

AUSTRALIA



BETWEEN 2021 AND 2022, THE LIVE PERFORMANCE INDUSTRY EXPERIENCED GROWTH IN REVENUE AND ATTENDANCE. THIS IS LARGELY DUE TO A BACKLOG OF EVENTS FROM THE PANDEMIC. HOWEVER, NOT ALL STATES AND TERRITORIES HAVE RETURNED TO PRE-PANDEMIC LEVELS.



AUSTRALIA SPENT \$76.43 PER PERSON ON LIVE PERFORMANCE EVENTS

REVENUE UP



2%

FROM 2019

ATTENDANCE UP



2%

FROM 2019

REVENUE UP



196%

FROM 2021

ATTENDANCE UP



123%

FROM 2021



TOTAL REVENUE (TICKET SALES)

\$2 BILLION



TOTAL ATTENDANCE (TICKETS ISSUED)

24.2 MILLION





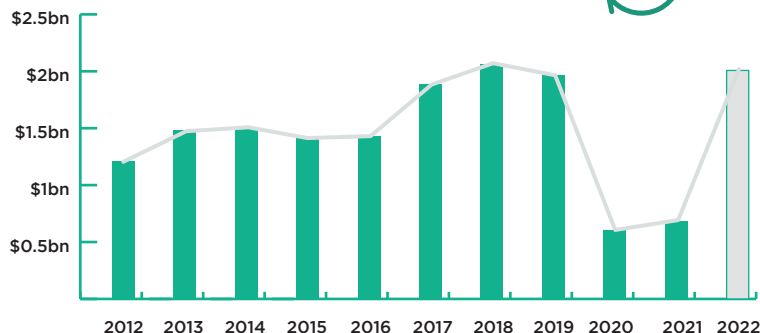
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$706 MILLION

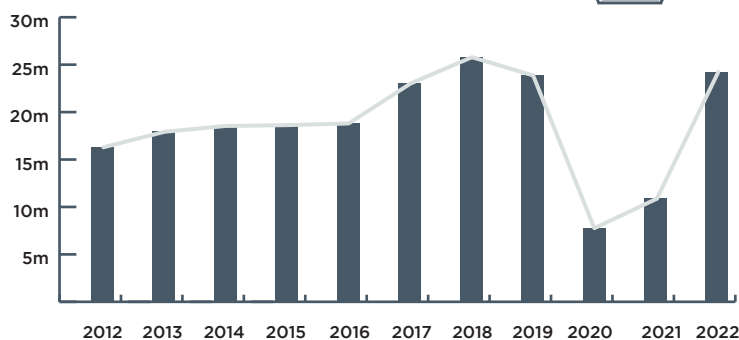
2. MUSICAL THEATRE
\$519 MILLION

3. FESTIVALS (CONTEMPORARY MUSIC)
\$234 MILLION

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
8.7 MILLION

2. MUSICAL THEATRE
4.3 MILLION

3. COMEDY
2.1 MILLION



KEY EVENTS IN 2022 INCLUDED *HAMILTON*, *HARRY POTTER AND THE CURSED CHILD*, *SPLENDOUR IN THE GRASS* AND PERFORMANCES BY *BRUNO MARS*, *BILLY JOEL* AND *GUNS N' ROSES*



CONTEMPORARY MUSIC COMMANDS THE LARGEST MARKET SHARE OF NATIONWIDE REVENUE (35%) AND ATTENDANCE (36%)



CONTEMPORARY MUSIC ALSO RECORDED THE HIGHEST CATEGORY INCREASE IN REVENUE (387%) BETWEEN 2021 AND 2022



CONTEMPORARY MUSIC AND FESTIVALS (CONTEMPORARY MUSIC) COMBINED ACCOUNTED FOR 47% OF ALL REVENUE IN 2022



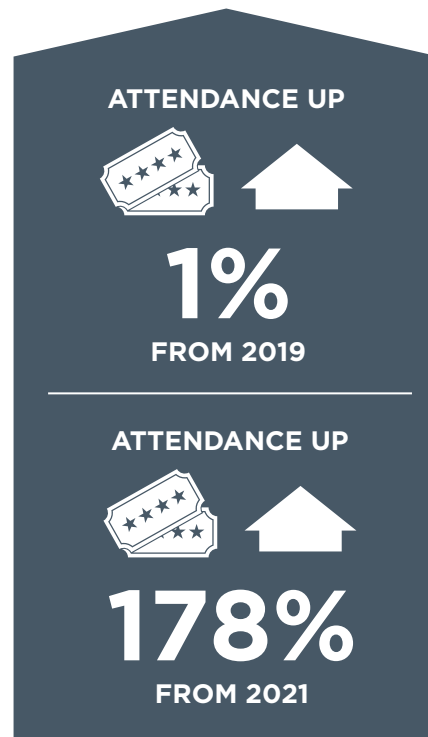
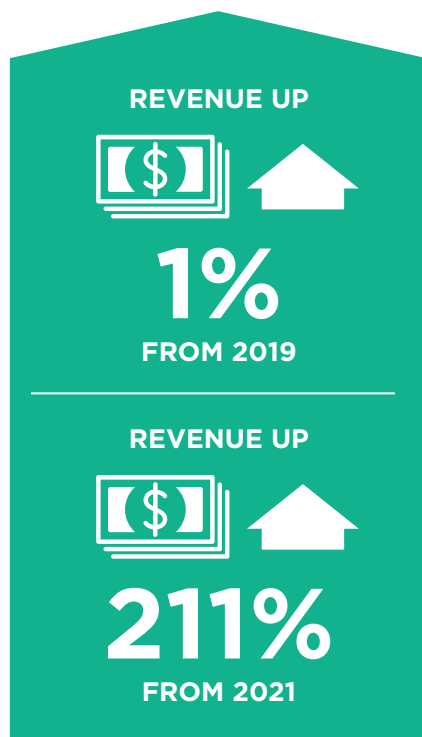
AVERAGE TICKET PRICES INCREASED 32% BETWEEN 2021 AND 2022, THOUGH ARE STILL LOWER THAN PRE-PANDEMIC PRICES



NEW SOUTH WALES



NSW GENERATED
32%
OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

31%



TOTAL REVENUE (TICKET SALES)

\$676.1 MILLION



NSW SPENT \$82.07 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$76.43



TOTAL ATTENDANCE (TICKETS ISSUED)

7.3 MILLION



NEW SOUTH WALES



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$217.6 MILLION

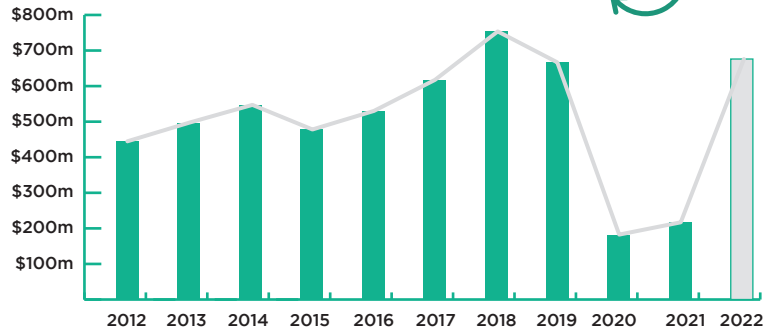
2. MUSICAL THEATRE

\$202.9 MILLION

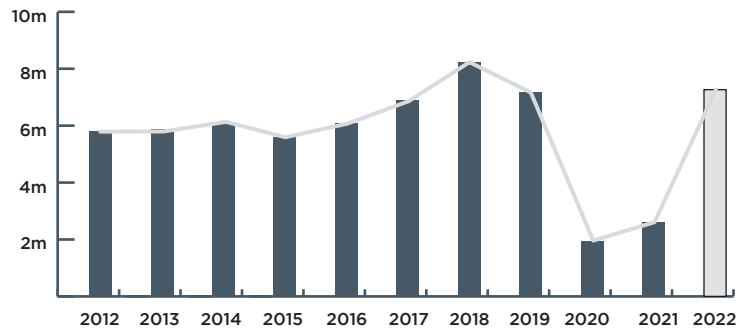
3. FESTIVALS (CONTEMPORARY MUSIC)

\$87.3 MILLION

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

2.8 MILLION

2. MUSICAL THEATRE

1.5 MILLION

3. CHILDREN'S/FAMILY

542,428



NSW RECORDED THE SECOND HIGHEST REVENUE (33.7%) AND ATTENDANCE (30%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA



NSW WAS THE TOP CONTRIBUTOR FOR OPERA IN AUSTRALIA (63% REVENUE AND 57%) ATTENDANCE



CONTEMPORARY MUSIC CONTRIBUTED THE HIGHEST SHARE TO NSW'S OVERALL REVENUE AND ATTENDANCE, WITH A SHARE OF 32% AND 38% RESPECTIVELY. TOP EVENTS INCLUDED BRUNO MARS, BILLIE EILISH AND GUNS N' ROSES



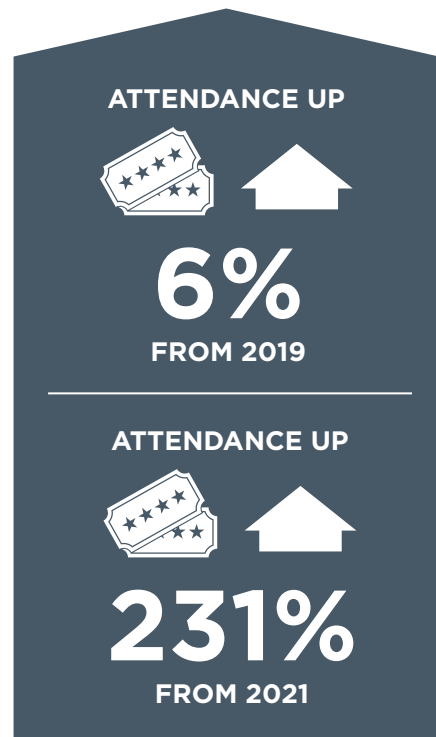
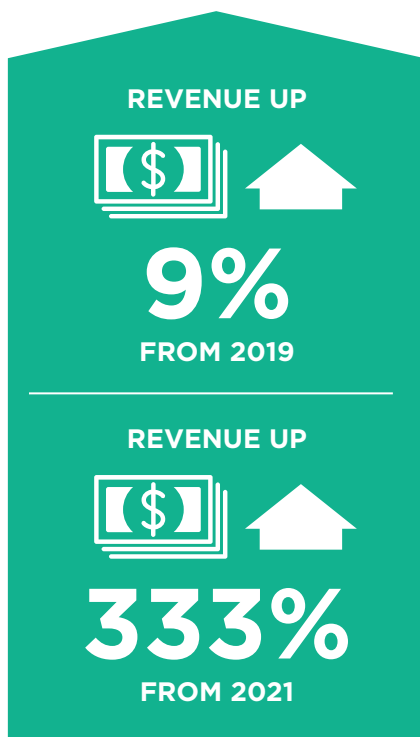
BETWEEN 2021 AND 2022, FESTIVALS (CONTEMPORARY MUSIC) AND CONTEMPORARY MUSIC EXPERIENCED THE LARGEST CATEGORY GROWTH IN REVENUE AND ATTENDANCE



VICTORIA



VIC GENERATED
33%
OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

26%



TOTAL REVENUE (TICKET SALES)

\$684.4 MILLION



VIC SPENT \$102.08 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$76.43



TOTAL ATTENDANCE (TICKETS ISSUED)

7.9 MILLION



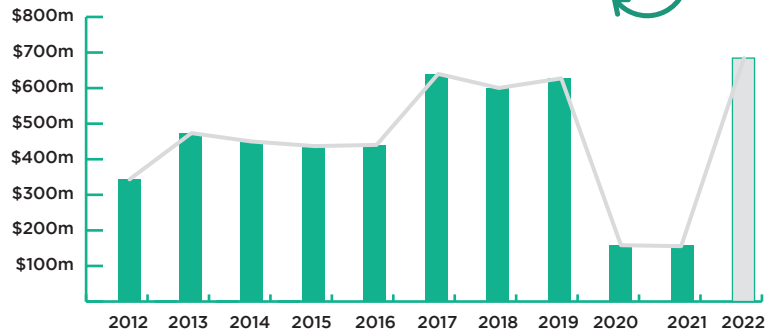
VICTORIA



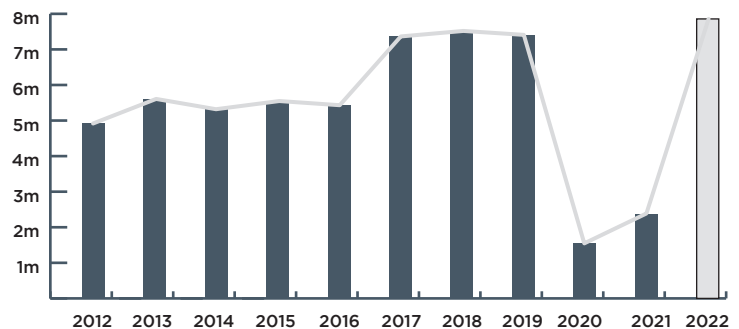
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$233.6 MILLION
2. MUSICAL THEATRE
\$208.5 MILLION
3. THEATRE
\$70.1 MILLION

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
2.7 MILLION
2. MUSICAL THEATRE
1.7 MILLION
3. COMEDY
1.1 MILLION



VICTORIA RECORDED THE HIGHEST SHARE OF REVENUE (34%) AND ATTENDANCE (32%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA



VICTORIA WAS THE TOP CONTRIBUTOR FOR THEATRE NATIONWIDE (63% REVENUE AND 48% ATTENDANCE), WITH MAJOR EVENTS INCLUDING *HARRY POTTER AND THE CURSED CHILD* AND *THE PICTURE OF DORIAN GRAY*



VICTORIA WAS ALSO THE TOP NATIONWIDE CONTRIBUTOR FOR COMEDY (42% REVENUE AND 49% ATTENDANCE)



CONTEMPORARY MUSIC CONTRIBUTED 34% OF REVENUE AND 34% ATTENDANCE IN VICTORIA



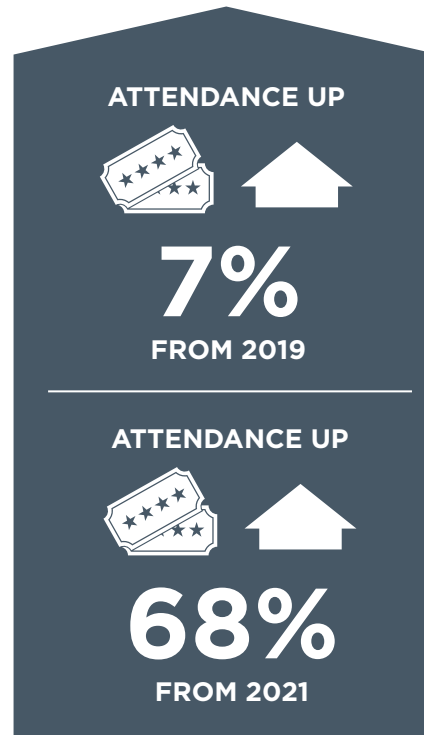
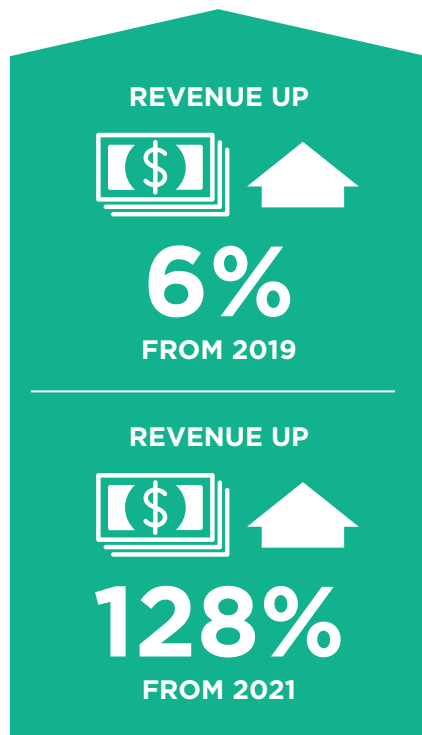
BETWEEN 2021 AND 2022, THE MOST SIGNIFICANT CATEGORY GROWTH IN REVENUE AND ATTENDANCE WAS SEEN IN FESTIVALS (MULTI CATEGORY), BALLET AND DANCE, AND MUSICAL THEATRE



QUEENSLAND



QLD GENERATED
15%
OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

21%



TOTAL REVENUE (TICKET SALES)

\$303 MILLION



QLD SPENT \$56.34 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$76.43



TOTAL ATTENDANCE (TICKETS ISSUED)

3.7 MILLION



QUEENSLAND



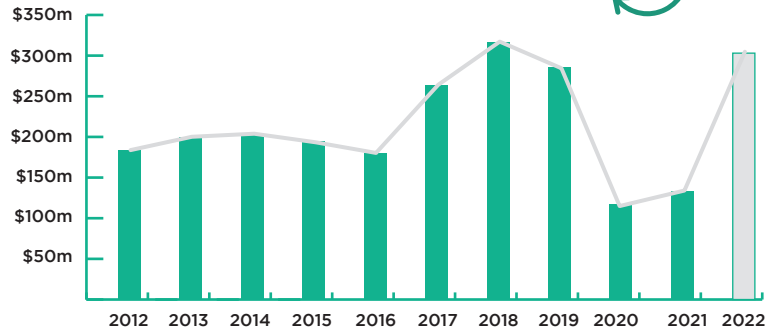
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$126.4 MILLION

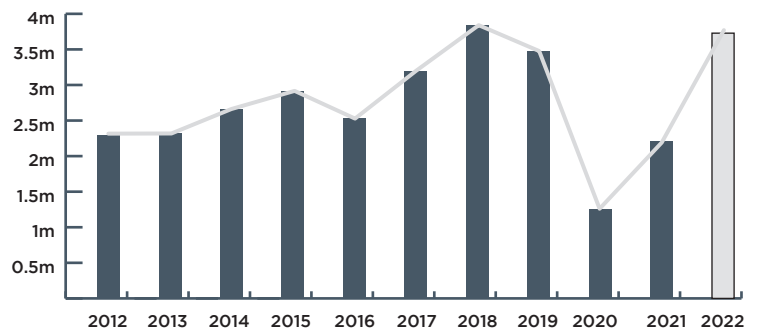
2. MUSICAL THEATRE
\$56.5 MILLION

3. FESTIVALS (CONTEMPORARY MUSIC)
\$50.8 MILLION

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
1.6 MILLION

2. MUSICAL THEATRE
523,999

3. FESTIVALS (CONTEMPORARY MUSIC)
327,693



QUEENSLAND RECORDED THE THIRD HIGHEST SHARE OF REVENUE (15%) AND ATTENDANCE (15%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA



QUEENSLAND WAS THE LARGEST CONTRIBUTOR TO CIRCUS AND PHYSICAL THEATRE NATIONWIDE IN BOTH REVENUE (46%) AND ATTENDANCE (46%)



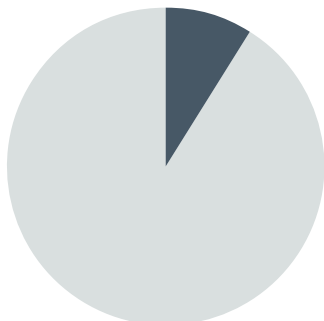
CONTEMPORARY MUSIC WAS THE LARGEST CONTRIBUTOR TO QUEENSLAND'S TOTAL REVENUE AND ATTENDANCE WITH 42% AND 43% OF TOTAL SHARE RESPECTIVELY. TOP EVENTS INCLUDE PERFORMANCES BY *BILLIE EILISH*, *GUNS N' ROSES* AND *RÜFÜS DU SOL*



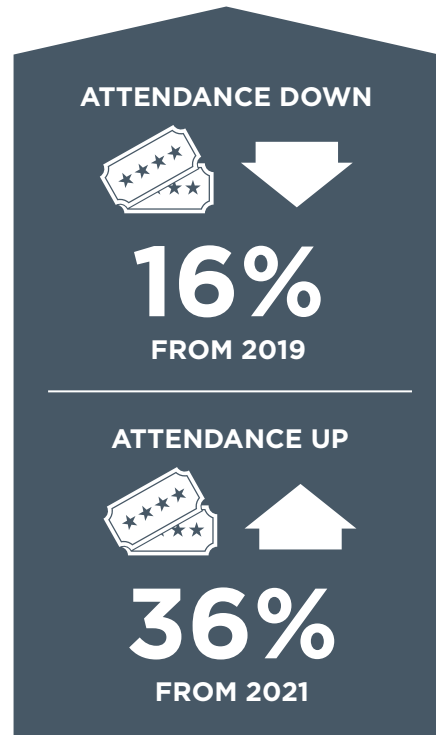
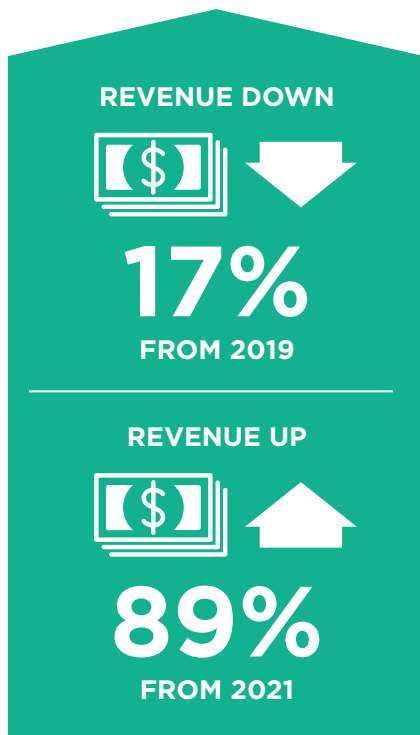
BETWEEN 2021 AND 2022, CONTEMPORARY MUSIC WITNESSED A SIGNIFICANT GROWTH IN REVENUE (243%) AND ATTENDANCE (117%)



WESTERN AUSTRALIA

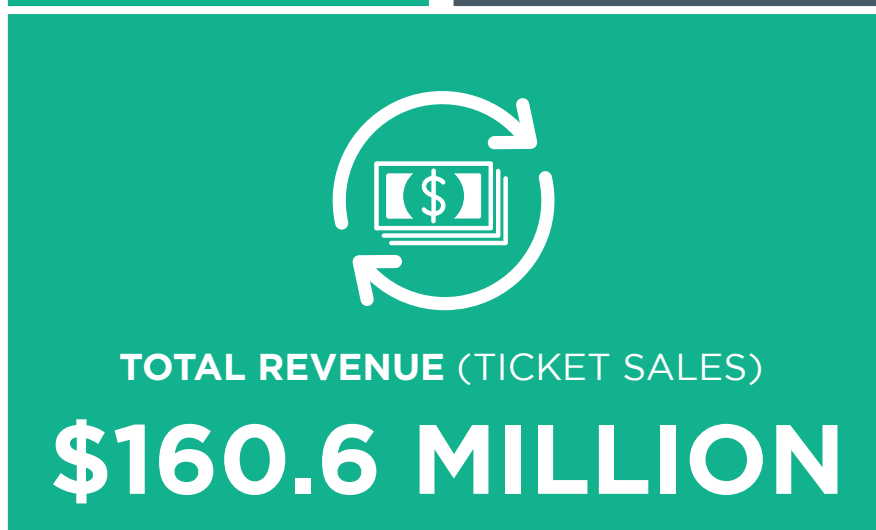


WA GENERATED
9%
OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

11%



WA SPENT \$56.83 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$76.43





TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$71.1 MILLION

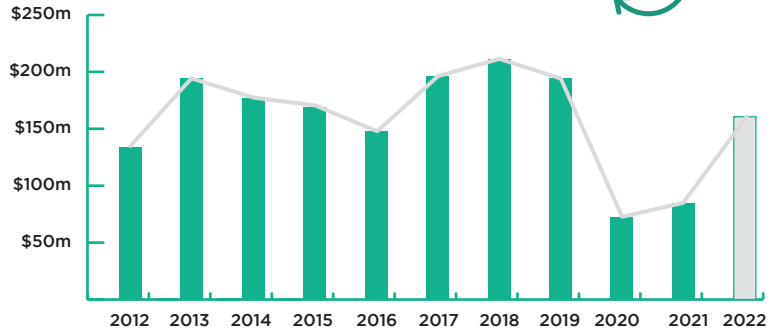
2. MUSICAL THEATRE

\$28 MILLION

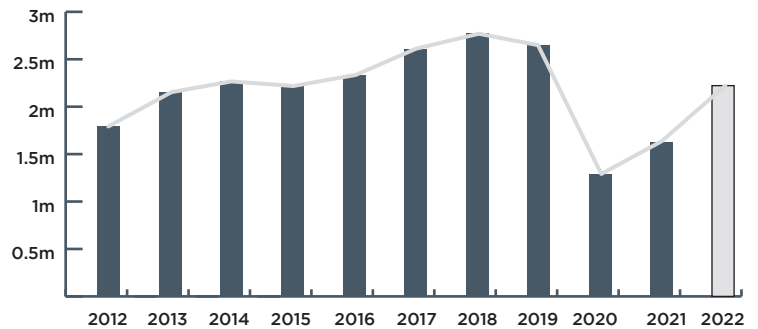
3. FESTIVALS (CONTEMPORARY MUSIC)

\$16.5 MILLION

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

860,725

2. FESTIVALS (MULTI CATEGORY)

306,012

3. MUSICAL THEATRE

303,229



WA WAS THE FOURTH LARGEST CONTRIBUTOR TO NATIONWIDE REVENUE (8%) AND ATTENDANCE (9%)



WA WAS THE THIRD LARGEST CONTRIBUTOR TO CLASSICAL MUSIC REVENUE (14%) AND ATTENDANCE (15%) ACROSS ALL STATES AND TERRITORIES, WITH TOP EVENTS INCLUDING *ANDREA BOCELLI*, *2CELLOS* AND *THE TEN TENORS*



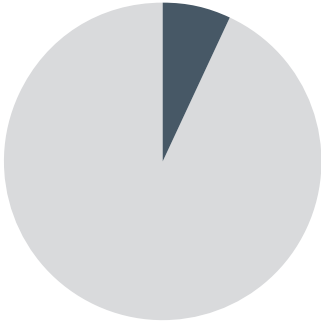
CONTEMPORARY MUSIC CONTRIBUTED THE HIGHEST SHARE TO WA'S TOTAL REVENUE (44%) AND ATTENDANCE (39%)




FESTIVALS (CONTEMPORARY MUSIC) WITNESSED A SIGNIFICANT GROWTH IN REVENUE (291%) AND ATTENDANCE (215%) BETWEEN 2021 AND 2022





SOUTH AUSTRALIA




SA GENERATED
7%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE DOWN

12%
FROM 2019

REVENUE UP

118%
FROM 2021

ATTENDANCE DOWN

10%
FROM 2019

ATTENDANCE UP

53%
FROM 2021



SHARE OF NATIONAL
POPULATION
7%



TOTAL REVENUE (TICKET SALES)
\$118 MILLION



SA SPENT \$64.33 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$76.43



TOTAL ATTENDANCE (TICKETS ISSUED)
2 MILLION



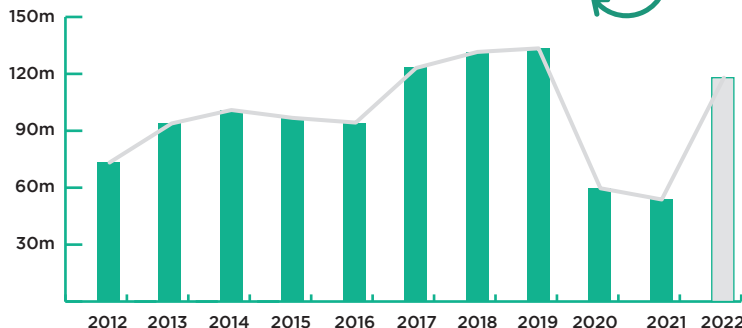
SOUTH AUSTRALIA



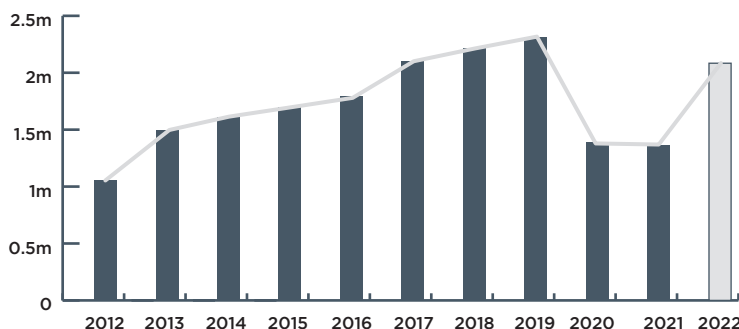
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$38.2 MILLION
2. FESTIVALS (MULTI CATEGORY)
\$23.7 MILLION
3. MUSICAL THEATRE
\$18.9 MILLION

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)
892,146
2. CONTEMPORARY MUSIC
511,744
3. MUSICAL THEATRE
215,188



SA WAS THE LARGEST CONTRIBUTOR TO NATIONWIDE FESTIVALS (MULTI CATEGORY) REVENUE (34%) AND ATTENDANCE (42%), WITH SIGNIFICANT EVENTS INCLUDING ADELAIDE FRINGE, ADELAIDE FESTIVAL, ADELAIDE CABARET FESTIVAL AND GRAPES OF MIRTH



SA WAS THE FOURTH LARGEST CONTRIBUTOR TO FESTIVALS (CONTEMPORARY MUSIC) IN REVENUE AND ATTENDANCE ACROSS ALL STATES AND TERRITORIES

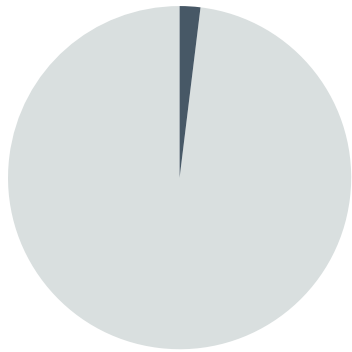


CONTEMPORARY MUSIC CONTRIBUTED THE MOST TO SA'S OVERALL REVENUE (32%), WHILE FESTIVALS (MULTI CATEGORY) HAD THE HIGHEST SHARE OF ATTENDANCE (43%)




FROM 2021 TO 2022, MUSICAL THEATRE SAW THE HIGHEST CATEGORY INCREASE IN SA FOR REVENUE (558%) AND ATTENDANCE (705%)






ACT GENERATED
2%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP




5%
FROM 2019

REVENUE UP




173%
FROM 2021

ATTENDANCE DOWN



8%
FROM 2019

ATTENDANCE UP




87%
FROM 2021



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)
\$33 MILLION



ACT SPENT \$71.74 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$76.43



TOTAL ATTENDANCE (TICKETS ISSUED)
396,477





TOP 3 REVENUE

1. FESTIVALS (CONTEMPORARY MUSIC)

\$10.9 MILLION

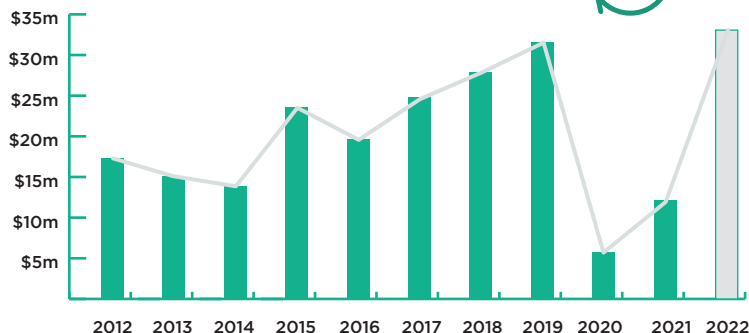
2. CONTEMPORARY MUSIC

\$8.4 MILLION

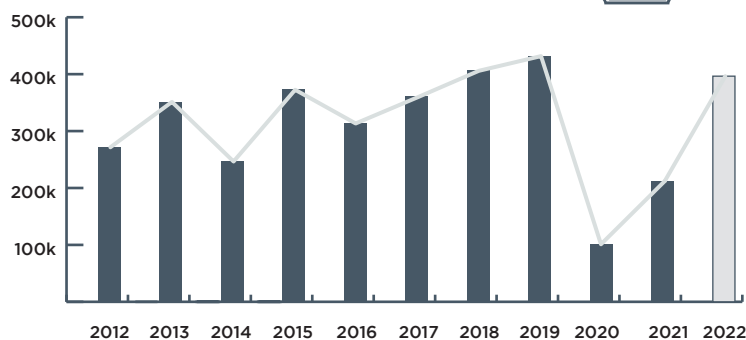
3. COMEDY

\$3.8 MILLION

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

116,216

2. FESTIVALS (CONTEMPORARY MUSIC)

74,619

3. COMEDY

59,153



BETWEEN 2021 AND 2022, ACT'S GROWTH IN REVENUE WAS LARGELY DRIVEN BY FESTIVALS (CONTEMPORARY MUSIC) AND CONTEMPORARY MUSIC



TOP EVENTS INCLUDED *SPILT MILK CANBERRA*, *SIX THE MUSICAL*, *GROOVIN THE MOO* AND *MIDNIGHT OIL*



FESTIVALS (CONTEMPORARY MUSIC) CONTRIBUTED THE MOST TO ACT'S OVERALL REVENUE (33%), WHILE CONTEMPORARY MUSIC DREW THE MOST ATTENDANCE (29%)



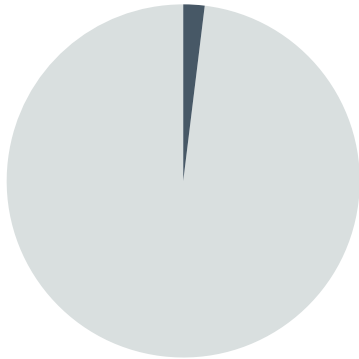
BETWEEN 2021 AND 2022, ACT WITNESSED SIGNIFICANT GROWTH IN THE CATEGORIES OF CIRCUS AND PHYSICAL THEATRE, FESTIVALS



(CONTEMPORARY MUSIC) AND MUSICAL THEATRE




TASMANIA




TAS GENERATED
2%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP




12%
FROM 2019

REVENUE UP




78%
FROM 2021

ATTENDANCE UP



53%
FROM 2019

ATTENDANCE UP



53%
FROM 2021



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$25.3 MILLION



TAS SPENT \$44.27 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$76.43



TOTAL ATTENDANCE (TICKETS ISSUED)

537,534



TASMANIA



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$8.9 MILLION

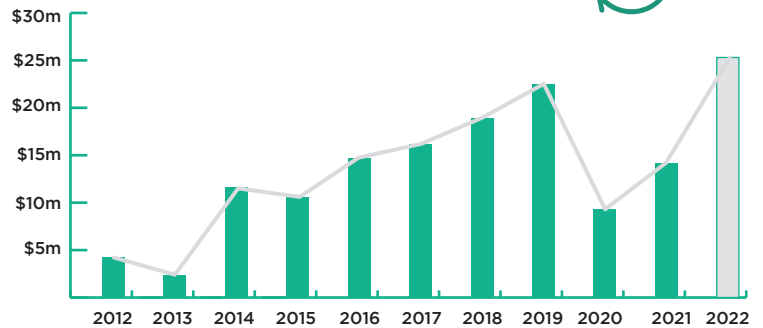
2. FESTIVALS (MULTI CATEGORY)

\$5.6 MILLION

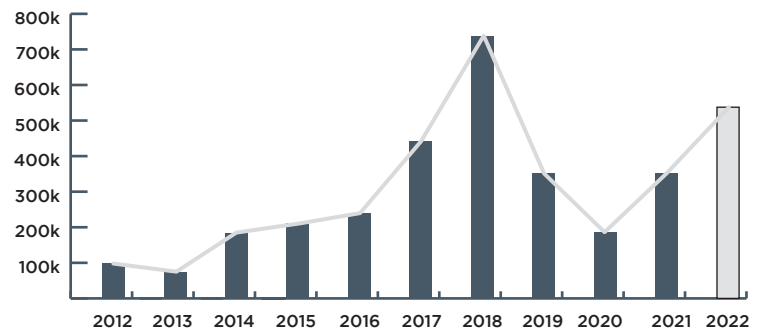
3. FESTIVALS (CONTEMPORARY MUSIC)

\$3.4 MILLION

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

188,323

2. CONTEMPORARY MUSIC

151,192

3. CHILDREN'S/FAMILY

61,128



TOP EVENTS FOR TASMANIA INCLUDED *DARK MOFO*, *DISNEY ON ICE* AND *MONA FOMA*



CONTEMPORARY MUSIC CONTRIBUTED THE MOST TO TASMANIA'S OVERALL REVENUE (35%), WHILE FESTIVALS (MULTI CATEGORY) DREW THE MOST ATTENDANCE (35%)



TASMANIA WITNESSED THE MOST SIGNIFICANT GROWTH IN THE CHILDREN'S/FAMILY CATEGORY, WITH TOP EVENTS INCLUDING *DISNEY ON ICE*, *THE WIGGLES*, AND *BLUEY'S BIG PLAY*



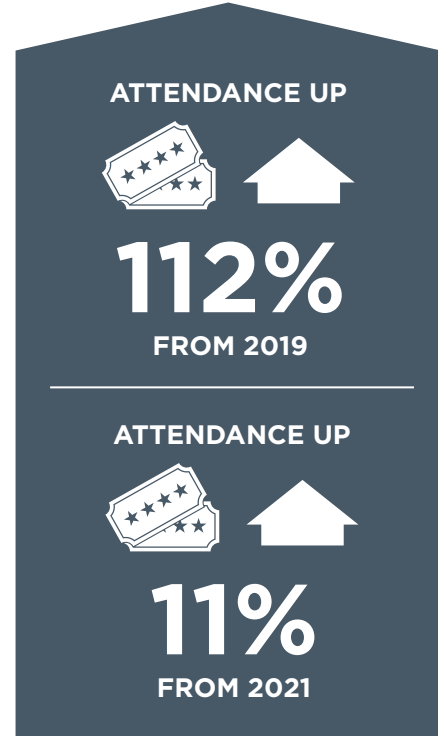
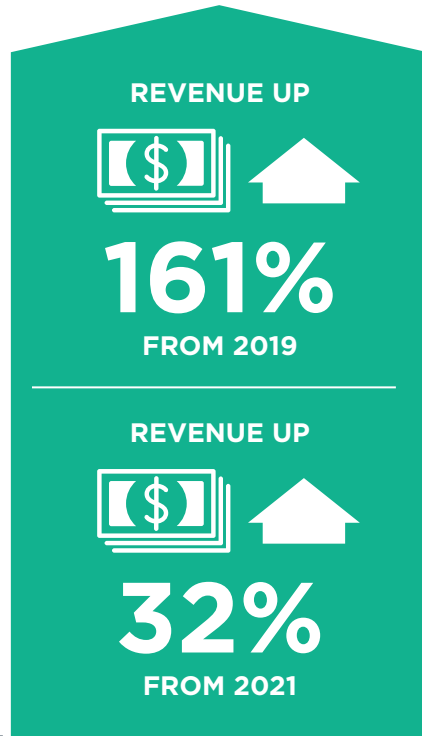
TASMANIA ALSO SAW SIGNIFICANT GROWTH IN FESTIVALS (MULTI-CATEGORY), CONTEMPORARY MUSIC AND THEATRE



NORTHERN TERRITORY



NT GENERATED
0.5%
OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION
1%



TOTAL REVENUE (TICKET SALES)
\$6.9 MILLION



NT SPENT \$27.72 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$76.43



TOTAL ATTENDANCE (TICKETS ISSUED)
137,828



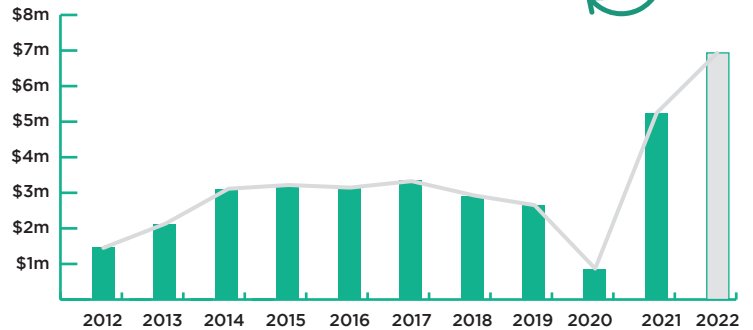
NORTHERN TERRITORY



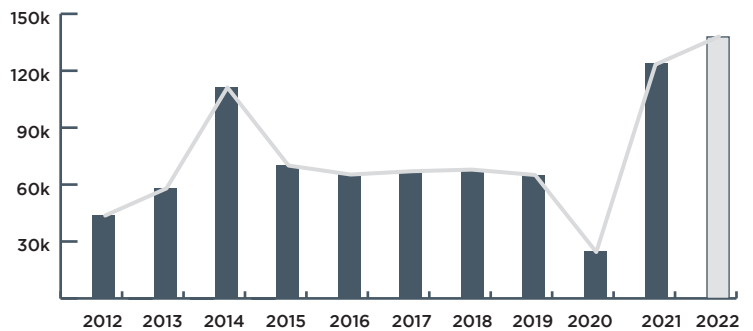
TOP 3 REVENUE

1. FESTIVALS (CONTEMPORARY MUSIC)
\$2.1 MILLION
2. CONTEMPORARY MUSIC
\$1.8 MILLION
3. CIRCUS AND PHYSICAL THEATRE
\$807,440

TOTAL REVENUE (2012-2022)



TOTAL ATTENDANCE (2012-2022)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)
39,576
2. CONTEMPORARY MUSIC
24,053
3. FESTIVALS (CONTEMPORARY MUSIC)
19,982



KEY EVENTS IN THE NT INCLUDED

BASSIN THE GRASS, INFAMOUS THE SHOW, AND CROWDED HOUSE



FESTIVALS (CONTEMPORARY MUSIC) CONTRIBUTED THE MOST TO NT'S OVERALL REVENUE (30%), WHILE FESTIVALS (MULTI CATEGORY) DREW THE MOST ATTENDANCE (29%)



NT WITNESSED SIGNIFICANT GROWTH IN CIRCUS AND PHYSICAL THEATRE (326% REVENUE AND 377% ATTENDANCE INCREASE)



NT WAS THE FOURTH LARGEST CONTRIBUTOR TO CIRCUS AND PHYSICAL THEATRE ACROSS AUSTRALIA (4% REVENUE AND 3% ATTENDANCE)

