



PERTH FESTIVAL GROUP

Annual Report 2022 – 23

Principal Partner



Founder



Perth Festival acknowledges the Noongar people who continue to practise their values, language, beliefs, and knowledge on their kwobidak boodjar. They remain the spiritual and cultural birdiyangaara of this place and we honour and respect their caretakers and custodians and the vital role Noongar people play for our community and our Festival to flourish.

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The Perth Festival Group Annual Report (2022 - 23) incorporates an independent assessment of Perth Festival's 2023 impact by analysts Culture Counts, based on financial data and 6,460 audience, artist and stakeholder surveys.

The evaluation framework applied by Culture Counts uses a standardised set of tested and validated metrics called 'dimensions' to measure the quality and impact of arts and culture. Each Perth Festival 2023 survey contained a core set of dimensions, asking respondents about their experience of attending a Perth Festival event and their overall perceptions of the Festival. Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the dimension statement. The Culture Counts 2023 Impact Report can be read here: culturecounts.cc/r/perthfestival/impact-report-2023



OUR PEOPLE

OUR NOONGAR ADVISORY CIRCLE

Our NAC ensures that our respectful connection to this place, to its people and the cultural bedrock of Noongar Boodjar remains strong.

Dr Roma 'Yibiyung' Winmar
Vivienne 'Binyarn' Hansen
Dr Richard Walley OAM
Carol Innes AM
Barry McGuire
Mitchella 'Waljin' Hutchins

OUR BOARD

Ben Wyatt (Chair)
Michelle Tremain (Deputy Chair)
Rowena Albones
Fiona Kalaf
Ben Lisle
Prof. Terri-ann White
Paul Downie (appointed 1 April 2023)
Delwyn Everard (appointed 1 April 2023)
Simon Yeo (appointed 1 April 2023)

Tim Ungar (resigned 31 March 2023)
Adrian Fini (resigned 31 March 2023)
David Flynn (resigned 31 March 2023)

Board Invitees: **Fiona Allan** (UWA), **Sue Murphy** (UWA),
Lorna Pritchard (Lotterywest)

OUR EXECUTIVE TEAM

Executive Director: **Nathan Bennett**
Artistic Director (2020 - 24): **Iain Grandage**
Artistic Director Designate (2025 - 28): **Anna Reece**
Head of Special Projects: **Ruth Catlin**
Head of Marketing: **Miranda Cookman**
Head of People, Social Impact and Sustainability
and General Counsel: **Courtney Fiddian**
Chief Financial Officer: **Kenny Lye**
Head of Production: **Shona Treadgold**
Head of Programming: **Rachael Whitworth**
Head of Development: **Marina Woodhouse**

We couldn't create Perth Festival and our other events without our brilliant staff. You can find them here: perthfestival.com.au/about/about-us/our-staff/

CELEBRATING 70 YEARS

Perth Festival has built an incredible legacy as Australia's longest-running curated arts festival, thanks to our family of artists, audiences, partners and supporters.

Having marked our 70th anniversary in 2023, we look back at some of the world-class events that have shaped our history. We extend our gratitude to everyone, past and present, who has fostered the reciprocal sense of community that fuels organisations like ours.

Our legacy is only as strong as those who have helped maintain us. So, we say a huge thank you to the organisations and individuals who have supported us over our 70 years.

When you support the Festival, you have a profound impact on our community's vibrancy and well-being. Find out more at perthfestival.com.au/support-us/philanthropy/

1953

Founded by The University of Western Australia, the inaugural Festival of Perth opens at Somerville Auditorium on 3 January.

1966

In an Australian first, festival-goers are treated to a sound-and-light spectacular at the Old Fremantle Asylum, helping inspire the derelict building's conversion into the Fremantle Arts Centre.

1973

The Festival celebrates its 20th anniversary and the opening of the new Perth Concert Hall by the then Prime Minister Gough Whitlam.

1988

The Festival takes over the Boya Quarry in the Perth Hills as the magnificent setting for Peter Brook's dusk-to-dawn *The Mahabharata*.

1990

The musical *Bran Nue Dae*, by Broome's Jimmy Chi and Kuckles, inspires a new wave of Aboriginal theatre.

1998

The Black Swan/Company B Belvoir production of Tim Winton's *Cloudstreet* becomes an instant stage classic at the Endeavour boat shed in Fremantle.

2003

Perth Festival marks 50 years with Antony Gormley's *Inside Australia* installation at Lake Ballard in the Goldfields.

2015

More than 1.4 million people walk Perth's streets with *The Giants*, by France's Royal de Luxe.

2017

Boorna Waanginy: The Trees Speak brings a spectacular story of Noongar culture and Western Australia's biodiversity to Kings Park. It returns in 2019, due to popular demand.

2020

We reclaim Canning Highway as the world's longest stage for the massive free community celebration *Highway to Hell*.

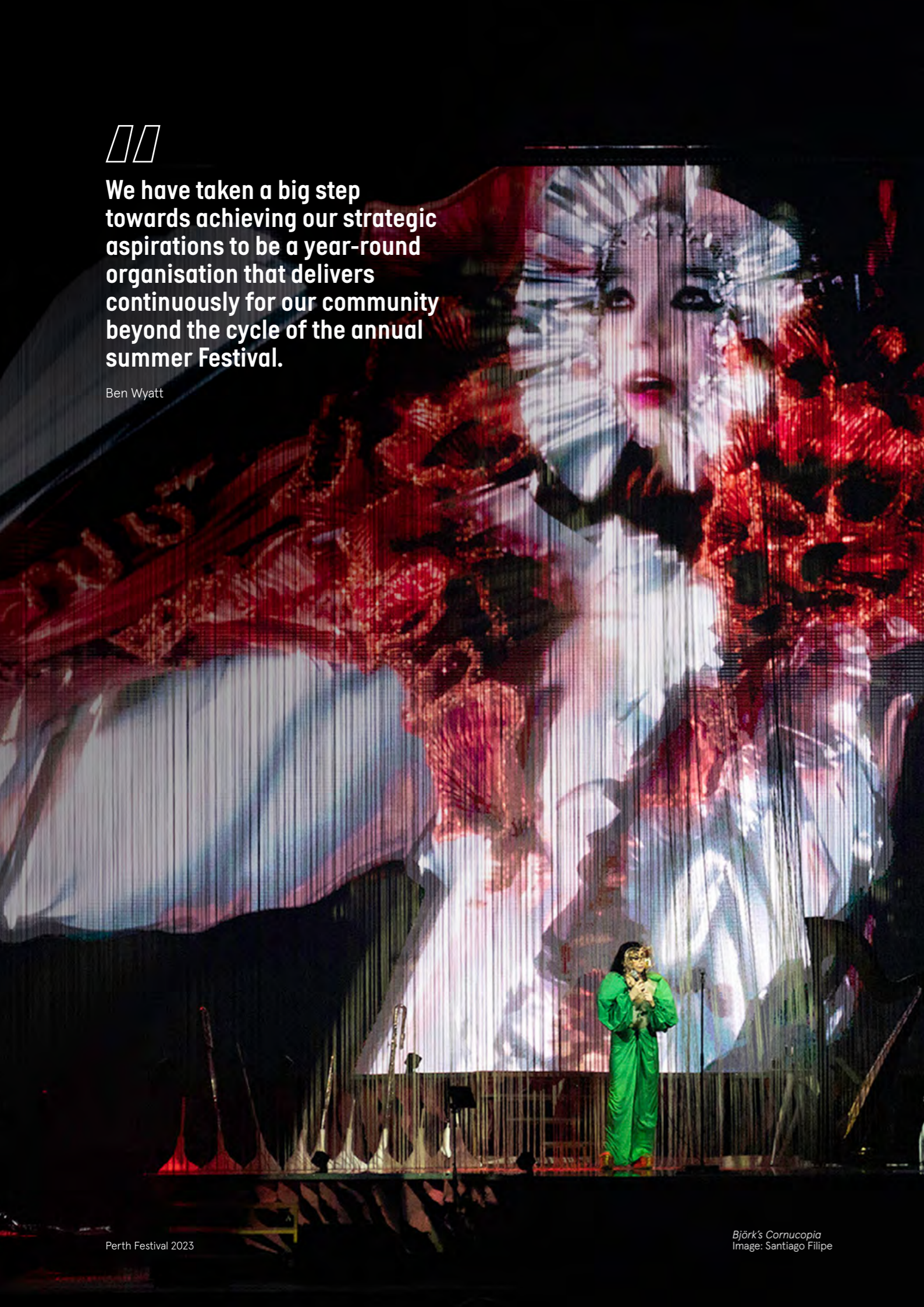
2023

We extend our annual activities as the Perth Festival Group by producing *High Voltage* on 7 May for Tourism WA.



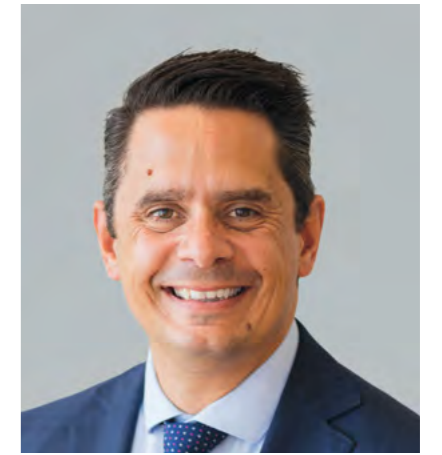
We have taken a big step towards achieving our strategic aspirations to be a year-round organisation that delivers continuously for our community beyond the cycle of the annual summer Festival.

Ben Wyatt



CHAIR

BUILDING ON A LEGACY



Celebrating our 70th anniversary in 2023, Perth Festival Group undertook the biggest transformation in our history to enhance our positive impact on our community.

The Group took a big step in our strategic aspiration to be a year-round organisation that delivers continuously for our community beyond the cycle of the annual summer Festival.

Under three pillars of Community, Leadership and Sustainability, the team worked very hard over the year towards five key strategic goals: Embrace Aboriginal culture and celebration of place; Be loved locally and admired internationally; Deliver year-round for our community; Be a Festival for all people; Practice financial, cultural and environmental sustainability.

On all measures, 2022 – 23 was a success. This was achieved in the most complex circumstances, as Perth Festival Group emerged from the COVID-19 pandemic to deliver one of the biggest-ever Festivals while incorporating new Special Projects events into our organisational mix.

The annual Perth Festival, fabulously well received again under the 2023 theme of Djinda, remains the heart of our mission to enrich Western Australians' lives through art.

While achieving record ticket sales and growth in new audiences, the 2023 Festival also delivered high social and economic impact, developed the local arts sector and enabled more people to participate in the arts in WA.

This was only achieved thanks to the significant generosity of our community of donors, corporate sponsors and government partners. Our Founding Partner The University of Western Australia has special significance for its continuous support over seven decades, and we also thank the people of Western Australia through the State Government and Principal Partner Lotterywest.

To build a more sustainable foundation to fulfil our charitable purpose and enhance year-round opportunities for our team, we also provide our expertise to clients in areas that include large-scale projects, cultural tourism and cultural policy.

In 2022 – 23, we saw the first public expression of that through our Special Projects work with Tourism WA. We produced and delivered the special event *High Voltage* in May 2023 and also developed *EverNow*, a festival in Kambarang held in October 2023.

Presented by the State Government through Tourism WA, *High Voltage* was a success thanks to its in-kind supporters and stakeholders across Government, accommodation, media and production partnerships.

Perth Festival Group recorded an operating surplus during the financial year ended 30 June 2023 of \$472,728 (2022: operating surplus of \$607,988). This surplus includes a restricted amount of \$199,605 primarily raised from Perth Festival donors to commission artists to make new works for future Festivals.

It is a great honour to be Chair of Perth Festival at any time, let alone at such an exciting stage in its development as it expands its reach and community impact.

On behalf of the Board, I thank many people for helping make this possible. Firstly, our Noongar Advisory Circle – Dr Roma Yibiyung Winmar, Vivienne Binyarn Hansen, Dr Richard Walley OAM, Carol Innes AM, Barry McGuire and Mitchella Waljin Hutchins – have been our guiding lights in presenting our events on Whadjuk Noongar Boodjar.

I also salute my predecessor as Chair, Tim Ungar, whose term concluded in 2023 along with other Board members Adrian Fini and David Flynn. Under Tim's leadership, the Festival overcame the many challenges of the pandemic to diversify the Group's funding and secure its long-term sustainability.

Many thanks finally to our extraordinary Artistic Director Iain Grandage, who is to be congratulated for his series of inspiring and exciting Festivals from 2020, culminating in what will no doubt be an unforgettable 2024 grand finale. Iain leaves incoming Artistic Director Anna Reece (2025 – 28) a great legacy with which to reinforce the Festival's place in Western Australians' hearts and position Perth as a culturally vibrant destination for visitors from around the world.

Hon. Ben Wyatt
Chair

EXECUTIVE DIRECTOR

THE POWER OF COMMUNITY



In 2022 – 23 we reached new heights in audience growth, community engagement and staff development.

Grounded on Noongar Boodjar, your Festival has been guided so generously by our Noongar Advisory Circle, who led many of our decisions across the organisation, and warmly welcomed artists and audiences to their kwobidak Boodjar.

After two years of constrained programming due to COVID-19, the 2023 Festival re-introduced national and international shows alongside local commissions celebrating homegrown talent – with record results at the box office.

I thank the Board, under former Chair Tim Ungar and current Chair Ben Wyatt, for encouraging us to take the creative and financial risks to achieve this.

We overcame significant challenges, including supply chain costs and labour shortages, and the Festival team once again showed their capacity to resolve any issue. While delivering one of our biggest-ever Festivals, we also ramped up our Special Projects activity in line with our strategic goal to deliver for our community throughout the year.

Special Projects now helps us deliver on our mission to enrich cultural life in WA, while providing more year-round opportunities for our staff to supply their specialist skills to external clients. In 2022 – 23, we worked on two new State-owned homegrown events, *High Voltage* and *EverNow*, to fulfill Tourism WA's events strategy to attract tourists to WA.

This required a major reshaping of the team, a re-allocation of resources and extensive work on an entirely new brand identity to highlight each event in their own right. We are very proud of our team's dedication, adaptability and capacity to support each other through the organisational change required to take on these new activities and modes of working.

Our organisation produced *High Voltage* for Tourism WA as a free community celebration of music and the spirit of WA rock legend Bon Scott on Sunday 7 May. Despite the inclement weather, the estimated crowd of 36,000 enjoyed the entertainment around a 5km street circuit and major Fremantle parks.

Planning for *EverNow* also intensified during 2022 – 23, with its successful delivery occurring after the reporting period.

With the summer Festival supplemented by these new activities, Perth Festival Group contributed \$24,896,474 in organisational spending to artists, arts workers and suppliers during the year. The flow-on multiplied economic impact – along with non-ticket spending by festival attendees – was \$114,990,570.

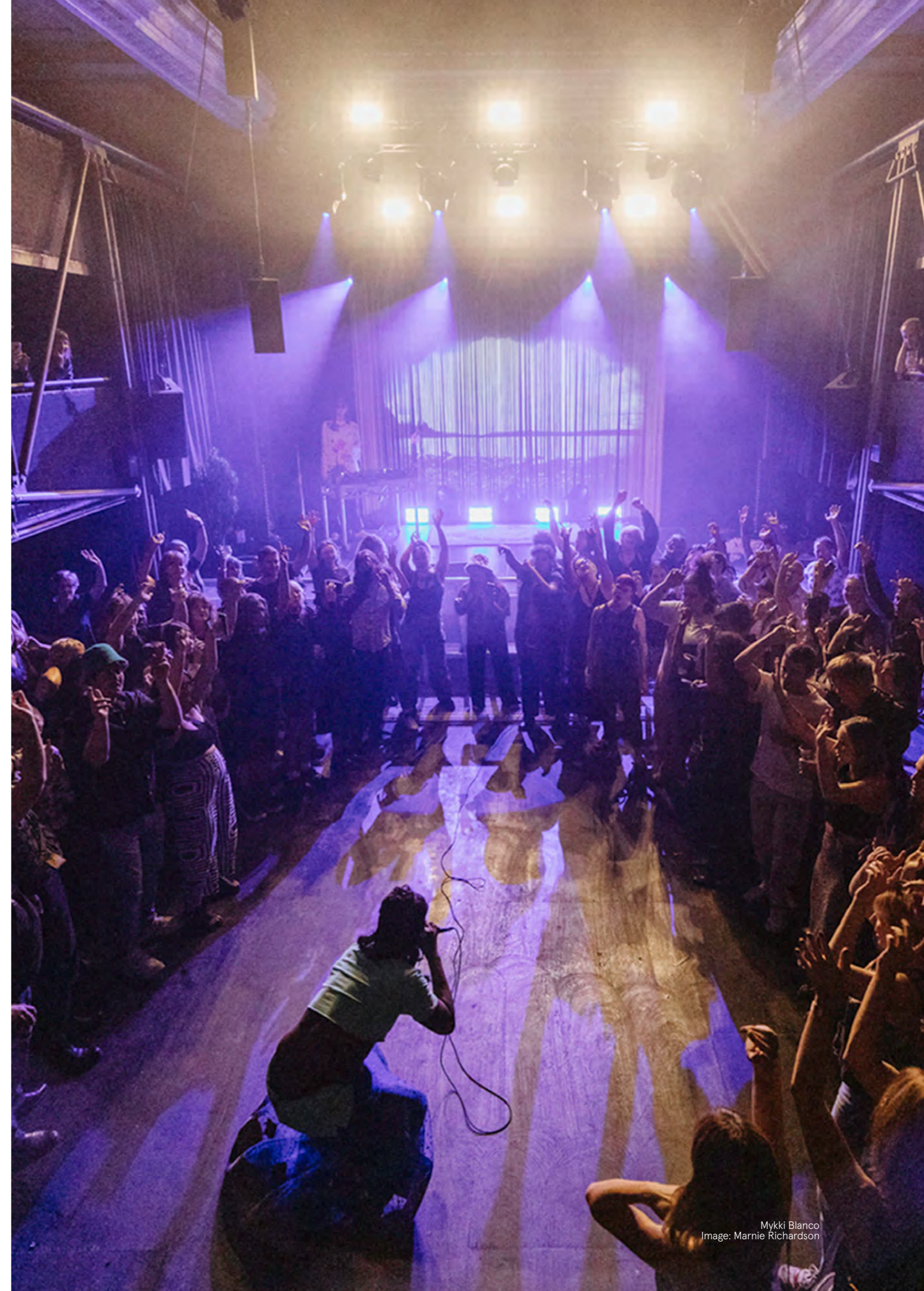
Perth Festival 2023, the fourth under Artistic Director Iain Grandage, engaged with more people through our ticketed program than ever before. Headlined by Björk's Australian-exclusive *Cornucopia*, Iain's compelling program connected with the local community and reached key audiences in out-of-state markets. The \$7.2 million in ticket sales exceeded our very ambitious record box-office targets and more than 7% of our audiences came from outside WA, contributing to a direct tourism impact of \$7 million.

Of the 207,128 attendances, 30% were attending Perth Festival for the first time – the highest growth in new audience since 2018. Almost all post-Festival survey respondents (95%) believe the Festival plays an important role in WA's cultural life. We also are delighted that 100% of artists and arts organisations had a positive experience and 100% of sponsors agreed their partnerships achieved their objectives.

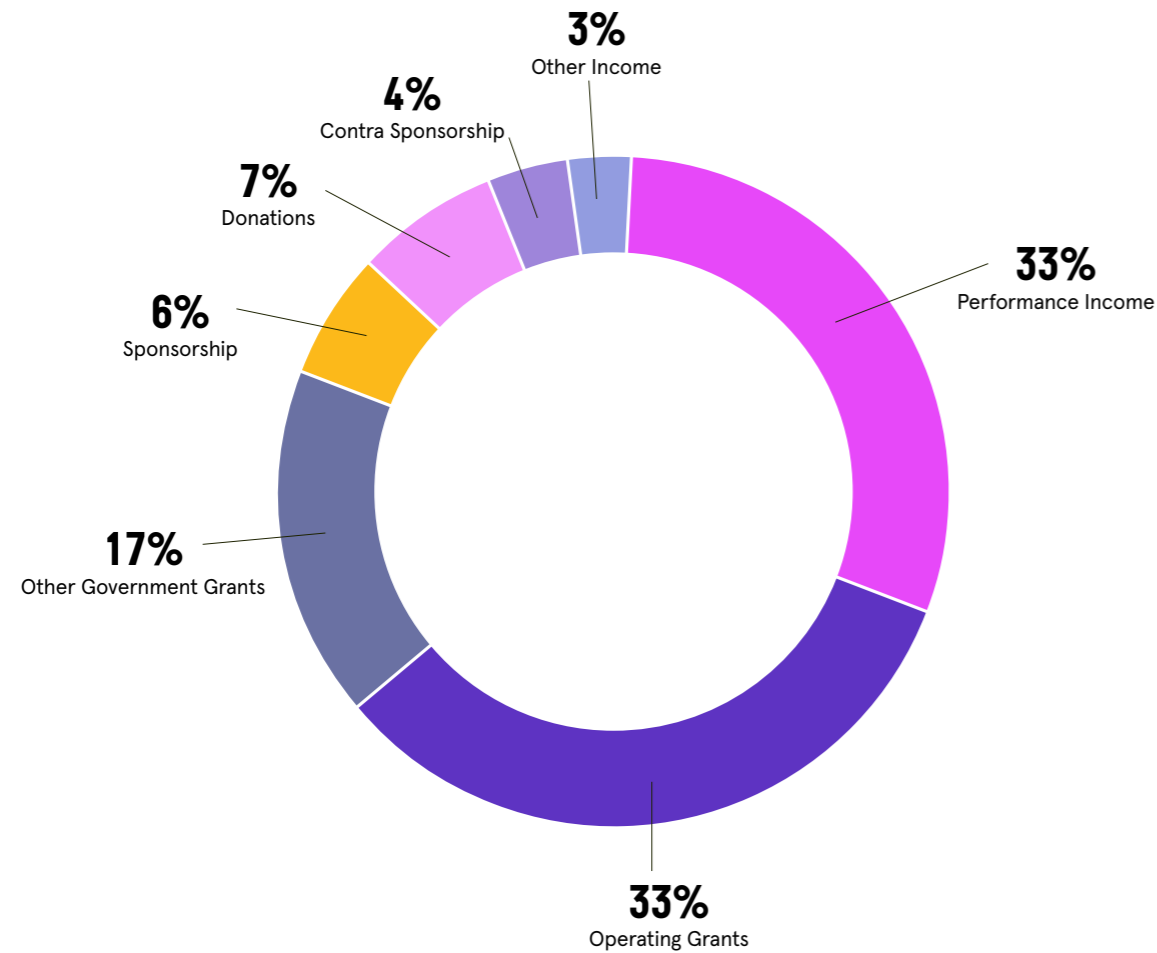
Independently assessed by analysts Culture Counts from financial data and 6,460 audience, artist and stakeholder surveys, the 2023 Festival scored highly for its artistic quality, arts sector development, social value and its tourism and economic impact.

Through our Connect program, we worked with schools, community groups and grassroots arts organisations to provide sector development activities and remove arts participation barriers for thousands of Western Australians. We have now extended this key program for inclusion and resourced it as a year-round imperative for our organisation.

Nathan Bennett
Executive Director



PERTH FESTIVAL GROUP SNAPSHOT



A range of supporters enable The Perth Festival Group to deliver on our five strategic goals.

Operating Grants from Lotterywest and The University of Western Australia underpin our operations. Critically, our audiences (Performance Income), generous philanthropists (Donations) and corporate partners (Sponsorships and Contra Sponsorships) contributed significantly to the highly successful Perth Festival 2023.

This invaluable support helped us deliver an exceptional program for our community, in a manner that celebrated our place and local culture, embraced diversity and facilitated access, while supporting our arts sector.

Tourism WA (represented within Other Government Grants) funded our Special Projects division to produce *High Voltage*, facilitating our ability to be a year round organisation and build our financial sustainability.



243,552

Perth Festival + High Voltage audience



\$7,258,254

Box office (excluding co-productions)



30%

Perth Festival New Audience



\$114,990,570

Total flow-on impact (Perth Festival Group)



\$24,896,474

Paid to artists, workers and suppliers by Perth Festival Group



95%

Public appreciation of Perth Festival's cultural value



3254

Unique tourism visitors to Perth Festival



40+

Events with disability access services



88%

Perth Festival feel-good factor

ARTISTIC OVERVIEW

REACHING FOR THE STARS



From shining moments of intimacy to the biggest art pop star on the planet, Perth Festival 2023 was filled with stars and stories of the cosmos.

In reconnecting with the world, we welcomed the return of international artists and local/international collaborations to share a palpable joy and connection between artists and community.

Djinda was a compass by which we navigated our programming choices, informed and guided by Noongar custodians to understand that we are all made of stories of earth and stars.

Our stargazing began on the shores of Lake Joondalup with the deeply evocative Noongar-led spectacle *Djoondal* and closed with the stellar Björk at Langley Park and Michaela Gleaves' *Between Us* shining upwards from the roof of AGWA.

This Festival continued our mission to celebrate local artists and commission new works of wonder that spoke to our time and place. The program included four world premieres, seven Australian premieres, 19 WA premieres and 11 Festival commissions. Among them were Perth's own Grammy winner Linda Oh, local choir Voyces performing with Björk, Noongar musician Clint Bracknell sharing the stage and a rapturous reception with the Kronos Quartet, the distilled beauty of Sensorium Theatre's *Wonderbox* and Laura Boynes' richly inventive *Equations of a Falling Body*.

To shine a global light on these WA artists and help them broker new relationships, we invited 20 international presenters and producers to meet them and see their work. We thank the Department of Local Government, Sport and Cultural Industries for supporting our visiting delegates program, which has greatly benefitted the local sector.

As a spectacular Festival marquee attraction winning accolades and visitors from afar, Björk shone brightly under a gigantic tent for her first live concert in Australia in 15 years. But there were many other dazzling hits, including Bon Iver at Red Hill, Stephanie Lake's *Manifesto*, Sydney Theatre Company's *Strange Case of Dr Jekyll and Mr Hyde*, Blick Bassy's *Bikutsi 3000* and many shows at our new contemporary music home at The Rechabite.

We are thrilled also that we had so much positive feedback from visiting artists about how well they were supported, cared for and that their productions were delivered to the highest level.

Beyond Perth, our regional Touring WA program created lasting memories for diverse audiences around the State with everything from fine music, writing and film to the transgender love story *Happy Meal*. Also connecting thousands of Western Australians in new and exciting ways was our Connect program of arts sector support, creative learning, and community engagement opportunities.

Our current cycle of five Festivals began under the Kaarla theme in 2020 and concludes when we come together again to celebrate Ngaangk (Sun) in 2024. The 2020 Festival's finale was *Highway to Hell*, a one-day carnival of music, art and suburban mythmaking along Canning Highway. It was a day to remember before everything changed in a year we will never forget.

This year, we were delighted to work with Tourism WA through Special Projects to produce *High Voltage*, a repowered successor to *Highway to Hell* as the ultimate day out for families and people of all ages. The success of this easy-going celebration of music and the spirit of Bon Scott was a testament to the great nature of the 36,000-plus crowds and the collaboration of hundreds of State Government, City of Fremantle and contracted staff who worked with our dedicated team.

The warm welcome for The Desert Stars all the way from Tjuntjuntjara near the WA-SA border, the many kids playing air guitar at Esplanade Reserve, and a beautiful Bon-inspired rainbow that appeared as Diesel rode the last truck home were all great moments to relish.

We were proud to produce this State Government-owned event, supported by the City of Fremantle - another story of our time and place.

Iain Grandage
Artistic Director - Perth Festival



This Festival continued our mission to celebrate local artists and commission new works of wonder that spoke to our time and place.

Iain Grandage



Bikutsi 3000
Image: Jessica Wyld



STRATEGIC PLAN

PLANNING OUR FUTURE 2023 – 27

OUR PURPOSE

We affirm the primacy of Aboriginal culture by acknowledging our presence on Whadjuk Noongar Boodjar.

Perth Festival Group is answerable to our community through our charitable purpose of enriching life through art in Western Australia.

We present Australia's most diverse multi-arts festival and seek to demonstrate the power of art to bridge divisions and unite people from all sectors of life. We collaborate with others to develop opportunities, skills and jobs for Western Australians. We commission and present works that give voice to this generation, as well as commission artists from around the world to collaborate with our local artists.

Using our strategic pillars of community, leadership and sustainability we aim to fulfil our vision to be at the heart of our local community on Whadjuk Noongar Boodjar and a world leader for cultural and artistic experience.

OUR VALUES



INNOVATION

We embrace new ideas, new strategies and new opportunities. We take creative risks while keeping everyday operations running smoothly.



EXCELLENCE

We ask this of our artists and ourselves. The people of Western Australia deserve nothing less.



ACCESS

We strive to provide opportunities for all Western Australians to engage with a diverse range of arts experiences and seek new audiences from all over the world.



TRUST

We trust each other and treat each other with respect as we work to achieve our Group mission. This also is our foundation as an organisation trusted by others.



Tracker
Image: Jess Wyld

MEASURING OUR IMPACT

The Perth Festival Group sets its strategic priorities over a 5-year period. Each year we review and reflect on our impact and re-set how we will achieve those strategic priorities for a further 5 years.

Our strategic goals determine the operating model we rely on to deliver our mission to future-proof Perth Festival Group and remain relevant for generations to come. The priorities set out below have been our focus and areas of investment during the past 12 months.



Embrace Aboriginal culture and celebration of place

We strive to keep Noongar Boodjar and Noongar culture at our core, guided by the community and our Noongar Advisory Circle.

- For Perth Festival 2023 we commissioned and/or presented 11 Aboriginal-led works.
- We maintained an ambitious Reconciliation Action Plan (RAP) and will transition from a Reflect RAP to an Innovate RAP in 2024.
- We invested in staff cultural safety training with a focus on anti-racism.
- We were able to utilise 58 Aboriginal-owned and led business suppliers in 2022 - 23.

Position Perth Festival as a flagship cultural experience that is loved locally and admired internationally

We work with partners to create and deliver homegrown destination events that uniquely represent and inform this place, as well as create experiences that allow people to take away knowledge, perspective and understanding of culture and community.

- In FY22 - 23 we delivered *High Voltage*, the first event for Tourism WA outside the summer festival cycle.
- Björk's exclusive Perth Festival performance of *Cornucopia* was a true destination event for new audiences, attracting 1393 unique visitors.
- *Djoondal, Bikutsi 3000*, the Kronos Quartet-Maatakitj collaboration and other events provided community-based experiences that shared knowledge, perspective and cultural understanding.
- Perth Festival audiences from outside the Perth Metro increased by 9%

Be a year-round cultural organisation that consistently delivers for our community, audience and supporters

We strive to grow our capacity to produce and tour new Western Australian work, develop new audiences and create career development pathways for WA artists and arts workers.

- We produced *High Voltage* outside the summer festival season.
- We extended our Touring WA program to five regions.
- We produced five new WA works, including *Wonderbox* for children with disability.
- We increased our arts sector development programs. We will be deepening engagement in 2023 - 24.

Be a Festival for all people

We work to understand and address barriers to access and we create opportunities to collaborate with under-represented audiences.

- In 2023, we strengthened and gave more visibility to our Community Partners, Partner Schools and Cultural Ambassador programs.
- Our new Audience Project developed initiatives to engage more effectively with communities facing barriers to our work.
- We continued to work with our lived experience Access Inclusion & Advisory Committee and invested in our website, program and venue accessibility.
- We held our first staff Diversity-Survey as we foster a culturally safe and inclusive workplace where staff value and represent diversity and difference. In FY23 - 24 we intend to expand this survey to share include artists.

Practice financial, cultural and environmental sustainability

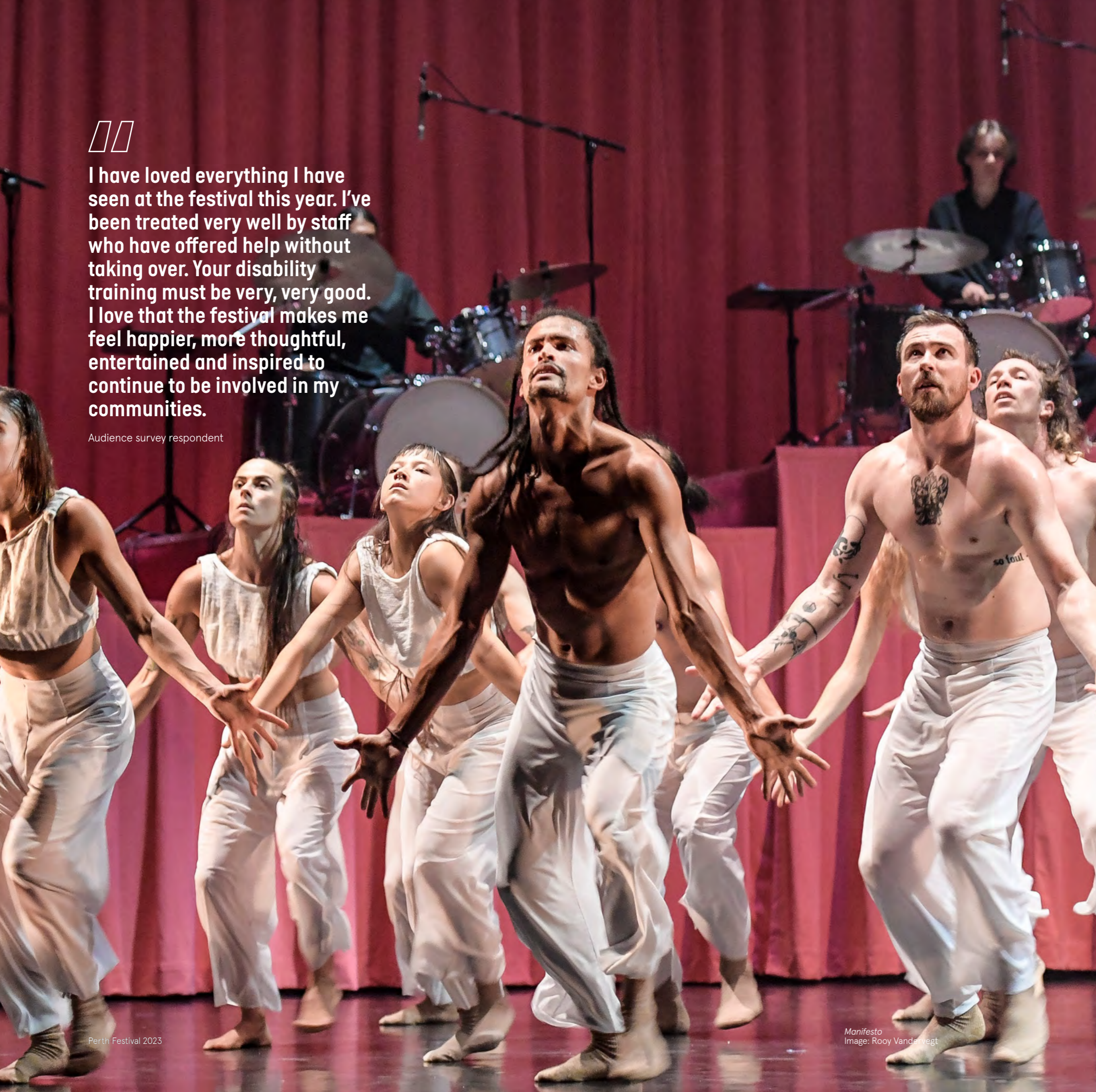
We take a holistic view of sustainability, considering financial, cultural and environmental sustainability as being essential to remaining resilient for generations to come.

- We set a new Philanthropy Strategy to grow income.
- We conducted our first Greenhouse Gas Assessment and Energy Audits.
- We began developing an organisational resilience framework.
- We invested in organisation-wide cultural transformation initiatives to support the Group's ambition to increase activities year-round.



I have loved everything I have seen at the festival this year. I've been treated very well by staff who have offered help without taking over. Your disability training must be very, very good. I love that the festival makes me feel happier, more thoughtful, entertained and inspired to continue to be involved in my communities.

Audience survey respondent



PERTH FESTIVAL 2023

In 2023, Perth Festival was able to reconnect with the world and celebrate 70 years of the Festival by looking upwards and outwards and singing to the stars.

The theme of Djinda (Stars) was explored throughout the program in the form of poetic, visual and allegorical references, connecting Country to the cosmos through an abundance of stories.

More than 900 extraordinary local, national and international artists created a multitude of dazzling works that graced stages and spaces across the state – including 11 new Festival commissions and 19 WA premieres.

With a commitment to Aboriginal-led works and providing opportunities for learning and community engagement, the 2023 Festival's sparkling program united creativity and humanity through its experiences for all Western Australians to enjoy.

**PERTH FESTIVAL 2023
HIGHLIGHTS**



207,128

Festival audience



\$7,258,254

Box office (excluding co-productions)



30%

New audience (best since 2018)



88%

Audience feel-good factor



54

Net Promoter Score



95%

People valuing Perth Festival importance to WA



139

Events



964

Artists



40+

Events with disability access services



\$77

Audience member average spend



\$35,453,728

Direct impact



\$103,886,188

Multiplier impact



97%

Festival Connect positive experience



2,897

Students in Creative Learning Program



53

Schools engaged



3,254

Unique tourism visitors



14,382

Total visitor nights



\$7,005,268

Direct Tourism Expenditure

Perth Festival's 2023 impact has been independently assessed by analysts Culture Counts using financial data and 6,460 audience, artist and stakeholder surveys. The Culture Counts 2023 Impact Report can be read here: culturecounts.cc/r/perthfestival/impact-report-2023

CASE STUDY

PERFORMANCE & FREE PROGRAM

Paying homage to the Stars (Djinda), Perth Festival's 2023 performance and free events connected the Western Australian community and beyond through its program of diverse and powerful stories. Immense experiences were evoked by artists across theatre, music, dance, visual arts, literature and film events.

From a Noongar-led opening event on Lake Joondalup, to a star-studded lineup of contemporary music and thrilling theatre, audiences were invited to share in the transformative magic by immersing themselves in the Festival's Performance & Free program.

The 2023 program included four world premieres, seven Australian premieres, 19 WA premieres and 11 Festival commissions.

Insights

Almost one-third (32%) of Performance & Free program audiences were attending a Festival event for the first time in 2023, a 19% increase from 2022. This demonstrates that Perth Festival engaged significantly more new attendees while still retaining existing audiences.

Analysts Culture Counts conducted more than 6000 audience surveys, assessing responses against a series of "dimensions" measuring the quality and impact of the program. They found that 92% of attendees reported having a positive overall experience. This was reinforced by the program's Net Promoter Score of 66, demonstrating an excellent level of audience loyalty and likelihood of recommending Festival events to friends or colleagues.

Brand metric 'Value' (96/100) and Quality dimensions 'Local Impact' (92/100) and 'Distinctiveness' (82/100) received the highest results overall. This demonstrates that audiences were most likely to agree that Perth Festival plays an important role in the cultural life of the state, that it was important to be happening here, and that the event they attended was different from things they had experienced before.



32%

New Audience



\$62

Attendee average spend



66

Net Promoter Score



92%

Feel-good factor

CASE STUDY

BJÖRK

Langley Park's custom-built pavilion served as the setting for an unforgettable fusion of nature and technology, forming a cyber-sonic utopia for Björk's *Cornucopia*. The Icelandic innovator masterfully crafted a breathtaking environment showcasing vibrant hues, cutting-edge visuals and animated portrayals of nature, all synchronised with her enchanting music. Entranced attendees watched as Björk shared the stage with talented musicians, including Perth vocal ensemble Voyces.

Produced in collaboration with a renowned team of digital artists and theatrical specialists, Björk co-directed *Cornucopia* based on her environmentally-focused 2017 album, *Utopia*. This multisensory extravaganza represented Björk's most ambitious production thus far, treating Festival audiences to an unmissable Australian exclusive.

Insights

The majority of attendees at Björk's *Cornucopia* were aged 40 - 49 (32%), a 23% increase from the Festival average. A large proportion of the audience (36%) were engaging with a Perth Festival event for the first time.

Measures of 'Value' (94/100), 'Distinctiveness' (92/100) and 'Local Impact' (89/100) received the highest average levels of agreement overall. This demonstrates that Björk's audiences were most likely to agree that Perth Festival plays an important role in the cultural life of the state, that the event was different from things they had experienced before and that it was important to be happening here.

Audiences also were more likely to agree that the event gave them the opportunity to access cultural activities they would otherwise not have access to, compared to other areas of the Festival program.



Whether you were a hardcore fan of Björk (and knew what to expect), or you were simply aware of the sheer talent of Björk and wanted to have this become a core memory, 'Cornucopia' was the centrepiece of the Perth Festival, and a once-in-a-lifetime experience.

Joshua Haynes, Scenestr



36%

New audience



\$155

Attendee spending (excluding tickets)



81%

Feel-good factor



36%

New Audience

CASE STUDY

DJOONDAL

The Perth Festival 2023 magic began with the night sky over Lake Joondalup illuminated by the stars (Djinda) and vivid Noongar art and storytelling on an epic scale.

Djoondal merged ancient wisdom with modern innovation in a free, awe-inspiring opening event that uplifted souls and liberated spirits.

Audiences were captivated by the enchanting Noongar tale of Djoondal, the celestial spirit woman who created the Milky Way above and inspired the name of Joondalup. Led by Ian Moopa Wilkes and a talented creative team, *Djoondal* showcased the powerful connection between the young and old — koolangka and deman — through lights, lasers and drones, all harmonised with a blend of ancestral and futuristic music.

Over three enchanting nights, friends and families shared picnics and a spellbinding immersive experience that wove together cosmic tales with the captivating beauty of the lake and its serene surroundings.

Insights

All age groups were represented at *Djoondal*, with significantly more respondents aged under 20 than the Festival average (+9%), and increased representation from the 20 - 29, 30 - 39 and 40 - 49 age groups. 38% of respondents were first-time Festival attendees, 8% more than for the overall Festival.

According to Culture Counts audience surveys, *Djoondal* scored very highly for 'Authenticity', demonstrating a strong connection to where we live and highlighting its immense success in generating cultural outcomes for attendees.

Almost all respondents surveyed had a positive experience overall (96%), and the net promoter score of 62 is excellent.



A beautiful encapsulation of the 2023 Perth Festival's theme of Djinda, Djoondal was also notable for bringing the Festival to the people instead of forcing people from Perth's northern suburbs to trek into the city centre in order to experience art. Perth Festival's event management was world-class, while the production was memorable, beautiful and inspiring.

Richard Watts, ArtsHub



38%

New audience



\$23

Attendee average spend



62

Net Promoter Score (+8 above average)



96%

Feel-good factor

CASE STUDY

LOTTERYWEST FILMS

Once again providing a haven within the pine grove under the stars, Lotterywest Films audiences were connected with emotionally evoking stories and concepts from around the world. Revealing the latest must-see films, including a star-studded Australian premiere filmed right here in WA, the captivating program delivered something for everyone in its 70th year at the renowned UWA Somerville Auditorium.

In 2023, the lineup included nine films directed or co-directed by women, five documentaries, three South Korean films, powerful First Nations storytelling and three Best Film winners hailing from Cannes, Berlin and Venice international competitions.

Insights

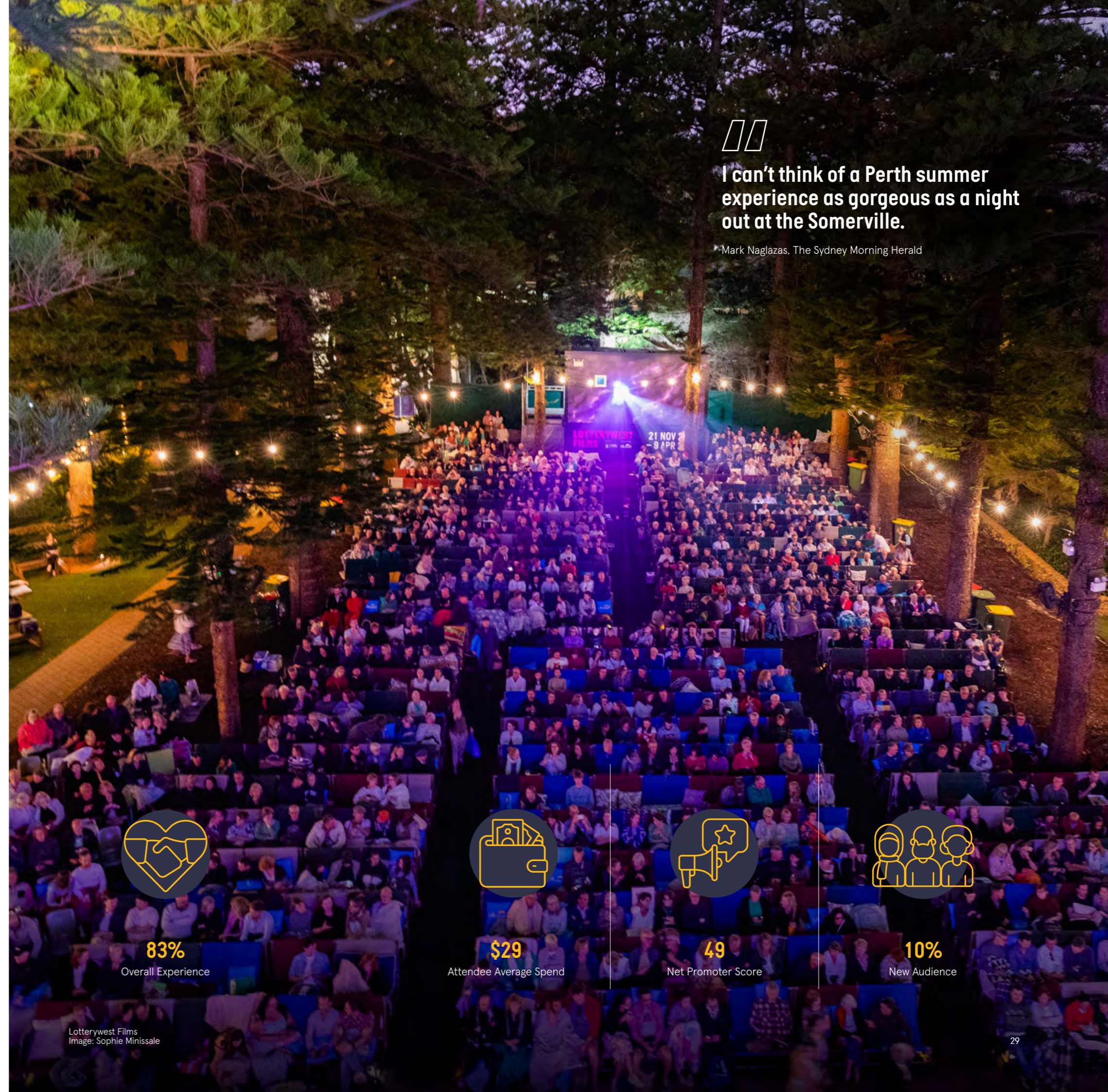
The vast majority of Lotterywest Films attendees (90%) had previously engaged with Perth Festival, demonstrating that this program attracts a loyal Festival audience. The average audience age was 60 years old, with more attendees represented in the 60+ age group (+17%) than in the Festival overall.

Most respondents (83%) reported having a positive experience overall, and the program's NPS of 49 indicates an excellent level of brand loyalty and likelihood of being recommended to friends and colleagues of attendees.



I can't think of a Perth summer experience as gorgeous as a night out at the Somerville.

Mark Naglazas, The Sydney Morning Herald



83%

Overall Experience



\$29

Attendee Average Spend



49

Net Promoter Score



10%

New Audience

CASE STUDY

TOURING WA

Under a blanket of our southern stars, Touring WA shared theatre, music, films and writers events with Western Australians from the Great Southern to the Pilbara. The program expanded in its second year to include five regions across the State, with special events attracting new audiences in Albany, Bunbury, Beverley, Geraldton and Karratha.

Insights

More than one-third (36%) of Touring WA audiences were attending a Perth Festival event for the first time, demonstrating the touring program's ability to reach new audiences.

Attendees were most likely to agree that it was important for the Festival to be happening in the area ('Local Impact', 95/100) and that it gave them the opportunity to access cultural activities they would otherwise not have access to ('Access', 91/100). Results for 'Access' additionally sat notably above the Festival average (+14), demonstrating that this program positively influenced the Festival's success in achieving social outcomes in 2023.

Almost all Touring WA respondents had a positive experience overall (96%), an excellent result, further reinforced by the net promoter score of 59.



I'm very happy that there is a Perth Festival touring program to regional areas.

Bunbury survey respondent



96%

Overall Experience



36%

New Audience



59

Net Promoter Score



\$53

Attendee Average Spend

PERTH FESTIVAL

CONNECT PROGRAM

Our Connect program is created for and with our community. Connect creates deeper opportunities for people to engage, create and learn through the Festival and with each other. Program streams are co-designed to create accessible participation pathways for young people, schools, artists, arts workers and community members from diverse backgrounds.

Community Engagement

This year, Community Engagement strengthened many of the relationships we have been nurturing by formalising, growing and giving more visibility to our programs, including our Community Partner, Partner Schools and Ambassador programs. We streamlined the way we engage with community organisations to support a more focused, deeper engagement with groups who face barriers to accessing the arts.

This allowed us to provide experiences for people from new migrant, Aboriginal and Torres Strait Islander, disability, LGBTQI and youth organisations, and for many of them, it was their first time in a theatre, let alone a Perth Festival event.

The Festival also worked alongside Diversity Council Australia, Reconciliation WA, Kind Enterprises and Diversity Atlas to support a culturally safe workplace across all sites.



Within my community it's hard for the arts often to be taken seriously, to be seen as credible, to be understood. Perth Festival is breaking down barriers left right and centre to allow for truly inclusive and considered spaces to thrive (in) Perth.

Imara Mandred, Perth Festival Ambassador

HIGHLIGHTS



1,600

Free tickets



40+

Accessible events



10

Access Committee members



4

Workplace Diversity Partners



100%

Participating artists with a positive experience



6

Noongar Leaders



20+

ATSI works/programs



270+

Community Access tickets



10

Perth Festival Ambassadors



24

Free education programs



670+

Students in Partner Schools Program



2,897

Students in Creative Learning Program, 53 schools and 883 teachers



This is the first year we have been part of the Perth Festival schools program and we have found it to be a wonderful enriching experience for students, staff, and our wider school community.'

Lee, Aveley Secondary College



Connect Creative Weekender
Image: Duncan Wright

CONNECT PROGRAM

A FESTIVAL FOR EVERYONE

Sector Development Activities

Collaborating with local organisations, Festival Connect initiatives included Arts Industry Pass, Festival Lab (for emerging artists), Producer Forum, Aboriginal Reviewers Program, supporting artists with disability and regional participants, panels and conversations.

All measured activities were rated 81% or higher, an excellent result. Almost all participants agreed that it was important that these events happened here ('Local Impact', 98%) and contributed to the development of their creative/professional practice ('Development', 94%). The vast majority agreed that it connected them with people in their field and opened new opportunities. Almost all had a good or excellent experience (97%).

Artists and Arts Organisations

In 2023, the number of Festival artists increased by 53% to 964, with 566 of them local. All surveyed artists and arts organisations (100%) reported having a positive experience.

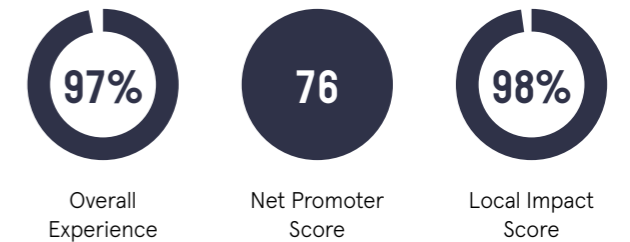
Almost all (94%) agreed that the experience helped develop their creative/professional practice. 'Opportunity' (87%) and 'Profile' (86%) also achieved particularly high results, indicating the vast majority agreed that the Festival provided new opportunities and helped raise their profiles.

Creative Learning & Schools Programs

These programs encourage creative expression and participation for students, young people and educators through performances, events, teaching resources packs, professional development opportunities and activities such as the Creative Weekender workshops connecting young artists with industry professionals.

An impressive 2,897 students and 883 teachers were engaged in 2023 - a significant increase from 2022 - and 92% reported having a positive overall experience. 'Distinctiveness' (88%) and 'Experience' (84%) received the highest levels of agreement, indicating that their experience was exciting, inspirational or different from things they'd done before.

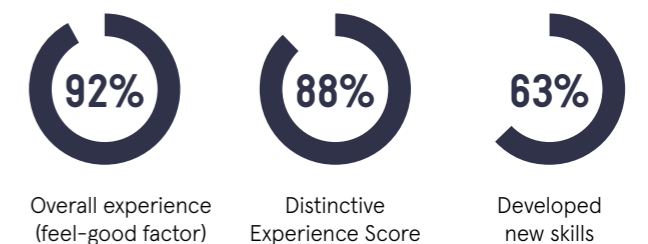
Sector Development



Artists and Arts Organisations



Creative Learning and Schools



THANKS TO OUR PERTH FESTIVAL DONORS

LEADERSHIP PARTNERS

Regional Touring



Fine Music



Major Events



PATRONS

Local Heroes

ADRIAN AND MICHELA FINI

Creative Learning



Community Engagement

CARLA MARKS

WA Arts Sector Development



TRUSTS, FOUNDATIONS & CORPORATE PHILANTHROPY



CHAIR'S CIRCLE \$20,000+

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 Philip & Helen Cardaci
 Margrete Chaney & Michael Chaney AO
 Jock & Kathryn Clough
 Marco D'Orsogna & Terry Scott**
 Paul & Didi Downie^
 Adrian & Michela Fini
 Ben Lisle^
 James Litis
 The McClements Foundation
 Wendy & Garry Prendiville
 Linda Savage & Stephen Davis
 Phil Thick & Paula Rogers^
 Tim & Chris Ungar

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Eureka Legacy
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 Michael & Helen Tuite^

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 Philip Griffiths*
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 The Humich Family^
 The Mack Family^
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 Ben & Vivianne Wyatt**
 Anonymous

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 Rowena Albones^
 Marilyn & Ian Burton*
 Joanne Cruickshank
 Marisa D'Orsogna*
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 The Goodlad Family**
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 Lynn Murray
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 Busi O**
 Dr Walter Ong & Mr Graeme Marshall*
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 Jasmine Trethewey*

Martina Ucnikova & Gordon Davies
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 Veronique & Tim Willing^
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FESTIVAL CIRCLE \$500+

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 Adil Bux^
 Craig & Lyn Colvin
 Timothy Green
 Melanie Hawkes
 Catherine & Will Henwood
 Janet King
 Vincent & Fiona Lau
 John & Elizabeth Mair
 Dr Michael McCall
 Katherine McCracken
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 Nigel Prescott
 Jacqui Robinson
 Aislyn Shepherd
 Dorothy & Allan Smith
 Vicki Taylor
 Margaret Whitter
 Kyele Wickenden
 Marie & Bruce Wilson
 Marina & Tristram Woodhouse
 Sara Wordsworth
 Anonymous

LEGACY CIRCLE

Anita Clayton
 Keren Paterson
 Nigel & Dr Heather Rogers
 Anonymous

* Medici Donors collectively help bring an ambitious production to the Festival each year.

^ Commissioning Fund donors support the creation and development of new work to feature in the Festival

Donor list current as at 30 June 2023

THANKS TO OUR PERTH FESTIVAL PARTNERS

FOUNDER



PRINCIPAL PARTNER



COMMUNITY PARTNER



FESTIVAL PARTNER



PERTH

CIVIC PARTNER



VISUAL ARTS PARTNER



PRODUCTION PARTNERS



LEADERSHIP PARTNERS

LEAD MEDIA PARTNER

LEGAL PARTNER

PREMIER PARTNERS

CLAYTON UTZ



STATE BUILDINGS
PERTH POINT ZERO



ALEX HOTEL

SHADOW
WINE BAR

MAJOR PARTNERS

STATEWIDE
STAGING SYSTEMS



Hertz

Perth
IS OK!

RollingStone
AUSTRALIA

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The Backlot Perth
Digital Loop
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RTRFM

See Subiaco
Snadens Piano
OKMG
Ovant Distillations
University Club of WA
Vision Australia Radio

Performing Lines



Hide the Dog, Manifesto and *Tracker* have been assisted by the Australian Government's Major Festivals Initiative, managed by the Australia Council its Arts Funding and Advisory Body, in association with the Confederation of Australian International Arts Festivals Inc.

Hide the Dog commissioned by Ten Days on the Island, Brisbane Festival, RISING, Sydney Festival and Perth Festival.

Tracker commissioned by Sydney Festival, Perth Festival, Adelaide Festival, RISING and Brisbane Festival.





'I don't think I've come across such great audience participation in a long time. It was wonderful to see all the iconic Freo landmarks as the backdrop to many people giving me the horns and spitting out the words to 'Back In Black'. It was a fabulous day for all.

High Voltage artist Natalie Gillespie, Rolling Stone Magazine



Image: Jess Wyld



HIGH VOLTAGE 2023

High Voltage was charged with many special moments as a uniquely Western Australian homegrown celebration for people from all walks of life.

This ultimate day out in Fremantle paid tribute to the legendary larrikin genius of Bon Scott among the community where he began his rise to the top with AC/DC.

Rewiring the energy of Perth Festival's 2020 closing event *Highway to Hell* along Canning Highway, the *High Voltage* cavalcade rock'n'rolled around a 5km street circuit from Fremantle Oval to Wilson Park, Esplanade Park and back again.

High Voltage was a large-scale event of great complexity involving 520 artists in 55 acts attracting more than 36,000 people.

Inclement weather would have kept many people away but that did not dampen the spirits of those who rocked up and rocked out. Despite the conditions just three weeks away from the start of winter, the response from audiences and artists was enthusiastic.

There were many great moments, from Barry McGuire's Welcome to Country and former Premier Mark McGowan ringing the Hell's Bell that sent Body Type rolling on the first truck, right through to Dan Sultan's closing song as the sun set over Fremantle Oval.

Many people took the opportunity to enjoy the freedom of strolling, riding or catching up with friends or family along the streets to soak up the atmosphere and the truck performances and various acts from pipe bands, dance crews, circus artists, and community choirs around the route.

People lining the cafes and bars, camped high up on balconies and following their favourite trucks will have their own favourite memories. The warm welcome for The Desert Stars all the way from Tjuntjuntjara near the WA-SA border, the many kids playing air guitar at Esplanade Reserve and a beautiful Bon-inspired rainbow that appeared as Diesel rode the last truck home were all great moments.



Image: Court McAllister



Image: Jess Wyld

THANKS TO OUR HIGH VOLTAGE PARTNERS

PRESENTED BY



PERTH

PREMIER PARTNERS

THIS IS
FREMANTLE



TRIPLE
92.9

SUPPORTING PARTNERS

Digital Loop

Esplanade Hotel Fremantle

JCDecaux

2022 – 23 FINANCIAL SUMMARY

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2023

Full financial papers at <https://www.perthfestival.com.au/about/about-us/>

	2023 \$	2022 \$
Assets		
Current Assets		
Cash and cash equivalents	5,363,589	5,352,320
Trade and other receivables	786,328	173,756
Total current assets	6,149,917	5,526,076
Non-current assets		
Property, plant and equipment	153,551	192,988
Total non-current assets	153,551	192,988
Total assets	6,303,468	5,719,064
Liabilities		
Current liabilities		
Trade and other payables	451,910	919,141
Unearned revenue	563,874	54,946
Employee benefits	466,518	396,539
Total current liabilities	1,482,302	1,370,626
Total liabilities	1,482,302	1,370,626
Net assets	4,821,166	4,348,438
Equity		
Restricted funds	199,605	428,868
Accumulated funds	4,621,561	3,919,570
Total equity	4,821,166	4,348,438

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME AND ACCUMULATED FUNDS

FOR THE YEAR ENDED 30 JUNE 2023

	2023 \$	2022 \$
Assets		
Revenue and income		
Performance income	7,413,782	2,768,335
Operating grants	8,310,000	8,310,000
Fundraising and sponsorship – restricted*	199,605	428,868
Fundraising and sponsorship – unrestricted	7,210,712	3,796,851
Contra sponsorships income	1,104,731	924,840
Other income	555,316	896,411
Total revenue and income	24,794,146	17,125,305
Expenditure		
Performance direct costs	(15,159,150)	(8,066,260)
Publicity, marketing and other direct costs	(1,149,788)	(792,600)
Festival employment costs	(6,786,853)	(6,537,448)
Administration costs	(218,988)	(170,097)
Depreciation expenses	(39,437)	(29,925)
Contra sponsorships expenses	(1,104,731)	(924,840)
Operating expenditure	(24,458,947)	(16,521,170)
Finance income	137,529	3,853
Finance costs	-	-
Net finance income	137,529	3,853
Operating surplus	472,728	607,988
Other comprehensive income		
Other comprehensive income	-	-
Total comprehensive surplus for the year	472,728	607,988
Opening accumulated funds	4,348,438	3,740,450
Total comprehensive surplus – restricted	199,605	428,868
Total comprehensive surplus – unrestricted	273,123	179,120
Closing accumulated funds	4,821,166	4,348,438

CONSOLIDATED STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2023

	2023 \$	2022 \$
Cash flows from operating activities		
Cash receipts from customers/supporters	13,686,491	8,512,402
Cash receipts from government grants and subsidies	11,804,436	8,510,623
Cash paid to suppliers and employees	(25,617,187)	(16,803,582)
Cash (used in)/generated from operating activities	(126,260)	219,443
Interest received	137,529	3,853
Net cash from operating activities	11,269	223,296
Cash flows from investing activities		
Acquisition of property, plant and equipment	-	(190,828)
Net cash used in investing activities	-	(190,828)
Net increase in cash and cash equivalents	11,269	32,468
Cash and cash equivalents at the beginning of the year	5,352,320	5,319,852
Cash and cash equivalents at the end of the year	5,363,589	5,352,320

