Government of **Western Australia**
Department of **Culture and the Arts**

Department of Culture and the Arts 2010 Client Satisfaction Survey Summary Report

Introduction

The Department of Culture and the Arts' (DCA) Client Satisfaction Survey is undertaken biennially by the Development and Strategy Directorate to measure the satisfaction levels and needs of our clients.

In July 2010 DCA's Development and Strategy Directorate invited our Key Funded Organisations and Grants Applicants from the past two years to participate in the Survey online. 415 individuals and 41 organisations responded to the survey, which was a much improved response rate compared to that of the 2008 survey. This response rate meets the survey error requirements of the Office of Auditor General.

Feedback obtained from these surveys has informed and influenced DCA's operational practices and helps to ensure our services continue to effectively support and provide public value through the delivery of arts and cultural activities.

The Development and Strategy Directorate launched 'Creating Value: An Arts and Cultural Sector Policy Framework' in 2010. 'Creating Value' articulates the principles, outcomes and strategies that will guide DCA's activities for the next five years.

Developed following significant research and extensive consultation with the arts and culture sector, and our partners across Government agencies and the private sector, the Framework represents a new approach to supporting culture and arts in Western Australia. 'Creating Value' addresses several of the policy and strategic issues raised by the Client Satisfaction Survey by clearly articulating the goals and objectives of the Directorate.

This document is a summary of the data and analysis provided in the report prepared by consultants Patterson Market Research, who were engaged by DCA to conduct the 2010 Client Satisfaction Survey.

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Overall Satisfaction

The key factors for satisfaction and a positive connection with clients is a clear focus on meeting clients' needs, a friendly and timely response from staff and the development and maintenance of a positive relationship.

Clients are mostly satisfied with DCA's contracting process, reporting and acquittal requirements. Results show there is a need for reducing the disconnection with the sector by having more open contact with the Key Funded Organisations. Since the launch of 'Creating Value' in 2010, DCA's Executive Leadership Team has met with the staff and Boards of the Key Funded Organisations.

In summary, an average of 71 per cent of DCA's clients is satisfied with their interactions with the Department, with Key Funded Organisations 63 per cent satisfied, Grant Recipients 88 per cent satisfied and Unsuccessful Grant Applicants 61 per cent satisfied.

DCA's key stakeholder groups, the arts sector, community and government, reported varied satisfaction with DCA meeting their needs, as noted below.

	Key Funded Organisations (%)			Grant Applicants (%)		
	Satisfied	Dissatisfied	Neither	**Satisfied**	Dissatisfied	Neither
Arts Sector	53	40	8	61	25	14
Community	44	28	28	56	19	25
Government	47	8	44	51	6	43

Although satisfaction levels for both the Key Funded Organisations and Grant Applicants groups are relatively low with regards to DCA meeting the needs of Community and Government, many respondents were indifferent as to whether DCA meets the needs of these stakeholders, as reflected by the higher number of "Neither" responses in comparison to the number of "Dissatisfied" responses.

Key drivers for Key Funded Organisations
Satisfactions include:
• The friendliness/politeness of staff, and
• Satisfaction with the organisation's relationship with DCA.

Organisations that were not satisfied with the extent to which DCA's current activities meet the needs of the Arts Sector were most often not satisfied with DCA overall.

Key drivers for Grant Applicants

The survey found there to be several satisfaction drivers, including:

- The overall assessment process offered by DCA
- The extent to which DCA's current activities meet the needs of the Arts Sector
- Quality of advice/information provided by staff
- Satisfaction that the current range of funding categories meet the needs of artistic practice
- Panel feedback on the respondent's last application, and
- Fairness of the peer assessment process.

Communications and Publications

The majority of stakeholders prefer to be notified by DCA of information, news, and opportunities on a monthly basis. On average, most clients would like to receive notification every three weeks.

For all forms of communication delivered by DCA, 97 per cent of all respondents prefer email as a medium of information distribution.

Both stakeholder groups prefer to download publications from the DCA website (70 per cent), receive them via email (61 per cent), and receive printed hard copies (55 per cent).

The following table details the information of most value to the Key Funded Organisations and Grant Applicants groups.

	Key Funded Organisations	Grant Applicants
Information about programs, funding and services	-	97%
Opportunities for skills and knowledge development	88%	75%
Opportunities to work with specialists, experts and provocateurs	83%	73%
Information about the public value of arts and cultures in WA, Australia and overseas	78%	-
Opportunities to provide feedback	63%	-

Use and Value of Publications
The use of DCA publications is varied amongst the two survey groups.

In the Grant Applicants group 87 per cent have used the Grants Handbook and guidelines and 35 per cent have accessed the Weekly What's On. All other publications elicited a 20 per cent usage rate or less from Grant Applicants.

In contrast, Key Funded Organisations are more likely to have used a wider range of DCA's publications, including:
- Grants handbooks and guidelines (88 per cent)
- ArtsEdge Calendar (68 per cent)
- Weekly What's On enewsletter (66 per cent)
- Policy publications and evaluation reports (61 per cent)
- DCA Annual Report (59 per cent)
- Vital Statistics report and facts sheets (44 per cent)

Of those respondents who had accessed DCA publications in the last two years, the majority highly valued the following publications:

Publication	Key Funded Organisations (%)	Grant Applicants (%)
Grants handbook and guidelines	97	95
Weekly What's On enewsletter	78	81
DCA Annual Report	83	75
ArtsEdge calendar	82	78
Case studies and outcome reports	92	88
Policy publications and evaluation reports	100	83
Vital statistics report and fact sheets	89	78
Arts Monitor report and fact sheets	93	67

DCA Website

On average, respondents visit the website at least once a month. Overall, 64 per cent of the Key Funded Organisations group are satisfied with website in general, while 78 per cent of the Grant Applicants group are satisfied. Satisfaction with the DCA website was also found to be a key driver for satisfaction amongst successful grant applicants.

It was found that 87 per cent of the Grant Applicants group had visited the DCA website at least once in the past 12 months, while 83 per cent of the Key Funded Organisations group had visited the website at least once in the last three months.

86 per cent of the Key Funded Organisations group believes that all forms of information on the website are useful. By contrast, 54 per cent of the Grant Applicants group believes that the information on the website is useful, and only 51 per cent believes that non-funding related publications, downloads, and information regarding policies and research are useful.

The key issue regarding the website for both respondent groups was the "Easiness to navigate/ability to find what you are looking for."

In addition to the issues already identified, access to an updated staff contact list was a key feedback comment made by respondents as to how to improve website services.

Grants Applicants and Recipients

Grant Applicant Artistic Profiles
The following overview shows the main art forms and sectors to which all Grant Applicants belong. None of these art forms show a disproportional number of successful or unsuccessful applicants.

Art form
- 40 per cent of respondents identify their art form as 'Visual Arts / Crafts'
- 26 per cent of respondents identify their art form as 'Music'
- All other art forms are under 15 per cent, with some respondents identifying their practice as cross or multiple art form
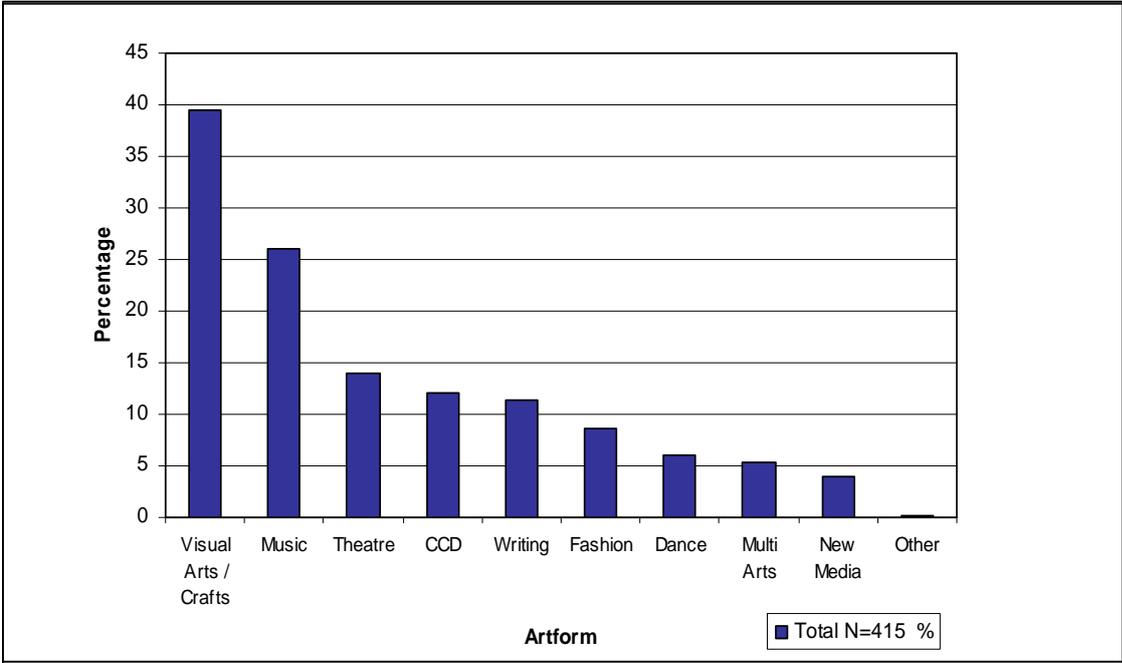
Phase in Arts Career
- 37 per cent consider their stage of career/arts practices as 'emerging'
- 25 per cent are 'mid-career'
- 34 per cent identify as 'established artists'

Figures show a clear pattern between a respondent's age and their perception of their phase in their art career, with mature respondents considering themselves more established. There is no clear relationship between a respondent's gender and phase of art career.

The majority of the Grants Applicants group had applied to the Arts Development, Art Flight, Young People and the Arts and/or Contemporary Music panels.

Contact with DCA

49 per cent of the Grant Applicants group have been in contact with DCA for a period of up to three years, 33 per cent have been in contact with DCA for a period between three and 10 years, and 18 per cent have been in contact with DCA for over 10 years.

Over 90 per cent have been in contact with DCA 'more than once' in the past two years, with most of this contact (95 per cent) being with Project Officers.

The majority of the Grant Applicants was satisfied with the different aspects of contact with DCA, as noted below.

DCA service	Satisfied (%)
Friendliness/politeness of staff	92
Timeliness of staff responses to queries	86
Easiness to get in contact with the right person	86
Quality of advice provided by DCA staff	84

Grants Programs Information and Communication

73 per cent of all Grant Applicants consider 'the DCA website' a good source to find more information about DCA's grant programs. Another 59 per cent consider contacting 'the DCA Staff' useful.

60 per cent of all Grant Applicants are satisfied with the user-friendliness of the application forms, whereas 21 per cent are dissatisfied.

17 per cent of respondents had attended a DCA funding application workshop or information session in the past two years. General satisfaction with the workshops and information sessions was high, with 80 per cent of attendants satisfied.

Grant Application Process

Overall, Grant Applicants are satisfied with the individual aspects of the application funding process. However figures show that improvements could be made to specific aspects of the process, particularly the frequency and turnaround of funding rounds, as demonstrated in the following table.

Category	Satisfied (%)	Dissatisfied (%)
Amount of support material required for application	57	22
Number of funding rounds per year	53	24
Time between submitting application and notification of outcome	46	36
Overall satisfaction with application process	**61**	**25**

Grant Assessment Process

Before evaluating DCA's grant assessment process, all respondents were asked to indicate how familiar they consider themselves to be with this process. 69 per cent of all Grant Applicants consider themselves familiar with the grant assessment process, and 17 per cent indicated that they are unfamiliar. As expected, respondents that have a longer association with DCA consider themselves more familiar with the assessment process.

In general, Grant Applicants are only moderately satisfied with the individual aspects of the grant assessment process provided by DCA. Results shown below indicate panel feedback and fairness of the peer assessment process could be improved.

Category	Satisfied (%)	Dissatisfied (%)
Fairness of peer assessment process	48	20
Panel feedback on last application	43	28
Overall satisfaction with assessment process	**52**	**23**

Grant Acquittal Process

Satisfaction with the acquittal process is high and this is a key driver for satisfaction amongst successful applicants, as outlined below.

Category	Satisfied (%)	Dissatisfied (%)
User-friendliness of acquittal form	70	8
Amount of information required to be provided for acquittal	69	9
Overall satisfaction with acquittal process provided	**71**	**7**

Key Funded Organisations

Value of DCA services
Key Funded Organisations were asked how valuable they think DCA's services are to them. Appreciation is high and 88 per cent consider DCA services valuable to their organisation.

Relationship with DCA
73 per cent of respondents were satisfied with their relationship with DCA, with the highest levels of satisfaction amongst main art forms 'Music' (100 per cent), 'Dance (85.7 per cent) and 'Cultural and Community Development' (85.7 per cent).

Satisfaction with different aspects of contact with DCA is detailed in the below table.

Category	Satisfied (%)
Easiness to get in contact with the right person	95
Friendliness/politeness of staff	81
Timeliness of staff responses to queries	76
Quality of advice/information provided by staff	78

Satisfaction with funding contracting process
On the whole, satisfaction with DCA's funding contracting process is high, with 71 per cent of Key Funded Organisations satisfied with the process and only 22 per cent dissatisfied.

Satisfaction with reporting and acquittal aspects
Respondents were asked to evaluate two aspects of DCA's reporting and acquittal process: the timeliness of DCA's response to reports and the quality of DCA's response to reports.

In general, satisfaction is quite high for both services:

Categories	Satisfied (%)	Dissatisfied (%)
Timeliness of DCA's response to reports	71	15
Quality of DCA's response to reports	64	27

Satisfaction with reporting and acquittal requirements

Reporting Requirements	Net Satisfied (%)	Net Dissatisfied (%)
Audited financial statements	90	-
Program of activities	90	-
Operational report	90	-
Artistic report	88	2
Artistic self-assessment	73	5
Quantitative data spread sheet	71	17
Harmonised budget template	61	24
Management accounts and cash flow statements	56	10
Half yearly management accounts	54	2

Policy and Strategy

Respondents were informed of the recently launched policy document 'Creating Value: an Arts and Cultural Sector Policy Framework.' It was explained that at the core of the Framework is the concept of public value (the social and economic benefits created by arts and culture), and that DCA aims to deliver public value through the priority principles of Creativity and Engagement.

Following this explanation respondents were asked how important these two principles are to arts and culture in WA.

Overall, results confirm that these principles are considered very important to all respondents. 'Creativity' generated a score of 87.7 per cent and 'Engagement' scored 100 per cent.

Outcomes and Implementation

Many of the key drivers for stakeholder satisfaction and key issues raised from the 2010 Client Satisfaction Survey are currently being addressed by strategic projects such as DCA's Policy Framework and its implementation, Funding Process Review, and Communications Review.

Key Funded Organisations

The key drivers for satisfaction include:

- DCA having a clear understanding of Key Funded Organisations' needs (and those of the wider arts sector) and a clear strategy to meet these needs
- A friendly and timely approach/response from staff, and
- Development and maintenance of a positive and healthy relationship.

Suggestions for improvement from the sector are being addressed by:

- Meeting one-on-one with the staff and Boards of all Key Funded Organisations
- Providing an improved contact list on the new DCA website
- DCA's review of the current reporting and acquittal process via the Funding Process Review
- Ensuring the provision of quality and relevant information through the DCA Policy Framework, and
- DCA's Communications Review and Plan.

Grant Applicants

The key drivers for satisfaction include:

- Offering a quality, streamlined and easy to understand application process
- Offering a high quality, transparent and fair grant assessment process
- Provision of good, timely and fair information, including a useful and easy to navigate website, and
- Provision of clear and fair individual panel feedback to unsuccessful applicants.

From the 'Creating Value' Priority Projects framework, suggestions for improvement from the sector are being addressed by the Funding Process Review and an upgrade of the DCA website.

The Funding Process Review has evaluated:

- The current funding model and considered streamlined processes
- Current peer advice and assessment process/model to ensure fairness and effectiveness
- Current assessment processes
- Current guidelines and application support to applicants, and
- Current application support applicants.

The DCA website upgrade has reviewed the website content and ease of navigation, and resulted in the revitalisation and launch of the new DCA website in March 2011.