

2020 Customer Satisfaction Survey

ARTS AND CULTURE

Central
Coast
Council

Between 9 and 31 March 2020, we once again asked the community what they thought of Central Coast Council's Arts and Culture venues across our region and the results are now in!

What you told us

Gosford Regional Gallery

- The Gosford Regional Gallery continues to be experienced by many as a valuable space connecting community members
- Visitor numbers still depend largely on local knowledge and word of mouth, but once people discover the Gallery they tend to become repeat visitors
- 35 percent of the respondents want the Gallery to offer more – more and bigger exhibitions, a greater quantity and range of programs, more space in the galleries and gardens, longer hours, more and upgraded amenities, and greater use of the surrounding area

Laycock Street Community Theatre

- The proximity of the audience to the stage provides excellent viewing to a broad and diverse range of productions and shows
- There is an appetite for new audiences and wider program development
- There is a desire to ensure there was programming parity between The Art House and Laycock Street Community Theatre (both Council-owned theatres)

What's next?

Gosford Regional Gallery is currently reviewing its Masterplan to address issues of capacity and broadly expanding the facility and services. Council has engaged The Maytrix Group to scope the possible future use of Laycock Street Community Theatre

Council has invested heavily in maintaining the facilities including \$28,000 to replace the carpet in the foyer and install new stage drapery at Laycock Street Community Theatre, and the current substantial upgrade to the air conditioning system at the Gallery

In the new financial year, Council has allocated \$365,000 for capital improvements for The Gosford Regional Gallery and Edogawa Gardens, and \$90,000 for replacement seating in the Peninsula Theatre auditorium

439

surveys received

93%

overall customer satisfaction

83%

overall facility satisfaction



194

survey responses
191 electronic, three printed

94%

Gallery customer
service satisfaction

87%

Café customer
service satisfaction

84%

overall facility satisfaction

Results breakdown

Gosford Regional Gallery and Edogawa Commemorative Gardens

Best features

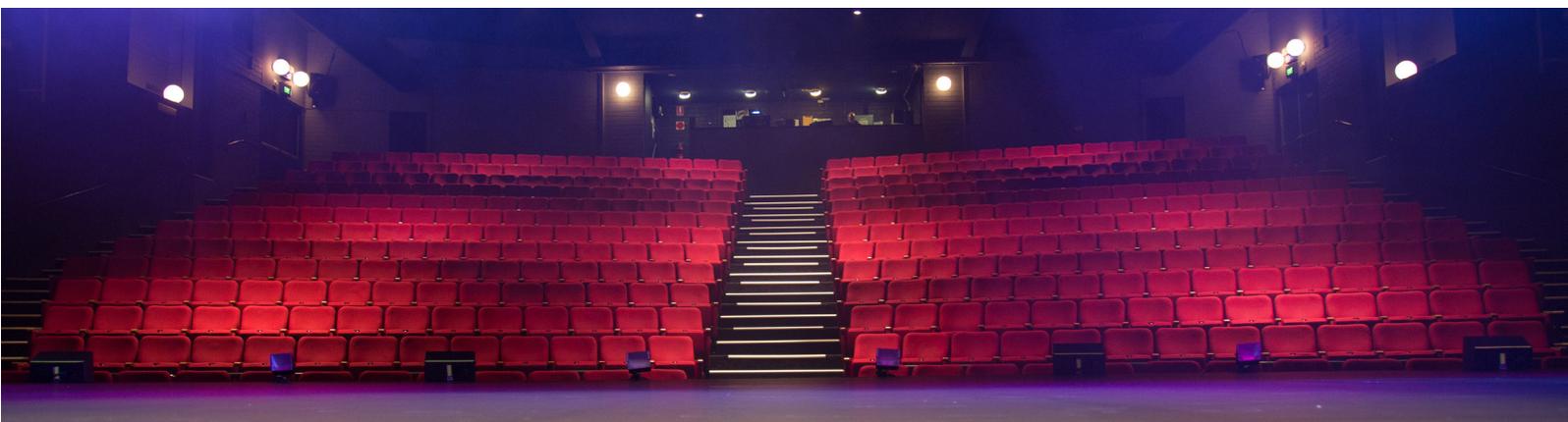
- 98.4 percent satisfaction on the quality and range of exhibitions
- Gosford Regional Gallery and Edogawa Gardens identified as a community space for connecting with family and friends

For improvement

- Marketing and communications
- Capacity to offer more exhibitions and programs
- Minor amenities

Our response

- The Gallery is currently engaged in reviewing its Masterplan to determine how best to progress towards greater capacity to offer services to the community
- A number of capital improvements have been planned, including a significant upgrade to the air conditioning and building/garden improvements
- The Gallery is in the process of updating its communication tools, including email and postal mailing lists



245

survey responses

94%

overall customer
service satisfaction

83%

percent overall
facility satisfaction

Results breakdown

Laycock Street Community Theatre

Best features

- Seating layout and proximity to the stage
- Convenient location
- Wide variety of affordable productions, both local community and touring

For improvement

- Inadequate parking
- Better foyer seating
- Larger stage area.

Our response

- Council has engaged The Maytrix Group to scope the possible future use of Laycock Street Community Theatre. The scope will address a number of the feedback points received in this survey