

THE ECONOMIC IMPACT OF THE CITY OF MELBOURNE'S INVESTMENT IN THE ARTS

IMPACT ON THE ECONOMY

\$39

AVERAGE
EXPENDITURE BY
AUDIENCE PER VISIT
TO CITY

70%

AUDIENCE SAY ATTENDING
ARTS ACTIVITY IS MAIN
REASON FOR VISIT
TO CITY

80%

OF AUDIENCE
ATTEND FREE
EVENTS

IMPACT ON THE ARTISTS

65%

OF ARTISTS GO ON
TO RECEIVE OTHER PAID
ARTISTIC WORK

75%

OF ARTISTS ARE ABLE TO
CREATE NEW WORK TO A
HIGHER STANDARD

WILLINGNESS TO SUPPORT ARTS

88%

AUDIENCE

56%

PUBLIC

WILLING TO
CONTRIBUTE TO
SUPPORT THE ARTS

\$40

AVERAGE AMOUNT WILLING
TO CONTRIBUTE

66%

AUDIENCE

30%

PUBLIC

WILLINGNESS TO
VOLUNTEER TO SUPPORT
THE ARTS

42%

PROPORTION OF GENERAL
PUBLIC WILLING TO PAY TO
SUPPORT THE ARTS

90%

AUDIENCE & GENERAL PUBLIC

AGREE THE ARTS FOSTER
CREATIVE THINKING AND
INNOVATION WHICH BENEFITS
OUR CITY

91% **62%**

AUDIENCE PUBLIC

AGREE THE ARTS ARE
AN ESSENTIAL PART OF
MELBOURNE'S NATIONAL AND
INTERNATIONAL PROFILE