

## **MEDIA RELEASE**

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# Telstra Perth Fashion Festival Means Business

A new independent report has found Telstra Perth Fashion Festival injected a \$9.3 million boost to the local economy last year.

Compiled by consultants Pracsys and Culture Counts, the impact assessment was conducted during the 2016 Festival and aimed to quantify the value the event delivers to the public, government and corporate partners and WA's creative industries.

It is the first time in the Festival's 18-year history such a comprehensive study has been conducted, with more than 1000 respondents participating.

The findings demonstrate that the Festival stimulates the local fashion design and retail sectors, provides meaningful cultural experiences for public attendees and makes social, economic and cultural contributions to the City of Perth.

Based on visitor and organisational expenditure, the report found the event and its cultural program generated a direct economic impact of \$4.1 million and a total economic impact of \$9.3 million.

This included attendance at ticketed and cultural events, retail spending and food and beverage consumption, with 51 per cent of respondents eating at a restaurant before or after events, 56 per cent going for a drink and 20 per cent spending money on shopping or entertainment.

Telstra Perth Fashion Festival Director Mariella Harvey-Hanrahan said the findings were proof of the event's significant impact on the WA community.

"We have always been aware of the valuable contribution the Festival makes to Perth's cultural and economic landscape but this is the first time we have been able to provide solid proof of just how much it delivers to stakeholders," Ms Harvey-Hanrahan said.



# TELSTRA PERTH FASHION FESTIVAL

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“We have been able to hone in on our audience and profile them based on their age, profession, location, preferences and how they engage with the Festival’s content. It was interesting to see not only their views on the festival itself but how their attendance stimulates spending in other sectors.

“The results of the study prove how important the Festival is to the cultural scene in Perth and will allow us to nurture the event so it continues to grow.”

Last year, 45,000 people attended the Festival across 68 free and ticketed events.

Of the respondents, 51 per cent were attending for the first time and 90 per cent said they would return in future years, which is promising for the Festival’s growth.

Most respondents said the Festival increased their sense of civic pride in the city and 84 per cent said attending the fashion events increased their appetite for arts and culture in Perth in general.

Furthermore, the local designers involved said it inspired their creativity and helped further their careers in the fashion industry.

This demonstrates the Festival has implications for the broader cultural sector in addition to its economic impact.

***Telstra Perth Fashion Festival will return Friday 8<sup>th</sup> – Sunday 17th September 2017.***

Full details of the official program will be unveiled at the launch this July.

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