

# Creating Our Future

## Results of the National Arts Participation Survey

### Queensland highlights



*Creating Our Future: Results of the National Arts Participation Survey* is the fourth report in a landmark series by the Australia Council for the Arts, building on the 2009, 2013 and 2016 editions.

The National Arts Participation Survey is a cornerstone of our evidence base. It provides vital new evidence about the essential role that arts and creativity play in Australian communities, showing the arts are a public good infused and embedded in the fabric of our daily lives.

*Creating Our Future* evidences Australians' strong and growing support for public funding, our growing recognition of the central importance of First Nations arts to Australia's culture, the importance of arts and creativity in child development and education. It also evidences the power of the arts to fuel our talent pipeline and jobs growth, while supporting social cohesion and wellbeing.

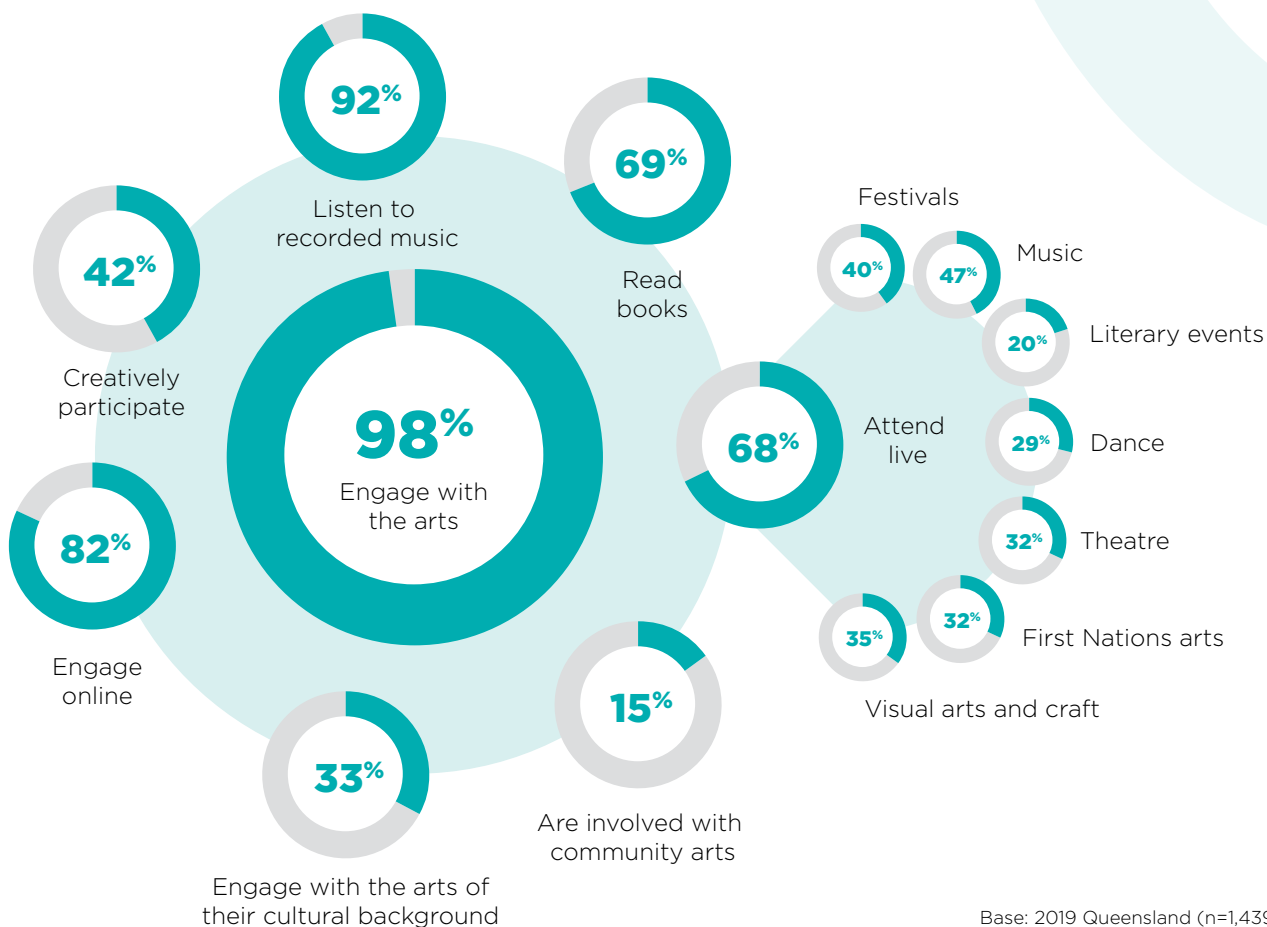
The survey was conducted not long before the COVID-19 pandemic disrupted our world, lives and the cultural and creative industries. The survey results provide a benchmark of Australians' arts engagement before the impacts of the pandemic, providing much needed information as doors reopen, audiences are rebuilt and the cultural and creative industries are re-ignited.

For the full report and online resources see:

<https://www.australiacouncil.gov.au/research/creating-our-future>

This fact sheet provides an overview of results for Queensland.

Figure 1: Queensland residents' arts engagement in 2019



## Impacts of the arts

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

- More Queensland residents now believe the arts have a 'big' or 'very big' impact on:
  - their **ability to express themselves** (64%, up from 58% in 2016)
  - **stimulating their minds** (62%, up from 56% in 2016)
  - **child development** (62%, up from 53% in 2016)
  - their **ability to think creatively and develop new ideas** (60%, up from 56% in 2016)
  - their **understanding of other people and cultures** (60%, up from 52% in 2016)
  - **helping them deal with stress, anxiety or depression** (55%, up from 47% in 2016)
  - their **sense of wellbeing and happiness** (55%, up from 46% in 2016)
  - **shaping and expressing Australian identity** (51%, up from 45% in 2016)
  - **building creative skills that will be necessary for the future workforce** (46%, new in 2019)
  - **bringing customers to local businesses** (40%, up from 34% in 2016).

## Attitudes about the arts

Following a shift in some attitudes towards ambivalence in 2016 (respondents neither agreeing nor disagreeing with attitude statements), Queensland residents' attitudes about the arts are now less ambivalent and increasingly positive.

More Queensland residents now agree that:

- **artists should have freedom of expression** (75%, up from 63% in 2016)
- **artists make an important contribution to Australian society** (71%, up from 63% in 2016)
- **the arts should be an important part of education** (70%, up from 62% in 2016)
- **the arts in Australia reflect the diversity of cultures present in Australia** (70%, up from 65% in 2016)
- **the arts help to understand perspectives that are different to their own** (69%, up from 61% in 2016)
- **the arts allow them to connect with others** (54%, up from 37% in 2016)
- **there are plenty of opportunities for them to get involved in the arts** (48%, up from 37% in 2016)
- **the arts make for a richer and more meaningful life** (66%, up from 57% in 2016)
- **the arts should receive public funding** (60%, up from 50% in 2016).

There has also been a slight increase in the proportion of Queensland residents who are feeling disconnected from the arts, with nearly three in ten agreeing *that the arts are not really for people like me* (29%, up from 24% in 2016), which is a continuing national trend.

## Investment in arts and creativity

As well as strong and growing support for public funding for the arts in Australia, Australians have clear priorities for investment. The top three priorities for those from Queensland are:

- **ensuring children and young people have access to art and creative experiences to support learning and development** (75% ranked this in their top three priorities);
- **ensuring free or low-cost events are available** (72% ranked this in their top three priorities) and
- **ensuring art and creative experiences are available to support people's health and wellbeing** (53% ranked this in their top three priorities).

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. In line with national trends, Queensland residents are **increasingly giving to the arts** (22%, up from 14% in 2016), including **donating money** (9%, up from 6%), **unpaid work such as helping artists or community groups with arts activities** (9%, up from 4%) and **volunteering** (8%, up from 5%).

## Cultural identity and diversity

### First Nations arts

More Australians now agree First Nations arts are an important part of Australia's culture and interest in First Nations arts is growing. Prior to COVID-19, Australians' appetite for both online and live engagement with the arts was increasing too.

Following national trends, more residents of Queensland now agree **First Nations arts are an important part of Australia's culture** (74%, up from 71% in 2016). However, just over half of those from Queensland believe **First Nations arts are well represented** (53%, up from 51% in 2016), showing there is still work to be done to build the representation and profile of First Nations arts in Australia.

Both attendance and interest in First Nations arts were strong and growing prior to COVID-19. More than three in ten Queensland residents were **attending First Nations arts** (32%, up from 25% in 2016) and four in ten were **interested in First Nations arts** (40%). Among those interested, 45% reported a **growing interest**.

### Cultural diversity

The arts are a key way that Australians connect with, and share, our cultural backgrounds, identities and heritages. All Australians are enriched and benefit from the tapestry of our people and cultural landscape.

A third of those from Queensland **connect with, and share, their cultural background through arts and creativity** (33%), including by **attending arts events** (28%).

Almost half of culturally and linguistically diverse (CALD) residents of Queensland attend arts events focused on their cultural background or community (49%) and eight in ten attend arts events overall (80%), including significant **cross-cultural arts engagement** and strong **engagement with First Nations arts**.

## Live attendance

Prior to COVID-19, live attendance at arts events was thriving. Attending arts experiences in person enables Australians to come together as audiences and connect with artists.

Almost seven in ten Queensland residents **attend the arts**, in line with the national sample (68%, up from 55% in 2016)

Almost half attend music (47%), around a third attend **visual arts and craft** (35%) and **theatre** (32%), 29% attend **dance** and 20% attend **literary events**.

40% attend **festivals**, including music festivals (7%), multi-art form festivals (7%), visual art festivals or fairs (6%) and performing arts festivals (6%).

## Creative participation

Australia is an increasingly creative nation. More than four in ten Queensland residents now **create, produce or collaborate in the making of art** (42%, up from 31% in 2016).

- Nearly three in ten create using a **digital platform** (29%).
- A quarter of Queensland residents create **visual arts and craft** (23%).
- 13% create **music**.
- 14% produce **creative writing**.
- 15% creatively participate in **community arts**.
- Slightly fewer than one in ten creatively participate in dance (7%).
- 4% creatively participate in **theatre**.

## Listening to music recorded music, reading and digital engagement

### Listening to recorded music

Recorded music is infused throughout the lives of almost every Australian, providing a soundtrack to our lives and helping us through the day. More than nine in ten Queensland residents listen to **recorded music** (92%).

- 69% listen to **music on radio or tv**.
- Over half **stream music online for free** (e.g. YouTube) (56%).
- 37% **stream music through a paid subscription** (e.g. Spotify, Apple Music, Amazon Music).
- More than a third of Queensland residents **listen to music they own** (either downloaded or a physical copy e.g. CDs/vinyl) (34%).

### Reading

Despite busy lives and digital distractions, reading remains a fundamental activity for Australians and provides a lifetime of enjoyment.

In line with national trends, the proportion of Queensland residents who **read for pleasure** (69%) has increased (up 16 percentage points from 2016). The most popular types of reading material are **novels or short stories** (46%), **instructional non-fiction** such as guidebooks or cookbooks (34%) and **creative non-fiction** such as biography or history (29%).

**Print books** remain the most popular format, read by two thirds of Queensland residents (67%). Over a third read **e-books** (37%) and over a quarter listen to **audiobooks** (27%).

Australia is an increasingly  
creative nation

## Digital engagement

Most Queensland residents **engage with the arts online** (82%, up from 77% in 2016). In the digital age, the arts are more accessible than ever. **Listening to streamed music** remains the most popular way to engage (67%).

More than six in ten Queensland residents **use digital platforms to engage with the arts** (62%), including **Facebook** (38%), **YouTube** (37%) and **Instagram** (24%).

Almost three in ten Queensland residents **express themselves creatively on digital platforms** (29%), including through **image galleries** like Instagram (9%), **memes** (8%) and **music or songs** (7%). But from video games to creative blogs, those from Queensland, like Australians overall, have differing views of which digital creations can be considered art..

## Research approach

The 2019 National Arts Participation Survey was conducted from September to November 2019 with the survey sample of 8,928 Australians aged 15 years and over weighted to be nationally representative based on age, gender and location (by states and territories and metropolitan/regional Australia). The survey sample included 1,439 Queensland residents.

Evolving with the times, the survey went online in 2019 after being conducted through a mix of telephone and online surveys in 2016. Due to this change, the results that are most comparable for showing trends over time are the results from the surveys conducted online in 2016. **Given the changes made to the National Arts Participation Survey, the previously published results in the *Connecting Australians* report are different to the 2016 data used for trend analysis in the *Creating Our Future* report.**