

# Cultural Tourism Accelerator Program 2021-22

Research Project

**REGIONAL**  
**arts**  
**AUSTRALIA**

**Culture**  
**Counts**

## **Acknowledgements**

This project was made possible by the Australian Government's Regional Arts Fund, which supports the arts in regional and remote Australia.

This report has been prepared by Jordan Gibbs, Kristine Royall, Tom McKenzie and Shannon Pearse of Culture Counts™. We would like to thank Regional Arts Australia for their support through the development and delivery of the project. We would also like to thank all stakeholders including organisations, public patrons, artists, volunteers and staff for their participation in this project.

We respectfully acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders past and present.

Date of Preparation: January 2023

Cover image: *Wafting*, Sarah Cunningham Photography Exhibition: *A Single Detail (SA)*. Image by Sarah Cunningham.



**Australian Government**  

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**Regional Arts Fund**

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# 1.0

# Regional Arts Australia Cultural Tourism Accelerator Program

In November 2021, the Australian Government announced the Cultural Tourism Accelerator Program as part of its Regional Arts Tourism package. The \$5 million program sought to increase tourism visitation in regional, rural, and remote communities across Australia by providing financial support for arts and cultural activity.

Grants were available in four categories, focused on marketing or the development of new initiatives.

- **Flash Marketing Campaign (\$2,500)**  
A competitive quick response grant for upcoming projects to extend digital or grassroots marketing into a new visitor market.
- **Targeted Marketing Campaign (\$10,000)**  
A strategic and targeted marketing campaign to achieve a particular visitation outcome. The campaign will accompany an existing project, event, festival, venue or annual program.
- **Experience Initiative (\$10,000)**  
An initiative that adds an offer or experience to an existing program, to increase visitation or extend the visitor experience of 'place'.
- **Partnership Initiative (\$15,000)**  
An initiative that develops a partnership with hospitality, accommodation, retail or events businesses to increase visitation and develop cross markets.

Recipients of the Targeted Marketing Campaign, Experience Initiative and Partnership Initiative grants participated in a research project to understand the impacts associated with the Program.



Artist Lori Pensini from rural Boyup Brook with a work in progress at her studio gallery during BRAT 2022 (WA). Image by Michelle Troop, Folklore Photography.

## Research Project

Program grant recipients were asked to distribute an attendee survey as part of their activities, collecting research data that will help quantify the economic impact of the full program; including insights into tourism, reasons for visitation and the importance of arts and cultural activity when choosing to travel. This research program and the associated surveys have been designed and created by Regional Arts Australia in consultation with Culture Counts. The management of the research program was undertaken by Culture Counts.

All Cultural Tourism Accelerator Program grant recipients (excluding recipients of the Flash Campaign grant) were asked to use a survey template to collect a minimum of 30 responses from visitors or attendees of their project or activity - collected in situ or after the event, using a survey link provided by Culture Counts.

Grant recipients were to request either a short or long survey to use for their project:

- **Short Survey:** A survey with 11 questions, asking attendees about the influence of the activity on their spending and some limited demographic information. (See Appendix 1)
- **Long Survey:** A total of 18 questions, asking the same questions as the short survey with additional questions relating to audience experience and program outcomes. The organisations that selected this option were able to add a custom question to their survey. (See Appendix 2)

This report explores the survey results captured by Cultural Tourism Accelerator Program grant recipients.

# 2.0

## Project Summary<sup>1</sup>

**321**

Total Cultural Tourism Accelerator Program grant recipients

**\$3.52 million**

Total of grants distributed

### GRANT RECIPIENTS

**137**

Targeted Marketing Campaign

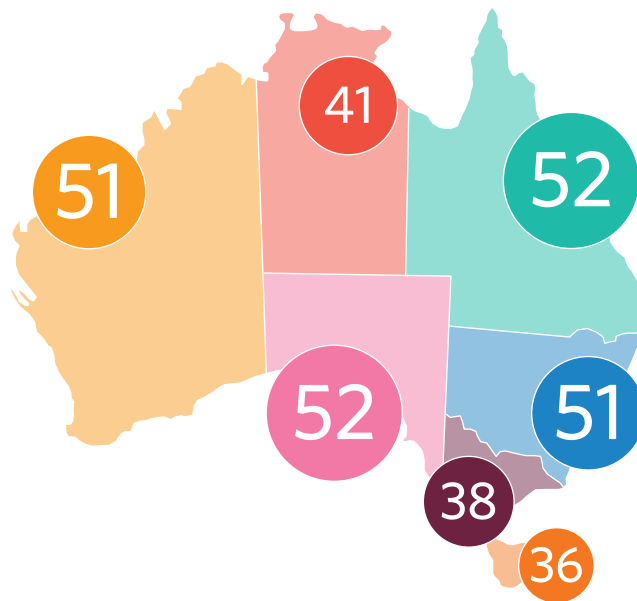
**125**

Experience Initiative

**59**

Partnership Initiative

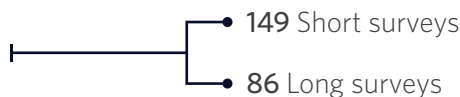
### GRANT RECIPIENTS BY LOCATION



### SURVEY SUMMARY

**236**

Surveys distributed



**8,199**

Responses received

<sup>1</sup> Includes recipients of the Targeted Marketing Campaign, Experience Initiative and Partnership Initiative grants only. Recipients of the Flash Marketing Campaign grants and other non-grant components of the program were excluded from this research project.



Isabella Foster, *Galaxy Brain* installation (TAS). Photo by Jesse Hunniford.



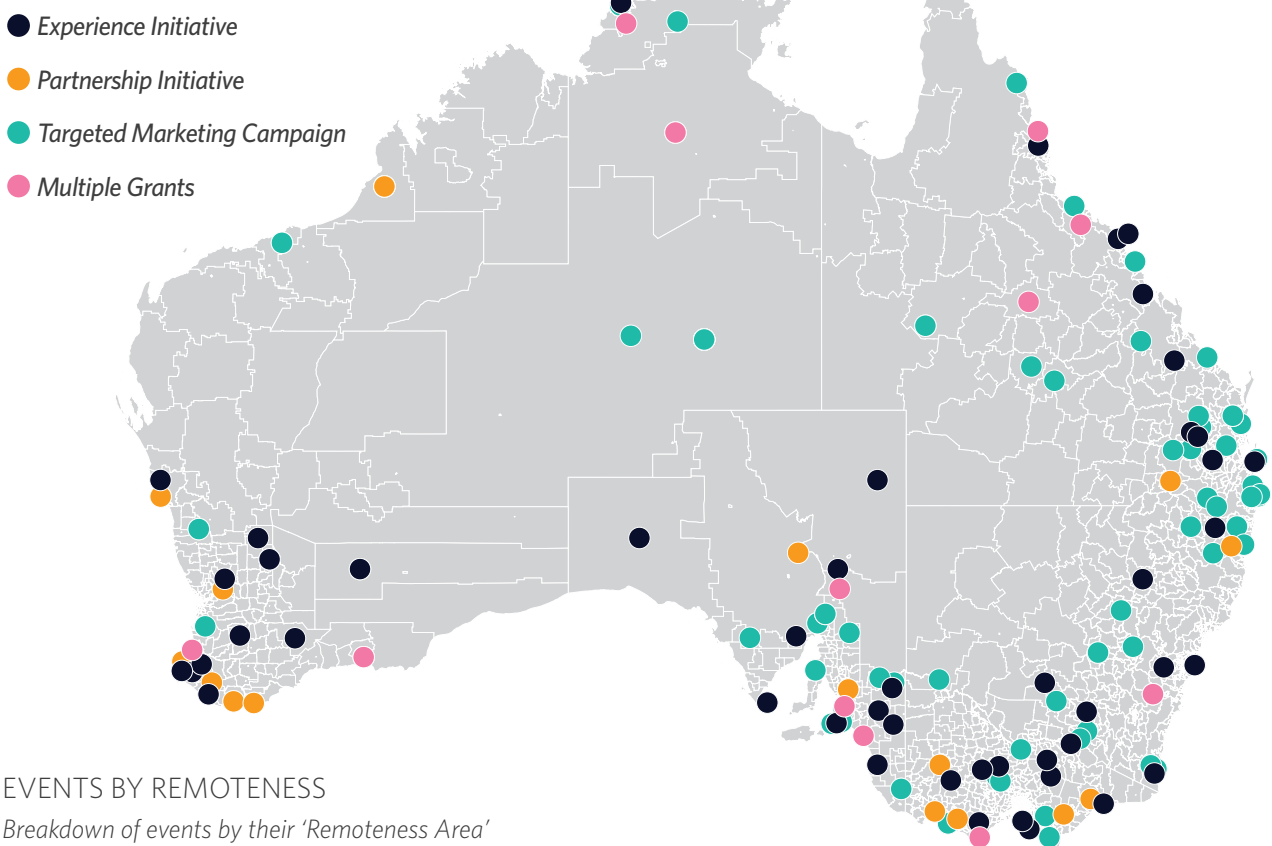
# Activity Map and Remoteness

The following image shows the distribution of Targeted Marketing Campaign, Experience Initiative and Partnership Initiative grants plotted on the map of Australia, based on the location of the grant recipient. This highlights the wide reach of the Cultural Tourism Accelerator Program.

The Australian Statistical Geography Standard (ASGS) Remoteness Structure<sup>2</sup> classifies areas within Australian states and territories into five categories of remoteness, based on access to services. The pie chart illustrates the proportion of grant-related activity which occurred in each location type. See Appendix 3 for more information about the Structure, including its relationship to the Modified Monash Model.

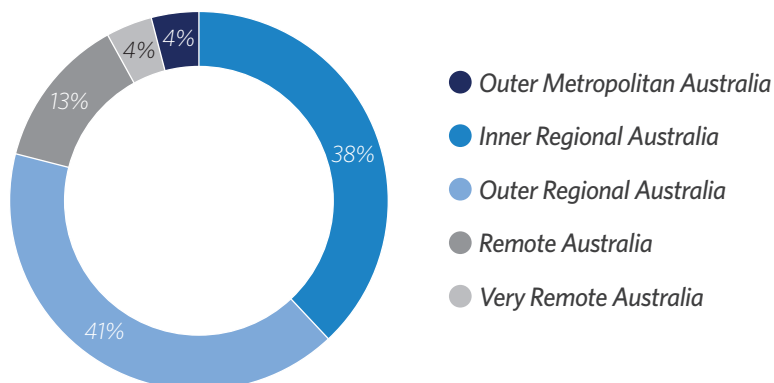
## ACTIVITY MAP

Regional Arts Fund events 2022



## EVENTS BY REMOTENESS

Breakdown of events by their 'Remoteness Area'



<sup>2</sup> Remoteness classes based on the Australian Statistical Geography Standard (ASGS) Remoteness Structure, 2016. The term 'Outer Metropolitan Australia' has been substituted for the ASGS classification 'Major Cities of Australia' to provide a better depiction of the activities' geographical context. See Appendix 3 for more information.

# 3.0

## Audience Profile

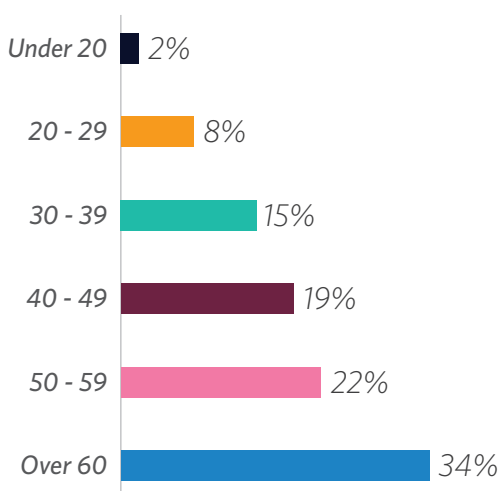
Survey respondents were asked to provide their age, postcode and living location. This data identifies the demographic sample of people who responded to the surveys and participated in the events associated with the Cultural Tourism Accelerator Program. It enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

All age groups were represented in the sample, with over half of respondents indicating that they were 50 or more years of age. Events in Northern Territory and Western Australia saw a larger proportion of attendees aged under 50 (70% and 62% respectively).

Overall, 58% of surveyed attendees were from the area that was local to the event. The remaining proportion are classified as visitors, with 30% travelling from elsewhere in the state/territory, 11% from interstate and 1% coming from overseas. Events in South Australia attracted the largest amount of visitors in these categories (66% total), followed by Western Australia (56%), Northern Territory and Victoria (both with 49% of visiting attendees).

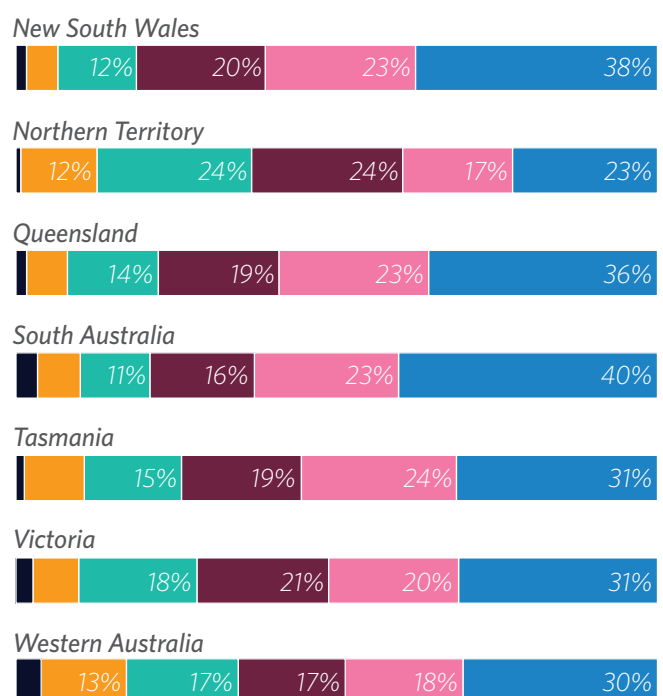
### AUDIENCE AGE OVERALL

What is your age?



### AUDIENCE AGE BY EVENT LOCATION

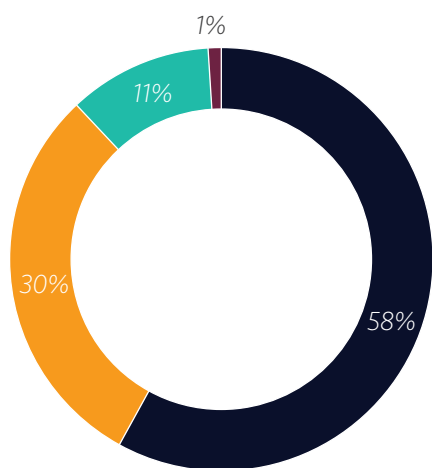
What is your age?





### AUDIENCE ORIGIN OVERALL

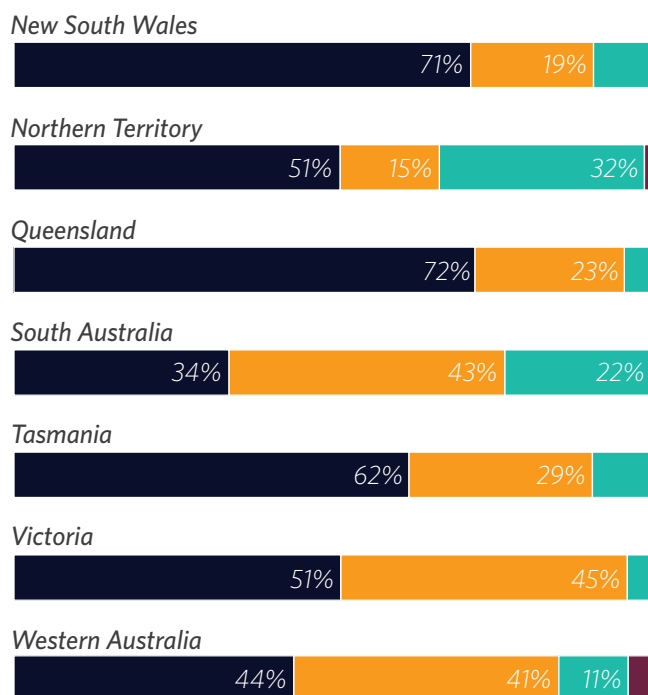
Which of the following best describes where you live?



- In the local area
- Elsewhere in the state/territory
- Interstate
- Overseas

### AUDIENCE ORIGIN BY EVENT LOCATION

Which of the following best describes where you live?



## Audience Origin by Remoteness of Event

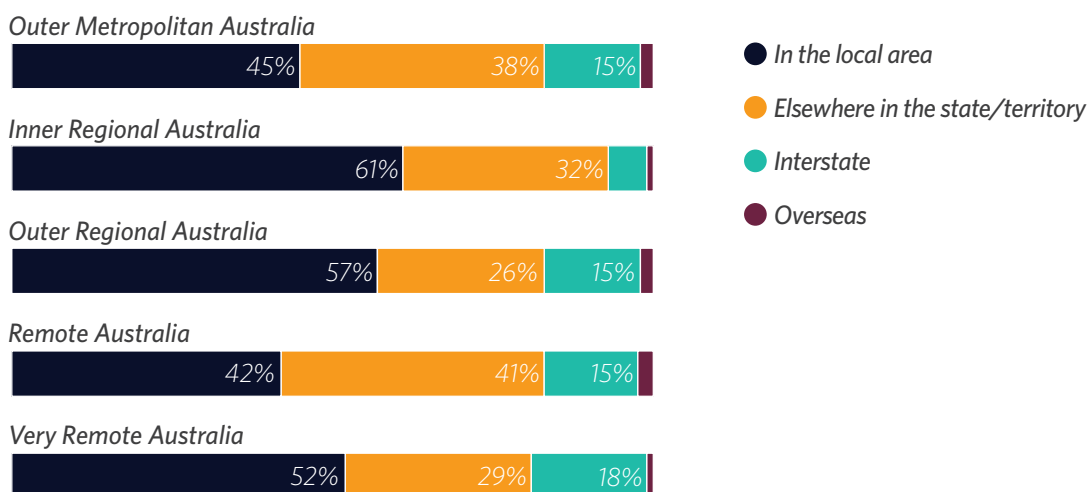
The Australian Statistical Geography Standard (ASGS) Remoteness Structure<sup>3</sup> classifies areas within Australian states and territories into five categories of remoteness, based on access to services. The classes are; Outer Metropolitan Australia, Inner Regional Australia, Outer Regional Australia, Remote Australia and Very Remote Australia. Culture Counts has applied this structure to analysis of survey data throughout the report. See Appendix 3 for more information about the Structure, including its relationship to the Modified Monash Model.

The chart below shows where audience members came from, based on the remoteness of the event. For example, events hosted in Outer Metropolitan Australia were most likely to attract attendees from the local area (45%) or from elsewhere in the state/territory (38%).

Events in Very Remote Australia were slightly more likely to attract interstate visitors (18%) compared to other event locations. Whereas visitors from overseas were most likely to attend events in Major Cities of Australia or Remote Australia (2% of audiences respectively).

### LOCATION BY REMOTENESS OF EVENT

Which of the following best describes where you live?

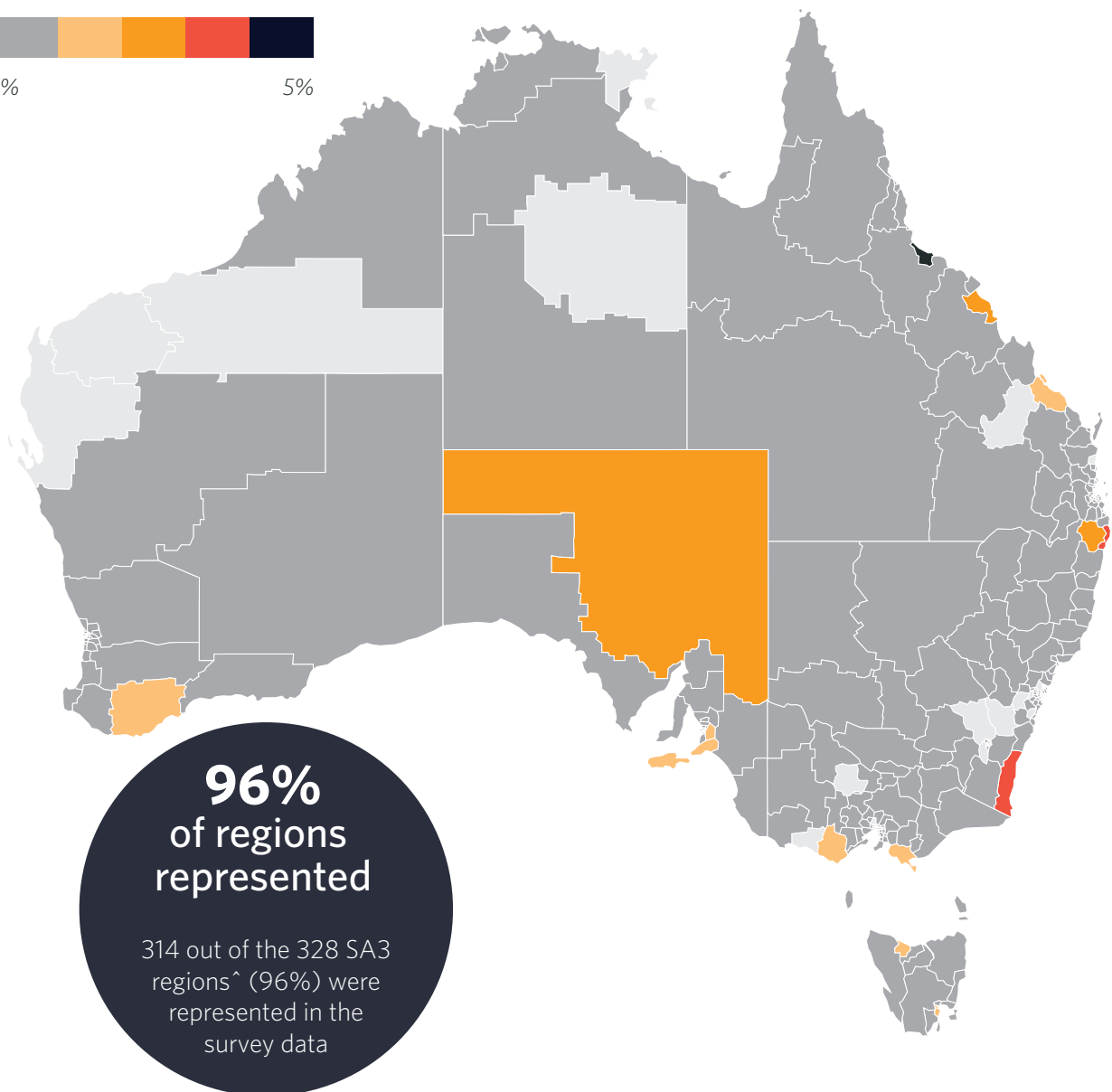


<sup>3</sup> Remoteness classes based on the Australian Statistical Geography Standard (ASGS) Remoteness Structure, 2016. The term 'Outer Metropolitan Australia' has been substituted for the ASGS classification 'Major Cities of Australia' to provide a better depiction of the activities' geographical context. See Appendix 3 for more information.

# Audience Origin

## AUDIENCE LOCATION

% of audience respondents by postcode\*



\* Based on postcode data captured by Australian-based attendees at events associated with the Cultural Tourism Accelerator Program in 2022.

^ Derived from survey data. Australia, mapped by Statistical Area Level 3 (SA3) boundaries.

# 4.0

## First Time Visitation

Respondents were asked to indicate whether this was their first time attending the region where they attended the event. This helps organisers to understand the proportion of new and return visitors reached by projects that received a Cultural Tourism Accelerator Program grant.

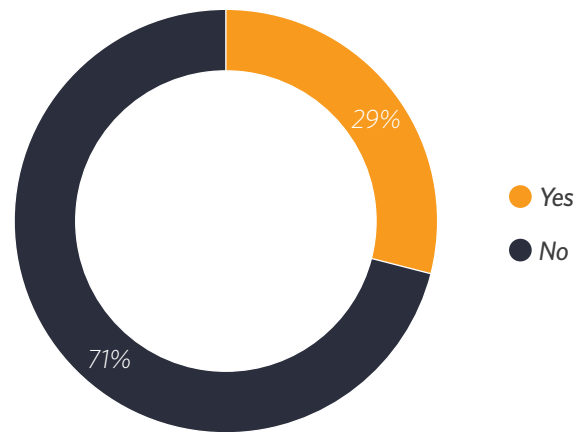
Overall, events associated with the Cultural Tourism Accelerator Program attracted audiences to regions and local areas, 29% of which were attending for the first time. A state and territory comparison shows that events hosted in South Australia and the Northern Territory attracted the largest proportion of first-time visitors (38% and 37% respectively), followed by Western Australia (32%), Queensland (29%) and New South Wales (27%).

Event attendees from overseas were most likely to visit a region or local area for the first time when attending the event, with three-quarters of the cohort indicating that they had done so. More than half (53%) of interstate event attendees were first-time visitors to the relevant region or local area, with 19% of intrastate visitors indicating that they had not visited the area before attending this event.

Analysis based on the Remoteness<sup>4</sup> of the event, indicates that events in Very Remote Australia were most likely to attract first time visitors (44%), this was followed by events hosted in Outer Regional Australia (35% first time visitors). Events in Inner Regional Australia drew the largest proportion of repeat attendees (with 22% first time visitors).

### FIRST TIME VISITATION OVERALL

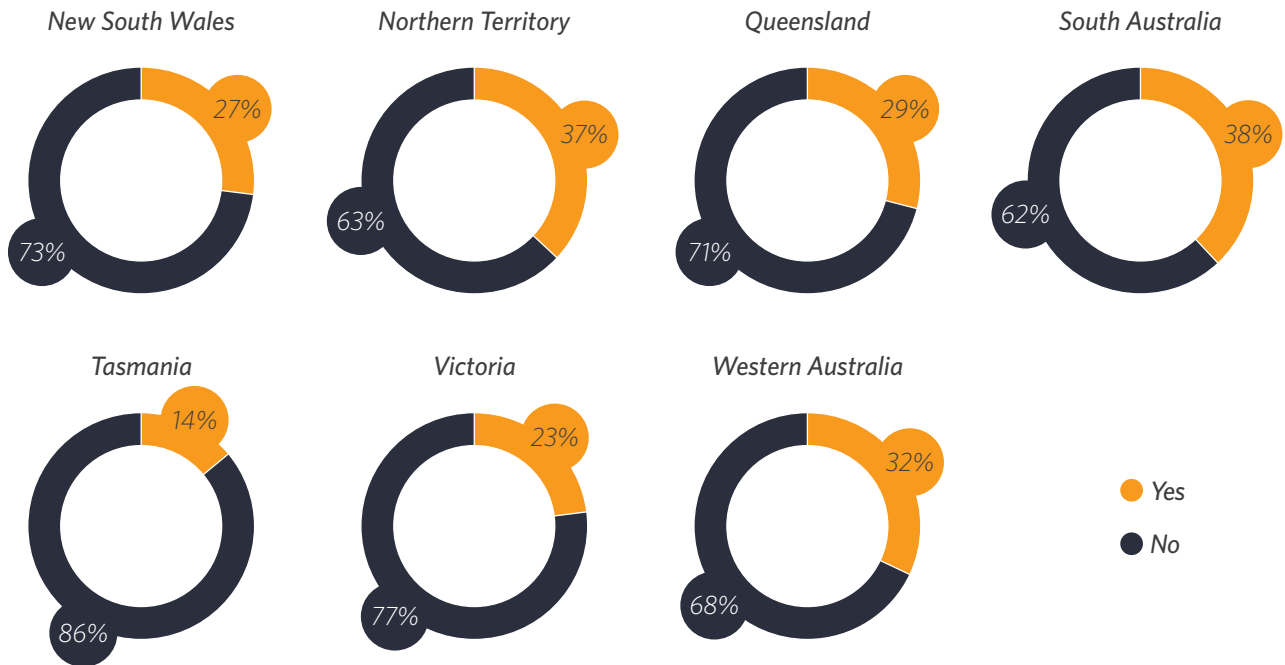
*Is this your first time visiting the region or local area?*



<sup>4</sup> Remoteness classes based on the Australian Statistical Geography Standard (ASGS) Remoteness Structure, 2016. The term 'Outer Metropolitan Australia' has been substituted for the ASGS classification 'Major Cities of Australia' to provide a better depiction of the activities' geographical context. See Appendix 3 for more information.

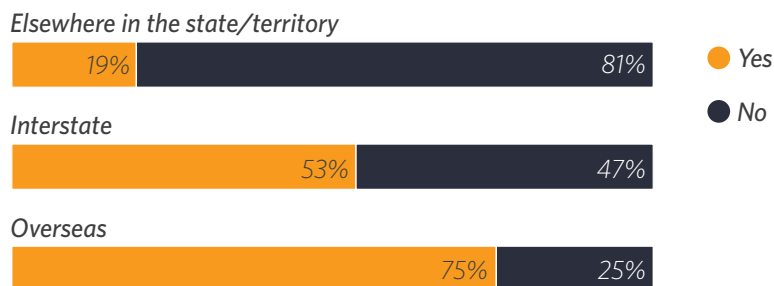
### FIRST TIME VISITATION BY EVENT LOCATION

Is this your first time visiting the region or local area?



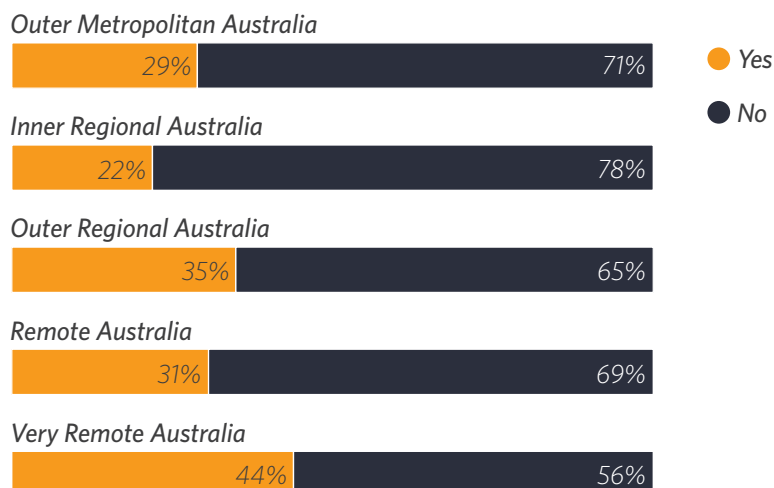
### FIRST TIME VISITATION BY AUDIENCE ORIGIN

Is this your first time visiting the region or local area?



### FIRST TIME VISITATION BY EVENT REMOTENESS

Is this your first time visiting the region or local area?





David Babore Illustrations at *Jandowae Timbertown Festival* (QLD). Photo by Amelia Wood Photography.



# 5.0

## Event Influence on Visitation

Survey respondents from 'elsewhere in the state/territory', 'interstate', or 'overseas', were asked if the event influenced their decision to travel to the local area.

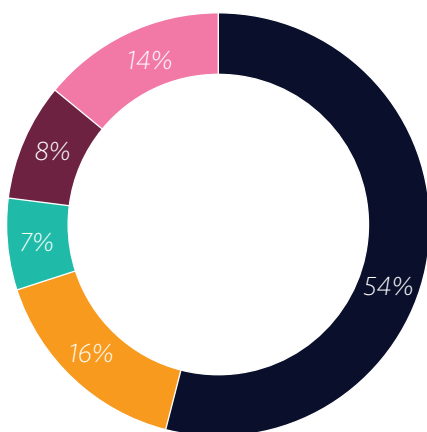
Over half (54%) of the surveyed visitors indicated that the Cultural Tourism Accelerator Program-supported event was the main reason that they travelled to the local area, 16% stated that it was a contributing factor and 7% said that it wasn't the main reason, but they changed their original plans in order to attend.

Comparative analysis by visitor type shows that visitors from elsewhere in the state/territory were most likely to indicate that the event was their main reason for travel (64%), followed by overseas visitors (30%) and those from interstate (28%).

Note: Filtered to only include responses from respondents who selected one of 'Elsewhere in the state/territory', 'Interstate', or 'Overseas' for the question 'Which of the following best describes where you live?'.

### EVENT INFLUENCE ON VISITATION OVERALL (VISITORS)

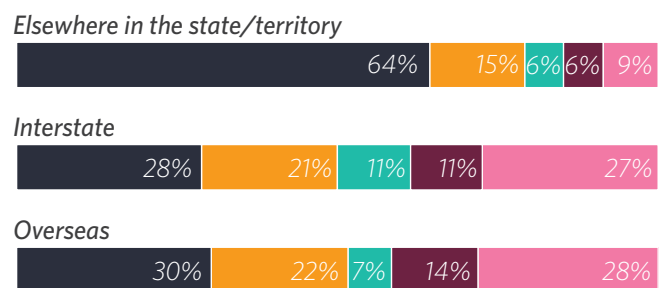
Did the event influence your decision to travel to the local area?



Note: Filtered to only include responses from respondents who selected one of 'Elsewhere in the state/territory', 'Interstate', or 'Overseas' for the question 'Which of the following best describes where you live?'.

### EVENT INFLUENCE ON VISITATION (VISITORS), BY VISITOR TYPE

Did the event influence your decision to travel to the local area?



- Yes, it was the main reason
- Partly, it was a contributing factor
- No, but I changed or extended my original plans
- No, but I did know about the event
- No, I was not aware of the event



*Iceworks Studio in action (VIC). Photo by Andrea Lane.*

# 6.0

## Event Outcomes

Long surveys included a series of 'dimension' questions, asking the public about their experience of the Cultural Tourism Accelerator Program event they attended. Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statement using a Likert scale.

These dimensions have been developed and tested in collaboration with industry practitioners and academics to measure the impact and value of arts and cultural events and activities.

Appropriate dimensions were chosen based on their alignment with the Program's objectives.

<b>DOMAIN</b>	<b>OUTCOME AREA</b>	<b>DIMENSION</b>	<b>STATEMENT</b>
<b>Cultural</b>	Enrichment	Meaning	It moved and inspired me
<b>Social</b>	Bonding, Bridging & Linking	Connection	It helped me to feel connected to people in the community
	-	Captivation	It held my interest and attention
<b>Quality</b>	-	Enthusiasm	I would come to something like this again
	-	Rigour	It was well thought through and put together

# Overall Outcome Averages

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements in relation to the event. The first tab chart contains the response data for 'public' responses, showing the average result for each dimension.

All dimensions received an average agreement rate of 87/100 or above, a very positive result.

'Enthusiasm' scored the highest result at 91/100, followed by 'Rigour' and 'Captivation' (87/100 respectively). These results indicate that the vast majority of respondents agreed that they would come to something like this again, the event was well produced and presented, and it held their interest and attention.

'Meaning' (83/100) and 'Connection' (82/100) also scored highly, indicating that respondents were likely to agree that the event that they attended moved and inspired them and helped them feel connected to people in the community.

## OUTCOME AVERAGES

**Enthusiasm:** *I would come to something like this again*



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



**Captivation:** *It held my interest and attention*



**Meaning:** *It moved and inspired me*



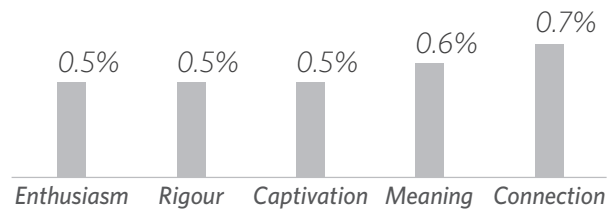
**Connection:** *It helped me to feel connected to people in the community*



● Social Outcomes      ● Cultural Outcomes      ● Quality Outcomes

## Margin of Error

The Culture Counts platform provides various methods to capture survey responses at a minimal marginal cost. Achieving larger samples enables organisations to be more confident about the average results and that opinions of the survey respondents are representative of all attendees. The accompanying margin of error chart shows the expected differences for the associated dimension results calculated at a 95% confidence level.



At a 95% confidence level, the margin of error for dimensions ranged from 0.5% to 0.7%. This means that we can be 95% confident that if we surveyed the entire visitor population, the average outcome for 'Enthusiasm' would fall within 0.5% of the average generated by the sample.



# Outcome Averages by Event Remoteness

Outcome averages have been compared based on the remoteness<sup>5</sup> of the event’s location. The comparison highlights that results for the ‘Enthusiasm’ dimension trended similarly, with attendees at all event locations likely to agree that they would come to something like this again.

There was slightly more variation in responses to the ‘Rigour’ dimension, with attendees at events in Outer Metropolitan Australia and Remote Australia most likely to agree that the event was well thought through and put together (90/100 and 88/100 respectively).

For the remaining dimensions, ‘Captivation’, ‘Meaning’ and ‘Connection’, attendees from events at either end of the remoteness scale – Outer Metropolitan Australia and Very Remote Australia – gave the equally highest scores. This means that audiences at events in these locations were most likely to agree that the event held their interest and attention, that it moved and inspired them and made them feel more connected to others in the community.

## OUTCOME AVERAGES BY EVENT REMOTENESS

### **Enthusiasm:** *I would come to something like this again*



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



### **Captivation:** *It held my interest and attention*



### **Meaning:** *It moved and inspired me*



### **Connection:** *It helped me to feel connected to people in the community*



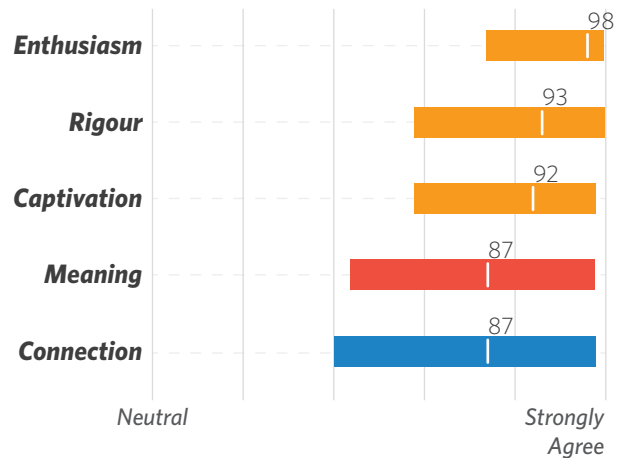
● Outer Metropolitan Australia   ● Inner Regional Australia   ● Outer Regional Australia   ● Remote Australia   ● Very Remote Australia

<sup>5</sup> Remoteness classes based on the Australian Statistical Geography Standard (ASGS) Remoteness Structure, 2016. The term ‘Outer Metropolitan Australia’ has been substituted for the ASGS classification ‘Major Cities of Australia’ to provide a better depiction of the activities’ geographical context. See Appendix 3 for more information.

## Overall Outcomes, Interquartile Range

The following chart shows the interquartile range of responses for each dimension measured. These ranges represent the middle 50% of responses, i.e. the most common areas on the slider where responses typically fell. Accompanying this range is the median result for each dimension. Smaller ranges indicate similarity in agreement between respondents, whereas larger ranges indicate a wider spread of responses.

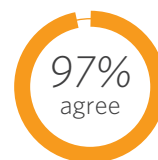
The results for 'Meaning' and 'Connection' show the largest interquartile range. This indicates that the response to these two statements varied most widely amongst respondents. The smaller interquartile range for 'Enthusiasm' demonstrates that audiences were more aligned in their response to this statement.



## Overall Outcome Agreement

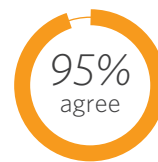
The following insights group individual responses into five buckets based on their strength of agreement - 'strongly disagree', 'disagree', 'neutral', 'agree' and 'strongly agree'. This allows us to understand the proportion of respondents that agreed with the statement.

This analysis shows that almost all attendees agreed with all statements.



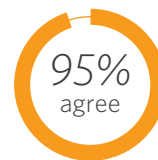
### Enthusiasm

*I would come to something like this again*



### Rigour

*It was well thought through and put together*



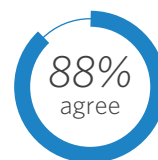
### Captivation

*It held my interest and attention*



### Meaning

*It moved and inspired me*



### Connection

*It helped me to feel connected to people in the community*



Jousting at *Fantasy Medieval Fair*. Limestone Coast Festivals & Events, Mount Gambier (SA).



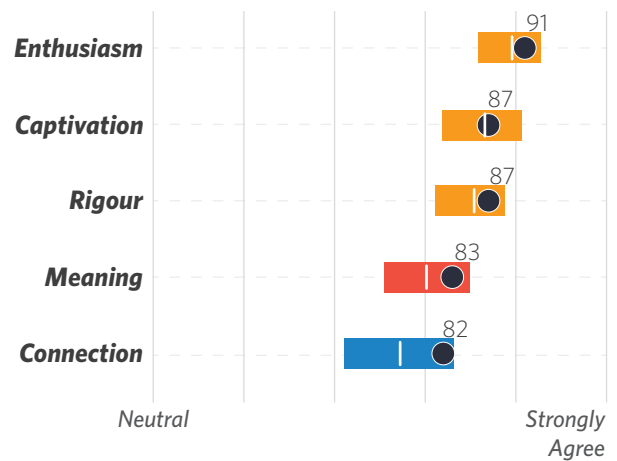
# Culture Counts' Benchmarks

Culture Counts have made benchmarks available based on all surveys conducted in the platform. Benchmarks give context to organisers so that they can understand the unique impact they deliver through their events and the outcomes that distinguish them from other offerings.

The below chart shows the average dimension results achieved for events associated with the Cultural Tourism Accelerator Program, compared to the benchmark interquartile range of other events evaluated by Culture Counts. Results that sit within the range are be considered a 'benchmark' result, with anything above the range considered to be exceptional.

Results for all dimensions measured sat within their respective benchmark ranges, but above the average scores for these dimensions. It was the average result achieved for the 'Connection' dimension that scored most highly against the benchmark average, demonstrating that these events were particularly successful at generating social impact, by helping attendees feel connected to people in the community.

## BENCHMARKS



Artist Cassie Jo Davis from Bridgetown working on a textile piece during the *Blackwood River Arts Trail* (WA).  
Image by Michelle Troop, Folklore Photography.



# 7.0

## Economic Impact Assessment

The Regional Arts Australia Cultural Tourism Accelerator post-event survey template asked attendees to identify how much money they spent at the event and in the local area, before and after their visit to the event. This information helps organisers to understand the amount of spend generated in the area due to the events taking place.

This section of the report references survey data alongside attendance numbers provided with grant acquittals. Only projects that had both distributed surveys using Culture Counts and acquitted their project via Smartygrants at the time of analysis have been included in the below calculations. This includes 178 projects in total. With a total of 321 projects funded as part of the three grant streams included in this research project (Targeted Marketing Campaign, Experience Initiative and Partnership Initiative), this should be considered a conservative estimate of the Program's full economic impact.

### Attendance

ATTENDEE ORIGIN	NSW	VIC	QLD	WA	NT	SA	TAS	TOTAL
Local Area	34,071	23,465	161,464	64,915	20,789	34,606	318,160	657,470
Intrastate Visitors	9,211	20,593	48,344	61,446	6,316	44,720	149,439	340,068
Interstate Visitors	4,314	1,711	8,885	16,193	13,070	23,823	47,403	115,399
Overseas Visitors	411	306	955	6,361	789	752	4,017	13,592
<b>Total</b>	<b>48,007</b>	<b>46,074</b>	<b>219,649</b>	<b>148,915</b>	<b>40,964</b>	<b>103,902</b>	<b>519,018</b>	<b>1,126,529</b>

## Average Audience Expenditure

Public survey data has been used to calculate the average spend for event attendees, based on their origin.

Additionality excludes people that indicated that they would have done something else in the area, even if they had not attended the event. For those who lived in the local area of the event, it only considers what they would have done on the day of the event. For those who lived outside the local area, the additionality methodology considers the influence of the event on their primary reason for travel. The additionality methodology applied here seeks to exclude expenditure from those people would have occurred regardless of their attendance at an event associated with the Cultural Tourism Accelerator Program.

Event expenditure has been calculated using average spend per person. Average spend was calculated through a combination of survey data and analysis sourced from Tourism Research Australia. Each survey respondent was asked about their spending at their associated event and in it's local area (excluding ticket price and accommodation expenses). Those staying overnight were also asked about the duration of their trip and their primary reason for travel.

Options for 'reason for travel' were sourced from the Tourism Research Australia National Visitor Survey<sup>6</sup>, which provides average spending figures based on 'reason to travel' and the region of travel. A total average spend figure was then calculated from these two data points.

With this, we can estimate the total direct impact of attendees.

ATTENDEE ORIGIN	NSW	VIC	QLD	WA	NT	SA	TAS
Local Area	\$106.89	\$88.74	\$129.91	\$117.56	\$86.86	\$111.12	\$75.70
Intrastate Visitors	\$860.21	\$523.10	\$1,025.06	\$817.67	\$1,272.83	\$593.41	\$501.73
Interstate Visitors	\$1,041.38	\$998.79	\$1,589.83	\$1,602.95	\$2,340.61	\$697.04	\$1,293.25
Overseas Visitors	\$1,743.64	\$990.79	\$1,282.92	\$1,544.28	\$2,701.86	\$728.82	\$2,766.77
<b>Average</b>	<b>\$286.28</b>	<b>\$311.88</b>	<b>\$352.37</b>	<b>\$598.85</b>	<b>\$897.03</b>	<b>\$428.81</b>	<b>\$283.36</b>

<sup>6</sup> Tourism Research Australia, 2023. 'National Visitor Survey results September 2022'.

## Additionality

ATTENDEE ORIGIN	NSW	VIC	QLD	WA	NT	SA	TAS
Local Area	78%	73%	80%	68%	66%	72%	79%
Intrastate Visitors	56%	72%	75%	76%	77%	73%	84%
Interstate Visitors	50%	56%	36%	47%	47%	39%	43%
Overseas Visitors	28%	11%	31%	56%	37%	50%	44%
<b>Average</b>	<b>71%</b>	<b>72%</b>	<b>77%</b>	<b>68%</b>	<b>61%</b>	<b>65%</b>	<b>77%</b>

## Average Nights Stayed

The post-event survey asked attendees to identify how many nights they were staying in the local area. This information contributes to the accommodation impact figure.

ATTENDEE ORIGIN	NSW	VIC	QLD	WA	NT	SA	TAS
Local Area	-	-	-	-	-	-	-
Intrastate Visitors	2.62	1.66	3.01	2.76	3.97	1.93	1.30
Interstate Visitors	3.52	3.81	5.51	5.38	7.40	2.30	3.86
Overseas Visitors	5.89	3.20	3.71	5.35	10.17	2.78	9.71
<b>Average</b>	<b>0.64</b>	<b>0.86</b>	<b>0.76</b>	<b>1.85</b>	<b>2.69</b>	<b>1.27</b>	<b>0.65</b>

## Impact Summary

Combining attendee event and accommodation spending data, the direct economic impact of events associated with the Cultural Tourism Accelerator Program was estimated to be over \$304.8 million. Analysis by state/territory shows that the largest amount of impact was generated by events hosted in Tasmania, Western Australia and Queensland.

ATTENDEE ORIGIN	ATTENDEES	AVERAGE TOTAL SPEND	AVERAGE NIGHTS	ADDITIONALITY	DIRECT IMPACT
Local Area	657,470	\$97	-	77%	\$49,370,307
Intrastate Visitors	340,068	\$671	2.0	77%	\$175,855,659
Interstate Visitors	115,399	\$1,341	4.3	44%	\$67,661,613
Overseas Visitors	13,592	\$1,903	6.6	46%	\$11,986,094
<b>TOTAL</b>	<b>1,126,529</b>	<b>\$376</b>	<b>1.0</b>	<b>72%</b>	<b>\$304,873,673</b>

## Direct Impact by State/Territory

STATE/TERRITORY	DIRECT IMPACT
New South Wales	<b>\$9,697,432</b>
Victoria	<b>\$10,313,114</b>
Queensland	<b>\$59,601,018</b>
Western Australia	<b>\$60,815,016</b>
Northern Territory	<b>\$22,398,507</b>
South Australia	<b>\$28,855,291</b>
Tasmania	<b>\$113,193,295</b>

# 8.0

## Appendix 1

**1. Which of the following best describes where you live?**

Please select one option below

<input type="checkbox"/>	In the local area
<input type="checkbox"/>	Elsewhere in the state/territory
<input type="checkbox"/>	Interstate
<input type="checkbox"/>	Overseas

**2. Is this your first time visiting the region or local area?**

Yes  No

**3. What best describes your reason for visiting the area?**

Please select one option below

<input type="checkbox"/>	Holiday/Leisure
<input type="checkbox"/>	Visiting Friends/Relatives
<input type="checkbox"/>	Business
<input type="checkbox"/>	Study
<input type="checkbox"/>	Other

**4. Did the event influence your decision to travel to the local area?**

Please select one option below

<input type="checkbox"/>	Yes, it was the main reason
<input type="checkbox"/>	Partly, it was a contributing factor
<input type="checkbox"/>	No, but I changed or extended my original plans
<input type="checkbox"/>	No, but I did know about the event
<input type="checkbox"/>	No, I was not aware of the event

**5. What would you have done if you did not attend the event?**

Please select one option below

<input type="checkbox"/>	Stayed home or gone to work
<input type="checkbox"/>	Something else in the local area
<input type="checkbox"/>	Something else NOT in the local area

**6. How much money did you/will you spend at the event and in the local area? (Per person)**

\_\_\_\_\_

**7. How many nights did you/will you expect to stay in the local area?**

\_\_\_\_\_

**8. How would you rate your experience overall?**

Please select one option below.

Excellent    Good    Neutral    Poor    Terrible

**9. Is there anything else you want to tell us about your experience?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**10. What is your age?**

\_\_\_\_\_

**11. What is your postcode?**

\_\_\_\_\_



# 9.0

## Appendix 2

**1. Which of the following best describes where you live?**

Please select one option below

<input type="checkbox"/>	In the local area
<input type="checkbox"/>	Elsewhere in the state/territory
<input type="checkbox"/>	Interstate
<input type="checkbox"/>	Overseas

**2. Is this your first time visiting the region or local area?**

Yes  No

*The following questions ask for your experience of the event. Please indicate how much you agree or disagree with the statement. It's okay to leave negative feedback - it helps us improve.*

**3. The following questions ask for your views on the quality and impact of this event.**

Please indicate how much you agree or disagree by marking a cross on the line.

	<i>Strongly Disagree</i>	<i>Neutral</i>	<i>Strongly Agree</i>
<b>Captivation:</b> It held my interest and attention	----- ----- ----- -----		
<b>Rigour:</b> It was well thought through and put together	----- ----- ----- -----		
<b>Meaning:</b> It moved and inspired me	----- ----- ----- -----		
<b>Connection:</b> It helped me to feel connected to people in the community	----- ----- ----- -----		
<b>Enthusiasm:</b> I would come to something like this again	----- ----- ----- -----		

**4. How would you rate your experience overall?**

Please select one option below.

- Excellent     Good     Neutral     Poor     Terrible

*The following questions ask about your trip and spend in the area*

**5. Did the event influence your decision to travel to the local area?**

Please select one option below

<input type="checkbox"/>	Yes, it was the main reason
<input type="checkbox"/>	Partly, it was a contributing factor
<input type="checkbox"/>	No, but I changed or extended my original plans
<input type="checkbox"/>	No, but I did know about the event
<input type="checkbox"/>	No, I was not aware of the event

**6. What best describes your reason for visiting the area?**

Please select one option below

<input type="checkbox"/>	Holiday/Leisure
<input type="checkbox"/>	Visiting Friends/Relatives
<input type="checkbox"/>	Business
<input type="checkbox"/>	Study
<input type="checkbox"/>	Other

**7. What would you have done if you did not attend the event?**

Please select one option below

<input type="checkbox"/>	Stayed home or gone to work
<input type="checkbox"/>	Something else in the local area
<input type="checkbox"/>	Something else NOT in the local area

**8. How much money did you/will you spend at the event and in the local area? (Per person)**

\_\_\_\_\_

**9. How many nights did you/will you expect to stay in the local area?**

\_\_\_\_\_

**10. Is there anything else you want to tell us about your experience**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**11. What is your age?**

\_\_\_\_\_

**12. What is your postcode?**

\_\_\_\_\_

# 10.0

## Appendix 3

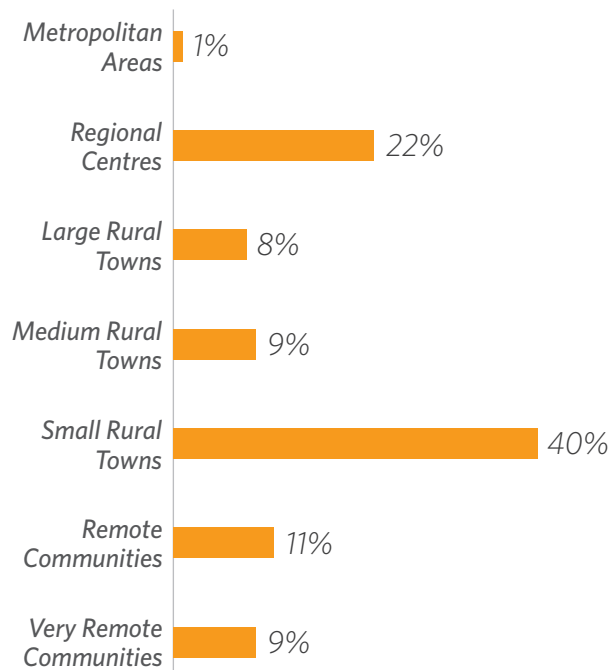
### Remoteness Classification

Culture Counts has applied the Australian Statistical Geography Standard (ASGS)<sup>1</sup> to the analysis throughout this report. The Structure classifies areas within Australian states and territories into five categories of remoteness, based on access to services. The classes are; Major Cities of Australia, Inner Regional Australia, Outer Regional Australia, Remote Australia and Very Remote Australia. This report substitutes the category 'Major Cities of Australia' for 'Outer Metropolitan Australia' to provide a better depiction of the activities' geographical context. Examples of the locations included in this classification are Handorf (SA) and Mornington (VIC).

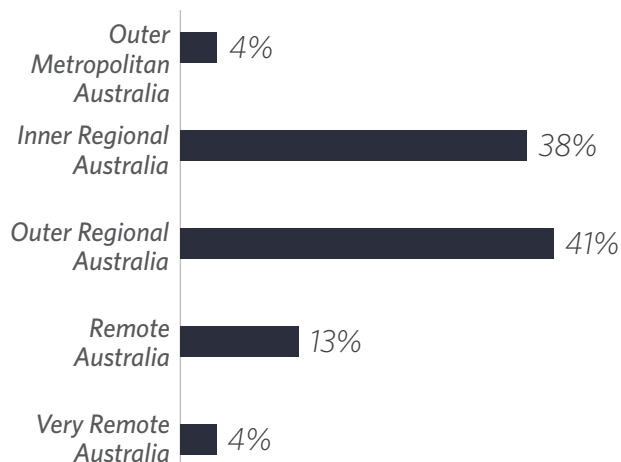
The Modified Monash Model<sup>2</sup> is another remoteness categorisation model used in Australia, commonly in health settings. The MMM has seven categories; Metropolitan Areas, Regional Centres, Large Rural Towns, Medium Rural towns, Small Rural Towns, Remote Communities and Very Remote Communities. The MMM uses Australia Bureau of Statistics (ABS) census data to determine its classification system, as does the ASGS remoteness structure.

The following charts visualise the percentage of projects represented in this research by the two models, followed by a comparison of the two. Postcodes provided by grant recipients were used as the basis of classifying projects within the two models. As postal areas are not an official ABS data structure, slight variations can occur when used as a classification mechanism, such as one postcode having multiple MMM designations. Differences between the model comparison can be seen due to this reason.

CULTURAL TOURISM ACCELERATOR PROGRAM SURVEYED PROJECTS BY MMM REMOTENESS



CULTURAL TOURISM ACCELERATOR PROGRAM SURVEYED PROJECTS BY ASGS REMOTENESS



1 Australian Statistical Geography Standard (ASGS) Remoteness Structure, 2016. Visit: <https://www.abs.gov.au/statistics/statistical-geography/remoteness-structure>

2 The Modified Monash Model (MMM), 2019. Visit: <https://www.health.gov.au/resources/publications/modified-monash-model-fact-sheet?>

**Model comparison<sup>2</sup>**

<b>MMM</b>	<b>ASGS</b>
MM1: Metropolitan Areas	ASGS-RA1: Major Cities of Australia (Referred to in this report as Outer Metropolitan Australia)
MM2: Regional Centres	Combination of: ASGS-RA2: Inner Regional Australia ASGS-RA3: Outer Regional Australia
MM3: Large Rural Towns	Combination of: ASGS-RA2: Inner Regional Australia ASGS-RA3: Outer Regional Australia
MM4: Medium Rural Towns	Combination of: ASGS-RA2: Inner Regional Australia ASGS-RA3: Outer Regional Australia
MM5: Small Rural Towns	Combination of: ASGS-RA2: Inner Regional Australia ASGS-RA3: Outer Regional Australia
MM6: Remote Communities	ASGS-RA4: Remote Australia
MM7: Very Remote Communities	ASGS-RA5: Very Remote Australia

