

# Stakeholder Survey

Regional Arts Policy Priorities Platform Paper

June 2016

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## Executive Summary

In 2013 Country Arts WA conducted the Vote Arts campaign which called for a tangible and public commitment to regional arts and resulted in the injection of \$24 million funding into regional arts and culture through the Royalties for Regions Creative Regions funding.

Country Arts WA then ascertained the spending priorities for this funding with the conduct of *Have Your Say Regional WA Regional Arts Funding Priorities Survey*. A key finding of this research was regional people nominating investment in programs and the people to run them ahead of spending on hard infrastructure such as the upkeep of buildings.

Country Arts WA will again be conducting a Vote Arts campaign in the lead up to the March 2017 WA State Government Election seeking a recommitment of the \$24 million funding and an increase to address areas of unmet need.

In addition to seeking a recommitment of funding the campaign also seeks a commitment to the development of a Regional Arts Policy for Western Australia to ensure that accessibility to arts and culture remains a priority in the overall development of regional Western Australian communities.

The support for a Regional Arts Policy is unarguable - 93.16% of respondents answering in favour of this need.

The responses are representative of the opinions of regional Western Australia with 90% of responses coming from regional areas. The largest areas of response being: Goldfields-Esperance, Great Southern and South West. The largest percentages of respondents are female, working as arts workers or in community development.

Benchmarking data collected against questions from the previous survey (Questions 5, 6, 7, 16 and 18) show little change with the exception of one key area:

The ranking of the importance of income generation for local people through arts and cultural activities increased by 15.66% in those that strongly agree with this statement. The increase demonstrates the economic value and impact of arts and culture in regional Western Australia.

The benchmarking questions also re-affirm the arts activities regional communities would most like to have access to as:

- Live Music
- Performances (comedy, plays and dance)
- Workshops/Masterclasses / Residencies
- Community Festivals; and
- Visual art including painting and sculpture.

In terms of the Regional Arts Priority Policy paper the key areas of priority for regional West Australian communities include, children & young people, funding to address unmet need and Aboriginal Arts and culture.

In combination the answers to the survey demonstrate that areas outlined in the policy document are in-line with the priorities of regional communities.

## Methodology

The Regional Arts Policy Priority Survey was sent to 659 stakeholders via Mailchimp and was also promoted via social media and to e-news stakeholders.

A total of 190 responses were received equating to a 29% response rate which is above the recognised rate of return for external focused surveys of between 10 – 15 %.

The survey targeted regional people from across a range of sectors including:

- Country Arts WA members,
- Presenters,
- Funded organisations and applicants,
- Funding panels,
- State Government organisations; and
- Producers.

The survey was made available for completion from 7 June to 27 June, 2016.

The survey was designed to help Country Arts WA assess the impact and awareness of the current funding priorities and substantiate the future funding priorities of Western Australian regional communities.

The first four questions of the survey describe the demographics of survey respondents detailing what region they were from, age, gender and their relationship with the arts.

## Question 1 – What region do you live in?

People from all the regions responded to the Regional Arts Policy Priorities Survey. Over 70% of the 190 responses came from outside of the metro area.

Geographically the highest response was received from the Goldfields Esperance region. This is most likely due to the increased presence Country Arts WA has had in the region since hosting the 2014 Regional Arts Australia conference Arts & Edges.

The Great Southern region was the region with the next highest response rate. This is possibly due to the fact that this is the region in one that receives the highest level of funding through the organisations in the region.

In a similar vein the South West was the next highest region to respond. This may be attributable to the fact that this is the region with the highest concentration of organisations funded by Country Arts WA residing in this region.

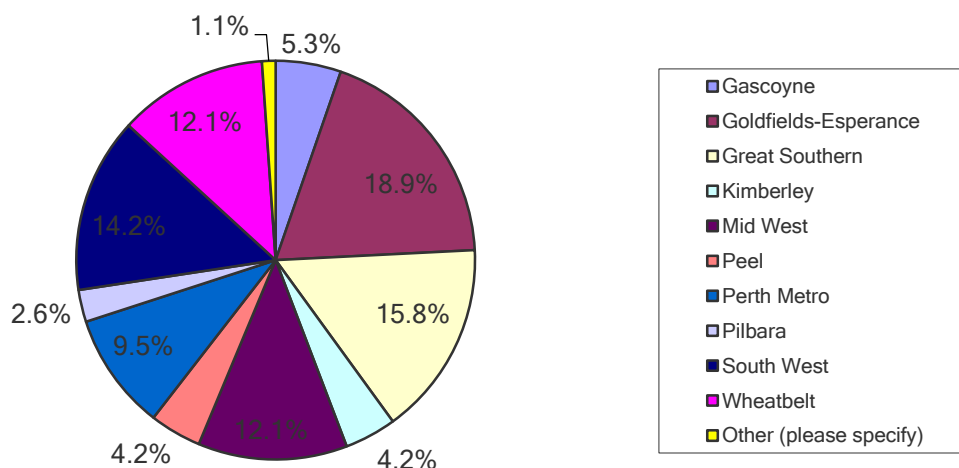


Figure 1: Survey Respondents Regional Distribution

## Question 2 – What is your age?

The largest segment respondents were aged between 47 and 66 at 45.5%. This was closely followed by those in the age range 27 to 46 at 41.3%.

The limited response from the youth sector may indicate that in the future other methods of collecting input from this group may need to be considered.

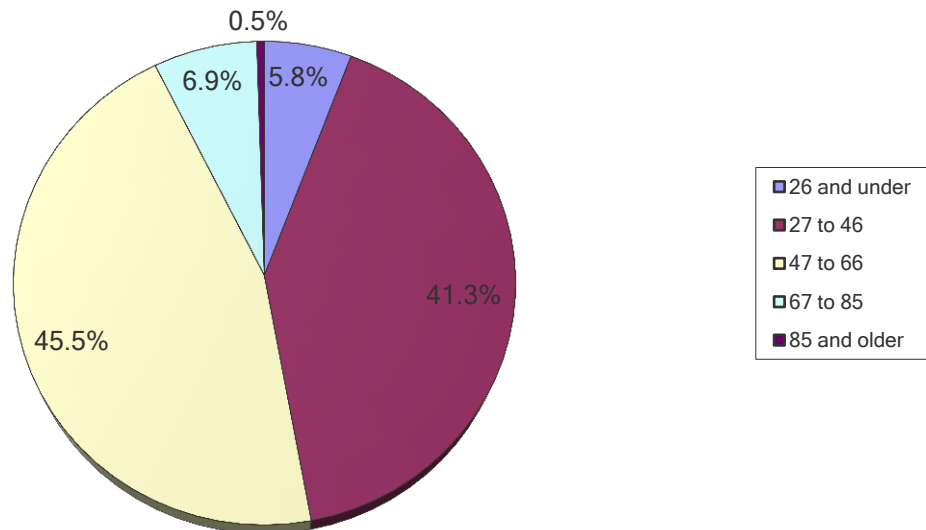


Figure 2: Age Range of Survey Respondents

## Question 3 – How would you describe your gender?

The largest gender segment to respond to the survey were female at 75.1%

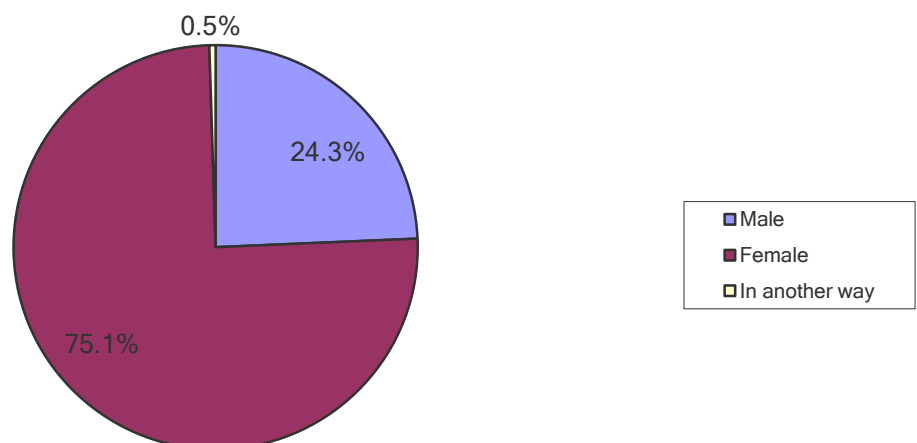


Figure 3: Survey Respondents Gender Distribution

## Question 4 – Relationship to the Arts

Overwhelmingly respondents related to the arts in the capacity of audience members and consumers of the arts. This result clearly indicates the importance of arts and culture in regional West Australian communities.

This argument is further supported by the high response rates from those that are involved in community development as arts workers and artists.

Under the answer option of 'Other' there were a proportion of respondents who reported their relationship to the arts in the capacity of Volunteer. The willingness of respondents to give their time freely adds further support to the inclusion of access to arts and culture in regional Western Australia in policy and community development plans.

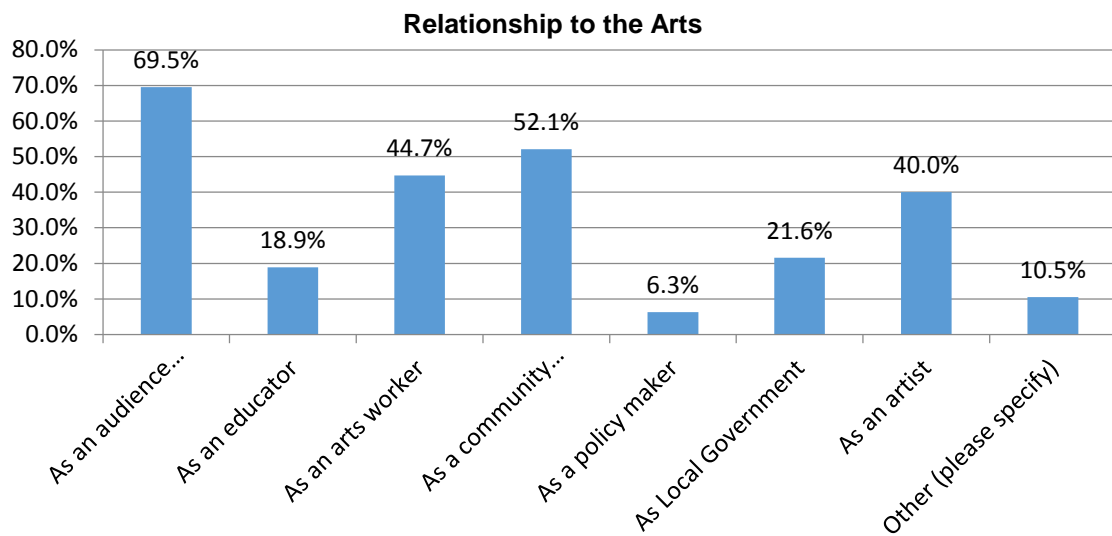


Figure 4: Survey Respondents Relationship to the Arts

## Question 5 - Attitudes toward the arts as they contribute to cross sector activities

In 2013 Country Arts WA conducted the Regional Arts Funding Priorities Survey to discover the priorities of regional Western Australians after the State Government announced an historic investment in regional arts of \$24 Million over three years.

In developing the Regional Arts Policy Priority Paper benchmarking data against relevant questions of the previous survey was conducted. In the initial survey, participants were asked to rate to what extent they agreed with a set of statements which described the value of the arts. The statements represent respondents' attitudes toward the arts as they contribute to cross sector activities including tourism, positive health outcomes, community development and lifelong learning.

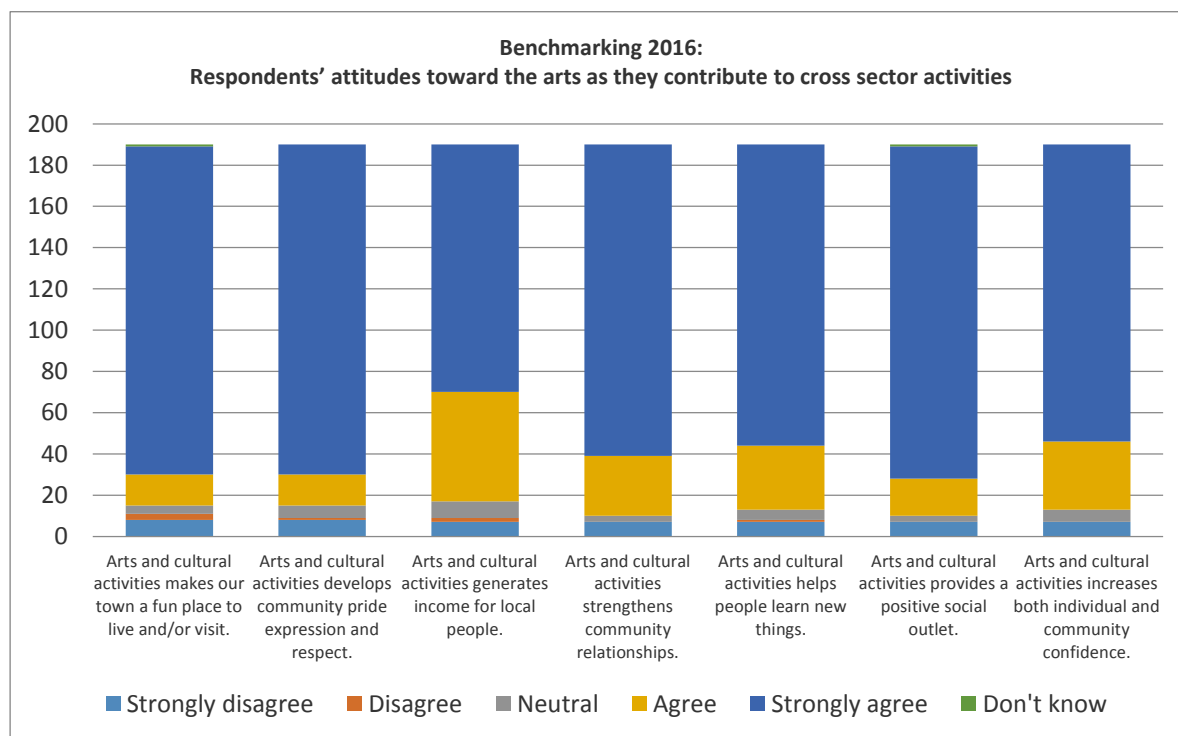
Overwhelmingly, respondents connected positively with the statements, indicating that regional people already see the value of arts as a core element of strong and healthy regional communities.

In the 2016 data collected overall there is no significant change in the level of agreement with the statements provided.

The area with the most significant increase is with the statement that relates to the generation of income for local people through arts and cultural activities. There is an increase of 15.66% in those that strongly agree with this statement.

This increase demonstrates the economic value and impact of arts and culture in regional Western Australia.

Other research sources indicate that the return on investment for Government investment in regional arts and culture is at a ratio of 3 : 1.



**Figure 5: Benchmarking – 2016: Regional Arts Funding Priorities Survey respondents' attitudes toward the arts as they contribute to cross sector activities**



## Question 6 – Arts activities in communities

Benchmarking data was collected against the question of what types of arts activities respondents would like to have access to in their communities with the additional answer options of 'Collections' and 'All of the Above'.

In the 2016 data collected overall there is no significant change in the level of agreement with the statements provided.

The bar graph on the following pages shows that the top five arts activities respondents would most like to have access to are:

- Live Music
- Performances (comedy, plays and dance)
- Workshops/Masterclasses / Residencies
- Community Festivals; and
- Visual art including painting and sculpture.

The inclusion of the two new answer options (Collections and All of the Above) both received strong agreement from respondents.

The opportunity for comments on access to arts activities was also provided to respondents. These responses have been included as part of the Appendices.

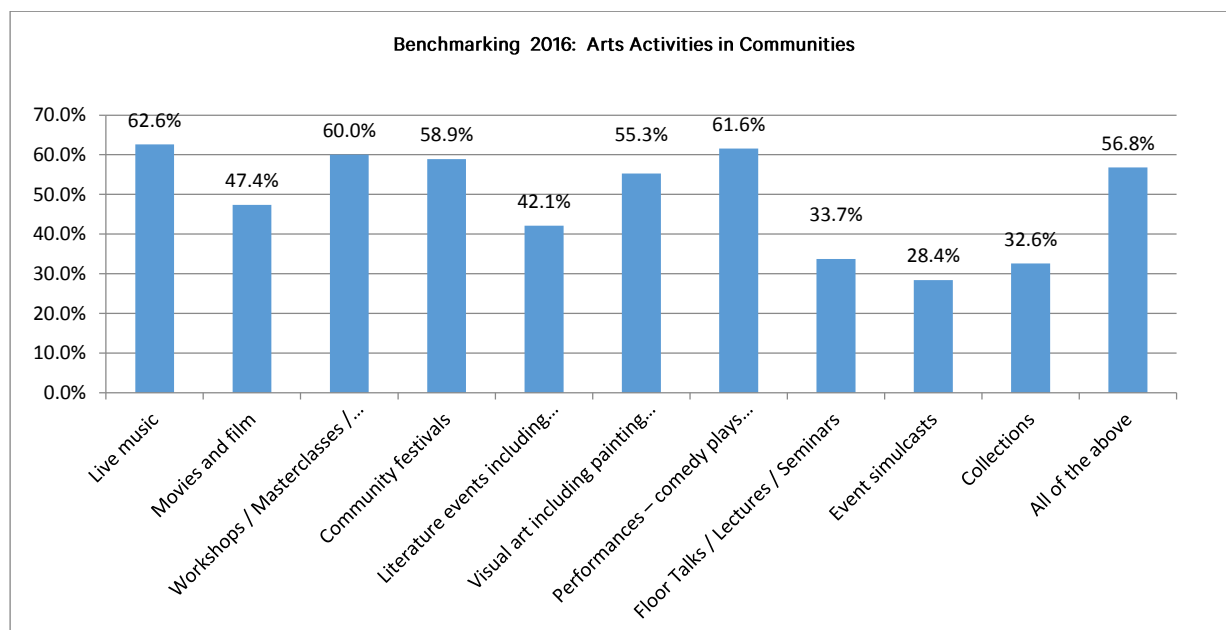


Figure 6 Benchmarking - 2016 Arts Activities Respondents would like to have access to in their communities

## Question 7 – Rank of spending priorities

In the 2013 survey respondents were asked to rank spending priorities against six statements. The 2016 benchmarks this data against five of the previous statements with the exclusion of the statement 'More arts jobs for local people.'

The data collected in 2016 shows the three spending priorities are:

- Increased funding for local groups to create art and stage events
- Increased funding to extend specialized long-term regional arts programs; and
- A policy that sets a minimums level of support for regional arts activities.

The spending priority 'Increased funding for local groups to create art and stage events' combined rankings of Highly Important and Important equates to 52.11% of responses.

Similarly, the combination of these rankings for the second priority (Increased funding to extend specialized long-term regional arts programs) returns a response of 45.79% in favour of this priority.

The combined rankings for the statement 'A policy that sets a minimum level of support for regional arts activities' is also favourable with 40.52% of responses being supportive of this priority.

In summary these findings demonstrate the strong desire of regional communities to be the decision makers and drivers of how and where regional arts and culture funding should be spent.

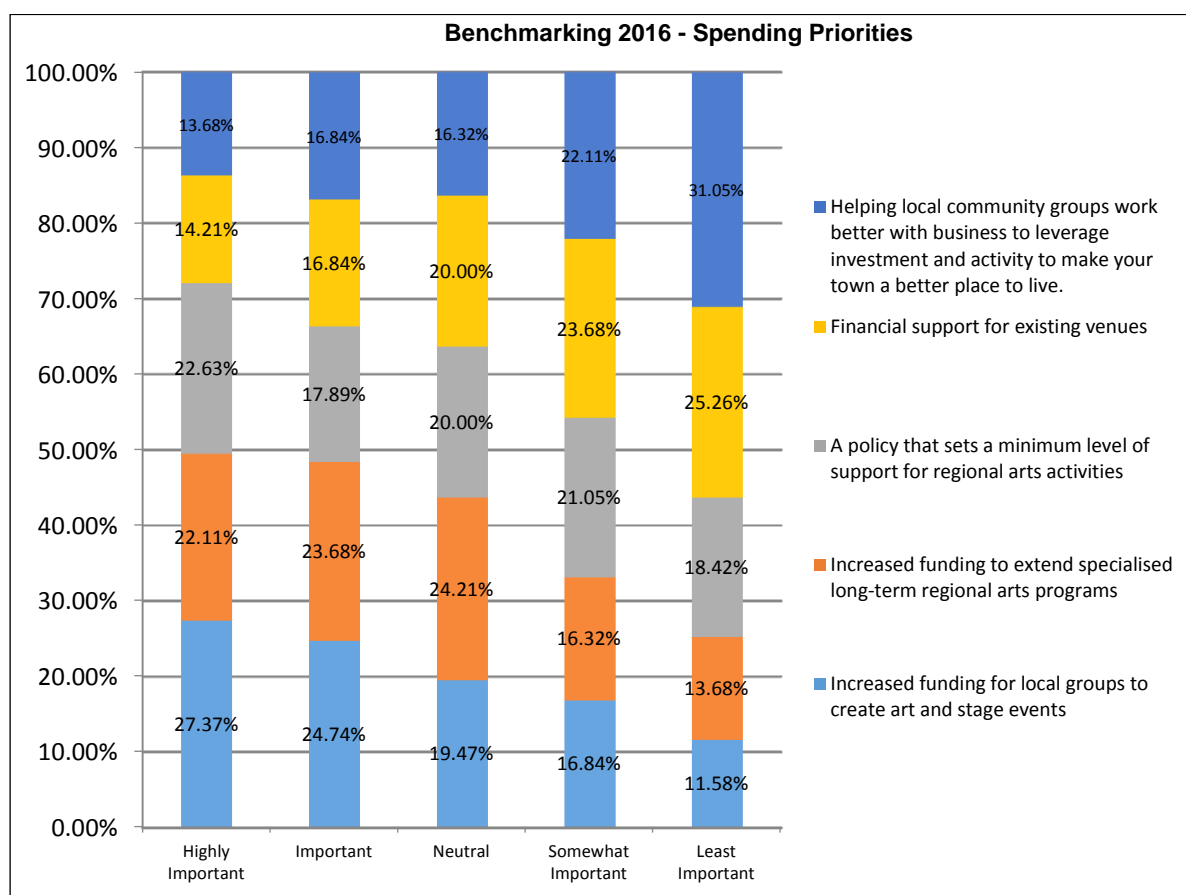


Figure 7: Benchmarking data 2016 - Ranking of spending priorities

## Question 8 – Awareness of Royalties for Regions funding

The following questions are designed to measure the participant's knowledge of the Royalties for Regions Creative Regions funding programs and in particular those managed by Country Arts WA.

A total of 71.05% of respondents were aware of the injection of \$24 million through the Creative Regions funding.

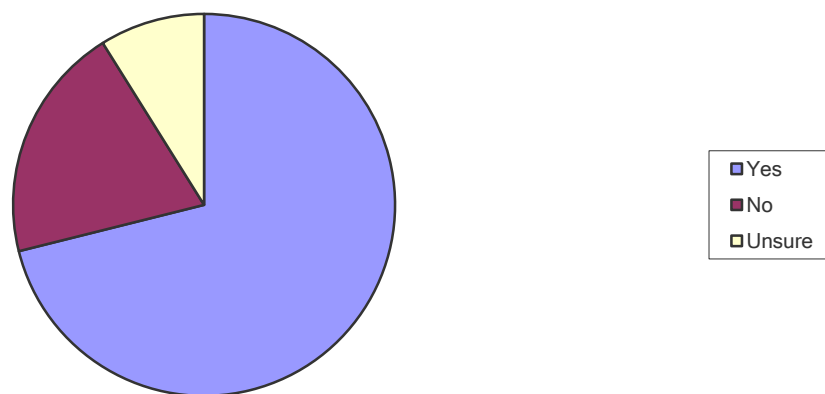


Figure 8: Respondents Awareness of Royalties for Regions Creative Regions

## Question 9 - Awareness of Royalties for Regions Schemes

Of the Royalties for Regions Schemes, the highest level of awareness was of Schemes Four and Five. Scheme Four is managed by Country Arts WA and has had significant marketing and public relations activities attached to it. Scheme Five is the Regional and Remote Touring Fund (RRTF) administered by the Department of Culture and the Arts.

The higher awareness levels of Schemes Four and Five also demonstrates the importance of arts and culture to regional Western Australia communities as both schemes have an impact the ability of regional arts and culture organisations to create and present arts works and events.

The awareness of Schemes One and Two (RVIF and CircuitWest) were equal among the respondents and Scheme Three (Future Focus on Aboriginal Arts Centres) had the lowest level of awareness. The low level of awareness for Scheme Three may be attributable to the fact the funds in this Scheme have only recently been distributed.

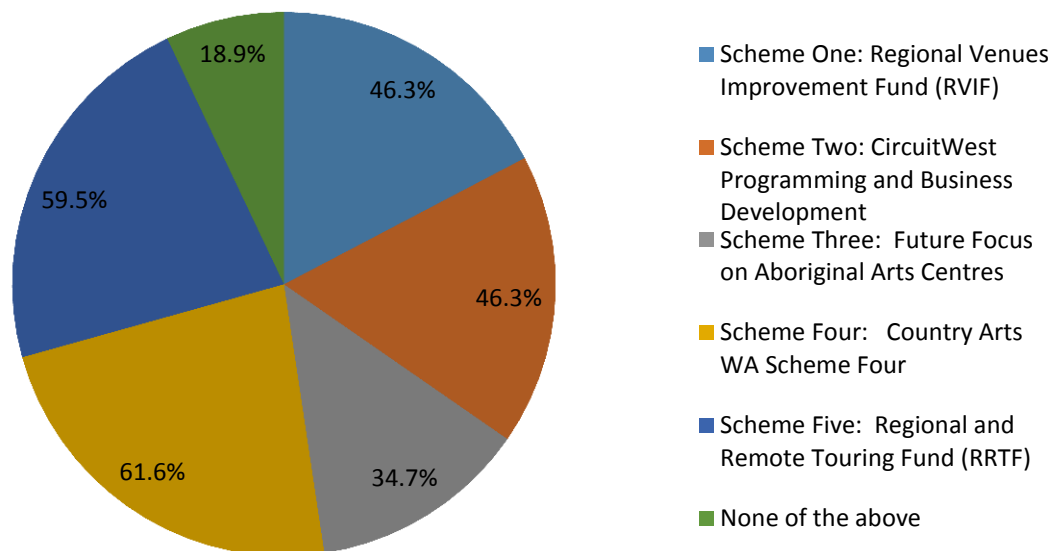


Figure 8: Respondents Awareness of Royalties for Regions Schemes

## Question 10 – Awareness of Country Arts WA Scheme Four Management

Whilst the awareness of Scheme Four was high the awareness that this is managed by Country Arts WA was not as high as would have been expected with only 4.74% points separating the positive and negative responses in this question.

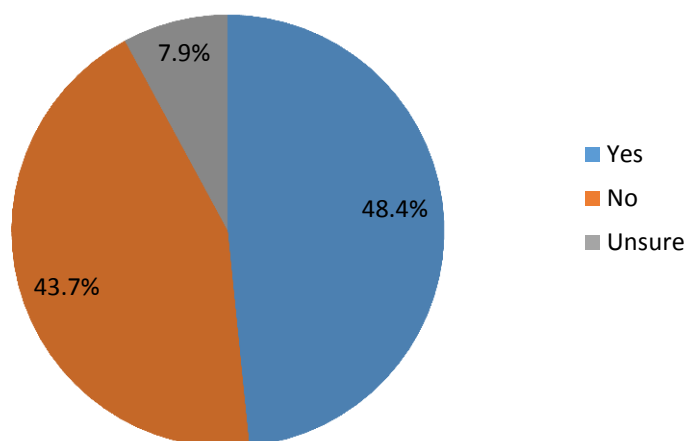


Figure 10: Respondents Awareness of Scheme Four Management

## Question 11 – Awareness Scheme Four Pillars of Delivery

In the delivery of Scheme Four by Country Arts WA the most widely known pillar of delivery was the Regional Arts Partnership Program. The respondents who answered they had no awareness of the Scheme Four pillars of delivery was a little higher (38.95%) than knowledge of Regional Arts Legacy Grants (36.32%).

This is a disappointing result given that significant thinking has been done around the communication of these programs to our stakeholders. A re-think of the communication strategies currently employed across the various programs may be necessary to increase the knowledge and reach of this information.

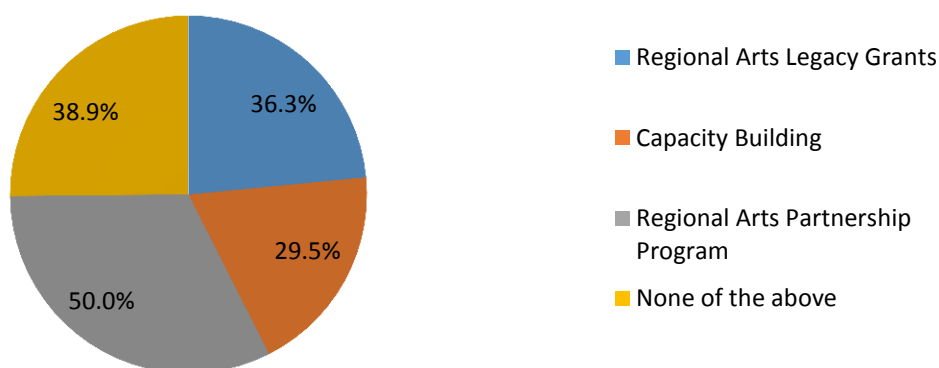
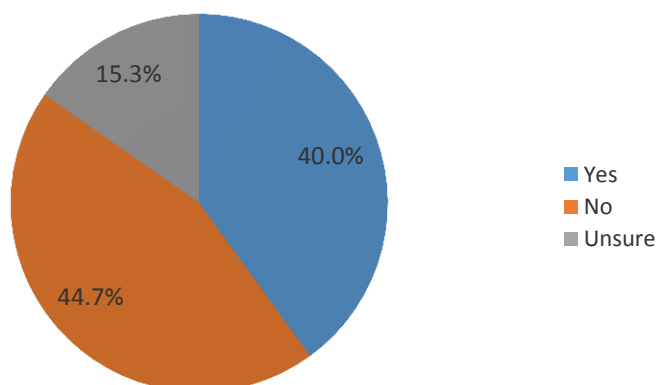


Figure 11: Respondents Awareness Scheme Four Pillars of Delivery

## Question 12 - Awareness of 2013 Vote Arts Campaign Outcomes

The question around the awareness of the success of the 2013 Vote Arts campaign is disappointing with the largest percentage of respondents (44.74%) being unaware that this campaign strongly contributed to the injection of the \$24 million funding into regional arts and culture.

This result clearly indicates the need for improved communication around the central role Country Arts WA has and is taking in advocating for increased funding to regional arts and culture.



Figures 12: Awareness of 2013 Vote Arts Campaign Outcomes

## Question 13 - Awareness Scheme Four Investment

Similarly to awareness of Vote Arts 2013, the awareness of Scheme Four investment in a local region did not fare well in awareness with 51.58% of respondents reporting there were not aware of such an investment. This was significantly higher than those that were aware at 33.68%.

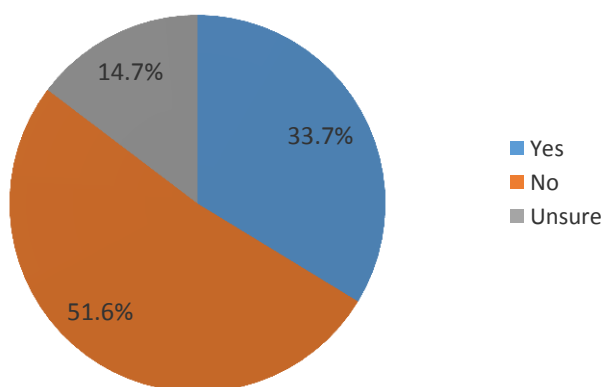


Figure 13: Awareness Scheme Four Investment in Region

The survey questions 14 through to 19 are designed to test the support of regional communities for the proposed arts funding priorities in the lead up to the 2017 WA State Government Election.

The support for a Western Australian Regional Arts Policy is unarguable with 93.16% of respondents in agreement.

## Question 14 - Agreement on need for Western Australian Regional Arts Policy

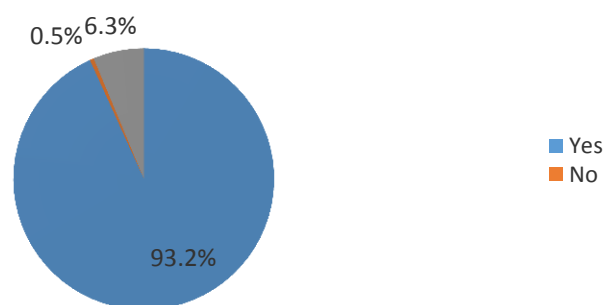


Figure 14: Agreement on need for Regional Arts Policy

## Question 15 – Priority Areas

Respondents were asked to rank the importance of the funding priorities listed. The priorities included are those that are outlined in the draft policy paper.

The following graph establishes the key areas of priority for regional West Australian communities as: Children & Young People, Funding to address unmet need and Aboriginal Arts and culture.

These findings support priorities outlined in the draft policy priority paper.

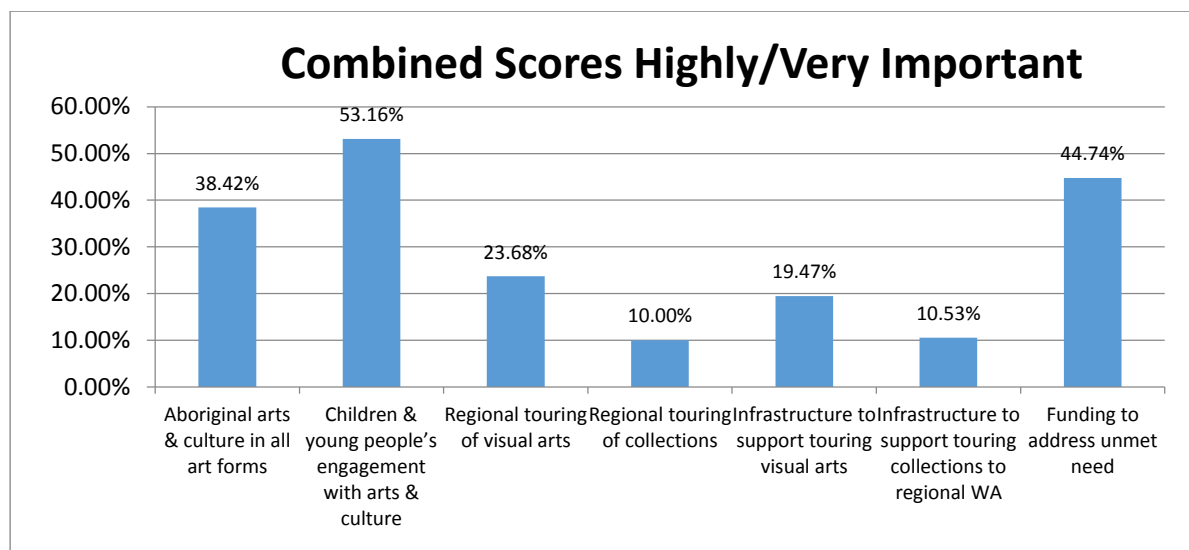


Figure 15: Combined Score for Rankings Highly Important / Very Important

## Question 16 – Priority Rankings

This question benchmarks against the 2013 survey in which participants were asked to rank to what extent they agreed with a set of statements covering a wide range of issues for regional arts and cultural access.

Comparison of results for the two surveys does not show any significant change. The priorities described are still of high importance and articulate that regional people want any investment in arts and culture to be spent in the regions.

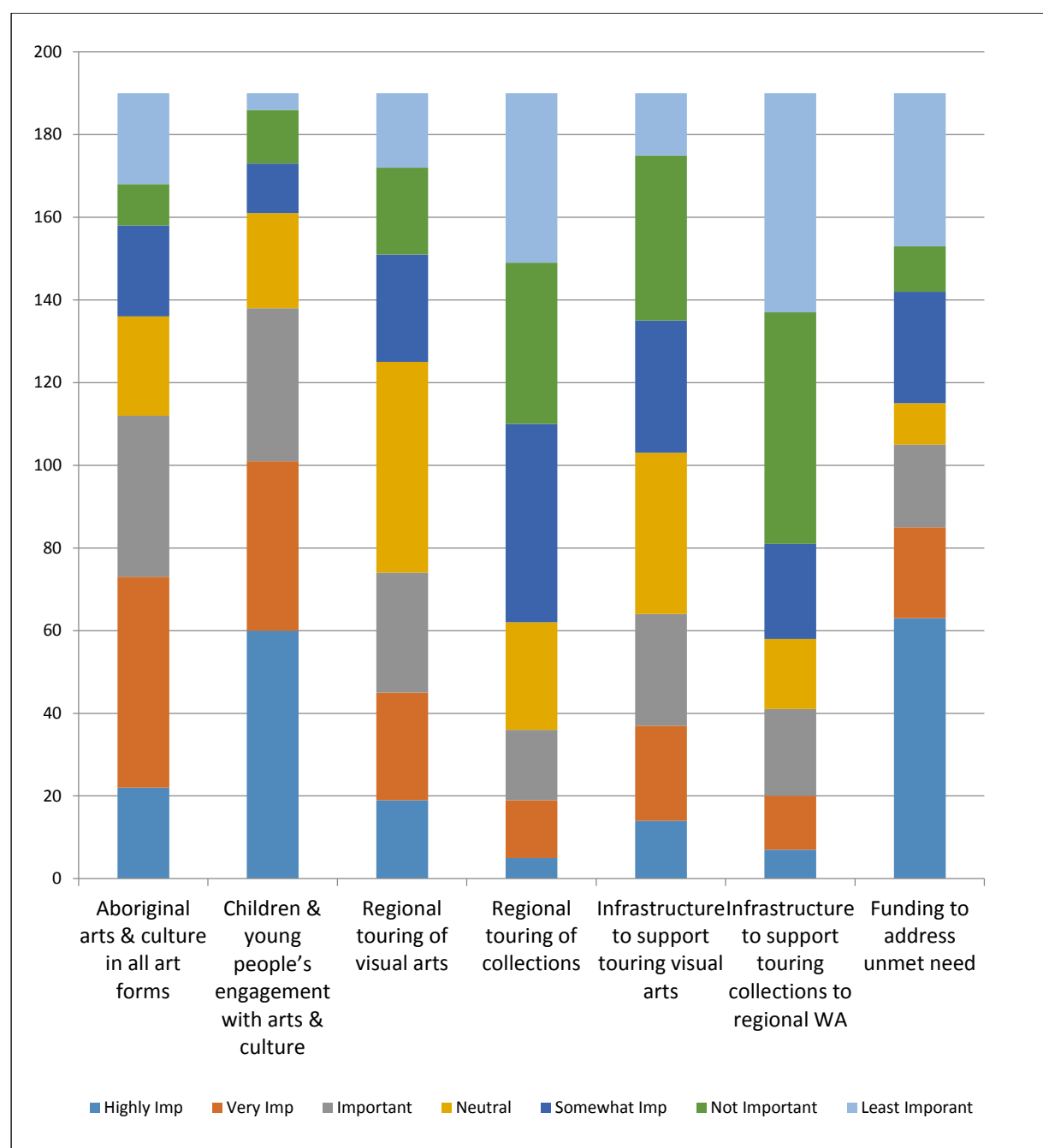


Figure 16: Rankings of funding priorities Draft Policy Priorities



## Question 17 – Arts Priorities

This question asked for other priorities to be identified by the respondents and delivered a wide variety of answers.

Some themes to emerge not addressed in Question 16 included:

- Arts delivered from regional WA rather than to regional WA
- Support for wages and professional development for local artswriters
- Decentralised funding models
- Increased Advocacy particularly to local government authorities
- Support for independent artists – particularly mid career and senior artists
- Arts and Health
- Arts for Seniors

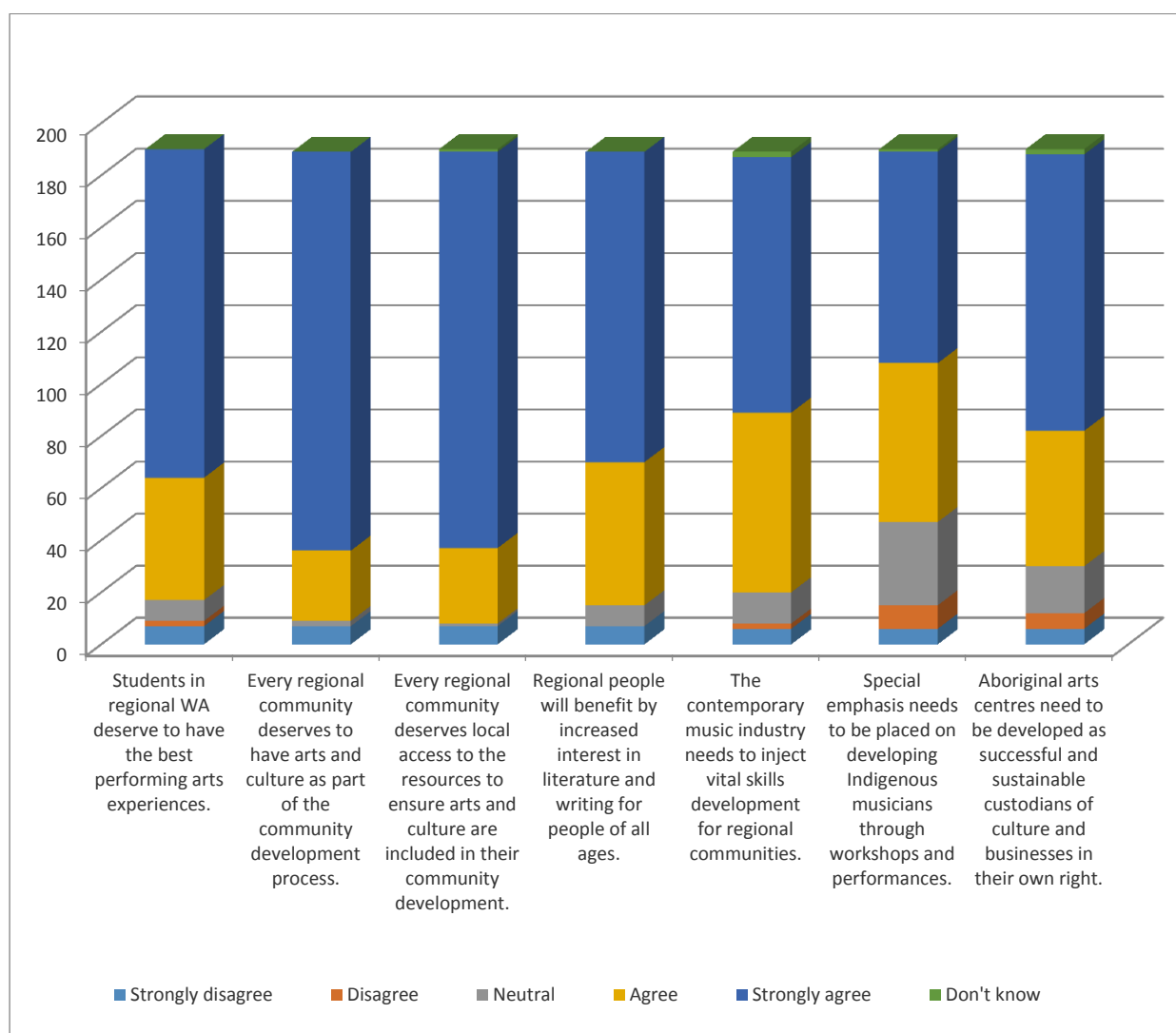


Figure 17: Benchmarking 2016 Respondents – Arts Priorities

## Question 18 – Level of support for the funding priorities

This graph shows the combined scores of Strongly Agree and Agree and a high level of support for the funding priorities identified.

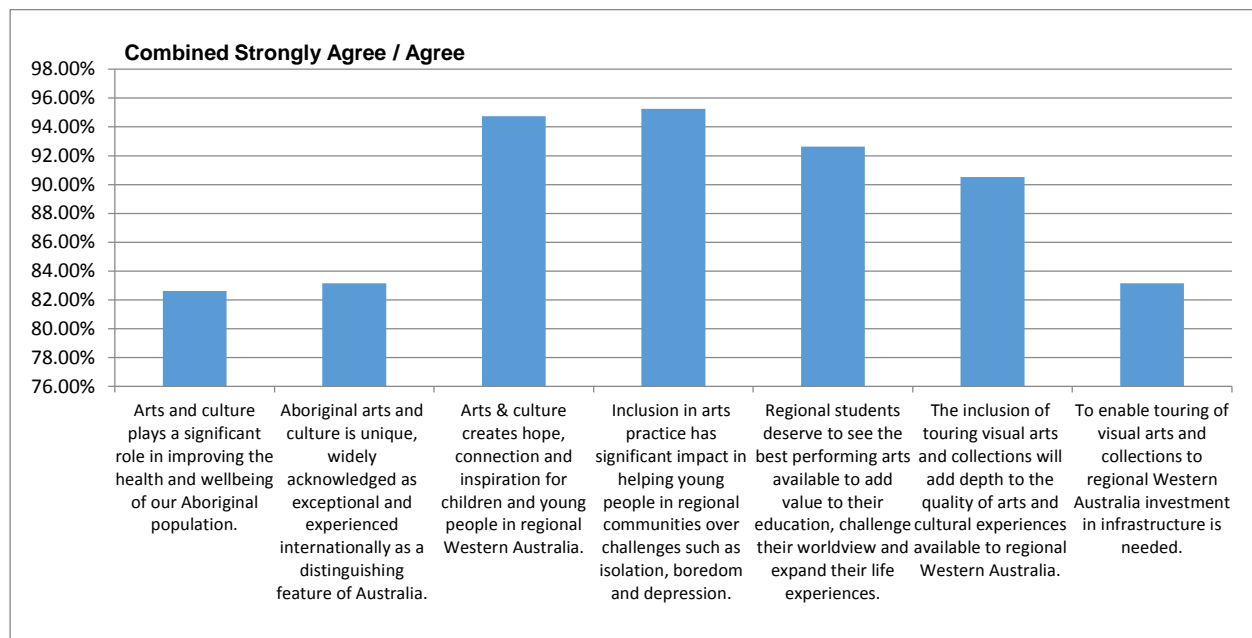


Figure 18: Respondents to the level of support of the funding priorities

The graph conveys survey respondent's agreement with statements that described the objectives of the funding priorities for regional arts and culture.

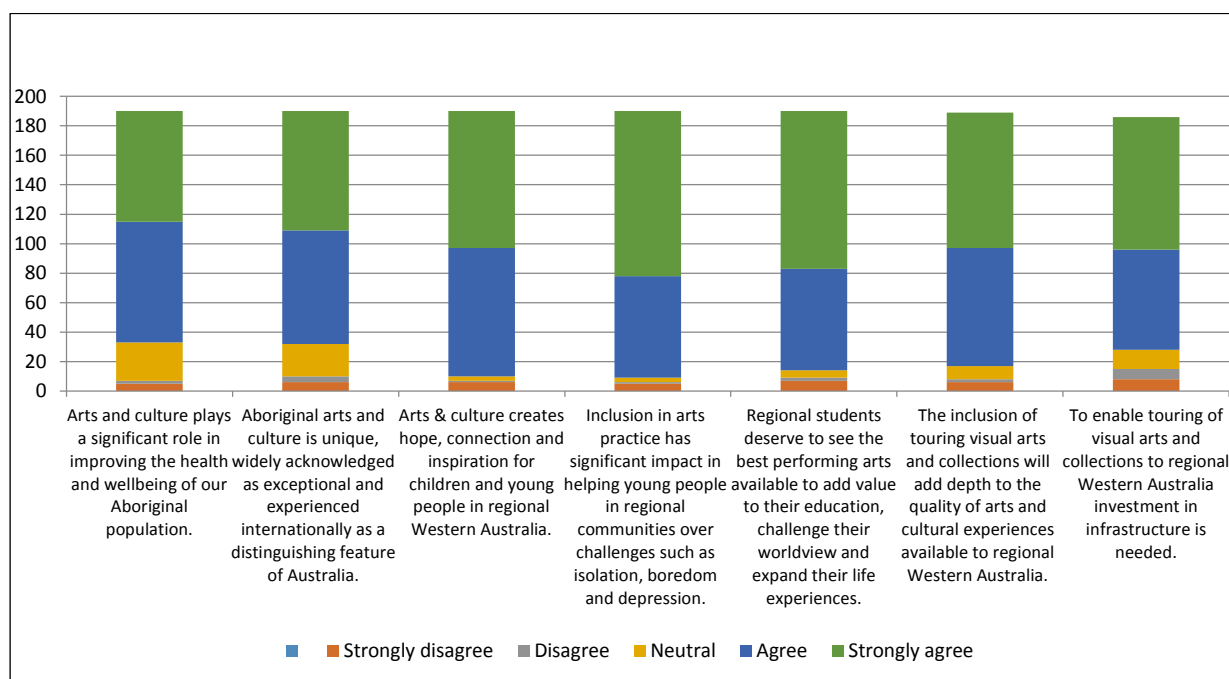


Figure 19: Ranking of Draft Regional Arts Priority Policy Outcomes