

auSDANCE.

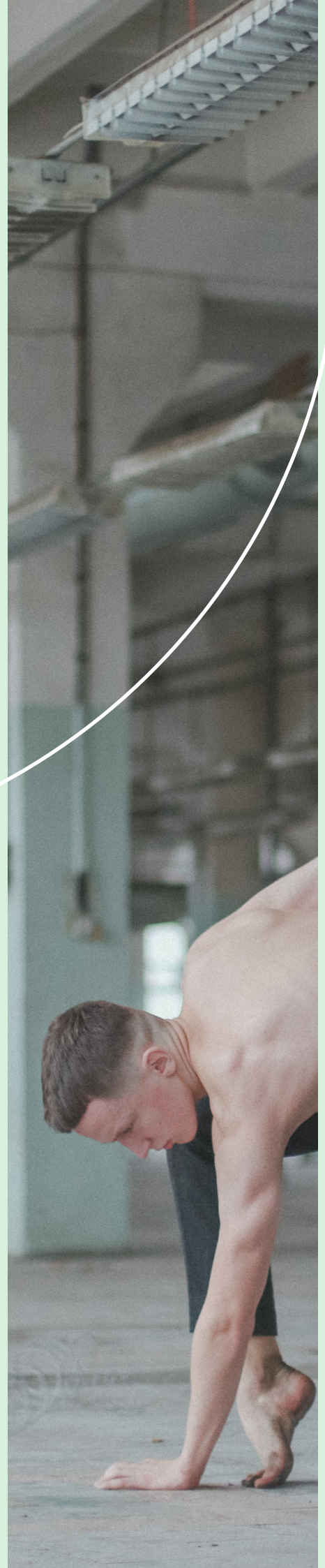
COVID-19 Impact Survey Report

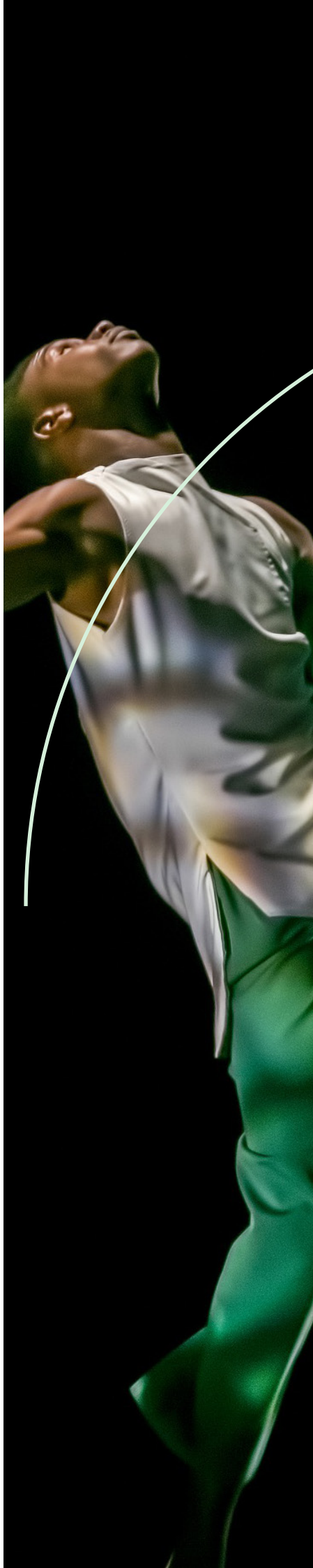


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OVERVIEW

- COVID-19 has impacted dance communities across Australia. As the pandemic unfolded in Australia in early 2020, the Ausdance network (led by Ausdance Queensland) sought to capture data about the immediate and medium-term needs of dance professionals in order to develop sector-specific responses to the impact of COVID-19.
- This short report presents top-level results pertaining to financial, practical and mental impacts of COVID-19.





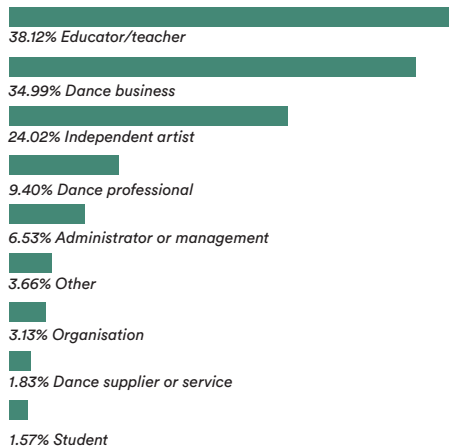
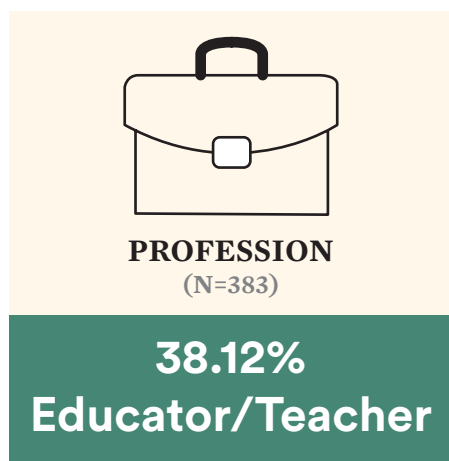
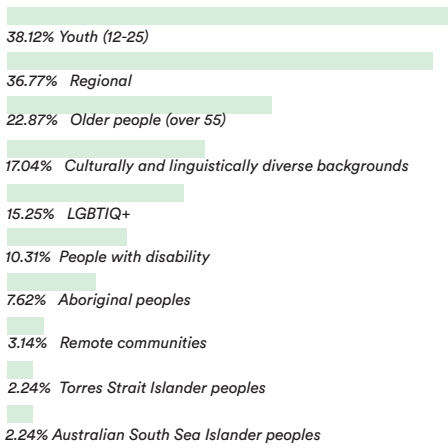
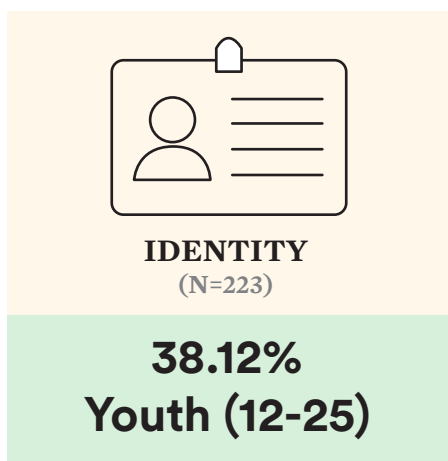
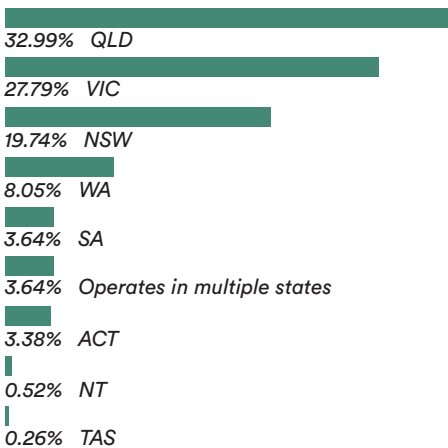
METHOD

- Ausdance Queensland designed a 34-item survey for dance professionals living in Australia (Ausdance members and non-members) that addressed:
 - Demographics and employment
 - Financial status before COVID-19
 - Financial impact of COVID-19
 - Practical impact
 - Mental impact
- The survey used a combination of open and closed answer formats for factual, opinion and hypothetical questions.
- The survey was open for responses from 20th March 2020 to 14th September 2020, with the majority of responses received between 20th March and 1st June (during and after Australia's first wave of COVID-19). The call for survey responses was communicated via the websites, social media and mailing lists of Ausdance Queensland, Ausdance National, Ausdance New South Wales and Ausdance Victoria.
- Ausdance Queensland selected 15 questions for the analysis presented in this report.

RESPONDENT PROFILE

- There are no reliable statistics available on the size and characteristics of the Australian dance sector, therefore it is not possible to determine whether the dataset is representative of the whole sector. However, it is unlikely.

385 Total respondents



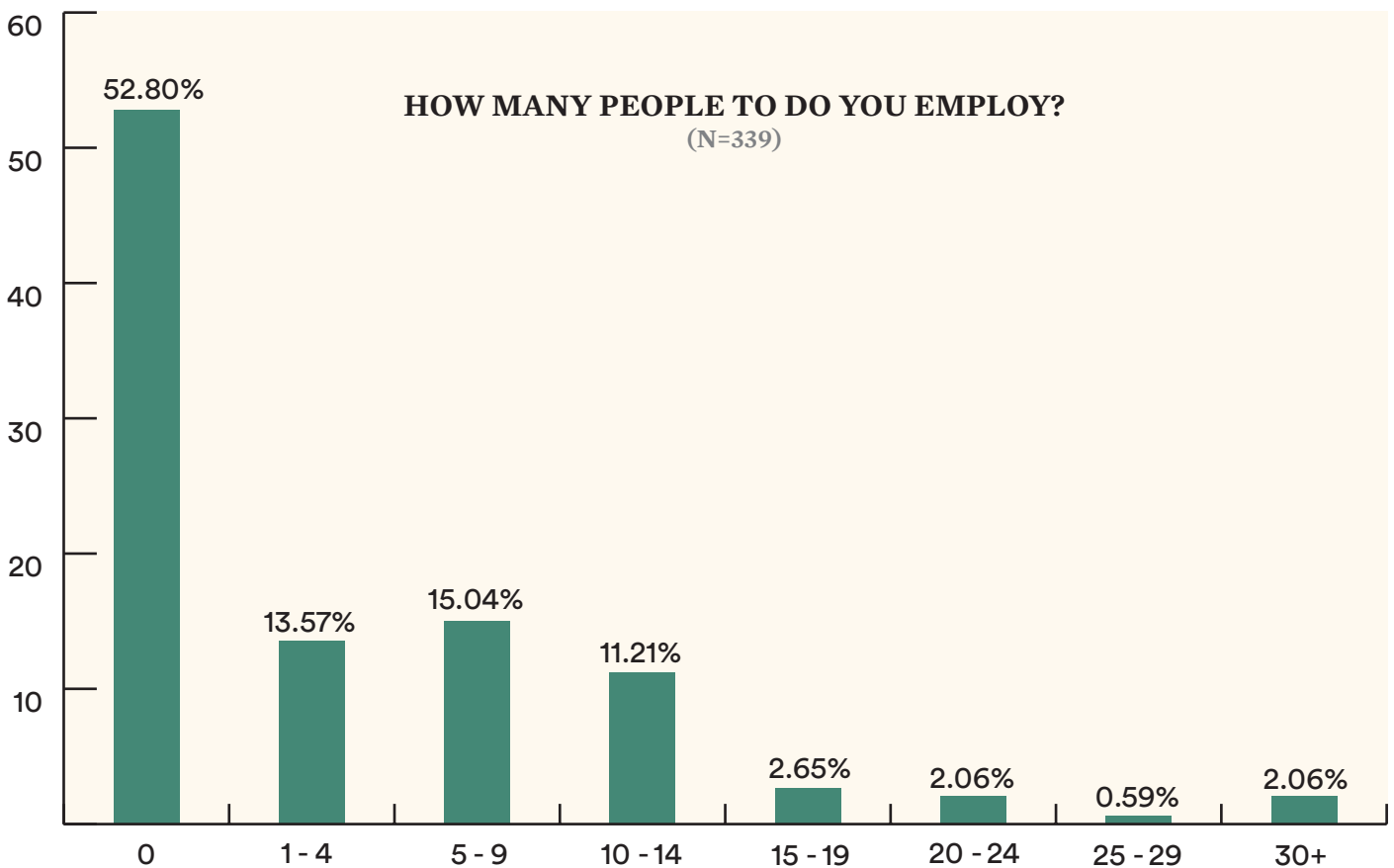
167 Ausdance Members took part in the survey

- Other professions that were stated:**
- Arts in health facilitator/worker
 - Cheerleading coach
 - Choreographer
 - Dance artist
 - Dance judge
 - Dance movement therapist
 - Ethnochoreologist
 - Film maker
 - Mentor
 - Mother of a youth dancer
 - Performer
 - Pilates instructor
 - Professional represented dancer and performing artist
 - Social media
 - Theatre and film choreographer

REACH OF IMPACT

- A workforce of 1,913 people (including survey respondents) was reported through the survey.
- 99% of respondents reported that their business, work, projects and/or activities had been affected by COVID-19.
- Almost half (47.2%) of the respondents had employees when they completed the survey (see Figure 1). Most of these businesses employed less than 15 people.

Figure 1



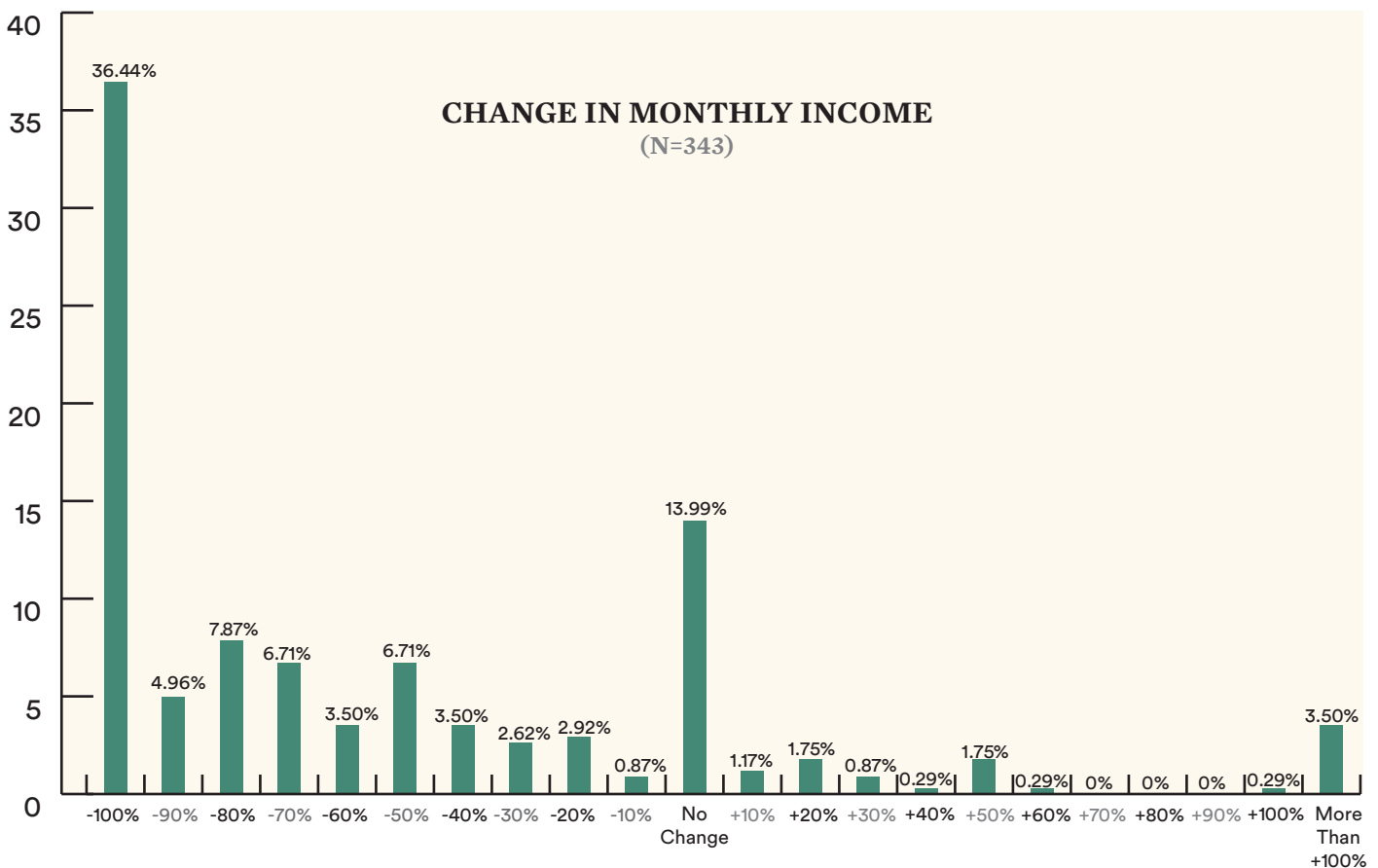
- An estimated total of 4,582 people (including survey respondents) have been affected by dance business income loss relating to COVID-19. This includes employees and business partners, dance communities and families that are dependent on the income of dance professionals.



FINANCIAL IMPACT

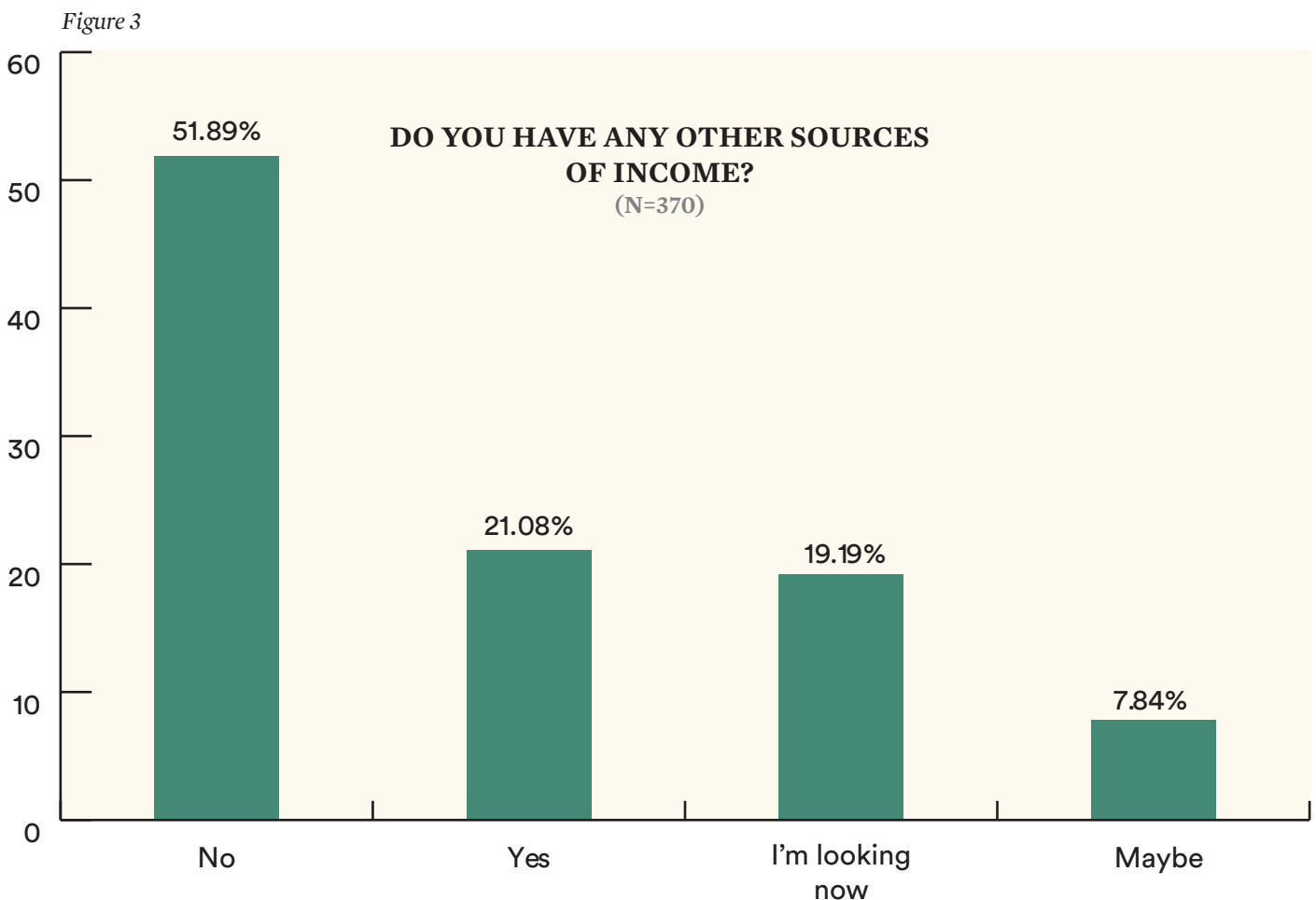
- Collectively, respondents estimated a \$8,063,801 loss of income due to the impacts of COVID-19. The anticipated total income loss for individuals and businesses ranged from \$0-\$1,000,000.
- 76% of respondents anticipated that they would receive less income compared to their pre-COVID-19 monthly income (see Figure 2). Collectively, the respondents anticipated a 60% monthly decrease.

Figure 2



FINANCIAL IMPACT CONT...

- Only few (21%) respondents had other sources of income when they completed the survey (see Figure 3).



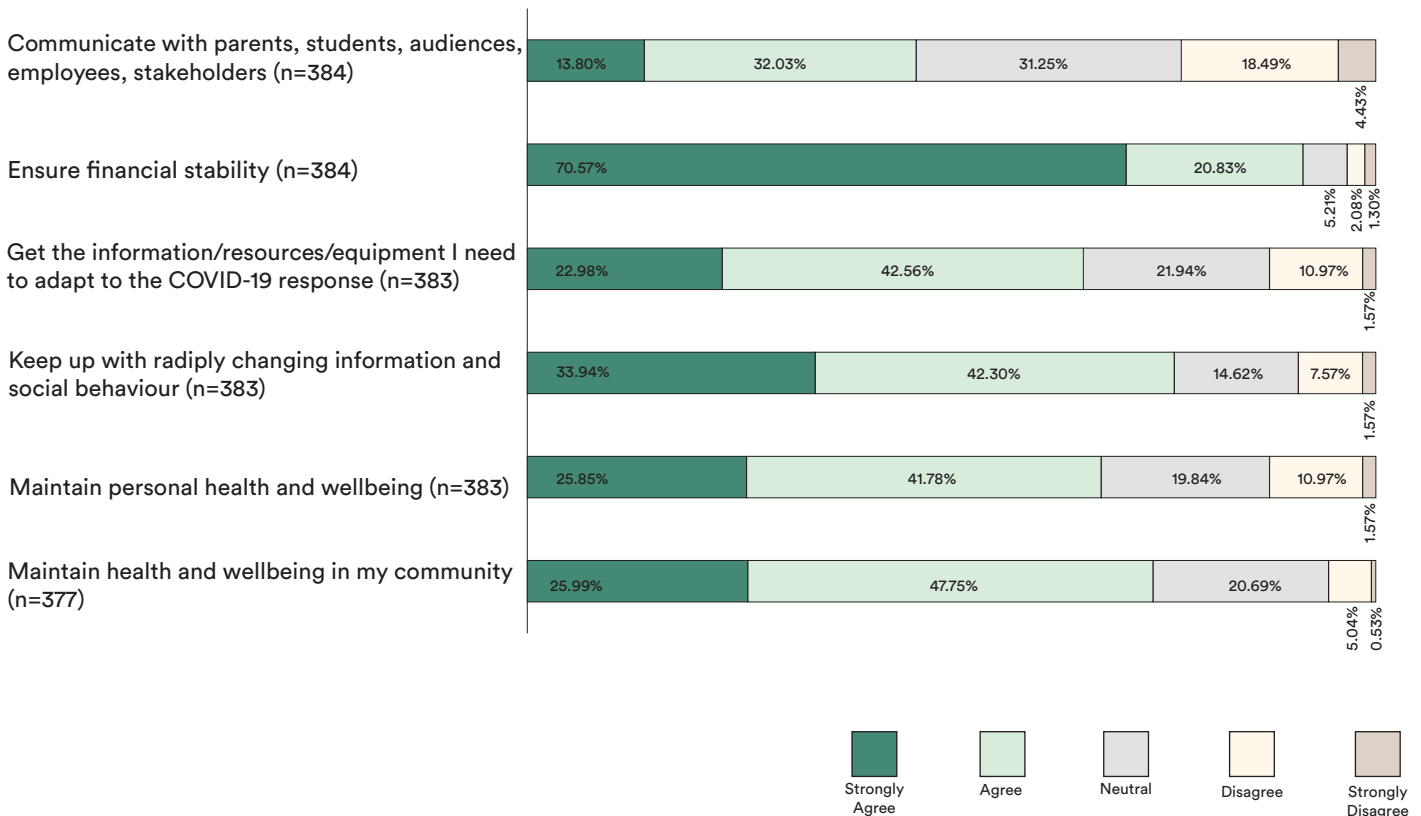
- Additionally, the sum of pre-COVID-19 monthly business expenses totaled \$3,600,614. Given the significance of the anticipated income losses, it is likely that this monthly contribution to the Australian economy would have also decreased. The size of such a decrease cannot be confirmed as no data was collected on this point.

PRACTICAL IMPACT

- At the time of completing the survey, respondents reported challenges across all domains in the survey (see Figure 4). Of all challenges, ensuring financial stability was felt by 9 out of 10 respondents. Many (70.57%) ‘strongly agreed’ with this statement and this was the standout domain across practical and mental impacts.

Figure 4

IT IS VERY CHALLENGING RIGHT NOW TO



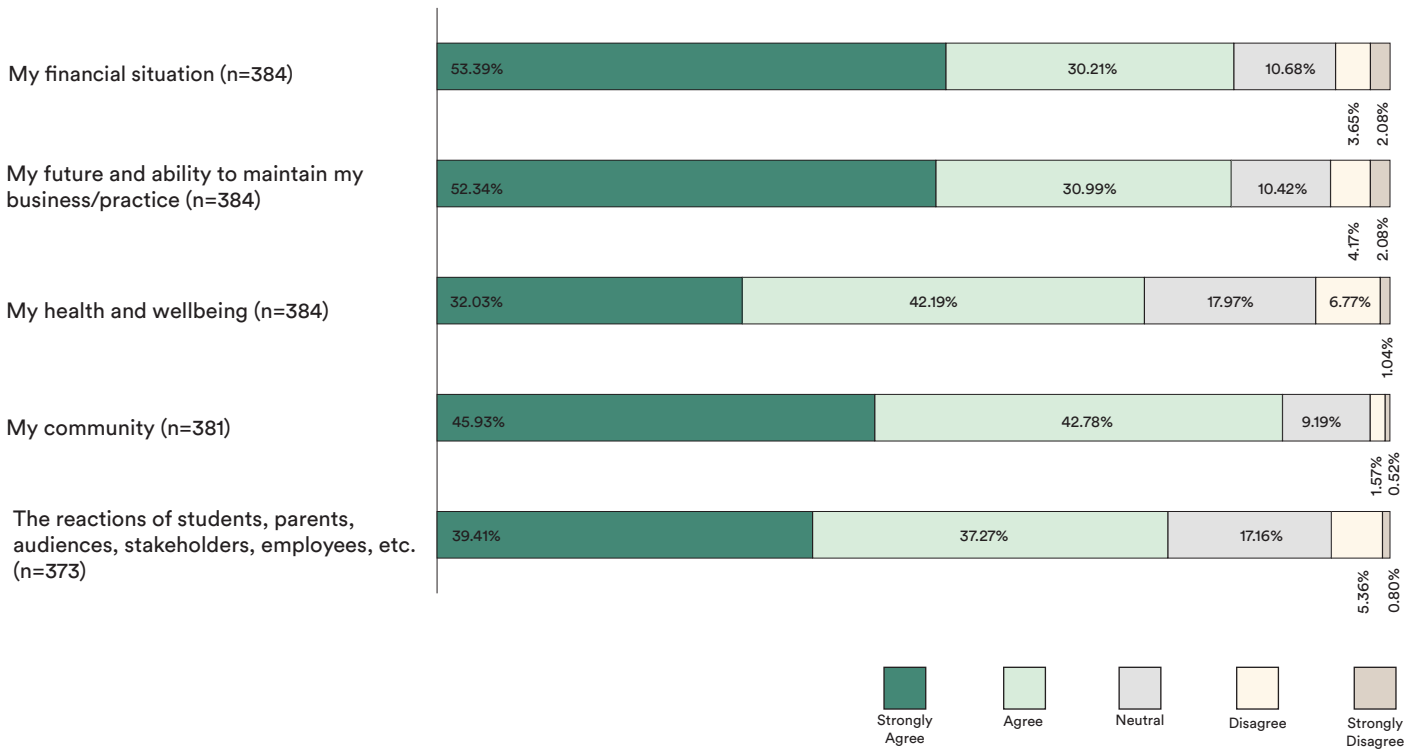


MENTAL IMPACT

- At the time of completing the survey, most respondents reported feeling anxiety across domains (see Figure 5).

I AM FEELING VERY ANXIOUS ABOUT

Figure 5



CONCLUSION

- Whether the impact was financial, practical or mental, COVID-19 was negatively affecting the dance sector represented in this dataset at the time of data collection. Virtually every respondent's work (99%) had been impacted in some way, with the effects rippling out to thousands of employees, family members and dance community members. Financial stability was considered the biggest practical challenge. Many respondents (66.18%) anticipated significant losses of 50-100% of their monthly income. Financial concerns also contributed to anxiety. This analysis reveals a sector that was bracing for unprecedented financial losses with most respondents (78.92%) having been reliant on their dance practice/business income.
- Given the hypothetical nature of some of the survey's key questions, follow-up data collection to determine the actual financial and employment impact of COVID-19 is suggested for accurate impact assessment.



ANJA ALI. HAAPALA

Analysis of the data collected during this survey was undertaken by Dr Anja Ali-Haapala, dance educator, researcher and member of Ausdance Queensland.

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