

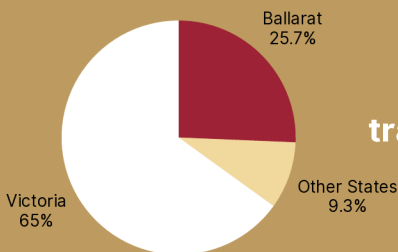


ROYAL SOUTH STREET SOCIETY

2025 IMPACT REPORT

TOURISM & ECONOMY

FROM ALL OVER AUSTRALIA



75% of our participants travelled to Ballarat to attend the Eisteddfod!

NUMBER OF PARTICIPANTS

25,000+

Performers, supporters and audience

ESTIMATED STAY & SPEND



\$2 MILLION +

80% of our participants eat, shop and explore Ballarat. 52% stayed overnight in Ballarat, and 38% stayed two nights or more.

(Estimated over \$2million spend on accommodation alone - based on average nights stay at \$240 per night)

THE REASON FOR VISITING BALLARAT

86%



ROYAL SOUTH STREET SOCIETY
BALLARAT EISTEDDFOD

86% of our participants indicated the main reason they came to Ballarat was for the Eisteddfod

We are a key driver of Ballarat's tourism and economy, attracting thousands of visitors annually who support local hospitality, retail, and attractions. Our events generate valuable economic activity, enhance Ballarat's reputation as a premier destination for prestigious events, and contribute to the city's rich cultural arts and heritage tourism.

PROMOTING OUR REGION



Proudly showcasing all that our region offers and encouraging our performers and supporters to stay, eat, shop and explore. The inaugural Royal Treasure Trail featured 30 local experiences and our local sponsors.



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BALLARAT EISTEDDFOD



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2025 IMPACT REPORT

PERFORMERS

NUMBER OF ENTRIES

5190

The number of individual entries in our 2025 Royal South Street Society Ballarat Eisteddfod

PERFORMERS ON STAGE

11,000+

The number of pairs of feet on our stages from all over Australia on our stages throughout the 2025 season of events

NUMBER OF ALUMNI

IN EXCESS OF
1.3 MILLION

Estimated number of past performers (alumni) on our stages over the past 135 years

SUPPORT & SPONSORSHIP

\$160,000



Annual supported sponsorships, donations and trusts towards prize money, trophies and events for our performers

PARTICIPATING SCHOOLS



216

25 Primary Schools
48 Secondary Schools
143 Performing Arts Schools/Clubs

SCHOLARSHIPS & WORKSHOPS



90+

With the support of industry arts partners we connected students with study and development scholarships, workshops & performance opportunities to enhance their performing arts development



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BALLARAT EISTEDDFOD



ROYAL SOUTH STREET SOCIETY

2025 IMPACT REPORT

BALLARAT COMMUNITY

ACTIVE VOLUNTEERS



110

Members of our RSSS volunteer community, plus many more who subscribe to our regular communications

VOLUNTEER HOURS

10,000+

Volunteers collectively provided over 10,000 hours or over \$469,600 equivalent (*Centre for Volunteering rate*)

PERFORMANCE DAYS



79

Offering a huge range of affordable live entertainment across multiple disciplines and venues

LOCAL PERFORMERS

2855



Number of local performers living within a 50km radius of Ballarat who perform on our stages

We enrich Ballarat's community by bringing people together through inclusive cultural events and shared artistic experiences. We inspire youth to engage in the arts, create valuable volunteer opportunities, strengthen community pride, participation and connection and offer meaningful sponsorship and promotional opportunities.

LOCAL SCHOOLS



40

Local primary, secondary and performing arts schools expanding cultural literacy, identity and inclusion through exposure and performance opportunities in the arts



ROYAL SOUTH STREET SOCIETY
BALLARAT EISTEDDFOD



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2025 IMPACT REPORT

THE PERFORMING ARTS

NUMBER OF ADJUDICATORS

29



High level industry professionals employed to provide critical feedback performers in all disciplines

NUMBER OF DISCIPLINES

9

- 1 - All Abilities
- 2 - Dance
- 3 - Debating
- 4 - Calisthenics
- 5 - Choral
- 6 - Pianoforte & Chopin
- 7 - Instrumental
- 8 - Speech, Drama & Comedy
- 9 - Vocal & Aria

FIRST NATIONS PERFORMING ARTISTS



We recognise Aboriginal and Torres Strait Islander people as our first storytellers and performing artists through word, music, dance and cultural practices, and continue to develop our understanding and opportunities for Indigenous performing arts. New First Nations scholarships introduced in 2025.

ALL ABILITIES PERFORMING ARTS

50



For all performers and all abilities! 50 performances at our 2025 UFS All Abilities Performing Arts Showcase.

We play a vital role in nurturing performing arts talent across local, state, and national levels. We champion excellence and inclusion across all art forms, supporting diversity in schools and communities alike. By engaging and connecting performers, industry professionals, adjudicators, and associations nationwide, we strengthen the broader arts ecosystem.

NUMBER OF SECTIONS

703



Number of individual sections/genres within our 9 disciplines in 2025, displaying a phenomenal range of talent throughout each season



ROYAL SOUTH STREET SOCIETY
BALLARAT EISTEDDFOD



ROYAL SOUTH STREET SOCIETY

2025 IMPACT REPORT

BALLARAT CULTURE & HERITAGE

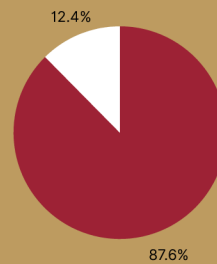
WEEKS OF PERFORMING ARTS



16

Elevating, celebrating and promoting the rich legacy and culture of performing arts in Ballarat

BALLARAT'S HERITAGE



87%

RSSS has been a cornerstone of the city's heritage, culture, community, and economy for a whopping 135 of the City of Ballarat's 153 formal years (or 87%)

PERFORMING ARTS ADVOCACY



All year we work towards connecting & strengthening Ballarat's reputation as a performing arts hub, encouraging collaboration in the eisteddfod and arts sector & investment in arts organisations and facilities.

MEDIA ENGAGEMENT



All year we actively lead, advocate and promote Ballarat performing arts, our suppliers and supporters through media releases, advertising and promotions on all platforms of local media

DIGITAL SOCIAL MEDIA



9.5K

Active engagement with over 9,500 Followers on Facebook and Instagram, website and online accounts

We play a vital role in shaping Ballarat's cultural identity by strengthening its reputation as a performing arts hub, attracting investment in arts facilities, and preserving artistic traditions. We foster innovation in the arts, and encourage schools to expand cultural literacy through diverse performance opportunities. The Eisteddfod continues to be a dynamic force in the region's creative and cultural development.



ROYAL SOUTH STREET SOCIETY
BALLARAT EISTEDDFOD



ROYAL SOUTH STREET SOCIETY

2025 IMPACT REPORT

SUPPLIERS & VENUES

NUMBER OF SUPPLIERS



Proudly supporting a wide range of local and industry suppliers to facilitate our annual Eisteddfod season

DEVELOPMENT OF THEATRES

\$16.3 million

**HER MAJESTY'S
THEATRE BALLARAT**

RSSS has been integral to the City of Ballarat securing govt funding for the development and restoration of Her Majesty's Theatre since 1987

LOCAL SUPPORTERS

150+

Businesses / organisations / clubs / individuals that support RSSS performers through prize / award donations & sponsorship

SUPPORTING LOCAL VENUES



Her Majesty's Theatre - 6 weeks
Founders Theatre - 2 weeks
Ballarat Mechanics Institute - 3 weeks
ACU - 2 weeks
Ballarat Specialist School - 3 days
BPAC - Youth Comedy Workshop

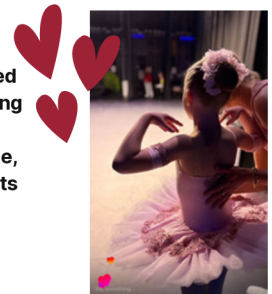


Contributing to the income, employment and promotion of local venues

We proudly champion local suppliers, venues and businesses. Our events generate demand for theatre and stage production services, creating meaningful economic opportunities for venue operators. We play a vital role in supporting the upkeep, preservation, and continued development of Ballarat's historic performance venues, helping them thrive for future generations.

TEACHERS & COACHES

Teachers and coaches employed by over 216 different participating primary, secondary and performing arts schools to guide, prepare and refine their students for performance



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