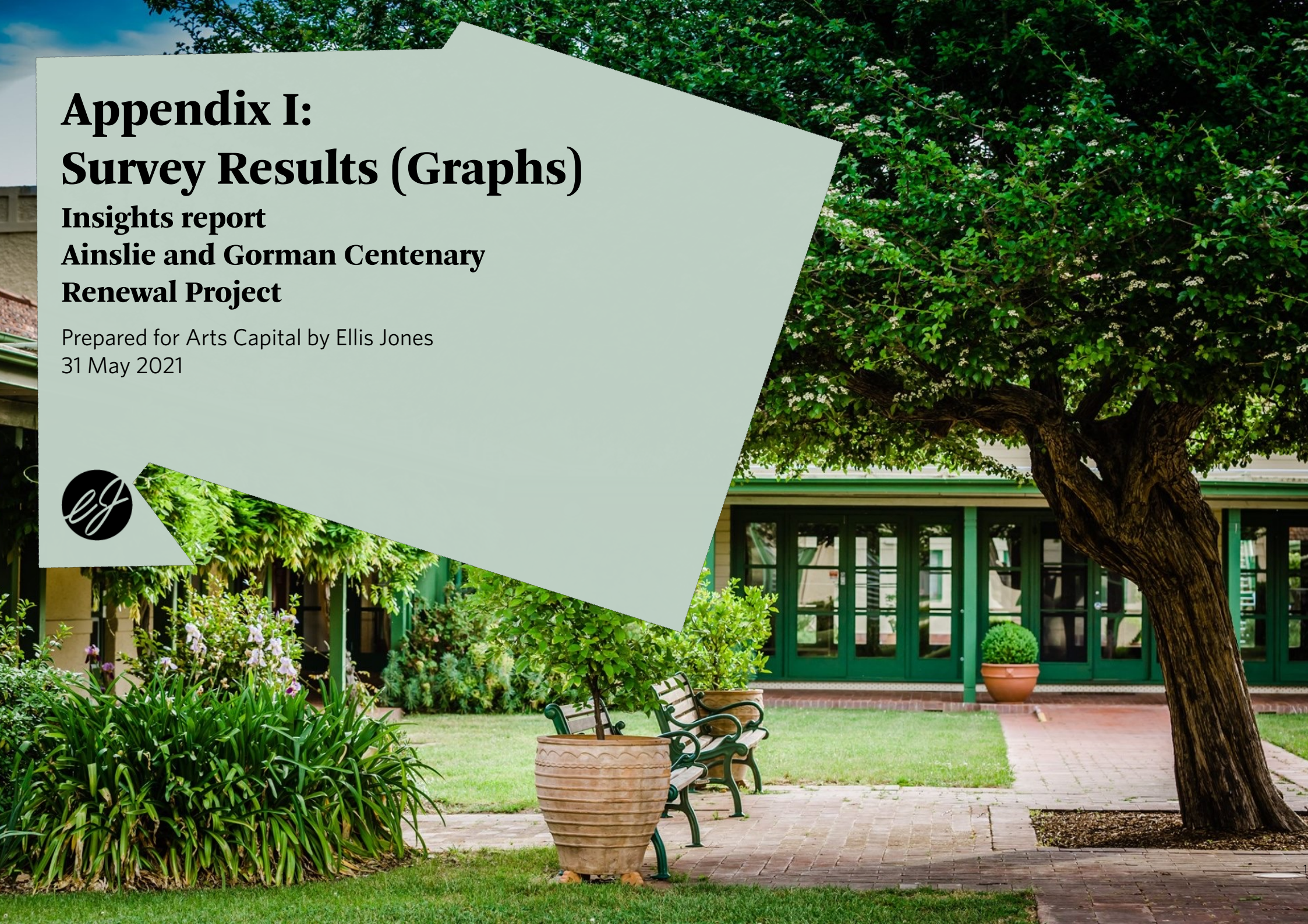


# Appendix I: Survey Results (Graphs)

## Insights report Ainslie and Gorman Centenary Renewal Project

Prepared for Arts Capital by Ellis Jones  
31 May 2021



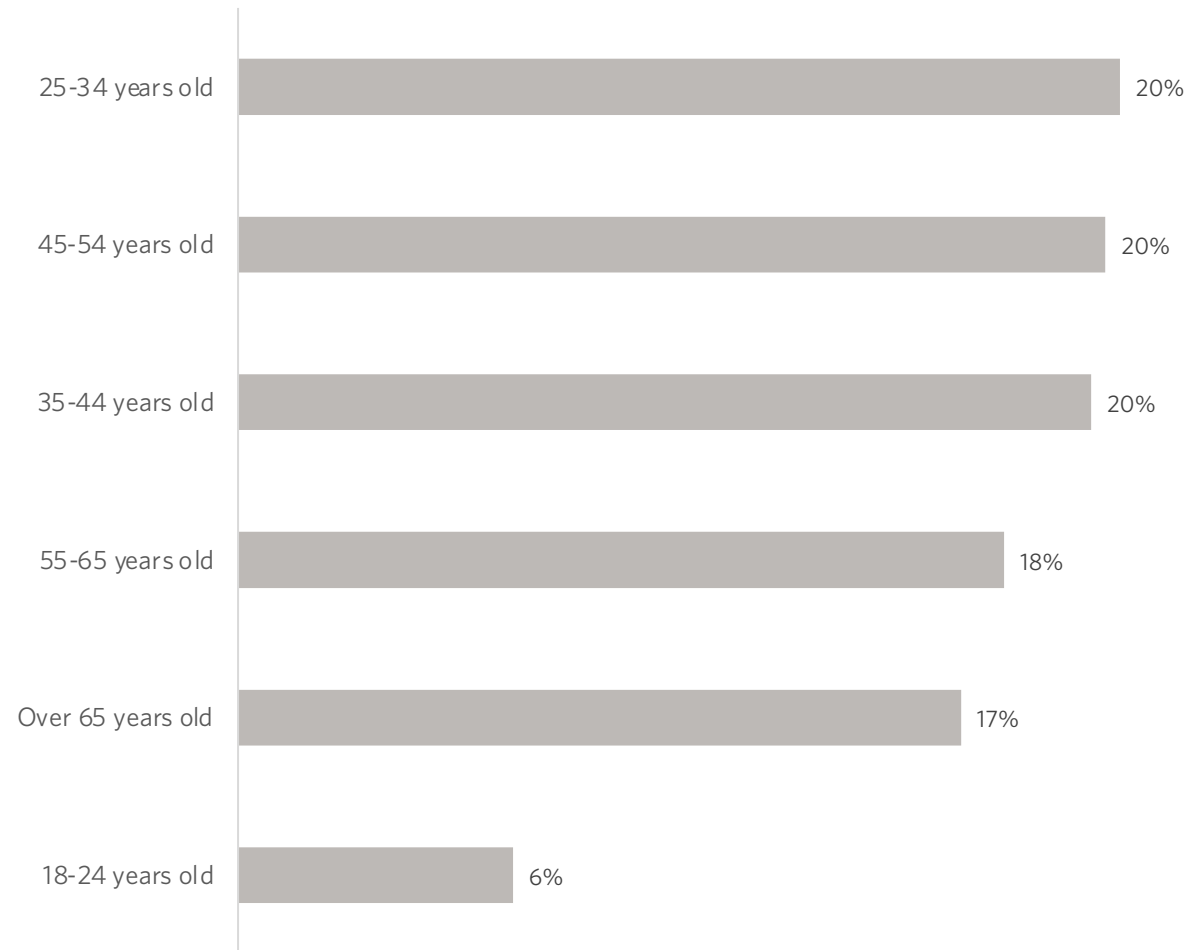


# Visitor survey



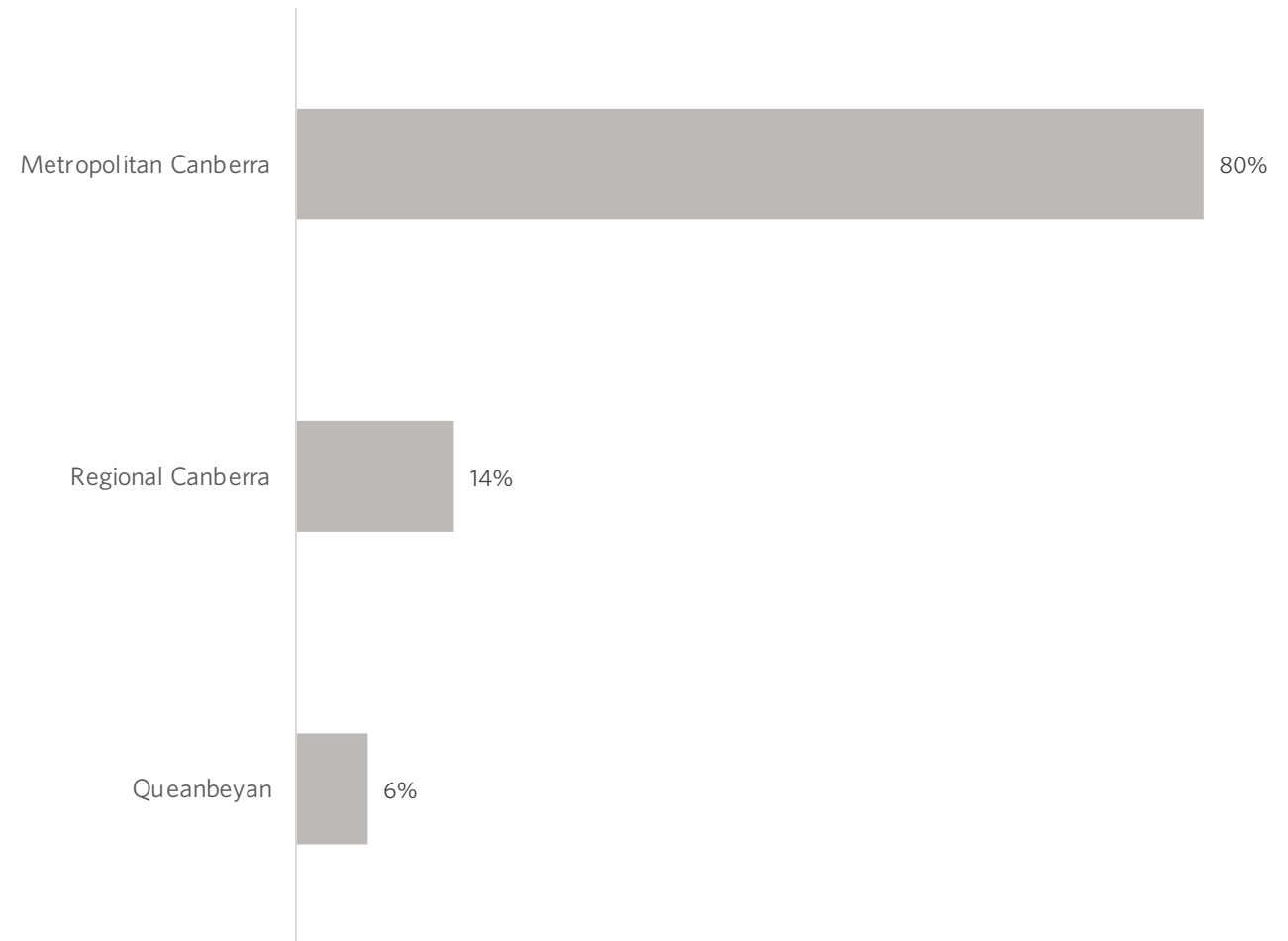
## Question 1

Which of the following age group do you belong to? (n = 302)



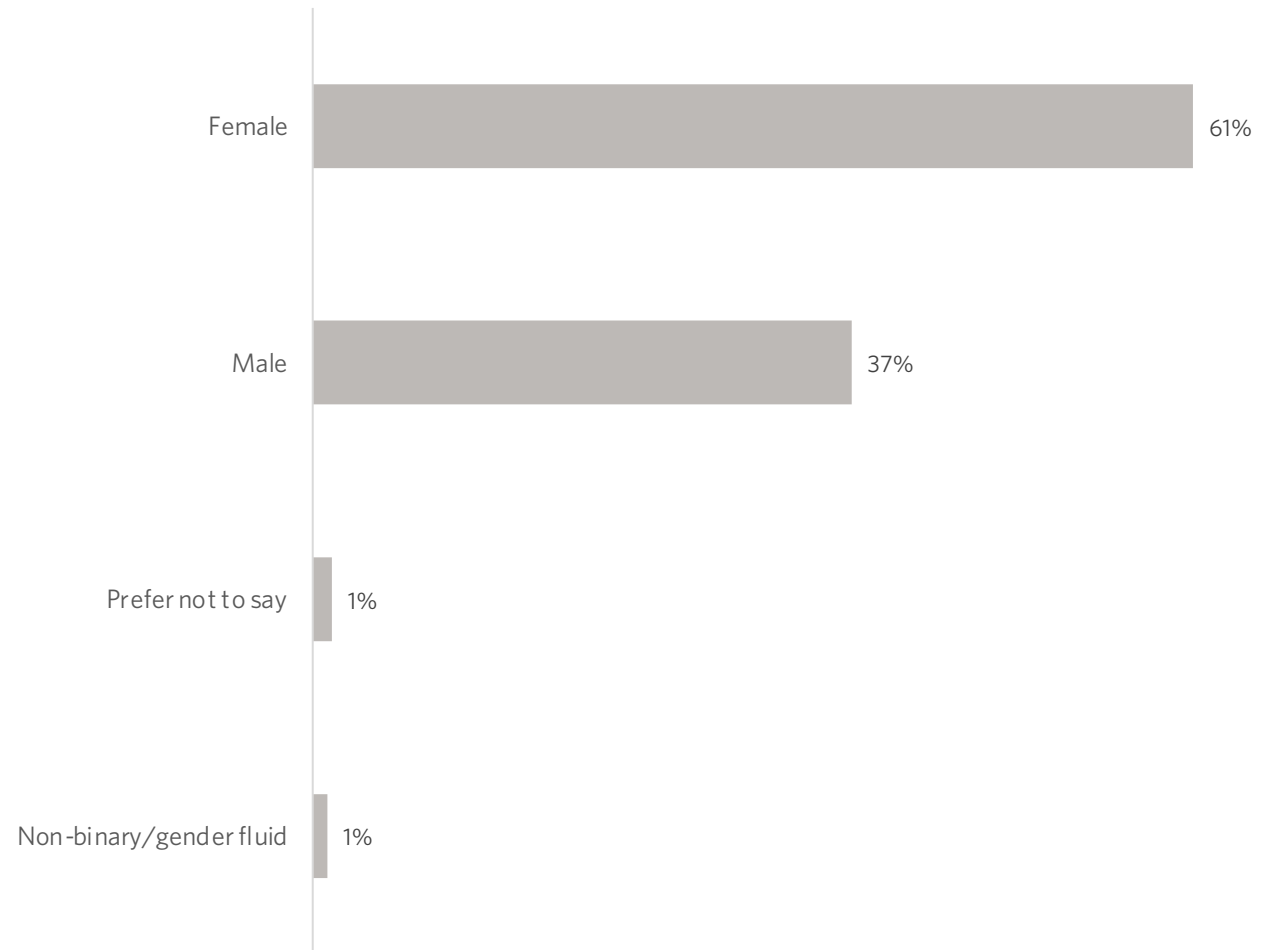
## Question 2

Where do you live? (n = 302)



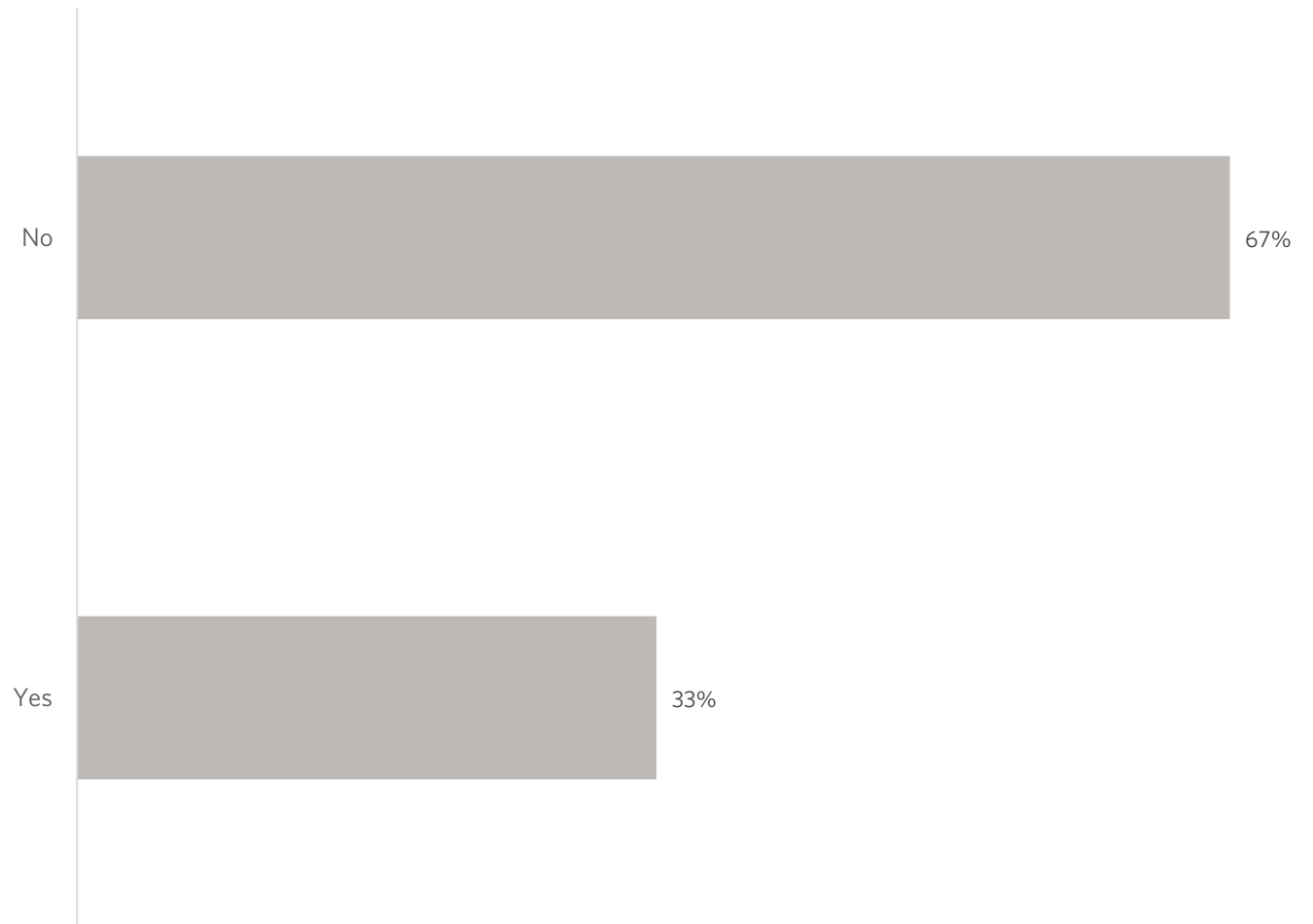
## Question 3

What is your gender? (n = 302)



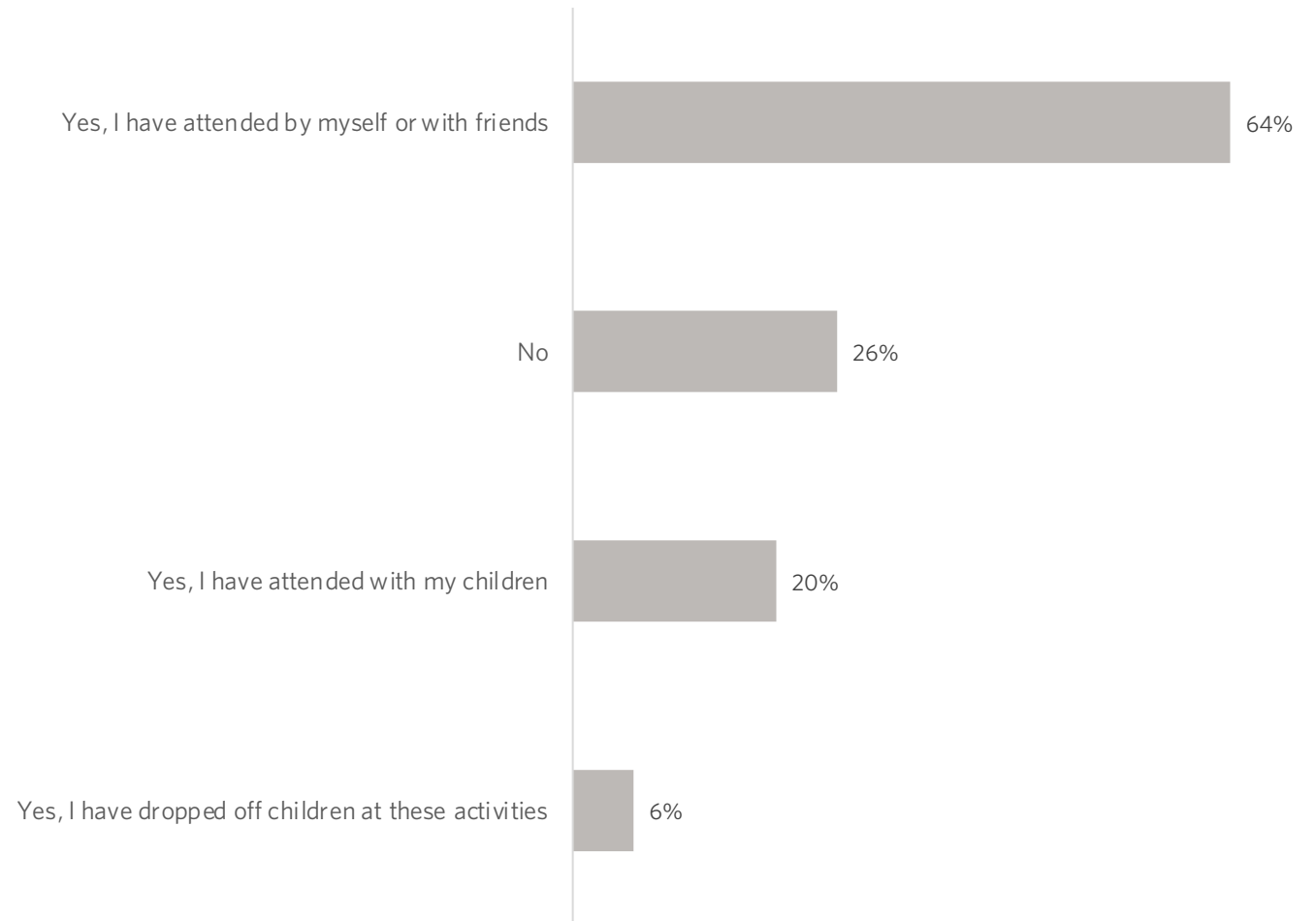
## Question 4

Do you care for children 18 years or under? (n = 302)



## Question 5

In the last 12 months, have you been to, or participated in, any arts or cultural activities (e.g. art gallery, choir, painting classes, museum, dance classes, movies)? (n = 302)



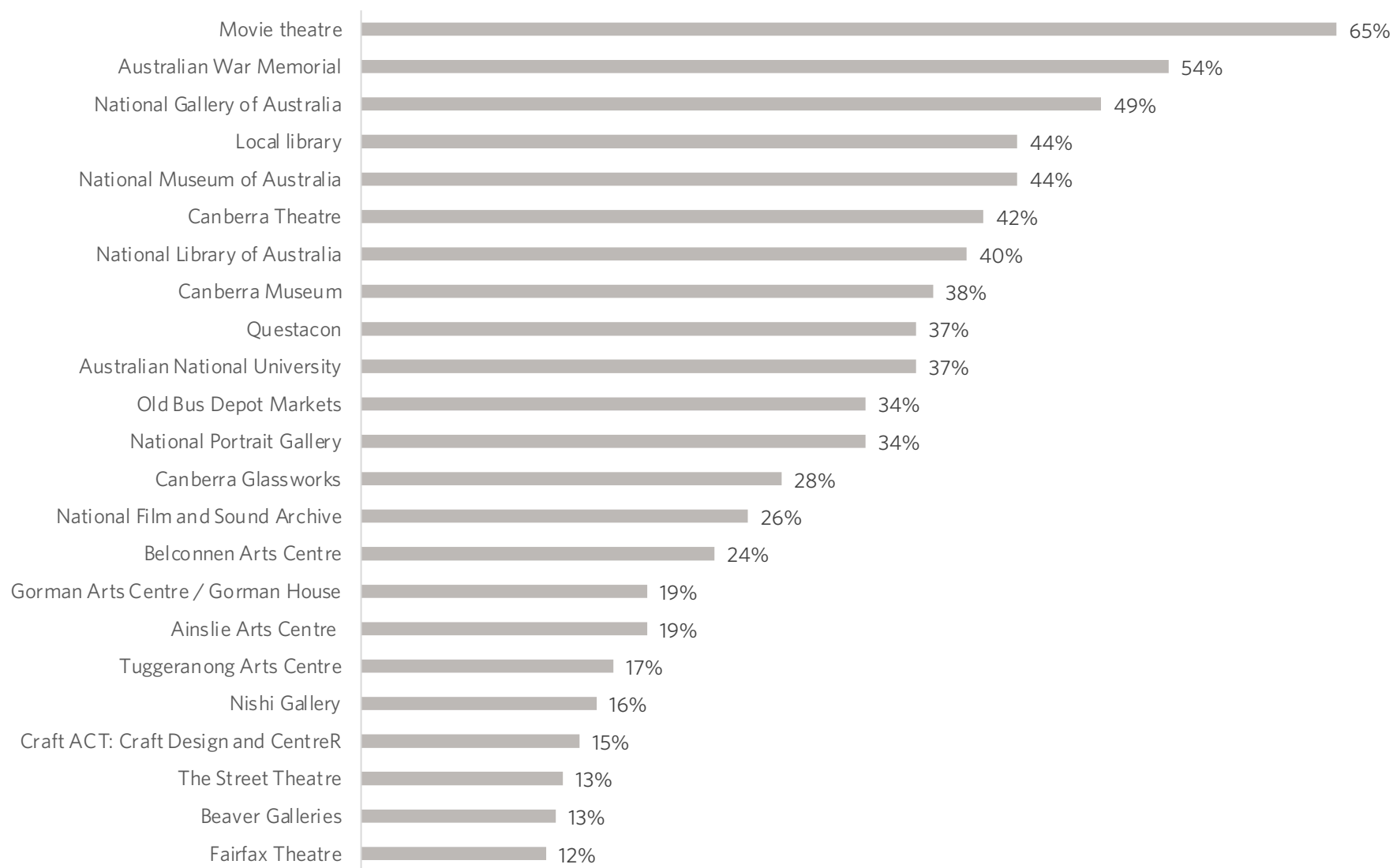
**Questions 5A to 11 relate to respondents who have been to, or have participated in, arts or cultural activities in the last 12 months.**





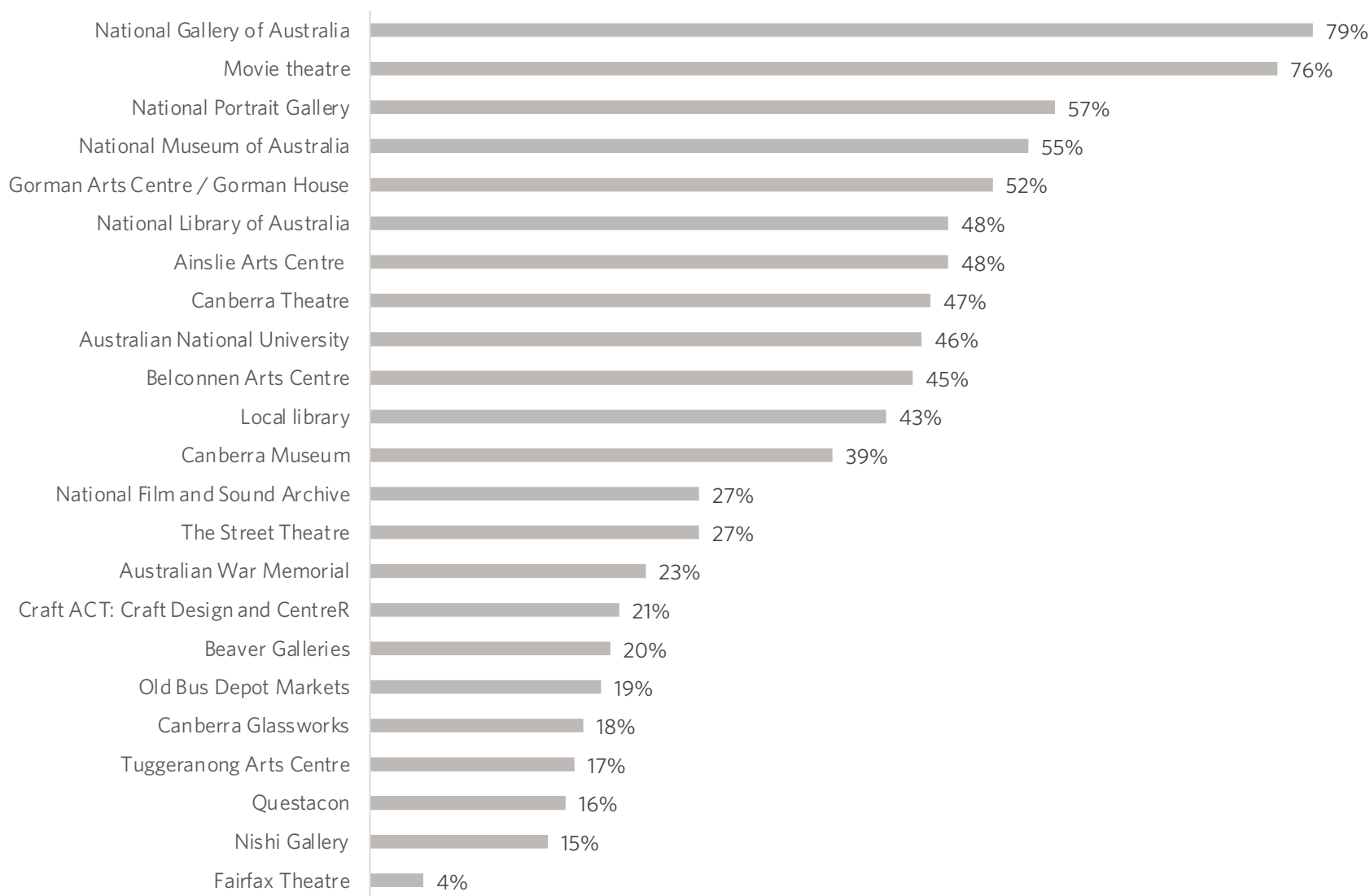
## Question 5A

Percentage of respondents who visited arts and cultural locations in the last 12 months (Dynata Community Sample, n = 156).



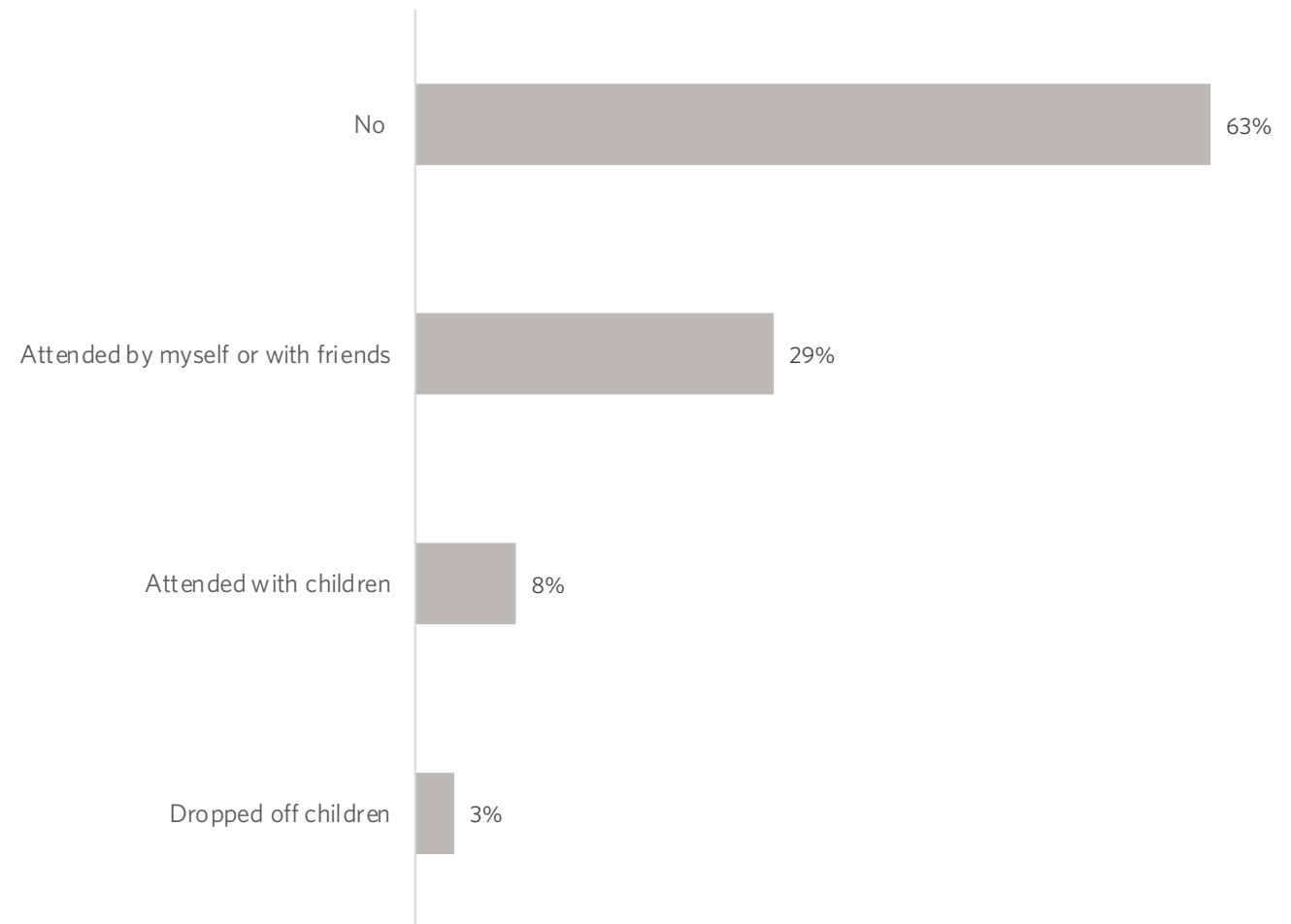
## Question 5A

Percentage of respondents who visited arts and cultural locations in the last 12 months (Arts Capital Sample, n = 135).



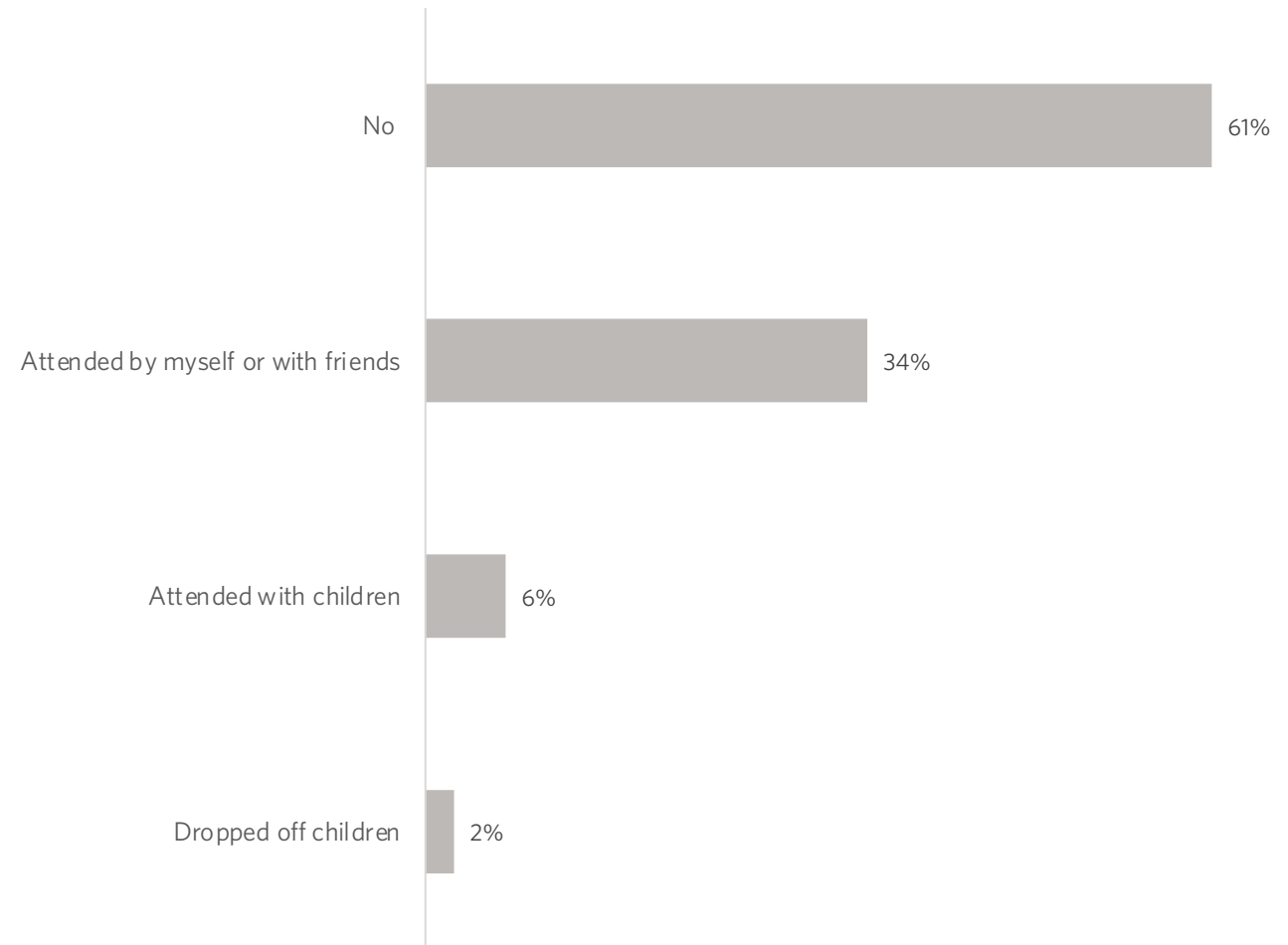
## Question 5A

Have you visited Ainslie Arts Centre in the last 12 months and with whom?  
(n = 224)



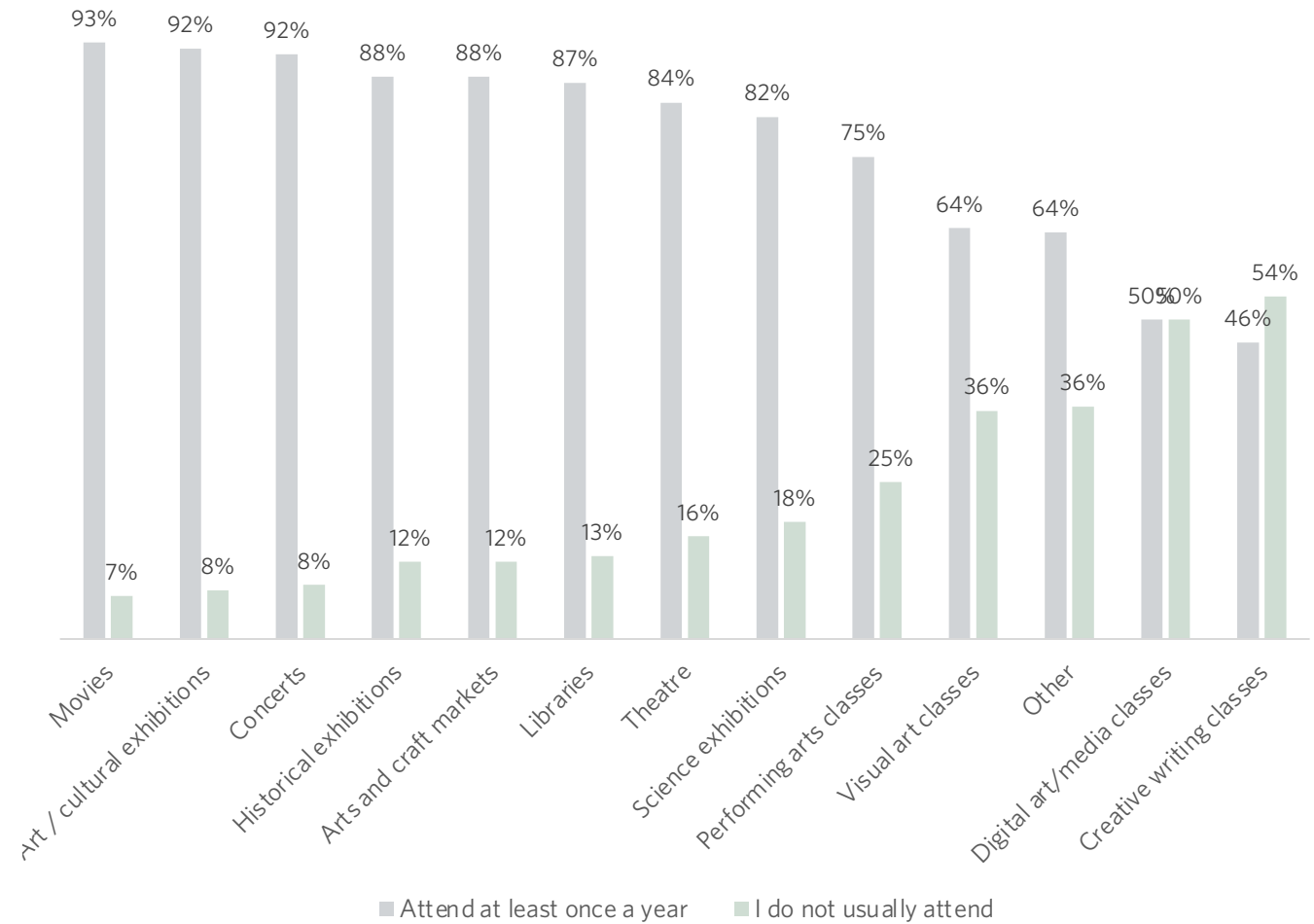
## Question 5A

Have you visited Gorman Arts Centre / Gorman House in the last 12 months and with whom? (n = 224)



## Question 5B

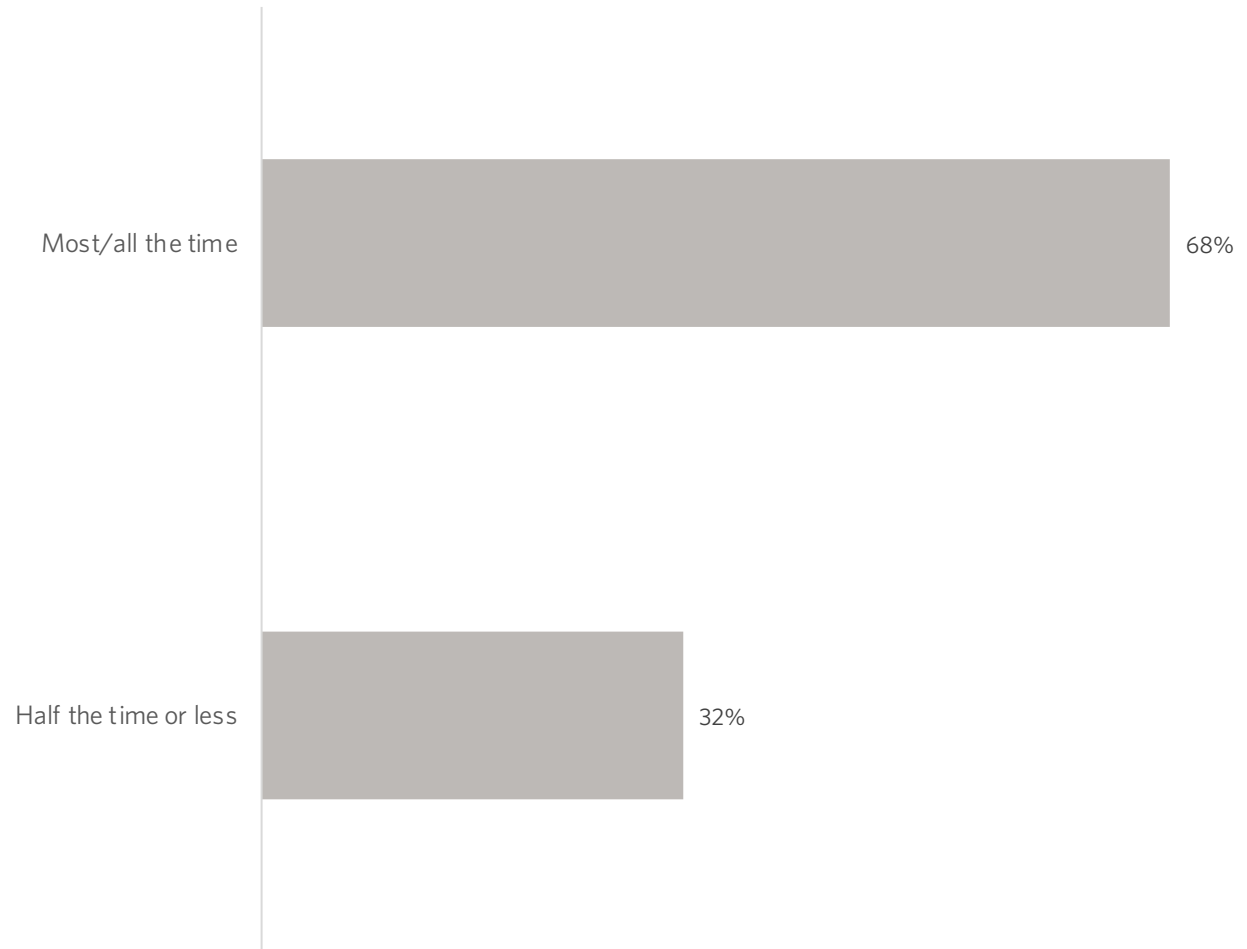
Please indicate how often you typically attend the following arts and cultural activities (including with children) (n = 224)





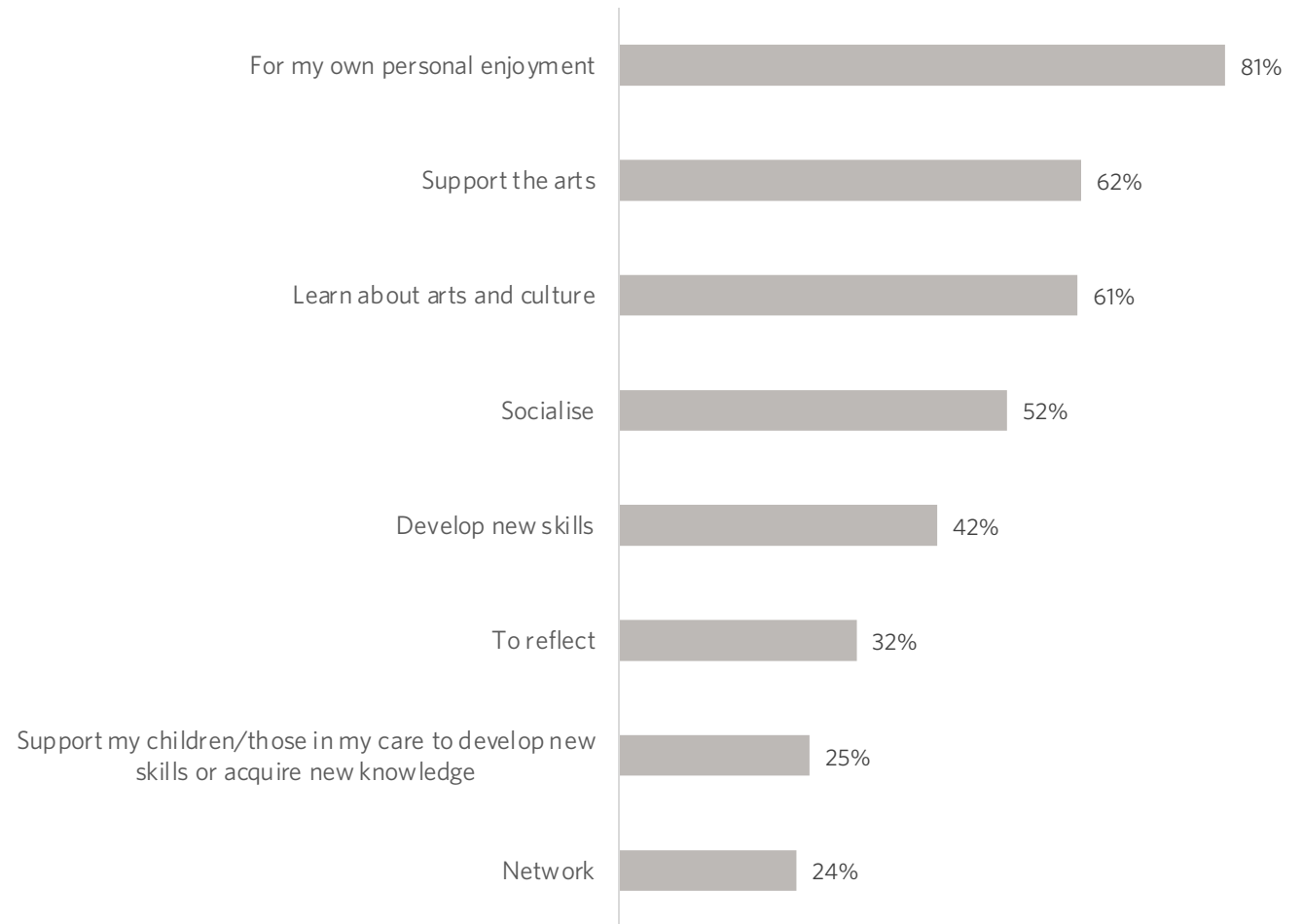
## Question 6

When you attend arts and cultural programs, activities, classes or events, how often would you attend with at least one other person (not including kids)?  
(n = 224)



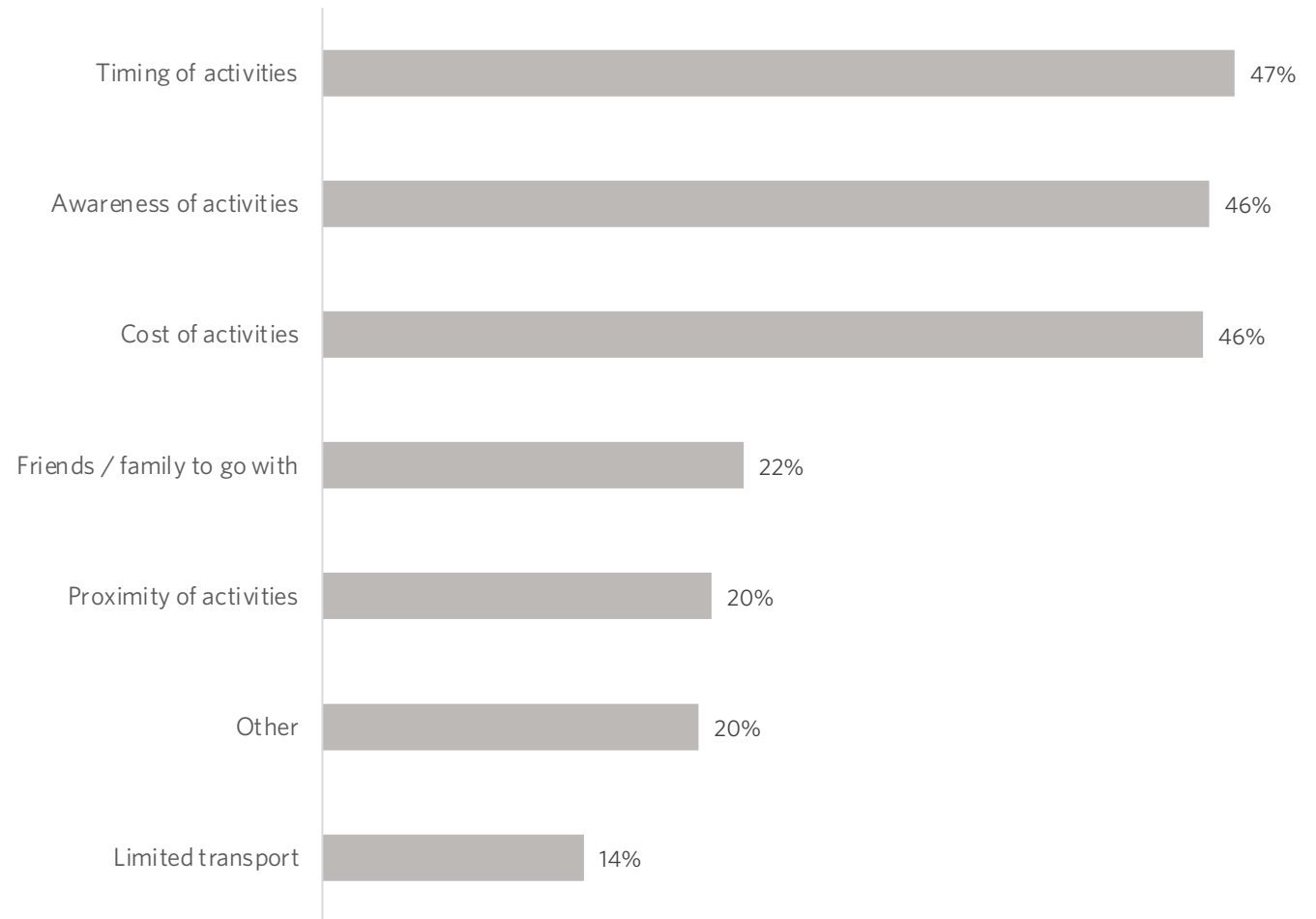
## Question 7

What are your main motivations for engaging in arts and cultural activities? (n = 224)



## Question 8

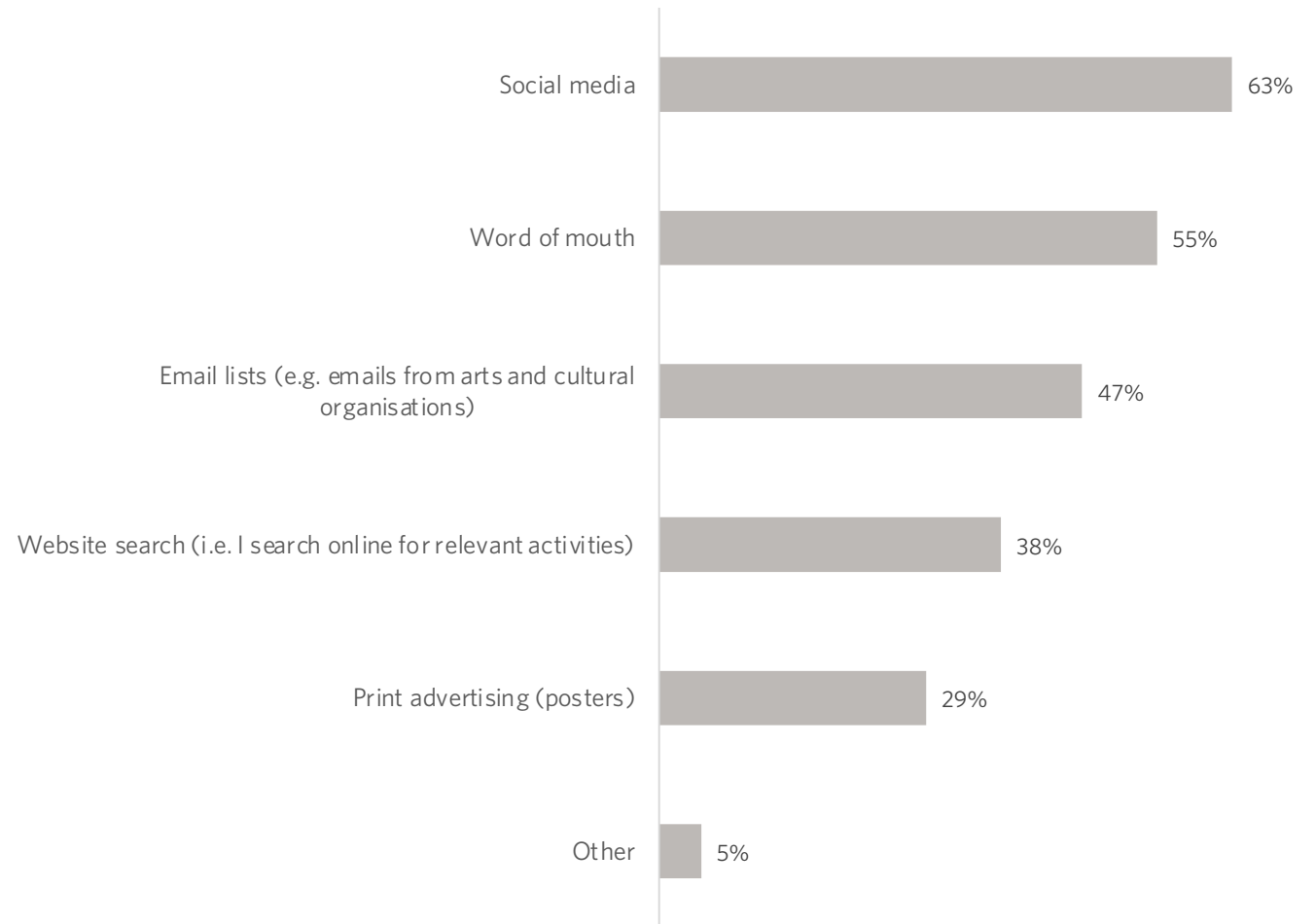
Which of the following prevents you from engaging in arts and cultural activities as much as you may like to? (n = 302)



## Question 9

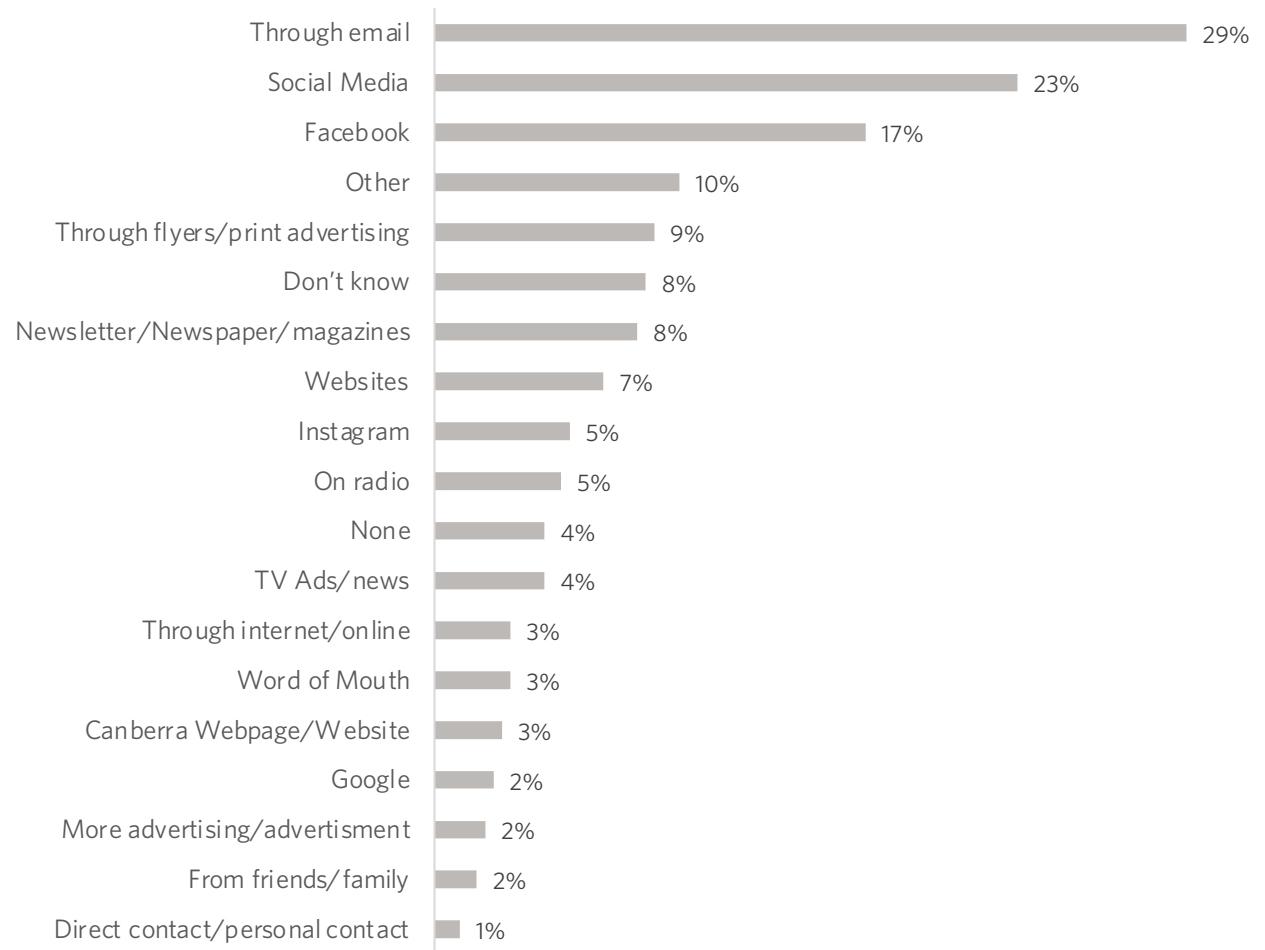
How do you typically find out about arts and cultural activities in Canberra?  
(n = 302)

Other responses include: TV, radio, newspapers and magazines.



## Question 10

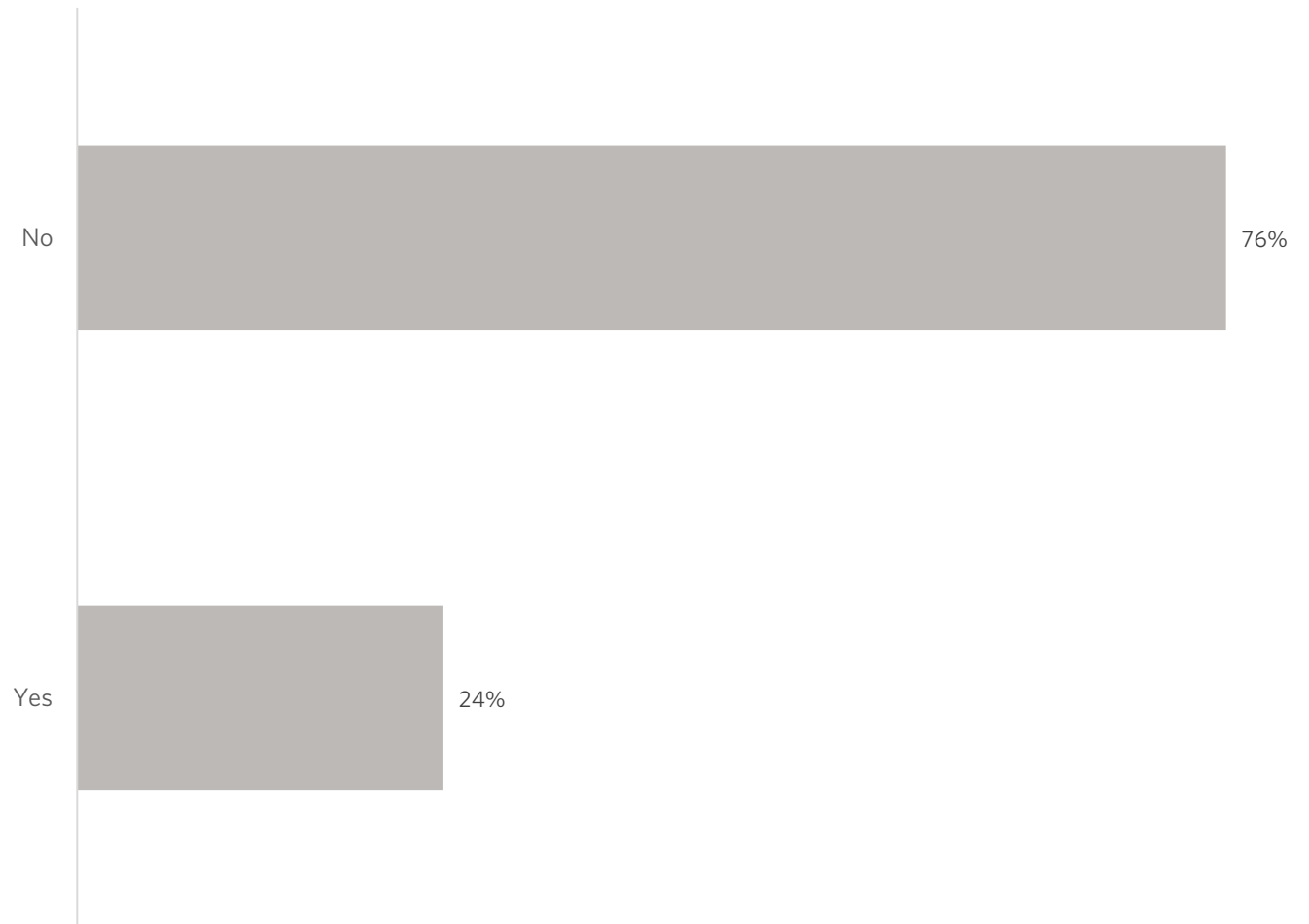
How would you prefer to find out about arts and cultural activities (what platforms / which locations)? (n = 302)





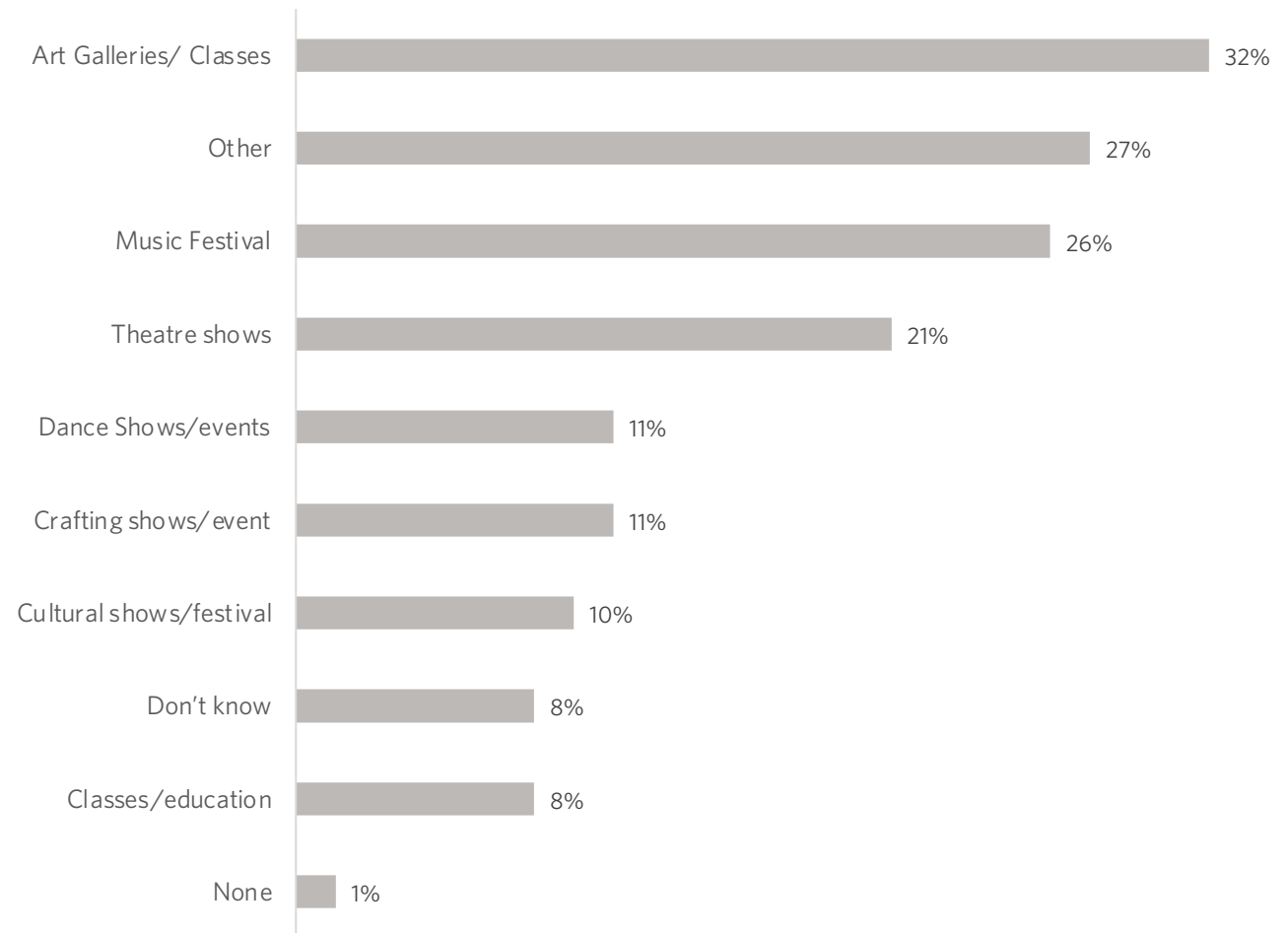
## Question 11

Are there any arts and cultural activities that you would like to engage in, but are currently not able to access? (n = 302)



## Question 11A

What are the arts and cultural activities that you would like to engage in, but are currently not able to access? (only based on "yes" responses for question 11) (n = 73)

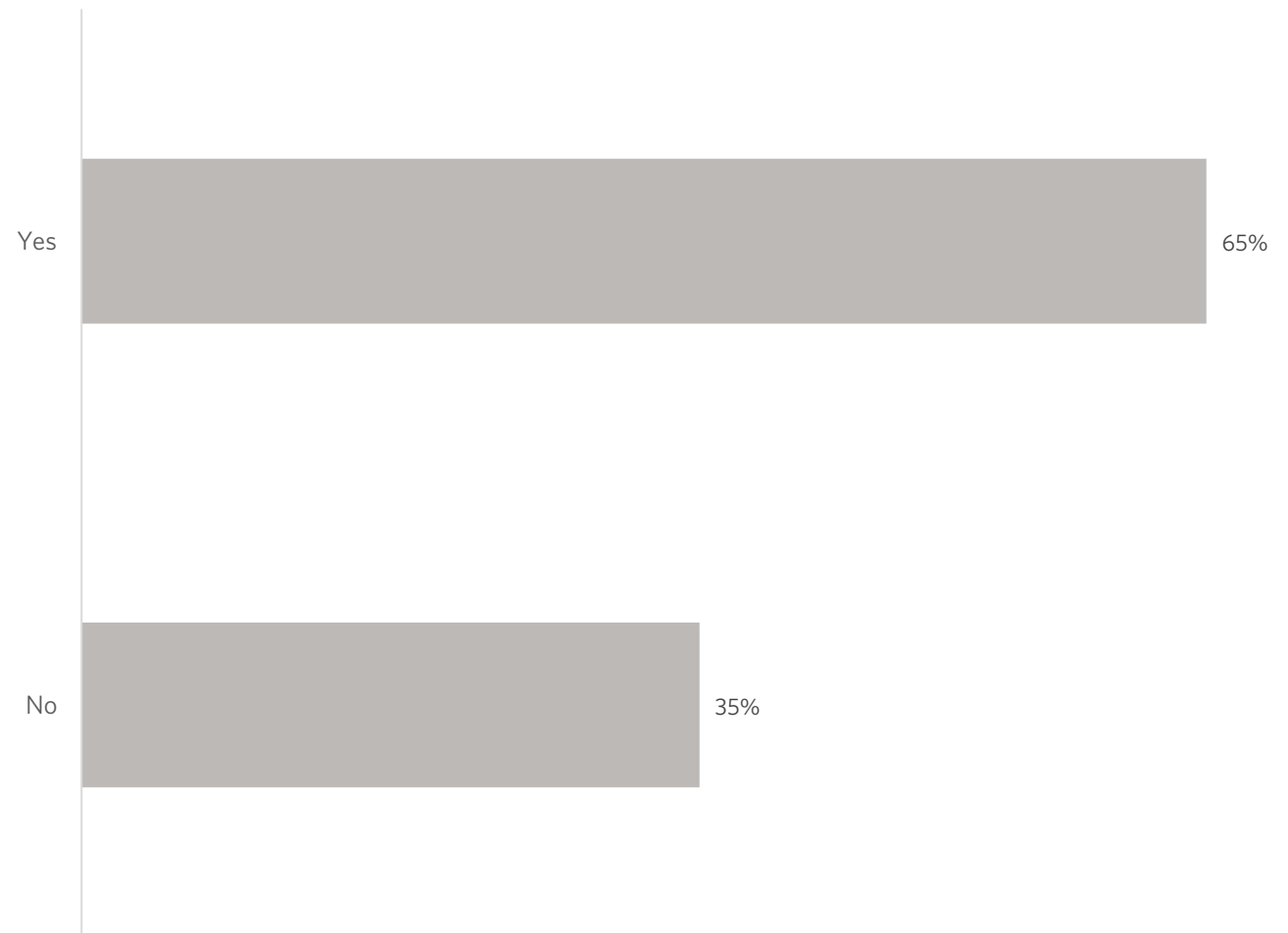


**Questions 12 to 20 relate to respondents who have attended activities at the Ainslie and Gorman Arts Centres in the last 12 months.**



## Question 12

Prior to today, were you aware that Gorman House had been renamed the Gorman Arts Centre? (n = 110)

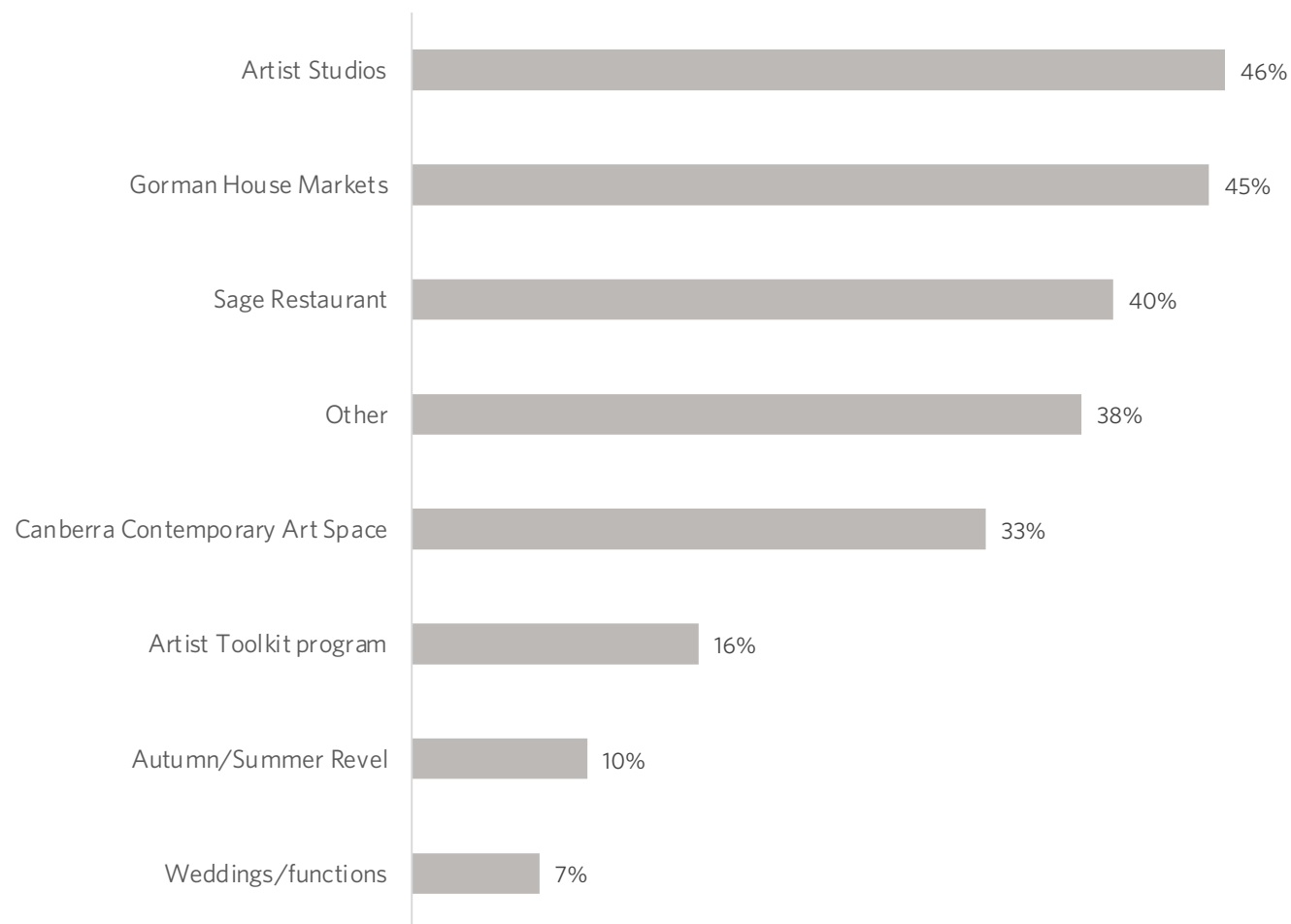


## Question 13

What do you most associate with the Ainslie and Gorman Arts Centres?  
(n = 110)

Other responses include:

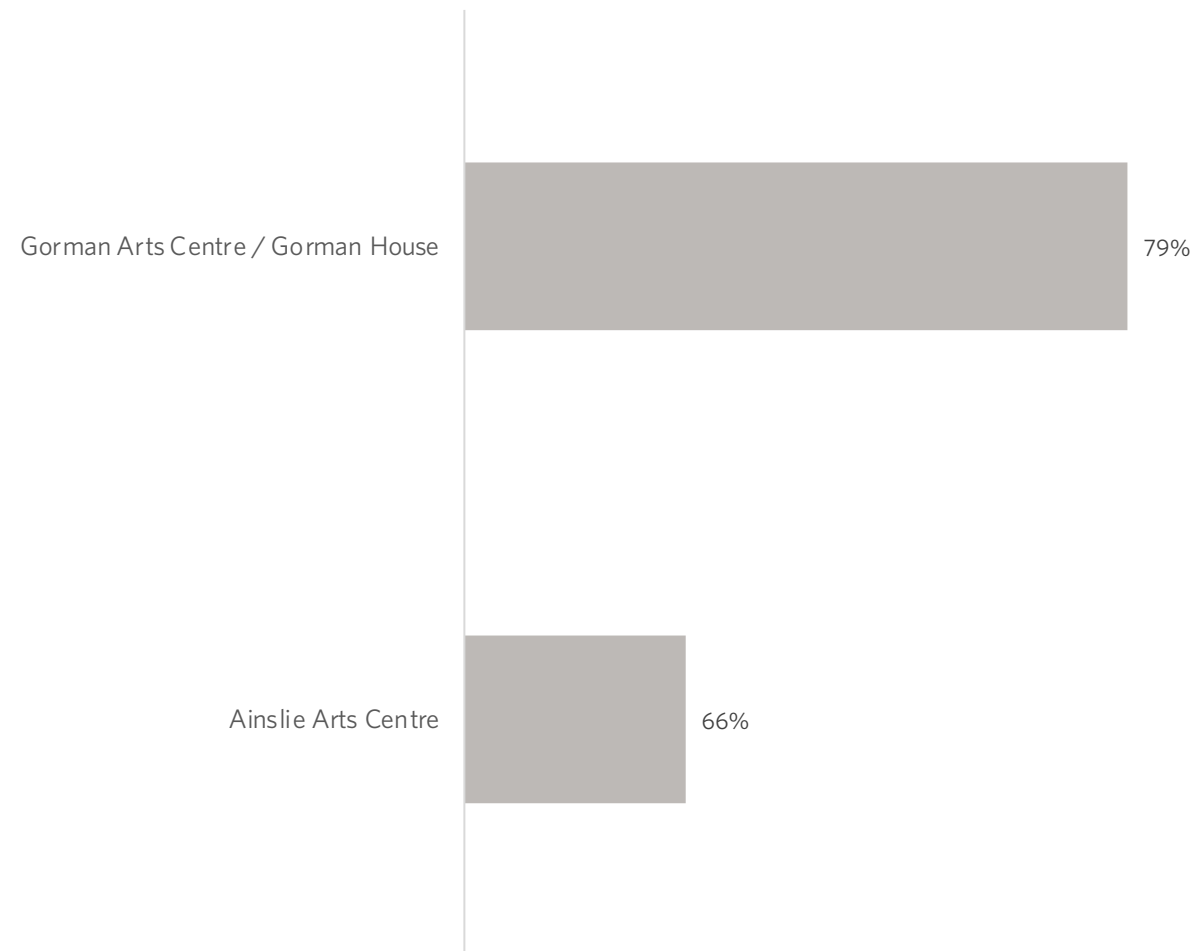
- dance performances
- Worldly Goods Choir
- Q2L dance, Canberra
- Youth Centre
- adult music classes
- choir practice
- Springout festival
- dance and music
- great team at AGAC who support creatives and creative organisations in Canberra
- choir and instrumental groups
- Ukulele Republic of Canberra
- meetups with my music group
- rooms for hire
- performance
- kids music lessons
- music lessons/theatre shows
- ACT writers centre
- music
- venue hire
- music activities for kids
- artist spaces and events in general
- Music for Canberra
- queer elders dance
- improv course
- yoga
- mixtape choir





## Question 14

In the past 24 months, which of the two Ainslie and Gorman Arts Centres have you attended? (n = 110)

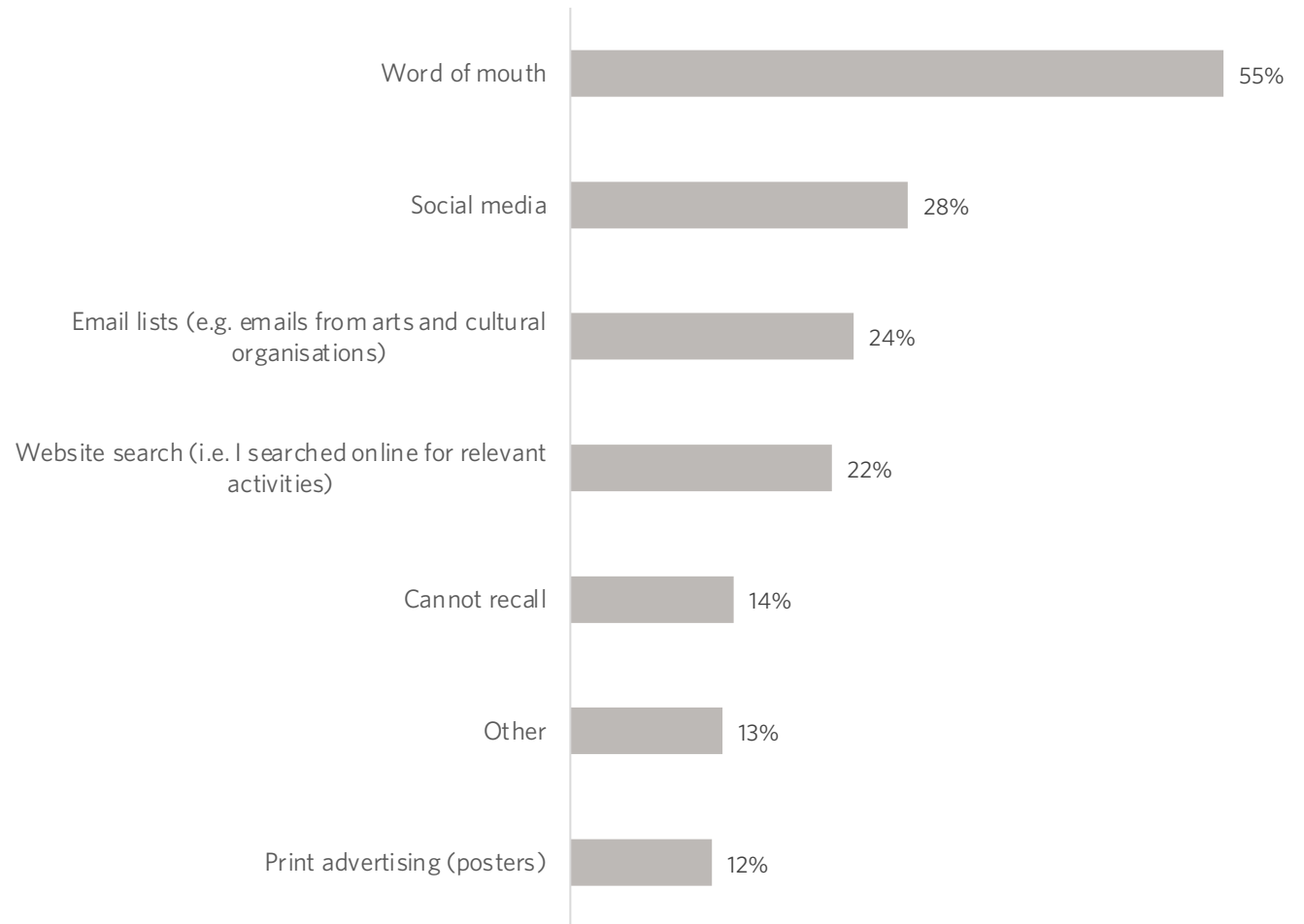


## Question 15

How did you first hear about the Ainslie and Gorman Arts Centres? (n = 110)

Other responses include:

- friends, live nearby
- through Ausdance in 1982
- member of original management committee
- toured a show there, passing by
- when lived in Braddon
- Gorman markets
- participated in arts activities at Gorman
- work
- through CYT and ImproACT
- Day of the Dead event
- employment opportunity

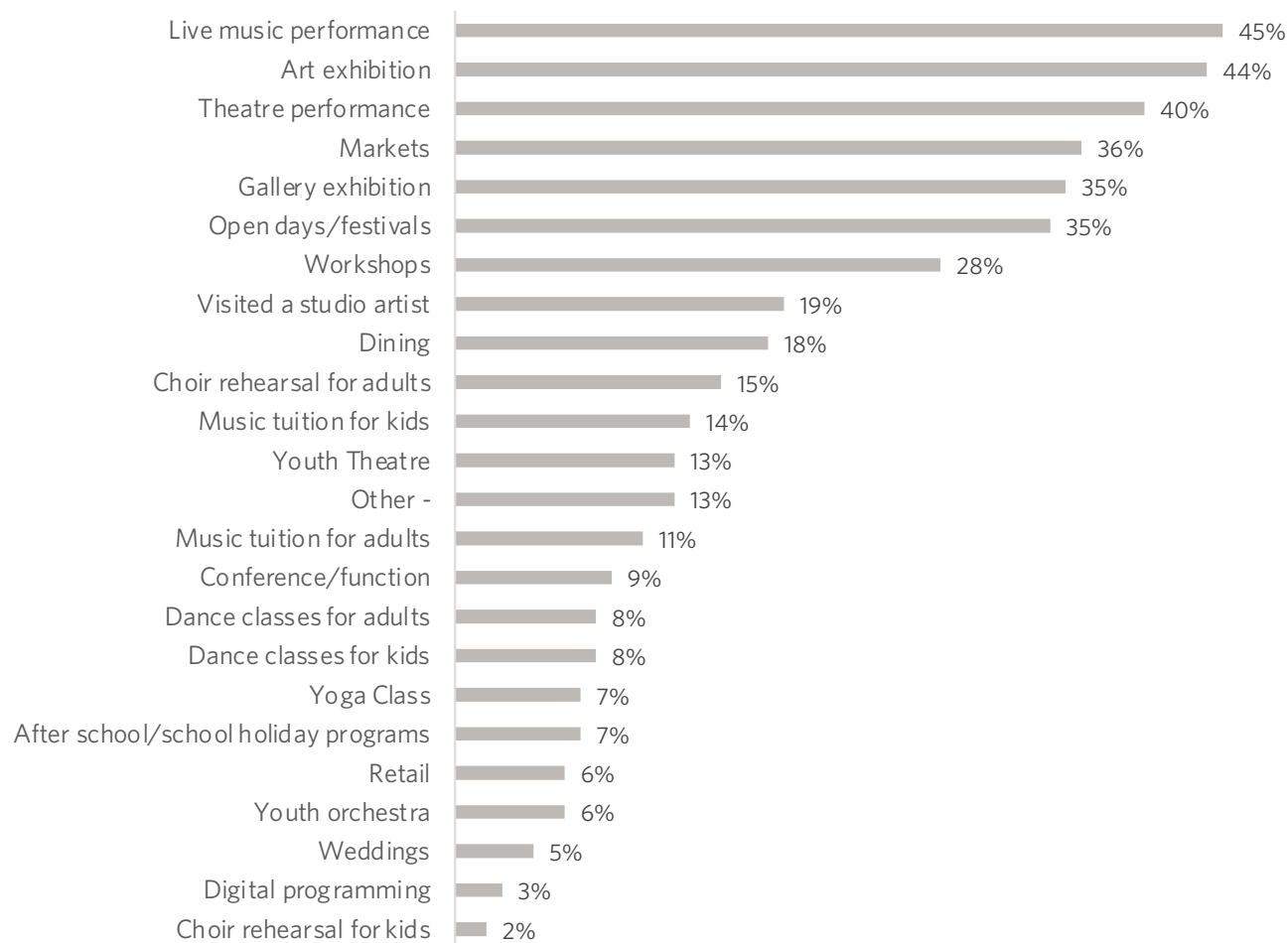


## Question 16

What activities have you or your children attended or participated in at the Ainslie and Gorman Arts Centres? (n=110)

Other responses include:

- QL2, dancer performances
- You are Here workshop
- orchestral rehearsals for adults
- meetups & rehearsals
- drinks at Mint bar
- URoC meetup
- youth dance
- drama classes
- work

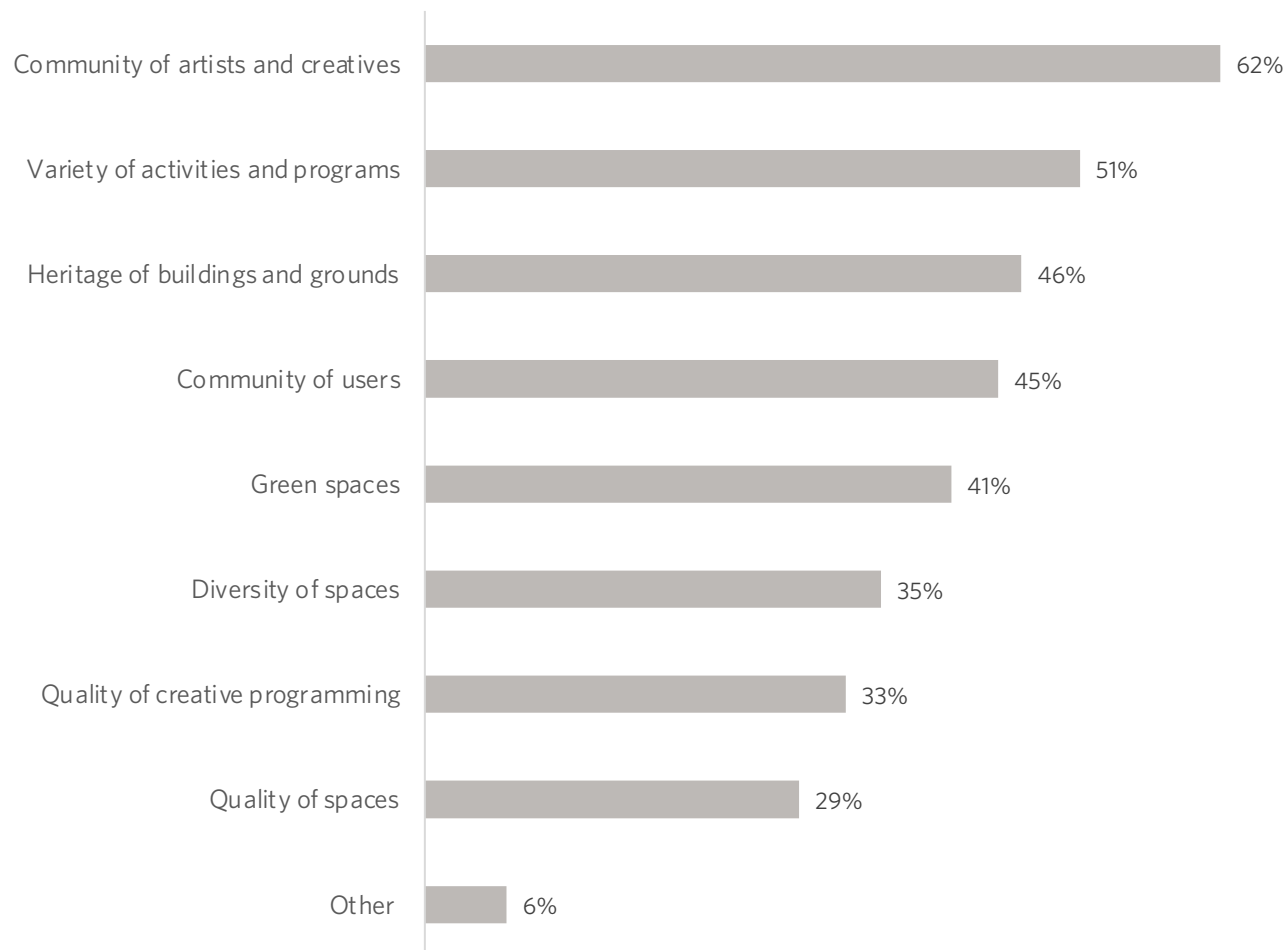


## Question 17

Other responses include:

- excellent work by QL2 dance
- valuable spaces for group markets
- dance
- I'm just glad it exists and does everything that it does, an invaluable addition to the cultural lifeblood of Canberra
- running into people I know
- it is somewhat accessible

What do you value most about your experience at the Ainslie and Gorman Arts Centres? (n = 110)

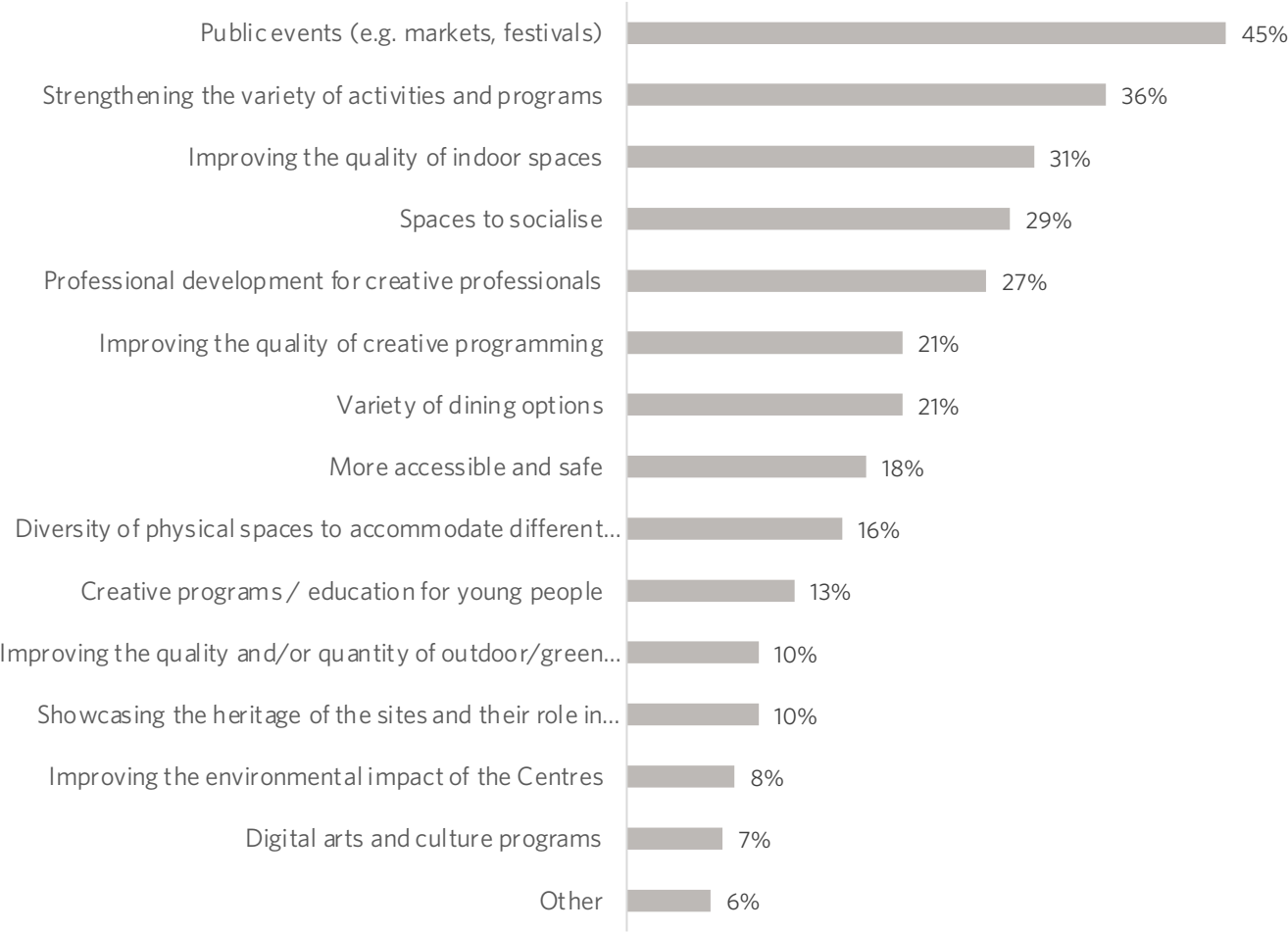


# Question 18

Other responses include:

- strengthening the programs and keep the quality up which for me means consistency – so as audience I know how often what will happen with whom at which space and remember to go back
- having more shows, dances, support of artists, creative programs/education for adults, on-site café & better use of courtyard
- improving admin for ability to book spaces

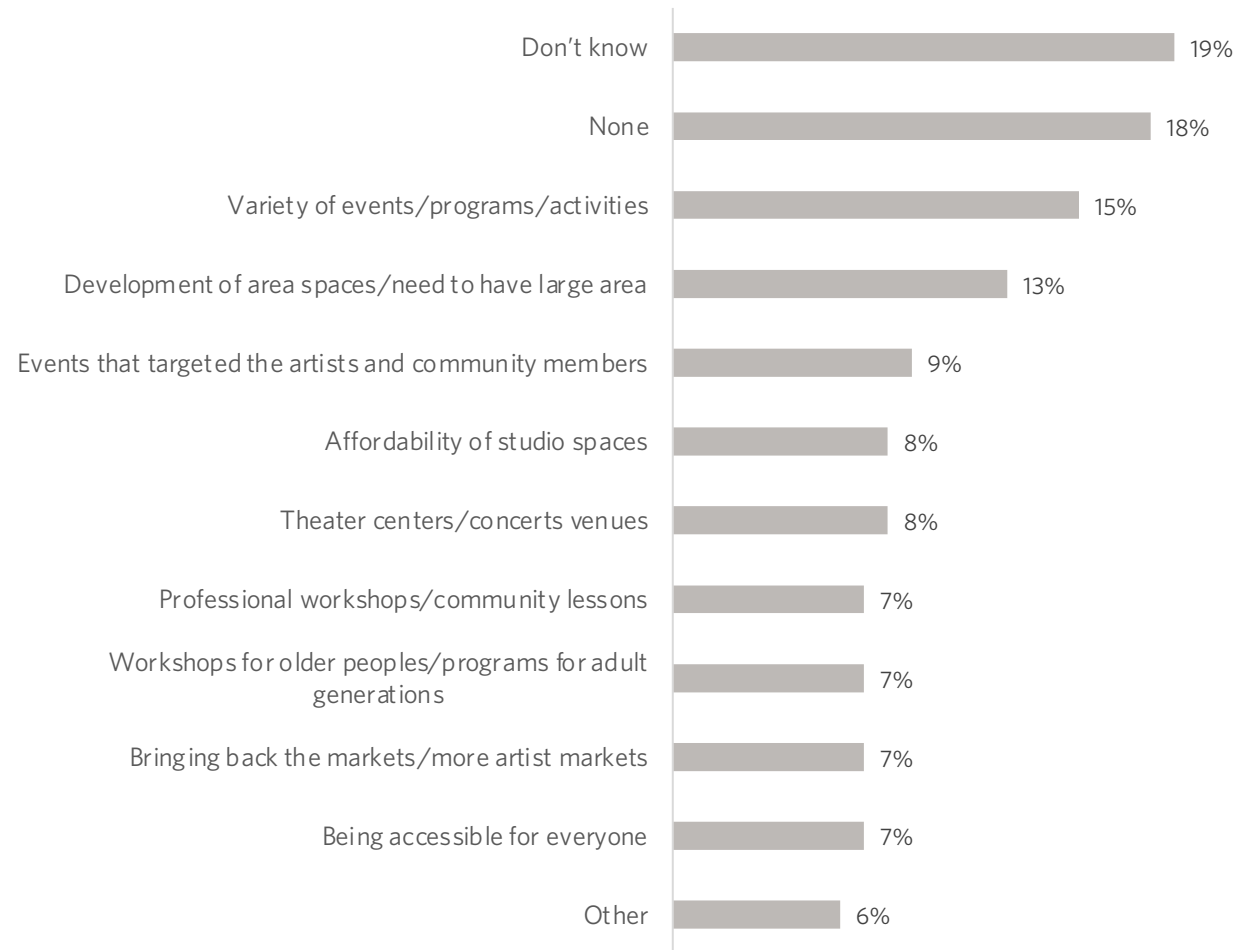
The Ainslie and Gorman Arts Centres are reviewing their strategy as part of planning for centenary celebrations and redevelopment plans. What are the top three areas that you think the Ainslie and Gorman Arts Centres should consider prioritising? (n = 110)





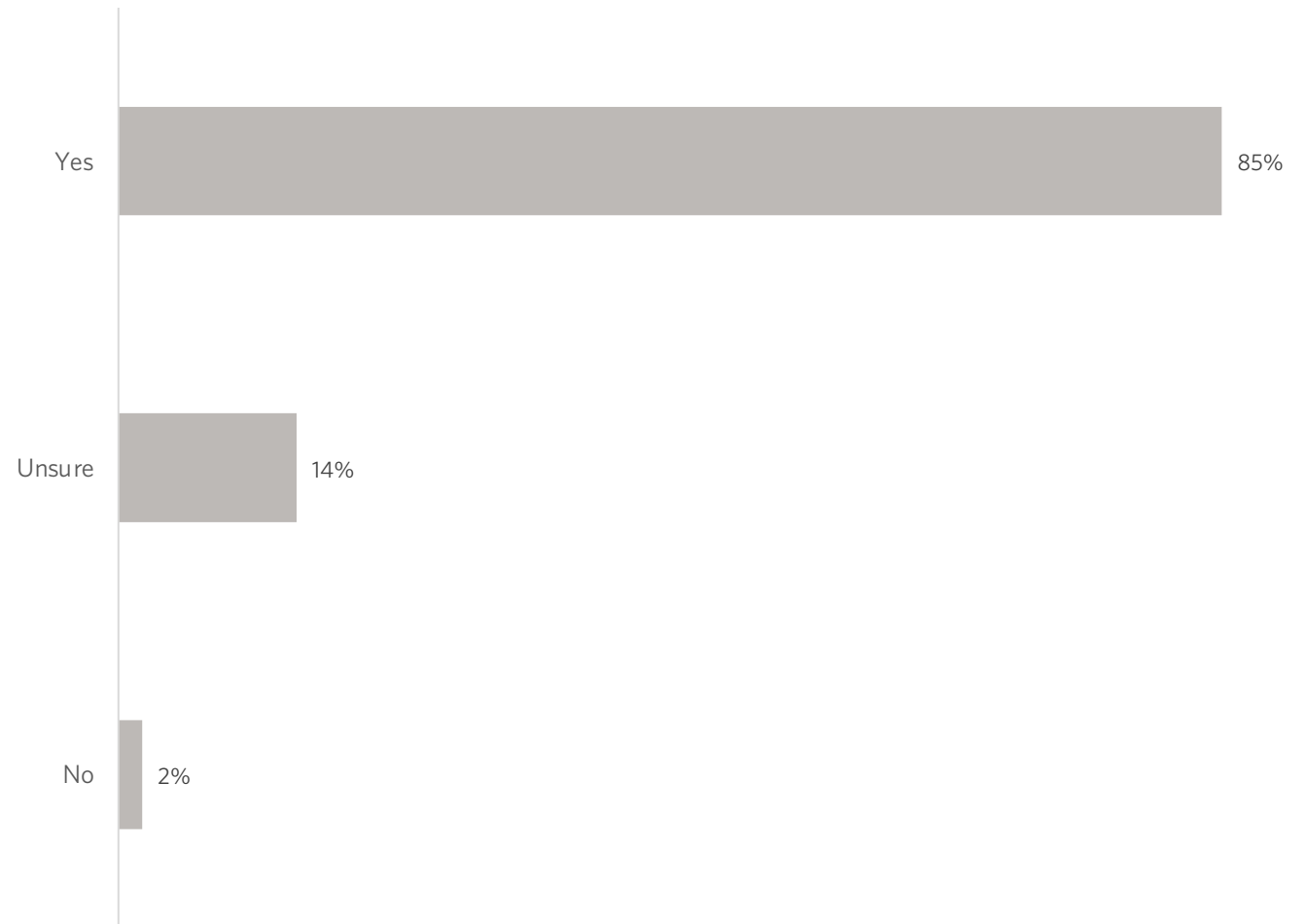
## Question 19

What do you think are gaps in Canberra arts and cultural sector that you feel could be addressed by the Ainslie and Gorman Arts Centres? (n = 110)



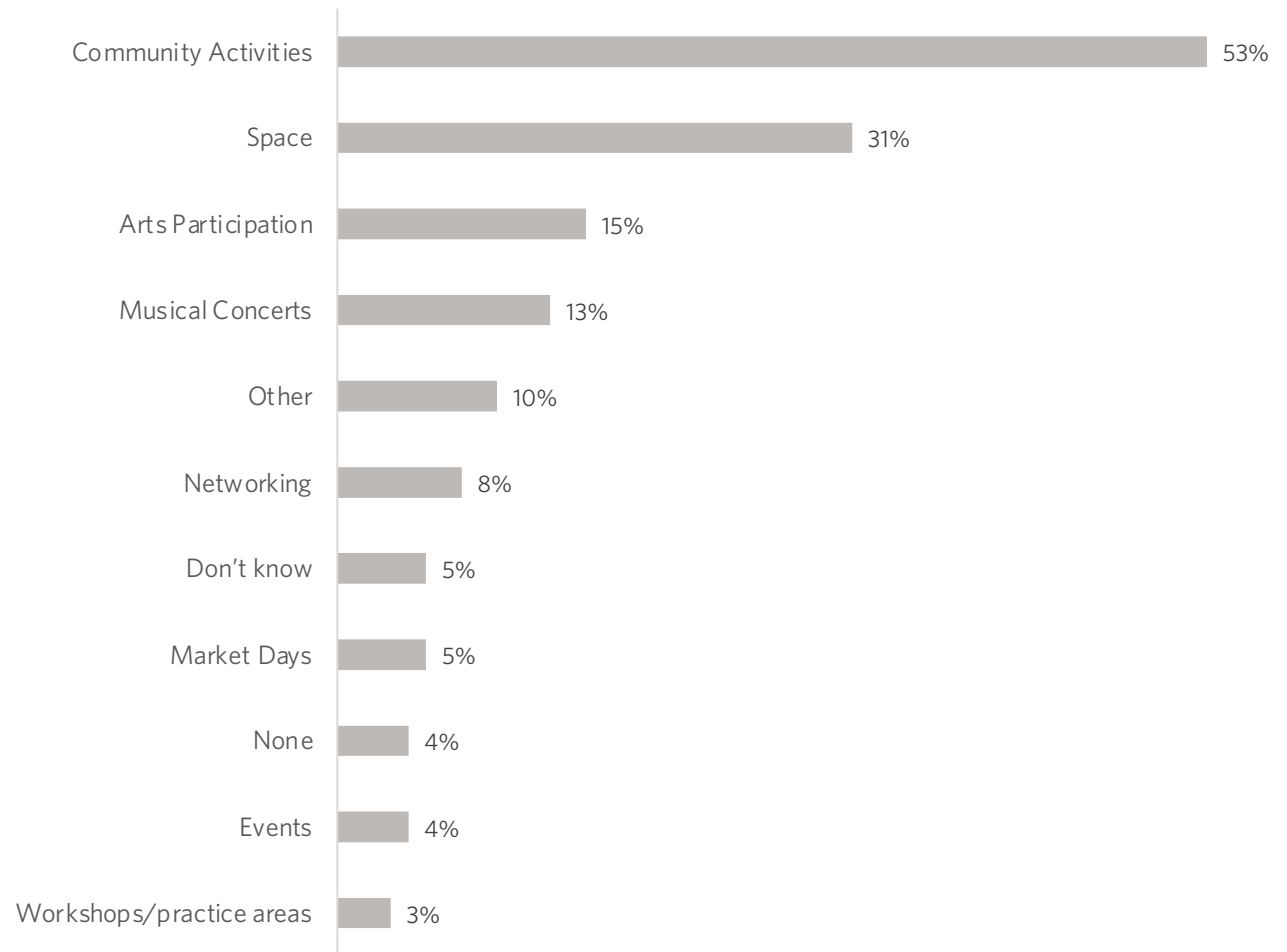
## Question 20

Would you recommend the Ainslie and Gorman Arts Centres? (n = 110)



## Question 20A

What would you recommend it for (e.g. activities, network, space, community)?  
(n = 93)

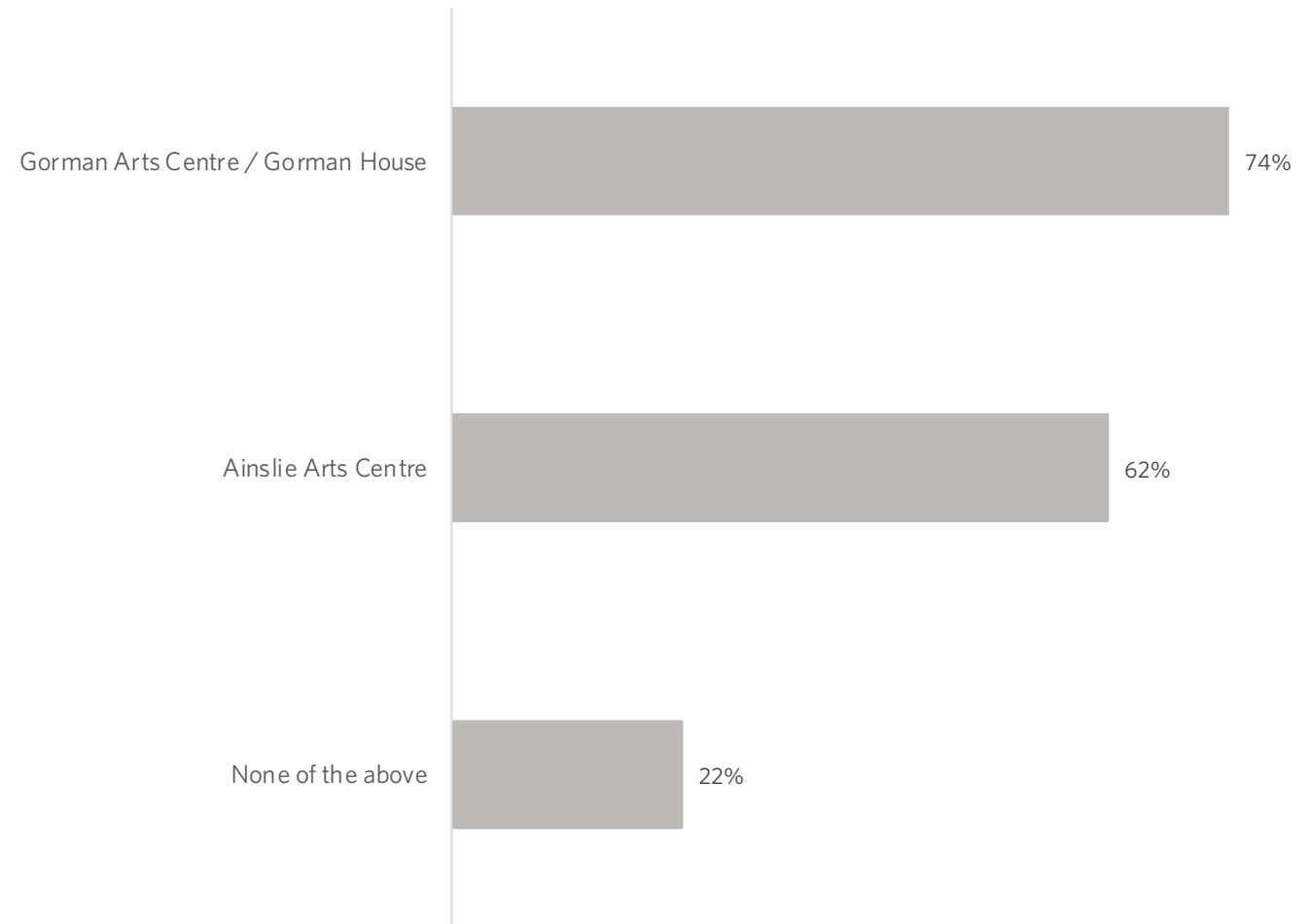


**Questions 21 to 25 relate to respondents who have not attended activities at the Ainslie and Gorman Arts Centres in the last 12 months.**



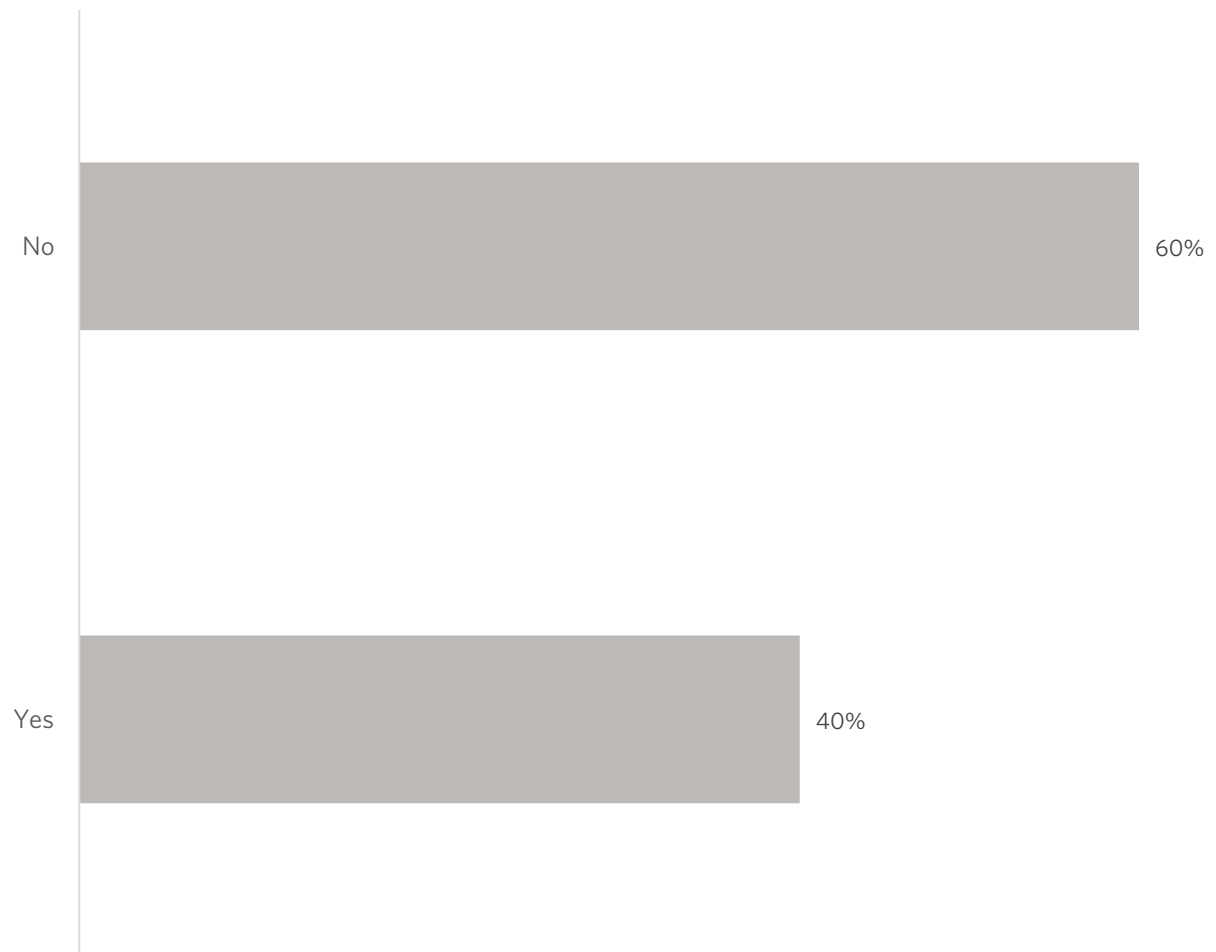
## Question 21

Have you previously heard of these centres? (n = 114)



## Question 22

Prior to today, were you aware that Gorman House had been renamed the Gorman Arts Centre? (n = 84)

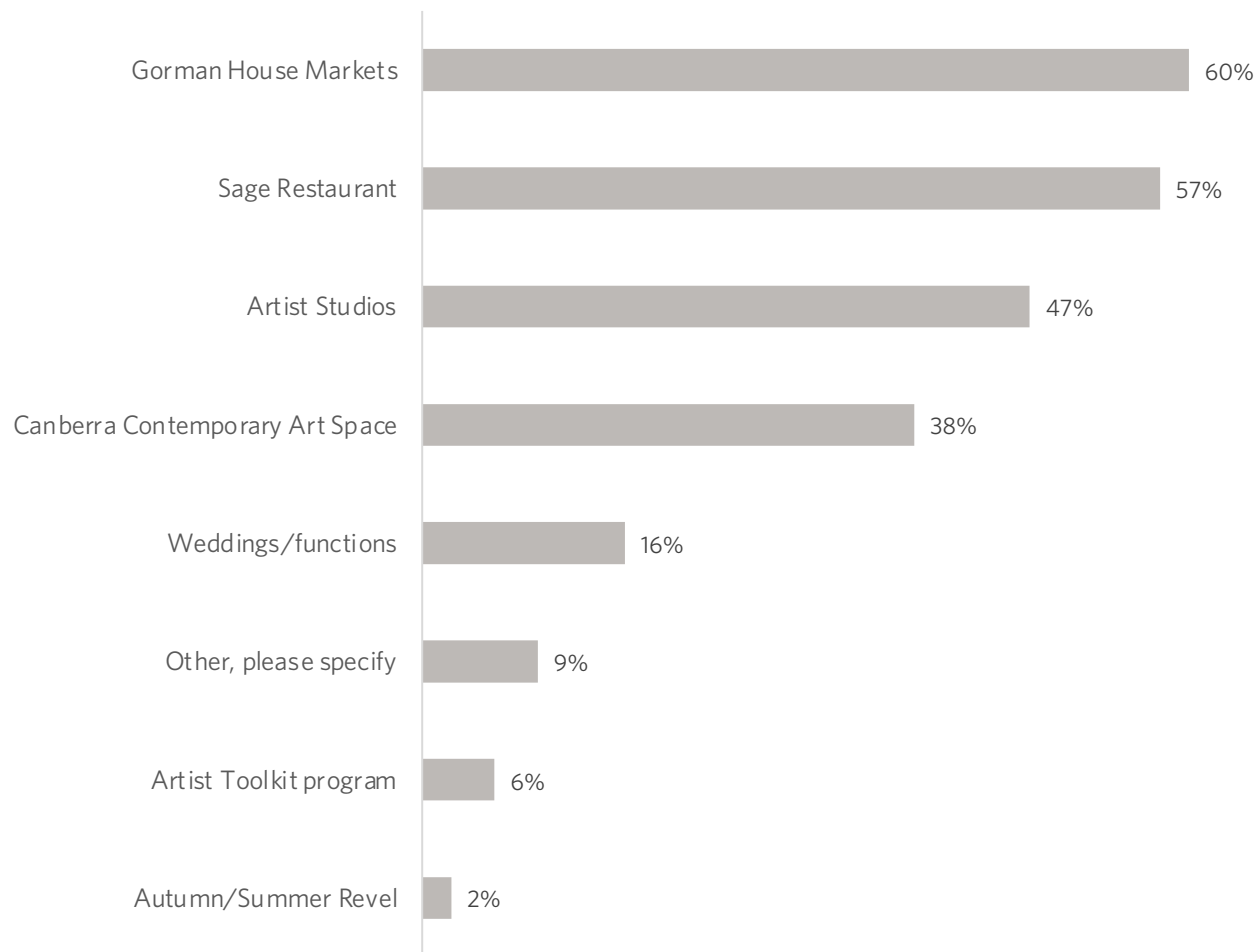


## Question 23

What do you most associate with the Ainslie and Gorman Arts Centres? (n = 89)

Other responses include:

- gathering of social and arts professionals
- ACTWC
- QL2 dance
- concerts at Ainslie
- drama class
- music
- programs
- Luminescence
- Quantum leap
- dance studios

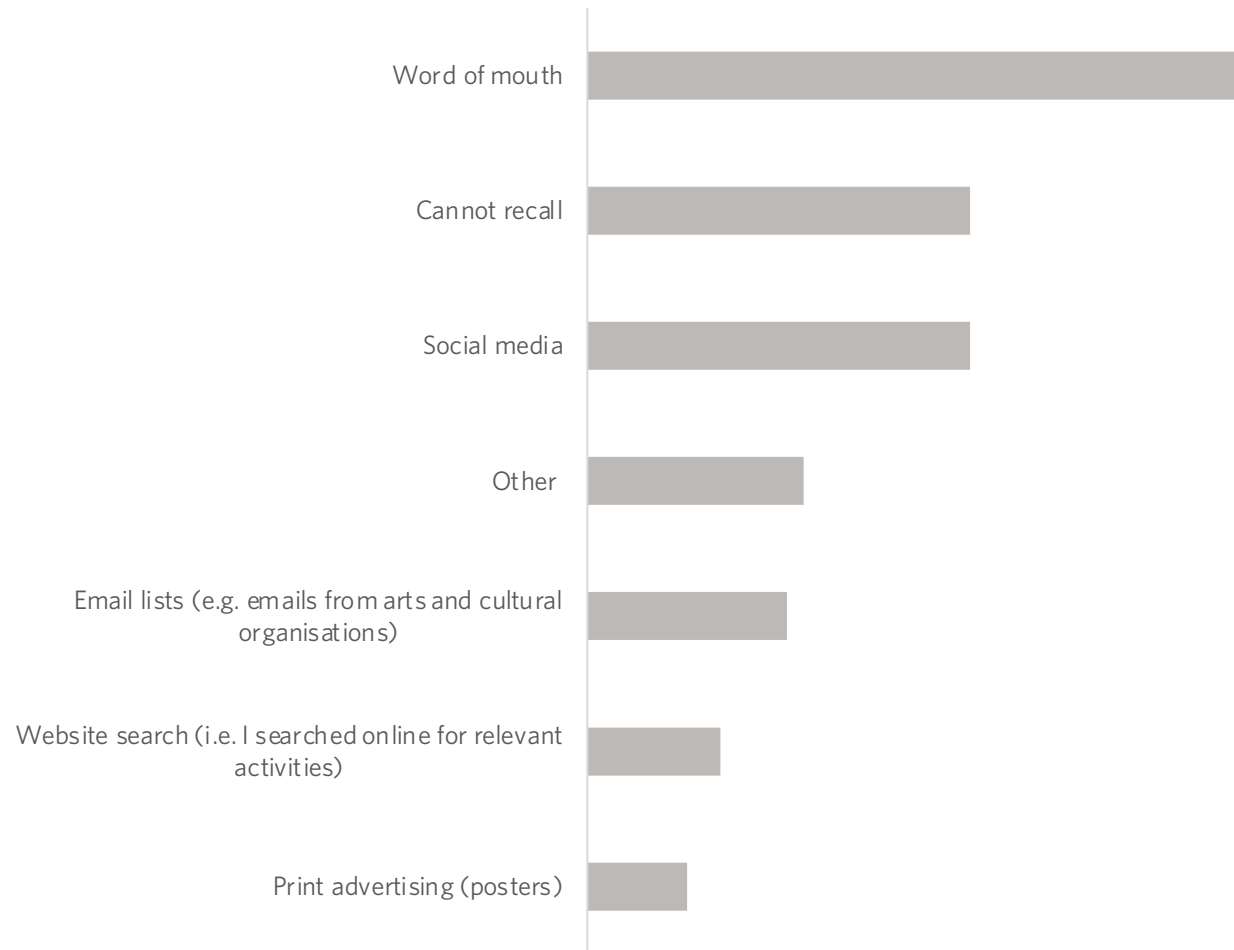


## Question 24

How did you hear about the Ainslie and Gorman Arts Centres? (n = 89)

Other responses include:

- radio
- lived in the vicinity of both
- saw a musician there
- I have known about them for a long time worked at stage
- I work here
- resident
- attended LGBTIQ event there
- I had rehearsal there when I still acted years ago
- I've lived in Canberra since the 90s, It used to be such a vital part of arts scene I used to work and perform there



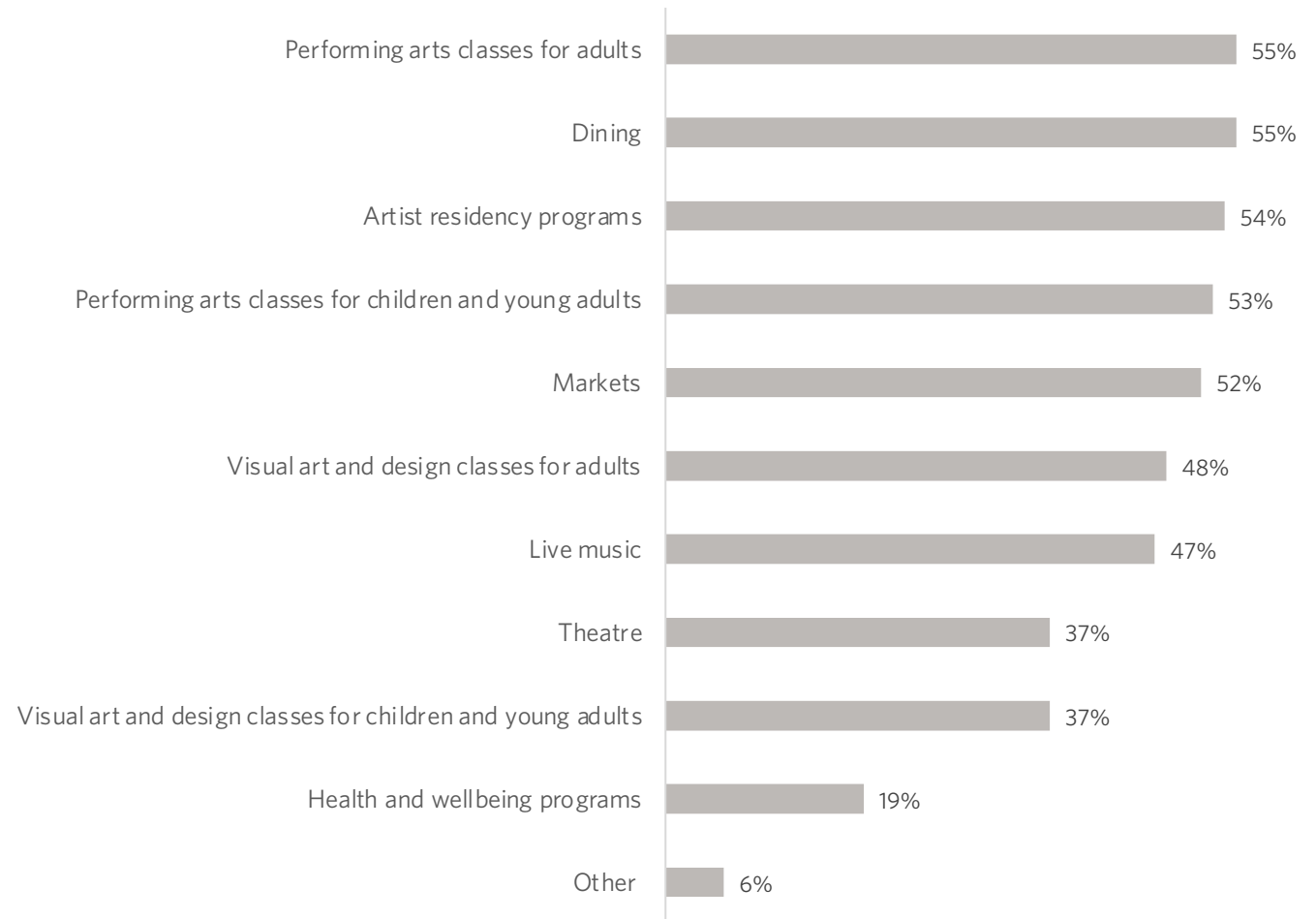


## Question 25

What arts and cultural activities do you think the Ainslie and Gorman Arts Centres deliver? (n = 89)

Other responses include:

- Writers Centre was theirs until recently
- writing workshops
- studios

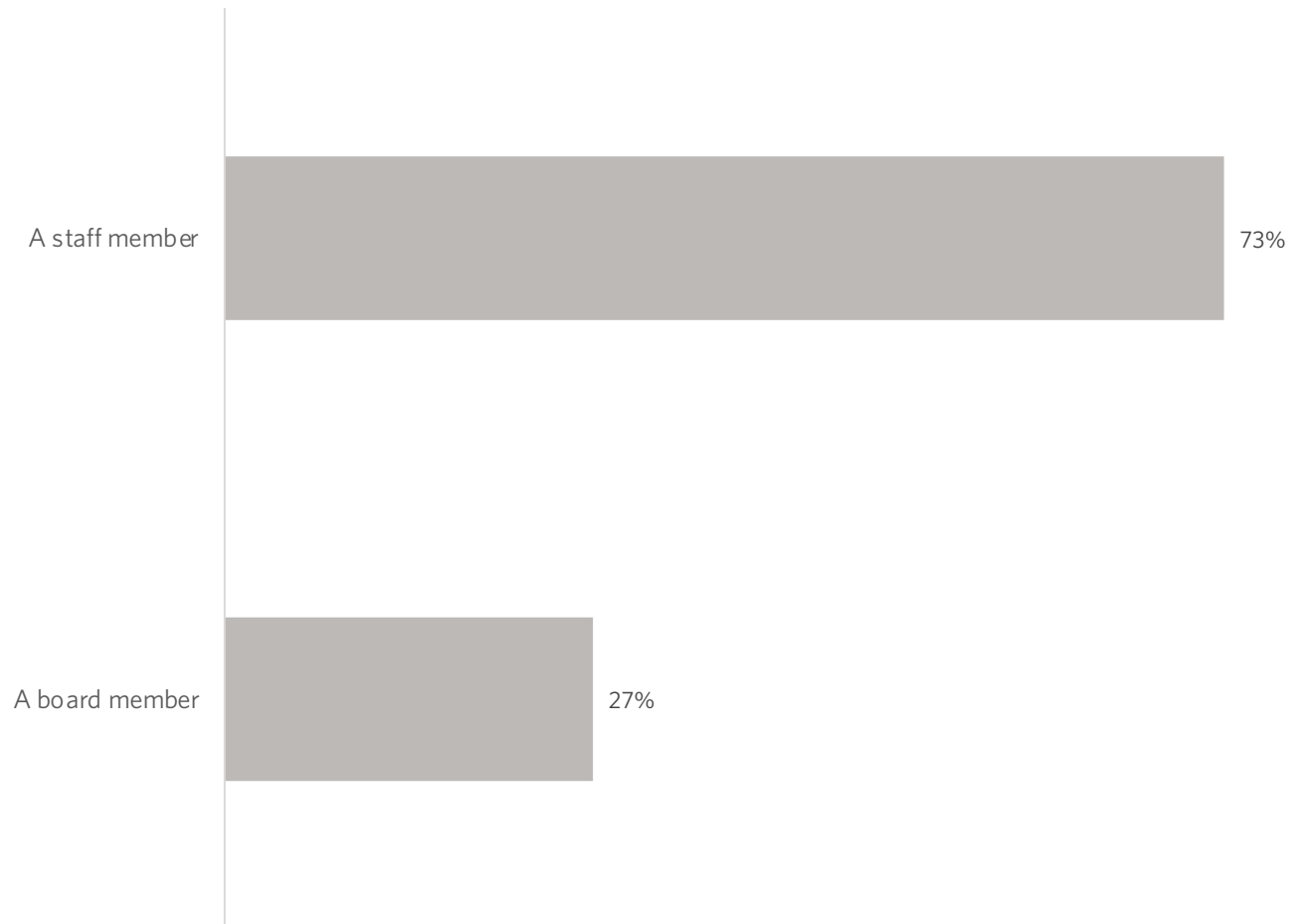


# Board and staff survey



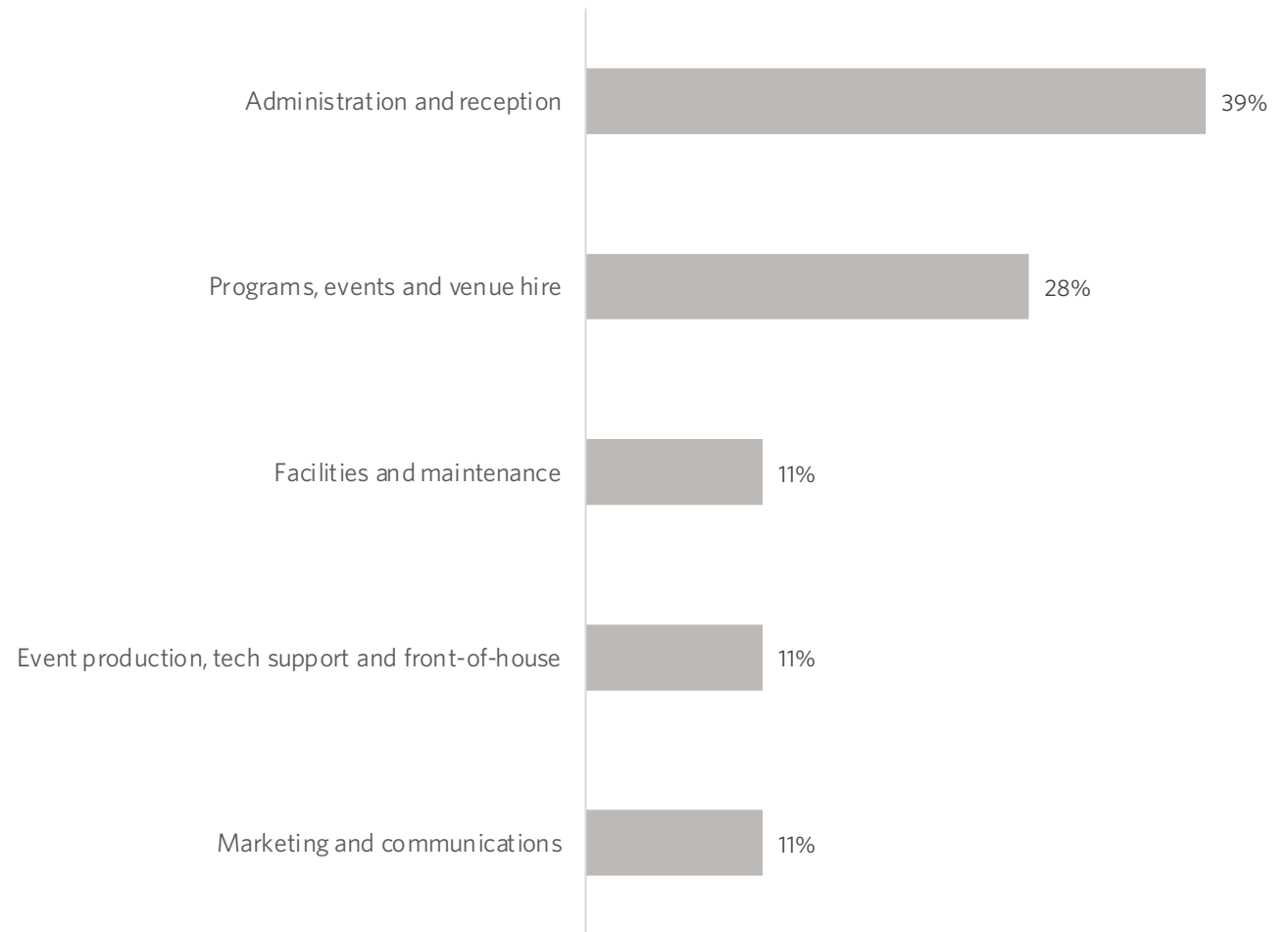
## Question 1

Are you a staff member or a board member? (n = 26)



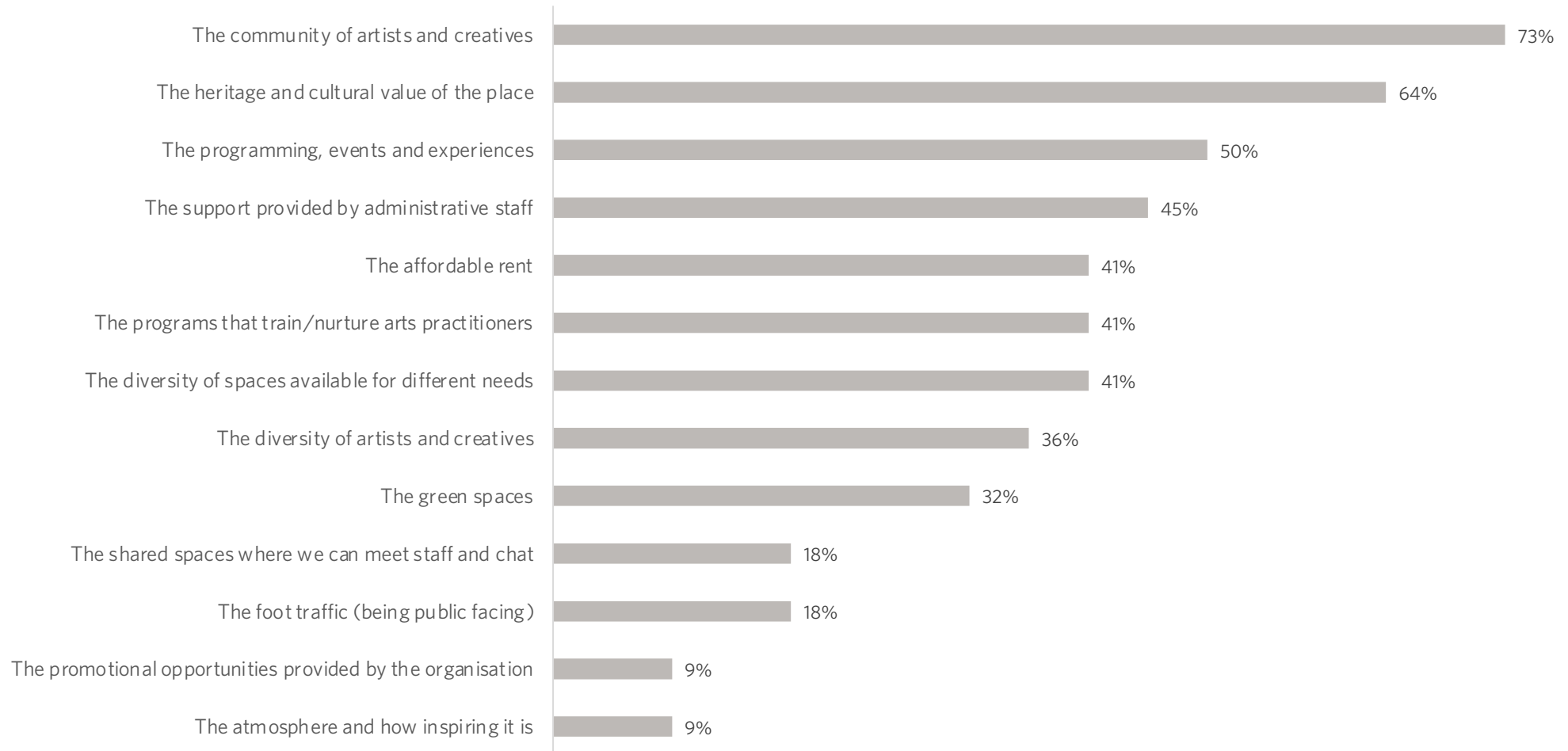
## Question 2

What is your area of work? (n = 18)



## Question 3

What do you think are currently the most valuable aspects of the Ainslie Arts Centre? (n = 22)

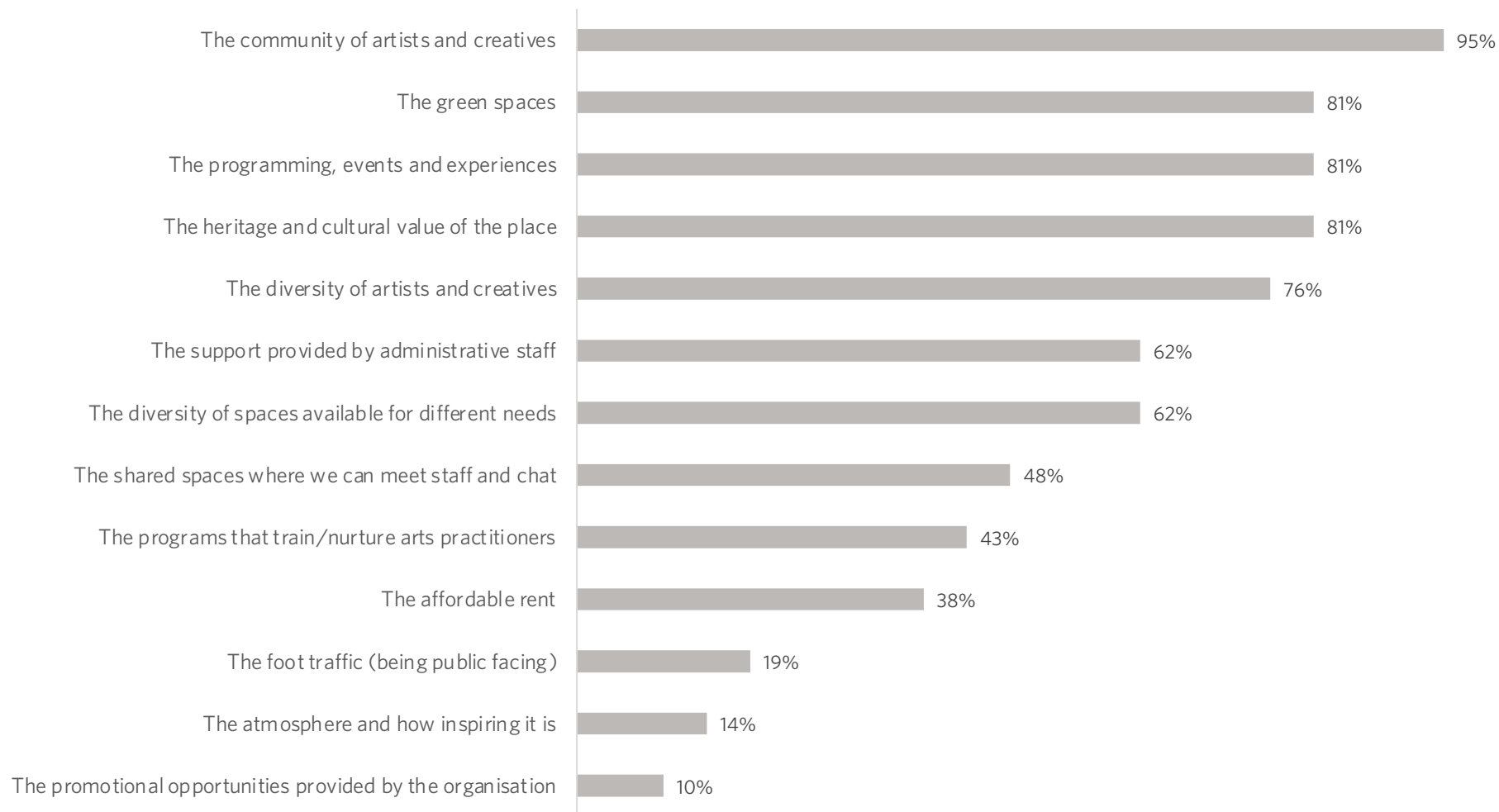


\*Other responses include: "Also the fact that it is a community facility, run to service the community."



## Question 8

What do you think are currently the most valuable aspects of the Gorman Arts Centre? (n = 21)

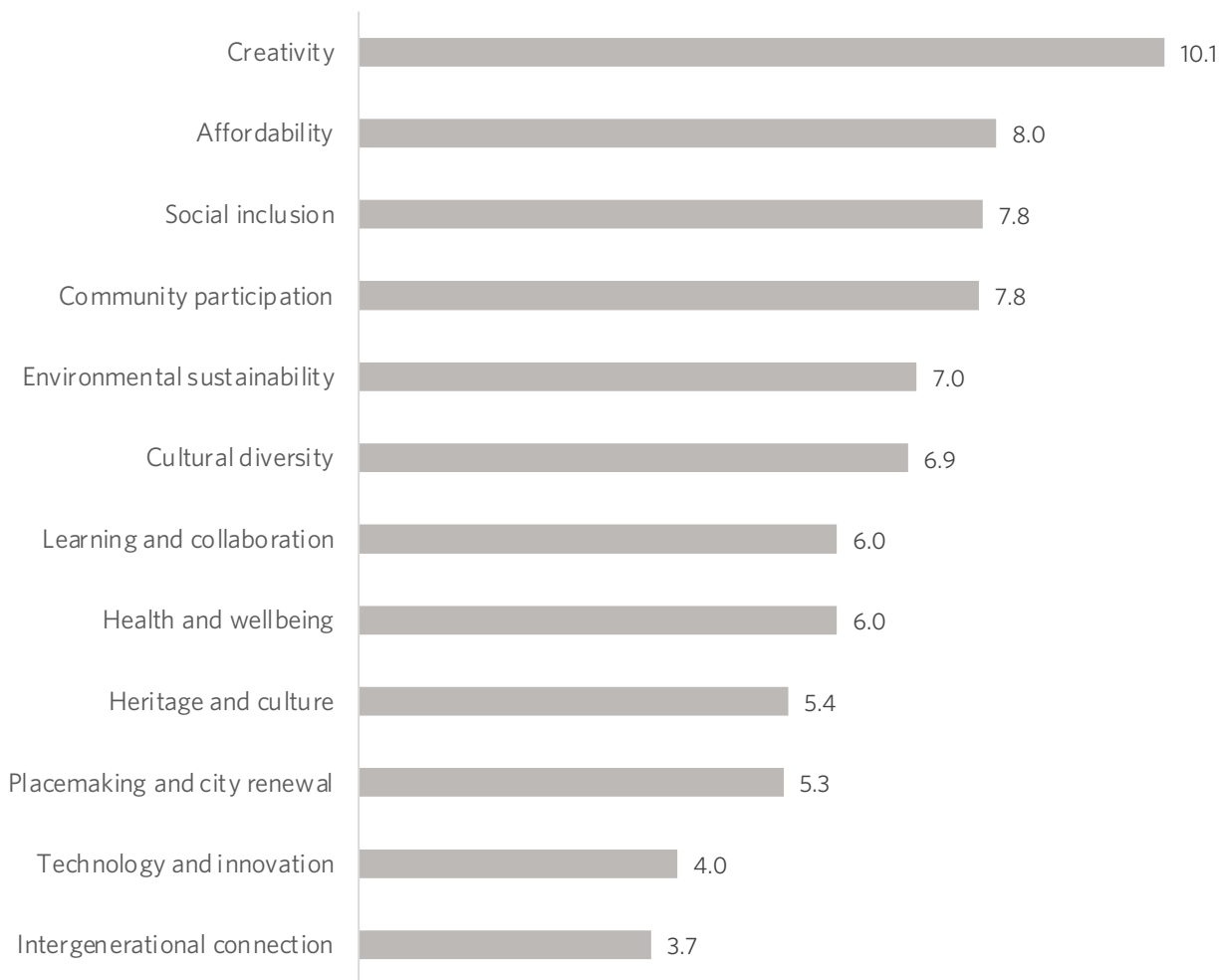


\*Other response includes "support provided by all staff".



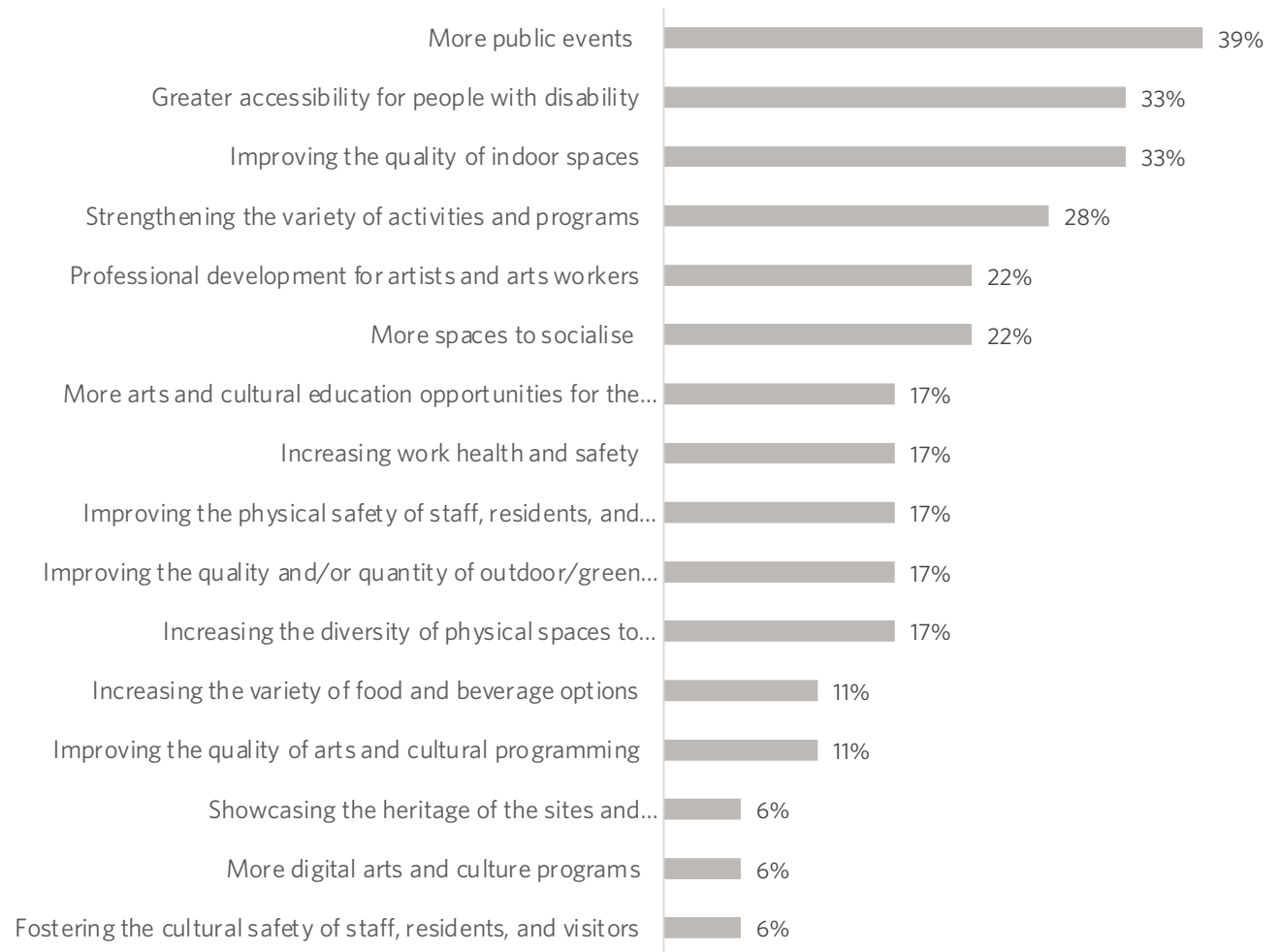
## Question 15

In developing its future strategy and planning for centenary redevelopment plans for Ainslie and Gorman Arts Centres specifically, what values would you like to see Arts Capital prioritise? Please rank them from most important to least important. (n = 18) The higher the score, the more important the item is.



## Question 16

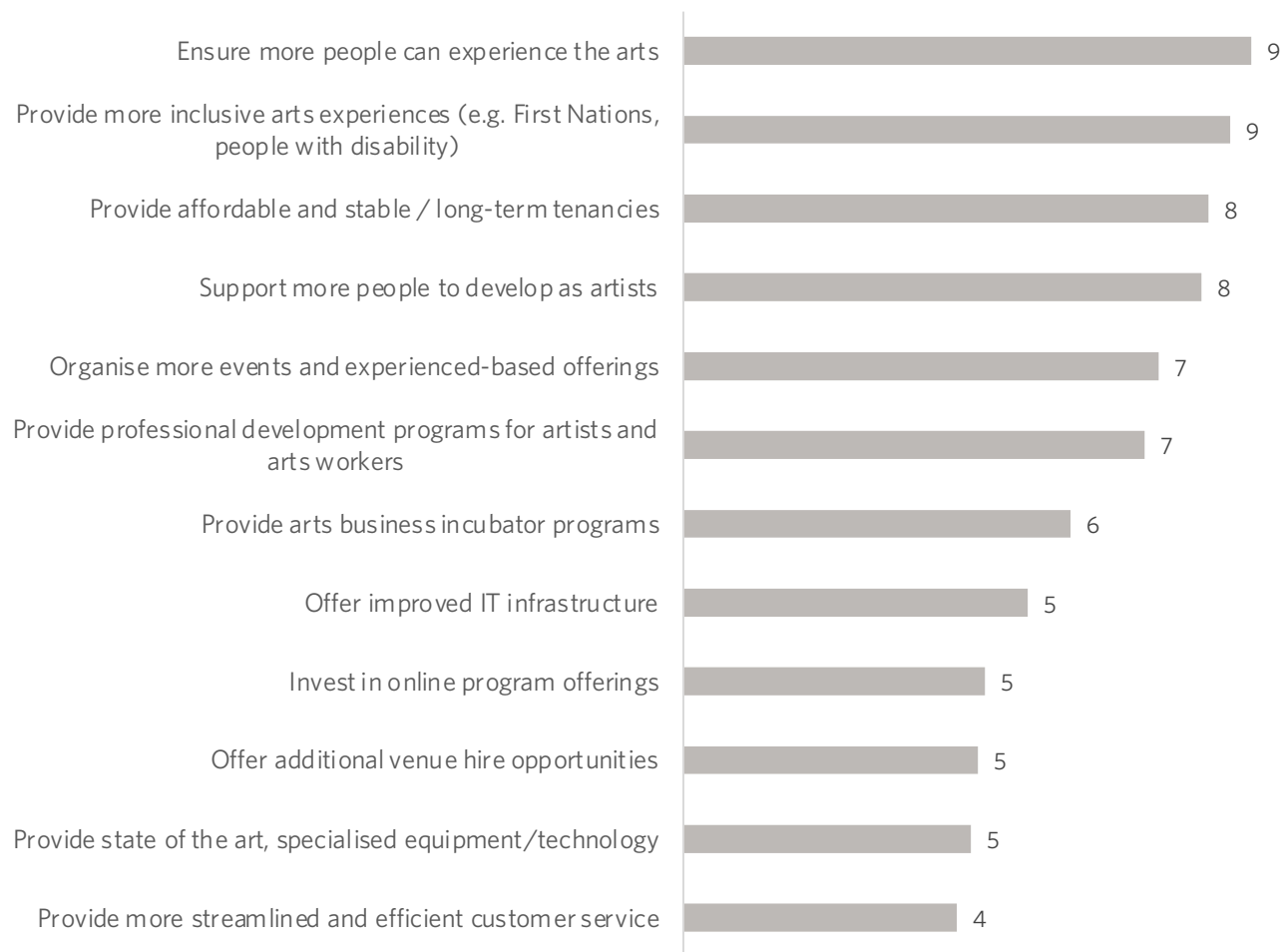
What are the top three areas that you think the Ainslie and Gorman Arts Centres should prioritise? Please select three. (n = 18)





## Question 17

What could Ainslie and Gorman Arts Centres do to better meet the needs of the arts sector? Please rank from most important to least important. (n = 18). The higher the score, the more important the item is.

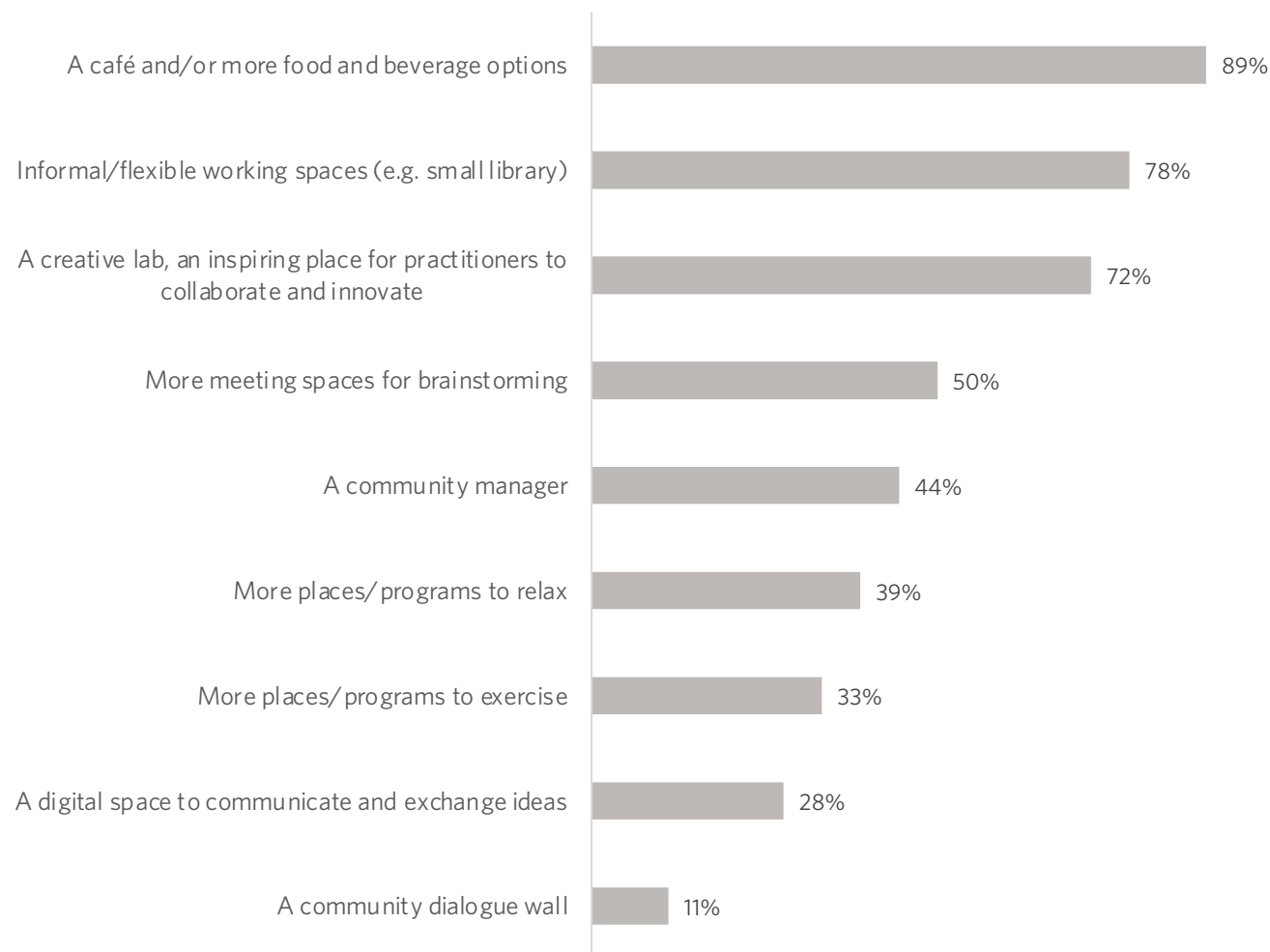


## Question 18

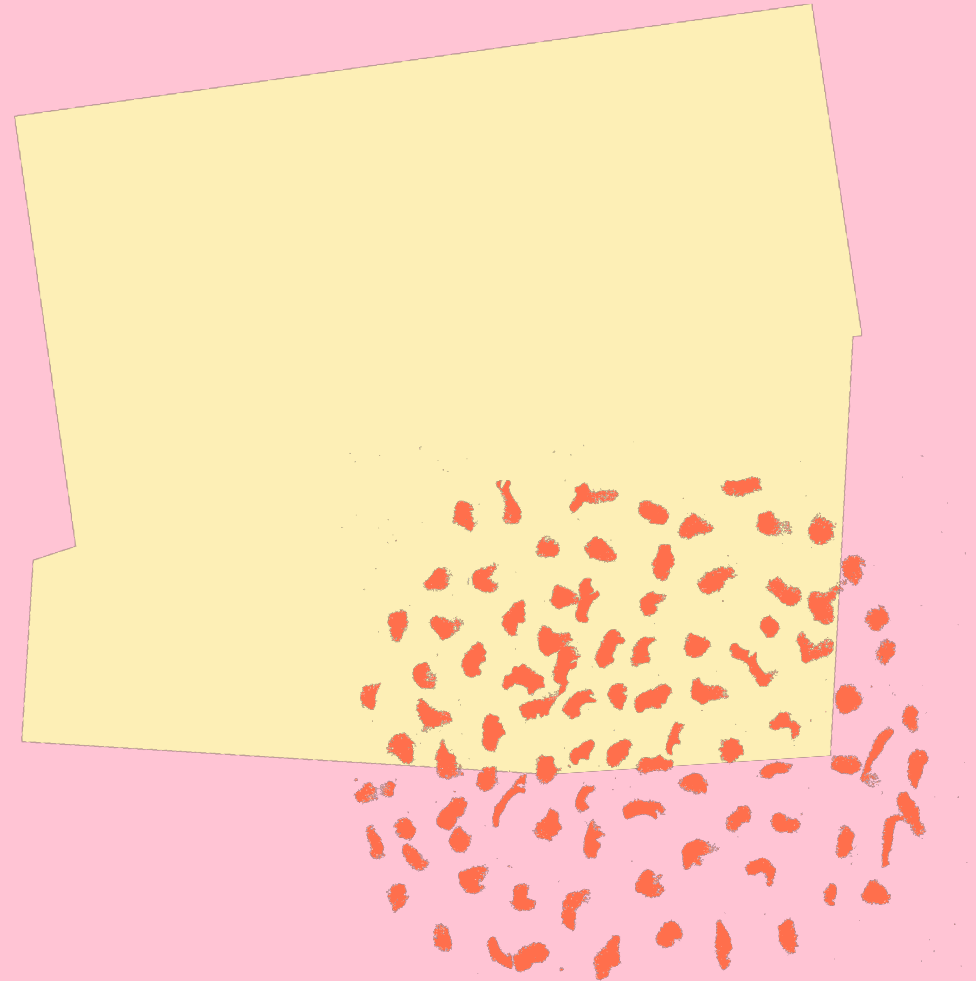
Other responses include:

- I wasn't sure if the community manager and community dialogue wall were online, or quite what they meant so didn't tick, but am keen to hear more about the possibilities for digital for Arts Capital - not currently convinced it's our best offering, but open to being convinced.
- Could we have a paid coworking space? With so much space at Ainslie, that could be a great opportunity.
- Connecting both Gorman and Ainslie residents together (feels a bit segregated. Even between E Block and B Block). Don't know what's happening. Collaborations between residents!

If Ainslie and Gorman Arts Centres could provide more occasions for social encounters and collaboration, what do you think they should be? Please select all that apply. (n = 18)

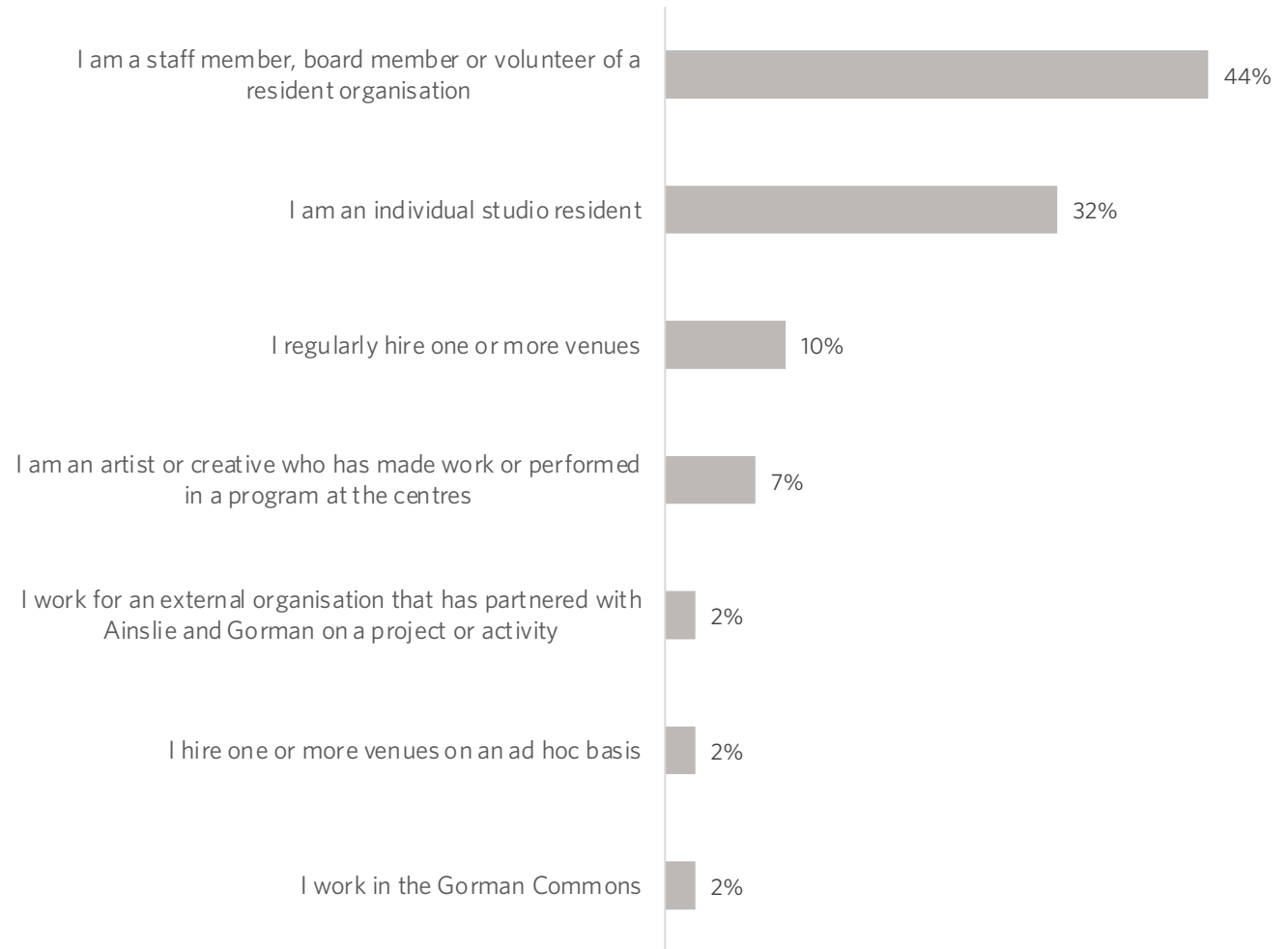


# Resident and user survey



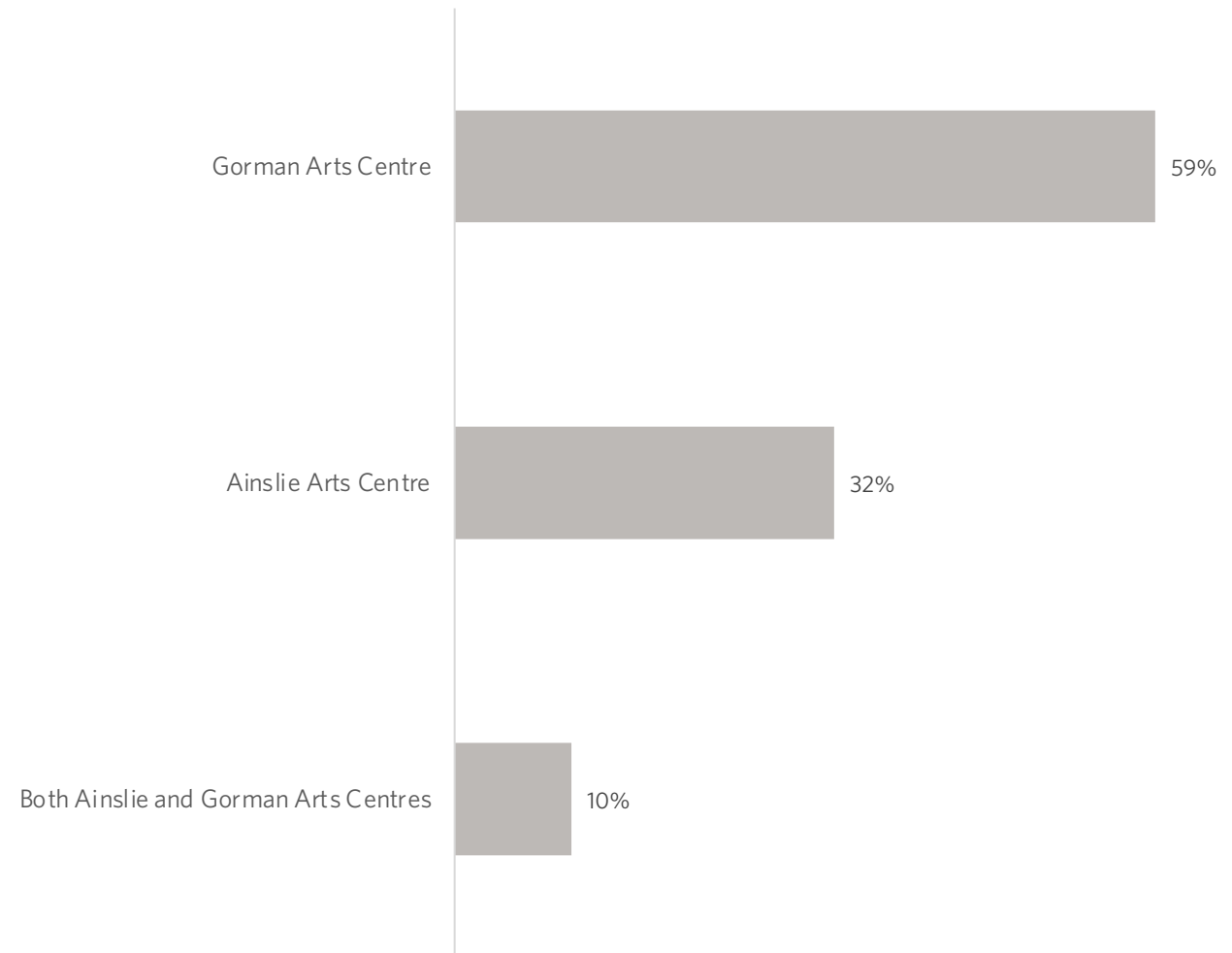
## Question 1

Which one of the following best describes your main relationship with Ainslie and Gorman Arts Centres? (n = 41)



## Question 2

Are you based mainly at Ainslie Arts Centre or Gorman Arts Centre, or do you make equal use of both centres? (n = 41)

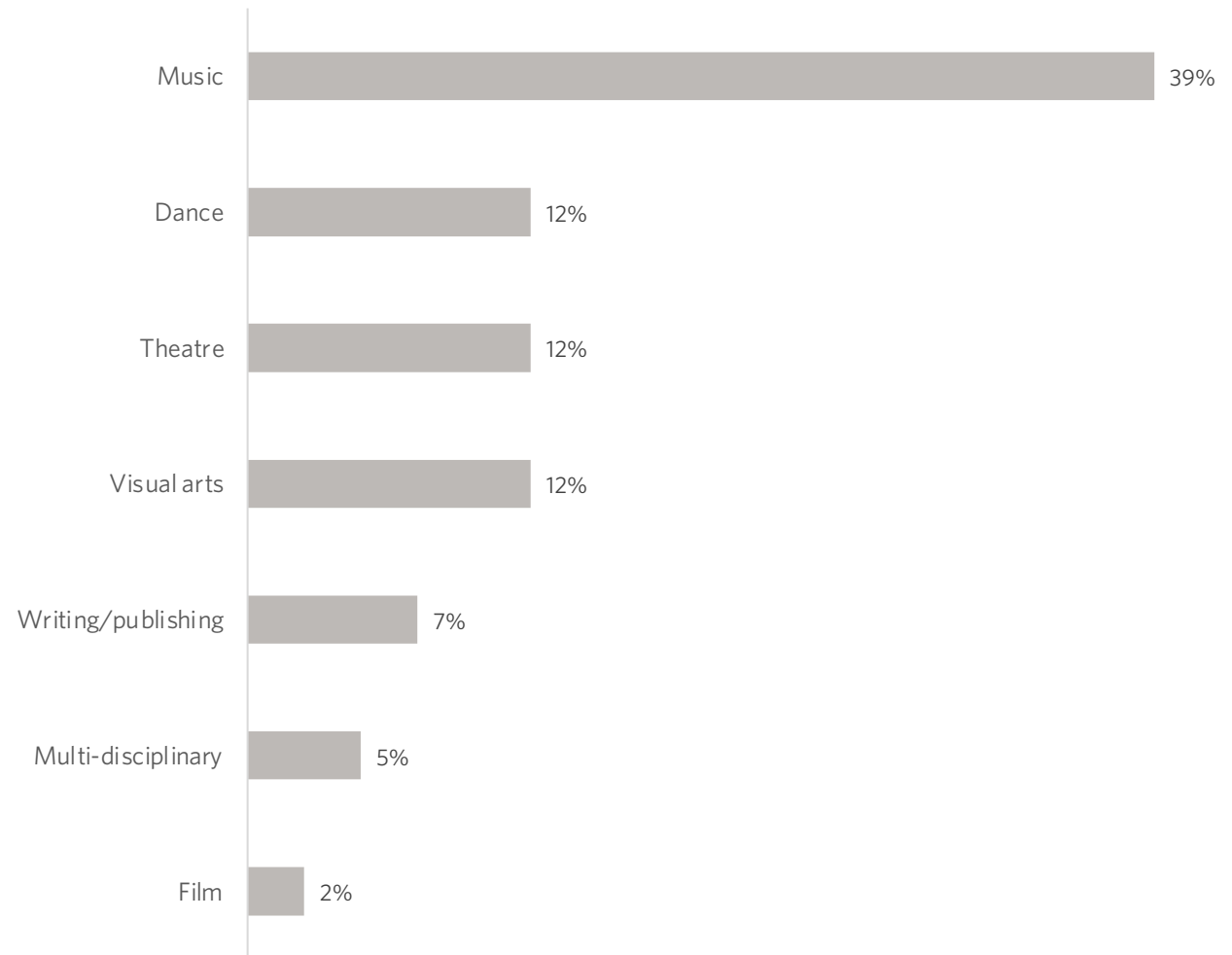


## Question 3

What is the focus of your primary arts and cultural activity? (n = 41)

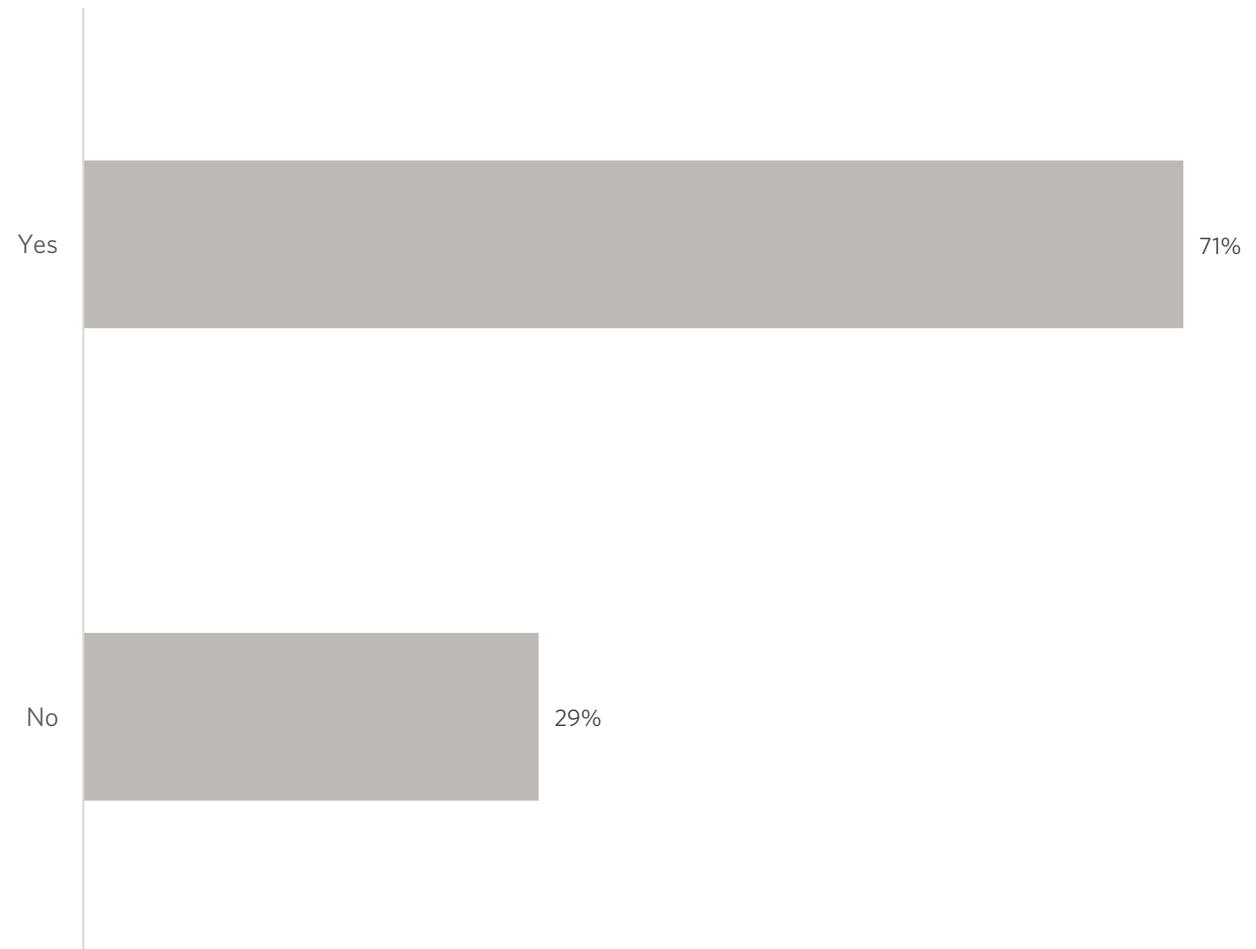
Other responses include:

- folk arts
- bowed string instruments of the violin family
- Indigenous cultural artist that incorporates dance and theatre



## Question 4

Do you run public-facing programs or activities at Ainslie and Gorman Arts Centres, or host visitors at the arts centres? (n = 41)



## Question 5

How well would you say the needs of your visitors are currently met by the facilities and services available at the arts centres? (n = 26)





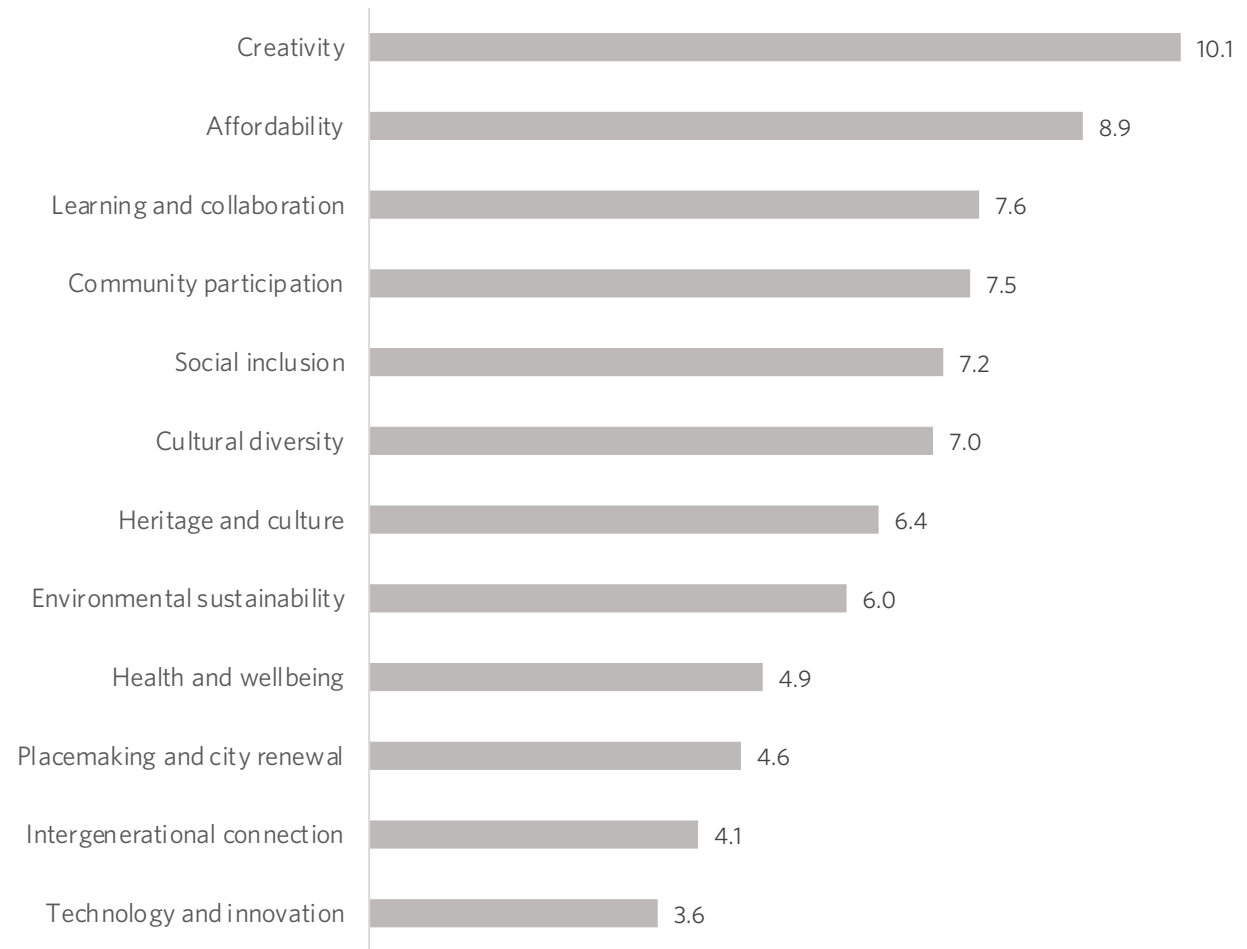
## Question 7

When you think of Ainslie and Gorman Arts Centres as places, do you think of them as: (n = 38)



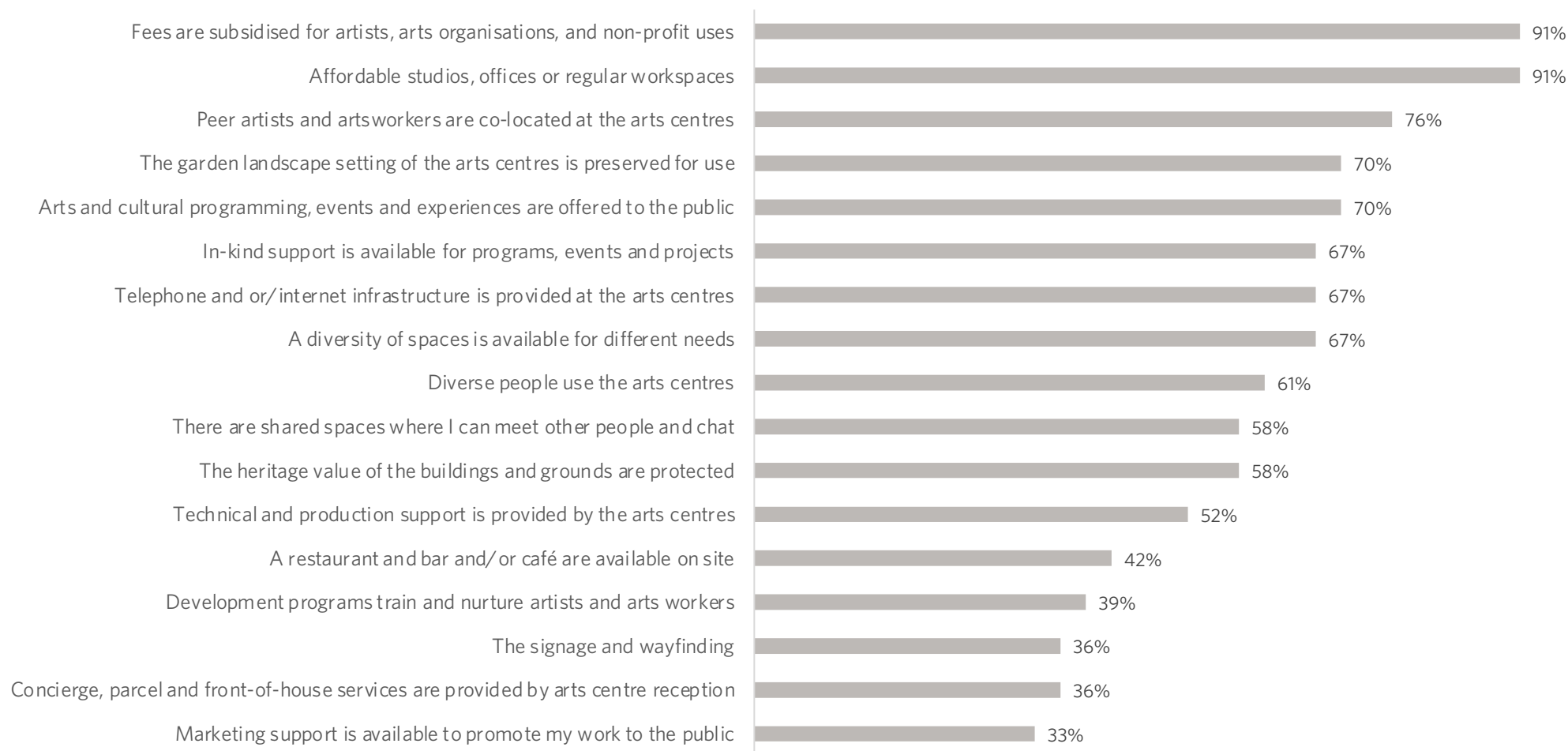
## Question 9

What are the values you would like to see Ainslie and Gorman Arts Centres prioritise? Please rank them from most important to least important. You can drag and drop to rank. Please rank every option. The higher the score, the more important the item. (n = 33)



## Question 10

How important is it to you that the following features and benefits are provided at Ainslie and Gorman Arts Centres? Please tick all that apply. (n = 27)

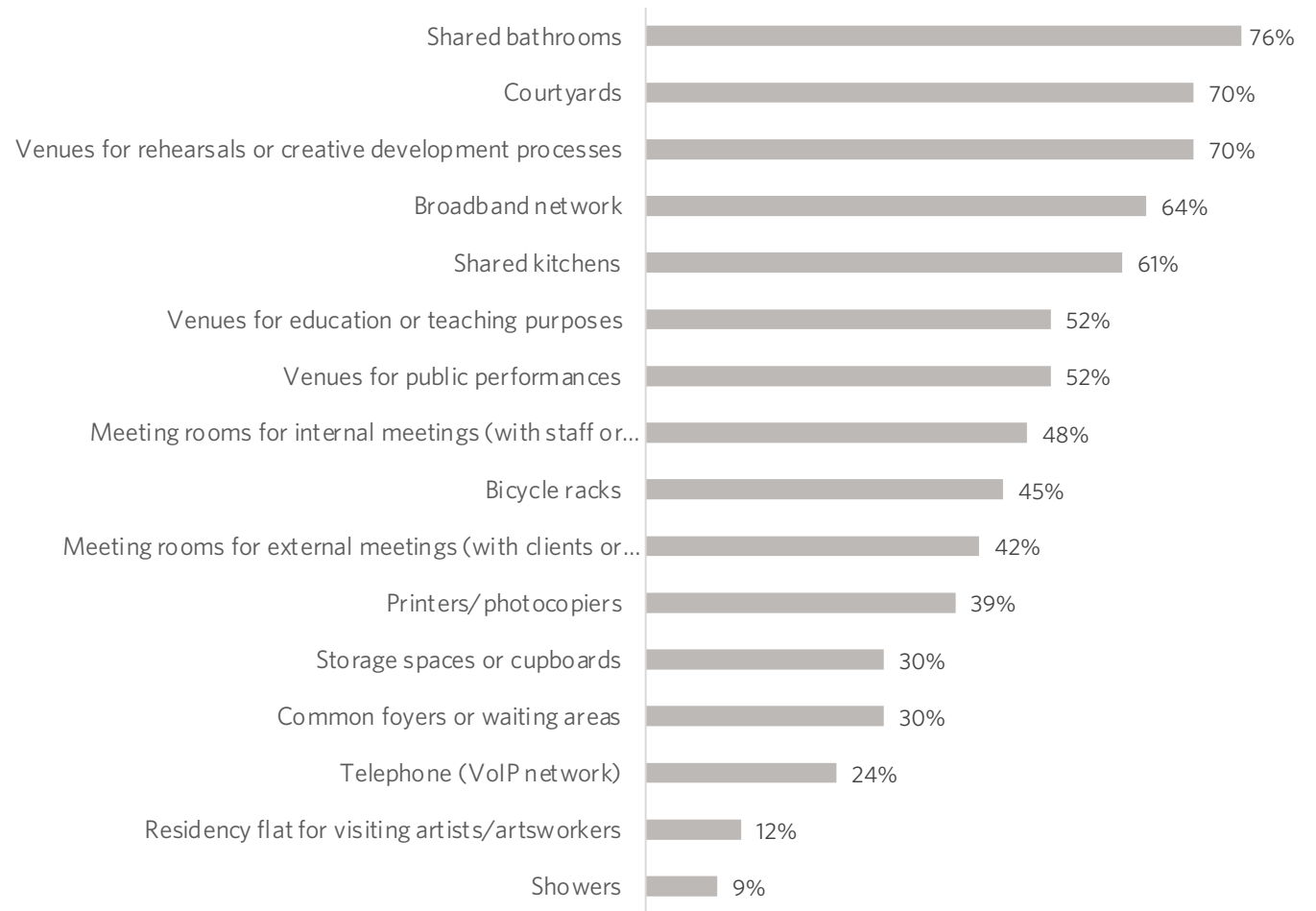


Other responses include: building management services on site to manage issues as they arise, Room for board meetings with conference/Zoom facilities that work, Shower facilities for commuter cyclists.



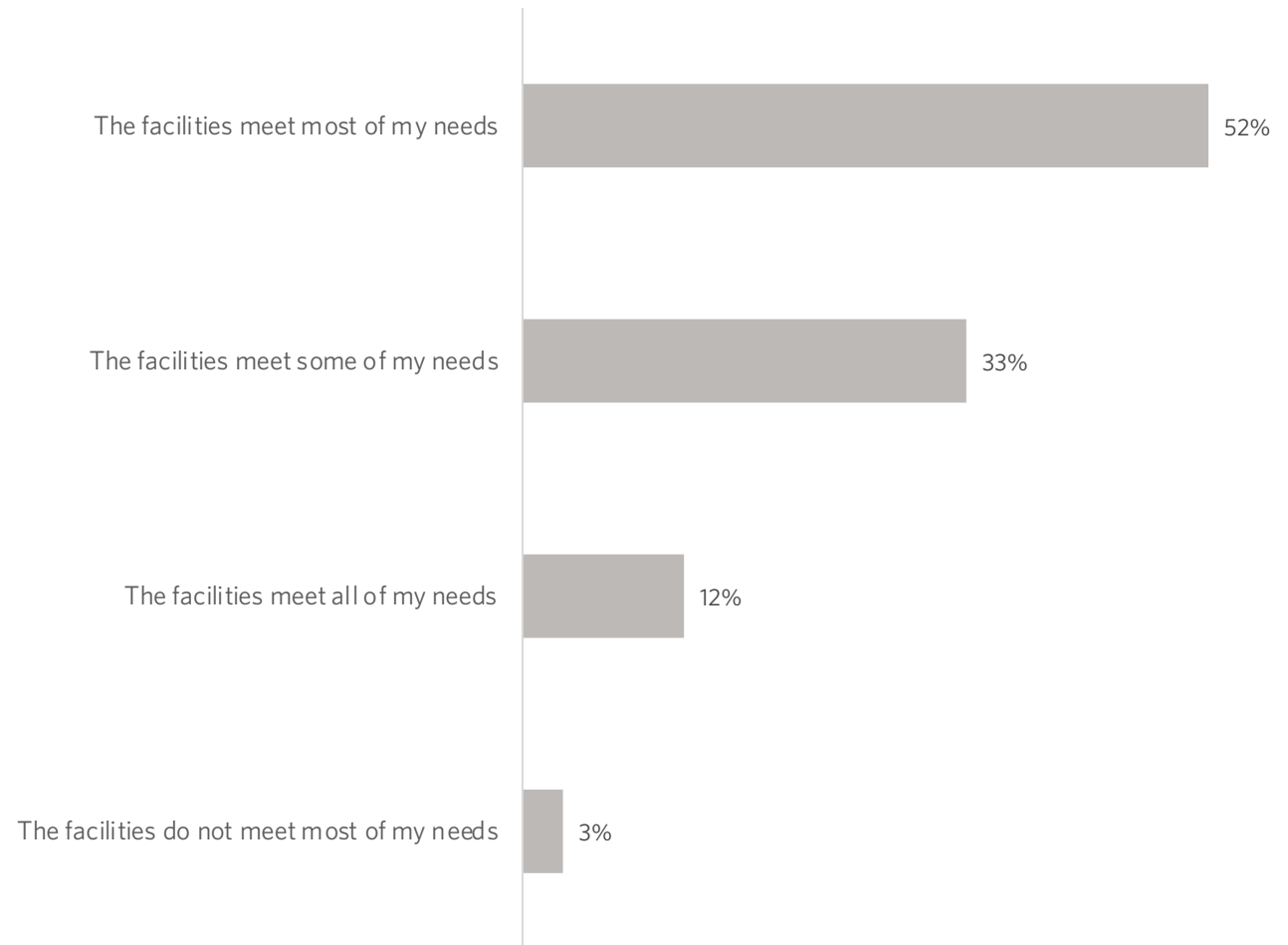
## Question 11

What facilities do you use at Ainslie and Gorman Arts Centres, other than your own office, studio, or sub-licensed venue if you have one? Select all that are relevant. (n = 33)



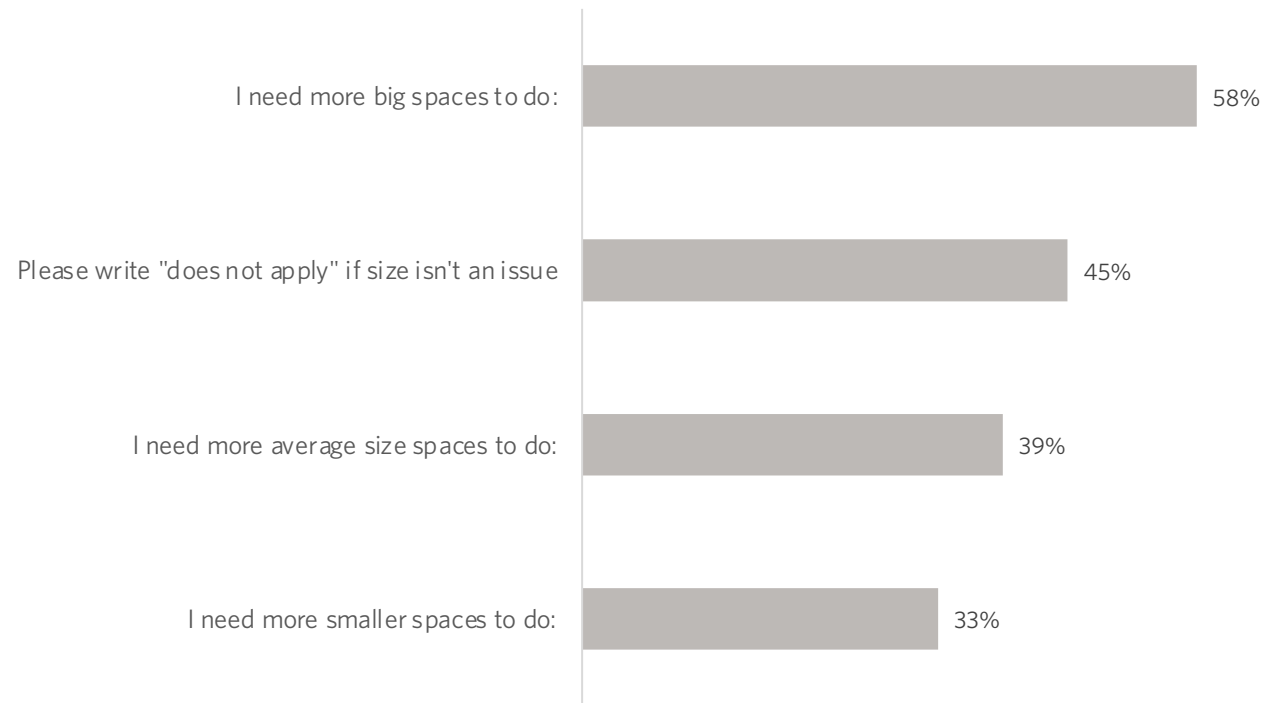
## Question 12

Overall, how well would you say the facilities you use at Ainslie and Gorman Arts Centres currently meet your needs? (n = 33)



## Question 16

To what extent do the size of the spaces at Ainslie and Gorman Arts Centres meet your needs in terms of space? (n = 33)



- Respondents who said they needed bigger spaces mostly mentioned needing space for music performances, rehearsals, workshops, and spaces for social gatherings.
- Respondents who said they needed more average sized spaces mentioned needing space for group lessons, informal performances, rehearsals and training.
- Respondents who said they needed more smaller spaces mentioned needing space for individual lessons and meetings.

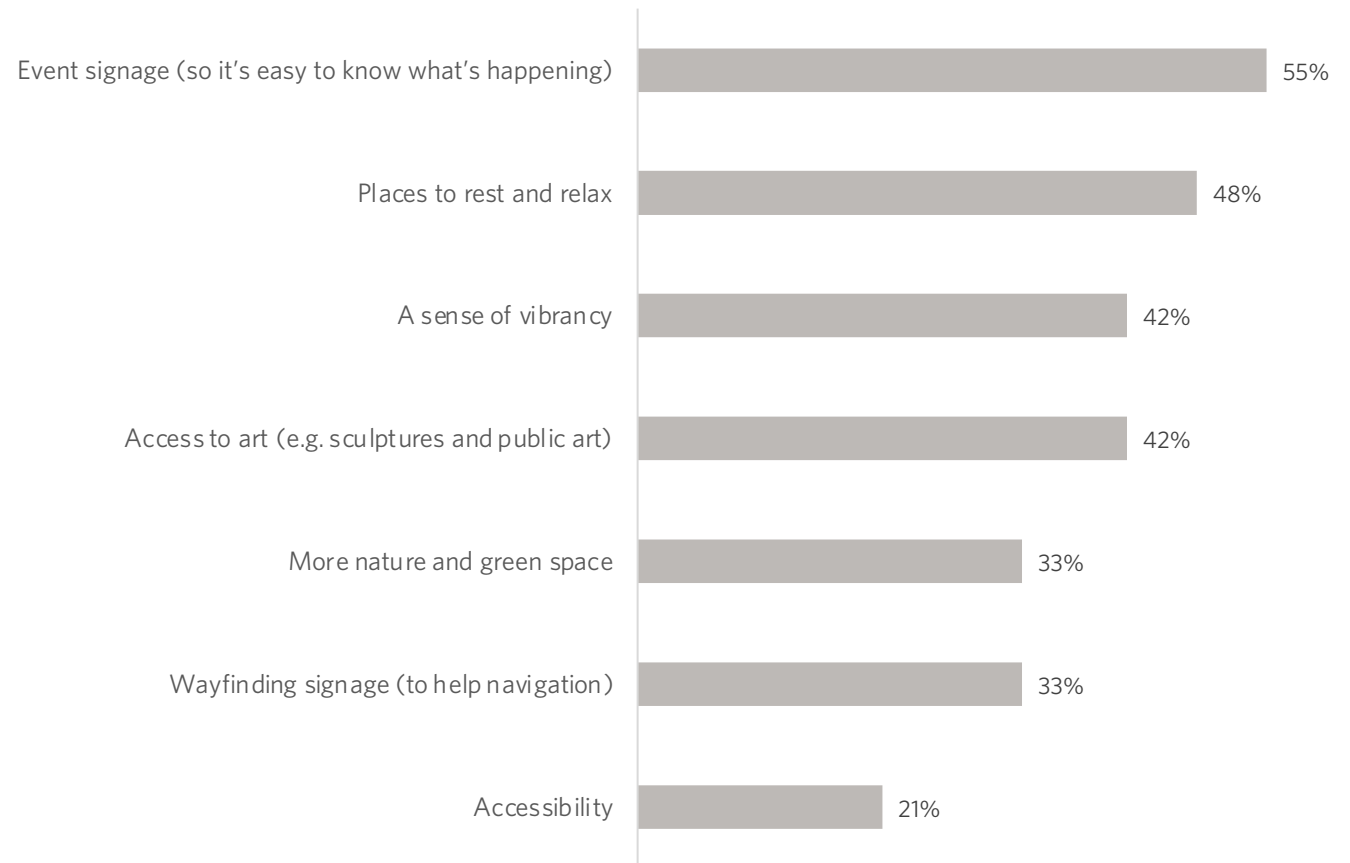


## Question 19

What could be improved about the outdoor space at Ainslie and Gorman Arts Centres? Please select all that apply. (n = 33)

Other responses include

- more outdoor furniture
- more seating options
- “nuclei” sites to encourage socialising
- public notice board for all events onsite and in Canberra
- tables and chairs for meeting informally
- car park



## Question 20

How could we improve the accessibility of Ainslie and Gorman Arts Centres?  
Please select all that apply. (n = 33)

Other responses include:

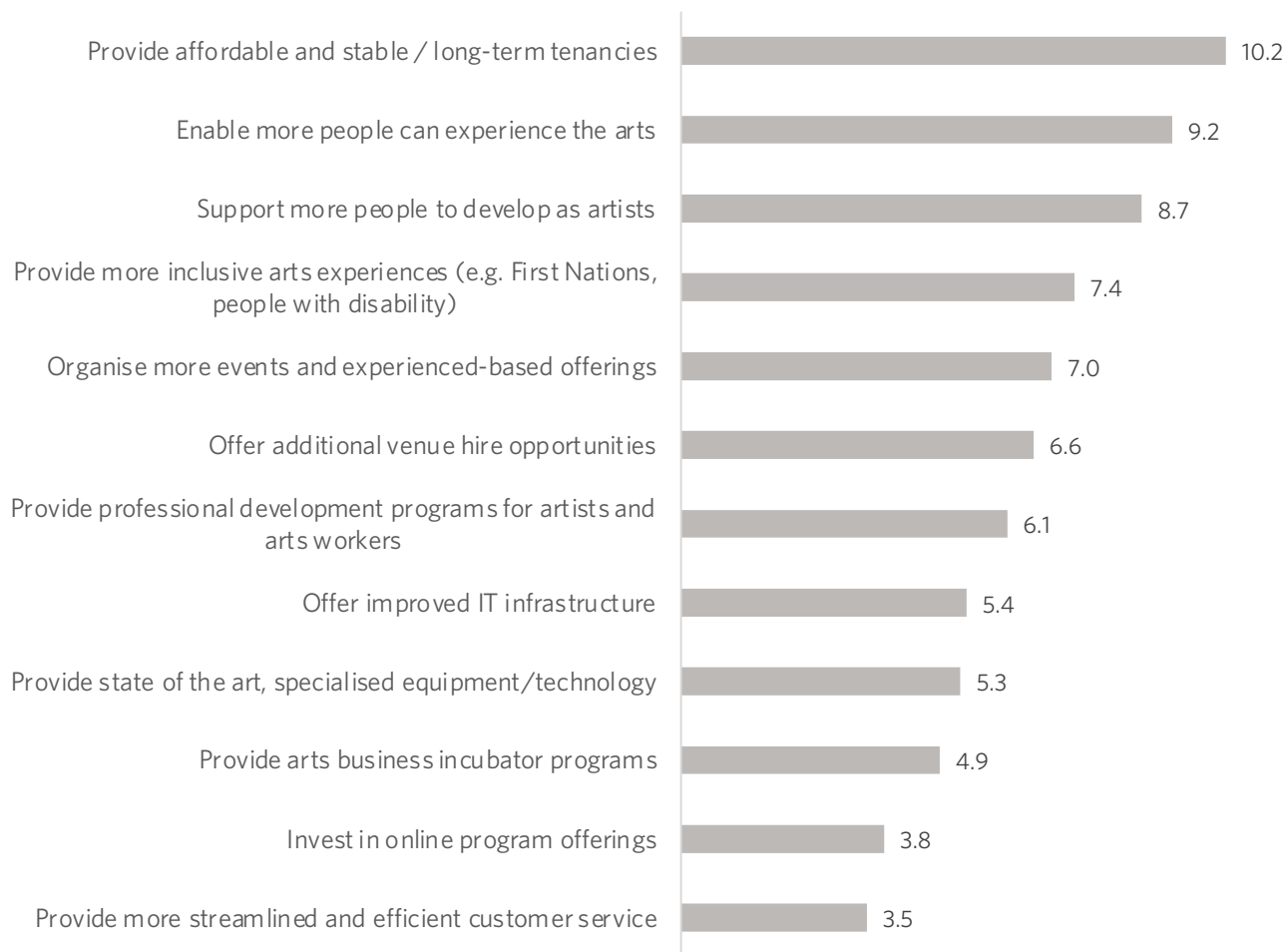
- entrances to E and B blocks to be redesigned
- free parking for artists at both sites - permit system
- more options for workspaces that suit specific needs
- Please don't destroy the beautiful, aged pathways that already exist. But a few additions – e.g. ramps or rails – may improve accessibility
- inaccessible for wheelchairs





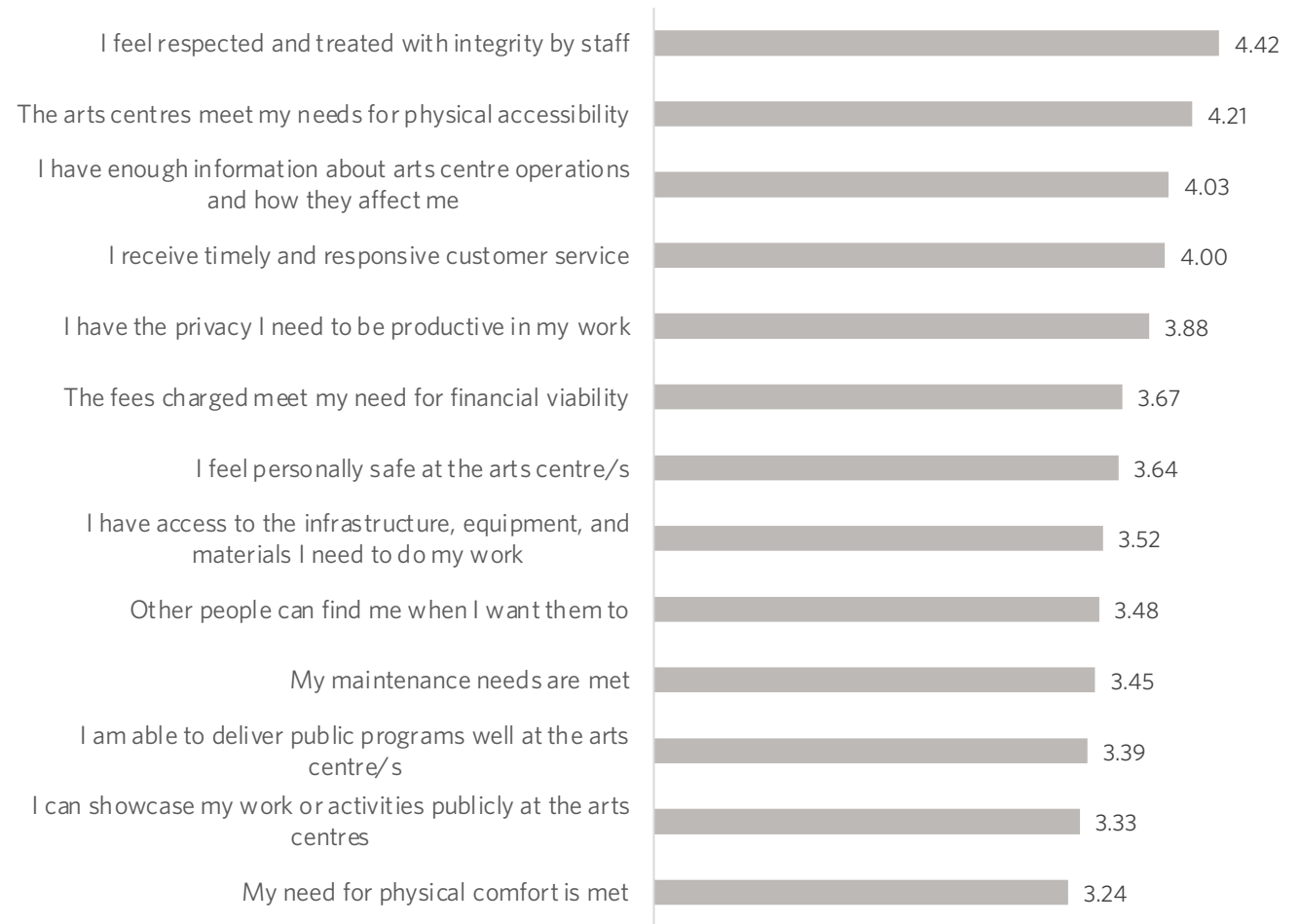
## Question 21

What could Ainslie and Gorman Arts Centres do to better meet your needs and the needs of others in your sector? The higher the score, the more important the item. (n = 33)



## Question 23

How well would you say the following needs are met for you at the arts centres?  
(n = 33). 5 being the highest and 1 being the lowest.

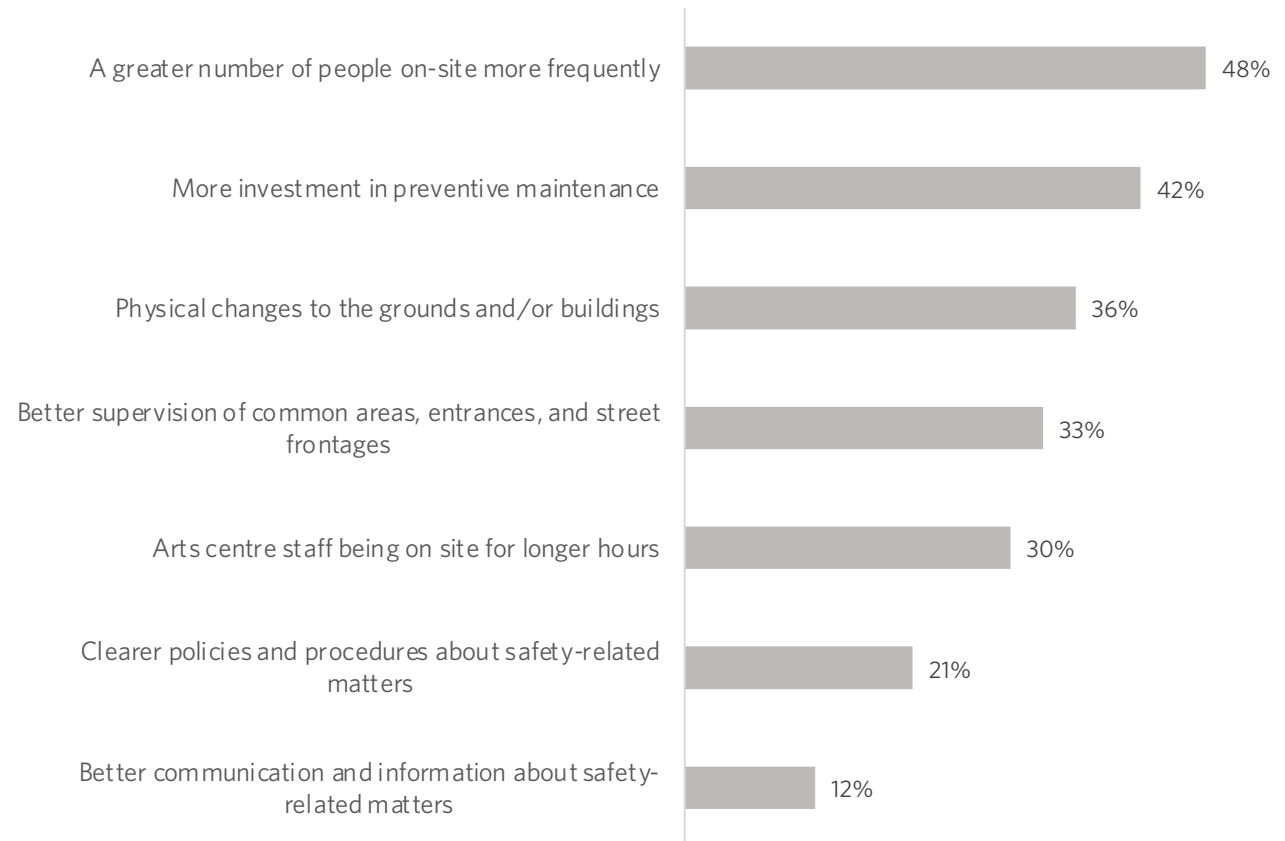


## Question 24

What, if anything, do you think could be done to make the arts centres safer? (n = 33)

Other responses include:

- night and weekends are more of concern than regular hours
- lighting is critical
- personal alarm system
- a visual presence
- door design and keying arrangements
- moving from keyed locks to electronic locks
- better security for downstairs studios



## Question 25

If Ainslie and Gorman Arts Centres could provide more occasions for social encounters and collaboration, what would you like them to be? (n = 33)

Other responses include:

- performance spaces
- facilitation of 'mentorship/menteeship/professional encouragement' relationships, as well as the benefits that come from a central/social lunch area for interaction
- there are times when the centre isn't safe because of people being there last at night

