

FRINGE WORLD AND PERTH FESTIVAL

Statement by Minister for Culture and the Arts

MR D.A. TEMPLEMAN (Mandurah — Minister for Culture and the Arts) [9.05 am]: Firstly, as Leader of the House, I would like to congratulate the members for Scarborough and Nedlands on their elevation to leadership of the Parliamentary Liberal Party.

I would like to inform the house of the release of the economic impact reports for Western Australia's two premier arts festivals, highlighting the contribution they both made in 2019 to not only creative employment and our rich cultural and social lives, but also increasing tourism and broader outcomes for the Western Australian economy. Perth Festival has reported that the 2019 festival attracted thousands of tourists and fostered social harmony and community pride in Western Australia, with more than 7 300 overseas and interstate visitors staying in Perth an average of 9.5 nights and seeing 3.9 festival shows each. In addition, of those tourists surveyed, 40 per cent said that they had come to Perth specifically for the festival, recording 26 650 attendances and staying a combined 65 112 nights during festival time. The festival was also successful in attracting new audiences, with 17 per cent of people attending for the first time. The spectacular free opening event *Boorna Waanginy: The Trees Speak* was attended by over 200 000 people, with a third of the attendees surveyed making their very first or a rare outing to any arts event.

Mr D.R. Michael interjected.

The SPEAKER: Member for Balcatta!

Mr D.A. TEMPLEMAN: The economic impact of the festival was significant. The direct economic impact was \$19 million, providing a flow-on economic value to the state of \$26.4 million and generating 581 full-time equivalent jobs. In terms of audiences, the total attendance was 454 986 at the 312 free and ticketed events, with audiences travelling from 99 per cent of the postcodes across the Perth metropolitan area. There was an increase in paid attendance, with 147 355 tickets sold, a 14 per cent increase from 2018. This was reflected in the box office income reaching \$5.4 million, which was up 21 per cent from \$4.3 million in 2018. These audiences spent \$9.28 million on festival events, meals, drinks, accommodation and other associated activities. The festival itself spent \$9.34 million directly on Western Australian artists, suppliers and workers. This story is echoed by Fringe World Festival, which reported that its 2019 festival broke previous records. The 2019 Fringe World Festival featured 674 events at 169 venues, with a total attendance to free and ticketed events of 857 747 at an average ticket price of \$32.25.

The important cultural events of Fringe World and Perth Festival deliver significant benefits for Western Australians and visitors, contributing to the cultural, social and economic richness of the state. I would like to congratulate each festival for their successful 2019 seasons and wish them continued success with future festivals for Western Australians to enjoy.