



National Cultural Policy Submission

Harnessing All Of Australia's Creative Potential

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Introduction

There seems to be some confusion as to whether the policy is being developed is a policy for the Arts, the creative industries or a cultural policy. All three things have been referred to at different times and all three things are very different.

Many of the most creative industries won't necessarily claim to be cultural as such or a part of the Arts. Yet these creative industries make a huge contribution to life in Australia and nowadays actually drive a lot of the creativity, innovation, and change right across the community, and certainly within business.

Whereas decades ago it was often considered that the Arts were the key source of creativity that could rub off on other parts of the community, it is now the creative industries that are driving much of this change.

The Event Industry provides a good example. It is - in normal times - one of the very largest of the creative industries with a direct spend of close to \$50 billion a year. It brings more creative disciplines together than practically any other industry. The largest creative event agencies run larger creative teams than most Arts organisations.

The Event Industry works with business and the broader community week in week out driving creativity, innovation and change. It is core to what a lot of our industry is about.

For example, high end business events are driving much of the innovation in events, performances and experiences. Both in terms of the events and experiences themselves and in terms of what is even considered to be an event or experience. With the budgets, fast lead times, and high level competition, a lot of innovation does happen very quickly and much larger risks are taken - compared to more traditional areas.

Yet most of the Event Industry has been left out of any discussions about creative policy in Australia. A great example of this being the House of Reps 2020 Inquiry which forgot the Event Industry and many of the other most creative industries.

The Event Industry should be not just recognised and included, it should be playing a key role in driving creativity and innovation, and helping Australia to be a really creative and innovative country.

Our Pandemic Experience

Victoria's Event Industry is a large, well established industry that organises more than 120,000 events a year that are worth well in excess of \$12 billion in terms of direct spend, and employs over 70,000 people.

During the pandemic, more than 100,000 events worth well over \$10 billion in Victoria were lost. Most Event Industry businesses lost the majority of their income. The results from our February 2021 survey (included in the addenda) showed that only 27% who were working full time in the Event Industry at the beginning of this crisis were still working full time. Many businesses closed and a vast number of jobs were lost.

In late 2021 it was estimated that about three quarters of people from the technical side of our industry had left the industry.

Our January 2022 survey of the Victorian Event Industry (also included in the addenda) had similarly grim results. Event industry businesses earned income of just 19% of their normal income for the period of April 2020 to August 2021, and only 34% of their normal income for the period of September to December 2021.

These results showed the huge impact of the pandemic on the Event Industry and that rebuilding the industry will take a long time. Most Victorian Event Industry businesses received no targeted federal or Victorian government financial support. This is in stark difference to the support given to the Arts, tourism, sport and other industries.

Events, and the Event Industry, can and should be playing a critically important role in helping drive Australia's recovery and return to prosperity.

As we are now coming out of a major pandemic, events can play a really important role in bringing communities back together again, in helping people feel connected again, in helping organisations successfully get through the biggest changes in their histories, and in rebuilding confidence.

There has never been a time when events have been more needed and can make more of a contribution to our country.





A Fundamental Problem

The Covid pandemic exposed a major and more fundamental underlying problem.

The Event Industry is not currently recognised by governments as an industry, and nor is the Event Industry understood by governments. Even though we are a very large and well established industry.

Events are not valued for their real contributions to the community and to the country.

In terms of government policy, events are only valued if they are viewed as part of the Arts. Or, if they are bringing tourists to a destination - and even then it is only really for the hotel room nights and side trips to the penguins and not the event itself and its vastly broader benefits.

Governments don't even do research on the Event Industry - despite some having dedicated visitor economy or arts research units. The Event Industry accounts for about one third of what is often deemed to be the 'visitor economy'.

As governments have not recognised the Event Industry or valued what events actually do, there was not been the engagement or support necessary to help the Event Industry get through this crisis.

It is noted that the Event Industry was not aware of the work of the 2021 Senate Committee regarding Covid cancel event insurance until the publication of a newspaper article after the public hearings. It was astonishing that the Event Industry was not made aware of inquiry or asked to make submissions or appear at hearings.

That Committee seemed to have only received submissions from and heard from industries that make up just 14% of the affected industries in terms of direct spend. So only a tiny proportion of the affected industries.

But this was the same with the House of Reps inquiry into the Creative Industries in 2020. The Event Industry and many of the other most creative industries weren't even aware that the inquiry was happening. All industries that were included in the numbers of the much talked about \$111.7 billion creative sector.

Unless these fundamental problems can be dealt with, there will be little chance of being able to create the best possible policy to help make Australia a really creative and innovative country.

Victorian Parliamentary Inquiry into Support for the Events and Tourism Sectors

Following the work of our campaign that was supported by over 2,000 people from more than 900 organisations, the Victorian Legislative Council set up an Inquiry into Support for the Events and Tourism Sectors. It began its public hearings in April 2021 and released its final report in August 2021.

This was a landmark Inquiry as we understand that it is the first parliament inquiry in Australia into the Event Industry, and probably the first one to properly include the Event Industry.

It should leave no doubt that the Event Industry is an industry, and one that make a huge contribution to life in Australia.

We would hope that the government has made itself aware of this Victorian Inquiry as it provides a critically important insight into the Event Industry and the situation in the Event Industry during the current Covid crisis.





Creative Industries vs and Cultural vs the Arts vs the Event Industry

There has often been much mention of the creative industries or the cultural sector or even the Arts being worth \$111.7 billion or \$115.8 billion. This has often led to even MPs and senators publicly stating that the Arts are worth \$111.7 billion a year (or \$115.8 billion now). And in turn countless publications, organisation and members of the public saying the same.

A few years ago the Department of Communications released a report about the 'creative and cultural' sector that stated that the economic value of the sector was \$111.7 billion. The definition of 'creative and cultural' sector was that of the ABS and others which is interesting at best. Some of the largest component parts of the 'sector' are the manufacturing and retailing of clothing and footwear.

But it does include a lot of the most creative industry. For example, all the different design disciplines - from graphic design, to animation and web design, to industrial design, etc... It includes the entire video production sector and not just film and TV which is just one part of it.

Troublingly, the majority of the Event Industry is not included in the definition of the 'creative and cultural' sector despite the fact that the Event Industry is one of the largest creative industries and many key parts of the Event Industry are included in the ABS numbers.

For example, most event companies are included as ANZSIC code 7299 Other Administrative Service (not elsewhere classified).

It is concerning that some keep conflating the broader 'creative and cultural' sectors with the Arts as they are very different and both very important. And, that most of the Event Industry remains excluded.

Hence we have dedicated a lot of our submission to the basics of what the Event Industry is, what it does, etc... as we know these basics are not currently understood.

A creative policy that doesn't include input from the Event Industry would be a huge lost opportunity to really harness all of Australia's creative potential.



The Event Industry

At well over \$15 billion direct spend in Victoria, the Event Industry is in economic terms a larger industry than the whole sporting sector, a few times larger than the performing arts, over seven times larger than the music industry, and is worth well over one third of what is considered to be Victoria's 'visitor economy'. It is a large industry that touches the lives of nearly all Victoria's on a regular basis and in many ways.

The vast majority of the Event Industry receives no government funding and traditionally has had no dealing with governments. So it was completely new to most of us in the Event Industry to now be so reliant on governments to even be allowed to operate and having to just try to deal with government during the pandemic. Similarly, it also meant that the Victorian Government and the Federal Government didn't know that most of us even existed.

Definition

What is the Event Industry?

Victoria's Event Industry is the people and businesses involved in the professional creation and management of special events in and from Victoria.

Types of Events

The event industry covers many types of events, but some of the main categories include:

- **Business Events** - including business meetings, product launches, conferences, exhibitions, expos, incentives, brand activations - for the government, not-for-profit and corporate sectors
- **Public and Community Events** - from the simplest community events up to the likes of St Kilda Festival
- **Charity Events** - such as funding dinners, concerts, and galas, etc...
- **Festivals** - such as music festivals, the Fashion Festival or the Flower Show
- **Major Events** - such as the Australian Open, which in turn comprises many smaller events and experiences within it including business events, brand activations and experiences, public events, community events, etc...
- **Mass Participation Events** - such as fun runs and triathlons
- **Professional Weddings** - professionally run weddings and similar gatherings



Events range from simple community events with a few dozen people up to major events with tens of thousands of people. From very modest budgets up to multi-million dollar budgets.

While much of the media attention is on the really large public events, it is the 120,000+ other events that have by far the most impact on the lives of Victorians and that provide the vast majority of the economic benefit and employment. **As an example, business events alone are worth well more than \$12 billion in terms of direct spend in Victoria.**

Purpose

It is important to understand the real purpose of events:

- Often business events will be about bringing an organisation's stakeholders together to inform them, to build teams, to change the culture of an organisation, to raise moral, or to get engagement on major change. Increasingly they are about embracing creativity and innovation, and new technologies, business models and approaches. They can also be about promoting their products and services to new or existing clients or markets.
- For a not-for-profit it can be to promote their cause, to educate their members, to raise funds for their work. More many charities, it is their only sources of income.
- For a community event it can be to build the sense of community, to connect people, to enable greater social cohesion, or just to raise the spirits of the community. Events help build the social fabric of the community. Fed Square provides a great example of this.
- Some events are about marketing and tourism. The F1 Grand Prix is an example of an event held in Victoria with the express purpose of marketing Victoria and of bringing people to Victoria.

There has never been a time when events have been more needed or more valuable than now - coming out of a pandemic that has had such a huge impact on the whole community.



Main Roles Within the Event Industry

The Event Industry comprises a vast range of businesses. These include:

- **Organisers:** Event companies, professional conference organisers, creative event agencies, experiential agencies, exhibition organisers, etc...
- **Suppliers:** audio-visual, theming, stand builders, expo rental, lighting, audio, rigging, staging, guest management, content creation, presenters, entertainment, amusements, etc....
- **Professional Services:** environment designers, producers, creative producers, screen content designers, stage managers, show directors, editors, graphic designers, production designers, animators, site managers, risk managers, production managers, MCs, facilitators, speakers, musicians, etc.....
- **Venues and Caterers:** Conference centres, caterers, convention centres, hotel convention centres, and so on.

The vast majority of the economic activity and employment is by small businesses. These range from highly skilled freelancers and contractors (the professional service providers) up to larger supplier businesses.

As An Export Industry

While the Tourism Industry is solely about bringing people to Victoria, the Event Industry is not.

A large proportion of Event Industry businesses export their events, products and services right around Australia. And while the final event might be held in another state, a lot of the employment and economic benefit will still happen in Victoria.

A lot of the economic benefit happens in the location that the event is organised from as well as in the location where the event is held. So when Victorian event companies hold an event in another state, it is still bringing very considerable economic, and other, benefit to Victoria. The same with the Victorian event industry businesses that provide their services around Australia and overseas.



Some Event Industry businesses export their services right around the world. Norwest Productions is a great example of this with their work on many Olympic Games around the world (including Tokyo shortly) - as is ShowTech with all their overseas work from the Athens Olympics on.

This export side of the Event Industry is a massive part of the industry but rarely understood and never acknowledged. Whereas would should be very proud of - and being encouraging - Victorian event businesses to be exporting.

Relationship with Other Sectors

The Event Industry does overlap with some other industries and sectors - which is not surprising or unique to the Event Industry. But it is important to understand how the Event Industry is different from other sectors and where it does overlap with other sectors.

Arts and Recreation

Arts and recreation is an archaic term that comes from previous generations. Sadly, it is a term that still gets trotted out - but mainly in the context of local government.

It covers everything from local art galleries through to council swimming pools, from community sport through to amateur theatre.

There is a small amount of overlap with the Event Industry, but arts and recreation is so broad and diverse that it is not helpful for describing much in any meaningful way.

The Arts

The Arts is quite a broad sector that covers everything from visual arts to performing arts. As a sector, the Arts are very definite about who they are, and what is and isn't classified at the Arts.

The obvious area of overlap is with public events and festivals which are very much a part of the Event Industry.

Tourism

Tourism is another broad sector. Governments will often fund some types of events to bring people to a destination.

However, the tourism industry generally just looks at the benefits from events to tourism businesses - e.g. hotel room nights, side trips to tourism attractions, etc... - and not at the many people and businesses that are involved with creating the event itself. These other aspects of events - such as AV and production, creative development and content production, environments and displays, etc.... - are often worth many, many times the 'tourism' aspects in turns of dollars and jobs.

While the tourism industry likes to include all of the business event sector within their numbers when asking governments for funding, the vast majority of business events are unrelated to tourism. **In fact, 80% of attendees at business events are locals.** And again, the purpose and the real benefits of the business are not tourism but the real business benefits they deliver.

So the tourism industry is often a beneficiary of events, while the events themselves are not part of the tourism industry. And, at the moment, with very different needs.

There is a modest amount of overlap between the Event Industry and the Tourism Industry but they are very separate industries with very separate purposes, very different economic models and very different supply chains.

One of the Event Industry's greatest challenges has been to be seen as the industry in its own right that it is - because some in tourism would just like events to be seen as just a part of tourism.

Sport

Sport is a very large sector in its own right. Obviously it ranges from school and community sport right through to professional sport. Some major sporting events are certainly special events that come within the Event Industry - e.g. the Grand Prix, Australian Open and Cadel Evans Great Ocean Road Race. But the vast majority of sporting activities do not involve people and businesses from the Event Industry.

The Event Industry by the Numbers

There has been much conjecture about what the Event Industry is and the relative sizes of different parts of the Event Industry and of other industries that sometimes get viewed as being part of the Event Industry.

Below is the definitive summary of the direct spends of some of the main parts of the Victorian Event Industry and some of the other industries that get talked about in the same breath. It is largely based on the two Ernst Young studies of some of the main parts of the Event Industry as well as on data from representative groups from specific parts of the Event Industry.

Noting that this is based on direct spend and not on the various 'economic multipliers' that often get touted and have little basis in fact. These numbers will come as no surprise to those who work across much of the Event Industry but may be surprising to people outside of the Event Industry.

Event Industry and Other Industries Separate - Victoria

Event Industry	Direct Spend	% of Total
• Business Events	\$12.9b	79.3%
• Major Events	\$0.84b	5.2%
• Festivals and Concerts (part of 'live performance')	\$0.83b	5.1%
• Community and Public Events	\$0.60b	3.7%
• Professional Weddings	\$1.10b	6.8%
Total Event Industry	\$16.27b	

Other Industries	Direct Spend
• Performing Arts (part of 'live performance')	\$0.83b
• Professional Sport	\$0.92b
• Venue Based Live Music (pubs, etc...)	\$0.48b
Other Industries Total	\$2.23b



Event Industry and Other Industries Mixed Together - Victoria

Viewing all these industries together to show the relative sizes of each:

Event Industry + Other Industries	Direct Spend	% of Total
• Business Events	\$12.9b	69.8%
• Major Events	\$0.84b	4.5%
• 'Live Performance'	\$1.66b	9.0%
• Community and Public Events	\$0.60b	3.2%
• Professional Weddings	\$1.10b	5.9%
• Professional Sport	\$0.92b	5.0%
• Venue Based Live Music (pubs, etc...)	\$0.48b	2.6%
Event Industry + Other Industries Total	\$18.49b	

Notes:

Business Events figures drawn from EY study for BECA 2015 and 2019 update. Update total direct spend for business events in Australia \$35.7b and using Victorian market share of 36% from 2015 study.

Major Events, 'Live Performance', Professional Sport and Venue Based Live Music from EY study for LEIF 2021. It is assumed - based on other sources - that Victoria's market share is 28%. And estimate partially based on data from AFA that this is fairly evenly split between concerts/festivals and other parts of 'live performance'.

Sadly no studies have been done on Community and Public events and other events. This is an estimate based on direct industry knowledge and data about agricultural shows and the like.

Professional Weddings is from industry data provided to the Victorian Parliamentary Inquiry into Support for the Tourism and Events Sectors.

The Broader Event Industry Nationally

While we are a Victorian group, all of us work all around Australia as we are a national industry.

To give an indication of the direct spend of the broader event sector nationally, below is a summary of the direct spend of the main types of events and related activities:

Event Industry + Other Industries Nationally	Direct Spend
• Business Events (conference, exhibitions, etc...)	\$35.7b
• Professional Weddings.....	\$4.3b
• Major Events	\$3.0b
• Festivals and Concerts (part of 'live performance)	\$2.9b
• Community and Public Events	\$1.2b
• Mass Participation Events (fun runs, triathlons, etc...).....	\$1.1b
• Agricultural Shows	\$1.0b
Total.....	\$49.2b

Noting, we don't have accurate estimates for the direct spend of Community and Public Events as well as a number of other types of events. These events play an extremely important role in our communities.

In terms of indirect spend - i.e. the broader impact on the economy - the figure is well in excess of \$90 billion.





Events Being Valued For What They Really Do

While the economics are important, events need to be valued for what they really do. And valued for the very broad and important contributions that they may make to Victoria and Australia in so many different ways.

To date in government policy, events have only been valued as either being part of the Arts (a small proportion) or in terms of the tourists they might bring to a destination (a modest proportion). While some events are part of the Arts and some events do bring some tourists to destinations, the vast majority of event's aren't or don't and actually primarily give many other very significant benefits.

Even with events that do bring tourists to a destination, the real benefits of the events go far beyond just hotel room nights and side trips to the penguins. These much larger primary benefits need to be valued.

Similarly, the extraordinary and unique skills and experience of the Event Industry and its many people and businesses needs to be recognised and valued. The Event Industry has an extraordinary amount of capability in design and creative development, strategy, complex logistics, project management, site infrastructure and management, contingency planning, risk management, and the like. All things that are very relevant and were needed in dealing with the Covid crisis.

The value of events can be broken up into a few different areas:

Community

Events play an important role in bringing communities together, in overcoming isolation and loneliness, in building a sense of community, and getting people working together.

Events also play a key role in helping not-for-profits and charities to promote their work, to involve people in their work, and to raise the funds for their operations.

Events help to teach and educate. A huge number of events and conferences are primarily about sharing knowledge and educating people.

Mass participation events - such as fun runs and the like - provide a good example of events that actively contribute to the overall health and wellbeing of the community as well as bringing people together.

Economic

Events in Victoria are responsible for a direct spent of over \$15 billion a year. The Event Industry employs over 70,000 people. The exporting of event services right around Australian, and overseas, brings considerable money back to Victoria - in turn generating more employment and prosperity. This should be all be valued.

Events play a critical role in driving creativity, innovation, change and the transition to a digital economy.

Business events play a key role in helping organisations to grow, to embrace and go through major changes, to innovate and learn, and support their employees and stakeholders.

They play an essential role in the professional development of people in all kinds of professions and industries. They promote research. They encourage innovation. They encourage creativity.

More broadly, they play an incredibly important role in building confidence in the economy and in the state.

Positioning and Promoting Victoria

Events play a very key role in how Victoria is viewed around Australia and how Australia is viewed around the world. This goes far beyond just attracting tourists or the like. They play a key role is showing that Victoria is innovative, in showing that Victoria is a great place to work and live, and in promoting Victoria's industries and businesses.





The thinking needs to go vastly beyond just sport.

The many people and businesses from Victoria's Event Industry that export their products, services and events around Australia, and around the world, play a very practical role in representing and promoting Victoria and what is great about it.

Export

While much focus in the past has been on the role that events play in bringing people to Victoria, a huge part of the event industry is about exporting services, products and events around Australia, and to a lesser degree around the world.

This bring dollars back to Victoria, grows Victorian businesses, creates more employment and prosperity in Victoria, as well as helping to promote Victoria.



Summary

The Event Industry is one of Australia's largest creative industry. It bring together more creative disciplines than almost any other industry. We drive creativity, innovation and change.

We are an industry that should be recognised by government, and our events should be appreciated for the very real contribution that they make to Australia.

The Event Industry should be a key part of any policy that aims to really harness all of Australia's creative potential. It is what we do.





About Save Victoria Events Inc

Save Victorian Events was started in July 2020 by nine very long time members of Victoria's Event Industry.

We were deeply concerned that our industry was already in a dire situation - having been completely closed for four months and with no sign of when it would reopen - and nothing was being done in terms of financial or practical support for our industry. We seemed to have been abandoned by all and sundry. No one was representing the real views people and businesses in Victoria's Event Industry to government.

Save Victorian Events began with the simple purpose of giving a strong voice to the broader Event Industry in Victoria during this time of crisis. And, with a strong emphasis on representing the small businesses, freelancers, and workers who had never had a real voice to government.

We have actively involved over two thousand members of Victoria's Event Industry - and from right across the Event Industry - in our campaign. We have been the main source of information about what has been going on with government to much of the Event Industry. Similarly, we have been the main source of information from the front line of Victoria's Event Industry back to government.

Our industry surveys are still the only comprehensive survey's of Victoria's Event Industry - and have given very many key insights.

We can easily claim to have been the most representative voice for people and businesses in Victoria's Event Industry during the pandemic. And, have set the agenda for much of the discussion about the Event Industry at both the Victorian and federal level.

Save Victorian Events has no funding, no staff, and no ties with any government bodies. It is purely a lot of members of Victoria's Event Industry working together to try to help deal with a crisis that has caused in incredibly amount of pain and hardship to so many of our event colleagues and friends, and to so many great event businesses.

Victoria's Event Industry is the many Victorian people and businesses that create and deliver events in and from Victoria. It is an amazing group of people that we are proud to be a part of.

Addenda

- Save Victorian Events February 2021 Event Industry Survey
- Save Victorian Events August 2021 Event Industry Survey
- Save Victorian Events January 2022 Event Industry Survey





Final Survey Results: The Devastating Impact on Victoria's \$10+ billion Event Industry

IMPACT ON VICTORIAN EVENT INDUSTRY COMPANIES

By companies we mean event organisers and the vast array of suppliers to Victoria's event industry such as: AV, audio, lighting, theming, expo, marquees, catering, etc...

Income from April to December 2020 was down 85%
Forecast income for January to June 2021 is down 76%
Forecast income for July to December 2021 is down 67%
(compared to the same period in pre-Covid years and excluding government support)

94% of companies are currently receiving JobKeeper

Receiving JobKeeper has enabled:

38% of companies to keep all staff on
47% of companies to keep some staff on

If JobKeeper ends in March:

43% of companies will need to let staff go
An additional 40% of companies will potentially need to close their business

So **83% of companies in Victoria's event industry will be severely affected** by the ending of JobKeeper - if it is not replaced by some other form of financial support.

IMPACT ON FREELANCERS AND CONTRACTORS

These are the highly skilled professional service providers such as producers, production managers, stage managers, technicians, risk managers, lighting designers, etc.... who play such a critical role in the planning and running of events.

Their income from April to December 2020 was down 89%
Forecast income for January to June 2021 is down 80%
Forecast income for July to December 2021 is down 67%
(compared to the same period in pre-Covid years and excluding government support)

77% have had to seek work outside of the Event Industry to survive.

69% will need to get jobs outside of the Event Industry if JobKeeper ends in March.

IMPACT ON VICTORIAN EVENT INDUSTRY WORKERS

Only 27% of people who were working full time in the Victoria's Event Industry pre-Covid are still working full time in the Event Industry.

35% of people who were working in Victoria's Event Industry pre-Covid are no longer working in the Event Industry at all.

The survey was conducted by Save Victorian Events from February 3rd to 7th with more than 360 businesses and more than 200 individuals from Victoria's Event Industry responding.

Contact: help@savevictorianevents.com.au

The State of Victoria's Event Industry

Survey Results - August 30 2021

Earned Income - Businesses

Only 19%

of normal income
for Apr 20 - Aug 21

Only 18%

forecast income
for Sep - Dec 21

Only 34%

forecast income
for Jan - Jun 22

Cancelled Events and Projects

34%

have had ALL cancelled
until the end of the year

61%

have had MOST cancelled
until the end of the year

Losses Due to Recent Lockdowns

29%

of businesses
lost \$50-200k

35%

of businesses
lost \$200k-\$1m

20%

of businesses
lost over \$1m

Impact on Workers

Only 40% of permanent staff are still employed

Only 16% of the highly skilled freelancers,
contractors & casuals are still employed

Reduced Business Capability

Only 52% of their pre-pandemic capability and
capacity to deliver events & projects

Business Survival

Only 27% likely to survive to the end of the year

26% unlikely to survive **47%** not sure if they will

The Impact of Omicron on Victoria's Event Industry

Survey Results - January 18 2022

Companies: Earned Income

Apr 20 - Aug 21

Sep - Dec 21

Jan - Mar 22

Apr - Jun 22

Down 81%

Down 66%

Down 68%

Down 58%

(Actual. Pre-Omicron)

(Actual)

(Forecast)

(Forecast)

Earned income of Event Industry companies compared to the same period of a normal year. Noting this is an average so many have earned a lot less or more.

Freelancers & Contractors: Earned Income

Apr 20 - Aug 21

Sep - Dec 21

Jan - Mar 22

Apr - Jun 22

Down 84%

Down 65%

Down 71%

Down 55%

(Actual. Pre-Omicron)

(Actual)

(Forecast)

(Forecast)

Earned income of our vitally important Event Industry freelancers and contractors compared to the same period of a normal year. Again, this is an average.

Current Outlook for Events in 2022

January & February Events

March & April Events

May to December Events

46% - Cancel

22% - Cancel

9% - Cancel

28% - Postpone

30% - Postpone

12% - Postpone

16% - At Risk

36% - At Risk

44% - At Risk

Current expected outcome for events. Hence the urgent need for financial support and measures to help restore confidence in events.