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# Expression of Interest

## Culture Counts Incentive for Organisations Fund ( 2017-2020) recipients

Culture Counts is an Australian digital evaluation platform that captures data on the quality and reach of arts and cultural events. Arts Queensland recognises that public and peer feedback is critical to an organisation’s ongoing artistic vibrancy and business growth. However, implementation of robust, standardised systems for collecting this type of data can be challenging.

Through its [Arts Acumen](http://www.arts.qld.gov.au/arts-acumen) initiative, Arts Queensland has partnered with Culture Counts to provide

a special, introductory membership offer of $2000 to access Culture Counts in 2017 for up to 20 companies funded by the *Organisations Fund 2017-2020*. This represents a 58% discount on the full membership price.

This offer is available through an Expression of Interest (EOI) process with submissions due
**5pm Friday 10 February 2017**.

## Inclusions

The 2017 incentive includes:

* comprehensive support from the Culture Counts team to construct surveys and undertake analysis and reporting for an organisations’ events in 2017.
* access to self-guided use of Culture Counts for 12 months from the date of membership confirmation in 2017, with standard technical support for use at additional events during the 12-month period.
* an opportunity to share learnings with other participants and discuss interpretation of results.
* an opportunity to benchmark with like-organisations in Queensland and elsewhere.

**Benefits**

Users of the Culture Counts system will:

* gain a deeper understanding of the public value generated by arts and cultural events and activities delivered, including detailed data to inform future artistic and business planning.
* strengthen peer networks both within and outside Queensland.
* develop evaluation skills including survey design, administration, and analysis building business capacity.
* gather high quality, robust data on the impact of funded events for outcome reporting (e.g. Arts Queensland, Annual Reports, other public and private sector funding submissions)

**Expectations**

Successful participants are required to:

* use the Culture Counts system for a minimum of three events in 2017.
* work with Culture Counts to determine survey questions and survey distribution methods (paper-based, email or by tablet). Arts Queensland has six tablets that can be borrowed, subject to availability.
* identify self-assessors, and a minimum of four peer assessors to carry out pre- and post-event evaluations.
* provide staff or volunteers to undertake survey collection during events, with interviewer training materials provided by Culture Counts.
* agree to sharing selected data collected through the Culture Counts platform with Arts Queensland for the purposes (where practicable) of benchmarking with other funded organisations in the funding pool.
* agree to provide feedback to the Culture Counts team during and at the end of contract period about experiences of using the platform to help drive new feature development.
* agree to sharing high-level insights (not individual organisation or event data) in the final overall report with other parties, such as funding bodies in other jurisdictions and others interested in this work.

## EOI Assessment process

Arts Queensland will select up to twenty participants, with expressions of interest (EOI) assessed against the following criteria:

* **Relevance**: Events and activities confirmed for 2017 must have sufficient, estimated numbers of attendees and/or participants to ensure meaningful data collection. Culture Counts recommends aiming for a minimum of 100 attendee responses to the public survey for large events. Respondent numbers will be lower for many participative activities such as workshops.
* **Value**: Applicants must demonstrate clear understanding of how Culture Counts will add value to their organisation’s artistic and/or business development in the short and longer term.
* **Capacity**: Applicants must demonstrate capacity to manage participation in the pilot, including staff available for initial consultation with Culture Counts, and staff or volunteers to undertake survey collection as part of event rollout.

Where possible, Arts Queensland will seek diversity within the pool of participants selected (e.g. with respect to business size, art form and event type) to maximise learnings about the application of Culture Counts.

## How to apply

To express interest in using Culture Counts in 2017, please provide short responses to the three questions below and email this document to aqpolicy@arts.qld.gov.au by **5pm** **Friday** **10 February 2017**.

Arts Queensland will notify applicants of outcomes in late February 2017. Culture Counts will establish agreements directly with the successful applicants.

If you have any questions, please contact your client manager in the first instance. Alternatively you can email aqpolicy@arts.qld.gov.au. Questions about the Culture Counts platform can also be directed to Georgia Moore, Director, Culture Counts Ph: 03 9654 5775 or 0438 953 549

## Questions

To express your interest, please provide short responses to the following.

1. **What are your three proposed events or activities to evaluate using Culture Counts?**

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| Name: |  |
| Date: |  |
| Location: |  |
| Brief description (max. 100 words): |  |
| Anticipated number of attendees/participants: |  |

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| --- | --- |
| Name: |  |
| Date: |  |
| Location: |  |
| Brief description (max. 100 words): |  |
| Anticipated number of attendees/participants: |  |

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| --- | --- |
| Name: |  |
| Date: |  |
| Location: |  |
| Brief description (max. 100 words): |  |
| Anticipated number of attendees/participants: |  |

1. **What value do you think Culture Counts will add to these events and activities, and to your artistic and/or business practices? How do you anticipate using the results from the process? (max. 150 words)**

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1. **What resources do you have to support your use of Culture Counts? (e.g. staff member to work with Culture Counts to establish processes; staff or volunteers to administer public survey if required; databases of attendees and peers as possible method of survey distribution etc.) (max. 150 words)**

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