

# More Australians value Indigenous arts



Report May 2014

## Are Australians interested in Indigenous arts?

Almost all Australians believe that Indigenous arts are an important part of the Australian culture and almost 12 million people now say they are interested in Indigenous arts.

## Are they attending Indigenous arts?

More Australians are attending Indigenous arts in 2013 (24 percent up from 19 percent in 2009). This increase can be seen across all types of Indigenous art, including visual arts and craft, music, dance and theatre. The growth in touring and festivals may be creating more opportunities to engage with Indigenous art. Despite this increase, only a third of the 12 million Australians who are interested are attending.



## Australians and Indigenous arts

Indigenous arts are an important part of Australia's culture

92% agree

Strong or growing interest in Indigenous arts

64% agree

Indigenous arts are well represented in Australia

46% agree

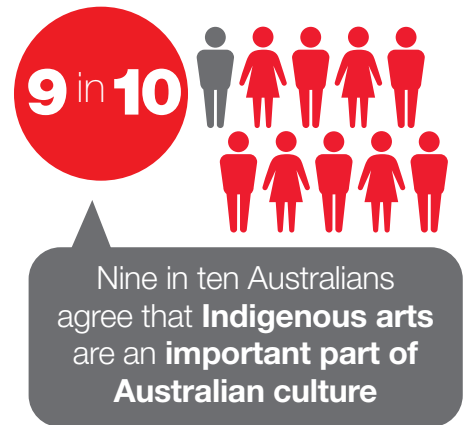
Attended Indigenous arts in past 12 months

24% attended

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## Why aren't Australians attending Indigenous arts?

More than 50 percent of Australians do not believe that Indigenous arts are well represented in 2013. Those with an interest in Indigenous arts are more likely to believe that Indigenous arts are not well represented, than those with less interest. This highlights an opportunity to further develop audiences for Indigenous arts in Australia and potentially access the millions of people who are interested but not attending. The Australia Council is starting a research study to explore audience development for Indigenous arts.



For more information on our research and to view other fact sheets and resources, visit [australiacouncil.gov.au](http://australiacouncil.gov.au)