings showed **Contemporary Music and Musical Theatre to be the two largest contributors to the industry**, generating 31% and 24% of industry revenue respectively, and a combined 48% of industry attendance.
- **Comedy** experienced the highest category increase in revenue by 57.3% and in attendance by 42%.

LIVE PERFORMANCE INDUSTRY IN 2016

AUSTRALIA

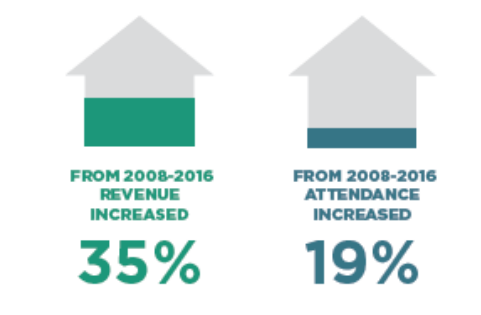


THE LIVE PERFORMANCE
INDUSTRY GENERATED
\$1.4 BILLION
IN REVENUE
AND **18.8 MILLION**
IN ATTENDANCE



THAT'S MORE THAN THE
COMBINED ATTENDANCES
AT AFL, NRL, SOCCER,
SUPER RUGBY, CRICKET AND NBL

SOURCE: AUSTRALIAN STADIUMS AND SPORT (2017),
AUSTRALIAN SPORTING ATTENDANCES 2016



Find more information on Live Performance in 2016 at reports.liveperformance.com.au

LIVE PERFORMANCE INDUSTRY IN 2016

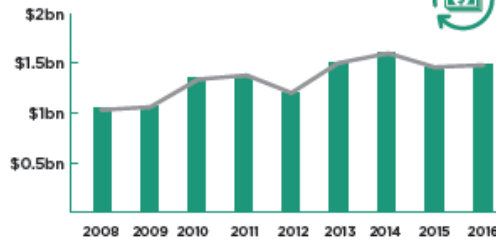
AUSTRALIA



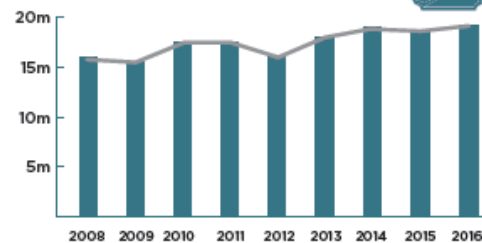
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$440,083,629
2. MUSICAL THEATRE
\$347,684,296
3. COMEDY
\$86,382,773

TOTAL REVENUE (2008-2016)



TOTAL ATTENDANCE (2008-2016)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
5,658,753
2. MUSICAL THEATRE
3,298,051
3. FESTIVALS (MULTI CATEGORY)
1,549,007



COMEDY RECORDED THE HIGHEST REVENUE AND ATTENDANCE SINCE THE CATEGORY WAS INTRODUCED TO THE LPA SURVEY REPORT IN 2009



CHILDREN'S/FAMILY EVENTS RECORDED THE HIGHEST REVENUE AND ATTENDANCE SINCE 2011



CONTEMPORARY MUSIC IS THE LARGEST INDUSTRY CATEGORY, GENERATING **31%** OF NATIONWIDE REVENUE AND ATTENDANCE FOR LIVE PERFORMANCE EVENTS



Find more information on Live Performance in 2016 at reports.liveperformance.com.au



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