

# UNTITLED.

Friday 26 April, 2024

Committee Secretary  
PO Box 6021  
Parliament House  
CANBERRA  
Canberra ACT 2600

Dear Secretary,

We are writing on behalf of Untitled Group, Australia's leading independent music and event promoter. In under a decade, our company has grown to a size which houses 65 full-time staff and creates annual casual employment opportunities for hundreds more through our various festivals and events all over Australia.

Our portfolio includes globally recognised festivals and events such as Beyond the Valley, Wildlands, Pitch Music & Arts, Grapevine Gathering, Ability Fest (Dylan Alcott Foundation), and Finals Festival (Australian Open & Tennis Australia), and we are instrumental in advancing the careers of both domestic and international touring artists.

Recently, we were ranked #12 in the Pollstar ranking for the biggest promoters worldwide, based on gross sales. Annually, our 300+ events attract over 500k highly diversified and loyal patrons, and we maintain an exclusive database of over 1M+ engaged community members. Our deep understanding of the evolving needs of young Australians enables us to consistently deliver world-class experiences year after year.

We are a 100% Australian owned small-medium business that operates in an industry we're deeply passionate about, but an industry that is currently in a state of crisis.

In recent years, we have faced a range of challenges impacting our ability to operate. Since the onset of the COVID-19 pandemic, we have experienced significant labour and supplier shortages, along with an increase in operating costs ranging from 30-60%, sometimes meaning that our festival breakeven can only be achieved at a complete sellout or not at all.

These challenges are compounded by a noticeable decline in consumer confidence in Australian festivals through an onslaught of overly negative media stories, making it increasingly difficult to maintain trust within the community and encourage an early ticket buying demographic.

Additionally, the escalating costs and competitive bidding wars for international talent have further strained our resources. The situation is exacerbated by prohibitively high insurance rates and ambiguous clauses, which fail to provide adequate confidence for us to continue operations in outdoor venues vulnerable to natural disasters such as fires and floods.

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We also contend with substantial investments required for infrastructure development, including the maintenance of festival sites, external roads, and telecommunications systems - investments in regional communities that are rarely subsidised or supported externally.

Our competitive landscape is dominated by a few multinational corporations that not only drive up prices but also hold monopolistic control over the talent pipeline, making it difficult to secure diverse and appealing lineups. Despite competing regularly with three major multinationals, we continue to make significant positive economic contributions, particularly in Victoria, impacting both inner city and regional communities.

Attached are addendums that further detail these points and underline the broader economic and cultural impacts of our activities.

In light of the numerous challenges currently facing the Australian festival industry, we respectfully request the consideration of several key measures from the government to support the sustainability and growth of this vital cultural sector.

1. **Insurance Reform:** First and foremost, we propose the establishment of a clear and accessible insurance regime in Australia. This would include a detailed Code of Conduct and clear policies outlining the triggers for decision-making in crisis situations, thereby providing greater certainty and protection for event organisers against the unpredictable nature of outdoor events.
2. **Financial Support through Grants:** We urge the government to recognise the significant economic and social impact the Events and Festivals landscape has to providing jobs at all levels, full time, part time, casual and contract jobs, in the thousands, and allocate significant grants to help de-risk the industry, thus decreasing insurance premiums and operational costs for promoters. Such consistent and ongoing financial backing is essential for maintaining the viability of festivals, especially in a post-pandemic economic landscape.
3. **Data Collection and Insights:** We endorse and support the efforts of Music Australia in their work to collect comprehensive data on the industry. Reliable data is crucial for informed decision-making and strategic planning. Ensuring that festivals have access to all relevant grants and ongoing research into consumer insights would greatly enhance our ability to adapt to and meet the evolving demands of our audience.
4. **Increased Investment in the Sector:** We request a significant increase in access to investment and support mechanisms such as the Live Music Australia Fund. While beneficial, the current funding levels are insufficient to meet the sector's needs. We also propose the creation of a \$20 million building and infrastructure fund, which would be utilised for enhancing festival sites, improving associated infrastructure such as telecommunication systems, roads (for ingress and egress), waterways to mitigate floodplain risks, and ensuring general higher standards of safety and enjoyment for attendees. Without significant ongoing capital investments, we as event organisers are unable to sustain the positive impacts that our festivals bring to the regional communities that host us. The proposed upgrades in regional areas would provide a real world incentive for local residents within these regions to be encouraging new festival opportunities, rather than potentially being a cause to block them. The lack of such funding leads to unsustainable operations due to the continuous and costly maintenance required. Furthermore,

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these constant capital upgrades are often non-negotiable conditions placed upon event organisers by statutory authorities in order to acquire the required permits to operate.

5. **Nationally Recognized Harm Minimization Strategies:** We encourage a national discussion on real time Harm Minimization strategies which includes pill testing. As event organizers we go through an enormous and costly process of advocating for and providing for the health and safety of our festival attendees, which includes significant investments in medical and peer to peer services. We feel we can only go so far in this area, and encourage a national conversation around real health and safety measures to ensure our patrons, who wish to do so, have a service like pill testing, to make an educated decision on what they consume.
6. **National Marketing Campaign:** Finally, we propose a major national music festivals marketing campaign for the 2024-2025 summer festival season. This campaign would aim to restore consumer confidence, showcase the diversity and richness of Australia's festival scene, and stimulate both domestic and international interest in our events.

The implementation of these measures would provide crucial support to an industry that not only contributes significantly to the national economy, but also plays a key role in the cultural enrichment of our society.

We are grateful for the opportunity to contribute to this inquiry and sincerely thank the committee for its dedication to advancing Australia's cultural landscape. The ongoing support from the Federal Government and the initiatives under the new National Cultural Policy are critical to the sustained success and vibrancy of the music and festival sector. Music Australia's continued involvement is essential for our collective growth and impact.

We at Untitled Group are committed to furthering these efforts and would be very happy to provide additional insights or engage in further discussions regarding the proposals we have outlined.

Your Sincerely

**Filippo Palermo**  
Co-Founder & Managing Partner  
Untitled Group Pty Ltd  
[www.untitledgroup.com.au](http://www.untitledgroup.com.au)

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## ADDENDUM:

### Suite of Economic Impact Statements

#### 2022 & 2023 years

Compiled by IER - Industry and Tourism Researches <https://www.ier.com.au/>

1. 2023 - Beyond The Valley, Victoria
2. 2023 - Pitch Music & Arts Festival, Victoria
3. 2023 - Wildlands Brisbane, QLD
4. 2023 - Wildlands Adelaide, SA
5. 2022 - Beyond The Valley, Victoria
6. 2022 - Grapevine Gathering, NSW
7. 2022 - Grapevine Gathering, QLD
8. 2022 - Grapevine Gathering, SA
9. 2022 - Grapevine Gathering, WA
10. 2022 - Pitch Music & Arts, Victoria
11. 2022 - Wildlands Perth, WA

# BTV Victoria

Barunah Plains, Golden Plains

December 28, 2023 - January 1, 2024



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the BTV Festival on the Golden Plains (Shire) and Victorian economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the Festival.

## ATTENDANCES



Total number of days

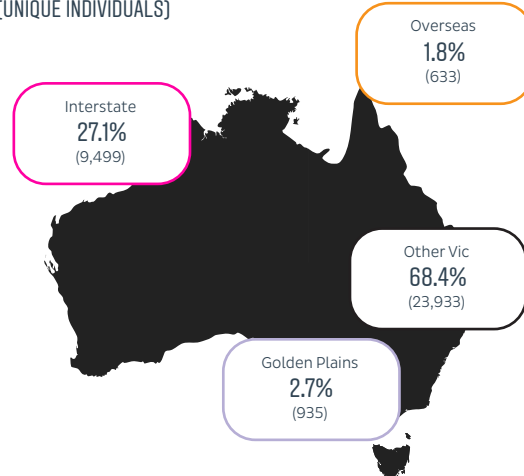


**TOTAL ATTENDANCE**  
119,000

**UNIQUE ATTENDEES**  
35,000

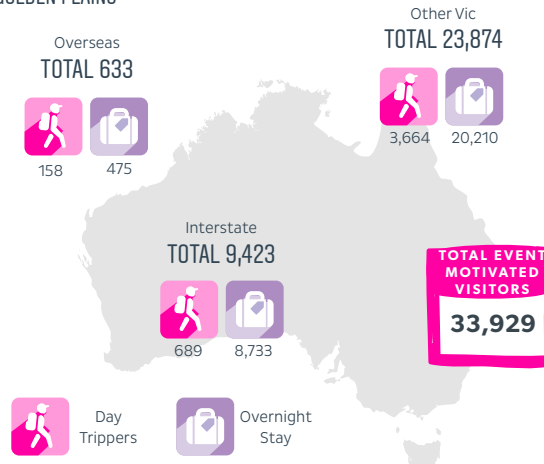


## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 97% of attendees at BTV Victoria were visitors to the Golden Plains region. Visitors from outside Victoria made up 29% of visitors to the region."

## EVENT MOTIVATED VISITORS TO GOLDEN PLAINS

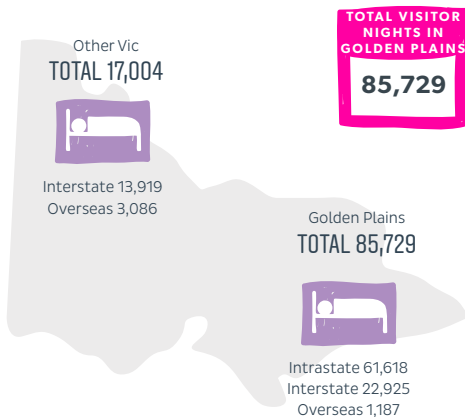


"BTV was directly responsible for bringing 34,000 visitors to Golden Plains. The event was also responsible for bringing 10,000 out-of-state visitors to Victoria"

## AT A GLANCE

- + BTV recorded total attendances of 119,000 at the 2023 event in Golden Plains. When multiple day attendances are considered, it is estimated that this equates to 35,000 unique individuals in attendance based on an average of 3.4 days attended.
- + The Festival was directly responsible for bringing 34,000 visitors to Golden Plains. Almost nine in every ten visitors to the Golden Plains region stayed overnight - generating more than 85,000 visitor nights for the region. Visitors from outside Victoria also generated a further 17,000 visitor nights elsewhere in Victoria during their stay. Three in every four nights were spent at a campsite or caravan park.

## DIRECT VISITOR NIGHTS



"BTV was responsible for generating in excess of 85,000 visitor nights in Golden Plains and a further 17,000 nights in other parts of Victoria from interstate/overseas visitors"

## ECONOMIC IMPACTS ON GOLDEN PLAINS



Intrastate Visitor Impact  
\$12,528,417



Interstate Visitor Impact  
\$5,221,824



Overseas Visitor Impact  
\$210,408



Event Operations Impact  
\$1,609,490

**ECONOMIC IMPACT ON GOLDEN PLAINS**  
\$19,570,138

## ECONOMIC IMPACTS ON VICTORIA



Intrastate Visitor Impact  
\$8,119,624



Overseas Visitor Impact  
\$686,950



Event Operations Impact  
\$4,666,692

**ECONOMIC IMPACT ON VICTORIA**  
\$13,473,265

- + The Festival generated an economic impact of \$19.6 million for the Golden Plains region. Intrastate visitors (64%) and Interstate visitors (27%) made up the majority of this impact.
- + When considering the broader Victorian economy (which only takes in interstate and overseas visitors to the State), the Festival was responsible for generating \$13.5 million in economic impact.

## Disclaimer

This report provides an estimate of the economic impact generated by Beyond the Valley in 2023. It is based on actual survey data from attendees with 544 responses. Ticket sales and event financials, have been provided by the event organiser.

# Pitch Moyston

Moyston

March 10-14, 2023



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Pitch Festival on the Ararat (LGA) and Victoria economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the Festival.

## ATTENDANCES

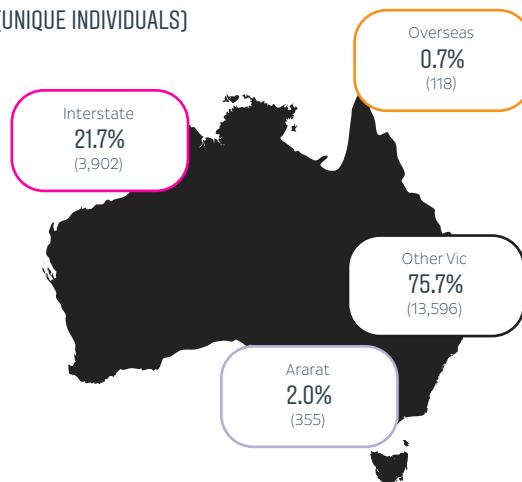


Total number of days



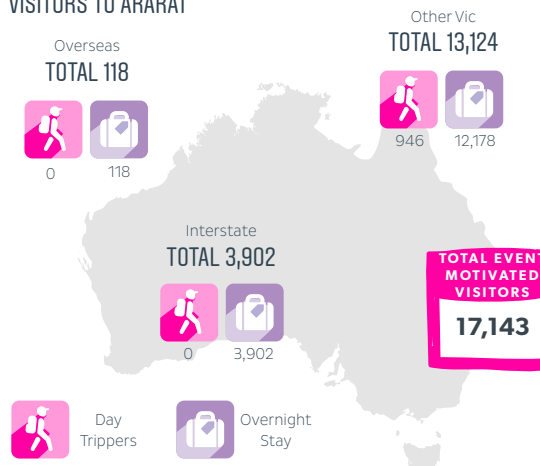
**TOTAL ATTENDEES**  
**17,917**

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 99% of attendees at Pitch were visitors to the Ararat region. Out of state visitors made up around 22.4% of the audience"

## EVENT MOTIVATED VISITORS TO ARARAT

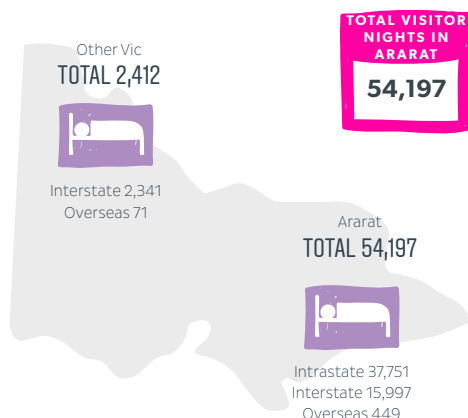


"Pitch was directly responsible for bringing 17,143 visitors to Ararat. The event was also responsible for bringing 4,020 out-of-state visitors to Victoria"

## AT A GLANCE

- + Pitch ran for four days between March 10 and 14, 2023. The majority of attendees were present for four days, with the average number of days attended being approximately 3.8 days.
- + The Festival was directly responsible for bringing 17,143 visitors to Ararat. Around 95% of these visitors stayed overnight in Ararat - generating more than 54,197 visitor nights for the region (most of whom stayed in camping accommodation). Visitors also generated a further 2,412 visitor nights elsewhere in Victoria during their stay.
- + The Festival generated an economic impact of \$10.0 million in Ararat. Intrastate (57.2%) and Interstate (29.3%) visitors made up the majority of this impact.

## DIRECT VISITOR NIGHTS



"Pitch was responsible for generating 54,197 visitor nights in Ararat and a further 2,412 nights in other parts of Victoria"

## ECONOMIC IMPACTS ON ARARAT



## ECONOMIC IMPACTS ON VICTORIA



## Disclaimer

This report provides an estimate of the economic impact generated by Pitch Moyston in 2023. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.

# Wildlands Brisbane

Brisbane Showgrounds, Bowen Hills

January 7, 2023



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Wildlands Brisbane festival on the Brisbane and Queensland economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the festival.

## ATTENDANCES

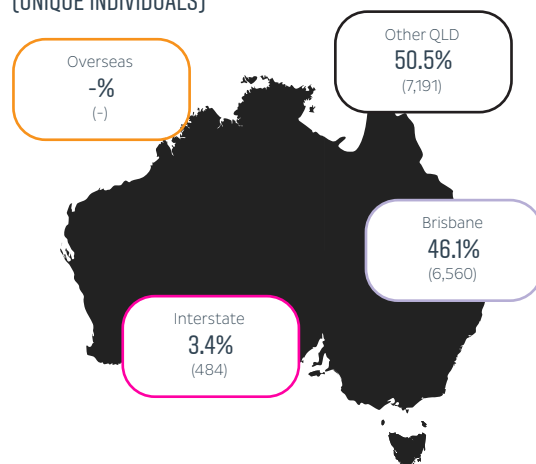


Total number of days



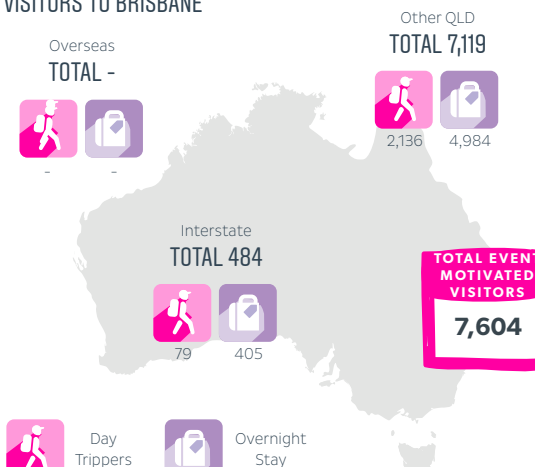
Tickets Sold  
**14,236**

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 54% of attendees at Wildlands Brisbane were visitors to the Brisbane region"

## EVENT MOTIVATED VISITORS TO BRISBANE

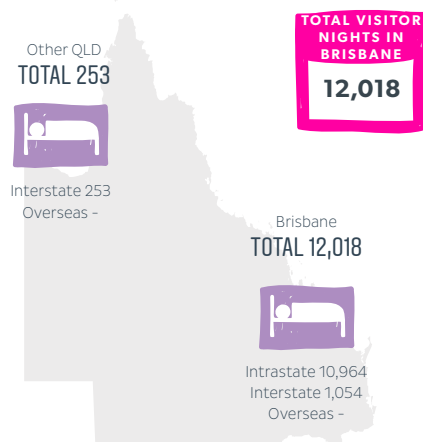


"Wildlands Brisbane was directly responsible for bringing 7,604 visitors to Brisbane. The event was also responsible for bringing 484 out-of-state visitors to Queensland"

## AT A GLANCE

- + Wildlands Brisbane attracted 14,236 people to attend the 2023 event at the Brisbane Showgrounds.
- + The Festival was directly responsible for bringing 7,604 visitors to Brisbane. Around 71% of these visitors stayed overnight in the Brisbane region - generating more than 12,000 visitor nights for the region. Visitors also generated a further 253 visitor nights elsewhere in Queensland during their stay.
- + The Festival generated an economic impact of \$3.9 million for the Brisbane region. Intrastate visitors contributed just over 47% of this amount, whilst the operations of the event contributed around 46%.
- + When considering the broader Queensland economy (which only takes in interstate and overseas visitors to the State), the Festival was responsible for generating \$1.1 million in economic impact.

## DIRECT VISITOR NIGHTS



"Wildlands Brisbane was responsible for generating 12,018 visitor nights in Brisbane (and a further 253 nights in other parts of Queensland)"

## ECONOMIC IMPACTS ON BRISBANE



## ECONOMIC IMPACTS ON QUEENSLAND



## Disclaimer

This report provides an estimate of the economic impact generated by Wildlands Brisbane in 2023. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.

# Wildlands SA

Ellis Park, Adelaide

January 2, 2023



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Wildlands SA Festival on the Adelaide and South Australian economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the Festival.

## ATTENDANCES



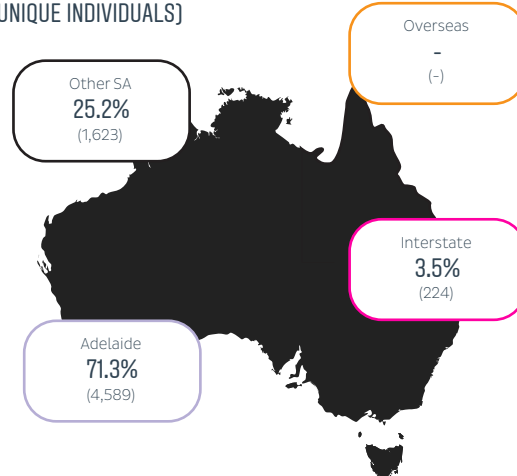
Total number of days



Tickets Sold

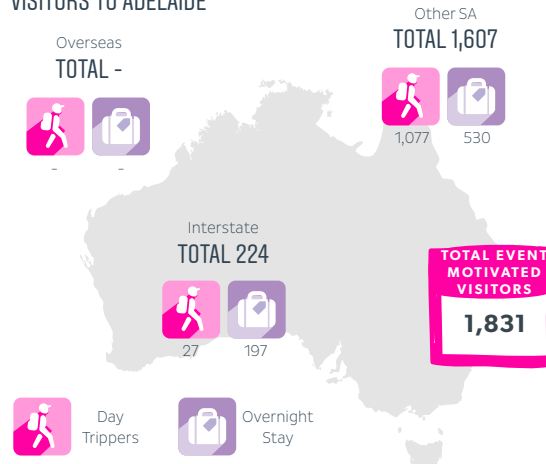
6,436

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 29% of attendees at Wildlands SA were visitors to the Adelaide region"

## EVENT MOTIVATED VISITORS TO ADELAIDE

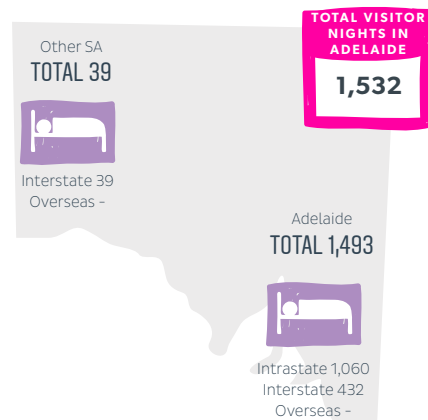


"Wildlands SA was directly responsible for bringing 1,831 visitors to Adelaide. The event was also responsible for bringing 224 out-of-state visitors to South Australia"

## AT A GLANCE

- + Wildlands SA attracted 6,436 people to attend the 2022 event at Ellis Park
- + The Festival was directly responsible for bringing 1,831 visitors to Adelaide. Around 40% of these visitors stayed overnight in the Adelaide region - generating more than 1,493 visitor nights for the region. Visitors also generated a further 39 visitor nights elsewhere in South Australia during their stay.
- + The Festival generated an economic impact of \$882,062 in the Adelaide region. Intrastate visitors contributed around 44% of this amount, with event operations contributing a similar proportion.

## DIRECT VISITOR NIGHTS



"Wildlands SA was responsible for generating 1,493 visitor nights in Adelaide (and a further 39 nights in other parts of South Australia)"

## ECONOMIC IMPACTS ON ADELAIDE



## ECONOMIC IMPACTS ON SOUTH AUSTRALIA



## Disclaimer

This report provides an estimate of the economic impact generated by Wildlands SA in 2023. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.



# BTV Victoria

Barunah Plains, Golden Plains

December 28, 2022 - January 1, 2023



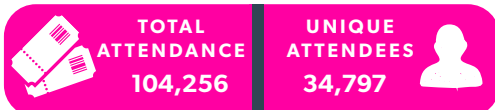
FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the BTV Festival on the Golden Plains (Shire) and Victorian economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the Festival.

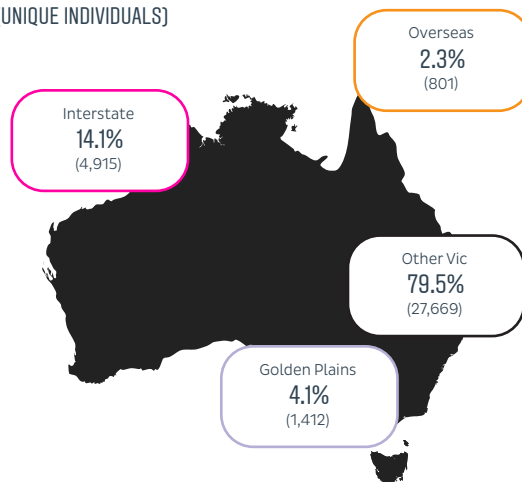
## ATTENDANCES



Total number of days

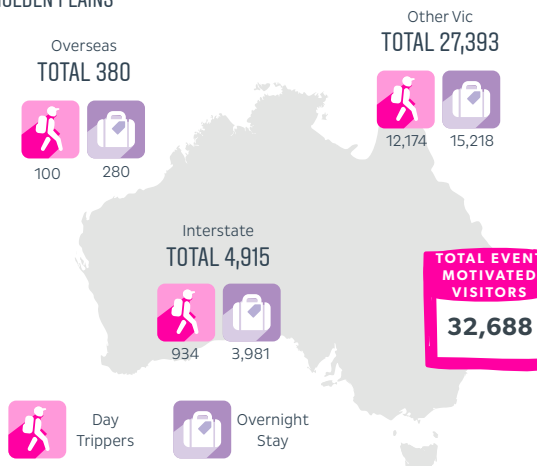


## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 96% of attendees at BTV Victoria were visitors to the Golden Plains region. Out of state visitors made up just under one-sixth of the audience"

## EVENT MOTIVATED VISITORS TO GOLDEN PLAINS

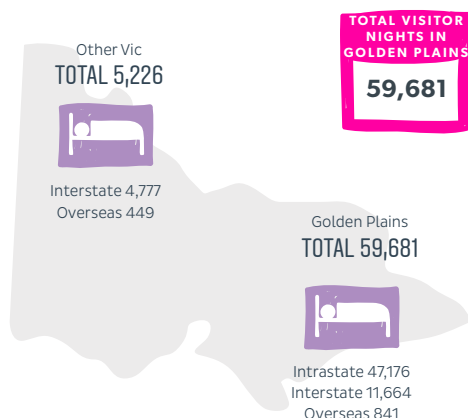


"BTV was directly responsible for bringing 32,688 visitors to Golden Plains. The event was also responsible for bringing 5,295 out-of-state visitors to Victoria"

## AT A GLANCE

- + BTV recorded total attendances of 104,256 at the 2022 event in Golden Plains. When multiple day attendances are considered, it is estimated that this equates to 34,797 unique individuals in attendance.
- + The Festival was directly responsible for bringing 32,688 visitors to Golden Plains. Around 60% of these visitors stayed overnight in the Golden Plains region - generating more than 59,000 visitor nights for the region. Visitors also generated a further 5,226 visitor nights elsewhere in Victoria during their stay.
- + The Festival generated an economic impact of \$17.0 million for the Golden Plains region. Intrastate visitors (47.4%) and Event Operations (31.8%) made up the majority of this impact.
- + When considering the broader Victorian economy (which only takes in interstate and overseas visitors to the State), the Festival was responsible for generating \$7.1 million in economic impact.

## DIRECT VISITOR NIGHTS

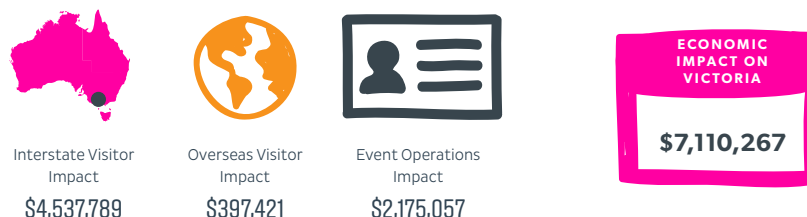


"BTV was responsible for generating 59,681 visitor nights in Golden Plains and a further 5,226 nights in other parts of Victoria"

## ECONOMIC IMPACTS ON GOLDEN PLAINS



## ECONOMIC IMPACTS ON VICTORIA



## Disclaimer

This report provides an estimate of the economic impact generated by Beyond the Valley in 2022. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.

# Grapevine NSW

Hope Estate, Hunter Valley

October 15, 2022



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Grapevine NSW festival on the Hunter Valley (LGA) and New South Wales economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the festival.

## ATTENDANCES



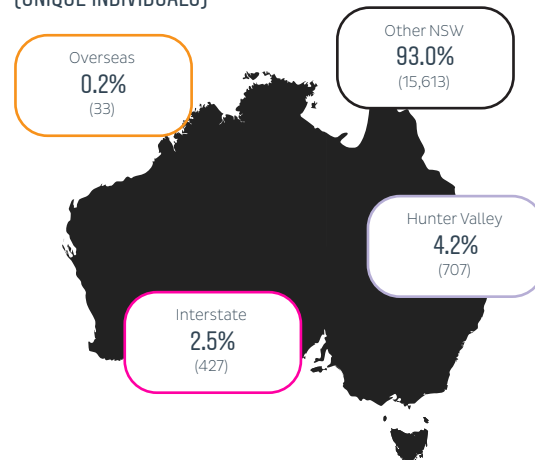
Total number of days



Tickets Sold

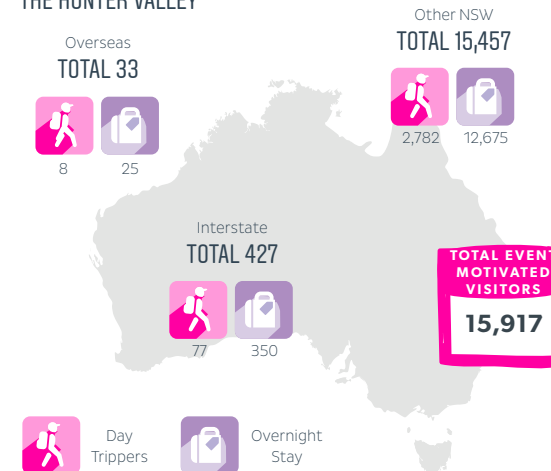
16,780

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 96% of attendees at Grapevine NSW were visitors to the Hunter Valley region"

## EVENT MOTIVATED VISITORS TO THE HUNTER VALLEY

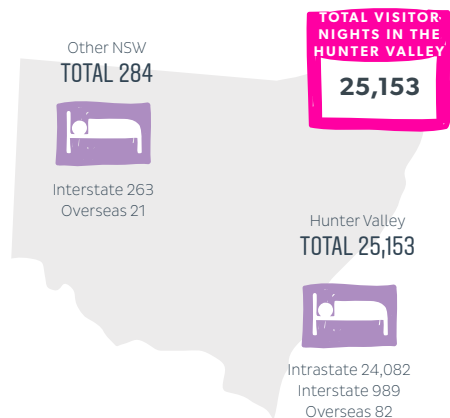


"Grapevine NSW was directly responsible for bringing 15,917 visitors to the Hunter Valley. The event was also responsible for bringing 460 out-of-state visitors to New South Wales"

## AT A GLANCE

- + Grapevine NSW attracted 16,780 people to attend the 2022 event at Hope Estate in the Hunter Valley.
- + The Festival was directly responsible for bringing 15,917 visitors to the Hunter Valley. Around 82% of these visitors stayed overnight in the Hunter Valley - generating more than 25,000 visitor nights for the region. Visitors also generated a further 284 visitor night elsewhere in New South Wales during their stay.
- + The Festival generated an economic impact of \$4.8 million for the Hunter Valley. Intrastate visitors contributed just under 90% of this amount, whilst interstate visitors contributed around 6%.
- + When considering the broader New South Wales economy (which only takes in interstate and overseas visitors to the State), the Festival was responsible for generating \$1.1 million in economic impact.

## DIRECT VISITOR NIGHTS

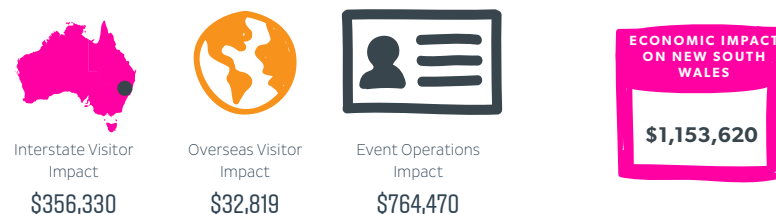


"Grapevine NSW was responsible for generating 25,153 visitor nights in the Hunter Valley region and a further 284 nights in other parts of New South Wales"

## ECONOMIC IMPACTS ON THE HUNTER VALLEY



## ECONOMIC IMPACTS ON NEW SOUTH WALES



## Disclaimer

This report provides an estimate of the economic impact generated by Grapevine NSW in 2022. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.

# Grapevine QLD

Sirromet Wines, Mount Cotton

October 16, 2022



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Grapevine QLD festival on the Brisbane and Queensland economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the festival.

## ATTENDANCES



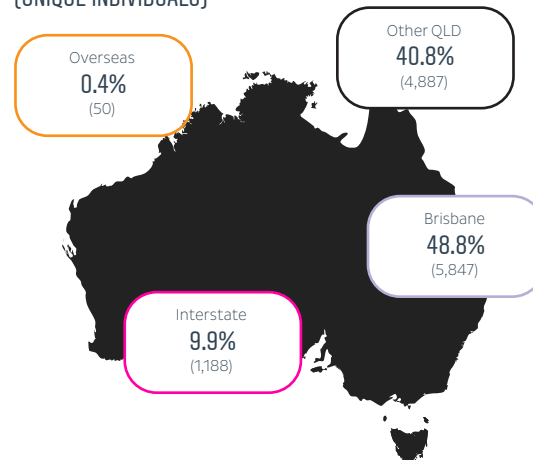
Total number of days



Tickets Sold

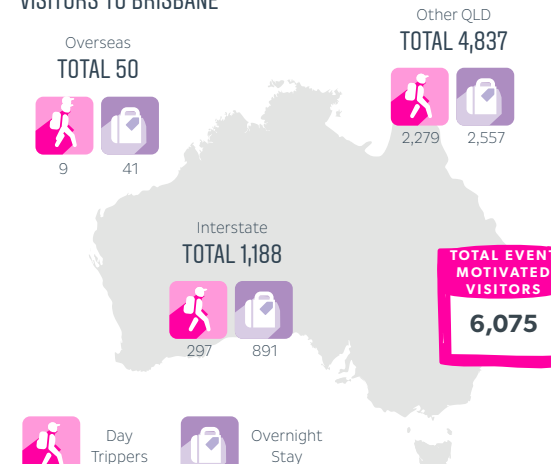
11,972

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 51% of attendees at Grapevine QLD were visitors to the Brisbane region"

## EVENT MOTIVATED VISITORS TO BRISBANE

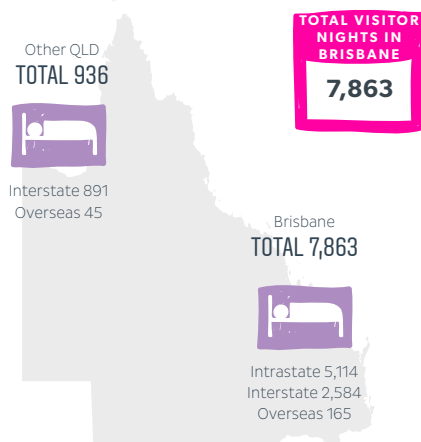


"Grapevine QLD was directly responsible for bringing 6,075 visitors to Brisbane. The event was also responsible for bringing 1,238 out-of-state visitors to Queensland"

## AT A GLANCE

- + Grapevine QLD attracted 11,972 people to attend the 2022 event at Sirromet Wines.
- + The Festival was directly responsible for bringing 6,075 visitors to Brisbane. Around 57% of these visitors stayed overnight in the Brisbane region - generating more than 7,800 visitor nights for the region. Visitors also generated a further 936 visitor night elsewhere in Queensland during their stay.
- + The Festival generated an economic impact of \$2.3 million for the Brisbane region. Intrastate visitors contributed just under 65% of this amount, whilst interstate visitors contributed around 29%.

## DIRECT VISITOR NIGHTS



"Grapevine QLD was responsible for generating 7,863 visitor nights in Brisbane (and a further 936 nights in other parts of Queensland)"

## ECONOMIC IMPACTS ON BRISBANE



## ECONOMIC IMPACTS ON QUEENSLAND



- + When considering the broader Queensland economy (which only takes in interstate and overseas visitors to the State), the Festival was responsible for generating \$1.4 million in economic impact.

## Disclaimer

This report provides an estimate of the economic impact generated by Grapevine QLD in 2022. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.

# Grapevine SA

Serafino Wines, McLaren Vale

October 2, 2022



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Grapevine SA Festival on the McLaren Vale and South Australian economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the Festival.

## ATTENDANCES



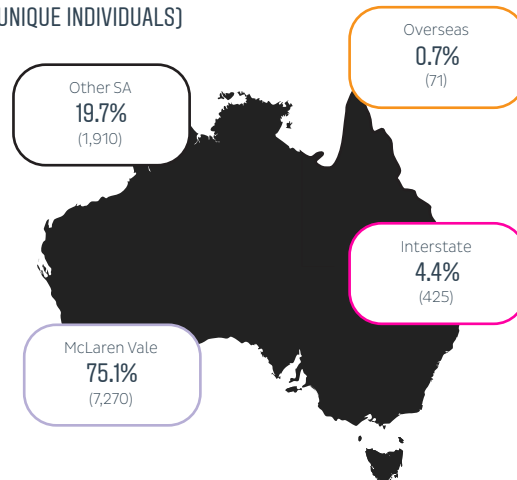
Total number of days



Tickets Sold

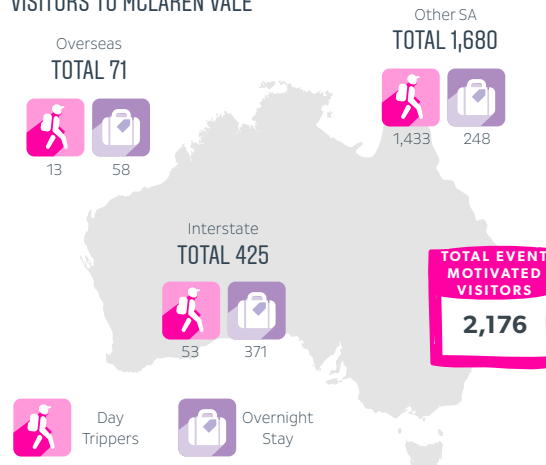
9,676

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 25% of attendees at Grapevine SA were visitors to the McLaren Vale region"

## EVENT MOTIVATED VISITORS TO MCLAREN VALE

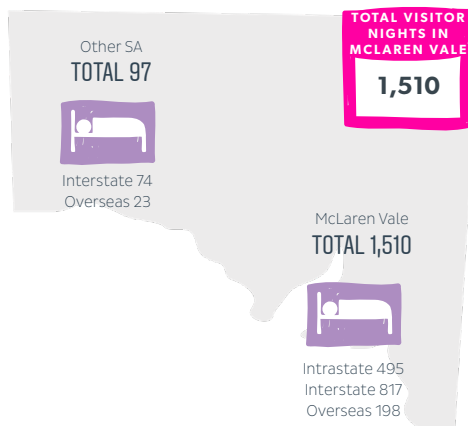


"Grapevine SA was directly responsible for bringing 2,176 visitors to McLaren Vale. The event was also responsible for bringing 495 out-of-state visitors to South Australia"

## AT A GLANCE

- + Grapevine SA attracted 9,676 people to attend the 2022 event at Serafino Wines
- + The Festival was directly responsible for bringing 2,176 visitors to McLaren Vale. Around 31% of these visitors stayed overnight in the McLaren Vale region – generating more than 1,500 visitor nights for the region. Visitors also generated a further 97 visitor nights elsewhere in South Australia during their stay.
- + The Festival generated an economic impact of \$750,000 in the McLaren Vale region. Intrastate visitors contributed around 42% of this amount, whilst event operations contributed around 26%.
- + When considering the broader South Australian economy (which only takes in interstate and overseas visitors to the State), the Festival was responsible for generating \$729,297 in economic impact.

## DIRECT VISITOR NIGHTS



"Grapevine SA was responsible for generating 1,510 visitor nights in McLaren Vale (and a further 97 nights in other parts of South Australia)"

## ECONOMIC IMPACTS ON MCLAREN VALE



## ECONOMIC IMPACTS ON SOUTH AUSTRALIA



## Disclaimer

This report provides an estimate of the economic impact generated by Grapevine SA in 2022. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.

# Grapevine WA

Sandalford Wines, Swan Valley

October 1, 2022



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Grapevine WA Festival on the Perth (LGA) and Western Australian economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the Festival.

## ATTENDANCES



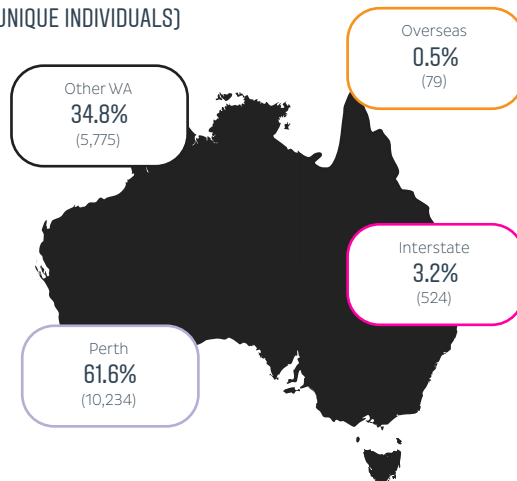
Total number of days



Tickets Sold

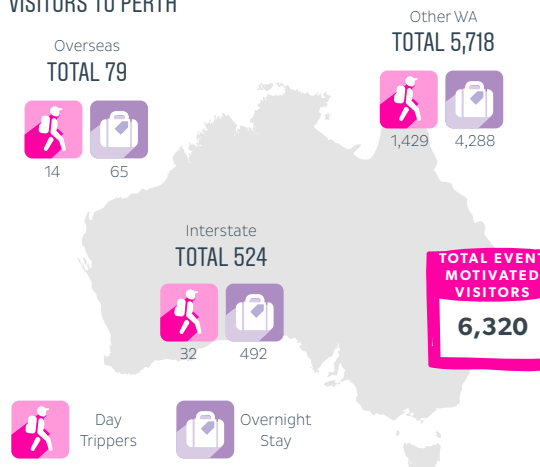
16,612

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Almost 39% of attendees at Grapevine WA were visitors to the Perth region"

## EVENT MOTIVATED VISITORS TO PERTH

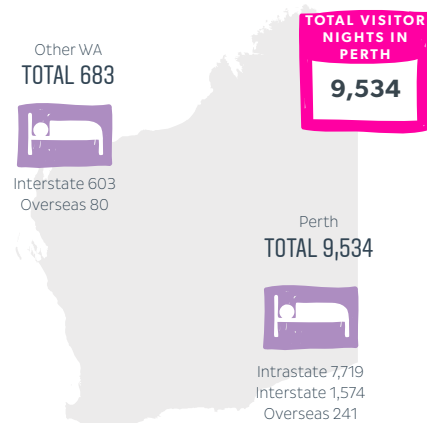


"Grapevine WA was directly responsible for bringing 6,320 visitors to Perth. The event was also responsible for bringing 603 out-of-state visitors to Western Australia"

## AT A GLANCE

- + Grapevine WA attracted 16,612 people to attend the 2022 event at Sandalford Wines.
- + The Festival was directly responsible for bringing 6,320 visitors to Perth. Around 77% of these visitors stayed overnight in the Perth region - generating more than 9,500 visitor nights for the region. Visitors also generated a further 683 visitor nights elsewhere in Western Australia during their stay.
- + The Festival generated an economic impact of \$2.1 million for the Perth region. Intrastate visitors contributed around 71% of this amount, whilst interstate visitors contributed around 20%.

## DIRECT VISITOR NIGHTS



"Grapevine WA was responsible for generating 9,534 visitor nights in Perth (and a further 683 nights in other parts of Western Australia)"

## ECONOMIC IMPACTS ON PERTH



## ECONOMIC IMPACTS ON WESTERN AUSTRALIA



## Disclaimer

This report provides an estimate of the economic impact generated by Grapevine WA in 2022. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.

# Pitch Moyston

Moyston

March 11-14, 2022



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Pitch Festival on the Ararat (LGA) and Victoria economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the Festival.

## ATTENDANCES

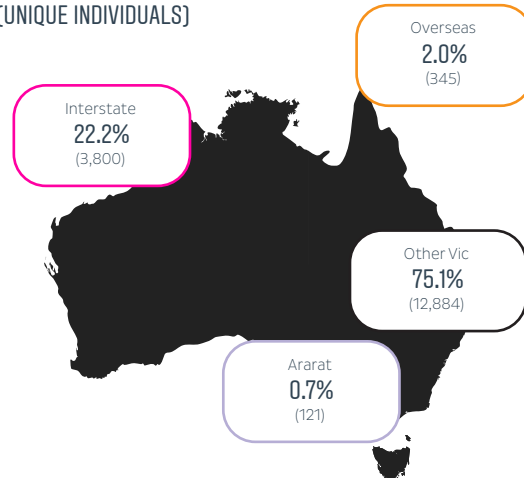


Total number of days



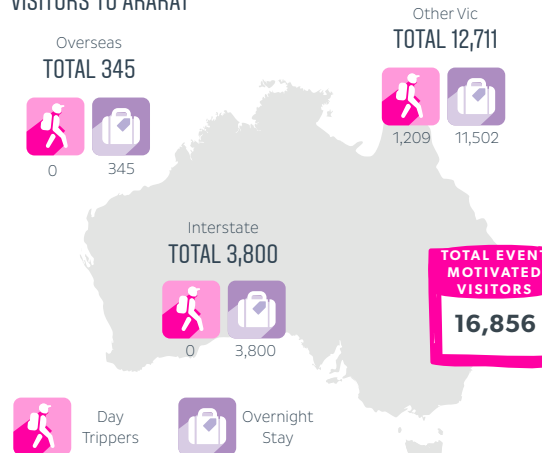
**TOTAL ATTENDEES**  
**17,150**

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Around 99% of attendees at Pitch were visitors to the Ararat region. Out of state visitors made up just under one-quarter of the audience"

## EVENT MOTIVATED VISITORS TO ARARAT

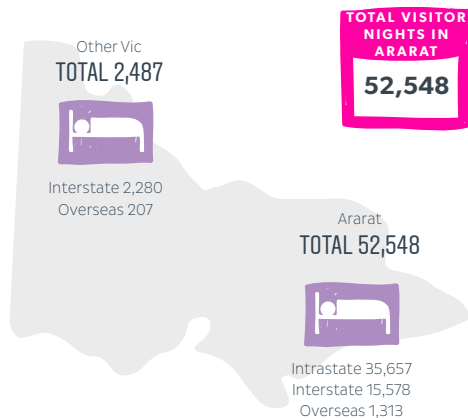


"Pitch was directly responsible for bringing 16,856 visitors to Ararat. The event was also responsible for bringing 4,145 out-of-state visitors to Victoria"

## AT A GLANCE

- + Pitch ran for four days between March 11 and 14, 2022. The majority of attendees were present for four days, with the average number of days attended being approximately 3.7 days.
- + The Festival was directly responsible for bringing 16,900 visitors to Ararat. Around 99% of these visitors stayed overnight in Ararat - generating more than 52,548 visitor nights for the region (most of whom stayed in camping accommodation). Visitors also generated a further 2,487 visitor nights elsewhere in Victoria during their stay.
- + The Festival generated an economic impact of \$9.6 million in Ararat. Intrastate (53.1%) and Interstate (27.2%) visitors made up the majority of this impact.
- + When considering the broader Victorian economy (which only takes in interstate and overseas visitors to the State), the Festival was responsible for generating \$5.3 million in economic impact.

## DIRECT VISITOR NIGHTS

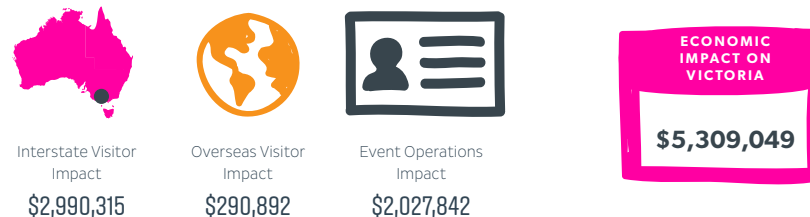


"Pitch was responsible for generating 52,548 visitor nights in Ararat and a further 2,487 nights in other parts of Victoria"

## ECONOMIC IMPACTS ON ARARAT



## ECONOMIC IMPACTS ON VICTORIA



## Disclaimer

This report provides an estimate of the economic impact generated by Pitch Moyston in 2022. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.



# Wildlands WA

Stadium Park, Perth

December 30, 2022



FOCUSED EVENT THINKING

This report outlines the tourism and economic impacts associated with the Wildlands WA Festival on the Perth (LGA) and Western Australian economies. Please note that impacts illustrated represent only the spending and activities of individuals whose reason for travelling to the region was driven by the Festival.

## ATTENDANCES



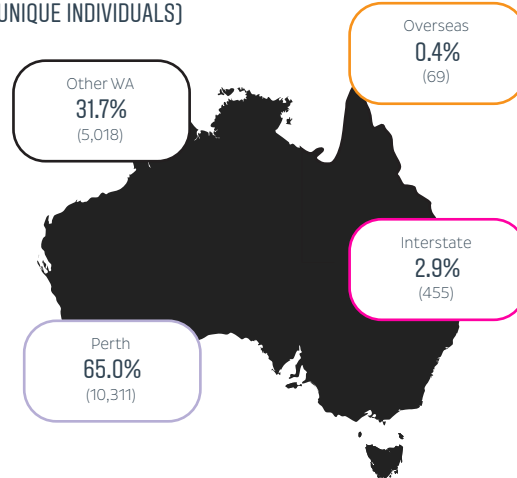
Total number of days



Tickets Sold

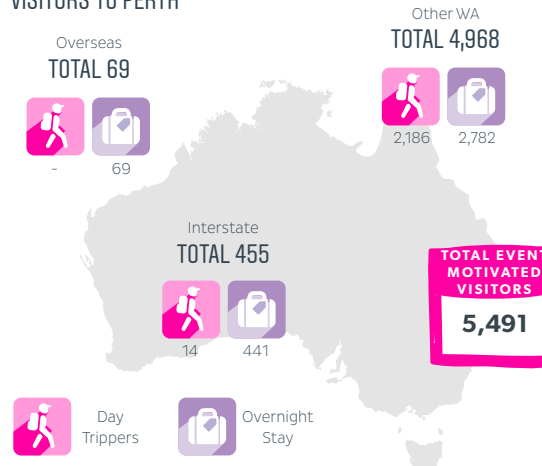
15,853

## VISITOR ORIGINS (UNIQUE INDIVIDUALS)



"Almost 35% of attendees at Wildlands WA were visitors to the Perth region"

## EVENT MOTIVATED VISITORS TO PERTH

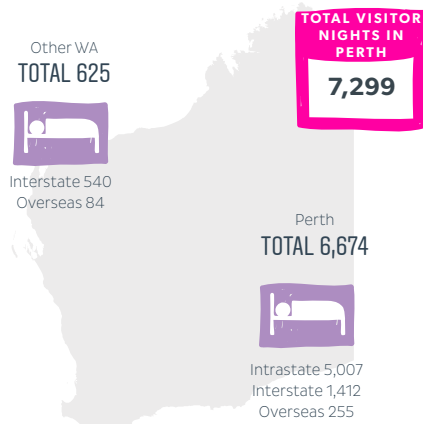


"Wildlands WA was directly responsible for bringing 5,491 visitors to Perth. The event was also responsible for bringing 524 out-of-state visitors to Western Australia"

## AT A GLANCE

- + Wildlands WA attracted 15,853 people to attend the 2022 event at Stadium Park, Perth.
- + The Festival was directly responsible for bringing 5,491 visitors to Perth. Around 60% of these visitors stayed overnight in the Perth region - generating more than 6,600 visitor nights for the region. Visitors also generated a further 625 visitor nights elsewhere in Western Australia during their stay.
- + The Festival generated an economic impact of \$2.1 million for the Perth region. Intrastate visitors contributed around 55% of this amount, whilst event operations contributed around 24%.

## DIRECT VISITOR NIGHTS



"Wildlands WA was responsible for generating 6,674 visitor nights in Perth (and a further 625 nights in other parts of Western Australia)"

## ECONOMIC IMPACTS ON PERTH



## ECONOMIC IMPACTS ON WESTERN AUSTRALIA



## Disclaimer

This report provides an estimate of the economic impact generated by Wildlands WA in 2022. It is based on a mixture of actual data and industry averages. Ticket sales, event financials, visitor origins and overnight/day trip ratios have been provided by the event organiser whilst industry averages were used for average length of stay and daily visitor spend.