#### THE CREATIVE AND CULTURAL INDUSTRIES IN AUSTRALIA

### \$115.8 billion

Overall contribution of the creative and cultural industries to Australia's GDP in 2018-19



# \$27.7 billion

Total output of live performance, live music and major events in 2019

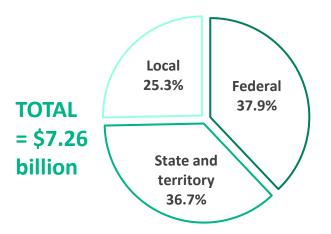


# **Approximately \$2 billion**

Australian public expenditure on Arts across all three levels of government in 2019–20 (excluding COVID-19 support)



# Proportion of total cultural expenditure by the three levels of government (2019-20)



# \$87.7 billion

Gross value add from cultural and creative industries in 2018-19



# \$12.7 billion

Total value add of live performance, live music and major events in 2019



# \$540 million

Estimated total private sector support for the arts and cultural sector in Australia in 2019-20



# 800,000+ people

Total cultural and creative workforce in Australia in 2016



# \$2.0 billion

Ticket sales revenue generated by the live performance industry in 2019

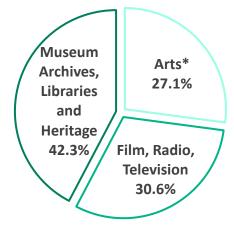


# 93,276

FTE jobs in live performance, live music and major events in 2019



# Allocation of total government cultural expenditure (2019-20)



<sup>\*</sup>This category includes Music; Theatre; Dance; Music theatre and opera; Circus and physical theatre; Comedy; Other performing arts; Performing arts venues; and Multi-arts festivals.

# Australia Council for the Arts Revenue from Government





### THE CREATIVE AND CULTURAL INDUSTRIES IN AUSTRALIA

#### Australians love arts and entertainment



98%

Engagement with the arts in some way in 2019



84%

Acknowledgment of the positive impacts of arts and creativity in 2019



23.9 million

Attendance at live performance events in Australia in 2019



8 in 10

Engagement with the arts online in 2019



**82**%

Proportion of Australians (15 years+) that attended at least one cultural venue or event each year in 2017-18



**75%** 

Agree that First Nations arts are an important part of Australia's culture

## The industry is getting back to business

70%

Audiences are attending in-person events right now

90%

Audiences interested in engaging with the same kinds of cultural activities they used to attend

38%

Arts audiences spending \$100+ in the last fortnight (March 2022)



Domestic cultural tourism



# International cultural tourism

# 13.4 million

Overnight trips within Australia that included an 'arts' activity in 2018

**55%** 

Increase in international arts tourist spend in Australia between 2013-2017

\$17 billion

International arts tourist spend in Australia in 2017

3.5 million

International tourists engaged with the arts in Australia in 2017 (more than wineries, casinos and organised sports)

## 1.04 million

International tourists who attended festivals, fairs and cultural events in Australia in 2017

# \$14.3 million

Overnight domestic arts tourist spend within Australia in 2018

