

### RESULTS OF THE NATIONAL ARTS PARTICIPATION SURVEY – JUNE 2017

The arts have the power to inspire, entertain and unite. They connect people with ideas, emotions and stories; and spark imagination, creativity and joy. The arts are intrinsically important and contribute to individual and collective wellbeing – they play an essential role in the daily lives of Australians.

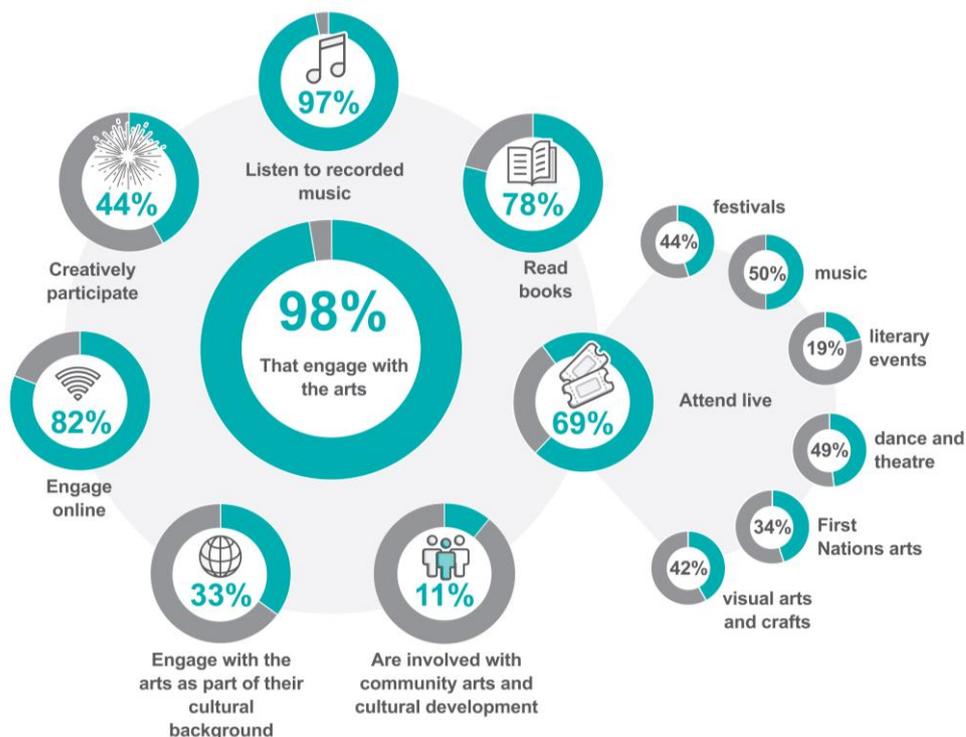
*Connecting Australians: Results of the 2016 National Arts Participation Survey* is the third in a landmark series by the Australia Council for the Arts. This research is designed to broaden the conversation about the arts, and to inform policy, programs and investment in the arts and well beyond. The findings confirm the significant and increasing personal value Australians place on the impact of the arts, and the ways in which they make our communities stronger and more cohesive.

The research demonstrates that the arts have a unique capacity to connect Australians from diverse backgrounds, help us to understand other people and cultures, and allow us to connect to others. We are highly connected digitally and yet we live in a global era of growing social, cultural and political division that is being evidenced through major social threats. Against this backdrop, the 2016 National Arts Participation Survey found that Australians increasingly believe the arts are critical to social cohesion – the arts reflect Australia’s diversity; shape and express identity; and create empathy, understanding and connection.

For the full report and online resources see: [www.australiacouncil.gov.au/research](http://www.australiacouncil.gov.au/research)

This fact sheet provides an overview of results for Queensland.

**FIGURE 1: Queenslanders’ arts engagement 2016**



## Impacts of the arts

More Australians now recognise the many positive impacts the arts have on our daily lives and in our communities.

- In line with national trends, more Queenslanders now believe the arts have a 'big' or 'very big' impact on:
  - their ability to express themselves (70%, up from 61% in 2013)
  - their ability to think creatively and develop new ideas (69%, up from 58%)
  - our sense of wellbeing and happiness (60%, up from 54%).
- Two in three Queenslanders believe the arts have a 'big' or 'very big' impact on stimulating their minds (71%) and our understanding of other people and cultures (65%).

## Attitudes about the arts

Australians believe that the arts reflect and contribute to society, to identity and to Australia's international reputation. The arts give life meaning and Australians are proud of their artists.

- More than seven in ten Queenslanders agree that:
  - First Nations arts are an important part of Australia's culture (80%)
  - artists make an important contribution to Australian society (77%)
  - they feel proud when Australian artists do well overseas (76%)
  - the arts should be an important part of the education of every Australian (75%)
  - the arts in Australia reflect the diversity of cultures present in Australia (75%)
  - the arts are an important way to get different perspectives (75%)
  - the arts make for a richer and more meaningful life (73%)
  - artists should have total freedom of expression (72%)
  - it is exciting to see new styles and types of art (72%).

The vast majority of Australians maintained positive attitudes about the arts in 2016. However, there has been a shift among some towards ambivalence.

- In keeping with this trend, more Queenslanders 'neither agree or disagree' with attitude statements, such as:
  - there are plenty of opportunities to get involved in the arts (35% 'neither agree or disagree', up from 12% in 2013)
  - the arts are too expensive (42% 'neither agree or disagree', up from 26% in 2013)
  - the arts tend to attract people who are somewhat elitist or pretentious (34% 'neither agree or disagree', up from 19% in 2013).

While these shifts contrast with other findings in the National Arts Participation Survey, they are likely to reflect the heightened anxiety, disengagement and divisions within society at this point in time; and that many Australians maintain a narrow ingrained view of what the arts include. This is discussed in more detail in [\*Connecting Australians: Results of the National Arts Participation Survey\*](#).

## Giving to the arts

The high value that Australians place on the arts is reflected in the time and money they give to support artists, arts organisations and arts projects.

- Two in ten Queenslanders give time or money to the arts (21%).
  - In 2016, 12% of Queenslanders volunteered for the arts or helped artists or community groups with arts activities; 10% donated money; 6% joined an arts organisations membership program; and 5% donated to a crowdfunding campaign.

## The arts and cultural diversity

For the first time in 2016, the National Arts Participation Survey collected data on engagement with the arts as part of Australians' cultural backgrounds.

- One third of Queenslanders engage with their cultural background through the arts (33%).
  - In 2016, 18% engaged through music; 13% through visual arts and craft; 11% through theatre; 8% through creative writing; and 9% through dance.

More Australians are attending First Nations arts across art forms, reflecting the high quality work of First Nations artists and initiatives to build audiences for First Nations arts.

- One in three Queenslanders attend First Nations arts (34%, up from 25% in 2013).
  - In 2016, 20% of Queenslanders attended First Nations visual arts and craft; 16% attended First Nations dance, up from 11% in 2013; 14% attended First Nations music; 11% attended First Nations storytelling; and 5% attended First Nations theatre.

*Queenslanders are more likely to agree that First Nations arts are well represented (59% compared to 53% of other Australians).*

Data available for the first time shows that the community arts and cultural development (CACD) sector is a leader in the use of the arts to support social cohesion, enabling diverse voices to be heard and connected through creating art.

- In 2016, 11% of Queenslanders were involved in CACD activities that actively engaged community members in decision making and creation of art in collaboration with professional artists.

## Arts attendance

Attending arts experiences in person enables Australians to come together as audiences and connect with artists in unmediated ways.

- Seven in ten Queenslanders attend the arts (69%), on par with 2013.
  - In 2016, half of Queenslanders attended live music (50%); 42% attended visual arts; 36% attended theatre; 31% attended dance; and 19% attended literature events.
- Data available for the first time show that four in ten Queenslanders attend arts festivals (44%).
  - In 2016, more than a quarter of Queenslanders attended music festivals (26%); 19% attended multi-art form festivals; one fifth attended theatre or dance festivals (17%); 12% attended visual arts festivals; and 3% attended literature festivals.

## Creative participation in the arts

Despite our busy lives, Australia remains a creative nation.

- While creative participation among Queenslanders is in line with the rest of Australia (44%), it has declined since 2013 highs (51%).
  - In 2016, 31% of Queenslanders created visual arts and craft; 18% did creative writing; and 12% creatively participated in music.

## Listening and reading

Listening to music and reading are vital, accessible and popular ways that Australians engage with the arts.

- Almost all Queenslanders intentionally listen to recorded music (97%).
  - In 2016, 90% listened via the radio/television; 88% listened to music they owned; and 77% listened through paid or free online streaming services – a significant increase from 2013 (41%).
- Three in four Queenslanders read creative writing (78%, down from 88% in 2013).
  - In 2016, 62% of Queenslanders read novels; 38% read creative non-fiction; 37% read short stories; 16% read graphic novels or comics; 13% read poetry; and 7% read plays.

## Online engagement

Across Australia, online engagement with the arts is booming. Online activity is creating new opportunities to collaborate and share, and connecting artists and audiences.

- Eight in ten Queenslanders engage with the arts online (82%).
  - In 2016, 77% listened to music online; 28% viewed visual arts, music, dance, theatre or creative writing; 31% researched or reviewed the arts or artists; 23% followed or interacted with an artist or arts organisation; 16% shared arts with others or engaged in an online arts community; and 12% created, learned to create or sold art online.
- One quarter of Queenslanders use Facebook to connect with and learn about the arts or artists (26%); 22% use YouTube; and 16% use the website of an artist or arts organisation.

## Notes on data interpretation

The third National Arts Participation Survey was conducted with a nationally representative sample of 7,537 Australians aged 15 years and over in November 2016, following editions in 2009 and 2013. It encompasses engagement with the broad gamut of arts offerings across Australia, including from both commercial and not-for-profit organisations; engagement with free accessible public art; and creative participation at all levels from the hobbyist to the arts professional.

All sample-based surveys are subject to sampling error. All sample-based surveys are subject to sampling error. For the 2016 Queensland data, the margin of error at 50% is +/- 3%. This means that if 50% of survey respondents did a particular activity, then it is 95% likely that the population estimate will be between 47% and 53%. The margin of error for 2013 is also +/- 3%.

This factsheet only highlights differences that are statistically significant at the 95% confidence level.

The National Arts Participation Survey was sampled and weighted to be nationally representative based on age, gender and location (by states and territories and metropolitan/regional Australia). While it is representative of Australians as a whole, it is not necessarily representative of any particular sub-group or location.

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