

Culture Counts



Measuring the COVID-19 Impact on Cultural Industries

Wednesday 15 April 2020

A call to action - Culture Counts COVID-19 Impact Survey

Culture Counts is conducting research on the immense cultural, social, civic, economic and environment impacts of COVID-19 on the cultural industries. The research is designed to collect the many experiences across the sector - to constructively present a unified story, and consequently, to gain actionable insights to better enable organisations to navigate survival, adaption, innovation and recovery.

Following requests from a number of clients and peers who were looking for a standardised approach to measuring this impact, this survey has been developed to offer comparable results across all arts and culture, education, government, health and community, libraries, placemaking and activation and sports and recreation. The initial focus will be assessing the impact of the current situation - and how their businesses are transforming to adapt to the current situation.

“Through working with hundreds of cultural organisations, we see first-hand the dedication, commitment and sheer hard work required to deliver events and programs. We see the impacts that creative practices can have in everyday life because we provide the tools for measuring it. Across the sector, there have been many voices expressing a similar COVID-19 narrative, but each to a different tune - we see this as an opportunity to facilitate a collective voice.” - Michael Chappell, CEO, Culture Counts.

The survey responses will contribute to a comprehensive report that details the effect of this pandemic on the broader sector. The survey responses will contribute to a report that details the financial impact of this pandemic on the broader sector and highlights the creativity and innovation of those whose business models are transforming quickly to adapt to the situation. Culture Counts hopes the information will provide evidence for advocacy and deliver a clearer idea of the full impact of COVID-19 on all cultural industries.

Culture Counts will be continuing ongoing research for and across the community - collecting experiences from organisations, creators, funders and audiences - to provide actionable insights that empowers proactive collaboration as we collectively go through this global journey of change.

For more information about Culture Counts and our priorities during COVID-19, visit the Arts Matters resource hub: culturecounts.cc/arts-matters

Michael Chappell, CEO, Culture Counts