

BONDI FESTIVAL

30 JUN — 16 JUL 2023



IMPACT SUMMARY

2023



**BONDI FESTIVAL ACKNOWLEDGES
THE BIDJIGAL, BIRRABIRRALGAL
AND GADIGAL PEOPLE, WHO
TRADITIONALLY OCCUPIED THE
SYDNEY COAST, AND WE PAY
RESPECT TO ALL ABORIGINAL AND
TORRES STRAIT ISLANDER ELDERS,
BOTH PAST AND PRESENT.**

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**'IT WAS VERY JOYFUL TO
ATTEND SUCH A BEAUTIFUL
AND FANTASTIC EVENT.'**

— AUDIENCE SURVEY RESPONDENT



Image Front Cover: *Ants*, photo Lucy Parakhina
Image Left: *Marang*, photo James Bain

EXECUTIVE SUMMARY



Bondi Festival 2023 was our greatest festival to date. Returning to the Bondi Pavilion after three years outside of our spiritual home, Bondi Festival also maintained our presence in the local business district with performances programmed in venues throughout Bondi. I extend my heartfelt thanks to everyone who worked so hard to make this year's festival a success – from our artists and staff to our volunteers and incredible audiences.

RACHEL CHANT
FESTIVAL DIRECTOR



Bondi Festival 2023 was our greatest to date, bringing our re-imagined Bondi Pavilion and surrounds to life this winter with three weeks of local artists, interactive performances and iconic family activities. I'd like to congratulate everyone involved in the festival and look forward to its much-anticipated return in 2024!

PAULA MASSELOS
MAYOR OF WAVERLEY

**'THE FESTIVAL IS THE ESSENCE
OF COURAGEOUS, AUTHENTIC
STORYTELLING AND ARTISTIC
EXPRESSION'**

— 2023 FESTIVAL ARTIST

Image Right: *Betwixt*, photo Lucy Parakhina

2023 SNAPSHOT

17

DAYS

38.8M

TOTAL MEDIA
REACH
(editorial reach
+ social media reach
+ advertising)

46,349

TICKETS SOLD

22,743

FREE EVENTS
ATTENDANCE

69,092

TOTAL EVENTS
ATTENDANCE

312,179

VISITORS
TO BONDI
OVER FESTIVAL
DATES

45%

INCREASE IN
VISITORS TO
BONDI FROM
2018-2019 FESTIVALS

OUR PROGRAM

227

ARTISTS

40

PROGRAMMED
EVENTS

20

VENUES

8

BONDI FESTIVAL
LOCAL EVENTS



FIRST NATIONS CELEBRATION

WAVERLEY COUNCIL'S RECONCILIATION ACTION PLAN

Bondi Festival commits to Waverley Council's Reconciliation Action Plan (RAP), which reflects Council's commitment to reconciliation efforts and provides opportunities for exploring innovative and creative approaches to reconciliation locally and regionally. The RAP framework focuses on relationship building, respecting and preserving Aboriginal culture and heritage, and creating opportunities for Aboriginal and Torres Strait Islander People.

BONDI FESTIVAL WELCOME

Bondi Festival 2023 officially opened with the *Bondi Festival Welcome* on the forecourt of the Bondi Pavilion. Local Elder Aunty Joyce Timbery delivered a Welcome to Country alongside performances from the local Gamay Dancers. Aunty Joyce later delivered a Welcome to Country in Bondi Pavilion Art Gallery for the opening of the Waverley Art Prize.

25%

BONDI FESTIVAL
EVENTS FEATURED
FIRST NATIONS
ARTISTS



MARANG

Marang, meaning Sand Dunes in local Dharawal language, was a free event held in Bondi Pavilion's Garu and Guya Courtyards on the opening weekend of Bondi Festival. With a Welcome to Country from Uncle Lloyd Walker, performances from the Jannawi Dance Clan, Weaving and Shell Art Workshops from Gujaga Foundation, Bushtucker Workshops from the horticulture team at Bush to Bowl, and the Wilka Thalta First Nations Food Truck (Plate Events and Catering), the event also featured live music from First Nations musicians Akala, Blanche Music and Earl Weir, and stalls from Sandy Designs, Deadly Del Designs, Bush to Bowl, Duru Nanang, and s e s a sun & moon.

ACKNOWLEDGEMENT OF COUNTRY

Bondi Festival created two Acknowledgement of Country audio recordings to be played before shows and events. Many artists also incorporated their own beautiful Acknowledgements of Country within their performances.

FIRST NATIONS PRODUCER

Bondi Festival hired a First Nations Producer to produce the *Bondi Festival Welcome*, *Marang*, our recorded Acknowledgements of Country, and to consult on other festival operations.

BONDI FESTIVAL WALKING TOUR - FIRST NATIONS WALK

Bondi Story Room resources on Aboriginal cultural heritage of the area were used in our *Bondi Festival Walking Tour*. This is part of Council's ongoing RAP efforts which are driving the push for an update to the Waverley Aboriginal Cultural Heritage study.

FUNDRAISING FOR INDIGENOUS LITERACY FOUNDATION

Brenda Matthews: The Last Daughter was ticketed as a free event, with attendees invited to donate to the Indigenous Literacy Foundation. Held during NAIDOC week, the event raised over \$1000 for the foundation.

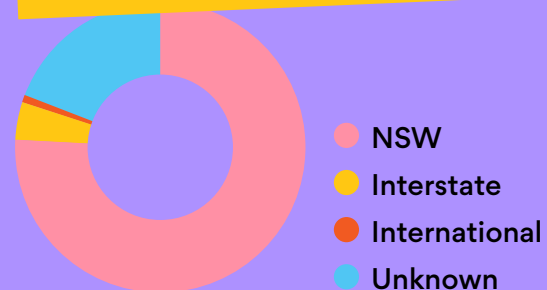
Image Left: *Bondi Festival Welcome*, photo Lucy Parakhina
Image Above: *Brenda Matthews: The Last Daughter*, photo Lucy Parakhina

TICKETS + AUDIENCE

TOTAL ATTENDANCE

TICKETED PERFORMANCES	2,400
FREE EVENTS	22,743
BONDI FESTIVAL ICE RINK	15,635
BONDI VISTA FERRIS WHEEL	28,314
TOTAL	69,092

TICKETS BY AUDIENCE ORIGIN



TICKET SALES BY GENRE

GENRE	% OF PROGRAM	AVG. HOUSE SOLD
COMEDY	14.1%	94%
CABARET	9.4%	67%
INTERACTIVE	31.8%	90%
THEATRE	30.6%	47%
DANCE	4.7%	24%
VISUAL ARTS	7.1%	84%
WORKSHOPS	2.4%	47%

TICKET SALES BY PRICE TYPE

TICKET	%
FULL	66%
CONCESSION	11.2%
GROUPS 6+	4.3%
WORKSHOP	1.2%
ARTIST COMP	3.3%
BONDI FESTIVAL COMP	8%
MEDIA COMP	5.8%
COMPANION CARD COMP	0.1%
PROMOTIONAL	0.2%

69K
ATTENDED
BONDI FESTIVAL
EVENTS

86%

of survey respondents
recommended the
festival to their friends

86%

of survey respondents said
events like this help build
Bondi's artistic reputation

84%

of survey respondents
said the festival met
or exceeded their
expectations

92%

of survey respondents
said Bondi Festival is a
worthwhile investment
for Waverley Council

\$30.50
AVERAGE FULL
PRICE TICKET

75%
OF OUR AUDIENCE
IS BETWEEN THE
AGES OF 25-54

27%
OF OUR AUDIENCE
IS BETWEEN THE
AGES OF 25-34

PROGRAMMING + VENUES

CORE PROGRAM

In 2022, Bondi Festival moved away from a fringe festival programming model (in which artists take the risk on ticket sales) and adopted commercial fee agreements with its artists. Following on from a reduced 2022 festival delivery, 2023 was the first to-scale iteration of this model. This meant that Bondi Festival was able to attract an incredible program of local, interstate and international works.

The 2023 program saw us invest in free programming, with the introduction of three free headline events in *Marang*, *Pavilion Paw Parade* and *Bondi Skate Date*, as well as free performances including *Songs of the Sirens*, a haunting opera on the beach, *Ants*, an interactive work for children on the Bondi Pavilion Forecourt, the self-led *Bondi Festival Walking Tour*, as well as multiple free performances, installations, exhibitions and activations within the Bondi Pavilion.



12
SYDNEY PREMIERES
4
WORLD PREMIERES

**‘JUST EXCEPTIONAL.
SUCH A HUGE HONOUR FOR
US TO BE A PART OF THE
PROGRAMMING THIS YEAR.’**

— 2023 FESTIVAL ARTIST

33%
OF THE 2023
FESTIVAL PROGRAM
WAS FREE

WAVERLEY ART PRIZE

Bondi Festival and Waverley Art Prize came together for the first time in 2023. The *Bondi Festival Welcome* coincided with the launch and prize announcement for the Waverley Art Prize, creating a buzzing multi-arts experience for audiences. Visitors to the exhibition opening enjoyed and participated in the extended Bondi Festival programming, with extensive queues for *AI Tarot*, *Karaoke Massage* and the performance from Blush Opera that preceded the gallery doors opening.

The 2023 Prize had nearly 800 entries – the largest number of entrants on record – with 38 finalists selected for exhibition by Judges Peter Sharp and Katrina Cashman. The gallery hosted the fantastic and fully-booked *Bondi Fest x Gladdy Drawing Club* events that received positive feedback and brought a new audience into the gallery space. Gallery visitation on the first weekend and second weekend of the festival was notably escalated and ‘People’s Choice’ voting received the largest number of votes of any Waverley Art Prize.

OPEN PRIZE

\$15,000 and acquired into the Waverley Council Art Collection:
Carolyn Craig, *RE/Mediation*,
My mother’s broom

MAYOR’S PRIZE

\$2000:
Damian Dillon, *Bloodflowers*

LOCAL PRIZE

\$1500:
Onrie Radovic, *Calibration 20*

PEOPLE’S CHOICE PRIZE

\$500:
Peta West, *Old Coast Road*

Image: *Waverley Art Prize Finalist 2024*,
Artist *Tristan Chant*, photo Lucy Parakhina

BF LOCAL

BF Local is a celebration of local artists, venues and grass roots organisations within our iconic neighbourhood. Created specifically to support arts and cultural events within our business community, artists and businesses have the freedom to develop their own BF Local show, ticketed or free, and have it included in the wider festival program. Initiated in 2022, the program grew by 60% in 2023 and featured workshops, performances, open studios and gigs.

**‘I FELT REALLY WELL SUPPORTED
AND WAS IMPRESSED BY HOW FAR
AUDIENCES TRAVELLED TO COME
TO THE FESTIVAL! I REALLY LIKED
BEING PART OF IT.’**

— 2023 BF LOCAL PARTICIPANT



VENUES

Whilst this year saw the return of Bondi Festival to the Bondi Pavilion, we continued working with some of our incredible local businesses to curate our core program within their venues, including Badlambs Barbershops (host to three events) and The Blue Hotel Bondi (host to one event). These venues are integral to creating a festival presence throughout the suburb, and highlight how art belongs in a multitude of spaces.

- 12 venues
- 7 ticketed venues
- 5 Bondi Pavilion venues (92% of program)
- 2 Bondi CBD venues (8% of program)
- 5 unticketed venues
- 8 BF Local venues



AVERAGE HOUSE SOLD BY VENUE

VENUE	AVG. VENUE CAPACITY	AVG. HOUSE SOLD
BONDI PAVILION GALLERY	35.7	84%
BONDI PAVILION HIGH TIDE ROOM	20	90%
BONDI PAVILION SEAGULL CABARET HALL	101.8	75%
BONDI PAVILION THEATRE	170	34%
BONDI PAVILION YALAGANG ROOM	45	98%
THE BLUE HOTEL	20	88%
BADLAMBS BARBERSHOP	30	91%

MONEY SPENT ON FOOD AND BEV IN BONDI WHILST ATTENDING FESTIVAL

75%
of survey
respondents ate or
drank at a local business
before/after attending
the festival.



- Less than \$10
- \$10 - \$30
- \$30 - \$50
- \$50+



DAILY SPEND
IN BONDI DURING
THE FESTIVAL
INCREASED
BY

\$70,588

19% increase
from pre-Covid
(2018-2019) figures

\$1.2MIL*

EXTRA REVENUE
WAS GENERATED
TO LOCAL BUSINESSES
DURING THE FESTIVAL

*based on Spendmapp
data for Bondi Beach



ACCESSIBILITY

Bondi Festival is committed to making the festival accessible and welcoming for all our artists and audiences.

This year, some of our accessibility achievements include:

- Partnering with Guide Dogs Australia for the *Pavilion Paw Parade* – the parade stage opened with a Q+A about the integral work they perform
- Increasing programming of works by Deaf artists and artists with lived experience of disability, including shows that both did and did not speak directly to this experience
- Auditing our branding to ensure accessible use of text and colour
- Creating a digital downloadable version of our program
- Updating the Bondi Festival website to clearly list the accessibility of all shows and venues, including information around transport, parking, toilets, Companion and Carer Cards, Assistance Animals, Social Distancing (including noting outdoor events), Auslan interpreted events, relaxed performances, and Language / Hearing / Sight no obstacle events.

EVENTS IN VENUES THAT ARE

FULLY ACCESSIBLE	22
ALTERNATE ACCESS	1
STAIRS ACCESS ONLY	14
NOT ACCESSIBLE	2

EVENTS THAT WERE

LANGUAGE NO OBSTACLE	5
HEARING NO OBSTACLE	5
SIGHT NO OBSTACLE	20

26%
OF BONDI FESTIVAL
EVENTS WERE AUSLAN
INTERPRETED

**'IT IS A REALLY BEAUTIFUL EVENT
THAT FEELS REALLY INCLUSIVE
AND MAKES YOU FEEL PART OF
THE COMMUNITY'**

— AUDIENCE SURVEY RESPONDENT

Image Left: *PAH! Stories*, photo Lucy Parakhina

SUSTAINABILITY

Bondi Festival is aligned with Waverley Council's commitment to environmental sustainability and achieving net zero community emissions by 2035. We want to ensure our festival has a positive environmental and social impact on our community and the planet. To do this, we have a dedicated sustainability champion within the festival team, and we are supporting our artists and contractors to plan and deliver a positive impact event that follows a circular business model and integrates standard environmental practices. For the 2023 Festival, we undertook the following initiatives:

REDUCING EMISSIONS

Actions included encouraging people to walk, cycle or use public transport to get to the event and only using 100% post-consumer recycled and carbon-neutral paper.

100% RENEWABLE ENERGY

100% renewable energy is used in powering the Bondi Vista Ferris Wheel, as well as all Council-owned venues, including Bondi Pavilion (which hosts 90% of the Bondi Festival events). This eliminates all Scope 2 emissions.

AVOIDING AND REDUCING WASTE

Actions included printing less, promoting the event online, reusing previous years' banners and streets flags, avoiding giveaways, ensuring only recyclable materials are used in the bar, encouraging attendees to bring reusable water bottles and complying with the NSW Single Use Plastic bans and legislation.

INCREASING RESOURCE RECOVERY AND MINIMISING POLLUTION

Actions included implementing a comprehensive waste management plan, using clear signage for guests to recycle right and having regular clean-ups to ensure no litter ends up polluting other areas.

OFFSETTING RESIDUAL GREENHOUSE EMISSIONS

This year we have applied the Greenhouse Gas Protocol standard to calculate our downstream (Scope 3) emissions including contractor fuel use, air travel of performers and leased venues (non-Council). While not a comprehensive list of all upstream and downstream emissions, calculated Scope 3 emissions for the 2023 festival are estimated to be 40 tonnes of Carbon Dioxide equivalent. These will be offset through Council's annual purchase of accredited Certified Emission Reduction (CER) offsets, ensuring carbon neutrality of the event, in line with Waverley's Environmental Targets and our commitment to address the Climate and Biodiversity Emergency.



Image Right: *Bondi Skate Date*, photo Linda Coy

MAKING
BONDI FESTIVAL
**CARBON
NEUTRAL**



STAFF

CORE TEAM

Bondi Festival is delivered by a team of over 100 people, led by a core team of six Waverley Council employees:

- Festival Director
- Festival Producer
- First Nations Producer
- Associate Producer
- Production Manager
- Arts and Culture Manager

WIDER TEAM

The wider team includes:

- 17 Technicians/Stage Managers
- 15 Front of House staff
- 1 Event Designer
- 12 Bondi Pavilion staff
- 18 Waverley Council staff across 5 different departments
- 12 Volunteers
- 4 Photographers/Videographers
- Branding Agency: Hours After
- Marketing Agency: Milestone Creative
- PR Agency: Kabuku PR
- Plus our various contractors, including the bar staff from Good Atelier, our Security from Dalton Solutions, staff at Badlambs Barbershop and The Blue Hotel Bondi, Jala Web Design and various others
- Bondi and Districts Chamber of Commerce.

VOLUNTEERS

Bondi Festival does not engage volunteers in roles that should be paid.

Bondi Festival thanks the 12 incredible and diverse volunteers who contributed 153 hours across our 2023 Festival. This dedicated group of humans include returning volunteers and new faces who have shown an interest in returning in the future.

‘THE FEEDBACK FROM THE AUDIENCES WAS REWARDING TO ME.’

— 2023 FESTIVAL VOLUNTEER

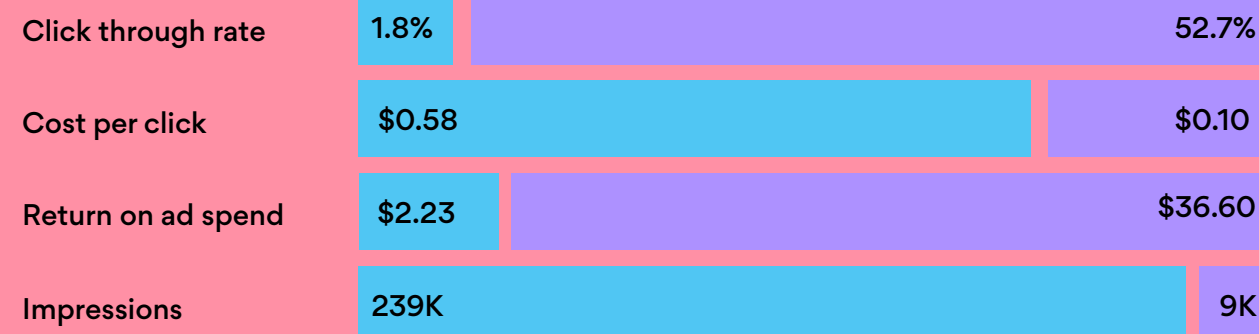


100%
OF VOLUNTEER
SURVEY RESPONDENTS
WOULD RECOMMEND
VOLUNTEERING AT
BONDI FESTIVAL

MARKETING

DIGITAL ADVERTISING

● META
● GOOGLE



FACEBOOK

6,534
FOLLOWERS
(^3%)

63,425
REACH
(^188%)

2,508
PROFILE VISITS

INSTAGRAM

4,089
FOLLOWERS
(^45%)

21,814
REACH
(1.61% ENGAGEMENT)

6,134
PROFILE VISITS

MEDIA COVERAGE HIGHLIGHTS:

- Sunrise
- Sky News
- Sydney Morning Herald
- The Age
- Concrete Playground
- The Saturday Paper
- National Indigenous Times
- Australian Traveller
- The Daily Telegraph
- Australian Jewish News
- The Saturday Quiz
- ABC Radio
- The Sun Herald
- FBi Radio
- UrbanList

E-NEWS

10,689
SUBSCRIBERS
(^18%)

12
E-NEWS SENT
ACROSS CAMPAIGN

76%
AVERAGE
OPEN RATE

WEBSITE

83,000
NEW VISITORS
(^58%)

129,821
SESSIONS
(^60%)

271,244
PAGEVIEWS
(^59%)



38.8M
MEDIA REACH
(advertising, editorial
and social publicity)

PARTNERSHIPS

Bondi Festival welcomes the generous support of our business partners to deliver a vibrant arts festival on the world's most famous beach. Large or small, our partners play a vital role in increasing Bondi Festival's impact and reach, and we couldn't do it without them. Thank you to our 2023 partners!

BONDI AND DISTRICTS CHAMBER OF COMMERCE

Bondi and Districts Chamber of Commerce (BDCC) is Waverley Council's long-term collaborator on Bondi Festival. In partnership since the festival's inception, the relationship between BDCC and Waverley Council creates a greater, more meaningful engagement between the festival and Bondi's local businesses.

HOURS AFTER

Our Branding Partner since 2020, we were thrilled to welcome back Hours After for the third consecutive year. This partnership supports our efforts to build a recognisable and more accessible brand, and to create a brand that is both hyper local and nationally recognisable. Whilst the branding has retained the same key elements over the last three years, the team from Hours After have made considered adjustments to continually evolve the brand.

THE BLUE HOTEL BONDI

Returning as Accommodation Partner for the second year running, once again the Blue Hotel Bondi supported the festival as

official home to our interstate artists. The hotel was also a Venue Partner for this year's festival, providing a room to host the performance, *Never Said Motel*.

BADLAMBS BARBERSHOP

After being a key venue in our 2022 Festival, Badlambs Barbershop returned as Venue Partner in 2023, allowing us to host intimate works in their venue within the Bondi CBD. Our 2023 signature cocktail, the Mama Badlambs, was created in tribute to the late Yvette Deerness, one of the owners of Badlambs Barbershop and a long-time advocate for Bondi Festival.

FESTIVAL FRIENDS + LOCAL LEGENDS

Bondi Festival welcomes the generous support of our local business partners in increasing the Festival's impact and reach within our community. Our 2023 Festival Friends included Bondi Liquor Co, Business Tax & Money House, Century 21 Armstrong-Smith, Doughboy Pizza North Bondi and North Bondi Fish. Our 2023 Local Legends included Brown Sugar and Tuckshop Bondi Junction.

'WE'VE PARTNERED WITH BONDI FESTIVAL FOR THREE YEARS, AND THIS YEAR'S WAS THE BEST YET! LOOKING FORWARD TO 2024 AND A LONG LASTING RELATIONSHIP'

— 2023 FESTIVAL PARTNER



**'SO WONDERFUL TO HAVE BONDI
ACTIVATED WITH ARTS AND
CULTURE IN THE WINTER MONTHS!'**

— AUDIENCE SURVEY RESPONDENT

**BONDI
FESTIVAL**

27-30 JUN - 10-11 PM

BONDIFESTIVAL.COM.AU



WAVERLEY
COUNCIL