

Birth and Death of Stars 2020

arTour & Human Symphony (MZAZA)

160

RESPONDENTS

21

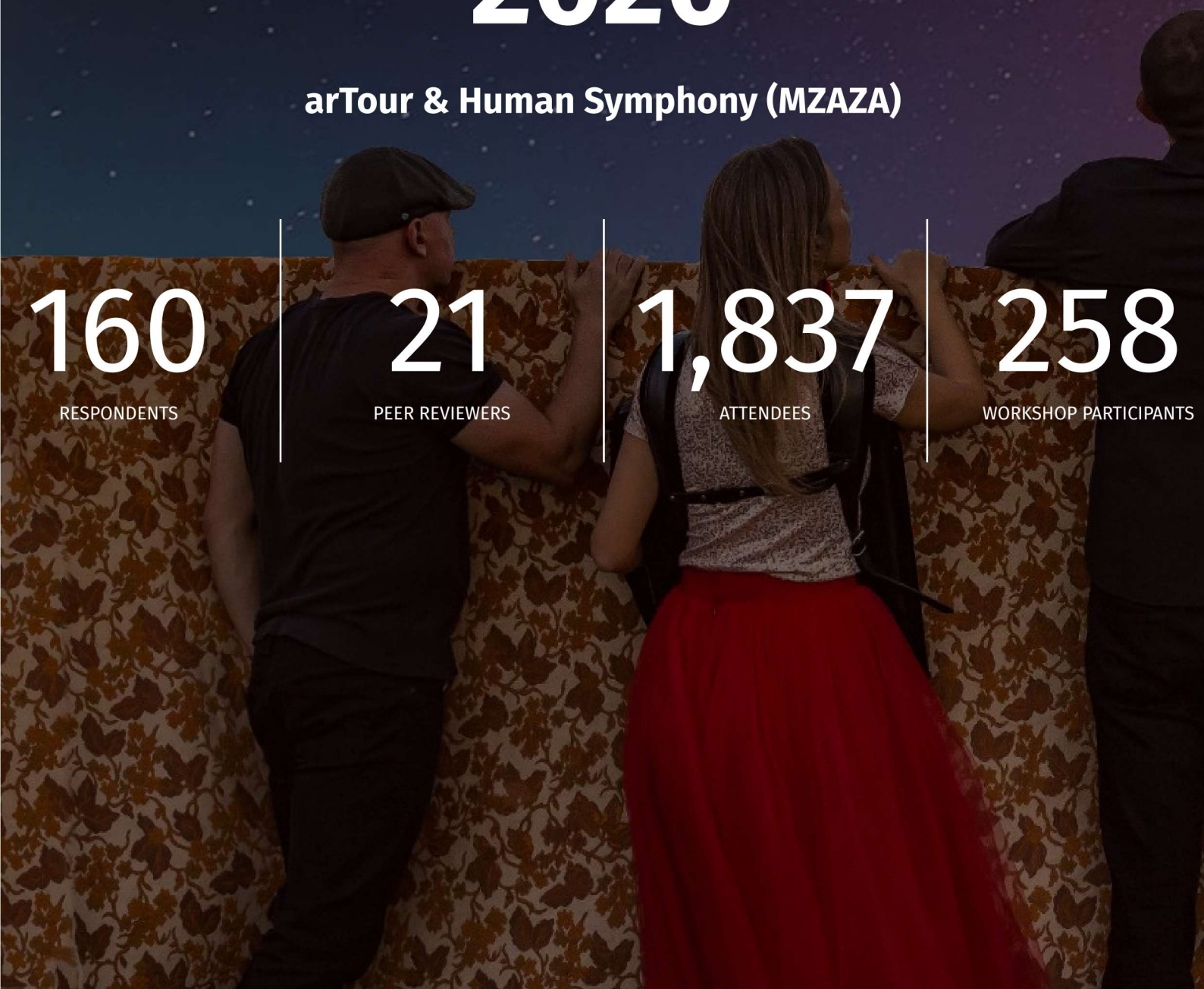
PEER REVIEWERS

1,837

ATTENDEES

258

WORKSHOP PARTICIPANTS





▲ Human Symphony (MZAZA) — Photo: Garen Krumins

01

Evaluating The Birth and Death of Stars Tour 2020

Culture Counts was used by arTour to survey the The Birth and Death of Stars Tour 2020 which toured Queensland in October and November.

Over 1,837 people attended the performances and approximately 258 participants attended workshops (under COVID-19 social distancing restrictions) as part of the tour in Biloela, Bundaberg, Charters Towers, Emerald, Gladstone, Gold Coast, Gympie, Hughenden, Logan, Longreach, Mackay, Maryborough, Mount Tambourine, Nambour, Pomona, Sunshine Coast, Toowoomba and Yeppoon.

160 members of the public were surveyed to find out what they thought.

Surveys contained 5 'dimension' questions, asking the public and industry peers about their experience. These quality dimensions have been developed with the sector to measure the impact and value of culture and arts.

Public / Self / Peer Assessment

Distinctiveness

It was different from things I've experienced before

Captivation

It held my interest and attention

Connection

It helped me to feel connected to people in the community

Cultural Contribution

It provides an important addition to the cultural life of the area

Enthusiasm

I would come to something like this again



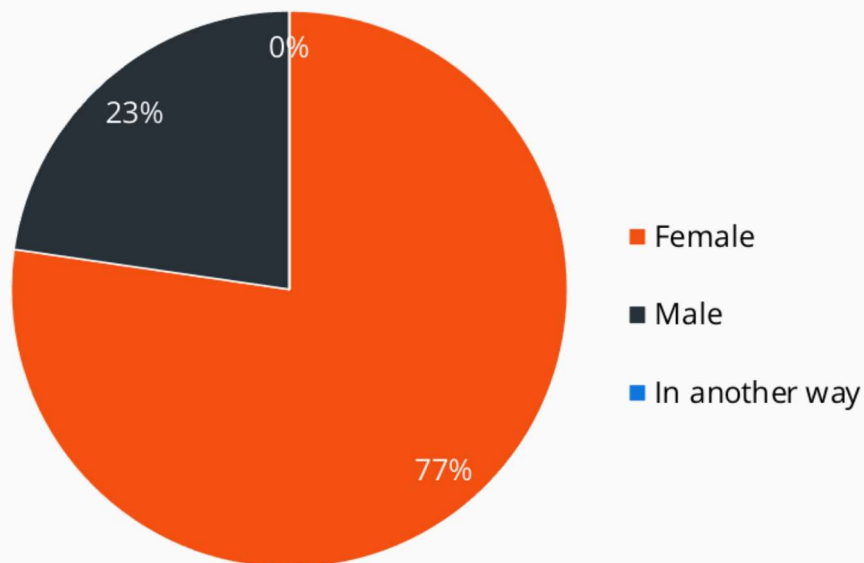
▲ Human Symphony (MZAZA) — Photo: Garen Kruminis

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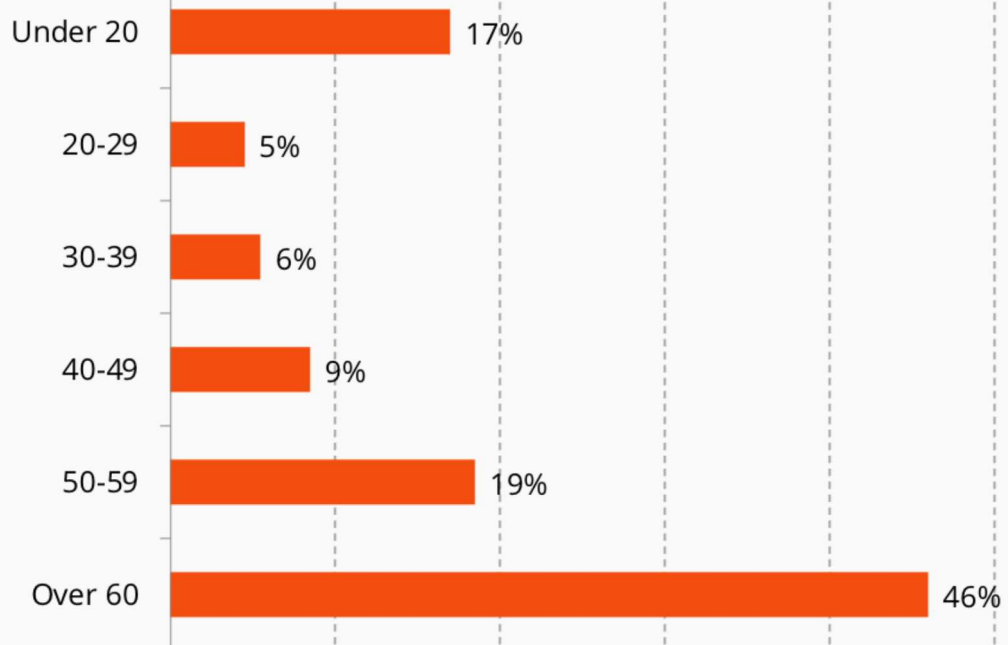
Who completed the survey?

Survey respondents were asked to provide demographic information during the survey. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics. The charts show the proportion of survey responses captured for each demographic segment.

How would you describe your gender?



What is your age?





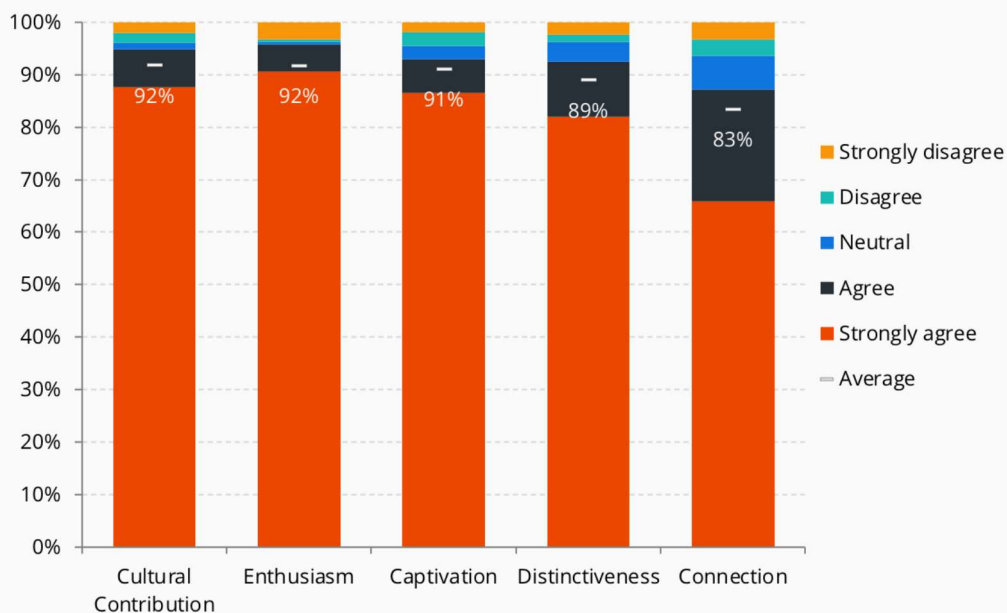
▲ Human Symphony (MZAZA) — Photo: Dean Appleton & Maria Eliza Day

03

What did the public think of The Birth and Death of Stars Tour 2020?

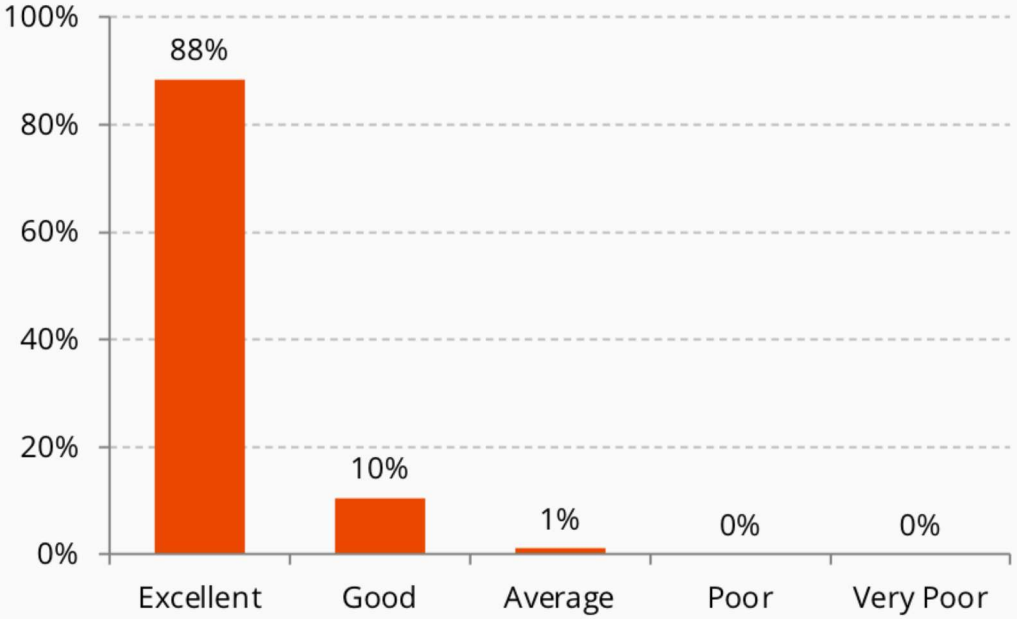
Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statement using a likert scale. The chart contains data for all public responses, showing the average score and the percentage of people that agreed or disagreed with each of the statements.

Dimensions



In addition to the core dimension questions, arTour chose to include several custom questions in their surveys. One question used commonly was: How would you rate the event overall? The chart below illustrates the overall rating for the tour evaluated.

Overall rating





▲ Human Symphony (MZAZA) — Photo: Dean Appleton & Maria Eliza Day

04

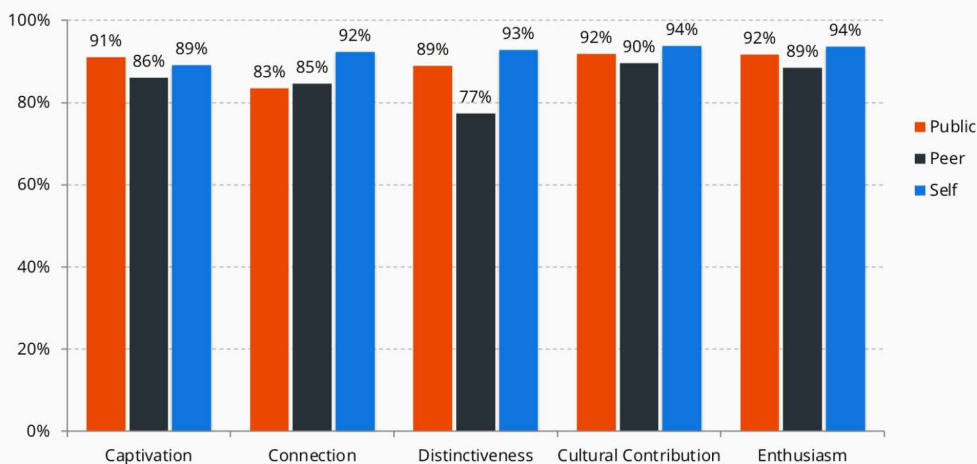
How did the Self, Peer and Public experience align?

The Culture Counts platform has a three-pronged evaluation process - with participation from self, peer and public assessors. Average scores from each group can be compared to see whether the public and peers understood the creative intentions of the artists or curators.

This chart compares the scores given by self assessors, peer assessors and the public after attending the performance.

Peer experience is determined by responses from venues managers/local presenters who presented the event, and public experience is determined by responses from audiences who attended the event. Self-assessment is determined by members of the Touring Company and the Tour Producer responsible for the tour.

Self Peer Public





▲ Human Symphony (MZAZA) — Photo: Dean Appleton & Maria Eliza Day

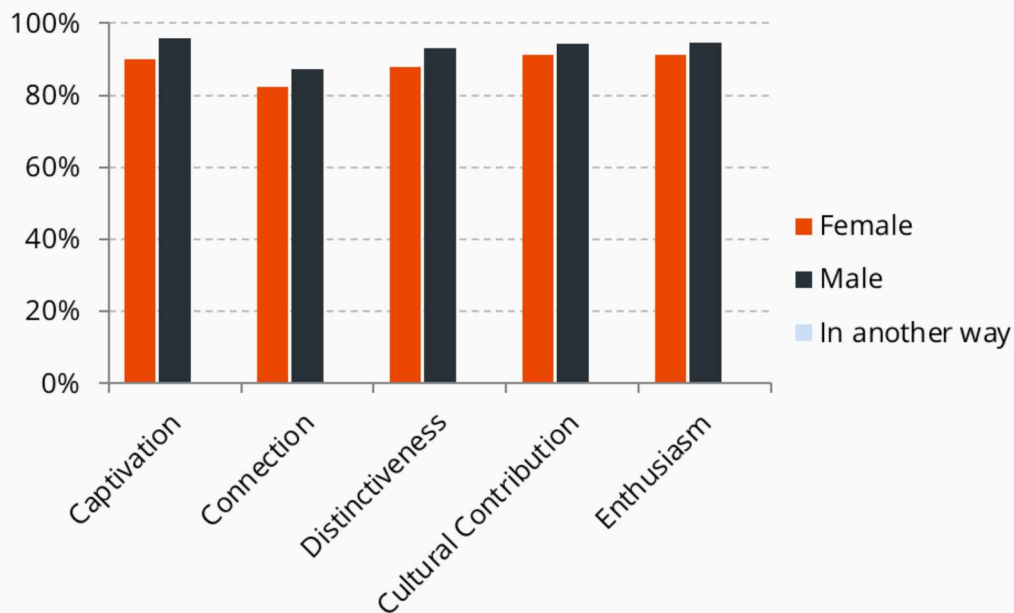
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Does gender influence public scores?

Every respondent was asked to provide their age, gender and postcode at the start of the survey. This enables scores to be filtered to understand differences in demographics.

This chart shows average scores for each of the dimensions based on gender.

Dimensions by Gender





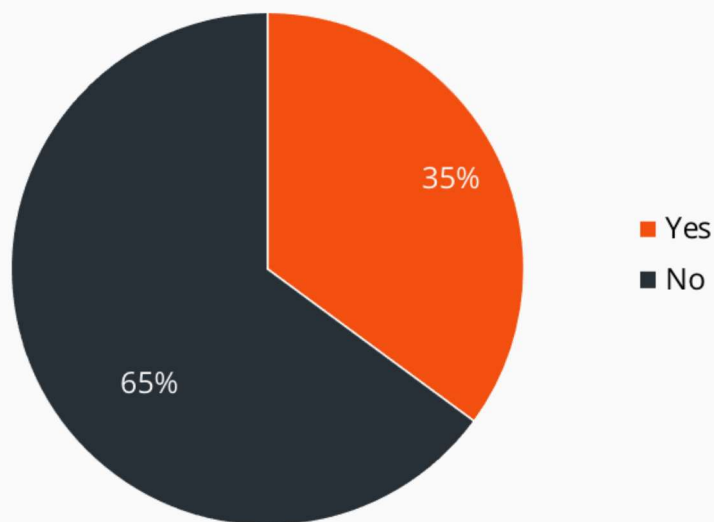
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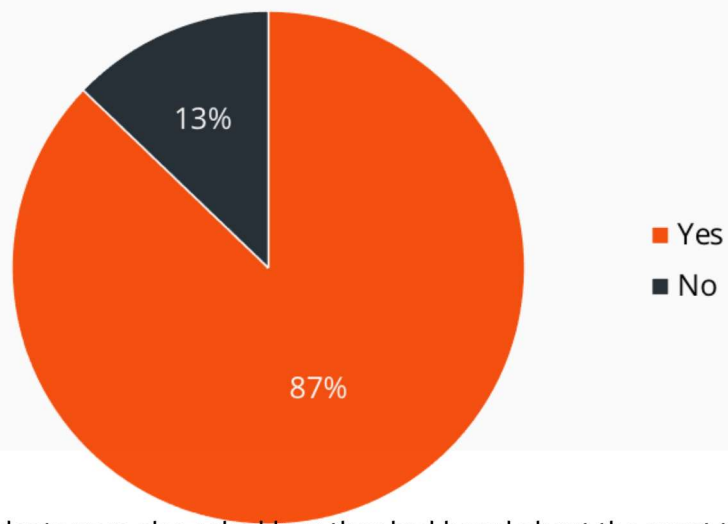
Reaching Audiences

Respondents were asked about their previous experience with the artform and touring company, with a choice of yes or no.

Is this the first time you have attended a world music performance?

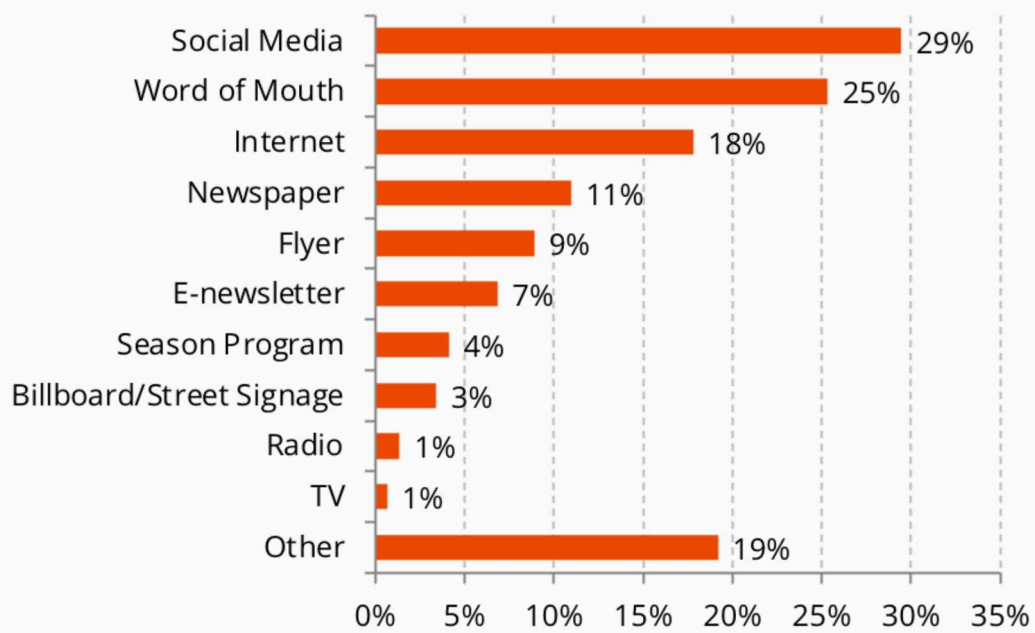


Is this the first time you have seen a show by Human Symphony (MZAZA)?



Respondents were also asked how they had heard about the event they attended, with a choice of multiple marketing methods. The chart shows the most commonly chosen marketing methods.

How did you hear about the performance?





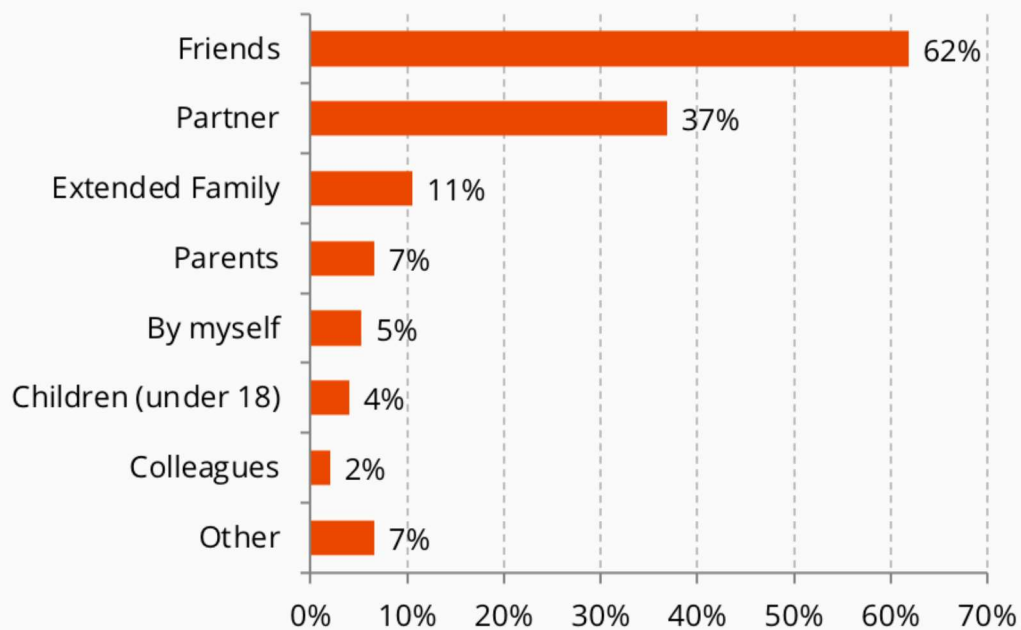
▲ Human Symphony (MZA ZA) — Photo: Dean Appleton & Maria Eliza Day

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Who audiences attended with

Respondents were asked who they attended the event with and about their reasons for attending, with an open ended question.

Who did you attend the performance with?





▲ Human Symphony (MZAZA) — Photo: Dean Appleton & Maria Eliza Day

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Additional feedback

Respondents were asked if they would like to provide any further feedback about the event with an open ended question and below is a selection of responses.

Audience feedback

“The performance was magical and intimate. Full of energy and passion. The music is complex and exciting. I love to see what MZAZA comes up with next and hear the stories behind the compositions.” Sunshine Coast Audience Member

“Loved the talented violinist and the voice of the lead singer. My favourite portion was the cats taking over the world!” Yeppoon Audience Member

“Couldn't keep me hips still!” Gympie Audience Member

Participant feedback

“The music is very different and fun to play! We need more of these inspiring workshops. Repeat, continually repeat.” Mackay Participant

“Workshop was absolutely amazing because it helps young people to share thoughts and different experiences, they have had.” Pomona Participant

“Love to have the chance to work with MZAZA again. The highlight was playing a song on stage with the band. Thank you!” Toowoomba Participant

"It was a free way to try something different, and we are always looking for violin-related opportunities for our daughter." Bundaberg participant

A stage performance featuring a central female singer in a long, tiered, light-colored dress with a fringed collar, singing into a microphone. To her left, a man plays an acoustic guitar, and further left, another man plays an accordion. To her right, a woman sits on the floor, playing a stringed instrument. The stage is lit with several spotlights from above, creating a dramatic atmosphere. The background is dark, and the text 'CHAPTER II' and 'Connection' is projected onto the wall behind the performers.

CHAPTER II

Connection

09

Presenter feedback

Venue Managers/local presenters were asked if they would like to provide feedback about their experience presenting the event with an open ended question and below is a selection of responses.

"After a difficult year with COVID, audiences have been reluctant to return to venue, have gotten used to other more home based or outside activities. Great performance to attract and rebuild connection with community and to continue to do so for future events." Scenic Rim Council

"The MZAZA show sold out for the town of Yeppoon. All who attended had such a wonderful time. Proving that Livingstone Shire Council has an amazing and diverse Arts and Culture program. The audience would appreciate having the team back again for another performance next year." Livingstone Shire Council

"Hugely enjoyed by enthusiastic audience, stimulated interest in different music genre, inspiration for local music teachers & visual artist." World Theatre, Charters Towers

"Cultural connections within the Toowoomba region. Social participation from people within the Yazidi community to support their settlement journey." Empire Theatres, Toowoomba

"Our goal was to bring people back to the venue, chiefly our elderly Morning Melodies Patrons. I was a little hesitant that they would enjoy this type of performance... they LOVED it! Suffice to

say i am VERY confident of return audiences.”
Gladstone Entertainment Centre

“Limited presentations of this kind of show in this region makes for a very unique experience and to see, hear and learn about different music genres, provides an opportunity to cater for the music community without them having to leave the area.” Banana Shire Council

“A different live music offering that speaks to a global/world audience and somewhat different to the commercially/popular genres currently in rotation.” HOTA, Gold Coast



arTour is supported by the Queensland Government through Arts Queensland.

Report prepared for
arTour respectfully acknowledges the Traditional Owners and Custodians of
the lands, waters and seas on which we work and live paying respects to
Elders, past, present ar

