

Data dictionary

Playing Queensland Fund Outcome Report

Data dictionary: Playing Queensland Fund Outcome Reports

The outcome reports webpage on the Arts Queensland website contains a number of tools and resources to support data collection. If you are unsure about any of the following definitions or counting methods, please contact your Arts Queensland client manager to clarify.

1. Number of activities by type

- Source of information: Tour records

Definitions	Counting method and rules
<p>Tours – number of tours undertaken or delivered by you to present work</p>	<ul style="list-style-type: none"> • Count each tour funded under this Playing Queensland contract as 1 activity <p>EXAMPLES:</p> <ul style="list-style-type: none"> • Count a performing arts tour or visual arts tour delivered in several locations as 1 activity • Count a travelling workshop series delivered in several locations as 1 activity <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Tours not funded as part of this Playing Queensland contract
<p>Performances – number of live performances you presented, produced or co-produced as part of the tour</p>	<ul style="list-style-type: none"> • Count each individual performance as 1 activity (this is for performing arts tours only) <p>EXAMPLES:</p> <ul style="list-style-type: none"> • Count each performance undertaken in each venue as 1 activity (e.g. a performance touring to four venues with two performances in each venue would be counted as 8 activities) <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Broadcasts • Community engagement activities reported below
<p>Tour venues – total number of venues included in the tour</p>	<ul style="list-style-type: none"> • Count each separate venue as 1 venue <p>EXAMPLES:</p> <ul style="list-style-type: none"> • Count one tour delivered in 3 venues across 3 different communities as a total of 3 venues • Count one tour delivered in 3 different venues in the same community as a total of 3 venues
<p>Community engagement activities – number of community engagement activities delivered by you as part of the tour (e.g. workshops, master classes, learning activities, cultural development projects, etc.)</p>	<ul style="list-style-type: none"> • Count each community engagement activity as 1 activity <p>EXAMPLES:</p> <ul style="list-style-type: none"> • Count a community engagement activity held continuously over two days as 1 activity (e.g. a workshop with the same group of people that runs over a weekend) • Count a workshop repeated with a different group of people in three different locations as 3 activities • Count three education activities held with three different year groups in the one school as 3 activities <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Performances reported above

Definitions	Counting method and rules
<p>Other (please specify) – any other <u>significant</u> activities you delivered that are not captured in the above definitions</p>	<ul style="list-style-type: none"> • Count as relevant to the ‘other’ activity you have identified <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Internal organisational activities such as strategic planning, administration, board meetings, staff meetings etc.

2. Number of activities, attendees and participants in each location

- Source of information: Tour records, ticketing information, registration information
- Refer to fact sheet about counting attendees available on Arts Queensland’s website
- These measures do not refer to where attendees or participants live; they are focused on how many attendees or participants were at your activity in a given region regardless of where they live
- It is important you establish a credible counting method to minimise double-counting of attendees or participants. It is preferable to be conservative than over-estimate attendees, to ensure final data is meaningful.

Definitions	Counting method and rules
<p>Location of tour – name of community</p>	<ul style="list-style-type: none"> • List communities receiving activities reported in Question 1 • Only include communities where the funded touring activities have physically taken place <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A tour includes exhibitions in Longreach and Roma. On one day in each location, people from surrounding regions such as Barcaldine and Chinchilla are able to access a chartered bus service to attend the exhibition. Locations would be listed as Longreach and Roma, as these are the communities where the exhibition has physically toured to.
<p>Performances – refer to definition in Question 1</p>	<ul style="list-style-type: none"> • Count the number of performances in each location <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A tour includes 3 performances in Longreach. This would be counted as 3 performances in the Longreach row. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Community engagement activities reported below
<p>Attendees – people who attend performances/exhibitions as audience members, i.e. to watch a performance or see an exhibition</p>	<ul style="list-style-type: none"> • Count the number of attendees across all performances or exhibitions in each location <p>EXAMPLES:</p> <ul style="list-style-type: none"> • For ticketed performances/exhibitions, count each ticket holder as 1 attendee • For non-ticketed performances/exhibitions, count each person as 1 attendee • For unpaid and complimentary tickets, count each person as 1 attendee • For live streaming events, count each person who physically attends a venue to watch the event as part of an audience as 1 attendee • If people attend your performance/exhibition <u>primarily</u> as audience members but they also have the opportunity to actively participate in an activity as part of their overall experience, count them as attendees (not participants at community engagement activities)

Definitions	Counting method and rules
	<p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Participants at community engagement activities reported below • Television or radio audiences • People who watch your streamed event using their own technology devices (i.e. do not attend a venue to watch the streamed event as part of an audience) – this is counted in Question 3 • People who are in the general vicinity of your activity but do not purposely attend (e.g. people who walk past a performance or exhibition at a festival but do not stop for a substantial time to view it). If your activity is part of a broader event or festival you are not delivering yourself, you will need to conduct a head count of people who attend your specific activity.
<p>Community engagement activities – refer to definition in Question 1</p>	<ul style="list-style-type: none"> • Count the number of community engagement activities in each location <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A tour includes 2 student workshops and 1 community event in Cairns. This would be counted as 3 community engagement activities in the Cairns row. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Performances reported above
<p>Participants – people who actively participate in community engagement activities</p>	<ul style="list-style-type: none"> • Count the number of participants across all community engagement activities in each location • Count each person participating in activities as 1 participant <p>EXAMPLES:</p> <ul style="list-style-type: none"> • For single activities delivered over more than one day with the same group of people, only count each person as 1 participant (e.g. people participating in a music class delivered over a two-day weekend would be counted only once) • For activities repeated in the same location with different groups of people, count each individual person as 1 participant (e.g. a music class delivered to 20 prep students and repeated with 10 kindergarten students would count as 30 participants) • For different activities delivered as part of a series with the same group of people, count each person for each different activity that makes up the series (e.g. people participating in a series of three different workshops delivered as part of a workshop series would be counted as 3 participants – once per workshop) <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Staff • Volunteers

3. Digital engagement

- Source of information: online data
- Refer to fact sheet about tracking online data available on Arts Queensland's website

Definitions	Counting method and rules
<p>Web link to your online platform – web address for online platform actively managed and driven by you as part of your tour (e.g. a tour webpage on your own website, a Facebook page established for your tour, a Twitter account established for your tour, your touring blog, YouTube or Vimeo clips uploaded, live streamed content etc.)</p>	<ul style="list-style-type: none"> • List the web links for up to three online platforms used and the purpose as per options provided (marketing, distribution/delivery, active engagement) • If you used more than three online platforms, report on those that were most significant to your tour <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Other online platforms not managed or driven by you (e.g. promoting your event through external event and tourism websites) • Your generic online platforms that were not specifically related to your tour (e.g. your general website that did not include a touring page, a general Facebook or Twitter account that was not used to promote your tour etc.)
<p>Number of unique users – number of individual users of each platform</p>	<ul style="list-style-type: none"> • For websites/webpages and blogs, count the number of unique visitors • For Facebook, count the number of likes of your page if specifically established for your tour <u>or</u> likes of posts about your tour if they are included on a more generic Facebook page • For Twitter, count the number of followers if your account was specifically established for your tour • For YouTube clips related to your tour, count number of unique visitors • For Vimeo content related your tour, count the number of plays (unless you can access unique visitor data through advanced statistics) • For live streaming events, count the number of unique viewers who watch your event using their own technology devices <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Number of webpage or website hits • Visitors to online platforms not specifically related to your tour • People who attend a specific venue to watch your live streamed event as part of an audience – this is counted in Question 2
<p>Other online statistics – other statistics collected about usage of your online platforms that you would like to share (e.g. number of re-tweets, number of people commenting on blogs, number of Facebook 'shares' etc.)</p>	<ul style="list-style-type: none"> • Include as relevant

4. New attendees/participants/locations

- Source of information: ticket data, attendee/participant survey, tour records
- Refer to sample surveys on Arts Queensland's website which contain required questions

Definitions	Counting method and rules
<p>New attendees/ participants for you – attendees and participants who have never accessed your performances, events or activities in the past (refer to definitions of attendees and participants in Question 2)</p>	<p>If based on ticket sales</p> <ul style="list-style-type: none"> • Count number of new ticket buyers • Calculate as % of overall ticket buyers for the tour <p>If based on attendee/participant survey</p> <ul style="list-style-type: none"> • Count number who answer 'no' to question in attendee/participant survey: 'Have you been to a [performance/workshop/event] by [insert name of company] in the past?' • Calculate as % of total survey respondents <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A music ensemble sells tickets to 1000 attendees over the course of a tour who have never attended a concert by this ensemble in the past. The total number of attendees at concerts over the tour is 10,000. This would be calculated as 10% new attendees (number = 1000). Data source would be ticket sales data. • A tour includes delivery of a master class to 30 actors as well as a public performance attracting 500 attendees. Five of the actors at the workshop (participants) had never attended a workshop delivered by the host organisation before and 100 attendees had never been to a performance by the organisation. Hence there were 105 new attendees/participants from a total of 530 attendees/participants. This would be calculated as 20% new attendees/participants (number = 105). Data source would be workshop and ticket sales data. • A free touring exhibition attracting 2000 attendees does not have a ticket database. Instead, the organisers conduct an attendee survey to estimate the number of new attendees who have never attended an exhibition/event by the touring organisation before. Of 200 attendees surveyed, 50 had never been to an event by that organisation in the past. This would be calculated as 25% new attendees (number = 50). Data source would be attendee survey.

Definitions	Counting method and rules
<p>New attendees/participants for your art form/area of practice – attendees and participants who have never accessed a similar event or activity in your art form area in the past</p>	<ul style="list-style-type: none"> • Count number who answer ‘no’ to the following question in attendee/participant survey(s): ‘Have you ever been to a [insert relevant art form event] in the past?’ • Calculate as % of total survey respondents <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A dance company delivers five performances and conducts an attendee survey at each one. When all the survey responses are counted up, 40 of 250 people surveyed said they had never attended a dance performance in the past. This would be counted as 16% attendees (number = 40) new to the art form/ area of practice. • A visual arts touring organisation delivers three digital media exhibitions and conducts an attendee survey at each one. When all the survey responses are counted up, 150 of 1000 people surveyed said they had never attended a digital media exhibition in the past. This would be counted as 15% attendees (number = 150) new to the art form/ area of practice. • A theatre company delivers six acting workshops for young people and conducts a participant survey at each one. When all survey responses are counted up, 40 of 100 young people said they had never attended a theatre workshop in the past. This would be counted as 40% participants (number = 40) new to the art form/area of practice.
<p>New locations for you – communities you have never performed or exhibited in or delivered activities with in the past</p>	<ul style="list-style-type: none"> • Count number of new locations • Calculate as % of total locations included in tour <p>EXAMPLES:</p> <ul style="list-style-type: none"> • An orchestra tours to 10 communities. Of these, 3 are communities the orchestra has never performed in before. This would be counted as 30% new locations (number = 3). <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Locations/communities where you have performed/exhibited previously but at a different venue – this question is about communities, not venues

5. Diversity of attendees/participants

- No additional definitions or instructions apply beyond those provided in template
- Remember to only complete this section if your activities specifically targeted any groups listed. Do not complete if your activities were generally available to all members of the community but not deliberately targeted.

6. Attendee/participant feedback

- Source of information: Attendee/participant surveys
- Refer to sample surveys available on Arts Queensland's website which contain required questions
- Refer to fact sheet about developing and implementing surveys available on Arts Queensland's website

Definitions	Counting method and rules
<p>Respondents who rated your work as good or excellent – people who completed your survey(s) and answered the overall rating question as 'good' or 'excellent'</p>	<ul style="list-style-type: none"> • Count number who answer 'good' or 'excellent' to the following 'overall rating' question in attendee/participant survey(s): 'Overall, how would you rate the [performance/event/activity]?' <ul style="list-style-type: none"> • Calculate as % of total survey respondents who answered this question <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A tour involves delivery of four performances and two workshops. At the end of the performances, project staff and volunteers surveyed a total of 90 attendees about their experience of the performance. Similarly, participant feedback surveys were conducted with 40 participants across the two workshops. After combining data from these surveys, it was found that 110 survey respondents completed the 'overall rating' question. Of these, 63 people rated the performance or workshop as 'excellent' and a further 20 as 'good'. This would be calculated as 75% of respondents rating the work as good or excellent (number = 83).
<p>Total number of survey respondents – total number of people who completed your survey(s)</p>	<ul style="list-style-type: none"> • Count all respondents across all surveys included in the calculation above (irrespective of whether they completed the 'overall rating' question) <p>EXAMPLES:</p> <ul style="list-style-type: none"> • From the example above, the total number of survey respondents is 130 (i.e. 90 attendees and 40 participants).
<p>Response rate – percentage of people who completed your survey(s) when invited</p>	<ul style="list-style-type: none"> • Count the total number of people you invited to complete the survey(s) • Calculate % of people who completed the survey(s) from the total invited <p>EXAMPLES:</p> <ul style="list-style-type: none"> • From the example above, the project staff and volunteers approached 110 people at the end of the performance to complete the survey, with 90 agreeing to do so. In addition, 40 out of a possible 60 workshop participants completed surveys. This would be calculated as a response rate of 76% (i.e. 130 out of 170).
<p>Survey respondents as a % of total attendees/participants – percentage of people who completed your survey(s) from your total attendee/participant numbers</p>	<ul style="list-style-type: none"> • Count the total number of people who completed the survey(s) • Count total number of attendees/participants who engaged in your activities as part of the tour • Calculate % of people who completed the survey(s) from the total number of attendees/participants <p>EXAMPLES:</p> <ul style="list-style-type: none"> • From the example above, the four performances attracted a total of 2000 people and the workshops attracted 60 people. Of all 2060 attendees and participants, 130 people completed surveys. This would be calculated as 6% of total attendees and participants.

7. Peer/partner/presenter feedback (OPTIONAL)

- Source of information: Peer/partner/presenter surveys
- Refer to sample surveys available on Arts Queensland's website
- Refer to fact sheet about developing and implementing surveys available on Arts Queensland's website

Definitions	Counting method and rules
<p>Respondents who rated your work as good or excellent – peers and/or partners and/or presenters who completed your survey(s) and answered the overall rating question as 'good' or 'excellent'</p> <p>Peers – individuals who have engaged with your performance or exhibition and could comment on its artistic/cultural merit</p> <p>Partners – individuals and organisations that have played a significant role supporting the delivery of your tour (e.g. sponsors, delivery partners)</p> <p>Presenters – representatives of venues that presented your tour</p>	<ul style="list-style-type: none"> • Count number who answer 'good' or 'excellent' to the following 'overall rating' question in peer survey(s): 'How would you rate the [performance/exhibition] overall?' <u>and/or</u> number who answer 'good' or 'excellent' to the following question in partner survey(s): 'How would you rate your experience of the partnership overall?' <u>and/or</u> number who answer 'good' or 'excellent' to the following question in presenter survey(s): 'How would you rate your experience of the tour overall?' • Calculate as % of total survey respondents who answered this question <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A music ensemble sends an online survey to 10 peers in the music industry who attended their performance. Of the 10 responses received, 7 peers rated the ensemble's performance as 'good' or 'excellent'. This would be calculated as 70% of respondents rating the work as good or excellent (number = 7). • A visual arts organisation sends an online survey to 5 partners who have significantly contributed to delivery of their tour – e.g. a school teacher, council arts officers, arts organisations that helped deliver activities and financial sponsors. Of the 4 partners who responded to the survey, 3 rated their overall experience of the partnership as 'good' or 'excellent'. This would be calculated as 75% of respondents rating the work as good or excellent (number = 3) • A dance company sends an online survey to the 6 venues (presenters) it performed at during the course of its tour. All presenters responded to the survey, with 5 rating their overall experience of the tour as 'good' or 'excellent'. This would be calculated as 83% of respondents rating the work as good or excellent (number = 5)
<p>Total number of survey respondents – total number of people who completed your survey(s)</p>	<ul style="list-style-type: none"> • Refer to counting method in Question 6
<p>Response rate – percentage of people who completed your survey(s) when invited</p>	<ul style="list-style-type: none"> • Refer to counting method in Question 6

8. Examples of innovation

- Source of information: Tour records
- You are not expected to tick all boxes. Please only select those that were significant

Definitions

- **Development of product/work** – new or significantly improved products or work developed – e.g. significant adaptation of a performance for presentation in smaller venues
- **Development of community engagement approaches** – new or significantly improved community engagement approaches – e.g. development of a new workshop program or development of a new partnership approach to working with schools
- **Artistic/cultural experimentation or risk-taking** – new ways tried of experimenting artistically or culturally – e.g. involvement of local music ensembles in performances
- **Modes of production** – new or significantly improved ways of producing products or services adopted – e.g. a touring set that is light weight and low cost to transport
- **Digital approaches** – new or significantly improved ways of using digital technology adopted – e.g. a new blog to canvas critical feedback about the tour
- **Environmentally sustainable practice** – new or significantly improved sustainable practices adopted – e.g. theatre set built from recycled materials
- **Business models or ways of delivering (e.g. new approaches to touring)** – new or significantly improved business models or ways of delivering tours developed – e.g. cost-sharing opportunities identified with similar companies
- **Revenue streams** – new or significantly improved revenue/income streams adopted – e.g. producing and selling merchandise
- **Modes of distribution** – new or significantly improved ways of distributing your products or services adopted – e.g. expansion of performances or exhibitions to non-arts spaces
- **Marketing channels** – new or significantly improved ways of marketing developed – e.g. development of a new marketing strategy targeting tourists in partnership with a regional tourism organisation

9. Employment and volunteering generated for this tour

- Source of information: HR and volunteer records

Definitions	Counting method and rules
<p>Number of full-time equivalent (FTE) positions – total number of FTE positions created for the delivery of this tour (i.e. in your touring party)</p>	<ul style="list-style-type: none"> • Count using the following methodology: <ol style="list-style-type: none"> Calculate the number of hours equivalent to a full-time position for one year (including annual leave entitlements) e.g. 8 hours per day, 5 days per week, 52 weeks per year = 2080 hours per year (this is a good standard to use but you can adjust it if your full-time staff are required work fewer or more than 8 hours per day – e.g. 7.5 hours per day, 5 days per week, 52 weeks per year = 1950 hours per year) Calculate the total number of paid hours undertaken by staff employed by you (on contract or permanent basis) specifically to support your tour Divide the total number of paid hours undertaken by the total number of hours that make up one full-time position for one year <p>EXAMPLE:</p> <ul style="list-style-type: none"> • A company employs 2 additional staff for the duration of its three-month tour – one part-time tour coordinator who works 15 hours per week and one contracted artist who works 84 hours over the course of the tour. This would be calculated as follows: <ol style="list-style-type: none"> Number of hours equivalent to a full-time position for one year = 2080 hours Number of paid hours undertaken by staff = (15 hours x 12 weeks) + 84 hours = 264 hours FTE = 264 divided by 2080 = 0.1 FTE positions <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Staff members at presenting venues • Positions that already existed before the tour • Overtime hours paid to staff • External business providers engaged such as equipment hirers or caterers who are not your staff members – this would be counted in Question 13 (Queensland-based businesses contracted to provide services)
<p>Number of paid artists/arts and cultural workers – total number of people employed on staff by you (including on contract) as artists or arts and cultural workers for the delivery of this tour</p>	<ul style="list-style-type: none"> • Count the number of individual staff receiving payment in an artistic or cultural role specifically to support delivery of this tour <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A company has a core performing group of 3 artists who are employed on long-term contracts, and engages an additional 4 artists on short-term contracts to be part of a touring performance. This would be calculated as 4 paid artists. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • People already employed by you or your company before the tour • People who self-identify as artists/arts and cultural workers but were paid to undertake a non-arts role such as administration – they would be counted as ‘other paid workers’ in the next question

Definitions	Counting method and rules
<p>Number of other paid workers – total number of people employed on staff by you (including on contract) for the delivery of this tour, who were not engaged in an artistic/cultural role</p>	<ul style="list-style-type: none"> • Count the number of individual staff receiving payment in a non-artistic or non-cultural role specifically to support delivery of this tour <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A company engages 2 technical support staff on contract to travel on the tour. A tour manager also oversees the tour, but they have a permanent position with the company and were not specifically employed for the tour. This would be calculated as 2 paid workers. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • People already employed by you or your company before the tour • People paid in an artistic or cultural role as reported in previous question • External business providers engaged such as local equipment operators or caterers who are not your staff members – this would be counted in Question 13 (Queensland-based businesses contracted to provide services)
<p>Number of volunteers – total number of people engaged as volunteers to support delivery of your tour. Volunteer work is:</p> <ul style="list-style-type: none"> • unpaid (reimbursement for out-of-pocket expenses is <u>not</u> considered payment) • provided in the form of time, service or skills (donation of money or goods <u>not</u> included) • formal; carried out for or through an organisation or group 	<ul style="list-style-type: none"> • Count the number of individuals who volunteered to support delivery of your activities (irrespective of the amount of time they contribute) • Count each individual once, irrespective of the number of different times they volunteer <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A touring exhibition that travels to 3 communities is supported by 2 volunteer ushers in each community. This would be calculated as 6 volunteers. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Staff who contribute unpaid over-time • People reported as in-kind partners in Question 10

10. Financial and in-kind partnerships (excluding Arts Queensland)

- Source of information: Tour records, financial records

Definitions	Counting method and rules
<p>Number of financial partnerships – number of financial partners contributing to your tour, <u>not including</u> Arts Queensland</p>	<ul style="list-style-type: none"> • Count each financial partner once (irrespective of number of different parts of the tour they support) <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A tour is supported by Arts Queensland, Australia Council for the Arts, a philanthropist and 2 financial sponsors. This would be calculated as 4 financial partnerships. • An organisation receives Arts Queensland funding for a tour, and brokers a financial partnership with Queensland Health for a community engagement project as part of the tour and a financial sponsorship from a local business for a community event. This would be calculated as 2 financial partnerships. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Arts Queensland • Other organisations or individuals funded by Arts Queensland for the same activity (i.e. your co-funding partner)
<p>Number of in-kind partnerships – number of in-kind partners contributing non-cash assistance to your tour, <u>not including</u> Arts Queensland</p>	<ul style="list-style-type: none"> • Count each in-kind partner once (irrespective of number of different ways they support your tour or the number of different parts of the tour they support) • Include the following types of in-kind partnerships in your count: <ul style="list-style-type: none"> – Donated goods (e.g. equipment, materials, supplies) – Donated services (e.g. professional services, technical services) – Donated use of facilities (e.g. venue hire, office space) <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A tour is supported by a number of in-kind partners including 1 local council which donates venue hire and 1 research consultant who donates their time to develop an evaluation plan for the tour. This would be calculated as 2 in-kind partnerships. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Your own in-kind support of your own work • In-kind support you provide to others • Other organisations or individuals funded by Arts Queensland for the same activity (i.e. your co-funding partner) • Any Arts Queensland in-kind contribution • Volunteers reported in Question 9
<p>\$ value of support: financial partnerships – total value of financial partnerships, <u>not including</u> Arts Queensland</p>	<ul style="list-style-type: none"> • Count the total dollar value of all financial partnerships reported above, <u>excluding GST</u> <p>EXAMPLES:</p> <ul style="list-style-type: none"> • Apart from Arts Queensland funding, an organisation receives Queensland Health funding of \$5000 for a community engagement project and a financial sponsorship of \$2000 from a local business for a community event. This would be calculated as a total value of \$7000.

Definitions	Counting method and rules
	<p>DO NOT COUNT:</p> <ul style="list-style-type: none"> Arts Queensland contribution
<p>\$ value of support: in-kind partnerships – total value of in-kind partnerships, <u>not including</u> Arts Queensland</p>	<ul style="list-style-type: none"> Count the total estimated dollar value of all in-kind partnerships reported above You may need to gather this data in a range of ways – e.g. ask in-kind partner the value of the goods or services being donated or find out the market price of similar goods or services <p>EXAMPLES:</p> <ul style="list-style-type: none"> The local council donates venue use (hire fees would normally cost \$500) and a research consultant donates their time to develop an evaluation plan (which they cost as worth \$1500). This would be calculated as a total value of \$2000. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> Any Arts Queensland in-kind contribution

11. Broader social and community outcomes (IF RELEVANT to your tour)

- Source of information: Tour records, evaluation data on social outcomes
- Refer to fact sheet about evaluating social outcomes, available on the Arts Queensland website
- You are not expected to tick all boxes. Please only select those that were significant.

Definitions
<ul style="list-style-type: none"> Community building – e.g. 50 people participate in a community engagement project undertaken as part of a broader tour and 75% of participants report an increased sense of community pride and belonging Educational outcomes – e.g. 30 students participate in music workshops and teachers report improvement in orchestral performance as a result Health and wellbeing outcomes – e.g. a series of dance workshops is held in 3 community health centres as part of a tour, with one of those centres developing an ongoing dance fitness program as a result of the positive community response Community recovery after disasters – e.g. a theatre show tours to a number of communities affected by floods, with 70% of attendees surveyed agreeing the performance provided an important opportunity for community members to experience some temporary relief from their everyday worries Environmental outcomes – e.g. a community theatre project exploring water management issues facilitates new dialogue between local farmers, council and environmental groups Promotion of cultural diversity – e.g. a touring exhibition about the story of Cairns' Chinese community attracts 1000 attendees, with 85% of those surveyed reporting increased understanding of Chinese culture and Queensland migrant history

12. Tourism contribution for a selected event (IF RELEVANT to your tour)

- Source of information: Attendee/participant surveys
- Refer to sample surveys on Arts Queensland's website which contain tourism questions referenced below
- Refer to fact sheet about developing and implementing surveys available on Arts Queensland's website

Definitions	Counting method and rules
Total number of survey respondents – total number of people who completed survey	<ul style="list-style-type: none"> • Count all respondents who completed your survey during the tour (irrespective of whether they were local community members or tourists)
Number of intrastate overnight visitors – visitors to your activity or event who usually reside in another area of Queensland more than 40kms away <u>and</u> stayed at least one night	<ul style="list-style-type: none"> • Count the number of survey respondents who indicate they are from intrastate – i.e. more than 40kms away <u>and</u> stayed at least one night (based on answers to the questions: What is your residential postcode? and As part of your visit, are you staying overnight away from home? (only count if answer yes)) <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A touring company surveys 200 attendees and finds out 30 survey respondents are from another part of Queensland more than 40kms away. Of these, 20 are staying at least one night and 10 are not. This would be calculated as 20 intrastate visitors. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Attendees at touring performances you undertake in other states or territories or countries – only count for activities undertaken in Queensland • Attendees from an area 40kms or more away who are <u>not</u> staying for at least one night
Number of interstate overnight visitors – visitors to your activity or event who usually reside more than 40kms away in another state or territory in Australia <u>and</u> stayed in Queensland at least one night	<ul style="list-style-type: none"> • Count the number of survey respondents who indicate they live more than 40kms away in another state or territory <u>and</u> stayed at least one night in Queensland (based on answers to the question: What is your residential postcode? and As part of your visit, are you staying overnight away from home? (only count if answer yes and at least one of those nights is in Queensland)) <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A touring company surveys 200 attendees and finds out 40 survey respondents are from another state or territory and are staying at least one night in Queensland. A further 10 survey respondents have travelled from another state but are returning home the same day. This would be calculated 40 interstate visitors. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Attendees at touring performances you undertake in other states or territories or overseas – only count for activities undertaken in Queensland
Number of international overnight visitors – visitors to your activity or event who usually reside outside Australia <u>and</u> stayed in Queensland at least one night	<ul style="list-style-type: none"> • Count the number of survey respondents who indicate they are from overseas <u>and</u> stayed at least one night in Queensland (based on answers to the question: What is your residential postcode? Or if you are from overseas, which country? and As part of your visit, are you staying overnight away from home? (only count if answer yes and at least one of those nights is in Queensland))

Definitions	Counting method and rules
	<p>EXAMPLES:</p> <ul style="list-style-type: none"> A touring company surveys 200 attendees and finds out 10 survey respondents are visiting from another country and stayed at least one night in Queensland. This would be calculated as 10 international visitors. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> Attendees at touring performances you undertake in other states or territories or overseas – only count for activities undertaken in Queensland People who are now residing in Australia but are originally from another country
<p>Average number of nights stayed in Queensland – the average number of nights visitors from intrastate, interstate and overseas stayed in Queensland (whether that be in the local area or another part of Queensland)</p>	<ul style="list-style-type: none"> Count the total number of nights survey respondents from intrastate, interstate or overseas (using the above definitions) said they would stay in Queensland (based on answers to the questions: How many nights are you staying here in [local area]? <u>plus</u> how many nights are you staying elsewhere in Queensland?) To obtain an average, divide the total number of days by the total number of survey respondents for that question who were staying in Queensland for at least one night <p>EXAMPLES:</p> <ul style="list-style-type: none"> A touring company surveys 200 attendees and finds out 70 survey respondents are from intrastate, interstate or overseas and stayed at least one night in Queensland (using the above definitions). All the responses from these 70 respondents to the questions ‘how many nights are you staying here in [local area]?’ and ‘how many nights are you staying elsewhere in Queensland?’ add up to a total of 150. The average would be calculated by dividing 150 nights by 70 respondents = 2.1 nights on average.
<p>Average total daily spend – the average dollar amount spent per day by visitors who were from intrastate, interstate and overseas</p>	<ul style="list-style-type: none"> Count the total estimated expenditure across all survey respondents who said they were from intrastate, interstate or overseas and were staying at least one night in Queensland (based on answers to the question: How much do you think you will spend on this trip per day?) To obtain an average, divide the total estimated expenditure by the total number of survey respondents for that question <p>EXAMPLES:</p> <ul style="list-style-type: none"> A touring company surveys 200 attendees and finds out 70 survey respondents are from intrastate, interstate or overseas and stayed at least one night in Queensland (using the above definitions). All the responses from these 70 respondents to the question ‘how much do you think you will spend on this trip per day?’ add up to a total of \$19,000. The average would be calculated by dividing \$19,000 by 70 respondents = \$271.
<p>Number who travelled for primary purpose of attending your event – number of visitors from intrastate, interstate and overseas who came to the local area for the primary purpose of attending your activity or event</p>	<ul style="list-style-type: none"> Count the total number of survey respondents from intrastate, interstate or overseas (using the above definitions) who said your activity or event was the primary purpose for coming to the local area (based on answer to the question: What was your primary purpose for coming to [local area]?) <p>EXAMPLES:</p> <ul style="list-style-type: none"> A touring company surveys 200 attendees and finds out 70 survey respondents are from intrastate, interstate or overseas (using the above definitions). Of these 70 respondents, 10 said the touring performance was their primary purpose for the visiting the area. This would be calculated as 14% of visitors who came to the area for primary purpose of attending the tour.

Definitions	Counting method and rules
<p>Estimated total tourism value (if known) – total tourism value contributed by your tour, based on tourism input-output economic models</p>	<ul style="list-style-type: none"> • Include total tourism value if this has been calculated (this usually requires the assistance of an independent economist/evaluator) <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Tourism value estimates conducted without using a formal input-output economic model

13. Contribution to local economy and businesses

- Source of information: Tour records, financial records

Definitions	Counting method and rules
<p>Number of Queensland-based businesses contracted to provide services – number of external businesses <u>based in Queensland</u> you have contracted as part of delivering your tour (e.g. venues, equipment hirers, caterers, legal firms, printers, etc.)</p>	<ul style="list-style-type: none"> • Count number of Queensland-based businesses contracted over the course of your tour • Count each business only once (irrespective of number of different times contracted) <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A touring company hires 4 venues each used twice and equipment from 1 hirer used in all locations. This would be calculated as 5 businesses contracted to provide services. <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> • Individuals you have counted in employment figures in Question 9 • Businesses not contracted specifically for your tour (i.e. businesses contracted for other activities your company is delivering simultaneously that are not part of the tour you are funded for under <u>Playing Queensland</u>)
<p>Total value of contracts with Queensland-based businesses – total dollar value of all contracts with Queensland-based businesses</p>	<ul style="list-style-type: none"> • Calculate the total dollar value of all contracts referenced in the question above, <u>excluding GST</u> <p>EXAMPLES:</p> <ul style="list-style-type: none"> • A touring company hires 4 venues each used twice (total spend \$8000) and equipment from 1 hirer (total spend \$5000). This would be calculated as a total value of \$13,000.

Questions 14-18

- No instructions apply beyond those provided in template