



Far North Queensland

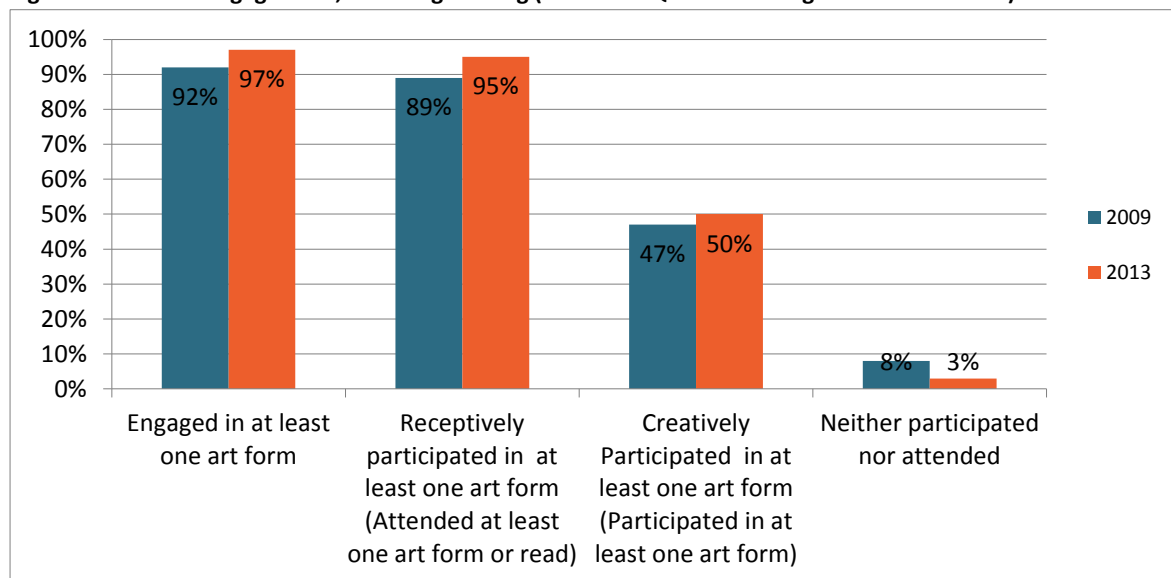
Arts in Daily Life: Queenslanders and the arts provides a comprehensive look at how Queenslanders engage in the arts, as well as their opinions and beliefs about the arts. This research continues from the 2009 research *More than bums on seats: Queenslanders and the arts*.

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.

Almost all Far North Queenslanders are engaged in the arts

Nine in 10 Far North Queenslanders participated in, attended an arts activity or read creative writing in 2013 (Figure 1).

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



Far North Queenslanders are making or creating art

Fifty per cent of Far North Queenslanders are making and creating arts. Far North Queenslanders are most likely to participate in music and visual arts and craft.



Far North Queenslanders attend the arts and read

Ninety five per cent of Far North Queenslanders have engaged in the arts by attending a gallery, live music, theatre or dance, or by reading literature. Reading remains popular, with 88 per cent of Far North Queenslanders reading (an increase from 81 per cent in 2009).

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

| | Both participated and attended | Attended only or read | Participated only | Neither participated nor attended | Total attendance | Total participation |
|---------------------|--------------------------------|-----------------------|-------------------|-----------------------------------|------------------|---------------------|
| Visual arts & craft | 13% | 32% | 10% | 45% | 45% | 23% |
| Theatre & dance | 3% | 36% | 2% | 59% | 39% | 5% |
| Literature | 19% | 69% | 0% | 12% | 88% | 20% |
| Music | 14% | 40% | 10% | 36% | 54% | 24% |

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

Base: Weighted data, n=132.

Far North Queenslanders contribute time and money to the arts

Over a third of Far North Queenslanders (38 per cent) donate their time or money to the arts. Of these, 54 per cent do volunteer work, 41 per cent donate money, and 33 per cent subscribe to an arts organisation's membership program. People in Far North Queensland are significantly more likely to subscribe to an arts organisation's membership program compared to the overall Queensland total (20 per cent).

Far North Queenslanders use the internet for art

Sixty-four per cent of Far North Queenslanders are engaging with arts online. Over 50 per cent watch or download art such as music, visual art, performances or creative writing, including e-books and audio books. Thirty-five 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.

Far North Queenslanders are interested in Indigenous arts

Sixty-four per cent of Far North Queenslanders indicated a strong or growing interest in Indigenous arts. Almost a third of Far North Queenslanders have seen visual arts, theatre, dance or live music created or performed by Aboriginal or Torres Strait Islander artists.



Far North Queenslanders have positive attitudes to the arts

Attitudes to the arts are positive in Far North Queensland. In 2013:

- 98 per cent agree people can enjoy both the arts and sport
- 91 per cent agree Indigenous arts are an important part of Australia's culture
- 91 per cent agree the arts should be an important part of the education of every Australian.

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

| | 2009 | 2013 |
|--|----------------------------|----------------------------|
| | (Strongly agree + agree %) | (Strongly agree + agree %) |
| People can enjoy both the arts and sport | 82 | 98 |
| Indigenous arts are an important part of Australia's culture | 87 | 91 |
| The arts should be an important part of the education of every Australian | 74 | 91 |
| I feel proud when Australian artists do well overseas | .. | 89 |
| The Queensland Government should invest in arts and cultural activities to ensure they are available to the public* | 55 | 89 |
| Artists make an important contribution to Australian society | .. | 88 |
| Local government should invest in arts and cultural activities to ensure they are available to the public* | 69 | 88 |
| It is exciting to see new styles and types of art | 82 | 85 |
| The arts make for a richer and more meaningful life | 73 | 83 |
| The arts should receive public funding | 88 | 77 |
| Private sector businesses and companies should invest in arts and cultural activities to ensure they are available to the public | .. | 74 |
| Artists should have total freedom of expression | .. | 70 |
| The arts in Australia reflect the diversity of cultures present in Australia | .. | 65 |
| Indigenous arts are well represented in Australia | .. | 64 |
| There are plenty of opportunities for me to get involved in the arts | 69 | 63 |
| The arts require understanding to appreciate them fully | 45 | 61 |
| The arts are too expensive | 31 | 31 |
| The arts tend to attract people who are somewhat elitist or pretentious | 29 | 24 |
| The arts are not really for people like me | 13 | 10 |

Notes: .. Data was not collected in 2009. * Statement was slightly reworded in 2013. Small base size for 2009 data. Caution should be taken in drawing conclusions.

Base: Weighted data. 2009/2013 n=34/132



Arts impact on wellbeing and community

Far North Queenslanders generally agree that the arts can have an impact on personal wellbeing and the wider community. Over six in 10 Far North Queenslanders believe the arts have a big impact on child development and our ability to express ourselves. Five in 10 also believe the arts have a big impact on our ability to deal with stress, anxiety or depression, and to link creatively and develop new ideas.

Nearly six in 10 Queenslanders in the Far North believe the arts can impact on community pride and identity. This is significantly higher than the Queensland average of 45 per cent.

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

| Impact of the arts | Big impact + very big impact (%) |
|---|----------------------------------|
| Child development | 68 |
| Our ability to express ourselves | 66 |
| Helping us deal with stress, anxiety or depression | 58 |
| Community pride and identity | 57 |
| Our ability to link creatively and develop new ideas | 56 |
| Our sense of wellbeing and happiness | 53 |
| Shaping and expressing Australian identity | 50 |
| Raising awareness about difficult issues facing our society | 48 |
| Bringing visitors to our community | 47 |
| Our empathy for others | 46 |
| Our connections with family and friends | 42 |
| The economy | 21 |

Base: Weighted data. n=132

Obstacles for not engaging in the arts

Only 3 per cent of Far North 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 are the most common reasons for not attending the arts. Far North Queenslanders who did not participate in the arts most frequently cited it was difficult to find the time and lack of interest. These are consistent with the reasons provided in 2009.

Despite the reasons for not attending or participating, 47 per cent of Far North Queenslanders who do not currently engage in the arts are interested in attending, and 39 per cent are interested in participating in the arts.



Notes on the data

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

For the purpose of this fact sheet, the **Far North Queensland region** includes the following local government areas: Aurukun Shire Council, Cairns Regional Council, Cassowary Coast Regional Council, Cook Shire Council, Croydon Shire Council, Douglas Shire Council, Etheridge Shire Council, Hope Vale Aboriginal Shire Council, Kowanyama Aboriginal Shire Council, Lockhart River Aboriginal Shire Council, Mapoon Aboriginal Shire Council, Mareeba Shire Council, Napranum Aboriginal Shire Council, Northern Peninsula Area Regional Council, Pormpuraaw Aboriginal Shire Council, Tablelands Regional Council, Torres Shire Council, Torres Strait Island Regional Council, Wujal Wujal Aboriginal Shire Council and Yarrabah Aboriginal Council.