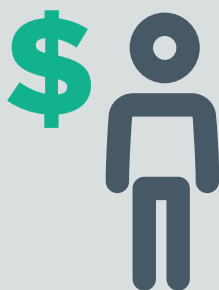


AUSTRALIA



BETWEEN 2020 AND 2021, THE LIVE PERFORMANCE INDUSTRY EXPERIENCED GROWTH IN REVENUE AND ATTENDANCE.

HOWEVER, COVID-19 RESTRICTIONS CONTINUED TO HINDER ACTIVITY, WITH REVENUE AND ATTENDANCE LOWER THAN PRE-COVID LEVELS.



AUSTRALIA SPENT \$26.35 PER PERSON ON LIVE PERFORMANCE EVENTS

REVENUE DOWN



65%

FROM 2019

REVENUE UP



12%

FROM 2020

ATTENDANCE DOWN



54%

FROM 2019

ATTENDANCE UP



40%

FROM 2020



TOTAL REVENUE (TICKET SALES)

\$0.7 BILLION



TOTAL ATTENDANCE (TICKETS ISSUED)

10.9 MILLION

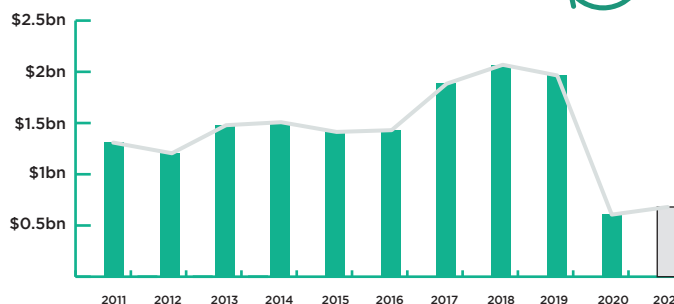




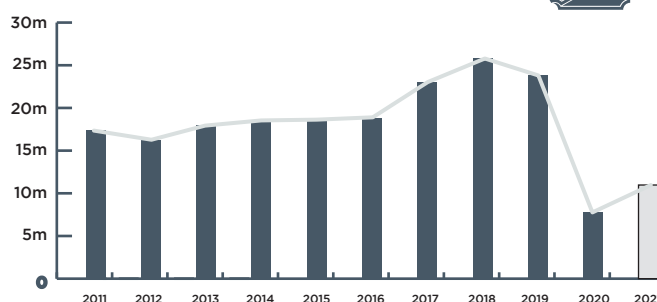
TOP 3 REVENUE

1. MUSICAL THEATRE
\$202 MILLION
2. CONTEMPORARY MUSIC
\$145 MILLION
3. THEATRE
\$53.6 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
2.7 MILLION
2. MUSICAL THEATRE
1.8 MILLION
3. FESTIVALS (MULTI-CATEGORY)
1.6 MILLION



MUSICAL THEATRE COMMANDS THE LARGEST MARKET SHARE OF NATIONWIDE REVENUE **(30%)** AND SECOND LARGEST MARKET SHARE OF ATTENDANCE (16%)



BALLET AND DANCE RECORDED THE HIGHEST CATEGORY INCREASE IN REVENUE **(258%)** BETWEEN 2020 AND 2021. KEY EVENTS INCLUDED *NEW YORK DIALECTS*, *COUNTERPOINTE*, *THE SLEEPING BEAUTY* AND *THE NUTCRACKER*



COMEDY RECORDED THE HIGHEST CATEGORY INCREASE IN ATTENDANCE **(246%)** BETWEEN 2020 AND 2021. KEY EVENTS INCLUDED *MELBOURNE INTERNATIONAL COMEDY FESTIVAL* AND PERFORMANCES BY COMEDIANS SUCH AS *CARL BARRON*, *DANIEL SLOSS*, *HANNAH GADSBY* AND *RUSSELL HOWARD*

