Meeting Minutes (Group Discussion #1)

Date: 05 July 2017

Venue: Singapore Management University

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| **#** | **Discussion Content** | **Purpose** | **Action Taken** |
| 1 | Currently analysis done are very descriptive, generally looking at attendance, participation rates, interest in arts, number of artists featured recommendation * Build a tool that enables greater granularity so as to identify key drivers to participations or contributors to the arts scene → key profiles of those who are active in what scene and what period → EG. if participation is increasing, where is this increase coming from?
* Create a tool/visualisation that enables NAC to track purchase funnel → understand where individuals are as trialists/advocates/promoters of Singapore Arts scene and what attributes drive this engagement.
* Benchmarking NAC events against other stat boards to identify differentiation of value proposition
 | Discussion on what kind of solutions NAC might be interested in | - |
| 2 | Analysis concepts (generic)* Identify what is increasing faster than you, what is increasing and yet you are declining, what you are declining faster in.
* Identify **opportunities** to reverse decline on deadweight brands/categories, leverage on fast growing brands/categories that is driving growth in other competitors. (benchmarking against other competitors)
* **What is driving overall growth?** → popular brands, growing categories due to national trends, pricing strategies, promotional efforts, distribution/accessibility
* **Purchase funnel:** awareness/trial, familiarity, opinion, consideration set,  purchase
* **What drives customer satisfaction/loyalty** → correlation of attributes (performance and relative importance) to increased customer satisfaction/experience

Customer loyalty: identify future purchase, future advocacy, share-of-wallet numbers to indicate future growth. | Discussion on what kind of business issues NAC would want to resolve | - |
| 3 | Data Sources available* National Population Survey on the Arts: ~2041 respondents, held biennially since 2009
* Noise Singapore: 10 years statistics on attendees/participants, features/showcases/submissions, recommendations
* Arts In your Neighbourhood (489 respondents in 2015, 467 in 2016): satisfaction/enjoyment/engagement levels, growth over the years in avg no. of programmes, no. of attendees, percentage of first-time attendees
* Silver Arts 2015 (851 respondents): growth over years on no. of art programmes, satisfaction levels
* 2015 National Reading and Writing Survey (1015 Singaporeans and PR): prevalence of reading habits
* Under Arts Statistics and Studies by NAC:
	+ Singapore Cultural Statistics
	+ Statistical Round-up of the Arts: last updated 2008
	+ Community and Place: NIL
	+ Participation and Attendance: Population survey on the arts, National literary reading and writing survey
	+ Children, Young People and Seniors: Youth Arts Qualitative Study 2011
	+ Giving and Support: Looks at Arts Philanthropy → Individual Giving, Corporate Giving, Employment Study
 | Discussion on potential data sources | - |

**Secondary Research Done**

**Vision:** To develop Singapore as a distinctive global city for the arts.

**Mission:** To nurture the arts and make it an integral part of the lives of the people of Singapore.

**Strategic thrusts:**

* Promoting the arts for self-expression, learning, reflection and community-building.
* Shaping our cultural development through the arts.
* Developing a sustainable environment that enables the arts to entertain, enrich and inspire.

**‘Competitors’**

* Ministry of culture, Community and Youth
* National Library Board
* National Heritage Board
* People’s Association
* Singapore Tourism Board

**Materials available:**

* Annual Report (Y2015/2016)
* Arts and Culture Strategic Review (ACSR)
* Arts Master Plan

**NAC website/Annual Report**

* Strategic Directions:
	+ **Promote** the arts for expression, learning, reflection and community-building
	+ **Shape** our cultural development through the arts
	+ **Grow** a sustainable environment that enables artistic creations to entertain, enrich and inspire
* Singapore Arts Scene:
	+ Visual Arts
	+ Literary Arts
	+ Music
	+ Dance
	+ Theatre
	+ Traditional Arts
* Going international: Singapore in Venice
* Championing Arts: Advocacy, Giving to the Arts (Philanthropy)
* Engaging the Public: Community, Youth Arts, Arts Education, Capability Development
* Supporting the Industry: Funding, Research, Arts Spaces
* NAC Events:
	+ Singapore Writers Festival
	+ Noise Singapore
	+ Golden Point Award: Singapore’s premier creative writing competition
	+ Singapore Art Week: annual celebration of visual arts
	+ Music Competitions
	+ Got to Move
	+ Writer-in-the-Gardens Residency Programme

**Arts and Culture Strategic Review:**

* Illustrates vision for Arts and culture scene in Singapore by 2025 with a clear definition of where that is.
* Identifies fundamentals to change/problem statements to tackle in order to achieve vision. EG. Changing perceptions, overcoming inertia, creating space
* States strategic directions - engagement and excellence → each with their own strategies.

A) Bring arts and culture to everyone, everywhere, every day

I Reach new audiences

II Sustain and deepen lifelong engagement ‘

III Galvanise a national movement

B) Build capabilities to achieve excellence

IV Develop cultural institutions, companies and offerings

V Invest in talent, support professional aspirations

VI Work with partners to achieve new heights

* Followed by concrete recommendations in line with strategic directions on how to achieve vision.
* Includes Annex which consolidates the data collection process: Focus group discussions & In-depth interviews, month-long online public consultation, Quantitative survey and five public forums.
* Generally to highlight how to move the arts and cultural scene forward, across all demographics. Not specific to any sector or person.

**Arts Master Plan:**

* Casts a collective vision for the performing arts scene and sets out NAC’s work for the next five in years.
* Main report reviews: State of Performing Arts, Dance sector plan, Music sector plan, Theatre sector plan, Traditional Arts sector plan