



Central Queensland

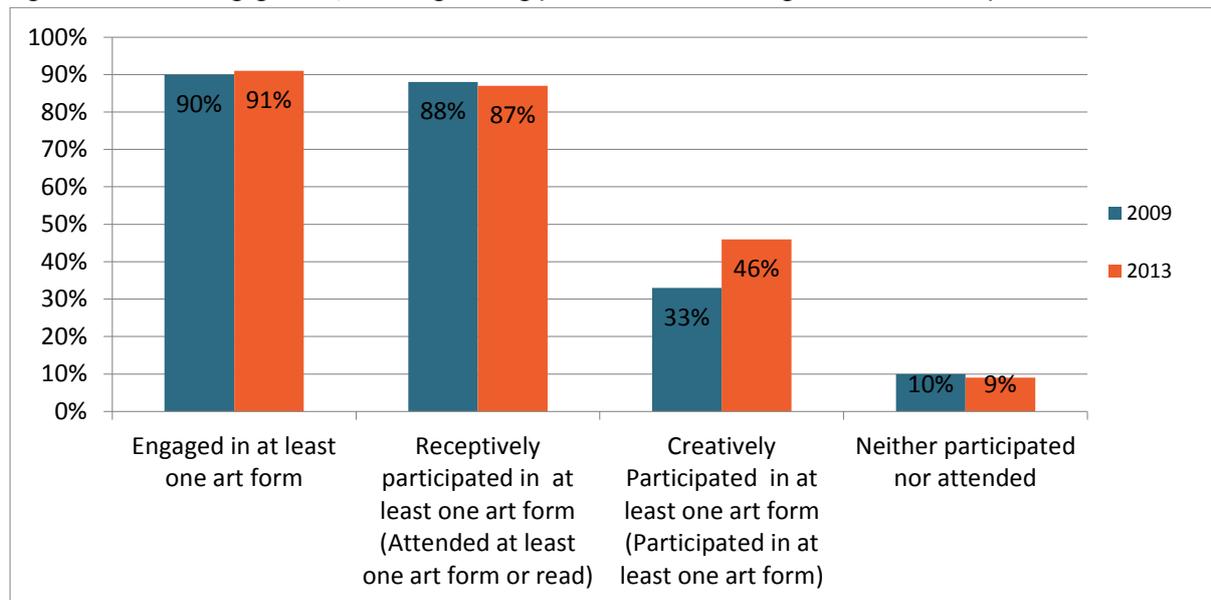
Arts in Daily Life: Queenslanders and the arts provides a comprehensive look at how Queenslanders engage in the arts, as well as their opinions and beliefs about the arts. This research continues from the 2009 research *More than bums on seats: Queenslanders and the arts*.

The research was commissioned by Arts Queensland in partnership with the Australia Council for the Arts. The research was conducted by instinct and reason, an independent market research consultancy. Difference between overall Queensland totals, Queensland regions and between 2009 and 2013 are not statistically significant unless stated.

Central Queenslanders are highly engaged in the arts

Nine in 10 people in Central Queensland participated in, attended an arts activity or read creative writing in 2013. While the percentage of Central Queenslanders attending the arts has remained consistent, more people are making and creating arts (Figure 1).

Figure 1: Levels of engagement, including reading (Central Queensland region 2009 and 2013)



More Central Queenslanders are making or creating art

More Central Queenslanders are making or creating art, with 46 per cent indicating that they had participated in at least one art form, an increase of 13 percentage points from 2009 (Figure 1).



Central Queenslanders attend the arts and read

Eighty-seven per cent of Central Queenslanders have engaged in the arts by attending a gallery, live music, theatre or dance, or by reading literature. Overall, Central Queenslanders are more likely to attend the arts than to participate or create art themselves (Figure 1). Eighty-three per cent of Central Queenslanders read creative writing, an increase from 79 per cent in 2009.

Table 1: Engagement with arts by main art forms (Central Queensland region 2013)

	Attended and participated	Attendance only	Participation only	Neither attended or participated	Total attendance	Total participation
Visual arts and craft	10%	17%	21%	53%	27%	31%
Theatre and dance	3%	21%	2%	75%	24%	5%
Literature	12%	71%	1%	16%	83%	13%
Music	8%	33%	4%	55%	41%	12%

Note: Rounding has been applied to figures in this table.

Base: Weighted data, n=131

Central Queenslanders contribute time and money to the arts

Twenty-four per cent of Central Queenslanders donate their time or money to the arts. Of these, 53 per cent have donated money, 51 per cent are involved in volunteer work, and 24 per cent have contributed to a crowd funding effort for an arts activity.

Central Queenslanders use the internet for art

Sixty-five per cent of Central Queenslanders engage with the arts online. Fifty-three per cent of Central Queenslanders watch or download art such as music, visual art, performances or creative writing, including e-books and audio books. Twenty-nine per cent use the internet to research, interact or engage with artists, arts events or arts-related communities, for example, on social media, blog forums or websites and to follow or interact with an artist or arts organisation.

Central Queenslanders have an interest in Indigenous arts

Sixty-one per cent of Central Queenslanders indicated a strong or growing interest in Indigenous arts. One in 10 Central Queenslanders have seen visual arts and crafts, theatre, dance or live music created or performed by Aboriginal or Torres Strait Islander artists.



Central Queenslanders have positive attitudes to the arts

Central Queenslanders are positive about the arts. Similarly to 2009, Central Queenslanders still agree people can enjoy both arts and sport, and the arts can make for a richer and more meaningful life. In 2013:

- 94 per cent agree they feel proud with Australian artists do well overseas
- 93 per cent agree Indigenous arts are an important part of Australia's culture
- 92 per cent agree artists make an important contribution to Australian society
- 90 per cent agree the arts should be an important part of the education of every Australian.

Table 2: Attitudes to arts (Central Queensland region 2009 and 2013)

	2009	2013
	<i>(Strongly agree + agree %)</i>	<i>(Strongly agree + agree %)</i>
People can enjoy both the arts and sport	95	99
I feel proud when Australian artists do well overseas	..	94
Indigenous arts are an important part of Australia's culture	84	93
Artists make an important contribution to Australian society	..	92
The Queensland Government should invest in arts and cultural activities to ensure they are available to the public*	71	91
The arts should be an important part of the education of every Australian	84	90
Local government should invest in arts and cultural activities to ensure they are available to the public*	69	90
It is exciting to see new styles and types of art	75	84
Artists should have total freedom of expression	..	84
Private sector businesses and companies should invest in arts and cultural activities to ensure they are available to the public	..	76
The arts make for a richer and more meaningful life	74	74
The arts should receive public funding	81	69
The arts in Australia reflect the diversity of cultures present in Australia	..	69
There are plenty of opportunities for me to get involved in the arts	56	63
The arts require understanding to appreciate them fully	59	55
Indigenous arts are well represented in Australia	..	55
The arts are too expensive	40	32
The arts tend to attract people who are somewhat elitist or pretentious	33	31
The arts are not really for people like me	23	18

Notes: .. Data was not collected in the 2009 survey. * Statement was slightly reworded in 2013.

Base: Weighted data. 2009/2013 n=140/131



Arts impact on wellbeing and community

Central Queenslanders generally agree that the arts can have an impact on personal wellbeing and to a lesser extent the wider community (Table 3). Seventy-five per cent believe the arts can impact on child development and 68 per cent believe they can impact on our ability to express ourselves. Six in 10 believe the arts can have a big or very big impact on how we deal with stress, anxiety or depression, our sense of wellbeing and happiness, and our ability to think creatively and develop new ideas.

Table 3: Impact of the arts (Central Queensland region 2013)

	Big impact + very big impact (%)
Child development	75
Our ability to express ourselves	68
Helping us deal with stress, anxiety or depression	63
Our sense of wellbeing and happiness	60
Our ability to think creatively and develop new ideas	60
Community pride and identity	54
Shaping and expressing Australian identity	53
Bringing visitors to our community	49
Raising awareness about difficult issues facing our society	45
Our empathy for others	44
Our connections with family and friends	33
The economy	29

Base: Weighted data. n=131

Over 50 per cent of Central Queenslanders believe the arts can impact on community pride and identity. This is significantly higher than the Queensland total of 45 per cent.

Obstacles for not engaging in the arts

Only 9 per cent of Central Queenslanders had not participated in, read creative writing or attended the arts in the 12 months prior to the survey (Figure 1).

Difficulty in finding time and lack of opportunities close by were the most common reasons for not participating in or attending the arts. These are consistent with the reasons provided in 2009.

Despite the reasons for not engaging in the arts, 41 per cent of Central Queenslanders who are not currently engaged in the arts are interested in attending, and 34 per cent are interested in participating in the arts in the future.



Notes on the data

The percentages provided in the report are rounded to the whole percentage.

For the purpose of this fact sheet, the **Central Queensland region** includes the following local government areas: Banana Shire Council, Barcaldine Regional Council, Barcoo Shire Council, Blackall-Tambo Regional Council, Boulia Shire Council, Bundaberg Regional Council, Central Highlands Regional Council, Cherbourg Aboriginal Shire Council, Diamantina Shire Council, Fraser Coast Regional Council, Gladstone Regional Council, Gympie Regional Council, Livingstone Shire Council, Longreach Regional Council, North Burnett Regional Council, Rockhampton Regional Council, South Burnett Regional Council, Winton Shire Council and Woorabinda Aboriginal Shire Council.