

PERTH FESTIVAL 2022 REPORT

Founder



Principal Partner



Perth Festival acknowledges the
Noongar people who remain the
spiritual and cultural birdiyangaara
of this kwobidak boodjar.

We honour and respect the
significant role they play for our
community and our Festival
to flourish.

This report has been prepared by Perth Festival in collaboration with Jack Midalia and Laura Doyle of Culture Counts. We thank all stakeholders including public patrons, artists, participants and staff for their participation in this project.

Date of Preparation: April/May 2022

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Perth Festival illuminates the past and the future.

Julian Tompkin, *The Australian*



MEASURING VALUE

WELCOME AND THANK YOU

We are always in this together.

It is an irresistible truth for any successful community. In a world of disruption, separation and uncertainty, a festival embodies our collective enterprise and demonstrates that we always achieve more together than we ever can on our own.

It has been a privilege to be able to present Perth Festival for 2022. For the second year running, we navigated a pandemic to safely share the bonds of culture and community. There has been much to celebrate in this year's Festival. Our 2022 Impact Report reflects this, while measuring the extent to which we have been helping enrich life through art in WA.

We acknowledge what could have been – our major opening *Escape* and a small number other events were cancelled and capacity restrictions introduced mid-festival meant some ticketholders missed out on seeing shows in the interest of public safety.

As this Impact Report reveals, Perth Festival still delivered strong public value to honour the faith invested in us by our audiences, artists, funding partners, donors, volunteers and other supporters. As ever, we are immensely grateful to them for their commitment to making the Festival possible in the face of the serious challenges thrown our way.

From the joyous opening night of *Panawathi Girl* to *Noongar Wonderland* lighting up Perry Lakes with song, art and belonging on the final weekend, the Festival featured 125 free and ticketed events stretching from Rockingham to Yanchep. Our inaugural Touring WA regional program also brought new arts experiences to people around our vast State.

As was to be expected, attendances and economic results were down but the Festival exceeded its box-office targets

and the social, cultural and community impact scores were in some cases higher than they have ever been. In a boost for the struggling arts sector, the Festival paid \$10.9 million into the pockets of local artists, workers, suppliers, and contractors.

The report combines ticketing data and extensive research by Culture Counts, including 4,966 surveys of attendees and participants. It bears witness to the extraordinary achievements of our artists and their impact on our audiences and the community beyond the Festival program.

Our Connect and Creative Learning programs, for instance, sit outside the spotlight but these vital behind-the-scenes activities help remove barriers and create pathways to empower Western Australians to participate in the arts.

In presenting this report, I thank our Board and the incredible Festival team who have brought Artistic Director Iain Grandage's curated *Wardan 2022* program to life. There are many reasons to be proud of the results.

Our partners, donors and stakeholders, including Founding Partner the University of Western Australia and Principal Partner Lotterywest, also have been curators in the truest sense of the word. They have taken care and nourished our community through the Festival's activities, working towards our shared goal of a flourishing society and a dynamic culture here on Noongar Boodjar.

The Festival team has learnt a great deal in riding the *Wardan* wave of 2022 and we have taken much out of the feedback and insights in this report. We have a lot to do as we prepare for our 70th anniversary next year – when we reach for the stars under the Festival 2023 theme *Djinda*.

Nathan Bennett
Executive Director

AT A GLANCE

AUDIENCE



143,665

Total attendance



7,695

Literature & Ideas



81,775

Performance & Free Program



54,195

Lotterywest Films

Net Promoter Score



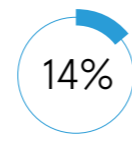
(+3 from 2021)

Overall Experience



(% Good/Excellent)
(+3 from 2021)

New Audience



(-1 from 2021)

BOX OFFICE



\$3.22 million

Spent at the Box Office
* Includes co-presentations



99,369

Tickets Sold



\$28.36

Average Ticket Price

PROGRAM



125

Events



521

Sessions



7

Commissions and
co-commissions



41

Events with
accessibility services



3

World Premieres

ARTISTS



630

Artists



100%

Overall Experience
(% Good/Excellent)



95%

Agreed the Festival opened new
opportunities for artists

COMMUNITY ENGAGEMENT



Sector Development Experience
Participants rated their experience as
'good' or 'excellent'



Public Perception
Public support for Perth Festival's
sector development activities
(+1 from 2021)



30

Schools engaged



116

Free educational programs



1,429

Student participants

MARKETING



29,100

Instagram followers
(as of Mar 2022)



64,354

Facebook likes
(as of Mar 2022)



63,000

Twitter followers
(as of Mar 2022)



43,333

e-News subscribers
(as of March 2022)



338,324

Website users
(From Nov 2021 - Mar 2022)



603,358

Website sessions
(From Nov 2021 - Mar 2022)



2,962

Media reports
(From Nov 2021 - Mar 2022)

BRAND OUTCOMES



Perth Festival's voice, character and
identity is grounded in Perth



Perth Festival delivers high-quality
cultural experiences



Perth Festival plays an important role
in the cultural life of the State

ECONOMIC IMPACT



\$51

Attendee Average Spend
(Per visit, ex. ticket price)



\$20 million

Direct Impact



\$55 million

Multiplied Impact



A Day of Ideas: At Sea Photo: Danica Zuks

AUDIENCE PROFILE

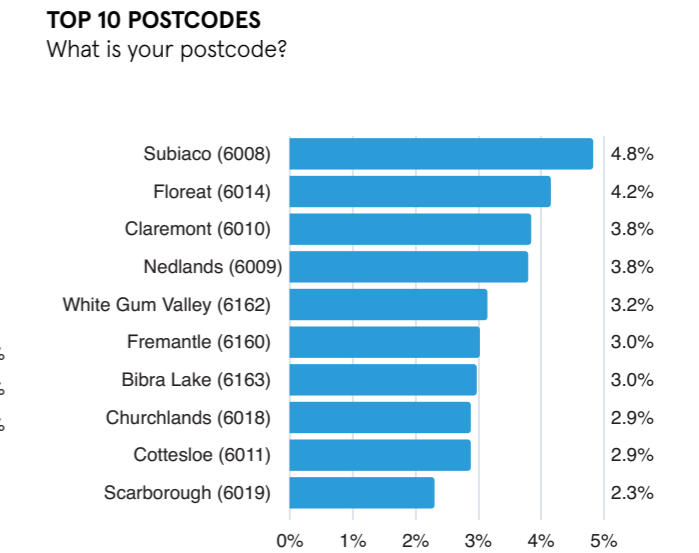
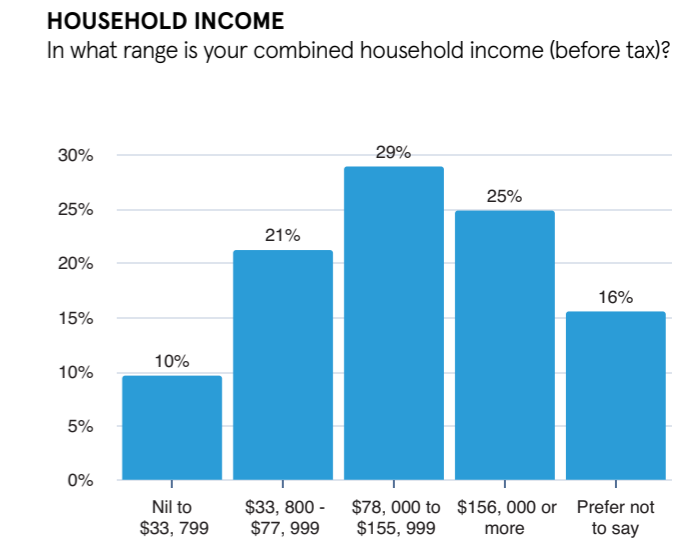
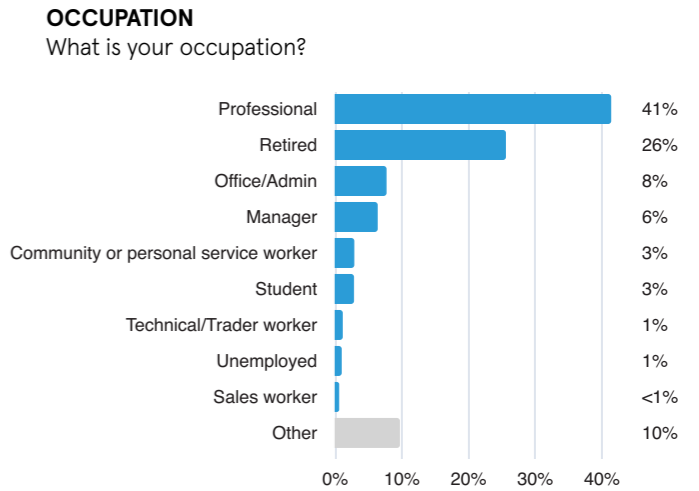
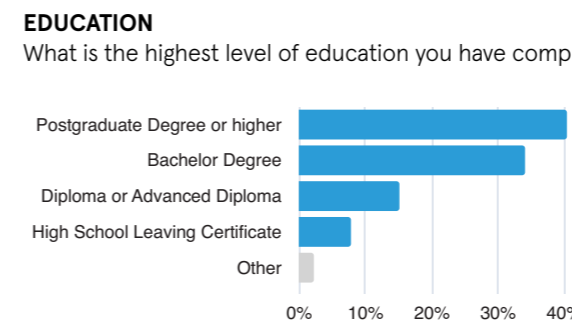
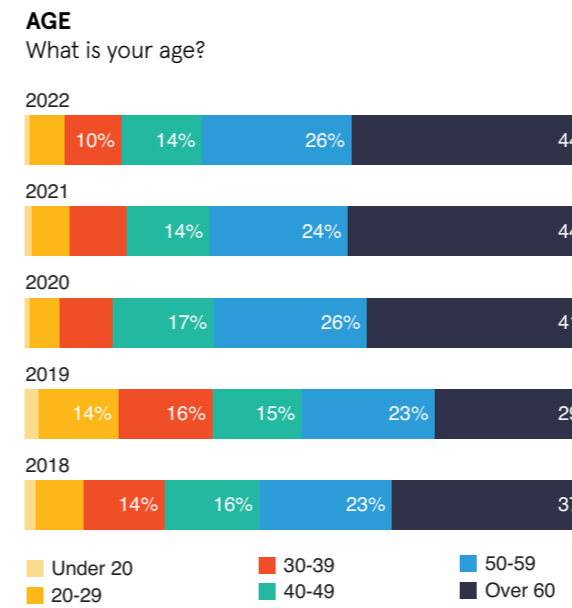
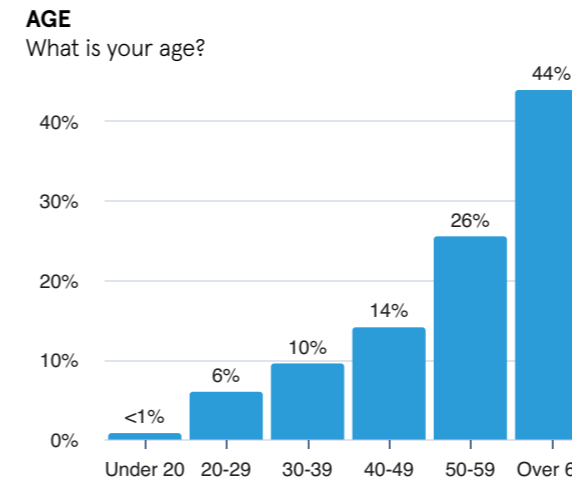
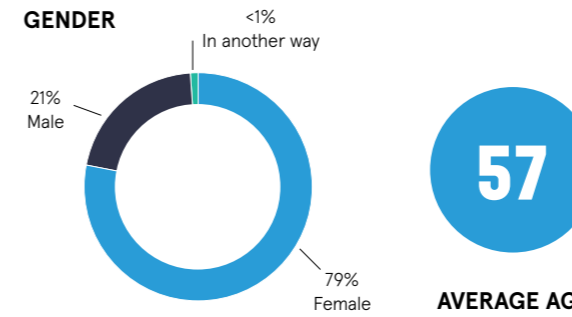
Perth Festival's demographic reach, as expected, was limited in 2022 due to COVID-19 border restrictions. The vast majority (95%) of audiences lived in the Perth Metro Area but people attending the Festival from elsewhere in WA increased from 3% in 2021 to 5% in 2022. Attendees from interstate and overseas each made up less than 1% of the sample.

The average survey respondent age was 57 and the majority (79%) identified as female, with most (41%) of the sample reporting to be a 'Professional'. Almost half (47%) of Festival attendees said they attended arts and cultural activities at least once a month, followed by those who attend 3-4 times a year. There was an increase in the number of survey respondents who identified their combined household income as \$38,800 - \$77,999 (21%, +5% YOY).



Thank you for doing the best possible to keep us all safe and still have wonderful cultural experiences. Perth Festival is a beacon of light in an uncertain time.

Survey respondent





EVALUATION SUMMARY

Perth Festival uses an evaluation framework, applied by Culture Counts, to measure and understand the unique impact achieved by the Festival. Impact is about understanding how action creates change.

The framework uses a standardised set of metrics called 'dimensions' to measure the quality and impact of arts and culture. They have been developed through extensive work with the sector, internationally tested and academically validated.

Each Perth Festival 2022 survey contained a core set of dimensions, asking respondents about their experience attending a Perth Festival event and their overall perceptions of the Festival. Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the dimension statement.

These dimensions were selected in alignment with the goals identified in Perth Festival's Strategic Plan 2018 – 2022:

- **Excellence:** Curate a diverse artistic program of the highest international quality
- **Advocacy:** Contribute to a strong cultural ecology
- **Identity:** Be remarkable, with a clear voice and character
- **Sustainability:** Secure the future

Dimension results contribute to the realisation of outcomes and illustrate their unique impact. By linking the outcome domains back to the Festival's goals, we can see the pathway between Perth Festival's strategic intentions, their realisation and impact.

4,966 responses were collected from public attendees, participants, artists and stakeholders via intercept interviews and online surveys.

Connection: It helped me to feel connected to people in the community

Rate how much you agree or disagree with this statement

Strongly Disagree Neutral Strongly Agree

Click or touch somewhere on the bar to record a response

Dimensions are assessed on a Likert scale, in which respondents move a slider to a point that indicates whether they agree or disagree with the dimension statement. An example of a dimension question in the Culture Counts survey tool is presented above.

DOMAIN	DIMENSION
Artistic & Cultural	Distinctiveness: It was different to things I've experienced before
	Excellence: It is one of the best examples of its type that I have seen
	Authenticity: It had a connection to the State/ Country that we live in
	Relevance: It had something to say about today's world
	Voice: ¹ Perth Festival's voice, character and identity is grounded in Perth
Social	Value: ¹ Perth Festival plays an important role in the cultural life of this State
	Quality: ¹ Perth Festival delivers high quality cultural experiences for the people of WA
	Place: It made me feel proud of my local area
	Belonging: It helped me feel part of the community
Place	Content: It reflected a broad and inclusive range of voices
	Stretch: ² I did something I didn't know I was capable of
	Local Impact: It's important that it's happening in Perth
Economic	Showcase: It showcases Perth's arts and cultural depth
	Opportunity: ² It opened up new opportunities for me
	Skills: ² It helped me develop new and existing skills and gain experience
	Development: ² It contributed to the development of my creative practice
	Collaboration: ² It enabled me to collaborate with others
	Networks: ² It connected me with other people in my field
Profile: ² It helped raise my profile	
	Growth: ² It appealed to new audiences

¹ Applied to Perth Festival as a whole, rather than per show.

² Applied to Community Engagement programs only.



PROGRAM OUTCOMES

Audiences were swept up by currents of inspiration and waves of delight as Perth Festival celebrated the theme of Warden (Ocean) in 2022.

In line with the 2022 theme, many events embraced Perth's outdoor lifestyle at parks, beaches and other locations along the coast. Artists immersed audiences in a wildly imaginative program across performance, music, visual arts, film and literature & ideas events.

After last year's success of an all-Western Australian program, 2022 ventured further with shows visiting Perth for the first time alongside world premieres and local commissions that continued to celebrate homegrown talent.

The Festival felt the harsh effects of the COVID-19 pandemic, as border controls and other measures led to the cancellation of some Festival events and reduced attendances at others. In the face of this adversity, the Festival adapted with flexibility and the safety of the community at the forefront of its planning.



The 2022 Perth Festival delivered a very special program and some deeply moving performances that will stick in the minds of those who saw them for a long time to come.

Andrea Mayes, ABC

FESTIVAL OVERVIEW



Noongar Wonderland Photo: Court McAllister

For the purpose of this report, Perth Festival's key programming streams have been assessed individually, and benchmarked against aggregate Festival averages. This aims to identify any differences across audience demographics and recognise each program's unique impact.

The subsequent pages outline the distinctive outcomes of the Festival's performance and free program, the Literature & Ideas events and Lotterywest Films. Four case studies also have been highlighted: Contemporary Music; the new Touring WA program; and key 2022 events *Panawathi Girl* and *Noongar Wonderland*.

This is the fifth year that Perth Festival has used Culture Counts methodology to evaluate the Festival's impact. From page 31, the 2018 to 2022 Festival comparison identifies the strengths of each program and any trends or changes in perception over the years.

PROGRAM	ATTENDANCE
Performance & Free Program	81,775
Noongar Wonderland	1,233
Other Free Events (excluding Noongar Wonderland)	12,122
Theatre, Dance, Music	46,318
Visual Arts	22,102
Literature & Ideas	7,695
Lotterywest Films	54,195
Total Attendance	143,665

Overall Experience

All surveyed audience members were asked to rate their overall Perth Festival experience, based on the ticket purchasing process, event experience and atmosphere. Responses were split into five measures; terrible, poor, average, good and excellent. The highlighted percentage shows the proportion of survey respondents that rated their experience as 'good' or 'excellent'.

New Audience

The new audience percentage shows the proportion that attended Perth Festival for the first time in 2022. This number shows Perth Festival's new audience reach and is also a good indication of loyalty from repeat audience members.

Net Promoter Score (NPS)

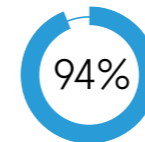
NPS is a standardised metric that measures the loyalty between an organisation and its audience, based on their likelihood to recommend to a friend or colleague. A NPS that is positive (above 0) is generally considered to be good, with a NPS of 50+ considered to be excellent.

Attendee Average Spend

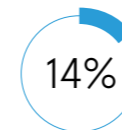
Attendees were asked how much they spent during their trip to Perth Festival, both inside and outside the venue. This figure gives an insight into audience behaviour at the event, and how this might differ for different programs and venues.

PATRON EXPERIENCE

Overall Experience (% Good/Excellent)



New Audience (% Attended program for the first time in 2022)



Net Promoter Score

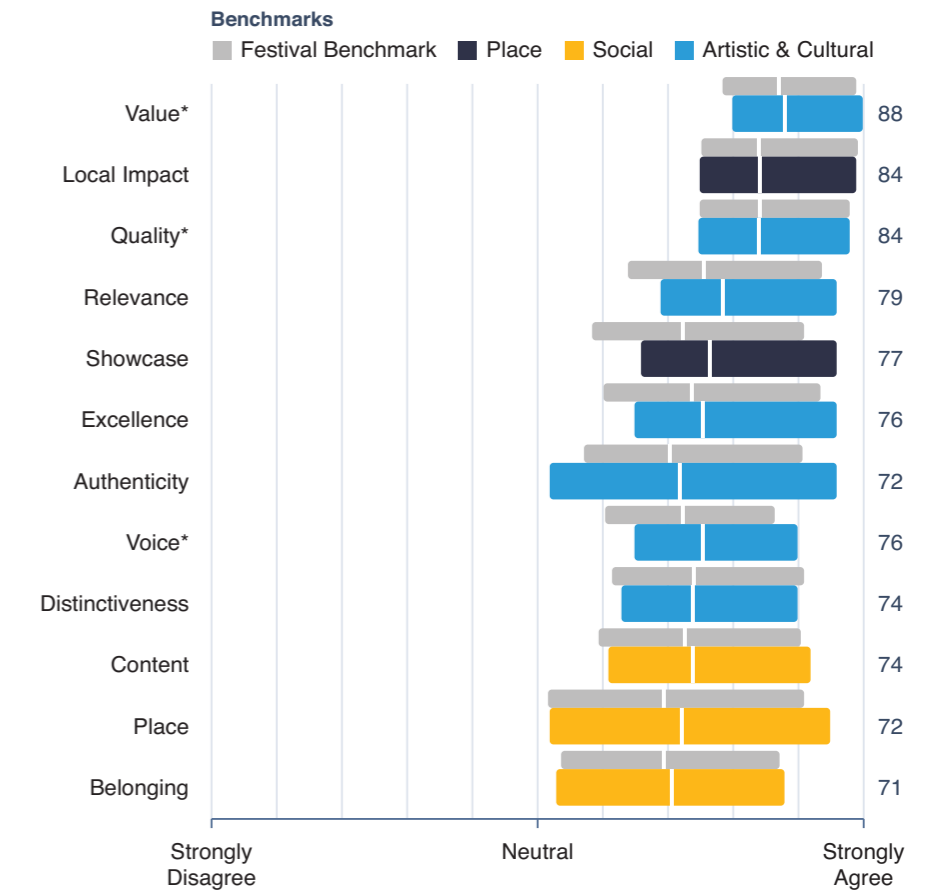


Attendee Average Spend (Per visit, ex. ticket price)



DIMENSIONS

Interquartile range (IQR) and Median



¹ Highlighted as 'Brand' outcomes for the purpose of clarity.

² Benchmarks provide context to this year's results by comparing the impacts delivered through Perth Festival 2022 to the legacy of outcomes achieved in previous Perth Festival seasons from 2018 to 2021.

Small interquartile ranges demonstrate that responses were similar and therefore, a consistent outcome has been achieved across all respondents. Larger ranges indicate more divergence. This divergence is to be expected, as Perth Festival offers a wide and diverse program each year and the variety of experiences available each has different intentions and strengths.

INSIGHT

Perth Festival's 2022 average dimension results sat slightly above the overall Perth Festival benchmark results for ten out of twelve comparable dimensions, demonstrating that audiences in 2022 were more likely to agree with the majority of associated dimension statements. This is a positive result demonstrating that these outcomes were achieved at a high level when compared with the Festival's overall results since 2018. While still achieving strong results, averages for 'Quality' and 'Distinctiveness' fell just below the Festival benchmark averages.



City of Rockingham's Symphony on the Green Featuring Perth Symphony Orchestra Photo: Corey James

PERFORMANCE & FREE PROGRAM

As a celebration of people and place, Perth Festival's 2022 performance and free program again resounded with major Indigenous-led works while summoning new moods and diverse stories.

Exploring Wardan (Ocean) among other themes, the program included dancing on the beach, oceanic orchestral concerts,

surfing the swell of contemporary music and heart-pumping theatre.

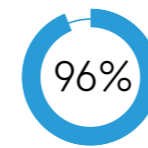
The Festival also breathed fresh life into old buildings and showcased emerging artists alongside established stars in three world premieres, four Australian premieres, 15 WA premieres and seven Festival commissions.



Average Age
Difference from 2021: -1

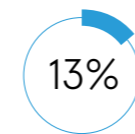
PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



Difference from 2021: +3%

New Audience
(% Attended program for the first time in 2022)



Net Promoter Score

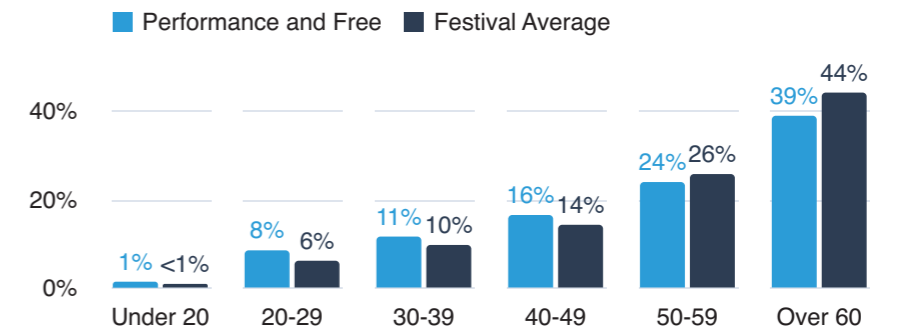


Attendee Average Spend
(Per visit, ex. ticket price)



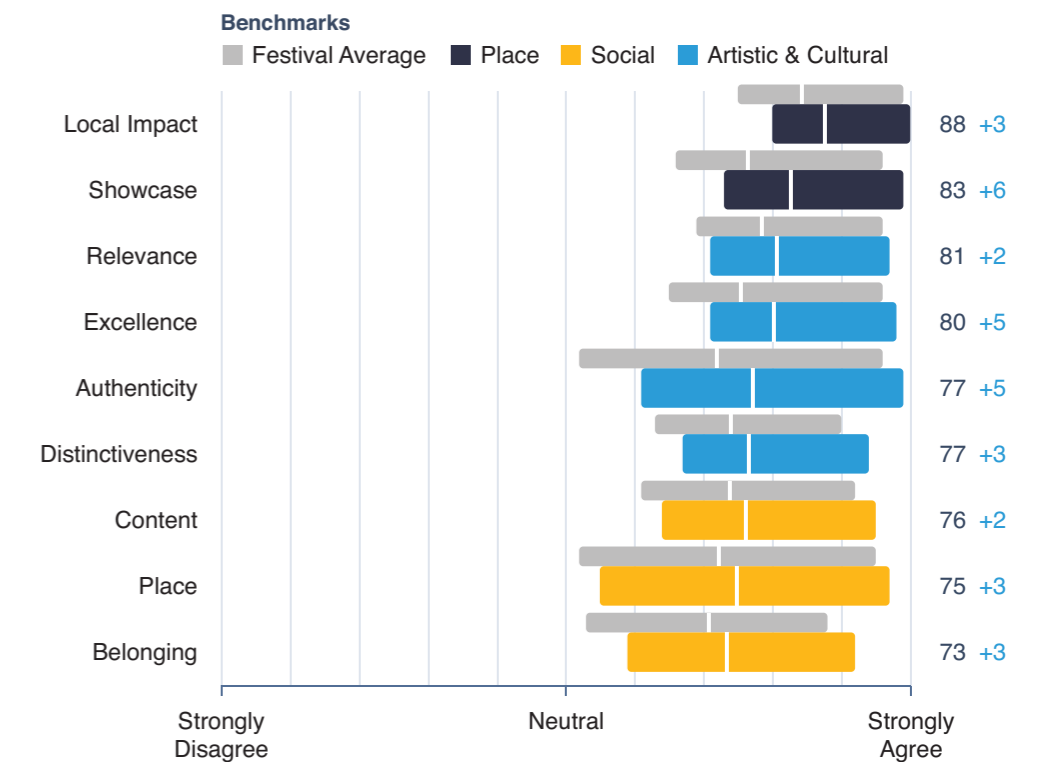
AGE - PERFORMANCE AND FREE

What is your age?



DIMENSIONS - PERFORMANCE AND FREE

Interquartile range (IQR) and Median



INSIGHT

Performance & Free Program attendees were slightly younger (55) than the Festival average (57), with more respondents from the 20-29, 30-39 and 40-49 age groups. The average spend of attendees was \$64 per person, a \$5 increase from 2021.

Perth Festival's program of performances and free events was very well received. All nine dimensions measured exceeded the Festival benchmarks for 2022. Some 96% of attendees had a positive overall experience and the program's Net Promoter Score of 68 shows an excellent level of audience engagement and loyalty. This also is reflected by the high proportion of return attendees (87%).

Place-based metrics performed particularly well. Audiences strongly agreed that it's important these events are happening here and that they showcase Perth's arts and cultural depth. 'Local Impact' and 'Authenticity' additionally achieved small interquartile ranges, demonstrating the significantly high levels of agreement among respondents with little variance.



Writers Festival Family Day Photo: Danica Zuks

LITERATURE & IDEAS

Literature & Ideas offered waves of connection through two program streams, beginning with A Day of Ideas: At Sea at Subiaco Arts Centre. This full day of conversations, music, dance and storytelling reflected Perth's diverse multicultural character in myriad ways.

The following weekend at Fremantle Arts Centre, writers and readers gathered to celebrate the wonder of words and stories in a tranquil garden setting. Family Day was warmly received after a year's absence, as were the array of in-person and live-streamed guest speakers including Helen Garner and Tim Winton.



It was an absolutely brilliant Writers Weekend. The Arts Centre provides such a wonderful atmosphere, and it was heartening to see so many patrons in attendance.

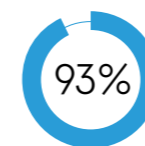
Author Craig Silvey



Average Age
Same as 2021

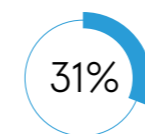
PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



Difference from 2021: +7%

New Audience
(% Attended program for the first time in 2022)



Difference from 2021: +7%

Net Promoter Score

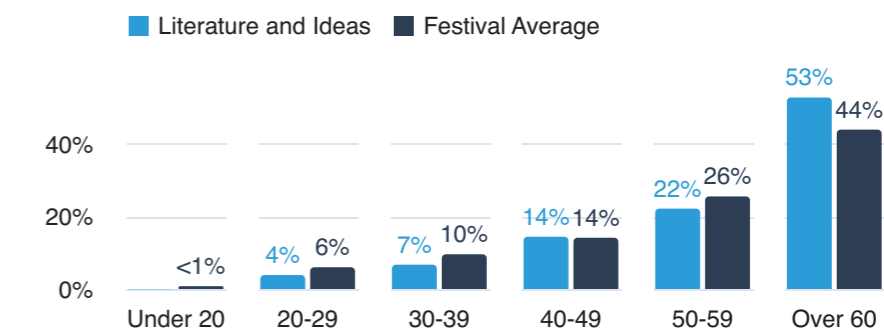


Attendee Average Spend
(Per visit, ex. ticket price)



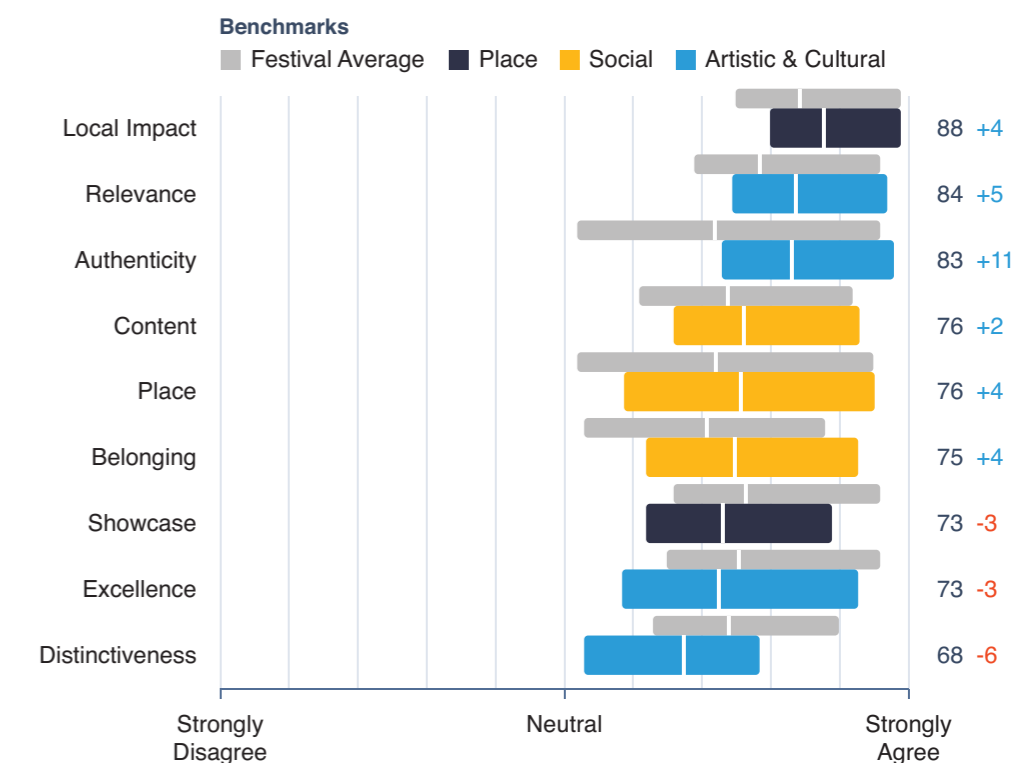
AGE - LITERATURE AND IDEAS

What is your age?



DIMENSIONS - LITERATURE AND IDEAS

Interquartile range (IQR) and Median



INSIGHT

Almost one-third (31%) of Literature & Ideas attendees were at their first Perth Festival event, demonstrating the program's attraction for new audiences. The average age of 61 was in line with the 2021 results.

Attendees were most likely to agree that it's important that the event was happening in Perth and that it had something to say about today's world. Six out of nine dimensions achieved results above the overall Festival averages. The vast majority (93%) reported having a positive overall experience and the Net Promoter Score of 52 is considered excellent.



Somerville Photo: Court McAllister

LOTTERYWEST FILMS

Under the stars in the gorgeous pine grove, Lotterywest Films at UWA Somerville offered a special movie experience for everyone. Whether audiences came to be transported on a night out with friends or were seeking to share in creative connections from around the world and the local community, the 2022 program had something to offer.

The 2022 season featured 18 major new international films and three short films by Western Australian filmmakers. Highlights included the Oscar-nominated films *The Worst Person in the World* and *Flee*, as well as the world-premiere of WA filmmaker Renée Webster's comedy-drama *How to Please a Woman*. The program culminated with a week of encore screenings of several audience favourites from the 2022 season.



It has always been one of the iconic experiences of a WA summer. Arthouse movies and picnic under the stars, in a beautiful garden setting.

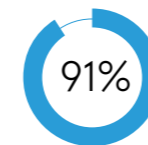
Audience survey respondent



Average Age
Same as 2021

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



Difference from 2021: +2%

New Audience
(% Attended program for the first time in 2022)



Difference from 2021: +2%

Net Promoter Score



Difference from 2021: +3%

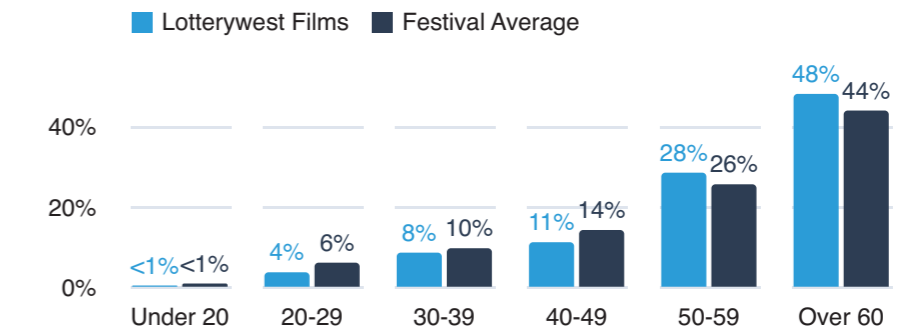
Attendee Average Spend
(Per visit, ex. ticket price)



Difference from 2021: +4%

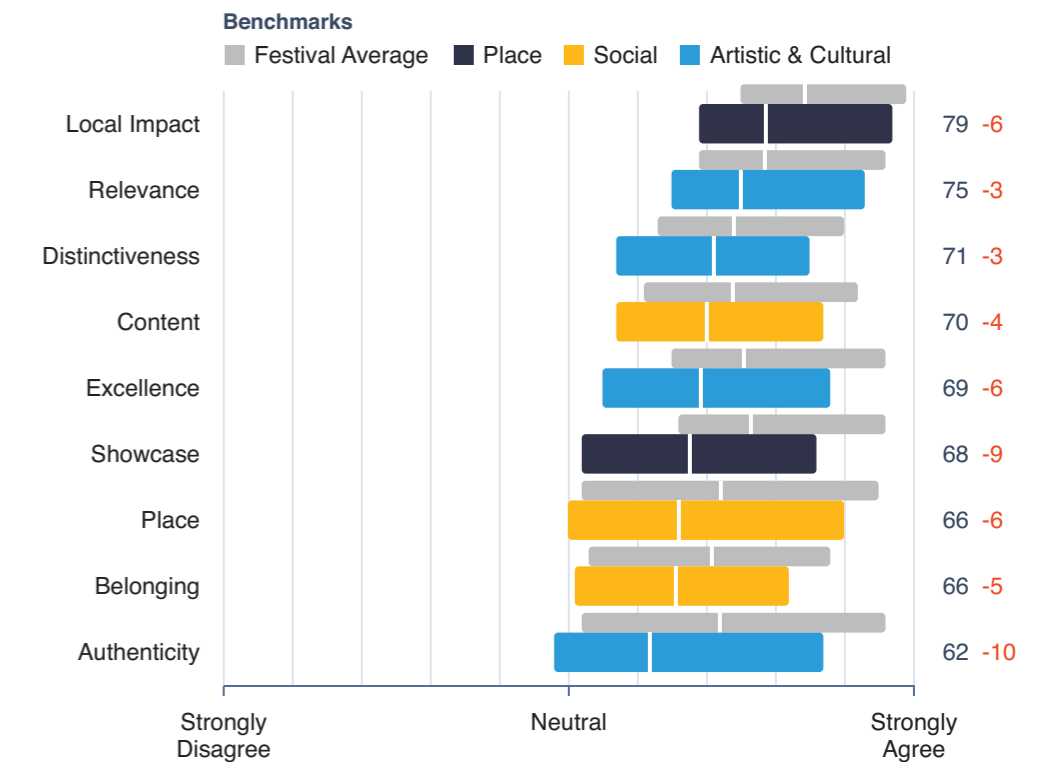
AGE - LOTTERYWEST FILMS

What is your age?



DIMENSIONS - LOTTERYWEST FILMS

Interquartile range (IQR) and Median



INSIGHT

New audiences made up 13% of the overall Lotterywest Films sample. The vast majority (91%) reported having a positive overall experience. This was further supported by a Net Promotor Score of 64, which demonstrates an excellent level of audience loyalty and a high likelihood of being recommended to friends or colleagues.

Lotterywest Films audiences were most likely to agree that it's important the program was happening in Perth, and that it had something to say about today's world. While still achieving positive results, none of the dimension results for Lotterywest Films sat above the overall Festival averages.



Noongar Wonderland Photo: Court McAllister

CASE STUDY: NOONGAR WONDERLAND

The free closing weekend event *Noongar Wonderland* transformed Perry Lakes into a natural arena of sound and light to celebrate Noongar Boodjar through song, dance, stories and art installations.

The natural glow of fireplaces and colourful LED lights showcased the majestic trees and set the scene for an immersive audience experience guided by leading Noongar artists. What began as a captivating evening of healing and reflection at sunset evolved into a technicolour dance party.

This joyful celebration of Noongar futurism was a Perth Festival commission conceived by Boomerang & Spear in partnership with Perth Festival.



The hauntingly immersive Noongar Wonderland at Perry Lakes ... provided a fitting finale to a very challenging festival.

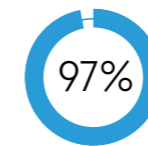
Andrea Mayes, ABC



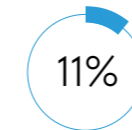
Average Age

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program for
the first time in 2022)



Net Promoter Score

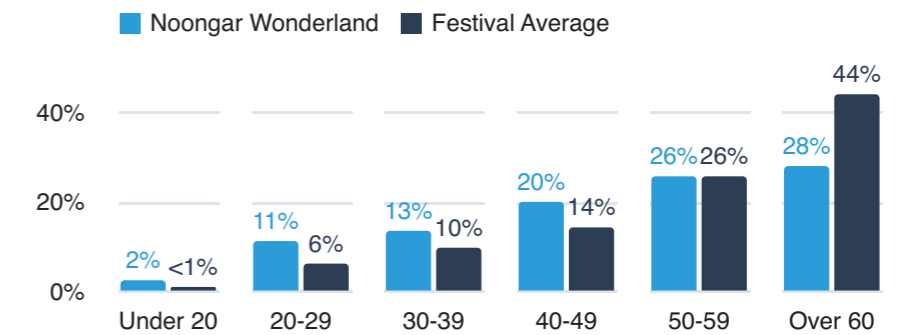


Attendee
Average Spend

\$34

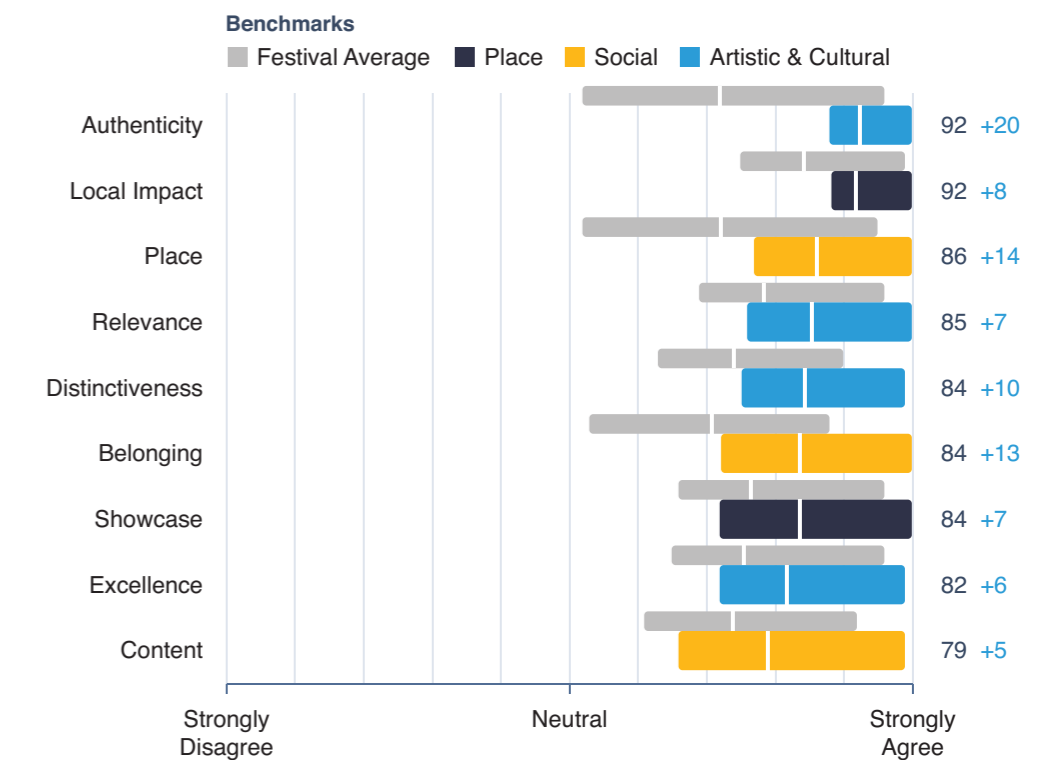
AGE - NOONGAR WONDERLAND

What is your age?



DIMENSIONS - NOONGAR WONDERLAND

Interquartile range (IQR) and Median



INSIGHT

Noongar Wonderland made a very powerful impact, with excellent scores for 'Authenticity' (92/100) and 'Local Impact' (92/100). All dimension results sat above the overall Festival averages, demonstrating positive achievements across all outcome areas. Overall, *Noongar Wonderland* audiences were six years younger than the Festival average of 57. Almost all audience respondents (97%) reported having a positive overall experience and the Net Promoter Score of 68 shows a high likelihood of the event being recommended to others.



Panawathi Girl Photo: Dana Weeks

CASE STUDY:

PANAWATHI GIRL

The world premiere of David Milroy's *Panawathi Girl* – presented by Yirra Yaakin Theatre company – featured a cast of WA talent on a music-filled joyride brimming with heart and humour.

Set in the turbulent '60s at a time of great political change, this bold new production followed the journey of heroine Molly Chubb to the small country town of her birth as she searches for her place in the world. *Panawathi Girl* had audiences questioning if much has changed at all, while tapping their toes and yearning for more.



Panawathi Girl joins Bran Nue Dae in a truly unique pantheon of Aboriginal storytelling, and should endure well beyond this exceptional debut.

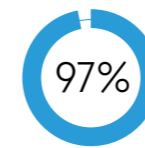
Julian Tompkin, The Australian



Average Age

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program for the first time in 2022)



Net Promoter Score

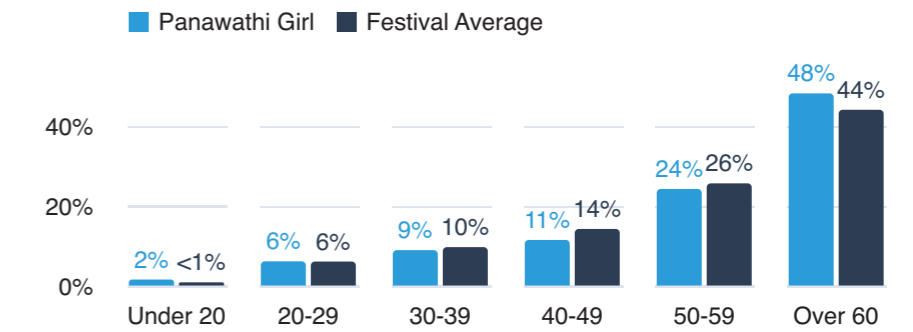


Attendee Average Spend
(Per visit, ex. ticket price)

\$63

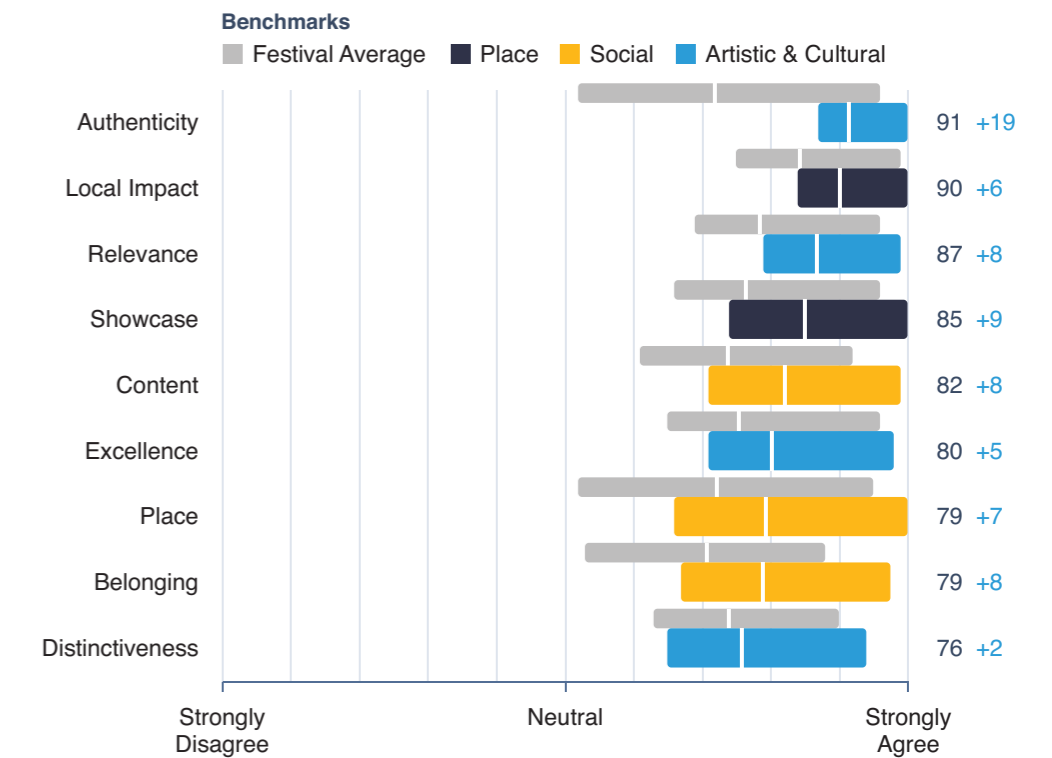
AGE - PANAWATHI GIRL

What is your age?



DIMENSIONS - PANAWATHI GIRL

Interquartile range (IQR) and Median



INSIGHT

All dimensions for *Panawathi Girl* rated higher than the overall Festival average, an excellent result. Audiences (97%) reported having a good or excellent experience at *Panawathi Girl* and agreed that the event had a connection to the State/Country we live in. The excellent Net Promoter Score of 67 indicates a high likelihood of being recommended to friends and colleagues.

The average (median) age of attendees (59) was two years older than that of the overall Festival average, with almost half of respondents (48%) represented by the over-60 age group.



Methyl Ethel Photo: Cam Campbell

CASE STUDY: CONTEMPORARY MUSIC

Shining a spotlight on Perth's local scene, Perth Festival's Contemporary Music Program made a welcome return for 2022 to reveal exciting new possibilities in unusual spaces across the city.

From disused warehouses, sheds and inner-city buildings, to the foot of a lighthouse and under the skeleton of a whale, the program permeated the city with song. It featured album launches, live multimedia performances, themed interactive experiences, DJs, dancing, creative collaborations from local heroes and an introduction to the emerging talents that will define the next generation of Perth's distinct sound.

Events analysed for this report were Methyl Ethel, POND, Songs to Experience, Stella Donnelly, WA Mixtape, Alter Boy, Warranma! Sing in Language, Flewnt's Boorloo Block Party, Sounds of Sunset and Aesoteric.



When borders re-open and Perth Festival can resume staging shows from overseas artists, there will be few that can match Methyl Ethel — or, indeed, fellow 2022 Perth Festival performers Pond.

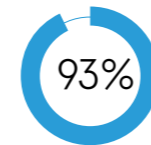
Simon Collins, The West Australian



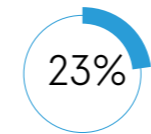
Average Age

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program for the first time in 2022)



Net Promoter Score

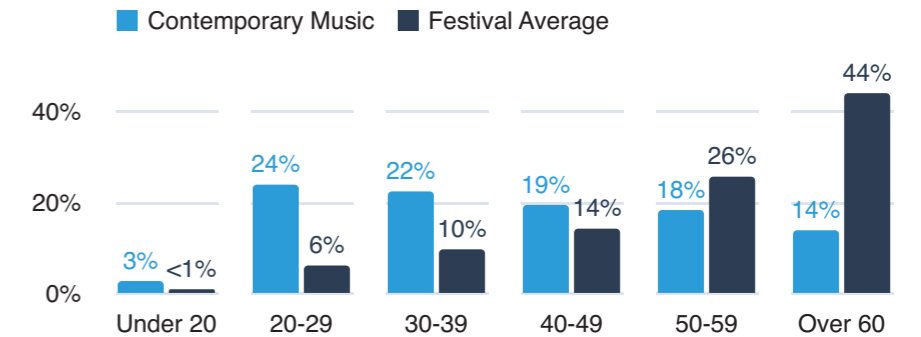


Attendee
Average Spend
(Per visit, ex. ticket price)

\$73

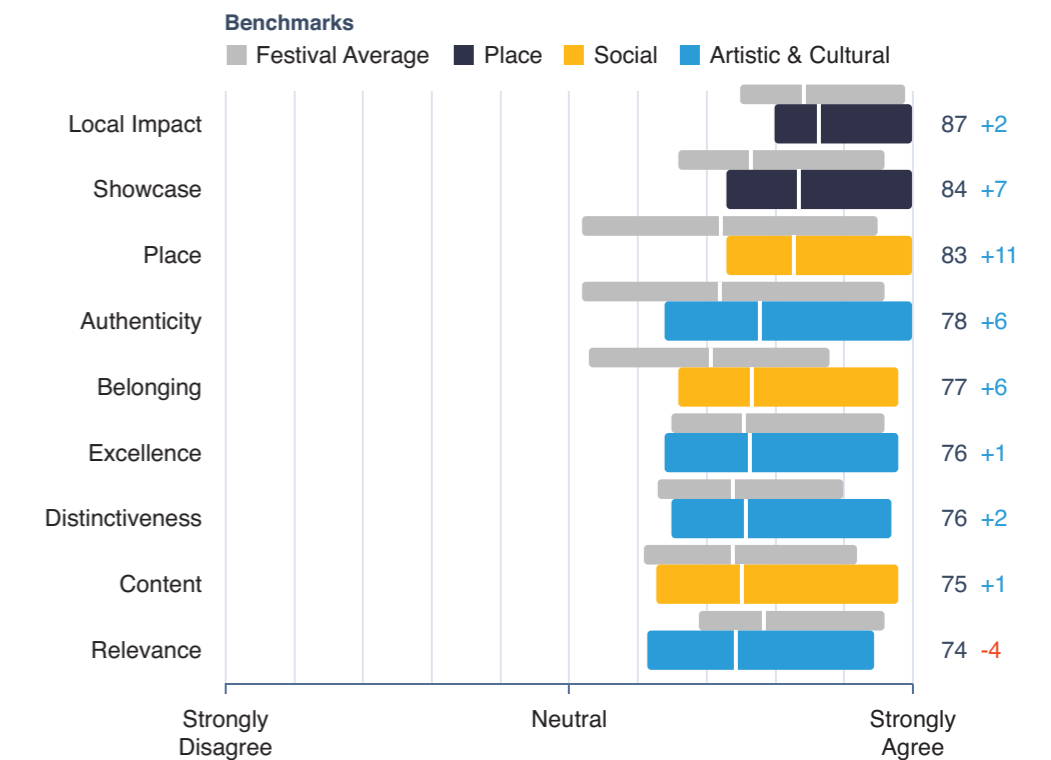
AGE - CONTEMPORARY MUSIC

What is your age?



DIMENSIONS - CONTEMPORARY MUSIC

Interquartile range (IQR) and Median



INSIGHT

The 2022 Contemporary Music Program attracted a younger audience than the overall Festival, with significantly more respondents represented by the 40-49 age group. On average, Contemporary Music program audiences spent \$73 per person, more than for any other program stream.

The Net Promoter Score of 65 is outstanding and the vast majority of respondents (93%) reported a positive overall experience.

All dimensions measured relating to contemporary music events other than 'Relevance' exceeded the overall Festival averages and benchmarks, an excellent result. The highest results were achieved for 'Local Impact' (87/100) and 'Showcase' (84/100), demonstrating that these audiences were most likely to agree that it was important that events like these were happening in Perth and that it showcases Perth's arts and cultural depth. 'Place' also achieved a result +11/100 higher than the overall Festival average, a very positive result.



Katie Noonan Photo: Court McAllister

CASE STUDY: TOURING WA

Audiences in Bunbury, Albany and Karratha experienced some of the Perth Festival program with theatre, music, film and interactive performances hitting the road under the new Touring WA initiative.

In the spotlight were three Australian performing artists: Joel Bray, Katie Noonan and Oliver Twist. The Festival partnered with the Bunbury Regional Entertainment Centre (BREC), Albany Entertainment Centre and the Red Earth Arts Precinct in Karratha.

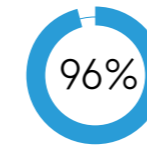
Reflecting a Festival intended for all Western Australians to access, wherever they may live, Touring WA is designed for expansion into the future.



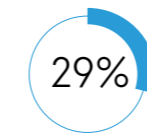
Average Age

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program for the first time in 2022)



Net Promoter Score

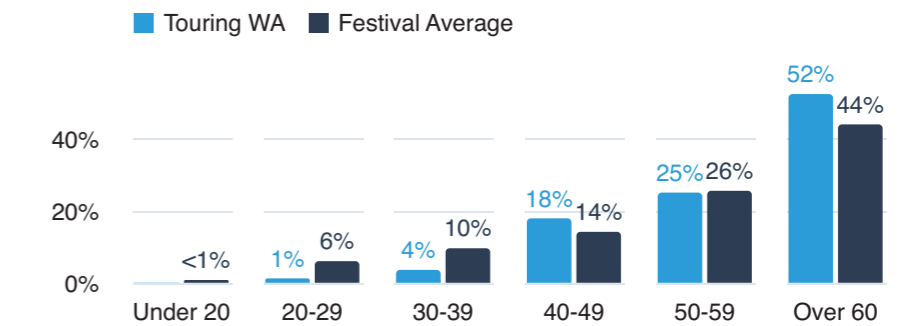


Attendee Average Spend
(Per visit, ex. ticket price)

\$64

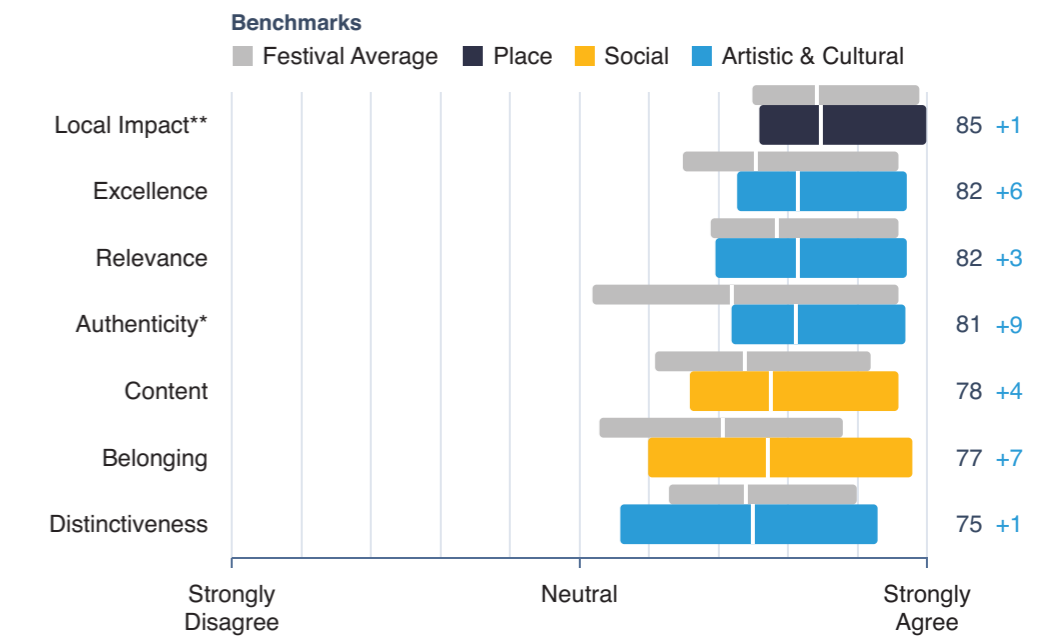
AGE - TOURING WA

What is your age?



DIMENSIONS - TOURING WA

Interquartile range (IQR) and Median



Note: Alternate dimension wording was used in the *Touring WA* survey.
*Authenticity: It had a connection to the State/Country I live in.
**Local Impact: It's important it's happening in my community.

INSIGHT

Over one-quarter (29%) of Touring WA audiences were attending a Perth Festival program for the first time, demonstrating its strength in attracting new audiences from the regions in its first year.

Audiences tended to be slightly older than that of the average Festival attendee (60). Touring WA audiences spent \$64 each on average at the event and in the local area.

The new Touring WA program was received extremely positively, with an excellent 66 Net Promoter Score, 96% of respondents reporting to have a positive experience and all dimension results sitting above the overall Festival average. Audiences agreed that it was important that the event they attended was happening in their community and that it was well-produced and well-presented.



COMPARISONS AND BENCHMARKS

Perth Festival first implemented the Culture Counts evaluation framework in 2018, allowing for ongoing measurement of new data against baseline results. This consistent measurement provides the ability to identify interesting changes or developments in audience perceptions, including the influence of new programming strategies.

The Audience Experience Comparison shows comparative results across the overall experience score, new audience, Net Promoter Score and average spend, broken down by program type over the five years. The 2018 to 2022 Dimension Average Comparison chart shows this year's outcomes in the context of the past few years' results.



Sonia Kurarra Photo: Ilkka K Photography

AUDIENCE EXPERIENCE COMPARISON

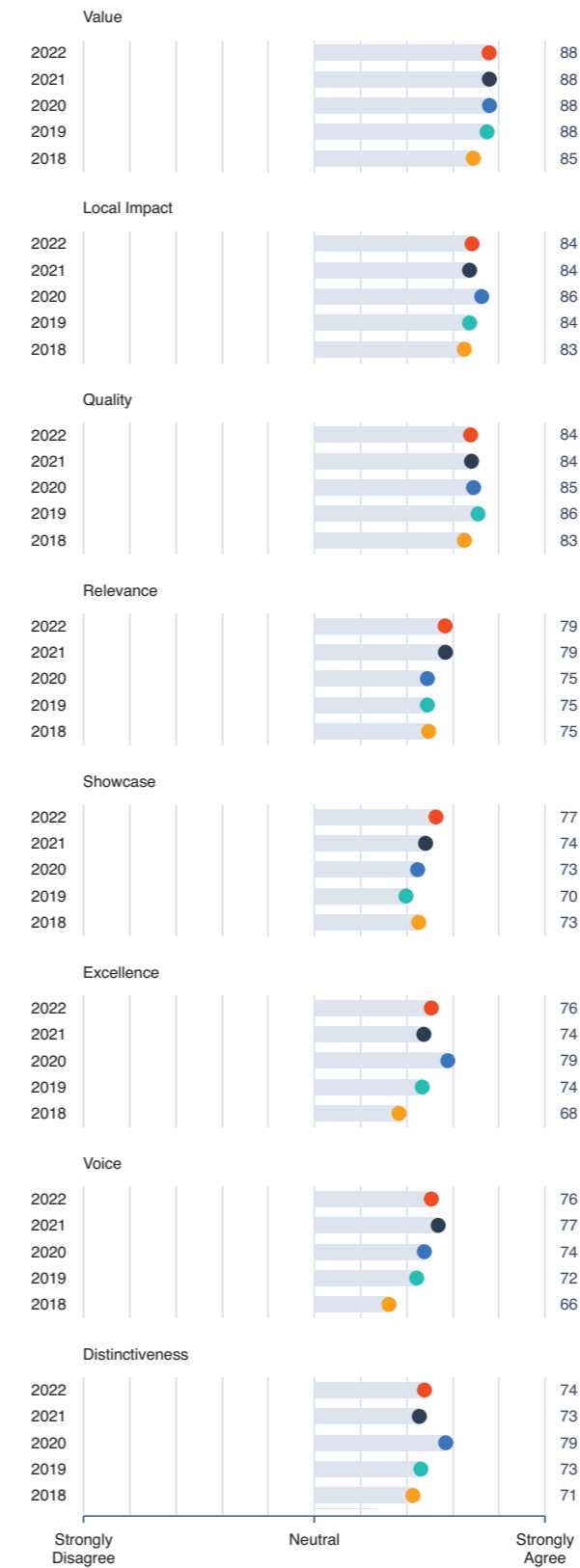
	Year	Performance & Free Program	Literature & Ideas	Lotterywest Films	Overall
Overall Experience	2018	85%	70%	91%	84%
	2019	91%	87%	88%	91%
	2020	93%	92%	91%	92%
	2021	93%	87%	89%	91%
	2022	96%	93%	91%	94%
New Audience	2018	14%	16%	6%	12%
	2019	8%	27%	9%	17%
	2020	8%	27%	17%	23%
	2021	10%	24%	11%	15%
	2022	13%	31%	13%	14%
Net Promoter Score	2018	45	15	43	33
	2019	68	49	54	61
	2020	56	54	69	53
	2021	71	58	61	62
	2022	68	52	64	65
Attendee Average Spend	2018	\$58	\$76	\$40	\$58
	2019	\$35	\$36	\$27	\$23
	2020	\$64	\$65	\$35	\$54
	2021	\$59	\$69	\$31	\$48
	2022	\$64	\$62	\$35	\$51

For the purpose of this comparison Literature & Ideas 2020 to 2022 has been compared to Writers Week (previous program name, 2018 and 2019).

YEAR ON YEAR OUTCOMES COMPARISON

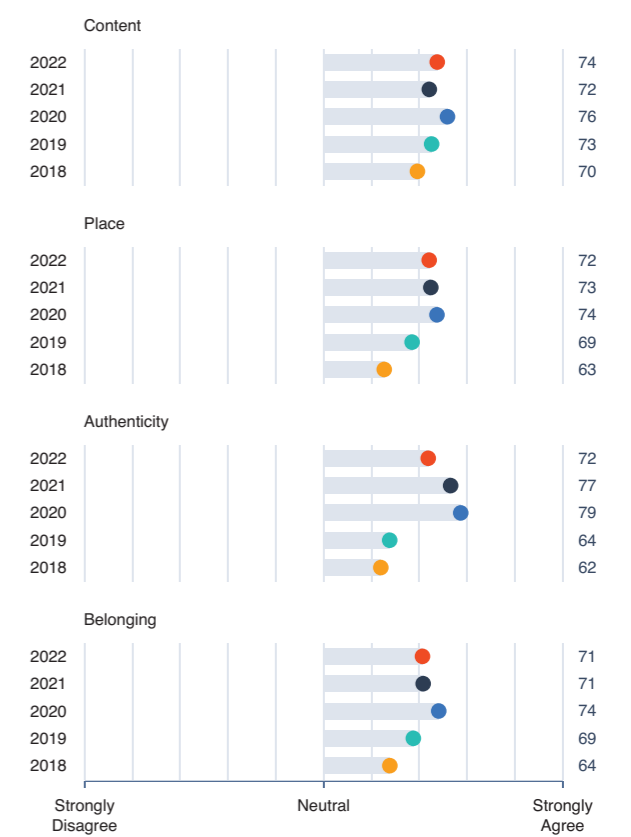
Dimensions - Aggregate

Year on Year



Dimensions - Aggregate

Year on Year



INSIGHT

Perth Festival 2022 achieved similar outcomes to 2021 across most dimensions measured. The highly consistent year-on-year results for 'Value' demonstrate that audiences have been consistently likely to strongly agree that Perth Festival plays an important role in the cultural life of this State every year.

'Showcase' achieved its highest result in 2022 (77/100) of all previous years measured, demonstrating that 2022 Festival audiences were the most likely to agree that the Festival showcases Perth's arts and cultural depth.

Improvement was also seen in 2022 for 'Excellence', 'Distinctiveness' and 'Content'. While still achieving positive results, 2022 audiences were slightly less likely than in 2021 to agree that the events they attended had a connection to the State/Country we live in, that it made them feel proud of their local area, and that Perth Festival's voice, character and identity is grounded in Perth.

PROGRAM OUTCOMES COMPARISON

INSIGHT

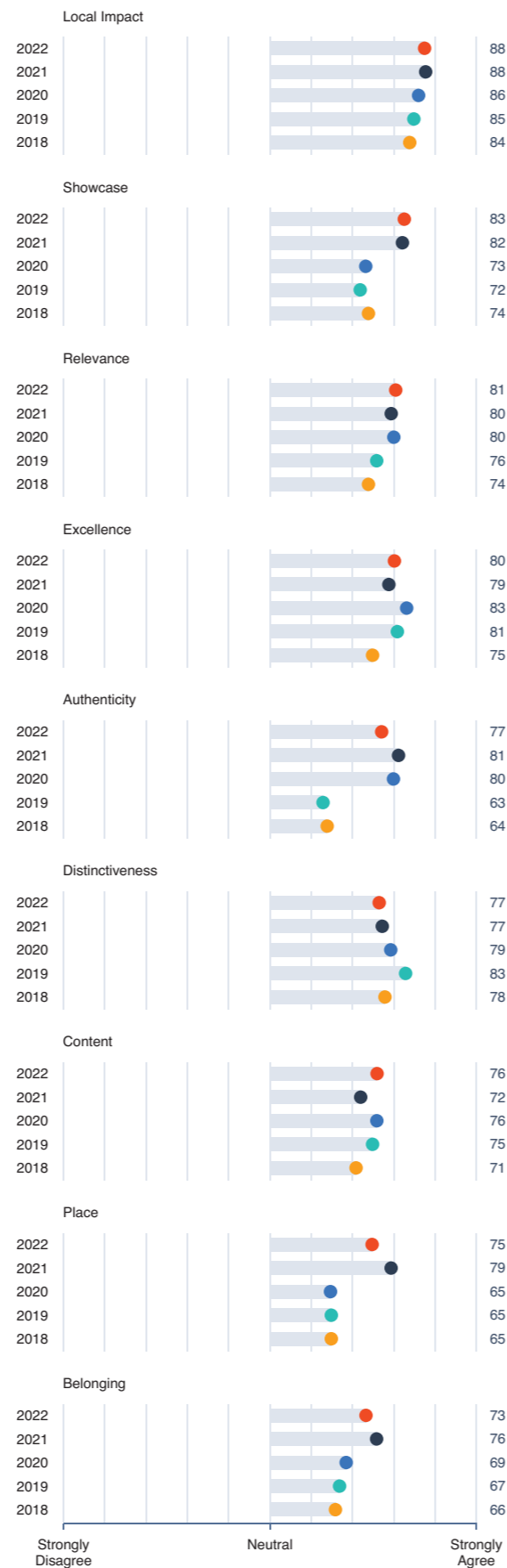
Year-on-year results for the performance and free program events reflect the highest outcomes achieved yet for 'Showcase', 'Relevance' and 'Content'. Audiences were more likely than ever before to agree that Perth Festival showcased Perth's arts and cultural depth, had something to say about today's world and reflected a broad and inclusive range of voices.

In 2022, Lotterywest Films recorded slight improvements for 'Distinctiveness' and 'Place', demonstrating that audiences were slightly more likely to agree the event was different from things they'd experienced before and that it made them feel proud of their local area.

The 2022 Literature & Ideas program achieved its highest results yet for 'Place', 'Belonging' and 'Excellence', an excellent result. Audiences were more likely than ever to agree that their Festival experience made them proud of their local area, that it helped them feel part of the community and that it was one of the best examples of its type that they'd seen.

Dimensions - Performance & Free

Year on Year



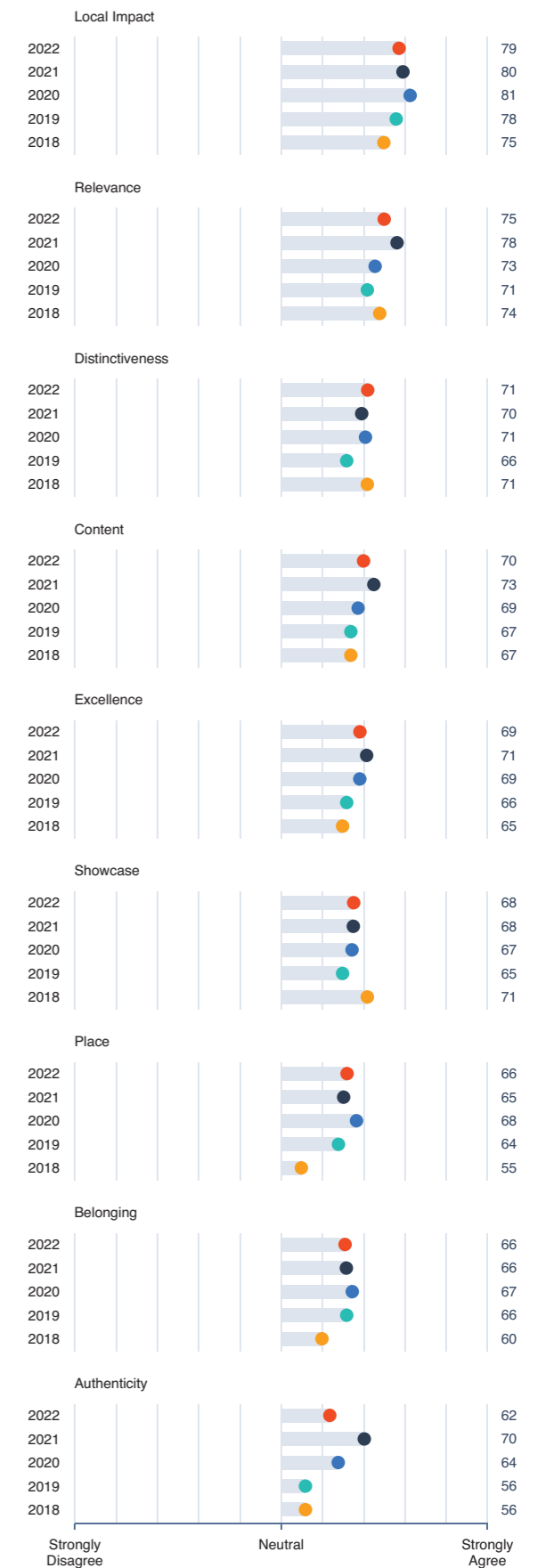
Dimensions - Literature and Ideas

Year on Year



Dimensions - Lotterywest Films

Year on Year



ARTS AND CULTURE BENCHMARKS

The below chart shows Perth Festival 2022 outcome results in the context of Culture Counts' Australian arts and culture dimension benchmarks. This represents the average results received by organisations in the industry that use the Culture Counts platform.

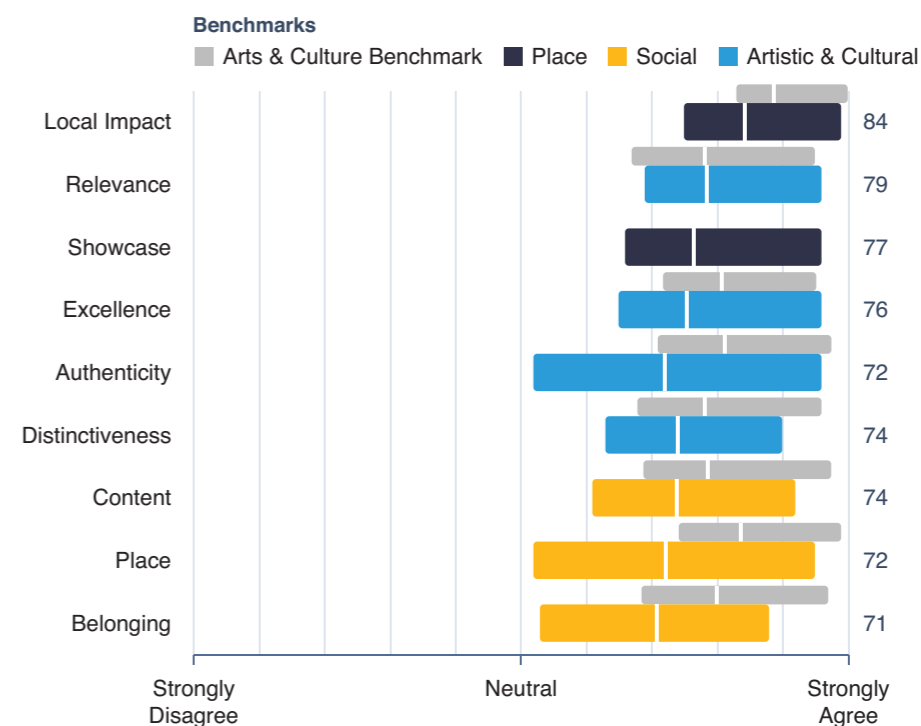
Benchmarks give context to organisers so that they can understand the unique impact they deliver through their events and programs, and the outcomes that distinguish them from other offerings. The below chart shows the

average dimension results achieved by Perth Festival's 2022 program, compared to the benchmark average and interquartile range (the typical range of results for that dimension).

Perth Festival averages that sit within the range can be considered a 'benchmark' result, with anything above the range considered to be exceptional. Culture Counts benchmarks are available for eight of the core dimensions measured by Perth Festival in 2022.

DIMENSIONS

Interquartile range (IQR) and Median



INSIGHT

Perth Festival's dimension results in 2022 sat just above the Arts & Culture sector benchmark for 'Relevance', demonstrating that Festival audiences are more likely than typical arts and cultural event-goers to agree that the event they attended had something to say about today's world. 'Excellence' also achieved a result slightly higher than the benchmark for this dimension.



COMMUNITY ENGAGEMENT

FESTIVAL CONNECT

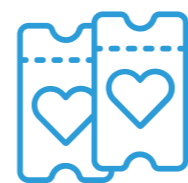
Perth Festival's Connect program creates deeper opportunities for people across the community to engage, create and learn through the Festival and with each other, acting as a vital bridge between Festival artists, the local arts sector and the broader community.

With program streams designed for everyone from young people, teachers and professional artists, the program provides different ways to connect with the Festival and build long-term relationships so that everyone is included in performances, events and learning opportunities.



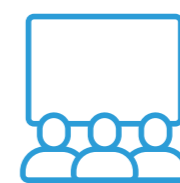
Festival Lab is an incredibly inspiring and immersive experience. In an ideal world, every artist would have access to this kind of opportunity. It gave me such hope as an artist to see the support and advocacy that goes on behind the scenes in Perth's Arts Industry, but also the willingness of Industry professionals to listen and share with honesty.

Festival Lab participant



1,600+

Free tickets were offered to **community** members including arts industry to attend dress rehearsals, community previews and Festival events.



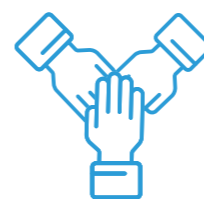
45

Events offered **access** services including open captioning, audio description and tactile tours, Auslan interpreting and relaxed performance.



160+

5 Community Partner organisations who face barriers to accessing the Festival were offered tickets to shows and transport free of charge for over 160 of their members. This includes Aboriginal and Torres Strait Islander, LGBTQI+, youth and new migrant organisations.



10

People with disability or lived experience continue to be engaged as paid members in the Access & Inclusion Advisory Committee, an outcome of Perth Festival's Disability Access and Inclusion Plan.



6

Noongar leaders and elders continue to be engaged in Perth Festival's Noongar Advisory Circle, one element of Perth Festival's Reconciliation Action Plan.



500+

Over 500 students and 40 teachers from 7 Western Australian high schools with lower-than-average index of Community Socio-Educational Advantage took part in the Partner Schools Program of free performances, workshops, transport and professional development opportunities.



20

20+ Aboriginal and Torres Strait Islander works and/ or programs were part of the 2022 Festival as part of an ongoing commitment to celebration of culture and place.



All staff were offered cultural safety training which included Disability Awareness, LGBTQI+ Awareness, Respect in the Workplace and Diversity and Inclusion 101 training with industry leaders.



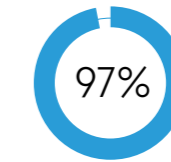
Perth Festival is now a Diversity Council Australia member, with the aim of exploring ways to report on and celebrate the Festival's diversity.

"The Partner Schools Program has helped inspire and ignite our arts students. It allows our school to offer experiences to students who might otherwise never be able to access these opportunities. Participation in these events also shows our students what is possible – how to work and have a voice as an artist in our own state."

Kate Rogers, Swan View Senior High School (Partner School)



OVERALL EXPERIENCE



Overall Experience: % that rated their experience as 'good' or 'excellent'. +1 from 2021.

SECTOR DEVELOPMENT ACTIVITIES

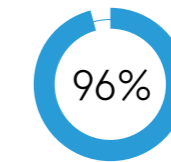
596

Participants in sector engagement programs

245

Staff employed by the Festival

PUBLIC PERCEIVED PERFORMANCE



Public Perceived Performance: % of public respondents agree it is important that Perth Festival supports the local arts sector through sector development activities like these. +1 from 2021.

SECTOR DEVELOPMENT ACTIVITIES

Festival time is a key opportunity for WA's arts sector to come together and learn from each other.

The Festival partners with local organisations to present dynamic opportunities in conjunction with Festival artists. From skills-based dance workshops to conversations around process, this is a way for local artists and arts teachers to develop their own skillsets. These moments can be invisible but are highly valued by participants.

The program includes intensive workshop experiences, including the Festival Lab immersion program for emerging artists, the new Fuel program for established artists to dream big projects, Producers Forum, Aboriginal Reviewers Program, regional development opportunities and Arts Industry Pass.

OUTCOMES AGREEMENT



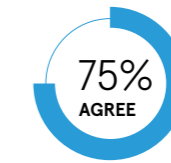
Networks: It connected me with other people in my field. -4% from 2021.



Skills: It helped me develop new and existing skills and gain experience. -4% from 2021.



Opportunity: It opened up new opportunities for me. +7% from 2021.



Collaboration: It enabled me to collaborate with others. -9% from 2021.



Development: It contributed to the development of my creative/professional practice. -4% from 2021.

INSIGHT

Participants were most likely to agree that the events and activities connected them with other people in their field and helped them develop new and existing skills and gain experience.

More respondents than in 2021 (+7%), agreed that participating in the program opened up new opportunities for them and 97% reported that their experience was good or excellent, a slight increase from 2021.

The positive results are supported by 96% of public respondents who agreed that it's important that Perth Festival supports the local arts sector through activities like these.



ARTISTS AND ARTS ORGANISATIONS

The inclusion of 45 interstate and six international artists among the 630 Festival artists in 2022 was an impressive feat given the State's changing border closures prior to the event. Perth Festival sought to understand the experiences of participating artists and arts organisations of the 2022 program and asked them to provide feedback.

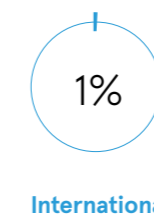
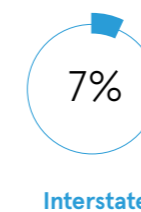
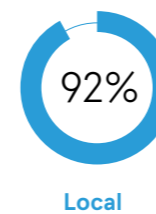
INSIGHT

Almost all artists and arts organisations agreed that participating in Perth Festival attracted new audiences to their work (96%) and opened new opportunities for them (95%). Both results were an improvement of 19% from 2021, an excellent result.

The entire survey sample of artists and organisations (100%) reported having a positive experience, a 6% increase from 2021 results.

ARTIST PROFILE

630 Artists
Number of participating artists



OVERALL EXPERIENCE

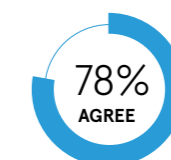


Overall Experience: % that rated their experience as 'good' or 'excellent'. Increased +6% from 2021.

OUTCOMES AGREEMENT



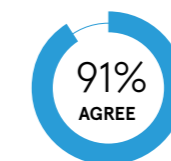
Opportunity: It opened up new opportunities for me/the artists. +19% from 2021.



Profile: It helped to raise my profile/profile of the artists or the organisation. -8% from 2021.



Growth: It attracted new audiences to my work. +19% from 2021.



Collaboration: It enabled me/the artists to collaborate with others. +4% from 2021.



CREATIVE LEARNING & SCHOOLS PROGRAMS

STUDENT PARTICIPANTS

1,420

Students participants

232

Teachers engaged

30

Schools attended

20

Incursions delivered

116

Free educational programs

Perth Festival's Creative Learning program includes a range of in-theatre performances, events and exhibitions plus extra activities such as artist talks, demonstrations and Q&As. The Festival creates an education resource pack to help teachers explore content themes and discuss ideas on a deeper level with students.

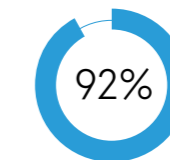
Through the Schools Program, the Festival provides opportunities for students to experience the arts in a way they may otherwise be unable to. Teachers are also provided with additional opportunities and are invited to discuss current industry trends, exchange ideas and network with other educators through the Professional Learning program.

INSIGHT

In the face of COVID-19 restrictions on schools and events, Perth Festival engaged an impressive total of 1,420 participating students and 232 teachers from 30 schools. And 92% reported that their overall experience was good or excellent.

Participants were significantly more likely to agree than in 2021 that the activity they participated in was an exciting or inspirational experience and that it was different to things they had experienced before. Just over two-thirds (67%) agreed that the program helped them develop new skills and gain experience.

OVERALL EXPERIENCE

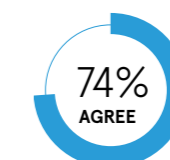


Overall Experience: % of teachers and students that rated their experience as 'good' or 'excellent'. Same as 2021.

OUTCOMES AGREEMENT



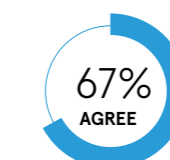
Experience: It was an exciting or inspirational experience. +14% from 2021.



Distinctiveness: It was different to things I'd experienced before. +16% from 2021.



Stretch: I did something I didn't know I was capable of. -7% from 2021.



Skills: It helped me develop new skills and gain experience. +8% from 2021.



Mary Stuart Photo: Jess Wylde

PARTNERS AND DONORS



Perth Festival did a fantastic job in the face of COVID instability, and the shows we attended were enjoyable, challenging and thought provoking.

Donor survey respondent

If the program is our beating heart, Perth Festival's community of donors and sponsors are the lifeblood of our organisation. Without them we simply couldn't bring to life the vision of our artists and share the joy of art with audiences across Western Australia.

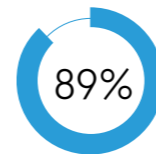
The support we receive from our partners and donors makes a genuine impact. In 2022, just some of the major initiatives that were realised included new production *Panawathi Girl* (RISE Fund), reaching three regional communities through Touring WA (Minderoo Foundation) and a successful matched fundraising campaign to support community access programs (Chevron).

Throughout the Festival, and indeed across the year, we aim to provide our supporters with meaningful connections

that enrich their Perth Festival experience, and work with sponsors to deliver bespoke and mutually beneficial partnerships. This year, during the Festival alone we delivered over 30 engagement opportunities especially for our stakeholders.

It is with deep gratitude that we thank our Principal Partner, Lotterywest, and Founding Partner, The University of Western Australia, who lead our giving community, and we acknowledge all supporters who, despite continued uncertainty in 2022, stood firmly behind Perth Festival and enabled us to achieve our mission *to enrich lives through art*.

EXPERIENCE



Overall Experience: % that rated their experience as 'good' or 'excellent'.



Quality: % that agree or strongly agree Perth Festival delivers high quality cultural experiences for the people of Western Australia.

PARTNER EVALUATION



Achieves objectives: Supporting Perth Festival helps achieve my organisation's partnership objectives.



Partnership outcomes: The outcomes of the partnership met my expectations.

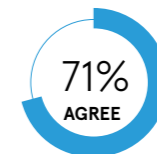


Accessible and responsive: The Perth Festival team were accessible and responsive to my organisation's needs.

DONOR EVALUATION



Better experience: % of respondents who rate their Perth Festival experience as better than other organisations they support.



Support creative development: % of respondents motivated to give to Perth Festival for creative development and to support artists.



Impact: % of respondents that feel their donation makes an impact.

INSIGHT

In addition to believing that Perth Festival delivers high quality cultural experiences for the people of Western Australia (99% agree or strongly agree), over 98% of donors and partners surveyed also agree that Perth Festival plays an important role in the cultural life of this State.

The vast majority of partners surveyed agreed that their partnership helps their organisation achieve its objectives (82%) and the outcomes of their partnership met their expectations (94%). They also feel that the Perth Festival team were accessible and responsive to their organisation's needs (94%). When asked about their Perth Festival donor experience, 83% of donors surveyed rated it as better compared to other organisations they support. The primary motivator for donating to Perth Festival was "to contribute to creative development and support artists" (71%) however 68% of respondents also provide support "to ensure the future of the Festival". Furthermore, 81% of Perth Festival donors surveyed feel their gift made an impact.



ECONOMIC IMPACT ASSESSMENT

Perth Festival attracts visitors to Perth City and surrounding areas, stimulating spending and economic activity that would not have occurred otherwise. The following section examines the 2022 Festival's economic impact, based on audience and artist expenditure, accommodation expenditure and organisational spend.

For the third year in a row, COVID-19 related travel restrictions have impacted tourism to and within Western Australia. Border changes prior to the Festival made it a volatile time for planning, but despite this, the Festival had a broad demographic reach.



Stella Donnelly Photo: Danica Zuks

AUDIENCE EXPENDITURE

Perth Festival's post-event survey asks attendees to identify how much they spent before, during and after their visit to a Festival event. This information helps organisers to understand the amount of spend generated in the area due to the event.

To assess overall economic impact, it is essential to measure the proportion spent regardless of the event versus the unique spending due to the event being on. To enable this, attendees are asked what they would have done if they had not gone to Perth Festival.

The responses are used to calculate the additionality adjustment - that is, the percentage of spending that is considered additional.

Patron expenditure data has been used to calculate averages across the four key programs as referenced by this report.

In 2022, a total of 143,665 attendees attended a Perth Festival event. This figure includes all attendance from the Festival's diverse program of theatre, music, dance, literature and films. It also incorporates visits to free and visual arts events.

Audience Event Expenditure Summary

	PERFORMANCE & FREE PROGRAM	LITERATURE & IDEAS	LOTTERYWEST FILMS	TOTAL
Average Spending	\$64	\$62	\$35	
Additionality Adjustment	80%	71%	81%	
Attendance	81,775*	7,695	54,195	143,665
Total Direct Impact	\$4,163,556	\$338,197	\$1,543,675	\$6,045,428

* Includes attendance at free, contemporary music program, and visual arts events. Attendance accurate as of 27 March 2022, with some Festival shows still running. Attendance is assumed to be a conservative figure due to some programs still being in progress when the number was captured on 27 March 2022.

Respondents were also asked whether they stayed overnight as a result of their visit to Perth Festival, and if so, how much they were spending on accommodation per night, per person. The value of total accommodation spend has been calculated based on the share of staying visitors, the average per night spend on accommodation and the length of stay. Average spend per night and average nights stayed are pooled averages across all Festival responses.

Accommodation Expenditure Summary

	TOTAL
Percentage of Staying Visitors	3.3%
Number of Staying Visitors	2,711
Average Nights Stayed	3.6
Average Spending Per Night	\$85
Additionality Adjustment	65%
Total Direct Impact	\$535,846

ARTIST EXPENDITURE

Perth Festival 2022 engaged a total of 630 individual artists. Despite COVID-19 related travel restrictions in place at the time, 45 artists travelled to the Festival from interstate and 6 travelled from overseas.

Artists were asked to indicate their average expenditure per day while in Perth, as well as how many nights they stayed as part of their visit. It is assumed that these artists would not have otherwise been in Perth, so no additionality adjustment has been applied to artist spend.

Artist Expenditure Summary

	INTERSTATE	OVERSEAS	TOTAL
Number of Artists	45	6	51
Average Nights Stayed			9.9
Average Daily Expenditure Per Artist			\$109
Total Direct Impact	\$48,560	\$6,475	\$55,034

ORGANISATION EXPENDITURE

The organisational expenditure of Perth Festival makes a significant contribution to the overall economic impact of the Festival. Spending on contractors, artists and suppliers directly injects money into the State economy.

Wages and other associated costs also result in the generation of further economic impacts through employee expenditure.

Organisation Expenditure Summary

	TOTAL
Total Cost of Sales	\$7,224,119
Portion Spent in WA	\$5,405,423
Total Expense	\$6,135,600
Portion Spent in WA	\$5,530,438
Total Organisation Expenditure	\$13,359,720
Total Spent in WA	\$10,935,861



Sounds of Sunset Photo: Court McAllister

IMPACT SUMMARY

The total expenditure as a direct result of Perth Festival also benefits a range of sectors as it flows through the economy. For example, customer spending at venues is then further spent on things such as supplies or staff wages. A simplified

method of estimating this involves applying a multiplier to Direct Economic Impact. For this analysis, output multipliers derived from industry-specific ABS Input-Output Tables 2012-13¹ have been applied to total direct expenditure.

	DIRECT ECONOMIC IMPACT	MULTIPLIER	TOTAL MULTIPLIED IMPACT
Audience Spending	\$6,581,273		\$19,126,224
Event Spending ²	\$6,045,428	2.92	\$17,652,649
Accommodation Spending ³	\$535,846	2.75	\$1,473,575
Artist Spending ²	\$55,034	2.92	\$160,700
Organisation Spending ⁴	\$13,359,720	2.67	\$35,670,452
Total	\$19,996,027		\$54,957,376

¹ Input-Output tables provide information about supply and disposition of commodities in the Australian economy as well as the structure and inter-relationships between industries. The National Input-Output tables 2012-13 were used to derive total multipliers, which consider the total supply-chain of Bureau of Statistics, Australian National Accounts: Input-Output Tables, 2012-13, cat. no. 5209.0.55.001, viewed 1 July 2019

² Audience (Event) and Artist Spending scaled by 2.92, the average of the national Food & Beverage Output Multiplier (2.9%) and Retailer Output Multiplier (2.88)

³ Accommodation expenditure scaled by the national Accommodation Output Multiplier (2.75)

⁴ Organisation expenditure scaled by the national Heritage, Creative and Performing Arts Output Multiplier (2.67)

TOURISM IMPACT SUMMARY

Further analysis was conducted to measure the specific direct impact of tourists due to their Perth Festival visit. This combines the expenditure of their visits to Perth Festival events with the expenditure of their entire stay in WA.

Based on survey data, it is estimated that 327 unique interstate or overseas visitors attended Perth Festival events. In addition, 55 Western Australians indicated that they would have done something elsewhere outside of WA if they had not attended Perth Festival. This represents new spending directly coming into the state from outside of WA, as well as WA-based spending that would have left the state

if not for Perth Festival. This escape spending has been classified as 'Interstate Leakage'.

By applying the average number of event visits figures for tourist visitors, the unique attendance of tourists is calculated. Average spend-per-day is a conservative summation of accommodation spend and daily spend. Direct tourism expenditure from attendees is assessed based on unique visits, multiplied by tourist average spend per day. This is added to the direct expenditure from travelling artists to calculate a total direct expenditure of tourism.

COVID-19 Pandemic

Due to the ongoing impacts of the COVID-19 pandemic worldwide, including local travel and capacity related restrictions in place at the time of the Festival, tourism impact is expected to be limited. As the calculations below show, a smaller proportion of people from interstate and overseas were in Perth at the time of the event than would typically be accurate.

	INTERSTATE LEAKAGE	INTERSTATE	OVERSEAS	TOTAL
Tourist Attendance	98	277	302	677
Average Event Visits	1.77	1.77	1.77	
Tourist Unique Attendance	55	156	171	383
Tourist Average Nights Stayed*	8.7	9.7	8.0	
Tourist Average Spend Per Day*	\$261	\$291	\$240	
Accommodation	\$151	\$148	\$153	
Daily Spend	\$110	\$143	\$87	
Total Trip Visitor Nights (Tourists)		1,521	1,367	2,888
Direct Tourism Expenditure (Tourists & WA Locals)	\$125,612	\$443,319	\$328,339	\$897,270
Direct Tourism Expenditure (Artists)		\$48,560	\$6,475	\$55,034
Total Direct Tourism Expenditure	\$125,612	\$491,879	\$334,814	\$952,304

* Estimates derived from Perth Festival 2020 data due to small sample size in 2021/22.

TOURISM ADDITIONALITY

In addition to total expenditure, it is important to calculate the additionality of tourism expenditure. This represents the influence that Perth Festival has on tourists coming to the state, as well as on their daily spending.

Event additionality asks attendees what they would have done otherwise if it was not for their attendance at the event. Spending from attendees that would have otherwise been in the area is therefore discounted because it is assumed they would have spent money regardless of Perth Festival.

Trip additionality asks tourists how much influence Perth Festival had on their decision to visit WA. Tourists that indicated Perth Festival was their primary reason for

attending means that 100% of their total trip spend is attributable to Perth Festival, whereas tourists that were unaware of Perth Festival before visiting WA indicates that Perth Festival is responsible for 0% of their trip spend. A weighted scale of attribution is applied to calculate an overall trip additionality figure.

The table shows the effect of applying additionality on the Direct Tourism Expenditure figures. Direct Tourism Event Impact is a product of unique attendance by average events attended, average event spend and the additionality of what attendees would have done otherwise. Direct Tourism Trip Impact is a product of unique attendance by average nights stayed, average daily spend and the additionality of how much Perth Festival influenced their reason to visit WA.

TOURISM ADDITIONALITY

	ATTRIBUTION	INTERSTATE	OVERSEAS	WEIGHTED AVERAGE
Perth Festival was my main reason for visiting WA	100%	40%	0%	19%
Perth Festival was a contributing factor to my visiting WA	50%	0%	0%	0%
I rescheduled or extended a trip I already had because of Perth Festival	25%	0%	0%	0%
I was already in WA but knew about Perth Festival	5%	40%	43%	42%
I was not aware of Perth Festival before coming to WA	0%	20%	57%	40%
Trip Additionality		42%	2%	21%

TOURISM IMPACT SUMMARY

	INTERSTATE LEAKAGE	INTERSTATE	OVERSEAS	TOTAL
Unique Attendance	55	156	171	383
Average Nights	8.7	9.7	8.0	
Average Events	1.77	1.77	1.77	
Daily Spend	\$261	\$291	\$240	
Event Spend	\$110	\$143	\$87	
Tourism Additionality				
Additionality Adjustment (Event)	100%	86%	67%	
Additionality Adjustment (Trip)	21%	42%	2%	
Direct Audience Event Impact	\$10,772	\$33,985	\$17,618	\$62,374
Direct Audience Trip Impact	\$26,608	\$186,194	\$7,036	\$219,838
Direct Artist Impact		\$48,560	\$6,475	\$55,034
Total Direct Tourism Impact	\$37,379	\$268,738	\$31,128	\$337,246



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