

Arts NSW Client  
Feedback survey  
Key Findings

2015



Arts  
NSW

Contents  
Page 2

Introduction .....	4
Information about survey respondents .....	5
Information about contact with Arts NSW.....	7
Arts NSW online communications .....	10
Feedback on the Arts & Cultural Development Program .....	13
Information on contact with Screen NSW .....	18
Results and Conclusions .....	19

# INTRODUCTION

The 2014 year Arts NSW Client Feedback Survey was distributed to 2800 individual email addresses.

The list included:

- eNews subscribers
- recipients of the 2013 Arts Funding Program
- recipients funded in 2014
- applicants to the 2015 Arts and Cultural Development Program (ACDP)
- applicants and recipients of 2014 Fellowships
- Arts NSW property tenants
- Pier 2/3 hirers
- 2014 assessment panel members
- attendees of the 2014 ACDP briefing sessions
- community contacts through strategic initiatives including Aboriginal arts and cultural strategy, disability and the arts, Western Sydney and Healthy Ageing
- property owners from the Cultural Facilities Directory.

The survey was also available through a link on the front page of the Arts NSW website.

The increase in survey numbers compared with that of 2013 can be attributed to the growth of the Arts NSW eNews subscription list and the increased number of Fellowships in 2014.

There were 520 responses (compared with 300 for the 2013 survey), the highest number of responses since the first survey in 2010. This represents an 18.6% response rate, *which is almost 2% higher than last year.*

The survey had a number of parts - general information about the respondents, feedback about their contact with Arts NSW staff including online communications, the Arts & Cultural Development Program and its associated briefing sessions, guidelines, application system, post-assessment feedback and notification and acquittal process, and contact with Screen NSW.

The survey was open from 18 November 2014 to 21 December 2014.

# INFORMATION ABOUT SURVEY RESPONDENTS

*(Note: where appropriate and available, 2013 figures are italicised and in brackets).*

## RESPONDENTS – INDIVIDUALS

Of the 520 respondents to this question, 50% or 261 (41%) identified as individuals not representing an organisation.

Of this number, 29% or 144 (37%) said they were artists and 18% or 89 (63%) said they were arts/cultural workers. A further 2% or 10 said they were a non-arts/cultural worker.

*In 2013, there is evidence to suggest that while around 40% responded as individuals, around 33% responded as both an individual and an organisation.*

## RESPONDENTS REPRESENTING ORGANISATIONS

There were 238 or 48% (80%) who said they represented an organisation. The majority of respondents 55% or 138 represented a non-government, not for profit arts or cultural organisation.

Of the remaining respondents 16% or 41 (59%) represented a local government arts or cultural organisation, 8% or 20 represented a local government authority (4%) and 5% or 12 represented a service organisation.

Other respondents were from for-profit organisations, arts or cultural venues, and educational institutions. Respondents could provide more than one response.

Of respondents representing an organisation, 43% or 108 said they were a general manager/administrator/chief executive/director.

A total of 43% of respondent's selected general manager /administrator /chief executive/director, 10% were categorised as Artistic Director and 13% selected Project/Program Manager/ Co-ordinator. There were 21 board members.

**Comments:** Analysis of both this year’s line of questioning and last year’s suggests some respondents had difficulty segmenting or categorising themselves as representing an organisation or responding as an individual, and so it is recommended that the 2015 survey enable respondents to select a third category, ‘both’.

## GENERAL INFORMATION

For the first time, respondents were asked if they or their organisation represented Arts NSW’s **priority areas**. This was answered by 348 respondents.

The responses were:

People living and/or working in Regional NSW	69%
People living and/or working in Western Sydney	23%
Aboriginal people	22%
People with disability	16%
Young people	34%
People from culturally and linguistically diverse (CaLD) backgrounds	21%

The **location** of respondents was as follows:

Sydney Metro	41%
Western Sydney	11%
Regional NSW	45%

A small number of respondents were outside of NSW or Australia.

There were **36** respondents who said that they **managed Arts grants on behalf of others** and 74 respondents said that **their Arts NSW funds were auspiced by an incorporated organisation**.

There were 33 (20) respondents who were Arts NSW **assessment panel members**.

There were 34 (27) respondents who said that their organisation was a **tenant** in an Arts NSW managed property and 34 respondents **hired space** in an Arts NSW property.

152 respondents had applied for funding, with a further 51 indicating they had thought about applying but didn’t proceed.

# INFORMATION ABOUT CONTACT WITH ARTS NSW

## PERIOD OF CONTACT

There were 9% (13%) of respondents who were *in contact with Arts NSW for the first time*. There were 36% (38%) who had been in contact from 1-5 years, 22% (18%) from 6-10 years and 33% (31%) greater than 10 years.

## FREQUENCY OF CONTACT IN 2014

There were 8% of respondents who had not made contact with Arts NSW in 2014. 50% (54%) had been in contact between one and five times, 22% (22%) between six and 10 times and 18% (24%) more than 10 times.

## REASON FOR CONTACT

The main reason in 2014 for contact with Arts NSW was the Arts and Cultural Development Program (ACPD) – 74% (80%), followed by Arts and Cultural Policy Consultation and Development – 26% (25%), Regional Arts Development – 27% (22%), ACDP Briefing Session – 20% (22%) and 'Arts NSW contacted me' – 25% (27%). Respondents could provide more than one response. See Table 1 for responses.

## QUALITY OF ADVICE AND SERVICE

If the matter was for information or advice, 75% (68%) said that the matter was resolved and 19% said that the matter was mostly resolved. That is a total of 94% which compares favourably with 2013's result of 92%. Only 6% (8%) said that the matter was not resolved.

Other results in this area were:

- 99% (88%) agreed or strongly agreed that Arts NSW staff demonstrated the ability to understand the issue raised
- 100% (92%) agreed or strongly agreed that the information provided was useful, relevant, well presented and easy to understand
- 100% (90%) agreed or strongly agreed that Arts NSW staff demonstrated the ability to communicate clearly and effectively.

Clients continued to report high levels of satisfaction in response to questions about the quality of information and service provided by Arts NSW staff –

- 100% (97%) of respondents found Arts NSW staff to be professional or very professional – 52% very professional and 46% professional
- 93% - (95%) indicated staff were helpful
- 92% - (91%) informed
- 91% - (85%) accessible
- 98% - (98%) courteous
- 97% - (97%) friendly

There were 19 positive comments and no negative comments recorded in answer to this range of questions.

**TABLE 1**

REASON FOR CONTACT	2014 %	2013 %	2012 %
Arts & Cultural Development Program Funding enquiry	74	80	93
NSW Arts & Cultural Policy consultation and development	26	25	-
Community project or partnership	13	15	15
Regional arts development	27	22	17
Aboriginal Arts and Culture	13	14	18
Arts and Disability	8	8.5	14



Arts and Education	10	14	19
Strategic partnership development	8	-	-
Current lease, tenancy	6	5.5	-
Property hire	2	-	-
Potential tenancy or hire	3	3	-
Infrastructure project – e.g. Walsh Bay Arts Precinct, Arts Exchange	6	6	-
Research project	6.5	3	3
Partnership	5	6.5	6
Fellowship	7	4	6
Sector meeting	10	13	11
ACDP briefing session	20	28	-

Arts NSW assessment panel	9	9	12
Seeking promotion of event or activity	7	7	5
Arts NSW contacted me	25	27	35
General information, publications or other resources	21	19	13
Cultural Facilities Directory	3	3	2
Other	8	5	9

## ARTS NSW ONLINE COMMUNICATIONS

### WEBSITE

A total of 89% (91%) of respondents used the Arts NSW website – 8 respondents took the time to provide positive comments while there were 13 critical comments.

The website was accessed for a range of purposes. Respondents could provide more than one response. The website was mainly used for information about:

- 80% (89%) selected 'Arts & Cultural Development Program/Arts Funding Program'
- 51% (59%) – 'information about Arts NSW'
- 49% (52%) – 'contact and staff'
- 45% - 'advisory sources and resources'
- 40% - 'funding recipients'
- 41% - 'Online application/acquittal'

## TWITTER

There were 75 (56) respondents who said they followed Arts NSW on Twitter.

## ENEWS

There were 235 (184) people who said they subscribed to the eNews, which was 62% (63%) of those who answered the question.

A total of 158 people or 67% of those who answered the question said that the eNews has a good range and mix of stories and other information; with 26% having a neutral view; 80% browse the eNews for interesting information and 12% click through to favourite sections.

Most respondents - 58% - said they would like to receive eNews monthly and 18% would like it bi-monthly.

## PUBLICATION STYLE AND LAYOUT

There were 137 respondents who noticed that Arts NSW publications have a new design and layout. Comments were positive.

## STRATEGIC DIRECTION AND SERVICE PROVISION

Respondents were asked how important it was that Arts NSW undertook a range of activities and services. See Table 2 for responses.

TABLE 2

HOW IMPORTANT IS IT TO YOU THAT ARTS NSW UNDERTAKES THE FOLLOWING	VERY IMPORTANT %	IMPORTANT %	NUETRAL %	NOT IMPORTANT %
Arts and cultural policy development	78	20	2	0
Advice to the NSW Government	82	16	2	0.27

<b>Strategic partnerships for the benefit of the arts sector</b>	73	24	3	0
<b>Brokering relationships for the benefit of the arts sector</b>	63	32	5	0
<b>Managing properties to accommodate arts organisations and activities</b>	39	38	20	3.5
<b>Arts and cultural infrastructure development</b>	62	32	5	0.54
<b>Strategies in priority areas such as Aboriginal arts and culture, people with disability, Cultural and Linguistic Diversity</b>	65	28	7	0.54
<b>Arts and cultural funding</b>	90	9	0.53	0.27
<b>Support to individual artists including fellowships</b>	63	29.5	6	2
<b>Professional</b>	58	29	10	2.5

development or training  
for the arts sector

## FEEDBACK ON THE ARTS & CULTURAL DEVELOPMENT PROGRAM

Respondents answered the various questions in this section depending on relevance to them, with 307 respondents saying that they had applied for funding in 2014.

### SOURCES OF INFORMATION ON THE ARTS & CULTURAL DEVELOPMENT PROGRAM

The main sources of information about the ACDP remain email, the website, eNews and the receipt of past funding. The briefing sessions have emerged as another major source of information. See Table 3 for responses.

**TABLE 3**

HOW DID YOU HEAR ABOUT THE ARTS & CULTURAL DEVELOPMENT PROGRAM	2014 %	2013 %	2012 %
ArtsHub	14	10	9
Arts NSW eNews	25	19	-
Arts NSW Twitter	3	5	-

Arts NSW website	32	61	66
Australia Council	10	7	1
Briefing session	20.5	17.5	19
Community colleagues	17	6	4
Email from Arts NSW	33	27	39
Google	6	6	1
Local Council/local government	5.5	-	-
Meeting with Arts NSW staff	15	15	17
Other arts organisation	9	-	-
Other funding agency	1	3	5.5
Other Twitter	1	1	-
Print media	2	4	2

Received funding in the past	23	34	47
Regional Arts Development Officer/Regional Arts Board	9	10	3
Word of mouth	17	17.5	19

The survey included a question on how respondents would prefer to receive information on the Arts and Cultural Development Program.

Of the clients surveyed, 87% (94%) would prefer to be contacted by email. Approximately 43% (33%) indicated a preference to receive information via the eNews, another 25% (33%) indicated they would like to receive information via the website and 6% (7%) indicated a preference for Twitter.

## BRIEFING SESSIONS

There were a total of 109 respondents (48) who said that they had attended an information session with 37 (15) identifying that they had attended Sydney CBD sessions and 14 in Parramatta.

In response to various statements the majority of respondents agreed or strongly agreed with the following:

- 78% (93%) - the information presented was useful and relevant
- 75% (80%) - the level of content was appropriate
- 82% (97%) - the speakers were knowledgeable
- 78% (91%) - there was enough time for questions and discussion
- 81% (92%) - the event was well organised
- 80% (92%) - the travelling time to and from the Funding information session was reasonable
- 78% - the venue was suitable and appropriate
- 83% - the venue and presentation with accessible.

There were 10 positive comments and 17 negative comments.

There was strong support for online sessions –73% but not at the expense of face to face meetings.

## ACDP CATEGORIES

Respondents were interested in the following funding categories:

- 62% - Project Funding
- 61% - Program Funding (Annual and Multiyear)
- 45% - Regional Project Funding
- 44% - Professional Development (Fellowships and Awards)
- 28% - Strategic Funding
- 12% - Program Funding (service organisations)
- 11% - Devolved Funding

## ACDP FUNDING GUIDELINES

Respondents agreed or strongly agreed with the following:

- 75% - the layout and structure were easy to use and follow
- 76% - information about funding categories are best placed at the beginning
- 76% (79%)- Priority Areas and Policy Directions could be understood
- 76% - information about the funding categories was clear
- 71% (78%) - the Assessment Process was clearly explained
- 43% - the information for people with disability was practical and useful
- 35% - the information about other languages was practical and useful

There were 7 positive comments and 13 negative comments.

## APPLICATION PROCESS

Respondents agreed or strongly agreed with the following:

- 68% (70%) - the layout and structure were easy to use and follow
- 56% - the new Smarty Grants system was easier to use than the previous Arts NSW on-line application system
- 67% - the application form included enough explanation and guidance on the information required
- 67% - the questions asked allowed me to outline my program or project appropriately
- 64% - the application form prompted me to include information that allowed me to best address the assessment criteria
- 64% - the word limits that applied were appropriate
- 66% - the support material requirements and limits were appropriate

There were 7 positive comments and 13 negative comments.



## COMPLETING THE APPLICATION

In the question asking respondents to specify the main sources of information used in completing their application, 69% (70%) indicated that they completed the application themselves while 21% (26%) said that it was completed by someone else in the organisation and 33% (33%) said that colleagues or peers assisted. Respondents could choose more than one response.

There were 9% of (12%) of respondents who were assisted by Arts NSW staff and 32% (17%) indicated that they had consulted the guidelines during the application process. There were 9% (7%) who reported that the briefing session had provided the information needed.

## NOTIFICATION AND FEEDBACK PROCESS

There were 281 (151) respondents to the question asking whether they agreed or disagreed they were advised of the results of their application in a timely manner.

- 157 respondents or 56% (72%) agreed or strongly agreed
- 37 respondents or 13% (27%) disagreed or strongly disagreed

There were 84 respondents (31) who indicated they had requested post-assessment feedback on their unsuccessful application.

A total of 97 respondents said that they had read the Assessment Meeting Report which related to the round to which they applied; 72% found the report useful.

A total of 64 respondents requested feedback on the application; 80% (37%) said that the feedback was useful.

There were 8 positive comments and 17 negative comments.

## ACQUITTAL PROCESS

There was a small improvement in relation to the acquittal process:

- 47% (80%) agreed or strongly agreed that the acquittal form was easy to use
- 46% (85%) agreed or strongly agreed that the acquittal process was easy to comply with.

## INFORMATION ON CONTACT WITH SCREEN NSW

Questions were included to examine the client crossover between Arts NSW and Screen NSW.

There were 18 respondents who said they also contacted Screen NSW. All said that Screen NSW staff were Professional or Very Professional.

Most - 14 - said that they had contacted Screen NSW from 1-5 times. There were 18 respondents who subscribed to the Screen NSW eNewsletter.

## RESULTS AND CONCLUSIONS

- The survey itself was distributed to a record number of recipients and received a record number of responses, with 9% of respondents being new to Arts NSW.
- The overall level of satisfaction and positive feedback from clients remains high for Arts NSW staff and the quality of service they provide.
- In 2014, 100% of respondents rates Arts NSW staff as professional or very professional. This is an increase on 2011, 2012 and 2013 when the rating was 97%. There was an increase to 97% of respondents describing staff as helpful and 75% saying that issues were mostly dealt with.
- There was improvement in relation to the timing of funding announcements and a positive response to the funding information sessions.
- Comments from respondents acknowledged the hard work of staff.
- Online communication is increasing in importance for Arts NSW and its clients with strong use of the website, eNews subscriptions, with strong support for the use of online briefing sessions to increase reach.

Arts NSW will carefully consider the responses and comments and develop strategies to address the issues raised.

*Arts NSW is grateful to the 520 clients who took the time to complete the 2014 survey.*