

This application seeks a permanent Extended Trading Permit (ETP) to allow The Ice Cream Factory, located at 92 Roe Street, to operate as an events space for ticketed events & functions.

Since 2017, the venue has successfully delivered over 210 large-scale events, welcoming more than 500,000 attendees. These events have consistently demonstrated strong compliance with licensing conditions and community expectations, contributing positively to the local economy and cultural landscape.

The proposed permit seeks to formalise these operations and provide long-term certainty for the continued delivery of safe, well-managed and vibrant ticketed events & functions.

The Ice Cream Factory has become a highly curated events space that delivers experiences entirely unique to the venue with a strong emphasis on safety, diversity, and creativity. Its track record of professional operations and community engagement has repeatedly shown that its events are overwhelmingly in the public interest—activating underutilised urban space, supporting local jobs and artists, and enhancing the cultural fabric of the city.

The below highlights some of the standard trading conditions requested for a permanent ETP.

**Trading Hours:**

- A maximum of 1 hour before and after included entertainment starts & finishes at an event or function.

**Entry Condition:**

- The Extended area will only be open to ticket holders and guests of bona-fide events and functions.

**Types of Entertainment:**

- Ticketed events including concerts, cultural festivals, theatre performances, sporting fixtures.
- Private events and functions such as weddings, industry balls, gala dinners etc.

**Profit Sharing:**

- ICF Events Pty Ltd to share in 20% of bar sales.
- External promoters to be permitted to share in ticket sales only.

**Unsealed Containers Only:**

- Liquor sold and supplied at functions and events will be supplied in unsealed containers.

**Drink Limit:**

- 4 Drinks per person limit.

**Licensed Security Requirement:**

- A licensed crowd controller ratio of 2 crowd controllers for the first 150 patrons and 1 crowd controller for each additional 150 patrons.

**CCTV:**

- The event site will maintain CCTV of all areas at all times.
- Footage will be retained for a minimum of 28 days.

**Adverse Impact:**

- The Ice Cream Factory has proven over the past 8 years that it has a positive impact on the amenity of the locality.
- The Ice Cream Factory has demonstrated through independent impact reports that events and festivals in this location benefits the community socially, culturally and economically.
- Ticketed events and functions will be subject to the approved noise conditions granted by the City of Perth to ensure there is minimal negative impact on the community.

**Size & Capacity:**

The event area has been in operation for 8 years with a capacity of 4,500 patrons.

This area contains 72 dedicated toilets, 24m of male urinal as well as 1 x UAT. These facilities are in addition to the existing tavern facilities.

The final capacity will be determined by The City of Perth based on requirements from Building, Planning and Health departments.

**Notification:**

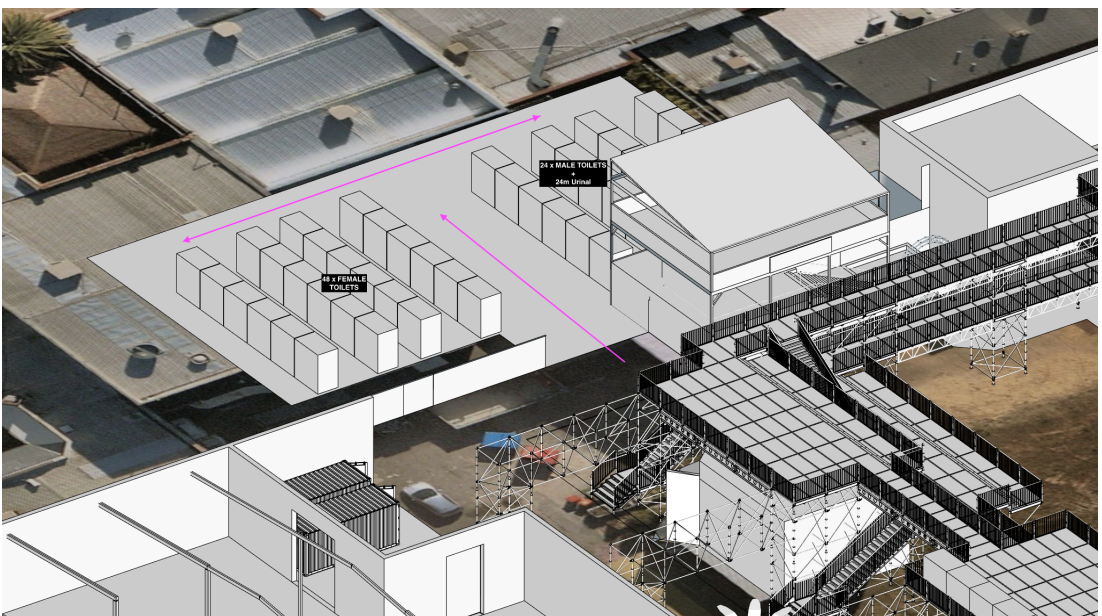
It is proposed that notice will be provided to RGL, LEU and The City of Perth for any event expecting more than 3,000 patrons.

**Defined Area:**

- The area of the ETP is to be defined by existing buildings and an erected fence.
- The area is adjacent to the existing Tavern however it is expected patrons will enter via Roe Street.
- The main bank of toilets are to be located underneath the existing tavern, on the Roe Street level which reflects the red line entering the tavern (there is a large height difference between Roe St and James St street levels).



Roe St Ground Level (Underneath Coconut Grove and Paramount Nightclub)



# PUBLIC INTEREST ASSESSMENT

## FORM 2A

Extended Trading Permit - Extended Area

A933407682

Coconut Grove Tavern

161 James Street, Northbridge WA 6003

## Executive Summary

This application seeks approval for a permanent Extended Trading Permit for The Ice Cream Factory—an iconic, Perth-based events precinct that has successfully operated since 2017. Over the past seven years, the venue has hosted more than 210 events and welcomed over 500,000 patrons, consistently upholding industry-leading standards in safety, community engagement, and liquor compliance.

Each year, The Ice Cream Factory commits over \$3 million in capital expenditure to transform the site into a world-class, immersive events space, creating significant employment and economic stimulus in the process. In addition, more than \$2 million is invested annually in local, domestic, and international talent, allowing the venue to attract top-tier artists that would otherwise bypass Western Australia. Programming for these acts requires long lead times and financial confidence—something that will be supported by the certainty of a permanent permit.

Unlike global operators driven by overseas interests, The Ice Cream Factory is 100% locally owned and operated, with deep ties to the Perth community. This ownership model ensures that cultural and economic benefits stay in Western Australia, with the venue directly contributing to the city's vibrancy, hospitality sector, and creative economy. The proposed permit will allow these contributions to continue—and grow—under a framework that is proven, safe, and overwhelmingly in the public interest.



## 2.1 Proposed Manner of Trade & Target Client Base

Coconut Grove Tavern is proposing to trade using the areas adjacent to the tavern with an ongoing Extended Trading Permit.

It is proposed that the extended area be licensed during ticketed events and functions only with a capacity of 4,500 people.

Trading times will vary based on each event or function however will not exceed the current trading times of the existing licence. The venue will be open for a maximum of one hour prior to, and following the entertainment included in the event or function.

Since 2017, the venue has successfully delivered over 210 large-scale events, welcoming more than 500,000 attendees. These events have consistently demonstrated strong compliance with licensing conditions and community expectations, contributing positively to the local economy and cultural landscape.

The proposed extended area permit seeks to formalise these operations and provide long-term certainty for the continued delivery of safe, well-managed and vibrant ticketed events & functions.

The Ice Cream Factory has become a highly curated events space that delivers experiences entirely unique to the venue with a strong emphasis on safety, diversity, and creativity. Its track record of professional operations and community engagement has repeatedly shown that its events are overwhelmingly in the public interest—activating underutilised urban space, supporting local jobs and artists, and enhancing the cultural fabric of the city.

The venue will be designed to accommodate a wide variety of events leading to a diverse demographic of customers. Theatre, music, cabaret, comedy, cultural festivals, exhibitions, sporting events, weddings and trade shows are all expected to be part of the annual calendar of events utilising the venue with an expected attendance of over 200,000 people annually. Previous attendee profiles have been identified in the Culture Counts impact report provided.

National and international promoters have expressed their intent to program content in the venue as demonstrated in the submitted letters of support.

In addition to its cultural contributions, The Ice Cream Factory delivers substantial economic impact each year, injecting more than \$3 million in capital infrastructure to build and transform the site annually. A further \$2 million is spent on artist bookings, enabling the venue to attract in-demand local, domestic, and international acts—many of whom require 12–18 months of lead time. The festival also provides over \$850,000 in casual wages annually, much of which directly benefits local students and young people, particularly with the new Edith Cowan University City campus opening nearby. This broad economic activity supports jobs, stimulates the creative sector, and generates significant flow-on benefits across the hospitality and tourism industries.

The venue is proposing to trade with conditions consistent with previously granted temporary Extended Trading Permits being;

#### NUMBERS LIMITATION

The number of patrons permitted entry to the licensed area(s) is not to exceed 4500 at any one time.

#### RESTRICTED ENTRY

Entry is restricted to ticket holders of events and functions only.

#### JUVENILES

Juveniles accompanied and supervised by a responsible adult are (as defined by s 125(2)(b) of the Liquor Control Act 1988) are permitted to enter and remain on the licensed premises. This condition does not apply to the presence of a juvenile employed by the licensee on the premises otherwise than in the sale or supply of liquor.

#### PROFIT SHARING AUTHORISED

Pursuant to s 104 of the Liquor Control Act 1988, approval is given for profit sharing to occur between the licensee and event promoters. However, in the event that concerns are raised over the suitability of any particular third party, the licensing authority reserves the right to conduct an investigation into that person to ascertain if they are 'fit and proper', pursuant to the provisions of s 37(1)(d) of the Act.

#### FENCING REQUIREMENTS

Appropriate fencing is to be erected around the boundary of the licensed area so as to clearly delineate the licensed premises.

#### UNSEALED CONTAINERS ONLY

Liquor sold and supplied must only be supplied in unsealed containers.

#### PACKAGED LIQUOR PROHIBITED

The sale and supply of packaged liquor for consumption off the licensed premises is prohibited:

- i) During any extension of normal trading hours;
- ii) From any extension of licensed area; and
- iii) To non-members (where the licence is a Club Licence that permits the sale of packaged liquor to members).

#### DRINK LIMIT

Liquor sold and supplied at this function is restricted to no more than four (4) drinks per person at any one time.

#### RESPONSIBLE DRINK PRACTICES

The licensee is prohibited from selling and supplying beverages in such a way that would encourage rapid consumption of liquor (e.g., but not limited to, unadulterated spirit or liqueur in a shot glass); or drinks known as 'laybacks', 'shots', 'shooters', 'test tubes', 'jelly shots', 'blasters', or 'bombs' or any other emotive title.

## DRINKS

1. The serving of spirits in jugs is prohibited.
2. Non-standard measures of spirits (ie. more than 50mls) is prohibited.
3. The supply of pre-mix drinks is permitted, however the individual container quantity is not to exceed 440mls.
4. Low-strength liquor must be readily available for sale and supply for the duration of the event.
5. A range of non alcoholic drinks must be readily available for sale and supply for the duration of the event.

## LIGHTING REQUIREMENTS

Adequate lighting must be installed within the licensed area(s) to comply with the following requirements:

1. Lighting shall be energised from approximately one hour prior to sunset and shall remain illuminated until at least one hour after the cessation of the licensed hours;
2. Throughout the general public areas, illumination shall be no less than 5 lux. However, this condition does not apply to the vicinity of any stage area(s) during a performance; and
3. For all bar service areas and entry/exit points, illumination shall be no less than 40 lux to assist with the monitoring of patrons during the hours of darkness.

## LICENSED SECURITY REQUIREMENTS

Crowd controllers, licensed under the Securities and Related Activities (Control) Act 1996 or approved managers exempt under the Securities and Related Activities (Control) Regulations 1997, are to be employed at a ratio of two (2) personnel for the first one hundred (100) patrons, and one person for each additional one hundred and fifty (150) patrons or part thereof. These crowd controllers (licensed under the Securities and Related Activities (Control) Act 1996 or approved managers exempt under the Securities and Related Activities (Control) Regulations 1997, are required to be present to monitor the licensed premises and the behaviour of patrons arriving and departing the premises until close of business.

The use of approved managers for crowd control duties is subject to:

- a) approved managers are not to exceed 50% of the required security numbers;
- b) the additional managers engaged under the security condition are to be easily identified by way of increased visibility attire;
- c) the primary focus of the additional managers is to be on patron behaviour and the responsible service of alcohol and they are not to undertake other activities such as serving alcohol behind a bar; and
- d) the licensee is to maintain a management roster which can be viewed by the police on request.

## RESPONSIBLE PATRON MONITORING

A minimum ratio of one (1) RSA Marshall for each one thousand (1000) patrons, in high visible fluorescent shirts or vests are to patrol the licensed areas to monitor patrons for drunkenness.

## CLOSED CIRCUIT TELEVISION ("CCTV")

1. The licensee shall operate a CCTV system which complies with the specifications for CCTV contained in the Director's policy titled "Security Licensing Conditions" dated 29 August 2024 to be installed at the entrance to the licensed premises during the licensed hours and until thirty (30) minutes after closing.
2. Images recorded via the CCTV system must be retained for twenty eight (28) days and must be made available for viewing or removal upon request by an authorised officer as defined in the Act.

#### SIGNAGE REQUIREMENTS

Signage is to be placed at each bar area, which reflects the following offences:

- Sell liquor to a drunk person;
- Aid a drunk person in obtaining or consuming liquor; and
- Supply liquor to a juvenile on licensed or regulated premises.

#### FREE DRINKING WATER

Pursuant to section 115A of the Liquor Control Act 1988, the licensee shall provide potable drinking water, free of charge, at all times liquor is sold and supplied for consumption on the licensed premises.

As a minimum, this condition is to be met through the provision of water dispensers located at or adjacent to all bar service areas. The water must be refreshed regularly, with clean glasses or disposable cups being available for use.

ALL OTHER TRADING CONDITIONS OF THE LICENCE APPLY.

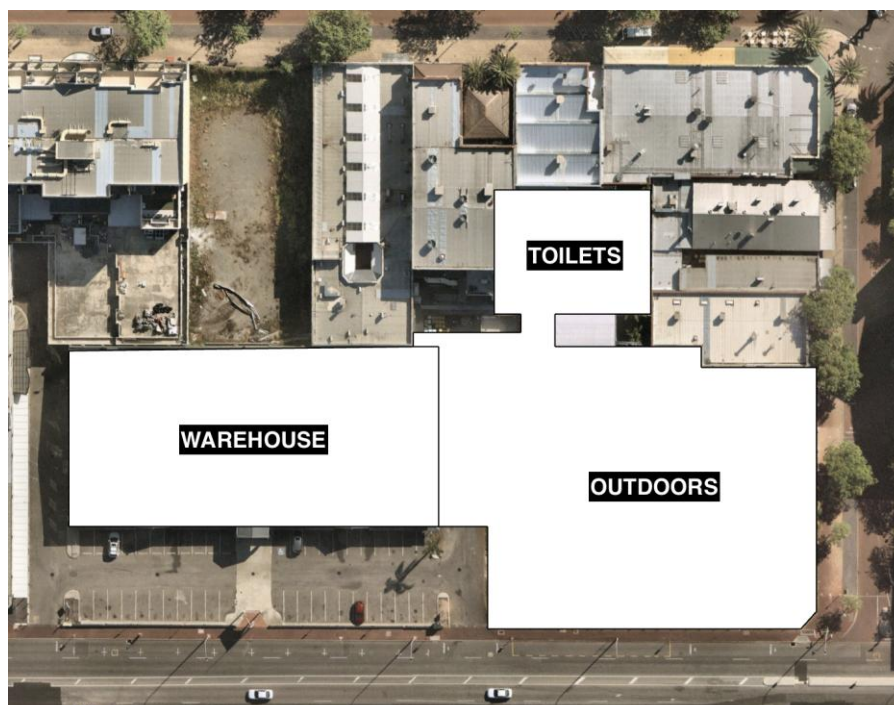
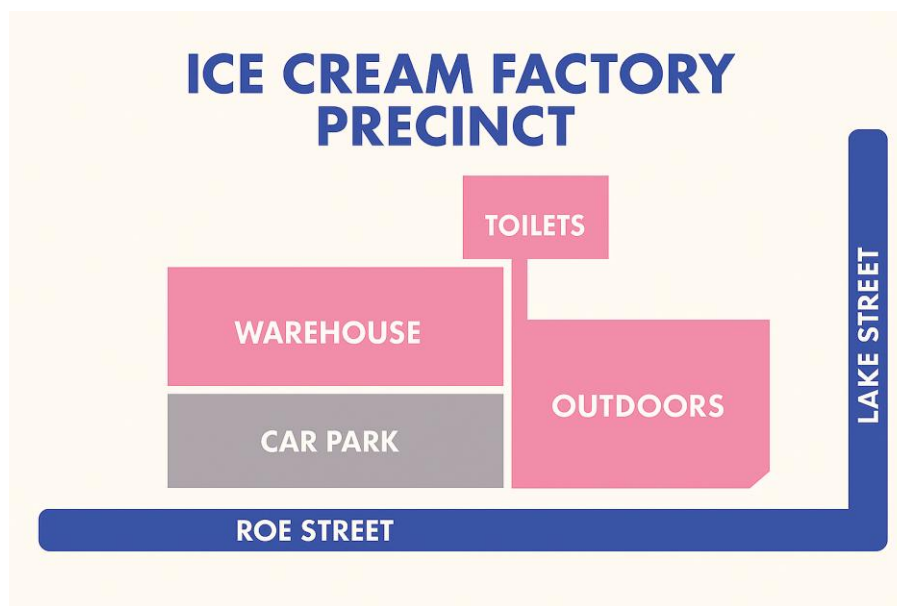
## 2.2 Describe the premises/proposed premise

The new proposed Ice Cream Factory precinct is designed to be a vibrant, flexible and unique event space.

The venue will become a hub of activity for a wide variety of entertainment including concerts, theatre, cabaret, comedy, exhibitions & cultural events amongst other things.

The precinct has both indoor and outdoor areas and is customisable depending on the requirements of each event.

The proposed extended area map is shown below.





## 2.3 Packaged Liquor

The venue will not sell packaged liquor from the proposed extended area.

## 3.1 Population characteristics in the locality.

Perth (West) - Northbridge Area as per the 2021 Census.

- Total population - 12,119.
- Estimated population growth - 10,547 in 2016 to 12,628 in 2021, indicating a growth of about 19.7% over five years.
- Median age - 33

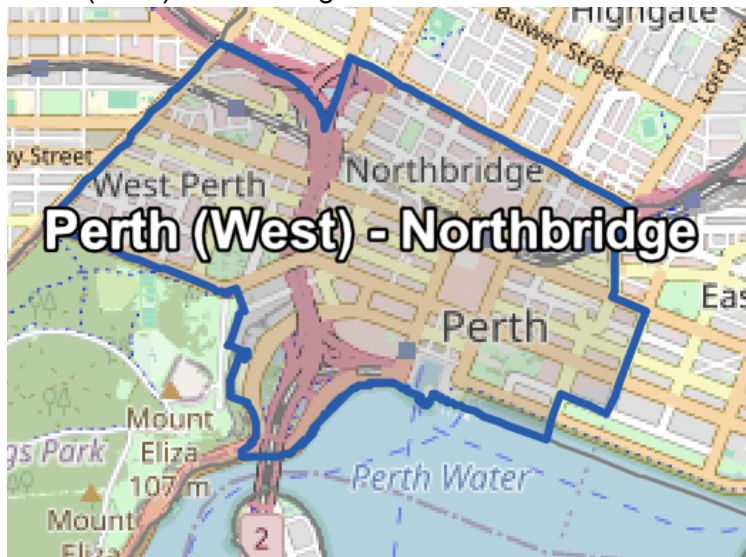
Income and employment status.

- Median weekly household income is \$1,966.
- 64.9% people aged 15 and over work full time and 24.5% working part-time, while 5.6% were unemployed and 5.0% reported 0 hours of work the week before the Census.

Types of people who live and work in the community.

- The top 3 responses for occupations were Professionals (37.6%), Managers (13.8%), Community and Personal Service Workers (11%).

Perth (West) - Northbridge Area



## 3.2 Community Buildings in the Locality

### Schools & Educational Institutions

- North Metropolitan TAFE – 25 Aberdeen Street, Northbridge WA 6003
- Perth Modern School – 90 Roberts Road, Subiaco WA 6008
- Mercedes College – 56 Victoria Square, Perth WA 6000

### Hospitals & Hospices

- Royal Perth Hospital – 197 Wellington Street, Perth WA 6000

### Aged Care Facilities

- Juniper St Andrew's Northbridge – 60-62 Wasley Street, North Perth WA 6006
- Regis Perth – 615 Newcastle Street, Leederville WA 6007

### Churches/Places of Worship

- St Brigid's Church – 211 Aberdeen Street, Northbridge WA 6003
- Uniting Church in the City – Wesley Perth – 75 William Street, Perth WA 6000

### Drug & Alcohol Treatment Centres

- Cyrenian House (North Perth location) – 318 Fitzgerald Street, North Perth WA 6006
- Next Step Drug and Alcohol Services – 32 Moore Street, East Perth WA 6004

### Short Term Accommodation / Refuges

- St Bartholomew's House – 7 Lime Street, East Perth WA 6004
- The Salvation Army – Beacon Homeless Service – 57 Aberdeen Street, Perth WA 6000

### Childcare Centres

- Goodstart Early Learning East Perth – 123 Wellington Street, East Perth WA 6004
- MercyCare Early Learning Centre West Perth – 101 Thomas Street, West Perth WA 6005

### Local Government

- City of Perth Council House – 27 St Georges Terrace, Perth WA 6000

## 4.1 What Strategies will you use to minimise harm from the use of alcohol?

The Ice Cream Factory enforces industry standard alcohol management standards. This includes both self-imposed measures that go above regulatory requirements as well as licence conditions designed to prioritise guest safety and reduce intoxication levels.

Since the event's inception in 2017, The Ice Cream Factory has been regularly inspected by the Liquor Enforcement Unit and Racing, Gaming and Liquor. To date, no infringements have ever been issued, and we continue to be recognised for our exemplary compliance and responsible alcohol management.

The venue proposes to continue to operate in an exemplary fashion implementing the below strategies;

1. Staff Training
  - a. All staff are required to hold their RSA certification as a minimum and highly encouraged to complete their Approved Managers training course.
  - b. The venue conducts briefing sessions to all staff at the beginning of each service, used as an effective communication tool in order to reinforce the importance of harm minimisation strategies.
  - c. Security and crowd control managers conduct briefing and debrief meetings at each event to ensure alignment with the strategies and focal areas of harm minimisation.
2. Safe Venue Design & Operations
  - a. The venue incorporates clearly signed "Chill Out Zones" providing shaded rest areas, free water stations, misting fans and comfortable furniture. This area is monitored by customer care staff.
  - b. Ensure all areas of the venue are well lit providing all staff the best opportunity for patron monitoring.
3. Alcohol Service Controls
  - a. Serve alcohol in standard measure vessels only, avoiding oversized or novelty vessels.
  - b. Offer lower alcohol and no alcohol drink options and promote these on menus.
  - c. Stagger service point finish times to avoid last minute high-volume drinking.
  - d. Limit the number of drinks per transaction to discourage rapid consumption.
4. Patron Education & Culture
  - a. Promote safe drinking messages on screens, posters, tickets and social media.
  - b. Include behavioural code of conduct on ticketing information and displayed at the entrance to set the expectations of patron behaviour.
5. Medical & Welfare Services
  - a. On-site first aid staff are present at all major events.
  - b. First aid stations are well marked and provide a safe place for patrons who require rest or support.

6. Engagement with WA Police (WAPOL)

- a. The Ice Cream Factory directly engages WA Police through paid contracts for every event night. In 2024, we invested over \$60,000 into WAPOL services.

## 5.1 How will your premises design protect the amenity, quiet or good order of the locality?

The design and operation of The Ice Cream Factory are carefully planned to protect the amenity, quiet, and good order of the surrounding area, particularly given our central location in Perth's CBD. We adopt a multi-faceted, evidence-based approach to venue design, community safety, and stakeholder engagement.

### Noise Management

Noise impact is our foremost consideration in preserving the local amenity. The venue layout, speaker orientation, and performance schedules are determined through extensive noise modelling and advanced acoustic engineering. This ensures minimal disruption to nearby residents and businesses.

Since 2017, The Ice Cream Factory has worked with respected acoustic consultants Lloyd George Consulting to ensure the best possible solutions are implemented.

The success of these measures was demonstrated in our 2024 season, during which only two noise complaints were received—both on the opening night, and prior to full community awareness of the event.

### Venue Design & Infrastructure

The site is designed to contain sound, manage crowd flow, and reduce external disruption. Entrances, exits, and queuing areas are strategically placed to prevent congestion on public footpaths and adjacent streets. All patron activity is confined within secure perimeters, and patrons are actively discouraged from loitering or making noise outside the venue after the event concludes.

### Community Safety & Police Engagement

To ensure safety and reduce pressure on public services, The Ice Cream Factory contracts WA Police (WAPOL) for every operating night—an investment of over \$60,000 in 2024 alone. This engagement goes beyond policy requirements and reflects our commitment to proactive community safety management. Notably, WAPOL officers assigned to the venue were, at times, redeployed to unrelated Northbridge incidents, illustrating the event's low-risk profile and positive contribution to broader public safety.

### Medical Services

We partner with St John Ambulance to provide on-site medical support throughout all event hours, ensuring patrons are cared for without burdening external health services or impacting local emergency response capacity.

### Responsible Service of Alcohol

The Ice Cream Factory implements industry-leading alcohol harm minimisation measures, including trained RSA staff, proactive crowd monitoring, and a culture of compliance. The venue has operated since 2017 with no infringements from the Liquor Enforcement Unit or Racing, Gaming and Liquor, underscoring our exemplary track record.

### Community Engagement

We maintain open communication channels with nearby residents and businesses, including pre-season notifications and a dedicated community contact line during the event period to promptly address concerns.

This comprehensive approach ensures that The Ice Cream Factory continues to operate responsibly and respectfully, contributing positively to the culture and safety of the City of Perth while protecting the amenity and good order of the locality.

## 6.1 What actions will you take to minimise the impact on people who live and work in the area.

The Ice Cream Factory is deeply committed to being a responsible and valued neighbour within the City of Perth. As a large-scale event operating in close proximity to residential and commercial premises, we take a proactive and multi-layered approach to minimising our impact on those who live and work nearby.

### Dedicated Community Complaint Line

A key feature of our community management strategy is the operation of a dedicated complaint and feedback line during the entire event series. This line is actively monitored during all event hours, and all concerns are logged, triaged, and responded to in real time. Our team follows a formalised complaints protocol to ensure every call receives a professional and timely response, including real-time communication with our audio technicians and site managers if required. This system ensures accountability and transparency, and allows us to resolve issues immediately—before they escalate.

### Transparent and Ongoing Community Engagement

We place continued importance on maintaining strong, respectful relationships with our neighbours. Prior to each season, we deliver informational letters to surrounding residents and businesses, outlining event dates, soundcheck times, and contact information. We also invite feedback and provide an open channel for dialogue to foster understanding and responsiveness.

### Sound Management and Event Design

Our production team uses data-driven sound design and careful speaker placement to limit sound spill beyond the venue's boundaries. Live music is scheduled to conclude at appropriate times to reduce late-night disturbances, and we apply strict internal controls on volume levels. This is reviewed throughout the season via regular monitoring at boundary points.

### Positive Community Contribution

Since launching in 2017, The Ice Cream Factory has contributed positively to the vibrancy, economy, and cultural life of the City of Perth. We actively work with local businesses and cultural partners—including Pride WA, Artrage (Fringeworld), and the Perth Symphony Orchestra—to ensure the event serves a broad cross-section of the community and adds genuine value to the area.

### Track Record of Responsiveness

In the 2024 series, despite welcoming nearly 80,000 patrons over three months, we recorded only two noise complaints, both on the opening night. This outcome is the result of our careful planning, technical sophistication, and unwavering commitment to community impact minimisation.

By combining responsive complaint management, transparent communication, thoughtful design, and a strong sense of civic responsibility, The Ice Cream Factory remains committed to being a positive, respectful, and collaborative presence in the heart of Perth.



## 7.1 Are there any tourism, cultural and community benefits that would result from the grant of your application?

Yes—granting an Extended Trading Permit (ETP) for The Ice Cream Factory would deliver significant and well-documented tourism, cultural, and community benefits to the City of Perth. These benefits are underpinned by independent research conducted through the 2024 Culture Counts evaluation.

### **Tourism Benefits**

The festival is a major tourism driver, with a total economic impact of \$12.4 million and a multiplied impact of over \$35.5 million in 2024.

Key highlights include:

- Almost 80,000 unique attendees, including 3,950 from outside Perth.
- 83% of regional visitors said the festival was their primary reason for travel, generating 3,090 overnight stays directly attributed to the event.
- 59% of attendees visited local pubs, clubs, or licensed venues, and 39% dined out, demonstrating a strong flow-on effect to Perth's hospitality and nightlife sectors.

These findings illustrate that the event is not just a destination in itself, but a catalyst for broader economic activity in the city.

### **Cultural Benefits**

The Ice Cream Factory is a standout cultural experience, blending live music, immersive art, and urban placemaking.

The 2024 independent report confirmed:

- 94% of attendees agreed the event made an important contribution to the cultural life of Perth.
- Artists included globally recognised acts like Kaytranada, Peking Duk, and Pnau, as well as partnerships with Perth Symphony Orchestra, Pride WA, and Fringeworld.
- 78% of respondents agreed the event gave them access to activities they wouldn't otherwise have, supporting the importance of inclusive and accessible programming.

This approval would help create a venue that amplifies Perth's reputation as a cultural capital and enables the booking of international and national acts who rely on the certainty of this operation.

### **Community Benefits**

The Ice Cream Factory is deeply committed to positive community engagement and responsible operation. Results demonstrate the below key statistics:

- 95% of attendees reported that the festival made them feel proud and happy to live in WA.
- The festival achieved a Net Promoter Score of +55, considered excellent, indicating strong loyalty and high likelihood of recommendation.
- 93% of attendees said they are likely or very likely to return.

The venue is operated with high levels of public safety, welfare services, and liquor compliance. Since 2017, The Ice Cream Factory has had no infringements issued by any stakeholder including the Liquor Enforcement Unit or Racing, Gaming and Liquor.

In 2024, a dedicated complaint line, paid WA Police presence, and on-site medical services were implemented, demonstrating best-practice harm minimisation and community care.

In summary, approval of this Extended Trading Permit would enable The Ice Cream Factory to continue delivering a safe, high-quality, and professionally managed event venue that brings measurable value to Perth's cultural identity, tourism profile, and community spirit.

## 7.2 Supporting information.

The following supporting documents are provided to demonstrate the venue's strong operational track record, cultural and economic contributions, and the overwhelming public interest in granting this application.

- Independent Impact Reports produced by Culture Counts (Independent).
  - 2017
  - 2018
  - 2019
  - 2020/21 (Covid Affected)
  - 2021/22 (Covid Affected)
  - 2022/23 (Covid Affected)
  - 2023
  - 2024/25
- Ice Cream Factory Festival Prospectus (Internally Produced)
- 2024 Ice Cream Factory Noise Monitoring Report (Independent).
- 2025 Fringe Series Noise Monitoring Report (Independent).
- Letters of Support for the Extended Trading Permit.

## Summary

The Ice Cream Factory is more than just an events space—it is a cultural catalyst, economic engine, and community success story. Its operations have delivered exceptional outcomes across tourism, culture, and community engagement, underpinned by a demonstrable commitment to safety, compliance, and neighbourhood impact minimisation.

The grant of this Extended Trading Permit will provide the certainty required to sustain and expand this contribution. It will enable long-term planning, empower the venue to secure major touring acts, and protect Perth's competitive position in a national and global events landscape increasingly dominated by multinational interests. As a proudly Western Australian-owned business, The Ice Cream Factory represents the best of what local enterprise can offer: creativity, professionalism, and a deep commitment to the cultural life of our state.

In every respect—economically, socially, and operationally—this application serves the public interest and should be approved.

## The Cultural and Economic Significance of The Ice Cream Factory Summer Festival

## Overview of Event Delivery and Cultural Impact

Since 2017, The Ice Cream Factory Summer Festival (ICF) has operated as one of Western Australia's most significant and dynamic live entertainment experiences. Over the past eight years, ICF has consistently delivered a world-class, multi-stage, summer-long program that has contributed deeply to Perth's cultural identity, tourism appeal, and live music ecosystem.

We submit this document to demonstrate the scale, diversity, and cultural importance of the event series, and to reinforce the overwhelming public interest that would be served by granting a permanent Extended Trading Permit (ETP).

## Cumulative Attendance and Artist Participation

- Over **500,000 attendees** since inception.
- **700+ live performances** across all genres.
- **Artists featured include:**
  - *International:* Kaytranada, Two Door Cinema Club, Patrick Topping, Pnau, What So Not, Claptone, Channel Tres, Declan McKenna.
  - *National:* Pekung Duk, Hermitude, Vera Blue, Client Liaison, Illy, The Presets, The Jungle Giants, Dom Dolla, Cosmo's Midnight.
  - *Local:* Perth Symphony Orchestra, San Cisco, ShockOne, Reija Lee, Slumberjack, and dozens of emerging WA artists.

## Cultural Collaborations & Programming

- **Fringeworld / Artrage:** long-term collaboration delivering alternative cabaret, immersive theatre and visual installations.
- **Pride WA:** inclusive LGBTQIA+ events, parades and artist showcases.
- **Perth Symphony Orchestra:** special live performances merging classical and contemporary styles.
- **Bernie Dieter's Club Kabarett:** A critically acclaimed Berlin-style cabaret program featured in 2023 and 2024.

## Event Innovations & Experiences

- Bespoke and internationally renowned performance arena.
- Silent Disco Arena (capacity: 800+).
- Themed immersive precincts and bespoke installations.
- Multi-stage production with high-end lighting, audio and visual design.
- Partnerships with global brands (Red Bull, Smirnoff, Aperol, Spotify).

## Public Value & Recognition

- Regularly listed in *TimeOut* and *Urban List* as a “must-attend WA festival”.
- Winner of multiple hospitality and music industry awards.
- Highlighted by Eventbrite as a global exemplar in event experience (Brite25 Honouree).
- Independent research (Culture Counts) consistently reports:
  - Over **90% of attendees** agree the event makes a significant contribution to Perth’s culture.
  - Over **95% of respondents** feel proud to live in WA because of the event
  - Net Promoter Scores consistently exceeding industry benchmarks (+55 in 2024).

## Economic Activation & Reinvestment Potential

Each season, the production and delivery of The Ice Cream Factory involves:

- **\$1.8–\$2.5 million** in temporary infrastructure costs.
- Employment for **200+ local staff**, contractors and artists.
- Significant investment into security, RSA training, noise control, and WA Police services.

The 2024 Culture Counts report indicated a **direct economic impact of \$12.4 million** and a **total multiplied economic benefit of \$35.5 million** from the event series.

With the certainty and continuity provided by a permanent Extended Trading Permit, The Ice Cream Factory could conservatively increase operational scale by a factor of 2.5, delivering:

- An estimated **\$31 million in direct economic impact annually**.
- Up to **\$88 million in multiplied impact** to the Western Australian economy.
- The ability to reinvest **\$1,500,000–\$2,500,000 annually** (currently spent rebuilding temporary infrastructure) directly into programming, talent procurement, and marketing.

This reinvestment would enable ICF to attract **international headliners** who would otherwise bypass Perth, bolster local supplier engagement, and increase the duration and diversity of the event offering.

## Conclusion

The Ice Cream Factory is more than an event—it's a platform for cultural innovation, a drawcard for national tourism, and a key player in retaining creative talent in WA.

The granting of a permanent ETP would secure the future of one of Perth's most beloved cultural exports and unlock its full potential to deliver even greater value to the public.

This application is not simply in the public interest—it is an undeniable opportunity to protect and elevate one of the City's most vital cultural assets.

# Event Noise Management

**Ice Cream Factory Fringe Series 2025 at 92 Roe Street,  
Northbridge**

**Reference: 24099427-04**

Prepared for:  
Bar Pop Management



**Reference: 24099427-04**

**Lloyd George Acoustics Pty Ltd**

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## 1. INTRODUCTION

This report presents details of the noise monitoring undertaken at Ice Cream Factory Fringe Series 2025 (the Event), held on Friday, 17 January 2025 to Sunday, 23 February 2025, at 92 Roe Street, Northbridge. As the Event was considered likely to result in the emission of noise above the assigned levels of the *Environmental Protection (Noise) Regulations 1997*, it was approved under a regulation 18 *Approved Sporting, Cultural and Entertainment Events* (ref: 2024/34 – the Approval).

Appendix A contains a description of some of the terminology used throughout the report.

## 2. APPROVAL CONDITIONS

### 2.1. Starting and Finishing Times

The Approval conditions for the starting and finishing times varies each day for both inside the warehouse and for the outdoor stage. Please refer to Table 2 – Fringe Series of Regulation 18 approval for event dates and times.

### 2.2. Sound Level Limits

The sound level at the front of house mixing desk, resulting from the performances at the Event, shall not exceed the levels as shown in *Table 2-1*.  $L_{eq,5min}$  are average values taken over five (5) minutes, whose level contains the same energy as the fluctuating noise during that period.

**Table 2-1: Sound Level Limits**

Location	Sound Level Limits, dB $L_{Aeq,5mins}$
Indoor Stage	95 dB(A)
	105 dB(C)
Outdoor Stage	100 dB(A)
	112 dB(C)

The sound levels specified above may be exceeded 5% of the Event session times on event day and by no more than 3 dB.

### 3. METHODOLOGY

Noise monitoring was carried out in accordance with the regulation 18 Approval, noting the following:

- The sound level meters used were:
  - Rion Type NA-28 (S/N: 1270693); and
  - Rion Type NA-28 (S/N: 1270692).
- All equipment holds current laboratory certificates of calibration that are available upon request. The equipment was also field calibrated before and after and found to be within  $\pm 0.5$  dB.
- Each microphone was fitted with a standard wind screen.
- The microphone was at least 1.2 metres above ground level and at least 3.0 metres from reflecting facades (other than the ground plane).



**Figure 3-1: Location of Noise Measurements on Site**



## 4. RESULTS

### 4.1. Starting and Finishing Times

The event commenced and finished at the specified times for each day being within the Approval conditions.

### 4.2. Monitoring of Noise Levels at Mixing Desk

Table 4-1 summarises the noise monitoring undertaken at the Mixing Desks at the Indoor and Outdoor stages with Figure 4-1 to Figure 4-50 showing the logged noise levels on each day.

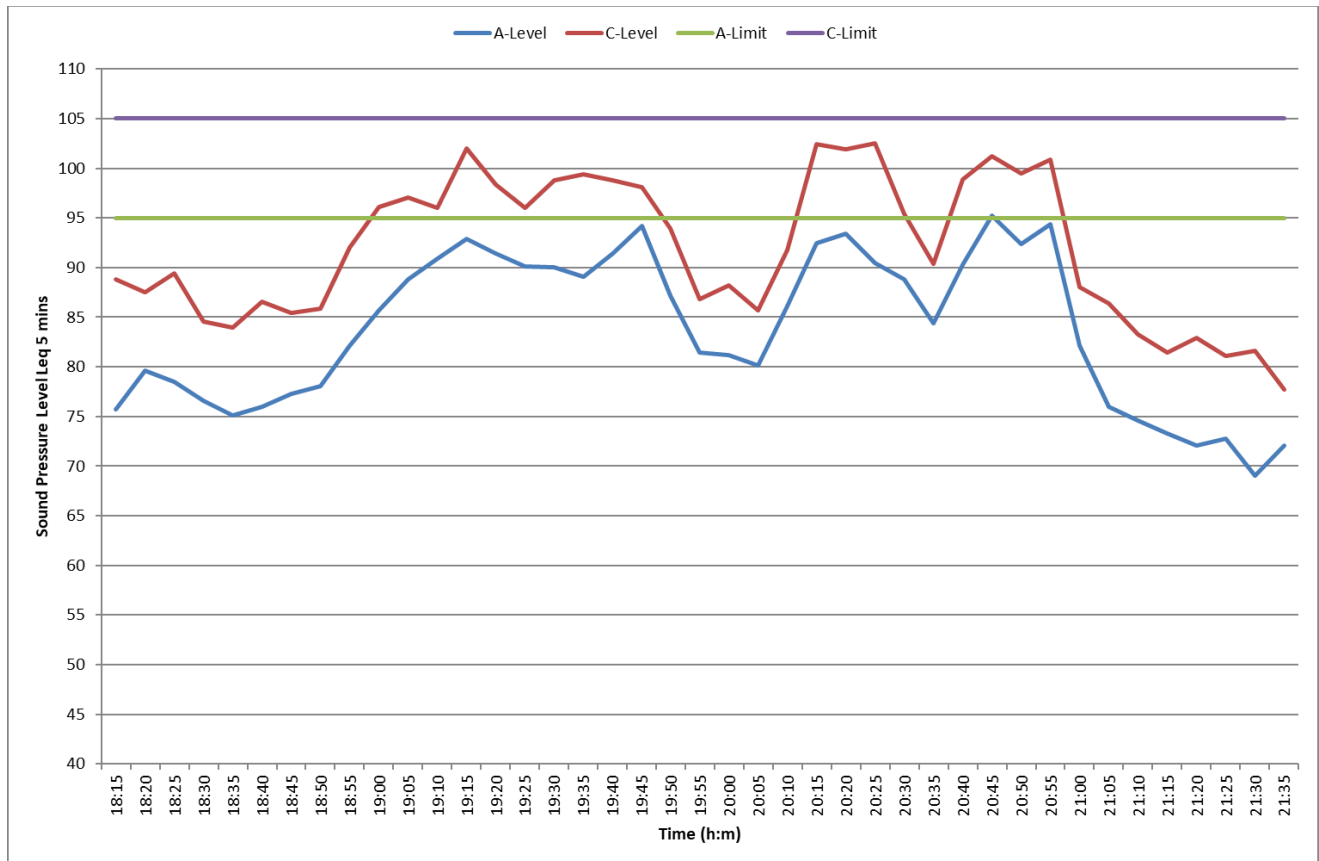
**Table 4-1 Summary of Noise Levels at Mixing Desk**

Day	Location	No. of Times Exceeded		Highest Level, dB		Percentage Time Exceeded	
		95 dB / 100 dB $L_{Aeq,5min}$	105 dB / 112 dB $L_{Ceq,5min}$	$L_{Aeq,5min}$	$L_{Ceq,5min}$	$L_{Aeq,5min}$	$L_{Ceq,5min}$
Friday 17 January	Indoor Stage	0	0	94	103	0%	0%
	Outdoor Stage	0	0	91	99	0%	0%
Saturday 18 January	Indoor Stage	0	0	95	103	0%	0%
	Outdoor Stage	0	0	92	96	0%	0%
Tuesday 21 January	Indoor Stage	0	0	95	103	0%	0%
Wednesday 22 January	Indoor Stage	1	0	96	104	4.2%	0%
	Outdoor Stage	0	0	91	97	0%	0%
Thursday 23 January	Indoor Stage	0	0	95	102	0%	0%
	Outdoor Stage	0	0	92	97	0%	0%
Friday 24 January	Indoor Stage	0	0	95	103	0%	0%
	Outdoor Stage	0	0	93	98	0%	0%
Saturday 25 January	Indoor Stage	0	0	95	103	0%	0%
	Outdoor Stage	0	0	99	112	0%	0%
Sunday 26 January	Indoor Stage	0	0	95	103	0%	0%

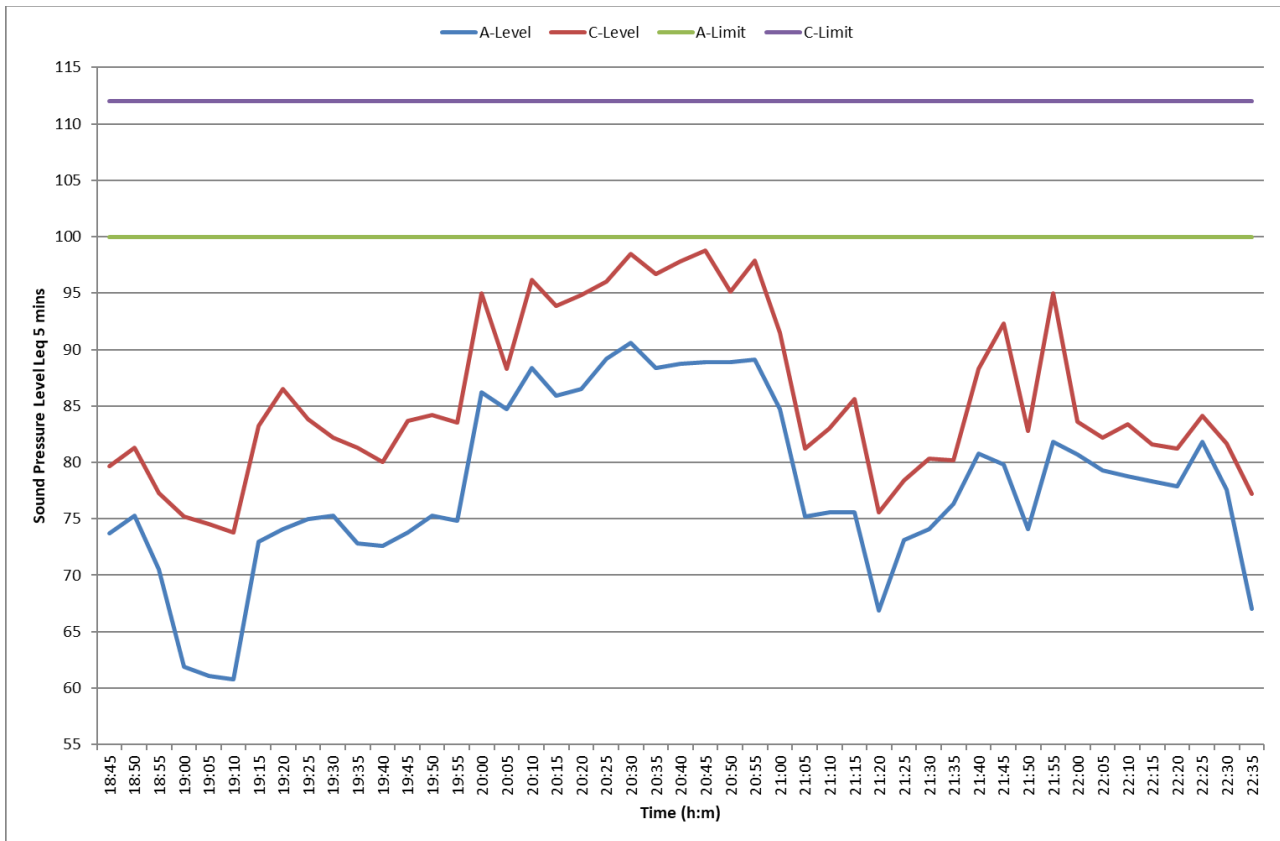
Day	Location	No. of Times Exceeded		Highest Level, dB		Percentage Time Exceeded	
		95 dB / 100 dB $L_{Aeq,5min}$	105 dB / 112 dB $L_{Ceq,5min}$	$L_{Aeq,5min}$	$L_{Ceq,5min}$	$L_{Aeq,5min}$	$L_{Ceq,5min}$
Tuesday 28 January	Indoor Stage	0	0	93	102	0%	0%
Wednesday 29 January	Indoor Stage	0	0	95	103	0%	0%
	Outdoor Stage	0	0	92	96	0%	0%
Thursday 30 January	Indoor Stage	0	0	95	104	0%	0%
	Outdoor Stage	0	0	92	97	0%	0%
Friday 31 January	Indoor Stage	0	0	95	104	0%	0%
	Outdoor Stage	0	0	92	97	0%	0%
Saturday 1 February	Indoor Stage	0	0	95	105	0%	0%
	Outdoor Stage	0	0	94	98	0%	0%
Sunday 2 February	Indoor Stage	0	0	95	104	0%	0%
Tuesday 4 February	Indoor Stage	0	0	94	104	0%	0%
Wednesday 5 February	Indoor Stage	0	0	94	104	0%	0%
	Outdoor Stage	0	0	91	97	0%	0%
Thursday 6 February	Indoor Stage	0	0	95	104	0%	0%
	Outdoor Stage	0	0	93	98	0%	0%
Friday 7 February	Indoor Stage	0	0	95	104	0%	0%
	Outdoor Stage	0	0	94	99	0%	0%
Saturday 8 February	Indoor Stage	0	0	95	103	0%	0%
	Outdoor Stage	0	0	99	110	0%	0%
Sunday 9 February	Indoor Stage	0	0	95	104	0%	0%



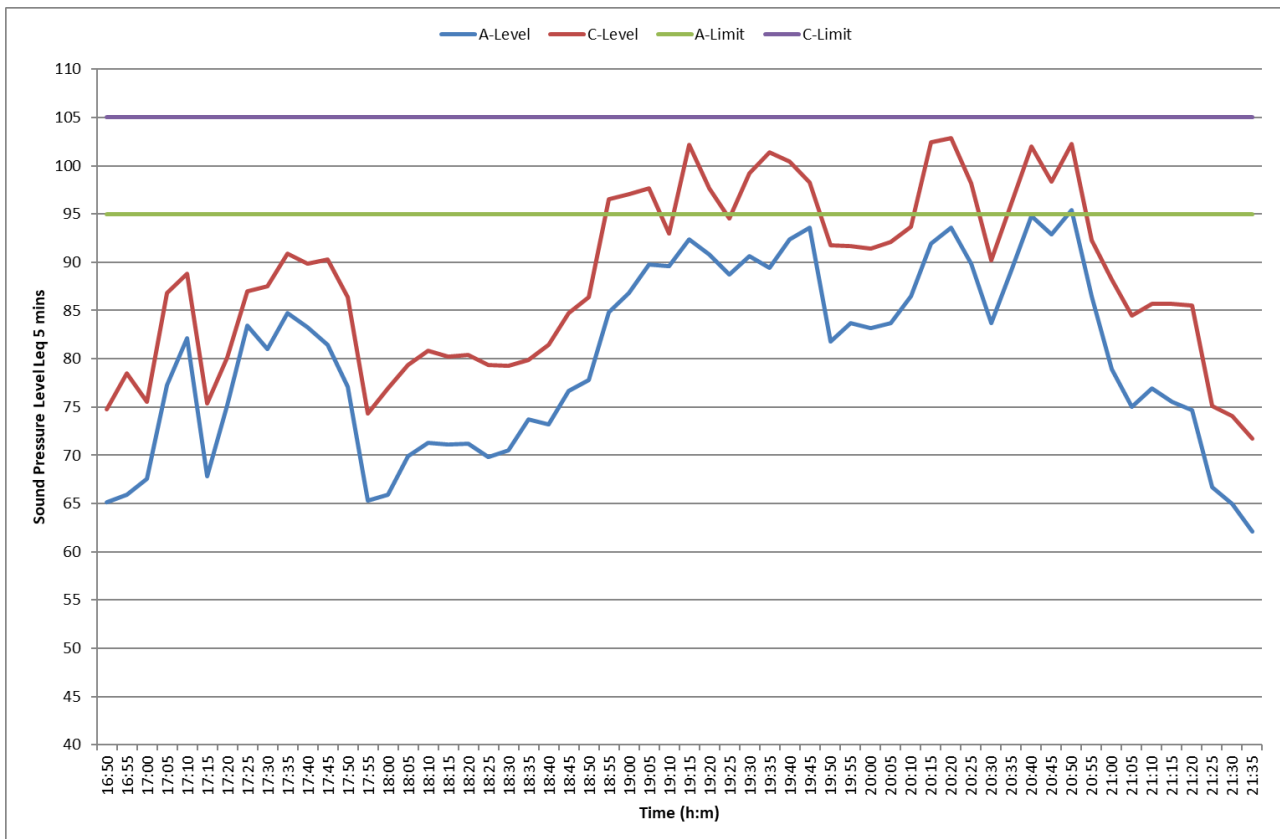
Day	Location	No. of Times Exceeded		Highest Level, dB		Percentage Time Exceeded	
		95 dB / 100 dB $L_{Aeq,5min}$	105 dB / 112 dB $L_{Ceq,5min}$	$L_{Aeq,5min}$	$L_{Ceq,5min}$	$L_{Aeq,5min}$	$L_{Ceq,5min}$
Tuesday 11 February	Indoor Stage	0	0	95	103	0%	0%
Wednesday 12 February	Indoor Stage	0	0	95	104	0%	0%
	Outdoor Stage	0	0	94	99	0%	0%
Thursday 13 February	Indoor Stage	0	0	95	105	0%	0%
	Outdoor Stage	0	0	95	100	0%	0%
Friday 14 February	Indoor Stage	0	0	94	104	0%	0%
	Outdoor Stage	0	0	96	102	0%	0%
Saturday 15 February	Indoor Stage	0	0	95	105	0%	0%
	Outdoor Stage	0	0	98	109	0%	0%
Sunday 16 February	Indoor Stage	0	0	95	105	0%	0%
Tuesday 18 February	Indoor Stage	0	0	95	105	0%	0%
Wednesday 19 February	Indoor Stage	0	0	95	105	0%	0%
Thursday 20 February	Indoor Stage	0	0	95	105	0%	0%
Friday 21 February	Indoor Stage	0	0	95	105	0%	0%
Saturday 22 February	Indoor Stage	0	0	95	105	0%	0%
Sunday 23 February	Indoor Stage	0	0	95	104	0%	0%



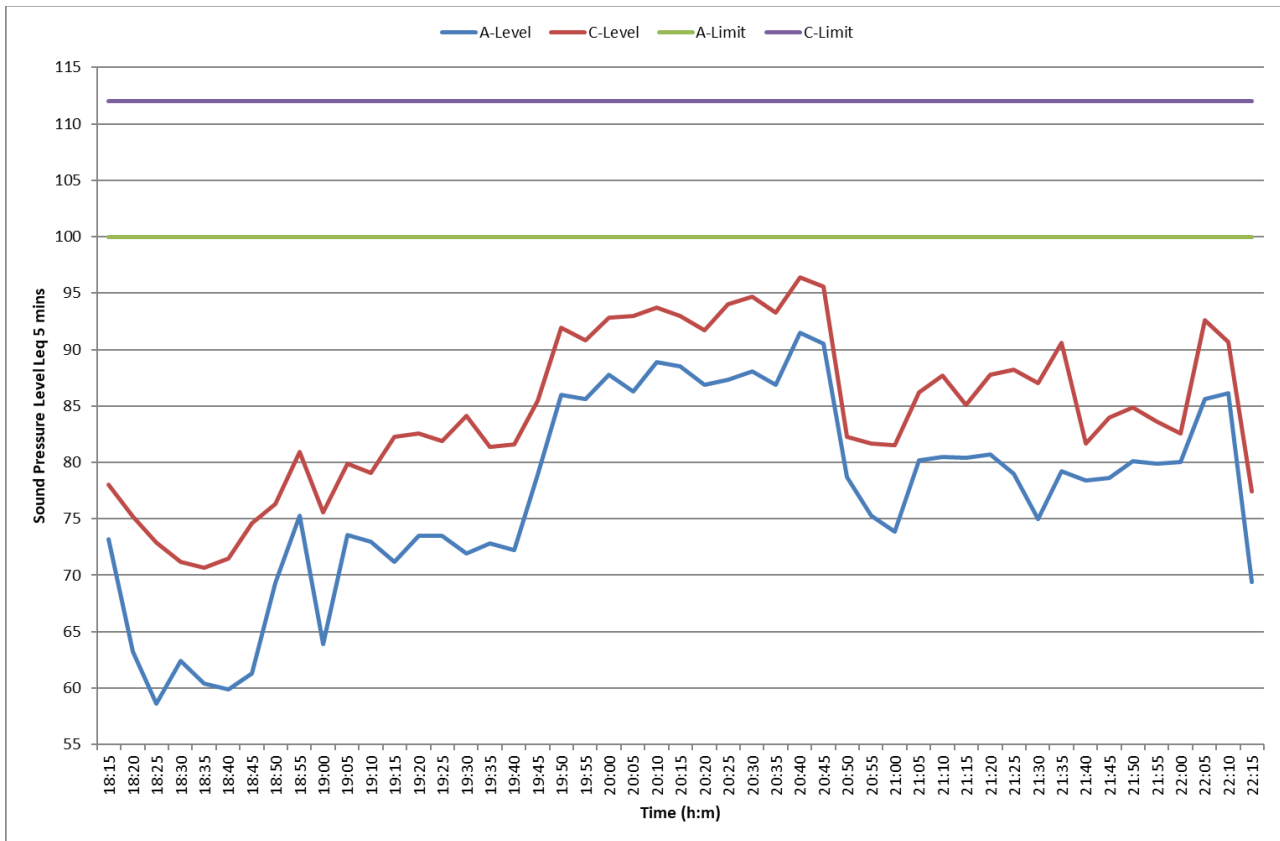
**Figure 4-1: Noise Monitoring at Indoor Stage (Friday 17 January 2025)**



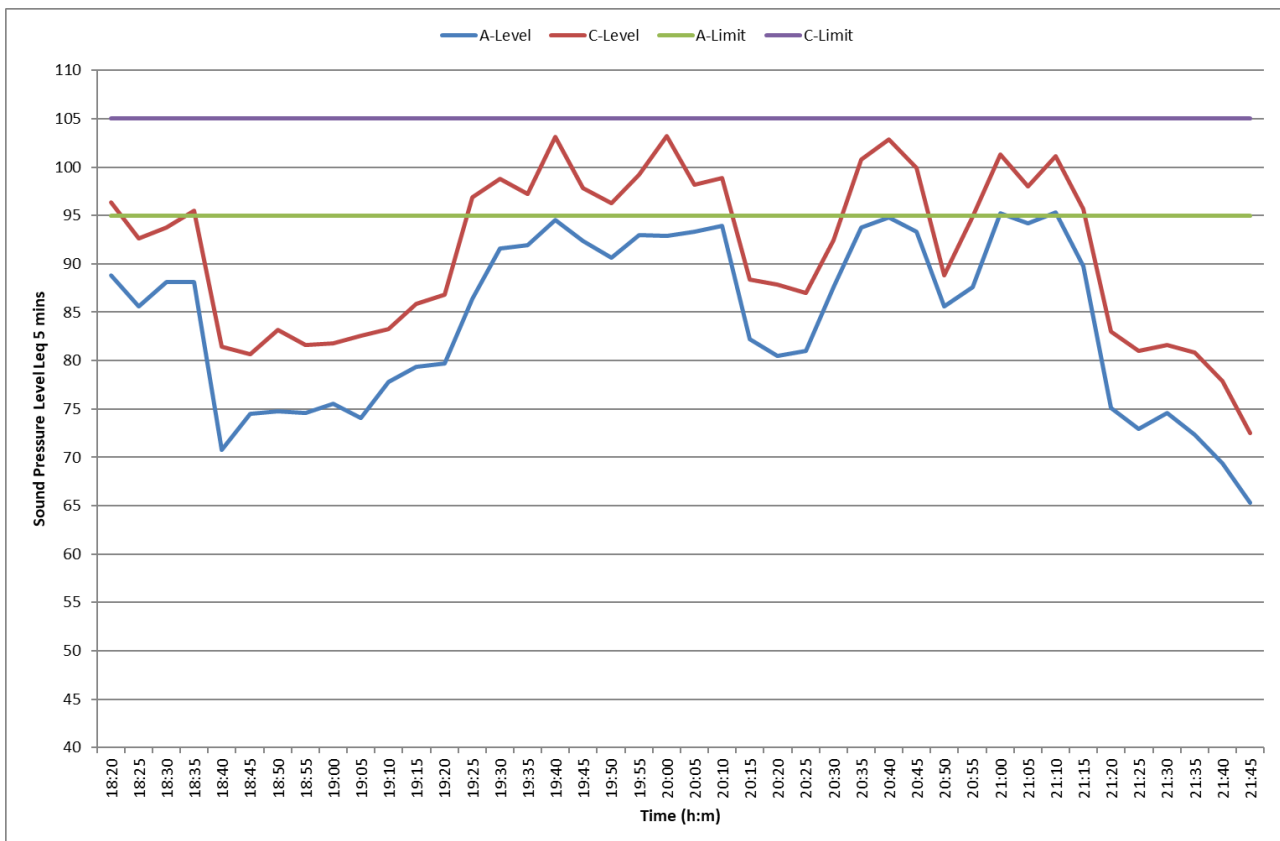
**Figure 4-2: Noise Monitoring at Outdoor Stage (Friday 17 February 2025)**



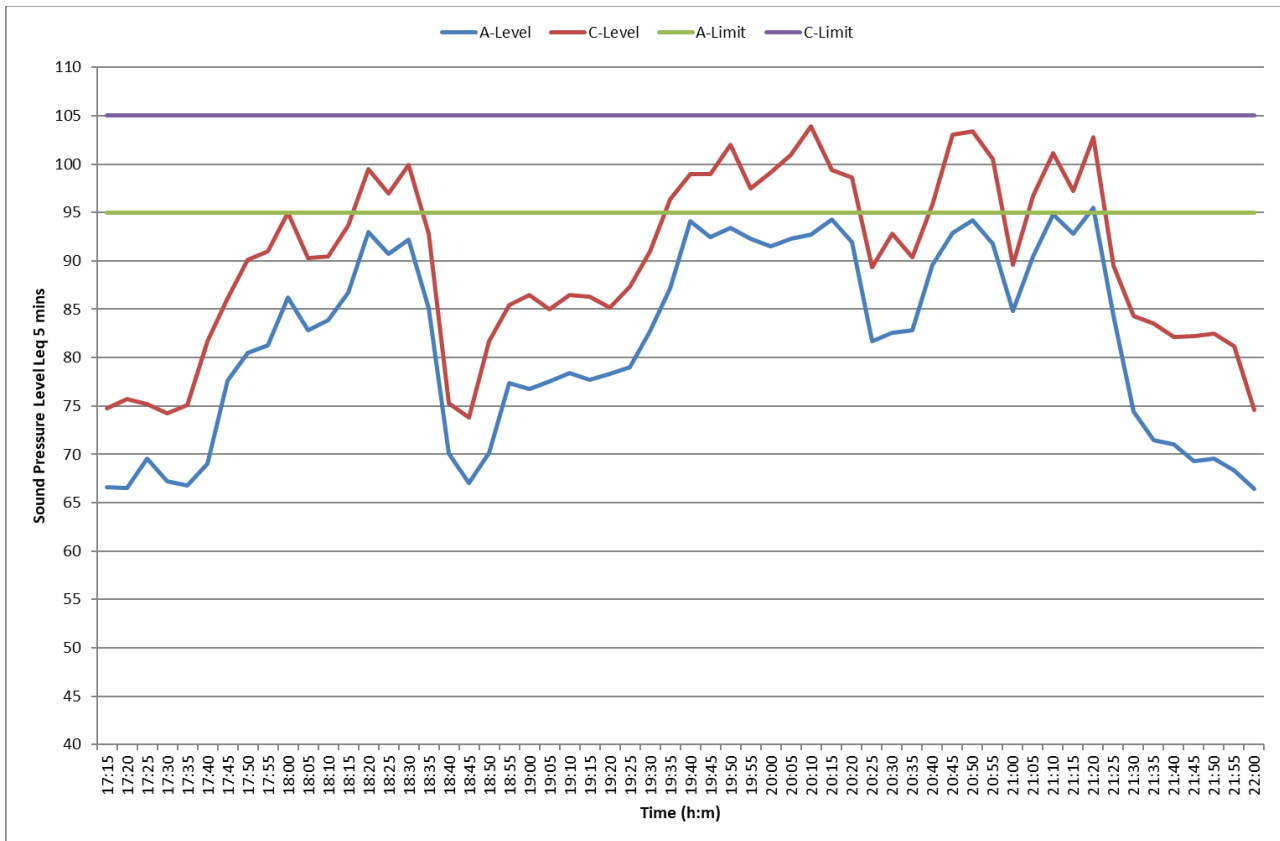
**Figure 4-3: Noise Monitoring at Indoor Stage (Saturday 18 January 2025)**



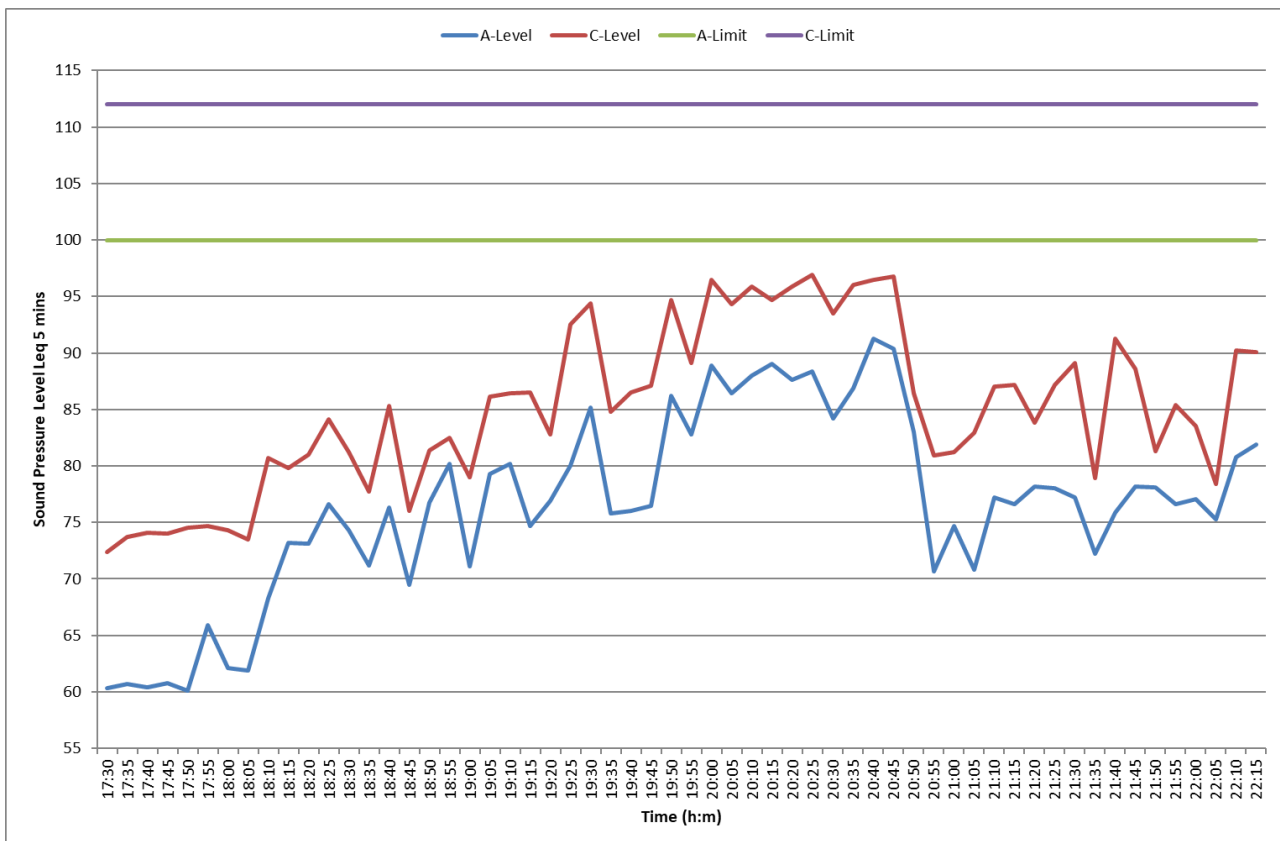
**Figure 4-4: Noise Monitoring at Outdoor Stage (Saturday 18 January 2025)**



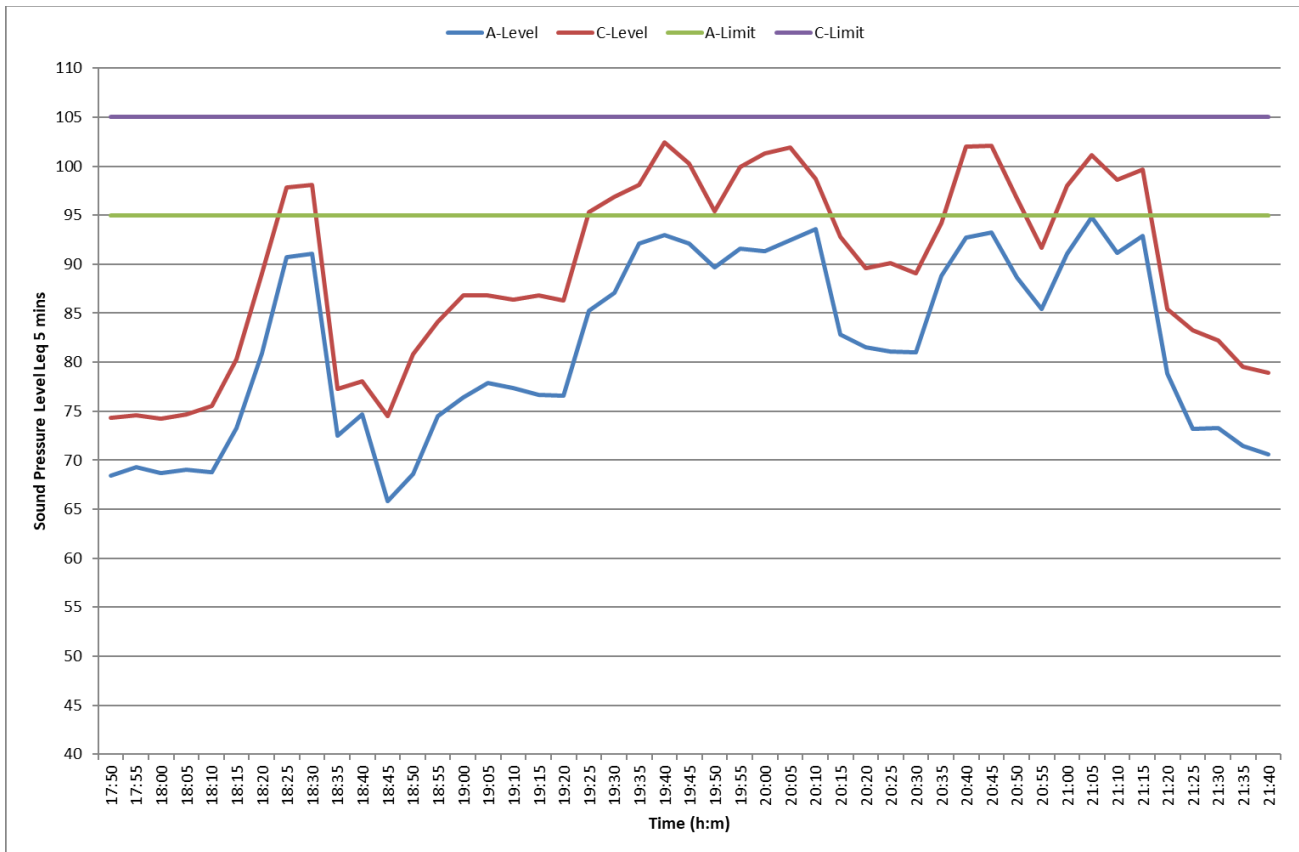
**Figure 4-5: Noise Monitoring at Indoor Stage (Tuesday 21 January 2025)**



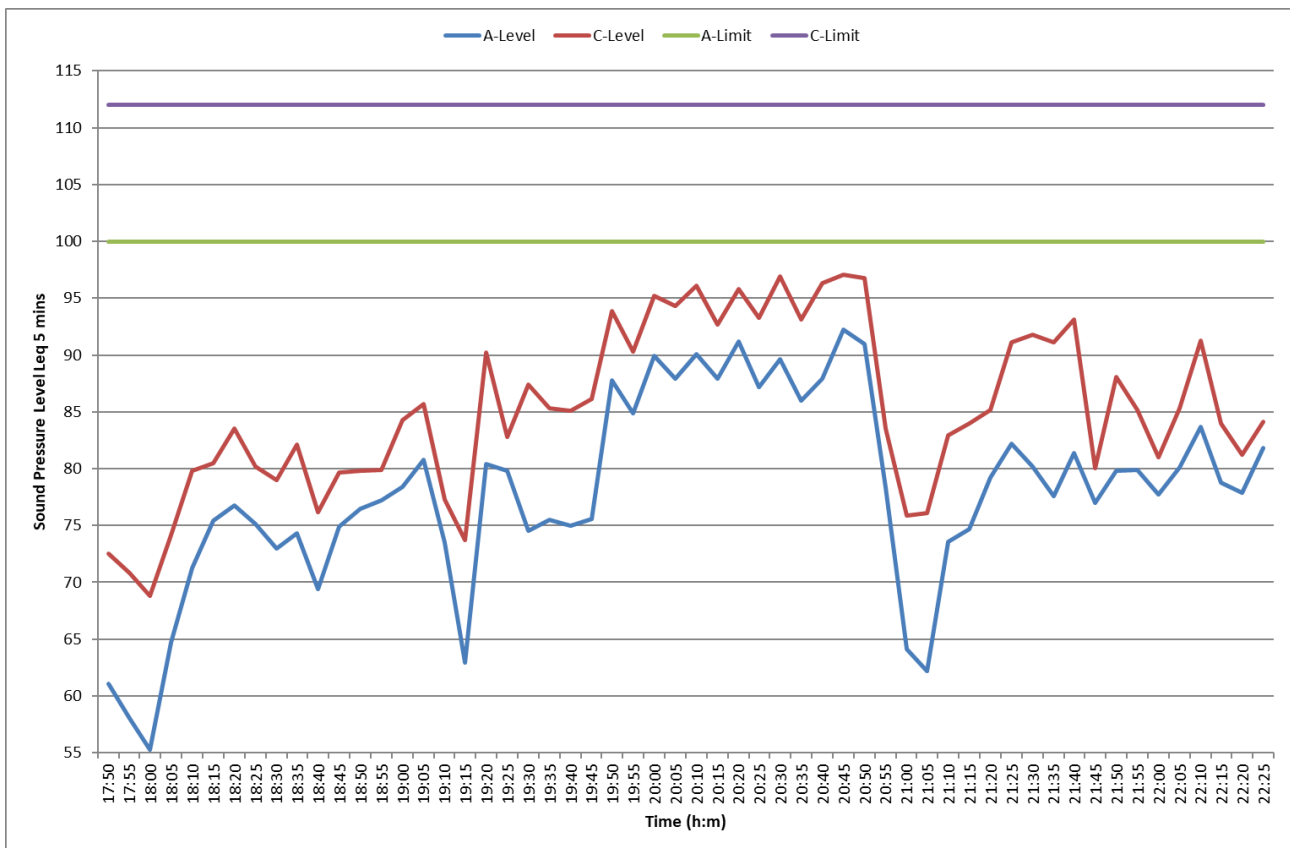
**Figure 4-6: Noise Monitoring at Indoor Stage (Wednesday 22 January 2025)**



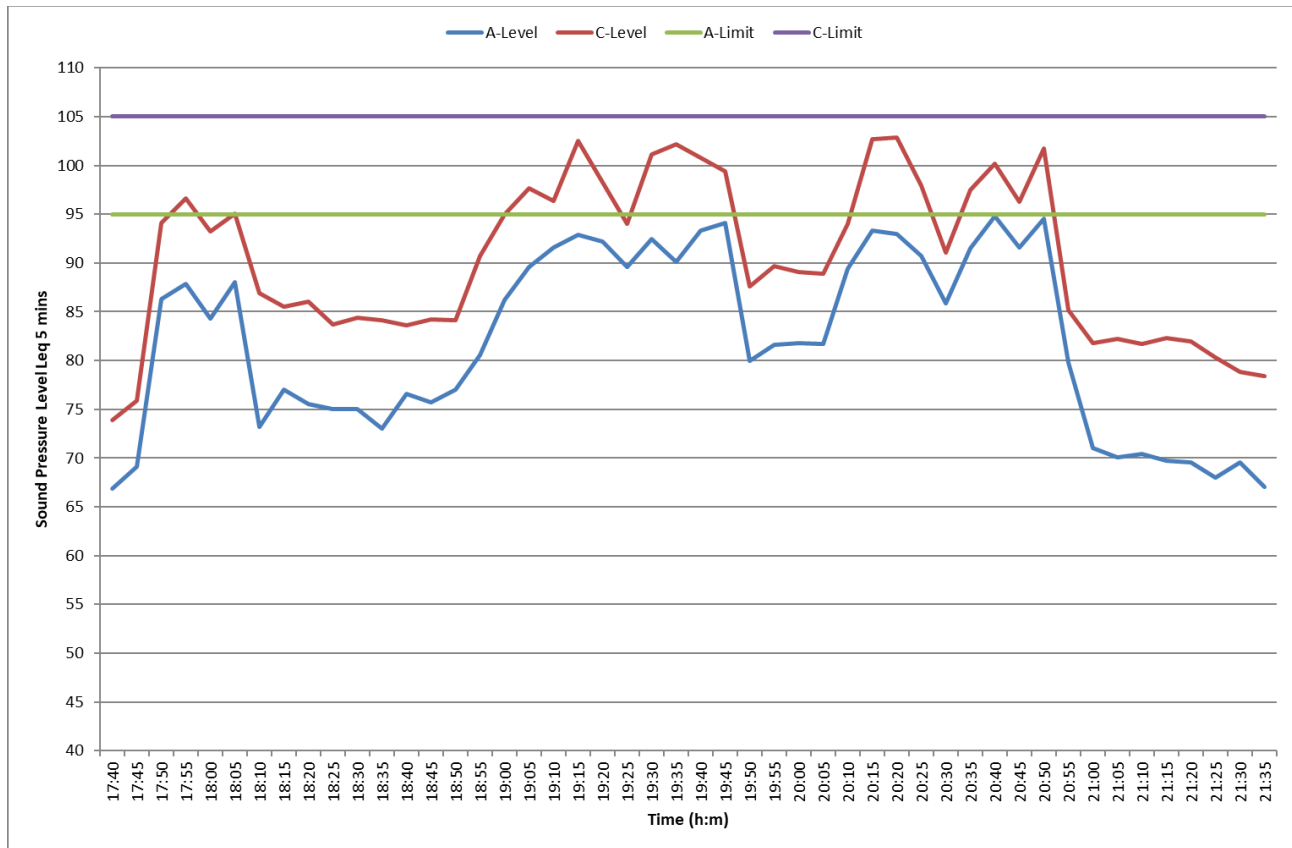
**Figure 4-7: Noise Monitoring at Outdoor Stage (Wednesday 22 January 2025)**



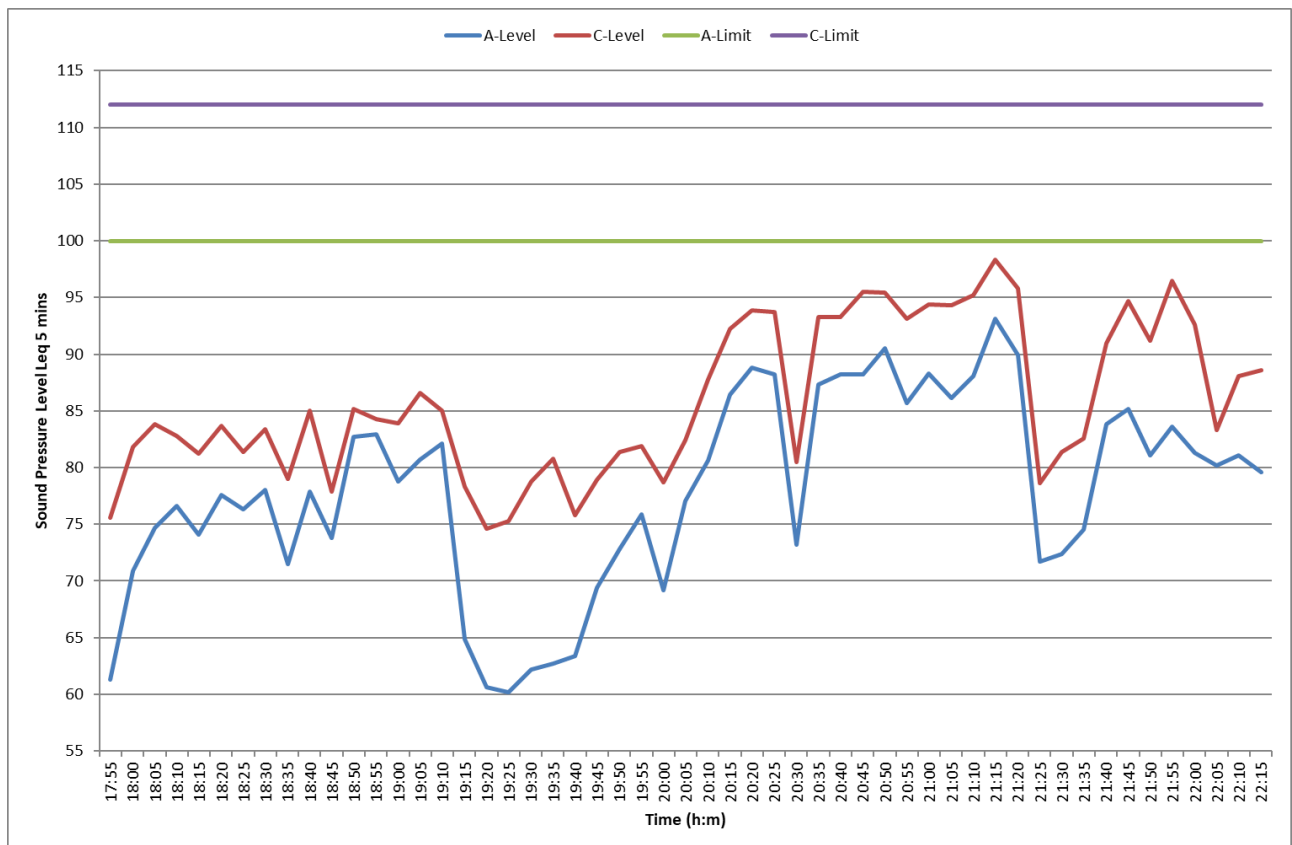
**Figure 4-8: Noise Monitoring at Indoor Stage (Thursday 23 January 2025)**



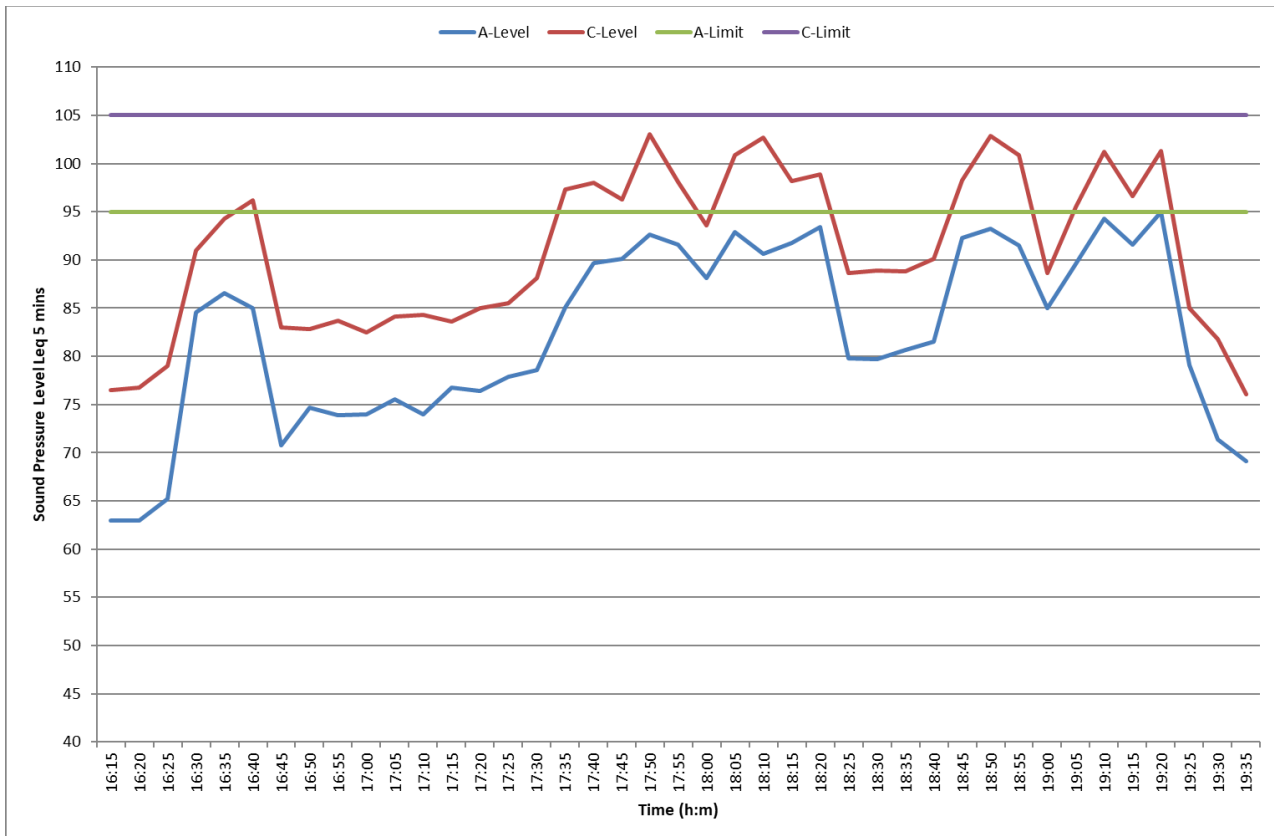
**Figure 4-9: Noise Monitoring at Outdoor Stage (Thursday 23 January 2025)**



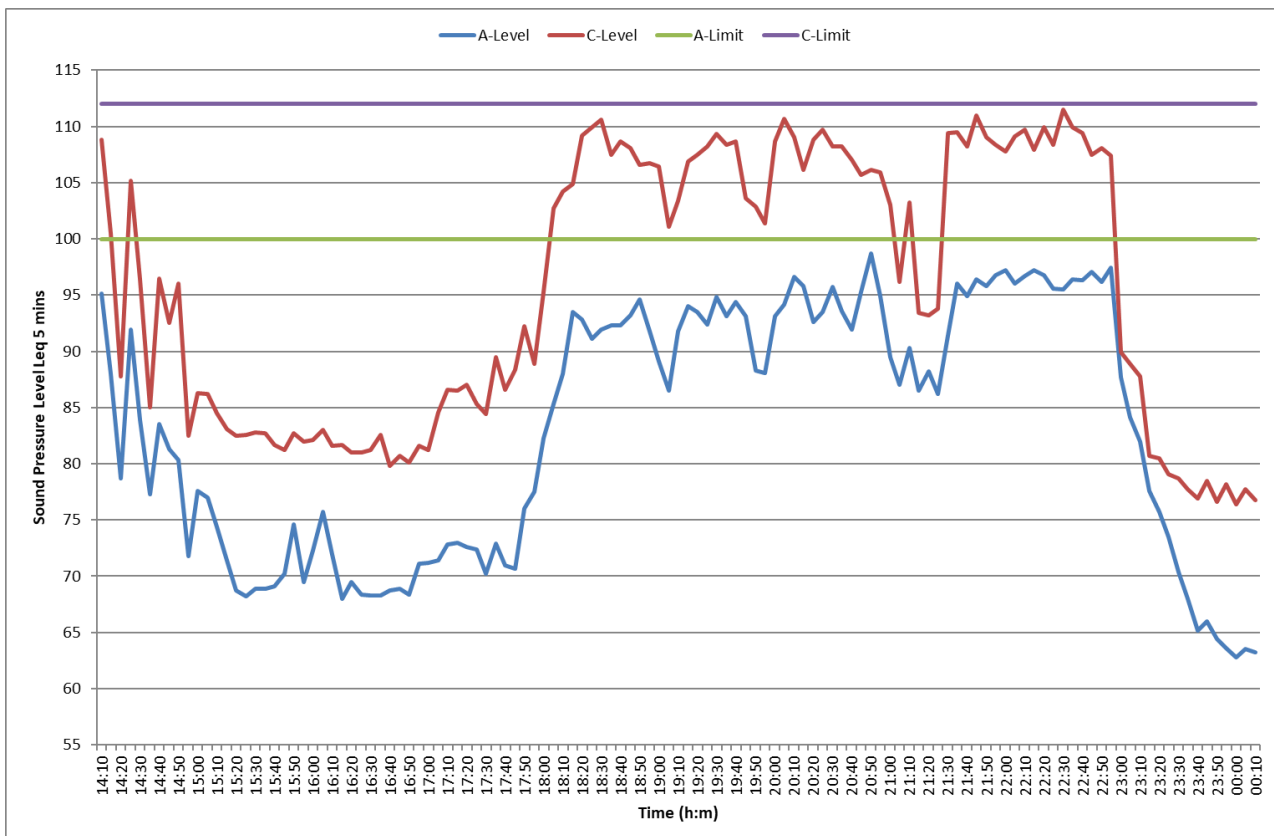
**Figure 4-10: Noise Monitoring at Indoor Stage (Friday 24 January 2025)**



**Figure 4-11: Noise Monitoring at Outdoor Stage (Friday 24 January 2025)**



**Figure 4-12: Noise Monitoring at Indoor Stage (Saturday 25 January 2025)**



**Figure 4-13: Noise Monitoring at Outdoor Stage (Saturday 25 January 2025)**



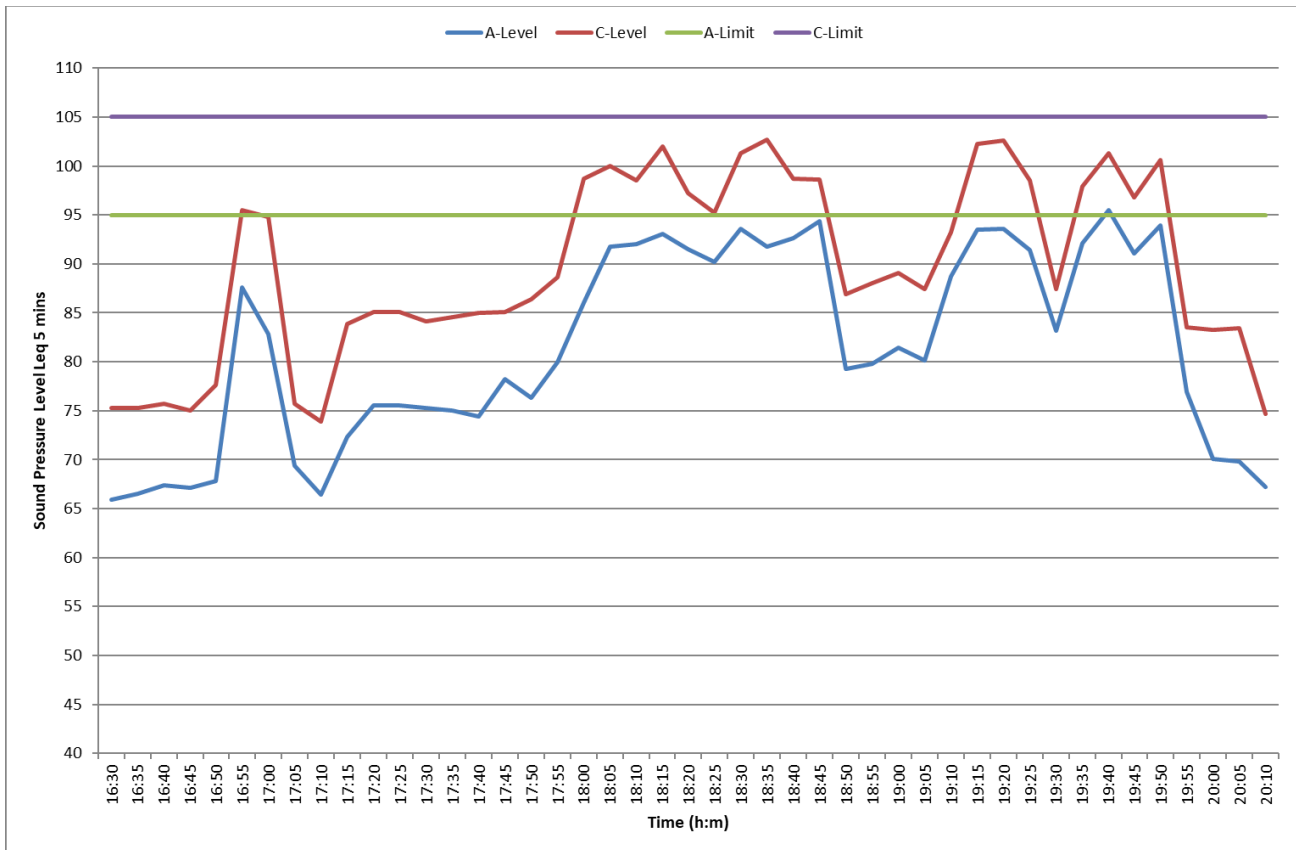


Figure 4-14: Noise Monitoring at Indoor Stage (Sunday 26 January 2025)

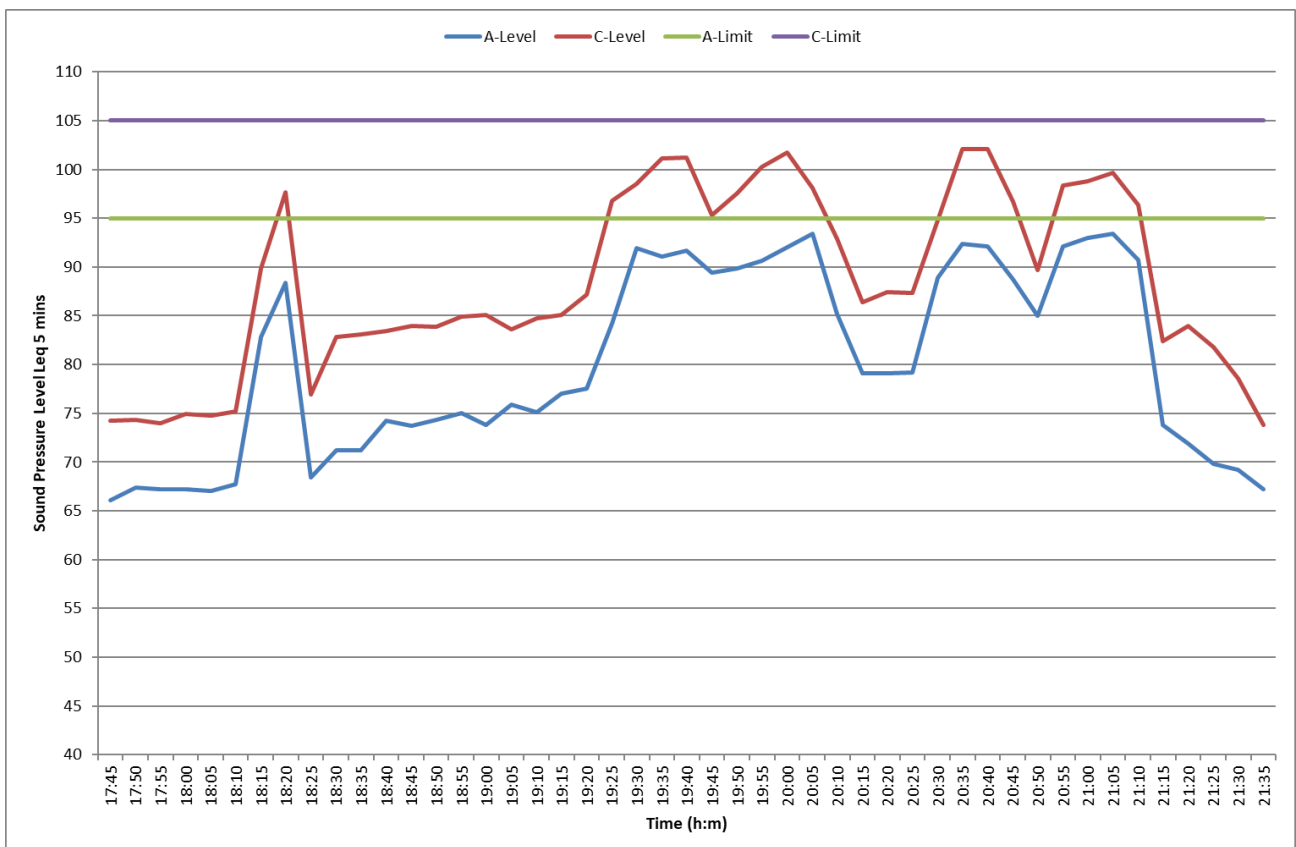
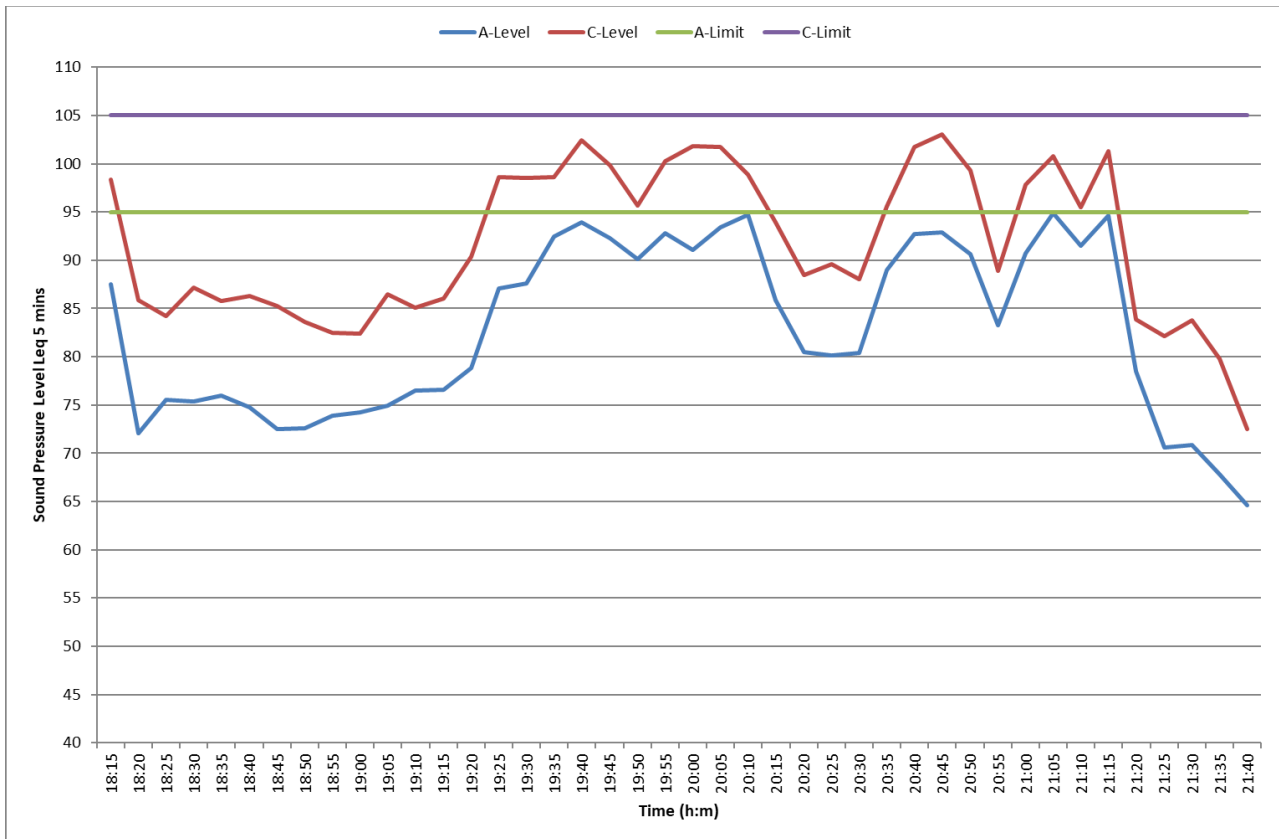
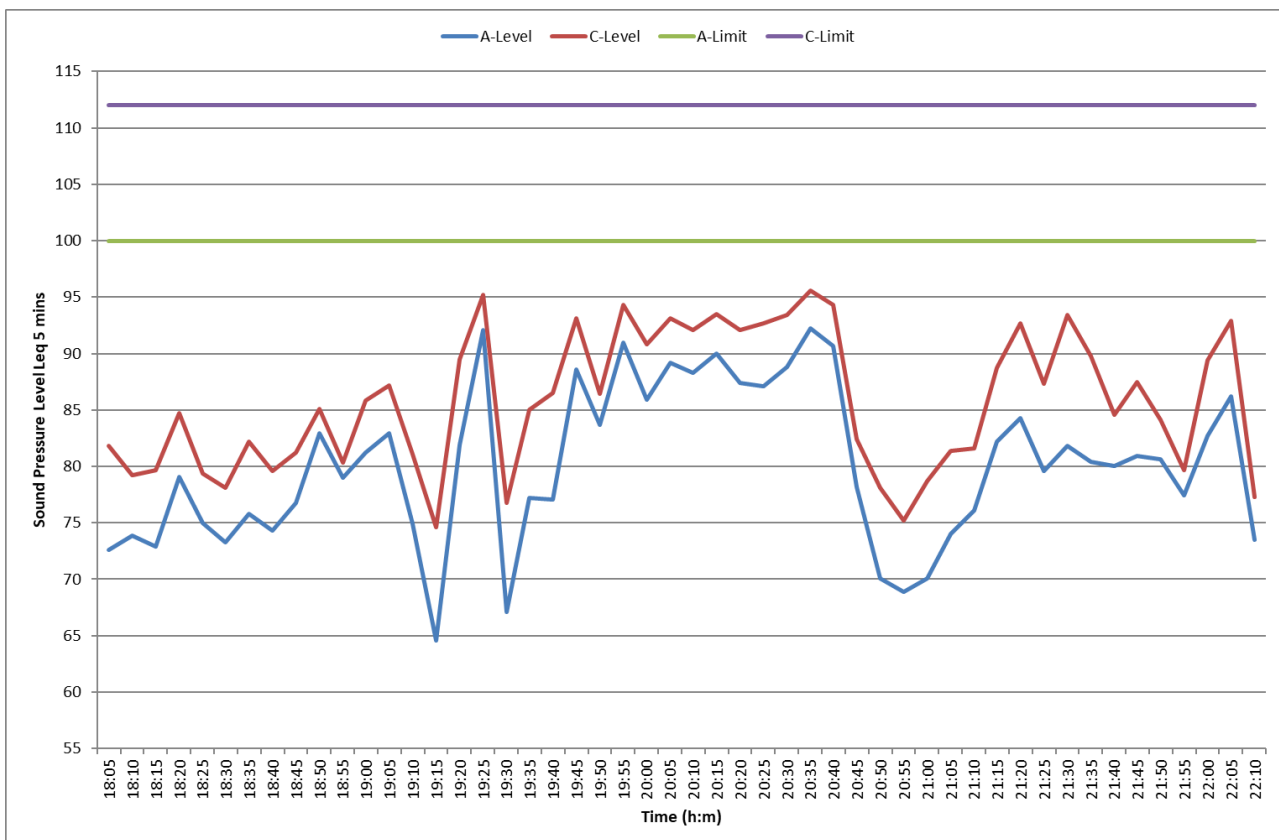


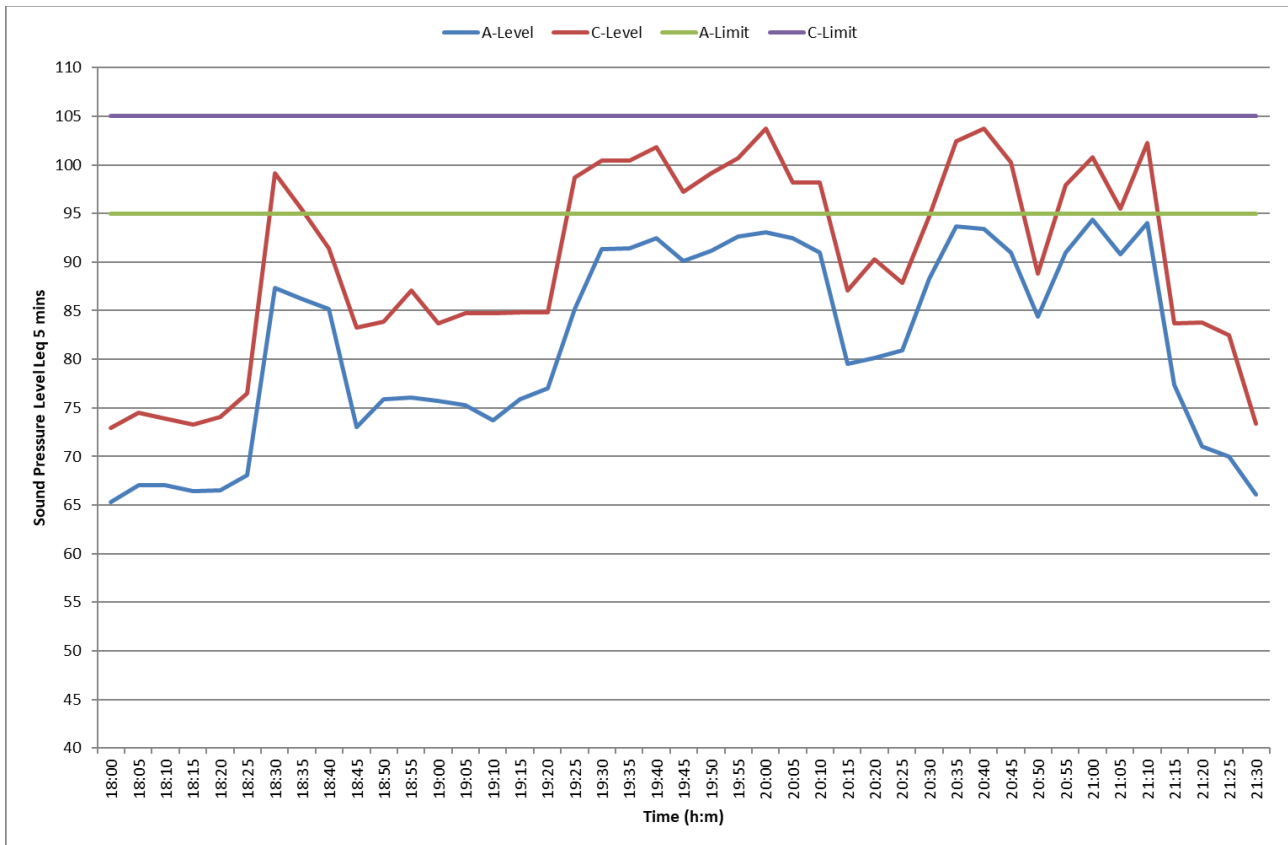
Figure 4-15: Noise Monitoring at Indoor Stage (Tuesday 28 January 2025)



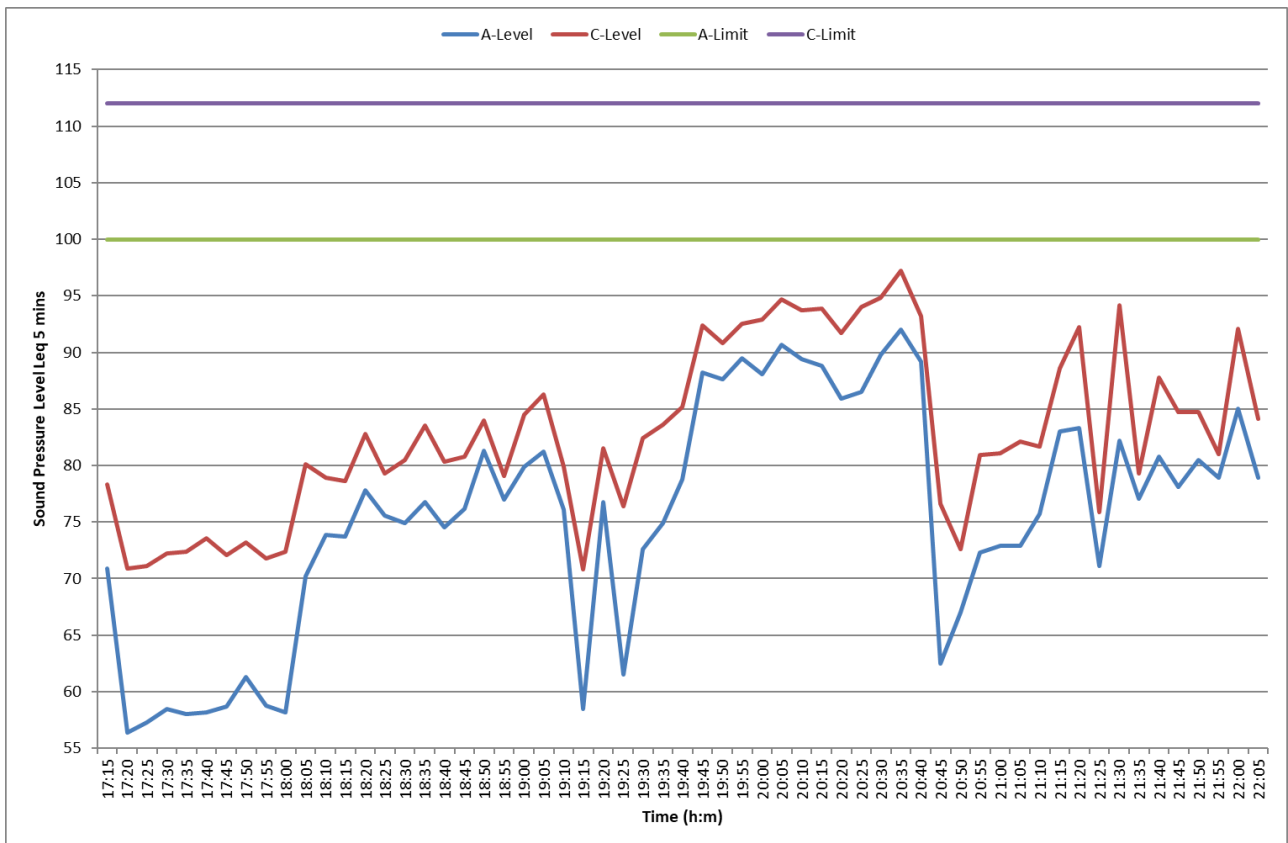
**Figure 4-16: Noise Monitoring at Indoor Stage (Wednesday 29 January 2025)**



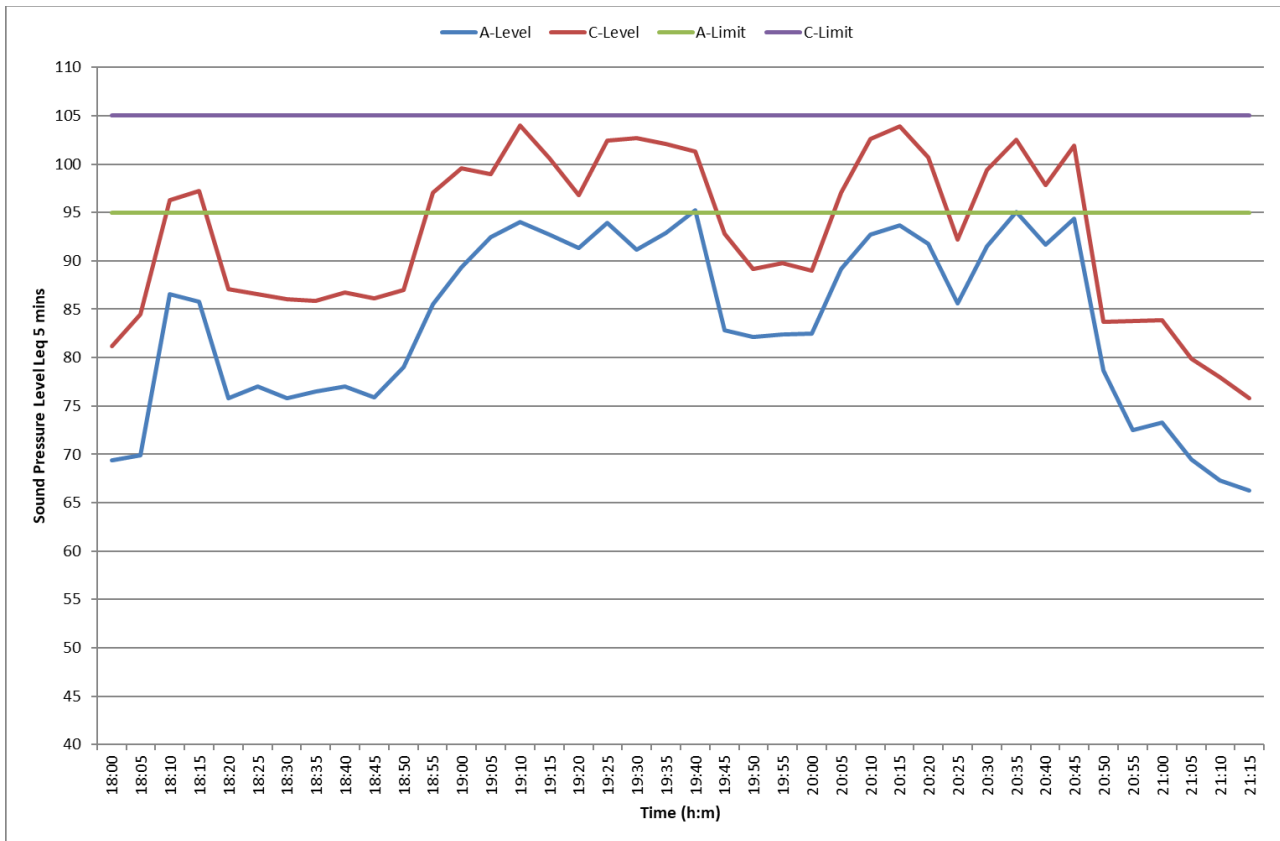
**Figure 4-17: Noise Monitoring at Outdoor Stage (Wednesday 29 January 2025)**



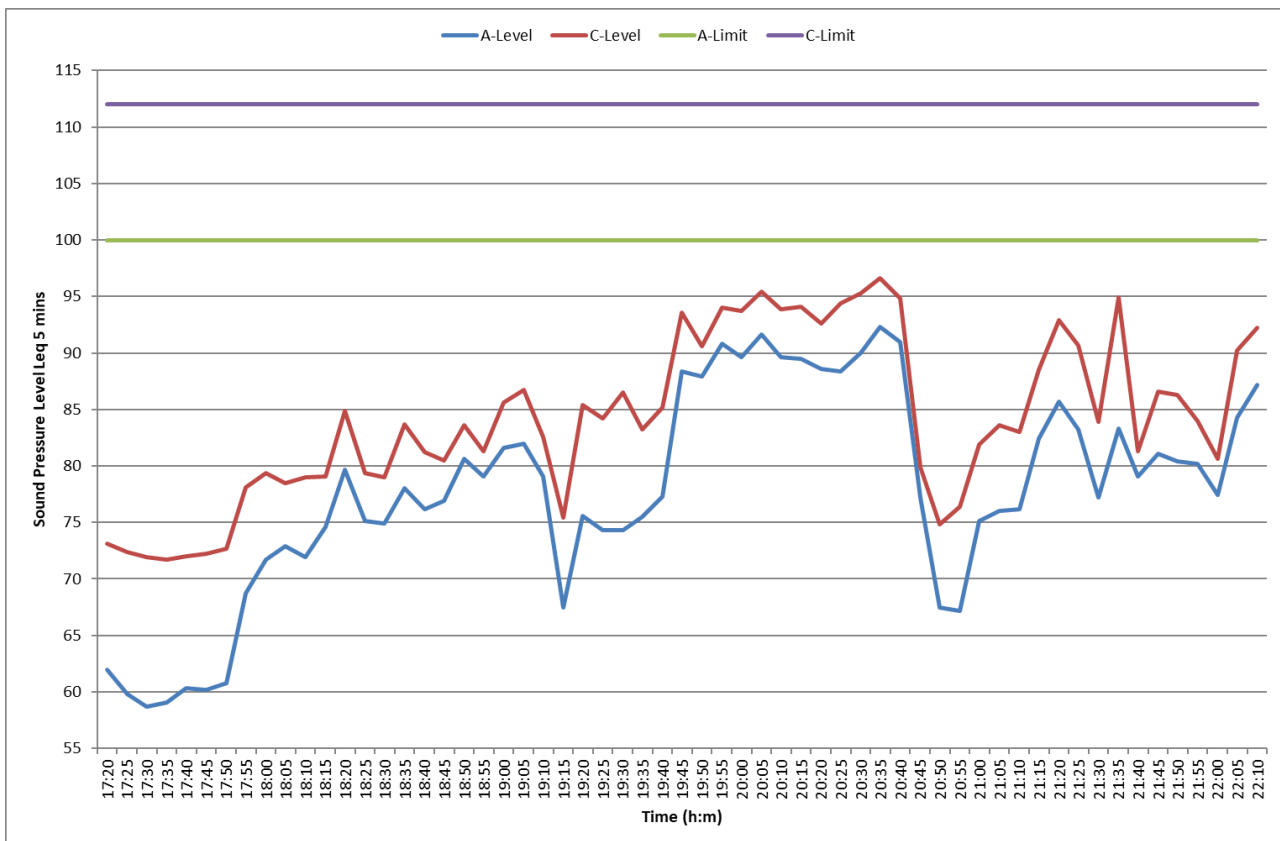
**Figure 4-18: Noise Monitoring at Indoor Stage (Thursday 30 January 2025)**



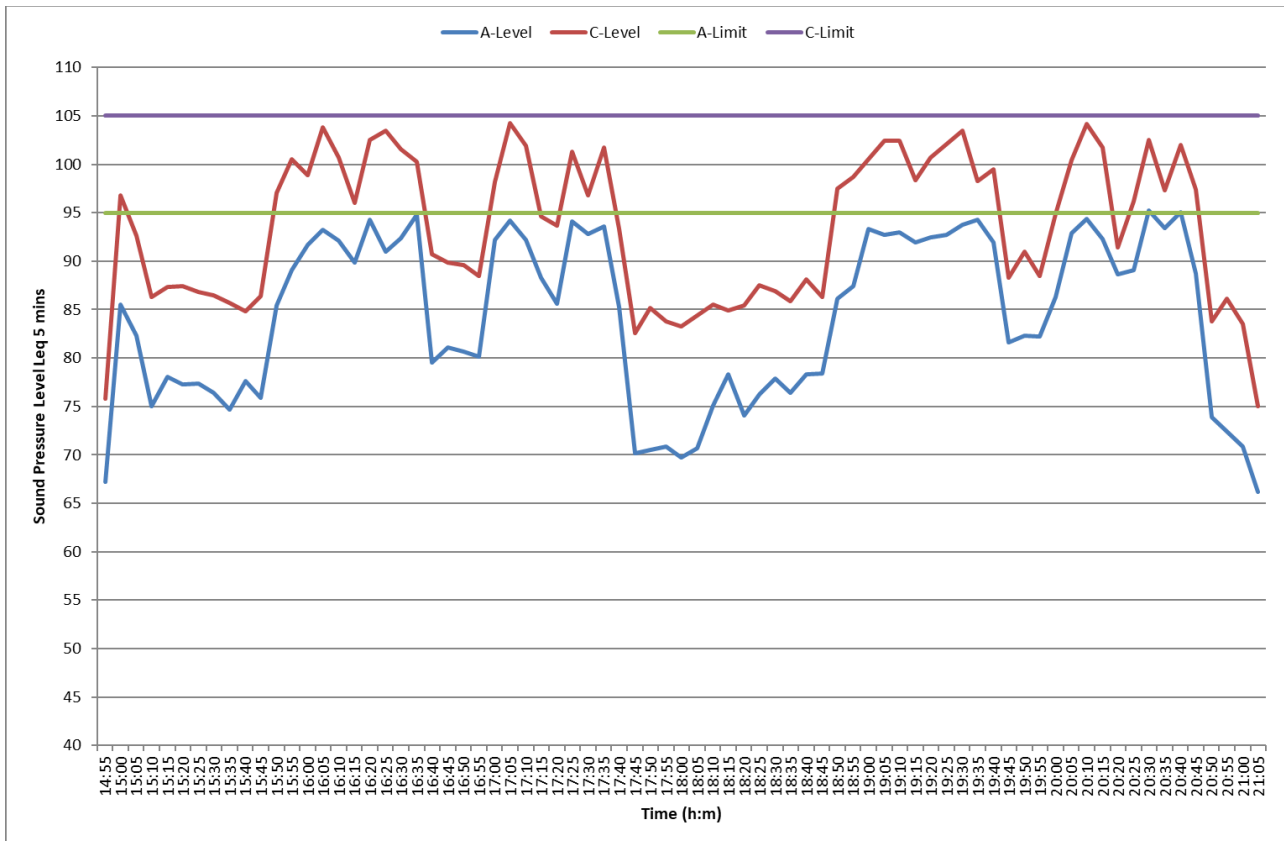
**Figure 4-19: Noise Monitoring at Outdoor Stage (Thursday 30 January 2025)**



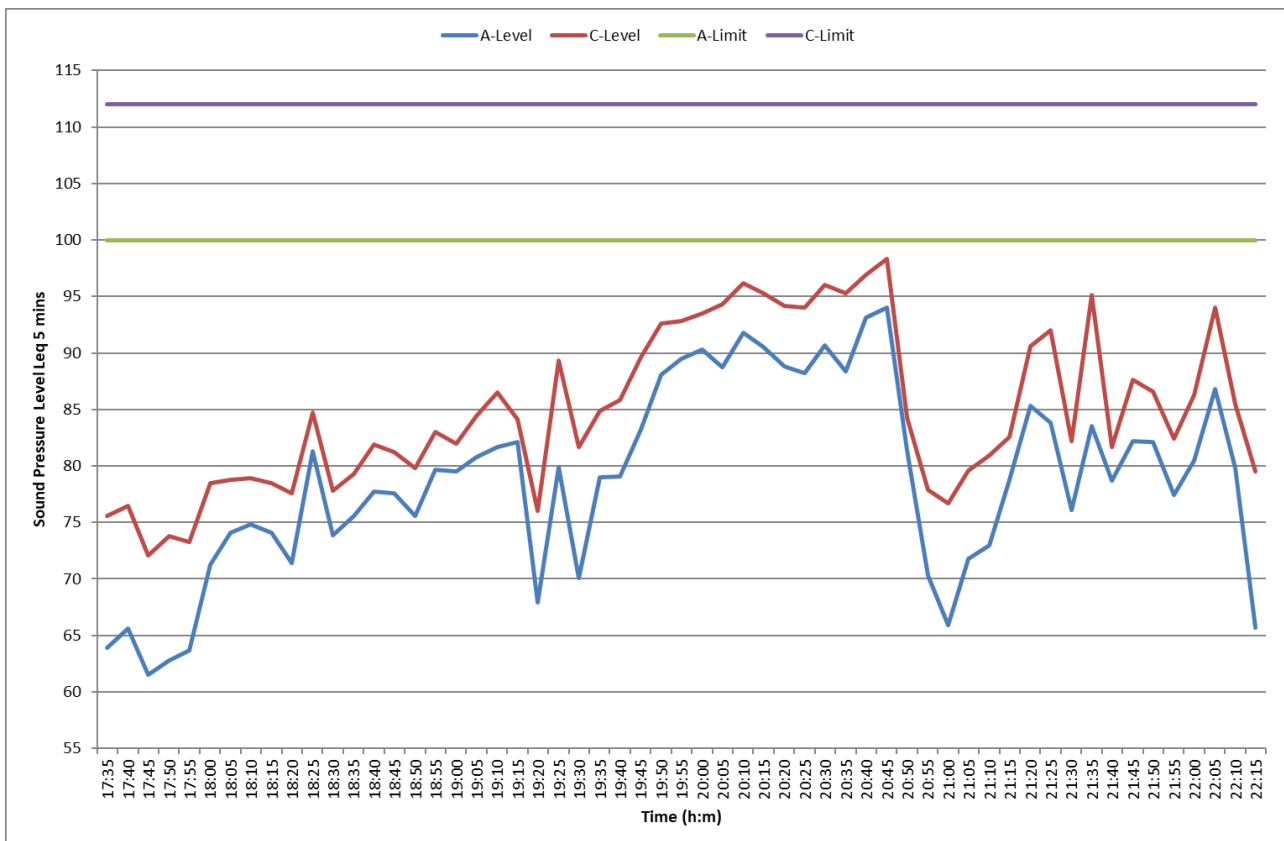
**Figure 4-20: Noise Monitoring at Indoor Stage (Friday 31 January 2025)**



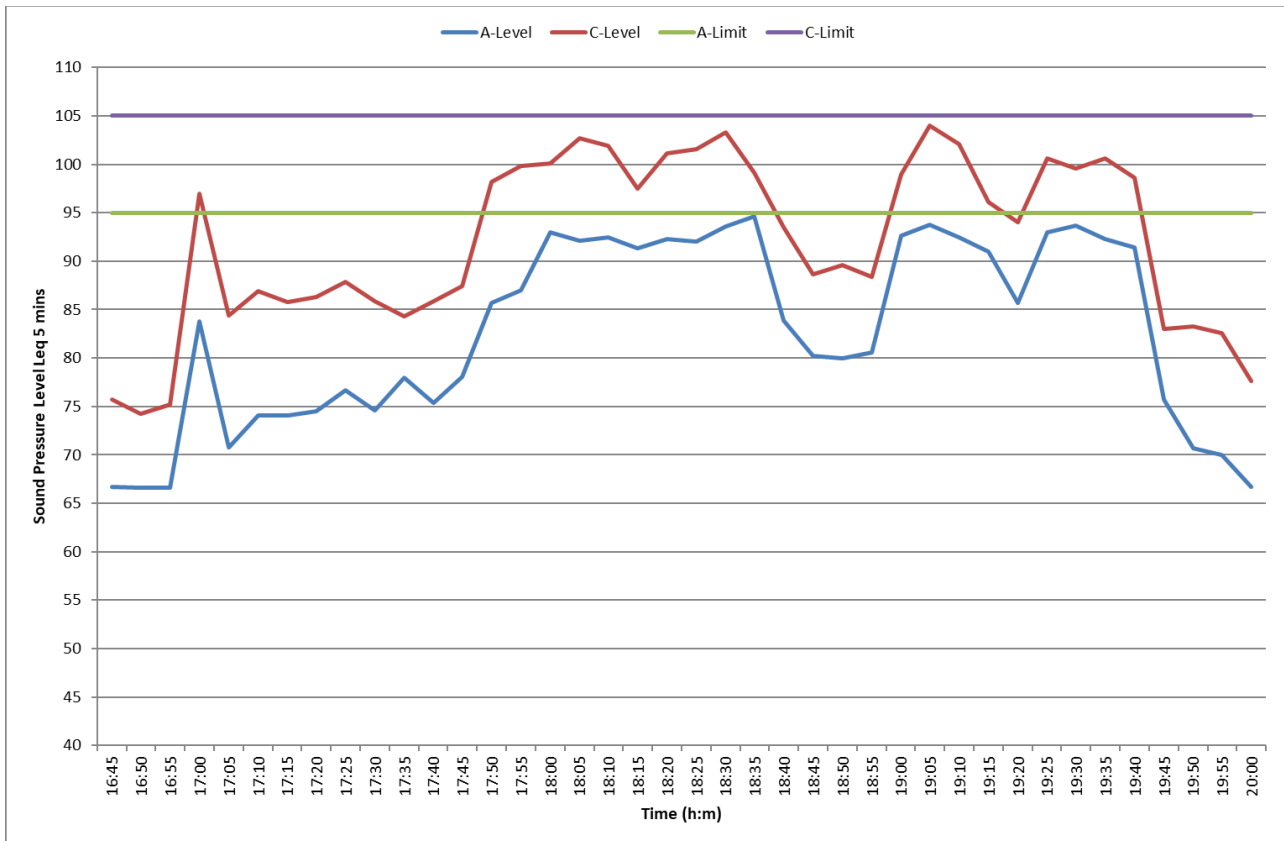
**Figure 4-21: Noise Monitoring at Outdoor Stage (Friday 31 January 2025)**



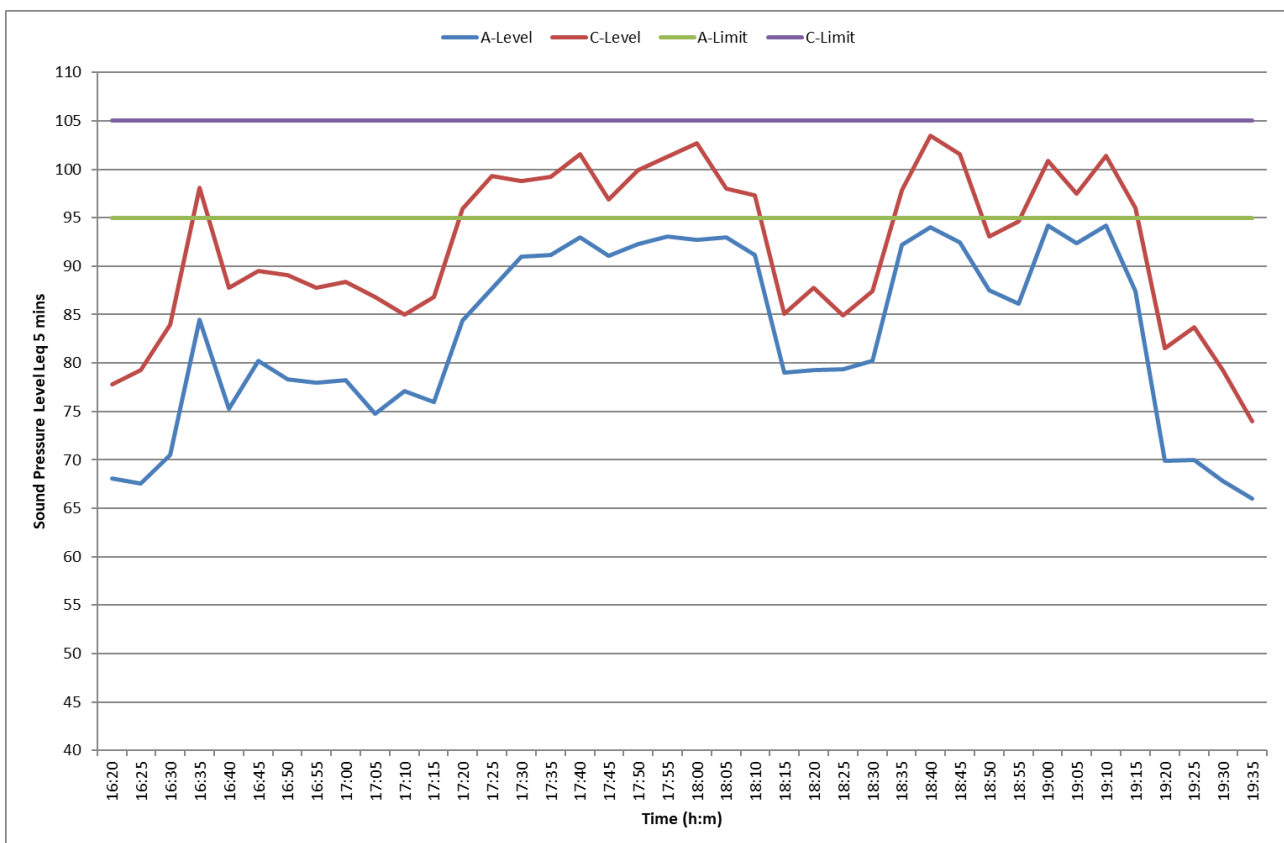
**Figure 4-22: Noise Monitoring at Indoor Stage (Saturday 1 February 2025)**



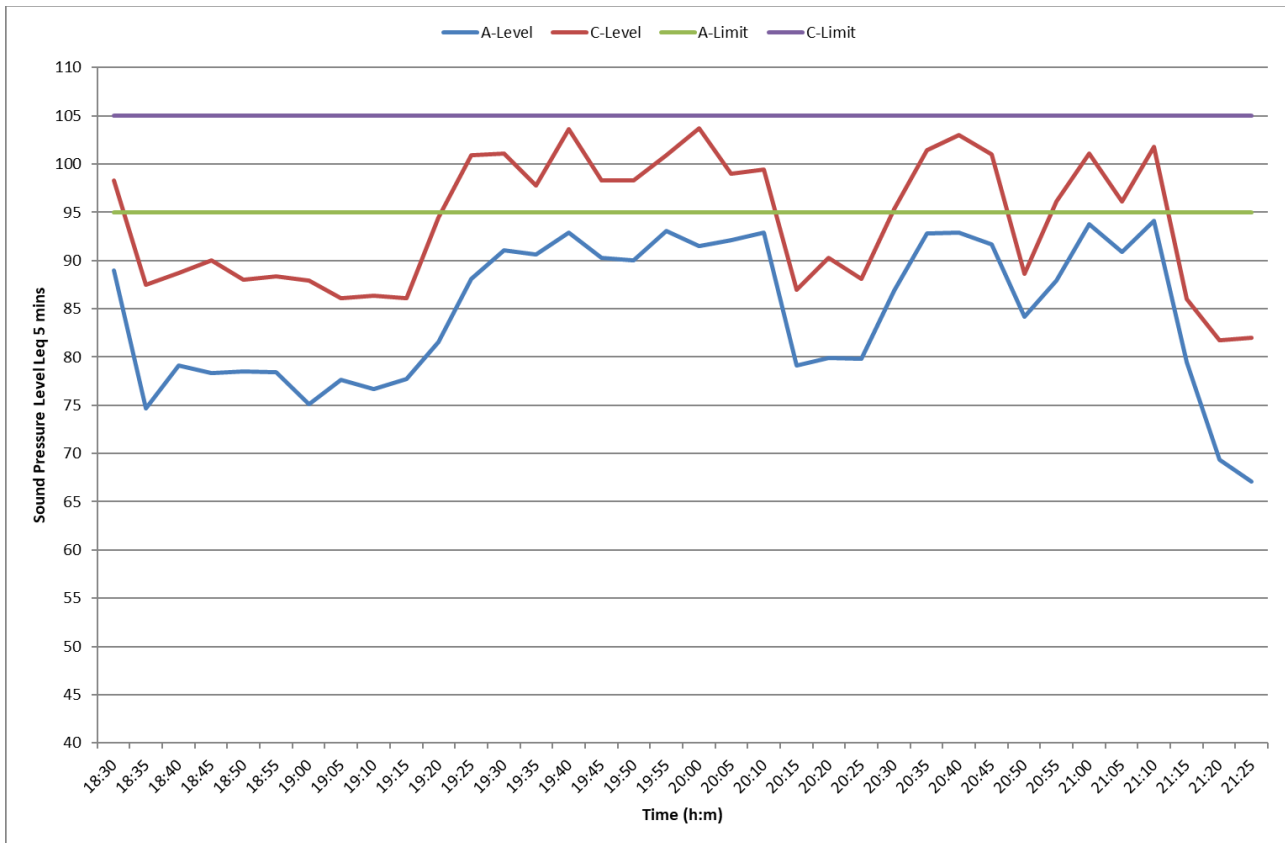
**Figure 4-23: Noise Monitoring at Outdoor Stage (Saturday 1 February 2025)**



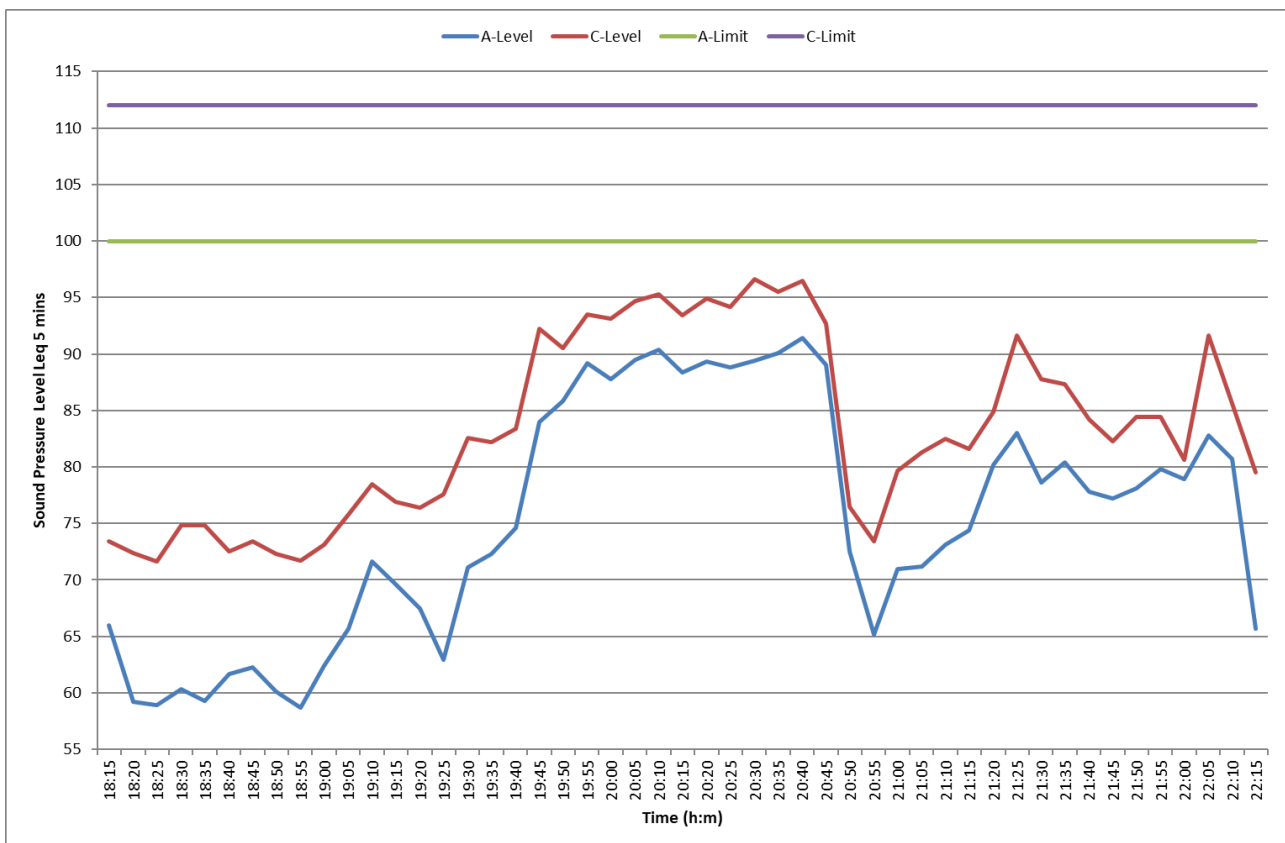
**Figure 4-24: Noise Monitoring at Indoor Stage (Sunday 2 February 2025)**



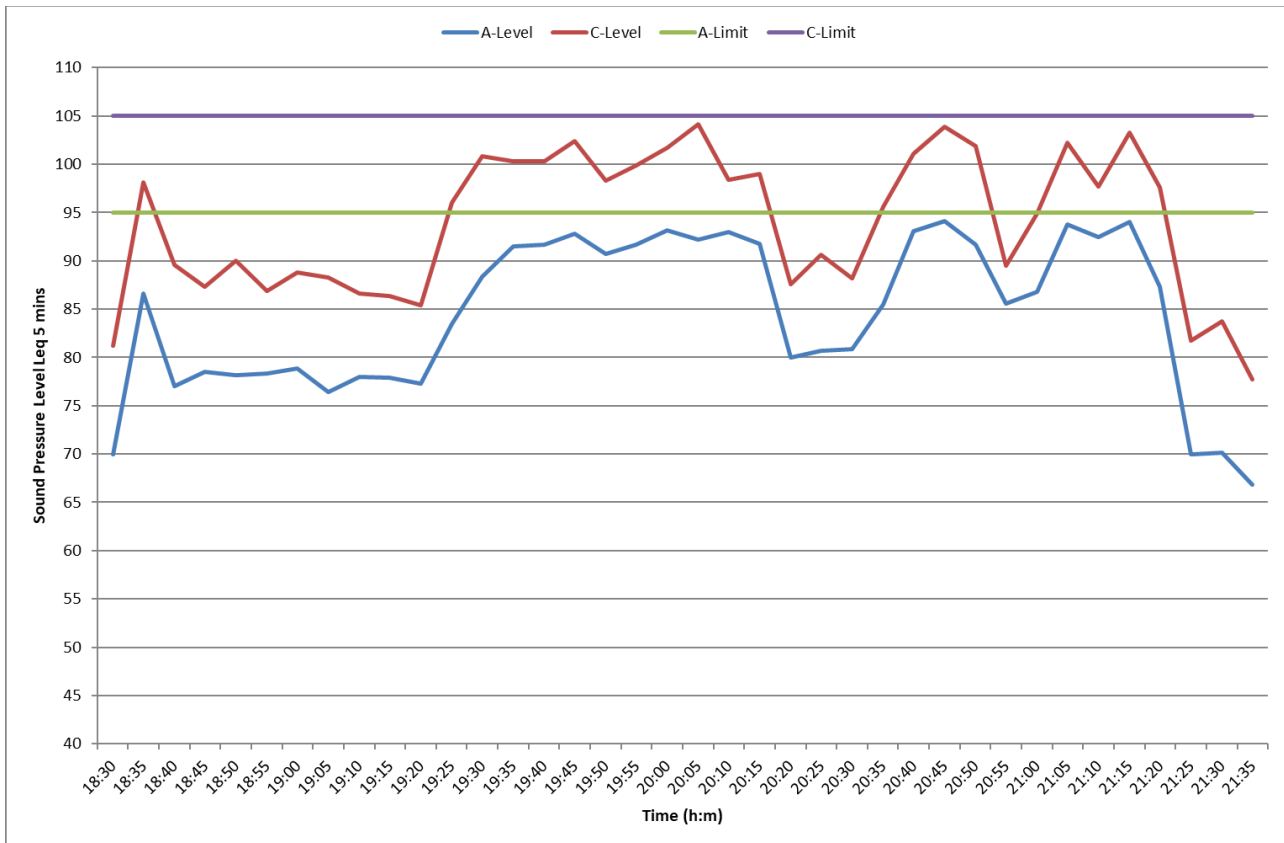
**Figure 4-25: Noise Monitoring at Indoor Stage (Tuesday 4 February 2025)**



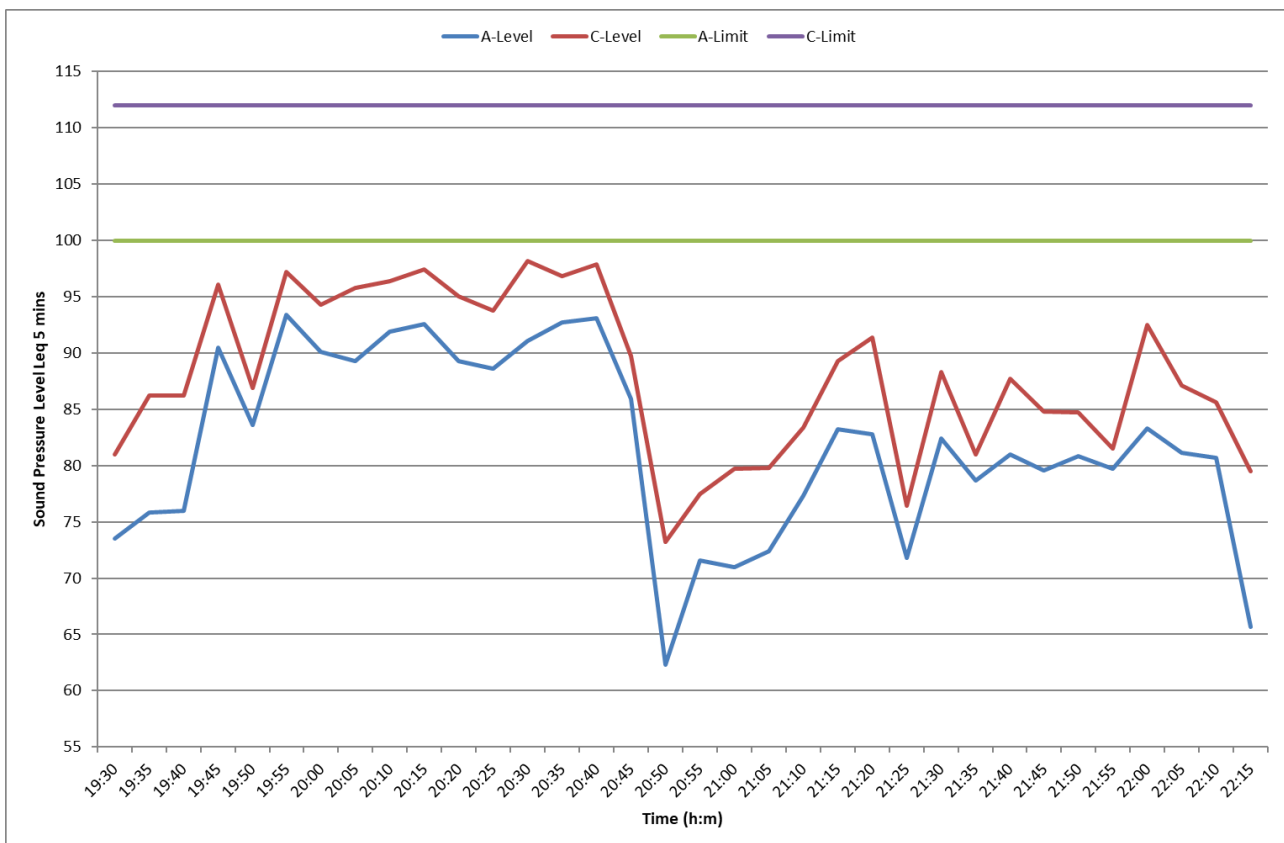
**Figure 4-26: Noise Monitoring at Indoor Stage (Wednesday 5 February 2025)**



**Figure 4-27: Noise Monitoring at Outdoor Stage (Wednesday 5 February 2025)**

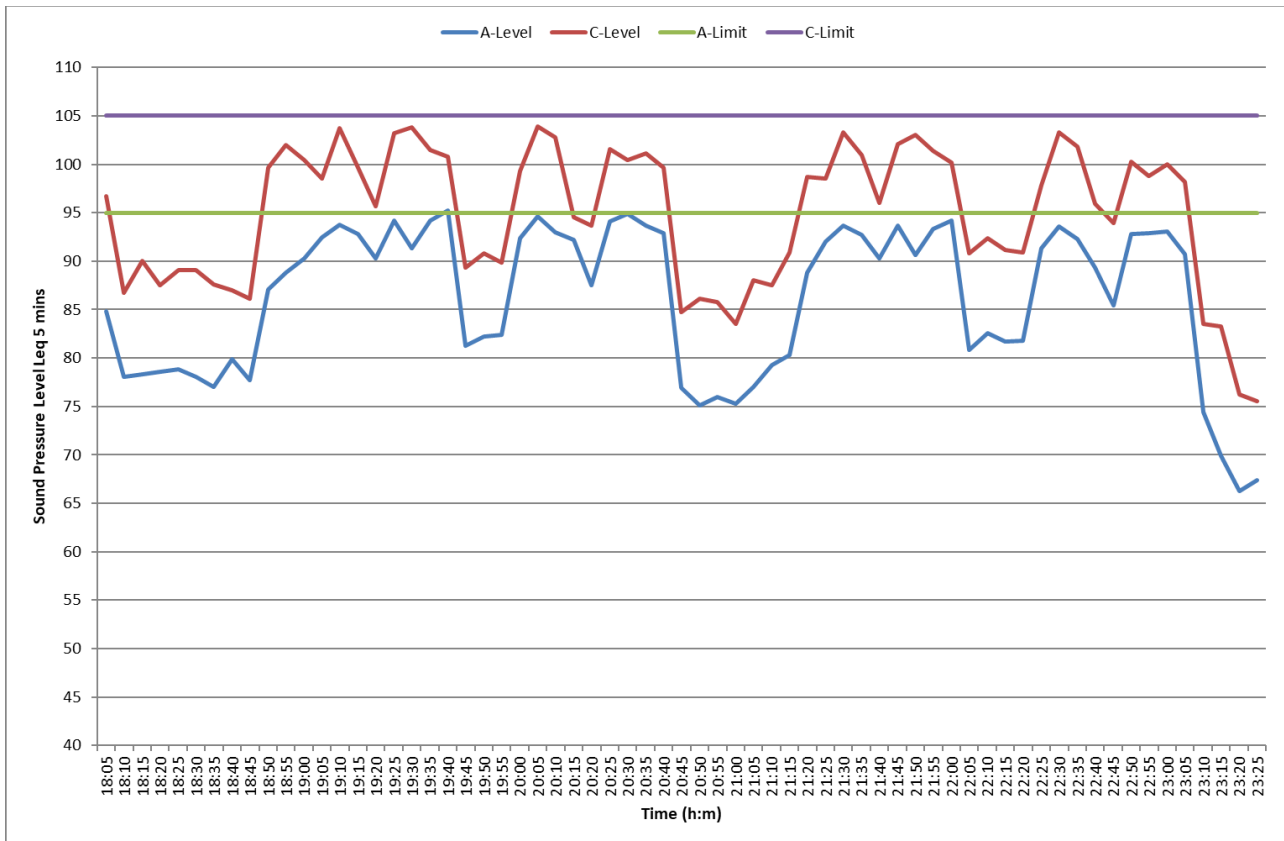


**Figure 4-28: Noise Monitoring at Indoor Stage (Thursday 6 February 2025)**

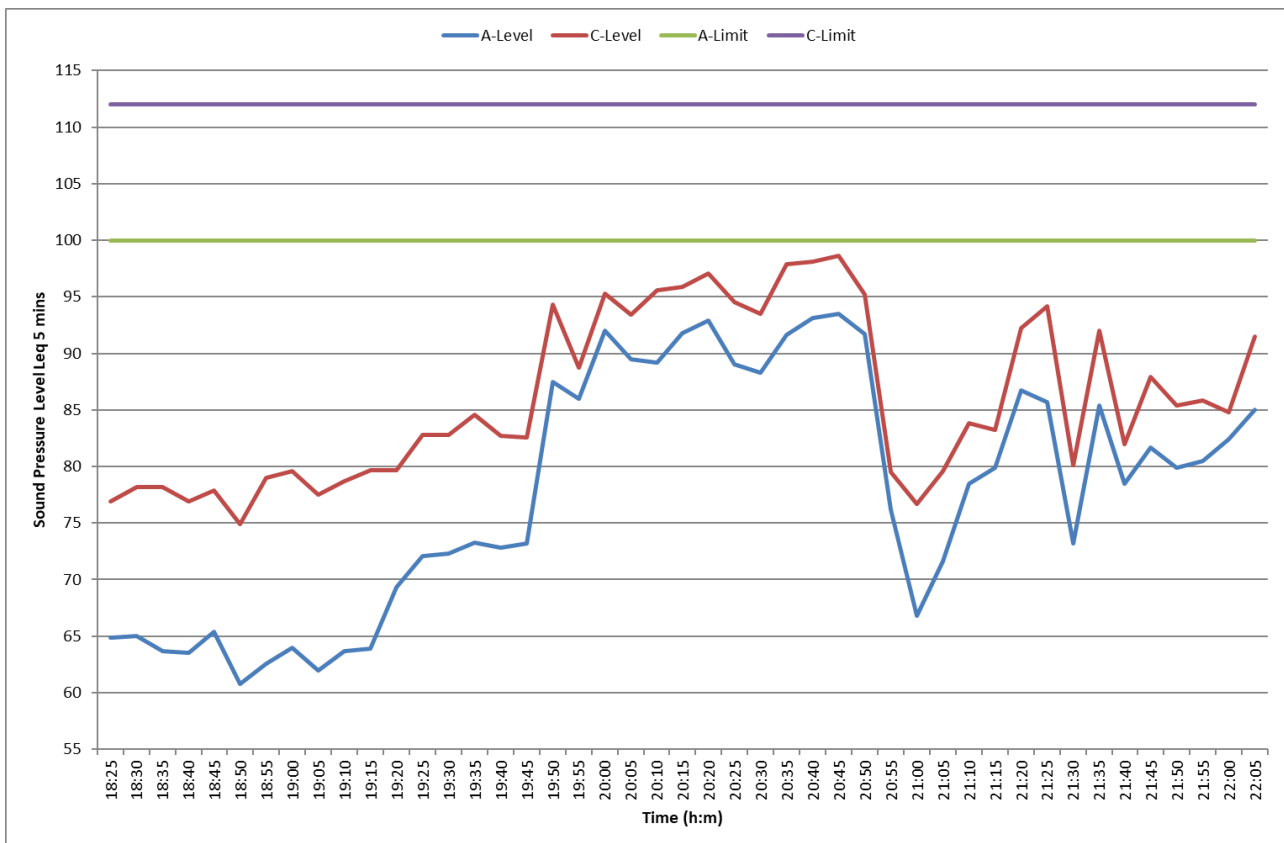


**Figure 4-29: Noise Monitoring at Outdoor Stage (Thursday 6 February 2025)**

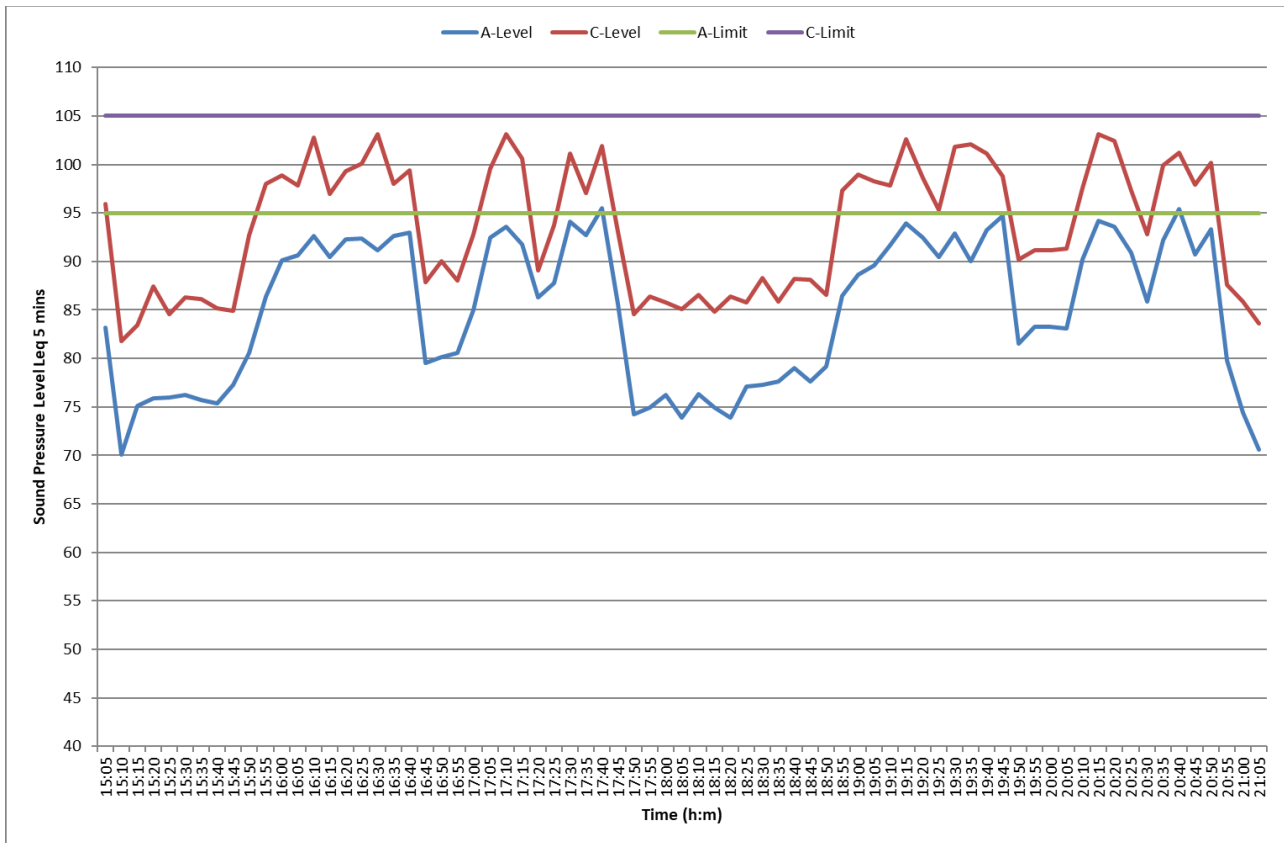




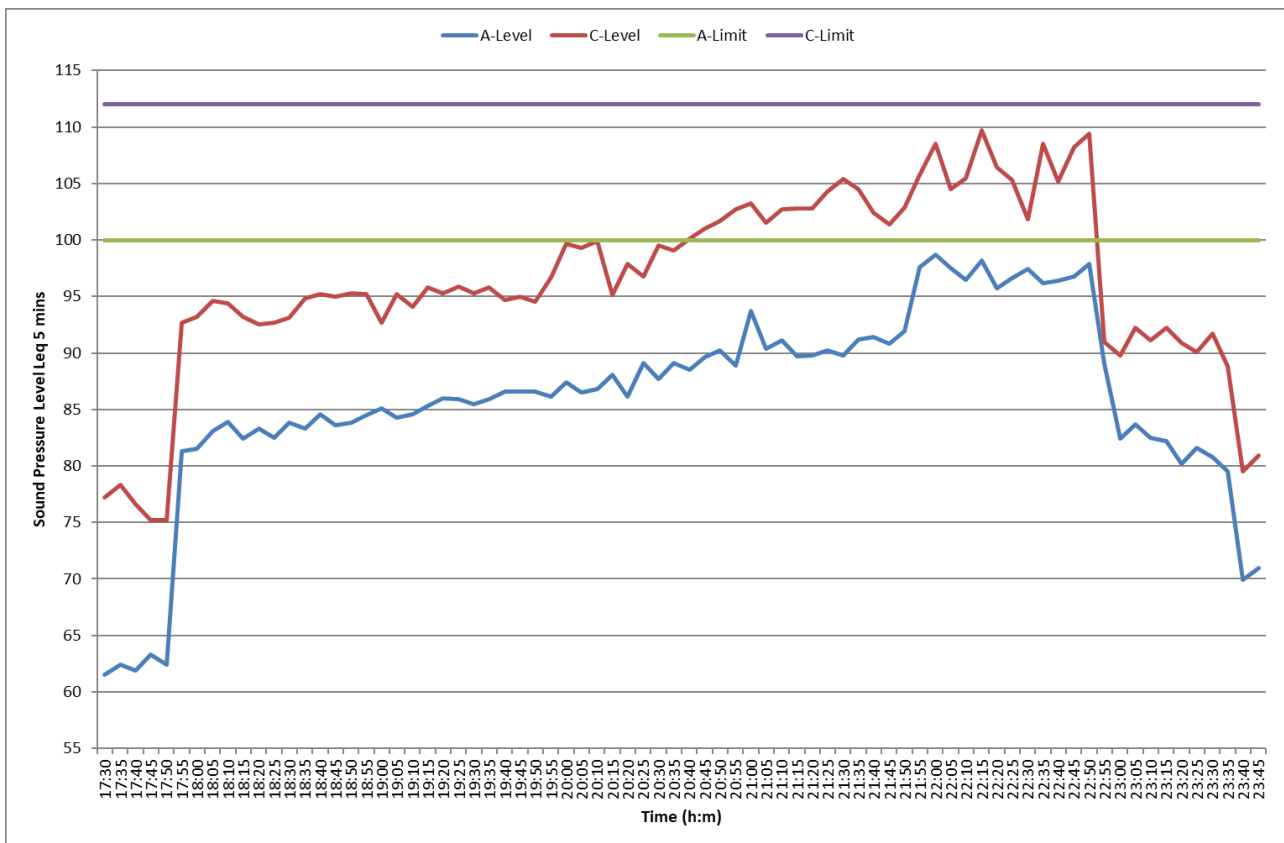
**Figure 4-30: Noise Monitoring at Indoor Stage (Friday 7 February 2025)**



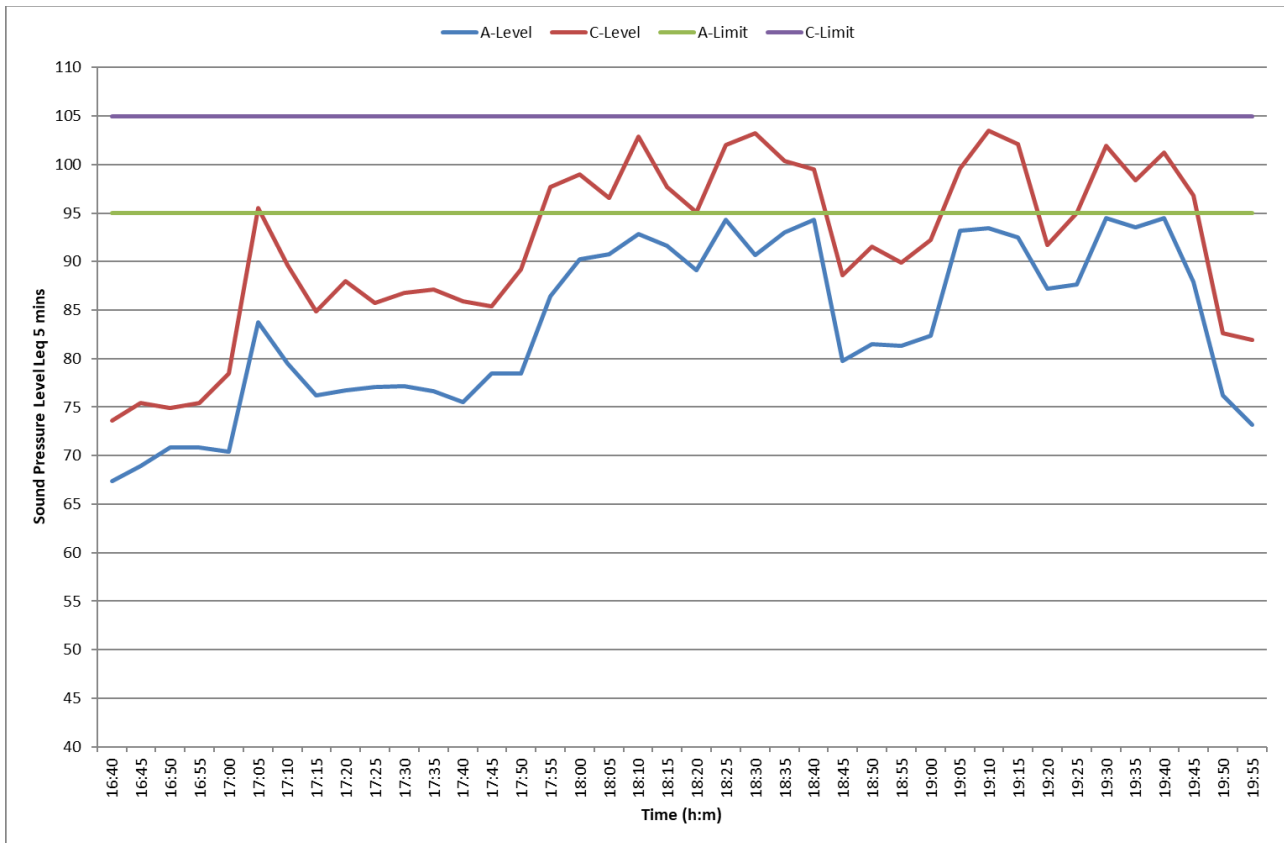
**Figure 4-31: Noise Monitoring at Outdoor Stage (Friday 7 February 2025)**



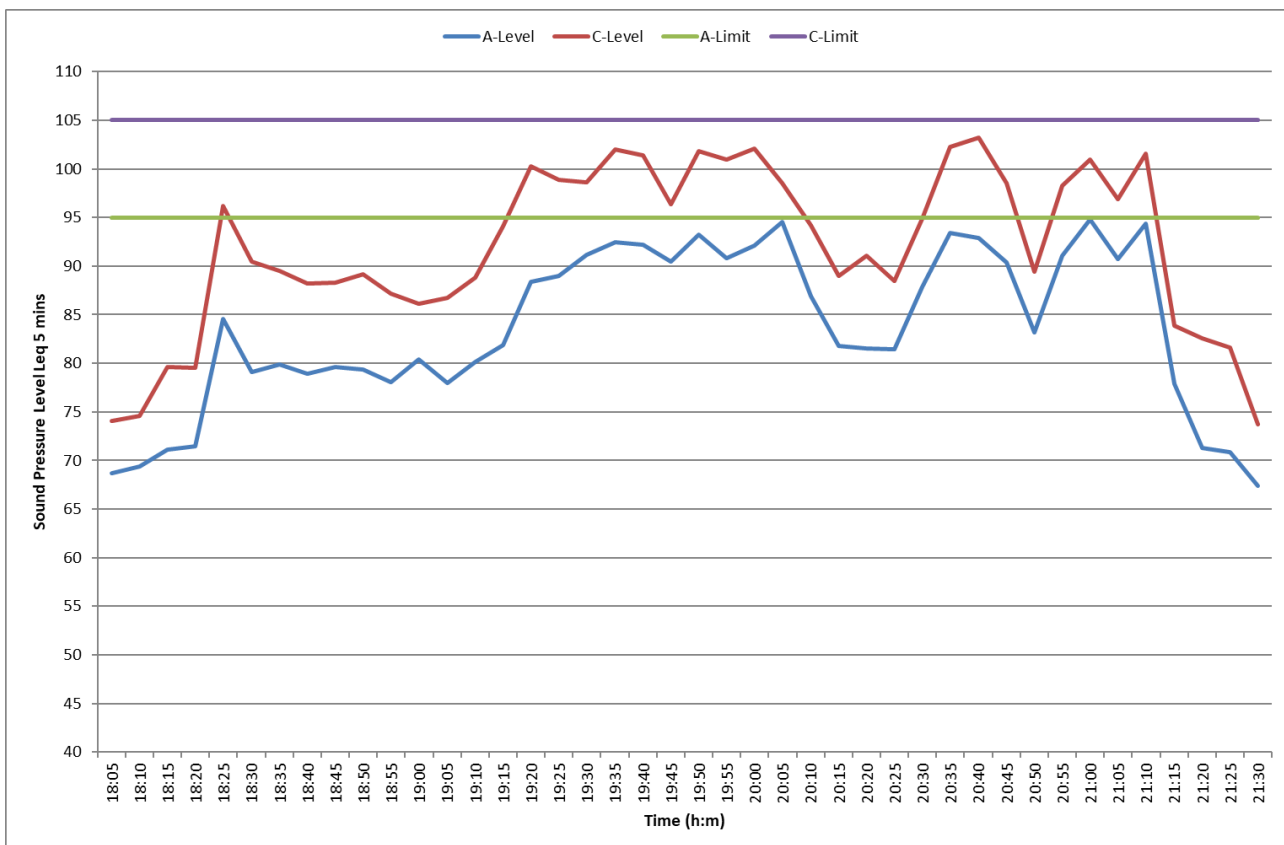
**Figure 4-32: Noise Monitoring at Indoor Stage (Saturday 8 February 2025)**



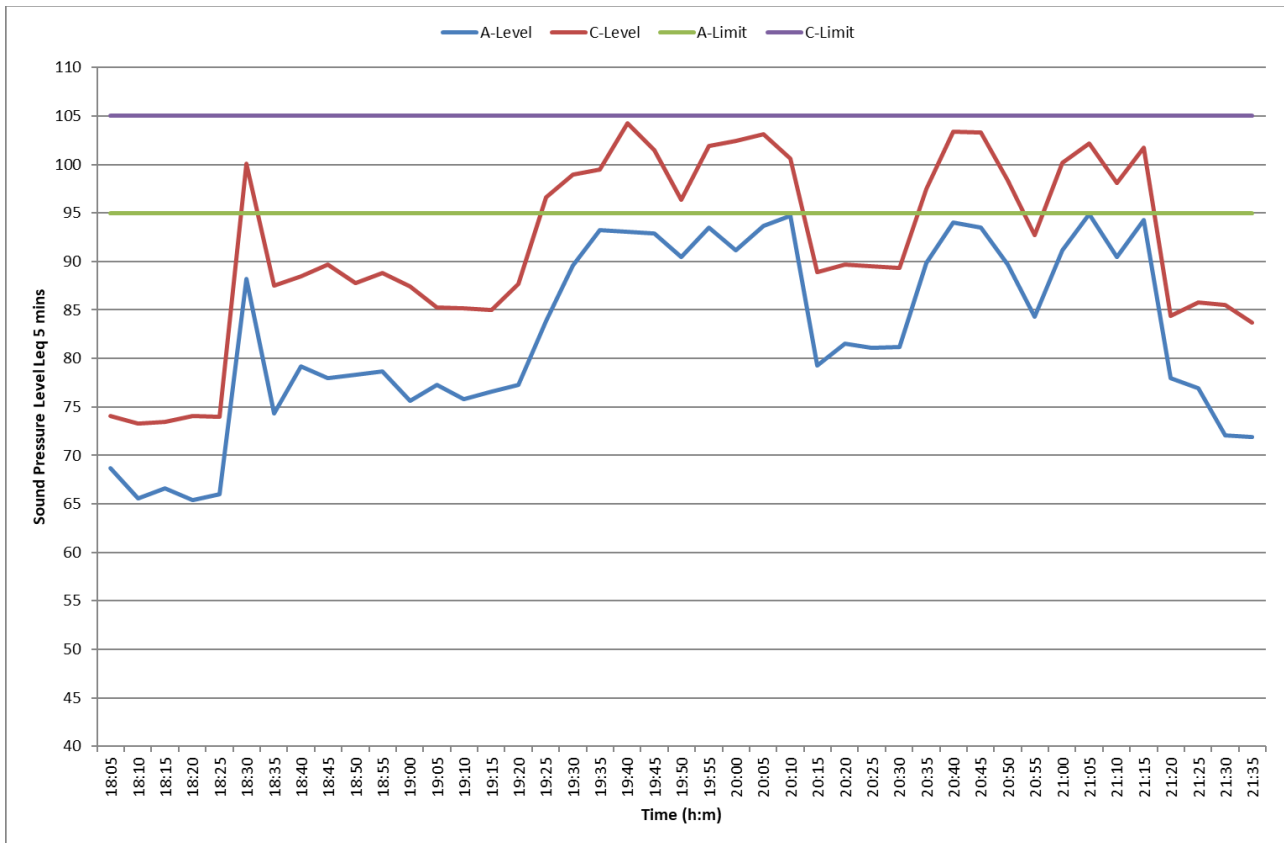
**Figure 4-33: Noise Monitoring at Outdoor Stage (Saturday 8 February 2025)**



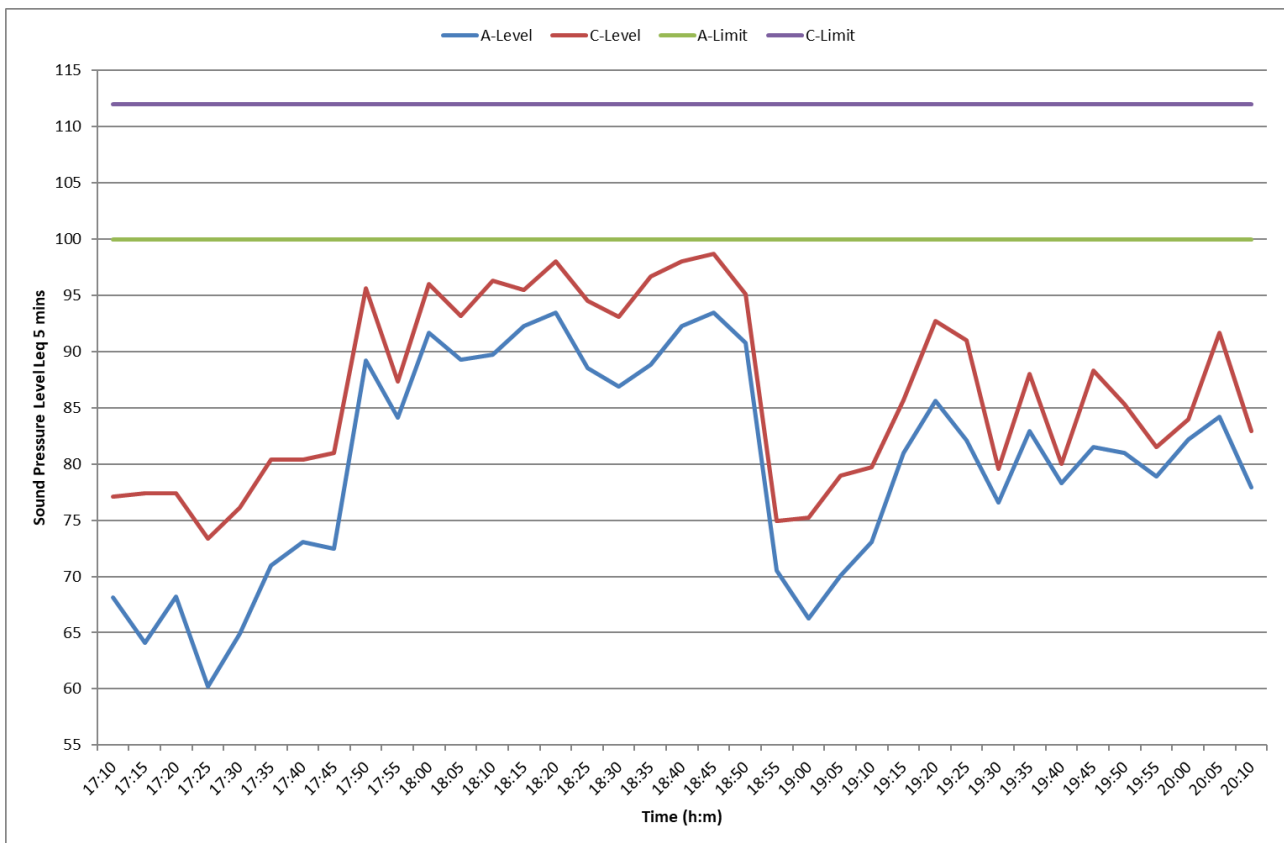
**Figure 4-34: Noise Monitoring at Indoor Stage (Sunday 9 February 2025)**



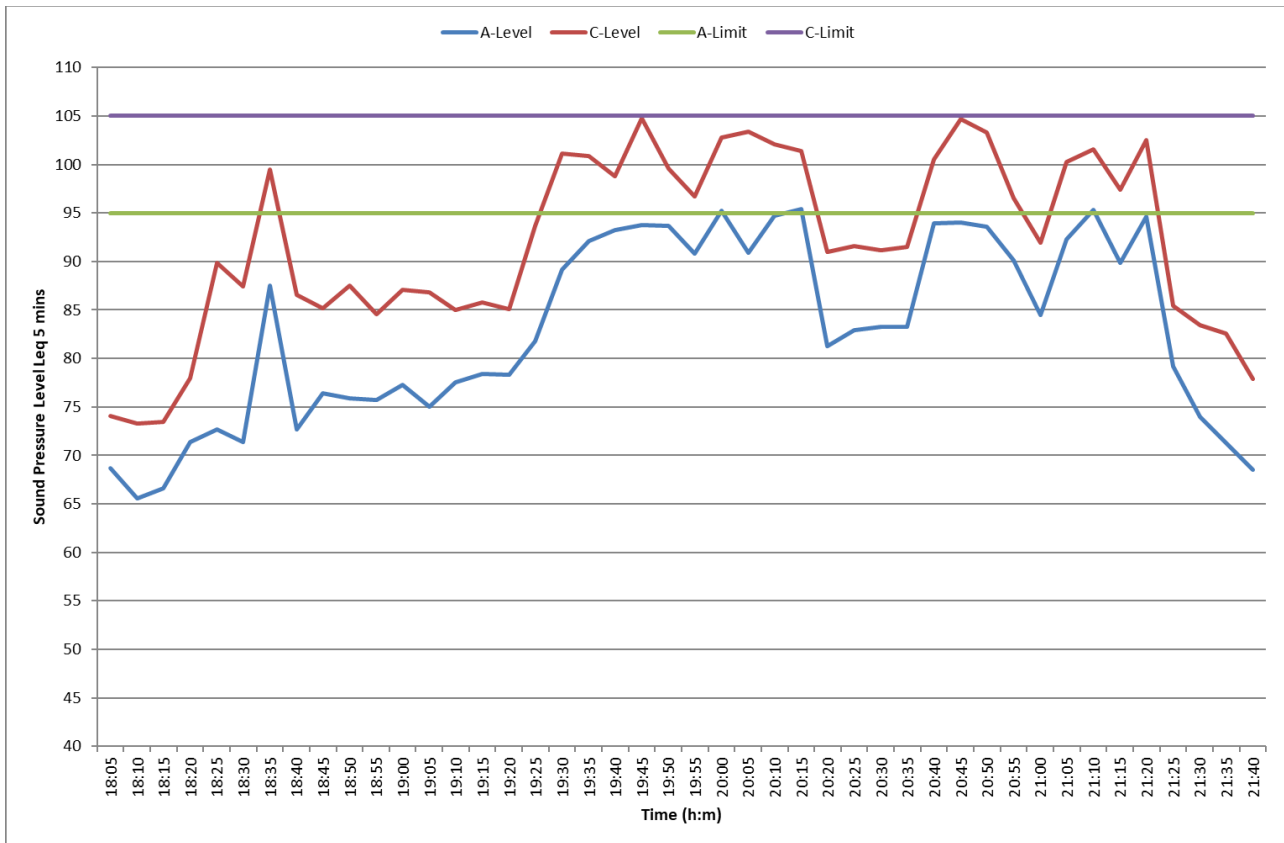
**Figure 4-35: Noise Monitoring at Indoor Stage (Tuesday 11 February 2025)**



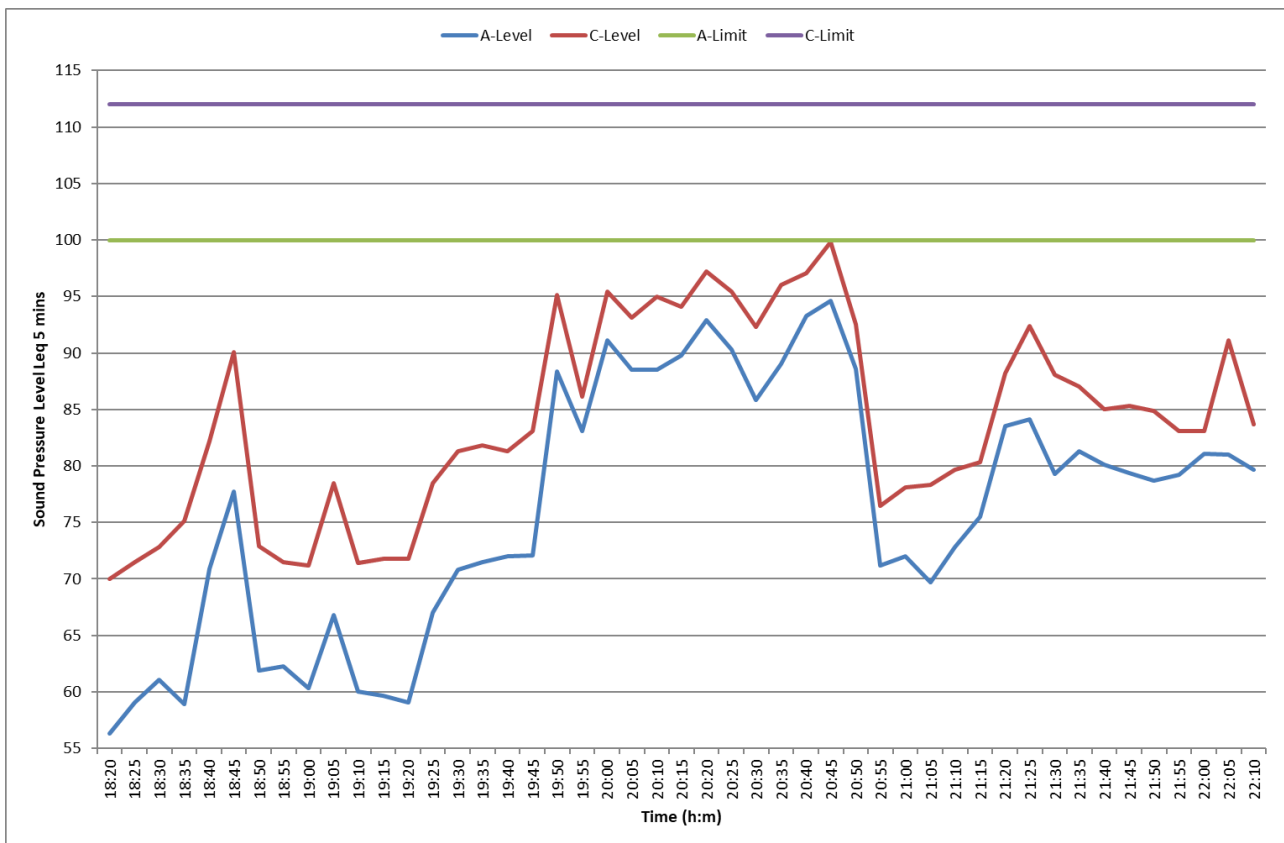
**Figure 4-36: Noise Monitoring at Indoor Stage (Wednesday 12 February 2025)**



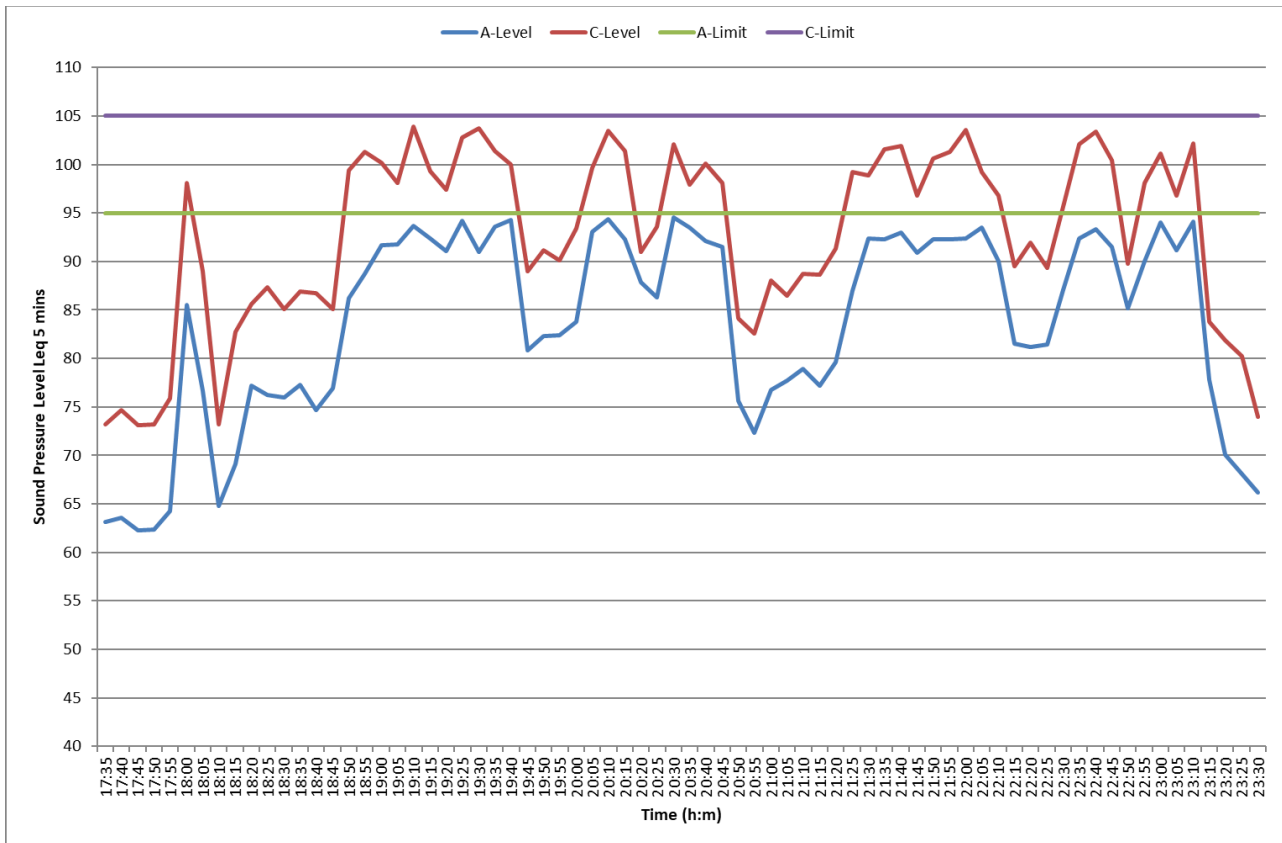
**Figure 4-37: Noise Monitoring at Outdoor Stage (Wednesday 12 February 2025)**



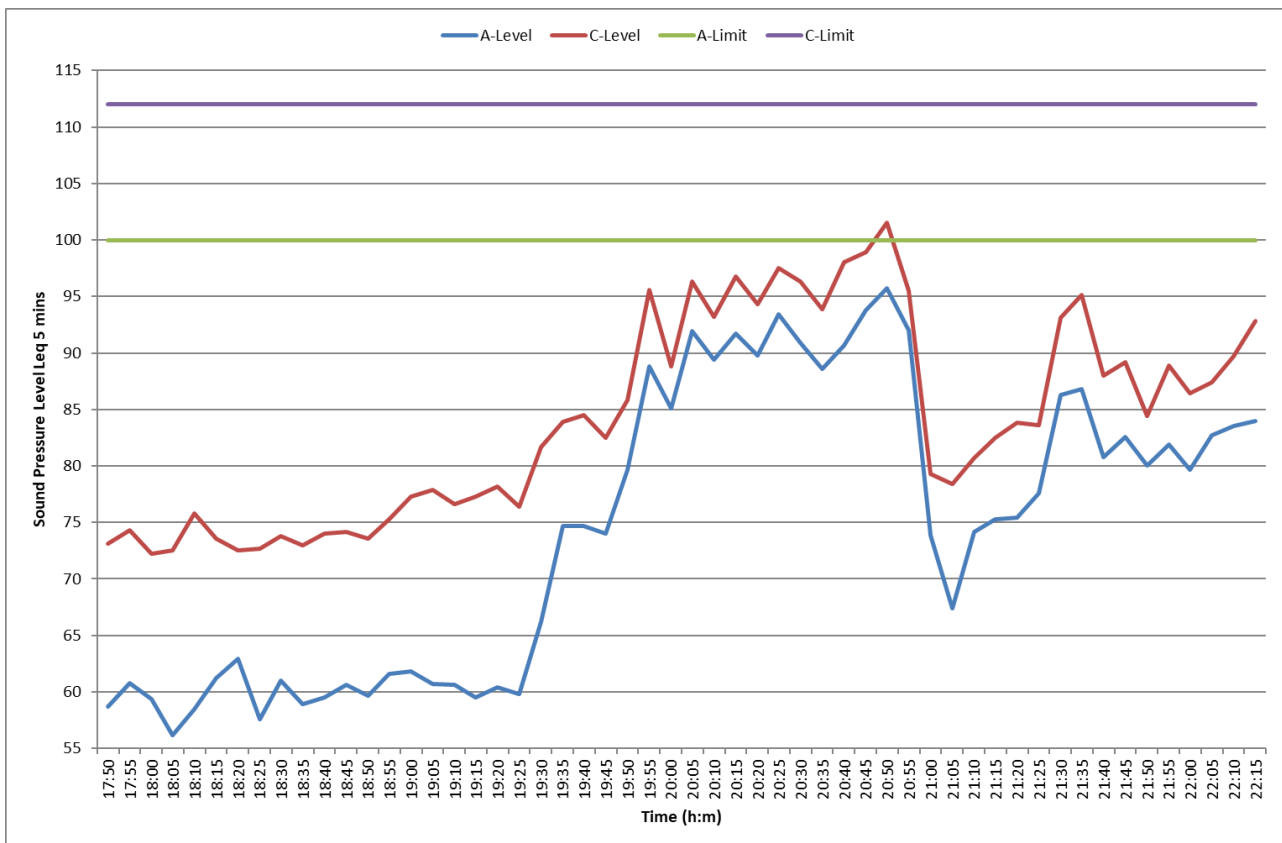
**Figure 4-38: Noise Monitoring at Indoor Stage (Thursday 13 February 2025)**



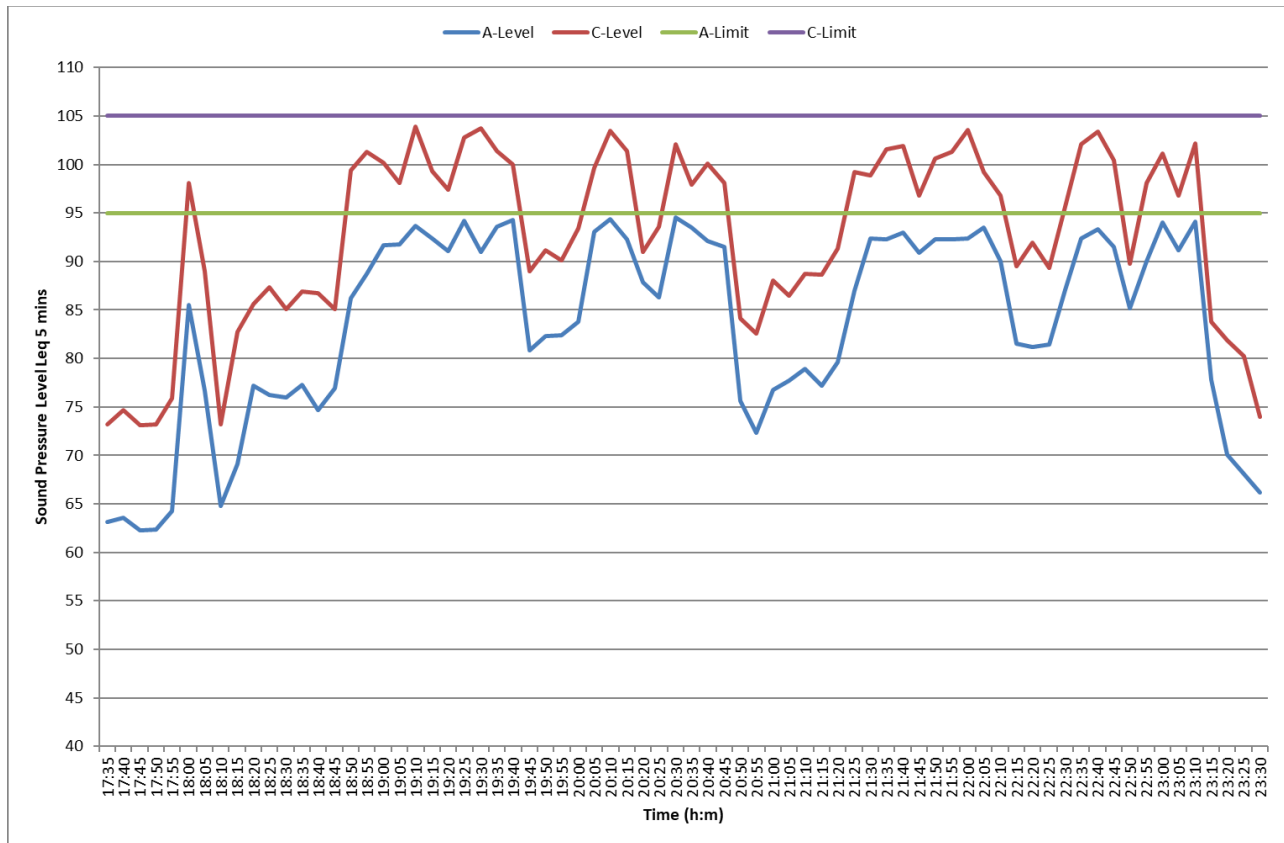
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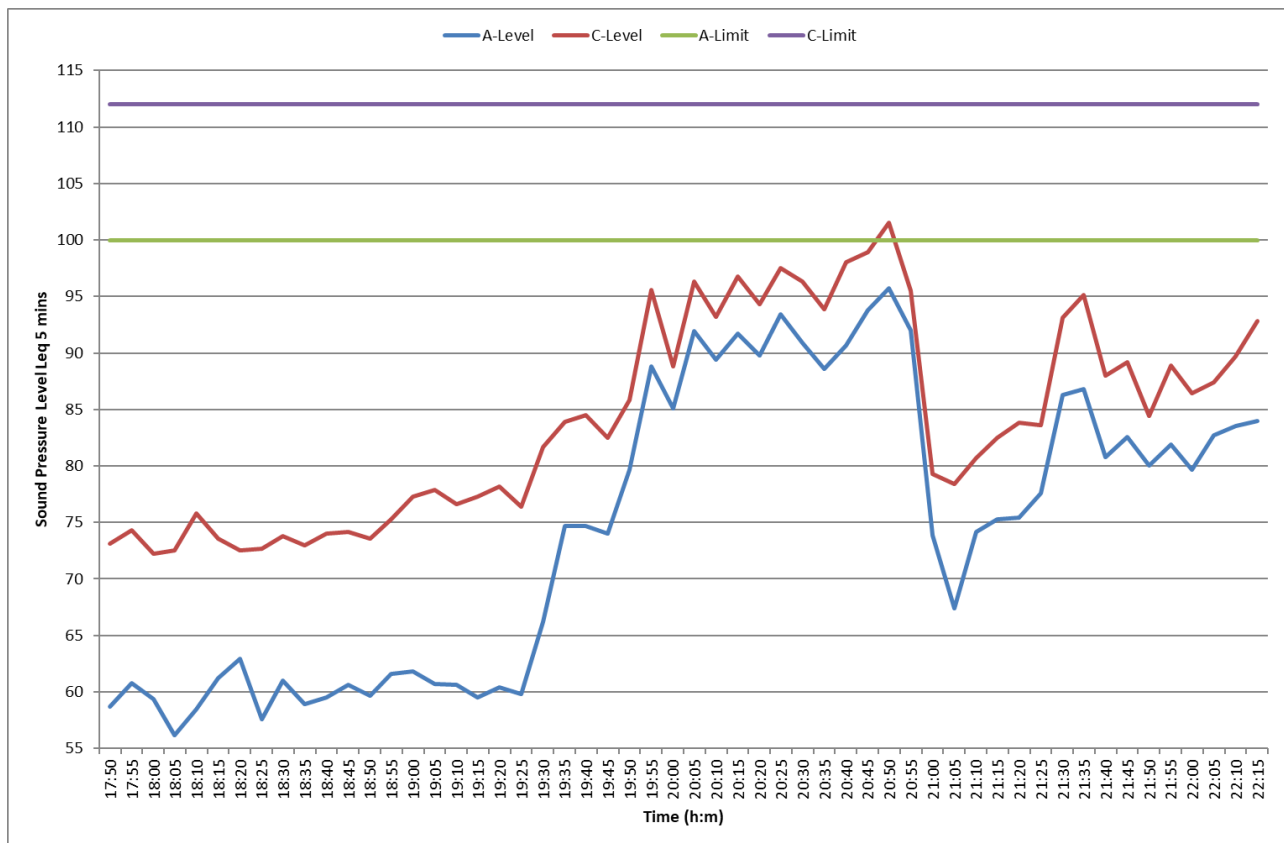
**Figure 4-40: Noise Monitoring at Indoor Stage (Friday 14 February 2025)**



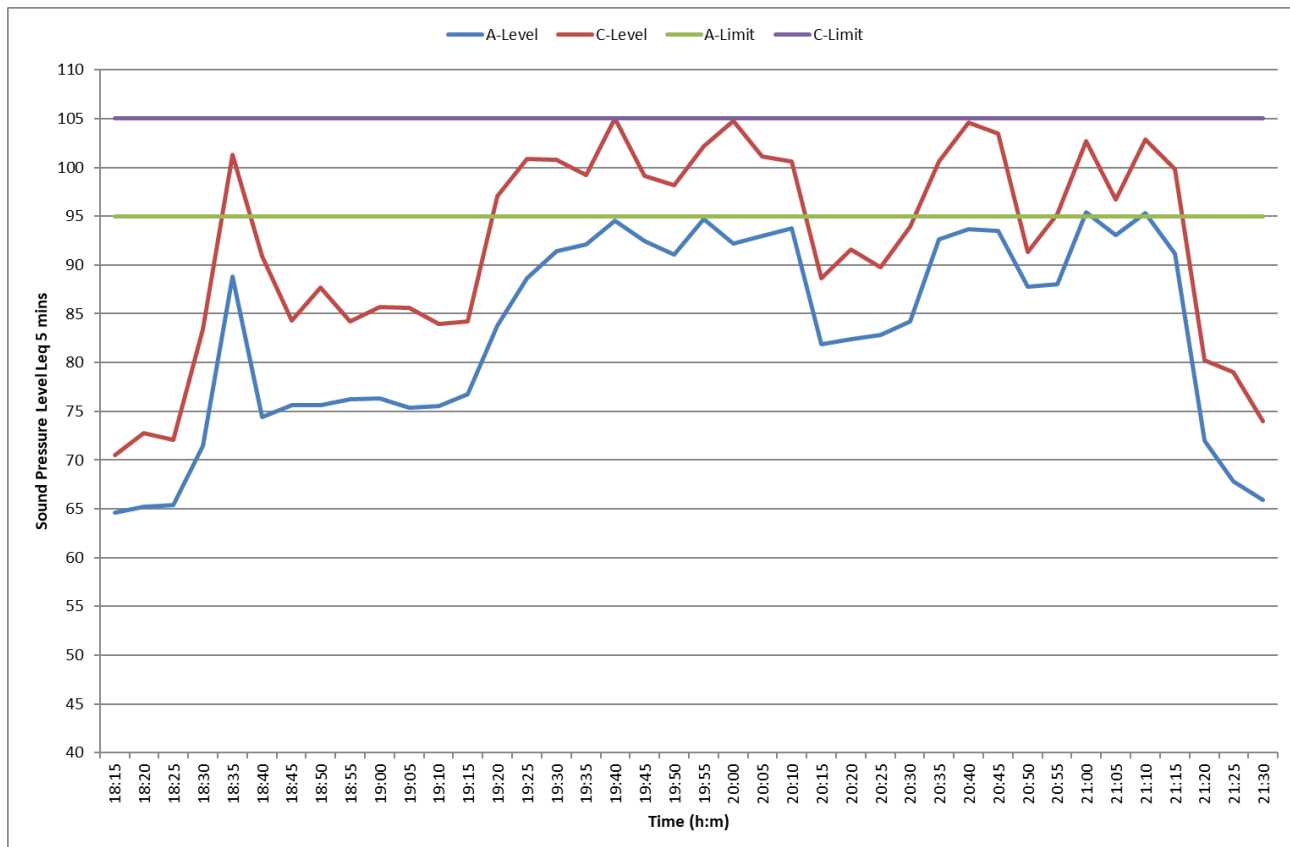
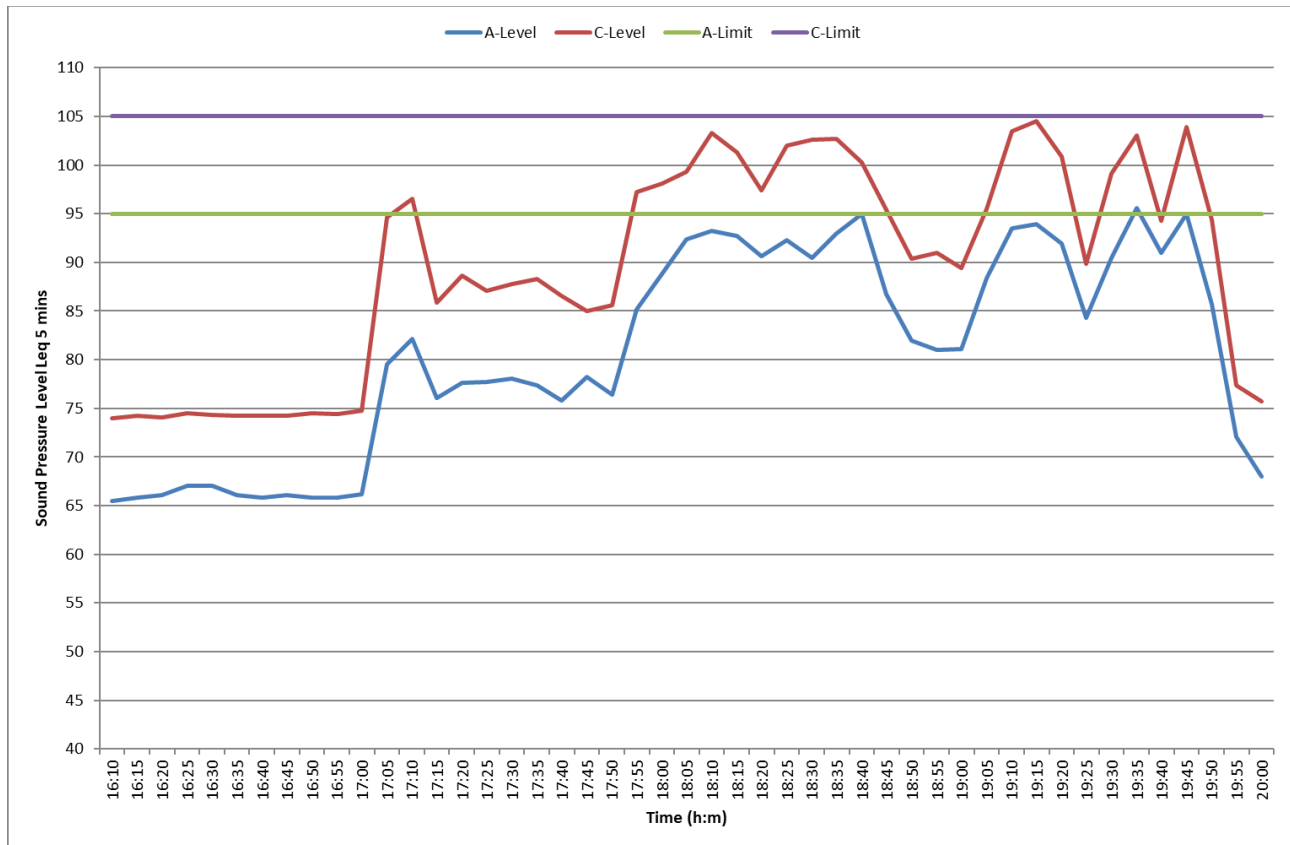
**Figure 4-41: Noise Monitoring at Outdoor Stage (Friday 14 February 2025)**



**Figure 4-42: Noise Monitoring at Indoor Stage (Saturday 15 February 2025)**

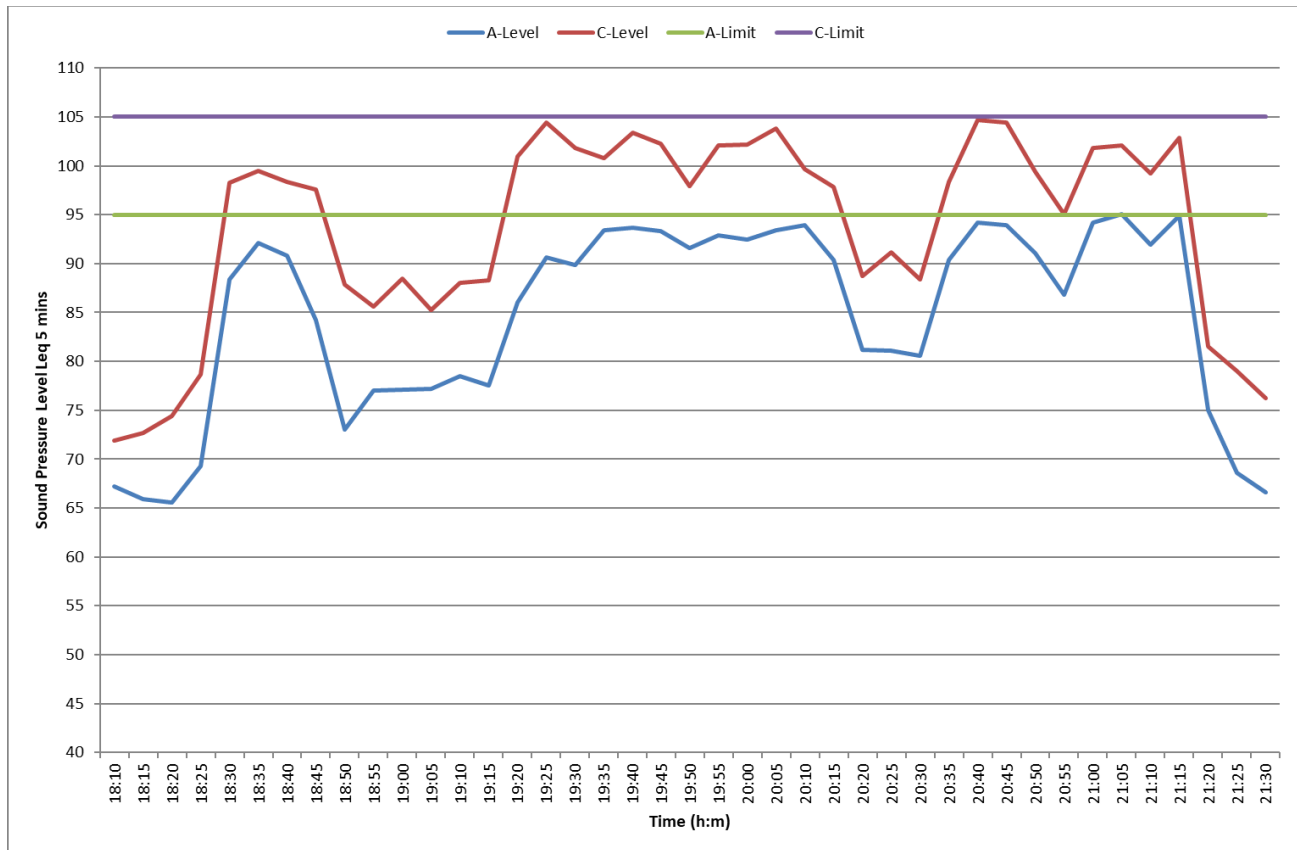


**Figure 4-43: Noise Monitoring at Outdoor Stage (Saturday 15 February 2025)**

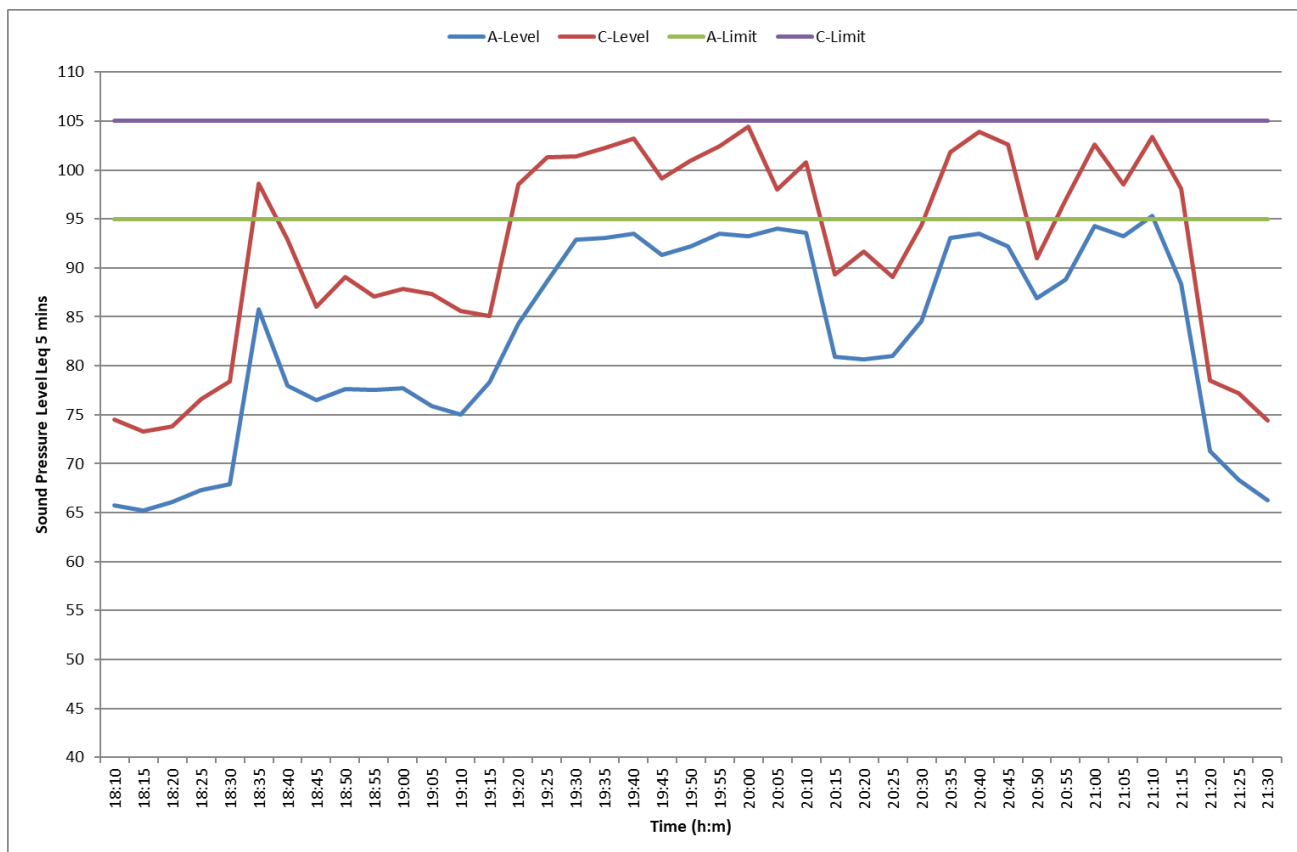


**Figure 4-45: Noise Monitoring at Indoor Stage (Tuesday 18 February 2025)**

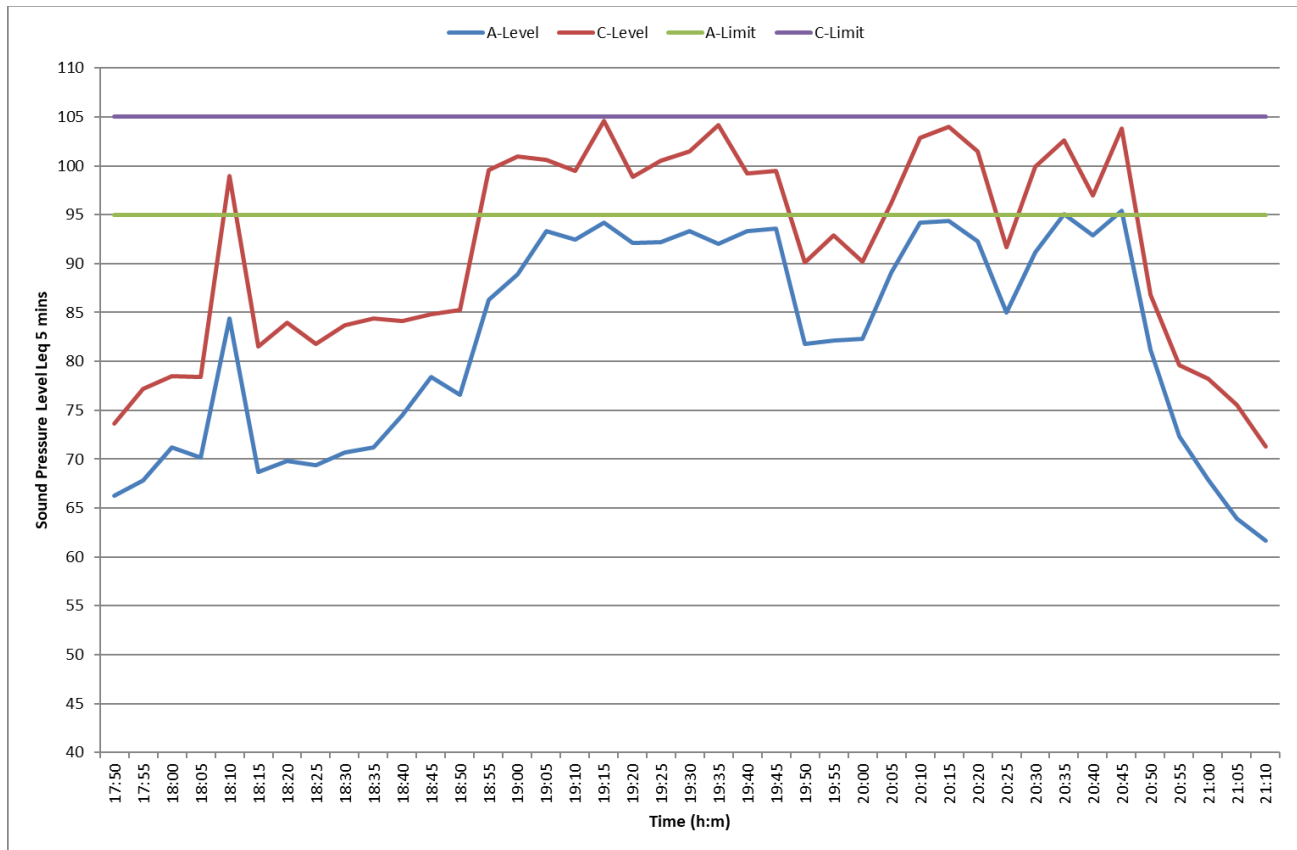




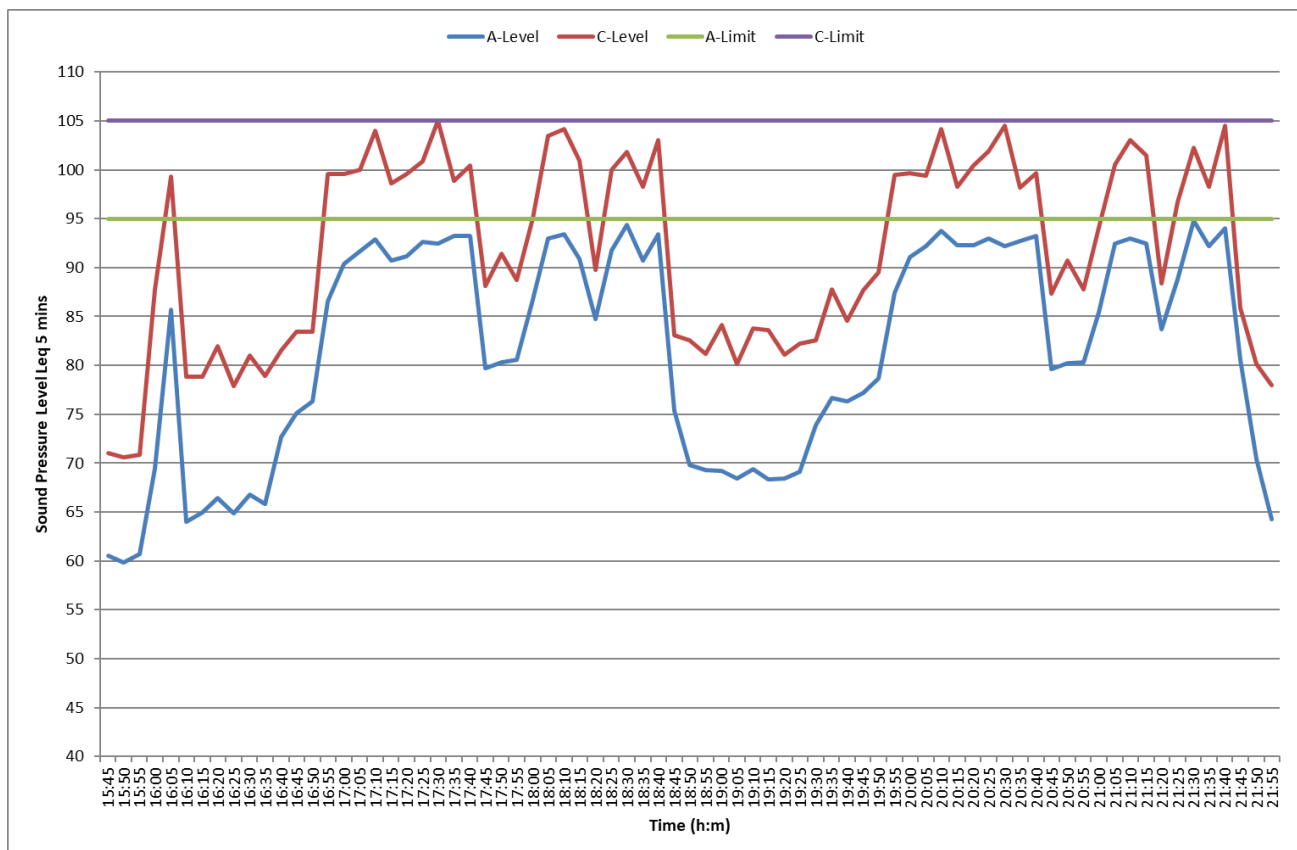
**Figure 4-46: Noise Monitoring at Indoor Stage (Wednesday 19 February 2025)**



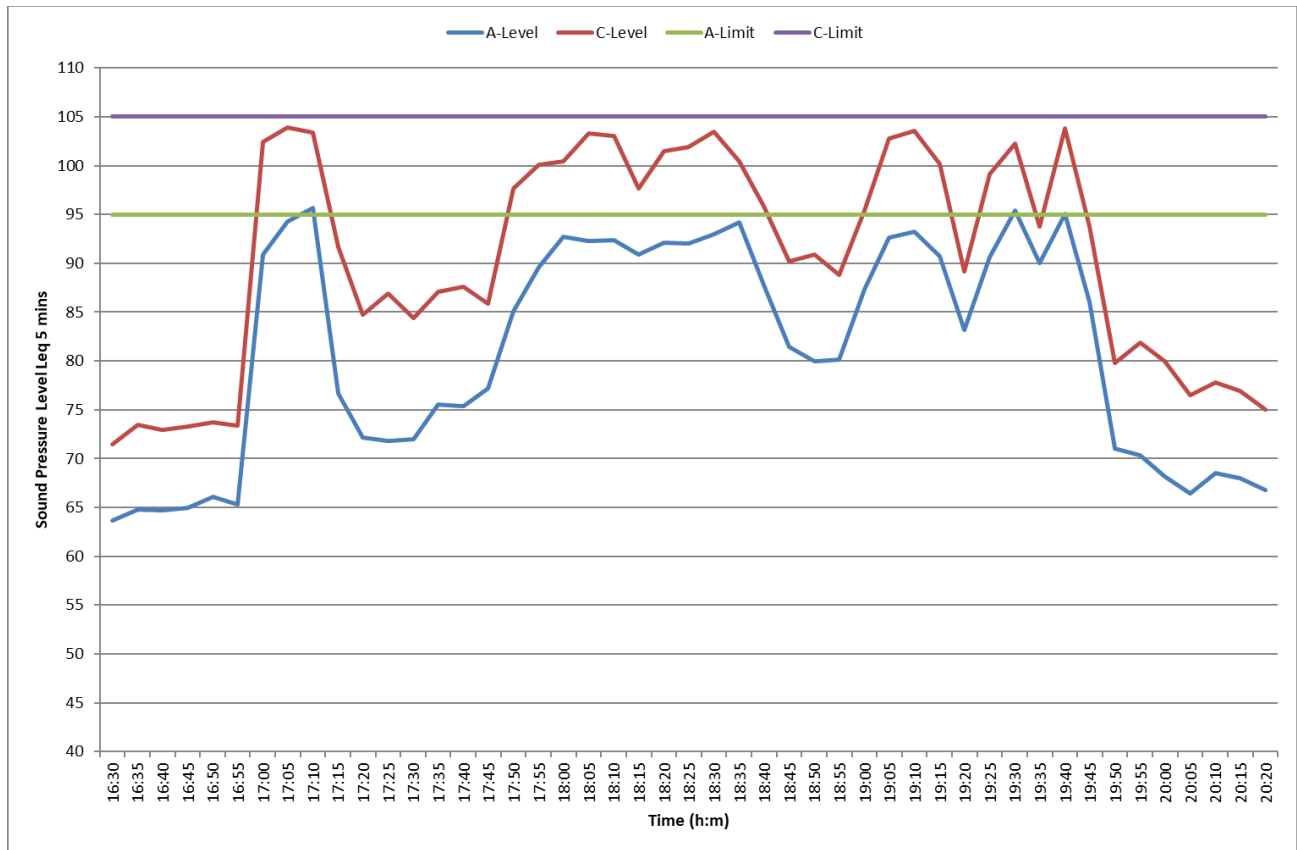
**Figure 4-47: Noise Monitoring at Indoor Stage (Thursday 20 February 2025)**



**Figure 4-48: Noise Monitoring at Indoor Stage (Friday 21 February 2025)**



**Figure 4-49: Noise Monitoring at Indoor Stage (Saturday 22 February 2025)**



**Figure 4-50: Noise Monitoring at Indoor Stage (Sunday 23 February 2025)**

## 5. COMPLAINTS

Lloyd George Acoustics is not aware of any complaints during the Event.

## 6. CONCLUSION

The results of noise monitoring for Ice Cream Factory Fringe Series 2025, held from Friday, 17 January 2025 to Sunday, 23 February 2025, at 92 Roe Street, Northbridge, show that the Event complied with the regulation 18 *Approved Sporting, Cultural and Entertainment Events* (ref: 2024/34).

## Appendix A – Terminology

The following is an explanation of the terminology used throughout this report:

- **Decibel (dB)**

The decibel is the unit that describes the sound pressure levels of a noise source. It is a logarithmic scale referenced to the threshold of hearing.

- **A-Weighting**

An A-weighted noise level has been filtered in such a way as to represent the way in which the human ear perceives sound. This weighting reflects the fact that the human ear is not as sensitive to lower frequencies as it is to higher frequencies. An A-weighted sound level is described as  $L_A$ , dB.

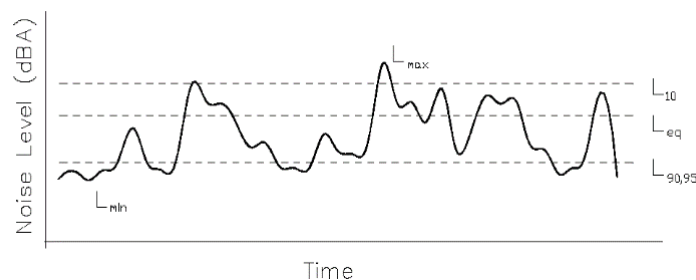
- **Sound Pressure Level ( $L_p$ )**

The sound pressure level of a noise source is dependent upon its surroundings, being influenced by distance, ground absorption, topography, meteorological conditions etc. and is what the human ear actually hears. Using the electric heater analogy above, the heat will vary depending upon where the heater is located, just as the sound pressure level will vary depending on the surroundings. Noise modelling predicts the sound pressure level from the sound power levels taking into account ground absorption, barrier effects, distance etc.

- **$L_{Aeq}$**

The equivalent steady state A-weighted sound level (“equal energy”) in decibels which, in a specified time period, contains the same acoustic energy as the time-varying level during the same period. It is considered to represent the “average” noise level.

- **Chart of Noise Level Descriptors**



# Event Noise Management

**Ice Cream Factory Concert Series 2024/25 at 92 Roe Street,  
Northbridge**

**Reference: 24099427-03A**

Prepared for:  
Bar Pop Management

## Reference: 24099427-03A

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This report has been prepared in accordance with the scope of services described in the contract or agreement between Lloyd George Acoustics Pty Ltd and the Client. The report relies upon data, surveys, measurements and results taken at or under the particular times and conditions specified herein. Any findings, conclusions or recommendations only apply to the aforementioned circumstances and no greater reliance should be assumed or drawn by the Client. Furthermore, the report has been prepared solely for use by the Client, and Lloyd George Acoustics Pty Ltd accepts no responsibility for its use by other parties.

Date	Rev	Description	Author	Verified
6-Jan-24	0	Issued to Client	Hao Tran	
4-Mar-25	A	Updated to include ICF concert series	Hao Tran	



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## 1. INTRODUCTION

This report presents details of the noise monitoring undertaken at Ice Cream Factory Concert Series 2024/25 (the Event), held on Friday, 22 November 2024 to Saturday, 15 February 2025, at 92 Roe Street, Northbridge. As the Event was considered likely to result in the emission of noise above the assigned levels of the *Environmental Protection (Noise) Regulations 1997*, it was approved under a regulation 18 *Approved Sporting, Cultural and Entertainment Events* (ref: 2024/34 – the Approval).

Appendix A contains a description of some of the terminology used throughout the report.

## 2. APPROVAL CONDITIONS

### 2.1. Starting and Finishing Times

The Approval conditions stated the starting times were to be 5.00pm to 12.00am for each night. Please refer to Table 1 of Regulation 18 approval for event dates and times.

### 2.2. Sound Level Limits

The sound level at the front of house mixing desk, resulting from music associated with the Event, shall not exceed –

- 100 dB  $L_{Aeq,5min}$ ; and
- 112 dB  $L_{Ceq,5min}$

where  $L_{eq,5min}$  are average values taken over five (5) minutes, whose level contains the same energy as the fluctuating noise during that period.

The sound levels specified above may be exceeded 5% of the time on event day and by no more than 3 dB.

### 3. METHODOLOGY

Noise monitoring was carried out in accordance with the regulation 18 Approval, noting the following:

- The sound level meters used were:
  - Bruel & Kjaer Type 2250 (S/N: 3024760); and
  - Rion Type NA-28 (S/N: 1270692).
- All equipment holds current laboratory certificates of calibration that are available upon request. The equipment was also field calibrated before and after and found to be within  $\pm 0.5$  dB.
- Each microphone was fitted with a standard wind screen.
- The microphone was at least 1.2 metres above ground level and at least 3.0 metres from reflecting facades (other than the ground plane).



**Figure 3-1: Location of Noise Measurements on Site**

## 4. RESULTS

### 4.1. Starting and Finishing Times

The event commenced at 5.00pm and finished before 12.00am on each day except 31 December 2024 (New Year's Eve) being within the Approval conditions.

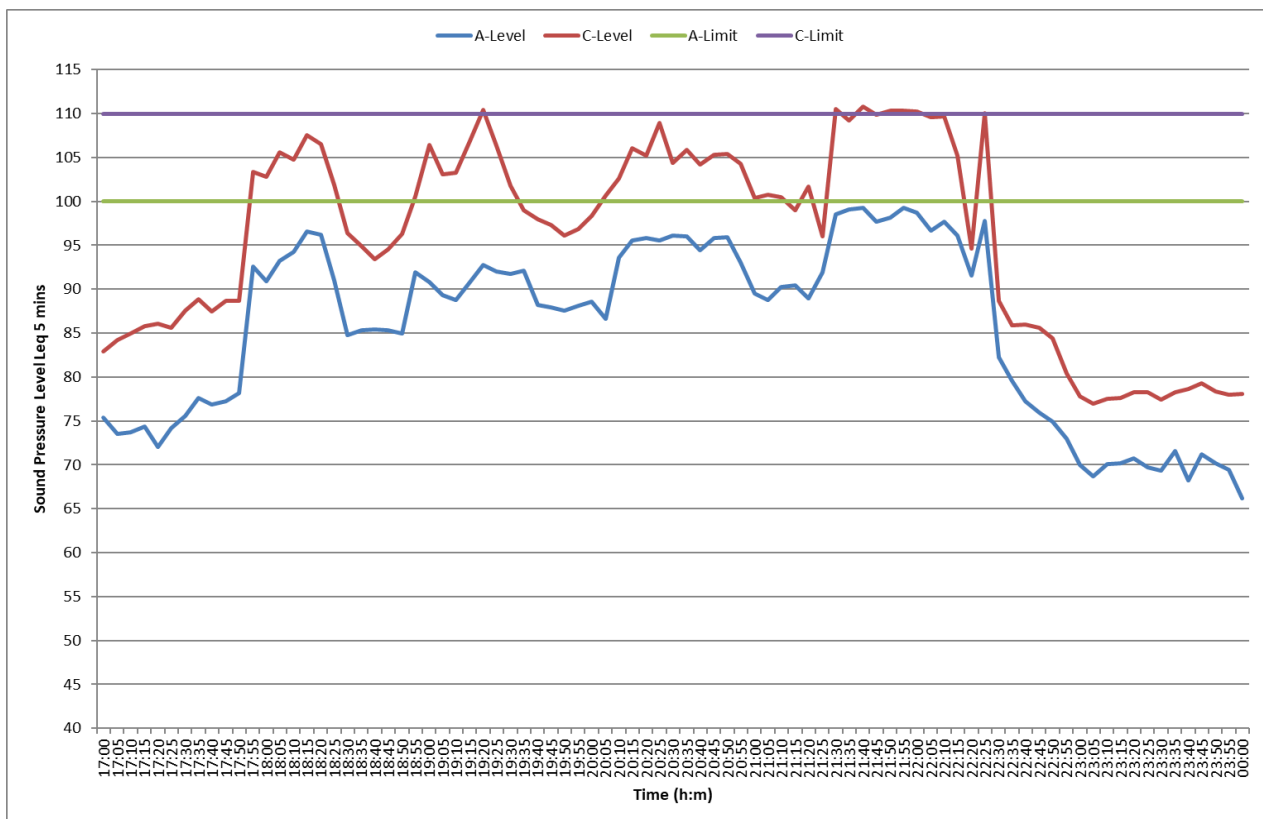
### 4.2. Monitoring of Noise Levels at Mixing Desk

Table 4-1 summarises the noise monitoring undertaken at the Mixing Desk with Figure 4-1 to Figure 4-16 showing the logged noise levels on each day.

**Table 4-1 Summary of Noise Levels at Mixing Desk**

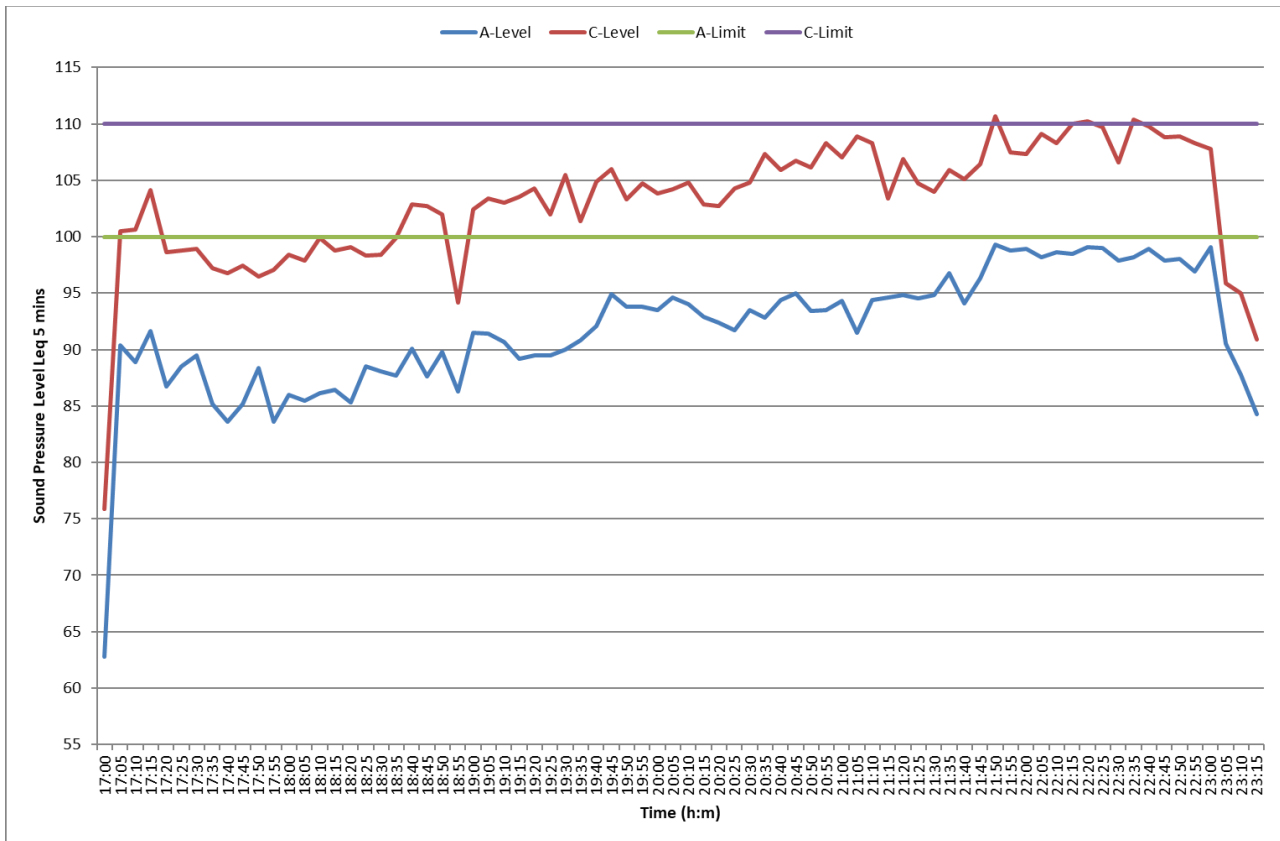
Day	Location	No. of Times Exceeded		Highest Level, dB		Percentage Time Exceeded	
		100 dB L <sub>Aeq,5min</sub>	112 dB L <sub>Ceq,5min</sub>	L <sub>Aeq,5min</sub>	L <sub>Ceq,5min</sub>	L <sub>Aeq,5min</sub>	L <sub>Ceq,5min</sub>
Friday 22 November	Mixing Desk	0	2	99	111	0%	2.4%
Saturday 23 November	Mixing Desk	0	1	99	111	0%	1.2%
Fri 29 November	Mixing Desk	0	0	99	110	0%	0%
Saturday 30 November	Mixing Desk	0	0	98	110	0%	0%
Wednesday 4 December	Mixing Desk	0	0	100	110	0%	0%
Friday 13 December	Mixing Desk	0	0	99	110	0%	0%
Saturday 14 December	Mixing Desk	0	0	99	109	0%	0%
Friday 20 December	Mixing Desk	0	0	98	110	0%	0%
Saturday 21 December	Mixing Desk	0	0	98	109	0%	0%
Tuesday 24 December	Mixing Desk	0	0	99	108	0%	0%
Thursday 26 December	Mixing Desk	0	0	100	109	0%	0%
Saturday 28 December	Mixing Desk	0	0	99	110	0%	0%

Day	Location	No. of Times Exceeded		Highest Level, dB		Percentage Time Exceeded	
		100 dB $L_{Aeq,5min}$	112 dB $L_{Ceq,5min}$	$L_{Aeq,5min}$	$L_{Ceq,5min}$	$L_{Aeq,5min}$	$L_{Ceq,5min}$
Tuesday 31 December	Mixing Desk	0	0	97	110	0%	0%
Saturday 25 January	Mixing Desk	0	0	99	111	0%	0%
Saturday 8 February	Mixing Desk	0	0	99	110	0%	0%
Saturday 15 February	Mixing Desk	0	0	98	109	0%	0%

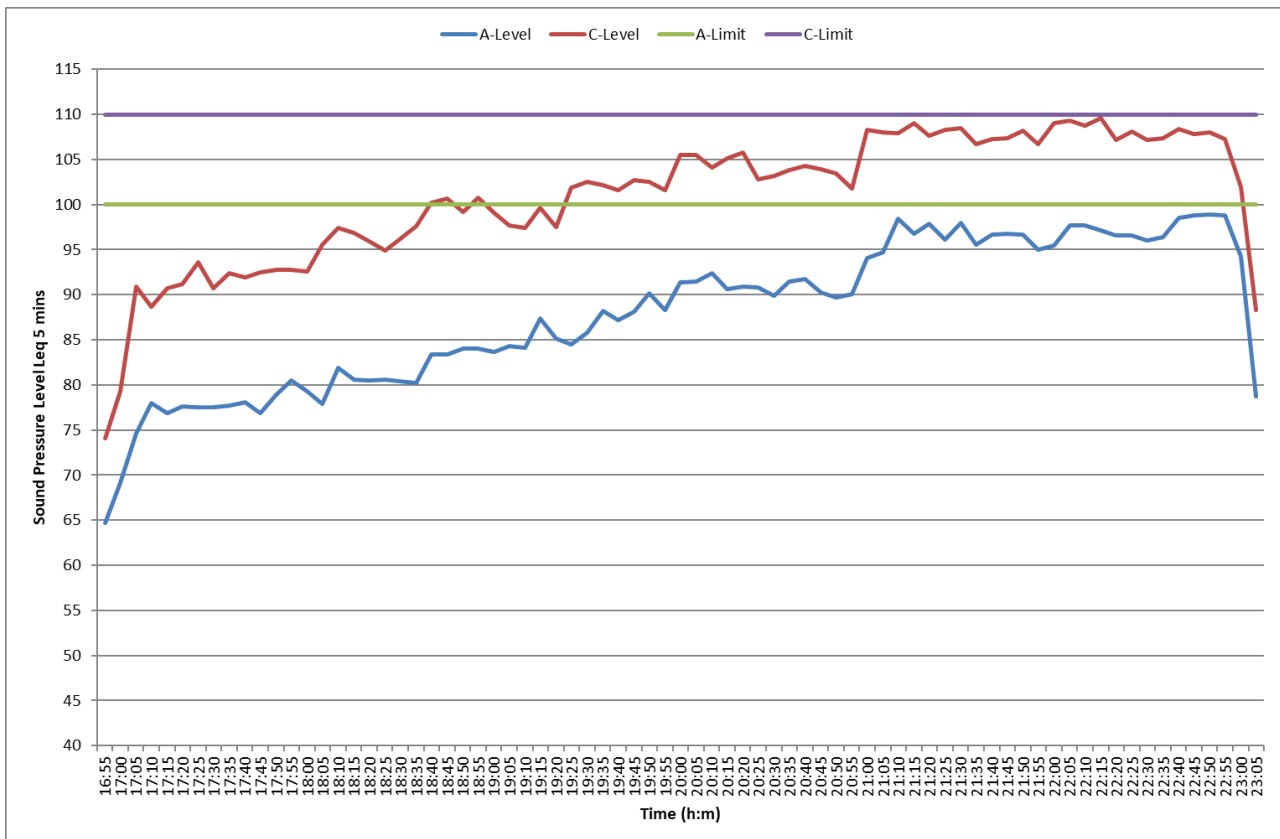


**Figure 4-1: Noise Monitoring at Mixing Desk (Friday 22 November 2024)**

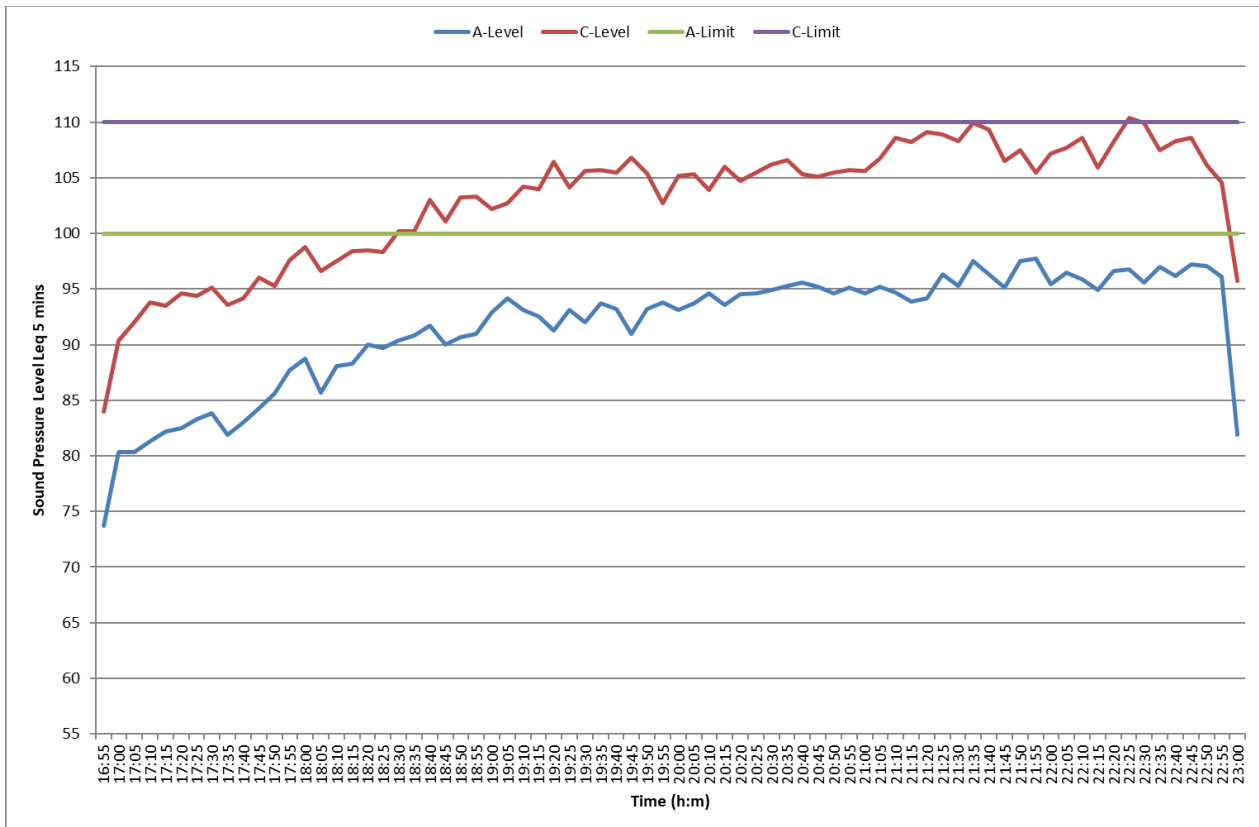




**Figure 4-2: Noise Monitoring at Mixing Desk (Saturday 23 November 2024)**



**Figure 4-3: Noise Monitoring at Mixing Desk (Friday 29 November 2024)**

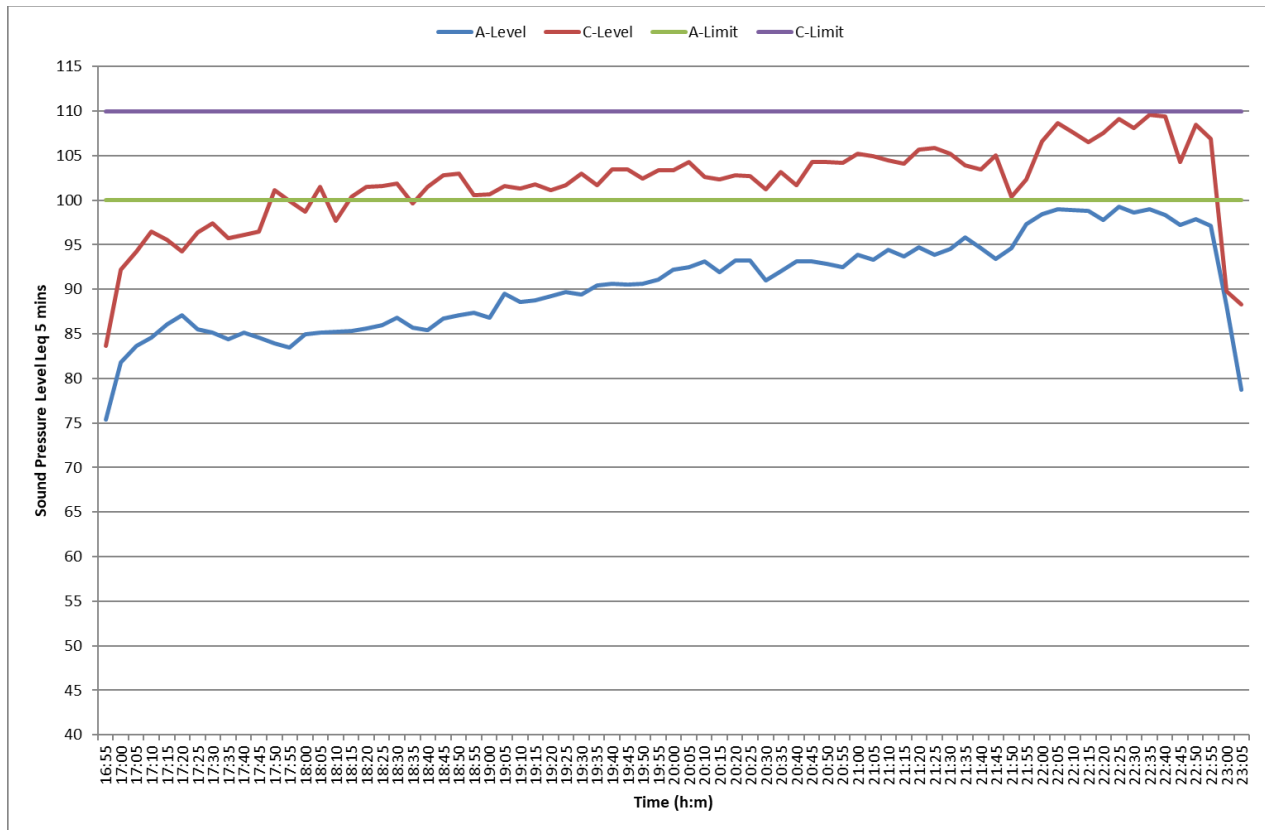


**Figure 4-4: Noise Monitoring at Mixing Desk (Saturday 30 November 2024)**

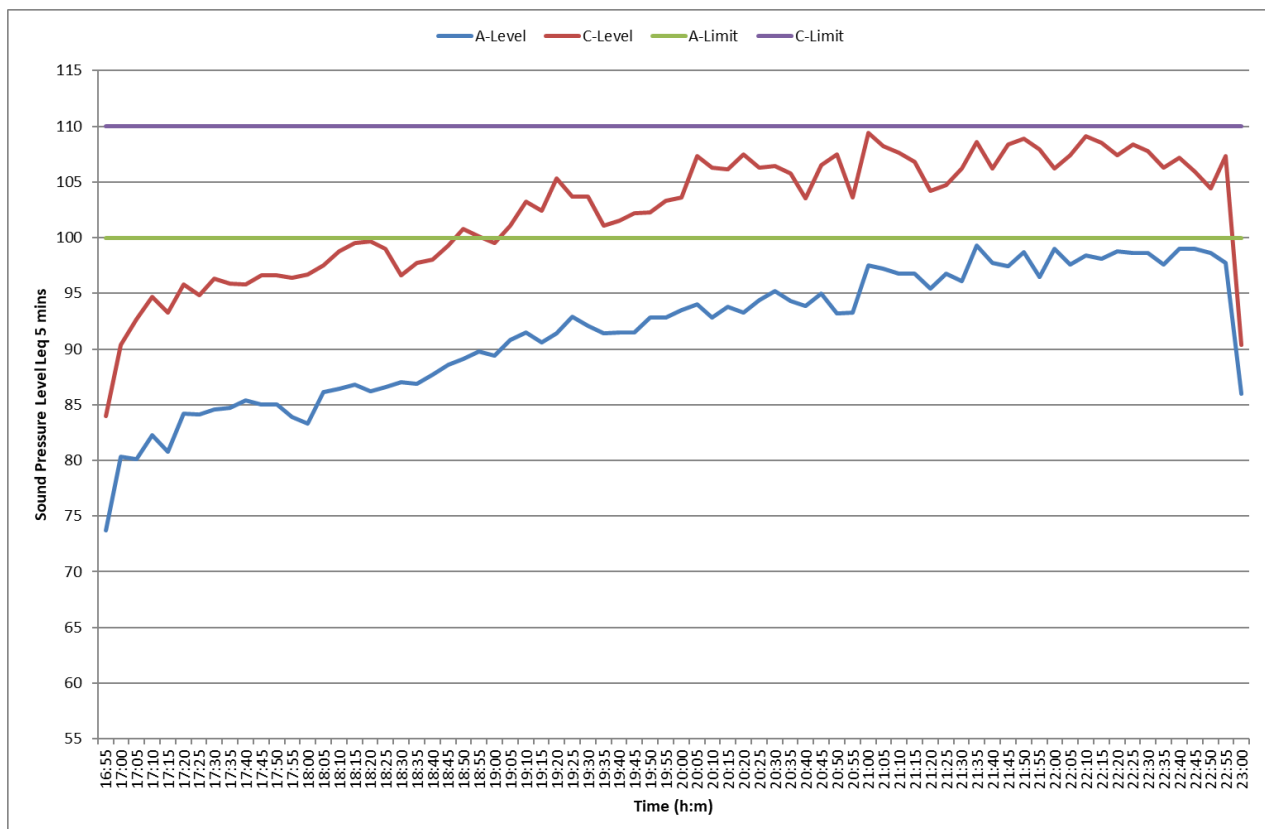


**Figure 4-5: Noise Monitoring at Mixing Desk (Wednesday 4 December 2024)**

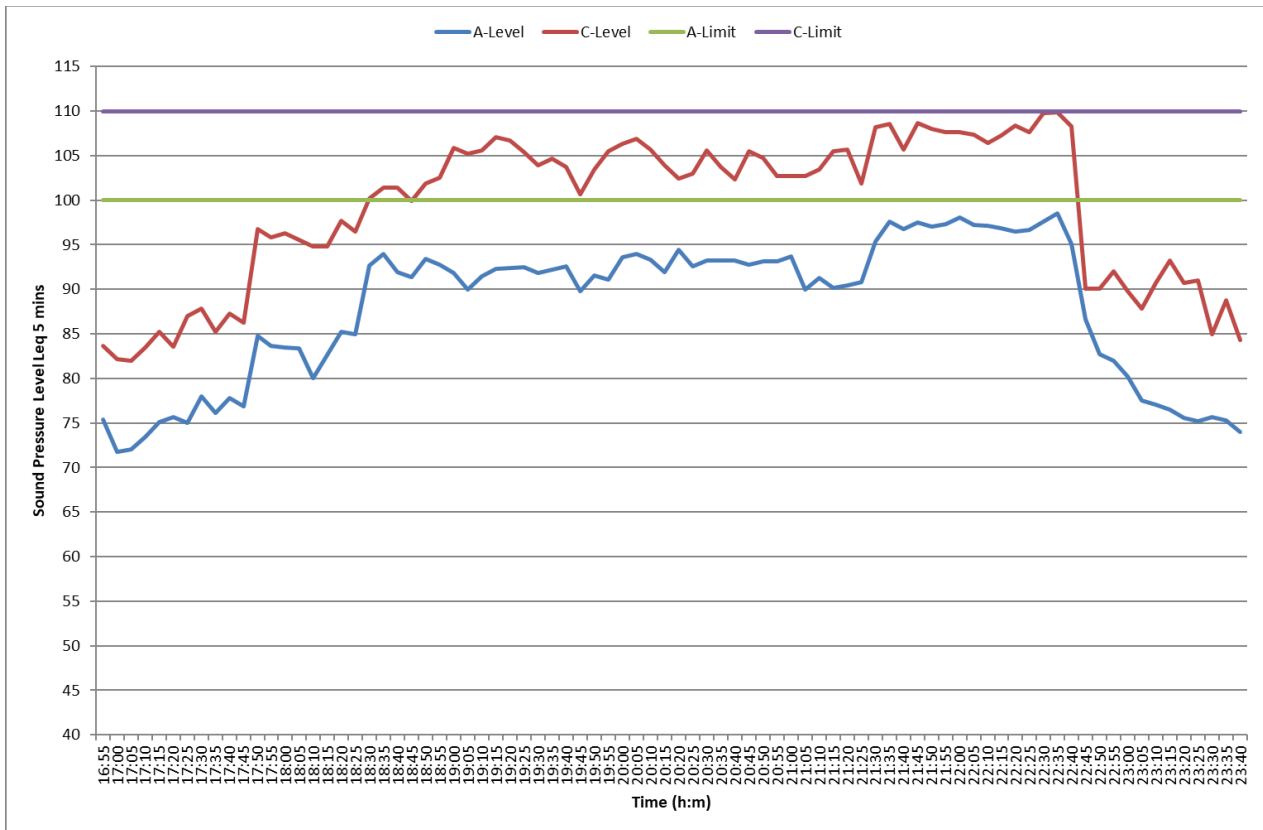




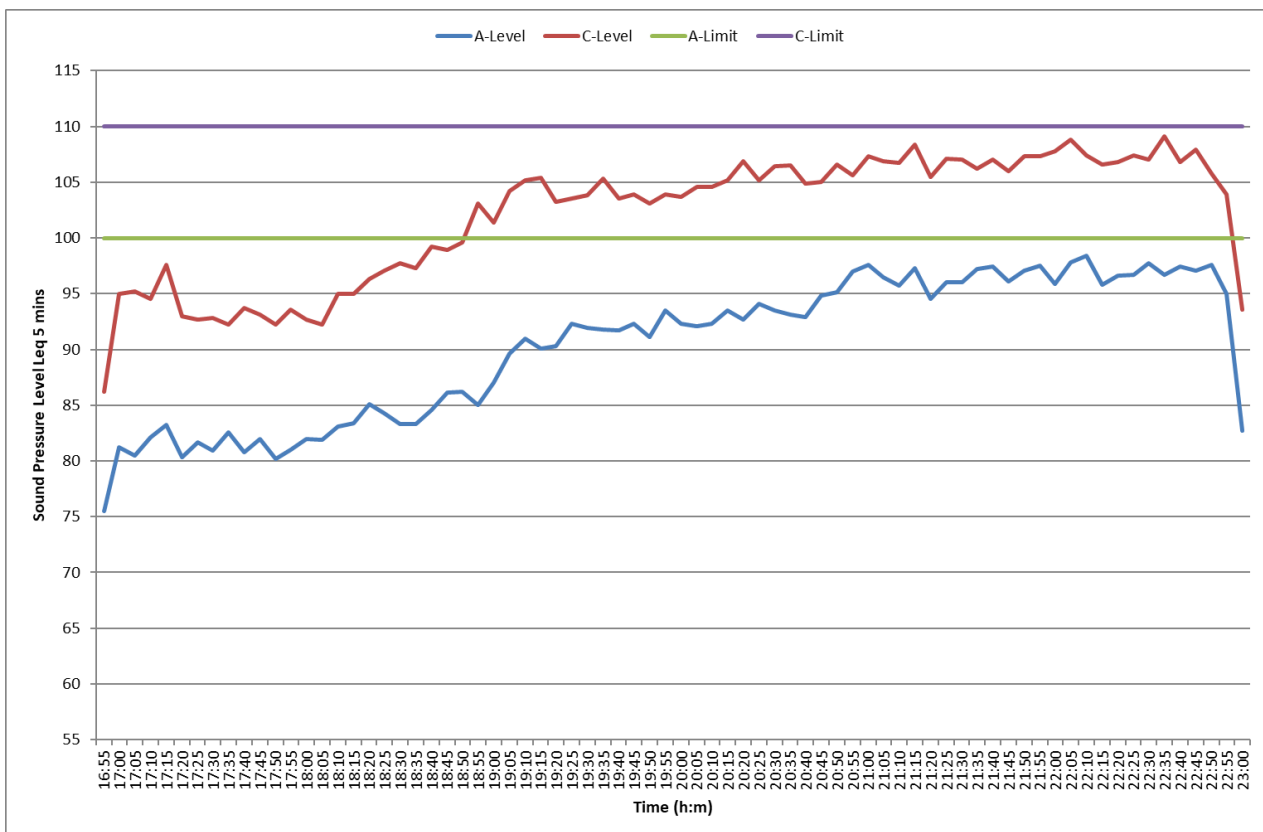
**Figure 4-6: Noise Monitoring at Mixing Desk (Friday 13 December 2024)**



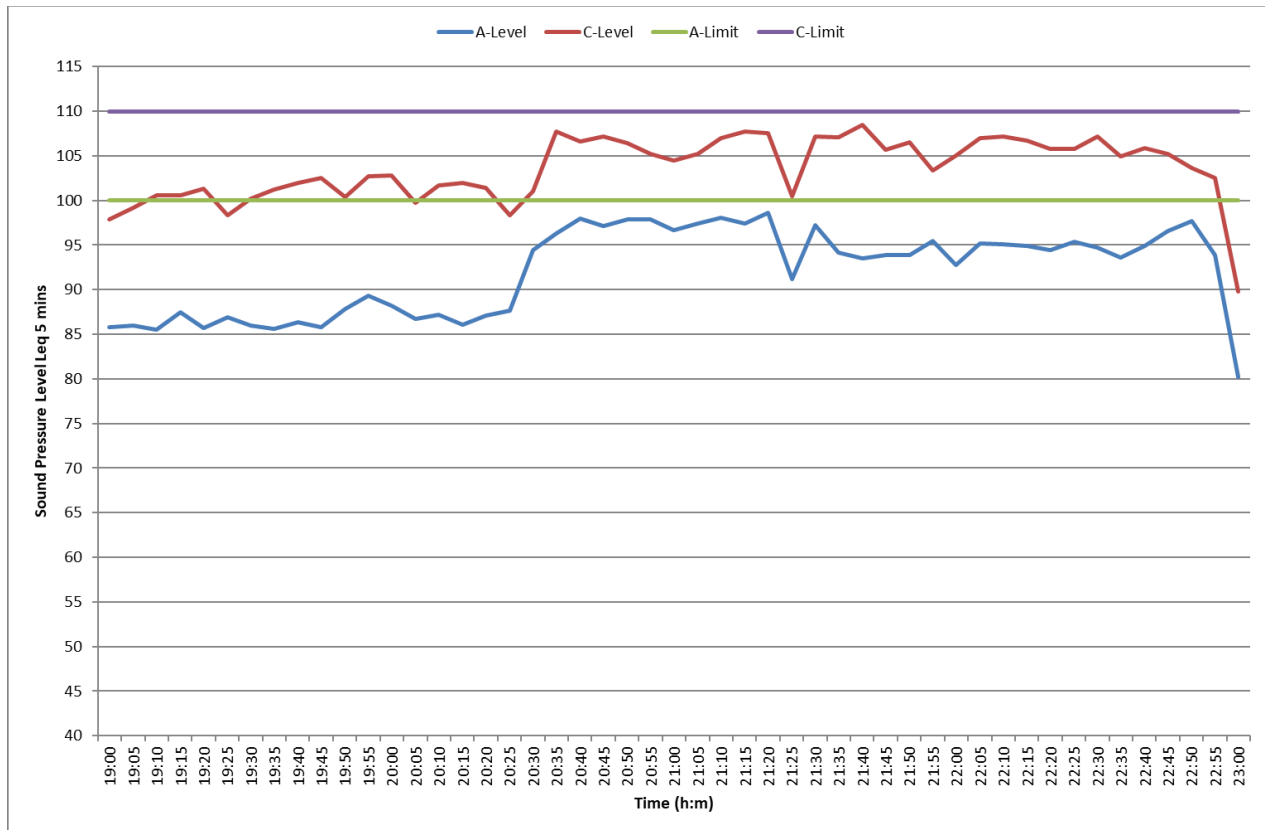
**Figure 4-7: Noise Monitoring at Mixing Desk (Saturday 14 December 2024)**



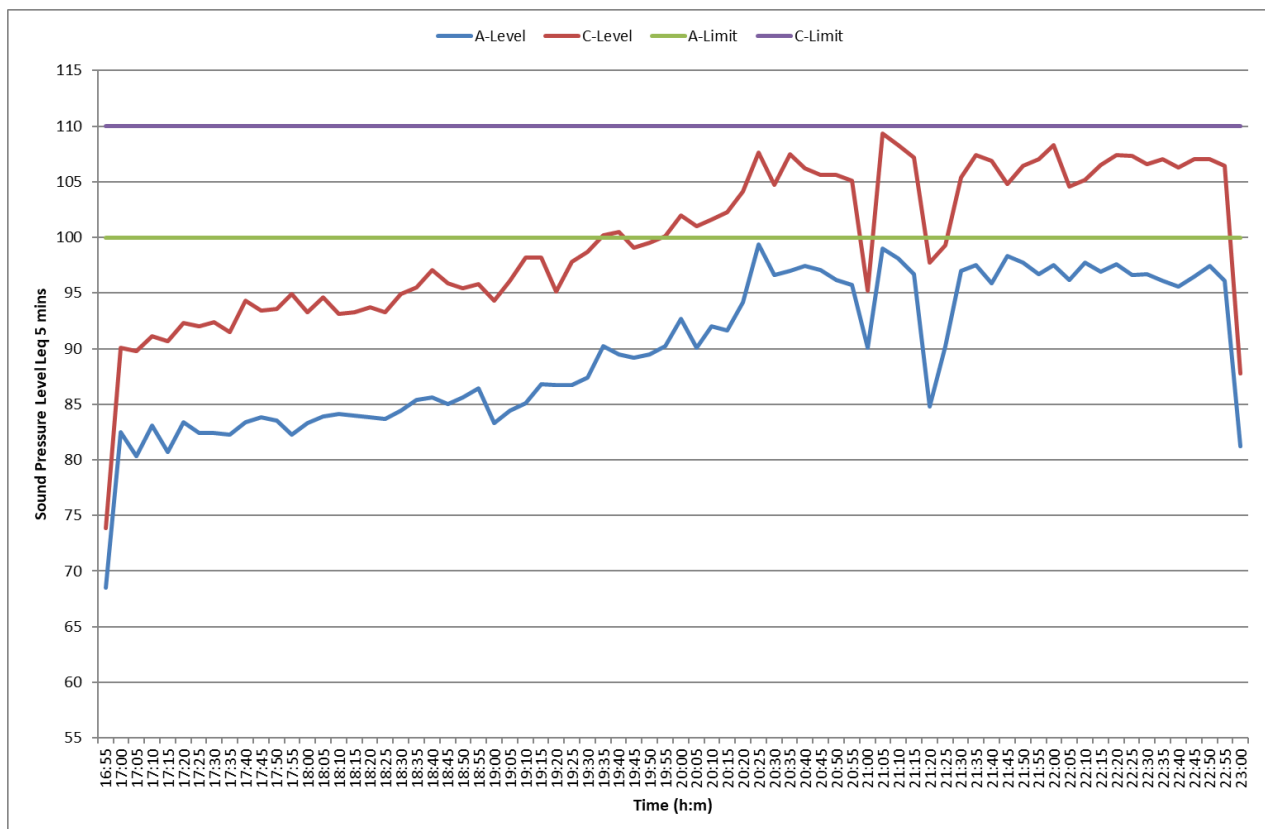
**Figure 4-8: Noise Monitoring at Mixing Desk (Friday 20 December 2024)**



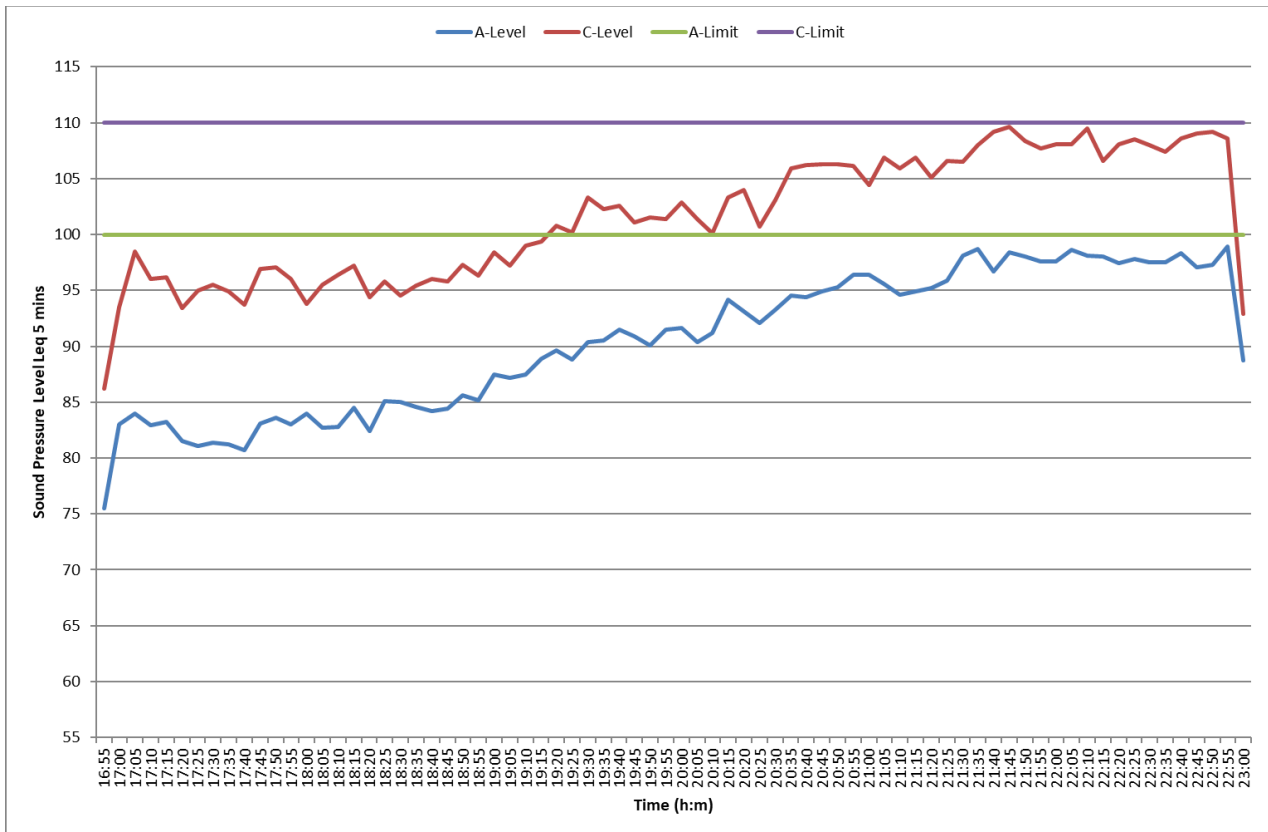
**Figure 4-9: Noise Monitoring at Mixing Desk (Saturday 21 December 2024)**



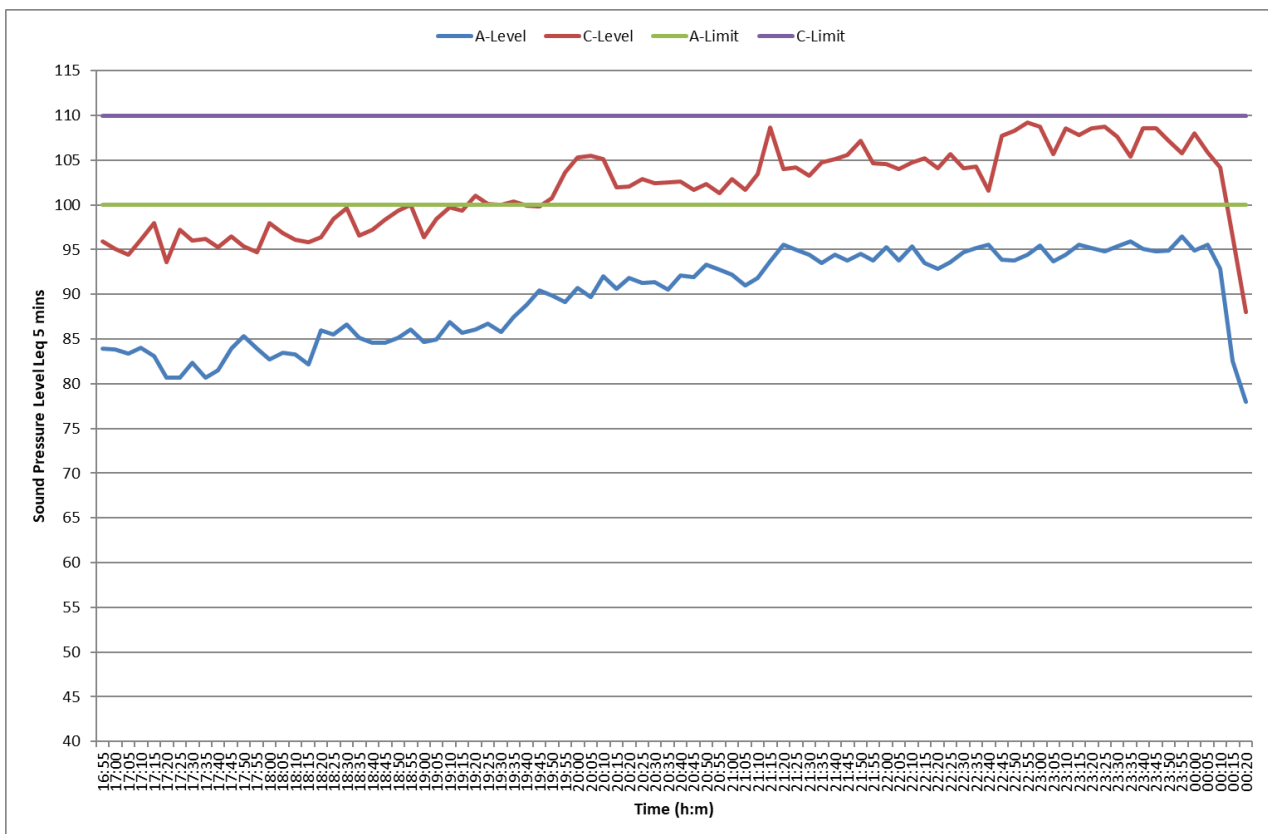
**Figure 4-10: Noise Monitoring at Mixing Desk (Tuesday 24 December 2024)**



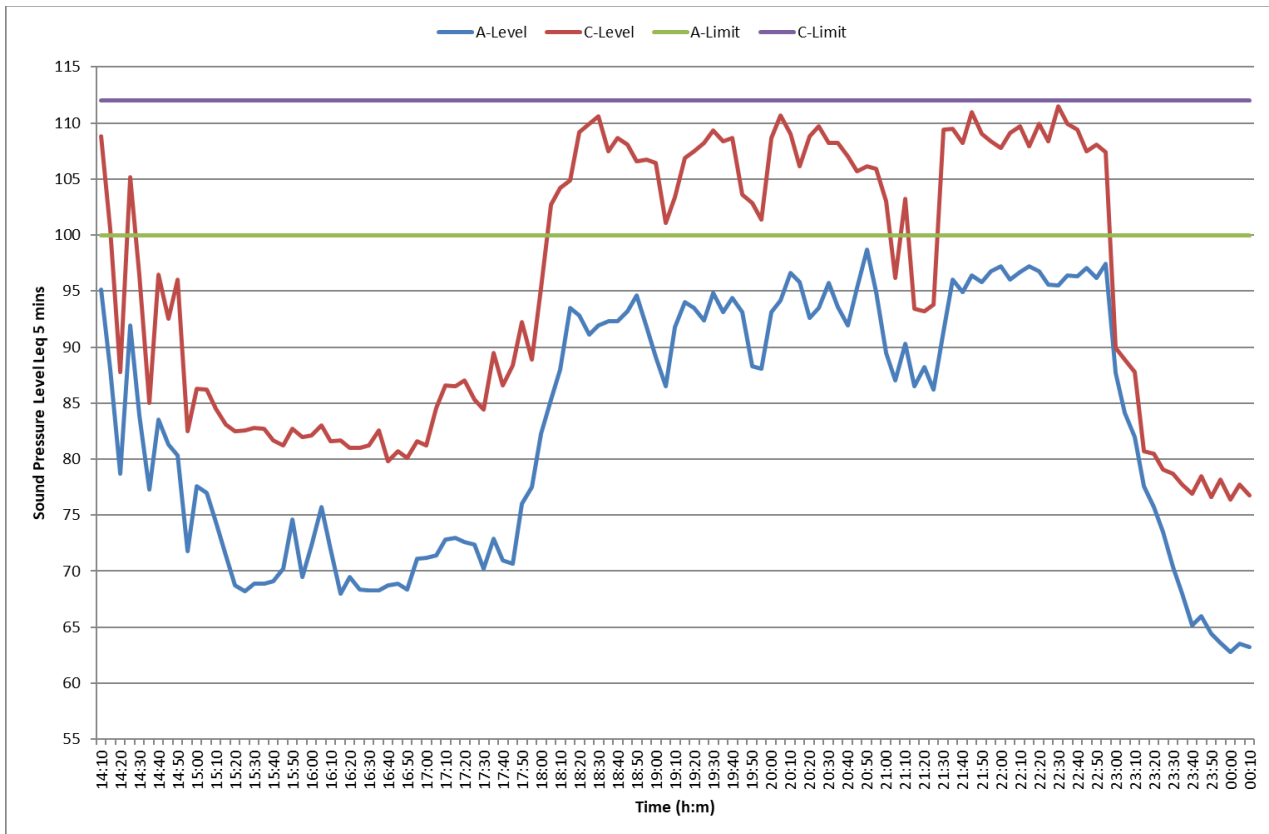
**Figure 4-11: Noise Monitoring at Mixing Desk (Thursday 26 December 2024)**



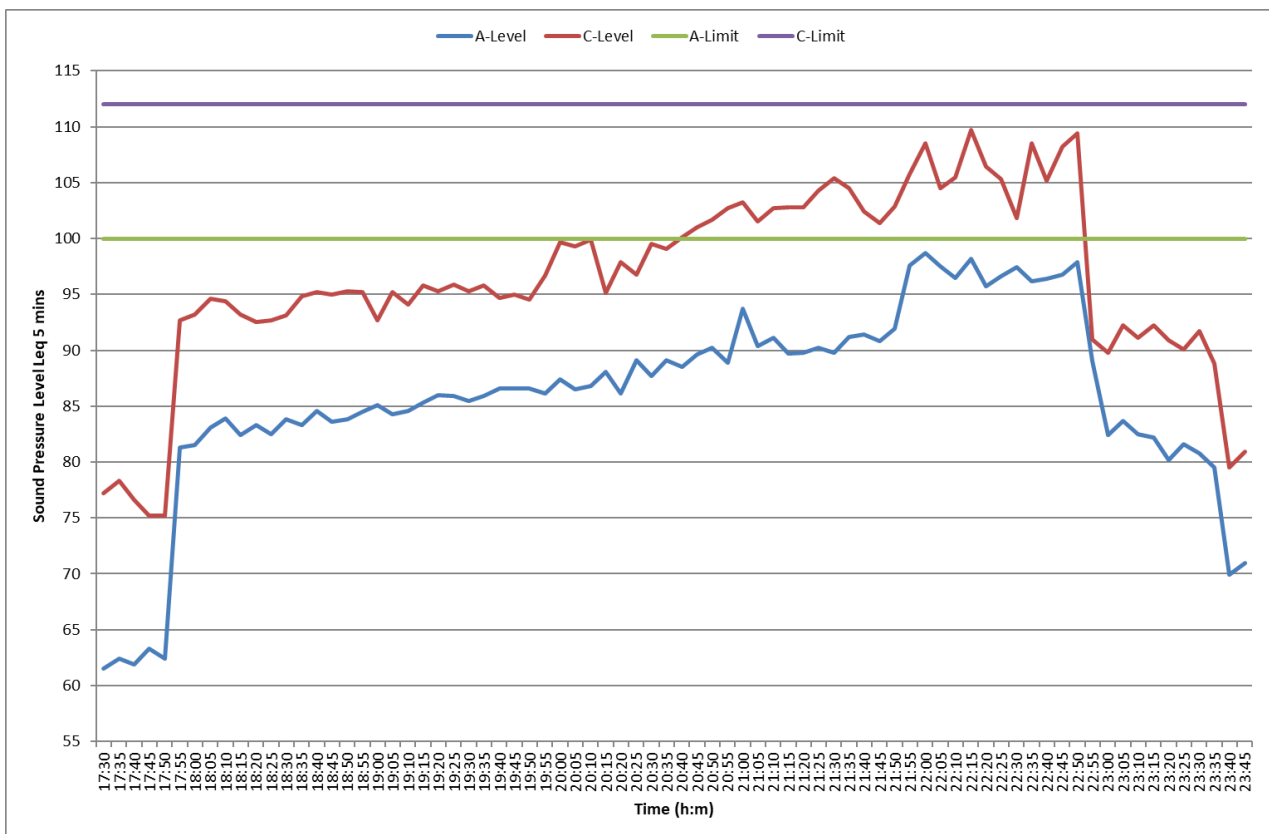
**Figure 4-12: Noise Monitoring at Mixing Desk (Saturday 28 December 2024)**



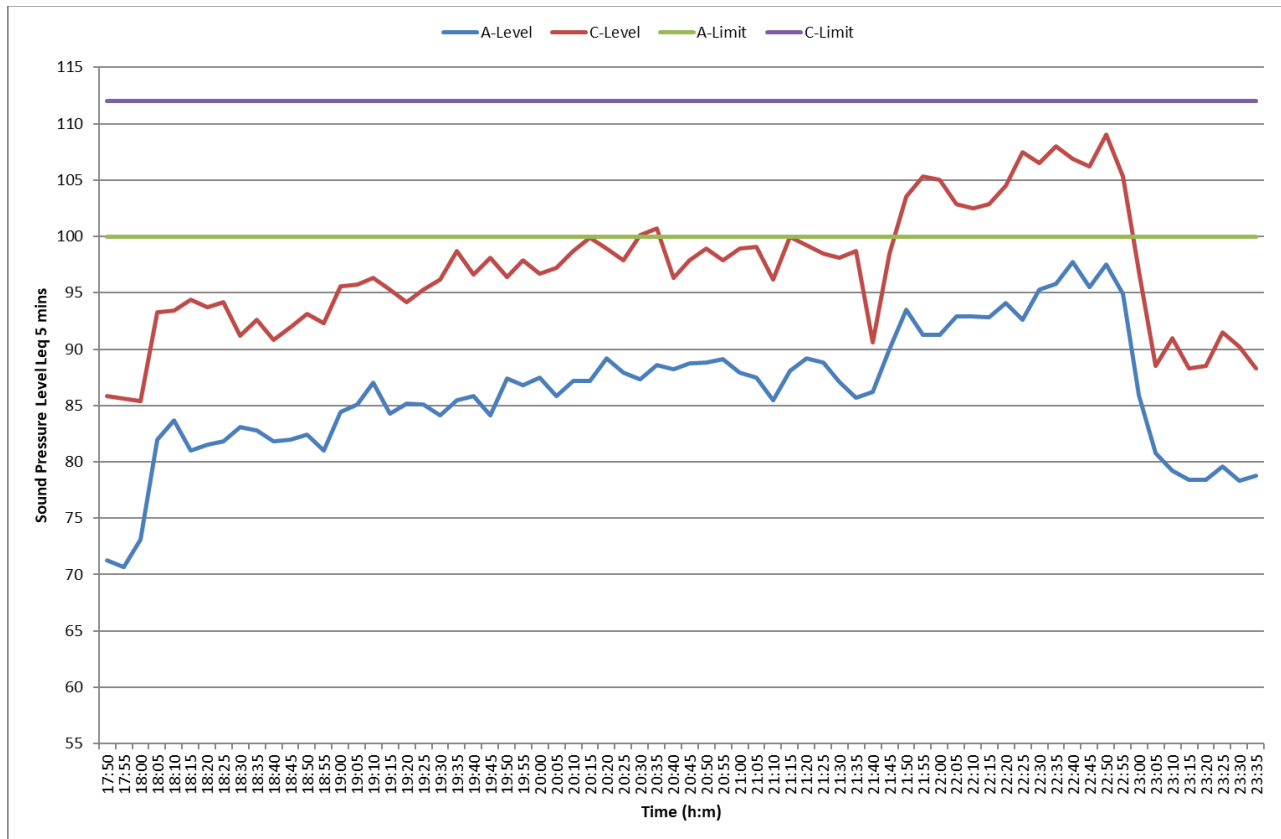
**Figure 4-13: Noise Monitoring at Mixing Desk (Tuesday 31 December 2024)**



**Figure 4-14: Noise Monitoring at Mixing Desk (Saturday 25 January 2025)**



**Figure 4-15: Noise Monitoring at Mixing Desk (Saturday 8 February 2025)**



**Figure 4-16: Noise Monitoring at Mixing Desk (Saturday 15 February 2025)**

### 4.3. Monitoring of Noise Levels at Residences

Roving measurements were conducted at one location. The measurements were conducted at a height of approximately 1.4 metres above the ground level at the following locations:

- 63 Palmerston Street, Perth.

Table 4-2 summarises the noise monitoring undertaken at the noise sensitive premises.

**Table 4-2 Results of the Roving Monitoring at Residences**

Location	Day	Time	Measured Level (L <sub>Aeq</sub> / L <sub>Ceq</sub> ), dB	Comments
63 Palmerston	Friday (22/11/24)	8.20pm	49 / 61	Audible – Slight Bass
		8.40pm	51 / 63	
	Saturday (23/11/24)	10.00pm	58 / 75	Audible – Vocals & Bass, Pride Parade at Russell Square dominant source
		10.05pm	56 / 71	
		10.10pm	59 / 78	
		10.40pm	54 / 67	
	Friday (29/11/24)	10.00pm	50 / 62	Not Audible
		10.15pm	46 / 59	

## 5. COMPLAINTS

Lloyd George Acoustics is aware of one complaint during the Event. Measurements were recorded at this location and the results are presented in *Table 4-2*.

## 6. CONCLUSION

The results of noise monitoring for Ice Cream Factory Concert Series 2024/25, held from Friday, 22 November 2024 to Saturday, 15 February 2025, at 92 Roe Street, Northbridge, show that the Event complied with the regulation 18 *Approved Sporting, Cultural and Entertainment Events* (ref: 2024/34).



## Appendix A – Terminology

The following is an explanation of the terminology used throughout this report:

- **Decibel (dB)**

The decibel is the unit that describes the sound pressure levels of a noise source. It is a logarithmic scale referenced to the threshold of hearing.

- **A-Weighting**

An A-weighted noise level has been filtered in such a way as to represent the way in which the human ear perceives sound. This weighting reflects the fact that the human ear is not as sensitive to lower frequencies as it is to higher frequencies. An A-weighted sound level is described as  $L_A$ , dB.

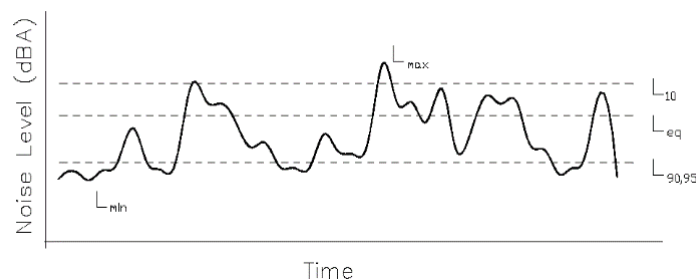
- **Sound Pressure Level ( $L_p$ )**

The sound pressure level of a noise source is dependent upon its surroundings, being influenced by distance, ground absorption, topography, meteorological conditions etc. and is what the human ear actually hears. Using the electric heater analogy above, the heat will vary depending upon where the heater is located, just as the sound pressure level will vary depending on the surroundings. Noise modelling predicts the sound pressure level from the sound power levels taking into account ground absorption, barrier effects, distance etc.

- **$L_{Aeq}$**

The equivalent steady state A-weighted sound level (“equal energy”) in decibels which, in a specified time period, contains the same acoustic energy as the time-varying level during the same period. It is considered to represent the “average” noise level.

- **Chart of Noise Level Descriptors**





# Ice Cream Factory Summer Festival Perth 2024/25

Bar Pop

53.8k

TOTAL ATTENDANCE

689

PUBLIC RESPONDENTS

7

QUALITY METRICS

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- Method of Transport
- Biggest Drawcards

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## 5 Attendee Behaviour

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- Show Attendance
- Likelihood to Purchase
- Live Event Attendance
- Value for Money
- Favourite and Least Favourite Aspects
- Likelihood to Return

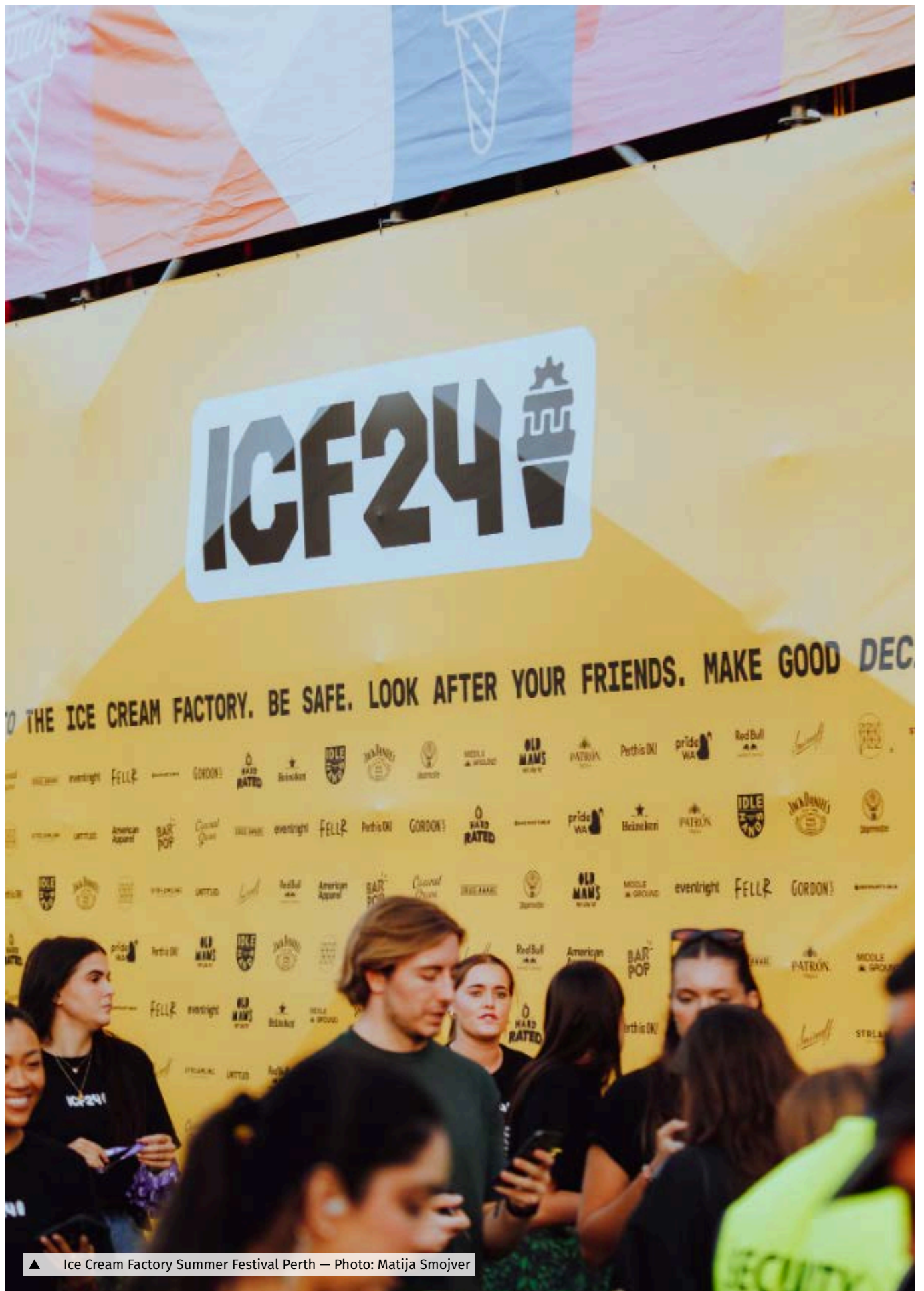
## 6 Marketing

## 7 Impact on the local area

- Activities
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## 8 Comments

## 9 Economic Impact Analysis



▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

# 1. Background

## Ice Cream Factory Summer Festival

*Ice Cream Factory Summer Festival* captures the spirit of an Australian Summer; warm nights, outdoor dance floors, live music, innovative activations and pop-ups galore.

The annual festival transformed the former Peter's Ice Cream Factory site into a fully immersive arts, music and cultural experience including a silent disco, music performances from Kaytranada, Peking Duk, Pnau and even the Perth Symphony Orchestra. *Ice Cream Factory Summer Festival* 2024/25 took place from 22 November to 15 February with 18 nights of excitement.

### Evaluation Methodology

Bar Pop engaged Culture Counts to survey people that had purchased tickets to *Ice Cream Factory Summer Festival*.

689 responses were collected in the survey, which was designed to assess the qualitative, social and economic impact of the festival. The survey was delivered via an online delivery link sent to the email addresses of ticket holders.

Each survey contained a range of 'dimension' questions, asking the public about their experience of *Ice Cream Factory Summer Festival*. These quality dimensions have been developed with the sector to measure the impact and value of place activation, events, and design.

The survey contained 7 different dimensions, which are listed below and have been selected following Bar Pop's main strategic objectives.

### Public Assessment

Domain	Dimension	Dimension statement
Social	Connection	It helped me to feel connected to people in the community
	Safe	It made me feel safe and welcome
	Access	It gave me the opportunity to access activities I would otherwise not have access to
Economic	Diversity	It engaged people from different backgrounds
Qualities	Cultural Contribution	It provides an important addition to the cultural life of the area
	Excellence	It is one of the best examples of its type that I have seen
	Presentation	It was well produced and presented

Dimensions are assessed on a Likert scale, in which respondents move a slider to a point that indicates whether they agree or disagree with the dimension statement. An example of a Likert scale can be seen below.

# It provides an important addition to the cultural life of the area

Rate how much you agree or disagree with this statement

Strongly Disagree

Neutral

Strongly Agree

Slide to record a response





▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver



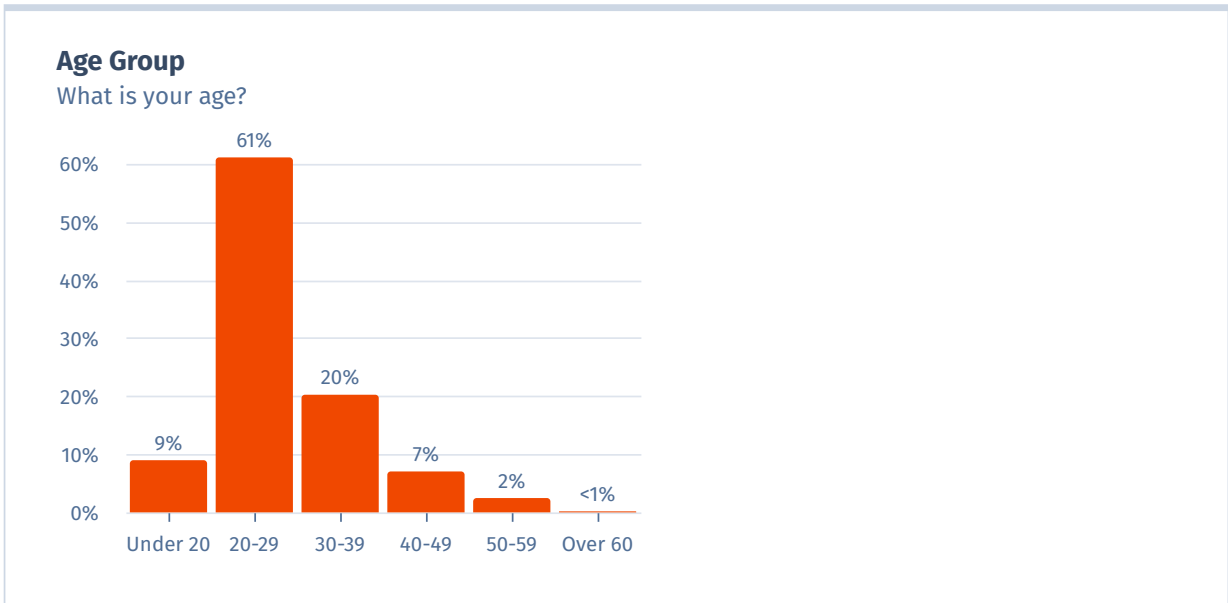
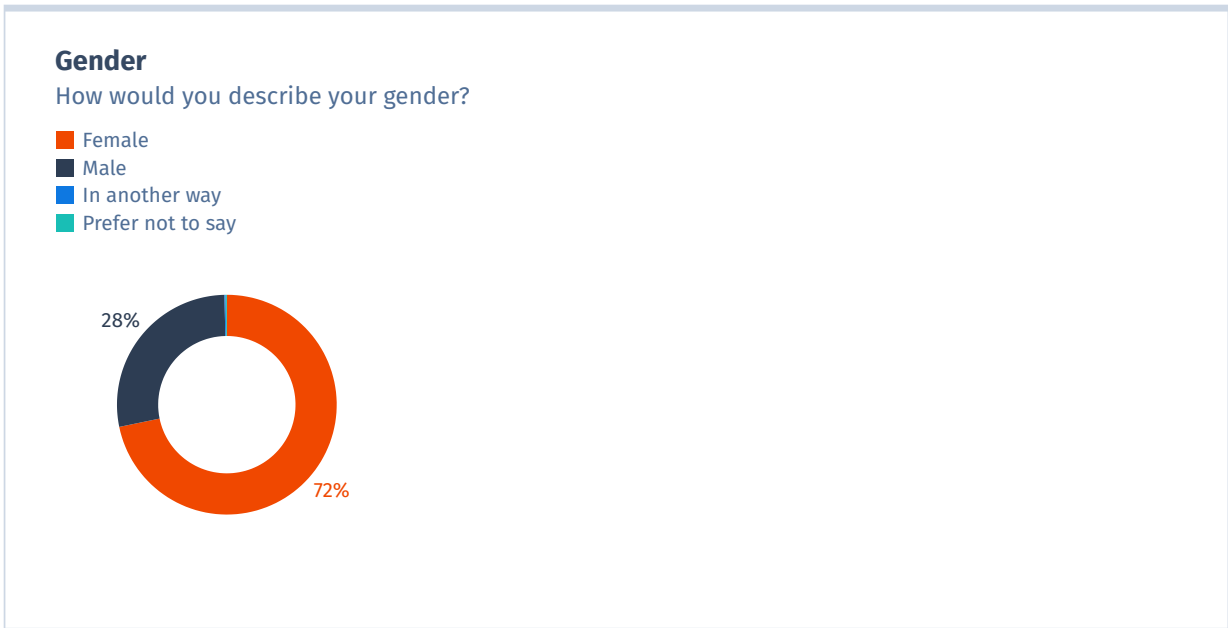
## 2. Attendee Profile

### Demographics

#### Who completed the survey?

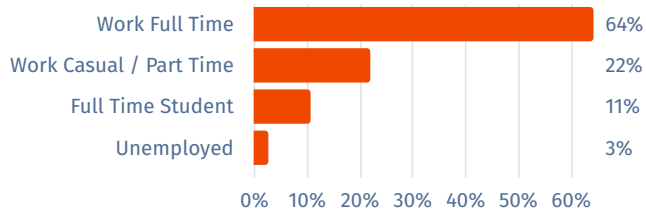
Survey respondents were asked to provide their gender, age, employment status and living situation. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

The charts below show the proportion of survey responses captured for gender, age, employment status and living situation.



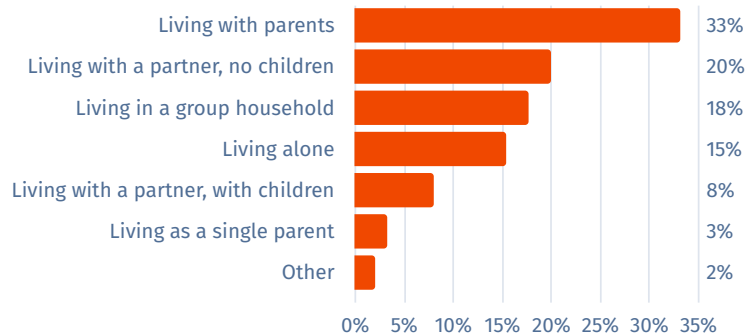
## Employment Status

What best describes your current employment?



## Living Situation

What best describes your living situation?



## Insights

72% of the sample identified as female, 28% identified as male, and less than 1% identified in another way or preferred not to say. Those aged between 20–29 made up the majority of respondents (61%). This was followed by the 30–39 (20%), under 20 (9%) and 40–49 (7%) age cohorts. The 50–59 age group made up 2% and those aged over 60 made up less than 1% of the sample.

64% of respondents reported to be work full-time workers and 22% work casually/part-time. Full-time students made up 11% of respondents and 3% indicated they were unemployed.

When asked about their living situation, one-third of respondents (33%) reported living with their parents. This was followed by those living with a partner (no children) (20%), in a group household (18%) and those who live alone (15%). 8% of respondents live with their partner (with children) and 3% are single parents.

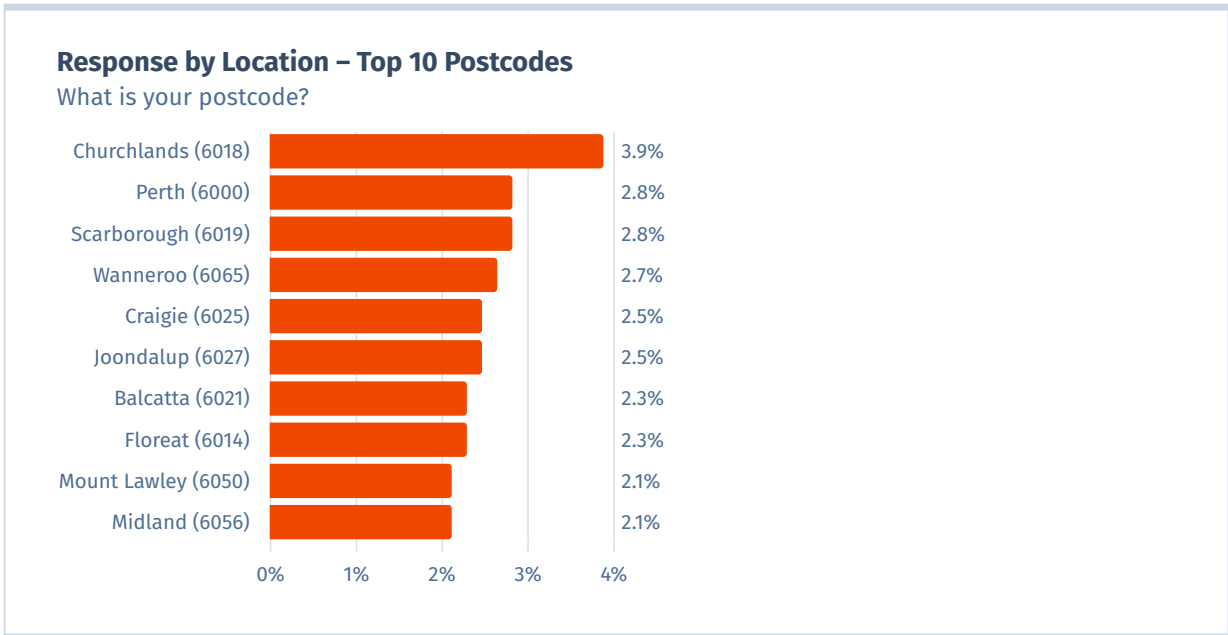
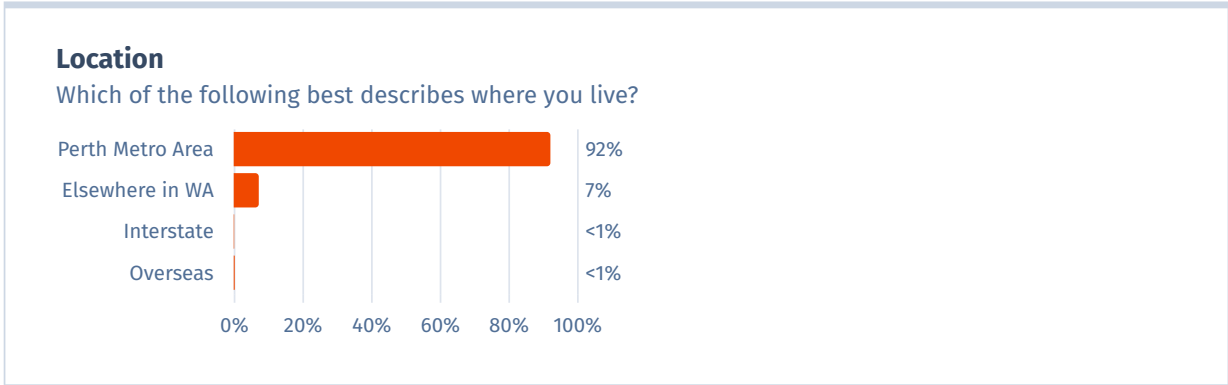


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

### Location and Postcode

Survey respondents were asked to provide their location origin and postcode. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

The charts show the proportion of survey responses captured for location origin and postcode.



### Insights

The majority of respondents (92%) reported living in the Perth Metro Area. 7% reported living elsewhere in WA, less than 1% were from interstate or overseas.

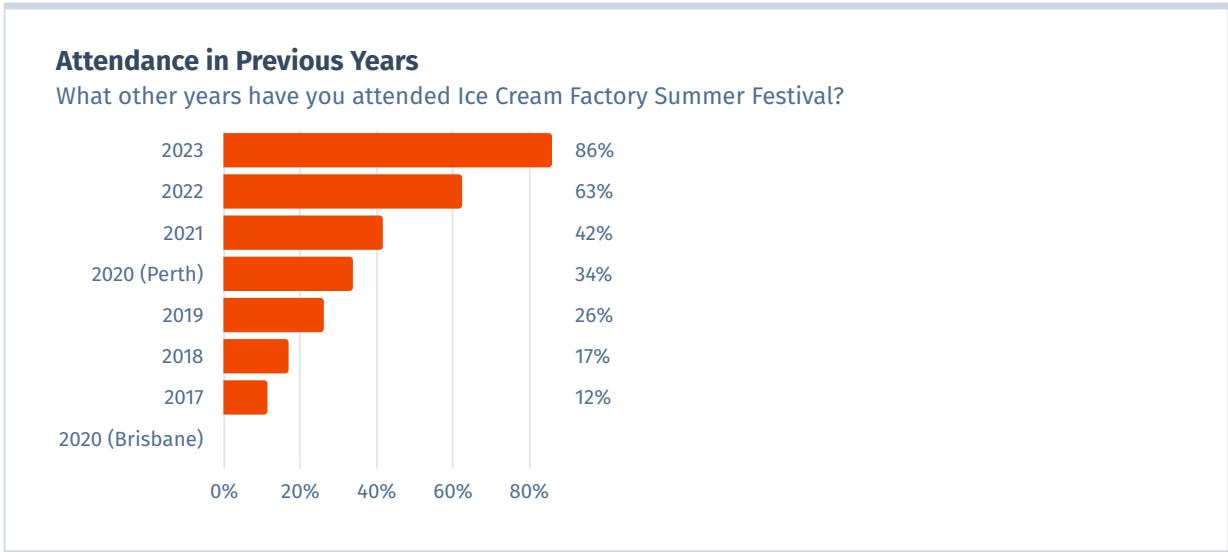
Churchlands (3.9%) was the most commonly cited postcode. This was followed by Perth and Scarborough (2.8% each) and Wanneroo (2.7%).



▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## Prior Attendance

All respondents were asked whether they had attended *Ice Cream Factory Summer Festival* or *Factory Summer Festival* events in the past and if so, which year(s) they had attended. This analysis provides insights into attendees' past experience of *Factory Summer Festival* events and allows for comparisons to be made between repeat and first-time attendees.



## Insights

Over half of the sample (64%, up 13% from 2023/24) indicated that they had attended *Ice Cream Factory Summer Festival* previously. The remaining 36% indicated this was their first time attending. This demonstrates the festival's ability to both attract new audiences and improve patron loyalty each year.

The majority of return attendees (86%) attended last year's event. 63% of the sample attended the 2022 event, 42% attended the 2021 event and 34% attended the Perth event in 2020. 26% of the sample attended in 2019 and 17% in 2018. There were no reports of attending the 2020 (Brisbane) event.





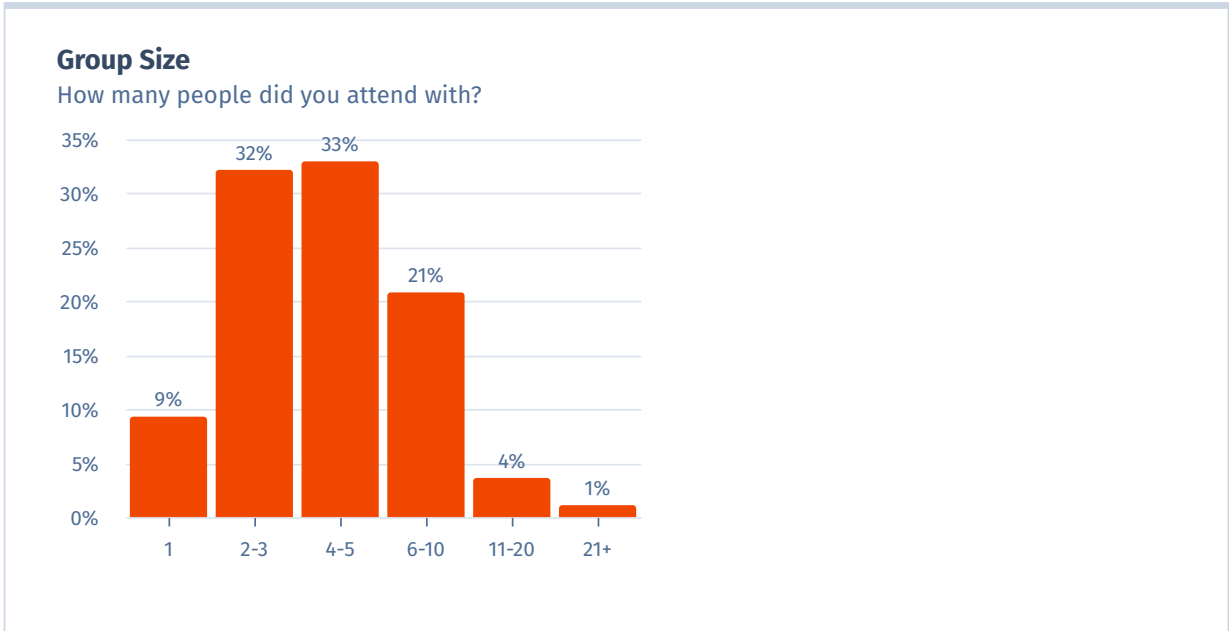
▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



## Group Size

### How many people did you attend Ice Cream Factory Summer Festival with?

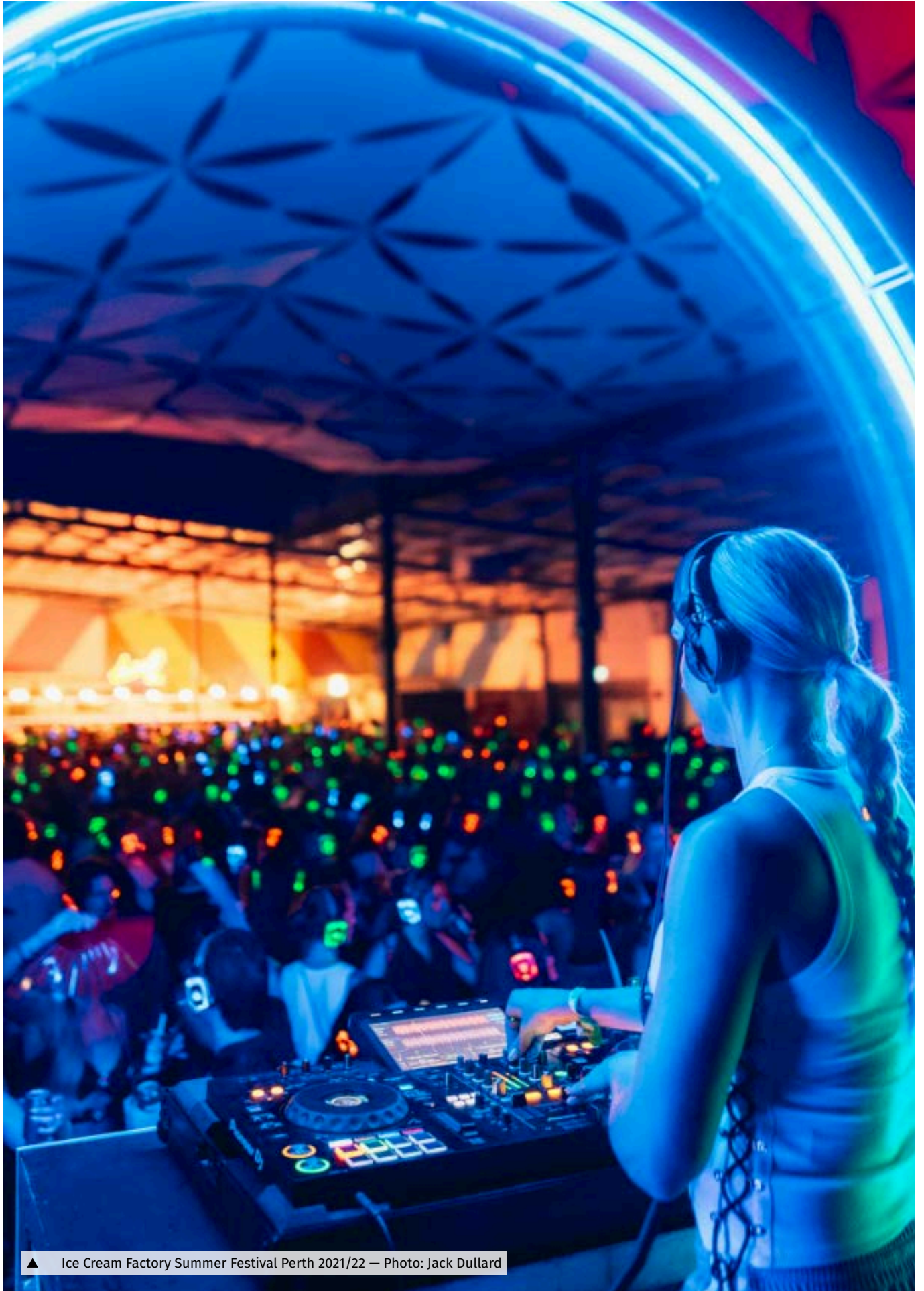
In order to understand the typical group behaviour at *Ice Cream Factory Summer Festival*, respondents were asked about their party characteristics, including how many people they attended the event with.



Average Group Size: **4.7**

### Insights

33% of respondents attended the festival with a group of 4-5 people, making up the largest proportion of responses. This was followed by groups of 2-3 (32%) and groups of 6-10 (21%). 9% of respondents attended alone, 4% attended as a group of 11-20 people, and less than 1% attended with a group of 21 or more people. The average group size was determined to be 4.7.

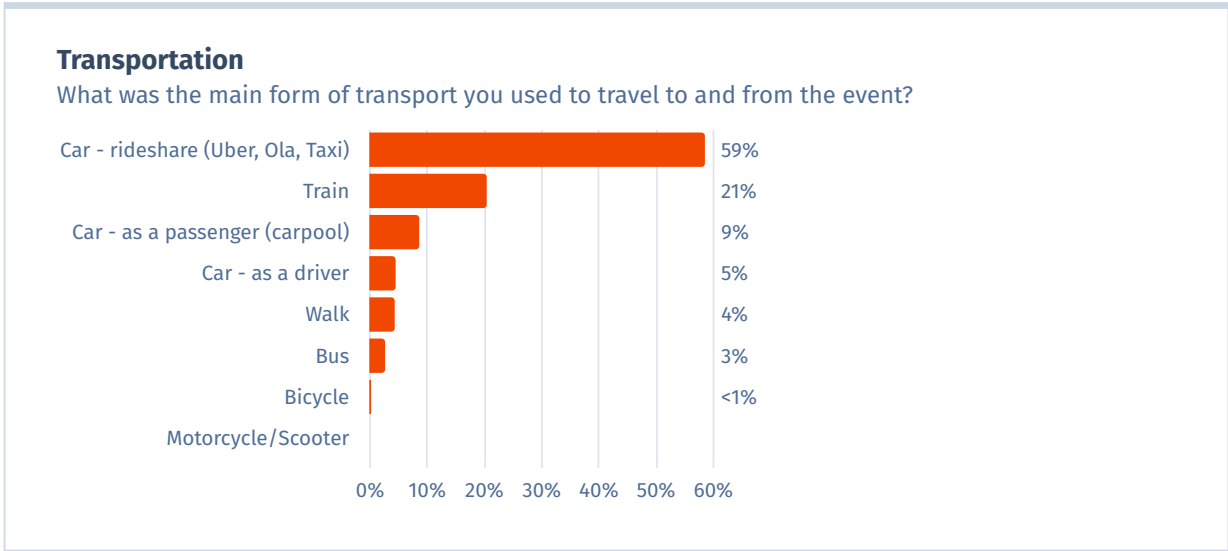


▲ Ice Cream Factory Summer Festival Perth 2021/22 — Photo: Jack Dullard

# Method of Transport

## How did people get to and from *Ice Cream Factory Summer Festival*?

Respondents were asked to identify which mode of transport they used to get to *Ice Cream Factory Summer Festival*. This will give organisers an idea of transportation needs, and the opportunity to create programming and initiatives based on these behaviours.



### Insights

Rideshare services (such as Uber, Ola, Taxi) (59%) were the most popular mode of transport to the *Ice Cream Factory Summer Festival*. 21% caught the train and 9% carpooled as a passenger to the event. Those who drove to the event made up 5% of the sample while 4% walked. 3% took the bus and less than 1% of the sample rode their bike. There were no reports of respondents using a motorcycle or scooter to travel to the event.



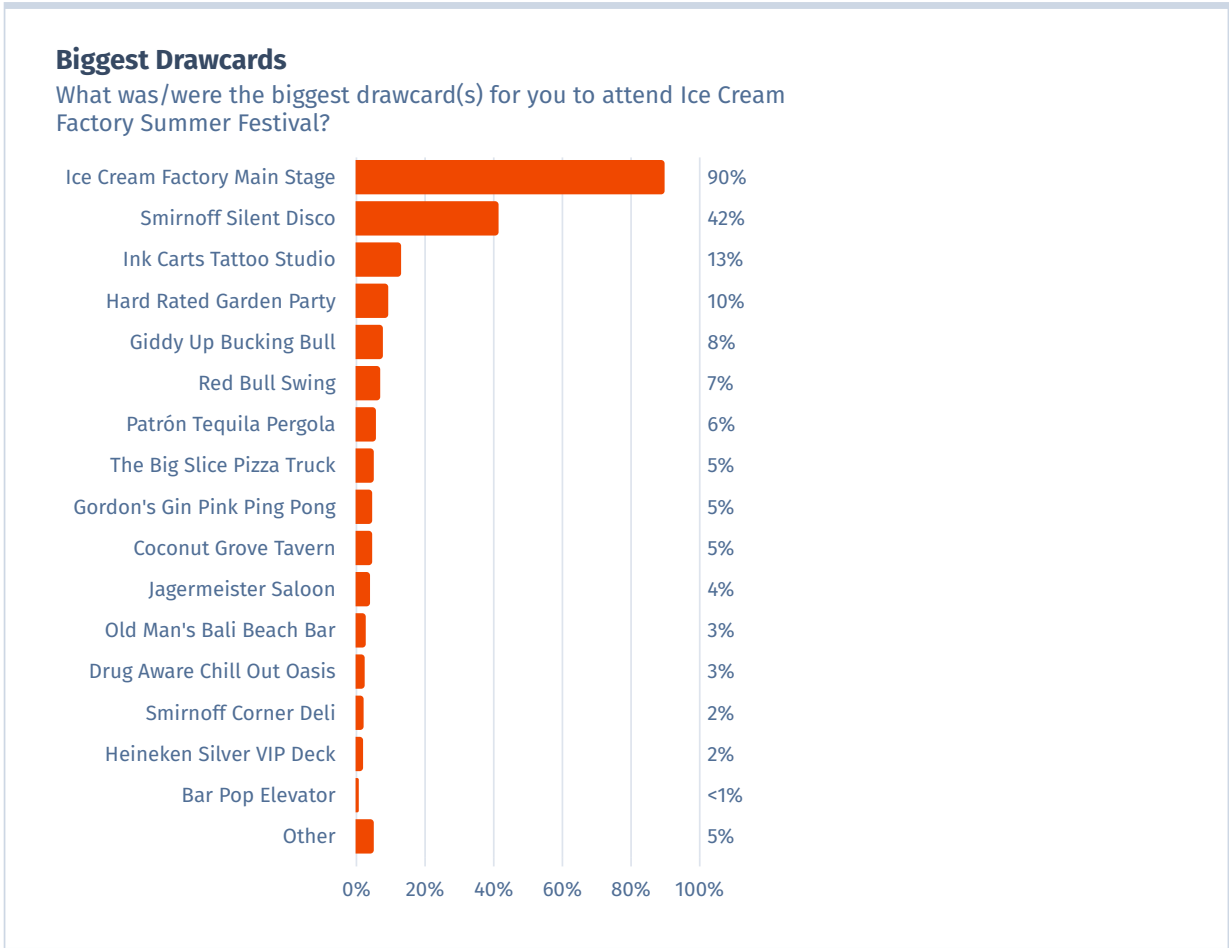


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## Biggest Drawcards

### What were the biggest drawcard(s) that attracted attendees to the event?

Respondents were asked to indicate what their biggest drawcard(s) were when choosing to attend *Ice Cream Factory Summer Festival* . This was asked as a multiple-choice question and respondents could select as many answers as were applicable.



### Insights

The vast majority of the sample (90%) indicated the *Ice Cream Factory Main Stage* as the main drawcard for attending. This was followed by the *Smirnoff Silent Disco* (42%). Smaller proportions of the sample selected *Ink Carts Tattoo Studio* (13%) and *Hard Rated Garden Party* (10%).

Whilst still a drawcard for some, the *Smirnoff Corner Deli* (2%), *Heineken Silver VIP Deck* (2%) and *Bar Pop Elevator* (less than 1%) were the least chosen from the list. Notably, 5% of respondents selected 'other' drawcards which included responses pertaining to specific artists on the mainstage.





▲ Ice Cream Factory Summer Festival Perth — Photo: Jack Dullard

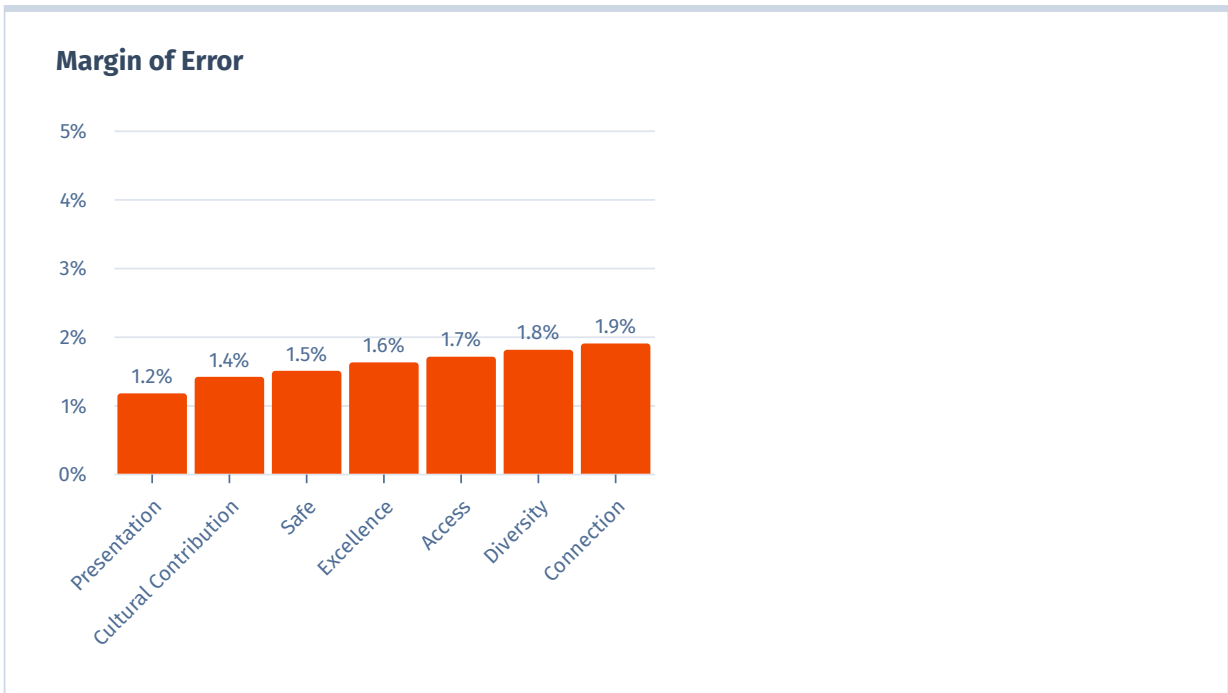
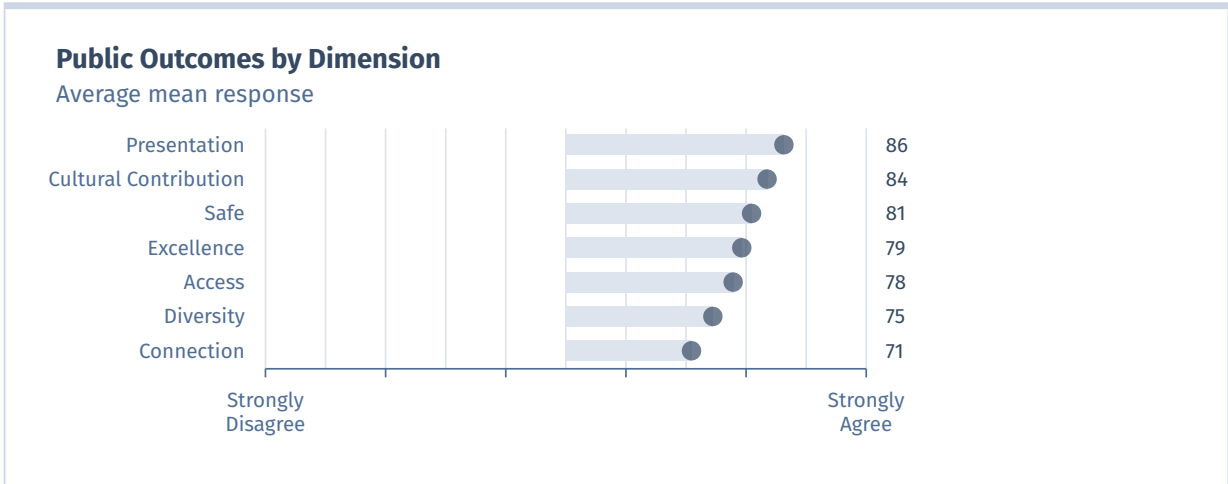
### 3. Event Outcomes

#### Overview

##### What did the public think of *Ice Cream Factory Summer Festival*?

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements in relation to the event. The following charts contain the response data for 'public' responses, showing the average result for each dimension.

The Culture Counts platform provides various methods to capture survey responses at minimal marginal cost. Achieving larger samples enables organisations to be more confident that the average result and opinions of the survey group are representative of the total audience. The accompanying margin of error chart shows the expected differences for the associated dimension results calculated at a 95% confidence level.



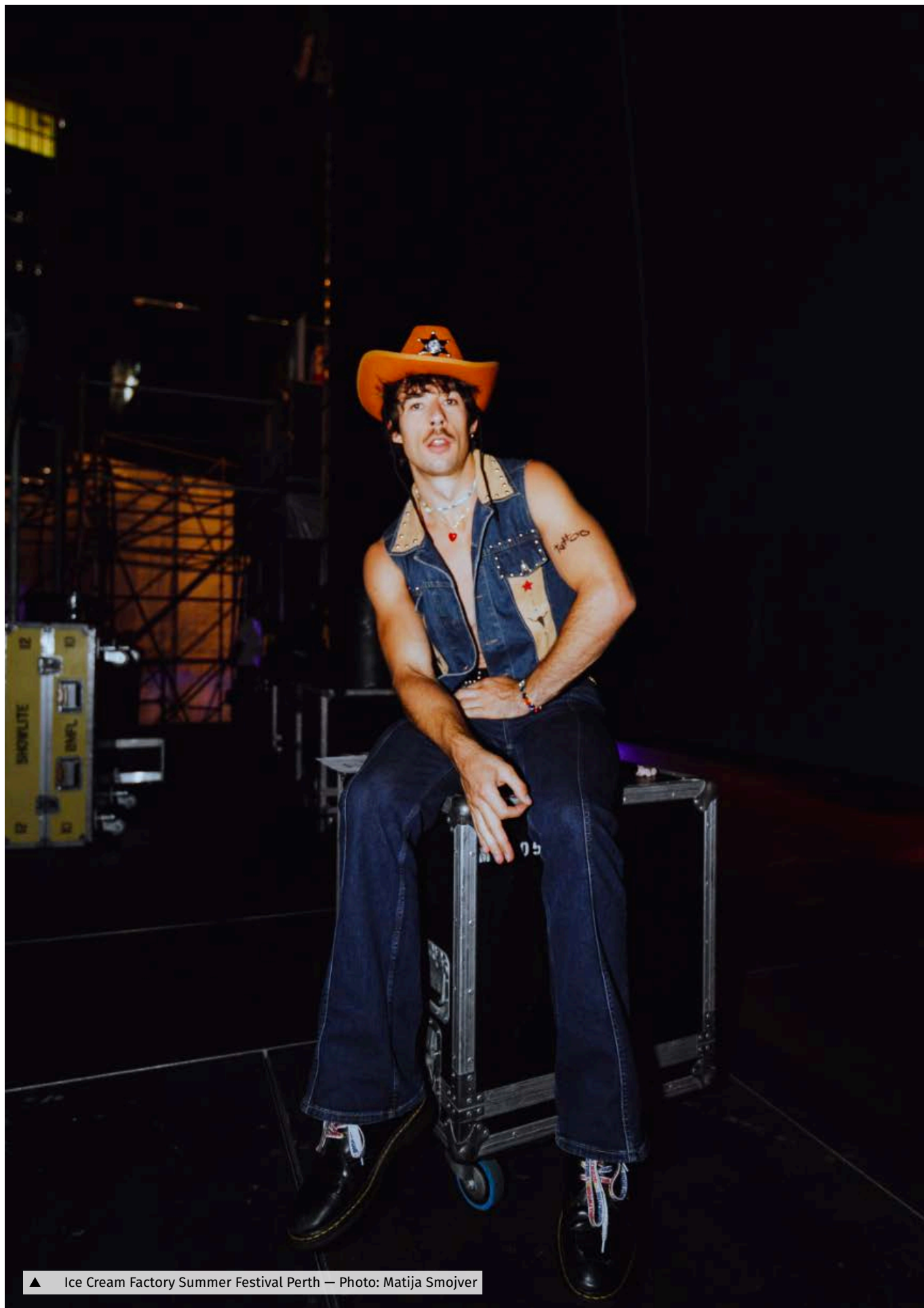
## Insights

Of the dimensions measured, 'Presentation' (86/100), 'Cultural Contribution' (84/100) and 'Safe' (81/100) received the highest average levels of agreement, indicating that respondents were most likely to agree that the event was well produced and presented, that it provided an important addition to the cultural life of the area and that it made them feel safe and welcome. This was followed by 'Excellence' (79/100) and 'Access' (78/100), demonstrating that respondents were also likely to agree that the event was one of the best examples of its type that they have seen and that it gave them the opportunity to access activities they would not otherwise have access to.

While still a positive result, 'Connection' (71/100) received the lowest average score overall, indicating that respondents were least likely to agree that the event helped them to feel connected to people in the community.

At a 95% confidence level, the margin of error for dimensions ranged from 1.2% to 1.9%. This means that we can be 95% confident that if we surveyed the entire *Ice Cream Factory Summer Festival* attendee population, the average outcome for 'Cultural Contribution' would fall within 1.4% of the average generated by the sample.



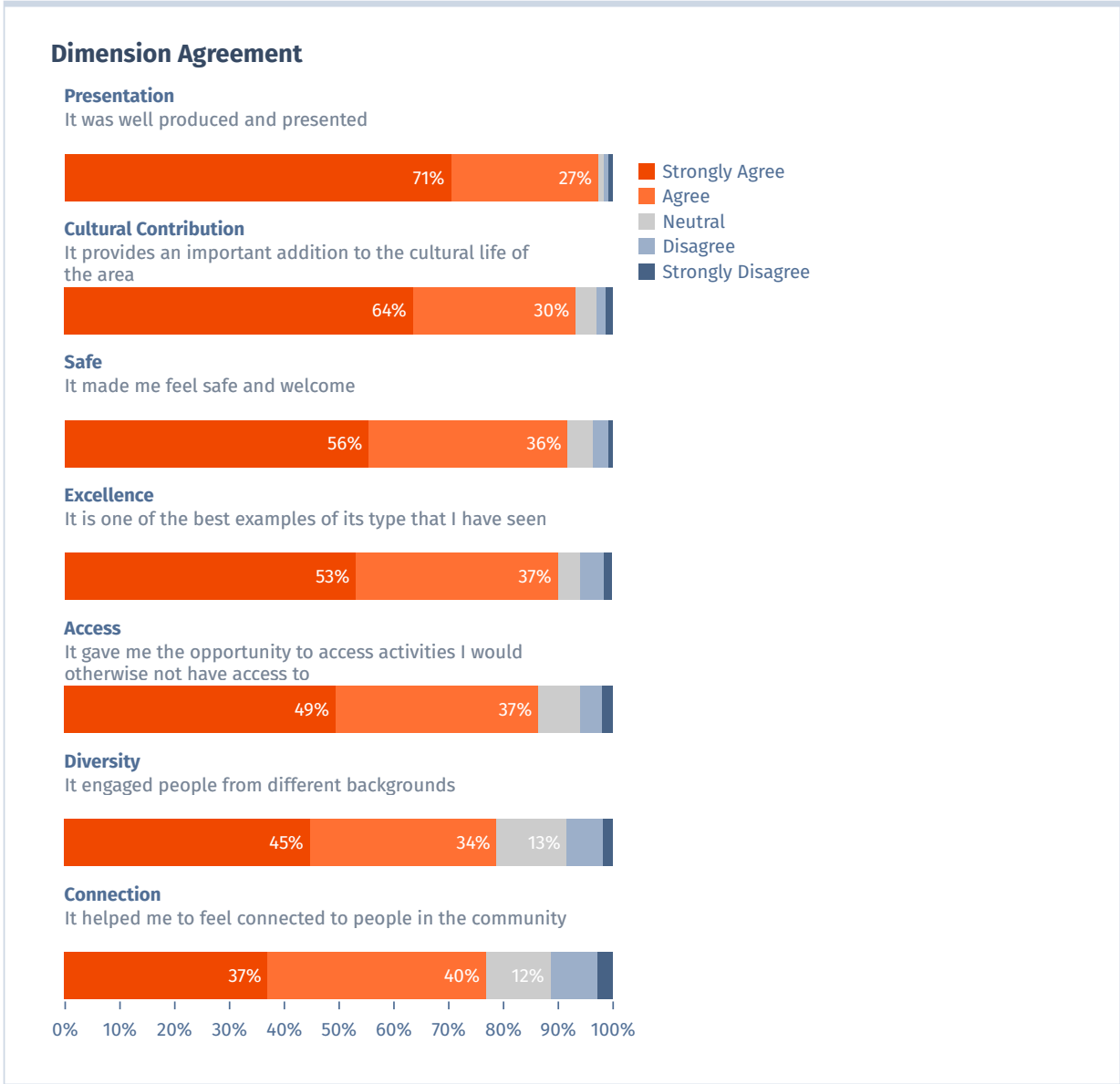


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## Outcomes Agreement

Culture Counts uses a slider input to measure responses for dimension statements as part of the evaluation methodology. This method also provides the capability to understand response results within a typical 5-point agree-to-disagree format.

The following chart contains the response data for 'public' responses and shows the percentage of people that agreed or disagreed with each of the statements, using a 5-point ordinal Likert scale.

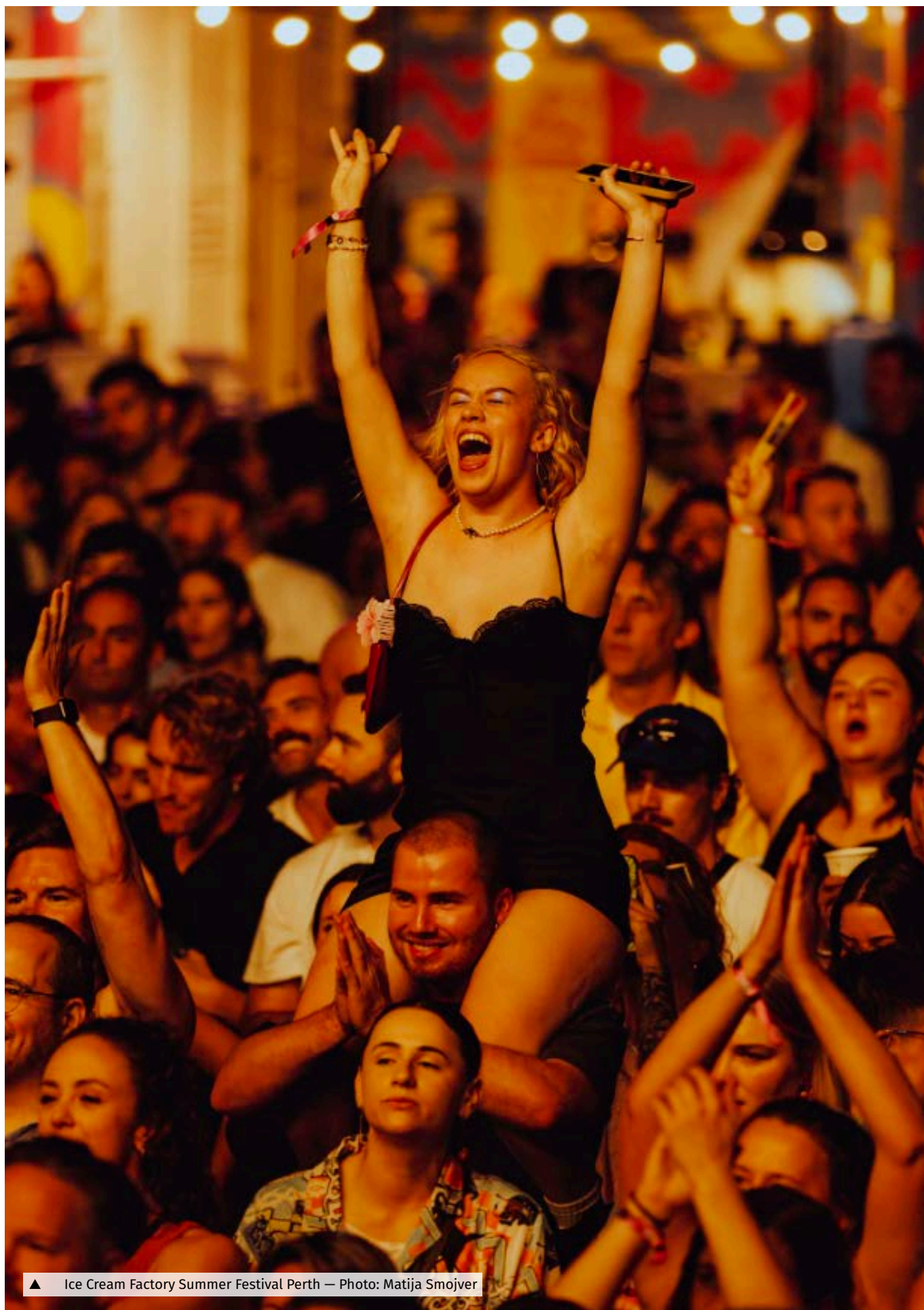


## Insights

'Presentation' (98%) received the highest level of overall agreement, indicating that almost the entire sample of respondents agreed that the event was well produced and presented, an excellent result.

This was followed by 'Cultural Contribution' (94%) and 'Safe' (92%), indicating that the majority of respondents also agreed that the event provided an important addition to the cultural life of the area and that they felt safe and welcome. 'Excellence' (90%) also produced a positive result, indicating respondents agreed that the event was one of the best examples of its type.

'Connection' (77%) received the lowest level of agreement overall, indicating that the smallest proportion of respondents agreed that the event helped them to feel connected to people in the community.



▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

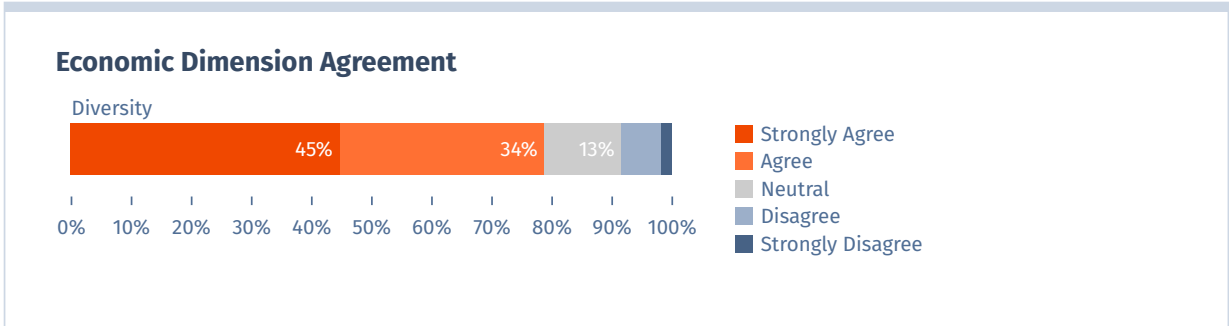
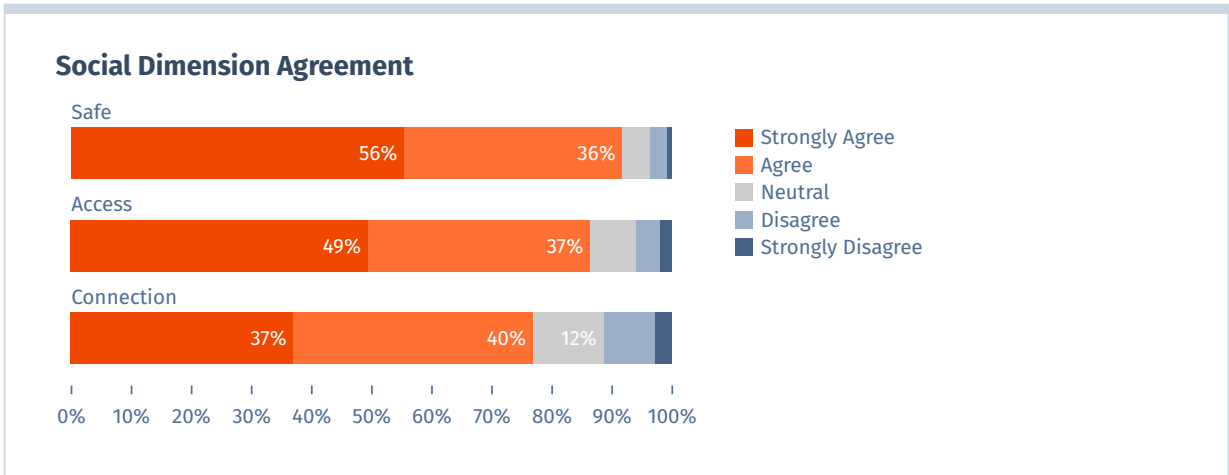
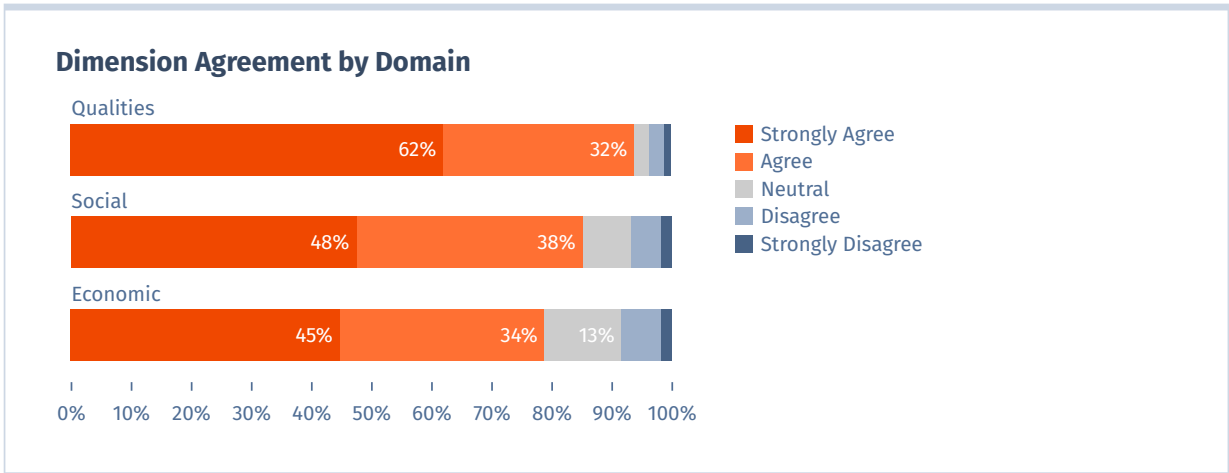
## Outcomes by Domain

Dimension statements can be categorised into their representative outcome domain. Outcome domains represent categorisations of dimensions based on their general area of focus. For example:

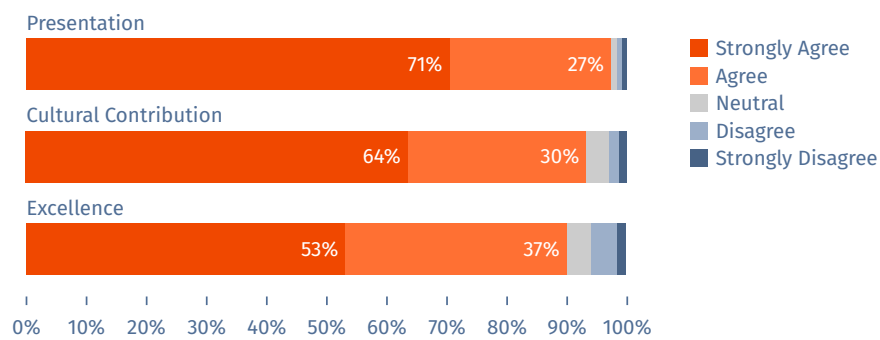
**Economic Outcomes** represent dimensions that seek to promote dynamic and resilient local economics that are required to sustain vibrant communities.

**Social Outcomes** represent dimensions that support the building of social capital, create and promote participation in community life and foster the realisation of self at the individual level.

**Qualities** are dimensions that connect individual experiences to the realisation of outcomes and the strength of their impact. They are subjective and personal assessments about experience, content or perception.



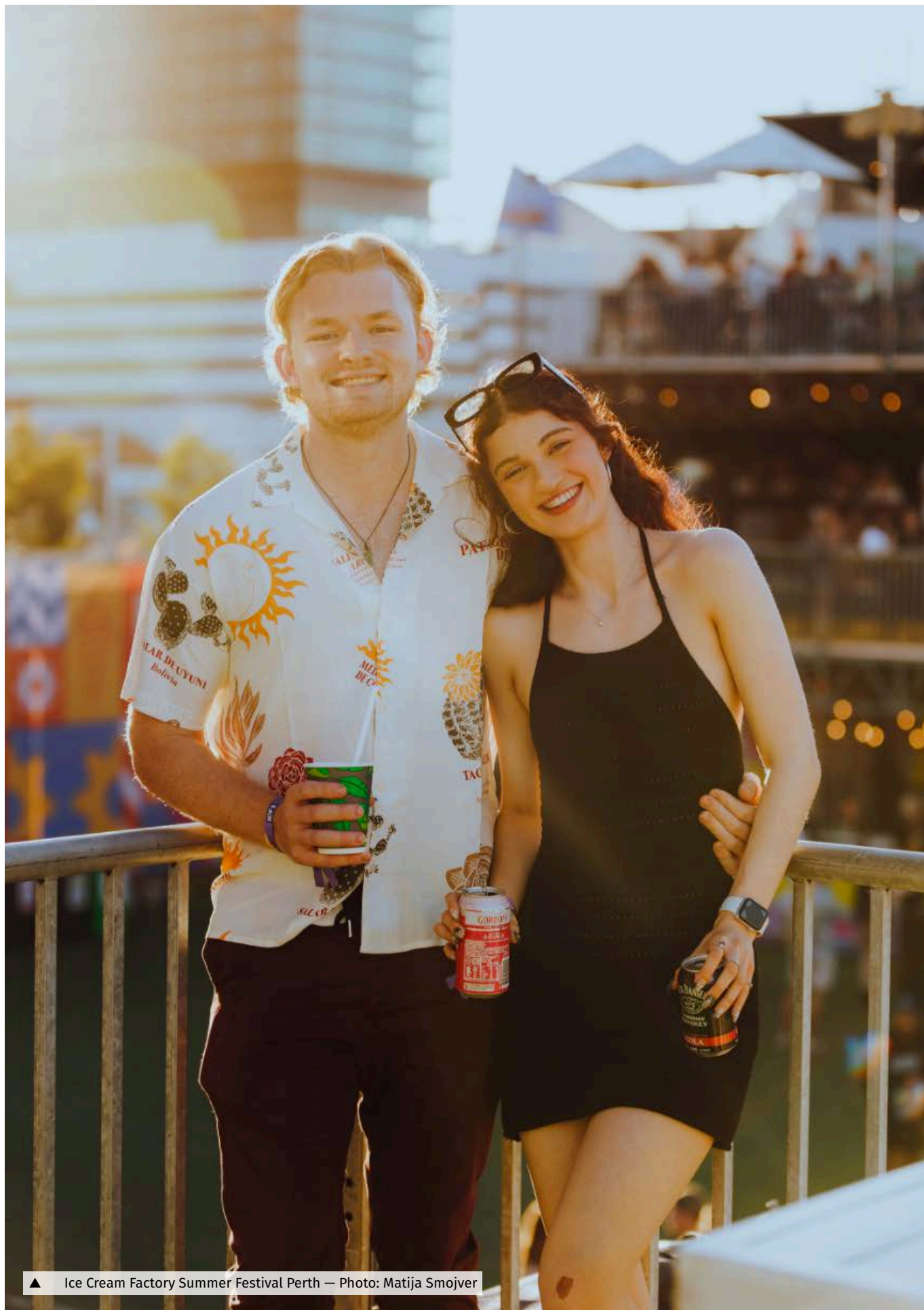
## Qualities Dimension Agreement



## Insights

The highest-ranking domain overall was Qualities (94%), followed by Social (86%) and Economic (79%). The high overall result for Qualities can be attributed to strong levels of agreement for 'Presentation' (96%), 'Cultural Contribution' (93%) and 'Excellence' (90%). The Economic domain, comprised of the Diversity dimension, saw 79% agreeing that the event engaged people from different backgrounds.





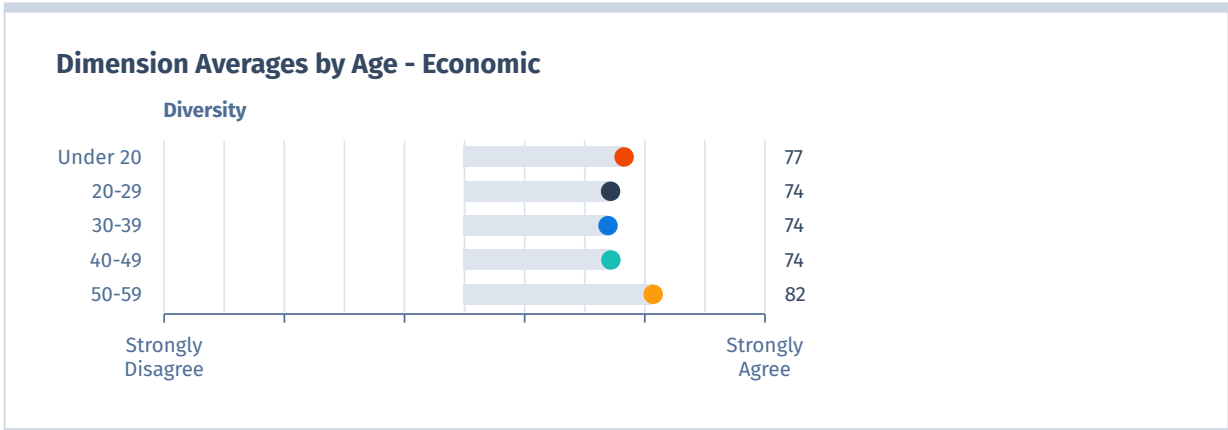
▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

# Outcomes by Demographics

## Does gender or age influence public outcomes?

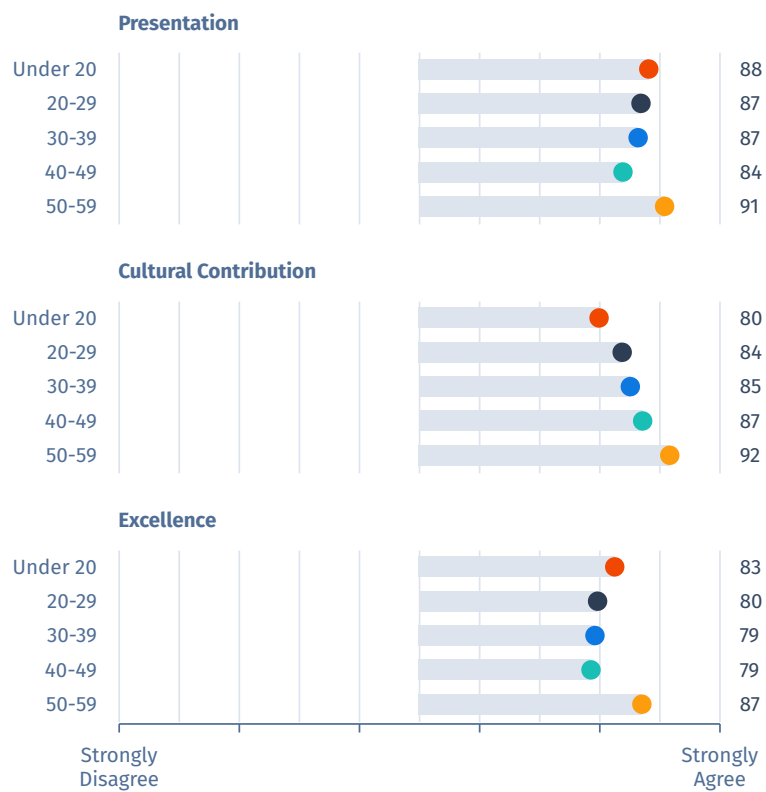
Every respondent was asked to identify their gender and age as part of the survey. This information enables perceptions to be filtered by demographics and helps organisers understand whether outcomes are different based on these attributes.

The below charts show the dimension results for each of the dimensions based on gender and age group.





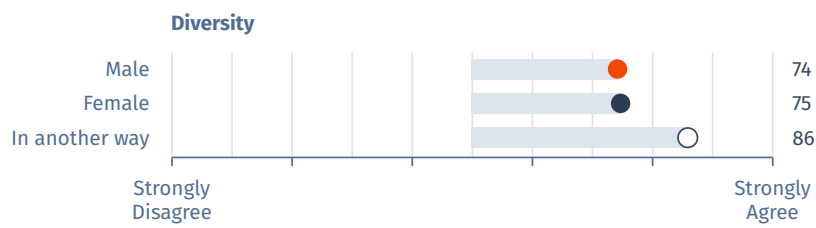
## Dimension Averages by Age - Qualities



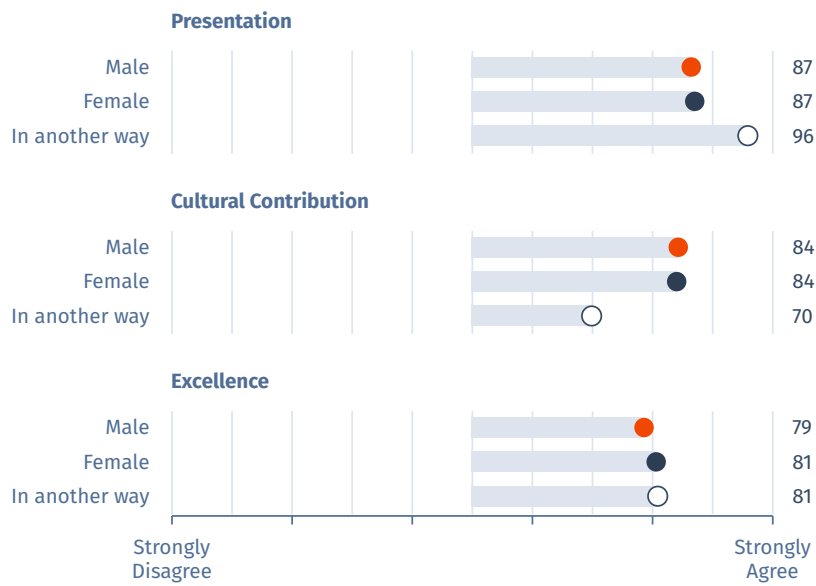
## Dimension Averages by Gender - Social



### Dimension Averages by Gender - Economic



### Dimension Averages by Gender - Qualities



## Insights

The 50-59 age cohort produced the highest or equal-highest scores for all dimensions, with the greatest variation seen in 'Access' (13/100) and 'Cultural Contribution' (12/100). This indicates respondents from this cohort are more likely to agree that *Ice Cream Factory Summer Festival* gave them access to activities they would not otherwise have access to and that it provides an important addition to the cultural life of the area. Those aged 40-49 demonstrated the lowest or equal lowest averages in six dimensions, including 'Access'.

While still positive, those aged 20-29, 30-39 and 40-49 all produced the lowest average for 'Diversity' (74/100), suggesting these groups were less likely to agree that the event engaged people from different backgrounds.

Results for male and female respondents were consistent, with four dimensions showing equal averages between the groups; 'Safe' (81/100), 'Connection' (71/100), 'Presentation' (87/100) and 'Cultural Contribution' (84/100). This indicates that regardless of gender, respondents agreed that they felt safe and welcome, that it helped them to feel connected to people in the community, that it was well produced and presented and that it provides an important addition to the cultural life of the area.

For the remaining dimensions, females scored slightly higher. The greatest variation was seen in 'Excellence' (+2/100), suggesting this cohort was more likely to agree that it was one of the best examples of its type that they have seen.

The sample size for those who identified in another way was too small from which to draw meaningful insights.



▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

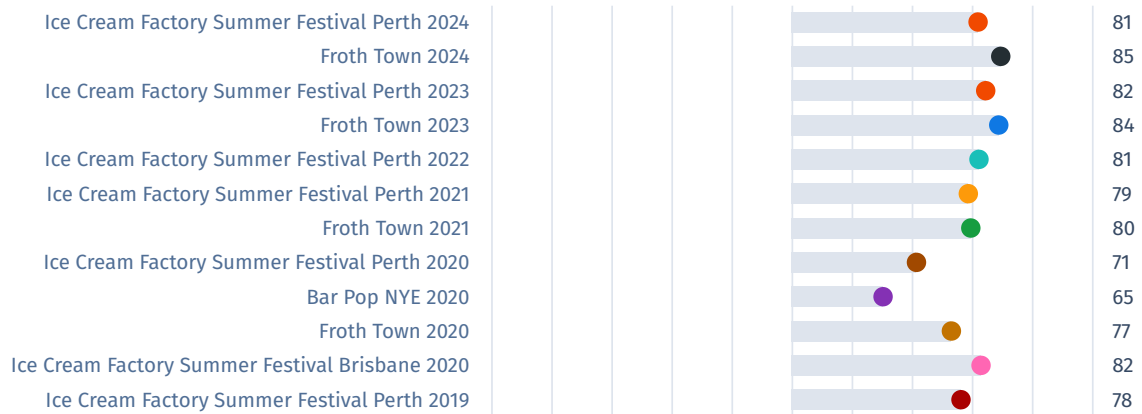
## Event Outcome Comparison

### How do outcome scores compare across different Bar Pop events?

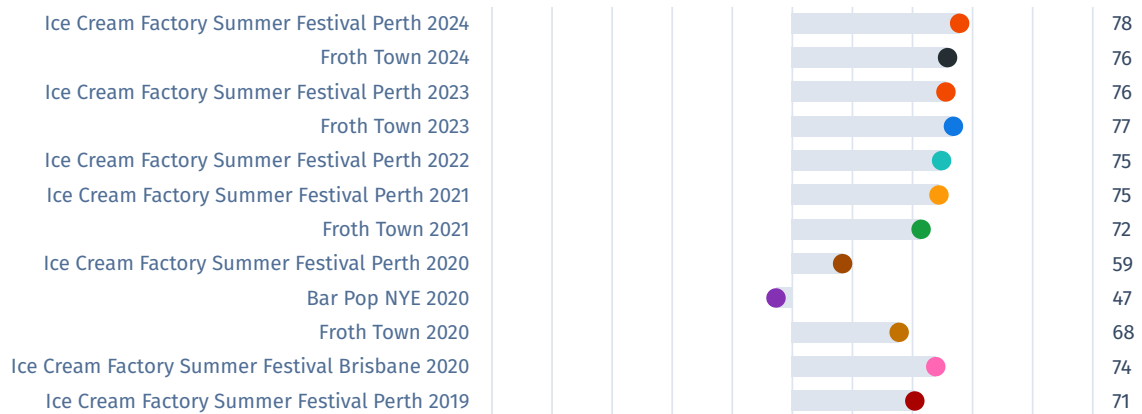
Dimensions used in the *Ice Cream Factory Summer Festival Perth* evaluation were also measured for Bar Pop's various events since 2019, including *Froth Town* and *Bar Pop NYE*. This consistent measurement allows Bar Pop to benchmark its results and to track progress in achieving strategic outcomes over time and across different offerings. It also allows organisers to understand how attendees' experiences have differed between the events.

## Event Outcome Comparison (Social)

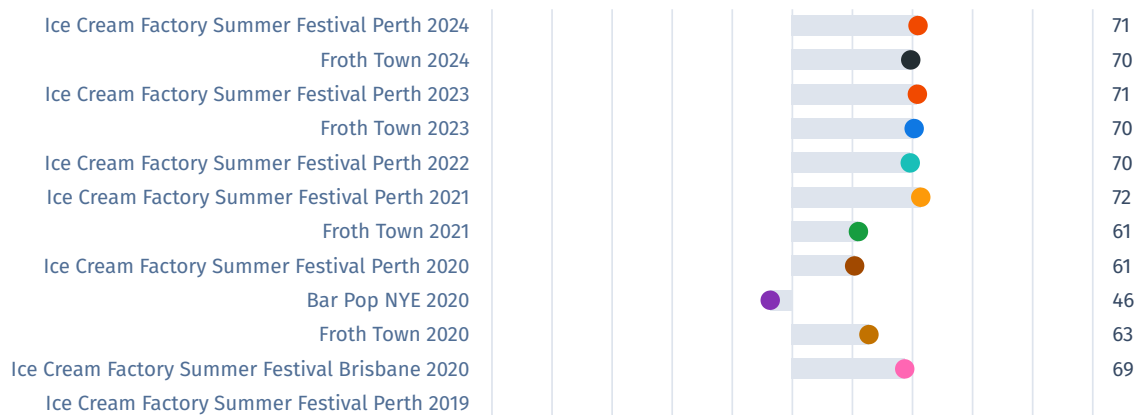
### Safe



### Access



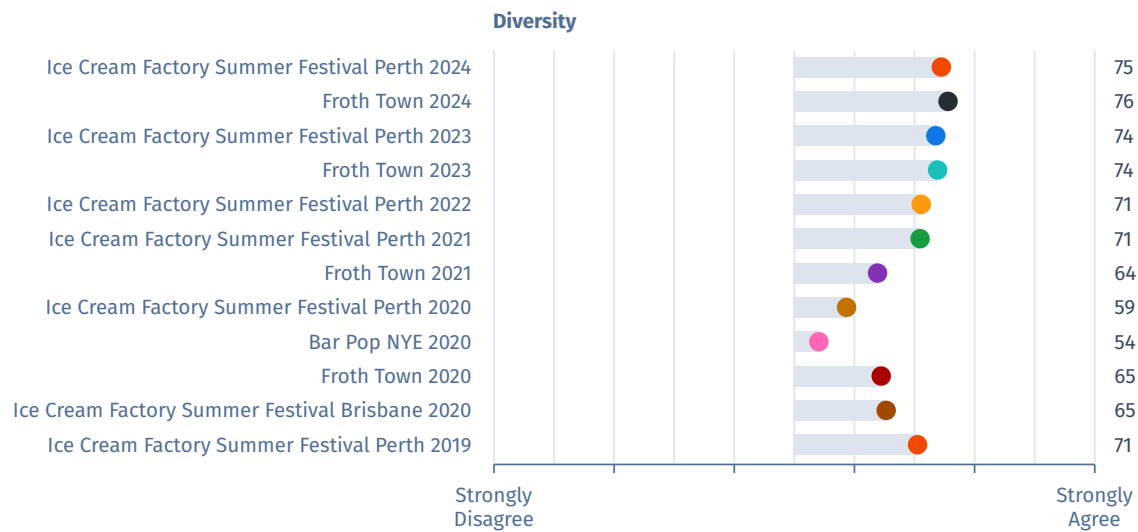
### Connection



Strongly  
Disagree

Strongly  
Agree

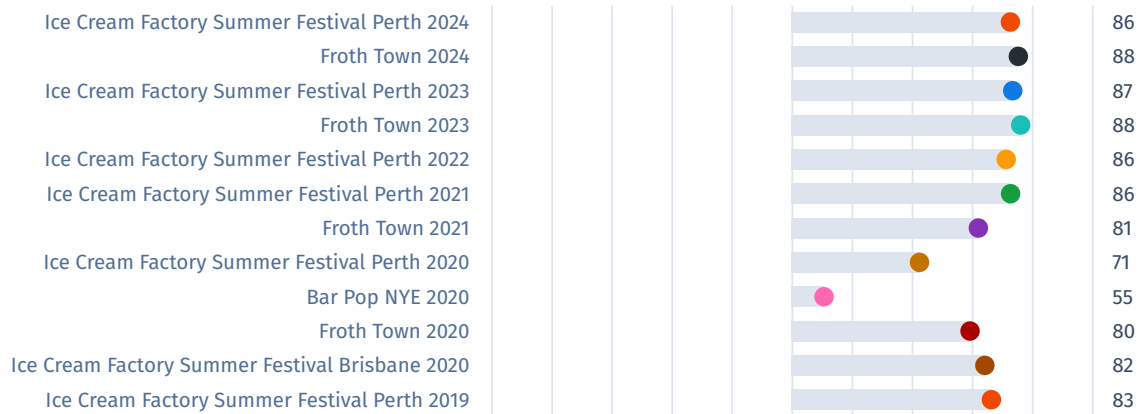
Event Outcome Comparison (Economic)



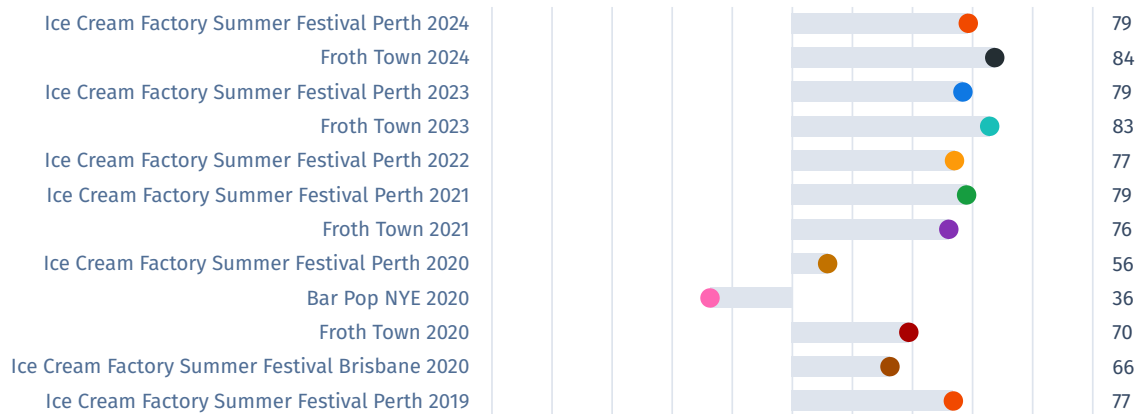


## Event Outcome Comparison (Qualities)

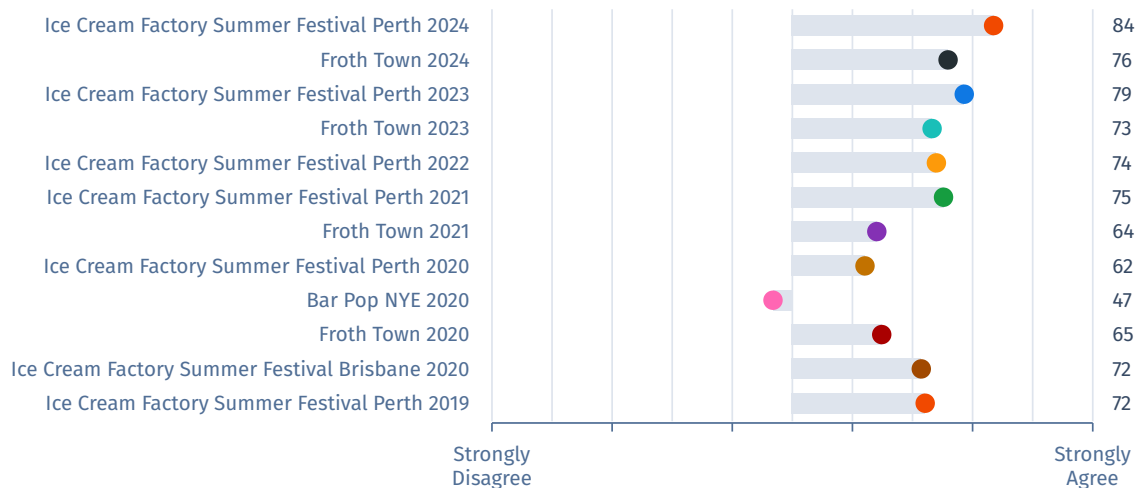
### Presentation



### Excellence



### Cultural Contribution





## Insights

Results between *Ice Cream Factory 2024* and *Ice Cream Factory 2023* remained stable, with the greatest difference recorded in 'Cultural Contribution' (+5/100 in 2024). This indicates that respondents from this year's festival are more likely to agree that it provided an important contribution to the cultural life of the area.

*Ice Cream Factory Summer Festival 2023* consistently scored higher across all dimensions when compared with last year's event. 'Cultural Contribution' (79/100) demonstrated the greatest variation when compared to *Ice Cream Factory Summer Festival 2022* (+5/100). 'Diversity' (74/100) scored the same in 2023 and it did in 2022, indicating respondents were likely to consistently agree that it engaged people from different backgrounds. When compared to *Froth Town 2023*, results were slightly lower.



▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## 4. Overall Experience

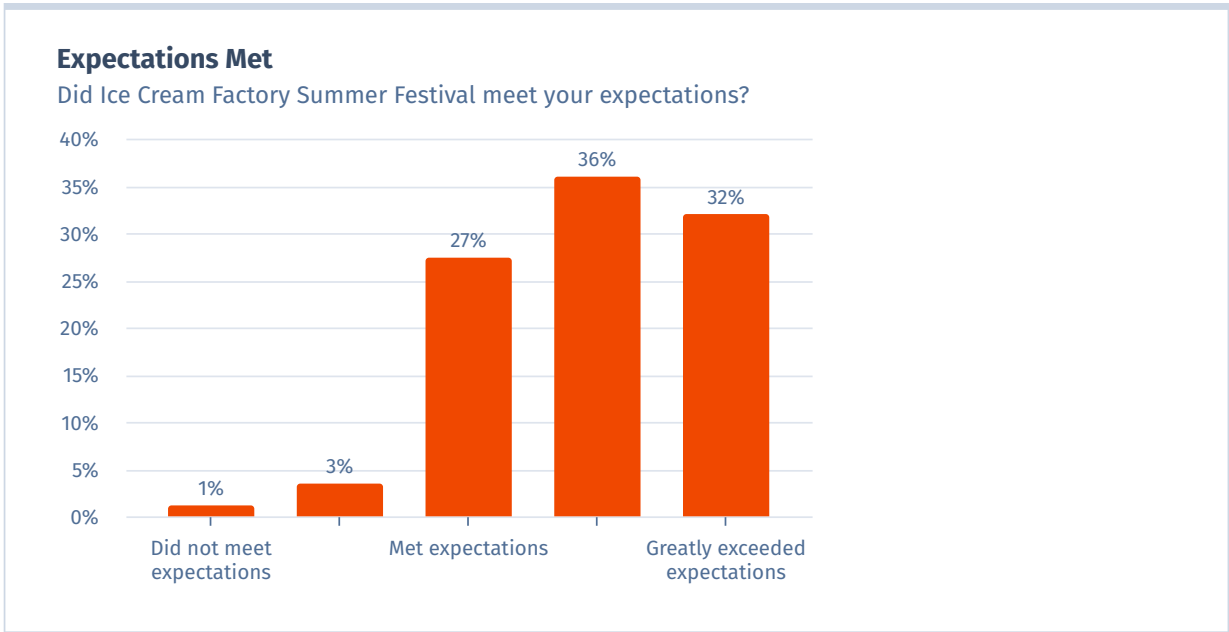
### Attendee expectations

#### Did *Ice Cream Factory Summer Festival* meet attendees' expectations?

As part of the survey, attendees were asked to rate their overall experience and to indicate whether or not the event met their expectations. The results are shown in the charts below.



Good or Excellent: **96%**



Expectations met or exceeded: **95%**

## Insights

Almost the entire sample (96%, same as 2023/24) of respondents reported having a positive experience at Ice Cream Factory Summer Festival, an excellent result. Of these respondents, 59% reported their experience as being excellent and 37% reported their experience as being good. 2% felt neutral about their experience, less than 1% had a poor or terrible experience.

95% (same as 2023/24) of respondents reported having their expectations met or exceeded. Of this group, 68% reported having their expectations exceeded or greatly exceeded. 27% indicated the event met their expectations.

Only 4% (down from 5% in 2023/24) of all respondents did not have their expectations met.



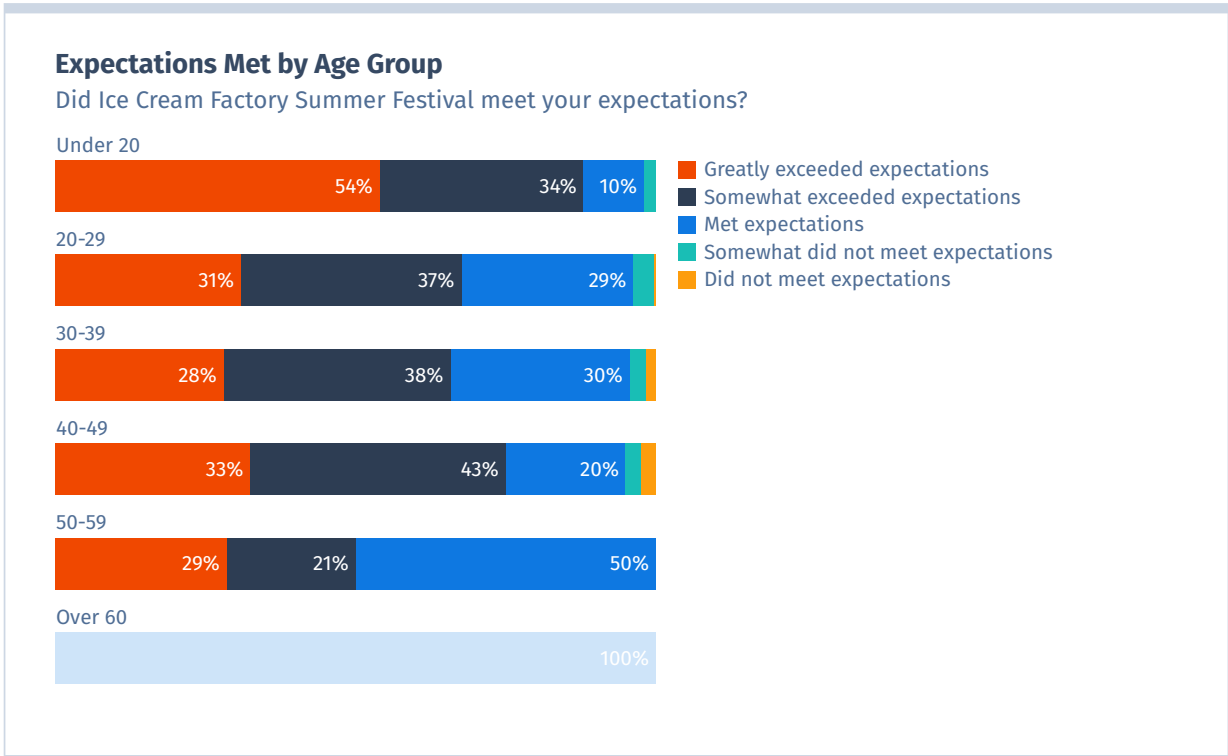
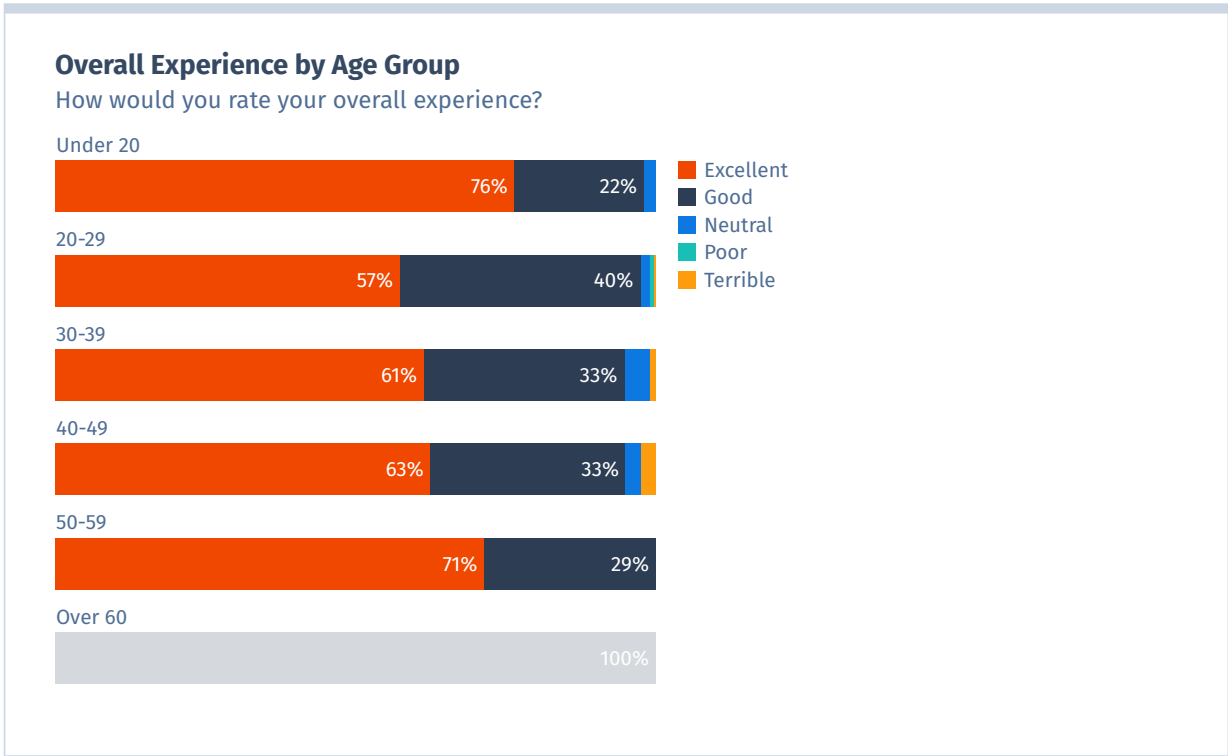


▲ Ice Cream Factory Summer Festival Perth — Photo: Jack Dullard

# Experience by Demographic

## Does gender or age influence overall experience?

The below charts distribute the responses to the questions 'Rate your overall experience' and 'Did Ice Cream Factory Summer Festival meet your expectations?' based on age group and gender. This helps organisers to understand if attendee demographics had an impact on the overall experience of respondents.



## Did Ice Cream Factory Summer Festival meet your expectations?

## Experience by Gender

How would you rate your overall experience?

Male



Female



Excellent  
Good  
Neutral  
Poor  
Terrible

In another way



Prefer not to say



## Expectations Met by Gender

Did Ice Cream Factory Summer Festival meet your expectations?

Male

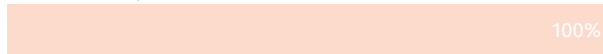


Female



Greatly exceeded expectations  
Somewhat exceeded expectations  
Met expectations  
Somewhat did not meet expectations  
Did not meet expectations

In another way



Prefer not to say



## Insights

The 50-59 age cohort had the largest proportion of respondents that had a positive overall experience (100%), with 29% reporting their experience as being good and 71% reporting it as being excellent. While still a majority, those aged 30-39 had the lowest level of positive overall experience (94%) when compared to other groups.

The vast majority of the Under 20 (98%), 20-29 (97%) and 40-49 (96%) age groups reported having a positive overall experience, with very few respondents reporting their experience as being poor or terrible.

All age cohorts rated their experience being met or exceeded highly. 100% of the 50-59 age cohort had their expectations met and exceeded. This was followed by the Under 20 age cohort, with 98% of respondents' experiences being met or exceeded. The 20-29 (97%), 30-39 (96%) and 40-49 (96%) age groups had their expectations met or exceeded to a similar degree.

Gender did not appear to significantly affect the overall experience of respondents, an average overall experience score of 99% for males and 96% for females. Female respondents demonstrated slightly lower agreement that the event met or exceeded their expectations (94%) though a higher proportion did state that *Ice Cream Factory Summer Festival* greatly exceeded their expectations (34%, compared to 28% of males).

The sample sizes for both the Over 60 cohort and those who identified in another way were too small from which to draw meaningful insights.





▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

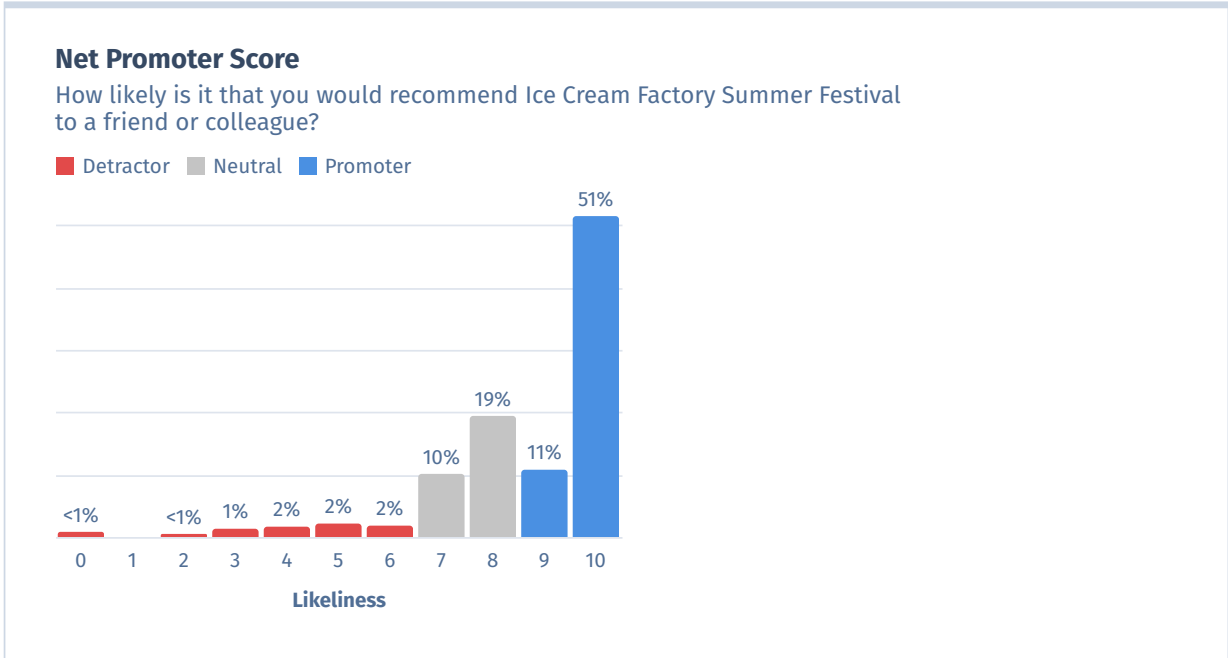
# Net Promoter Score

## Would respondents recommend *Ice Cream Factory Summer Festival*?

Respondents were asked whether they would recommend *Ice Cream Factory Summer Festival* to a friend or colleague. Respondents could choose a number from 0 to 10 from a pulldown menu, with 0 meaning not likely at all, and 10 meaning extremely likely.

These scores can be used to calculate a Net Promoter Score (NPS). NPS measures loyalty between a brand and its audience. People giving a score of 9 or 10 are considered Promoters. Detractors are those who respond with a score of 0 to 6. Scores of 7 and 8 are considered Passives.

NPS is calculated by subtracting the percentage of customers who are Detractors from the percentage of customers who are Promoters. This chart shows the proportion of respondents that would or would not recommend the *Ice Cream Factory Summer Festival*, followed by the calculated NPS below.



Net Promoter Score: 55

## Insights

62% of respondents responded to the NPS question with a 9 or 10, classifying them as Promoters. 28% of respondents rated the event a 7 or 8, classifying them as Neutral and therefore excluded from the NPS score. 10% of respondents can be considered Detractors, scoring the event from 0-6.

An NPS that is positive (i.e. higher than zero) is felt to be good, and an NPS of 50+ is excellent. Ice Cream Factory Summer Festival's NPS of 55 (up from 49 in 2023/24) shows an excellent level of attendee loyalty and a high likelihood of recommendations for future events.



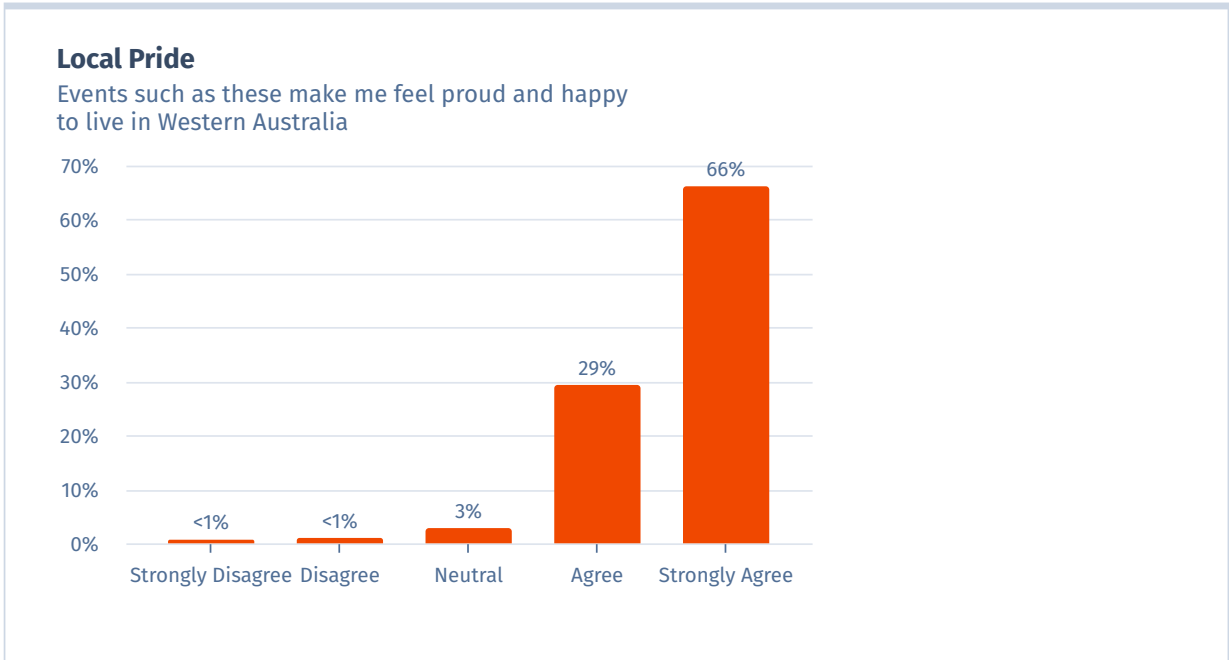


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## 5. Attendee Behaviour

### WA Pride

Respondents were asked to indicate whether they believe events such as *Ice Cream Factory Summer Festival* make them feel proud and happy to live in Western Australia. Results can be seen distributed on the chart below.



Agree + Strongly Agree: **95%**

### Insights

95% of respondents agreed that the event made them feel proud and happy to live in Western Australia. Of these respondents, 66% strongly agreed with the statement and 29% agreed. 3% reported feeling neutral about the statement and less than 1% disagreed or strongly disagreed.



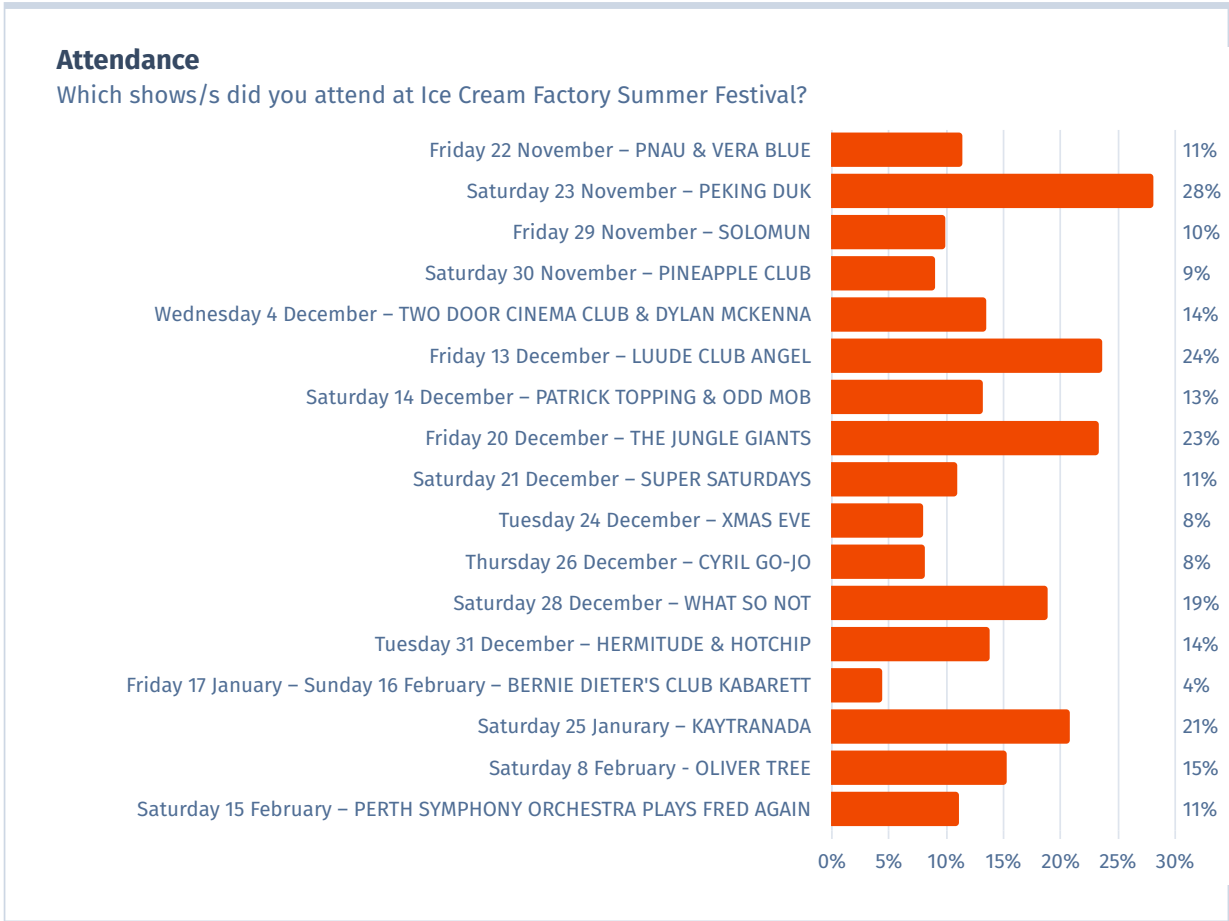


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## Show Attendance

### Which show(s) did respondents attend?

Those who completed the survey were asked to identify which show/s they had attended as part of *Ice Cream Factory Summer Festival*. This information helps organisers to better understand the respondents' experience, based on the show/s they attended.



### Insights

*PEKING DUK* was the most popular show amongst respondents, with 28% attending this show. This was followed by *LUUDE CLUB ANGEL* (24%), *THE JUNGLE GIANTS* (23%) and *KAYTRANADA* (21%). Despite having multiple shows across the festival, *BERNIE DIETER'S CLUB KABARETT* was attended by 4% of the sample.

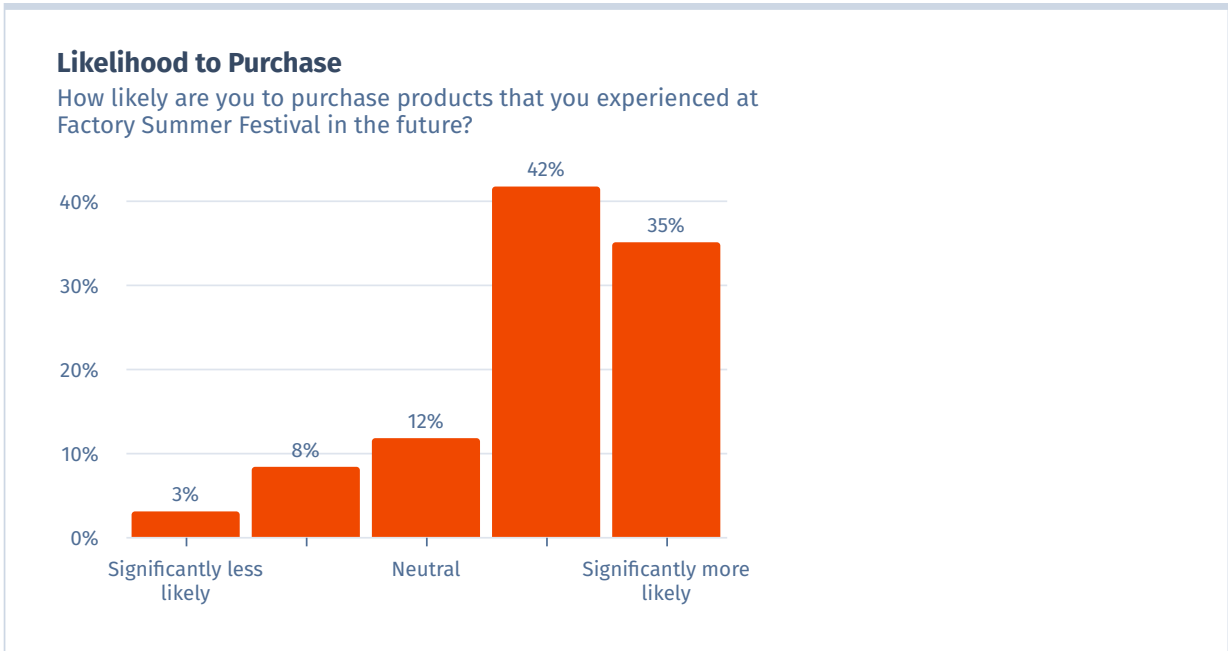


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver



## Likelihood to Purchase

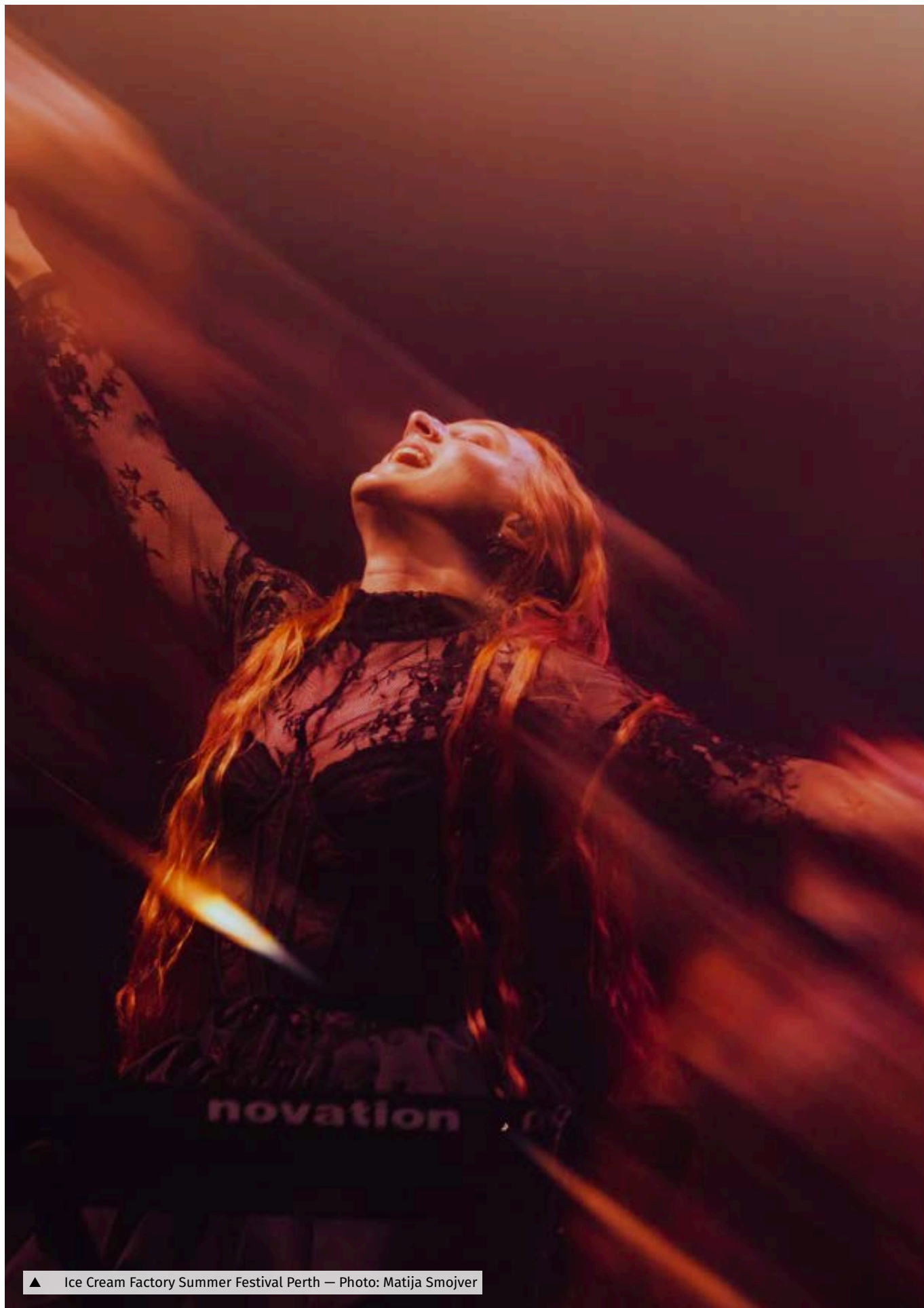
Respondents were asked how likely they were to purchase products that they experienced at *Ice Cream Factory Summer Festival* in the future. This helps *Ice Cream Factory Summer Festival* organisers understand if the products offered were desirable to their attendees and how likely they are to purchase them again.



Somewhat more likely + Significantly more likely: **77%**

### Insights

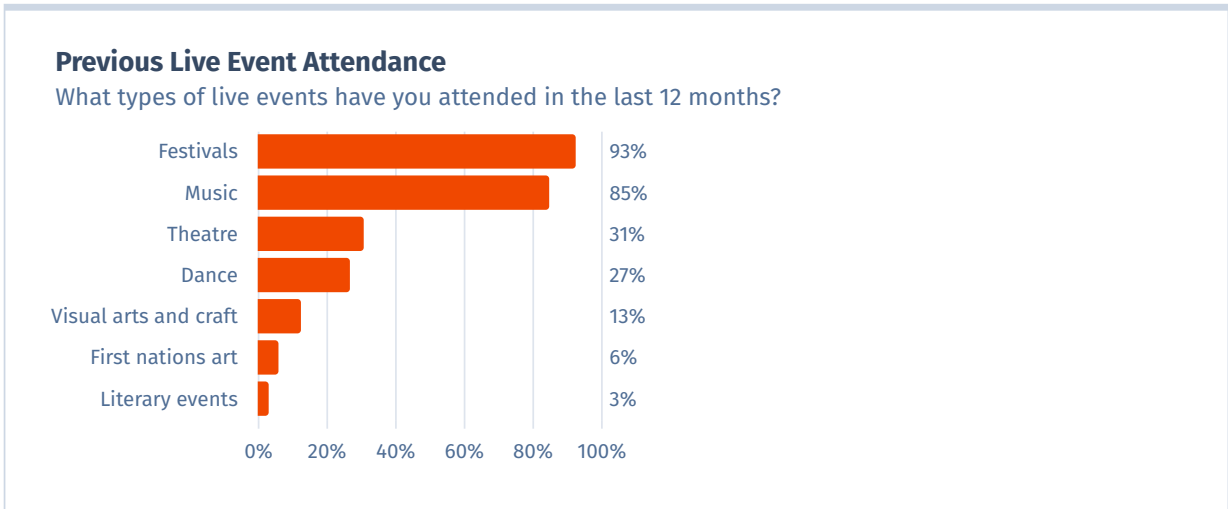
Over three-quarters (77%) of respondents indicated that they were likely to purchase products that they experienced at *Ice Cream Factory Summer Festival* in the future. Of this sample, 35% selected that they were 'significantly more likely' to purchase products, and 42% selected 'likely'. 12% felt 'neutral' about the question and 11% indicated that they were less likely to purchase these products in the future.



▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

# Live Event Attendance

Attendees were asked which types of live events they attended in the last 12 months. This helps the organisers of *Ice Cream Factory Summer Festival* to understand which type of live events are of interest to their attendees.



## Insights

Almost the entire sample (93%) had attended a festival in the last 12 months, closely followed by those who attended music events (85%), indicating a strong ability to encourage attendance from the event’s target audience.

31% of respondents attended theatre performances and 27% dance. 13% attended visual arts and craft events. Fewer respondents had attended First Nation art events (6%) or literary events (3%) in the last 12 months.



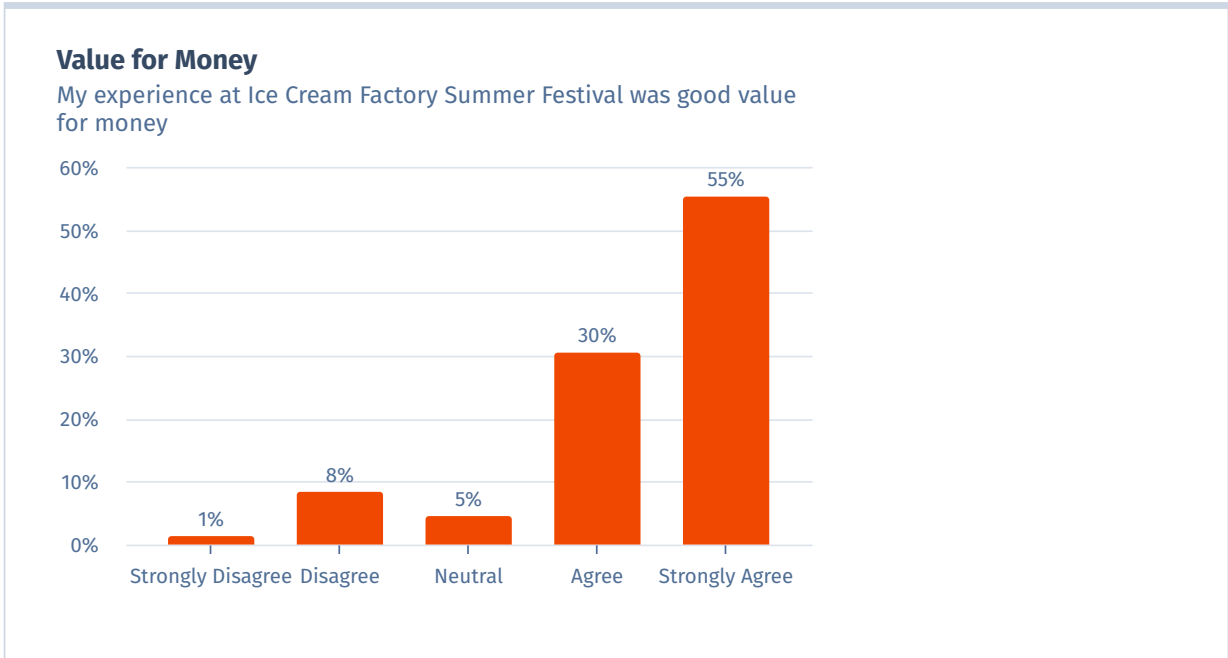
▲ Ice Cream Factory Summer Festival Perth — Photo: Jack Dullard



# Value for Money

## Was the event good value for money?

Value for money contributes significantly to attendees' overall experience of an event. The organisers of *Ice Cream Factory Summer Festival* can understand how respondents felt about event-associated costs with the breakdown below.



Agree + Strongly Agree: **85%**

### Insights

The majority (85%) of respondents agreed that *Ice Cream Factory Summer Festival* was good value for money. Of this sample, 55% strongly agreed and 30% agreed. 5% of respondents reported feeling neutral about the statement, 8% disagreed and 1% strongly disagreed.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

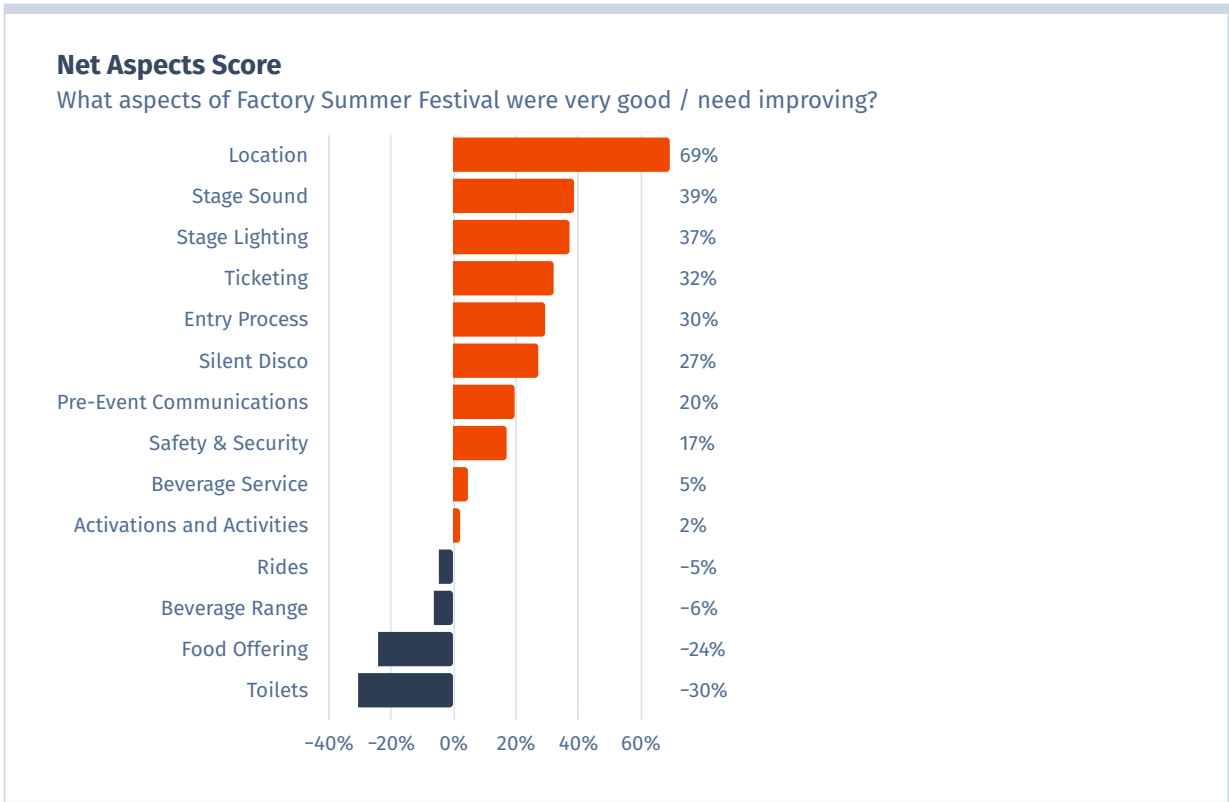
## Favourite and Least Favourite Aspects

### What were the best aspects of *Ice Cream Factory Summer Festival* and what needs improving?

Respondents were asked to choose which aspects or elements of the event were their favourite, by selecting items on a prompted multiple-choice list.

They were then provided with the same list and asked to indicate which aspects of the event needed improvement. The results for both of these questions are shown in the charts below.

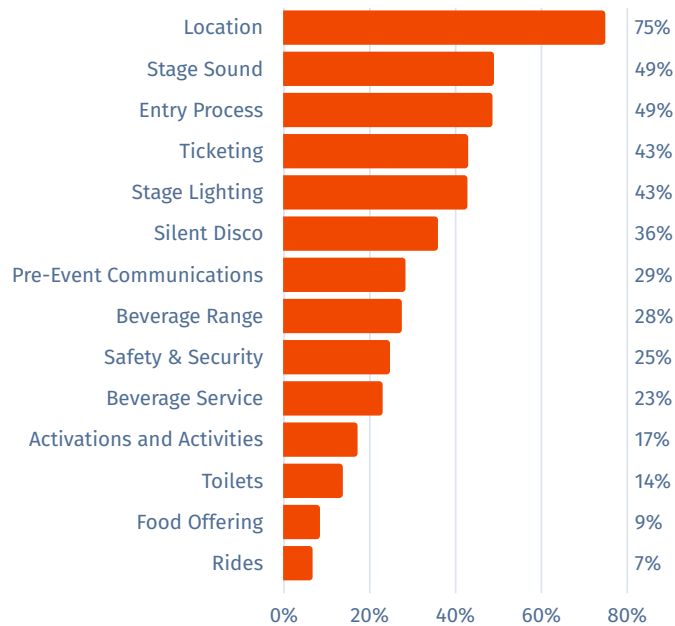
The 'Aggregate Score' chart shows the percentage that each element was rated 'very good' minus the percentage it was rated 'needs improving'.





## Favourite Aspects

What aspects of Ice Cream Factory Summer Festival were very good?



## Needs Improving

What aspects of Ice Cream Factory Summer Festival most need improving?



## Insights

When asked about their favourite aspects of *Ice Cream Factory Summer Festival*, most of the sample selected 'Location' (75%). This was followed by 'Stage Sound' and 'Entry Process' (49% each). 'Ticketing' and 'Stage Lighting' were also rated highly amongst respondents (43% each).

In the follow-up question, when asked which aspects require improvement, the top five most frequently selected options were 'Toilets' (44%), 'Beverage Range' (34%), 'Food Offering' (33%), 'Entry Process' (19%) and 'Beverage Service' (18%).

By positioning these results against each other, organisers are able to understand which elements received the most feedback overall, understanding their impact on the overall experience.

For example, as 75% of respondents identified 'Location' as being very good, and only 6% felt it needed improvement, organisers can be satisfied that most attendees liked this aspect of the event and there is little room for improvement. In the case of the 'Toilets', 14% of respondents reported it being very good, but 44% said that it required improvement. This indicates an area of improvement for the organisers to focus on in the future.

When looking at the results for 'Activations and Activities', as a similar number of people stated that it was very good (17%) and said it needs improving (15%), organisers may or may not choose to highlight this as a priority for future events.

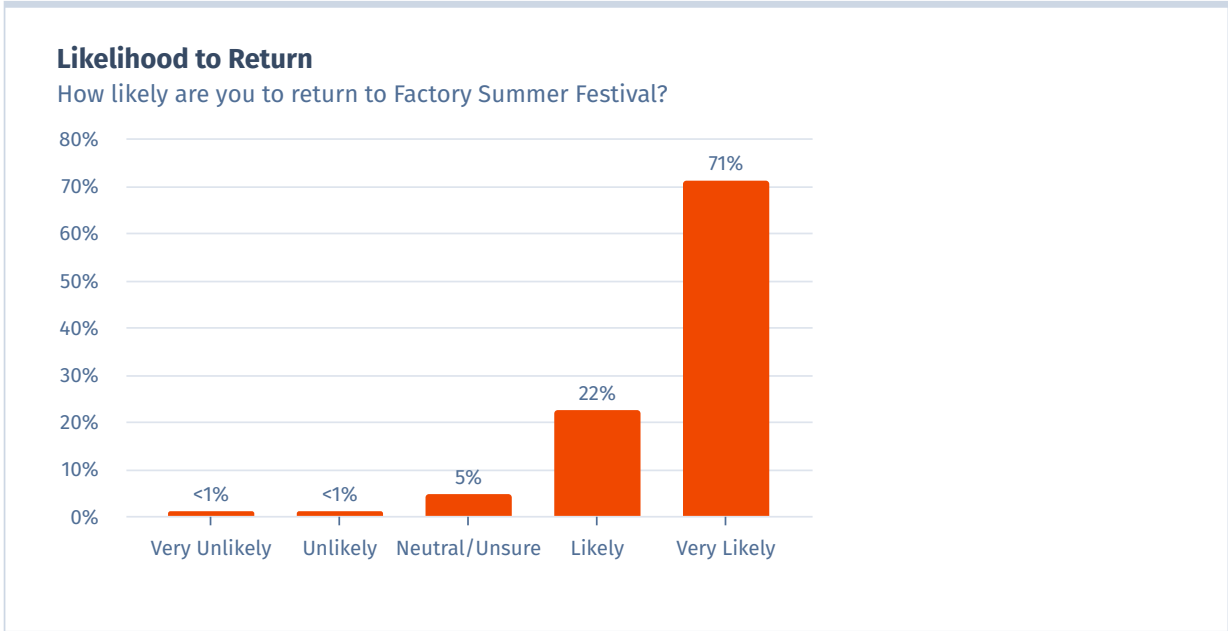


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

# Likelihood to Return

## How likely are respondents to attend *Ice Cream Factory Summer Festival* in the future?

Respondents were asked how likely they would be to return to *Ice Cream Factory Summer Festival* in future years. The results are shown in the chart below.



Likely to return: **93%**

### Insights

When asked if respondents would be likely to return to *Ice Cream Factory Summer Festival* in the future, the majority (93%) said they would be likely to return. 71% reported being very likely, and 22% reported being likely. 5% said they were unsure and less than 1% were unlikely or very unlikely to return.



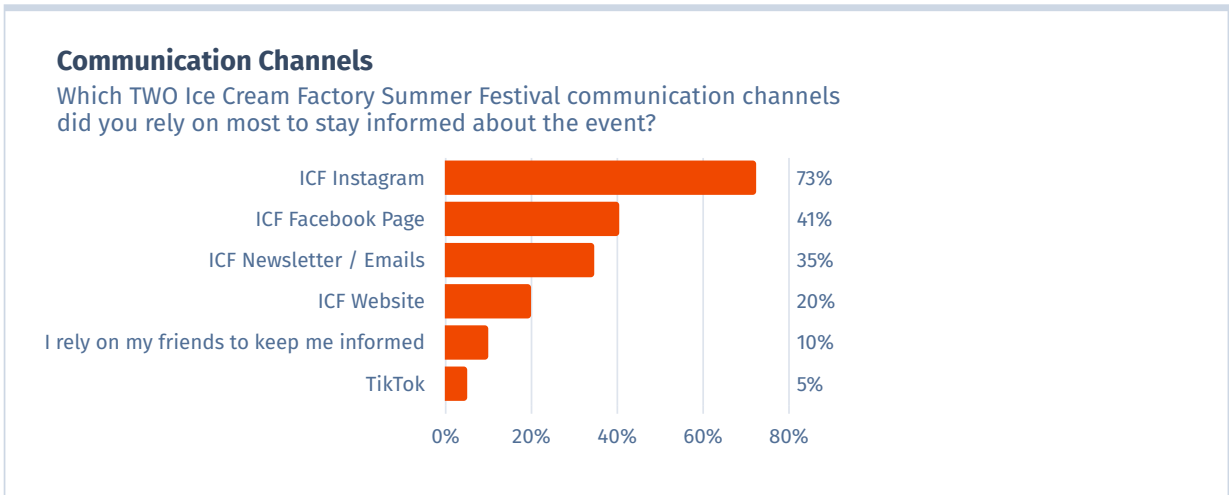
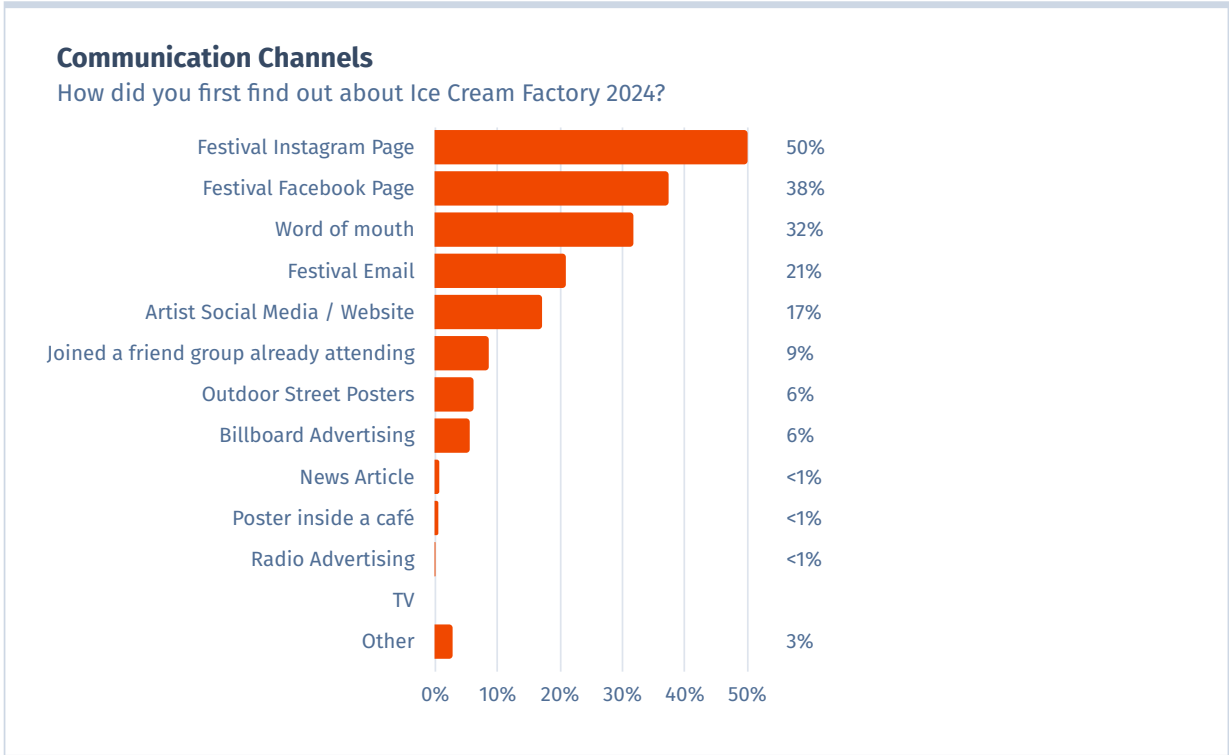


▲ Ice Cream Factory Summer Festival Perth 2021/22 — Photo: Matija Smojver

## 6. Marketing

### Which marketing methods used were most successful in attracting people to the event?

Respondents were asked to indicate how they heard about the event to evaluate the success of various marketing methods. 13 options were provided and respondents could choose as many as were relevant. Respondents were also asked to indicate which two communications channels they relied on most to stay informed about *Ice Cream Factory Summer Festival* prior to the event.



## Insights

Social media was a popular method of finding out about *Ice Cream Factory Summer Festival*, with the 'Festival Instagram Page' (50%) and 'Festival Facebook Page' (38%) being the most common. This was followed by 'Word of Mouth' (32%) and 'Festival Email' (21%). 'Artist Social Media / Website' was selected by 17% of the sample.

When asked to indicate which two communication channels respondents relied on to stay informed about the event, almost three-quarters of the sample selected 'ICF Instagram' (73%, up 20% from 2023/24), followed by 'ICF Facebook Page' (41%). 35% stated that they rely on 'ICF Newsletter / Emails' and 20% rely on the 'ICF website'. The least popular communication channel was TikTok (5%, up 2% from 2023/24).



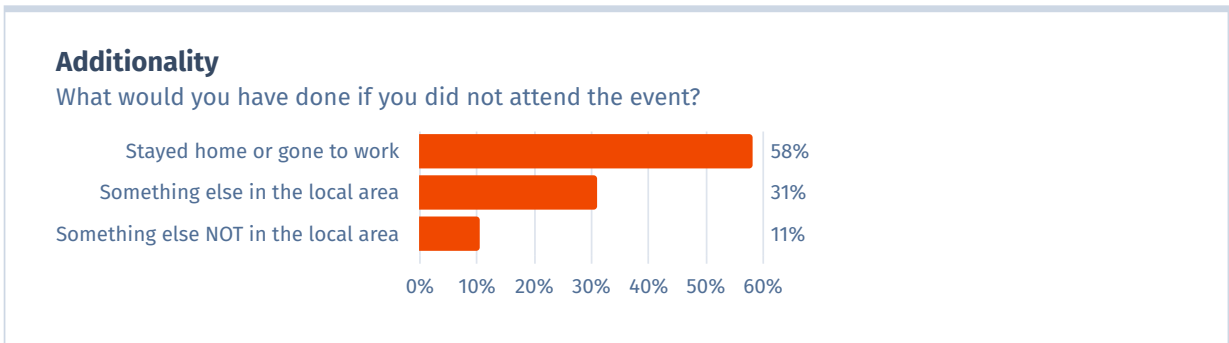
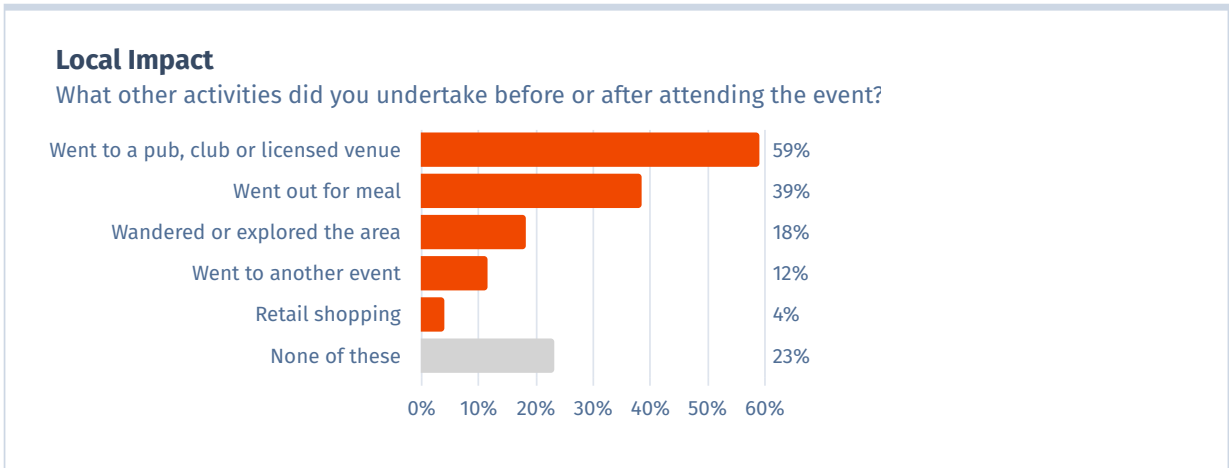


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## 7. Impact on the local area

### Activities

Respondents were asked questions about the type of activities they engaged in before and after the event. They were given six options and were able to choose as many answers as were relevant. Respondents were also asked to indicate what they would have done if they didn't attend the event. This helps organisers understand the type of impact on the local area.



Attendees who would not have visited the local area: **69%**

### Insights

59% of respondents reported going to a pub, club, or licensed venue before or after attending the event. This was followed by those who went out for a meal (39%), those who wandered or explored the area (18%), and those who went to another event (12%).

58% of the sample reported they would have stayed home or gone to work and 31% would have done something else in the local area. 11% would have done something else not in the local area.





▲ Ice Cream Factory Summer Festival Perth — Photo: Jack Dullard

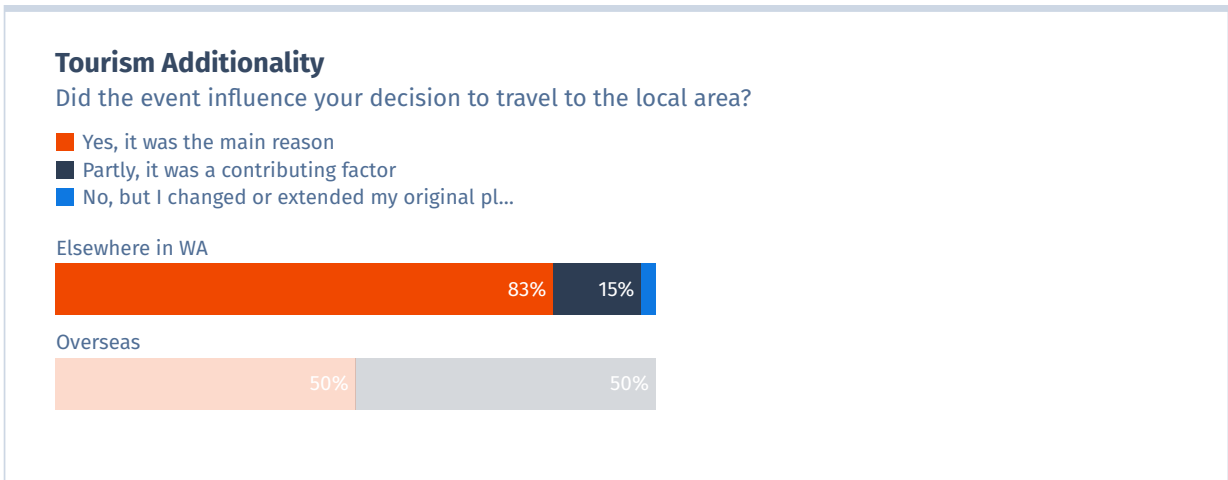
# Tourism

Survey respondents who identified as living Intrastate, Interstate or Overseas were asked additional questions about their spending and reasons for visiting. This data is used to determine the economic impact of the event on tourism-related spending.

Tourism additionality asks respondents how much influence the event had on their decision to visit WA (or Perth, for regional visitors). Tourists that indicated the event was their primary reason for visiting means that 100% of their trip spend is attributable to the event, whereas tourists who were unaware of the event before visiting indicates that the event was responsible for 0% of their trip spend.

A weighted exponential scale of attribution is applied to calculate an overall trip additionality figure in the economic impact calculations (i.e. 100%, 50%, 25%, 5%, 0%).

Respondents were also asked to identify their primary reason for travel. Response options for this question were sourced from Tourism Research Australia for benchmarking purposes.



## Insights

For tourists from Elsewhere in WA, 83% reported that *Ice Cream Factory Summer Festival* was their primary reason for travel while the event influenced 15% of respondents to travel to the local area. The sample for those who were from overseas was not large enough from which to draw meaningful insights.

100% of *Ice Cream Factory Summer Festival* tourist respondents reported their reason for being in Perth as visiting friends/relatives.



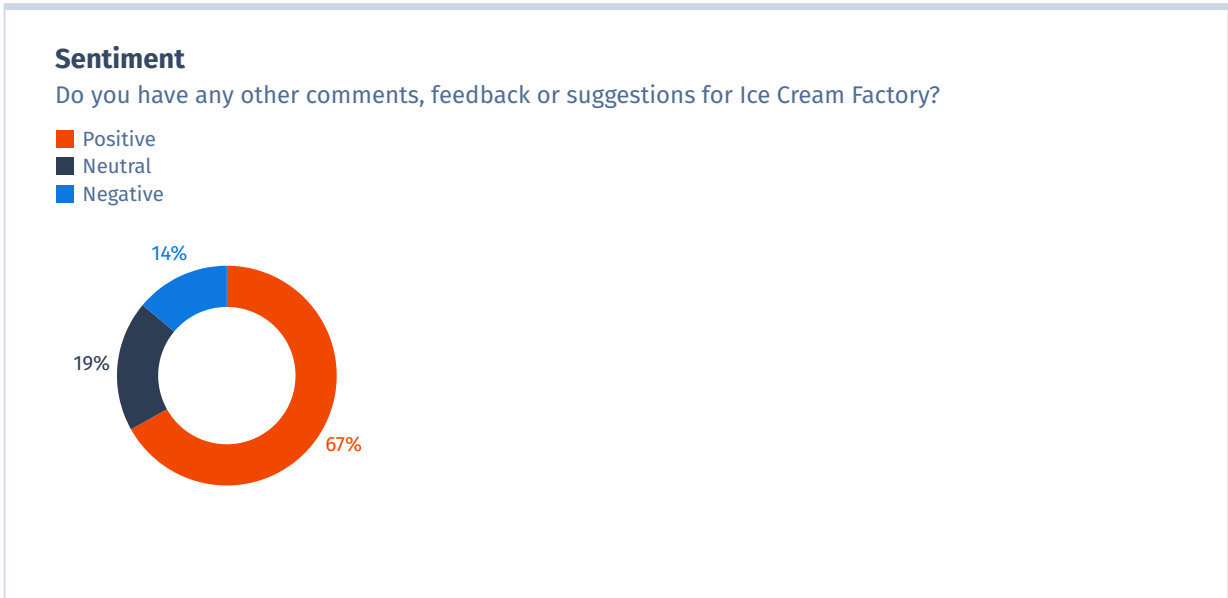


▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## 8. Comments

### Respondent sentiment

Respondents were asked to leave any additional feedback they had about the event. All feedback has been classified into positive, neutral or negative categories and this breakdown has been included in the chart below.



### General Feedback

Feedback helps organisations understand where the value of visitor experiences lies and how it can be improved and strengthened in the future. A selection of comments has been highlighted underneath.



- Great event! Very well organised and great location. Sound was amazing and silent disco well managed. Loved how the area had multiple areas. I'm an events manager myself and have to say one of the best in Perth. Very well done!*
- Can I just say, Amazing, Amazing, Amazing! The main stage is the best position its been from the yeara, the viewing platforms amazing, tequila / jagermeister bar, love! I honestly always have a blast you can you defiantly tell ICF is carrying their demographic. At this rate ive got a few sticker tattoos from ICF. Absolutely love this!!! Winter Snow Ball Factory surely!?*
- Absolutely great venue and set up! Loved the acts and the VIP area was great with the separate toilets and bar access! It was my first time going this season and ended up coming back multiple times! Loved main acts and the silent disco was epic!*
- Absolutely adored the VIP area - especially having seating! As someone with a mild disability, and struggling, but LOVE watching artists up close, I love paying*



*for the private bar, toilet, seat etc*

*Has become the friend groups favourite summer activity which we look forward to attending every year. It's always nice to see how the set up changes and what new rides and bars there are. Covers a lot of bases for friends that like different things I.e, main stage, silent disco, range of bars. Always guaranteed an eventful night that's usually great value for money!*

*Second year experiencing ICF and absolutley love it, have such a great time and even got my first tattoo this year (of an ice cream of course haha). Can't wait till the next season!!*



*Location is fantastic, events are better and better every year. Only downside is the cost to attend these events is getting pretty high, so where I would normally go to 5-6 of these events we only went to 3 this year. Doing a great job, would love to see more drum and bass artists*

*More surprise artists! And definitely more rides. Makes it very engaging and unique, I dont know any other events that are similar to ICF*

*Only constructive feedback was the silent disco set up. In 2023 the set up was so inviting, this year for 2024 it just felt quite basic in comparison. Otherwise loved it all*

*The main thing was the entry process. The lines were long to get in and we ended up missing the support act as we were still waiting in line. But disappointing for a ticketed event to have that long of a line to get in. Once we were in though it was very easy to get drinks and move around and we had a very enjoyable night*



*Sub par lighting and sound quality was weak. Poor bass with distortion and pitchy on the high end. A complete music cut off at 11pm is just laughable. The bull riding was cool and different. Definitely need a better drink selection, including sugar free options (which there were none). The "chillout" area is super bright and totally exposed out in the open. The point of this has been completely missed. A promising venue that seems like it only went 50% of the way. The silent disco is super tacky and lame. The whole event needs a massive overhaul. Nice presence of ambulance officers/trained medics on site just on case.*

*Please have more sugar free alcohol options. My friend is diabetic and pretty much all she could drink was sugar free red bull and vodka which is ridiculous*

*The reduction in amount of stages has made a difference. When you had 3 stages (Silent disco outdoors, indoor stage and main outdoor stage) I feel as though the spread of people was better managed. I found that I attended the*

*event later in the night because if you didn't like the pre acts on the main stage, your only option was to go to the silent disco. Some local acts or DJ's on a small stage as an extra option I think would make a positive difference!*

*Please please have soap or sanitizer in the toilets. I went on 2 occasions, opening night and to one of the fringe shows and not once was there soap in any of the bathrooms.*



▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver

## 9. Economic Impact Analysis

[TODO]

Survey respondents were asked to estimate how much they had spent before and after the event, on accommodation, as well as indicate what they would have done had they not attended. Combining this data with attendance figures provided by the organisers allows us to estimate the overall economic impact on the local area.

### Event Impact

ORIGIN	UNIQUE ATTENDEES	PRIMARY PURPOSE ATTENDEES	NIGHTS STAYED FOR EVENT
Perth Metro Area	49,900	33,880	4,166
Elsewhere in WA	3,950	3,589	3,090
TOTAL	53,850	37,469	7,256

### Average Spend

ORIGIN	EVENT SPEND	ACCOMMODATION PER NIGHT	TRIP SPEND
Perth Metro Area	\$97	\$141	-
Elsewhere in WA	\$144	\$98	\$268
OVERALL AVERAGE	\$100	\$138	\$268

### Attendee Direct Spend

ORIGIN	EVENT SPEND	ACCOMMODATION SPEND	TRIP SPEND	TOTAL EXPENDITURE
Perth Metro Area	\$3,275,572	\$587,187	-	\$3,862,759
Elsewhere in WA	\$516,960	\$304,141	\$962,094	\$1,783,196
TOTAL	\$3,792,532	\$891,328	\$962,094	\$5,645,955

### Return On Investment

	ROI
Audience Expenditure	\$5,645,955
Organiser Expenditure	\$6,782,430
Return on Investment	0.83

### Impact Breakdown

Total unique attendees	53,850
Primary purpose visitors from outside of the region	3,589
Percentage of visitors from outside region who stayed overnight	33%
Direct nights generated by the event by visitors from outside the region	3,090
Direct audience expenditure - Visitors (additional to economy)	\$1,783,196
Direct audience expenditure - Locals (stimulated)	\$3,862,759
Organiser expenditure	\$6,782,430
Total impact	\$12,428,385

## Multiplied Impact

	DIRECT IMPACT	MULTIPLIED IMPACT
<b>Total Nights Generated</b>	<b>7,256</b>	
<b>Attendee Spending</b>	<b>\$5,645,955</b>	<b>\$16,885,124</b>
<i>Event/Visit</i>	<i>\$3,792,532</i>	<i>\$11,529,297</i>
<i>Accommodation</i>	<i>\$891,328</i>	<i>\$2,522,459</i>
<i>Trip</i>	<i>\$962,094</i>	<i>\$2,833,367</i>
<b>Organiser Expenditure</b>	<b>\$6,782,430</b>	<b>\$18,651,683</b>
<b>Total Impact</b>	<b>\$12,428,385</b>	<b>\$35,536,806</b>

Overseas and Interstate categories were not included due to low sample sizes and lack of reported spend.

**Note:** For the purpose of this analysis, output multipliers derived from *ABS Output Tables 2020-21* have been applied to direct impact expenditure to calculate multiplied impact.

- *Event/Visit* expenditure scaled by an output multiplier of 3.04 - the national Food and Beverage multiplier.
- *Accommodation* expenditure scaled by an output multiplier of 2.83 - the national Accommodation multiplier.
- *Trip* expenditure scaled by an output multiplier of 2.95 - an average of national Retail (2.85) and Food and Beverage (3.04) multipliers.
- *Organisation* expenditure scaled by an output multiplier of 2.75 - the Australian National Heritage, Creative and Performing Arts output multiplier.





▲ Ice Cream Factory Summer Festival Perth — Photo: Matija Smojver



Data and Insights by  
**CultureCounts**

Report prepared for



This report has been prepared by Culture Counts. The authors would like to thank all stakeholders and staff for their participation in this research.

Approved by: Shelley Timms  
Date of Approval: 6 March 2025.



# Ice Cream Factory Summer Festival Perth 2023

Bar Pop

47.2k

TOTAL ATTENDANCE

1.5k

PUBLIC RESPONDENTS

7

QUALITY METRICS

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▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 1. Background

## Ice Cream Factory Summer Festival

*Ice Cream Factory Summer Festival* captures the spirit of an Australian Summer; warm nights, outdoor dance floors, live music, innovative activations and pop-ups galore.

The annual festival transformed the former Peter's Ice Cream Factory Site into a fully immersive arts, music and cultural experience including a silent disco, music performances from San Cisco, Mallrat and Phau and other incredible activations. *Ice Cream Factory Summer Festival 2023* took place from 1 December to 31 December culminating in an epic New Year's Eve celebration.

### Evaluation Methodology

Bar Pop engaged Culture Counts to survey people that had purchased tickets to *Ice Cream Factory Summer Festival*.

1497 responses were collected in the survey, which was designed to assess the qualitative, social and economic impact of the festival. The survey was delivered via an online delivery link sent to the email addresses of ticket holders.

Each survey contained a range of 'dimension' questions, asking the public about their experience of *Ice Cream Factory Summer Festival*. These quality dimensions have been developed with the sector to measure the impact and value of place activation, events, and design.

The survey contained 7 different dimensions, which are listed below and have been selected following Bar Pop's main strategic objectives.

### Public Assessment

Domain	Dimension	Dimension statement
Social	Connection	It helped me to feel connected to people in the community
	Safe	It made me feel safe and welcome
	Access	It gave me the opportunity to access activities I would otherwise not have access to
Economic	Diversity	It engaged people from different backgrounds
Quality	Cultural contribution	It provides an important addition to the cultural life of the area
	Excellence	It is one of the best examples of its type that I have seen
	Presentation	It was well produced and presented

Dimensions are assessed on a Likert scale, in which respondents move a slider to a point that indicates whether they agree or disagree with the dimension statement. An example of a Likert scale can be seen below.



## Connection: It helped me to feel connected to people in the community

Rate how much you agree or disagree with this statement

Strongly Disagree

Neutral

Strongly Agree



Slide to record a response





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## 2. Attendee Profile

### Demographics

#### Who completed the survey?

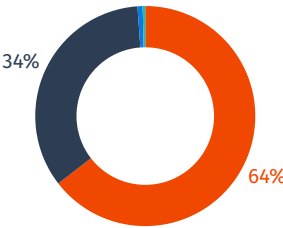
Survey respondents were asked to provide their gender, age, employment status and living situation. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

The charts below show the proportion of survey responses captured for gender, age, employment status and living situation.

#### Gender

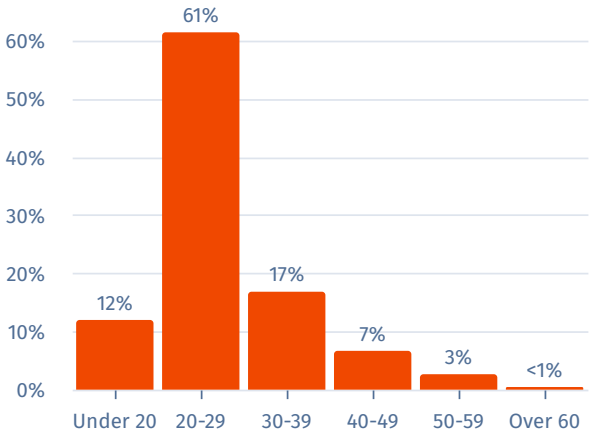
How would you describe your gender?

- Female
- Male
- Prefer not to say
- In another way



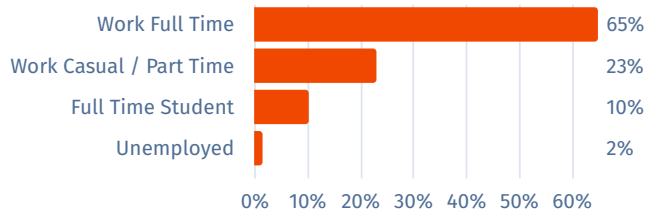
#### Age Group

What is your age?



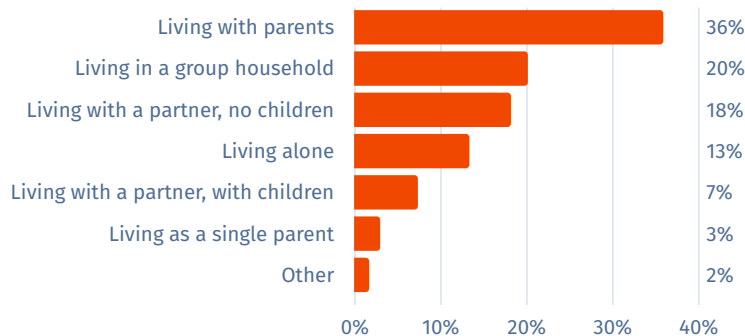
## Employment Status

What best describes your current employment?



## Living Situation

What best describes your living situation?



## Insights

64% of the entire sample identified as female, 34% identified as male, and 2% identified in another way or preferred not to say. Those aged between 20–29 made up the majority of respondents (61%). This was followed by the 30–39 (17%), under 20 (12%) and 40–49 (7%) age cohorts. The 50–59 age group made up 3% and those aged over 60 made up less than 1% of the sample.

65% of respondents reported to be work full-time workers, while 23% work casually/part-time. Full-time students made up 10% of respondents and 2% indicated they were unemployed.

When asked about their living situation, over one-third of respondents (36%) reported living with their parents. This was followed by those living in a group household (20%), those living with a partner (no children) (18%), and those who live alone (13%). 7% of respondents live with their partner (with children) and 3% are single parents.



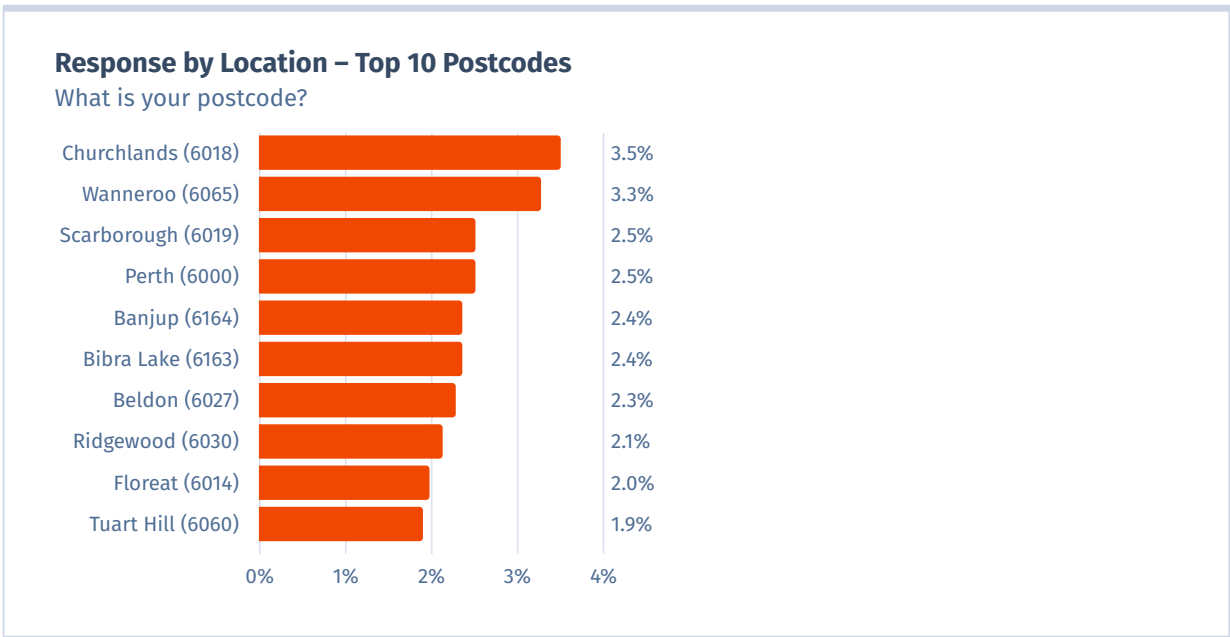
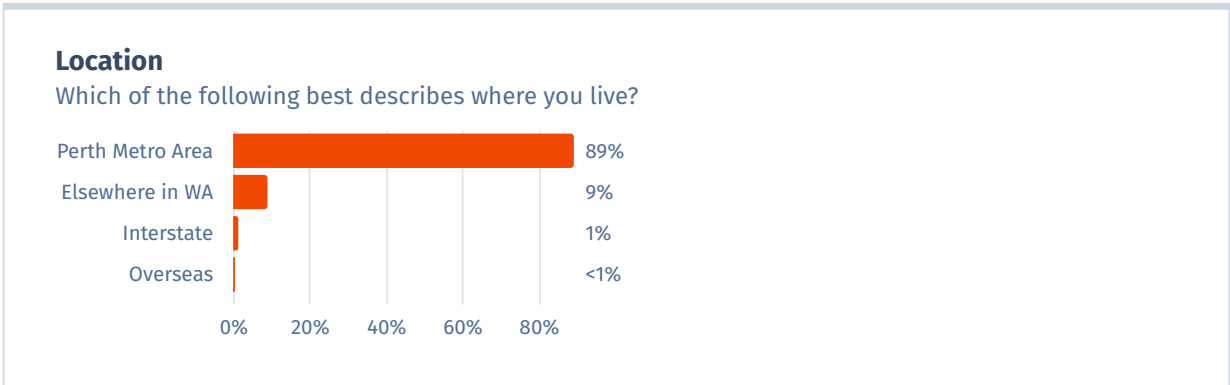


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Location and Postcode

Survey respondents were asked to provide their location origin and postcode. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

The charts show the proportion of survey responses captured for location origin and postcode.



### Insights

Most (89%) respondents reported living in the Perth Metro Area. 9% reported living elsewhere in WA, 1% were from interstate and less than 1% were from overseas.

Churchlands (3.5%) was the most commonly cited postcode. This was followed by Wanneroo (3.3%), Scarborough (2.5%), Perth (2.5%), Banjup (2.4%) and Bibra Lake (2.4%).



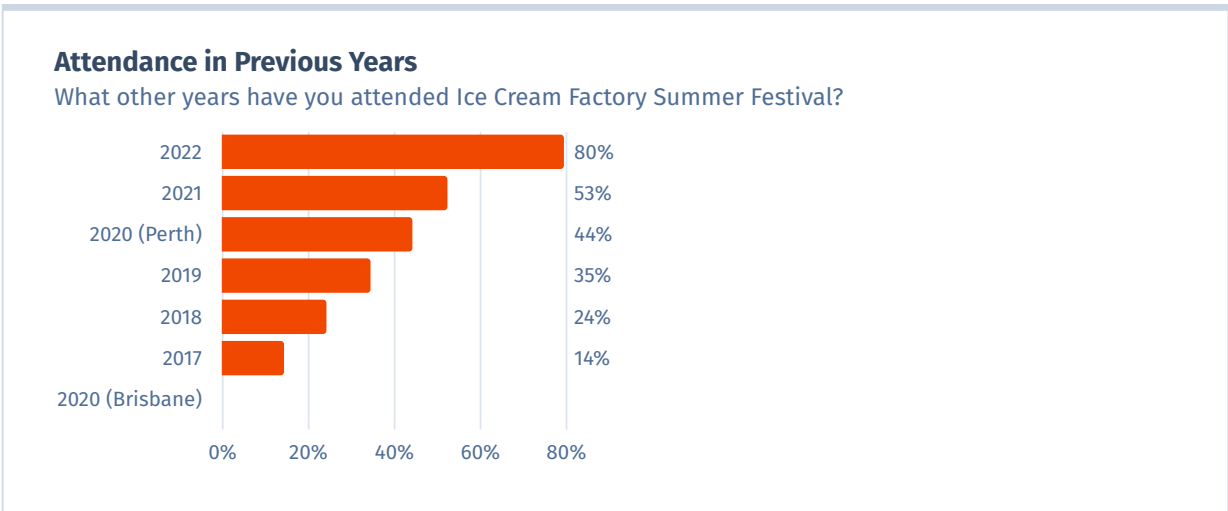


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



## Prior Attendance

All respondents were asked whether they had attended *Ice Cream Factory Summer Festival* or *Factory Summer Festival* events in the past and if so, which year(s) they had attended. This analysis provides insights into attendees' past experience of *Factory Summer Festival* events and allows for comparisons to be made between repeat and first-time attendees.



## Insights

Almost half of the sample (49%) indicated that it was their first time attending the *Ice Cream Factory Summer Festival* whilst the remaining 51% had attended previous events. This demonstrates the festival's ability to both attract new audiences and retain past attendance.

The majority of return attendees (80%) were at last year's event. 53% of the sample attended the 2021 event, 44% the 2020 (Perth) event and 35% attended in 2019. 24% of the sample attended in 2018 and 14% in 2017. There were no reports of attending the 2020 (Brisbane) event. The results suggest a growth in loyalty and repeat attendance per year.

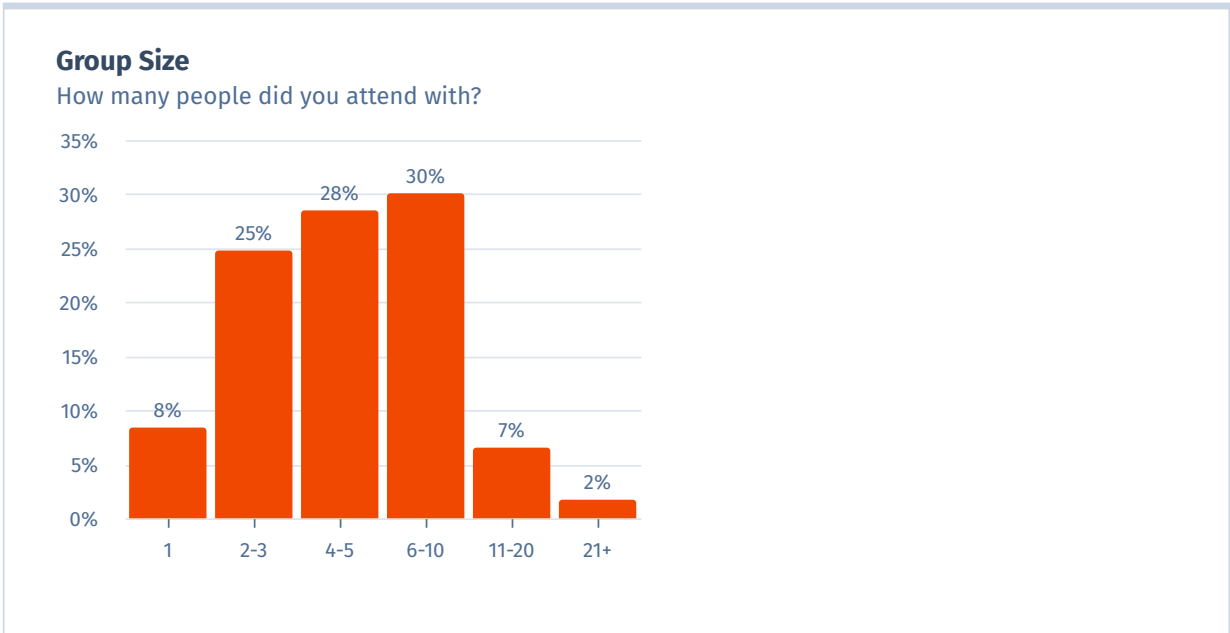


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Group Size

## How many people did you attend Ice Cream Factory Summer Festival with?

In order to understand the typical group behaviour at *Ice Cream Factory Summer Festival*, respondents were asked about their party characteristics, including how many people they attended the event with.



Average Group Size: **6 people**

### Insights

30% of respondents attended the festival with a group of 6-10 people, making up the largest proportion of responses. This was followed by groups of 4-5 (28%) and groups of 2-3 (25%). 8% of respondents attended alone, 7% attended as a group of 11-20 people, and less than 2% attended with a group of 21 or more people. The average group size was determined to be 6 people.

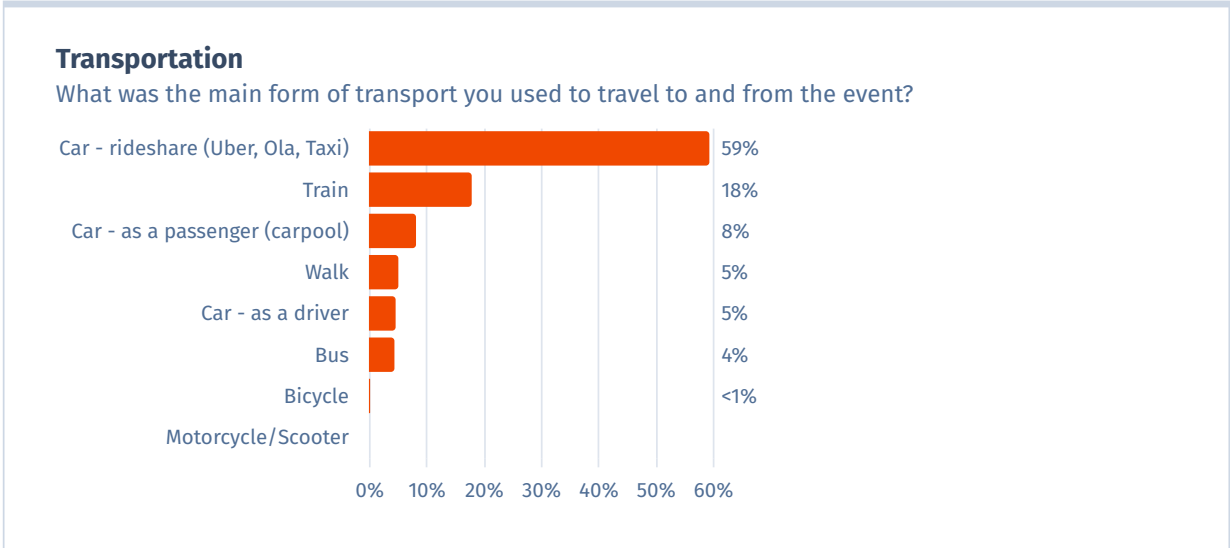




# Method of Transport

## How did people get to and from *Ice Cream Factory Summer Festival*?

Respondents were asked to identify which mode of transport they used to get to *Ice Cream Factory Summer Festival*. This will give organisers an idea of transportation needs, and the opportunity to create programming and initiatives based on these behaviours.



### Insights

Rideshare services (such as Uber, Ola, Taxi) (59%) were the most popular mode of transport to the *Ice Cream Factory Summer Festival*. 18% caught the train and 8% carpooled as a passenger to the event. Those who drove and walked to the event both made up 5% of the sample while 4% took the bus. Less than 1% of the sample rode their bike and there were no reports of respondents using a motorcycle or scooter to travel to the event.



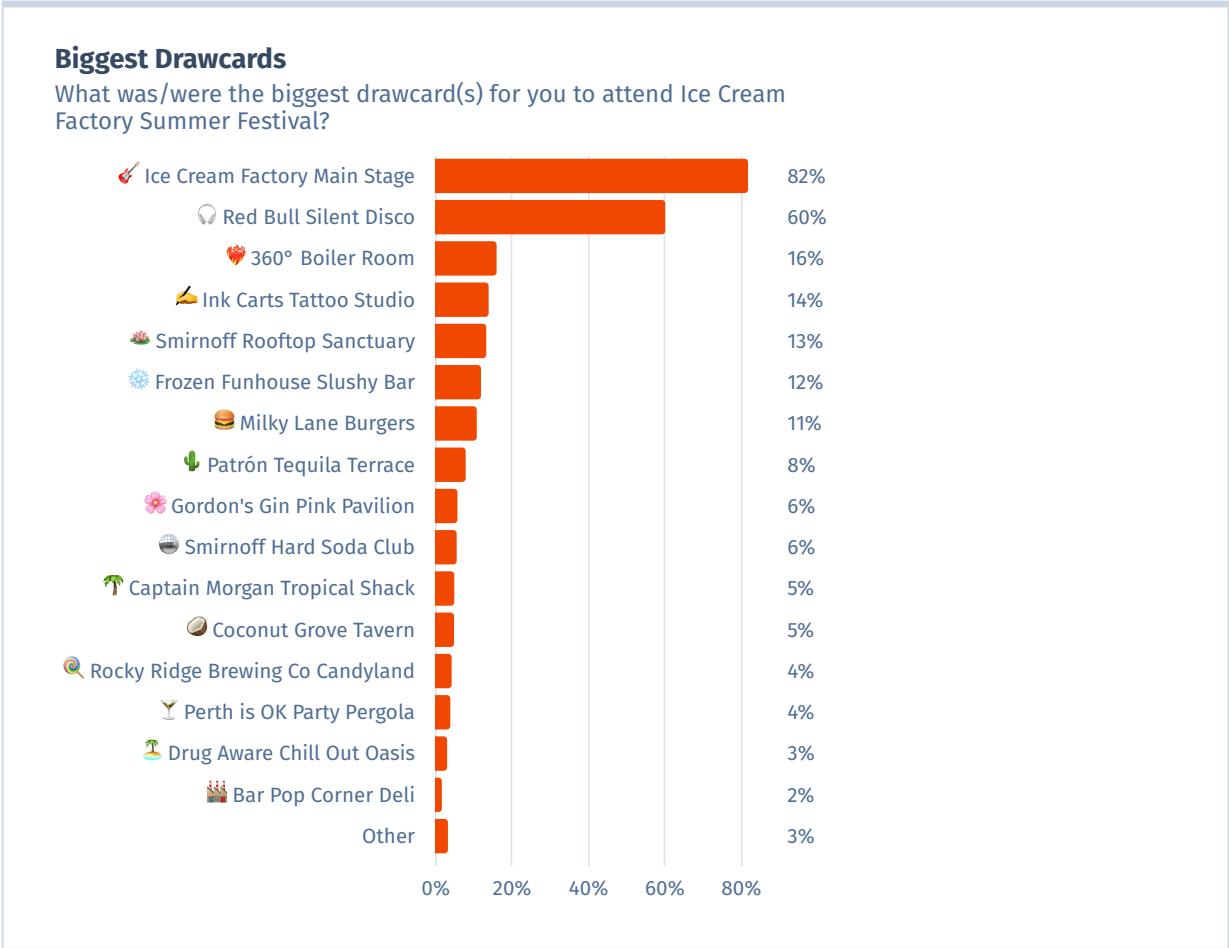


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Biggest Drawcards

### What were the biggest drawcard(s) that attracted attendees to the event?

Respondents were asked to indicate what their biggest drawcard(s) were when choosing to attend *Ice Cream Factory Summer Festival* . This was asked as a multiple-choice question and respondents could select as many answers as were applicable.



### Insights

The two biggest drawcards for the event were the Ice Cream Factory Main Stage and the Red Bull Silent Disco, with 82% and 60% of respondents selecting these from the list. This was followed by the 360 Boiler Room (16%), Ink Carts Tattoo Studio (14%) and the Smirnoff Rooftop Sanctuary (13%). Whilst still a drawcard for some, the Drug Aware Chill Out Oasis (3%) and Bar Pop Corner Deli (2%) were the least chosen from the list.





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

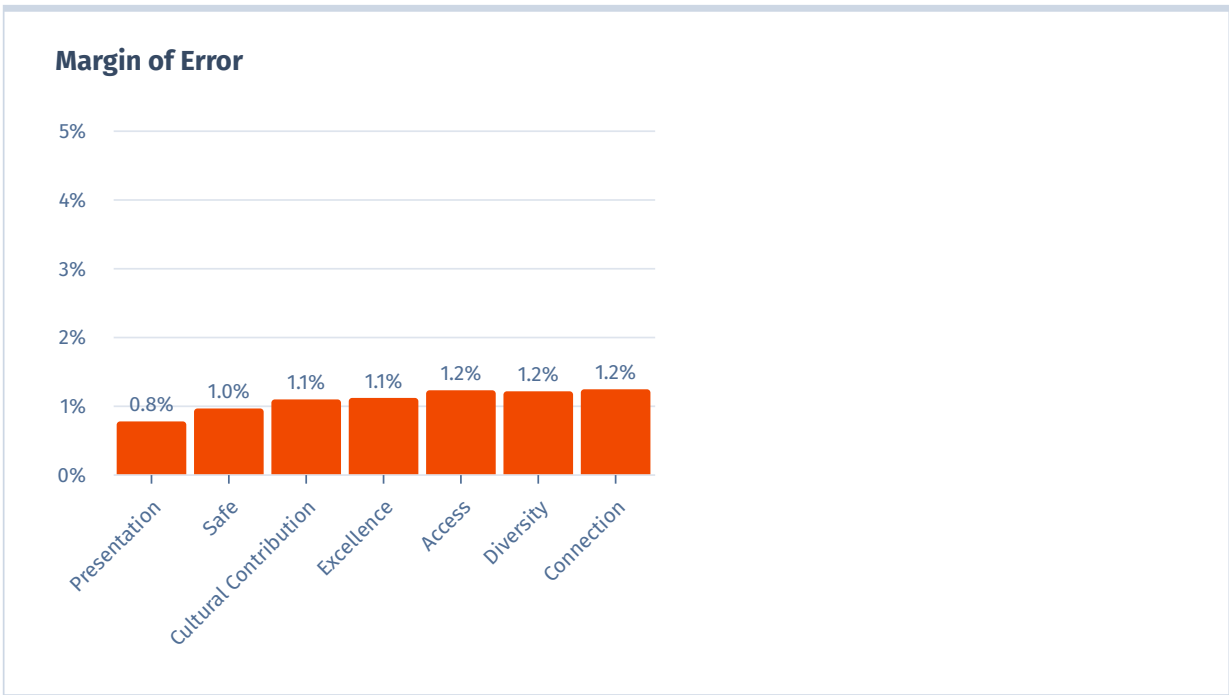
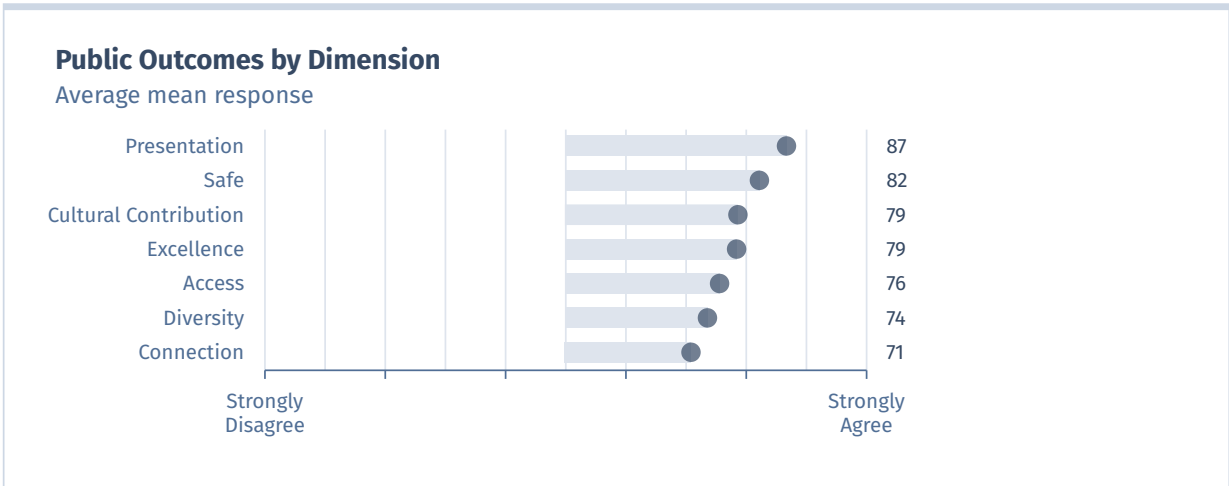
### 3. Event Outcomes

#### Overview

#### What did the public think of *Ice Cream Factory Summer Festival*?

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements in relation to the event. The following charts contain the response data for 'public' responses, showing the average result for each dimension.

The Culture Counts platform provides various methods to capture survey responses at minimal marginal cost. Achieving larger samples enables organisations to be more confident that the average result and opinions of the survey group are representative of the total audience. The accompanying margin of error chart shows the expected differences for the associated dimension results calculated at a 95% confidence level.



## Insights

Of the dimensions measured, 'Presentation' (87/100), 'Safe' (82/100), 'Cultural Contribution' (79/100) and 'Excellence' (79/100) received the highest average levels of agreement, indicating that respondents were most likely to agree that that the event was well produced and presented, that it made them feel safe and welcome, that it provided an important addition to the cultural life of the area and that it was one of the best examples of its type that they had seen. This was followed by 'Access' (76/100) and 'Diversity' (74/100), demonstrating that respondents were also likely to agree that the event gave them the opportunity to access activities they would not otherwise have access to and that it engaged people from different backgrounds.

While still a positive result, 'Connection' (71/100) received the lowest average score overall, indicating that respondents were least likely to agree that the event helped them to feel connected to people in the community.

At a 95% confidence level, the margin of error for dimensions ranged from 0.8% to 1.2%. This means that we can be 95% confident that if we surveyed the entire Ice Cream Factory Summer Festival attendee population, the average outcome for 'Cultural Contribution' would fall within 1.1% of the average generated by the sample.





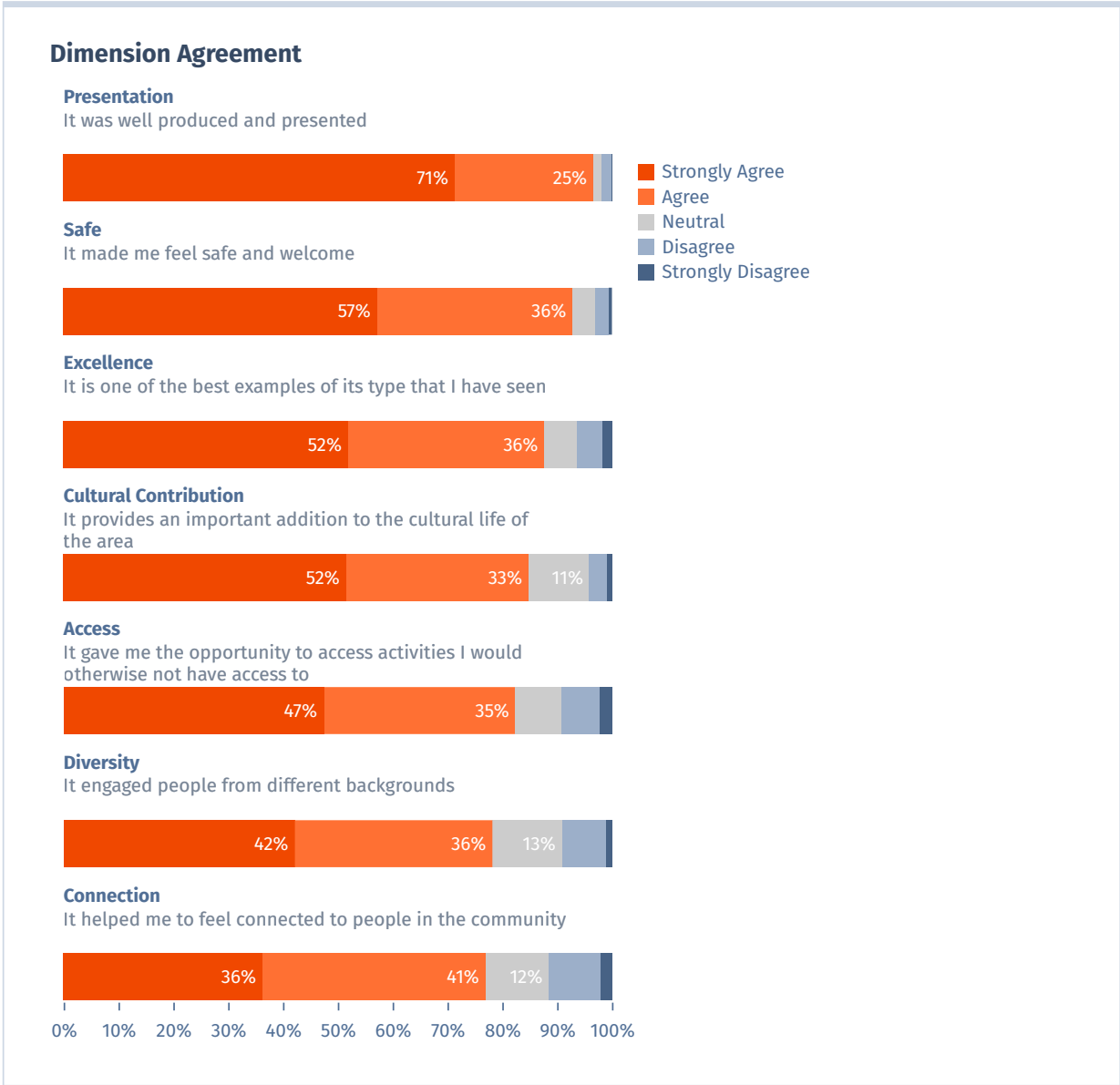
▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



# Outcomes Agreement

Culture Counts uses a slider input to measure responses for dimension statements as part of the evaluation methodology. This method also provides the capability to understand response results within a typical 5-point agree-to-disagree format.

The following chart contains the response data for 'public' responses and shows the percentage of people that agreed or disagreed with each of the statements, using a 5-point ordinal Likert scale.



## Insights

'Presentation' (96%) received the highest level of overall agreement, indicating that almost the entire sample of respondents agreed that the event was well produced and presented, an excellent result.

This was followed by 'Safe' (93%) and 'Excellence' (88%), indicating that the majority of respondents also agreed that it made them feel safe and welcome and that the event was one of the best examples of its type. 'Cultural Contribution' (85%) also produced a positive result, indicating respondents agreed that the event provides an important addition to the cultural life of the area.

'Connection' (77%) received the lowest level of agreement overall, indicating that the smallest proportion of respondents agreed that the event helped them to feel connected to people in the community.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

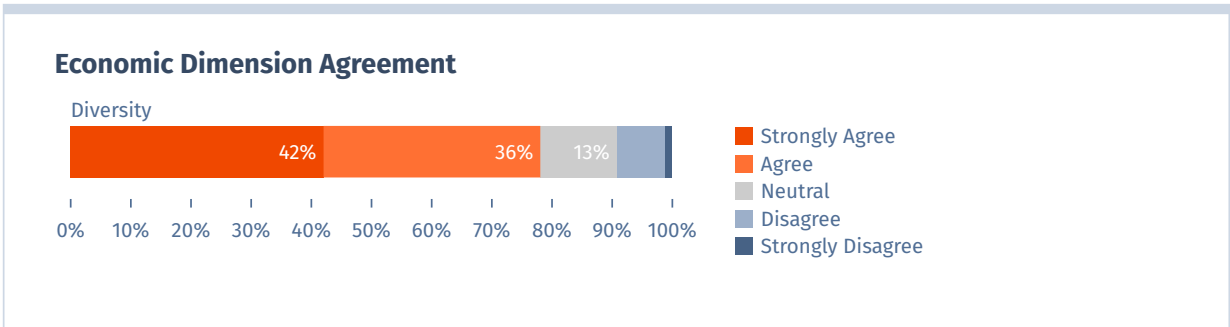
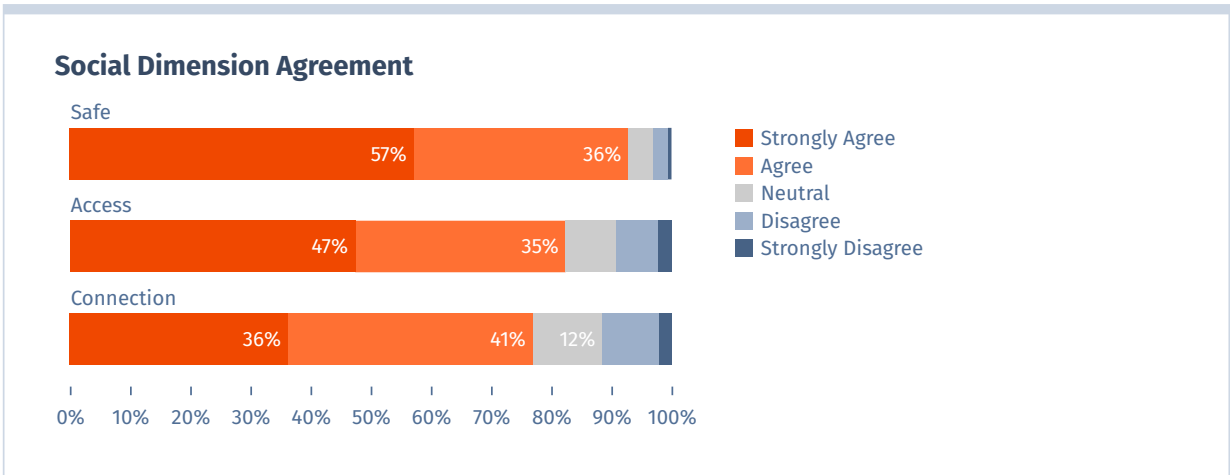
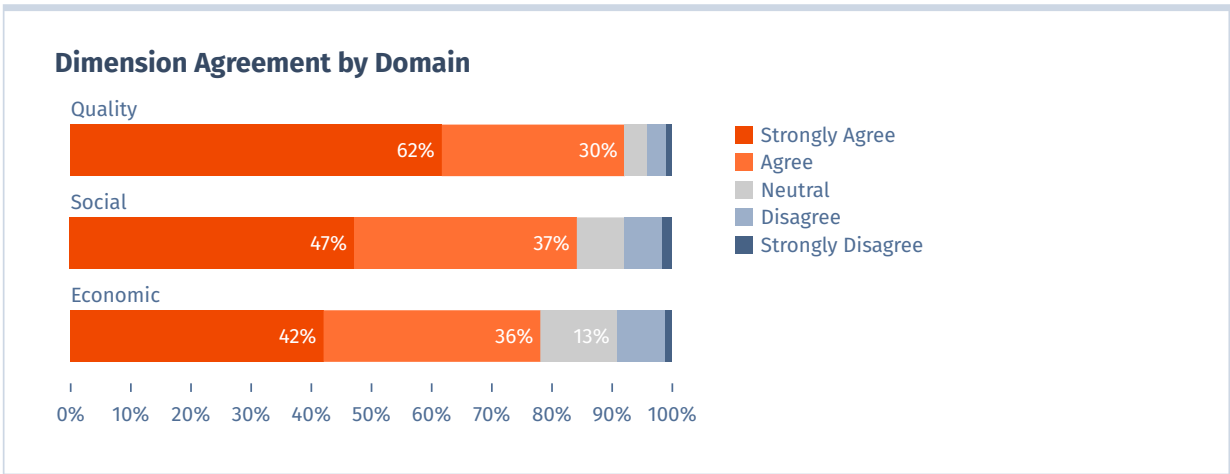
## Outcomes by Domain

Dimension statements can be categorised into their representative outcome domain. Outcome domains represent categorisations of dimensions based on their general area of focus. For example:

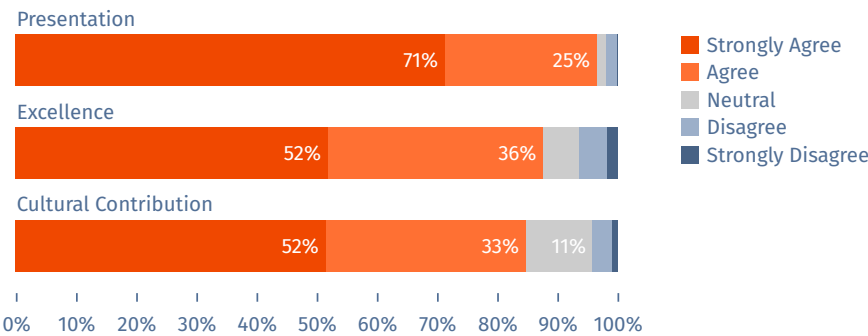
**Social Outcomes** represent dimensions that support a society that creates and promotes participation in community life and fosters the realisation of self within an individual.

**Economic Outcomes** represent dimensions that seek to promote dynamic and resilient local economies that are required to sustain vibrant communities.

**Quality Outcomes** represent dimensions that connect the quality of what is produced to the realisation of intentions and the strength of their impact.



### Quality Dimension Agreement



### Insights

The highest-ranking domain overall was Quality (92%), followed by Social (84%) and Economic (78%). This demonstrates that the event excelled in its Quality outcomes, and in particular, 'Presentation' (96%), suggesting respondents were highly likely to agree that the event was well produced and presented.





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

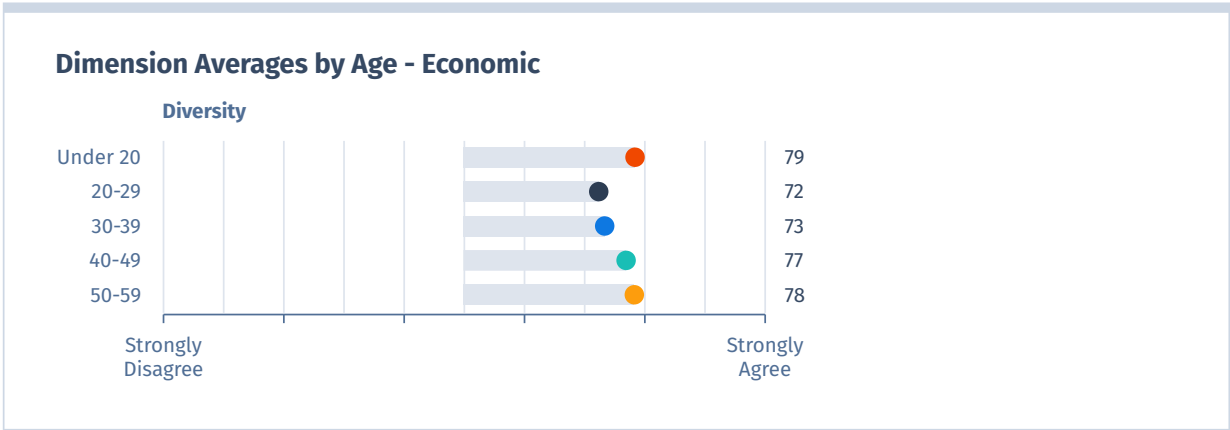
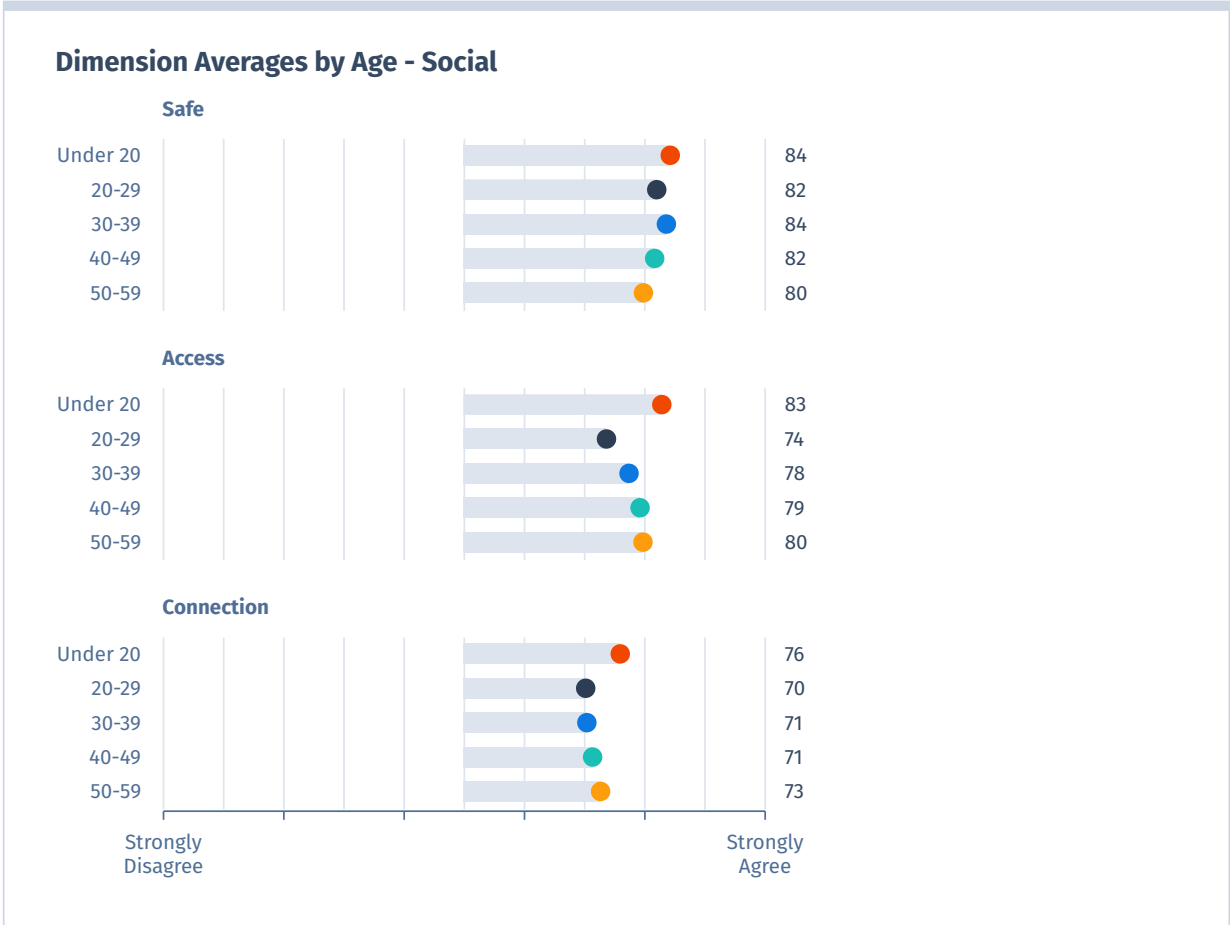


# Outcomes by Demographics

## Does gender or age influence public outcomes?

Every respondent was asked to identify their gender and age as part of the survey. This information enables perceptions to be filtered by demographics and helps organisers understand whether outcomes are different based on these attributes.

The below charts show the dimension results for each of the dimensions based on gender and age group.



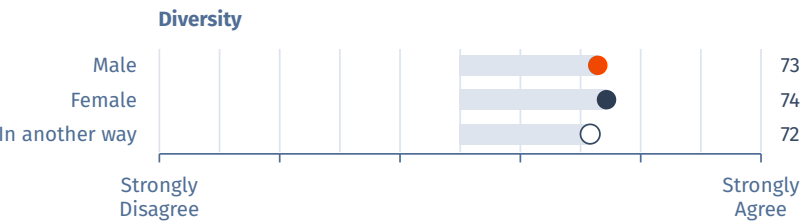
## Dimension Averages by Age - Quality



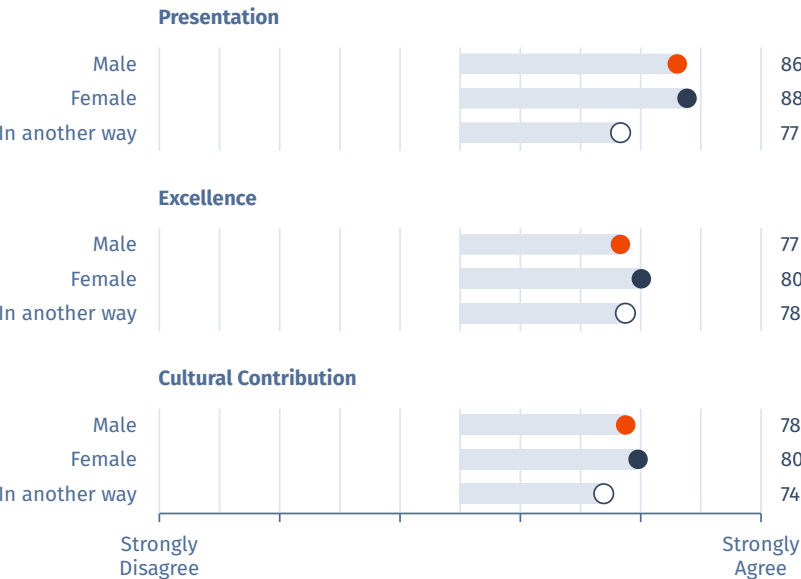
## Dimension Averages by Gender - Social



Dimension Averages by Gender - Economic



Dimension Averages by Gender - Quality



## Insights

Respondents in the under 20 age cohort produced consistently high average scores for five out of the seven dimensions measured, namely 'Safe', 'Access', 'Connection', 'Diversity' and 'Excellence'. The 50-59 age cohort produced the highest scores for 'Presentation' (91/100) and 'Cultural Contribution' (83/100), only second after the under 20 cohort.

Results across the remaining age cohorts were consistent. Those aged between 20-49 produced the same score for 'Presentation' (87/100) indicating that respondents within these groups had the same level of agreement on average when considering whether the event was well produced and presented.

Males and females tended to give similar dimension scores across the full range of dimensions, though those who identified as female scored slightly higher across all outcome areas. 'Access' had the greatest variation in average score (5/100), indicating that males were less likely to agree that the event gave them the opportunity to access activities they would not otherwise have access to. The sample size for those who identified in another way was not large enough from which to draw significant insights from.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

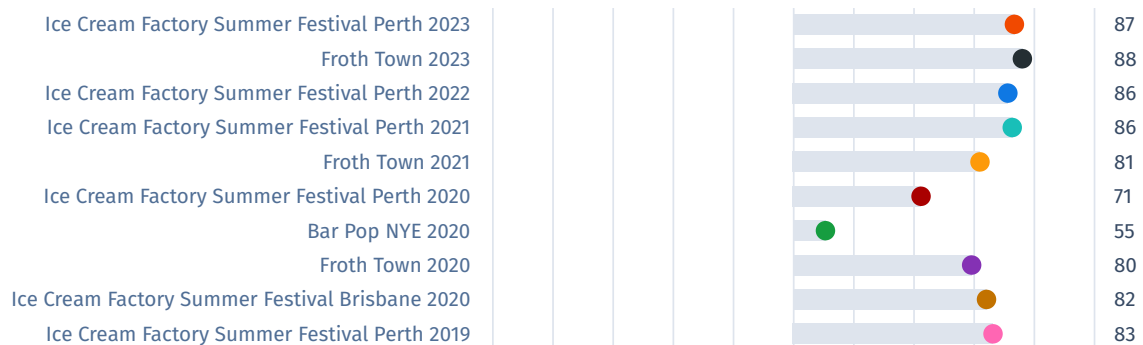
## Event Outcome Comparison

### How do outcome scores compare across different Bar Pop events?

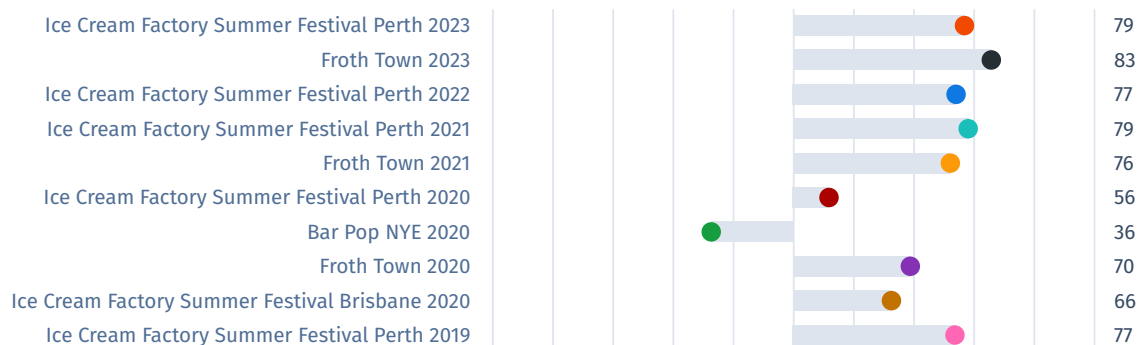
Dimensions used in the *Ice Cream Factory Summer Festival Perth* evaluation were also measured for Bar Pop's various events since 2019, including *Froth Town* and *Bar Pop NYE*. This consistent measurement allows Bar Pop to benchmark its results and to track progress in achieving strategic outcomes over time and across different offerings. It also allows organisers to understand how attendees' experiences have differed between the events.

#### Event Outcome Comparison (Quality)

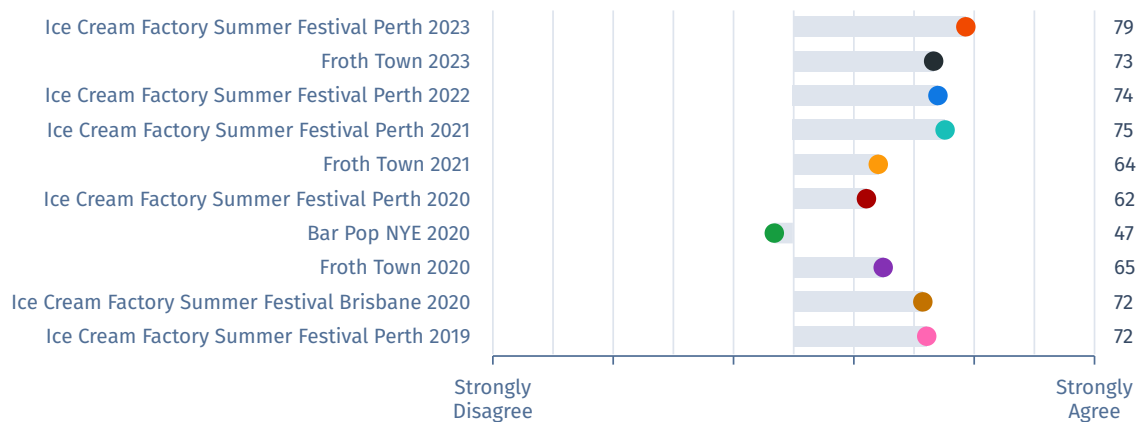
##### Presentation



##### Excellence



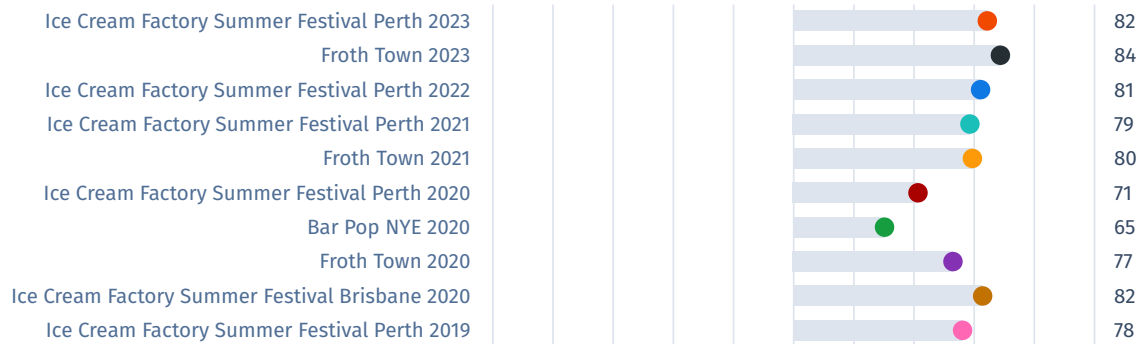
##### Cultural Contribution



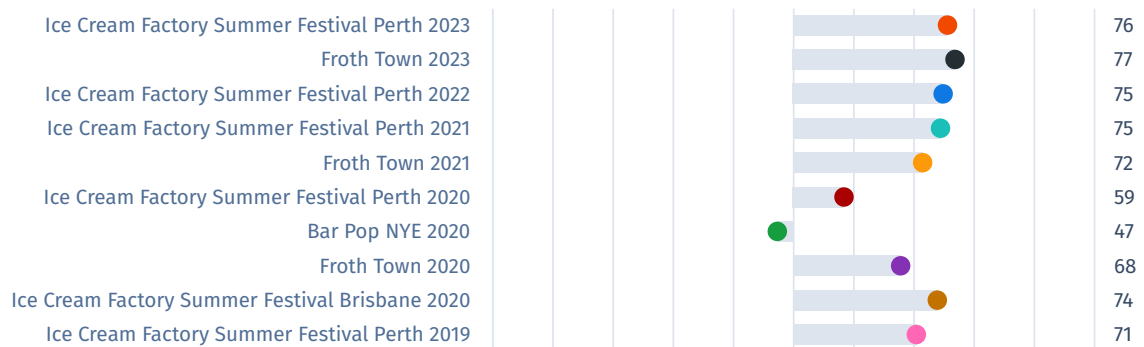


## Event Outcome Comparison (Social)

### Safe



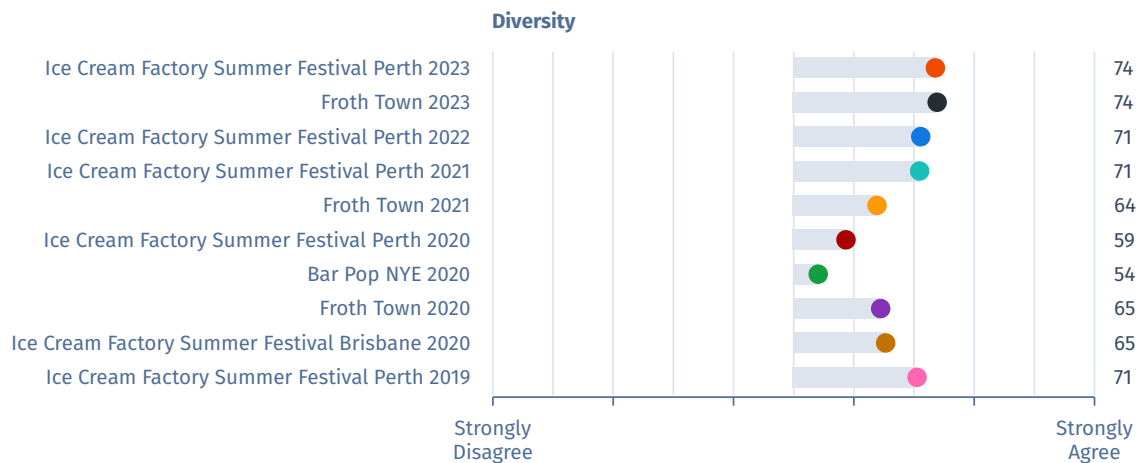
### Access



### Connection



## Event Outcome Comparison (Economic)



### Insights

*Ice Cream Factory Summer Festival 2023* consistently scored higher across all dimensions when compared with last year's event. 'Cultural Contribution' (79/100) demonstrated the greatest variation when compared to *Ice Cream Factory Summer Festival 2022* (+5/100). 'Diversity' (74/100) scored the same in 2023 and it did in 2022, indicating respondents were likely to consistently agree that it engaged people from different backgrounds. When compared to *Froth Town 2023*, results were slightly lower.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 4. Overall Experience

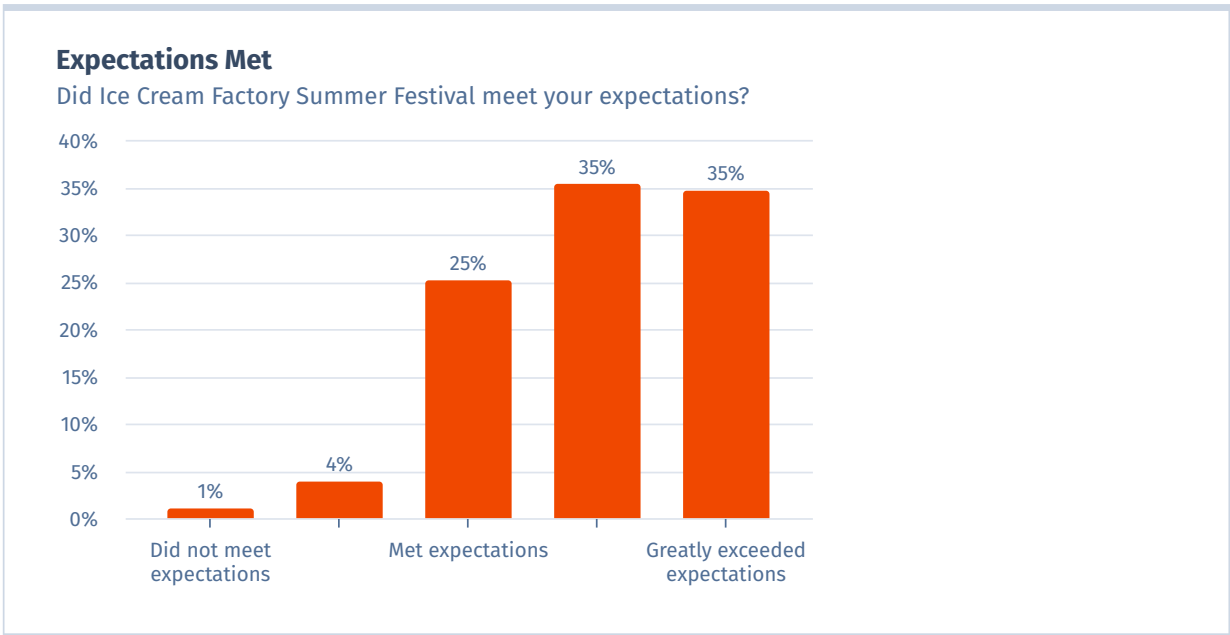
## Attendee expectations

### Did Ice Cream Factory Summer Festival meet attendees' expectations?

As part of the survey, attendees were asked to rate their overall experience and to indicate whether or not the event met their expectations. The results are shown in the charts below.



Good or Excellent: **96%**



Expectations met or exceeded: **95%**

## Insights

Almost the entire sample (96%) of respondents reported having a positive experience at *Ice Cream Factory Summer Festival*, an excellent result. Of these respondents, 59% reported their experience as being excellent and 37% reported their experience as being good. 2% felt neutral about their experience, 1% had a poor experience and less than 1% reported having a terrible experience.

95% of respondents reported having their expectations met or exceeded. Of this group, three quarters of the sample reported having their expectations exceeded (75%), with an equal proportion (35%) reporting their expectations as being somewhat exceeded or greatly exceeded.

Only 5% of all respondents did not have their expectations met.





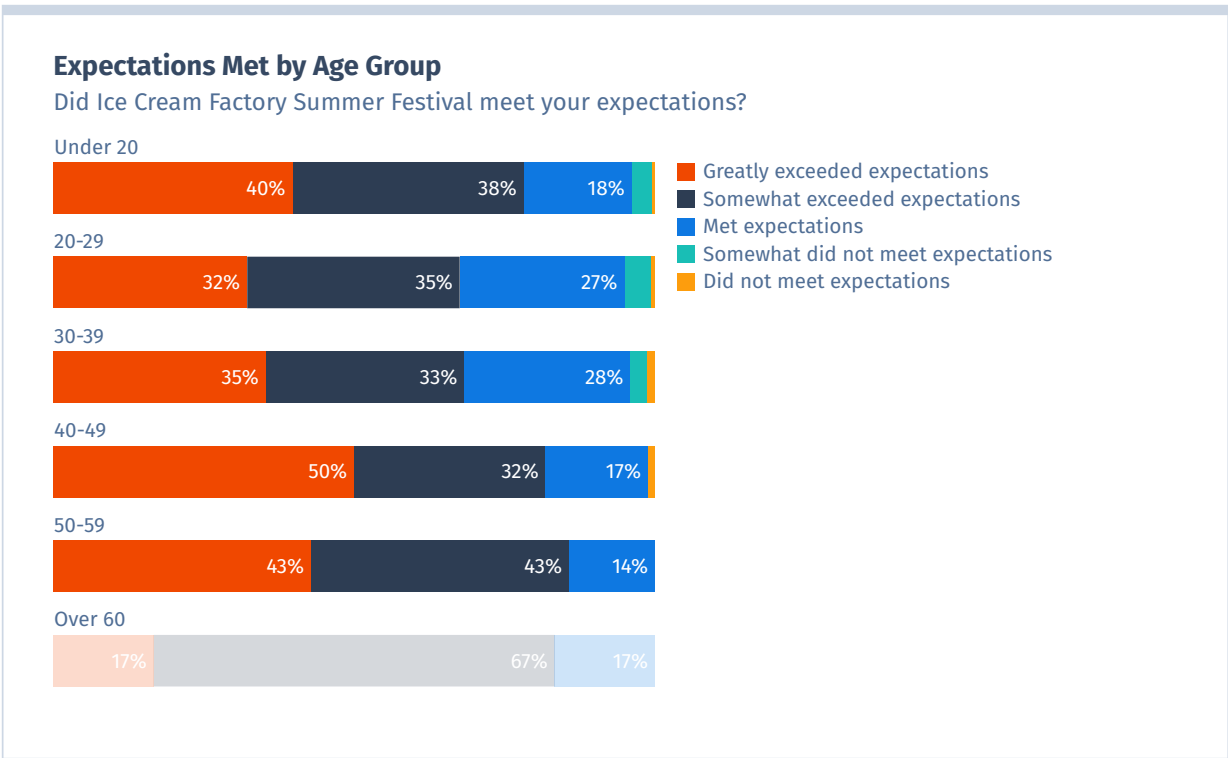
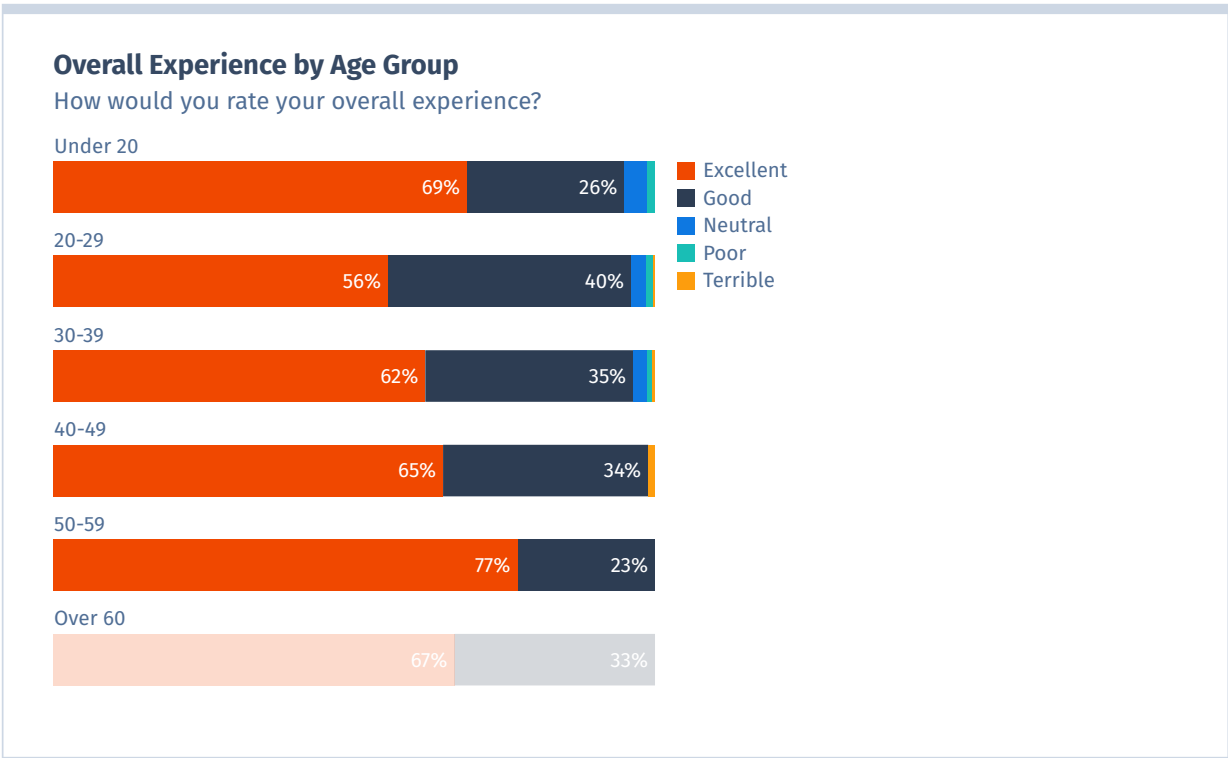
▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



## Experience by Demographic

### Does gender or age influence overall experience?

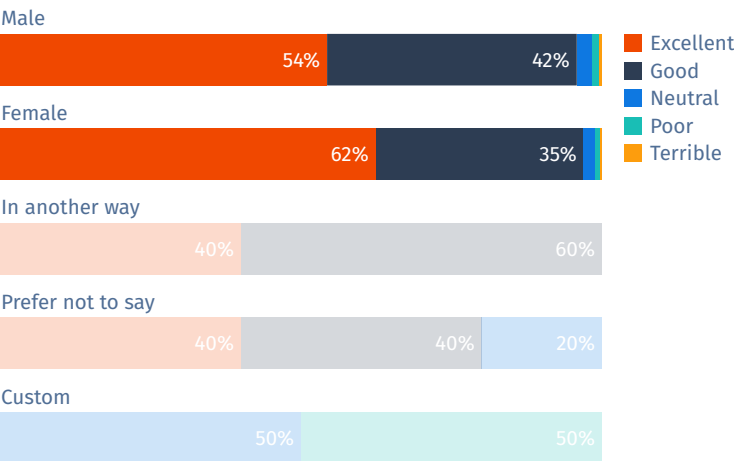
The below charts distribute the responses to the questions 'Rate your overall experience' and 'Did *Ice Cream Factory Summer Festival* meet your expectations?' based on age group and gender. This helps organisers to understand if attendee demographics had an impact on the overall experience of respondents.



### Did *Ice Cream Factory Summer Festival* meet your expectations?

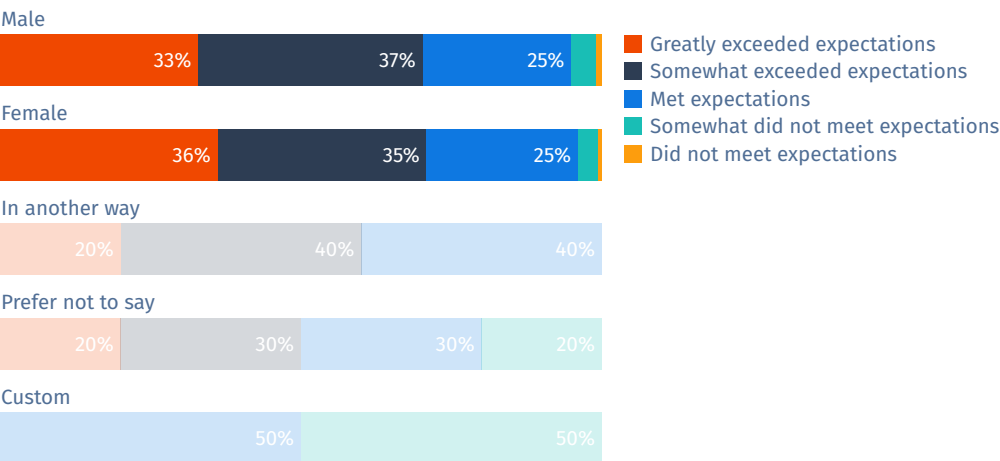
### Experience by Gender

How would you rate your overall experience?



### Expectations Met by Gender

Did Ice Cream Factory Summer Festival meet your expectations?



## Insights

The 50-59 age cohort had the largest proportion of respondents that had a positive overall experience (100%), with 23% reporting their experience as being good and 77% reporting it as being excellent. 99% of those aged 40-49 had a positive experience, an excellent result. The vast majority of the 30-39 (97%), 20-29 (96%) and under 20 (95%) age groups reported having a positive overall experience, with very few respondents reporting their experience as being poor or terrible.

All age cohorts rated their experience being met or exceeded highly. 100% of the 50-59 age cohort had their expectations met and exceeded. This was followed by the 40-49 age cohort, with 99% of respondents' experiences being met or exceeded.

The 20-29 and 30-39 age groups had their expectations met and exceeded to a similar degree (94% and 96% respectively).

Gender did not appear to significantly affect the overall experience of respondents, an average overall experience score of 96% and 97% respectively. Average results, and the proportion of each response type, were consistent across both males (95%) and females (96%). Notably, 25% of both cohorts stated the event met their expectations.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

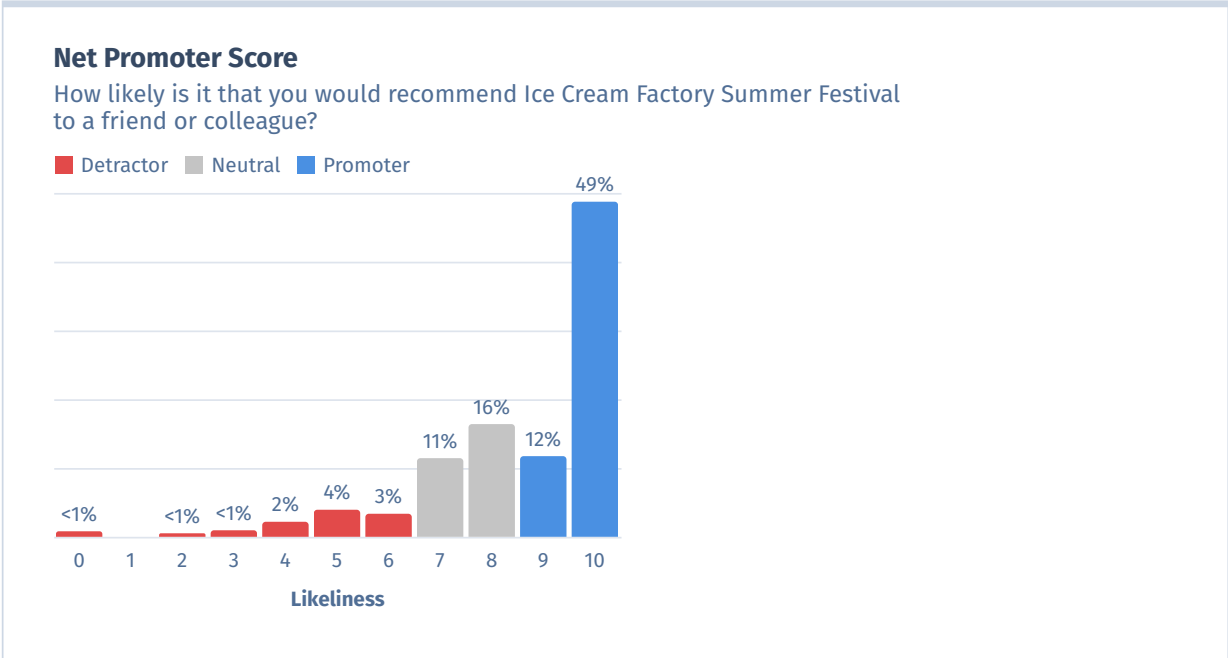
# Net Promoter Score

## Would respondents recommend *Ice Cream Factory Summer Festival*?

Respondents were asked whether they would recommend *Ice Cream Factory Summer Festival* to a friend or colleague. Respondents could choose a number from 0 to 10 from a pulldown menu, with 0 meaning not likely at all, and 10 meaning extremely likely.

These scores can be used to calculate a Net Promoter Score (NPS). NPS measures loyalty between a brand and its audience. People giving a score of 9 or 10 are considered Promoters. Detractors are those who respond with a score of 0 to 6. Scores of 7 and 8 are considered Passives.

NPS is calculated by subtracting the percentage of customers who are Detractors from the percentage of customers who are Promoters. This chart shows the proportion of respondents that would or would not recommend the *Ice Cream Factory Summer Festival*, followed by the calculated NPS below.



Net Promoter Score: 49

## Insights

61% of respondents responded to the NPS question with a 9 or 10, classifying them as Promoters. 27% of respondents rated the event a 7 or 8, classifying them as Neutral and therefore excluded from the NPS score. 12% of respondents can be considered Detractors, scoring the event from 0-6.

An NPS that is positive (i.e. higher than zero) is felt to be good, and an NPS of 50+ is excellent. *Ice Cream Factory Summer Festival's* NPS of 49 shows an excellent level of attendee loyalty and a high likelihood of recommendations for future events.



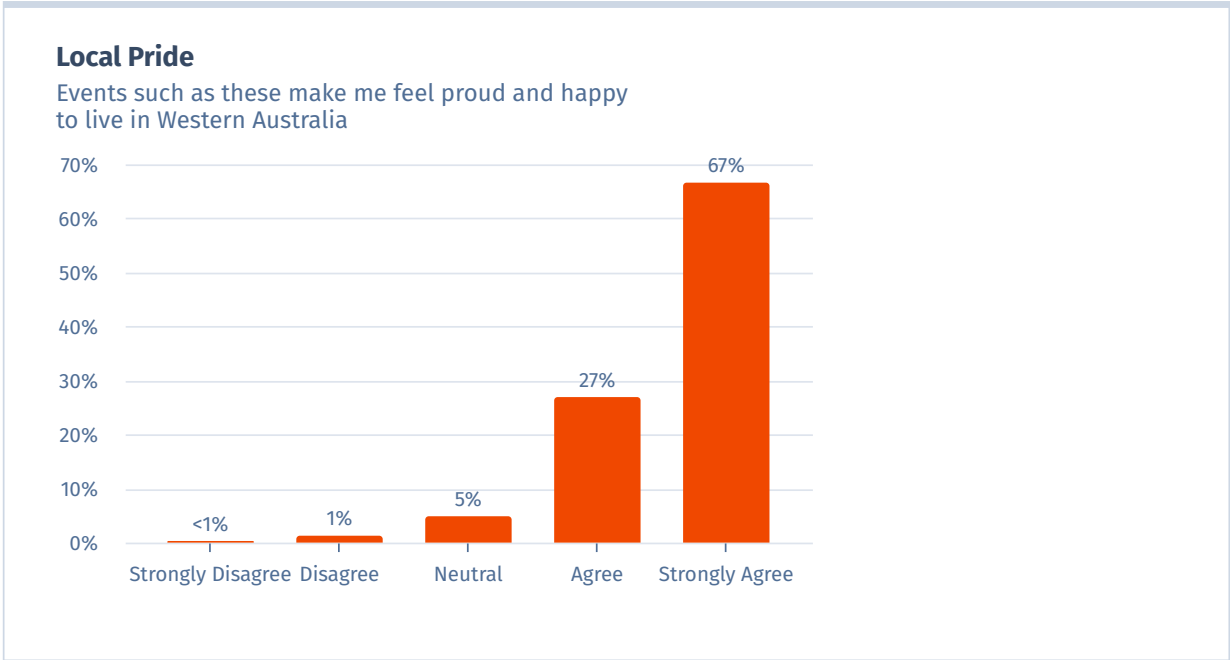


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 5. Attendee Behaviour

## WA Pride

Respondents were asked to indicate whether they believe events such as *Ice Cream Factory Summer Festival* make them feel proud and happy to live in Western Australia. Results can be seen distributed on the chart below.



Agree + Strongly Agree: 94%

Insights

94% of respondents agreed that the event made them feel proud and happy to live in Western Australia. Of these respondents, 67% strongly agreed with the statement and 27% agreed. 5% reported feeling neutral about the statement, 1% disagreed and less than 1% strongly disagreed.



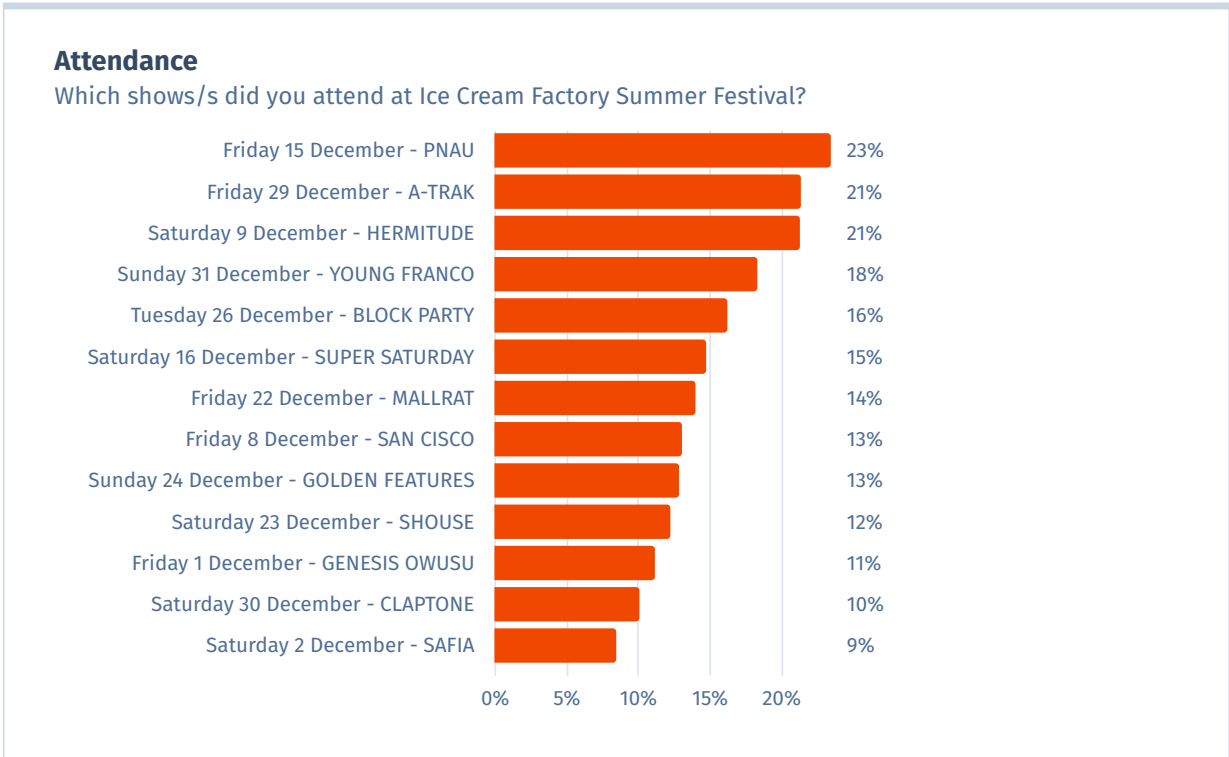


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Show Attendance

## Which show(s) did respondents attend?

Those who completed the survey were asked to identify which show/s they had attended as part of *Ice Cream Factory Summer Festival*. This information helps organisers to better understand the respondents' experience, based on the show/s they attended.



## Insights

Shows from a range of dates across the festival proved popular amongst respondents. 23% of the sample attended *PNAU* on Friday 15 December, followed by *A-TRAK* on Friday 29 December and *HERMITUDE* on Saturday 9 December (21% each). 18% of respondents attended *YOUNG FRANCO* on Sunday 31 December. The least commonly cited show was *SAFIA* on Saturday 2 December.

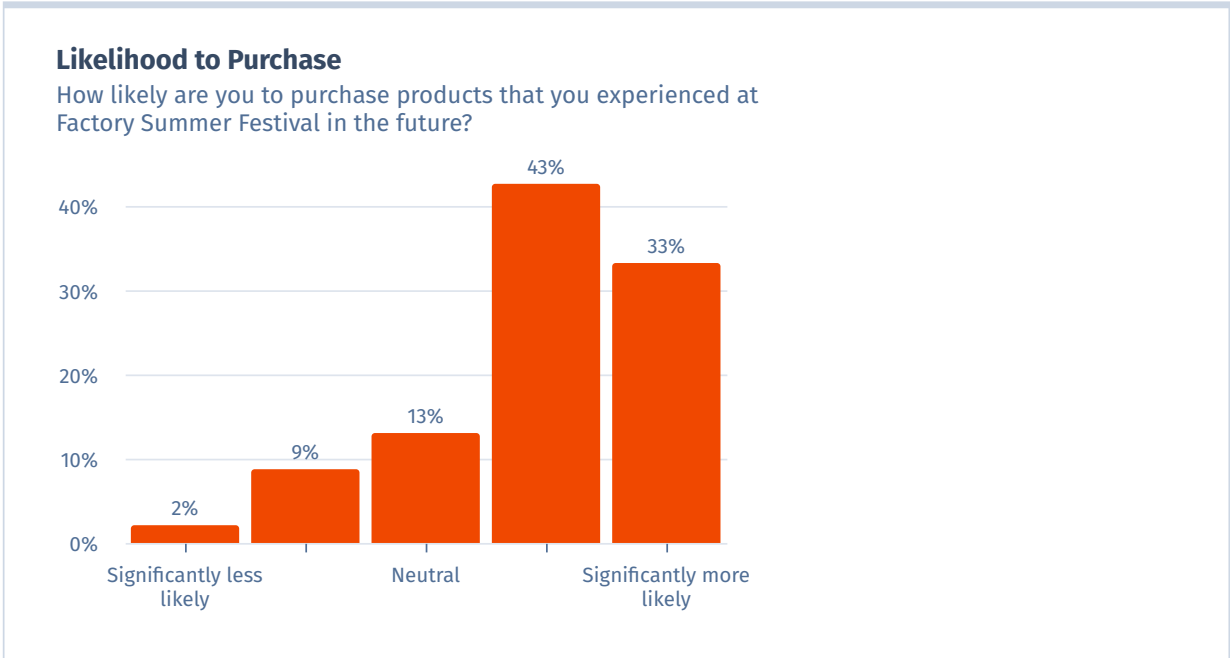




▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Likelihood to Purchase

Respondents were asked how likely they were to purchase products that they experienced at *Ice Cream Factory Summer Festival* in the future. This helps *Ice Cream Factory Summer Festival* organisers understand if the products offered were desirable to their attendees and how likely they are to purchase them again.



Somewhat more likely + Significantly more likely: **76%**

### Insights

Over three-quarters (76%) of respondents indicated that they were likely to purchase products that they experienced at *Ice Cream Factory Summer Festival* in the future. Of this sample, 33% selected that they were 'significantly more likely' to purchase products, and 43% selected 'likely'. 13% felt 'neutral' about the question and 11% indicated that they were less likely to purchase these products in the future.

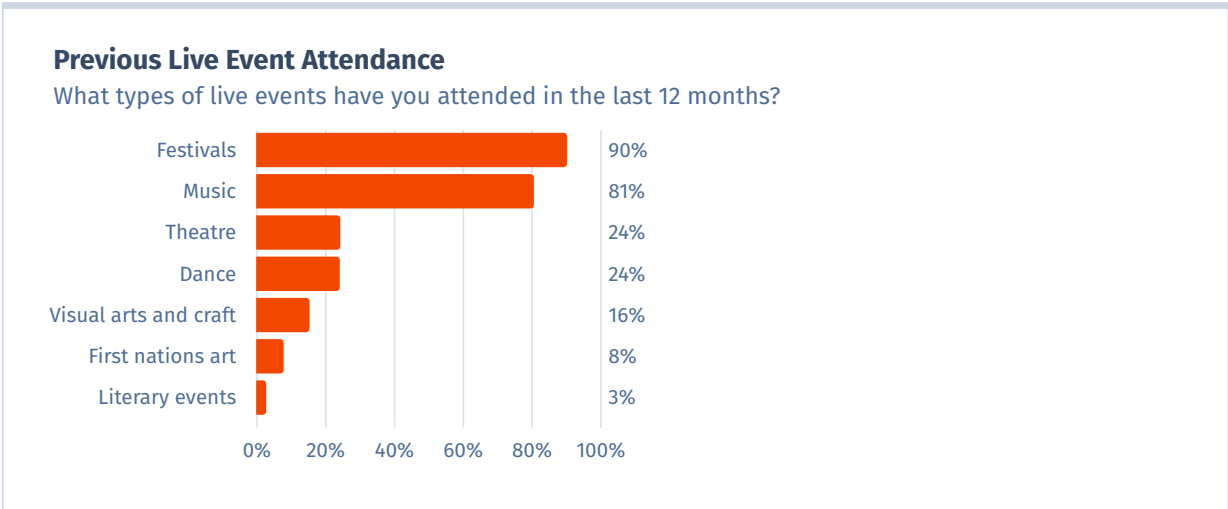




▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Live Event Attendance

Attendees were asked which types of live events they attended in the last 12 months. This helps the organisers of *Ice Cream Factory Summer Festival* to understand which type of live events are of interest to their attendees.



### Insights

Almost the entire sample (90%) had attended a festival in the last 12 months, closely followed by those who attended music events (81%), indicating a strong ability to encourage attendance from the event’s target audience.

24% of respondents attended dance events and the theatre, and 16% attended visual arts and craft events. Fewer respondents had attended First Nation art events (8%) or literary events (3%) in the last 12 months.

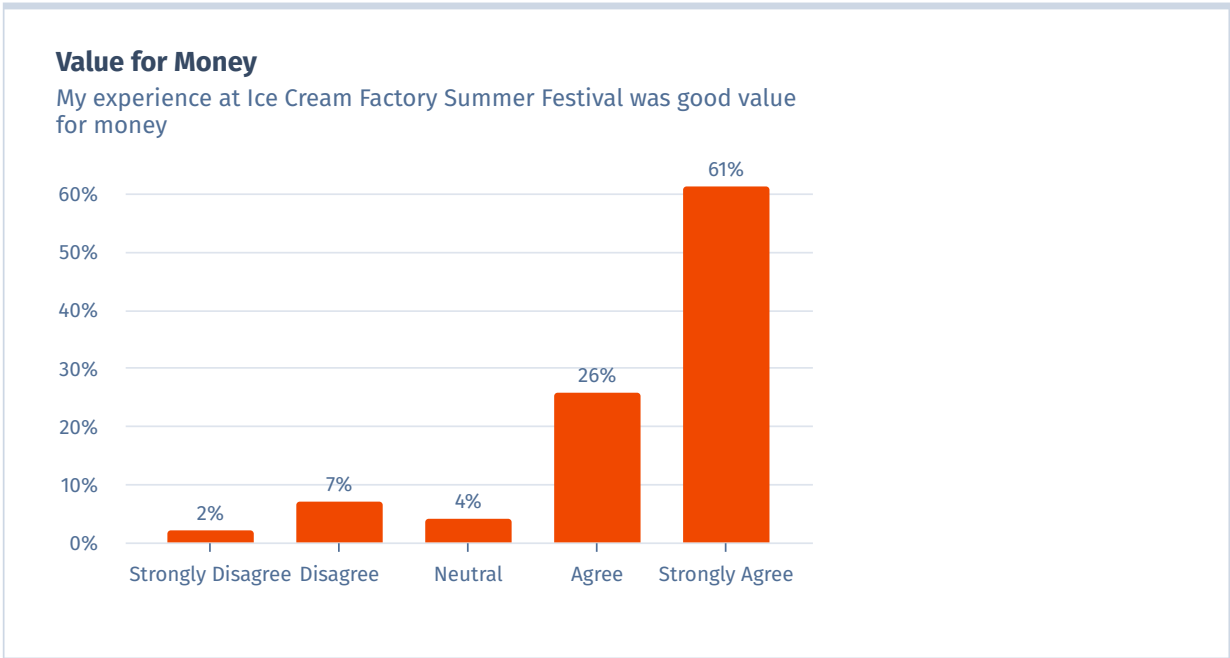


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Value for Money

## Was the event good value for money?

Value for money contributes significantly to attendees' overall experience of an event. The organisers of *Ice Cream Factory Summer Festival* can understand how respondents felt about event-associated costs with the breakdown below.

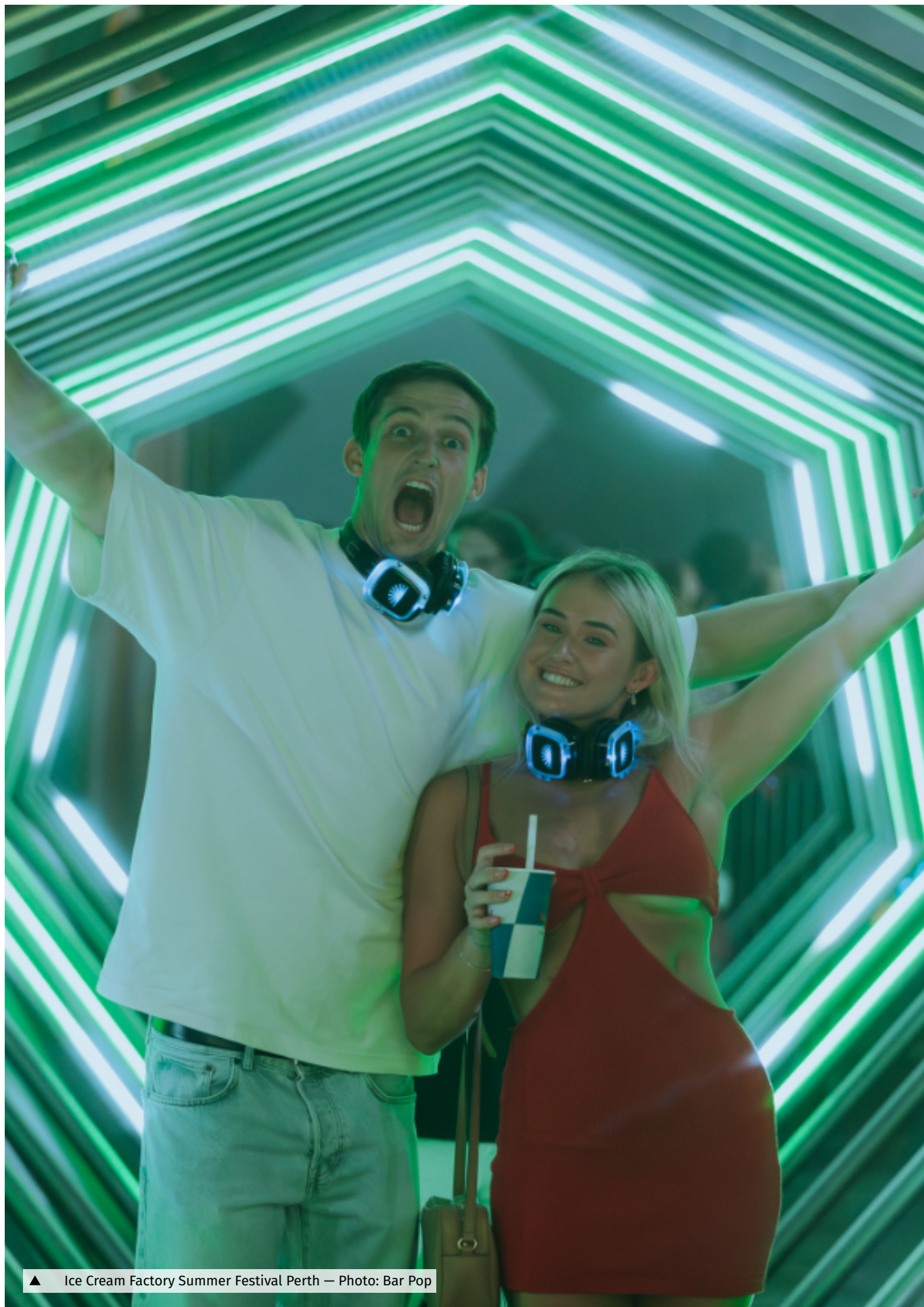


Agree + Strongly Agree: **87%**

### Insights

The majority (87%) of respondents agreed that *Ice Cream Factory Summer Festival* was good value for money. Of this sample, 61% strongly agreed and 26% agreed. 4% of respondents reported feeling neutral about the statement, 7% disagreed and 2% strongly disagreed.





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



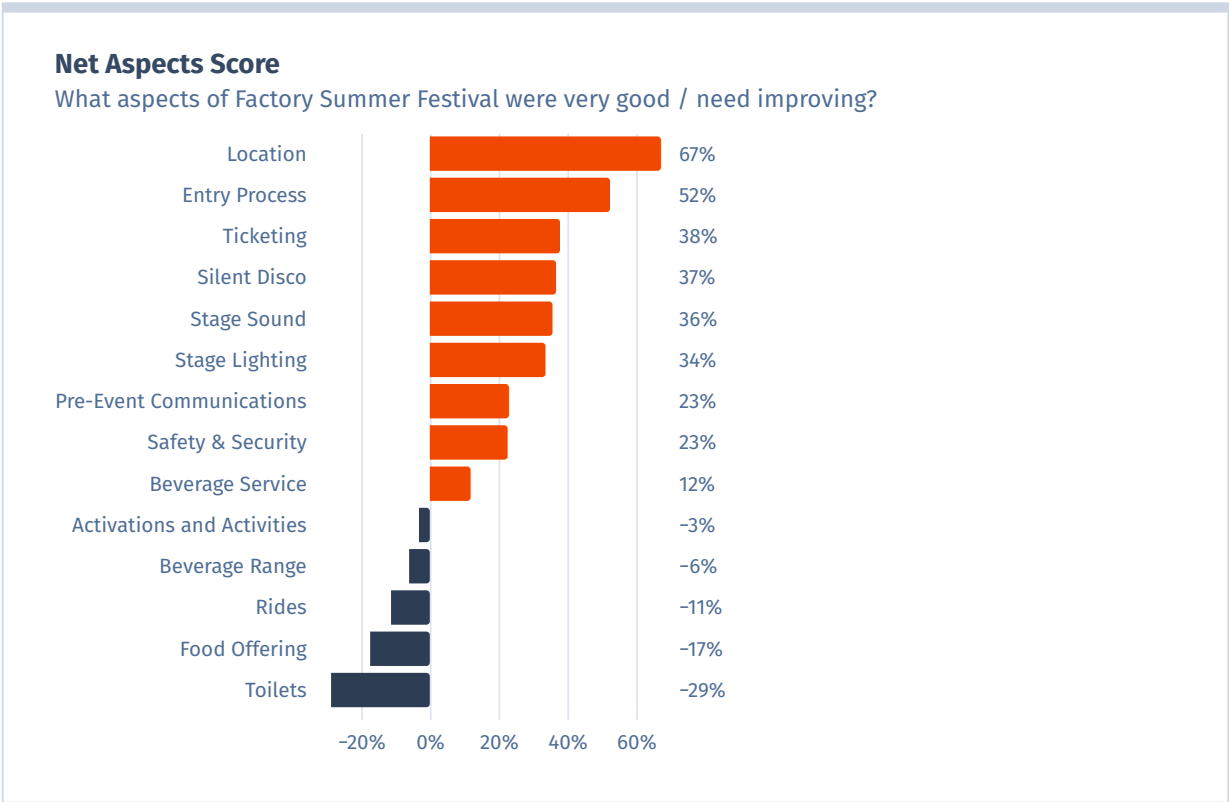
## Favourite and Least Favourite Aspects

### What were the best aspects of *Ice Cream Factory Summer Festival* and what needs improving?

Respondents were asked to choose which aspects or elements of the event were their favourite, by selecting items on a prompted multiple-choice list.

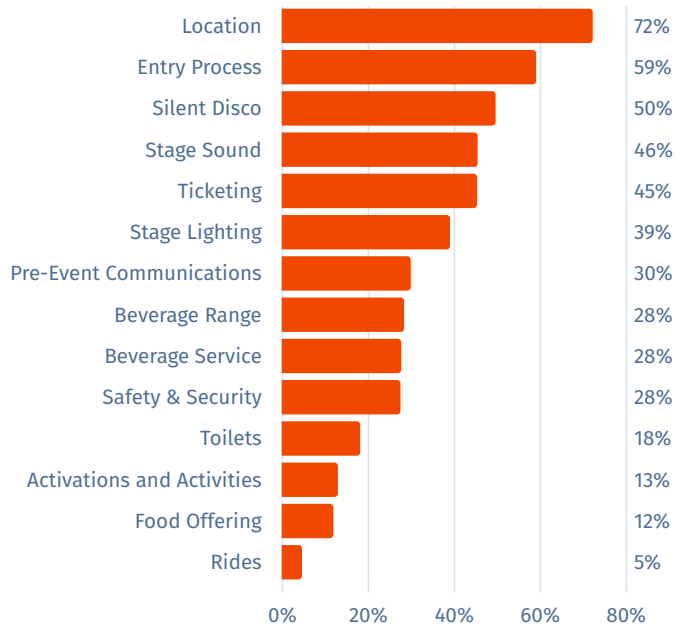
They were then provided with the same list and asked to indicate which aspects of the event needed improvement. The results for both of these questions are shown in the charts below.

The 'Aggregate Score' chart shows the percentage that each element was rated 'very good' minus the percentage it was rated 'needs improving'.



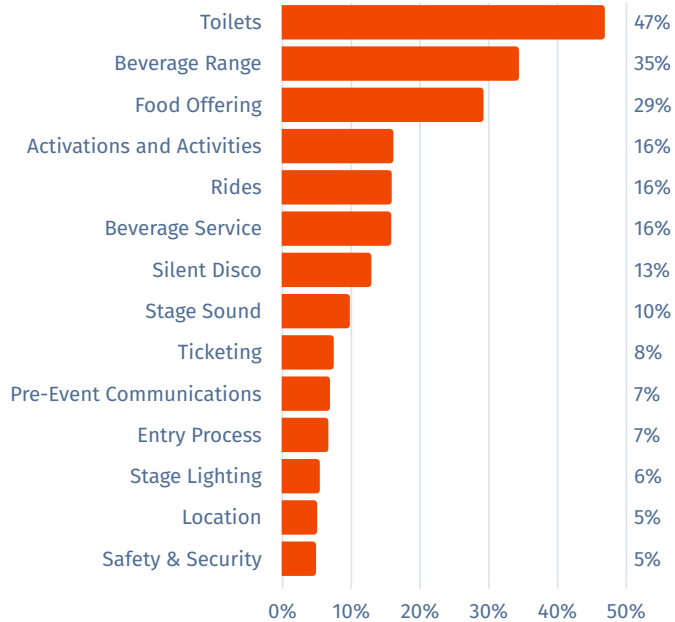
## Favourite Aspects

What aspects of Ice Cream Factory Summer Festival were very good?



## Needs Improving

What aspects of Ice Cream Factory Summer Festival most need improving?



## Insights

When asked what were their favourite aspects of Ice Cream Factory Summer Festival, most of the sample selected 'Location' (72%). This was followed by 'Entry Process' (59%), 'Silent Disco' (50%), 'Stage Sound' (46%) and 'Ticketing' (45%).

In the follow-up question, when asked which aspects require improvement, the top five most frequently selected options were 'Toilets' (47%), 'Beverage Range' (35%), 'Food Offering' (29%) and 'Activations and Activities' (16%).

By positioning these results against each other, organisers are able to understand which elements received the most feedback overall, understanding their impact on the overall experience.

For example, as 72% of respondents identified 'Location' as being very good, and only 5% felt it needed improvement, organisers can be satisfied that most attendees liked this aspect of the event and there is little room for improvement.

In the case of the 'Toilets', 18% of respondents reported it being very good, but 47% said that it required improvement. This indicates an area of improvement for the organisers to focus on in the future.

When looking at the results for 'Activations and Activities', as a similar number of people stated that it was very good (13%) and said it needs improving (16%), organisers may or may not choose to highlight this as a priority for future events.

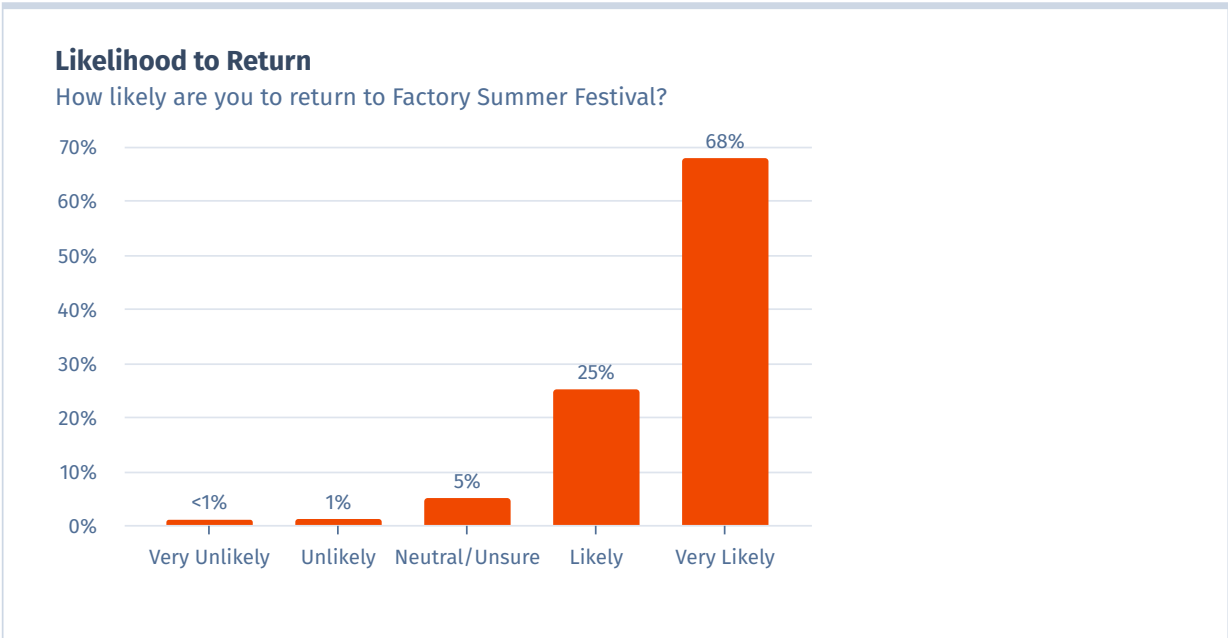


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Likelihood to Return

### How likely are respondents to attend *Ice Cream Factory Summer Festival* in the future?

Respondents were asked how likely they would be to return to *Ice Cream Factory Summer Festival* in future years. The results are shown in the chart below.



Likely to return: **93%**

### Insights

When asked if respondents would be likely to return to *Ice Cream Factory Summer Festival* in the future, the majority (93%) said they would be likely to return. Over two-thirds of these (68%) reported being very likely, and 25% reported being likely to return. 5% said they were unsure, 1% said they were unlikely to return, and less than 1% were very unlikely to return.



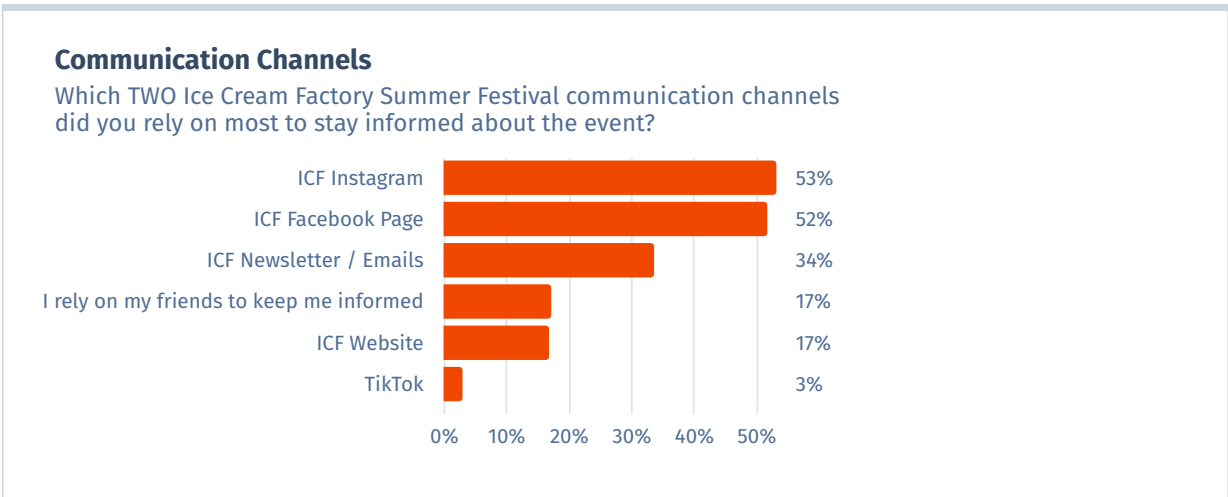
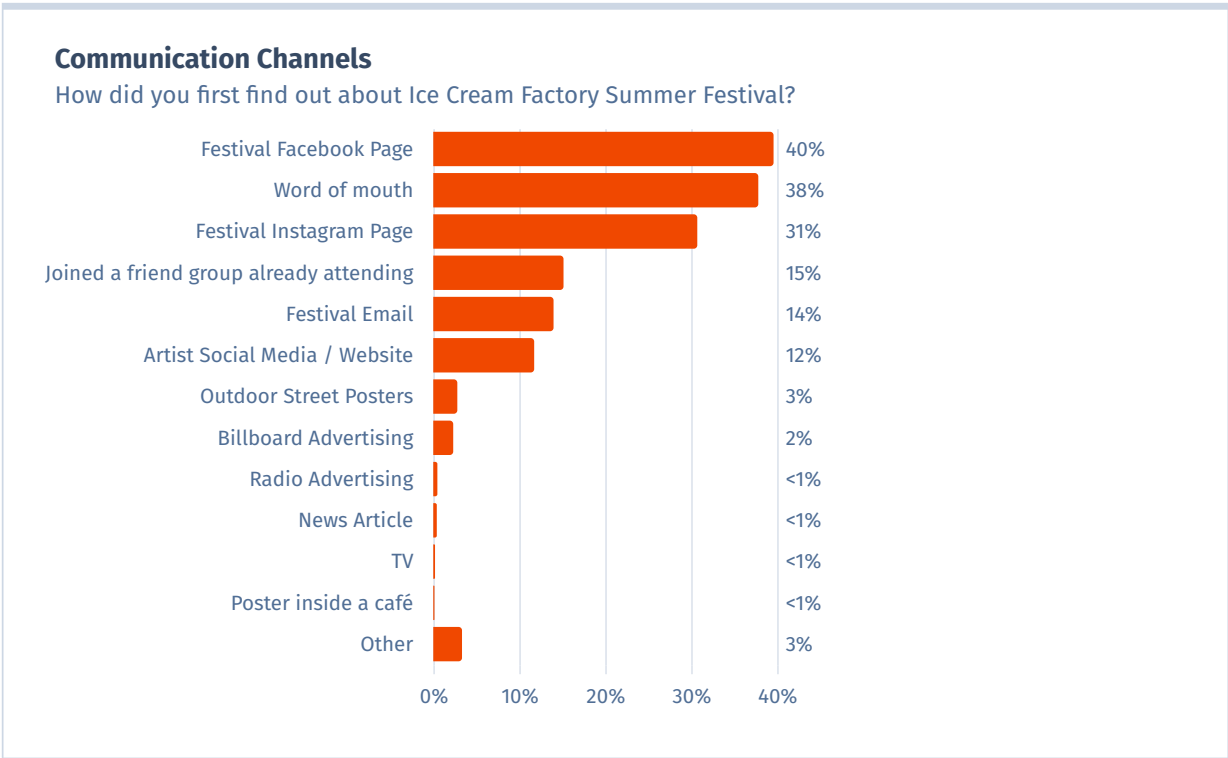


▲ Ice Cream Factory Summer Festival Perth 2021/22 — Photo: Bar Pop

## 6. Marketing

### Which marketing methods used were most successful in attracting people to the event?

Respondents were asked to indicate how they heard about the event to evaluate the success of various marketing methods. 13 options were provided and respondents could choose as many as were relevant. Respondents were also asked to indicate which two communications channels they relied on most to stay informed about *Ice Cream Factory Summer Festival* prior to the event.



## Insights

40% of the sample reported finding out about the event via the 'Festival Facebook Page'. This was followed by 'Word of Mouth' (38%), and 'Festival Instagram Page' (31%). 15% 'Joined a friend group already attending', 14% heard about the event via the 'Festival Email', and 12% reported finding out about the event via an 'Artist Social Media / Website'.

When asked to indicate which two communication channels respondents relied on to stay informed about the event, just over half of the sample selected 'ICF Instagram' (53%), followed by 'ICF Facebook Page' (52%). 34% stated that they rely on 'ICF Newsletter / Emails' and 17% rely on the 'ICF website' or their friends to stay informed. The least popular communication channel was TikTok (3%).



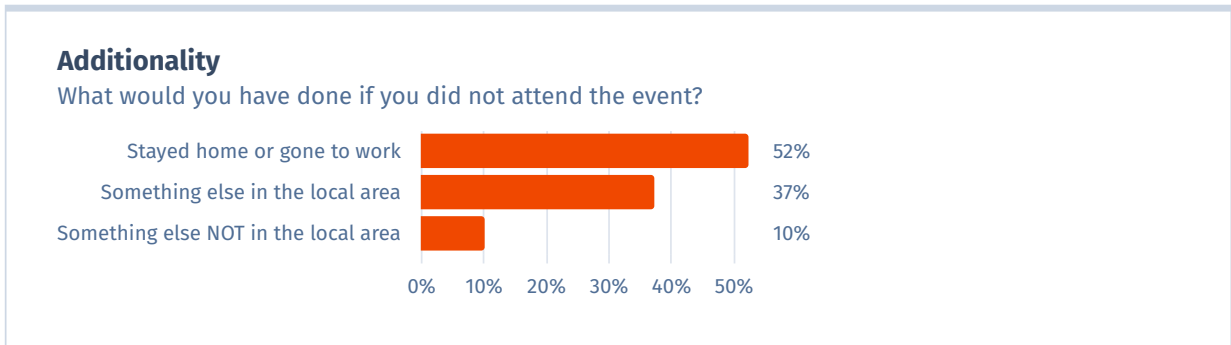
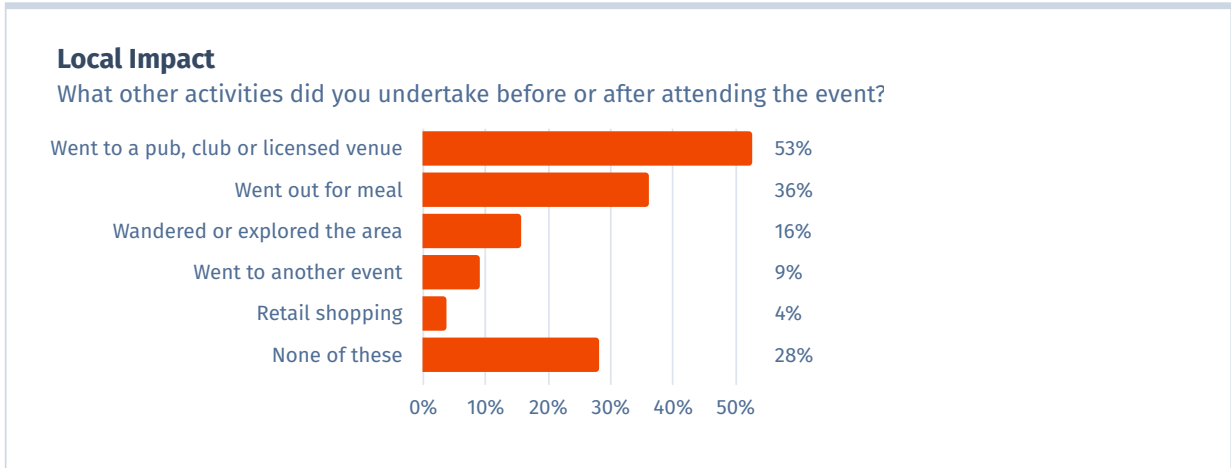


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 7. Impact on the local area

## Activities

Respondents were asked questions about the type of activities they engaged in before and after the event. They were given six options and were able to choose as many answers as were relevant. Respondents were also asked to indicate what they would have done if they didn't attend the event. This helps organisers understand the type of impact on the local area.



Attendees who would not have visited the local area: 62%

Insights

53% of respondents reported going to a pub, club, or licensed venue before or after attending the event. This was followed by those who went out for a meal (36%), those who wandered or explored the area (16%), and those who went to another event (9%).

52% of the sample reported they would have stayed home or gone to work and 37% would have done something else in the local area. 10% would have done something else not in the local area.





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

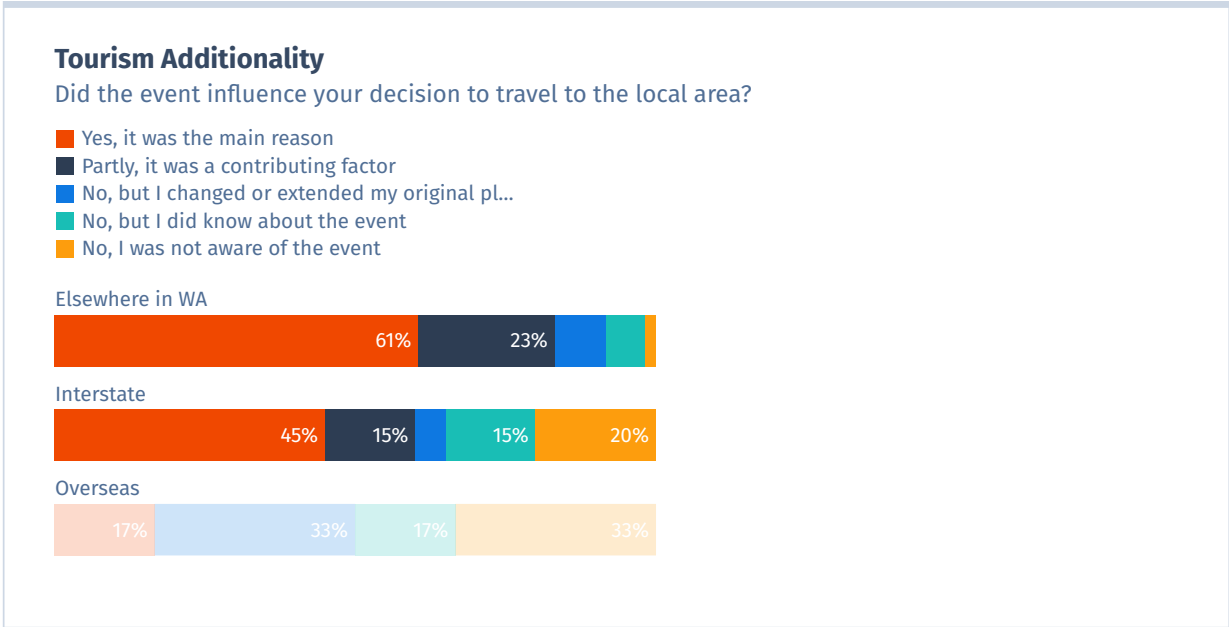
# Tourism

Survey respondents who identified as living Intrastate, Interstate or Overseas were asked additional questions about their spending and reasons for visiting. This data is used to determine the economic impact of the event on tourism-related spending.

Tourism additionality asks respondents how much influence the event had on their decision to visit WA (or Perth, for regional visitors). Tourists that indicated the event was their primary reason for visiting means that 100% of their trip spend is attributable to the event, whereas tourists who were unaware of the event before visiting indicates that the event was responsible for 0% of their trip spend.

A weighted exponential scale of attribution is applied to calculate an overall trip additionality figure in the economic impact calculations (i.e. 100%, 50%, 25%, 5%, 0%).

Respondents were also asked to identify their primary reason for travel. Response options for this question were sourced from Tourism Research Australia for benchmarking purposes.



## Insights

For tourists from Elsewhere in WA, 61% reported that *Ice Cream Factory Summer Festival* was their primary reason for travel while the event influenced 23% of respondents to travel to the local area. 45% of interstate-residing respondents claimed the festival was their main reason to travel to the local area while 15% claimed the event influenced their decision to visit.

73% of *Ice Cream Factory Summer Festival* tourist respondents reported their reason for being in Perth as visiting friends/relatives. This was followed by holiday/leisure (15%), business (8%) and study (4%).



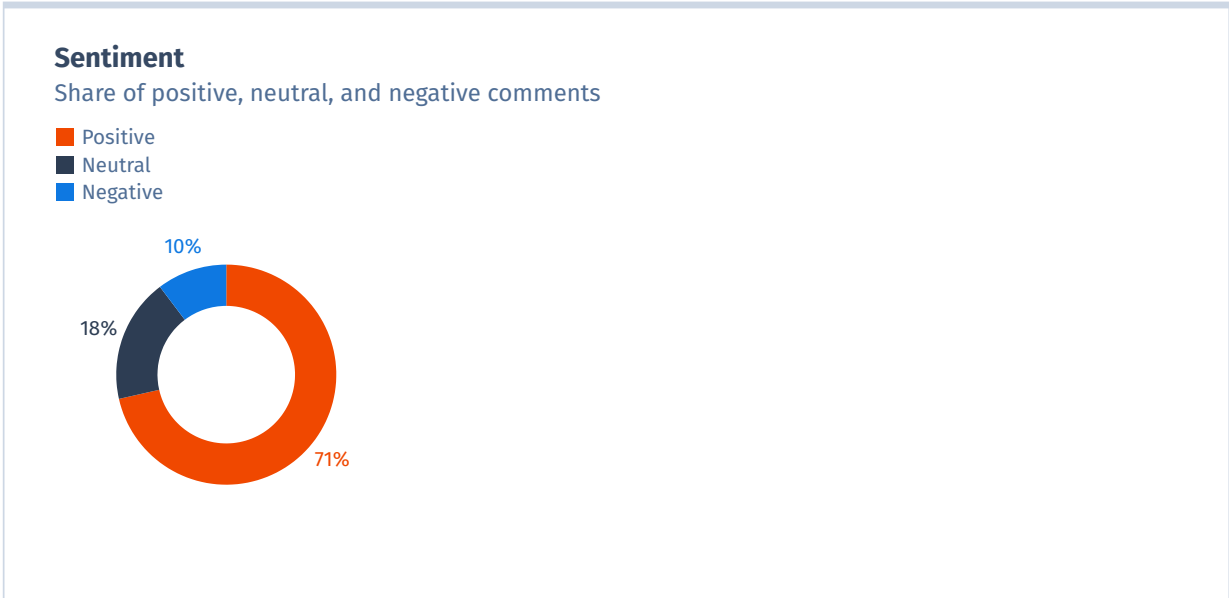


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 8. Comments

## Respondent sentiment

Respondents were asked to leave any additional feedback they had about the event. All feedback has been classified into positive, neutral or negative categories and this breakdown has been included in the chart below.



## General Feedback

Feedback helps organisations understand where the value of visitor experiences lies and how it can be improved and strengthened in the future. A selection of comments has been highlighted underneath.



- I had such an amazing night! Best way to start off 2024 was dancing my heart out at the ice cream factory! LOVE LOVE LOVED the entire night! Thankyou*
- I had a fantastic night at the event, I was really impressed with everything. The layout was great, all staff I encountered were helpful & friendly, the clean up staff at the end were amazing..brilliant night, can't wait for the next one !!*
- Overall I loved the experience, first time attending and enjoyed every moment. Loved the different areas and break out zones with the red bull silent disco bringing us many laughs and memories. Thank you for an awesome evening we will be back next year as many times as we can!*
- 2023 was amazing overall, vibe was great, stage was amazing, the beach balls on super Saturday were a great addition*
- I attended the PNAU event, they were the main draw to the event for me and everything else was a bonus. The atmosphere was great and I absolutely loved the slushies it was a big surprise at how GOOD they were.*



*It was fantastic! We are in our early 40s and it was a safe and fun environment!  
THANK YOU!!*



*I love ice cream factory!! Every time I have been it has been fantastic. My only points of feedback: make the silent disco outdoors again! The indoor room got extremely hot. Would love love love to see some big artists at icf*

*It was very hot inside the silent disco. There were fans lining the walls but for some reason they weren't on. It was a 35 degree day so it was incredibly hot and I found that it affected my ability to enjoy the event and we did leave earlier than intended because of this. Other than that it was a fun night and toilet/bar access was excellent. We would have stayed longer if we were more comfortable*

*Drink prices were a little high and toilets could definitely be improved. Other than that, the amount of bars and how well they were spread out inside the venue was great in comparison to previous years. It prevented a large line forming at one bar and made buying a drink much easier.*



*Toilets needs improving, big lines and they smelt awful, maybe toilets need to be in 2 spots in the venue?*

*The stage, location and event space was great, however, Safia or the sound was terrible. It was extremely dull and did not have any aspect of an exciting live performance. Will not be returning if the sound is that terrible.*

*Drink selection was extremely limited. There was no wine or sparkling wine on offer at any of the bars in the entire venue. I would suggest having wine on offer at at least one or some of the bars within the venue.*



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## 9. Economic Impact Analysis

Survey respondents were asked to estimate how much they had spent before and after the event, on accommodation, as well as indicate what they would have done had they not attended. Combining this data with attendance figures provided by the organisers allows us to estimate the overall economic impact on the local area.

### Attendance And Nights

ORIGIN	UNIQUE ATTENDEES	PRIMARY PURPOSE ATTENDEES	NIGHTS STAYED FOR EVENT
Perth Metro Area	42,175	26,434	3,383
Elsewhere in WA	4,249	3,157	3,912
Interstate	639	348	1,637
Overseas	224	58	188
Total	47,287	29,997	9,119

### Average Spend

ORIGIN	EVENT SPEND	ACCOMM/NIGHT	TRIP SPEND
Perth Metro Area	\$91	\$218	-
Elsewhere in WA	\$141	\$195	\$271
Interstate	\$95	\$105	\$541
Overseas	\$306	\$77*	\$781*
Overall Average	\$96	\$214	\$327

### Attendee Direct Spend

ORIGIN	EVENT SPEND	ACCOMM SPEND	TRIP SPEND	TOTAL SPEND
Perth Metro Area	\$2,400,501	\$737,408	-	\$3,137,909
Elsewhere in WA	\$444,223	\$764,603	\$854,648	\$2,063,474
Interstate	\$32,911	\$172,277	\$188,345	\$393,532
Overseas	\$17,680	\$14,459	\$45,095	\$77,234
Total	\$2,895,315	\$1,688,746	\$1,088,088	\$5,672,149

### Return On Investment

ATTENDEE IMPACT	
Audience Expenditure	\$5,672,149
Organiser Expenditure	\$5,048,900
Return on Investment	1.12

## Impact Breakdown

	ATTENDEE IMPACT
Total unique attendees	47,287
Primary purpose visitors from outside of the region	3,563
Percentage of visitors from outside region who stayed overnight	55%
Direct nights generated by the event by visitors from outside the region	5,737
Direct audience expenditure - Visitors (additional to economy)	\$2,534,240
Direct audience expenditure - Locals (stimulated)	\$3,137,909
Organiser expenditure	\$5,048,900
<b>Total Direct Impact</b>	<b>\$10,721,049</b>

## Multiplied Impact

	DIRECT IMPACT	MULTIPLIED IMPACT
<b>Total Nights Generated</b>	<b>9,119</b>	
<b>Attendee Spending</b>	<b>\$5,672,149</b>	<b>\$16,953,267</b>
<i>Event/Visit</i>	<i>\$2,895,315</i>	<i>\$8,801,756</i>
<i>Accommodation</i>	<i>\$1,688,746</i>	<i>\$4,779,153</i>
<i>Trip</i>	<i>\$1,088,088</i>	<i>\$3,204,420</i>
<b>Organiser Expenditure</b>	<b>\$5,048,900</b>	<b>\$13,884,475</b>
<b>Total Impact</b>	<b>\$10,721,049</b>	<b>\$30,669,804</b>

\* Question responses with less than five responses captured per visitor category via the survey are considered low sample sizes. Culture Counts applies benchmark values from our database in place of the low sample survey responses, derived from survey responses collected in our platform.

**Note:** For the purpose of this analysis, output multipliers derived from *ABS Output Tables 2020-21* have been applied to direct impact expenditure to calculate multiplied impact.

- *Event/Visit* expenditure scaled by an output multiplier of 3.04 - the national Food and Beverage multiplier.
- *Accommodation* expenditure scaled by an output multiplier of 2.83 - the national Accommodation multiplier.
- *Trip* expenditure scaled by an output multiplier of 2.95 - an average of national Retail (2.85) and Food and Beverage (3.04) multipliers.
- *Organisation* expenditure scaled by an output multiplier of 2.75 - the Australian National Heritage, Creative and Performing Arts output multiplier.





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



Data and Insights by

# CultureCounts

Report prepared for



This report has been prepared by Shelley Timms and Jamie McCullough of Culture Counts. The authors would like to thank all stakeholders and staff for their participation in this research.

Approved by: Laura Doyle  
Date of Approval: 9 February 2024.



# Ice Cream Factory Summer Festival Perth 2022/23

Bar Pop

43K

TICKETS SOLD

1.1k

PUBLIC RESPONDENTS

7

QUALITY METRICS

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▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 1. Background

## Ice Cream Factory Summer Festival

*Ice Cream Factory Summer Festival* captures the spirit of an Australian Summer; warm nights, outdoor dance floors, live music, innovative activations and pop-ups galore.

Transforming ordinary spaces into extraordinary domains for art, music and cultural experience is what the festival does best. Presenting a fully immersive experience, each year the season blows the minds of tens of thousands with a truly remarkable lineup of international and national artists along with incredible activations and a few exciting surprises along the way. The 2022/23 season featured 11 bars, rooftop decks, 6 stages, rides, games, activations and much more.

### Evaluation Methodology

Bar Pop engaged Culture Counts to survey people that had purchased tickets to *Ice Cream Factory Summer Festival*.

1,068 responses were collected in the survey, which was designed to assess the qualitative, social and economic impact of the festival. The survey was delivered via an online delivery link sent to the email addresses of ticket holders.

Each survey contained a range of 'dimension' questions, asking the public about their experience of *Ice Cream Factory Summer Festival*. These quality dimensions have been developed with the sector to measure the impact and value of place activation, events, and design.

The survey contained 7 different dimensions, which are listed below and have been selected following Bar Pop's main strategic objectives.

### Public Assessment

Domain	Dimension	Dimension statement
Social	Connection	It helped me to feel connected to people in the community
	Safe	It made me feel safe and welcome
	Access	It gave me the opportunity to access activities I would otherwise not have access to
Economic	Diversity	It engaged people from different backgrounds
Quality	Cultural contribution	It provides an important addition to the cultural life of the area
	Excellence	It is one of the best examples of its type that I have seen
	Presentation	It was well produced and presented

Dimensions are assessed on a Likert scale, in which respondents move a slider to a point that indicates whether they agree or disagree with the dimension statement. An example of a Likert scale can be seen below.





## Connection: It helped me to feel connected to people in the community

*Rate how much you agree or disagree with this statement*

Strongly Disagree

Neutral

Strongly Agree



Click or touch somewhere on the bar to record a response



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## 2. Attendee Profile

### Demographics

#### Who completed the survey?

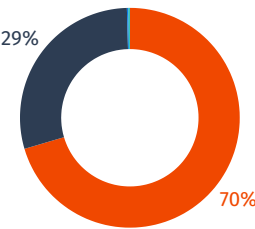
Survey respondents were asked to provide their gender, age, employment status and living situation. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

The charts below show the proportion of survey responses captured for gender, age, employment status and living situation.

#### Gender

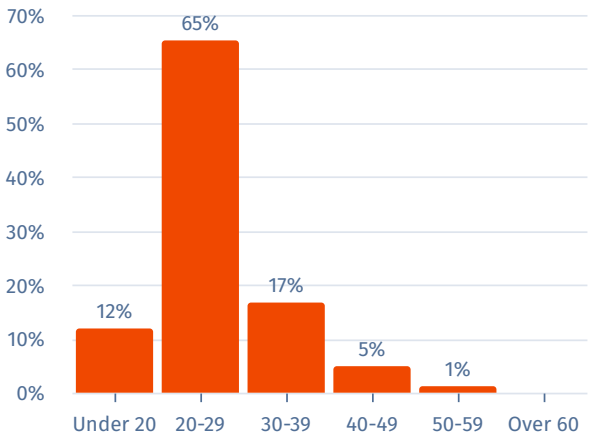
How would you describe your gender?

- Female
- Male
- In another way
- Prefer not to say



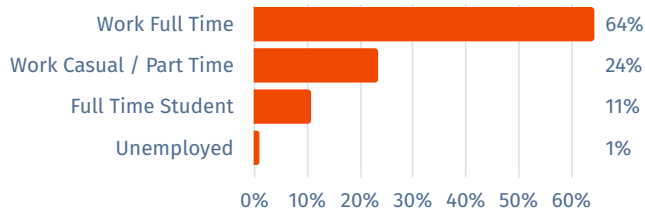
#### Age Group

What is your age?



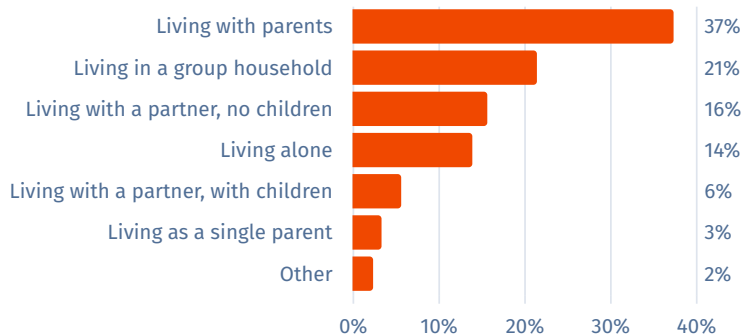
## Employment Status

What best describes your current employment?



## Living Situation

What best describes your living situation?



## Insights

Over two-thirds (70%) of the entire sample identified as female, 29% identified as male, and less than 1% identified in another way and preferred not to say. Those aged between 20 and 29 made up the majority of respondents (65%). This was followed by the 30-39 (17%), under 20 (12%) and 40-49 (5%) age cohorts. The 50-59 age group made up less than 1% of respondents.

64% of respondents reported to be work full-time workers, while 24% work casually/part-time. Full-time students made up 11% of respondents and 1% indicated they were unemployed.

When asked about their living situation, over a third of respondents (37%) reported living with their parents. This was followed by those living in a group household (21%), those living with a partner (no children) (16%), and those who live alone (14%). 6% of respondents live with their partner (with children) and 3% are single parents.



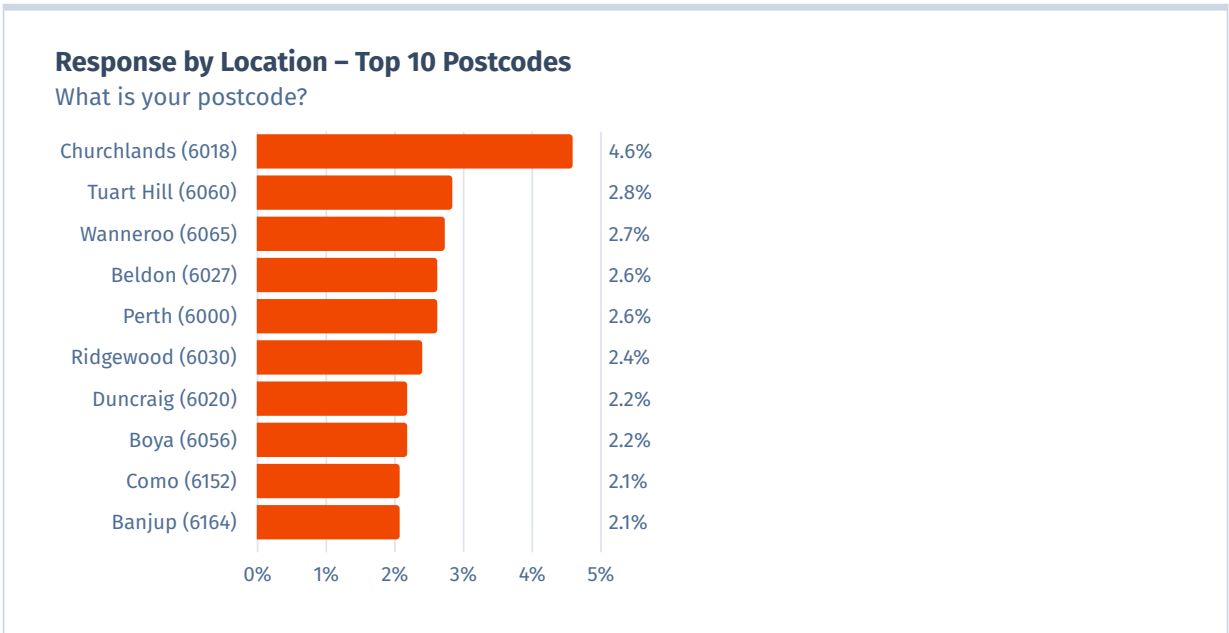
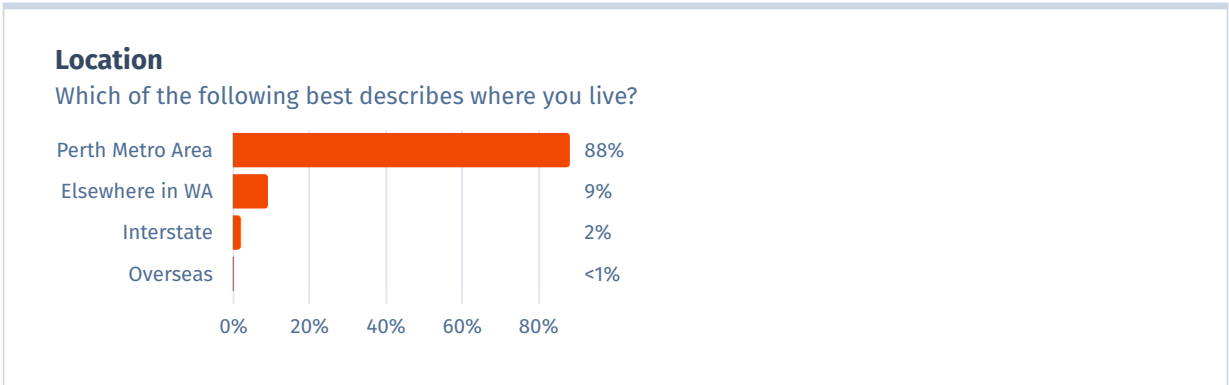
▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



## Location and Postcode

Survey respondents were asked to provide their location origin and postcode. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

The charts show the proportion of survey responses captured for location origin and postcode.



### Insights

Most (88%) respondents reported living in the Perth Metro Area. 9% reported living elsewhere in WA, 2% were from interstate and less than 1% were from overseas.

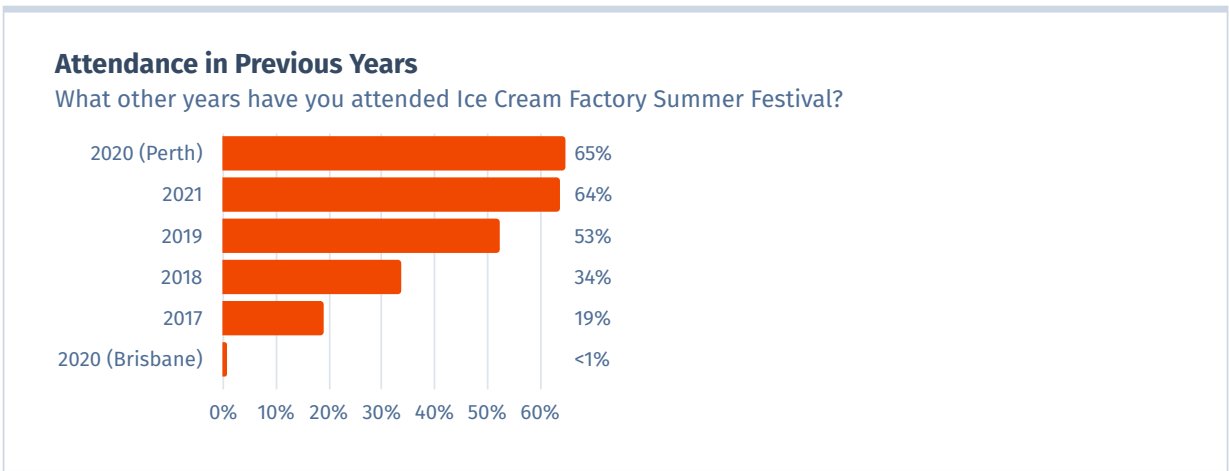
Churchlands (4.6) was the most commonly cited postcode. This was followed by Tuart Hill (2.8%), Wanneroo (2.7%), Beldon (2.6%), and Perth (2.6%).



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Prior Attendance

All respondents were asked whether they had attended *Ice Cream Factory Summer Festival* or *Factory Summer Festival* events in the past and if so, which year(s) they had attended. This analysis provides insights into attendees' past experience of *Factory Summer Festival* events and allows for comparisons to be made between repeat and first-time attendees.



## Insights

Almost half of the sample (45%) indicated that it was their first time attending the *Ice Cream Factory Summer Festival* whilst the remaining 55% had attended previous events. This demonstrates the festival's ability to both attract new audiences and retain past attendance.

Over half of the sample attended the 2020 (Perth) (65%), 2021 (64%), and 2019 (53%) festivals. 34% attended the festival in 2018, 19% attended in 2017, and less than 1% attended the 2020 festival in Brisbane.

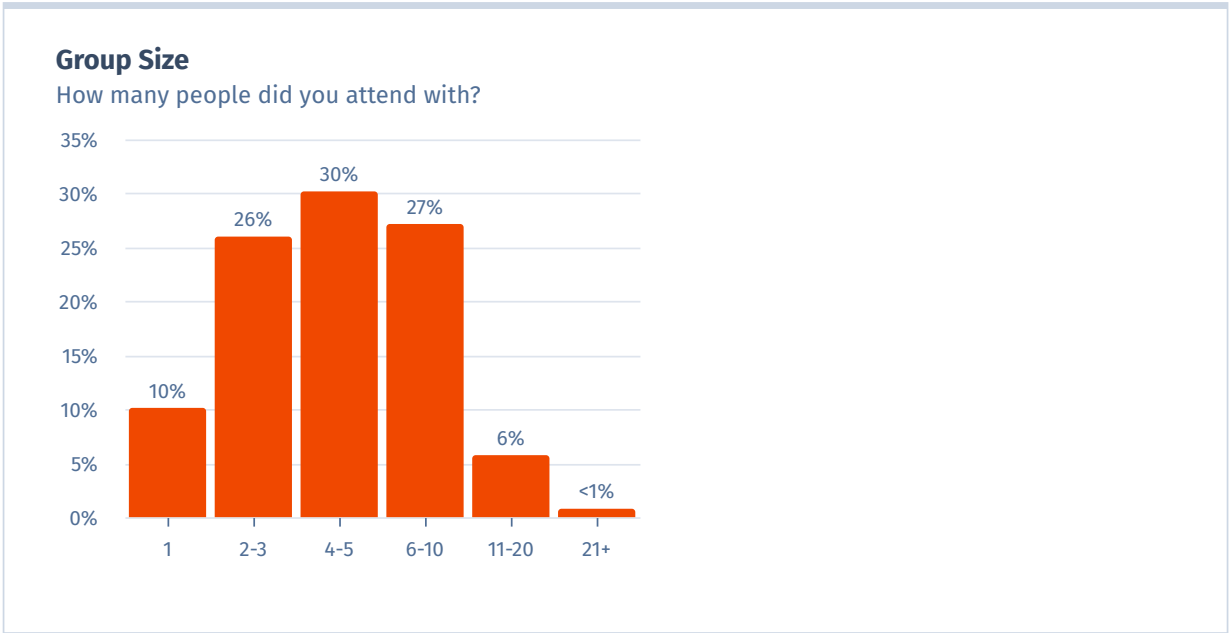


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Group Size

## How many people did you attend Ice Cream Factory Summer Festival with?

In order to understand the typical group behaviour at *Ice Cream Factory Summer Festival*, respondents were asked about their party characteristics, including how many people they attended the event with.



### Insights

30% of respondents attended the festival with a group of 4-5 people, making up the largest proportion of responses. This was followed by groups of 6-10 (27%) and groups of 2-3 (26%). 10% of respondents attended alone, 6% attended as a group of 11-20 people, and less than 1% attended with a group of 21 or more people.



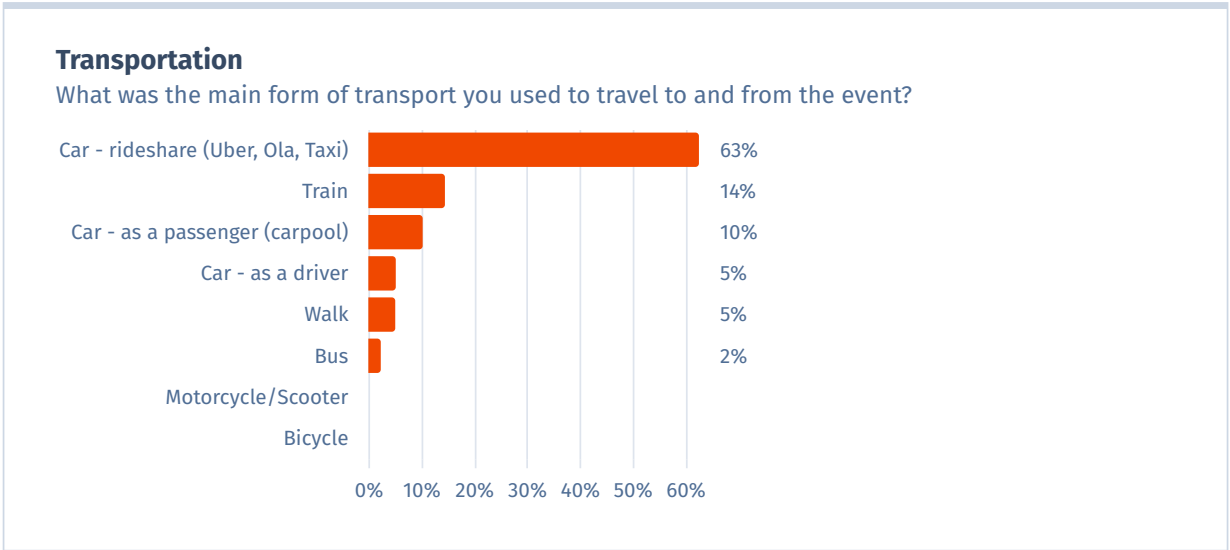


▲ Ice Cream Factory Summer Festival Perth 2021/22 — Photo: Bar Pop

# Method of Transport

## How did people get to and from *Ice Cream Factory Summer Festival*?

Respondents were asked to identify which mode of transport they used to get to *Ice Cream Factory Summer Festival*. This will give organisers an idea of transportation needs, and the opportunity to create programming and initiatives based on these behaviours.



### Insights

Rideshare services (such as Uber, Ola, Taxi) (63%) were the most popular mode of transport to the *Ice Cream Factory Summer Festival*. 14% caught the train and 10% carpooled as a passenger to the event. Those who drove and walked to the event both made up 5% of the sample while 2% took the bus. No respondents rode a motorcycle/scooter or their bike.



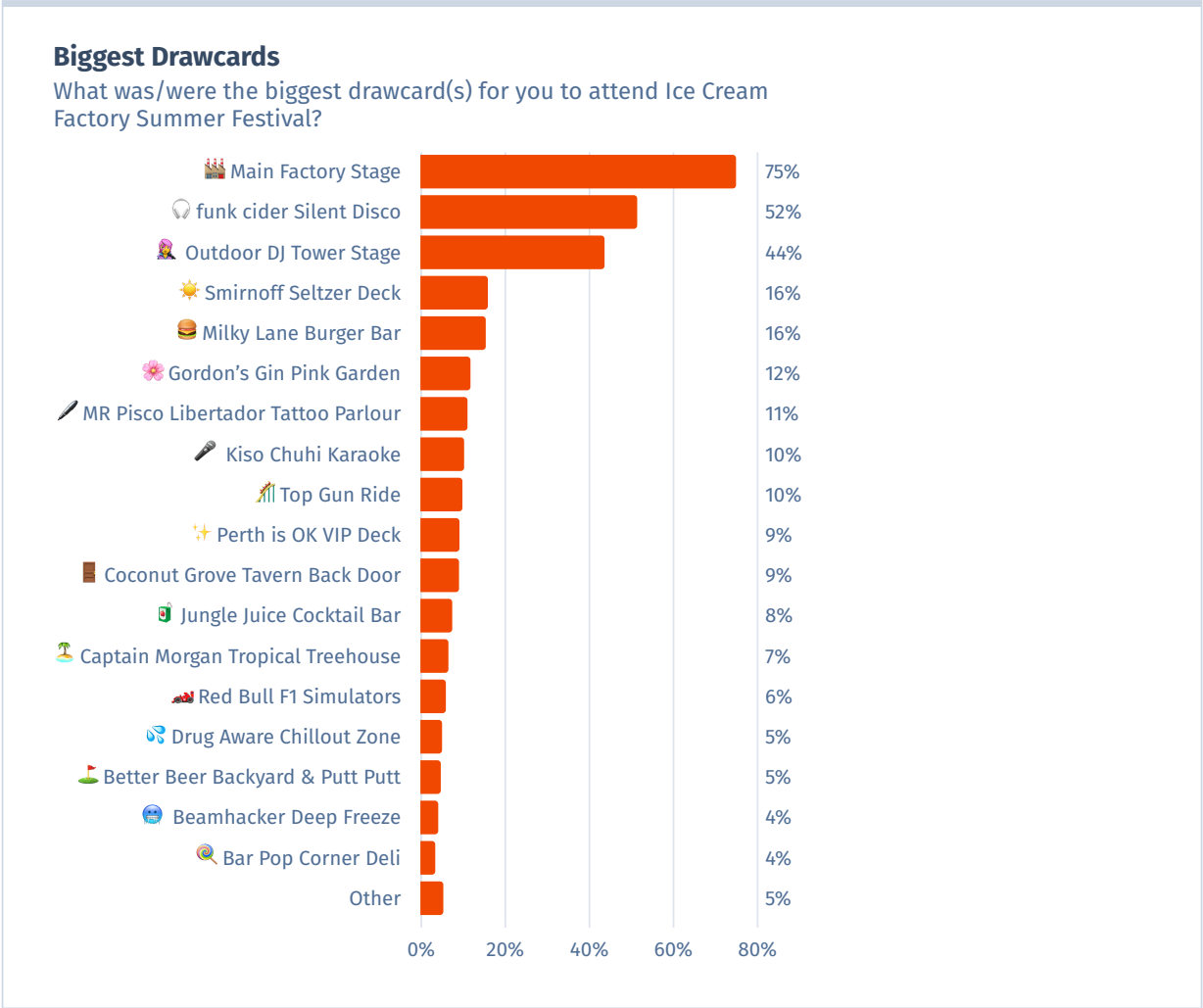
▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



## Biggest Drawcards

### What were the biggest drawcard(s) that attracted attendees to the event?

Respondents were asked to indicate what their biggest drawcard(s) were when choosing to attend *Ice Cream Factory Summer festival*. This was asked as a multiple-choice question and respondents could select as many answers as were applicable.



### Insights

Three-quarters of the entire sample (75%) reported that the Main Factory Stage was their biggest drawcard to attend the festival. 52% selected the funk cider Silent Disco and 44% selected Outdoor DJ Tower Stage. The Smirnoff Seltzer Deck (16%) and Gordon's Gin Pink Garden (16%) were also commonly cited by respondents. 5% of respondents selected 'Other', indicating that their biggest drawcard was not listed.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



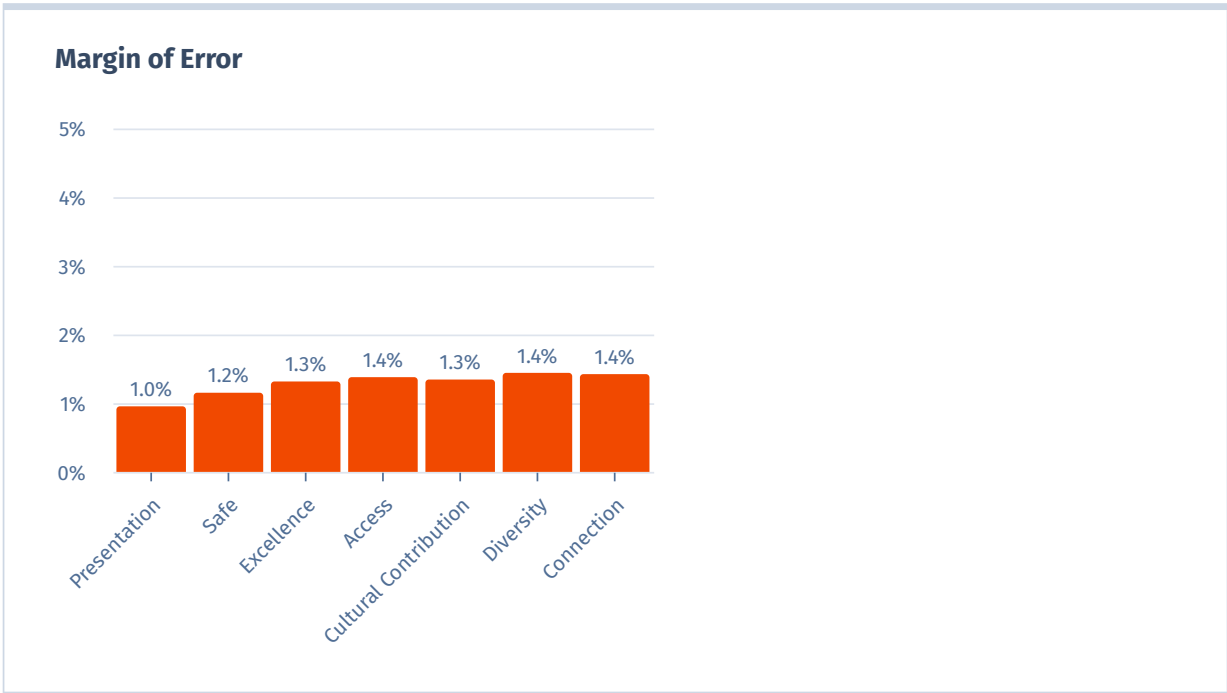
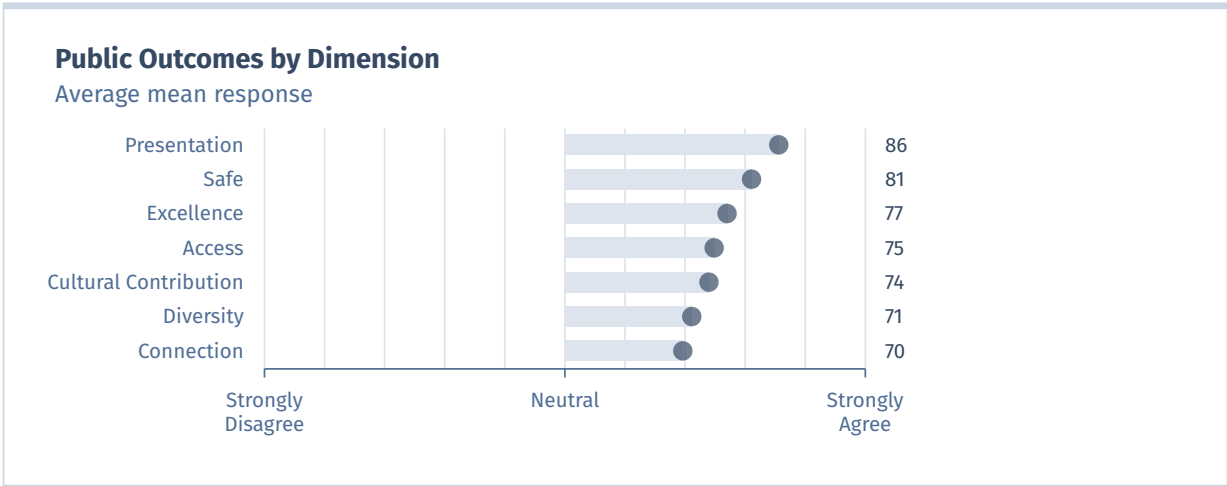
### 3. Event Outcomes

#### Overview

#### What did the public think of *Ice Cream Factory Summer Festival*?

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements in relation to the event. The following charts contain the response data for 'public' responses, showing the average result for each dimension.

The Culture Counts platform provides various methods to capture survey responses at minimal marginal cost. Achieving larger samples enables organisations to be more confident that the average result and opinions of the survey group are representative of the total audience. The accompanying margin of error chart shows the expected differences for the associated dimension results calculated at a 95% confidence level.



## Insights

Of the dimensions measured, 'Presentation' (86/100), 'Safe' (81/100), and 'Excellence' (77/100) received the highest average levels of agreement, indicating that respondents were most likely to agree that that the event was well produced and presented, that it made them feel safe and welcome and that it was one of the best examples of its type that they had seen. This was followed by 'Access' (75/100) and 'Cultural Contribution' (74/100), demonstrating that respondents were also more likely to agree that the event gave them the opportunity to access activities they would not otherwise have access to and provides an important addition to the cultural life of the area.

While still a positive result, 'Connection' (70/100) received the lowest average score overall, indicating that respondents were least likely to agree that the event helped them to feel connected to people in the community, of all dimension statements listed.

At a 95% confidence level, the margin of error for dimensions ranged from 1.0% to 1.4%. This means that we can be 95% confident that if we surveyed the entire *Ice Cream Factory Summer Festival* attendee population, the average outcome for 'Excellence' would fall within 1.3% of the average generated by the sample.

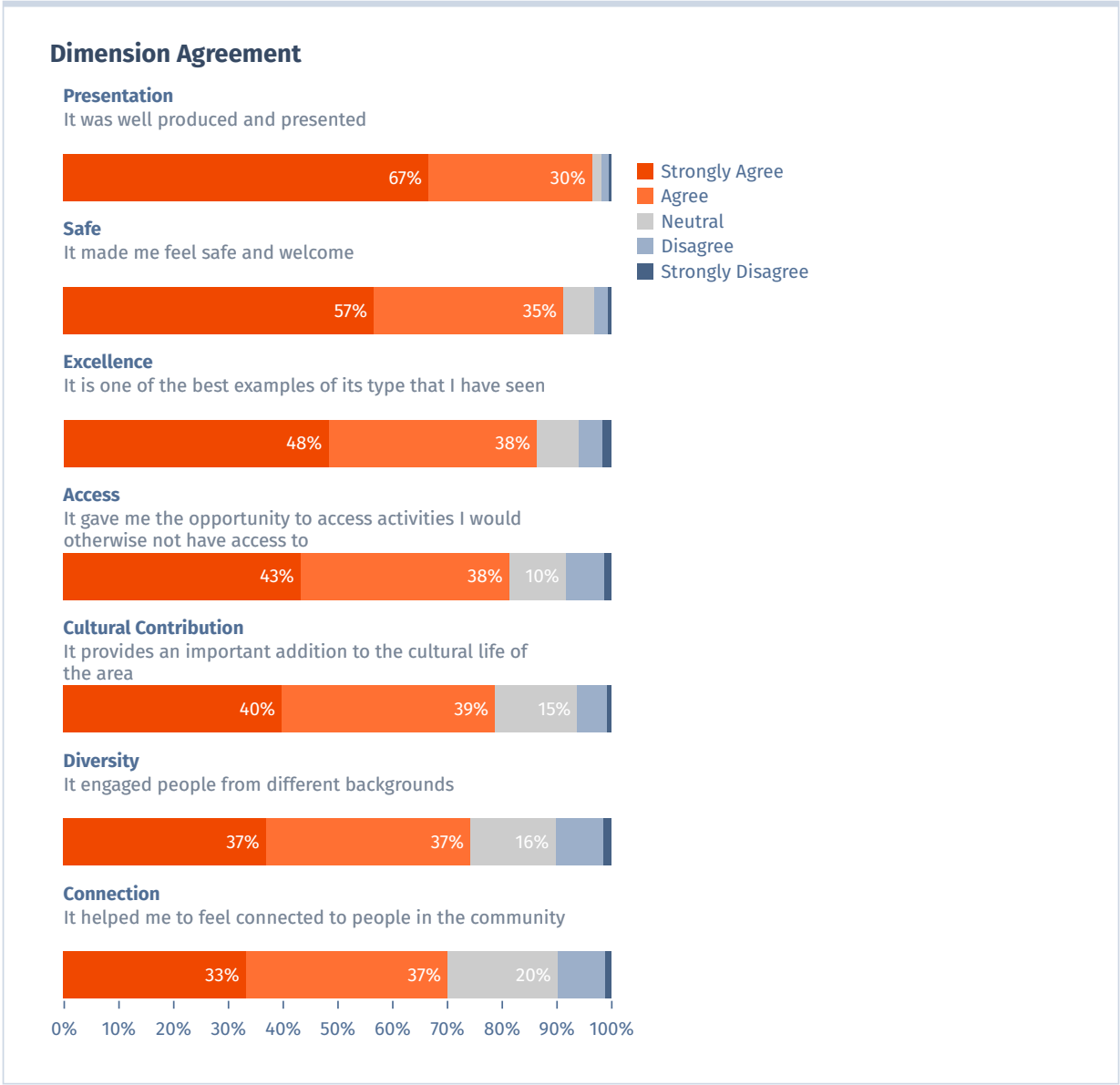


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Outcomes Agreement

Culture Counts uses a slider input to measure responses for dimension statements as part of the evaluation methodology. This method also provides the capability to understand response results within a typical 5-point agree-to-disagree format.

The following chart contains the response data for 'public' responses and shows the percentage of people that agreed or disagreed with each of the statements, using a 5-point ordinal Likert scale.



## **Insights**

'Presentation' (97%) received the highest level of overall agreement when compared to all the dimensions measured, indicating that almost the entire sample of respondents agreed that the event was well produced and presented. This is considered to be an outstanding result. This was followed by 'Safe' (92%) and 'Excellence' (86%), indicating that the majority of respondents also agreed that it made them feel safe and welcome and that the event was one of the best examples of its type.

'Connection' (70%) received the lowest level of agreement overall, indicating that the smallest proportion of respondents agreed that the event helped them to feel connected to people in the community. However, 20% of the sample felt neutral about the statement and only 10% disagreed.





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

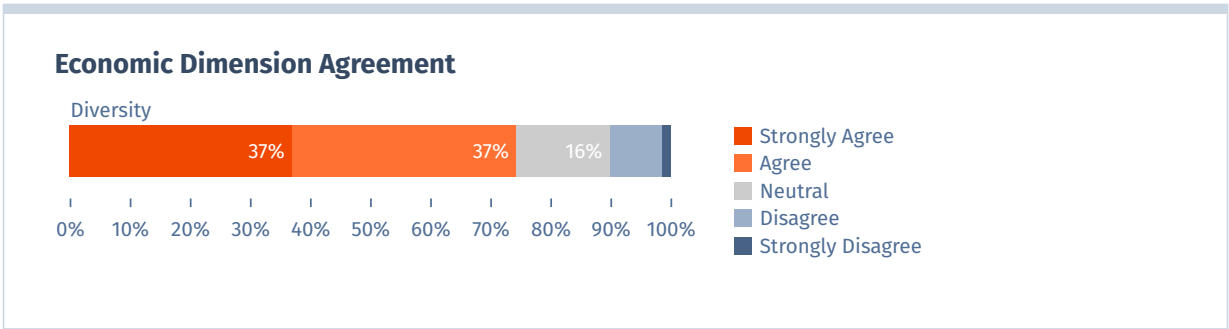
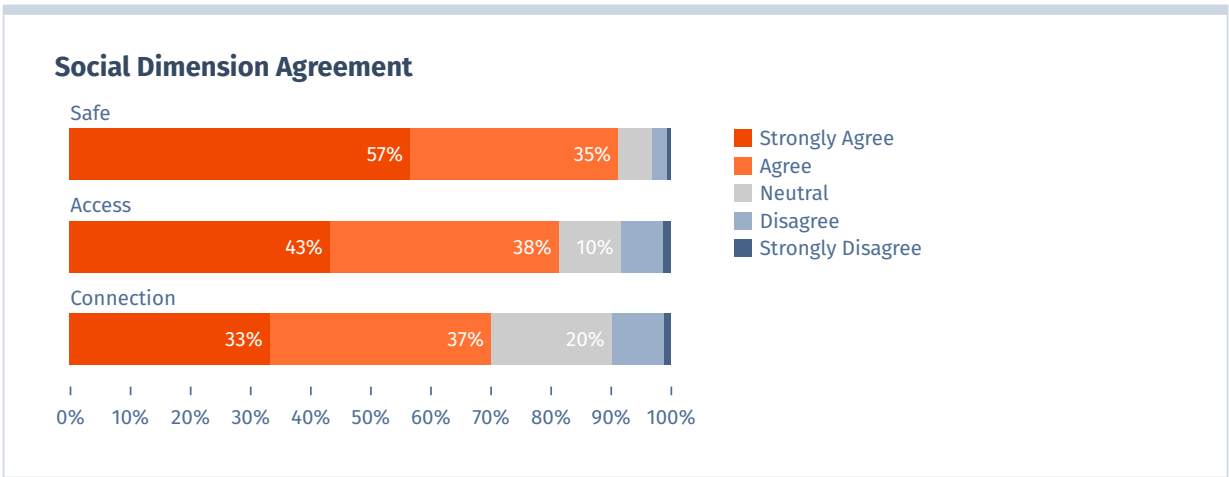
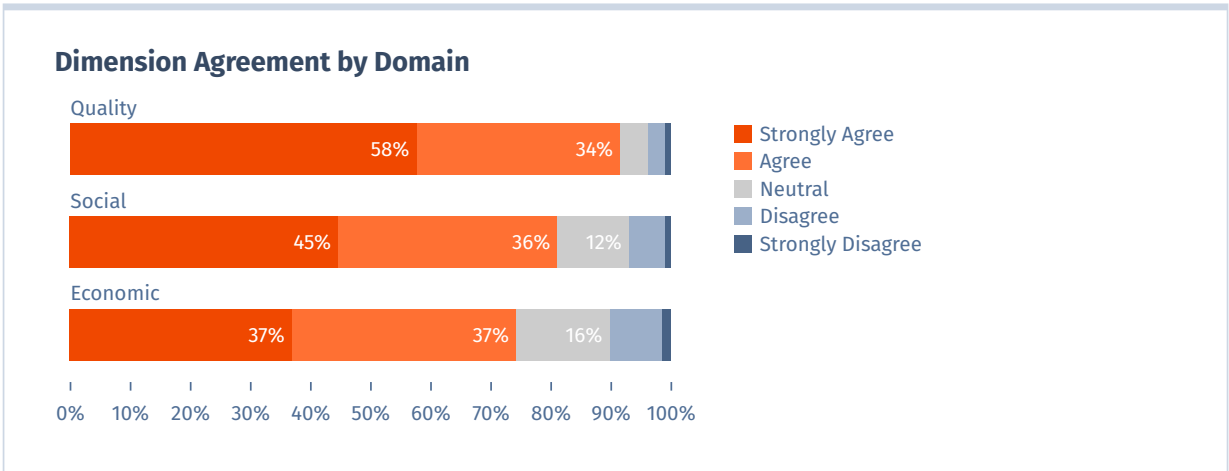
## Outcomes by Domain

Dimension statements can be categorised into their representative outcome domain. Outcome domains represent categorisations of dimensions based on their general area of focus. For example:

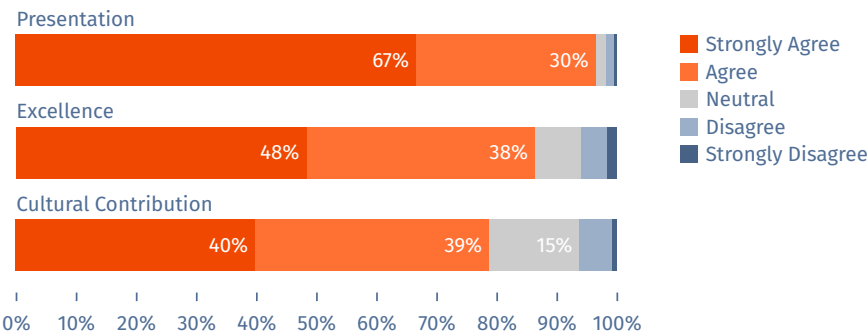
**Social Outcomes** represent dimensions that support a society that creates and promotes participation in community life and fosters the realisation of self within an individual.

**Economic Outcomes** represent dimensions that seek to promote dynamic and resilient local economies that are required to sustain vibrant communities.

**Quality Outcomes** represent dimensions that connect the quality of what is produced to the realisation of intentions and the strength of their impact.

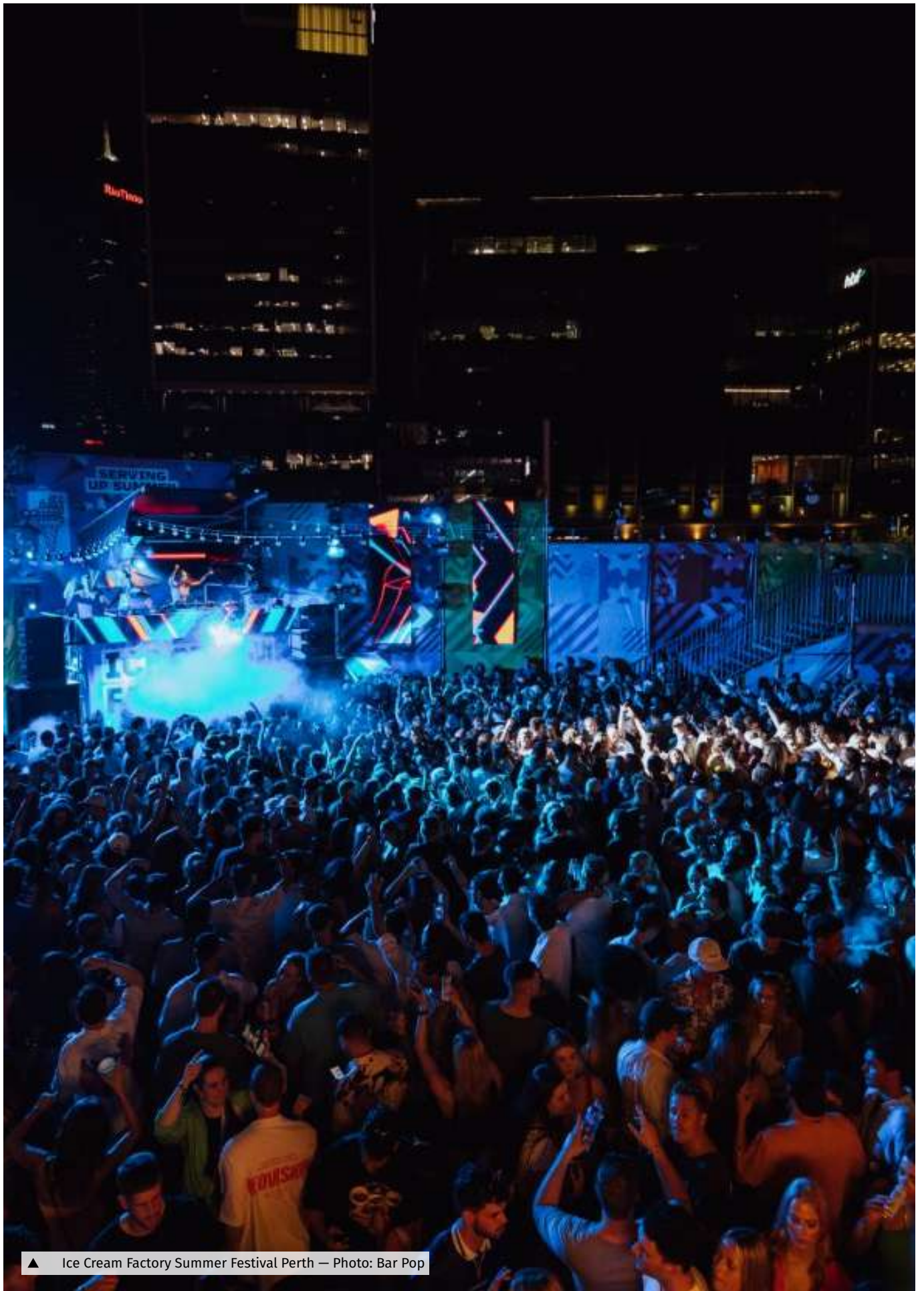


### Quality Dimension Agreement



### Insights

The highest-ranking domain overall was Quality (92%), followed by Social (81%) and Economic (74%). This demonstrates that the event excelled in its Quality outcomes, and in particular, 'Presentation' (97%), suggesting respondents were very likely to agree that the event was well produced and presented.



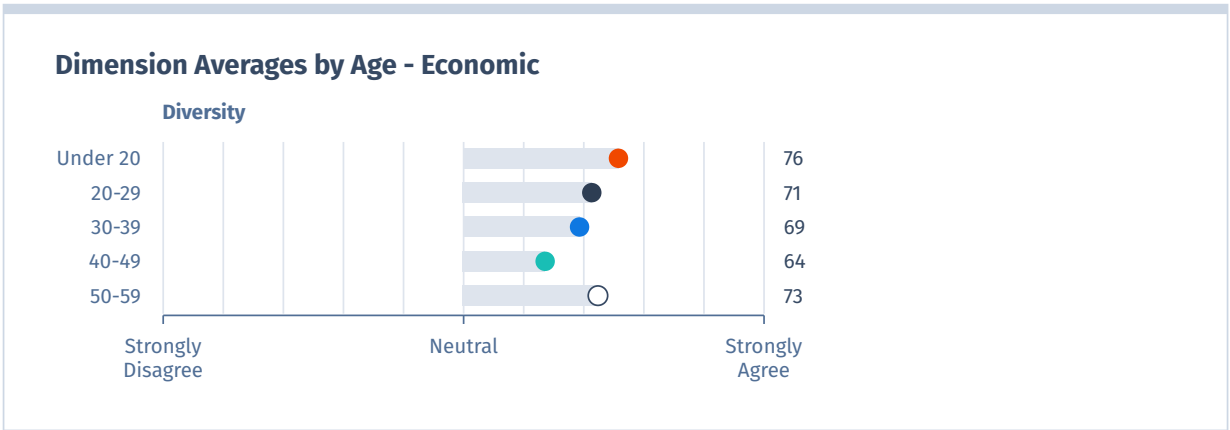
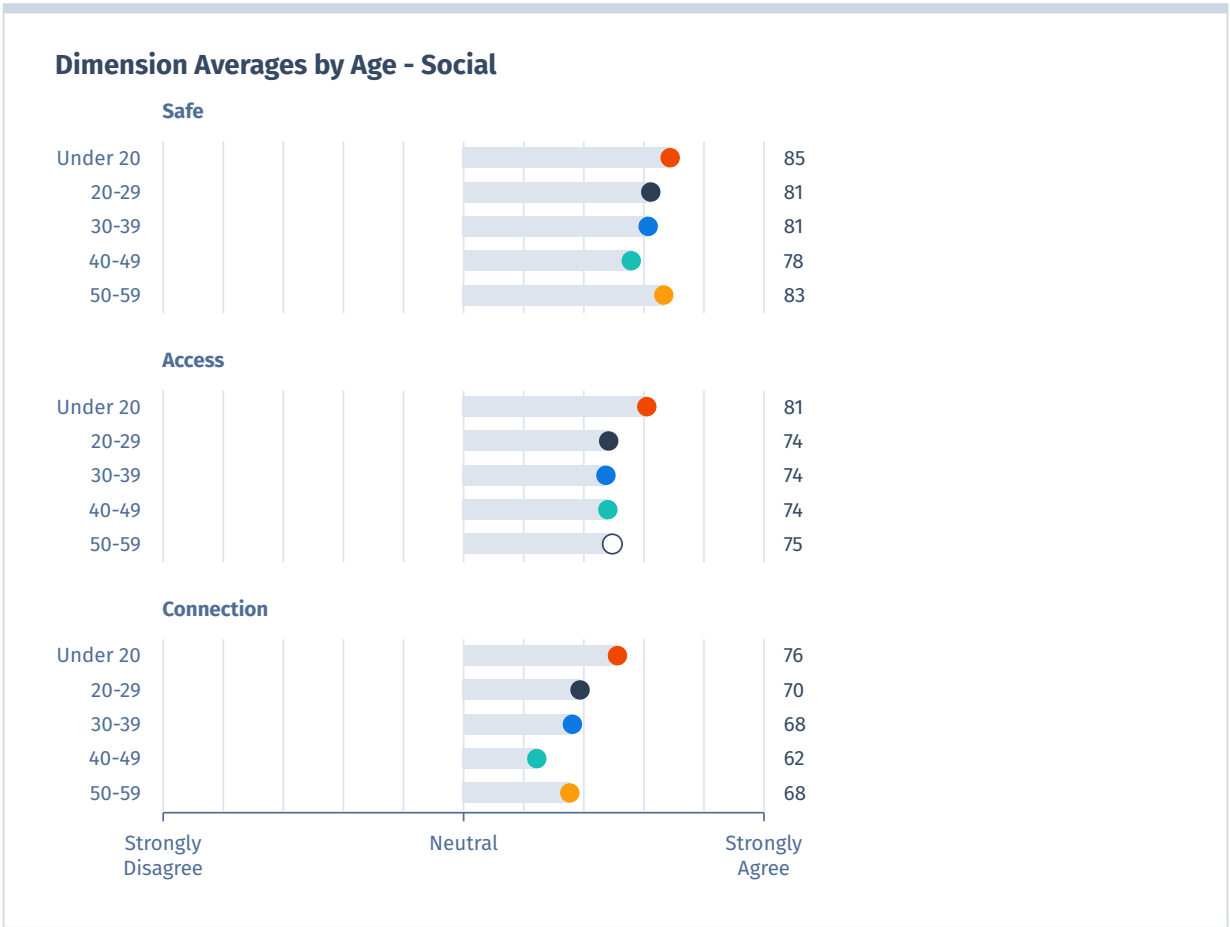
▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Outcomes by Demographics

## Does gender or age influence public outcomes?

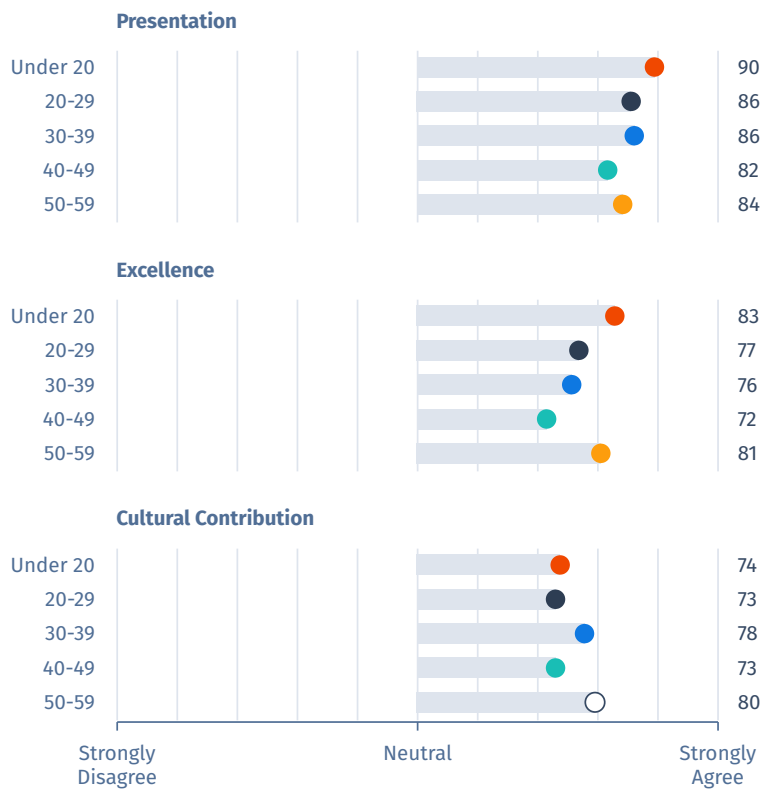
Every respondent was asked to identify their gender and age as part of the survey. This information enables perceptions to be filtered by demographics and helps organisers understand whether outcomes are different based on these attributes.

The below charts show the dimension results for each of the dimensions based on gender and age group.





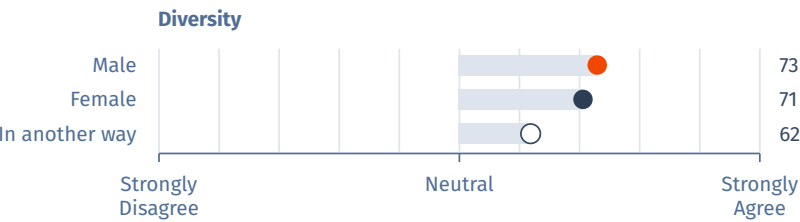
## Dimension Averages by Age - Quality



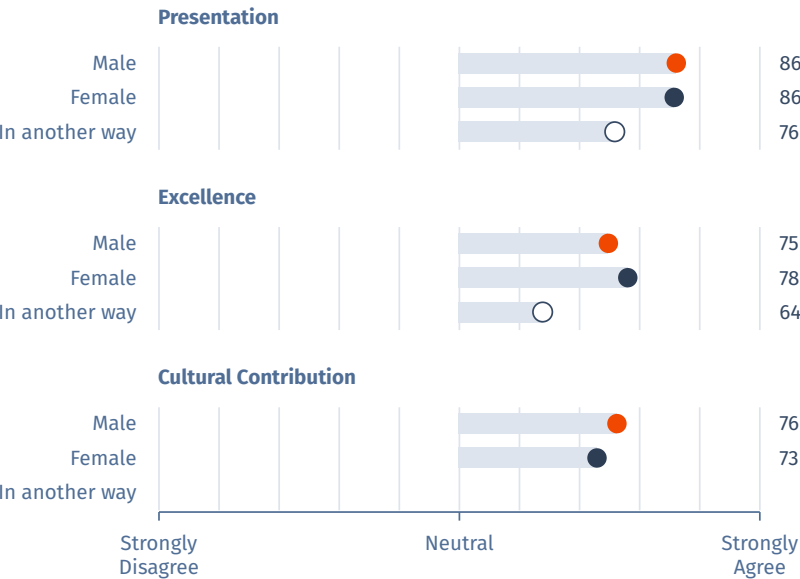
## Dimension Averages by Gender - Social



Dimension Averages by Gender - Economic



Dimension Averages by Gender - Quality



## Insights

Respondents in the under 20 age cohort produced consistently high average scores for six out of the seven dimensions measured. This age group was most likely to agree with 'Presentation' (90/100) out of all of the dimensions, additionally being the highest dimension average given by any age cohort. The 50-59 age cohort produced notably high scores for 'Excellence' (81/100) and 'Safe' (83/100), only second after the under 20 cohort.

Similar average scores can be seen for the 20-29 and 30-39 age cohorts across almost all measured dimensions with the exception of 'Cultural Contribution' where the 30-39 cohort produced an average score that was +5/100 higher on average than those aged 20-29. Respondents aged 40-49 consistently produced the lowest average agreement scores for all dimensions.

Males and females tended to give similar dimension scores across the full range of dimensions, with there being no more than +3/100 difference in scores between genders. Males gave the highest scores for 'Safe' (82/100), 'Connection' (71/100), 'Diversity' (73/100), and 'Cultural Contribution' (76/100). Females gave the highest scores for 'Excellence' (78/100) and 'Access' (75/100). The remaining average dimension scores were equal for both genders.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Event Outcome Comparison

### How do outcome scores compare across different Bar Pop events?

Dimensions used in the *Ice Cream Factory Summer Festival Perth* evaluation were also measured for Bar Pop's various events since 2019, including *Froth Town* and *Bar Pop NYE*. This consistent measurement allows Bar Pop to benchmark its results and to track progress in achieving strategic outcomes over time and across different offerings. It also allows organisers to understand how attendees' experiences have differed between the events.

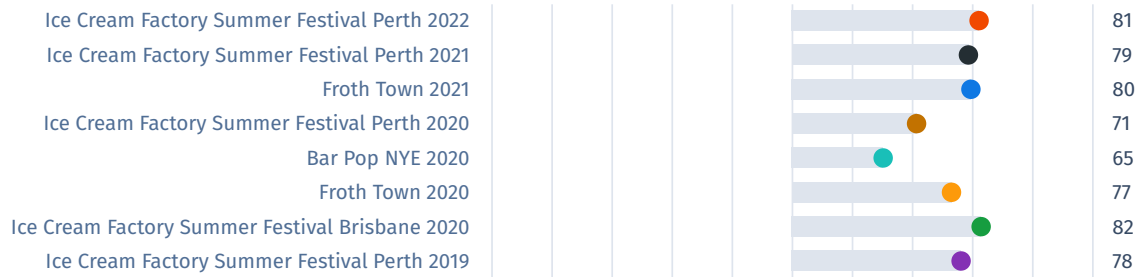
#### Event Outcome Comparison (Quality)



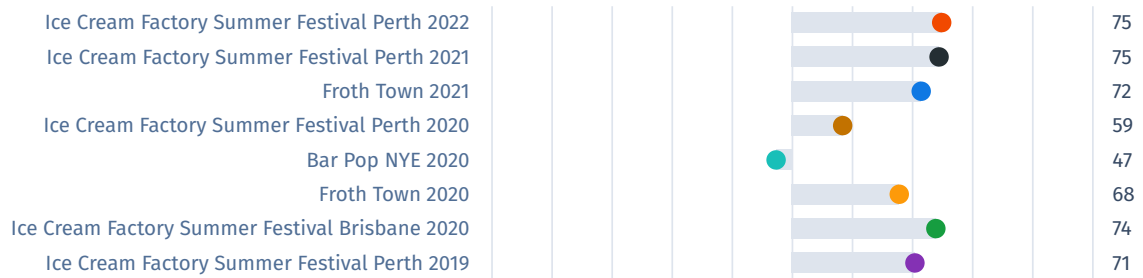


## Event Outcome Comparison (Social)

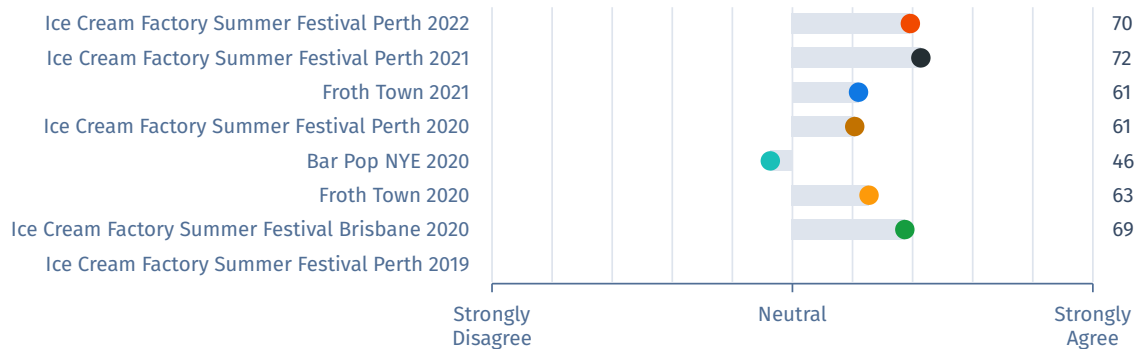
### Safe



### Access

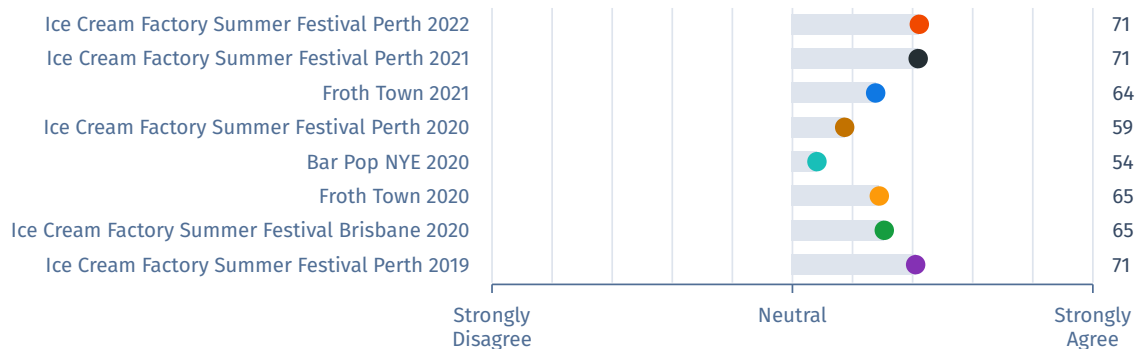


### Connection



## Event Outcome Comparison (Economic)

### Diversity



## Insights

*Ice Cream Factory Summer Festival 2022* consistently scored highly across all dimensions when compared with the other events attended. It achieved the highest or equal highest average results out of all past events for 'Diversity' (71/100), 'Access' (75/100), 'Safe' (81/100), and 'Presentation' (86/100). This is an excellent result which suggests that the organisers have achieved the associated outcomes to a particularly high degree.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 4. Overall Experience

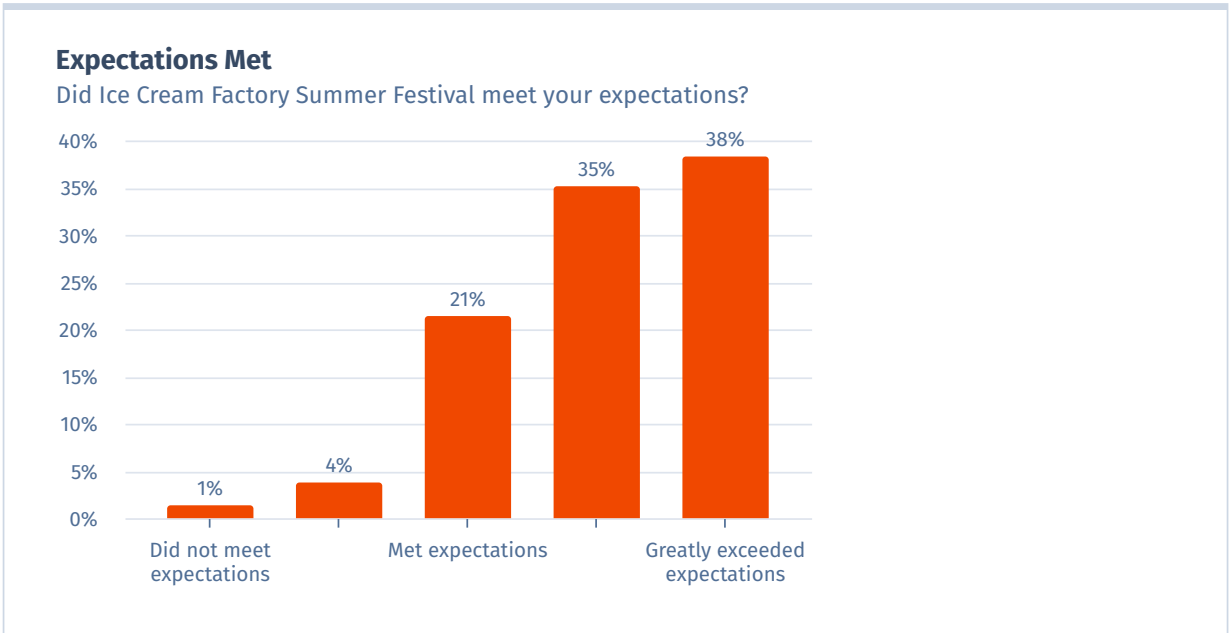
## Attendee expectations

### Did Ice Cream Factory Summer Festival meet attendees' expectations?

As part of the survey, attendees were asked to rate their overall experience and to indicate whether or not the event met their expectations. The results are shown in the charts below.



Good or Excellent: **95%**



Expectations met or exceeded: **94%**

## Insights

Almost the entire sample (95%) of respondents reported having a positive experience at *Ice Cream Factory Summer Festival*, an excellent result. Of these respondents, 62% reported their experience being excellent and 33% reported their experience as being good. 3% felt neutral about their experience, 1% had a poor experience and no respondents reported having a terrible experience.

94% of respondents reported having their expectations met or exceeded. Of this group, most people reported having their expectations exceeded (73%), with 35% reporting to have had their expectations somewhat exceeded, and 38% reporting to have their expectations greatly exceeded. Only 5% of all respondents did not have their expectations met.



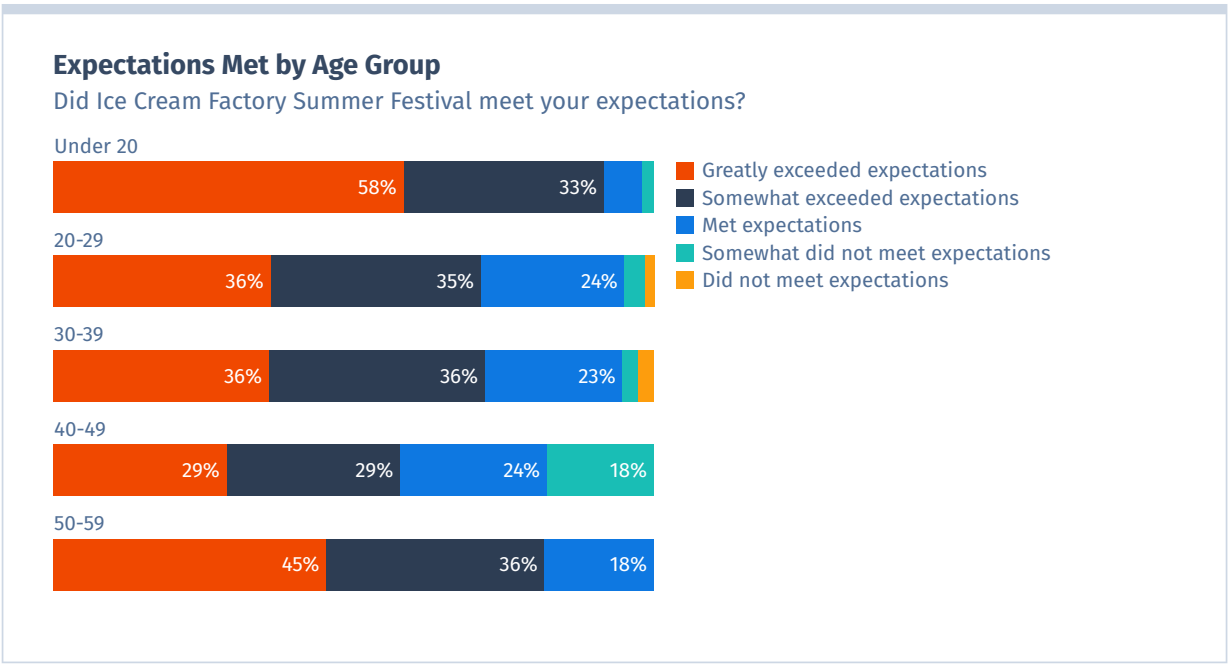
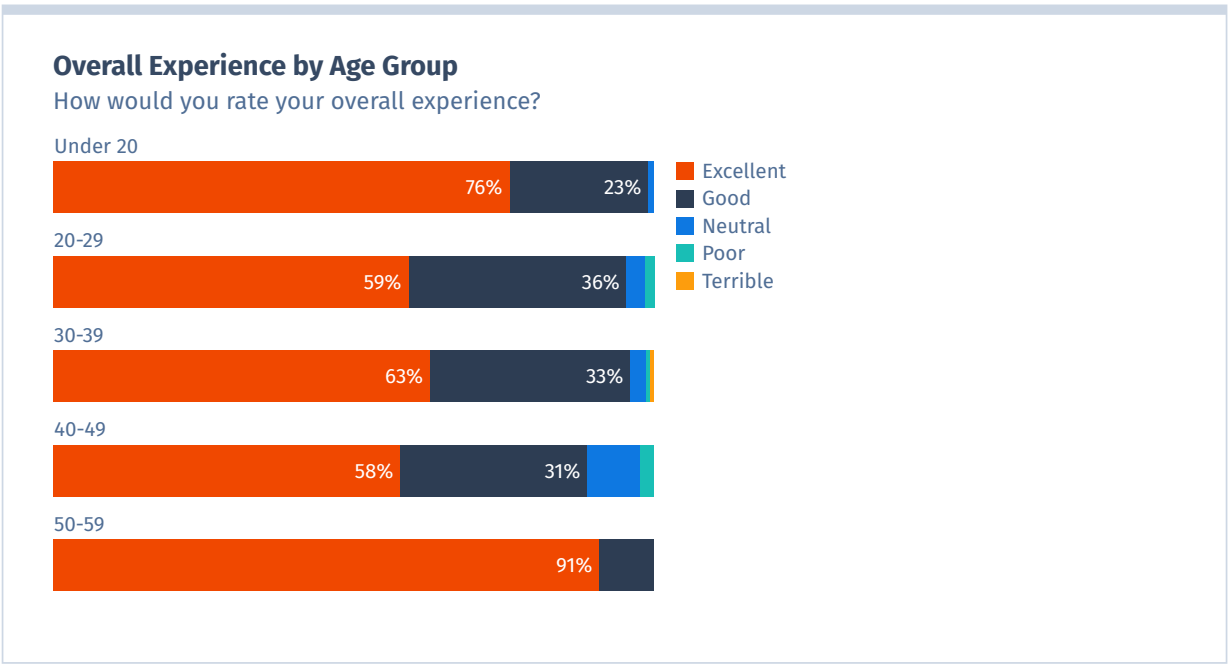


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Experience by Demographic

### Does gender or age influence overall experience?

The below charts distribute the responses to the questions 'Rate your overall experience' and 'Did *Ice Cream Factory Summer Festival* meet your expectations?' based on age group and gender. This helps organisers to understand if attendee demographics had an impact on the overall experience of respondents.



### Did *Ice Cream Factory Summer Festival* meet your expectations?

## Experience by Gender

How would you rate your overall experience?

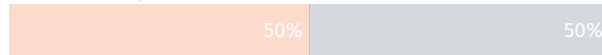
Male



Female



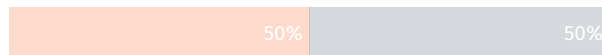
In another way



Prefer not to say



Custom

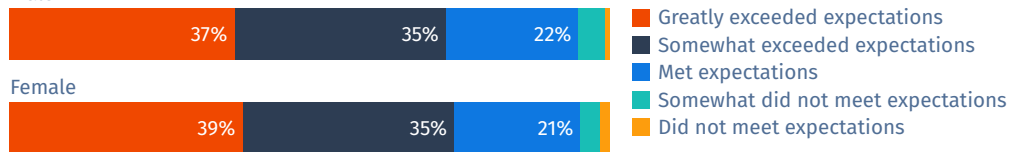


Excellent  
Good  
Neutral  
Poor  
Terrible

## Expectations Met by Gender

Did Ice Cream Factory Summer Festival meet your expectations?

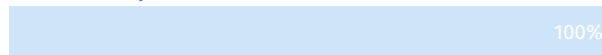
Male



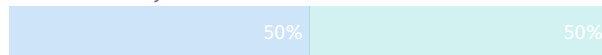
Female



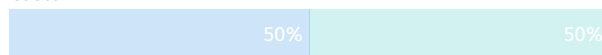
In another way



Prefer not to say



Custom



Greatly exceeded expectations  
Somewhat exceeded expectations  
Met expectations  
Somewhat did not meet expectations  
Did not meet expectations

## Insights

The 50-59 age cohort had the largest proportion of respondents that had a positive overall experience (100%), with 9% reporting their experience as being good and 91% reporting it as being excellent. 99% of those aged under 20 had a positive experience, an excellent result. The vast majority of the 30-39 (96%) and 20-29 (95%) age groups reported having a positive overall experience, with very few respondents reporting their experience as being poor or terrible.

In terms of expectations met by age groups, 100% of the 50-59 age cohort had their expectations met and exceeded. This was followed by the under 20 age cohort, with 91% of respondents' experiences exceeding expectations. The 20-29 and 30-39 age groups had their expectations met and exceeded to a similar degree (both 95%) while the 40-49 age group had the largest proportion of respondents that had an experience that didn't quite meet their expectations.

Gender did not appear to significantly affect the overall experience of respondents, with both males and females having an average overall experience score of 95%. A similar trend was seen in terms of expectations being met, where 94% of male respondents and 95% of females had their expectations met or exceeded.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



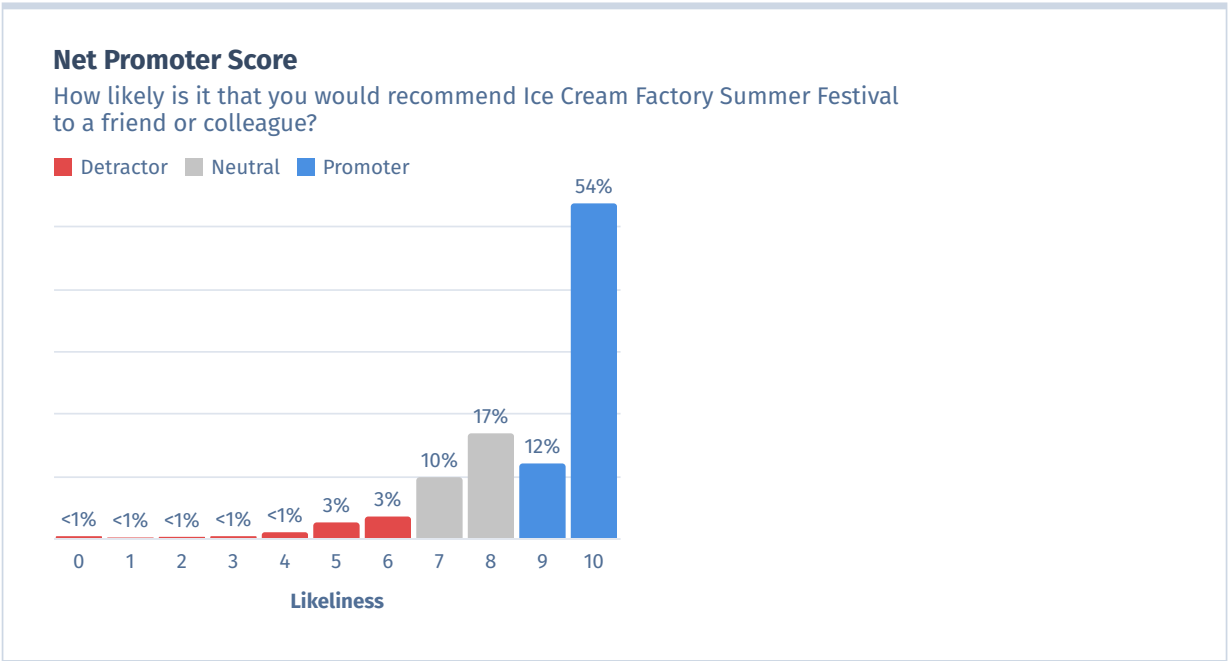
# Net Promoter Score

## Would respondents recommend *Ice Cream Factory Summer Festival*?

Respondents were asked whether they would recommend *Ice Cream Factory Summer Festival* to a friend or colleague. Respondents could choose a number from 0 to 10 from a pulldown menu, with 0 meaning not likely at all, and 10 meaning extremely likely.

These scores can be used to calculate a Net Promoter Score (NPS). NPS measures loyalty between a brand and its audience. People giving a score of 9 or 10 are considered Promoters. Detractors are those who respond with a score of 0 to 6. Scores of 7 and 8 are considered Passives.

NPS is calculated by subtracting the percentage of customers who are Detractors from the percentage of customers who are Promoters. This chart shows the proportion of respondents that would or would not recommend the *Ice Cream Factory Summer Festival*, followed by the calculated NPS below.



Net Promoter Score: 58

## Insights

66% of respondents responded to the NPS question with a 9 or 10, classifying them as Promoters. 27% of respondents rated the event a 7 or 8, classifying them as Neutral and therefore excluded from the NPS score. 7% of respondents can be considered Detractors, scoring the event from 0-6.

An NPS that is positive (i.e. higher than zero) is felt to be good, and an NPS of 50+ is excellent. *Ice Cream Factory Summer Festival's* NPS of 58 shows an excellent level of attendee loyalty and a high likelihood of recommendations for future events.

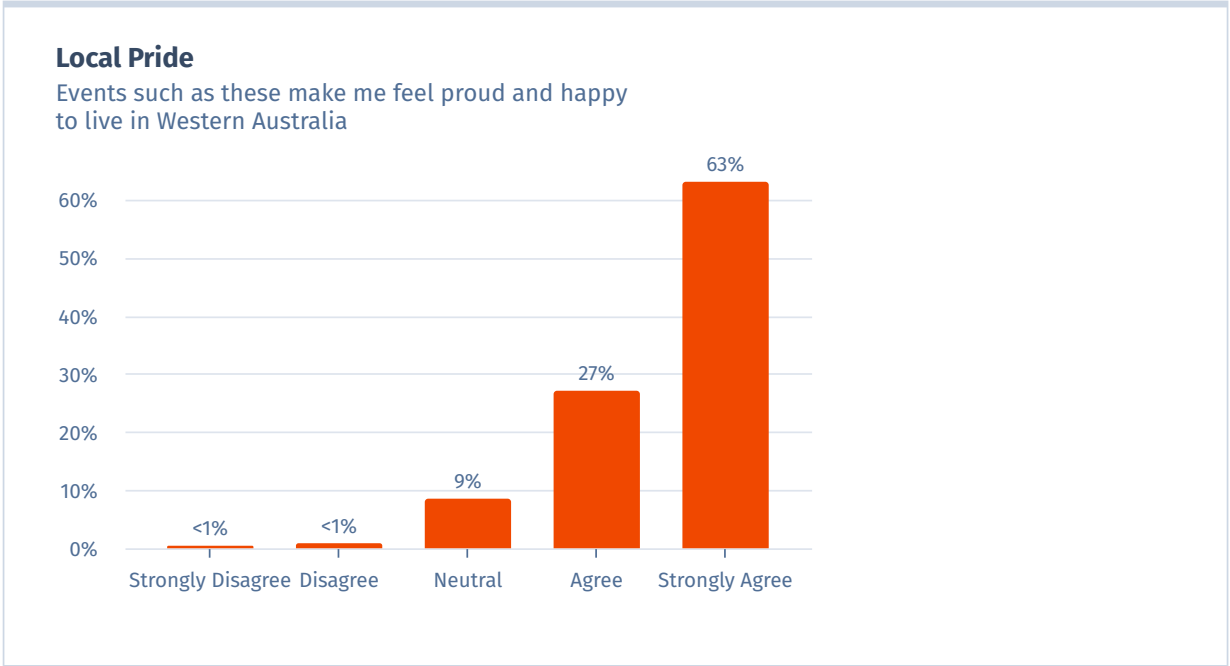


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 5. Attendee Behaviour

## WA Pride

Respondents were asked to indicate whether they believe events such as *Ice Cream Factory Summer Festival* make them feel proud and happy to live in Western Australia. Results can be seen distributed on the chart below.



Agree + Strongly Agree: 90%

**Insights**

90% of respondents agreed that the event made them feel proud and happy to live in Western Australia. Of these respondents, 63% strongly agreed with the statement and 27% agreed. 9% reported feeling neutral about the statement and less than 1% disagreed and strongly disagreed.



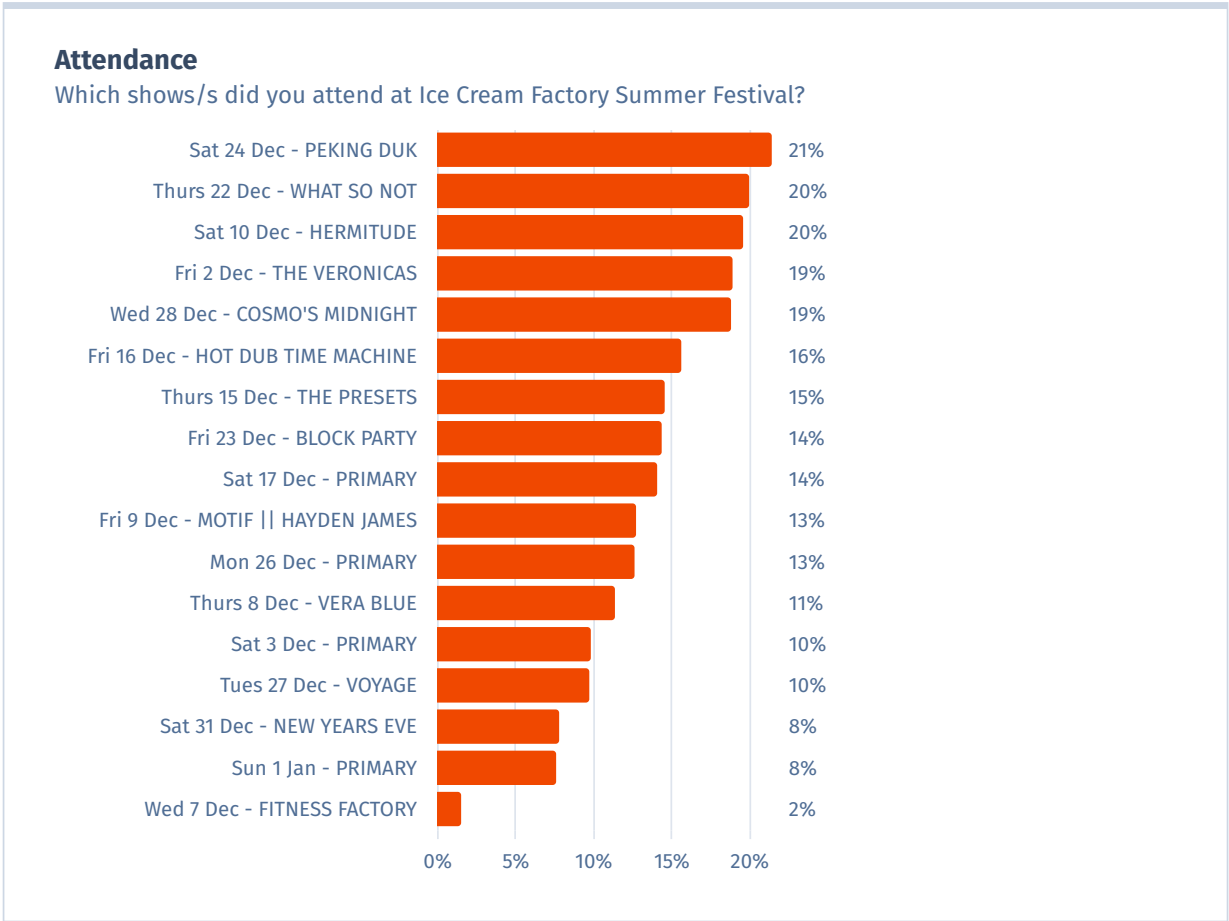
▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



# Show Attendance

## Which show(s) did respondents attend?

Those who completed the survey were asked to identify which show/s they had attended as part of *Ice Cream Factory Summer Festival*. This information helps organisers to better understand the respondents' experience, based on the show/s they attended.



## Insights

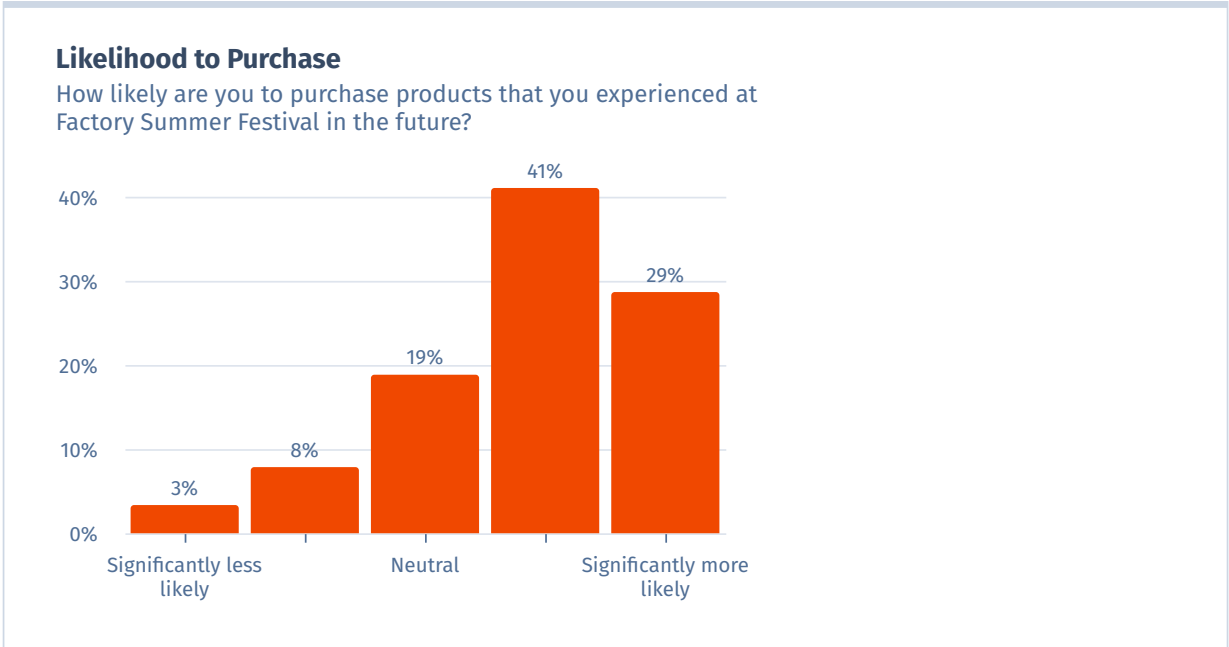
21% of survey respondents attended *Sat 24 Dec - PEKING DUK*. This was followed by *Thurs 22 Dec - WHAT SO NOT* (20%) and *Sat 10 Dec - HERMITUDE* (20%). The least commonly cited session attended by respondents was *Wed 7 Dec - FITNESS FACTORY* (2%).



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Likelihood to Purchase

Respondents were asked how likely they were to purchase products that they experienced at *Ice Cream Factory Summer Festival* in the future. This helps *Ice Cream Factory Summer Festival* organisers understand if the products offered were desirable to their attendees and how likely they are to purchase them again.

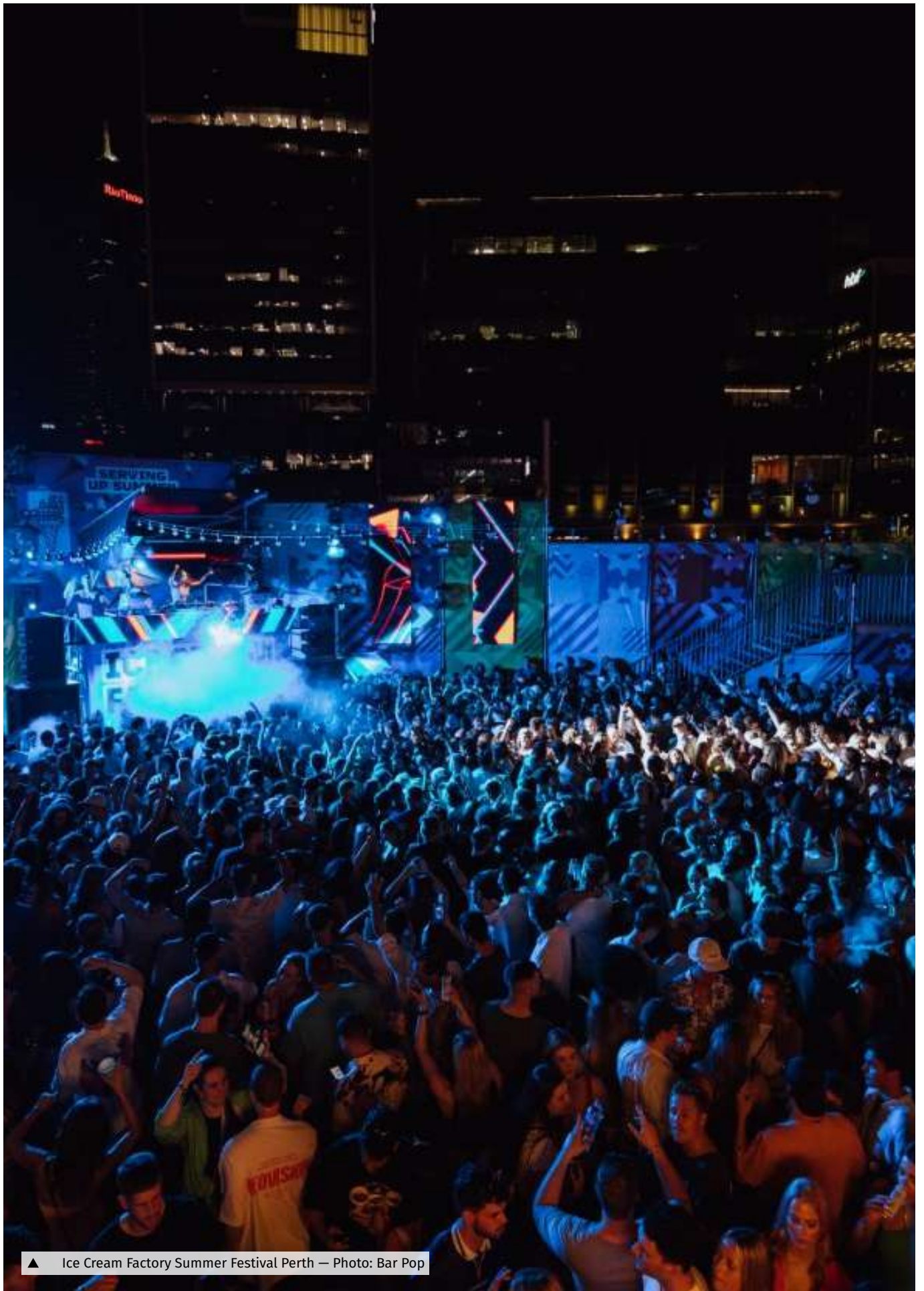


Somewhat more likely + Significantly more likely: **70%**

### Insights

The majority (70%) of respondents indicated that they were likely to purchase products that they experienced at *Ice Cream Factory Summer Festival* in the future. Of this sample, 29% selected that they were 'significantly more likely' to purchase products, and 41% selected 'likely'. 19% felt 'neutral' about the question and 11% indicated that they were less likely to purchase these products in the future.

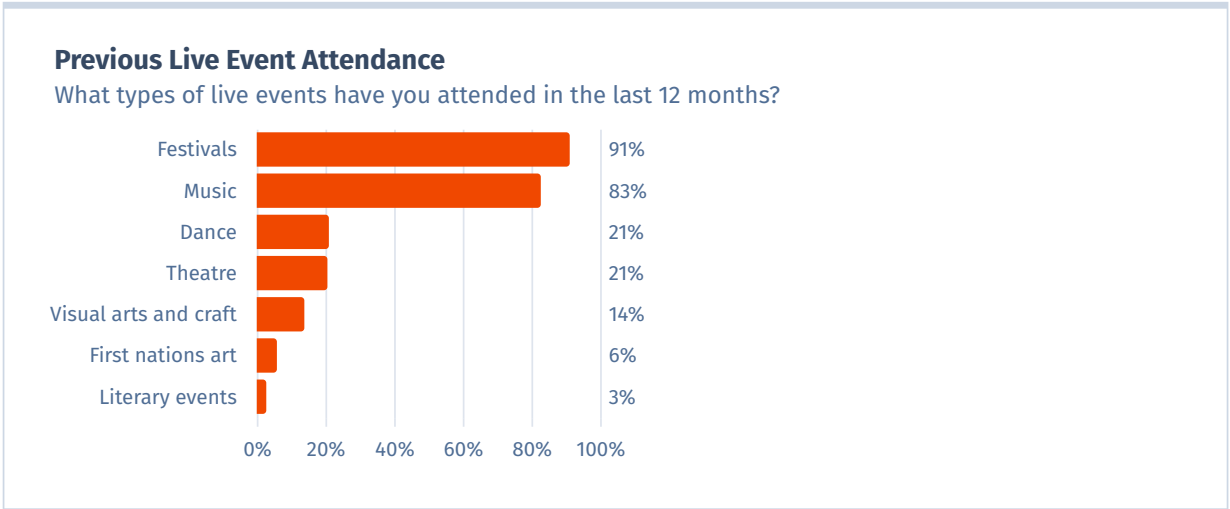




▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Live Event Attendance

Attendees were asked which types of live events they attended in the last 12 months. This helps the organisers of *Ice Cream Factory Summer Festival* to understand which type of live events are of interest to their attendees.



## Insights

Almost the entire sample (91%) of respondents had attended a festival in the last 12 months, closely followed by those who attended music events (83%). 21% of respondents attended dance events and the theatre, and 14% attended visual arts and craft events. Fewer respondents had attended First Nation art events (6%) or literary events (3%) in the last 12 months.



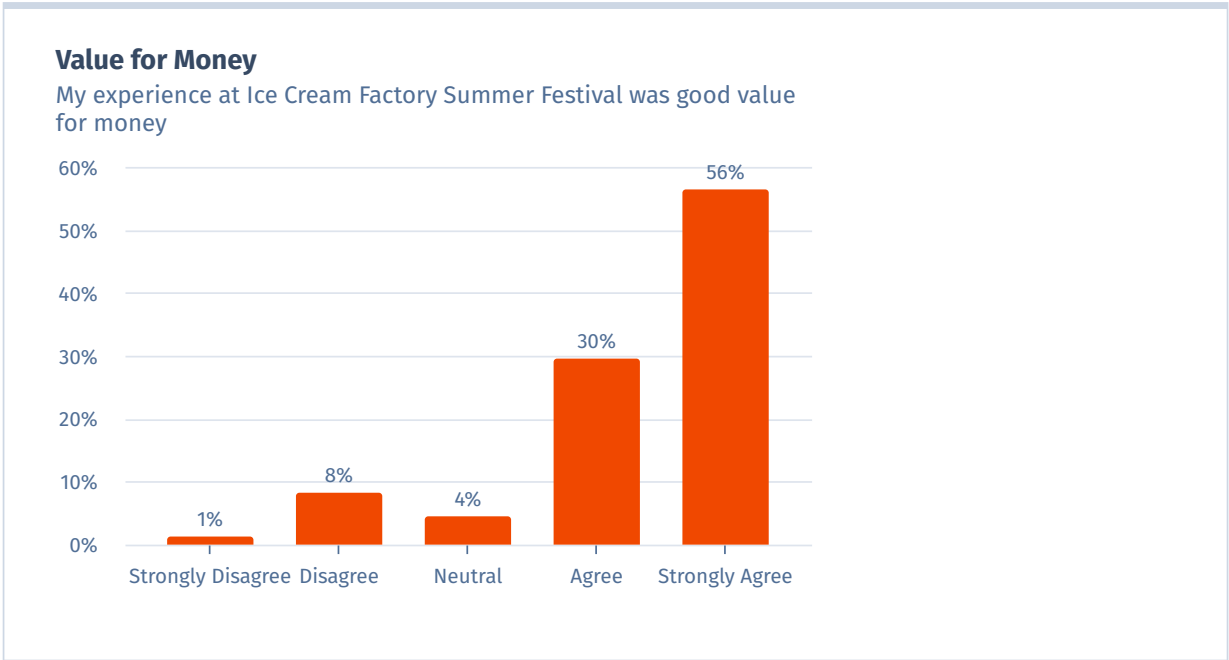


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# Value for Money

## Was the event good value for money?

Value for money contributes significantly to attendees' overall experience of an event. The organisers of *Ice Cream Factory Summer Festival* can understand how respondents felt about event-associated costs with the breakdown below.



Agree + Strongly Agree: **86%**

### Insights

The majority (86%) of respondents agreed that *Ice Cream Factory Summer Festival* was good value for money. Of this sample, 56% strongly agreed and 30% agreed. 4% of respondents reported feeling neutral about the statement, 8% disagreed and 1% strongly disagreed.



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

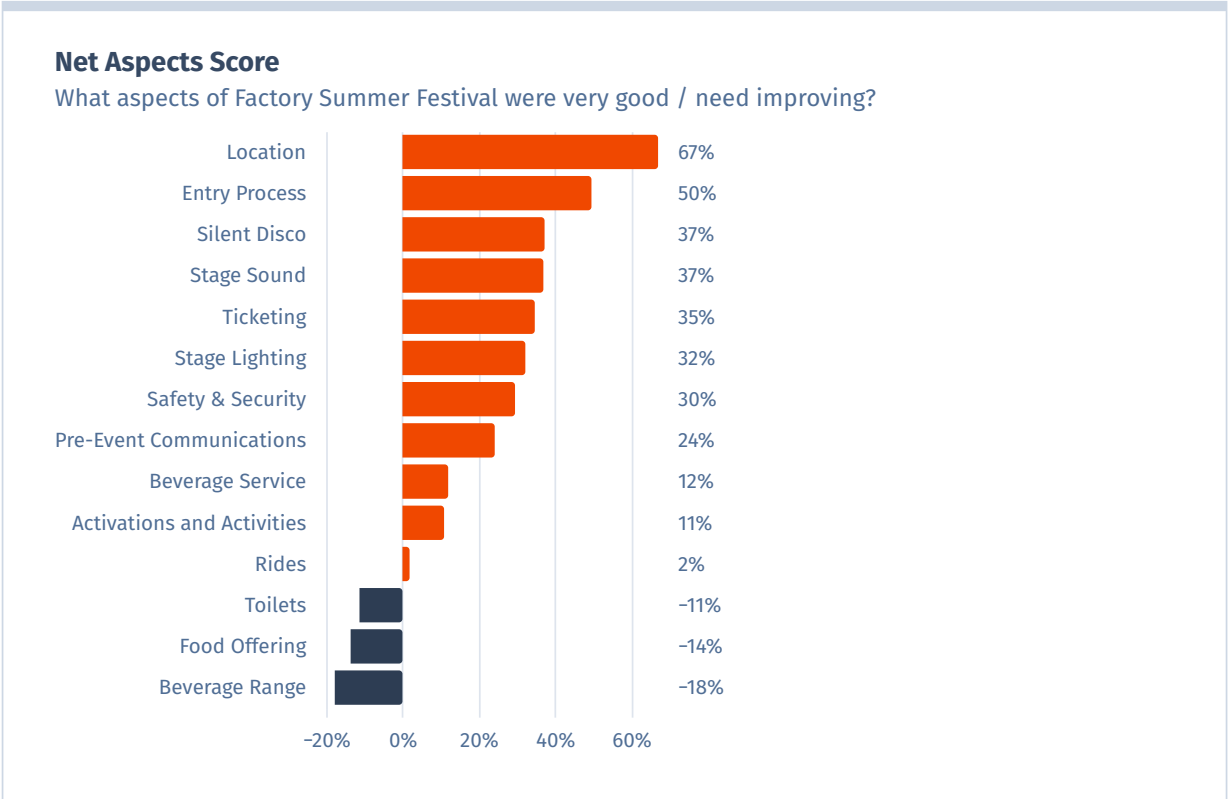
## Favourite and Least Favourite Aspects

### What were the best aspects of *Ice Cream Factory Summer Festival* and what needs improving?

Respondents were asked to choose which aspects or elements of the event were their favourite, by selecting items on a prompted multiple-choice list.

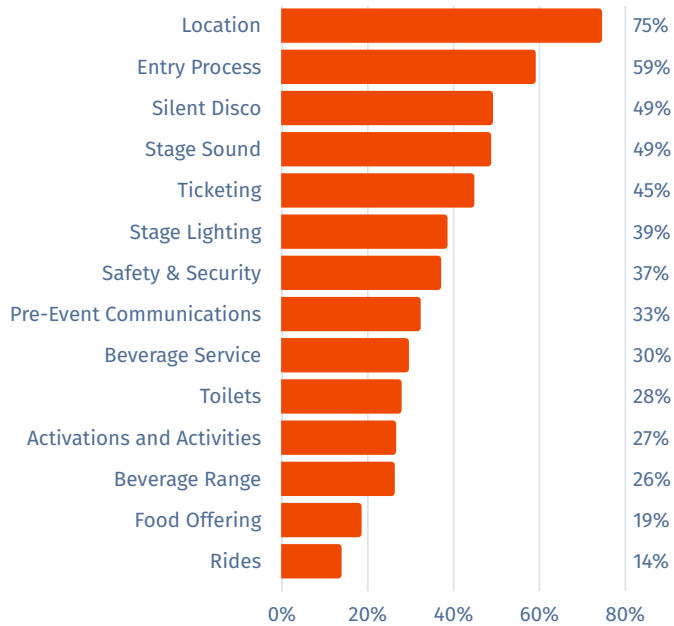
They were then provided with the same list and asked to indicate which aspects of the event needed improvement. The results for both of these questions are shown in the charts below.

The 'Aggregate Score' chart shows the percentage that each element was rated 'very good' minus the percentage it was rated 'needs improving'.



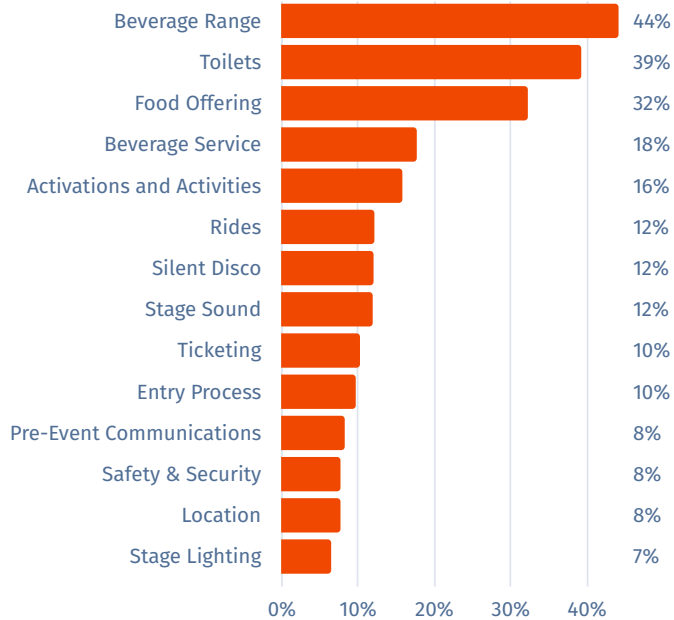
## Favourite Aspects

What aspects of Ice Cream Factory Summer Festival were very good?



## Needs Improving

What aspects of Ice Cream Factory Summer Festival most need improving?





## Insights

When asked what were their favourite aspects of *Ice Cream Factory Summer Festival*, three-quarters of the sample selected 'Location' (75%). This was followed by 'Entry Process' (59%), 'Silent Disco' (49%), and 'Stage Sound' (49%). Respondents also tended to be favourable towards 'Ticketing' (45%), 'Stage Lighting' (39%) and 'Safety & Security' (37%).

In the follow-up question, when asked which aspects require improvement, the top five most frequently selected options were 'Beverage Range' (44%), 'Toilets' (39%), 'Food Offering' (32%), 'Beverage Service' (18%) and 'Activations and Activities' (16%).

By positioning these results against each other, organisers are able to understand which elements received the most feedback overall, understanding their impact on the overall experience.

For example, as 59% of respondents identified 'Entry Process' as being very good, and only 10% felt it needed improvement, organisers can be satisfied that most attendees liked this aspect of the event and there is little room for improvement.

In the case of the 'Beverage Range', 26% of respondents reported it being very good, but 44% said that it required improvement. This indicates an area of improvement for the organisers to focus on in the future.

When looking at the results for 'Rides', as a similar number of people stated that it was very good (14%) and said it needs improving (12%), organisers may or may not choose to highlight this as a priority for future events.

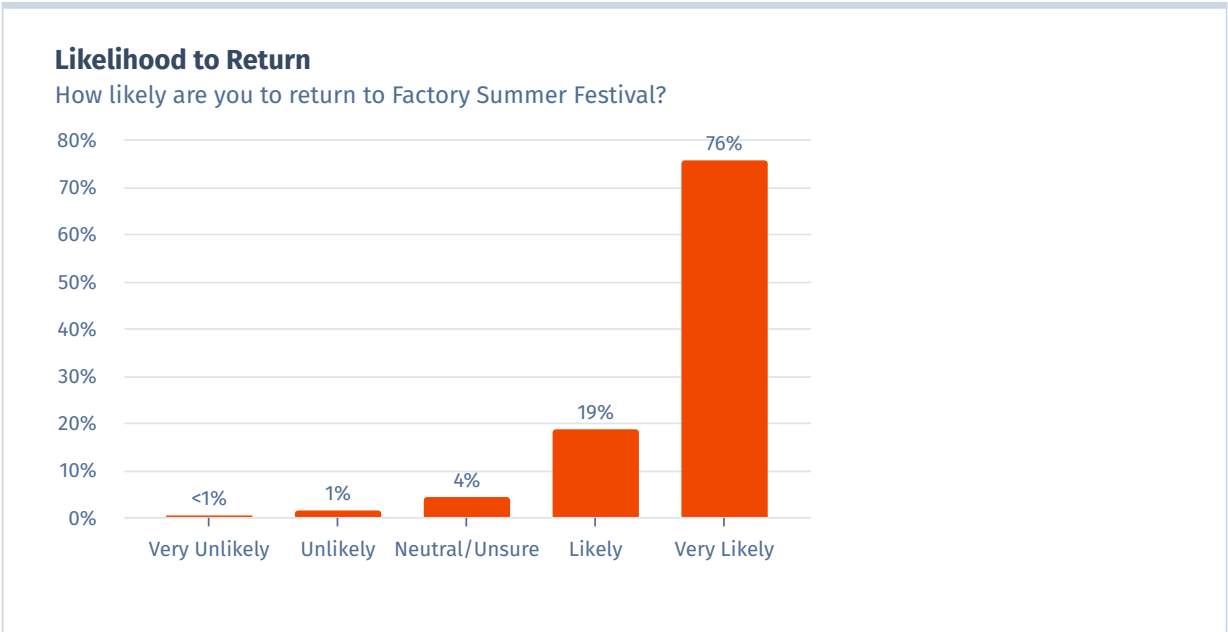


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## Likelihood to Return

### How likely are respondents to attend *Ice Cream Factory Summer Festival* in the future?

Respondents were asked how likely they would be to return to *Ice Cream Factory Summer Festival* in future years. The results are shown in the chart below.



Likely to return: **95%**

### Insights

When asked if respondents would be likely to return to *Ice Cream Factory Summer Festival* in the future, the majority (95%) said they would be likely to return. Over three-quarters of these (76%) reported being very likely, and 19% reported being likely to return. 4% said they were unsure, 1% said they were unlikely to return, and less than 1% were very unlikely to return.



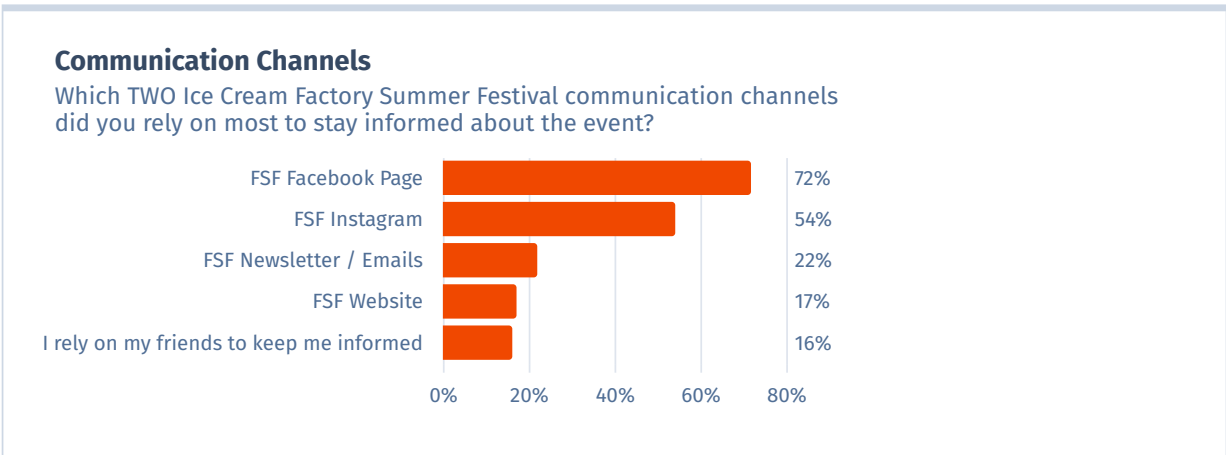
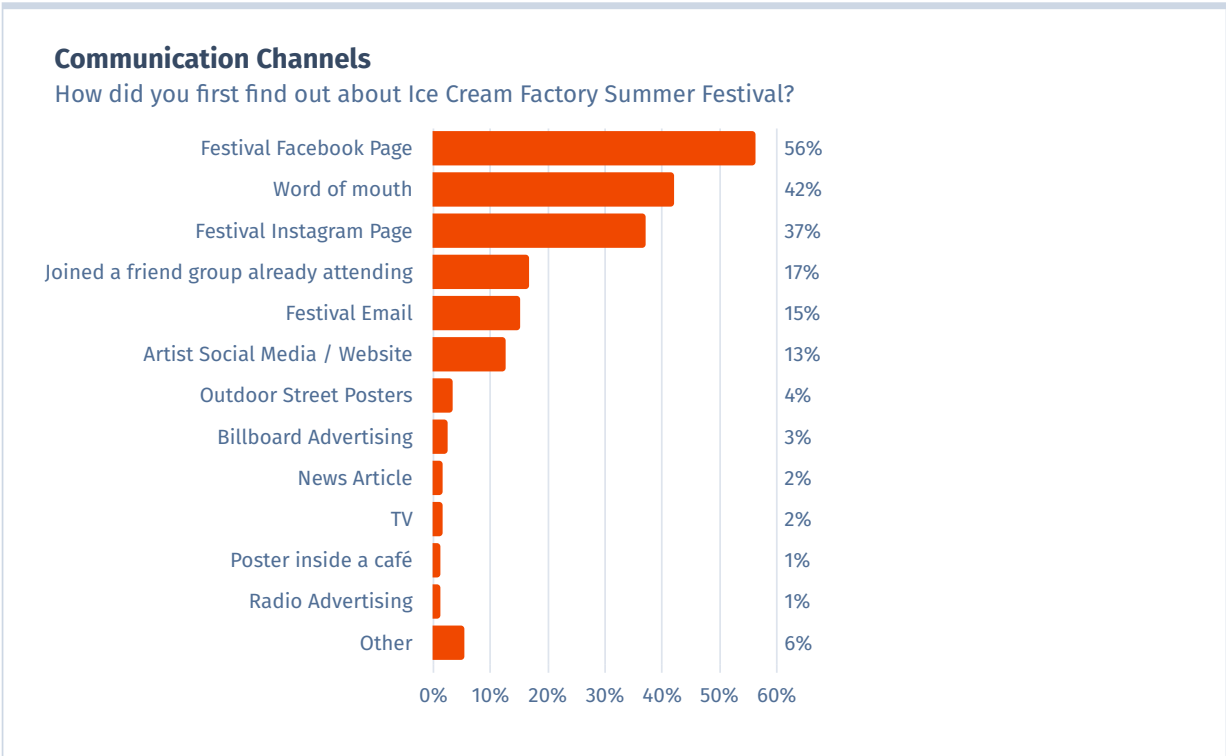


▲ Ice Cream Factory Summer Festival Perth 2021/22 — Photo: Bar Pop

## 6. Marketing

### Which marketing methods used were most successful in attracting people to the event?

Respondents were asked to indicate how they heard about the event to evaluate the success of various marketing methods. 13 options were provided and respondents could choose as many as were relevant. Respondents were also asked to indicate which two communications channels they relied on most to stay informed about *Ice Cream Factory Summer Festival* prior to the event.





## Insights

Over half of the entire sample (56%) reported finding out about the event via the 'Festival Facebook Page'. This was followed by 'Word of Mouth' (42%), and 'Festival Instagram Page' (37%). 17% 'Joined a friend group already attending', 15% heard about the event via the 'Festival Email', and 11% reported finding out about the event via an 'Artist Social Media / Website'.

When asked to indicate which two communication channels respondents relied on to stay informed about the event, almost three-quarters of the sample selected 'FSF Facebook Page' (72%), followed by 'FSF Instagram' (54%). 22% stated that they rely on 'FSF Newsletter / Emails', 17% rely on the 'FSF website', and 16% rely on their friends to keep them informed.

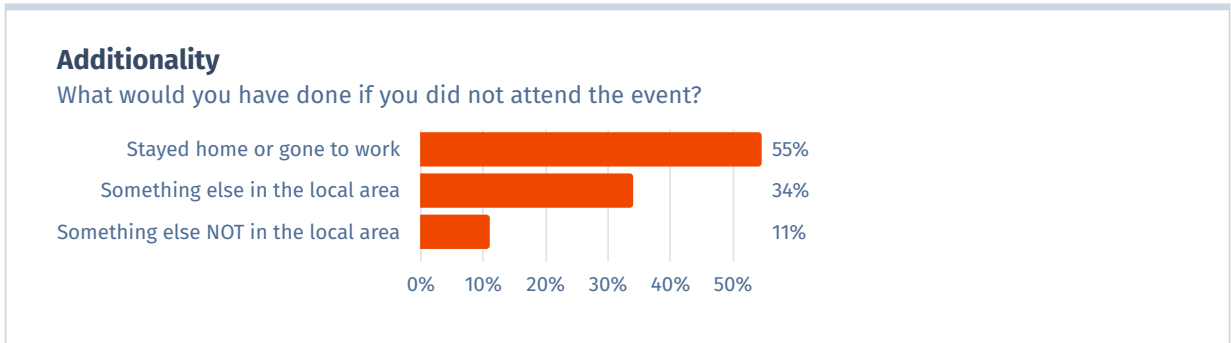
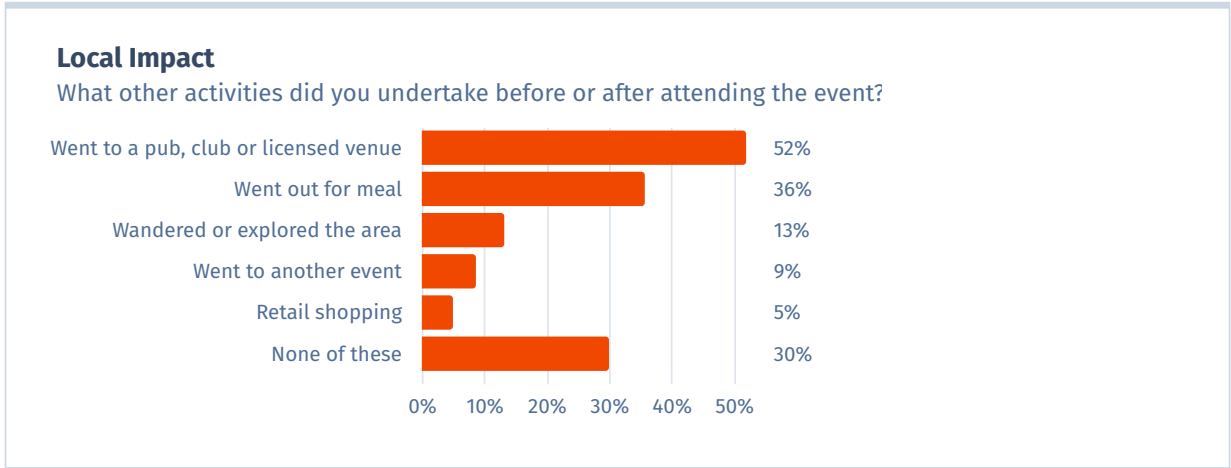


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

# 7. Impact on the local area

## Activities

Respondents were asked questions about the type of activities they engaged in before and after the event. They were given six options and were able to choose as many answers as were relevant. Respondents were also asked to indicate what they would have done if they didn't attend the event. This helps organisers understand the type of impact on the local area.



Attendees who would not have visited the local area: **66%**

**Insights**

52% of respondents reported going to a pub, club, or licensed venue before or after attending the event. This was followed by those who went out for a meal (36%), those who wandered or explored the area (13%), and those who went to another event (9%).

55% of the sample reported they would have stayed home or gone to work and 34% would have done something else in the local area. 11% would have done something else not in the local area.





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

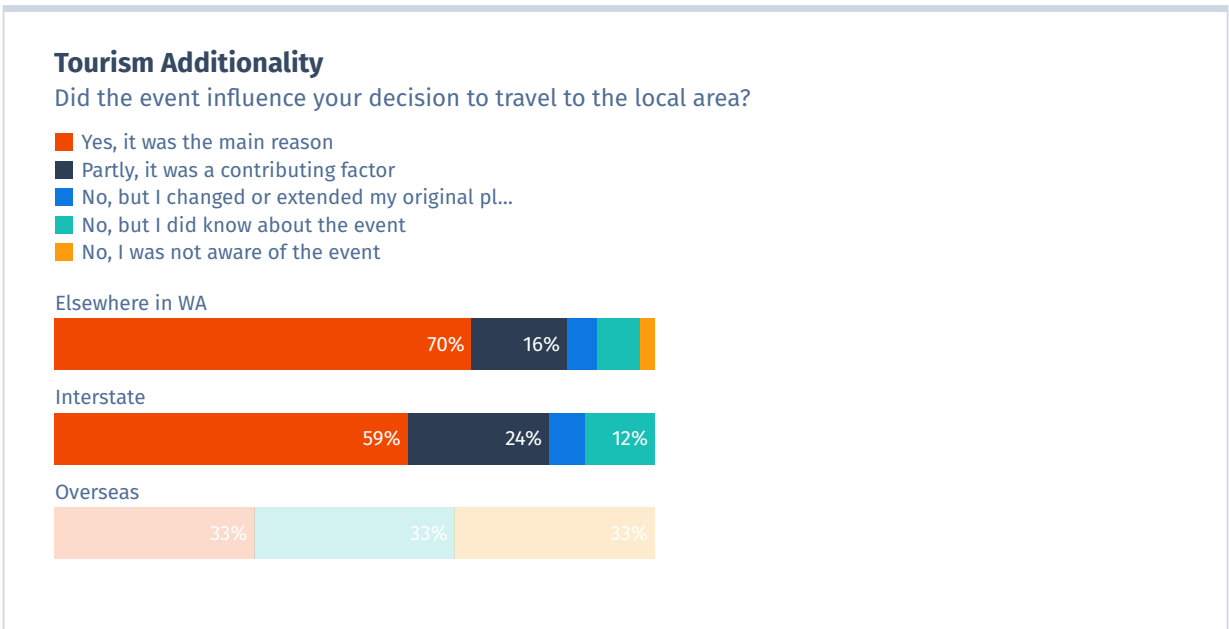
## Tourism

Survey respondents who identified as living Intrastate, Interstate or Overseas were asked additional questions about their spending and reasons for visiting. This data is used to determine the economic impact of the event on tourism-related spending.

Tourism additionality asks respondents how much influence the event had on their decision to visit WA (or Perth, for regional visitors). Tourists that indicated the event was their primary reason for visiting means that 100% of their trip spend is attributable to the event, whereas tourists who were unaware of the event before visiting indicates that the event was responsible for 0% of their trip spend.

A weighted exponential scale of attribution is applied to calculate an overall trip additionality figure in the economic impact calculations (i.e. 100%, 50%, 25%, 5%, 0%).

Respondents were also asked to identify their primary reason for travel. Response options for this question were sourced from Tourism Research Australia for benchmarking purposes.





## Insights

For tourists from Elsewhere in WA, 70% reported that *Ice Cream Factory Summer Festival* was their primary reason for travel while the event influenced 16% of respondents to travel to the local area. Over half (59%) of interstate-residing respondents claimed the festival was their main reason to travel to the local area while 24% claimed it the event influenced their decision to visit.

45% of *Ice Cream Factory Summer Festival* tourist respondents reported their reason for being in Perth as visiting friends/relatives. This was followed by holiday/leisure (35%), business (10%) and study (5%).

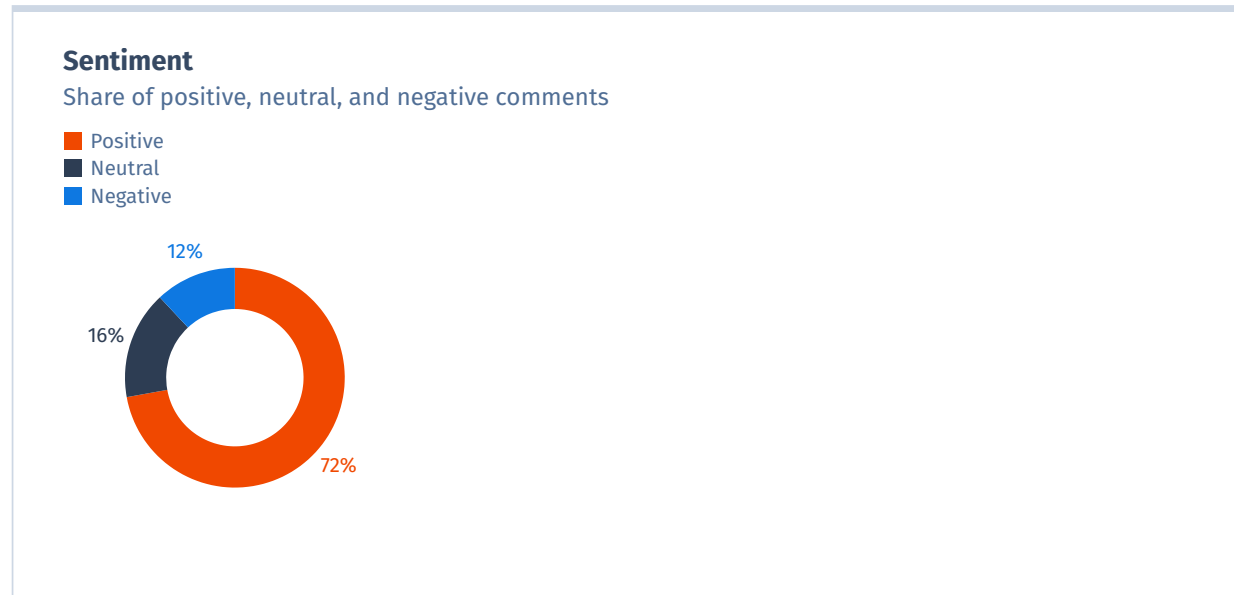


▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

## 8. Comments

### Respondent sentiment

Respondents were asked to leave any additional feedback they had about the event. All feedback has been classified into positive, neutral or negative categories and this breakdown has been included in the chart below.



### General Feedback

Feedback helps organisations understand where the value of visitor experiences lies and how it can be improved and strengthened in the future. A selection of comments has been highlighted underneath.



*Ice cream factory has been my favourite smaller festival type for three years running now. I am a regular festival attendee and I recommend ice cream as the best overall. The atmosphere is so inviting, the music is outstanding for its line-up and price range to see such high calibre of artists. Even the surrounding additions to the festival such as the silent disco provided opportunities for outstanding performances from local artists and this year especially exceeded my expectations and definitely had the best silent disco I have been to. I am thrilled and ecstatic to be apart of the ice cream factory experience and found it very niche to be able to get tattoos as well! I ended up getting an ice cream tattoo to celebrate my favourite festival. I cannot wait to attend more in 2023 and feel lucky to be a part of such a wonderful event.*

*I am from Sydney and I did a solo road trip in my van from Sydney to Perth and this festival was hands down one of the best experiences of my whole holiday! It was a really well organised event, as a young female I never once felt unsafe and the staff at the event were amazing and super accommodating. I would happily make the 8days round road trip to come to the next IceCream Factory event this year. I am from Sydney and I did a solo road trip in my van from*

*Sydney to Perth and this festival was hands down one of the best experiences of my whole holiday! It was a really well organised event, as a young female I never once felt unsafe and the staff at the event were amazing and super accommodating. I would happily make the 8days round road trip to come to the next IceCream Factory event this year.*

*Great setup, the team should be so proud of where Ice Cream have come over the years, especially with how the industry has been the past couple of years! The acts were great to, its awesome to see WA getting some huge acts on lineups!*

*The set up was easy to locate, with aesthetically pleasing decoration. The lines were quick paced and staff were very professional and friendly. Silent disco was especially awesome.*

*having the tattoo parlour was such a great idea, got the shakas with my girlfriend and best mate*



*More food options as there was only one and was very expensive, more music stages with different music types and a bigger venue with more better activities.*

*I think I prefer the main stage to be outside and the silent disco inside (or maybe the food and drinks inside). I feel like the nights I went, the DJ tower stage was dead because everyone was inside and they got little exposure. Previously I would move between the stages outside when I felt like it.*

*Great effort team, but the range of alcoholic drinks on offer was poor. Very limited range of beer, especially when compared to the previous time I had visited when pirate life was present. May be give a local brewery a shot next time, Beerfarm would be an excellent choice. Speaking to other patrons, they had similar feedback.*



*As a designated driver for the night I was disappointed that the only non alcoholic drinks available were water or various red bull flavours. I would like if cans of lemonade or coke could be made available*

*Factory stage was too hot, needed more fans/air conditioning. The heat in the factory caused us to leave to the tower stage and miss most of Peking Duk's set*

*The toilets were easily the worst part of the night, they smelt horrific, they were leaking, dirty and completely unmanaged.*





▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop



## 9. Economic Impact Analysis

Survey respondents were asked to estimate how much they had spent before and after the event, on accommodation, as well as indicate what they would have done had they not attended. Combining this data with attendance figures provided by the organisers allows us to estimate the overall economic impact on the local area.

### Attendance And Nights

ORIGIN	UNIQUE ATTENDEES	PRIMARY PURPOSE ATTENDEES	NIGHTS STAYED FOR EVENT
Perth Metro Area	15,894	10,519	1,355
Elsewhere in WA	2,347	1,855	2,320
Interstate	478	347	1,061
Overseas	93	56	237
<b>Total</b>	<b>18,812</b>	<b>12,777</b>	<b>4,973</b>

### Average Spend

ORIGIN	EVENT SPEND	ACCOMM/NIGHT	TRIP SPEND
Perth Metro Area	\$102.70	\$65.67	-
Elsewhere in WA	\$115.52	\$66.03	\$270.36
Interstate	\$106.67	\$128.57	\$661.67
Overseas	\$91.20 <sup>e</sup>	\$77.00 <sup>e</sup>	\$780.50 <sup>e</sup>
<b>Overall Average</b>	<b>\$103.93</b>	<b>\$67.94</b>	<b>\$350.69</b>

### Attendee Direct Spend

ORIGIN	EVENT SPEND	ACCOMM SPEND	TRIP SPEND	TOTAL SPEND
Perth Metro Area	\$2,588,362	\$88,969	-	\$2,677,331
Elsewhere in WA	\$363,170	\$153,191	\$501,511	\$1,017,872
Interstate	\$70,645	\$136,435	\$229,545	\$436,625
Overseas	\$6,803	\$18,245	\$43,664	\$68,711
<b>Total</b>	<b>\$3,028,980</b>	<b>\$396,840</b>	<b>\$774,719</b>	<b>\$4,200,539</b>

### Return On Investment

	ATTENDEE IMPACT
Audience Expenditure	\$4,200,539
Organiser Expenditure	\$5,384,570
<b>Return on Investment</b>	<b>0.7801</b>

### Summary

## Impact Breakdown

	ATTENDEE IMPACT
Total unique attendees	18,812
Primary purpose visitors from outside of the region	2,258
Percentage of visitors from outside region who stayed overnight	56%
Direct nights generated by the event by visitors from outside the region	3,618
Direct audience expenditure - Visitors (additional to economy)	\$1,523,208
Direct audience expenditure - Locals (stimulated)	\$2,677,331
Organiser expenditure	\$5,384,570
<b>Total Direct Impact</b>	<b>\$9,585,109</b>

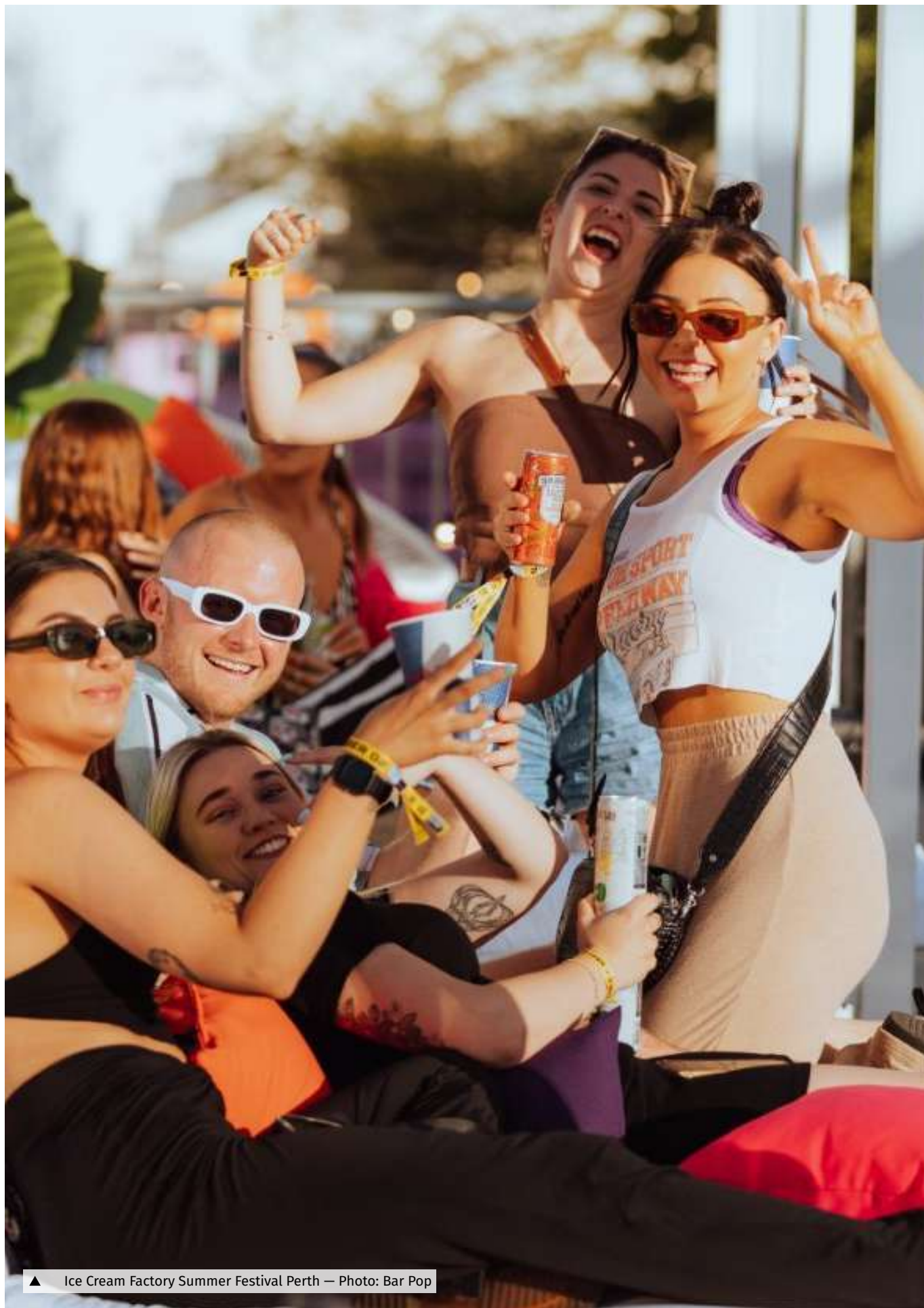
## Multiplied Impact

	DIRECT IMPACT	MULTIPLIED IMPACT
<b>Total Nights Generated</b>	<b>9,520</b>	
<b>Attendee Spending</b>	<b>\$4,200,539</b>	<b>\$12,198,110</b>
<i>Event/Visit</i>	<i>\$3,028,980</i>	<i>\$8,844,621</i>
<i>Accommodation</i>	<i>\$396,840</i>	<i>\$1,091,310</i>
<i>Trip</i>	<i>\$774,719</i>	<i>\$2,262,179</i>
<b>Organiser Expenditure</b>	<b>\$5,384,570</b>	<b>\$14,376,802</b>
<b>Total Impact</b>	<b>\$9,585,109</b>	<b>\$26,574,912</b>

<sup>e</sup> Question responses with less than five responses captured per visitor category via the survey are considered low sample sizes. Response data provided (such as average spending or nights stayed) may be skewed by unusual individual responses, and therefore may not be representative of the wider visitor group. Rather than simply remove visitor categories with small sample responses from reporting, Culture Counts now applies benchmark values from our database in place of the low sample survey responses. These benchmark averages are derived from over 20,000 economic impact survey responses collected in our platform. This use of reasonable and robust estimates enables an impact value to be reported for each visitor category, ensuring that the full impact of the event or activity is reflected.

**Note:** For the purpose of this analysis, output multipliers derived from *ABS Output Tables 2012-13* have been applied to direct impact expenditure to calculate multiplied impact.

- *Event/Visit* expenditure scaled by an output multiplier of 2.96 - the national Food and Beverage multiplier.
- *Accommodation* expenditure scaled by an output multiplier of 2.75 - the national Accommodation multiplier.
- *Trip* expenditure scaled by an output multiplier of 2.92 - an average of national Retail (2.88) and Food and Beverage (2.96) multipliers.
- *Organisation* expenditure scaled by an output multiplier of 2.92 - an average of the Australian National Retail and Hiring Services output multiplier (3.17) and the Australian National Heritage, Creative and Performing Arts output multiplier (2.67).



▲ Ice Cream Factory Summer Festival Perth — Photo: Bar Pop

Data and Insights by

# CultureCounts

Report prepared for



This report has been prepared by Nicole Tan Emery, Shelley Timms & Jamie McCullough of Culture Counts. The authors would like to thank all stakeholders and staff for their participation in this research.

Approved by: Laura Doyle.  
Date of Approval: 20 February 2023





# 2024 REPORT & 2025 PROSPECTUS





#### ACKNOWLEDGMENTS

Bar Pop acknowledges the Traditional Owners of the land on which we live and work, and pays our respects to Elders past, present, and emerging. Bar Pop recognises the deep cultural and spiritual significance of this land to its Traditional Custodians and extends our respect to all Aboriginal and Torres Strait Islander peoples who attend our events.

The analysis and data in this report have been prepared by Nicole Tan Emery, Shelley Timms, and Jamie McCullough of Culture Counts. We wish to thank all stakeholders, including brand partners, brick-and-mortar vendors, festival attendees, artists, entertainers, builders, creatives, event staff, and volunteers, for their contribution to the Ice Cream Factory Summer Festival in 2024.

Report prepared: February 2025. Photography supplied by Bar Pop and Ice Cream Factory Summer Festival.





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ICF → OVERVIEW

# A WILDLY UNIQUE FESTIVAL EXPERIENCE

The Ice Cream Factory Summer Festival embodies the essence of an Australian summer: warm nights, outdoor dance floors, live music, and an array of vibrant experiences. It's the ultimate festival destination, offering a dynamic and unforgettable celebration of music, energy, and summer vibes.

This dynamic event showcases an extraordinary blend of musical talent, a fusion of local, national, and international artists, and innovative branded activities that will keep any audience entertained. Additionally, the festival offers an array of bars, serving delightful refreshments to keep the spirit of celebration alive. Mark your calendars and prepare to be captivated as the Ice Cream Factory Summer Festival returns in November 2025, boasting our most impressive lineup yet and unforgettable experiences that will leave you wanting more!

**LOCATION:** THE ICE CREAM FACTORY  
92 ROE STREET, PERTH W.A. 6003



# ICF 2024 OFFICIAL AFTERMOVIE

ICF24 → OFFICIAL AFTER MOVIE



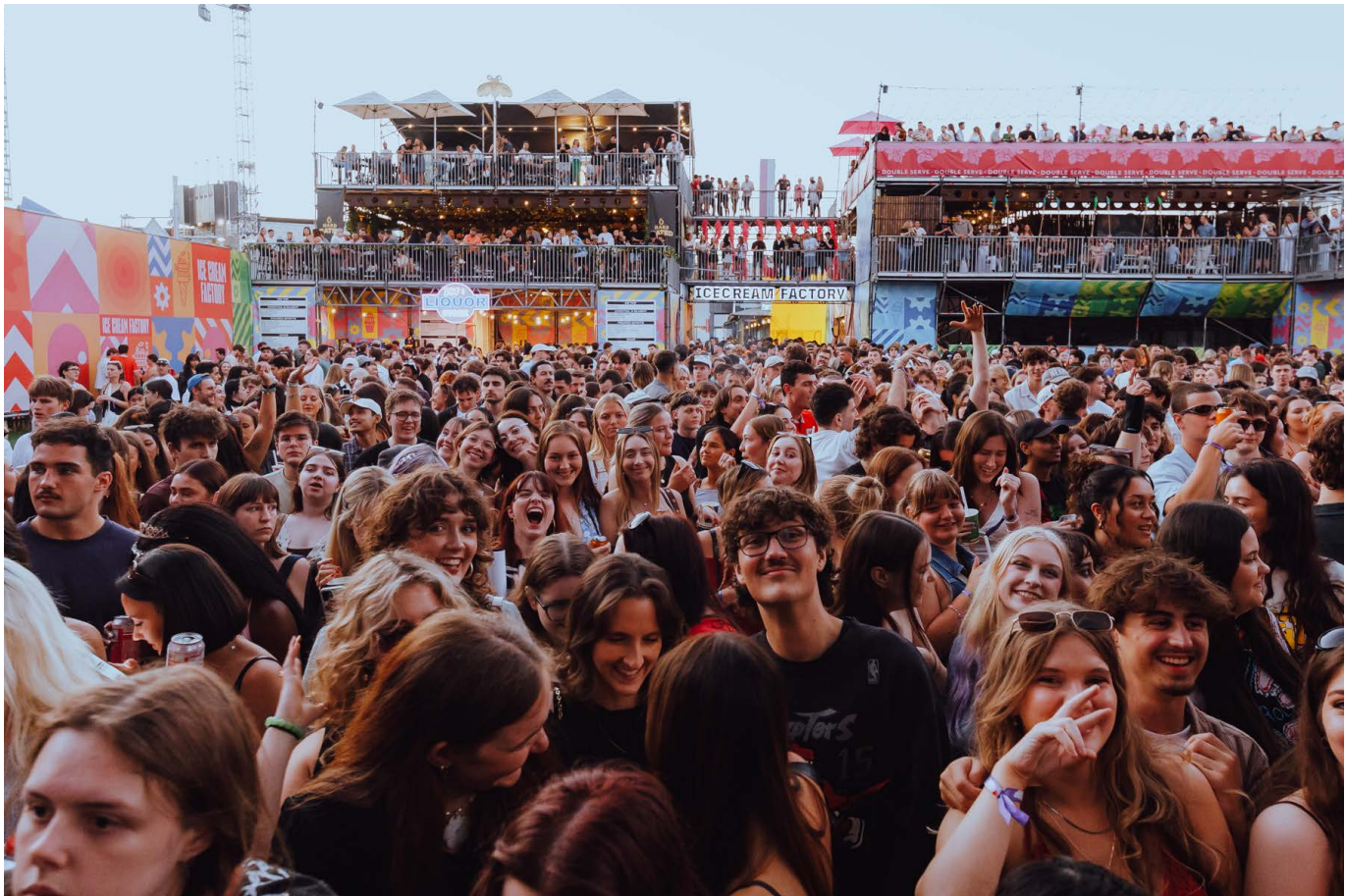
▶ ⏸ 🔊 0:58 / 1:35



**CLICK IMAGE TO WATCH**



# PERTH'S VIBRANT SUMMER OASIS



Located at the iconic Peter's Ice Cream Factory in Northbridge, the Ice Cream Factory Summer Festival boasts premier live and electronic music talents across its expansive 7,000 sqm venue.

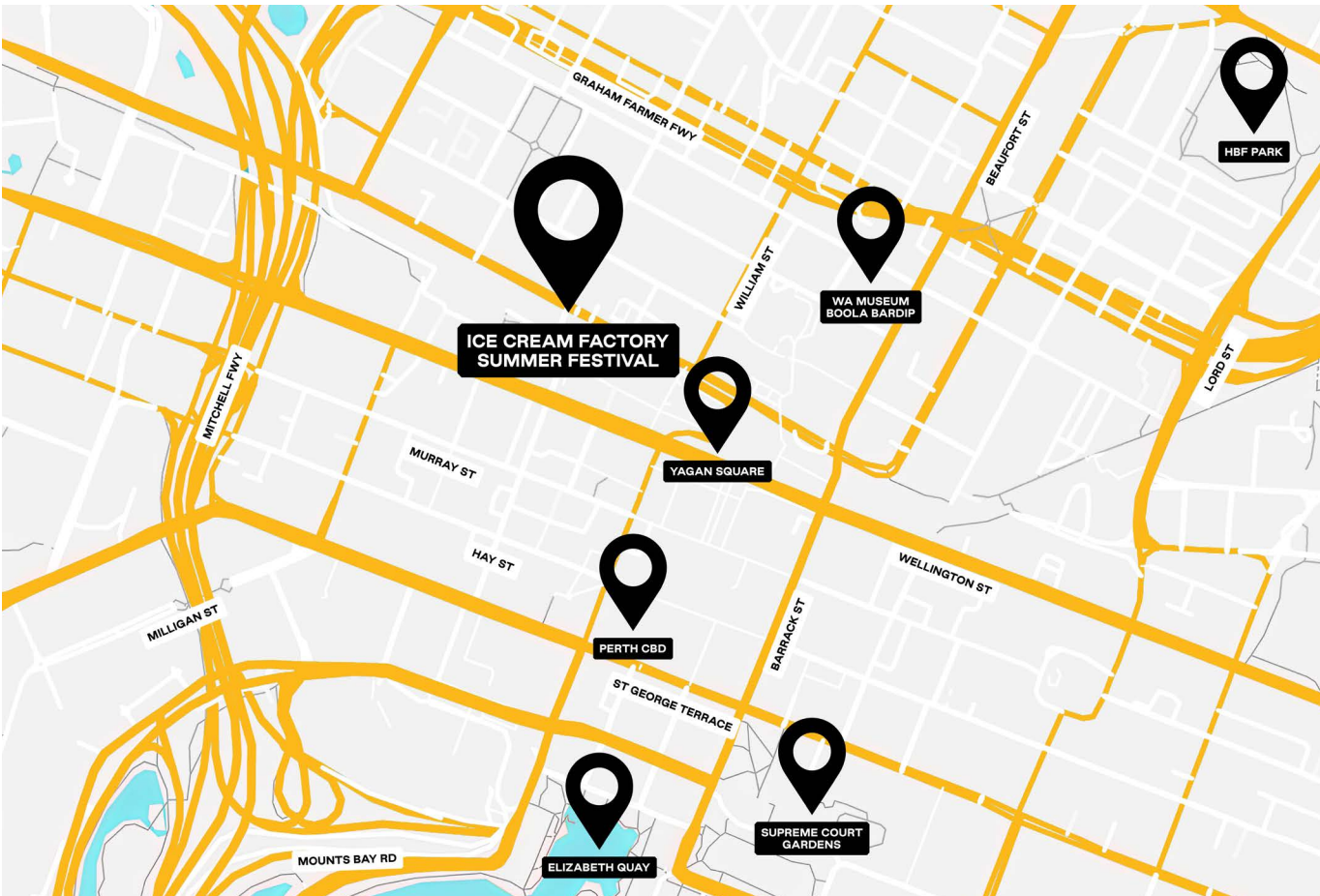
In 2024, the festival presented thirteen new indoor and outdoor activations and three stages, transforming the venue into a summer oasis with themed areas, bespoke bars, and exceptional branded activations.

Entering its eighth year, the festival unveiled exciting features such as the outdoor live music stage surrounded by three-storey viewing decks with bars, a 1,500-person silent disco, and the eagerly awaited comeback of the fan-favourite tattoo parlour.

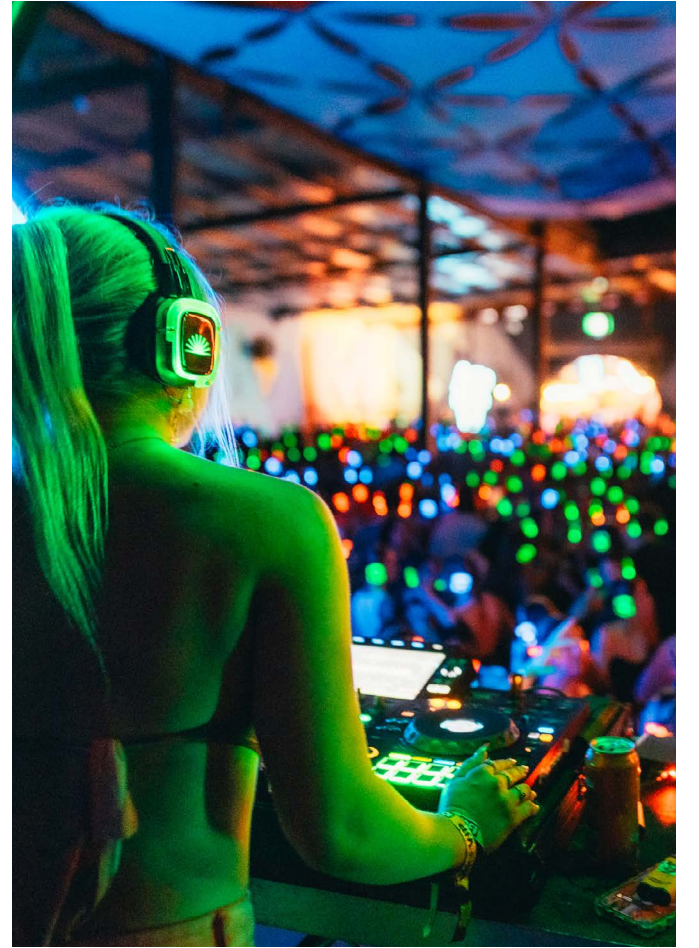
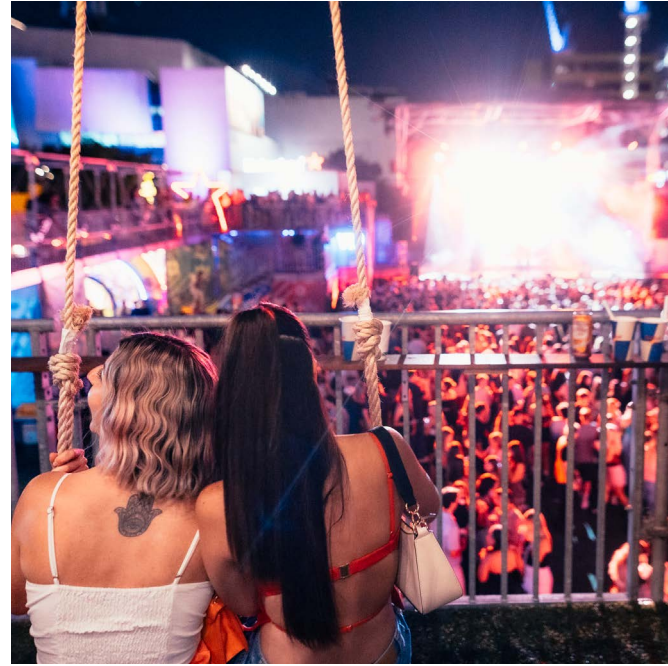
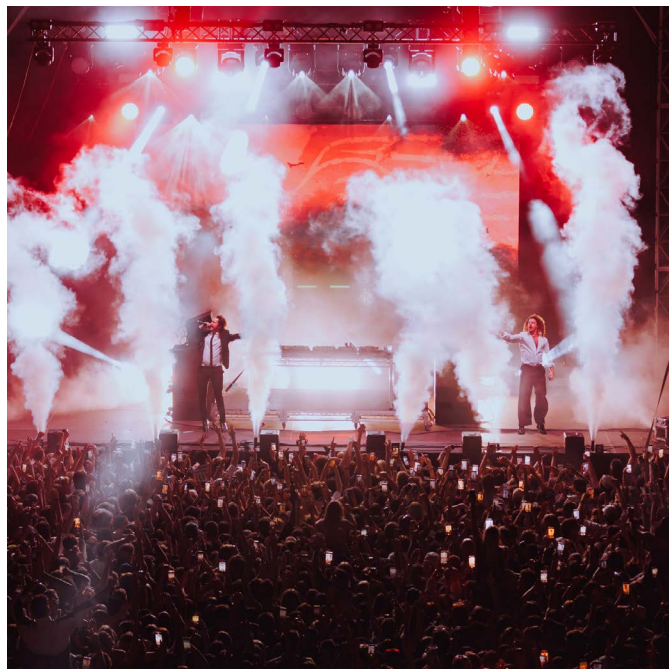
Situated in the cultural hub of Northbridge, Western Australia, the Ice Cream Factory Summer Festival breathes new life into a once used space, transforming it into a bustling epicentre of world-class performances by popular artists.

Just a short five-minute walk from the Perth CBD, the festival's prime location is nestled among Perth's finest nightlife venues, including top-rated bars, clubs, and restaurants, ensuring an unforgettable experience for up to 4,500 people each night. This exceptional venue, combined with its unbeatable location, guarantees a truly immersive and memorable festival experience.

- 7,000 sqm Venue
- Open and Enclosed
- Branded Bars
- Brand Activations
- Live Music and DJ's
- Art Installations











# 2024 REPORT

The 2024 iteration of the Ice Cream Factory Summer Festival showcased its commitment to providing the Western Australian community with a state-of-the-art summer festival experience. The festival was a true celebration of music, art, and culture, reinforcing its position as a staple event in the Western Australian summer calendar.





# 2024: A YEAR TO REMEMBER

The 2024 Ice Cream Factory Summer Festival was a standout success, drawing over 75,000 people across the Summer nights. Featuring 11 branded bars, 30 international and national artists, 50+ of Perth's top DJs, 5 standout Fringeworld performances, it offered prime music, art, and cultural experiences.

The festival's charm extended beyond music to its immersive environment. A significant redesign introduced the main stage outdoors against the Perth CBD skyline, creating a massive dance floor and three-storey viewing decks. With 12 unique branded activations, attendees enjoyed a vibrant mix of experiences, solidifying the festival as a comprehensive celebration of creativity and community.

**75.9K**  
TOTAL ATTENDEES

**100+**  
ARTISTS

**71**  
FRINGE  
SHOWS

**11**  
BARS

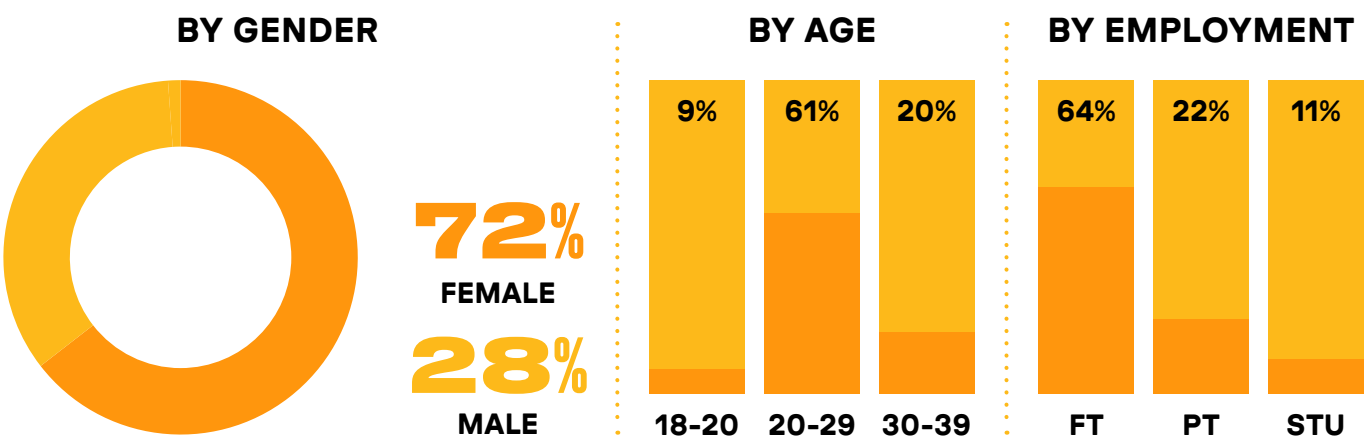
**17**  
LIVE MUSIC  
SHOWS

**3**  
STAGES

**1**  
FACTORY

# 2024 EXPERIENCE

## OUR AUDIENCE



## CUSTOMER EXPERIENCE



Each year, the Ice Cream Factory warmly welcomes both returning and new attendees, affirming our status as Western Australia's leading summer festival. Committed to excellence, we strive to offer an exceptional experience for all.

Taking feedback to heart, we partner with Culture Counts annually to survey our attendees, ensuring continuous improvement and an unparalleled festival experience. The results? We believe they speak for themselves.

## A FEW KIND WORDS

"Absolutely great venue and set up! Loved the acts and the VIP area was great with the separate toilets and bar access! It was my first time going this season and ended up coming back multiple times! Loved main acts and the silent disco was epic!"

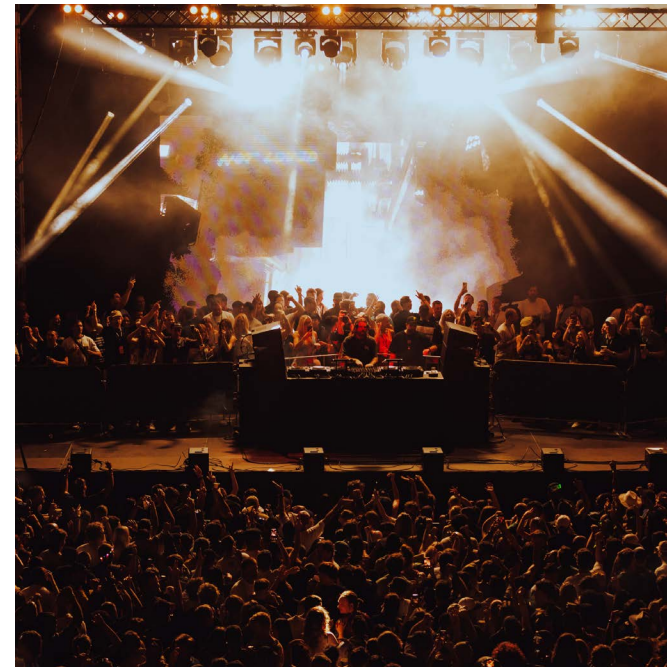
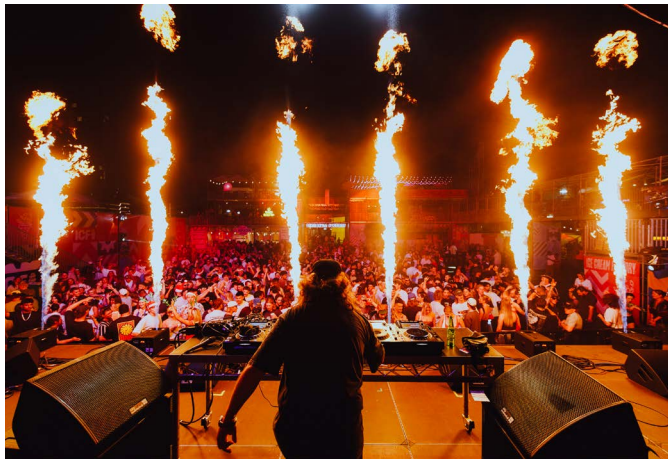
"Great event! Very well organised and great location. Sound was amazing and silent disco well managed. Loved how the area had multiple areas. I'm an events manager myself and have to say one of the best in Perth. Very well done!"

## WE'RE FAN FAVOURITES!



BIGGEST DRAWCARDS:		FAVOURITE ASPECTS:		GROUP SIZE:	
1. Ice Cream Factory Main Stage	90%	1. Location	75%	1. 4-5 People	33%
2. Smirnoff Silent Disco	42%	2. Stage Sound	49%	2. 2-3 People	32%
3. Ink Carts Tattoo Studio	13%	3. Entry Process	49%	3. 6-10 People	21%
4. Hard Rated Garden Party	10%	4. Ticketing	43%	4. 1 Person	9%
5. Giddy Up Bucking Bull	8%	5. Stage Lighting	43%	5. 11-20+ People	5%







# 2024 MARKETING

The 2024 Ice Cream Factory Summer Festival's marketing campaign saw remarkable success across various channels, incorporating integrated partnerships, engaging influencer campaigns, and strategic outdoor advertising with JCDecaux and Ooh! Media.

These initiatives significantly enhanced our online presence, driving high engagement on social media and a notable increase in website traffic, showcasing the campaign's comprehensive impact.

## SOCIAL MEDIA

### FACEBOOK

36,975+

#### FACEBOOK FOLLOWERS

The ICF Facebook page reached over 647,000 people between 1 October 2024 and 28 February 2025.

### INSTAGRAM

30,627+

#### INSTAGRAM FOLLOWERS

The ICF Instagram page reached over 949,000 people between 1 October 2024 and 28 February 2025.

### CAMPAIGN VIDEOS

14.6M  
VIDEO VIEWS

1.3M  
ENGAGEMENTS

### LINK CLICKS

195,000+  
TOTAL CLICKS

### PAGE VISITS

193,400  
FACEBOOK  
150,700  
INSTAGRAM

## DIRECT MARKETING

### ICF EMAIL DATABASE

88,700+

Our ICF database is comprised of quality profiles including past/current ticket holders, newsletter subscribers and audiences from our other past events.

94  
EMAILS SENT

6  
SMS SENT

We utilise EDMs and SMS campaigns to update our highly engaged ICF database on festival announcements, updates, special offers, guides, and our festival partners.

## WEBSITE



194,900+

### UNIQUE WEBSITE VISITORS



324K  
TOTAL PAGE VIEWS



6.47  
AVG. PAGE VIEWS PER USER

### TOP 5 USERS BY CITY:

1. Perth	155K
2. Busselton	8.5K
3. Kalgoorlie	7.3K
4. Geraldton	4.7K
5. Melbourne	3.7K

### USER AQUISITION:

1. Direct	83K
2. Organic Social	38K
3. Paid Social	29K
4. Referral	27K
5. Organic Search	16K

# 2024 FESTIVAL MAP

Each year, the ICF map & lineup poster proves to be highly engaging pieces of content for our audience and an integral part of our marketing campaign leading up to the festival. The map showcases the themed bars and key sponsors on site and were exceptionally well-received by our audience, highlighting key activations, entertainment, and areas of interest at the festival site.







# 2024 ARTISTS

In 2024, the Ice Cream Factory Summer Festival upheld its tradition of presenting extraordinary national and international talent, enhancing its reputation for hosting music icons like Dom Dolla, Kevin Parker (Tame Impala), Peking Duk, and The Jungle Giants. Annually, our goal is to blend emerging talents with legendary artists, offering electrifying performances that embody the summer spirit and leave attendees spellbound. This commitment further cements the festival's status as an essential experience.

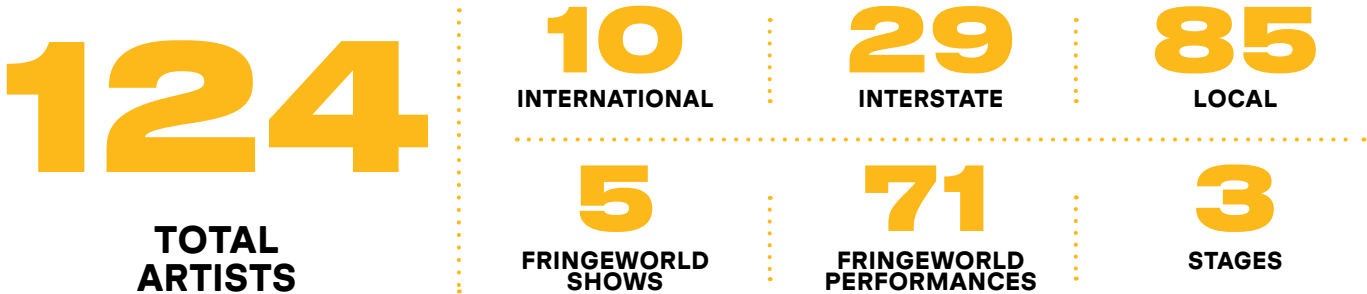


# ARTIST SPOTLIGHT UNDER THE STARS

In 2024, the Ice Cream Factory Summer Festival cemented itself as WA’s premier live music destination with its outdoor stage, creating an unparalleled concert experience against the Perth CBD skyline. This transformation into a celestial amphitheater allowed attendees to immerse themselves in the energy of the dance floor or enjoy panoramic views from three-storey viewing platforms, spotlighting artists like Kaytranada, LUUDE, Two Door Cinema Club, Hermitude, Solomun, and The Jungle Giants in an unforgettable setting.

The 2024 lineup was spectacular, featuring a diverse mix of talent that transcended genres. These highlight acts showcased the festival's dedication to presenting both global sensations and beloved local music icons in Perth. Their performances not only solidified the festival's reputation as a premier music event but also enriched the live music experience, creating unforgettable moments under the night sky. Continuing our commitment to the local arts scene, the 2024 festival provided a stage for local DJs to showcase their talents alongside these renowned artists. This harmonious blend of international stars and emerging local talent underlines the festival's ethos of unity through music, celebrating the diverse sounds that define our shared summer experience.

## 2024 ARTISTS



# 2024 LINEUP



18 HUGE NIGHTS FEATURING (A-Z)

**COSMOS MIDNIGHT DJ SET • CUB SPORT  
CYRIL • DECLAN MCKENNA  
GO-JO • HERMITUDE • HOT CHIP DJ SET  
LUUDE • MONTAIGNE  
NINA LAS VEGAS • ODD MOB  
PATRICK TOPPING • PEKING DUK  
PNAU • SECRET HEADLINER  
SLUMBERJACK • SOLOMUN  
THE JUNGLE GIANTS • TOBY HOBART  
TWO DOOR CINEMA CLUB  
VERA BLUE • WHAT SO NOT + MORE**

OPEN ALL SUMMER LONG | [HOTTESTSUMMEREVER.COM](https://hottestsummerever.com)

**22 NOV - 15 FEB**

GUEST NIGHTS PRESENTED BY  
PERTH SYMPHONY ORCHESTRA  
PINEAPPLE CLUB  
PRIDEFEST  
UNTITLED.





CYRIL



WHATSONOT



PATRICK TOPPING



LUUDE



HERMITUDE



KAYTRANADA



PEKING DUK



PERTH SYMPHONY ORCHESTRA



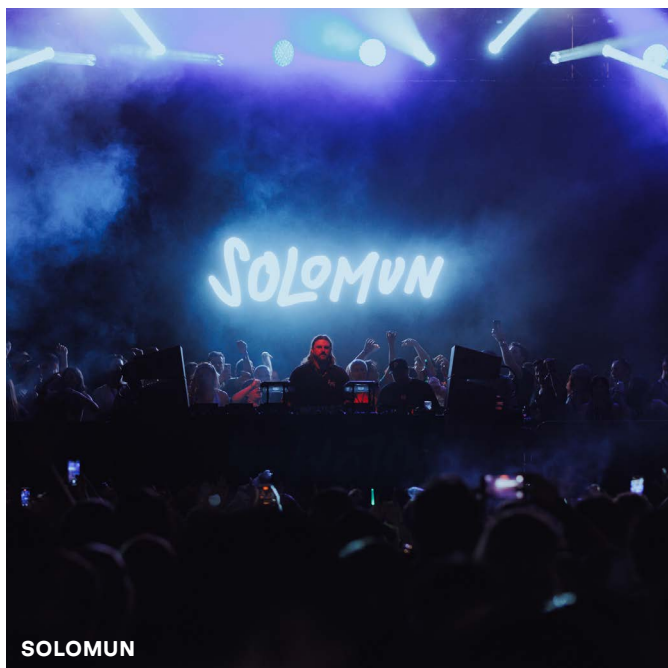
JUNGLE GIANTS



OLIVER TREE



PNAU



SOLOMUN



# 2018 LINEUP



**ICE CREAM FACTORY**  
SUMMER FESTIVAL

DEC 14-NEW YEARS DAY

THE PRESETZ BROODS HERMITUDE  
FOALS TIGERLILY cut/copy ART VS SCIENCE

EVES KARYDAS • BASENJI • YOLANDA BE COOL • CHILLINIT • KLLD  
JOY • BENSON • CXLOE • SOUTHERN RIVER BAND • SHADOW • THANDI PHOENIX  
TEISCHA • LILT • TINA SAYS • DIGITAL AFRIKA • SHANN • HYCLASS • NDORSE • DAWS  
GENGA • DARCY CRÉME • ELISE KEDDIE • MZ LOPEZ • FIGUERO JONES • TRIPLETT • BAD HABITS • ANGUS DAWSON

TICKETS—ICECREAMFACTORY.EVENTS 92 ROE ST, NORTHBRIDGE

# 2019 LINEUP



**ICE CREAM FACTORY**  
SUMMER FESTIVAL DECEMBER 13 — NEW YEARS DAY

2019 MUSIC PROGRAM • A > Z

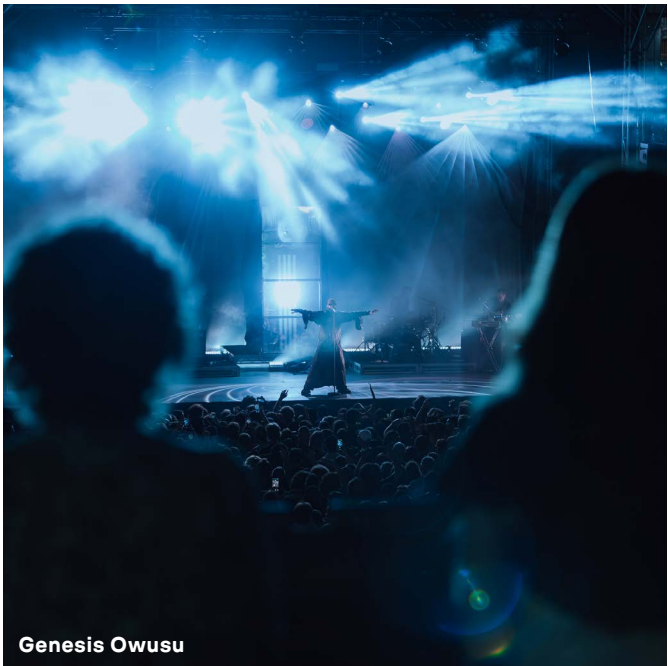
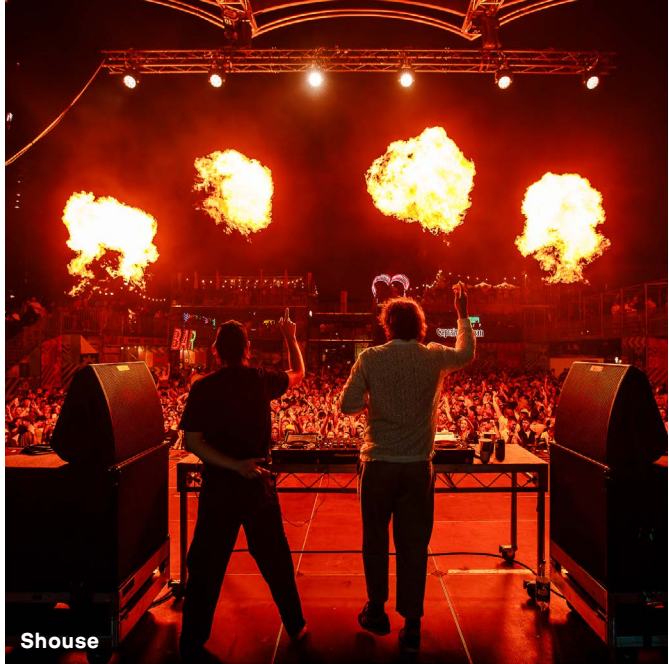
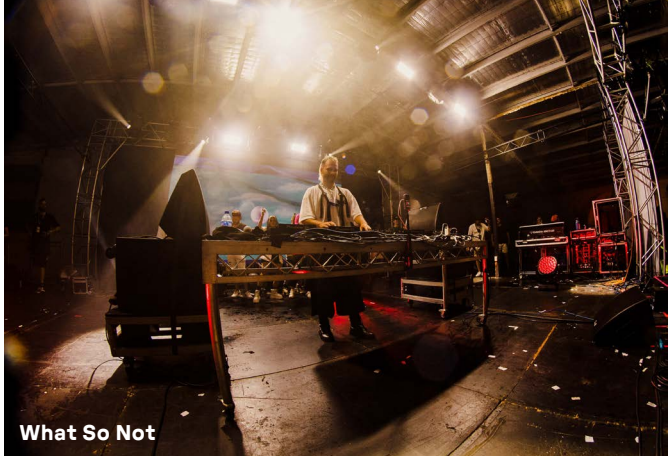
ALPINE AMINE EDGE & DANCE BAG RAIDERS<sup>LIVE</sup> BENSON CASSIAN<sup>DJ SET</sup> CINTHE CLAPTONE CONFIDENCE MAN DENA AMY DOM DOLLA ELISE KEDDIE ESSIE HOLT EXAMPLE FRIENDLY FIRES GIRL TALK HAIKU HANDS HAVANA BROWN HOOK N SLING J.PHILIP

L D R U LUKE MILLION MADE IN PARIS MIAMI HORROR MIDNIGHT JUGGERNAUTS<sup>DJ SET</sup> NICOLE MILLAR NOIR NYXEN OWL EYES PEKING DUK<sup>DJ SET</sup> ROBERT DELONG<sup>LIVE</sup> SAMA THE JUNGLE GIANTS THE KITE STRING TANGLE<sup>LIVE</sup> THUNDAMENTALS TKAY MAIDZA TOTAL GIOVANNI<sup>DJ SET</sup> TUBE & BERGER YOUNG FRANCO

PERTH, WESTERN AUSTRALIA

SERVING UP SUMMER







2022 LINEUP

ICE CREAM FACTORY

SUMMER FESTIVAL 2022 DEC 02 → JAN 01



HEADLINE ARTISTS [A-Z]

**COSMO'S MIDNIGHT**  
**ELECTRIC FIELDS • EXAMPLE**  
**GODLANDS • HAYDEN JAMES**  
**HERMITUDE • HOLY HOLY**  
**HOT DUB TIME MACHINE**  
**JUST A GENT • KINDER**  
**NINA LAS VEGAS**  
**NORTHEAST PARTY HOUSE**  
**PEKING DUK • THE PRESETS**  
**RUNNING TOUCH • SLUMBERJACK**  
**TIGERLILY • VERA BLUE**  
**THE VERONICAS • WHAT SO NOT**



SUPPORTING ARTISTS [A-Z]

**ARNO FARAJI • AROHA • BENSON**  
**CAITLIN MEDCALF • CARMOUFLAGE ROSE**  
**CAROLINE & CLAUDE • COTERIE**  
**EKKO & SIDETRACK • ELUIZE • FOURA**  
**GNRLEY • JANETHEVIRGIN • JAWBREAKERS**  
**KWAME • LUEN • NDORSE • NYXEN**  
**POOLCLVB • PRISCILLA • PROJECT BEXX**  
**SAMMYTHESINNER • SHANN • SHANTAN-**  
**WANTAN ICHIBAN • SLOAN PETERSON**  
**SUBFILLA • TERRENCE & PHILLIP**  
**TINA SAYS • TOM SANTA • TRIPLETT**  
**YAAK • YIKES + MANY MORE**

THE ICE CREAM FACTORY • BOORLOO  
TICKETS ON SALE NOW → [FACTORYFESTIVAL.COM.AU](https://factoryfestival.com.au)

2023 LINEUP

ICE CREAM  
FACTORY  
SUMMER FESTIVAL



13 NIGHTS  
DEC 01 → DEC 31, 2023

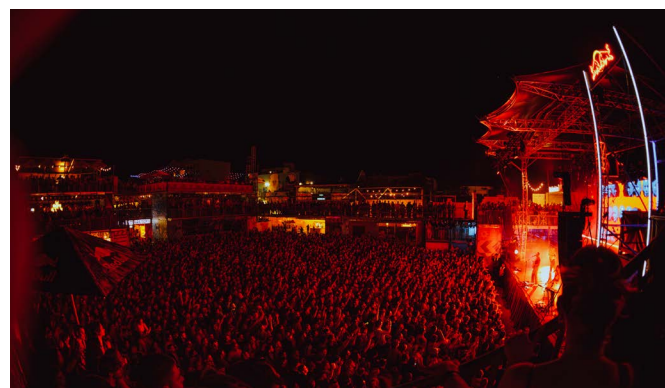
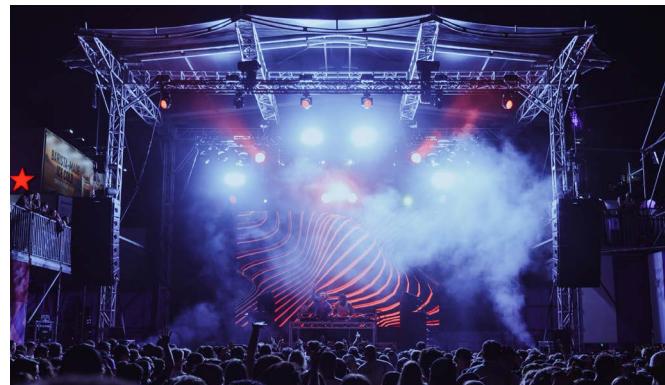
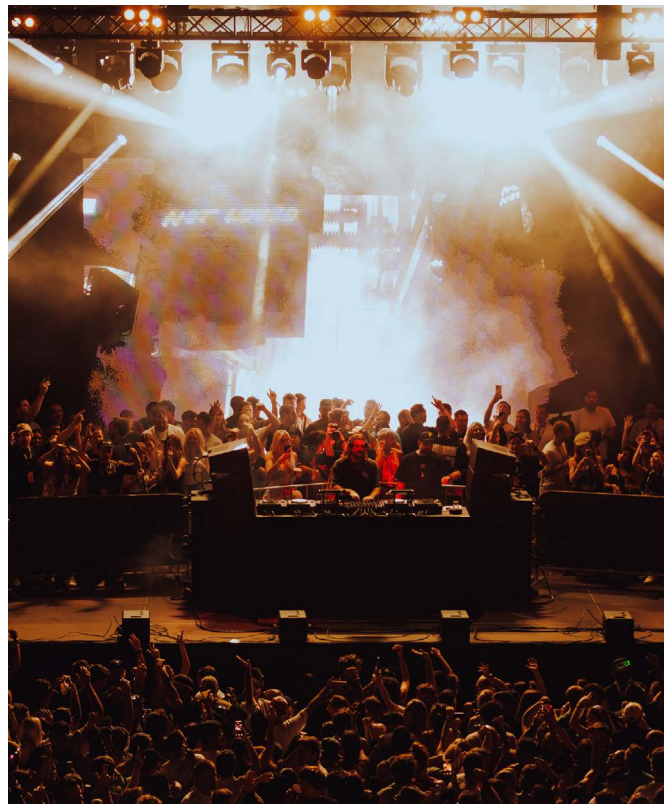
FRI 01.12 **GENESIS OWUSU**  
SAT 02.12 **SAFIA**  
FRI 08.12 **SAN CISCO**  
SAT 09.12 **HERMITUDE**  
FRI 15.12 **PNAU**  
SAT 16.12 **SUPER SATURDAY**  
FRI 22.12 **MALLRAT**  
SAT 23.12 **SHOUSE**  
XMAS EVE  
SUN 24.12 **GOLDEN FEATURES**  
BOXING DAY  
TUE 26.12 **BLOCK PARTY**  
FRI 29.12 **A-TRAK**  
SAT 30.12 **CLAPTONE**  
NEW YEAR'S EVE  
SUN 31.12 **YOUNG FRANCO**



92 ROE ST NORTHBRIDGE  
BOORLOO [PERTH] WA

TIX + INFO ↘  
[FACTORYFESTIVAL.COM.AU](https://factoryfestival.com.au)





## STAGE 01 OUTDOOR MAIN STAGE

The Outdoor Main Stage at the Ice Cream Factory Summer Festival, set against the Perth CBD skyline, delivered an unparalleled concert atmosphere, transforming the space into a unique amphitheater experience.

Attendees were captivated by performances under the stars, choosing between the energy of the main dance floor and the panoramic views from three-storey viewing platforms. The 2024 lineup featured world-renowned artists, blending exceptional music with stunning visuals to become a festival highlight.

State-of-the-art production, including large LED screens, pyrotechnics, and advanced sound systems, ensured each performance was memorable. This innovative setup not only spotlighted the talents of both international and local artists but also significantly enhanced the festival's ambiance, creating unforgettable moments for every attendee.



## STAGE 02 SMIRNOFF SILENT DISCO

The Smirnoff Silent Disco at the Ice Cream Factory was a dynamic party zone set inside the warehouse, offering a unique twist on the typical music experience. With over 1,500 headsets and a rotating lineup of three DJs, attendees could choose from a variety of musical styles while still enjoying the collective energy of the crowd. Each DJ brought their own distinct vibe, from high-energy beats to more relaxed rhythms, ensuring there was something for everyone.

The Silent Disco became a standout feature of the festival, drawing guests into a mesmerizing world of synchronized light shows and beats. This innovative setup, blending immersive visuals with a customizable soundtrack, created an unforgettable experience and highlighted the festival's commitment to offering creative, engaging entertainment.

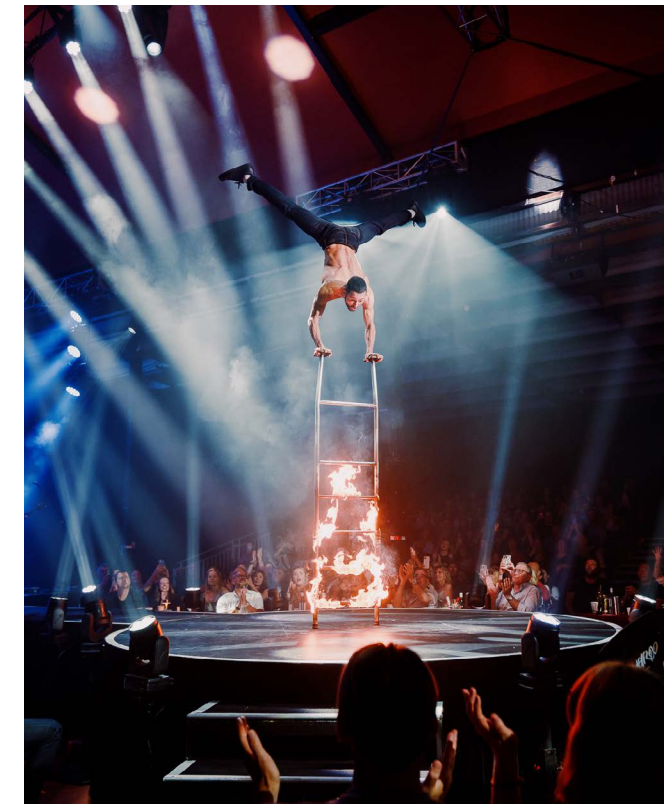
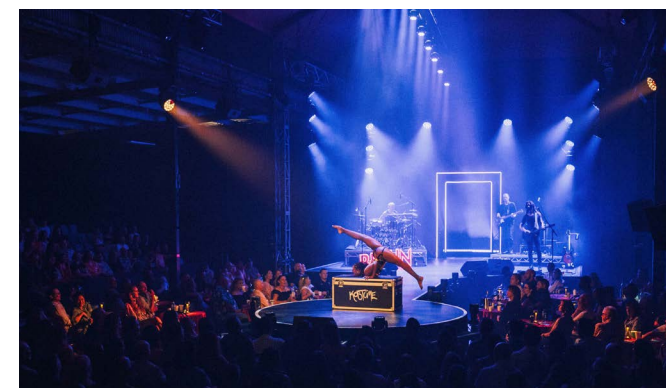




## STAGE 03 JÄGERMEISTER SALOON

The Jagemeister Saloon was a lively, country western-themed venue that stood out with its unique atmosphere and offerings. The space was decked out in rustic decor, evoking the feel of a classic saloon, and the DJ kept the vibe alive by playing only country music throughout the night.

An exclusive bar served just one drink: Jägermeister, making it a go-to spot for those seeking a distinctive experience. The top level featured a bucking bull, offering a ride for those brave enough to take it on. The saloon was particularly bustling after the main acts finished, with the crowd flocking in to continue the party, enjoying the music, drinks, and excitement of the bull ride. The combination of country tunes, the iconic Jägermeister bar, and the high-energy atmosphere made the Jagemeister Saloon a popular and unforgettable activation on site.



## STAGE 04 BERNIE DIETER'S CLUB KABARET

Bernie Dieter's Club Kabaret show was a spectacular transformation of an empty warehouse into a dazzling 750-seat cabaret venue.

The space was reimagined with tiered amphitheatres on either side of the stage, offering the perfect vantage point for every seat. The show itself was a whirlwind of creativity, featuring full aerialist performances that left the audience in awe. With a mix of dazzling acrobatics, burlesque, and live music, the show delivered a truly immersive cabaret experience. Over the course of Fringeworld the warehouse hosted 39 performances with nearly 20,000 people attending.





# 2024 PARTNERS

The Ice Cream Factory Summer Festival places high importance on developing, nurturing, and solidifying relationships with sponsors & partners to enhance brand awareness and stimulate festival sales.

In 2024, the festival joined forces with fifteen innovative brands, working together to create enriching festival experiences that effectively resonated with attendees and delivered outstanding results.





# THE POWER OF PARTNERSHIP

**ELEVATE YOUR BRAND BY PARTNERING WITH THE ICE CREAM FACTORY SUMMER FESTIVAL, WHERE INDUSTRY LEADING BRANDS INCLUDING SMIRNOFF, PATRÓN TEQUILA, RED BULL, AND HARD RATED HAVE ALREADY DISTINGUISHED THEMSELVES.**

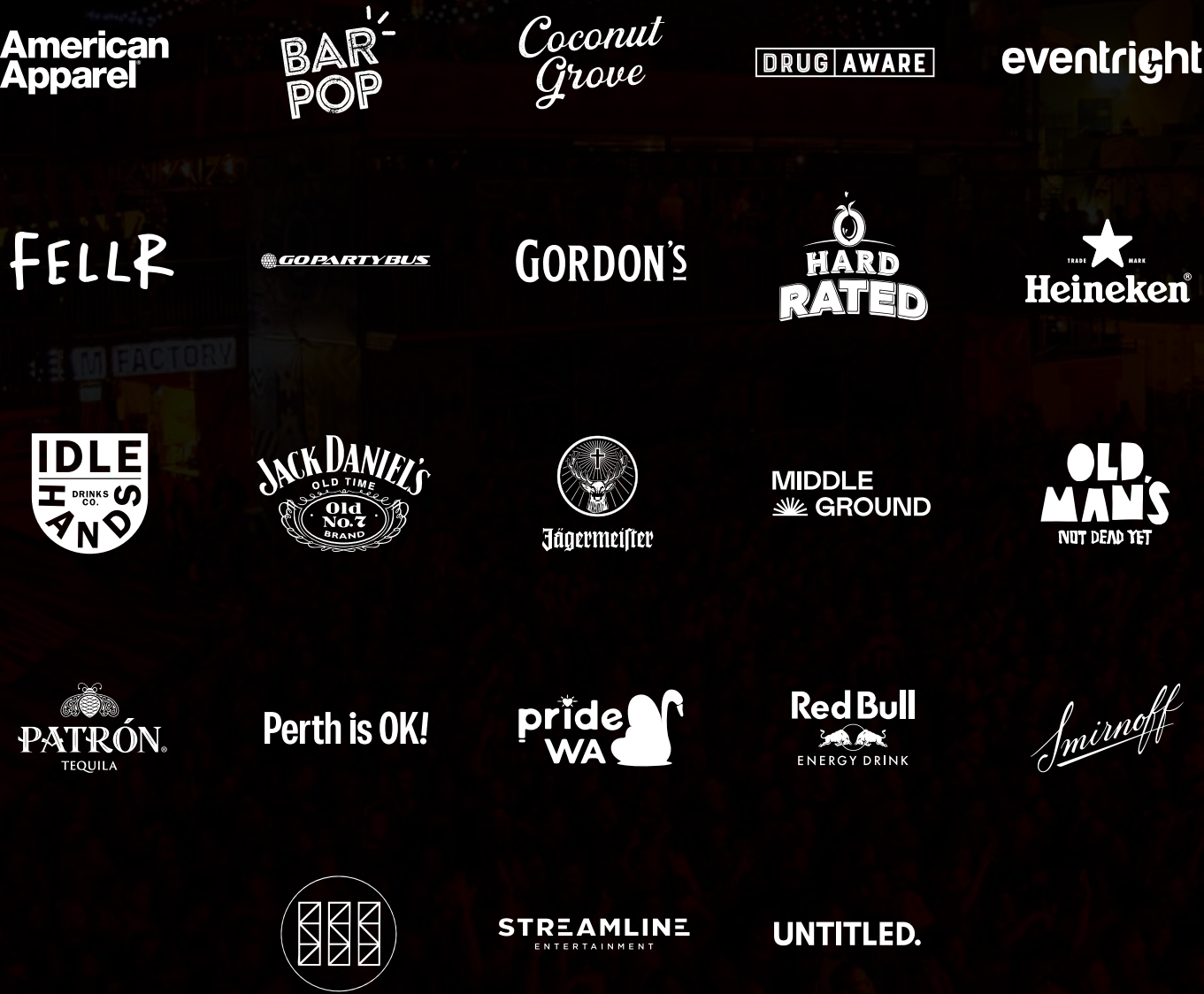
At the Ice Cream Factory Summer Festival, we believe in weaving national, state, and local brands seamlessly into the vibrant tapestry of our festival environment, leaving a memorable imprint on our eclectic audience. By partnering with us, you unlock a golden opportunity to engage directly with your target market, build significant relationships, and propel your brand to unprecedented success. Let's unite to create an exceptional event that drives unmatched growth and cultivates lasting brand loyalty among consumers.

Join us in shaping a festival experience that not only exceeds expectations but also sets new benchmarks for innovation and partnership in the industry. Together, we can achieve extraordinary outcomes and ensure your brand shines brightly in the dynamic setting of the Ice Cream Factory Summer Festival.



# 2024 PARTNERS

## BRANDS WE WORKED WITH IN 2024...



The Ice Cream Factory Summer Festival prides itself on collaborating with industry-leading brands such as Smirnoff, American Apparel, Red Bull, and Hard Rated to achieve outstanding outcomes.

Our partnerships offer brands a distinctive opportunity to engage with their target audience and present their products in a vibrant and captivating manner.

## AND BRANDS PREVIOUSLY PARTNERED WITH





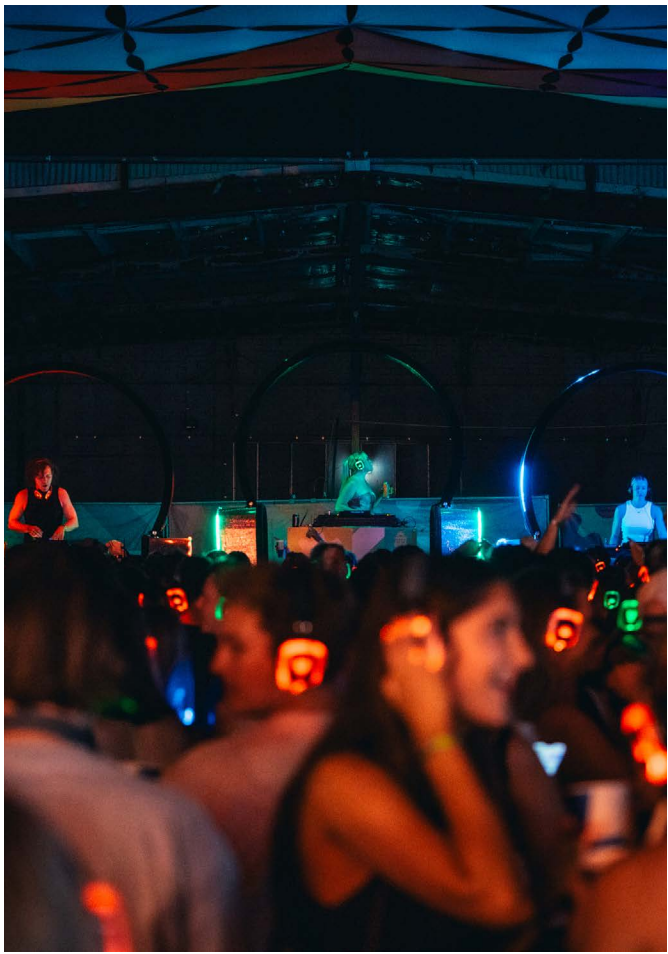
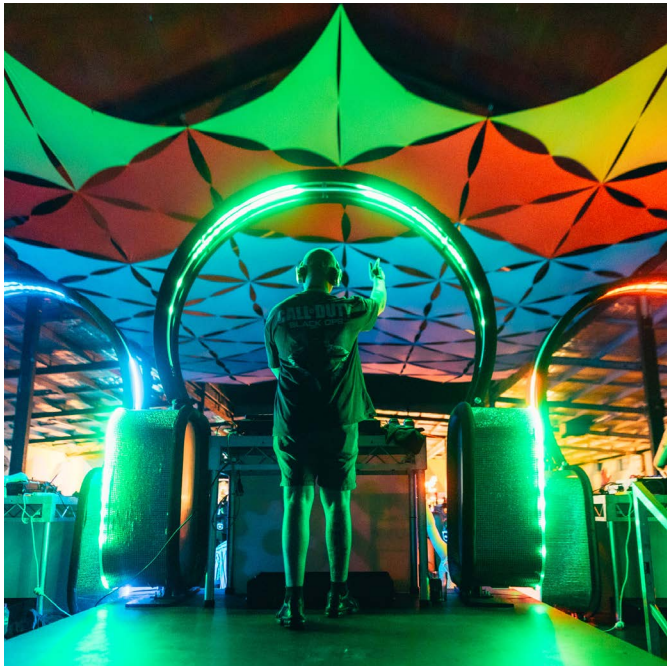
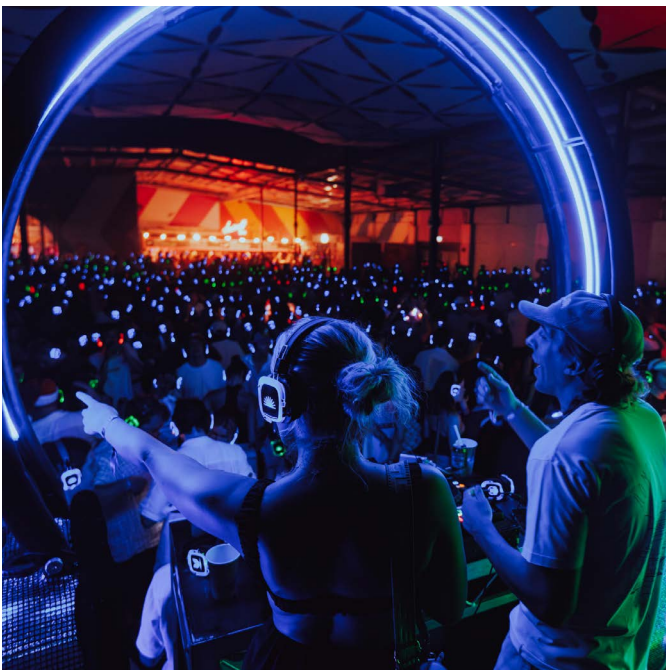
2024 CHARITY PARTNER

# THE HUMAN EXCELLENCE PROJECT

In 2024, the Ice Cream Factory Summer Festival was honoured to partner with The Human Excellence Project, a Perth-based initiative dedicated to fostering connections among individuals, communities, and the natural environment. This collaboration introduced festival-goers to immersive light installations that transcended mere visual appeal, embodying the project's mission to promote mental and emotional well-being.

The Human Excellence Project, committed to building resilient and thriving communities, enhanced the festival atmosphere with custom-designed features such as the giant Silent Disco headphones retrofitted with LED & programmed to punters headsets & the Gordons rooftop fully programmed RGB canopy. Synchronized with the festival's music, these installations provided not just prime photo opportunities but also immersive experiences for all attendees.

This partnership underscored the festival's dedication to delivering unique and meaningful experiences, integrating The Human Excellence Project's focus on wellness and connectivity into the festival's essence. As we celebrated music, art, and culture, the presence of these installations served as a poignant reminder of the importance of nurturing connections—with ourselves, with others, and with our environment—creating a memorable festival experience that resonated with the community's values.

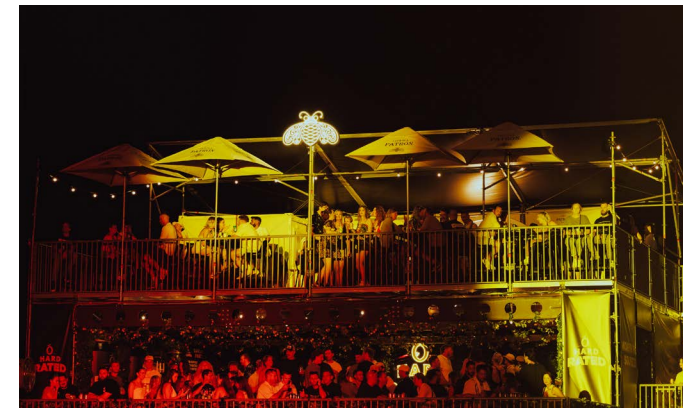






## HARD RATED GARDEN PARTY

The Hard Rated Garden Party was one of the most popular areas at the Ice Cream Factory, offering a vibrant, laid-back atmosphere that quickly became a crowd favorite. Surrounded by lush green walls made of flourishing plants, the space featured bright yellow turf and sleek black booths, providing the perfect spot to relax and unwind. A secondary deck at the front allowed for additional viewing, offering an elevated perspective of the action. At the heart of the Garden Party was an exclusive bar that served only Hard Rated drinks, including refreshing Hard Rated slushies, adding a cool twist to the experience. Positioned perfectly for prime viewing of the main stage, this area became the ultimate spot to soak in the festival's energy while enjoying a drink in a unique and immersive setting.

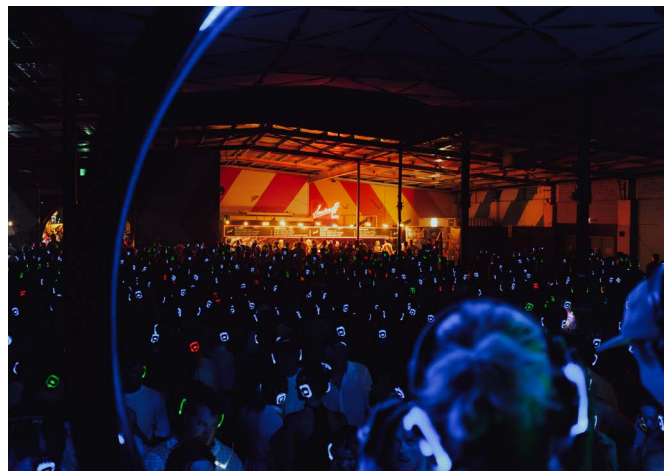


## PATRON PREMIUM PAGOLA

The Patrón Tequila Deck shone brightly on the top storey of our 180-degree viewing deck, offering what many considered the premier spot for live outdoor stage views.

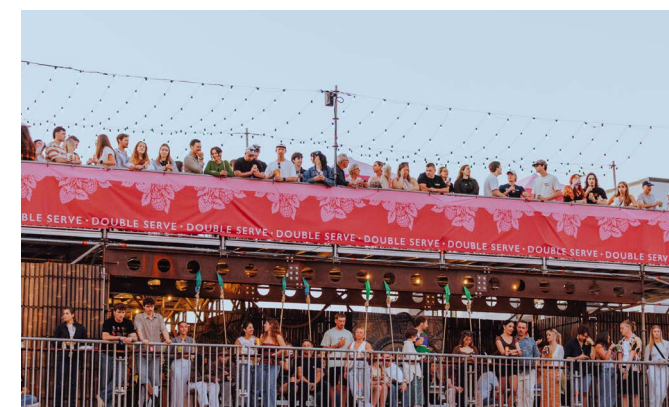
Decked out with a branded bar, stylish furniture, and special Patrón Tequila, ornaments, this space was a haven for tequila enthusiasts. Patrón frozen margaritas were a hit, adding a refreshing twist to the experience. Attendees enjoyed stellar views of the Perth CBD and live music, making it a popular spot for groups to gather. The deck featured a branded photo opportunity, making it a memorable spot for capturing festival moments.





# SMIRNOFF SILENT DISCO

In 2024, the Smirnoff Silent Disco once again proved to be one of the most popular attractions on site. With the silent disco's popularity soaring, we equipped the space with 1,500 headsets and embarked on creating a custom- designed haven for dance enthusiasts. A highlight was the custom made DJ stages: comprising of three 2m high headsets programmed to match the colors of patrons headphones. The entrance to the warehouse also offered a prime spot for photos & a mesmerizing introduction to the silent disco with custom neon Smirnoff branding. Festival-goers were given the power to select from one of three channels on their headsets, offering a personalized music journey with some of Perth's finest DJs. The space also featured an array of lighting across the hexagonal stage and a dedicated Smirnoff bar.



# GORDONS PINK PING PONG

The Gordon's Pink Pavilion, perched atop the three-storey viewing decks at the Ice Cream Factory Summer Festival, offered unparalleled views of the main stage and the city skyline. Adorned with brand-themed decor and a custom bar & mini pink ping pong tables. Direct lift access enhanced its appeal, ensuring easy access to this exclusive area.

A highlight was the rooftop RGB festoon canopy with programmed lighting, which could be seen from everywhere on the festival site. The pavilion provided a premium experience and a picturesque setting, capturing the festival's vibrancy.

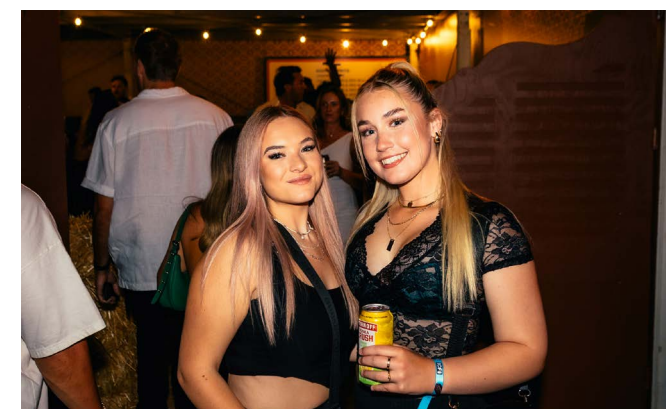




## SMIRNOFF CRUSH CORNER STORE

The Smirnoff Crush Corner Store was a charming and vibrant setup that became a favorite spot for festival-goers. Styled to match the refreshing lemon-lime flavor of Smirnoff Crush, the area was a bright, eye-catching hub located near the main dance floor, ensuring it was always bustling with energy. Not only did it serve a variety of Smirnoff drinks, but it also functioned as a deli on-site, offering a selection of snacks to satisfy hungry customers.

With picnic tables available for seating, it was the perfect place to relax and refuel while enjoying the lively atmosphere around it. The store's fun, themed design and convenient location made it a go-to spot for both refreshments and a quick bite, adding to the overall experience of the festival.



## JAGERMEISTER SALOON

The Jagemeister Saloon was a lively, country western-themed venue that stood out with its unique atmosphere and offerings. The space was decked out in rustic decor, evoking the feel of a classic saloon, and the DJ kept the vibe alive by playing only country music throughout the night. An exclusive bar served just one drink: Jägermeister, making it a go-to spot for those seeking a distinctive experience. The top level featured a bucking bull, offering a ride for those brave enough to take it on. The saloon was particularly bustling after the main acts finished, with the crowd flocking in to continue the party, enjoying the music, drinks, and excitement of the bull ride. The combination of country tunes, the iconic Jägermeister bar, and the high-energy atmosphere made the Jagemeister Saloon a popular and unforgettable activation on site.

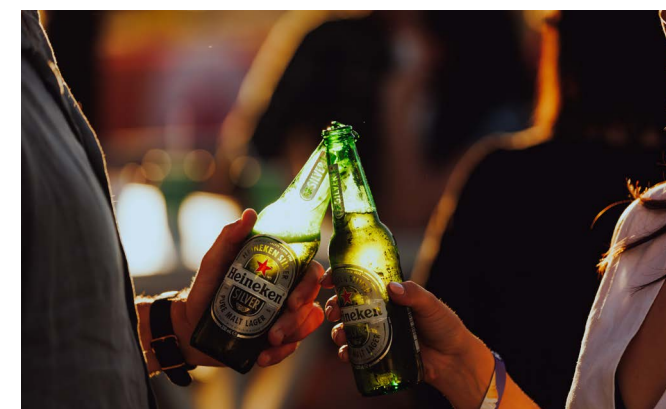




## DRUG AWARE CHILLOUT ZONE

The Drug Aware Chillout Zone was a peaceful haven for attendees to unwind. Marked by a fun archway with lush greenery & plants, it offered a serene spot to relax, enjoy a cold drink of water, and recharge phones.

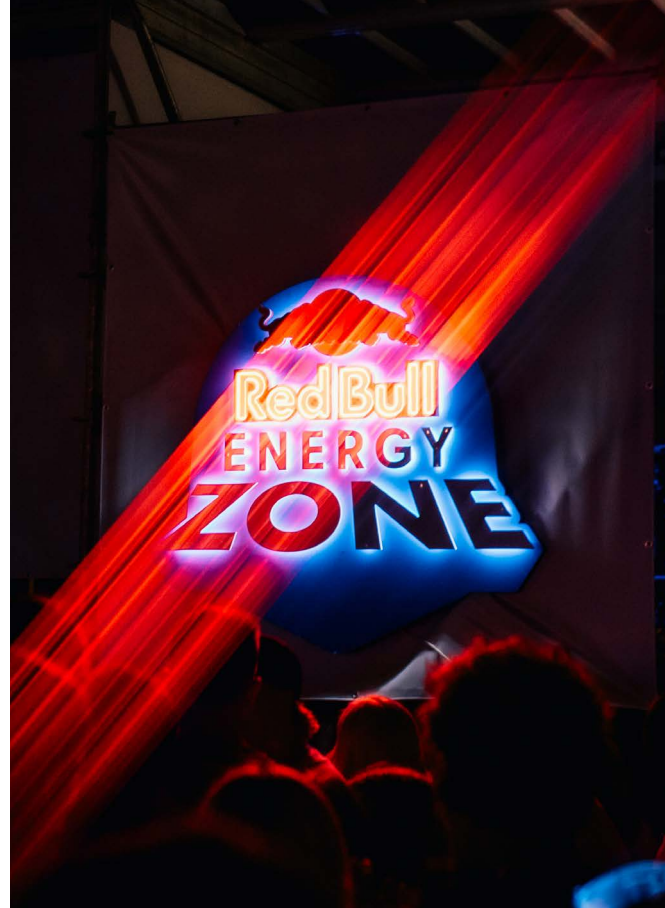
Inside, lounge chairs, cold water, misters, and banners featuring Drug Aware's key messages created a comfortable space for rest while subtly engaging guests with important health campaigns. This zone not only provided a tranquil escape from the festival's excitement but also effectively communicated Drug Aware's messages to its target demographic in a relaxed and inviting environment.



## HEINEKEN SILVER VIP DECK

The Heineken Silver VIP Deck offered the best views of the festival, perched to the side of the main stage for an unbeatable vantage point. Guests entered the exclusive area through a giant, red illuminated Heineken-branded star, setting the tone for the premium experience that awaited inside. The deck was outfitted with fresh white furniture, creating a stylish and comfortable atmosphere for VIP guests to relax and enjoy the show. As the most premium offering on the event site, VIP tickets for the space sold out quickly most nights. The deck also featured a private bar and exclusive toilets, ensuring that guests had everything they needed for an elevated festival experience. With its prime location, top-tier amenities, and luxurious setting, the Heineken Silver VIP Deck was the ultimate spot for those seeking a truly exceptional festival experience.





## RED BULL ENERGY ZONE

The Red Bull Energy Zone was an exhilarating hotspot located to the side of the main stage, offering an unmatched view of the entire festival. At the heart of the zone was the Red Bull Swing, a thrilling 12-meter-high ride that swung out over the entire dance floor, giving adrenaline junkies the ultimate rush as they soared above the crowd. Exclusively for thrill-seekers, the swing provided a heart-pounding experience, while the surrounding area featured a vibrant blue & silver theme, matching the dynamic energy of the brand. The Red Bull bar kept guests refreshed, and with its prime location, the Energy Zone offered unparalleled views not only of the main stage but also of the entire festival grounds. This high-energy zone quickly became a must-see destination for those craving excitement and breathtaking vistas.

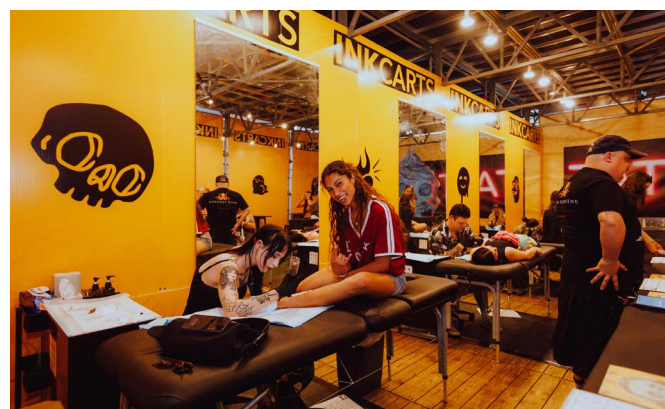


## FELLR GOLDEN HOUR BAR

The Fellr Golden Hour Bar was the perfect introduction to the Ice Cream Factory Festival, strategically located at the entrance to greet attendees as they arrived. As the first stop for many to grab their first drink of the event, the bar became a bustling hub right from the start. Branded in striking Fellr gold, it exuded a vibrant and welcoming energy, setting the tone for the festival ahead.

Known for its efficiency and functionality, the Golden Hour Bar handled the majority of the festival's drink volume, ensuring that guests could quickly get their refreshments and dive into the excitement. With its prime location and smooth operations, the Fellr Golden Hour Bar was an essential part of the festival experience.





## INK CARTS TATTOO PARLOUR

The Ink Carts Tattoo Parlour, a hit for the third year at the Ice Cream Factory Summer Festival, offered attendees the unique opportunity to get a permanent festival memento. Each night, the parlour buzzed with people eager to get tattooed, merging live music excitement with tattoo artistry.

The space was adorned with a custom mural that blended Ink Carts and ICF branding, creating an engaging atmosphere for an unforgettable experience. This activation not only left a lasting impression on festival-goers but also highlighted the festival's dedication to innovative experiences.



## THE BIG SLICE PIZZA VAN

The Big Slice Pizza Van was a popular new addition to the Ice Cream Factory this year, and it quickly became a favorite among festival-goers. Serving American-style 18" pizzas by the slice, it provided a quick and delicious way for punters to refuel without missing out on the action. The van, themed like a classic American pizza truck, not only looked incredible but also added to the festival's vibrant atmosphere.

As the only food vendor on-site, it easily kept up with the high demand, ensuring that everyone could grab a slice and head right back to the dance floor. With its mouth-watering pizzas and fun, iconic look, The Big Slice Pizza Van became a must-visit for those looking to satisfy their hunger and keep the party going.





# 2025 PROSPECTUS

This Summer, the Ice Cream Factory Summer Festival returns for its 8th year, celebrating music, art, and culture. Eager to reopen our doors, we look forward to welcoming back loyal attendees and new enthusiasts, alongside innovative collaborations with both new and returning brands. We're setting the stage for our most dynamic season yet, promising unforgettable experiences and continuing the festival's legacy of creativity and community.





# A SNEAK PEEK INTO OUR 2025 PLANS

**THE ICE CREAM FACTORY STANDS AS A UNIQUELY CAPTIVATING EVENT, AND THE 2025 EDITION PROMISES TO UPHOLD THIS LEGACY!**

The Ice Cream Factory Summer Festival 2025, set to unfold from November and is gearing up for an extraordinary season with our biggest season yet. This year, we're focusing on broadening our horizons, aiming to curate an eclectic mix of talent to entertain an expected audience of over 70,000 people.

Our dedication lies in creating a festival that stands out not just for its music but also for its immersive experiences, blending art and light in captivating displays. Central to our 2025 vision is the enhancement of our outdoor live music stage and the three-storey viewing platforms, which have been pivotal in providing attendees with unparalleled views and experiences. These spaces are set to receive innovative updates to further enrich the festival atmosphere. Additionally, we're diversifying the festival layout with a variety of zones, each designed to cater to different moods and preferences, from vibrant dance areas to calm lounging spots.

Our overarching goal for the festival is to create a vibrant celebration of music, art, and community, offering a space where everyone can find something that resonates with them. As we move forward with our plans for 2025, we're excited to bring together artists, partners, and festival-goers to share in this unique summer experience. The Ice Cream Factory Summer Festival 2025 promises to be a season of unforgettable moments and connections.



# 2025 CALENDAR

Prepare for a spectacular Summer extravaganza at the Ice Cream Factory Summer Festival, stretching from the start of November, to the vibrant celebrations of New Year's Eve, and into the Summer months of the New Year. Expected to attract over 70,000 festival enthusiasts, this year's festival is poised to be our most grandiose yet.

Each evening is thoughtfully curated to feature a headline artist, supported by a primary act, along with a wide range of Perth's premier DJs on our secondary stages, ensuring a continuous musical journey.

This year, we're enhancing the festival experience with a stellar lineup of international stars and exclusive Australian tour side shows, offering world-class performances on our local stage.

With a lineup that effortlessly merges international talent with Australia's finest musical acts, the festival provides a unique chance to enjoy top-tier performances in the heart of Perth. Circle the dates for the Ice Cream Factory Summer Festival 2025 – a festivity of music, culture, and community aiming to transform the festival scene.

- Start of November to New Year's Eve 2025
- 15+ Unforgettable Nights
- International, National, and Local Artists

## NOVEMBER – DECEMBER



15+  
NIGHTS



45+  
ARTISTS



3 EPIC  
STAGES



BRANDED  
ACTIVATIONS





# CONTACT US

The Ice Cream Factory Summer Festival offers an unparalleled opportunity for brands and artists to collaborate with us, creating truly unforgettable experiences. By partnering with us, you have the chance to significantly boost your brand's visibility and forge meaningful connections with a diverse and highly engaged audience in a dynamic and captivating environment.

Reach out to us today to discuss how collaborating with the Ice Cream Factory Summer Festival can elevate your brand in 2025, and let's create moments that resonate long after the festival ends.

## FOR ALL ENQUIRIES, PLEASE CONTACT:

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## CHECK OUT OUR SOCIALS:



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[@FactorySummer](https://www.youtube.com/FactorySummer)



[factoryfestival.com.au](https://factoryfestival.com.au)







# WE ARE BAR POP

Led by Director Chris Bausor, Bar Pop is a premier large-scale event company that has been a cornerstone of the Perth events scene for over ten years. The company's success is fuelled by its diverse team, which brings a wealth of experience in event management, design, and marketing. Despite its compact size, the team leverages its collective expertise and taps into a wide network of industry professionals to scale operations, ensuring the seamless delivery of world-class events.

Festival Producer Jemma Buckley works alongside Chris Bausor to bring the festival to life, overseeing every aspect of the event from start to finish. Together, they ensure that each element is meticulously planned and executed, from creative vision to operational details.

The Bar Pop team includes an in-house Site Manager, Artist Liaison, and Front of House Manager, all dedicated to providing the highest standard of customer experience from the moment guests arrive. This collaborative and dynamic team makes sure every event is unforgettable, delivering exceptional experiences with precision and passion.

Bar Pop takes great pride in its flagship events, the Ice Cream Factory Summer Festival and Froth Town, alongside offering a suite of event services to numerous esteemed national and local festivals annually. Bar Pop's comprehensive event services encompass event management, staffing, POS (Point of Sale) hire, acquisition of liquor licenses and approvals, site design, theming, bar construction, and equipment hire.



