

# AUSTRALIA



THE LIVE PERFORMANCE INDUSTRY GENERATED

**\$1.8 BILLION**  
IN REVENUE  
AND 23 MILLION  
IN ATTENDANCE



THAT'S MORE THAN THE COMBINED ATTENDANCES AT AFL, NRL, SOCCER, SUPER RUGBY, CRICKET AND NBL



SOURCE: AUSTRALIAN STADIUMS AND SPORT (2018), AUSTRALIAN SPORTING ATTENDANCES 2017




REVENUE UP

**32%**

FROM 2016

ATTENDANCE UP

**23%**

FROM 2016



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



TOTAL REVENUE (TICKET SALES)  
**\$1.88 BILLION**



FROM 2008-2017 REVENUE INCREASED

**78%**



FROM 2008-2017 ATTENDANCE INCREASED

**46%**



TOTAL ATTENDANCE (TICKETS ISSUED)

**23.02 MILLION**



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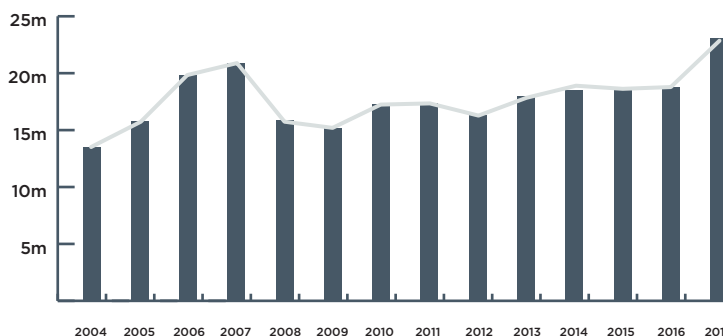
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$826,050,167**
2. MUSICAL THEATRE  
**\$416,802,525**
3. CIRCUS AND PHYSICAL THEATRE  
**\$116,542,574**

TOTAL REVENUE (2004-2017)



TOTAL ATTENDANCE (2004-2017)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC  
**8,464,739**
2. MUSICAL THEATRE  
**4,041,827**
3. FESTIVALS (MULTI CATEGORY)  
**1,866,148**



EVERY STATE AND TERRITORY EXPERIENCED AN INCREASE IN TICKET REVENUE AND ATTENDANCE



CONTEMPORARY MUSIC IS THE LARGEST ARTFORM IN THE INDUSTRY, GENERATING **44%** OF NATIONWIDE REVENUE AND **37%** OF ATTENDANCE FOR LIVE PERFORMANCE EVENTS. IT ALSO RECORDED THE HIGHEST INCREASE IN REVENUE (**88%**) AND ATTENDANCE (**50%**) OF ANY ARTFORM.

