

APPENDIX D: Interview Formats

Human Sciences Research Council - Survey: Visual Arts Sector Questionnaire for Artists

All information supplied remains CONFIDENTIAL to the Human Sciences Research Council

Some data may be confirmed via telephonic interview

Circle relevant response (if working in excel, drag the ones provided)



1. Basic Details and Overview

1,1 Full Name

1,2 Postal Address

1,3 Telephone number

1,4 Website address

1,5 Email address

1,6 Age

1,7 Gender

1,8 Race

1,9 Home Language

1.10 Nationality

1,11 Do you want to receive follow up information about this research project? (reports on findings etc)

1 yes
 2 no

1,12 Which of the following applies most to your practice? (single response)

1 I pursue the visual arts as a hobby/recreational activity
 2 I pursue the visual arts as a profession/career

1,13 Which of the following activities do you undertake in the course of your work as a visual artist? (multiple response)

1 education and training services
 2 research
 3 support services to artists
 4 art materials supplier
 5 materials manufacture
 6 materials retail
 7 producing artwork
 8 production/project management, incl commissioning services

- 9 managing/promoting artists
- 10 curating exhibitions/projects
- 11 designing/installing artworks/exhibitions
- 12 selling artwork
- 13 framing services
- 14 conservation/restoration services
- 15 marketing and publicity services
- 16 art publishing, incl writing, editorial services, design
- 17 art media, incl writing, editorial services, design

1,14 Which of the following statements most accurately characterises your working process? (single response)

- 1 I mainly work by myself
- 2 I sometimes work in creative collaboration with others
- 3 I mainly work in creative collaboration with others
- 4 I do both more or less equally

1,15 What area/s of visual arts practice are you involved in? (multiple response)

- 1 contemporary, conceptual work, including new media, installation, video and performance based work
- 2 traditional artworks employing traditional materials and subject matter
- 3 public art
- 4 community arts
- 5 craft art/fine craft
- 6 other, specify

1,16 Which specific artmaking process do you MOSTLY employ? (single response)

- 1 Painting and Drawing
- 2 Sculpting
- 3 Photography
- 4 Print making
- 5 Performance/Live art
- 6 Video art
- 7 Installation art
- 8 New Media/Digital Arts
- 9 Illustration
- 10 Graphic Art
- 11 Cartooning
- 12 Other: Please specify

1,17 Which other specific artmaking processes do you ALSO employ in your practice? (multiple response)

- 1 Painting and Drawing
- 2 Sculpting
- 3 Photography
- 4 Print making
- 5 Performance art
- 6 Video art
- 7 Installation art
- 8 New Media/Digital Arts
- 9 Illustration
- 10 Graphic Art
- 11 Cartooning
- 12 Other: Please specify

1,18 What kind of premises do you mainly conduct your work as a visual artist from? (choose ONE)

- 1 Home workshop, studio or office (rented)
- 2 Home workshop, studio or office (owned)
- 3 Studio away from home (rented)
- 4 Studio away from home (owned)
- 5 Currently have no work premises
- 6 Other (specify)

1,19 How would you describe the business structure that you conduct your work as an artist through? (choose ONE)

- 1 Self-employed, no formal legal status
- 2 Self-employed-Sole Trader (sole trader means that you are registered as a provisional tax-payer with SARS)
- 3 Co-operative
- 4 Partnership
- 5 Closed Corporation
- 6 PTY/ltd
- 7 Section 21 company
- 8 Trust
- 9 Other

1.20 How long have you worked in this way?

years

1,21 How long have you been working as a visual artist for?

years

2. Career Development

2,1 What is your highest level of educational qualification? (choose ONE)

- 1 no formal schooling
- 2 up to grade 9
- 3 completed grade 9
- 4 up to grade 12 or FET/technical college equivalent
- 5 completed grade 12 or FET technical college equivalent
- 6 learnership or skills programme
- 7 undergraduate degree/diploma
- 8 postgraduate degree/diploma

2,2 Did you benefit from any of the following during the course of your development as a visual arts professional?

- 1 Art in primary school (multiple response)
- 2 Art in secondary school (public)
- 3 Art in secondary school (private)
- 4 Arts Training in an FET/technical college
- 5 Visual Arts training through a private college
- 6 Arts Training through an NGO provider
- 7 Arts training through a SETA learnership or skills programme
- 8 Undergraduate visual arts degree
- 9 Postgraduate visual arts degree
- 10 Apprenticeship/mentorship
- 11 Private classes with a practicing professional
- 12 Workshops and short courses
- 13 Participated in a residency

3. Work Situation

3,1 On average, how many hours would you say you work in a week, *counting both arts-related and non-arts related work?*
(bear in mind that a standard 8 hour work shift, five days a week = 40 hours)

3,2 Generally, how long is your working week (including ALL of your work activities)

- 1 less than 5 day working week
- 2 5 day working week
- 3 6 day working week
- 4 7 day working week

3,3 What percentage of your working time do you spend on each of the following activities generally?

percentage

- Producing own artwork and directly related activities (eg research, sourcing materials, making work etc)?
- Networking
- Other art-related work (eg writing, technical work, exhibition design, working in a gallery, etc)
- Art-related Teaching
- Voluntary work
- Studying
- Non arts related work
- 0 **Total (should add up to 100%)**

3,4 If you spend less than 50% of your time 'producing own artwork', which of the following most closely describes the reasons for not devoting more time to this activity (you can choose more than one)

- 1 I am happy with the amount of time I spend on my creative work
- 2 I have to earn supplementary income elsewhere to survive/get by
- 3 Domestic/family responsibilities
- 4 Community responsibilities
- 5 Other: Please specify

3,5 Do you have to spend time engaged in work/business outside of the visual arts to sustain your work as a visual artist?

- 1 Yes
- 2 No (go to 3.5)

3,6 If YES, why are you involved in other activities to support your "creative" activity (choose one or more)?

- 1 These other activities subsidise my creative activity
- 2 The visual arts market is too small
- 3 Risk reduction/diversification
- 4 These other activities are related to the expansion of my business/practice
- 5 Other (specify)

3,7 How would you describe where you live and work? (choose ONE)

- 1 Urban – Major City - Suburban/CBD
- 2 Urban – Major Ciy - Township
- 3 Urban - town
- 4 Semi rural, small town
- 5 Deep rural/remote

3,8 How does your current location impact on your market access/ability to sell your work?

- 1 Positively
- 2 Negatively
- 3 Does not affect it at all

Please state which province/country you are originally from, and which province you currently live and work in?
(choose ONE from each column)

		Currently living and working in...			Originally from....
3.9.1	1	Gauteng	3.9.2	1	Gauteng
	2	Western Cape		2	Western Cape
	3	Kwazulu Natal		3	Kwazulu Natal
	4	Free State		4	Free State
	5	North West		5	North West
	6	Limpopo		6	Limpopo
	7	Mpumalanga		7	Mpumalanga
	8	Eastern Cape		8	Eastern Cape
	9	Northern Cape		9	Northern Cape
	10	other country		10	other country

3.10.1 What is the MOST important context for selling your work? (choose ONE)

- 1 From my home/studio
- 2 At markets/festivals
- 3 Through local galleries
- 4 Through international galleries
- 5 Through commissions
- 6 Via a website
- 7 Other, specify

3.10.2 What is the SECOND MOST important context for selling your work?

- 1 From my home/studio
- 2 At markets/festivals
- 3 Through local galleries
- 4 Through international galleries
- 5 Through commissions
- 6 Via a website
- 7 Other, specify

3.11.1 At the moment, the MOST financially significant market for your work is...

- 1 local? (in your immediate locality)
- 2 regional? (beyond immediate locality, but not national in scope/reach)
- 3 national?
- 4 continental/African?
- 5 international?

3.11.2 At the moment, the SECOND MOST financially significant market for your work is...

- 1 local? (in your immediate locality)
- 2 regional? (beyond immediate locality, but not national in scope/reach)
- 3 national?
- 4 continental/African?
- 5 international?

3.12 Do tourists form a significant part of your target market/buyers of your work? © Human Sciences Research Council

- 1 yes
- 2 no

3,13 How would you characterise the market for your work? (choose ONE)

- 1 healthy, growing
- 2 gradual improvement
- 3 stagnant
- 4 in decline
- 5 in sharp decline

3.14.1 Please indicate which of the following methods of marketing/promoting your artwork (other than through exhibitions) is the MOST important (choose ONE)?

- 1 Networks/meeting people
- 2 Through an on-line presence (e.g. website)
- 3 Through an agent, gallerist or dealer
- 4 Through brochures and catalogues
- 5 Other specify:.....

3.14.2 Please indicate which of the following methods of marketing/promoting your artwork (other than through exhibitions) is the SECOND MOST important (choose ONE)?

- 1 Networks/meeting people
- 2 Through an on-line presence (e.g. website)
- 3 Through an agent, gallerist or dealer
- 4 Through brochures and catalogues
- 5 Other specify:.....

3,15 What is the average selling price of your artworks? (choose ONE)

- 1 less than R1000
- 2 R1000 - R5000
- 3 R5000 - R20000
- 4 R20 000 - R50 000
- 5 R50 000 - R100 000
- 6 R100 000 - R250 000
- 7 R250 000 or more

3,16 How would you characterise your relationship with the gallery system? (choose ONE)

- 1 I have an agreement that binds me to a single gallery as my sole representative
- 2 I show my work primarily at one gallery, but am free to show and sell my work elsewhere
- 3 I show my work at a variety of galleries
- 4 I have very little or no engagement with galleries
- 5 Other, specify....

3,17 What commission and associated costs are you **generally** charged on the sale of your work by galleries, dealers and other intermediaries? (choose ONE)

- 1 no commission
- 2 0-10%
- 3 10-20%
- 4 20-30%
- 5 30-40%
- 6 40-50%
- 7 50-60%

- 8 60-70%
- 9 more than 70%

3,18 Which of the following initiatives do you think plays the MOST significant role in the development of the sector? (choose ONE)

- 1 local Biennale events (eg Johannesburg Biennale, CAPE AFRICA)
- 2 Johannesburg Art Fair
- 3 local arts festivals
- 4 local arts markets (eg art in the park)
- 5 corporate art competitions and awards
- 6 non-profit arts development organisations
- 7 artist-run project/exhibition spaces
- 8 residency and international exchange programmes

3,19 Which of the following issues represent significant obstacles to your career development/work? Rank them as follows: 1 = major; 2 = moderate; 3 = minor; 4 = not significant

The high cost of....

- 3.19.1 materials and supplies
- 3.19.2 renting or acquiring space
- 3.19.3 utilities (electricity, etc)
- 3.19.4 communication (cell phone, landline, email etc)
- 3.19.5 technology
- 3.19.6 staging an exhibition
- 3.19.7 labour (assistants, staff, etc)

Market Conditions

- 3.19.8 shortage of exhibition/project opportunities - local
- 3.19.9 shortage of exhibition/project opportunities - international
- 3.19.10 lack of art -related work opportunities
- 3.19.11 lack of demand/buyers
- 3.19.12 level of competition in the industry
- 3.19.13 high commissions charged by galleries
- 3.19.14 changing trends which influence demand

Lack of access to....

- 3.19.15 skilled labour
- 3.19.16 finance
- 3.19.17 funding
- 3.19.18 raw Materials
- 3.19.19 professional Support/advice
- 3.19.20 residency opportunities

Regulatory environment - difficulties associated with...

- 3.19.21 SARS/tax compliance
- 3.19.22 customs/trade regulations
- 3.19.23 labour regulations
- 3.19.24 lack of professionalism within the industry
- 3.19.25 lack of internal regulation within the industry
- 3.19.26 lack of industry promotion from government
- 3.19.27 business licensing requirements
- 3.19.28 issues related to the freedom of expression

Personal Factors

- 3.19.29 my lack of skills or knowledge

- 3.19.30 lack of confidence in my own work
- 3.19.31 lack of support from family & friends
- 3.19.32 demands on my time at home
- Discrimination**
- 3.19.33 physical disability or illness
- 3.19.34 psychological condition or mental illness
- 3.19.35 racial discrimination
- 3.19.36 gender discrimination
- 3.19.37 discrimination because of my lack of qualifications
- 3.19.38 discrimination because of my nationality
- 3.19.39 discrimination because I am a person with a disability
- 3.19.40 Other (Please specify)...

If you have ranked more than THREE of the above as 'major', review these and decide which are the three most significant issues and assign the others as 'moderate'

- 3.20 During the last five years, have there been significant periods (i.e. more than three months) in which you have been economically inactive (unable to generate income from your work or other employment), excluding time spent in study or training?
- 1 yes
 - 2 no

- 3.21.1 What do you see as your MOST important professional development need? (choose ONE)
- 1 Opportunities for research and study related to my practice (eg postgraduate study, a fellowship, etc)
 - 2 Finding a gallerist/dealer to represent me/show my work
 - 3 Learning how to manage my finances properly
 - 4 Learning how to market myself more effectively
 - 5 Learning new technologies relevant to my practice
 - 6 Acquiring legal skills/knowledge relevant to my practice
 - 7 Help with obtaining funding
 - 8 Help with obtaining corporate sponsorship
 - 9 Help with accessing international opportunities
 - 10 Increased web presence (marketing, distribution ...)
 - 11 Other (specify)

- 3.21.2 What do you see as being your SECOND MOST important professional development need?
- 1 Opportunities for research and study related to my practice (eg postgraduate study, a fellowship, etc)
 - 2 Finding a gallerist/dealer to represent me/show my work
 - 3 Learning how to manage my finances properly
 - 4 Learning how to market myself more effectively
 - 5 Learning new technologies relevant to my practice
 - 6 Acquiring legal skills/knowledge relevant to my practice
 - 7 Help with obtaining funding
 - 8 Help with obtaining corporate sponsorship
 - 9 Help with accessing international opportunities
 - 10 Increased web presence (marketing, distribution ...)
 - 11 Other (specify)

- 3.22 How do you generally feel about your future in the sector? (choose ONE)
- 1 very positive, there are lots of opportunities for growth and career development
 - 2 positive, there are some opportunities for growth and career development

- 3 neutral
- 4 negative, the outlook is poor
- 5 very negative, I am looking for opportunities in other sectors
- 6 uncertain

Retirement/Medical Aid/Insurance

3,23 Do you have any of the following types of provision for retirement in place? (if 'None of the above' go to 3.25)

- 1 Pension Fund
- 2 Provident Fund
- 3 Retirement Annuity
- 4 Investment in stocks
- 5 Savings
- 6 None of the above

3,24 Do you regard these provisions as adequate?

- 1 Yes
- 2 No
- 3 Don't know

3,25 If you have made no provision for retirement do you feel that the provisions of social grants for the elderly provided by the state will be adequate for your needs?

- 1 Yes
- 2 No
- 3 Don't know

3,26 Have you ever taken out any of the following types of insurance *related to your business/work*?

- 1 Accident Insurance
- 2 Vehicle insurance
- 3 Travel insurance
- 4 Professional Indemnity insurance
- 5 Freight Insurance
- 6 Income Protection Plan
- 7 Office/Studio Contents Insurance
- 8 None of the above

3,27 Are you a member of a medical scheme or hospital plan?

- 1 Medical Scheme
- 2 Hospital Plan
- 3 Neither

3,28 If you answered "neither" to the previous question, which of the following statements most accurately describes your reason for not having medical cover?

- 1 I cannot afford medical cover
- 2 It is more economical for me to address the cost of medical issues as they arise
- 3 I am happy with the service provided by state hospitals

4. Funding

4,1 During the last three years have you APPLIED FOR funding from a governmental or private source? © Human Sciences Research Council

- 1 Yes
- 2 No

4,2 If NO, what was the MAIN reason for not applying for funding? (choose ONE and then go to 4.6.1)

- 1 No experience in writing proposals
- 2 My writing skills are poor
- 3 It is pointless, I would fail to get it
- 4 the available grants are inadequate for my needs
- 5 It depends on whom you know
- 6 Admin compliance requirements of funders
- 7 Do not need funding for my work
- 8 Other (specify)

4,3 If YES, which of the following have you applied to?:

- 1 National Arts Council
- 2 National Lottery
- 3 Department of Arts and Culture
- 4 Provincial government
- 5 Local government
- 6 Business Arts South Africa
- 7 Arts and Culture Trust
- 8 International Arts Funding Body (Pro Helvetia, Goethe Institute, French Institute, Culture France, etc)
- 9 Private Foundation
- 10 Corporate sponsorship
- 11 Corporate funding
- 12 Patron
- 13 Arts organisation

4,4 Did you receive funding from any of these sources?

- 1 National Arts Council
- 2 National Lottery
- 3 Department of Arts and Culture
- 4 Provincial government
- 5 Local government
- 6 Business Arts South Africa
- 7 Arts and Culture Trust
- 8 International Funding Body
- 9 Private Foundation
- 10 Corporate sponsorship
- 11 Corporate funding
- 12 Patron
- 13 Arts organisation
- 14 Did not receive funding

4,5 Of those funding sources that you have applied to, which do you regard as being the most responsive to the needs of the visual arts sector? (choose ONE)

- 1 National Arts Council
- 2 National Lottery
- 3 National Government
- 4 Provincial Government
- 5 Local Government

- 6 Business Arts South Africa
- 7 Arts and Culture Trust
- 8 International Funding Body
- 9 Private Foundation
- 10 Corporate sponsorship
- 11 Corporate funding
- 12 Patron
- 13 Arts organisation

4.6.1 What do you regard as the MOST important purpose for arts funding in general? (choose ONE)

- 1 supporting artists to produce their creative work
- 2 promoting capacity-building and networking (workshops, conferences, courses, etc)
- 3 building new audiences (through for example art education programmes)
- 4 developing new markets
- 5 enabling international exposure and linkage for South African artists and/or galleries
- 6 developing new talent (eg through mentorships, apprenticeships, etc)
- 7 broadening access to participation in the arts (eg art education programming)
- 8 subsidising innovative arts media
- 9 research

4.6.2 What do you regard as the SECOND MOST important purpose for arts funding in general? (choose ONE)

- 1 supporting artists to produce their creative work
- 2 promoting capacity-building and networking (workshops, conferences, courses, etc)
- 3 building new audiences (through for example art education programmes)
- 4 developing new markets
- 5 enabling international exposure and linkage for South African artists and/or galleries
- 6 developing new talent (eg through mentorships, apprenticeships, etc)
- 7 broadening access to participation in the arts (eg art education programming)
- 8 subsidising innovative arts media
- 9 research

4.7 What do you regard as being the MOST important purpose for arts funding for individual artists?

- 1 Enabling exclusive focus on my creative output and research by covering living costs and/or overheads
- 2 Addressing costs of materials and equipment that I otherwise would not be able to afford
- 3 Enabling further study or training
- 4 Enabling international or local travel to gain experience, exposure and networking
- 5 Addressing costs of exhibiting work or producing catalogue of work
- 6 Other purpose, specify.....

4.8 Have you applied for loan finance from a bank during the course of the last three years?

- 1 Yes
- 2 No

4.9 If NO, what was the reason for not applying?

- 1 No need for loan finance
- 2 No experience in dealing with banks
- 3 It is pointless, I would fail to get it
- 4 It depends on whom you know
- 5 Admin compliance requirements of bank
- 6 Other (specify)

4.10 If YES, was your application successful?

1 Yes
 2 No

4.11 During the course of the last three years, have you obtained a loan from an informal source such a money-lender, friend or relative?

1 Yes
 2 No

5. Staff/Employees

5.1 Do you employ anyone on either a part-time, full-time or occasional basis to assist you with any aspect of your work?

1 Yes
 2 No

IF NO, IGNORE THIS SECTION

5.2 How many administrative staff do you employ? (eg book-keeper, PA)

Indicate number in each box

Full-time
 Part-time
 Short term contract

5.3 How many technical staff/assistants do you employ?

Indicate number in each box

Full-time
 Part-time
 Short term contract

5.4 How many specialised staff do you employ? (eg research, PR)

Indicate number in each box

Full-time
 Part-time
 Short term contract

5.5 If you do employ staff, please complete the following demographic table to the best of your ability, indicating the number of staff members in each category:

	Black Male	Black Female	Coloured Male	Coloured Female	Indian Male	Indian Female	White Male	White Female
Administrative								
Assistants								
Specialised								
Other								

5.6 Please indicate numbers of staff by age and disability:

	Disabled Male	Disabled Female	younger than 36	36+
Administrative				
Assistants				
Specialised				
Other				

5,7 Indicate or estimate how many of the people you employ fall into each of the following categories:

- tertiary education graduates (postgraduate)
- university graduates (undergraduate)
- high school/college graduates?
- primary school graduates?
- informally trained/no formal education?

5,8 Do you provide employees with any benefits? If yes, indicate which of the following:

- 1 Pension/Provident Fund
- 2 Savings Plan
- 3 Unemployment Insurance Fund
- 4 Medical Aid
- 5 Hospital Plan
- 6 none of the above

5,9 If not, indicate which of the following most accurately describes why this is the case:

- 1 too costly
- 2 makes more sense for employees to make their own decisions on benefits in relation to their needs
- 3 not aware of such benefit schemes

6. Professional Practice Issues

6,1 Do you believe you have copyright over artworks that you produce and sell to others?

- 1 Yes
- 2 No
- 3 Don't know

6,2 Have you ever received payments for the reproduction of artworks or royalties on writing that you have produced?

- 1 Never
- 2 Once or twice a year
- 3 Frequently, though not a significant income source
- 4 Frequently, this is a significant source of income

6,3 Have you ever assigned copyright in a work of art or piece of writing you produced to someone else?

- 1 Yes
- 2 No
- 3 Don't know

6,4 If, YES, what was the reason?

- 1 Was required in order to secure a commission/contract
- 2 Creative work was produced as an employee of an organisation
- 3 Other reason, specify

6,5 Are you aware of your copyright over a work ever having been infringed?

- 1 Yes (eg someone reproducing your work without your permission)
- 2 No

6,6 If YES, did you take any action to prevent infringement?

- 1 Yes, action unsuccessful
- 2 Yes, action successful or partially successful

3 No

6,7 Moral rights in artistic work include the right of attribution as a creator, and the right to have the integrity of the work respected and not altered, defaced, damaged or destroyed. As far as you are aware, have you ever had your moral rights infringed?

1 Yes

2 No

6,8 If YES, what was the nature of the infringement?

1 Work was damaged or destroyed

2 Work was altered

3 I was not acknowledged as the creator of the work

4 Other, specify _____

6,9 Are you a member of an industry organisation or association? (eg Ceramics SA, SANAVA and affiliates, VANSA)

1 Yes

2 No

6.10 If NO, which of the following most accurately describes the reasons for not being a member? (can choose more than one)

1 Not aware of any industry bodies or associations in my sector

2 Not interested in such bodies

3 Don't believe any real benefits attach to such membership

4 Don't know what the benefits are

6,11 If YES, what do you see as being the MOST significant benefit you obtain from this membership (choose ONE)

1 Information

2 Advice

3 Networking

4 Marketing Opportunities

5 Training/Professional Development

6 Access to funding opportunities

7 Peer Support

8 Other, specify.....

6,12 How do you use computers in your work?

1 Administration

2 Networking

3 Internet-based research

4 As a creative medium

5 On-line marketing/sales

6 Do not use computers

7 Other purpose, specify:

7. Finances

7,1 Please indicate or estimate (even very roughly) your total income for 2008, from ALL sources (both arts-related and non-arts related)

(You can also arrive at an estimate by answering 7.2)

R (use simple numbers, without spaces, eg 90000, not R90 000)

7,2 Please indicate or estimate (however roughly) what amount of this annual income was earned through the Human Sciences Research Council (you can indicate either an amount or a percentage)

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If amounts are indicated use column A, if percentages, column B

	A		B	
	amount	%	%	amount
Income directly related to creative work	0	#DIV/0!	0	0
Private Sales (from your home/studio)		#DIV/0!		0
Sales through galleries		#DIV/0!		0
On-line sales		#DIV/0!		0
Fees from private commissions		#DIV/0!		0
Fees from public commissions		#DIV/0!		0
Income from royalties		#DIV/0!		0
Prizes and Awards		#DIV/0!		0
Funding agency grant - international		#DIV/0!		0
Funding agency grant - local		#DIV/0!		0
Government grant (non arts funding agency)		#DIV/0!		0
Corporate Sponsorship		#DIV/0!		0
Individual patronage		#DIV/0!		0
Fellowship or research grant		#DIV/0!		0
Income derived from other activities related to creative work	0	#DIV/0!	0	0
Teaching (in the arts)		#DIV/0!		0
Community Arts work		#DIV/0!		0
Working in a gallery		#DIV/0!		0
Provision of other Art-Related Products & Services		#DIV/0!		0
Income derived from non-arts related work or sources:	0	#DIV/0!	0	0
Income from work outside the sector		#DIV/0!		0
Social Grant		#DIV/0!		0
Pension		#DIV/0!		0
Investments		#DIV/0!		0
Other (specify)		#DIV/0!		0
TOTAL	0	#DIV/0!	0	0

above figure should = 7.1

should equal 100%

7,3 Do you expect your total income to be higher, lower or about the same this year? (single response)

- 1 higher
- 2 lower
- 3 about the same

7,4 What percentage of your income is derived from regular monthly sources, as opposed to (irregular) once-off sales, commissions and so on?

%

7,5 Please indicate or estimate your total *work-related* expenditure in the financial year ending in 2008

(You can arrive at an estimate by answering 7.6)

R (use simple numbers, without spaces, eg 90000, not R90 000)

7,6 Please estimate what amount or percentage of this work-related expenditure was incurred through:

If amounts are indicated use column A, if percentages, column B

	A		B	
	amount	%	%	amount
Materials		#DIV/0!		0
Work premises		#DIV/0!		0
Equipment		#DIV/0!		0
Labour (assistant/s)		#DIV/0!		0
Framing		#DIV/0!		0

Exhibition costs directly addressed by you
 Documentation of Work
 Research costs
 Travel costs (work-related)
 Training/Professional Development
 Exhibition costs
 Promotion/publicity costs
 Transport and Freighting
 Insurance
 Other (specify)
TOTAL

	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
	#DIV/0!		0
0	#DIV/0!	0	0

above figure should = 7.5

should equal 100%

7,7 What is the estimated replacement value of your *work-related* assets/things that you require to conduct your work? (eg computers, vehicle, tools, equipment, studio/work premises; if you have a studio at your home, estimate **ONLY** the value of the studio and contents, not the value of the entire property; **do not** include the value of unsold artworks)

R

7,8 What is the estimated size of your debts/liabilities? (eg student loan, general bank loan, family/friend loan, mortgage on studio space)

R

Tax

7.9.1 Are you registered for income or company tax?

- 1 Yes
- 2 No

7.9.2 If NO, why: (choose ONE)

- 1 Not aware of tax issues
- 2 I think I earn too little to pay income tax
- 3 Haven't found the time to address this
- 4 Fall below current income/company tax threshold/not required to pay income tax
- 5 Too much trouble/administration
- 6 Other, specify:

7.10 Are you registered as a VAT vendor through SARS?

- 1 Yes
- 2 No

7.10.1 If not, why?

- 1 Don't know how VAT applies to my work/business
- 2 Not applicable to my tax/legal status
- 3 Fall below current taxable income threshold required for compliance (taxable income less than R1 million)
- 4 Too much trouble/administration

Human Sciences Research Council - Survey: Visual Arts

Questionnaire Format for Businesses, Organisations and Freelance Professionals other than Visual Artists

All information supplied remains CONFIDENTIAL to the Human Sciences Research Council

For office only:

Information will be confirmed via telephonic interview

Interviewer:

Drag circle over relevant response

Date of Interview:

In the case of a specialist service provider that is a sub-division of a larger corporate entity,

Time of Interview:

which is not visual arts-focused, reflect employment and financial data for sub-division only (eg a corporate collection)

1. Basic Details/Overview

1,1 The name of your organisation

(for freelance professionals 1.1 and 1.2 may be the same)

1,2 Name of Business Owner/Director

1,3 Postal Address

1.3.1

1,4 Telephone number/s

1,5 Website address

1,6 Email address

1,7 Age (of business-owner)

1,7 Gender

1,8 Race

1,9 Home Language

1,11 Do you want to receive follow up information about this research project? (reports on findings etc)

1 yes

2 no

1,12 Which of the following best describes your organisation/business? (choose ONE)

1 art collection/collector - corporate/private

2 artists/arts association

3 arts consultant/consultancy

4 arts development organisation (non-profit)

5 artist-run gallery/project space

6 art journalist/critic

7 art publisher

8 art restorer/conservator

9 auctioneer

10 community arts centre

11 dealer

12 education and training provider - private

13 framer/framing supplier

14 gallery - commercial/private

- 15 arts media specialist/publicist
- 16 materials manufacturer
- 17 materials supplier
- 18 on-line artist portfolio or gallery
- 19 technical services provider
- 20 other, specify

1,13 Which of the following areas of activity are you/your business/organisation involved in within the visual arts sector

- 1 education and training services
- 2 research
- 3 support services to artists
- 4 art materials supplier
- 5 materials manufacture
- 6 materials retail
- 7 producing artwork
- 8 production/project management, incl commissioning services
- 9 managing/promoting artists
- 10 curating exhibitions/projects
- 11 designing/installing artworks/exhibitions
- 12 selling artwork
- 13 framing services
- 14 conservation/restoration services
- 15 marketing and publicity services
- 16 art publishing, incl writing, editorial services, design
- 17 art media, incl writing, editorial services, design
- 18 other, specify

1,14 Which area/s of visual arts practice do you primarily deal with in the course of the above activities? (you can choose more than one)

- 1 contemporary, conceptual work, including new media, installation, video and performance based work
- 2 traditional artworks employing traditional materials and subject matter
- 3 public art
- 4 community arts
- 5 craft art
- 6 other, specify

1,15 Where do you/your business/organisation operate from?

- 1 Home workshop, studio or office (rented)
- 2 Home workshop, studio or office (owned)
- 3 Premises away from home (rented)
- 4 Premises away from home (owned)
- 5 Currently have no work premises
- 6 Other (specify)

2. Legal Structure and Governance

2,1 Please indicate whether you/your business or organisation is constituted as a:

- 1 Freelance/independent contractor/self-employed
- 2 Sole trader
- 3 Partnership
- 4 Co-operative

- 5 Closed Corporation (cc)
- 6 PTY Ltd
- 7 Specialist sub-division within a larger corporate structure
- 8 Voluntary Association
- 9 Section 21 company
- 10 Trust
- 11 Other provincial government institution

2,2 How long have you traded/operated in this form?

4 years

2,3 If you are a section 21, voluntary association or a Trust, are you registered as a non-profit organisation? (if NO, goto 2.5)

- 1 Yes
- 2 No

2,4 If you are a section 21, voluntary association or a Trust, could you indicate the demographics of your Board of

	Female	Male	under 35	35+	
Black					0
Coloured					
Indian/Asian					
White					

2,5 If you are a business entity (self-employed, sole trader, independent contractors, cc, PTY (Ltd), could you indicate the

	Female	Male	under 35	35+	
Black					0
Coloured					
Indian/Asian					
White					

2,6 If you have either a Board of Trustees, Board of Directors or similar governance structure, please indicate how often this

- 1 Once a year
- 2 Twice a year
- 3 Quarterly
- 4 Monthly
- 5 Other

3. Staffing

3.1 Staff numbers

3.1.1 Do you/your organisation/business employ anyone on either a part-time, full-time or occasional basis to perform any aspect of your work?

- 1 Yes
- 2 No

IF NO, IGNORE THIS SECTION and proceed to 4.

3.1.2 How many people does your business/organisation employ in senior management positions?

- Full time eg Partners, Directors, CEO, Managing Director, General Manager, Head Curator
- Part time i.e. people who are involved in managing the entire organisation
- Short term contract

3.1.3 How many people does your business/organisation employ in specialist middle management positions?
 Full time (eg Curator, Head of a Division or Department)
 Part time (people who are involved in managing particular sub-units of the organisation)
 Short term contract (note: micro and small organisations will not generally employ middle management)

3.1.4 How many people does your business/organisation employ in specialist technical positions?
 Full time (eg exhibition designer, trainer, conservator, publicist, fundraiser)
 Part time (i.e. people who perform specific sets of specialised tasks)
 Short term contract

3.1.5 How many people does your business/organisation employ in ancillary and support positions?
 Full time (eg cleaning, security, reception)
 Part time (i.e. people who perform non-specialist routine tasks)
 Short term contract

3.1.6 Number of volunteers that work for your organisation (if applicable)?

3.2 Staff Profile

3.2.1 Please complete the following demographic table to the best of your ability, indicating the number of staff members in each

	Black Male	Black Female	Coloured Male	Coloured Female	Indian Male	Indian Female	White Male	White Female
Senior Management								
Middle Management								
Specialist Technical								
Ancillary and Support								
Volunteers								

3.2.2 Please indicate numbers of staff by age and disability:

	Disabled Male	Disabled Female	younger than 36	36+
Senior Management				1
Middle Management			2	7
Specialist Technical				12
Ancillary and Support				5
Volunteers			9	

36

3.2.3 Indicate or estimate how many people you employ fall into each of the following categories?

- 1 tertiary education graduates (postgraduate)
- 9 tertiary education graduates (undergraduate)
- 20 high school/college graduates?
- 4 primary school graduates?
- 2 informally trained/no formal education?

3.2.4 What is the highest level of education of the top manager or principal owner of your organisation?

- 1 no formal education
- 2 Up to Grade 9
- 3 Up to Grade 12

- 4 Vocational training with Grade 9
- 5 Vocational training with Grade 12
- 6 Diploma with Grade 9
- 7 Diploma with Grade 12
- 8 Completed a university degree
- 9 Completed a post-graduate degree
- 10 Other (specify)

3.3 Staff Benefits

3.3.1 Are you/your business able to provide employees with any benefits? If yes, indicate which of the following:

- 1 Pension/Provident Fund
- 2 Savings Plan
- 3 Unemployment Insurance Fund
- 4 Medical Aid
- 5 Hospital Plan
- 6 none of the above

3.3.2 If not, indicate which of the following most accurately describes why this is the case:

- 1 too costly
- 2 makes more sense for employees to make their own decisions on benefits in relation to their needs
- 3 not aware of such benefit schemes

4. Funding

4.1 During the last three years have you APPLIED FOR funding from a governmental or private source?

- 1 Yes
- 2 No

4.2 If NO, what was the MAIN reason for not applying for funding? (choose ONE and then go to 4.6.1)

- 1 No experience in writing proposals
- 2 My writing skills are poor
- 3 It is pointless, I would fail to get it
- 4 the available grants are inadequate for my needs
- 5 It depends on whom you know
- 6 Admin compliance requirements of funders
- 7 No need
- 8 Other (specify)

4.3 If YES, which of the following have you applied to?:

- 1 National Arts Council
- 2 National Lottery
- 3 Department of Arts and Culture
- 4 Provincial government
- 5 Local government
- 6 Business Arts South Africa
- 7 Arts and Culture Trust
- 8 International Funding Body
- 9 Private Foundation
- 10 Corporate sponsorship
- 11 Corporate funding

- 12 Patron
- 13 Arts organisation

4,4 Did you receive funding from any of these sources?

- 1 National Arts Council
- 2 National Lottery
- 3 Department of Arts and Culture
- 4 Provincial government
- 5 Local government
- 6 Business Arts South Africa
- 7 Arts and Culture Trust
- 8 International Funding Body (eg Pro Helvetia, Goethe Institute, Cultures France)
- 9 Private Foundation
- 10 Corporate sponsorship
- 11 Corporate funding
- 12 Patron
- 13 Arts organisation
- 14 Did not receive funding

4,5 Of those funding sources that you have applied to, which do you regard as being the MOST responsive to the needs of the

- 1 National Arts Council
- 2 National Lottery
- 3 National Government
- 4 Provincial Government
- 5 Local Government
- 6 Business Arts South Africa
- 7 Arts and Culture Trust
- 8 International Funding Body
- 9 Private Foundation
- 10 Corporate sponsorship
- 11 Corporate funding
- 12 Patron
- 13 Arts organisation

4.6.1 What do you regard as the MOST important purpose for arts funding in general?

- 1 supporting artists to produce their creative work
- 2 promoting capacity-building and networking (workshops, conferences, courses, etc)
- 3 building new audiences (through for example art education programmes)
- 4 developing new markets
- 5 enabling international exposure and linkage for South African artists and/or galleries
- 6 developing new talent
- 7 broadening access to participation in the arts (eg art education programming)
- 8 subsidising innovative arts media
- 9 research

4.6.2 What do you regard as the SECOND MOST important purpose for arts funding in general?

- 1 supporting artists to produce their creative work
- 2 promoting capacity-building and networking (workshops, conferences, courses, etc)
- 3 building new audiences (through for example art education programmes)
- 4 developing new markets
- 5 enabling international exposure and linkage for South African artists and/or galleries

- 6 developing new talent
- 7 broadening access to participation in the arts (eg art education programming)
- 8 subsidising innovative arts media
- 9 research

4,7 Have you applied for loan finance related to your business/work from a bank during the course of the last three years?

- 1 Yes
- 2 No

4,8 If NO, what was the reason for not applying?

- 1 No need for loan finance
- 2 No experience in dealing with banks
- 3 It is pointless, I would fail to get it
- 4 It depends on whom you know
- 5 Admin compliance requirements of banks
- 6 Other (specify)

4,9 If YES, was your application successful?

- 1 Yes
- 2 No

4.10 During the course of the last three years, have you obtained a loan from an informal source such a money-lender, friend or

- 1 Yes
- 2 No

5. Business Position and Market-related Issues

5,1 Do you have to spend time engaged in work/business outside of the visual arts to sustain your work/business in the visual arts sector?

- 1 Yes
- 2 No

5,2 If yes, why are you involved in other activities to support your "creative" activity (choose one or more)?

- 1 Cross subsidy
- 2 Visual arts market too small
- 3 Risk reduction/diversification
- 4 Business expansion
- 5 Other (specify)

5,3 How would you describe the location of your work/business? (choose ONE)

- 1 Urban – Major City - Suburban/CBD
- 2 Urban – Major Ciy - Township
- 3 Urban - town
- 4 Semi rural, small town
- 5 Deep rural/remote

5,4 How does your current location impact on your market access/ability to sell your products/services?

- 1 Positively
- 2 Negatively
- 3 Does not affect it at all

5,5 Are your products or services sold or delivered primarily.... (choose ONE)

- 1 directly to consumers/users?
- 2 to other businesses/organisations?
- 3 both equally

5.6.1 At the moment, the MOST important market for your products/services is....

- 1 local? (in your immediate locality)
- 2 regional? (beyond immediate locality, but not national in scope/reach)
- 3 national?
- 4 continental/African?
- 5 international?

5.6.2 At the moment, the SECOND MOST important market for your products/services is....

- 1 local? (in your immediate locality)
- 2 regional? (beyond immediate locality, but not national in scope/reach)
- 3 national?
- 4 continental/African?
- 5 international?

5,7 Do tourists form a significant part of your target market?

- 1 yes
- 2 no

5.8.1 Of the following which is the MOST important method of marketing/promoting your products/services?

- 1 The physical position/visibility of my business/organisation/institution
- 2 Networking and word of mouth
- 3 Through an on-line presence (e.g. website, mailouts)
- 4 Through local media
- 5 Through national media
- 6 Through international media
- 7 Other specify:.....

5.8.2 Of the following which is the SECOND MOST important method of marketing/promoting your products/services?

- 1 The physical position/visibility of my business/organisation/institution
- 2 Networking and word of mouth
- 3 Through an on-line presence (e.g. website, mailouts)
- 4 Through local media
- 5 Through national media
- 6 Through international media
- 7 Other specify:.....

5,9 How would you characterise the market for the products and services that you/your business provides?

- 1 healthy,growing
- 2 gradual improvement
- 3 stagnant
- 4 in decline
- 5 in sharp decline

5.10 Which of the following issues represent critical obstacles to the development of your work/business/organisation? Rank

- The high cost of...**
- 5.10.1 Materials and Supplies
 - 5.10.2 Space/Business premises
 - 5.10.3 Utilities (electricity, etc)
 - 5.10.4 Telecommunication
 - 5.10.5 Publicity
 - 5.10.6 Publishing
 - 5.10.7 Transport/freighting
 - 5.10.8 Legal advice
 - 5.10.9 Labour

- Market Conditions**
- 5.10.10 Weaknesses in Supply of Product
 - 5.10.11 Weaknesses in Demand for Product
 - 5.10.12 Level of competition in the industry
 - 5.10.13 Exchange rate
 - 5.10.14 Tax rate
 - 5.10.15 Interest Rates
 - 5.10.16 Changing trends which influence demand

- Lack of Access to...**
- 5.10.17 Skilled labour/workforce
 - 5.10.18 Finance
 - 5.10.19 Funding
 - 5.10.20 Raw Materials
 - 5.10.21 Business support/advice
 - 5.10.22 Marketing opportunities

- Regulatory and industry environment**
- 5.10.23 SARS compliance
 - 5.10.24 Customs/trade regulations
 - 5.10.25 Labour regulations
 - 5.10.26 Business licensing requirements
 - 5.10.27 Lack of professionalism within the industry
 - 5.10.28 Lack of internal regulation within the industry
 - 5.10.29 Lack of industry promotion from government
 - 5.10.30 Issues related to the freedom of expression

- Socio-economic conditions**
- 5.10.31 Crime
 - 5.10.32 Corruption
 - 5.10.33 Substance Abuse
 - 5.10.34 Race Discrimination
 - 5.10.35 Gender Discrimination

- 5.10.36 Other (Please specify)...

--

If you have ranked more than THREE of the above as 'major' (1) review these and decide which are the three most significant issues and assign the others as 'moderate'

5,11 How do you generally feel about your future in the sector?

- | | |
|---|--|
| 1 | positive, there are lots of opportunities for growth |
| 2 | positive, there are some opportunities for growth |
| 3 | neutral |
| 4 | negative, the outlook is bleak |
| 5 | negative, I am or am considering looking for opportunities elsewhere |

6 uncertain

5.12.1 What do you see as your MOST important need in terms of company development? (choose ONE)

- 1 Staff training
- 2 Help with strategy and business planning
- 3 Help with developing new ideas for cash generation
- 4 Help with improving processes and efficiency
- 5 Help with marketing
- 6 Help obtaining external commercial funding
- 7 Help obtaining external government funding
- 8 Help with international expansion
- 9 Increased web presence (marketing, distribution ...)
- 10 Other (specify)

5.12.2 What do you see as being your SECOND MOST important need in terms of company development? (choose ONE)

- 1 Staff training
- 2 Help with strategy and business planning
- 3 Help with developing new ideas for cash generation
- 4 Help with improving processes and efficiency
- 5 Help with marketing
- 6 Help obtaining external commercial funding
- 7 Help obtaining external government funding
- 8 Help with international expansion
- 9 Increased web presence (marketing, distribution ...)
- 10 Other (specify)

5.13 Are you a member of an industry organisation or association?

- 1 Yes
- 2 No

5.14 If NO, which of the following most accurately describes the reasons for not being a member?: (choose ONE)

- 1 Not interested in such bodies
- 2 Not aware of any industry bodies or associations in my sector
- 3 Don't believe any benefits attach to such membership for me/my company
- 4 Don't know what the benefits are

5.15 If YES, what do you see as being the most significant benefit that you obtain from such membership (choose ONE)

- 1 Information
- 2 Advice
- 3 Networking
- 4 Marketing Opportunities
- 5 Training/Professional Development
- 6 Access to funding opportunities
- 7 Peer Support
- 8 Other, specify.....

5.16 How do you use computers in your work? (multiple response)

- 1 Administration
- 2 Networking
- 3 Internet-based research
- 4 As a creative medium

- 5 On-line marketing/sales
- 6 Do not use computers
- 7 Other purpose, specify:

6. For Galleries only (and organisations with a gallery space) - others proceed to 7

6,1 What is the approximate size of your gallery?

m2

6,2 Is this space owned or rented?

- 1 owned
- 2 rented

6,3 What is the approximate monthly cost associated with the space (rental or mortgage/bond payment)?

monthly rental/bond payment #DIV/0! cost per m2

6,4 What proportion of artworks that you sell are sourced from... (indicate percentage)

- local artists?
- artists from other countries in Africa?
- international, outside of Africa?

6,5 What is the average price of artworks sold in your gallery? (choose ONE)

- 1 less than R1000
- 2 R1000 - R5000
- 3 R5000 - R20000
- 4 R20 000 - R50 000
- 5 R50 000 - R100 000
- 6 R100 000 - R250 000
- 7 more than R250 000

6,6 What commission and associated costs do you **generally** charge on the sale of work? (choose ONE)

- 1 no commission
- 2 0-10%
- 3 10-20%
- 4 20-30%
- 5 30-40%
- 6 40-50%
- 7 50-60%
- 8 60-70%
- 9 more than 70%

6,7 What kind/s of consumer/s does your gallery mainly target? (choose ONE)

- 1 low income earners
- 2 middle income earners
- 3 upper-middle income earners
- 4 high income earners
- 5 the very wealthy

6,8 What do you regard as the MOST important opportunity for making sales? (choose ONE)

- 1 exhibition openings
- 2 casual daytime visitors

- 3 special viewings
- 4 other, specify

6.9.1 What would you regard as the MOST significant constraint/challenge that you face as a gallerist?

- 1 insufficient/inadequate space
- 2 physical location of gallery
- 3 too much competition
- 4 poor levels of professionalism among artists
- 5 market downturn

6.9.2 What would you regard as the SECOND MOST significant constraint/challenge that you face as a gallerist?

- 1 insufficient/inadequate space
- 2 physical location of gallery
- 3 too much competition
- 4 poor levels of professionalism among artists
- 5 market downturn

7. Finances

7.1 Please indicate or estimate your total income (even very roughly) for the financial year ending in 2008
(you can also arrive at an estimate by answering 7.2)

(use simple numbers, without spaces, eg 90000, not R90 000)

7.2 Please estimate what amount or percentage of this annual income was earned through:

If amounts are indicated use column A, if percentages, column B

	A		B	
	amount	%	%	amount
Product Sales	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Provision of Services	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Income from royalties	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Income from investments	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Subletting space	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Funding agency grant - local source	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Funding agency grant - international source	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Government grant (non arts funding agency)	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Corporate Sponsorship	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Other (specify)	<input type="text"/>	#DIV/0!	<input type="text"/>	0
Total should add up to figure indicated in 7.1	<input type="text"/>	#DIV/0!	should equal 100%	<input type="text"/>

7.3 Do you expect your total income to be higher, lower or about the same this year? (single response)

- 1 higher
- 2 lower
- 3 about the same

7.4 Please indicate or estimate your total work/business related expenditure in the financial year ending in 2008
(you can also arrive at an estimate by answering 7.5)

(use simple numbers, without spaces, eg 90000, not R90 000)

7.5 Please estimate what amount of this expenditure was incurred through:

If amounts are indicated use column A, if percentages, column B

A

	amount	%		%	amount
Wages and salaries and related costs		#DIV/0!			0
Materials and Equipment	0	#DIV/0!			0
Publicity costs	0	#DIV/0!			0
Exhibition costs	0	#DIV/0!			0
Premises (rental or mortgage/bond)	0	#DIV/0!			0
Utilities costs and overheads	0	#DIV/0!			0
Communication costs	0	#DIV/0!			0
Travel costs	0	#DIV/0!			0
Transport and Freight	0	#DIV/0!			0
Insurance	0	#DIV/0!			0
Other (specify)		#DIV/0!			0
Total should add up to figure indicated in 7.4	0	#DIV/0!	should equal 100%		0

7,6 What is the estimated replacement value of your assets?

R

7,7 What is the estimated size of your debts/liabilities?

R

Tax/Insurance

7.8.1 Are you/your business entity registered for income or company tax?

- 1 Yes
 2 No

7.8.1 If NO, why:

- 1 Income/company tax does not apply to my organisation type
 2 Not aware of tax issues
 3 I think I earn too little to pay income tax
 4 Haven't found the time to address this
 5 Fall below current income/company tax threshold
 6 Too much trouble/administration
 7 Other, specify:

7.9.1 Are you registered as a VAT vendor through SARS?

- 1 Yes
 2 No

7.9.2 If not, why?

- 1 Don't know how VAT applies to my work/business
 2 Not applicable to my tax/legal status
 3 Fall below current taxable income threshold required for compliance (taxable income less than R1 million)
 4 Too much trouble/administration

7.10 Have you ever taken out any of the following types of insurance *related to your business/work*?

- 1 Accident Insurance
 2 Vehicle insurance
 3 Travel insurance
 4 Professional Indemnity insurance
 5 Freight Insurance

- 7 Office/Studio Contents Insurance
- 8 none of the above