

NORTH WEST FESTIVAL & FRINGE 2016

Town of Port Hedland

Data and Insights - Culture Counts™

Contents

BACKGROUND

- 1.0 IMPORTANCE OF INTRINSIC DATA
- 2.0 ABOUT CULTURE COUNTS
- 3.0 EVALUATING NORTH WEST FESTIVAL

WHO ATTENDED

- 4.0 AGE, GENDER, AND LOCATION
- 5.0 EVENT ATTENDANCE

FESTIVAL INSIGHTS

- 6.0 DIMENSION SCORES
- 7.0 SAMPLE ERROR

FILTERING AND BENCHMARKING

- 8.0 SCORES BY DEMOGRAPHIC
- 9.0 EVENT BENCHMARKS

CUSTOM QUESTIONS

- 10.0 REPEAT VISITS AND RESPONDENT PROMOTION

ECONOMIC ACTIVITY

- 11.0 SPENDING AND PURPOSE OF TRAVEL

1.0

Why is it important to collect data about intrinsic value?

Local Governments know the events they create have an impact on their community. They get standing ovations, move and inspire individuals, and help to spark community creativity and pride. Most people have had a cultural experience that made them reflect, feel, connect, or learn.

While this is known anecdotally and felt intuitively, it is difficult to measure the impact of these events for individuals and communities.

Attendance numbers and ticket sales capture a fraction of the value of cultural events. To prove that these events are worthy of ongoing funding support, intrinsic value needs to be understood, measured and communicated in a way that can be evaluated alongside dollars and cents.

New technologies mean that statistics and rigorous analysis can now be applied to the arts sector. Measuring individual emotional and intellectual responses and turning them into meaningful big data insights provides the evidence needed to support investment decisions.

2.0

About Culture Counts

BACKGROUND

It is often difficult to prove the full value of arts and culture. Ticket sales, attendance numbers, and rich descriptions are typically used to demonstrate success, but this only shows part of the picture. What do audiences really think? How are they affected? What value do they derive from their experiences?

This is particularly important for local authorities with a broad range of objectives. How do they demonstrate the quality of their outputs and their ability to engage audiences? How do they determine whether people liked it, learnt from it, were inspired by it? What evidence can be used to support the benefit of their investment?

PROBLEM

While the arts sector globally is grappling with ways to measure the impact and value of funded arts activity, current measurement systems are often paper-based, lacking agreed definitions and inconsistently applied. This has made it difficult to articulate the contribution of arts and culture to broad economic and social outcomes.

CULTURE COUNTS PLATFORM

Culture Counts is a metric framework and accompanying set of software tools that captures feedback from the public, peer assessors and self assessors on the quality of arts and culture. The system is used to assess a wide range of activities including performing arts events, festivals and visual art exhibitions.

Culture Counts connects organisations and investors to public feedback and measures the user justification for investment in cultural programs. It also provides a structured forum in which the public can share views and opinions on places, art, values and experiences.

3.0

Evaluating North West Festival & Fringe

The Town of Port Hedland used Culture Counts to survey people who attended the North West Festival & Fringe events to find out what they thought of the festival. 377 members of the public were surveyed between 13th August and 5th September 2016.

Each survey contained three 'dimension' questions, asking the public about their experience of the festival. These artistic quality dimensions have been developed with the arts sector to measure the impact and value of arts and cultural events.

PUBLIC ASSESSMENT DIMENSIONS

1. Local Impact

It's important that it's happening here

2. Excellence

The event is one of the best examples of its type that I have seen

3. Authenticity

I think that the event reflects the unique character of the area and its people

The Town also used two non-standard slider questions to gauge how the North West Festival & Fringe events affected respondent's perceptions of Port Hedland.

PUBLIC ASSESSMENT CUSTOM SLIDERS

1. Perception

The North West Festival & Fringe events increase the positive perception of Port Hedland.

2. Creativity

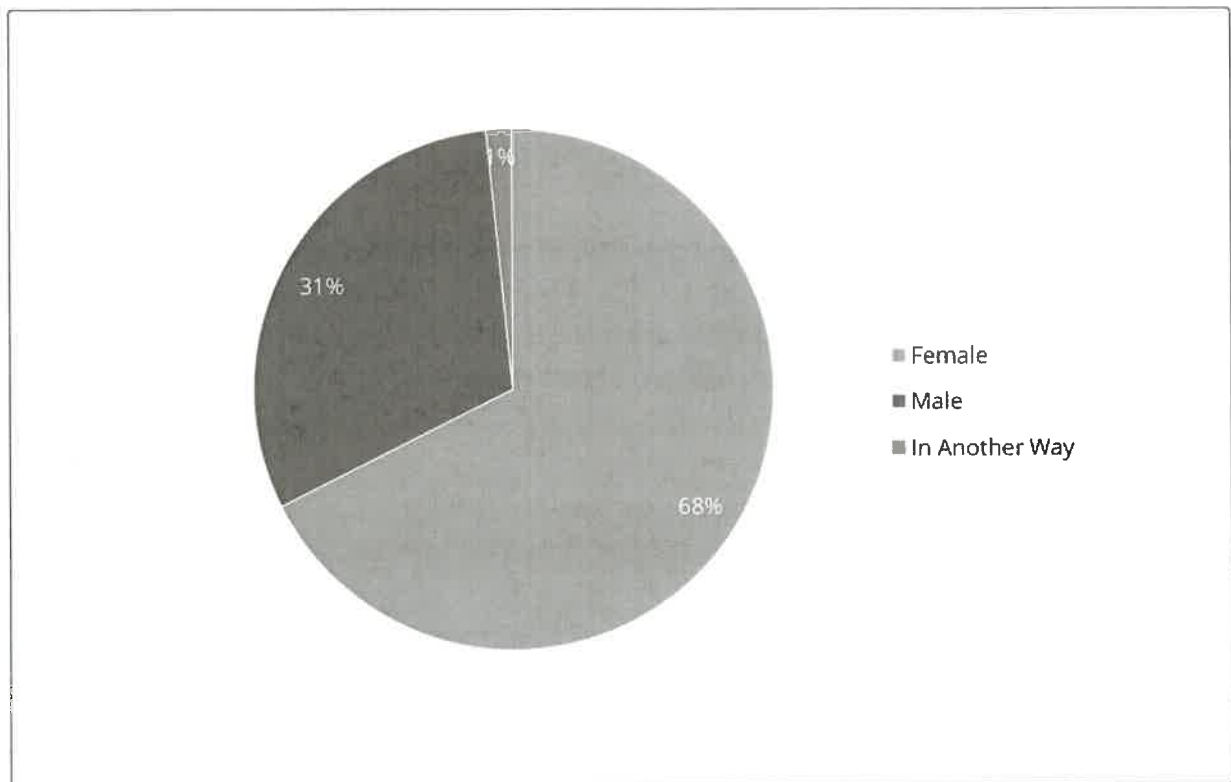
Port Hedland's creativity and vibrancy is enhanced by the North West Festival & Fringe events.

4.0

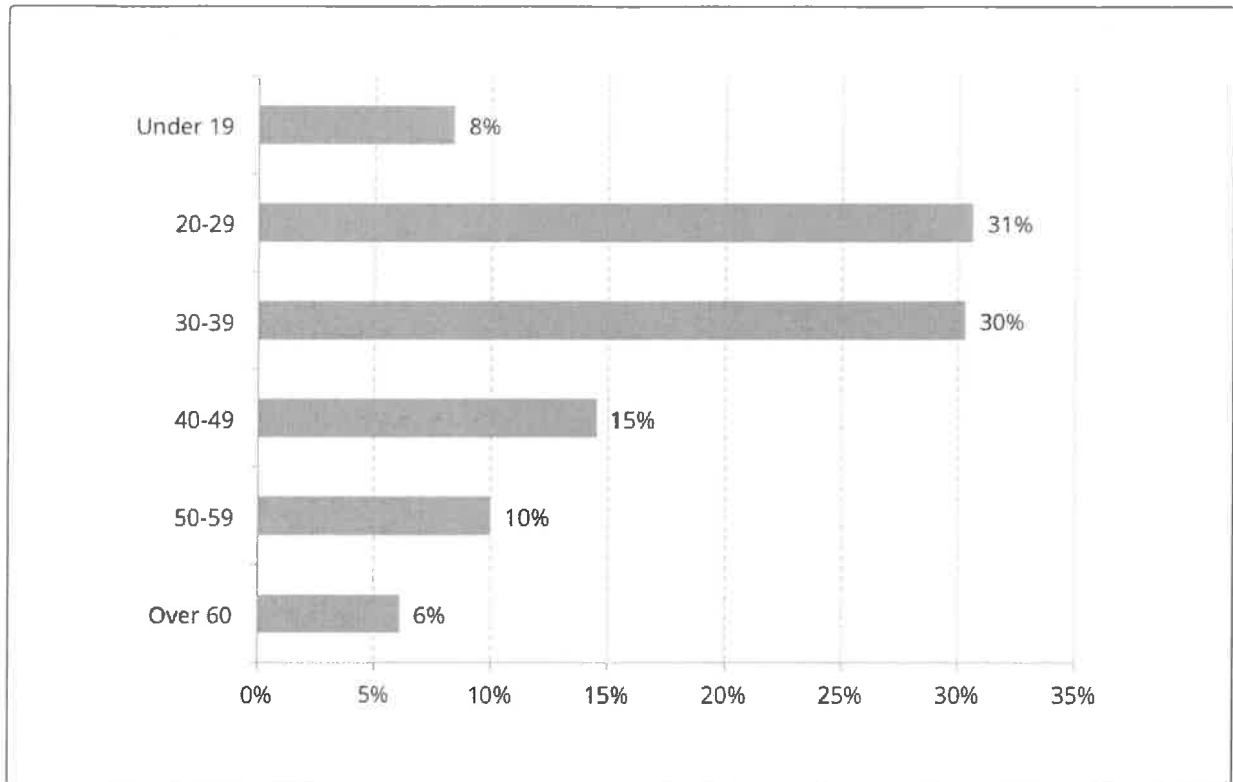
Who completed the survey?

Survey respondents were asked to provide their age, gender and postcode at the end of the survey. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics. The charts show the proportion of public survey responses captured for each of the age and gender demographics, the ten postcodes in which the largest number of respondents reside, as well as the breakdown of West Australian, interstate, or international respondents.

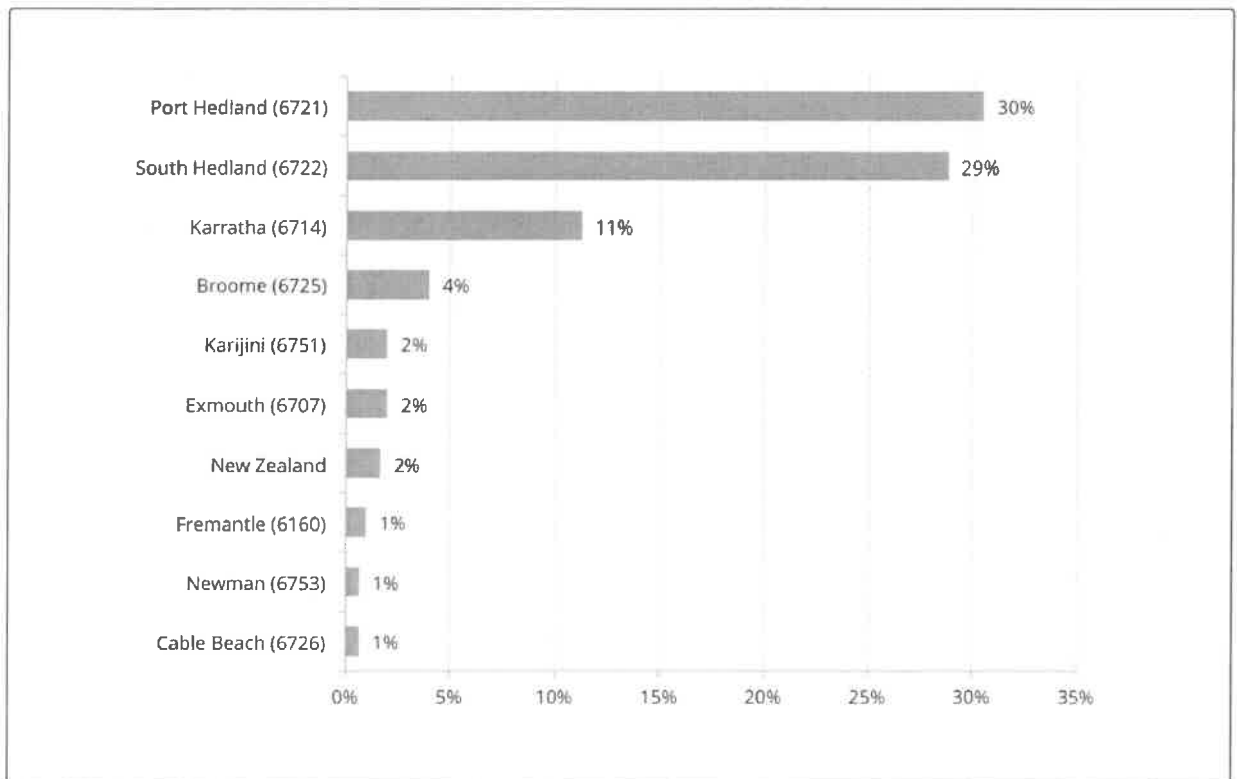
GENDER



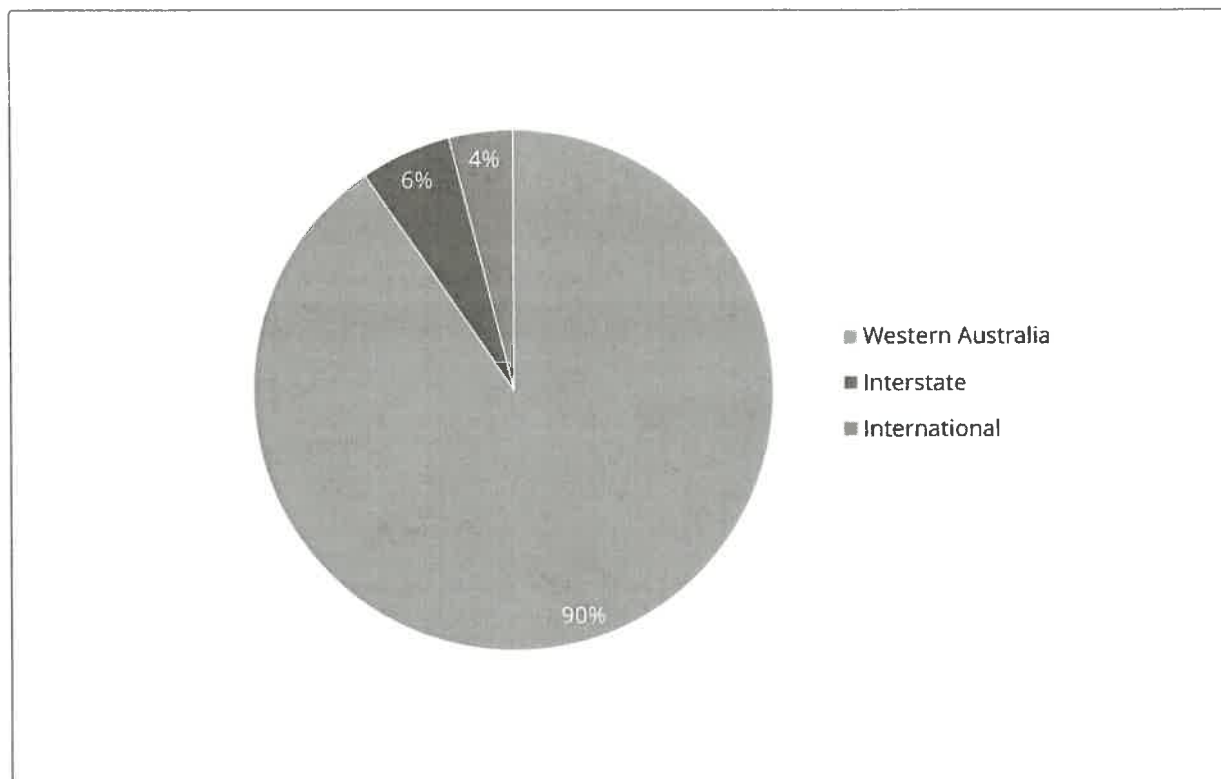
AGE



TOP TEN POSTCODES



LOCATION

**Insights:**

A large majority of respondents were female (68%), 31% were male and 1% identified as an alternative gender. Interviewers are encouraged to approach people of all different demographics, so it is assumed that the sample is representative of the people who attended.

There were two dominant age groups: those aged 20-29 and 30-39 made up 61% of total respondents. There was less representation of other groups - particularly those aged over 60 (6%). This perhaps reflects the demographic characteristics of the area, or the appeal of the festival to audiences aged primarily between 20 and 40.

Respondent postcodes are primarily from in Port Hedland (30%) and South Hedland (29%). Karratha (11%) and Broome (4%) also saw moderate representation. Interestingly, respondents who have postcodes from New Zealand were one of the most represented groups. Overall, 90% of respondent postcodes are from Western Australia, 6% from interstate, and 4% from overseas.

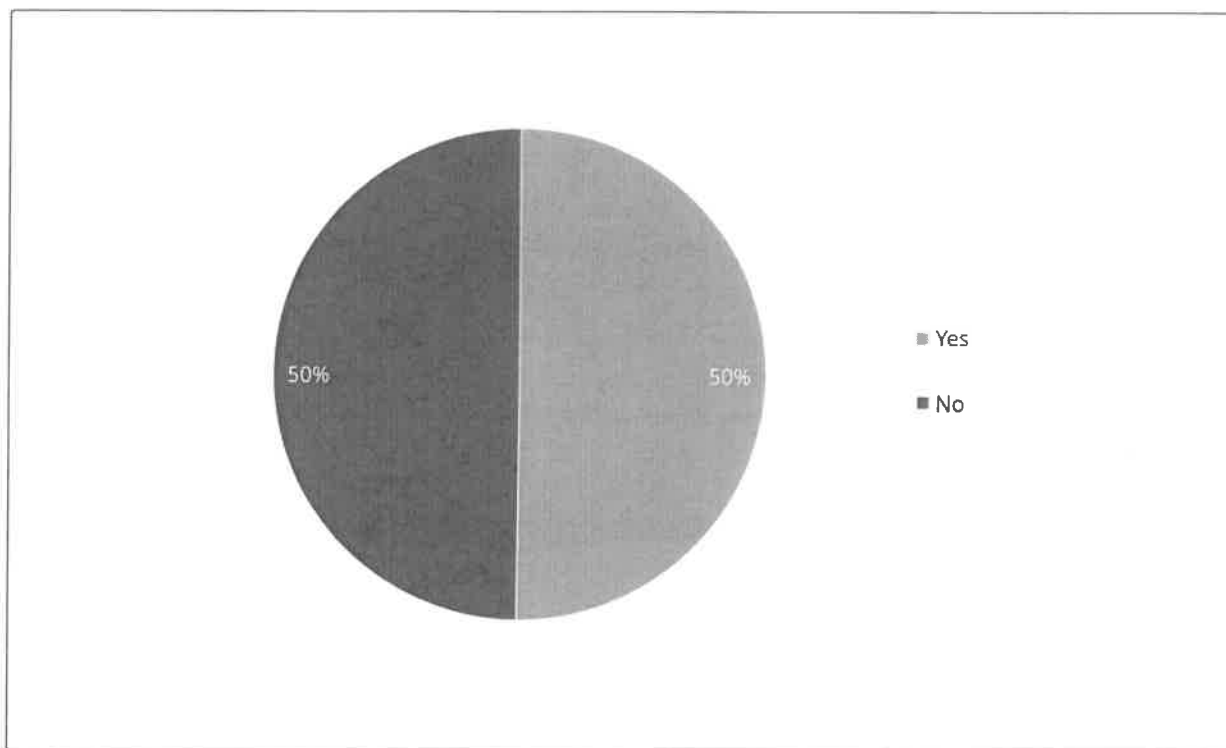
5.0

Attendance

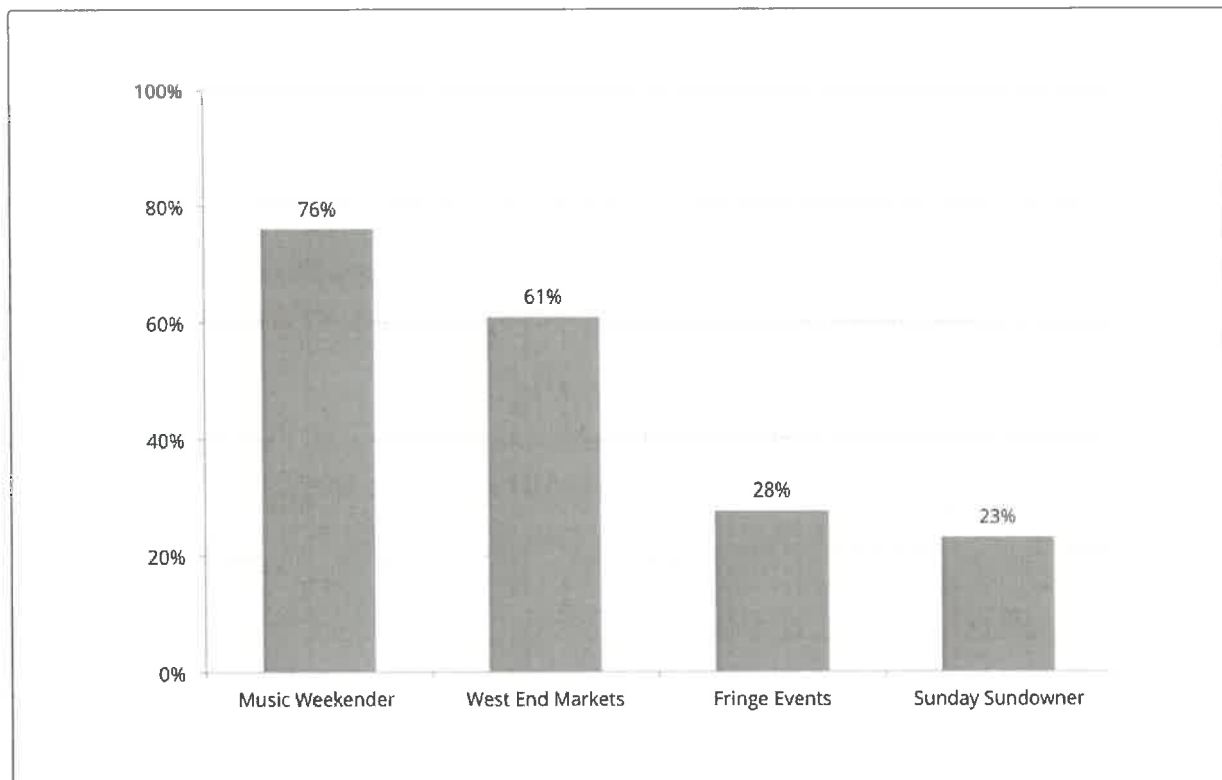
Respondents were asked whether they had attended North West Festival & Fringe in the past. This informs expectations and helps organisations to better understand the background and prior knowledge levels of their audiences. Similarly, respondents were asked which events they had attended during the festival.

The graphs below show the proportion of respondents who answered yes or no to attending previous Festivals, and which events they had attended (or planned to attend).

ATTENDANCE



EVENT ATTENDANCE



Insights:

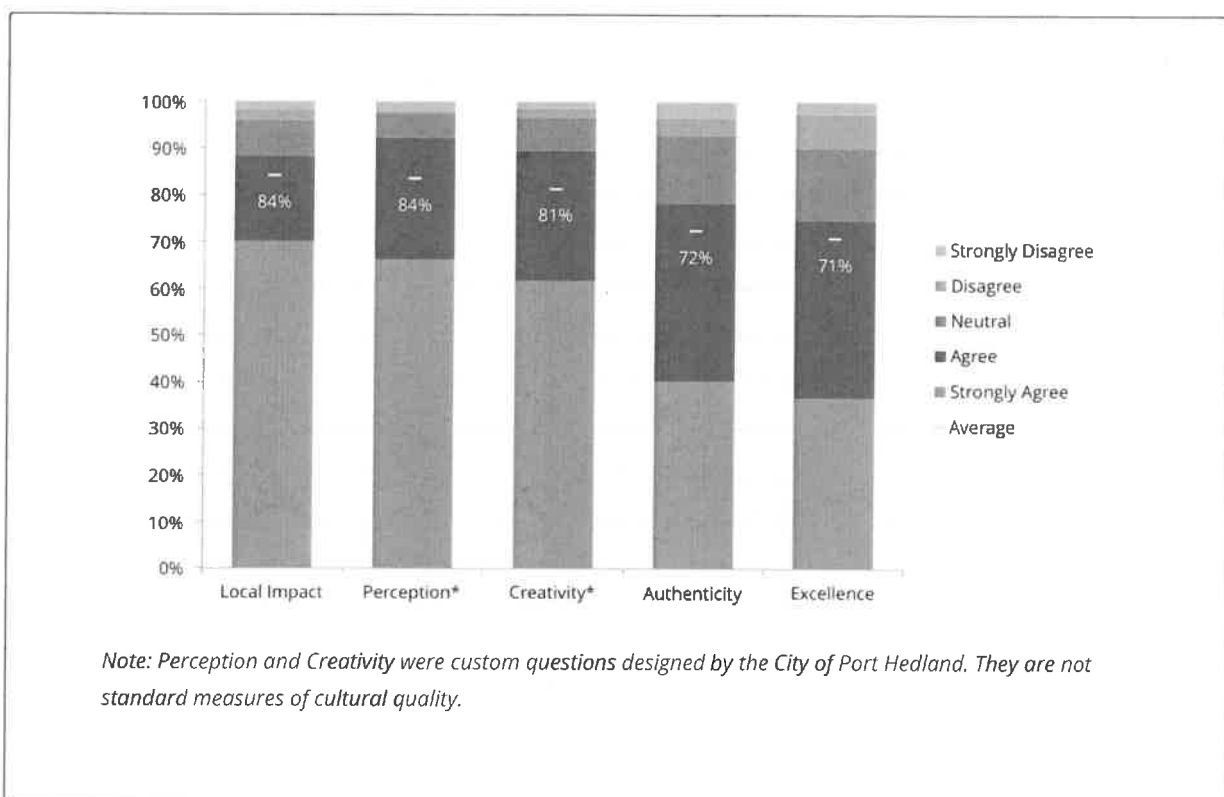
Approximately half the audience had attended before, whilst the other half were attending for the first time. When scores were filtered by previous attendance, those who had attended before scored 8% higher on average - illustrating the importance of the event to regular attendees, particularly those who are local to the area.

The most popular event was the Music Weekender, with over three quarters of respondents indicating they had attended or planned to attend the event. West End Markets was a close second, with 61% of respondents selecting this option. The Fringe Events and the Sunday Sundowner appeared to be less popular, with both being attended by less than one third of the audience. It is possible this is a result of sampling error, as the time and location of surveying might not have adequately sampled individuals participating in those events.

6.0

What did the public think of North West Festival & Fringe?

Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statement using a likert scale. The chart contains data for all public responses, showing the average score and the percentage of people that agreed or disagreed with each of the statements.



Insights:

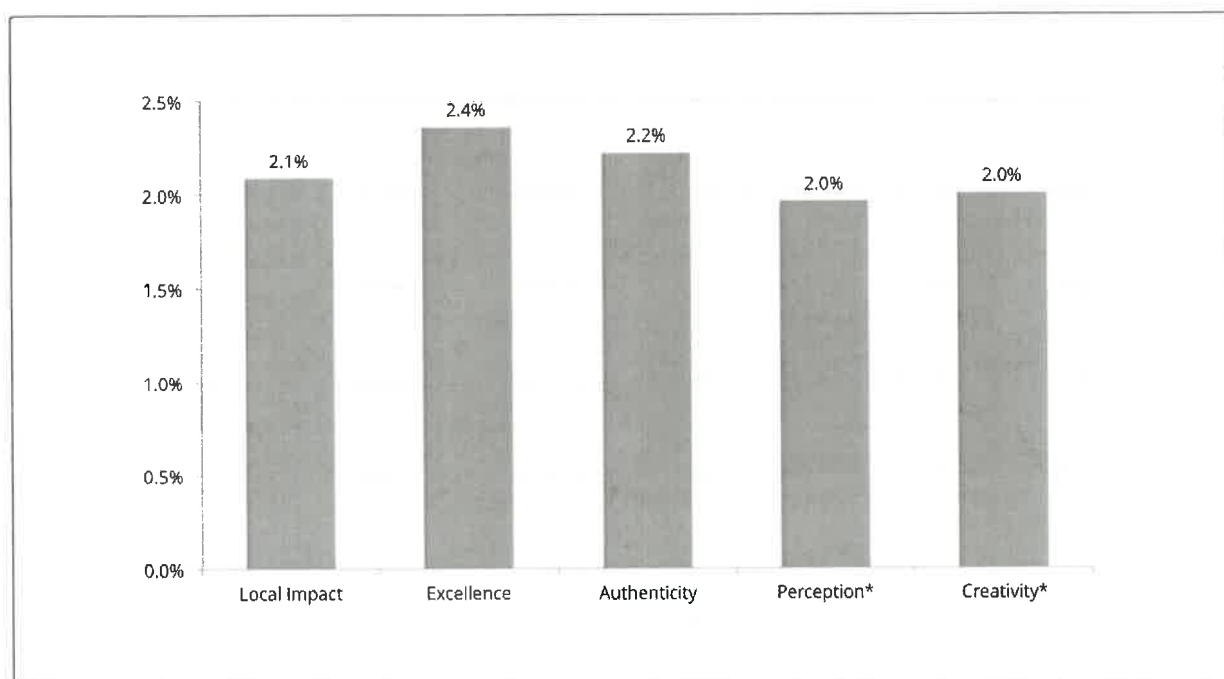
Over 90% of respondents agreed or strongly agreed that the North West Festival increases the positive perception of Port Hedland. Local Impact (84%) and Creativity (81%) were also scored very positively, indicating a strong impact of the festival on the local area. Authenticity (72%) and Excellence (71%) were scored slightly less positively, with approximately a quarter of respondents being neutral toward or disagreeing with the statements. The festival's primary strength is about improving and showcasing Port Hedland's vibrancy, creativity, and having positive flow on effects to individuals living there.

7.0

Was the survey sample representative of the audience population?

The Culture Counts digital platform aims to capture survey responses via various methods at minimal marginal cost. Achieving larger samples enables organisations to be confident that the average scores and opinions of the survey group are representative of the total audience.

This chart shows the margin for error for each dimension from the sample.



Insights:

At a 95% confidence interval, the margin of error for dimensions ranged from 2.0% to 2.4%. This means that we can be 95% confident that if we surveyed the entire audience population, the average score for Excellence would fall within 2.4% of the average generated by the sample.

Margins of error under 5% are considered reasonable representations of the opinion of the population. As the margin of error is below 5% this sample can be deemed statistically significant and an accurate representation of the North West Festival & Fringe audience.

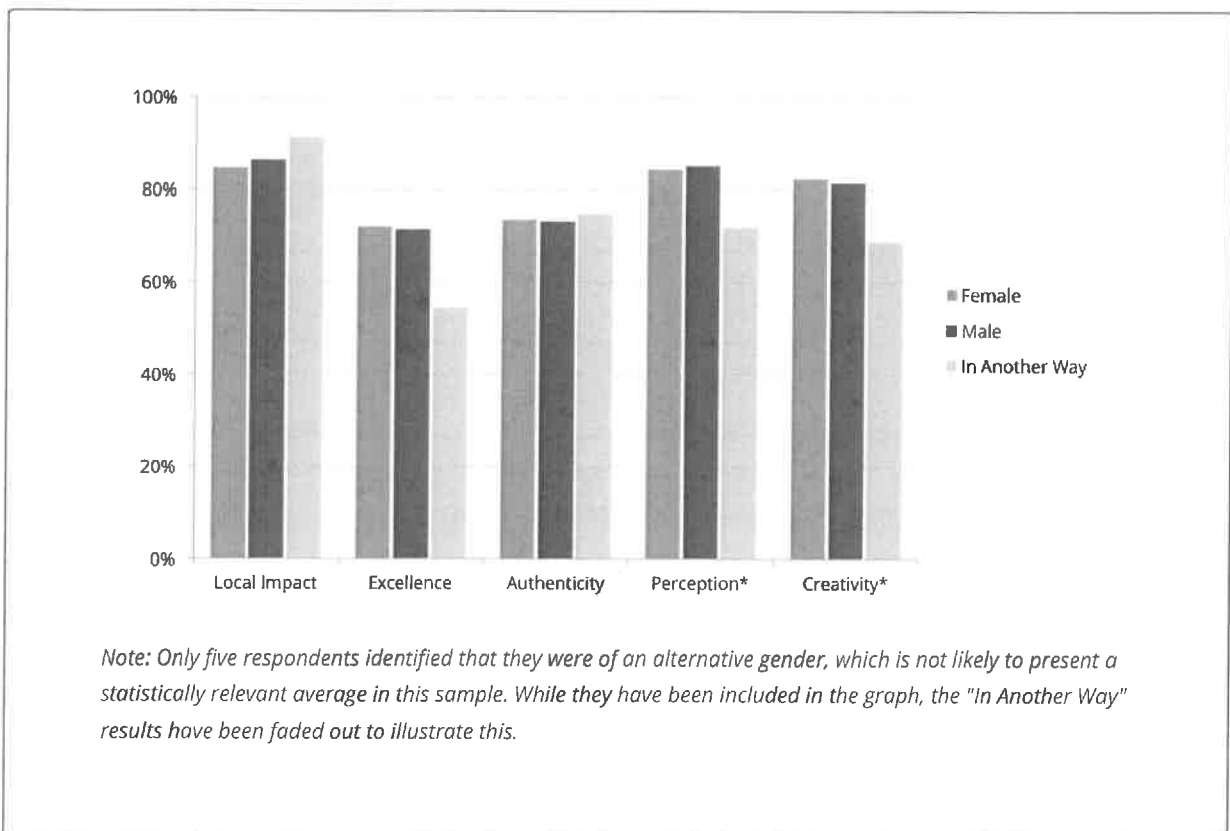
8.0

Does gender or age influence public scores?

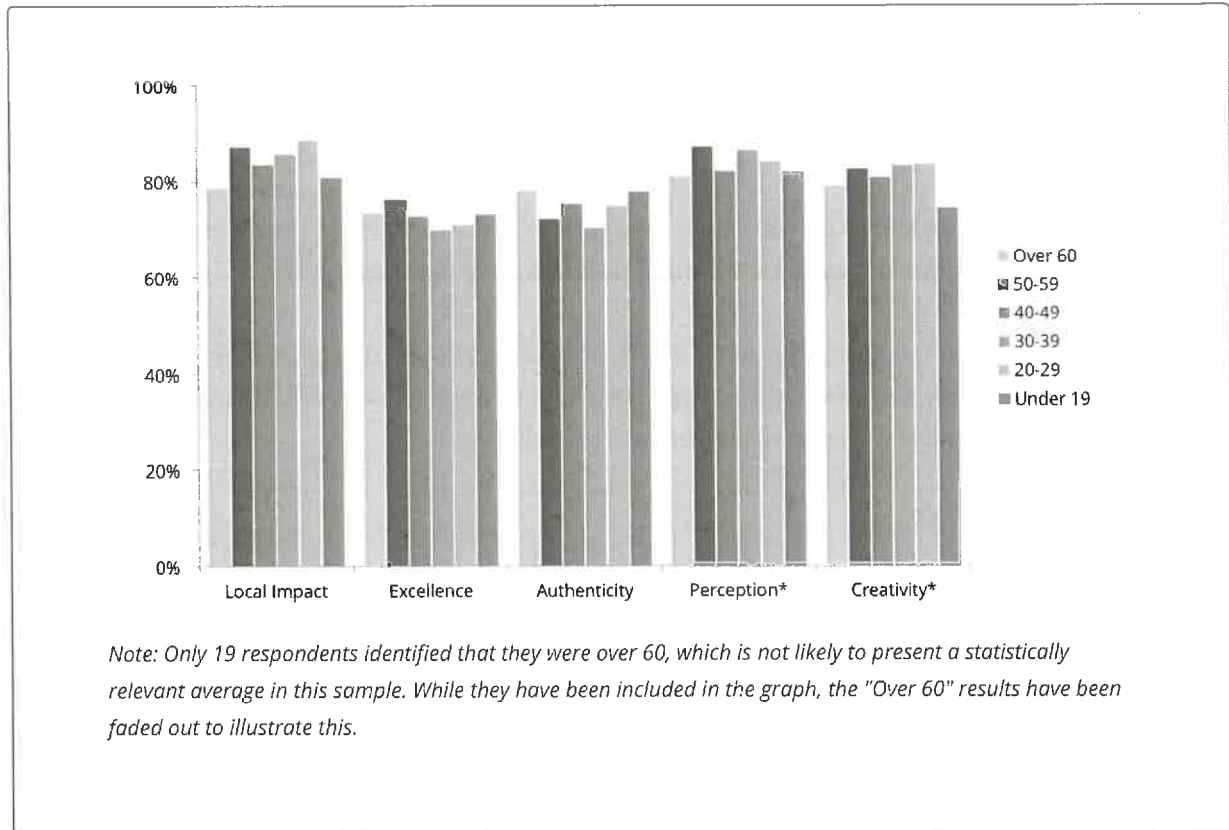
Every respondent was asked to provide their age, gender and postcode at the end of the survey. This enables scores to be filtered to understand differences in demographics.

These charts show average scores for each of the dimensions based on the gender that each respondent most closely identifies with - male, female or in another way, and based on age cohort. Groups with a low number of responses have been faded out.

PUBLIC SCORES BY GENDER



PUBLIC SCORES BY AGE



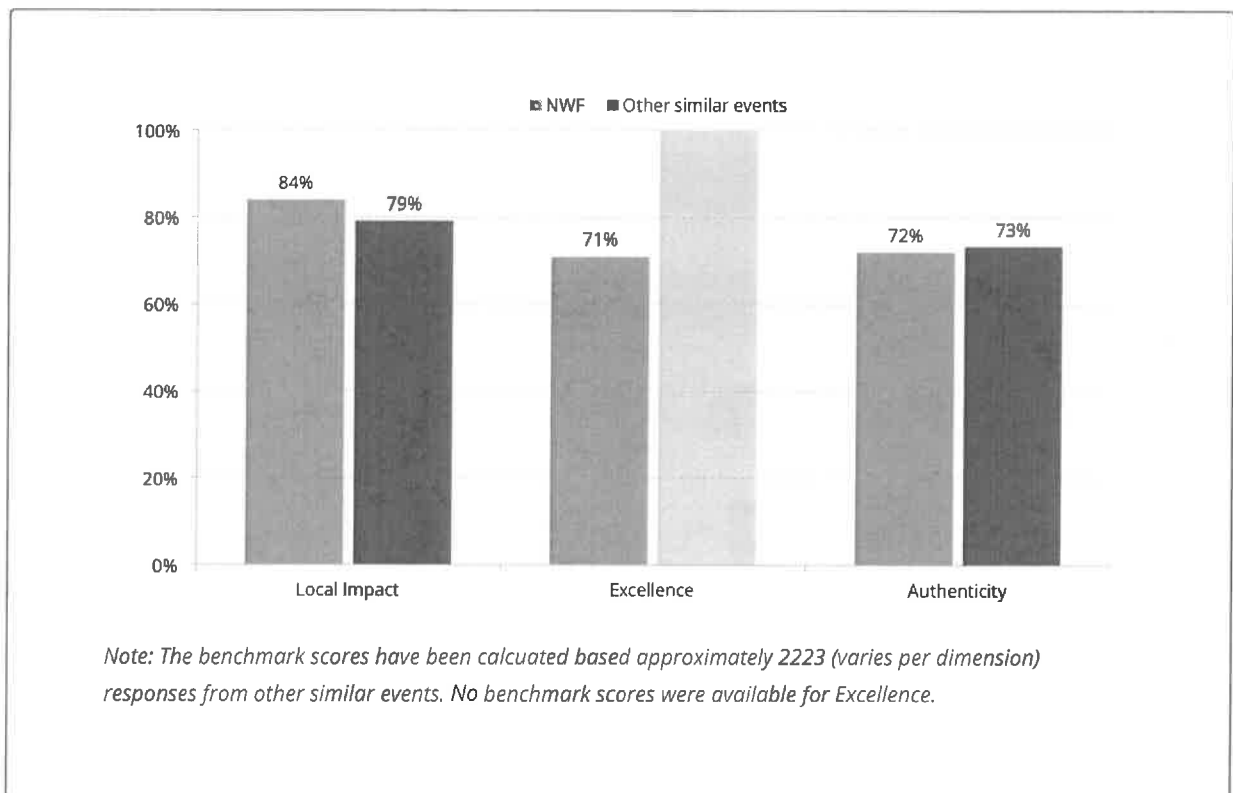
Insights:
 Male and female respondents gave generally consistent scores across the board with no gender scoring significantly higher than the other. The experience across age groups was similarly consistent, with most scores falling in the same range - with no significant trends being detected.

9.0

How did North West Festival & Fringe compare to similar events?

Culture Counts dimensions are standardised globally, and can therefore be used for comparisons. Culture Counts uses anonymous aggregate data to calculate relevant benchmarks so that organisations can see how they are performing relative to the sector or other key events.

The graphs below shows how North West Festival & Fringe's dimension scores compare with other similar events in Western Australia.



Insights:

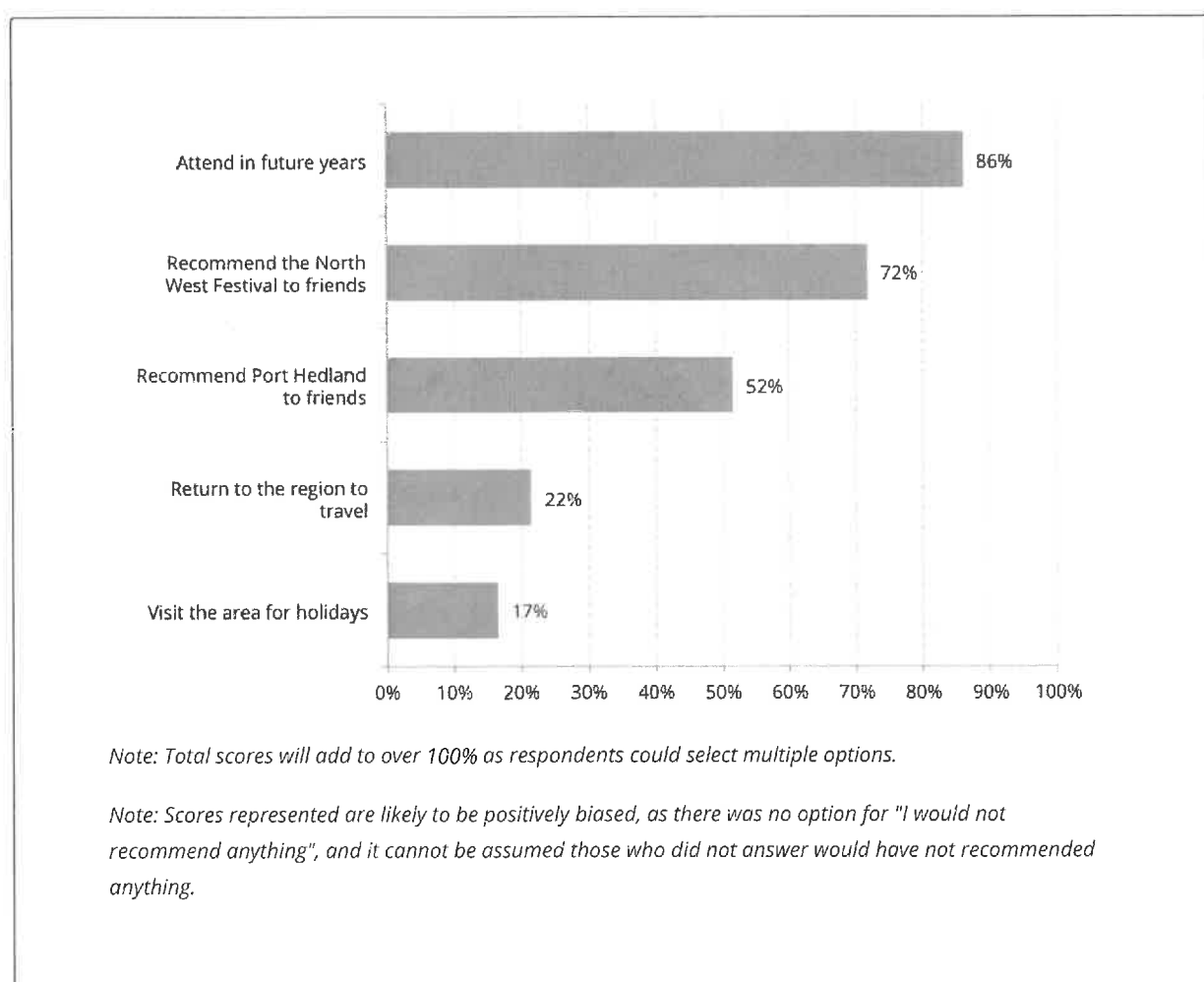
North West Festival & Fringe scored higher than the benchmark score for Local Impact (+5%) - indicating respondents were more likely to say the festival was important for the local area when compared to respondents from other similar events. The festival scored slightly lower than the benchmark score for Authenticity (-1%), which shows that the Festival is on par with other festivals in terms of showcasing the unique character of the area and its people.

10.0

Would people promote the event or return to the region as a result of attending North West Festival?

Respondents were asked to nominate one or more things they would be likely to do having attended the festival.

This chart shows the percentage of respondents that chose each option.



Insights:

A large majority indicated they would be likely to return to the event in the future (86%) or to recommend it to their friends (72%), while approximately half indicated they would likely recommend visiting Port Hedland (52%). Few people suggested they would return to the region to travel (22%) or visit for holidays (17%). This indicates the role and further potential of the festival for attracting tourism as respondents are much more likely to return to or recommend the festival than they are to recommend or travel to Port Hedland normally.

11.0

Economic Activity

Respondents were asked three questions about their spending and an additional question asking whether they travelled to Port Hedland specifically for the festival. This last question helps to qualify the amount of economic impact that can be directly attributed to the festival being on that would not have occurred otherwise.

HOW MUCH DID RESPONDENTS SPEND?

Respondents were asked to estimate their personal spending at:

- The Music Weekender
- Fringe events
- Nearby local business

The panels below show average spending for each question.

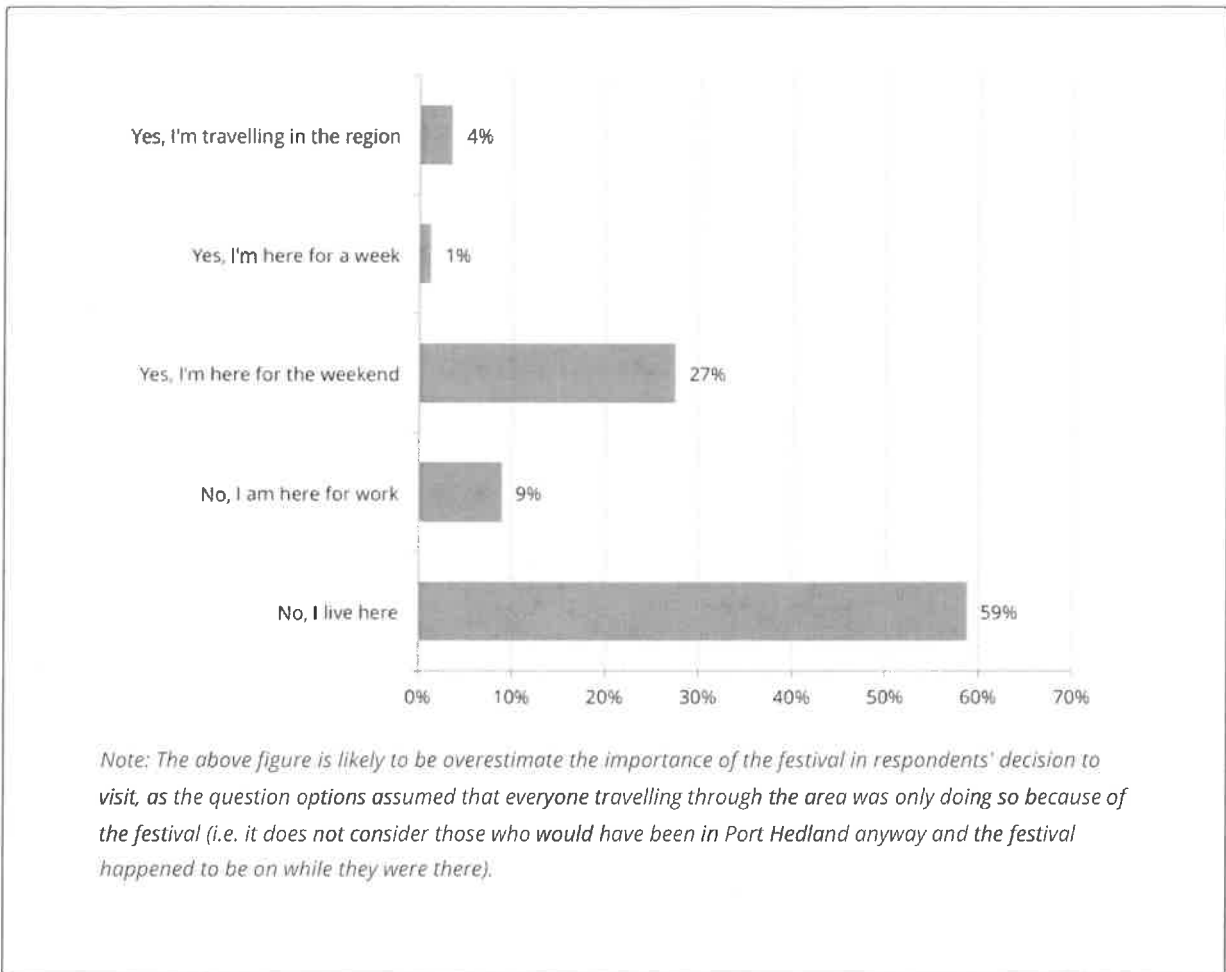
Average Music Weekender Spend: \$337

Average Fringe Events Spend: \$169

Average Local Business Spend: \$176

DID RESPONDENTS TRAVEL SPECIFICALLY FOR NORTH WEST FESTIVAL?

The graph below shows the proportion of respondents who indicated they did or did not travel specifically to see North West Festival.



Insights:

Results indicate spending by respondents at each of the events is significant. A further study is suggested to help quantify the overall levels of direct, indirect, and induced economic impact to the region because of the festival.

As noted above, the phrasing of the question relating to travel is such that economic impact cannot be calculated based on any of the response categories as it overestimates the importance of the festival for individual visits. Despite this, approximately 68% indicated they live in Port Hedland or were there for work, while the remaining 32% indicated that they were in Port Hedland for the week (1%), the weekend (27%), or otherwise travelling through the area (4%).

