



ESSENTIAL ECONOMICS

Victorian Association of Performing Arts Centres (VAPAC)

Economic Benefits Assessment

FINAL

Prepared for

VAPAC

by

Essential Economics Pty Ltd

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Every effort has been made to ensure the accuracy of the material and the integrity of the analysis presented in this report. However, Essential Economics Pty Ltd accepts no liability for any actions taken on the basis of report contents.

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INTRODUCTION

Background

The Victorian Association of Performing Arts Centres (VAPAC) has engaged Essential Economics Pty Ltd to undertake an assessment of the economic value of VAPAC's 63 member venues across Victoria and Tasmania. The analysis aims to highlight the return on investment to local councils and state governments from their annual financial contributions to the venues, as well as highlighting non-quantifiable benefits (from a financial perspective) relating to enhanced community and social outcomes.

Objective

The objective of this study is:

To identify and quantify regional and state economic benefits of VAPAC's venues and associated activities, regarding social and community benefits which will assist the organisation in terms of future advocacy with state and local governments.

This Report

This report contains the following chapters:

- 1 **VAPAC Overview** – which describes VAPAC's role and function, membership base, and the range of activities undertaken across member venues
- 2 **Economic Benefit Analysis** – which assesses investment (subsidy), employment (direct and multiplier), output and value-added (direct and multiplier), local and state spending impacts, value of volunteerism, and return on investment.
- 3 **Social and Community Benefits** – which describes relationship building, cultural, participation, cultural access, volunteerism and better health outcomes.
- 4 **Key Findings** – provides a summary of the main findings of the study.

1 VAPAC OVERVIEW

1.1 Role and Function

The Victorian Association of Performing Arts Centres (VAPAC) is an active network of professionally managed venues, volunteer presenters and industry experts.

VAPAC's mission is as follows:

“VAPAC will promote, support and foster a network of performing arts centres, will promote and strengthen partnerships with key stakeholders and will provide leadership in the development of the arts industry's best practice in performing arts programming, presentation, venue management and community cultural development”.

Source: <http://vapak.org.au/about-us>

VAPAC'S activities include leadership and advocacy for its members, strategic planning, audience development, training facilitation and co-ordination with national organisations such as the Australian Performing Arts Centres' Association.

1.2 Membership

In 2015, VAPAC comprised 63 member venues (full, associate and reciprocal members) across Victoria and Tasmania. Member venues are shown in Table 1.1 and locations Figure 1.1.

Figure 1.1: VAPAC Member Venues, 2015

Full Members	City	State			
Gasworks Arts Park	Albert Park	Vic	The National Theatre	St Kilda	Vic
Altona Theatre	Altona	Vic	Swan Hill Performing Arts Centre	Swan Hill	Vic
Williamstown Town Hall	Altona	Vic	Burrinja Cultural Centre	Upwey	Vic
Mechanics Institute	Altona	Vic	Wangaratta Performing Arts Centre	Wangaratta	Vic
Ararat Performing Arts Centre	Ararat	Vic	Upper Yarra Arts Centre	Warburton	Vic
Her Majesty's Theatre	Ballarat	Vic	MEMO	Healesville	Vic
Knox Community Arts Centre	Bayswater	Vic	West Gippsland Arts Centre	Warragul	Vic
Benalla Performing Arts & Convention Centre	Benalla	Vic	Lighthouse Theatre	Warrnambool	Vic
Capital Events and Venues	Bendigo	Vic	Wyndham Cultural Centre	Werribee	Vic
Plenty Ranges Arts & Convention Centre	South Morang	Vic	Wonthaggi Union Community Arts Centre	Wonthaggi	Vic
Theatre Royal	Camperdown	Vic	Hothouse Theatre	Wodonga	Vic
Colac Otway Performing Arts Centre	Colac	Vic	The Forge Arts Hub & Theatre	Bairnsdale	Vic
Drum Theatre	Dandenong	Vic	The Cube	Wodonga	vic
Doncaster Playhouse	Doncaster	Vic	Melbourne Recital Centre	Southbank	Vic
The Paramount Arts Centre	Echuca	Vic	Darebin Arts & Entertainment Centre	Preston	Vic
Frankston Arts Centre	Frankston	Vic	Northcote Town Hall	Preston	Vic
Courthouse Youth Arts	Geelong	Vic	Associate Members		
The Potato Shed	Drysdale	Vic	Theatre North	Launceston	Tas.
Geelong Performing Arts Centre	Geelong	Vic	Malthouse Theatre	Southbank	Vic
Hamilton Performing Arts Centre	Hamilton	Vic	Albury Entertainment Centre	Albury	NSW
Horsham Town Hall	Horsham	Vic	Devonport Entertainment & Convention Centre	Devonport	Tas.
Kyneton Town Hall	Kyneton	Vic	Hawthorn Town Hall / Kew Court House	Camberwell	vic
Arts Centre, Melbourne	Melbourne	Vic	Theatre Royal	Hobart	Tas.
MAC (Mildura Arts Centre)	Mildura	Vic	Phee Broadway Theatre	Castlemaine	Vic
MAPA (Monash Academy of Performing Arts)	Monash University	Vic	Southern Peninsula Performing Arts Centre	Rosebud	vic
Clocktower Centre	Moonee Ponds	Vic	Burnie Civic Centre	Burnie	Tas.
Kingston Arts Centre	Moorabbin	Vic	Bunjil Place	Narre Warren	Vic
Latrobe Regional Performing Arts Centre	Traralgon	Vic	Quin Auditorium	Braybrook	Vic
Whitehorse Centre	Nunawading	Vic	Mansfield Arts Centre	Mansfield	Vic
Cardinia Cultural Centre	Pakenham	Vic	Meat Market	North Melbourne	Vic
Portland Arts Centre	Portland	Vic	St Albans Community Centre Theatre	Sunshine	Vic
Karralyka Centre	Ringwood East	Vic	Associate Members - non venue		
John Leslie Theatre	Sale	Vic	Marshall Day Entertech	Collingwood	vic
Riverlinks Complex of Performing Arts Centres	Shepparton	Vic	Reciprocal Members		
Southbank Theatre	Southbank	Vic	APACA		

Source: VAPAC Performance Update 2015

Figure 1.1: VAPAC Member Locations, 2015



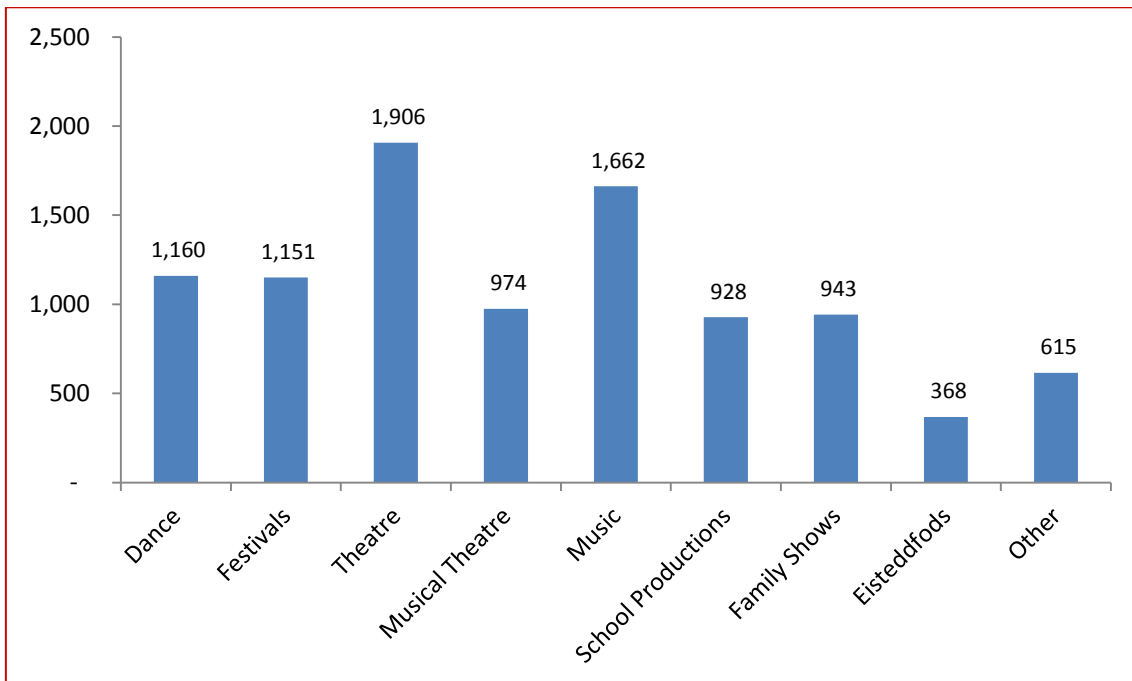
Source: VAPAC Performance Update 2015

1.3 VAPAC Activities for 2015

Performances by Genre

Approximately 9,700 performances were hosted by VAPAC facilities in 2015. As Figure 1.2 shows, these performances covered a wide range of genres including theatre (20% of performances), music (17%), dance (12%), festivals (12%), musical theatre, family shows and school productions (each 10%) and eisteddfods (4%).

Figure 1.2: Number of Performances by Genre, 2015



Source: VAPAC Performance Update 2015

Performance by Production Type

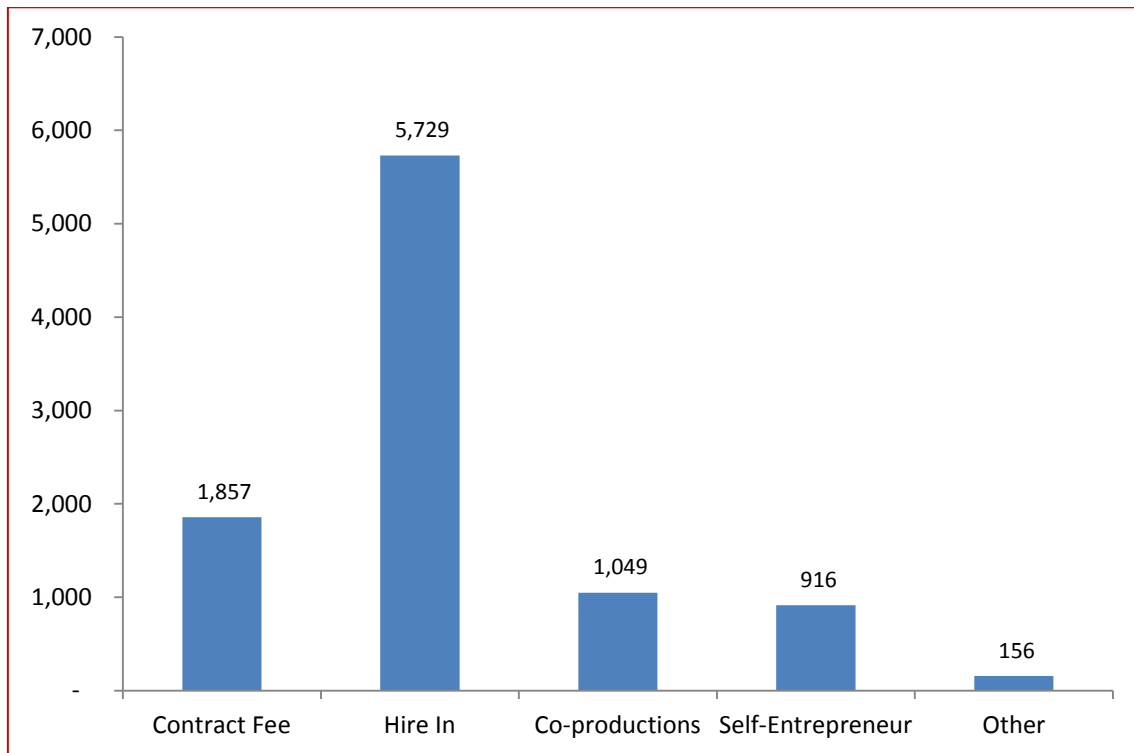
Performances by type are defined as follows:

- **Self-entrepreneuried events** - include performances from your 'home' season or performances solely managed by your organisation
- **Contract-fee events** - include performances in which you have been contracted to perform or you have contracted another company to perform
- **Co-productions/co-presentations** - include productions where your organisation has had a co-production or co-presentation role (where you share the risk and the profit)
- **Hire ins/Outside hires** - include performance events where another company or organisation has hired your facilities.

In 2015, hire in performances (59% of performances) were the most frequent type of client presentation at VAPAC venues, followed by contract fee productions (19%), co-productions (11%) and self-entrepreneuried productions (9%).

The number of performances by production type are highlighted in Figure 1.3.

Figure 1.3: Number of Performances by Production Type, 2015

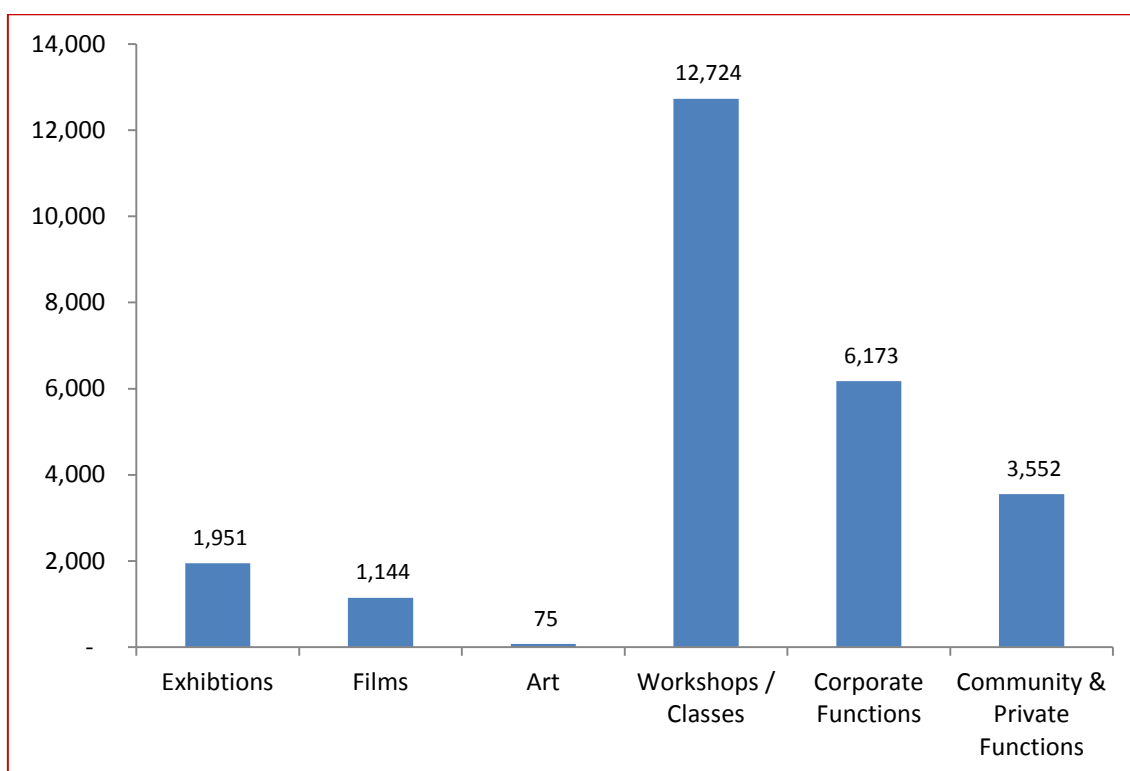


Source: VAPAC Performance Update 2015

Non-Performance Activities

Approximately 25,600 non-performances activities were hosted by VAPAC facilities in 2015. As Figure 1.4 shows, these activities were varied and included workshops (50% of activities), corporate functions (24%), community and private events (14%), exhibitions (7%) and film (4%).

Figure 1.4: Number of Non-Performance Activities by Type, 2015



Source: VAPAC Performance Update 2015

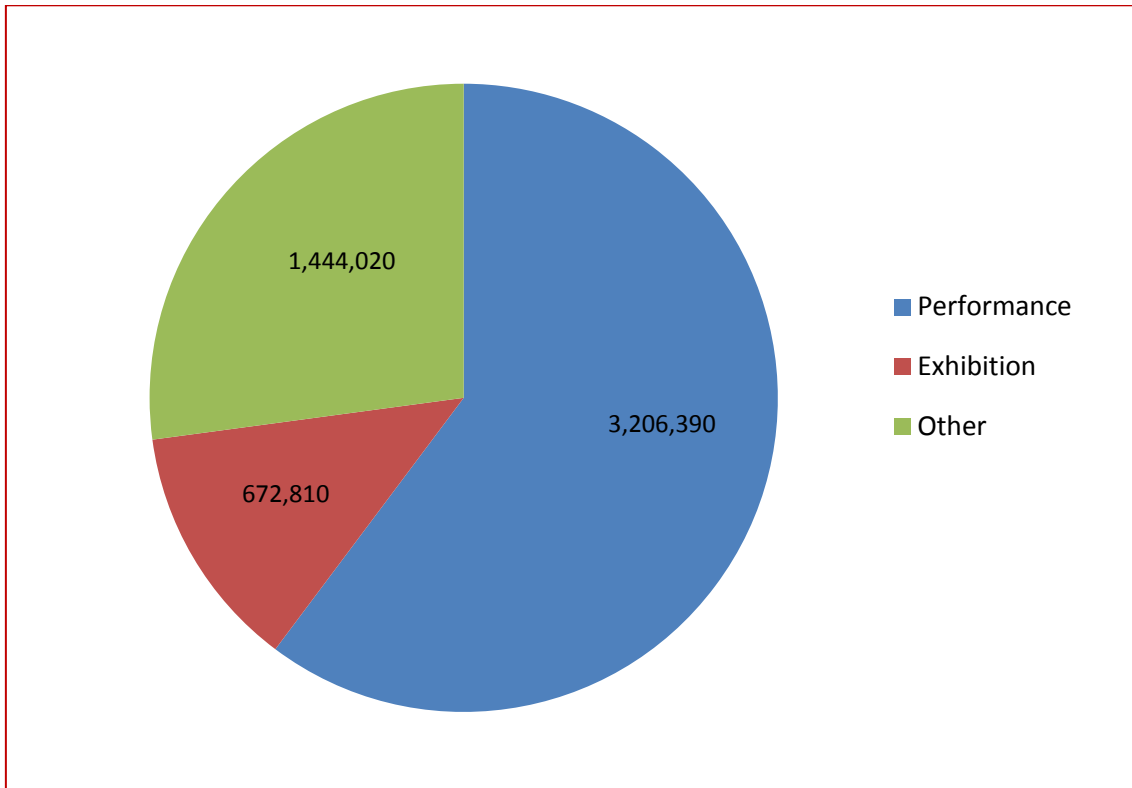
VAPAC Attendances

Approximately 5,325,000 persons attended performances, exhibitions or participated in other activities (workshops/classes, conferences etc) at VAPAC venues in 2015. Performances accounted for 60% of attendees, followed by other activities (27%) and exhibitions (13%). VAPAC attendances by activity type are shown in Figure 1.4.

Box Office

In 2015, approximately \$95 million in box office sales was generated across VAPAC venues.

Figure 1.5: VPACC Attendances by Activity Type, 2015



Source: VAPAC Performance Update 2015

1.4 Conclusions

- 1 VAPAC comprises 63 member venues located in Victoria and Tasmania, which in 2015 hosted 9,700 performances and a further 25,600 non-performance events.
- 2 The popularity of VAPAC venues and their activities is highlighted by the 5.3 million visitors attracted over the past 12 months spread across performance, exhibition and other activities such as conferences, workshops and community events.
- 3 Box office receipts of \$95 million were generated by VAPAC venues in 2015

2 ECONOMIC BENEFIT ANALYSIS

This Economic Benefits Analysis is based on data provided by 41 VAPAC member venues whose details are listed in the Appendix.

A further 22 VAPAC member venues did not provide data for the analysis; however, many of these venues (which are also identified in the Appendix) represent smaller facilities.

In view of these factors, the economic benefits identified in this Chapter should be considered to be on the conservatively low side.

2.1 Annual Operating Investment

In 2015, approximately \$25.1 million was invested in VAPAC venues by local councils and through state government contributions. As Table 2.1 shows, the majority of public investment (or network subsidies) was made through local councils (approximately \$21.0 million or 83% of total funding) with state governments (Creative Victoria and Arts Tasmania) contributing approximately \$4.2 million or 17% of total funding.

Table 2.1: VAPAC Venues – Government Annual Operational Investment, 2015

Government Type	Funding	Proportion of Government Funding
Local Councils	\$20,963,000	83.4%
Victorian State Government (Creative Victoria)	\$3,698,000	14.7%
Tasmanian State Government (Arts Tasmania)	\$478,000	1.9%
Total	\$25,139,000	100.0%

Sources: Creative Victoria; Arts Tasmania and Local Councils

Performing Arts Centres in Australia have not been developed as profit driven businesses; rather, they are based on fulfilling civic and cultural roles as an important part of community capacity building.

The following sections highlight the economic and community benefits arising from recurrent government investment such as employment generation, economic output, support to state and local businesses, together with a range of positive educational and social outcomes leveraged from this funding.

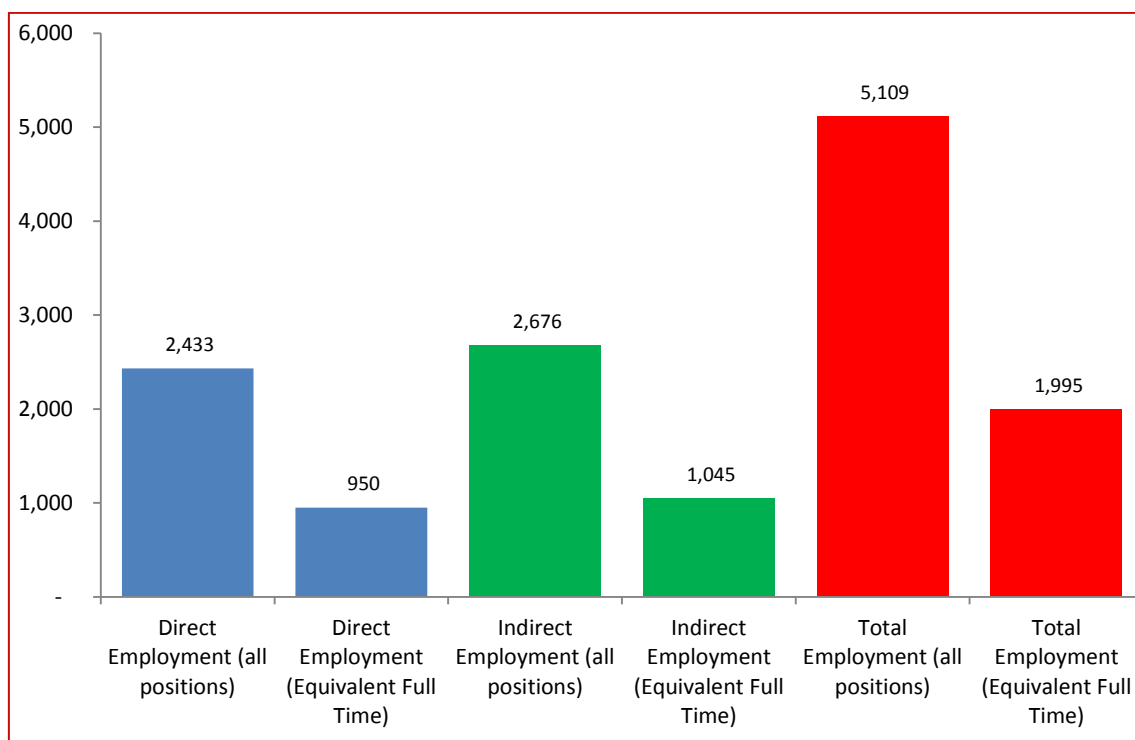
2.2 Employment

Approximately 2,435 jobs are supported through the activities of VAPAC venues, including full-time, part-time, temporary and casual positions. These jobs equate to approximately 950 Equivalent Full Time (EFT) positions across the venues.

Additionally, a significant number of jobs are supported indirectly in the wider economy through the employment multiplier effect. Based on ABS Input-Output tables relating to the category ‘libraries, museums, arts’, an employment multiplier of 2.1 can be applied to direct employment – that is for every 10 EFT jobs directly generated, a further 11 EFT jobs are supported elsewhere in the economy. Indirect employment associated with VAPAC venues is estimated at 2,680 total positions and 1,045 EFT positions.

As Figure 2.1 shows, overall VAPAC venues support approximately 5,110 jobs (all positions) and 1,995 EFT jobs on a direct and indirect basis.

Figure 2.1: VAPAC Associated Employment (Direct and Indirect), 2015



Source: VAPAC Member Survey

2.3 Economic Output

Economic output is measured in terms of total output and value added output, as per the following definitions which are sourced from economy.id (prepared by the National Institute of Economic and Industry Research):

Total Output

Output is the total gross value of sales generated by the selected industry sector over the four quarters of the selected financial year. Output is a gross measure which includes the cost of inputs to production (eg. materials, labour, depreciation, services provided). It is the sum of local sales, international and domestic exports.

Value-added

Value-added is a measure of the economic contribution / economic productivity of each industry to the area. It is the best measure of the economic size of an industry sector. Value-add is defined as the value of sales generated by each industry, minus the cost of its inputs to production (including labour, materials, services purchased, depreciation etc.).

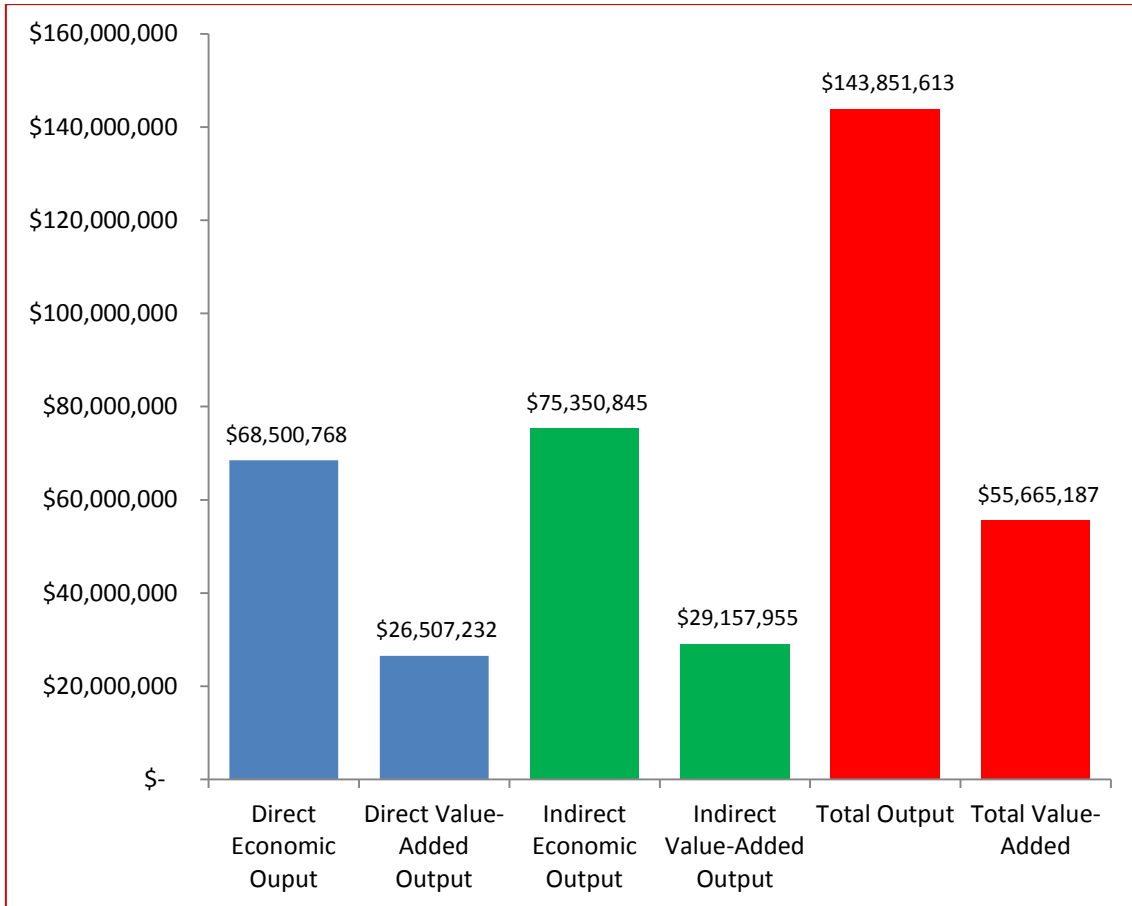
Information sourced from economy.id estimates that in 2014/15 each EFT worker in the creative and performing arts sector in Victoria contributed \$72,100 in terms of economic output, of which \$27,900 was value-added output.

Applying these estimates to VAPAC's 950 EFT workers shows economic output associated with VAPAC's venues was approximately \$68.5 million in 2015, of which \$26.5 million was value-added output.

Additional economic output is generated indirectly through linkages and supply chains associated with servicing VAPAC venues and their activities. An output multiplier of 2.1 can be applied to direct output and value added (refer above) which results in a further \$75.4 million in output and \$29.2 million in value-added.

As Figure 2.2 shows, in 2015 VAPAC venues directly and indirectly support \$143.8 million in economic output and \$55.7 million in value-added output.

Figure 2.2: VAPAC Associated Economic Output and Value-Added (Direct and Indirect), 2015



Source: VAPAC Member Survey

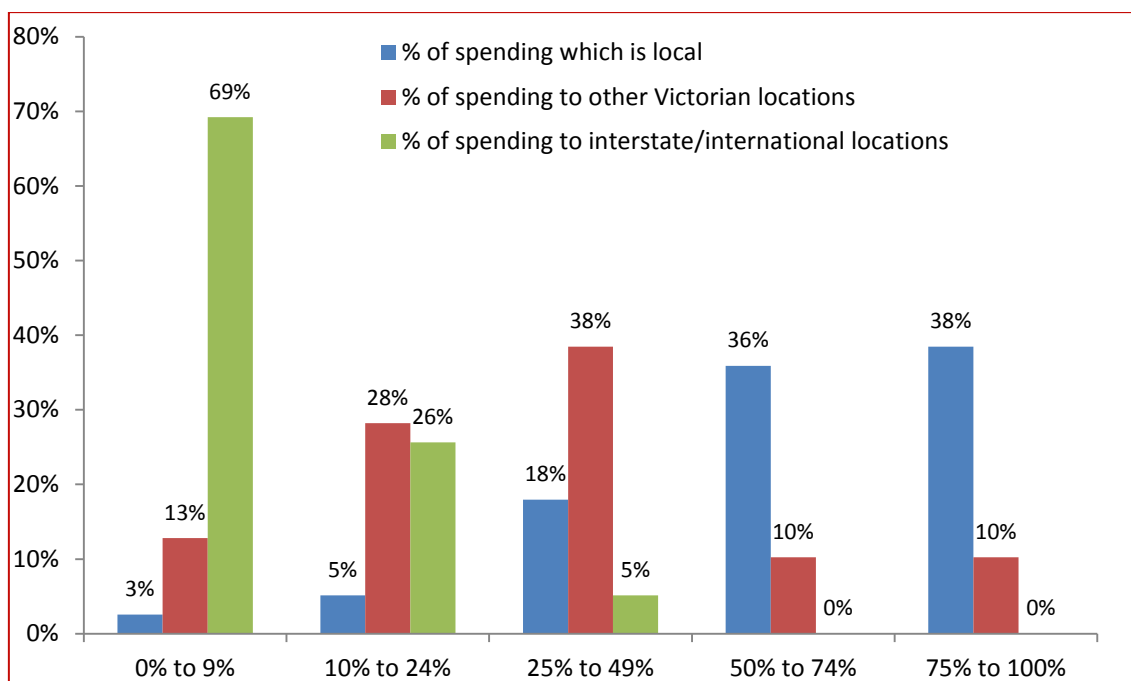
2.4 Local and State Spending Impacts

Responses to the VAPAC Member Survey indicate a significant proportion of venue expenditures on goods and services (eg advertising, cleaning, catering, maintenance, financial, ICT) benefit local and state economies, with a relatively small share of 'escape spending' outside of Victoria recorded. Based on available information from the venues, the following broad conclusions can be drawn:

- Approximately 75% of VAPAC venues use local providers for at least 50% of their requirements, with 38% of these venues purchasing 75% or more of their goods and services locally.
- A further 20% of VAPAC venues purchase at least 50% of goods and services from outside their local area, but within Victoria.
- Only a small amount of VAPAC expenditure flows outside Victoria, for example nearly 70% of VAPAC venues source less than 10% of their goods and services from interstate or international providers, with no venue exceeding 50% on non-Victorian purchases.

The share of VAPAC venue goods and services spending by location is shown in Figure 2.3.

Figure 2.3: Share of VAPAC Venue Goods and Services Spending by Location, 2015



Source: VAPAC Member Survey

2.5 Value of Volunteerism

Approximately 75% of VAPAC venues provide opportunities for volunteers, with a total of 1,475 volunteers associated with these venues in 2015.

The VAPAC Member Survey shows approximately 41,000 volunteer hours (or 27 hours per volunteer) supported the activities of VAPAC venues in 2015. Volunteer roles include tasks associated with board duties, front of house, ushers, administration, technical support and so on.

In economic terms, *The Economic Value of Volunteering in Victoria* study (Victorian Government – Department of Planning and Community Development, 2012) estimates each volunteer contributes approximately \$24 per hour (in 2006 prices) to the economy, which equates to approximately \$30 per hour when adjusted for 2015 dollars. Based on these estimates, the economic value of volunteerism associated with VAPAC venues is estimated at \$1.2 million in 2015.

2.6 Return on Investment

For the purposes of this study, return on investment is measured by the value-added output and economic value of volunteerism generated from public investment VAPAC venues.

In 2015, approximately \$56.9 million was generated in value-added/value of volunteerism associated with VAPAC venue activities against government contributions to the venues of approximately \$25.1 million. As Table 2.2 shows, this represents a return on investment of \$2.26 for every \$1.00 of government operational investment.

Table 2.2: VAPAC Venues – Return on Investment from Government Funding, 2015

Variable	Value
Costs	
Total Government Funding (Annual Operating)	\$25,139,000
Benefits	
Value-Added Output	\$55,665,000
Economic Value of Volunteerism	\$1,230,000
Return on Investment	\$2.26 : \$1.00

Sources: Creative Victoria; Arts Tasmania and Local Councils

Note: Figure rounded

2.7 Conclusions

- 1 VAPAC venues receive approximately \$25 million pa (2015) in government operational support, of which over 80% is from local government sources.
- 2 This level of investment supports approximately 5,100 Jobs in the economy including approximately 2,430 directly associated with VAPAC venues and their activities.
- 3 VAPAC venues generate approximately \$143 million in economic output, of which \$56 million is value-added output.
- 4 Economies in areas where VAPAC venues are located benefit greatly from operational spending due to a high level of retained local goods and services spending by the venues (often above 75%), which supports many local businesses and jobs.
- 5 Volunteers provide approximately 40,000 hours of support to VAPAC venues annually, which is the equivalent of \$1.2 million in economic value.
- 6 In 2015, it is estimated VAPAC venues through their activities generated an economic return of \$2.26 for every \$1.00 of government operational investment.

3 SOCIAL AND COMMUNITY BENEFIT ANALYSIS

3.1 Relationships with Community Organisations

VAPAC venues have considerable linkages and partnerships with education and training providers, cultural organisations and performing individuals /groups.

The VAPAC Member Survey (as reported in Table 2.2) shows 86% of venues have relationships with schools and other arts organisations, 83% of venues have relationships with amateur performers and groups, 57% of venues have relationships with public libraries and 52% of venues have relationships with further education establishments.

Approximately 25% of VAPAC venues have existing relationships with all five of the aforementioned organisational types, and a further 48% have existing relationships with four organisational types.

Table 2.2: VAPAC Venue Relationships with other Community Organisations and Groups

Organisation Type	Proportion of VAPAC Venues with existing relationship
Schools	86%
Other arts organisations (galleries, film society etc)	86%
Amateur Performers	83%
Public Libraries	57%
Further Education	52%

Source: VAPAC Member Survey

3.2 Community Access

VAPAC venues strongly support community groups by providing significant opportunities for facility utilisation, often at a heavily subsidised booking rate. VAPAC venues provide individual and community organisations with access to performance, meeting and exhibition spaces, theatrical and audio visual equipment, and often cafe/catering facilities to support events.

The VAPAC Member Survey results show that across the network approximately 50% of available booking days (8,235 days out of a possible 16,375 days) were allocated for community activities. Community activities include:

- Children’s concerts
- School performances
- Eisteddfods
- Amateur theatre
- Conferences and meetings
- Community events and celebrations

3.3 Cultural Development

VAPAC venues through their activities and resources provide an important platform for individuals and communities to build their creative skills, and be active participants in the development of their culture.

This includes opportunities for cultural advancement for particular groups such as young people; people from linguistically and culturally diverse backgrounds; and local Aboriginal people through projects, programs and linkages with other groups.

3.4 Volunteerism

Volunteering enhances both society and individual volunteers. Volunteers, through providing their time and resources to organisations, help deliver services and opportunities that otherwise might have been provided at a higher cost or not provided at all.

There are many individual benefits associated with volunteerism as the following examples show.

The Australian Capital Territory Volunteering Statement highlights:

- Community contribution and connectedness – giving back to the community and building a sense of local community.
- Positive altruistic effects and intrinsic reward – A personal sense of worth and satisfaction from doing good for others and the community.
- Social benefits – developing networks and meeting new people from diverse backgrounds.
- Skills and employment – gaining new skills and experience for employment.

HelpGuide.Org (<http://www.helpguide.org/articles/work-career/volunteering-and-its-surprising-benefits.htm>), notes the following personal benefits:

- Help counteract the effects of stress, anger and anxiety
- Combat depression
- Increase social and relationship skills
- Provide a sense of purpose
- Increase self-confidence
- Generate a sense of fulfilment

VAPAC venues through their activities provide significant opportunities for a wide range of individuals (youth, retirees, persons from diverse and disadvantaged backgrounds) to become volunteers and contribute positively to the community while enhancing their personal

development. As noted above, in 2015 some 1,475 volunteers participated in support activities at VAPAC venues providing 41,000 hours of unpaid assistance.

3.5 Improved Health Outcomes

Analysis undertaken by Vic Health (*Evaluation of the Community Arts Development Scheme, Improving health and wellbeing through social connection and the arts*, September 2009) found that many positive health and social outcomes are associated with the arts sector at an organisational and individual level. These findings were based on specific case studies, and the Executive Summary (p10-11) notes the following:

- Both the qualitative and quantitative data suggested that the supportive and collaborative environment provided by the arts organisations was highly valued by the participants and contributed to the mental health benefits they experienced.
- Qualitative data highlighted the importance of the creative process of art-making in achieving the mental health benefits, specifically with respect to ‘finding a voice’, physical skills development, self-validation and increased self-confidence through public performance.
- Participation in arts programs was associated with significant improvements in basic psychological needs, autonomy, relatedness and social support. These mental health benefits were found to continue over time.
- Through the arts process, issues that communities would otherwise find ‘too hard’ to face were raised and explored, thereby increasing awareness and civic dialogue about a range of issues that included family violence, racism and discrimination, surviving sexual abuse, social justice, empowerment, poverty, prisons policy, discrimination against same sex attracted people, and substance misuse.
- Audience survey data showed that the arts organisations had a positive impact on challenging perceptions, raising awareness and suggesting action around issues pertinent to mental health and wellbeing.
- A number of community-generated spin-off activities resulted from the work of the arts organisations, including arts activities and community development work.
- Media coverage of arts organisations extended the health-promoting impacts of the organisations’ work by widening their audience, drawing attention to the issues faced by particular groups in the community, and raising awareness of issues of mental health, isolation and discrimination.
- Both the arts organisations and the community organisations they worked with believed that improved and longer-term funding would enable more sustained social change in response to the issues raised in the arts work.

While the analysis undertaken by VicHealth was specifically focused on outcomes for marginalised and disadvantaged individuals and groups, the findings show that more generally a range of health-related benefits are associated with participation in arts programs including improving self-confidence, developing social support networks, development of partnerships between organisations, and raising awareness of social issues.

3.6 Conclusions

VAPAC venues, through their activities, generate a range of social and community benefits including:

- 1 Relationship building with other community organisations such as schools, libraries and amateur performance groups.
- 2 Community access through providing affordable performance and meeting spaces, which are widely available for community use.
- 3 Cultural development by providing the physical environment and technical support for individuals and groups to progress their artistic and cultural endeavours.
- 4 Volunteer opportunities which generate benefits to the individual including skills development, social and relationship building, and a sense of fulfilment.
- 5 Better health outcomes such as improved mental health, improved self-confidence, ability to confront difficult social issues.

4 KEY FINDINGS

- 1 **Performances:** In 2015, VAPAC venues hosted 9,700 performances and 25,600 non-performance activities/events.
- 2 **Attendances and Box Office:** Total VAPAC attendances in 2015 were approximately 5.3 million persons, with box office receipts totalling \$95 million.
- 3 **Employment:** VAPAC venues provide employment to 2,435 workers which equates to 950 Equivalent Full Time (EFT) positions. A further 2,680 jobs (or 1,045 EFT positions) are supported indirectly through the employment multiplier effect. In total VAPAC venues are responsible directly and indirectly for approximately 5,100 jobs and 2,000 EFT positions in the economy.
- 4 **Economic Output:** In total (direct and indirect), VAPAC venues generate approximately \$145 million in economic output annually of which approximately \$55 million is value-added output.
- 5 **State and Local Spending Benefits:** Over 75% of VAPAC venues source at least 50% of goods and services within their local communities on an annual basis, benefiting local businesses and employment. Most non-local expenditures flow to other state-based suppliers, with only a very small share of VAPAC venue goods and services expenditures 'leaking' outside the state.
- 6 **Volunteerism:** VAPAC venues provide opportunities for 1,475 volunteers who contribute approximately 40,000 hours of their time in supporting venue activities annually. This volunteer effort represents \$1.2 million in economic value pa.
- 7 **Return on Investment:** VAPAC venues through their activities generate \$2.26 for every \$1.00 of government operational investment when measured in terms of value-added output and the economic value of volunteerism.
- 8 **Social and Community:** VAPAC venues provide the following benefits:
 - Relationship building with other community organisations and groups
 - Community meeting places for a cross-section of the community which are readily accessible/available/affordable for performance, meetings and other community events
 - Cultural development opportunities for individuals and groups
 - Volunteerism opportunities which assist in skills development and relationship building for the individual
 - A vehicle for improved individual health outcomes (eg mental health, self-confidence) from active participation in the arts and its associated beneficial impacts.

5 APPENDIX

List of VAPAC member venues which provided data for the study (42 member venues)

- Ararat Performing Arts Centre
- Arts Centre Melbourne
- Albury Entertainment Centre
- Bendigo Capital Venues & Events (The Capital & Ulumbarra Theatres)
- Burrinja Cultural Centre, Upwey
- Burnie Arts & Function Centre
- Clocktower Centre, Moonee Ponds
- Colac Otway Performing Arts & Cultural Centre
- Devonport Entertainment & Convention Centre
- Doncaster Playhouse
- Drum Theatre, Dandenong
- Frankston Arts Centre
- Forge Theatre and Arts Hub, Bairnsdale
- Gasworks Arts Park
- Geelong Performing Arts Centre
- John Leslie Theatre - Sale
- Kingston Arts (includes Kingston Arts Centre, City Hall and Shirley Burke Theatre)
- Malthouse Theatre, Southbank
- Meat Market, North Melbourne
- Melbourne Recital Centre, Southbank
- Her Majesty's Ballarat
- Horsham Town Hall & Wesley Performing Arts Centre
- Kyneton Town Hall
- Latrobe Performing Arts Centre
- Mildura Arts Centre
- Phee Broadway Theatre, Castlemaine
- Plenty Ranges Arts & Convention Centre (PRACC), South Morang
- Portland Arts Centre
- Potato Shed - Bellarine Multi Arts Centre, Drysdale
- Princess Theatre
- Riverlinks, Shepparton
- Theatre Royal Hobart
- The Cube, Wodonga
- The National Theatre, St Kilda

- Southbank Theatre
- Swan Hill Town Hall Performing Arts Centre
- Wangaratta Performing Arts Centre
- Warrnambool Lighthouse Theatre
- West Gippsland Arts Centre, Warragul
- Whitehorse Centre, Nunawading
- Yarra Ranges: Memo, Upper Yarra Arts Centre, Montrose, Mooroolbark

List of VAPAC member venues which did not provided data for the study (21 member venues)

- APACA
- Altona Theatre, Williamstown Town Hall, Mechanics Institute
- Benalla Performing Arts and Convention Centre
- Bunjil Place, Narre Warren
- Cardinia Cultural Centre, Pakenham
- Courthouse Youth Arts, Geelong
- Darebin Arts & Entertainment Centre and Northcote Town Hall
- Hamilton Performing Arts Centre
- Hawthorn Town Hall and Kew Court House
- Hothouse Theatre, Wodonga
- Karralyka Centre, Ringwood East
- Knox Community Arts Centre, Bayswater
- Mansfield Arts Centre
- Monash Academy of Performing Arts
- Paramount Arts Centre, Echuca
- Quin Auditorium, Braybrook
- Southern Peninsula Performing Arts Centre, Rosebud
- St Albans Community Centre
- Theatre North, Launceston
- Theatre Royal, Camperdown
- Wonthaggi Union Community Arts Centre
- Wyndham Cultural Centre, Werribee