Whether it be transport, housing, entertainment or food, the cost of living is at the forefront of everyone’s mind. This report is the eighth instalment of a monthly series that aims to compare the prices of everyday essentials.

RACQ has commissioned this research from Deloitte Access Economics. As Queensland’s peak motoring body, RACQ will use the data to advocate for its 1.6 million members. This may involve questioning discrepancies in cost or celebrating fair prices.

The eighth report in this series focuses on entertainment.

RACQ hopes to better educate Queenslanders through this research, allowing families to recognise where they must allocate funds. The research will be made publicly available on RACQ’s website so that Queenslanders can access the information most relevant to them and their every day expenses.
Contents

ROLL UP, ROLL UP, ROLL UP… 4
CINEMAS 5
AT-HOME ENTERTAINMENT 7
THEATRE PRODUCTIONS 9
SPORTING EVENTS 10
In this report we consider the cost of entertainment as a part of our lifestyle in Queensland. We investigate the price of going to the movies, at-home entertainment, live productions and what it costs to be a sporting fan. There are several practical tips provided for consumers seeking to keep costs down.

According to ASIC, the average Australian spends $161 per week on recreation, with Queensland right on this average. Queenslander’s do however splurge considerably more than their South Australian friends but far behind the ACT. Just over half of this expenditure is goes towards going out and 35% on at home entertainment.

Source: Australia Securities and Investment Commission, Australian Spending Habits 2014
In Australia, there are 3 cinema chains accounting for more than 50% of the nation’s total – Greater Union (Including Birch Carroll & Coyle), Hoyts and Village. Other smaller chains include Reading, Palace and Wallis Cinemas. Independent cinemas account for approximately a third.

With the increase in online video watching, there has been a push for cinemas to become more competitive in their ticket pricing, deliver better services, personalisation and an overall improved movie experience.

Across the country, standard adult ticket prices range on average from $9 to $21, depending upon location and company. Chain theatres come in at the most expensive, followed by independents. Outdoor cinemas, either operated independently or as extensions of the large theatre chains sit in the middle bracket.

AVERAGE COST OF AN ADULT MOVIE TICKET IN QLD 2015: COMPARISON OF CHAIN
According to Screen Australia, in 2015 69% of Australians had attended the cinema in the past 12 months, with an average of 6.5 visits per year - or approximately once every two months.

Further, those from Brisbane topped off the list at 71.4%, a figure that has been relatively stable over the last 20 years.

Ticket prices across Australia average at $19.44, with Queensland rivaling this price at $19.50 for a standard adult ticket.

New South Wales and Victoria take the lead at $21.38 and $21.25 respectively, with South Australia coming in the cheapest at $15.

Source: Screen Australia 2015
At Home Entertainment

With the steady increase in accessibility of video on demand (VOD), in the comfort of our home, home entertainment services have exploded. It is estimated that more than 50% of Australian internet users access movie and television content online.

Users of VOD are reporting that the ability to access it when it suits them (49%) greater choice of content (44%) and lower cost (21%) were the three main benefits.

So how much can you expect to pay for one of these subscription services?

On average, you can access these services for $11.95 per month, with Amazon Prime coming in at the cheapest offer at approximately $7.80 (USD $5.99).

AVERAGE MONTHLY COST OF AT-HOME VOD SERVICE

Source: Individual retailer websites, 2017
What things should consumers consider to ensure they are getting the best deal?

**KNOW WHAT’S INCLUDED IN EACH PACKAGE**

Make sure you are buying the at-home entertainment package that is going to suit you best, based upon the type of shows you like, quality of definition and accessibility on different devices.

**CHECK IF THERE ARE INSTALLATION OR JOINING FEES**

Some providers will have one-off fees when you sign up, such as Foxtel’s $100 installation fee.

**BE SURE TO CHECK THE CANCELLATION POLICIES**

Providers may vary around their cancellation fees and policies, so make sure you are aware of this when you sign up.

**CHECK IF THERE ARE ANY PROMOTIONS OR INTRODUCTORY OFFERS**

Sales are always on, so be sure to have a look if one is providing a better deal at a point in time, such as Amazon Prime’s introductory offer of $4 for the first 6 months.

**DON’T JUMP STRAIGHT INTO BUYING A MEMBERSHIP**

You may purchase a membership but then be disappointed in the selection of the movies, or find it hard to use. Make sure you get your hands on a trial before signing up – most will provide a 2 weeks or 30 day trial free of charge.
From 2014, Queensland has seen an increase of more than 14% in attendance to live performances. Attendance to contemporary music performances took the greatest share at 34.5%, followed by musicals and theatre at 17.2% and 8.1% respectively.

Whether you’re interested in comedy, drama or more of a family show—there’s something for everyone.

So how much can this be setting you back? In Queensland, classical music and opera shows are the most expensive, with prices on average starting at $90, and reaching up to $150.

On the other hand, family and children shows come in at a low $42, reaching up to $93.
In 2016, Australia saw AFL take the lead in crowd attendances with an average of 31,877 people attending their matches. This was followed by the Super 15 Union at just over 20,000, NRL at 16,516 and Football A League bringing up the rear at an average attendance of 12,580 people per match. This leaves AFL more than doubling the crowds seen at Football A League matches.

So with all this attendance, how much are people actually spending on these games? And is it better value to buy an annual pass, or pay on a match by match basis?

With a comparison of general admission tickets, being an NRL supporter gave you the best bang for your buck with a single ticket setting you back an average of $20.80. Despite A-League seeing the lowest crowd attendance, their single ticket prices in fact came as the most expensive at $33.25 for the average Roar home game.

When it came to paying for an annual pass membership (at the lowest level with guaranteed reserved seats) prices were in general cheaper than paying per game. Union came in at the cheapest at a mere $17.50 per month, or $175 paid upfront.

**AVERAGE COST OF SPORTING EVENT**

<table>
<thead>
<tr>
<th>Event</th>
<th>Single Ticket</th>
<th>Annual Pass (monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A League Football</td>
<td>$20.80</td>
<td>$30</td>
</tr>
<tr>
<td>Union</td>
<td>$17.50</td>
<td>$175</td>
</tr>
<tr>
<td>AFL</td>
<td>$16.50</td>
<td>$20</td>
</tr>
<tr>
<td>NRL</td>
<td>$15.16</td>
<td>$25</td>
</tr>
</tbody>
</table>

Source: Individual retailer websites, 2017
Limitation of our work

General use restriction
This report is prepared for the use of RACQ. This report is not intended to and should not be used or relied upon by anyone else and we accept no duty of care to any other person or entity. The report has been prepared for the purpose of estimating the cost of living Queensland. You should not refer to or use our name or the advice for any other purpose.
General information only
This presentation contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively the "Deloitte Network") is, by means of this presentation, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this presentation.

About Deloitte
Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/au/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte has in the region of 225,000 professionals, all committed to becoming the standard of excellence.

About Deloitte Australia
In Australia, the member firm is the Australian partnership of Deloitte Touche Tohmatsu. As one of Australia’s leading professional services firms, Deloitte Touche Tohmatsu and its affiliates provide audit, tax, consulting, and financial advisory services through approximately 6,000 people across the country. Focused on the creation of value and growth, and known as an employer of choice for innovative human resources programs, we are dedicated to helping our clients and our people excel. For more information, please visit our website at www.deloitte.com.au.

Liability limited by a scheme approved under Professional Standards Legislation.

Member of Deloitte Touche Tohmatsu Limited

© 2017 Deloitte Access Economics Pty Ltd