

# EVALUATION SNAPSHOT: CULTURE AND THE ARTS 2016-19

Prepared for: Department of Local Government,  
Sport and Cultural Industries

Prepared by: Culture Counts (February 2020)

## INTRODUCTION

In 2014, the WA Government committed to providing a public account of the quality, reach, impact and value of its investment in the arts and cultural sector through the implementation of its *Public Value Measurement Framework*.

In the 2016 to 2019 funding period of the Arts Organisations Investment Program, organisations and WA Major Performing Arts Companies received access to the Culture Counts evaluation Platform to collect public feedback on the quality and value of the work they produced.

This summary aggregates the data collected by organisations over a four year period and provides benchmark comparisons for organisations in WA to evaluate and assess the unique impact they deliver for their communities.



# 263

Surveys Distributed



# 25

Contributing Organisations



# 37,972

Respondents

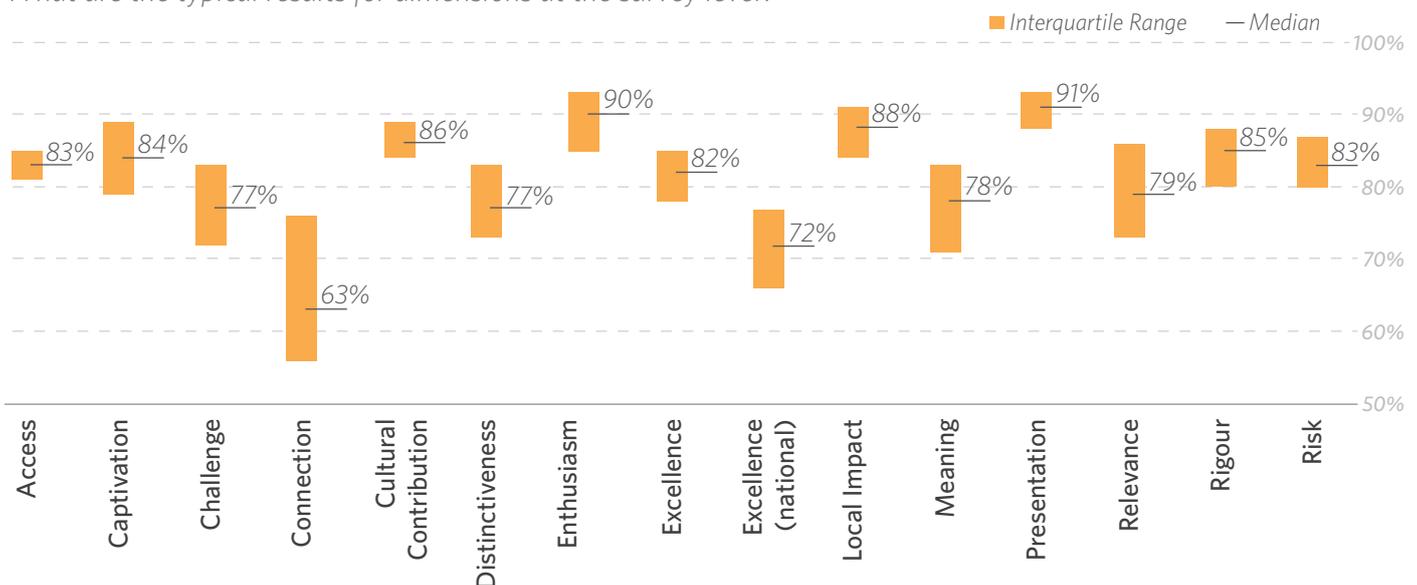


# 205,115

Dimension Responses

## DIMENSION RESULTS

What are the typical results for dimensions at the survey level?



The interquartile range represents the typical result for any given dimension. An individual survey result within this range can be considered a 'benchmark' result. Larger ranges (i.e. 'Connection') indicate a higher variance in how WA organisations achieve this outcome. Smaller ranges (i.e. 'Access') indicate a stronger similarity in how WA organisations achieve this outcome.

Survey count (s) = 263; Response count (n) = 205,115  
Count per dimension: 50 < s < 167; 6,144 < n < 23,498  
Surveys with less than 30 responses removed. Surveys do not contain all dimensions and therefore results may not be comparable between dimensions. See Technical Appendix for detail regarding Evaluation Snapshot dimension selection.

## DEMOGRAPHICS

All survey respondents were asked to provide their postcode. The majority of survey respondents resided in postcodes within the Perth metropolitan area. Of 388 geographical postcodes in WA, responses were collected from 76% of these.

Non-identifiable postcode responses made up 3% of postcode data. In most cases these responses represented international respondents.

Respondents primarily identified as female. Representation of age groups skewed older but was fairly even between 20 to 80 years of age.

## ABOUT

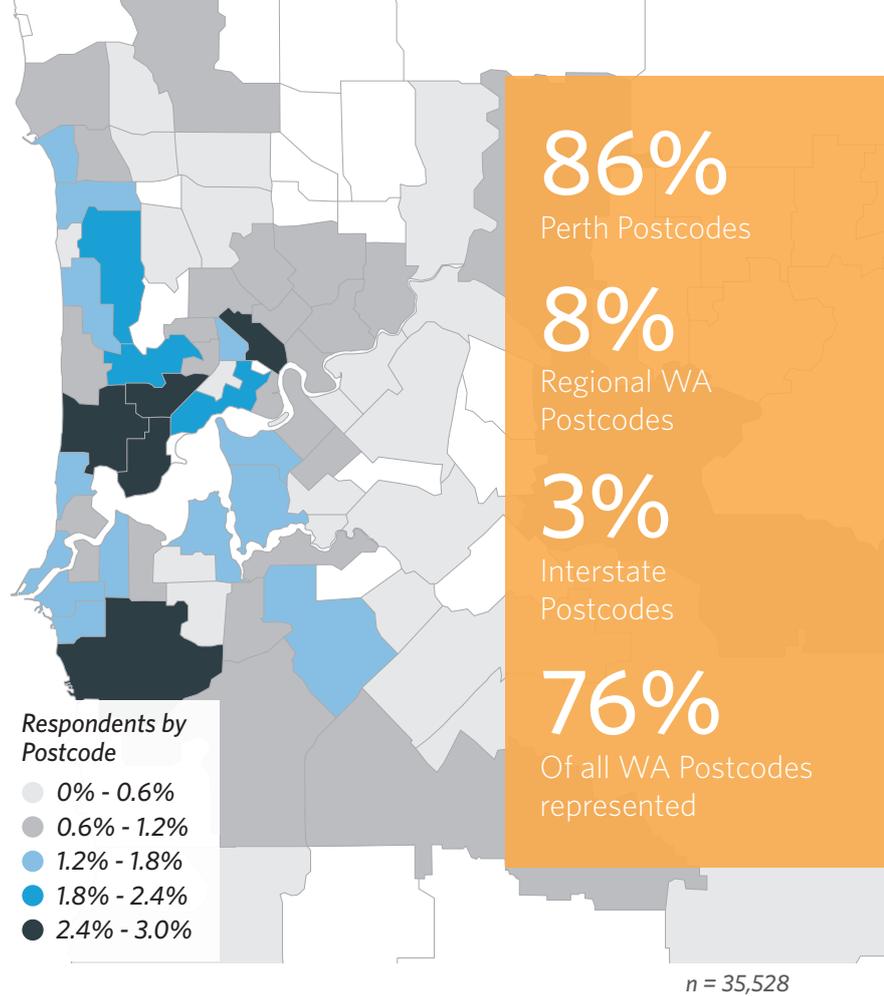
Culture Counts is a digital data collection and analysis Platform that evaluates feedback from multiple sources including artists, their peers and the public to measure the impact and value of a given activity.

Culture Counts began in WA as a mechanism for implementing the *Public Value Measurement Framework*, a policy of the WA State Government. Organisations funded through the Arts Organisations Investment Program, as well as WA Major Performing Arts Companies receive access to the Culture Counts Platform and collect public feedback on the quality and value of the work they produce.

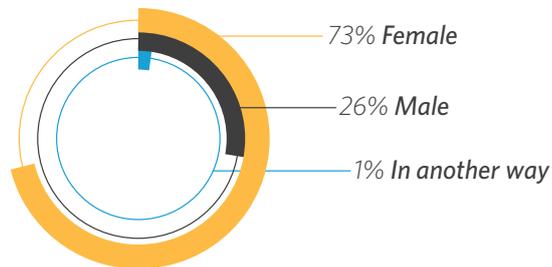
Use of the Platform in the 2016 - 2019 funding period was voluntary. Data collected by organisations was anonymised, aggregated and analysed by Culture Counts.

Benchmarks provide organisations with information to compare their own results to the results of their peers. They provide the first part to an overview of how funded organisations collectively deliver impact to WA communities.

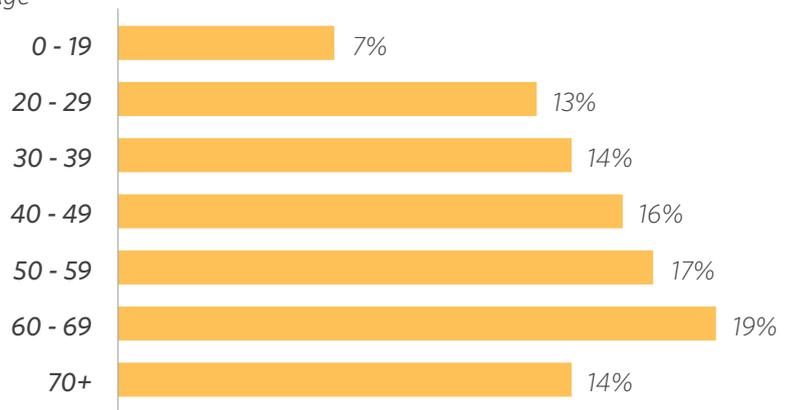
*Technical Appendix available from Culture Counts on request.*



### Gender



### Age



# Culture Counts



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**Local Government, Sport  
 and Cultural Industries**

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