

TOWNSVILLE CITY COUNCIL

NORTH AUSTRALIAN FESTIVAL OF ARTS 2023

IMPACT REPORT



**NORTH
AUSTRALIAN
FESTIVAL
OF ARTS**



**Culture
Counts**

Townsville City Council acknowledges the Wulgurukaba of Gurambilbarra and Yunbenun, Bindal, Gugu Badhun and Nywaigi as the Traditional Owners of this land. We pay our respects to their cultures, their ancestors, and their Elders, past and present - and all future generations.

This report has been prepared by Culture Counts. We would like to thank NAFA for their support through the development and delivery of the evaluation project. We would also like to thank all stakeholders including public patrons, artists, participants and staff for their participation in this project.

Cover Photo: *Absolute Trash*

Date of Preparation: September 2023

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At a Glance

AUDIENCE

52,340



Total Audience

20,471



Ticketed Attendance

31,869



Non-ticketed Attendance

24



Total Event Days



Inclusion

*It made me feel
welcome and
included*



Positivity

*It made me feel
positive about the
community's future*



Rigour

*It was well thought
through and put
together*



Content

*It reflected a broad
and inclusive range
of voices*



Imagination

*It opened my
mind to new
possibilities*

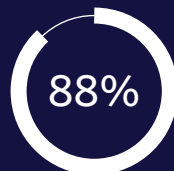
PATRON EXPERIENCE

Net Promoter Score

64

*An NPS of 50 is considered to be excellent.
This score shows a fantastic level of
customer loyalty*

Overall Experience



*Surveyed attendees rated their NAFA 2023
experience as 'Good' or 'Excellent'*

New Attendees



*The proportion of attendees that attended
a NAFA event for the first time in 2023*

BOX OFFICE

\$425,037 

Total Box Office Revenue

\$32.50 

Average Ticket Price

18,018 

Tickets Sold

PROGRAM

84 

Total Number of Shows

471 

Individual Performances

63 

Free Events

100% 

Percentage of shows made accessible to people with a disability

4 

Works commissioned or co-commissioned by NAFA

ARTISTS AND ORGANISATIONS

912



Artists



Local: 69%

Non-local: 31%

26



Arts Organisations



Local: 51%

Non-local: 49%

6



Production Organisations



Local: 50%

Non-local: 50%

47



Contractors



Local: 89%

Non-local: 11%

ECONOMIC IMPACT*

\$5.9 million 

Direct Economic Impact

\$17.1 million 

Multiplied Impact

\$2.0 million 

Spend at NAFA events
(and in the local area directly before/after)

*This includes direct expenditure impact from audiences and artists

Evaluation Summary

The North Australian Festival of Arts (NAFA) is one of the most important cultural events in Townsville. It brings together a diverse range of local arts organisations, companies, and practitioners in the region, showcasing their talent and creativity.

Since 2020, NAFA has partnered with Culture Counts to measure the unique impact achieved by the festival. The following evaluation utilises data collected through the Culture Counts platform, as well as third-party data supplied by NAFA, to demonstrate the 2023 event's outcomes, successes, and future opportunities.

The Culture Counts evaluation framework uses a standardised set of metrics called "dimensions" to measure the quality and impact of the event. These dimensions have been developed through extensive work with the sector and are internationally tested and academically validated.

Each NAFA 2023 survey contained a core set of dimensions, asking respondents about their experience attending or participating in the festival and their overall perceptions. Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the dimension statement.

These dimensions were selected to align with the goals identified in the Creative Principles of NAFA and the Townsville City Council Corporate Plan 2020-2024.

Dimension results demonstrate the event's unique impact and provide a powerful mechanism for organisers to track outcomes that are aligned with the City of Townsville's strategic goals over time. By comparing the domain outcomes in conjunction with artist and audience demographics, economic impact data and key event information we can view the festival's overall impact on the Townsville region.



Dimensions List

Public Outcomes


DOMAIN	DIMENSION	STATEMENT
Cultural	Imagination*	It opened my mind to new possibilities
	Content*	It reflected a broad and inclusive range of voices
Social	Inclusion*	It made me feel welcome and included
Civic	Positivity	It made me feel positive about the community's future
Artistic Quality	Rigour*	It was well thought through and put together

*Consistent metrics across public and artist/organisation surveys

Artist/Organisation Economic Outcomes

DOMAIN	OUTCOME AREA	STATEMENT
Economic	Opportunity	It opened up new opportunities for me
	Profile	It helped to raise my profile
	Skills	I gained new skills
	Collaboration	It provided opportunities for collaboration
	Platform	It created a platform for new work





Audience Profile

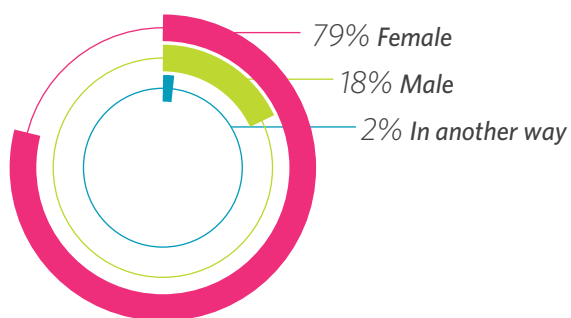
This year NAFA 2023 offered audiences an exciting and diverse program featuring vibrant and fun-filled performances from renowned national acts alongside emerging talent, appealing to audiences of all ages, interests, and abilities. The following section provides a summary of attendee responses from this year's audience survey and offers valuable insights regarding the types of audience segments that engaged with the 2023 event.

As in the previous year, the festival proved to be extremely popular with local audiences, with survey results showing that 84% of respondents were from the Townsville region, and another 10% travelled from elsewhere in the state to attend. NAFA also attracted audience members from across Australia and overseas, with 6% of survey respondents indicating they lived interstate and less than 1% based overseas.

Almost a quarter of respondents were aged between 40 - 49 (24%) with 89% identifying as being aged 30 - 60+ years old, and 79% of survey participants identifying as female. 11% of participants identified as LGBTQIA+, 6% cared for a person with disability, while 5% identified as a person with disability or speaking a language other than English at home, and 2% were of Aboriginal, Torres Strait, or South Sea Islander heritage.

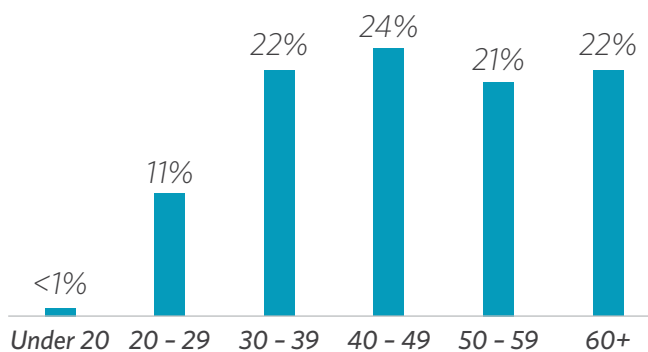
GENDER

How would you describe your gender?



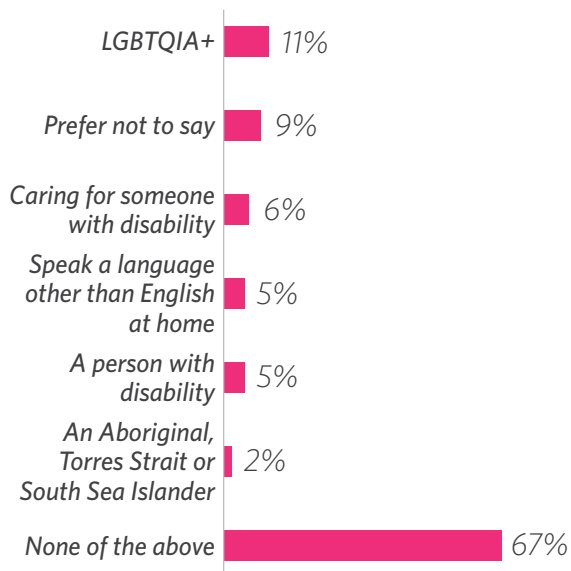
AGE

What is your age?



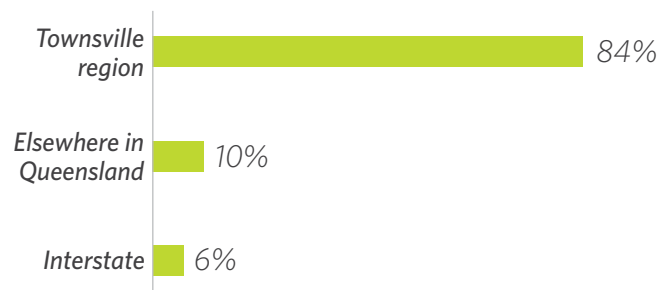
IDENTITY

Do you identify as any of the following?



LOCATION

Which of the following best describes where you live?



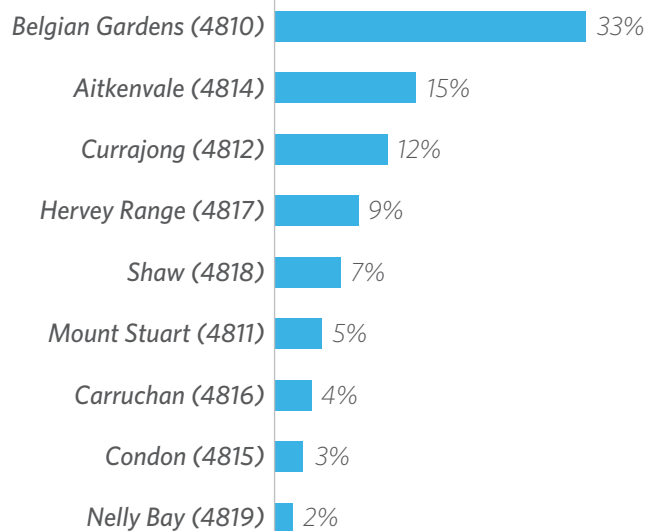
AUDIENCE LOCATION



<5%

>25%

TOP POSTCODES







Festival Outcomes

Set against the stunning backdrop of Townsville's Strand Precinct, NAFA 2023's program celebrated the work of creatives across the Northern Queensland region and beyond, shining a light on the unique culture of the area and showcasing some of the best new shows from emerging and established local, national and international performers.

This year the festival presented a more concise program that focused on offering high quality performances, set to delight audiences. NAFA's program strongly reflected the festival's ethos of inclusivity and diversity, with a wide variety of performances and activities in art forms as varied as cabaret, theatre, comedy, dance, music and visual arts, to circus, workshops, talks, and children's activities.

Centred around the Festival Hub in Strand Park, festival goers could catch anything from free events or exhibitions to ticketed shows in ornate spiegeltents and pop-up theatres. Attendees could take time out to soak up the vibrant fringe festival atmosphere from the Garden Bar, sample the tasty food offerings from the many Festival Hub food trucks or mark the occasion by getting their photo taken at the outdoor Photo Booth.

Highlights included the debut of a new NAFA-commissioned dance piece, *Bambarra-ma Dariburu* presented by Dancenorth and Wulgurukaba Walkabouts, *Tropic Sounds* featuring Tones and I, the *Pride Picnic* and *Pride Youth Walk*, as well as performances from Wil Anderson, Ross Wilson and the Peaceniks, Mahalia Barnes and the Soul Mates, over 24 exciting days and nights at the Festival Hub and surrounds.

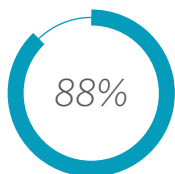


Festival Overview

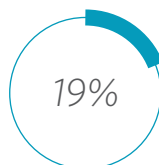
A total of 22,595 individual audience members attended NAFA in 2023 and the following pages examine the overall experience of audience members who were surveyed, providing a useful comparison with the festival's report findings from previous years. Additionally, this section offers key audience information regarding repeat vs new attendees, average age and the Net Promoter Score which indicates the likelihood of attendees to recommend the 2023 NAFA event to others.

Patron Experience

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program
for the first time in 2023)



Net Promoter
Score



Median Age of
Attendee

45

Overall Experience

All surveyed audience members were asked to rate their overall NAFA experience, considering factors such as the ticket purchasing process, event experience and atmosphere. Responses were split into five measures – terrible, poor, neutral, good and excellent.

New Audience

The new audience percentage shows the proportion of the audience that were first-time NAFA attendees in 2023. This number shows NAFA's new audience reach and is also a good indication of loyalty from repeat audience members.

Net Promoter Score (NPS)

NPS is a standardised metric that measures the loyalty between an organisation and its audience, based on their likelihood to recommend to a friend or colleague. An NPS that is positive (above 0) is generally considered to be good, with an NPS of 50+ considered to be excellent.

Median Age of Attendee

Attendees were asked their age as part of the survey which helps NAFA to understand the demographic mix of their audiences. This number shows the average age of all surveyed attendees who participated in the program.

NAFA 2023 Outcomes

Culture Counts uses a slider input to measure responses for dimension statements as part of the evaluation methodology. Survey respondents moved a slider to indicate whether they agreed or disagreed with the statements. This slider method provides the capability to understand response results in two ways:

- The average score shows the mean or the average rate of agreement across all respondents and is scored out of 100, where 100 is strongly agree and 0 is strongly disagree.
- The level of agreement shows the percentage of respondents that agreed or disagreed with the statements, with responses grouped based on the recorded position on the slider (strongly agree, agree, neutral, disagree, strongly disagree)

The following charts show the dimension results received from all surveys conducted as part of NAFA 2023. They provide an indication of the aggregate outcomes achieved by the festival overall.

PUBLIC OUTCOMES - AVERAGE RESPONSE



Public Outcomes - Level of Agreement

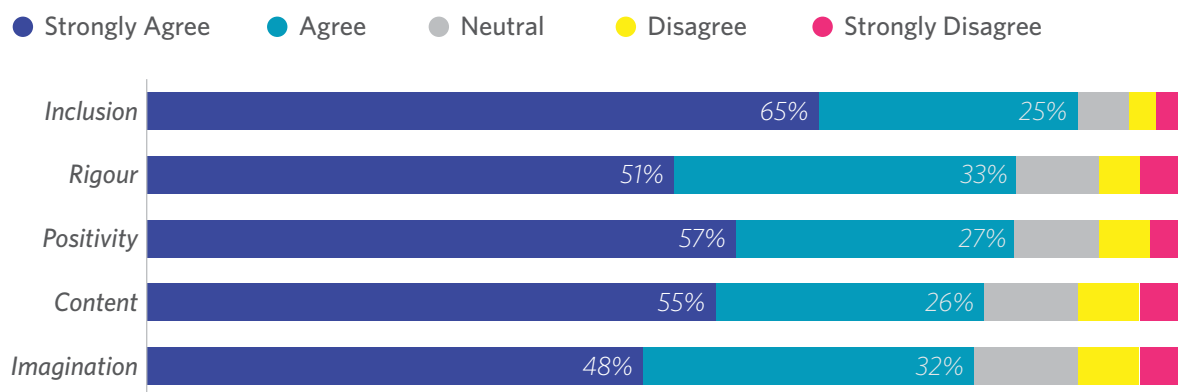
In 2023, NAFA measured results for the dimensions 'Inclusion', 'Positivity', 'Content', 'Rigour', and 'Imagination'. These five dimensions have been featured in previous festival evaluations and provide NAFA with the opportunity to compare results year-on-year. This year, each of the five outcome areas achieved a high level of agreement score of at least 80/100, which is an outstanding result for the festival.

'Inclusion' received the highest level of agreement, with 25% of respondents agreeing and 65% strongly agreeing that the event made them feel welcome and included, equivalent to a 90% agreement score. 2023 festival goers were also highly likely to agree with the 'Positivity' dimension, with 84% agreeing that NAFA 2023 made them feel positive about the community's future. 84% agreed with the 'Rigour' dimension statement, feeling that the event was well thought through and put together.

This was followed closely by 'Content: It reflected a broad and inclusive range of voices' (81% agreement), indicating that NAFA 2023 was highly successful in producing a quality event that engaged and included the Townsville community, and showcased a diverse range of content and perspectives.

'Imagination' recorded the highest percentage of respondents who were neutral or disagreed with the statement, however a strong 80% of respondents still agreed that the event helped to open their minds to new possibilities.

PUBLIC OUTCOMES - LEVEL OF AGREEMENT





Beachfront Beats, Townsville Concert Band

Average Response by Respondent Type

The Artists/Organisations survey cohort provided the highest average results overall for the dimensions 'Inclusion' (88/100) and 'Imagination' (86/100), as well as the highest results across the four comparable dimensions.

Similar to the Artists/Organisations group, public attendees were most likely to agree with the 'Inclusion' dimension (83/100). The 'Rigour' and 'Content' dimensions also resonated strongly with the public respondents, who provided a score of (77/100) for both dimensions.

'Imagination' was the dimension with the most variance between the Artist/Organisations and public cohorts, with artists/organisations (+12/100) more likely to agree that the festival helped to open their minds to new possibilities.

Both groups were most aligned in regard to the 'Content' dimension (+3/100), indicating that they felt the festival reflected a broad and inclusive range of voices. The results for 'Rigour' (+6/100) and 'Inclusion' (+5/100) both saw a relatively significant difference in the average level of agreement between respondent groups.

Volunteers and staff were not surveyed this year, due to low response rates in previous years.

AVERAGE RESPONSE BY RESPONDENT TYPE

INCLUSION



RIGOUR



CONTENT



IMAGINATION



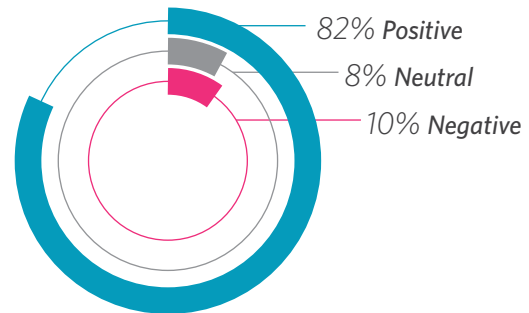
Public Feedback

Public Sentiment

Survey respondents were asked to detail festival highlights or other comments about their festival experience in an open text field.

When classifying the feedback into positive, neutral, or negative categories, the following chart shows that an overwhelmingly large majority of comments (82%) were positive about the impact and experience of the festival.

Any other thoughts or comments about your festival experience?



Public Comments

"It seems every year NAFA just gets more and more enjoyable."

"It is an event that the region needs to showcase the talented artists in Australia. This festival is for everyone."

"I love the diversity and inclusion! What a vibe!!"

"Loved the variety of shows on offer. I attended some excellent R rated shows but also some fantastic kids ones!! I loved the venue, the tents, the food and drinks on offer. Every employee was so happy and fun and very welcoming."

"The vibe that the hub created made it fun to enjoy before and after the shows with friends and family. The friendly staff, from the ticket shop, to the security, to the bar and to the front of house. The experience was delightful. The shows were amazing."

"I loved the free events - particularly the one with the combination of the Indigenous group and Dance North, and Song to the Ocean. I attended the first night of these and loved it that much I returned for the second night, bringing other people."

"My daughter loved the acting and dance seminars. She has no experience and they made her feel included. I attended an 18+ event which was a surprise, never attended anything like that before and it was great, funny and well worth the money."

"I really enjoyed the Fringe set up along the strand, I thought it was so exciting."

"Loved the inclusion of all ages at the festival. There's something for everyone. We had such a fun time and will definitely be seeing more shows in the future."

"Absolutely loved the Youth Pride events! The walk and the picnic were so thoughtfully put together, I felt really safe and welcomed, and you could tell it was created with well researched concepts."

"I think the location was perfect. The set-up was lovely, especially at night with all of the lights. Lots of choice with food options. Both of the performances I attended were great."

"Amazing experience. I love that Townsville has this and local artists and acts are able to showcase along with phenomenal out-of-state circus/burlesque troupe. So good for this town."

"Can't wait for next year's line-up, saving my money now to go see more and love the half-price tickets."

"Thanks for another great year of NAFA. Many great family memories made. Wide range of options ensured many great nights out. Wish it all went for longer!"

"Loved it all!"





Economic Impact

Every year NAFA activates spaces throughout Townville and facilitates far-reaching economic benefits for the city and local businesses through its organisational spend and by attracting large audiences of locals and visitors into town.

The following section outlines the festival's economic impact in 2023, based on three key areas including accommodation expenditure, organisational spend and audience and artist expenditure.

Audience and Artist Expenditure Impact

ECONOMIC IMPACT



\$5,864,217

Direct Economic Impact

\$17,123,513

Multiplied Impact

23,507

Unique Attendance

\$425,037

Box Office Revenue

\$2,630,000

Organiser Expenditure

EXPENDITURE



\$2,095,302

Spend at NAFA events

\$2,058,269

Spend in Townsville region
as part of trip

\$327,485

Spend in other parts of
Queensland

ACCOMMODATION



\$1,136,052

Spend on accommodation
in Townsville

\$458,329

Spend on accommodation in
other parts of Queensland

15,552

Nights stayed in Townsville

4,518

Nights stayed in other parts
of Queensland

Economic Impact Assessment

NAFA's post-festival surveys asked audiences, artists and organisations to identify how much they spent before, during and after their visit to the festival. This information helps organisers to understand the amount of spend generated in the area due to the event.

Audience survey respondents were asked to estimate how much they had spent as part of their visit, whether the festival was an important factor in their decision to visit the area, and what they would have done if they had not attended. Combining this data with the overall festival attendance figure allows an overall impact figure to be generated.

Economic impact is determined by three main factors:

- **Attendance:** The total number of unique attendees to the festival, as well as the number of nights stayed in the local area as part of the trip to attend the event.
- **Spend:** Spending in the local economy. Includes spend at the event, spend on accommodation for those staying overnight and other trip-related spending for those from outside the local area. Excludes spending on tickets or other items that would be captured through organisation expenditure (i.e. to avoid double-counting).
- **Additionality:** The percentage of spending that would not have occurred in the local area if the event did not happen.

In order to calculate the economic impact of NAFA 2023, it is important to determine the estimated number of unique visitors to the festival. As many visitors attended more than one NAFA event, using the total attendance estimate rather than the unique visitor estimate would likely count certain attendees

more than once and incorrectly inflate the expenditure estimate. NAFA organisers counted total attendances of 52,340 across all festival events in Townsville. This includes 20,471 ticketed attendance (including free ticketed events) and 31,869 attendances to non-ticketed free events.

Combined data from the 2023 survey sample and the NAFA ticketing database returned an average number of events attended of 2.3 across all visitor types. An average number of events attended was also calculated for each visitor type (based off location of residence), with Townsville locals attending 2.3 events, Intrastate visitors attending 2 events, and Interstate visitors attending 2.3 events on average. Dividing the total attendance figure for each visitor type by their average number of events attended generates a unique audience estimate of 22,595.

In order to assess the total economic impact of NAFA 2023, it is essential to measure the proportion of expenditure that would have been spent regardless of the event versus the unique spending that occurred only because the event was on. To enable this, surveyed attendees are asked how much the festival influenced their decision to travel to Townsville, and what they would have done if they had not attended NAFA.

Responses to this question are used to calculate the additionality adjustment - that is, the percentage of spending that is considered additional. Audience expenditure data captured in the surveys has been used to calculate averages across the festival as a whole.

Audience Expenditure Impact

NAFA Audience Economic Impact Summary

Total unique attendees	22,595
Primary purpose visitors from outside of the region	1,565
Percentage of primary purpose visitors staying overnight	34%
Direct visitor nights generated by the event in Queensland	17,512
Average total expenditure for a day trip visitor	\$112
Average total expenditure for an overnight visitor	\$923
Direct audience expenditure - Visitors only	\$3,731,246
Direct audience expenditure - Locals only	\$1,471,485
Total direct impact	\$5,202,731

Event Impact

RESIDENCE	ATTENDEES	AVERAGE SPEND AT NAFA	ADDITIONALITY	TOTAL IMPACT AT NAFA
Townsville region	18,641	\$131	60%	\$1,455,752
Elsewhere in Queensland	2,552	\$249	44%	\$280,408
Interstate	1,402	\$291	31%	\$127,758
Total	22,595	\$154	58%	\$1,863,918

Accommodation and Trip Impact for Townsville

RESIDENCE	NIGHTS STAYED	ACCOMM SPEND/ NIGHT	TRIP SPEND	TOTAL TRIP IMPACT FOR TOWNSVILLE
Townsville region	699	\$23	\$0	\$15,733
Elsewhere in Queensland	9,846	\$61	\$909	\$1,621,813
Interstate	3,447	\$92	\$1,573	\$1,008,673
Total	13,992	\$61	\$1,144	\$2,646,220

Accommodation and Trip Impact for Queensland

RESIDENCE	NIGHTS STAYED	ACCOMM SPEND/ NIGHT	TRIP SPEND	TOTAL TRIP IMPACT FOR QLD
Townsville region	-	-	-	-
Elsewhere in Queensland	3,014	\$112	\$237	\$410,282
Interstate	1,205	\$93	\$725	\$282,311
Total	4,219	\$132	\$739	\$692,593

Note: No survey respondents indicated that they lived overseas, so were not included in the economic impact assessment.

Economic Impact Summary

The total expenditure as a direct result of NAFA also benefits a range of sectors as it flows through the economy. For example, customer spending at venues is then further spent on things such as supplies or staff wages. A simplified method of estimating this involves applying a multiplier to Direct Economic Impact.

	DIRECT IMPACT	MULTIPLIED IMPACT
Attendee spending	\$5,202,731	\$15,191,974
Visitors (additional spending)	\$3,731,246	\$10,895,237
Locals (stimulated spending)	\$1,471,485	\$4,296,737
Organiser expenditure	\$2,630,000	\$5,286,300
Gross ticket sales	\$425,037	\$854,324
Total Impact	\$7,832,731	\$20,478,274

Return on Investment

Direct Attendee Impact	\$5,202,731
Direct Organiser Costs	\$2,630,000
Return on Investment (including local spending)	2.0

Note: Input-Output tables provide information about supply and disposition of commodities in the Australian economy as well as the structure and inter-relationships between industries. The National Input-Output tables 2012-13 were used to derive total multipliers, which consider the total supply-chain of goods and services for the activity in question. Attendee (Event) expenditure is scaled by 2.92, the average of the national Food & Beverage Output Multiplier (2.96) and Retailer Output Multiplier (2.88). Organisation expenditure is scaled by the Australian national Heritage, Creative and Performing Arts Output Multiplier (2.01). Source: Australian Bureau of Statistics, Australian National Accounts: Input-Output Tables, 2012-13, cat. no. 5209.0.55.001, viewed 1 July 2019.

Artist Expenditure

In 2023, 912 artists participated in 84 projects over the course of the festival. Artists were asked the same economic impact survey questions as the general festival attendees to understand how artists' spending and overnight stays had impacted the Townsville economy during the festival.

Artist Event Impact

RESIDENCE	SURVEY PERCENTAGE	ARTIST BREAKDOWN	AVERAGE SPEND AT NAFA	TOTAL IMPACT AT NAFA
Townsville region	69%	629	\$125	\$78,660
Elsewhere in Queensland	17%	155	\$454	\$70,664
Interstate	14%	127	\$645	\$82,059
Total	100%	912	\$399	\$231,384

Artist Accommodation and Trip Impact - Townsville

RESIDENCE	AVG NUMBER OF NIGHTS STAYED IN TOWNSVILLE	TOTAL IN- SCOPE NIGHTS STAYED IN TOWNSVILLE	ACCOM SPEND/ NIGHT	TRIP SPEND IN TOWNSVILLE	TOTAL TRIP IMPACT FOR TOWNSVILLE
Townsville region	1.9	99	-	-	-
Elsewhere in Queensland	4.7	726	\$87	\$393	\$124,401
Interstate	5.8	735	\$190	\$637	\$220,724
Total	2.7	1,560	\$131	\$515	\$345,124

Artist Accommodation and Trip Impact - Other Parts of Queensland

RESIDENCE	AVG NUMBER OF NIGHTS STAYED IN OTHER PARTS OF QLD	TOTAL IN- SCOPE NIGHTS STAYED IN QLD	ACCOM SPEND/ NIGHT	TRIP SPEND IN OTHER PARTS OF QLD	TOTAL TRIP IMPACT FOR OTHER PARTS OF QLD
Townsville region	0.0	0	-	-	-
Elsewhere in Queensland	1.0	58	\$38	\$187	\$31,261
Interstate	2.8	240	\$25	\$375	\$53,717
Total	0.6	299	\$31	\$294	\$84,978

Direct Economic Impact

	DIRECT IMPACT	MULTIPLIED IMPACT
Visiting artists	\$582,826	\$1,701,851
Local artists	\$78,660	\$229,687
Total	\$661,486	\$1,931,539






Artists and Organisations

Each year, NAFA provides Townsville-based creative practitioners and arts organisations a high-profile platform to showcase new work and celebrate local stories and culture through participating in the event. Recognising the festival's importance and contribution to the cultural and economic landscape of the region, measuring the experience of artists and arts organisation partners is an integral part of the festival's annual reporting activities.

To support further ongoing research and development in this area, the festival sought feedback from artists and arts organisations that took part in the 2023 program. Through employment figures provided by NAFA and survey participants, it is estimated that 912 artists and 79 arts organisations participated in NAFA. The following pages provide an overview of the outcomes and experience of arts organisations and creative practitioners participating in the 2023 festival, and offers further insights regarding the number of artists who were supported by the festival and the scope of their activities as part of this year's program.

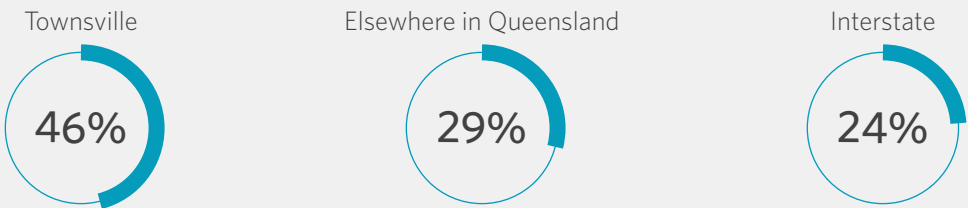
ARTISTS PROFILE

912 
Artists

286 
First Nations Artists

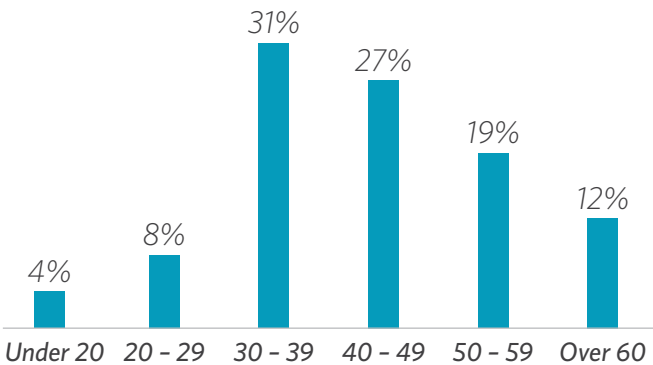
LOCATION

Which of the following best describes where you usually live?



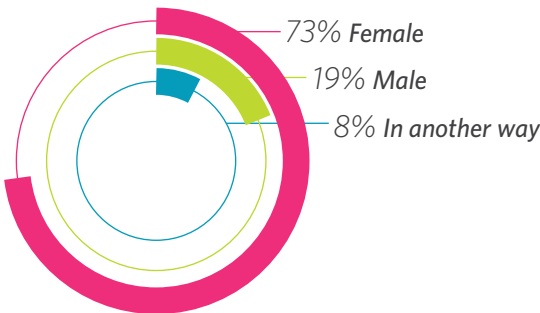
AGE

What is your age?



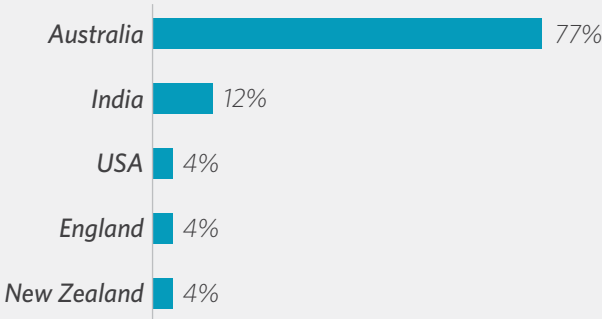
GENDER

How would you describe your gender?



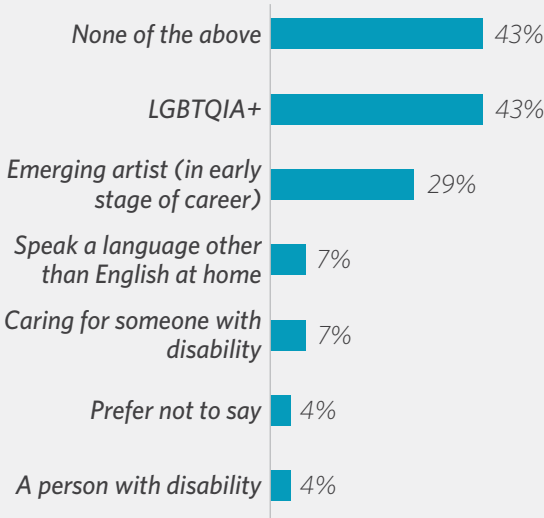
COUNTRY OF BIRTH

What is your country of birth?



IDENTITY

Do you identify as any of the following?



The charts featured on the artists' profile page relate to the demographic information for artist survey participants. These results may differ compared with the artist profile data collected via the artist registrations.

ORGANISATIONS PROFILE

79



Organisations Worked with NAFA 2023

26



Artist Organisations



Local: 51%

Non-local: 49%

6



Production Organisations



Local: 50%

Non-local: 50%

47



Contractors



Local: 89%

Non-local: 11%



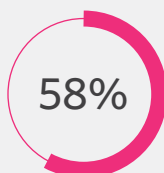
EVENT DETAILS

EVENT TYPE

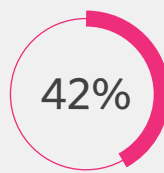
Accessible for people
living with disability



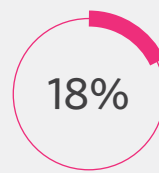
Locally developed



Family friendly



Multicultural



ARTFORM

51%

Cabaret and
Comedy

31%

Dance

26%

Music

21%

Circus and
Physical Theatre

15%

Theatre

8%

Visual Arts

5%

Talks and
Workshops

5%

Interactive
Installations

5%

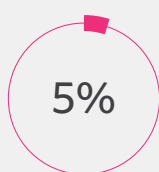
Sound
Installation

3%

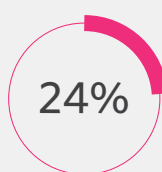
Food

SESSIONS

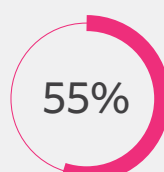
Presented 1
session



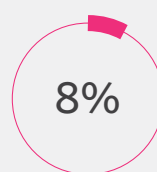
Presented 2
sessions



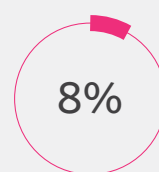
Presented 3 - 5
sessions



Presented 6 - 10
sessions



Presented 11+
sessions



SECTOR ENGAGEMENT

31%

Of projects included
artists or employees
from Aboriginal and/or
Torres Strait Islander
background

69%

Of projects included
artists or employees
from culturally
diverse backgrounds

62%

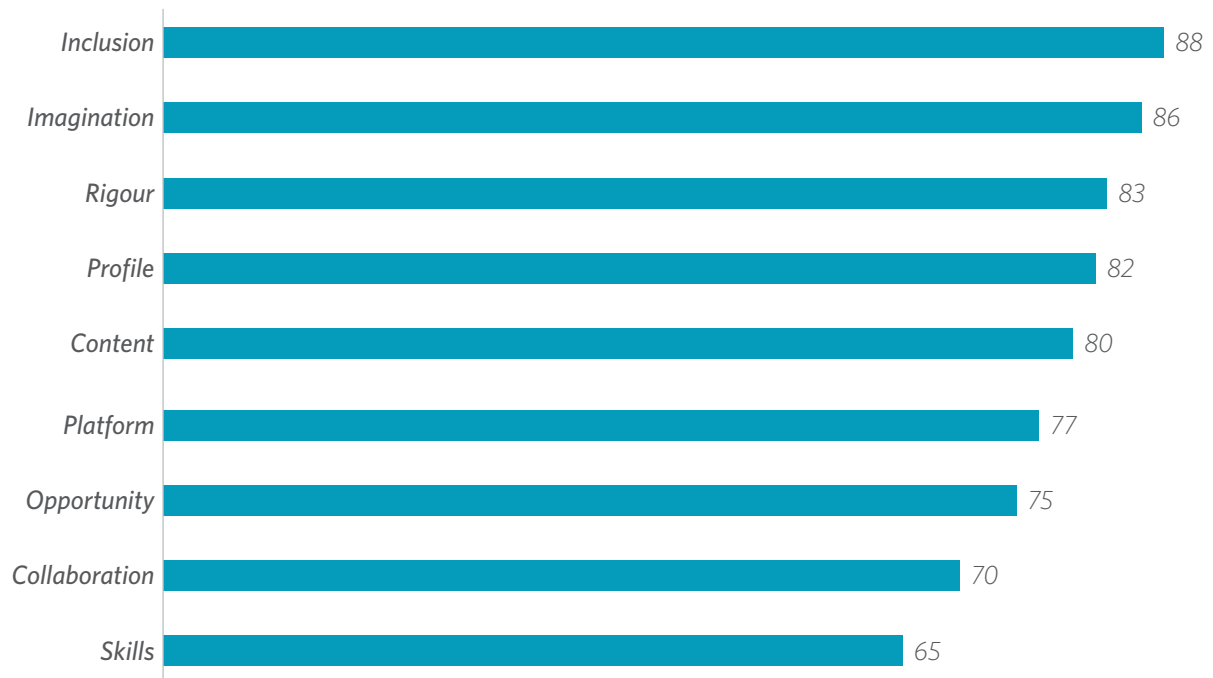
Of projects included
artists or employees
from the local
creative sector

70%

Of projects included
emerging artists

OUTCOMES

ARTISTS - AVERAGE RESPONSE



In 2023, artists were asked to provide responses to nine dimension questions, which were aimed at gaining a deeper understanding of the impact of the festival for this cohort.

Four of these dimension statements, 'Inclusion', 'Imagination', 'Rigour' and 'Content', were also included in the public survey to provide a comparison between the artist and audience experiences at this year's event. The remaining five dimensions were from the economic domain area and were included to measure outcomes regarding the artists' participatory experience.

This year all dimensions scored markedly higher than the 2022 event, demonstrating a greater level of agreement and positivity from the artist cohort. 'Inclusion' was the highest scoring dimension (88/100), which was followed by 'Imagination' (86/100), 'Rigour' (83/100), 'Profile' (82/100), 'Content' (80/100), 'Platform' (77/100), and 'Opportunity' (75/100). These results indicate that artists felt welcome and included when participating in this year's event, and thought the festival was

diverse in its programming, well put together, and offered ample opportunities for them to grow their profile while providing a platform for new work.

The results for 'Collaboration' (70/100) and 'Skills' (65/100) achieved the lowest averages, however these outcomes can still be considered positive. It is important to note that both dimensions may have received lower scores due to the format of the event and the way artists presented their work. As NAFA is a performance-based festival, artists likely would have been collaborating with their own teams to develop and present their shows and may not have had the opportunity to collaborate with other practitioners during the festival. Likewise, as festivals generally focus on performances and audiences, 'Skills' likely received a lower score due to skills development opportunities like artist mentoring programs and workshops not featuring in the 2023 festival program.

Artist Comments

"I think you all did a fantastic job! Very professional from the start and I will definitely be back next year (if you'll have me)!"

"Onsite staff particularly the tech staff and venue manager. The ticketing staff were welcoming and very lovely. The location is great and is clear there is an event on."

"It was inspiring and a real spiritual awakening. I loved every moment of it."

"Listening to last year's feedback and moving the hub back to the more central location was a great idea. Pre-event comms were good and the changeover to on-site crew was smooth. The onsite crew were very helpful and seemed invested in making our seasons successful."

"Attention to detail for the performance and looking after us as artists. All our needs were met in every way. We couldn't have asked for a better team. The staff were fabulous at their job. So attentive."

"The shows presented were magnificent."

"Providing media opportunities for independent artists. Answering any questions I had. The onsite team seemed very organised."

"Inclusive, well communicated events and opportunities. Great press opportunities. Awesome!"

"Great venue, excellent staff and volunteers, great range of food and drinks at reasonable festival prices."

"The set up of the location was well thought out and spaced well - there were no areas that were cramped and there was clear access to all venues and food trucks."

"The site being back at Strand Park was so well set up! The crew both FOH and for the venues both managing, techs etc were all so on top of everything! Best year yet!"

"It was a great festival. I look forward to next year's festival."

"I truly appreciate all the support along the way and the opportunity to perform original music. Tom on the sound desk was amazing and Holly was lovely. The crew running it with Anamari, ToniLee and Lachlan were amazing and I look forward to working with them again in the future if the opportunity arises."

"Loved Townsville, can't wait to be back!"



Bambarra-ma Dariburu, Wulgurukaba Walkabouts and Dance north Australia

NORTH
AUSTRALIAN
FESTIVAL
OF ARTS



Culture
Counts