

FESTIVAL 2018

GOLD COAST 2018 COMMONWEALTH GAMES
ARTS AND CULTURE PROGRAM

EVALUATION REPORT



OFFICE OF THE COMMONWEALTH GAMES
DEPARTMENT OF INNOVATION, TOURISM INDUSTRY
DEVELOPMENT AND THE COMMONWEALTH GAMES



Acknowledgements

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Cover Photo Source: Photo by Getty Images for GOLDOC

**Culture
Counts**

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Source: Art Work Agency Churaki Show

Festival 2018 Evaluation

Background

In 2017, the Office of the Commonwealth Games commissioned Culture Counts to design and implement an evaluation approach for Festival 2018, to measure the quality, impact and contribution of the Gold Coast 2018 Commonwealth Games cultural program for the Queensland community and broader visitor populations.

The project established an impact assessment framework and evaluation methodology that enabled consistent measurement across a broad range of performances and activities delivered in the Gold Coast 2018 Commonwealth Games Host City and Event Cities across Queensland – Gold Coast, Brisbane, Cairns and Townsville.

The evaluation framework was established through the development of a program logic model that mapped the Festival's creative principles, activity areas and outputs to a set of core outcomes. Outcomes were measured through a standardised set of metrics, designed to measure the intrinsic impact of events and festivals. These metrics have been internationally tested and academically validated, enabling benchmarking of experiences provided by different types of arts and cultural events and activities.

This report combines the Festival 2018 program data provided by the Host City and each Event City with the findings of an extensive program of primary research led by Culture Counts, including over 5,000 online and intercept survey responses collected from public attendees, participating artists and arts organisations.

The resulting dataset represents a very large sample of patron and stakeholder feedback, generating statistically significant findings for the Festival as a whole, by city, and at an individual event level.

The following pages include key insights about the artistic quality of the Festival 2018 program as measured against internationally recognised and applied standardised metrics, the reach of the program across demographics and the ability of Festival 2018 to achieve strong levels of impact against its ten key principles.

Festival 2018 Principles

Festival 2018 was developed around the achievement of ten creative principles. All events were commissioned and programming was designed to respond to the Festival 2018 principles, encouraging exceptional and engaging content, opportunities for positive change, a diverse and inclusive range of voices and opportunities for active community participation.

| FESTIVAL 2018 PRINCIPLE | MEANING |
|--------------------------------|---|
| ARTS & CULTURE | At the centre of Festival 2018 will be art and cultural activities that enhance the cultural life of the Host and Event Cities |
| QUALITY | Festival 2018 aspires to deliver exceptional and engaging content that has been achieved through high quality processes and an integrated approach |
| CHANGE | Festival 2018 will inspire opportunities for positive change across cultural, social, political, human and environmental areas |
| BALANCE | Festival 2018 creative content will be delivered with a broad balance of artistic and cultural pursuits, sourced from artists locally, nationally and internationally; with creative content that appeals to a broad range of audiences |
| DIVERSITY & INCLUSIVITY | Festival 2018 will be delivered by a range of voices, inclusive and respectful of culture, gender, ability and representation |
| CELEBRATION | Festival 2018 will inspire hope, optimism and a sense of occasion |
| ENGAGEMENT - COMMUNITY | Festival 2018 will be community focused - providing ample opportunities for communities (particularly children and their families) to actively participate in creative experiences that celebrate Commonwealth values and relationships |
| ENGAGEMENT - IMAGE | Festival 2018 creative content will present a contemporary and positive image of the Host City and Event Cities, and of Queensland, that reflects the diversity of local culture and lifestyle |
| INDIGENOUS & FIRST NATIONS | Festival 2018 will deliver powerful Aboriginal & Torres Strait Islander and First Nations presence across the program. It will be meaningful, engaged and respectful, and developed in conjunction with and in response to the needs of the community |
| TRANSFORMATION | Festival 2018 creative content will be selected where it can contribute towards supporting and strengthening the local creative sector by nurturing collaborations, increasing profile and reaching new audiences |

Festival 2018 Metrics

Core quality and outcome metrics from the Culture Counts framework were chosen by the Festival 2018 delivery partners to best align with the key Festival 2018 principles. An outcome metric is a statement designed to collect feedback about outcomes generated as a result of the cultural activity. For example, an outcome for audience members may be feeling moved and inspired by a cultural experience. An outcome for artists may be the development of new artistic skills. Outcomes can be measured alongside outputs such as attendance numbers in order to show a comprehensive picture of the value of an activity or investment.

Each survey contained a core set of selected quality and outcome metrics, which asked respondents about their experience of Festival 2018 as a whole, or for the specific Festival 2018 event they attended. Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the metric statement. Several custom metrics were developed specifically to measure the Festival 2018 experience, and a series of agreed custom questions were also included in the survey in order to capture consistent information regarding audience demographics, behaviour and expenditure.

There were no outcome metrics used to measure two of the Festival 2018 principles – Arts and Culture, and Balance. These principles were measured via capturing demographic information from attendees, artists and participants, as well as identifying the numbers of events, activities and artforms delivered during Festival 2018.



Survey Metrics

| FESTIVAL 2018 PRINCIPLE | QUALITY & OUTCOME METRICS |
|--------------------------------|--|
| QUALITY | Presentation: <i>It was well produced and presented</i> |
| | Rigour: <i>It was well thought through and put together</i> |
| | Valuable: <i>Festival 2018 was a valuable addition to the Games experience</i> |
| | Accessible: <i>Festival 2018 locations were suitable and accessible</i> |
| CHANGE | Challenge: <i>It challenged me to think in a different way</i> |
| | Distinctiveness: <i>It was different from things I've experienced before</i> |
| DIVERSITY & INCLUSIVITY | Respect: <i>It gave me a greater respect for different people and cultures</i> |
| | Imagination: <i>It opened by mind to new possibilities</i> |
| | Content: <i>It reflected a broad and inclusive range of voices</i> |
| CELEBRATION | Meaning: <i>It moved and inspired me</i> |
| | Positivity: <i>It made me feel positive about the community's future</i> |
| ENGAGEMENT | Enthusiasm: <i>I would come to something like this again</i> |
| | Belonging: <i>It helped me feel part of the community</i> |
| | Access: <i>It gave me the opportunity to access cultural activities</i> |
| IMAGE | Unique: <i>It helped me appreciate the city's unique characteristics and culture</i> |
| | Local Impact: <i>It's important that it's happening here</i> |
| | Heritage: <i>It made me feel connected to a shared history/culture</i> |
| INDIGENOUS & FIRST NATIONS | Learning: <i>I learnt something new about Indigenous heritage/culture</i> |
| | Fake Art: <i>It raised my awareness of concerns about fake Aboriginal and Torres Strait Islander art and art products</i> |
| TRANSFORMATION | Depth: <i>It showed the city's arts and cultural depth</i> |
| | Profile: <i>It helped to raise the profile of artists</i> |
| | Opportunity: <i>It opened up new opportunities for artists</i> |
| | Skills: <i>It helped artists to learn/develop new skills</i> |
| | Collaboration: <i>It enabled artists to collaborate with others</i> |

Festival 2018 Highlights

The Festival 2018 program saw more than one million free and ticketed attendances across 553 music, theatre, dance, circus and visual art events.

Over 4,500 local, interstate and international artists appeared in more than 1,660 performances and activities at more than 24 locations across Queensland's four Commonwealth Games event cities - Gold Coast, Brisbane, Cairns and Townsville.

Locals, tourists, sports fans and frequent arts-goers flocked to vibrant Festival 2018 hubs at Surfers Paradise and Broadbeach, where a constant stream of activity in three acts - Encounters, Change and Aspire - complemented the Commonwealth Games sporting program.

About 240,000 people experienced the wonder of the One Million Stars to End Violence installation in Brisbane's King George Square, and many locals and visitors were attracted to the vibrant Southbank Festival hub.

Cairns delivered a diverse program of events across the Cairns Esplanade, Munro Martin Parklands, Cairns Art Gallery, Tanks Arts Centre and UMI Arts.

Townsville brought together the local community at their Strand Park, Queens Gardens and Jezzine Barracks Festival hubs.

Broad cross-sections of the community were engaged in the Festival's events and programs, attracting a mix of young and old, families, people from diverse cultural and ethnic backgrounds, and many new to cultural experiences.

Research findings demonstrate that attendees felt Festival 2018 played an important role within the Gold Coast 2018 Commonwealth Games and delivered high quality cultural experiences for the people of Queensland and visitors to the state.

Overall, 88% of survey respondents rated their Festival 2018 experience as excellent or good, with 81% more likely to attend arts and cultural events in the future following their experience.

Audiences considered the Festival 2018 program to be of a high quality, community focused, inclusive and respectful, celebrating and inspiring optimism, and reflecting a diversity of local culture and lifestyle. There was also a strong Indigenous presence across the program of events, helping people to learn about and respect Aboriginal and Torres Strait Islander people and First Nations cultures.

Feedback from participating professional artists and peers demonstrates that Festival 2018 also supported the development of the local cultural and creative sector. Festival 2018 provided jobs for local artists and arts workers, with 73% from Queensland. More than 80% of organisations and artists agreed Festival 2018 supported and strengthened the local creative sector, increasing the artists' profile and engagement with audiences, and providing new opportunities. Development programs associated with Festival 2018 also supported the creative practices of emerging artists and encouraged the development of partnerships with Aboriginal and Torres Strait Islander communities.

Festival 2018 at a Glance

Attendance

1,130,000

FREE AND TICKETED ATTENDANCES

274,000

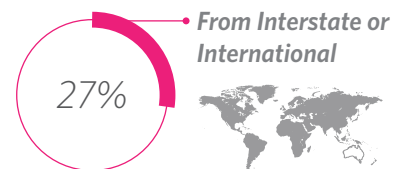
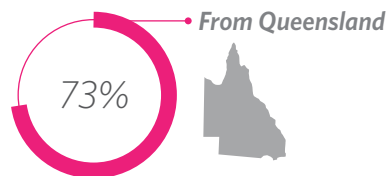
UNIQUE VISITORS

4 EVENTS ATTENDED PER PERSON ON AVERAGE 

Artists

4,505

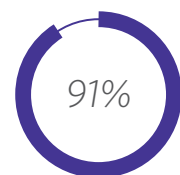
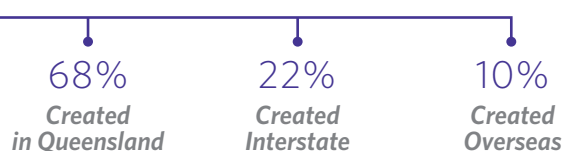
ARTISTS/PERFORMERS



The Program

553

EVENTS



FREE EVENTS

1,662 

PERFORMANCES, ACTIVITIES, WORKSHOPS

24+

LOCATIONS/VENUES

4 

CITIES

24 

AUSTRALIAN PREMIERES


42 

WORLD PREMIERES

12

ARTFORMS

Participation

51% 
OF EVENTS INCLUDED
AUDIENCE PARTICIPATION

53%
OF ORGANISATION'S
EMPLOYEES ENGAGED IN
FESTIVAL 2018 ACTIVITIES

400+
VOLUNTEERS

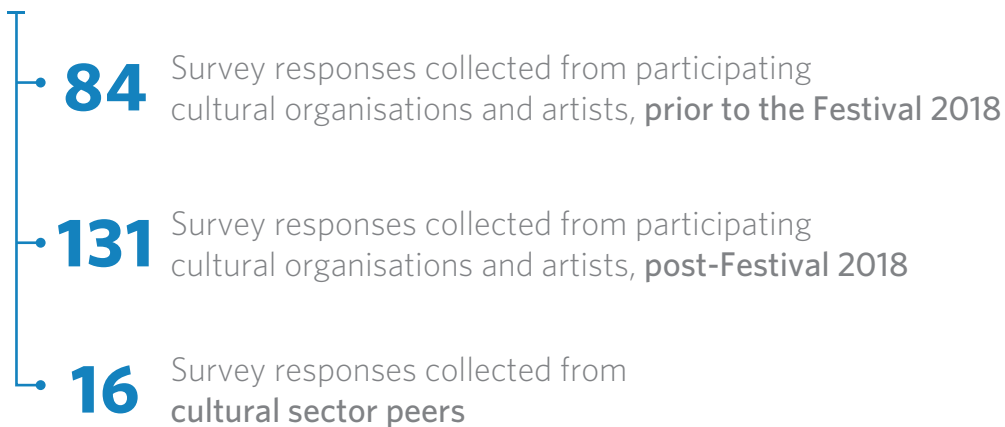
Sector Development

1,559
ORGANISATIONS OR
INDIVIDUALS
COLLABORATED WITH

78
PARTNERSHIPS WITH
ABORIGINAL OR TORRES
STRAIT ISLANDER COMMUNITIES

Evaluation

5,309 SURVEY RESPONSES COLLECTED FROM
FESTIVAL 2018 ATTENDEES 



Expenditure

\$10.2 million
OVERALL FESTIVAL 



Festival 2018 Outcomes

Over 5,300 survey responses were collected from Festival 2018 attendees in the Gold Coast, Brisbane, Cairns and Townsville. Respondents were asked whether they agreed or disagreed with a set of metric statements that aligned with the key Festival 2018 principles.

Positive results were recorded for all Festival 2018 principles, with attendees particularly finding the program of events to be of a very high quality, driving community engagement and participation, and supporting and strengthening the local creative sector.

Notably, 95% of respondents agreed that they would attend a similar event or program in future, 93% found Festival 2018 to be of strong importance to the local area, and 90% agreed that their Festival 2018 experience made them feel positive about the community's future.

Respondents were also asked to provide one word to describe Festival 2018, generating a word cloud of the most frequently cited responses. The majority found their experience to be great, fun, fantastic, awesome, amazing, exciting or excellent.

One word to describe Festival 2018:



A word cloud of responses for Festival 2018. The words are arranged in a vertical, staggered layout. The words included are: great, excellent, fun, exciting, good, amazing, awesome, interesting, and fantastic. The words 'great', 'good', 'awesome', and 'fantastic' are in a dark purple color, while 'excellent', 'fun', 'exciting', and 'interesting' are in a lighter purple color.

Audience Agreement with Festival 2018 Principles

QUALITY - 90% agree

Exceptional and engaging content, high quality processes, integrated approach



Presentation:
It was well produced and presented



Rigour:
It was well thought through and put together



Valuable:
Festival 2018 was a valuable addition to the Games experience



Accessible:
Festival 2018 locations were suitable and accessible

CHANGE - 57% agree

Inspiring positive social, cultural, political change



Challenge:
It challenged me to think in a different way



Distinctiveness:
It was different from things I've experienced before

DIVERSITY & INCLUSIVITY - 84% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



Respect:
It gave me a greater respect for different people and cultures



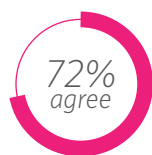
Imagination:
It opened my mind to new possibilities



Content:
It reflected a broad and inclusive range of voices

CELEBRATION - 78% agree

Inspiring hope, optimism and sense of occasion



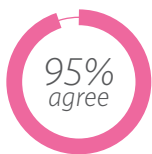
Meaning:
It moved and inspired me



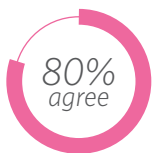
Positivity:
It made me feel positive about the community's future

ENGAGEMENT - 90% agree

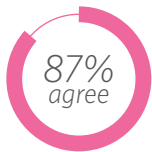
Community focused, opportunities for communities to actively participate



Enthusiasm:
I would come to something like this again



Belonging:
It helped me feel part of the community



Access:
It gave me the opportunity to access cultural activities

IMAGE - 75% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



Unique:
It helped me appreciate the City's unique characteristics and culture



Local Impact:
It's important that it's happening in the Gold Coast/Brisbane/Cairns/Townsville



Heritage:
It made me feel connected to a shared history/culture

TRANSFORMATION - 86% agree

Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences



Depth:
It showed the Gold Coast/Brisbane/Cairns/Townsville's arts and cultural depth

INDIGENOUS & FIRST NATIONS - 81% agree

Powerful Indigenous presence across program - meaningful, respectful, engaged



Learning:
I learned something new about Indigenous heritage/culture



Fake Art:
It raised my awareness of concerns about fake Aboriginal and Torres Strait Islander art and art products

AUDIENCE EXPERIENCE

88%

Rated their overall Festival experience as excellent or good

81%

More likely to attend arts and cultural activities in the future following Festival 2018

Festival Audience

Festival 2018 attracted a large and diverse audience, with more than 250,000 unique visitors to events across the Gold Coast, Brisbane, Cairns and Townsville. The majority of attendees were local to the event city, however more than a quarter (26%) were visiting from interstate or overseas.

Intercept interviewers were encouraged to approach attendees of all demographics to ensure the survey sample was representative of the wider Festival 2018 audience. Responses were collected from a large spread of age groups, while females comprised just over two thirds of the sample.

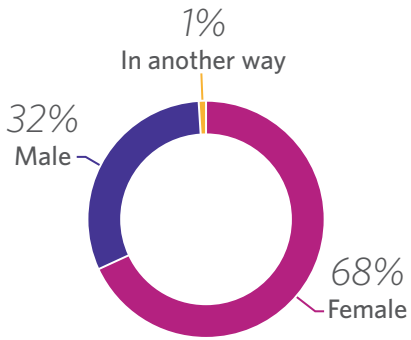
The majority of Festival 2018 attendees also identified as sports fans, indicating strong crossover between GC2018 sporting attractions and the Festival 2018 cultural program. Approximately one quarter identified as regular arts attendees, with the largest percentage attending arts and cultural activities several times a year.

Festival 2018 audiences were from diverse backgrounds, with 7% from a non-English speaking background, 5% identifying as LGBTIQ, 4% Aboriginal or Torres Strait Islander and 2% with a disability.

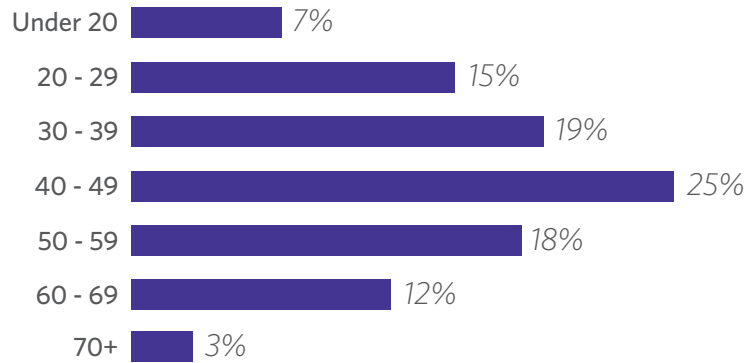


Audience Demographics

GENDER

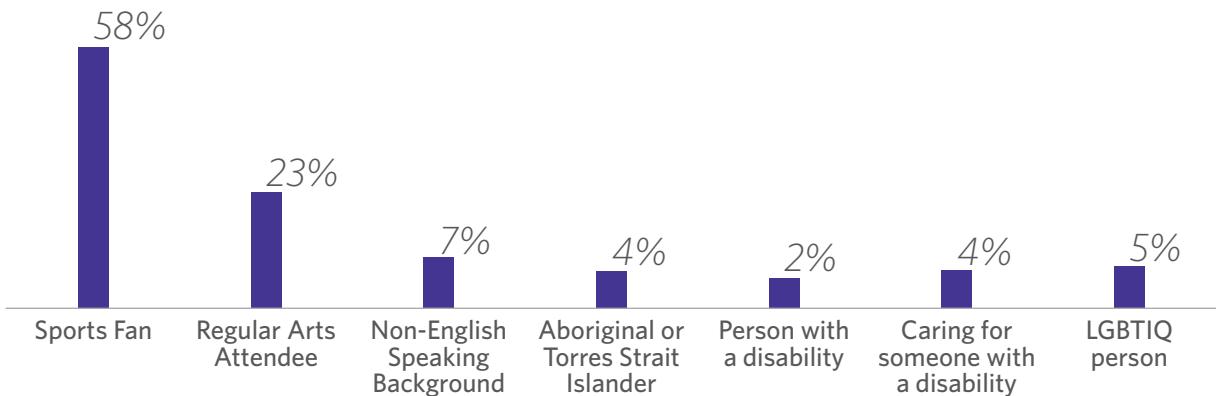


AGE



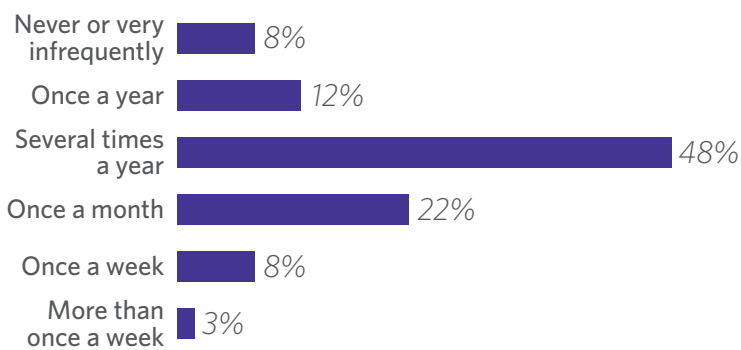
IDENTITY

Do you identify as any of the following?



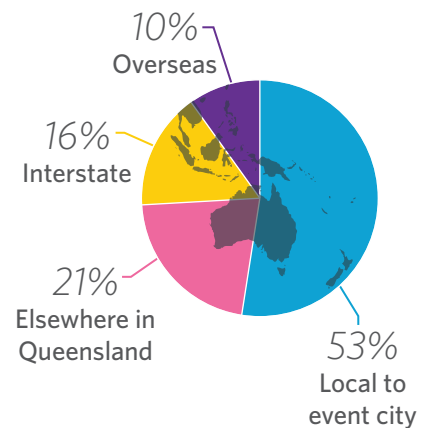
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



Cultural Organisations & Artists

Over 4,500 artists and performers participated in Festival 2018 across Queensland's four Commonwealth Games event cities – Gold Coast, Brisbane, Cairns and Townsville.

Participating organisations and artists were asked to complete a baseline survey prior to Festival 2018, followed by a post-Festival survey immediately following the Games period. The surveys asked organisations and artists to provide key information about their Festival 2018 activities (artforms, content, sessions, attendances), staff and volunteers (numbers, backgrounds), and collaborations and partnerships.

Participating organisations and artists were also asked to indicate their expectations and achievement of outcomes aligned with seven of the key Festival 2018 principles. To maintain consistency across all artist surveys, only principles that were relevant for all events were included in the survey.

Artists reported a large mix of artforms and content as part of their Festival 2018 activities, with more than half of the 553 Festival 2018 events containing locally-developed and family-friendly content. 25% of events involved Aboriginal or Torres Islander content, with 78 partnerships with Aboriginal or Torres Strait Islander communities, and 21% of artists involved identifying themselves as Aboriginal or Torres Strait Islander. This contributed to the Indigenous and First Nations principle, ensuring a powerful and meaningful Indigenous presence across the program.

Artists reported very positive outcomes across their Festival 2018 events, with more than 70% of respondents agreeing with all seven principles. Notably, 90% felt that it inspired hope, optimism and a sense of occasion; 90% agreed that it provided opportunities for active community engagement; and 83% agreed that it supported and strengthened the creative sector.



4,505

ARTISTS

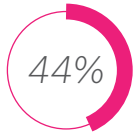
73%
From Queensland



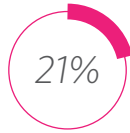
27%
From Interstate or International



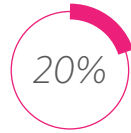
Artists of diverse backgrounds



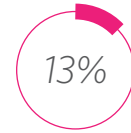
From the Local Creative Sector



Aboriginal or Torres Strait Islander



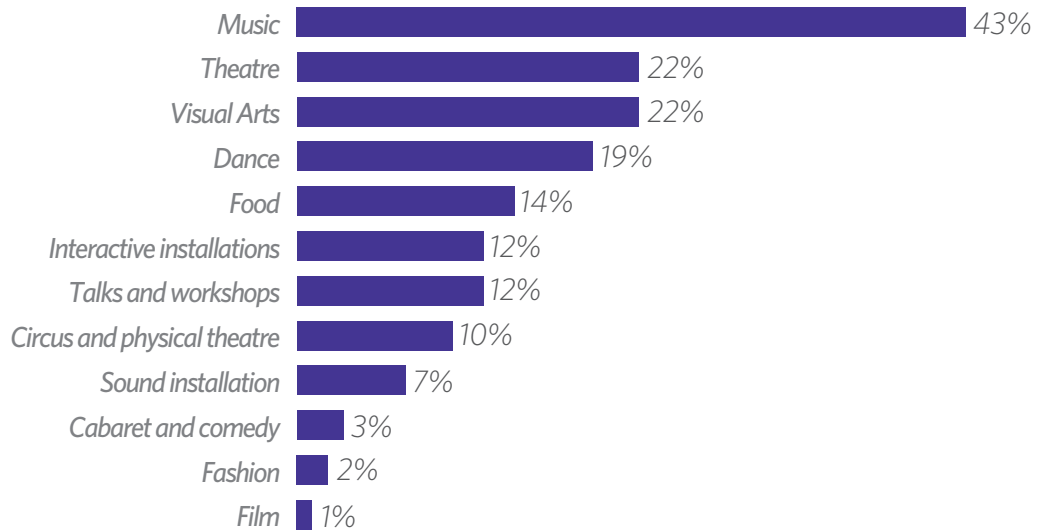
Culturally Diverse



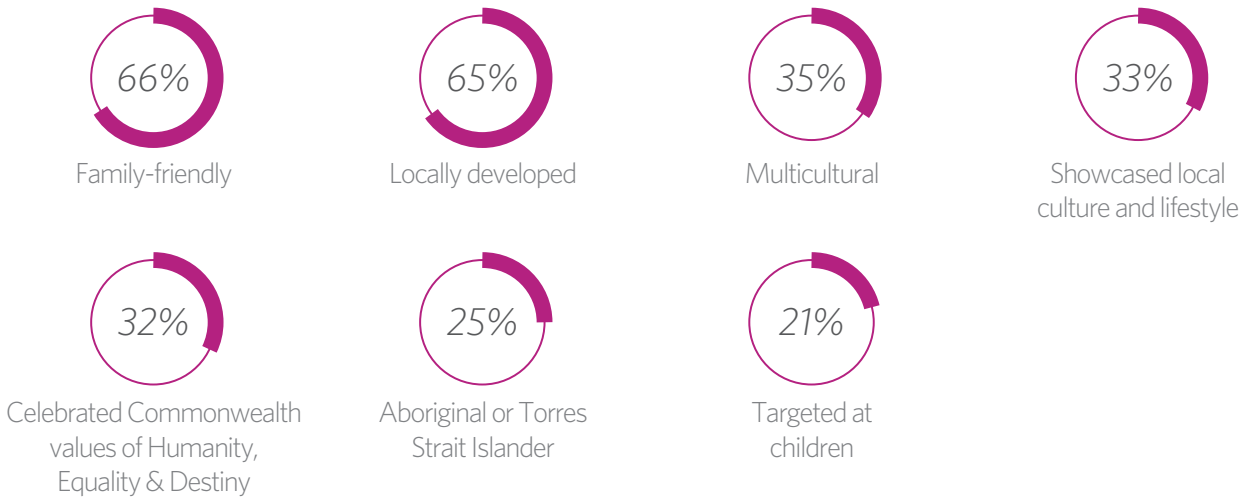
In Early Stages of Career (Emerging Artists)

12

ARTFORMS



DIVERSE AND ACCESSIBLE CONTENT



1,559

ORGANISATIONS/INDIVIDUALS COLLABORATED WITH

76%
Local



28%
Regional



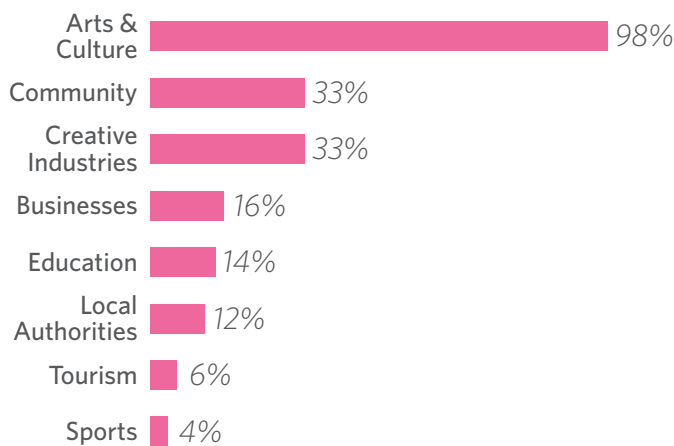
30%
National



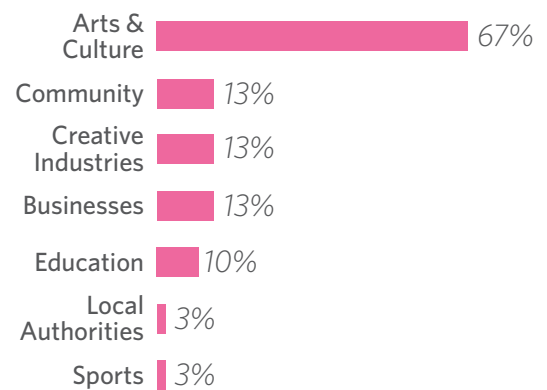
13%
International



COLLABORATION WITH ORGANISATIONS/INDIVIDUALS FROM DIVERSE SECTORS



PARTNERSHIPS FROM DIVERSE SECTORS



78

PARTNERSHIPS WITH ABORIGINAL OR TORRES STRAIT ISLANDER COMMUNITIES

Organisation/artist survey quality and outcome metrics

| FESTIVAL 2018 PRINCIPLE | METRICS |
|--|---|
| <p>QUALITY Exceptional and engaging content, high quality processes, integrated approach</p> | <p>Rigour: <i>It was well thought through and put together</i></p> |
| <p>CHANGE Inspiring positive social, cultural, political change</p> | <p>Challenge: <i>It challenged audiences to think in a different way</i></p> |
| <p>DIVERSITY & INCLUSIVITY Delivered by a range of voices, inclusive and respectful of culture, gender, ability</p> | <p>Respect: <i>It gave audiences a greater respect for different people and cultures</i></p> |
| <p>CELEBRATION Inspiring hope, optimism and sense of occasion</p> | <p>Meaning: <i>It moved and inspired audiences</i> Positivity: <i>It made audiences feel positive about the community's future</i></p> |
| <p>ENGAGEMENT Community focused, opportunities for communities to actively participate</p> | <p>Enthusiasm: <i>Audiences will want to come to something like this again</i> Belonging: <i>It helped audiences feel part of the community</i></p> |
| <p>IMAGE Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle</p> | <p>Unique: <i>It helped audiences appreciate the city and region's unique characteristics and culture</i></p> |
| <p>TRANSFORMATION Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences</p> | <p>Profile: <i>It raised the profile of artists</i> Opportunity: <i>It opened up new opportunities for artists</i> Skills: <i>It helped artists learn or develop new skills</i> Collaboration: <i>It enabled artists to collaborate with others</i></p> |

Organisation/Artist Agreement with Festival 2018 Principles

Post Festival Scores from participating Organisations/Artists

QUALITY - 83% agree

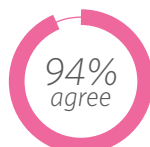
Exceptional and engaging content, high quality processes, integrated approach



Rigour:
It was well thought through and put together

ENGAGEMENT - 90% agree

Community focused, opportunities for communities to actively participate



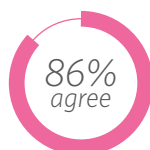
Enthusiasm:
Audiences will want to come to something like this again

CHANGE - 73% agree

Inspiring positive social, cultural, political change



Challenge:
It challenged audiences to think in a different way



Belonging:
It helped audiences feel part of the community

DIVERSITY & INCLUSIVITY - 79% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



Respect:
It gave audiences a greater respect for different people and cultures

IMAGE - 83% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



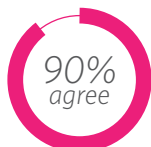
Unique:
It helped audiences appreciate the City's unique characteristics and culture

CELEBRATION - 90% agree

Inspiring hope, optimism and sense of occasion



Meaning:
It moved and inspired audiences



Positivity:
It made audiences feel positive about the community's future

TRANSFORMATION - 83% agree

Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences



Profile:
It raised the profile of artists



Opportunity:
It opened up new opportunities for artists



Skills:
It helped artists learn or develop new skills

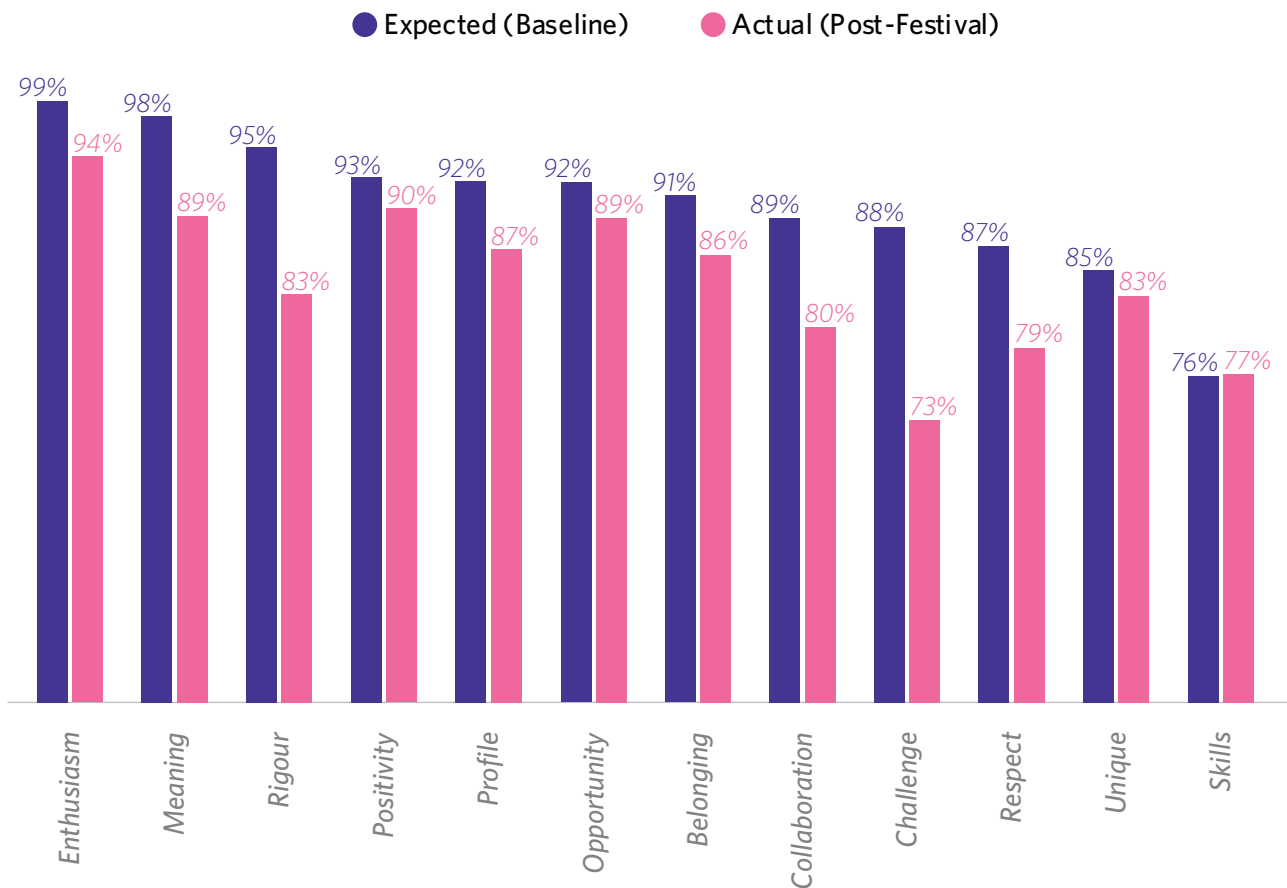


Collaboration:
It enabled artists to collaborate with others

Organisations and artists completed a baseline survey prior to Festival 2018 where they outlined their expected outcomes for each of the metrics. Following Festival 2018, they completed another survey describing their level of achievement against each metric. It is important to note that a larger number of organisations completed the post-Festival survey, meaning that the sample is not directly comparable.

The figure below shows the percentage of organisations and artists that agreed with each of the metrics before and after Festival 2018. Expected outcomes were slightly higher than actual outcomes for all metrics, however the difference was not significant for most. The largest differences were for Challenge (16 percentage points) and Rigour (12 percentage points), indicating that organisations found the work less likely to challenge audiences to think in a different way and less rigorous than originally predicted.

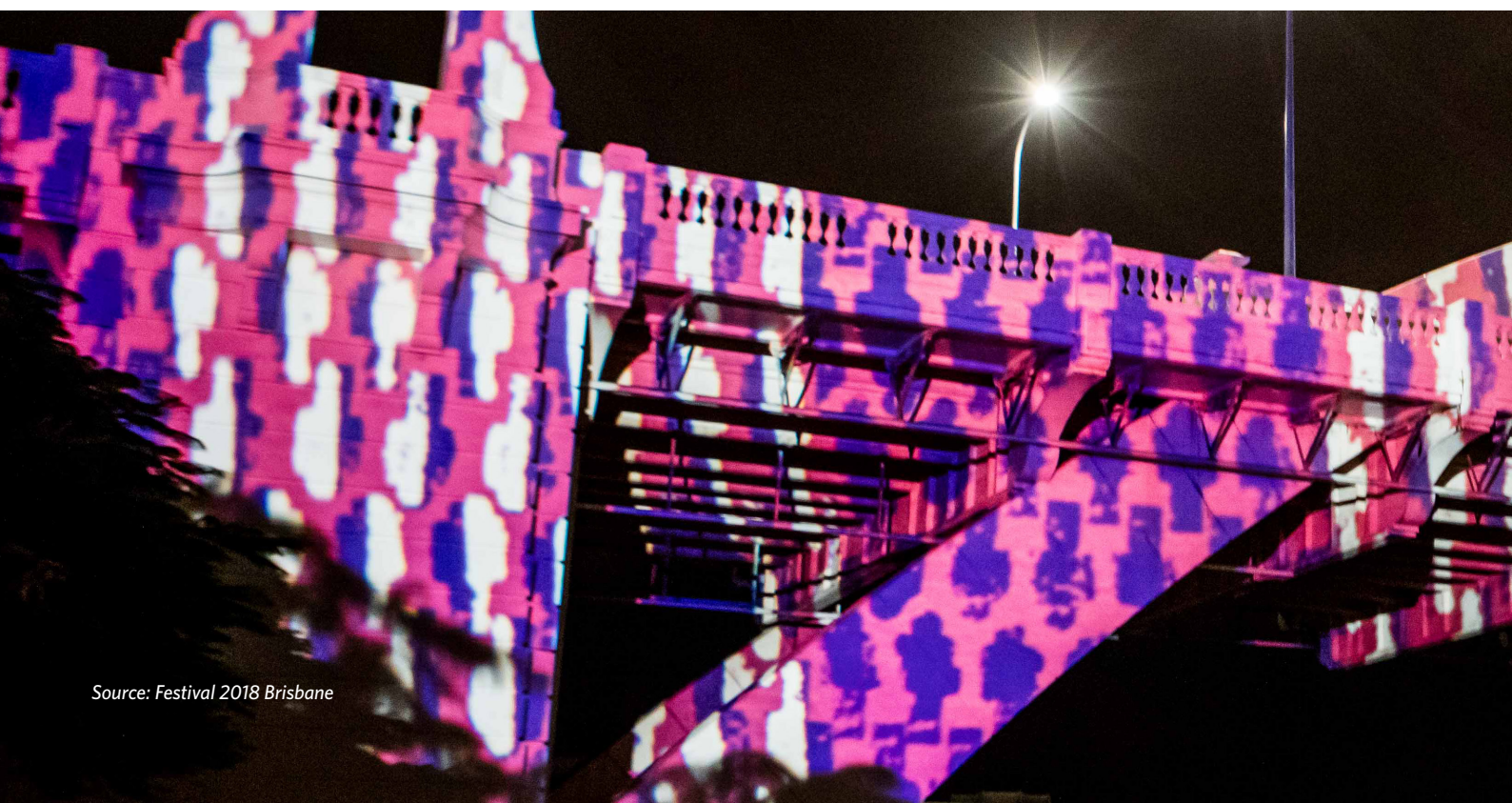
Comparing expected and actual outcomes (percent who agree)



Peer Assessors

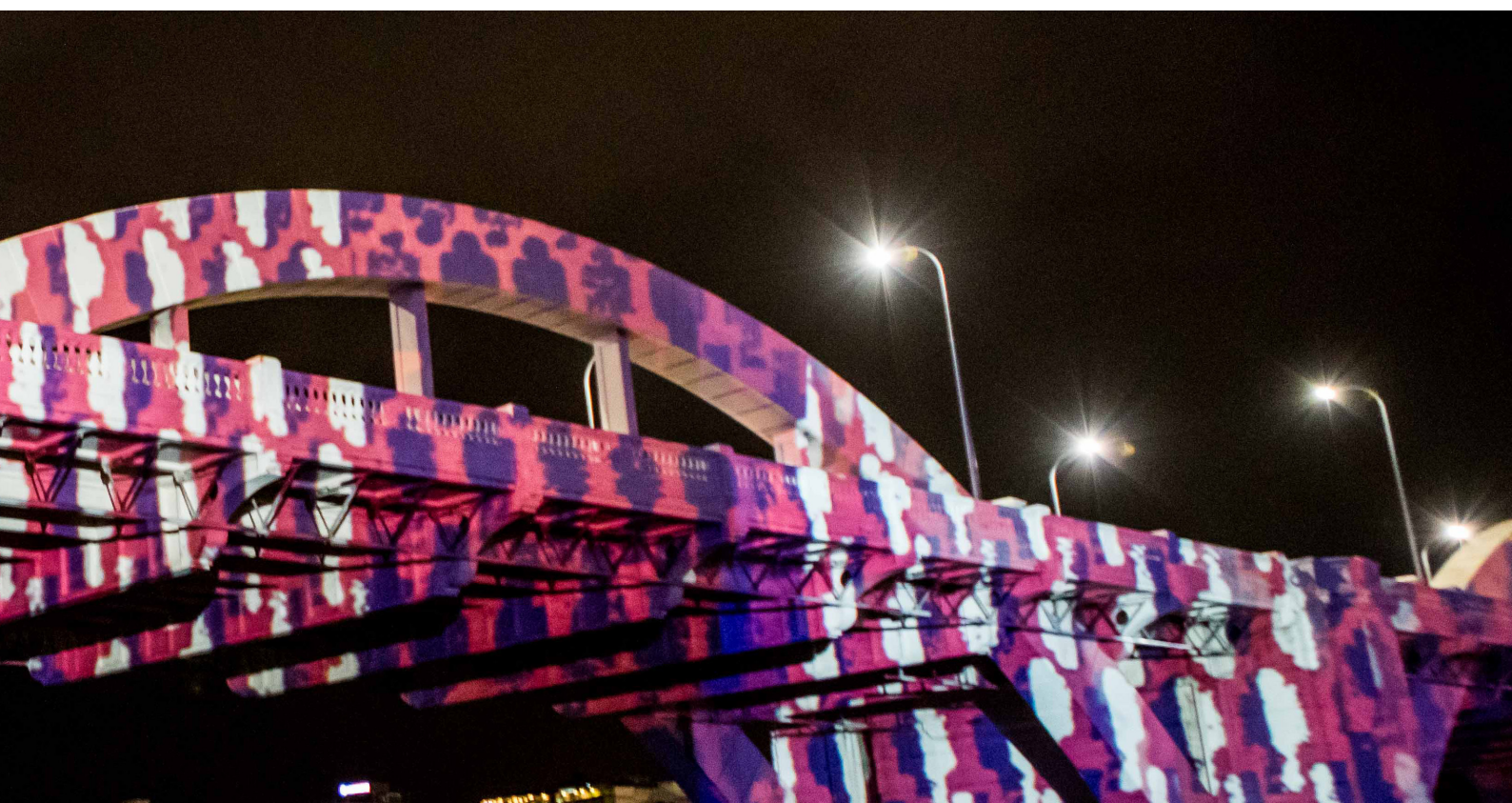
Each participating organisation and artist was given the opportunity to invite peer assessors from within their sector networks to carry out a peer assessment of their event or program. Peers were asked to attend the event and complete a short survey emailed to them following the Festival 2018 period. Peer assessment can generate an alternative set of opinions to general public audiences, which can provide useful feedback to aid artists in improving and adapting their work. An additional benefit of nominating peer assessors is that participating artists were able to receive feedback on their specific event or program in addition to the overall Festival feedback collected during the evaluation.

More than 90% of peer assessors agreed with three of the Festival 2018 principles – Quality, Celebration and Transformation – indicating that they found the events to be of a very high quality; inspiring hope, optimism and a sense of occasion; and supporting and strengthening the local creative sector. These three principles scored similarly highly amongst the organisations and artists assessing their own work. Peers were particularly positive about the transformative effect of Festival 2018 for the sector, with 100% agreeing that it opened up new opportunities, enabled collaboration and raised the profile of the artists. Due to the small number of peer assessments completed (16 responses recorded), this data may not represent broader sector opinion.



Peer survey quality and outcome metrics

| FESTIVAL 2018 PRINCIPLE | METRICS |
|--|---|
| QUALITY Exceptional and engaging content, high quality processes, integrated approach | Rigour: <i>It was well thought through and put together</i> Presentation: <i>It was well produced and presented</i> |
| CHANGE Inspiring positive social, cultural, political change | Challenge: <i>It challenged me to think in a different way</i> |
| DIVERSITY & INCLUSIVITY Delivered by a range of voices, inclusive and respectful of culture, gender, ability | Respect: <i>It gave me a greater respect for different people and cultures</i> |
| CELEBRATION Inspiring hope, optimism and sense of occasion | Meaning: <i>It moved and inspired me</i> Positivity: <i>It made me feel positive about the community's future</i> |
| ENGAGEMENT Community focused, opportunities for communities to actively participate | Enthusiasm: <i>I would come to something like this again</i> Belonging: <i>It helped me feel part of the community</i> |
| IMAGE Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle | Unique: <i>It helped me appreciate the city and region's unique characteristics and culture</i> |
| TRANSFORMATION Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences | Profile: <i>It raised the profile of artists</i> Opportunity: <i>It opened up new opportunities for artists</i> Skills: <i>It helped artists learn or develop new skills</i> Collaboration: <i>It enabled artists to collaborate with others</i> |



Peer Agreement with Festival 2018 Principles

Post Festival Scores from nominated peer assessors

QUALITY - 91% agree

Exceptional and engaging content, high quality processes, integrated approach



Presentation:
It was well produced and presented



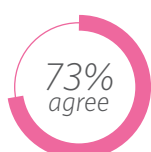
Rigour:
It was well thought through and put together

ENGAGEMENT - 87% agree

Community focused, opportunities for communities to actively participate



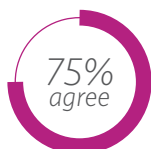
Enthusiasm:
Audiences will want to come to something like this again



Belonging:
It helped audiences feel part of the community

CHANGE - 75% agree

Inspiring positive social, cultural, political change



Challenge:
It challenged audiences to think in a different way

IMAGE - 69% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



Unique:
It helped audiences appreciate the City's unique characteristics and culture

DIVERSITY & INCLUSIVITY - 75% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



Respect:
It gave audiences a greater respect for different people and cultures

TRANSFORMATION - 98% agree

Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences



Profile:
It raised the profile of artists



Opportunity:
It opened up new opportunities for artists



Skills:
It helped artists learn or develop new skills



Collaboration:
It enabled artists to collaborate with others

CELEBRATION - 91% agree

Inspiring hope, optimism and sense of occasion



Meaning:
It moved and inspired audiences



Positivity:
It made audiences feel positive about the community's future

Comparing Artists, Peers & Public

As artists, peers and public attendees all evaluated the quality and outcomes of Festival 2018 using the same metrics, it is possible to compare their level of agreement for each of the Festival 2018 principles. Artists and the public recorded the same percentage of agreement for Quality and Engagement, with 90% agreeing that Festival 2018 involved exceptional and engaging content and high quality approaches; and provided opportunities for communities to actively participate. Peer scores were also similar for these

two principles, scoring 1% higher for Quality and 3% lower for Engagement. Artists and peers scored similarly for Celebration and Change, while the public recorded slightly lower scores for these principles. Peers were least likely to agree that Festival 2018 presented a contemporary and positive image of event cities (Image), but most likely to agree that it helped to strengthen the local creative sector (Transformation).

Festival 2018 Principle Comparison

QUALITY



CHANGE



DIVERSITY & INCLUSIVITY



CELEBRATION



ENGAGEMENT



IMAGE



TRANSFORMATION





Source: Jungle Giants - Surf Parade

Festival 2018 on the Gold Coast

Festival 2018 on the Gold Coast was a bold, aspirational 12-day program of music, theatre, dance and visual arts that showcased diverse voices and cultural perspectives. The program reached a broad audience, with over 550,000 attendances from 166,000 unique visitors to more than 1,000 free performances throughout the city.

Festival 2018 featured extraordinary and memorable artistic events that celebrated the spirit of the Commonwealth, reflected the state's lifestyle, culture and creativity, and captured the unique and authentic spirit of Queensland and its communities.

Festival 2018 was a force for good – supporting the Commonwealth Games Federation's (CGF) values of Humanity, Equality and Destiny, and using artistic and cultural programs to entice diverse audiences and draw communities and spectators together in celebration of these values.

Festival 2018 Gold Coast action took place at two main festival sites, Surfers Paradise and Broadbeach, and spilled out onto boardwalks, waterways, streets, beaches and other unexpected places across the coast.

The Gold Coast's annual multi-arts festival, Bleach* Festival, joined forces with Festival 2018 on the Gold Coast to extend celebrations across the coast from Coomera to Coolangatta. Festival 2018 worked with Bleach* Festival and City of Gold Coast to present the best local contemporary works and artists on the world stage.

Many Queensland artists were supported through jointly funded initiatives including the Generate Program, a dedicated GC2018 stream of the Queensland Government's long-running Regional Arts Development Fund. Generate was specifically designed to ensure resident emerging artists could develop and premiere their work as a feature in Festival 2018 Gold Coast. This professional development opportunity included the support of mentors, creative producers and technical and stage management expertise to assist with skill development and enhance production capability.

Gold Coast at a Glance

Attendance

550,000

FREE AND TICKETED ATTENDANCES

166,000

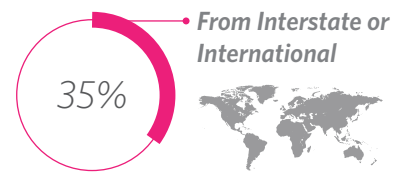
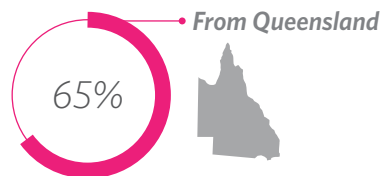
UNIQUE VISITORS

3 EVENTS ATTENDED PER PERSON ON AVERAGE 

Artists

2,126

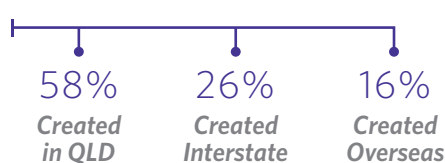
ARTISTS/PERFORMERS



The Program

175

EVENTS



1,081

PERFORMANCES, ACTIVITIES, WORKSHOPS 

3 THEMES

- **ENCOUNTERS:** A celebration of difference (4-8 April)
- **CHANGE:** Provides a safe, engaging platform around which to change the world for the better (9-11 April)
- **ASPIRE:** Lifts our eyes above the horizon and inspires us with the thrill of the possible (12-15 April)

2 FESTIVAL HUBS

- **SURFERS PARADISE**
- **BROADBEACH**

CITY-WIDE ACTIVATIONS FROM **COOMERA** TO **COOLANGATTA**

Evaluation

3,260

SURVEY RESPONSES COLLECTED FROM FESTIVAL 2018 GOLD COAST ATTENDEES 

Expenditure

\$4.4 million

GOLD COAST 

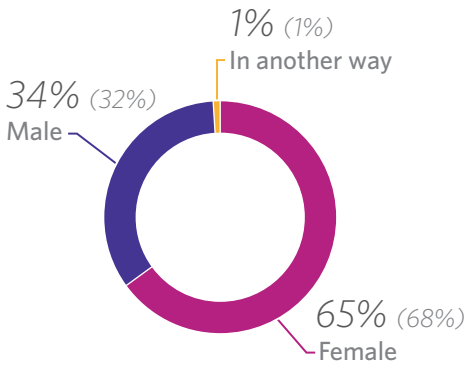
Gold Coast Festival 2018 Audience

The figures compare demographic characteristics of the Festival 2018 audience in the Gold Coast with the Festival 2018 average across the State (all four event cities). This identifies where audience profiles differed amongst the event cities, with Festival 2018 events in

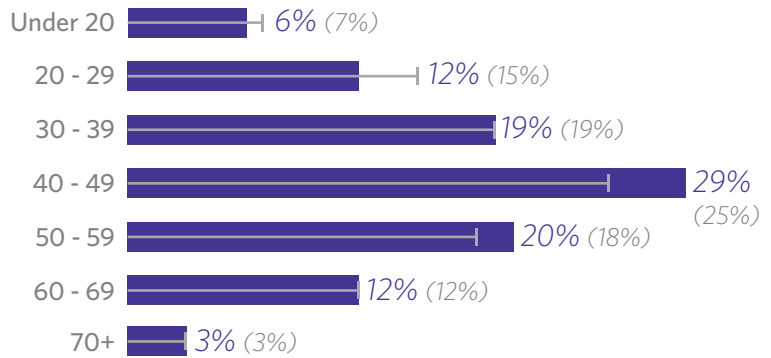
the Gold Coast attracting larger percentages of non-local attendees and greater crossover with GC2018 sporting events.

● Gold Coast **● (%) Festival 2018 Average**

GENDER

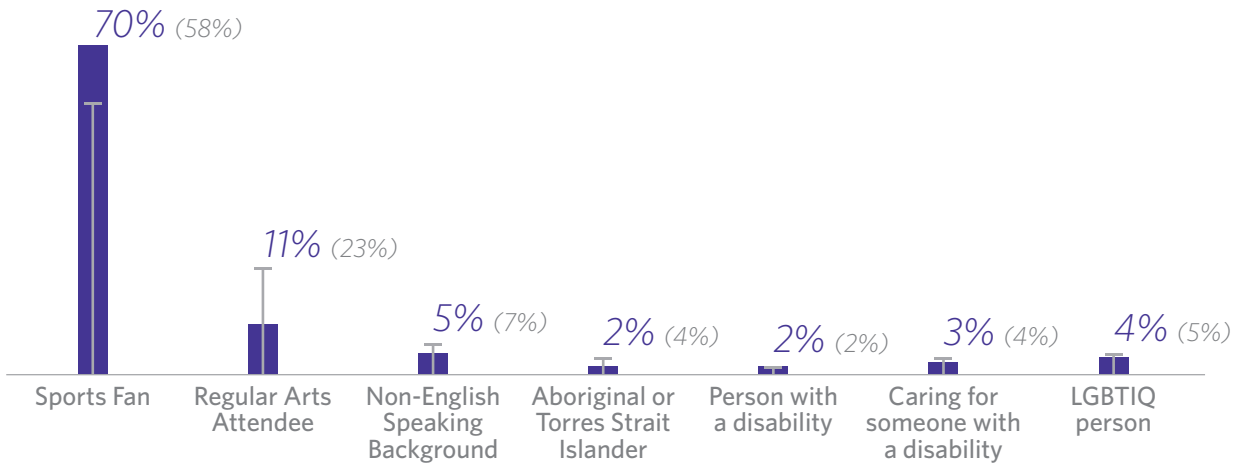


AGE



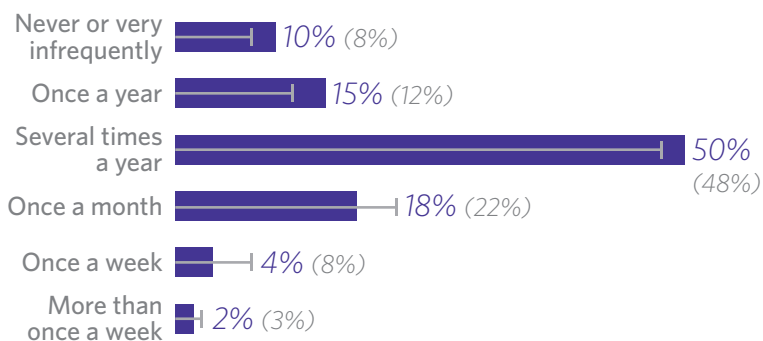
IDENTITY

Do you identify as any of the following?



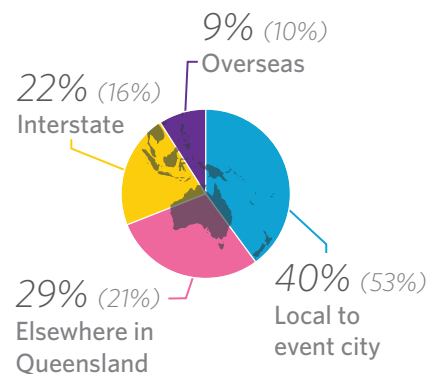
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



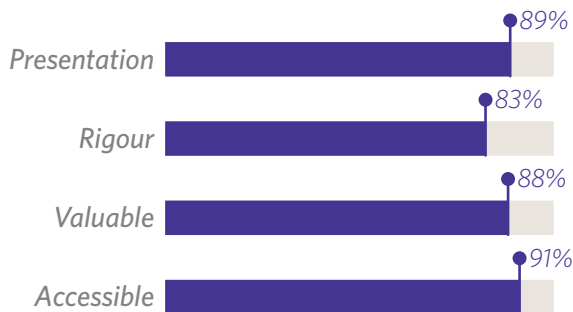
Festival Principles - Gold Coast Scores

Gold Coast audiences recorded high scores for Quality, Engagement, Diversity and Transformation, with over 80% of respondents agreeing with these principles. Notably, 94% agreed that they would attend something similar again, 88% agreed that Festival 2018 was important for the local area, and

87% agreed that it gave them new opportunities to access cultural activities. Smaller percentages of respondents agreed that Festival 2018 challenged them to think in a different way, and helped them to appreciate the Gold Coast's unique characteristics and culture.

QUALITY - 89% agree

Exceptional and engaging content, high quality processes, integrated approach



CHANGE - 50% agree

Inspiring positive social, cultural, political change



DIVERSITY & INCLUSIVITY - 82% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



CELEBRATION - 68% agree

Inspiring hope, optimism and sense of occasion



ENGAGEMENT - 87% agree

Community focused, opportunities for communities to actively participate



IMAGE - 65% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle

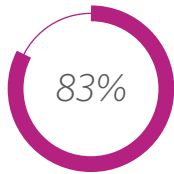


TRANSFORMATION - 82% agree

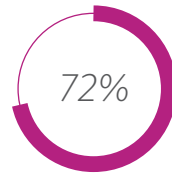
Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences



Audience Experience



Overall Festival 2018 experience rated as excellent or good



More likely to attend arts and cultural activities in the future following Festival 2018

One word to describe Festival 2018:



Audience Behaviour



Of visitors stayed overnight



Nights stayed on average



People per group on average



Have visited the Gold Coast before



Visited the area specifically to attend an event

Audience Expenditure



Average spend on accommodation per night



Average spend on food



Average spend on transport



Average spend on shopping



Average spend on tours and entertainment



Average spend on merchandise

Note: Figures (except accommodation spend) reflect average spend per attendee for the entire trip.



Source: Festival 2018 Brisbane

Festival 2018 in Brisbane

Festival 2018 celebrated Brisbane's history and wealth of cultural diversity, and shared the iconic stories of Brisbane through the eyes and ears of emerging and established artists, as well as the local community.

Festival 2018 Brisbane invited the audience to encounter something different, and aimed to leave attendees with an experience that would last a lifetime. The Festival Hub was located at the Cultural Forecourt in the South Bank Parklands, with activations stretching across the central business district and the laneways in between.

Festival 2018 installed a Meeanjin sign adjacent to the existing Brisbane sign in the Cultural Forecourt in recognition of the significance of the location of the Festival Hub. Meeanjin is the traditional name for the spike of land on which central Brisbane sits, along the Maiwar (Brisbane River). Showcasing Aboriginal and Torres Strait Islander content was a strong focus for Festival 2018 in Brisbane. A range of Aboriginal and Torres Strait Islander content featured across the program including Blak Friday, Friday April 13 which was a city-wide 'blak out' focusing on traditional and contemporary performance.

Festival 2018 Brisbane provided a platform and demonstrated the demand in Brisbane for a high quality arts and cultural Festival. Festival 2018 encouraged people of all ages to discover new artforms and artists, and encounter new ideas and a different perspective.

Festival 2018 in Brisbane results also include attendees to the three-day Women of the World (WOW) Festival event and the One Million Stars installation (see also pages 55 and 63 for separate results on these).

Brisbane at a Glance

Attendance

410,000

FREE AND TICKETED ATTENDANCES

59,500

UNIQUE VISITORS

240,000

VISITS TO ONE MILLION STARS
INSTALLATION INCLUDED

5,415

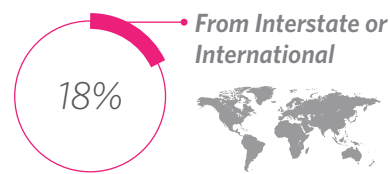
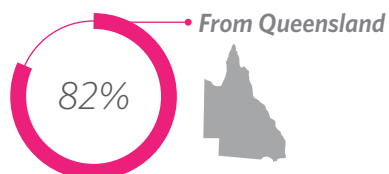
PARTICIPANTS TO WOW AT THE
BRISBANE POWERHOUSE INCLUDED

2 EVENTS ATTENDED PER
PERSON ON AVERAGE 

Artists

947

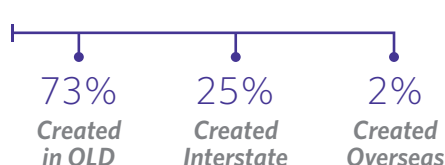
ARTISTS/PERFORMERS



The Program

109

EVENTS



12

VENUES 

201

PERFORMANCES,
ACTIVITIES, WORKSHOPS

Evaluation

1,070 

SURVEY RESPONSES COLLECTED FROM
FESTIVAL 2018 BRISBANE ATTENDEES

Expenditure

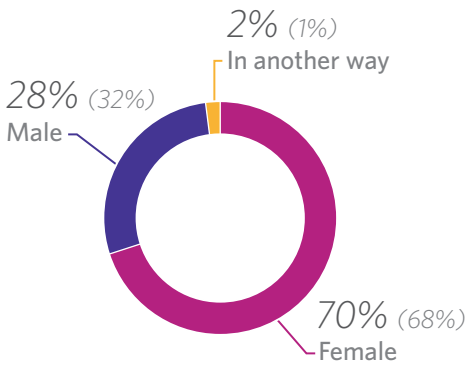
\$3.7 million 

BRISBANE

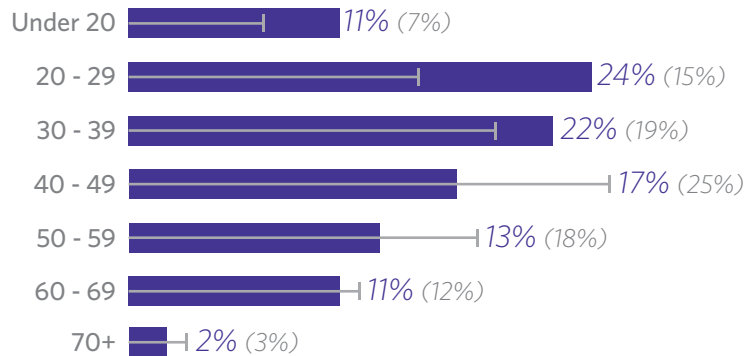
Brisbane Festival 2018 Audience

● Brisbane ● (%) Festival 2018 Average

GENDER

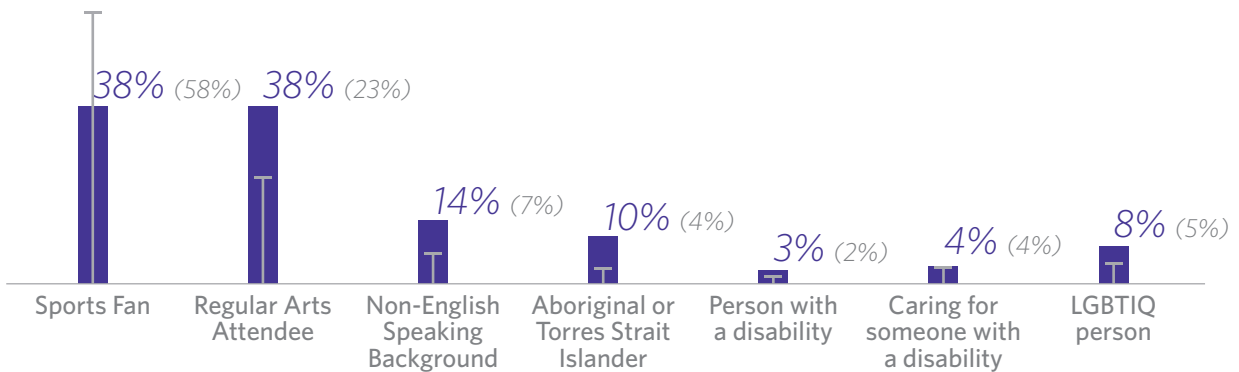


AGE



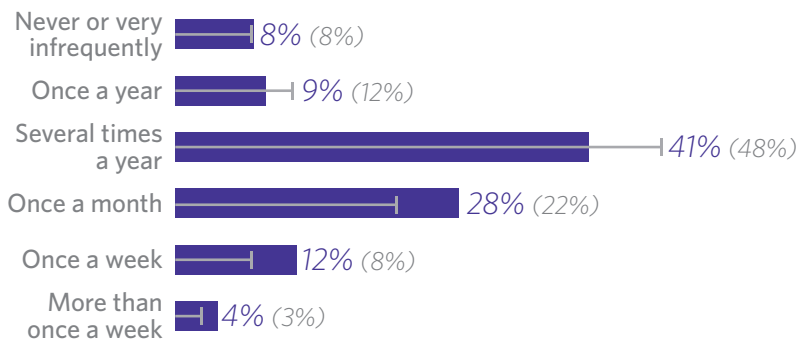
IDENTITY

Do you identify as any of the following?



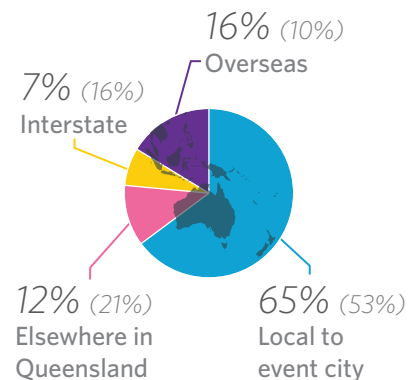
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?

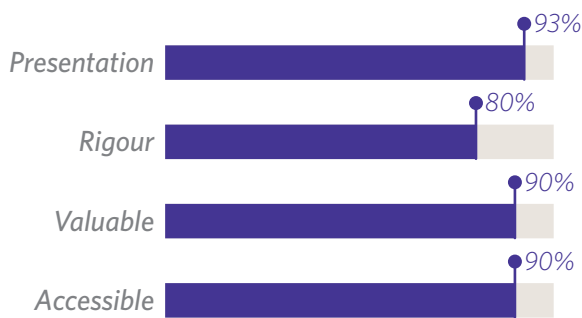


Festival Principles - Brisbane Scores

Over 90% of Brisbane respondents agreed that Festival 2018 was of a very high quality and provided opportunities for the community to actively participate. 88% also agreed that it provided a positive and contemporary image of Brisbane.

QUALITY - 90% agree

Exceptional and engaging content, high quality processes, integrated approach



CHANGE - 70% agree

Inspiring positive social, cultural, political change



DIVERSITY & INCLUSIVITY - 82% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



CELEBRATION - 89% agree

Inspiring hope, optimism and sense of occasion



Notably, 95% agreed that they would attend something similar again, 94% agreed that Festival 2018 was important for the local area, and 92% agreed that it made them feel positive about the community's future.

ENGAGEMENT - 91% agree

Community focused, opportunities for communities to actively participate



IMAGE - 88% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



TRANSFORMATION - 82% agree

Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences

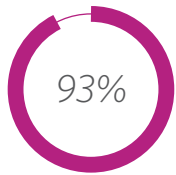


INDIGENOUS & FIRST NATIONS - 81% agree

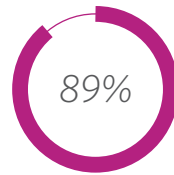
Powerful Indigenous presence across program - meaningful, respectful, engaged



Audience Experience



Overall Festival 2018 experience rated as excellent or good



More likely to attend arts and cultural activities in the future following Festival 2018

One word to describe Festival 2018:

good amazing exciting great
 interesting fantastic
 enjoyable fun awesome

Audience Behaviour



Of visitors stayed overnight



Nights stayed on average



People per group on average



Had visited Brisbane before



Visited the area specifically to attend an event

Audience Expenditure

\$79



Average spend on accommodation per night

\$237



Average spend on food

\$112



Average spend on transport

Note: Figures (except accommodation spend) reflect average spend per attendee for the entire trip. Festival 2018 surveys captured accommodation and overall spend estimates only. Additional expenditure categories for the Gold Coast and Brisbane were collected via a separate visitor survey.



Source: Festival 2018 Cairns

Festival 2018 in Cairns

Festival 2018 in Cairns was set against the iconic Cairns Esplanade, historic Tanks Arts Centre and Munro Martin Parklands. It included a smorgasbord of cultural music, contemporary popular Australian artists, emerging and local music and a mix of high end visual art exhibitions. Local companies across the performing and visual arts developed all new work for a strong daytime program, with the programming also featuring bold new work commissions and installations, contemporary dance and interactive workshop opportunities.

Formally opened by both traditional owners of the Cairns region - the Gimuy Walubara Yidinju and the Yirrganydji tribes - the Festival 2018 Cairns program was developed almost entirely around Indigenous arts - local and national music, dance and visual artists ranging from an emerging to established level of artistry. The "Mixed Blood" Visual Arts Exhibition at Tanks Arts Centre showcased ten local high profile artists from the Cairns region, presenting works from their practice. In addition, "Beginnings" was a specifically commissioned musical theatre and dance piece that engaged more than 300 local community members from across the performing and non - performing arts sectors to share the story of Cairns through an Indigenous lens.

Festival 2018 in Cairns provided a perfect opportunity to re-imagine Cairns' popular Esplanade public space as a dining and cultural entertainment zone closed to traffic. For the duration of the Games, the space was themed and LED screens across the site showed the Games sporting action 24/7, encouraging local traders to extend their food and drink activation onto the roadway. This activation was met with highly positive reception, offering opportunities for future key events for the region and engagement with arts in a way that the community has previously not experienced.

Cairns at a Glance

Attendance

80,000

FREE AND TICKETED ATTENDANCES

29,000

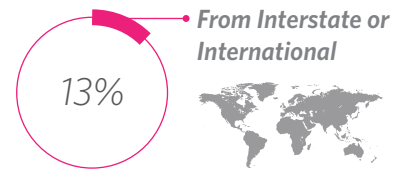
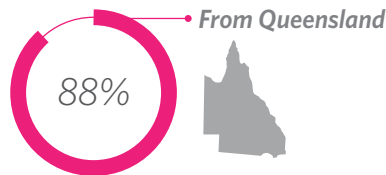
UNIQUE VISITORS

3 EVENTS ATTENDED PER PERSON ON AVERAGE 

Artists

400

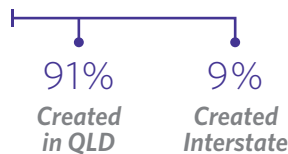
ARTISTS/PERFORMERS



The Program

90

EVENTS



115

PERFORMANCES, ACTIVITIES, WORKSHOPS

5 VENUES



Evaluation

428

SURVEY RESPONSES COLLECTED FROM FESTIVAL 2018 CAIRNS ATTENDEES



Expenditure

\$1.2 million

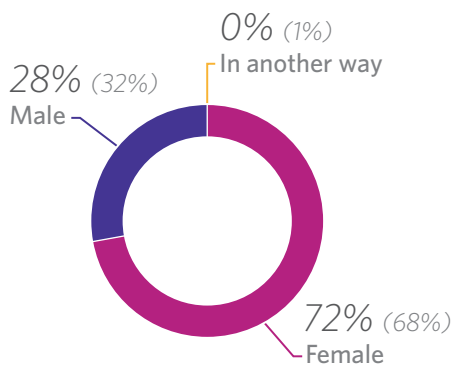
CAIRNS



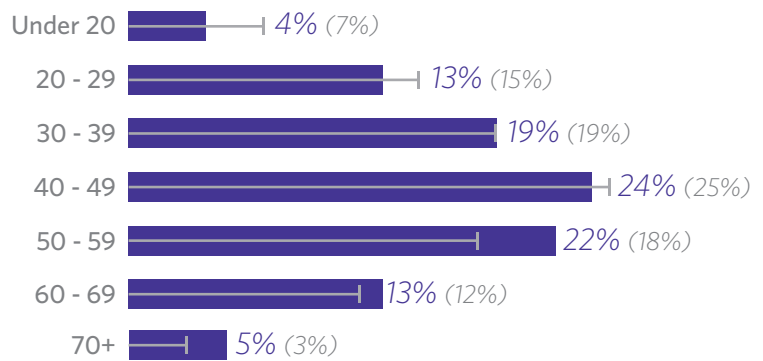
Cairns Festival 2018 Audience

● Cairns ● (%) Festival 2018 Average

GENDER

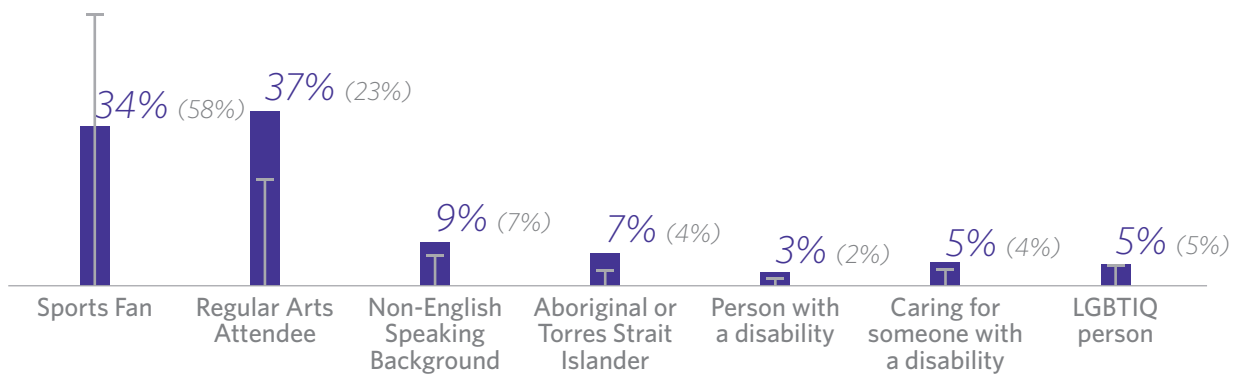


AGE



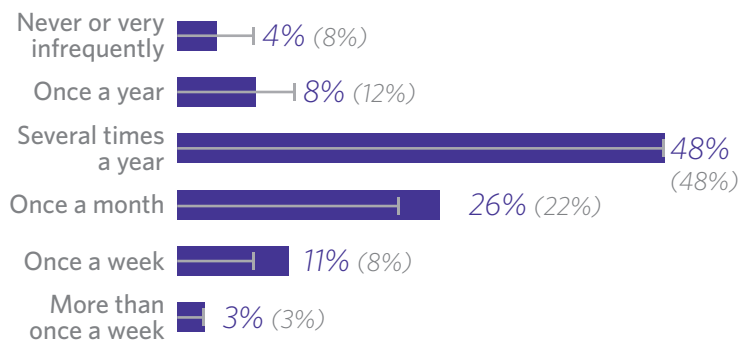
IDENTITY

Do you identify as any of the following?



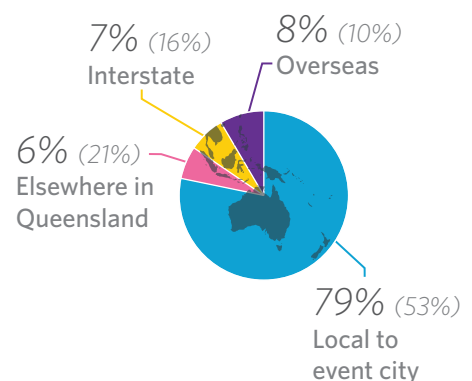
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



Festival Principles - Cairns Scores

Over 90% of Cairns respondents agreed that Festival 2018 was of a very high quality and provided opportunities for the community to actively participate. 89% also agreed that it provided a positive and contemporary image of Cairns. Notably, 96% agreed that they would attend something similar

again, 94% agreed that Festival 2018 helped them feel part of the community, and 93% agreed that it was important for the local area. A smaller percentage of respondents agreed that Festival 2018 challenged them to think in a different way.

QUALITY - 96% agree

Exceptional and engaging content, high quality processes, integrated approach



ENGAGEMENT - 95% agree

Community focused, opportunities for communities to actively participate



CHANGE - 71% agree

Inspiring positive social, cultural, political change



IMAGE - 89% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



DIVERSITY & INCLUSIVITY - 88% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



TRANSFORMATION - 86% agree

Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences



CELEBRATION - 85% agree

Inspiring hope, optimism and sense of occasion

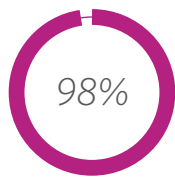


INDIGENOUS & FIRST NATIONS - 86% agree

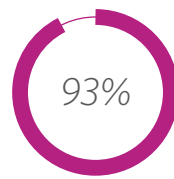
Powerful Indigenous presence across program - meaningful, respectful, engaged



Audience Experience



Overall Festival 2018 experience rated as excellent or good



More likely to attend arts and cultural activities in the future following Festival 2018

One word to describe Festival 2018:

fantastic music great
 exciting
 wonderful excellent
 awesome fun entertaining

Audience Behaviour



Of visitors stayed overnight



Nights stayed on average



People per group on average



Have visited Cairns before



Visited the area specifically to attend an event

Audience Expenditure

\$83



Average spend on accommodation per night

\$81



Average spend by locals

\$927



Average spend by interstate visitors

\$409



Average spend by overseas visitors

Note: Figures (except accommodation spend) reflect average spend per attendee for the entire trip. Festival 2018 surveys captured accommodation and overall spend estimates only. Additional expenditure categories for the Gold Coast and Brisbane were collected via a separate visitor survey



Source: Festival 2018 Townsville

Festival 2018 in Townsville

Festival 2018 will be marked as a watershed moment for Townsville, in which the city and regional community embraced and celebrated the arts like never before, with arts and culture spread across three Festival sites.

Queens Gardens hosted a garden of creative arts, music, dance, comedy, circus, food and wine underneath the canopy of rainforest trees. For the very first time, Townsville hosted two beautiful Spiegel tents with national and international performers. Queens Gardens included a Festival Stage, a live site, food trucks, an Indigenous gathering place and arts workshops bringing the site to life.

The historically significant Jezzine Barracks was the perfect backdrop for the opening and closing events, including a traditional Indigenous smoking ceremony and a military Beating the Retreat Ceremony.

'Uncontained' at Strand Park was an ambitious and imaginative concept that surpassed expectations. Towering shipping container constructions dominated the site and container artworks by local, national and international street artists surprised and delighted visitors. The stage at Uncontained hosted a range of performers as well as big screen vision and documentary pieces by local students. Artist markets, art and writers' workshops and children's activities were also delivered in this space.

Festival 2018 inspired and united the community to embrace the arts, and Townsville City Council is keen to explore opportunities for an annual Festival celebrating the artistic and cultural lifestyle that is enjoyed by Townsville locals.

Townsville at a Glance

Attendance

90,850

FREE AND TICKETED ATTENDANCES

19,000

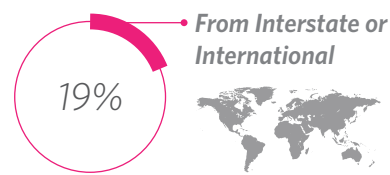
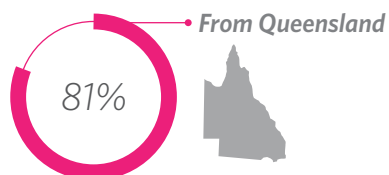
UNIQUE VISITORS

3 EVENTS ATTENDED PER PERSON ON AVERAGE 

Artists

700

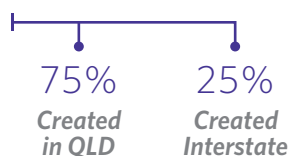
ARTISTS/PERFORMERS



The Program

83

EVENTS



163

PERFORMANCES, ACTIVITIES, WORKSHOPS

3 FESTIVAL SITES 

Evaluation

551

SURVEY RESPONSES COLLECTED FROM FESTIVAL 2018 TOWNSVILLE ATTENDEES 

Expenditure

\$825,000

TOWNSVILLE 

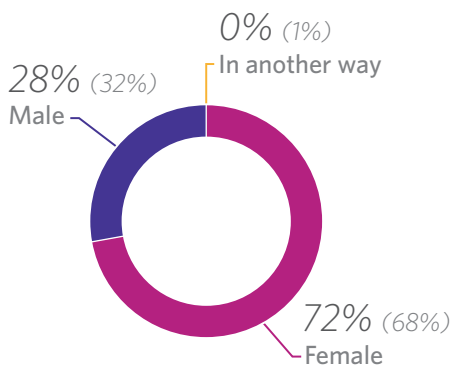
Townsville Festival 2018 Audience

Volunteer intercept interviewers typically targeted adult Festival 2018 attendees, however many Festival events such as Alice in Wonderland attracted large numbers of children. Very little surveying was achieved on opening night due to resourcing and

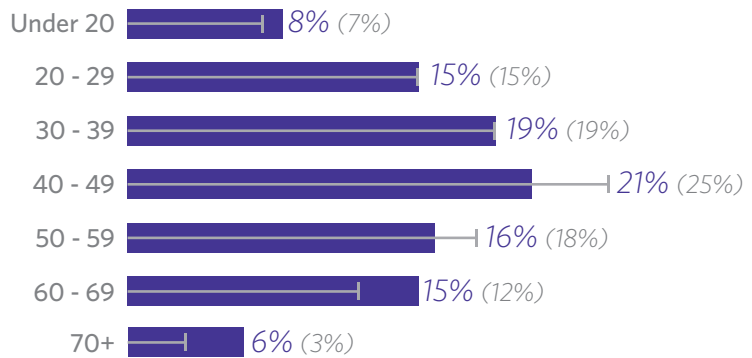
sheer crowd numbers, however the Thundamentals event attracted an estimated 5,000 young people. A focus on surveying a broader mix of events and demographics would have generated a sample more representative of the younger overall audience.

● **Townsville** ● **(%) Festival 2018 Average**

GENDER

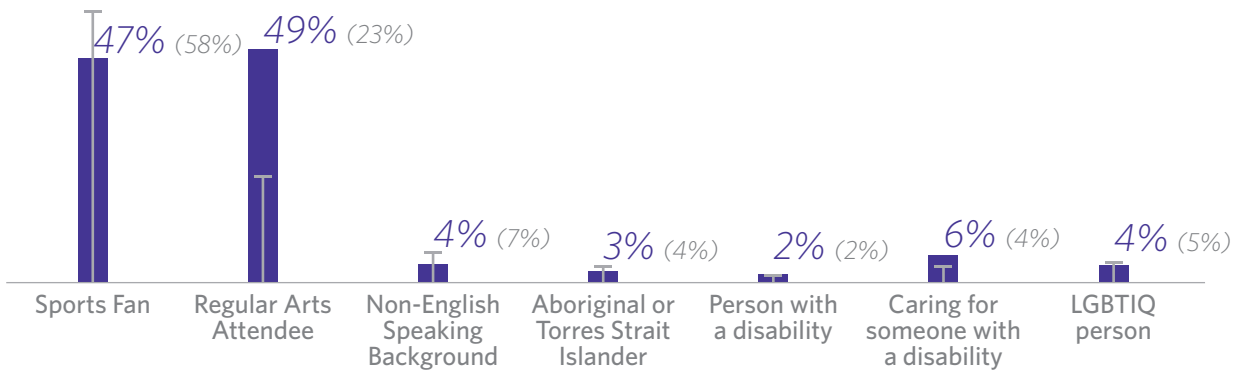


AGE



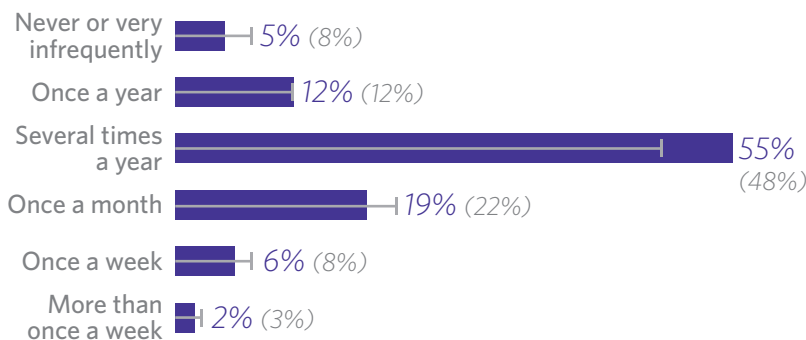
IDENTITY

Do you identify as any of the following?



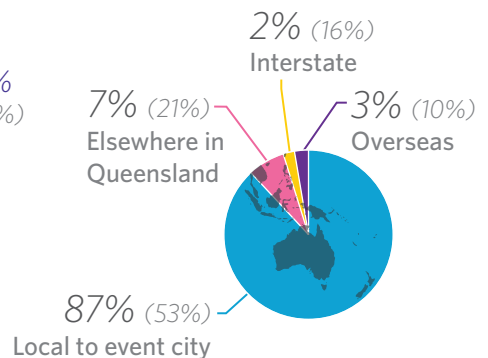
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



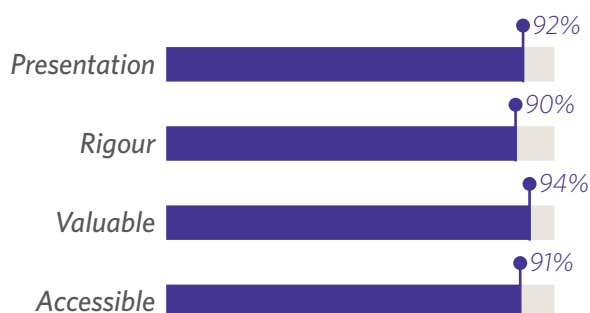
Festival Principles - Townsville Scores

90% or more of Townsville respondents agreed that Festival 2018 was of a very high quality and provided opportunities for the community to actively participate. 89% also agreed that it was delivered by a range of diverse and inclusive voices. Notably, 96% agreed that they would attend something similar again, 95% agreed that Festival 2018 made

them feel positive about the community's future, and 97% agreed that it was important for the local area. A smaller percentage of respondents agreed that Festival 2018 challenged them to think in a different way or made them feel connected to a shared history and culture.

QUALITY - 92% agree

Exceptional and engaging content, high quality processes, integrated approach



CHANGE - 68% agree

Inspiring positive social, cultural, political change



DIVERSITY & INCLUSIVITY - 89% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



CELEBRATION - 78% agree

Inspiring hope, optimism and sense of occasion



ENGAGEMENT - 90% agree

Community focused, opportunities for communities to actively participate



IMAGE - 75% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



TRANSFORMATION - 85% agree

Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences

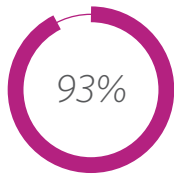


INDIGENOUS & FIRST NATIONS - 81% agree

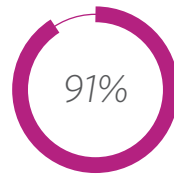
Powerful Indigenous presence across program - meaningful, respectful, engaged



Audience Experience



Overall Festival 2018 experience rated as excellent or good



More likely to attend arts and cultural activities in the future following Festival 2018

One word to describe Festival 2018:

great enjoyable fun good
 amazing awesome
 fantastic cool excellent

Audience Behaviour

80%



Of visitors stayed overnight



Nights stayed on average



People per group on average

67%

Have visited Townsville before

77%

Visited the area specifically to attend an event

Audience Expenditure

\$86



Average spend on accommodation per night

\$69



Average spend by locals

\$740



Average spend by interstate visitors

\$525



Average spend by overseas visitors

Note: Figures (except accommodation spend) reflect average spend per attendee for the entire trip. Festival 2018 surveys captured accommodation and overall spend estimates only. Additional expenditure categories for the Gold Coast and Brisbane were collected via a separate visitor survey



Event City Comparison

All four event cities contributed to a strong and successful Festival 2018. More than 80% of attendees rated their Festival 2018 experience as excellent or good in each city, and 89% or more agreed that the Festival 2018 program was of a very high quality. The scale of the program and the number of visitors attracted varied significantly amongst the four cities, however Festival 2018 generated important outcomes for each city and community in line with key principles. As the Host City, Gold Coast Festival 2018 events attracted larger percentages of non-local visitors, activating and showcasing the city on a national and international stage. As Queensland's capital, Brisbane's Festival 2018 events were attended by a broad mix of visitor types across a variety of programs and venues. Festival 2018 events in Cairns and Townsville were strongly attended by local residents, who benefited from access to new cultural experiences and a strengthened sense of community.

Festival Principles – Event City Scores

| PRINCIPLE | GOLD COAST | BRISBANE | CAIRNS | TOWNSVILLE | OVERALL FESTIVAL |
|----------------------------|------------|-----------|-----------|------------|------------------|
| QUALITY | 89% Agree | 90% Agree | 96% Agree | 92% Agree | 90% Agree |
| Presentation | 89% Agree | 93% Agree | 99% Agree | 92% Agree | 92% Agree |
| Rigour | 83% Agree | 80% Agree | 96% Agree | 90% Agree | 86% Agree |
| Valuable | 88% Agree | 90% Agree | 95% Agree | 94% Agree | 90% Agree |
| Accessible | 91% Agree | 90% Agree | 97% Agree | 91% Agree | 91% Agree |
| CHANGE | 50% Agree | 70% Agree | 71% Agree | 68% Agree | 57% Agree |
| Challenge | 44% Agree | 65% Agree | 60% Agree | 58% Agree | 49% Agree |
| Distinctiveness | 86% Agree | 78% Agree | 84% Agree | 89% Agree | 84% Agree |
| DIVERSITY & INCLUSIVITY | 82% Agree | 82% Agree | 88% Agree | 89% Agree | 84% Agree |
| Respect | 76% Agree | 82% Agree | 85% Agree | 73% Agree | 79% Agree |
| Imagination | 75% Agree | 68% Agree | 76% Agree | 87% Agree | 78% Agree |
| Content | 86% Agree | 88% Agree | 91% Agree | 95% Agree | 88% Agree |
| CELEBRATION | 68% Agree | 89% Agree | 85% Agree | 78% Agree | 78% Agree |
| Meaning | 65% Agree | 85% Agree | 83% Agree | 75% Agree | 72% Agree |
| Positivity | 85% Agree | 92% Agree | 87% Agree | 95% Agree | 90% Agree |
| ENGAGEMENT | 87% Agree | 91% Agree | 95% Agree | 90% Agree | 90% Agree |
| Enthusiasm | 94% Agree | 95% Agree | 96% Agree | 96% Agree | 95% Agree |
| Belonging | 75% Agree | 81% Agree | 94% Agree | 85% Agree | 80% Agree |
| Access | 87% Agree | 86% Agree | 91% Agree | 88% Agree | 87% Agree |
| IMAGE | 65% Agree | 88% Agree | 89% Agree | 75% Agree | 75% Agree |
| Unique | 59% Agree | 83% Agree | 89% Agree | 84% Agree | 67% Agree |
| Local Impact | 88% Agree | 94% Agree | 93% Agree | 97% Agree | 93% Agree |
| Heritage | 73% Agree | 72% Agree | 75% Agree | 66% Agree | 71% Agree |
| TRANSFORMATION | 82% Agree | 82% Agree | 86% Agree | 85% Agree | 86% Agree |
| Depth | 82% Agree | 82% Agree | 86% Agree | 89% Agree | 85% Agree |
| INDIGENOUS & FIRST NATIONS | | 81% Agree | 86% Agree | 81% Agree | 81% Agree |
| Learning | | 79% Agree | 86% Agree | 79% Agree | 80% Agree |
| Fake Art | | 83% Agree | | | 83% Agree |

Metrics related to the Indigenous and First Nations principle were not included in the general Festival 2018 surveys carried out in the Gold Coast. These metrics were applied to events and exhibitions in Brisbane, Cairns and Townsville that contained Indigenous content.

Audience Experience

Rated Festival 2018 as excellent or good

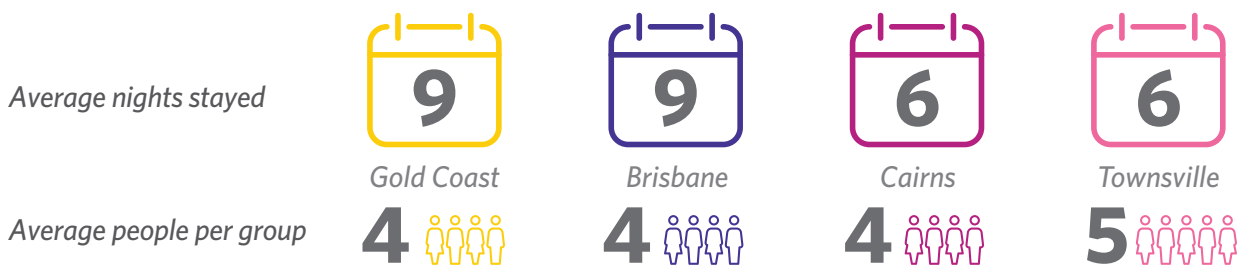


More likely to attend arts and cultural activities in the future



Audience Behaviour

Visitors staying overnight



Returning Visitors



Festival 2018 event/s were the primary reason for visit





6 - 8 April
Brisbane Powerhouse
Celebrating the Women of the Community



Source: Festival 2018 WOW

Women of the World (WOW) Festival

The Women of the World (WOW) Festival involved three-days of fun, laughter, inspiration and serious reflection on what it means to be a woman in today's world. Including performances, exhibitions, workshops, speed mentoring and stories from some of the most remote areas of the globe, WOW at Festival 2018 featured one hundred speakers from across the Commonwealth.

WOW was uplifting, celebratory, frank, challenging and fun, and left a legacy of strong women who feel empowered to make changes in their own lives, those of their families and in their communities. Taking place at Brisbane's iconic Powerhouse, WOW was attended by over 5,400 people, including Her Royal Highness the Duchess of Kent who is the Global Patron of the worldwide movement that is WOW.

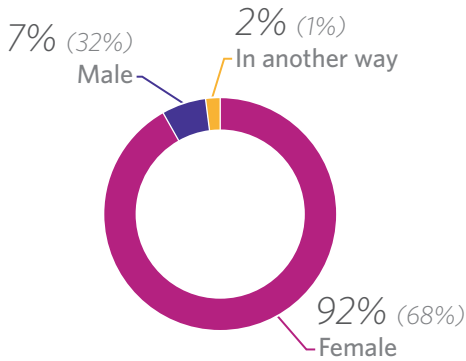
WOW struck the hearts and minds of attendees, exploring topics as diverse as African dance and accidental activism, as well as offering a model for future Commonwealth Games hosts to continue advancing gender equality as a major global issue.

The evaluation captured a significant sample of 230 survey responses from WOW attendees over the three-day festival.

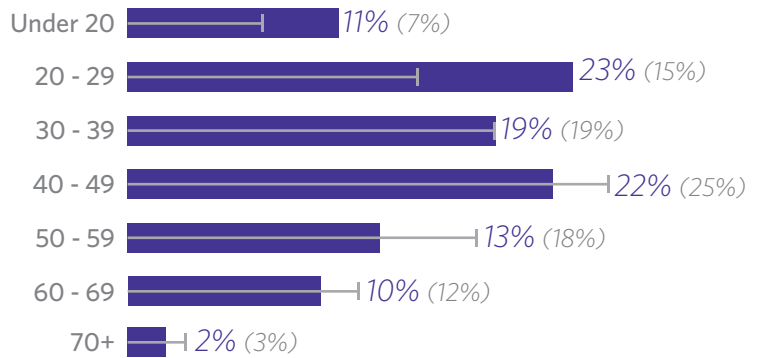
Women of the World Festival Audience

● **WOW** ● (%) **Festival 2018 Average**

GENDER

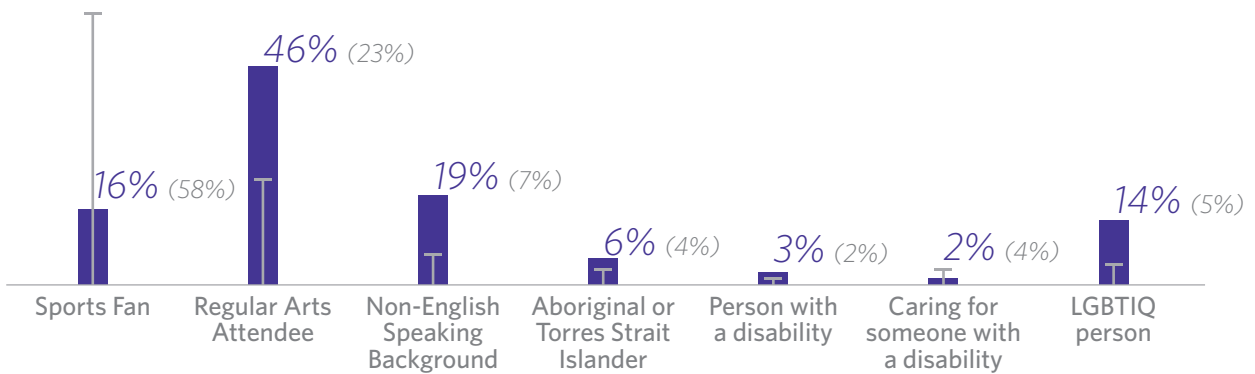


AGE



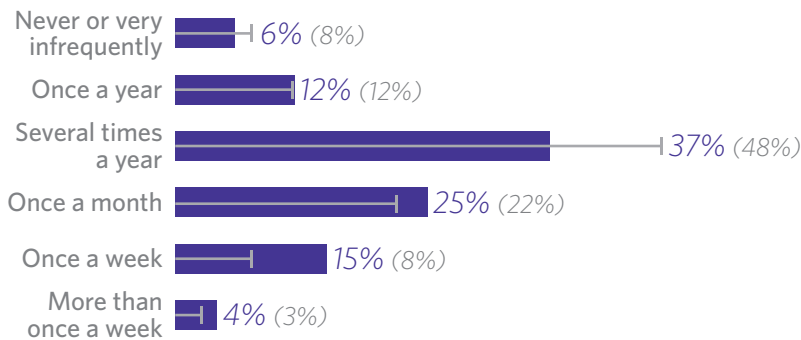
IDENTITY

Do you identify as any of the following?



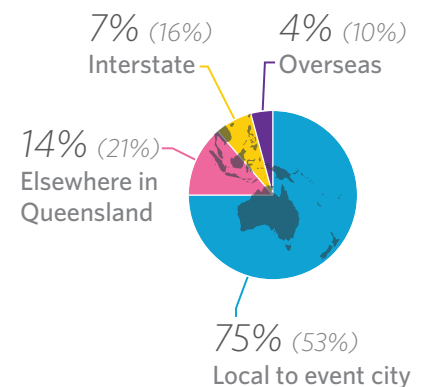
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



Festival Principles – WOW Scores

QUALITY - 97% agree

Exceptional and engaging content, high quality processes, integrated approach



CHANGE - 84% agree

Inspiring positive social, cultural, political change



CELEBRATION - 93% agree

Inspiring hope, optimism and sense of occasion



ENGAGEMENT - 90% agree

Community focused, opportunities for communities to actively participate



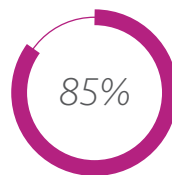
IMAGE - 94% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



Audience Experience

Experience rated as excellent or good:



More likely to attend arts and cultural activities in the future following Festival 2018

Audience Behaviour

73%

Of visitors stayed overnight



Nights stayed on average

86%

Visited the area specifically to attend the festival

4

People per group on average



Audience Expenditure

\$164

Average spend by festival attendees (includes spend in the local area)



Note: Figures reflect the attendees' average spend per-person on each item for their entire trip (excluding accommodation spend). Expenditure breakdowns limited due to sample size



Source: Festival 2018 Meeanjin Markets

Meeanjin Markets

The Meeanjin Markets showcased authentic Aboriginal and Torres Strait Islander arts, crafts and experiences and highlighted local Queensland creators. With over 30 stalls offering food products, homewares, art and clothing, visitors also celebrated and experienced performance, music and the delicious flavours of the Australian bush.

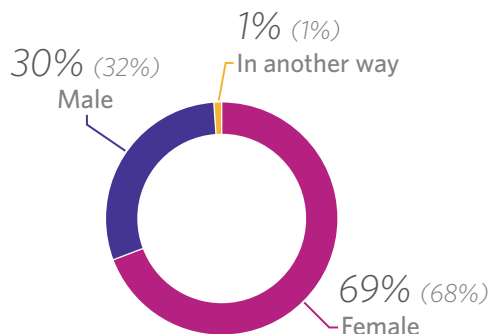
Taking place at Reddacliff Place from 6 to 7 April 2018 as part of Festival 2018, Meeanjin Markets was designed to become an annual event and create an ongoing legacy. The Meeanjin Markets also supported the Indigenous Art Code's 'Fake Art Harms Culture' campaign.

The evaluation captured a significant sample of 213 survey responses from visitors during the two-day Meeanjin Markets.

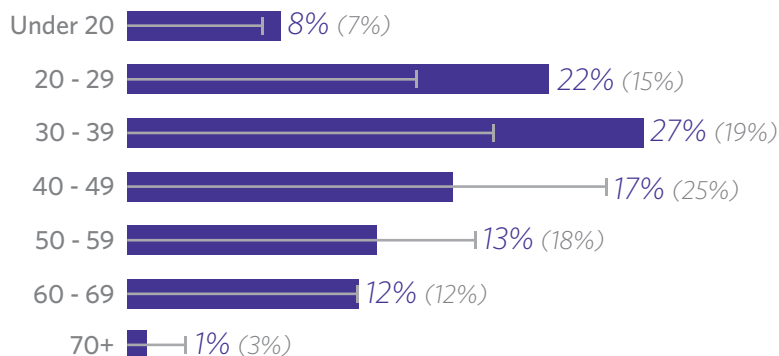
Meeanjin Markets Audience

● Meeanjin Markets ● (%) Festival 2018 Average

GENDER

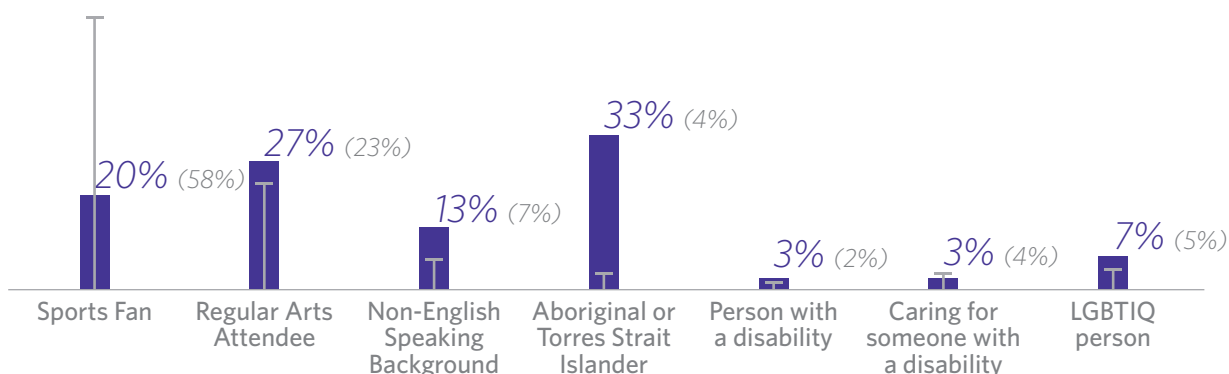


AGE



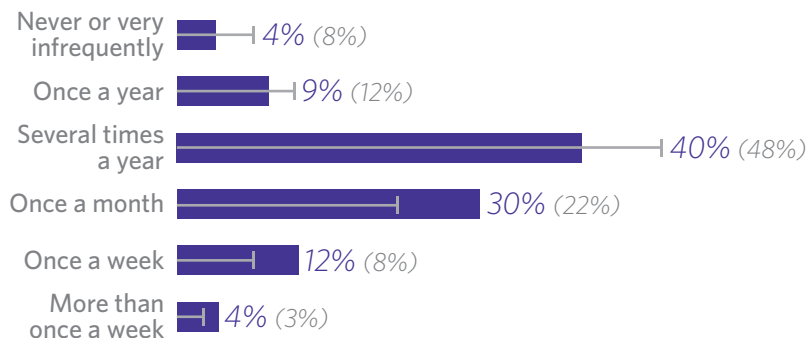
IDENTITY

Do you identify as any of the following?



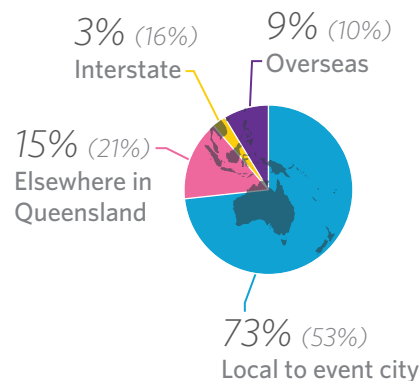
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



Festival Principles – Meeanjin Markets Scores

INDIGENOUS & FIRST NATIONS - 81% agree

Powerful Indigenous presence across program - meaningful, respectful, engaged



DIVERSITY & INCLUSIVITY - 89% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



CELEBRATION - 92% agree

Inspiring hope, optimism and sense of occasion



ENGAGEMENT - 99% agree

Community focused, opportunities for communities to actively participate



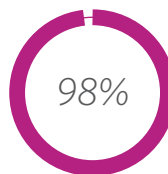
IMAGE - 97% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle




Audience Experience

Experience rated as excellent or good:




More likely to attend arts and cultural activities in the future following Festival 2018

Audience Behaviour


63% Of visitors stayed overnight 

3 Nights stayed on average 

63% Visited the area specifically to attend the markets

5 People per group on average 

Audience Expenditure

\$144 Average spend by visitors who attended Meeanjin Markets (includes spend in local area) 



Source: Festival 2018 Brisbane

One Million Stars to End Violence

The global weaving movement, One Million Stars to End Violence, inspired thousands of individuals and groups across hundreds of communities to weave stars as a form of peaceful activism.

Star weavers were inspired by the call to action to weave stars for a temporary public art installation as part of Festival 2018 during the Gold Coast 2018 Commonwealth Games, as a collective statement against violence and for peace.

Approximately 2.4 million stars were contributed to the project, which well exceeded the one million star target set by the Founder.

Star weaving provided a mindful, joyful and creative practice for people. Many groups and communities wove stars to support different social causes that are of importance to them. Others used star weaving as a craft activity or a mindfulness practice with no social agenda.

The One Million Stars installation, featuring one million of the 2.4 million stars contributed to the project, was viewed by over 240,000 people as part of Festival 2018 from 29 March to 15 April 2018. The record breaking installation, presented by the Museum of Brisbane and Lumen Cloud, highlighted the communities' collective statement for peace and the CGF's values of Humanity, Equality and Destiny.

Excess stars were used to create smaller satellite installations in Townsville, Cairns, Brisbane and the Gold Coast during Festival 2018.

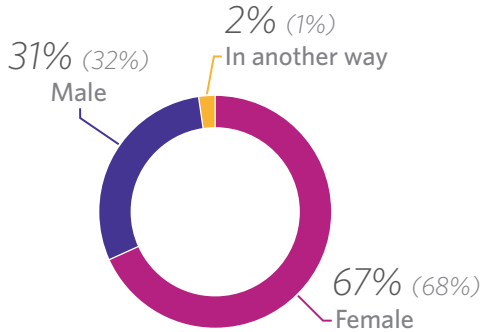
After Festival 2018, a number of stars and star strings from the installation were donated to local Brisbane resource management collective, Reverse Garbage Queensland.

The evaluation captured a significant sample of 186 survey responses from attendees throughout the Festival period.

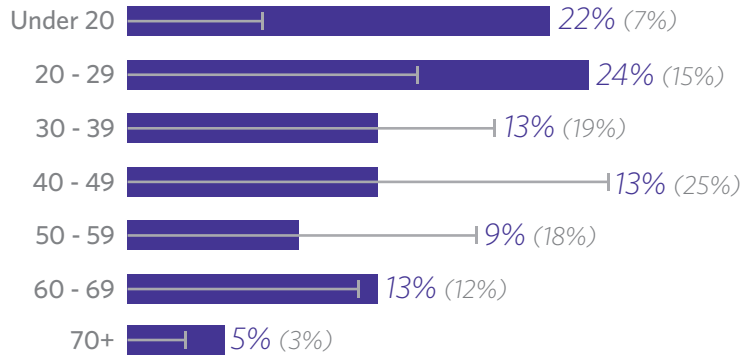
One Million Stars Audience

● One Million Stars ● (%) Festival 2018 Average

GENDER

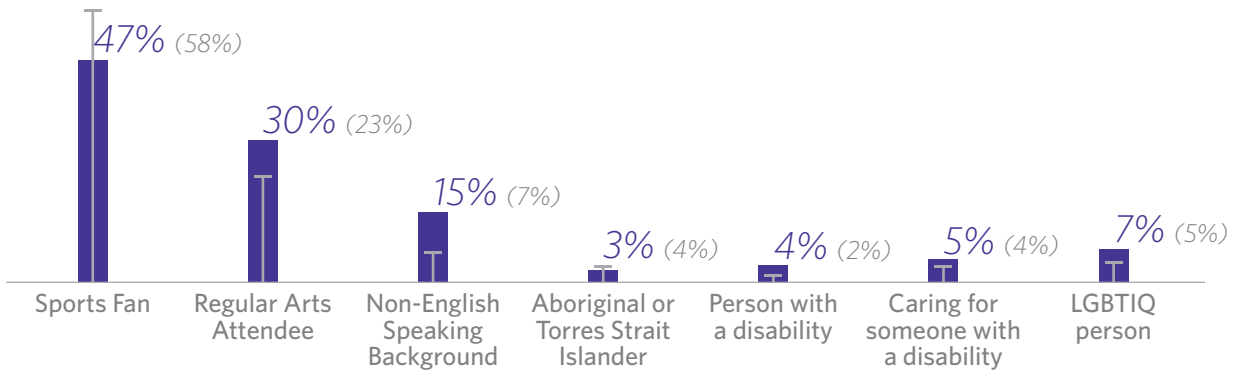


AGE



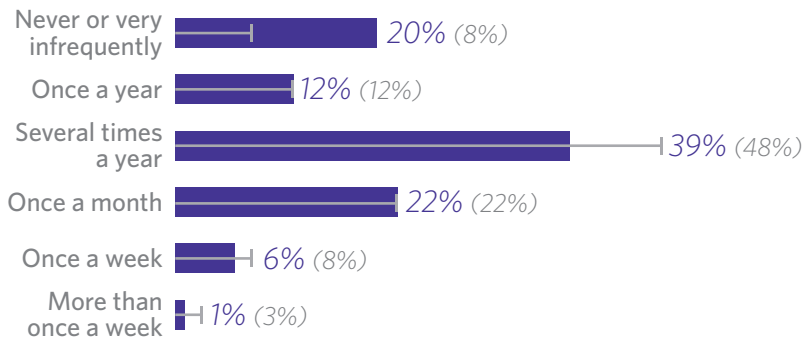
IDENTITY

Do you identify as any of the following?



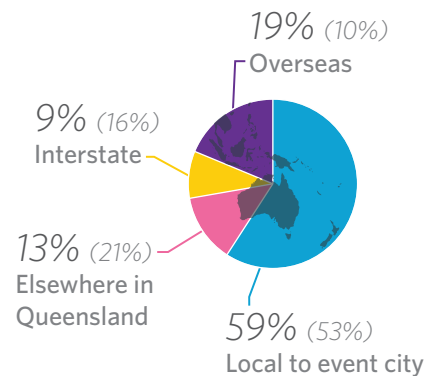
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



Festival Principles – One Million Stars Scores

QUALITY - 92% agree

Exceptional and engaging content, high quality processes, integrated approach



DIVERSITY & INCLUSIVITY - 82% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



CELEBRATION - 89% agree

Inspiring hope, optimism and sense of occasion



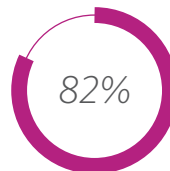
ENGAGEMENT - 83% agree

Community focused, opportunities for communities to actively participate



Audience Experience

Experience rated as excellent or good:



More likely to attend arts and cultural activities in the future following Festival 2018

Audience Behaviour

83%

Of visitors stayed overnight



4

People per group on average



27%

Visited the area specifically to attend the installation

Audience Expenditure

\$276

Average spend by visitors to One Million Stars (includes spend in local area)





Beginnings

Commissioned and presented by Cairns Regional Council for Festival 2018, Beginnings was a spectacular musical theatre and dance piece engaging more than 300 local community members from across both the performing and non-performing arts sectors. Beginnings retold the local story of the region, bringing together the Indigenous and multicultural community in dance and story. Working with a largely Indigenous creative and delivery team, Beginnings shared a message of peace and respect for all cultures.

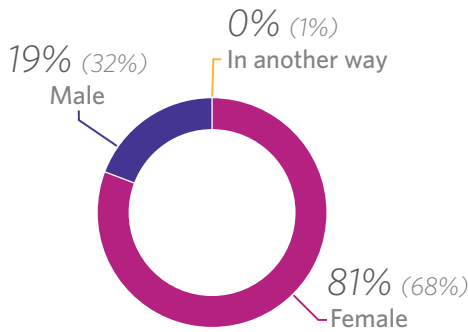
Beginnings attracted a diverse audience and had a 'free ticket' sell out audience of 3,000 capacity in the newly developed Munro Martin Parklands. The piece was widely celebrated and drew a thunderous standing ovation at its 2 hour conclusion.

The evaluation captured a significant sample of 154 survey responses from audiences via an email sent to the event ticketing database.

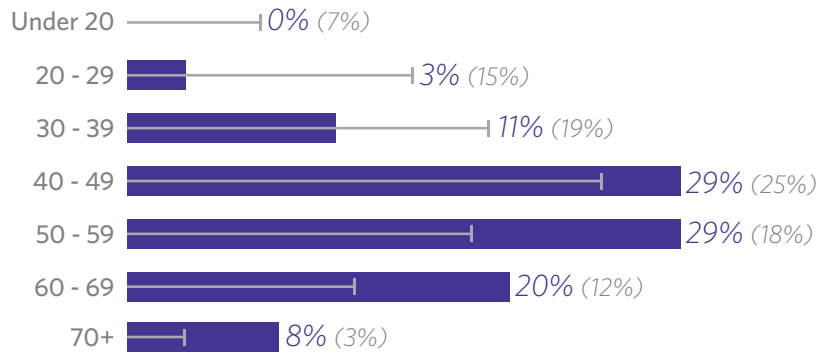
Beginnings Audience

● **Beginnings** ● **(%) Festival 2018 Average**

GENDER

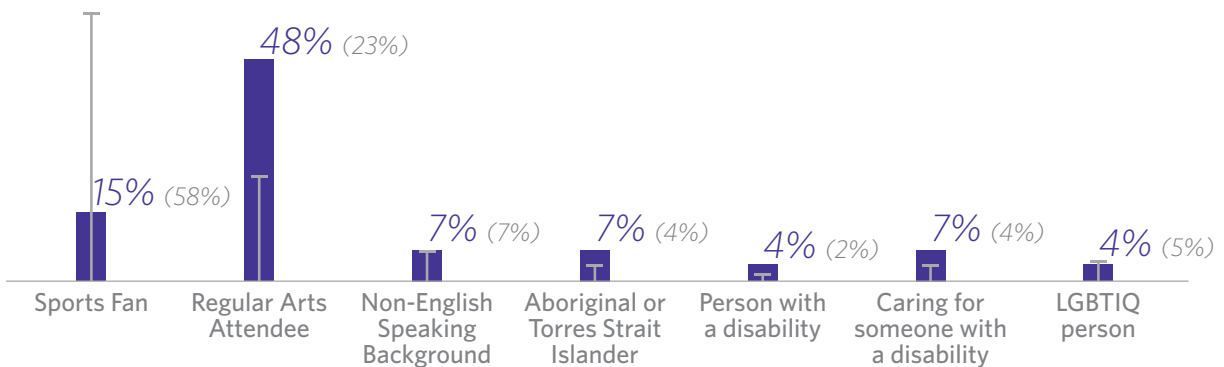


AGE



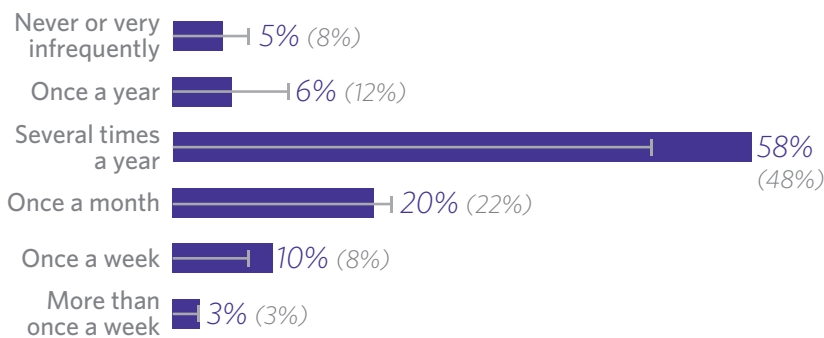
IDENTITY

Do you identify as any of the following?



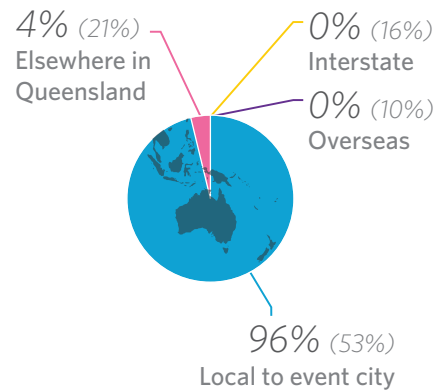
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



Festival Principles – Beginnings Scores

QUALITY - 94% agree

Exceptional and engaging content, high quality processes, integrated approach



ENGAGEMENT - 93% agree

Community focused, opportunities for communities to actively participate



DIVERSITY & INCLUSIVITY - 87% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



IMAGE - 87% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



CELEBRATION - 81% agree

Inspiring hope, optimism and sense of occasion



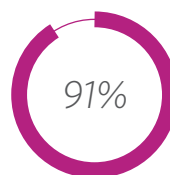
TRANSFORMATION - 79% agree

Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences



Audience Experience

Experience rated as excellent or good:



More likely to attend arts and cultural activities in the future following Festival 2018

Audience Behaviour

59%

Visited the area specifically to attend the performance

5

People per group on average



Audience Expenditure

\$124

Average spend by event attendees (includes spend in the local area)





Mixed Blood

Tanks Arts Centre presented Mixed Blood, an exhibition of contemporary Indigenous cultural expression. Mixed Blood explored and embraced different backgrounds, heritage, culture, language and customs while also acknowledging important connections.

Mixed Blood featured ten Cairns-based Indigenous artists from tribes across Queensland, including Brian Robinson, Arone Meeks, Teho Ropeyarn, Paul Bong, Lisa Michl Ko-mangge'n, Bernard Singleton, Grace Lillian Lee, Simone Arnol, Shannon Brett and Naomi Hobson. Each artist presented works representing their current practice in a spirit of friendship and unity.

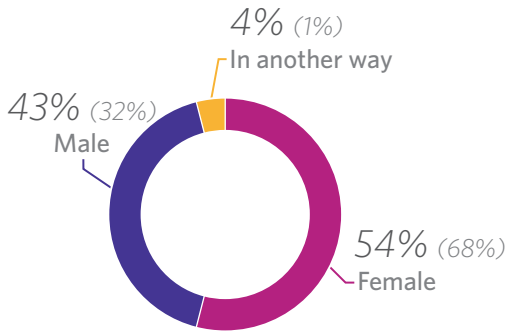
Mixed Blood symbolised how the Indigenous people of Cairns today have a dynamic, rich and varied Indigenous heritage.

The evaluation captured a sample of 30 survey responses from visitors via an iPad set up in the gallery. This is not a significant sample so may not reflect the opinions of the wider visitor population to the exhibition. Comparisons with other Festival 2018 events should be treated with caution.

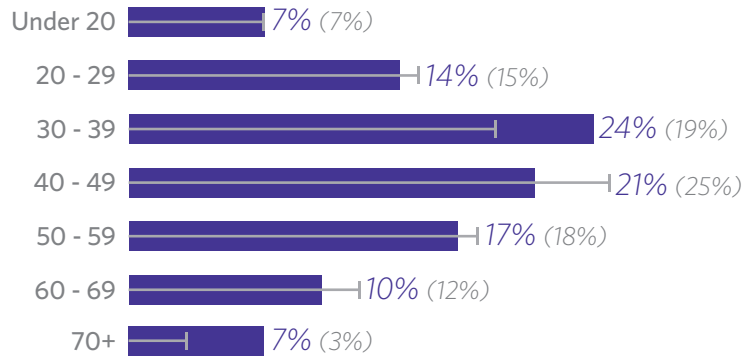
Mixed Blood Audience

● Mixed Blood ● (%) Festival 2018 Average

GENDER

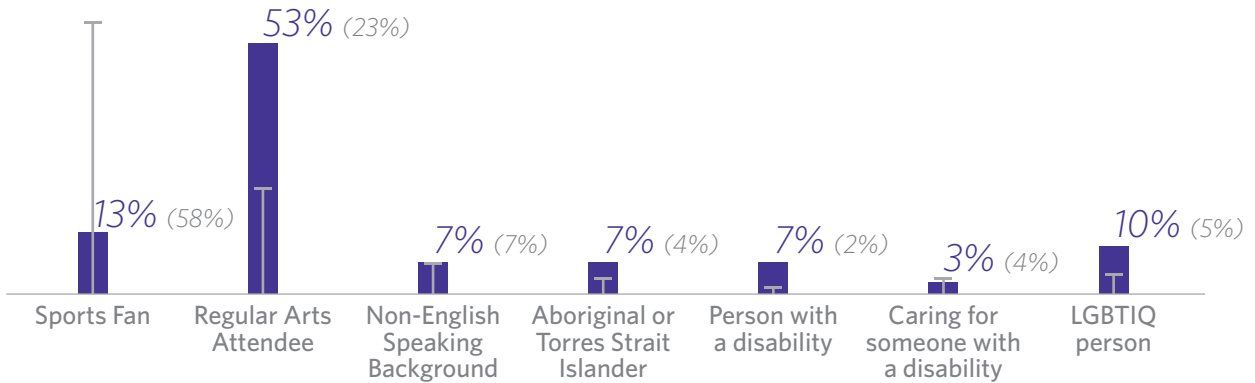


AGE



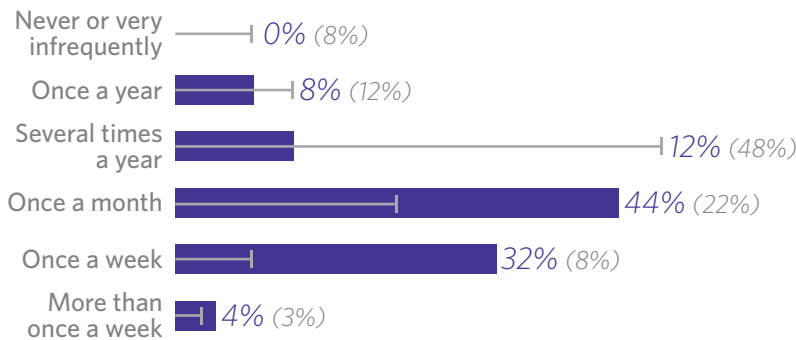
IDENTITY

Do you identify as any of the following?



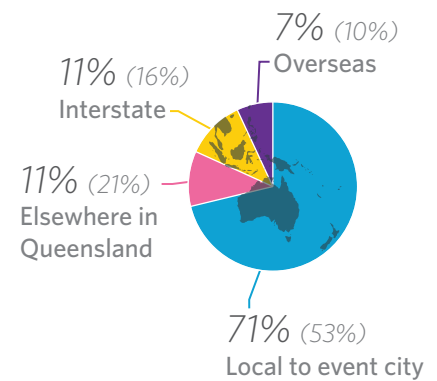
FREQUENCY OF CULTURAL ATTENDANCE

How often do you attend or participate in arts and cultural activities?



LOCATION OF RESIDENCE

Which of the following best describes where you usually live?



Festival Principles – Mixed Blood Scores

DIVERSITY & INCLUSIVITY - 91% agree

Delivered by a range of voices, inclusive and respectful of culture, gender, ability



CELEBRATION - 91% agree

Inspiring hope, optimism and sense of occasion



ENGAGEMENT - 93% agree

Community focused, opportunities for communities to actively participate



IMAGE - 90% agree

Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle



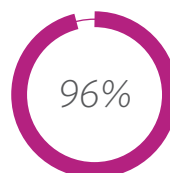
INDIGENOUS & FIRST NATIONS - 83% agree

Powerful Indigenous presence across program - meaningful, respectful, engaged



Audience Experience

Experience rated as excellent or good:



More likely to attend arts and cultural activities in the future following Festival 2018

Audience Behaviour

63% Visited the area specifically to attend the exhibition

4 People per group on average

Audience Expenditure

\$174 Average spend by exhibition attendees (includes spend in the local area)

Key Event Comparison

Five key events within Festival 2018 held in Brisbane and Cairns were examined in greater detail, to provide organisers with an understanding of their audiences, experience and impact. Each event included a selection of quality and outcome metrics that were most relevant to their objectives. The five events covered a broad spectrum of artforms, including a festival, an arts market, a large-scale public installation, a performance and an exhibition. Each scored strongly against the Festival 2018 principles, contributing to the overall quality and experience of Festival 2018. More than 88% of attendees rated each event as excellent or good, and audiences were highly likely to attend future arts and cultural activities following their experience.

Festival Principles - Event Scores

| PRINCIPLE | WOMEN OF THE WORLD | MEEANJIN MARKETS | ONE MILLION STARS | BEGINNINGS | MIXED BLOOD |
|----------------------------|--------------------|------------------|-------------------|------------|-------------|
| QUALITY | 97% Agree | | 92% Agree | 94% Agree | |
| CHANGE | 84% Agree | | | | |
| DIVERSITY & INCLUSIVITY | | 89% Agree | 82% Agree | 87% Agree | 91% Agree |
| CELEBRATION | 93% Agree | 92% Agree | 89% Agree | 81% Agree | 91% Agree |
| ENGAGEMENT | 90% Agree | 99% Agree | 83% Agree | 93% Agree | 93% Agree |
| IMAGE | 94% Agree | 97% Agree | | 87% Agree | 90% Agree |
| TRANSFORMATION | | | | 79% Agree | |
| INDIGENOUS & FIRST NATIONS | | 81% Agree | | | 83% Agree |

A selection of Festival 2018 metrics most relevant to each event was included in the surveys. This means that the events were not assessed against all of the Festival 2018 principles.

Audience Experience

Rated as excellent or good

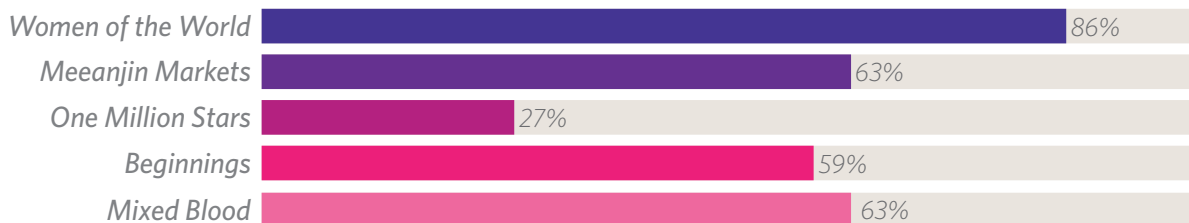


More likely to attend arts and cultural activities in the future



Audience Behaviour & Spend

Events primary reason for visit



Average people per group

4

5

4

5

4

Women of the World

Meeanjin Markets

One Million Stars

Beginnings

Mixed Blood

Average spend

\$164

\$144

\$276

\$124

\$174

Principles by Category

The use of consistent measures across surveys and respondent categories means that impact scores for each Festival 2018 principle can be compared to see whether different demographics, visitor types or groups experienced the Festival in the same way. In this section, scores for each principle are filtered by location of residence, age, gender and identity to demonstrate the comparative experience of each segment across the Festival program as a whole.

There are no significant differences in scores based on location of residence, with all visitor types finding the Festival 2018 to be of a very high quality, providing opportunities for community engagement, inspiring a sense of occasion, and delivered by a diverse and inclusive range of voices. Local residents were more likely to agree that the Festival 2018 program inspired positive change, and presented a positive image of the event city. Queensland residents were also more likely to see the transformative effect of the Festival 2018 program and investment for the local creative sector.

Gender did not impact scoring by attendees, while age influenced scores for some principles. Older cohorts were more likely to have learnt something new about Indigenous heritage and culture, while younger cohorts were more likely to have felt positive social change as a result of their Festival 2018 experience. All age groups agreed that the program was of a very high quality and inspired a sense of hope and occasion.

There were no obvious trends or patterns in scoring by attendees from different cultural and ethnic backgrounds or abilities. All groups agreed that Festival 2018 was of a high quality and provided significant opportunities for community engagement and participation.



Festival Principles – Impact by Location of Residence

| PRINCIPLE | LOCAL RESIDENT | ELSEWHERE IN QUEENSLAND | INTERSTATE | OVERSEAS |
|----------------------------|----------------|-------------------------|------------|-----------|
| QUALITY | 93% Agree | 90% Agree | 91% Agree | 92% Agree |
| CHANGE | 72% Agree | 67% Agree | 64% Agree | 64% Agree |
| DIVERSITY & INCLUSIVITY | 84% Agree | 80% Agree | 78% Agree | 79% Agree |
| CELEBRATION | 87% Agree | 83% Agree | 78% Agree | 81% Agree |
| ENGAGEMENT | 93% Agree | 87% Agree | 85% Agree | 88% Agree |
| IMAGE | 86% Agree | 83% Agree | 74% Agree | 79% Agree |
| TRANSFORMATION | 87% Agree | 85% Agree | 73% Agree | 71% Agree |
| INDIGENOUS & FIRST NATIONS | 81% Agree | 70% Agree | 88% Agree | 90% Agree |

Festival Principles – Impact by Gender

| PRINCIPLE | MALE | FEMALE | IN ANOTHER WAY |
|----------------------------|-----------|-----------|----------------|
| QUALITY | 91% Agree | 92% Agree | 84% Agree |
| CHANGE | 73% Agree | 68% Agree | 81% Agree |
| DIVERSITY & INCLUSIVITY | 81% Agree | 83% Agree | 71% Agree |
| CELEBRATION | 84% Agree | 85% Agree | 74% Agree |
| ENGAGEMENT | 90% Agree | 91% Agree | 75% Agree |
| IMAGE | 84% Agree | 83% Agree | 75% Agree |
| TRANSFORMATION | 82% Agree | 86% Agree | 0% Agree |
| INDIGENOUS & FIRST NATIONS | 80% Agree | 81% Agree | 0% Agree |

Festival Principles - Impact by Age

| PRINCIPLE | UNDER 20 | 20-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70+ |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| QUALITY | 91% Agree | 92% Agree | 92% Agree | 93% Agree | 92% Agree | 91% Agree | 90% Agree |
| CHANGE | 78% Agree | 70% Agree | 66% Agree | 69% Agree | 71% Agree | 65% Agree | 72% Agree |
| DIVERSITY & INCLUSIVITY | 84% Agree | 82% Agree | 81% Agree | 84% Agree | 84% Agree | 82% Agree | 76% Agree |
| CELEBRATION | 84% Agree | 84% Agree | 86% Agree | 85% Agree | 85% Agree | 85% Agree | 77% Agree |
| ENGAGEMENT | 88% Agree | 89% Agree | 91% Agree | 92% Agree | 91% Agree | 90% Agree | 89% Agree |
| IMAGE | 85% Agree | 87% Agree | 81% Agree | 85% Agree | 83% Agree | 81% Agree | 76% Agree |
| TRANSFORMATION | 92% Agree | 84% Agree | 80% Agree | 86% Agree | 86% Agree | 83% Agree | 89% Agree |
| INDIGENOUS & FIRST NATIONS | 69% Agree | 76% Agree | 74% Agree | 81% Agree | 89% Agree | 88% Agree | 100% Agree |

Festival Principles - Impact by Identity

| PRINCIPLE | Sports Fan | Regular Arts Attendee | Non-English Speaking Background | Aboriginal or Torres Strait Islander Person | Person With a Disability | Caring for Someone With a Disability | LGBTIQ Person | None of the Above |
|----------------------------|------------|-----------------------|---------------------------------|---|--------------------------|--------------------------------------|---------------|-------------------|
| QUALITY | 92% Agree | 93% Agree | 91% Agree | 89% Agree | 88% Agree | 92% Agree | 87% Agree | 91% Agree |
| CHANGE | 70% Agree | 74% Agree | 73% Agree | 65% Agree | 72% Agree | 75% Agree | 72% Agree | 64% Agree |
| DIVERSITY & INCLUSIVITY | 82% Agree | 85% Agree | 82% Agree | 91% Agree | 81% Agree | 84% Agree | 77% Agree | 80% Agree |
| CELEBRATION | 83% Agree | 89% Agree | 90% Agree | 88% Agree | 86% Agree | 86% Agree | 88% Agree | 81% Agree |
| ENGAGEMENT | 90% Agree | 93% Agree | 90% Agree | 92% Agree | 93% Agree | 92% Agree | 89% Agree | 90% Agree |
| IMAGE | 83% Agree | 86% Agree | 84% Agree | 87% Agree | 83% Agree | 86% Agree | 84% Agree | 81% Agree |
| TRANSFORMATION | 84% Agree | 89% Agree | 93% Agree | 80% Agree | 71% Agree | 82% Agree | 57% Agree | 85% Agree |
| INDIGENOUS & FIRST NATIONS | 74% Agree | 85% Agree | 93% Agree | 79% Agree | 83% Agree | 86% Agree | 79% Agree | 68% Agree |



Source: Festival 2018 The Gathering

Festival Expenditure

Festival 2018 intercept surveys carried out in each event city included several questions asking audiences about their behaviour (nights stayed in the local area, events attended), and expenditure during their visit. Additional behaviour and expenditure data was also collected from surveys sent to the GC2018 sporting ticket database, which included questions about Festival 2018 attendance.

A unique Festival 2018 expenditure impact has been calculated from significant samples of visitors in each event city and only reflects those visitors who solely attended Festival 2018 events. This is intended

to demonstrate the additional expenditure impact generated by Festival 2018 that was not a result of sporting attendance.

It is estimated that 120,000 visitors attended Festival 2018 events only across the four event cities, with many more attending both Festival 2018 events and GC2018 sporting events. These visitors contributed an estimated \$10 million in additional expenditure to the city economies, with local residents accounting for one third of Festival only expenditure (\$3.5 million).

Estimated Festival Only Visitors by Place of Residence

| EVENT CITY | GOLD COAST | BRISBANE | CAIRNS | TOWNSVILLE | TOTAL |
|--------------------------------|---------------|---------------|---------------|---------------|----------------|
| Local residents | 17,319 | 34,547 | 18,688 | 12,121 | 82,674 |
| Visitors from elsewhere in QLD | 9,047 | 5,871 | 1,438 | 908 | 17,264 |
| Visitors from interstate | 3,619 | 2,225 | 1,301 | 245 | 7,389 |
| Visitors from overseas | 3,154 | 6,922 | 2,122 | 664 | 12,861 |
| Total | 33,138 | 49,565 | 23,548 | 13,937 | 120,188 |

Estimated Direct Expenditure by Festival Only Visitors

| EVENT CITY | GOLD COAST | BRISBANE | CAIRNS | TOWNSVILLE | TOTAL |
|--------------------------------|--------------------|--------------------|--------------------|------------------|---------------------|
| Local residents | \$949,489 | \$1,231,024 | \$676,827 | \$595,449 | \$3,452,789 |
| Visitors from elsewhere in QLD | \$791,347 | \$1,433,565 | \$461,206 | \$206,342 | \$2,892,461 |
| Visitors from interstate | \$1,345,250 | \$407,649 | \$51,031 | \$16,786 | \$1,820,716 |
| Visitors from overseas | \$1,350,431 | \$588,764 | \$44,319 | \$6,416 | \$1,989,930 |
| Total | \$4,436,517 | \$3,661,002 | \$1,233,383 | \$824,993 | \$10,155,896 |



Source: Festival 2018 Brisbane

Summary of Impacts

The extensive program of primary research carried out during Festival 2018 captured over 5,000 online and intercept survey responses from public attendees, participating artists and arts organisations.

The Festival 2018 program saw more than one million free and ticketed attendances across 553 music, theatre, dance, circus and visual art events. Over 4,500 local, interstate and international artists appeared in more than 1,660 performances and activities across Queensland's four Commonwealth Games event cities.

Festival 2018 attracted a large and diverse audience, with more than 250,000 unique visitors to events across the Gold Coast, Brisbane, Cairns and Townsville. The majority of attendees were local to the event city or State, however more than a quarter (26%) were visiting from interstate or overseas. Over 20% were from diverse ethnicities, cultures or abilities, and represented a large spread of age groups.

Overall, 88% of survey respondents rated their Festival 2018 experience as excellent or good, with 81% more likely to attend arts and cultural events in the future following their experience.

Audiences considered the Festival 2018 program to be of a high quality, community focused, inclusive and respectful, celebrating and inspiring optimism, and reflecting a diversity of local culture and lifestyle. There was also a strong Indigenous presence across the program of events, helping people to learn about and respect Aboriginal and Torres Strait Islander people and First Nations cultures.

Festival 2018 activities involved a large mix of artforms and content, with more than half of the 553 events containing locally-developed and family-friendly content. One quarter (25%) of events involved Aboriginal or Torres Strait Islander content, with 78 partnerships with Aboriginal or Torres Strait Islander communities, and 21% of artists involved identifying themselves as Aboriginal or Torres Strait Islander.

Artists reported very positive outcomes across their Festival 2018 events, with 90% agreeing that it inspired hope, optimism and a sense of occasion; 90% agreeing that it provided opportunities for active community engagement; and 83% agreeing that it supported and strengthened the creative sector.

Around 90% of peer assessors also agreed that Festival 2018 achieved these three creative principles. Peers were particularly positive about the transformative effect of Festival 2018 for the sector, with 100% agreeing that it opened up new opportunities, enabled collaboration and raised the profile of the artists.

All four event cities contributed to a strong and successful Festival 2018. The scale of the program and the number of visitors attracted varied amongst the cities, however Festival 2018 generated important outcomes for each city and community. As the Host City, Gold Coast Festival 2018 events attracted larger percentages of non-local visitors, activating and showcasing the city on a national and international stage. As Queensland's capital, Brisbane's Festival 2018 events were attended by a broad mix of visitor types across a variety of programs and venues.

Festival 2018 events in Cairns and Townsville were strongly attended by local residents, who benefited from access to new cultural experiences and a strengthened sense of community.

Five key events within Festival 2018 were examined in greater detail, covering a broad spectrum of artforms, including a festival, an arts market, a large-scale public installation, a performance and an exhibition. Each scored strongly against the Festival 2018 principles, contributing to the overall quality and experience of Festival 2018. More than 88% of attendees rated each event as excellent or good, and audiences were highly likely to attend future arts and cultural activities following their experience.

As well as the strong cultural and social outcomes generated by Festival 2018, visitors contributed additional expenditure to the event city economies that would not have occurred without the Festival 2018 cultural program. There were approximately 120,000 visitors to Festival 2018 events who did not attend GC2018 sporting events. These visitors contributed an estimated \$10 million in additional expenditure to the event city economies.



Photo by Getty Images for GOLDOC

