

# 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**

This report has been prepared by Culture Counts™. We would like to thank the Office of the Commonwealth Games and other project partners for their support through the development and delivery of the evaluation project. We would also like to thank all stakeholders including public patrons, artists, participants, volunteers and staff for their participation in this project.

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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.

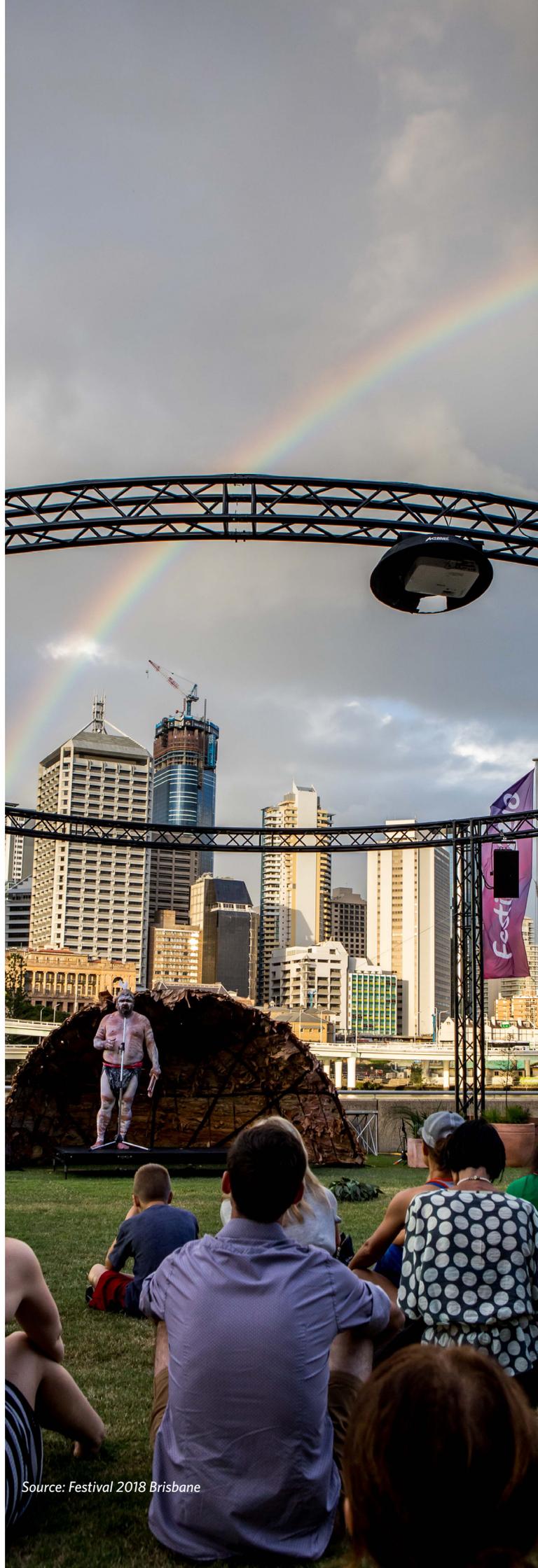
<b>FESTIVAL 2018 PRINCIPLE</b>	<b>MEANING</b>
ARTS & CULTURE	At the centre of Festival 2018 will be art and cultural activities that enhance the cultural life of the Host and Event Cities
QUALITY	Festival 2018 aspires to deliver exceptional and engaging content that has been achieved through high quality 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.



Source: Festival 2018 Brisbane

**Survey Metrics**

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

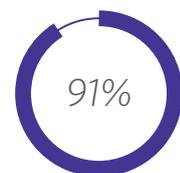
**553**

EVENTS

68%  
*Created in Queensland*

22%  
*Created Interstate*

10%  
*Created Overseas*



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

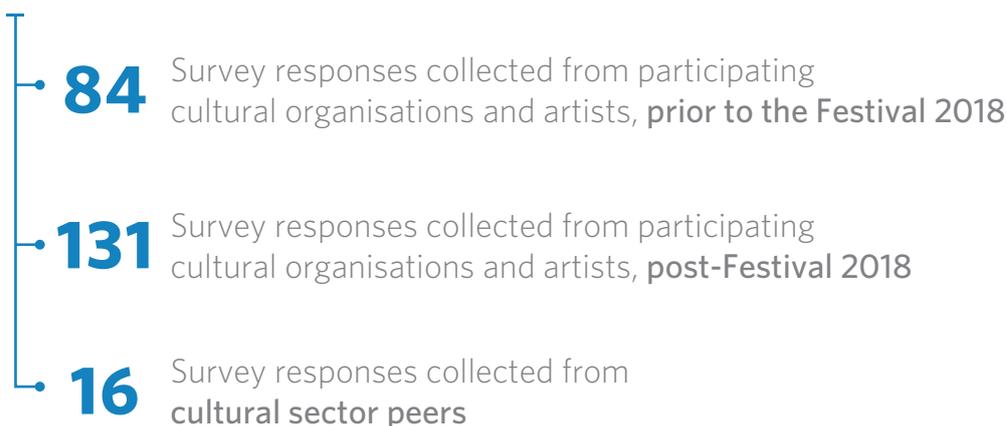
## Sector Development

**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 



Source: Festival 2018 Brisbane

# 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 stack, with 'great' at the top, followed by 'excellent', 'exciting', 'fun', 'good', 'amazing', 'awesome', 'interesting', and 'fantastic' at the bottom. The words are in various shades of purple and pink, with 'great' and 'fantastic' being the largest and most prominent.

## 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.

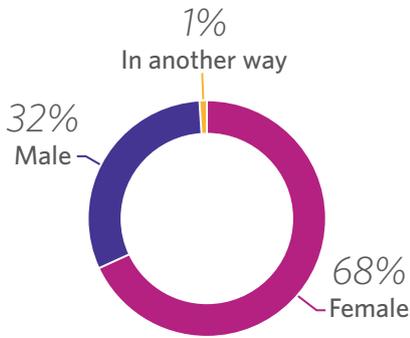
The majority of Festival 2018 attendees also identified as sports fans, indicating strong crossover between GC2018 sporting attractions and the Festival 2018 cultural program. Approximately one quarter identified as regular arts attendees, with the largest percentage attending arts and cultural activities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

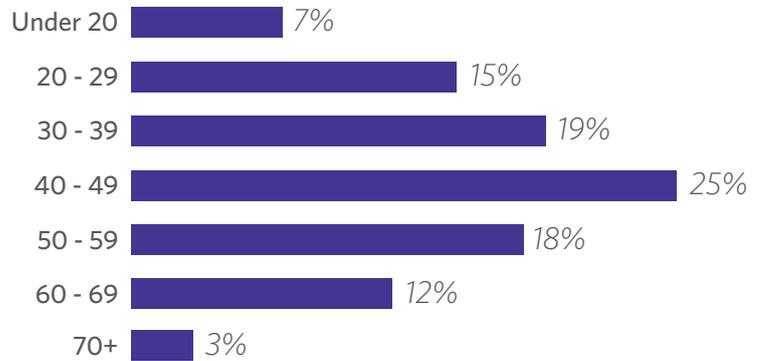


# Audience Demographics

## GENDER

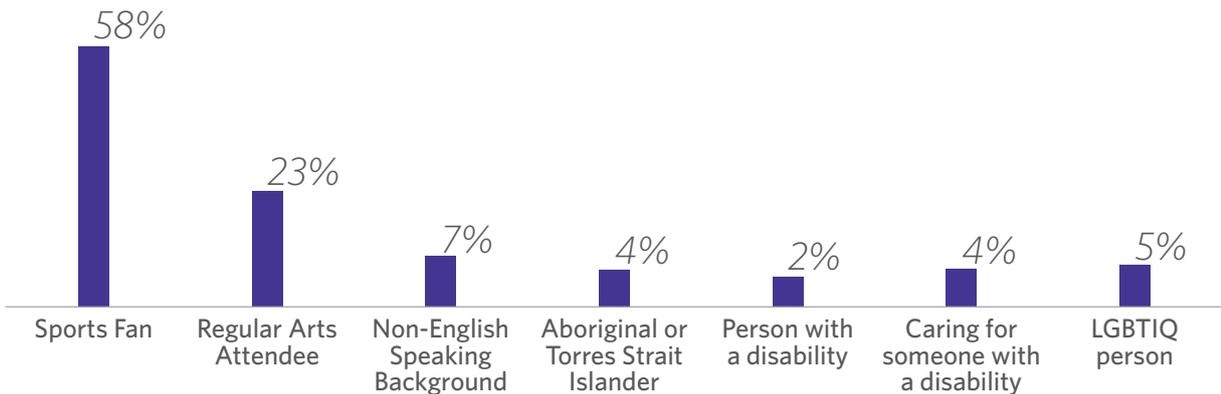


## AGE



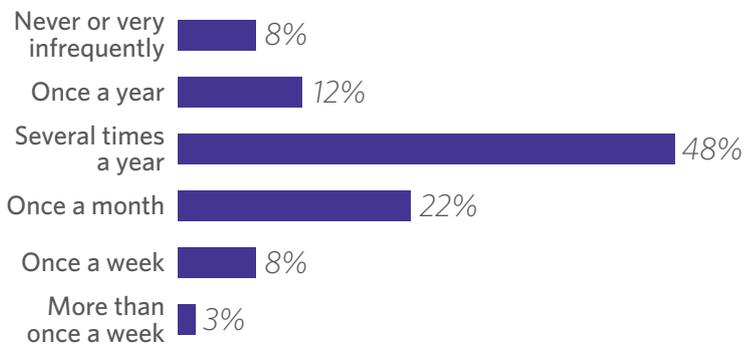
## IDENTITY

Do you identify as any of the following?



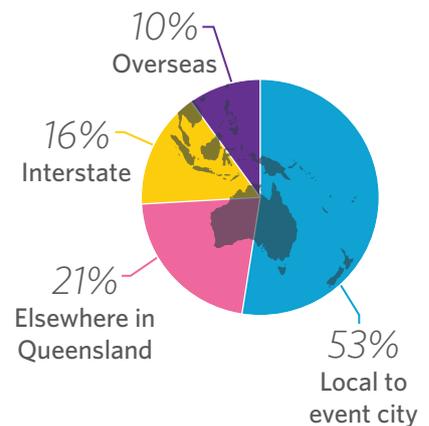
## FREQUENCY OF CULTURAL ATTENDANCE

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



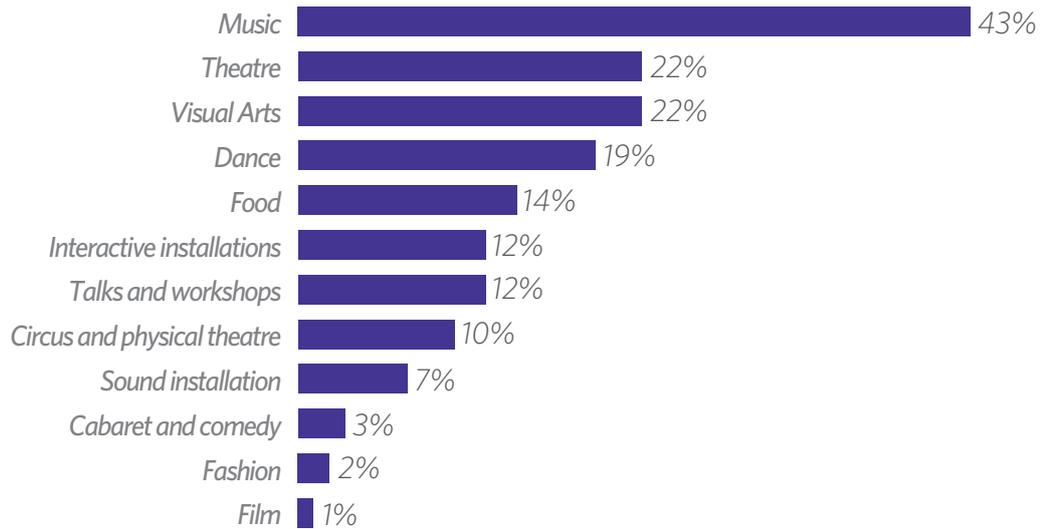
Culturally Diverse



In Early Stages of Career  
(Emerging Artists)

# 12

ARTFORMS



## DIVERSE AND ACCESSIBLE CONTENT



# 1,559

ORGANISATIONS/INDIVIDUALS COLLABORATED WITH

**76%**  
Local



**28%**  
Regional



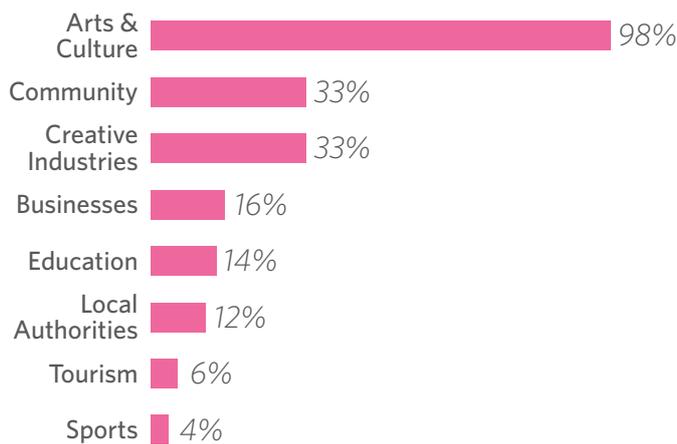
**30%**  
National



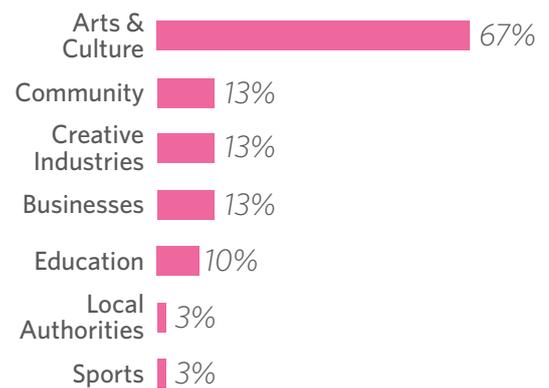
**13%**  
International



## 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**

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

CHANGE - 73% agree

*Inspiring positive social, cultural, political change*



**Challenge:**  
*It challenged audiences to think in a different way*

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*

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*

ENGAGEMENT - 90% 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*

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*

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*

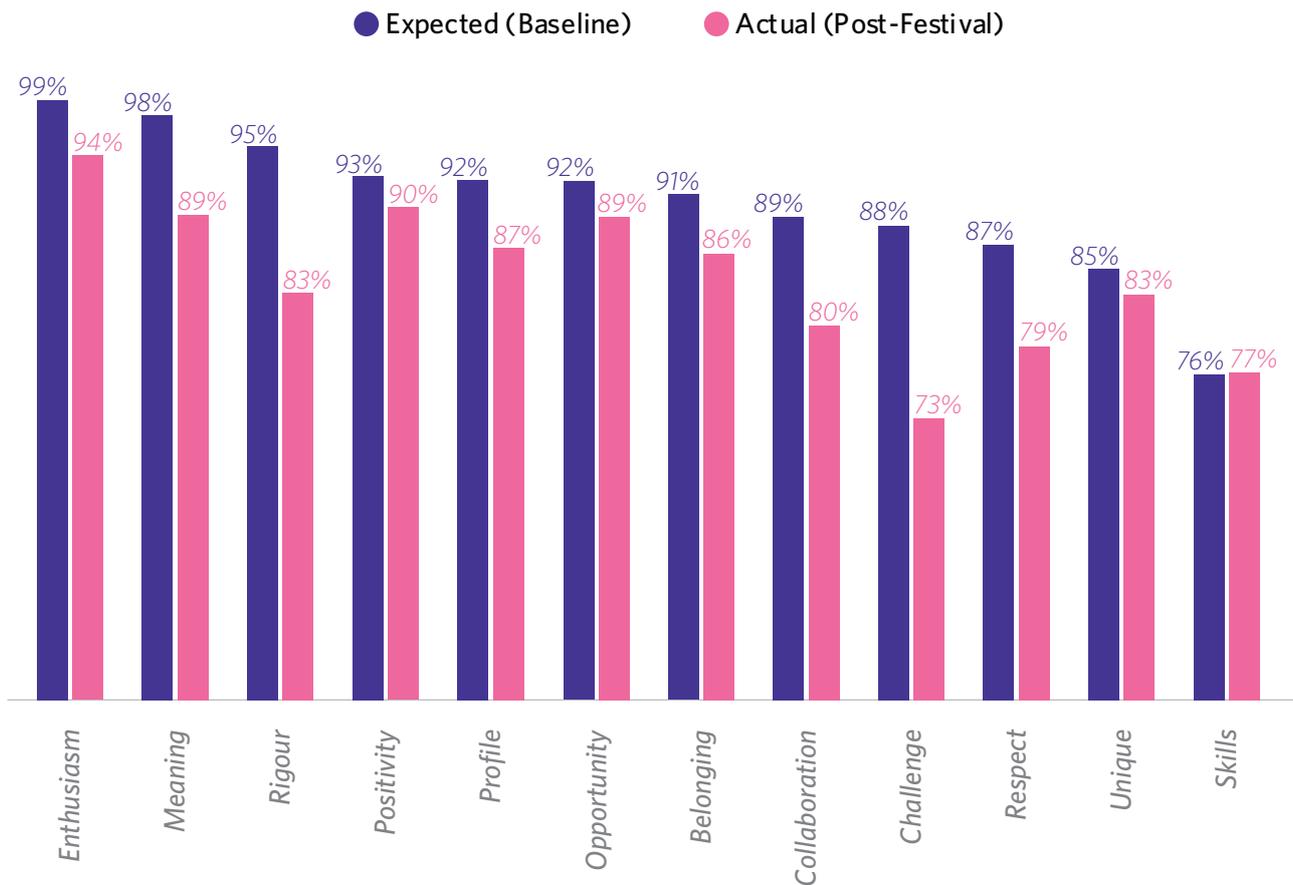


**Collaboration:**  
*It enabled artists to collaborate with others*

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.

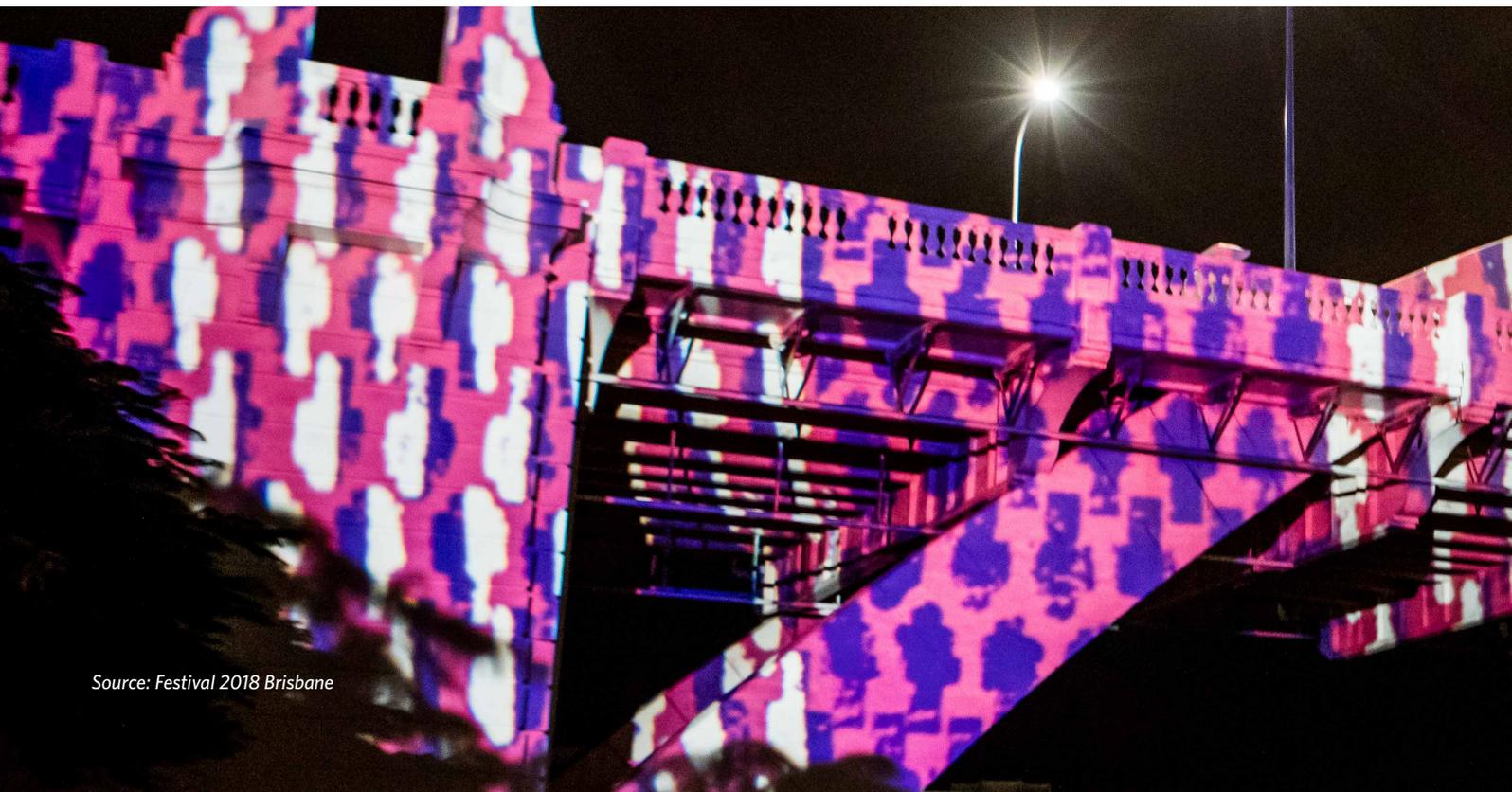
**Comparing expected and actual outcomes (percent who agree)**



# Peer Assessors

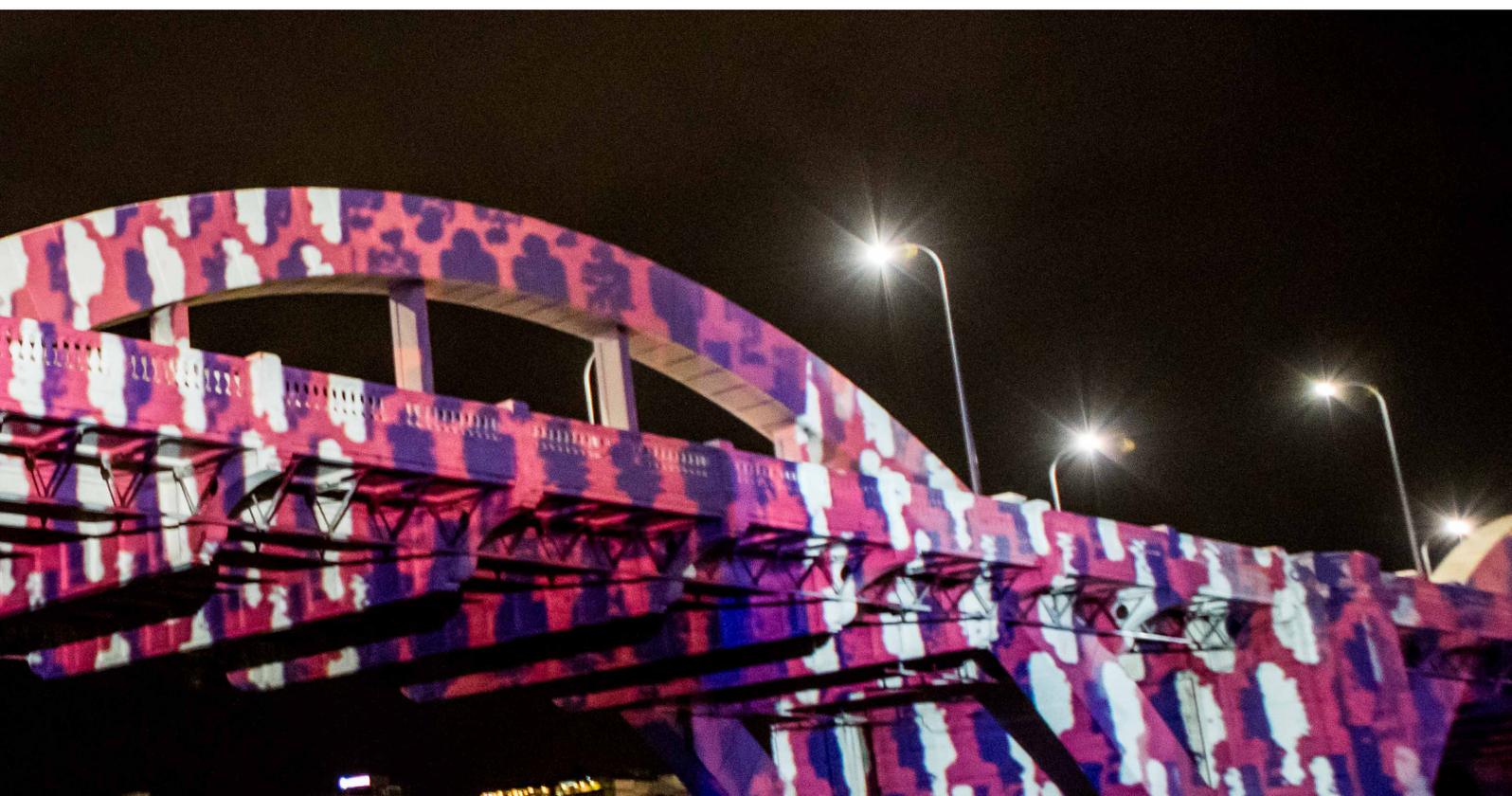
Each participating organisation and artist was given the opportunity to invite peer assessors from within their sector networks to carry out a peer assessment of their event or program. Peers were asked to attend the event and complete a short survey emailed to them following the Festival 2018 period. 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
<b>QUALITY</b> Exceptional and engaging content, high quality processes, integrated approach	<b>Rigour:</b> <i>It was well thought through and put together</i> <b>Presentation:</b> <i>It was well produced and presented</i>
<b>CHANGE</b> Inspiring positive social, cultural, political change	<b>Challenge:</b> <i>It challenged me to think in a different way</i>
<b>DIVERSITY &amp; INCLUSIVITY</b> Delivered by a range of voices, inclusive and respectful of culture, gender, ability	<b>Respect:</b> <i>It gave me a greater respect for different people and cultures</i>
<b>CELEBRATION</b> Inspiring hope, optimism and sense of occasion	<b>Meaning:</b> <i>It moved and inspired me</i> <b>Positivity:</b> <i>It made me feel positive about the community's future</i>
<b>ENGAGEMENT</b> Community focused, opportunities for communities to actively participate	<b>Enthusiasm:</b> <i>I would come to something like this again</i> <b>Belonging:</b> <i>It helped me feel part of the community</i>
<b>IMAGE</b> Presenting a contemporary and positive image of event cities, reflecting diversity of local culture and lifestyle	<b>Unique:</b> <i>It helped me appreciate the city and region's unique characteristics and culture</i>
<b>TRANSFORMATION</b> Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences	<b>Profile:</b> <i>It raised the profile of artists</i> <b>Opportunity:</b> <i>It opened up new opportunities for artists</i> <b>Skills:</b> <i>It helped artists learn or develop new skills</i> <b>Collaboration:</b> <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*



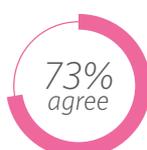
**Rigour:**  
*It was well thought through and put together*

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



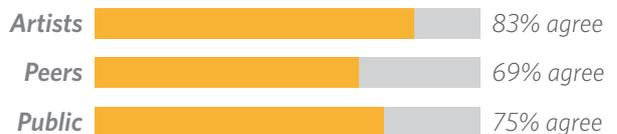
### CELEBRATION



### 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**

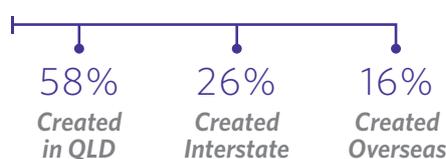
ARTISTS/PERFORMERS



### 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 

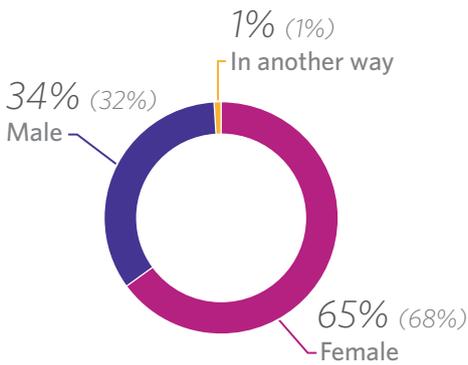
# Gold Coast Festival 2018 Audience

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

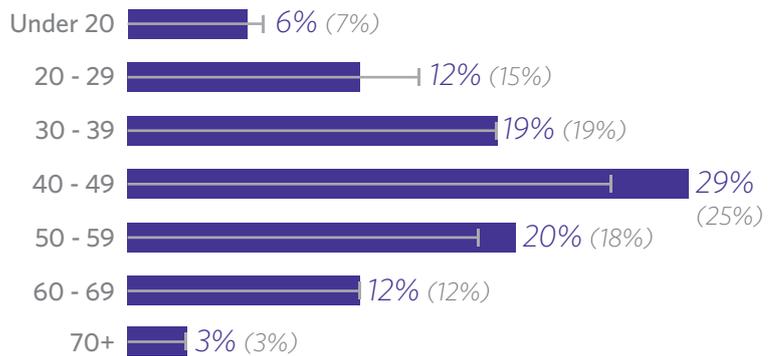
the Gold Coast attracting larger percentages of non-local attendees and greater crossover with GC2018 sporting events.

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

## GENDER

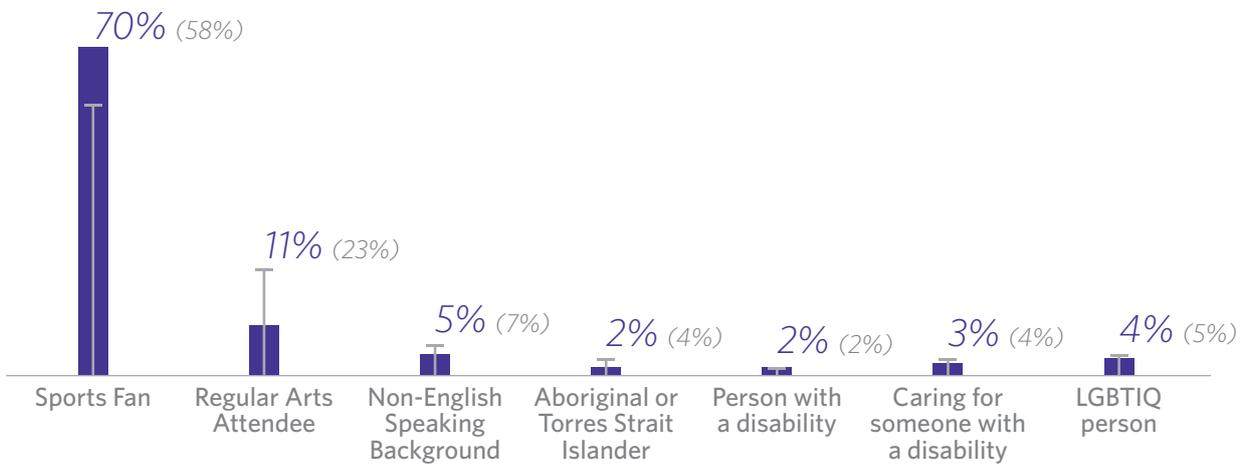


## AGE



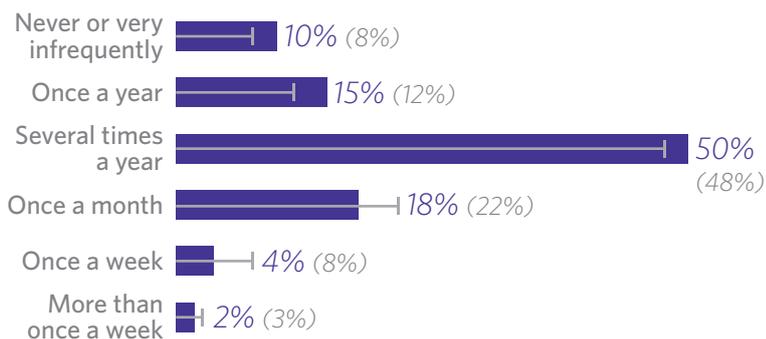
## IDENTITY

Do you identify as any of the following?



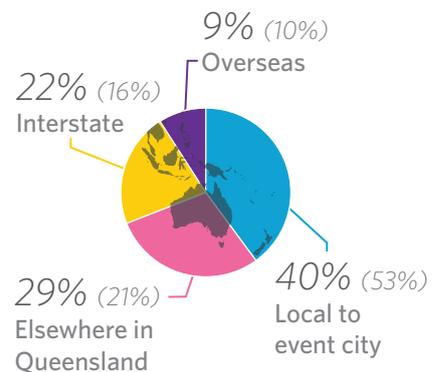
## FREQUENCY OF CULTURAL ATTENDANCE

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*



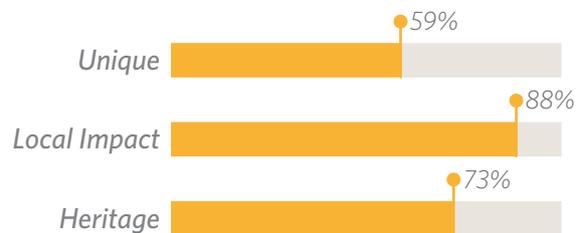
### ENGAGEMENT - 87% agree

*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

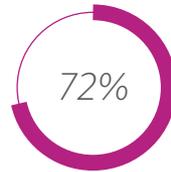
*Supporting and strengthening the local creative sector, nurturing collaboration, increasing profiles and reaching new audiences*



## 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**

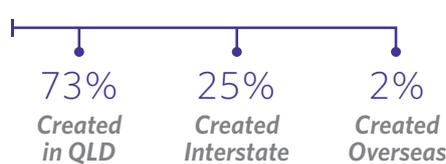
ARTISTS/PERFORMERS



### The Program

**109**

EVENTS



**12**

VENUES 

**201**

PERFORMANCES,  
ACTIVITIES, WORKSHOPS

### Evaluation

**1,070** 

SURVEY RESPONSES COLLECTED FROM  
FESTIVAL 2018 BRISBANE ATTENDEES

### Expenditure

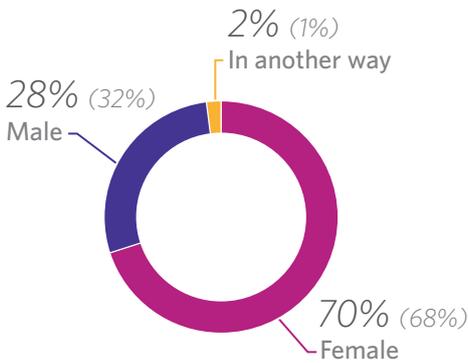
**\$3.7 million** 

BRISBANE

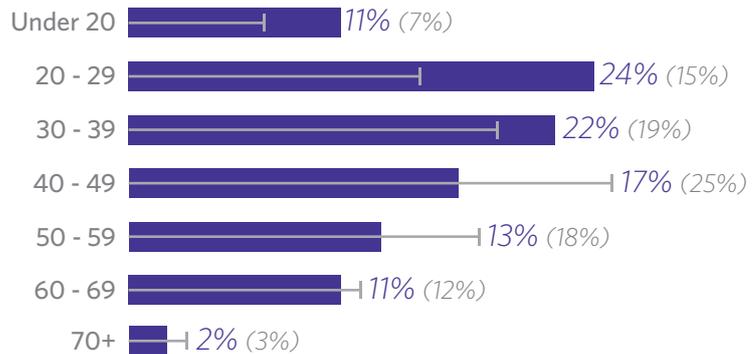
# Brisbane Festival 2018 Audience

● Brisbane ● (%) Festival 2018 Average

## GENDER

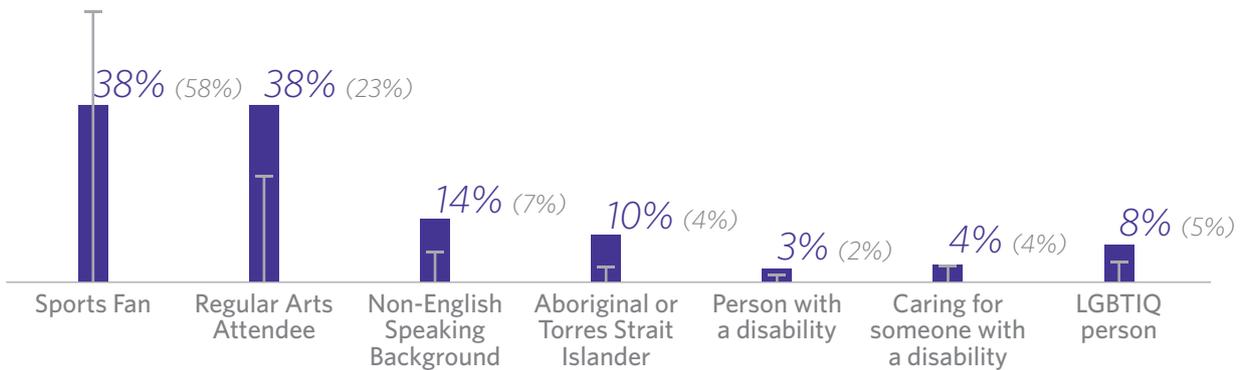


## AGE



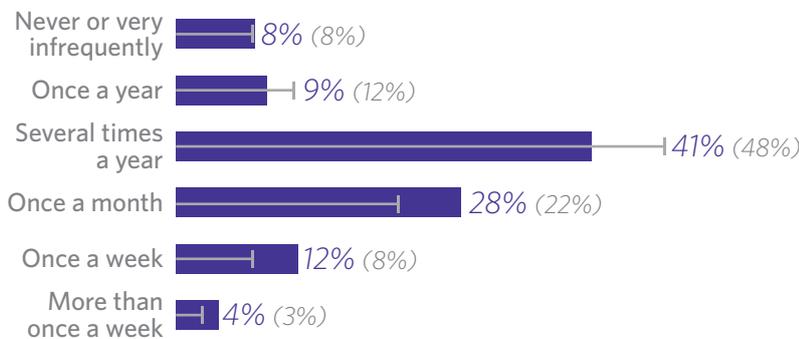
## IDENTITY

Do you identify as any of the following?



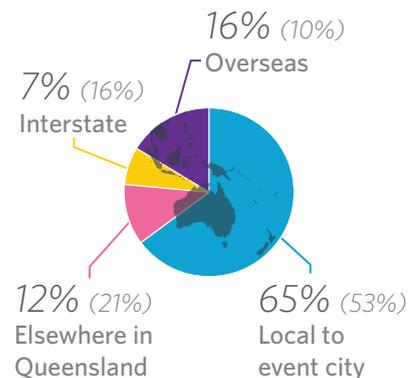
## FREQUENCY OF CULTURAL ATTENDANCE

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**

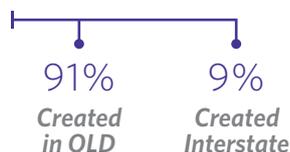
ARTISTS/PERFORMERS



### The Program

**90**

EVENTS



**115**

PERFORMANCES, ACTIVITIES, WORKSHOPS

**5** VENUES



### Evaluation

**428**

SURVEY RESPONSES COLLECTED FROM FESTIVAL 2018 CAIRNS ATTENDEES



### Expenditure

**\$1.2 million**

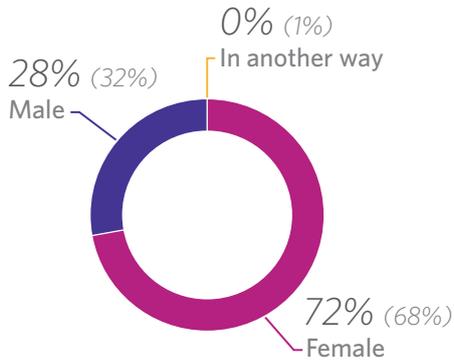
CAIRNS



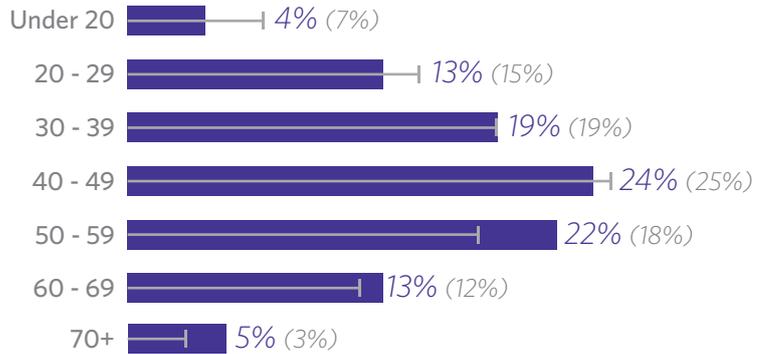
# Cairns Festival 2018 Audience

● Cairns      ● (%) Festival 2018 Average

## GENDER

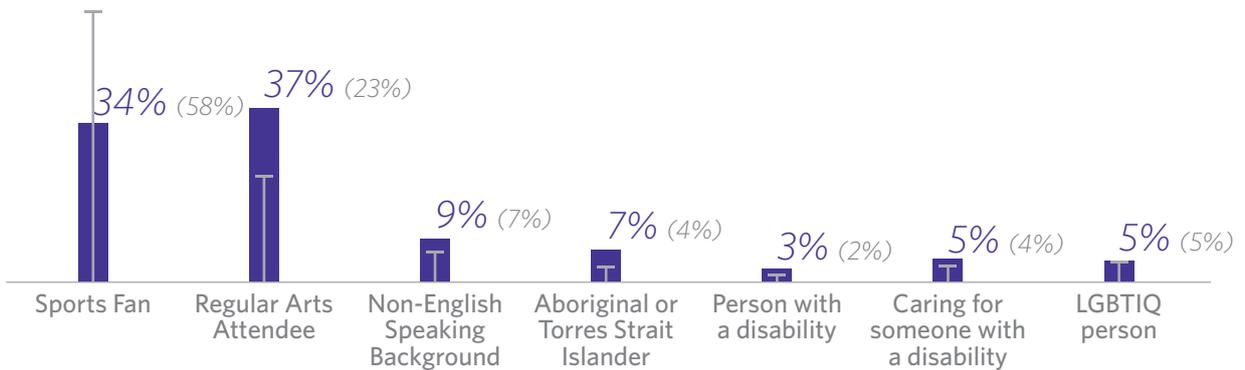


## AGE



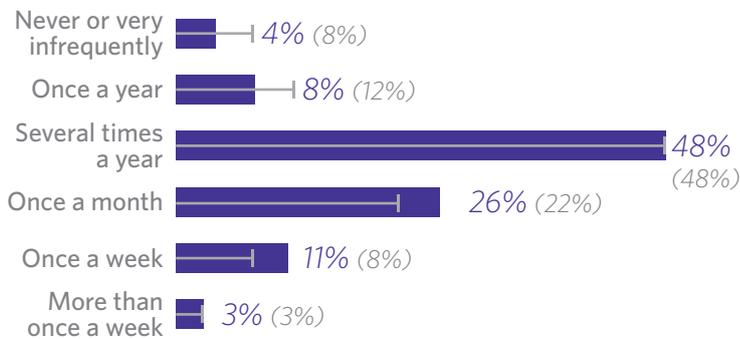
## IDENTITY

Do you identify as any of the following?



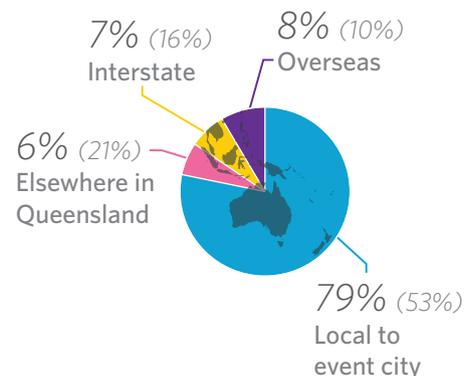
## FREQUENCY OF CULTURAL ATTENDANCE

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?



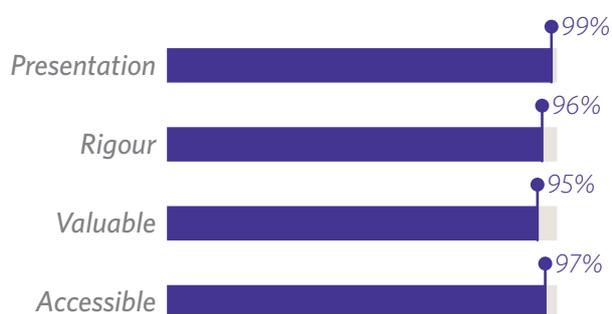
## Festival Principles - Cairns Scores

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*



### CHANGE - 71% agree

*Inspiring positive social, cultural, political change*



### DIVERSITY & INCLUSIVITY - 88% agree

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



### CELEBRATION - 85% agree

*Inspiring hope, optimism and sense of occasion*



### ENGAGEMENT - 95% agree

*Community focused, opportunities for communities to actively participate*



### IMAGE - 89% agree

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



### TRANSFORMATION - 86% agree

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

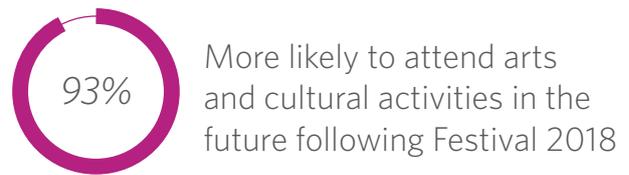


### INDIGENOUS & FIRST NATIONS - 86% agree

*Powerful Indigenous presence across program - meaningful, respectful, engaged*



## Audience Experience



One word to describe Festival 2018:



## Audience Behaviour



## Audience Expenditure



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 

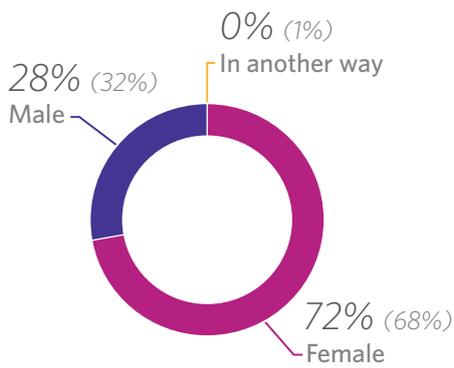
## Townsville Festival 2018 Audience

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

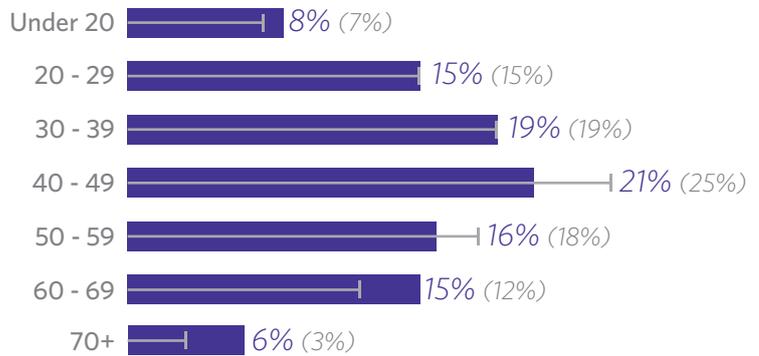
sheer crowd numbers, however the Thundamentals event attracted an estimated 5,000 young people. A focus on surveying a broader mix of events and demographics would have generated a sample more representative of the younger overall audience.

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

### GENDER

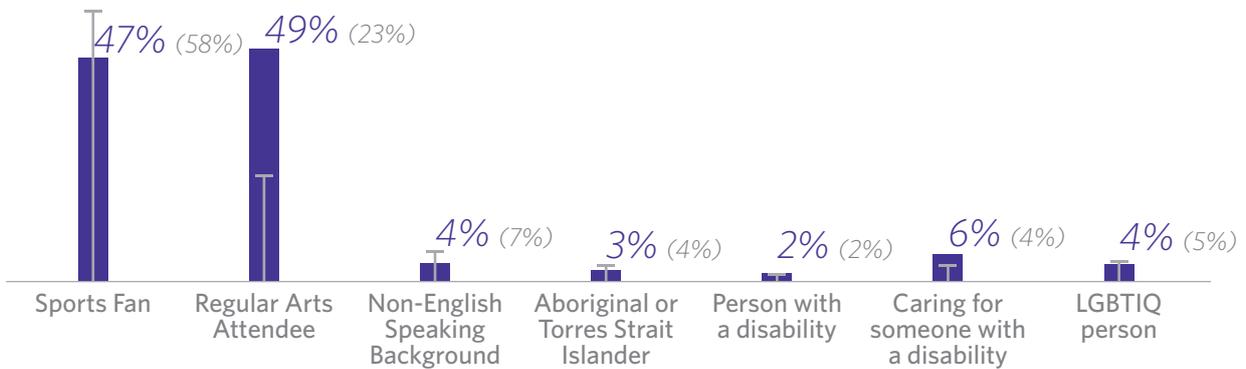


### AGE



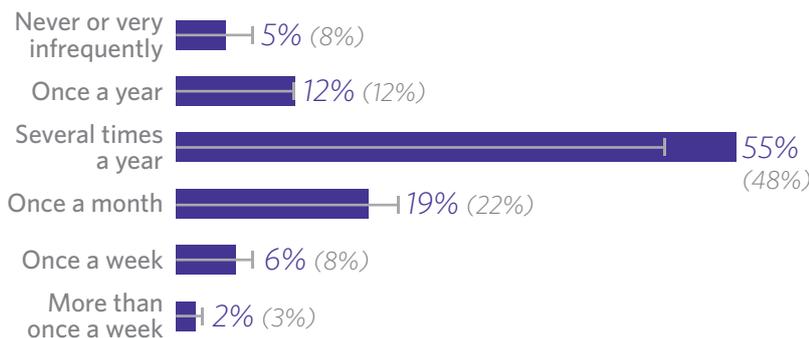
### IDENTITY

Do you identify as any of the following?



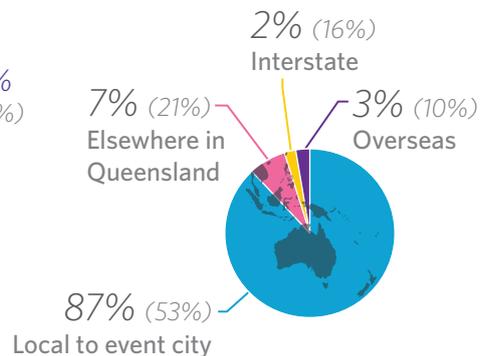
### FREQUENCY OF CULTURAL ATTENDANCE

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?



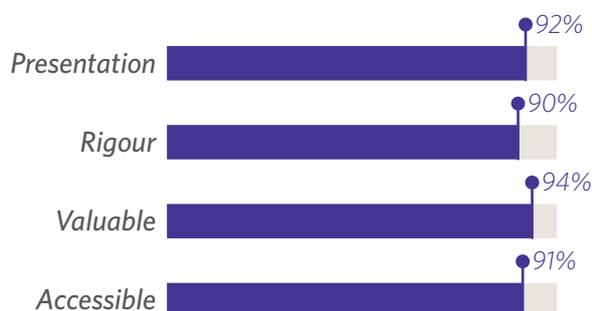
## Festival Principles - Townsville Scores

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

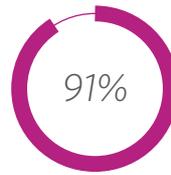
*Powerful Indigenous presence across program - meaningful, respectful, engaged*



## 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

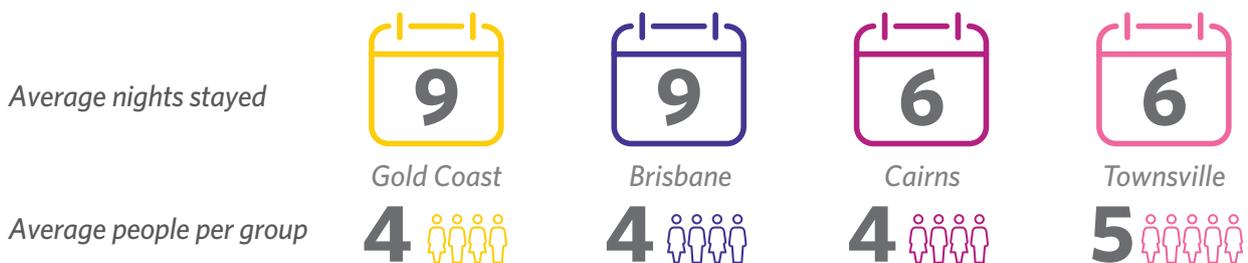


More likely to attend arts and cultural activities in the future

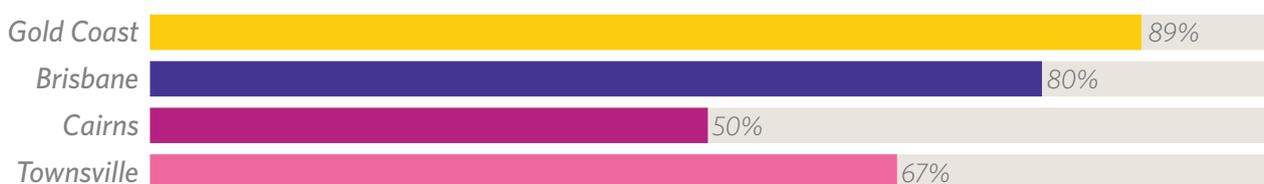


## Audience Behaviour

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.

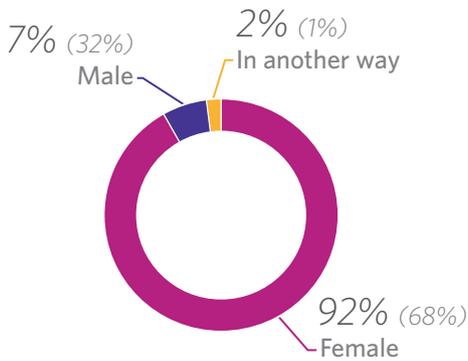
WOW struck the hearts and minds of attendees, exploring topics as diverse as African dance and accidental activism, as well as offering a model for future Commonwealth Games hosts to continue advancing gender equality as a major global issue.

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

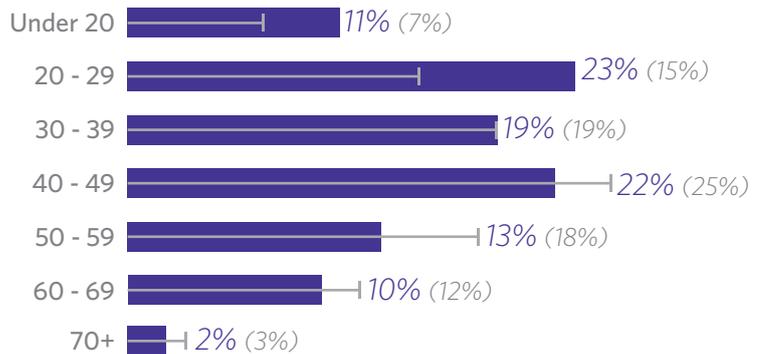
# Women of the World Festival Audience

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

## GENDER

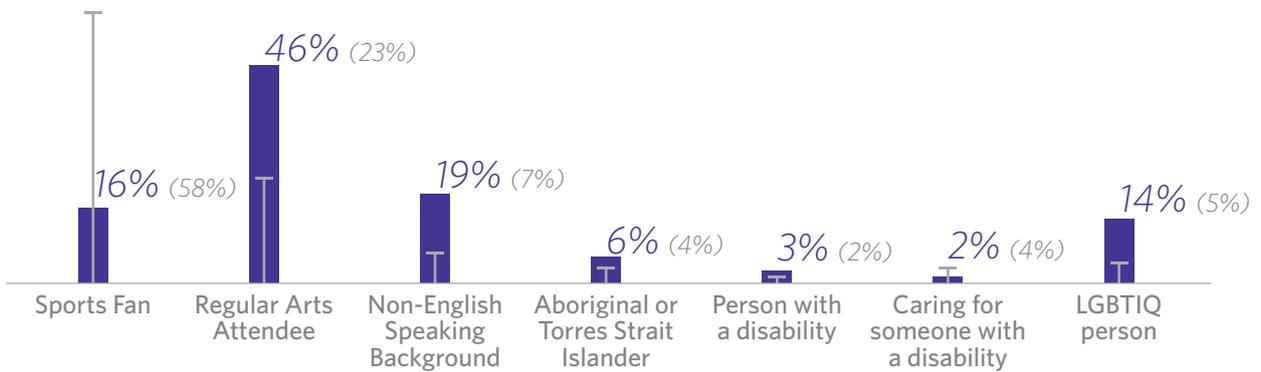


## AGE



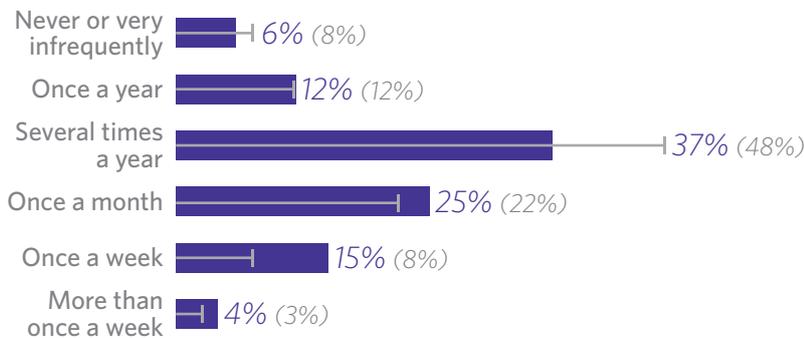
## IDENTITY

Do you identify as any of the following?



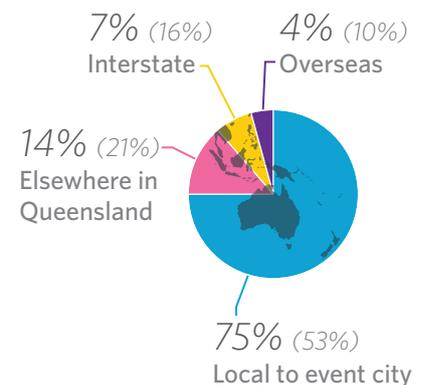
## FREQUENCY OF CULTURAL ATTENDANCE

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



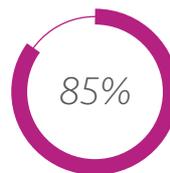
IMAGE - 94% agree

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.

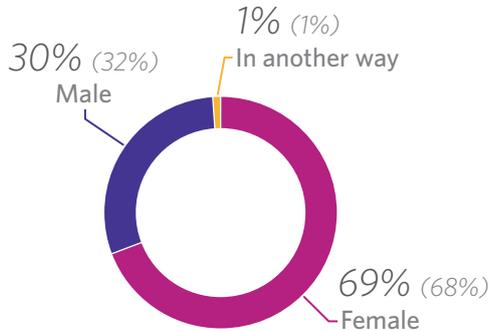
Taking place at Reddacliff Place from 6 to 7 April 2018 as part of Festival 2018, Meeanjin Markets was designed to become an annual event and create an ongoing legacy. The Meeanjin Markets also supported the Indigenous Art Code's 'Fake Art Harms Culture' campaign.

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

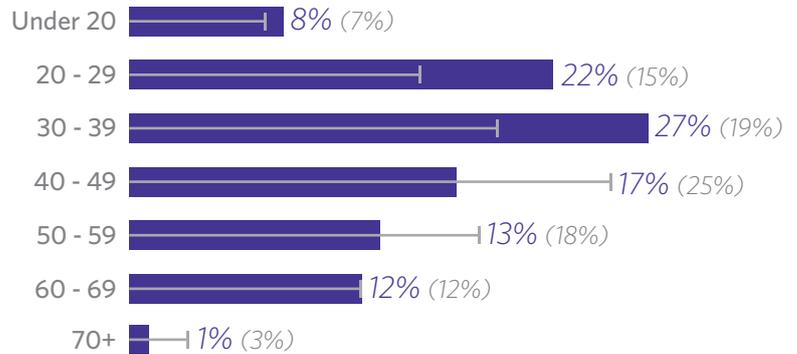
## Meeanjin Markets Audience

● Meeanjin Markets    ● (%) Festival 2018 Average

### GENDER

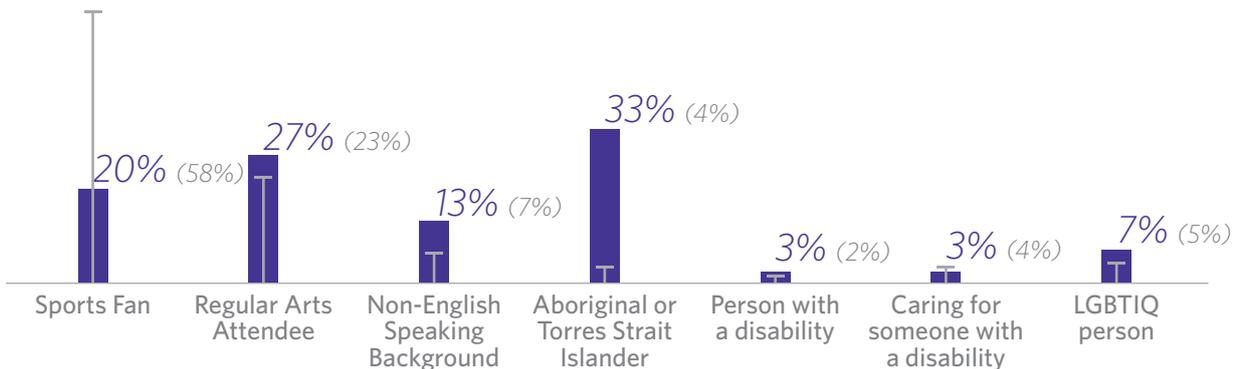


### AGE



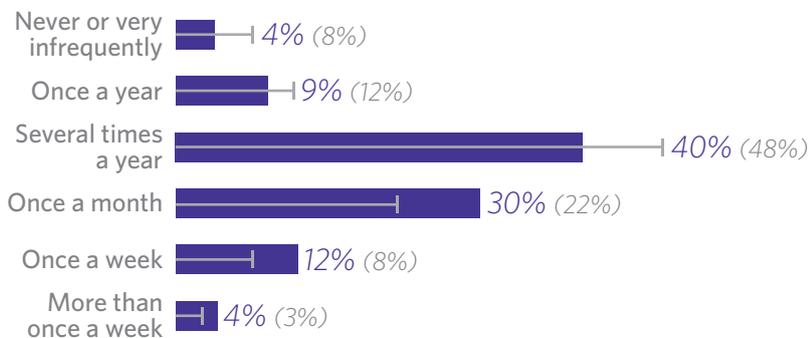
### IDENTITY

Do you identify as any of the following?



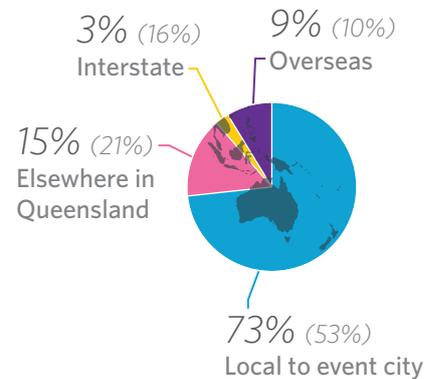
### FREQUENCY OF CULTURAL ATTENDANCE

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.

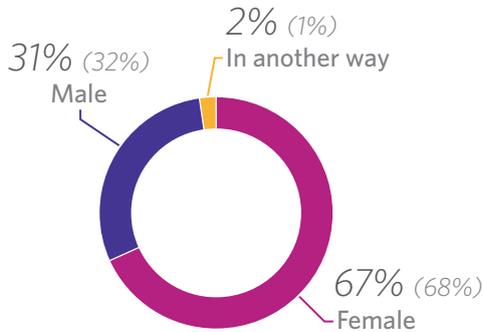
After Festival 2018, a number of stars and star strings from the installation were donated to local Brisbane resource management collective, Reverse Garbage Queensland.

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

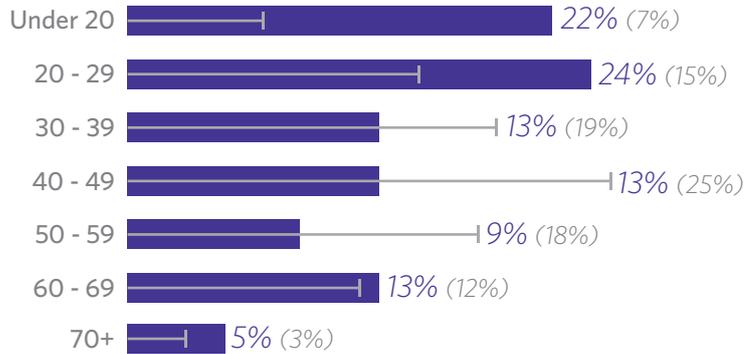
# One Million Stars Audience

● One Million Stars ● (%) Festival 2018 Average

## GENDER

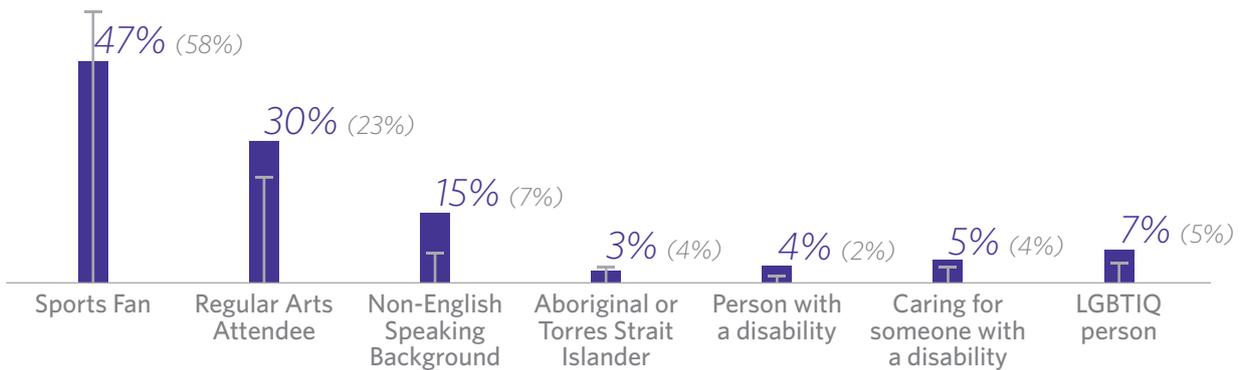


## AGE



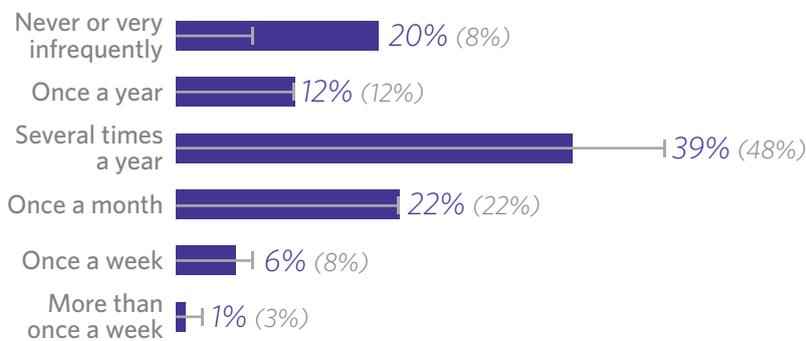
## IDENTITY

Do you identify as any of the following?



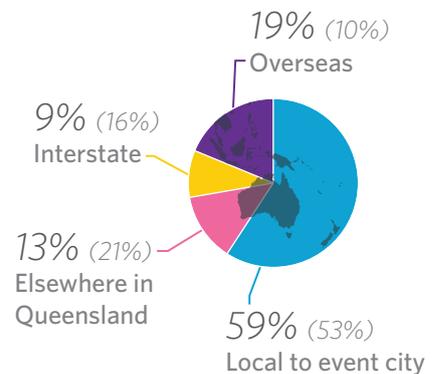
## FREQUENCY OF CULTURAL ATTENDANCE

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



## LOCATION OF RESIDENCE

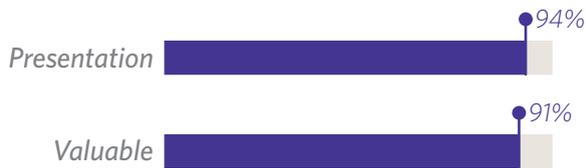
Which of the following best describes where you usually live?



## 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*



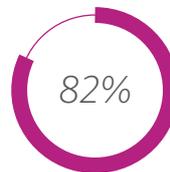
ENGAGEMENT - 83% agree

*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.

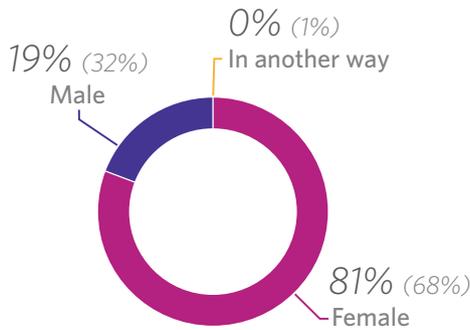
Beginnings attracted a diverse audience and had a 'free ticket' sell out audience of 3,000 capacity in the newly developed Munro Martin Parklands. The piece was widely celebrated and drew a thunderous standing ovation at its 2 hour conclusion.

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

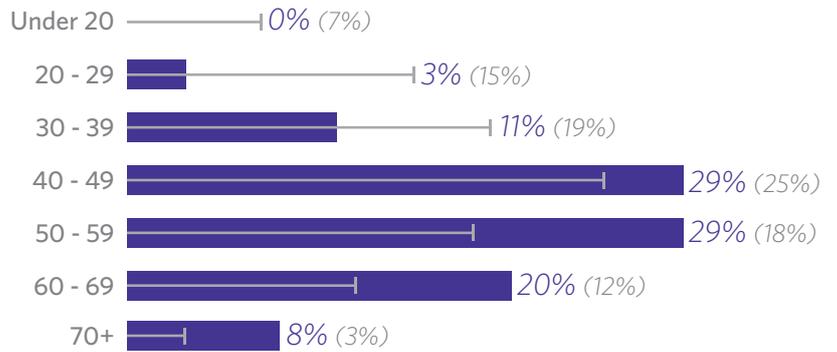
# Beginnings Audience

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

## GENDER

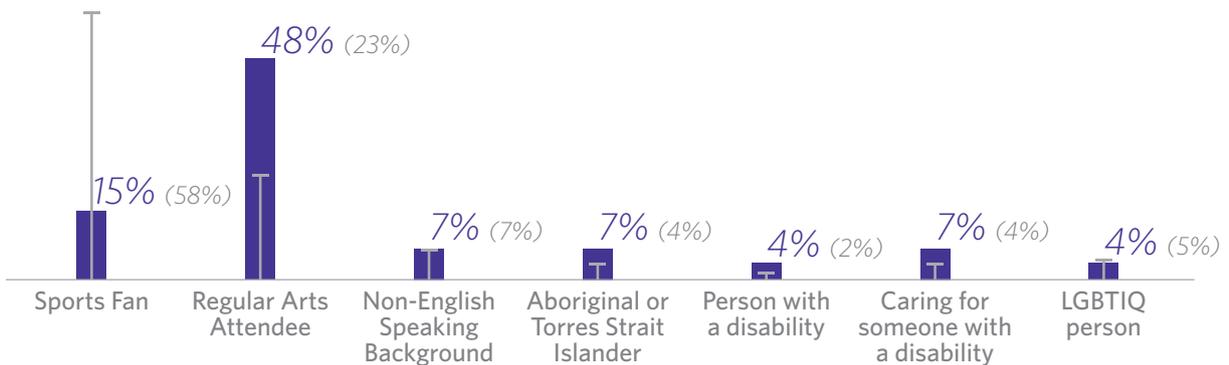


## AGE



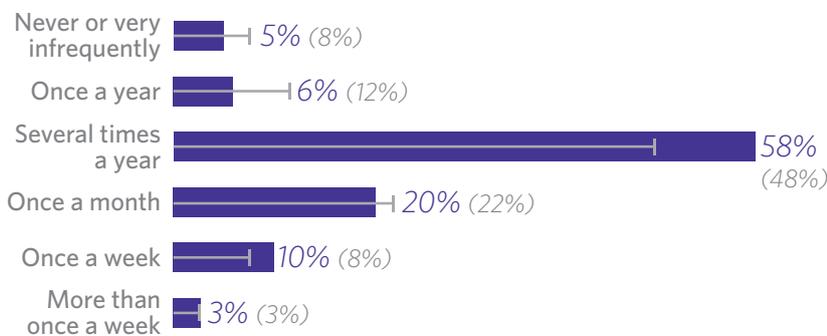
## IDENTITY

Do you identify as any of the following?



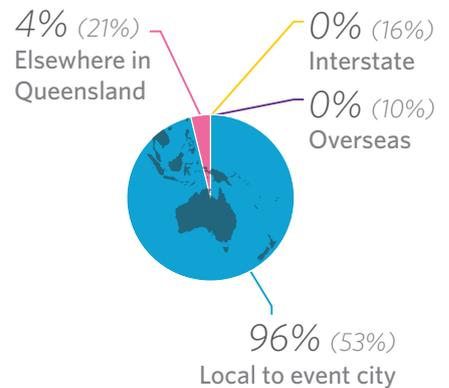
## FREQUENCY OF CULTURAL ATTENDANCE

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*



DIVERSITY & INCLUSIVITY - 87% agree

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



CELEBRATION - 81% agree

*Inspiring hope, optimism and sense of occasion*



ENGAGEMENT - 93% agree

*Community focused, opportunities for communities to actively participate*



IMAGE - 87% agree

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



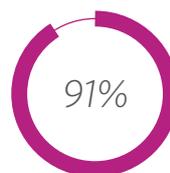
TRANSFORMATION - 79% agree

*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.

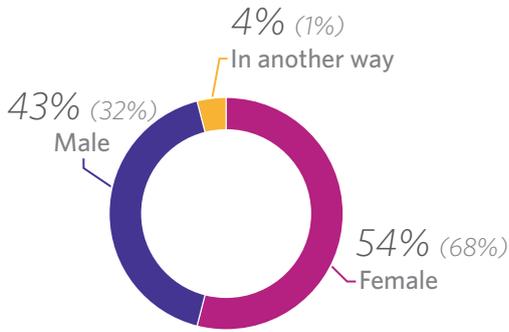
Mixed Blood symbolised how the Indigenous people of Cairns today have a dynamic, rich and varied Indigenous heritage.

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.

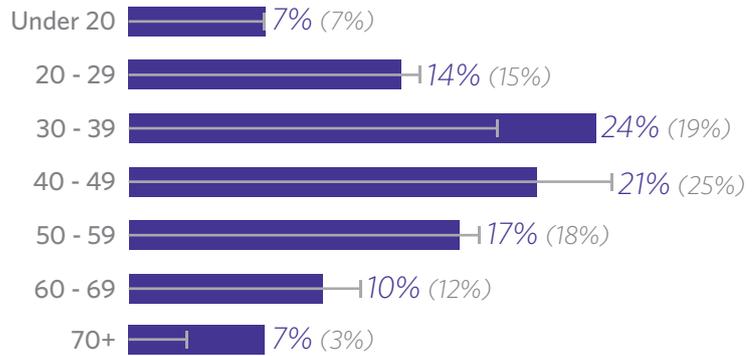
# Mixed Blood Audience

● Mixed Blood      ● (%) Festival 2018 Average

## GENDER

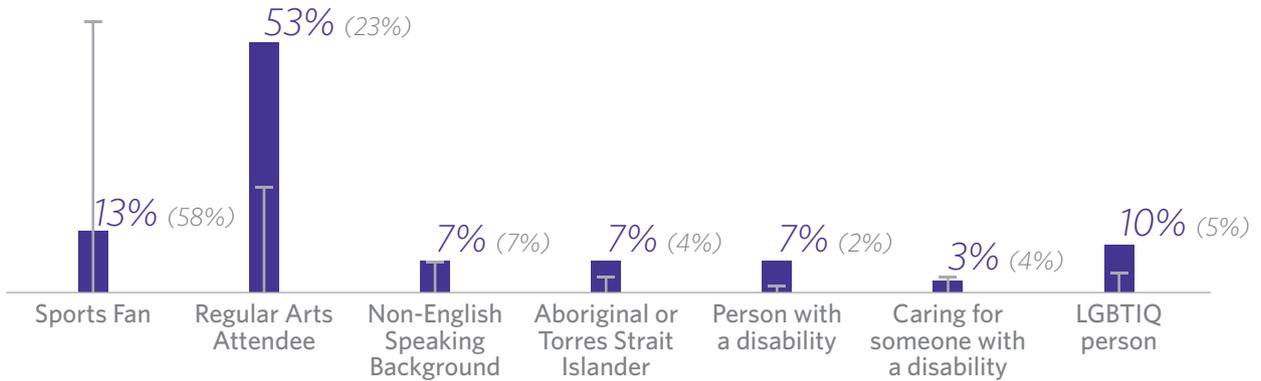


## AGE



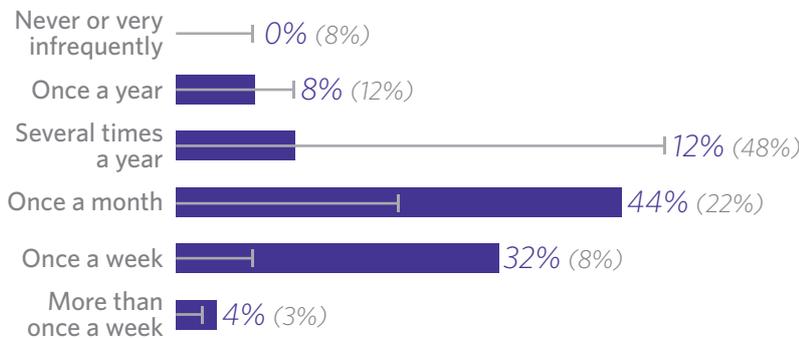
## IDENTITY

Do you identify as any of the following?



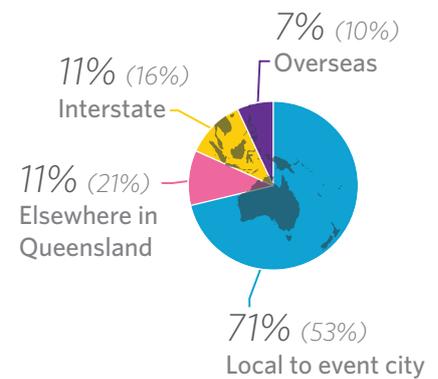
## FREQUENCY OF CULTURAL ATTENDANCE

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*



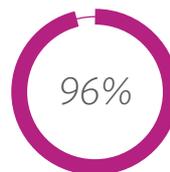
INDIGENOUS & FIRST NATIONS - 83% agree

*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

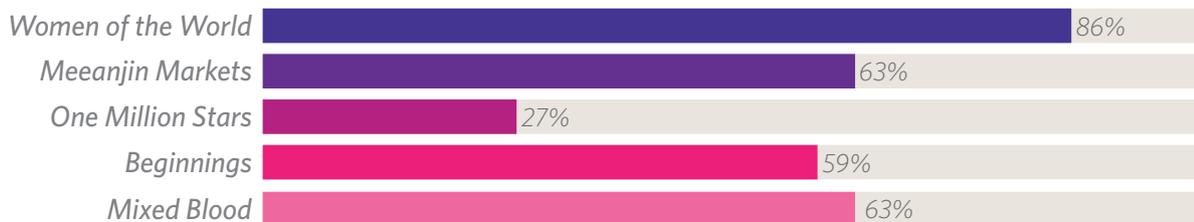


### More likely to attend arts and cultural activities in the future



## 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
<b>Total</b>	<b>33,138</b>	<b>49,565</b>	<b>23,548</b>	<b>13,937</b>	<b>120,188</b>

## 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
<b>Total</b>	<b>\$4,436,517</b>	<b>\$3,661,002</b>	<b>\$1,233,383</b>	<b>\$824,993</b>	<b>\$10,155,896</b>



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

