



Queenslanders and Indigenous arts

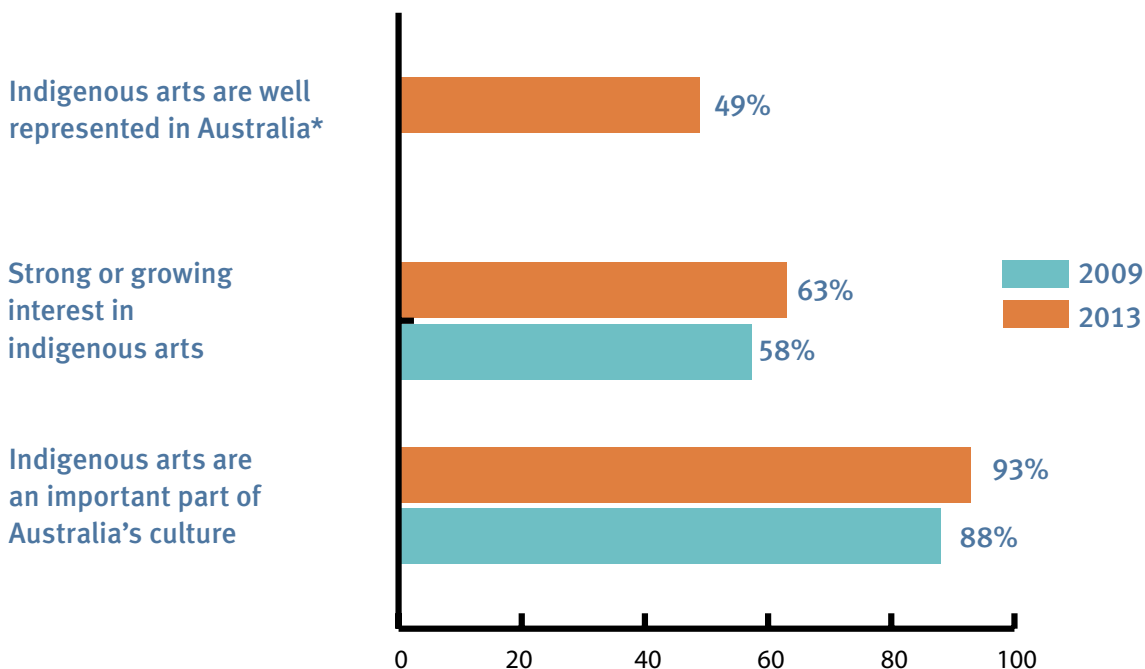
Arts in Daily Life: Queenslanders and the arts provides a comprehensive look at how Queenslanders engage in the arts, as well as their opinions and beliefs about the arts. This research continues from the 2009 research *More than bums on seats: Queenslanders and the arts*.

The research was commissioned in partnership with the Australia Council for the Arts. The research was conducted by instinct and reason, an independent market research consultancy.

Indigenous arts are important to our culture

Ninety-three per cent of Queenslanders agree Indigenous arts are an important part of Australia's culture, an increase from 88 per cent in 2009. Interest in Indigenous arts also continues to grow, with 63 per cent of Queenslanders having a strong or growing interest in Indigenous arts, an increase from 58 per cent in 2009. One in five agree they have a strong interest in Indigenous arts and will continue to do so.

Figure 1: Attitudes to Indigenous arts (Queensland 2009 and 2013)



Notes: *Data was not collected in 2009.

Base: Weighted data. 2009/2013 n=998/1118



Attendance at Indigenous arts has increased

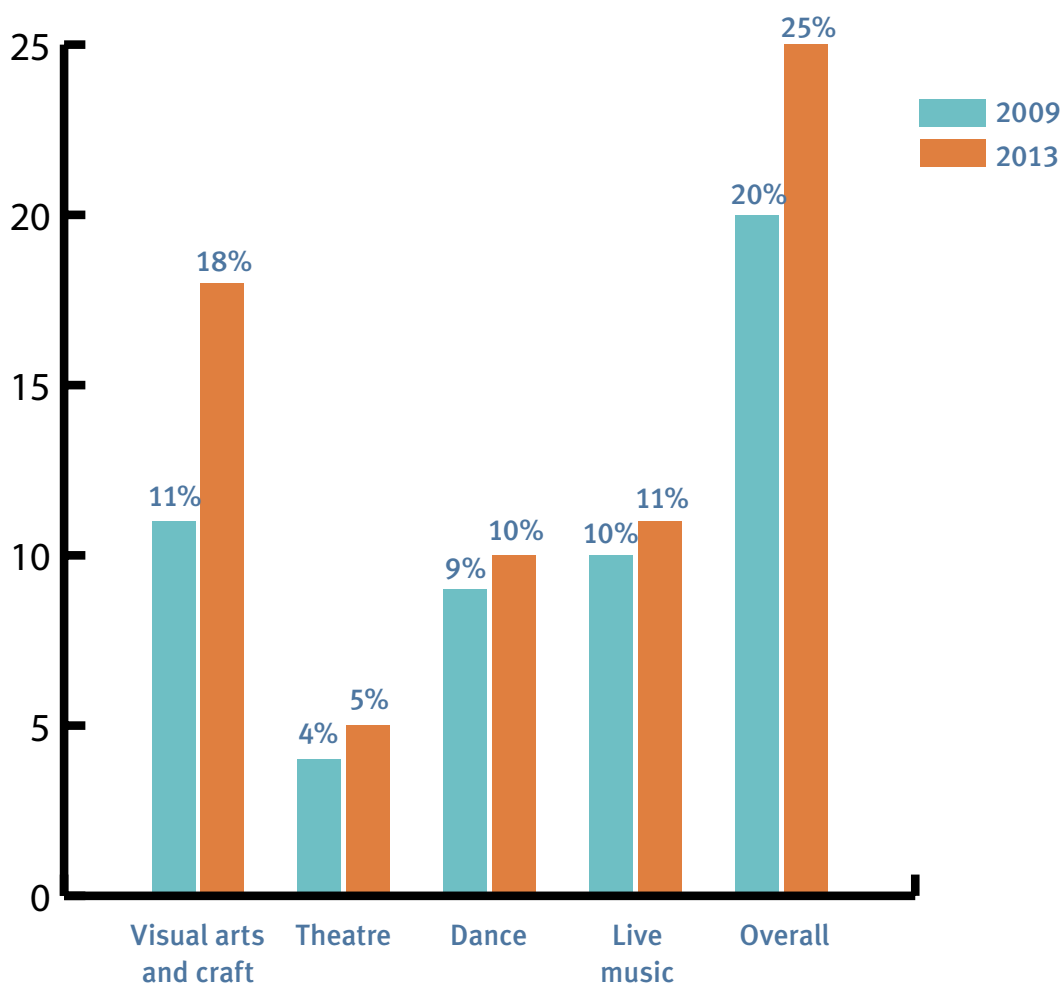
A quarter of Queenslanders have attended arts activities that were created or performed by Aboriginal or Torres Strait Islanders peoples (Figure 2). Attendance at Indigenous arts for visual arts and craft has increased since 2009. Attendance at other art forms has remained consistent.

This increase coincides with an increase in support for production of Indigenous arts by

programs such as the State Government's Backing Indigenous Arts program and the Cairns Indigenous Art Fair.

Despite the growing attendance and positive attitude towards Indigenous arts, only half of all Queenslanders believe Indigenous arts are well represented in Australia (Figure 1). This highlights an opportunity to further develop audiences for Indigenous arts.

Figure 2: Attendance at Indigenous arts (2009 and 2013)



Base: Weighted data. 2009/2013 n=998/1118