

AUSTRALIA



THE LIVE PERFORMANCE INDUSTRY GENERATED ALMOST **\$2.2 BILLION** IN REVENUE AND OVER 26 MILLION IN ATTENDANCE



THAT'S MORE THAN THE COMBINED ATTENDANCES AT AUSTRALIAN FOOTBALL, RUGBY LEAGUE, CRICKET, SOCCER, BASKETBALL, RUGBY UNION, TENNIS, NETBALL AND BASEBALL

SOURCE: AUSTRALIAN STADIUMS AND SPORT (2019), AUSTRALIAN SPORTING ATTENDANCES 2018




REVENUE UP
15%
FROM 2017



ATTENDANCE UP
14%
FROM 2017



AUSTRALIA SPENT **\$86** PER PERSON ON LIVE PERFORMANCE EVENTS



TOTAL REVENUE (TICKET SALES)
\$2.16 BILLION




FROM 2008-2018 REVENUE INCREASED

104%



FROM 2008-2018 ATTENDANCE INCREASED

66%



TOTAL ATTENDANCE (TICKETS ISSUED)
26.27 MILLION



AUSTRALIA



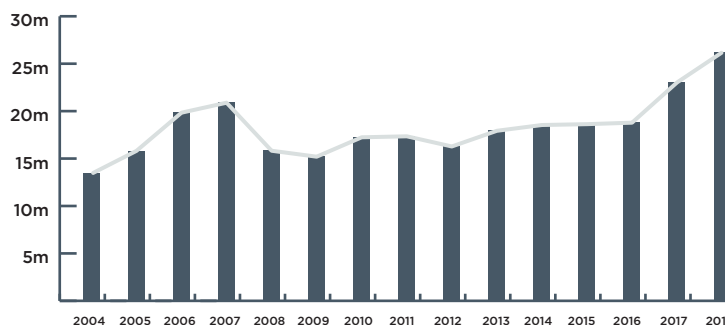
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$1,092,275,549
2. MUSICAL THEATRE
\$400,199,798
3. COMEDY
\$124,742,437

TOTAL REVENUE (2004-2018)



TOTAL ATTENDANCE (2004-2018)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
10,088,329
2. MUSICAL THEATRE
3,917,532
3. FESTIVALS (MULTI CATEGORY)
2,577,932



THE NUMBER OF TICKETS ISSUED, REVENUE GENERATED AND THE AVERAGE TICKET PRICES FOR LIVE PERFORMANCE EVENTS WERE THE HIGHEST RECORDED SINCE LPA BEGAN PUBLISHING DATA IN 2004

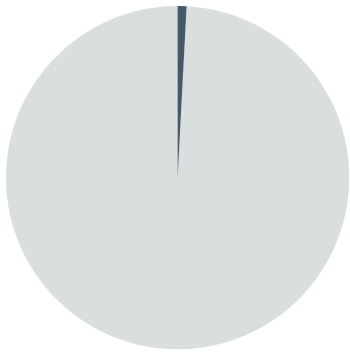


CONTEMPORARY MUSIC IS THE LARGEST CATEGORY IN THE INDUSTRY, GENERATING **51%** OF NATIONWIDE REVENUE AND **38%** OF NATIONWIDE ATTENDANCE FOR LIVE PERFORMANCE EVENTS



SPECIAL EVENTS RECORDED THE HIGHEST CATEGORY INCREASE IN REVENUE BY **338%**, WHILE COMEDY RECORDED THE HIGHEST CATEGORY INCREASE IN ATTENDANCE BY **99%**





ACT GENERATED

1%

OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$27,848,747



ACT SPENT **\$66 PER PERSON**
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$86**



TOTAL ATTENDANCE (TICKETS ISSUED)

405,899





TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$6,704,281

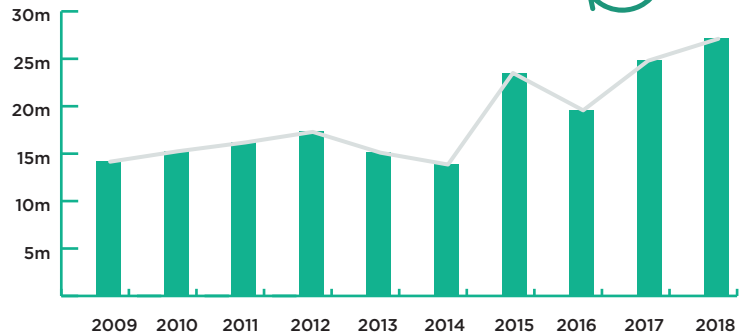
2. FESTIVALS (CONTEMPORARY MUSIC)

\$6,557,521

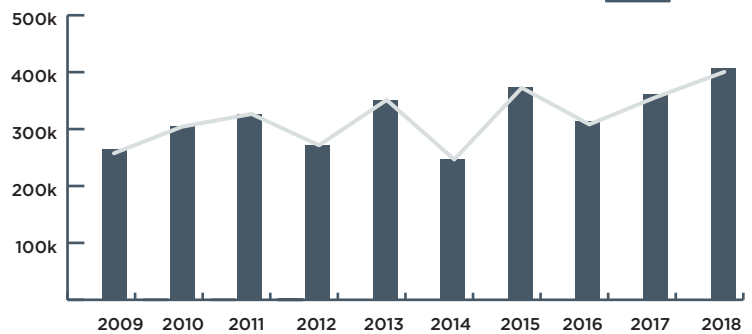
3. COMEDY

\$2,906,314

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

103,480

2. FESTIVALS (CONTEMPORARY MUSIC)

60,016

3. CHILDREN'S/FAMILY

46,642



FESTIVALS (MULTI-CATEGORY) INCREASED IN REVENUE BY 1185% AND ATTENDANCE BY 1456%, PRIMARILY DRIVEN BY SHOWS SUCH AS *BLANC DE BLANC*, PERFORMED AS PART OF SPIEGELTENT CANBERRA



NEW SOUTH WALES



NSW GENERATED

33%

OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP
22%
FROM 2017

ATTENDANCE UP
19%
FROM 2017



SHARE OF NATIONAL
POPULATION

32%

TOTAL REVENUE (TICKET SALES)
\$753,667,850



NSW SPENT **\$94 PER PERSON**
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$86**

TOTAL ATTENDANCE (TICKETS ISSUED)
8,230,950



NEW SOUTH WALES



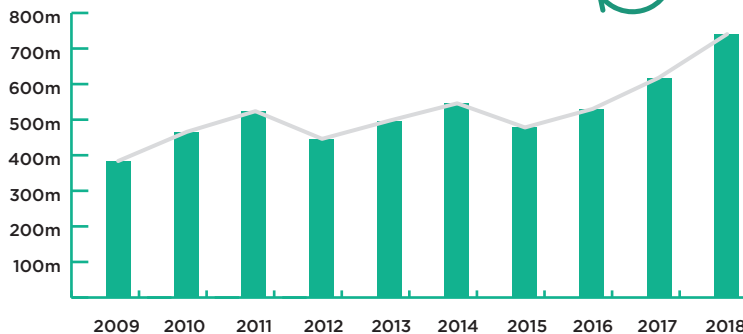
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$340,686,456

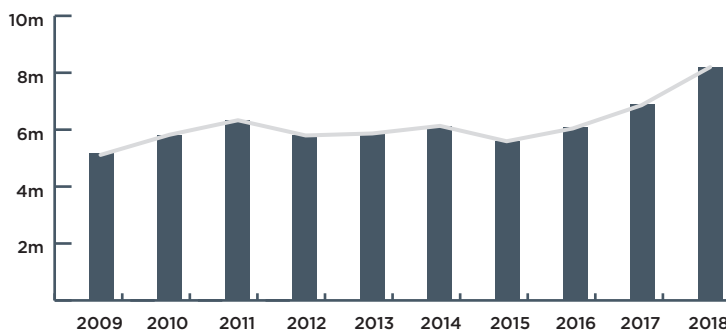
2. MUSICAL THEATRE
\$153,597,132

3. FESTIVALS (CONTEMPORARY MUSIC)
\$52,212,514

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
3,200,941

2. MUSICAL THEATRE
1,423,492

3. THEATRE
681,994



NSW RECORDED THE HIGHEST REVENUE AND ATTENDANCE AMONGST ALL THE STATES AND TERRITORIES IN AUSTRALIA



NSW GENERATED **71%** OF NATIONWIDE OPERA REVENUE AND **66%** OF NATIONWIDE ATTENDANCE



FESTIVALS (MULTI CATEGORY) REVENUE INCREASED BY **134%** AND ATTENDANCE BY **30%**, WITH MAJOR EVENTS INCLUDING FALLS MUSIC & ARTS FESTIVAL AND VIVID FESTIVAL



COMEDY REVENUE INCREASED BY **47%** AND ATTENDANCE BY **79%**, WITH MAJOR EVENTS INCLUDING *FOR THE LOVE OF MRS. BROWN*, AND PERFORMERS SUCH AS KEVIN HART AND JIM JEFFERIES



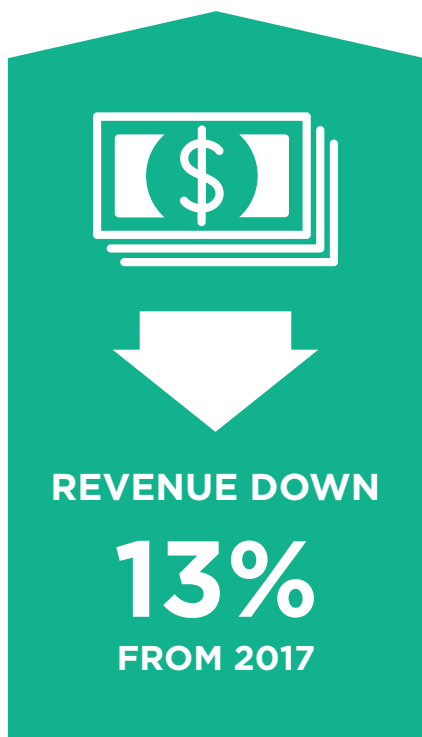
NORTHERN TERRITORY



NT GENERATED

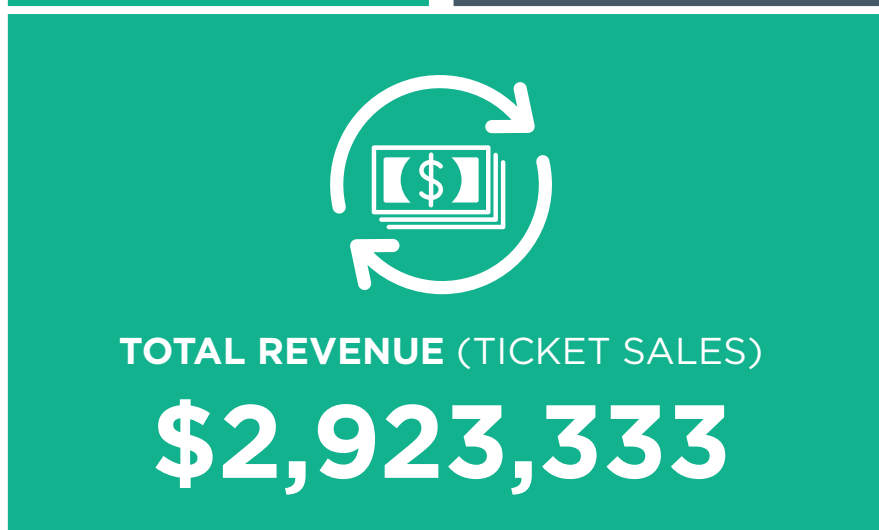
0.2%

OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

1%



NT SPENT \$12 PER PERSON ON
LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$86



NORTHERN TERRITORY



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$623,231

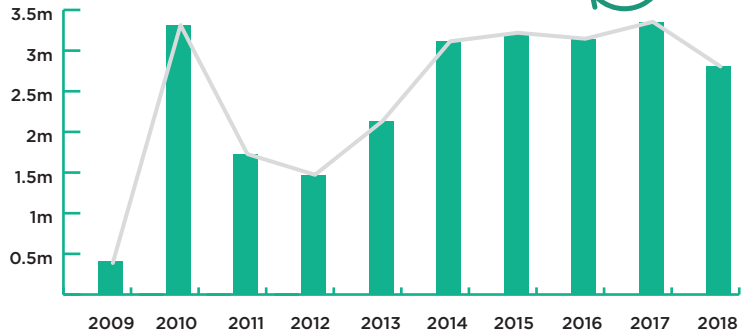
2. COMEDY

\$462,958

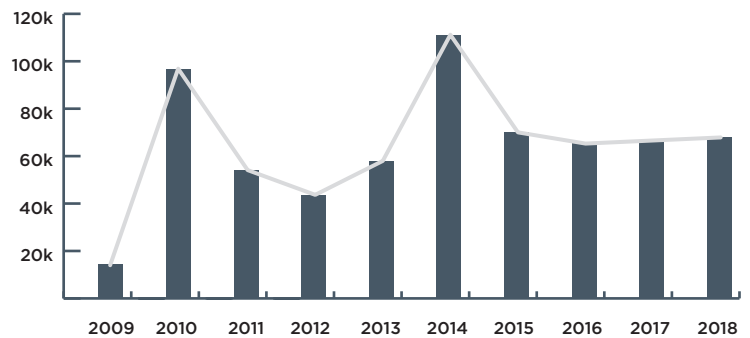
3. CHILDREN'S/FAMILY

\$454,166

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. CHILDREN'S/FAMILY

16,602

2. CONTEMPORARY MUSIC

13,511

3. BALLET AND DANCE

9,481



BALLET AND DANCE REVENUE INCREASED BY 225% AND ATTENDANCE BY 142%, WITH PERFORMANCES INCLUDING REGIONAL TOUR: COPPELIA, A TASTE OF IRELAND - THE IRISH MUSIC & DANCE SENSATION AND CINDERELLA



QUEENSLAND



QLD GENERATED
15%
OF NATIONWIDE
REVENUE AND ATTENDANCE



REVENUE UP
20%
FROM 2017



ATTENDANCE UP
20%
FROM 2017



SHARE OF NATIONAL
POPULATION
20%



TOTAL REVENUE (TICKET SALES)
\$317,179,536



QLD SPENT \$63 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$86



TOTAL ATTENDANCE (TICKETS ISSUED)
3,840,497



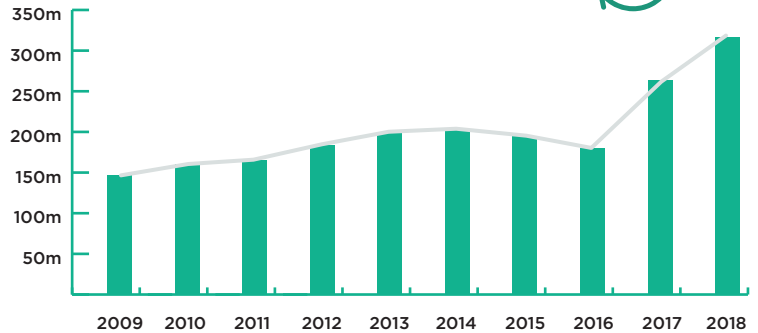
QUEENSLAND



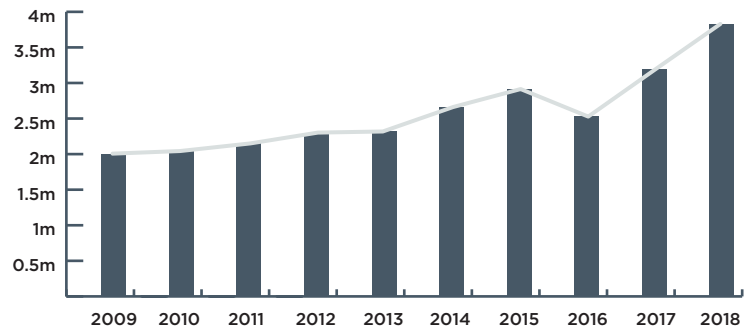
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$157,984,632
2. MUSICAL THEATRE
\$59,055,742
3. COMEDY
\$22,356,424

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
1,626,621
2. MUSICAL THEATRE
568,959
3. COMEDY
439,544



QLD EXPERIENCED THE SECOND LARGEST INCREASE IN ATTENDANCE BY **20.1%** AND SECOND LARGEST INCREASE IN REVENUE BY **20.2%** AMONG ALL STATES AND TERRITORIES



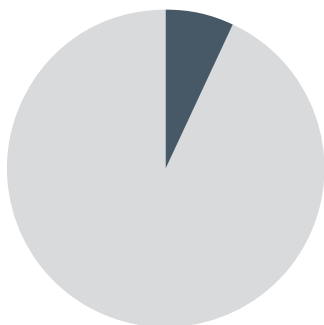
SPECIAL EVENTS INCREASED IN REVENUE BY **1415%** AND ATTENDANCE BY **236%**, WITH SPECIAL EVENTS INCLUDING THOSE PRESENTED AS PART OF THE GOLD COAST COMMONWEALTH GAMES



COMEDY REVENUE INCREASED BY **154%** AND ATTENDANCE BY **177%**, WITH SHOWS INCLUDING *FOR THE LOVE OF MRS. BROWN* AND PERFORMANCES FROM RENOWNED COMEDIANS SUCH AS KEVIN HART, JIM JEFFERIES AND CARL BARRON



SOUTH AUSTRALIA



SA GENERATED

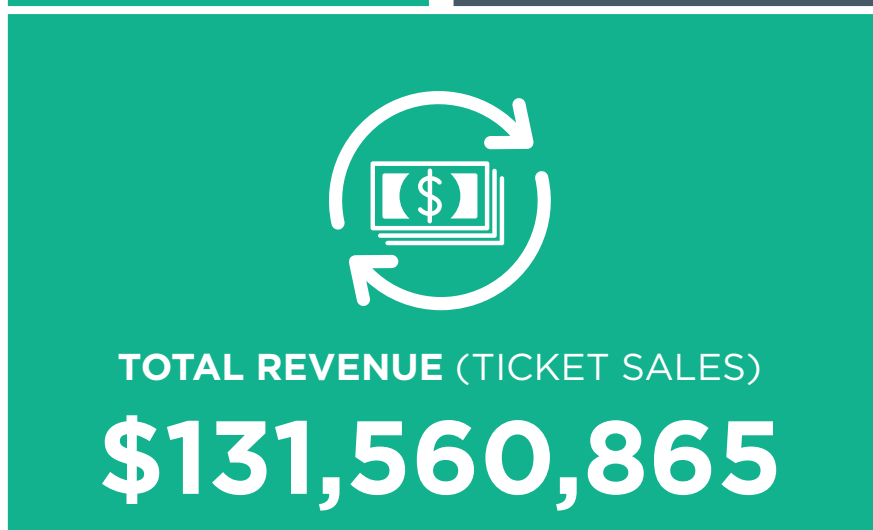
7%

OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

7%



SA SPENT **\$76** PER PERSON ON
LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$86**



SOUTH AUSTRALIA



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$63,691,069

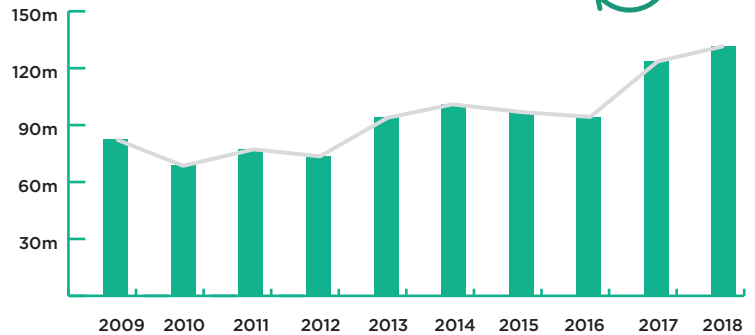
2. FESTIVALS (MULTI CATEGORY)

\$23,606,040

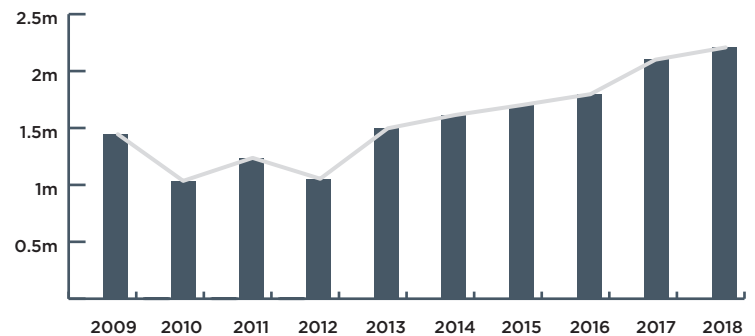
3. MUSICAL THEATRE

\$19,962,343

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

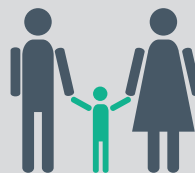
942,968

2. CONTEMPORARY MUSIC

658,155

3. MUSICAL THEATRE

210,103



SA GENERATED **34%** OF NATIONWIDE FESTIVALS (MULTI-CATEGORY) REVENUE AND **37%** OF NATIONWIDE ATTENDANCE, WITH MAJOR FESTIVALS INCLUDING ADELAIDE FRINGE FESTIVAL AND WOMADELAIDE



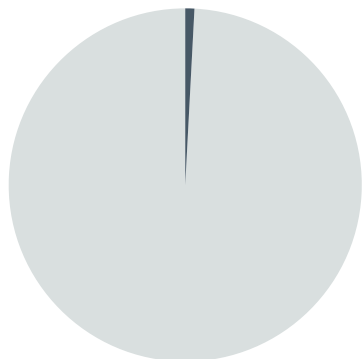
COMEDY REVENUE INCREASED BY **142%** AND ATTENDANCE BY **246%**, WITH MAJOR EVENTS INCLUDING *FOR THE LOVE OF MRS. BROWN*, AND PERFORMERS SUCH AS CARL BARRON AND JIM JEFFERIES



OPERA REVENUE INCREASED BY **115%** AND ATTENDANCE BY **57%**, WITH MAJOR EVENTS INCLUDING *THE MERRY WIDOW* AND *THE PEARL FISHERS*



TASMANIA



TAS GENERATED
2%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP
17%
FROM 2017

ATTENDANCE UP
67%
FROM 2017



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$18,965,730



TAS SPENT \$36 PER PERSON ON
LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$86



TOTAL ATTENDANCE (TICKETS ISSUED)

738,444



TASMANIA



TOP 3 REVENUE

1. FESTIVALS (MULTI CATEGORY)

\$7,773,362

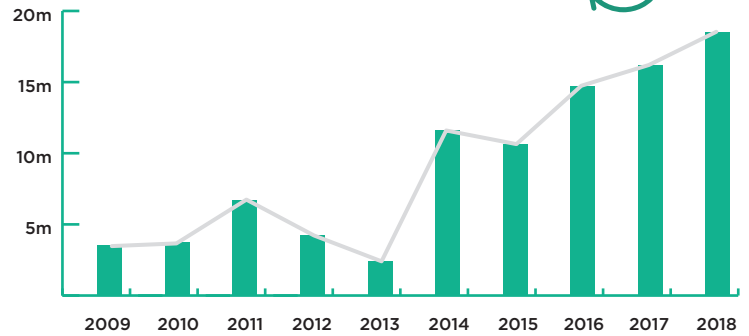
2. CONTEMPORARY MUSIC

\$4,517,088

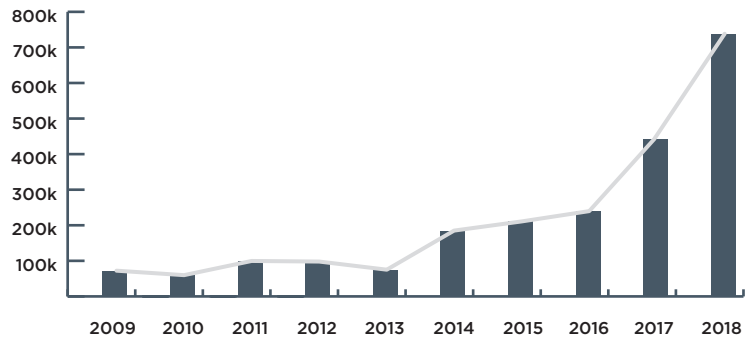
3. CLASSICAL MUSIC

\$1,622,584

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

527,390

2. CONTEMPORARY MUSIC

82,329

3. CLASSICAL MUSIC

37,330



CHILDREN'S/FAMILY EVENTS REVENUE INCREASED BY 253% AND ATTENDANCE BY 98%, WITH PERFORMANCES INCLUDING DEADLY 60 DOWN UNDER, GEORGE'S MARVELLOUS MEDICINE AND PEPPA PIG



VICTORIA



VIC GENERATED
31%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP
9%
FROM 2017

ATTENDANCE UP
9%
FROM 2017



SHARE OF NATIONAL
POPULATION

26%



TOTAL REVENUE (TICKET SALES)

\$698,857,788



VIC SPENT \$107 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$86



TOTAL ATTENDANCE (TICKETS ISSUED)

7,999,434



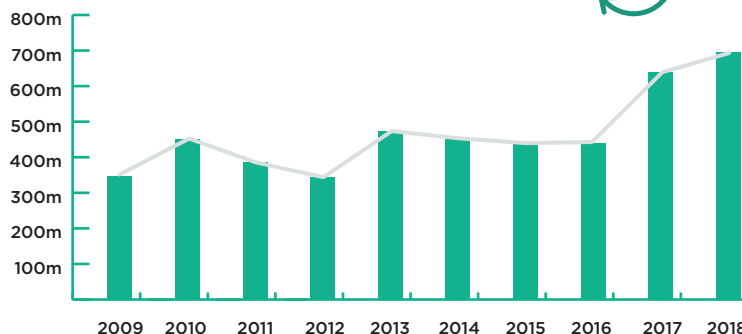
VICTORIA



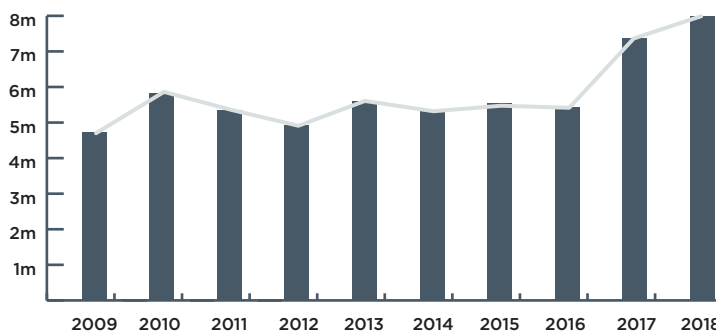
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$407,042,962
2. MUSICAL THEATRE
\$130,451,023
3. COMEDY
\$43,339,714

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
3,346,873
2. MUSICAL THEATRE
1,309,917
3. COMEDY
1,084,856



VICTORIA GENERATED **35%** OF NATIONWIDE COMEDY REVENUE AND **44%** OF NATIONWIDE ATTENDANCE, WITH MAJOR EVENTS INCLUDING THE MELBOURNE INTERNATIONAL COMEDY FESTIVAL AND *FOR THE LOVE OF MRS. BROWN*



CONTEMPORARY MUSIC REVENUE INCREASED BY **59%** AND ATTENDANCE BY **35%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING PINK, ED SHEERAN AND BRUNO MARS AMONG MANY OTHERS



OPERA REVENUE INCREASED BY **44%** AND ATTENDANCE BY **50%**, WITH EVENTS INCLUDING *LA TRAVIATA* AND *LA BOHÈME*



WESTERN AUSTRALIA



WA GENERATED
10%
OF NATIONWIDE
REVENUE AND ATTENDANCE



REVENUE UP

8%
FROM 2017



ATTENDANCE UP

7%
FROM 2017



SHARE OF NATIONAL
POPULATION

10%



TOTAL REVENUE (TICKET SALES)

\$211,421,549



WA SPENT **\$81 PER PERSON**
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$86**



TOTAL ATTENDANCE (TICKETS ISSUED)

2,772,963





TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$111,025,831

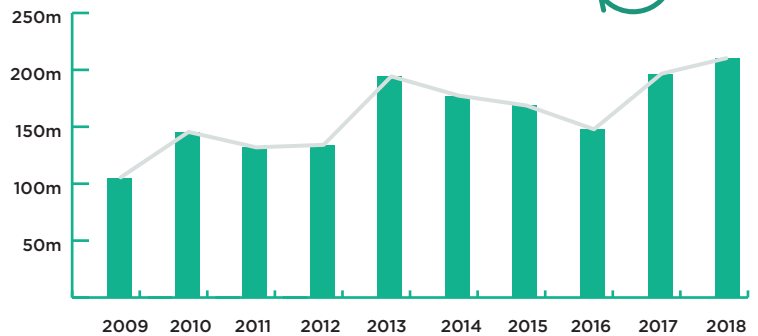
2. MUSICAL THEATRE

\$33,823,171

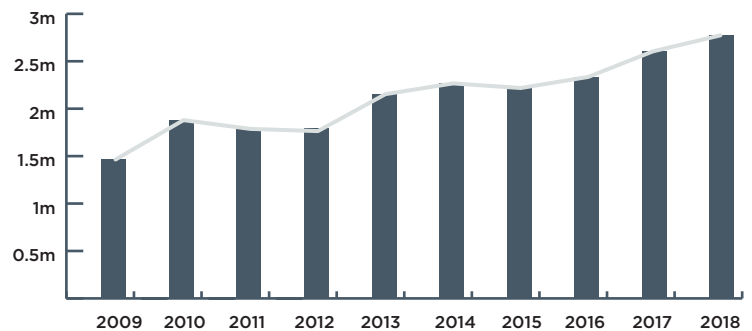
3. COMEDY

\$15,810,158

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

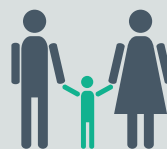
1,056,419

2. FESTIVALS (MULTI CATEGORY)

449,793

3. MUSICAL THEATRE

362,969



WA GENERATED **22%** OF NATIONWIDE FESTIVALS (MULTI CATEGORY) REVENUE

AND **17%** OF NATIONWIDE ATTENDANCE, WITH MAJOR FESTIVALS INCLUDING FRINGE WORLD FESTIVAL AND PERTH FESTIVAL



MUSICAL THEATRE REVENUE INCREASED BY **58%** AND ATTENDANCE BY **89%**, PRIMARILY DRIVEN BY MUSICALS SUCH AS *ALADDIN*, *WE WILL ROCK YOU* AND *NEW JERSEY NIGHTS*



CONTEMPORARY MUSIC REVENUE INCREASED BY **21%** AND ATTENDANCE BY **13%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING PINK, ED SHEERAN AND TAYLOR SWIFT AMONG MANY OTHERS

