

# EVALUATION SNAPSHOT: CULTURE AND THE ARTS 2020-23

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

Prepared by: Culture Counts (March 2024)



Revealed 2021 Exhibition Opening  
Photo by Pixel Poetry  
Image courtesy of Fremantle Arts Centre

## 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 previous two funding periods of the Arts Organisations Investment Program, supported organisations 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 some of the data collected by organisations over the four year funding period between 2020 to 2023 and provides benchmark comparisons for organisations in WA to evaluate and assess the unique impact of their work.



# 363

Surveys Distributed



# 31

Contributing Organisations



# 22,594

Respondents

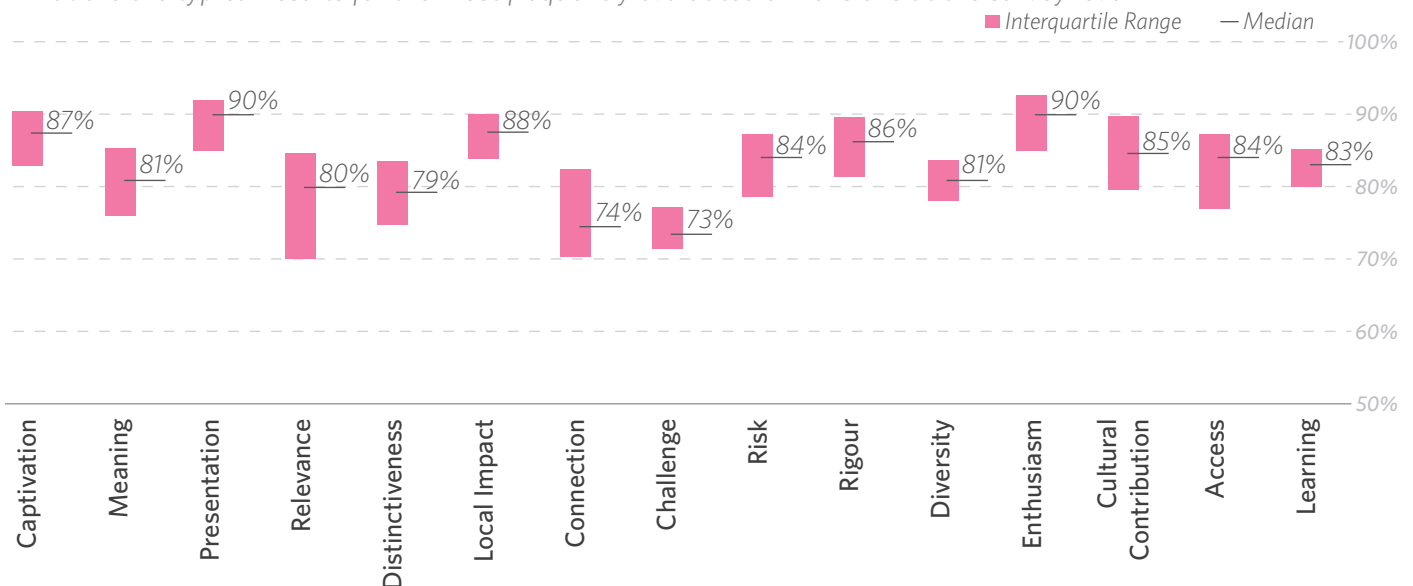


# 145,007

Dimension Responses

## DIMENSION RESULTS

What are the typical results for the most frequently evaluated 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. 'Relevance') indicate a higher variance in how WA organisations achieve this outcome. Smaller ranges (i.e. 'Enthusiasm') indicate a stronger similarity in how WA organisations achieve this outcome.

Survey count (s) = 363; Response count (n) = 109,640  
Count per dimension: 22 < s < 112; 2,172 < n < 12,983  
Surveys with less than 30 responses removed. Surveys do not contain all dimensions and therefore results may not be comparable between dimensions. Benchmark data only represents organisations that were supported via AOIP.

## DEMOGRAPHICS

All survey respondents were asked to provide their postcode. The majority of survey respondents resided in postcodes within the Perth metropolitan area. Of 504 geographical postcodes in WA, responses were collected from 82% of these.

Non-identifiable postcode responses made up 1% of postcode data. In most cases these responses represented international respondents.

Respondents primarily identified as female. Representation of age groups skewed towards middle-ages but were fairly evenly distributed between the ages of 30 to 70 years.

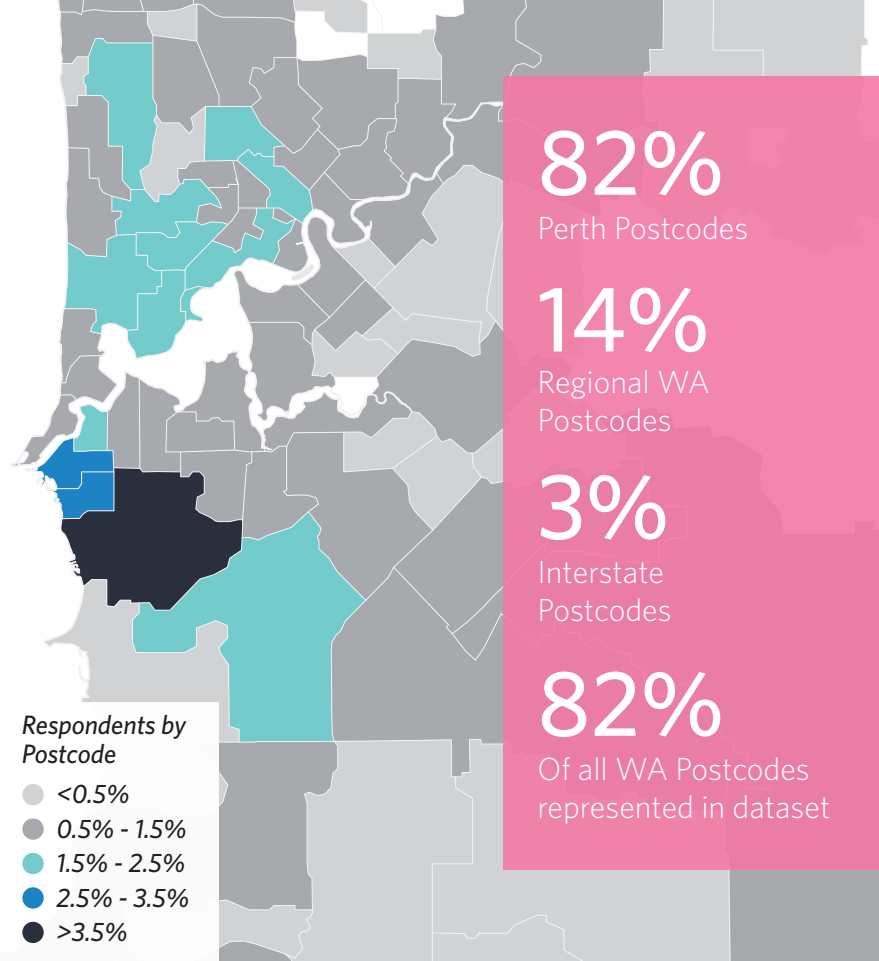
## ABOUT

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. WA-based organisations funded through the Arts Organisations Investment Program, as well as the National Performing Arts Partnership Framework receive access to the Culture Counts Evaluation Platform and collect public feedback on the quality and outcomes of the work they produce.

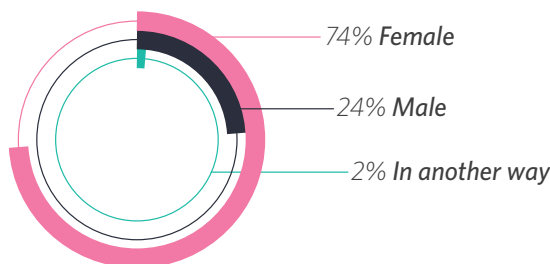
AOIP organisations in the 2020 - 2023 funding period were required to undertake evaluation of their work. Data collected was then anonymised, aggregated and analysed by Culture Counts.

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



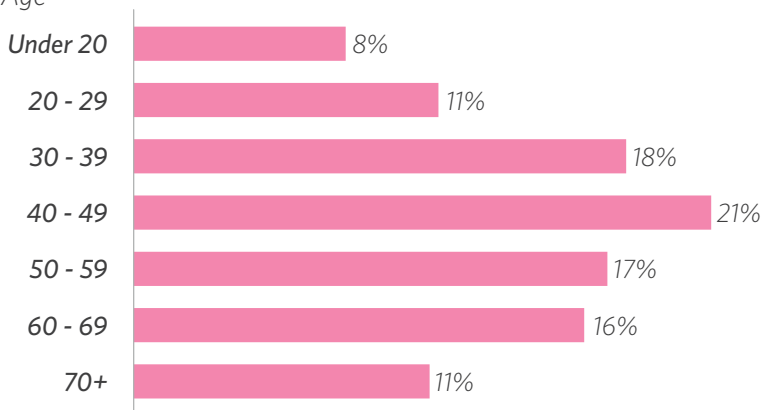
n = 25,435

### Gender



n = 16,605

### Age



n = 20,963

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Department of  
**Local Government, Sport  
 and Cultural Industries**