

**A**

**ADELAIDE FESTIVAL**

**F**



## Key 2022 Figures

**71 shows & events**

**823 performances**

**9 world premieres**

**6 Australian premieres**

**17 Adelaide exclusives**

**863 artists from**

**22 countries**

**228,737 attendees**

**76,259 tickets issued**

Photo: *common ground[s]* danced by Germaine Acogny & Malou Airaud

## About Adelaide Festival

For 62 years, audiences have delighted in an outstanding mix of internationally acclaimed theatre productions, an eclectic array of world-class musicians, breathtaking dance pieces, renowned writers and striking visual arts displays. Enjoyed amid warm March days and starry nights, Adelaide Festival's celebration of creative excellence makes for an event of truly epic proportions.

The 2022 Adelaide Festival curated by Artistic Directors Rachel Healy and Neil Armfield saw an energising and inspiring 17 day event unfold. Despite continuing challenges, the Adelaide Festival surpassed its box office target achieving a total box office income in excess of \$5 million. The 2022 Adelaide Festival offered 71 events in theatre, music, opera, dance, film, writing and visual arts – along with its festivals-within-the-Festival: Adelaide Writers' Week, Chamber Landscapes at UKARIA and WOMAdelaide.

Adelaide Festival commissions and champions Australia's most innovative new work along with presenting the world's greatest artists and performing arts creators. Past Festivals have welcomed artists including Natalia Osipova, Miriam Margolyes, David Gulpilil, Isabella Rossellini, Barrie Kosky, Akram Khan, Lloyd Newson, Ningali Lawford, Romeo Castellucci, Mahler Chamber Orchestra, Salman Rushdie, Laurie Anderson, Grace Jones, Phillip Glass, William Yang, Pina Bausch Wuppertal Tanztheater, Yehudi Menuhin, Nina Simone, Malcolm McLaren, John Zorn, Margaret Atwood, Bangarra Dance Theatre, Ivo van Hove, Mick Jagger and Cecile McLorin Salvant.

**We acknowledge the Kurna People of the Adelaide Plains and the Peramangk People of the Adelaide Hills, the Traditional owners of the lands upon which our Festival take place, and we pay our respects to Elders past and present.**

## Audience Demographics

- 45% are aged 40-64 years, 45% are over 65 years and 9% are under 39 years
- 86% are tertiary educated
- 34% earn \$80-\$160k+
- 52% of ticket buyers are employed in professional / executive / white collar jobs, 35% are retired
- 24% of ticket buyers came from interstate
- 98% think that Adelaide Festival is culturally and economically important to South Australia, with 97% satisfied with their Adelaide Festival experience

Source:  
2022 Adelaide Festival Audience Survey and ticketing data



**"Larger-than-life spectacle"**

*The Australian*



**OPENING WEEKEND / AUSTRALIA & SCOTLAND**

Free Community Event

# MACRO

Gravity & Other Myths, Djuki Mala, Aurora  
Village Green, Adelaide Oval | 7,522 attendance



**MUSIC / AUSTRALIA**

# ICEHOUSE

Great Southern Land 2022

Village Green, Adelaide Oval | 5,816 attendance

**"Audience members were treated  
to hit after hit."**

*InDaily*





OPERA / FRANCE & AUSTRALIA

# The Golden Cockerel

By Nikolai Rimsky-Korsakov

Conducted by Arvo Volmer

Directed by Barrie Kosky

Festival Theatre | 5,409 attendance

39% interstate ticket buyers

AUSTRALIAN PREMIERE / EXCLUSIVE

"Everything about this *Golden Cockerel* was outstanding." *Bachtrack*



FREE EVENT / AUSTRALIA

# Skywhales: Every heart sings

Patricia Piccinini

Elder Park | 3,300 attendance



## AF22 ticket sales and attendance

**Total audience of more than 228,000**

across all Adelaide Festival events  
(including WOMADelaide)

**76,259 tickets issued**

24% of these to interstate audiences

**Exceeded box office target**

generating more than \$5 million

**Youth & Education program**

2,588 tickets sold to 41 schools

**Gross expenditure of \$44.7 million  
for South Australia**

**11,728 visitors to South Australia  
spending an average of \$3,168 per  
group and 103,335 visitor nights**

(Source: 2022 Sales Report.)



**"This is a stunning production"**

*Dance Australia*



DANCE / GERMANY, SENEGAL & UNITED KINGDOM

# The Rite of Spring

Pina Bausch / Germaine Acogny & Malou Airaudo / Pina Bausch

Foundation / École des Sables / Sadler's Wells

Her Majesty's Theatre | 3,159 attendance

38% interstate ticket buyers

AUSTRALIAN EXCLUSIVE

THEATRE / AUSTRALIA

# The Picture of Dorian Gray

Starring Eryn Jean Norvill

Directed by Kip Williams

Sydney Theatre Company

Her Majesty's Theatre

8,648 attendance



**"Sheer Brilliance...**

**A grand theatrical experience."**

*The Advertiser*



# Festival Talks and Forums

16 Breakfast with Papers events, 9 Festival Forum events  
**2,600 total attendance across 25 events**



# Contemporary Music

**8,971 total attendance** across 24 music events by Australian artists







# Adelaide Writers' Week

Free Event  
Pioneer Women's Memorial Garden  
Plastic Free Champion in 2022



## Director Jo Dyer's fourth Adelaide Writers' Week included:

108 free sessions

180 writers from Australia and around the world: 119 in-person and 25 virtually

Live streaming into a record 111 libraries, schools, retirement villages and nursing homes

The livestreamed *Curated Dozen* made 13 sessions available to access from home

The ever-popular Kids' Day, and Middle Grade and Young Adult Readers' Day





## Advertising

**70,000 Adelaide Festival booking guides** distributed across Adelaide, Sydney and Melbourne

**30,000 Adelaide Writers' Week programs** distributed across Adelaide

**Press** *The Advertiser / Sunday Mail, The Australian, The Age, Sydney Morning Herald, Limelight Magazine, SA Life, City Mag, Dance Australia*

**Television** Channel 9 (Adelaide) and SBS (SA, NSW, VIC) plus various BVOD platforms, cinema advertising

**Online** Extensive paid social media campaign, programmatic advertising through Xaxis and SEM

**Outdoor** full tram wrap, bus shelters, street banners and city flags, large scale digital outdoor

**Value of Advertising campaign: \$1,194,446**



## Publicity

**4,288 media hits** generated across print, radio, TV and online

**Features in major national publications** including *The Australian, The Guardian, Australian Financial Review, The Age, Sydney Morning Herald, The Saturday Paper, Limelight, Time Out, Qantas Magazine*

Media coverage reached a cumulative **audience of more than 116 million** and had an advertising space value of more than **AUD \$36 million**



## Digital and Social Media

**1.4 million** page views of the Adelaide Festival website over sale period 7 Sep 2021 – 20 Mar 2022

**1.6 million users** reached across Facebook, Instagram, Twitter and LinkedIn, with over 1.3 million users (over 82%) reached organically

**Average 11.1% engagement rate** on Facebook and Instagram during sale period (industry average 0.13%)

**60,000** subscribers to email lists

**815** Festival Friends members



INSTALLATION / AUSTRALIA

# Cupid's Koi Garden

Free Event | Studio Eness  
Mount Barker | 9,964 attendance



## Education and Inclusion

Education through art and inclusive practices are central to the Adelaide Festival ethos.

Designed to introduce children and young people to the arts, the 2022 Adelaide Festival schools program saw a total 2,588 students attend events and performances, from 41 local schools.

Over 400 students benefited from free transport to the Festival thanks to our Festival Connect program. More than 2000 \$5 tickets were made available through the Tix for Next to Nix program and the Pay What you Can initiative, giving those at an economic disadvantage the opportunity to access Adelaide Festival's flagship productions.

The Adelaide Festival is also dedicated to ensuring events are accessible to everyone through an access program that includes Auslan interpreted and audio described performances. All access initiatives are detailed in the Adelaide Festival's Access Guide each year.





TALKS, PERFORMANCE / AUSTRALIA

# Climate Crisis and the Arts

Free Event  
Pioneer Women's Memorial Garden

"A collective call to arms."

Limelight

## Sustainability and Government alignment

Adelaide Festival is the first major arts festival in Australia to be certified carbon neutral.

We are committed to reducing its impact on the environment while promoting the importance of sustainability through the works programmed each year.

Adelaide Festival is a Carbon Neutral Adelaide Ambassador and committed to the community's shared aspiration to make the City of Adelaide one of the world's first carbon neutral cities.

In conjunction, Adelaide Festival aligns directly with both local and state government, and has direct ties with dignitaries of the highest level within these offices.

In 2022 Adelaide Festival worked with Plastic Free SA and Boomerang Alliance to make Adelaide Writers' Week a Plastic Free Champion.







# First Nations Programming

Adelaide Festival recognises that First Nations cultures connect us to over 75,000 years of living culture and knowledge. The Festival is committed to programming events that reflect these cultures and their contemporary expression.

In 2022, programming included Bangarra Dance Theatre, Djuki Mala dancers as part of MACRO, special commissions and performances from musicians/composers Deborah Cheetham and William Barton, Emily Wurramurra supporting ICEHOUSE, Isaiah Firebrace at the Summerhouse and speakers at Adelaide Writers' Week and Climate Crisis and the Arts.

The Adelaide Festival acknowledges it meets and performs on Kaurna, Peramangk and Ngarrindjeri land.



**"Wudjang is Bangarra's most ambitious work to date, epic in scale, deeply harrowing but ultimately joyous, charged with a belief in a better future."**

*InDaily*

DANCE / AUSTRALIA

# Wudjang: Not the Past

Bangarra Dance Theatre  
Festival Theatre | 6,808 attendance





“Every major capital city in Australia has its own arts festival, but ask those who work in the industry and most will tell you the same thing: Adelaide Festival is the big one.

Basically, it’s where to go if you want to binge on cutting-edge, high-profile, large-scale international art.”

*Time Out Melbourne*

“The Australian festival with truly classy programming, worthy of an international designation, is Adelaide’s.”

*The Australian*





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**3 - 19 Mar 2023 | 1 - 17 Mar 2024 | 28 Feb - 16 Mar 2025 | [adelaidefestival.com.au](https://adelaidefestival.com.au)**