



23 24

ARTAGE
IMPACT REPORT

PREPARED BY CULTURE COUNTS

**FRINGE
WORLD**

**ROOFTOP
MOVIES**

**ROOFTOP
*Encore***

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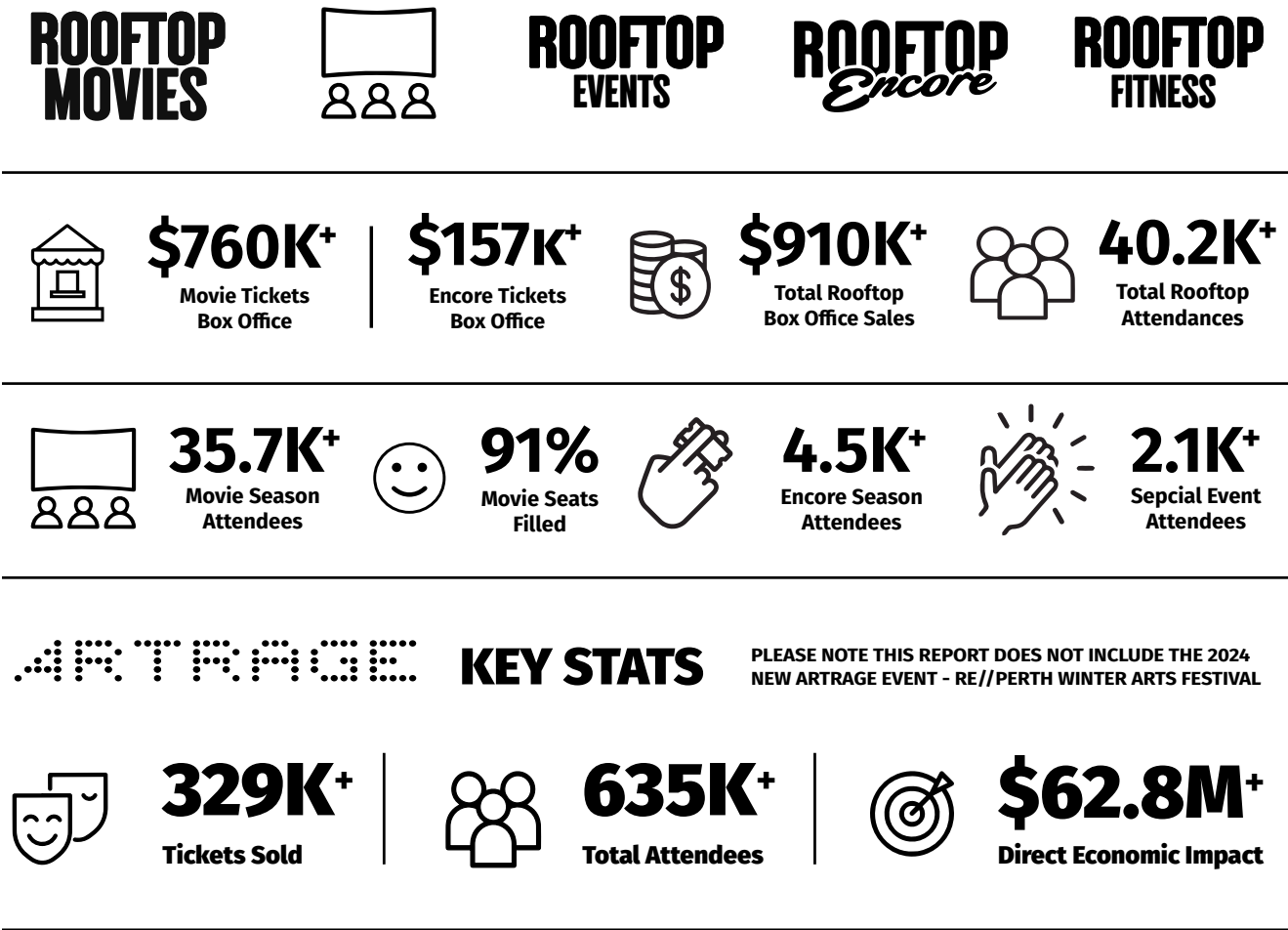
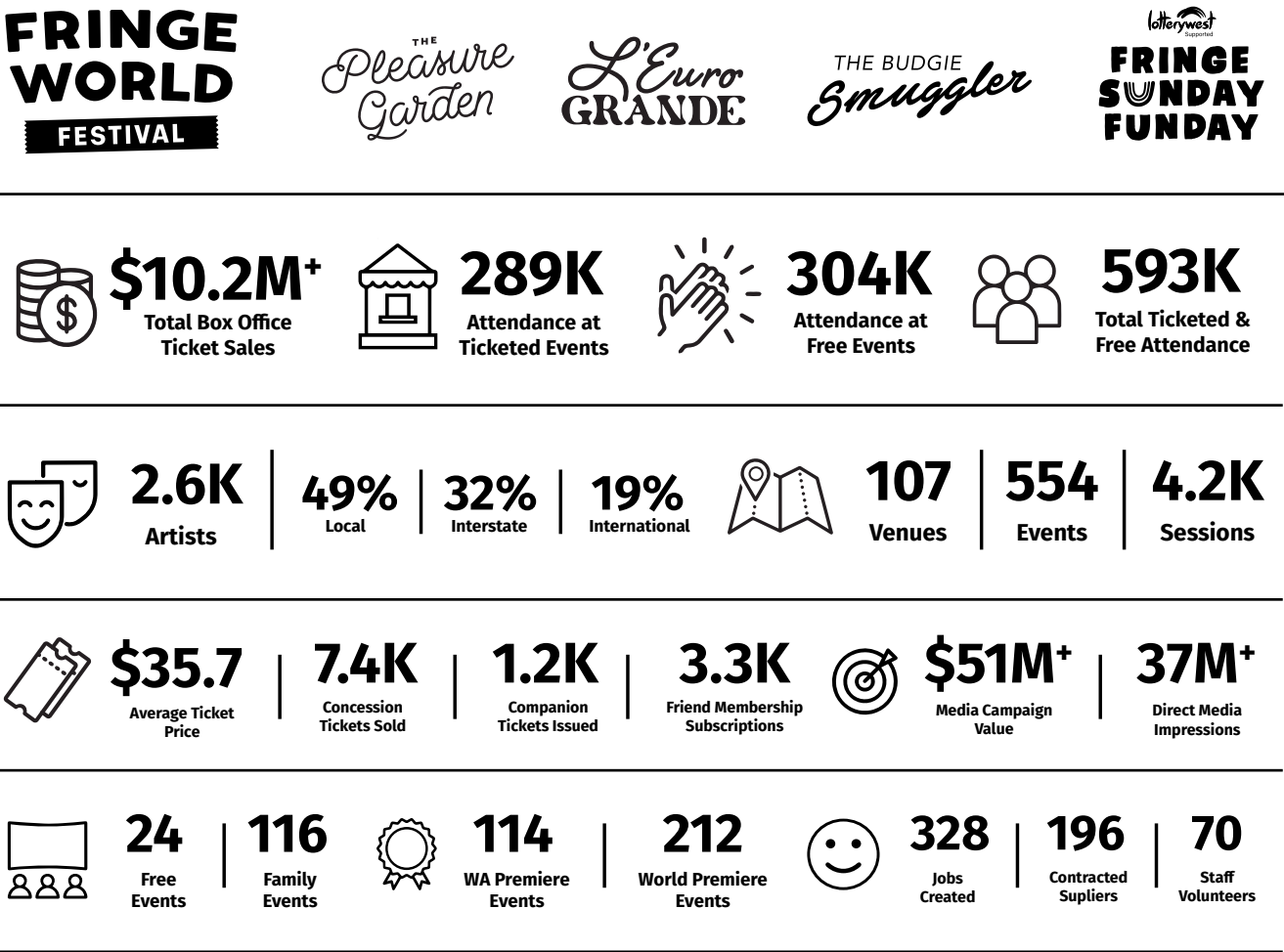
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1. Key Stats 2023/2024 Evaluated Events



FRINGE WORLD 2024 - Image by Giselle Natassia

1. Evaluation Highlights



329,076
Ticketed Attendances at
ARTRAGE Events



\$180.4 Million
Multiplied Economic
Impact



76
Net Promoter Score



96% Positive
Overall Experience



93% Agree
FRINGE WORLD Festival
provides an important
addition to the cultural life
of the area



96% Agree
FRINGE WORLD Festival
events were well produced
and presented



14%
Respondents who identify
as LGBTQIA+



27%
Respondents who were
born overseas



2. Background

ARTRAGE

ARTRAGE is one of Western Australia's oldest and most prominent arts organisations. Established in 1983, ARTRAGE has developed and presented numerous key cultural events and festivals that enrich and evolve the culture of Western Australia. ARTRAGE produces *FRINGE WORLD Festival*, *Rooftop Movies* and *Rooftop Encore*, as well as selected shows that tour the state.

FRINGE WORLD Festival 2024

FRINGE WORLD Festival is the largest activity operated by ARTRAGE. The festival is Perth's massively popular open-access multi-arts festival that is enjoyed annually by hundreds of thousands of people and is one of the largest avenues through which Western Australians actively participate in the cultural life of the State.

FRINGE WORLD Festival 2024 was held from 19 January – 18 February and attracted an outstanding 592,731 attendance across free and ticketed events.

Rooftop Movies & Rooftop Encore 2023-2024

Rooftop Movies is a Perth summer favourite that pairs big-screen entertainment with stunning big city views. The season ran from 26 October 2023 to 24 March 2024.

Rooftop Encore, a four-week season of live circus and cabaret set under the stars, debuted in 2024 and ran from 4 - 27 April 2024.

Fringe Sunday Funday supported by Lotterywest 2024

Fringe Sunday Funday supported by Lotterywest is a free community event that took place on 21 January 2024, bringing colour, vibrancy and free family entertainment to the heart of Northbridge.

Evaluation Methodology

ARTRAGE engaged Culture Counts to evaluate *FRINGE WORLD Festival* 2024, *Rooftop Movies* 2023/24 & *Rooftop Encore* 2024 and *Fringe Sunday Funday supported by Lotterywest* 2024. The evaluation was conducted by surveying members of the public. In partnership with Culture Counts, surveys were designed and developed to evaluate the strategic goals and outcomes of ARTRAGE.

1,904 responses were collected from public attendees via online delivery links sent to the email addresses of ticket holders and through intercept interviews at *Fringe Sunday Funday supported by Lotterywest*.

Each survey contained a range of 'dimension' questions, asking stakeholders about their experience of the event. These dimensions have been developed and tested in collaboration with industry, practitioners, and academics to measure the impact and value of arts and cultural events and activities.

Appropriate dimensions were chosen based on their alignment with ARTRAGE's strategic objectives. The following tables list the dimensions used in the evaluation based on the program.



The Pleasure Garden - Image by Sophie Hirt



L'Euro Grande image by Ven Tithing

Domain	Dimension	Dimension Statement
Social	Access	It gave me the opportunity to access activities I would otherwise not have access to
	Connection	It helped me to feel connected to people in the community
	Wellbeing	It helped me to enjoy a greater quality of life
	Safe	It made me feel safe and welcome
Qualities	Captivation	It held my interest and attention
	Distinctiveness	It was different from things I've experienced before
	Presentation	It was well produced and presented
	Cultural Contribution	It provides an important addition to the cultural life of the area
Domain	Dimension	Dimension Statement
Social	Access	It gave me the opportunity to access activities I would otherwise not have access to
	Connection	It helped me to feel connected to people in the community
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Domain	Dimension	Dimension statement
Qualities	Captivation	It held my interest and attention
	Distinctiveness	It was different from things I've experienced before
Social	Connection	It helped me to feel connected to people in the community
	Access	It gave me the opportunity to access activities I would otherwise not have access to
	Wellbeing	It helped me to enjoy a greater quality of life
Community	Place	It made me feel proud of my local area
Economic	Diversity	It engaged people from different backgrounds

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.

List Of Surveys

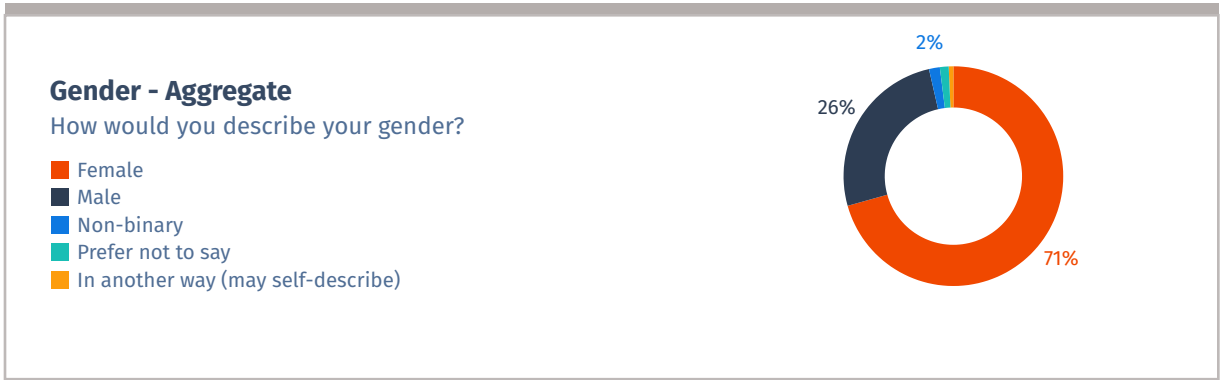
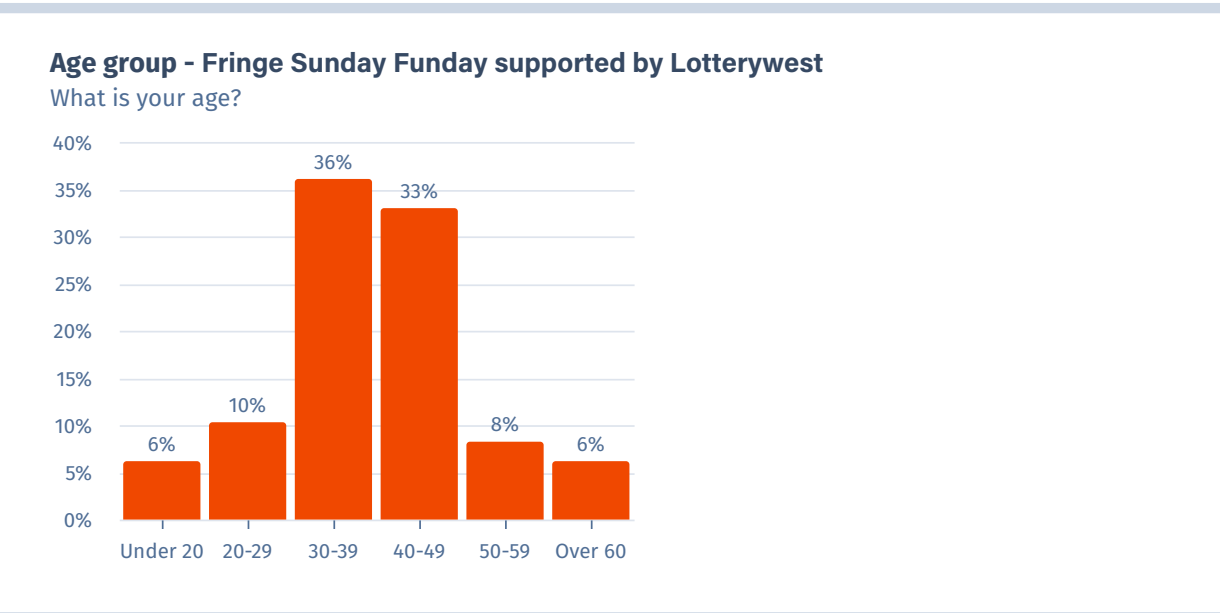
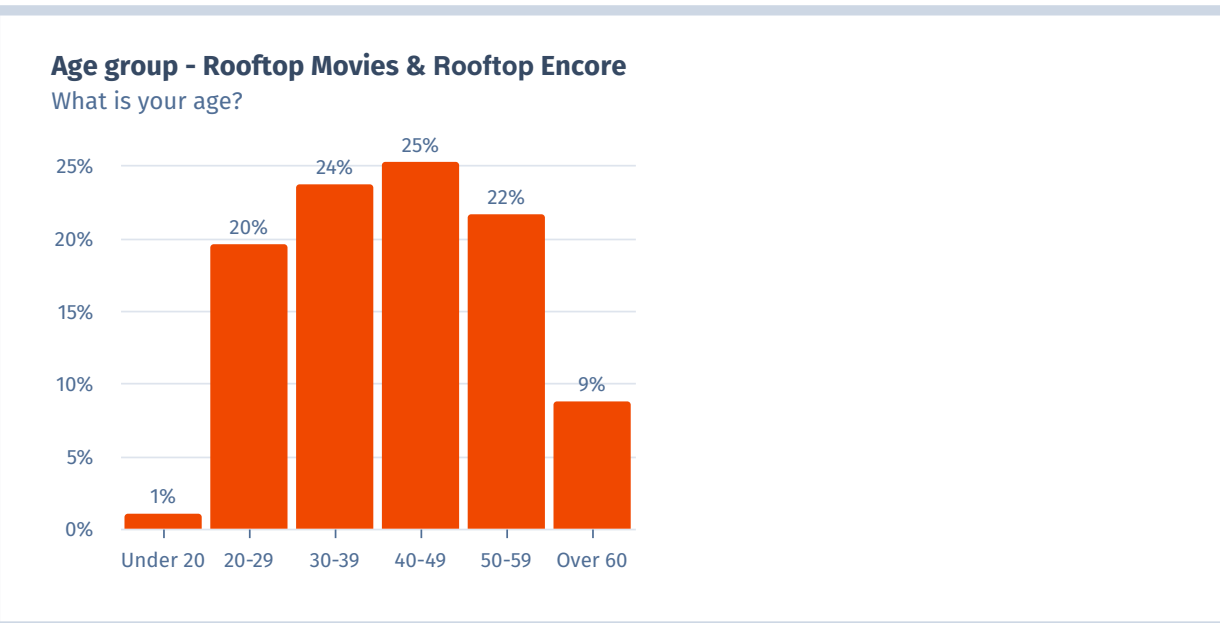
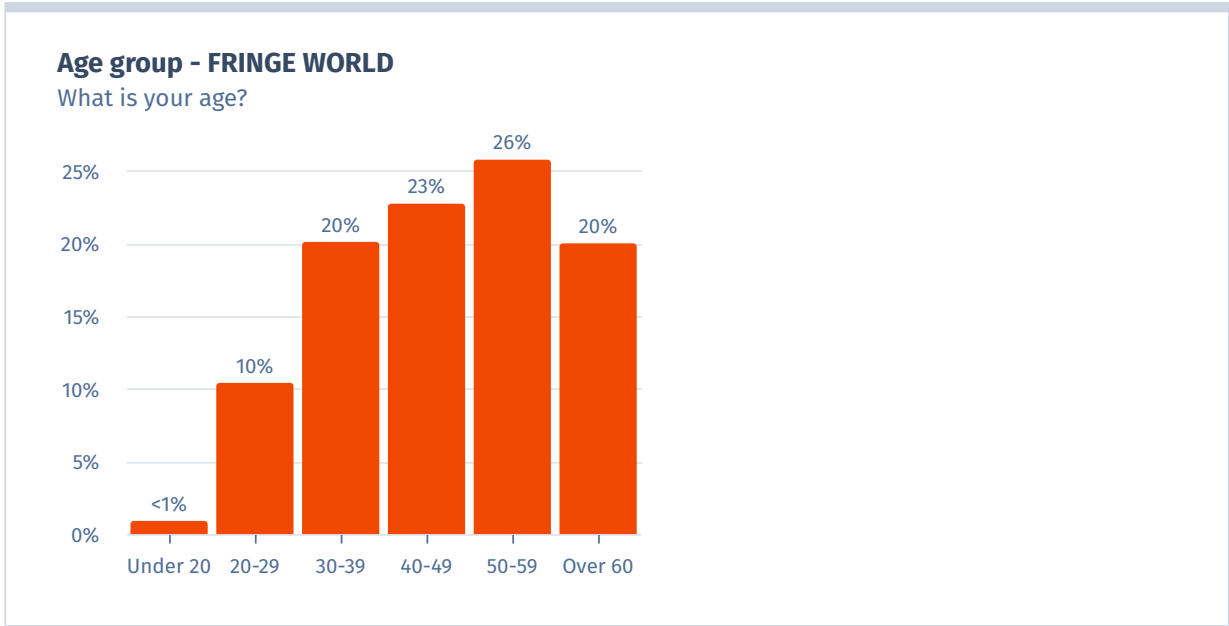
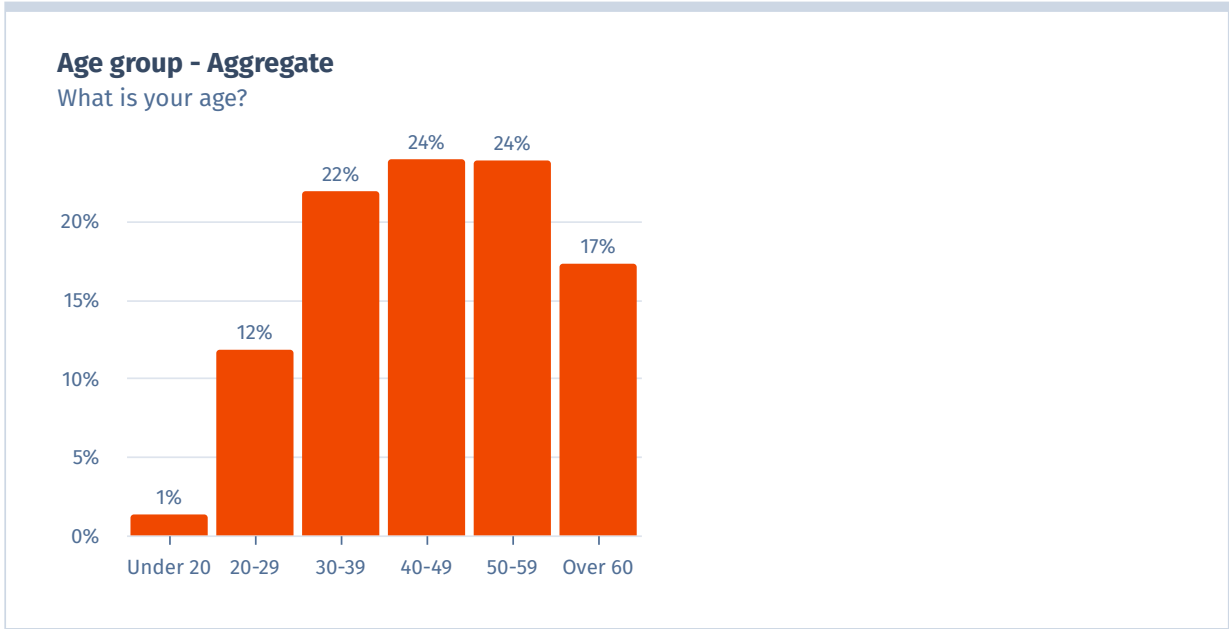
Survey Name	N. of Responses
General Public Survey (FRINGE WORLD Festival)	1581
Rooftop Movies & Rooftop Encore	213
Fringe Sunday Funday supported by Lotterywest	110

3. Public Profile

Demographics

Respondents were asked to provide their age, gender and identity. This data identifies the demographic sample of people who responded to the survey and attended the events. It enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

The following charts show the proportion of survey responses captured for each of the age, gender and identity questions in aggregate and by survey.

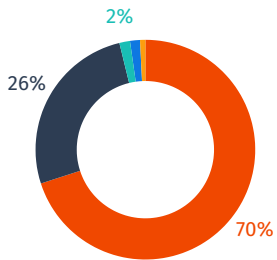




Gender - FRINGE WORLD

How would you describe your gender?

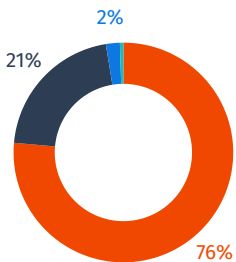
- Female
- Male
- Non-binary
- Prefer not to say
- In another way (may self-describe)



Gender - Rooftop Movies & Encore

How would you describe your gender?

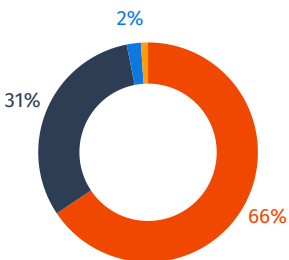
- Female
- Male
- Non-binary
- Prefer not to say



Gender - Fringe Sunday Funday

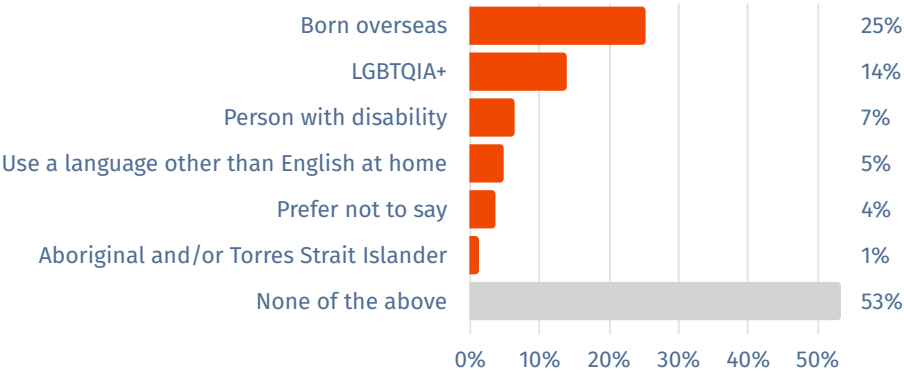
How would you describe your gender?

- Female
- Male
- Non-binary
- In another way (may self-describe)



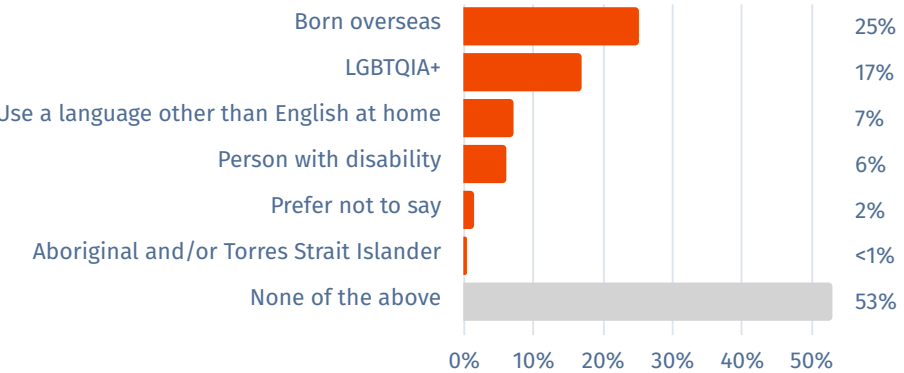
Identity - FRINGE WORLD

Do you identify with any of the following?



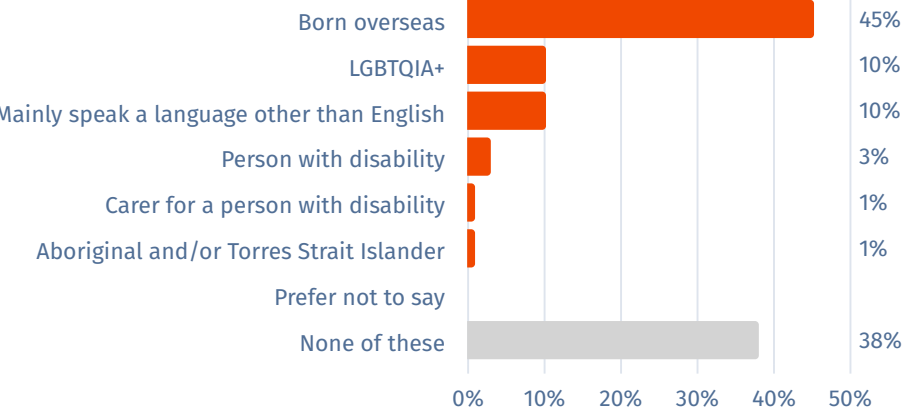
Identity - Rooftop Movies & Encore

Do you identify with any of the following?



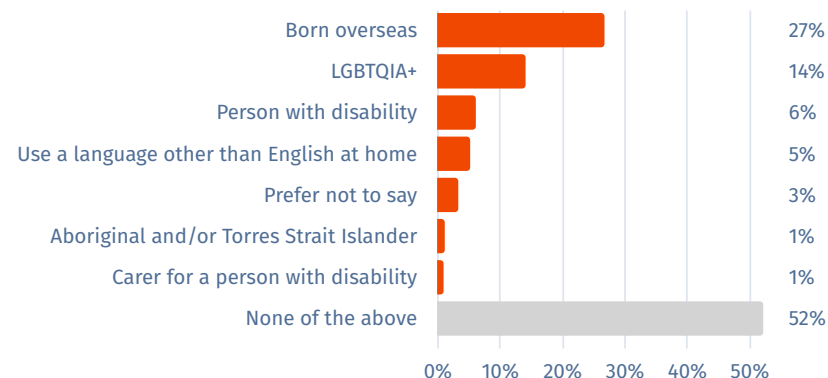
Identity - Fringe Sunday Funday supported by Lotterywest

Do you identify with any of the following?



Identity - Aggregate

Do you identify with any of the following?



Insights

Respondents came from all age groups with strong representation from those aged 40-49 (24%), 50-59 (24%) and 30-39 (22%). 17% of the aggregate sample were over 60, 12% were 20-29 and 1% under 20.

20% of *Rooftop Movies & Rooftop Encore* respondents were 20-29 years old compared to 10% each for *FRINGE WORLD Festival* and *Fringe Sunday Funday* supported by Lotterywest, whilst *Fringe Sunday Funday* had the greatest representation from those under 20 with 6% of the sample. Nearly half (46%) of the *FRINGE WORLD Festival* sample were over 50.

The majority of the aggregate sample would describe their gender as female (71%). 26% identified as male, 2% as non-binary, and 1% each would either describe their gender in another way or preferred not to say. *Rooftop Movies & Rooftop Encore* had the largest proportion of female respondents (76%), whilst those who identify as male comprised 31% of the *Fringe Sunday Funday* supported by Lotterywest sample.

27% of respondents identified as being born overseas and 14% were part of the LGBTQIA+ community. 6% of the aggregate sample identified as a person with disability and 5% as using a language other than English at home. 1% of the sample identified as Aboriginal and/or Torres Strait Islander or a carer for a person with disability.

The majority of respondents did not identify with any of the 'Identity' options (52%) with a further 3% preferring not to say.

Those who identified as LGBTQIA+ comprised 17% of *Rooftop Movies & Rooftop Encore* respondents, and nearly half of the *Fringe Sunday Funday* supported by Lotterywest, sample were born overseas (45%).



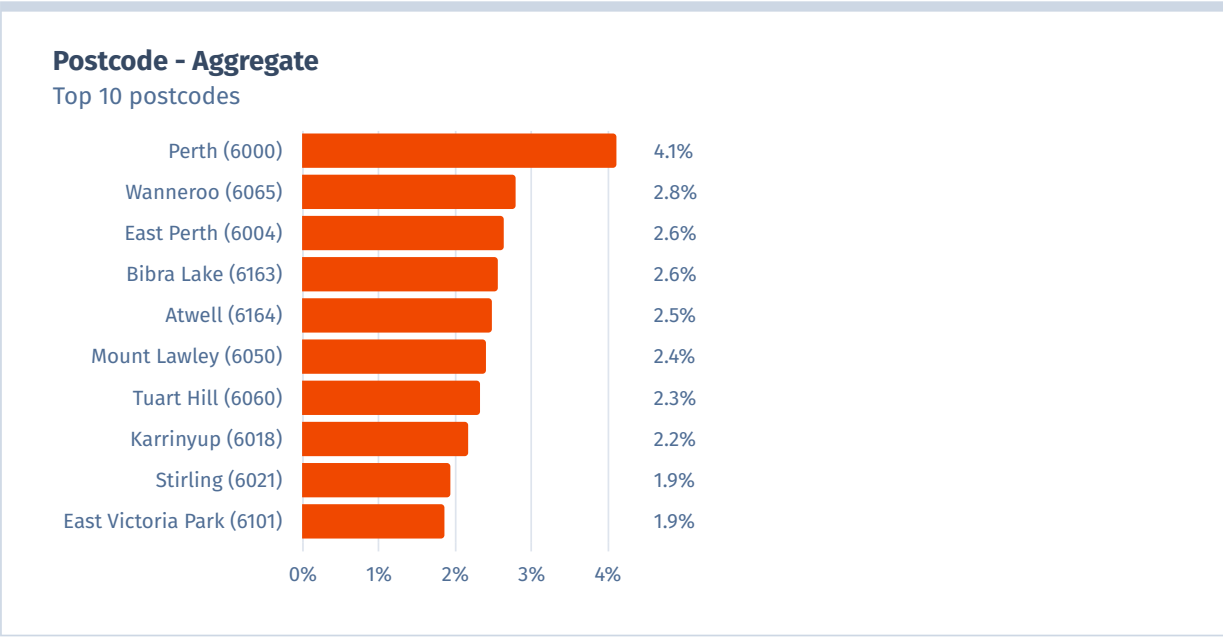
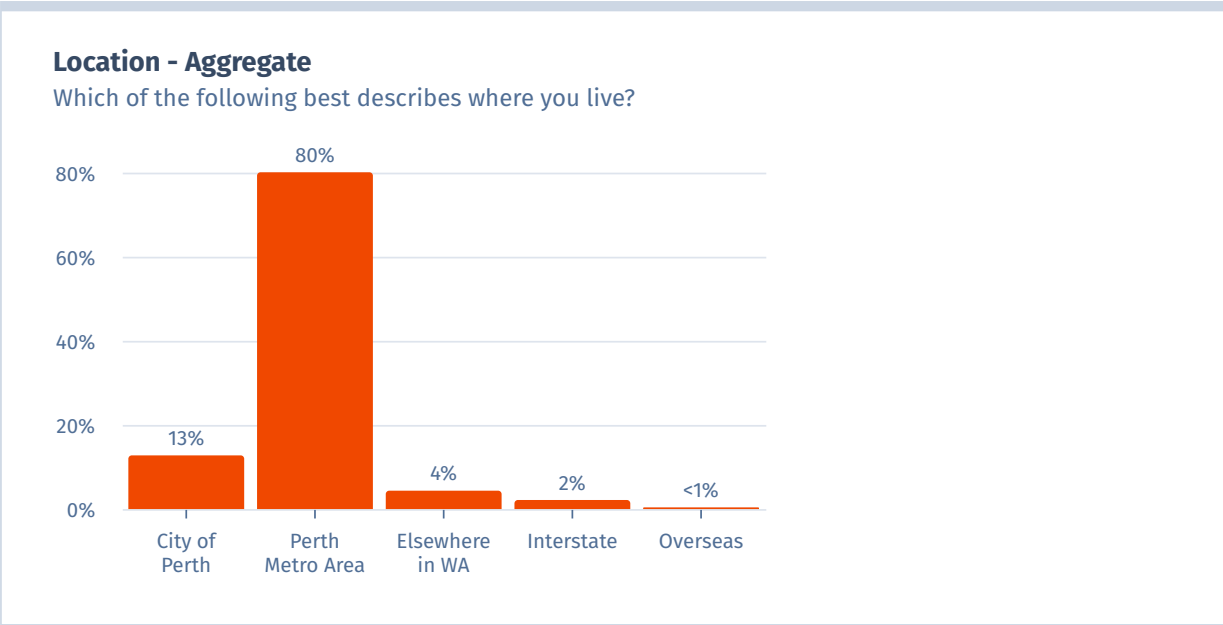


Rooftop Encore - Image by Matthew Gedling

Location & Postcode

FRINGE WORLD Festival 2024, Rooftop Movies & Rooftop Encore and Fringe Sunday Funday supported by Lotterywest attendees were asked to provide their current living location and postcode. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

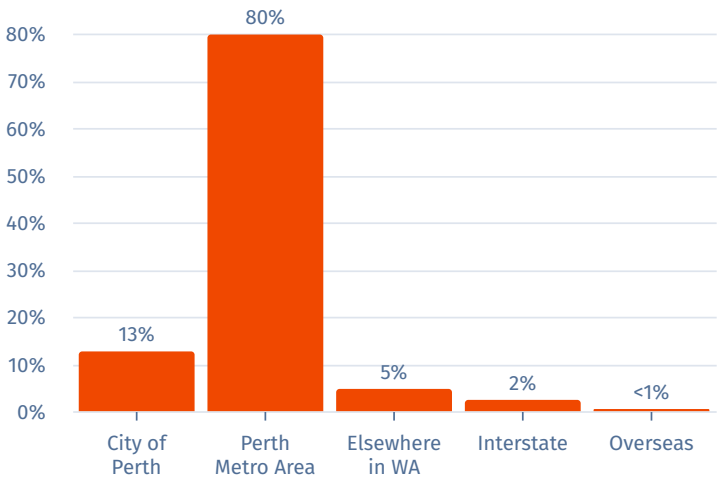
The following charts show the proportion of survey responses captured for those who identified their living location and top postcode results by program and in aggregate.



Please note previous ARTRAGE Impact Reports pull data from customer ticket sales to determine "Perth Metropolitan Audience Distribution" whereas the 2024 Culture Counts Impact Report for ARTRAGE reports on this information by using survey response data. If you wish to learn about customer ticketing data please contact hello@artrage.com.au

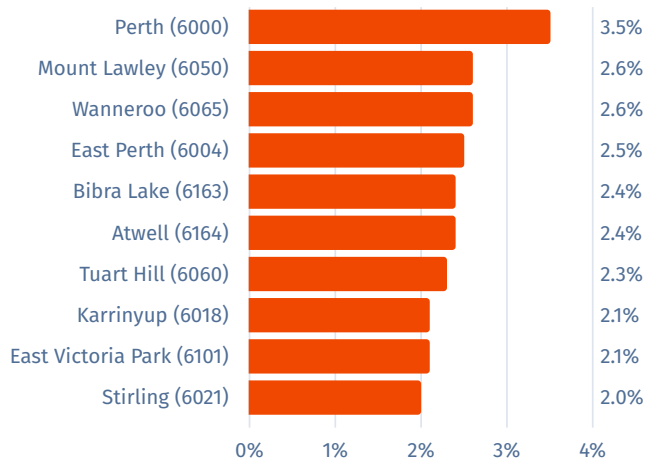
Location - FRINGE WORLD

Which of the following best describes where you live?



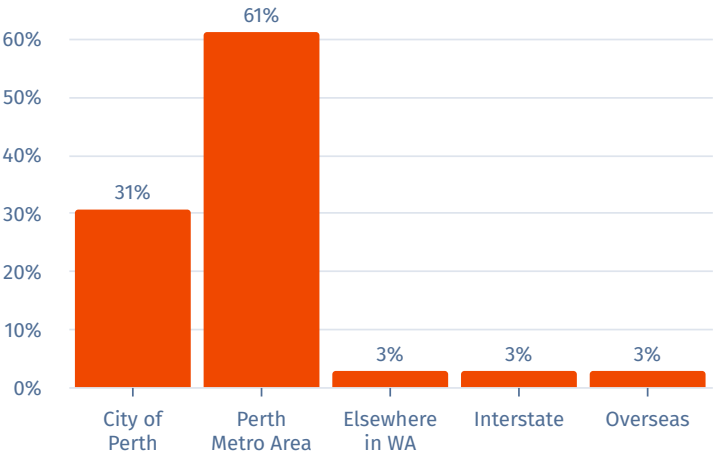
Postcode - FRINGE WORLD

Top 10 postcodes



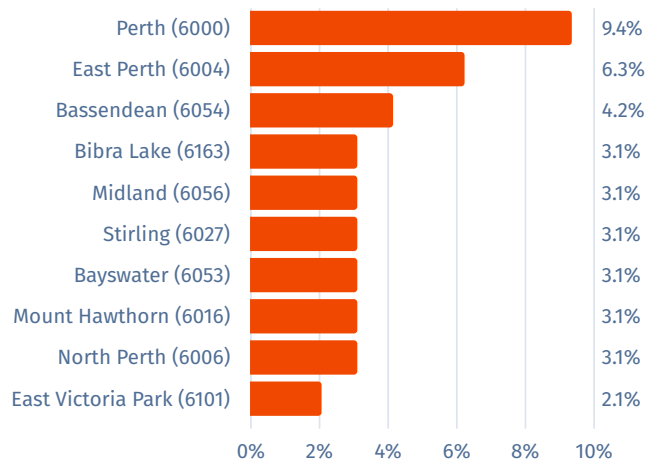
Location - Fringe Sunday Funday supported by Lotterywest

Which of the following best describes where you live?



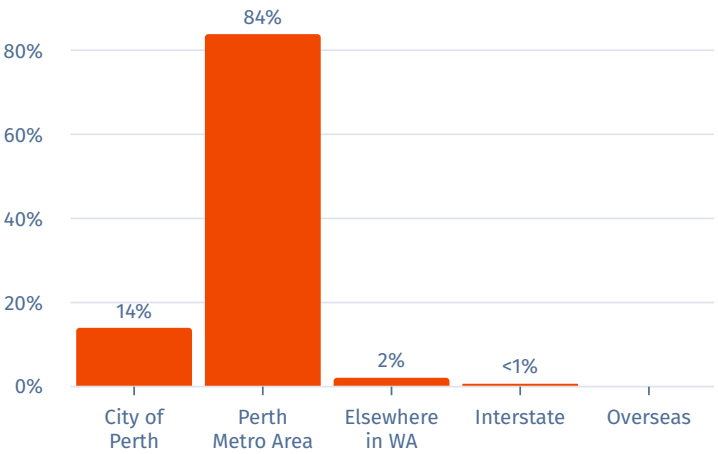
Postcode - Fringe Sunday Funday supported by Lotterywest

Top 10 postcodes



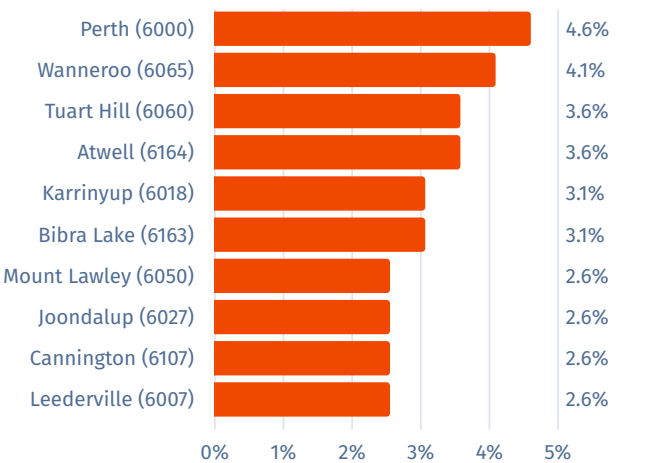
Location - Rooftop Movies & Rooftop Encore

Which of the following best describes where you live?



Postcode - Rooftop Movies & Rooftop Encore

Top 10 postcodes



Insights

The large majority of respondents lived in the Perth metro area (80%), with a further 13% living in the City of Perth. 4% of respondents lived elsewhere in Western Australia, 2% interstate and less than 1% overseas.

The sample for *FRINGE WORLD Festival* largely matched the aggregate, with 5% of respondents living elsewhere in Western Australia. 98% of *Rooftop Movies & Rooftop Encore* respondents lived in either the City of Perth (14%) or Perth metro area (84%), whilst 31% of the *Fringe Sunday Funday supported by Lotterywest* sample resided in the City of Perth.

Respondents traveled from all over the Perth Metropolitan Area to attend ARTRAGE events, with the most commonly cited postcodes being for Perth (4.1%), Wanneroo and surrounds (2.8%), East Perth (2.6%), and Bibra Lake and surrounds (2.6%).

Please note previous ARTRAGE Impact Reports pull data from customer ticket sales to determine "Perth Metropolitan Audience Distribution" whereas the 2024 Culture Counts Impact Report for ARTRAGE reports on this information by using survey response data.

Top 10 WA Attendee Suburbs by Ticketing Data and % Breakdown

Ticket purchasers continue to come from households located in EVERY RESIDENTIAL POSTCODE in the Perth Metropolitan Area.

1.	6018	Karrinyup, Innaloo, Doubleview	3.15%
2.	6000	Perth	2.93%
3.	6163	Bibra Lake, O'Connor, Kardinya	2.80%
4.	6065	Landsdale, Wangara, Wanneroo	2.31%
5.	6060	Joodnanna, Tuart Hill, Yokine	2.28%
6.	6164	Beeliar, Jandakot, Success	2.26%
7.	6050	Mt Lawley, Menora, Coolbina	2.20%
8.	6019	Scarborough, Wembly Downs	2.20%
9.	6014	Floreat, Jolimont, Wembly	2.07%
10.	6027	Joondalup, Mullaloo, Ocean Reef	1.95%



Silent Disco at the Pleasure Garden - Image by Michelle Ranson



Pleasure Garden Madfish Bar - Image by Sophie Hirt

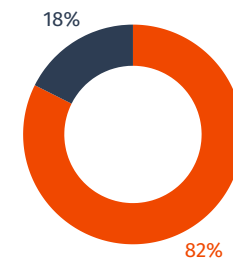
Prior Attendance

Respondants were asked to indicate whether this was their first time attending a FRINGE WORLD Festival , Rooftop Movies or Encore event. Responses can be seen in the below charts.

Prior Attendance - Aggregate

Is this your first time attending FRINGE WORLD?

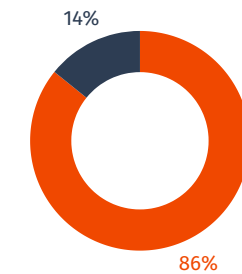
■ No
■ Yes



Prior Attendance - FRINGE WORLD

Is this your first time attending FRINGE WORLD?

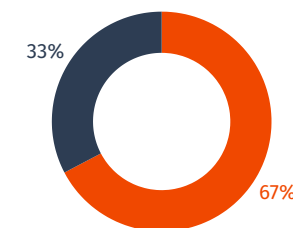
■ No
■ Yes



Prior Attendance - Rooftop Movies & Encore

Is this your first time attending this event?

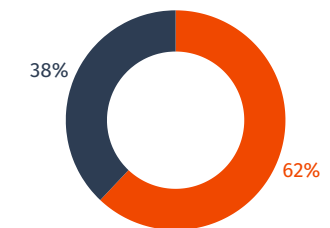
■ No
■ Yes



Prior Attendance - FRINGE Sunday Funday

Is this your first time attending this event?

■ No
■ Yes



Insights

Of the aggregate sample, 18% were first time attendees and 82% had previously attended a *FRINGE WORLD Festival* event. This demonstrates the loyalty of the audience as well as the ability of the festival to attract new audiences.

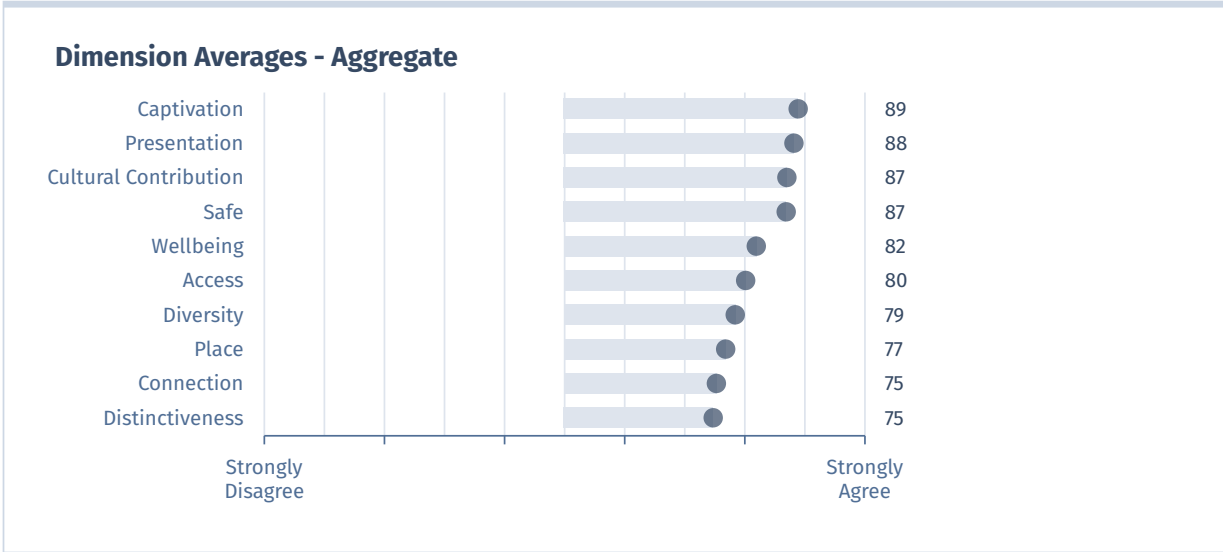
86% of *FRINGE WORLD Festival 2024* respondents were previous attendees with 14% attending for the first time. The *Rooftop Movies & Encore* (33%) and *Lotterywest Supported FRINGE Sunday Funday* (38%) programs both had a greater proportion of respondents who had not previously attended.

4. Outcomes

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements concerning their recent experience. The following charts contain the aggregate response data for 'public' responses for *FRINGE WORLD Festival*, *Rooftop Movies*, *Rooftop Encore* and the *Fringe Sunday Funday supported by Lotterywest*, showing the average result for each dimension.

The Culture Counts platform provides various methods to capture survey responses at a minimal marginal cost. Achieving larger samples enables organisations to be more confident about the average results and that opinions of the survey respondents are representative of all attendees. The accompanying margin of error chart shows the expected differences for the associated dimension results calculated at a 95% confidence level.

Outcome Averages



Insights

'Captivation' (89/100), 'Presentation' (88/100), 'Cultural Contribution' (87/100) and 'Safe' (87/100) received the highest average result across all 10 measured dimensions in the aggregate sample. This demonstrates that respondents were most likely to agree that the event they attended held their interest and attention, that it was well produced and presented, that it provided an important addition to the cultural life of the area and that it made them feel safe and welcome.

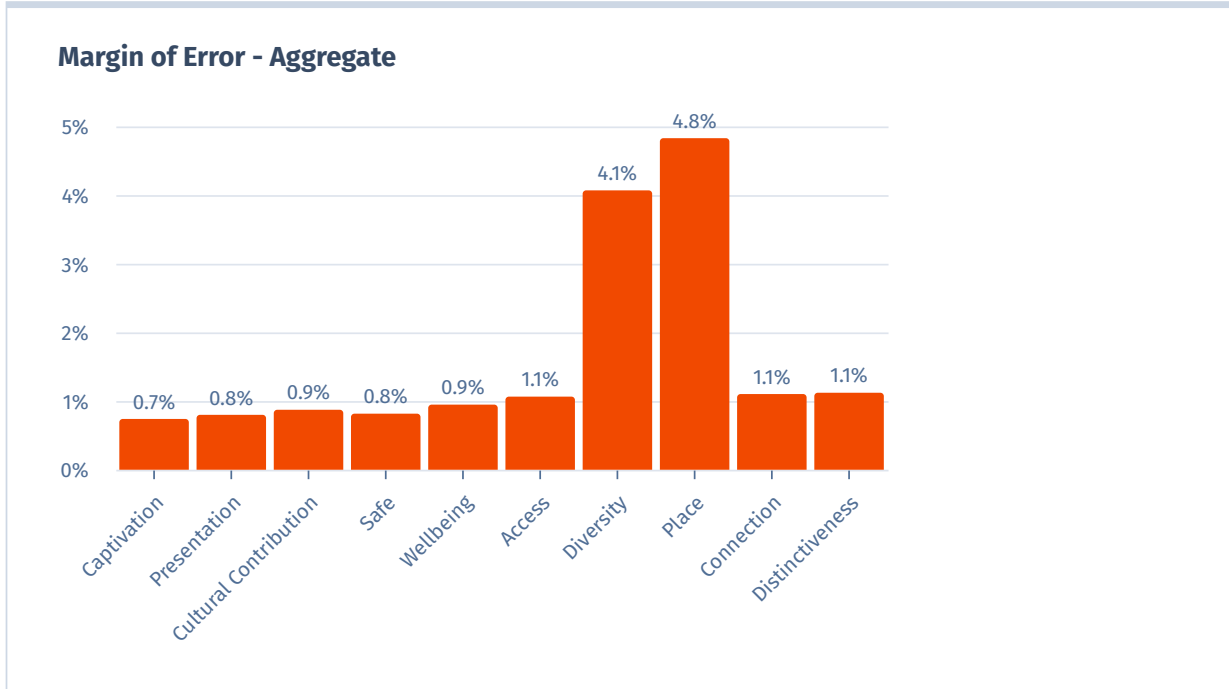
All dimensions recorded strong positive results with averages of 75/100 or above, which is an excellent result.

At a 95% confidence level, the margin of error for dimensions ranged from 0.7% to 4.8%. This means that we can be 95% confident that if we surveyed the entire visitor population, the average outcome for 'Captivation' would fall within 0.7% of the average generated by the sample.



The Pleasure Garden Box Office image by Michelle Ranson

Note: 'Diversity' and 'Place' dimension statements were included in the *Fringe Sunday Funday* supported by *Lotterywest* survey only so received fewer responses and thus have a higher margin of error.



Outcomes Agreement

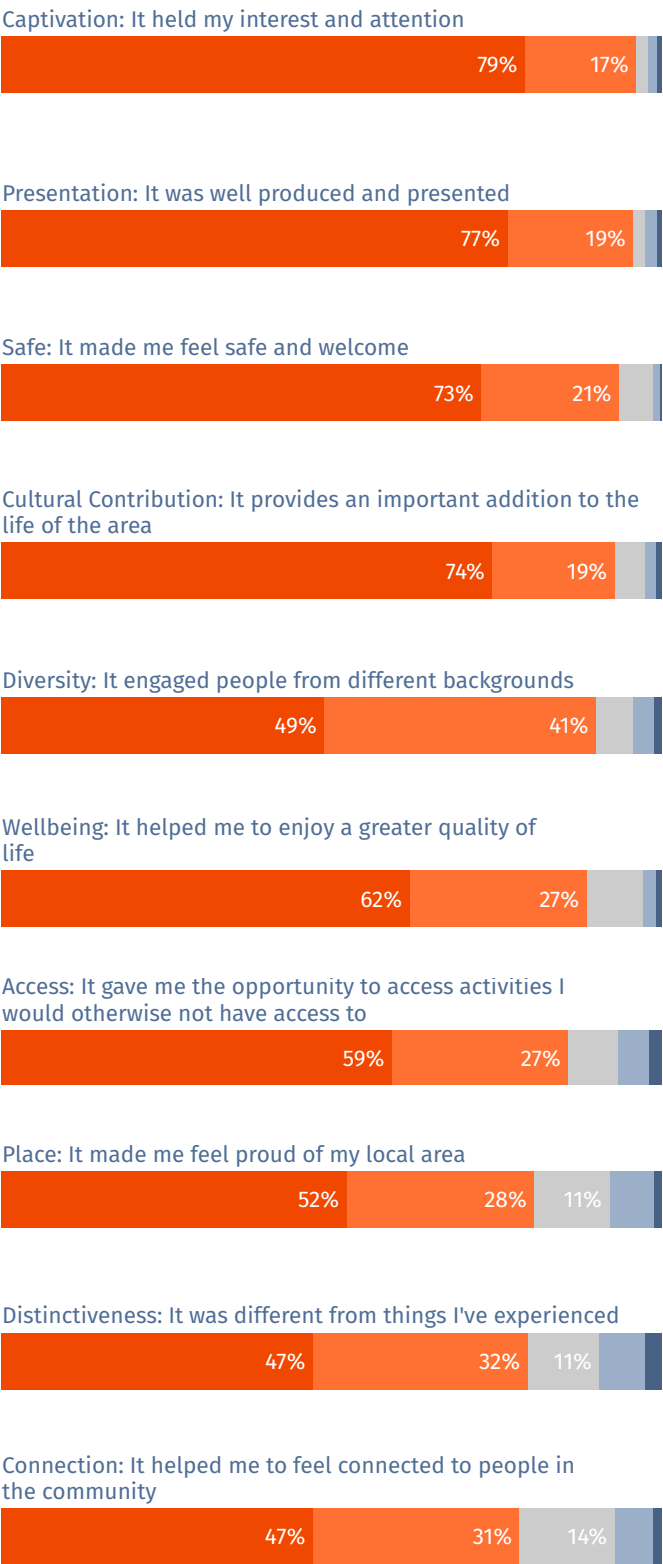
Culture Counts' use of slider questions provides the capability to understand response results within a typical 5-point agree-to-disagree scale.

The following charts contain the aggregate response data for 'public' responses for *FRINGE WORLD* Festival, *Rooftop Movies*, *Rooftop Encore* and the *Fringe Sunday Funday* supported by *Lotterywest* surveys. The first chart shows the percentage of people that agreed or disagreed with each of the statements, using a 5-point ordinal Likert scale.

The second chart shows the interquartile range of responses for each dimension. These ranges represent the middle 50% of responses, which are areas on the slider where most responses typically fell. Accompanying this range is the median result for each dimension (i.e. the most common response). Smaller ranges indicate similarity in agreement between respondents, whereas larger ranges indicate a wider spread of responses.

Dimension Agreement - Aggregate

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree





Hans Disko Spectacular image by Karen Lowe

Dimension IQR - Aggregate



Insights

'Captivation' (96%), 'Presentation' (96%), 'Safe' (94%) and 'Cultural Contribution' (93%) had the highest levels of overall agreement from the aggregate sample.

Strong results were also recorded for 'Diversity' (90%), 'Wellbeing' (89%) and 'Access' (86%), showing that respondents were highly likely to either agree or strongly agree that their most recent experience engaged people from different backgrounds, that it helped them to enjoy a greater quality of life and that it gave them the opportunity to access activities they would otherwise not have access to.

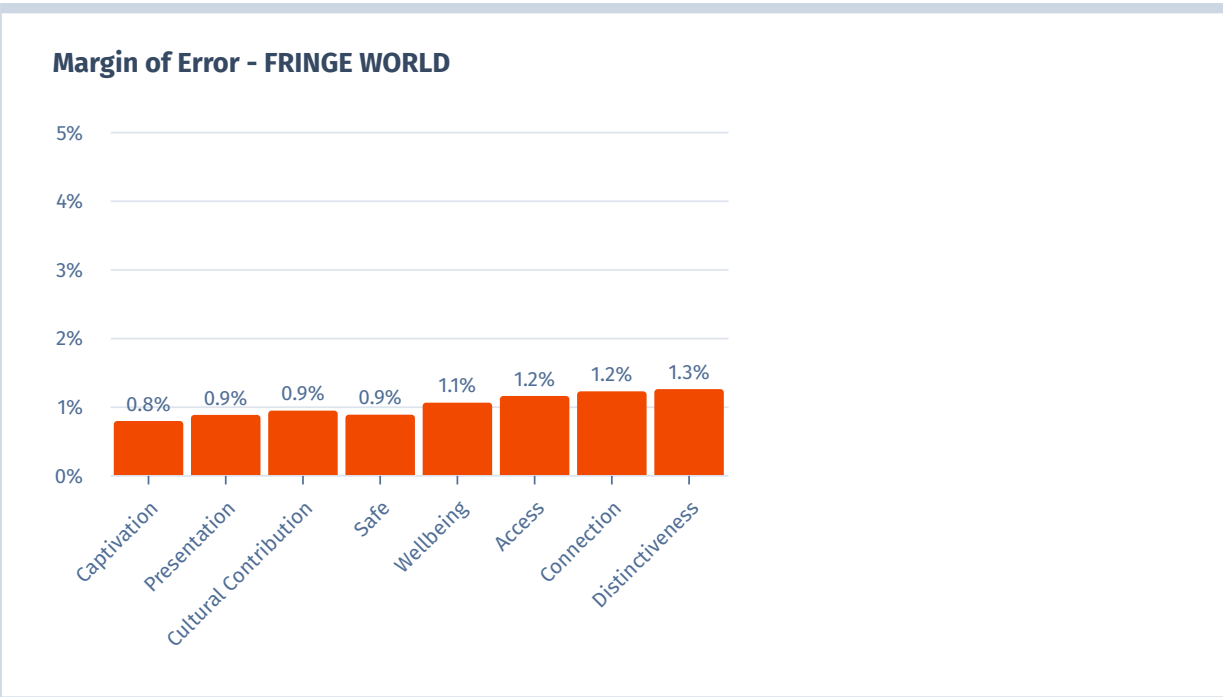
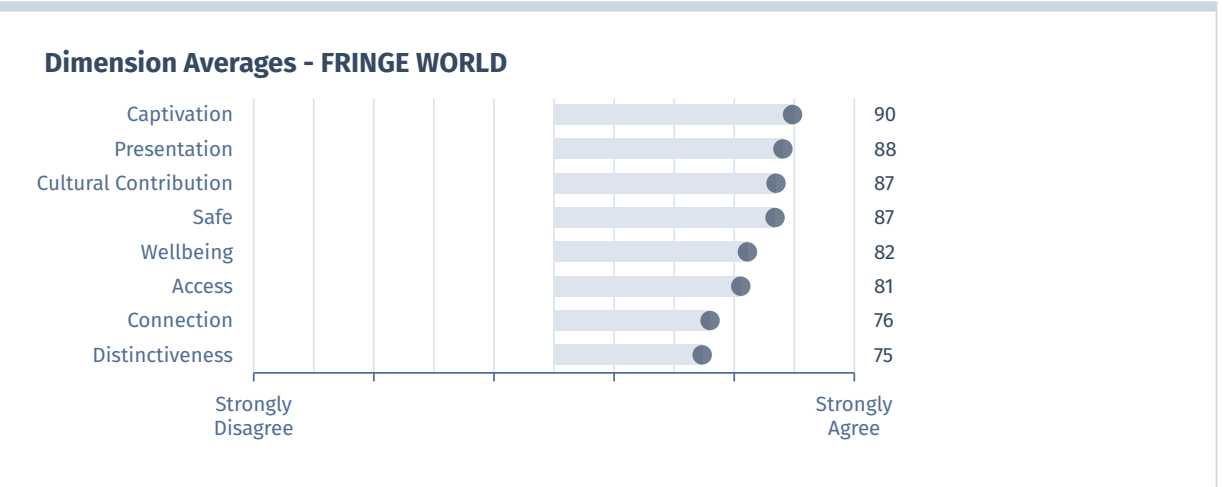
'Place', 'Connection' and 'Distinctiveness' had the highest interquartile ranges, suggesting that responses to these dimensions were the most varied.

FRINGE WORLD Festival Outcomes

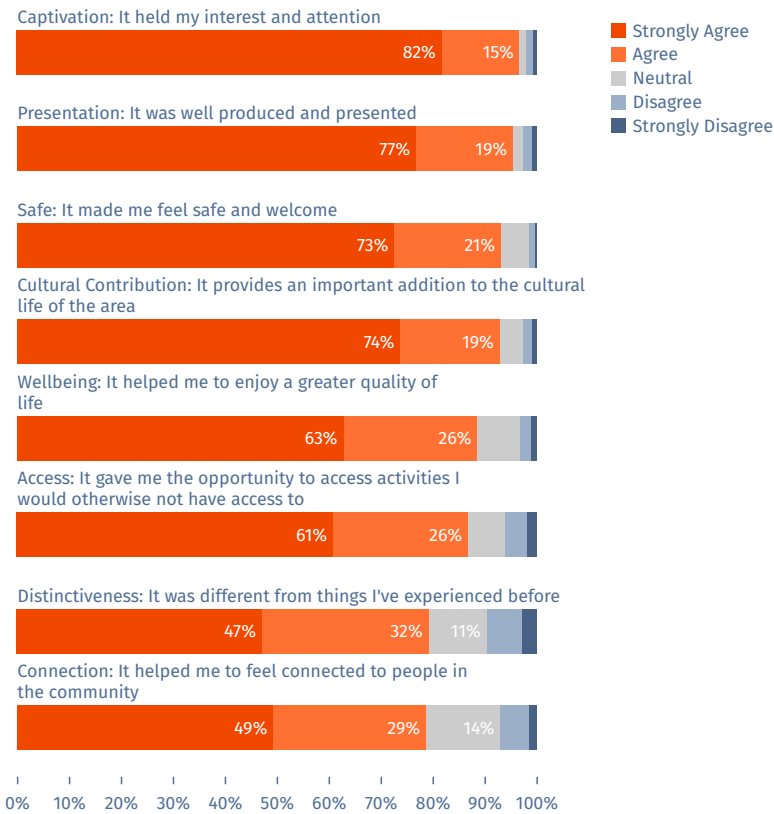
Respondents were asked to name a show or performance they recently attended as part of *FRINGE WORLD Festival* and were asked to consider that experience as part of the survey response. This evaluation methodology was used in 2022 and 2023.

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements concerning the festival. The following charts contain the response data for 'public' responses, showing the average result for each dimension and the percentage of people that agreed or disagreed with each of the statements using a 5-point ordinal Likert scale.

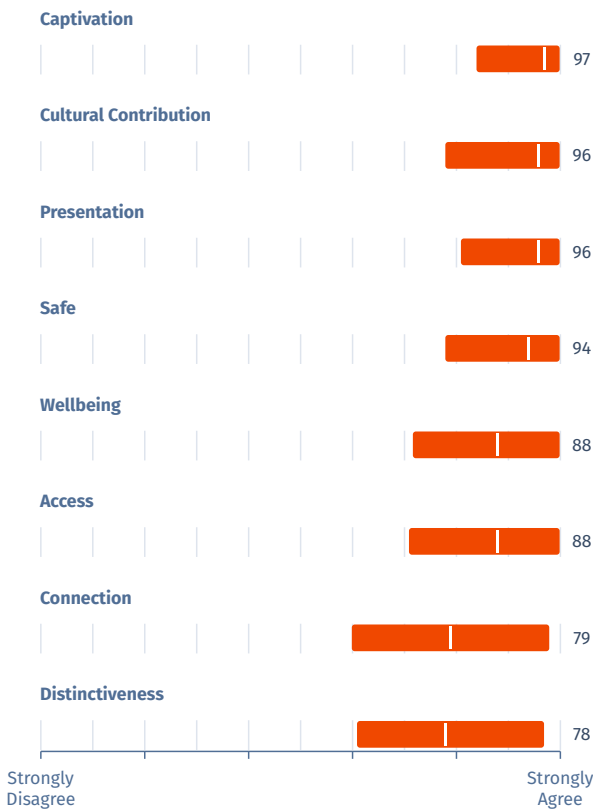
The third chart shows the interquartile range of responses for each dimension. These ranges represent the middle 50% of responses, which are areas on the slider where most responses typically fell. Accompanying this range is the median result for each dimension (i.e. the most common response). Smaller ranges indicate similarity in agreement between respondents, whereas larger ranges indicate a wider spread of responses.



Dimension Agreement - FRINGE WORLD



Dimension IQR - FRINGE WORLD





Insights

'Captivation' (90/100) and 'Presentation' (88/100) received the highest average result across the eight dimensions. This indicates that respondents were most likely to agree that their most recent *FRINGE WORLD Festival* event experience held their interest and attention and that it was well produced and presented.

All measured dimensions received an overall agreement of at least 78%, which is an excellent result and demonstrates consistently positive experiences for respondents.

'Connection' and 'Distinctiveness' had the largest interquartile ranges suggesting that responses were most varied when the sample was asked if their experience helped them to feel connected to people in the community and if it was different from things they've experienced before. This variation is understandable considering the variety of performances and experiences respondents may be referring to when completing the survey.

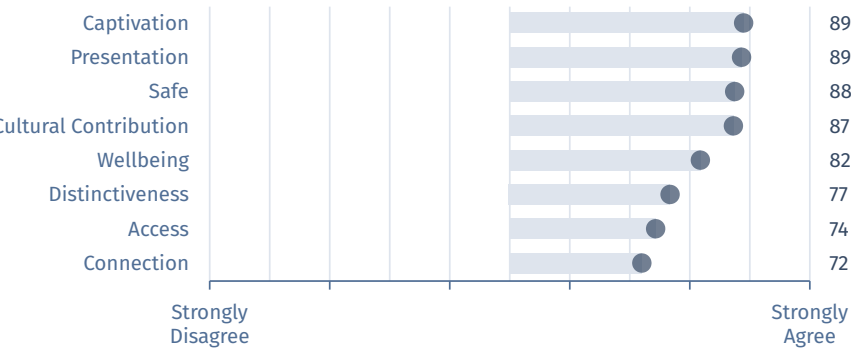
At a 95% confidence level, the margin of error for dimensions ranged from 0.8% to 1.3%. This means that we can be 95% confident that if we surveyed the entire visitor population, the average outcome for 'Captivation' would fall within 0.8% of the average generated by the sample.

Rooftop Movies & Encore Outcomes

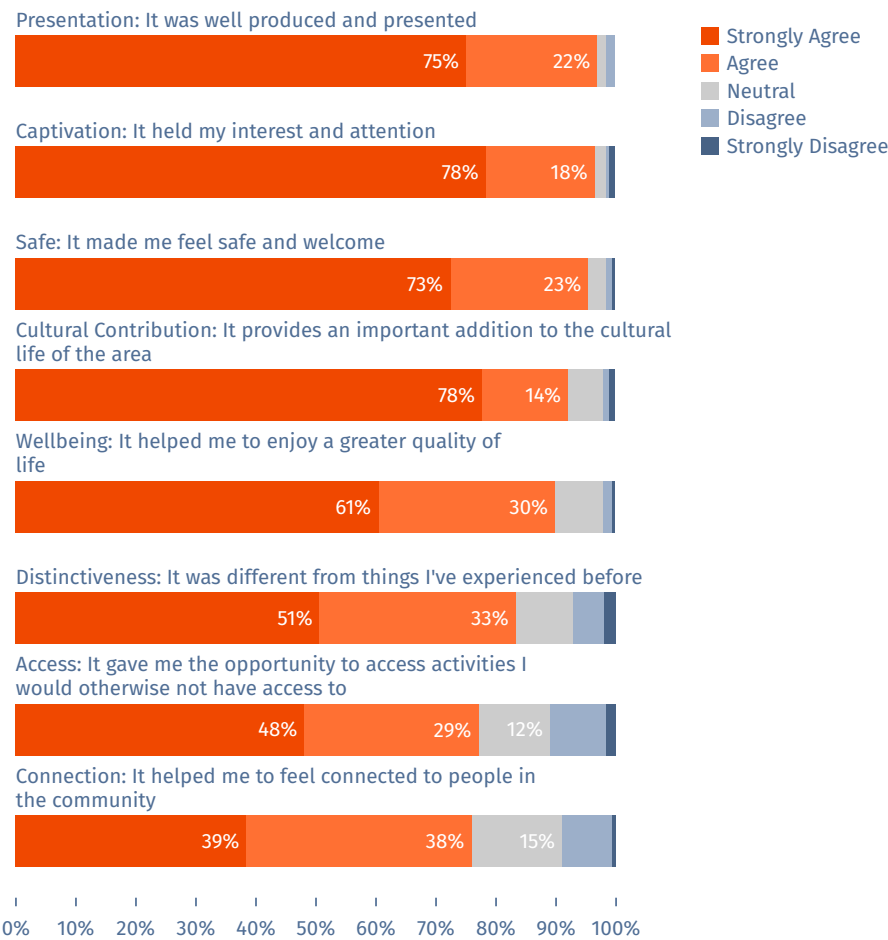
Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements concerning their *Rooftop Movies* or *Rooftop Encore* experience. The following charts contain the response data for 'public' responses, showing the average result for each dimension and the percentage of people that agreed or disagreed with each of the statements using a 5-point ordinal Likert scale.

The third chart shows the interquartile range of responses for each dimension. These ranges represent the middle 50% of responses, which are areas on the slider where most responses typically fell. Accompanying this range is the median result for each dimension (i.e. the most common response). Smaller ranges indicate similarity in agreement between respondents, whereas larger ranges indicate a wider spread of responses.

Dimension Averages - Rooftop Movies & Encore



Dimension Agreement - Rooftop Movies & Encore

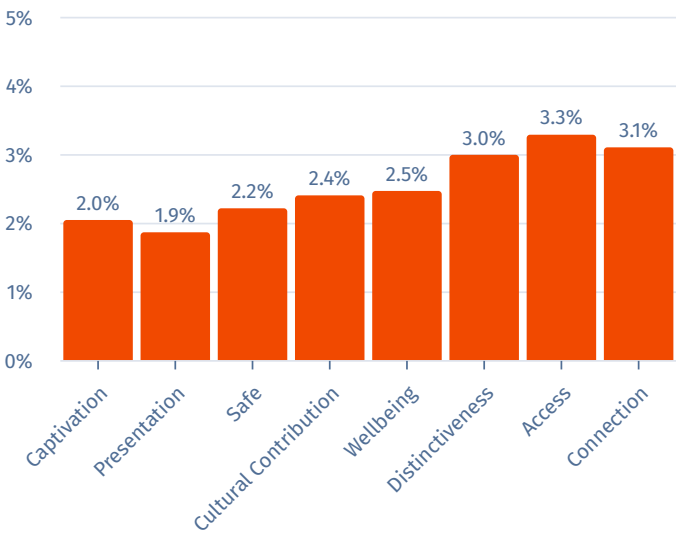




Dimension IQR - Rooftop Movies & Encore



Margin of Error - Rooftop Movies & Encore



Insights

The highest average results across the eight dimensions were for 'Captivation' (89/100), 'Presentation' (89/100) and 'Safe' (88/100). This indicates that respondents were most likely to agree that their experience held their interest and attention, that it was well produced and presented and that it made them feel safe and welcome.

All measured dimensions received an overall agreement of at least 77%. 'Cultural Contribution' (78%) and 'Captivation' (78%) had the largest proportion of respondents that strongly agreed, demonstrating that the experience provides an important addition to the cultural life of the area and that it held respondents' interest and attention.

'Access', 'Connection' and 'Distinctiveness' had the largest interquartile ranges indicating that responses to these dimensions were the most varied.

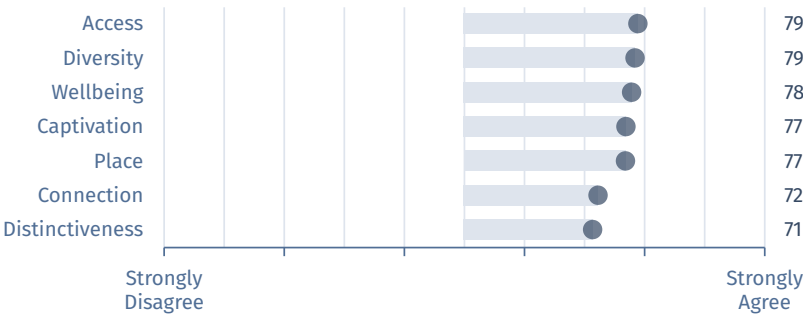
At a 95% confidence level, the margin of error for dimensions ranged from 1.9% to 3.3%. This means that we can be 95% confident that if we surveyed the entire visitor population, the average outcome for 'Captivation' would fall within 2.0% of the average generated by the sample.

Fringe Sunday Funday supported by Lotterywest Outcomes

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements concerning their *Fringe Sunday Funday* experience. The following charts contain the response data for 'public' responses, showing the average result for each dimension and the percentage of people that agreed or disagreed with each of the statements using a 5-point ordinal Likert scale.

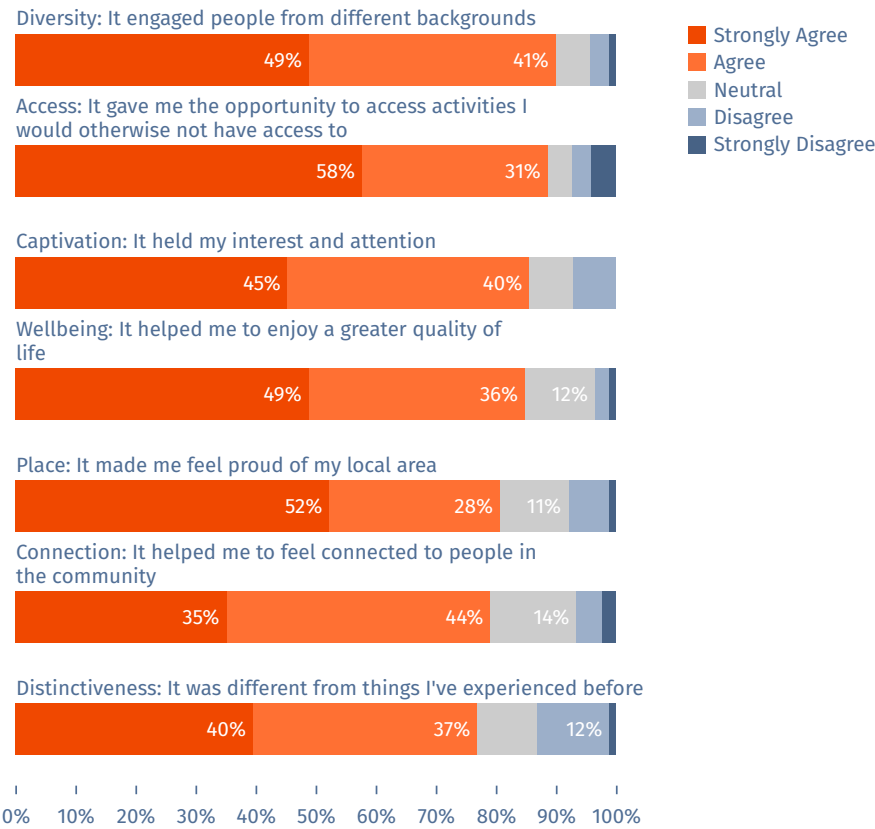
The third chart shows the interquartile range of responses for each dimension. These ranges represent the middle 50% of responses, which are areas on the slider where most responses typically fell. Accompanying this range is the median result for each dimension (i.e. the most common response). Smaller ranges indicate similarity in agreement between respondents, whereas larger ranges indicate a wider spread of responses.

Dimension Averages - Fringe Sunday Funday supported by Lotterywest

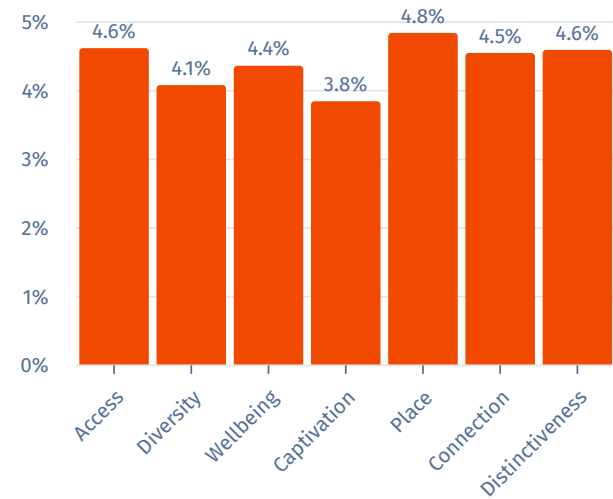




Dimension Agreement - Fringe Sunday Funday supported by Lotterywest



Margin of Error - Fringe Sunday Funday supported by Lotterywest



Dimension Averages - Fringe Sunday Funday supported by Lotterywest



Insights

Of the seven measured dimensions, 'Access' (79/100), 'Diversity' (79/100) and 'Wellbeing' (78/100) received the highest average scores. This demonstrates that respondents were most likely to agree that *Fringe Sunday Funday supported by Lotterywest* gave them the opportunity to access activities they would otherwise not have access to, that it engaged people from different backgrounds and that it helped them to enjoy a greater quality of life.

'Diversity' (90%), 'Access' (89%), 'Captivation' (85%) and 'Wellbeing' (85%) received the highest levels of overall agreement, with all dimensions having at least 77% of respondents either agree or strongly agree.

'Captivation' had the smallest interquartile range, indicating that there was the least amount of variation from respondents when asked whether *Fringe Sunday Funday supported by Lotterywest* held their interest and attention.

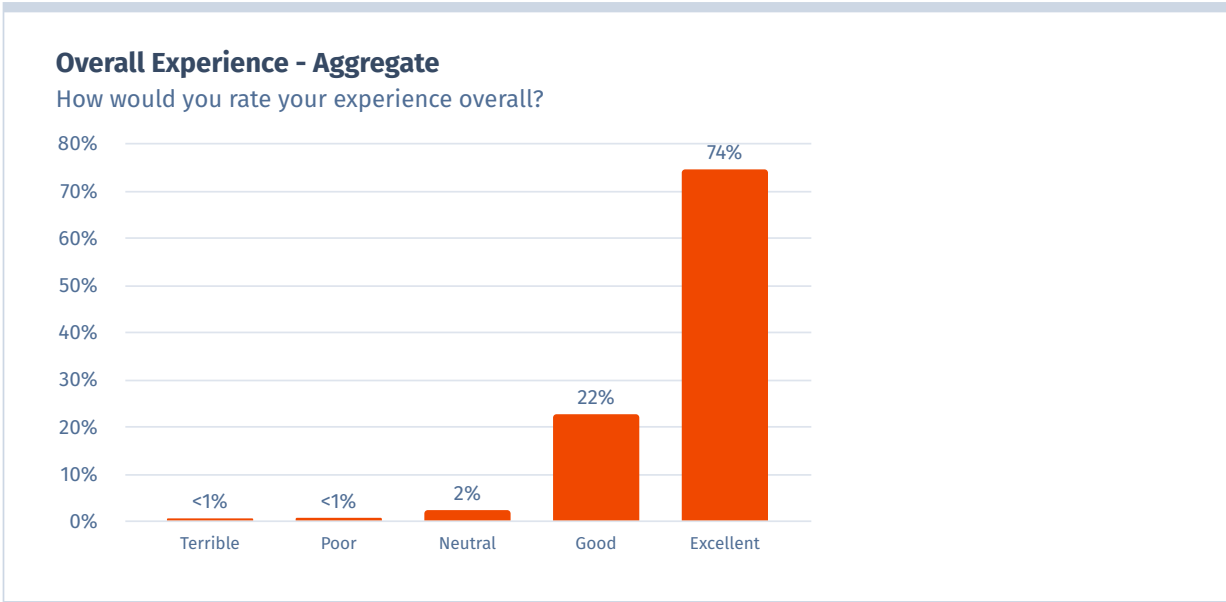
At a 95% confidence level, the margin of error for dimensions ranged from 3.8% to 4.8%. This means that we can be 95% confident that if we surveyed the entire visitor population, the average outcome for 'Access' would fall within 4.6% of the average generated by the sample.



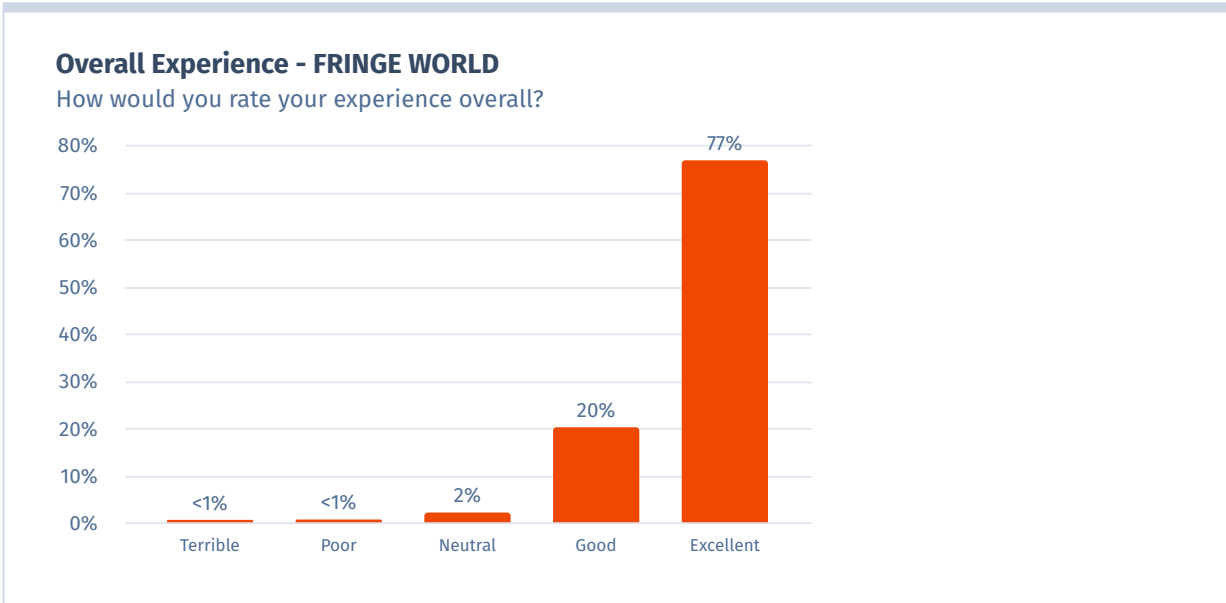
Overall Experience

Respondents were asked about their overall experience of attending the event, with a choice of five options - Excellent, Good, Neutral, Poor, and Terrible.

This chart shows the percentage of respondents that rated the event across these five options as an aggregate sample and also by respondent group.



Good + Excellent: **96%**

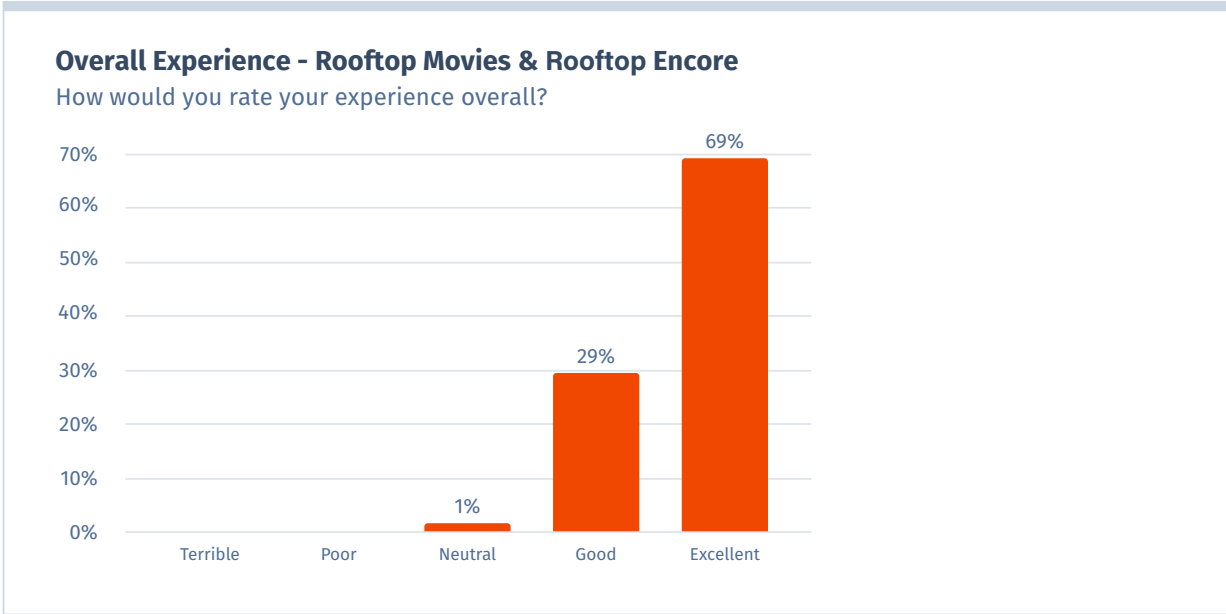


Good + Excellent: **97%**

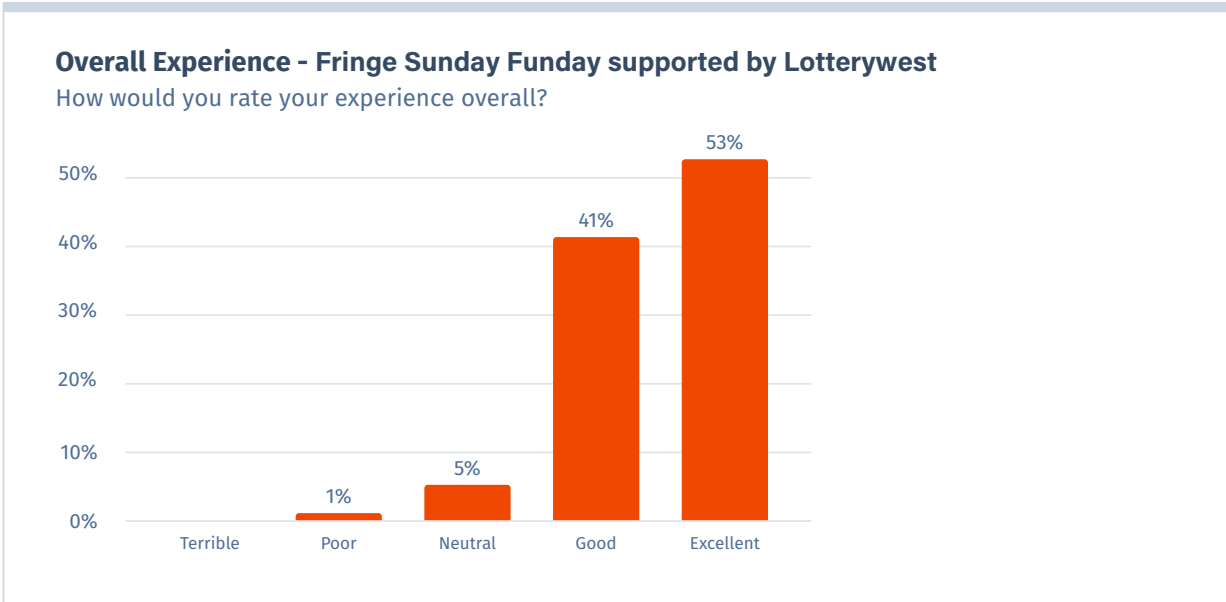
Insights

The vast majority of the sample (96%) reported having a positive experience overall, which is an outstanding result. Of this, 74% rated their experience as excellent and 22% as good. 2% of respondents had a neutral experience and less than 1% each would rate their experience as poor or terrible.

Respondents reported having a positive experience across all programs, with consistently positive results for *FRINGE WORLD Festival* (97%), *Rooftop Movies & Rooftop Encore* (99%) and *Fringe Sunday Funday supported by Lotterywest* (94%).



Good + Excellent: **99%**



Good + Excellent: **94%**

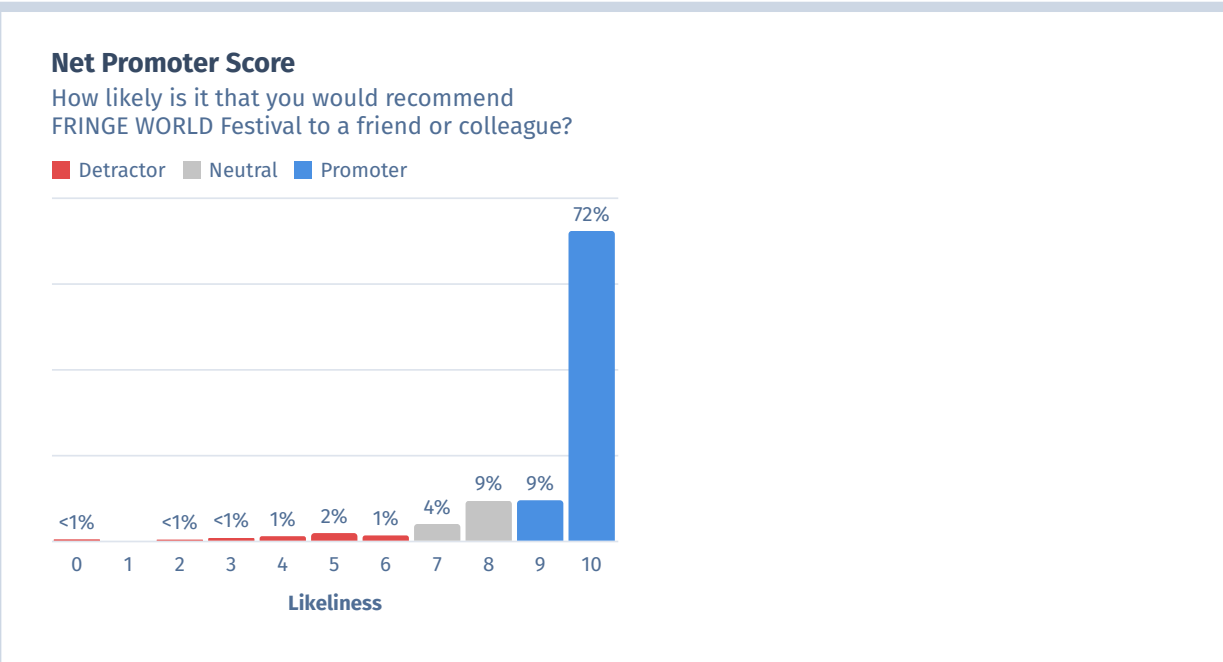
Net Promoter Score

Respondents were asked whether they would recommend each ARTRAGE event to a friend or colleague. Respondents could choose a number from 0 to 10 from a menu, with 0 meaning 'not likely at all' and 10 meaning 'extremely likely'.

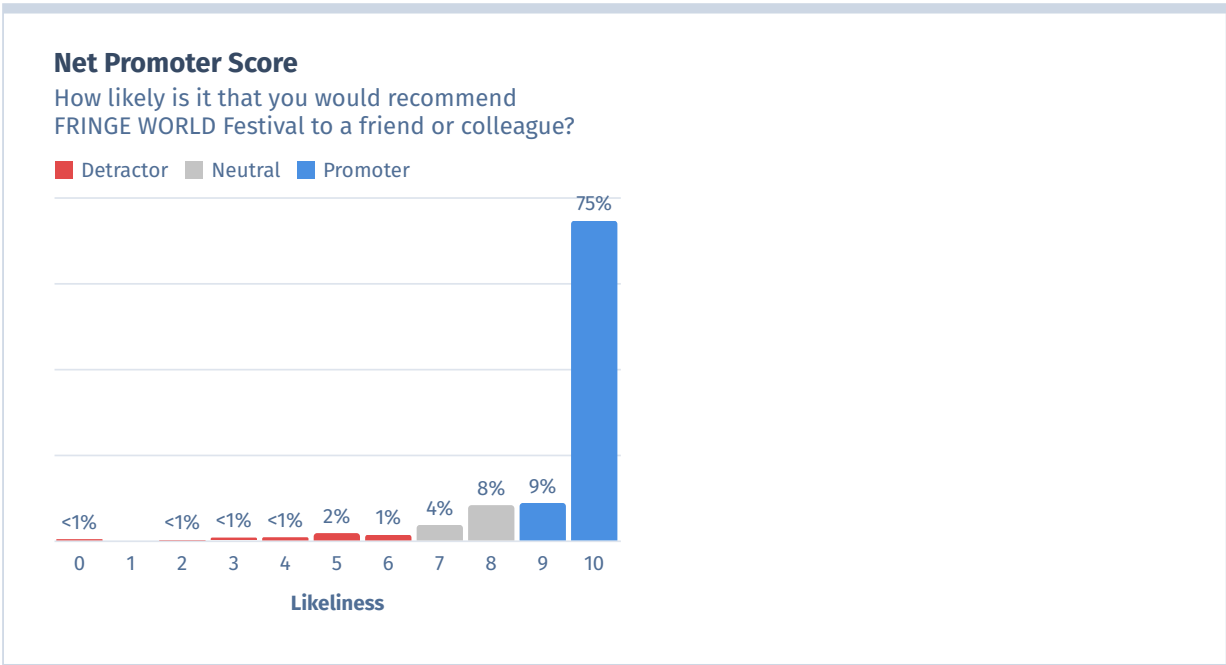
These results can be used to calculate a Net Promoter Score (NPS). NPS is a standardised metric that seeks to measure loyalty between an organisation and its audience. Respondents with a score of 9 or 10 are considered 'Promoters'. 'Detractors' are those who respond with a score of 0 to 6. Scores of 7 and 8 are considered 'Passives'.

NPS is calculated by subtracting the percentage of respondents who are Detractors from the percentage of customers who are Promoters. This means that an overall Net Promoter Score can range from -100 to +100.

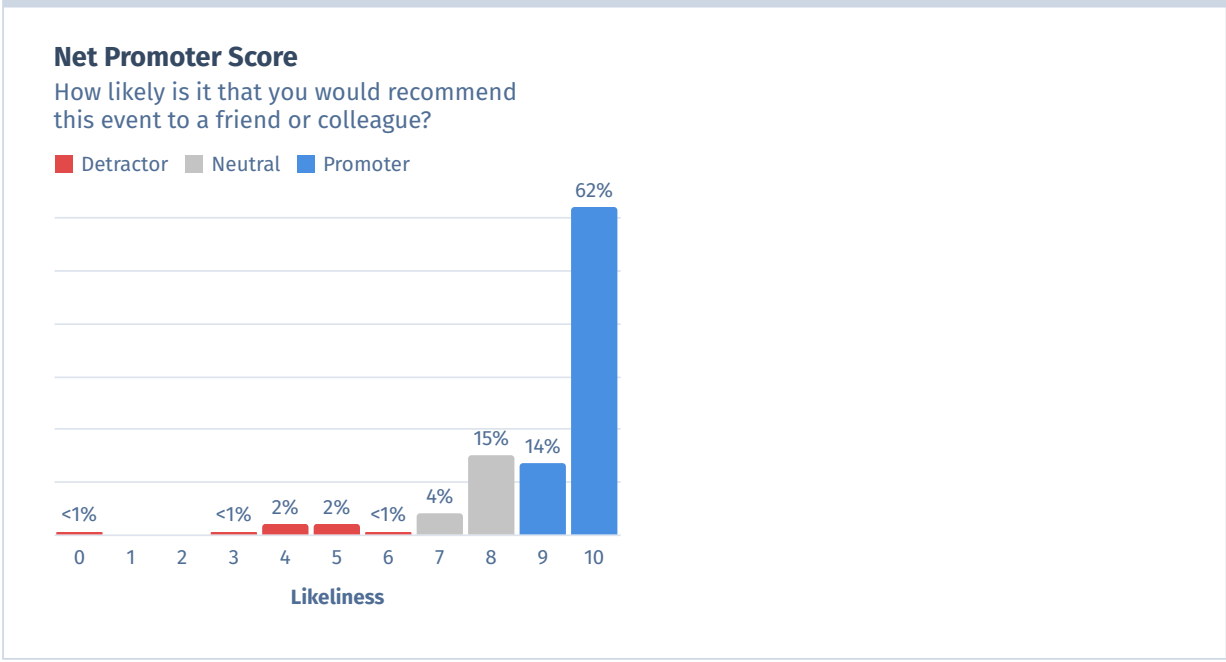
These charts show the proportion of respondents that would or would not recommend *FRINGE WORLD Festival*, *Rooftop Movies*, *Rooftop Encore* and *Fringe Sunday Funday* supported by *Lotterywest*, as well as an aggregate result, followed by the calculated NPS below.



Net Promoter Score: 76

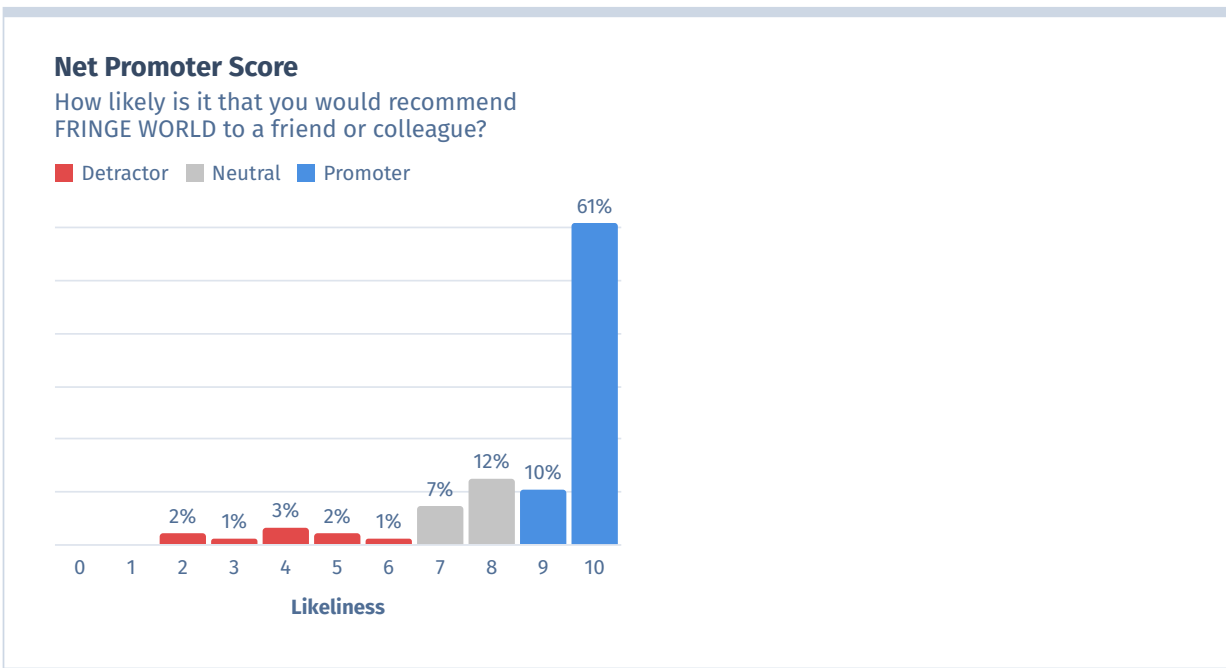


Net Promoter Score: 80



Net Promoter Score: 71

Net Promoter Score



Net Promoter Score: 62

Insights

The large majority of respondents (81%) scored either 9 or 10, indicating they would be classified as Promoters. 13% of respondents scored passive results (7 or 8) and less than 6% would be considered detractors (scoring between 0-6).

A positive NPS (i.e. higher than zero) is felt to be good, and an NPS of 50+ is excellent. The aggregate sample's given NPS of 76 is an outstanding result and indicates that respondents are extremely loyal and highly likely to recommend ARTRAGE events to friends and colleagues. This result is an increase from 73 in 2023.

All programs received strong NPS scores ranging from 62 for *Fringe Sunday Funday* supported by Lotterywest and 71 for *Rooftop Movies & Rooftop Encore* to an outstanding 80 for *FRINGE WORLD Festival*.



The Pleasure Garden image by Michelle Ranson

Year	Percentage
2021	68
2022	70
2023	72
2024	76

Year	Percentage
2021	70
2022	73
2023	74
2024	81

Year	Percentage
2021	69
2022	73
2023	74
2024	82

Six of the seven comparable dimensions received their highest average score in 2024, which is a brilliant result. There has been a consistent trend of improvement across all of these dimensions. 'Distinctiveness' was the only dimension average that decreased in 2024, however this dimension has provided the most consistent results across the four years.

A man and a woman are sitting on a dark, patterned rug in a dimly lit room. The man, on the left, has short brown hair and is wearing a grey t-shirt. The woman, on the right, has long blonde hair and is wearing a light blue t-shirt. They are both looking down at a glowing, open book that is resting on a small, dark, rectangular stand. The book's pages are illuminated with a warm, golden light, and its cover appears to be made of a dark, textured material. The background is dark and out of focus, suggesting a cozy, intimate setting. The overall mood is one of quiet discovery and shared interest.

DLGSC AOIP Benchmarks

In 2020, the Western Australian Department of Local Government, Sport, and Cultural Industries (DLGSC) made benchmarks available from evaluations conducted by all their funded arts and cultural organisations during the 2016 to 2019 period.

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 the FRINGE WORLD Festival, compared to the DLGSC benchmark average and interquartile range (IQR).

Insights

Six of the seven comparable dimensions fell within the DLGSC's benchmark range, with the aggregate results for 'Diversity' (79/100), 'Captivation' (89/100) and 'Connection' (75/100) at or near the top of the range. This demonstrates that *FRINGE WORLD Festival* has strong comparable results when respondents are asked if the event was different from things they've experienced before, whether the event held their interest and attention, and if it helped them to feel connected to people in the community.

'Access' (80/100) fell just below the DLGSC's benchmark range indicating that there is room for improvement when providing respondents the opportunity to access activities they would otherwise not have access to. It is worth noting that the dimension average result for 'Access' has increased from 70/100 to 81/100 for *FRINGE WORLD Festival* since 2021, showing marked improvement in this space.

FRINGE WORLD Festival 2024 Outcomes and DLGSC Benchmarks

Average response level result overlaid above the benchmark range of average results (i.e. interquartile range)



Count per dimension: 50 < s < 167; 6,144 < n < 23,498. Surveys with less than 30 responses were removed prior to analysis. Note: The x-axis starts at 'Neutral' (50).



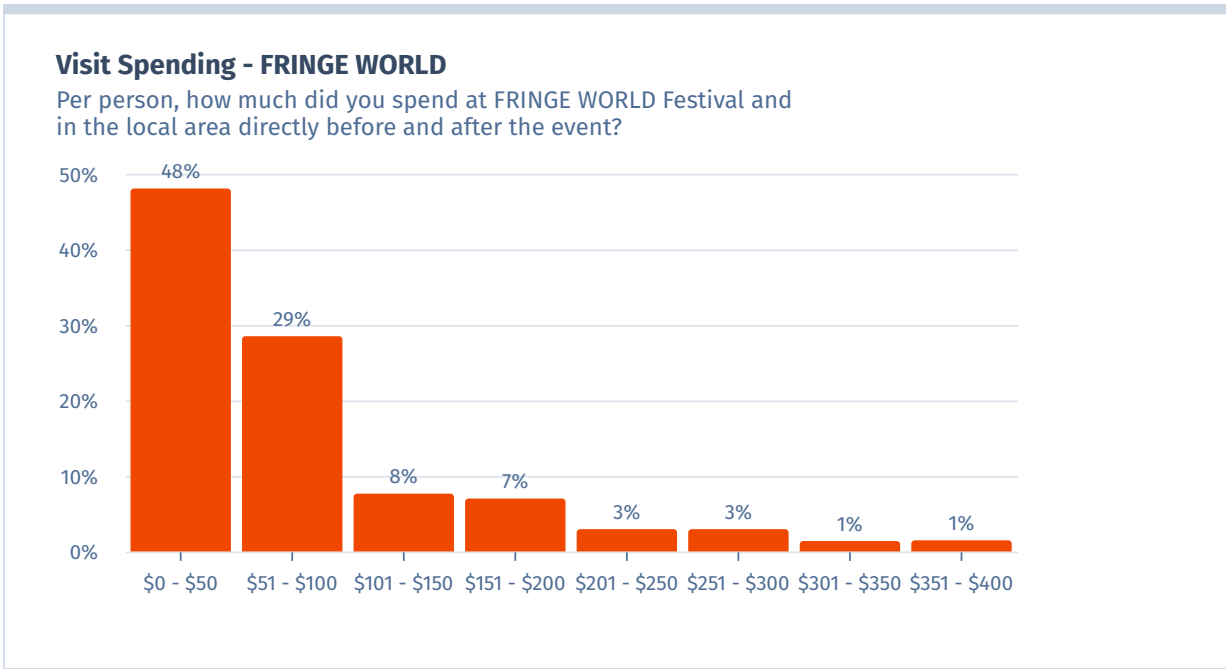
6. Economic Impact

Spending and Additionality

Spending questions ask survey respondents about how much they spent in the local area on items like shopping, food, beverage, etc. as part of their attendance at the event. Respondents are asked to exclude accommodation or other travel expenses as these are separated as part of the economic impact calculations.

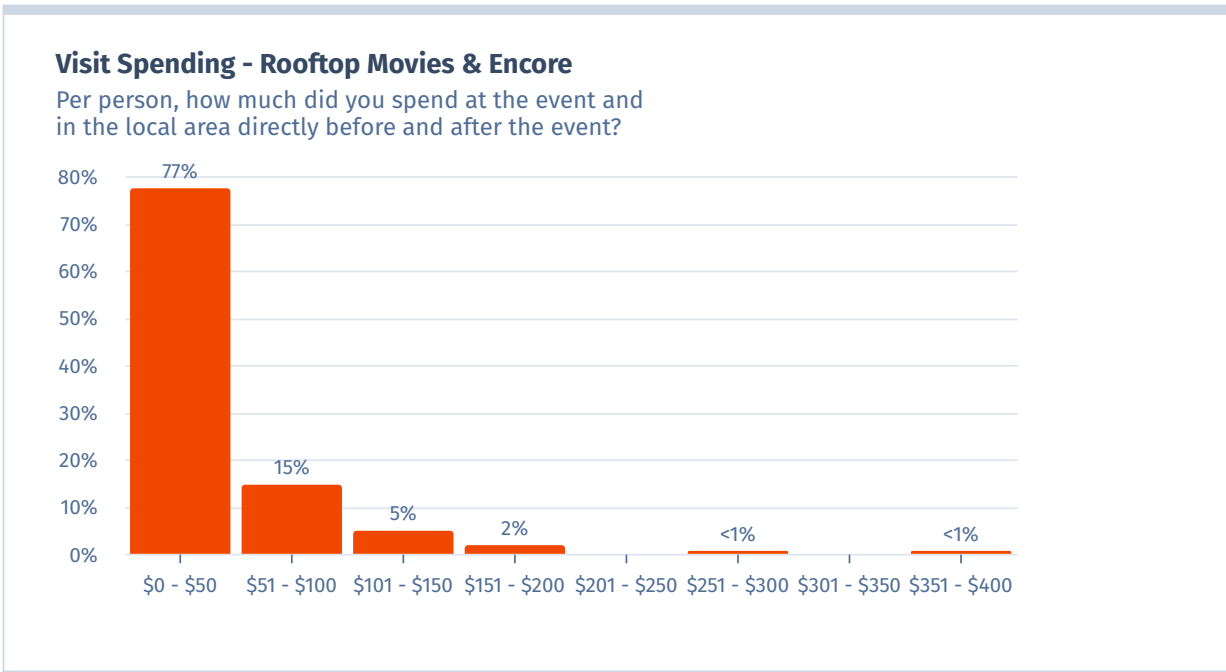
Respondents are also asked what they would have done otherwise if it was not for their attendance at the event. This question is used to determine 'additionality', which is the percentage of spending that could be considered to be additional or could genuinely be attributed to the event. It is statistically defined as one minus the percentage of deadweight (1 - dw%), where deadweight is the economic outcome that would have happened in the absence of activity.

The following charts show the visitor spending and additionality results used in the economic impact analysis, as well as what spending types of respondents reported.

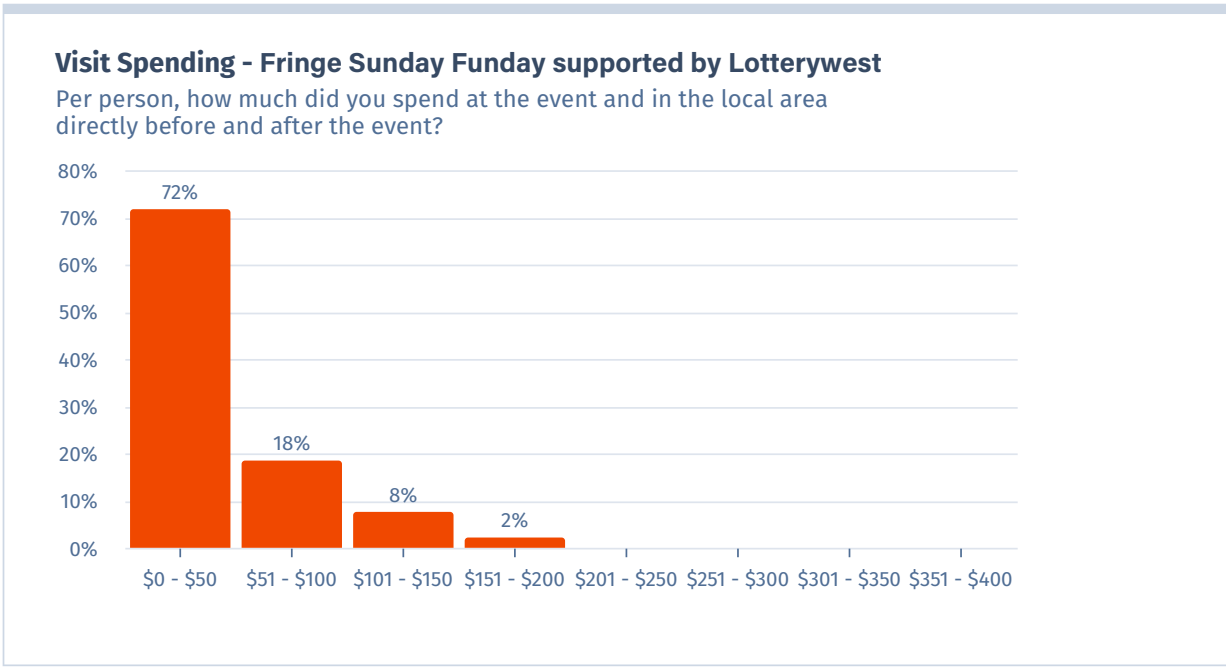


FRINGE WORLD Festival Average Visit Spend: **\$350**

The Average Visit Spend is based on survey results for Average Accomodation Spend per day/person plus the Average Spend in the Local Area per day/person directly before or after attending the Festival.



Rooftop Movies & Encore Average Visit Spend: **\$49**

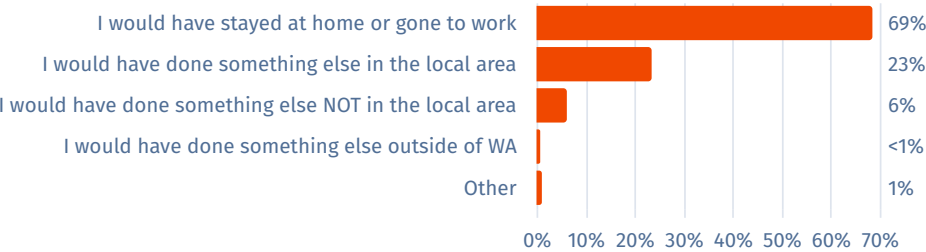


Fringe Sunday Funday supported by Lotterywest Average Visit Spend: **\$76**



Additionality - FRINGE WORLD

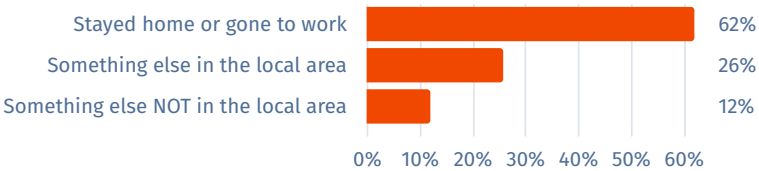
Which of the following best describes what you would have done if you had not attended FRINGE WORLD Festival?



FRINGE WORLD Festival Additionality: 75%

Additionality - Rooftop Movies & Encore

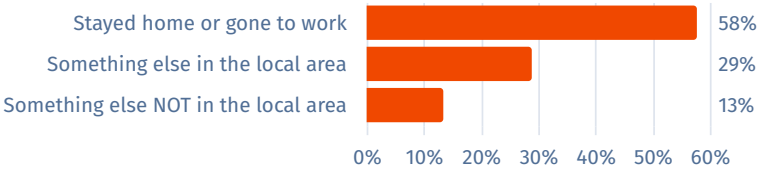
Which of the following best describes what you would have done if you had not attended Rooftop Movies & Encore?



Rooftop Movies & Encore Additionality: 75%

Additionality - Fringe Sunday Funday supported by Lotterywest

Which of the following best describes what you would have done if you had not attended Fringe Sunday Funday supported by Lotterywest?



Fringe Sunday Funday supported by Lotterywest Additionality: 71%

Insights

Almost half of respondents reported spending between \$0-\$50 per person at *FRINGE WORLD Festival* (48%), whilst 23% spent over \$101. The average visit spend per person was \$122. The average visit spending per person was lower for both *Rooftop Movies & Rooftop Encore* (\$49) and *Fringe Sunday Funday supported by Lotterywest* (\$76).

If not attending a *FRINGE WORLD Festival 2024* event, a majority of *FRINGE WORLD Festival* (69%), *Rooftop Movies & Rooftop Encore* (62%) and *Fringe Sunday Funday supported by Lotterywest* (58%) respondents would have stayed at home or gone to work if they had not specifically attended the events.

7% of *FRINGE WORLD Festival*, 12% of *Rooftop Movies & Rooftop Encore* and 13% of *Fringe Sunday Funday supported by Lotterywest* respondents would not have visited the local area if they had not attended the festival or event.

Accommodation and Tourism

FRINGE WORLD Festival and *Rooftop Movies & Encore* respondents were asked if they were staying overnight while attending the event, how long they were staying and how much they spent on accommodation.

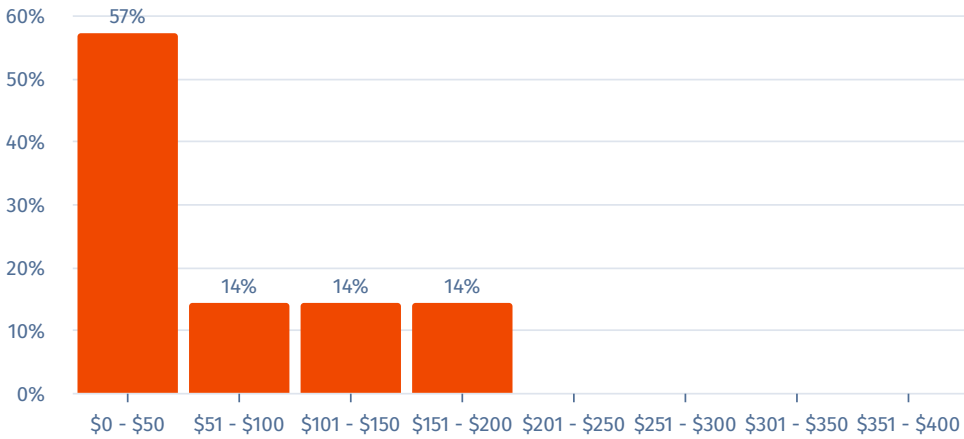
Survey respondents who identified as living Intrastate, Interstate, or Overseas were asked additional questions about their trip spending and reasons for visiting. This data is used to determine the economic impact of the event on tourism-related spending.

All spending and additionality results are weighted by the attendee's place of origin (i.e. City of Perth, Perth Metro, Elsewhere in WA, Interstate, and Overseas).

Tourism additionality asks respondents how much influence the event had on their decision to visit WA (or Perth, for regional visitors). Tourists that indicated the event was their primary reason for visiting means that 100% of their trip spend is attributable to the event, whereas tourists who were unaware of the event before visiting indicate that the event was responsible for 0% of their trip spend.

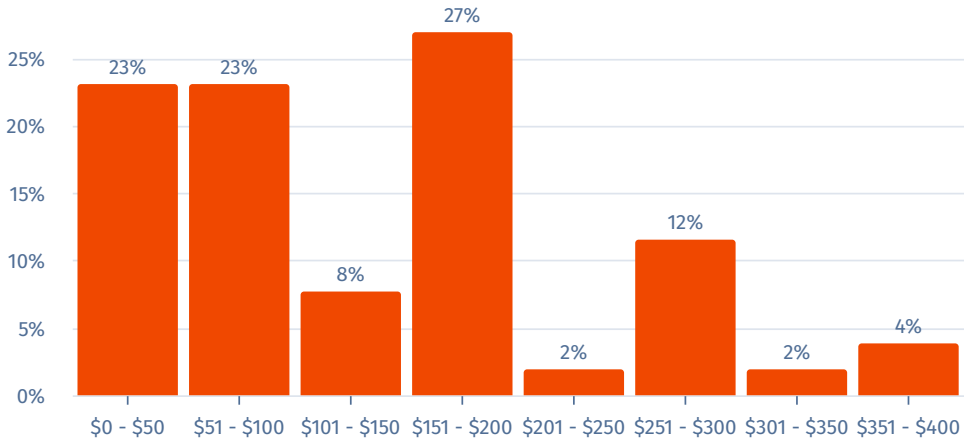
A weighted exponential scale of attribution is applied to calculate an overall trip additionality figure in the economic impact calculations (i.e. 100%, 50%, 25%, 5%, 0%).

Accommodation Spending - Rooftop Movies & Encore
How much money did you spend on accommodation? (per person, per night)



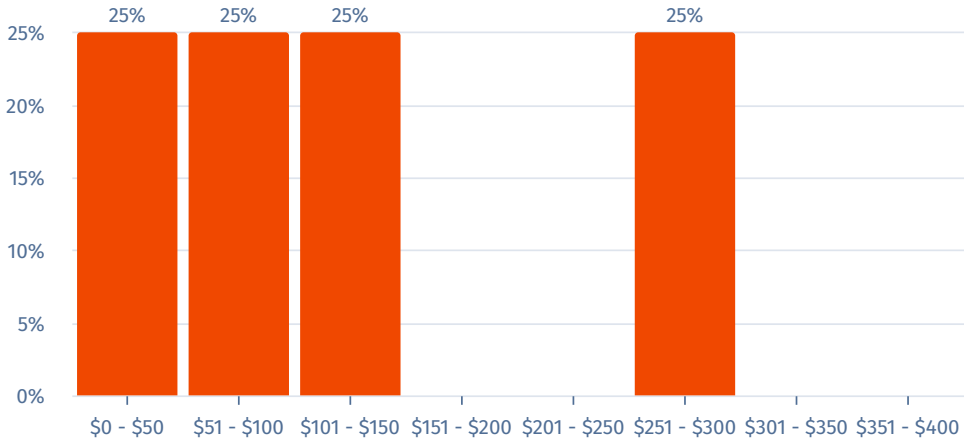
Rooftop Movies & Encore Average Accommodation Spend: **\$52**

Trip Spending - FRINGE WORLD
Per person, how much do you think you will spend during your time away from home? (excluding accommodation and spending at the event)



Average Trip Spend: **\$257**

Trip Spending - Rooftop Movies & Encore
Per person, how much do you think you will spend during your time away from home? (excluding accommodation and spending at the event)

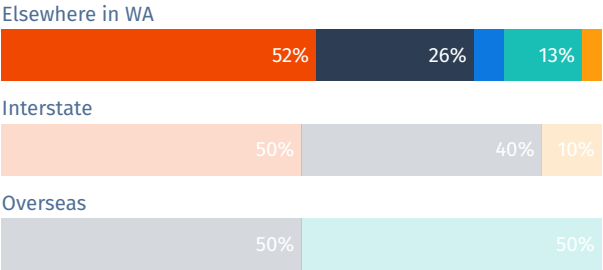


Note: Estimates were used in the calculation of average trip spend for Rooftop Movies & Encore due to low response counts to the associated question.

Average Trip Spend: **\$312**

Trip Additionality for Tourists - FRINGE WORLD
Did FRINGE WORLD Festival influence your decision to travel to the local area?

- Yes, it was the main reason
- Partly, it was a contributing factor
- No, but I changed or extended my original pl..
- No, but I did know about the event
- No, I was not aware of the event



Note: Categories with fewer than 10 responses have reduced opacity to indicate that the value may not be representative due to the small sample size.

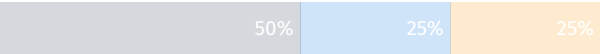
FRINGE WORLD Festival Weighted Accommodation/Trip Additionality: **75%**

Trip Additionality for Tourists - Rooftop Movies & Encore

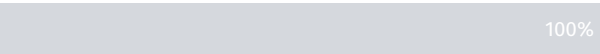
Did the event influence your decision to travel to the local area?

- Yes, it was the main reason
- Partly, it was a contributing factor
- No, but I changed or extended my original pl...
- No, but I knew about the event
- No, I was not aware of the event

Elsewhere in WA



Interstate



Note: Categories with fewer than 10 responses have reduced opacity to indicate that the value may not be representative due to the small sample size.

Rooftop Movies & Encore Weighted Accommodation Additionality: **75%**

Total Adjusted Nights Generated: **21,512**

Average Nights Stayed of Overnight Attendees: **7.0**

Insights

The average spending on accommodation per person per night was \$153 for *FRINGE WORLD Festival* and \$52 for *Rooftop Movies & Encore* respondents. Those sampled as part of *FRINGE WORLD Festival* were most likely to have spent either \$0-\$50 (28%), \$101-\$150 (24%) or \$151-\$200 (19%). The majority of *Rooftop Movies & Encore* respondents spent between \$0-\$50 per person per night on accommodation (57%).

When asked how much per person they would spend during their time away from home, excluding accommodation and spending at the event, *FRINGE WORLD Festival* respondents were most likely to estimate between \$151-\$200 (27%), \$0-\$50 (23%) or \$51-\$100 (23%). The calculated average trip spend was \$257 for *FRINGE WORLD Festival* and \$312 for *Rooftop Movies & Encore* respondents.

78% of *FRINGE WORLD Festival* respondents who lived elsewhere in Western Australia agreed that the festival was either the main reason (52%) or a contributing factor (26%) in their decision to travel to the local area. The samples for interstate and overseas *FRINGE WORLD Festival* respondents and *Rooftop Movies & Encore* respondents who travelled to the local area were small and individual responses may skew results.

After responses were weighted for all tourist attendees, the accommodation and tourism additionality of *FRINGE WORLD Festival* was determined to be 75%, which means that 75% of tourist spending would not have occurred, if not for the festival. Accommodation additionality was calculated to be 75% for *Rooftop Movies & Encore*.



History of House image by Imogene Hope



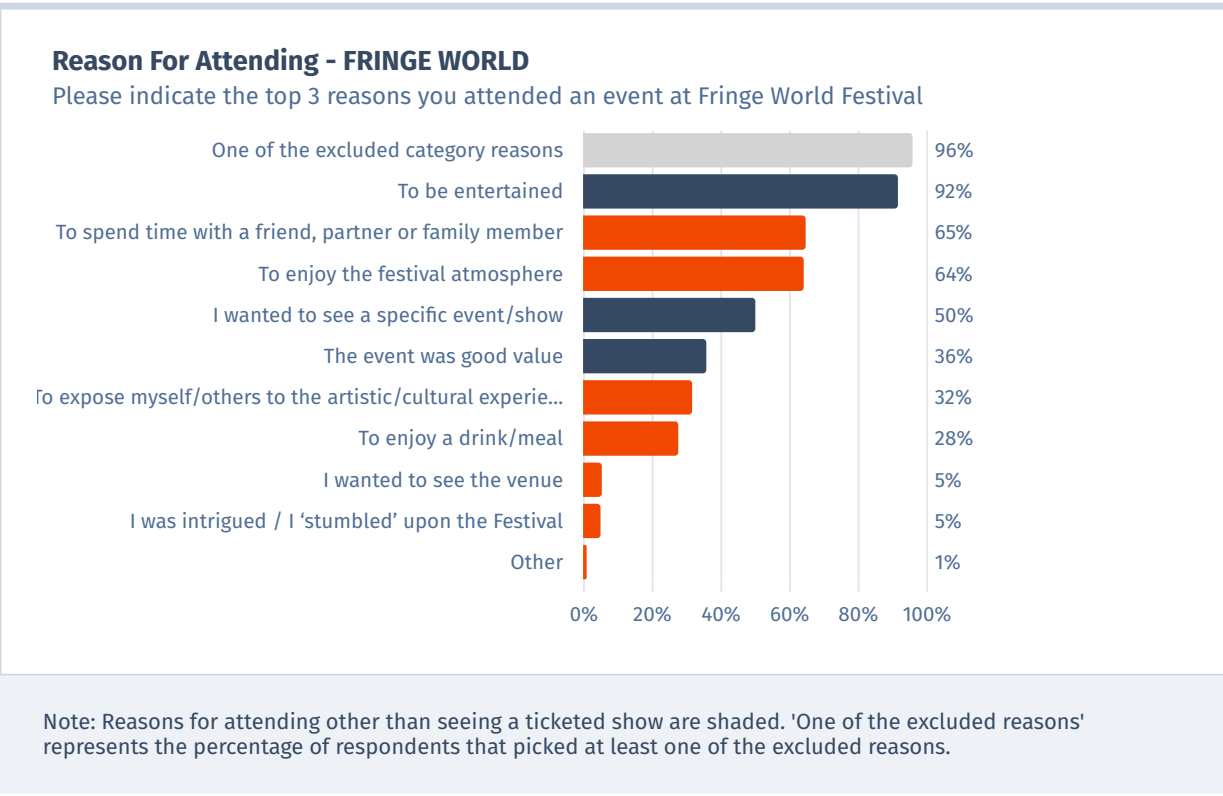
Unique Attendance & Other Expenditure

Other figures are required for the overall economic impact calculations, including Artist Expenditure, Organisational Expenditure, and Unique Attendance.

Unique attendance is required for the calculation of accommodation spending, as it is common for *FRINGE WORLD Festival* attendees to see multiple events over multiple nights. By determining the unique attendance of the overall festival, we can then apply a percentage figure calculated from survey data to determine the number of accommodation nights generated by the festival.

Artist Expenditure is a significant component of economic impact, due to the large number of artists that are participants in *FRINGE WORLD Festival*. Artist expenditure includes the daily spending of all artists while participating in *FRINGE WORLD Festival*, as well as the accommodation and trip expenses from travelling artists who live outside of WA.

Finally, organisational expenditure contributes to the economy by using equipment and services to create the event. *FRINGE WORLD Festival* also shares box office revenue with artists participating in the festival. As *FRINGE WORLD Festival* takes in revenue through its provision of food and beverage operations, this revenue is deducted from the average spending of festival attendees to prevent it from being double counted through organisational expenditure.



Free attendees included in overall attendance: 4%

Unique Attendance - FRINGE WORLD Festival

ATTENDANCE TYPE	TOTAL
Total Attendance (Free & Ticketed)	592,731
Ticketed - FRINGE WORLD Festival	288,777
Free - FRINGE WORLD Festival	291,796
Free - New Attendees (Calculation)	12,158
Total In-Scope Attendees	300,935
Average Events Attended Per Person	5.30
Unique Tourist Attendance	4,781
TOTAL IN-SCOPE UNIQUE ATTENDEES	56,780

Note: In-scope attendees represents the sum of direct ticketed attendance and the calculated 'new' attendance for free events. For calculation purposes, it is estimated that approximately 4% of attendees to free events did not attend a ticketed event in the same trip.

Artist Expenditure - FRINGE WORLD Festival

SPEND TYPE	# OF ARTISTS	AVG NIGHTS	AVG SPEND P/NIGHT	ADDITIONALITY	TOTAL
Local	2,600	2.0	\$78.14	83%	\$337,264
Non-Local	1,326	19.4	\$209.66	100%	\$5,389,842
TOTAL					\$5,727,107

Note: 'Local' refers to artists who reside in the City of Perth or Perth Metro Area. 'Non-Local' refers to those who live elsewhere in WA, are interstate visitors, or are from overseas. Non-local artists' additionality is set to 100% as it is assumed they would not have visited if not for the Festival.

Organisational Expenditure

SPEND TYPE	TOTAL
ARTRAGE Organisation Expenditure	\$11.0m
FRINGE WORLD Festival Ticket Profit Sharing	\$7.2m
(Minus) ARTRAGE Food & Beverage Revenue	\$2.2m
TOTAL	\$20.5m

Note: Food & Beverage Revenue generated by ARTRAGE through its operations have been deducted from Attendee Event Spending. This is to prevent double-counting this spend as part of the Organisational Expenditure component of the economic impact assessment.



FRINGE WORLD opening Party - Image by Giselle Natassia

Impact Summary

Survey respondents were asked to estimate how much they had spent as part of their visit, the level of influence on their decision to visit, as well as indicate what they would have done if they had not visited. Combining this data with attendance figures allows an overall impact figure to be generated.

The economic impact is determined by three main factors:

- **Visits/Attendance:** The number of people spending money (converted to the number of nights for accommodation and longer trips).
- **Spend:** Spending in the local economy. Includes spending as part of a visit, spending on accommodation for those staying overnight, and any other trip-related spending for those staying multiple nights. Excludes spending on tickets or other items that would be captured through organisation expenditure (i.e. to avoid double-counting).
- **Additionality:** The percentage of spending that would not have occurred otherwise.

To calculate the economic impact on the local area, only additional visitation is included. From those visits, only expenditure that would not have otherwise occurred is considered. In this case, the economic impact is from attendees who would have otherwise stayed at home, gone to work, or those who would have done something else outside the local area.

The tables below detail a breakdown of visitation by additionality (i.e. new visits to the area because of the event), visitor expenditure (if they came and stayed in the area because of the event and any other spending they did), and total economic output.

Event Spending Impact

PROGRAM	INSCOPE ATTENDANCE	EVENT SPEND	ADDITIONALITY	TOTAL
Rooftop Movies & Rooftop Encore	42,399	\$49	75%	\$1,566,764
FRINGE WORLD Festival	300,935	\$122.02	75%	\$27,504,540
Fringe Sunday Funday supported by Lotterywest	21,300	\$76	71%	\$1,175,357
TOTAL	364,634			\$30,246,661

Accommodation & Trip Spending Impact

PROGRAM	NIGHTS	ACCOM SPEND/NIGHT	TRIP SPEND/NIGHT	ADDITIONALITY	TOTAL
Rooftop Movies & Encore	2,170	\$52	\$312	75%	\$236,866
FRINGE WORLD Festival	30,903	\$153	\$257	75%	\$5,147,740
Fringe Sunday Funday	-	-	-	-	-
TOTAL	33,073				\$5,384,606

Economic Impact Summary

	DIRECT IMPACT	MULTIPLIED IMPACT
Attendee Spending (Rooftop)	\$1,803,629	\$5,447,271
Event/Visit	\$1,566,764	\$4,762,962
Accommodation	\$115,304	\$326,310
Trip	\$121,562	\$358,000
Attendee Spending (FRINGE WORLD Festival)	\$32,652,280	\$98,426,610
Event/Visit	\$27,504,540	\$83,613,802
Accommodation	\$3,019,887	\$8,546,281
Trip	\$2,127,853	\$6,266,527
Attendee Spending (Fringe Sunday Funday supported by Lotterywest)	\$1,175,357	\$3,573,086
Event/Visit	\$1,175,357	\$3,573,086
Artist Expenditure (FRINGE WORLD Festival)	\$5,727,107	\$16,680,118
Daily Spend	\$2,249,541	\$6,838,604
Accommodation	\$3,477,567	\$9,841,514
Organisation Expenditure	\$20,478,289	\$56,315,295
TOTAL	\$61,836,662	\$180,442,380

Note: For the purpose of this analysis, output multipliers derived from *ABS Output Tables 2020-21* have been applied to direct impact expenditure to calculate multiplied impact.

- *Event/Visit* expenditure scaled by an output multiplier of 3.04 - the national Food and Beverage multiplier.
- *Accommodation* expenditure scaled by an output multiplier of 2.83 - the national Accommodation multiplier.
- *Trip* expenditure scaled by an output multiplier of 2.95 - an average of national Retail (2.85) and Food and Beverage (3.04) multipliers.
- *Organisation* expenditure scaled by an output multiplier of 2.75 - the Australian National Heritage, Creative and Performing Arts output multiplier.

Employment, Tourism & Comparisons

Using the Impact Summary, additional analysis has been conducted to report the impact of ARTRAGE activities on employment, as well as the percentage of spending that was undertaken by different types of tourists.

For comparative purposes, other Economic Impact Assessments conducted by Culture Counts have been included. These comparisons represent the direct impact of attendee spending only - that being the spend of attendees outside the event area and any spending on accommodation.

Employment Impact Summary

	DIRECT EMPLOYMENT (FTE)	MULTIPLIED EMPLOYMENT (FTE)
Attendee Spending (Rooftop Movies & Rooftop Encore)	12.9	23.0
Attendee Spending (FRINGE WORLD Festival)	234.2	415.8
Attendee Spending (Fringe Sunday Funday supported by Lotterywest)	8.4	15.0
Organisation Expenditure	152.2	266.4
Artist Expenditure (FRINGE WORLD Festival)	25.3	55.8
TOTAL	433.0	776.0

Tourism Impact Summary - FRINGE WORLD Festival

	UNIQUE ATTENDEES	DIRECT IMPACT
Attendee Spending		\$7,933,515
Elsewhere in WA	2,719	\$3,874,356
Interstate	1,748	\$3,949,762
Overseas	314	\$109,397
Artist Spending (Non-local Artists)		\$5,389,842
TOTAL	4,781	\$13,323,357

Economic Impact Comparisons

SOURCE	ATTENDEES	AVG. SPEND	ADDITIONALITY	DIRECT IMPACT (ATTENDEE SPEND)
FRINGE WORLD Festival 2024	300,935	\$144.67	75%	\$32,652,280
FRINGE WORLD Festival 2023	298,832	\$121.17	77%	\$27,827,550
FRINGE WORLD Festival 2022	239,437	\$114.97	76%	\$20,922,055
FRINGE WORLD Festival 2021	232,374	\$69.78	74%	\$11,998,832
Perth Festival 2022	143,665	\$51.97	65%	\$19,996,027
Midsumma 2019	101,802	\$213.13	55%	\$11,933,184
PrideFEST 2019	28,079	\$107.43	67%	\$2,020,999
Commonwealth Games Festival 2018	120,188	\$84.50	100%	\$10,155,896

Note: EIA comparison reports 'in-scope attendances'. Scope is determined by the event model, attendee additionality and the sampling methodology. Figures have been modified to facilitate methodologically comparable results for direct economic impact only. Comparison of other figures reported is not recommended.

Additionality is sourced from Event Spend only, with the Average Spend figure adjusted accordingly to combine event and accommodation spends. Additionality was not measured for Commonwealth Games 2018 Festival as part of survey methodology.

Note: Direct Employment has been calculated by dividing Direct Impact by the industry-specific Output per FTE figure. This figure is then multiplied by the relevant employment multiplier to estimate Multiplied FTE. For this analysis, Output per FTE has been derived from ABS Input-Output Tables 2012-13 and WA Treasury CPI 2021. Employment multipliers have been derived from ABS Input-Output Tables 2012-13. Event Impact FTE uses an Output per FTE figure of \$134,567, and an employment multiplier of 1.77. Accommodation Impact FTE uses an Output per FTE figure of \$226,689, and an employment multiplier of 2.21. Trip Impact FTE uses an Output per FTE figure of \$139,394, and an employment multiplier of 1.775. Organisation Expenditure FTE uses an Output per FTE figure of \$134,567, and an employment multiplier of 1.75..





FRINGE WORLD AWARDS 2024 image by Jason Matz

Data and Insights by
CultureCounts

Report prepared for

ARTAGE

THANKS TO OUR AWESOME SUPPORTERS WHO HELPED MAKE MAGIC HAPPEN ACROSS 2023/2024



We respectfully acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders past and present.



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IMPACT REPORT

PREPARED BY CULTURE COUNTS

**FRINGE
WORLD**

**ROOFTOP
MOVIES**

**ROOFTOP
*Encore***