



Australian Government

**Creative  
Australia**

## Northern Territory factsheet

# Creating Value

## Results of the National Arts Participation Survey

***Creating Value: Results of the National Arts Participation Survey*** is the first survey of its kind to be released by Creative Australia and the fifth survey in the landmark research series from the Australia Council, following iterations in 2009, 2013, 2016 and 2019.

The research series provides a comprehensive overview of Australians' evolving relationships with arts, culture and creativity. By examining our engagement with creativity – both through the lens of self-expression and engagement with arts and creative activities – this series builds the evidence base on participation in the arts in Australia.

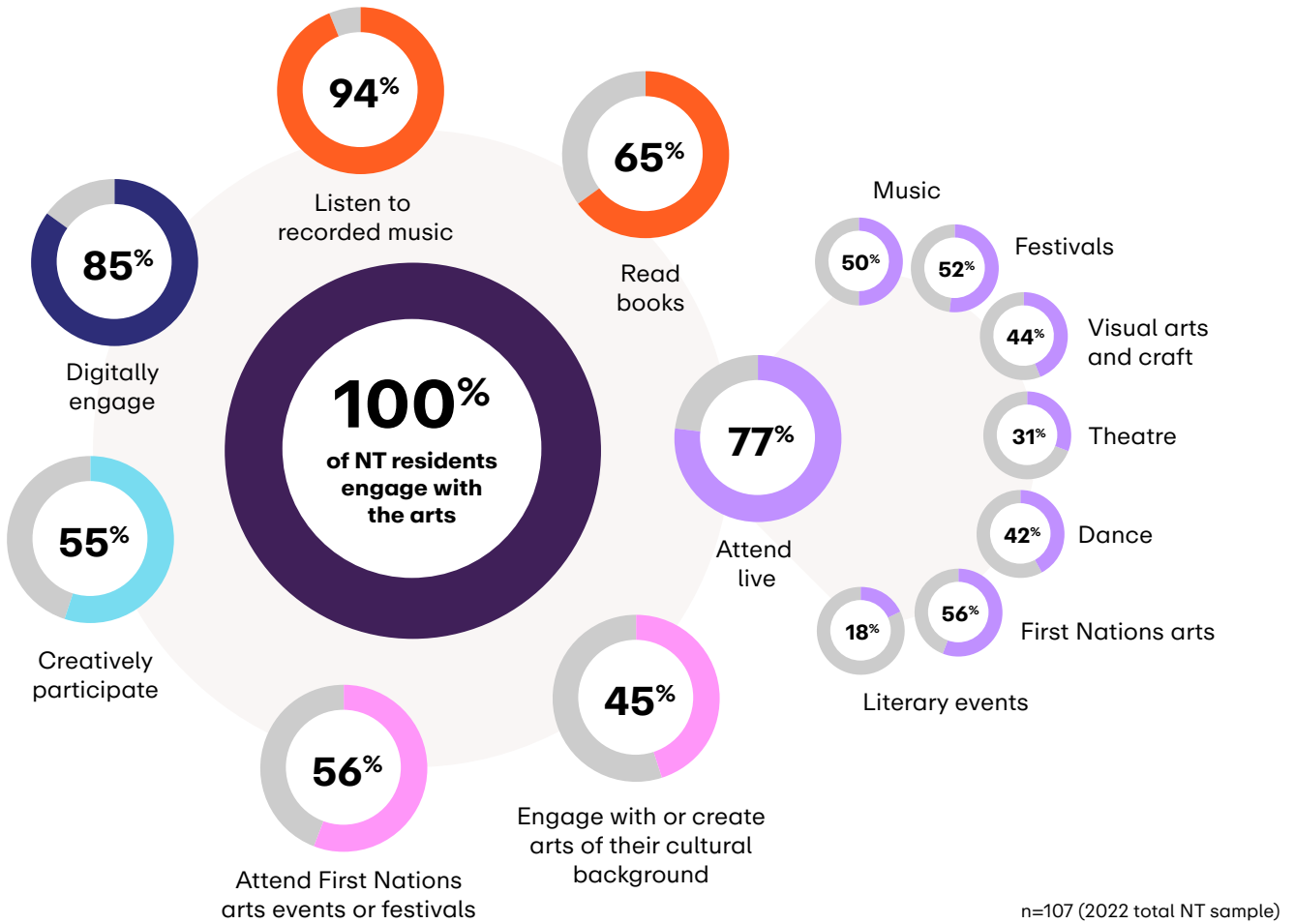
For the full report and online resources see: <https://creative.gov.au/advocacy-and-research/creating-value/>

This fact sheet provides an overview of results for the Northern Territory (NT).

## Overview of engagement with the arts and creative activities and events

The 2022 National Arts Participation Survey found that the arts have a place in the lives of almost all NT residents (97%), a similar proportion to engagement levels before COVID-19.

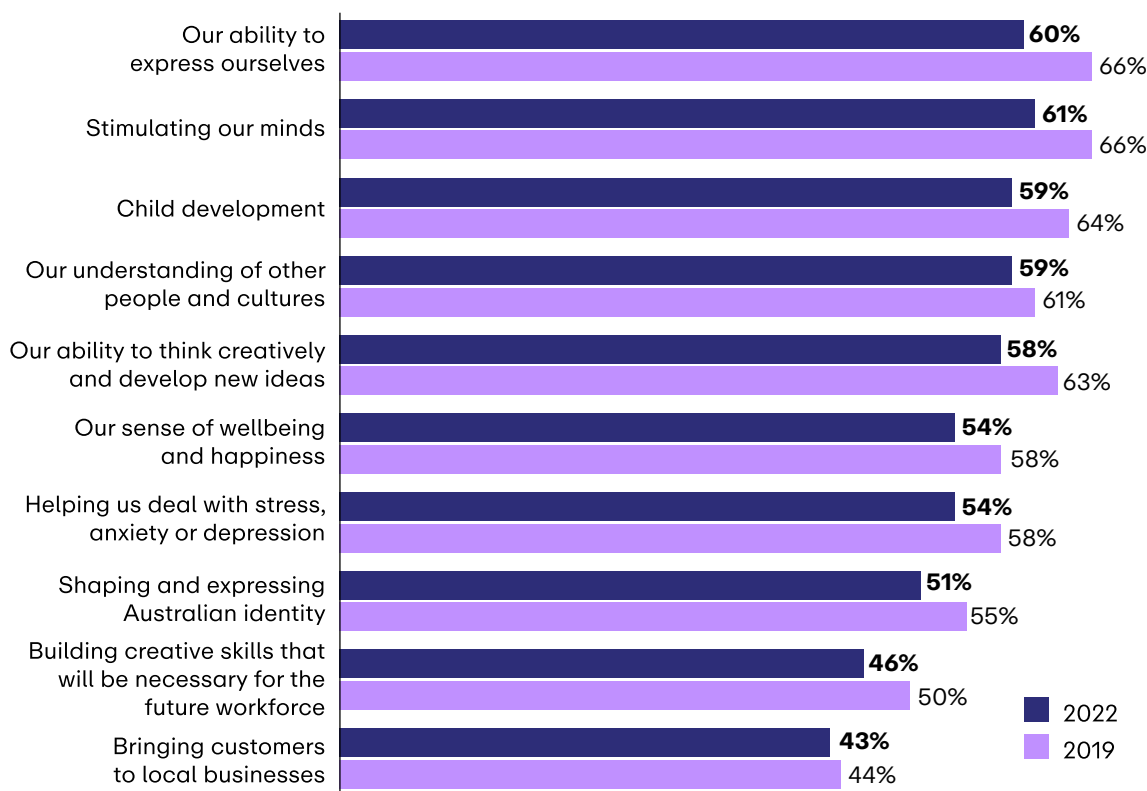
Figure 1: NT residents' overall engagement in creative and artistic activities and events in 2022



## Valuing arts engagement

In 2022, 86% of people living in the NT acknowledged the **significant positive impact of the arts on individuals, communities and the economy**. This is a slight decrease from 89% in 2019 but slightly higher than the overall Australian population (84% both in 2022 and 2019).

**Figure 2: Proportion who felt the arts had a ‘big’ or ‘very big’ impact on various areas 2019 and 2022**



Q54. How much impact do you think creativity and the arts have in the following areas? Base: 2019 NT data (n= 107) // 2022 NT data (n= 128)

## Attitudes towards arts, culture and creativity

Agreement is highest for the following five statements, with at least seven in ten NT residents strongly agreeing or agreeing:

- ***Creative activities should be an important part of education*** (77%, down from 89% in 2019).
- ***Artists should have freedom of expression*** (76%, down from 81% in 2019).
- ***Artists make an important contribution to Australian society*** (72%, down from 83% in 2019).
- ***cultural and creative experiences help you to understand perspectives that are different to your own*** (71%, down from 82% in 2019).
- ***cultural and creative experiences make for a richer and more meaningful life*** (71%, down from 85% in 2019).

Around three in five NT residents strongly agree or agree that:

- **culture and creativity should receive public funding** (66%, down from 81% in 2019).
- **cultural and creative experiences allow me to connect with others** (63%, down from 69% in 2019).
- **the arts in Australia reflect the diversity of cultures present in Australia** (59%, down from 76% in 2019)

Agreement is lowest for the following statement:

- **there are plenty of opportunities for me to get involved in cultural and creative experiences** (47%, down from 60% in 2019).

There has been a significant increase in the proportion of NT residents that feel disconnected from the arts, with almost three in ten agreeing that **cultural and creative experiences are not really for people like me** (36%, up from 21% in 2019).

## Investment in arts, culture and creativity

Australians have clear priorities for investment in the arts. For those living in the NT, priorities for public arts funding in order of importance are:

1. **Ensuring children and young people have access to art and creative experiences to support learning and development** (80% ranked in top 3).
2. **Ensuring art and creative experiences are available to support people's health and wellbeing** (51% ranked in top 3).
3. **Ensuring free or low-cost events are available** (51% ranked in top 3).
4. **Funding art in public spaces** (46% ranked in top 3).
5. **Investing in the making of art so it can be widely shared and experienced** (45% ranked in top 3).
6. **Supporting art that pushes boundaries and drives innovation** (20% ranked in top 3).
7. **Ensuring there is more access to creative activities and experiences online** (8% ranked in top 3).

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. NT residents are almost twice as likely to give back to the arts than the national average (23%), with 39% of NT residents giving back to the arts in 2022, up from 26% in 2019.

The leading ways NT residents give time or money to the arts includes **doing volunteer work for the arts** (23%, up from 16% in 2019) and **donating money to the arts** (12%, up from 9% in 2019).

## Our cultural connections

### Attitudes towards First Nations arts

In 2022, three quarters of those living in the NT agreed **Aboriginal and Torres Strait Islander arts are an important part of Australia's culture** (74% down from 83% in 2019).

However, less than half of Australians living in NT agree that **Aboriginal and Torres Strait Islander arts are well represented in Australia** (44%, down from 51% in 2019).

In 2022, 62% of NT residents were **interested in First Nations arts**, consistent with 62% in 2019. Amongst those interested, over half reported a **growing interest in First Nations arts** in 2022 (52%, a significant decrease from 72% in 2019).

### Cultural diversity and arts engagement

In 2022, over a third of those living in the NT **engaged with their own cultural background, language group or community by attending events or festivals, or creating art** (45%, down from 55% in 2019).

In 2022, two in five people living in the NT **attended cultural and artistic events focused on their own cultural background, language group or community** (40%). This is a decrease from 44% in 2019.

The main form of event attended was **music** (18%), followed by **visual arts or crafts** (16%) and dance (13%), **festivals or celebrations** (7%), **book or literary events** (22%), and only 1% attended **theatre** to engage with their cultural background, language group or community.

## Live attendance

*Creating Value* shows that attendance is returning to pre-pandemic levels. In 2022, 68% of the Australian population **attended arts events or festivals**, consistent with 2019. Amongst people living in NT, attendance was at 77% in 2022 (consistent with 77% in 2019).

In 2022:

- over half of NT residents attended **First Nations arts or festivals** (56%, down from 64% in 2019)
- half of NT residents attended **arts festivals** (52%, up from 46% in 2019), including **music festivals** (19%), **festivals where many art forms are exhibited** eg Vivid, Brisbane Festival (18%) and **performing arts festivals** eg theatre or dance (17%)
- half of NT residents attend **live music events** (50%, down from 63% in 2019)
- over two in five NT residents attended **visual arts and crafts events** (44%, down from 52% in 2019) and **dance events** (42%, down from 52% in 2019)
- almost one third of NT residents attended **theatre performances** (31%, up from 29% in 2019)
- almost one in five NT residents attended **literary events** (18%, down from 30% in 2019).



## Creative participation

In 2022, 55% of NT residents **created, produced or collaborated in the making of art**. Overall creation is down from 62% in 2019, however, is still much higher compared to the overall population (44%).

- Almost a quarter of NT residents create **visual arts and craft**, including to engage with their own cultural background (26%, down from 41% in 2019).
- 19% participate in **community choir or community theatre** (down from 26% in 2019).
- 15% create **music**, including to engage with their own cultural background (down from 21% in 2019).
- 13% creatively participate in **dance**, including to engage with their own cultural background (down from 18% in 2019).
- One in ten NT residents are involved in **community arts and cultural development** (10%, down from 31% in 2019).
- One in 10 also produce **creative writing**, including to engage with their own cultural background (10%, consistent with 12% in 2019).
- 5% of NT residents creatively participate in **theatre**, including to engage with their own cultural background (consistent with 5% in 2019).

## Listening to recorded music

In 2022, 94% of the NT population **listened to recorded music**. This is consistent with 94% in 2019.

- Seven in ten NT residents listen to music on the **radio or television** (70%)
- Half of NT residents listen to music through paid **subscriptions** (50%, up from 39% in 2019).
- Almost half of NT residents listen to music they **stream for free** (eg, YouTube) (47%, consistent with 48%).
- 23% of NT residents listen to **purchased music** (either downloaded or a physical copy, eg, CDs/vinyl) (down from 31% in 2019).

## Reading

In 2022, 65% of Australians living in the NT **read at least one printed book, ebook or listened to an audio book** for non-work and study purposes (a decrease from 69% in 2019).

The most popular types of reading material are **novels or short stories** (45%) followed by **instructional non-fiction books** such as guides or cookbooks (36%) and **creative non-fiction books** such as biographies and history books (22%).

**Print books** are still the most popular format, read by three in five NT residents in the last year (62%). 15% of NT residents read print books regularly, with 9% reading print books **at least once a week** and 6% reading print books **daily**.

In the past 12 months, more than one third of NT residents read an **ebook** (35%) and one in five listened to an **audio book** (24%), consistent with 36% and 25% in 2019 respectively.

## Digital engagement

Most NT residents **engage with the arts online or through digital platforms** (85%).

Two thirds of NT residents **listen to streamed music** (67%) and three quarters **use a digital platform to engage with the arts** (74%).

Almost two in five NT residents use the internet to **watch live or recorded performances, or view virtual exhibits and museums** (38%), and more than three in ten use the internet to **follow, interact or research artists or art communities** (31%).

Under one in five NT residents **create art or learn to create art online** (16%).

## Research approach

The 2022 National Arts Participation Survey was conducted in September–October 2022 and the results are based on a nationally representative sample of 9,396 people. The survey sample included 107 NT residents.

The previous National Arts Participation Survey was conducted in 2019, prior to the disruptions of COVID-19 and provided a benchmark of Australians' arts engagement before the pandemic. The 2022 survey results, in comparison, provide an update on arts engagement in the wake of COVID-19.

The 2022 survey results provide critical insights into how Australians' arts engagement might be changing following the disruptions felt by the COVID-19 pandemic, particularly in relation to the role of the arts for our individual and collective wellbeing. The 2022 survey closely examined Australians' relationship with the arts throughout lockdown periods, providing insights into the impact of COVID-19 on mental health and wellbeing. It asked participants to reflect on their digital arts engagement throughout this time and to share their own perceptions of how their engagement might have changed.

Where a one or two percentage point difference is statistically significant, it has been reported as a change since 2019. However, if the same percentage point difference is not statistically significant (based on the sample size), this is reported as unchanged, or consistent with 2019.