

**SCHEDULE 3**

**END-OF-YEAR ACQUITTAL REPORT ADELAIDE FESTIVAL 2017-18**

PROGRAM	
PROGRAM: <i>Description of programs and activities</i>	Adelaide Festival 2018
HIGHLIGHTS: <i>Description of key achievements</i>	<ul style="list-style-type: none"> <li>• Consolidation of AF's reputation as the most important festival in Australia.</li> <li>• The Festival achieved a total box office income in excess of \$4.4 million representing a 12% increase on the previous box office record set in 2017.</li> <li>• A surplus of \$470K was recorded which stabilised the Festival's financial position and was an important first step in building Reserves (target 20% of turnover).</li> <li>• A high number of premieres and exclusives – 4 world premieres/ 14 Australian premieres and 13 Adelaide exclusives.</li> <li>• Audience responses were excellent with 10 shows selling out their seasons, including Hamlet, Kate Miller-Heidke, FREEZE!, Bennelong, Cécile McLorin Salvant, Spinifex Gum, Chamber Landscapes Concert series, Anne Sofie von Otter, Archie Roach and Lior.</li> <li>• National media coverage was outstanding with extremely positive reviews and commentary.</li> <li>• The Festival again achieved great recognition at the Helpmann Awards with 19 nominations and 10 Awards, the highest of any festival in the country.</li> <li>• One of the most ambitious Opening events in the Festival's history (<i>Lost &amp; Found Orchestra</i>).</li> <li>• Excellent tourism numbers – 27% of all attendances from outside SA; 19,825 visitors; 138,021 bed/nights</li> <li>• Significant economic impact - \$76.1 million expenditure in the SA economy with economic impact (newly created income in SA) at \$21 million.</li> </ul>
CHALLENGES: <i>Opportunity to outline issues and challenges</i>	<ul style="list-style-type: none"> <li>• Retention of the Festival's Club venue – The Palais – on the Torrens Lake was a major challenge which was eventually surmounted.</li> <li>• Timing of funding advice regarding Special</li> </ul>

	<p>Project Funding was also a significant issue which threatened a number of key elements in the program.</p>																
<p><b>NEW INITIATIVES</b> <i>Description of any new programs and/or initiatives</i></p>	<ol style="list-style-type: none"> <li>1. <b>18 &amp; Under</b> A new concession – heavily discounted tickets to a range of discounted festival shows for those aged 18 and under. This initiative came as a part of Adelaide Festival strategy to grow new audiences.</li> <li>2. <b>Adelaide Writers’ Week Live Streaming</b> In 2018 AWW engaged with a new sponsor – The Office for Ageing Well which is supporting the live streaming of selected sessions to schools, libraries and retirement villages.</li> <li>3. <b>FREEZE in Kangaroo Island</b> In 2018 Adelaide Festival expanded its outreach and programmed unforgettable performances of FREEZE in regional SA, Kangaroo Island. Performances took place 20 – 22 March.</li> </ol>																
<p><b>SPECIFIC REPORTING REQUIREMENTS</b> <i>This section can be used for specific information that may be required per the MOAA/Funding agreement Clause 8</i></p>	<table border="0"> <tr> <td>Program and budget finalised for Board approval</td> <td>The program and budget were presented the Board meeting on 24 August 2017</td> </tr> <tr> <td>Full festival program released</td> <td>23 October 2017</td> </tr> <tr> <td>Ticket sales opened</td> <td>23 October 2017</td> </tr> <tr> <td>Writers' Week program launched</td> <td>31 January 2018</td> </tr> <tr> <td>Festival commenced</td> <td>Festival commenced 2 March 2018.</td> </tr> <tr> <td>Market Research</td> <td>April 2018</td> </tr> <tr> <td>2018 Festival completed</td> <td></td> </tr> <tr> <td>Initial program parameters 2019 confirmed</td> <td>The initial program parameters were presented to the Board meeting of 5 April 2018.</td> </tr> </table>	Program and budget finalised for Board approval	The program and budget were presented the Board meeting on 24 August 2017	Full festival program released	23 October 2017	Ticket sales opened	23 October 2017	Writers' Week program launched	31 January 2018	Festival commenced	Festival commenced 2 March 2018.	Market Research	April 2018	2018 Festival completed		Initial program parameters 2019 confirmed	The initial program parameters were presented to the Board meeting of 5 April 2018.
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<p><b>DEMOGRAPHIC REPORTING</b>  <i>Report on any specific initiatives or targeted services or programs with the following groups during 2017-18 (include estimated number of participants and enter figures into 4.1 Schedule 4 where applicable)</i></p>	<p>Total attendance estimated at 260,559, with ticketed attendance of 77,712.</p> <p>Key demographic results in relation to Adelaide Festival audiences:</p> <ul style="list-style-type: none"> <li>• Female: 72%</li> <li>• Aged 40+: 78%</li> <li>• Tertiary Educated: 79%</li> </ul>
<p><b>ABORIGINAL / TORRES STRAIT ISLANDER (ATSI) PEOPLE</b>  <i>Include a report against Reconciliation Plan - Clause 6.2 (if applicable)</i></p>	<p>In 2018 Adelaide Festival brought three events created by Aboriginal/Torres Strait Islander people:</p> <ol style="list-style-type: none"> <li>1. Spinifex Gum was a distinctly Australian experience. It was equal part provocative and uplifting, and intended to inspire national dialogue through music. At the heart of the production is Marliya - a group of Aboriginal and Torres Strait singers from the Gondwana Indigenous Children's Choir, who perform all of the songs with guest artists Briggs, Emma Donovan and Felix Riebl joining them throughout. Throughout the entire creative process, there has been close collaboration with the Yindjibarndi communities, with the artists actively seeking the engagement, participation and permissions of elders, community leaders and families whose stories feature in the songs.</li> <li>2. Benelong by Bangarra - Created by Artistic Director Stephen Page, Bennelong explores the life of one of history's most iconic Aboriginal figures. Woollarawarre Bennelong was a senior man of the Eora, who led his community to survive a clash of cultures. Through striking dance language, soul-stirring soundscapes and exquisite design, Bangarra unpacks Bennelong's legacy and its reverberation through contemporary Australian life.</li> <li>3. Archie Roach is one of Australia's most treasured and influential singer-songwriters. In a voice rich with humanity, filled with joy, pain, love and longing, Archie Roach AM traces the journey of his people through song and story and gets to the heart of what it means to be human.</li> </ol>

<p><b>FAMILIES AND CHILDREN (UP TO 12 YEARS)</b> <i>Not including education programs</i></p>	<p>As a part of the Festival pricing policies, we ensured that there was a range of pricing affordable for families – family tickets. 306 family tickets sold -1224 individual attendees.</p>
<p><b>YOUNG PEOPLE (12-25)</b> <i>Not including education programs</i></p>	<p>Further to our Youth and Education Program we offered following discounts:</p> <p><u>Concession</u> Significantly discounted tickets available to full-time students and unemployed</p> <p><u>Under 30</u> Heavily discounted tickets to most AF events.</p> <p><u>Under 18 Student Rush</u> Heavily discounted tickets to a range of Festival shows were made available to students aged 18 or under.</p> <p><u>PAY WHAT YOU CAN TICKETS</u> Pay What You Can tickets were made available by AF for a range of shows for low income earners which included many students and young people.</p>
<p><b>STUDENTS</b> <i>Including primary, secondary and tertiary students</i></p>	<p>The 2018 Adelaide Festival Youth and Education program broadened its reach substantially with an impressive increase in school bookings from 1,591 in 2017 to 4253 in 2018. Access to the Festival had an immense impact on the students and teachers who took part in a varied program including theatre, dance, musical performances and workshops.</p> <ul style="list-style-type: none"> <li>- 17 Events</li> <li>- 62 Performances</li> <li>- 4253 Students</li> <li>- 60 Schools - 3 from interstate, 3 from regional South Australia</li> <li>- 6 exclusive schools-only performances</li> <li>- 89 students attended the free exhibition <i>21: Memories of Growing up</i></li> <li>- 554 students attended post-performance Q&amp;A sessions</li> </ul>

<p><b>PEOPLE LIVING IN REGIONAL OR REMOTE COMMUNITIES</b> <i>include activities on site and in regional locations</i></p>	<p>In 2018 Adelaide Festival received 5,615 visitors from the regional SA. Furthermore, we had a long weekend music program in Mount Barker as well as one production touring to Kangaroo island.</p>
<p><b>PEOPLE WITH DISABILITY</b> <i>report against Disability Access and Inclusion Plan - Clause 6.2</i></p>	<p>In 2018 Adelaide Festival made every effort to ensure that Adelaide Festival events were accessible to our whole audience.</p> <p>We offered assistive listening, sign interpreting, surtitles, companion cards and provided wheelchair access, wheelchair power recharge stations and live streaming sessions. We worked closely with National Relay Service and Access for Arts.</p>
<p><b>OLDER SOUTH AUSTRALIANS (OVER 60 YEARS)</b></p>	<p>28% of festival attendees were over 65 years old.</p>
<p><b>CULTURALLY AND LINGUISTICALLY DIVERSE</b></p>	<p>With a festival program that was rich with Australian and international voices, the 2018 Adelaide Festival included 1,700 Artists from 53 countries.</p>
<p><b>ACTIVITY REPORTING</b> <i>Report on any specific initiatives or targeted services delivered in 2017-18 (if applicable)</i></p>	<p>N/A</p>
<p><b>INDUSTRY DEVELOPMENT</b> <i>Description of activities supporting leadership, support for artists / practitioners and collaboration</i></p>	<p>The 2018 Festival collaborated with State Theatre Company SA, State Opera South Australia, Adelaide Symphony Orchestra, Adelaide Festival Centre, Art Gallery SA, State Library, Botanic Gardens, Brink Productions, Country Arts SA, Adelaide Chamber Singers, Australian String Quartet, Patch Theatre, Arts Projects Australia and many individual artists. The Festival also engaged a huge number of other arts workers.</p>
<p><b>VOLUNTEERS</b> <i>Description of activities and programs to support the work of volunteers</i></p>	<p><b>1. Lost and Found Orchestra – 500 Volunteers</b> In a world first, the internationally renowned <i>Lost &amp; Found Orchestra</i> was radically scaled up for the 2018 Adelaide Festival as</p>

an outdoor extravaganza in collaboration with Australia's master of spectacle Nigel Jamieson and an Australian creative and technical team. This bespoke performance involved a vast array of local musicians, community bands, choirs and percussionist in a project that included months of workshops and training in advance. Over 500 volunteers were engaged, trained and performed at 2 performances that attracted over 13,000 attendances.

**2. Memorial by Brink Productions – 215 Volunteers**

Memorial had its world premiere at the 2018 Adelaide Festival. Conceived, commissioned, developed, created and premiered from and in South Australia, this grand theatrical vision boasted an acclaimed local, national and international artistic team gathered together in an innovative multi-artform collaboration incorporating large-scale community engagement with 215 performers drawn from the Adelaide community.

**3. 21 Memories of Growing Up**

The video installation consists of storytellers listening to their own recollections. Visitors to the exhibition become part of the listening experience, sharing this intimate moment with the respective narrator. In 2018 the installation was shown in the State Library of SA for 17 days and engaged 8 volunteers of various ages and backgrounds to share their memories.

**4. Adelaide Festival – 600 Volunteers**

2 – 18 March 2018 over 600 additional volunteers were engaged to help us deliver 2018 Festival – particularly Adelaide Writers Week. The total hours logged were 9,728. This figure includes Lost and Found, Memorial, AWW and Adelaide Festival.

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