

TOWNSVILLE CITY COUNCIL

# NORTH AUSTRALIAN FESTIVAL OF ARTS 2024

IMPACT REPORT



NORTH  
AUSTRALIAN  
FESTIVAL  
OF ARTS



**Culture  
Counts**

*The North Australian Festival of Arts acknowledges the Wulgurukaba of Gurambilbarra and Yunbenun, Bindal, Gugu Badhun, and Nywaigi as the Traditional Owners of the land where our festival takes place. We honour their cultures, ancestors, and Elders – past, present, and future generations. NAFA also recognises that First Nations people from this land and throughout Australia were the original dancers, poets, singers, musicians, and artists. We take pride in our role in supporting and showcasing their stories, history, and culture for everyone to witness, hear, and celebrate.*

This report has been prepared by Culture Counts. We would like to thank NAFA 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 and staff for their participation in this project.

Cover Photo: North Australian Festival of Arts Hub. Archway artwork “*The Festival*” by Michael Anderson.

Photo credit: All images in this report by Linda Bone, NAFA 2024

Date of Preparation: November 2024

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# At a Glance

## AUDIENCE

**60,821** 

TOTAL AUDIENCE

**19,428** 

TICKETED ATTENDANCE

**41,393** 

NON-TICKETED ATTENDANCE

**18** 

TOTAL EVENT DAYS

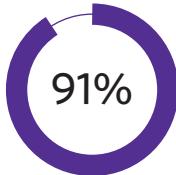
## PATRON EXPERIENCE

### NET PROMOTER SCORE



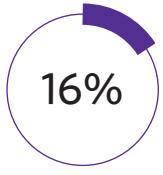
An NPS of 50 is considered to be excellent. This score shows a fantastic level of customer loyalty and is an increase from 42 in 2023

### OVERALL EXPERIENCE



Surveyed attendees rated their NAFA 2024 experience as 'Good' or 'Excellent'

### NEW ATTENDEES



The proportion of attendees that attended a NAFA event for the first time in 2024

## BOX OFFICE

**\$549,106** 

TOTAL BOX OFFICE REVENUE

**\$33** 

AVERAGE TICKET PRICE

**16,638** 

TICKETS SOLD

## PROGRAM

90 

TOTAL NUMBER OF SHOWS

322 

INDIVIDUAL PERFORMANCES

131 

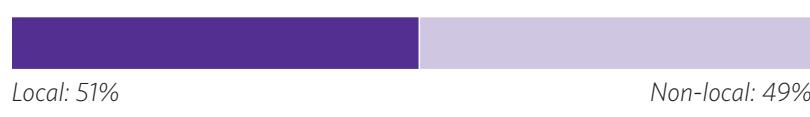
FREE EVENTS

88% PERCENTAGE OF SHOWS MADE  
ACCESSIBLE TO PEOPLE WITH A DISABILITY13 WORKS COMMISSIONED OR  
CO-COMMISSIONED BY NAFA

## ARTISTS AND ORGANISATIONS

799 

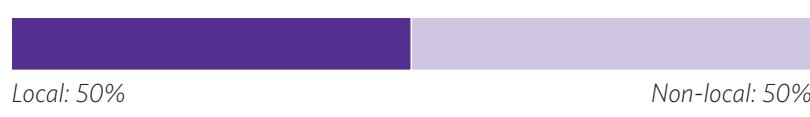
ARTISTS

52 

ARTS ORGANISATIONS

6 

PRODUCTION ORGANISATIONS

60 

CONTRACTORS



## ECONOMIC IMPACT\*

\$7.9 million 

DIRECT ECONOMIC IMPACT

\$23 million 

MULTIPLIED IMPACT

\$2.9 million SPEND AT NAFA EVENTS  
(and in the local area directly  
before/after)

\*This includes direct expenditure impact from audiences and artists

# Evaluation Summary

The North Australian Festival of Arts (NAFA) is an annual celebration of arts, culture, inclusion, and community. During the festival period, NAFA transforms Townsville with eclectic and vibrant shows and events that include comedy, dance, theatre, circus, music, visual arts, cabaret, workshops and so much more.

It brings together a diverse range of local arts organisations, companies, and practitioners in the region, showcasing their talent and creativity. NAFA welcomes audiences of all ages, interests, and abilities as it offers a platform for everyone to access, discover and experiment with the arts.

Since 2020, NAFA has partnered with Culture Counts to measure the impact achieved by the festival. The following evaluation utilises data collected through the Culture Counts platform, as well as third-party data supplied by NAFA, to demonstrate the 2024 event's successes and future opportunities.



Bingo Bango - Valerie Hex

# Audience Profile

NAFA 2024 offered audiences an exciting and diverse program featuring vibrant and fun-filled performances from renowned national acts alongside emerging talent, appealing to audiences of all ages, interests and abilities. The following section provides a summary of attendee responses from this year's audience survey and offers valuable insights regarding the types of audience segments that engaged with the 2024 event.

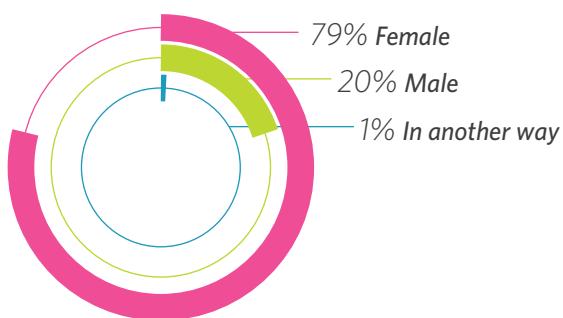
As in previous years, the festival was extremely popular with local audiences, with 84% of respondents from the Townsville region. 2024 saw an increase in attendees from elsewhere in Queensland (10%), and another 6% travelling from other parts of Australia to attend.

More than a quarter of respondents were aged between 40 - 49 (26%), with 93% aged 30 to 60+ years old, and 79% of survey participants identifying as female. 10% of participants identified as LGBTQIA+, 5% identified as a person with disability, and 6% speak a language other than English at home. 1% were of Aboriginal, Torres Strait, or South Sea Islander heritage.



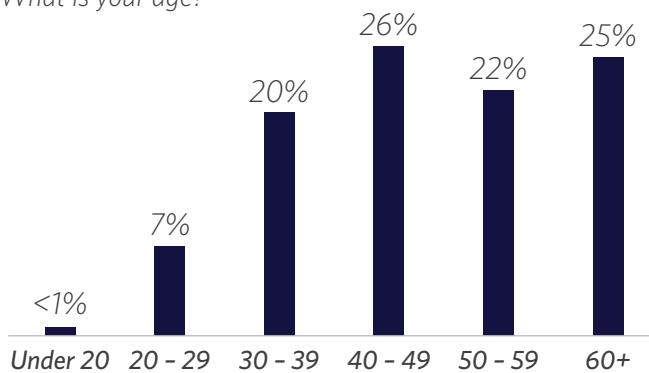
## GENDER

*How would you describe your gender?*



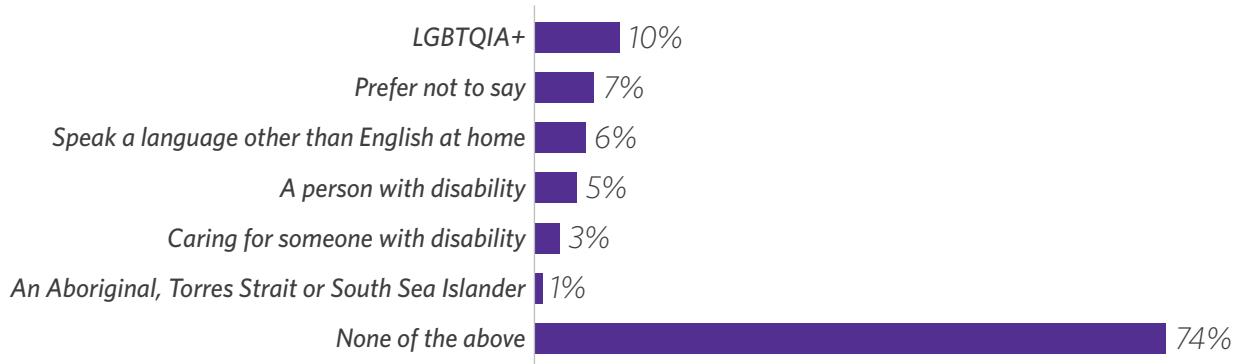
## AGE

*What is your age?*



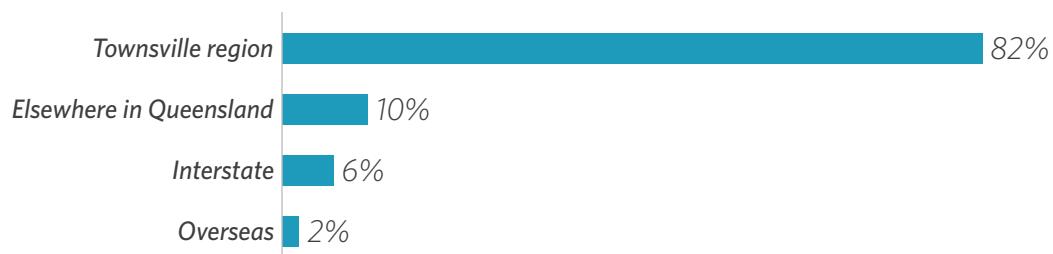
## IDENTITY

*Do you identify as any of the following?*



## LOCATION

*Which of the following best describes where you live?*



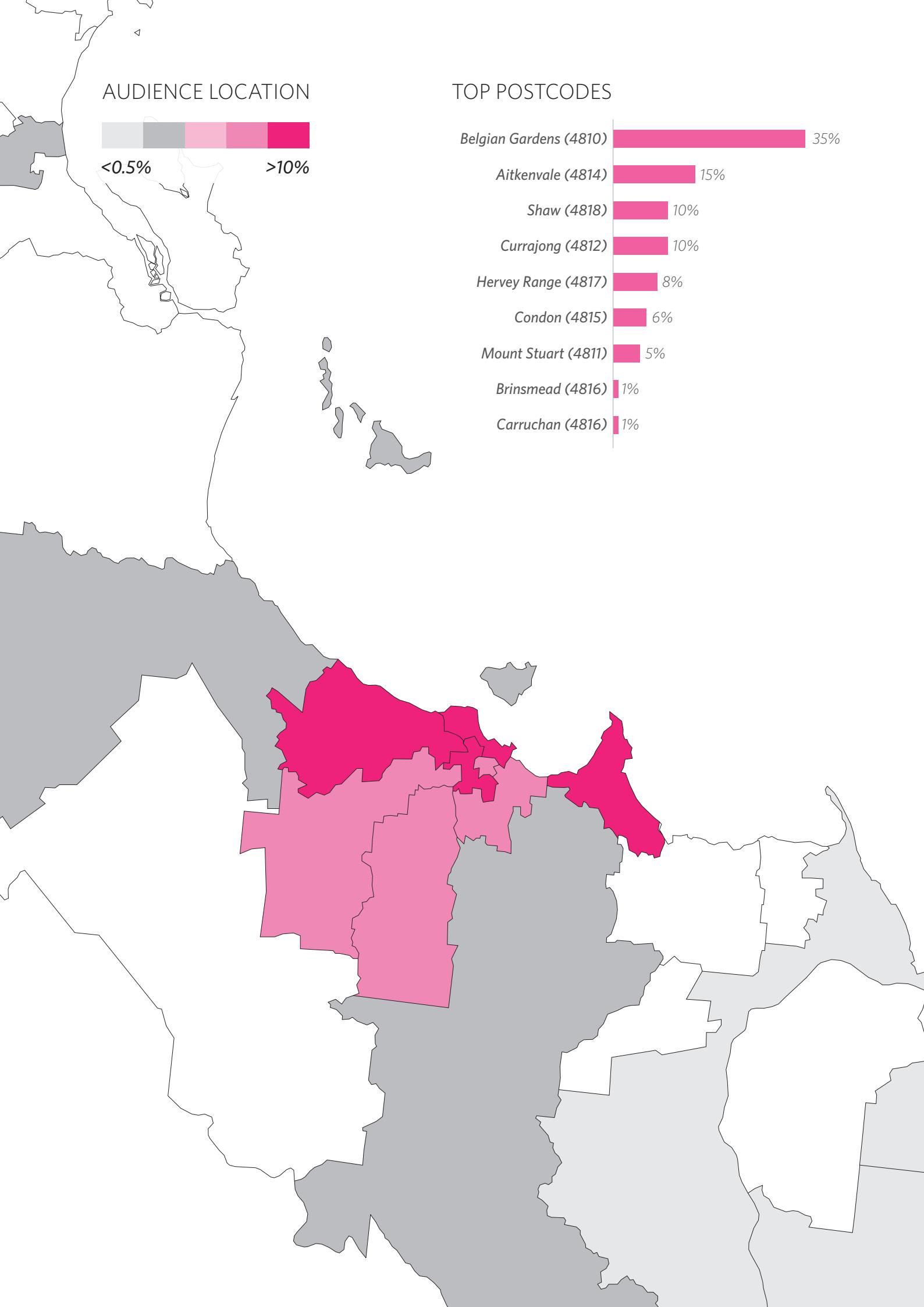
## AUDIENCE LOCATION



<0.5% >10%

## TOP POSTCODES

<i>Belgian Gardens (4810)</i>	35%
<i>Aitkenvale (4814)</i>	15%
<i>Shaw (4818)</i>	10%
<i>Currajong (4812)</i>	10%
<i>Hervey Range (4817)</i>	8%
<i>Condon (4815)</i>	6%
<i>Mount Stuart (4811)</i>	5%
<i>Brinsmead (4816)</i>	1%
<i>Carruchan (4816)</i>	1%

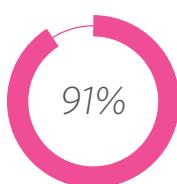


# Festival Experience

A total of 20,833 individual audience members attended NAFA in 2024 and the following pages examine the overall experience of audience members who were surveyed, providing a useful comparison with the festival's report findings from previous years. Additionally, this section offers key audience information regarding repeat vs new attendees, average age and the Net Promoter Score which indicates the likelihood of attendees to recommend the 2024 NAFA event to others.

## Patron Experience

Overall Experience  
(% Good/Excellent)



New Audience  
(% Attended program  
for the first time in 2024)



Net Promoter Score



A pink circle containing the white text '57'.

Median Age of  
Attendee



A pink circle containing the white text '47'.

### Overall Experience

All surveyed audience members were asked to rate their overall NAFA experience, considering factors such as the ticket purchasing process, event experience and atmosphere. Responses were split into five measures – terrible, poor, neutral, good and excellent.

### New Audience

The new audience percentage shows the proportion of the audience that were first-time NAFA attendees in 2024. This number shows NAFA's new audience reach and is also a good indication of loyalty from repeat audience members.

### Net Promoter Score (NPS)

NPS is a standardised metric that measures the loyalty between an organisation and its audience, based on their likelihood to recommend to a friend or colleague. An NPS that is positive (above 0) is generally considered to be good. NAFA's NPS of 57 is considered excellent and also shows an increase from 42 in 2023.

### Median Age of Attendee

Attendees were asked their age as part of the survey which helps NAFA to understand the demographic mix of their audiences. This number shows the average age of all surveyed attendees who participated in the program.

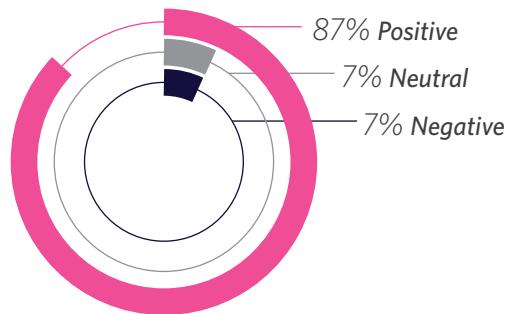
# Public Feedback

## Public Sentiment

Survey respondents were asked to detail festival highlights or other comments about their festival experience in an open text field.

When classifying the feedback into positive, neutral, or negative categories, the following chart shows that an overwhelmingly large majority of comments (87%) were positive about the impact and experience of the festival.

*We'd love to hear your festival highlights, or any other comments about your festival experience.*



## Public Comments

*"Lots of belly laughter and invigorating experiences. Left me wishing I had booked for more shows and was available to attend more of the free experiences too. I will definitely make myself available next time to do more and spread the word to family and friends."*

*"One of the best events on the Townsville calendar. Supports local artists, giving them a platform to tell their stories. Brought talent from around the state and nationally, fostering connections between communities. Especially loved the free live music events."*

*"I love the festival precinct in Strand Park, we dropped in for casual Sunday afternoons to listen to free entertainment, hang at the Hangar Bar and absorb the atmosphere. Went to ticketed events at the Civic Theatre. Thank you for bringing the QSO to Townsville!"*

*"Recycling program was second to none! The engagement from staff was lovely, always greeting us each time. The grounds were set up amazing and colourful! Loved the whole thing!!!"*

*"We loved it. I thought the Strand was going to be too busy and overwhelming however the events were spread out and yet still easy to find. We loved it. Also the tickets weren't overpriced, I would have paid more!"*

*"All the shows were so different. Diversity and laughs and music and dance were the focus and I loved that. It's just something different."*

*"I loved the variety of events from comedy to music to cabaret. So many highlights. Everyone is to be congratulated!!"*

*"It's so wonderful to have access to world-class entertainment in our own backyard."*

*"NAFA is a fantastic opportunity for young and old, to experience different elements of the arts community in our own backyard. Experiences you usually only get in metropolitan areas."*

*"The skill and calibre of the performers blew me away. You know you are going to a show, but the quality of the show was incredibly impressive."*

*"The price of tickets was very reasonable, especially with how high quality the shows were. Not too big of a venue, which meant you really got the chance to see everything up close and personal, and GA seating meant you could choose where you wanted each time you went based on your last experience."*

*"I was extremely appreciative of the assistance I received while attending with a vision and hearing-impaired friend."*

*"We love the variety of NAFA events. From children's shows, Bingo Bango was fun and this year we thoroughly enjoyed Love Stories. We appreciate the free concert each year and love the festival vibes. Thank you for supporting reusable plates/utensils this year!"*

*"Everything was easy - parking, food, excellent seats, relaxed atmosphere and Geraldine Hickey was brilliant!! For someone who was going to stay at home that evening I am so very pleased I went. An overall great experience! Thank you!"*



Free Community Concert – Xavier Rudd

# Economic Impact

Every year NAFA activates spaces throughout Townsville and facilitates far-reaching economic benefits for the city and local businesses through its organisational spend and by attracting large audiences of locals and visitors into town.

The following section outlines the festival's economic impact in 2024, based on three key areas including accommodation expenditure, organisational spend and audience and artist expenditure.

## Audience and Artist Expenditure Impact

ECONOMIC IMPACT 

**\$7,892,040**

Direct Economic Impact

**\$23,044,757**

Multiplied Impact

**21,632**

Unique Attendance

**\$549,106**

Box Office Revenue

**\$2,417,000**

Organiser Expenditure

EXPENDITURE 

**\$2,858,656**

Spend at NAFA events

**\$1,865,262**

Spend in Townsville region as part of trip

**\$565,912**

Spend in other parts of Queensland

ACCOMMODATION 

**\$1,716,834**

Spend on accommodation in Townsville

**\$885,376**

Spend on accommodation in other parts of Queensland

**14,311**

Nights stayed in Townsville

**6,007**

Nights stayed in other parts of Queensland

# Economic Impact Assessment

In order to calculate the economic impact of NAFA 2024, it is important to determine the estimated number of unique visitors to the festival. As many visitors attended more than one NAFA event, using the total attendance estimate rather than the unique visitor estimate would likely count certain attendees more than once and incorrectly inflate the expenditure estimate. NAFA organisers counted total attendances of 60,821 across all festival events in Townsville. This includes 19,428 ticketed attendance (including free ticketed events) and 41,393 attendances to non-ticketed free events.

Combined data from the 2024 survey sample and the NAFA ticketing database returned an average number of events attended of 2.9 across all visitor types. An average number of events attended was also calculated for each visitor type (based on location of residence), with Townsville locals attending 3.1 events, Intrastate visitors attending 2.3 events, and Interstate visitors attending 2.0 events on average. Dividing the total attendance figure for each visitor type by their average number of events attended generates a unique audience estimate of 20,833.



The Strand Hub – Audience members

# Audience Expenditure Impact

## NAFA Audience Economic Impact Summary

Total unique attendees	20,833
Primary purpose visitors from outside of the region	2,683
Percentage of primary purpose visitors staying overnight	57%
Direct visitor nights generated by the event in Queensland	17,543
Average total expenditure for a day trip visitor	\$96
Average total expenditure for an overnight visitor	\$1,274
Direct audience expenditure - Visitors only	\$5,367,152
Direct audience expenditure - Locals only	\$1,665,860
<b>Total direct impact</b>	<b>\$7,033,012</b>

## Event Impact

RESIDENCE	ATTENDEES	AVERAGE SPEND AT NAFA	ADDITIONALITY	TOTAL IMPACT AT NAFA
Townsville region	16,479	\$137	72%	\$1,616,512
Elsewhere in Queensland	2,596	\$386	69%	\$688,279
Interstate	1,758	\$307	51%	\$276,100
<b>Total</b>	<b>20,833</b>	<b>\$182</b>	<b>71%</b>	<b>\$2,580,891</b>

## Accommodation and Trip Impact for Townsville

RESIDENCE	NIGHTS STAYED	ACCOMM SPEND/ NIGHT	TRIP SPEND	TOTAL TRIP IMPACT FOR TOWNSVILLE
Townsville region	592	\$83	-	\$49,348
Elsewhere in Queensland	9,591	\$124	\$743	\$2,512,497
Interstate	2,596	\$106	\$402	\$636,477
<b>Total</b>	<b>12,780</b>	<b>\$90</b>	<b>\$605</b>	<b>\$3,198,322</b>

## Accommodation and Trip Impact for Queensland

RESIDENCE	NIGHTS STAYED	ACCOMM SPEND/ NIGHT	TRIP SPEND	TOTAL TRIP IMPACT FOR QLD
Townsville region	-	-	-	-
Elsewhere in Queensland	4,257	\$175	\$237	\$865,697
Interstate	1,098	\$75	\$612	\$388,102
<b>Total</b>	<b>5,356</b>	<b>\$108</b>	<b>\$388</b>	<b>\$1,253,799</b>

Note: No survey respondents indicated that they lived overseas, so were not included in the economic impact assessment.

## Economic Impact Summary

The total expenditure as a direct result of NAFA 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.

	DIRECT IMPACT	MULTIPLIED IMPACT
Attendee spending	\$7,033,012	\$20,536,395
Visitors (additional spending)	\$5,367,152	\$15,672,085
Locals (stimulated spending)	\$1,665,860	\$4,864,311
Organiser expenditure	\$2,417,000	\$4,858,170
Gross ticket sales	\$549,106	\$1,103,703
<b>Total Impact</b>	<b>\$9,450,012</b>	<b>\$25,394,565</b>

## Return on Investment

Direct Attendee Impact	\$7,033,012
Direct Organiser Costs	\$2,417,000
Return on Investment (including local spending)	3

Note: Input-Output tables provide information about supply and disposition of commodities in the Australian economy as well as the structure and inter-relationships between industries. The National Input-Output tables 2012-13 were used to derive total multipliers, which consider the total supply-chain of goods and services for the activity in question. Attendee (Event) expenditure is scaled by 2.92, the average of the national Food & Beverage Output Multiplier (2.96) and Retailer Output Multiplier (2.88). Organisation expenditure is scaled by the Australian national Heritage, Creative and Performing Arts Output Multiplier (2.01). Source: Australian Bureau of Statistics, Australian National Accounts: Input-Output Tables, 2012-13, cat. no. 5209.0.55.001, viewed 1 July 2019.

## Artist Expenditure

In 2024, 799 artists participated in 90 projects over the course of the festival. Artists were asked the same economic impact survey questions as the general festival attendees to understand how artists' spending and overnight stays had impacted the Townsville economy during the festival.

## Artist Event Impact

RESIDENCE	SURVEY PERCENTAGE	ARTIST BREAKDOWN	AVERAGE SPEND AT NAFA	TOTAL IMPACT AT NAFA
Townsville region	50%	400	\$228	\$91,086
Elsewhere in Queensland	32%	254	\$581	\$147,734
Interstate	16%	127	\$271	\$34,405
Overseas	2%	18	\$250	\$4,540
<b>Total</b>	<b>100%</b>	<b>799</b>	<b>\$347</b>	<b>\$277,765</b>

## Artist Accommodation and Trip Impact - Townsville

RESIDENCE	AVG NUMBER OF NIGHTS STAYED IN TOWNSVILLE	TOTAL IN-SCOPE NIGHTS STAYED IN TOWNSVILLE	ACCOM SPEND/ NIGHT	TRIP SPEND IN TOWNSVILLE	TOTAL TRIP IMPACT FOR TOWNSVILLE
Townsville region	1.9	42	\$75	\$-	\$3,146
Elsewhere in Queensland	3.0	763	\$140	\$418	\$213,384
Interstate	4.0	508	\$144	\$467	\$132,741
Overseas	12.0	218	\$100	\$700	\$34,502
<b>Total</b>	<b>-</b>	<b>1,531</b>	<b>\$135</b>	<b>\$454</b>	<b>\$383,773</b>

### Artist Accommodation and Trip Impact - Other Parts of Queensland

RESIDENCE	AVG NUMBER OF NIGHTS STAYED IN OTHER PARTS OF QLD	TOTAL IN-SCOPE NIGHTS STAYED IN QLD	ACCOM SPEND/ NIGHT	TRIP SPEND IN OTHER PARTS OF QLD	TOTAL TRIP IMPACT FOR OTHER PARTS OF QLD
Townsville region	-	-	-	-	-
Elsewhere in Queensland	4.0	185	\$70	\$280	\$84,126
Interstate	7.3	466	\$97	\$527	\$112,001
Overseas	0.0	0	\$-	\$75	\$1,362
<b>Total</b>	<b>2.4</b>	<b>651</b>	<b>\$72</b>	<b>\$369</b>	<b>\$197,489</b>

### Direct Economic Impact

	DIRECT IMPACT	MULTIPLIED IMPACT
Visiting artists	\$764,796	\$2,233,204
Local artists	\$94,232	\$275,158
<b>Total</b>	<b>\$859,028</b>	<b>\$2,508,361</b>

# Artists and Organisations

Each year, NAFA provides Townsville-based creative practitioners and arts organisations a high-profile platform to showcase new work and celebrate local stories and culture through participating in the event. Recognising the festival's importance and contribution to the cultural and economic landscape of the region, measuring the experience of artists and arts organisation partners is an integral part of the festival's annual reporting activities.

To support further ongoing research and development in this area, the festival sought feedback from artists and arts organisations that took part in the 2024 program. Through employment figures provided by

NAFA and survey participants, it is estimated that 799 artists and 58 arts organisations participated in NAFA. The following pages provide insights regarding the number of artists who were supported by the festival and the scope of their activities as part of this year's program.

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Club D'Amour: Back Door – Tone and Cheek Productions

## ARTISTS PROFILE

**799** 

Artists

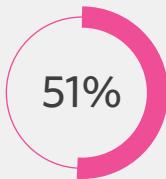
**174** 

First Nations Artists

### LOCATION

*Which of the following best describes where you usually live?*

Townsville



Elsewhere in Queensland

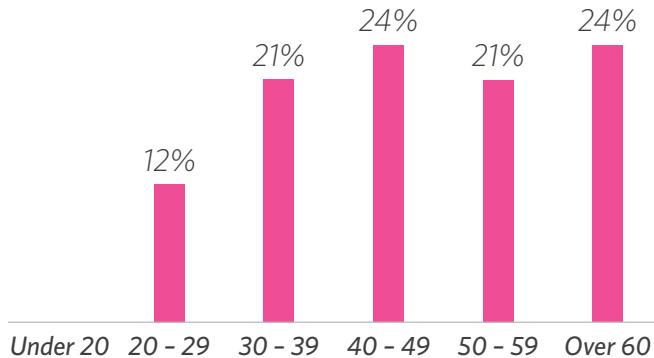


Interstate



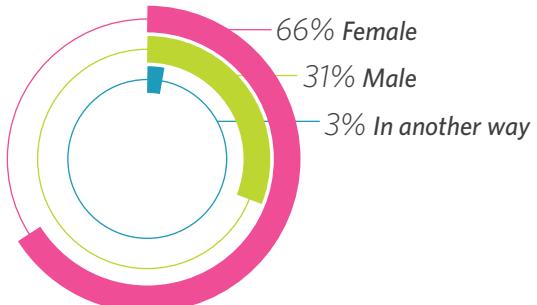
### AGE

*What is your age?*



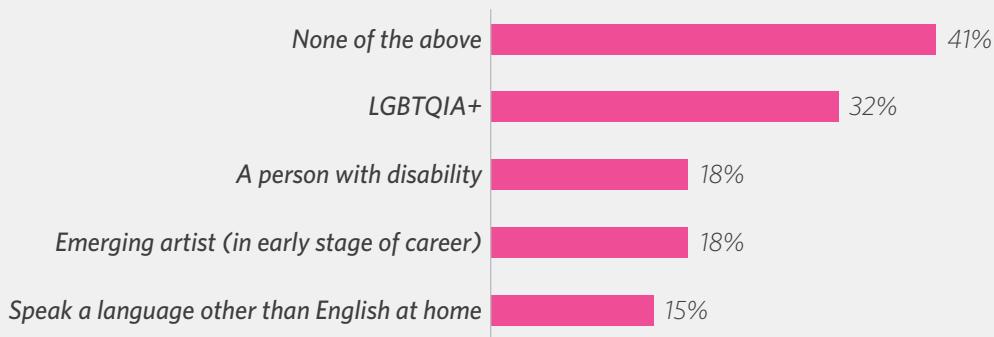
### GENDER

*How would you describe your gender?*



### IDENTITY

*Do you identify as any of the following?*



The charts featured on the artists' profile page relate to the demographic information for artist survey participants. These results may differ compared with the artist profile data collected via the artist registrations.

## ORGANISATIONS PROFILE

**52**



Organisations Worked with NAFA 2024

**26**



Artist Organisations



Non-local: 63%

**6**



Production Organisations

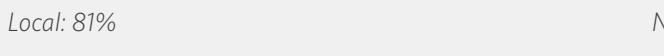


Non-local: 50%

**47**



Contractors



Non-local: 19%



Wanderlust - Global Dance Collective

## EVENT DETAILS

### EVENT TYPE

Accessible for people living with disability



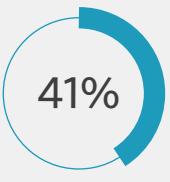
Locally developed



Audience Participation



Free



### ARTFORM

33% 

Music

29% 

Dance

24% 

Comedy

24% 

Theatre

12% 

Cabaret

10% 

Circus and Physical Theatre

5% 

Visual Arts

5% 

Talks and Workshops

5% 

Interactive Installations

2% 

Other

### SECTOR ENGAGEMENT

34%

Of projects included artists or employees from Aboriginal and/or Torres Strait Islander background

21%

Of projects included artists or employees from culturally diverse backgrounds

49%

Of projects included artists or employees from the local creative sector

8%

Of projects included artists with disability

## Artist Comments

*"The NAFA team was amazing. They were all so helpful in every aspect of the festival. The festival itself was awesome, with great talent."*

*"Great hub, good program, efficient communication, great tech venue team, great branding."*

*"The festival hub was excellent. The printed program was well presented and attractive. The big signs outside the hub of daily events were clear and efficient."*

*"We felt very well supported by the festival team during pre-production and once we were on the ground creating the work."*

*"Your team was very helpful. The location on the Strand was great. The coordination on venue was seamless."*

*"Creating a positive atmosphere. Diverse and inclusive atmosphere. Well run."*

*"Love having NAFA in Townsville as a place for local acts to perform and to see national and international acts on the stage. The mix of free and paid shows is also a great aspect to build community engagement."*

*"Overall this was a great experience and we would love to come back. NAFA has great audiences and an even better team."*

*"I loved it. I was thrilled by the audience numbers, especially as someone who was new to the Townsville scene. Strand Park was a great venue. I'd definitely consider returning."*

*"I really enjoy NAFA as a performer as well as audience because it has the buzz of a festival without being huge like Sydney and Adelaide."*

*"Keep up the good work. It's festivals like this and the people like you who put them on that make another reason this is a great place to live."*

*"I had a fantastic time. Great numbers. Good people. The touristy nature of the town makes for some big potential. Amazing location. Ask me back. I want to be a regular for this one."*

NORTH  
AUSTRALIAN  
FESTIVAL  
OF ARTS



City of  
Townsville

**Culture  
Counts**