



Australian Government

**Creative
Australia**



Tasmania 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.

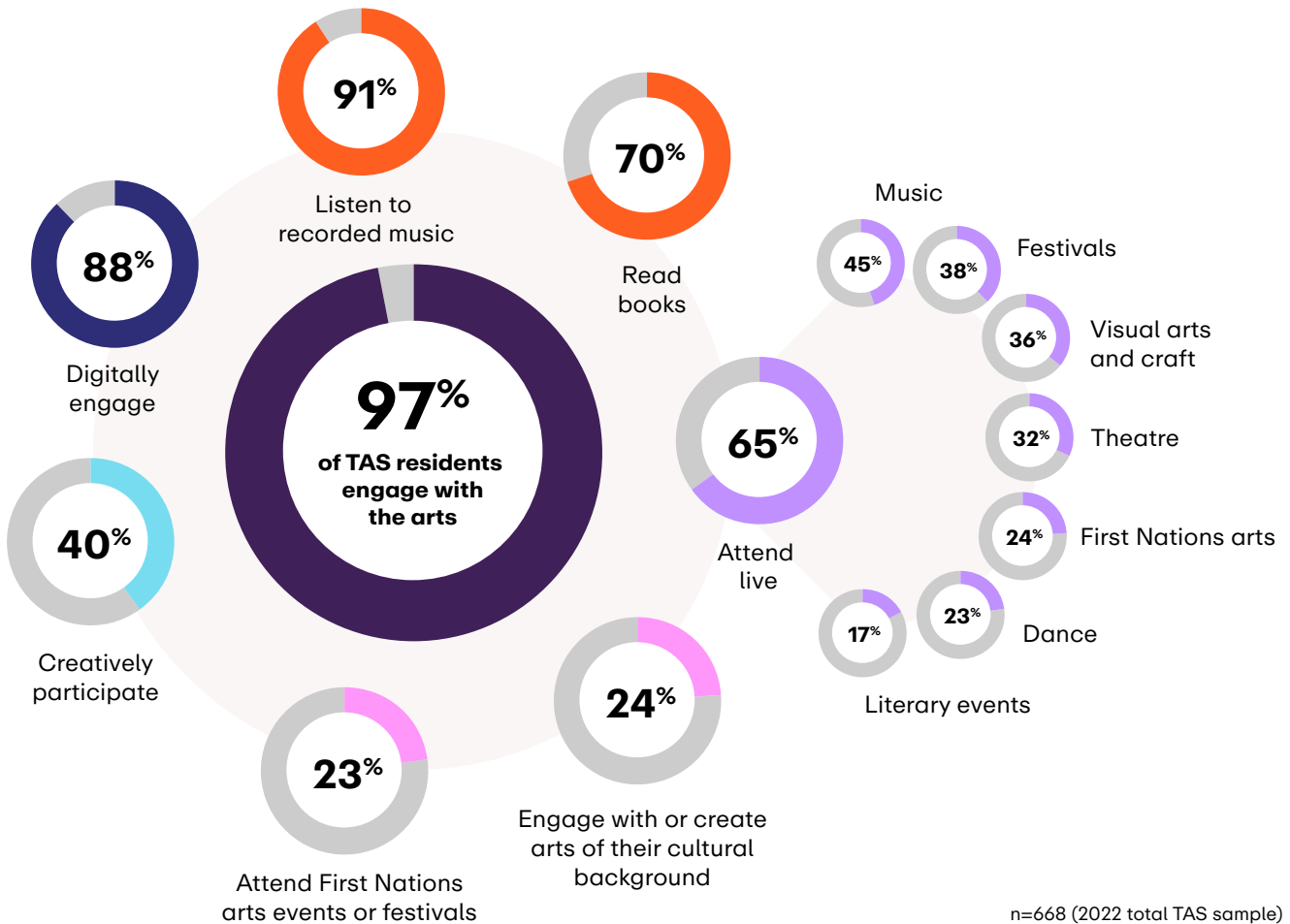
For the full report and online resources see: <https://creative.gov.au/advocacy-and-research/creating-value/>

This fact sheet provides an overview of results for Tasmania (TAS).

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 Tasmania (97%), a similar proportion to engagement before COVID-19 (98%).

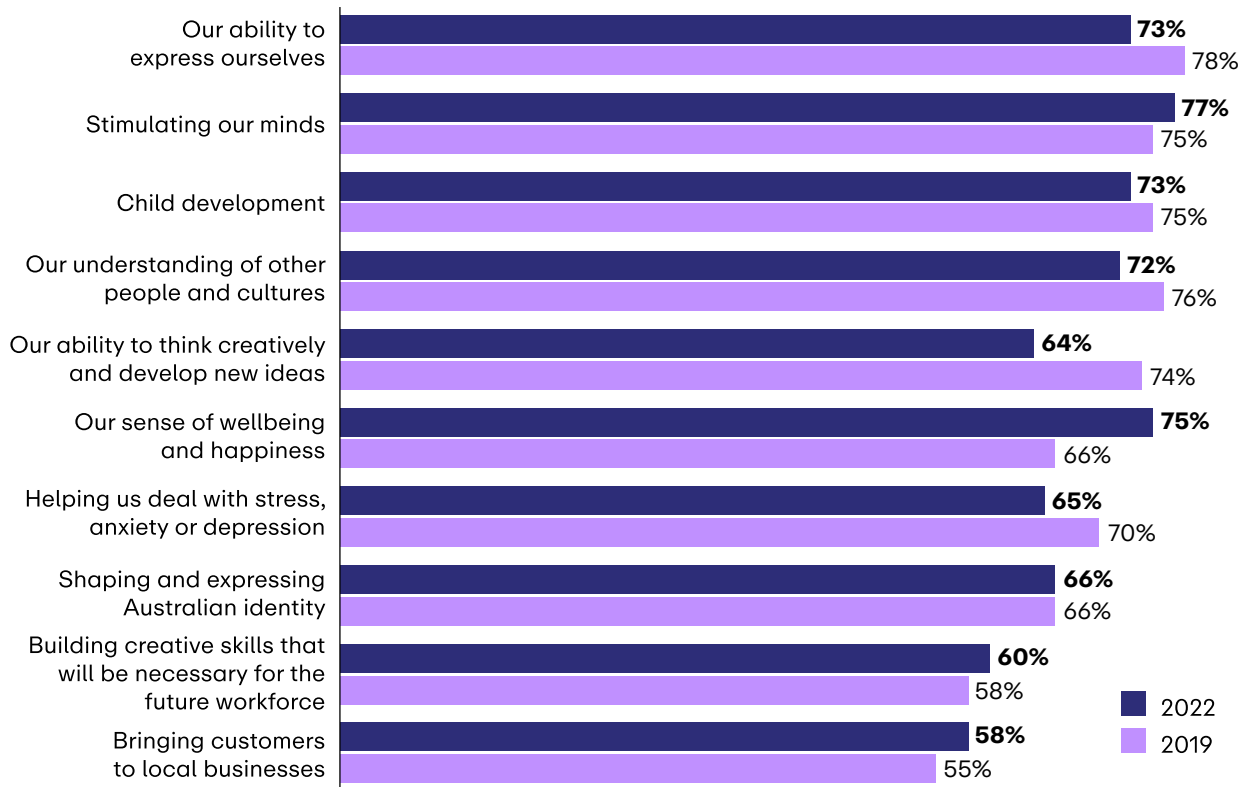
Figure 1: Tasmanian residents' overall engagement in creative and artistic activities and events in 2022



Valuing arts engagement

In 2022, 83% of Tasmanians acknowledged the **positive impact of the arts on individuals, communities and the economy**. This is consistent with 2019 results (85%) and with the overall Australian data (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 TAS data (n= 666) // 2022 TAS data (n=668)

Attitudes towards arts, culture and creativity

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

- **creative activities should be an important part of education** (78%, up from 74% in 2019)
- **artists should have freedom of expression** (74%, consistent with 74% in 2019)
- **cultural and creative experiences help you to understand perspectives that are different to your own** (73%, up from 70% in 2019)
- **artists make an important contribution to Australian society** (72%, consistent with 73% in 2019)
- **cultural and creative experiences make for a richer and more meaningful life** (72%, up from 68% in 2019).

Two in three Tasmanian residents aged 15 years and over strongly agree or agree that:

- **the arts in Australia reflect the diversity of cultures present in Australia** (66%, consistent with 67% in 2019)
- **cultural and creative experiences should receive public funding** (64%, up from 60% in 2019).

Agreement is lowest for the following statements:

- **cultural and creative experiences allow me to connect with others** (56%, up from 51% in 2019)
- **there are plenty of opportunities for me to get involved in cultural and creative experiences** (38%, down from 41% in 2019).

The proportion of Tasmanians that feel disconnected from the arts has remained consistent since 2019, with over one in five agreeing that the **cultural and creative activities are not really for people like me** (22%, consistent with 24% in 2019).

Investment in arts, culture and creativity

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

1. **Ensuring free or 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** (68% ranked in top 3).
3. **Ensuring art and creative experiences are available to support people's health and wellbeing** (52% 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** (32% ranked in top 3).
6. **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 Tasmanians gave back to the arts. This is a decrease from 23% in 2019. Tasmanians were slightly less likely than the national average to give back to the arts (23%).

The leading ways Tasmanian residents gave time or money to the arts include **donating money to the arts** (9%, consistent with 8% in 2019) and **doing unpaid work**, eg, helping or community groups with arts activities (10%, 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 76% Australians in Tasmania agreeing. Agreement has remained the same since 2019.

However, less than half of Tasmanians agree that **Aboriginal and Torres Strait Islander arts are well represented in Australia** (45%). This is a decrease from 49% in 2019.

In 2022, 42% of Tasmanians were **interested in First Nations arts** (consistent with 40% in 2019). Amongst those interested, over half reported a **growing interest in First Nations arts** (54%, a significant increase from 41% in 2019).

Cultural diversity and arts engagement

In 2022, one in four Tasmanians **engaged with their own cultural background, language group or community by attending events or festivals, or creating art** (24%). This is a significant decrease from 30% in 2019. In 2022, one in five Tasmanians **attended cultural and artistic events focused on their own cultural background, language group or community** (20%, down from 26% in 2019).

Music is the main form of event attended (12%), followed by **theatre** and **visual arts and craft** (both 6%). **Festivals or celebrations** and **dance** saw 5% of the Tasmanian population attending, while 3% attending **book or literary events** of their own cultural background.

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 Tasmania, attendance levels are at 65%, consistent with 2019.

In 2022:

- 45% of TAS residents **attended live music events** (consistent with 45% in 2019).
- 38% of TAS residents attended **arts festivals** (on par with 37% in 2019), including **music festivals** (20%), **arts festivals or fairs** (14%) and **performing arts festivals** e.g. theatre or dance (13%).
- over one third of TAS residents attended **visual arts and crafts events** (36%, consistent with 35% in 2019).
- Almost one third of TAS residents attended **theatre events performances** (32%, consistent with 33% in 2019).
- around one in four TAS residents attended **First Nations arts or festivals** (23%, consistent with 22% in 2019) and **dance events** (24%, up from 21% in 2019).
- one in six TAS residents attended **literary events** (17%, consistent with 15% in 2019).

Creative participation

In 2022, 40% of Tasmanians **created, produced or collaborated in the making of art**. Overall creation has decreased from 45% in 2019.

- One in four TAS residents create **visual arts and craft**, including to engage with their own cultural background (25%, consistent with 27% in 2019).
- 15% of TAS residents create **music**, including to engage with their own cultural background (15%, consistent with 17% in 2019).
- More than one in ten TAS residents participate in **community choir or community theatre** (12%, similar to 2019 at 13%) and produce **creative writing**, including to engage with their own cultural background (12%, consistent with 14% in 2019).
- Just under one in ten TAS residents are involved in **community arts and cultural development** (8%, unchanged from 8% in 2019).
- 5% of TAS residents creatively participate in **dance**, including to engage with their own cultural background (5%, consistent with 6% in 2019).
- 3% of TAS residents creatively participate in **theatre**, including to engage with their own cultural background (similar to 2019 at 5%).

Listening to recorded music

In 2022, 91% of Australians **listen to recorded music**. This is consistent with 91% in 2019.

- Seven in ten TAS residents listen to music on **radio or television** (69%).
- 62% of TAS residents listen to music they **stream for free** (eg, YouTube).
- Half of TAS residents listen to music through **paid subscriptions** (50%, up from 34% in 2019).
- One third of TAS residents listen to **purchased music** (either downloaded or a physical copy, eg, CDs/vinyl) (32%, down from 39% in 2019).

Reading

In 2022, 70% of Australians living in Tasmania **read at least one printed book, e-book or listened to an audio book** for non-work and study purposes. This is a decrease from 74% in 2019.

The most popular types of reading material are **novels or short stories** (49%) followed by instructional non-fiction such as guidebooks or cookbooks (35%) and **creative non-fiction** such as biographies or history books (30%).

Print books are still the most popular format, read by 66% of the Tasmanian population in the last year. Three in ten (31%) TAS residents read a print book **at least once a week**, with 13% reading in this format **daily**. In the past 12 months, almost two in five Australians living in Tasmania read an **ebook** (36%, down from 39% in 2019) and almost three in ten listened to an **audio book** (28%, unchanged from 2019).

Digital engagement

Most TAS residents engage with the arts **online or through digital platforms** (88%). Three in four **listen to streamed music** (75%), and a slightly smaller proportion **use a digital platform to engage with the arts** (72%).

Two in five of the Tasmanian population use the internet to **watch live or recorded performances, or view virtual exhibits and museums** (40%), and just under a third use the internet to **follow, interact or research artists or art communities** (31%). Just under one in five Tasmanians **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 668 Tasmanian 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.