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Culture Counts Report on Australia, New Zealand and Asia



Culture Counts has published a report on the feedback from more than 130,000 arts attendees, participants and artists in Australia, New Zealand and Asia in 2024-25.

Culture Counts was founded in 2012 with a mission to enable the cultural sector to capture and communicate value, and easily demonstrate the vital cultural, social and economic outcomes that the sector generates for society. Ongoing, rigorous measurement is essential for building a solid evidence base that contributes to the rich value story of the arts.

This big data set celebrates the role of **cultural events, programmes and activities** in fostering creative expression, facilitating connection, building social cohesion, amplifying marginalised voices, inspiring critical thinking, enhancing quality of life, and much more.

This benchmark report provides a **snapshot of these results** from a selection of cultural sector organisations in 2024–25. Selected arts and cultural organisations collected **130,000 survey responses from more than 800 surveys**. From these, **588,294 dimension question responses** were recorded.

The important **outcomes generated by arts and cultural organisations** are a key focus of the data. The report also provides insights into the **demographic mix, location and experience of respondents**.

Organisations in the arts and cultural sector can use this benchmark data to gain confidence in **choosing the right metrics, compare against their own results, and set KPIs for the coming year**.

[Read the report](#)

WEBSITE

[HTTPS://CULTURECOUNTS.CC/R/ARTS-AND-CULTURE-BENCHMARK-REPORT-2024-25/3UWK3H/#0](https://culturecounts.cc/r/arts-and-culture-benchmark-report-2024-25/3UWK3H/#0)

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culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

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