



Australian Government

**Creative  
Australia**

## South Australia 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.

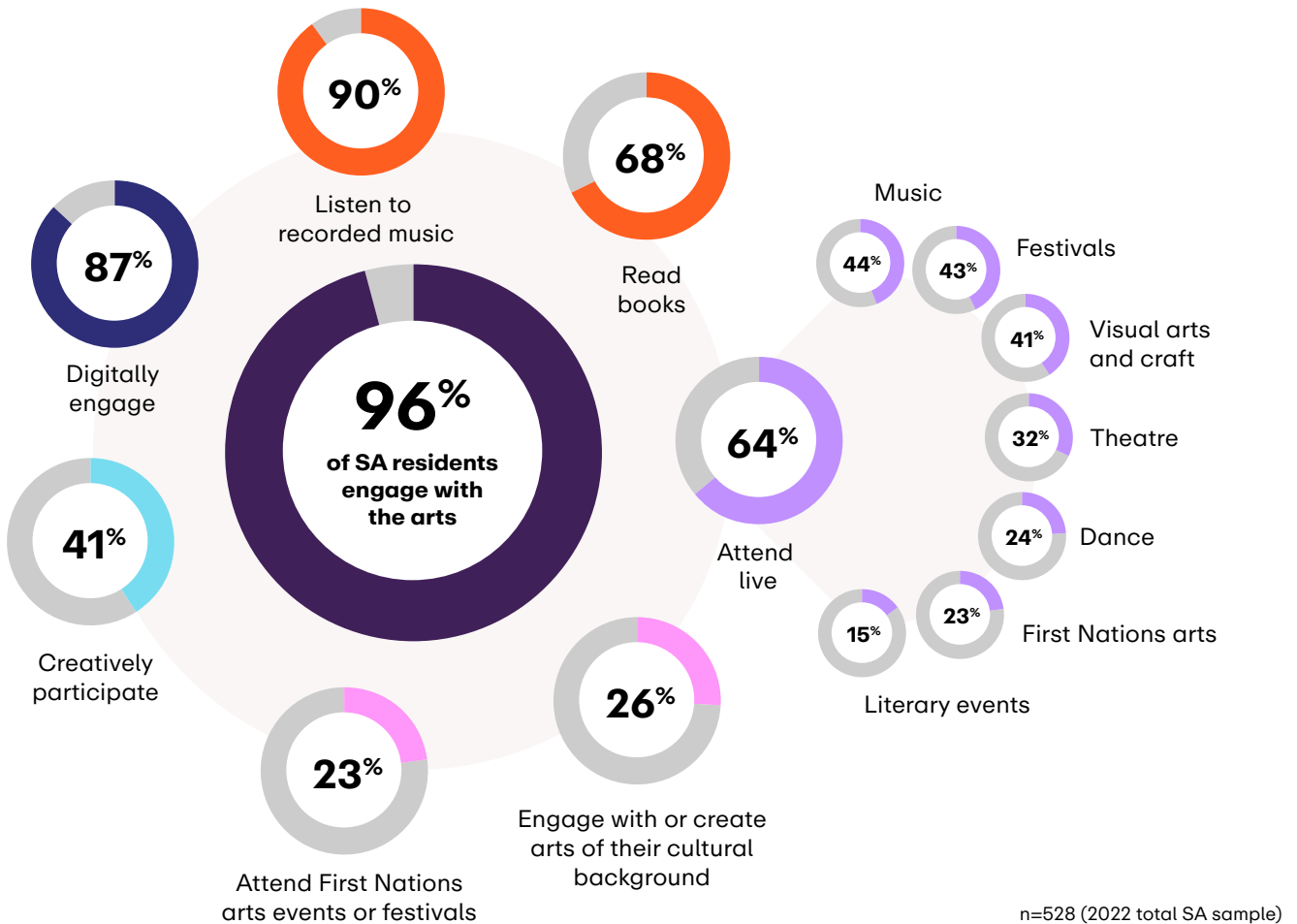
For the full report and online resources see: <https://creative.gov.au/advocacy-and-research/creating-value/>

This fact sheet provides an overview of results for South Australia (SA).

## 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 96% of South Australians, a similar proportion to engagement levels before COVID-19.

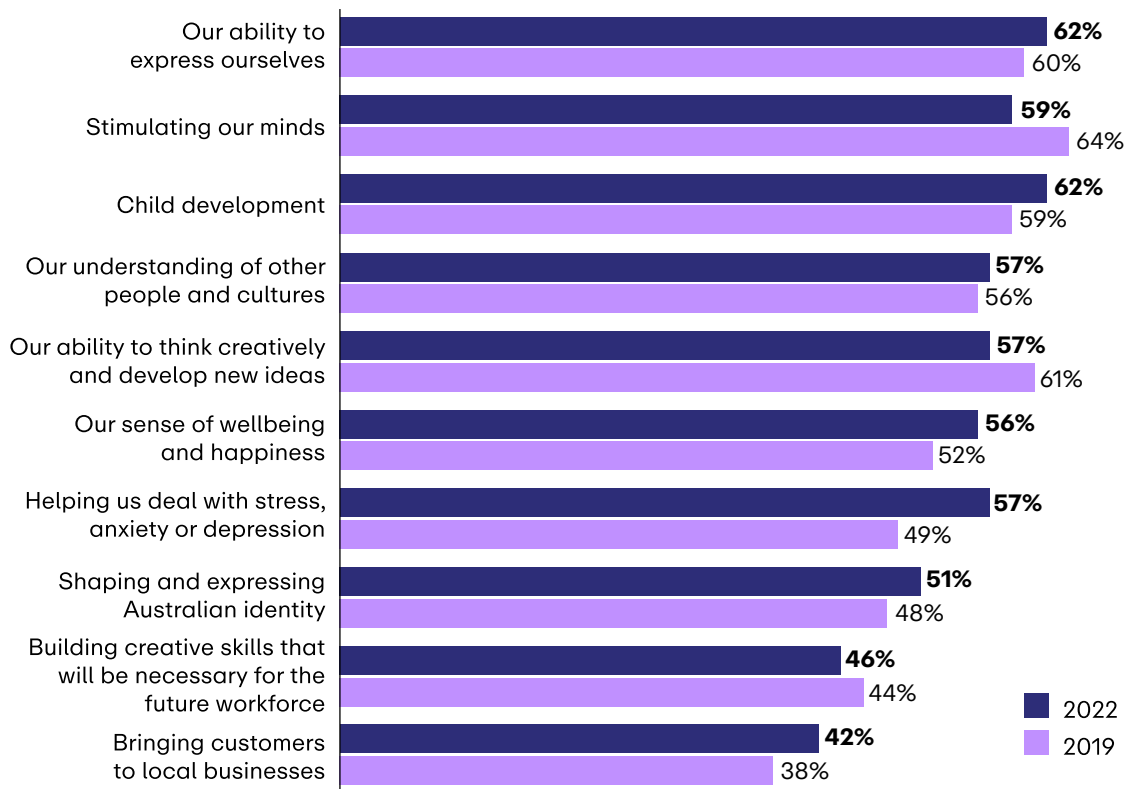
Figure 1: SA residents' overall engagement in creative and artistic activities and events in 2022



## Valuing arts engagement

In 2022, 83% of South Australians acknowledged the **significant positive impact of the arts on individuals, communities and the economy**. This is a slight increase from 80% in 2019 and now more consistent 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 SA data (n= 512) // 2022 SA data (n=528)

## Attitudes towards arts, culture and creativity

Agreement is highest for the following five statements, with around seven in ten South Australians strongly agreeing or agreeing:

- **artists should have freedom of expression** (73%, consistent with 74% in 2019)
- **creative activities should be an important part of education** (74%, up from 71% in 2019)
- **artists make an important contribution to Australian society** (72%, up from 69% in 2019).

Over three in five SA residents aged 15 years and over strongly agree or agree that:

- **cultural and creative experiences make for a richer and more meaningful life** (69%, up from 63% in 2019)
- **cultural and creative experiences help you to understand perspectives that are different to your own** (69%, consistent with 68% in 2019)
- **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%, up from 57% in 2019).

Agreement is lowest for the following statements:

- **cultural and creative experiences allow me to connect with others** (53%, up from 48% in 2019)
- **there are plenty of opportunities for me to get involved in cultural and creative experiences** (46%, up from 41% in 2019).

There has been a slight decrease in the proportion of SA 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** (28%, down from 32% in 2019).

## Investment in arts, culture and creativity

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

1. **Ensuring free or low-cost events are available** (70% ranked in top 3).
2. **Ensuring children and young people have access to art and creative experiences to support learning and development** (68% ranked in top 3).
3. **Ensuring art and creative experiences are available to support people's health and wellbeing** (47% ranked in top 3).
4. **Funding art in public spaces** (35% ranked in top 3).
5. **Investing in the making of art so it can be widely shared and experienced** (34% ranked in top 3).
6. **Ensuring there is more access to creative activities and experiences online** (26% ranked in top 3).
7. **Supporting art that pushes boundaries and drives innovation** (20% 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, 20% of SA residents gave back to the arts. This is at similar levels from 19% in 2019. However, South Australians were slightly less likely than the national average (23%) to give back to the arts.

The leading ways SA residents gave time or money to the arts included **unpaid work** such as helping artists or community groups with arts activities (9%, consistent with 2019) and **donating money to the arts** (7%, consistent with 6% 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 South Australians agreeing (up from 70% in 2019).

However, less than half of Australians living in SA agree that **Aboriginal and Torres Strait Islander arts are well represented in Australia** (48%, consistent with 49% in 2019).

In 2022, 35% of South Australians were **interested in First Nations arts** (up from 35% in 2019). Amongst those interested, 44% reported a **growing interest in First Nations arts** (consistent with 42% in 2019).

### Cultural diversity and arts engagement

In 2022, a quarter of South Australians **engaged with their own cultural background, language group or community by attending events or festivals, or creating art** (26%, consistent with 28% in 2019).

In 2022, one in five South Australians **attended cultural and artistic events to engage with their own cultural background, language group or community** (21%). This is a decrease from 25% in 2019.

**Music** was the main form of arts event attended to engage with one's cultural background, language group or community (13%), followed by **festivals or celebrations** (7%) and **visual arts or crafts** (6%), **theatre** and **dance** (both 5%), and **book or literary events** (4%).

## 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 SA, 64% **attended arts events or festivals** in 2022 (on par with 65% in 2019).

In 2022:

- 44% of South Australians **attended live music events** (consistent with 44% in 2019)
- 43% of South Australians attended **arts festivals** (up from 38% in 2019), including **music festivals** (22%), **visual arts festivals or fairs** (17%) and **performing arts festivals** eg, theatre or dance (15%)
- over two in five SA residents attended **visual arts and crafts events** (41%, up from 30% in 2019)
- almost a third of SA residents attended **theatre performances** (32%, down from 37% in 2019)
- almost a quarter of SA residents attended **First Nations arts or festivals** (23%, consistent with 22% in 2019)
- a quarter of SA residents attended **dance events** (24%, consistent with 25% in 2019).
- almost one in six SA residents attended **literary events** (15%, consistent with 17% in 2019).

## Creative participation

In 2022, 41% of South Australians **created, produced or collaborated in the making of art** (consistent with 42% in 2019).

- One in four South Australians create **visual arts and craft**, including to engage with their own cultural background (24%, consistent with 22% in 2019).
- One in six SA residents create **music**, including to engage with their own cultural background (17%, consistent with 16% in 2019).
- One in eight SA residents **participate in community choir or community theatre** (13%, consistent with 13% in 2019) and **produce creative writing**, including to engage with their own cultural background (12%, consistent with 13% in 2019).
- One in ten South Australians are **involved in community arts and cultural development** (9%, unchanged from 2019).
- Less than one in ten **creatively participate in dance**, including to engage with their own cultural background (8%, consistent with 7% in 2019).
- 5% of SA residents creatively **participate in theatre**, including to engage with their own cultural background (consistent with 6% in 2019).

## Listening to recorded music

In 2022, 90% of the SA population **listened to recorded music**. This is a slight decrease from 93% in 2019.

- 65% of SA residents listen to music on the **radio or television**.
- Three in five SA residents listen to music they **stream for free** (eg, YouTube) (59%),
- Just under half of SA residents listen to music through **paid subscriptions** (48%, up from 33% in 2019).
- 30% of SA residents listen to **purchased music** (either downloaded or a physical copy, eg, CDs/vinyl) (down from 37% in 2019).

## Reading

In 2022, 68% of Australians living in South Australia **read at least one printed book, ebook or listened to an audio book** for non-work and study purposes. This is consistent with 2019 (70%).

The most popular types of reading material are **novels or short stories** (46%) followed by **instructional non-fiction books** such as guide or cookbooks (31%) and **creative non-fiction books** such as biographies and history books (31%).

**Print books** are still the most popular format, read by two thirds (65%) of the South Australian population in the last year. Three in ten South Australians read a print book **at least once a week** (30%), with one in ten reading in this format **daily** (10%).

In the past 12 months, almost two in five South Australians read an **ebook** (38%) and three in ten listened to an **audio book** (31%), up from 36% and 26% in 2019 respectively.

## Digital engagement

Almost nine in ten SA residents engage with the arts **online or through digital platforms** (87%). Three quarters **listen to streamed music** (75%) and slightly less **use a digital platform to engage with the arts** (69%).

Two in five SA residents use the internet to **watch live or recorded performances** or **view virtual exhibits and museums** (39%), and a third use the internet to **follow, interact or research artists or art communities** (32%).

Under one in five SA residents **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 528 SA 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.