

# CONNECTING AUSTRALIANS

## TASMANIA HIGHLIGHTS

### 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.

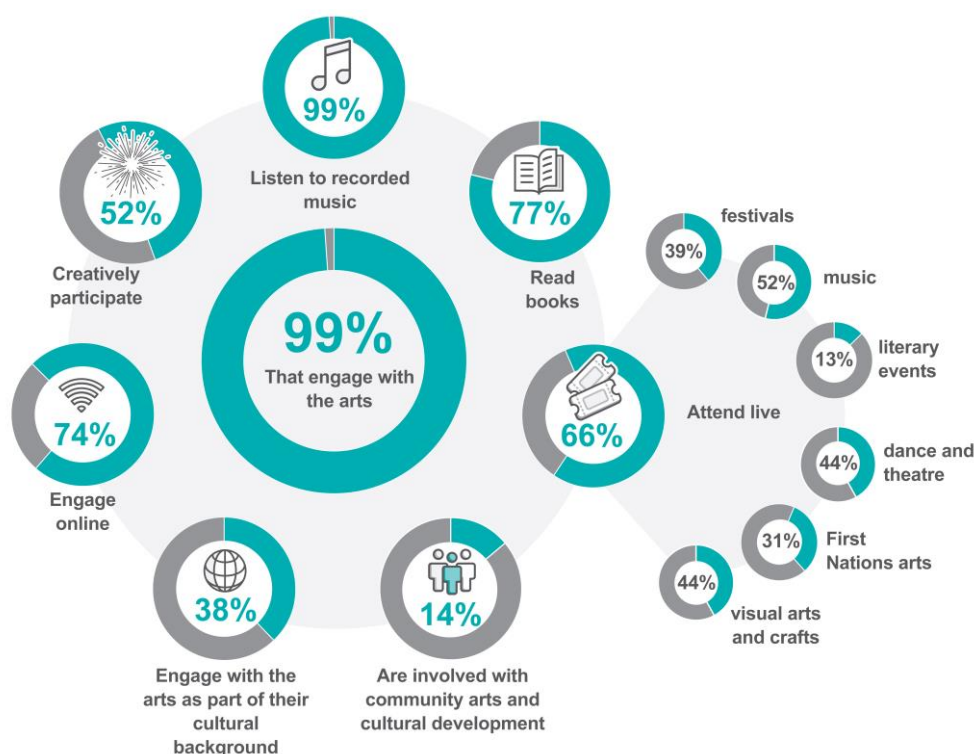
*Connecting Australians: Results of the 2016 National Arts Participation Survey* is the third in a landmark series by the Australia Council for the Arts. This research is designed to broaden the conversation about the arts, and to inform policy, programs and investment in the arts and well beyond. The 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 Tasmania.

**FIGURE 1: Tasmanians’ 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, including on our wellbeing and happiness, and ability to think creatively and develop new ideas.

- In 2016, the majority of Tasmanians felt that the arts have a 'big' or 'very big' impact on:
  - stimulating their minds (66%)
  - their ability to express themselves (65%)
  - their understanding of other people and cultures (60%)
  - child development (60%)
  - wellbeing and happiness (58%)
  - dealing with stress, anxiety and depression (58%)
  - their ability to think creatively and develop new ideas (57%).

## 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.

- Around seven in ten Tasmanians agree that:
  - artists make an important contribution to Australian society (73%)
  - First Nations arts are an important part of Australia's culture (72%)
  - the arts make for a richer and more meaningful life (70%)
  - they feel proud when Australian artists do well overseas (67%)
  - the arts in Australia reflect the diversity of cultures present in Australia (67%).

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 Tasmanians 'neither agree or disagree' with some attitude statements, such as:
  - the arts are too expensive (45% 'neither agree or disagree', up from 23% in 2013)
  - Indigenous arts are an important part of Australia's culture (23% 'neither agree or disagree', up from 10% in 2013)
  - there are plenty of opportunities to get involved in the arts (33% 'neither agree or disagree', up from 9% in 2013 and 2009).
- 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.

- One in three Tasmanians give time or money to the arts (32%).

- In 2016, 19% of Tasmanians volunteered for the arts or helped artists or community groups with arts activities; 11% donated money; 11% joined an arts organisations membership program; and 6% 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.

- Four in ten Tasmanians engage with their cultural background through the arts (38%).
  - In 2016, music was the most common way Tasmanians engaged (22%); followed by visual arts and craft (18%); theatre (15%); creative writing (7%); and dance (5%).

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 Tasmanians attend First Nations arts (31%).
  - In 2016, 18% of Tasmanians attended First Nations visual arts and craft; 11% attended First Nations music; and First Nations dance, theatre or storytelling were each attended by 5%.

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, 14% of Tasmanians 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.

- Two in three Tasmanians attend the arts (66%).
  - In 2016, more than half of Tasmanians attended live music (52%); 44% attended visual arts; 29% attended theatre; 19% attended dance; and 13% attended literature events.
- Data available for the first time show that four in ten Tasmanians attend arts festivals (39%).
  - In 2016, more than a quarter of Tasmanians attended music festivals (26%); one fifth attended theatre or dance (20%); 14% attended visual arts; 12% attended multi-art form festivals; and 7% attended literature festivals.

### **Creative participation in the arts**

Despite our busy lives, Australia remains a creative nation.

- Half of Tasmanians creatively participated in the arts in 2016 (52%), on par with 2013 and 2009.
  - In 2016, visual arts and craft was the main way Tasmanians creatively participated (34%); and many participated in creative writing (28%); or music (22%).

### **Listening and reading**

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

- Almost all Tasmanians intentionally listen to recorded music (99%). In 2016:

- 88% listened to music they owned and 88% listened via the radio/television
- 69% listened through paid or free online streaming services – a significant increase from 2013 (45%) and 2009 (27%).
- Three in four Tasmanians read creative writing (77%).
  - In 2016, 61% of Tasmanians read novels; 36% read short stories; 36% read creative non-fiction; 24% read graphic novels or comics; and 20% read poetry.

*Tasmanians are more likely to intentionally listen to recorded music (99%) than other Australians*

## 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.

- Three in four Tasmanians engaged with the arts online in 2016 (74%), on par with 2013 and up from 54% in 2009. In 2016:
  - 69% listened to music online
  - 38% viewed visual arts, music, dance, theatre or literature online
  - 33% researched or reviewed the arts or artists
  - 20% shared arts with others or engaged in an online arts community
  - 15% created, learned to create or sold art online.
- Facebook is the most popular digital media that Tasmanians use to connect with and learn about the arts or artists (30%), followed by the website of an artist or arts organisation (27%) and YouTube (22%).

## 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.

Caution is needed when comparing findings for Tasmania over time because of the small sample size for this state. This means that even what appear to be large changes over time may not be significantly different – this may be because they are not true differences in the population, or because the sample size is not large enough to detect a true difference.

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

All sample-based surveys are subject to sampling error. For the 2016 Tasmanian data, the margin of error at 50% is +/- 7%. This means that if 50% of survey respondents did a particular activity, then it is 95% likely that the population estimate will be between 43% and 57%. The margin of error for 2013 and 2009 is +/- 10%.

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.

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