



Australian Government

**Creative
Australia**

Queensland 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.

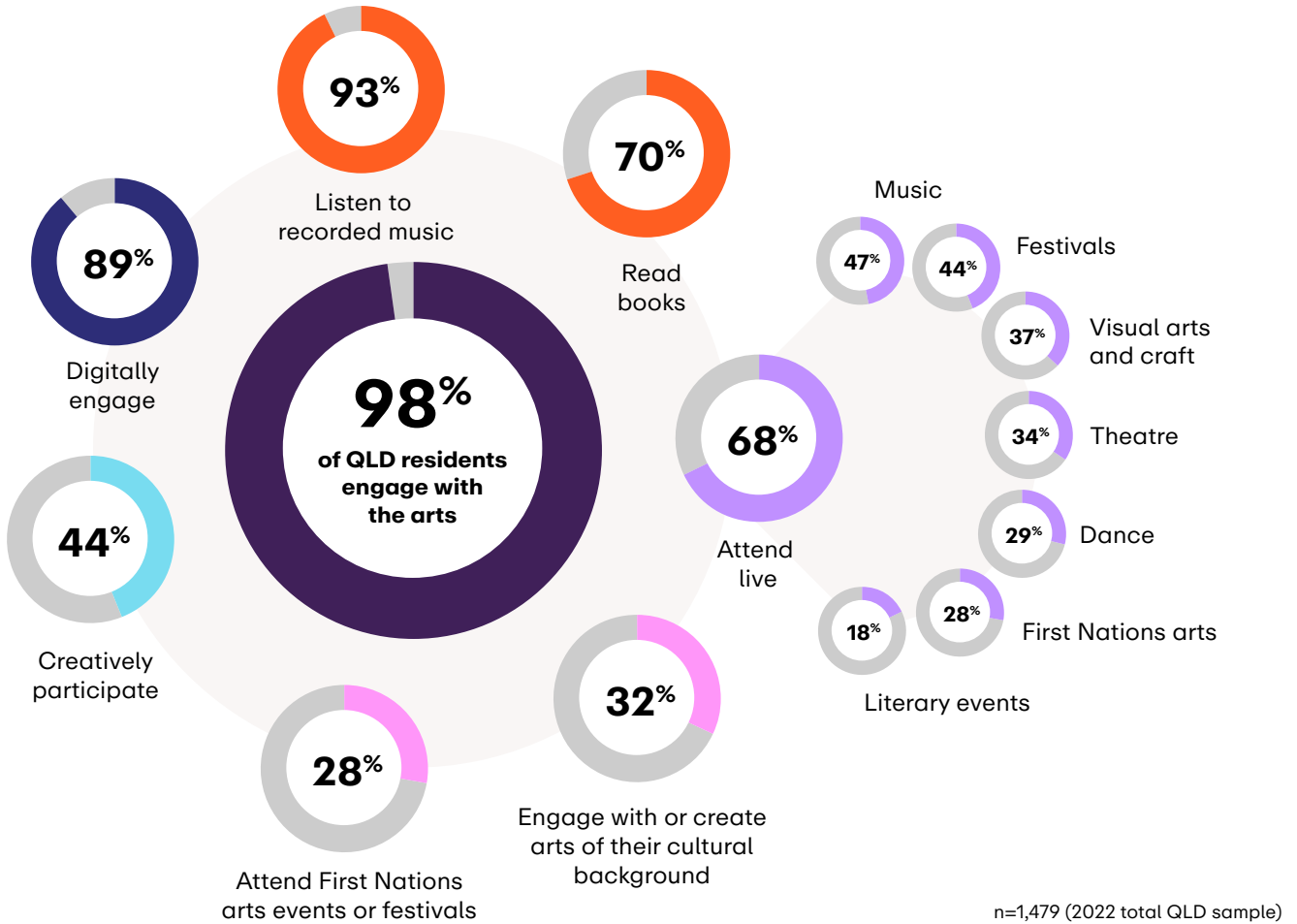
For the full report and online resources see: <https://creative.gov.au/advocacy-and-research/creating-value/>

This fact sheet provides an overview of results for Queensland (QLD).

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 Australians living in Queensland (98%), a similar proportion to engagement levels before COVID-19.

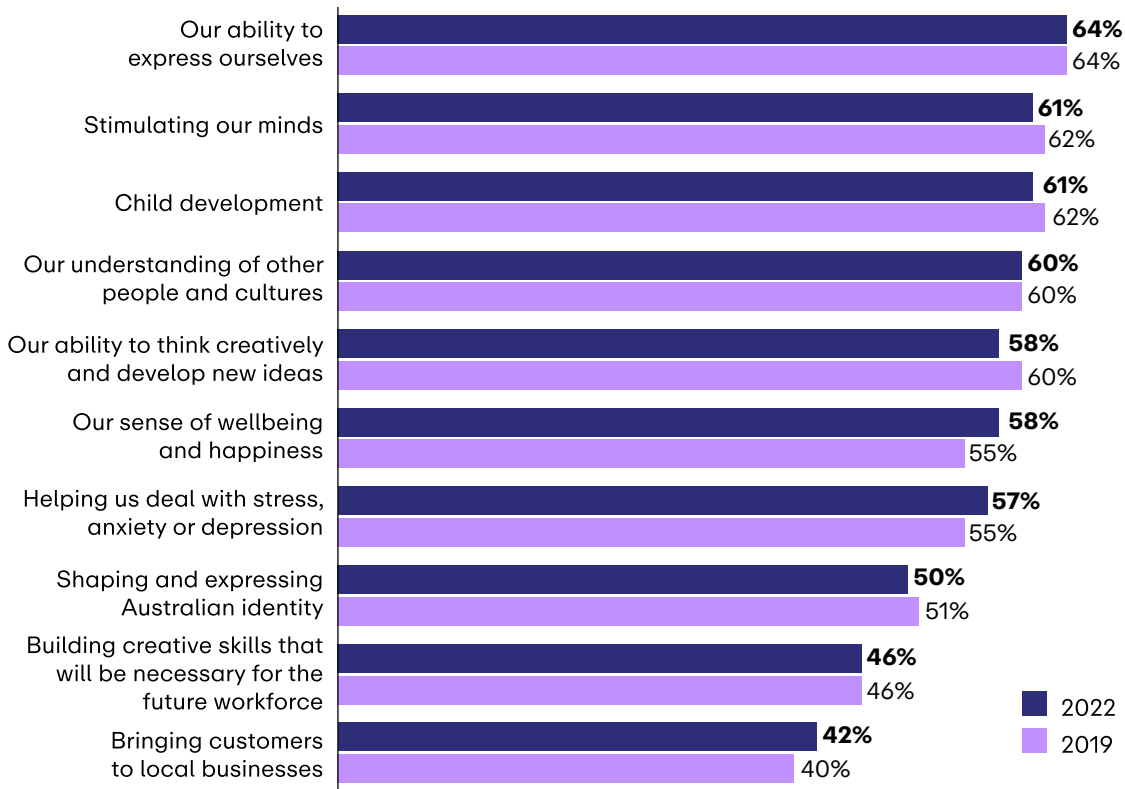
Figure 1: QLD residents’ overall engagement in creative and artistic activities and events in 2022



Valuing arts engagement

In 2022, 84% of Queenslanders acknowledged the **significant positive impact of the arts on individuals, communities and the economy**. This is consistent with 83% in 2019 and with 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 QLD data (n= 1,439) // 2022 QLD data (n=1,479)

Attitudes towards arts, culture and creativity

At least seven in ten QLD residents strongly agree or agree:

- **creative activities should be an important part of education** (75%, consistent with 73% in 2019)
- **artists should have freedom of expression** (73%, consistent with 74% in 2019)
- **artists make an important contribution to Australian society** (71%, consistent with 70% in 2019)
- **cultural and creative experiences help you to understand perspectives that are different to your own** (71%, consistent with 70% in 2019)
- **cultural and creative experiences make for a richer and more meaningful life** (70%, consistent with 68% in 2019).

Over three in five QLD residents strongly agree or agree that:

- **the arts in Australia reflect the diversity of cultures present in Australia** (67%, down from 71% in 2019)
- **culture and creativity should receive public funding** (61%, consistent with 59% in 2019).

Agreement is lowest for the following two statements:

- **cultural and creative experiences allow me to connect with others** (56%, consistent with 54% in 2019)
- **there are plenty of opportunities for me to get involved in the arts** (46%, consistent with 46% in 2019).

There has been a slight decrease in the proportion of QLD residents that feel disconnected from the arts, with a quarter agreeing that **cultural and creative experiences are not really for people like me** (26%, consistent with 28% in 2019).

Investment in arts, culture and creativity

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

1. **Ensuring free of low-cost events are available** (69% ranked in top 3).
2. **Ensuring children and young people have access to art and creative experiences to support learning and development** (65% ranked in top 3).
3. **Ensuring art and creative experiences are available to support people's health and wellbeing** (48% ranked in top 3).
4. **Investing in the making of art so it can be widely shared and experienced** (36% ranked in top 3).
5. **Funding art in public spaces** (35% ranked in top 3).
6. **Ensuring there is more access to creative activities and experiences online** (25% ranked in top 3).
7. **Supporting art that pushes boundaries and drives innovation** (22% 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. In 2022, 22% of QLD residents gave back to the arts (consistent with 22% in 2019).

The leading ways QLD residents gave time or money to the arts included **donating money to the arts** (10%, consistent with 9% in 2019) and **volunteer work for the arts** (7%, consistent with 8% in 2019).

Our cultural connections

Attitudes towards First Nations arts

In 2022, there was widespread agreement that **Aboriginal and Torres Strait Islander arts are an important part of Australia's culture**, with 72% of QLD residents agreeing. Agreement has slightly decreased from 74% in 2019.

However, less than half of QLD residents agree that **Aboriginal and Torres Strait Islander arts are well represented in Australia** (47%, down from 53% in 2019).

In 2022, 40% of QLD residents were **interested in First Nations arts** (consistent with 40% in 2019). Among those interested, 44% reported a **growing interest in First Nations arts** in 2022 (consistent with 45% in 2019).

Cultural diversity and arts engagement

In 2022, one in three of QLD residents **engaged with their own cultural background, language group or community by attending events or festivals, or creating art** (32%, consistent with 33% in 2019).

In 2022, three in ten QLD residents **attended cultural and artistic events to engage with their own cultural background, language group or community** (28%, consistent with 2019).

Music was the main form of arts event attended to engage with one's cultural background, language group or community (15%), followed by **festivals or celebrations, dance events** and **theatre events** (all 8%), **visual arts and craft events** (7%) and **book or literary events** (5%).

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. In 2022, arts attendance for those living in QLD is also consistent with results from 2019 and with the national average (all 68%).

In 2022:

- almost half of QLD residents attended **live music events** (47%, consistent with 47% in 2019)
- 44% of those living in QLD attended **arts festivals** (up from 40% in 2019), including **music festivals** (23%), **festivals where many art forms are exhibited** (22%) and **performing arts festivals eg theatre or dance** (13%)
- almost two in five QLD residents attended **visual arts and crafts events** (37% consistent with 35% in 2019)
- more than one third of those living in QLD attended **theatre performances** (34%, consistent with 32% in 2019)
- almost three in ten QLD residents attended **First Nations arts or festivals** (28%, down from 32% in 2019) and dance events (29% for both 2022 and 2019)
- almost one in five of those living in QLD attended **literary events** (18%, consistent with 20% in 2019).

Creative participation

In 2022, 44% of QLD residents **produced or collaborated in the making of art** (up from 42% in 2019).

- Just over one in four Queenslanders create **visual arts and craft**, including to engage with their own cultural background (24%, consistent with 25% in 2019).
- Almost one in five create **music**, including to engage with their own cultural background (17%, consistent with 16% in 2019).
- One in eight Queenslanders participate in **community choir or community theatre**, including to engage with their own cultural background (16%, consistent with 15% in 2019).
- Almost one in seven Queenslanders produce **creative writing**, including to engage with their own cultural background (13%, consistent with 15% in 2019).
- One in ten Queenslanders are involved in **community arts and cultural development** (10%, consistent with 11% in 2019).
- Less than one in ten Queenslanders creatively participate in **dance**, including to engage with their own cultural background (9%, consistent with 10% in 2019).
- 7% of Queenslanders creatively participate in **theatre**, including to engage with their own cultural background (consistent with 7% in 2019).

Listening to recorded music

In 2022, 93% of Queenslanders **listened to recorded music** (consistent with 92% in 2019).

- 68% of QLD residents listen to music on **radio or television**.
- Over half listen to music they stream through **paid subscriptions** (52%, significantly up from 37% in 2019).
- Three in five QLD residents listen to music they **stream for free** (eg, YouTube) (61%).
- One quarter of QLD residents listen to **purchased music** (26%, down from 34% in 2019).

Reading

In 2022, 70% of Australians living in Queensland **read at least on printed book, ebook or listened to an audio book** for non-work and study purposes (consistent with 69% in 2019).

The most popular types of reading material are **novels or short stories** (47%) followed by **creative and instructional non-fiction books** such as guide or cookbooks (30%) and creative **non-fiction books** such as biographies and history books (30%).

Print books are still the most popular format, read by two thirds of the Queensland population in the last year (66%). Three in ten Queenslanders read a book **at least once a week** (30%) and one in eight read a print book daily (12%).

In the past 12 months, two in five Australians living in QLD have read an **ebook** (41%) and one third listened to an **audio book** (33%), up from 37% and 27% in 2019 respectively.

Digital engagement

Most QLD residents engage with the arts **online or through digital platforms** (89%). More than three quarters listen to **streamed music** (77%), and a smaller proportion **use a digital platform** to engage with the arts (71%).

Two in five Queenslanders use the internet to **watch live or recorded performances** or **view virtual exhibits and museums** (41%), and a third use the internet to **follow, interact or research arts or art communities** (33%). Just under one in five Australians living in QLD **create art or learn to create art online** (18%).

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 1,479 QLD 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.