

DANCE MASSIVE 14 — 26 March 2017

The fifth Dance Massive was presented in Melbourne from 14-26 March 2017 and saw the consortium of Arts House, Dancehouse and Malthouse Theatre in association with Ausdance Victoria, present 19 seasons of contemporary dance works, alongside industry opportunities and public events.

15,407
ATTENDANCES

4
PARTNERS

147
EVENTS

11
WORLD PREMIERES

19
SEASONS

FAST NUMBERS

- 1** large-scale public battle held in partnership with Fed Square
- 12** the most shows performed on one day
- 13** days of non-stop performance
- 15** venues
- 20%** attendance increase across the festival program
- 75** international and national delegates
- 80%** attendance
- 516** artists
- 682** posts using #dancemassive
- 2645** new Instagram followers
- 4,400** facebook post likes
- \$881K** of earned media value

BIG WINS

- The first free public program in the festival's history** including a large-scale public dance event, Battle Massive, which attracted 3000 people and 72 participants.
- Attracted new audiences to contemporary dance and strengthened existing audience.** 42% of our audience experienced the festival for the first time and 60% saw three or more shows.
- Connected Australian contemporary dance companies to the world** via international exchange and delegate program.

OUR AUDIENCE

- \$200k spent at the box office
- 99% would attend Dance Massive in the future
- 91% were satisfied with the festival programs they attended
- 68% ticket buyers are female
- 44% aged 30 - 44
- 42% first time festival goers
- 13% of our audience have attended every edition of Dance Massive since its inception

WHAT THEY SAID

- Visually adventurous, formally innovative, fun and clever work is a rarity and Dance Massive provided this in spades. - 2017 Audience Member*
- Melbourne's contemporary dance festival Dance Massive is best explored by diving in headfirst. - Richard Watts, ArtsHub.*
- Brilliantly prepared and organized. Always friendly, clear and professional. In this regard one of the World's leading dance festivals, honestly. Honne Dohrmann, tanzmainz, Germany*