

TOWNSVILLE CITY COUNCIL

# NORTH AUSTRALIAN FESTIVAL OF ARTS 2022

EVALUATION REPORT



**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.

Date of Preparation: September 2022

Front Cover Image Credit: WAYFINDER, DANCENORTH, Aaron Ashley.

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# Welcome & Thank You

Townsville City Council presented the North Australian Festival of Arts (NAFA), a month-long celebration of arts and culture showcasing talents across music, dance, theatre, comedy, exhibitions, visual arts and much more.

After 2 years of pandemic affected festivals, 2022 was the first time NAFA was able to perform at full capacity since COVID-19. Whilst still having some restrictions in place, we were able to get back to a full program of events.

NAFA 2022 kicked off with the inaugural Tropic Sounds event – initially postponed back in 2021.

Tropic Sounds 2022 presented an incredible national line-up including Lime Cordiale, Thelma Plum, Haiku Hands, Jamie MacDowell and Tom Thum, local supports Comfort Royale and Ami Lakayla. With 1,800 in attendance Tropic Sounds provided an event specifically aimed at a younger demographic (16-25 year old) which the festival had struggled to engage in previous years.

Other festival highlights were our free events which included our free concert weekend, headlined by Dragon on the Friday and Boy and Bear on Sunday, plus 'Dance Tropics Dance' presented by Dancenorth, a community dance event the following weekend which got everyone up and dancing the night away.

NAFA was proud to collaborate with acclaimed contemporary dance company Dancenorth to co-commission and host the Local premiere of the new work, WAYFINDER. WAYFINDER is now touring down to our co-commissioner Brisbane Festival for its World Premiere. NAFA also once again collaborated with Umbrella Studios to commission the new work POST WORLD. Partnering also to present INVISIBLE REALITIES by David Sequeira that brought unique experiences into the festival.

We had many sold out shows throughout the month across the program in all genres including Guru Dudu's Silent Walking Disco, Circus Wonderland, Life's a Drag, Teardrops on My Dildo, and Bernie Dieters' Club Kaberett.

The consolidation of NAFA to one site in its new home of Jezzine Barracks and the introduction of the Garden Bar area was a roaring success. It encapsulated the buzzing atmosphere of the festival and created a single communal space for all to enjoy pre and post show and chill to the vibe of NAFA.

In total, NAFA provided jobs to approximately 79 contractors, 67 of those local. It also provided a stage for over 1,400 artists to showcase their talents, of which 79% were local. The direct economic impact for Townsville was \$3.5 million and the impact for Queensland was \$4.6 million. This confirms that NAFA is vital for Townsville's economy and the ecology of the creative industries, especially in the recovery phase from the COVID-19 pandemic.

NAFA would like to thank the Townsville community, artists, volunteers, contractors, and suppliers for another successful delivery of the festival. The team has already started work on the next festival and look forward to seeing you all again in 2023.

## **NAFA TEAM**

# At a Glance

## AUDIENCE

**52,259**



Total Attendance

**45,828**



Ticketed Attendance

**6,431**



Non-ticketed Attendance

**27**



Total Event Days



**Inclusion**  
*It made me feel  
welcome and  
included*



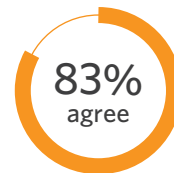
**Positivity**  
*It made me feel  
positive about the  
community's future*



**Content**  
*It reflected a broad  
and inclusive  
range of voices*



**Rigour**  
*It was well thought  
through and put  
together*



**Imagination**  
*It opened my  
mind to new  
possibilities*

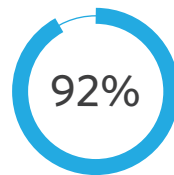
## PATRON EXPERIENCE

Net Promoter Score



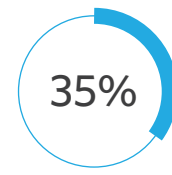
*An NPS of 50 is considered to be excellent, this score shows a fantastic level of customer loyalty*

Overall Experience




*Surveyed attendees rated their NAFA 2022 experience as 'Good' or 'Excellent'*


New Attendees



*The proportion of attendees that attended a NAFA event for the first time in 2022*

BOX OFFICE

**\$709,890**   
Total Box Office Revenue


**\$30**   
Average Ticket Price

**23,152**   
Tickets Sold


PROGRAM


**105**   
Total Number of Shows

**427**   
Individual Performances

**125**   
Free Events

**98%**   
Percentage of shows made accessible to people with disability

**2**   
Works commissioned or co-commissioned by NAFA

**20**   
Works curated

ARTISTS AND ORGANISATIONS


**1,456**   
Artists  
Local: 79% Non-local: 21%

**78**   
Arts Organisations  
Local: 60% Non-local: 40%

**4**   
Production Organisations  
Local: 75% Non-local: 25%

**79**   
Contractors  
Local: 85% Non-local: 15%

ECONOMIC IMPACT\*

**\$4.6 million**   
Direct Economic Impact  
(Audience and Artists)

**\$13.5 million**   
Multiplied Impact

**\$2.4 million**   
Spend at NAFA events  
(and in the local area directly before/after)

# Evaluation Summary

Townsville's premier arts and cultural event, the North Australian Festival of Arts or NAFA, showcases the depth and calibre of local (Townsville and regional) arts organisations, companies and arts practitioners.

NAFA has engaged Culture Counts to measure and report on the unique impact achieved by the festival since 2020. Impact is about understanding how action creates change. The evaluation draws on data collected through the Culture Counts platform, as well as third-party data supplied by NAFA.

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, internationally tested and academically validated.

Each NAFA 2022 survey contained a core set of dimensions, asking respondents about their experience attending NAFA events and their overall perceptions of the festival. Survey respondents moved a slider to indicate the extent to which they agreed or disagreed with the dimension statement.

These dimensions were selected in alignment with the goals identified in the Townsville Creative Principles for festivals and the Townsville City Council Corporate Plan 2020 - 2024.

Dimension results contribute to the realisation of outcomes and illustrate an event's unique impact. By linking the outcome domains back to NAFA's goals, we can see the pathway between NAFA's strategic intentions, their realisation and impact.



7 DEADLY SINS Simon Ingham (involved in show) Lucy Gorton



# 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, artist, organisation and volunteer 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	It gained new skills
	Collaboration	It provided opportunities for collaboration
	Platform	It created a platform for new work



Tropic Sounds Crowd



# Audience Profile

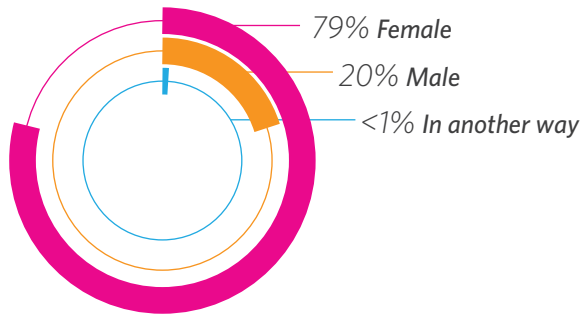
Featuring a continued focus on inclusivity, NAFA 2022 presented a program that was accessible for artists and audiences alike, adding unique and vibrant cultural opportunities for festival goers in a relaxed environment. The following section presents an overview of the audience profile at this year's event, outlining the key audience groups who attended with a view to understanding who is engaging with the festival and their experience.

The majority of 2022 festival attendees were based locally, with survey results from 526 respondents showing that 92% of respondents were from the Townsville region, and another 3% travelled from elsewhere in the state to attend the festival. With the removal of interstate travel restrictions, NAFA also saw the number of interstate visitors double compared with the previous year, with 4% of participants travelling from outside of Queensland to attend the festival this year.

The highest number of respondents were aged 30 - 39 (24%) with 90% identifying as being aged 30 to over 60 years old, and 79% of survey participants identifying as female.

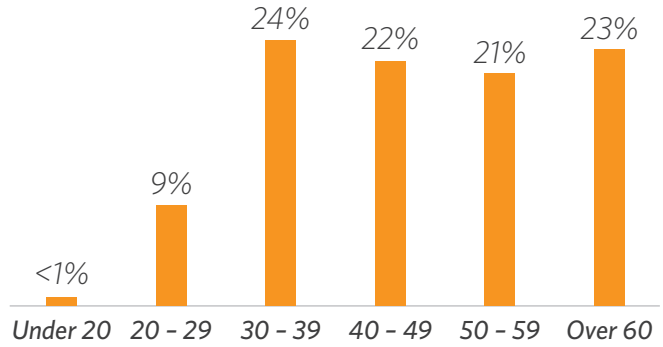
## GENDER

How would you describe your gender?



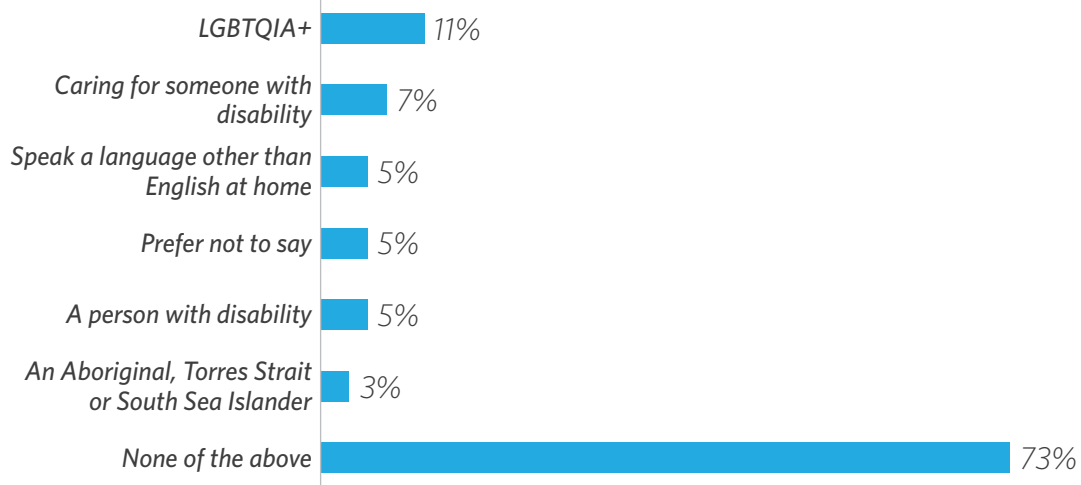
## AGE

What is your age?



## IDENTITY

Do you identify as any of the following?

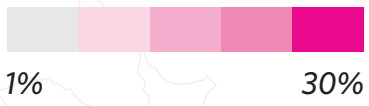


## LOCATION

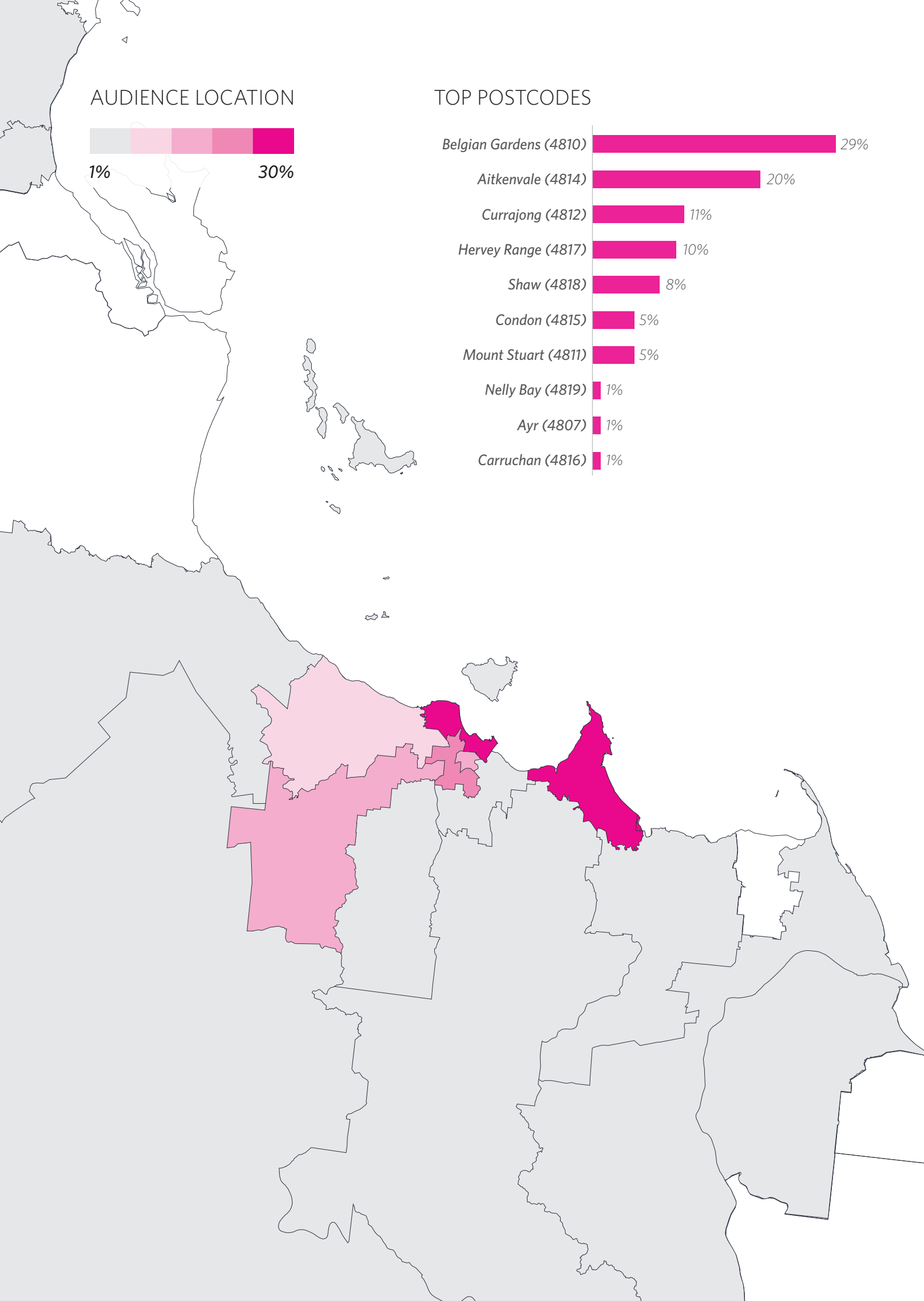
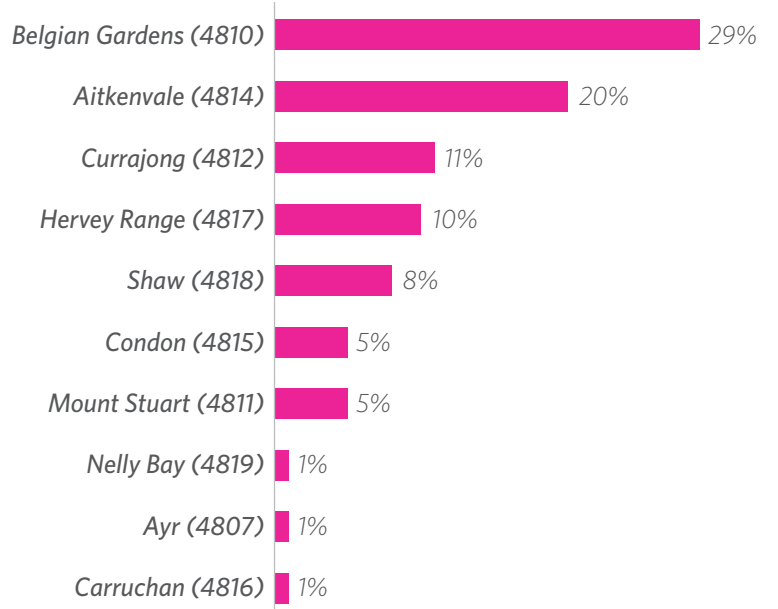
Which of the following best describes where you live?



## AUDIENCE LOCATION



## TOP POSTCODES





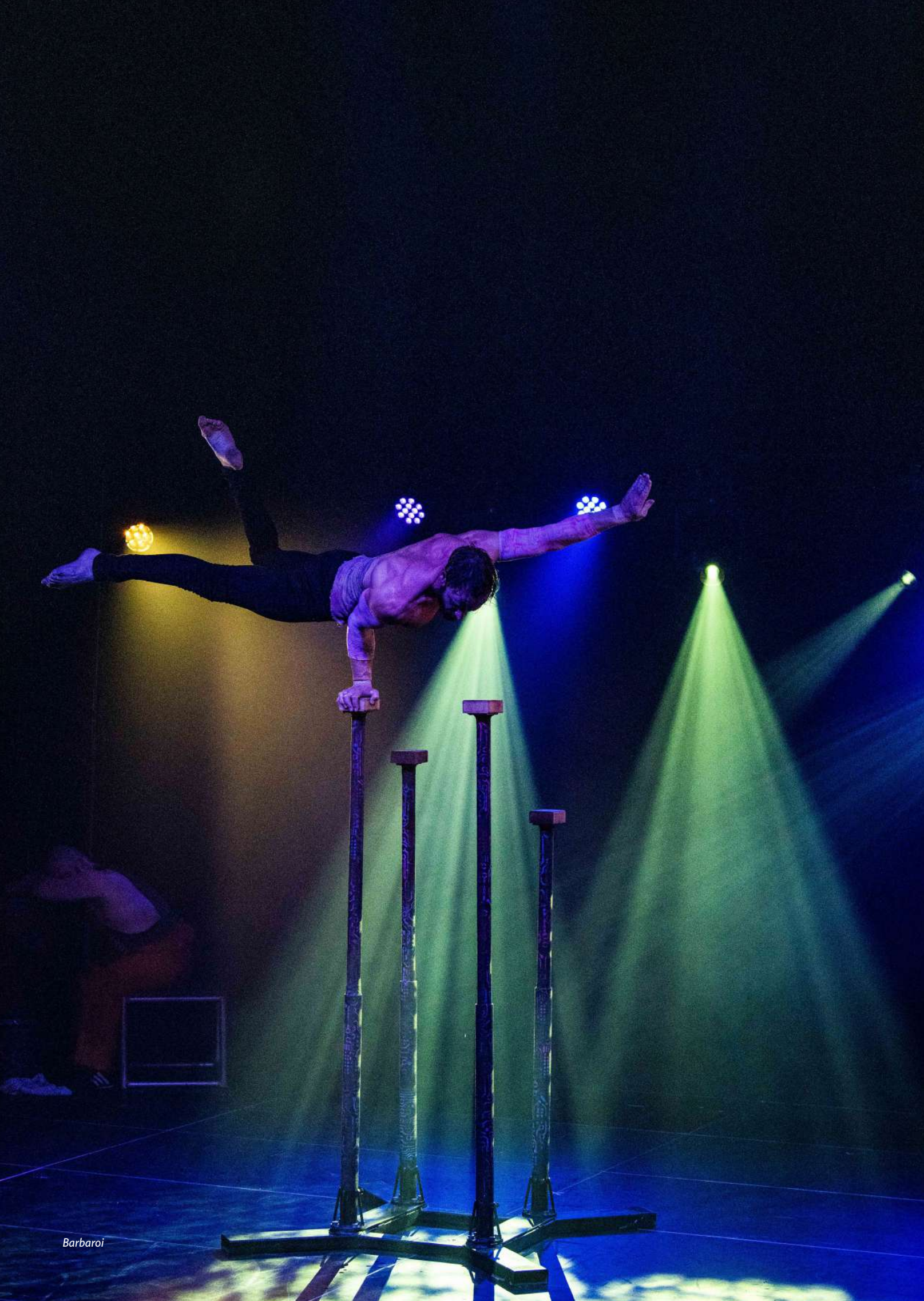


# Festival Outcomes

In 2022, NAFA's festival program presented performances from a diverse range of artforms including cabaret, theatre, comedy, dance, and visual art exhibitions, as well as live music concerts, all aimed at appealing to audiences and artists of all ages, tastes, cultural backgrounds, and abilities.

This year's event showcased the work of both local and interstate performers providing an ideal platform for creatives based in Northern Queensland to present work alongside some of the highest quality festival entertainers in Australia, offering unique cultural experiences for festival goers.

NAFA's vibrant festival atmosphere was concentrated around the event's festival hub at the picturesque Jezzine Barracks area of the Townsville foreshore and other venues throughout the city. Highlights included performances from Lime Cordiale & Thelma Plum at Tropic Sounds, Boy & Bear at the free concert weekend and Bernie Dieter at the festival hub.



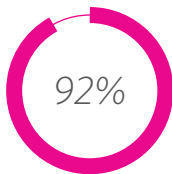


# Festival Overview

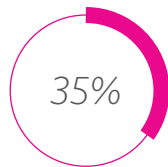
A total of 21,000 individual patrons took part in events as part of NAFA 2022 and the subsequent pages examine the overall experience of attendees, providing a useful snapshot to compare with the festival's report findings from the previous year. Additionally, this section offers key audience information regarding repeat vs first-time attendees, average age and the Net Promoter Score which indicates the likelihood of participants to recommend the NAFA Festival 2022 to others.

## Patron Experience

Overall Experience  
(% Good/Excellent)



New Audience  
(% Attended program  
for the first time in 2022)



Net Promoter  
Score



Median Age of  
Attendee



### 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 2022. 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 that participated in the program.

# NAFA 2022 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 2022. They provide an indication of the aggregate outcomes achieved by the festival overall.

## PUBLIC OUTCOMES - AVERAGE RESPONSE



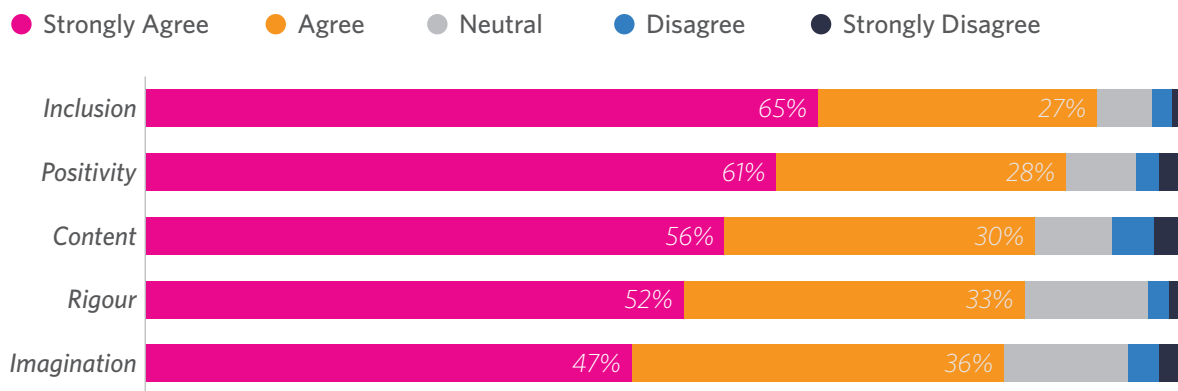
## Public Outcomes - Level of Agreement

The five public dimensions measured in 2022 were 'Inclusion', 'Positivity', 'Content', 'Rigour', and 'Imagination', all of which received a level of agreement of 83/100 or over; a fantastic result for NAFA.

'Rigour' also rated highly (85%) as did 'Imagination' (83%), demonstrating that overall, respondents felt that the 2022 program was well put together and helped to open their minds to new possibilities.

Of these, the highest level of agreement was for the 'Inclusion' dimension with 27% of respondents agreeing and 65% strongly agreeing with the statement 'It made me feel welcome and included' - equivalent to a 92% overall agreement score. This was followed by 'Positivity: It made me feel positive about the community's future' (89% agreement) and 'Content: It reflected a broad and inclusive range of voices' (86% agreement). This indicates that the positive impacts of NAFA's focus on inclusivity and accessibility are being reflected in the overall experience of attendees.

### PUBLIC OUTCOMES - LEVEL OF AGREEMENT





# Average Response by Respondent Type

The highest average response score was from Public respondents for 'Inclusion' (83/100), with 'Content' (80/100) recording the second highest dimension rating from this group.

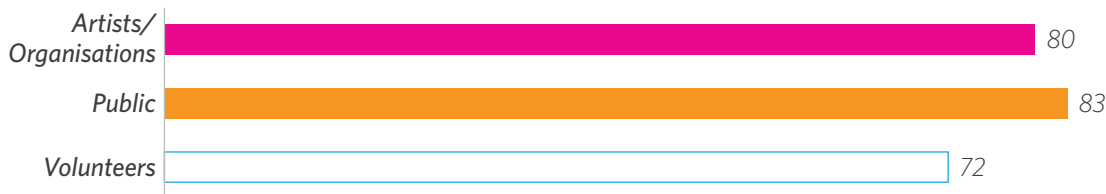
The averages for Artists/Organisations and Public groups were closely aligned for 'Imagination', 'Rigour' and 'Inclusion' indicating that both groups felt welcomed and included at the event, agreed that the program was well thought-through and put together, and felt that the program helped to open their minds to new possibilities.

Public respondents were more likely to agree that the festival's content reflected a broad and inclusive range of voices ('Content'), whereas Artist/Organisations recorded a 10% lower average score for this dimension.

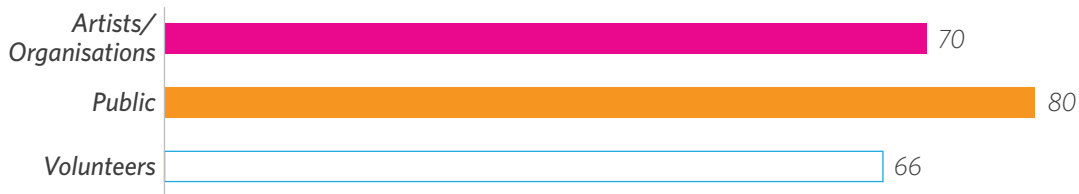
The small sample of responses from the volunteer survey may not offer statistically significant results, so are shown in white to indicate that results are not representative of the overall opinion of the group.

## AVERAGE RESPONSE BY RESPONDENT TYPE

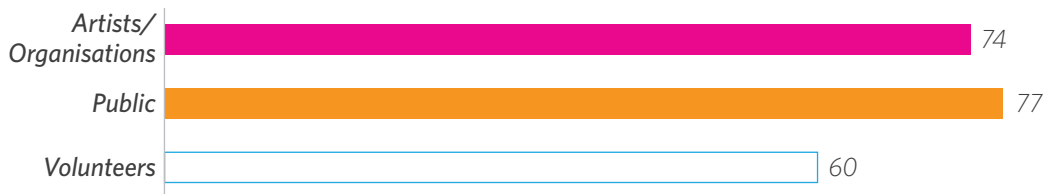
### INCLUSION



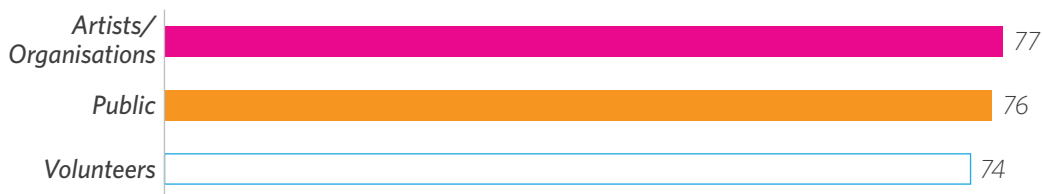
### CONTENT



### RIGOUR



### IMAGINATION



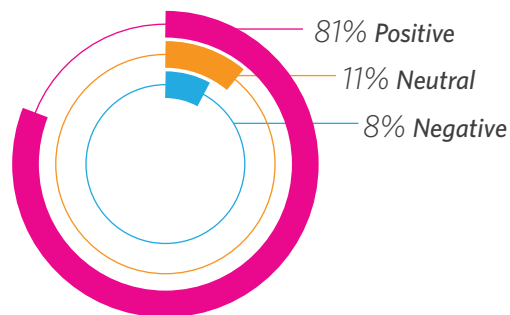
# Public Feedback

## 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 (81%) were positive about the impact and experience of the festival.

Any other thoughts or comments about your festival experience?



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# Public Comments

*"Seriously ALL brilliant. If I had the budget I'd go to EVERYTHING!"*

*"The performances were so imaginative and at times thought provoking. I also laughed so much."*

*"It was such a fantastic experience. I loved how it was planned and organised. It had a great atmosphere - super friendly, fun, exciting. I'll be back next for 2023!"*

*"I loved the way it was set up, every show we saw we just loved. The food stalls were great , will definitely be back. This is just what Townsville needs"*

*"I could go to the festival every night. I love sitting in a chair watching and listening to music. Love living in Townsville and am very grateful and thankful to the Townsville City Council for providing this amazing festival to us, Thank you so much"*

*"I loved the garden bar, the whole setup of Jezzine Barracks! It was a great place to hang out and would be a wonderful staple for Townsville. The shows were a bonus!"*

*"The shows were fantastic and the set up with the bar and festival atmosphere was really well done. Thank you!"*

*"The Corroboree in the Park was just great. I had never been to such a thing before and I don't think I would have ever gotten the opportunity otherwise. Was great to see different cultural dances and I bought some very cool things from the stalls. Would definitely go back again."*

*"Good exposure for aerial arts and comedy. Saw performers well known in other regions for their skills and was thrilled to see them in Townsville"*

*"The free events were fantastic! Loved the option of bringing a rug/chair to enjoy some of the outdoor events too. Great variety of artists"*

*"Beautiful location, an amazing event for Townsville. Looking forward to next year!"*

*"Inclusive, felt like a safe environment"*

*"Absolutely loved the shows and hope to attend many more!"*

*"Excellent for the community! Keep it up!!"*

*"Loved it. Congrats to all. A great success."*

*"We had a great time, kids and adults included. Event staff were friendly and very knowledgeable. We are already looking forward to next year's events"*

*"NAFA is a fantastic event for Townsville. I look forward to it coming every year and ensure I sign up to newsletters to get updates first and can buy tickets straight away."*

*"I love this event. It's great for Townsville to have the arts feature so prominently. I feel it's important to support these things so we can continue to have them."*

*"It was fantastic I live nearby. Walked there, went to shows, the free concerts and the bar. One night we just went to the bar for a drink. It was so much fun. I'd love to see TCC do more events like these year round."*

*"I absolutely loved the festival! Rouge, silent disco and the Peter Pan circus were our favourites. We also LOVED the garden bar set up this year and went there multiple times even when not attending an event that night."*

*"Keep up the amazing work and I can't wait for next year!"*

*"This is the first year I attended after promising myself each year I would and then not going. I loved loved loved it. I will be going again next year for sure"*

*"I was quite surprised when I entered the front gate as to how well the grounds were set up and easy access into the tents, the staff were excellent, and the shows were brilliant. Had a great night."*

*"It was amazing, just wish some of the acts stayed in Townsville longer"*

*"Fantastic range of shows on display and Townsville is very lucky to have an arts festival of this calibre! Looking forward to next year's festival!"*

*"The move to Jezzine Barracks worked well. Parking was easier and it was good having (nearly) everything at a single location. NAFA brings a great atmosphere to Townsville."*



*Silent Disco*





# 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 2022, based on three key areas including accommodation expenditure, organisational spend and audience and artist expenditure.

Due to COVID travel restrictions easing in 2022, the economic impact summary for this year's event features data from a greater number of participants who were able to travel from outside of Queensland to attend.

# Audience and Artist Expenditure Impact

## ECONOMIC IMPACT

**\$4.6 million**

Direct Economic Impact  
(Audience and Artists)

**\$13.5 million**

Multiplied Impact

**21,057**

Unique Attendance

**\$709,890**

Box Office Revenue

**\$2.4 million**

Organiser Expenditure

## EVENTS AND TRIP EXPENDITURE

**\$2.4 million**

Spend at NAFA events

**\$482,830**

Spend in Townsville region  
as part of trip

**\$348,603**

Spend in other parts of  
Queensland

## ACCOMMODATION

**\$628,556**

Spend on accommodation  
in Townsville

**\$773,681**

Spend on accommodation in  
other parts of Queensland

**6,327**

Nights stayed in Townsville

**7,796**

Nights stayed in other parts  
of Queensland

# Economic Impact Assessment

NAFA's post-festival surveys asked audiences, artists and volunteers to identify how much they spent before, during and after their visit to a festival event. 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, 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 52,259 across all festival events in Townsville. This includes 45,828 ticketed events (including free ticketed events) and 6,431 attendances to non-ticketed events.

Combined data from the 2022 survey sample and the NAFA ticketing database returned an average number of events attended of 2.5 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 2.6 events, Intrastate visitors attending 1.6 events, and Interstate visitors attending 2.0 events on average. Dividing the total attendance figure for each visitor type by their average number of events attended generates a unique visitor estimate of 21,057. Even though the size of the festival, total ticket sales and total attendance figures grew significantly in 2022, this is just slightly higher than the unique visitation estimate in 2021 due to a lower estimate of 1.3 events attended on average in 2021.

In order to assess overall economic impact, 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.

The following section contains the Audience expenditure impact, followed by the Artist expenditure impact. These are combined to generate the overall impact of the festival.

# Audience Expenditure Impact

## NAFA Audience Economic Impact Summary

Total unique attendees	21,057
Primary purpose visitors from outside of the region	632
Percentage of primary purpose visitors who stayed overnight	90%
Direct visitor nights generated by the event in Queensland	10,641
Average total expenditure for a day trip visitor	\$110
Average total expenditure for an overnight visitor	\$591
Direct audience expenditure - Visitors only	\$1,742,712
Direct audience expenditure - Locals only	\$2,051,197
<b>Total direct impact</b>	<b>\$3,793,909</b>

## Event Impact

RESIDENCE	ATTENDEES	AVERAGE SPEND AT NAFA	ADDITIONALITY	TOTAL IMPACT AT NAFA
Townsville region	18,890	\$145	71%	\$1,952,783
Elsewhere in Queensland	954	\$158	51%	\$77,269
Interstate	1,214	\$303	12%	\$43,597
Overseas	-	\$-	0%	\$-
<b>Total</b>	<b>21,057</b>	<b>\$152</b>	<b>-</b>	<b>\$2,073,649</b>

## Accommodation and Trip Impact for Townsville

RESIDENCE	NIGHTS STAYED	ACCOMM SPEND/NIGHT	TRIP SPEND	TOTAL TRIP IMPACT FOR TOWNSVILLE
Townsville region	973	\$101	\$-	\$98,413
Elsewhere in Queensland	2,641	\$98	\$466	\$485,629
Interstate	986	\$121	\$783	\$231,858
Overseas	-	\$-	\$-	\$-
<b>Total</b>	<b>4,599</b>	<b>\$108</b>	<b>\$658</b>	<b>\$815,900</b>

## Accommodation and Trip Impact for Queensland

RESIDENCE	NIGHTS STAYED	ACCOMM SPEND/ NIGHT	TRIP SPEND	TOTAL TRIP IMPACT FOR QLD
Townsville region	-	\$-	\$-	\$-
Elsewhere in Queensland	4,354	\$93	\$1,125	\$632,428
Interstate	2,660	\$77	\$804	\$271,931
Overseas	-	\$-	\$-	\$-
<b>Total</b>	<b>7,014</b>	<b>\$81</b>	<b>\$911</b>	<b>\$904,359</b>

Note: Only one survey respondent was from overseas, so due to the small sample size their figures have been combined with interstate respondents for this analysis

## 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	\$3,793,909	\$11,078,213
<i>Visitors (additional spending)</i>	\$1,742,712	\$5,088,719
<i>Locals (stimulated spending)</i>	\$2,051,197	\$5,989,494
Organiser expenditure	\$2,400,000	\$4,824,000
<i>Gross ticket sales</i>	\$709,890	\$1,426,879
<b>Total Impact</b>	<b>\$6,193,909</b>	<b>\$15,902,213</b>

## Return on Investment

Direct Attendee Impact (Audience only)	\$3,793,909
Direct Organiser Costs	\$2,400,000
Return on Investment (including local spending)	1.6

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 2022, NAFA collaborated with 1,456 artists across 105 projects. 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	ARTIST PERCENTAGE	ARTIST BREAKDOWN	AVERAGE SPEND AT NAFA	TOTAL IMPACT AT NAFA
Townsville region	79%	1,150	\$125	\$144,259
Elsewhere in Queensland	8%	122	\$690	\$84,390
Interstate	13%	183	\$496	\$90,971
Overseas	-	-	-	-
<b>Total</b>	<b>100%</b>	<b>1,456</b>	<b>\$357</b>	<b>\$319,620</b>

## 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	-	-	-	-	-
Elsewhere in Queensland	5.4	660	\$61	\$490	\$100,240
Interstate	5.8	1,067	\$106	\$450	\$195,223
Overseas	-	-	-	-	-
<b>Total</b>	<b>-</b>	<b>1,728</b>	<b>\$90</b>	<b>\$463</b>	<b>\$295,463</b>

### 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	-	-	-	-	-
Elsewhere in Queensland	-	-	-	-	-
Interstate	5.9	781	\$209	\$299	\$217,899
Overseas	-	-	-	-	-
<b>Total</b>	<b>-</b>	<b>781</b>	<b>\$209</b>	<b>\$299</b>	<b>\$217,899</b>

### Direct Economic Impact

	DIRECT IMPACT	MULTIPLIED IMPACT
Visiting artists	\$688,724	\$2,011,073
Local artists	\$144,259	\$421,237
<b>Total</b>	<b>\$832,983</b>	<b>\$2,432,310</b>







# Artists and Organisations

Every year, NAFA aims to provide a platform to shine a light on the breadth and depth of creative talent in the region and offer professional development opportunities for creative practitioners. As such, the experience of artists and organisational partners is an integral part of the event's impact measurement and reporting activities.

To support further ongoing research and development in this area, the festival sought feedback from artists and arts organisations that participated in its 2022 program. Through the FTE figures provided by survey participants, it is estimated that 1,456 artists and 78 arts organisations participated in NAFA 2022. The following pages provide a snapshot of the experience of creative organisations and practitioners at the 2022 event, as well as an overview of the scope of artists who were supported by the festival.

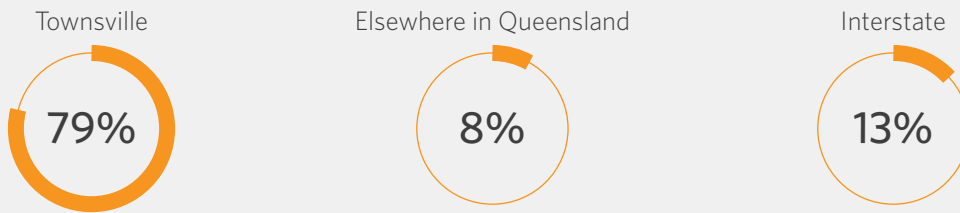
## ARTISTS PROFILE

**1,456** 

Artists

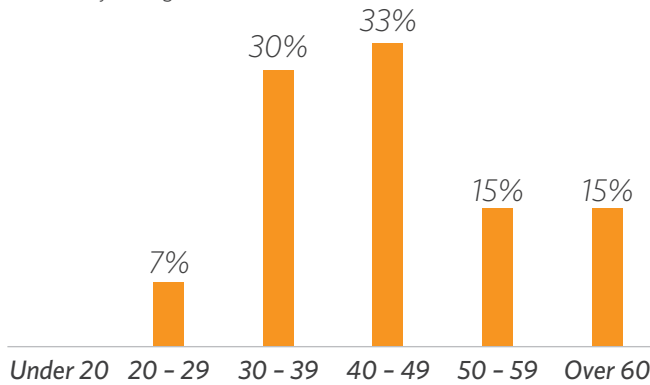
### LOCATION

Which of the following best describes where you usually live?



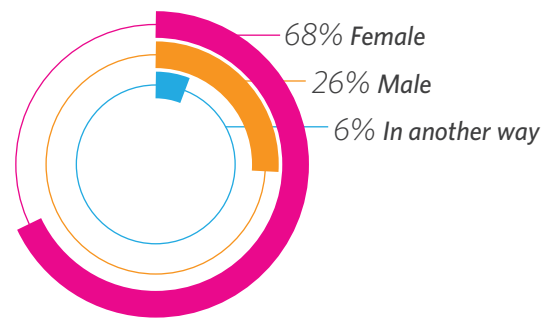
### AGE

What is your age



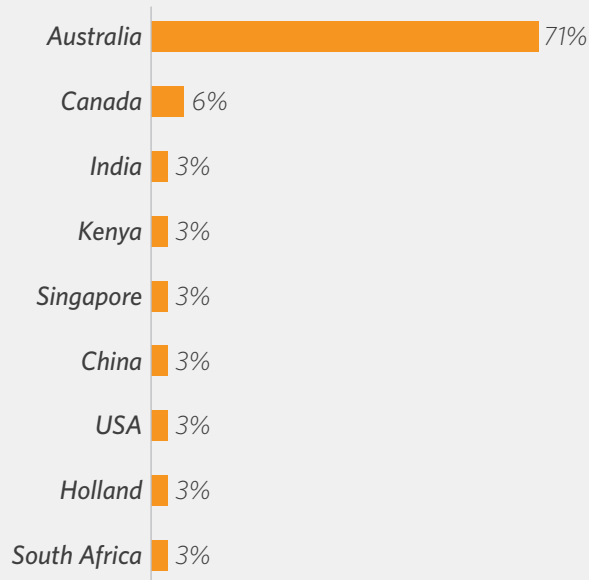
### GENDER

How would you describe your gender?



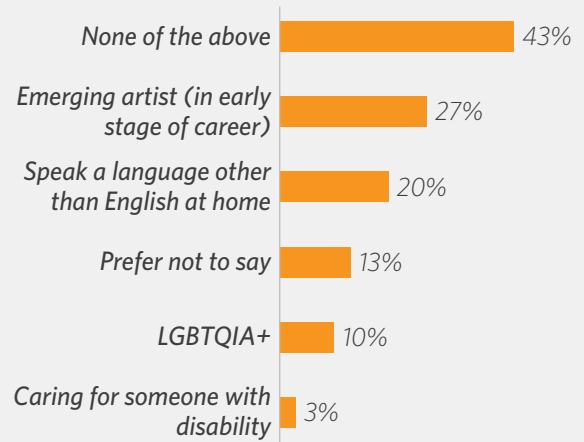
### COUNTRY OF BIRTH

What is your country of birth?



### IDENTITY

Do you identify as any of the following?



## ORGANISATIONS PROFILE

**161** 

Organisations Worked with NAFA 2022

**78** 

Artist Organisations



**4** 

Production Organisations



**79** 

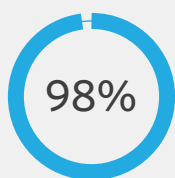
Contractors



## EVENT DETAILS

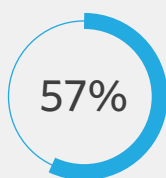
### EVENT TYPE

Accessible for people with disability



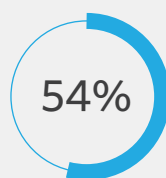
98%

Locally developed



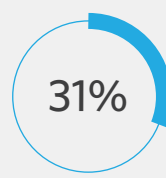
57%

Family friendly



54%

Multicultural



31%

### ARTFORM

40%



Music

37%



Cabaret and Comedy

29%



Circus and Physical Theatre

20%



Dance

14%



Theatre

6%



Workshops

6%



Visual Arts

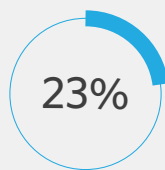
6%



Interactive

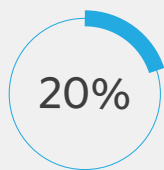
### SESSIONS

Presented 1 session



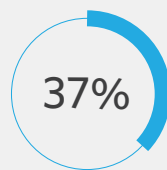
23%

Presented 2 sessions



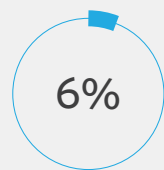
20%

Presented 3 - 5 sessions



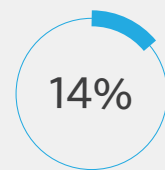
37%

Presented 6 - 10 sessions



6%

Presented 11+ sessions



14%

### SECTOR ENGAGEMENT

30%

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

68%

Of projects included artists or employees from culturally diverse backgrounds

62%

Of projects included artists or employees from the local creative sector

73%

Of projects included emerging artists

## OUTCOMES

### ARTISTS - AVERAGE RESPONSE



This year, artists were surveyed in response to nine key dimension questions which aimed to capture an overview of their experiences taking part in NAFA 2022. Four dimensions were consistent with audience outcomes surveying – Inclusion, Imagination, Rigour, Content – while five dimensions reflected the economic outcomes associated with their artist participatory experience.

Six of the nine dimensions received a high average score of above 70/100. Of this, 'Inclusion' scored the highest with 80/100, followed by 'Imagination' (77/100), 'Rigour' (74/100), 'Profile' (72/100), 'Content' and 'Collaboration', which both received 70/100 respectively. This indicates that the artists and arts organisations who took part in NAFA 2022 were most likely to agree that the festival provided an inclusive environment that offered an excellent opportunity for collaboration and to grow their creative practices.

Though scoring lower, 'Opportunity' (67/100), 'Platform' (66/100) and 'Skills' (57/100) all can be considered positive results. Additionally, it is important to view dimensions such as 'Skills' which received the lowest average score of 57/100, within the context of the event, as performance-based festivals that do not include professional development activities for artists would not have the same skills development opportunities as conferences or workshops.

## Artist Comments

*"It was Shed 3's first time at the NAFA Event Hub and we thoroughly enjoyed the experience. The tech staff were super helpful and friendly. It was a great opportunity for the staff and students of our circus school and we look forward to being involved again next year."*

*"The tech team in the May Wirth were absolutely incredible. Friendly, helpful and professional."*

*"Dancenorth is thrilled to continue this wonderful relationship with NAFA and the team. It cannot be overstated how invaluable the commissioning support has been in the Company's capacity to develop and premiere new work/s to our Townsville audience. It has had significant and quantifiable impact on our relationships and reach with our Townsville community."*

*"The opportunity and challenge to present our work in the Civic Theatre brought positive results and enabled a renewed relationship (and further prospects) for future presentations of our works. This opportunity also enhanced the organisation's audience development prospects in the region."*

*"All the people we encountered during our season were lovely and helpful. A great tech team who made sure we had everything we needed"*

*"Merry Go Round was a positive step forward for Access and Inclusion in the NAFA programming however disability organization engagement was challenging. More opportunities like these are welcomed to grow and develop people with disability to participate in these types of activities and grow their audience."*

*"Well organised. Professional crew. Efficient and professional tech crew."*

*"The group really appreciated the opportunity to be able to rove and attend the opening night. We would have loved to see more organised nights like this. We felt like we could really help spread the word about our show this way. It seems like a lot of people were surprised that we are a local group."*

*"All staff I engaged with in this festival were incredibly professional, supportive and welcoming."*

*"Really appreciative of all the work the NAFA committee did to put together the festival. Always a great event."*

*"On whole, it was well organised. All the staff involved were very friendly and helpful"*

*"Loved it"*





**Culture  
Counts**