

# Culture Counts



## COVID-19 Stage 2 - Recovery for Organisations and Creative Practitioners

*Published: 28 July 2020*

Culture Counts' second phase of research into the impact of COVID-19 on cultural industries explores what recovery might look like as restrictions start to ease. Following a recent survey of organisations and creative practitioners, this document provides a snapshot of where the sector is at, how their strategies have evolved and what support is required to get through this period.

**252**

*Respondents*

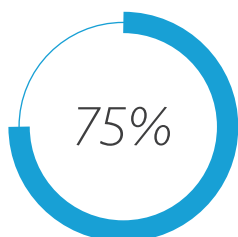
**86%**

*Respondents from Australia*

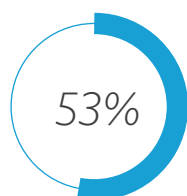
**3 - 19 June 2020**

*Survey Time Period*

### IMPACT

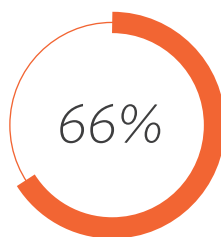


Are uncertain of  
future demand

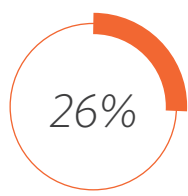


Have stood down  
full-time or  
part-time staff

### ADAPT

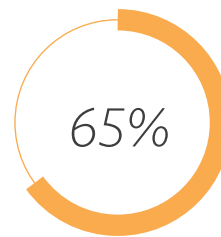


Are rethinking logistics of  
planned performances/  
venues/audiences

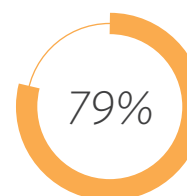


Will deliver reduced  
activity with a  
combination of  
in-person and online  
offerings

### SUPPORT



Would like resources to  
help gauge if audiences  
are ready to return

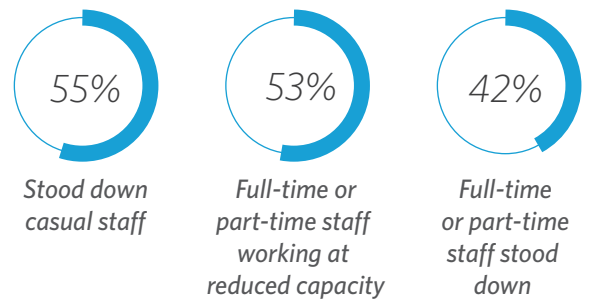


Require additional  
funds

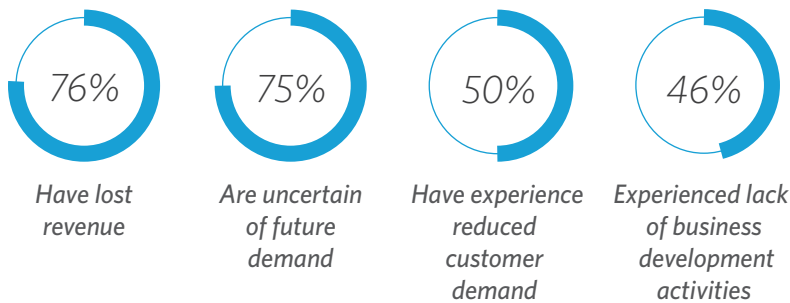
## IMPACT

As cultural organisations adjust to the various phases of social distancing restrictions in their state or country, the roll-on effects continue to be felt by their business/practice. The below section highlights the most notable impacts that COVID-19 has had on cultural organisations and their workers.

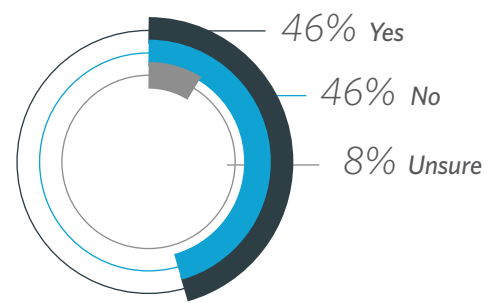
How have you had to decrease your personnel? n=55



At this stage, what adverse impact(s) of COVID-19 have been felt by your organisation? n=219

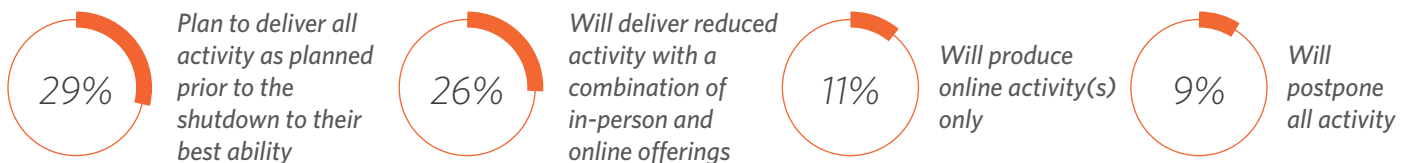


Has your organisation been eligible for the JobKeeper payment package? n=100



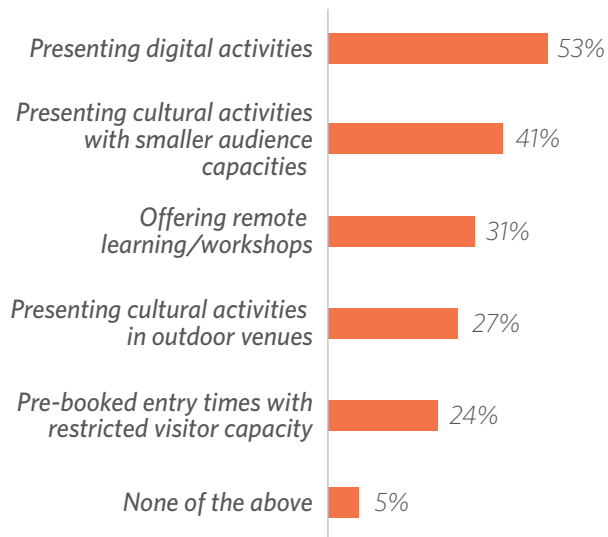
## ADAPT

Cultural organisations continue to demonstrate their creativity by continually adapting their strategy to suit the evolving restrictions. This unprecedented situation has forced them to rethink their artistic vision and programming strategies, and to think of new, innovative ways to reach their audiences.

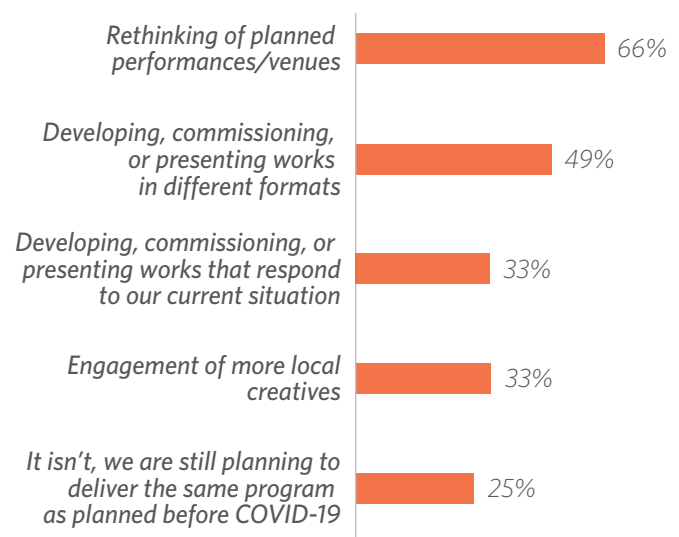


n=179

Which of the below strategies are you already implementing or planning for? n=150



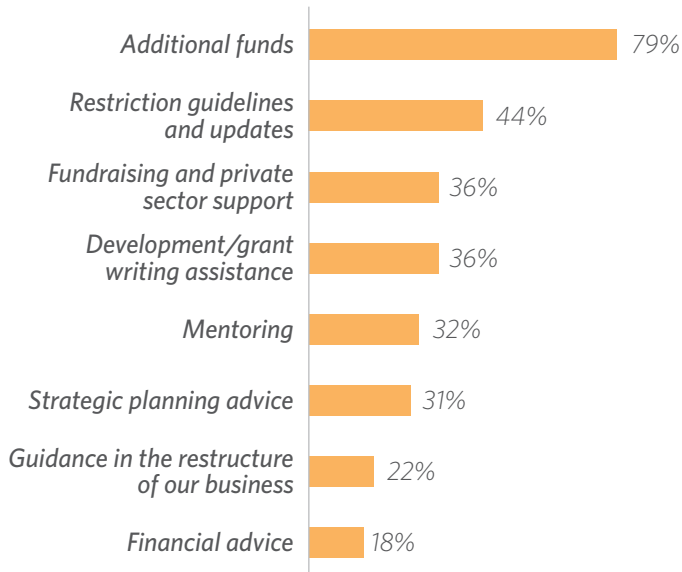
How has the current situation changed your organisation's artistic vision/direction for the next 18 months? n=85



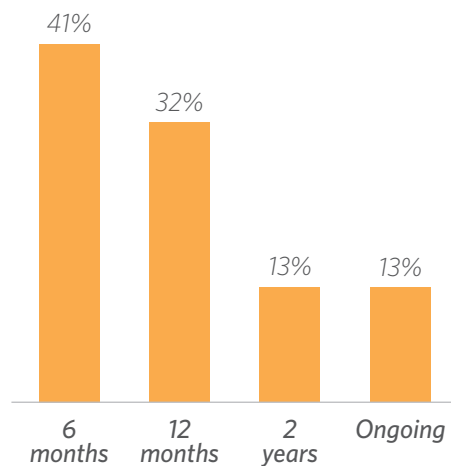
# SUPPORT

Survey respondents were asked what support would help them to implement their recovery strategy and how long they anticipate they'll need the extra support. In addition, they were asked what resources and topics they would find useful as they navigate their way through this challenging period.

*What kinds of support might you need to assist with delivering your plan? n=157*



*How long do you think you'll need this additional support for? n=104*



*What support resources or topics would you find most beneficial throughout this period? n=48*

