



How to use the data dictionary

Arts Queensland's Organisations Fund Outcome Report asks you to report against several measures. To help you report accurately and compare meaningful data across different funds please read this document *before* your reporting period starts. This will assist you to capture the relevant data over the course of your funding agreement.

Definitions, counting methods and examples are provided on a section-by-section basis.

If you are unsure about anything in this dictionary, please contact your client manager.

Other Useful Resources

Information to assist your organisation evaluate and report is available in the Arts Acumen section of the Arts Queensland website <http://www.arts.qld.gov.au/arts-acumen/resources/evaluation-and-reporting>.

The [Organisations Fund 2017– 2020 Data Dictionary](#) is also available online.

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Key Performance Indicators

- Your organisation has a tailored set of KPIs (see Schedule 4 of your funding agreement)
- Progress Reports require you to enter year-to-date figures (i.e., start of year to the reporting date)
- Outcome Reports require you to enter actuals as at the year end, and audited financials
- You do not need to fill in data against KPIs that are not in your agreement
- Refer to definitions and counting methods in this document to assist you with completing your KPIs unless another definition was agreed at the time of finalising your contract.

TIP: Complete the other sections of the report before you fill in the KPIs. This will help you make sure that data is consistent throughout your report.

Financial information

- Progress Reports require you to enter forecast figures to the end of the current financial year
- Outcome Reports require you to enter audited figures for the previous financial year
- Forward Programs require you to enter financial figures for next year's budget
- Depending on what report you are completing, you will also be required to upload a current balance sheet, current, or forecast monthly cash flow and a year-to-date profit and loss
- Refer to the [Data Dictionary Financial Template - Organisations Fund](#) for financial definitions to assist you to complete this information.

Activities, attendees and participants

- Data on your activities, attendees and participants is collected only in Outcome Reports
- You are required to enter actual figures for the previous year of operation
- It is important that you establish a robust and meaningful counting method to minimise double-counting and to provide accurate figures
- To assist you to complete Reach data, refer to your ticketing systems, project/activity records, surveys, registration information and other tracking processes you have put in place.

Data	Counting method
Performances	<ul style="list-style-type: none"> • Count live performances that you presented, produced or co-produced • Count each individual performance as 1 activity. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - A theatre season made up of 5 productions with 5 performances each is counted as 25 performances - A classical music concert touring to 4 venues with 2 performances in each venue is counted as 8 performances. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Recordings, broadcasts, or digital/online presentations – these are counted as a separate activity below.
Exhibitions	<ul style="list-style-type: none"> • Count each exhibition developed and/or presented • Count each individual exhibition as 1 activity, regardless of how many individual works are included within the exhibition. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - Count an exhibition featuring the work of 3 artists as 1 activity - For a travelling exhibition, count the exhibition as 1 activity regardless of the number of venues that are on the tour. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Displays of permanent collections unless curated as a special exhibition.

Number of activities

The table below provides information about how to count types of activities as part of your activities total.

Data	Counting method
Publications	<ul style="list-style-type: none"> • Count books, journals, art magazines, literary publications, one-off publications (such as major catalogues or curatorial essays), industry/sector development newsletters, musical scores published physically or digitally • Count each individual publication as 1 activity • For serial publications, count each issue as 1 publication • Count a single issue of a journal or magazine that contains several works as 1 activity • Count a single publication that is available as both a physical and digital version as 1 publication. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - A series of 6 issues of a literary journal that contains multiple works is counted as 6 publications - A published book that sells 1,000 copies in hardcopy and 500 as an e-book is counted as 1 publication. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Membership/network newsletters not generally available to the public • Annual reports • Exhibition or theatre programs • Social media and blog posts.

Data	Counting method
<p>Conferences, workshops, training, or group information sessions delivered by you</p>	<ul style="list-style-type: none"> • Count skills and professional development activities delivered, regardless of whether the target audience is industry or general public • Count each conference, workshop, training, or group information session delivered as 1 activity • Count a conference, workshop or training session delivered to one group of people over consecutive days as 1 activity • When a workshop series or training program is delivered over multiple, non-consecutive days, count each individual workshop as 1 activity • Count an information session repeated for different groups of people as separate activities. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - A series of three different workshops was delivered to 1 group of people over two months. This would be counted as 3 activities. - A workshop repeated 3 times for a different group of people each time would be counted as 3 activities. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Professional development activities you attended yourself but did not have a role in delivering • Professional development activities you delivered or organised that were only available to your own staff.

Productions	<ul style="list-style-type: none">• Count the number of live productions/seasons or broadcasts presented within a single continuous timeframe, regardless of the number of individual performances and locations, or the number of shorter works contained within• Count the overall production as 1 activity• Count a single performance made up of 5 works as 1 activity• Count a performance repeated for 3 nights as 1 activity• Count a production touring to multiple venues as 1 activity• Count a broadcast repeated on several occasions as 1 activity. <p>EXAMPLES:</p> <ul style="list-style-type: none">- A production which tours to 5 venues over 4 weeks with 2 performances in each venue is counted as 1 activity (a second tour of the same production 6 months later would only be counted as an additional production if it was substantially changed since the first tour e.g., restaged with a new cast)- Three different works by different choreographers are presented together as part of the same ticketed performance and this performance tours to 4 venues. This is counted as 1 activity.
Data	
Data	Counting method
New works produced	<ul style="list-style-type: none">• Count brand new works, or radically new or different interpretations of existing work, created and presented by you• Count each new work as 1 activity• The work must be presented/shown to the general public. Works in development that are not presented to the general public are considered creative developments and are identified below.• Count a new work presented on separate occasions as 1 activity. <p>EXAMPLES:</p> <ul style="list-style-type: none">- A new visual artwork included in 2 exhibitions is counted as 1 new work- A new play published and performed at 2 festivals is counted as 1 new work- A concert featuring 1 new composition and an existing work re-scored for voice instead of instruments would count as 2 new works.

Creative developments	<ul style="list-style-type: none"> • Count each discrete creative period (e.g., concept development for public artwork, script development workshop) as 1 creative development • You should count a creative process that includes presentation of work-in-progress here, but do not count a public presentation or performance of a completed work (that is counted in <i>Performances</i>) • Count each overall creative development/process as 1 activity irrespective of whether it results in a finished product. • Completed creative developments presented to the public are measured as new works produced, defined above. • Count a creative development which includes several different components contributing to one overall work as 1 activity. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - A dance company workshops a new performance piece. It has a 2-week period of development in May, and another development for 2 weeks in October. The work is not performed. This would be counted as 1 activity. - A circus company engages in a creative development over 3 months that involves a composer, a lighting designer, and a costume designer. There is a showing to staff and industry contacts. This would be counted a 1 activity.
Tours	<ul style="list-style-type: none"> • Count tours undertaken or delivered by you to present work whether in Queensland, interstate or overseas • Count each tour as 1 activity • Count a performing arts tour, travelling exhibition or other touring event delivered in several locations as 1 activity. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - An exhibition travels to 10 locations on a single tour, this is counted as 1 activity. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Touring performances or exhibitions 'hosted' by your venue.

Data	Counting method
Festivals	<ul style="list-style-type: none"> • Count festivals presented, produced, or co-produced by you • Count each festival as 1 activity • Count a festival featuring several artists as 1 activity • Count a festival delivered over several days as 1 activity. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Festivals that you performed in or exhibited at that were produced or presented by others.
Recordings	<ul style="list-style-type: none"> • Count recordings of 1 or several works • Count a single recording made up of several tracks as 1 recording • Count a recording made for broadcast or download as 1 activity even if it will be repeatedly broadcast or downloaded. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - A music ensemble records a concert made up of five pieces from different composers - this is counted as 1 recording - A poetry organisation records the poems of 5 different poets for presentation as part of a radio special - this is counted as one recording - A performance of the Nutcracker is recorded and broadcast live on TV. The broadcast is then repeated 3 times during the year – this is counted as 1 recording (the live performance of the ballet is counted as 1 activity in Performances and the broadcast is counted as 1 activity in Productions). <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Recordings that are incidental or for promotional or marketing purposes e.g., a snippet for inclusion in a news broadcast, a television or radio advertisement.
Data	Counting method
Individual advice or consultation sessions provided by you to artists or arts and cultural workers	<ul style="list-style-type: none"> • Count significant advice or consultation sessions provided to artists or arts and cultural workers in your service delivery/industry development capacity, whether delivered face-to-face, by telephone or by email (e.g., career planning advice for artists, legal and governance support) • Count each advice or consultation session as 1 activity. <p>EXAMPLE:</p> <p>A career advice session is delivered to 1 artist on 3 separate occasions – this is counted as 3 activities.</p> <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Contacts that are primarily focused on providing basic information about your own organisation or activity • Minor advice or enquiries (a session of 20 minutes or more is considered 'significant').

Other	<ul style="list-style-type: none"> Count any other significant and externally facing activities you delivered that are not captured in this section <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> Internal organisational activities such as strategic planning, administration, board meetings, staff meetings etc.
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Attendees and participants

Data	Counting method
Attendees	<ul style="list-style-type: none"> Count people who attend activities and events as audience members, e.g., to see an exhibition, watch a performance, listen to a lecture, attend a conference or a group information session Count the number of attendees in each specified region For ticketed activities, count each ticket holder as 1 attendee (paid, unpaid or complimentary tickets) For non-ticketed activities, headcount each person as 1 attendee For live streaming events, count each person who physically attends the streaming as part of a live audience, and registered attendees who attend online as 1 attendee. If people attend your activity <u>primarily</u> as audience members, but they also can actively participate in an activity as part of their overall experience (e.g., at a festival), count them as attendees (not participants). If your activity is part of a broader event or festival that you are not delivering yourself, you will need to conduct a headcount of people who attend your specific activity. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> Television or radio audiences (see <i>Television, Radio and Publication Reach</i> below) Publication readership (see <i>Television, Radio and Publication Reach</i> below) YouTube views Participants (see <i>Participants</i> below) People who are in the general vicinity of your activity but do not purposely attend (e.g., people who walk past an outdoor performance but do not stop for a substantial time to watch)

Data	Counting method
Participants	<ul style="list-style-type: none"> • Count people who actively participate in your activities e.g., attend a class to make something, sing in a choir, engage in a training workshop • Count online participants who have registered and engage with a live (real-time/synchronous) online activity. • Count the number of participants at the activities taking place in the specific region • Count each person participating in activities as 1 participant • For single activities delivered over consecutive days with the same group of people, only count each person as 1 participant • For different activities delivered as part of a series with the same group of people, count each person for each different activity that makes up the series. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - 10 people participating in an art class delivered over a 2-day weekend are counted as 10 participants - 15 people participating in a series of 3 different workshops delivered as part of a series are counted as 45 participants – each person is counted once per workshop (15 x 3 = 45). <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Staff and volunteers • People who take part in individual advice or consultation sessions. • Members of your organisation who do not actively participate in activities, regardless of whether they pay a fee for membership e.g., those who receive newsletters but do not attend any workshops, advice sessions or consultation sessions

Digital Spaces

- This section may not be relevant to your organisation

Data	Counting method
Percentage of program delivered in digital spaces	<ul style="list-style-type: none"> • This KPI refers to the percentage of core programming that is delivered in digital spaces either as an alternative to a face-to-face experience or designed specifically for online audiences. • Count total activities offered in a digital space from your core artistic program and divide this by the total activities delivered.

	<ul style="list-style-type: none"> • Program activities delivered in digital spaces can refer to any art form, medium or platform but must include either online content or live content. • Include online workshops/seminars, live-streamed content and artistic products specifically designed for audiences or participants access through digital spaces such as a computer, tablet, phone, or another personal device. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • marketing, website views or social media engagement • augmented reality, films, projections, or visual effects produced digitally as part of an exhibition or performance that is attended physically by audiences <i>except</i> in the instance that an equivalent online experience is offered to audiences unable to attend in-person.
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Employment

- Source of Information: Contracts, payroll and financial records, human resources records, work cover calculations, volunteer rosters and records.

Data	Definition / Counting method
FTE	<ul style="list-style-type: none"> • FTE stands for Full Time Equivalent. • Use your organisation's definition of full-time to determine the hours equivalent to a full-time post. If your organisation does not define full time in hours, use the Australian Bureau of Statistics guide of at least 35 hours per week. See below sections for further details.
Headcount	<ul style="list-style-type: none"> • The number of people employed/engaged, regardless of how many hours they have worked. See below sections for further details.
Queensland based artists/arts workers employed	<ul style="list-style-type: none"> • Add both Queensland based artists and Queensland based arts workers and report the total.
Other artists/arts workers employed	<ul style="list-style-type: none"> • Add both other artists and other arts and cultural workers and report the total.
Volunteers	<ul style="list-style-type: none"> • People engaged as volunteers to support the delivery of your activities • Volunteer work is: <ul style="list-style-type: none"> • unpaid (reimbursement of out-of-pocket expenses is not considered payment) • provided in the form of time, service, or skills (donation of money or goods not included) • formally agreed. • For Headcount: Count the number of individual volunteers irrespective of the amount of time they contribute • Count each individual once, irrespective of the number of different times they volunteer • For Hours Worked: add the total hours worked by all volunteers over the reporting period. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Trustees or Board members

	<ul style="list-style-type: none"> • Staff who contribute unpaid overtime.
Full-time employees	<ul style="list-style-type: none"> • People who are employed on an ongoing basis at your organisation's defined level of full-time hours • For Headcount: Count each person employed during the year on an ongoing, full-time basis as 1, regardless of when their employment began or finished. • For FTE: For simplicity, AQ recommends counting using the following methodology: <ol style="list-style-type: none"> a. Calculate the number of weeks each person was employed for e.g., 1 member of staff may have been employed for a full year or 52 weeks, while another may have joined the organisation midway through the year and been employed for 26 weeks. b. Add these together to get the total number of weeks worked by full-time employees. c. Divide this total by 52 weeks d. Round the number to 2 decimal places and enter this figure as the FTE for Full-time staff. <p>EXAMPLE:</p> <p>A visual arts organisation has employed 4 full time members of staff over the course of a year. Persons A and B were employed all the year. Person C worked for the first 12 weeks in the year. There was a gap of 3 weeks before person D (their replacement), started work. This is calculated as:</p> <p>Headcount = 4 full time staff</p> <p>FTE = 2.94 full time staff</p> <ul style="list-style-type: none"> - Person A and Person B = 52 weeks each - Person C = 12 weeks - Person D = 37 weeks person - Total number of weeks = 153 (52 + 52 + 12 + 37 = 153) - $153 \div 52 = 2.94$ <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Overtime worked by full time members of staff, whether paid or unpaid • External business providers engaged such as accountants or lawyers who are not your staff members.

Data	Definition / Counting method
Part-time employees	<ul style="list-style-type: none"> • The people who are employed in your organisations on an ongoing basis but work less than your organisation's defined level of full-time hours. • For Headcount: Count each person employed during the year on an ongoing, part-time basis as 1, regardless of when their employment began or finished. • For FTE: Count using the following methodology: <ol style="list-style-type: none"> a. Calculate the number of hours equivalent to a full-time position for one year, including annual leave entitlements e.g., 8 hours per day, 5 days per week, 52 weeks per year = 2,080 hours per year b. Calculate the total number of paid hours undertaken by each staff member employed on an ongoing part-time basis over the year, and add them together to get total part-time hours c. Divide the total number of paid hours undertaken by the hours equivalent to a full-time position for one year that you calculated in step (a) d. Round this number to 2 decimal places and enter this figure as the FTE for part-time staff. <p>EXAMPLE:</p> <p>A dance organisation employed 6 staff on part-time contracts over the course of a year.</p> <p>Persons A and B were employed all of the year at 4 days or 32 hours per week. Person C worked for the full year but at 20 hours per week. Person D and E were each employed for 6 months (26 weeks) at 2 days (16 hours) per week. Person F was also employed for 6 months at 2 days per week but did paid overtime of 50 hours over the term of her employment.</p> <p>Employment contracts show the organisation's full-time equivalent is 40 hours per week, coming to 2,080 hours per year (40 x 52). This is calculated as:</p> <p>Headcount = 6 part- time staff</p> <p>FTE = 2.72 part-time staff</p> <ul style="list-style-type: none"> - Person A and Person B = (32 hrs x 52 wks) = 1,664 x 2 = 3,328 - Person C = 20 hrs x 52 weeks = 1,040 - Person D & E = (16 hrs x 26 weeks) = 416 x 2 = 832 - Person F = (16 hrs x 26 weeks) + 50 hours overtime = 466 - Total number of hours = (3,328 + 1,040 + 832 + 466) = 5,666 - 5,666 ÷ 2,080 = 2.72

Data	Definition / Counting method
Contractors, Casual and Short-term employees	<ul style="list-style-type: none"> • Casual employees are people employed by your organisation on an ongoing basis, but whose hours may fluctuate on a weekly basis and who have no guaranteed hours of work e.g., retail staff, ushers, technicians or regular bump-in/bump-out labour. • Short-term staff are employed for fixed periods of less than 6 months, regardless of the number of hours they do in a week. • Contractors who are not employees but are individuals engaged by your organisation for a fixed period or to deliver a project or artistic service e.g., designers, composers, playwrights, visual artists exhibiting. • For Headcount: <ul style="list-style-type: none"> - Casual employees - Count each person employed during the year, regardless of when their employment began or finished - Short-term staff and contractors - count each individual once for each different project/activity/discrete period they are engaged for. • For FTE: Count using the following methodology: <ol style="list-style-type: none"> a. Calculate the number of hours equivalent to a full-time position for one year, using the method described in the part-time FTE section above. b. Calculate the total number of paid hours undertaken by people employed on casual or short-term basis c. Calculate the number of hours worked by contractors over the course of the projects for which they were engaged (this may be an estimate) d. Add b and c together to get the total number of paid hours e. Divide the total number of paid hours undertaken by the hours that make up one full-time position for one year (see step a) f. Round this number to 2 decimal places and enter this figure as the FTE for casual staff and contractors. <p>TIPS:</p> <ul style="list-style-type: none"> • To calculate hours per week, a good rule of thumb is to look at Industry Awards and guidelines on payments e.g., Live Performance Award. • If contractors are engaged to deliver a specific outcome for a set fee e.g., a lighting design or a new composition, you may need to estimate the number of hours involved.

Data	Definition / Counting method
	<p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • People who have been employed or contracted by external businesses to provide services to your organisation such as caterers or equipment providers. <p>EXAMPLE:</p> <p>A theatre company has 4 regular ushers that work on a casual basis. Payroll records show they have collectively worked 100 hours over the year. The company does one show in the year which involves 4 actors for 4 weeks of rehearsal and 1 week of performance. A lighting designer is paid a set fee to deliver the design. Two technicians are engaged to bump in and run the performances and are paid on an hourly basis - they work 45 hours each. Employment contracts show the organisation's full-time equivalent is 37.5 hours per week, coming to = 1,950 hours per year (37.5 x 52). This is calculated as:</p> <p>Headcount = 11 staff</p> <p>FTE = 0.51 casual, short-term, contractor staff</p> <ul style="list-style-type: none"> - 4 ushers = 100 hours - 4 actors = (4 x 5 wks x 37.5hrs) = 750 - 2 technicians = (45 hrs x 2) = 90 - 1 lighting designer = estimated hours = 50 - Total number of hours = (100 + 750 + 90 + 50) = 990 - $990 \div 1,950 = 0.507$
Queensland Artists	<ul style="list-style-type: none"> • People performing any creative role who are based permanently in Queensland. For example: artistic directors; directors; musical directors; choreographers; designers of lighting, set or costumes; curators; visual artists; authors; illustrators; writers; composers; conductors; librettists; performers; dancers; actors and musicians. • For Headcount: Count the number of individuals receiving payment in an artistic role (irrespective of length of engagement) during the reporting period. For permanent/ongoing staff (fulltime, part-time, or casual), count each individual once. For short-term staff and contractors, count each individual once for each different project/activity they are engaged on • For FTE: Use the guidance on calculating FTEs in the above sections. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • People who self-identify as artists but were paid to undertake a non-arts role such as administration • Artists that are not permanently based in Queensland.

Other Artists	<ul style="list-style-type: none"> • Anyone who meets the definition of an artist (above) that is based outside of Queensland • Use the counting methods in the <i>Total Queensland Artists</i> section to calculate Headcount and FTE. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • People who self-identify as artists but were paid to undertake a non-arts role such as administration • Artists who are based permanently in Queensland.
Data Definition / Counting method	
Other Arts and Cultural workers	<ul style="list-style-type: none"> • Anyone performing any of the following types of arts and cultural roles who are based permanently in Queensland: producers, editors, dramaturgs, youth arts and community arts workers and tutors, stage managers, recording engineers, mechanists, production managers, technicians, wardrobe staff, workshop staff, installation, and bump in/out labour. • Use the counting methods in the <i>Total Queensland Artists</i> section to calculate Headcount and FTE. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • People who self-identify as arts and cultural workers but were paid to undertake a non-arts role such as administration • People engaged in artistic roles counted in the previous sections • People that are not permanently based in Queensland.

Key activities and artistic program

Your Outcome Report requires the submission of information about your key activities including:

- Title
- Activity description
- Location (name of town)
- Start date
- End date
- Number of performances
- Number of exhibitions
- Number of attendees
- Number of participants

In future forms, this information is planned to pre-populate from your Forward Program.

Data	Counting method
Title	<ul style="list-style-type: none"> • The name of your key activity as documented internally, in reports to Arts Queensland or as published in your annual program. • If the title of a key activity has changed since your forward program submission, please note this in the activity description.
Activity description	<ul style="list-style-type: none"> • A brief description of the key activity noting any artists involved. • If the title of a key activity has changed since your forward program submission, please note this in this section. <p>EXAMPLE</p> <p>Previously titled Exhibition of Queensland textile artists.</p>
Location	<ul style="list-style-type: none"> • The name of the town where the key activity was held • For touring exhibitions and performances please add a new line for each location visited
Start date	<ul style="list-style-type: none"> • Commencement date of the activity
End date	<ul style="list-style-type: none"> • Conclusion date of the activity
Number of performances	<ul style="list-style-type: none"> • Number of performances at the location identified. • If your activity was not a performance, leave this section blank.
Number of exhibitions	<ul style="list-style-type: none"> • Number of performances at the location identified. • If your activity was not an exhibition, leave this section blank.
Number of attendees	<ul style="list-style-type: none"> • Number of attendees as counted using the data dictionary definitions above. • Note that your total activities and participants should be equivalent to the total that you have reported in your Attendees and participants KPI.
Number of participants	<ul style="list-style-type: none"> • Number of participants as counted using the data dictionary definitions above. • Note that your total activities and participants should be equivalent to the total that you have reported in your Attendees and participants KPI.

Regional engagement - number of activities, attendees and participants

- This section counts activities you delivered regionally and how many attendees or participants were at your activity at a regional location.
- **Regional Queensland refers to all locations within Queensland outside of the Brisbane City Council LGA.**
- It is preferable to be conservative, rather than to over-estimate attendees, to ensure final data is meaningful
- It is important that you establish a robust and meaningful counting method to minimise double-counting and to provide accurate figures
- Local Government Area maps can be found at <https://www.ecq.qld.gov.au/electoral-boundaries/find-my-electorate/local-government-electoral-maps>.

Data		Counting method
Region:	Brisbane	• Brisbane City Council Local Government Area (LGA).
	Regional Queensland	• Other locations within Queensland, but outside of the Brisbane City Council LGA.

Data	Counting method
Activities	<ul style="list-style-type: none"> Count activities with a focus on public outcomes delivered to regional Queensland communities Count the total number of activities undertaken

Broadcast and publications

Television, radio, and publication reach

- Source of information: broadcast records, publication circulation records
- This section may not be relevant to your organisation.

Data	Counting method
Television audience	<ul style="list-style-type: none"> Count the number of people who watched your television broadcasts or viewed your activity at the cinema Count the broadcast audience as reported by broadcaster Only count activities where the broadcast was one of the principal purposes of the activity Count viewers from the original and repeated broadcasts on television, including web-streamed television (e.g. iview). <p>EXAMPLES:</p> <ul style="list-style-type: none"> A concert by your orchestra is performed to a live audience and is also broadcast live on television in its entirety. The performance is made available on that channel's 'catch-up service'. The broadcaster reports a viewing audience of 400,000 and 20,000 views on its catch-up service – this is a television audience of 420,000. A theatre performance is recorded for distribution via a cinema chain. A news program records part of the performance and includes it in a nightly news segment. The distributor reports ticket sales of 1,000 across the 3 participating cinemas. The broadcaster reports an audience of 1 million for the news program. This would be calculated as 1,000 as only the cinema broadcast should be counted. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> Instances where you are interviewed on television, e.g., on the news or as part of a broader arts-focused television program.

Radio audience	<ul style="list-style-type: none">• Count the number of people who listen to your radio broadcast• Count broadcast audience as reported by broadcaster• Count listeners from the original and repeated broadcasts, including online broadcasts/podcasts. <p>EXAMPLE:</p> <p>A radio play that attracts 5,000 listeners in its first broadcast and a further 2,000 listeners when repeated a week later is counted as an audience of 7,000.</p> <p>X DO NOT COUNT:</p> <ul style="list-style-type: none">• Instances where you are interviewed on radio e.g., on the news or as part of a broader arts focused radio program.
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Data	Counting method
Publication readership	<ul style="list-style-type: none"> • Count the number of people who access your publications or recordings in physical form (refer to definition of Publication and Recordings above in the <i>Activity by type</i> section) • For a one-off publication that people pay for, count the total number of publications sold • For a series of publications that people pay for, count the total number of each issue sold • For an album or recordings that people pay for, count the total number of albums or recording sold in a physical form (e.g., CDs or DVDs) • For one-off publications that are free, count the number of people the publication is distributed to. <p>EXAMPLES:</p> <ul style="list-style-type: none"> - A journal consisting of 6 issues is sent to 20,000 subscribers with a further 10,000 individual issues sold to non-subscribers. The readership is 130,000 ((6 x 20,000) + 10,000). - A curatorial publication distributed to 500 people at an exhibition is a readership of 500. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • Readership of documents not counted in the definition of Publication above in the <i>Activity by type</i> section) – e.g., annual reports, membership/network newsletters, exhibition or theatre programs, social media/blogs, news articles about your work (printed or online).

Diversity

- Complete this section if your activities specifically targeted any groups listed
- Do not complete if your activities were generally available to all members of the community and were not deliberately targeted
- Activity is considered to target a particular group if you had strategies to engage these groups, and/or address the needs or issues of those communities
- This information is collected to help demonstrate how arts and cultural investment contributes to Queensland Government policies where relevant.

Target group	Definitions
Aboriginal people	<p>An Aboriginal person is someone who:</p> <ul style="list-style-type: none"> • is of Aboriginal descent • identifies as an Aboriginal person • is accepted as an Aboriginal person by the community in which he or she lives or have lived.

Torres Strait Islander people	A Torres Strait Islander person is someone who: <ul style="list-style-type: none"> • is of Torres Strait Islander descent • identifies as a Torres Strait Islander person • is accepted as a Torres Strait person by the community in which he or she lives or have lived.
Australian South Sea Islander people	Descendants of South Sea Islanders brought to Australia for labour purposes from the 1860s to just after the turn of the twentieth century.
Regional Queenslanders	Regional Queensland includes all the areas outside of the Brisbane City Council.
Older people	Over 55 years of age.
Youth/young people	People aged 12-25 years.
Children	People aged 0-11 years.
People from Culturally and Linguistically Diverse backgrounds	Communities with diverse language, ethnic background, nationality, dress, traditions, food, societal structures, art and religion characteristics.
People with disability	People with all kinds of impairment from birth or acquired through illness, accident, or the ageing process. It includes physical, intellectual, psychiatric, sensory, neurological, learning disabilities, physical disfigurement, and the presence in the body of disease-causing organisms.
LGBTIQ+	People who identify as lesbian, gay, bisexual, trans, intersex, queer, or questioning.

Governance

Data	Counting method
Number of board members or equivalent	<ul style="list-style-type: none"> • Count members of your organisation's governing body (e.g., Board, Management Committee etc.) • Count only members that are on the board as at the reporting date. <p>X DO NOT COUNT:</p> <ul style="list-style-type: none"> • External people who attend meetings of the governing body as observers • Staff who regularly attend meetings of the governing body but that are not a member of the governing body.

Arts Queensland reserves the right to update this document and make changes as an when required