

APRA AMCOS Live Music Office Stakeholder Survey

executive summary

introduction

In August 2018, APRA AMCOS Live Music Office conducted their first stakeholder survey with Voice Project. The survey provided stakeholders with the opportunity to give feedback on the quality of work practices and services provided by the Live Music Office. The tailored stakeholder survey measures the outcomes of passion (stakeholder engagement), organisation progress and impact. Research shows that more positive results on passion and progress measures are associated with tangible outcomes such as stakeholder satisfaction and retention.

This report summarises the key findings from the survey data and provide recommendations about actions that can be taken to maximise stakeholder engagement, progress and impact. This report also offers additional insight into stakeholder perceptions by comparing against other stakeholders whom have completed a similar service quality survey for their respective organisation. More detailed information is available in the 'overall' survey report.

key findings

The APRA AMCOS Live Music Office Stakeholder Survey achieved a strong participation rate, with 62% of invitees completing the survey. This means the results are a reliable indication of the attitudes and beliefs of the wider stakeholder group (accurate within plus or minus 5.1%).

passion

The results indicate that the Live Music Office has a high level of stakeholder engagement (86%). Stakeholders support the work done by Live Music Office (89%), feel comfortable recommending it to other people (84%), and intend to continue using its services (88%).

passion
86%

progress

Progress measures stakeholder perceptions on organisational performance. The majority of stakeholders see the organisation as successful (82%) and report it having a good reputation (81%). However, the overall result is moderated by fewer stakeholders expressing confidence that the Live Music Office has a positive future (73%). This result was below what is typically seen for this question (-11%).

progress
79%

impact

The majority of stakeholders feel that the Live Music Office is effective at promoting the interests of the live music scene (Impact, 80%). Stakeholders report that the office successfully reduces barriers for live music (85%) and advocates on behalf of live music scene (85%). While relatively fewer stakeholders felt in a position to report on whether the Live Music Office had increased the number of live music venues, of those who answered this question, 71% endorsed this outcome.

impact
80%

service

Stakeholders report staff capability (83%) service quality (84%) service orientation (81%) as strengths of the Live Music Office. Perceptions on the willingness of staff to “go the extra mile” was particularly strong, outperforming the benchmark by 25%. The lowest score for a question on Service, was on the ‘people skills’ of staff (76%). While this result was comparable to the all industry benchmark (+3%), stakeholder views on this capability had a strong impact on their views on the performance of the Live Music Office overall (Passion, Progress & Impact).

interconnection

Survey items on Interconnection reviewed stakeholder experiences with the responsiveness of staff to enquires, the usefulness of communication and feedback, and the level of consultation with Industry. Stakeholders report that the Live Music Office is responsive to stakeholders (91%, +19% above benchmark) and most found its communication (78%, +13%) and consultation (82%) effective. While scores on these capabilities were generally strong, communication and consultation were influential in stakeholder views about on the performance of the Live Music Office overall.

offering

Most stakeholders were aware that the Live Music Office provided services to ‘support the development of planning, licensing and regulatory policies and practices’ to for both venues (72%) and government (75%). Stakeholders were supportive of the Live Music Office offering these services (91%) and felt the offering would be useful to their organisation (89%). Of those stakeholders in a position to answer, 72% reported that their organisation was intending to use these services in the next two years.

Relatively fewer stakeholders were aware the Live Music Office provided services and support to develop ‘audience, market and cultural development strategies’ (52%). Stakeholders were overall supportive of the Live Music Office offering these services (85%) and felt the offering would be useful to their organisation (85%). As with awareness - usage intentions were lower for these services. 63% of stakeholders, who provided an answer, reported that their organisation was intending to use this service in the next two years.

group differences

Differences in results across stakeholder groups and demographic categories include:

- Compared to other stakeholder groups, local and international music industry organisations appear less engaged (Passion) with and have less confidence (Progress) in Live Music Office. They reported lower satisfaction with quality of work practices and less support for the services provided by the Live Music Office.
- Stakeholders in NSW/ACT and SA/NT report higher Passion, Progress and Impact, that stakeholders from Victoria and Queensland.
- Stakeholders from regional areas appear more engaged and satisfied than stakeholders from the metropolitan regions.

recommendations

Based on your survey results, the priorities for Live Music Office to improve stakeholder satisfaction and retention appear to be to:

communication & consultation

Celebrate and maintain the communication and consultation practices that have been successful within the Live Music Office. Continue to encourage stakeholders to provide feedback on things that concern them, and ensure ongoing communication and consultation is clear, relevant and impactful for stakeholders.

staff service

Recognise and celebrate the service orientation of staff. Consider if staff would benefit from further soft skills training and development.

progress

Seek to understand the concerns raised by a subset of stakeholders around the future of the Live Music Office. Seek opportunities to elevate these concerns and express an alternative vision for the future of the Live Music Office.

[ENDS]

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