

# **Data dictionary**

## **Queensland Arts Showcase Program, Organisations Fund and Projects & Programs Fund**

## Data dictionary: Queensland Arts Showcase Program, Organisations Fund and Projects & Programs Fund Outcome Reports

The outcome reports webpage on the Arts Queensland website contains a number of tools and resources to support data collection. For example, you may wish to use the Excel tool developed to help you keep track of your data over time.

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: Project/activity records

Definitions	Counting method and rules
<p><b>Productions</b> – number of live productions/ seasons, recordings or broadcasts presented within a single continuous timeframe, regardless of number of individual performances and locations or number of shorter works contained within</p>	<ul style="list-style-type: none"> <li>• Count the overall production as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count a single concert made up of five pieces as 1 activity</li> <li>• Count a concert repeated for three nights as 1 activity</li> <li>• Count a tour of five venues over four weeks with two performances in each venue as 1 activity (note: a second tour of the same production six months later would only be counted as an additional activity if it was substantially changed since the first tour e.g. restaged, new cast)</li> <li>• Count a single recording made up of several tracks as 1 activity</li> <li>• Count a broadcast repeated on several occasions as 1 activity</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Publications (these are counted below)</li> </ul>
<p><b>Performances</b> – number of live performances you presented, produced or co-produced</p>	<ul style="list-style-type: none"> <li>• Count each individual performance as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• For a performance season, count each performance within that season as 1 activity (e.g. a theatre season made up of 5 performances would be counted as 5 activities)</li> <li>• For a touring performance, 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)</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Broadcasts (these are only counted in 'productions')</li> </ul>
<p><b>New works</b> – number of brand new works or radically new or different interpretations of existing work <u>created and presented</u></p>	<ul style="list-style-type: none"> <li>• Count each new work as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count a new work presented on separate occasions as 1 activity (e.g. a new visual art work included in two exhibitions would be counted as 1 activity)</li> </ul>

Definitions	Counting method and rules
<p><b>Creative developments</b> – number of discrete creative processes (e.g. concept development for public art work, script writing) which may include presentation of work in progress but <u>does not involve public presentation</u> or performance of completed work</p>	<ul style="list-style-type: none"> <li>• Count each overall creative development/process as 1 activity (irrespective of whether it results in a finished product)</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count a creative development which includes several different components contributing to one overall work as 1 activity</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Completed creative developments presented to the public – this is counted as a new work</li> </ul>
<p><b>Exhibitions</b> – number of exhibitions developed and presented, regardless of how many individual works are included within</p>	<ul style="list-style-type: none"> <li>• Count each exhibition as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count a single exhibition made up of work by three artists as 1 activity</li> <li>• For a travelling exhibition, count the exhibition as 1 activity regardless of number of venues toured to</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Displays of permanent collections unless curated as a special exhibition</li> </ul>
<p><b>Exhibition venues</b> – total number of venues the exhibition is presented at</p>	<ul style="list-style-type: none"> <li>• Count each separate venue as 1 venue</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count an exhibition that is held in Brisbane for 6 weeks and then travels to 3 other communities as 4 venues</li> </ul>
<p><b>Publications</b> – number of books, journals, arts magazines, literary publications, one-off publications such as major catalogues or curatorial essays, industry/sector development newsletters, CDs and scores <u>published</u> in print or digital media</p>	<ul style="list-style-type: none"> <li>• Count each individual publication as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• For serial publications, count each issue as 1 (e.g. a series of 6 issues over 12 months would be counted as 6 activities)</li> <li>• Count a single issue of a journal, magazine or CD that contains a number of works as 1 activity</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Membership/network newsletters not generally available to the public</li> <li>• Annual reports</li> <li>• Exhibition or theatre programs</li> <li>• Social media and blog posts</li> </ul>

Definitions	Counting method and rules
<p><b>Tours</b> – number of tours undertaken or delivered by you to present work, whether in Queensland, interstate or overseas</p>	<ul style="list-style-type: none"> <li>• Count each tour as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count a performing arts tour delivered in several locations as 1 activity</li> <li>• Count a travelling exhibition delivered in several locations as 1 activity</li> <li>• Count a travelling workshop series delivered in several locations as 1 activity</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Touring performances ‘hosted’ by your venue which you are not directly involved in developing and delivering</li> </ul>
<p><b>Tour venues</b> – total number of venues included in the tour</p>	<ul style="list-style-type: none"> <li>• Count each separate venue as 1 venue</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count one tour delivered in 3 venues as a total of 3 venues</li> <li>• Count two tours of the same exhibition each delivered in 3 venues as a total of 6 venues</li> </ul>
<p><b>Festivals delivered by you</b> – number of festivals presented, produced or co-produced by you</p>	<ul style="list-style-type: none"> <li>• Count each festival as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count a festival featuring several artists as 1 activity</li> <li>• Count a festival delivered over several days as 1 activity</li> </ul>
<p><b>Conferences, workshops, training or group information sessions delivered by you</b> – number of skills development and professional development activities delivered, whether target audience is industry or general public</p>	<ul style="list-style-type: none"> <li>• Count each conference, workshop, training or group information session delivered as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count a conference held over two days as 1 activity</li> <li>• Count a workshop or training session delivered to one group of people over two days as 1 activity</li> <li>• For a workshop or training series, count each individual workshop as 1 activity (e.g. a series of three different workshops delivered to one group of people over two months would be counted as 3 activities; a workshop repeated three times for a different group of people each time would be counted as 3 activities)</li> <li>• Count an information session delivered to one group of people as 1 activity</li> <li>• Count an information session repeated for three different groups of people as 3 activities</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Professional development activities you attended yourself but did not have a role in delivering</li> </ul>

Definitions	Counting method and rules
<p><b>Individual advice or consultation sessions provided by you to artists or arts and cultural workers</b> – number of <u>significant</u> advice or consultation sessions provided to artists or arts and cultural workers in your service delivery/industry development capacity, whether delivered face-to-face, by telephone or by email (e.g. career planning advice for artists, legal and governance support)</p>	<ul style="list-style-type: none"> <li>• Count each advice or consultation session as 1 activity</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count advice sessions delivered to one artist on three separate occasions as 3 activities</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Contacts with artists and arts and cultural workers that are primarily focused on providing basic information about your own organisation or activity</li> <li>• Minor advice or enquiries (nb: in the business sector, a session of 20 minutes or more is considered 'significant')</li> </ul>
<p><b>Other (please specify)</b> – any other <u>significant</u> activities you delivered that are not captured in the above definitions</p>	<ul style="list-style-type: none"> <li>• Count as relevant to the 'other' activity you have identified</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Internal organisational activities such as strategic planning, administration, board meetings, staff meetings etc.</li> </ul>

## 2. Number of activities, attendees and participants in each region

- Source of information: Project/activity 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.
- This question is not relevant for the following Project and Program Fund types:
  - creative development
  - infrastructure

Definitions	Counting method and rules
<p><b>Activities</b> – as defined in Question 1, with a focus on those activities with a public outcome delivered in specific regions</p>	<ul style="list-style-type: none"> <li>• Count the total number of activities undertaken in each region (refer below for definitions of regions)</li> <li>• <u>Only</u> include data from these activities reported in Question 1 (this will avoid double-counting):               <ul style="list-style-type: none"> <li>– Performances</li> <li>– Exhibition venues</li> <li>– Festivals delivered by you</li> <li>– Conferences, workshops, training or groups information sessions delivered by you</li> </ul> </li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Productions, new works, creative developments, number of exhibitions, publications, number of tours, tour venues, individual advice or consultation sessions</li> </ul>
<p><b>Attendees</b> – people who attend activities and events as audience members, e.g. to see an exhibition, watch a performance, listen to a lecture, attend a conference</p>	<ul style="list-style-type: none"> <li>• Count the number of attendees in each region</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• For ticketed activities, count each ticket holder as 1 attendee</li> <li>• For non-ticketed activities, count each person as 1 attendee</li> <li>• If people attend your activity <u>primarily</u> as audience members but they also have the opportunity to actively participate in an activity as part of their overall experience (e.g. at a festival), count them as attendees (not participants)</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Television or radio audiences</li> <li>• Publication readership</li> <li>• People who are in the general vicinity of your activity but do not purposely attend (e.g. people who walk past a performance at a community market day but do not stop for a substantial time to watch). 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.</li> <li>• Participants as per definition below</li> </ul>

Definitions	Counting method and rules
<p><b>Participants</b> – people who actively participate in activities, e.g. attend a class to make something, sing in a choir, participate in a training workshop</p>	<ul style="list-style-type: none"> <li>• Count the number of participants in each region</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count each person participating in activities as 1 participant</li> <li>• 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 an art class delivered over a two-day weekend would be counted only once)</li> <li>• 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)</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Staff</li> <li>• Volunteers</li> </ul>
<p><b>REGIONAL DEFINITIONS:</b></p> <p><b>Brisbane</b> – Brisbane City Council area</p> <p><b>Greater South East Queensland (excluding Brisbane)</b> – Gold Coast City Council, Ipswich City Council, Lockyer Valley Regional Council, Logan City Council, Moreton Regional Council, Redland City Council, Scenic Rim Regional Council, Somerset Regional Council, Sunshine Coast Regional Council</p> <p><b>Outside South East Queensland (but still in Queensland)</b> – any part of Queensland outside Brisbane and Greater South East Queensland</p> <p><b>Interstate</b> – any part of Australia outside Queensland</p> <p><b>Overseas</b> – any part of the world outside Australia</p>	

### 3. Locations where you undertook the activities

Definitions	Counting method and rules
<p><b>Locations</b> – communities where you undertook the activities reported in Question 2</p>	<ul style="list-style-type: none"> <li>• Provide list of communities receiving activities reported in Question 2</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• An organisation reported in Question 2 that they undertook 1 activity in Brisbane and 2 activities outside South East Queensland. Locations would be listed in Question 3 as Inala (Brisbane), Bundaberg and Winton.</li> </ul>

#### 4. Television, radio and publication reach (IF RELEVANT to your organisation or project or program)

- Source of information: broadcast records, publication circulation records

Definitions	Counting method and rules
<p><b>Television audience</b> – number of people who watch your television broadcast</p>	<ul style="list-style-type: none"> <li>• Count broadcast audience as reported by broadcaster</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count viewers from the original and repeated broadcasts on television, including web-streamed television (e.g. iview)</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Instances where you are interviewed on television, e.g. on the news or as part of a broader arts focused television program</li> </ul>
<p><b>Radio audience</b> – number of people who listen to your radio broadcast</p>	<ul style="list-style-type: none"> <li>• Count broadcast audience as reported by broadcaster</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Count listeners from the original and repeated broadcasts, including online broadcasts/podcasts (e.g. a radio play that attracts 5000 listeners in its first broadcast and a further 2000 listeners when repeated a week later would be counted as an audience of 7000)</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Instances where you are interviewed on radio, e.g. on the news or as part of a broader arts focused radio program</li> </ul>
<p><b>Publication readership</b> – number of people who access your publication</p>	<ul style="list-style-type: none"> <li>• Count total publication readership (refer to definition of publication in Question 1)</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• For a one-off publication that people pay for, count total number of publications sold (e.g. a book that sells 10,000 copies would be counted as a readership of 10,000)</li> <li>• For a CD or individual songs that people pay for, count the total number of CDs sold or total number of song downloads paid for</li> <li>• For a series of publications that people pay for, count the total number of each issue sold (e.g. for a journal that consists of six issues sent to 20,000 subscribers with a further 10,000 individual issues sold to non-subscribers, the readership would be 130,000)</li> <li>• For a published musical score people pay for, count the total number of scores sold</li> <li>• For one-off publications that are free, count the number of people the publication is distributed to or the number of people who download it (e.g. for a curatorial publication distributed to 500 people at an exhibition, the readership would be 500; for a free e-book that 300 people download, the readership would be 300)</li> </ul> <p>DO NOT INCLUDE:</p> <ul style="list-style-type: none"> <li>• Readership of documents not counted in the definition of ‘publication’ in Question 1 – e.g. annual reports, membership/network newsletters, exhibition or theatre programs, social media/blogs</li> </ul>



## 5. Digital engagement

- Source of information: online data
- Refer to fact sheet about tracking online data available on Arts Queensland's website
- This question may not be relevant for the following Project and Program Fund types:
  - creative development (unless digital engagement is part of the development process)
  - infrastructure

Definitions	Counting method and rules
<p><b>Web link to your online platform</b> – web address for online platform actively managed and driven by you to deliver at least one aspect of your activities (e.g. your own website, your Facebook page, your Twitter account, your blog, YouTube clips uploaded etc.)</p>	<ul style="list-style-type: none"> <li>• List the web links for up to three online platforms used and the purpose as per options provided (marketing, distribution/delivery, active engagement)</li> <li>• If you used more than three online platforms, report on those that were most significant to your work</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Other online platforms not managed or driven by you (e.g. promoting your event through external event and tourism websites)</li> </ul>
<p><b>Number of unique users</b> – number of individual users of each platform</p>	<ul style="list-style-type: none"> <li>• For websites and blogs, count the number of unique visitors</li> <li>• For Facebook, count the number of page likes</li> <li>• For Twitter, count the number of followers</li> <li>• For YouTube clips, count number of unique visitors</li> <li>• For Vimeo, count the number of plays (unless you can access unique visitor data through advanced statistics)</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Number of webpage or website hits</li> </ul>
<p><b>Other online statistics</b> – 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"> <li>• Include as relevant</li> </ul>

## 6. New attendees/participants/clients/online visitors

- Source of information: ticket data, client/membership database, attendee/participant/client survey, online data
- Refer to sample surveys on Arts Queensland's website which contain required questions
- Refer to fact sheet about tracking online data available on Arts Queensland's website
- This question is not relevant for the following Project and Program Fund types:
  - creative development
  - infrastructure

Definitions	Counting method and rules
<p><b>New attendees/ participants for you</b> – attendees and participants who have never accessed your services, 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"> <li>• Count number of new ticket buyers</li> <li>• Calculate as % of overall ticket buyers for the year or for your project or program</li> </ul> <p>If based on attendee/participant survey</p> <ul style="list-style-type: none"> <li>• Count number who answer 'no' to question in attendee/participant survey: 'Have you ever [attended/participated/accessed our services] in the past?'</li> <li>• Calculate as % of total survey respondents</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A music ensemble sells tickets to 1000 attendees over the course of a year who have never attended a concert by this ensemble in the past. The total number of attendees at concerts over the year is 10,000. This would be calculated as 10% new attendees (number = 1000). Data source would be ticket sales data.</li> <li>• A program delivers 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.</li> <li>• A free festival 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 the festival before. Of 200 attendees surveyed, 50 had never been to the festival before. This would be calculated as 25% new attendees (number = 50). Data source would be attendee survey.</li> </ul>

Definitions	Counting method and rules
<p><b>New attendees/participants for your art form/area of practice</b> – 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"> <li>• Count number who answer ‘no’ to the following question in attendee/participant survey(s): ‘Have you ever attended/participated in a [art form activity or event] in the past?’</li> <li>• Calculate as % of total survey respondents</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>
<p><b>New clients/members for you</b> – users of industry development organisations who have never accessed the services of that organisation in the past (e.g. paid members, artists supported through individual consultation and advice, organisations assisted with legal or governance issues etc.)</p>	<ul style="list-style-type: none"> <li>• Count number of new clients using your services and number of new paid members in membership database</li> <li>• Calculate as % of overall clients/members for the year or for your project or program</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A visual arts industry development organisation has a paid membership base of 2000 people and has provided individual consultation sessions to 200 artists over the past year. Three hundred people on the membership base joined the organisation in the past year and 40 artists receiving individual consultation sessions had never accessed the organisation’s services in the past. Hence there were 340 new clients/members from a total of 2200 clients/members. This would be calculated as 15% new clients/members (number = 340). Data source would be client and membership databases.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Participants in conferences, workshops, training sessions and group information sessions – these are counted in number of new attendees/participants above</li> <li>• People you may refer to as members (e.g. members of your network or email group) but who do not pay a membership fee to your organisation</li> </ul>
<p><b>Online visitors who were new to your online platforms</b> – online visitors who have never accessed your online platforms in the past</p>	<ul style="list-style-type: none"> <li>• Count number of new unique visitors to your online platforms for the year or for the duration of your project or program (this may include more platforms than reported in Question 5 if you used more than three platforms)</li> <li>• Calculate as % of total unique visitors to your online platforms for the year or for the duration of your project or program</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• An organisation had 1200 <i>new</i> unique visitors to its website over the past 12 months (from total 10,000 unique visitors over that same period) and an increase of 200 page likes on its Facebook account (from a total of 500 page likes). This would be calculated at 1400 <i>new</i> unique visitors over the past 12 months, representing 13% of all unique visitors.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Platforms where you cannot calculate <i>new unique</i> visitors</li> </ul>

## 7. 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.

## 8. Attendee/participant/client feedback

- Source of information: Attendee/participant/client 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
- This question is not relevant for the following Project and Program Fund types:
  - creative development

Definitions	Counting method and rules
<p><b>Respondents who rated your work as good or excellent</b> – people who completed your survey(s) and answered the overall rating question as 'good' or 'excellent'</p>	<ul style="list-style-type: none"> <li>• Count number who answer 'good' or 'excellent' to the following 'overall rating' question in attendee/participant/client survey(s): 'Overall, how would you rate the [event/activity/service]?'</li> <li>• Calculate as % of total survey respondents who answered this question</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A project involves delivery of one theatre performance. At the end of the performance, project staff and volunteers surveyed 90 attendees about their experience of the event. 80 survey respondents completed the 'overall rating' question. Of these, 40 people rated the performance as 'excellent' and a further 20 as 'good'. This would be calculated as 75% of respondents rating the work as good or excellent (number = 60).</li> <li>• An industry development organisation conducts participant feedback surveys at 5 workshops delivered over the year and also conducts an annual client satisfaction survey. Of the 125 survey responses gathered from the 5 workshops, 100 people rated the workshops as either 'good' or 'excellent'. Of the 150 responses received to the client satisfaction survey, 120 people rated the services they had received as either 'good' or 'excellent'. Hence, a total of 220 survey responses from a total of 275 rated the work of the organisation as good or excellent. This would be calculated as 80% (number = 220).</li> </ul>
<p><b>Total number of survey respondents</b> – total number of people who completed your survey(s)</p>	<ul style="list-style-type: none"> <li>• Count all respondents across all surveys included in the calculation above (irrespective of whether they completed the 'overall rating' question)</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• From the first example above, the total number of survey respondents is 90.</li> <li>• From the second example above, the total number of survey respondents is 275.</li> </ul>

Definitions	Counting method and rules
<p><b>Response rate</b> – percentage of people who completed your survey(s) when invited</p>	<ul style="list-style-type: none"> <li>• Count the total number of people you invited to complete the survey(s)</li> <li>• Calculate % of people who completed the survey(s) from the total invited</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• From the first 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. This would be calculated as a response rate of 82%.</li> <li>• From the second example above, all 140 participants in the workshops were asked to complete the survey and 125 did so. The annual client satisfaction survey was emailed to 600 clients and paid members, with 150 people responding. Hence, 275 people from a total of 740 who were invited to complete a survey did so. This would be calculated as a response rate of 37%.</li> </ul>
<p><b>Survey respondents as a % of total attendees/participants/clients</b> – percentage of people who completed your survey(s) from your total attendee/participant/ client base</p>	<ul style="list-style-type: none"> <li>• Count the total number of people who completed the survey(s)</li> <li>• Count total number of attendees/participants/clients who engaged in your activities, events and services over the year (for Organisations Fund) or the duration of your project or program (for Queensland Arts Showcase Program or Projects and Program Fund)</li> <li>• Calculate % of people who completed the survey(s) from the total number of attendees/participants/clients</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• From the first example above, the theatre performance attracted a total of 900 people (and was the only activity delivered through the project). Of all 900 attendees, 90 people completed the survey. This would be calculated as 10% of total attendees.</li> <li>• From the second example above, the organisation delivered activities and services to 1000 people over the year. Of these, 275 people completed survey(s). This would be calculated as 28% of total attendees/participants/clients.</li> </ul>

### 9. Peer/partner feedback (OPTIONAL)

- Source of information: Peer/partner 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><b>Respondents who rated your work as good or excellent</b> – peers and/or partners who completed your survey(s) and answered the overall rating question as 'good' or 'excellent'</p> <p><b>Peers</b> – individuals who have engaged with your work and could comment on its artistic/cultural merit</p> <p><b>Partners</b> – individuals and organisations that have played a significant role supporting the delivery of your activities (e.g. sponsors, delivery partners)</p>	<ul style="list-style-type: none"> <li>• Count number who answer 'good' or 'excellent' to the following 'overall rating' question in peer survey(s): 'How would you rate the [performance/exhibition/event] 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?'</li> <li>• Calculate as % of total survey respondents who answered this question</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A music ensemble sends an online survey to 10 peers in the music industry who attended their concert. Of the 10 responses received, 7 peers rated the ensemble's work as 'good' or 'excellent'. This would be calculated as 70% of respondents rating the work as good or excellent (number = 7).</li> <li>• A community cultural development organisation sends an online survey to 20 partners who have significantly contributed to delivery of their programs over the past year – e.g. a school teacher, council arts officers, arts organisations that helped deliver activities and financial sponsors. Of the 15 partners who respond to the survey, 10 rated their overall experience of the partnership as 'good' or 'excellent'. This would be calculated as 67% of respondents rating the work as good or excellent (number = 10).</li> </ul>
<p><b>Total number of survey respondents</b> – total number of people who completed your survey(s)</p>	<ul style="list-style-type: none"> <li>• Refer to counting method in Question 8</li> </ul>
<p><b>Response rate</b> – percentage of people who completed your survey(s) when invited</p>	<ul style="list-style-type: none"> <li>• Refer to counting method in Question 8</li> </ul>

## 10. Examples of innovation

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

Definitions
<ul style="list-style-type: none"> <li>• <b>Development of product/work</b> – new or significantly improved products or work developed – e.g. development of a new public art work</li> <li>• <b>Development of services</b> – new or significantly improved services developed – e.g. trial of a new advice and referral service</li> <li>• <b>Artistic/cultural experimentation or risk-taking</b> – new ways tried of experimenting artistically or culturally – e.g. exhibition trialling new co-curation approach with children</li> <li>• <b>Modes of production</b> – new or significantly improved ways of producing products or services adopted – e.g. new manufacturing process</li> <li>• <b>Digital approaches</b> – new or significantly improved ways of using digital technology adopted – e.g. a new blog to canvas critical feedback</li> <li>• <b>Environmentally sustainable practice</b> – new or significantly improved sustainable practices adopted – e.g. theatre set built from recycled materials</li> <li>• <b>Business models or ways of delivering</b> – new or significantly improved business models or ways of delivering services developed – e.g. cost-sharing opportunities identified with similar organisations</li> <li>• <b>Revenue streams</b> – new or significantly improved revenue/income streams adopted – e.g. producing and selling merchandise deriving from an artistic product</li> <li>• <b>Modes of distribution</b> – new or significantly improved ways of distributing your products or services adopted – e.g. expansion of performances to non-arts spaces</li> <li>• <b>Marketing channels</b> – 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</li> </ul>

## 11. Examples of contribution to development of art form/artists/arts and cultural workers

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

Definitions
<ul style="list-style-type: none"> <li>• <b>Skills and knowledge development (for yourself or others)</b> – e.g. delivery of workshop series to build sector capacity in evaluation</li> <li>• <b>New networks and collaborations</b> – e.g. project which forges new collaborations across organisations in the arts and health sectors</li> <li>• <b>Market development</b> – e.g. new touring circuit established</li> <li>• <b>Raising profile of Queensland artists/arts and culture</b> – e.g. marketing strategy to promote Queensland Indigenous artists interstate</li> <li>• <b>Career or business development support for artists</b> – e.g. advice clinic to support artists with business plan development</li> <li>• <b>Research undertaken/published</b> – e.g. research conducted and published about the public value of museums</li> <li>• <b>New or upgraded spaces for arts and cultural practice</b> – e.g. rehearsal space upgraded for use by community dance groups</li> </ul>

## 12. Employment and volunteering generated

- Source of information: HR and volunteer records

Definitions	Counting method and rules
<p><b>Number of full-time equivalent (FTE) positions</b> – total number of FTE positions over the past year (if Organisations Fund) or over duration of project or program (if Projects or Programs Fund)</p>	<ul style="list-style-type: none"> <li>• Count using the following methodology:               <ol style="list-style-type: none"> <li>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)</li> <li>Calculate the total number of paid hours undertaken by staff employed by you (on contract or permanent basis) over the past year (for Organisations Fund) or for the duration of your project or program (for Queensland Arts Showcase Program or Projects and Programs Fund)</li> <li>Divide the total number of paid hours undertaken by the total number of hours that make up one full-time position for one year</li> </ol> </li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• An organisation employs 3 staff over one year – one staff member works 10 hours per week, one staff member works 20 hours per week and the other staff member works full-time at 40 hours per week. This would be calculated as follows:               <ol style="list-style-type: none"> <li>Number of hours equivalent to a full-time position for one year = 2080 hours</li> <li>Number of paid hours undertaken by staff = (10 hours x 52 weeks) + (20 hours x 52 weeks) + (40 hours x 52 weeks) = 3640 hours</li> <li>FTE = 3640 divided by 2080 = 1.75 FTE positions</li> </ol> </li> <li>• A project that runs for three months employs 2 staff for its duration – one part-time coordinator who works 15 hours per week and one contracted arts worker who works 84 hours over the course of the project. This would be calculated as follows:               <ol style="list-style-type: none"> <li>Number of hours equivalent to a full-time position for one year = 2080 hours</li> <li>Number of paid hours undertaken by staff = (15 hours x 12 weeks) + 84 hours = 264 hours</li> <li>FTE = 264 divided by 2080 = 0.1 FTE positions</li> </ol> </li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Overtime hours paid to staff</li> <li>• External business providers engaged such as accountants or lawyers who are not your staff members – this would be counted in Question 16 (Queensland-based businesses contracted to provide services)</li> </ul>



Definitions	Counting method and rules
<p><b>Number of paid artists/arts and cultural workers</b> – total number of people employed on staff by you (on contract or permanent basis) as artists or arts and cultural workers over the past year (if Organisations Fund) or over duration of project or program (if Queensland Arts Showcase Program or Projects and Programs Fund)</p>	<ul style="list-style-type: none"> <li>• Count the number of individual staff receiving payment in an artistic or cultural role (irrespective of length of engagement), including yourself as funding recipient if you were paid as an artist/arts and cultural worker</li> <li>• For permanent staff, count each individual once</li> <li>• For contract staff, count each individual once for each different project/activity they are engaged on</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• An organisation employs 3 artists part-time and 1 artist full-time over the year, and another 2 artists on short-term contracts for a specific project. This would be calculated as 6 paid artists.</li> <li>• An organisation engages 5 artists as contract staff for a program in July. Three of these same artists are engaged on contract again for a different program in September. This would be calculated as 8 paid artists.</li> <li>• A public art project includes a concept development phase and a fabrication phase. An artist is engaged on contract to complete the concept development phase, and then engaged again on a subsequent contract to proceed to fabrication. This would be calculated as 1 paid artist, as both contracts are for the one project.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• 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</li> </ul>
<p><b>Number of other paid workers</b> – total number of people employed on staff by you (on contract or permanent basis) who were not engaged in an artistic/cultural role over the past year (if Organisations Fund) or over duration of your project or program (if Queensland Arts Showcase Program or Projects and Programs Fund)</p>	<ul style="list-style-type: none"> <li>• Count the number of individual staff receiving payment in a non-artistic or non-cultural role (irrespective of length of engagement)</li> <li>• For permanent staff, count each individual once</li> <li>• For contract staff, count each individual once for each different project/activity they are engaged on</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• An organisation employs 1 general manager, 1 marketing officer and 2 administrative officers who job-share. This would be calculated as 4 paid workers.</li> <li>• An organisation employs 1 full-time administrator and 1 marketing assistant on two short-term contracts to support different projects. This would be counted as 3 paid workers.</li> <li>• An organisation employs a book-keeper on a contract basis to work 15 hours per month. They do the accounts each month as well as respond to other ad-hoc financial matters as required. This would be counted as 1 paid worker.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• People paid in an artistic or cultural role as reported in previous question</li> <li>• External business providers engaged such as accountants or lawyers who are not your staff members – this would be counted in Question 16 (Queensland-based businesses contracted to provide services)</li> </ul>

Definitions	Counting method and rules
<p><b>Number of volunteers</b> – total number of people engaged as volunteers to support delivery of your activities. <b>Volunteer work</b> is:</p> <ul style="list-style-type: none"> <li>• unpaid (reimbursement for out-of-pocket expenses is <u>not</u> considered payment)</li> <li>• provided in the form of time, service or skills (donation of money or goods <u>not</u> included)</li> <li>• formal; carried out for or through an organisation or group</li> </ul>	<ul style="list-style-type: none"> <li>• Count the number of individuals who volunteered to support delivery of your activities (irrespective of the amount of time they contribute)</li> <li>• Count each individual once, irrespective of the number of different times they volunteer</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• An exhibition event is supported by 1 volunteer on front desk, 1 volunteer guide and 3 volunteers administering attendee surveys who work over the 2 week exhibition period. This would be calculated as 5 volunteers.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Staff who contribute unpaid over-time</li> <li>• People reported as in-kind partners in Question 13</li> </ul>

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

- Source of information: Project/activity records, financial records

Definitions	Counting method and rules
<p><b>Number of financial partnerships</b> – number of financial partners contributing to your activities, <u>not including</u> Arts Queensland</p>	<ul style="list-style-type: none"> <li>• Count each financial partner once (irrespective of number of different activities they support)</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A project is supported by Arts Queensland, Australia Council for the Arts, a philanthropist and 2 financial sponsors. This would be calculated as 4 financial partnerships.</li> <li>• An organisation receives Arts Queensland funding for the whole year, and brokers a financial partnership with Queensland Health for an arts health project and a financial sponsorship from a local business for a community festival event. This would be calculated as 2 financial partnerships.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Arts Queensland</li> <li>• Other organisations or individuals funded by Arts Queensland for the same activity (i.e. your co-funding partner)</li> </ul>
<p><b>Number of in-kind partnerships</b> – number of in-kind partners contributing non-cash assistance to your activities, <u>not including</u> Arts Queensland</p>	<ul style="list-style-type: none"> <li>• Count each in-kind partner once (irrespective of number of different ways they support an activity or the number of different activities they support)</li> <li>• Include the following types of in-kind partnerships in your count: <ul style="list-style-type: none"> <li>– Donated goods (e.g. equipment, materials, supplies)</li> <li>– Donated services (e.g. professional services, technical services)</li> <li>– Donated use of facilities (e.g. venue hire, office space)</li> </ul> </li> </ul>

Definitions	Counting method and rules
	<p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A project is supported by a number of in-kind partners including 1 local council which donates venue hire and catering and 1 research consultant who donates their time to develop an evaluation plan for the project. This would be calculated as 2 in-kind partnerships.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Your own in-kind support of your own work</li> <li>• In-kind support you provide to others</li> <li>• Other organisations or individuals funded by Arts Queensland for the same activity (i.e. your co-funding partner)</li> <li>• Any Arts Queensland in-kind contribution</li> <li>• Volunteers reported in Question 12</li> </ul>
<p><b>\$ value of support: financial partnerships</b> – total value of financial partnerships, <u>not including</u> Arts Queensland</p>	<ul style="list-style-type: none"> <li>• Count the total dollar value of all financial partnerships reported above, <u>excluding GST</u></li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• Apart from Arts Queensland funding, an organisation receives Queensland Health funding of \$50,000 for an arts health project and a financial sponsorship of \$10,000 from a local business for a community festival event. This would be calculated as a total value of \$60,000.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Arts Queensland contribution</li> </ul>
<p><b>\$ value of support: in-kind partnerships</b> – total value of in-kind partnerships, <u>not including</u> Arts Queensland</p>	<ul style="list-style-type: none"> <li>• Count the total estimated dollar value of all in-kind partnerships reported above</li> <li>• 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</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• The local council donates venue use (hire fees would normally cost \$500) and catering (valued at \$400), and a research consultant donates their time to develop an evaluation plan (which they cost as worth \$3500). This would be calculated as a total value of \$4400.</li> <li>• An arts organisation is provided office space for a year free of charge in a community centre. The office space is not normally rented out by the community centre, however without this in-kind partnership the arts organisation would need to pay rent elsewhere. Using a real estate website, it is estimated that a similar sized space in a similar location and of a similar quality would cost \$20,000 per year to rent. Hence, the total value of this in-kind partnership would be \$20,000.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Any Arts Queensland in-kind contribution</li> </ul>

#### 14. Broader social and community outcomes (IF RELEVANT to your organisation or project or program)

- Source of information: Project/activity 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"> <li>• <b>Community building</b> – e.g. 50 people participate in a community engagement project and 75% of participants report an increased sense of community pride and belonging</li> <li>• <b>Educational outcomes</b> – e.g. 15 Pacific Islander students participate in a project to share culture and teachers report increased attendance at school for that duration</li> <li>• <b>Health and wellbeing outcomes</b> – e.g. a new community choir is established for people with mental illness and 70% of participants report an improved sense of wellbeing</li> <li>• <b>Community recovery after disasters</b> – e.g. a council incorporates arts-led processes into its ongoing community recovery plan following the success of an arts-based flood recovery program</li> <li>• <b>Environmental outcomes</b> – e.g. a community arts project exploring water management issues facilitates new dialogue between local farmers, council and environmental groups</li> <li>• <b>Promotion of cultural diversity</b> – e.g. a festival celebrating Chinese culture in Cairns attracts 1000 attendees, with 85% of those surveyed reporting increased understanding of Chinese culture and local history</li> </ul>

#### 15. Tourism contribution for a selected event (IF RELEVANT to your organisation or project or program)

- Source of information: Attendee/participant surveys
- Select one event/activity to report tourism data
- 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
<b>Name of event</b> – identify the event for which you are reporting tourism data	<ul style="list-style-type: none"> <li>• List the name of the event</li> </ul>
<b>Total number of attendees at event</b> – total number of people attending the event	<ul style="list-style-type: none"> <li>• Count the number of attendees for the whole event</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• For ticketed events, count each ticket holder as 1 attendee</li> <li>• For non-ticketed events, count each person as 1 attendee</li> </ul>
<b>Total number of survey respondents</b> – total number of people who completed your	<ul style="list-style-type: none"> <li>• Count all respondents who completed your survey at the event (irrespective of whether they were local community members or tourists)</li> </ul>

Definitions	Counting method and rules
<p>survey at the event</p> <p><b>Number of intrastate overnight visitors</b> – 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</p>	<ul style="list-style-type: none"> <li>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))</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>A festival 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.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>Attendees at tours you undertake to other states or territories or countries – only count for activities undertaken in Queensland</li> <li>Attendees from an area 40kms or more away who are <u>not</u> staying for at least one night</li> </ul>
<p><b>Number of interstate overnight visitors</b> – 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</p>	<ul style="list-style-type: none"> <li>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))</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>A festival 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.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>Attendees at tours you undertake to other states or territories or overseas – only count for activities undertaken in Queensland</li> </ul>
<p><b>Number of international overnight visitors</b> – visitors to your activity or event who usually reside outside Australia <u>and</u> stayed in Queensland at least one night</p>	<ul style="list-style-type: none"> <li>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))</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>A festival 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.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>Attendees at tours you undertake to other states or territories or overseas – only count for activities undertaken in Queensland</li> <li>People who are now residing in Australia but are originally from another country</li> </ul>

Definitions	Counting method and rules
<p><b>Average number of nights stayed in Queensland</b> – the average number of nights visitors from intrastate, interstate and overseas stayed in Queensland (whether that be in your local area or another part of Queensland)</p>	<ul style="list-style-type: none"> <li>• 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?)</li> <li>• 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</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A festival 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 days by 70 respondents = 2.1 days on average.</li> </ul>
<p><b>Average total daily spend</b> – the average dollar amount spent per day by visitors who were from intrastate, interstate and overseas</p>	<ul style="list-style-type: none"> <li>• 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?)</li> <li>• To obtain an average, divide the total estimated expenditure by the total number of survey respondents for that question</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A festival 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.</li> </ul>
<p><b>Number who travelled for primary purpose of attending your event</b> – 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"> <li>• 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]?)</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• A festival 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 festival 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 festival.</li> </ul>
<p><b>Estimated total tourism value (if known)</b> – total tourism value contributed by your activity or event, based on tourism input-output economic models</p>	<ul style="list-style-type: none"> <li>• Include total tourism value if this has been calculated (this usually requires the assistance of an independent economist/evaluator)</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Tourism value estimates conducted without using a formal input-output economic model</li> </ul>

## 16. Contribution to local economy and businesses

- Source of information: Project/activity records, financial records

Definitions	Counting method and rules
<p><b>Number of Queensland-based businesses contracted to provide services</b> – number of external businesses <u>based in Queensland</u> you have contracted (e.g. venues, equipment hirers, caterers, legal firms, printers, etc.)</p>	<ul style="list-style-type: none"> <li>• Count number of Queensland-based businesses contracted over the past year (for Organisations Fund) or over the course of your project or program (for Queensland Arts Showcase Program or Projects and Programs Fund)</li> <li>• Count each business only once (irrespective of number of different times contracted)</li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• An organisation hires 2 external venues used on four different occasions, equipment from 1 hirer and catering from 3 different companies over the course of a year. It also uses the services of 1 legal firm to assist with an insurance claim. This would be calculated as 7 businesses contracted to provide services.</li> </ul> <p>DO NOT COUNT:</p> <ul style="list-style-type: none"> <li>• Individuals you have counted in employment figures in Question 12</li> </ul>
<p><b>Total value of contracts with Queensland-based businesses</b> – total dollar value of all contracts with Queensland-based businesses</p>	<ul style="list-style-type: none"> <li>• Calculate the total dollar value of all contracts referenced in the question above, <u>excluding GST</u></li> </ul> <p>EXAMPLES:</p> <ul style="list-style-type: none"> <li>• An organisation hires 2 external venues used on four different occasions (total spend \$800), equipment from 1 hirer (total spend \$400) and catering from 3 different companies (total spend \$600). A legal firm is also paid \$5000 for services provided. This would be calculated as a total value of \$6800.</li> </ul>

### Questions 17-22

- No instructions apply beyond those provided in template