

Culture Counts



Coffs Harbour City Council COVID-19 Impact on the Cultural Industries Survey

Published: 12 June 2020

Coffs Harbour City Council, in partnership with Culture Counts, conducted a piece of research regarding the impact of COVID-19 on the cultural industries within the municipality. This snapshot provides a summary of the responses received. Analysis is split into three sections; what has happened, how organisations have transformed to adapt to the situation and what types of support resources will be most useful to them at this time.

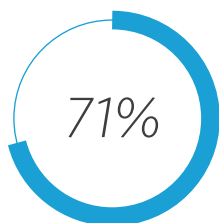
205

Respondents

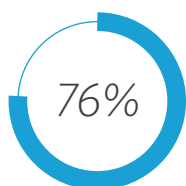
7 - 22 May 2020

Survey Time Period

IMPACT



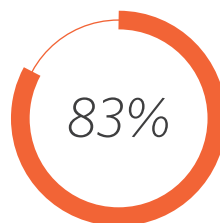
Have cancelled
programs or events



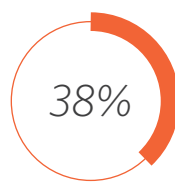
Have lost revenue, including

- Sponsorship
- Private Giving
- Government Funding

ADAPT

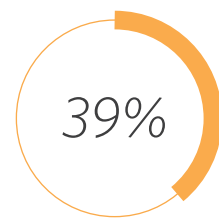


Have never delivered
digital programs before

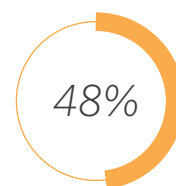


Will not be charging
a fee for their online
programs

SUPPORT



Want to know how
to engage audiences

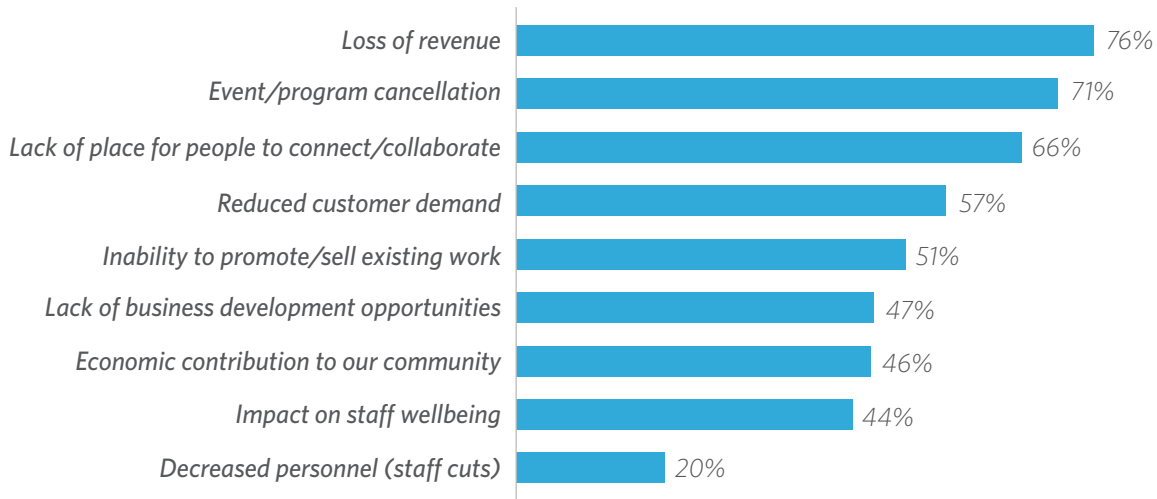


Want to know what
the future of the
sector will look like

IMPACT

The stories and comments we hear from our colleagues and peers have been devastating, and these survey results were no different. The following section looks at what impacts have been felt by organisations due to the introduction COVID-19 related restrictions.

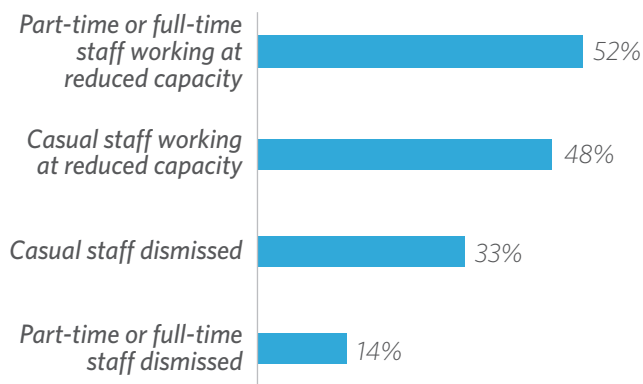
At this stage, what adverse impact(s) of COVID-19 have been felt by your organisation? n=127



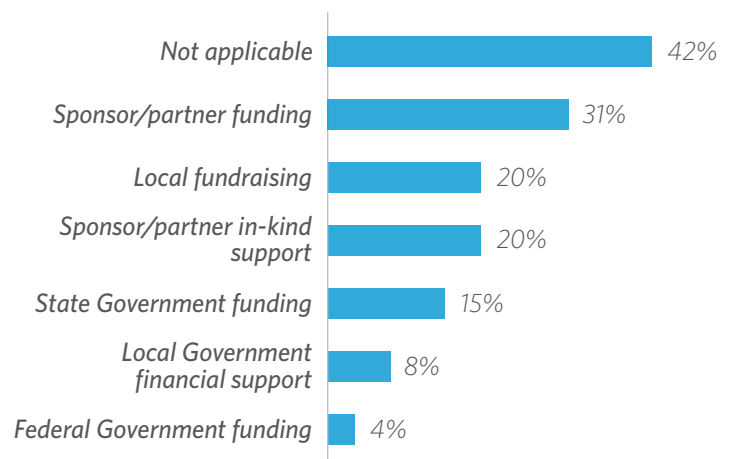
Of the 20% of respondents that have decreased or cut staff, 33% have dismissed casual staff, while 52% reported part-time or full-time working reduced hours.

The cancellation of events is a significant drain on revenue for organisations, but commercial revenue is only one funding source. Organisations reported flow-on funding declines from all sources of sponsorship, government and philanthropy funding. Sponsorship was the most commonly noted drop, with 31% of respondents reporting lost revenue from partnerships.

How have you had to decrease your personnel? n=21



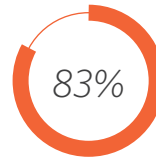
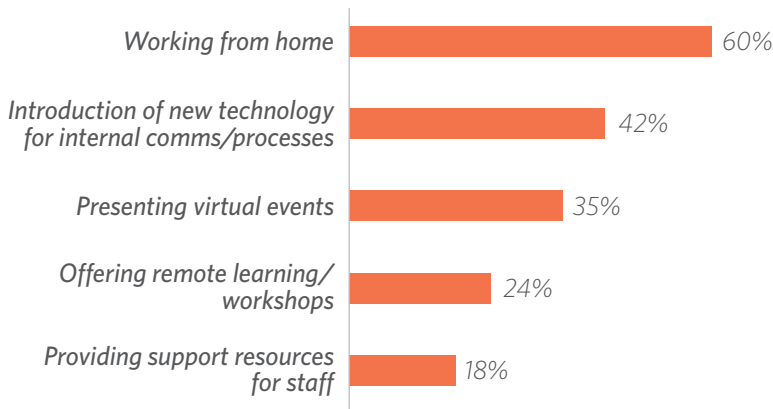
What sources/methods of revenue raising have you lost that would have contributed to your programming budget? n=86



ADAPT

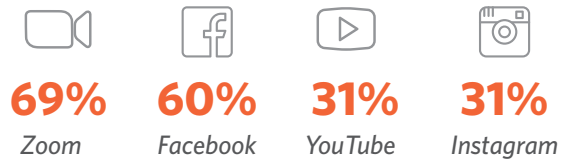
Cultural organisations have quickly proved their capacity for creativity and innovation, by putting a number of processes in place that will allow them to continue working, creating and connecting to their community, throughout this challenging period.

At this stage, how is your business transforming to adapt to the current situation? *n=85*

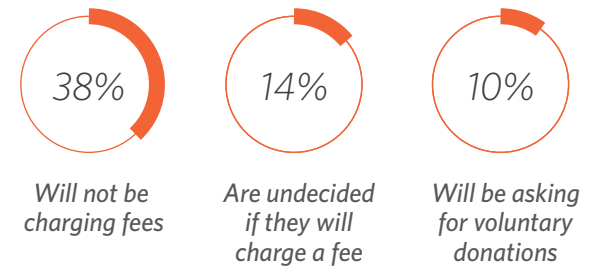


Of those who are producing virtual events, two thirds have never delivered digital programs before

When looking at digital platforms for engagement, there were four dominant choices: *n=35*



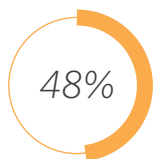
Of those delivering virtual events: *n=13*



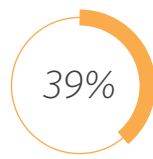
SUPPORT

In this unprecedented time, it is challenging to navigate day-to-day work life and plan ahead. As communities band together online to share ideas, discuss scenarios and learn from one another, these are the topics that are of most interest to those working for cultural organisations.

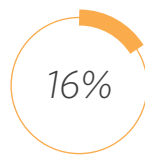
What support resources or topics would you find most beneficial throughout this period? *n=64*



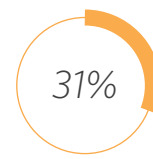
Want to know what the future of the sector looks like



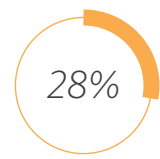
Of respondents want to know how to engage audiences



Want to know how to manage and lead while working from home



Want to know how to present online



Want to know what audiences are looking for from online content