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ADELAIDE FESTIVAL

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Key 2023 Figures

52 events

282 performances

11 world premieres

8 Australian premieres

17 Adelaide exclusives

893 artists from

18 countries

242,000 attendances

85,134 tickets issued

Image: *Messa da Requiem*. Photo by Andrew Beveridge

Adelaide Festival: A Cultural Icon

"Adelaide Festival retains an unbroken line back to the original intent of those who set it up more than 60 years ago: to bring audiences a curated program of exciting new works we would otherwise never be able to see. We see the world differently through such encounters." - *The Conversation*

For more than 60 years, audiences have delighted in an outstanding mix of internationally acclaimed theatre, world-class musical performances, breathtaking dance, talks with renowned writers and striking visual arts displays. Enjoyed amid warm March days and starry nights, Adelaide Festival's celebration of creative excellence makes for an event of truly epic proportions.

The **2023 Adelaide Festival** was abundant in exclusive events, standing ovations and critical acclaim. In the first full-strength international program in two years, the Festival welcomed 893 artists from 18 countries and delivered close to record level box office results, exceeding \$5.9 million. The 2023 Festival offered 52 events in theatre, music, opera, dance, writing and visual arts, along with its

festivals-within-the-Festival: Adelaide Writers' Week, Chamber Landscapes at UKARIA Cultural Centre and WOMADelaide.

Adelaide Festival commissions and champions Australia's most innovative new work along with presenting the world's greatest artists and creators. The 2023 Festival continued this tradition with works from outstanding First Nations artists, including William Barton and Marliya (*Spinifex Gum*), extraordinary South Australian companies, including Slingsby and Windmill Theatre, and renowned international artists, including Internationaal Theater Amsterdam and Ballett Zürich.

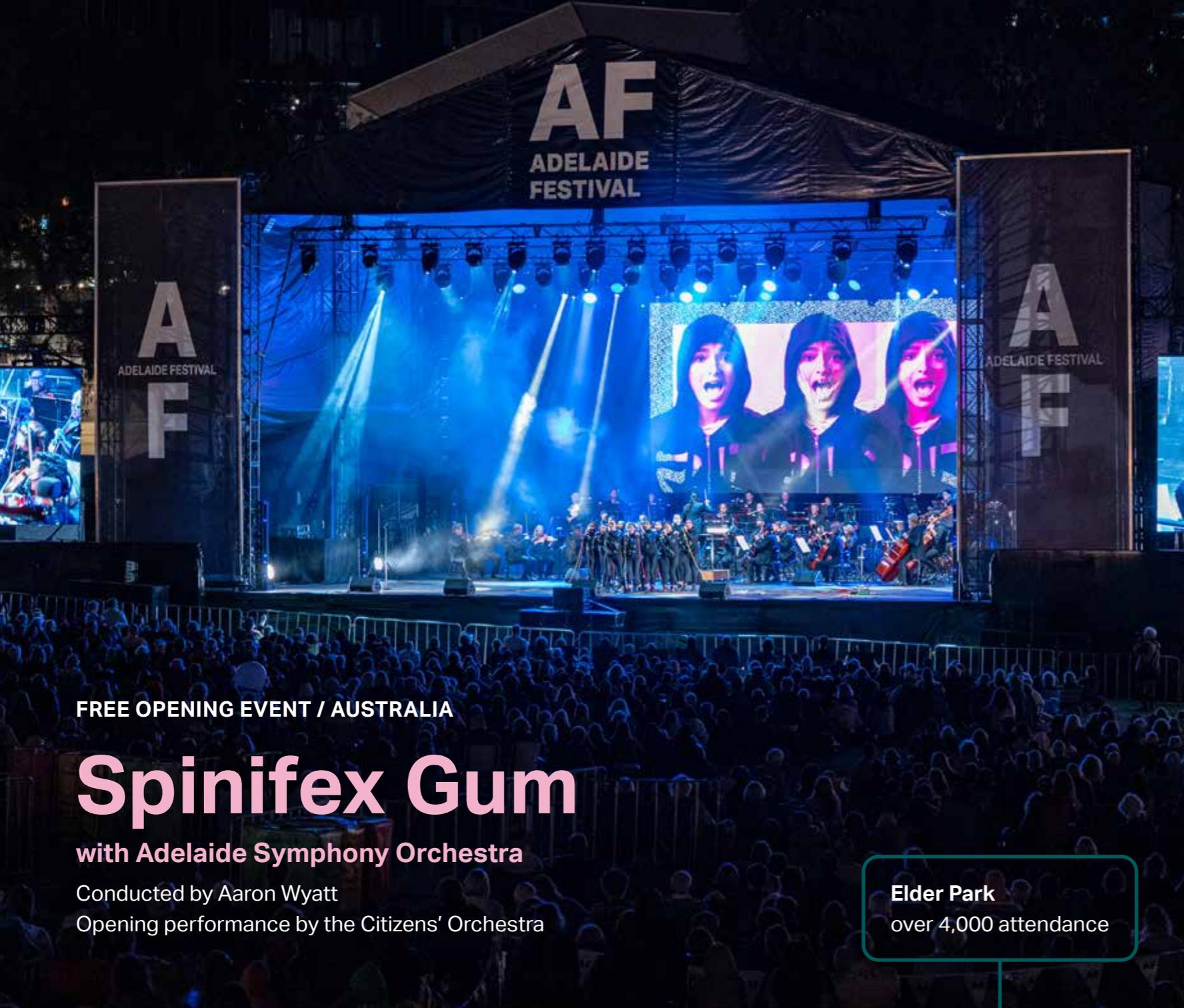
Adelaide Festival is South Australia's flagship cultural event and is supported by the Government of South Australia.

We acknowledge the Kurna People of the Adelaide Plains and the Peramangk People of the Adelaide Hills, the Traditional owners of the lands upon which our Festival takes place, and we pay our respects to Elders past and present.

Audience Demographics

- 97% think that Adelaide Festival is culturally important to South Australia, with 88% satisfied with their Adelaide Festival experience
- 93% would be "likely or very likely" to recommend attending Adelaide Festival to family and friends
- 47% are over the age of 65, 43% are aged 40 – 64 and 9% are under the age of 39
- 92% are tertiary educated
- 22% earn \$80K-\$140K and 10% earn \$140K+
- 40% of ticket buyers are employed in professional / executive / white collar jobs, 45% are retired
- 23% of ticket buyers came from interstate / overseas across shows, with some shows reaching as much as 62%

Source: 2023 Adelaide Festival Audience Survey and ticketing data



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FREE OPENING EVENT / AUSTRALIA

Spinifex Gum

with Adelaide Symphony Orchestra

Conducted by Aaron Wyatt

Opening performance by the Citizens' Orchestra

Elder Park
over 4,000 attendance

THEATRE / AUSTRALIA

Strange Case of Dr Jekyll and Mr Hyde

By Robert Louis Stevenson

Adapted and directed by Kip Williams

Sydney Theatre Company

Her Majesty's Theatre
12,778 attendance

"One of the highlights of this year's Festival, this is a must-see, and rather leaves you wondering what this team might do next."

Fifty Plus SA

OPERA & DANCE / SWITZERLAND & AUSTRALIA

Messa da Requiem

By Giuseppe Verdi (1813–1901)

Ballett Zürich

Choreography by Christian Spuck

Conducted by Johannes Fritsch

Festival Theatre

7,135 attendance

31% interstate ticket buyers

Australian Premiere / Australian Exclusive

**"A truly memorable, important
and enduring work of art."**

The Barefoot Review



DANCE THEATRE / CANADA

Revisor

Kidd Pivot

Created by Crystal Pite and Jonathon Young

Her Majesty's Theatre

2,942 attendance

Australian Premiere / Australian Exclusive

"This is the type of ground-breaking work that only happens once in a generation."

InDaily

"This is a dream of flight come true in all its beauty and grace. Bravo!"

The Barefoot Review

PHYSICAL THEATRE / USA

Air Play

Acrobuffos

Festival Theatre

9,221 attendance



Contemporary Music Program

Coming to Adelaide for the first time since 2014, Lorde filled the Adelaide Entertainment Centre with throngs of adoring fans for our biggest night of music with support from LA-based trio MUNA and local singer Stellie.

Our other contemporary music acts took up residence in Hindley Street Music Hall, Adelaide's hottest new live music venue, for four big nights with headliners Julia Jacklin, Camp Cope, Allday and Sleep D.



MUSIC / NEW ZEALAND, USA & AUSTRALIA

Lorde

with MUNA and Stellie



Adelaide Entertainment Centre
4,922 attendance



"For artists and educators, encountering such works can alter the trajectory of our lives. For audiences, they can open doors of perception and create deeply embodied memories that never leave us. This is no small thing."

The Conversation

AF23 ticket sales & attendance

Total audience of more than 242,000
across all Adelaide Festival events
(including WOMADelaide)

85,134 tickets issued
23% of these to interstate audiences

Exceeded box office target
generating more than \$5.9 million

Youth & Education program
5,114 tickets sold to 75 schools

Associated gross expenditure of \$57.6 million for South Australia

11,080 visitors to South Australia
spending an average of \$4676 per
group across 105,943 visitor nights

Source: 2023 Sales Report and Economic Evaluation reporting
commissioned by Adelaide Festival

Pioneer Women's Memorial Garden
17,000 attendance

FREE EVENT

Adelaide Writers' Week

Director Louise Adler's first Adelaide Writers' Week included:

130 free sessions

167 writers from Australia
and around the world

Live streaming into 92
libraries, schools, retirement
villages and nursing homes

The live streamed
Director's Choice made
12 sessions available to
access from home

11 Kids' Day sessions
with 9 authors

6 Middle Grade &
YA Readers' Day sessions
with 7 authors



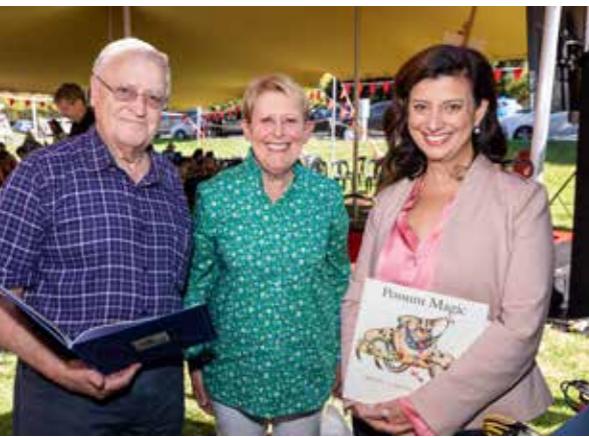


Young people at Adelaide Writers' Week

Weekends at Adelaide Writers' Week are all about young people! This year's **Kids' Day** brought together sessions with authors and book-inspired kids' activities for a magical experience, including a celebration of the 40th anniversary of *Possum Magic* by Mem Fox.

Catering to readers aged 13 and over, **Middle Grade & YA Readers' Day** provided a space for young readers to hear more about the writing process and some fascinating new books.

Many young readers attended other sessions with their class during the week.



Our Reach

Advertising

70,000 Adelaide Festival booking guides distributed across Adelaide, Sydney and Melbourne.

25,000 Adelaide Writers' Week programs distributed across Adelaide.

Press

The Advertiser & Sunday Mail, The Australian, Limelight Magazine, SA Life, Dance Australia, City Mag, The List.

Television

Nine Network (SA), SBS Network (SA, NSW, VIC), plus multiple BVOD platforms, cinema advertising.

Radio

Metro radio - SAFM, Nova919, Fresh FM, Mix 102.3 and 5AA.

Online

Extensive paid social media campaigns, SEM, programmatic advertising through Xaxis, plus paid digital *The Saturday Paper, City Mag, InDaily, SA Life, Brag, Rolling Stone* and *The Guardian*.

Outdoor

Full tram wrap, bus shelters, street banners and city flags, large scale digital outdoor, large format street poster.

Value of Advertising campaign: \$1,124,830.



Publicity

9,810 media hits generated across print, radio, TV, magazine and online.

Features in major national publications including *The Australian, Limelight, The Financial Review, The Saturday Paper, Dance Australia, The Age, Triple J, The Guardian.*

Media activity generated an enormous cumulative potential audience reach of more than **262 million** over the coverage period.



Website & Social Media

1.6 million page views of the Adelaide Festival website throughout sales period August 2022 – March 2023.

1.5 million Facebook Page reach (organic) and **1.2 million** Instagram reach (organic), plus **220K+** impressions across Twitter, LinkedIn, YouTube and TikTok.

60,000 subscribers to email lists.

893 Festival Friends members.

First Nations Programming

Adelaide Festival recognises that First Nations cultures connect us to over 75,000 years of living culture and knowledge. The Festival is committed to programming events that reflect these cultures and their contemporary expression.

Our 2023 Festival began with an opening night concert featuring *Spinifex Gum* with Marliya, Felix Riebl, Emma Donovan and the Adelaide Symphony Orchestra under conductor Aaron Wyatt, supported by the Citizens' Orchestra. Other 2023 programming included Marrugeku's *Jurrungu Ngan-ga [Straight Talk]*, *Heartland* from William Barton and Véronique Serret, the world premiere of *Ngapa William Cooper*, Daniel Riley's *Tracker* with Australian Dance Theatre and ILBIJERRI Theatre Company, *wurukur djuanduk balag—Ancestors Are Calling* from Lou Bennett, an installation titled *Unvanised* from artist Kent Morris with James Henry and Studio John Fish, speakers at Adelaide Writers' Week, and performances by JK-47, BARKAA and Kobie Dee.

Adelaide Festival acknowledges it meets and performs on Kurna and Peramangk land.



"This was an evening for the heart and soul; beautiful fusion of Indigenous and contemporary sounds."

Glam Adelaide



MUSIC / AUSTRALIA

Heartland

William Barton and Véronique Serret

INSTALLATION / AUSTRALIA

Lost Dogs' Disco

ENESS



Mount Barker

FREE Event

10,859 humans and
643 dogs in attendance

Youth & Education

At Adelaide Festival, we believe that attending thought-provoking and inspiring performances and arts experiences can be incredibly powerful for young people.

A total of 5,114 students from 75 schools attended events and performances through the 2023 Adelaide Festival schools program.

Thanks to our Festival Connect program, over 400 students benefitted from free transport to the Festival and 50 students accessed free accommodation. 324 students were able to access \$5 tickets for the Festival's flagship productions through our Tix For Next To Nix program.

Teacher resources for eight productions were provided to assist educators in deepening the experience of students attending Festival performances.

Five school workshops and masterclasses with artists were held during and after the 2023 Festival.

Create4Adelaide is a new initiative that launched in early 2023. It started with a survey on young people's top climate change priorities, which received 2,000 votes. The project will culminate in an exhibition of artwork by young people in the 2024 Festival.



Above: AF Artistic Director Ruth Mackenzie, Deputy Premier Susan Close and Minister for Arts Andrea Michaels with students from Wandana Primary School



Access & Open House

We make every effort to ensure Adelaide Festival events and performances are accessible to everyone

In 2023, we offered Auslan interpretation at three events and at 21 Adelaide Writers' Week sessions, including Kids' Day. Nine events were fully surtitled or had minimal dialogue. Three audio-described performances were offered, and assistive listening was available across all performances of 11 different events. One relaxed performance was held. All events were wheelchair accessible.

In addition to the access performances provided, Adelaide Festival also offers accessible ticketing through Tix for Next to Nix and Pay What You Can, which provide discounted tickets to people with a current Health Care Card, Pension Card or full-time student card. Over 2,800 \$5 tickets were purchased through Tix for Next to Nix and 116 tickets were purchased through our Pay What You Can initiative.



Sustainability

Adelaide Festival is proud to be the first arts festival in Australia to be certified carbon neutral and is committed to reducing the event's impact on the environment.

As well as offsetting carbon emissions related to the 2023 Festival, we continued to offer thoughtful ways for patrons to manage waste (for example, the three-bin system at Adelaide Writers' Week), offered digital rather than print programs for most events, and continued partnering with Reforest to encourage audience members to plant trees to offset the emissions related to their Festival attendance.

In 2023, the Festival also partnered with Wilderlands to protect 1,712 square metres of vulnerable habitat in the Coorong Lakes region.





Special thanks to the Festival supporters & volunteers

A huge and heartfelt thank you to everyone who supported Adelaide Festival and Adelaide Writers' Week in 2023.

We gratefully acknowledge our dedicated and passionate philanthropic community and thank the Festival's sponsors, foundations and donors for their generous support.

Thanks also goes to our wonderful crew of volunteers who help to make Adelaide Festival and Adelaide Writers' Week run smoothly. Our particular thanks to the 146 volunteers who shared their time and gifts with us in 2023.

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1 - 17 Mar 2024 | 28 Feb - 16 Mar 2025 | 27 Feb - 15 Mar 2026 | adelaidefestival.com.au