

TOWNSVILLE CITY COUNCIL

NORTH AUSTRALIAN FESTIVAL OF ARTS 2021

IMPACT 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 Monika Bogнар, Tom McKenzie and Shannon Pearse of 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: October 2021

Contents

Welcome & Thank you	3
At a Glance	4
Evaluation Summary	6
Dimensions list	7
Audience Profile	9
Festival Outcomes	13
Festival Overview	14
NAFA 2021 Outcomes	16
Public Outcomes by Demographics	20
Public Feedback	33
Economic Impact	35
Economic Impact Assessment	37
Artists and Organisations	43



Welcome & Thank you

Townsville City Council presented the North Australian Festival of Arts (NAFA), a month-long celebration of artistic, cultural and lifestyle events featuring the Northern Fringe Festival, Ephemera, Pop-Up North Queensland (PUNQ) and the Australian Festival of Chamber Music (AFCM).

After a scaled back event in 2020 due to the beginning of the COVID-19 pandemic, the 2021 Festival was organised with a full program of over 350 shows.

The first event on the festival calendar was scheduled for Wednesday 30th June. On Tuesday 29th it was announced that Townsville would go into a 3-day COVID lockdown starting at 6pm that day through to 6pm Friday 2nd July.

With no guarantee of the lockdown lifting and uncertainty around what restrictions QLD health would implement post lockdown, the prospect of having to cancel the entire festival was a possibility.

While lockdown was lifted on Friday 2nd July as scheduled, festival staff required time to re-group and re-plan for a COVID safe event – therefore shows were only able to commence Saturday evening on the 3rd of July.

The following week saw COVID outbreaks across the country, with new quarantine rules and border restrictions for entry into Queensland. This impacted the movement of a huge number of festivals artists, resulting in a total of 97 shows being cancelled.

Part of the cancelled schedule was the event Tropic Sounds, with headline acts Tones and I and Pierce Brothers, which was expected to sell-out with 10,000 tickets. The cancellation of this event and of other shows significantly impacted the festival box office totals and attendance figures. The COVID impacts were not only specific to NAFA, but also our partner event AFCM who were forced to cancel their 2021 event.

The team was able to regroup and still deliver 243 shows with festival attendance numbers just falling shy of 27,000. Strand Park, Central Park, The Ville Headland and Queens Gardens were activated as festival hubs over the month of July.

Festival highlights included the First Nations commission Dungarri Nya Nya Ngarri Bi Nya by Dancenorth featuring Baker Boy, Yothu Yindi and the return of the Wonderland Spiegeltent with headlining cabaret Popcorn Underground. The world premiere of High Tea with BOOFF was a huge success, which saw most of their 40 shows sold out. Silent Disco Walking Tours by Guru Dudu Productions danced their way around the city and stand-up comedy acts like Mel Buttle and Randy Felt Face had their audiences in stitches.

In total, NAFA provided jobs to approximately 65 contractors, 54 of those local. It also provided a stage for 376 artists and 25 arts organisations. The direct economic impact for Townsville was \$4.7million, further confirming that NAFA is vital for Townsville's economy, 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 2022.

At a Glance

AUDIENCE

26,946

Total Attendance

13,170

Ticketed Attendance



13,776

Non-ticketed Attendance



29



Total Event Days

SITES

19,130 Stand Park Attendance

18 Stand Park Event Days

4 Days Cancelled Due to COVID Lockdown

1,963 Central Park Attendance

6 Central Park Event Days

2 Days Cancelled Due to Loss of Shows

1,544 Queens Gardens Attendance

1 Queens Gardens Event Days

2 Days Cancelled Due to COVID Lockdown

3,497 The Ville Headland Attendance

3 The Ville Headland Event Days

1 Days Cancelled Due to Loss of Shows

458
Townsville Entertainment and Convention Centre Attendance

1
Townsville Entertainment and Convention Centre Event Days

-
Queensland Country Bank Stadium Events Cancelled Due to Loss of Shows

PATRON EXPERIENCE

Net Promoter Score

76

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

Overall Experience

95%

Surveyed attendees rated their NAFA 2021 experience as 'Good' or 'Excellent'

New Attendees

34%

The proportion of attendees that attended a NAFA event for the first time in 2021

BOX OFFICE

\$476,239



Total Box Office Revenue

\$36



Average Ticket Price

11,664



Tickets Sold

PROGRAM

243



Total Number of Shows

79



Individual Performances

135



Free Events

100%



Of shows made accessible
to people with disability

3



Works commissioned or
co-commissioned by NAFA

ARTISTS AND ORGANISATIONS

376



Artists

64%

Local

12%

QLD based

20%

Interstate

4%

Overseas

25



Arts Organisations

36%

Local

16%

QLD based

44%

Interstate

4%

Overseas

8



Production
Organisations

88%

Local

12%

QLD based

65



Contractors

84%

Local

3%

QLD based

3%

National

ECONOMIC IMPACT

\$4.7 million



Direct Economic Impact

\$11.8 million



Multiplied Impact

\$1.5 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 engaged Culture Counts to measure and report on the unique impact achieved by the 2021 Festival. 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 2021 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 Principals 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.

Circus Wonderland



Dimensions list

Public Outcomes

DOMAIN	OUTCOME AREA	STATEMENT
Cultural	Insight	It helped me gain new insight or knowledge
	Imagination*	It opened my mind to new possibilities
	Content*	It reflected a broad and inclusive range of voices
Social	Belonging	It helped me feel part of the community
	Access	It gave me the opportunity to access cultural activities
	Inclusion*	It made me feel welcome and included
Civic	Positivity	It made me feel positive about the community's future
Artistic Quality	Distinctiveness	It was different from things I've experienced before
	Rigour*	It was well thought through and put together

*Key metrics for Public, Artists, Organisations and Volunteers

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 helped me learn/develop new skills
	Collaboration	It provided opportunities for collaboration
	Platform	It created a platform for new work

Artistic: Connects the quality of what we produce, the realisation of our intentions and the strength of our impact.

Cultural: The aspect of life in which human beings' values are enacted, which are the things we care about and the ways we share them.

Social: Supports a society that creates and promotes participation in community life and fosters the realisation of self within the individual.

Place: Recognises the links between ourselves and where we live, contributing to our overall wellbeing.

Economic: Promotes dynamic and resilient local economies that are required to sustain vibrant communities.

Note: Adapted framework based on the Cultural Development Network's Measurable Outcomes model: culturaldevelopment.net.au/outcomes



Audience Profile

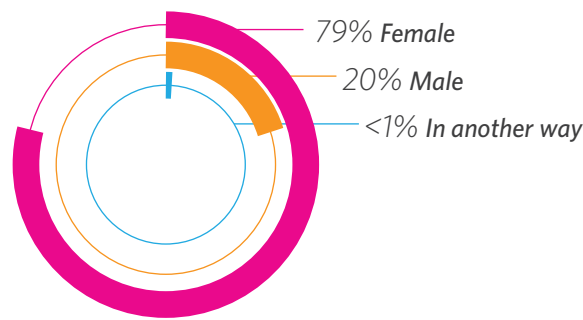
NAFA aims to be a festival with something for everyone - to bring shows, performers and acts to the region not normally seen as part of the regular performing and visual arts programming in an attempt to challenge expectations.

Audiences were primarily local, with survey results showing that 94% of respondents were from the Townsville region, and another 3% travelling from elsewhere in the state to attend the Festival. This is to be expected due to the COVID-19 related travel restrictions in place at the time.

Almost a quarter of respondents were aged 40 -49 (24%) with 79% of the survey sample identifying as female.

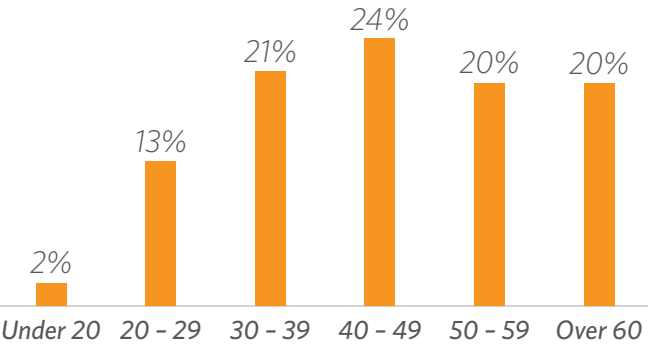
GENDER

How would you describe your gender?



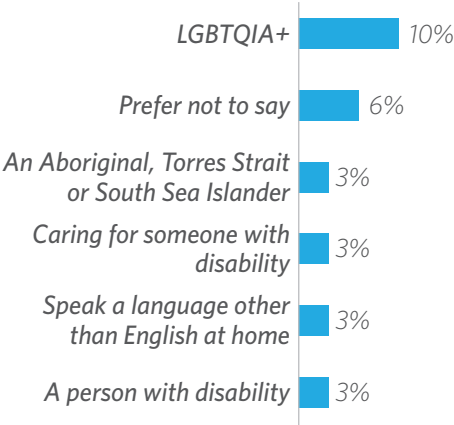
AGE

What is your age?



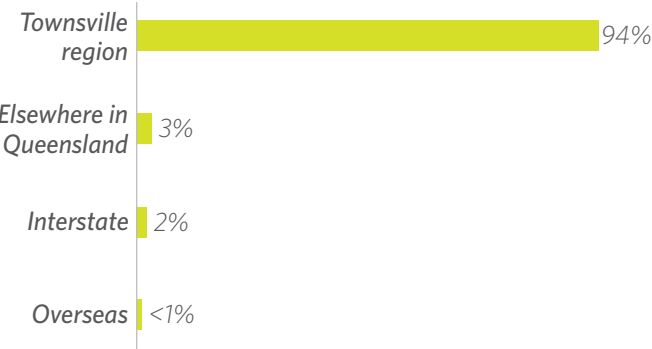
IDENTITY

Do you identify as any of the following?



LOCATION

Which of the following best describes where you live?



Popcorn Underground - Kristal Stafford, Emma Dahl, Ange Hallett & Libby Smith

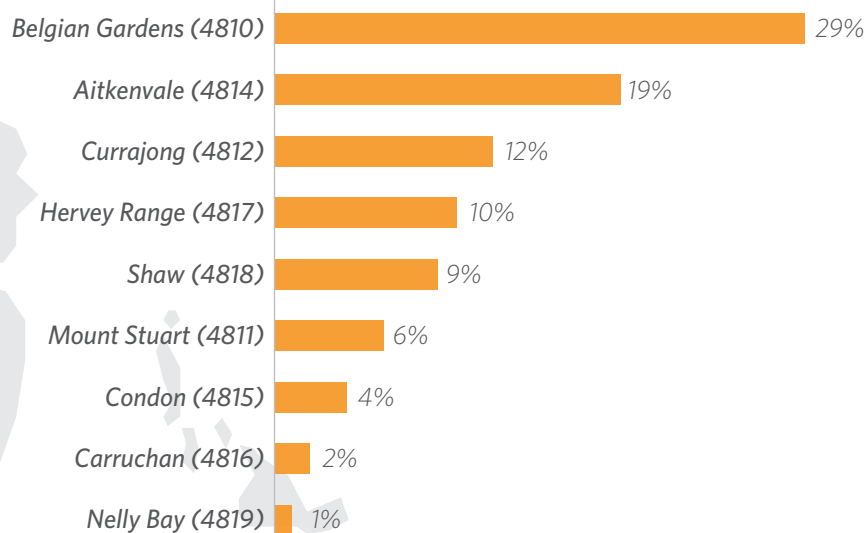
AUDIENCE LOCATION



0.1%

25%

TOP POSTCODES



Summary of NAFA 2021 attendee postcodes, based on survey data collected through Culture Counts.



Festival Outcomes

NAFA 2021 put a spotlight on Northern Australia's melting pot of creativity. Despite a number of cancellations due to COVID-19 related travel and social-distancing restrictions, Townsville came alive with cabaret, theatre, comedy, dance, exhibitions and concerts.

The Festival was spread across five main sites throughout Townsville, with two new performance hubs opening as part of the 2021 Festival. The Ville Headland and Central Park came to life with performances by Yothu Yindu, Dancenorth featuring Baker Boy, live shows by local musicians, interactive globally renowned Silent Disco by Guru Dudu productions and more.

Festival Overview

For the purpose of this report, the distinctive outcomes achieved by NAFA's ticketed and free program have been assessed in aggregate, filtered by key audience demographics and site visitation. The program evaluation aims to identify any differences measured across audience demographics and recognise the unique impact that each site delivers.

A total of 26,949 people enjoyed events as part of NAFA 2021, across locations at Strand Park, Central Park, Queens Gardens, The Ville Headland, Townsville Entertainment Centre and Convention Centre, and other venues. Unfortunately, the Queensland Country Bank Stadium activation was cancelled.

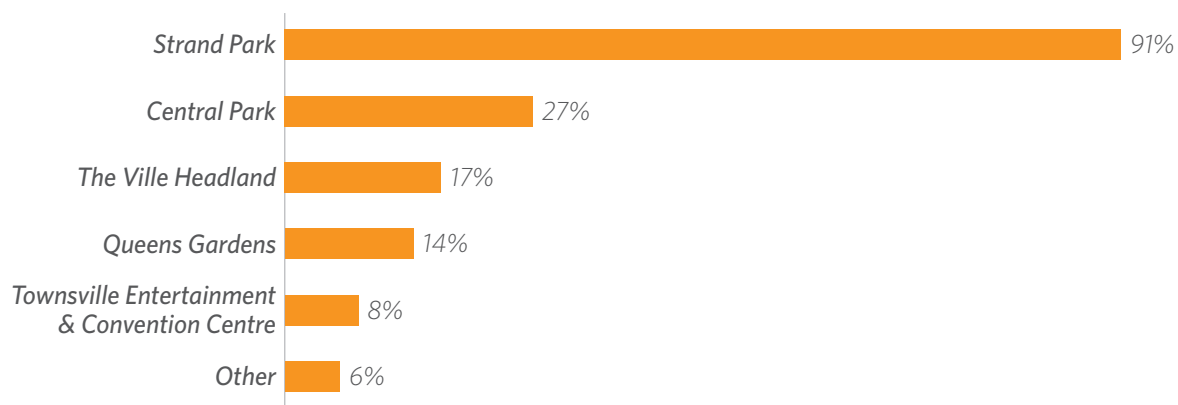
The subsequent pages outline the outcomes and patron experience for each Festival site.

SITE	ATTENDANCE
Stand Park	19,130
Central Park	1,963
Queens Gardens	1,544
The Ville Headland	3,497
Townsville Entertainment and Convention Centre	458
Queensland Country Bank Stadium*	0
Other	354
Total Attendance	26,946

*event cancelled

SITES VISITED

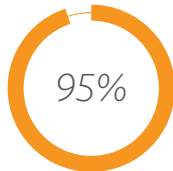
Which of the following NAFA sites did you attend?



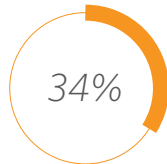
Note: 3% of respondents selected Queensland Country Bank Stadium, these have been removed as no events took place in this location.

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program
for the first time in 2021)



Net Promoter
Score



Median Age of
Attendee

45

Overall Experience

All surveyed audience members were asked to rate their overall NAFA experience, based on the ticket purchasing process, event experience and atmosphere. Responses were split into five measures – terrible, poor, average, good and excellent.

New Audience

The new audience percentage shows the proportion of the audience that were first time NAFA attendees in 2021. 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.



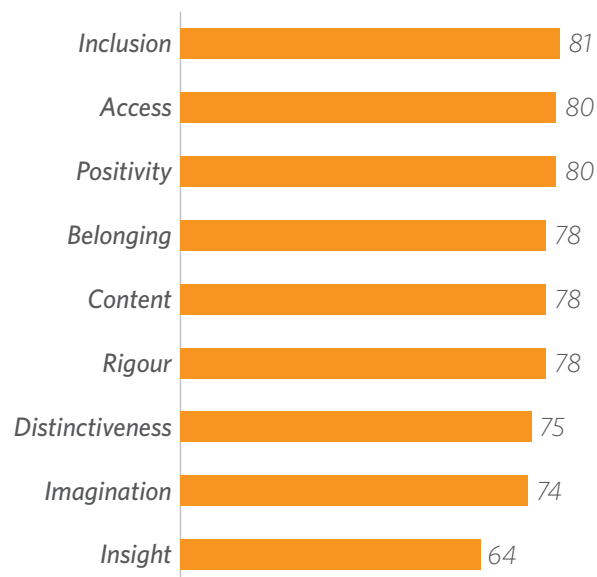
NAFA 2021 Outcomes

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 is 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 percentage of respondents that agreed or disagreed with the statements with responses grouped into 5-point Likert scale groups, i.e. a typical 5-point agree-to-disagree format.

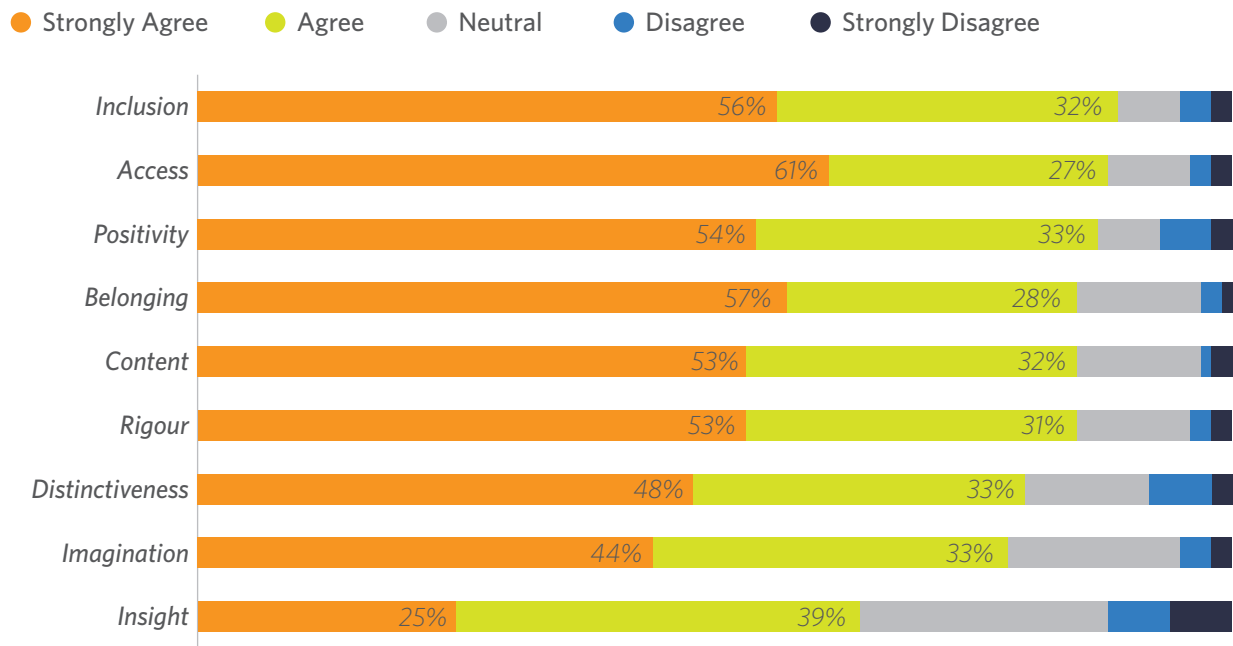
The following charts show the dimension results received from all surveys conducted as part of NAFA 2021. They provide an indication of the aggregate outcomes achieved by the Festival, overall.

PUBLIC OUTCOMES - AVERAGE RESPONSE



Circus Wonderland - Greet, Wouter, Sam & Rob Teunisse

PUBLIC OUTCOMES - LEVEL OF AGREEMENT



Seven of the eight dimensions received over 75% overall agreement and an average agreement rate of over 74/100, a very positive result for the Festival.

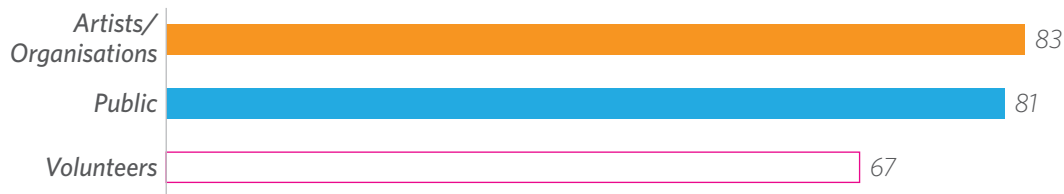
'Inclusion' scored the highest at 81/100, followed by 'Access' and 'Positivity' (80/100). This indicates that respondents were most likely to agree that they felt welcomed and included at Festival events, that NAFA gave them the opportunities to access cultural events and that the Festival made them feel positive about the community's future.

Of all dimensions measured, 'Positivity' (88%) and 'Inclusion' (88%), 'Rigour' (87%) received the highest levels of overall agreement. This indicates that the majority of respondents agreed that the Festival made them feel positive about the community's future, that they felt welcome and included and that the Festival was well thought through and put together.

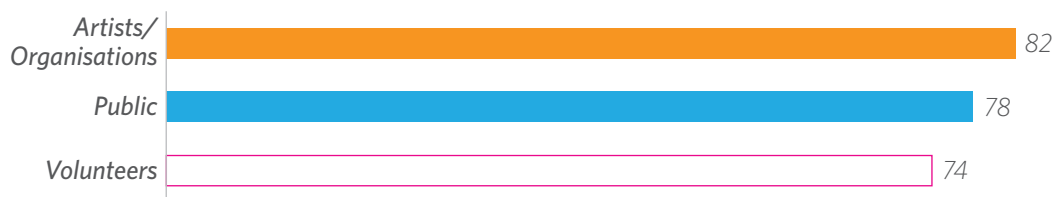


AVERAGE RESPONSE BY RESPONDENT TYPE

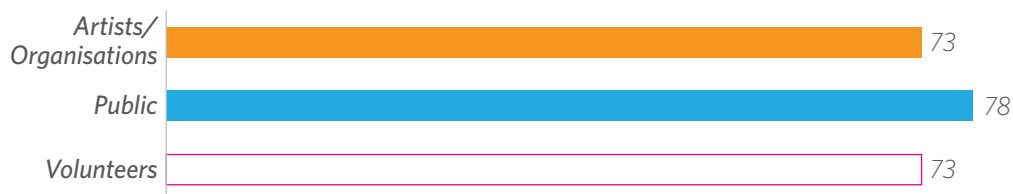
INCLUSION



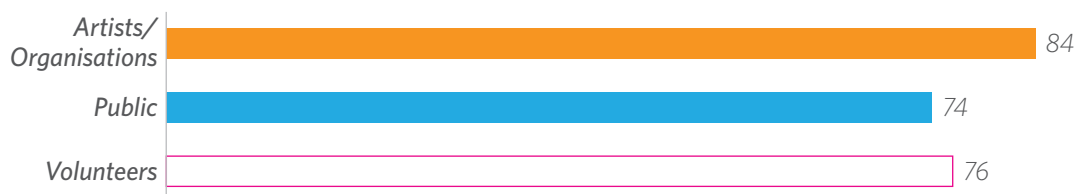
RIGOUR



CONTENT



IMAGINATION



Note: Categories with fewer than 10 responses are shown in white to indicate that the value may not be representative due to the small sample size.

The Artists/Organisations respondent group gave the highest score to three out of four comparable dimension statements asked across the three group surveys, ('Inclusion', 'Rigour' and 'Imagination'). This indicates that Artists/Organisations working with the Festival were more likely to feel welcome and included, felt that the Festival was well thought through and put together and that the Festival open their mind to new possibilities.

The Public respondents scored the highest for 'Content', indicating they were most likely to agree that the Festival's programming reflected a broad and inclusive range of voices.

Public Outcomes by Demographics

Survey respondents were asked to provide their gender at the end of the survey. This enables NAFA to understand the demographic mix of their audiences, identifying whether particular groups are more

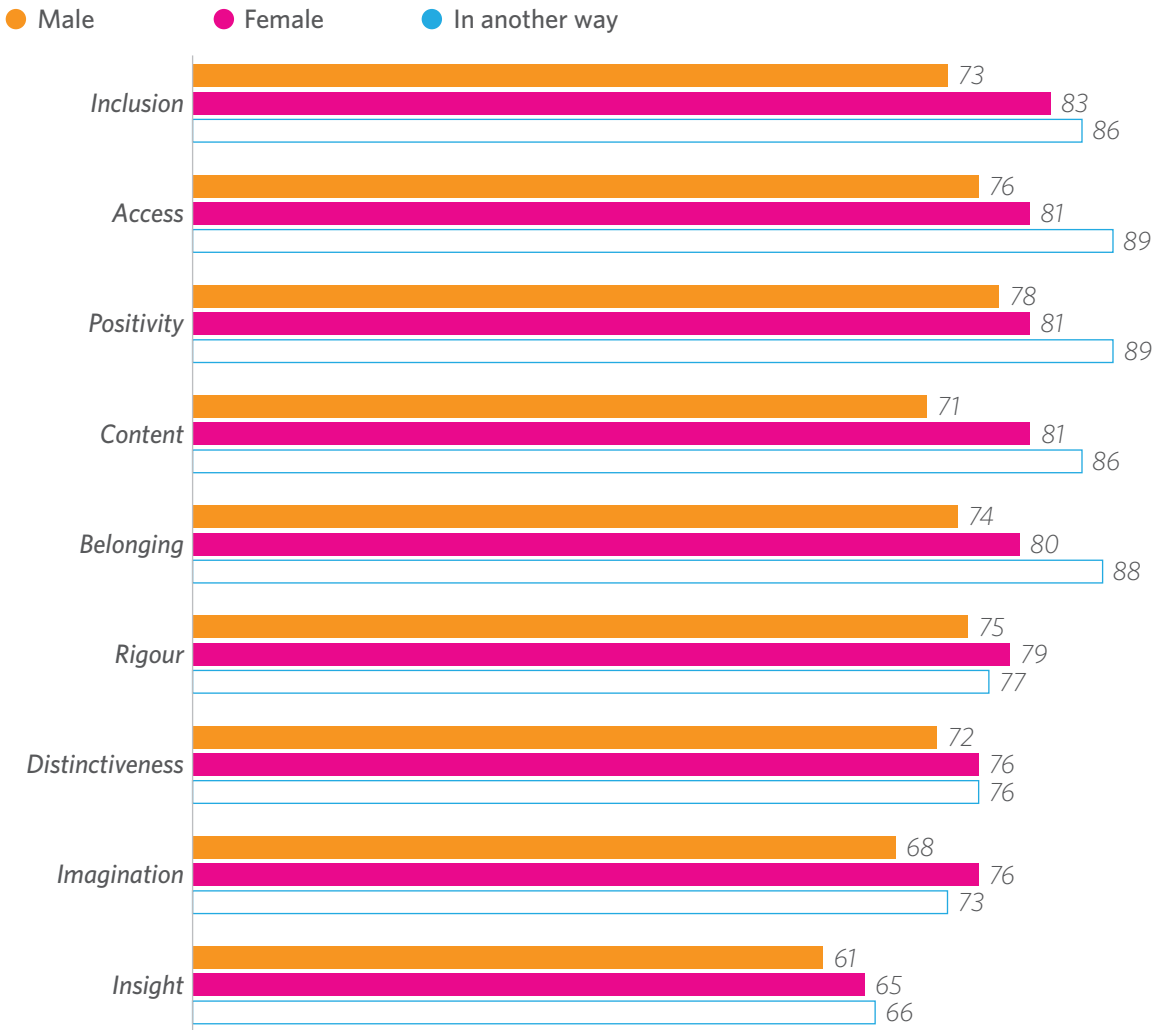
likely to attend festival events and whether they are impacted differently by their experience.

Results can be filtered by demographics to see whether particular groups within the NAFA audience experienced the Festival in different or more impactful ways.

Dungarri Socials Emelie Williams & Nathan Hughes



PUBLIC OUTCOMES - AVERAGE RESPONSE BY GENDER



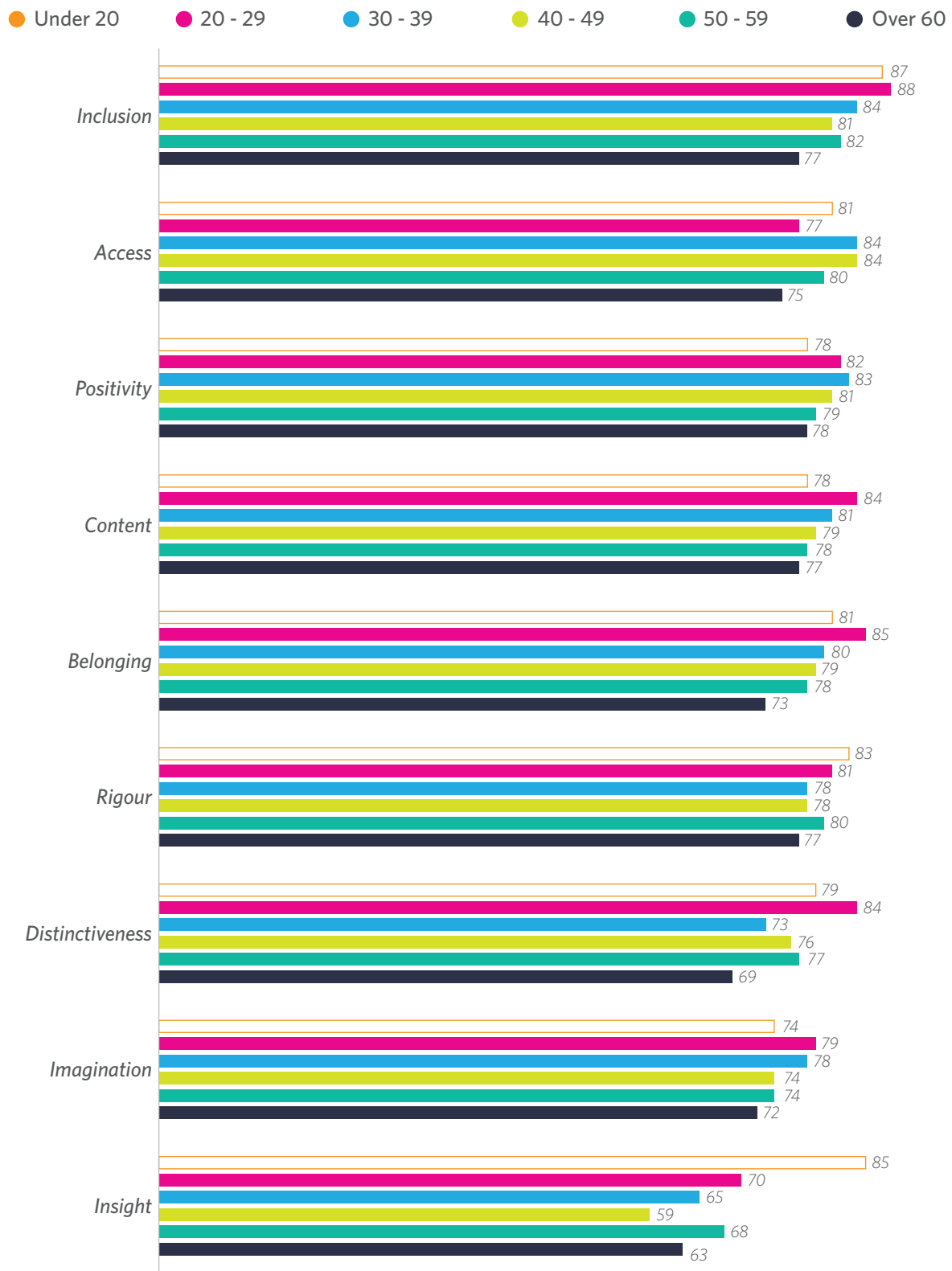
Note: Categories with fewer than 10 responses are shown in white to indicate that the value may not be representative due to the small sample size.

RESPONSE OF GOOD/EXCELLENT BY GENDER



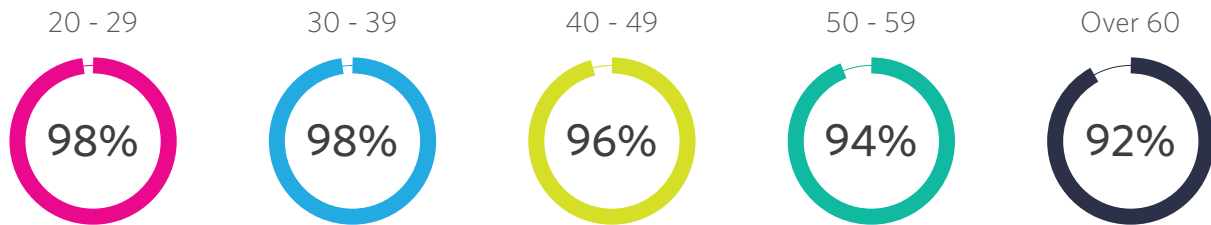
Respondents that identified as female gave slightly higher scores than males on average, across the full range of comparable dimensions. The largest difference was for the 'Content' dimension (difference of 10/100) indicating that females were more likely to agree that the Festival reflected a broad and inclusive range of voices. Females also gave a slightly higher overall experience score.

PUBLIC OUTCOMES - AVERAGE RESPONSE BY AGE GROUP



Note: Categories with fewer than 10 responses are shown in white to indicate that the value may not be representative due to the small sample size.

RESPONSE OF GOOD/EXCELLENT BY AGE

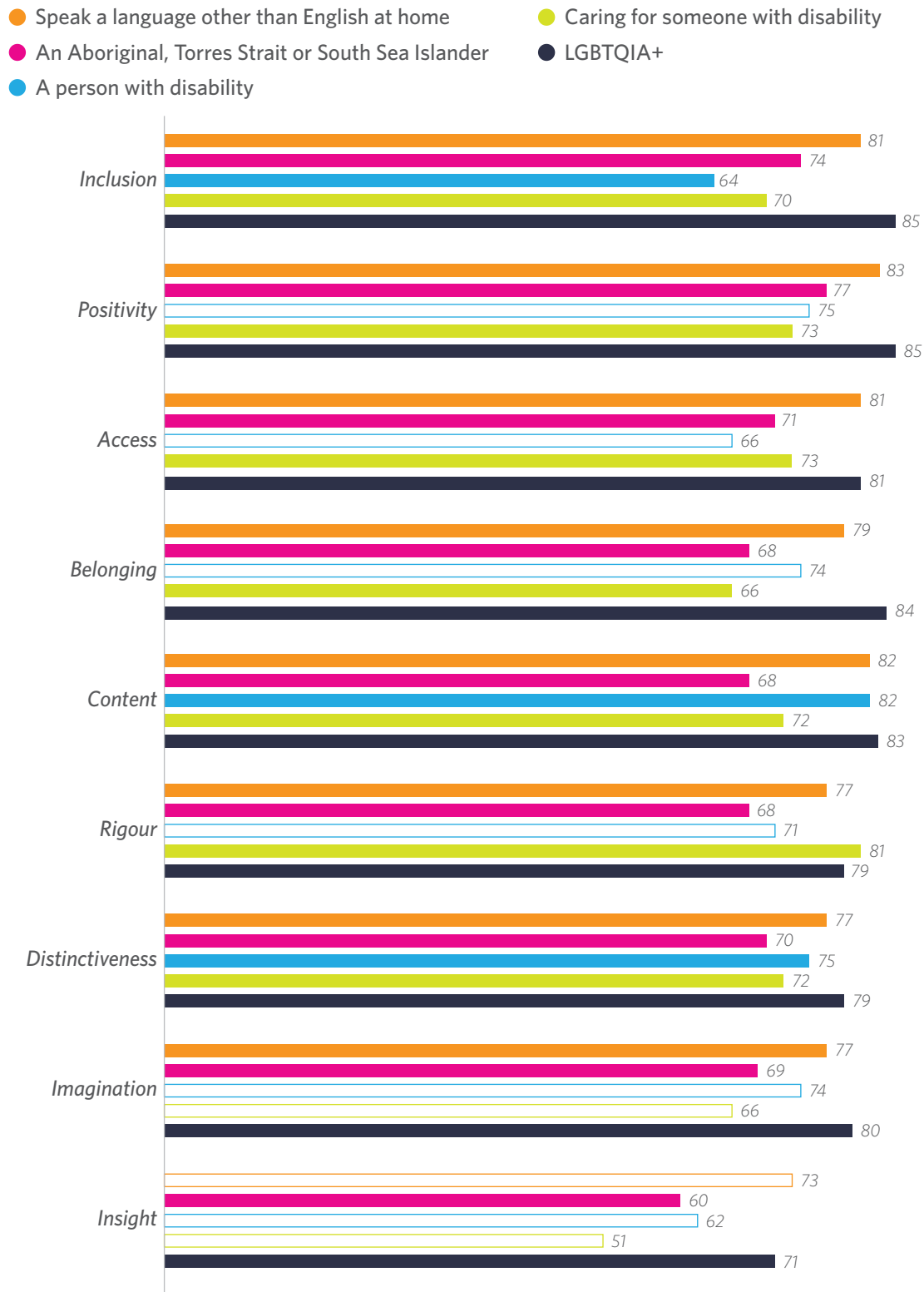


There was little difference in scoring by age group for the majority of dimensions. Overall, there was a tendency for the younger age groups to agree more strongly with the statements, with those aged 20 to 29 giving the highest average for 'Inclusion', 'Content', 'Belonging', 'Distinctiveness' and 'Imagination'.

When looking at overall experience by age group, younger respondents tended to rate their experience higher with 98% of both 30 - 39 years and 20 - 29 years giving a 'good' or 'excellent' rating.

Popcorn Underground

PUBLIC OUTCOMES - AVERAGE RESPONSE BY IDENTITY



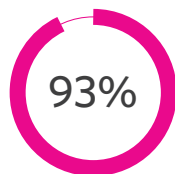
Note: Categories with fewer than 10 responses are shown in white to indicate that the value may not be representative due to the small sample size.

RESPONSE OF GOOD/EXCELLENT BY IDENTITY

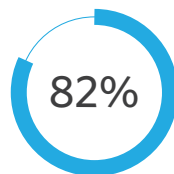
Speak a language
other than
English at home



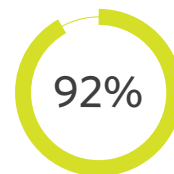
An Aboriginal, Torres
Strait or South
Sea Islander



A person
with disability



Caring for someone
with disability



LGBTQIA+



Respondents that identified with one of the specified groups were likely to indicate that they had a positive overall experience at the Festival. 100% of respondents that identified as LGBTQIA+ and those who speak a language other than English at home rated their experience as 'good' or 'excellent'.

Respondents who identified as LGBTQIA+ gave the highest scores for seven of the nine comparable dimensions indicating this group was positively impacted by their Festival experience in a range of outcome areas. Respondents who speak a language other than English at home were also more likely to agree with the majority of the dimension statements.

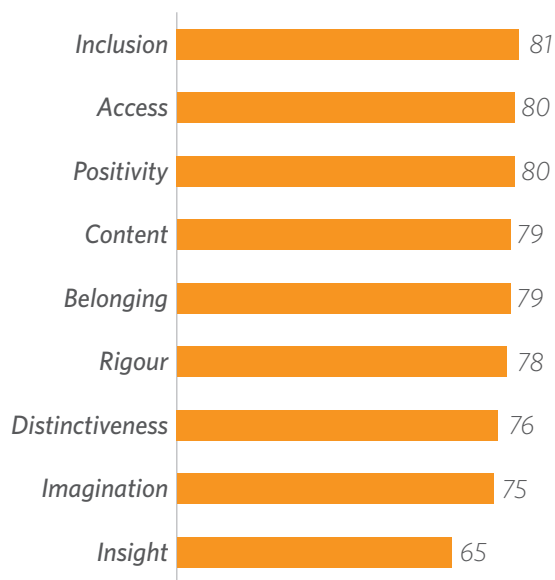


STRAND PARK

Popcorn Underground



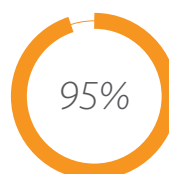
PUBLIC OUTCOMES – AVERAGE RESPONSE BY SITE



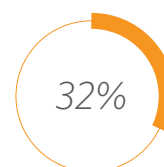
N=412

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program
for the first time in 2021)



Net Promoter Score



Median Age of
Attendee

44

Almost one third of visitors to Strand Park had not attended NAFA before, with 95% of respondents rating their experience as 'good' or 'excellent'.

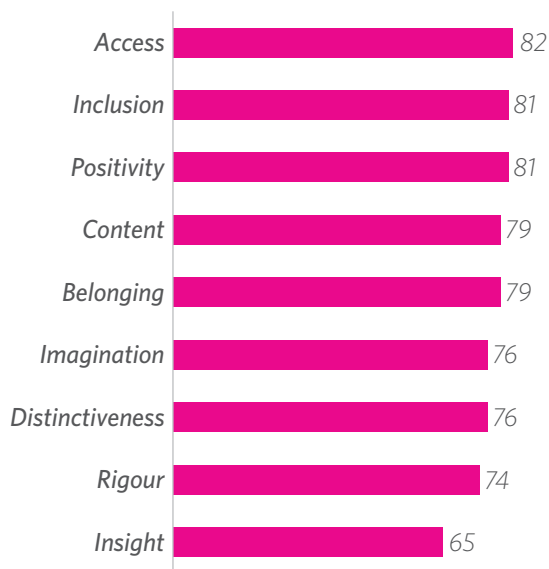
Similar to the overall Festival scores, the 'Inclusion' (81/100) dimension received the highest score for respondents who visited Strand Park indicating visitors to this the site were more likely to agree that the events there made them feel welcome and included.

CENTRAL PARK

Central Park - Brianna Hutchings & Andrea Smith



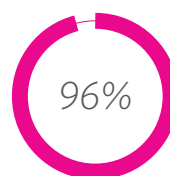
PUBLIC OUTCOMES – AVERAGE RESPONSE BY SITE



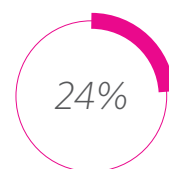
N=124

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program
for the first time in 2021)



Net Promoter Score



Median Age of
Attendee

46

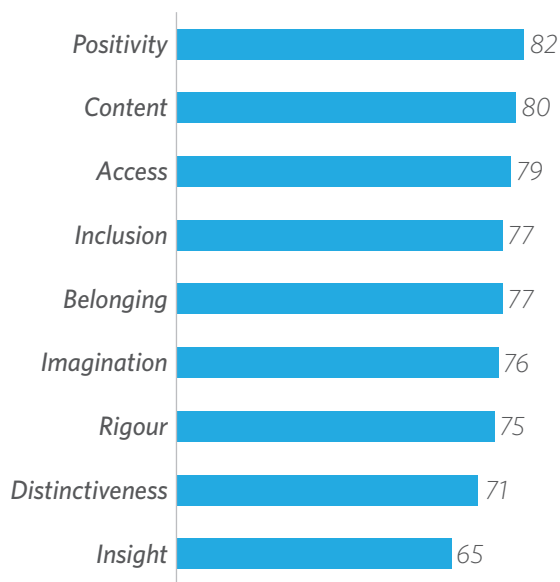
Respondents that visited Central Park had the highest overall experience rating of all the sites (96%). Nearly a quarter of visitors to this site were first time visitors to NAFA.

These respondents were more likely to agree with the 'Access' dimension statement signifying that visitors felt the events in this location gave them the opportunity to access cultural activities (82/100).

QUEENS GARDENS



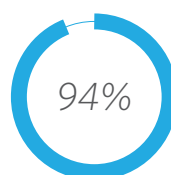
PUBLIC OUTCOMES – AVERAGE RESPONSE BY SITE



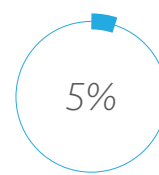
N=63

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program
for the first time in 2021)



Net Promoter Score



Median Age of
Attendee

48

Attendees at Queens Gardens events were most likely to have visited NAFA before with 95% of respondents indicating they had attended previously. The median age of attendees was slightly higher than the other sites at 48.

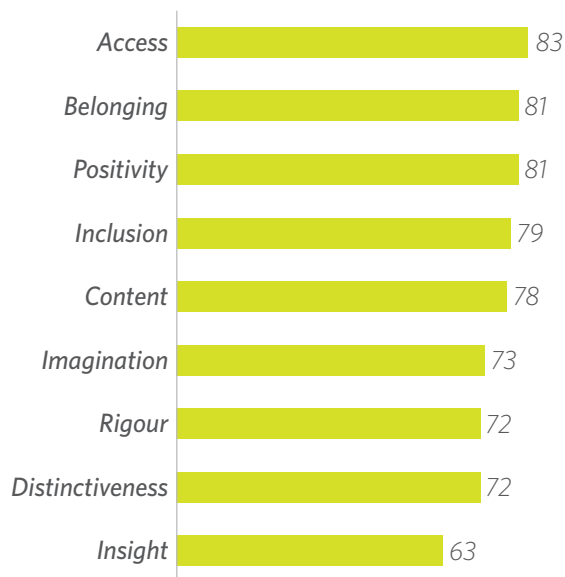
'Positivity' was the highest scoring dimension statement for respondents who visited Queens Gardens (82/100) indicating respondents who attended this site were more likely to feel positive about the community's future through their Festival experience.

THE VILLE HEADLAND



Dungarri Nya Nya Ngarri Binya

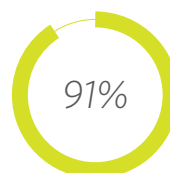
PUBLIC OUTCOMES – AVERAGE RESPONSE BY SITE



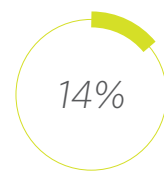
N=78

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program
for the first time in 2021)



Net Promoter Score



Median Age of
Attendee

46

Respondents that visited The Ville Headland gave the highest Net Promoter Score of all the sites. The Net Promoter Score of 79 shows that the Festival events at this site attract a highly engaged and loyal audience.

The dimension statement 'Belonging' (81/100) received the highest score when compared to the scores from other sites indicating that respondents who attended events here were more likely to feel part of the community.

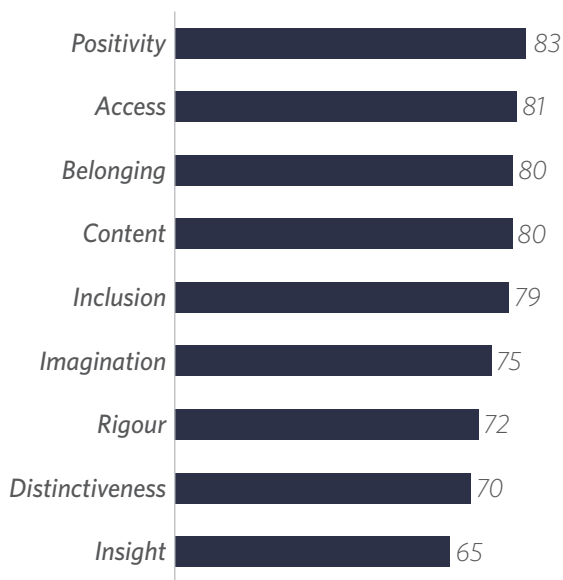


TOWNSVILLE ENTERTAINMENT AND CONVENTION CENTRE

Pose



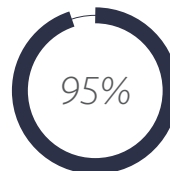
PUBLIC OUTCOMES – AVERAGE RESPONSE BY SITE



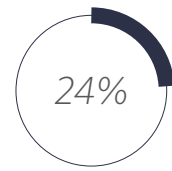
N=37

PATRON EXPERIENCE

Overall Experience
(% Good/Excellent)



New Audience
(% Attended program
for the first time in 2021)



Net Promoter Score



Median Age of
Attendee

41

Respondents who attended the Townsville Entertainment and Convention Centre had a slightly younger median age of all the sites at 41. A quarter of respondents who visited this site were new attendees of NAFA.

Respondents who attended events at this site were more likely to feel positive about the community's future as this dimension statement received the highest score (83/100) when compared to the score for the same statement for other sites.



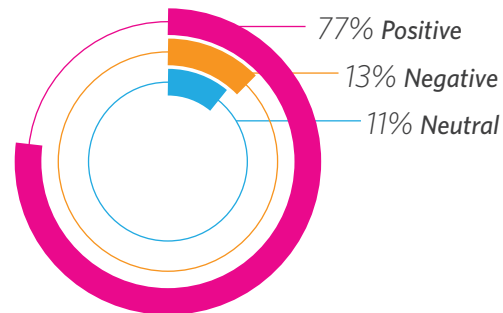
Public Feedback

Respondents were asked to leave any additional feedback about their experience at NAFA 2021. This feedback has been classified into positive, neutral, or negative categories, with the percentage of feedback sentiment types presented in the following chart.

Feedback helps organisations understand where the value of visitor experiences lies and how they can be improved and strengthened in the future. A selection of comments have been highlighted.

PUBLIC SENTIMENT

Any other thoughts or comments about your festival experience?



"NAFA is such a fantastic event for our region. Please continue to bring such a wonderful selection of performers to our city. It is really helping to boost the creativity, arts and culture of our region and helping put Townsville on the map as an entertainment and arts location. We can't wait until next year's event."

"It made me proud to be able to show off Townsville's cultural strengths to out-of-town friends, and was also a great opportunity and excuse to reconnect with Townsville friends."

"This festival is a fantastic showcase of our talented artists and regional. Well done to council and state for supporting the arts. Our emerging artists can engage in industry pathways without leaving our region."

"The festival was amazing again. Well done to all involved putting it all on under such difficult circumstances. Thanks also to TCC for ongoing support. Townsville needs much more of this kind of thing. Already looking forward to the next time!"



Economic Impact

NAFA's program of events and activations attracts audiences to different areas of Townsville, encouraging economic activity.

The following section examines the 2021 Festival's economic impact, based on audience and artist expenditure, accommodation expenditure and organisational spend.

With COVID-19 related travel restrictions in place at the time of the Festival, tourism impact was limited. However, survey results found that there were still audience members from interstate and elsewhere in Queensland in Townsville at the time of the Festival.

ECONOMIC IMPACT



\$4.7 million

Direct Economic Impact

\$11.8 million

Multiplied Impact

20,728

Unique Attendance

\$476,239

Box Office Revenue

\$2.0 million

Organiser Expenditure

EXPENDITURE



\$1.5 million

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

\$440,972

Spend in Townsville region
as part of trip

\$307,031

Spend in other parts of
Queensland as part of trip

ACCOMMODATION



\$202,828

Spend on accommodation
in the Townsville region

\$249,898

Spend on accommodation in
other parts of Queensland

2,835

Nights stayed in Townsville

1,175

Nights stayed in other parts
of Queensland



Economic Impact Assessment

NAFA's post-festival survey asks attendees 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.

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, as well as 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
- **Spend:** Spending at the event, in the local area, and on accommodation. Excludes spending on tickets or other items that would be captured through organisation expenditure
- **Additionality:** The percentage of spending that would not have occurred otherwise

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 will likely mean that certain attendees are counted more than once. This would incorrectly inflate the expenditure estimate.

NAFA organisers counted total attendances of 26,946 across all festival events in Townsville. Data from the 2020 survey sample shows that respondents attended 1.3 NAFA events on average. In the absence of the average number of events attended in 2021, this figure from 2020 has been applied to the 2021 attendance figure to estimate the unique attendance across the Festival. Dividing the total attendance figure of 26,946 by 1.3 generates a unique visitor estimate of 20,728.

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 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. Patron expenditure data captured in the surveys has been used to calculate averages across the Festival as a whole.

Event Impact

RESIDENCE	ATTENDEES	AVERAGE SPEND AT NAFA	ADDITIONALITY	TOTAL IMPACT AT NAFA
Townsville region	19,488	\$105	70%	\$1,428,080
Elsewhere in Queensland	645	\$170	58%	\$63,927
Interstate	496	\$88	20%	\$8,678
Overseas	99	\$150	0%	-
Total	20,728	\$106	-	\$1,500,684

Accommodation & Trip Summary

Townsville

RESIDENCE	NIGHTS STAYED	ACCOMM SPEND/ NIGHT	TRIP SPEND	TOTAL TRIP IMPACT FOR TOWNSVILLE
Townsville region	766	\$79	-	\$60,410
Elsewhere in Queensland	1,375	\$66	\$869	\$417,271
Interstate	694	\$75	\$1,150	\$166,119
Overseas	0	-	-	-
Total	2,835	\$74	\$754	\$643,800

Other parts of Queensland

RESIDENCE	NIGHTS STAYED	ACCOMM SPEND/ NIGHT	TRIP SPEND	TOTAL TRIP IMPACT FOR QLD
Townsville region	0	-	-	-
Elsewhere in Queensland	282	\$213	\$500	\$248,022
Interstate	893	\$213	\$1,200	\$308,907
Overseas	0	-	-	-
Total	1175	\$170	\$967	\$556,929

Note: No accommodation spend values entered for 'Elsewhere in Queensland' respondents so 'Interstate' value used as estimate. Also, no 'Overseas' respondents said they visited other parts of Queensland during their trip.

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	\$2,701,414	\$7,888,130
Visitors (additional spending)	\$1,212,924	\$3,541,738
Locals (stimulated spending)	\$1,488,490	\$4,346,391
Organiser expenditure	\$1,953,257	\$3,926,047
Gross ticket sales	\$476,239	\$957,240
Total Impact	\$4,654,671	\$11,814,416

Return on Investment

Direct Attendee Impact	\$2,701,414
Direct Organiser Costs	\$1,953,257
Return on Investment (including local spending)	1.4

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. Source: Australian Bureau of Statistics, Australian National Accounts: Input-Output Tables, 2012-13, cat. no. 5209.0.55.001, viewed 1 July 2019.

Attendee (Event) and scaled by 2.92, the average of the national Food & Beverage Output Multiplier (2.96) and Retailer Output Multiplier (2.88).

Organisation expenditure scaled by the Australian national Heritage, Creative and Performing Arts Output Multiplier (2.01).



Artist expenditure

NAFA engaged an estimated total of 376 artists across 79 projects. Artists were asked the same economic impact questions as the general festival attendees to understand how artists spending and overnight stays impact on the economy of Townsville during NAFA.

Artist Event Impact

RESIDENCE	SURVEY PERCENTAGE	ARTIST BREAKDOWN	AVERAGE SPEND AT NAFA	TOTAL IMPACT
Townsville region	64%	241	\$106	\$25,468
Elsewhere in Queensland	12%	45	\$ 52	\$2,324
Interstate	20%	75	\$167	\$12,533
Overseas	4%	15	-	-
Total	100%	376	\$110	\$40,325

Artist Accommodation and Trip Impact

RESIDENCE	AVG NUMBER OF NIGHTS STAYED IN TOWNSVILLE	TOTAL IN-SCOPE NIGHTS STAYED IN TOWNSVILLE	ACCOM SPEND/ NIGHT	TRIP SPEND IN TOWNSVILLE	TOTAL IMPACT
Townsville region	0.0	0	-	-	-
Elsewhere in Queensland	8.0	361	\$235	\$800	\$120,922
Interstate	2.0	50	\$100	\$200	\$20,053
Overseas	0.0	0	-	-	-
Total	6.0	411	\$190	\$500	\$140,975

	DIRECT IMPACT	MULTIPLIED IMPACT
Visiting artists	\$155,832	\$455,029
Local artists	\$25,468	\$74,366
Total	\$181,300	\$529,395





Artists and Organisations

NAFA aims to showcase the depth and calibre of local arts organisations, companies and arts practitioners and in turn to increase their artistic profile, prospects and contribute to the development of their practice.

NAFA sought feedback and event statistics from artists and arts organisations that participated in the 2021 program. Through the FTE figures provided by survey respondents, it is estimated that 376 artists participated in the NAFA 2021 program. The subsequent pages provide an overview of the key findings from the artist and arts organisation survey.



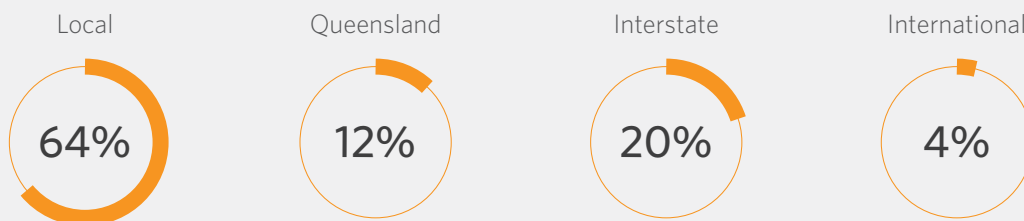
ARTISTS PROFILE

376



Artists

LOCATION

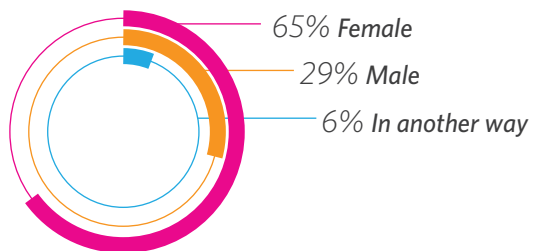


AGE

Median Age of Artist

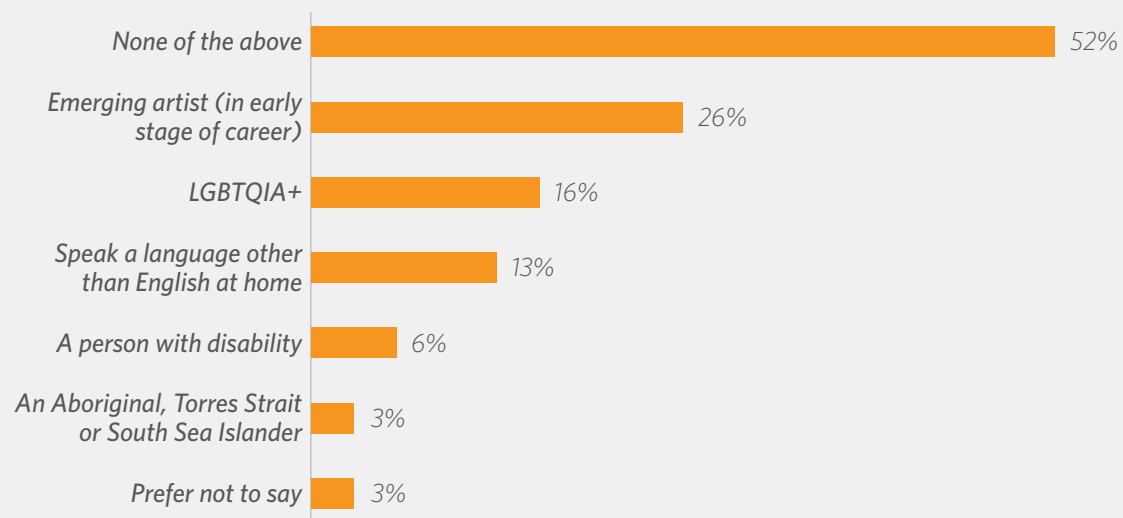


GENDER



IDENTITY

Do you identify as any of the following?



ORGANISATIONS PROFILE

98



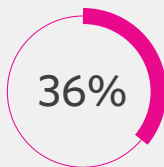
Organisations worked with NAFA 2021

25

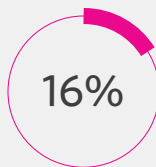
Artist Organisations



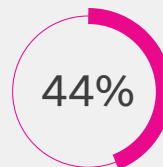
Local



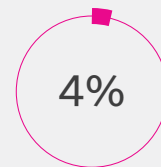
Queensland



Interstate



International

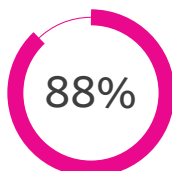


8

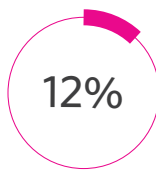
Production Organisations



Local



Queensland

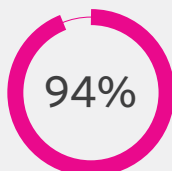


65

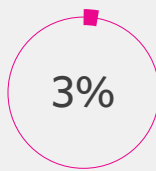
Contractors



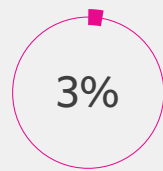
Local



Queensland



National

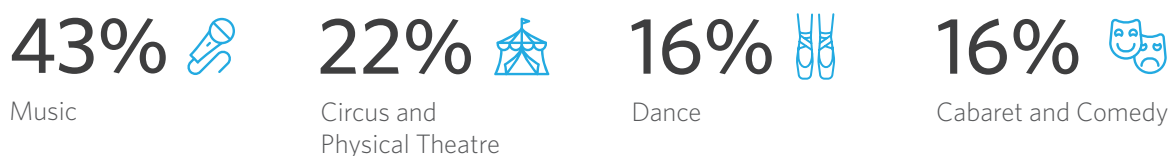


EVENT DETAILS

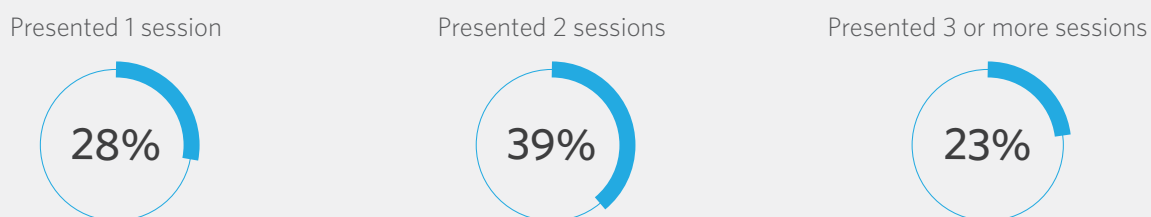
EVENT TYPE



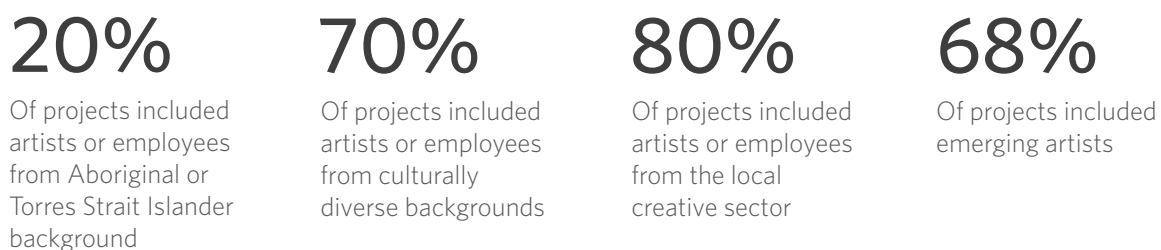
ARTFORM



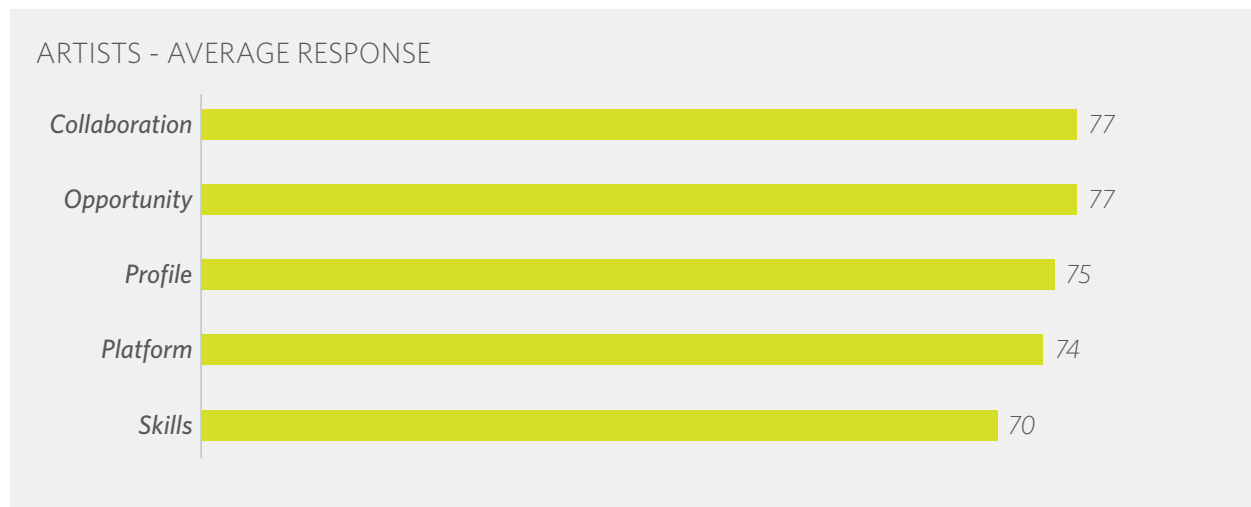
SESSIONS



SECTOR ENGAGEMENT



OUTCOMES



All of the five key dimensions asked of artists and organisations received high levels of agreement of 70 and over. 'Collaboration' (77/100) and 'Opportunity' (77/100) received the highest average levels of agreement overall. This indicates that the artists and arts organisations respondents who worked with NAFA 2021 were most likely to agree that the Festival provided opportunities for collaboration and that it opened up new opportunities.

Artists and arts organisation representatives also agreed that the Festival created a platform for new work (Platform, 74/100), helped raised profiles (Profile, 75/100) and helped them to learn or develop new skills (Skills, 70/100).

"It was absolutely fabulous and provided great opportunities for all performers to gain skills and exposure and to enhance their performance knowledge and skills. Thank you so much for the great opportunity."

- Organisation, Townsville

"Having this experience as a local emerging artist was fantastic. TCC did a great job of providing opportunities to locals and it was great to see a variety of us around the festival. Definitely looking forward to more chances like this in the future and hope TCC continues to develop more strategies to support local artists."

- Artist, Townsville



**Culture
Counts**