

Client Satisfaction Survey 2011

Key Findings



**Trade &
Investment**
Arts NSW

INTRODUCTION

Arts NSW emailed a total of 962 individuals and organisations with whom they had contact during 2011 to invite them to complete a feedback survey via *SurveyMonkey*. Participation was anonymous. The survey was also accessible from the home page of the Arts NSW website.

1. Respondent characteristics

By the end of February 2012, a total of 262 people had responded to the survey giving a 27% response rate. Out of these:

- 71.8% of respondents (188) completed the whole survey;
- 47.3% of respondents (122) represented arts organisations and 14.3% of respondents (37) were individual artists; and
- 38.9% of respondents (100) had been in contact with Arts NSW from 1 to 5 years, and 31.5% of respondents (81) were long term clients and had been in contact with Arts NSW for more than 10 years.

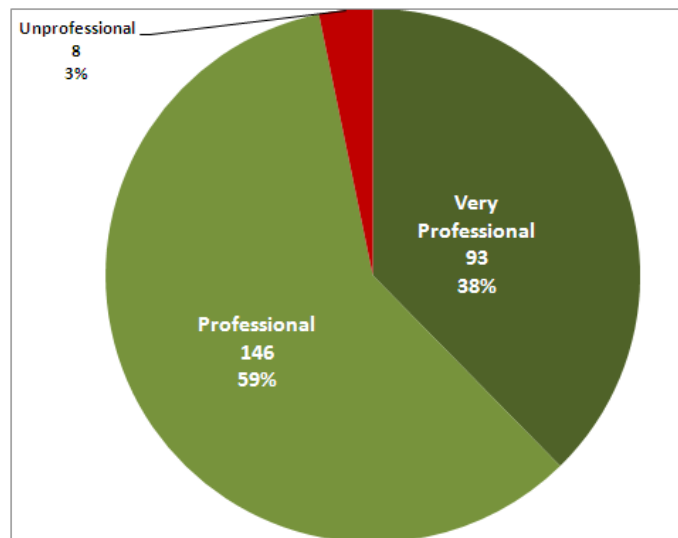
2. Experience of working with Arts NSW staff

Arts NSW communicates with its clients through various ways, including electronic media, printed material and face-to-face contact. During 2011, 50.6% of respondents (128) had communicated with Arts NSW staff between 1 and 5 times, 25.3% from 6 to 10 times, and 24.1% more than 10 times.

Some 83.2% of respondents (213) were in contact with Arts NSW regarding the Arts Funding Program, with 80% of these respondents (200) having applied for funding in 2011.

In general Arts NSW staff were considered Professional or Very Professional (97%) (N = 247).

Chart 1: Respondents to the survey question *Based on your experience in contacting and/or working with Arts NSW staff would you say that they were:*

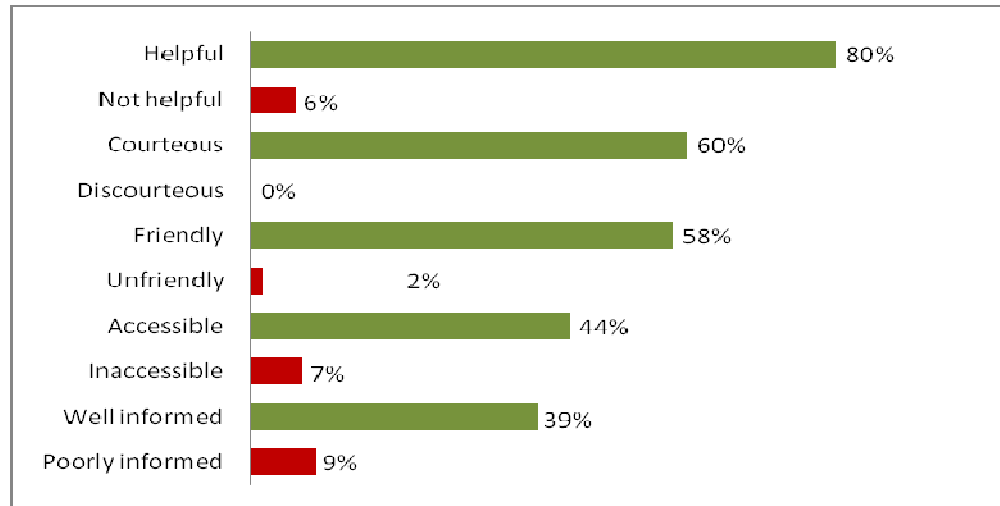


Survey respondents were asked to select some key terms (see **Chart 2** below) described their experience of Arts NSW staff. Respondents could tick more than one term, where applicable. The top three terms ticked were:

- Helpful (80%)
- Courteous (60%)
- Friendly (58%)

Fewer than 10% of respondents commented that they had a negative experience of Arts NSW staff.

Chart 2: Respondents to the survey question *Based on your experience in contacting and/or working with Arts NSW staff during 2011, overall would you say that Arts NSW staff were:*



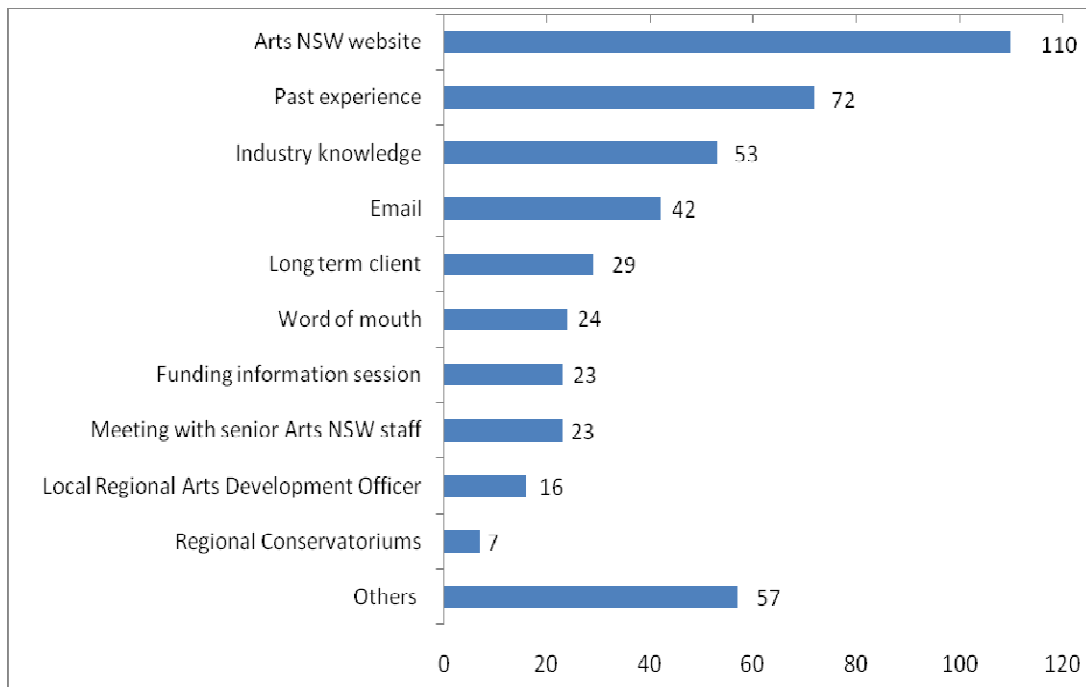
In relation to quality of information/advice given by Arts NSW staff and their capabilities, the following are key comments from the respondents:

- 86% said that the information/advice provided by Arts NSW staff is useful, relevant, well presented and easy to understand (N= 252);
- 86% said that Arts NSW staff demonstrated the ability to understand the issue/question they raised/discussed with them (N = 250);
- 83% said that Arts NSW staff demonstrated the ability to communicate with them clearly and effectively (N = 250);
- 71% said that Arts NSW staff demonstrated the ability to keep them informed of the progress about the issue/question they raised/discussed with them (N = 250);
- 71% said that Arts NSW staff demonstrated the ability to resolve the issue/question they raised/discussed with them (N = 247); and
- 91% said that they got the information they were looking for (56% said 'yes' and 35% said 'mostly') (N = 252).

3. Information about the Arts Funding Program (AFP)

The Arts NSW website plays a significant role in providing information about the Arts Funding Program for the sector. 65.5% of respondents (110) indicated they gained information about the AFP via the Arts NSW website, followed by past experience (42.9%, 72), industry knowledge (31.5%, 53) and email (25%, 42).

Chart 3: Respondents to the survey question *How did you find out about the Arts Funding Program? (tick more than one box if applicable)*



4. Online Application System

152 respondents provided comments on the Online Application System. In considering the overall structure and content of the Online Application System 60% of respondents (89) indicated the system was clear, convenient and easy to use (49% Agree, 11% Strong Agree) and 18% of respondents did not use the system.

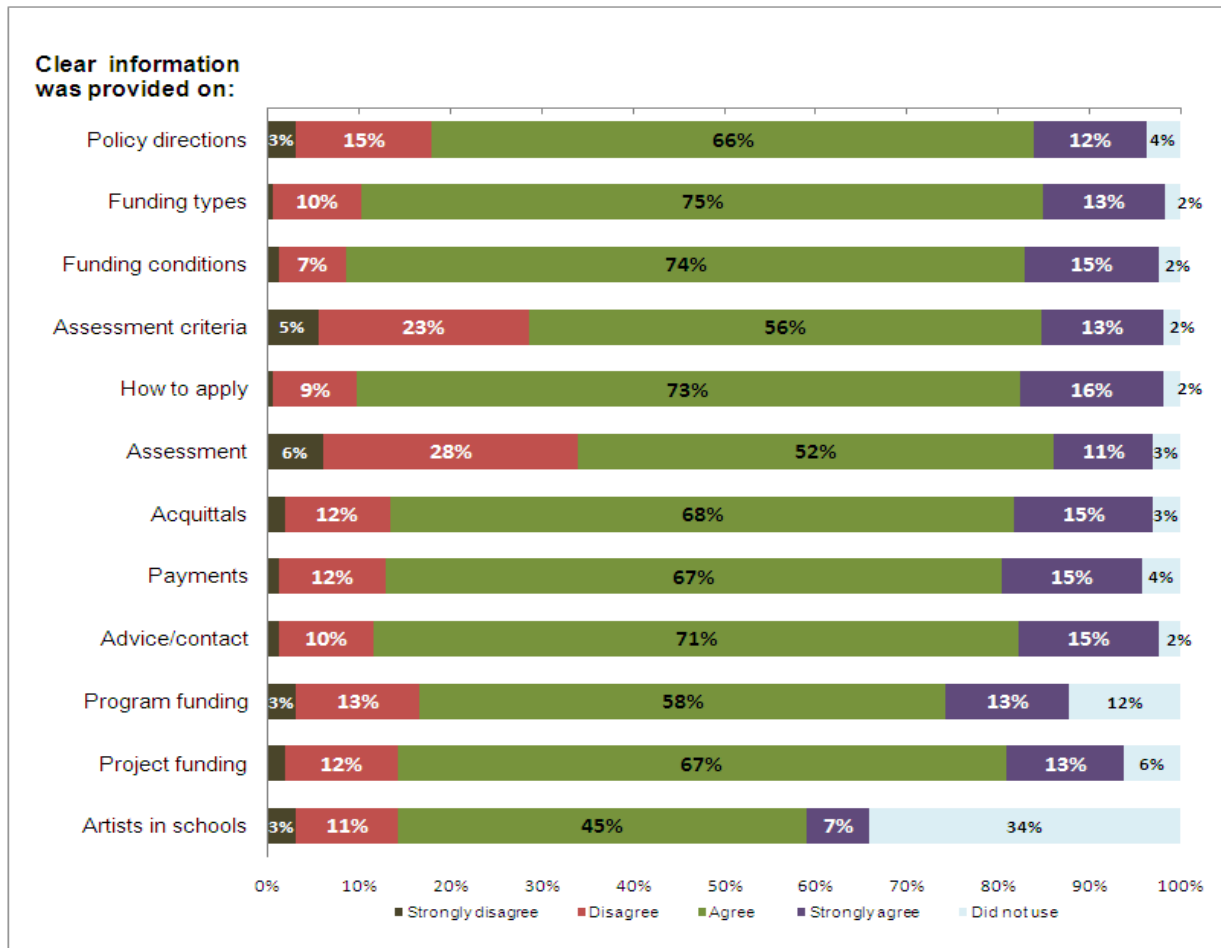
5. PDF Application

124 respondents provided comments on the PDF Application Form. In considering the overall structure and content of the PDF Form 61% of respondents (74) indicated the Form was clear, convenient and easy to use (48% Agree, 13% Strong Agree) and 16% of respondents did not use the PDF Form.

6. The Funding Guidelines

166 respondents commented on the Funding Guidelines. In most cases between 70% and 90% respondents agreed that the information provided was clear. Some notable areas for improvement are the information on the assessment criteria and on the assessment process.

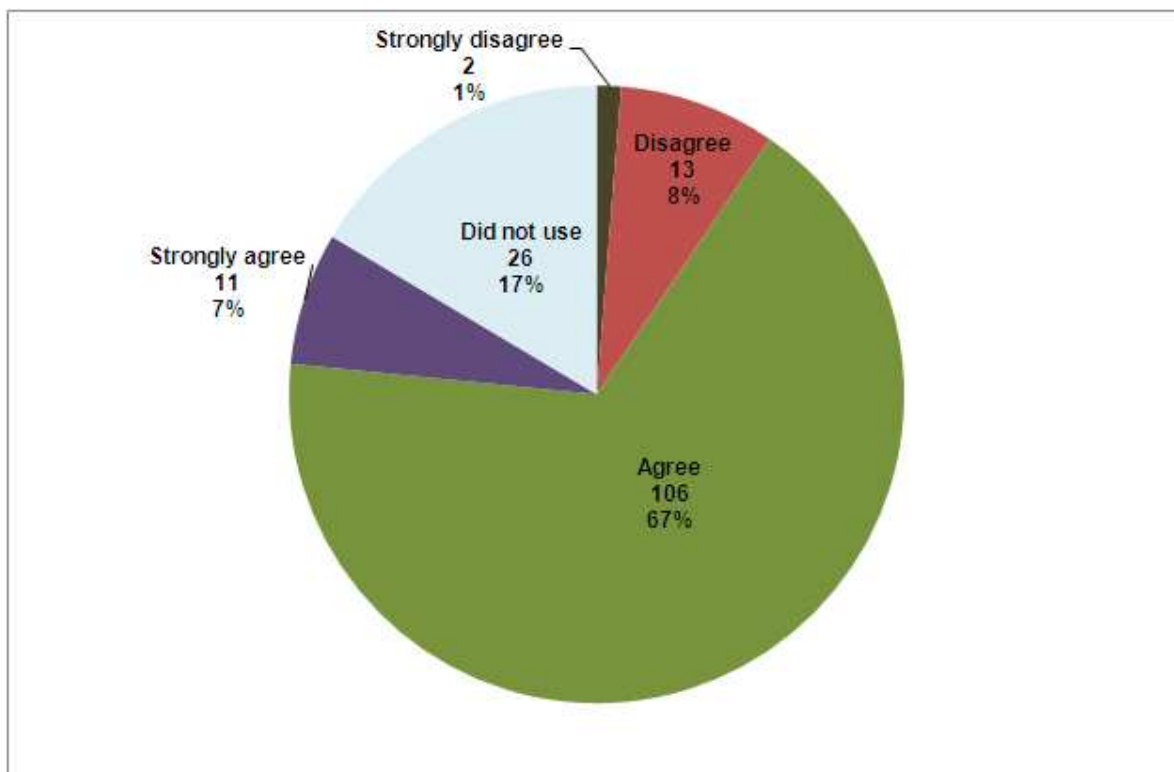
Chart 4: Respondents to the survey question *To what extent do you agree or disagree with the statements about the funding guidelines?*



7. The Glossary and Explanatory Notes for the AFP

Over 70% of respondents (158) said the Glossary and Explanatory Notes were adequate and easy to read.

Chart 5: Respondents to the survey question: *To what extent do you agree or disagree with the statements about the Glossary and Explanatory Notes for the AFP?*



8. Funding Information Session

52 respondents provided comments on the Funding Information Session, focusing on whether:

- the information presented was useful and relevant;
- the level of content was appropriate for the participants;
- the speakers were knowledgeable;
- there was enough time for questions and discussion;
- the event was well organised; and
- the travelling time to and from the Funding Information Session was reasonable.

On average, over 50% of respondents (52) indicated ‘agreed’ or ‘strongly agreed’ to the above questions. In most cases between 30% and 45% of respondents indicated ‘neutral’ responses.

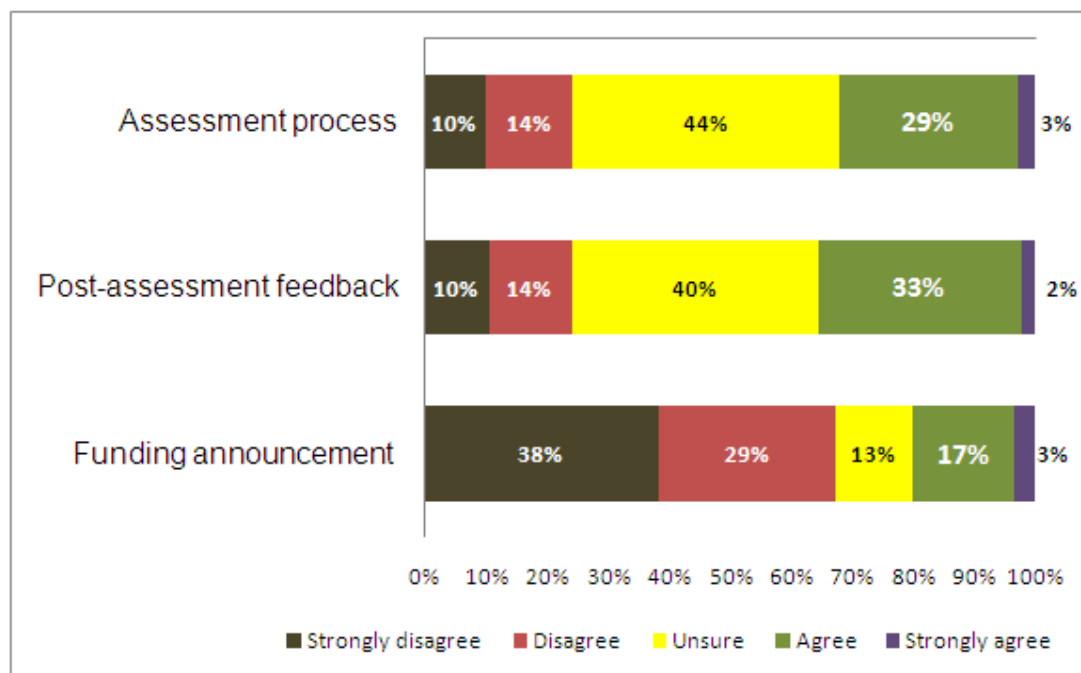
9. Assessment Process

147 respondents provided comments on the assessment process, focusing on whether:

- the assessment process was fair and transparent (N = 140);
- the post-assessment feedback was clear and useful (N = 124); and
- the time for the final results of the funding applications to be publicly announced in relation to the 2012 Art Funding Program was reasonable (N = 144).

Less than 40% of respondents agreed or strongly agreed with the above statements. Between 13% and 44% of respondents indicated 'unsure' and 67% of respondents disagreed or strongly disagreed with the statement regarding the funding announcement.

Chart 6: Respondents to the survey question *To what extent do you agree or disagree with the statements about the assessment process?*



In relation to people who applied for funding during 2011, but were not successful, 46.5% of respondents (46) said that they requested the post-assessment feedback on their unsuccessful applications.

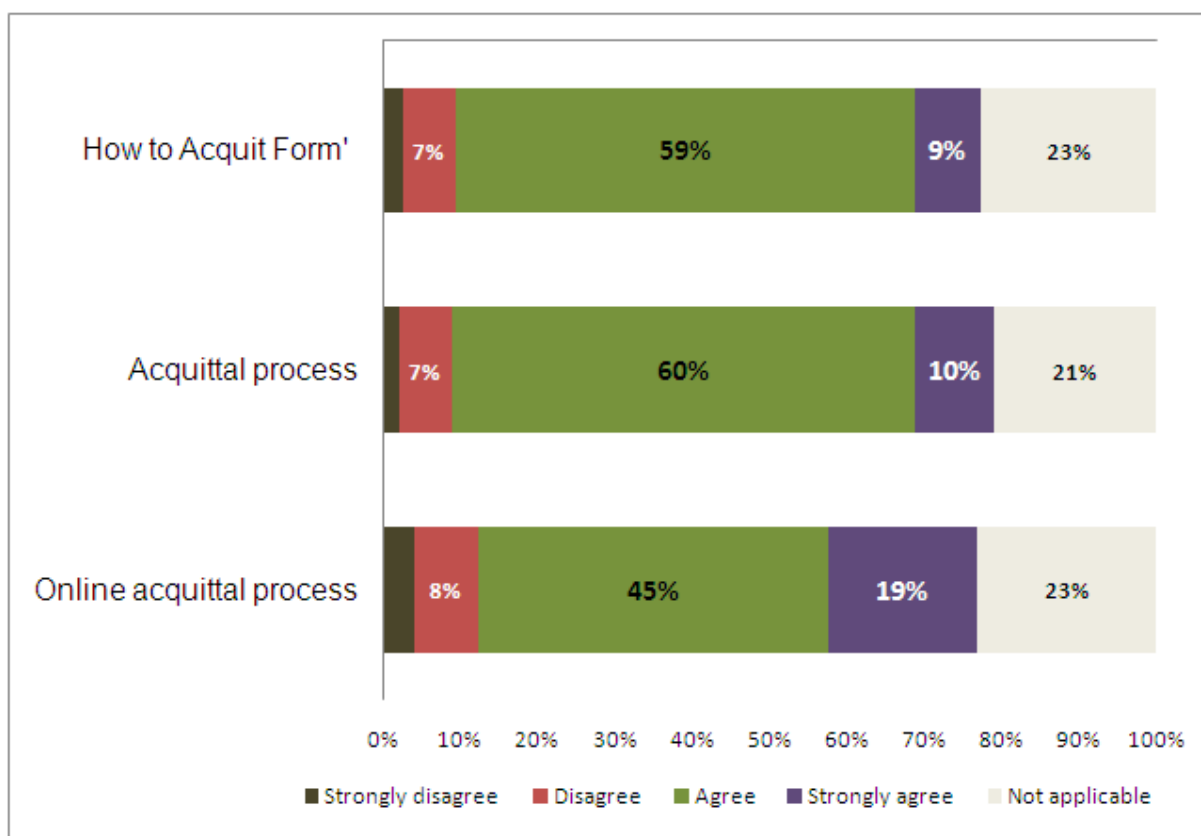
10. Acquittal

152 respondents provided comments on the acquittal process, focusing on whether:

- the 'How to Acquit Form' was easy to use (N = 150);
- the Arts Funding Program's acquittal process was adequate and easy to comply to (N = 147); and
- they would say that 'it would be more convenient to submit annual acquittal via an online process' (N = 146).

Over 60% of the respondents agreed or strongly agreed to the above statements, with a further 20% commenting that these questions were not applicable to them.

Chart 7: Respondents to the survey question *To what extent do you agree or disagree with the statements about the acquittal process?*



Arts NSW would like to thank all individuals who took the time to participate in the survey and provide this valuable feedback.