



## South West Queensland

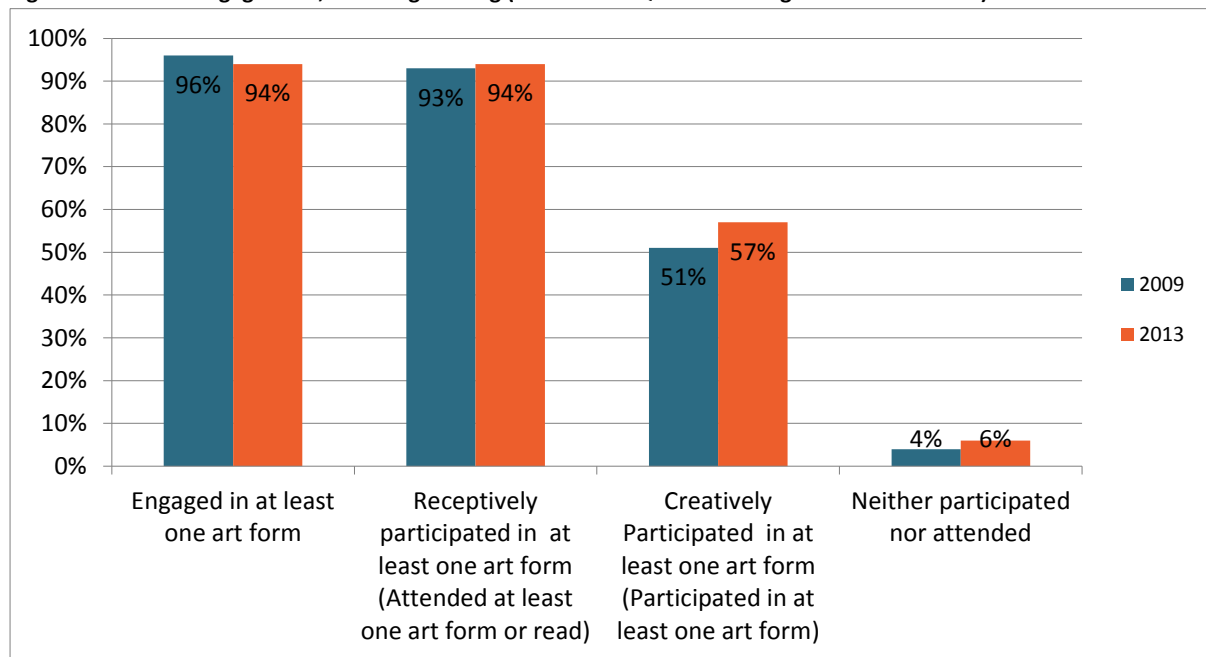
*Arts in Daily Life: Queenslanders and the arts* provides a comprehensive look at how Queenslanders engage in the arts, as well as their opinions and beliefs about the arts. This research continues from the 2009 research *More than bums on seats: Queenslanders and the arts*.

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.

### South West Queenslanders are highly engaged in the arts

Nine in 10 people in South West Queensland participated in, attended an arts activity or read creative writing in 2013 (Figure 1).

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



### South West Queenslanders are making or creating art

Fifty-seven per cent of South West Queenslanders made or created art in 2013 (Figure 1). Participation is highest in visual arts and craft and music (Table 1).



## South West Queenslanders attend the arts and read

Ninety-four per cent of South West Queenslanders have engaged in the arts by attending a gallery, live music, theatre or dance, or by reading literature. Reading remains high in South West Queensland with, 94 per cent indicating they were reading creative writing.

**Table 1: Engagement with arts by main art forms (South West Queensland region 2013)**

	Attended and participated	Attendance only and read	Participation only	Neither attended or participated	Total attendance	Total participation
Visual arts and craft	22%	19%	14%	45%	41%	36%
Theatre and dance	7%	24%	6%	63%	31%	13%
Literature	19%	74%	0%	6%	94%	19%
Music	12%	38%	13%	36%	50%	25%

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

Base: Weighted data, n= 65.

## South West Queenslanders contribute time and money to the arts

Twenty-eight per cent of South West Queenslanders donate their time or money to the arts. Of these, 58 per cent do volunteer work, 34 per cent subscribe to an arts organisation's membership program, and 20 per cent donate money. People in South West Queensland (34 per cent) are significantly more likely to subscribe to an arts organisation's membership program compared to the overall Queensland total (20 per cent).

## South West Queenslanders use the internet for art

More than one in three South West Queenslanders (39 per cent) engage with the arts online. Thirty-two per cent of South West Queenslanders watch or download art such as music, visual art, performances or creative writing, including e-books and audio books. Twenty-six per cent use it to research, interact or engage with artists, arts events or arts-related communities, for example, on social media, blog forums or websites.

## South West Queenslanders are interested in Indigenous arts

Sixty-three per cent of South West Queenslanders have a strong or growing interest in Indigenous arts. Seventeen per cent of south West Queenslanders have seen visual arts, theatre, dance or live music created or performed by Aboriginal or Torres Strait Islander artists.



## South West Queenslanders have positive attitudes to the arts

South West Queenslanders have a positive attitude to the arts. In 2013:

- 95 per cent agree people can enjoy both the arts and sport
- 93 per cent agree they feel proud when Australian artists do well overseas
- 88 per cent agree Indigenous arts are an important part of Australia's culture, and artists make an important contribution to Australian society
- 86 per cent agree the arts should be an important part of the education of every Australian and it is exciting to see new styles and types of art.

**Table 2: Attitudes to arts (South West Queensland region 2009 and 2013)**

	2009 <i>(Strongly agree + agree %)</i>	2013 <i>(Strongly agree + agree %)</i>
People can enjoy both the arts and sport	98	95
I feel proud when Australian artists do well overseas	..	93
Indigenous arts are an important part of Australia's culture	90	88
Artists make an important contribution to Australian society	..	88
The arts should be an important part of the education of every Australian	90	86
It is exciting to see new styles and types of art	81	86
Local government should invest in arts and cultural activities to ensure they are available to the public*	83	84
The Queensland Government should invest in arts and cultural activities to ensure they are available to the public*	87	84
The arts make for a richer and more meaningful life	81	82
There are plenty of opportunities for me to get involved in the arts	78	72
Private sector businesses and companies should invest in arts and cultural activities to ensure they are available to the public	..	71
The arts should receive public funding	84	70
Artists should have total freedom of expression	..	67
The arts in Australia reflect the diversity of cultures present in Australia	..	58
The arts require understanding to appreciate them fully	56	51
Indigenous arts are well represented in Australia	..	43
The arts are too expensive	44	24
The arts tend to attract people who are somewhat elitist or pretentious	28	22
The arts are not really for people like me	20	19

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

Base: Weighted data. 2009/2013 n=70/65



## Arts impact on wellbeing and community

South West Queenslanders generally agree that the arts can have an impact on personal wellbeing and to a lesser extent the wider community. Over 60 per cent believe the arts can impact on child development. Over 50 per cent believe the arts impact on how we deal with stress, anxiety or depression, our ability to think creatively and develop new ideas, our ability to express ourselves, and our sense of wellbeing and happiness.

**Table 3: Impact of the arts (South West Queensland region 2013)**

Impact of the arts	Big impact + very big impact (%)
Child development	66
Helping us deal with stress, anxiety or depression	56
Our ability to think creatively and develop new ideas	55
Our ability to express ourselves	51
Our sense of wellbeing and happiness	51
Shaping and expressing Australian identity	49
Community pride and identity	42
Bringing visitors to our community	41
Our empathy for others	40
Raising awareness about difficult issues facing our society	39
Our connections with family and friends	26
The economy	18

Base: Weighted data. n=65

## Obstacles for not engaging in the arts

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

Difficulty in getting to a location is the most common reason for not participating in the arts, followed by lack of opportunities and having no artistic ability. Difficulty in getting to a location and lack of opportunities were also the most common reasons for not attending.

Despite the reasons for not attending or participating, 47 per cent of South West Queenslanders who do not currently engage in the arts are interested in attending, and 26 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 South West Queensland region includes the following local government areas: Balonne Shire Council, Bulloo Shire Council, Goondiwindi Regional Council, Maranoa Regional Council, Murweh Shire Council, Paroo Shire Council, Quilpie Shire Council, Southern Downs Regional Council, Toowoomba Regional Council and Western Downs Regional Council.