

CURIOUS INCIDENT ECONOMIC IMPACT STUDY

MARCH 2018

In January 2018 Melbourne Theatre Company and Arts Centre Melbourne presented the Australian premiere of the National Theatre's award-winning production *The Curious Incident of the Dog in the Night-Time*.

Following its sell-out season, Culture Counts were commissioned to conduct an independent assessment of the production's impact on the Victorian economy.

THEATRE DRIVES ECONOMIC ACTIVITY

\$10.7
million

direct economic impact

The study found that *Curious Incident*, one of eleven mainstage productions in MTC's 2018 Season, generated an estimated \$10.7 million that would not otherwise have been spent if not for the production.

\$24.1
million

multiplied impact

THEATRE ATTRACTS PEOPLE TO MELBOURNE

46,405

total attendance

2,600 school students attended the production

20% of overseas audience extended their stay in Melbourne to attend *Curious Incident*

84%

came to Melbourne CBD specifically to see the show

INVESTMENT IN THE ARTS LEADS TO BENEFITS TO OTHER INDUSTRIES

\$3.05 million was spent in Melbourne on industries such as hospitality, transport, accommodation and retail as a result of attending *Curious Incident*

CURIOUS INCIDENT LED TO GREATER ENGAGEMENT IN THE ARTS

An Associated Program of events including industry and school workshops, public talks and tours, a relaxed performance and masterclasses ran in conjunction with the Australian premiere of *Curious Incident*.

43 events were held as part of the Associated Program – the most extensive offering of ancillary events for a production at Arts Centre Melbourne ever.

570 attended the *Curious Incident* relaxed performance

5,180 people participated in the Associated Program events

This fact sheet summarises key findings of an independent report produced by Culture Counts quantifying the economic impact of the Australian premiere of *The Curious Incident of the Dog in the Night-Time* presented by MTC and Arts Centre Melbourne.

Associated Program figures were provided by Arts Centre Melbourne and do not form part of the Culture Counts study.



Culture Counts

MTC is a department of the University of Melbourne



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