

Perth Festival 2025 Impact Report

Perth Festival

3,950

SURVEY RESPONSES

348k

ATTENDEES

16

OUTCOME METRICS

\$19.2m

DIRECT ECONOMIC IMPACT

\$56m

MULTIPLIED ECONOMIC IMPACT

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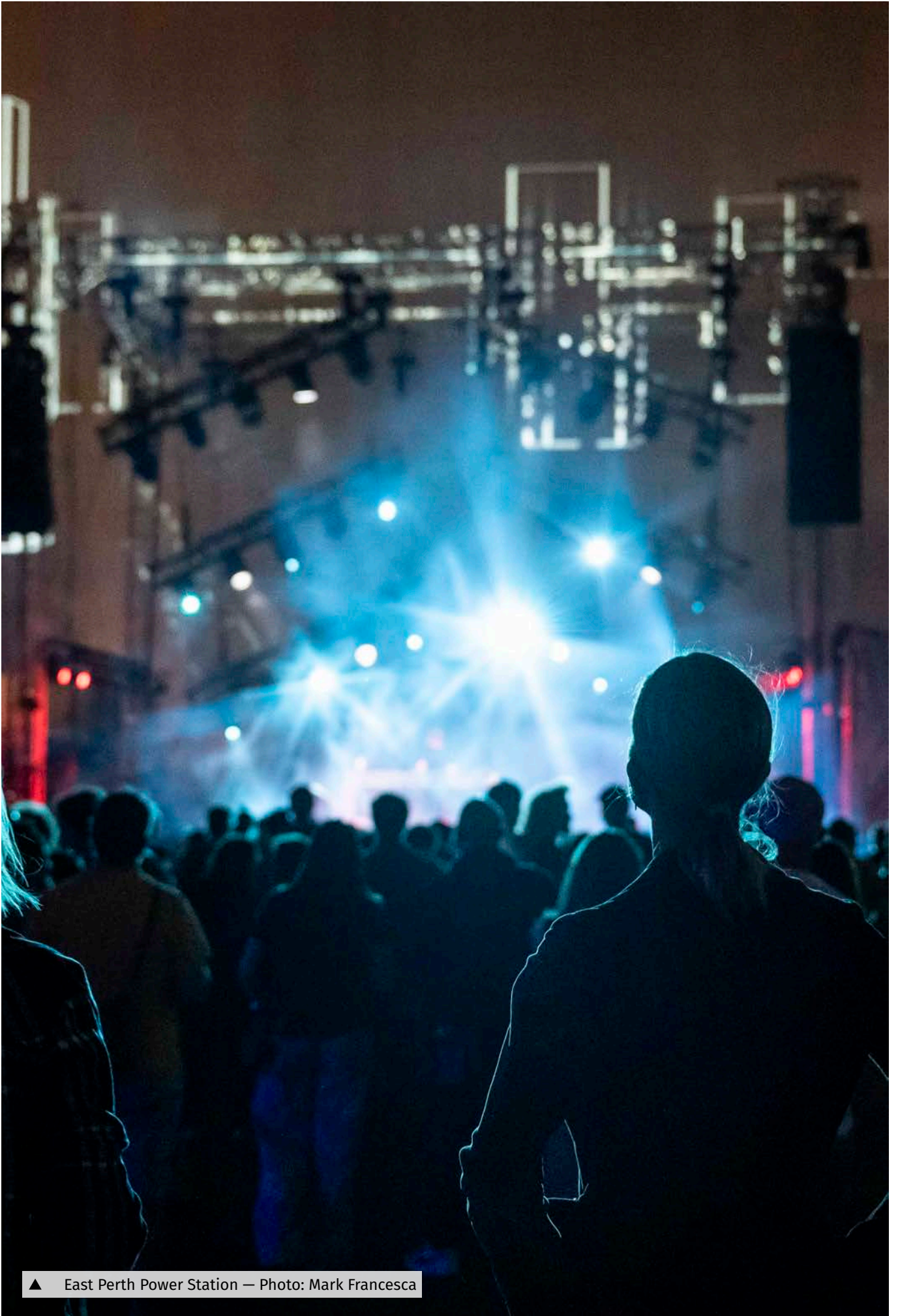
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▲ East Perth Power Station — Photo: Mark Francesca

1. Perth Festival 2025

Perth Festival 2025 left an enduring imprint on the State’s cultural landscape, showcasing more than 300 international and 620 WA artists, 21 world premieres and 22 Australian premieres.

Spanning 24 days, the Festival transformed the city with bold performances, re-imagined spaces and places and a deep emphasis on community inclusion.

Perth Festival 2025 drew 348,000 attendances, a 62% increase from 215,000 in 2024. Estimated flow-on or multiplied economic activity reached \$56 million, representing a 79% year-on-year increase. The audience profile shifted younger, with the median age dropping four years thanks to strong growth in the 30–49 cohort. A centrepiece was the transformation of the East Perth Power Station into a major cultural precinct after 44 years of the site lying dormant, welcoming both ticketed and free audiences and attracting about 64,000 attendances.

The historic Perth Town Hall was reborn as “The Embassy”, a dynamic hub buzzing with evenings of intimate music, performance and ideas.

Music ignited stages city-wide with standout sets from PJ Harvey, Maribou State, Röyksopp, Electric Fields and Fontaines D.C.

Boundaries were pushed by the epic day-long retelling of *Mahabharata*, the soulful *Big Name, No Blankets* and the 12-hour unique performance *12 Last Songs*, where a portrait of Perth was created live onstage by everyday Perth locals.

The Festival presented its largest free program to date with 105 events, delivering 214,000 attendances from *Karla Bidi*, a trail of light and sound installations along the Swan River, to community activations such as *Orchestra-oke* in Bayswater, *Perth Moves* in the heart of the CBD and *Indian Ocean Sounds* in Scarborough.

Audience



348,566
Total attendance



1,288
Sessions delivered



75
Ticketed events



105
Free events



48%
New ticketbuyers (had not
purchased in last 5 yrs)



54
Average Age

Box Office



82,744
Tickets Sold



\$2.58m
Box Office

Experience



91%
Overall Experience



54
Net Promoter Score



97%
Agreed Perth Festival
played an important role in
the cultural life of the state



94%
Agreed Perth Festival is
important for the local
area



73%
Agreed Perth Festival gave
them access to activities
they would otherwise not
have access to



77%
Agreed Perth Festival made
them feel a part of the
community

Social Impacts



1,076
Artists



39
Schools



3,325
Student participants



817
Arts-sector participants

Economic Impacts



582
Staff & Contractors



38
Volunteers



32,215
Nights stayed



14%
Tourists



\$19.2m
Direct Economic Impact



\$56m
Multiplied Impact

Marketing Reach

 **125,970**
Social media followers

 **868,106**
Website visits

 **3,975**
Media reports

 **\$25.6m**
Advertising value equivalent

Sessions delivered = individual performance and engagement occurrences (may exceed the number of events).



▲ Killa: Pindan to Plate — Photo: Tristan McKenzie

2. Evaluation Methodology

Perth Festival's evaluation framework is designed to measure and understand the unique impact achieved by the Festival.

The framework uses a standardised set of metrics called 'dimensions' to measure the qualities and impacts of arts and culture. They have been developed through extensive work with the sector, internationally tested and academically validated.

Perth Festival's 2025 surveys contained core sets of dimensions, asking respondents about their experience of attending or participating in a Perth Festival event and their overall perceptions of the Festival. Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the dimension statement.

These dimensions were selected in alignment with the goals and values identified in Perth Festival's Strategic Plan 2023–27:

VALUES

- **Innovation:** We embrace new ideas, new ways of working, new strategies, new opportunities – anything but business as usual. The sparks that fly are creative risks in play. We will challenge the status quo while keeping everyday operations running smoothly.
- **Excellence:** We aim for excellence, best practice and to deliver quality. We ask this of our artists and ourselves. The people of Western Australia deserve nothing less.
- **Access:** We strive to provide opportunities for all Western Australians to engage with a diverse range of arts experiences and seek new audiences from around the State, the Nation and overseas.
- **Trust:** We trust each other to operate honestly, with integrity and a common purpose to achieve the Festival's mission. We treat each other with respect and communicate in a language of trust. We use this foundation for the team to build and maintain external relationships as an organisation trusted by others.

GOALS

- Embrace Aboriginal culture and celebration of place
- Position Perth Festival as a flagship cultural experience that is loved locally and admired internationally

- Be a Festival for all people
- Practice financial, cultural and environmental sustainability

Dimension results assess the realisation of outcomes and demonstrate their unique impact. By linking the outcome domains back to the Festival's goals, we can see the pathway between Perth Festival's strategic intentions, their realisation and impact.

3,950 survey responses were collected from public attendees, participants, artists, students, teachers and stakeholders via online surveys.

Public Assessment

Domain	Dimension	Dimension statement
Cultural	Meaning	It moved and inspired me
	Insight	It helped me gain new insight or knowledge
	Authenticity	It had a connection to the State/Country we live in
	Content	It reflected a broad and inclusive range of voices
	Value*	Perth Festival plays an important role in the cultural life of this State
Qualities	Distinctiveness	It was different from things I've experienced before
	Excellence	It is one of the best examples of its type that I have experienced
	Local Impact	It's important that it's happening here
Social	Access	It gave me the opportunity to access activities I would otherwise not have access to
	Belonging	It helped me feel part of the community
	Inclusion	It made me feel welcome and included
	Wellbeing	It had a positive impact on my physical health and mental wellbeing
Place	Place	It made me feel proud of my local area
	Showcase	It showcases Perth's arts and cultural depth
Economic	Opportunity	It opened up new opportunities for me
	Diversity	It engaged people from different backgrounds
	Local Networks	It connected other organisations and groups across the City
	Practice Development	It contributed to the development of my arts practice or business

Dimensions are assessed on a Likert scale, in which respondents move a slider to a point that indicates whether they agree or disagree with the dimension statement. An example of a dimension question in the Culture Counts survey tool is presented below.

?

Diversity: It engaged people from different backgrounds

Rate how much you agree or disagree with this statement

Strongly Disagree

Neutral

Strongly Agree



Slide to record a response



▲ 12 Last Songs — Photo: Jessica Wyld

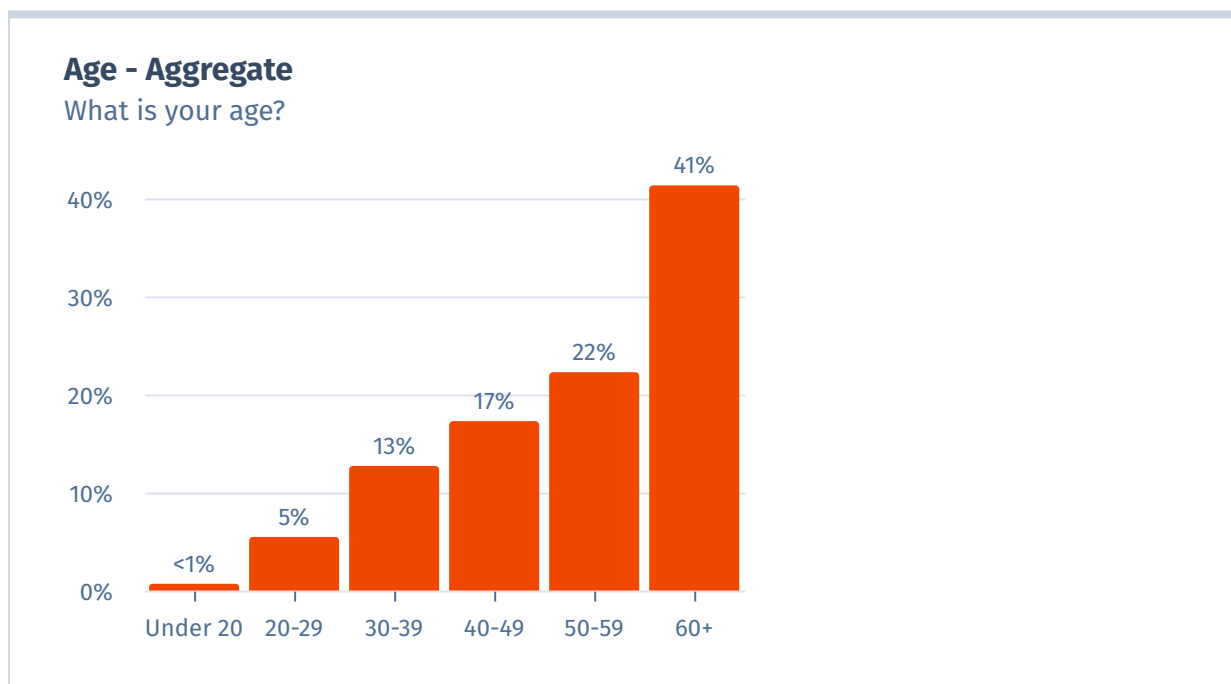
3. Audience Impact

Audience Demographics

Record audience numbers were recorded for Perth Festival in 2025, with an estimated 348,000 attendances from 82,000 unique attendees.

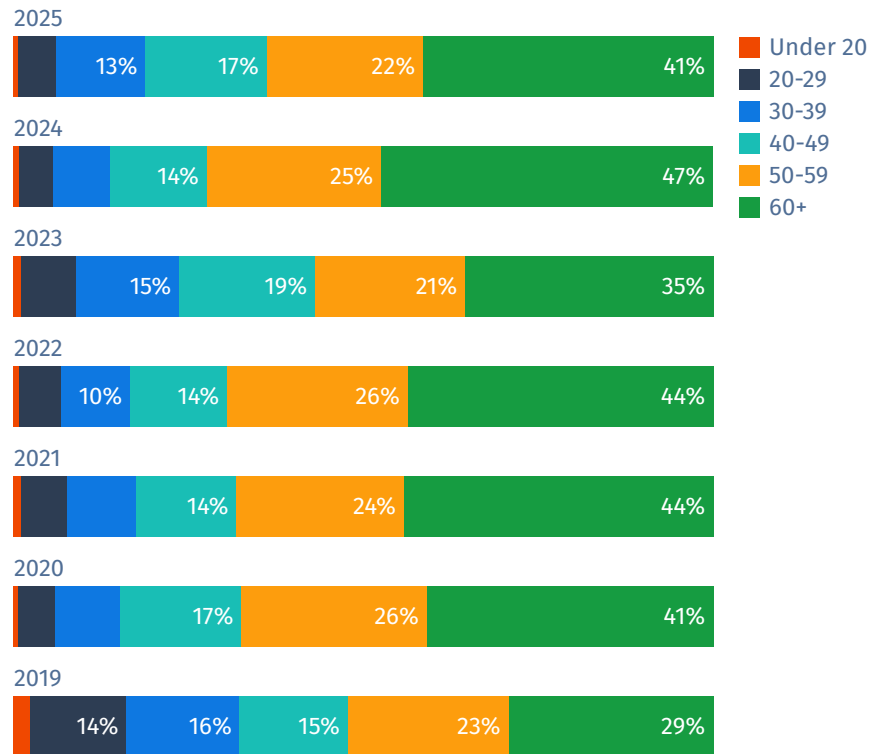
Survey respondents were asked to provide details such as age, gender, identity, occupation, education and household income. This demographic data helps profile the people who attended or participated in the Perth Festival program. It enables comparisons to the broader population and supports deeper insights by filtering responses across demographic segments.

The following charts show the proportion of survey responses collected for each of these questions.



Age - Year on Year

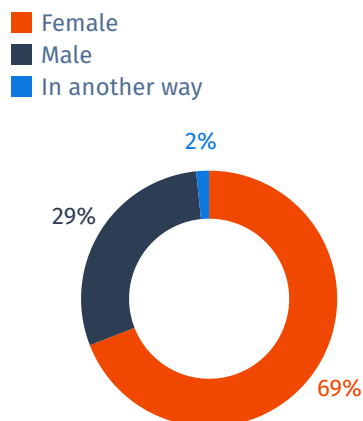
What is your age?



Average age: **54 years**
Difference from 2024 average: *-4 years*

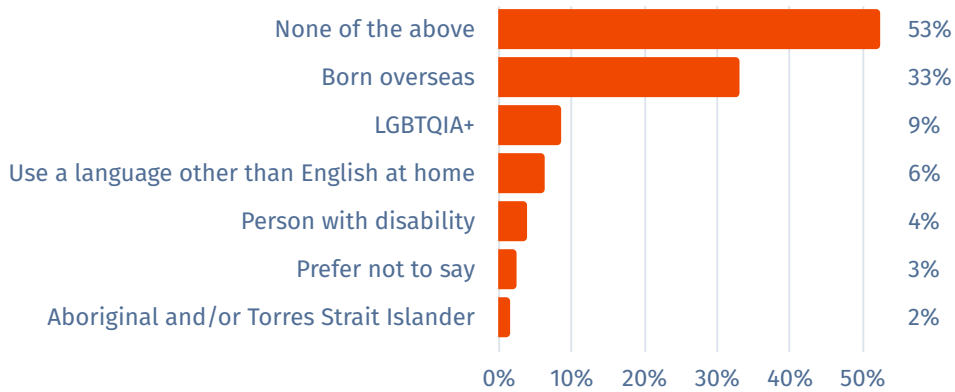
Gender - Aggregate

How would you describe your gender?



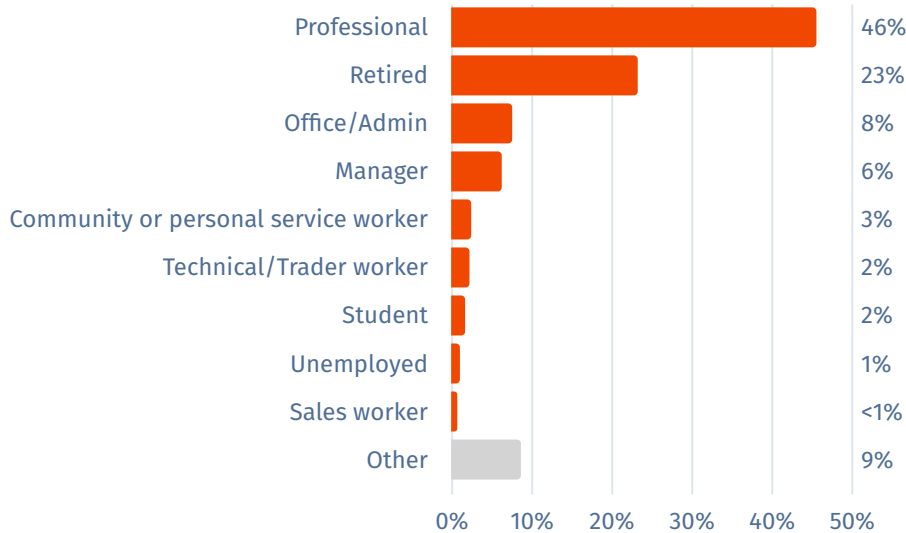
Identity - Aggregate

Do you identify with any of the following?



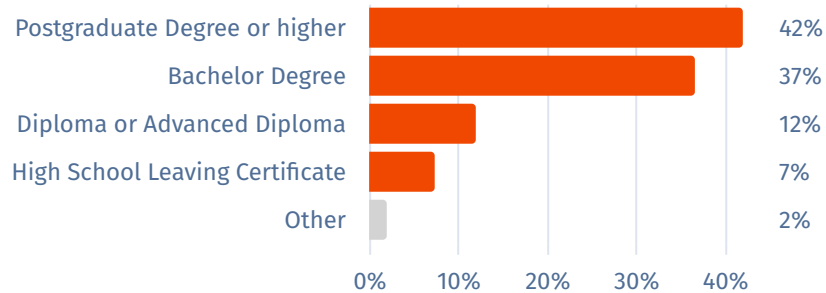
Occupation - Aggregate

What is your occupation?



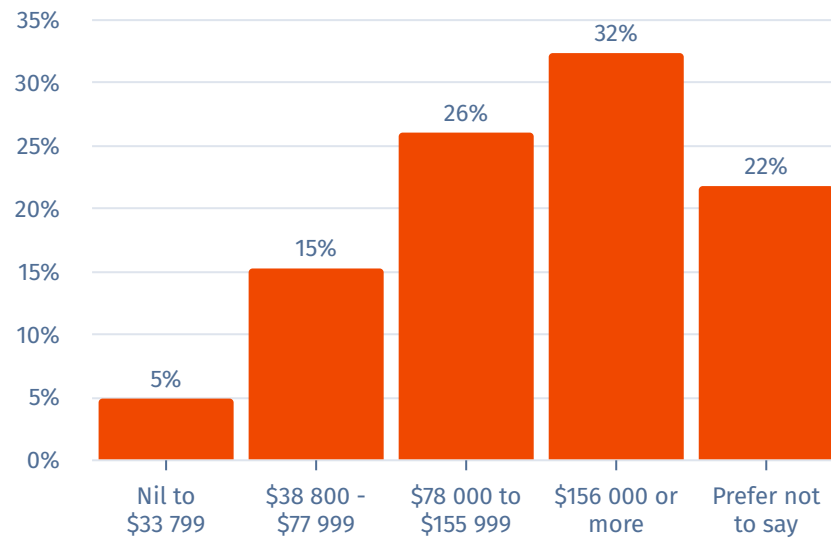
Education - Aggregate

What is the level of education you have completed?



Household Income - Aggregate

In what range is your combined household income (before tax)?



Insights

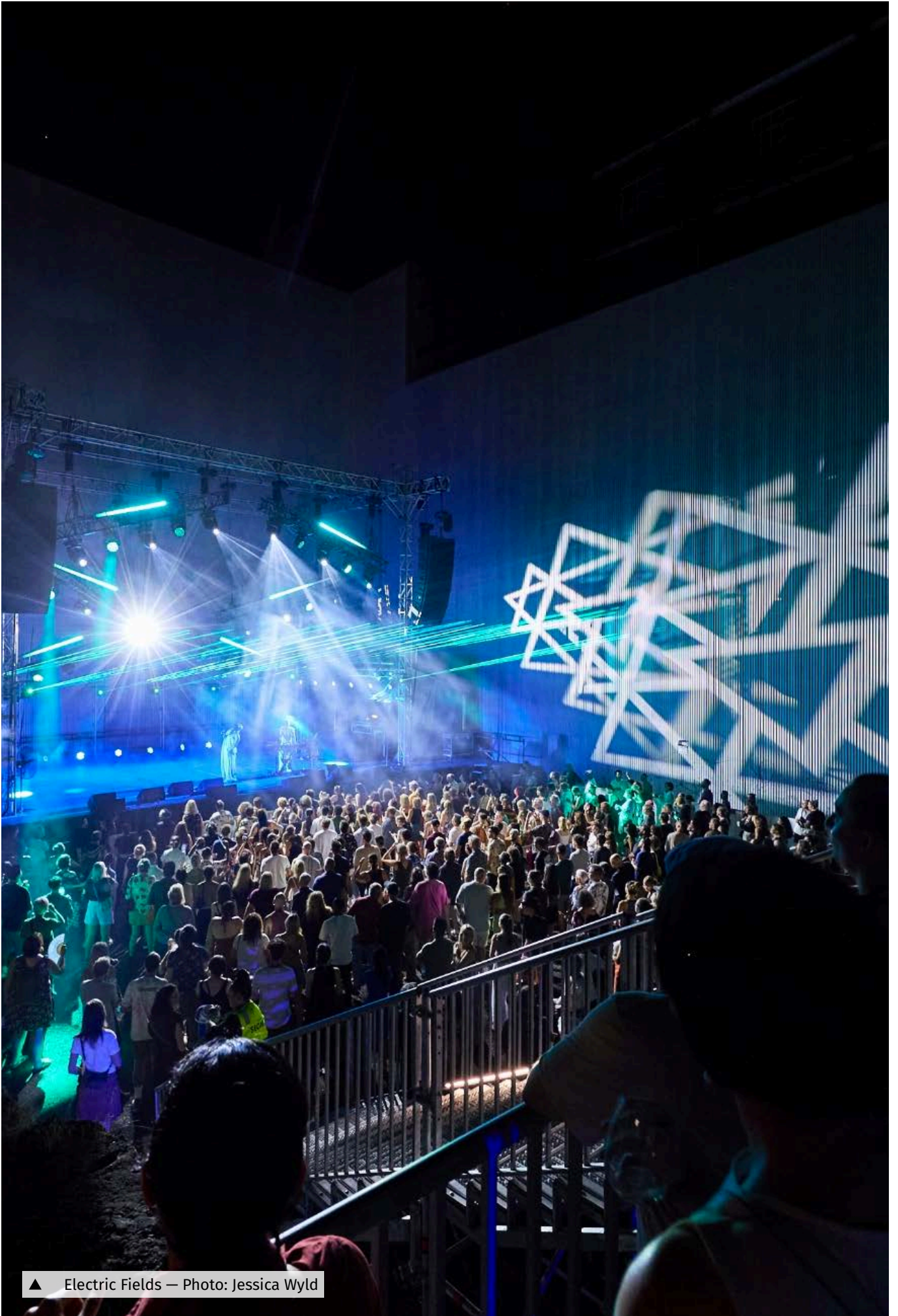
The results show that 41% of festival-goers were aged over 60 years. The second-largest group was those aged between 50–59 (22%), followed by the 40–49 age group (17%). Compared with results from 2024, the 2025 Perth Festival audiences were slightly younger, with a 5% increase in attendees aged 30–39 and a 3% increase in the 40–49 cohort. This shift is reflected in the average age of festival attendees (54 years), which decreased by four years from 2024.

Female respondents represented 69% of the sample, while males accounted for 29%, and those identifying as gender-diverse made up 2%.

53% of survey respondents did not identify with any of the demographic categories provided. Among those who did, 33% reported being born overseas – an increase of 6% from 2024. 9% identified as LGBTQIA+ (+2%), 6% spoke a language other than English at home (+1%), 4% identified as a person with a disability (–1%), and 2% identified as Aboriginal and/or Torres Strait Islander (no change). These figures indicate small shifts across most categories, with a slight overall increase in reported diversity.

Almost half of respondents (46%) reported working as professionals, followed by retirees at 23%, which is consistent with 2024 data. Furthermore, 42% indicated they held a postgraduate degree or higher, while 37% had a bachelor's degree.

32% of respondents had a household income of \$156,000 or more, followed by 26% who reported a combined income of between \$78,000 and \$155,999.



▲ Electric Fields — Photo: Jessica Wyld

Audience Behaviour

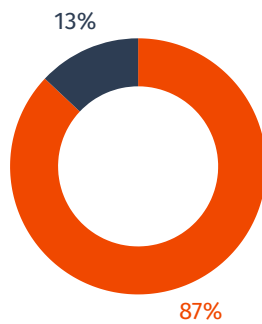
Respondents were asked if they had previously attended Perth Festival, if any of the Perth Festival’s marketing materials or distribution methods influenced their decision to attend the festival in 2025, and how frequently they attend arts and cultural events or activities.

This data provides insights into audience history with the festival, as well as a broader understanding of arts engagement in their lives.

Prior Attendance – Aggregate

Have you attended Perth Festival in previous years?

- Yes
- No



Prior Attendance – Ticket Buyers

Attendance filtered by ticket buying habits in the last five years.

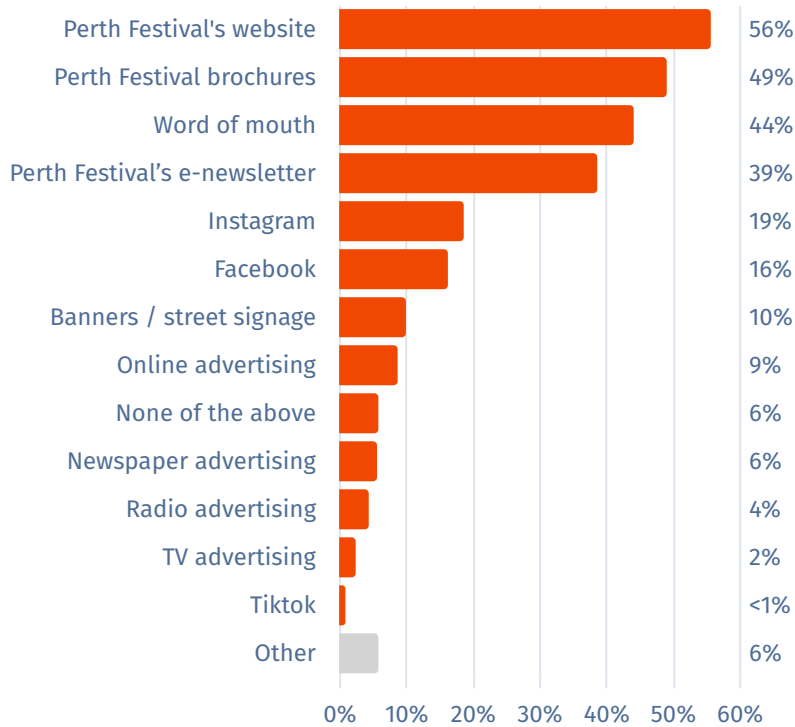
- New ticket buyers
- Returning



Note: Ticketing data supplied by Perth Festival. "New ticket buyers" may include individuals who have previously attended Perth Festival events but have not purchased tickets within the past five or more years.

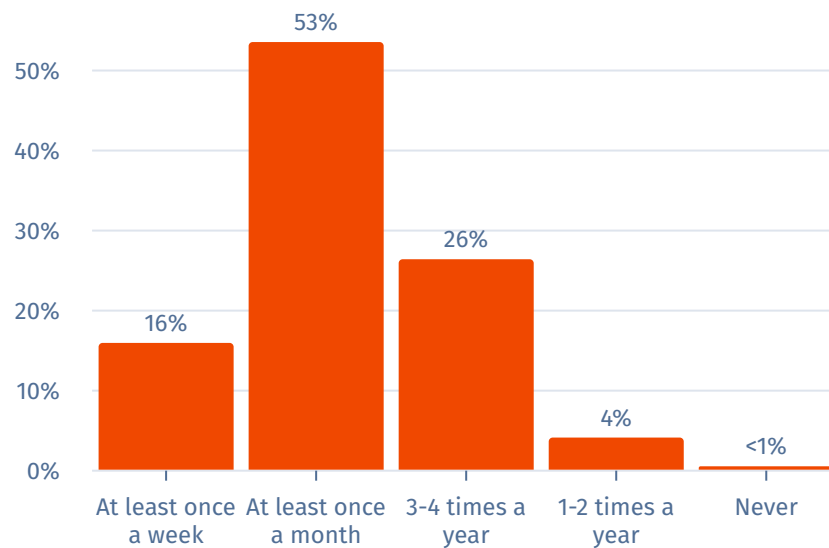
Marketing - Aggregate

Did any of the following influence your decision to attend Perth Festival 2025?



Frequency of Cultural Attendance - Aggregate

How frequently do you attend arts and cultural events or activities?



Insights

87% of respondents reported that they were returning patrons to Perth Festival, while 13% indicated that this was their first visit. This demonstrates a strong loyal patron base, evident from the high return rate.

Almost half of Perth Festival 2025 ticket-buyers (48%) had not purchased a ticket in the past five years, showing that the Festival continues to reach new audiences at scale. By contrast, survey responses – gathered via the Festival e-newsletter and emailed directly to ticket buyers – recorded 13% self-declared first-timers, as the question captures anyone who has ever attended. Together, ticketing and survey data confirm a strong core audience (87% returning patrons) and a healthy pipeline of newcomers.

Marketing drivers: 56% of the sample were influenced to attend via the Perth Festival website, closely followed by brochures (49%), demonstrating the strength of these as marketing methods. After this, respondents were most likely to be influenced by word of mouth (44%), Perth Festival's e-newsletter (19%) and Facebook (16%).

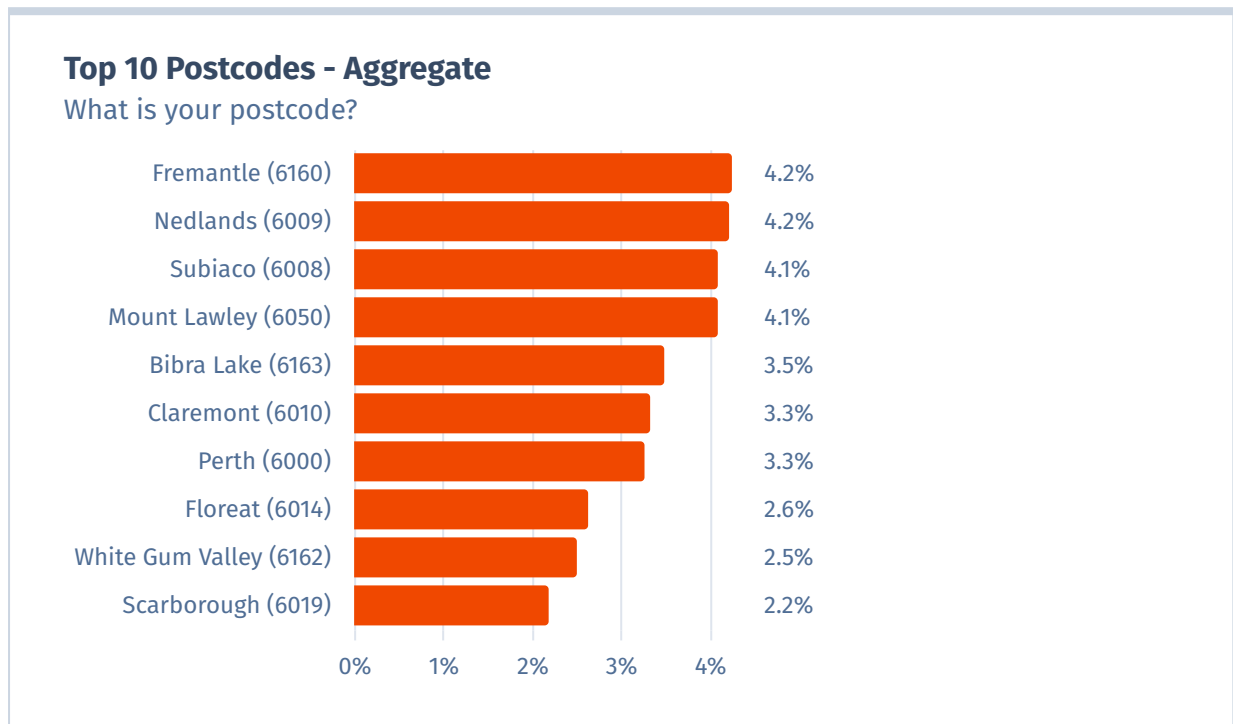
Cultural engagement: 56% of respondents attend arts events at least monthly and another 16% weekly, indicating that Perth Festival sits firmly within regular arts habits while still drawing significant first-time buyers.



▲ Indian Ocean Sounds — Photo: Marnie Richardson

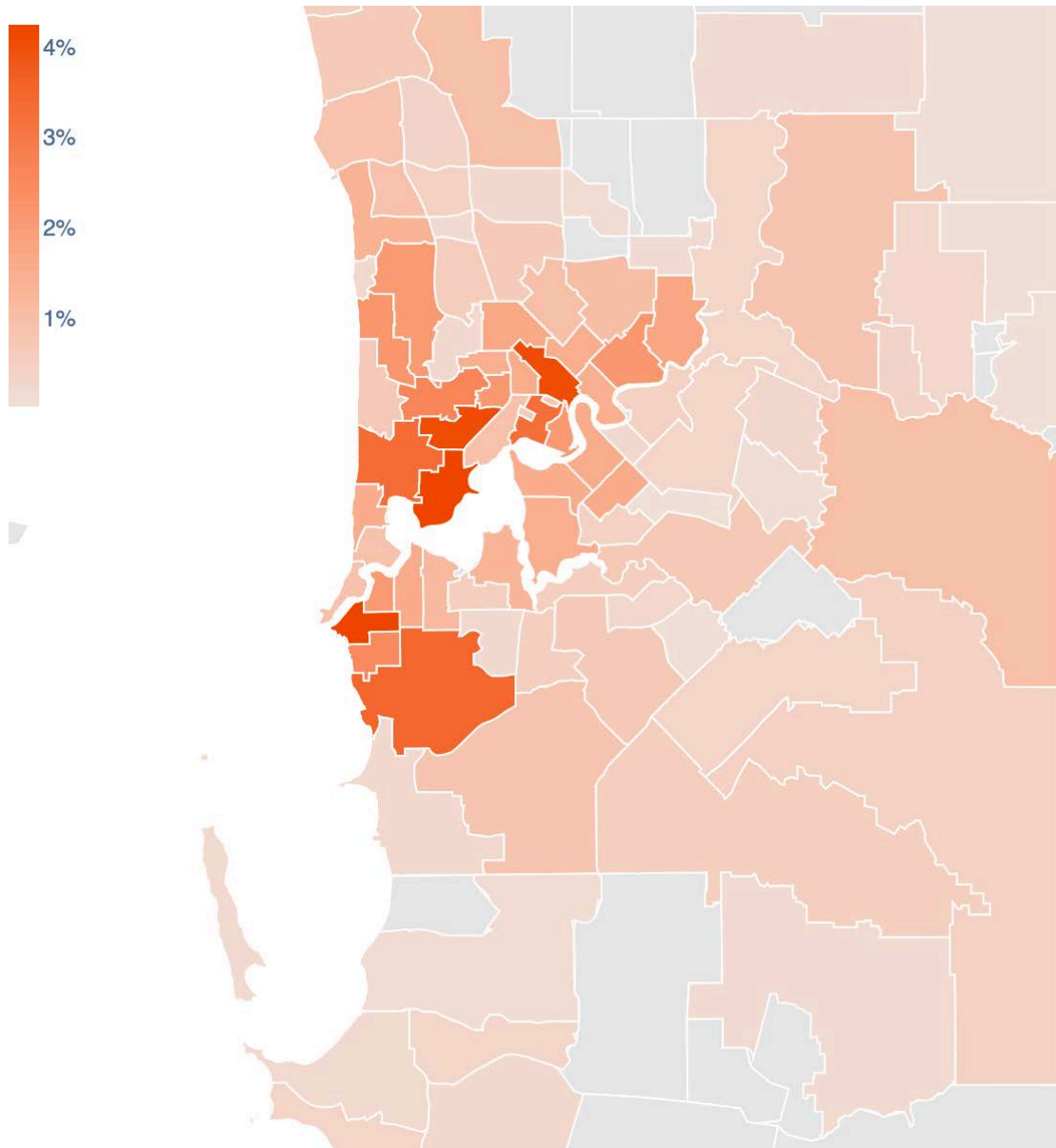
Audience Location

Audiences were asked where they resided, at both a general and postcode level. This information helps Perth Festival to understand its demographic reach. The following charts display the most commonly cited postcodes and the location breakdown of the aggregate audience sample, as well as a postcode heatmap reflecting the distribution of living locations in the Perth Metro Area.



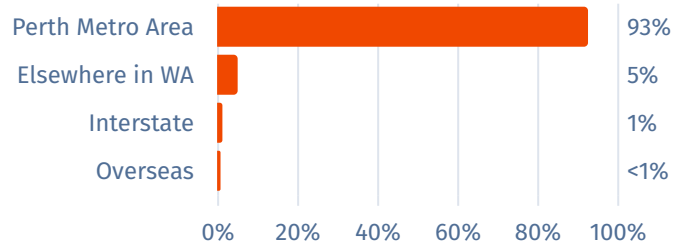
Location Heatmap - Aggregate

What is your postcode?



Location - Aggregate

Which of the following best describes where you usually live?



Insights

Audiences travelled from across Perth and surrounding areas to attend Perth Festival 2025. The most frequently reported postcodes were Fremantle and Nedlands (4.2% each), followed closely by Subiaco and Mount Lawley (4.1% each). Attendance remained strong among residents of inner urban suburbs, consistent with 2024 patterns. Fremantle showed a notable increase, rising from 3% in 2024 to 4.2% in 2025.

The vast majority of respondents (93%) came from the Perth metropolitan area, consistent with 2024. Attendees from elsewhere in WA made up 5% and those from interstate comprised 1%, both mirroring the previous year's proportions. In both 2025 and 2024, less than 1% of respondents were from overseas.



▲ Middar Koora ba ye — Photo: Aaron Claringbold

4. Social Impact

The Connect program at Perth Festival fosters meaningful chances for community members to participate, collaborate, and develop skills through Festival activities and mutual engagement. It serves as an essential link connecting Festival performers with local arts organisations and the wider public. Through various program pathways tailored for diverse groups including youth, educators, and working artists, the initiative offers multiple avenues to engage with the Festival while establishing lasting connections that ensure broad participation in shows, activities, and educational experiences.

Community Engagement



9,000+
Free tickets



6
Noongar Leaders



25
ATSI
works/programs



24
Accessible events



8
Access & Inclusion
Advisory Committee
members



609
Students from
partner schools



10
Community Partners

Free tickets: Number of free tickets used by Perth Festival audiences, including community members, industry groups, and more.

Noongar Leaders: Noongar leaders and elders continue to be engaged in Perth Festival's Noongar Advisory Circle, one element of Perth Festival's Reconciliation Action Plan

ATSI works/programs: Aboriginal and Torres Strait Islander works and/ or programs were part of the 2025 Festival.

Accessible events: Events included open captioning, audio description and tactile tours and/or Auslan interpreting.

Access Committee members: People with disability or lived experience continue to be engaged as paid members in the Access & Inclusion Advisory Committee, an outcome of Perth Festival's Disability Access and Inclusion Plan.

Students: 609 students took part in the Partner Schools Program.

Community partners: Perth Festival worked alongside Diversity Council Australia, Reconciliation WA, Morwenna Collett Consultancy and Diversity Atlas to support a culturally safe workplace.



▲ Lotterywest Films — Photo: Marnie Richardson

Creative Learning and Schools Programs

Perth Festival's Creative Learning program serves as a gateway to inspire artistic expression, hands-on involvement, and enduring passion for the arts via an array of free and ticketed activities targeting students, youth, and teaching professionals.

The 2025 offerings featured live theatre, cultural activities and exhibitions, providing students and educators access to internationally acclaimed performances. Educators received professional development workshops and comprehensive resource materials to delve into thematic content and facilitate deeper classroom discussions with their students.

Student Participants



3,325
Student participants



194
Teachers engaged



39
Schools engaged



29
Free educational programs

"My experience was incredible. I always enjoy going to the theatre but going with your friends makes it extra special. The staff were respectful and the play was invigorating."

- Year 11 Student, Shenton College

Overall Experience



89%
Overall Experience

Overall Experience: % of teachers and students that rated their experience as 'good' or 'excellent'.

Outcomes Agreement



78% agree
Experience



95% agree
Access



74% agree
Distinctiveness



95% agree
Skills

The percentages above represent the proportion of survey respondents that agreed or strongly agreed with the below statements.

Experience: *It was an exciting or inspirational experience.*

Access: *The program gave students/teachers the opportunity to access art education experiences they would not otherwise have access to.*

Distinctiveness: *It was different to things I'd experienced before.*

Skills: *The program developed student/teacher skills.*

Insights

In 2025, Perth Festival engaged an impressive total of 2,688 participating students and 194 teachers across 39 schools. Of those surveyed, 89% reported having a good or excellent overall experience, down 3% from the 2024 results.

'Access' (95%) and 'Skills' (95%) recorded the highest levels of agreement, indicating that respondents were most likely to agree that the program provided the opportunity to access art education experiences they would otherwise not have access to, and helped them gain new skills and experience.



▲ LEGENDS (of the Golden Arches) — Photo: Jessica Wyld

Artists and Arts Organisations

A total of 1,076 artists participated in the Perth Festival 2025 program, an increase of 249 from 2024. This included 628 local, 140 interstate and 312 international artists.

Perth Festival sought to understand the experiences of participating artists and arts organisations of the 2025 program and asked them to provide feedback and information about their participation.

Artist Profile



1,076
Artists



58%
Local



13%
Interstate



29%
International



2.7 million
Paid to artists and arts
workers

Artists: Number of participating artists increased by 30% compared to 2024.

Overall Experience



91%
Overall Experience

Overall Experience: % that rated their experience as 'good' or 'excellent'.

Outcomes Agreement



87% agree
Opportunity



90% agree
Wellbeing



97% agree
Practice Development



79% agree
Local Networks



100% agree
Inclusion



87% agree
Insight

The percentages above represent the proportion of survey respondents that agreed or strongly agreed with the below statements.

Opportunity: *It opened up new opportunities for me/the artists.* -10% from 2024.

Wellbeing: *It had a positive impact on my physical health and mental wellbeing.* -6% from 2024.

Practice Development: *It contributed to the development of my creative/professional practice* +10% from 2024.

Local Networks: *It connected organisations and groups across the City.* -11% from 2024.

Inclusion: *It made me feel welcome and included.*+8% from 2024.

Insight: *It helped me gain new insight or knowledge.* -8% from 2024.

Insights

In 2025, the number of Artists engaged with the Festival increased by 13%, after a 14% decrease in 2024. Almost all Arts Industry participants surveyed reported having a good or excellent experience with Perth Festival 2025 (91%).

'Inclusion' (100%) and 'Practice Development' (97%) recorded the highest levels of agreement of the dimensions measured, demonstrating that almost all respondents agreed that the Festival made them feel welcome and included, and contributed to the development of their creative/professional practice. Strong results were also captured for 'Insight', 'Opportunity', 'Wellbeing' and 'Local Networks', indicating that the experience helped artists gain new knowledge, opened up new opportunities for them, had a positive impact on their mental and physical wellbeing, and connected organisations and groups across the City.



▲ Astral Weeks Sessions — Photo: Franz Bato

5. Economic Impact Assessment

Each year, Perth Festival attracts visitors to the Perth City and surrounds, and stimulates spending and economic activity that would not have otherwise occurred. The following sections examine the economic impact of the 2025 Festival, based on audience and artist expenditure, accommodation and trip expenditure.

Impact Breakdown

Perth Festival’s post-event survey asks attendees to identify how much they spent before, during and after their visit to a Festival event. This information helps organisers to understand the spending generated in the area due to the event.

It is important to capture the proportion of expenditure that would not have been spent if the event did not happen, to ensure spending can be attributed to the festival. To enable this, surveyed attendees are asked what they would have done if they had not attended Perth Festival. Responses to this question are used to calculate the additionality adjustment - that is, the percentage of spending that is considered additional.

Attendee event expenditure data captured in the surveys has been used to calculate averages across the key programs referenced in this report.

Respondents were asked if they stayed overnight away from home to attend a festival event, how many nights they stayed, and how much they spent on accommodation per night. Accommodation, nights stayed and other trip spending in other parts of WA were also captured for interstate and overseas visitors.

In 2025, a total of 348,566 attendances were recorded across all ticketed and free Perth Festival events. This figure includes all attendances from the Festival’s diverse program of theatre, music, dance, visual arts and films. In this analysis, organisational expenditure has been excluded from the Economic Impact Assessment, as this will be published in the Perth Festival Annual Report 2025.

Event Impact

	LOTTERYWEST FILMS	EAST PERTH POWER STATION	TOTAL FESTIVAL
Total Attendance	39,840	64,753	348,566
Unique Attendance	15,104	22,284	82,494
Average Event Spend	\$44	\$76	\$51
EVENT IMPACT	\$1,389,183	\$1,763,604	\$12,403,531

Perth Accommodation Impact

	LOTTERYWEST FILMS	EAST PERTH POWER STATION	TOTAL FESTIVAL
Percentage of Staying Visitors	4%	40%	15%
Average Nights Stayed	3.4	1.2	3.5
Adjusted Nights Stayed	912	5,849	26,060
Average Accom Spend Per Person Per Night	\$119	\$103	\$120
PERTH ACCOMMODATION IMPACT	\$98,610	\$941,952	\$3,350,873

State Accommodation and Trip Impact

	LOTTERYWEST FILMS	EAST PERTH POWER STATION	TOTAL FESTIVAL
Percentage of visitors who travelled to other parts of WA	26%	25%	21%
Average Nights Stayed	2.2	5.8	2.8
Adjusted Nights Stayed	126	1,904	6,155
Average Accom Spend Per Person Per Night	\$148	\$143	\$179
Average Trip Spend	\$567	\$1,916	\$649
WA ACCOMMODATION IMPACT	\$16,206	\$267,867	\$880,944
WA TRIP IMPACT	\$12,433	\$296,170	\$1,978,255

Attendee Impact Breakdown

	LOTTERYWEST FILMS	EAST PERTH POWER STATION	TOTAL FESTIVAL
Event Impact	\$1,389,183	\$1,763,604	\$12,403,531
Accommodation Impact	\$114,815	\$1,209,818	\$4,231,817
Trip Impact	\$12,433	\$296,170	\$1,978,255
ATTENDEE DIRECT IMPACT	\$1,516,431	\$3,269,592	\$18,613,604
ATTENDEE MULTIPLIED IMPACT	\$4,452,687	\$9,489,820	\$54,330,406



▲ Perth Moves: Manifest — Photo: Pippa Sayama

Impact Summary

The direct expenditure by Perth Festival audiences and artists also benefits a range of sectors as it flows through the economy. For example, customer spending at venues is spent on supplies, utilities, contractor wages and more. A simplified method of estimating this involves applying a multiplier to the direct expenditure impact. For the purpose of this analysis, output multipliers derived from industry-specific ABS Input-Output Tables 2012-13 have been applied.

The impact for WA reflects total spending by audiences in Perth as well as spending by Perth Festival visitors who travelled to other parts of WA. The impact for Perth includes event and accommodation spending in Perth associated with Perth Festival attendance.

Economic Impact Summary

	DIRECT IMPACT (PERTH)	DIRECT IMPACT (WA)	MULTIPLIER	MULTIPLIED IMPACT (WA)
Total Adjusted Nights	26,060	32,215		
Attendee Spending	\$15,754,405	\$18,613,604		\$54,330,406
<i>Event</i>	<i>\$12,403,531</i>	<i>\$12,403,531</i>	2.95	<i>\$36,528,400</i>
<i>Accommodation</i>	<i>\$3,350,873</i>	<i>\$4,231,817</i>	2.83	<i>\$11,976,043</i>
<i>Trip</i>		<i>\$1,978,255</i>	2.95	<i>\$5,825,962</i>
Artist Expenditure	\$570,317	\$570,317	2.95	\$1,682,435
TOTAL IMPACT	\$16,324,722	\$19,183,921		\$56,012,841

Note: For the purpose of this analysis, output multipliers derived from *ABS multipliers will be updated to 2018-19 tables for FY-26 estimates* these have been applied to direct impact expenditure to calculate multiplied impact.

- *Event/Visit* expenditure scaled by an output multiplier of 2.95 - the average of the national Food and Beverage and Retail Trade multiplier.
- *Accommodation* expenditure scaled by an output multiplier of 2.83 - the national Accommodation multiplier.
- *Trip* expenditure scaled by an output multiplier of 2.95 - the average of the national Food and Beverage and Retail Trade multiplier.



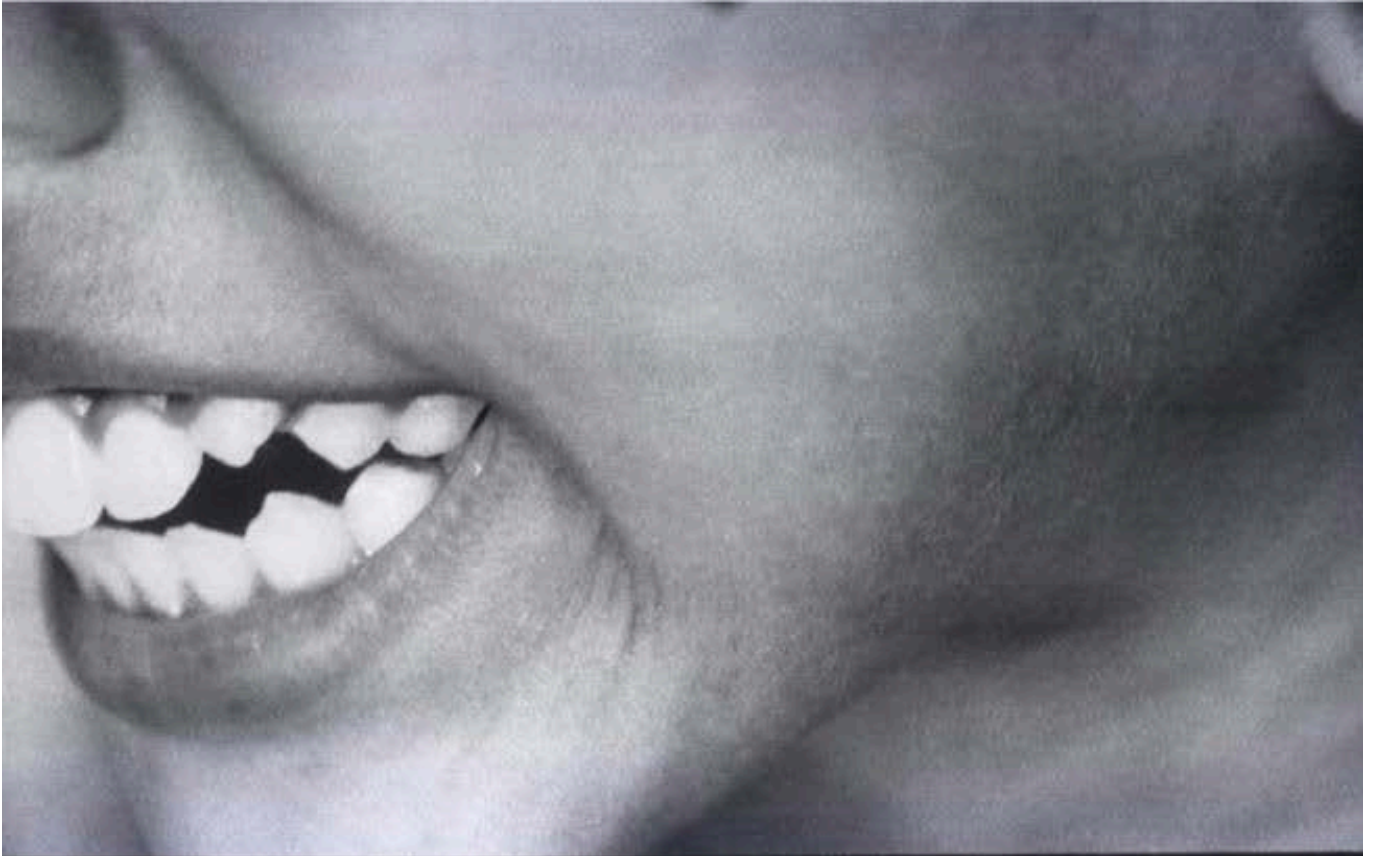
▲ East Perth Power Station Commission — Photo: Jessica Wyld

Artist Expenditure

Artists were asked to indicate their average expenditure per day while in Perth, as well as how many nights they stayed as part of their visit. It is assumed that these artists would not have otherwise been in Perth, so no additionality adjustment has been applied to artist spend.

Artist Expenditure Summary

	LOCAL	INTERSTATE	OVERSEAS	TOTAL
Number of Artists	624	140	312	1,076
Average Nights Stayed	6.5	6.8	9.3	8
Average Daily Expenditure Per Artist	\$60	\$136	\$68	\$73
Total Direct Impact	\$243,630	\$128,646	\$198,041	\$570,317



▲ Samsara: A Cine-Concert — Photo: Corey James

Tourism Impact Summary

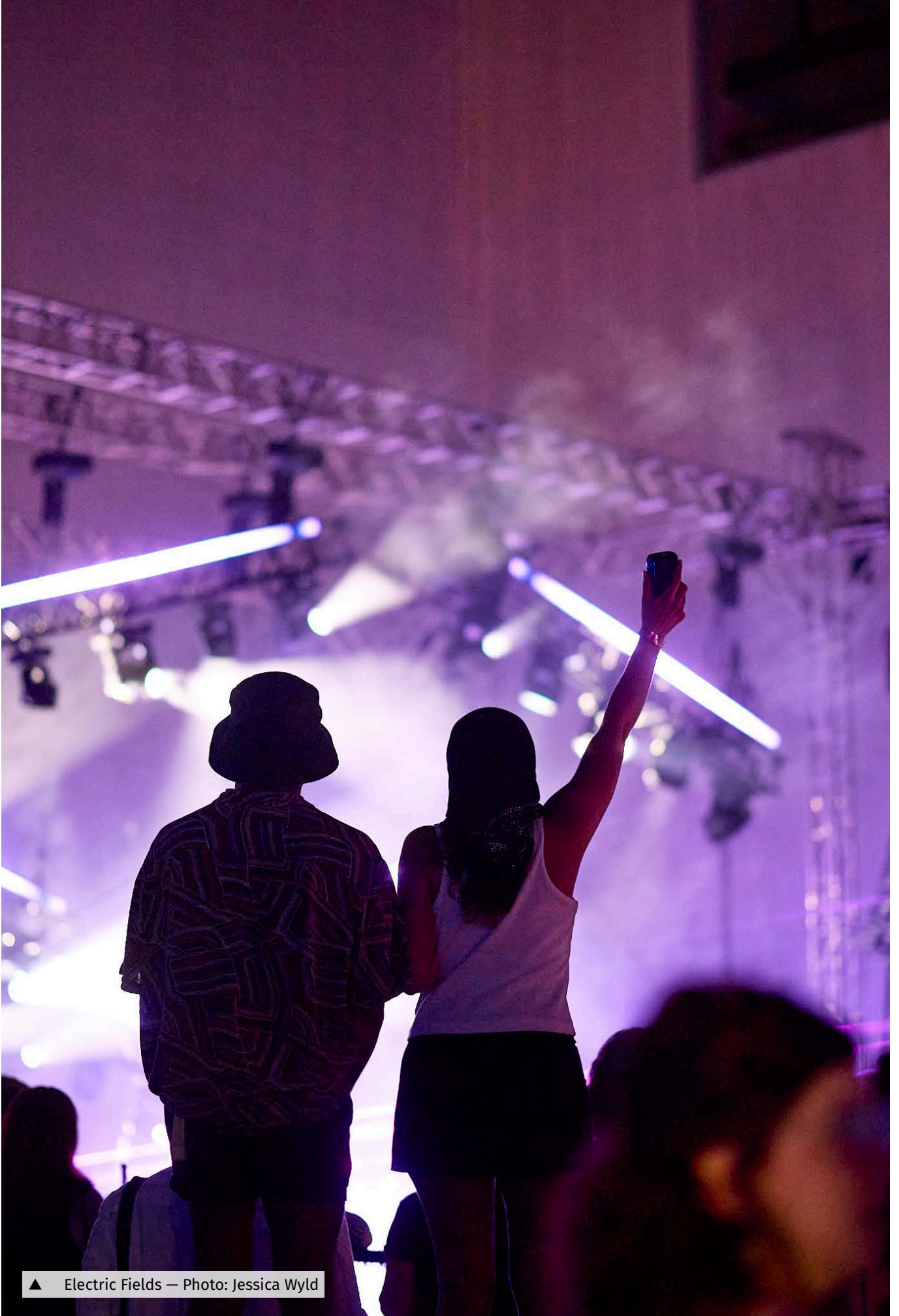
Further analysis was conducted to measure the specific direct impact of tourists during their Perth Festival visit. This combines the expenditure of their attendances to Perth Festival events with the expenditure of their entire stay in WA.

Based on survey data, it is estimated that interstate and overseas visitors attended 12,945 Perth Festival events. The unique tourist attendance figure was calculated to be 4,169, derived by dividing total attendance by the average number of events attended by tourist visitors.

Average spend-per-day is a summation of accommodation spend and daily trip spend. Direct tourism expenditure from attendees is assessed based on unique attendee figures, multiplied by tourist spending. This is added to the direct expenditure from travelling artists to calculate a total direct expenditure of tourism.

Tourism Expenditure Summary

	INTERSTATE	OVERSEAS	TOTAL
Tourist Attendance	7,262	5,683	12,945
Average Event Attendances	2.81	3.59	
Tourist Unique Attendees	2,585	1,584	4,169
Tourist Average Nights Stayed	5.9	11.7	
Tourist Average Spend Per Day	\$419	\$368	
<i>Accommodation</i>	<i>\$206</i>	<i>\$137</i>	
<i>Daily Spend</i>	<i>\$213</i>	<i>\$230</i>	
Total Trip Visitor Nights (Tourists)	9,184	8,011	17,195
Direct Tourism Expenditure (Tourists)	\$3,097,124	\$2,316,863	\$ 5,413,987
Direct Tourism Expenditure (Artists)	\$128,646	\$198,041	\$ 326,687
TOTAL DIRECT TOURISM EXPENDITURE	\$3,225,770	\$2,514,904	\$5,740,674



▲ Electric Fields — Photo: Jessica Wyld

6. Program Outcomes

Perth Festival’s key programming streams have been assessed and reported individually in this report, and benchmarked against aggregate festival averages. This identifies differences in audience demographics and outcomes by program and recognises the unique impact that each program delivers.

This section shows overall festival results, with a focus on key experience and outcome measures. The subsequent pages outline the distinctive outcomes achieved by the festival’s free program, ticketed program and Lotterywest Films. Three case studies have additionally been highlighted, including East Perth Power Station, The Embassy and Karla Bidi.

Festival Overall

Perth Festival 2025 saw a record 348,000 attendances across a huge program of free and ticketed events. 57,000 people visited one of the eleven Karla Bidi installation sites, 39,000 people watched a Lotterywest Film, and East Perth Power Station recorded 64,000 attendances across its exhibition and music offerings.

OVERALL FESTIVAL	ATTENDANCE
Ticketed	134,479
Free	214,087
TOTAL ATTENDANCE	348,566

KEY PROGRAMS	ATTENDANCE
East Perth Power Station	64,753
Lotterywest Films	39,840
Karla Bidi	57,949
The Embassy	4,351
Mahabharata	6,886
TOTAL	173,778

Festival Outcomes



91%
Overall Experience



13%
New Audience



54
Net Promoter Score



\$51
Attendee Average Spend



97% agree
Value



94% agree
Local Impact



73% agree
Access



77% agree
Belonging



89% agree
Meaning



81% agree
Place



83K
Tickets Sold



\$2.6m
Box Office

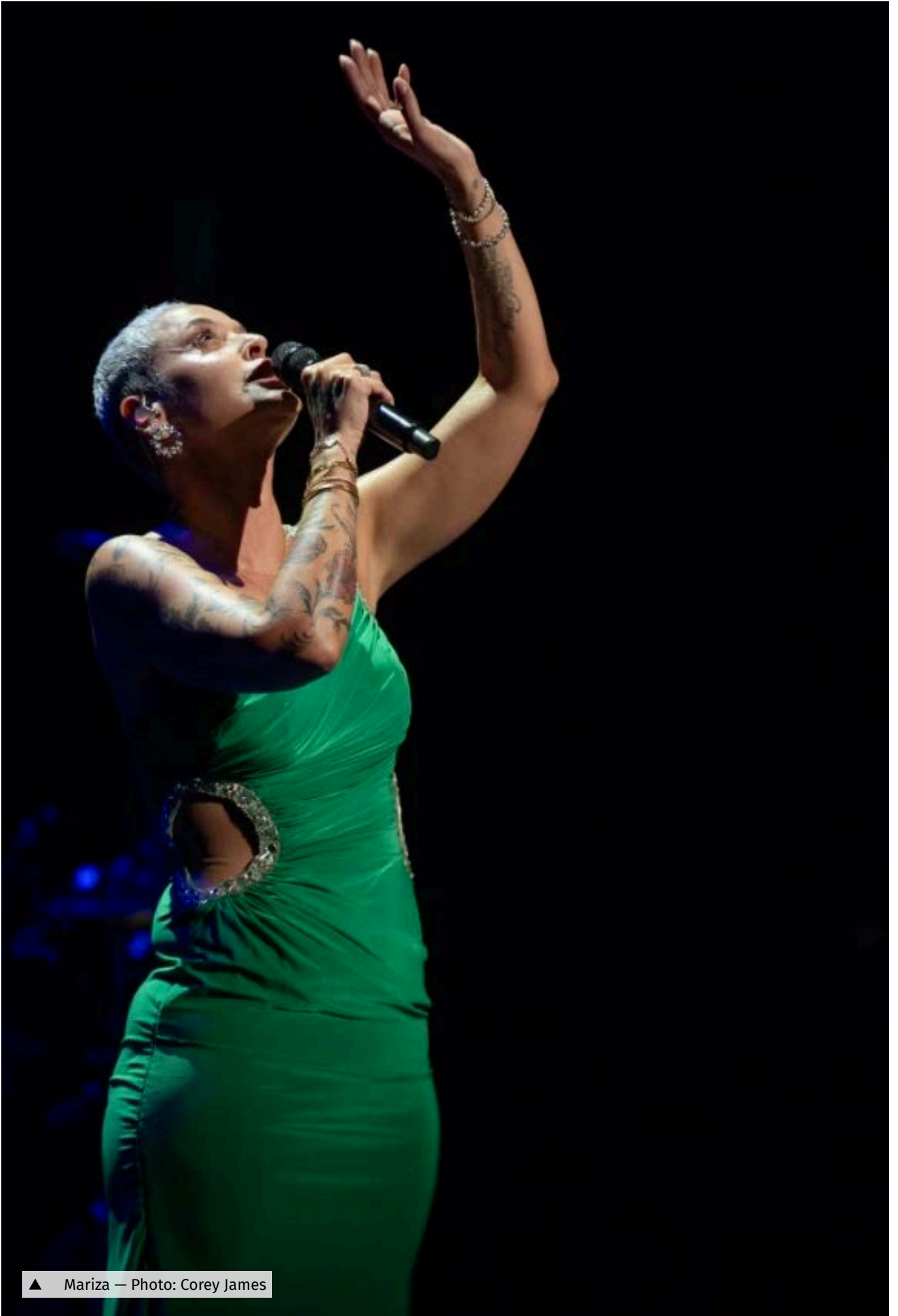
Overall Experience: % that rated their experience as 'good' or 'excellent'. +2% from 2024
New Audience: % that attended the Festival for the first time in 2025. -23% from 2024.
Net Promoter Score: Metric representing likelihood of recommendation to friends or colleagues. +2 from 2024.
Attendee Average Spend: Spend per visit, excludes ticket price. -\$1 from 2024.
Value: % that agreed Perth Festival plays an important role in the cultural life of the state. Same as 2024.
Local Impact: % that agreed Perth Festival is important for the local area. Same as 2024.
Access: % that agreed Perth Festival gave them the opportunity to access activities they would otherwise not have access to. -3 % from 2024.
Belonging: % that agreed Perth Festival made them feel a part of the community. +2% from 2024.
Meaning: % that agreed Perth Festival moved and inspired them. +9% from 2024.
Place: % that agreed Perth Festival made them feel proud of their local area. +7% from 2024.

Overall Experience All surveyed audience members were asked to rate their overall Perth Festival experience, based on the ticket purchasing process, event experience and atmosphere. Responses were split into five measures; terrible, poor, average, good and excellent. The highlighted percentage shows the proportion of survey respondents that rated their experience as 'good' or 'excellent'.

New Audience The new audience percentage shows the proportion that attended Perth Festival for the first time in 2025. This number shows Perth Festival's new audience reach and is also a good indication of loyalty from repeat audience members.

Net Promoter Score (NPS) NPS is a standardised metric that measures the loyalty between an organisation and its audience, based on their likelihood to recommend to a friend or colleague. A NPS that is positive (above 0) is generally considered to be good, with a NPS of 50+ considered to be excellent.

Attendee Average Spend Attendees were asked how much they spent during their trip to Perth Festival, both inside and outside the venue. This figure gives an insight into audience behaviour at the event, and how this might differ for different programs and venues.



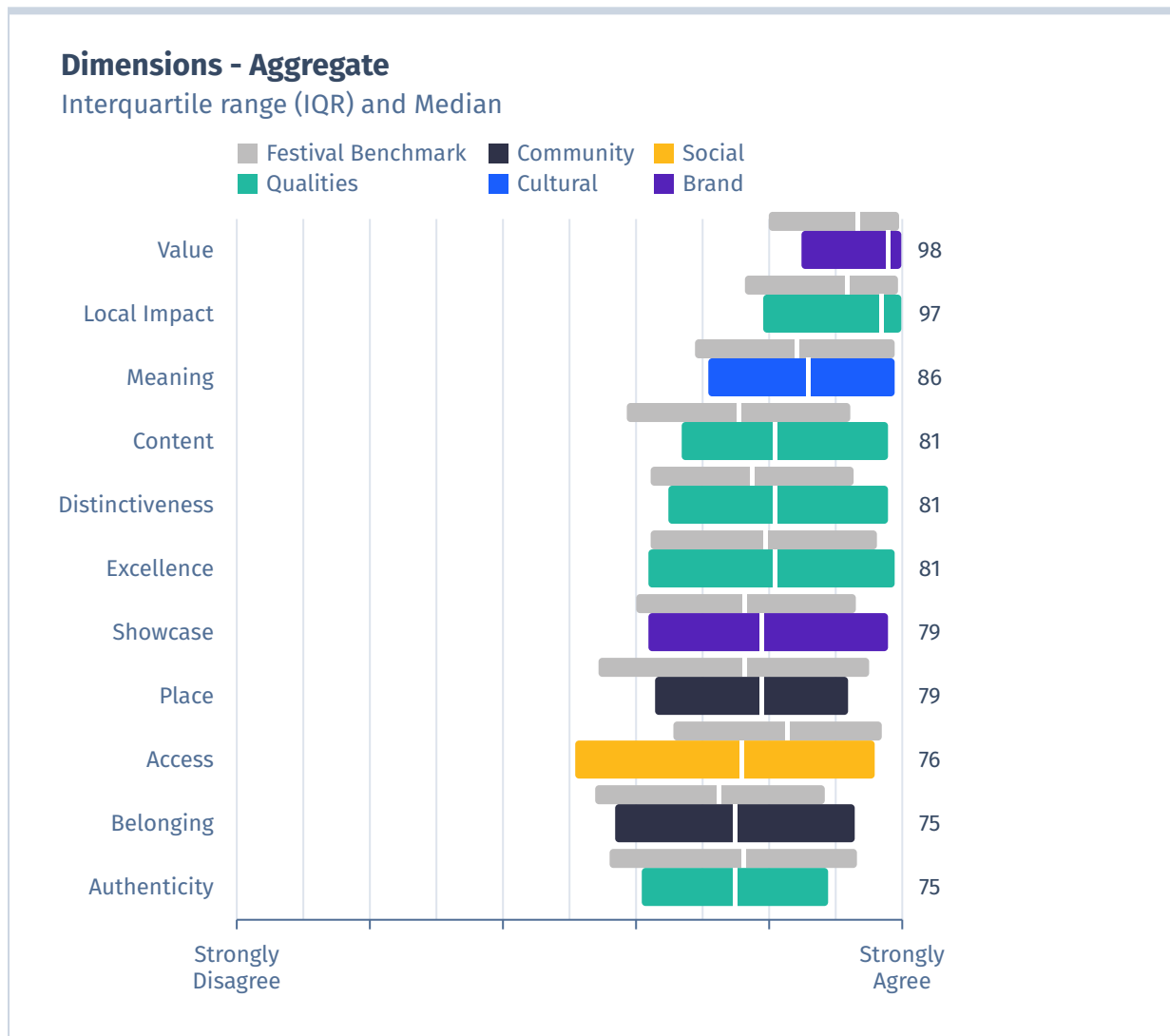
▲ Mariza — Photo: Corey James

Perth Festival 2025 Outcomes

Perth Festival's 2025 surveys contained outcome measures, or 'dimensions', which asked respondents to rate their experience of attending or participating in a Perth Festival event. Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the dimension statement. These dimensions have been used consistently to measure festival outcomes since 2019.

Benchmarks provide valuable context by comparing the 2025 Festival's outcomes to those of past years. These benchmarks are based on data gathered from previous Perth Festival seasons between 2019 and 2024.

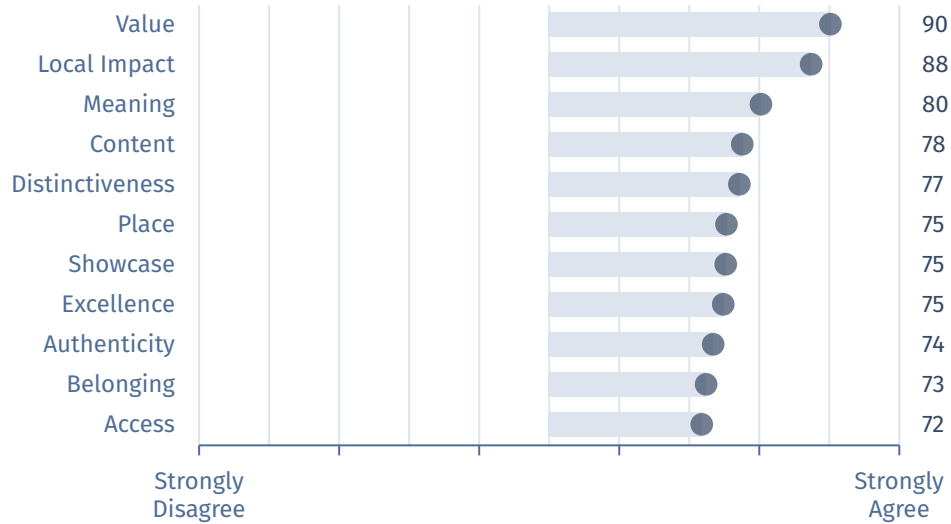
Smaller interquartile ranges suggest greater consistency in individual responses and a more uniform outcome across audiences. In contrast, larger ranges reflect broader variation in opinions. Given Perth Festival's diverse programming and audience, some variation is expected and reflects the breadth of experiences offered.



Benchmarks provide context to this year's results by comparing the impacts delivered through Perth Festival 2025 to a benchmark range and median derived from data captured throughout the Perth Festival 2019, 2020, 2021, 2022, 2023, and 2024 seasons.

Dimensions - Aggregate

Value shown is mean dimension response



Insights

Perth Festival's results in 2025 exceeded the festival benchmarks in nine of 11 comparable dimensions. This demonstrates that the majority of the outcomes achieved this year were at a higher level than the average of previous festivals.

Additionally, the size of the interquartile range provides insight into the degree of variation in survey responses. 'Access' and 'Belonging' recorded the largest interquartile ranges, indicating the greatest variation in responses to the statements 'It gave me the opportunity to access activities I would otherwise not have access to' and 'It helped me feel part of the community'.

Conversely, 'Value' and 'Local Impact' had the smallest interquartile ranges and the highest medians ('Value' = 98, 'Local Impact' = 97), suggesting that respondents were mostly consistent in agreeing that Perth Festival plays an important role in the cultural life of the State and is an important event for Perth.

When looking at the highest average results, 'Value' (90/100) and 'Local Impact' (88/100) ranked the highest, followed by 'Meaning' (80/100), 'Content' (78/100), and 'Distinctiveness' (78/100). While still positive, 'Access' recorded the lowest average, suggesting respondents were comparatively less likely to agree that Perth Festival gave them the opportunity to access activities they would otherwise not have access to.



▲ Emily Wurramara, Casa Musica — Photo: Cole Baxter

Free Program

Perth Festival's 2025 free program was the most extensive in the Festival's history: 105 events attracted 214,087 attendances, 34% of whom were new to the Festival. Anchored by the East Perth Power Station, where projections by Noongar artists Allan Yarran, Ilona McGuire and Daniel Hansen lit the building's façade, the line-up stretched city-wide. The *Karla Bidi* light-and-sound trail drew 57,949 attendances along the Swan, Casa Musica provided riverside grooves, and a younger crowd (average age 43) responded enthusiastically, with 89 % rating their experience 'good' or 'excellent' and a Net Promoter Score of 48.

In Forrest Place, *Perth Moves* turned the city into a giant dance floor; beachside, *Indian Ocean Sounds* filled Scarborough with live music; and in Bayswater more than 3,000 voices joined Perth Symphony Orchestra for *Orchestra-oke*. Free visual arts offerings ranged across Perth and Fremantle, highlighted by Laure Prouvost's *Oui Move in You*, Judith Anya Samson's *Anya's Puntawarri World* and Shupiwe Chongwe's *Bedforms*, ensuring access without compromising artistic quality.



89%
Overall Experience



34%
New Audience



48
Net Promoter Score



\$41
Attendee Average Spend

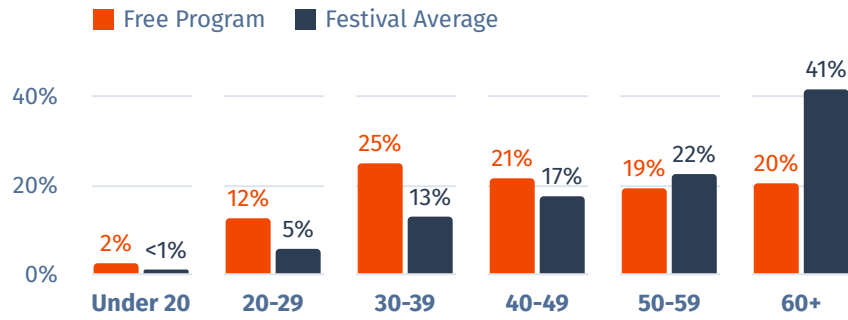
Overall Experience: % that rated their experience as 'good' or 'excellent'.

New Audience: % that attended the Festival for the first time in 2025.

Attendee Average Spend: Spend per visit, excludes ticket price.

Age - Free Program

What is your age?

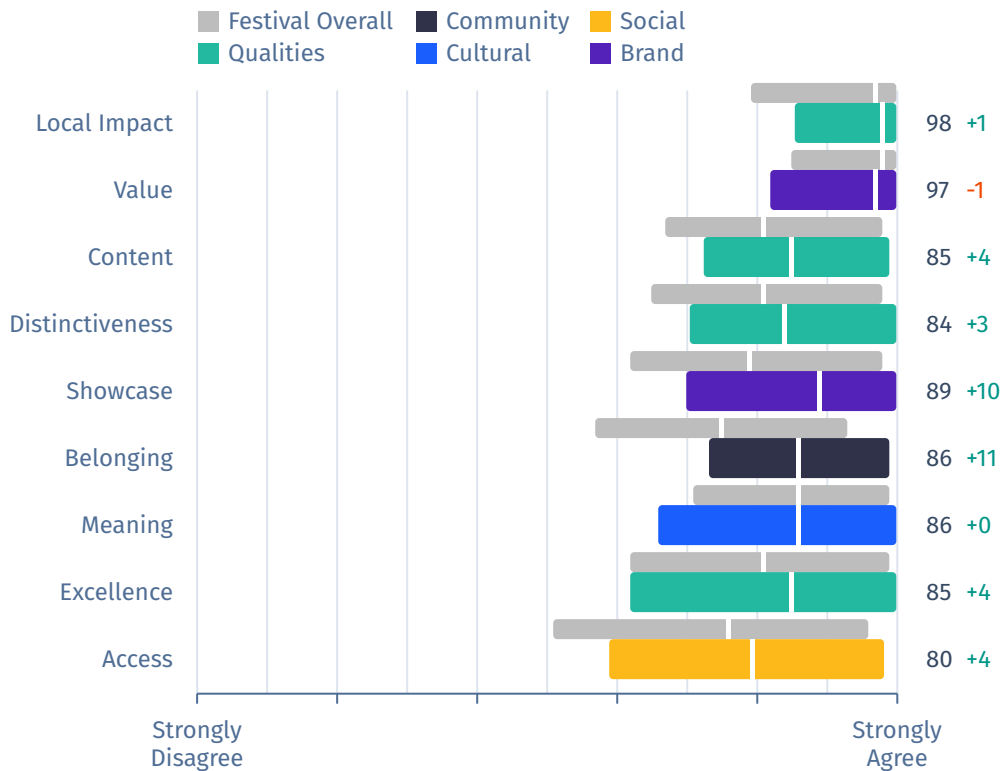


Average Age: **43**

Difference from 2024: -16

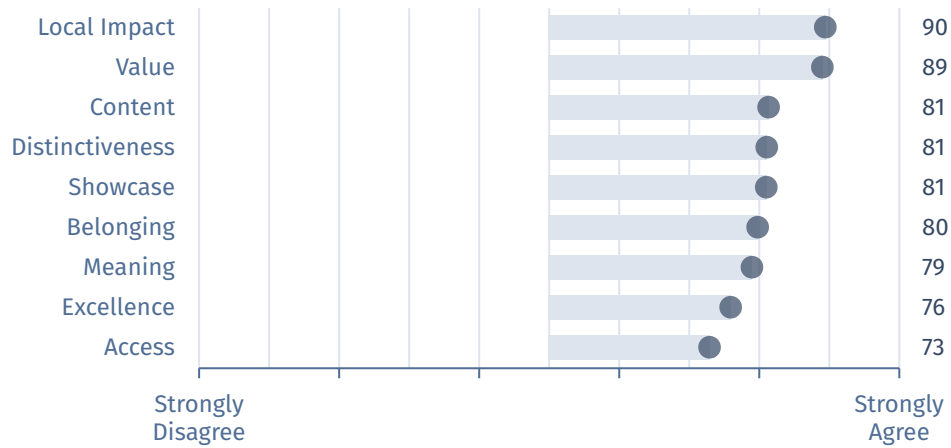
Dimensions - Free Program

Interquartile range (IQR) and Median



Dimensions - Free Program

Value shown is mean dimension response



Note: To provide deeper insight into the Dimension outcomes, the results are shown in two formats. The first tab shows a box plot 'interquartile range' (IQR), which is useful for gauging the spread of responses *within* a single Dimension. The boxes represent the range for the middle 50% of responses, with the median response indicated with a white line. The second tab shows the average (mean) response, which provides a single summary statistic to enable simple comparison *between* Dimensions.

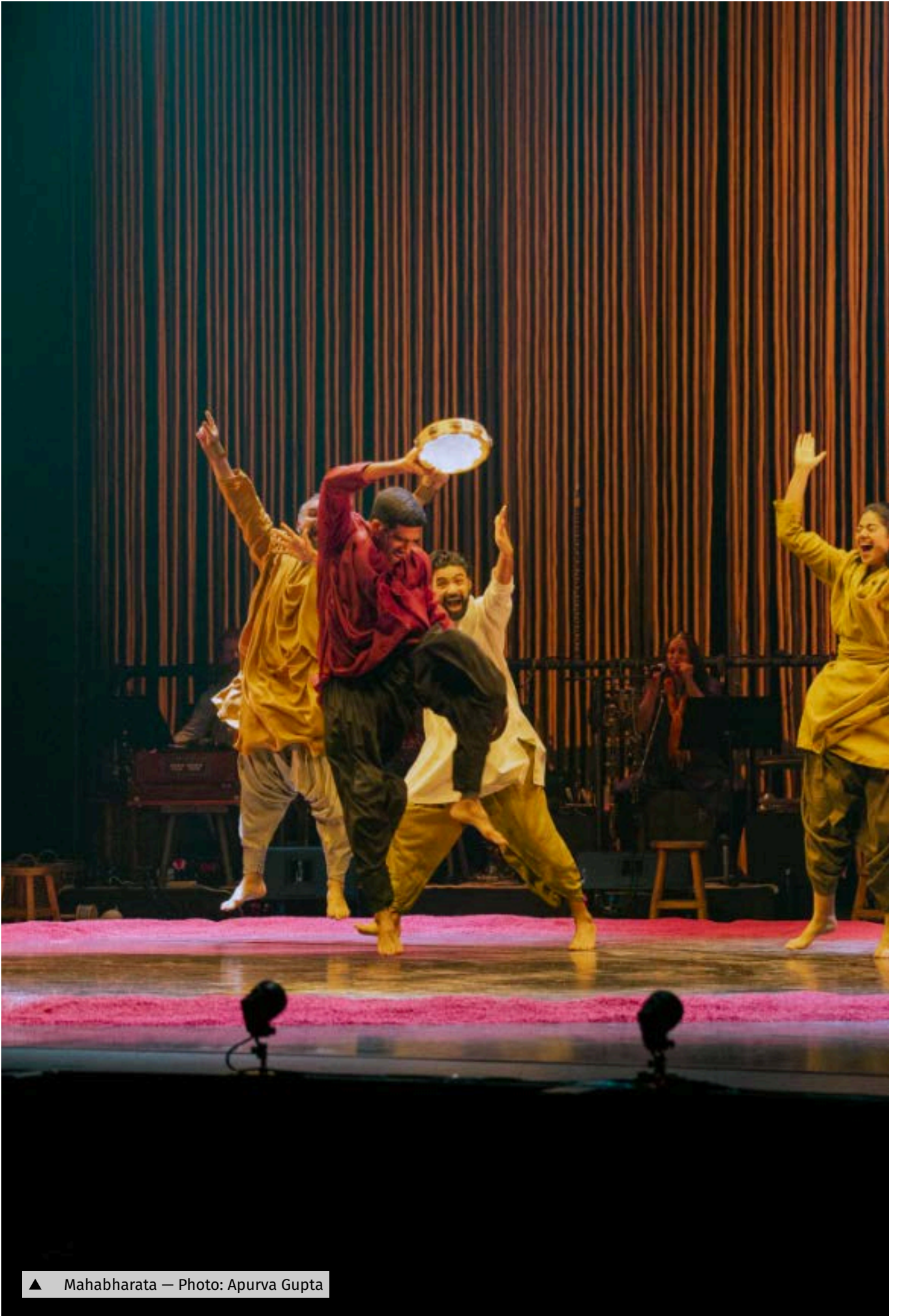
Insights

Of those attending free programs in 2025, 34% were first-time attendees. Within this group, 89% rated their experience as good or excellent, and gave events in this program a Net Promoter Score (NPS) of 48. This result reflects a strong likelihood that audience members would recommend the free program to others. On average, attendees spent \$41 at free events, slightly under the festival average.

The average age of attendees was 43 years, 11 years younger than the overall Perth Festival audience average of 54 years.

Eight of the nine dimensions measured for free program events exceeded the overall festival results. Although 'Value' fell slightly below the benchmark (-1), it achieved one of the highest median scores and had one of the smallest interquartile ranges, alongside 'Local Impact'. In contrast, dimensions such as 'Meaning', 'Excellence', and 'Access' exhibited greater variation in responses.

In terms of average scores, 'Local Impact' (90/100) and 'Value' (89/100) were the highest rated, indicating strong agreement with the importance of the festival for Perth and the festival's contribution and role in the cultural life of WA. 'Content', 'Distinctiveness' and 'Showcase' each received an average score of 81/100.



▲ Mahabharata — Photo: Apurva Gupta

Ticketed Events

Ticketed events at Perth Festival 2025 delivered some of the program’s most memorable and impactful moments. Net Promoter Score climbed to 61 (from 54 in 2024) and 94% of survey respondents rated their experience ‘good’ or ‘excellent’, the highest result in three years. Highlights included PJ Harvey’s powerful finale at Kings Park, Fontaines D.C.’s high-energy set at Red Hill Amphitheatre, and Maribou State’s sold-out East Perth Power Station dancefloor takeover.

Theatre and performance standouts ranged from the epic *Mahabharata*, the emotionally charged *August: Osage County* and the WA-made premiere *Night Night*. Audiences were also captivated by bold contemporary works such as *CARCAÇA*, which pushed artistic boundaries through percussive, high-impact dance. The program culminated at East Perth Power Station, where the Main Stage pulsed with energy as music icons Röyksopp, Nils Frahm, Electric Fields, and DJ Moktar delivered genre-blending sets in a dramatic industrial setting. Together, these events showcased the Festival’s scale, diversity and creative ambition.



93%
Overall Experience



16%
New Audience



63
Net Promoter Score

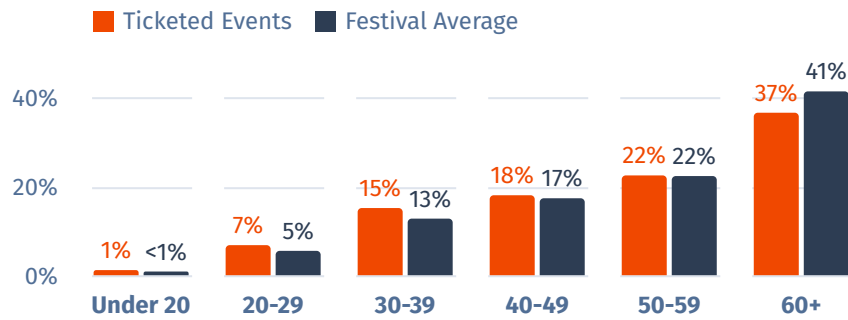


\$48
Attendee Average Spend

Overall Experience: % that rated their experience as 'good' or 'excellent'.
New Audience: % that attended the Festival for the first time in 2025.
Attendee Average Spend: Spend per visit, excludes ticket price.

Age - Ticketed Events

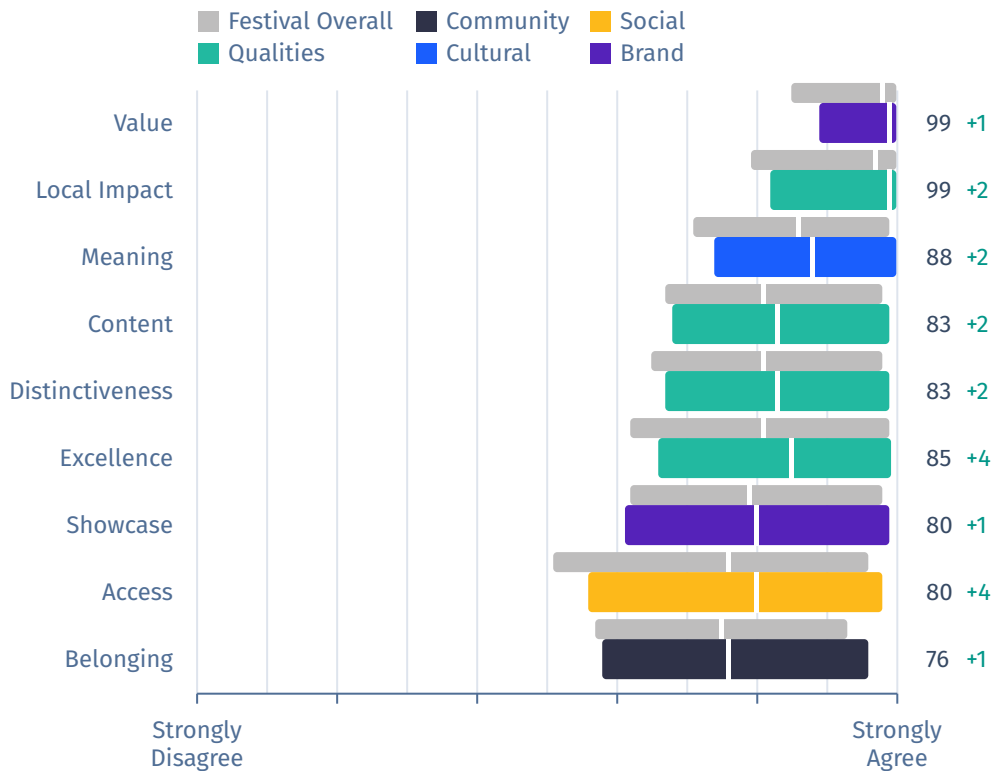
What is your age?



Average Age: 53
Difference from 2024: -7

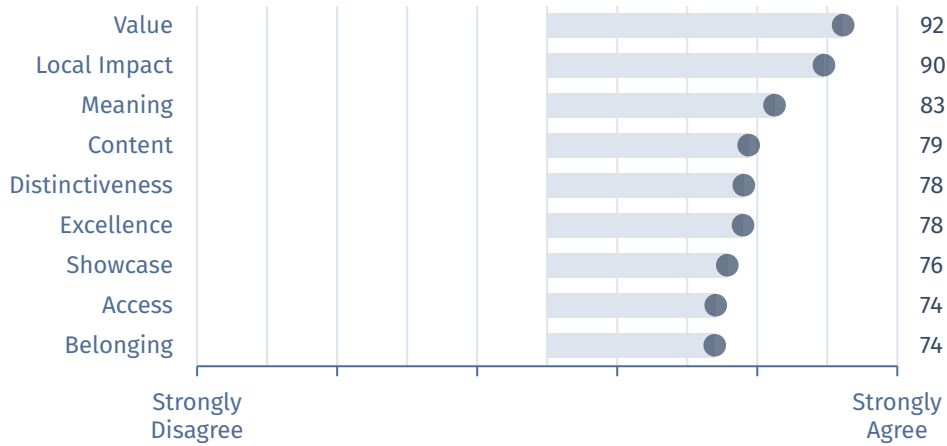
Dimensions - Ticketed Events

Interquartile range (IQR) and Median



Dimensions - Ticketed Events

Value shown is mean dimension response



Note: To provide deeper insight into the Dimension outcomes, the results are shown in two formats. The first tab shows a box plot 'interquartile range' (IQR), which is useful for gauging the spread of responses *within* a single Dimension. The boxes represent the range for the middle 50% of responses, with the median response indicated with a white line. The second tab shows the average (mean) response, which provides a single summary statistic to enable simple comparison *between* Dimensions.

Insights

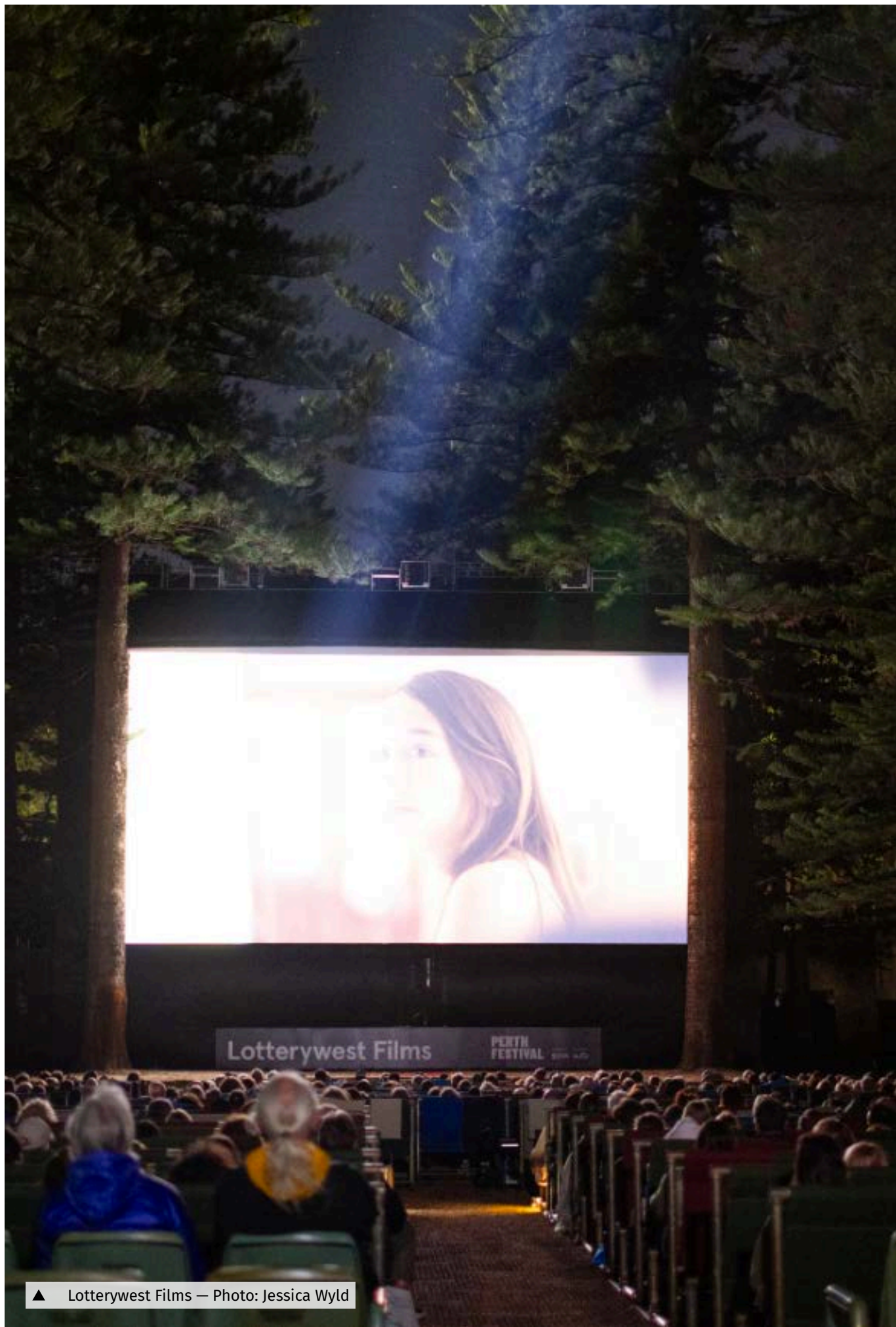
Among attendees of ticketed events, 16% were engaging with Perth Festival for the first time. The overall experience score was notably high, with 93% rating their experience as either good or excellent. This group reported a Net Promoter Score (NPS) of 63, indicating very strong customer loyalty, with the majority of respondents being classified as promoters and relatively few detractors.

Across all ticketed events, attendees spent an average of \$48.

The average age of attendees at ticketed events was 53 years, representing a decrease of seven years from 2024 and one year below the overall festival average.

Ticketed events exceeded the festival median across all nine assessed dimensions. 'Value' achieved the highest median (99/100) and average (92/100) scores, followed closely by 'Local Impact', which also recorded a 99/100 median and a 90/100 average.

'Access' and 'Belonging' recorded the lowest average scores. These results suggest that respondents were comparatively less likely to agree that the events gave them the opportunity to access activities they would not otherwise have access to, or that the events helped them feel part of the community.



▲ Lotterywest Films — Photo: Jessica Wyld

Lotterywest Films

A festival staple for more than 70 years, Lotterywest Films returned to Somerville at UWA with a curated season (25 November – 6 April) featuring 23 films from 15+ countries that captured the energy of contemporary cinema.

In early February, a venue-related issue led to a precautionary pause in operations while remediation works were undertaken. As a result, several screenings were cancelled, reducing the overall duration of the season by several weeks.

Despite the shortened run, audiences embraced the line-up's mix of classic coming-of-age stories, urgent global themes and uplifting tales of redemption. A total of 39,840 tickets were sold, with patrons attending an average of 2.6 films each.



91%
Overall Experience



56
Net Promoter Score

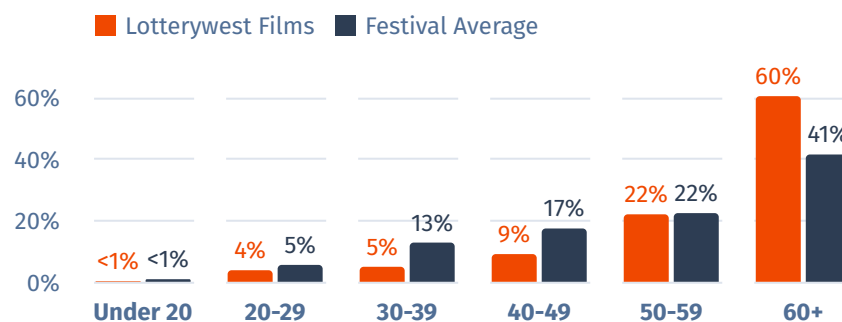


\$44
Attendee Average Spend

Overall Experience: % that rated their experience as 'good' or 'excellent'.
Attendee Average Spend: Spend per visit, excludes ticket price.

Age - Lotterywest Films

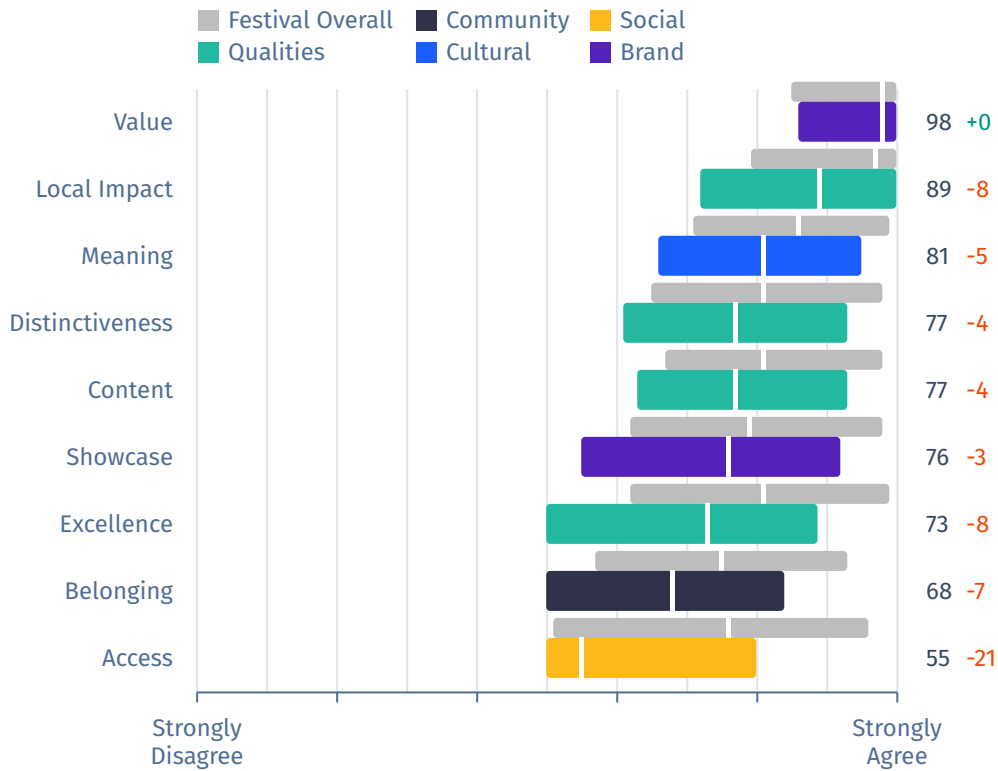
What is your age?



Average Age: 62
 Difference from 2024: +2

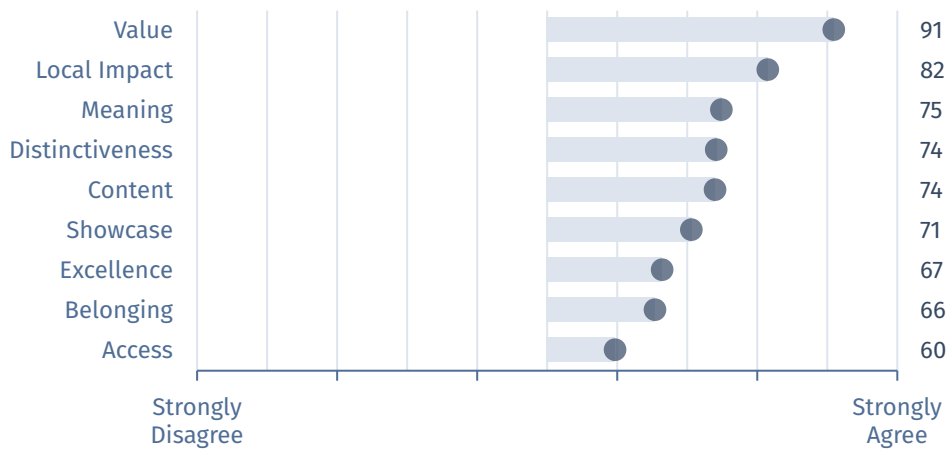
Dimensions - Lotterywest Films

Interquartile range (IQR) and Median



Dimensions - Lotterywest Films

Value shown is mean dimension response



Note: To provide deeper insight into the Dimension outcomes, the results are shown in two formats. The first tab shows a box plot 'interquartile range' (IQR), which is useful for gauging the spread of responses *within* a single Dimension. The boxes represent the range for the middle 50% of responses, with the median response indicated with a white line. The second tab shows the average (mean) response, which provides a single summary statistic to enable simple comparison *between* Dimensions.

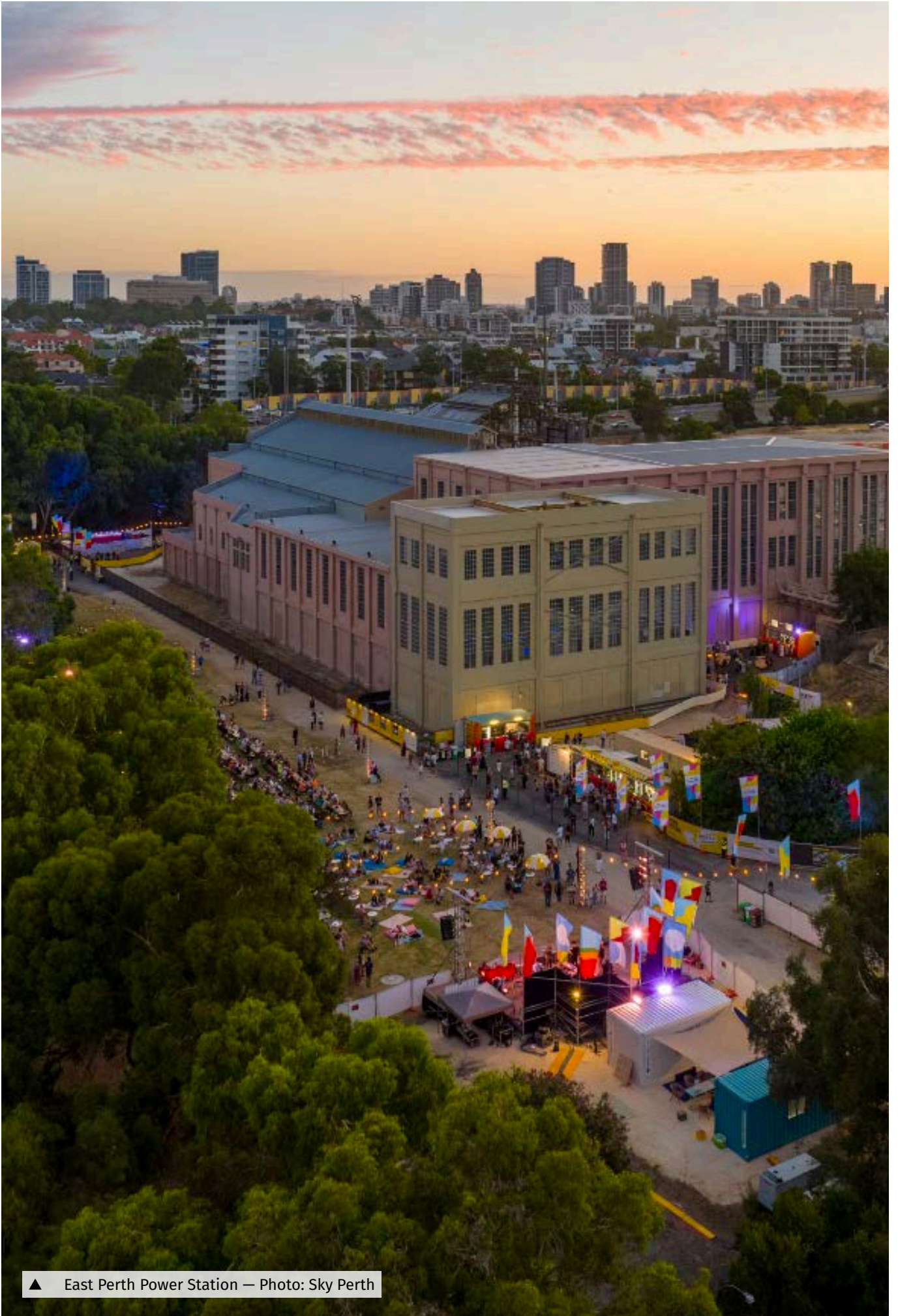
Insights

The Lotterywest Films program attracted a predominantly returning audience. In 2025, 91% of respondents reported a good or excellent experience, marking a 7% increase from 2024. The NPS for Lotterywest Films also rose by 10 points, increasing from 46 to 56, suggesting enhanced brand loyalty and a stronger likelihood of recommendation. The average attendee spend was reported as \$44.

When looking at the breakdown of age for this program, the average age of attendees was 62 years, which is two years older than the results from 2024.

Performance across eight of the nine measured dimensions fell below the overall festival benchmarks. However, the 'Value' dimension matched the benchmark average and showed the least variation in responses. 'Access' recorded the lowest median score and experienced a significant decline when compared to the overall festival median. 'Showcase', 'Excellence', and 'Belonging' exhibited the greatest variation in respondent feedback.

The highest average scores were recorded for 'Value' (91/100) and 'Local Impact' (82/100). The lowest averages were seen in 'Belonging' (66/100) and 'Access' (60/100).



▲ East Perth Power Station — Photo: Sky Perth

7. Program Case Studies

Case Study: East Perth Power Station

Inspired by iconic venues like London's Printworks, the East Perth Power Station was transformed into a pulsating live music venue that retained its industrial character, complete with steel beams and a cavernous dancefloor. Hosting music from across the globe, the Power Station's Mainstage spanned electronic, rock, pop and house genres. The site also hosted Casa Musica, a free concert series celebrating the many cultures that have enriched Western Australia, and the *East Perth Power Station Commission* projections, part of Boorloo Contemporary a new visual arts program featuring special commissions and cultural conversations celebrating the vision and talent of Aboriginal and First Nations artists. The precinct saw 64,000 attendances across its exhibition and music offerings, with 375 artists engaged.



96%
Overall Experience



21%
New Audience



69
Net Promoter Score



\$76
Attendee Average Spend

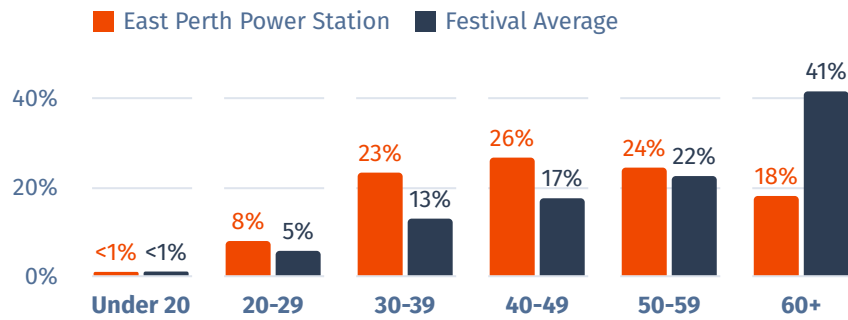
Overall Experience: % that rated their experience as 'good' or 'excellent'.

New Audience: % that attended the Festival for the first time in 2025.

Attendee Average Spend: Spend per visit, excludes ticket price.

Age - East Perth Power Station

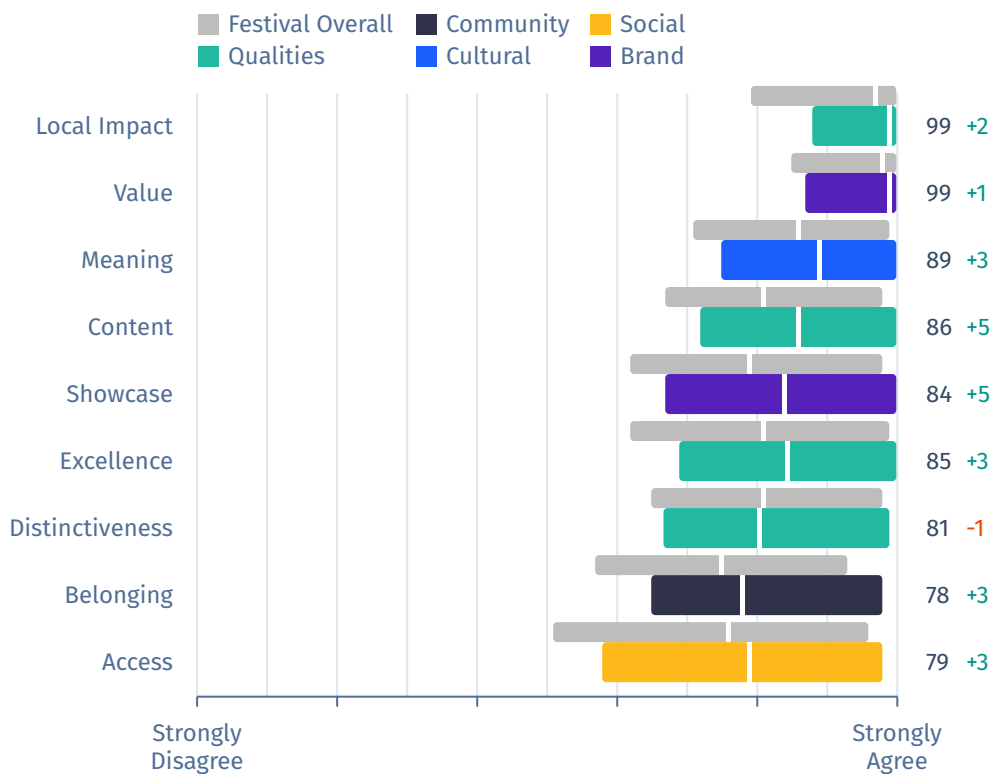
What is your age?



Average Age: 46

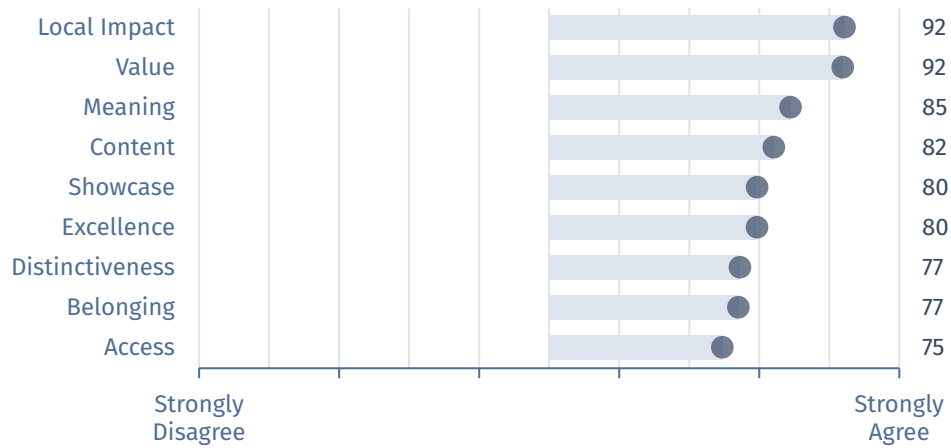
Dimensions - East Perth Power Station

Interquartile range (IQR) and Median



Dimensions - East Perth Power Station

Value shown is mean dimension response



Note: To provide deeper insight into the Dimension outcomes, the results are shown in two formats. The first tab shows a box plot 'interquartile range' (IQR), which is useful for gauging the spread of responses *within* a single Dimension. The boxes represent the range for the middle 50% of responses, with the median response indicated with a white line. The second tab shows the average (mean) response, which provides a single summary statistic to enable simple comparison *between* Dimensions.

Insights

Based on the respondent sample, East Perth Power Station introduced 21% of its attendees to Perth Festival for the first time. Among these first-time attendees, 96% reported having a good or excellent experience, contributing to a Net Promoter Score (NPS) of 69. This indicates an excellent level of brand loyalty and a strong likelihood of recommendation by attendees.

On average, attendees to East Perth Power Station events spent \$76 during their visit, which is above the festival average.

The average age of attendees was 46 years, which is eight years younger than the overall festival average.

Eight of the nine evaluated dimensions exceeded the festival benchmark. 'Local Impact' and 'Value' each achieved top scores of 99/100. In contrast, 'Distinctiveness' scored one point below the benchmark, suggesting that respondents were slightly less likely to agree that East Perth Power Station was different from other events they had previously experienced. As observed in other areas of the festival, 'Belonging' and 'Access' showed the greatest variability in responses.

All dimension averages for this event were 75 or higher, with six dimensions exceeding 80%, indicating broad and consistent positive feedback. 'Local Impact' and 'Value' had the highest average scores, both at 92/100.



▲ Hailu Mergia — Photo: Franz Bato

Case Study: Embassy

The historic Perth Town Hall was transformed into *The Embassy*, a vibrant late-night venue that hosted a rich blend of musical experiences, spanning classical ensembles to rockabilly blues. Attracting 4,351 attendances and featuring 110 artists, *The Embassy* welcomed standout performances from the likes of country-soul star Tami Neilson, the captivating Camille O’Sullivan, Ethiopian jazz legend Hailu Mergia and a joyful tribute to The Coolbaroo Club in *A Night Out West*. Each weekend, *Embassy Up Late* became the free late-night hotspot of the festival – an artist club filled with surprises and moments of delight.



88%
Overall Experience

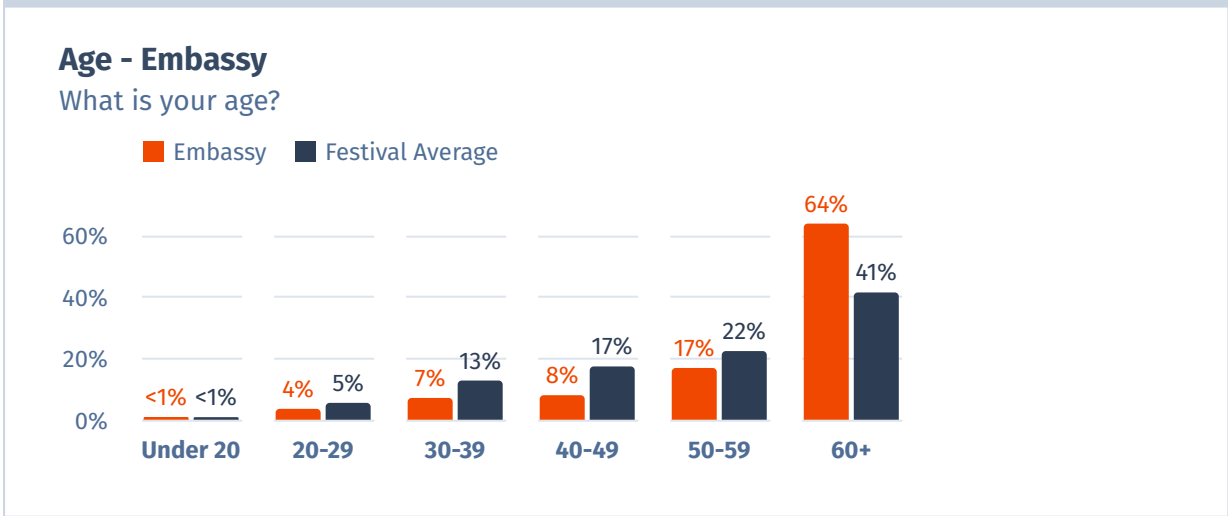


5%
New Audience



55
Net Promoter Score

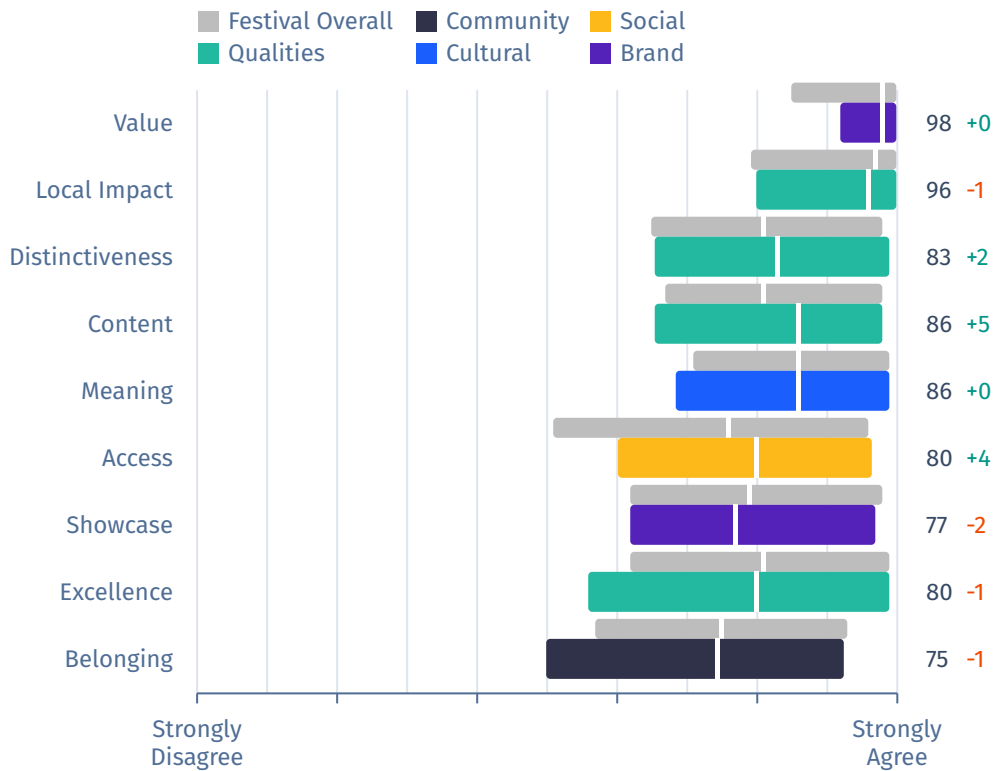
Overall Experience: % that rated their experience as 'good' or 'excellent'.
New Audience: % that attended the Festival for the first time in 2025.



Average Age: 65

Dimensions - Embassy

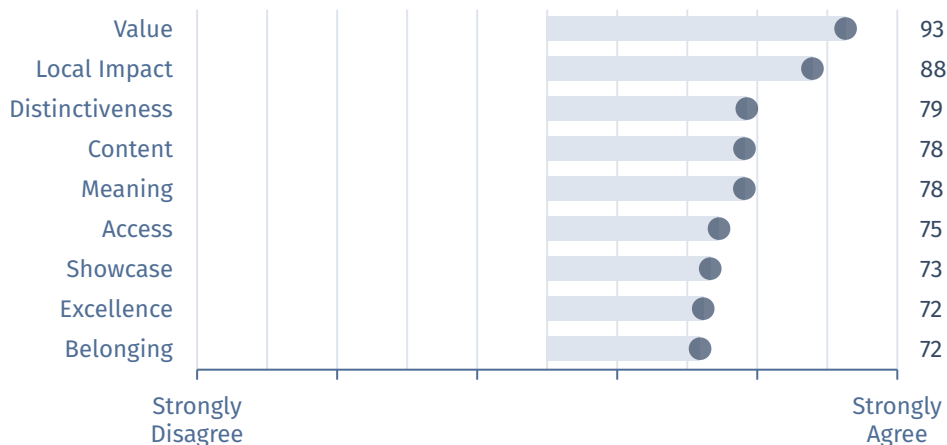
Interquartile range (IQR) and Median



[UPDATED FOR 2025]

Dimensions - Embassy

Value shown is mean dimension response



Note: To provide deeper insight into the Dimension outcomes, the results are shown in two formats. The first tab shows a box plot 'interquartile range' (IQR), which is useful for gauging the spread of responses *within* a single Dimension. The boxes represent the range for the middle 50% of responses, with the median response indicated with a white line. The second tab shows the average (mean) response, which provides a single summary statistic to enable simple comparison *between* Dimensions.

Insights

Only a small proportion (5%) of The Embassy's audience were first-time attendees. Of all respondents, 88% reported a good or excellent experience. The NPS of 55 indicates strong brand loyalty and a high likelihood of audience members recommending the event. A notable 64% of attendees were aged 60 or older – 23% above the overall festival average.

The average age of The Embassy attendees was 65 years. The Embassy exceeded festival benchmarks in five of the nine measured dimensions. 'Value' and 'Local Impact' again emerged as standout dimensions, both recording the highest median scores and the least variability in responses. Additionally, the 'Content' dimension improved by five points relative to the festival benchmark, suggesting broader and more inclusive representation. In contrast, 'Excellence' and 'Belonging' had the lowest median scores and the largest interquartile ranges, indicating that respondents were less likely to agree that The Embassy helped them feel part of the community or that it represented the best of its kind.

The highest average scores were for 'Value' (93/100) and 'Local Impact' (88/100).



▲ Karla Bidi — Photo: Jessica Wyld

Case Study: Karla Bidi

The centrepiece of Perth Festival and a Lotterywest community experience, *Karla Bidi* (Noongar for fire trail), brought 57,949 attendances to the nightly light-and-sound installation that transformed the Derbarl Yerrigan / Swan River with 11 beacons of light stretching from the hills to the Indian Ocean. Inspired by Noongar traditions of lighting fires to guide and welcome visitors, *Karla Bidi* became a city-wide artwork that connected communities from Guildford to Fremantle and invited reflection on the river's cultural and historical significance.



71%
Overall Experience



25%
New Audience

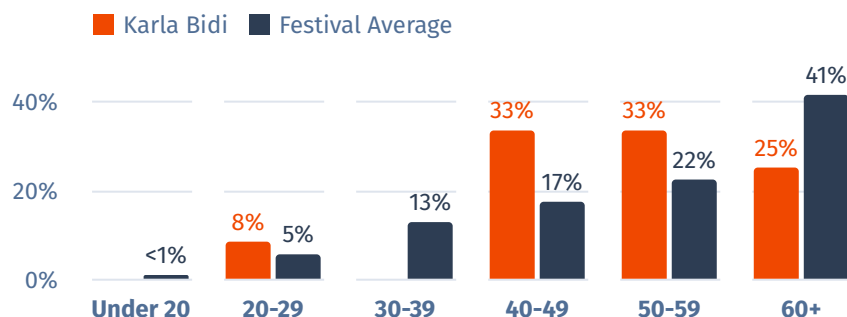


29
Net Promoter Score

Overall Experience: % that rated their experience as 'good' or 'excellent'.
New Audience: % that attended the Festival for the first time in 2025.

Age - Karla Bidi

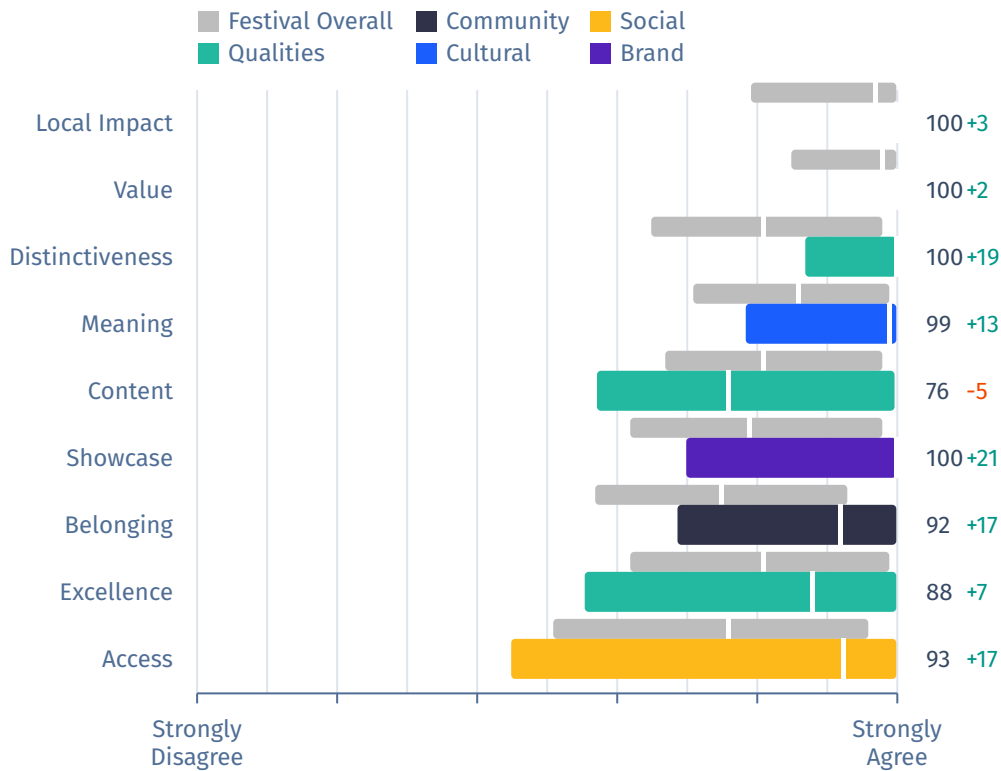
What is your age?



Average Age: 52

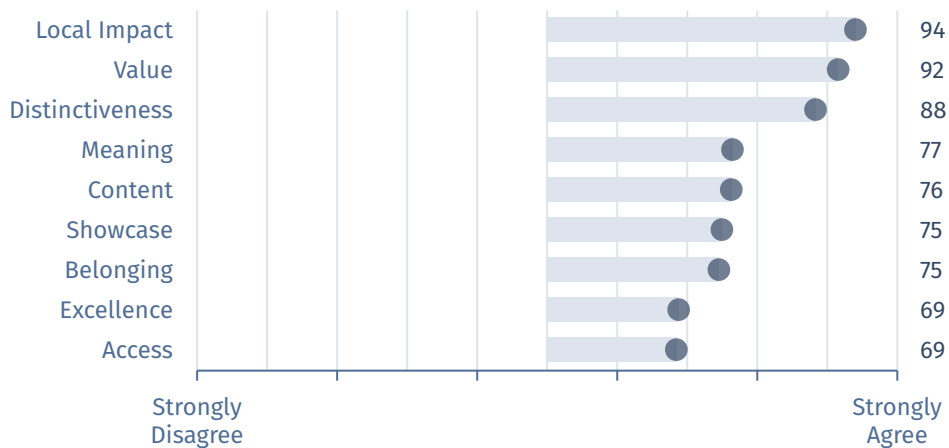
Dimensions - Karla Bidi

Interquartile range (IQR) and Median



Dimensions - Karla Bidi

Value shown is mean dimension response



Note: To provide deeper insight into the Dimension outcomes, the results are shown in two formats. The first tab shows a box plot 'interquartile range' (IQR), which is useful for gauging the spread of responses *within* a single Dimension. The boxes represent the range for the middle 50% of responses, with the median response indicated with a white line. The second tab shows the average (mean) response, which provides a single summary statistic to enable simple comparison *between* Dimensions.

Insights

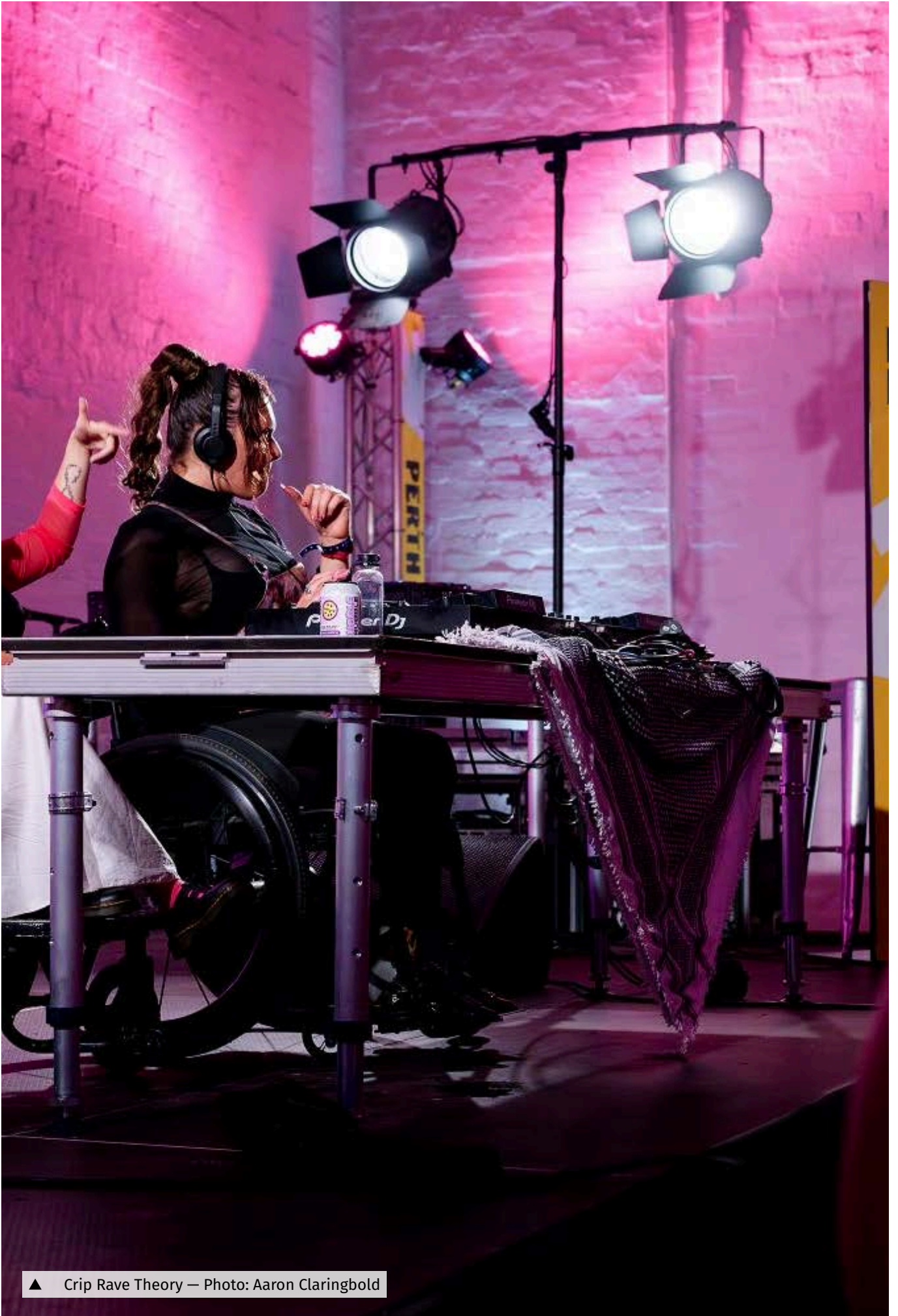
At Karla Bidi, 25% of respondents were attending Perth Festival for the first time. Of all attendees, 71% rated their experience as good or excellent, and the event received a Net Promoter Score (NPS) of 29, suggesting a good level of customer loyalty.

The average age of attendees was 52 years, with the majority of respondents (33% each) falling within the 40–49 and 50–59 age brackets.

All measured dimensions, with the exception of 'Content', outperformed the overall festival benchmarks. 'Local Impact', 'Value' and 'Distinctiveness' each recorded median scores of 100/100, due in part to very small sample sizes. Notable improvements over the festival median were observed for 'Distinctiveness' (+19), 'Showcase' (+21), 'Belonging' (+17) and 'Access' (+17).

The dimensions 'Excellence' and 'Access' demonstrated greater spread in responses, as indicated by their wider interquartile ranges. 'Local Impact' and 'Value' received the highest average scores, closely followed by 'Distinctiveness' (88/100). 'Excellence' and 'Access' received the lowest average at 69/100 each.

Note: Only 19 survey respondents provided results related specifically to Karla Bidi within the free event survey. In subsequent years, more focused data capture for Karla Bidi will be carried out.



▲ Crip Rave Theory — Photo: Aaron Claringbold

8. Comparisons and Benchmarks

Year-on-Year Experience Comparison

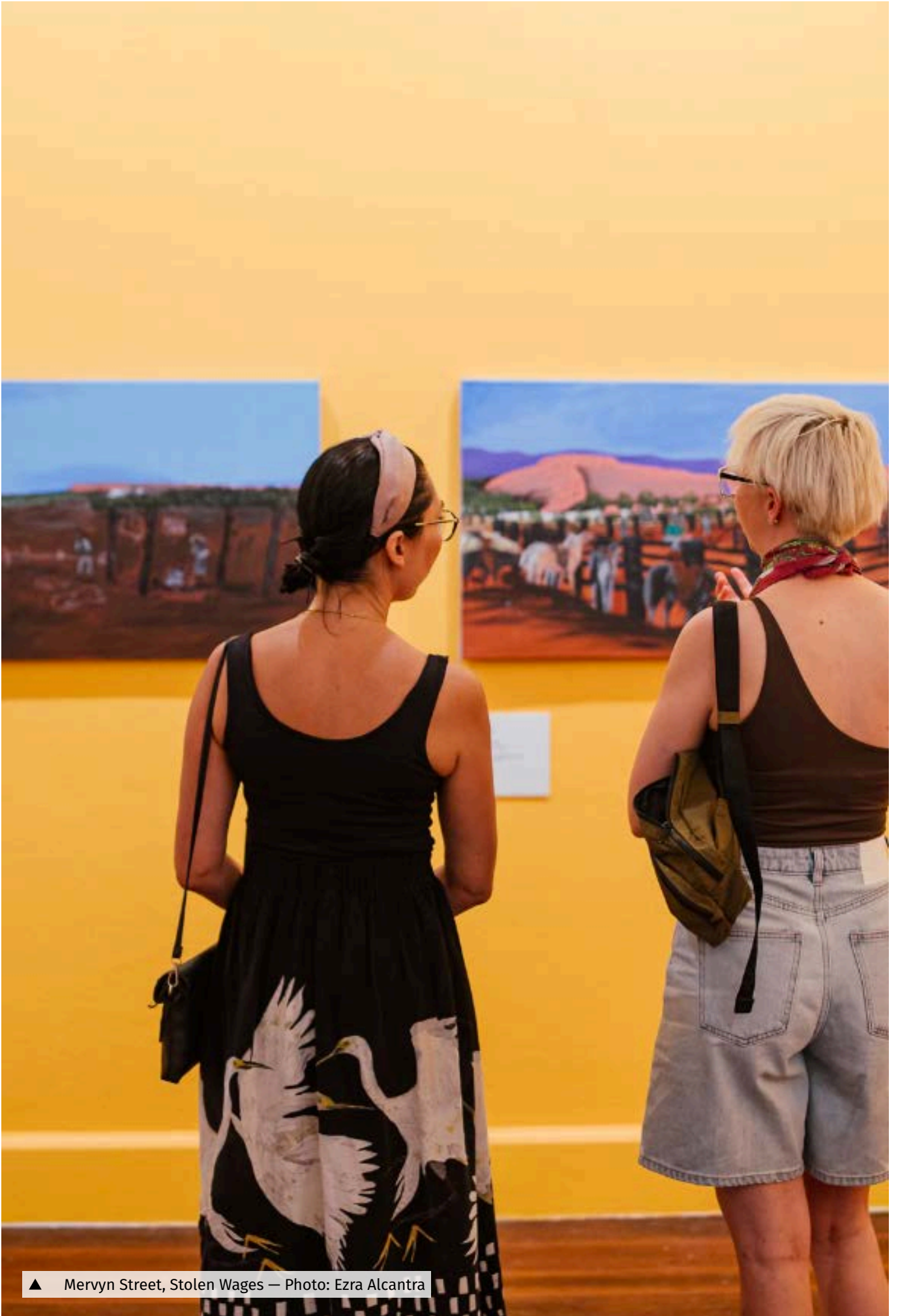
Perth Festival implemented the Culture Counts evaluation framework in 2018, allowing for ongoing measurement of new data against baseline results. This consistent measurement provides the ability to identify interesting changes or developments in audience perceptions, including the influence of new programming strategies.

The Audience Experience Comparison below shows comparative results across the overall experience score, new audience, Net Promoter Score and average spend for the festival as a whole over seven years.

On the next page, the 2019 to 2025 Dimension Average Comparison chart shows this year's outcomes compared with previous festival results.

Audience Experience Comparison

Year	Overall Experience	New Audience	Net Promoter Score	Attendee Average Spend
2019	91%	17%	61	\$23
2020	92%	23%	53	\$54
2021	91%	15%	62	\$48
2022	94%	14%	65	\$51
2023	88%	30%	54	\$77
2024	89%	36%	52	\$52
2025	91%	13%	54	\$51



▲ Mervyn Street, Stolen Wages — Photo: Ezra Alcantra

Year-on-Year Outcomes Comparison

The consistent use of metrics allows Perth Festival to track progress in achieving strategic outcomes over time and across programs. The below chart demonstrates the differences in outcomes achieved for Perth Festival programs from 2019 to 2025.

Dimension Outcomes - Year on Year

Average (mean) response



Note: Perth Festival implemented a new framework in 2023, therefore benchmark data for the Meaning and Access dimensions is only available from 2023 onwards.

Insights

Dimension results in 2025 were higher than or equal to eight of the 11 measures when compared to 2024. The most significant increases were seen in 'Content' (+7) and 'Distinctiveness' (+5). However, results for 'Access', 'Local Impact' and 'Place' declined relative to 2024.

In 2025, 'Value' (90/100) recorded its equal-highest score since evaluation began in 2019. The consistently strong results for 'Value' indicate that Perth Festival audiences have, year after year, agreed that the festival plays an important role in the cultural life of the state.

While still achieving a positive average of 72/100, 'Access' recorded its lowest result since the dimension was introduced to the measurement framework in 2023. This suggests that in 2025, respondents were less likely to agree that Perth Festival gave them the opportunity to access activities they would otherwise not have had access to.



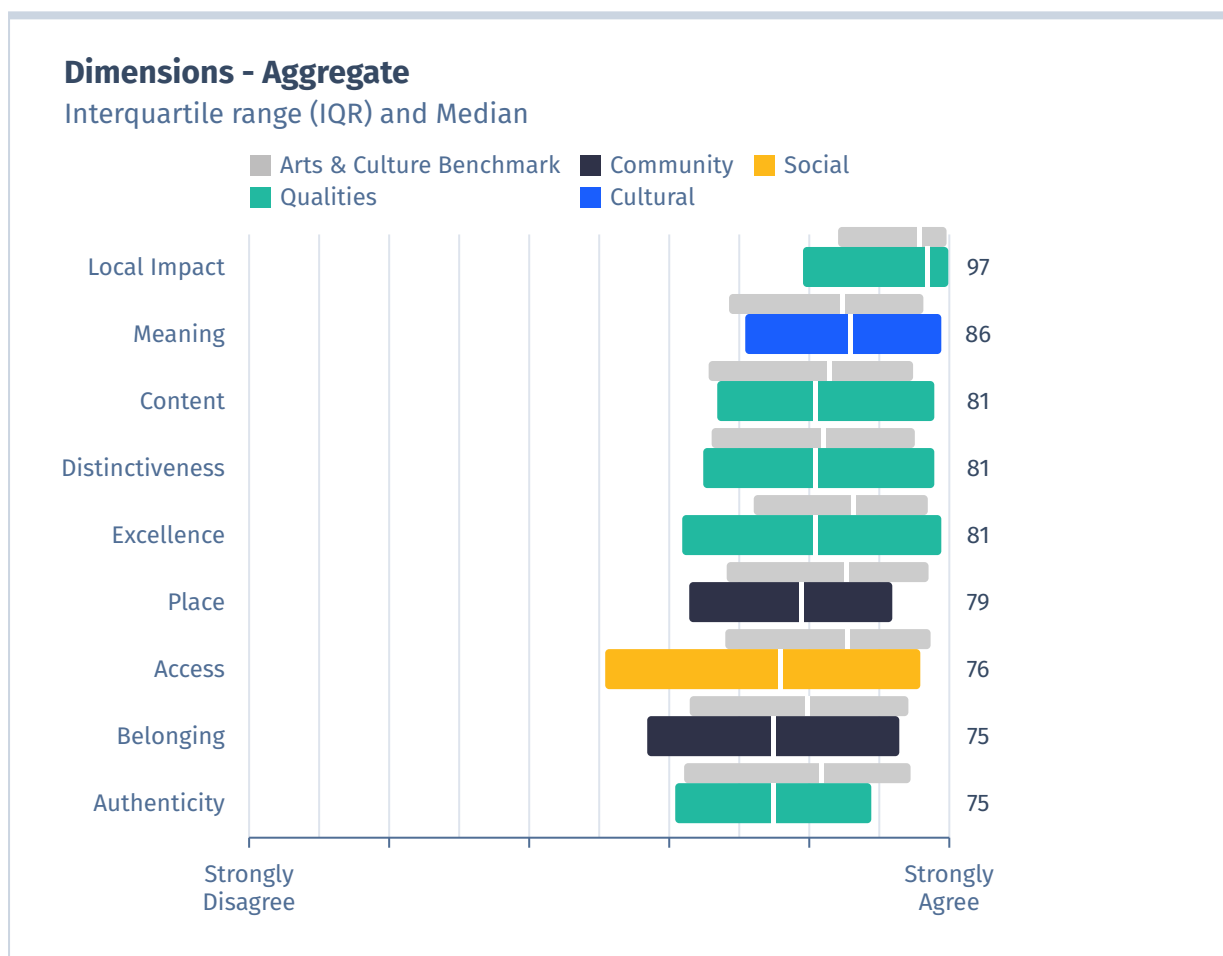
▲ Camille O'Sullivan — Photo: Luke Riley

Arts and Culture Benchmarks

The below chart shows the Perth Festival 2025 outcome results in the context of Culture Counts’ Australian Arts and Culture dimension benchmarks. This represents the average results recorded by organisations in the industry that use the Culture Counts platform.

Benchmarks give context to organisers so that they can understand the unique impact they deliver through their events and programs, and the outcomes that distinguish them from other offerings. The below chart shows the average dimension results achieved by Perth Festival’s 2025 program, compared to the benchmark average and interquartile range (the typical range of results for that dimension).

Perth Festival averages that sit within the range can be considered a ‘benchmark’ result, with anything above the range considered to be exceptional. Culture Counts benchmarks are available for seven of the core dimensions measured by Perth Festival in 2025.

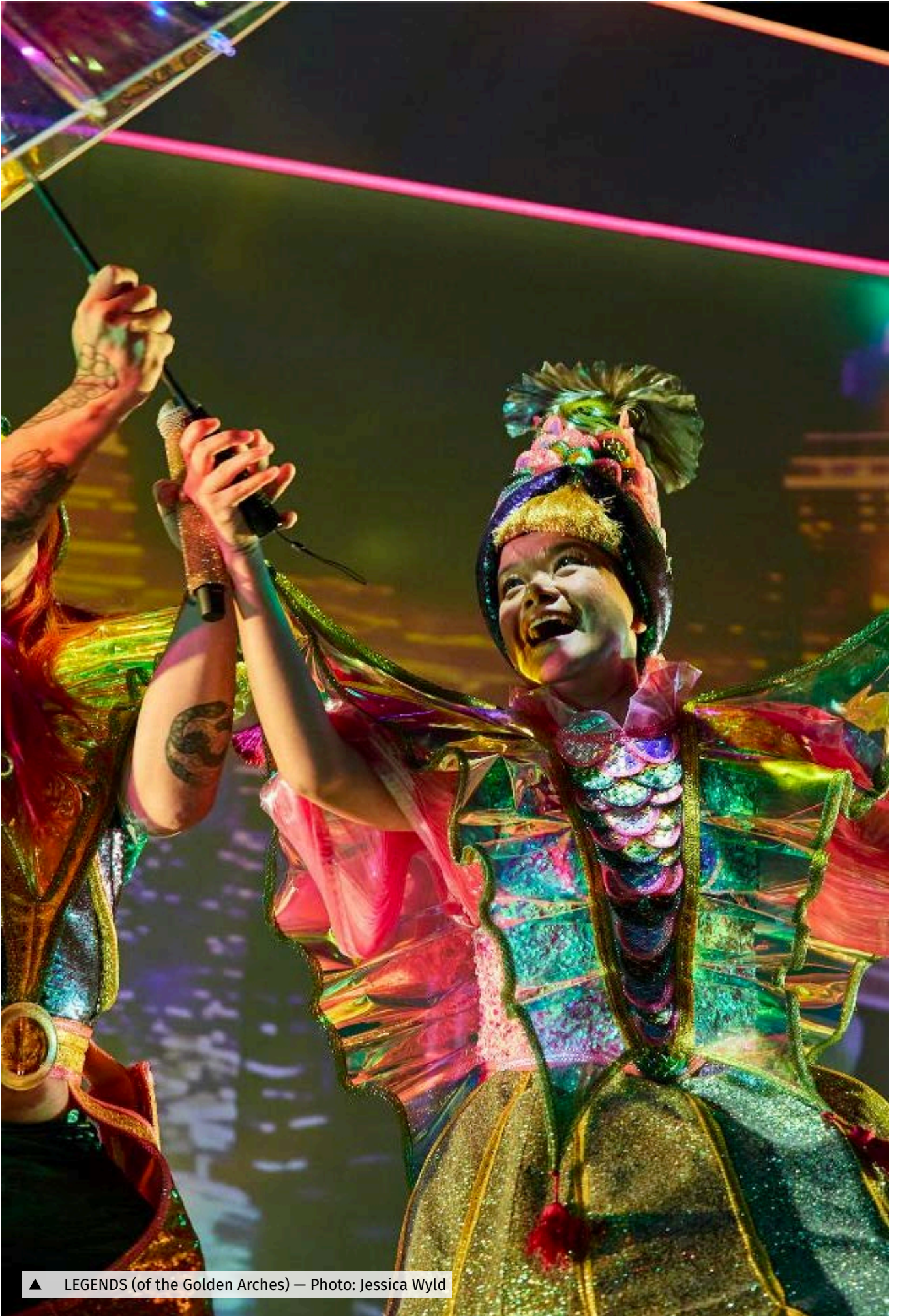


Note: Benchmarks provide context to this year's results by comparing the impacts delivered through Perth Festival 2025 to a benchmark range and median generated from the Culture Counts database. This includes an Arts and Culture Benchmark taken from 315,715 dimension responses to surveys from 214 organisations.

Insights

Perth Festival's dimension results in 2025 sat significantly above the Arts and Culture sector benchmark for two dimensions – 'Local Impact' (median of 97/100) and 'Meaning' (median of 86/100). This suggests that Perth Festival attendees are more likely to agree that festival events are important for the local area and move and inspire them when compared with typical event-goers in Australia. This highlights the festival's strongest points of impact within the broader arts and cultural landscape.

Median scores for 'Content' and 'Distinctiveness' were close to the sector benchmark, while larger gaps were observed in 'Excellence', 'Place', 'Access', 'Belonging' and 'Authenticity'.



▲ LEGENDS (of the Golden Arches) — Photo: Jessica Wyld

9. Additional Feedback

Respondents were asked to leave any additional feedback about their experience at Perth Festival. The below section highlights a selection of comments from various respondents groups.

Post Event Survey Feedback

Public Respondents

"Absolutely loved the East Perth Power Station venue – it was unique, aesthetically beautiful, perfectly located and festive. The concert I attended was great, but the venue and light displays were the star of the show. I just wish I had realised this earlier in the season and visited the casa musica set up numerous times before it finished up. Would have loved to just spend evenings there with friends over summer as a lively and interesting place to catch up and enjoy the food, music and ambience." – **EPPS Mainstage Survey**

"I loved the Mahabharata – truly amazing. A great iconic work to bring to perth. I hope we see more cultural icons being reinterpreted for modern audiences for future shows and not just Shakespeare!" – **Overall Festival Survey**

"I love Fontaines D.C. and that was my first time visiting perth. all of my friends told me Perth is so beautiful and amazing. and i really agree with that. Perth was the most beautiful city in Aus or even in the world. I love it, people are so kind and cool vibe. everthing was perfect. Thanks to bring Fontaines D.C. in perth. " – **Short General Survey**

"Big Name No Blankets was superb. One of the best shows I've ever been to. I really hope it returns next year so I can take all my family!" – **Short General Survey**

"East Power Station was honestly one of the best venues I've ever experienced. Absolutely world class. Please have more Perth festivals here! Thanks to everyone involved for making such a beautiful and lively space" – **EPPS General Survey**

*"Love the diversity of films and the Somerville is such a great place. Wonderful atmosphere, great food. The improvements to the venue are fantastic. " – **Lotterywest Films***

*"Perth Festival was a joyful and enriching experience. The programming was fantastic and the number of free events were terrific. The venues including the Power Station and The Embassy were terrific - I could invite friends and family to come along for free and sample what the festival was about and it encouraged them to attend more Perth Festival shows and events. As someone who is from Perth but moved away because it didn't offer much culture - Perth Festival has made me feel welcomed and excited to be back starting my life in Perth again." – **Overall Festival Survey***

*"I loved Karla Bidi. I found the whole concept, and the soundtrack, very moving. It also got me into the parks at night, which I absolutely loved, and made me appreciate the river more." – **Short Free Events Survey***

*"I have never experienced an event like Crip Rave Theory. It would be phenomenal to see more support for events like CRT or more funding for this event specifically. So incredibly set up and run and welcomed such beautiful humans. I also didn't hear much about events - most of my online time is on instagram so would be great to see more advertising or opportunities to learn about upcoming events. I'm sure I just missed it but it would have been awesome to go to the other events as well. It felt nice to have spaces that felt supportive for LGBTQIA+ disabled folks or anyone within these intersections to hang and meet new people. Thanks!" – **Overall Festival Survey***

*"August, Osage County was the best thing I've seen from Black Swan/State Theatre since 'Other Desert Cities' some years ago. It was brilliant to see such a complex play convincingly presented by fine actors." – **Short General Survey***

"The Festival overall was incredibly respectful of Noongar and broader Aboriginal and Torrest Strait Islander culture, artists and performers. Great to see some unusual venues utilised, such as the Town Hall for the Embassy and Night Out West; The Regal Theatre was an excellent venue for Big Name No Blankets, and wonderful to see some of the public and free performances at the old East Perth Power House. The Festival had a great sense of being for everyone; a range of artistic form and styles and playing

*to Perth's strengths as a wonderful part of the world in Summer!" – **Short General Survey***

*"The east perth power station precinct was world class. A beautiful, forward thinking, high quality and fun space for all. – **Overall Festival Survey***

*"Bedforms was one of my favourite exhibitions ever! I am so glad that the resources allowed for a wonderful show like that to happen." – **Short Free Events Survey***

*"This is the coolest thing to ever happen in Perth. PLEASE keep the East Perth Power Station as a venue." – **EPPS Main Stage Survey***

Artists and Arts Organisations

Participating artists and arts organisations were asked if they would be willing to leave a testimonial about their experience. A selection of comments has been highlighted below.

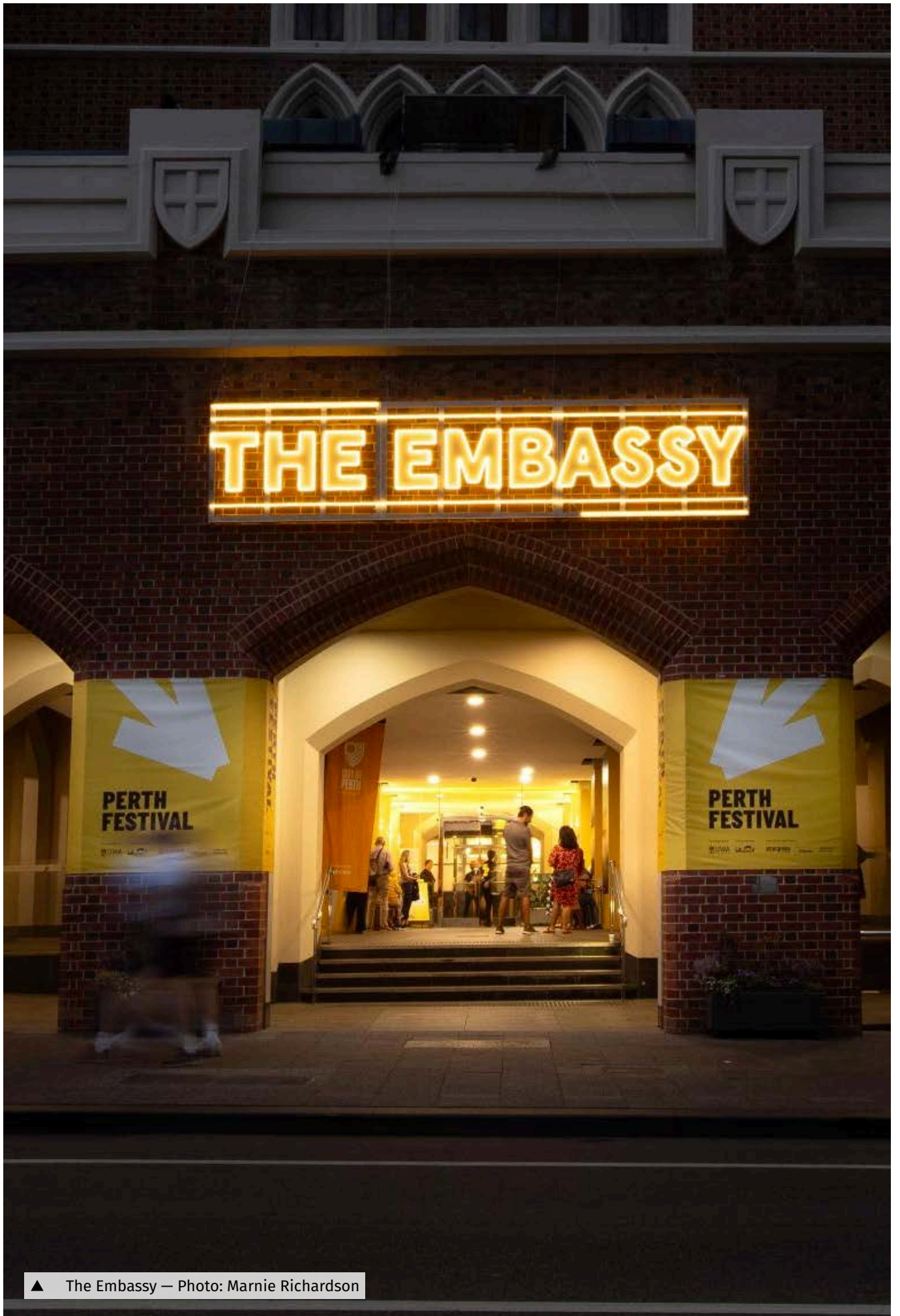
*"I totally enjoyed and experienced amazing times not only in my participation in an event, volunteering in events and also in the events I attended. Perth festival was awesome with a huge applause to the organisers who converted the east Perth power station into the best outdoor venue ever. Can't wait til next years festival " - **Artists and Arts Organisations Survey***

*"I am the founder/creative lead of Crip Rave Theory. Bringing it to boorloo was an amazing experience. I spoke to SO many people - disabled and not - who said they have been waiting for an event like this; one that brings many different parts of the community together, and celebrates and uplifts us. An event that is disability-led, and disability-proud, and also for everyone. Afterwards, heaps of people messaged me to ask when it was coming back next, because the community is hungry for more. I would love to have the opportunity to bring it back again :)" - **Artists and Arts Organisations Survey***

"We had a great time and were well taken care of at Perth festival. Everything was handled with great professionalism and cultural sensitivity.

*Thank you." - **Artists and Arts Organisations Survey***

*"This was an exceptional experience for the entire band. We were looked after incredibly well by the entire Festival team with a great sense of unity and respect overall. It was a literal team effort bringing great joy and celebration to the Perth public." - **Artists and Arts Organisations Survey***



▲ The Embassy — Photo: Marnie Richardson

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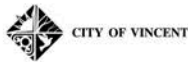
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▲ Pj Harvey — Photo: Jessica Wyld

Data and Insights by

CultureCounts

Report prepared for

PERTH FESTIVAL

This report has been prepared by Culture Counts for Perth Festival.

We respectfully acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders past and present.