



North Queensland

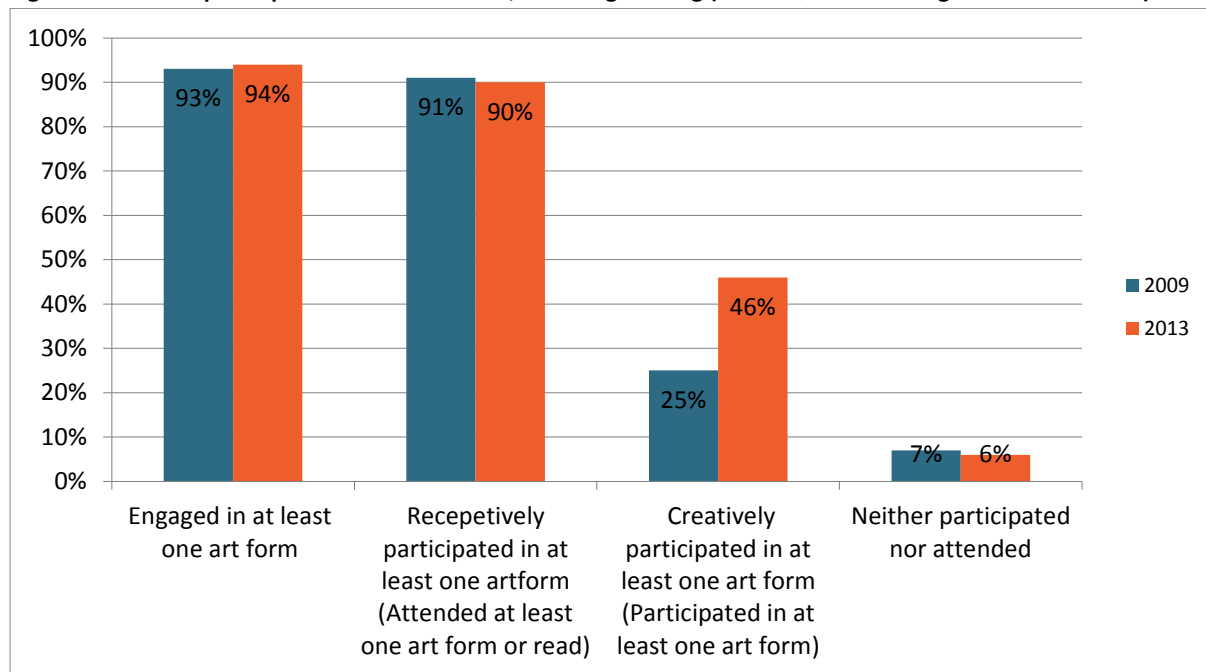
Arts in Daily Life: Queenslanders and the arts provides a comprehensive look at how Queenslanders engage in the arts, as well as their opinions and beliefs about the arts. This research continues from the 2009 research *More than bums on seats: Queenslanders and the arts*.

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.

North Queenslanders are highly engaged in the arts

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

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



More North Queenslanders are making or creating art

More North Queenslanders are making and creating arts, with 46 per cent indicating that they had participated in at least one art form, an increase from 25 per cent in 2009. More North Queenslanders create visual art and craft than any other art form.



North Queenslanders attend the arts and read

Nine in 10 North Queenslanders have engaged in the arts by attending a gallery, live music, theatre or dance, or by reading literature. North Queenslanders are more likely to attend the arts than participate except for visual arts and craft. Seventy-eight per cent of North Queenslanders are reading creative writing.

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

	Both attended and participated	Attended only or read	Participated only	Neither participated nor attended	Total attendance	Total participation
Visual arts and craft	7%	17%	21%	55%	24%	28%
Theatre and dance	6%	27%	5%	63%	33%	11%
Literature	11%	67%	0%	22%	78%	11%
Music	17%	32%	4%	48%	48%	20%

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

Base: Weight data, n=96

North Queenslanders contribute time and money to the arts

A quarter of North Queenslanders (25 per cent) donate their time or money to the arts. Of these, 64 per cent do volunteer work, 30 per cent have contributed to a crowd funding effort for an arts activity, and 28 per cent have donated money.

North Queenslanders use the internet for art

Fifty-six per cent of North Queenslanders engage with the arts online. Forty-eight per cent of North 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.

North Queenslanders have an interest in Indigenous arts

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



North Queenslanders have a positive attitude to the arts

North Queenslanders have a positive attitude to the arts. Almost all North Queenslanders agree that people can enjoy both the arts and sport. In 2013:

- 92 per cent agree Indigenous arts are an important part of Australia's culture
- 90 per cent agree the arts should be an important part of the education of every Australian
- 90 per cent agree they feel proud when Australian artists do well overseas
- 87 per cent agree it is exciting to see new styles and types of art.

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

	2009 (Strongly agree + agree %)	2013 (Strongly agree + agree %)
People can enjoy both the arts and sport	92	99
Indigenous arts are an important part of Australia's culture	88	92
The arts should be an important part of the education of every Australian	89	90
I feel proud when Australian artists do well overseas	..	90
The Queensland Government should invest in arts and cultural activities to ensure they are available to the public*	75	88
Local government should invest in arts and cultural activities to ensure they are available to the public*	78	88
Artists make an important contribution to Australian society	..	87
It is exciting to see new styles and types of art	76	87
The arts make for a richer and more meaningful life	74	84
The arts should receive public funding	81	76
The arts in Australia reflect the diversity of cultures present in Australia	..	70
Private sector businesses and companies should invest in arts activities to ensure they are available to the public	..	70
Artists should have total freedom of expression	..	69
There are plenty of opportunities for me to get involved in the arts	62	65
The arts require understanding to appreciate them fully	58	65
Indigenous arts are well represented in Australia	..	57
The arts are too expensive	35	42
The arts tend to attract people who are somewhat elitist or pretentious	31	36
The arts are not really for people like me	23	12

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

Base: Weighted data. 2009/2013 n=104/96



Arts impact on wellbeing and community

North Queenslanders generally agree that the arts can have an impact on personal wellbeing, and to a lesser extent, the wider community. Over six in 10 believe the arts can impact on child development. Five in 10 also believe the arts can impact on our ability to deal with stress, anxiety or depression, and our sense of wellbeing and happiness.

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

Impact of the arts	Big impact + very big impact (%)
Child development	63
Helping us deal with stress, anxiety or depression	56
Our sense of wellbeing and happiness	51
Our ability to think creatively and develop new ideas	49
Our ability to express ourselves	48
Shaping and expressing Australian identity	38
Community pride and identity	31
Bringing visitors to our community	31
Raising awareness about difficult issues facing our society	30
Our connections with family and friends	26
Our empathy for others	21
The economy	17

Base: Weighted data. n=96

Obstacles for not engaging in the arts

Only six per cent of 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 interest are the most common reasons for not participating in the arts. These are consistent with the reasons provided in 2009. Lack of opportunities and cost are the most common reasons for not attending the arts.

Despite the reasons for not attending or participating, 46 per cent of North Queenslanders who do not currently engage in the arts are interested in attending, and 20 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 **North Queensland region** includes the following local government areas: Burdekin Shire Council, Burke Shire Council, Carpentaria Shire Council, Charters Towers Regional Council, Cloncurry Shire Council, Doomadgee Aboriginal Shire Council, Flinders Shire Council, Hinchinbrook Shire Council, Isaac Regional Council, Mackay Regional Council, McKinlay Shire Council, Mornington Shire Council, Mount Isa Shire Council, Palm Island Aboriginal Shire Council, Richmond Shire Council, Townsville City Council and Whitsunday Regional Council.