



AUDIENCE

The population of Greater Western Sydney is diverse and exciting with an avid participation in arts, culture and entertainment events. The changing face of Greater Western Sydney means the time has never been better for a new theatrical venue and impeccable productions.



“DON'T UNDER ESTIMATE THE SOPHISTICATION OF WESTERN SYDNEY AUDIENCES”

WESTERN SYDNEY SURVEY RESPONDENT



CULTURAL ENGAGEMENT

Western Sydney accounts for 5 of the top 10 postcodes for musical theatre attendees (research based on 10 events)

36%

attend a ticketed or live event three – five times per year

33%

attend a ticketed or live event with their children every few months

20%

would attend family entertainment or children's events and programs

24%

spend \$100 – \$299 per person on entertainment, leisure and food

We are avid supporters and consumers of entertainment and the arts with an annual spend of over 316m* and by 2036 our spend is projected to grow to over 1.197billion, overtaking other Sydney regions.

23.8%

of our households earn \$2,500 or more per week

45%

of western Sydney residents say they will attend more ticketed events once the Sydney Coliseum Theatre is open for business***

70%

work in professional, managerial, sales or administrative roles

* Source: NSW Bureau of Transport Statistics, ABS cat. 6530, 2011. Census.2016: \$316mil Projected spend 2036: 1.197bil

Source: Deloitte Western Sydney Cultural Infrastructure Report 2015. * Independent survey.

AUDIENCE



CULTURALLY DIVERSE

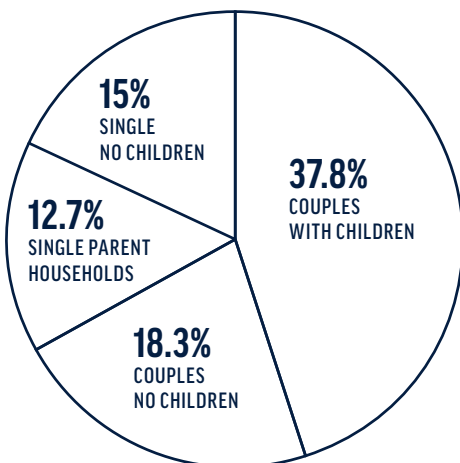
Home to over 44% of Sydney's population and over **170 different cultures**, we are exciting and vibrant. 70% of us work in professional, managerial, sales or administrative roles.



HOW WE LIVE

The Greater Western Sydney audience are house proud with 33.3% owning their property outright, whilst 24.7% own with a mortgage. 28.8% enjoy life in the west from a rented property.

37.8% are couples living with children while 18.3% are double income, no kids.



“I AM REALLY LOOKING FORWARD TO BEING ABLE TO SEE QUALITY SHOWS WITHIN A 30-MINUTE DRIVE OF MY HOME”

WESTERN SYDNEY SURVEY RESPONDENT