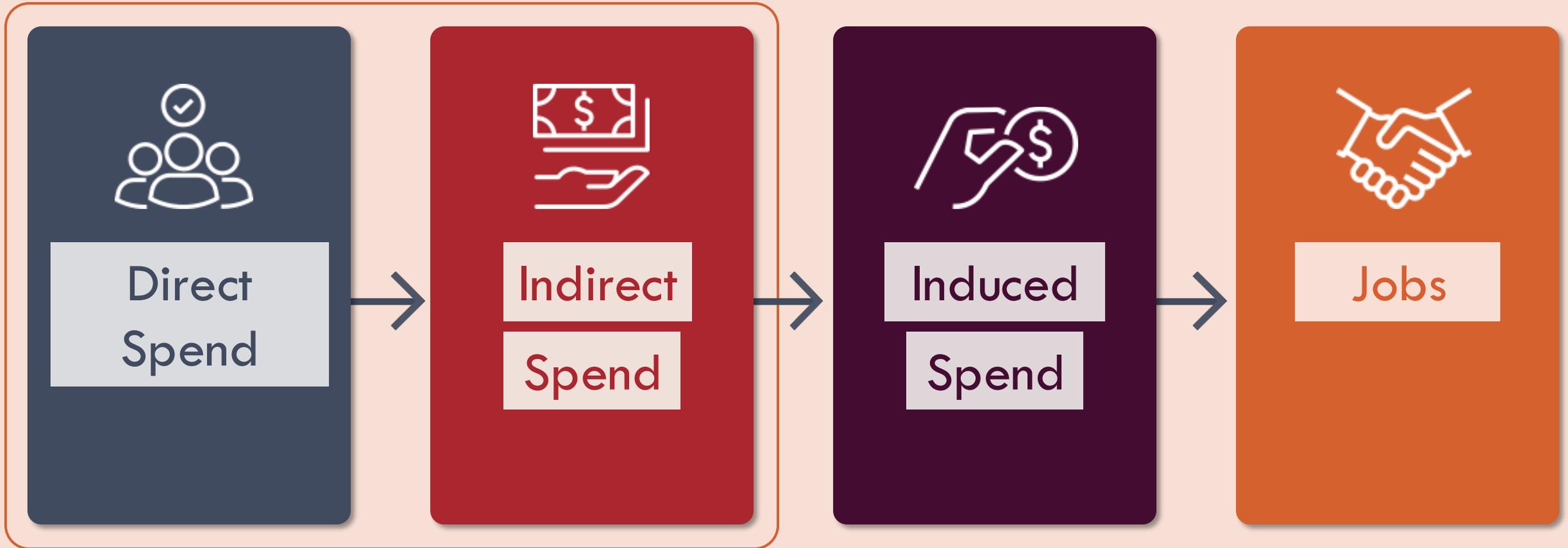




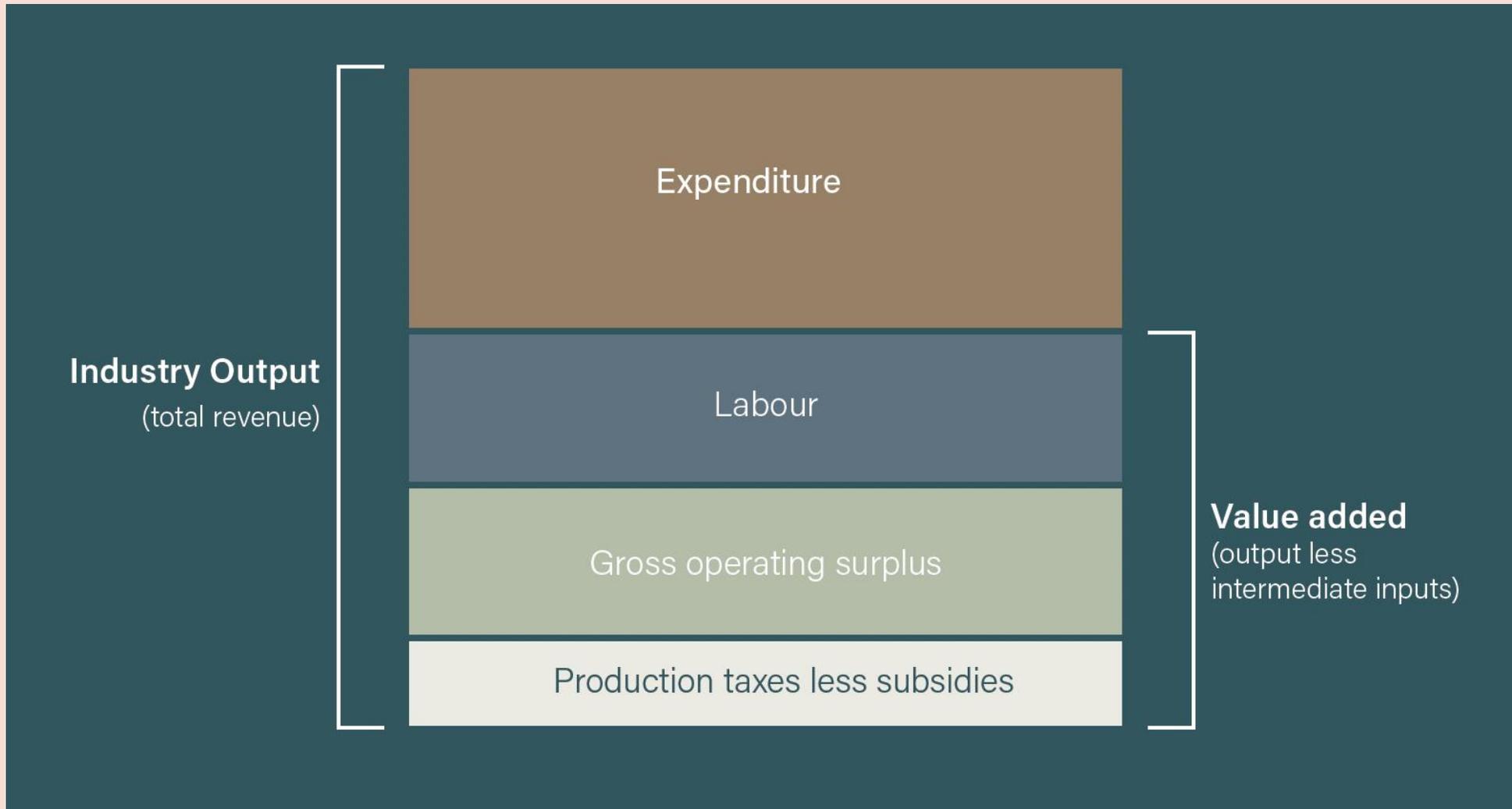
PLUGGING IN THE NUMBERS

The background of the slide is a dark blue gradient with a complex financial data visualization. It features a candlestick chart with green and red bars, overlaid with a line graph showing price fluctuations. Several data points are labeled with numerical values: 2765.31, 3010.33, 4086.56, and 5647.99. The overall aesthetic is professional and data-driven.

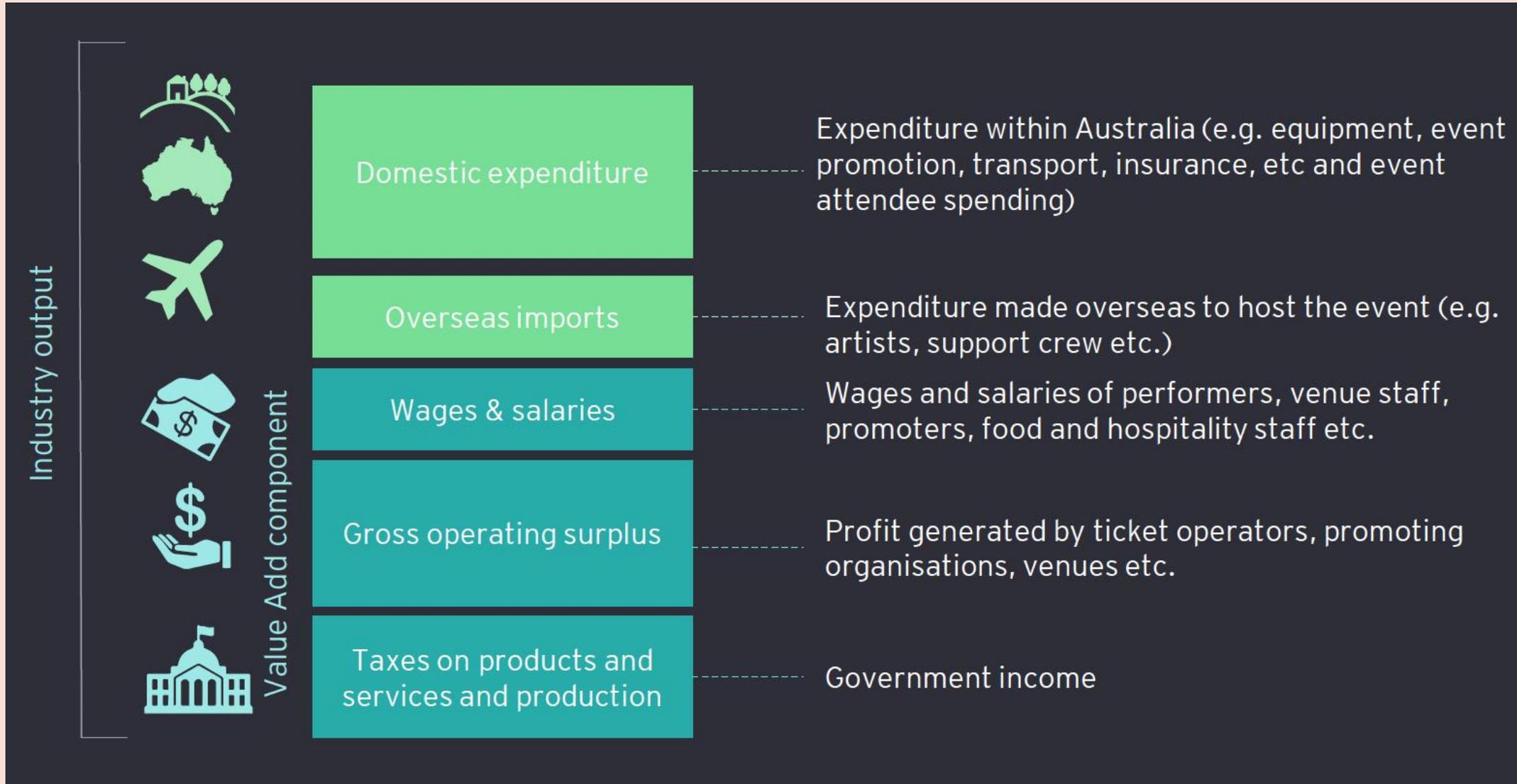
4 BUILDING BLOCKS



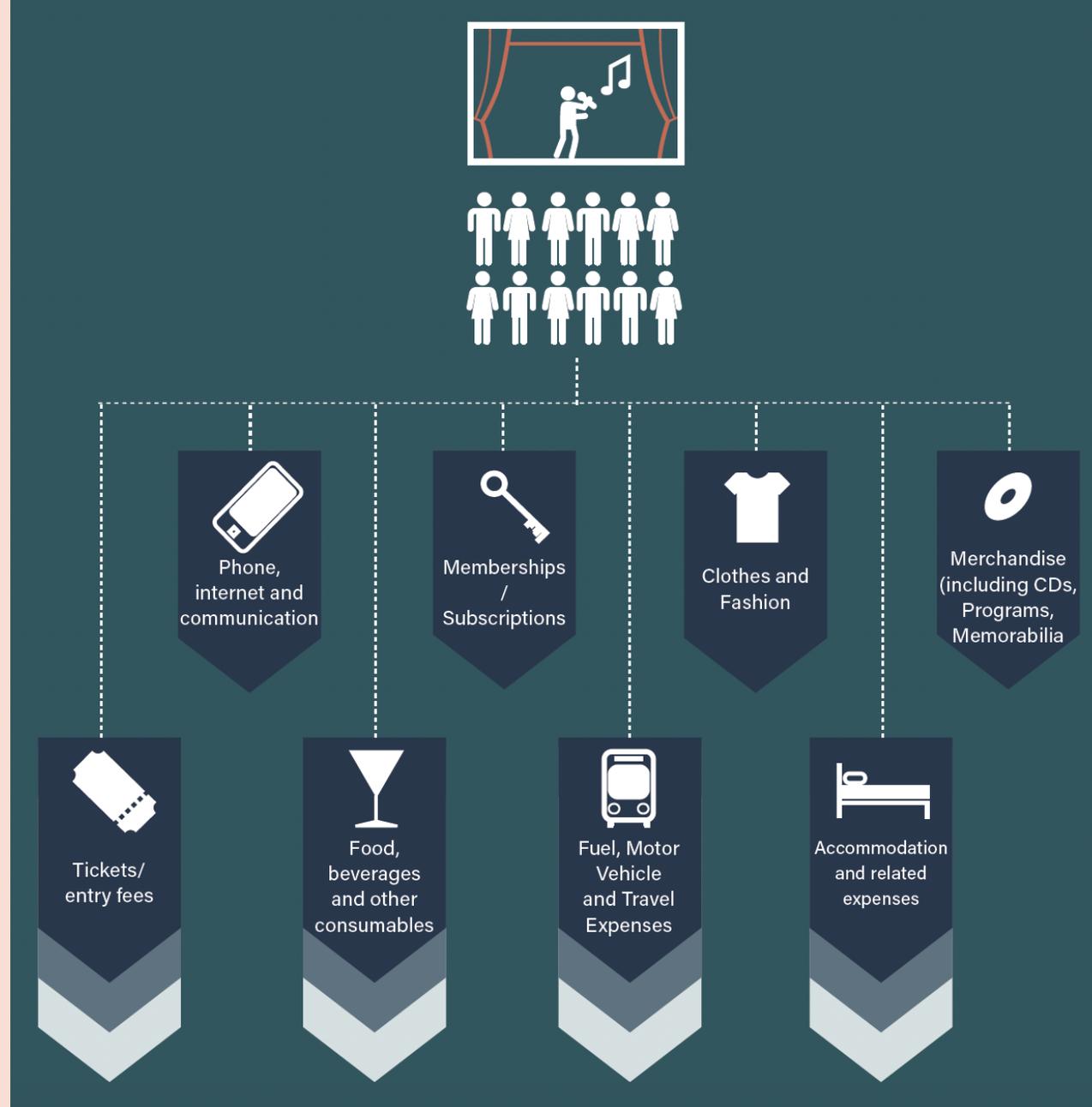
4 BUILDING BLOCKS



BUILDING BLOCKS



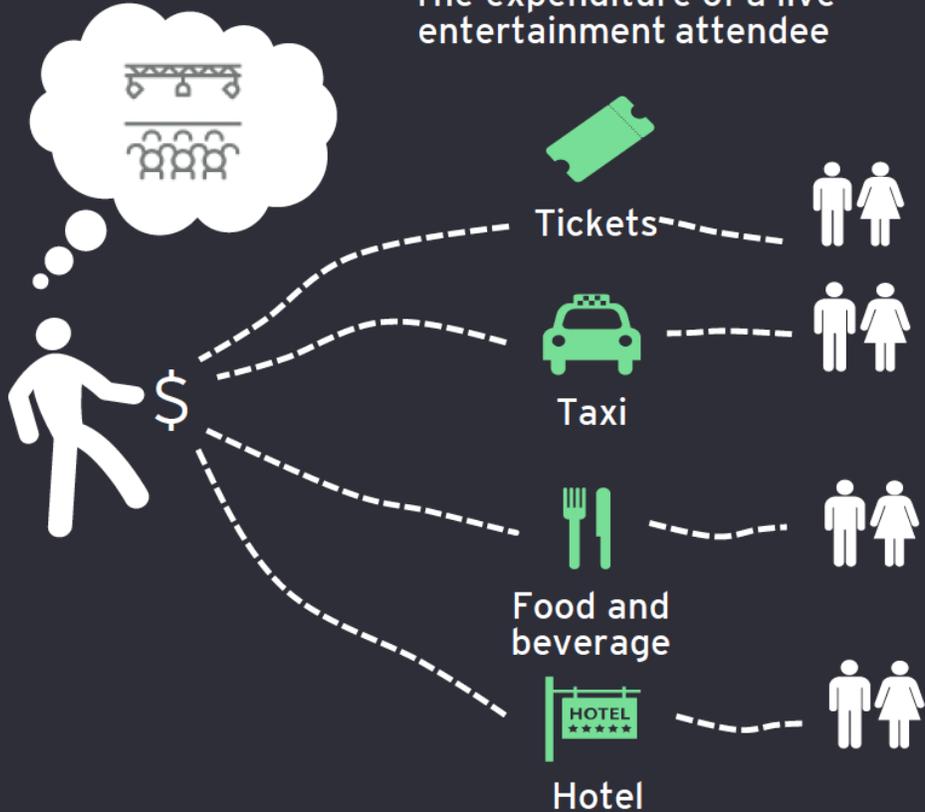
BUILDING BLOCKS



BUILDING BLOCKS

Direct

The expenditure of a live entertainment attendee



Indirect

The wages earned by venue staff, ticket agency staff, taxi drivers, the bar and hotel staff, etc, as well as profits from business in the industry, is then spent in the economy resulting in second and third rounds of spending creating indirect impacts



The starting point to estimating the economic contribution is to understand all the industry revenues and associated visitor spending generated by the venue/industry. This includes:

- **Ticket sales revenue** - The revenue from ticket sales captures the contribution to all support industries (e.g. promoters, venue operators, artists etc.)
- **Government funding** – Funding provided by government to support an organisations operations
- **Corporate sponsorship and support** – if applicable
- **Other commercial revenue** – additional revenue received by organisations as a direct result of hosting events (e.g. advertisement revenue, merchandise etc.)
- **All expenditures by locals and visitors to an event.** The expenditure of audience attending events, both in the venue (e.g. food and beverage) and outside of the venue during their trip for the event (e.g. accommodation, food and retail)

Value Added

Labour (Compensation of Employees)

Wages, salaries and on-costs (superannuation, payroll tax) paid to staff and freelancers.

Gross Operating Surplus (GOS)

Value Added – Labour Compensation – Net taxes on production.

≈ EBITDA for most venues.

Taxes on Production & Imports

Payroll tax, land rates and other government levies, minus any production subsidies received.

BUILDING BLOCKS

| Data family | What data is needed | Where it lands in the stack (see diagram) | Why it matters |
|--|--|--|---|
| Define the frame | <ul style="list-style-type: none"> Financial year / 12-month window. Geographic boundary/Industry grouping | Sets the outer brackets for both Industry Output (total height) and Value Added (inner bracket). | Establishes which revenues, costs and multipliers are counted as “local vs non-local”. |
| Turnover / income | Breakdown of ticket sales, F&B, venue hire, grants, donations, sponsorship... | Industry Output (<i>left bracket, entire column</i>). | Gives the total revenue figure against which intermediate inputs and value-added components must balance. |
| Operational (OPEX) spend – non-labour | <ul style="list-style-type: none"> Goods & services purchases (utilities, marketing, tech hire, security, insurance, etc.) Fees to visiting artists / creatives Local-share flag where possible | Expenditure / Intermediate Inputs – <i>brown block at the top</i> . | Forms the direct shock in a contribution study |
| Operational spend – labour | <ul style="list-style-type: none"> Wages & salaries On-costs (super, payroll tax, NI) | Labour – <i>teal block</i> . (Part of Value Added.) | Captures the household-income component of local economic contribution and supports the “jobs” headline. |

BUILDING BLOCKS

| Data family | What data is needed | Where it lands in the stack(see diagram) | Why it matters |
|--|--|--|--|
| Gross Operating Surplus (GOS) (or “0” for an NFP) | <ul style="list-style-type: none"> • EBITDA or operating surplus/deficit before interest & depreciation | GOS – <i>light-green block</i> . (Part of Value Added.) | Shows the residual return to owners. For not-for-profits this is usually nil, so the labour and tax blocks carry the weight. |
| Production taxes ± subsidies | <ul style="list-style-type: none"> • Payroll tax, land rates, licence fees, etc. • Minus any production subsidies received | Production taxes less subsidies – <i>cream block</i> . (Part of Value Added.) | Reflects the venue’s direct fiscal contribution to government. |
| Audience & visitation | Attendances, % non-local visitors, average ancillary spend | <i>Feeds an additional column beside the stack labelled “Visitor Stimulus”.</i> | Converts cultural draw into extra retail & accommodation spend – often the biggest indirect effect. |
| Employment & volunteering | Staff head-count, FTE conversion, volunteer hours | <i>Diagnostic overlay on the Labour block.</i> | Translates labour dollars into “jobs supported”, a metric decision-makers recognise. |

THE FABULOUS FOUR

Four WA venues

- **Various Sizes**
- **Different operating models – all Council influenced**
- **Mixture of presenting models**
- **Metropolitan and Regional**

KEY DATA

| ITEM | FIGURE |
|--|------------|
| Attendance – Local residents | 70,121 |
| Attendance – Day-trippers (regional) | 30,930 |
| Attendance – Overnight visitors | 1,094 (1%) |
| Average ticket price (A\$) | \$33.25 |
| Average ancillary spend per attendee (A\$) | \$79.25 |
| Per-diem spend (overnight, A\$) | \$180 |
| Average stay (nights) | 2 |
| Leakage rate (%) | 15 |
| Output per FTE (A\$) | \$120,000 |
| Volunteer Value | \$15.31 |

KEY DATA

| ITEM | FIGURE |
|--|-------------|
| Direct ticket revenue | \$1,028,423 |
| Direct ancillary revenue | \$479,415 |
| Overnight visitor spend | \$17,955 |
| Total direct visitor spend | \$4,421,127 |
| Net direct spend (after leakage) | \$3,757,958 |
| Total output (direct+indirect+induced) | \$9,507,635 |
| Gross Value Added (GVA) | \$4,753,817 |

KEY DATA

| KEY RESULTS SUMMARY | |
|-------------------------|-------------|
| Total output (A\$) | \$9,507,635 |
| Gross Value Added (A\$) | \$4,753,817 |
| Employment (FTE) | 79 |

RED FLAGS



Leakage



Double
counting



Excluding
public subsidy



Multiplier
myth



THANK YOU

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