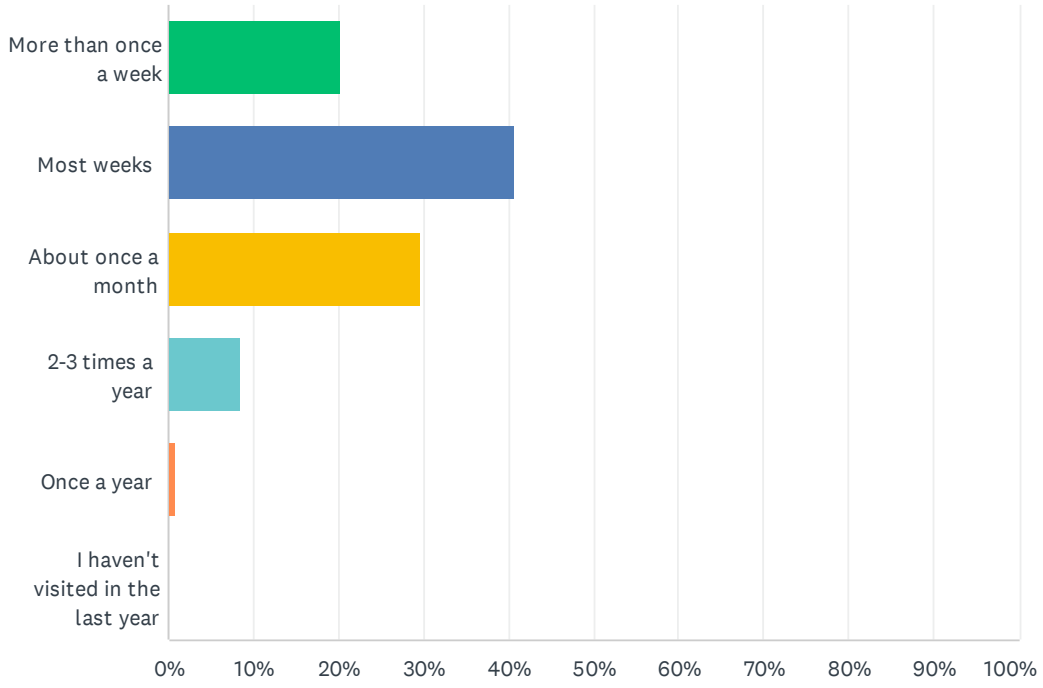
Q1 How often do you visit Canberra Potters'/Watson Arts Centre in person?

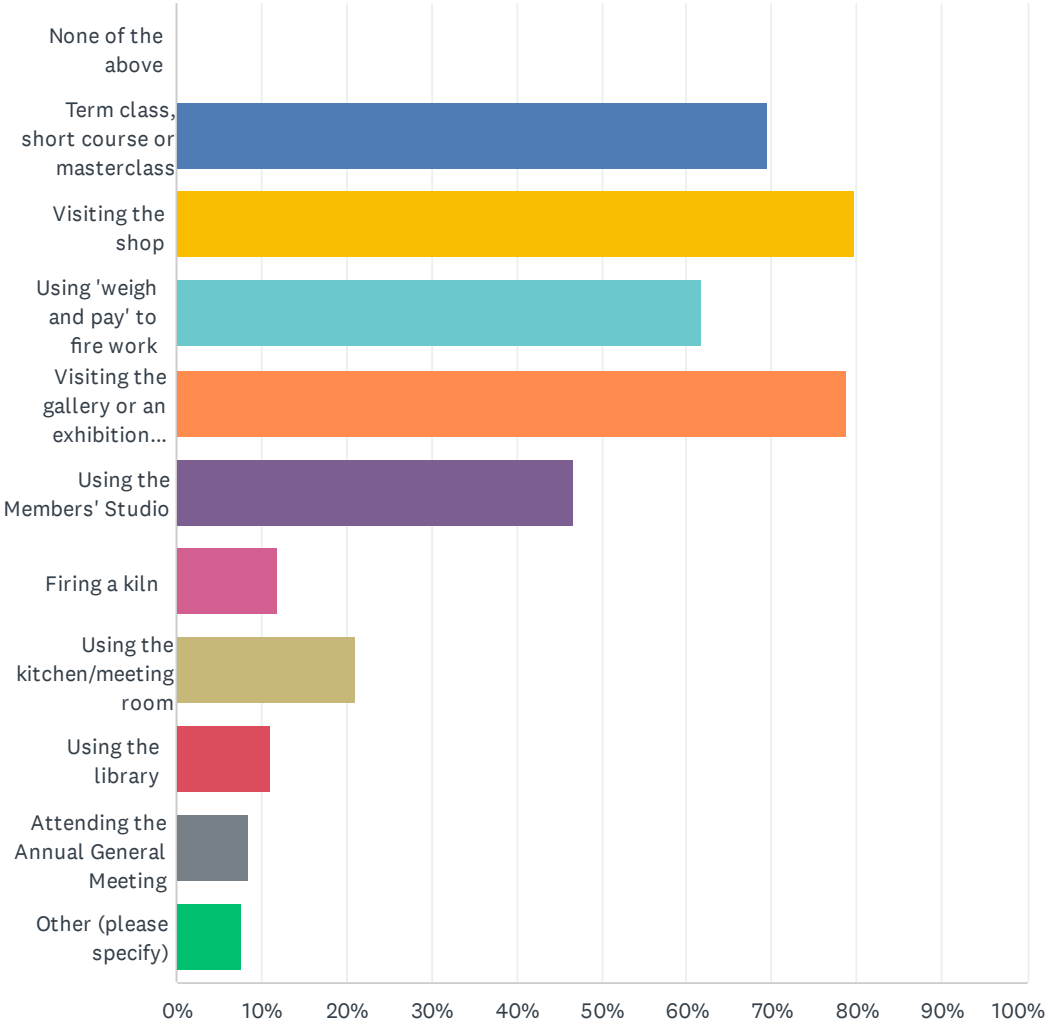
Answered: 118 Skipped: 2



ANSWER CHOICES	RESPONSES	
More than once a week	20.34%	24
Most weeks	40.68%	48
About once a month	29.66%	35
2-3 times a year	8.47%	10
Once a year	0.85%	1
I haven't visited in the last year	0.00%	0
TOTAL		118

Q2 In the last 12 months, have you visited for: (check all that apply)

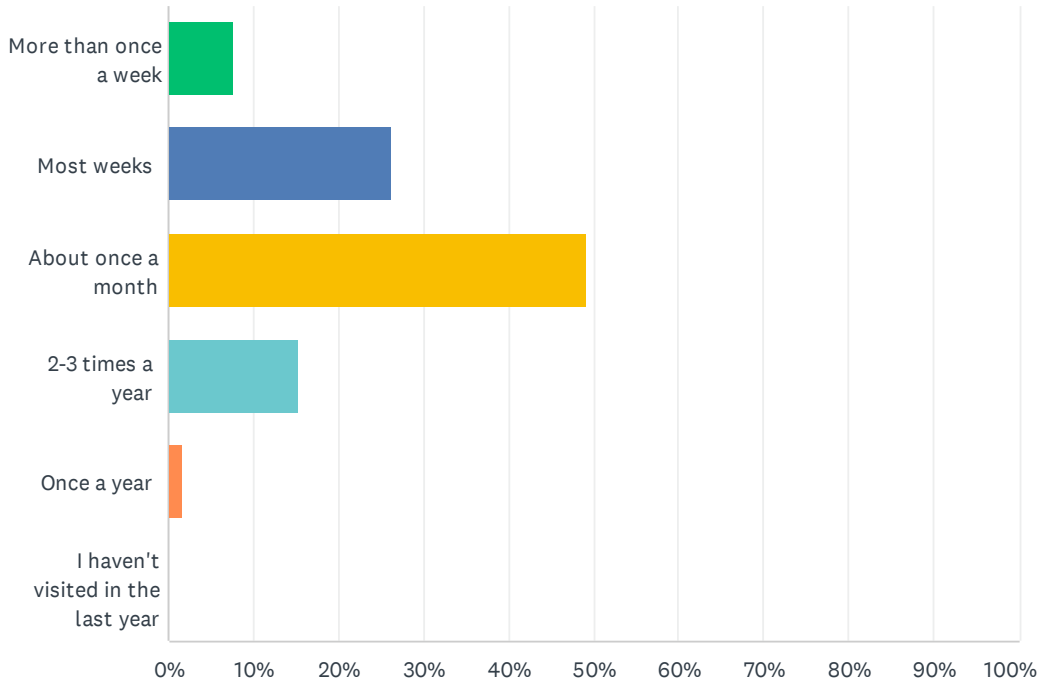
Answered: 118 Skipped: 2



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Term class, short course or masterclass	69.49%	82
Visiting the shop	79.66%	94
Using 'weigh and pay' to fire work	61.86%	73
Visiting the gallery or an exhibition opening (e.g. Members' Exhibition, Teacher-Student Exhibition, Artist Exhibition)	78.81%	93
Using the Members' Studio	46.61%	55
Firing a kiln	11.86%	14
Using the kitchen/meeting room	21.19%	25
Using the library	11.02%	13
Attending the Annual General Meeting	8.47%	10
Other (please specify)	7.63%	9
Total Respondents: 118		

Q3 How often do you use the Canberra Potters' website?

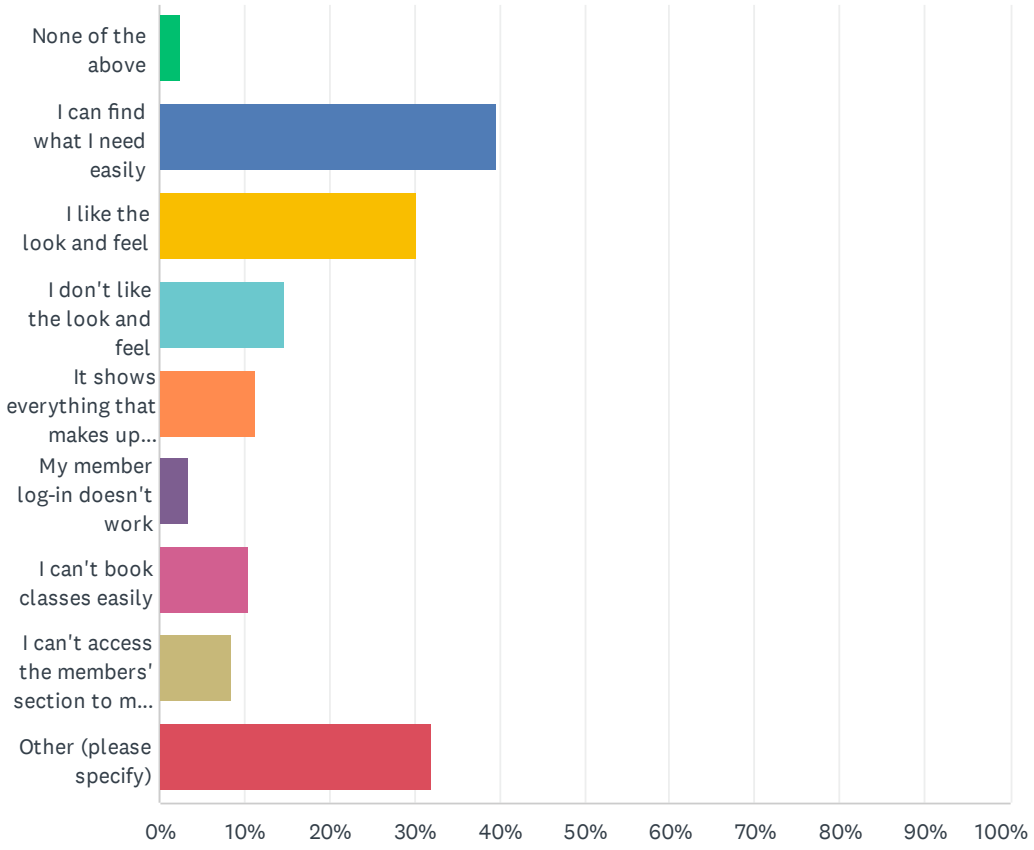
Answered: 118 Skipped: 2



ANSWER CHOICES	RESPONSES	
More than once a week	7.63%	9
Most weeks	26.27%	31
About once a month	49.15%	58
2-3 times a year	15.25%	18
Once a year	1.69%	2
I haven't visited in the last year	0.00%	0
TOTAL		118

Q4 Your website feedback: Which best describes your experience of the new website?

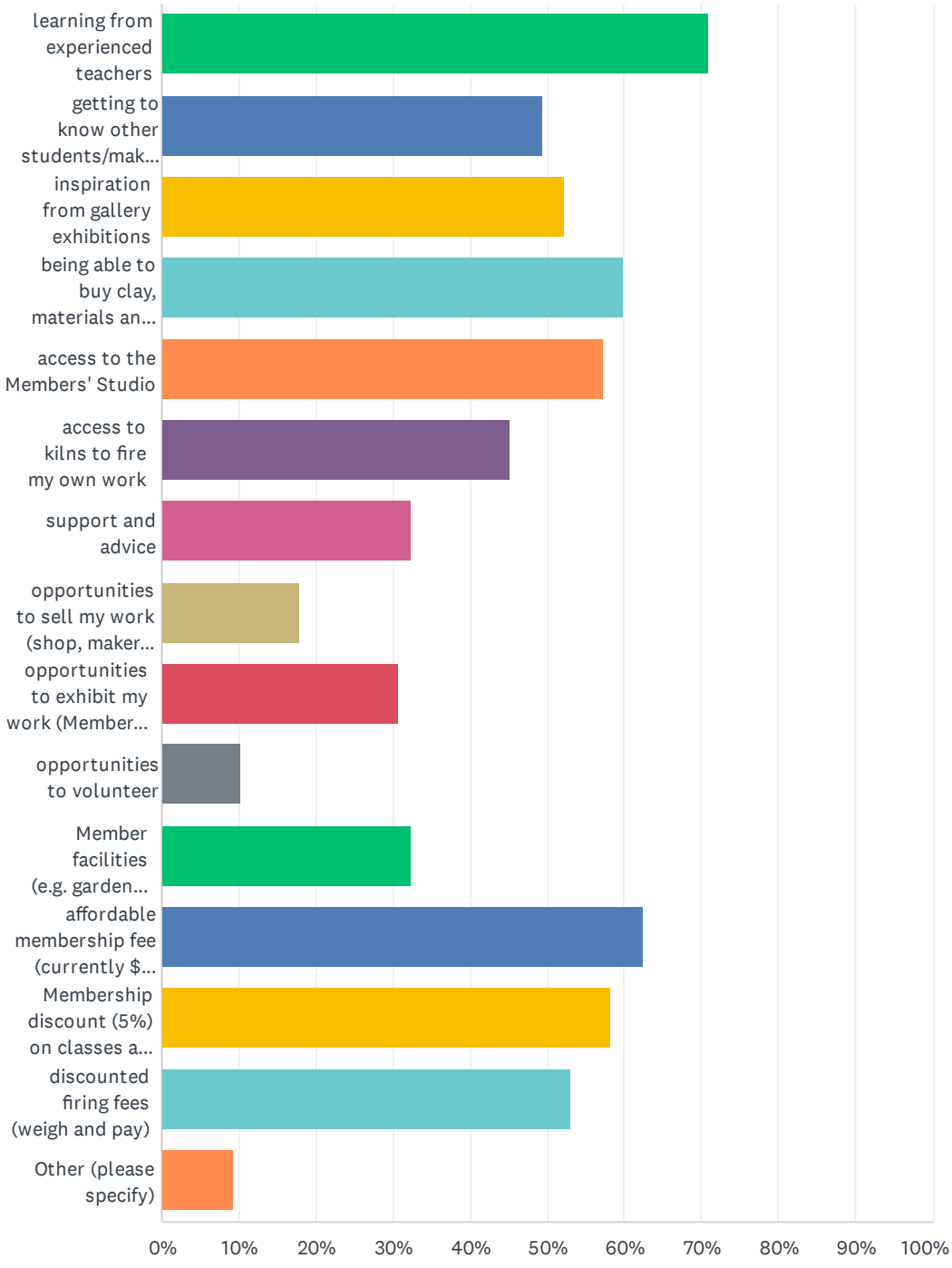
Answered: 116 Skipped: 4



ANSWER CHOICES	RESPONSES	
None of the above	2.59%	3
I can find what I need easily	39.66%	46
I like the look and feel	30.17%	35
I don't like the look and feel	14.66%	17
It shows everything that makes up Canberra Potters'	11.21%	13
My member log-in doesn't work	3.45%	4
I can't book classes easily	10.34%	12
I can't access the members' section to make bookings	8.62%	10
Other (please specify)	31.90%	37
Total Respondents: 116		

Q5 What do you value most about your Canberra Potters' membership? (check all that apply)

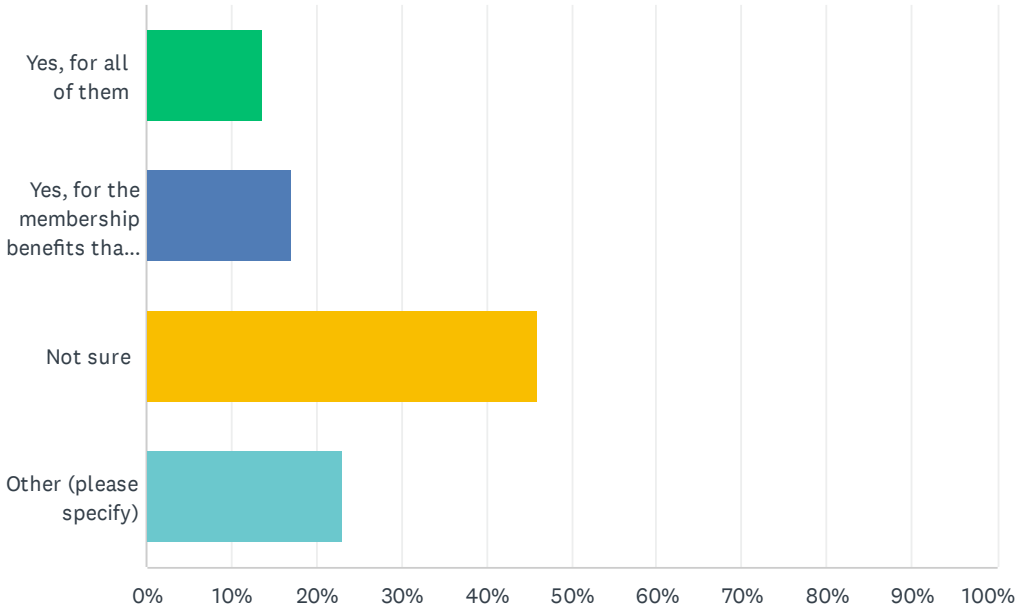
Answered: 117 Skipped: 3



ANSWER CHOICES	RESPONSES	
learning from experienced teachers	70.94%	83
getting to know other students/makers/studio holders/artists	49.57%	58
inspiration from gallery exhibitions	52.14%	61
being able to buy clay, materials and tools	59.83%	70
access to the Members' Studio	57.26%	67
access to kilns to fire my own work	45.30%	53
support and advice	32.48%	38
opportunities to sell my work (shop, makers' markets)	17.95%	21
opportunities to exhibit my work (Members' Exhibition; Teacher-Student Exhibition; solo or group exhibition)	30.77%	36
opportunities to volunteer	10.26%	12
Member facilities (e.g. garden, tea-room, library	32.48%	38
affordable membership fee (currently $55 concession/$70 full fee)	62.39%	73
Membership discount (5%) on classes and clay	58.12%	68
discounted firing fees (weigh and pay)	52.99%	62
Other (please specify)	9.40%	11
Total Respondents: 117		

Q6 Would you pay more to ensure the sustainability of these benefits and services?

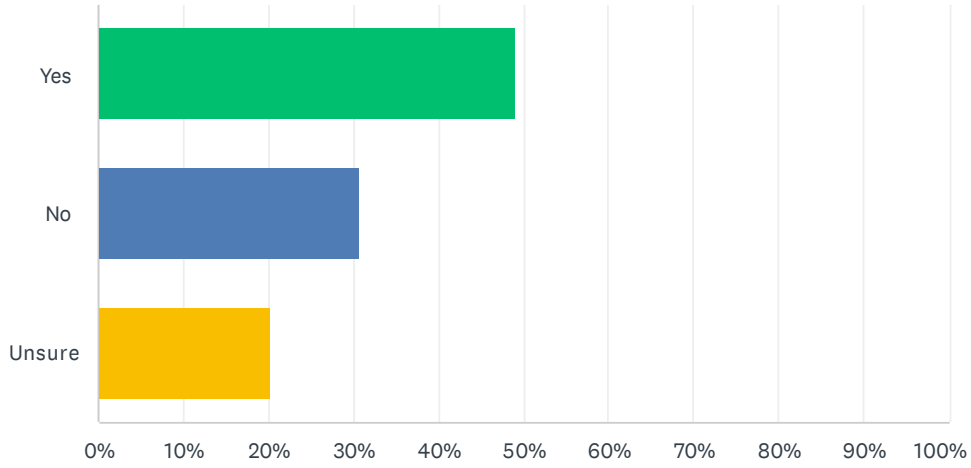
Answered: 117 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes, for all of them	13.68%	16
Yes, for the membership benefits that I use	17.09%	20
Not sure	46.15%	54
Other (please specify)	23.08%	27
TOTAL		117

Q7 Do you or anyone in your household plan to enrol in a term class at Canberra Potters' in 2026?

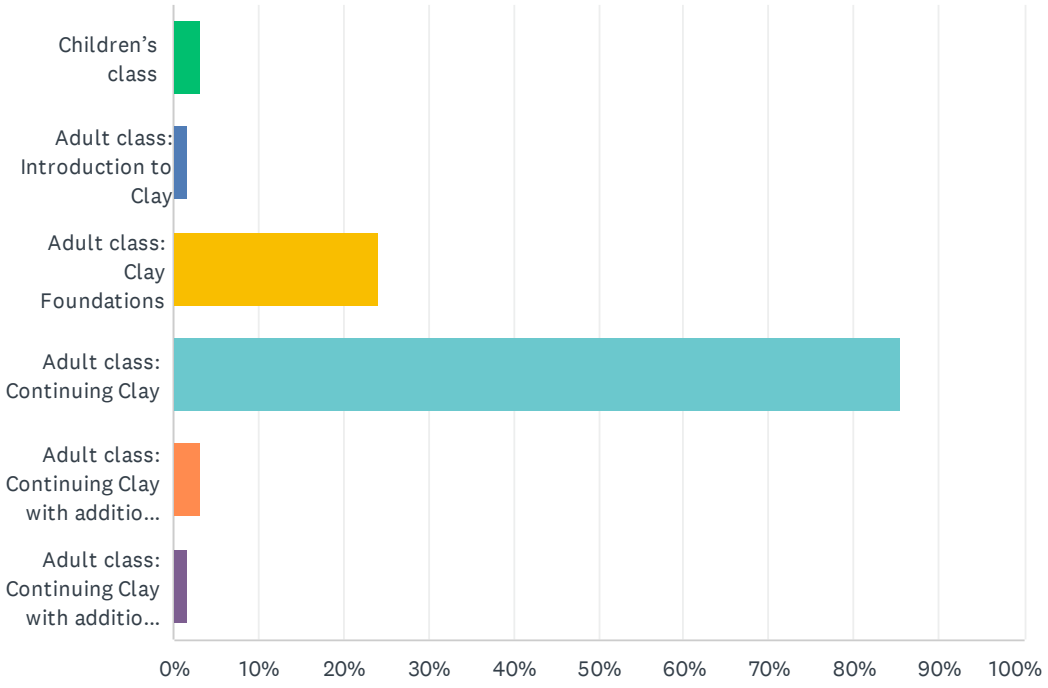
Answered: 114 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	49.12%	56
No	30.70%	35
Unsure	20.18%	23
TOTAL		114

Q8 If YES, will you or someone in your household enrol in: (check all that apply):

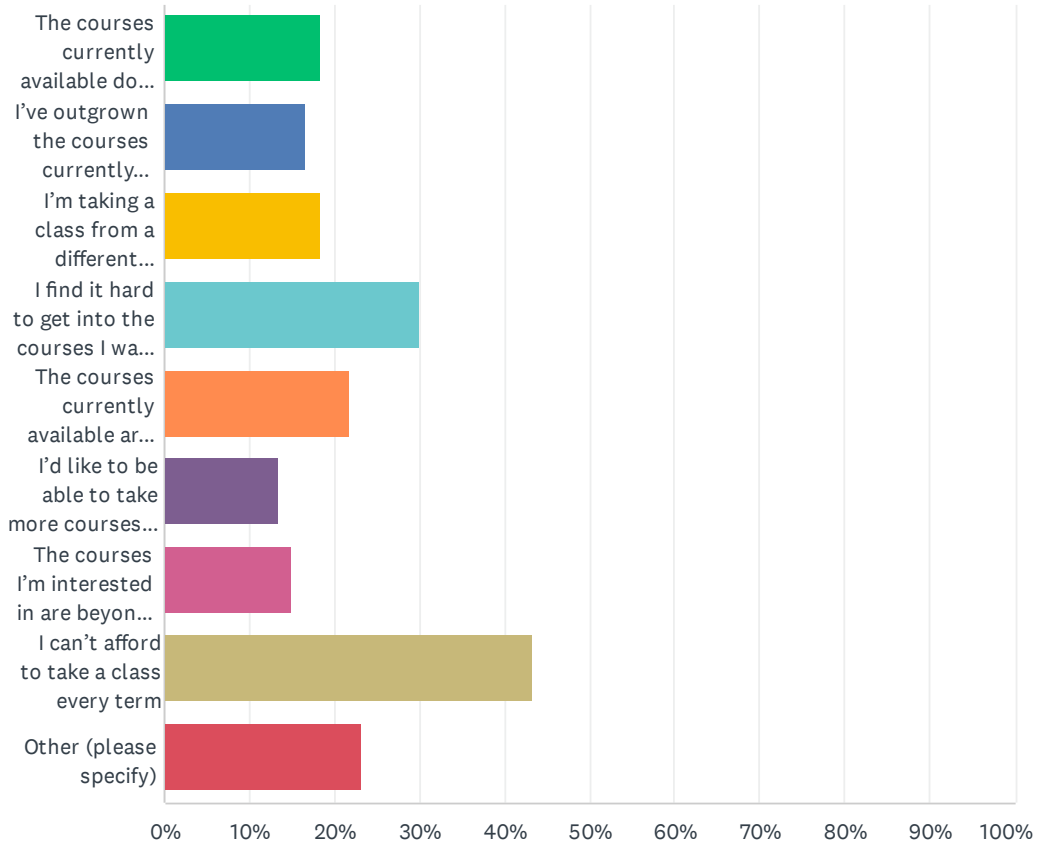
Answered: 62 Skipped: 58



ANSWER CHOICES	RESPONSES	
Children's class	3.23%	2
Adult class: Introduction to Clay	1.61%	1
Adult class: Clay Foundations	24.19%	15
Adult class: Continuing Clay	85.48%	53
Adult class: Continuing Clay with additional support class	3.23%	2
Adult class: Continuing Clay with additional support class (through NDIS)	1.61%	1
Total Respondents: 62		

Q9 If NO, what is the main reason for not enrolling in a term class in 2026? (check all that apply):

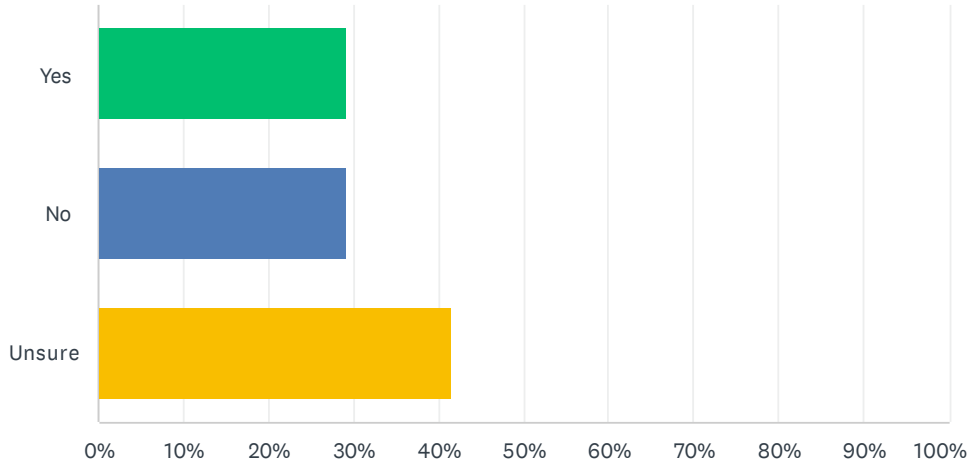
Answered: 60 Skipped: 60



ANSWER CHOICES	RESPONSES	
The courses currently available don't interest me/fit my training needs	18.33%	11
I've outgrown the courses currently available	16.67%	10
I'm taking a class from a different provider in ACT/NSW	18.33%	11
I find it hard to get into the courses I want to enrol in (the courses fill too quickly)	30.00%	18
The courses currently available are not offered at times that suit me	21.67%	13
I'd like to be able to take more courses on the weekend	13.33%	8
The courses I'm interested in are beyond my budget	15.00%	9
I can't afford to take a class every term	43.33%	26
Other (please specify)	23.33%	14
Total Respondents: 60		

Q10 Do you or someone in your household plan to enrol in a short course or masterclass at Canberra Potters' in the next 12 months?

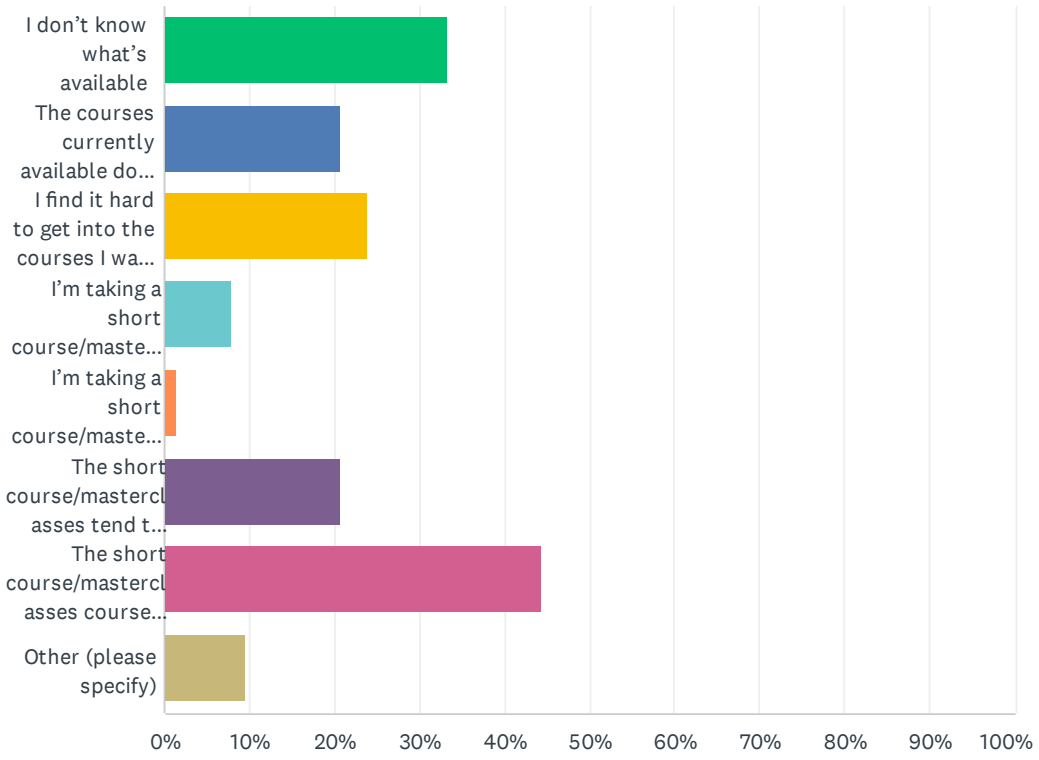
Answered: 113 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	29.20%	33
No	29.20%	33
Unsure	41.59%	47
TOTAL		113

Q11 If NO, is this because: (check all that apply)

Answered: 63 Skipped: 57



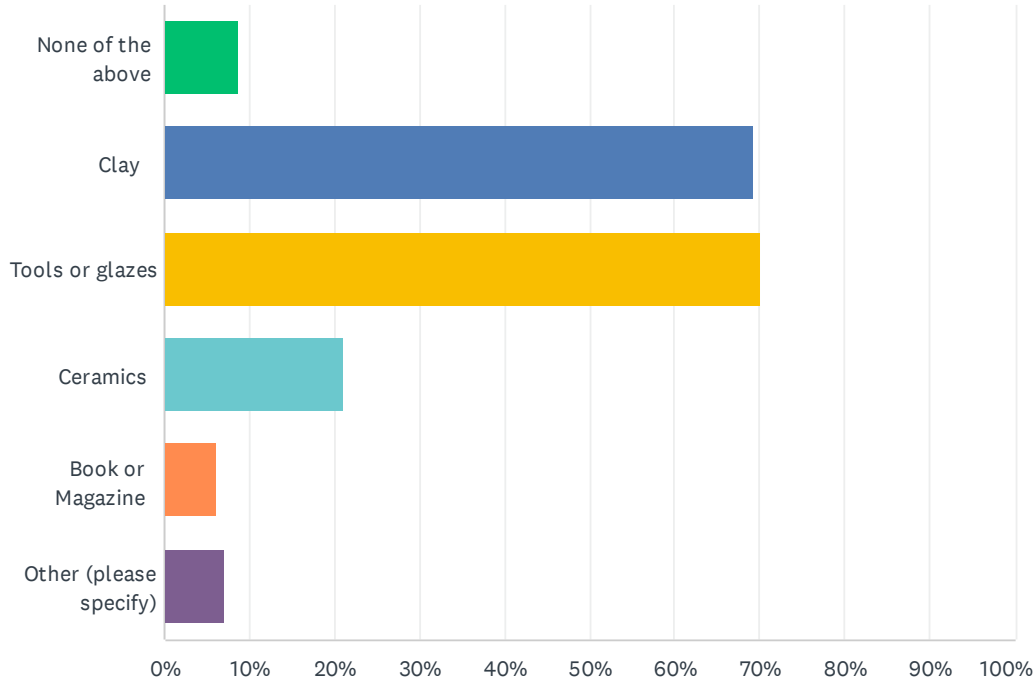
ANSWER CHOICES	RESPONSES	
I don't know what's available	33.33%	21
The courses currently available don't interest me/fit my training needs	20.63%	13
I find it hard to get into the courses I want to enrol in (the courses fill too quickly)	23.81%	15
I'm taking a short course/masterclass from a different provider in Australia	7.94%	5
I'm taking a short course/masterclass from a different provider outside Australia	1.59%	1
The short course/masterclasses tend to be at times that don't suit me	20.63%	13
The short course/masterclasses courses are beyond my budget	44.44%	28
Other (please specify)	9.52%	6
Total Respondents: 63		

Q12 In the next 12-24 months, what courses would you like us to add to our Education Program?

Answered: 71 Skipped: 49

Q13 Have you purchased something at the Canberra Potters' shop in the last 12 months? If YES, was that: (check all that apply)

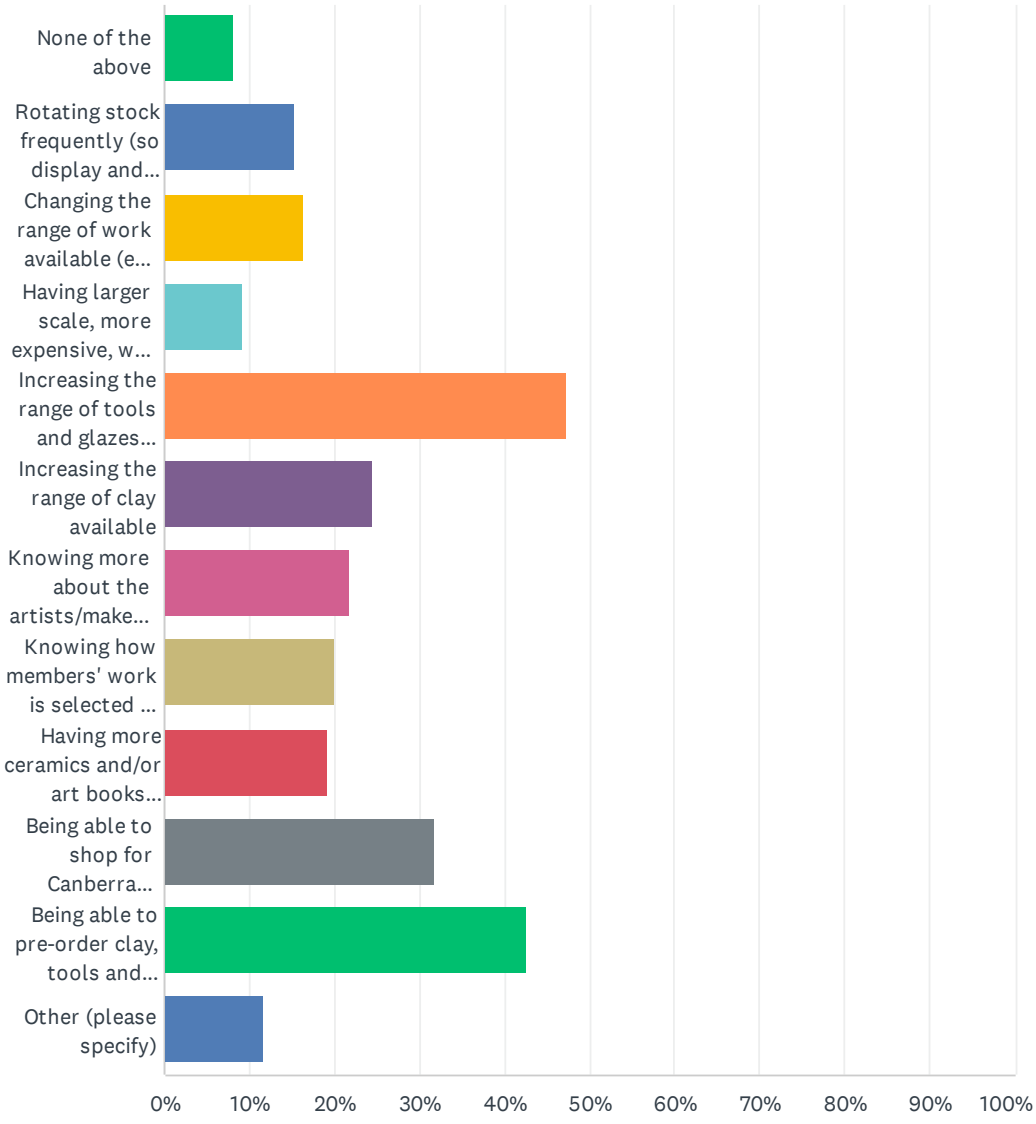
Answered: 114 Skipped: 6



ANSWER CHOICES	RESPONSES	
None of the above	8.77%	10
Clay	69.30%	79
Tools or glazes	70.18%	80
Ceramics	21.05%	24
Book or Magazine	6.14%	7
Other (please specify)	7.02%	8
Total Respondents: 114		

Q14 Which of the following might improve your experience of the shop? (check all that apply)

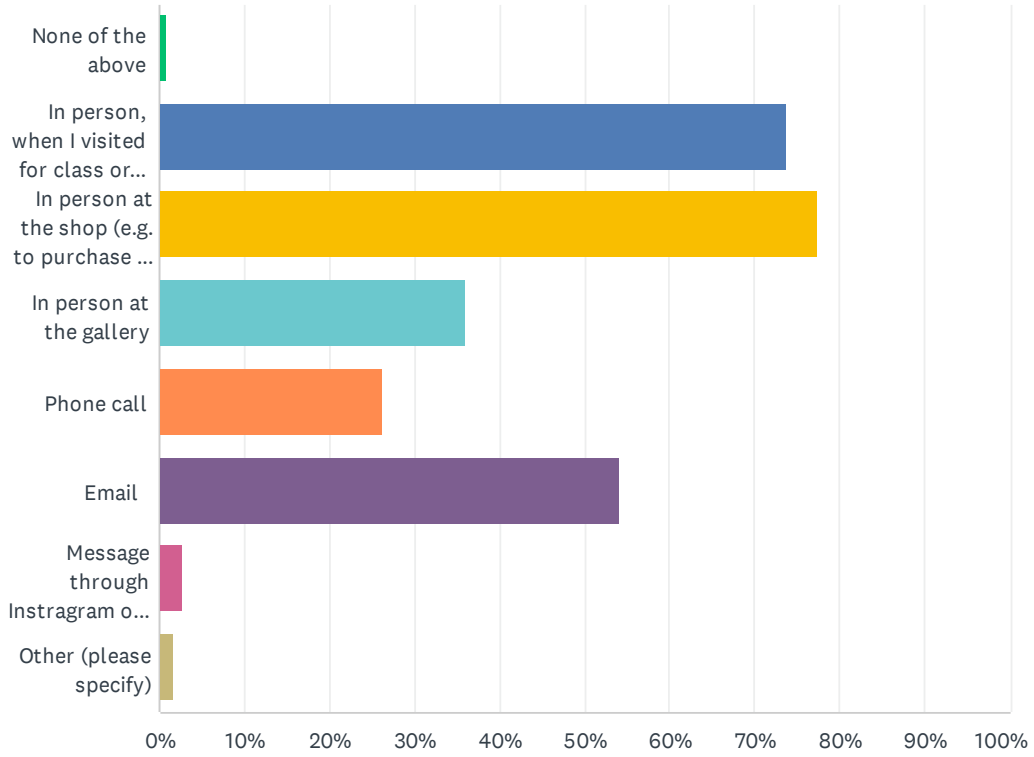
Answered: 110 Skipped: 10



ANSWER CHOICES	RESPONSES	
None of the above	8.18%	9
Rotating stock frequently (so display and artist/makers change)	15.45%	17
Changing the range of work available (e.g. new makers/artists)	16.36%	18
Having larger scale, more expensive, work available for purchase	9.09%	10
Increasing the range of tools and glazes available	47.27%	52
Increasing the range of clay available	24.55%	27
Knowing more about the artists/makers represented	21.82%	24
Knowing how members' work is selected for the shop (e.g. criteria and quality attributes)	20.00%	22
Having more ceramics and/or art books available for purchase	19.09%	21
Being able to shop for Canberra Potters' ceramics online	31.82%	35
Being able to pre-order clay, tools and glazes online	42.73%	47
Other (please specify)	11.82%	13
Total Respondents: 110		

Q15 Have you interacted with our administrative staff in the last 12 months? If YES, was that (check all that apply):

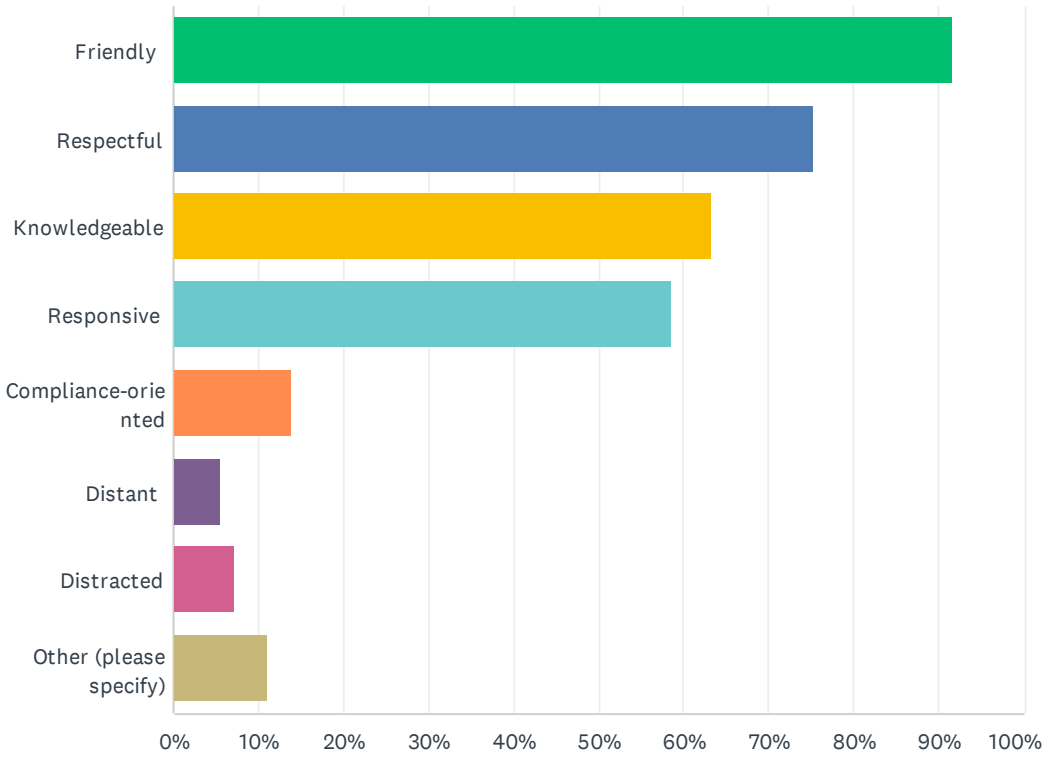
Answered: 111 Skipped: 9



ANSWER CHOICES	RESPONSES	
None of the above	0.90%	1
In person, when I visited for class or an event	73.87%	82
In person at the shop (e.g. to purchase or for weigh and pay)	77.48%	86
In person at the gallery	36.04%	40
Phone call	26.13%	29
Email	54.05%	60
Message through Instragram or Facebook	2.70%	3
Other (please specify)	1.80%	2
Total Respondents: 111		

Q16 If YES, how was that interaction? (check all that apply):

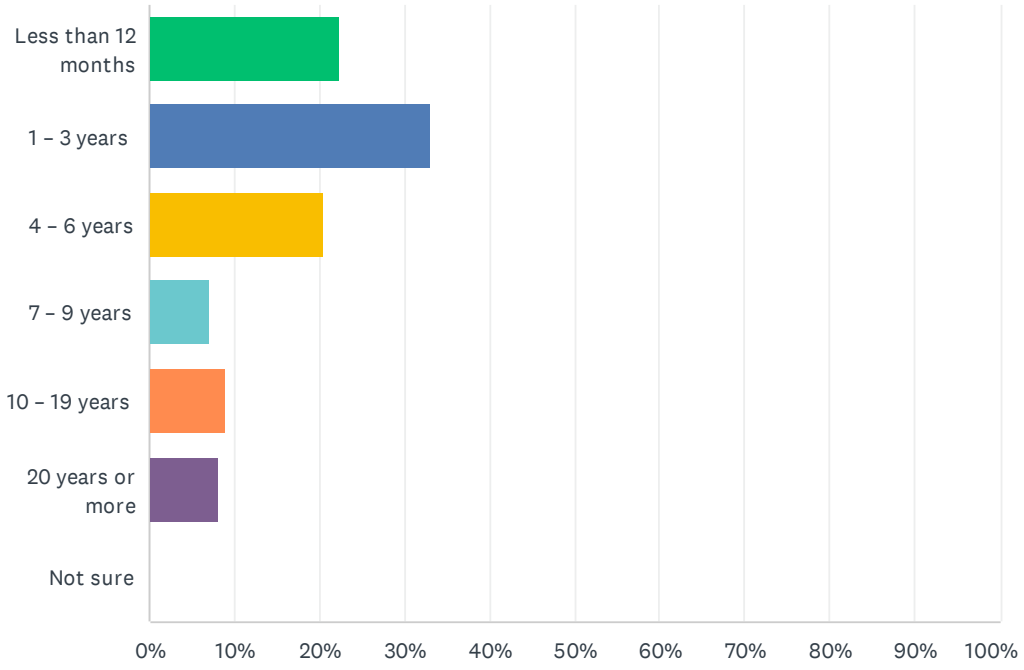
Answered: 109 Skipped: 11



ANSWER CHOICES	RESPONSES	
Friendly	91.74%	100
Respectful	75.23%	82
Knowledgeable	63.30%	69
Responsive	58.72%	64
Compliance-oriented	13.76%	15
Distant	5.50%	6
Distracted	7.34%	8
Other (please specify)	11.01%	12
Total Respondents: 109		

Q17 Approx how long have you (or someone in your household) been a member of Canberra Potters'?

Answered: 112 Skipped: 8



ANSWER CHOICES	RESPONSES	
Less than 12 months	22.32%	25
1 – 3 years	33.04%	37
4 – 6 years	20.54%	23
7 – 9 years	7.14%	8
10 – 19 years	8.93%	10
20 years or more	8.04%	9
Not sure	0.00%	0
TOTAL		112

Q18 Are there ways in which we could improve the value of your membership? Please give us up to threesuggestions:

Answered: 77 Skipped: 43

ANSWER CHOICES	RESPONSES	
Suggestion 1	100.00%	77
Suggestion 2	53.25%	41
Suggestion 3	33.77%	26

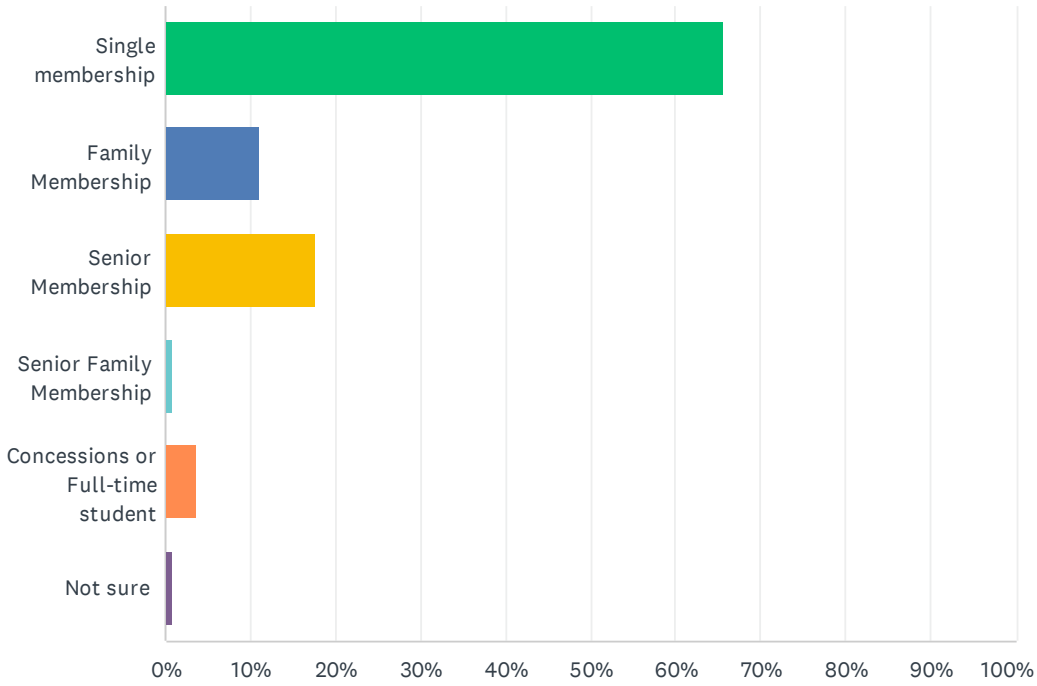
Q19 Over the next 10 years, what changes or improvements would you like to see at Canberra Potters'/Watson Arts Centre? e.g. Your dream Artist in Residence? A larger gallery space with room for our collection? More international artists exhibiting at Watson Arts Centre? More masterclasses with international artists? New/improved kilns? Better facilities?

Answered: 89 Skipped: 31

ANSWER CHOICES	RESPONSES	
Priority 1	100.00%	89
Priority 2	79.78%	71
Priority 3	44.94%	40

Q20 What kind of membership do you currently have?

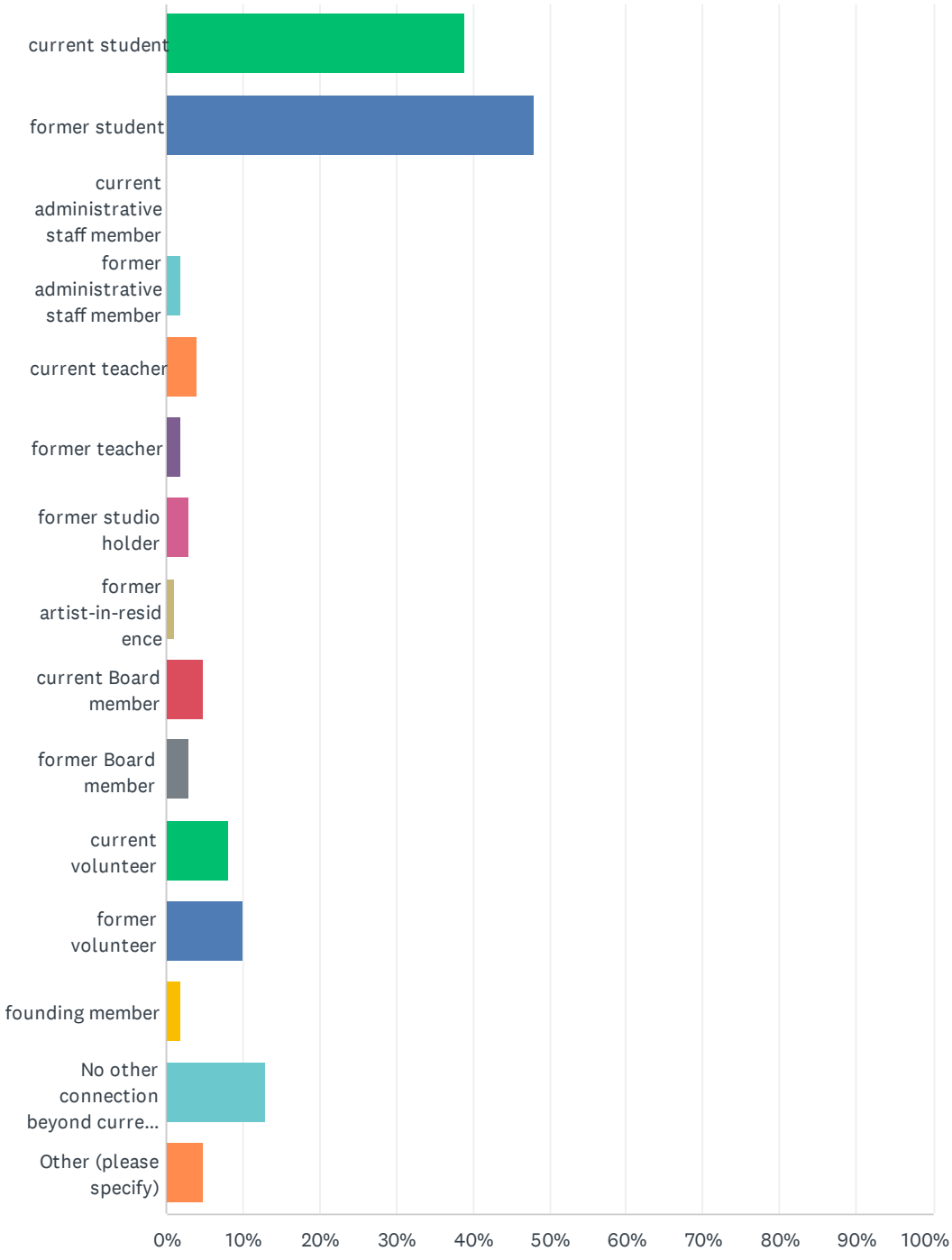
Answered: 108 Skipped: 12



ANSWER CHOICES	RESPONSES	
Single membership	65.74%	71
Family Membership	11.11%	12
Senior Membership	17.59%	19
Senior Family Membership	0.93%	1
Concessions or Full-time student	3.70%	4
Not sure	0.93%	1
TOTAL		108

Q21 Do you have any other connection to Canberra Potters'? [check all that apply]

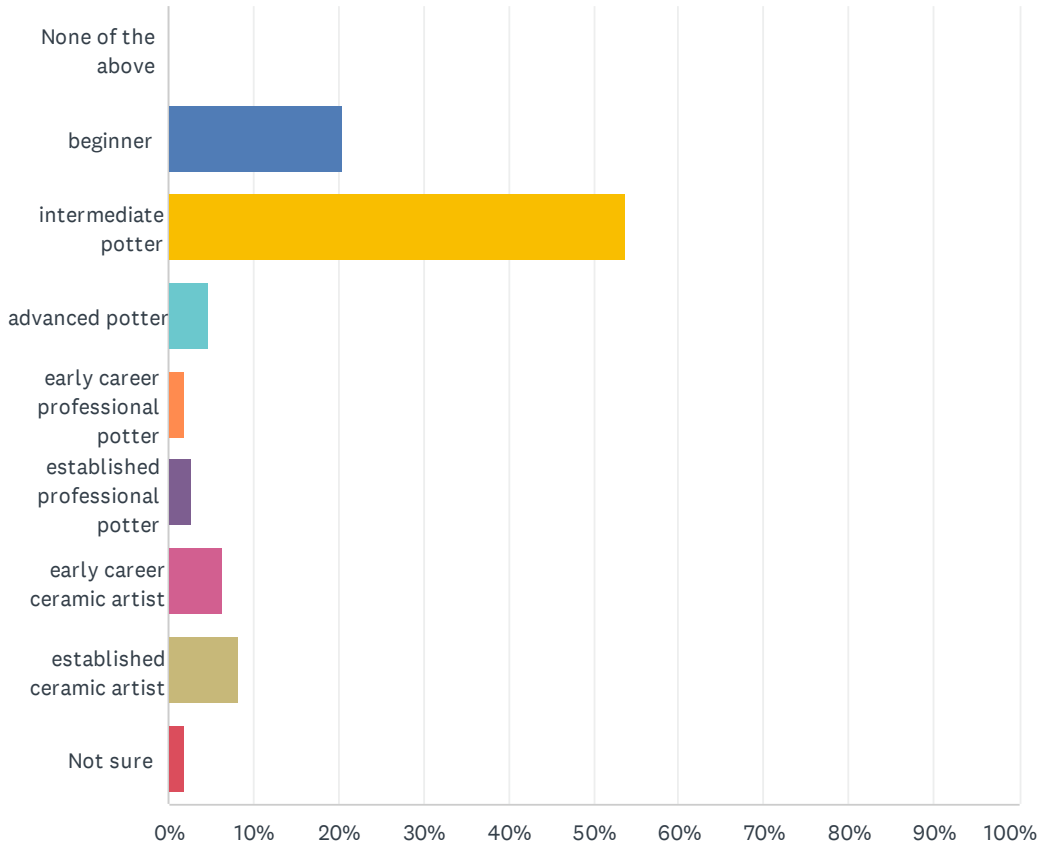
Answered: 100 Skipped: 20



ANSWER CHOICES	RESPONSES	
current student	39.00%	39
former student	48.00%	48
current administrative staff member	0.00%	0
former administrative staff member	2.00%	2
current teacher	4.00%	4
former teacher	2.00%	2
former studio holder	3.00%	3
former artist-in-residence	1.00%	1
current Board member	5.00%	5
former Board member	3.00%	3
current volunteer	8.00%	8
former volunteer	10.00%	10
founding member	2.00%	2
No other connection beyond current membership	13.00%	13
Other (please specify)	5.00%	5
Total Respondents: 100		

Q22 What is your pottery/ceramics life stage?

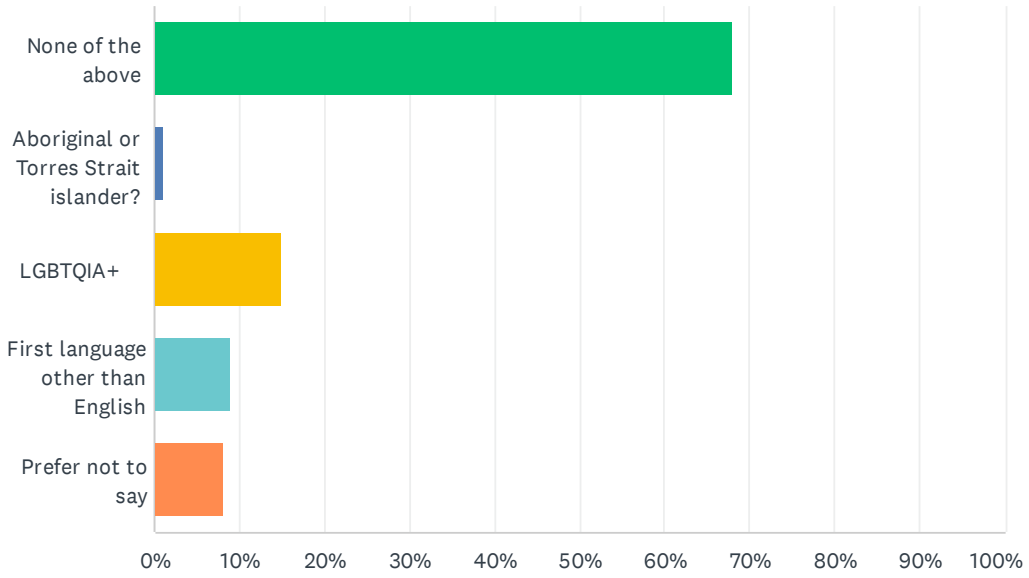
Answered: 108 Skipped: 12



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
beginner	20.37%	22
intermediate potter	53.70%	58
advanced potter	4.63%	5
early career professional potter	1.85%	2
established professional potter	2.78%	3
early career ceramic artist	6.48%	7
established ceramic artist	8.33%	9
Not sure	1.85%	2
TOTAL		108

Q23 Do you identify as any of the following? (select all that apply)

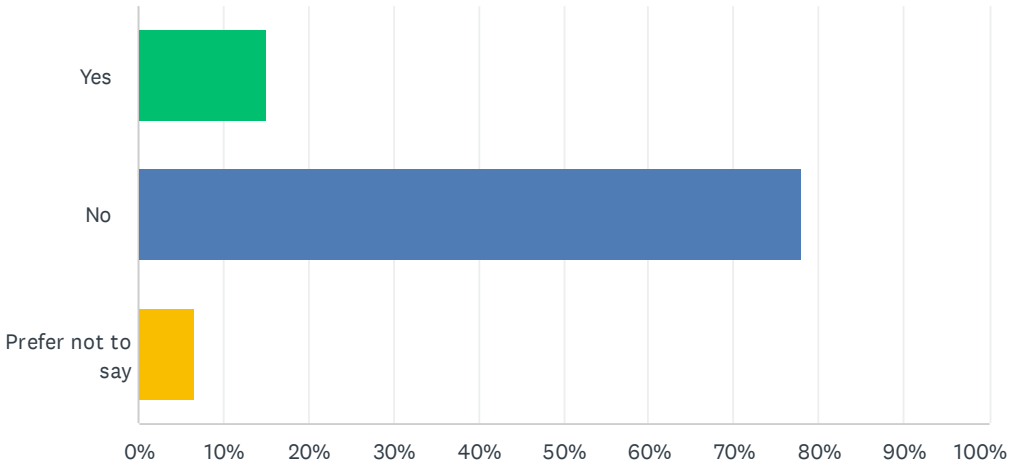
Answered: 100 Skipped: 20



ANSWER CHOICES	RESPONSES	
None of the above	68.00%	68
Aboriginal or Torres Strait islander?	1.00%	1
LGBTQIA+	15.00%	15
First language other than English	9.00%	9
Prefer not to say	8.00%	8
Total Respondents: 100		

Q24 Do you identify as living with a disability?

Answered: 105 Skipped: 15



ANSWER CHOICES	RESPONSES	
Yes	15.24%	16
No	78.10%	82
Prefer not to say	6.67%	7
TOTAL		105

Q25 If YES, you would you like to specify the disability? (optional)

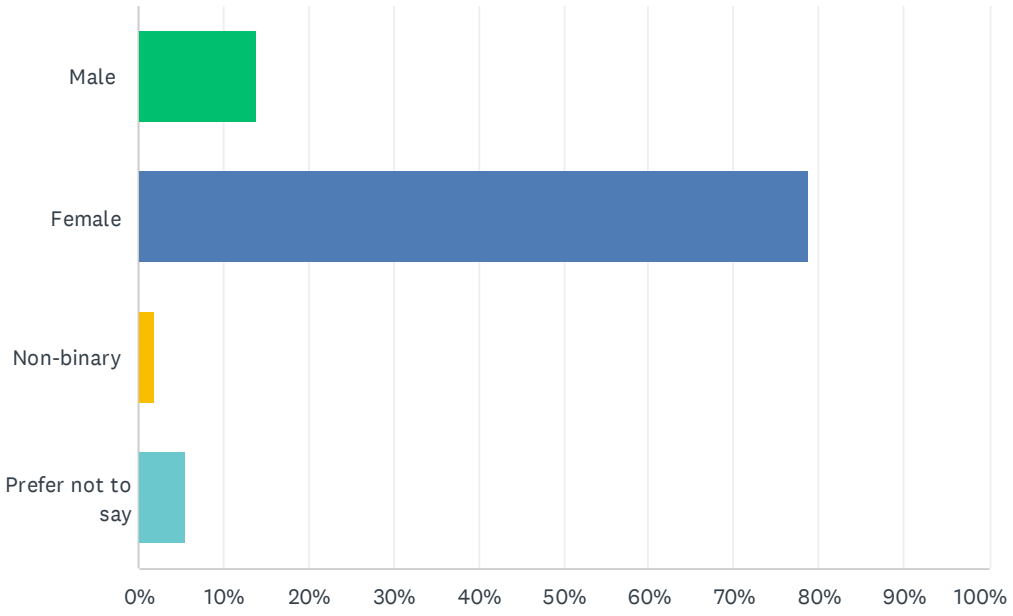
Answered: 9 Skipped: 111

Q26 If YES, how could we improve accessibility of Canberra Potters' classes or activities for you?

Answered: 7 Skipped: 113

Q27 What is your gender?

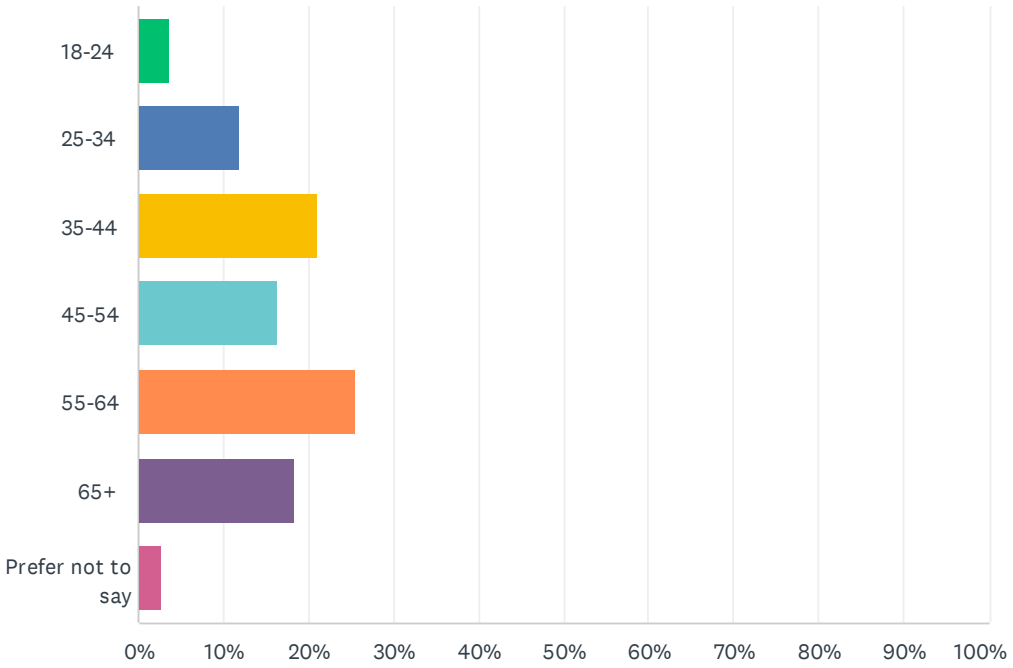
Answered: 109 Skipped: 11



ANSWER CHOICES	RESPONSES	
Male	13.76%	15
Female	78.90%	86
Non-binary	1.83%	2
Prefer not to say	5.50%	6
TOTAL		109

Q28 What is your age group?

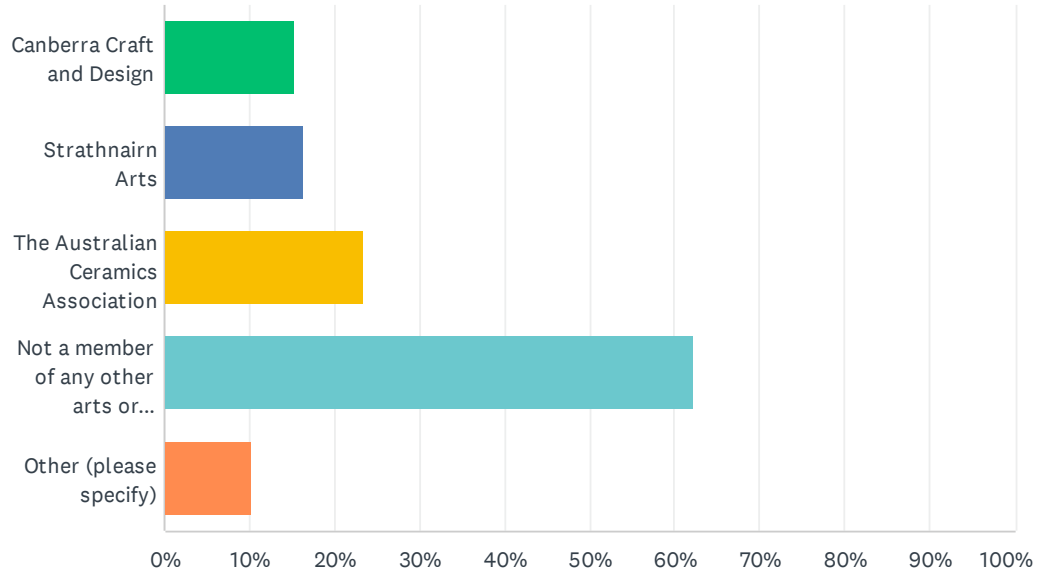
Answered: 109 Skipped: 11



ANSWER CHOICES	RESPONSES	
18-24	3.67%	4
25-34	11.93%	13
35-44	21.10%	23
45-54	16.51%	18
55-64	25.69%	28
65+	18.35%	20
Prefer not to say	2.75%	3
TOTAL		109

Q29 Are you a member of another arts or ceramics organisation or group? (Check all that apply)

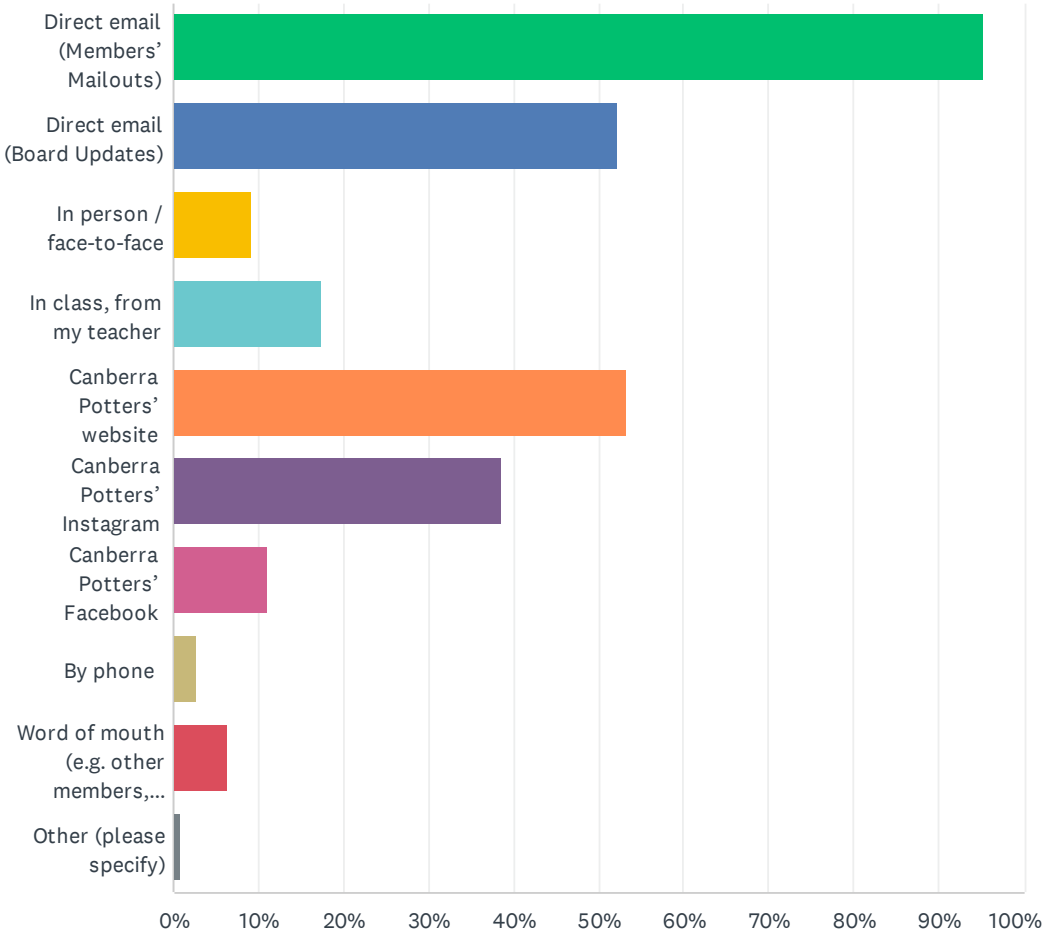
Answered: 98 Skipped: 22



ANSWER CHOICES	RESPONSES	
Canberra Craft and Design	15.31%	15
Strathnairn Arts	16.33%	16
The Australian Ceramics Association	23.47%	23
Not a member of any other arts or ceramics organisation or group	62.24%	61
Other (please specify)	10.20%	10
Total Respondents: 98		

Q30 How do you like to receive information about Canberra Potters'/Watson Arts Centre (including membership)?(select all that apply)

Answered: 109 Skipped: 11



ANSWER CHOICES	RESPONSES	
Direct email (Members' Mailouts)	95.41%	104
Direct email (Board Updates)	52.29%	57
In person / face-to-face	9.17%	10
In class, from my teacher	17.43%	19
Canberra Potters' website	53.21%	58
Canberra Potters' Instagram	38.53%	42
Canberra Potters' Facebook	11.01%	12
By phone	2.75%	3
Word of mouth (e.g. other members, classmates, friends, colleagues)	6.42%	7
Other (please specify)	0.92%	1
Total Respondents: 109		

Q31 Are there ways we could improve our communication with you? Let us know below:

Answered: 26 Skipped: 94

Q32 Thank you! Would you like to join the draw for 1 of 3 $50 vouchers for use in the Canberra Potters’ Shop? (Announced by 10 December)If YES, please insert your email in the box below:

Answered: 78 Skipped: 42