



Australian Government

**Creative
Australia**



Victoria 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.

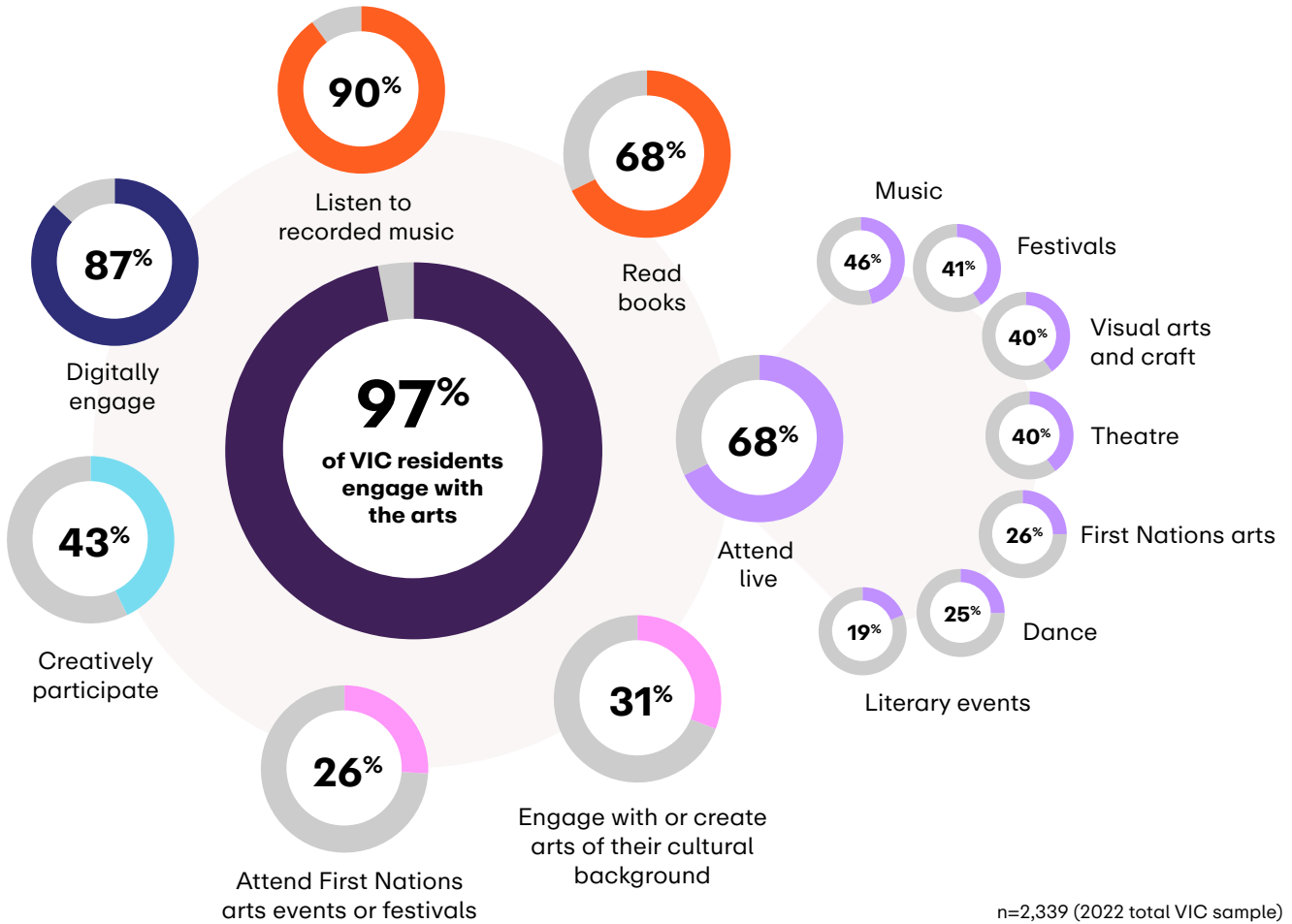
For the full report and online resources see: <https://creative.gov.au/advocacy-and-research/creating-value/>

This fact sheet provides an overview of results for Victoria (VIC).

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 Victoria (97%), the same proportion of engagement levels before COVID-19.

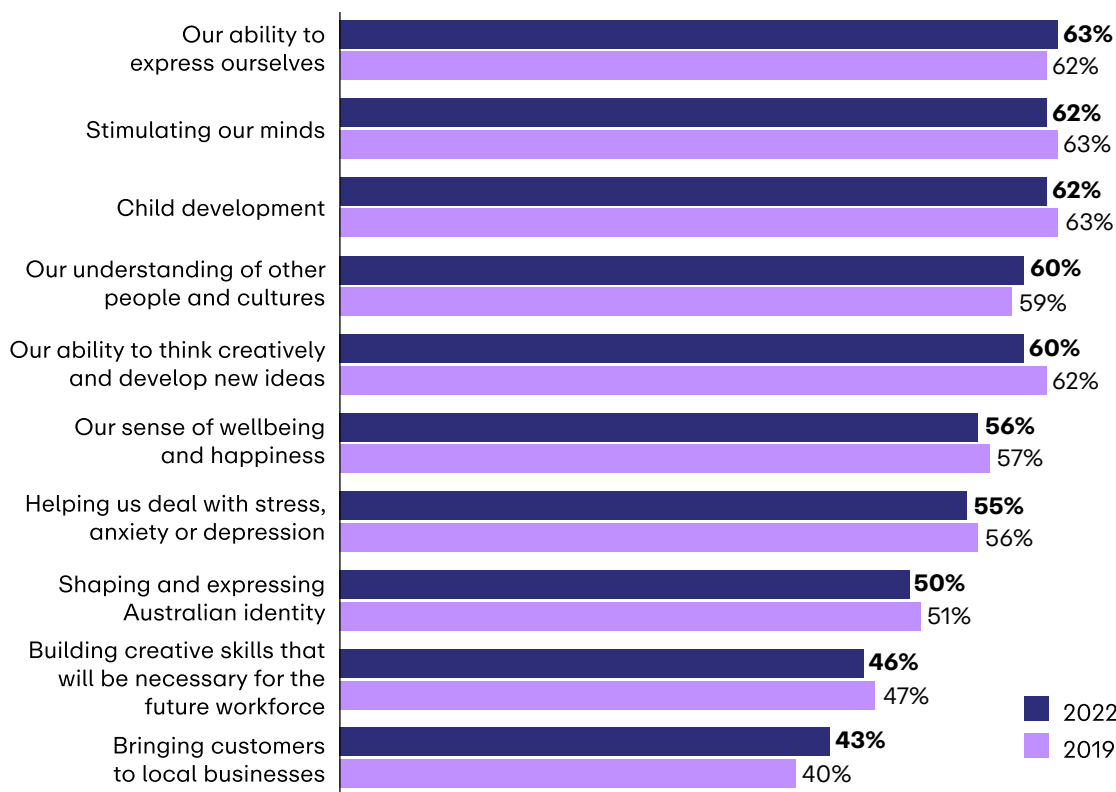
Figure 1: Victorian residents’ overall engagement in creative and artistic activities and events in 2022



Valuing arts engagement

In 2022, 84% of Victorians acknowledged the significant **positive impact of the arts on individuals, communities and the economy**. This is consistent with 84% in 2019 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 VIC data (n= 2,281) // 2022 VIC data (n= 2,339)

Attitudes towards arts, culture and creativity

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

- **creative activities should be an important part of education** (74%, consistent with 73% in 2019)
- **artists should have freedom of expression** (73%, consistent with 75% in 2019)
- **artists make an important contribution to Australian society** (72%, consistent with 70% in 2019)
- **cultural and creative experiences help you to understand perspectives that are different to your own** (70%, consistent with 70% in 2019).

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

- **cultural and creative experiences make for a richer and more meaningful life** (68%, consistent with 67% in 2019)
- **the arts in Australia reflect the diversity of cultures present in Australia** (68%, consistent with 69% in 2019)
- **culture and creativity should receive public funding** (61%, consistent with 63% in 2019).

Agreement is lowest for the following three statements:

- **cultural and creative experiences allow me to connect with others** (56%, up from 53% in 2019)
- **there are plenty of opportunities for me to get involved in the arts** (43%, down from 46% in 2019).

There has been no significant change in the proportion of Victorians 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%, consistent with 30% in 2019).

Investment in arts, culture and creativity

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

1. **Ensuring free or low-cost events are available** (68% ranked in top 3).
2. **Ensuring children and young people have access to art and creative experiences to support learning and development** (62% 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** (37% ranked in top 3).
5. **Funding art in public spaces** (32% ranked in top 3).
6. **Ensuring there is more access to creative activities and experiences online** (27% ranked in top 3).
7. **Supporting art that pushes boundaries and drives innovation** (24% 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, however, fewer Victorian residents gave back to the arts than in 2019 (23%, down from 28% in 2019). While there has been a drop in giving time or money to the arts, the proportion of Victorian residents giving to the arts is on par with the national average (23%).

The leading ways Victorian residents gave time or money to the arts include **donating money to the arts** (10%, unchanged from 2019) and **doing unpaid work**, such as helping or community groups with arts activities (8%, consistent with 10% in 2019). In 2022, they were less likely to **do volunteering with for the arts** (7%, down from 10% in 2019) and **contribute to a crowd funding effort for an arts organisation** (9%, down from 6% in 2019).

Our cultural connections

Attitudes towards First Nations arts

In 2022, there was widespread agreement among VIC residents that **Aboriginal and Torres Strait Islander arts are an important part of Australia's culture**, with 73% agreeing. Agreement has slightly decreased since 2019 (75%).

Less than half of Victorians agree that **Aboriginal and Torres Strait Islander arts are well represented in Australia** (44%, down from 48% in 2019).

In 2022, 40% of Victorians were **interested in First Nations arts** (consistent with 38% in 2019). Among those interested, almost half reported a **growing interest in First Nations arts** (48%, up from 42% in 2019).

Cultural diversity and arts engagement

In 2022, three in ten of Victorian residents **engaged with their own cultural background, language group or community by attending events or festivals, or creating art** (31%). This is a decrease from 36% in 2019.

In 2022, one in four Victorians **attended cultural and artistic events focused on their own cultural background, language group or community** (26%, down from 32% in 2019). **Music** is the main form of event attended (14%), followed by **festivals or celebrations** (10%). This was followed by **theatre events** (8%), **visual arts and craft events** (7%) and **dance events** (7%). Only 5% of Victorians attended **book or literary events** to engage with their own 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 Victoria, attendance levels are at 68%, consistent with 68% in 2019.

In 2022:

- almost VIC residents half attended **live music events** (46%, down from 49% in 2019)
- 41% VIC residents attended **arts festivals** (consistent with 39% in 2019), including **music festivals** (22%), **visual arts festivals or fairs** (15%), **performing arts festivals** eg, theatre or dance (14%)
- two in five VIC residents attended **visual arts and crafts events** (40%, up from 37% in 2019) and **theatre performances** (40%, consistent with 39% in 2019)
- one in four VIC residents attended **First Nations arts or festivals** (26%, down from 30% in 2019) and **dance events** (25%, down from 29% in 2019)
- one in five VIC residents attended **literary events** (19%, down from 22% in 2019).

Creative participation

In 2022, 43% of VIC residents **created, produced or collaborated in the making of art**. Overall creation remains consistent with 44% in 2019.

- One in four VIC residents create **visual arts and craft**, including to engage with their own cultural background (23%, consistent with 24% in 2019).
- One in six VIC residents create **music**, including to engage with their own cultural background (16%, down from 19% in 2019), participate in **community choir or community theatre** (15%, unchanged from 15% in 2019) and produce **creative writing**, including to engage with their own cultural background (15%, consistent with 16% in 2019).
- One in ten VIC residents are involved in **community arts and cultural development** (9%, down from 13% in 2019) and participate in **dance**, including to engage with their own cultural background (8%, down from 11% in 2019).
- 6% VIC residents creatively participate in **theatre**, including to engage with their own cultural background (down from 9% in 2019).

Listening to recorded music

In 2022, 90% of Victorians **listened to recorded music**. This remains relatively consistent with 92% in 2019.

- 64% of VIC residents **listen to music on radio or television**.
- Half of VIC residents listen to music through **paid subscriptions** (50%, up from 35% in 2019).
- Almost three in five VIC residents listen to music they **stream for free** (eg, YouTube) (57%).
- A quarter listen to **purchased music** (either downloaded or a physical copy, eg, CDs/vinyl) (26%, a significant decrease from 36% in 2019).

Reading

In 2022, 68% VIC residents **read at least one printed book, ebook or listened to an audio book** for non-work and study purposes. This is a decrease from 71% in 2019.

The most popular types of reading material are **novels or short stories** (47%), followed by **instructional and creative non-fiction** (both 30%).

Print books are still the most popular format, read by 65% of VIC residents in the last year. One in ten VIC residents read a print book **at least once a week** (11%), and another one in ten read this format **daily** (11%). In the past 12 months, two in five Victorians read an **ebook** (41%) and one third (34%) listened to an **audio book**, remaining fairly consistent with 2019 (42% and 32% respectively).

Digital engagement

Most VIC residents engage with the arts online or through **digital platforms** (87%), with three quarters listening to streamed music (74%), and a smaller proportion **using a digital platform to engage with the arts** (70%).

Just over two in five Victorians use the internet to **watch live or recorded performances, or view virtual exhibits and museums** (42%), and a third use the internet to **follow, interact or research artists or art communities** (33%). Just one in six **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 2,339 Victorian 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.