



ROYAL SOUTH STREET SOCIETY

2024 IMPACT REPORT

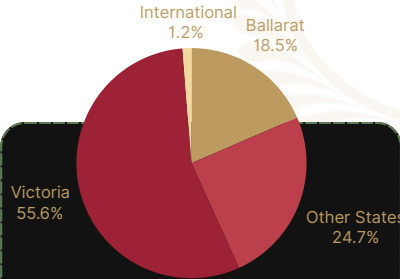
BALLARAT TOURISM & ECONOMY



NUMBER OF ANNUAL PARTICIPANTS

20,000+

Performers, supporters, volunteers, staff and audience in 2024



FROM ALL OVER AUSTRALIA

The largest percentage of our participants are from outside of Ballarat (50km radius)! Over 70% of our participants in 2024 travelled to Ballarat to perform at RSSS!



NUMBER OF LOCAL SUPPORTERS

150+

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



NUMBER OF EMPLOYEES

2.2

We directly employ the equivalent of 2.2 full time employees. RSSS has employed an office management team for decades, supported by over 150 volunteers annually



AVERAGE STAY & SPEND

We know retrospectively that 80% of our participants love to eat, shop and explore Ballarat. 61% stay in accommodation in Ballarat, and 52% stay two nights or more



NUMBER OF VENUES

5

Our use of theatres and halls for a four month period provides steady employment in the arts industry and promotes Ballarat as a location for prestige events



IMPACT ON BALLARAT TOURISM & ECONOMY

The Royal South Street Society Ballarat Eisteddfod is 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 heritage tourism. We also provide employment and support a dedicated network of local volunteers.



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BALLARAT COMMUNITY



LOCAL PERFORMERS

2558

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



ACTIVE VOLUNTEERS

153

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



A DEDICATED ALL ABILITIES DISCIPLINE

Our eisteddfod is open to all performers and all abilities. We conduct a dedicated All Abilities Performing Arts Showcase event. In 2024 we saw 56 performances at this event



PERFORMANCE DAYS

97

Offering a huge range of affordable live entertainment across multiple disciplines and venues all accessible to the community



VOLUNTEER HOURS

10,000+

We have over 150 volunteers who collectively provided approximately 10,000 plus hours each year in volunteer service

70+

INDIVIDUAL ALL ABILITIES PERFORMERS

Between our dedicated All Abilities Performing Arts Showcase and our other disciplines, we had over 70 incredible local all abilities performers on our stages



IMPACT ON THE BALLARAT COMMUNITY

The Royal South Street Society Ballarat Eisteddfod enriches 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 volunteering opportunities, and strengthen community pride and participation. Through accessible programs and local partnerships, we foster social connection while offering meaningful sponsorship and promotional opportunities.



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BALLARAT CULTURE & HERITAGE

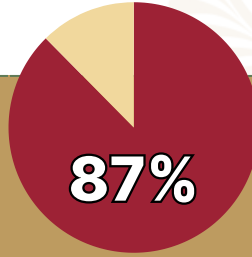


ANNUAL WEEKS OF TALENT

16

Elevating and celebrating the rich legacy of performing arts in Ballarat that first began back in the gold rush era

12.4%



87%

87.6%

BALLARAT'S HERITAGE

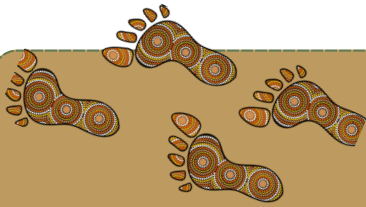
For 133 of the City of Ballarat's 152 years (or 87%) of our city's formal history RSSS has been a cornerstone of the city's heritage, culture, community, and economy



LOCAL SCHOOLS AND TEACHERS

36

All local schools expanding cultural literacy, identity and inclusion through exposure and performance opportunities in various art forms



FIRST NATIONS PERFORMERS

Supporting the identity, inclusion and development of our region's First Nations performing artists with new scholarships / prizes / sections and entrant registration



INVOLVEMENT IN LOCAL EVENTS

Participating in local events and fundraisers such as the Ballarat Begonia Festival, Ballarat Heritage Weekend, The Ballarat Foundation, supporting other local competitions and more



PERFORMING ARTS HUB & REPUTATION

Connecting & strengthening Ballarat's reputation as a performing arts hub and encouraging collaboration & investment in arts facilities.



IMPACT ON BALLARAT'S CULTURE & HERITAGE

The Royal South Street Society plays 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. It fosters innovation in the arts, and encourages 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

2024 IMPACT REPORT

THE PERFORMING ARTS



23

NUMBER OF ADJUDICATORS

High level industry professionals employed to provide critical feedback to all of our performers in every discipline



9

NUMBER OF DISCIPLINES

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

5060

NUMBER OF ENTRIES

The number of individual entries in our 2024 Royal South Street Society Ballarat Eisteddfod



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



90+

SCHOLARSHIPS & WORKSHOPS

With the support of industry arts partners we presented study and development scholarships, workshops, tickets & performance opportunities to enhance development

56

ALL ABILITIES PERFORMANCES

Our eisteddfod is open to all performers and all abilities. Plus we run a dedicated All Abilities Performing Arts Showcase event. In 2024 we saw 56 all abilities performances at our dedicated Showcase.



IMPACT ON THE PERFORMING ARTS

The Royal South Street Society Ballarat Eisteddfod plays 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 industry professionals, adjudicators, and associations nationwide, we strengthen the broader arts ecosystem—while proudly supporting the identity and growth of First Nations performing artists.



ROYAL SOUTH STREET SOCIETY

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PARTICIPANTS



9052

NUMBER OF PERFORMANCES

The number of performances from all over Australia on our stages throughout the 2024 season of events



1 - 1.5 MILLION

NUMBER OF ALUMNI

Estimated number of past performers (alumni) on our stages over the past 133 years



\$70,000+

AMOUNT OF PRIZE MONEY GIVEN OUT

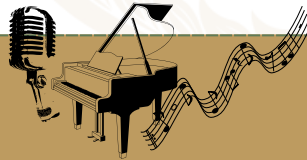
With thanks to our sponsors and supporters we offered significant cash prizes and incentives for our participants in 2024



OVERALL NUMBER OF SCHOOLS

138

27 Primary Schools
53 Secondary Schools
58 Performing Arts Schools
participated in our 2024 Eisteddfod season



NUMBER OF SECTIONS

674

Number of individual sections/genres within our 9 disciplines in 2024, displaying a phenomenal range of talent throughout each season



SCHOLARSHIPS & WORKSHOPS

90+

Industry development & extension opportunities presented to our participants through a range of scholarship and workshops



IMPACT ON OUR PARTICIPANTS

Our participants have access to a diverse range of opportunities through their involvement with RSSS, allowing them to experience stage performance, personal growth, gain recognition, receive validation, and build confidence. They also have the chance to connect with fellow performers, forge lifelong friendships, and establish valuable industry connections.



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SUPPLIERS & VENUES



NUMBER OF SUPPLIERS

100+

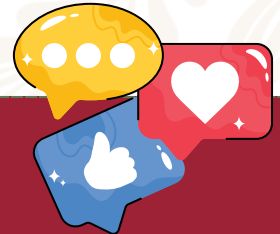
The RSSS is proud to support a wide range of local and industry suppliers to facilitate our annual Eisteddfod season

**HER MAJESTY'S
THEATRE & BALLARAT**

DEVELOPMENT OF LOCAL THEATRES

\$16.3 million

The cost of the most recent restoration and renovation of Her Majesty's Theatre. RSSS has been integral to the City of Ballarat securing govt funding for Her Majesty's Theatre since 1987



SOCIAL MEDIA PROMOTION

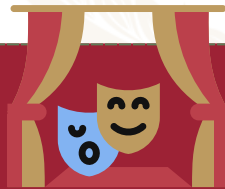
7.4K

Followers on Facebook plus active Instagram, website and online accounts



TEACHERS & COACHES

Teachers and coaches employed by over 138 different participating primary, secondary and performing arts schools to guide, prepare and refine their students for performance



SUPPORTING LOCAL VENUES

Her Majesty's Theatre - 6 weeks
Founders Theatre - 2 weeks
BMI - 3 weeks
ACU - 2 weeks
Ballarat Specialist School Farm Campus - 3 days



MEDIA ENGAGEMENT

Advocating and promoting Ballarat, the performing arts and our suppliers and supporters through media releases, advertising and promotions with local media



IMPACT ON SUPPLIERS AND VENUES

We proudly champion local communities and businesses, delivering significant benefits at local, state, and national levels. 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. By partnering with local media for event coverage, we further enrich the cultural fabric of the region while promoting community engagement and visibility.