Regional and Metropolitan Venues and Australia Council Key Organisations

Supplementary Ticket Attendance and Revenue Survey 2013

Live Performance Australia

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Building a better working world

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Key findings

Background

This report presents the findings of the supplementary survey of ticket attendances and revenues for the Live Performance Industry for the 2013 calendar year. It focusses on small to medium companies and regional and metropolitan venues. This is the first time that a supplementary survey has been undertaken. This study follows on from the 2013 ticketing study previously published by LPA in partnership with EY, and provides additional data for performances not previously reported.

For this supplementary survey, EY compiled data from the following organisations:

- Australia Council for the Arts – Key Organisations data (small to medium companies)
- The Australian Performing Arts Centre Association (APACA) – Regional and metropolitan venue data

This report provides a snapshot of the venues and organisations that provided data (see Appendix A for full list). It is important to note that the data included is not a comprehensive survey of regional and metropolitan venues, as only 21 APACA member venues out of a total of 108 non capital city member venues provided data.

The Live Performance Industry encompasses performances, productions, previews or concerts that are performed in front of a live audience. Our analysis in this report groups events into 12 distinct categories based on the type of art form.

Overall results

In 2013, approximately 737,000 tickets were issued to 5,100 live entertainment performances in Australia at regional and metropolitan venues and through the Australia Council's Key Organisations, generating revenue of $20.50 million.

These 737,000 tickets are in addition to the 17.93 million tickets that were included in the 2013 Ticketing Survey data. Overall for 2013, 18.66 million tickets were issued to live performance events in Australia. This brings total revenue for ticket sales to $1.50 billion in 2013.

Table ES1 summarises revenue, tickets and average ticket price for 2013.

Table ES1: Total revenue, attendance and average ticket price (2013)

	Revenue ($)	Total tickets*	Average ticket price ($)**
Supplementary data	$20,501,840	736,758	$33.65
Previous data for 2013	$1,478,976,893	17,926,626	$92.16
Total for 2013	$1,499,478,733	18,663,384	$90.02

**Based on both paid and unpaid tickets ** Average ticket prices are calculated based on paid tickets only.*

Results by event category

Compared to the 2013 Ticket Attendance and Revenue Survey, there is a more even spread of revenues and attendances across categories as the supplementary data does not include major concert tours and musical productions in capital cities.

Table ES2 provides a breakdown of the 2013 supplementary data by category based on share of gross revenue, total attendance and average ticket prices

Table ES2: Supplementary revenue and attendances by category (2013)

Category	Revenue	Share of industry	Tickets*	Share of industry	Average ticket price**
Ballet and Dance	$1,239,210	6.0%	53,301	7.2%	$28.15
Children's/Family	$1,293,481	6.3%	101,868	13.8%	$15.95
Circus and Physical Theatre	$445,557	2.2%	19,750	2.7%	$27.66
Classical Music	$2,085,248	10.2%	72,647	9.9%	$36.86
Comedy	$1,640,244	8.0%	44,377	6.0%	$39.22
Contemporary Music	$5,676,178	27.7%	150,063	20.4%	$41.58
Festival (Multi Category)	$69,823	0.3%	2,703	0.4%	$29.70
Festival (Single Category)	$1,537,264	7.5%	38,451	5.2%	$55.62
Musical Theatre	$985,023	4.8%	39,211	5.3%	$26.78
Opera	$384,166	1.9%	11,303	1.5%	$41.98
Special Events	$173,053	0.8%	7,960	1.1%	$31.62
Theatre	$4,972,505	24.3%	195,125	26.5%	$32.78
Total	$20,501,750	100%	736,758	100%	$33.65

**Based on both paid and unpaid tickets ** Average ticket prices are calculated based on paid tickets, with the exception of regional and metropolitan venues. Regional and metropolitan venues do not provide information on paid/unpaid tickets. As a result, some unpaid tickets are likely to be included and the average ticket price is likely to be underestimated.*

The top 5 categories by revenue and attendance are a reflection of the type of works produced by Key Organisations, and the type of shows touring regionally (Table ES3). Consistent with the 2013 ticketing survey data, Classical Music, Contemporary Music and Theatre all appear in the top 5 categories in the industry. However, there are some differences. In particular, Theatre's share of attendance and revenue in the supplementary data is significantly higher compared to the 2013 ticket survey data, with Theatre accounting for 24.3% of total attendance, mainly due to attendances at regional and metropolitan venues. This is markedly different to the attendance results in the main 2013 Ticket Attendance and Revenue Survey data, where Theatre accounted for 10.3% of total attendances.

There are also some differences between the top five for revenue and the top five for attendance. Classical Music and Contemporary Music ranked higher on revenue than on attendance due to the high average ticket prices in these categories. On the other hand, Children's/Family and Ballet and Dance events ranked in the top five on attendances, but a low average ticket price meant these categories dropped out of the top five on revenue.

TableES3: Top 5 categories - Revenue and attendance

	Revenue				Attendance			
	Category	Total revenue	Industry share	Average ticket price	Category	Total attendance	Industry share	Average ticket price
1	Contemporary Music	$5,676,178	27.7%	$41.58	Theatre	195,125	26.5%	$32.78
2	Theatre	$4,972,505	24.3%	$32.78	Contemporary Music	150,063	20.4%	$41.58
3	Classical Music	$2,085,248	10.2%	$36.86	Children's/Family	101,868	13.8%	$15.95
4	Comedy	$1,640,244	8%	$39.22	Classical Music	72,647	9.9%	$36.86
5	Festivals (Single Category)	$1,537,264	7.5%	$55.62	Ballet and Dance	53,301	7.2%	$28.15

1. Introduction

1.1 Scope of work

Ernst & Young (EY) has been engaged by Live Performance Australia (LPA) to undertake a supplementary survey of ticket attendances and revenues for the Live Performance Industry for the 2013 calendar year, focussing on small to medium companies and regional and metropolitan venues. This is the first time that a supplementary survey has been undertaken.

This study follows on from the 2013 Ticket Attendance and Revenue Survey previously published by LPA in partnership with EY, and provides additional data for performances not previously reported. Due to constraints around how quickly the data can be provided to EY, it is anticipated that two reports will need to be produced each year.

The Live Performance Industry encompasses performances, productions, rehearsals or concerts that are performed in front of a live audience. The scope of our work included:

- Coordinating the collection of the ticket sales and revenue data ("supplementary survey data") from small to medium companies and regional and metropolitan venues in the Live Performance Industry in Australia
- Compiling the 2013 supplementary survey data on an overall basis, by state and by event category
- Performing an analysis of the supplementary survey data on an overall basis, by state and by event category.

1.2 Approach

For this supplementary survey, EY compiled data from the following organisations:

- Australia Council for the Arts – Key Organisations data (small to medium companies)
- The Australian Performing Arts Centre Association (APACA) – Regional and metropolitan venue data.

These organisations and venues were identified by LPA and provided both gross revenue and attendance data to EY for the 2013 calendar year. This data is collectively referred to as the 'supplementary data' throughout this report. Gross revenue comprised revenue sourced from paid tickets and subscription revenues (i.e. it excludes sponsorships); while the attendance data provided and applied in the analysis included both paid and non-paid tickets[1].

The companies and venues that were covered in the survey are listed in Appendix A. One venue was excluded from the supplementary data received because it was already captured in the 2013 Ticket Attendance and Revenue Survey[2]. This was to avoid double counting of revenue and attendance data.

Ticketing data was assigned by the Australia Council Key Organisations and APACA venues to event categories based on the guidelines established between LPA and these organisations. Table 1 presents a description of these event categories.

[1] Non-paid tickets include complimentary/sponsor/zero price tickets which are defined as those tickets that are given away for free or as part of contractual, sponsorship or sales incentive agreements. It may also include tickets with an undetermined value at the time of issue, providing the ticket is generated with a zero price.
[2] Araluen Arts Centre was the only excluded venue.

Table 1: Category descriptor guide (2013)

Category	Description
Ballet and Dance	Traditional forms, Ethnic dance, Folk dance, Ballet, Ballroom, Latin dance, Liturgical dance, Modern dance, Ballet, Tap, and Breakdancing
Children's/Family	Live entertainment for children, Interactive performances for children and Workshops for children
Circus and Physical Theatre*	Physical Theatre, Circus and Burlesque
Classical Music	Any of the following in classical/contemporary art (i.e. current, but not 'pop') style: Orchestral music, Chamber music, Choirs and choral music, Recitals, and Singing/playing. All styles of the following: Sacred music and Traditional music/ethnic music/world music
Comedy*	Stand up, comedy performances (but not Comedy plays)
Contemporary Music^	All forms of the following, performed by any type of ensemble or soloist (including any ensemble/chorus/solo musicians advertising a program which is exclusively one of the following categories, e.g. 'pop' or 'jazz,' as in The Australian Jazz Orchestra): Pop, Jazz, Blues, Country, Rock, Folk, Soul, R&B, Techno, Hip hop, Rap, Heavy Metal, and Electronic Dance Music
Festivals (Multi-Category)	Festivals/events which contain a number of different types of events which fall into two or more categories
Festivals (Single-Category)	Festivals/events which contain a number of events but which fall into one category only
Musical Theatre	Staged productions which include music/drama/movement in popular form, primarily (but not limited to): Musicals, Cabarets in cabaret mode/style
Opera	Theatrical presentations in which a dramatic performance is set to music in classical or contemporary art style: Opera and Operetta (includes Gilbert and Sullivan)
Special Events	Unique presentations which do not fall into any other category
Theatre	Script based theatre, Drama, Comedy theatre, Mime and Plays

**These categories were introduced in 2009*
^This category was renamed in 2011, having been named "Non-Classical Music" in prior years

The Australia Council for the Arts provided data to EY directly, while APACA distributed a data template to its member venues which was returned to EY. Confidentiality of individual data is of paramount importance. As such, and consistent with our agreed approach, EY have not revealed disaggregated raw survey data or event specific revenue or ticketing data in the contents of this report.

While our scope of works did not include a detailed review of all data to determine the appropriateness of event category allocations, where obvious anomalies were identified, EY queried the data with the relevant survey participants and where appropriate amendments were made.

1.3 Limitations

As with previous studies, data on ticket revenues and attendances for the Live Performance Industry was limited to that provided by the survey participants. For this supplementary study, the data was limited to previously under-represented performances in regional and metropolitan venues and by small to medium sized organisations. This report provides a snapshot of the venues and organisations that provided data (see Appendix A for full list). It is important to note that the data included is not a comprehensive survey of regional and metropolitan venues, as only 21 APACA member venues out of a total of 108 non capital city member venues provided data. Whilst attempts have been made to remove data that was previously captured in the 2013 ticketing survey, it was not possible to match individual performances as the regional and metropolitan data provided was aggregated at the venue level.

2. Ticket attendance and revenue results

In 2013, approximately 737,000 tickets were issued to 5,100 live entertainment performances in Australia at regional and metropolitan venues and through the Australia Council's Key Organisations, generating revenue of $20.50 million.

These 737,000 tickets are in addition to the 17.93 million tickets that were included in the 2013 Ticketing Survey data. Overall for 2013, 18.66 million tickets were issued to live performance events in Australia. This brings total revenue for ticket sales to $1.5 billion in 2013 (comprised of $0.025 billion from the Supplementary Survey and $1.48 billion from the 2013 Ticketing Survey).

Table 2 summarises revenue, tickets and average ticket price for 2013.

Table 2: Total revenue, attendance and average ticket price (2013)

	Revenue ($)	Total tickets*	Average ticket price ($)**
Supplementary data	$20,501,840	736,758	$33.65
Previous data for 2013	$1,478,976,893	17,926,626	$92.16
Total for 2013	$1,499,478,733	18,663,384	$90.02

**Based on both paid and unpaid tickets ** Average ticket prices are calculated based on paid tickets only.*

Figures 1 and 2 illustrate the breakdown between the two sets of ticketing data. Although the supplementary data accounts for 4% of total attendance, it accounts for only 1% of the total revenue. This is on account of the substantially lower average ticket price for regional and metropolitan venues and Australia Council Key Organisations.

Figure 1: Share of total revenue (2013)

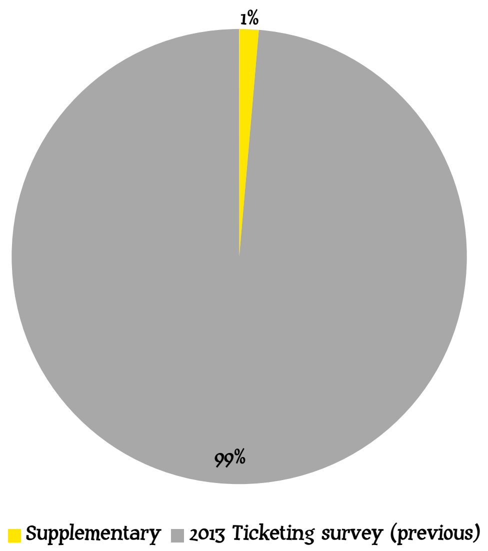
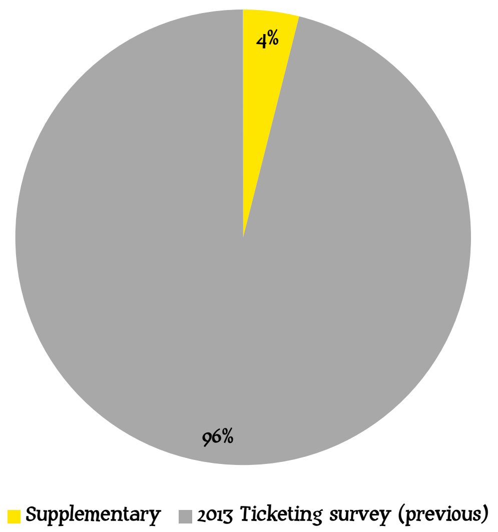


Figure 2: Share of total attendances (2013)



3. Category analysis

3.1 Overall highlights

This section presents the largest categories by revenue and attendance (Table 3).

Table 3: Top 5 categories - Revenue and attendance

	Revenue				Attendance			
	Category	Total revenue	Industry share	Average ticket price	Category	Total attendance	Industry share	Average ticket price
1	Contemporary Music	$5,676,178	27.7%	$41.58	Theatre	195,125	26.5%	$32.78
2	Theatre	$4,972,505	24.3%	$32.78	Contemporary Music	150,063	20.4%	$41.58
3	Classical Music	$2,085,248	10.2%	$36.86	Children's/Family	101,868	13.8%	$15.95
4	Comedy	$1,640,244	8%	$39.22	Classical Music	72,647	9.9%	$36.86
5	Festivals (Single Category)	$1,537,264	7.5%	$55.62	Ballet and Dance	53,301	7.2%	$28.15

The top 5 categories by revenue and attendance are a reflection of the type of works produced by Key Organisations, and the type of shows touring regionally.

This trend is relatively consistent with the 2013 Ticket Attendance and Revenue Survey, with Classical Music, Contemporary Music and Theatre all appearing in the top 5 categories. However, there are some differences between the 2013 Ticket Attendance and Revenue Survey data and the supplementary survey. Notably, the shares of industry attendance and revenue differ because large scale Contemporary Music and Musical Theatre performances are not presented as often in regional venues. In particular, revenue and attendances from the Theatre category in the supplementary data are significantly higher compared to the 2013 ticket survey data, with Theatre accounting for 24.3% of total attendance, mainly due to attendances at regional and metropolitan venues. This is markedly different to the attendance results in the main 2013 Ticket Attendance and Revenue Survey data, where Theatre accounted for 10.3% of total attendances.

There are also some differences between the top five for revenue and the top five for attendance. Classical Music and Contemporary Music ranked higher on revenue than on attendance due to the high average ticket prices in these categories. On the other hand, Children's/Family and Ballet and Dance events ranked in the top five on attendances, but a low average ticket price meant these categories dropped out of the top five on revenue.

3.2 Category analysis

This section presents an analysis for each of the 12 event categories, as defined in Table 1. Table 4 on the next page provides a breakdown of the 2013 supplementary data by category based on share of gross revenue, total attendance and average ticket prices. This data is also depicted in Figure 3 and Figure 4 over the page.

Compared to the 2013 Ticket Attendance and Revenue Survey, there is a more even spread of revenues and attendances across categories as the supplementary data does not include major concert tours and musical productions in capital cities. In particular, the Children's and Family category has a much larger share of revenue and attendance in the supplementary data. Conversely, the contemporary music category has a much smaller share of revenue in the supplementary data.

Table 7 provides an additional breakdown of the survey data by category, based on the number of performances in each category, which is also depicted in Figure 7.

Table 4: Supplementary revenue and attendances by category (2013)

Category	Revenue	Share of industry	Tickets*	Share of industry	Average ticket price**
Ballet and Dance	$1,239,210	6%	53,301	7.2%	$28.15
Children's/Family	$1,293,481	6.3%	101,868	13.8%	$15.95
Circus and Physical Theatre	$445,557	2.2%	19,750	2.7%	$27.66
Classical Music	$2,085,248	10.2%	72,647	9.9%	$36.86
Comedy	$1,640,244	8%	44,377	6%	$39.22
Contemporary Music	$5,676,178	27.7%	150,063	20.4%	$41.58
Festival (Multi Category)	$69,823	0.3%	2,703	0.4%	$29.70
Festival (Single Category)	$1,537,264	7.5%	38,451	5.2%	$55.62
Musical Theatre	$985,023	4.8%	39,211	5.3%	$26.78
Opera	$384,166	1.9%	11,303	1.5%	$41.98
Special Events	$173,053	0.8%	7,960	1.1%	$31.62
Theatre	$4,972,505	24.3%	195,125	26.5%	$32.78
Total	$20,501,750	100%	736,758	100%	$33.65

**Based on both paid and unpaid tickets ** Average ticket prices are calculated based on paid tickets, with the exception of regional and metropolitan venues. Regional and metropolitan venues do not provide information on paid/unpaid tickets. As a result, some unpaid tickets are likely to be included and the average ticket price is likely to be underestimated.*

Figure 3: Gross revenue by category (2013)

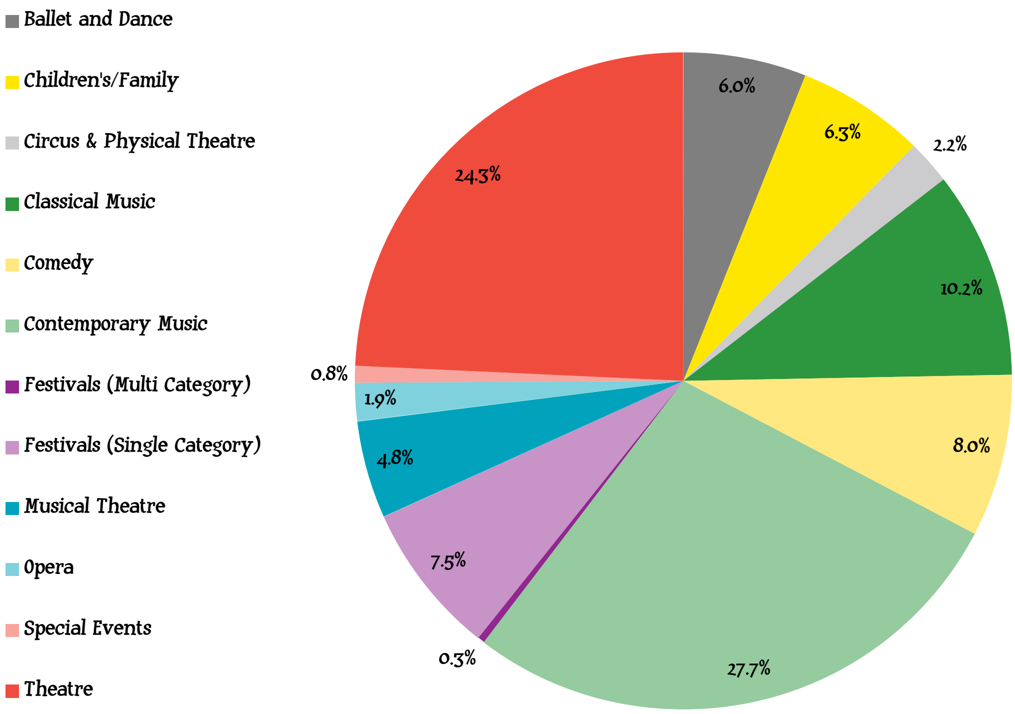


Figure 4: Total attendance by category (2013)

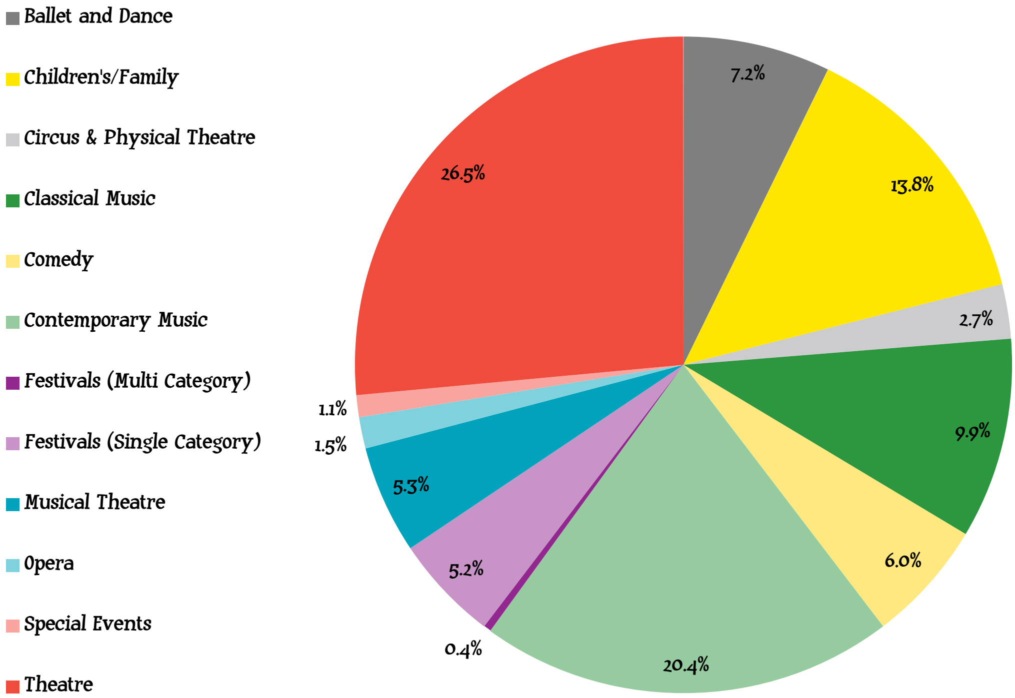
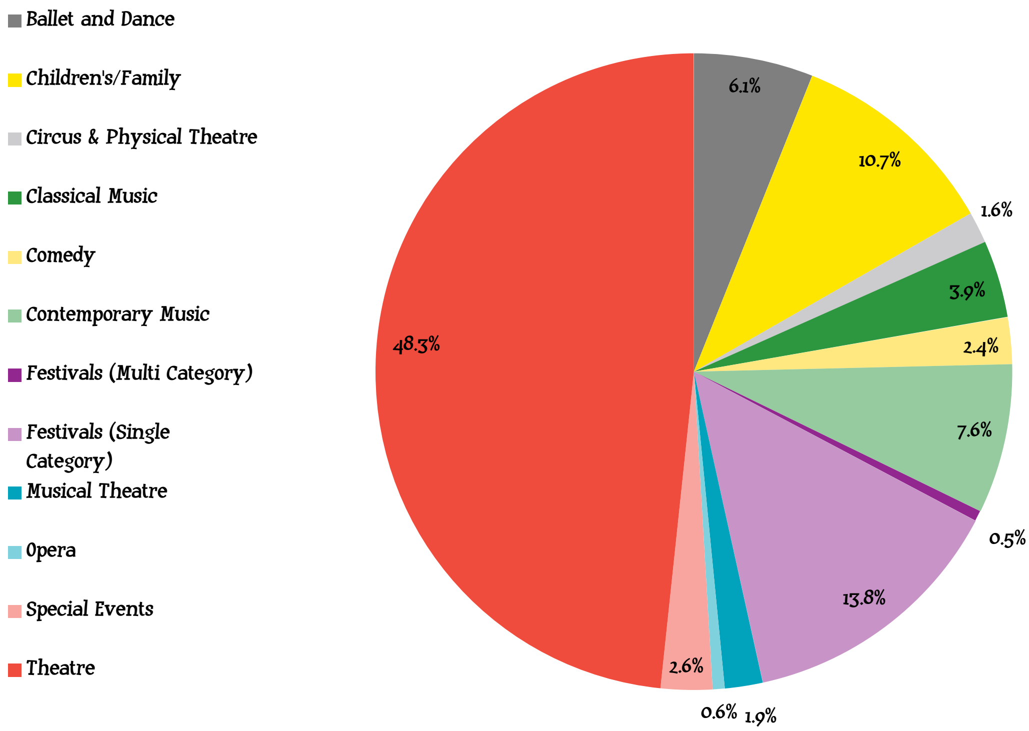


Table 7: Supplementary performances by category (2013)

Category	Number of performances	Share of industry	Average revenue per performance	Average attendance per performance
Ballet and Dance	309	6.1%	$4,010	172
Children's/Family	544	10.7%	$2,378	187
Circus and Physical Theatre	82	1.6%	$5,434	241
Classical Music	200	3.9%	$10,426	363
Comedy	121	2.4%	$13,556	367
Contemporary Music	387	7.6%	$14,667	388
Festival (Multi Category)	27	0.5%	$2,586	100
Festival (Single Category)	703	13.8%	$2,187	55
Musical Theatre	98	1.9%	$10,051	400
Opera	31	0.6%	$12,392	365
Special Events	133	2.6%	$1,301	60
Theatre	2,465	48.3%	$2,017	79
Total	5,100	100%	$4,020	144

Figure 7: Number of performances by category (2013)



3.3 Ballet and Dance

There were 309 performances in the Ballet and Dance category in 2013, which drew attendance of 53,301 and generated revenue of $1.24 million. The Ballet and Dance category's share of attendance is slightly higher than its share of revenue, which may be attributed to a ticket price ($28.15) which is lower than the average across all categories ($33.65).

The average attendance per performance was 172, above the industry average of 144. However, a lower than industry average ticket price, results in an average revenue per performance ($4,010) being similar to the industry average ($4,020).

In terms of revenue, the largest regional and metropolitan venues included Empire Theatre, Frankston Arts Centre and Theatre Royal (Hobart). Australia Council Key Organisations generated 35% of revenue for this category, with notable organisations being Expressions Dance Company and Chunky Move. Other Key Organisations that presented a high number of performances in this category included Tasdance, The Blue Room and Dancehouse.

3.4 Children's and Family

The Children's and Family category drew attendance of 101,868 and generated revenue of $1.29 million. Its share of industry revenue (6.3%) is very low given its share of industry attendance (13.8%), due to its low average ticket price ($15.95) and a high proportion of unpaid tickets (20.4% compared to the industry average of 17.8%).

There were 544 performances in the Children's and Family category. Average attendance at each performance was 187, generating average revenue of $2,378.

In terms of revenue, the largest regional and metropolitan venues included Frankston Arts Centre and Geelong Performing Arts Centre. Key Organisations in South Australia also made a notable contribution to this category, with performances by Windmill Theatre and Patch Theatre Company.

3.5 Circus and Physical Theatre

The Circus and Physical Theatre category drew attendance of 19,750 and generated revenue of $445,557. Overall, this category has a 2.2% share of industry revenue and a 2.7% share of industry attendance, making it one of the smaller categories in this survey.

This category staged 82 performances, with average attendance of 241 per performance and average revenue of $5,434 per performance.

Regional and metropolitan venues generated most of the attendance and revenue in this category. Riverside Theatre was the key contributor, followed by Theatre Royal (Hobart).

3.6 Classical Music

The Classical Music category attracted 72,647 attendances and generated $2.09 million in revenue which is quite sizeable given its high proportion of unpaid tickets (22.1%). This was achieved through a high average ticket price ($36.86) which compensated for the high number of unpaid tickets.

The Classical Music category staged 200 performances. With average attendance of 363 per performance and average revenue of $10,426 per performance, it is one of the higher yielding categories.

Three Australia Council Key Organisations, namely Canberra Symphony Orchestra, Darwin Symphony Orchestra and The Song Company staged very successful performances and contributed a substantial amount of revenue for this category. Other Key Organisations producing Classical Music include the Australian String Quartet and Gondwana Choirs.

3.7 Comedy

The Comedy category drew attendance of 44,377 and generated $1.64 million in revenue. This category is ranked fourth in terms of industry revenue, due to a high average ticket price ($39.22) and few unpaid tickets (5.8% of total attendance).

This category staged 121 performances, which generated average revenue of $13,556 per performance due to high attendance rates of 367 per performance, making it one of the top performing categories.

Regional and metropolitan venues generated the vast majority of revenue and attendance for this category. Notable venues include Empire Theatre (Toowoomba), Mandurah Performing Arts Centre, Theatre Royal (Hobart), Frankston Arts Centre and Geelong Performing Arts Centre.

3.8 Contemporary Music

The Contemporary Music category drew attendance of 150,063 and generated revenue of $5.68 million. This made it the biggest category of the supplementary data in terms of revenue, and the second most popular category in terms of attendance (after the Theatre category). Average ticket prices in this category ($41.58) are also substantially higher than the industry average ($33.99).

Contemporary music staged a total of 387 performances. On average, each performance drew attendance of 388 and generated revenue of $14,667, the highest average revenue across the industry.

In terms of revenue, the largest venues included Empire Theatre (Toowoomba) and Geelong Performing Arts Centre. The Key Organisations accounted for a relatively small portion of revenue and attendance in this category, reflecting the low level of government funding provided to contemporary music.

3.9 Festivals (Multi-Category)

Perhaps not surprising given the data set, Multi Category Festivals was the smallest category, with only 27 performances. The category attracted 2,703 attendances and generated less than $70,000 in revenue, which meant that Multi Category Festivals had a 0.3% share of industry revenue and 0.4% share of industry attendance. The slightly weaker revenue result is due to a large percentage of unpaid tickets (13.0% of total attendance) and lower than average ticket prices ($29.70). This category also had low average attendance (100) and revenue ($2,586) per performance.

Regional and metropolitan venues generated the majority of revenue and attendance for this category. Key organisations also presented performances, most notably *600 Seconds*, hosted by the Blue Room Theatre.

3.10 Festivals (Single-Category)

Single Category Festivals attracted 38,451 attendances and generated $1.54 million in revenue. This category had the highest average ticket price ($55.62), resulting in a higher share of industry revenue compared to attendance.

Single Category Festivals staged 703 performances, well above the industry average of 425. However, low average attendance per performance (55) and the high proportion of unpaid tickets (28.1%), brought average revenue per performance down to $2,187.

Key Organisations contributed to the vast majority of revenue and attendance for Single Category Festivals, with notable events being Wangaratta Jazz and Blues Festival and the Australian Festival of Chamber Music.

3.11 Musical Theatre

The Musical Theatre category drew attendance of 39,211 and generated revenue of $985,023, making it one of the smaller categories in this survey, in contrast to the main survey. $26.78 is the average ticket price for performances in the Musical Theatre category, which is substantially lower than the industry average of $33.99. This category also has a low proportion of unpaid tickets (6.2%).

This category only staged 98 performances, well below the average of 425, however these performances had the highest average number of attendees in the industry (400), generating an average of $10,051 in revenue.

Main contributors of revenue in this category were Empire Theatre (Toowoomba) and Mandurah Performing Arts Centre, while the Key Organisations generated no revenue in this category.

3.12 Opera

The Opera category drew attendance of 11,303 and generated $384,166 in revenue, equating to 1.9% and 1.5% of total revenue and attendance respectively. While it is one of the smallest categories in this survey, opera performances have the second highest average ticket prices ($41.98) across the industry. 19.0% of tickets in this category were unpaid, which is just above the average of 17.8%.

This category only staged 31 performances, but those performances attracted an average of 365 attendees per performance, one of the highest figures in the industry. Aided by high ticket prices, the Opera category was able to generate average revenue of $12,392 per performance, which is the third highest figure in the industry.

The majority of revenue and attendance were generated by regional and metropolitan venues, as very few opera companies are funded as Key Organisations. In particular, Theatre Royal made a significant contribution to this category in Tasmania.

3.13 Special Events

The Special Events category drew attendance of 7,960 and generated revenue of $173,053. This is the smallest category in the data set, accounting for only 0.8% of industry revenue and 1.1% of industry attendance. Its proportion of unpaid tickets is also very high, at 31.2%. This category is particularly variable as it is highly dependent on whether performances take place that cannot be classified into other categories.

Only 133 performances were staged in the Special Events category. Each performance attracted average attendance of 60 and average revenue of $1,301, making this category one of the poorest performing categories in the industry on these measures.

Metropolitan and regional venues accounted for the majority of revenue and attendance in this category. Key Organisations also staged some events in this category, including *Sea Inside* at the Blue Room Theatre and *SONG*, presented by Ranters Theatre.

3.14 Theatre

The Theatre category drew attendance of 195,125 and generated $4.97 million in revenue, making it the second highest grossing category in terms of revenue, and the most popular category in terms of attendance. Low average ticket prices of $32.78 may also have assisted in the demand for Theatre performances, offsetting a high proportion of unpaid tickets (22.3%).

This category also staged the highest number of performances (2,465), which account for 48.3% of the total number of performances staged. However, average revenue per performance ($2,017) and average attendance per performance (79) are well below the industry averages.

Key Organisations produced most of the revenue for this category, with notable contributors being Barking Gecko Theatre Company and La Boite Theatre. Whitehorse Centre and Geelong Performing Arts Centre also made a significant contribution.

4. Disclaimer

This report was prepared at the request of Live Performance Australia solely for the purposes of publishing the Supplementary Ticket Attendance and Revenue Survey Report 2013 and it is not appropriate for use for other purposes.

Other persons accessing this report should do so for their general information only as EY has only acted for, and advised Live Performance Australia, and has not acted for or advised anyone else in respect of the contents of this report.

This report should not be taken as providing specific advice on any issue, nor may this report be relied upon in any way by any person other than Live Performance Australia.

The report has been constructed based on information for the year ended 31 December 2013, and which has been provided by organisation and venues outlined in Appendix A of this Report. Since this date, material events may have occurred since completion which is not reflected in the report.

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Appendix A: Survey Participants

APACA regional and metropolitan venues

New South Wales
Dubbo Regional Theatre
The Joan Sutherland Performing Arts Centre
Lennox Theatre – Riverside Theatres
NIDA Parade Theatre
Rafferty's Theatre – Riverside Theatres
Riverside Theatre
Sutherland Entertainment Centre

Victoria
The Cube Wodonga
Frankston Arts Centre
Geelong Performing Arts Centre
Kyneton Town Hall
Riverlinks Venues
Wangaratta Performing Arts Centre
Whitehorse Centre

Queensland
Empire Theatre Toowoomba
Riverway Arts Centre

Western Australia
Mandurah Performing Arts Centre

Tasmania
Burnie Arts & Function Centre
Devonport Entertainment Centre
Theatre Royal

Northern Territory
Araluen Arts Centre

Note:

APACA has 108 venue members that are not already included in the Annual Ticket Attendance and Revenue Survey . Survey responses were received from 21 member venues. In addition, one of the venues that provided data was excluded because their data was previously captured in the 2013 ticketing survey[3]. Overall, a reduced data set of 20 venues was used in this study. This represents 5% of the member venues invited to contribute data to the Supplementary Survey.

[3] Araluen Arts Centre was the only excluded venue.

Australia Council Key Organisations

Australian Children's Performing Arts Company t/a Windmill
Australian Dance Theatre
Australian Festival of Chamber Music North Queensland Ltd
Australian Music Centre Ltd
Australian String Quartet Inc
Australian Theatre for Young People
BalletLab Association Inc
Barking Gecko Theatre Company Ltd
Brink Productions Limited
Canberra Symphony Orchestra Incorporated
Chunky Move Ltd
Circa
Dance North (trading under North Queensland Ballet and Dance Company Limited)
Dancehouse Incorporated
Darwin Symphony Orchestra Incorporated
Ensemble Offspring
Expressions The Queensland Dance Theatre Ltd
Force Majeure
Gondwana Choirs
Griffin Theatre Company Limited
HotHouse Theatre Limited
Ilbijerri Aboriginal and Torres Strait Islander Theatre Co-op
Just Us Theatre Ensemble
Kage Physical Theatre Association Inc
La Boite Theatre Inc
La Mama Inc (VIC)
Liquid Architecture Sound Inc
Lucy Guerin Association Inc
PACT Centre for Emerging Artists Inc
Patch Theatre Company Inc
Performing Arts Centre Society Inc
Performing Lines Limited
PlayWriting Australia
Pro Musica Inc
Ranters Theatre Inc
Red Stitch Actors Theatre Ltd
Restless Dance Theatre Inc
Shaun Parker & Company Ltd
Snuff Puppets Inc
Southern Cross Soloists Music Ltd
Speak Percussion
Stalker Theatre Incorporated
Synergy & TaikOz Ltd
Tasdance Ltd
Terrapin Puppet Theatre Ltd
The Song Company Pty Ltd
Topology Inc
Tracks Inc
Tura New Music Ltd
Wangaratta Festival of Jazz Inc
West Australian Youth Jazz Orchestra Association
Yirra Yaakin Aboriginal Corporation

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