



# Melbourne Live Music Census 2017

## - Postscript

### ***Bigger than ever reported!***

The Melbourne Live Music Census released in April 2018, reported the value of door/ticket revenue generated by live music events at \$389.2 million. Ancillary spending by patrons (food/drink/transport etc) attending those events was calculated at \$1.03 billion.

For total economic generation of \$1.42 billion.

While that was as accurate as possible at the time, it relied in part on 2016 Live Performance Australia data to estimate attendance and spending at major ticketed events (concerts, festivals, theatres) across the live music performance sector.

We now have the LPA's 2017 Ticket and Revenue Survey which reveals that 2017 was a bumper year for the performing arts, for Victoria and live music in particular.

What this latest report reveals is that in calculating the revenue generated for 2017, we should add **\$277 million** to the figure reported in the Census.

*This increases the value of Melbourne's live music in 2017 from \$1.43 billion to \$1.7 billion.*

### **LPA National 2017**

After very modest increases on the previous year reported in 2016 (Revenue +1.2% and Attendance +0.8% on 2015), 2017 recorded significant Revenue and Attendance, with the biggest percentage increases since 2006.

Ticket revenue totalled **\$1.88 billion** (31.7% increase on 2016) from **23 million** tickets (22.6% increase).

### **Victoria - All Performing Arts 2017**

For the first time since the LPA collected statistics in 2004, Victoria overtook perennial leader NSW as the nation's most significant live performance region.

Victoria's Performing Arts Revenue increased **45%** on 2016 (to **\$615.8 million**) and Attendance increased **35.6%** (to **7.4 million**).

In terms of Revenue, Victoria recorded a **37%** industry share (NSW 31%), and a **32%** industry share of Attendance (NSW 30%).

This is particularly noteworthy given the additional 1.5 million people resident in NSW.

Victoria's spend per capita live performance spend was **\$100** compared to **\$78** per capita in NSW.

### **Victoria - Live Music 2017**

As the LPA regularly notes, the contemporary music sector is the most volatile, with annual results very much determined by the profile and drawing power of (mainly) international touring acts. A record-breaking tour by Adele plus tours by Paul McCartney, Justin Bieber, Guns N' Roses and Bruce Springsteen ensured bumper ticket sales and revenue in 2017.

*Audience numbers were up 60% on 2016 and Revenue increased by 97% in the category.*

## Audience/Tickets 2017

In addition to the **2.48 million** tickets sold for major concerts and large venue shows, other live music performance sectors recorded audience growth in 2017 - Contemporary Music Festivals (128,000 up from 89,000), Music Theatre (1.34 million up from 1.2 million) and Classical Music (442,000 up from 391,000). Opera was the exception, recording a decline in attendance (67,000 down from 86,000 in 2016).

*The total sector audience was 4.46 million compared to 2.36 million in 2016. An increase of 89%.*

## Revenue 2017

Again Contemporary Music concerts and large venue events were the standout, generating **\$256 million** (up from \$130 million in 2016). An increase of **97%**.

Increased revenue was also recorded for Classical Music (\$23 million up from \$20 million) and Music Theatre (\$143 million up from \$129 million).

Decreases were recorded for Opera (down from \$11 million to \$6 million) and Contemporary Music Festivals (down from \$21 million to \$13 million).

*Ticket revenue across the sector increased from \$311 million in 2016 to \$441 million. An increase of 42%.*

## Patron Spending 2017

We know from previous studies and the Live Music Censuses conducted in 2012 and 2017, that with the exception of a number of regional festivals, performances across the other reporting live music sectors take place almost exclusively in Melbourne.

We also have comprehensive data from the patron survey responses recorded in the 2017 Melbourne Live Music Census, that allow us to estimate average ancillary patron spending (food/drink/transport) associated with attendance at these major performances – Concerts - \$80, Classical/Music Theatre/Opera - \$100, Festivals - \$110.

Utilising these figures (see Note below), we are able to estimate that in 2017, patrons attending performances recorded by the LPA, spent a total of **\$407 million** in addition to their outlay on tickets/entry.

*This was up from \$280 million recorded for 2016 – an increase of 53%.*