



PRIDEFEST 2024

IMPACT ASSESSMENT





Acknowledgements

This report has been prepared by Jordan Gibbs, Kristine Royall, Riley Chappell and Shannon Pearse of Culture Counts. We would like to thank PrideWA for their support through the development and delivery of the evaluation project. We would also like to thank all stakeholders including public patrons, artists, volunteers and staff for their participation in this project.

Pride WA would like to acknowledge that PrideFEST programs are held on multiple Aboriginal lands throughout beautiful Western Australia. We would like to pay our respects to Elders both past, present, and emerging. We extend our respect, friendship, and support to Nyoongar people especially those within our community and to all other Aboriginal and Torres Strait Islander people.

Date of Preparation: February 2025

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Introduction

PrideFEST 2024

PrideFEST is Western Australia's premier lesbian, gay, bisexual, transgender, queer, intersex, asexual plus (LGBTQIA+) arts, cultural and community festival. The annual event is presented by volunteer-led organisation, Pride WA.

PrideFEST 2024 was themed, "Together, Go West", celebrating the state's unique and dynamic LGBTQIA+ community. The festival brought a burst of colour and celebration to the city, with 89 events packed into an action-filled 10-day program, running from 15 to 23 November 2024.

For the first time, beloved community gathering *Fairday* took place at Supreme Court Gardens in the heart of Perth city on 17 November, offering entertainment, stalls, food and delights in the beautiful surrounds of the gardens.

The popular *PrideFEST Parade* closed out the festival on Saturday 23 November, with the LGBTQIA+ community and allies coming together in solidarity to celebrate Pride throughout the streets of Northbridge. The event culminated in a closing party celebration at Russell Square.

2024 saw the launch of Pride WA's *PrideFEST Live* program, hosted at The Ice Cream Factory in Northbridge. The performance lineup featured Australian music royalty, with performances from PNAU, Vera Blue, Cub Sport and Montaigne.

2024 also launched the the 'PridePlus' program, with *PrideFEST* promoting a wide variety of events hosted by external organisations including events at The Rechabite and Connections, as well as numerous event hosted by other community groups.

Pride WA sold 2,621 tickets for its hosted events. Combined with partner presenters and 'PridePlus', an estimated 7,335 tickets were sold across *PrideFEST*.

Over 88,000 people attended the 2024 festival, generating a direct economic impact of \$8.76 million. This total expenditure as a direct result of *PrideFEST* also benefits a range of sectors as it flows through the economy, the multiplied economic impact for the 2024 festival was estimated to be \$26.1 million.

Scope of Evaluation

The evaluation framework applied by Culture Counts uses a standardised set of outcome metrics called 'dimensions' to measure the quality and impact of cultural events. They have been developed through extensive work with the sector, internationally tested and academically validated.

Coupled together with other quantitative and qualitative indicators, these metrics are combined into an overall evaluation framework that seeks to report back against the organisational and strategic goals of Pride WA and its stakeholders.

Attendees at *Fairday*, the *PrideFEST Parade* and other events were invited to respond to a survey about their experience. Surveys included a set of dimensions that were selected in alignment with Pride WA's strategic goals. These are outlined in the following table.

Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the dimension statement. The resulting data is used to measure the unique social, economic, and quality outcomes of *PrideFEST*.

Dimensions

OUTCOME AREA	DIMENSION	DIMENSION STATEMENT
Social	Safe	It made me feel safe and welcome
Social	Connection	It helped me to feel connected to people in the community
Economic	Diversity	It engaged people from different backgrounds
Qualities	Content	It reflected a broad and inclusive range of voices
Qualities	Local impact	It's important that it's happening here
Qualities	Cultural contribution	It provides an important addition to the cultural life of the area

Pride WA has measured a number of these metrics as part of their annual evaluations since 2019, allowing for progress to be tracked over time. A year-on-year analysis is showcased on page 17 of this report.

Data was collected by a survey fieldwork team at a selection of *PrideFEST* events and activities, and surveys were also distributed to attendees via email from Pride WA. Randomised sampling of attendees was undertaken by the Culture Counts fieldwork team so as to capture a representative and accurate understanding of attendee feedback and sentiment. A summary view of the data collection approach is presented in the following table.

Data Collection Methodology

SURVEY/EVENT	GROUP	DATA COLLECTION METHODOLOGY	SAMPLE SIZE
PrideFEST Fairday	Attendees	On-site Assisted Surveys	172
PrideFEST Parade	Attendees	On-site Assisted Surveys	98
General PrideFEST Survey	Attendees	Online	39
Total			309

Note: On-site assisted surveys were collected by Culture Counts' fieldwork team at the events. Online surveys were sent via email to ticketholders across all *PrideFEST* events.



2.0

PrideFEST 2024 Highlights

88,744 

ATTENDEES

89 

EVENTS

12 

PRIDE WA
MANAGED EVENTS

41 

VENUES

2,736 

ATTENDEES AT OTHER PRIDE WA EVENTS

15,546 

ATTENDEES AT PRIDEPLUS EVENTS

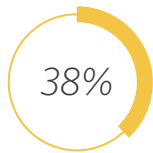
Includes all PrideFEST events produced by other organisations.

\$8.76 million 

DIRECT ECONOMIC IMPACT

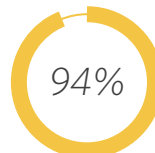
\$26.1 million 

MULTIPLIED ECONOMIC IMPACT



New Audience

The proportion of attendees or participants that engaged with PrideFEST for the first time in 2024.



Positive Overall Experience

Surveyed attendees rated their PrideFEST 2024 experience as 'Good' or 'Excellent'.



Net Promoter Score (NPS)

A NPS of 50 is considered to be excellent, this score shows a fantastic level of customer loyalty.

FAIRDAY
Sunday, 17 November 2024

27,834

Attendees



Net Promoter Score



New Audience



Overall Experience
% of 'Good' or 'Excellent'

PRIDEFEST PARADE
Saturday, 23 November 2024

42,628

Attendees



Net Promoter Score



New Audience



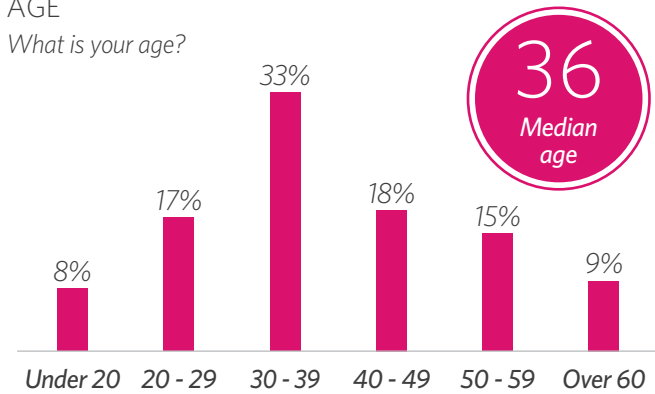
Overall Experience
% of 'Good' or 'Excellent'

3.0

Audience Profile

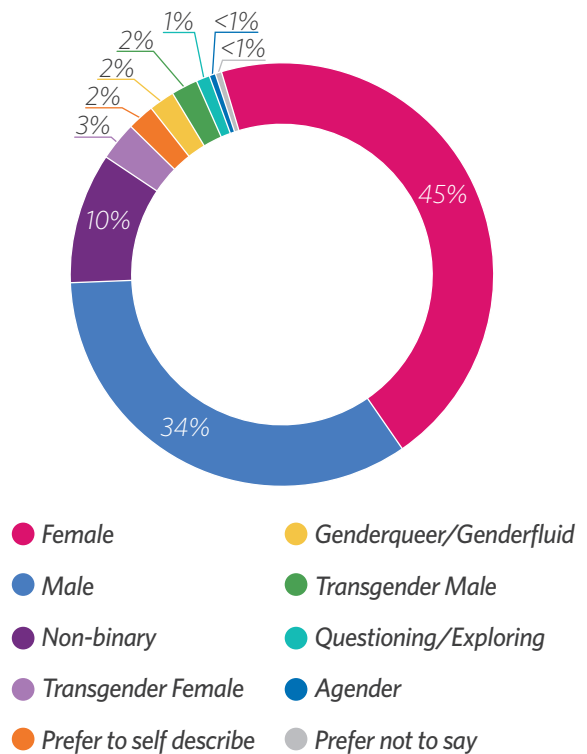
AGE

What is your age?



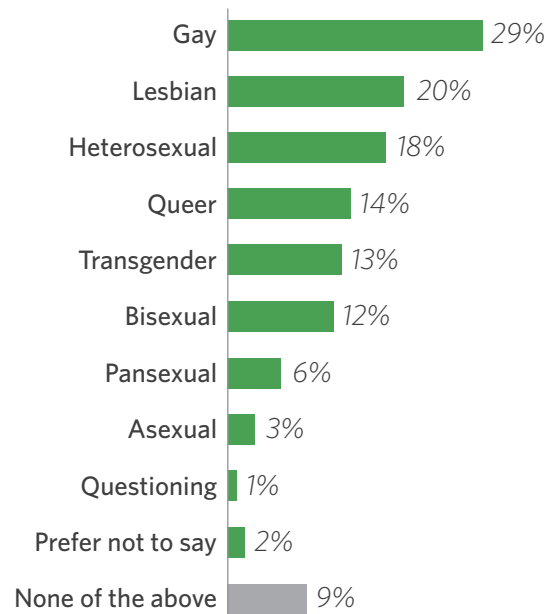
GENDER

How would you describe your gender?



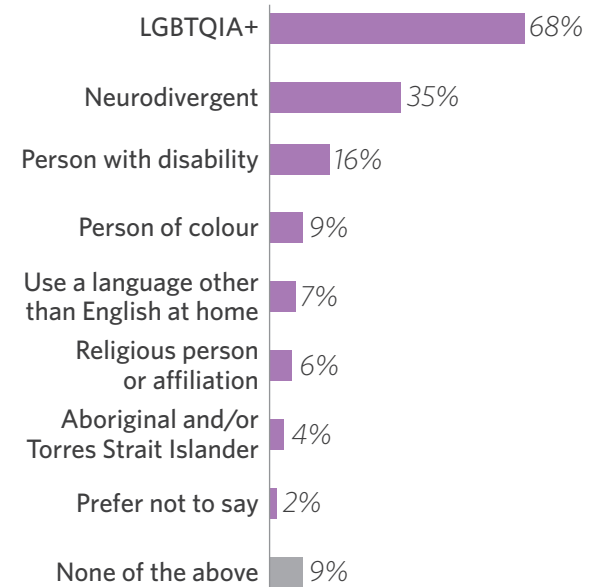
SEXUALITY

Which of the following best describes you?



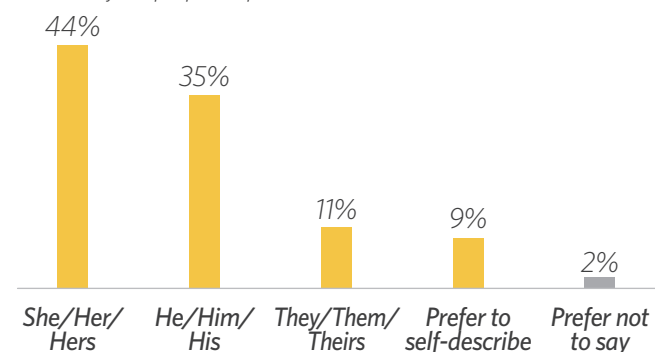
IDENTITY

Do you identify with any of the following?



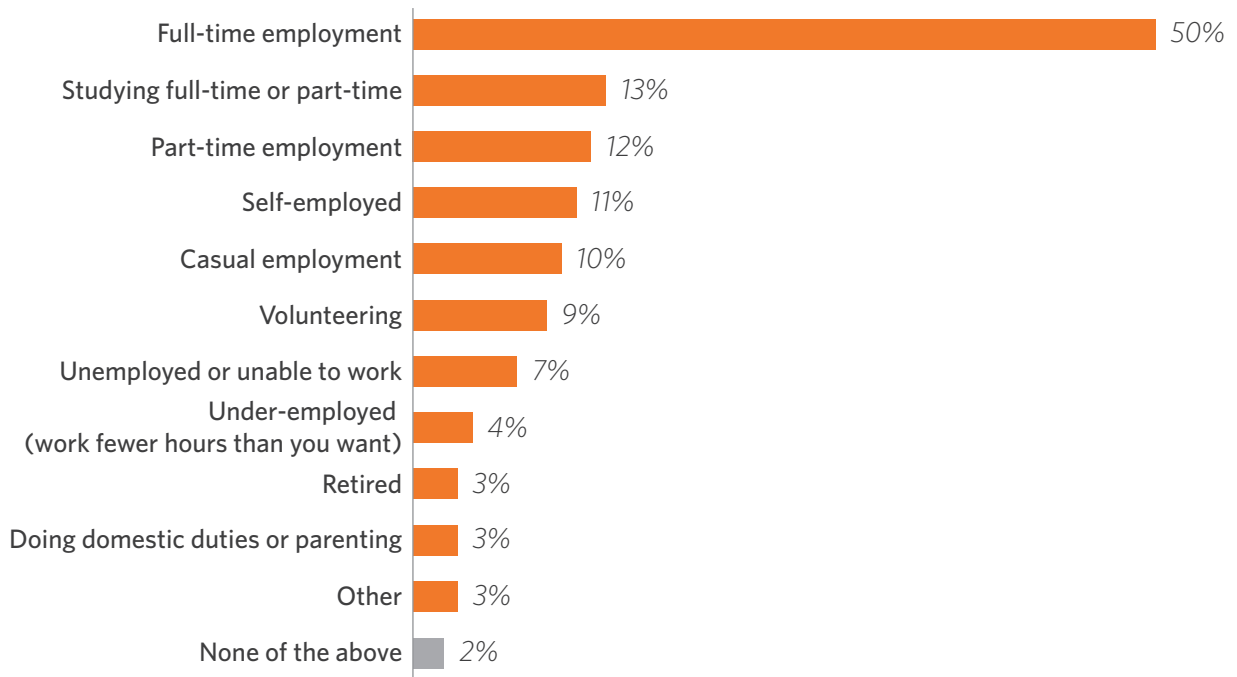
PREFERRED PRONOUNS

What are your preferred pronouns?



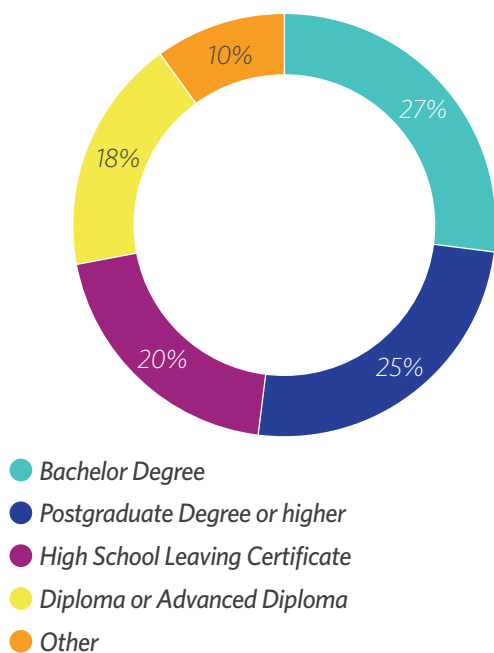
EMPLOYMENT

Which of the following describe(s) your employment or workforce participation?



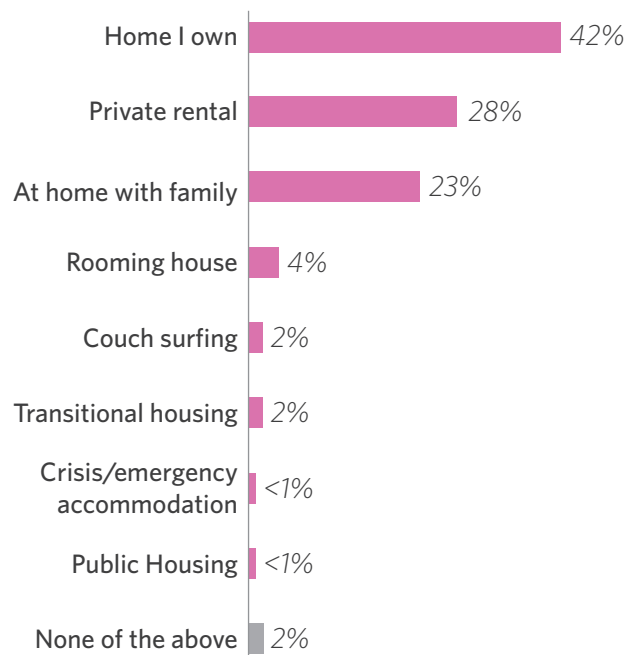
EDUCATION

What is the highest level of education you have completed?



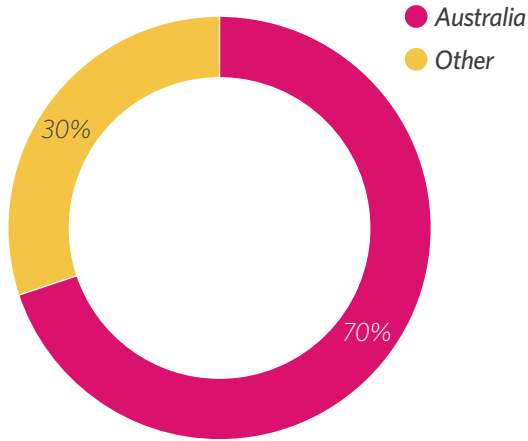
LIVING SITUATION

Which of these describe your current living situation?



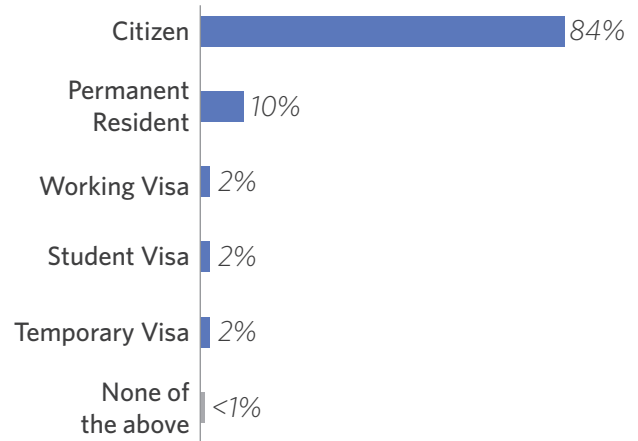
COUNTRY OF BIRTH

What is your country of birth?



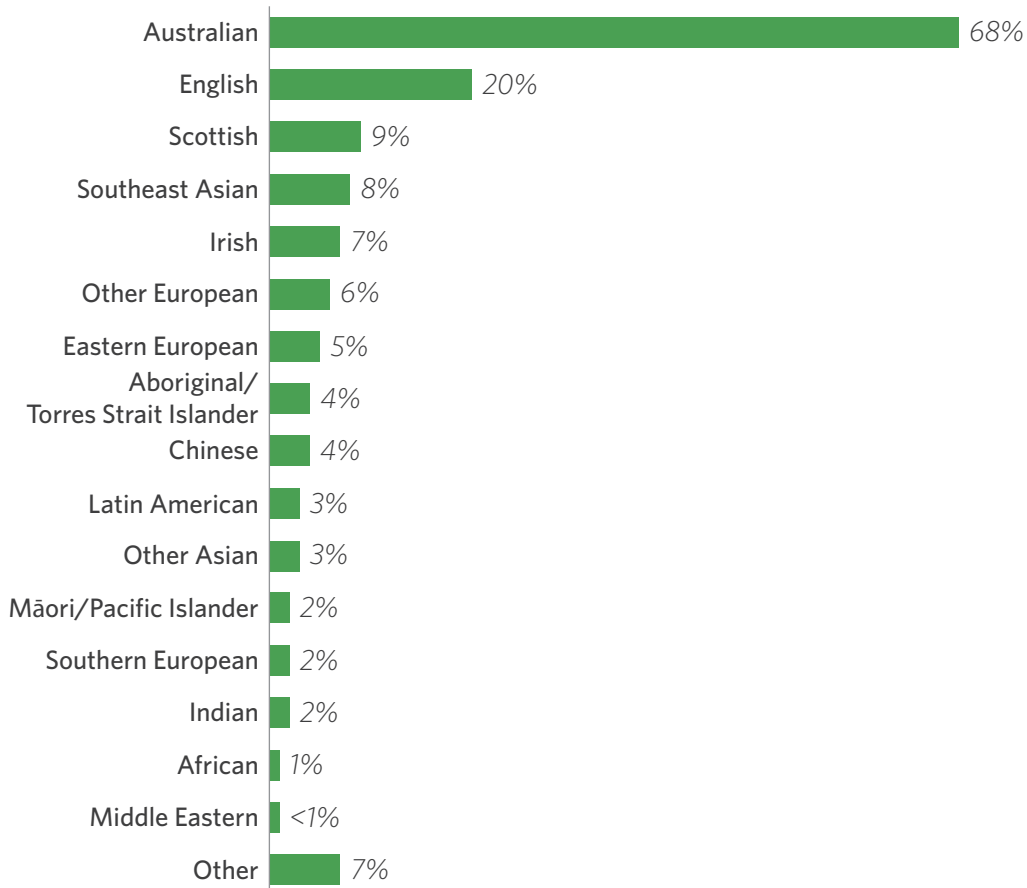
RESIDENCY STATUS

What is your residency status in Australia?

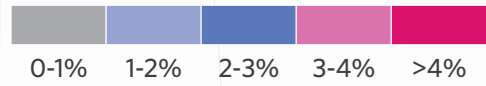


CULTURAL BACKGROUND

What is your cultural background(s)?



Respondent count by postcode
(% of WA respondents)

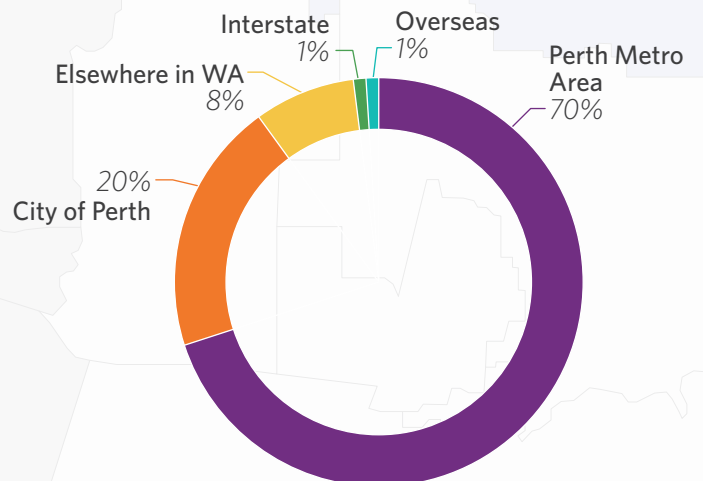


TOP 10 POSTCODES
In which suburb do you live?

- Perth (6000)** - 6.3%
- Maylands (6051)** - 4.3%
- Tuart Hill (6060)** - 3.2%
- East Perth (6004)** - 3.2%
- Bibra Lake (6163)** - 2.8%
- Embleton (6062)** - 2.8%
- Bayswater (6053)** - 2.4%
- Subiaco (6008)** - 2.0%
- Gosnells (6110)** - 2.0%
- Wanneroo (6065)** - 2.0%

LOCATION

Which of the following best describes where you live?



"This is my first pride! And I feel proud to be present because my partner is trans, it's our first pride together advocating for their rights and our fight that has been our relationship."

- PrideFEST 2024 Survey Respondent



Attendance Behaviours

The *PrideFEST* survey asked respondents to identify whether it was their first time engaging with the festival. This helps organisers to gain a better understanding of audience loyalty, new audience reach and the effectiveness of marketing strategies each year.

The audience at *PrideFEST 2024* was made up of 38% first-time attendees, and 62% of attendees that had attended a *PrideFEST* event in previous years. 40% of the *PrideFEST Parade* audience had never attended before, similarly, 41% of *Fairday* attendees attended the event for the first time in 2024.

Respondents to all surveys were asked which other *PrideFEST 2024* events they had attended or planned to attend, based on a prompted list. Most respondents (83%) identified at least one other event on the list, demonstrating that attendees were likely to experience multiple events from the *PrideFEST* program. The most popular events selected by survey respondents were the hallmark events – *PrideFEST Parade* (64%), *Fairday* (51%) – followed by the Parade After Party (22%) and the program at The Rechabite (14%).

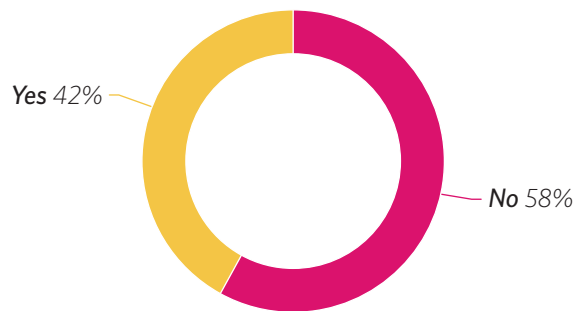
PRIDEFEST

Is this your first time attending a *PrideFEST* event?



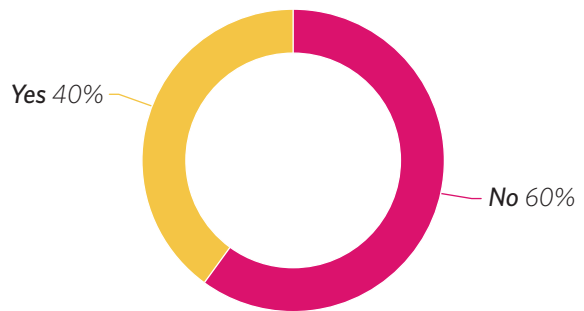
PRIDEFEST PARADE

Is this your first time attending a *PrideFEST Parade*?



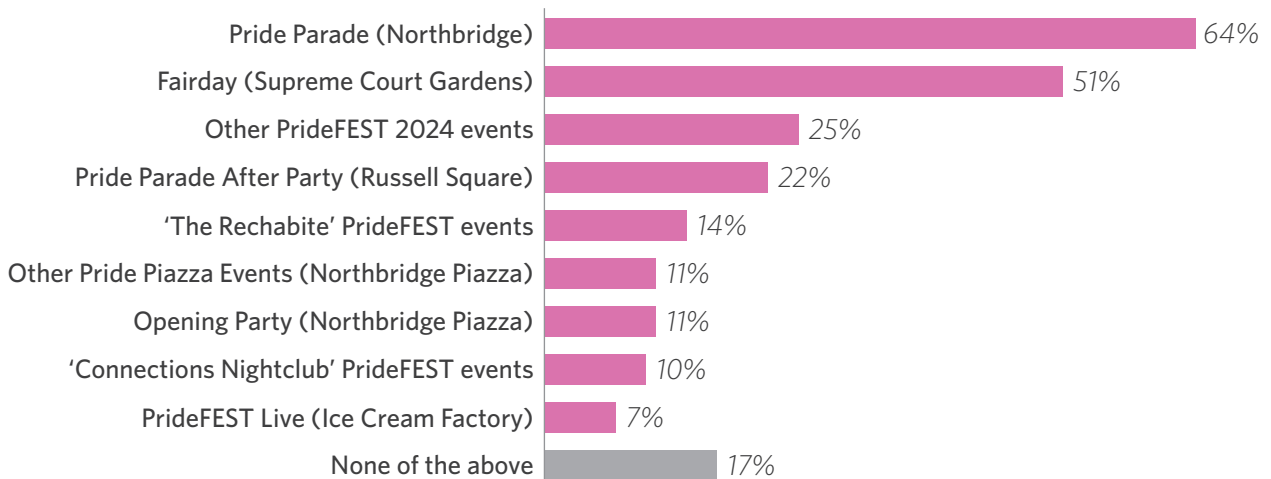
FAIRDAY

Is this your first time attending *Fairday*?



OTHER FESTIVAL ATTENDANCE

Have you (or are you planning to) attend any of the other *PrideFEST* events?





"Once again Pride WA outdid themselves. There were a variety of events to cater for everyone."

- PrideFEST 2024 Survey Respondent

Pride WA Awareness and Engagement

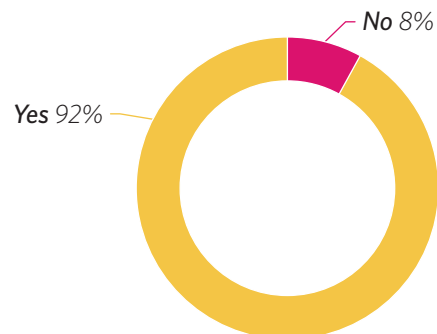
Survey participants were asked if they had heard of Pride WA prior to today. An overwhelming 92% confirmed that they had, highlighting strong brand recognition and a high level of awareness surrounding the festival organisers.

Pride WA was interested to know whether festival attendees engaged with Pride WA in other ways, with 92% of respondents selecting at least one of the options presented. Results show that over half of the respondents (53%) attend other Pride WA events, 38% are members of other LGBTQIA+ groups or networks and over one third (36%) advocate for LGBTQIA+ rights.

Over a quarter of survey respondents (27%) marched in the 2024 *PrideFEST Parade*, 25% described themselves as allies of the LGBTQIA+ community and 16% volunteer for an LGBTQIA+ organisation. 3% of respondents were volunteers for Pride WA.

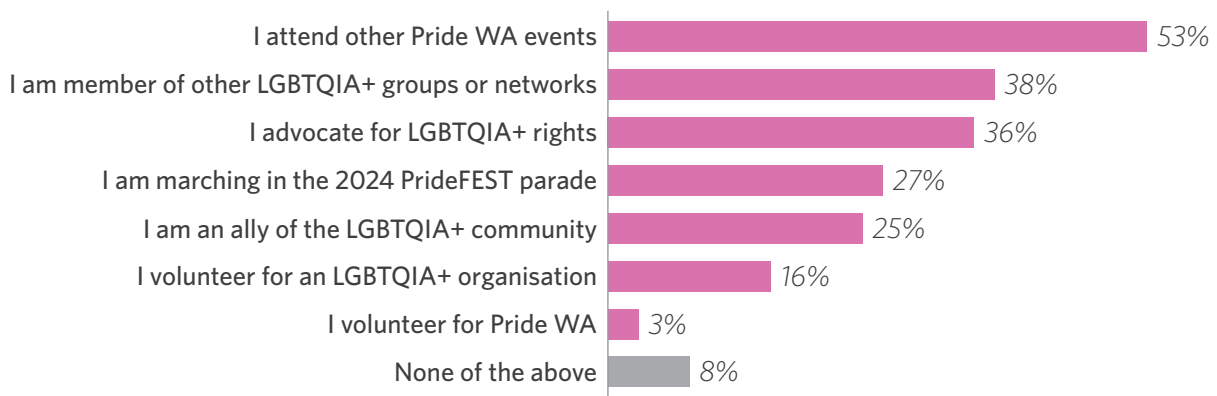
PRIDE WA AWARENESS

Have you heard of Pride WA before today?



PRIDE WA ENGAGEMENT

Are you engaging with Pride WA in any of the following ways?



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PrideFEST 2024 Outcomes

Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with each dimension statement using a sliding scale, labelled 'Strongly Disagree' on the left, to 'Strongly Agree' on the right. The resulting data is used to measure the outcomes of *PrideFEST*.

Dimension results are presented in two ways. Responses are split into five buckets, indicating the proportion of respondents that strongly disagreed, disagreed, were neutral, agreed or strongly agreed with the statement. The proportion for each response option is colour-coded on the bar chart to the right.

The average score shows where the average response landed on a 0 to 100 point sliding scale.

All dimensions measured as part of the *PrideFEST 2024* survey received overwhelmingly positive results, with at least 93% of respondents agreeing or strongly agreeing with each statement.

Respondents were most likely to agree that the event provides an important addition to the cultural life of the area (Cultural Contribution, 96% agree or strongly agree), that it engaged people from different backgrounds (Diversity, 95% agree or strongly agree) and that it made them feel safe and welcome (Safe, 95% agree or strongly agree).

The remaining statements also received a high rate of agreement, with most attendees agreeing that *PrideFEST* reflected a broad and inclusive range of voices (Content, 94% agree or strongly agree), that it's important the event is happening here (Local Impact, 95% agree or strongly agree) and that the

festival helped them feel connected to people in the community (Connection, 93% agree or strongly agree).

These consistently high scores indicate that Pride WA is effectively realising the key outcomes that align with its strategic objectives. This is a significant achievement, reflecting the profound impact *PrideFEST* has in fostering a sense of; belonging, safety, inclusion and pride of place.

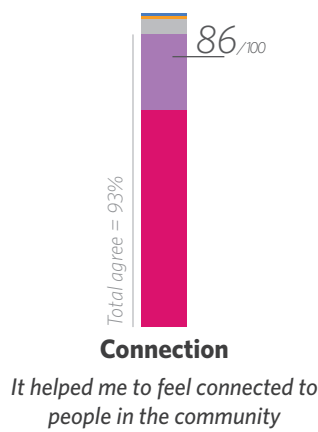
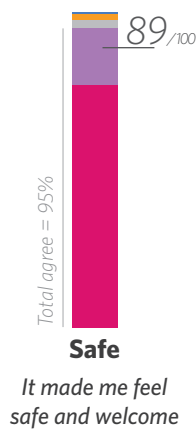
"It really was wonderful to be out and about among others and feel 100% safe."

- PrideFEST 2024 Survey Respondent

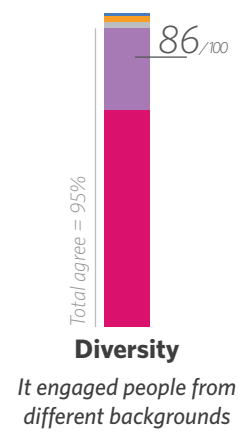
“Such good fun. Great, memorable experience. Everyone was so friendly and inclusive.”

- PrideFEST 2024 Survey Respondent

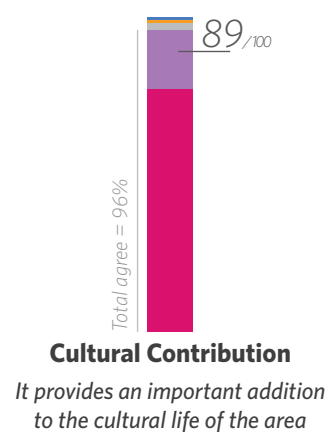
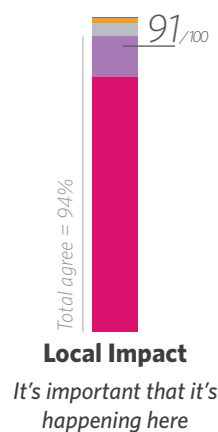
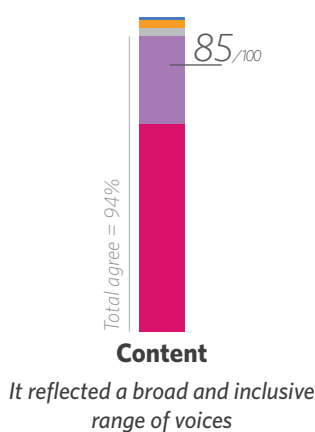
SOCIAL OUTCOMES



ECONOMIC OUTCOMES



QUALITIES



● Strongly Agree ● Agree ● Neutral ● Disagree ● Strongly Disagree — Average

2024 Event Comparison

Each year, attendees at *Fairday* and the *PrideFEST Parade* are surveyed regarding their experience. Capturing data at these events helps organisers to track the outcomes generated by these annual major events, as well as the festival as a whole. The dimension results from the two events are compared below to give context to each event's results.

All of the dimension statements performed strongly across both events. Attendees at the Parade were slightly more likely to agree that it's important the event is happening here (Local Impact, +3/100) and that the event engaged people from different backgrounds (Diversity, +3/100).

Fairday visitors were slightly more likely to agree that the event made them feel safe and welcome (Safe, +3/100). Smaller differences were observed for the 'Connection' and 'Content' dimensions, demonstrating that *Fairday* attendees were slightly more likely to agree that the event made them feel connected to others in the community and that it reflected a broad and inclusive range of voices.

The scores for 'Cultural Contribution' were on par, showing that attendees at each event were agreeable that both were important additions to the cultural life of the area.



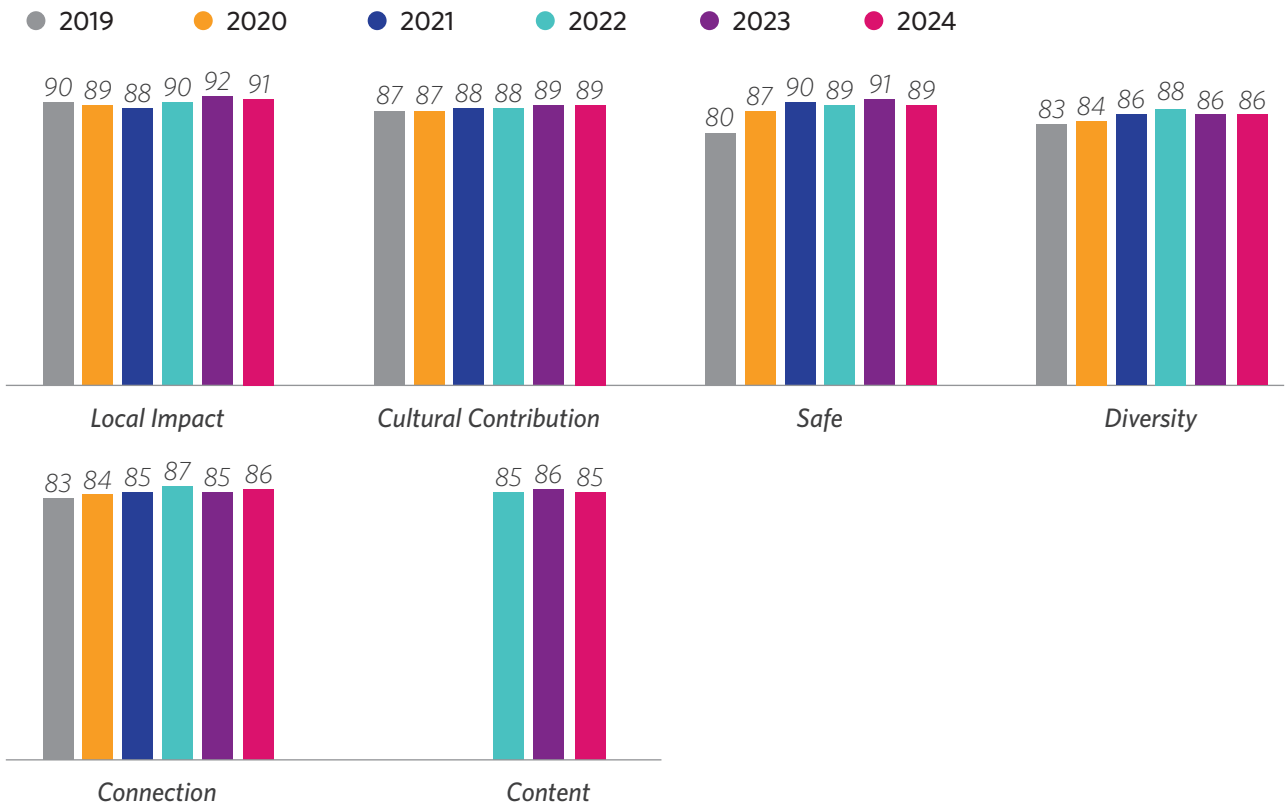
Shows average dimension score out of 100.

Year on Year Comparison

Since 2019, five dimensions within the *PrideFEST* evaluation framework have been measured consistently as part of the annual evaluation. The chart below displays the average score for each metric over the five years of evaluation.

Most dimensions have trended similarly over the years and in particular, it is evident that the scores from the 2024 surveys are very close to those achieved in 2023.

Compared to last year's *PrideFEST*, attendees at the 2024 event were slightly more likely to agree that the event made them feel more connected to people in the community (Connection, +1/100), and slightly less likely to agree that it's important the event is happening here (Local Impact, -1/100) and that it made them feel safe and welcome (-2/100).



Shows average dimension score out of 100. The 'Content' dimension has been measured in the *PrideFEST* survey since 2022.

Written Feedback

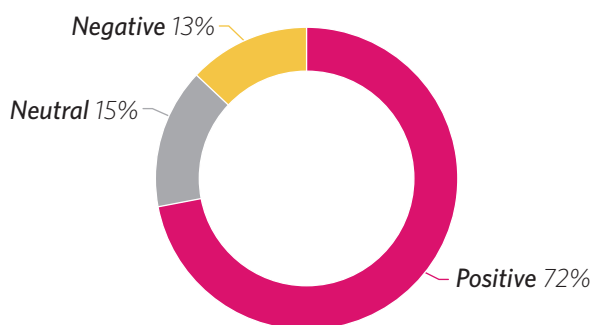
At the end of the *PrideFEST 2024* survey, respondents were invited to provide further written comments regarding their experience. This generic question served as an easily accessible area for general comments or ideas that were 'top of mind' for respondents.

Sentiment Analysis

A total of 179 survey respondents chose to leave written feedback at the end of the survey. Sentiment analysis of these comments reveals that 72% were classified as positive feedback, 15% as neutral and 13% as negative.

SENTIMENT

Please add any other comments or feedback about the event below.



Thematic Analysis

Feedback was analysed and grouped into five broad topics based on the content of responses. A summary of these topics is presented here. Each topic seeks to be representative of a percentage of all comments.

"Amazing" Event Praise

Many responses focused on enthusiasm and appreciation for *PrideFEST*, with respondents frequently highlighting how "amazing" they found the event, emphasising their enjoyment and the inclusive atmosphere.

"Pride Parade is the most fun event on the calendar"

"The fest was amazing for my first time it was certainly a show. Off my problems went out the door and I felt welcome, immediately recommended it to my queer friends"

"Amazing event. I love it."

"An amazing inclusive event"

PrideFEST Live Program Addition

A number of survey respondents praised the inaugural *PrideFEST Live* event hosted at the Ice Cream Factory. They commended the lineup, venue and event logistics.

"I was extremely impressed with the PrideFest Live event on Friday evening. The line-up was amazing and all of the sets were superb. There were plenty of bar choices and lots of staff. This was a really well organised event. Similarly, the Parade on Saturday was so well organised. My congratulations to all of the committees for both events."

"Loved open event at the Icecream factory - all the acts were amazing and great venue."

"I attended the ICF event on 23 Nov and it was AMAZING! Not only banging music and a great venue but the registration system, pre event info and ticket were all great! Was a very smooth process and very user friendly."

Venue Feedback

A notable proportion of survey respondents provided feedback relating specifically to the *Fairday* venue change to Supreme Court Gardens. While overall the sentiment was positive, many made note of the hot weather and need for more shade at the venue in future years.

“Great event. The new location is a big improvement and brings life and colour to the city. Only suggestion - needs more shade.”

“The new location was great. However just needed more shade and designated cool down areas.”

“Conversation around new location was positive except for lack of shade . Possibly have marques set up around for shade”

Grateful to PrideFEST Organisers

Members of the community thanked event organisers and staff on their ground for making the events possible and assisting punters on the day.

“Without the hard work of volunteers it would not have been possible to deliver Pride FEST 2024.”

“Events are very well organised. Staff and volunteers were helpful, knowledgeable and able to assist with queries.”

Suggested Improvements

Survey respondents took the opportunity to provide constructive feedback and suggestions for organisers to consider in future iterations of the event, and throughout the year.

“Increasing publicity of pride related news and events throughout the year is also important in fostering better community spirit and support. Having on display pride progressive flags and paraphernalia can also help to make LGBTQIA+ members feel safe within the community”

“There were lots of great improvements this year so credit where credit is due. However there needs to be a much stronger focus on the history and meaning of Pride and opportunities for dialogue, advocacy and education. Engagement in Pride activists needs to start in January and build up to November. Organisations and groups need training and resources support to build community engagement so that activities are well attended.”

“The location for the audio description was absolutely fantastic this year we’ve had a lot of trouble in past years with it being too loud, but the noise level this year was perfect. Please add an audio described tour of fairday next year as had been available in the past.”

“Loved the PridefestLIVE event! Only thing I would suggest is that you include First Nations artists on the lineup, and ensure a Welcome to Country is given by a First Nation’s person.”

“I attended the [Ice Cream Factory event] and it was AMAZING! Not only banging music and a great venue but the registration system, pre event info and ticket were all great! Was a very smooth process and very user friendly.”

- PrideFEST 2024 Survey Respondent



"I had so much fun - making new friends and interacting with the community. Such a welcoming and fun vibe. Thank you."

- PrideFEST 2024 Survey Respondent

Benchmarks

Benchmarks give context to organisers so that they can understand the unique impact they deliver through their events and the outcomes that distinguish them from other offerings. City of Perth benchmarks are available for three of the dimensions measured in *PrideFEST 2024* surveys.

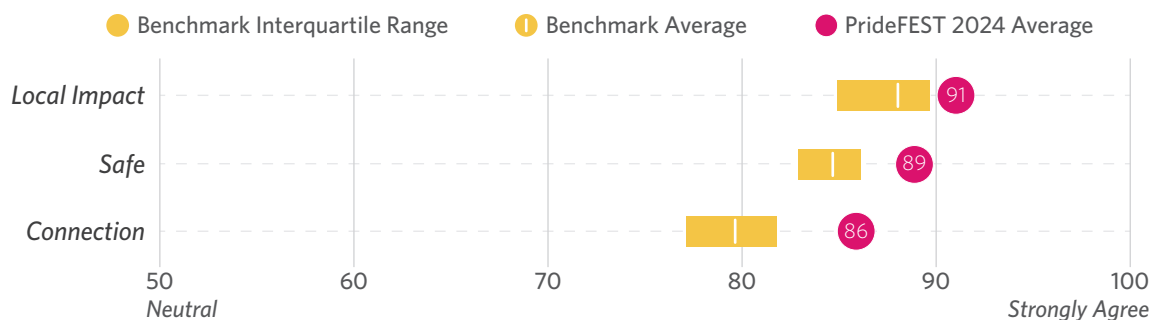
The benchmark analysis compares the results from *PrideFEST* against the results received across the last City of Perth event season. The benchmark results are based on a range community events hosted within the City, that were evaluated by Culture Counts in the 2023/24 event season.

Results that sit within the range are be considered a 'benchmark' result, with anything above the range considered to be exceptional. All three comparable dimension averages sit above the City of Perth benchmark range, which is an outstanding result for *PrideFEST 2024*.

This indicates that attendees at *PrideFEST* felt these outcomes more strongly than those that attended other events in the City over the same annual period. The results demonstrate the significant impact *PrideFEST* has on its attendees and its strength in delivering programs that bring people together and help them feel connected to others, provide a safe and welcoming space for attendees.

BENCHMARKING

Aggregated average outcome value overlayed on the interquartile range of average results from other City of Perth events (FY 2023-24)



5.0

Pride WA and the Local Community

PrideFEST strives to promote diversity, equality and inclusion within the WA community. Respondents were asked if they agreed that the festival achieves this, with almost all respondents (97%) agreeing with the statement. This demonstrates Pride WA's success in realising this key objective.

Attendees were asked if they thought a larger version of *PrideFEST* could lead to a prompted list of outcomes. Three quarters of respondents agreed that a larger festival could lead to improved vibrancy in the Perth CBD and improved safety for LGBTQIA+ people.

69% of respondents think that a larger format will result in more people visiting local businesses and 68% felt that it will lead to an improved overall

experience of Perth as a place to live (68%). Over half of the respondents (56%) think that a larger festival will attract more domestic tourists, with 39% of respondents indicating that it may attract international tourists.

Pride WA wanted to understand if festival attendees were interested in WA LGBTQIA+ history. 65% of respondents indicated that they were interested, and 61% were interested in attending events that celebrate this history. Only 11% of respondents were unsure, and 8% were not interested.



“Invited new friends to Pride (my family and I go every year the past 5 years). They had never been before and they loved it!”

- PrideFEST 2024 Survey Respondent

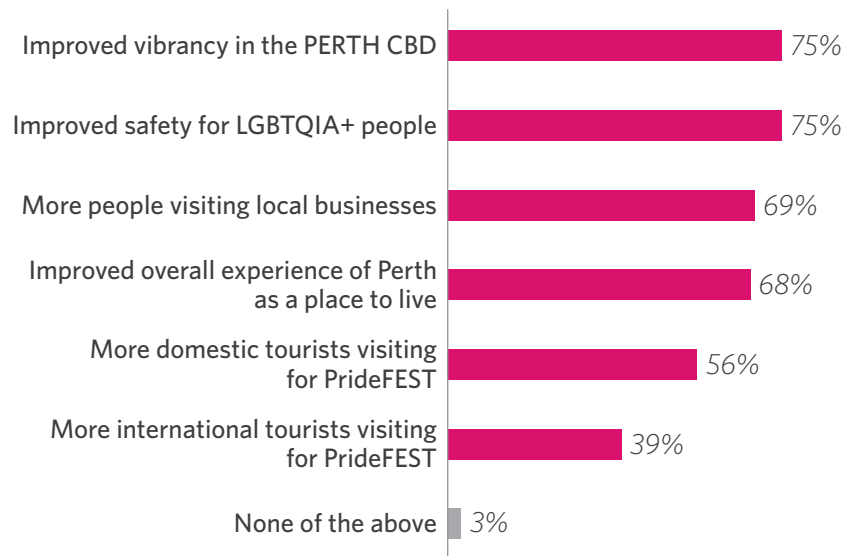
ROLE IN THE COMMUNITY

PrideFEST plays a significant role in promoting diversity, equality and inclusion in my community



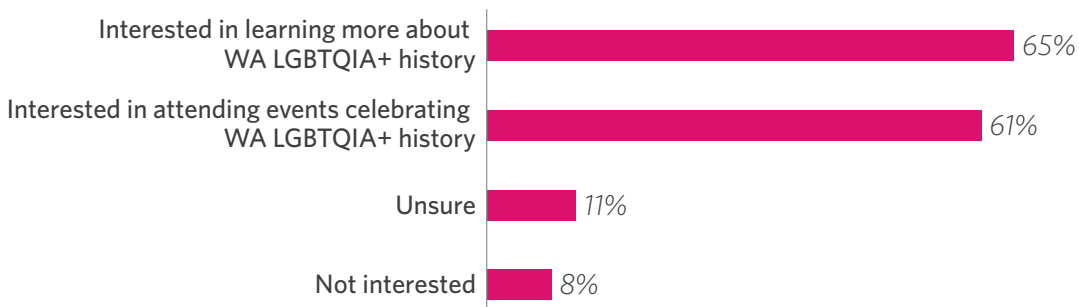
LARGER PRIDEFEST

Do you think a larger PrideFEST could lead to any of the following?



WA LGBTQIA+ HISTORY

Are you interested in WA LGBTQIA+ history?





"The festival was amazing for my first time it was certainly a show. Off my problems went out the door and I felt welcome, immediately recommended it to my queer friends."

- PrideFEST 2024 Survey Respondent

6.0

LGBTQIA+ Experiences

As part of the *PrideFEST* evaluation, Pride WA and Culture Counts have carried out additional research aimed at gaining a deeper understanding of the local LGBTQIA+ community. This research helps PrideWA better advocate for and support the community in the future.

All respondents were asked about common experiences related to LGBTQIA+ individuals, and whether they had personally encountered any of them. The list of experiences was developed based on various studies, including those conducted by the Australian Human Rights Commission, BeyondBlue, and the Lord Mayor's Charitable Foundation.

The analysis splits the results based on whether the respondent identified as LGBTQIA+, and those that do not. LGBTQIA+ respondents consistently reported a higher likelihood of having faced any of the listed challenges.

Of the experiences listed, LGBTQIA+ people were most likely to indicate that they had experienced depression (64%). This was also the most-selected option for non-LGBTQIA+ identifying respondents (36%), however the difference between the two groups is notable.

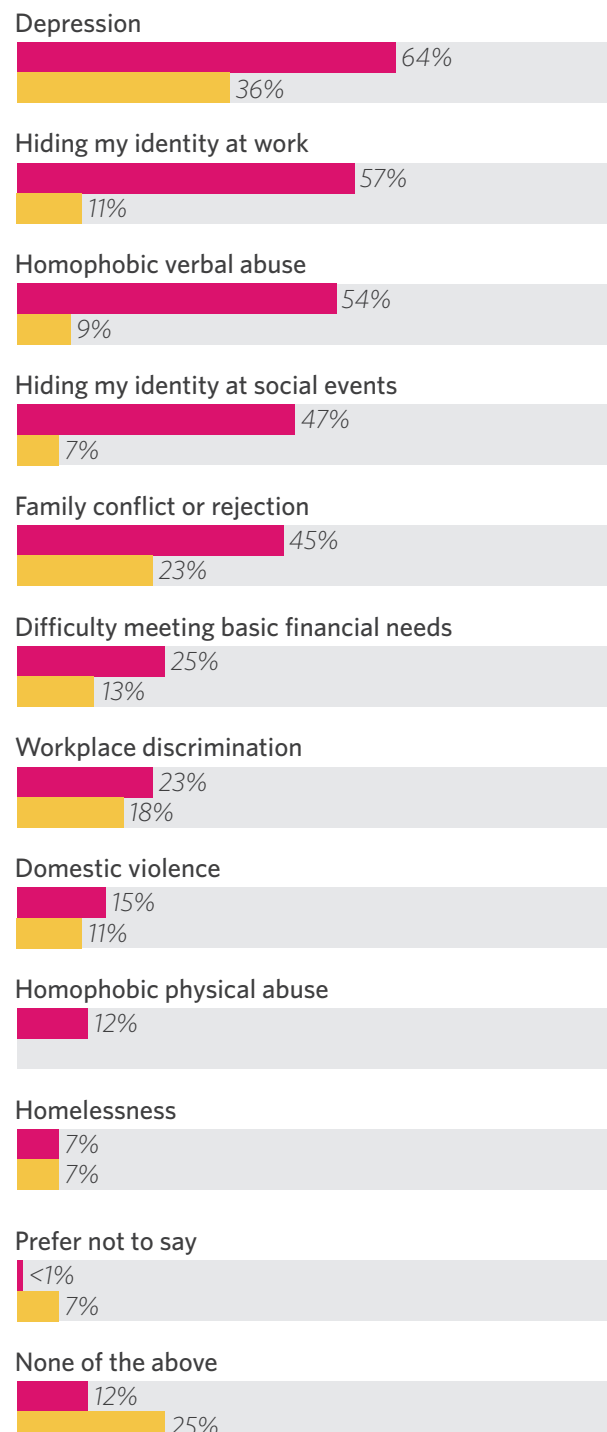
LGBTQIA+ people were also likely to indicate that they have been in a position where they have had to hide their identity at work (57%), experience homophobic verbal abuse (54%), hide their identity at social events (47%) and/or experience family conflict or rejection (45%).

Once again these numbers demonstrate the differences between the experiences of people that identify as LGBTQIA+ in relation to those that do not. The results highlight the critical need to foster equality and acceptance, while also reinforcing the positive impact events like *PrideFEST* have in creating meaningful social outcomes for LGBTQIA+ attendees.

EXPERIENCE OF LGBTQIA+ RESPONDENTS

Have you experienced any of the following before?

● LGBTQIA+ ● Non-LGBTQIA+



7.0

PrideFEST Parade Attendance

PrideFEST and Culture Counts measured attendance at the festival's large-scale events, *Fairday* and the *PrideFEST Parade*. The visitation methodology uses a combination of aerial crowd photography and WiFi access points to measure the number of visitors in the area over the event period.

As the events were both free entry (not ticketed) and attendees arrive via multiple entry points, this is an effective way of tracking attendance numbers and trends.

Culture Counts' captured aerial crowd footage for a period of time at each event and then, using data captured by WiFi access points, that number was extrapolated over the course of the full event period. Each in-scope event hour is mapped to a WiFi/people ratio.

An estimated individual visitation time (dwell time) is considered, resulting in a weighted attendance to the event over its duration. It is estimated that the attendance at *Fairday* and the *PrideFEST Parade* was 27,834 and 42,628 respectively. Alongside other festival events, **the total attendance at *PrideFEST 2024* was estimated to be 88,744.**

Attendance figures for other *PrideFEST* events have been provided by the festival organisers, based on ticket sales and activity reporting.

PRIDEFEST 2024 ATTENDANCE

27,834

Fairday

42,628

PrideFEST Parade

18,282

Other PrideFEST Events

88,744

Total

Visitation by Hour

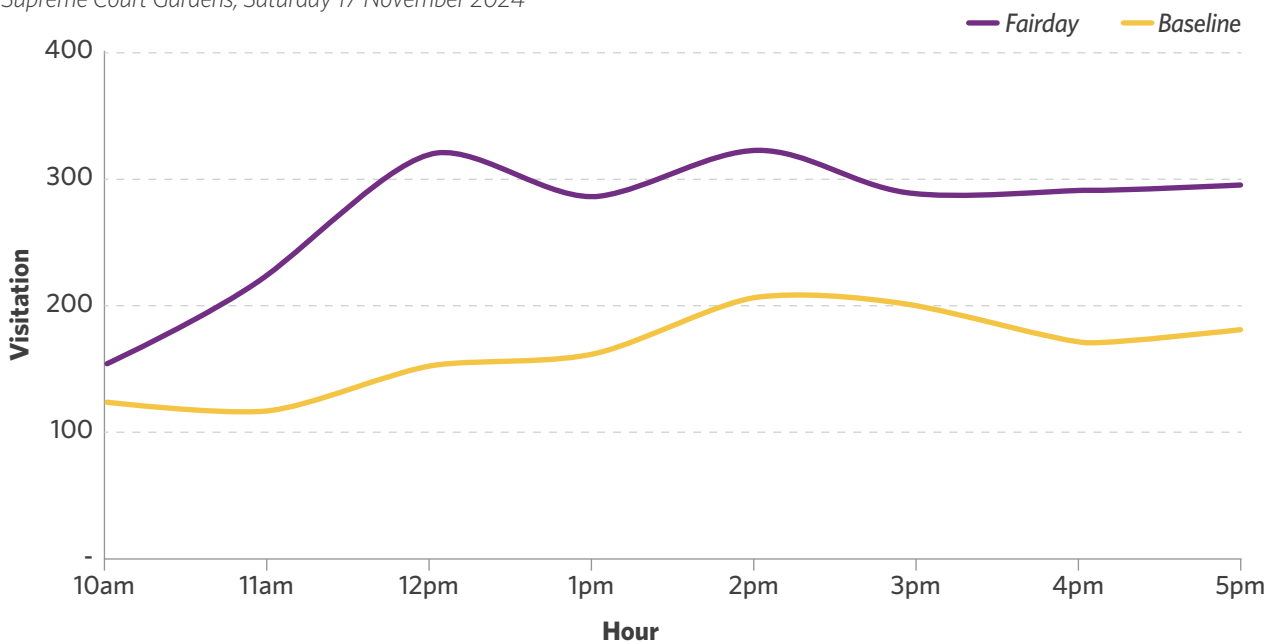
The following charts illustrate the visitation trends at *Fairday* and the *PrideFEST Parade*, highlighting peak periods of attendance and area visitation. The trends are compared to baseline data from that area, that is comparable data from a typical period at the same venue (i.e. the visitation trends when the venue was not activated by *PrideFEST*).

Fairday visitation tracking shows a peak in attendance at midday and 2pm. The visitation numbers appear to be close to the baseline, due to the generally high traffic in Supreme Court Gardens and the surrounding areas on a Saturday.

The difference to baseline figures is more apparent for the *PrideFEST Parade*, with attendance across Northbridge peaking at 7pm and high numbers continuing late into the night.

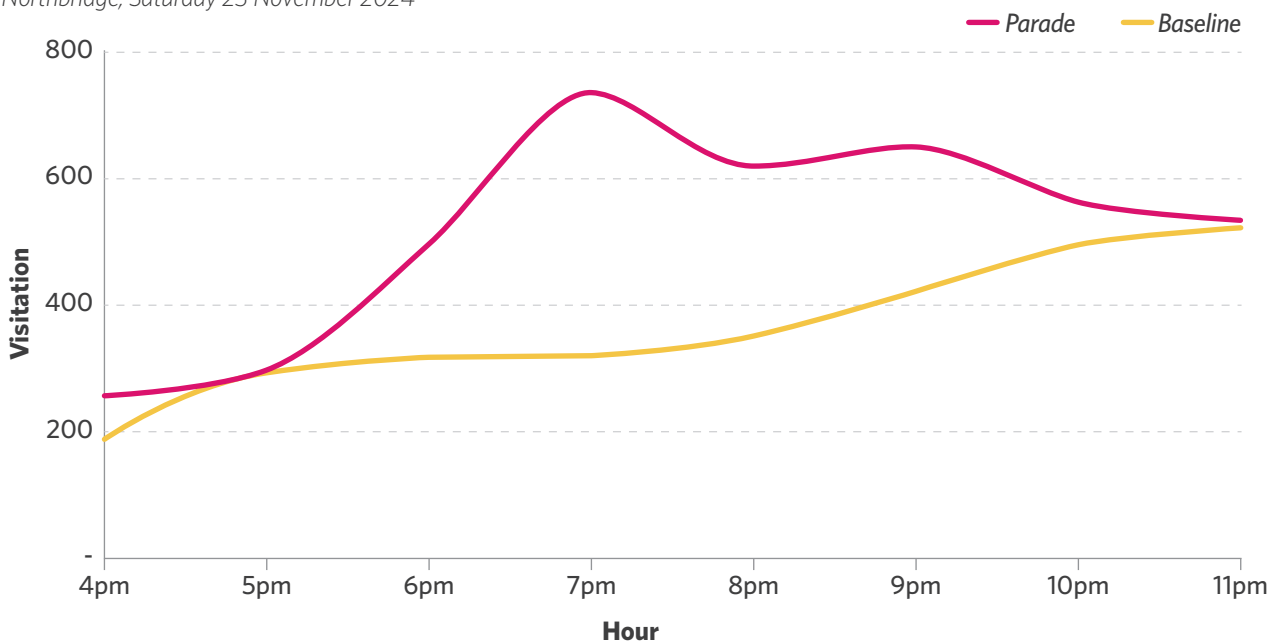
FAIRDAY VISITATION BY HOUR

Supreme Court Gardens, Saturday 17 November 2024



PRIDEFEST PARADE VISITATION BY HOUR

Northbridge, Saturday 23 November 2024





8.0

Economic Impact Assessment

PrideFEST 2024 saw an attendance of 88,744 across all events. Attendee surveys included several questions regarding spending at the event and in the local area, spend on accommodation, trip spend, and what they would have done if they had not attended the event.

This information is used to generate an estimate of *PrideFEST's* direct economic impact, as well as the flow on impact of this expenditure as it benefits additional industries. The methodology is outlined in this section.

Attendance figures have been split into four additionality categories, drawing on the ratios found

in the survey data and festival program categories.

The figures show total expenditure for each pillar attendance event of *PrideFEST*, including its hallmark events, *Fairday* and the *PrideFEST Parade*. Other events in the 2024 festival program have been placed into two categories for the purpose of this analysis; Commercial Events which includes the festival's inaugural Pride Live event, and other large-scale events hosted at The Rechabite and Connections. The remainder of the program is analysed in the Community Events category. This differentiation has been made due to the notable difference in spending patterns across events in these categories.

Audience Expenditure

A key step in estimating overall economic impact is to assess the proportion of expenditure made by attendees that would not have been spent in the area had the event not occurred. Survey respondents were asked what they would have done if they hadn't attended the *PrideFEST* event, this response is used to calculate additionality.

Respondents were also asked to estimate how much they had spent at the event and in the local area due to their visit at a *PrideFEST* event. This data has been used to calculate the average spend for each type of visitor.

Attendance figures have been split into four additionality categories, based on the event category. The figures below show total expenditure for attendees of *Fairday*, the *PrideFEST Parade*, plus those defined as Commercial and Community Events.

	FAIRDAY	PARADE	COMMERCIAL EVENTS	COMMUNITY EVENTS	TOTAL
Average spending	\$55.68	\$74.41	\$231.53	\$55.68	\$78.02
Additionality adjustment	88%	83%	90%	88%	92%
Attendance	27,834	42,628	9,513	8,769	88,744
Direct Event Expenditure Impact	\$1,361,046	\$2,630,323	\$1,982,319	\$428,793	\$6,402,481

Accommodation & Trip Expenditure Summary

Respondents were also asked if they were staying overnight as a result of their visit to *PrideFEST*, and if so, how much they were spending on accommodation per night, per person. The value of total accommodation spend has been calculated based on the share of staying visitors, the average per night spend and the length of stay.

Attendees that identified as living intrastate, interstate or overseas, were asked additional questions about their spending and reasons for visiting. This data is used to determine the economic impact of the event on tourism related spending. To avoid double counting, accommodation and trip spend is only calculated by unique attendees, by averaging the number of events attended, based on survey responses.

Unique visitors	36,671
Percentage of staying visitors	8%
Average nights stayed in the local area	1.10
Total nights stayed in the local area	7,811
Average accommodation spend per night	\$138.57
Average trip spend per night	\$57.57
Additionality adjustment	81%
Direct Accommodation & Trip Impact	\$1,246,909

Direct Impact Summary

Respondents were asked to exclude ticket spend from their event spend in surveys to avoid double counting when including organisational expenditure. Ticket spending for *PridePLUS* event that is not included in Pride WA expenditure is re-added here.

Combining audience event and accommodation expenditure, and organisation expenditure contributed by Pride WA, the direct economic impact of *PrideFEST* was estimated to be \$8.76 million, a 72% increase compared to the figure from *PrideFEST 2023* (\$5.1 million).

DIRECT ECONOMIC IMPACT	
Audience Expenditure	\$7,649,390
<i>Event spending</i>	\$6,402,481
<i>Accommodation spending</i>	\$880,904
<i>Trip spending</i>	\$366,005
<i>Non-scoped Ticket Spend</i>	\$55,735
Organisation Expenditure	\$1,053,000
Total Direct Impact	\$8,758,125

Multiplied Total Expenditure and FTE Jobs Created

The total expenditure as a direct result of *PrideFEST* also benefits a range of sectors as it flows through the economy. For example, customer spending at venues is then further spent on things such as supplies or staff wages. A simplified method of estimating this involves applying a multiplier to direct economic impact.

For the purpose of this analysis, output multipliers derived from industry-specific ABS Input-Output Tables 2020-21 have been applied to total direct expenditure.

These tables are used to determine the number of full-time equivalent jobs created by new money being spent in the economy, along with the flow on effects of that spending on downstream economic activity (i.e. multiplied impact).

The following table presents a summary of the direct economic impact of *PrideFEST 2024*, alongside the number of Full Time Equivalent (FTE) jobs created by this direct spending and its multiplied impact throughout the economy.

	DIRECT IMPACT	DIRECT FTE	MULTIPLIED IMPACT
Audience Spending	\$7,649,390	54.5	\$23,205,649
<i>Event Impact</i>	\$6,458,216	48.0	\$19,632,976
<i>Accommodation Impact</i>	\$880,904	3.9	\$2,492,957
<i>Trip Impact</i>	\$366,005	2.6	\$1,079,716
Organisation spending	\$1,053,000	7.8	\$2,895,750
Total	\$8,758,125	62.3	\$26,101,399

Event expenditure scaled by an output multiplier of 3.04, the national Food and Beverage multiplier.

Accommodation expenditure scaled by an output multiplier of 2.83, the national Accommodation multiplier.

Trip expenditure scaled by an output multiplier of 2.95, representing an average of national Retail and, Food and Beverage multipliers (2.85 and 3.04 respectively).

Organisation expenditure scaled by an output multiplier of 2.75, representing the national Heritage, Creative and Performing Arts Output Multiplier.

