

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2016
Communications Portfolio
Australia Council

Question No: 228(g)

Australia Council

Hansard Ref: Written, 19/02/2016

Topic: Market Research

Senator Ludwig, Joe asked:

Since the change of Prime Minister on 14 September, 2015:

1. List any market research conducted by the department/agency:
 - (a) List the total cost of this research
 - (b) List each item of expenditure and cost, broken down by division and program
 - (c) Who conducted the research?
 - (d) How were they identified?
 - (e) Where was the research conducted?
 - (f) In what way was the research conducted?
 - (g) Were focus groups, round tables or other forms of research tools used?
 - (h) How were participants for these focus groups et al selected?
 - (i) How was the firm or individual that conducted the review selected?
 - (j) What input did the Minister have?
 - (k) How was it approved?
 - (l) Were other firms or individuals considered? If yes, please detail.

Answer:

The Australia Council undertakes its research program to support the evidence base for the arts consistent with its legislative functions. Since 14 September 2015, two research projects have been undertaken: *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research, which was part of an overall programme costing \$63,760; and *Arts and Cultural Attendance and Participation: Local Region Rates* by the Australian Bureau of Statistics (ABS) costing \$20,563.

The *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research maps the programming of Indigenous performing arts in Australia and explores the challenges and opportunities perceived by arts presenters and producers. The *Arts and Cultural Attendance and Participation: Local Region Rates* research produced data cubes of the ABS' cultural attendance and participation data by geographic region.

These projects were undertaken by the Australia Council's Research and Strategic Analysis section. \$84,323.

- (a) Research and Strategic Analysis section – *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming*: \$63,760. Research and Strategic Analysis section – *Arts and Cultural Attendance and Participation: Local Region Rates*: \$20,563.

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- (b) The *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research was conducted by BYP Group (Jackie Bailey and Hung-Yen Yang). The *Arts and Cultural Attendance and Participation: Local Region Rates* research was conducted by the ABS.
- (c) The suppliers of the *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research were selected by select tender. For the *Arts and Cultural Attendance and Participation: Local Region Rates* research, as the ABS are the owner of cultural attendance and participation data it was the only supplier that could undertake this analysis.
- (d) The *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* suppliers were located in NSW, however the *Showcasing Creativity* research involved telephone interviews and an online survey that were national. The *Arts and Cultural Attendance and Participation: Local Region Rates* research was conducted in the ABS Adelaide office.
- (e) The *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research was conducted in four phases. Phase 1 involved desktop research of presenters of performing arts; Phase 2 involved telephone interviews with presenters and producers of performing arts; Phase 3 involved an online survey with presenters and producers of performing arts; and Phase 4 involved further telephone interviews with presenters or producers of performing arts. For the *Arts and Cultural Attendance and Participation: Local Region Rates* research the ABS produced a bespoke analysis of their cultural attendance and participation data.
- (f) *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research did not use focus groups or round tables. Telephone interviews and an online survey were used. *Arts and Cultural Attendance and Participation: Local Region Rates* did not use focus groups or round tables.
- (g) *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research participants were based on membership to the Australia Performing Arts Centres Association. An Australia Council working group with expertise in Aboriginal and Torres Strait Islander arts also provided additional participants, particularly Indigenous producers. Selection of interviewees was done by the Australia Council working group and BYP Group. This question is not applicable to the *Arts and Cultural Attendance and Participation: Local Region Rates* research.
- (h) BYP Group's proposal for the *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research was evaluated by an evaluation committee made up of members of the Australia Council working group. This question is not applicable to the *Arts and Cultural Attendance and Participation: Local Region Rates* research. The ABS was approached directly to undertake this research.
- (i) The Australia Council is a Corporate Commonwealth entity and undertakes its research programme consistent with functions outlined in the *Australia Council Act 2013*. As the Australia Council operates as a Corporate Commonwealth entity in delivering its functions, the Minister did not have input into the *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research or *Arts and Cultural Attendance and Participation: Local Region Rates* research projects.
- (j) *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research and *Arts and Cultural Attendance and Participation: Local Region Rates* research was approved by the Australia Council's Executive Director Strategic Development and Advocacy.

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- (k) Yes, as per question 4 above, the suppliers of the *Showcasing Creativity: Aboriginal and Torres Strait Islander Performing Arts programming* research were selected by select tender. For the *Arts and Cultural Attendance and Participation: Local Region Rates* research, as the ABS are the owner of cultural attendance and participation data it was the only supplier that could undertake this analysis.