

CASTLEMAINE STATE FESTIVAL 2021



19 MARCH-4 APRIL





OVERVIEW

Speak Resilience, Experience Renewal and Find Reconnection. With the significant challenges and much uncertainty in 2020, Castlemaine State Festival 2021 presented a program designed to ensure a connection to community and the wonderful region which the Festival calls home.

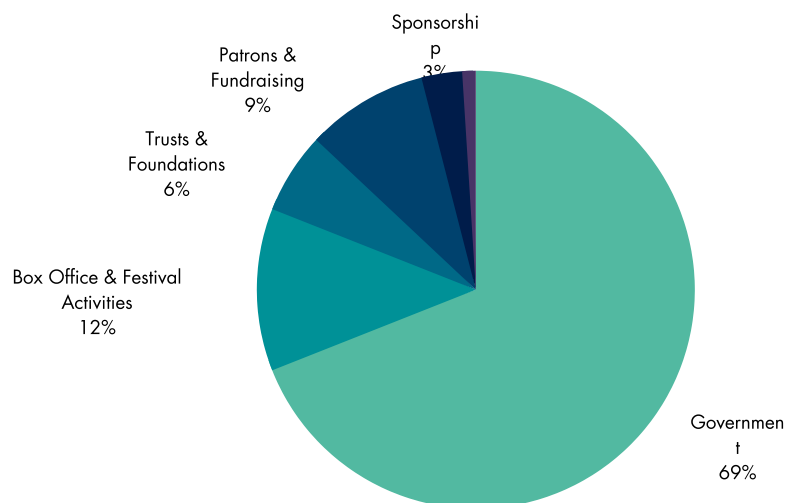
Castlemaine State Festival 2021 enlarged its digital access offering the 2021 Festival was designed to be one that our audience could safely discover the program, and our region, at their own pace. To ensure a COVID safe Festival we added 6 days to the program, held more events outdoors and ventured into Bendigo for the first time. With COVID impacting on international travel, the resulting program of Australian artists generated a substantial visitation and economic benefit to the local economy.

We look forward to working with you again for CSF 2023, which we hope will be even more successful. Thank you for your support.

INCOME

Income was received through a total of 44 partnerships with corporate sponsors, Federal, State and Local Government bodies, philanthropic trusts and foundations and over 200 Patrons.

2021 saw a 21% increase in government grants, a -2% decrease in funds from trusts and foundations, and a -3% decrease in corporate sponsorship, a -5% decrease in Patron and Fundraising income and an -11% decrease in Box Office income. Overall income is up by 24.3% from \$1,693,974.00 in 2019 to \$2,105,684.00 in 2021.



CSF 2021 FAST FACTS

AUDIENCE

50,428

Total Attendance
*includes free events

38,745

Free Attendances

11,683

Ticketed Attendance
*includes co-presented events

10,615

Unique Attendees

Overall Experience



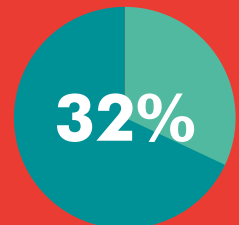
90% of responders rated their overall experience as Good to Extremely Good

Net Promoter Score



An NPS of 50 is considered to be excellent, This score shows a fantastic level of customer loyalty

New Attendees



The proportion of attendees that attended a CSF event for the first time in 2021

BOX OFFICE



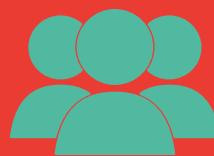
11,683

Tickets Sold



\$36.50

Average Ticket Price



2,081

Individual Ticket Buyers



\$141

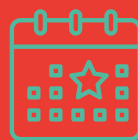
Average Sale

PROGRAM



59

Paid Ticketed Events



206

Individual Sessions



442

Live Stream Views
7 Live Streams

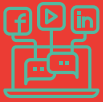


1.5K

Facebook Live Views
Opening Night

CSF 2021 FAST FACTS

MARKETING



10,526

Social Media Followers
61.94% more than 2019



2980

Instagram Followers
37% more than 2019



5732

Facebook Followers
32.01% more than 2019



7280

ENews Subscribers
61.78% more than 2019



62,364

Unique Visitors
14.73% more than 2019



105,901

Number of Visits
19.93% more than 2019



1,113,310

Page Views
19.93% more than 2019



27,000

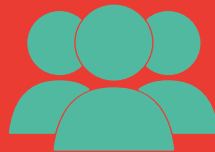
Programs Distributed
Throughout Melbourne and Central
Victoria

ECONOMIC IMPACT



\$185.45

Average Spend Per Person
*Excluding ticket spend



\$3,523,640

Estimated Economic Contribution



\$59.38

Highest Spend Item Per Person
Food and Drink

COMMUNITY INVOLVEMENT



46

Open Studios



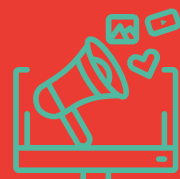
269

Children Participated
In CSF Education Program



185

Inside Out Participants



10

Youth Media Team Members



AUDIENCE PROFILE

CSF enjoyed a more local and regional audience in 2021 with a slight decrease in visitors from Melbourne postcodes.

Within Victoria, 19% were from a Melbourne postcode, 61% were from Castlemaine and surrounds and 19% were from the rest of regional Victoria.

The mean age of a festival attendee in 2021 was 56.3, with 58% of the respondents working in Full or Part-time employment and 31% retired.

58% of the were returning attendees (attended the Festival in 2019), 10% were lapsed attendees (attending the festival before but not in 2019, and 32% were New Business who had never attended the Festival before.

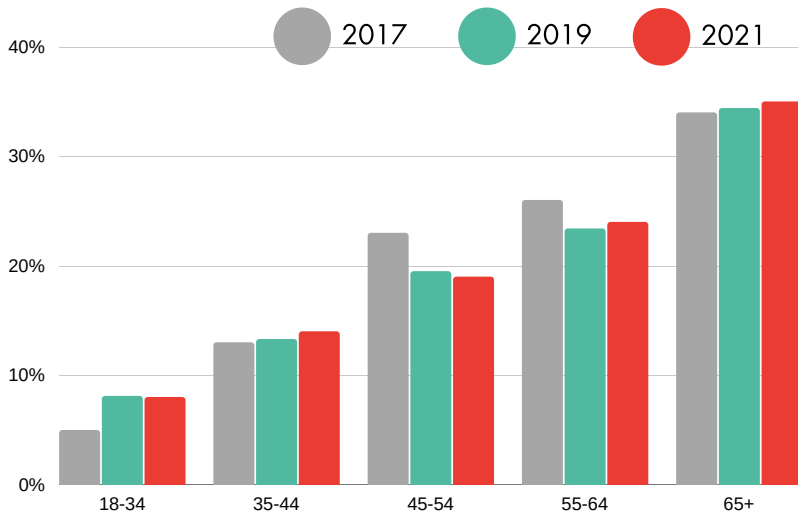
Of non-local attendees, 90% are likely to return to Castlemaine in the next 12 months with another 9% likely to return but not within 12 months.

81% of attendees travelled by car, 38% walked or cycled to the Festival and 3% travelled by train, a decrease from 7% in 2019.

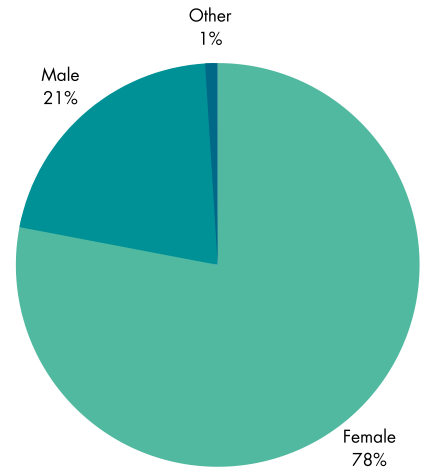
Castlemaine Art Museum recorded 2615 Visitors, Castlemaine Visitors Centre recorded approx 10,000 Visitors and BUDA Historic Homestead had an 100% increase on last Festival with 811 Visitors.

AUDIENCE PROFILE

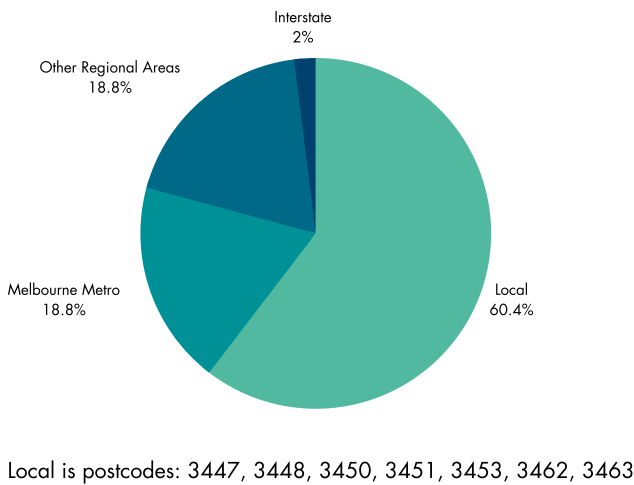
Age



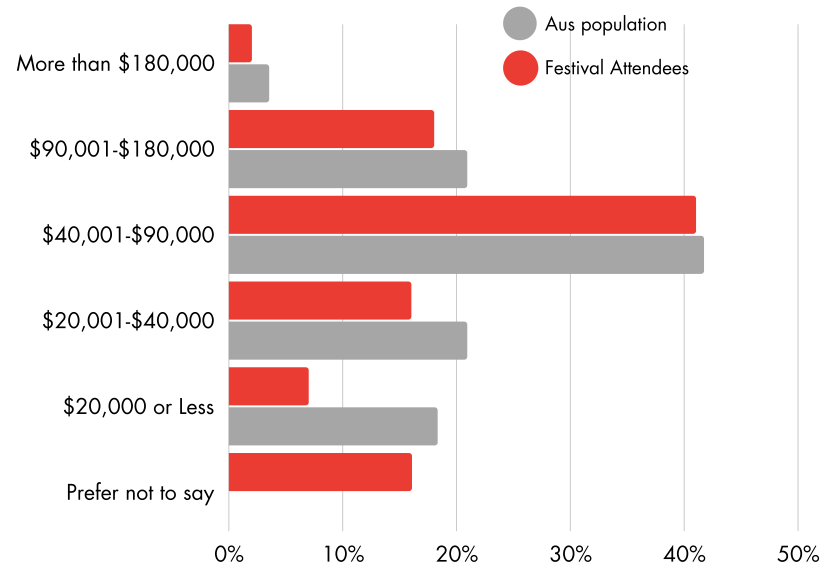
Gender



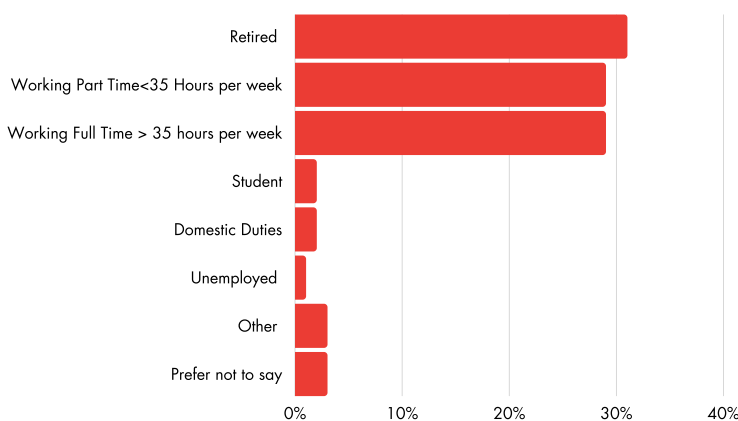
Usual place of residence



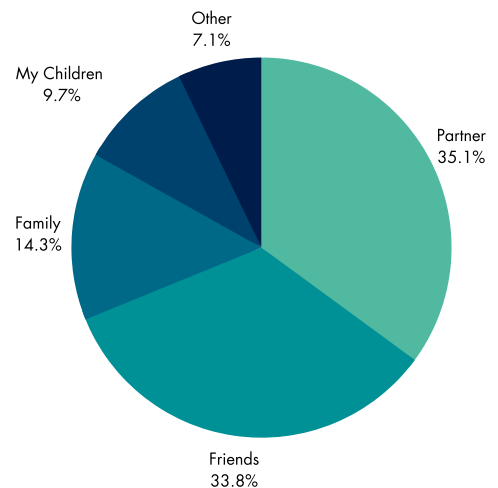
Personal Income Range (\$AUD before tax)



Employment Status



Who did you attend the Festival with?





PROGRAM & EVENT EXPERIENCE

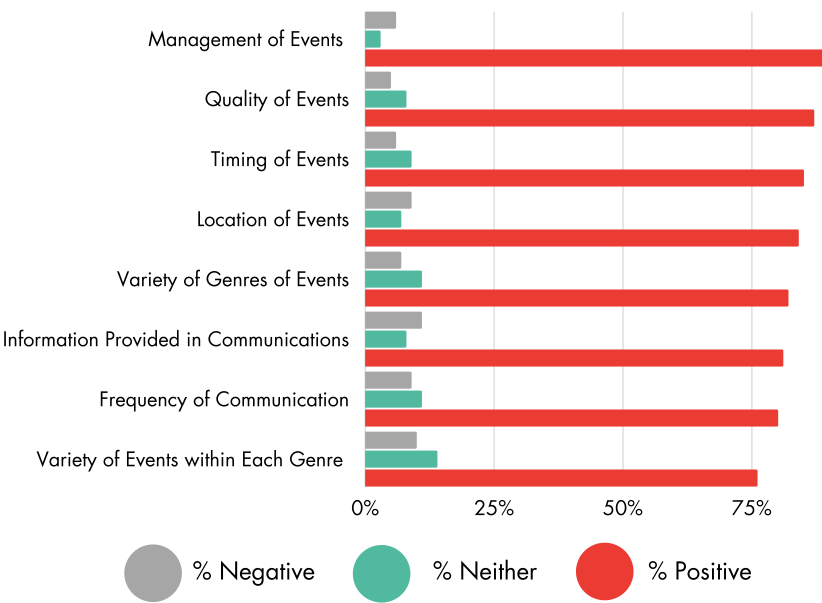
With Covid impacting the programming of this year's festival, CSF presented a broad range of Australian talent, bright and colourful program of visual arts, performance, music, talks, workshops and a variety of outdoor performances designed to shine a light on the diversity and culture of our region.

There were several differences in the 2021 Festival compared to previous Festivals. Due to the COVID-19 Pandemic; events were streamed online, the program expanded to 17 days, more outdoor venues and expansion to Bendigo venues. We surveyed attendees to gauge their response to these changes

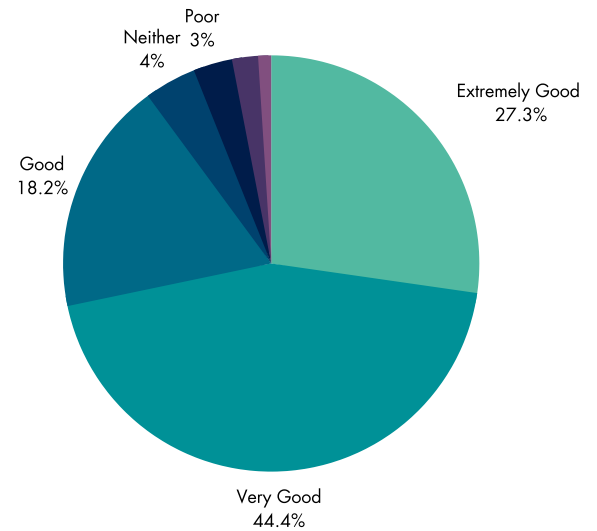
- 90% of Attendees rated their CSF 2021 experience as good to extremely good.
- 94% of attendees are likely to extremely likely (71%) to return to the festival in 2023.
- Attendees attended an average number of 4.9 events throughout the Festival. (3 ticketed and 1.8 free events)
- The Net Promoter Score of 66 shows that the Festival's performances and free events attract a highly engaged and loyal audience, this is also reflected by the proportion of the new audience that attended in 2021.

PROGRAM & EVENT EXPERIENCE

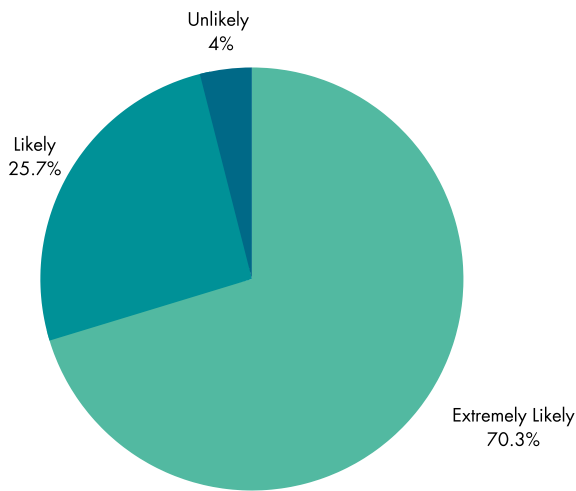
Quality of aspects of CSF 2021



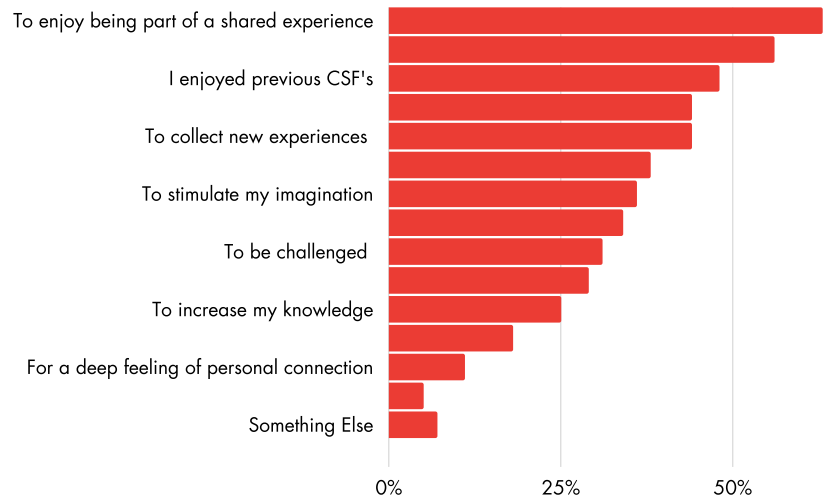
Rating of overall experience



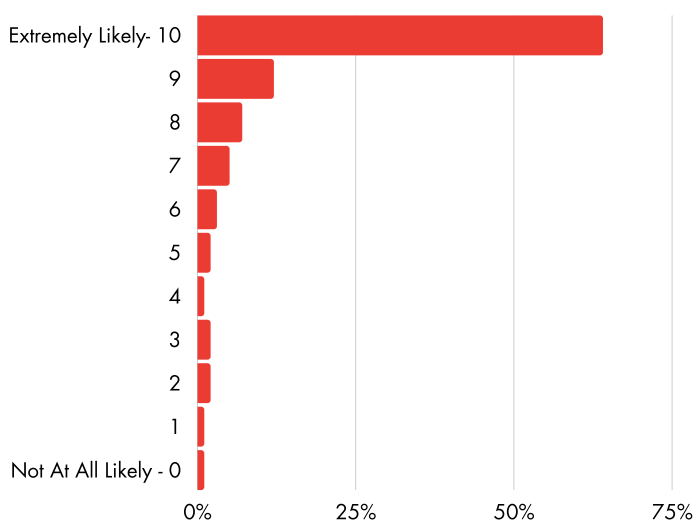
Future Attendance



Motivation for Attending CSF



Likely to Promote CSF



Net Promoter Score



On a scale of -100 to +100

An NPS of 50 is considered to be excellent, This score shows a fantastic level of customer loyalty

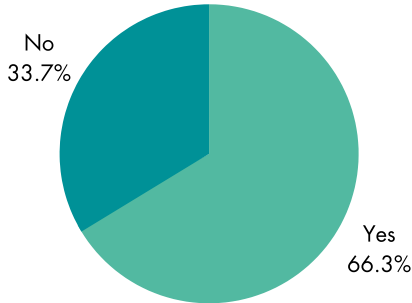
How Net Promoter Score is calculated



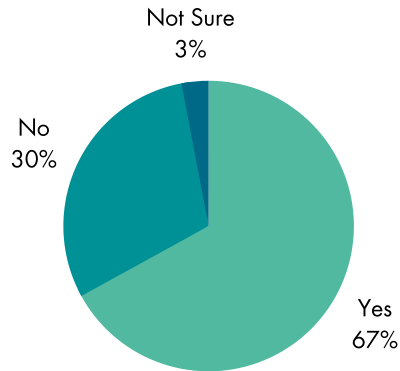
$NPS = \% \text{ of Promoters} - \% \text{ of Detractors}$

PROGRAM & EVENT EXPERIENCE - COVID CHANGES

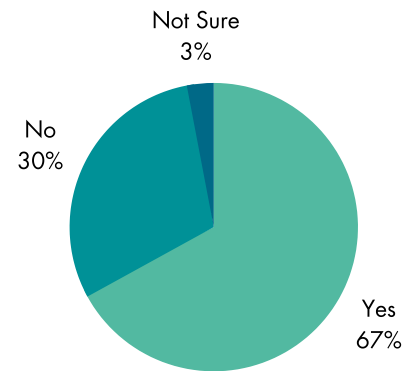
Was this your first live performance since 2020 lockdown.



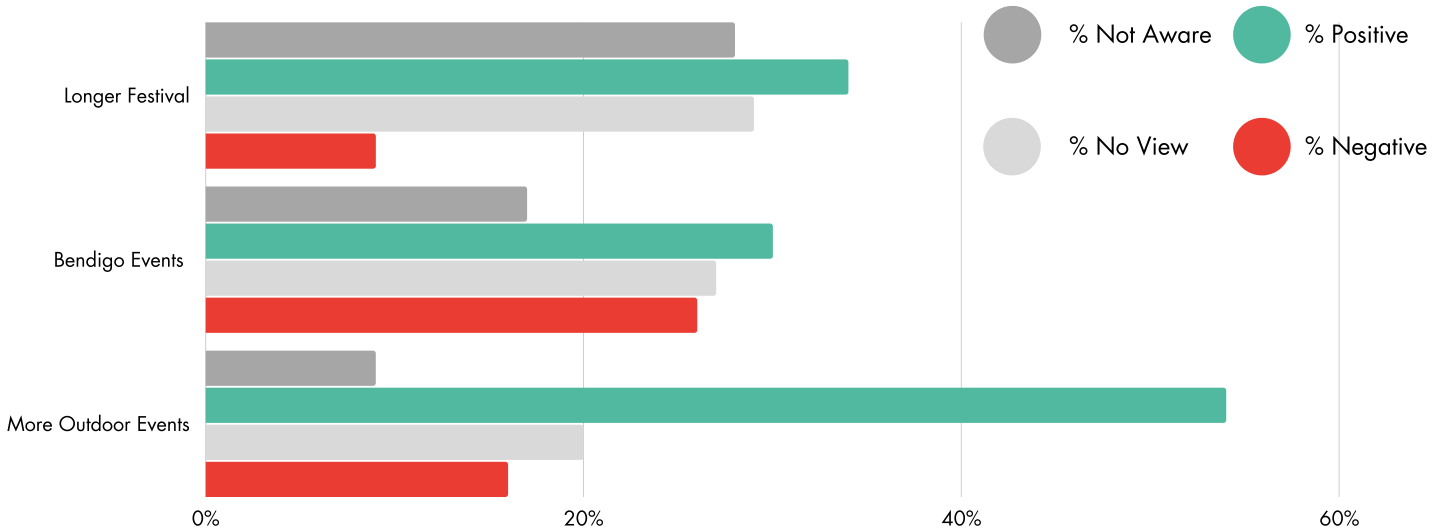
% awareness of Live Streamed Events



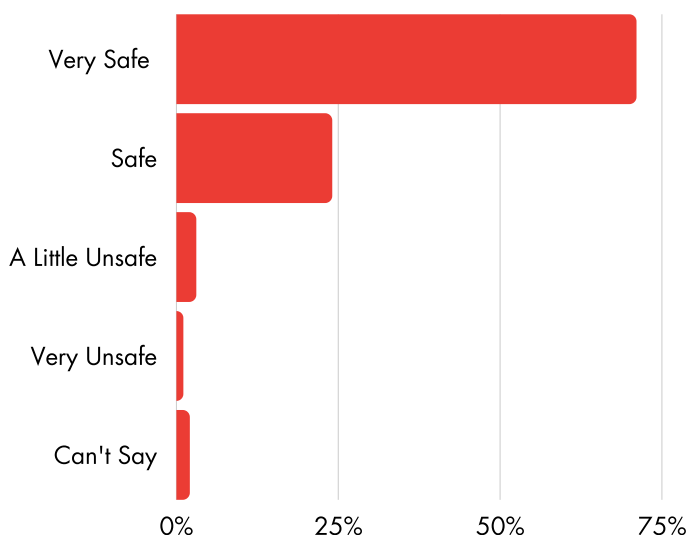
% awareness of The Goods Shed as the home of CSF



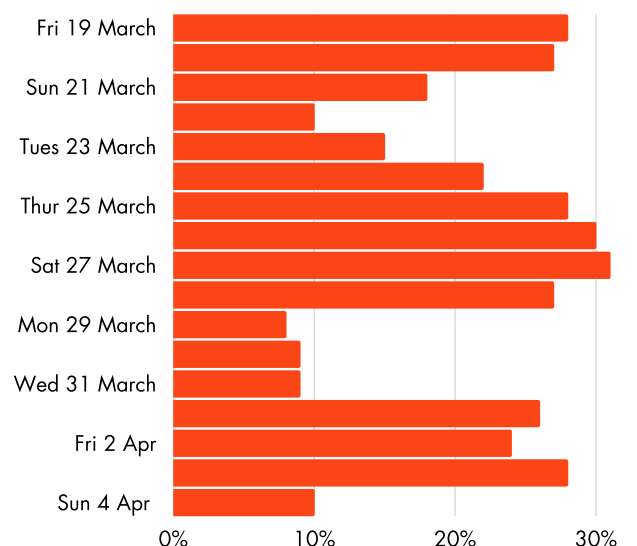
Did you like these changes to CSF 2021



How safe did you feel attending CSF

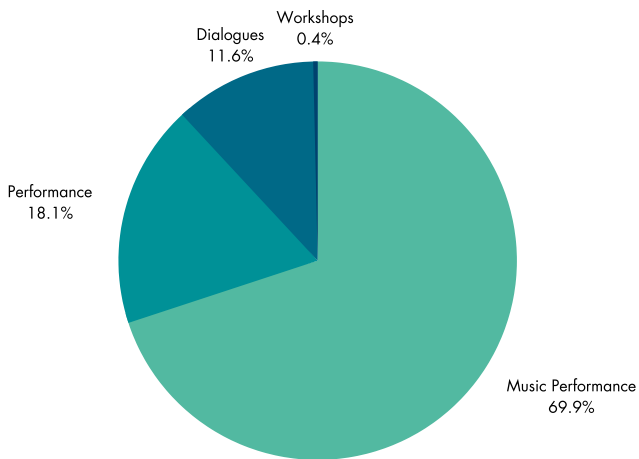


Which days did you attend CSF

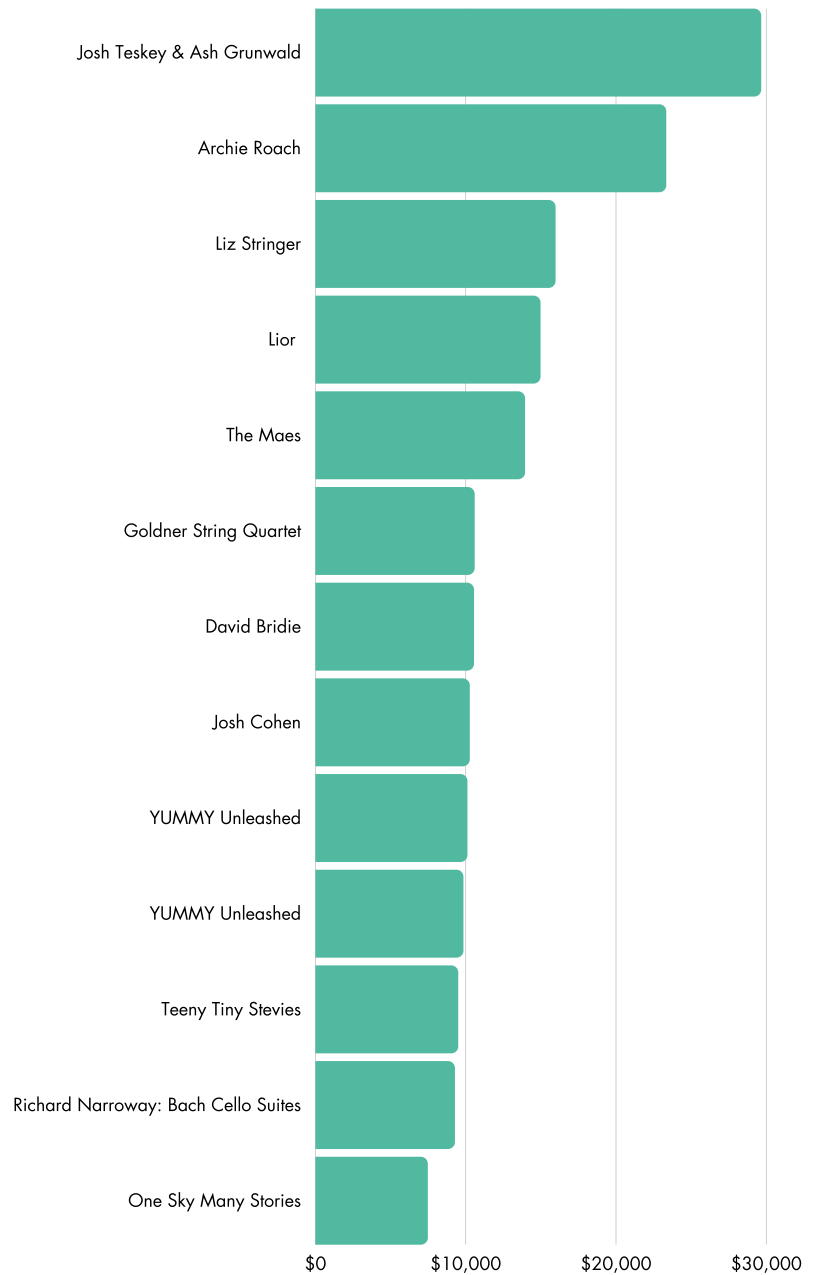


Box Office

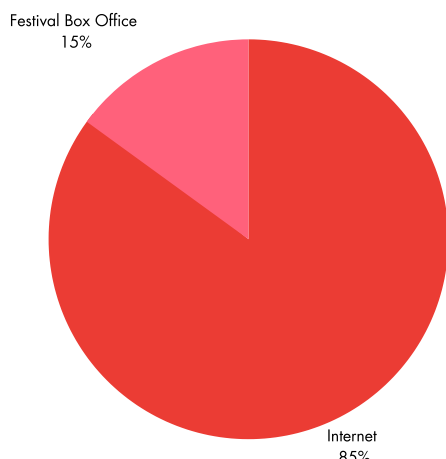
Net Sales by Genre



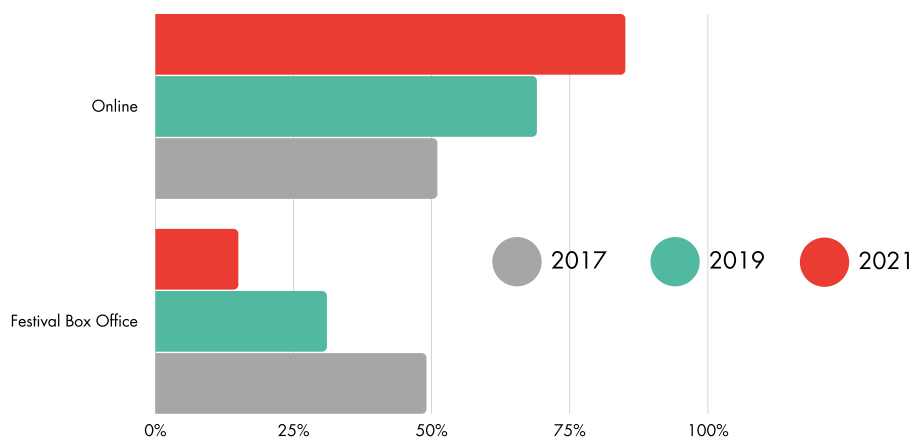
Top 15 Shows



Sales by source



Sales by source - comparison





ECONOMIC CONTRIBUTION

CSF 2021 generated a substantial benefit to the local economy. The estimated economic contribution of the 2021 edition of the Castlemaine State Festival was \$3,523,640.

- \$1,918,809 - Estimated attendee spend (not including Festival Event Ticket Spend)
- \$295,456 - Festival Event Ticket revenue; and
- \$1,309,375 other spend (including spend by CSF)

The estimated economic contribution of \$3,523,640 is a 6.83% decrease from 2019 but an increase of 48.07% from 2017.

- The average spend per person was \$185.45 a small 1.9% increase on 2019.
- The items with the largest proportion of respondents spending were; Food and Drink (83%), Transport to Castlemaine (42%), Transport within Castlemaine (25%), Arts Related Shopping (20%).
- 11,683 Tickets were sold - Down from 2019(13,274) & 2017 (12,103), up on 2015 (10,460)
- There were 2081 individual ticket buyers, down from 2700 in 2019
- 23% of attendees stated overnight in Paid Accommodation
- Our 46 Open Studios enjoy approximately 27,000 attendances and sales are estimated to be between \$180,000 and \$240,000

Economic Contribution

Average spend per person



Average number of days attending the Festival.

3.4 days

Average spend by Place of Residence

Spend Category	Local *	Non-Local	Total
Accommodation	\$0.82	\$84.23	\$33.37
Transport to Castlemaine	\$1.96	\$23.68	\$10.46
Transport within Castlemaine	\$1.98	\$3.70	\$2.66
Food and Drink	\$46.61	\$79.24	\$59.38
General Related Shopping	\$7.05	\$44.12	\$21.56
Arts Related Shopping	\$59.45	\$31.64	\$48.57
Other Entertainment	\$3.69	\$4.83	\$4.14
Other Expenses	\$6.43	\$3.61	\$5.32
Total	\$127.99	\$275.05	\$185.45

Estimated Total Spend

Spend Category	Local *	Non-Local	Total
Accommodation	\$5,608	\$320,817	\$326,425
Transport to Castlemaine	\$13,317	\$90,199	\$103,517
Transport within Castlemaine	\$13,482	\$14,109	\$27,591
Food and Drink	\$317,220	\$301,814	\$619,034
General Related Shopping	\$48,009	\$168,069	\$216,077
Arts Related Shopping	\$404,659	\$120,498	\$525,157
Other Entertainment	\$25,122	\$18,394	\$43,516
Other Expenses	\$43,738	\$13,755	\$57,493
Sub-Total	\$871,154	\$1,047,655	\$1,918,809
		Festival Event Ticket Spend	\$295,456
		Other Spend (including spend by Castlemaine State Festival)	\$1,309,375
		Estimated total spend attributed to the 2021 Castlemaine State Festival	\$3,523,640



MARKETING

In January this year, our marketing campaign began with the official program launch at the Castlemaine Botanic Gardens in Mid-January. As a result, 32% of people surveyed said they decided to attend the Festival around this time.

27,000 copies of the printed program were distributed throughout Melbourne and regional Victoria between January and March. Through our media partnership with Midland Express, 22,030 programs were directly delivered to homes in Central Victoria. As a result, 55% of survey respondents found their copy of the program through the free paper delivery.

Regular festival updates were delivered to 10,526 (up 61.94%) social media followers and 7280 (up 61.78%) e-news subscribers.

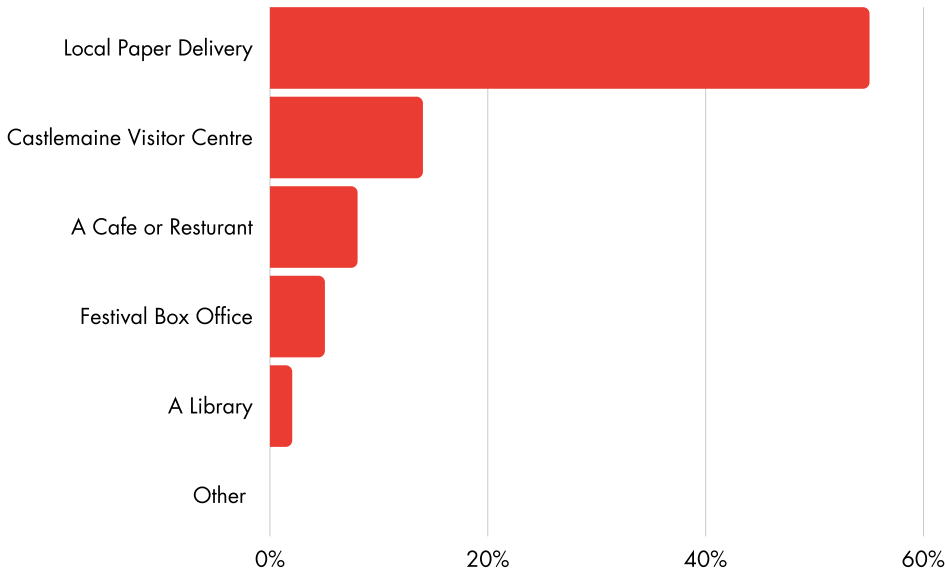
Our website traffic and online bookings continued to grow, with 85% of tickets booked through the Festival website.

We had excellent coverage of the festival through our Media Partnership with the Midland Express and further print coverage through The Age, The Guardian, Australian Arts Review, and the Nikkei Asia Pacific. Radio coverage included ABC Melbourne, ABC Central Victoria, Main FM, 3RRR, Gold FM.

Our TVC, funded through our partnership with Bendigo Tourism, ran for a fortnight from the 12th of March on Regional commercial TV stations and had an estimated viewing audience of 175,000.

Marketing

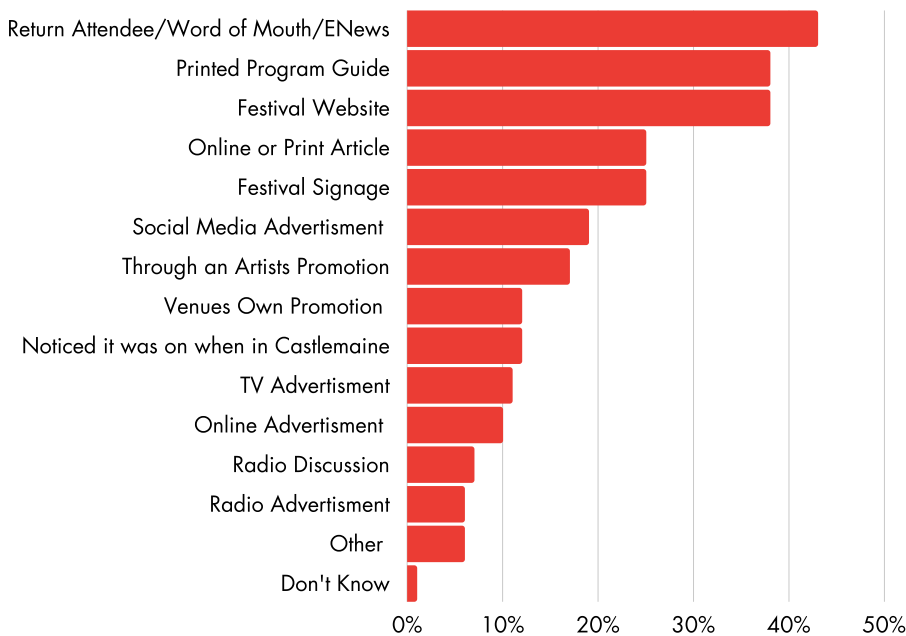
Where did you find your Copy of the Printed Program Guide



Radio Coverage
 38 interviews + mentions
 1 outside broadcast
 1 Podcast recording

Print Coverage
 32 interviews + mentions
 Program & Wrap feature in Midland Express distributed to 22,000

How did you hear about CSF?



TV Coverage
 2 TV Documentaries
 2 Interviews
 1 TVC

Online Coverage
 41 interviews + mentions

"The Castlemaine State Festival is a model that other festivals around the world may look to as countries emerge from their long hibernations and deep collective griefs." - Brigid Delaney, The Guardian



Research methodology and procedures

The information contained in this report is taken from a study carried out by Intuitive Solutions, ticketing data, social media insights, website statistics and an in-house survey of Open Studio Participants.

Target for Intuitive Solutions: Defined as any person that attended the 2021 Castlemaine State Festival.

Sample size: 511

Survey Method: The survey was distributed via social media (CSF Facebook and Instagram) and also through the CSF E-newsletter.