



# PrideFEST 2023

IMPACT ASSESSMENT



Culture  
Counts

## **Acknowledgements**

This report has been prepared by Nicole Tan Emery, Jordan Gibbs, Kristine Royall, Tom McKenzie and Shannon Pearse of Culture Counts. We would like to thank PrideWA for their support through the development and delivery of the evaluation project. We would also like to thank all stakeholders including public patrons, artists, volunteers and staff for their participation in this project.

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Pride WA would like to acknowledge that PrideFEST programs are held on multiple Aboriginal lands throughout beautiful Western Australia. We would like to pay our respects to Elders both past, present, and emerging. We extend our respect, friendship, and support to Nyoongar people especially those within our community and to all other Aboriginal and Torres Strait Islander people.

Date of Preparation: January 2024

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# 1.0

# Introduction

## PrideFEST 2023

PrideFEST is Western Australia's premier lesbian, gay, bisexual, transgender, queer, intersex (LGBTQIA+) arts, cultural and community festival. The annual event is presented by volunteer-led organisation, Pride WA.

The 2023 Festival was presented with the theme, **BRAVE – “Be brave, be strong, be you”** celebrating the LGBTQIA+ community's bravery, resilience, and determination to fight for equal rights, visibility and respect. It also recognises that bravery is required by everyone in the community.

The Festival ran from 3 to 25 November in venues across Perth, with over 70 events making up the 2023 program. PrideFEST's much-loved hallmark events – Fairday and the PrideFEST Parade and Party – returned. *PrideFEST Fairday* took place at Hyde Park on Sunday 12 November featuring a performance line-up spanning across three stages, and over 100 market stalls. The popular *PrideFEST Parade and Party* closed out the Festival on Saturday 25 November, filling the streets and venues of Northbridge with marchers and partygoers celebrating PrideFEST.

PrideFEST presented two new major events as part of the 2023 program. The *Pink Pool Party* on Saturday 18 November brought entertainment and a whole lot of pink to Aqualife Centre. *Drag Brunch* was presented at Pride Piazza on Sunday 19 November, with attendees enjoying food, drinks and a buffet of Perth's best drag performers, DJs and queer artists.

Over 79,400 people attended the 2023 Festival, generating a direct economic impact of \$5.1 million. This total expenditure as a direct result of PrideFEST

also benefits a range of sectors as it flows through the economy, the multiplied economic impact for the 2023 Festival was estimated to be **\$15.1 million.**

## Scope of Evaluation

The evaluation framework applied by Culture Counts uses a standardised set of outcome metrics called 'dimensions' to measure the quality and impact of cultural events. They have been developed through extensive work with the sector, internationally tested and academically validated.

Coupled together with other quantitative and qualitative indicators, these metrics are combined into an overall evaluation framework that seeks to report back against the organisational and strategic goals of Pride WA and its stakeholders.

Attendees at the *PrideFEST Parade and Party, Fairday*, and other events including the *Pink Pool Party* and *Drag Brunch*, were invited to respond to a survey about their experience. Surveys included a set of dimensions that were selected in alignment with Pride WA's objectives. These are outlined in the following table.

Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the dimension statement using a sliding scale, labelled 'Strongly Disagree' on the left, to 'Strongly Agree' on the right. The resulting data is used to measure the unique cultural, social, economic, and quality outcomes of PrideFEST.

## PrideFEST 2023 Dimensions

OUTCOME AREA	DIMENSION	DIMENSION STATEMENT
Culture	Content	It reflected a broad and inclusive range of voices
Social	Safe	It made me feel safe and welcome
Social	Connection	It helped me to feel connected to people in the community
Economic	Diversity	It engaged people from different backgrounds
Quality	Local impact	It's important that it's happening here
Quality	Cultural contribution	It provides an important addition to the cultural life of the area

Pride WA has measured a number of these metrics as part of their annual evaluations since 2019, allowing for progress to be tracked over time. A year-on-year analysis is showcased on page 13 of this report.

Data was collected by a survey fieldwork team at a selection of PrideFEST events and activities, and surveys were also distributed to attendees via email from Pride WA. Randomised sampling of attendees was undertaken by the Culture Counts fieldwork team so as to capture a representative and accurate understanding of attendee feedback and sentiment. A summary view of the data collection approach is presented in the following table.

## Data Collection Methodology

EVENT	GROUP	DATA COLLECTION METHODOLOGY	SAMPLE SIZE
PrideFEST Fairday	Attendees	On-site Assisted Surveys	181
PrideFEST Parade and Party	Attendees	On-site Assisted Surveys	123
Other Events*	Attendees	Online	105
<b>Total</b>			<b>409</b>

\* Includes Pink Pool Party and Drag Brunch.

Note: On-site assisted surveys were collected by Culture Counts' fieldwork team at the events. Online surveys were sent via email to attendees who registered their email at the event with the Culture Counts fieldwork team, prior to the event concluding.



*For me, Pride Fairday is the highlight of the Perth Pride month lineup. It is continually improving, and is a showcase of everything bright, and wonderful in my community.*

- PrideFEST 2023 Survey Respondent

# 2.0

# PrideFEST 2023 Highlights

**79,449** 

ATTENDEES

**74** 

EVENTS

**5** 

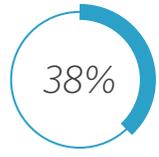
PRIDE WA MANAGED EVENTS

**\$5.1 million** 

DIRECT ECONOMIC IMPACT

**\$15.1 million** 

MULTIPLIED ECONOMIC IMPACT



New Audience

*The proportion of attendees or participants that engaged with PrideFEST for the first time in 2023.*



Positive Overall Experience

*Surveyed attendees rated their PrideFEST 2023 experience as 'Good' or 'Excellent'.*



Net Promoter Score (NPS)

*A NPS of 50 is considered to be excellent, this score shows a fantastic level of customer loyalty.*

FAIRDAY  
November 2023

**37,000**

Attendees



New Audience



Overall Experience  
% of 'Good' or 'Excellent'



Net Promoter Score

PARADE AND PARTY  
November 2023

**31,509**

Attendees



New Audience



Overall Experience  
% of 'Good' or 'Excellent'

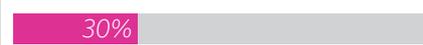


Net Promoter Score

OTHER EVENTS AND PROGRAMS

**10,940**

Attendees



New Audience



Overall Experience  
% of 'Good' or 'Excellent'



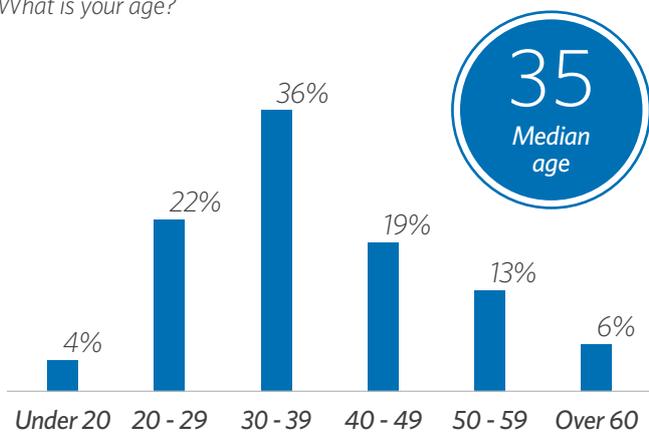
Net Promoter Score

# 3.0

## Audience Profile

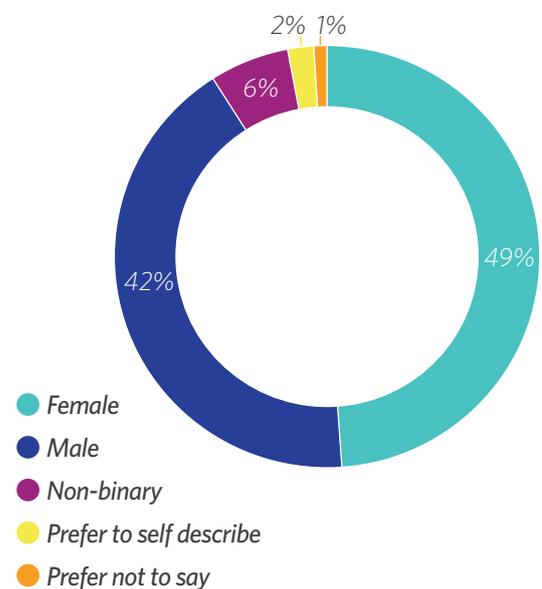
### AGE

What is your age?



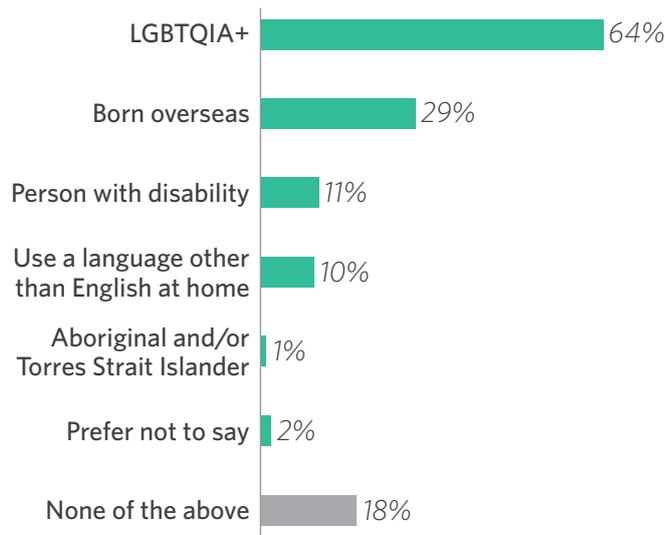
### GENDER

How would you describe your gender?



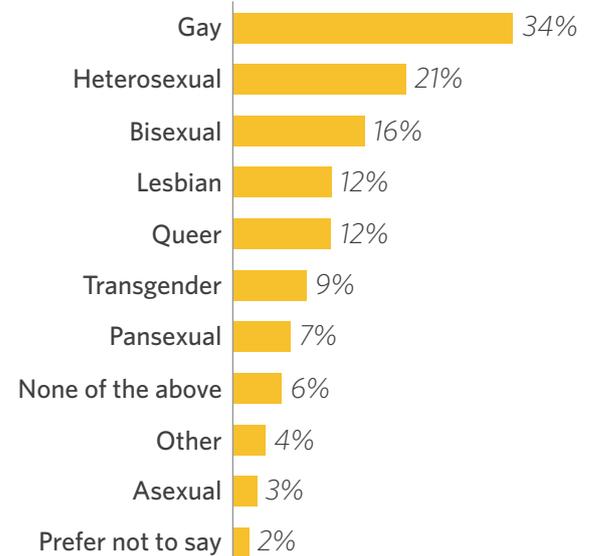
### IDENTITY

Do you identify with any of the following?

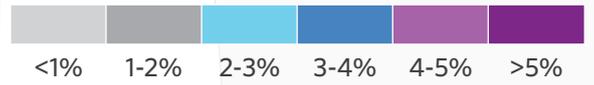


### SEXUALITY

Which of the following best describes you?



Respondent count by postcode  
(% of WA respondents)



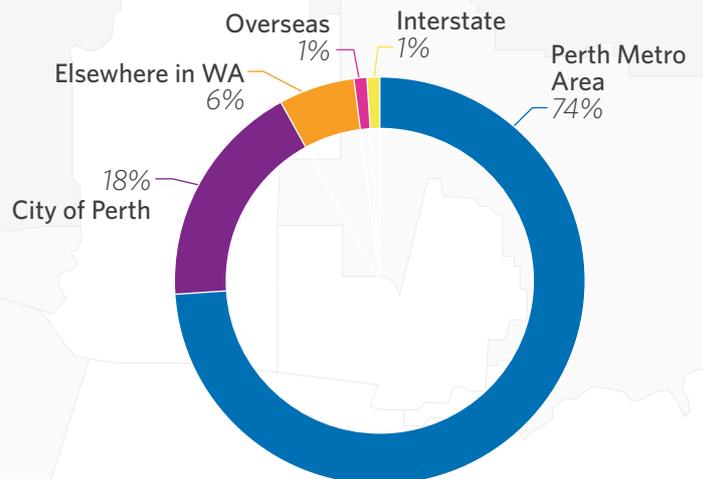
SUBURB

*In which suburb do you live?*

- Perth (6000)** - 5.6%
- East Vic Park (6101)** - 4.8%
- Northbridge (6003)** - 3.9%
- Victoria Park (6100)** - 3.9%
- Bayswater (6053)** - 3.4%
- Maylands (6051)** - 3.4%
- Mount Lawley (6050)** - 3.4%
- Churchlands (6018)** - 2.8%
- Bibra Lake (6163)** - 2.8%
- Tuart Hill (6060)** - 2.8%

LOCATION

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





*I didn't realise how extensive it was going to be, so many different corners of the community were covered it was just overwhelmingly amazing!*

- PrideFEST 2023 Survey Respondent

## First Time Attendance and Motivation

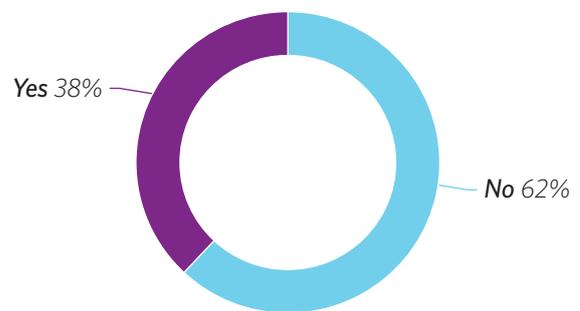
Attendees at PrideFEST 2023 events were asked about their engagement with the Festival in previous years. The results show the proportion of people that had attended a PrideFEST event before versus those who were first-time attendees in 2023. The results are an indication of audience loyalty, marketing effectiveness and new reach.

38% of those surveyed indicated that they attended PrideFEST for the first time in 2023. When looking at attendance at the *PrideFEST Parade and Party*, 43% of attendees had not attended in previous years, demonstrating that the event attracts a loyal audience, while also reaching new attendees each year.

The majority of respondents (78%) say that their attendance at PrideFEST was motivated by their support for the LGBTQIA+ community. A large majority of respondents also said that they were motivated to attend PrideFEST events to be part of their local community (49%), to spend time with friends and family and, the entertainment/activity (44% respectively).

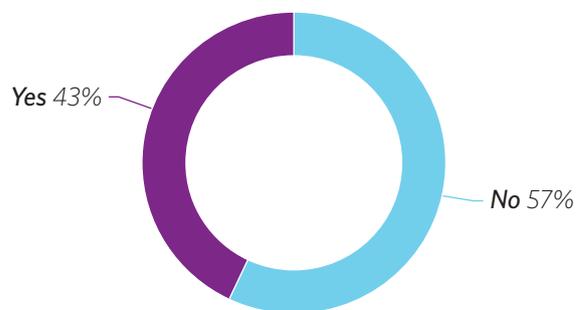
### PRIDEFEST

*Is this your first time attending a PrideFEST event?*



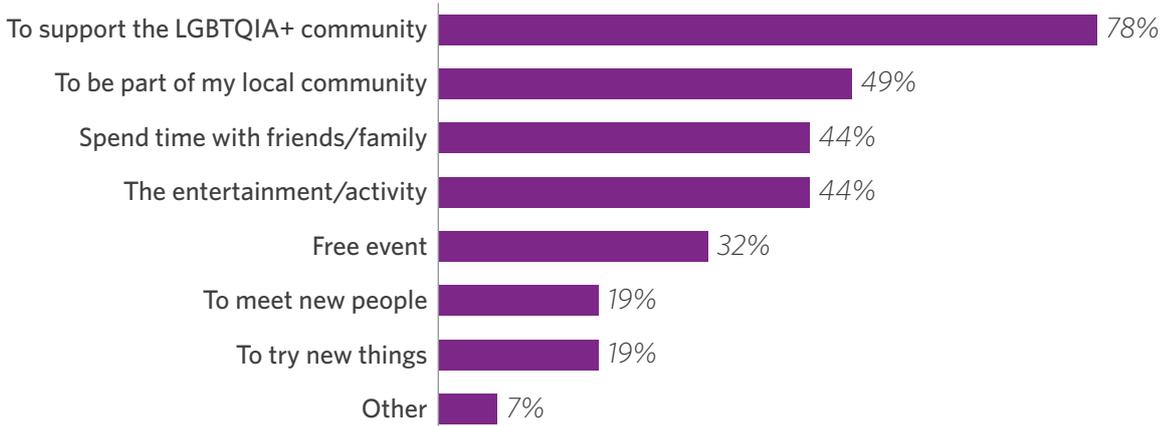
### PRIDEFEST PARADE

*Is this your first time attending a PrideFEST Parade?*



### MOTIVATION TO ATTEND

*What motivated you to attend the event today?*



# 4.0

## PrideFEST 2023 Outcomes

All of the outcome metrics measured in PrideFEST 2023 surveys received high scores overall, with at least 92% of attendees agreeing with all of the statements.

PrideFEST survey respondents were most likely to agree that the event provides an important addition to the cultural life of the area (Cultural Contribution), that it made them feel safe and welcome (Safe) and that it's important it's happening here (Local Impact).

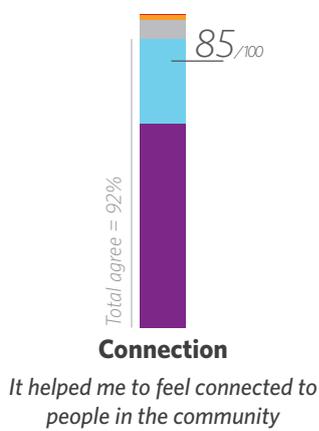
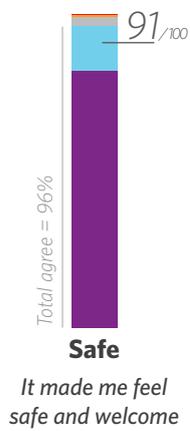
The remaining statements also received a high rate of agreement, with the majority of attendees agreeing that the event engaged people from different backgrounds (Diversity), reflected a broad and inclusive range of voices (Content) and helped them to feel connected to people in the community (Connection).

The average scores show that respondents were positive in their response, with all dimensions receiving an average score of 85/100 or more.

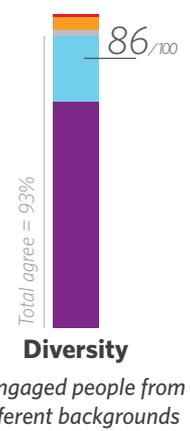
*I only wish the sense of belonging and the smiles the PrideFEST brought to the diverse range of individuals and helped them unite, was part of our everyday. A smile costs nothing. I left feeling up lifted. Congrats to all the hard workers and organisers that make this a reality locally. Diversity is beautiful.*

- PrideFEST 2023 Survey Respondent

SOCIAL OUTCOMES

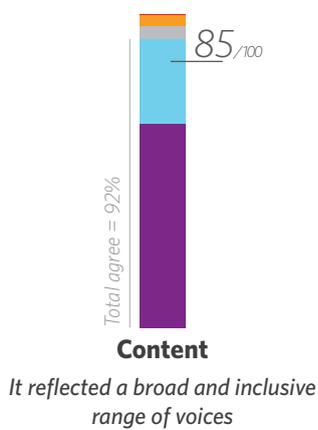


ECONOMIC OUTCOMES

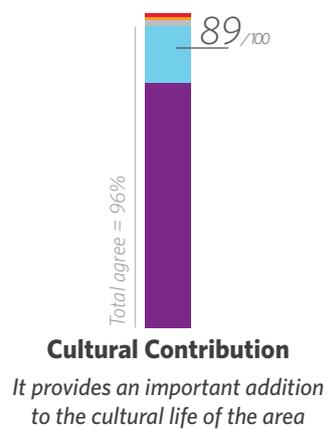
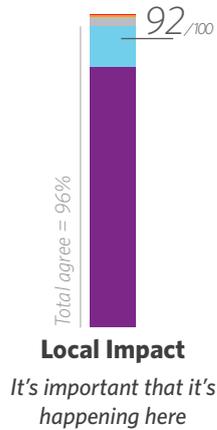


● Strongly Agree   
 ● Agree   
 ● Neutral   
 ● Disagree   
 ● Strongly Disagree   
 — Average

CULTURAL OUTCOMES



QUALITY METRICS



*It was brilliant. Everyone has made their efforts to support this communities. I came from a quite conservative country and I'm moved by the fact the fact that minorities are being seen and well respected, supported.*

- PrideFEST 2023 Survey Respondent

## 2023 Event Comparison

Outcomes for the Festival's hallmark events - *PrideFEST Fairday* and the *PrideFEST Parade and Party* - have been compared to give context to each event's results.

Event level insights show that strong results were achieved by both events, with the majority of attendees at Fairday and the Parade agreeing enthusiastically with the dimension statements.

Overall, responses trended similarly but the outcomes from the Parade were slightly stronger across all areas. The biggest difference was seen in response to the 'Connection' statement, with Parade attendees much more likely to agree that the event made them feel more connected to people in the community, when compared to those who responded to the survey based on their experience at Fairday (+6/100).



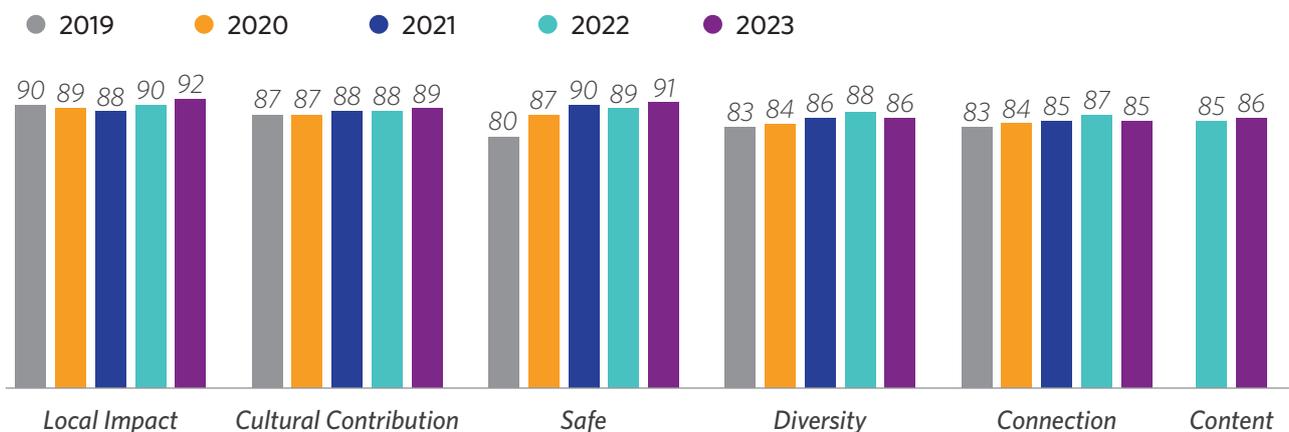
*Beautiful to be surrounded by so many queer people. Felt so welcoming and safe, lots of families having a great day.*

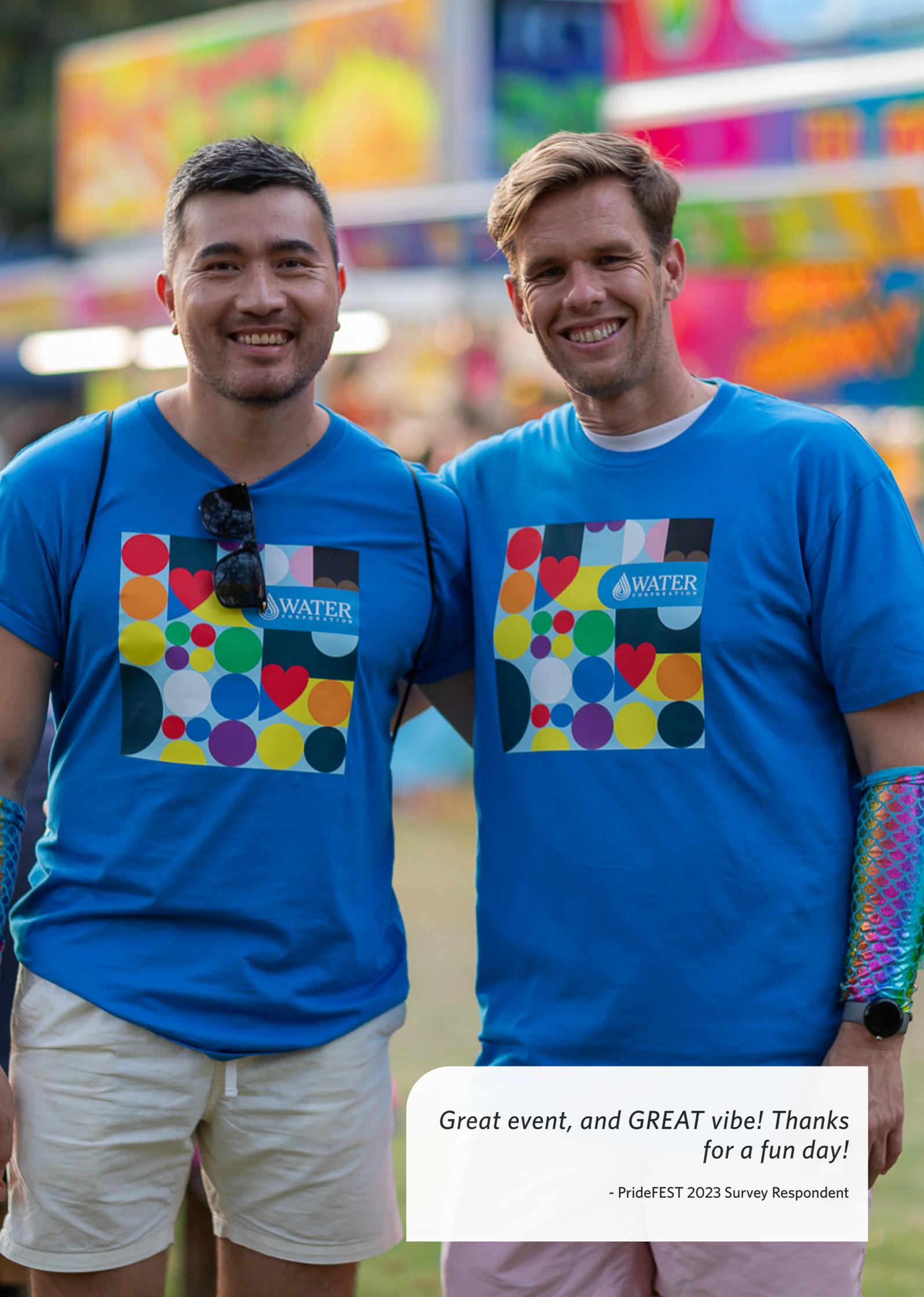
- PrideFEST 2023 Survey Respondent

## Year on Year Comparison

Five dimensions within the evaluation framework have been measured as part of annual PrideFEST evaluations since 2019. The following chart shows the average score measured for each metric across the five years of evaluation.

Average scores for three of five of the dimensions were strongest in 2023, demonstrating PrideFEST's success in meeting these objectives this year. In 2023, attendees were most likely to agree that it's important the event is happening here (Local Impact), that the event provides an important contribution to the local area (Cultural Contribution) and that it made them feel safe and welcome (Safe). The scores for the remaining dimensions remained relatively stable when compared year on year.





*Great event, and GREAT vibe! Thanks  
for a fun day!*

- PrideFEST 2023 Survey Respondent

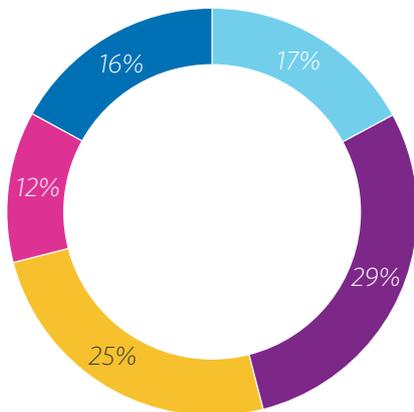
# Comments Analysis

Respondents were asked to provide freetext comments regarding their experience of PrideFEST. Questions about specific areas of interest were asked throughout the survey, but this generic freetext question served as an easily accessible area for general comments or ideas that were 'top of mind' for respondents.

Feedback was analysed and grouped into five broad topics based on the content of responses. A summary of these topics is presented here. Each topic seeks to be representative of a percentage of all comments.

## THEMATIC ANALYSIS

*Percentage of freetext comments relating to a specific topic or theme*



- Great event and experience
- Event delivery feedback
- Community pride and love
- Amazing fun
- Good food, nice day, great weather

For example, 17% of the remarks praised the overall event and related to the positive experiences of the respondents. Around 12% of the feedback highlighted the fun and enjoyable aspects of PrideFEST. 16% of the comments positively remarked on various delivery aspects of each PrideFEST event, such as food, the atmosphere, and the weather. These comments particularly related to the Fairday event.

Furthermore, 25% of the responses touched on the social and cultural outcomes of the events, with many respondents reflecting on the sense of community pride and affection and atmosphere felt in the event locations. 29% of the feedback offered constructive suggestions on aspects of event delivery. This constructive feedback ranged from ways to enhance the experience for parade participants in 2024, to suggestions to improve marketing effectiveness of the Pool Day event. Suggestions also included ideas for expanding food options at Fairday and potential growth and activation opportunities for the Northbridge Plaza area.

All feedback collected has been forwarded to Pride WA to inform and enhance the planning for 2024.



*Fairday was excellent and the engagement of so many government and non government agencies is also as important as our own community groups.*

- PrideFEST 2023 Survey Respondent

Benchmarks give context to organisers so that they can understand the unique impact they deliver through their events and the outcomes that distinguish them from other offerings. City of Perth benchmarks are available for four of the dimensions measured in PrideFEST 2023 surveys.

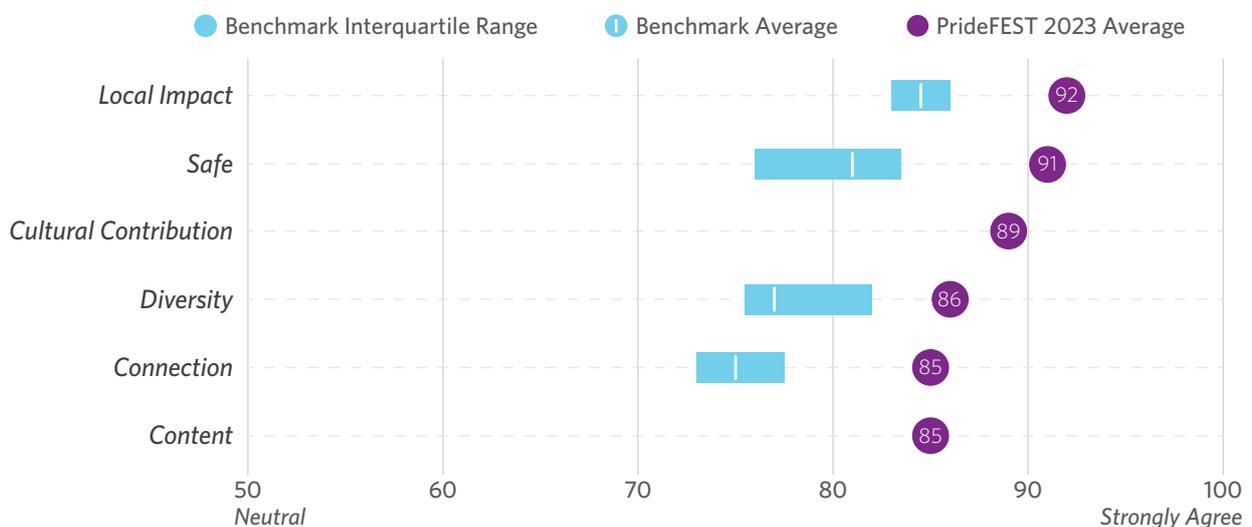
The benchmark analysis compares the results from PrideFEST against the results received across the last City of Perth event season. The benchmark results are based on 13 community events hosted within the City, that were evaluated by Culture Counts in the 2022/23 event season.

Results that sit within the range are be considered a 'benchmark' result, with anything above the range considered to be exceptional. All six comparable dimension averages sit above the City of Perth benchmark range, which is an outstanding result for PrideFEST 2023. This shows that attendees at

PrideFEST felt these outcomes more strongly than those that attended other events in the City over the same annual period. The results demonstrate the significant impact PrideFEST has on the people of Perth and its ability to facilitate programs that create safety and connection for people from all different backgrounds within the community.

### BENCHMARKING

Aggregated average outcome value overlayed on the interquartile range of average results from other City of Perth events (FY 2022-23)



# 5.0

## Pride WA and the Local Community

Respondents were asked about their impressions of the role that PrideFEST plays in the LGBTQIA+ community, in addition to questions about opportunities for PrideFEST to grow and serve the community better.

Almost all respondents (97%) agreed that PrideFEST plays a significant role in promoting diversity, equality and inclusion in my community, demonstrating the organisations success in realising their key objective.

When asked about the outcomes that might be associated with a larger PrideFEST in the future, 85% of respondents think a larger PrideFEST could lead to improved safety for LGBTQIA+ people and 79% of respondents felt a larger PrideFEST would improve the vibrancy of the Perth CBD. Less than 1% of respondents selected 'none of the above', indicating enthusiasm for a larger PrideFEST format in the future.

As PrideFEST hopes to attract more people from intrastate, interstate and overseas in the future, organisers were interested to know whether attendees would recommend the event to family and friends living elsewhere. Respondents indicated that they would spread the word to friends and family living in regional WA (80%), elsewhere in Australia (59%), elsewhere in the world (29%) and specifically, South-East Asia (22%) which is a key tourism target for the event. This feedback is encouraging as it shows that word of mouth promotion may help to increase tourist attendance at future PrideFEST events.

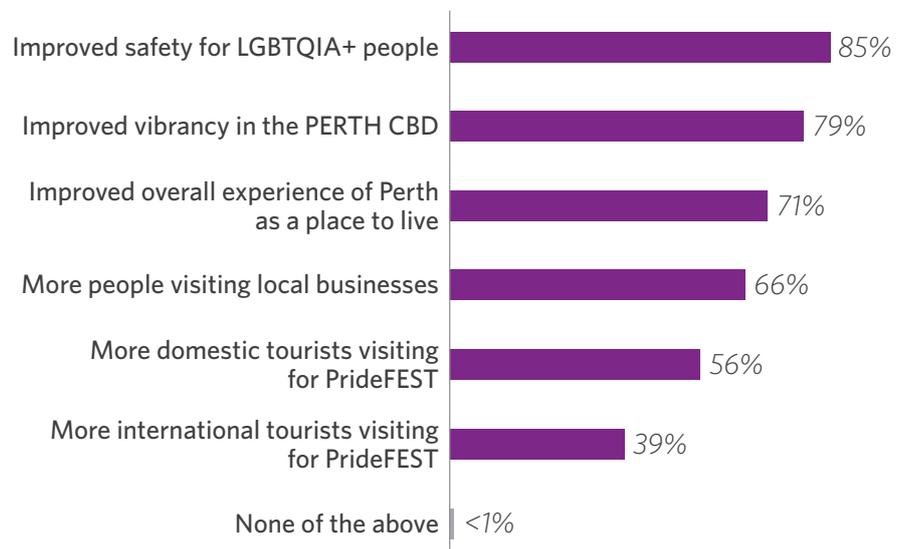
### ROLE IN THE COMMUNITY

*PrideFEST plays a significant role in promoting diversity, equality and inclusion in my community*



### LARGER PRIDEFEST

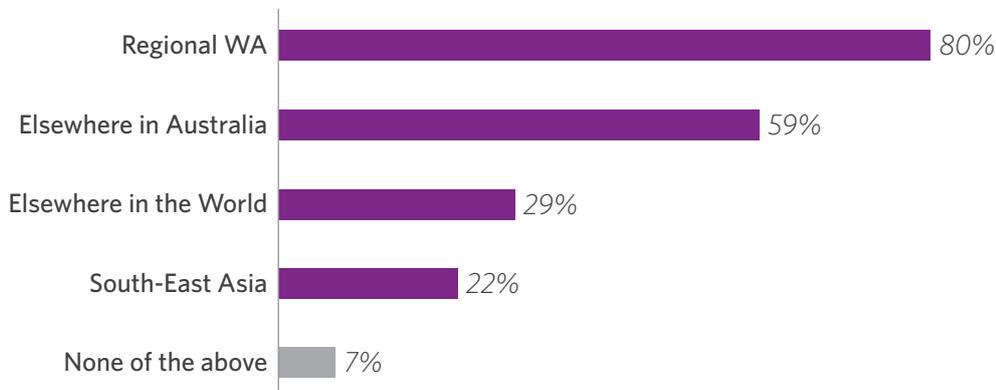
*Do you think a larger PrideFEST could lead to any of the following?*





## RECOMMENDATION AREAS

Would you recommend PrideFEST to friends of family living in any of the following areas?



*Thank you, for everything you do now and what you have done in the past. I was walking around with my lesbian daughter today & I was incredibly emotional as she can be her incredible true self. This wasn't always the case for many of my gay friends, when I was her age.*

- PrideFEST 2023 Survey Respondent



*Event had a welcoming vibe and I was happy to see a broad range of information available, particularly mental health support. Great event, well planned, thank you goes to the organising committee!*

- PrideFEST 2023 Survey Respondent

# 6.0

## LGBTQIA+ Experiences

In recent years, PrideFEST and Culture Counts have conducted additional research that helps the organisation to better understand the local LGBTQIA+ community, so that they can use this information to advocate for and better support them in the future.

In this section of the survey, all respondents are asked about typical experience related to LGBTQIA+ peoples and which of these they had experienced. The list of experiences was developed and sourced from various research, including that conducted by the Australian Human Rights Commission, BeyondBlue and the Lord Mayors Charitable Foundation. Responses are shown for LGBTQIA+ identifying people, and those that don't identify as LGBTQIA+.

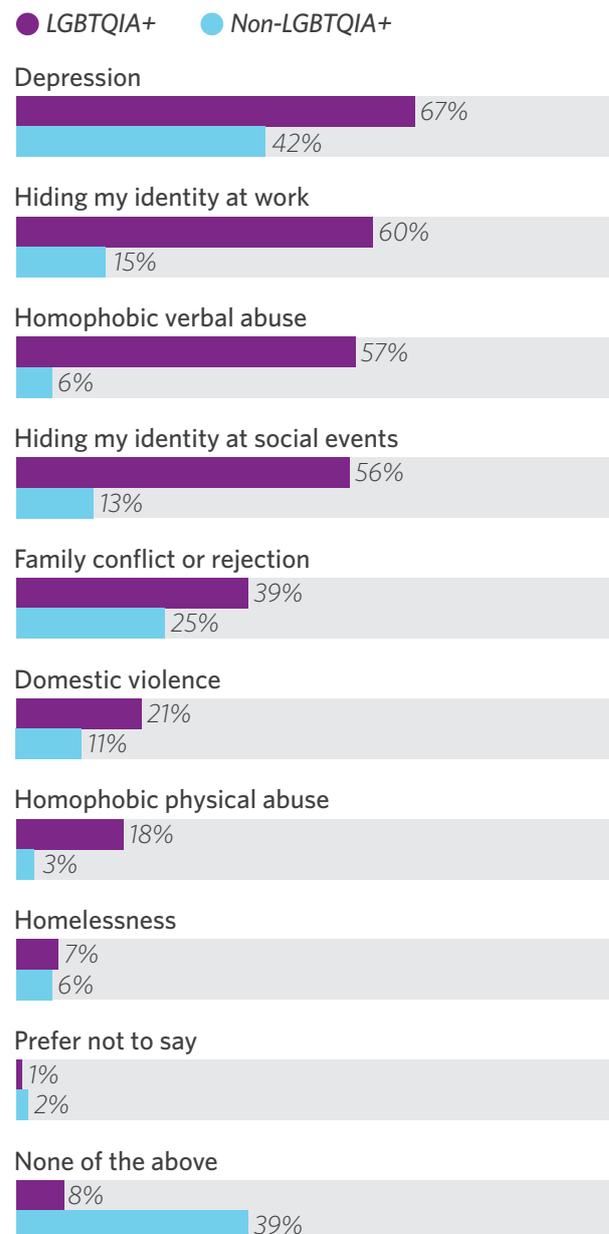
When asked about their past experiences, LGBTQIA+ respondents were always more likely to have experienced any of the listed hardships. Two-thirds (67%) of LGBTQIA+ survey respondents indicated that they had experienced depression in the past, a much higher rate than indicated by non-LGBTQIA+ respondents (42%). A large proportion of respondents also indicated that they had felt the need to hide their identity at work (60%), that they had experienced homophobic verbal abuse (57%) or have felt the need to hide their identity at social events (56%).

Only 8% of LGBTQIA+ respondents indicated they had not experienced any of the hardships listed before, compared to 39% of non-LGBTQIA+ respondents.

While it is generally understood that those in the LGBTQIA+ community are more likely to experience these kinds of struggles, these numbers highlight the stark difference of their experiences compared to those that are non LGBTQIA+. These insights attest to the importance of the work that PrideWA is doing in presenting PrideFEST events, bringing the community together and helping them to feel safe, seen and proud.

### EXPERIENCE OF LGBTQIA+ RESPONDENTS

*Have you experienced any of the following before?*



# 7.0

## Partnerships and Funding

### Business Engagement

PrideFEST, extending over several weeks, significantly involves local businesses throughout Perth in its program. Pride WA hosts a array of events and activities within the PrideFEST program, alongside managing its own as the *Opening Gala, Drag Brunch, Pink Pool Party, Fair Day, and the PrideFEST Parade and Party*. Beyond these events, the broader PrideFEST program embraces events independently organised and delivered by local community groups and businesses, thereby expanding the ways in which businesses and venues and benefit from the increased activity and vibrancy related to the festival.

The festival's entire program contained 74 events delivered across 51 venues - with 67 of those events being part of the wider PrideFEST program. While the City of Perth hosted the majority of these events and activities, events were also delivered in other local government areas the Town of Victoria Park, City of Vincent, City of Stirling, City of Cockburn, City of Fremantle, City of Bayswater, City of South Perth, as well as the Shire of Augusta Margaret River and City of Bunbury. This wide-ranging engagement underscores PrideFEST's role in fostering community inclusivity and economic vitality across various regions.

This highlights how PrideFEST's program of activities not only enriches the cultural landscape of Western Australia, but also acts as a catalyst for economic activity, benefiting local businesses across a diverse array of communities.

51

Number of Venues

67

Number of Satellite Events

10,940

Estimated Satellite Event Attendance

Engagement across

10

Local Government Areas

\$51.43

Average Spend per Event

ADDITIONALITY:

80%

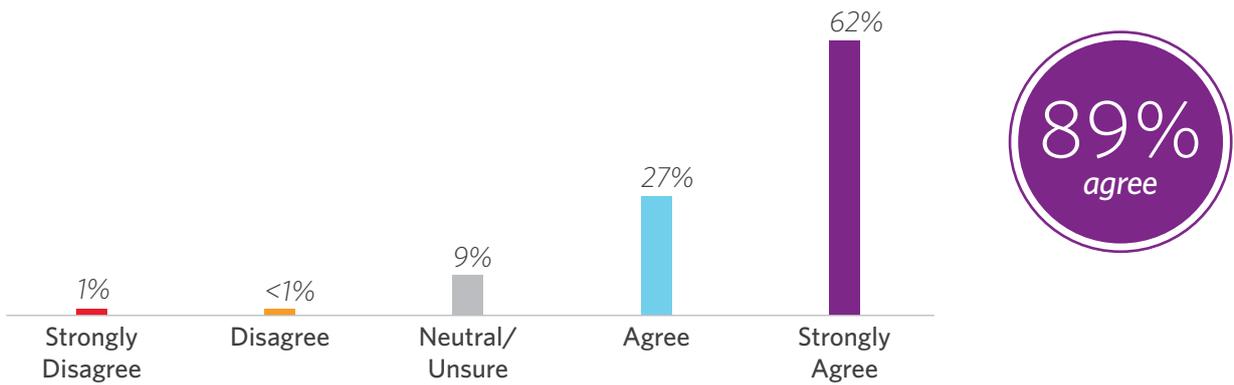
Of spend would not have occurred without PrideFEST

# Government and Corporate Support

Survey respondents were asked if they thought that the WA government and/or corporate sectors should increase their financial support for the LGBTQIA+ community through Pride WA. Most survey respondents (89% and 86% respectively) agreed that financial support should increase in both categories, with a smaller proportion of attendees indicating that they were neutral or unsure. 2% or less of the respondents disagreed with each statement.

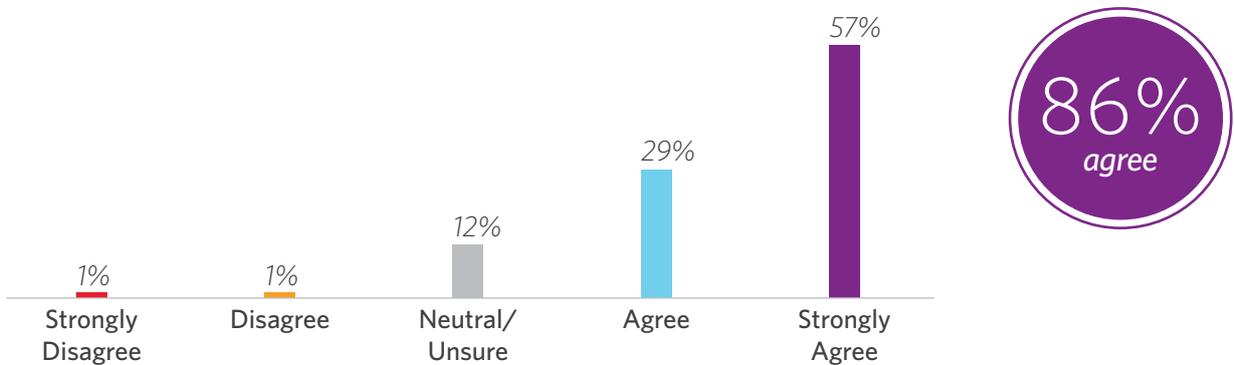
## INCREASE FUNDING FROM GOVERNMENT

*Do you think the WA Government should increase its financial support for the LGBTQIA+ community through Pride WA?*



## INCREASE FUNDING FROM CORPORATE SECTOR

*Do you think the WA corporate sector should increase its financial support for the LGBTQIA+ community through Pride WA?*



*I'm closeted. I feel welcomed and supported. Great to see so many people of all shape and sizes, of every age and background coming together. I enjoyed the event very much.*

- PrideFEST 2023 Survey Respondent



# 8.0

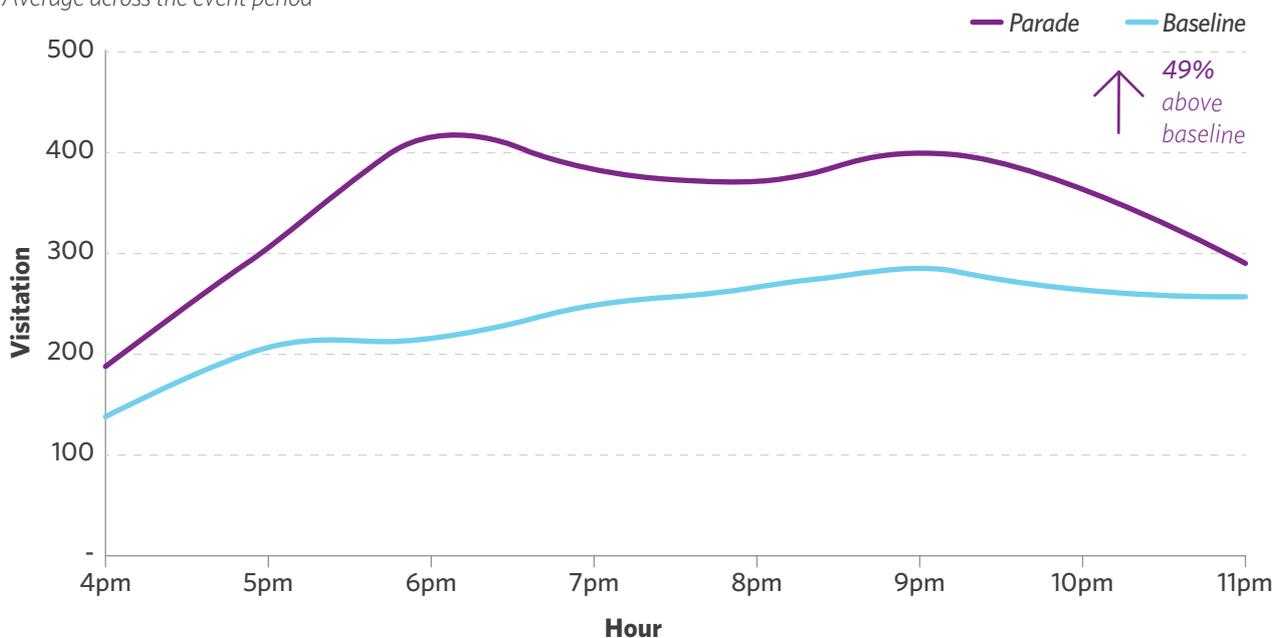
## PrideFEST Parade and Party Attendance

PrideFEST 2023 witnessed the second year that the headline PrideFEST Parade and Party returned to the streets of Northbridge. The 2023 event featured an attendance of approximately 31,500 people, as measured by Culture Counts. Compared to baseline visitation to the Northbridge area, the 2023 event represented a 49% increase in the typical Saturday night visitation to Northbridge, compared to the weekend before and after the event.

Compared to the 2022 event, the 2023 event saw much higher levels of visitation-above-baseline expectations through the entire period of the parade, which did not officially start until 8pm. This increase can be noted in the modified event route that prioritises access to the parade route for marchers, and also continues to utilise Northbridge Plaza as a central hub location throughout the parade.

### VISITATION BY HOUR

Average across the event period





*Our first queer family fair. We all had so much fun (kids 2 & 3). I had to drag my daughter away from the stage she danced her heart out!*

- PrideFEST 2023 Survey Respondent

# 9.0

## Economic Impact Assessment

Attendance figures have been split into the three additionality categories, drawing on the ratios found in the survey data. The figures below show total expenditure for each pillar attendance event of PrideFEST, including the *PrideFEST Fairday, the Parade and Party*, other select events delivered by PrideWA (*Pink Pool Party, Gala Launch, Drag Brunch*). Satellite events not delivered by PrideWA, but still included within the PrideFEST program are excluded from this analysis. PrideFEST 2023 saw an attendance of 76,659 across PrideFEST programmed events. Attendee surveys included several questions regarding spending at the event and in the local area, spend on accommodation, trip spend, and what they would have done if they had not attended the event.

This section of the report outlines the steps made to estimate the direct economic impact of PrideFEST and the flow-on impact of this expenditure.

### Audience Expenditure

A key step in estimating overall economic impact is to assess the proportion of expenditure made by attendees that would not have been spent in the area had the event not occurred. Survey respondents were asked what they would have done if they hadn't attended the PrideFEST event, this response is used to calculate additionality.

Respondents were also asked to estimate how much they had spent at the event and in the local area due to their visit at a PrideFEST event. This data has been used to calculate the average spend for each type of visitor.

Attendance figures have been split into the three additionality categories, drawing on the ratios found in the survey data. The figures below show total expenditure for attendees of the *PrideFEST Fairday, the Parade and Party*, other programmed events.

#### Audience Expenditure Summary

	FAIRDAY	PARADE AND PARTY	OTHER EVENTS	TOTAL
Average spending	\$43.98	\$59.07	\$55.68	<b>\$51.58</b>
Additionality adjustment	71%	89%	76%	<b>80%</b>
Attendance	37,000	31,509	10,940	<b>79,449</b>
Direct Audience Expenditure Impact	\$1,159,565	\$1,654,458	\$460,105	<b>\$3,274,128</b>

## Accommodation & Trip Expenditure Summary

Respondents were also asked if they were staying overnight as a result of their visit to PrideFEST, and if so, how much they were spending on accommodation per night, per person. The value of total accommodation spend has been calculated based on the share of staying visitors, the average per night spend and the length of stay.

Attendees that identified as living intrastate, interstate or overseas, were asked additional questions about their spending and reasons for visiting. This data is used to determine the economic impact of the event on tourism related spending. To avoid double counting, accommodation and trip spend is only calculated by unique attendees, by averaging the number of events attended, based on survey responses.

Unique visitors	41,533
Percentage of staying visitors	13%
Average nights stayed in the local area	1.48
Total nights stayed in the local area	8,658
Average Accommodation Spend per night	\$143.08
Average Trip Spend per night	\$41.03
Additionality adjustment	77%
<b>Direct Accommodation &amp; Trip Impact</b>	<b>\$1,228,729</b>

## Direct Impact Summary

Combining audience event and accommodation expenditure, and organisation expenditure contributed by Pride WA, the direct economic impact of PrideFEST was estimated to be almost \$5 million – 16% higher than the previous year.

↑ \$2.6M Above 2019

↑ \$786K Above 2022

### DIRECT ECONOMIC IMPACT

Audience spending	\$4,502,857
Event spending	\$3,274,128
Accommodation spending	\$954,908
Trip spending	\$273,821
Organisation spending <sup>1</sup>	\$595,046
<b>Total Direct Impact</b>	<b>\$5,097,903</b>

<sup>1</sup> Organisation expenditure has been provided by Pride WA.

## Multiplied Total Expenditure and FTE Jobs Created

The total expenditure as a direct result of PrideFEST 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.

For the purpose of this analysis, output multipliers derived from industry-specific ABS Input-Output Tables 2020-21 have been applied to total direct expenditure<sup>2</sup>.

These tables are used to determine the number of full time equivalent jobs created by new money being spent in the economy, along with the flow on effects of that spending on downstream economic activity (i.e. multiplied impact).

The following table presents a summary of the direct economic impact of PrideFEST 2023, alongside the number of Full Time Equivalent jobs created by this direct spending and its multiplied impact throughout the economy.

	DIRECT IMPACT	DIRECT FTE	MULTIPLIED IMPACT
Audience Spending	\$4,502,857	30.5	\$13,463,510
<i>Event Impact</i>	<i>\$3,274,128</i>	<i>24.3</i>	<i>\$9,953,349</i>
<i>Accommodation Impact</i>	<i>\$954,908</i>	<i>4.2</i>	<i>\$2,702,390</i>
<i>Trip Impact</i>	<i>\$273,821</i>	<i>2.0</i>	<i>\$807,772</i>
Organisation spending	\$595,046	4.4	\$1,636,377
<b>Multiplied Total Impact</b>	<b>\$5,097,903</b>	<b>34.9</b>	<b>\$15,099,886</b>

<sup>2</sup> Event expenditure scaled by an output multiplier of 3.04, the national Food and Beverage multiplier.  
Accommodation expenditure scaled by an output multiplier of 2.83, the national Accommodation multiplier.  
Trip expenditure scaled by an output multiplier of 2.95, representing an average of national Retail and, Food and Beverage multipliers (2.85 and 3.04 respectively).  
Organisation expenditure scaled by an output multiplier of 2.75, representing the national Heritage, Creative and Performing Arts Output Multiplier.

