



**Culture
Counts**

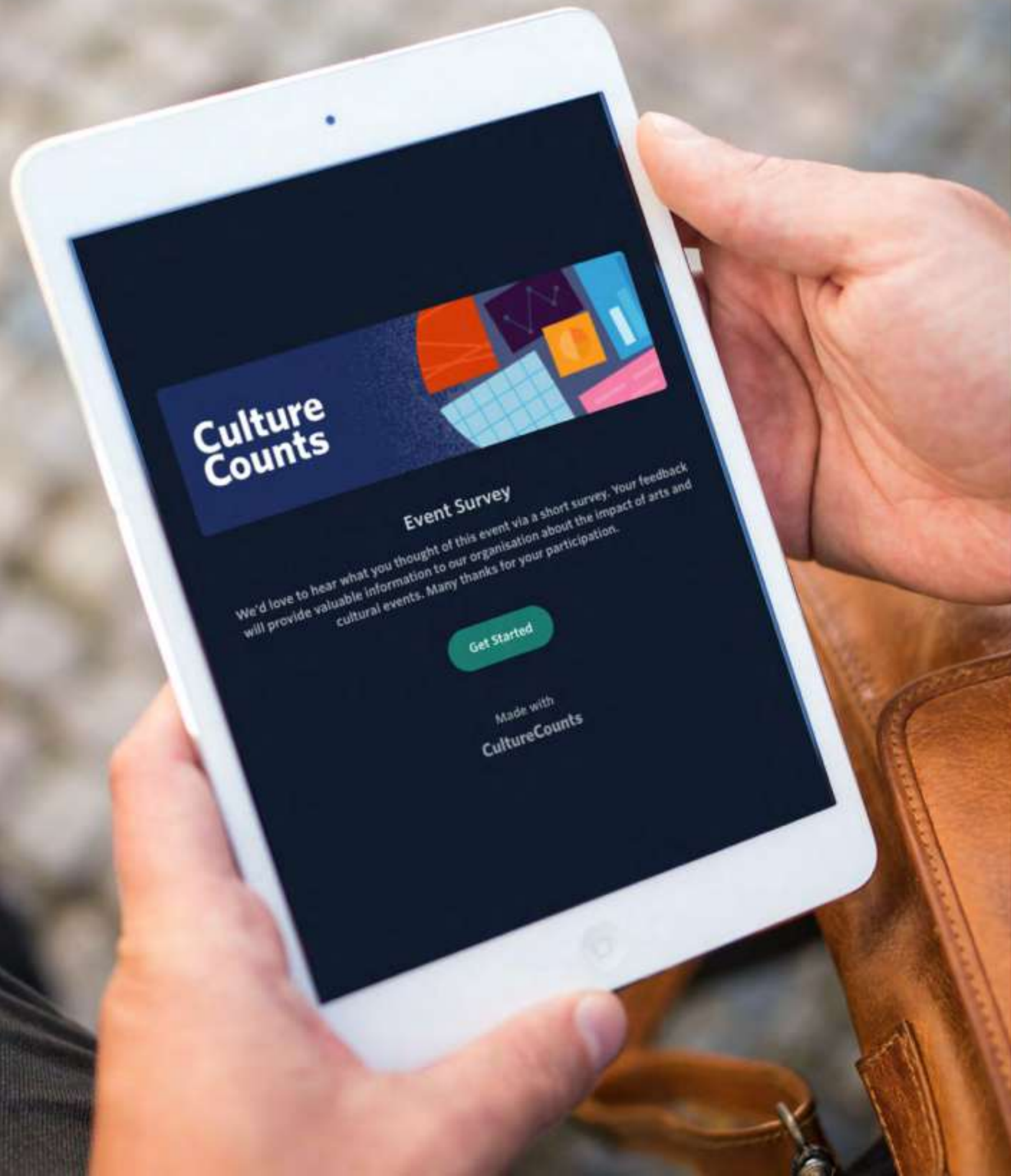
Making Data Count

Culture Counts acknowledges the Traditional Owners of the land on which we meet today. I would also like to pay my respects to Elders past and present.

- Former Senior Editor & Head of Mentorship at Underground Writers, a Perth-based literary zine that focused on emerging authors
- Published book reviewer - The Big Issue and Apple Books
- Published author - KSP Writers' Centre anthology 'Just a Voice' - short story 'Appetite' & Nightmare Fuel magazine, 'The Viscount'
- Writing WA Love to Read Local Flashscapes! 2023 shortlistee, 'Seat 7A'
- 2023 Aurealis Awards Judging Panel, horror short story genre



About Me



1

About Culture Counts



**Over 800
organisations
globally use
Culture Counts
to measure
impact.**

2011

Introduction of the
Public Values
Measurement
Framework.

2011-12

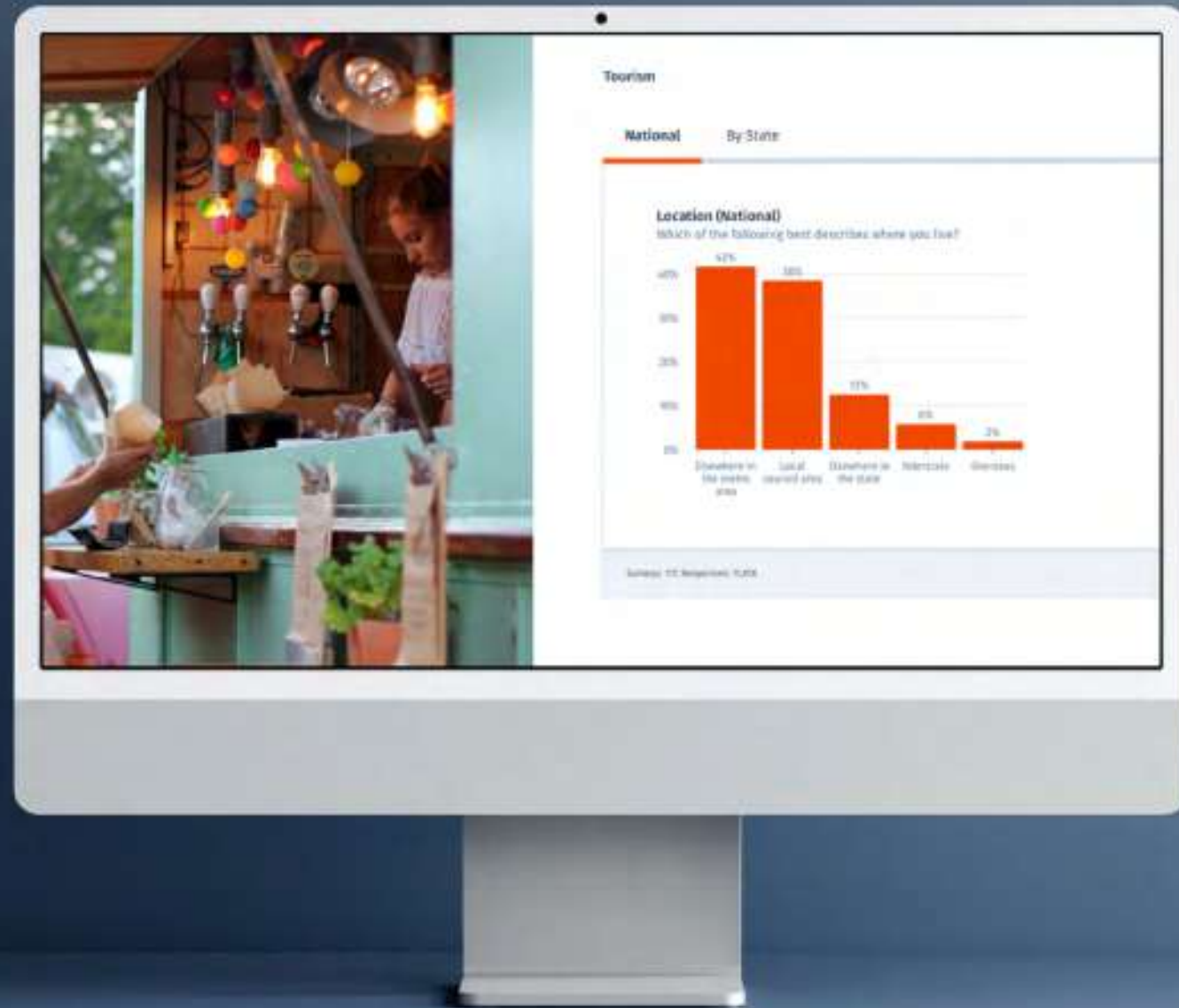
UK Pilot and Culture
Counts Evaluation
Platform launched.

2012 - now

Evaluation framework
become integral in the
creation of many
cohorts.

2019 & beyond

Product updates
including accessible
interface, dashboard
and PLEN.



Building confidence with reporting

Six steps to successful program evaluation



- 1 Identify outcomes
- 2 Design surveys
- 3 Collect responses
- 4 Report results
- 5 Add context
- 6 Make change

Start your evaluation with these easy steps

- Planning
- Consistency
- Collecting feedback
- Gaining valuable insights
- Communicating your value

culturecounts.cc/resources-evaluation-success-guide



Steps for Evaluation Success

What makes an effective evaluation?

Qualitative vs. Quantitative data

Qualitative

Understanding
qualities and
perceptions

Quantitative

Calculating
numbers and
measurements

Application

Exploring reasons and qualities
behind numbers



**Are you currently evaluating any events?
What kind of surveys are you using?**

Literary festivals have
the potential to
evaluate cultural
impact on a deeper
level.



Don't get caught up in
wanting to evaluate
EVERYTHING!

Standardising measures
across programs, activities
and respondents enables
comparing of results.

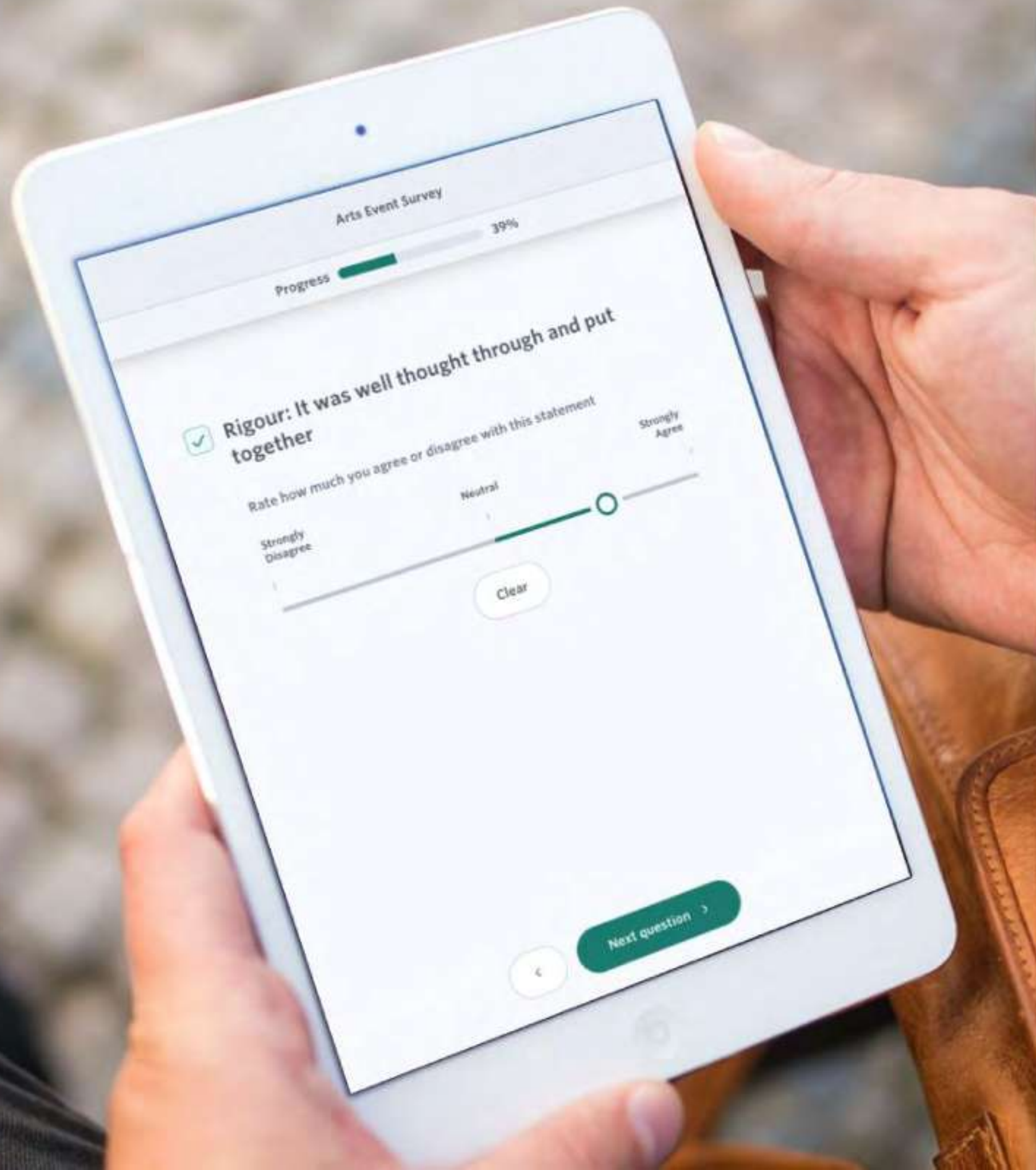




- Where you can improve
- Where your organisation is generating the greatest impact
- Whether certain outcome areas are more relevant or impactful to specific demographics



Year on year analysis
can be handy as we
can track the success
of outcomes over
time and create a
benchmark.



3

Dimension Statements

Cultural Outcomes



Domain

Cultural

Outcomes

Stimulation
Enrichment
Insight
Appreciation
Belonging



Dimension statements

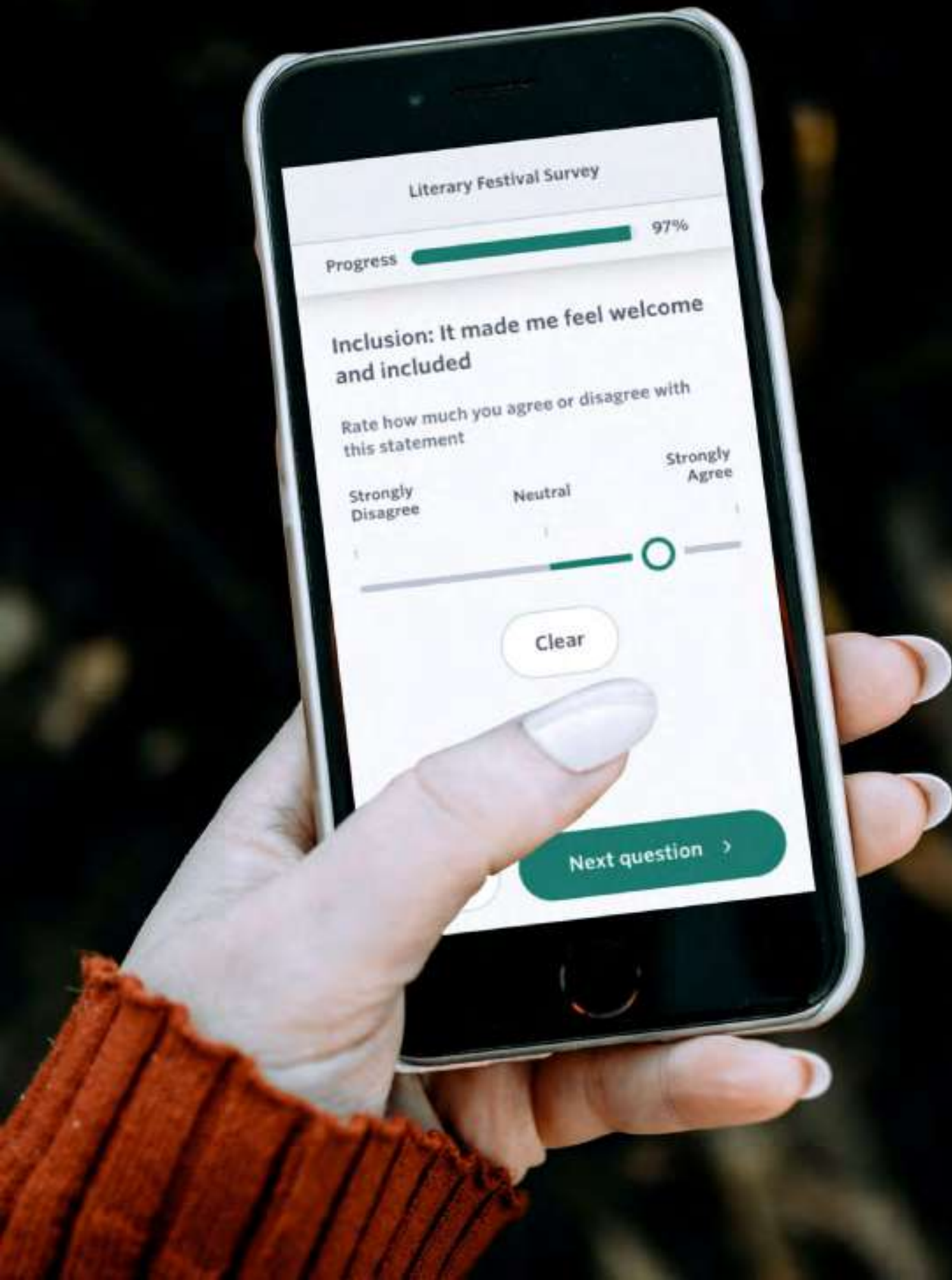
"It moved and inspired me"

"It gave me greater respect for cultural diversity"

Aligning to your strategy

Strategy 1: Reflect and celebrate diversity

Dimension	Statement	Domain	Outcome
Respect	<i>It gave me a greater respect for cultural diversity</i>		Appreciation
Diversity	<i>It engaged people from different backgrounds</i>		Reach



The nature of literature lends itself to the potential to evaluate qualitative data.

- Cultural Contribution
- Curiosity
- Inclusion
- Place



**Any questions about our outcomes framework?
Do you see any similarities to what you are
currently evaluating?**



4

How these
metrics apply
to literary
festivals



Margaret River Readers & Writers Festival

How Arts Margaret River shared their outcomes success for the Margaret River Readers & Writers Festival.

How Margaret River Readers & Writers Festival collected valuable audience feedback.

We collaborated with the festival to develop an evaluation plan including survey design to gather evidence of their impact. Here are some highlights.



6

Total surveys

21

Total dimensions



Net Promoter Score

NPS is a measure of audience loyalty. A positive score (above 0) is considered good, with anything above 50 considered excellent!



Local Impact

Most respondents agreed that 'Margaret River Readers & Writers Festival' was important for their local area.

“

"Culture Counts is an incredible evaluation tool that has helped us connect easily with our audience and gain invaluable feedback and real-time data on their festival experience."

MARGARET RIVER READERS &
WRITERS FESTIVAL





Newcastle Writers Festival

Audience Outcomes



Net Promoter Score

NPS of '79' demonstrates high audience loyalty.



Presentation & Cultural Contribution

Received highest level of agreement.



Place

94% of respondents agreed (strongly agree + agree) it made them feel proud of their local area.

Participant Outcomes



Net Promoter Score

NPS of '82' demonstrates high audience loyalty.



Inclusion

94% of respondents agreed (strongly agree + agree) it made them feel welcome and included.



Networks

93% of respondents agreed (strongly agree + agree) it connected them with others in their field.

Economic Impact



Average Visitor Spend

Visitors reported an average spend of \$147 per person at the event and in the local area as part of their trip.



Unique Attendance

70% of respondents would not have visited the area if it wasn't for Newcastle Writers Festival.



Return on Investment

Profit was 4.8x organiser expenditure.

A photograph of a panel discussion or performance at the Perth Festival Writers Weekend. Four people are seated on a stage under a white tent. A large screen in the background displays a blue-toned abstract drawing. The foreground shows the backs of several audience members' heads.

Perth Festival Writers Weekend

Audience Outcomes



Average Age

The average age was 61, same as 2021.



First-time Attendance

Received +7% increase since 2021.

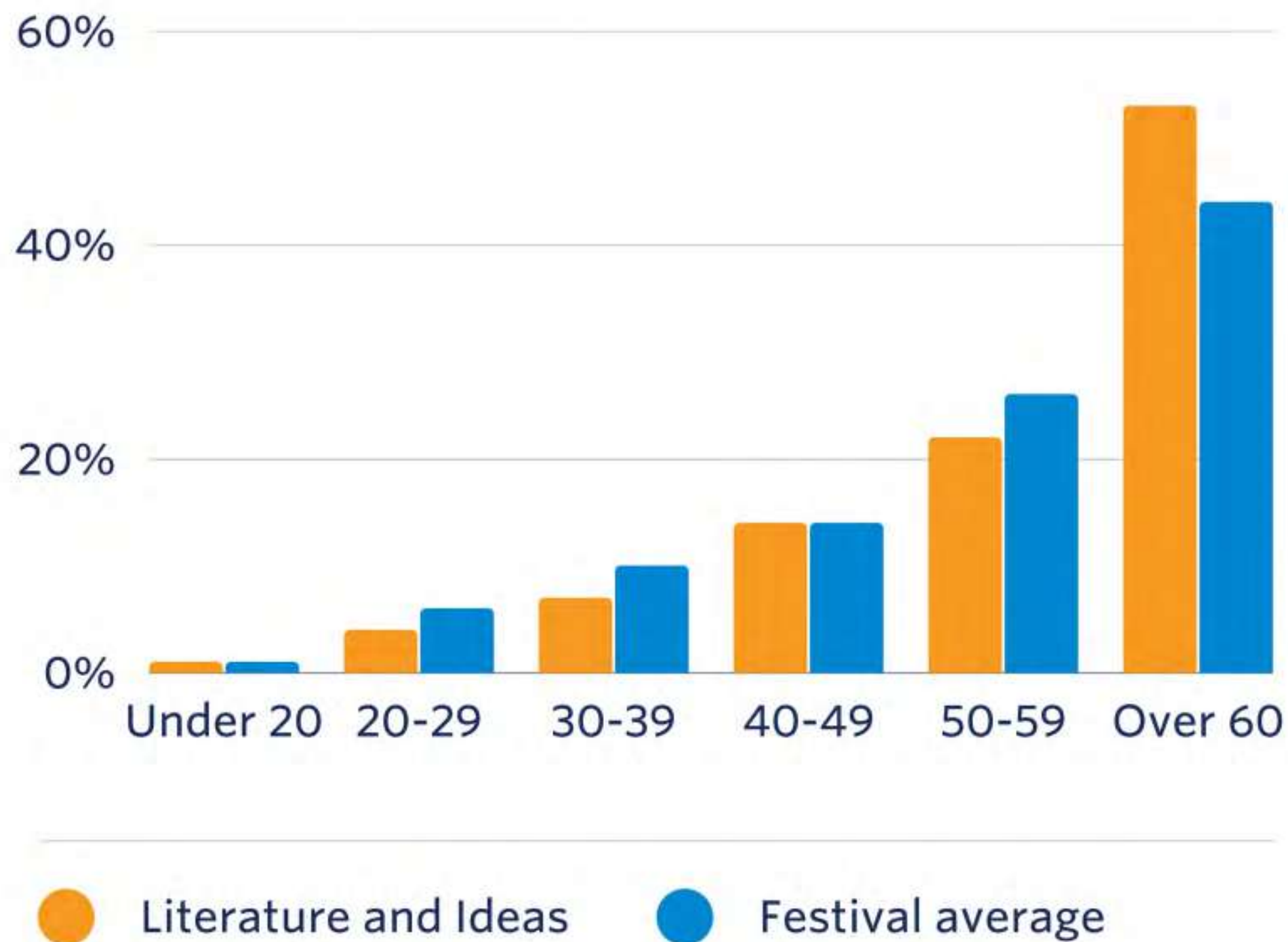


Overall Experience

93% of respondents rated their experience good or excellent. An +7% increase from 2021.

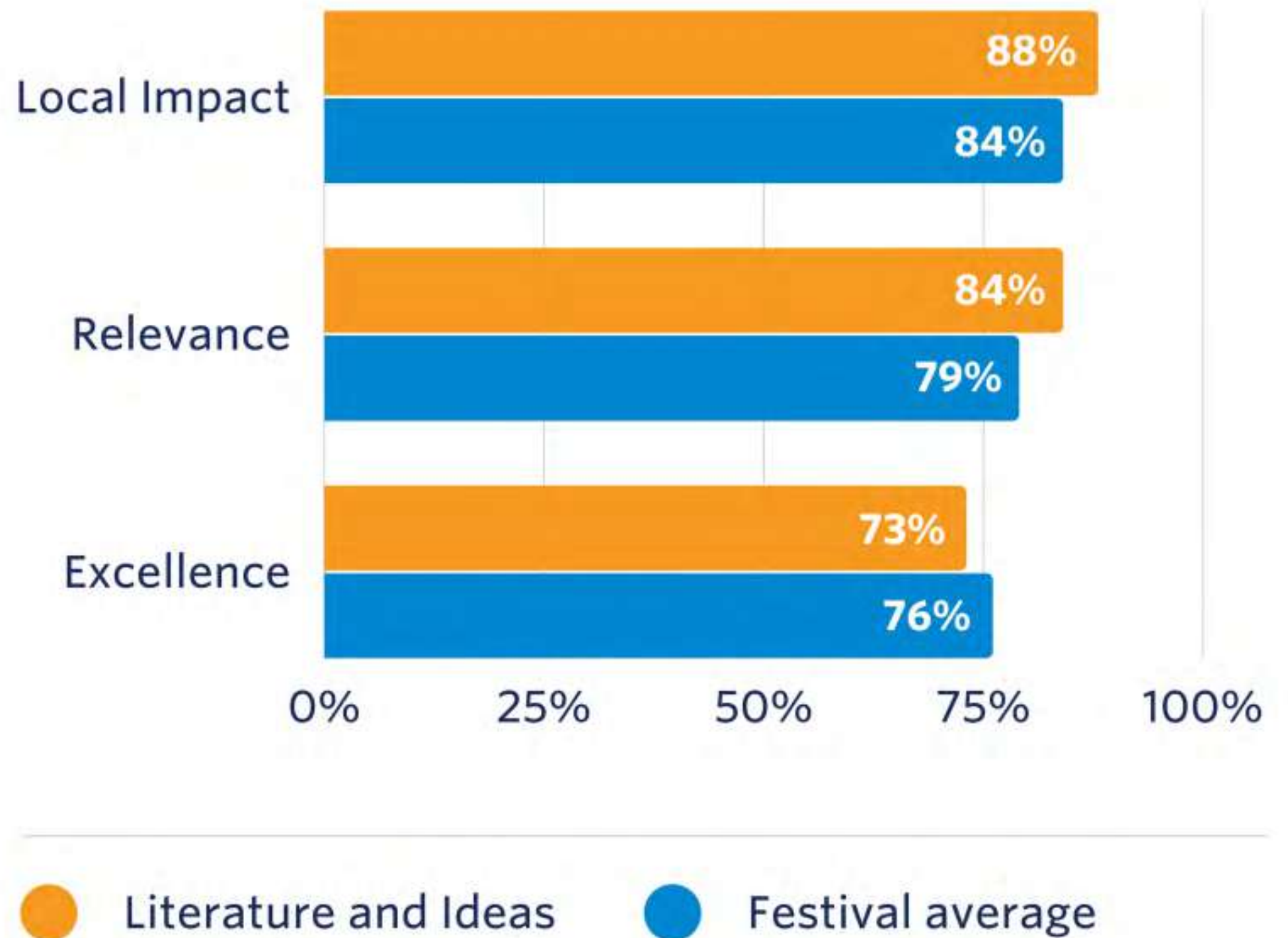
Consistent
surveying
allows for
comparison
across the
whole festival.

What is your age?



Consistency
also enables
ability to
benchmark
sample size
level of
agreement
across
dimensions.

Dimensions

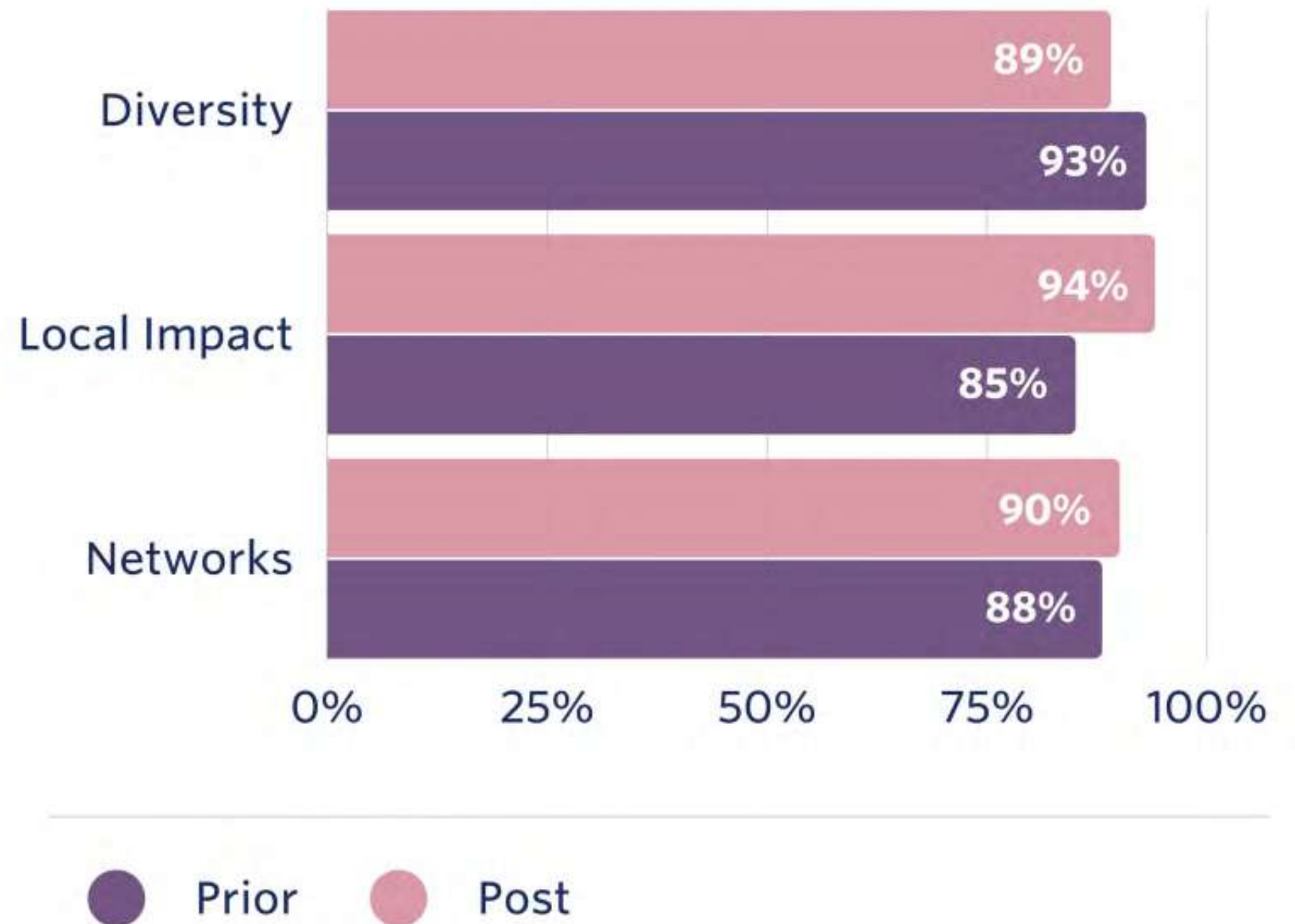




Centre for Stories

- Best suited to small sample sizes
- Ideal for internal evaluation - survey a group of peers or staff
- Combine with anecdotal feedback

Prior vs. Post (Hot Desk)



Culture Counts



CultureCounts



CultureCounts



CultureCountsPage



hello@culturecounts.cc



culturecounts.cc

