

AUSTRALIA



BETWEEN 2022 AND 2023, THE LIVE PERFORMANCE INDUSTRY EXPERIENCED GROWTH IN REVENUE AND ATTENDANCE. THIS IS LARGELY ATTRIBUTABLE TO CONTEMPORARY MUSIC EVENTS. 2023 WAS THE FIRST FULL YEAR OF OPEN BORDERS SINCE THE PANDEMIC, WITH SEVERAL HIGH-PROFILE INTERNATIONAL ARTISTS COMING TO AUSTRALIA.



AUSTRALIA SPENT \$116 PER PERSON ON LIVE PERFORMANCE EVENTS

REVENUE
UP



56%

FROM 2022

ATTENDANCE
UP



24%

FROM 2022



TOTAL REVENUE (TICKET SALES)

\$3.1 BILLION



TOTAL ATTENDANCE (TICKETS ISSUED)

30.1 MILLION





TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$1.5 BILLION

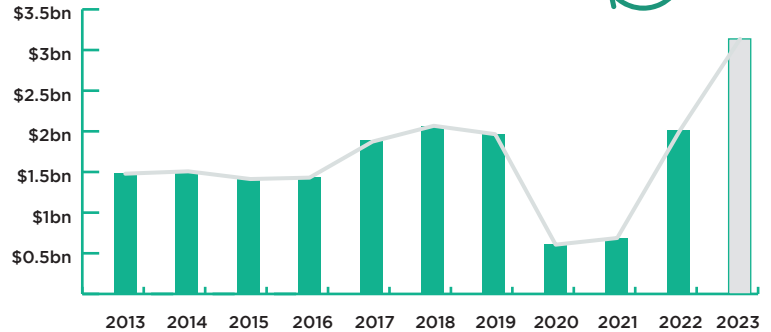
2. MUSICAL THEATRE

\$542 MILLION

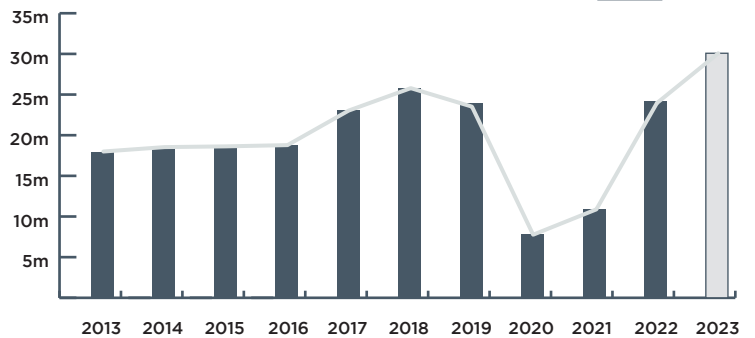
3. FESTIVALS (CONTEMPORARY MUSIC)

\$355 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

12 MILLION

2. MUSICAL THEATRE

4.3 MILLION

3. COMEDY

2.9 MILLION



KEY EVENTS IN 2023 INCLUDED **ED SHEERAN, MOULIN ROUGE! THE MUSICAL, ELTON JOHN, RED HOT CHILI PEPPERS, HARRY STYLES, BEAUTY AND THE BEAST, MARY POPPINS, TINA - THE TINA TURNER MUSICAL AND PAUL MCCARTNEY**



CONTEMPORARY MUSIC COMMANDS THE LARGEST MARKET SHARE OF NATIONWIDE REVENUE (47%) AND ATTENDANCE (40%)



CIRCUS AND PHYSICAL THEATRE RECORDED THE HIGHEST CATEGORY INCREASE IN REVENUE (201%) AND ATTENDANCE (114%) BETWEEN 2022 AND 2023



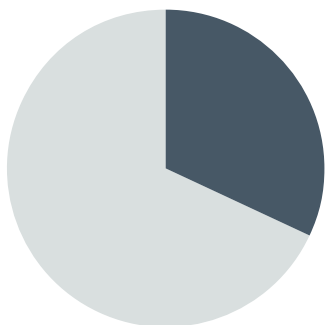
NSW HELD THE LARGEST SHARE OF REVENUE (33%). NSW AND VIC EACH RECORDED A 31% SHARE OF NATIONWIDE ATTENDANCE



AVERAGE TICKET PRICES INCREASED 23% BETWEEN 2022 AND 2023



NEW SOUTH WALES



NSW GENERATED
32%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE
UP



54%
FROM 2022

ATTENDANCE
UP



27%
FROM 2022



SHARE OF NATIONAL
POPULATION

31%



TOTAL REVENUE (TICKET SALES)

\$1 BILLION



NSW SPENT \$124 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$116



TOTAL ATTENDANCE (TICKETS ISSUED)

9.2 MILLION



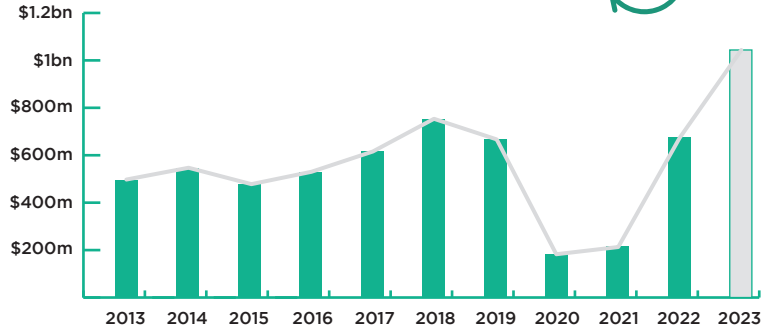
NEW SOUTH WALES



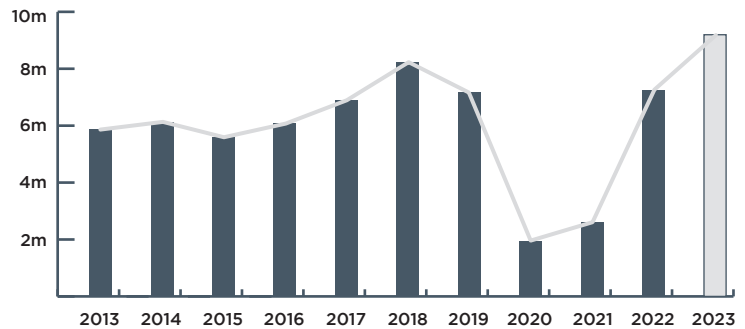
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$517 MILLION
2. MUSICAL THEATRE
\$191 MILLION
3. FESTIVALS (CONTEMPORARY MUSIC)
\$89 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
3.9 MILLION
2. MUSICAL THEATRE
1.6 MILLION
3. COMEDY
566,411



NSW RECORDED THE HIGHEST REVENUE SHARE (33%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA. NSW AND VIC HAD THE EQUAL-HIGHEST MARKET SHARE OF ATTENDANCE IN 2023 (31% EACH)



NSW WAS THE TOP CONTRIBUTOR FOR OPERA IN AUSTRALIA (59% REVENUE AND 59% ATTENDANCE)



CONTEMPORARY MUSIC CONTRIBUTED THE HIGHEST SHARE TO NSW'S OVERALL REVENUE AND ATTENDANCE, WITH A SHARE OF 50% AND 43% RESPECTIVELY. TOP EVENTS INCLUDED ED SHEERAN, HARRY STYLES, AND PAUL MCCARTNEY



BETWEEN 2022 AND 2023, CIRCUS AND PHYSICAL THEATRE EXPERIENCED THE LARGEST CATEGORY GROWTH IN REVENUE (342%) AND ATTENDANCE (228%). CONTEMPORARY MUSIC HAD THE SECOND LARGEST REVENUE GROWTH (138%) AND OPERA HAD THE SECOND LARGEST ATTENDANCE GROWTH (47%)



VICTORIA



VIC GENERATED
31%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE
UP



44%
FROM 2022

ATTENDANCE
UP



17%
FROM 2022



SHARE OF NATIONAL
POPULATION

26%



TOTAL REVENUE (TICKET SALES)

\$984.7 MILLION



VIC SPENT \$143 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$116



TOTAL ATTENDANCE (TICKETS ISSUED)

9.2 MILLION



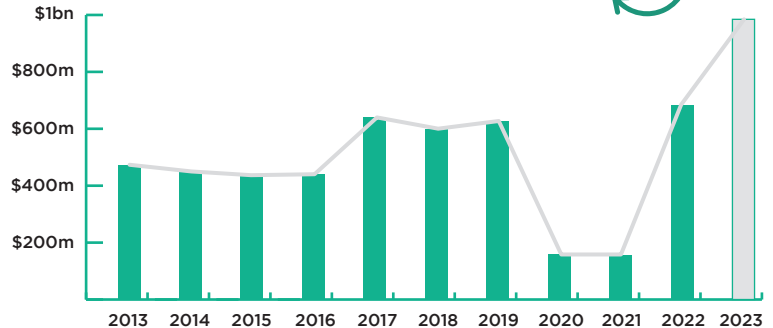
VICTORIA



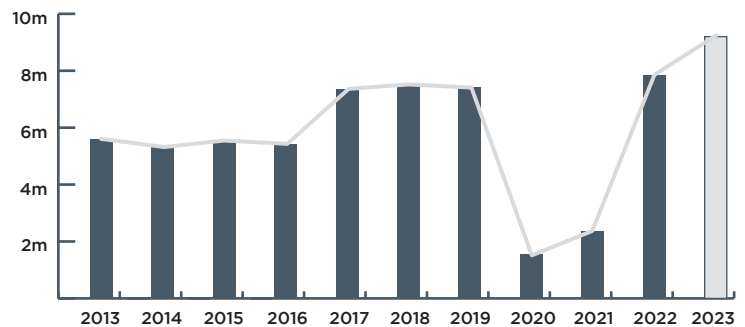
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$483.9 MILLION
2. MUSICAL THEATRE
\$177.5 MILLION
3. FESTIVALS (CONTEMPORARY MUSIC)
\$98.4 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
3.9 MILLION
2. MUSICAL THEATRE
1.4 MILLION
3. COMEDY
1.4 MILLION



VIC RECORDED THE SECOND HIGHEST SHARE OF REVENUE AND TIED FOR HIGHEST ATTENDANCE SHARE (EACH 31%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA



CONTEMPORARY MUSIC CONTRIBUTED 49% OF REVENUE AND 42% ATTENDANCE IN VIC



VIC WAS THE TOP CONTRIBUTOR FOR THEATRE NATIONWIDE (49% NATIONWIDE REVENUE AND 42% ATTENDANCE), WITH MAJOR EVENTS INCLUDING *HARRY POTTER AND THE CURSED CHILD*, *DEATH OF A SALESMAN* AND *THE MOUSETRAP*



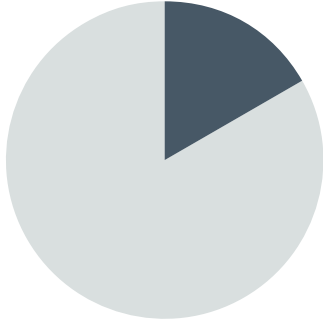
VIC WAS ALSO THE TOP NATIONWIDE CONTRIBUTOR FOR COMEDY (35% REVENUE AND 47% ATTENDANCE)



VIC HAD THE HIGHEST SPEND PER PERSON (\$143) ACROSS AUSTRALIA



QUEENSLAND



QLD GENERATED
17%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE
UP



78%
FROM 2022

ATTENDANCE
UP



32%
FROM 2022



SHARE OF NATIONAL
POPULATION

21%



TOTAL REVENUE (TICKET SALES)

\$539.3 MILLION



QLD SPENT \$98 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$116



TOTAL ATTENDANCE (TICKETS ISSUED)

4.9 MILLION





TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$262 MILLION

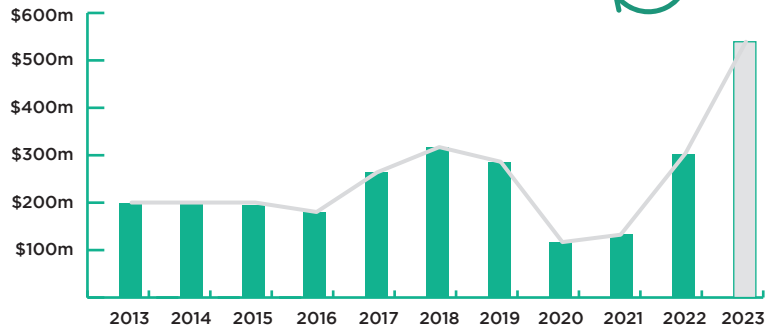
2. MUSICAL THEATRE

\$91.8 MILLION

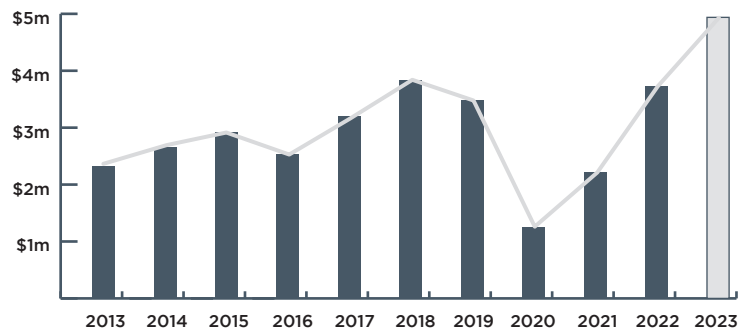
3. FESTIVALS (CONTEMPORARY MUSIC)

\$84.9 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

2.2 MILLION

2. MUSICAL THEATRE

653,872

3. FESTIVALS (CONTEMPORARY MUSIC)

493,260



QLD RECORDED THE THIRD HIGHEST SHARE OF REVENUE (17%) AND ATTENDANCE (16%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA



QLD SAW THE SECOND HIGHEST INCREASE IN REVENUE (78%) AND ATTENDANCE (32%) ACROSS AUSTRALIA BETWEEN 2022 TO 2023



CONTEMPORARY MUSIC WAS THE LARGEST CONTRIBUTOR TO QLD'S TOTAL REVENUE AND ATTENDANCE WITH 49% AND 45% OF TOTAL SHARE RESPECTIVELY. TOP EVENTS INCLUDED ED SHEERAN, ELTON JOHN AND THE RED HOT CHILI PEPPERS



QLD WAS THE SECOND LARGEST CONTRIBUTOR TO OPERA IN BOTH REVENUE (21%) AND ATTENDANCE (15%) NATIONWIDE, DRIVEN BY THE RING CYCLE



WESTERN AUSTRALIA



WA GENERATED
10%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE
UP



95%
FROM 2022

ATTENDANCE
UP



45%
FROM 2022



SHARE OF NATIONAL
POPULATION
11%



TOTAL REVENUE (TICKET SALES)
\$312.6 MILLION



WA SPENT **\$107 PER PERSON**
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON **\$116**



TOTAL ATTENDANCE (TICKETS ISSUED)
3.2 MILLION





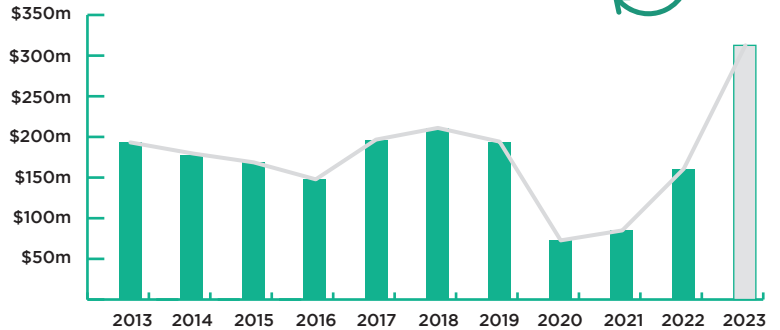
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$144.3 MILLION

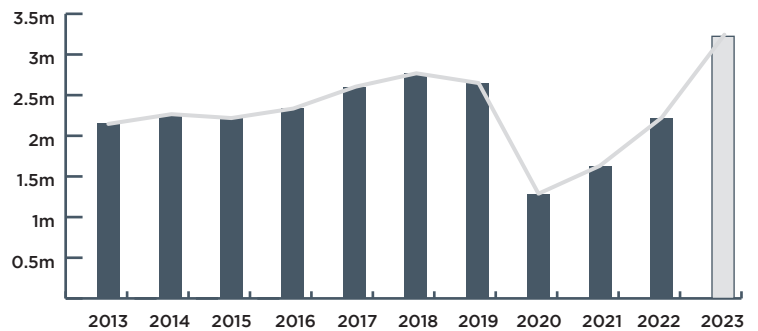
2. MUSICAL THEATRE
\$51.1 MILLION

3. FESTIVALS (CONTEMPORARY MUSIC)
\$33.2 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
\$1.2 MILLION

2. FESTIVALS (MULTI CATEGORY)
415,913

3. MUSICAL THEATRE
414,306



WA WAS THE FOURTH LARGEST CONTRIBUTOR TO NATIONWIDE REVENUE (10%) AND ATTENDANCE (11%)



WA HAD THE HIGHEST INCREASE IN REVENUE (95%) AND ATTENDANCE (45%) ACROSS AUSTRALIA BETWEEN 2022 TO 2023



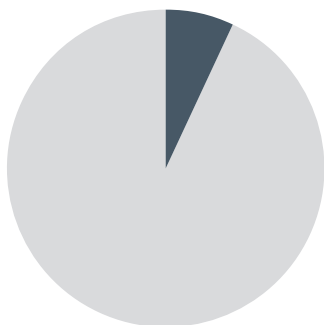
WA WAS THE THIRD LARGEST CONTRIBUTOR TO CHILDREN'S/FAMILY REVENUE (16%) ACROSS ALL STATES AND TERRITORIES, WITH TOP EVENTS INCLUDING *DISNEY ON ICE*, *MADAGASCAR THE MUSICAL* AND *THE WIGGLES*



CONTEMPORARY MUSIC CONTRIBUTED THE HIGHEST SHARE TO WA'S TOTAL REVENUE (46%) AND ATTENDANCE (38%), WITH EVENTS SUCH AS *COLDPLAY*, *ED SHEERAN* AND *RED HOT CHILI PEPPERS*



SOUTH AUSTRALIA



SA GENERATED
7%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE
UP

54%
FROM 2022

ATTENDANCE
UP

20%
FROM 2022



SHARE OF NATIONAL
POPULATION

7%

TOTAL REVENUE (TICKET SALES)
\$181.5 MILLION



SA SPENT **\$97 PER PERSON**
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON **\$116**

TOTAL ATTENDANCE (TICKETS ISSUED)
2.5 MILLION



SOUTH AUSTRALIA



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$64.2 MILLION

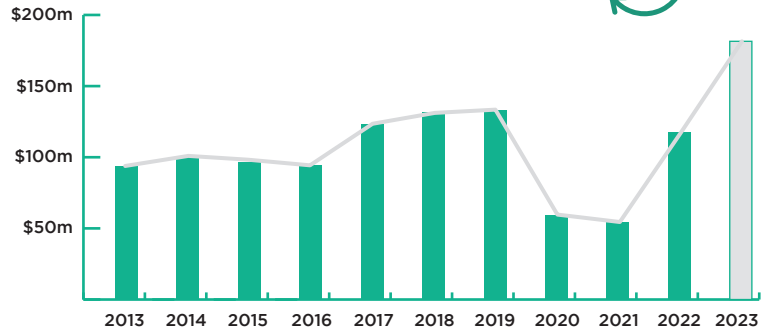
2. FESTIVALS (MULTI CATEGORY)

\$29.6 MILLION

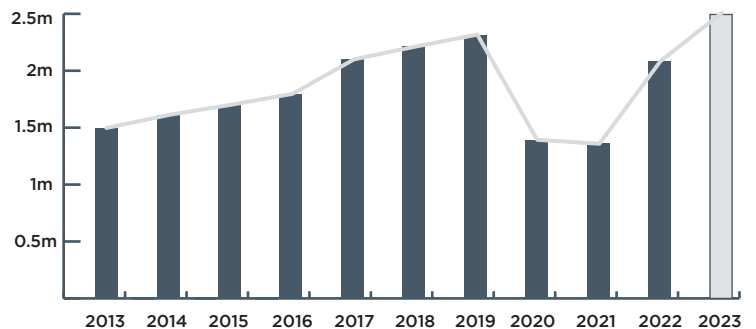
3. FESTIVALS (CONTEMPORARY MUSIC)

\$29.5 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

1.1 MILLION

2. CONTEMPORARY MUSIC

572,886

3. MUSICAL THEATRE

220,417



SA WAS THE LARGEST CONTRIBUTOR TO NATIONWIDE FESTIVALS (MULTI-CATEGORY) REVENUE (32%) AND ATTENDANCE (44%), WITH SIGNIFICANT EVENTS INCLUDING ADELAIDE FRINGE, ADELAIDE FESTIVAL, AND HANDPICKED FESTIVAL



OTHER TOP EVENTS INCLUDED MARY POPPINS, ED SHEERAN, WOMADELAIDE AND FOO FIGHTERS



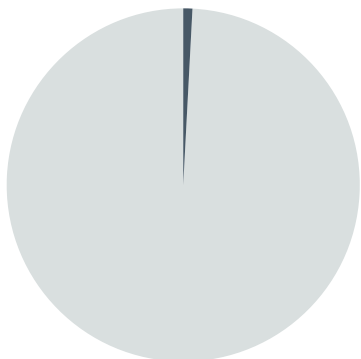
CONTEMPORARY MUSIC CONTRIBUTED THE MOST TO SA'S OVERALL REVENUE (35%), WHILE FESTIVALS (MULTI-CATEGORY) HAD THE HIGHEST SHARE OF ATTENDANCE (43%)



BETWEEN 2022 AND 2023, CIRCUS AND PHYSICAL THEATRE EXPERIENCED THE LARGEST CATEGORY REVENUE (1955%) AND ATTENDANCE (570%) GROWTH



TASMANIA



TAS GENERATED
1%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE
UP



15%
FROM 2022

ATTENDANCE
DOWN



7%
FROM 2022



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$29 MILLION



TAS SPENT \$51 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$116



TOTAL ATTENDANCE (TICKETS ISSUED)

497,830



TASMANIA



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$7.5 MILLION

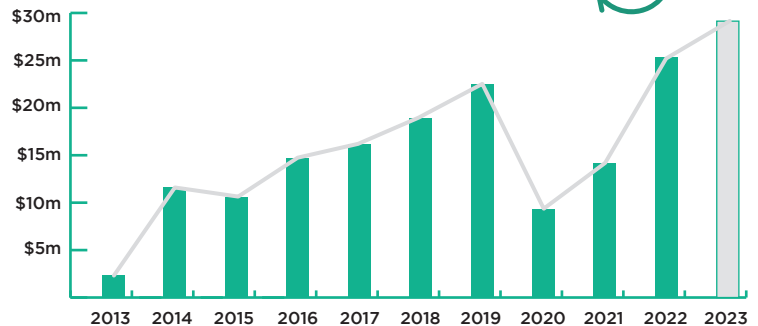
2. FESTIVALS (MULTI CATEGORY)

\$7.4 MILLION

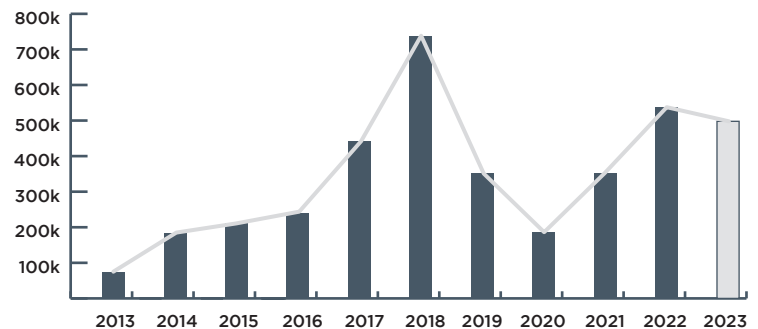
3. FESTIVALS (CONTEMPORARY MUSIC)

\$6.1 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

165,841

2. CONTEMPORARY MUSIC

116,482

3. CHILDREN'S/FAMILY

48,047



ALTHOUGH REVENUE GREW BY 15% FROM 2022 TO 2023, ATTENDANCE ACROSS TAS DECREASED BY 7%



TOP EVENTS IN TAS INCLUDED DARK MOFO, PARTY IN THE PADDOCK, MONA FOMA AND THE CORRS

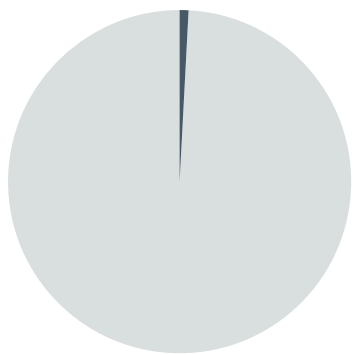


CONTEMPORARY MUSIC CONTRIBUTED THE MOST TO OVERALL REVENUE (26%), WHILE FESTIVALS (MULTI-CATEGORY) DREW THE MOST ATTENDANCE (33%)



BETWEEN 2022 AND 2023, CIRCUS AND PHYSICAL THEATRE HAD THE MOST SIGNIFICANT GROWTH IN REVENUE (161%)





ACT GENERATED
1%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE
UP



11%
FROM 2022

ATTENDANCE
DOWN



3%
FROM 2022



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$36.7 MILLION



ACT SPENT \$78 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$116



TOTAL ATTENDANCE (TICKETS ISSUED)

385,827





TOP 3 REVENUE

1. FESTIVALS (CONTEMPORARY MUSIC)

\$11.3 MILLION

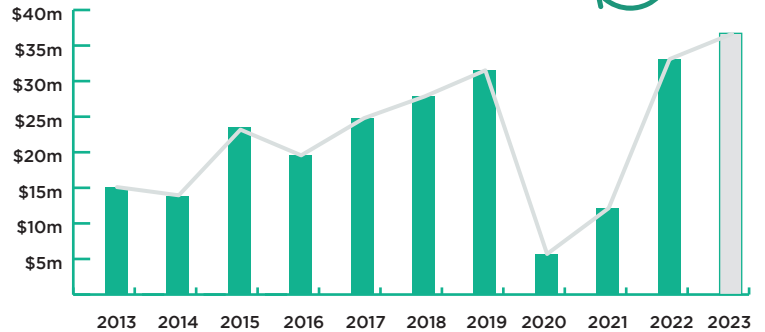
2. CONTEMPORARY MUSIC

\$6.7 MILLION

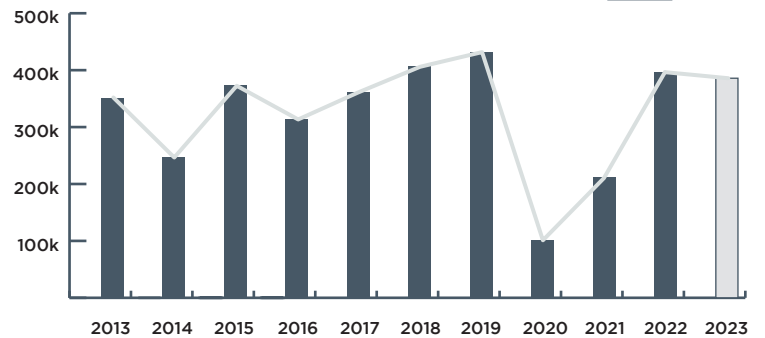
3. MUSICAL THEATRE

\$4.5 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

88,534

2. COMEDY

65,284

3. FESTIVALS (CONTEMPORARY MUSIC)

64,794



BETWEEN 2022 AND 2023, ACT SAW AN **11% GROWTH IN REVENUE** BUT AN **OVERALL ATTENDANCE DECREASE OF 3%**



FESTIVALS (CONTEMPORARY MUSIC) CONTRIBUTED THE MOST TO ACT'S OVERALL REVENUE (**31%**), WHILE CONTEMPORARY MUSIC DREW THE MOST ATTENDANCE (**23%**)



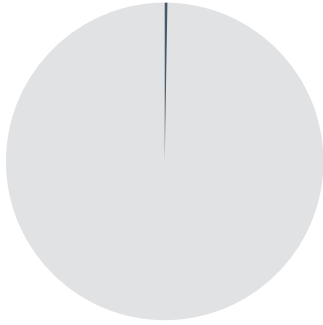
TOP EVENTS INCLUDED *SPILT MILK CANBERRA*, *COME FROM AWAY*, *GROOVIN THE MOO*, *THE MOUSETRAP* AND *JIMMY CARR*



BETWEEN 2022 AND 2023, ACT RECORDED THE MOST SIGNIFICANT REVENUE GROWTH IN THE CATEGORIES OF FESTIVALS (MULTI-CATEGORY) (**369%**) AND CIRCUS AND PHYSICAL THEATRE (**99%**)



NORTHERN TERRITORY



NT GENERATED
0.4%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE
UP

27%
FROM 2022

ATTENDANCE
UP

5%
FROM 2022



SHARE OF NATIONAL
POPULATION
1%

TOTAL REVENUE (TICKET SALES)
\$8.8 MILLION



NT SPENT **\$35 PER PERSON**
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON **\$116**

TOTAL ATTENDANCE (TICKETS ISSUED)
144,938



NORTHERN TERRITORY



TOP 3 REVENUE

1. FESTIVALS (MULTI-CATEGORY)

\$3.1 MILLION

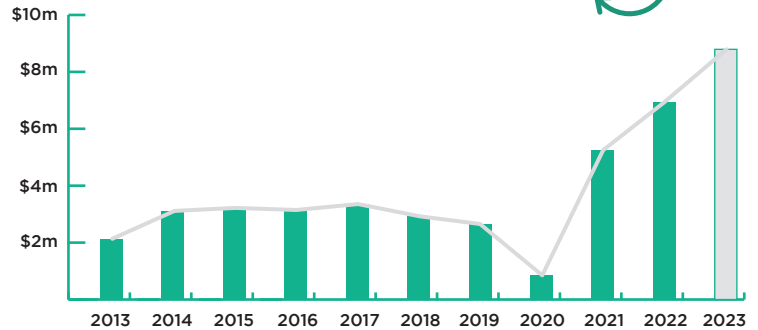
2. FESTIVALS (CONTEMPORARY MUSIC)

\$2.7 MILLION

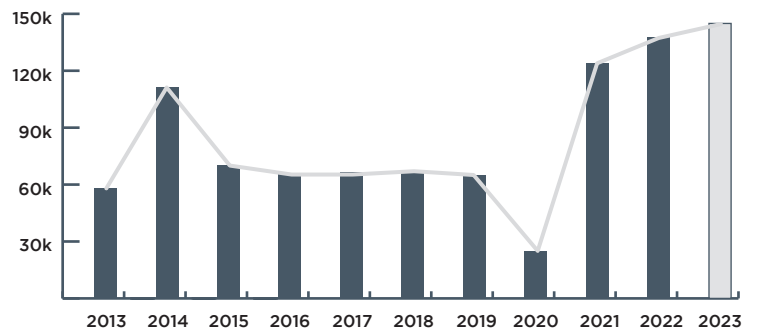
3. COMEDY

\$1.1 MILLION

TOTAL REVENUE (2013-2023)



TOTAL ATTENDANCE (2013-2023)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

64,182

2. FESTIVALS (CONTEMPORARY MUSIC)

23,197

3. COMEDY

16,747



KEY EVENTS IN THE NT INCLUDED *DARWIN FESTIVAL, BASSINTEGRASS, RED HOT SUMMER TOUR, AND JIMMY CARR*



FESTIVALS (MULTI-CATEGORY) CONTRIBUTED THE MOST TO NT'S OVERALL REVENUE (35%) AND ATTENDANCE (44%)



FROM 2022 TO 2023, NT WITNESSED SIGNIFICANT GROWTH IN BOTH REVENUE (982%) AND ATTENDANCE (62%) FOR FESTIVALS (MULTI-CATEGORY). CLASSICAL MUSIC ALSO EXPERIENCED SIGNIFICANT REVENUE (137%) AND ATTENDANCE (105%) GROWTH

