PAC AUSTRALIA
BENCHMARK REPORT

VENUE CHARGES AND SALARIES: 2025

ANALYSIS OF THE 2025 AUSTRALIAN VENUE BENCHMARKING SURVEY

The PAC Australia office is located on Whadjuk Noongar Boodjar. Our staff and members live and work across Australia and we acknowledge all the Traditional Owners of Country, recognising the continuous connection to lands, waters, and communities. We pay our respects to Aboriginal and Torres Strait Islander cultures and to Elders past and present.

Performing Arts Connections Australia
Level 2, 533 Hay Street, Perth WA 6000
www.paca.org.au
admin@paca.org.au

© PAC Australia 2026

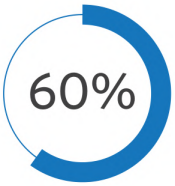
Acknowledgements

This report has been prepared by Jordan Gibbs, Kristine Royall and Shannon Pearse of Culture Counts™ and Rosie Dwyer of PAC Australia. We would like to thank PAC Australia for their support through the development and delivery of this research project. We would also like to thank respondents for their participation in this project.

Date of Preparation: September 2026

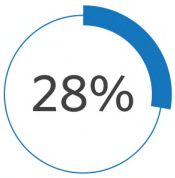
HIGHLIGHTS

Self-Generated Income



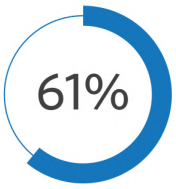
of aggregate income was self-generated. Ticket sales for self-presented shows contributed 19.5% of all income, up 1.9 percentage points from 2023.

Retaining a Surplus



of respondents were allowed to retain a surplus if they generated one. 57% of those reporting how surplus is treated transfer it to a general-purpose reserve.

Programming Investment



of respondents have the flexibility to budget a net loss for programming, giving them room to invest in the work beyond what ticket sales cover. Across 26 responses, the median allowance was $62,500.

Venue Upgrade

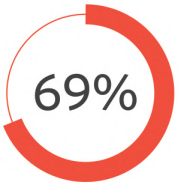
of venues reporting an upgrade year completed a capital upgrade within the last two years, with a median spend of $933k. This includes 50% of metro, 36% of outer metro and 29% of regional venues.

Median FTE Staff

12

The median reported FTE workforce per venue. Across respondents, the total was 1,023 FTE, alongside a total headcount of 3,182 staff and contractors.

Additional Management Responsibilities



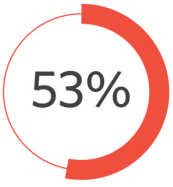
of Venue Managers have responsibilities beyond their core role. Among respondents, 56% managed grants and 50% contributed to Community Art programs.

Mean Venue Manager Salary

$136k

The typical before-tax salary of Venue Managers ranged from $107,800 to $145,000. When considering benefits and superannuation, the range was $123,500 to $177,420.

Venue Manager Working Hours



of Venue Managers selected a weekly-hours category of 40 hours or more. Overtime was included in salary for 24%, while 8% received no overtime pay or accrual and 35% received TOIL only.

CONTENTS

Highlights 3

1 Background & Methodology 6

Table 1. Response Profile 10

2 Venue Hire 11

2.1 Venue Rates 11

Table 2. Package Commercial Rates (Median) - Primary Spaces 11
Table 3. Package Commercial Rates (Median) - All Spaces 12
Table 4. Package Community Rates (Median) – Primary Spaces 12
Table 5. Package Community Rates (Median) – All Spaces 13
Table 6. Community Rate Clients 13
Table 7. Rehearsal Rates by Capacity (Median) – All Spaces 13
Table 8. Hire Package Inclusions 14
Table 9. Cleaning Charges 14
Table 10. Marketing Charges 15
Table 11. Marketing Services 15
Table 12. Commission Rates (Median & Typical Range) 15

2.2 Staff 16

Table 13. Staff Recharge Rates (Median) 16
Table 14. Minimum Staffing (Median) 17

3 Ticketing 18

Table 15. Ticket Charges (Median & Typical Range) 18
Table 16. Booking and Refund Fees (Median & Typical Range) 18
Table 17. Merchant Fees 19
Table 18. Percentage of Sales by Channel (Mean) 19
Table 19. Percentage of Sales by Payment Type (Mean) 20
Table 20. Event Build Fees (Median & Typical Range) 20
Table 21. Points of Sale 20
Table 22. Ticketing Policy 21

4 Operations 22

Table 23. Software Platforms 22
Table 24. Year Opened, Last Upgrade & Cost (Median & Typical Range) 22
Table 25. Age of Venue 23
Table 26. Last CAPEX Upgrade & Amount (Median & Typical Range) 23
Table 27. Outsourced Functions 24
Table 28. Website Management by Turnover 25
Table 29. Venue Catering 25
Table 30. Venue Catering By Year (Operated by Venue) 26

5 Finance & Workforce 27

5.1 Finances 27

Table 31. Income Breakdown (Aggregate %) 27
Table 32. Expenditure Breakdown (Aggregate %) 28
Table 33. Profit & Loss by Turnover (Aggregate) 29
Table 34. Surplus & Funds 30
Table 35. Outsourcing & Programming 30

5.2 Workforce 31

Table 36. Overall Staffing by Contract (Median & Typical Range) 31

Table 37. Department FTE by Turnover (Median) 32
Table 38. Department Staffing By Turnover 32
Table 39. Dedicated Positions by Turnover 33
Table 40. Dedicated Positions Salaries (Median, Typical Range, Full Range) 33
Table 41. Dedicated Positions Salaries by Turnover (Median) 34
Table 42. Overtime Arrangements 35
Table 43. Industrial Agreements by Department 35
Table 44. Staff Turnover by Financial Turnover (Median & Typical Range) 36
Table 45. Staff Turnover by Region (Median & Typical Range) 36
Table 46. Volunteer Hours by Turnover 36
5.3 Venue Manager 37
Table 47. Compensation by Turnover (Mean & Typical Range) 37
Table 48. Overtime & Contract 37
Table 49. Responsibilities & Performance Bonus 38
Table 50. Benefits 39

Foreword

This report groups results into budget bands to help venues compare their organisation with others of a similar operating scale. In the grouped tables, the bands labelled "turnover" are based on reported annual expenditure. Individual responses are available in the 2025 Response Data spreadsheet through the PAC Australia member portal for more direct, like-for-like comparisons.

Results are frequently presented as a median or typical range. The median is the middle value when responses are ordered from lowest to highest and is less affected by extreme values than the mean. The "typical range" is the interquartile range (IQR), or the middle 50% of responses. Results below or above this range fall within the lower or upper quarter of responses. Means are identified separately where used.