

ARTRAACE

IMPACT REPORT





ARTRAGE **FRINGE** **ROOFTOP**
WORLD **MOVIES**

ARTRAGE acknowledges the Whadjuk Nyoongar people as the traditional custodians of the land on which we work, live and play. We pay respects to all Aboriginal Elders and people and stand united towards a shared future.

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Front & Back Cover Image: YUMMY ICONIC. Photo by Naomi Reed.
Inside Cover Image: Tash York's Happy Hour. Photo by Adrian Thomson.

KAYA, WELCOME

This is the 2022/2023 Impact Report for ARTRAGE in which we celebrate the annual achievements and impact of one of Western Australia's longest running not-for-profit registered cultural charities.



CHAIRPERSON WELCOME

Kyle Jeavons, ARTRAGE Board Chairperson.

ARTRAGE is proud to present this Impact Report, showcasing the extraordinary value we bring to the Western Australian community. Our organisation has contributed an economic boost of over \$137 million to the State, while also providing cultural and social benefits. We are proud to have welcomed more than 600,000 attendees at ARTRAGE events and facilitated paid work opportunities for over 2,500 artists and creatives.

The fact that we delivered \$26 worth of economic stimulus for every \$1 of State Government investment is even more impressive, given the remarkably challenging period of the last 12 months, with the cultural sector slowly recovering from COVID while being battered by the new economic challenges that have emerged globally.

Ultimately, our success is defined by the success of our artists and the enjoyment they give our audiences. This year was a big step in supporting the recovery of culture

and the arts in our State, with the organisation paying \$6.5 million directly to artists and venues this year.

The results of this Report demonstrate the ongoing support for ARTRAGE activities and, importantly, provide us with a vital springboard into the most pivotal time in our organisation as we look to grow ARTRAGE, reach new audiences, deliver more outstanding arts entertainment, and achieve more economic impact through tourism, hospitality, and job creation.

In 2022, we launched ARTRAGE Philanthropy and continue to progress our critical desire for long-term funding to grow the organisation and its impact on WA.

We remain incredibly grateful for the support of our stakeholders and community and look forward to continuing to embed the arts in the hearts and minds of all Western Australians.



Our Purpose

To enrich and evolve the culture of Western Australia by creating open artistic opportunities for audiences and artists.



Our Mission

To provide enduring benefits for artists, audiences and a diverse family of stakeholders through presenting cultural events with global appeal.



Our Vision

To embed arts in the hearts and minds of all Western Australians.



How We Work

We mainstream Fringe culture. Our success is defined by the success of our artists. We make Perth better.



INTERIM CEO MESSAGE

Anthony Robinson, Interim ARTRAGE CEO.

As the Interim CEO of ARTRAGE, I am thrilled to present this year's ARTRAGE Impact Report, highlighting a year of remarkable achievement. Our uninterrupted program of events attracted 70,000 additional attendees at ticketed events, resulting in over 600,000 attendees throughout the year.

ARTRAGE proudly ranks among the top 10 arts organisations in WA, seventh in total revenue, number one in earned revenue and tenth in total government support. ARTRAGE receives a total of \$3 per attendee in State Government support, comparatively the next arts organisation in line, who receives over \$30 per attendee, with the highest level of support reaching over \$100 per attendee. The results achieved by ARTRAGE, demonstrate our commitment to maximising value.

We understand the challenges faced by artists, audiences, and ARTRAGE due to increasing costs and continue to advocate for their needs and seek funding and support to ensure the sustainability and accessibility of the arts in our community.

ARTRAGE actively encourages and achieves community engagement by bringing people out to experience the joy of The Pleasure Garden and beyond. We will launch exciting campaigns in the coming year to surprise and delight our audiences, aiming for even greater participation across Perth.

I extend my most heartfelt gratitude to the artists, partners, participants, donors, visitors, and the people of Perth for their invaluable support. You have played a crucial role in our ongoing success.

Registrations for next year are already open, and we are diligently planning for an exceptional 2024. As the temporary custodian of ARTRAGE, I am honoured to reflect on the past year and eagerly anticipate continuing our story, bringing more fun, delight, shows, and an incredible program to the year ahead.



FORMER CEO FAREWELL

Sharon Burgess, former ARTRAGE CEO. Resigned March 2023.

It has been an immense privilege to have been the custodian of this amazing organisation. The tireless dedication of the team to bring diverse and creative experiences to our community has been an inspiration to me, reaffirming my belief in the power of the arts to change lives.

It has been an honour to serve alongside an incredible team of professionals who are passionate about promoting the arts and making a positive impact on the community. Their unwavering dedication, hard work, and commitment

to the organisation's mission have been the driving force behind the success of all ARTRAGE activity.

I am confident my successor will continue to uphold the values and vision of ARTRAGE and lead the organisation to even greater heights with the support of the talented team and the committed Board. I am grateful for the opportunity to have played a part in the ARTRAGE journey and I look forward to seeing the organisation's continued success.

ARTRAGE

FINANCIAL BREAKDOWN

The Financial Breakdown is based on actuals to April 2023 and projections for the remaining two months of the 2022/23 financial year.

All figures are consolidated and include ARTRAGE HQ, FRINGE WORLD Festival, Rooftop Movies and other ARTRAGE Projects.

- Customers are charged a Transaction Fee to cover some of the bank charges and presenters contribute a Ticketing Fee towards the cost of delivering a ticketing and box office service.
- Except for ARTRAGE Managed Venues, the organisation does not receive any of the box office income of shows.



\$137.9+ Million

Estimated Economic Impact delivered by ARTRAGE in 2023



\$6.5 Million

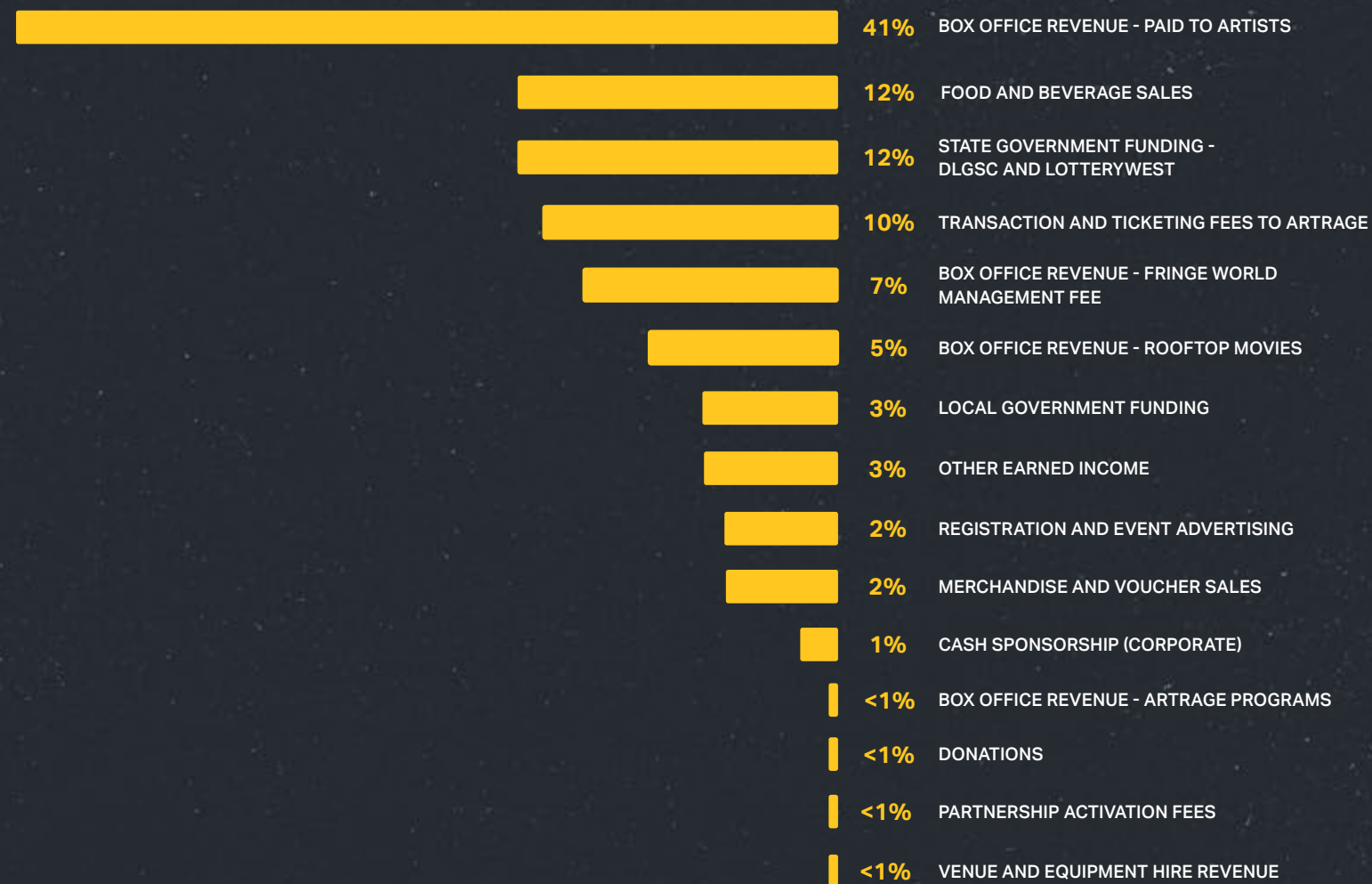
Paid out to all ARTRAGE Artists and Venues in 2023

- For ARTRAGE Managed Venues including The Pleasure Garden, Perth Cultural Centre and Liberty Fringe, ARTRAGE takes a Management Fee of 32% from the show's box office revenue. This fee covers part of the costs involved in the presentation of the event.

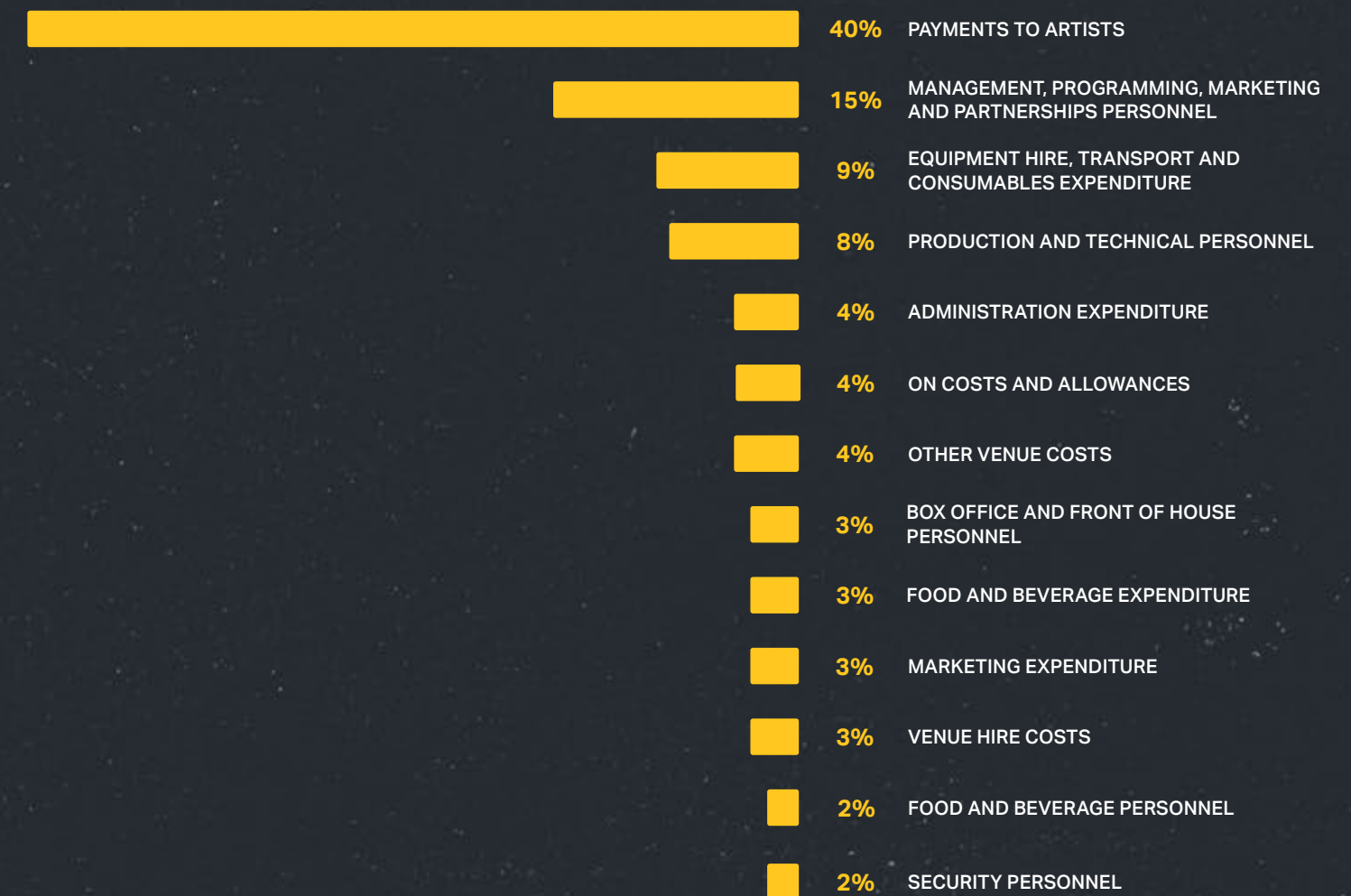
- Food and Beverage sales only relate to a sale made at any ARTRAGE Managed Venue (The Pleasure Garden, Perth Cultural Centre, Liberty Fringe and Rooftop Movies).

ARTRAGE Annual Reports and Financial Reports are available to view on the ACNC website.

Total Income



Total Expenditure



ARTRAGE AT A GLANCE



\$48.3+ Million

Direct Economic Impact

\$137+ Million

Multiplied Economic Impact



\$6.5+ Million

Paid to Artists & Venues

\$208K+

Paid to Projects
Artists & Venues

\$6.3M+

Paid to FRINGE WORLD
Artists & Venues



604,048

Total ARTRAGE
Attendees



929

ARTRAGE Employees,
Contractors &
Volunteers

343

FTE Jobs
Stimulated
ARTRAGE



49,101

Total ARTRAGE
Visitor Bed Nights

\$26



For every \$1 of State
Government investment,
\$26 was stimulated and
spent in the local economy

**FRINGE
WORLD**

564K+

Total
Attendance

2,522

Total
Artists

\$8.7M+

Box Office
Income

**ROOFTOP
MOVIES**

31.8K

Total Attendance

120

Film Events

\$619K+

Box Office Income

**ROOFTOP
Roller Club**

1,928

Total
Attendance

48

Skating
Sessions

19

Local
Artists

\$54K

Box Office
Income

**THE
ROCKY
HORROR
PICTURE SHOW**
IMMERSIVE SPECTACULAR

12

Regional
Venues

12

Perth
Performances

10

Touring
Creatives

\$118K

Box Office
Income

Presents.
**BOGAN
LITERATURE**
'Pride & Prejudice'

3,028

Total
Attendance

14

Number of
Performances

9

Contracted
Creatives

\$112K

Box Office
Income

ARTRAGE

WINS & LEARNINGS

ARTRAGE takes a consistent and incremental approach to improving its activities. The following are some key wins and learnings identified from the 2022/23 year of operation in-line with a scale to indicate the level of achievement.



Access and Inclusion Plan

In 2023 the Festival entered the fourth year of a five-year Access and Inclusion Plan. Of the 123 planned deliverables, 114 have been executed (110 in 2022), and of the 60 planned actions, 55 have been achieved (46 in 2022). Positive community impact remains at the forefront of all future planning. ARTRAGE is currently in the process of developing and implementing a Reconciliation Action Plan to advance the organisation's reconciliation journey. In addition, the next Access and Inclusion Plan is in development to ensure there is an immediate transition into the next five year commitment to improving ARTRAGE's access and inclusion.



Sustainability Action Plan

In 2021 ARTRAGE implemented an Environmental Sustainability Action Plan, with 2023 marking the third and final year of the plan. Of the 53 deliverables, 37 have been successfully executed, and 15 of the 25 actions in the plan have been achieved. Whilst unable to complete all desired outcomes, mostly due to the limitations surrounding COVID, ARTRAGE has achieved immense success over the past three years with the implementation of industry leading initiations, such as the FRINGE WORLD reusable cup scheme. A new five-year plan is currently in development, in which ARTRAGE aims to achieve further success in improving the organisations sustainable practices.

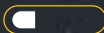


Events Delivered Post-COVID

Despite the recent years of high-risk delivery of the FRINGE WORLD Festival, ARTRAGE continued to execute existing events as well as new activations in 2022 and 2023. FRINGE WORLD was presented successfully, notably with the return of interstate and international artists. Rooftop Movies continues to grow due to the increasing customer engagement and satisfaction. For the first time in 2023, ARTRAGE activated Liberty Theatre for FRINGE WORLD, transforming it into Liberty Fringe, the third ARTRAGE Managed Venue featured in the 2023 Festival. New ARTRAGE activations included Rooftop Roller Club, Rooftop Theatre, and the regional tour of The Rocky Horror Picture Show Immersive Spectacular.



Scale Indicating Achievement Level



Requires Attention



Mostly Achieved



Achieved + Annual Improvements



Return of Regional Events

ARTRAGE successfully delivered a regional tour of The Rocky Horror Picture Show Immersive Spectacular in late 2022. The event was taken through five Western Australian regions in addition to Perth; Wheatbelt, Goldfields, Great Southern, South West, and Peel. The ten travelling creatives visited twelve regional towns to delight audiences, in addition to a successful two-week run in Perth.



New Flagship Websites

In 2022, with vital support from the ARTRAGE Philanthropy Program, ARTRAGE teamed up with a local team of outstanding website developers, Strange Animals, to build new flagship websites for ARTRAGE and Rooftop Movies. Through this development ARTRAGE is now able to sell tickets to ARTRAGE presented events, receive donations and safely manage customer data. The success of the new Rooftop Movies website has been celebrated at the Australian Web Awards, where it won in the Best Not for Profit and Best Design categories for 2023.



New Rooftop Projects

The Rooftop Movies venue was transformed to implement two new projects in the space. October saw the dazzling Rooftop Roller Club, and Rooftop Theatre took over the space in April with Bogan Literature: Pride & Prejudice. Both activations brought a new audience and delighted existing customers with a fresh way to experience the crowd favourite rooftop venue.



Attendance Recovery

Attendance figures are on the rise across all ARTRAGE activity. FRINGE WORLD attendance at free and ticketed events reaching 564,000, up 36% from 2022. Rooftop Movies saw a 4% increase in ticket sales, attracting over 36,000 attendees to the Rooftop venue for events including Rooftop Movies, Rooftop Roller Club and Rooftop Theatre. Furthermore, new projects and regional tours expanded the reach to new audiences across WA.



New Philanthropic Program

ARTRAGE's new Philanthropy Program was launched in 2022 to support the creation of year-round projects and opportunities. Donations allow ARTRAGE to continue to present live events, and work towards the organisations longer-term goals. The Philanthropy Program's success assisted with the delivery of two new digital products, four new events and two new developments, with \$40,000 donated and \$60,000 pledged in 2023.



International and Interstate Visitation

The FRINGE WORLD 2023 Festival welcomed the return of interstate and international artists and audiences. The percentage of interstate artists rose to 28%, a significant increase from 8% in 2022. Similarly, international artists accounted for 21% of the program, up from 7% in 2022. Overall, the 2023 Festival program featured an impressive 49% of interstate and international artists. ARTRAGE will continue to grow this network with goals to maintain this trend into the 2024 Festival and beyond.



FRINGE WORLD

AT A GLANCE

2023 FESTIVAL



\$8,761,072
Spent at the Box Office



\$6,310,129
Paid to Fringe Artists & Venues



564,018
Attendance at Free & Ticketed Events



281,157
Attendance at Ticketed Events



\$6+ Million
Total Visitor Impact



47,633
Visitor Bed Nights

2,522
Participating Artists

Artist
Origins

51%



WA

28%

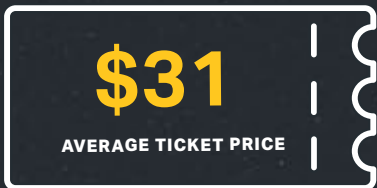


INTERSTATE

21%



INTERNATIONAL



\$31
AVERAGE TICKET PRICE

550
Events

115
Venues



49%
Average Bums
on Seats



Event
Genre
Split

48% Comedy • 13% Music & Musicals • 12% Cabaret & Variety
9% Theatre & Performance • 7% Children's Events • 3% Circus
3% Community & Special Events • 3% Dance & Physical Theatre
2% Visual Arts & Film • <1% Street Performance



3
ARTRAGE
Managed
Hubs

112
Total
Independent
Venues

153
Individual
Performance
Spaces

37
Total
Suburbs
Represented



\$5.4+ Million
Total Media Coverage



2+ Million
Total Web & App Sessions

+5%



E-News:

152K+
Subscribers

+2%



Facebook:

73.2K+
Followers

+6%



Instagram:

34.7K+
Followers





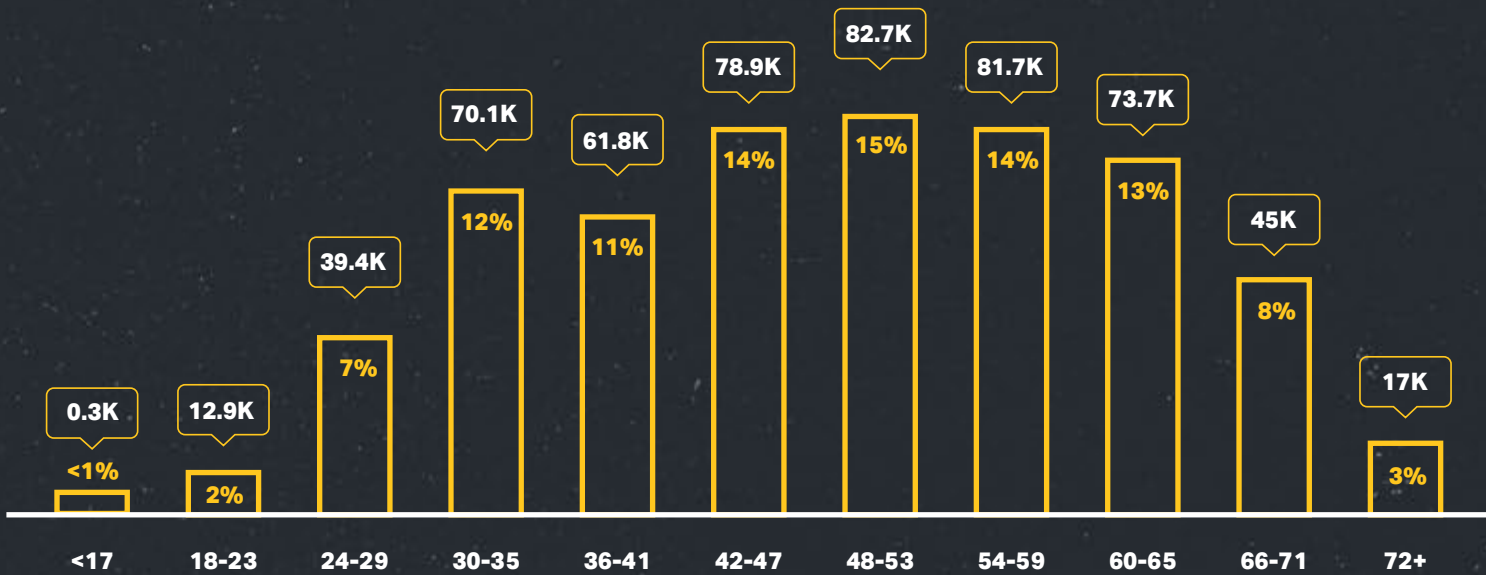
Briefs: Dirty Laundry. Photo by Ven Tithing.

AUDIENCE PROFILE

FRINGE WORLD captivates a wide range of demographics and market segments, spanning from cultural enthusiasts to mainstream professionals who typically have limited involvement in the arts. Despite facing another demanding year, FRINGE WORLD persists in expanding its audience across various segments and demographics, with 74% of customer accounts being created by new audience profiles.

Audience Age Range

Our audience demographics continue to reflect our diverse program, boasting a steady and even distribution of audience members across all age ranges between 18 and over 72. The data below displays the percentage breakdown of surveyed audience age, as well as the portion of total free and ticketed attendance.



NPS

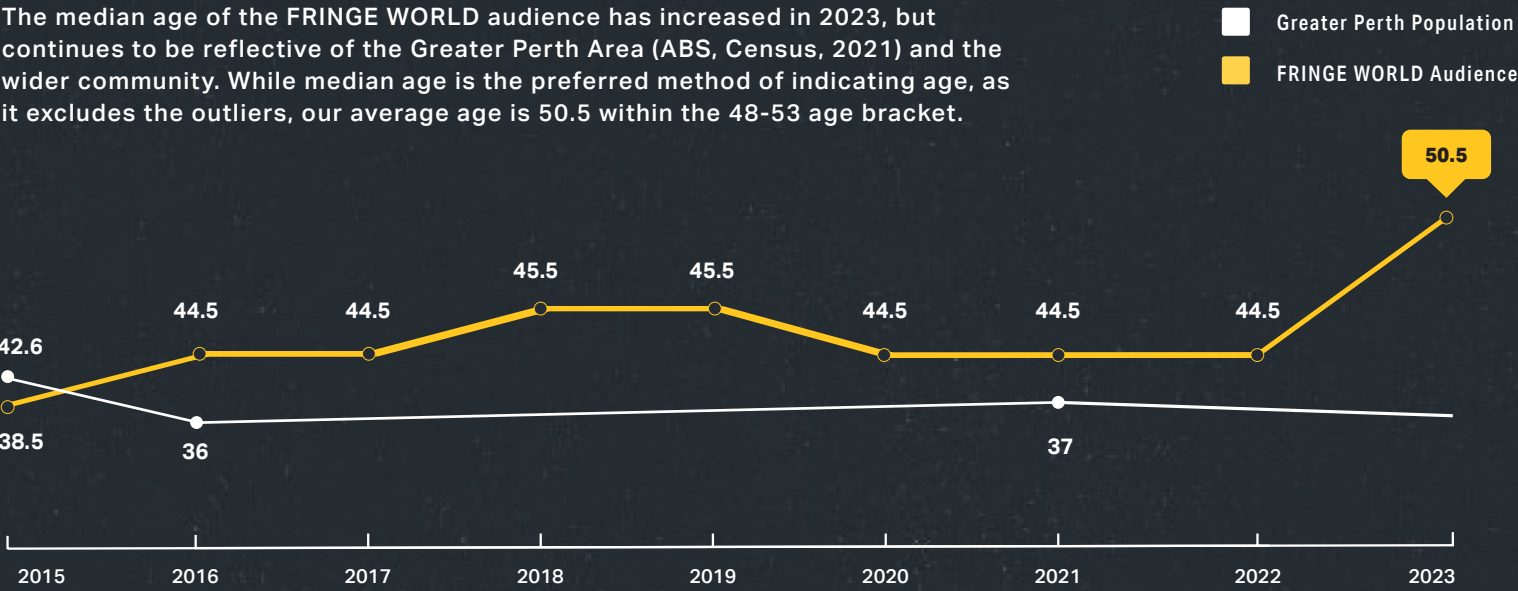
73

Net Promoter Score

Net Promoter Score (NPS) is a performance metric used to rate a company’s customer service and how likely a customer would be to recommend a company to people they know. A NPS above 50 is considered excellent. FRINGE WORLD Festival’s NPS has increased 7% since last year. Comparatively, Apple has an NPS of 72 and Ebay has an NPS of 36.

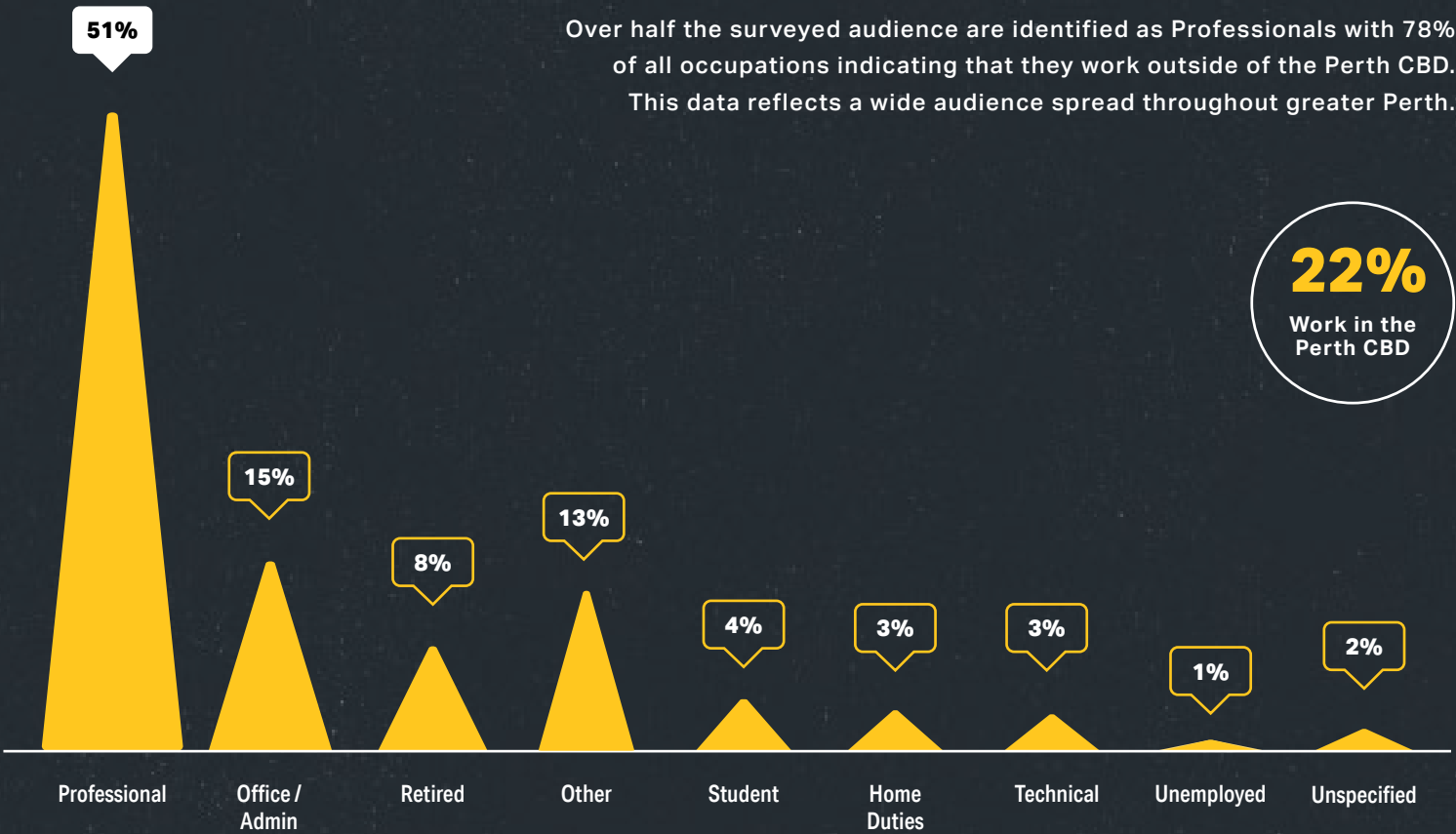
Median Age Comparison

The median age of the FRINGE WORLD audience has increased in 2023, but continues to be reflective of the Greater Perth Area (ABS, Census, 2021) and the wider community. While median age is the preferred method of indicating age, as it excludes the outliers, our average age is 50.5 within the 48-53 age bracket.



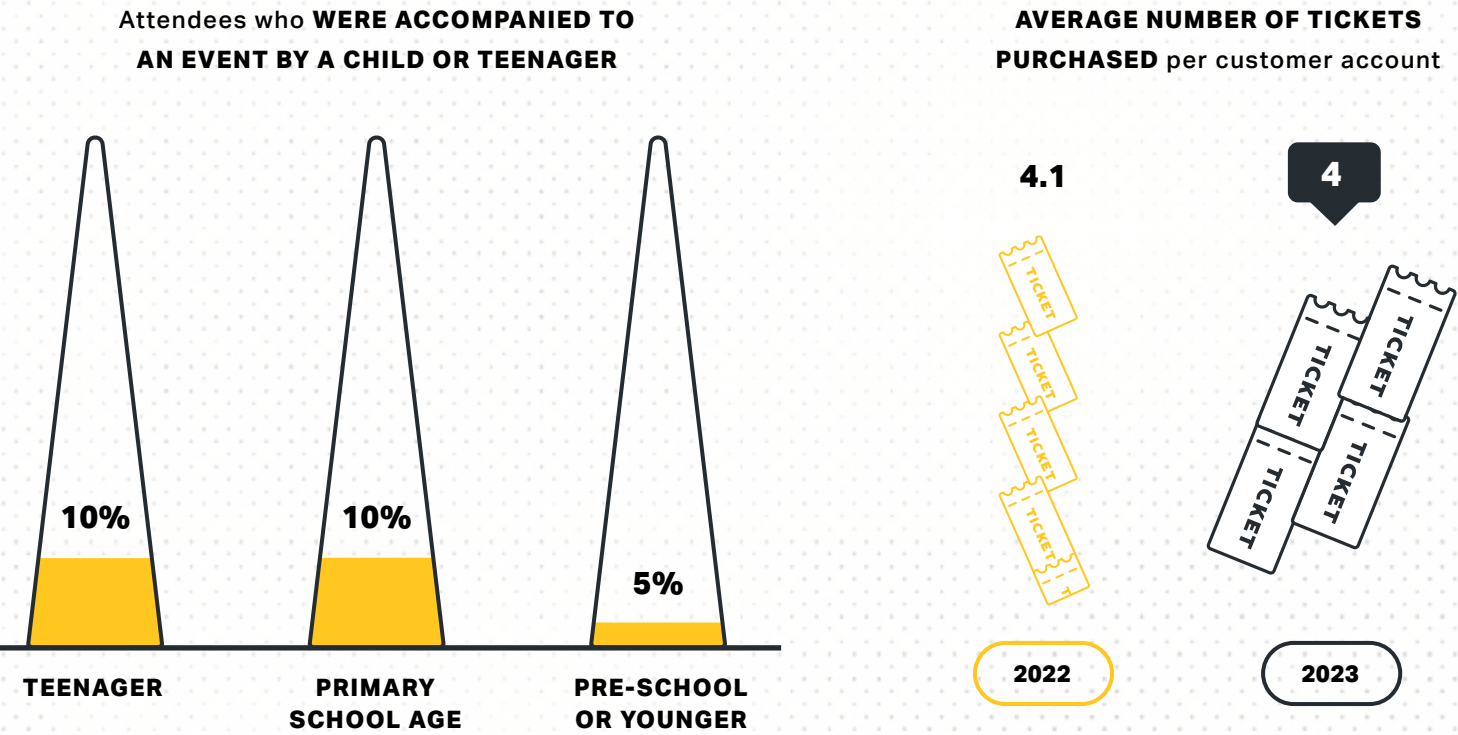
Audience Occupation

Over half the surveyed audience are identified as Professionals with 78% of all occupations indicating that they work outside of the Perth CBD. This data reflects a wide audience spread throughout greater Perth.



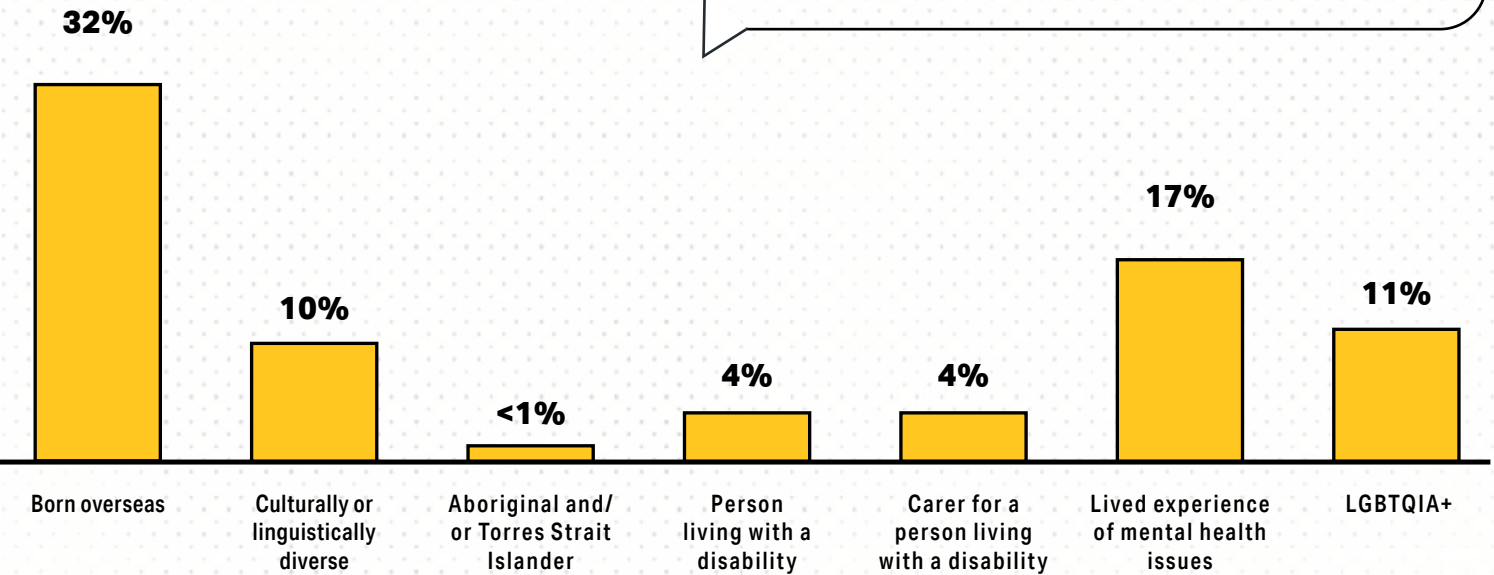
Audience Insights

FRINGE WORLD's consistent provision of children's programming and focused advertising still appeals to families. Among those surveyed, 25% affirmed being accompanied by a teenager or a younger individual.



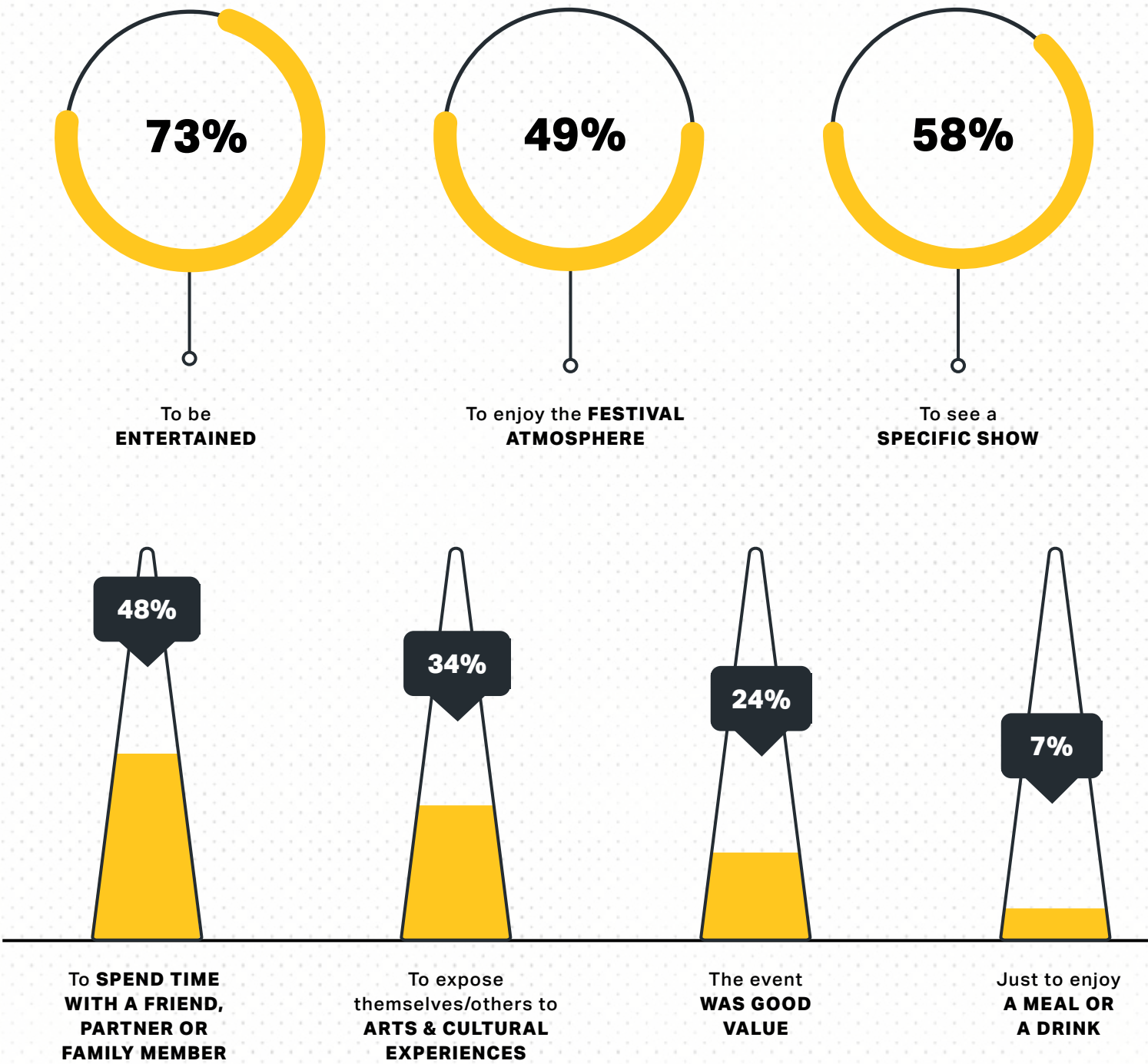
New question asked in 2023.

Q: Do you identify with any of the following?

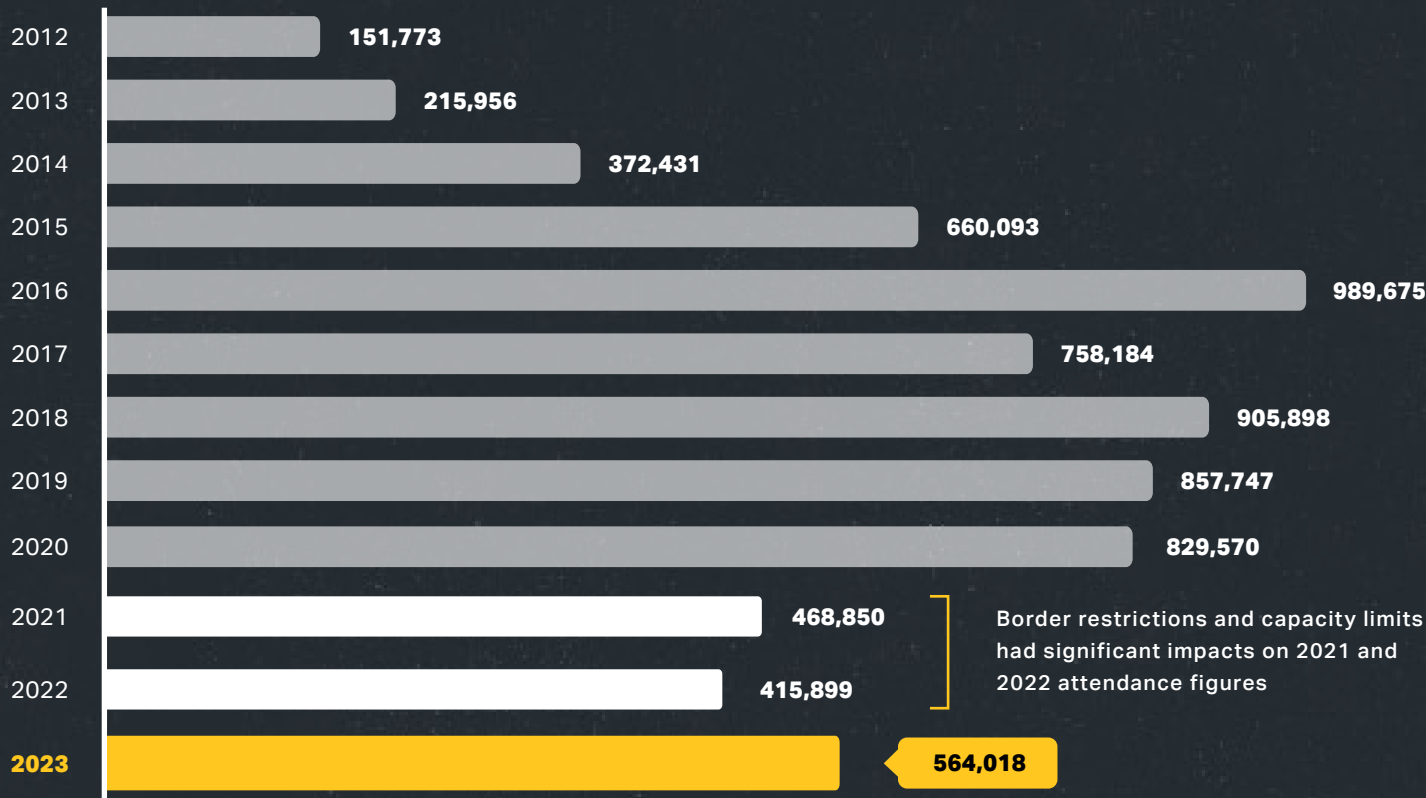


Prime Motivators for Attending

The primary factors that drive people to attend an event remain consistent: entertainment, ambiance, and programming. Those who typically prefer staying at home choose to attend FRINGE WORLD to partake in cultural experiences alongside their friends and family.



Total Attendance at Free and Ticketed Events



Key Attendance Insights



Visitation from Interstate and Overseas

Interstate and international visitation significantly increased at FRINGE WORLD Festival 2023. The removal of Western Australian border restrictions saw the number of interstate and overseas numbers of audience and artists considerably rise from 2022.

Interstate and overseas audiences rose 200% and the number of interstate and overseas artists rose 1280%.

+200%
3%
Interstate and Overseas Audience

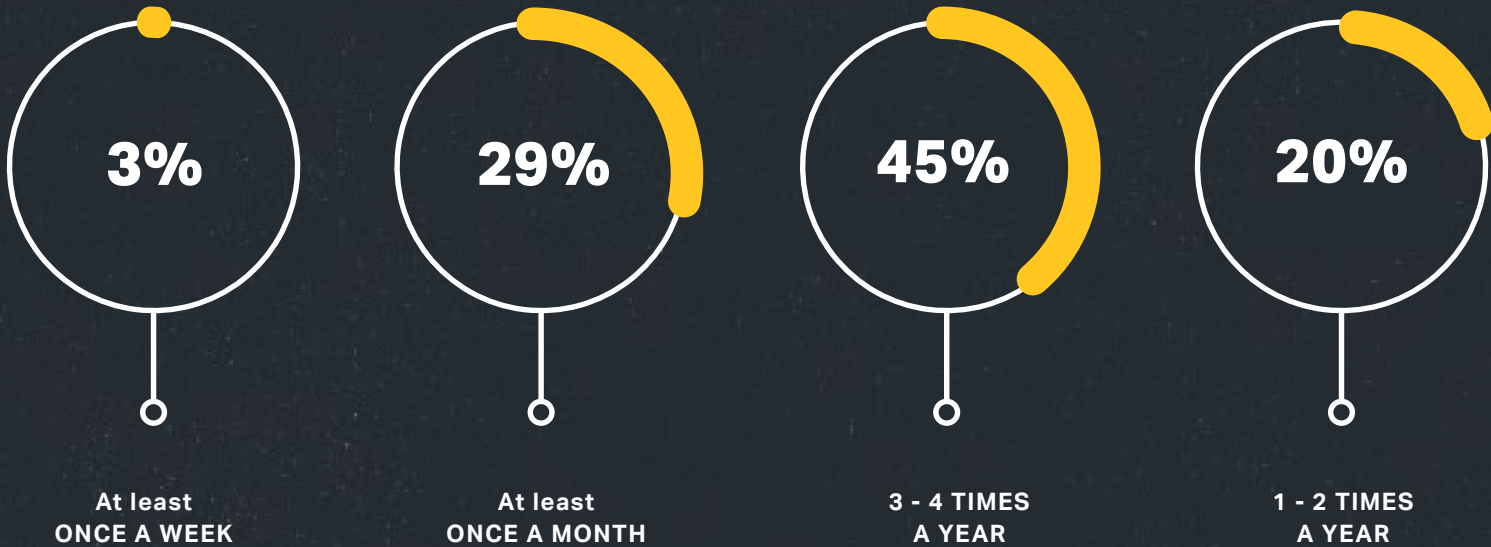
+1280%
49%
Interstate and Overseas Artists



Visitation to Arts and Cultural Events

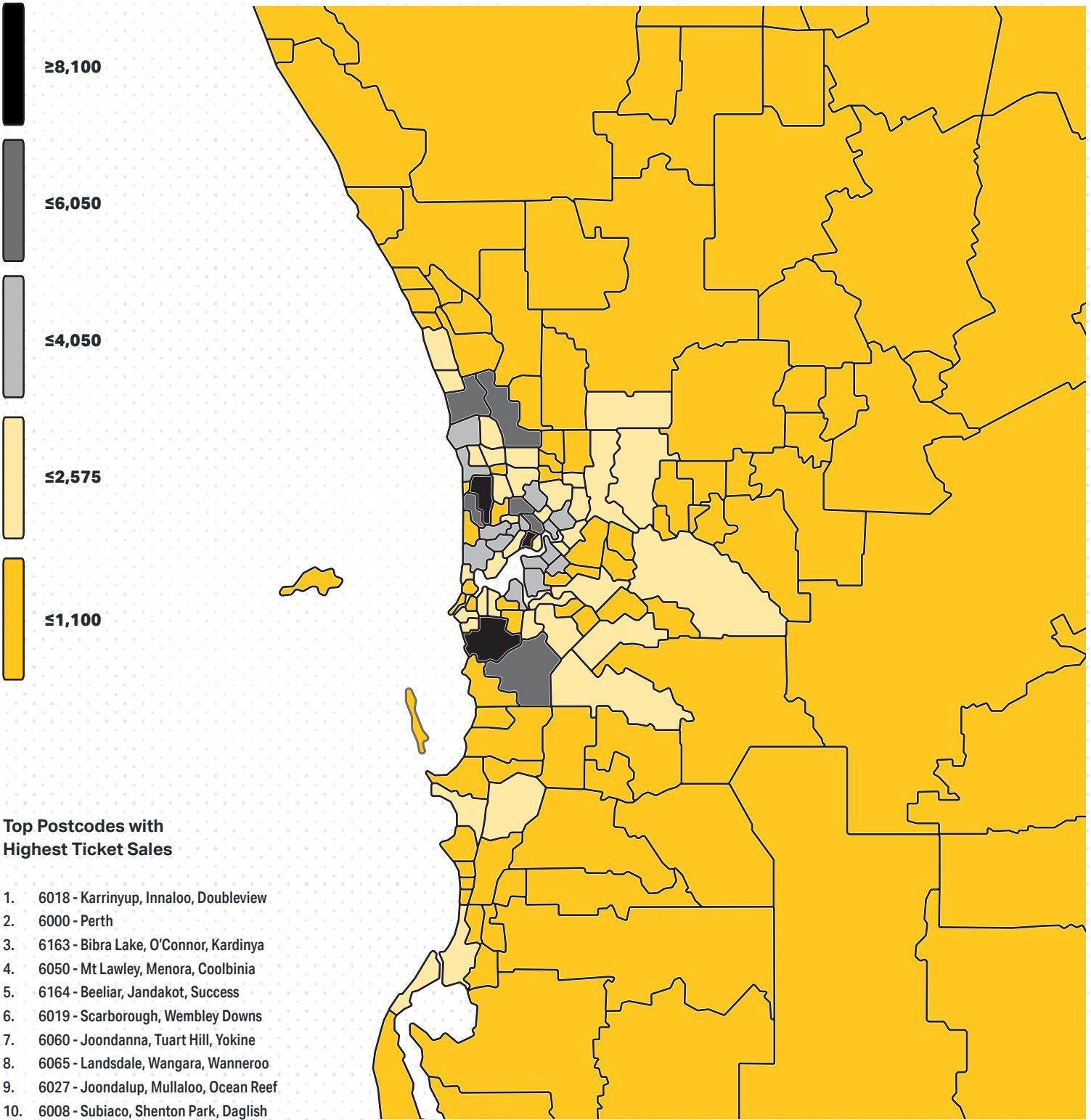
The majority of FRINGE WORLD audience members indicate that they visit arts or cultural events between three to four times a year, with a mere 3% specifying that they had not attended any events.

Q: Over the past 12 months how often did you attend an arts or cultural event?



Perth Metropolitan Audience Distribution

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





Perth Cultural Centre. Photo by Miles Noel.

FRINGE WORLD Friends Membership Program

The FRINGE WORLD Friends program is an annual subscription service designed for fans wanting to maximise their Festival experience. Benefits given to Friends in 2023 included Friends Frenzy ticket discounts, unlimited Skip the Line passes, access to Friends Night Out events, discounts to ARTRAGE cinema events, free merchandise and early access to ticket sales.

\$77



AVERAGE SAVINGS
made by Friends annually

UP 40%
From 2023

Membership Satisfaction on the Rise

Membership retention remains a formidable task across various industries due to the escalating cost of living and growing customer apprehension.

ARTRAGE has persistently pursued its strategy since 2021, post the COVID period, by nurturing year-round communications and expanding benefits.

FRINGE WORLD 2023 saw an surge in customer satisfaction within the Friends membership group, as well as an increase in retaining memberships and intentions to renew their Friends subscriptions in 2024.

The savings made by friends has increased by 40% from 2022 with FRINGE WORLD Friends now saving an average of \$77 during the 2023 Festival.

**87% OF FRIENDS
SURVEYED INDICATED
THAT BEING A FRIEND
ENRICHED THEIR
FRINGE WORLD
EXPERIENCE**

81%

Friends intend to
**RENEW THEIR
SUBSCRIPTION**

79%

Agreed their Friends
Subscription was
GOOD VALUE



+8%

**NPS
54**

+4%

//

**FRINGE WORLD IS
WITHOUT A DOUBT
THE BEST EVENT OF
THE YEAR IN PERTH.
IT GETS BETTER AND
BETTER EACH YEAR,
AND I CAN NEVER
WAIT TO SEE ALL
THE FLURO PINK
PLASTERED AROUND
THE CITY. SUMMER
REALLY COMES ALIVE
AND THE CITY IS
ALWAYS A BUZZ.**

Quote: Customer aged 42-47. Northbridge. 2023.

Image: LENNOX: Legend in my Living Room.

Photo by Darren Bridges.





Fringe Sunday Funday Supported by Lotterywest. Photo by Sophie Hirt.

CULTURAL & SOCIAL IMPACT

FRINGE WORLD 29

The FRINGE WORLD Festival maintains its ability to inspire Perth’s mainstream audiences to venture into uncharted territories, presenting an extensive line-up that spans across various locations and offers a wealth of diverse experiences at an affordable price. The Festival welcomed the return of visitors and artists from other states and countries following the lifting of border restrictions, and remains committed to generating positive effects for the wider West Australian community by fostering engagement with culture and the arts.

\$31

AVERAGE TICKET PRICE

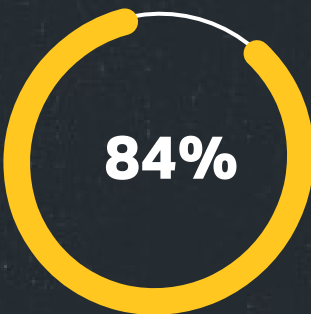
Driving Access to Events and Arts

Affordable pricing combined with **29 FREE COMMUNITY EVENTS** which attracted an increase in the number of families attending the Festival. Over 280,000 people attended these free events, such as Fringe Sunday Funday Supported by Lotterywest and the Kleenheat Sizzle Stage.

96% OF THE SURVEYED FRINGE WORLD AUDIENCE PLAN TO REVISIT THE FESTIVAL AGAIN IN 2024



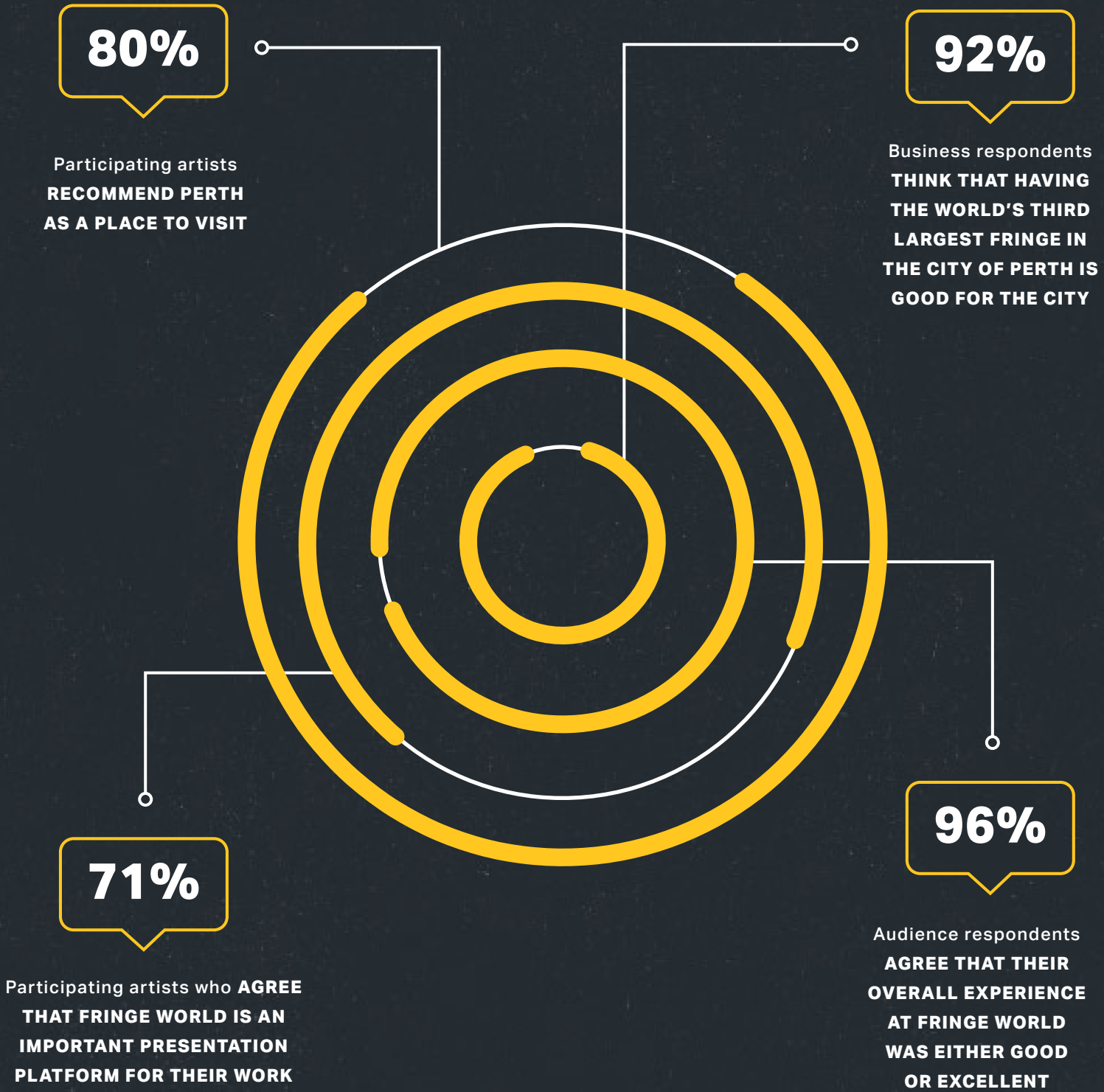
Festival visitors **WILL TAKE GREATER RISKS AND SEE LESS WELL-KNOWN ARTS EVENTS** in the future



Festival visitors **ARE MORE LIKELY TO ATTEND MORE ARTS EVENTS** in the future

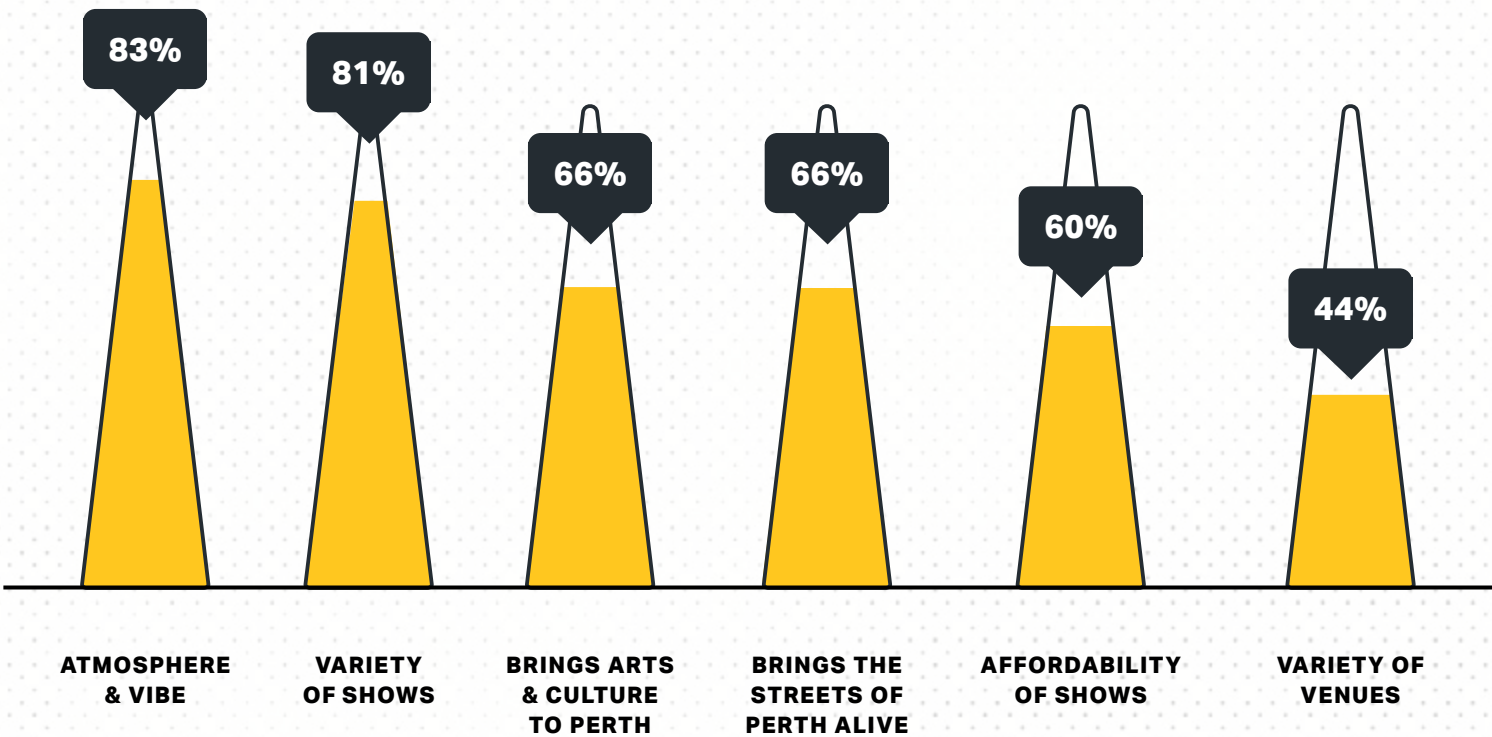
Strengthening Perth's Image

During the FRINGE WORLD Festival, the Perth community comes together, creating a sense of unity. The month-long Festival generates enduring positive impacts that not only stimulate and enhance Perth's reputation but also contribute to strengthening social harmony.



Perth's Favourite Things About Fringe

FRINGE WORLD Audiences express their attendance at the Festival is driven by the distinctive atmosphere and vibe, with growing appreciation for bringing arts and culture to Perth. Audiences agree that Fringe infuses the streets of Perth with life and entertainment, commemorating the impact the Festival has on the City's arts and culture.

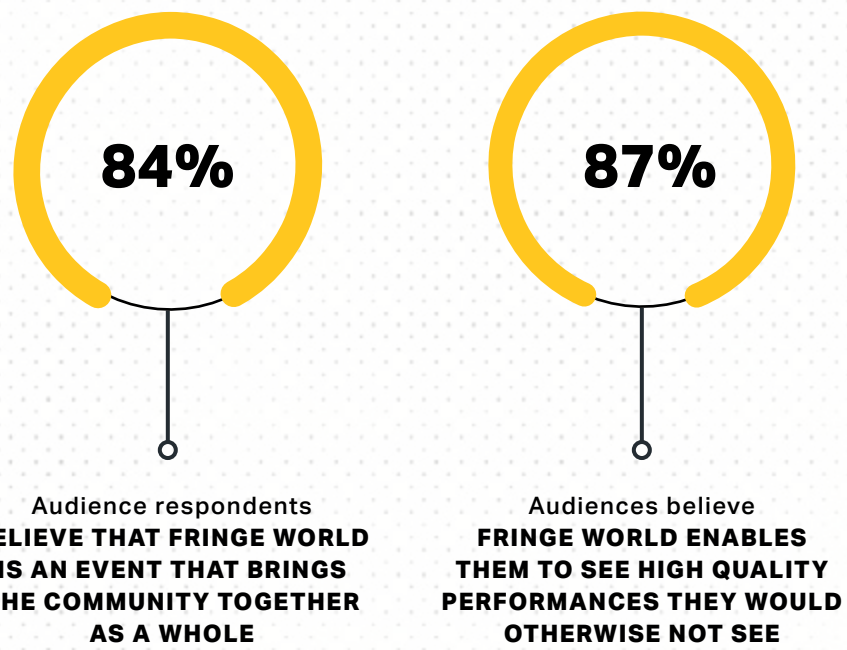


Distinctiveness and Quality

FRINGE WORLD consistently generates distinctive chances for meaningful interactions between artists and audiences.

FRINGE WORLD's reputation lies in its capability of drawing diverse audiences to partake in the vibrant arts and cultural scene of Perth.

78% of the surveyed audience commute from areas outside the CBD, signifying a wide influence that extends deep into the wider Perth community.

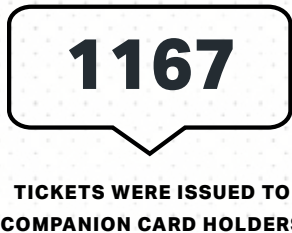


Access and Inclusion Plan

ARTRAGE aims to provide inclusive artistic opportunities to a wide range of artists and audiences. The Access and Inclusion Plan by ARTRAGE plays a crucial role in advancing this objective, enabling the monitoring, reporting, and evaluation of progress through stakeholder input.

In 2023, the Festival entered the fourth year of a five-year Access and Inclusion Plan. Of the 123 planned deliverables, 114 have been executed (110 in 2022), and of the 60 planned actions, 55 have been achieved (46 in 2022). Positive community impact remains at the forefront of all future planning.

103 performance spaces (70% of all spaces) were wheelchair accessible at FRINGE WORLD Festival 2023. 76 venues had at least one accessible performance space. 1,167 complimentary tickets were issued to Companion Card holders during the 2023 Festival, an 82% increase from the previous year.



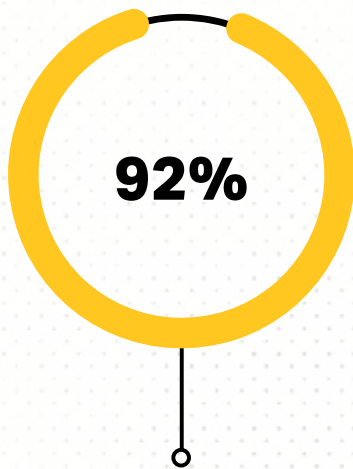
Future Improvements

ARTRAGE is actively engaged in the development and execution of a Reconciliation Action Plan to propel the organisation's journey toward reconciliation. Simultaneously, ARTRAGE is working on the forthcoming Access and Inclusion Plan, ensuring a seamless transition into the next five-year commitment dedicated to enhancing access and inclusivity within ARTRAGE.

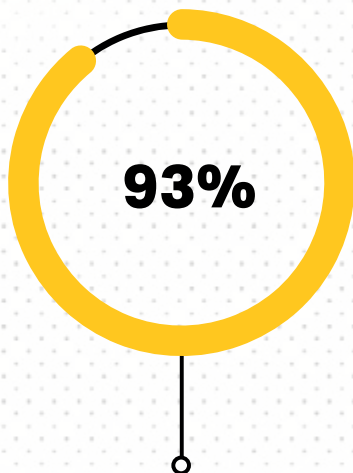
Customer Feedback

"My son and I attend Fringe every year together (he is in a wheelchair). This year we managed to see 30 shows. It's so nice that there is more and more accessibility popping up every year. I can honestly say that this year was the most inclusive FRINGE WORLD I think we've been apart of. Keep moving in this direction. We want to see more shows next year!"

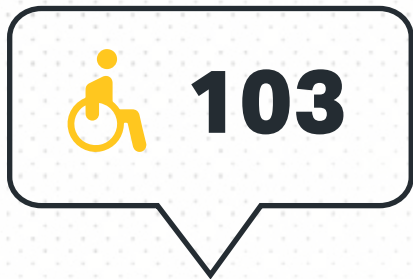
- FRINGE WORLD Customer aged 48-53. Perth. 2023.



Percentage of the 60
ACTIONS COMPLETED



Percentage of the 123
DELIVERABLES COMPLETED



**WHEELCHAIR ACCESSIBLE
PERFORMANCE SPACES**

Activations of Perth City and Surrounds

FRINGE WORLD is an open-access Festival which means anyone from anywhere is welcome and able to participate. The popularity of this model continues to promote growth and spread of venues across the State . There were a total of 49 venues in the City of Perth, 22 venues in the Northern Metro area, 7 venues in the Eastern Metro area, 13 venues in the Southern Metro area and 20 venues in the Western Metro area. The 2023 Festival featured two types of venues:

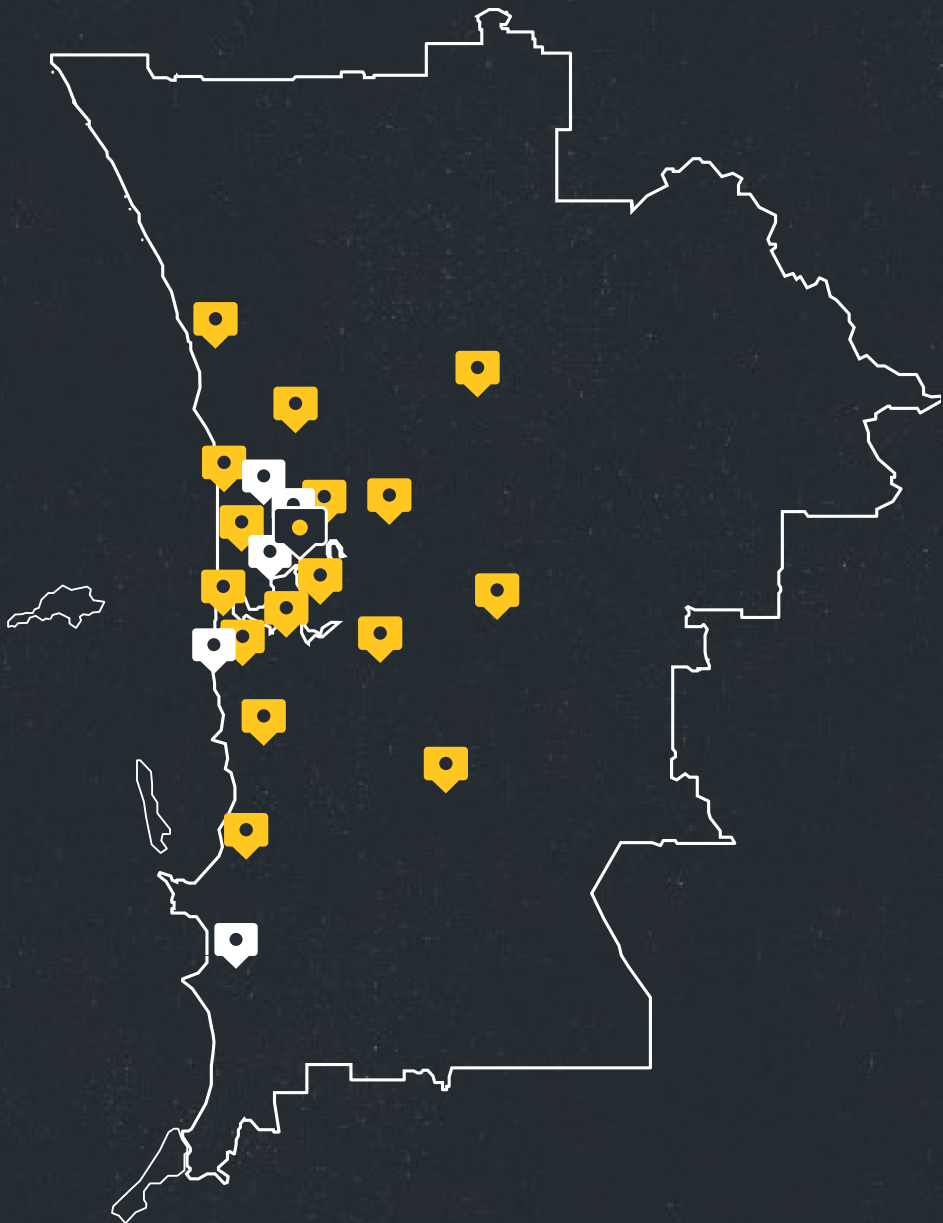


ARTRAGE Managed Venues

Venues that are **MANAGED BY ARTRAGE**. 2023 ARTRAGE Managed Hubs included Liberty Fringe, The Pleasure Garden and Perth Cultural Centre.

Independent Venues

Venues that participate in the Festival that are **INDEPENDENT OF ARTRAGE**. Ranging from large scale brick and mortars (e.g. Connections) to pop-up areas.



1 - 4 VENUES

City of Armadale
City of Bayswater
City of Canning
City of Cockburn
City of Joondalup
City of Kalamunda
City of Melville
City of Nedlands
City of Rockingham
City of South Perth
City of Swan
City of Wanneroo
Town of Cambridge
Town of East Frenantle
Town of Mosman Park
Town of Victoria Park



5 - 20 VENUES

City of Fremantle
City of Mandurah
City of Stirling
City of Subiaco
City of Vincent



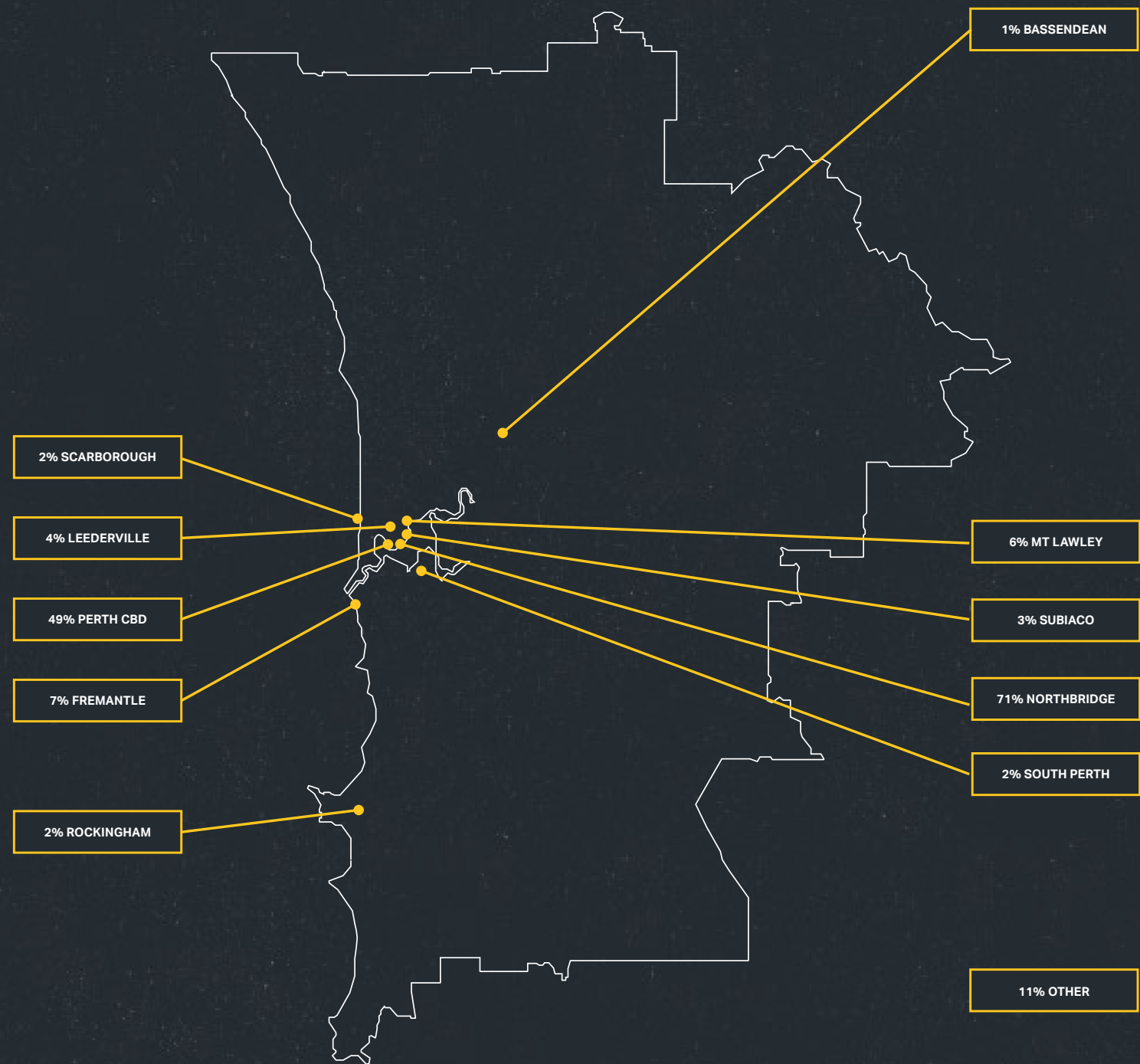
21+ VENUES

City of Perth

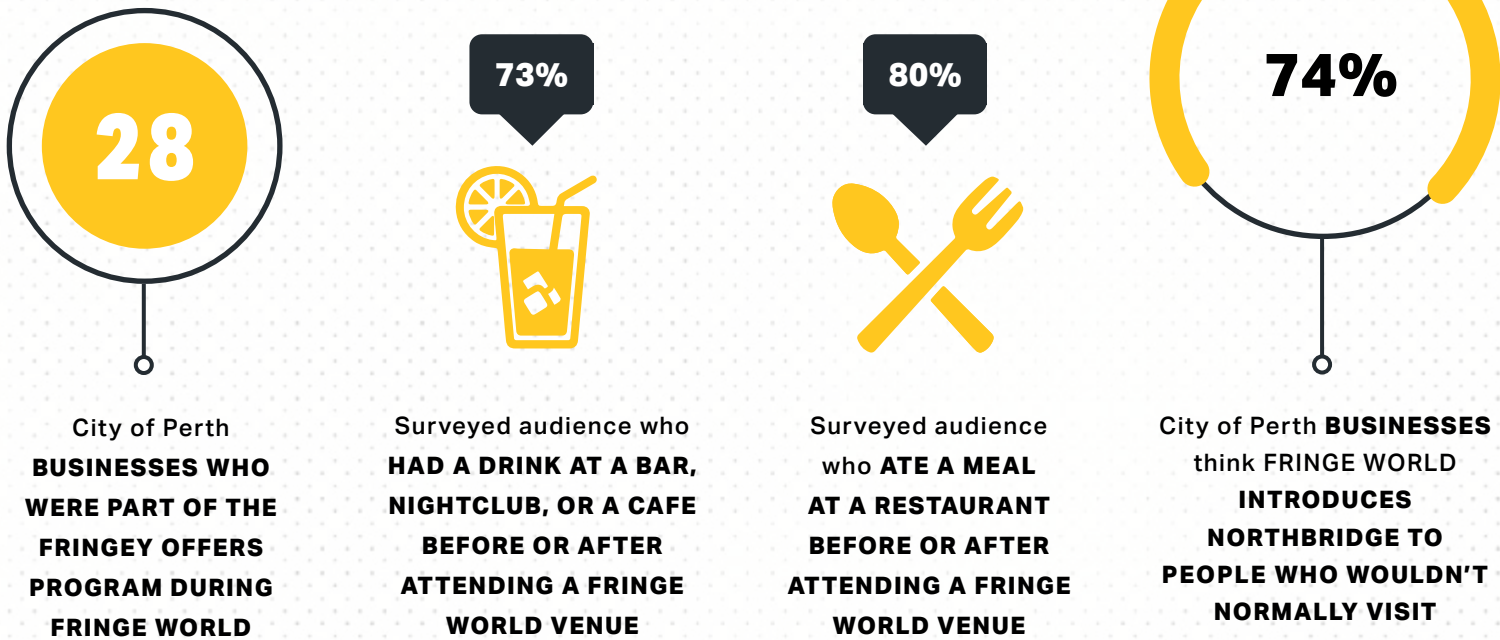
Visitor Expenditure by Suburb

FRINGE WORLD

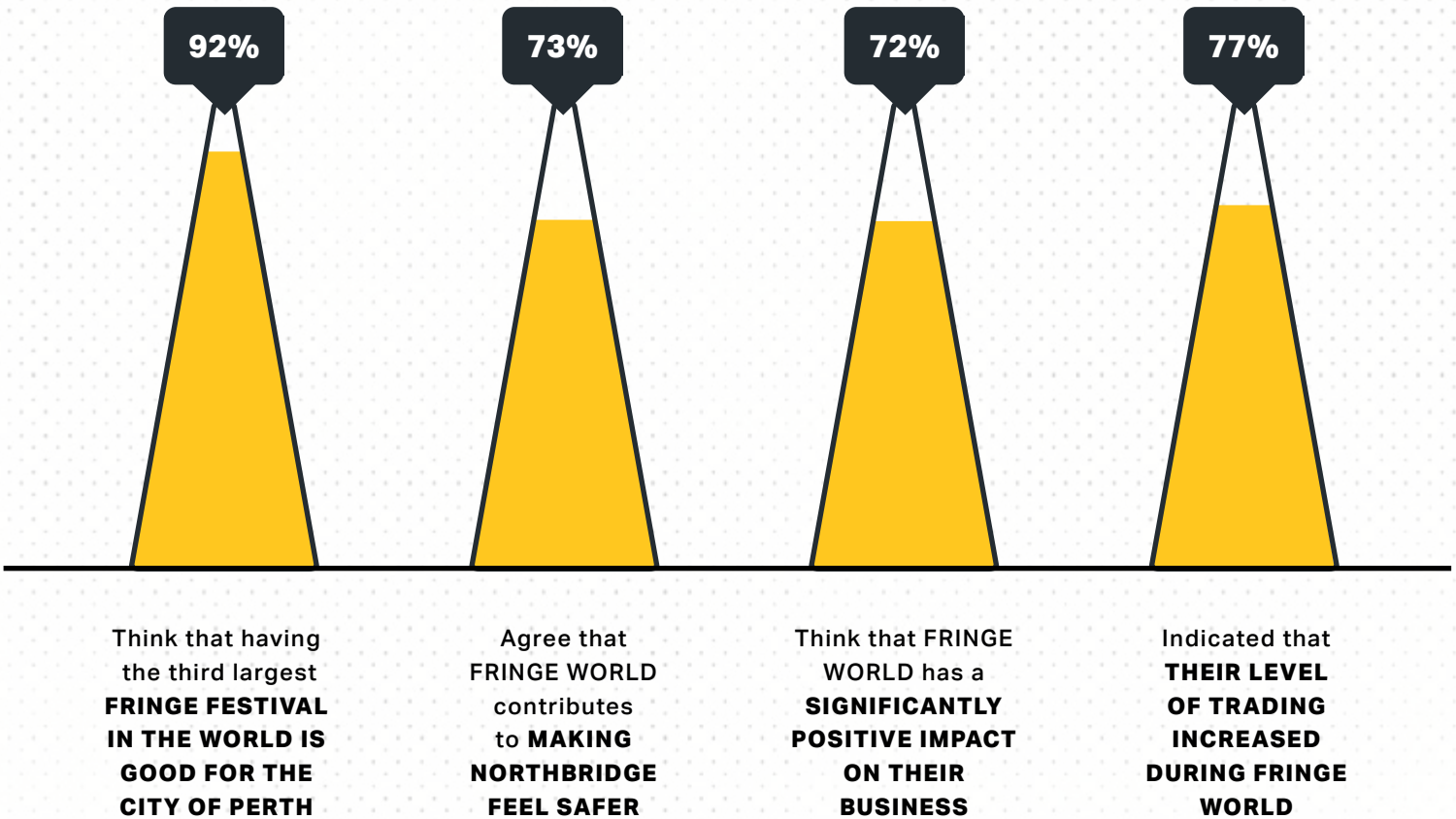
Q: Where was your average daily expenditure prior to and after attending a FRINGE WORLD venue?
- Suburb selection allowed for up to 3 answers



Festival Impact On Local Business



Local Business Feedback



“

**FRINGE WORLD IS
SIMPLY THE BEST!
I LOOK FORWARD TO
IT EVERY YEAR AND
IT ALWAYS EXCEEDS
MY EXPECTATIONS.
SO MUCH VARIETY,
SO MUCH FUN, AND
EVENTS OUT OF MY
COMFORT ZONE TOO!**

Quote: Customer aged 72+. Perth. 2023.

Image: Colossal. Photo by Adrian Thomson.





Assume People Like You. Photo by Ven Tithing.

PROGRAM & ARTISTS

FRINGE
WORLD 39

FRINGE WORLD 2023 celebrated the return of interstate and international artists to the Festival. The program featured an increase in the number of events being presented, the amount of performance spaces activated and boosted overall participant satisfaction within the Festival.

\$6.3+ Million

Paid to FRINGE WORLD
Artists & Venues

2,522

Participating Artists

Artist
Origins

51%



WA

28%



INTERSTATE

21%



INTERNATIONAL



3

ARTRAGE
Managed Hubs



112

Independent
Venues



153

Performance
Spaces



37

Total Suburbs
Represented



550

Events

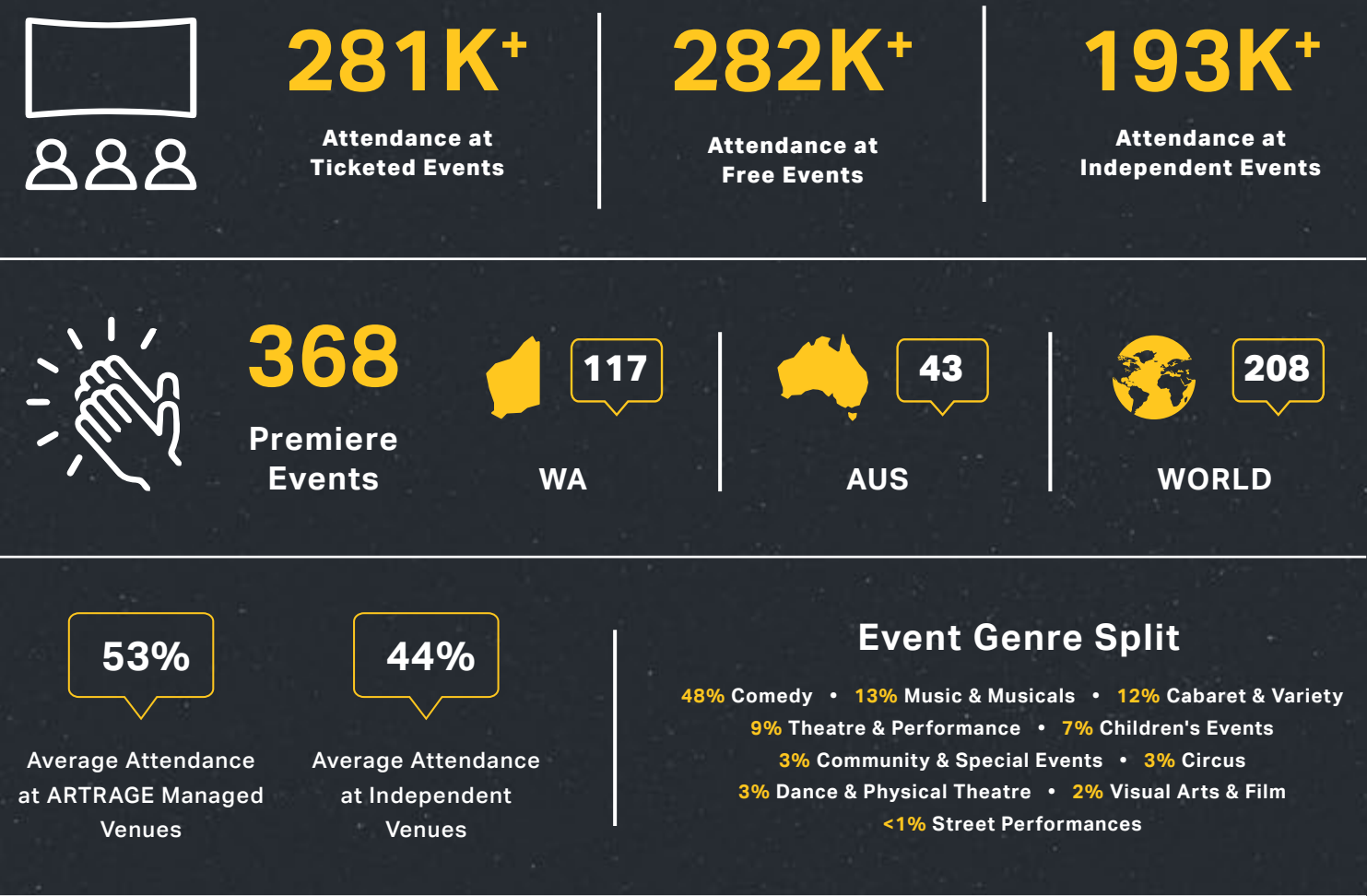
4,256

Individual Performances
& Exhibition Days

564,018

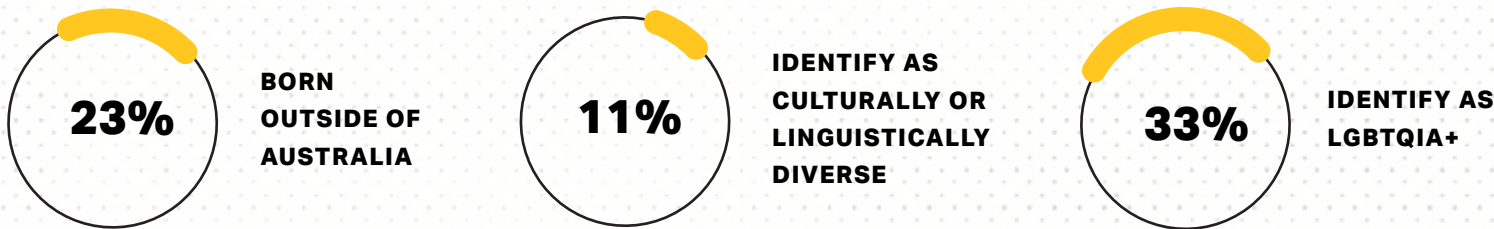
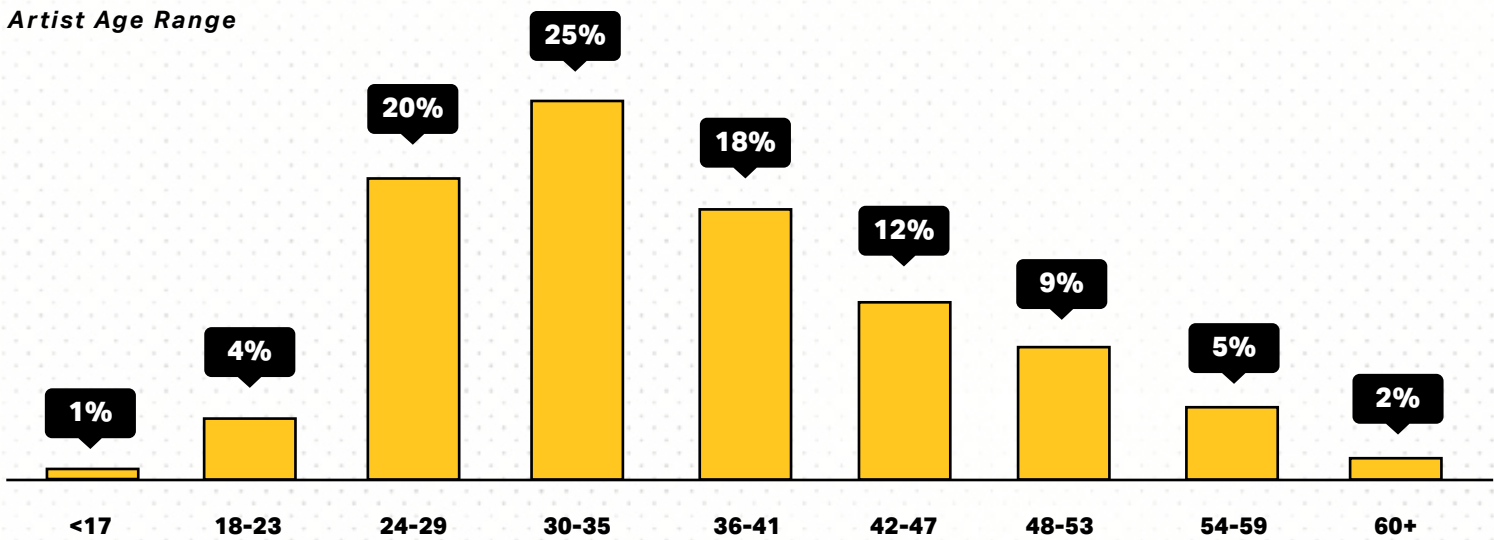
Attendance at Free
& Ticketed Events

Event and Attendance Overview



Artist Demographics

Artist Age Range

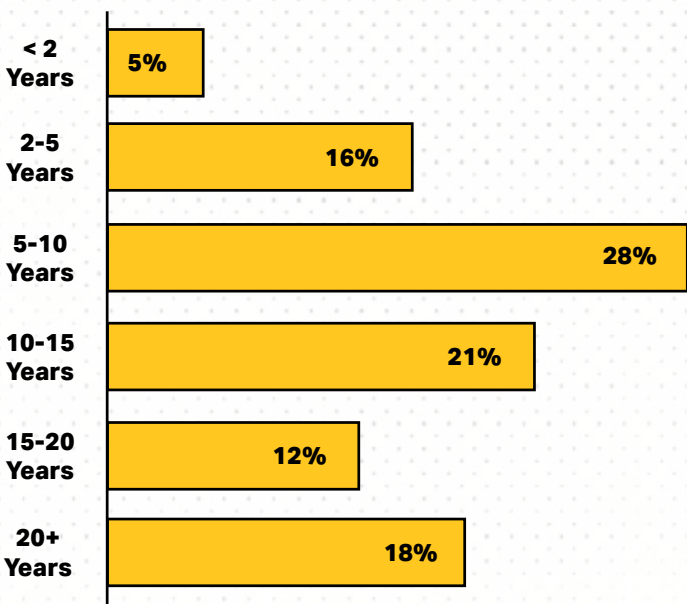


Artist Performance Experience

Q: How many years have you been performing/ participating as an artist or presenter?

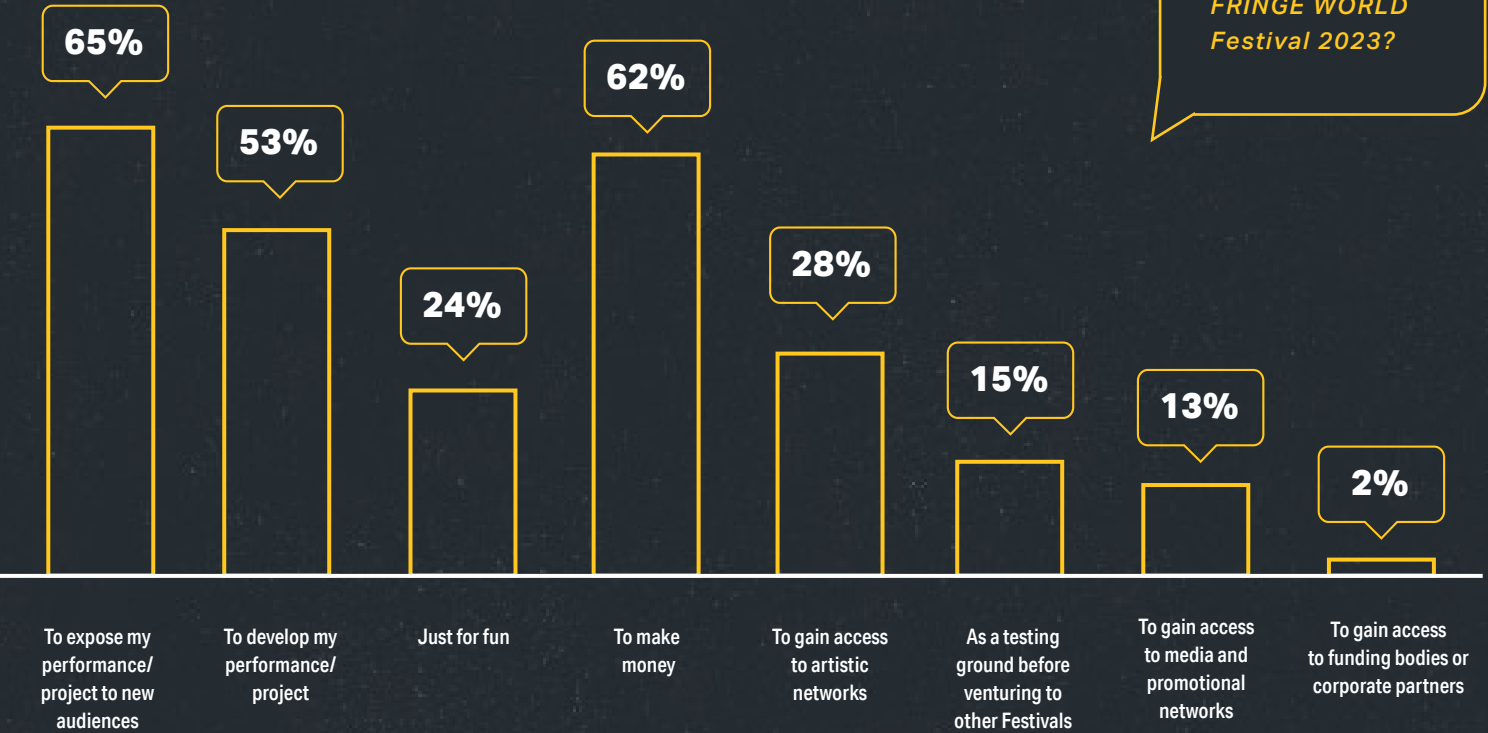
The Festival takes great pride in its capacity to offer platforms for developing artists, enabling them to delve into, experiment with, and advance their artistic endeavours.

In 2023, around 21% of participants have been engaged in artistic practice for less than five years. This demonstrates FRINGE WORLD's ability to showcase the works of numerous early career and emerging artists in Perth.



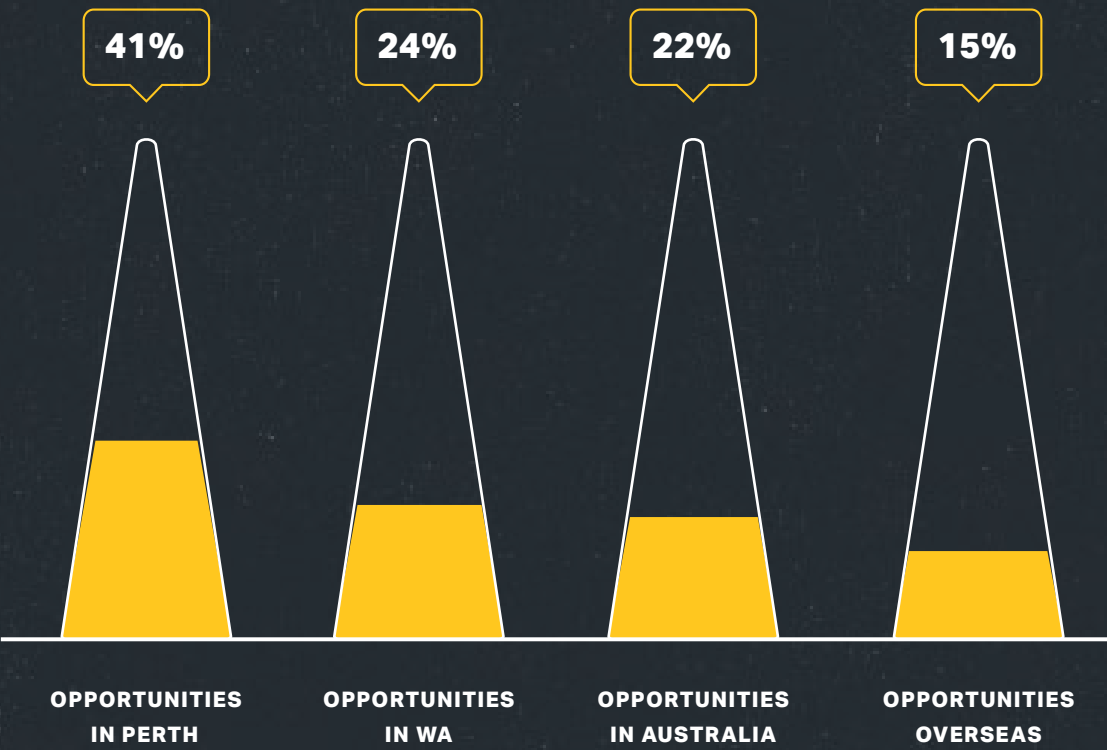
Reasons for Participating

Q: What were your primary aims in participating in FRINGE WORLD Festival 2023?



Participant Confidence in Opportunities Created

Results show that surveyed participants are fairly confident that their participation in FRINGE WORLD will lead to other projects and opportunities in the following year.



Independent Venues

As an open-access Festival with more than 500 shows, the participation and enthusiasm of Independent Venues is fundamental to FRINGE WORLD. The 2023 Festival saw over 100 established Perth venues across 37 suburbs hosting programming, with majority reporting an increased level of trading during the season.

2,297 staff and volunteers were employed at Independent Venues, with nearly half of the survey respondents indicating that they hired additional staff to cover the resulting increase in levels of trading.



2,297

Independent Venue
Staff & Volunteers



44%

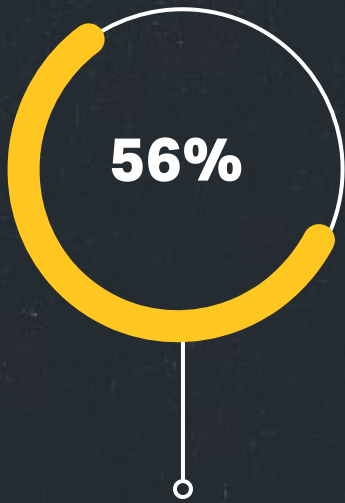
Hired Additional Staff for
FRINGE WORLD Trading



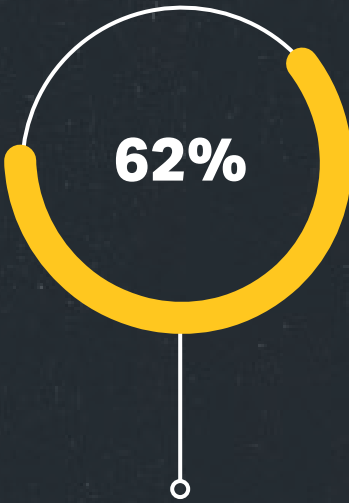
37

Total Suburbs with
FRINGE WORLD Venues

75% OF VENUES
AGREE FRINGE
WORLD HAS A
SIGNIFICANT
POSITIVE
IMPACT
ON THEIR
BUSINESS



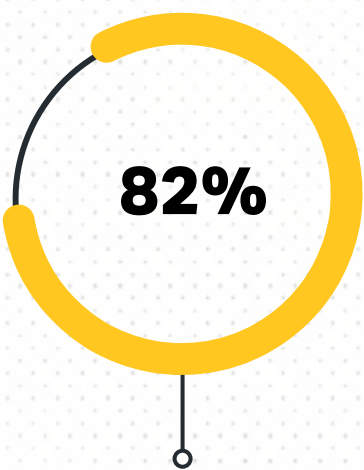
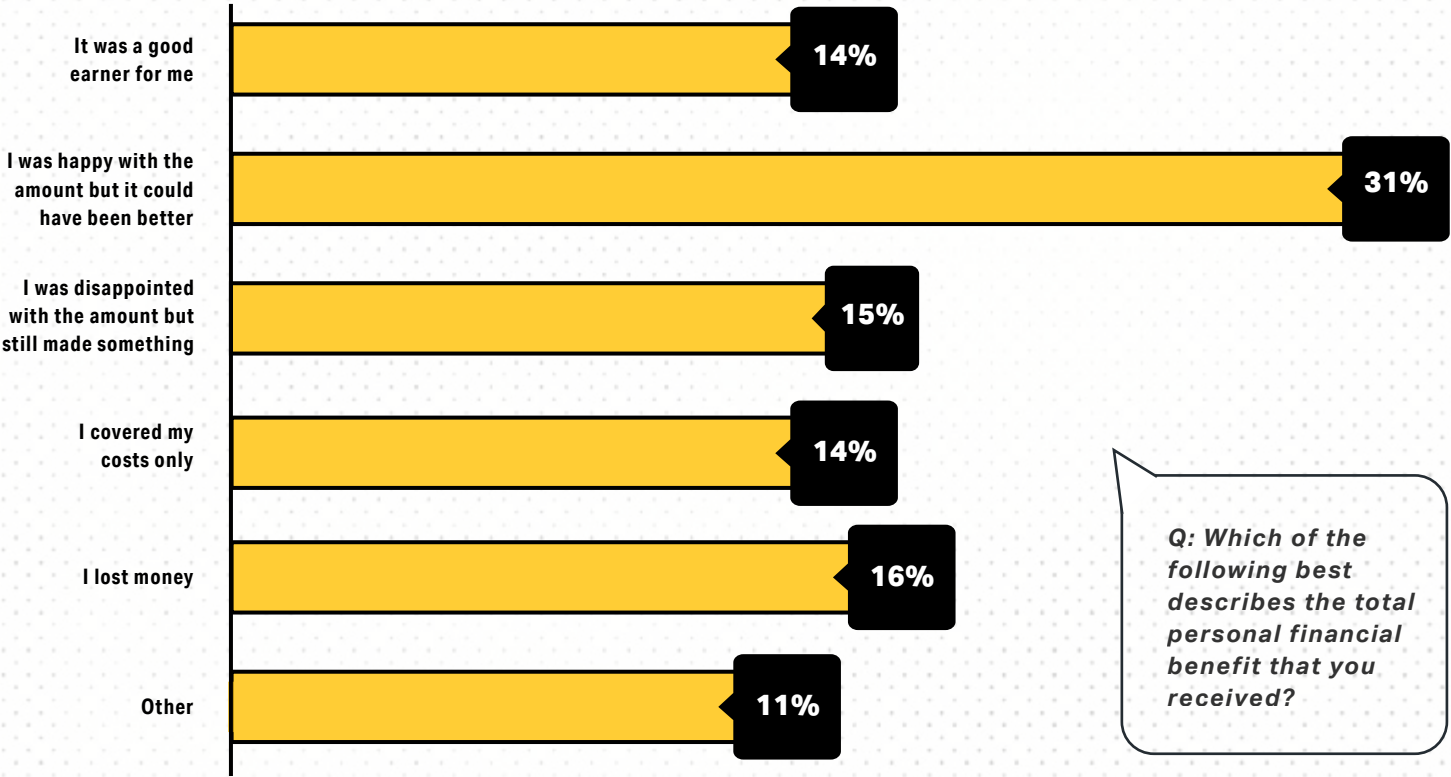
Venues noticed the diversity of
clientele was higher than usual
during FRINGE WORLD



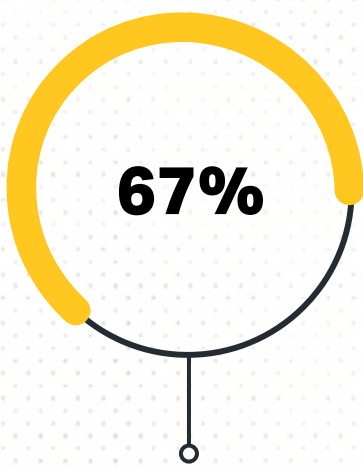
Venues earned higher
revenue than usual trading
during FRINGE WORLD

Artist Goals

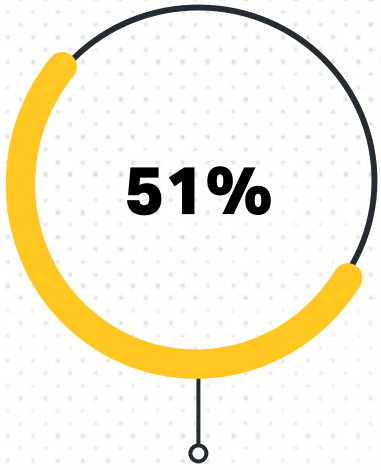
With the different motivations artists have to participate in the Festival, the expected financial benefit can vary greatly for each person; from those who plan to break even and cover the costs only, to those that aim to generate significant revenue. This results in a wide range of financial outcomes for Festival Participants.



Artists who were
OVERALL SATISFIED
WITH their experience at
FRINGE WORLD



Agree that participating in
FRINGE WORLD IS IMPORTANT
TO THE DEVELOPMENT OF
THEIR CRAFT as an artist



Artists likely to
RECOMMEND FRINGE
WORLD TO OTHER
ARTISTS

Industry Delegate Program

The 2023 Festival marked the launch of FRINGE WORLD's Industry Delegate Program, a new initiative supported by the Department of Local Government, Sport and Cultural Industries and through donations made to the Fringe Fund.

The program invited six international arts practitioners to Perth in order to network with artists, visit performance venues and see the value in bringing their own productions to Western Australia in the future. The delegates attended a total of 83 performances of 29 different shows, held one-on-one meetings with 18 artists and delivered two panel discussions throughout the Festival.

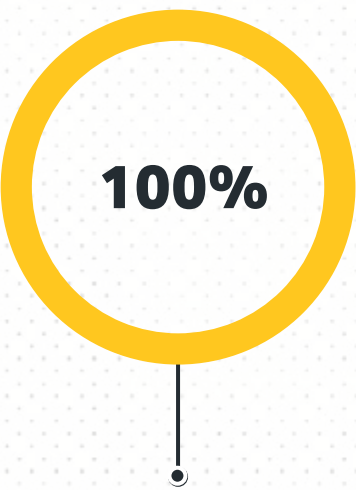
Feedback from both Industry Delegates and FRINGE WORLD Participants attested to the success of the program in its inaugural season and supported the continuance of the Industry Delegate Program.

2
Panel
Discussions

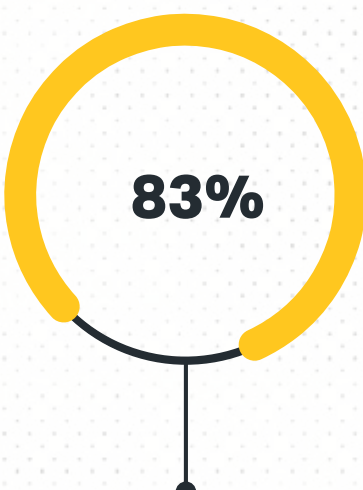
89
Performances
Attended

18
Meetings with
Artists

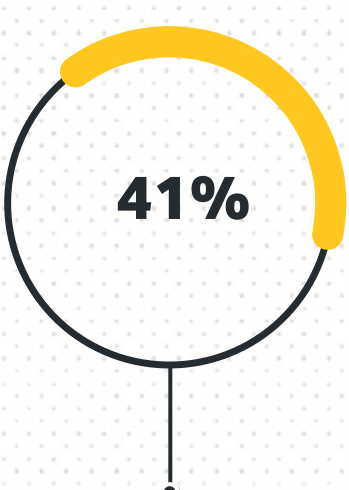
International Arts Practitioners' Feedback



Plan to attend FRINGE WORLD again in the future



Could not attend again without the support of the program



Agree the program will support professional opportunities for artists

100% OF RESPONDENTS INDICATED THAT THIS PROGRAM WAS BETTER THAN OTHER INDUSTRY OPPORTUNITIES THEY HAVE PARTICIPATED IN

Artist and Participant Feedback



" FRINGE WORLD gave me the platform to tell my story, celebrate my art form and provide the foundations to take my show around the world.

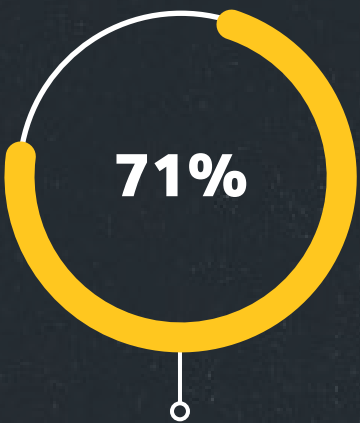
- SKYE SCRAPER

" FRINGE WORLD provides me with a platform to create and explore. It creates an atmosphere of excitement around Perth and brings out audiences who otherwise wouldn't come out. It's been invaluable for me over the last 12 years to develop as a producer and performer with the support of my local community.

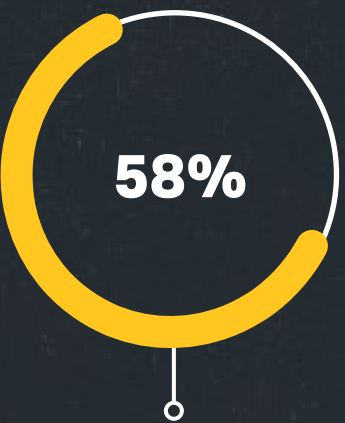
- JESSIE GORDON

" FRINGE WORLD gives new and established artists a great opportunity to perform to audiences they would otherwise not be able to reach.

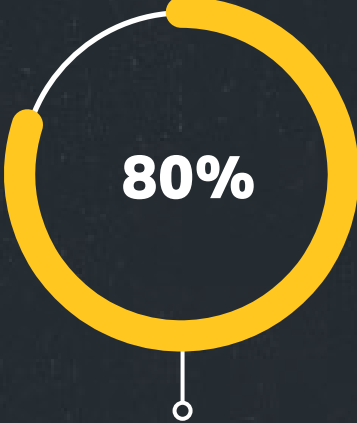
- BILL GORDON



Artists who agree FRINGE WORLD is an **IMPORTANT PLATFORM FOR THEIR WORK IN WA**



Artists who agree FRINGE WORLD provides an **OPPORTUNITY TO SHOWCASE THE WORK OF EMERGING ARTISTS**



Artists who would **RECOMMEND PERTH AS A PLACE TO VISIT AFTER PARTICIPATING IN FRINGE**

FRINGE WORLD 2023

Award Winners

The FRINGE WORLD Awards Program celebrates the best new works presented at the Festival, with accolades for each genre in addition to several unique specialty awards. The judging panel is comprised of over 100 individuals from cultural industries and beyond.



Martin Sims Award

Presented by FRINGE WORLD
VEHICLE
Weeping Spoon Productions

The Blaz Award

Presented by FRINGE WORLD
Skye Scraper: The Life And Times of a Drag Queen Accountant
Skye Scraper Entertainment

Cabaret & Variety Award

Presented by Kleenheat
Dolly Parton: Backwoods Barbie
BarbieQ

Children's Event Award

Presented by City of Perth
WA Winner:
Morgan James' Pocket Sized Circus!
Ricochet Circus and Entertainment
Overall Winner:
Strictly Barking
Jon and Ollie

Circus Award

Presented by MadFish Wines
WA Winner:
Sinsuality: Heaven & Hell
BarbieQ & Kinetica
Overall Winner:
Laser Kiwi - Rise of the Olive
COLOSSAL

Comedy Award

Presented by Gage Roads Brew Co.
WA Winner:
Improv DnD Presents: Call of Cthulu
BS Productions
Overall Winner:
Amy Hetherington: Juggle
Amy Hetherington

Community & Special Events Award

Presented by Lotterywest
DIVAS - The Drag Brunch
Proud Entertainment Group

Dance & Physical Theatre Award

Presented by ABC Perth Radio
HE HIM HOMME
Matt Papa

Music & Musicals Award

Presented by Nova 93.7
A Salama Odyssey: Creole Music and Dance Celebration
Salama

Theatre & Performance Award

Presented by Old Young's
VEHICLE
Weeping Spoon Productions
Overall Winner:
Colossal
Indigo Productions

Visual Arts & Film Award

Presented by FRINGE WORLD
Distance and Displacement
ECU Galleries

Spirit of the Fringe Award

Presented by FRINGE WORLD
Nikki 'Feisty' Mauri

Perth Now Critic's Choice Award

Presented by Perth Now
Pear
Indigo Productions

Venue Award

Presented by K&L Gates
Connections Nightclub

Sydney Fringe Tour Ready Award

Presented by Sydney Fringe
Morgan James' Pocket Sized Circus!
Ricochet Circus and Entertainment

Melbourne Fringe Tour Ready Award

Presented by Melbourne Fringe
Split Lip
Gendermess Productions

Adelaide Fringe Tour Ready Award

Presented by Adelaide Fringe
An Utterly Rubbish Adventure
James Hancox

Keep On Fringing Grant

The Keep On Fringing Grant is an ongoing initiative to support FRINGE WORLD presenters and performers in the unfortunate event that an unforeseen circumstance arises and affects their ability to continue their season.

One grant was delivered during the 2023 season to company Tone & Cheek. During the presentation of their event Happy Endings, they were subject to theft resulting in the loss of performance equipment used in the show. The grant was able to provide funding with a quick turnaround to replace this equipment, ensuring Happy Endings could finish its season without issue.

2022 Martin Sims Award Recipient

The Martin Sims Award is presented by FRINGE WORLD to the best new Western Australian work that is destined to succeed on the world's stage. The Award is named in honour of Martin Sims, former Chairperson of ARTRAGE (the presenter of FRINGE WORLD) and a life-long advocate for the arts in WA.

After receiving the 2022 Martin Sims Award for Ginava's Messy Friends, Gendermess Productions have been busy developing, performing and sharing their artistry including opportunities to support Alan Cumming and Peaches at events across Australia.

Using the Martin Sims Awards money and networks built during past seasons and the 2023 Industry Delegate Program, the Gendermess team have been able to secure a month-long season at Edinburgh Fringe performing in the coveted Assembly Gardens George Square.

\$346,600+

Invested in artist development and awarded to participants through the Fringe Fund and other revenue streams since 2012.



//

FRINGE WORLD IS NOT ONLY A HILARIOUS, ENLIGHTENING AND ENTERTAINING COUPLE OF WEEKS, IT IS ALSO REALLY VALUABLE FOR MY OWN PROFESSIONAL DEVELOPMENT AS AN ARTIST. GETTING TO SEE SHOWS AND HAVE DISCUSSIONS ABOUT THEM WAS REALLY INSPIRING AND EMPOWERING.

Quote: Participant aged 30-35. Darwin. 2023.

Image: BurLEZque is Normal. Photo by Naomi Reed.





Cabaret La Papillon. Photo by Jason Matz.

MEDIA & MARKETING

The marketing campaign for the FRINGE WORLD Festival incorporates various components across print materials, outdoor media, multiple digital platforms, and media campaigns. Social platforms have witnessed consistent growth in followers on all channels, indicating a high level of engagement with new audiences.



\$5.4+ Million

Total Media Value



28+ Million

Total Audience Reach

FRINGE WORLD Festival

+5%



152K+

Email Subscribers

+2%



73.2K+

Facebook Fans

+6%



34.7K+

Insta Followers

ARTRAGE Fringe Hubs



6.8K+

Facebook Fans



2.4K+

Insta Followers



6.9K+

Facebook Fans



6.2K+

Insta Followers

ARTRAGE

Website and App Traffic

Campaign Period
17.10.22 - 27.2.23



2+ Million
Total Website Sessions



933K+
Active Users

6.4+ Million
Total Website Pageviews



64%
Increase in Web
Pageviews from 2022

27%
Increase in Web
Sessions from 2022

29%
Increase in Web
Users from 2022



73%
Surveyed Audience
use the App

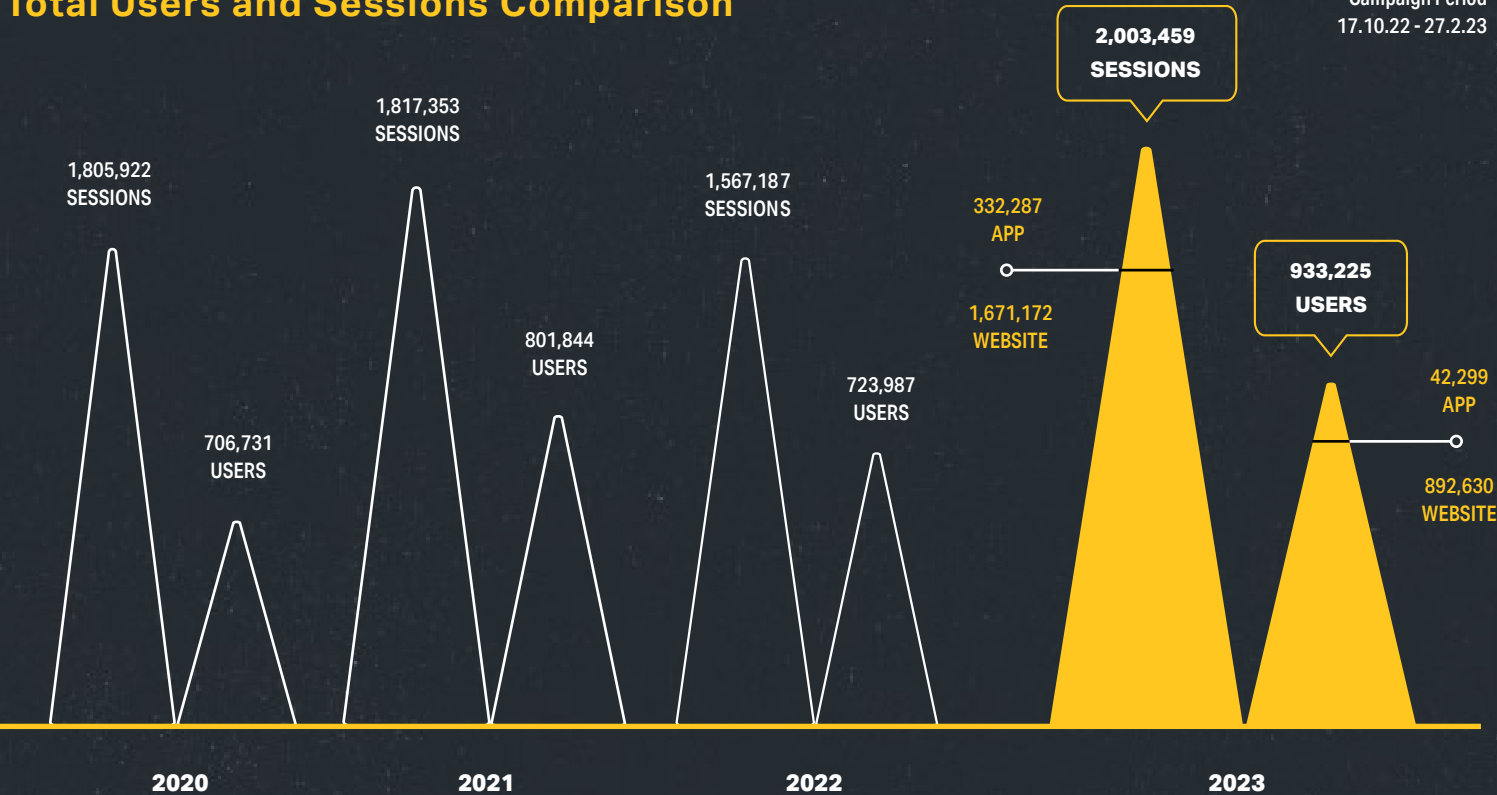
332K+
Active App
Sessions

42K
Active App
Users

Online Ticket Sales
25% via the app and
75% via the website

Total Users and Sessions Comparison

Campaign Period
17.10.22 - 27.2.23



Feel Good Marketing Strategy

The FRINGE WORLD Festival 2023 'Feel Good' Campaign achieved remarkable success, captivating audiences worldwide. The 'Feel Good' theme struck a chord by inspiring joy, unity, and optimism within the community, encompassing the Festival's core spirit and goal of artistic celebration.

The campaign's success can be attributed to its extensive reach, with a total of 28+ million direct impressions. By leveraging various channels such as the app, website, outdoor, digital, print, and broadcast media, the campaign effectively engaged the Festival's captive audience while enticing new attendees.

Developments made to enhance the user-friendly FRINGE WORLD app and website platforms provided comprehensive information sources while supporting easy navigation for attendees. The improvements made to these digital platforms contributed to a resounding 64% increase in pageviews, 27% increase in user sessions and a further 29% increase in total users.

Strategically placed outdoor advertisements within the JCDecaux network attracted attention and created anticipation. Additionally, organic and paid digital promotions, supported by Dilate Digital and the Urban List, expanded the campaign's global reach and

encouraged user-generated content. The PR efforts, backed by Buzz Media, generated numerous free media opportunities across local and national networks, while the ongoing partnership with Seven West Media resulted in dynamic print and TV content that showcased the Festival's vibrancy while driving interstate and international visitation to the Festival.

Radio played a vital role in the campaign, with promotions running across RTRFM, ABC Perth, and Nova 93.7 airwaves. The 'Even You' campaign produced with Nova 93.7 resonated strongly with Perth metro listeners. This radio component garnered recognition as a finalist in the Campaign Brief Awards, along with being short-listed in the Siren Awards and receiving a nomination for the ACRA Awards in 2023.

The overall success of the FRINGE WORLD Festival 2023 'Feel Good' Campaign exemplifies the power of creativity, strategic execution, and inclusive messaging. Its achievements in boosting visitation, along with industry accolades, solidify FRINGE WORLD's position as one of the most visited Fringe Festivals in the world.



Perth Cultural Centre. Photo by Miles Noel.



Outrageous. Photo by Naomi Reed.

//

This campaign is about the buzz in the air just before the Festival. The feeling you get when the lights go down and the music starts. The moment when the aerialist drops and the audience gasps.

FRINGE WORLD Feel Good isn't just about feeling happy. It's also about how our artists use the stage to express themselves. How they turn pain or trauma into something that brings joy, inspiration or catharsis to others.

It's about how you look back on your favourite moments fondly, about the adventures had, memories made and people met. It's about living in the moment, feeling the vibes and making the most of every second - escaping from reality to a place with impossible acts and new experiences.

Quote: FRINGE WORLD Marketing Team.

Image: Cabaret La Papillon. Photo by Jason Matz.





Perth Cultural Centre. Photo by Miles Noel.

SUPPORTING ACTS

FRINGE WORLD 61

Without the assistance of its supporters, FRINGE WORLD would be unable to achieve the same level of social and cultural influence it does every year. The Festival takes great pride in establishing and upholding partnerships that aim to continuously provide value and advantages to the broader Western Australian community. By working together with Partners and Supporters, FRINGE WORLD brings their brands to life throughout the Festival both digitally and on the ground. The subsequent highlights from the 2023 season vividly demonstrate the accomplishments achieved by Fringe through some incredible Supporting Acts.



Lotterywest Grant Support

FRINGE WORLD's Principal Supporter Lotterywest has been championing the Festival for over 10 years. Lotterywest's ongoing commitment to ARTRAGE events has helped to create opportunities for the whole community to come together and celebrate culture and the arts, while helping to create an important platform for local artists to connect with each other and their West Aussie audiences.

Lotterywest's annual contribution of \$1.2 million towards the production of FRINGE WORLD ensures that the Festival can thrive for years to come and events like the Fringe Sunday Funday, supported by Lotterywest, can continue to flourish.

The Lotterywest De Parel Spiegeltent returned to the Urban Orchard in Perth Cultural Centre in 2023, and saw audiences wowed by performances such as A Night At The Musicals 3: Summer Lovin' Tour, Club D'amour, AME ~ undaunted by rain, and Ginava's Messy Friends.



15.5K+ Attendees



102 Sessions



9 Unique Events

lotterywest FRINGE SUNDAY FUNDAY

Huge Free Community Event

The second edition of FRINGE Sunday Funday, supported by Lotterywest, surpassed the success of the previous year's event. This large-scale, free, family-friendly, community event transformed Northbridge into a hub of Fringe fuelled entertainment for all to enjoy.

Spanning over 3,000 sqm, the event featured three stages, children's activity stations, alfresco dining areas, and captivating decorations along William and James Street.

Held in the opening weekend of the Festival the day was a huge success, connecting over 22,000 attendees with 78 artists. The event boosted visitation to Northbridge while directly linking over 28 City of Perth retail and hospitality businesses with suburban Fringe audiences.

Attendees were thrilled throughout the day with sample performances of the comedy, circus, dance, and cabaret shows on offer throughout the month-long Festival.

This event was made possible thanks to funding delivered by Principal Supporter, Lotterywest and additional support received from the City of Perth, Nova 93.7 and Perth Now.



1 Day
Event



22K+
Attendees



28
Business



78
Artists



600K+
Social Media
Reach



Kleenheat

The partnership between FRINGE WORLD Festival and Kleenheat has just reached 6 years. We thank Kleenheat for their ongoing support and enthusiasm for FRINGE WORLD Festival.

In addition to the Kleenheat Sizzle Factor, this Festival saw the introduction of a new Kleenheat activation - the Kleenheat Sizzle Stage.

Kleenheat Sizzle Stage

The Kleenheat Sizzle Stage was launched at FRINGE WORLD 2023 and offered audiences a taste of the amazing variety of events on offer at FRINGE WORLD.

This activation featured an hour of free programming each Friday, Saturday and Sunday evening of the Festival at the Perth Cultural Centre Amphitheatre.

Throughout the duration of the Festival, there were 13 Kleenheat Sizzle Stage sessions, supporting 39 Fringe shows and a total of 86 Fringe artists. The activation spanned across 31 days, resulting in a total engagement of over 7,600 direct participants.

The Perth Cultural Centre Hub witnessed a total attendance of 47,360, and the estimated total activation impressions reached an impressive 62,000+.



86

Sizzle Stage Artists



13

Sizzle Stage Sessions

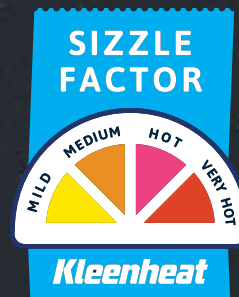


62K+

Audience Impressions



Kleenheat Sizzle Stage. Photo by Miles Noel.



38K+

Individual Listings Promoted

Kleenheat Sizzle Factor

The Kleenheat Sizzle Factor returned in 2023, and is a crowd favourite for finding FRINGE WORLD events. Whether audiences are looking for a show that is big fun and low risk or extra saucy, the Kleenheat Sizzle Factor is a fantastic guide.

In the 6 years of partnership with Kleenheat, the Kleenheat Sizzle Factor has promoted 4,400+ events and 38,300+ individual listings.

RUAH

COMMUNITY SERVICES

\$10.5K+

Donated to Ruah Community Services

130K+

Attendance Exposures to Ruah Activation

Charity Partnership

FRINGE WORLD's Charity Partner for 2023 was Ruah Community Services. The partnership focused on increasing community awareness of homelessness and the part Western Australians can play in helping those in need.

A number of awareness activations took place during the Festival, including Ruah Community Weekend, the Ruah Community Corner and a Special Charity Screening at Rooftop Movies.

Over \$10,500 was raised, with a large majority donated during the Ruah Community Weekend, and further \$2,000 raised through Ruah receiving top rank in the 'Vote with your Cup' program.

During the FRINGE WORLD Ruah Community Weekend, a total of \$8,500+ was raised with \$4,000 donated at ARTRAGE Managed Venues, \$3,600+ donated through Box Office and online ticket sales, and \$915 raised via ticket sales made to the Rooftop Movies Special Charity Screening of Blueback.



Ruah Community Corner. Photo by Polly Ash.

CBD Revitalisation Program

In 2023, FRINGE WORLD took over Liberty Theatre on Barrack St. The old cinema room and basement were transformed into two performance spaces to host a run of various events across the comedy and variety performance genres.

Liberty Fringe would not be possible without the support of the Department of Local Government, Sports and Cultural Industries' CBD Revitalisation Program.

This venue became one of the three ARTRAGE Managed Venues for the 2023 Festival, hosting a range of exciting events such as Massaoke: Sing The Musicals, Rockstar Weekend and The Opening Weekend Comedy Gala.

This activation ran for 31 days with the venue facilitating over 89 sessions. Over 7,500 patrons visited Liberty Fringe during the 2023 Festival.



Liberty Fringe. Photo by Sophie Hirt.



Department of Local Government, Sport and Cultural Industries

Liberty FRINGE



Ginava's Messy Friends. Photo by Sean Breadsell.

The Fringe Fund

Launched in 2016, The Fringe Fund helps FRINGE WORLD artists to shine. This past year the Fringe Fund raised \$52,188 through generous donations made by audiences and supporters. Donations made to the Fringe Fund directly support the FRINGE WORLD Awards, the 2023 Delegate Program, and the Keep On Fringing Grant Program.

This was the second year of the Keep On Fringing Grant, which is funded by The Fringe Fund. During the 2023 Festival, a grant was awarded to Tone & Cheek, a company that suffered theft during the season which resulted in the loss of key performance equipment.

ARTRAGE is exploring additional avenues to effectively utilise the funds raised to provide further support to artists. The 2023 Delegate Program was supported by Fringe Fund donations, using \$24,440 to deliver the program.



\$60K

Donated to the Fringe Fund in 2022 and 2023

\$1.5K

Paid to Artists with the Keep On Fringing Grant

\$16.5K

Awarded to Artists in FRINGE WORLD prizes

**100% OF THE DONATIONS
MADE TO THE FRINGE FUND
GO DIRECTLY TOWARDS
HELPING ARTISTS SHINE!**

*Hello
Sunshine*

Cheers to the legends at Gage Roads Brew Co who top up the Fringe Fund through sales of Hello Sunshine Cider



\$346,600+

Invested in artist development and awarded to participants through the Fringe Fund and other revenue streams since 2012.



ARTRAGE PHILANTHROPY

ARTRAGE launched a new Philanthropy Program in 2022. Philanthropic support will diversify the organisation's income streams and allows us to dream bigger and continue ARTRAGE's work towards the ongoing delivery of live events that offer something for everyone while driving our long-term goals of community engagement with culture and the arts.

ARTRAGE is now able to work towards long-term goals with the support of the new ARTRAGE Philanthropy Program. These goals include:

- More year-round activity produced by ARTRAGE Projects team.
- More regional touring across areas within the Great Southern, South West, Wheatbelt and Goldfields regions.
- Increasing Indigenous content presented at FRINGE WORLD.
- Building pathways for engagement with more audiences, particularly CALD groups and groups that are financially disadvantaged.
- Building ARTRAGE's reserves to secure future activity and operations.

Every donation made to ARTRAGE, big or small, has a significant impact and helps ARTRAGE get one step closer to embedding the arts in the hearts and minds of all West Australians, making our State a better place to live, work and play.

ARTRAGE Philanthropy Results

In it's first year, an impressive \$40,000 was donated to the ARTRAGE Philanthropy Program with \$60,000 pledged in 2024. Thanks to the support of Philanthropy, ARTRAGE was able to develop and launch new flagship websites with functionality to receive donations and facilitate ticket sales. The program was also central to the organisation's ability to present four additional projects across the 22/23 financial year. Some key achievements include:

- The first participant of the Free Range Program, OFF-Base Dance Company, successfully completed the development of their production titled Madre Muerte.
- The première of Rooftop Roller Club at Rooftop Movies, prior to the cinema season in 2022.
- The Rocky Horror Picture Show Immersive Spectacular's Regional Tour and aligned Perth performances in 2022.
- The launch of Rooftop Theatre at Rooftop Movies, following the cinema season in 2023.

**FREE
RANGE**

**THE
ROCKY HORROR
PICTURE SHOW
IMMERSIVE SPECTACULAR**

**ROOFTOP
Roller Club**

**ROOFTOP
THEATRE**

\$27



Every \$1 donated enabled
ARTRAGE to spend an
extra \$27 towards WA
arts activity

\$40K

Donated in the
first year



Le Ariete. Photo by Michelle Ranson.

Special Thanks

A heartfelt thank you goes out to all the generous individuals who made donations throughout the 22/23 financial year. We extend a very special mention to Hesperia and the Ungar Family Foundation for their critical support of all ARTRAGE activities.

ARTRAGE deeply appreciates the ongoing commitment and invaluable support of Lotterywest, Woodside, and the Department of Local Government, Sport, and Cultural Industries in fostering the growth of the ARTRAGE Philanthropy Program.

Woodside's unwavering support has played a vital role in allowing ARTRAGE to pursue its philanthropic aspirations. Their generous contributions have been directed towards staffing, technology, planning, and donor servicing, enabling ARTRAGE to establish and deliver its Philanthropic Program effectively.

lotterywest

**Woodside
Energy**



Department of
Local Government, Sport
and Cultural Industries



HUNGRY?

Huxtaburger is serving up
mouth-watering bites until 8pm.

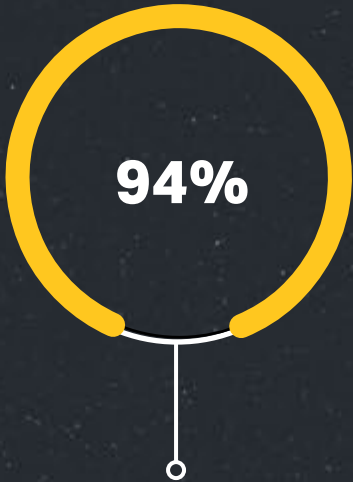


Rooftop Movies. Photo by Miles Noel.

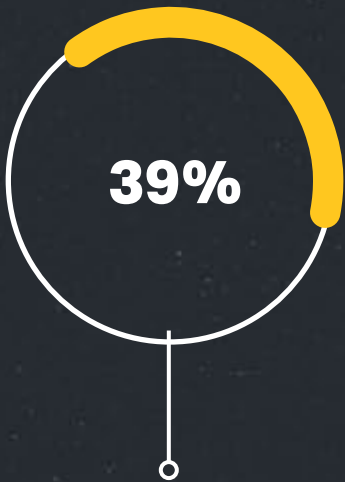
ROOFTOP MOVIES

73

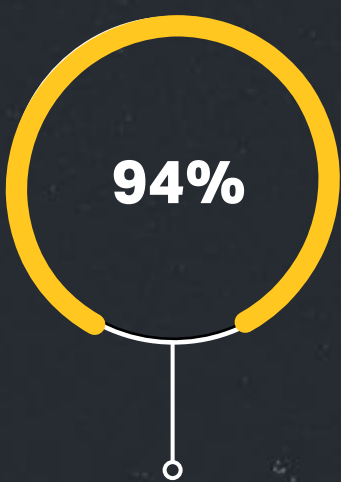
Celebrating its 12th season, Rooftop Movies continues to offer an unparalleled cinematic experience under the starry Perth sky. Throughout the season, four programs were crafted with nostalgic knock-outs and blockbuster sensations. Against the backdrop of breathtaking sunsets, over 31,000 attendees were treated to an unforgettable evening on top of CPP Roe St Car Park.



Surveyed West Australian audiences **LIVE IN THE PERTH METRO AREA**



Visitors indicated they had **ALSO ATTENDED A FRINGE WORLD EVENT**



Agree Rooftop Movies **MAKES NORTHBRIDGE A MORE VIBRANT PLACE**

99% OF ATTENDEES PLAN TO RETURN TO ROOFTOP MOVIES AGAIN IN 2024



NPS
Net Promoter Score

Rooftop Movies Season Overview

Rooftop Movies has become a cherished destination for those seeking a memorable experience, and the ARTRAGE team is excited to continue developing this space in new ways. With each passing season, this iconic venue continues to inspire and delight audiences with its unforgettable rooftop cinema experience.



31.8K

Total Ticketed Attendance



\$619.8K

Total Box Office Income



84%

Average Nightly Capacity



120

Film Events



67

Sold-Out Events



4

Program Releases



\$46

Average Visit Spend



+12%

43.9K

Email Subscribers



+12%

24.6K

Instagram Followers



+2%

44.5K

Facebook Followers



Rooftop Movies. Photo by Sophie Hirt.

ROOFTOP Roller Club

In October 2022, ARTRAGE introduced Rooftop Roller Club to the beloved Rooftop Movies venue, bringing the thrill of roller-skating on a rooftop to life.

Attendees were invited to glide through the starry night, immersed in the dazzling rooftop ambiance. This hugely popular event featured a range of nightly entertainment, including live DJs, captivating circus acts and sing-a-long karaoke skating sessions.

Rooftop Roller Club successfully encouraged a new audience to attend the space, with 69% of respondents indicating that they had not visited the Rooftop Movies venue before.

 **16** October Nights

 **48** Skating Sessions

 **19** Local Artists

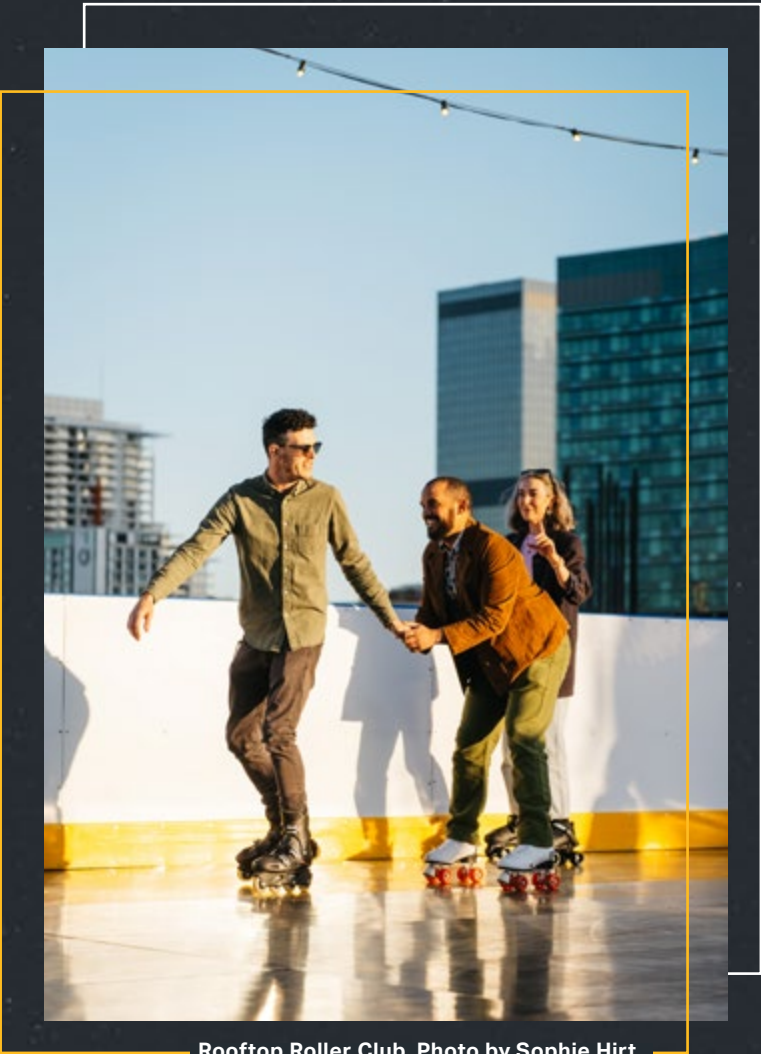
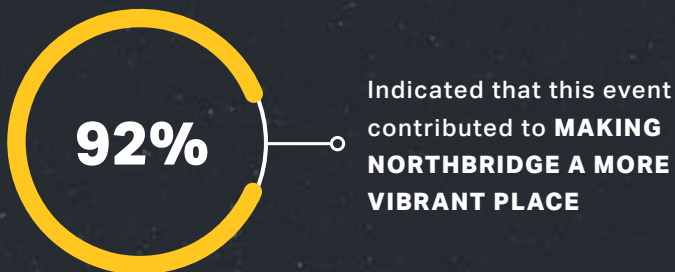
 **10** Themed Events

Audience Insights

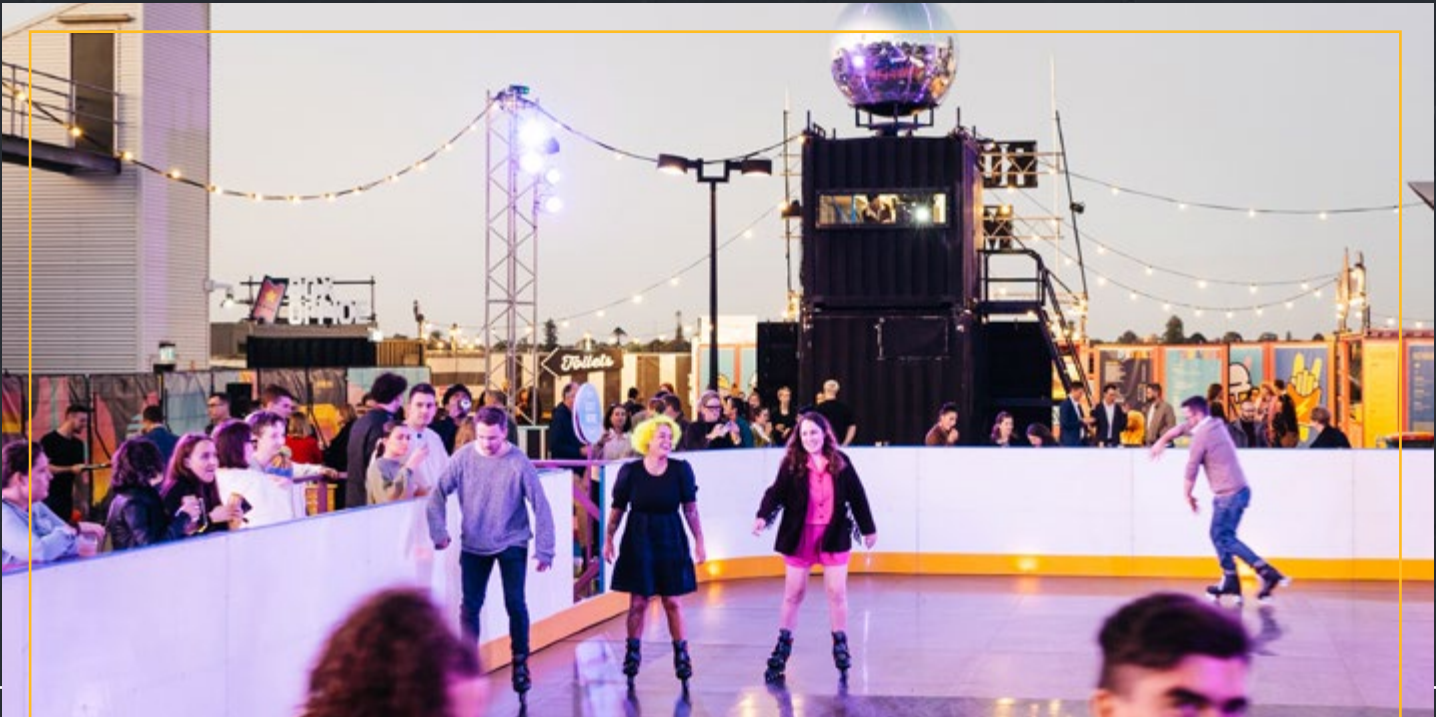
Rooftop Roller Club increased visitation to the City, with 81% of attendees indicating they would have not visited the City if they hadn't specifically come out to attend the event.

Respondents indicated an estimated total 1075 hours spent at bars, restaurants, retail and other local businesses before and after attending the event. An average of \$47 was spent on food and drinks by each person either before, after or during their visit.

65% of respondents indicated that their visit to Rooftop Roller Club made them more likely to revisit Northbridge, with 32% feeling neutral and a mere 3% indicating that they disagree.



Rooftop Roller Club. Photo by Sophie Hirt.



Rooftop Roller Club. Photo by Sophie Hirt.

1,928

Total Attendance at Ticketed Events

\$54K

Spent at the Box Office

151

Average Nightly Attendance

86%

Sold-out Skating Sessions

90% OF ROOFTOP ROLLER CLUB ATTENDEES RATED THEIR EXPERIENCE AS EXCELLENT OR GOOD



Department of Local Government, Sport and Cultural Industries

The success of this project was made possible through the generous support of DLGSC's CBD Revitalisation Grant.

ROOFTOP THEATRE PRESENTS

BOGAN LITERATURE

•Pride & Prejudice•

Rooftop Theatre was a new an open-air theatre experience proudly presented in 2023 by BS Productions and ARTRAGE.

The transformation of Rooftop Movies into Rooftop Theatre for Bogan Literature was a huge success! The event attracted a diverse combination of literary enthusiasts, theatre lovers and die hard Rooftop Movie fans.

Audiences were treated to a night of laughter and entertainment with a cast of talented locals. The hilarious brains behind Bogan Shakespeare served up a contemporary Bogan take of the Austen classic under the stars at the unique rooftop venue.



3028

Total Ticketed Attendance



\$112K

Spent at the Box Office



219

Average Nightly Attendance



14

Individual Performances



9

Contracted Creatives



Bogan Literature: Pride & Prejudice. Photo by David Cox Media.



Bogan Literature: Pride & Prejudice. Photo by Wade Ranson.

Audience Insights

The Rooftop theatre project increased visitation to Northbridge, with over 74% of the surveyed audience indicating that they live and worked outside of the CBD. 72% indicated that they would have either stayed home or worked if they did not attend. 87% of attendees visited a restaurant, cafe or bar during their visit.

Over 77% of the surveyed audience rated their experience positively, with 23% rating it neutrally and a absolutely no respondents rating their experience negatively at all.

Audio Described Session

During the Rooftop Theatre season, ARTRAGE presented an Audio Described performance with a Tactile Tour prior to the show. This session was facilitated by BS Productions cast members and Rooftop staff inline with the ARTRAGE Access and Inclusion Plan.

93%

Plan to attend future ARTRAGE events after visiting

95%

Want to see similar events presented at Rooftop Movies next year



Department of
Local Government, Sport
and Cultural Industries

The success of this project was made possible through the generous support of DLGSC's CBD Revitalisation Grant.

THE ROCKY HORROR PICTURE SHOW IMMERSIVE SPECTACULAR

After an incredible run in 2021, The Rocky Horror Immersive Spectacular returned to delight audiences once again in 2022. The show hit the road and visited 12 regional WA towns as well as completing a two-week run in Perth.

Total ticketed attendance overall was 3,020, consisting of 1,589 Perth attendances and 1,431 regional attendances.



12 Regional Venues



12 Perth Shows



10 Touring Creatives

\$118K Spent at the Box Office

Audience Insights

89% of respondents rated their experience at The Rocky Horror Picture Show Immersive Spectacular as excellent, 10% as good and 2% rate as neutral, with no respondents rating it negatively at all.

98%

Attendees that rated their experience as **EXCELLENT** or **GOOD**

Consider the event **WELL PRODUCED AND PRESENTED**

93%

Audiences agreed that this event made them feel **MORE CONNECTED** to people in their **LOCAL COMMUNITY**

81%



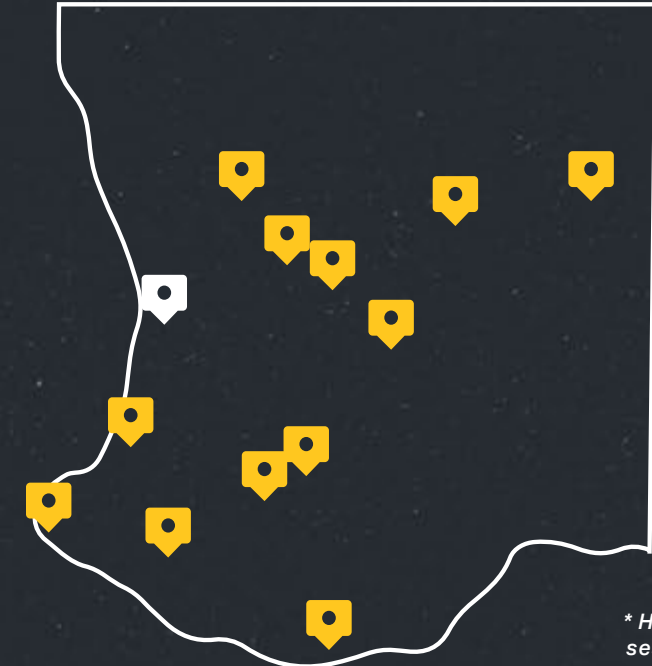
Rocky Horror Picture Show. Photo by Ven Tithing.

Positive Regional Impact

A total of 12 regional venues were activated, of which five venues were community spaces that do not host year-round performances, resulting in increased community pride around community spaces. The tour also connected with local groups by allowing fundraising opportunities through privately facilitated bar sales.

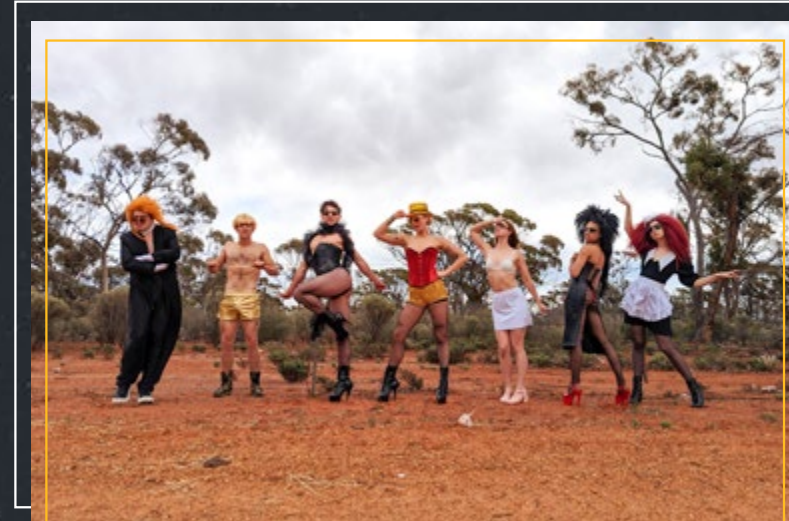
ARTRAGE were successful in facilitating four workshops presented by the cast, with 623 people attending in total. The workshop content was determined by community consultation to ensure it would be most appealing to a wide range of people. This consultation resulted in a high satisfaction level from the workshops delivered, and a demand for the artists to return.

Regional Towns Visited on the Map



Albany,
*Bunbury,
Corrigin,
Kalgoorlie,
Katanning,
Kojonup,
Manjimup,
Margaret River,
Merredin,
Moora,
Toodyay,
York.

* Hosted more than one session during the tour



Rocky Horror Picture Show Tour. Photo by Kaitlin Tinker.

83%

Audiences agreed the event created the opportunity to access activities that would otherwise be unavailable

89%

Audiences indicated that this performance was different from other events they had experienced previously

89

NPS

Net Promoter Score



Department of Local Government, Sport and Cultural Industries
Department of Primary Industries and Regional Development

The success of this project was made possible through the generous support of DLGSC and DPIRD's Playing WA Grant.

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**I WAS TRANSPORTED
TO ANOTHER WORLD
AND RELISHED IN
SUCH WONDERFUL
ENTERTAINMENT.
FRINGE WORLD IS
TRULY ONE OF THE
BEST TIMES OF
THE YEAR!**

Quote: Customer aged 30-35. Bayswater. 2023.

Image: Josh Glanc: It's Great To Be Here. Photo by Adrian Thomson.





A Night At The Musicals 3: Summer Lovin Tour. Photo by Wade Ranson.

ARTRAGE

ECONOMIC IMPACT

85

The estimated total economic impact delivered by
ARTRAGE in 2022/2023 was more than \$137.9 Million!

Impact Summary

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

Spend:

Spending in the local economy. Includes spending as part of a visit, spending on accommodation for those staying overnight, and any other trip-related spending for those staying multiple nights.

Excludes spending on tickets or other items that would be captured through organisation expenditure (i.e. to avoid double-counting).

Visits/Attendance:

The number of people spending money (converted to the number of nights for accommodation and longer trips).

Additionality:

The percentage of spending that would not have occurred otherwise.

PROGRAM	IN-SCOPE ATTENDANCE	EVENT SPEND	ADDITIONALITY	TOTAL
ROOFTOP MOVIES	32,350	\$46.51	66%	\$989,126
FRINGE WORLD	298,832	\$106.34	77%	\$24,461,413
TOTAL	331,182			\$25,450,539

Source: Culture Counts

Accommodation and Trip Spending Impact

PROGRAM	NIGHTS	ACCOM SPEND PER NIGHT	TRIP SPEND PER NIGHT	ADDITIONALITY	TOTAL
ROOFTOP MOVIES	1,300	\$102.73	-	66%	\$110,146
FRINGE WORLD	15,182	\$158.10	\$234.13	77%	\$3,366,137
SUMMARY	16,482				\$3,524,371

Source: Culture Counts

Return on Investment

Direct Impact	\$48,342,796
Multiplied Impact	\$137,913,059
State Government investment	\$1,832,635
Direct spend per \$1 invested	\$26.38
Multiplied spend generated per \$1 invested	\$75.25
Total Visitor Bed Nights	16,482
Direct Employment (FTE)	343
Multiplied Employment (FTE)	613

Source: Culture Counts

Economic Impact Summary

	DIRECT IMPACT	MULTIPLIED IMPACT
Attendee Spending (Rooftop Movies)	\$1,147,360	\$3,371,131
Event/Visit	\$989,126	\$2,927,813
Accommodation	\$110,146	\$302,902
Attendee Spending (FRINGE WORLD)	\$27,827,550	\$81,798,673
Event/Visit	\$24,461,413	\$72,405,783
Accommodation	\$2,566,055	\$7,056,652
Trip	\$800,081	\$2,336,238
Artist Expenditure (FRINGE WORLD)	\$5,767,886	\$16,431,255
Daily Spend	\$2,707,914	\$7,907,108
Accommodation	\$2,417,488	\$6,648,091
Trip	\$642,485	\$1,876,055
Organisation Expenditure	\$13,600,000	\$36,312,000
TOTAL	\$48,342,796	\$137,913,059

Source: Culture Counts

Employment, Tourism and Comparisons

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

Survey respondents who identified as living Intrastate, Interstate or Overseas were asked additional questions about their trip spending and reasons for visiting. This data is used to determine the Economic Impact of the event on tourism-related spending (i.e. the spending that would not have occurred otherwise).

Tourism Impact Summary - FRINGE WORLD

	DIRECT IMPACT
Attendee Spending (breakdown below)	\$4,759,974
- Elsewhere in WA	\$3,001,788
- Interstate	\$1,194,898
- Overseas	\$563,288
Artist Spending (Non-local Artists)	\$3,141,266
TOTAL	\$6,062,190

Source: Culture Counts

Employment Impact Summary

	DIRECT EMPLOYMENT (FTE)	MULTIPLIED EMPLOYMENT (FTE)
Attendee Spending (Rooftop Movies)	8.0	10.5
Attendee Spending (FRINGE WORLD)	198.8	356.8
Organisation Expenditure	101.1	178.9
Artist Expenditure (FRINGE WORLD)	35.4	67.3
TOTAL	343.3	613.5

Source: Culture Counts

Economic Impact Comparisons

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

Source: Culture Counts

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

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

Please click here to read the full 2022/2023 ARTRAGE Report prepared by Culture Counts.

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**FRINGE IS A SPACE
WHERE WE CAN DREAM
A BIT BIGGER AND STAGE
SOMETHING MORE
FANCY THAN WE DO AT
OTHER TIMES OF THE
YEAR. PERTH AUDIENCES
ARE SO LUCKY TO
HAVE SUCH AN ARRAY
OF THOUGHTFULLY
CREATED WORK AT
THEIR DOORSTEP
EVERY SUMMER!**

Quote: Participant. Perth. 2023.

Image: Briefs Dirty Laundry. Photo by Ven Tithing.



ATTENDANCE AND SURVEY METHODOLOGY

ARTRAGE SURVEYS

The majority of the data reported in this Impact Report is assessed by ARTRAGE using methodology that was originally devised by BOP Consulting UK and using the survey data outlined below.

The Economic Impact of ARTRAGE's activity in addition to analysis for DLGSC reportage was assessed by Culture Counts. Click [here](#) for the full Culture Counts Report on ARTRAGE and for details of their survey sizes.

ARTRAGE survey sizes are outlined below:

- 1616 online FRINGE WORLD Customer survey responses
- 183 online Participant (artist) Survey responses
- 328 online FRINGE WORLD Friends Survey responses
- 68 online Staff and Volunteer Survey responses
- 27 intercept Business Survey responses from a sample of Northbridge and Perth CBD hospitality and retail businesses
- 21 online Neighbours Survey responses
- 148 online Rooftop Movies Survey responses
- 247 online ARTRAGE Projects Survey responses (including Rooftop Roller Club, Rocky Horror Picture Show Immersive Spectacular and Rooftop Theatre)

AUDIENCE CALCULATIONS

The reported figure for attendance at ticketed and non-free events for FRINGE WORLD Festival 2023 is comprised of:

- 254,856 tickets processed through FRINGE WORLD ticketing systems.
- 9,740 tickets purchased on the door at Festival venues including Artist Pass entries.
- 9,918 tickets purchased through other ticketing systems (such as for shows at the State Theatre Centre of WA and THE RECHABITE).

The reported total Festival attendance for 2023 is 564,018+ and includes attendance at ticketed events, attendance at free and busker programs, attendance at Lotterywest supported event Fringe Sunday Funday, attendance at Festival Partnership Activations, and Festival-goers enjoying The Pleasure Garden, Perth Cultural Centre and Liberty Fringe.

There were many individual free programs and events during the Festival; Fringe Sunday Funday supported by Lotterywest, Kleenheat Sizzle Factor Stage at Perth Cultural Centre, FRINGE WORLD Mermaids, FRINGE WORLD Silent Disco, visual arts exhibitions, Partnership Activations and nightly free programs throughout The Pleasure Garden and Perth Cultural Centre and surrounding areas.

Free and Busking program attendance is calculated for all relevant programs and events utilising daily site and door staff reportage sheets, reportage estimates provided by program producers as well as presenters and artists. Due to the range of estimations provided by external sources and in order to be conservative, the total attendance number is recorded as the lowest total of the projected attendance.



ARTRAGE HQ TEAM

ARTRAGE BOARD

Chairperson	Kyle Jeavons
Vice-Chairperson	Saffron Solomon
Hon Treasurer	Ezra Hefter
Board Members	Howard Cearns, Rowan Clarke, Brodie McCulloch, Zahra Peggs, Gabby Vitali, Renee Wingfield
Artist Representatives	Dean Misdale, Kevin Wilson

ARTRAGE INTERIM EXECUTIVE

Interim Chief Executive Officer	Anthony Robinson
Marketing Director	Jo Hos
Business Manager	Sue Hobson
Production Manager	Katie Anne Dixon
Head of Programming & Ticketing	Tiffany Creasey

ADMINISTRATION

Admin & Customer Service Manager	Verity Bennett
Admin & Customer Support Coordinator	Oakly Falconer-Brown
Customer Support Administrators	Daniel Kouzinas, Tashana Burgess

BOX OFFICE & TICKETING

Head of Programming & Ticketing	Tiffany Creasey
Senior Ticketing Coordinator	Cat Holker
Ticketing Coordinators	Jessica Grant, Rebecca Stone
Ticketing Administrator	Emilie Sell
Box Office Coordinator	Sarah Lezarre

FINANCE

Business Manager	Sue Hobson
Finance Coordinators	Rohan D'Souza*, Jodie Dupuy
Finance Officer	Veera Njo*

IT & SYSTEMS

IT & Systems Manager	Amir Barber-Skwarko
IT & Systems Coordinator	Adam Dance
Festival IT Coordinators	Amy Collyer, Joshua Coyle
ARTRAGE IT Officers	Alyssia Boyer, Matthew Taggart Sydney Tahar Noah Touihri, Matt Henderson-Kelly.

MARKETING

Marketing Manager	Khazia Wong
Senior Marketing Coordinator	Jane Lochrie*
Marketing Coordinators	Morgan Farley, Tia Hall
Graphic Design & Signage Coordinator	Beth Naim

OPERATIONS

Operations Manager	Daniel Bruce
Senior Operations Coordinator	Sarah Cole Bowen
Food & Beverage Coordinators	Georgina Antill, Zoe Wright
Operations Logistics Coordinator	Julio Machado
Front of House Coordinators	Riley Nissen, Nicky Nolan
Staff & Volunteer Coordinator	Aliza Caruso
Special Events Coordinator	Dianne Bruce

PARTNERSHIPS & PHILANTHROPY

Partnerships Manager	Cassandra Jordan*
Senior Partnerships Coordinator	Kaiya Ashworth
Development Coordinator	Jaimi Wright

PRODUCTION

Production Manager	Katie Anne Dixon
Facilities Coordinator	Liam Kirwan
Logistics Coordinator	Kate Brennan
Warehouse & Site Supervisors	Andrew Alaniz, Maisie Cottingham

PROGRAMMING

Head of Programming & Ticketing	Tiffany Creasey
Program Manager	Julia Martini
Program Producer	Kylie Baker *
Program Coordinators	Jack Ashe, Meagan Swann, Ella Studley
Program Administrator	Brianna Major

PROJECTS

Projects Manager	Courtney Meagher
Projects Producer	Kaitlin Tinker (Resigned 2023)
Projects Coordinator	Alana Cook

TECHNICAL

Technical Manager	Meredith Rehburg
Technical Coordinator	Brendan Dietrich

SPECIAL THANKS

	Sharon Burgess (Resigned 2023)
--	--------------------------------

FULL CREW

SPECIAL THANKS TO THE
FULL CREW OF LEGENDS
THAT HELPED MAKE MAGIC
HAPPEN ACROSS ALL 22/23
ARTRAGE ACTIVITY

Holly Alfonso	Beth Crowley
Yasmin Ali	Mark D'Arcy
Grace Allan	Rachel Darnell
David Anderson	Niki Davison
Lucas Anderson	Stephen Dedman
Matt Andre	Arlina Dee
Artemis Andreoglou	Lina Dee
Anna Anggraeni	Lauren Della Maddalena
Alyssa Angwin	Yoann Derunes
Karen Anning	Pat Dixon
Jaymee Appleby	Casey Douglas
Tracy Armson-Cull	Mihau Drozd
Blake Ashfield	Keith Duncan
Kyla-Rae Ashworth	Anil Duratovic
Lori Ashworth	Heidi Durer-Jones
Ellen Audrey Hall	Charlie Durrant
Chris Balde	Robert Dwyer
Kaitlyn Barnard	Amber Dyball
Bree Barrett	Linton Elethios
Kira Barry	Marlea Evans
Bridget Barton	Ripley Evans
Alexander Bayer	Isabella Fiore
Aidan Bayliss	Thomas Fleet
Charlie Beveridge	Sofia Fleming-Wilson
Nathan Boniface-Bell	Wendy Froude
Jamie Brander	Bianca Galan-Dwyer
Katharina Brieden	Cloi Geddes
Jacob Broom	Jenna Gold
Stuart Buckett	Chay Gordon
Gabrielle Butler	Mercedes Gowlett
Jordyn Butler	Amy Gray
Adam Byrne	Kevin Guillas
Nathan Calvert	Tristan Halloran
Michael Carr	Mikey Hamer
Natalia Carrillo	Thomas Hamilton-Stone
Emily Caruso	Courtney Hardy
Zane Castle	Adelaide Harney
Nicholas Cates	Jaimi Harris
Kamara Churchill	Leonie Harrison Byrne
Ella Churchward	Richard Haskell
Jo Clarke	James Hastings
Samantha Coates	Rebecca Haywood
Catherine Coetzer	Brad Hearne
Michael Coleman	Kaylee Higgot
Chloe Connolly	Timi Hoani Te Ua
Wyatt Coxhead	Jonathan Hoey
Felix Cream-Dunlop	Kate Horne
Tanya Crewe	William Huang
Jeff Crosbie	Mandy Ireland
	Samuel Issac Lindsay
	Darcy Jensen
	Germaine Jones
	Tully Jones
	Alex Kay
	Aaron Kearney
	Alessandra Kerr

Ben Kezic	Jacques Resta
Rainer Kosok	Stephanie Rettie
Ty Kowalski	Alon Rigard
Liana Krassas	Jak Robert Ryan-Green
Rozalija Kuliukas	Cleo Robins
Ashlea Langsford	Lewis Rogers
Brune Le Rouzes	Sophie Rompotes
Jack Le Tissier	Brandon Roy
Jarrad Levy	Donna Sadler
Zoe Lewis	James Salmon
Damien (Dames) Long	Tess Sandford
Andrew Luff	Carmen Sardelic
Stefano Luongo	Olivia Sartori
Tyson Machado	Franco Sauzier
Thomas Macknay	Angela Scaturro
Bonnie-Jo MacLeod	Matthew Schild
Madison Magenta Watson	Casey Scott
Margot Mansfield	Alicia Selkirk
Charlotte Martin	Daniel Sgambelluri
Lee Martin	Aika Silawat
Jose Martinez	Jack Skarratt
Dayne Metzner	Alex Smith
Alice Meugniot	Brandon Smith
Jack Middleton	Lana Snook
Bryanna Miller	Lewis Spragg
Josh Milligan	Mitchell Steers
Abigail Minchin	Fi Stoddart
Scott-Patrick Mitchell	Valentina Suarez
Kimberly Moiler	Tom Sulat
Sarah Molczan	Ellie Syers
Laura Monisse	Feranmi Taiwo
Larissa Moran	Felicia Tang
Casey Mulder	Oliver Taylor
Klearhos Murphy	David Tiernan
Jesse Naylor Zambrano	Bryce Tierney
Alana Netrece	Phoebe Tran
Rose O'Doherty	Peter Troks
Daniel O'Meara	Jack Tsekouras
Abigail O'Sullivan	Dione Vann-Stanicic
Fraser O'Sullivan	Nestor Vietri
Belinda Oxenburgh	Abbey Vladich
David Packer	Jacinta Wajon
Mahala Parkins	Nikolaas Wajon
Jevin Parmar	Ella Wakeman
Jason Partridge	Carrie Webb
Ivy-Leigh Pennock	Zack Weedon
Fleur Pereira	Charlotte Wheeler
Rhiannon Petersen	Eloise Whibley
Michael Phaure	Jolene Whibley
Charlotte Piot	Alana White
Alice Politi	Mel White
Paige Preedy	Leila Whiteman
Emily Price	Andrew Whittaker
William Price	Grace Williams-Young
Lily Probert	Ellis Woods
Steve Quinn	Sarah Yates
Chris Raeburn	

THANKS TO OUR ARTRAGE COMMUNITY

VENUES

- 21st Amendment
- 43 Below Bar & Restaurant
- Air Nightclub
- Albany Town Hall
- Balmoral Hotel
- Belgian Beer Cafe
- Brass Monkey Hotel
- Brighton Hotel Mandurah
- Bunbury Recreational Entertainment Centre
- Camelot
- Cheeky Sparrow
- Circus WA
- City of Perth Surf Life Saving Club
- Clarences Company Store
- Cockburn Youth Centre
- Comedy Hub @ Johnny Fox's
- Comedy Lounge Perth City
- Comedy Shack Fremantle
- Comedy Shack Wanneroo
- Connections Nightclub
- Convenients
- Corrigin Town Hall
- Cummins Theatre
- DADAA
- Delicious
- Duke of George
- Dutch Trading Co
- Four5Nine Bar
- Fremantle Comedy Factory
- Gallery 25
- Golden West Brewing Co
- Goldfields Arts Centre
- Hayman Theatre
- Heathcote Reserve
- Hellenic Club of WA
- Hyde Park Hotel
- Irish Club of WA
- Ivy & Jack
- John Macmillan Park
- Katanning Town Hall
- Kidogo Arthouse
- Kojonup Memorial Hall
- Lamont's Bishops House
- LoCale
- Lyric's Underground
- Manjimup Repertory Club
- Margaret River HEART
- Midland Junction Arts Centre
- Mindeerup
- Mint Nightclub
- Moana Hall
- Monkey Bar
- Moora Performing Arts Centre
- Mossenson Galleries
- Murphy's Irish Pub
- Night Owl Studio
- Northbridge Piazza
- Oasis Comedy Club
- Old Mill Theatre
- Palace Cinemas Raine Square
- Paramount Night Club
- Perth Mess Hall
- Perth Town Hall
- Planet Royale
- PS ART SPACE
- QT Perth
- REmida Perth
- Ronnie Nights
- Rooftop Movies
- Rosemount Hotel
- Rubix Bar
- San Churro Mandurah
- Scarborough Sports & Community Club
- Scitech Planetarium
- Spectrum Project Space
- SPLASH FEST at Hillarys
- State Theatre Centre of WA
- Stirk Park
- Subiaco Arts Centre
- The Aberdeen Hotel
- The Actors' Hub Studio
- The Backlot Perth
- The Court
- The Craft - Beer & Cider Garden
- The Crystal Swan
- The Edison
- The Elford


- The Ellington Jazz Club
- The Greenwood Hotel
- The Jonesway Theatre
- The Kalamunda Hotel
- The Leederville Hotel
- The National Hotel
- The Old Courthouse
- THE RECHABITE
- The Regal Theatre
- The Regent Ballroom
- The Seasonal Brewing Co.
- The Sewing Room
- The Shoe Bar & Cafe
- The Stables
- The Vale Bar & Brasserie
- The Wembley Hotel
- The Windmill Comedy Club
- Tilly's Garden
- Tivoli theatre
- Toodyay Memorial Hall
- Top Floor Nightclub Mandurah
- Tranby College
- Universal Bar
- Valley Social
- Villa Nightclub
- Volstead Lounge
- WA Museum Boola Bardip
- Western Australian Shipwrecks Museum
- Whitfords Brewing Company
- Yagan Mia Wireless Hill
- Yagan Square
- York Town Hall

CONTRACTORS


- Abaxa
- AKA Grandstands
- All Fence U Rent
- Arcus Australia
- ARTRAGE Videographers
- ARTRAGE Photographers
- Barry McGuire & Redspear
- Barons Beverage Services
- Black Books
- Bos Tents and Events

- Buzz Marketing
- Cleanaway Services
- Coca Cola Antil
- Container Refrigeration
- Coolbreeze
- Cyclus
- Deltaworks
- Dilate Digital
- Discus Print and Signage
- Drudi Plumbing
- Easy Access Scaffolding
- Eco Ice
- Enviro Path
- Festival Resources (ISG Group)
- FringeFeed Reviewers
- Gathr
- Hygiene Concepts
- Idle Hands
- Instant Products
- James C Kearing Senior
- Kevins Water Cartage
- Koelen Cartage
- Liquid Mix
- Lobel Events
- Lunar Circus
- Minute Man Press
- Mitro Entertainment
- NPB Security
- Optima Press
- Out in Perth
- Payless Promotions
- Perth Liquid Waste
- Poster Girls
- R&L HIABS
- Refresh Water
- Scott Printing
- Spuds Marquees
- Studio Orange
- The Pamphleteers
- Van Ros Malen
- WA Refuelling
- WAAC
- Warrang-Bridil & Nick Abraham
- WC Turf


THANKS TO OUR INCREDIBLE PARTNERS





Principal Supporter





Department of Local Government, Sport and Cultural Industries






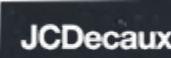
Government Partners






Festival Major Partners







Festival and Project Supporters




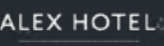


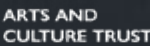
Festival and Project Media Partners




Festival Media Partners




Festival Hub and Project Supporters




Festival Hub Supporters



Department of Local Government, Sport and Cultural Industries
Department of Primary Industries and Regional Development



Philanthropy Partner



Charity Partner

ARTRAVE

IMPACT REPORT

