BENEFITS

$1 → $3.20

For every dollar spent on live performance **$3.20** is returned in benefits to the wider community.

TOTAL VALUE

$17.3 BILLION

This report values the economic and social contributions of live performance to Aotearoa in the twelve months ending June 30, 2024 at **$17.3 billion.**

GDP

1.4% GDP

Live performance motivated expenditure contributes **1.4%** to Gross Domestic Product (GDP).

JOBS

60,500

Live performance supports the creation of **60,500** full-time equivalent roles across Aotearoa.

ATTENDANCE

2.3M

2.3 million people over the age of fifteen attended live performances in Aotearoa between July 2023 and June 2024. On average audiences attended **4.9** live performances each.

VOLUNTEERING

$1.2B

Volunteers contribute **$1.2 billion** worth of skills and professional expertise to support the live performance sector.

MOTIVATIONS

ENJOYMENT
CONNECTION
INSPIRED

Audiences are motivated to attend live performance for enjoyment, social connection and to be inspired.

WELLBEING

IMMEDIATE & LASTING BOOST

Attending live performances provides an immediate boost to life satisfaction and contributes to a lasting improvement in overall wellbeing.

MAIN BARRRIER

Cost is the main barrier to people attending more live performances.

OTHER BARRIERS

DISABILITIES ↓ 32.4%

Disabled people are **32.4%** less likely to report attending live performances than non-disabled people.

AGE ↓ 1.0%

As people age, their likelihood of attending decreases by approximately **1.0%** each year.

LOCATION ↓ 9.7%

People in regional locations are **9.7%** less likely to attend live performances than those in urban centres.