

# ADELAIDE FESTIVAL

1 – 17 Mar 2024

# AF

## 2024 Impact Report





Adelaide Festival recognises and thanks the people and the lands of the Kurna Nation of the Adelaide Plains and the Peramangk Nation of the Adelaide Hills. We recognise their ongoing connection to place and land as the oldest continuous culture. We acknowledge these traditional lands have been a place of movement, music, and storytelling for over 60,000 years and take pride in honouring those traditions. The Festival is committed to programming events that reflect First Nations traditions and cultures and their contemporary expression.

# Adelaide Festival 2024

**In 2024, Adelaide Festival did what it set out to do: provide a two-week festival packed with extraordinary, accessible events for everyone.**

Featuring a wide range of exclusive free and ticketed events, performances from festival giants and works from emerging stars and spectacles in indoor and outdoor settings, this year's Festival evoked awe, contemplation and thunderous applause from our audiences. Record-breaking crowds flocked to AF24, immersing themselves in sessions in the shady gardens of Adelaide Writers' Week, being mesmerised by our opening event on Glenelg beach at sunset, and being transfixed by art practices that pushed human endurance and boundaries to the limit.

We continued the proud tradition of presenting the best artists – established stars alongside the stars of tomorrow – from all around the world including South Australia. We are so grateful to all our artists, government partners, donors, sponsors, audiences and especially the Government of South Australia for making the 2024 Adelaide Festival possible.

**Ruth Mackenzie CBE**  
2024 Artistic Director

**Kath M Mainland CBE**  
Chief Executive

**Readers converged on the Pioneer Women's Memorial Garden in record-breaking numbers for Adelaide Writers' Week this year.**

Across six days, we gathered for discussions and talks marked by a generosity of spirit and a shared sense that the life of the mind is as important as ever in these complicated times. Over 200 writers offered us laughter and tears, reflections and provocations, and much to think about until we congregate again next year. Sincere thanks to our wonderful and dedicated supporters who continue to make this wonderfully free event possible year after year.

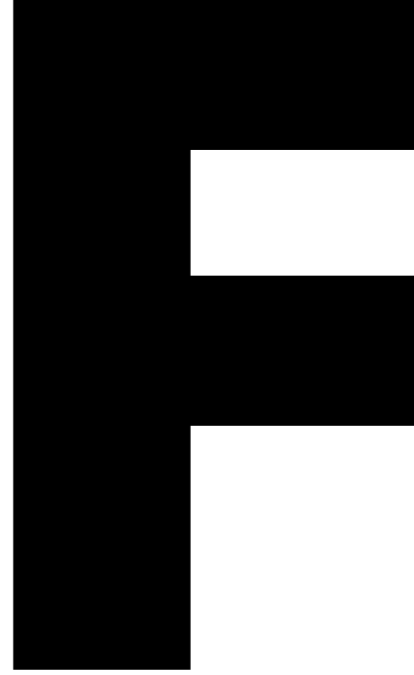
**Louise Adler AM**  
Director, Adelaide Writers' Week

**The 2024 Adelaide Festival was a celebration of the vibrancy of the arts and the spirit of our community.**

The 2024 Adelaide Festival was a celebration of the vibrancy of the arts and the spirit of our community. From standout performances to thought-provoking exhibitions, it resonated with audiences from all walks of life. As we commend the dedication of the Festival team, we look forward to nurturing creativity and fostering cultural connections in the years to come. I extend my heartfelt gratitude to everyone who has played their part along the way and give special thanks to the Government of South Australia and our many wonderful corporate and philanthropic supporters – Adelaide Festival simply would not happen without your continued support.

**Tracey Whiting AM**  
Chair, Adelaide Festival Board

Image: Little Amal in Adelaide. Photo by Saige Prime





## First Nations First

The 2024 Adelaide Festival opened with the world premiere of Adelaide Festival commission *Baleen Moondjan*, a contemporary ceremony from First Nations creative visionary Stephen Page held on the beach at Pathawilyangga/Glenelg.

Other 2024 First Nations programming included the world premiere of another Adelaide Festival commission, Jacob Boehme's *Guuranda*, Thomas Weatherill's debut *Blue*, starring Wiradjuri actor Callan Purcell, the return of *Ngapa William Cooper*, Daniel Riley's *Marrow* with Australian Dance Theatre, and *Blak Futures*, a two-day event that saw First Nations Artistic Directors of multi-year funded dance companies gather to plant the seeds of the future of Blak dance.

The Festival concluded with *Floods of Fire*, a two-day event featuring a closing performance titled *Our Celebration with Electric Fields & the ASO*.

In 2024, we established our First Nations Advisory Committee, the first of its kind for Adelaide Festival with aims of seeking culturally appropriate advice regarding First Nation voices and participation at the Adelaide Festival.

### Our inaugural First Nations Advisory Committee is:

Rikki Milera-Wilson  
Kirstie Parker  
Sonya Rankine  
Caleena Sansbury  
Iteka Sanderson-Bromley  
Natalie Sommerville

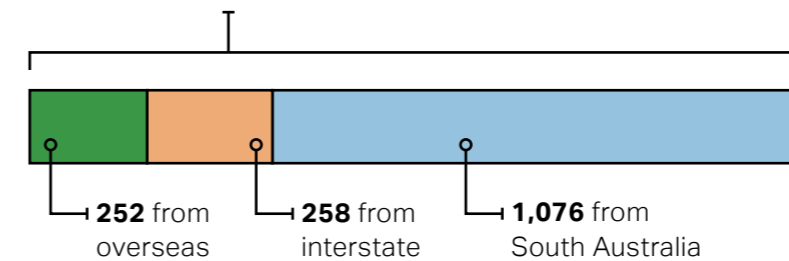
Adelaide Festival is currently in the process of building our Reconciliation Action Plan.

Image: *Guranda*. Photo by Tim Standing.

# AF24 Overview

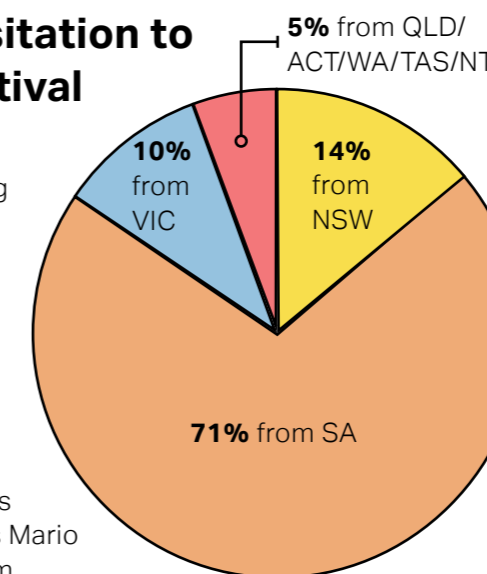
## Our 2024 Artists

A total of **1,586 artists** took part in the 2024 Adelaide Festival.



## Interstate visitation to Adelaide Festival

Interstate audiences flocked to the opening weekend of the 2024 Adelaide Festival, eager to experience two First Nations commissions, a world premiere from our own Restless Dance, major international productions and works from emerging talents Mario Banushi and Pony Cam.



Overall, the Festival attracted 29% of its audience from interstate. Highlights included *The Threepenny Opera*, which attracted 38% of its audience from interstate, and *The Nightingale* with 34%. This represents 4,218 seats occupied by interstaters across just these two exclusive Adelaide Festival events.

## Opera Impact

Adelaide Festival is the only organisation in Australia presenting a full-scale international opera each year. In order to stage the opera, we raise in excess of \$1.5m from box office and philanthropy. Our centrepiece opera is a significant driver not just of interstate audiences (on average 35% of our audiences travel to Adelaide each year for it), but of investment in the state with 55% of philanthropy raised out of state supporting the Festival's opera.

As well as the economic impact of the audience who travel here to see it, the Festival spends a similar amount of money in South Australia; on wages, contractors, suppliers, venues and hospitality establishments.

# Adelaide Festival 2024 by Numbers

**555,505 total attendances**

**66,330 tickets sold**

**29% interstate/international audiences**

**\$76.8 million gross expenditure generated for South Australia**

**\$39.6 million net impact on the Gross State Product**

**\$37.1 million new expenditure in South Australia**

**\$3.118 million invested by donors and sponsors**

**19,605 visitors to the state**

**\$4,181 spend per visitor in South Australia**

**133,345 visitor nights created**

**314 jobs (full-time equivalent)**

**65 events (including *Whale* at Glenelg)**

**300+ performances (including 130 Writers' Week sessions)**

**16 world premieres and 12 Australian premieres**

**25 events exclusive to Adelaide**

**1,586 artists from 15 countries**



## Young Audiences and Education

We believe that thought-provoking and inspiring performances and arts experiences can be incredibly powerful for young people.

- **5,418 students** from **71 schools** attended AF24 events and performances through our schools' program
- **753 students** accessed \$15 or \$5 equity priced tickets
- **300+ students** benefitted from free transport to the Festival thanks to our Festival Connect program

Teacher resources were provided to assist educators in deepening the experience of students attending Festival performances, and five school workshops and masterclasses with artists were held.

Create4Adelaide was a new initiative from Adelaide Festival encouraging young people to identify topics important to them and responding to them creatively.

**Over 1,000 young artists** created artworks responding to climate change culminating in an exhibition of the best works at the 2024 Festival.

## Outreach via Open House

Adelaide Festival's Open House program offers heavily discounted ticketing through our Tix for Next to Nix and Pay What You Can initiatives, which provide tickets for people with a current Health Care Card, Pension Card or full-time student card. These initiatives were generously supported for the sixth time by The Balnaves Foundation.

In 2024, almost **2,000 tickets** were purchased through Tix for Next to Nix and Pay What You Can.

Image: Little Amal in Adelaide. Photo by Saige Prime



## Adelaide Writers' Week

The 39th Adelaide Writers' Week attracted a record-breaking **155,000 attendees** from across South Australia and interstate to the Pioneer Women's Memorial Garden and Adelaide Town Hall.

Themed "The Past is Not Another Country", the 2024 program was the second under Director Louise Adler AM. Across six days, **202 writers** convened for **130 sessions**, spanning both live and virtual formats, including programming for kids and young adults. The event was live streamed into **155** libraries, schools, retirement villages and community centres.

## Accessibility Initiatives

At Adelaide Festival, we believe everyone has the right to access to quality arts and entertainment.

Our 2024 program included:

- 29 Auslan interpreted performances / Adelaide Writers' Week sessions
- 3 Audio described performances
- 1 relaxed performance

We offered accessible versions of our program and continued use of an accessibility widget on our website.

We communicated to our audiences when quiet spaces and sensory packs were available at venues.

We also provided social stories to help our audiences understand what to expect when they attend an Adelaide Festival event or venue.

## Regional Impact

While the majority of our events take place in Adelaide, Adelaide Festival offers lots of ways for visitors and artists from regional South Australia to get involved.

Our first AF24 event to open was *HARBINGERS: Care or Catastrophe*, an exhibition with Country Arts SA in Bordertown.

We welcomed thousands of ticketholders from regional areas to this year's Festival thanks to a portion of the overall marketing effort which saw 10% of campaign spend targeted directly to regional audiences. We also streamed Adelaide Writers' Week sessions into regional libraries and schools.

# Our Marketing Reach



## Campaign

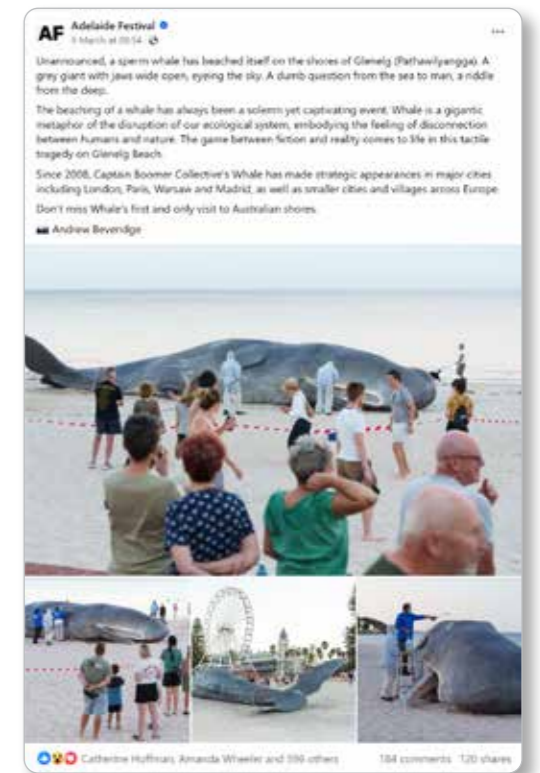
A comprehensive nine-month national marketing campaign valued at over **\$1M** was delivered across print, press, screen, radio, online and outdoor. A key component of this campaign was the printed program with **70,000** Adelaide Festival program guides distributed across Adelaide, Sydney and Melbourne, and **30,000** Adelaide Writers' Week program guides distributed across South Australia.



## Media Coverage

There were **6,591** direct mentions of the Festival on TV, print, radio, magazines and online. The cumulative audience reach was 160,134,555 with an advertising value equivalency of **\$8.02M**.

Features about AF24 were published in major national publications including *The Australian*, *Limelight*, *The Financial Review*, *The Saturday Paper*, *The Age*, *The Guardian*, and internationally in *The Stage UK*, *The Straits Times*, *Fest Mag*, *The List*, *Opera Magazine*, *Classical Voice North America* and *Le Quotidien De L'Art*.



## Digital

The Adelaide Festival website had **1.3M** page views during the campaign period (June 2023 – March 2024).

Adelaide Festival and Adelaide Writers' Week social media channels had a combined reach of **over 2.5 million** during the campaign period. The platform with the highest reach was Facebook with over **1.3 million**. Instagram also had high engagement and growth with an over 20% follower increase across the Festival and Writers' Week accounts during the campaign period.



# Sustainability

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The Festival is committed to reducing our environmental impact across all areas of our work. Key achievements in 2024 included:

- Maintaining our Carbon Neutral commitment and accreditation – we were the first accredited Carbon Neutral Arts Festival in Australia.
- Partnering with Wilderlands to protect 3,612 square metres of vulnerable habitat in the Coorong Lakes region
- Encouraging a vegetarian policy across corporate hospitality, events and functions
- Championing reusables across all operations and venues
- Providing an opt-in for artist packs and merchandise to all Adelaide Festival artists
- Opening conversations around Green Power use across performance dates with all venues
- Continuing to reduce printing and paper use
- Sourcing all-electric vehicles for the AF24 ground fleet

Multiple Festival projects also centered around themes of climate change, including *Create4Adelaide*, a year-long journey that empowered thousands of young people to engage as climate activists and artists, and *Floods of Fire*, a 'festival-within-the-Festival' crafted to reflect South Australians' experiences, responses and reflections on our climate reality.



Image: *Floods of Fire: Our Celebration with Electric Fields & the ASO*. Photo by Saige Prime.



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ADELAIDE FESTIVAL

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1 – 17 MARCH 2024

28 Feb – 16 Mar 2025 | 27 Feb – 15 Mar 2026 | 26 Feb – 14 Mar 2027

[adelaidefestival.com.au](http://adelaidefestival.com.au)

Cover Image: *Baleen Moondjan*. Photo by NCET.