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National Arts Participation Survey 2022 – ACT Research Report

Prepared for: artsACT
By: Lonergan Research
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Contents

Figures	5
1 Research background and Methodology	7
1.1 Background	7
1.2 Objectives	7
1.3 Impact of COVID-19	7
1.4 Research methodology	8
1.4.1 Stage 1: Qualitative component – focus groups and in-depth interviews	8
1.4.2 NAPS 2022 survey revisions and changes	10
1.4.3 Stage 2: NAPS 2022 Survey	10
1.4.4 Stage 3: Audience data and advocacy tools	14
1.5 Reporting	14
2 Australians’ engagement with Arts	16
2.1 Overview of engagement	16
2.2 The value of arts	16
2.3 Attitudes about the arts	18
2.4 The arts and wellbeing	19
3 Financial support for the arts	21
3.1 Public and private funding	21
3.2 Giving to the arts	22
4 Live attendance at arts events	24
4.1 Live attendance at arts events	24
4.1.1 Comparing live attendance 2019 to 2022	24
4.1.1 Comparing live attendance across art forms 2019 to 2022	25
4.2 Live attendance by artform	25
4.3 Spotlight on live attendance by art form – Live Music	26
4.3.1 Types of music events	26
4.3.2 Places for music events	26
4.3.3 Frequency of attendance at live music events	27
4.4 Spotlight on live attendance by art form – Live Theatre	27
4.4.1 Types of theatre events	27
4.4.2 Frequency of attendance at live theatre events	28
4.5 Spotlight on live attendance by art form – Live Visual Arts and Crafts	28
4.5.1 Types of visual arts and crafts events	28

- 4.5.2 Frequency of attendance at live arts and crafts events..... 29
- 4.6 Spotlight on live attendance by art form – Dance29
 - 4.6.1 Types of Dance events 30
 - 4.6.2 Frequency of attendance at live dance events 30
- 4.7 Spotlight on live attendance by art form – Book or literary events31
 - 4.7.1 Types of book or literary events 31
 - 4.7.2 Frequency of attendance at book or literary events 31
- 4.8 Spotlight on live attendance – Festivals32
- 4.9 Perceived change in live attendance.....34
 - 4.9.1 Live attendance by art form – pre and post COVID-19..... 34
 - 4.9.2 Festival Attendance – pre and post COVID-19..... 34
- 4.10 Desire to attend more live events.....36
- 4.11 Motivations to attend arts and creative activities and events37
- 4.12 Barriers to attending arts and creative activities and events39
- 5 Listening to recorded music and reading 41
 - 5.1 Listening to recorded music 41
 - 5.1.1 Music Engagement in COVID-19 42
 - 5.2 Reading 42
 - 5.2.1 Reading and COVID-19 43
- 6 Creative participation in the arts 44
 - 6.1 Creative participation44
 - 6.2 Expressions of creativity45
 - 6.2.1 Visual arts and craft..... 45
 - 6.2.2 Music 46
 - 6.2.3 Creative writing 46
 - 6.2.4 Dance 46
 - 6.2.5 Theatre 46
 - 6.2.6 Creation and COVID-19 46
- 7 Online and digital engagement with the arts 48
 - 7.1 Overall online and digital engagement with the arts48
 - 7.2 Accessing creative experiences and arts using the internet.....48
 - 7.3 Engaging with the arts using digital platforms.....50
 - 7.3.1 Using digital platforms and social media to engage with the arts..... 50
 - 7.3.2 Creation using digital platforms 52
 - 7.4 Flexibility of online and digital experiences and activities54
 - 7.5 Change in online and digital engagement post-COVID.....56

- 8 Our cultural identity and diversity 59
 - 8.1 Attitudes to First Nations arts 59
 - 8.2 Interest in First Nations arts..... 59
 - 8.3 Attending First Nations events and festivals..... 59
 - 8.3.1 Attending First Nations arts or cultural events 60
 - 8.3.2 Attending First Nations festivals 61
 - 8.4 Engagement with own cultural background through arts 62
 - 8.5 Attending live events for community connection..... 62
 - 8.6 Location of cultural events 62
 - 8.7 Value of cultural events 62
 - 8.8 Cultural connection through creative participation 63
- 9 The impact of COVID-19 64
 - 9.1.1 NAPS 2022 survey data 64
 - 9.1.2 NAPS 2022 data confirms COVID-19 restrictions are both positive and negative for Australians 64
 - 9.1.3 Appreciation for creative activities was confirmed in NAPS 2022 65
 - 9.1.4 NAPS 2022 data confirms people discovered new creative experiences during COVID-19 66
 - 9.1.5 NAPS 2022 data confirms the positive impact of creative activities during COVID-19 66
 - 9.1.6 NAPS 2022 data confirms that 45% of people still have concerns 67
 - 9.1.7 Concerns around contracting COVID 67
 - 9.1.8 Issues around cost of arts and creative events 68
 - 9.1.9 Encouraging people back to live events..... 69

Figures

Figure 1: Focus group structure	9
Figure 2: In depth interview structure	10
Figure 3: Overall sample breakdown for NAPS 2022 survey completion	12
Figure 4: Respondent profile 2022 raw counts by Age and Gender	12
Figure 5: Respondent profile 2022 raw counts by Location	13
Figure 6: Report terminology for different target groups	14
Figure 7: Australians in ACT overall engagement in creative and artistic activities and events in 2022	16
Figure 8: Proportion who felt the arts had a ‘big’ or ‘very big’ impact on various areas 2019 and 2022	17
Figure 9: Impact of the arts 2022	18
Figure 10: Attitudes about the arts 2022	19
Figure 11: Public and private funding 2022	21
Figure 12: Proportion who gave time or money to the arts 2019 and 2022	22
Figure 13: Giving to the arts 2022	23
Figure 14: Australians’ attendance to live events	24
Figure 15: Proportion of ACT Australians who attended a live event or festival in 2022 compared to 2019	25
Figure 16: ACT Australians’ live music event attendance frequency	27
Figure 17: Australians’ live theatre event attendance frequency	28
Figure 18: ACT Australians’ visual arts and crafts event attendance frequency	29
Figure 19: ACT Australians’ live dance event attendance frequency*	30
Figure 20: ACT Australians’ book or literary event attendance frequency*	31
Figure 21: Festivals attendance 2019 and 2022	32
Figure 22: Australians’ and those living in ACT attendance at festivals	33
Figure 23: Perceived change in live attendance – by artform	34
Figure 24: Perceived change in festival attendance	35
Figure 25: ACT’s feelings about current levels of arts attendance 2022 and 2019	36
Figure 26: 2022 feelings about current levels of arts attendance	36
Figure 27: ACT’s Motivators to attend creative, cultural and artistic events 2022 and 2019	37
Figure 28: Australian and ACT’s Motivators to attend creative, cultural and artistic events 2022	38
Figure 29: Barriers to attending live events 2022 and 2019	39
Figure 30: Barriers to attending live events 2022	40
Figure 31: ACT Australians’ recorded music engagement 2022 and 2019	41
Figure 32: Perceived change in engagement with music	42
Figure 33: Australians’ engagement with reading 2022 and 2019	43
Figure 34: Perceived change in engagement with books	43
Figure 35: ACT’s creative participation	44
Figure 36: Expressions of Creativity 2019 and 2022	45
Figure 37: Perceived change in art creation	47
Figure 38: Australians in ACT’s engagement with the arts online or using a digital platform 2022	48
Figure 39: ACT Australians’ engagement with the arts using the internet 2022	49
Figure 40: Internet arts engagement 2022	50
Figure 41: Australians in ACT’s engagement with digital and social media platforms 2022	51
Figure 42: Engagement with digital and social media platforms 2022	52
Figure 43: Creation using digital and social media platforms 2022	53
Figure 44: Creation using digital and social media platforms 2022	54
Figure 45: Accessing creative experiences and activities online and through digital platforms	55
Figure 46: Australians in ACT’s likelihood to attend arts events online 2022	56

- Figure 47:** Change in online and digital engagement engagement 57
- Figure 48:** Change in online engagement among those who have engaged with each activity in the last 12 months 58
- Figure 49:** Attitudes to First Nations Arts 2022..... 59
- Figure 50:** ACT attendance at First Nations Arts including festivals, 2019 and 2022 60
- Figure 51:** Attendance at First Nations Arts 2019 and 2022..... 60
- Figure 52:** First Nations Arts events 2022 61
- Figure 53:** First Nations Arts festivals 2022..... 61
- Figure 54:** Value of cultural events 2022..... 63
- Figure 55:** Impact on lifestyle factors during COVID-19 and stay-home restrictions 65
- Figure 56:** Appreciation for the arts during COVID-19 lockdowns and restrictions..... 65
- Figure 57:** Creative experiences and arts during COVID-19 and stay-home restrictions 66
- Figure 58:** Creative experiences and arts during COVID-19 and stay-home restrictions..... 66
- Figure 59:** Concerned about attending events at the present time 67
- Figure 60:** Fear of contracting COVID at an event..... 67
- Figure 61:** Change in price of individual events compared to before the COVID-19..... 68
- Figure 62:** Art events and prices..... 68
- Figure 63:** Concerns about rising cost of living 69
- Figure 64:** What would encourage people to attend more creative, cultural and artistic activities 70

1 Research background and Methodology

1.1 Background

The National Arts Participation Survey (NAPS) is a periodic, large-scale research survey which aims to measure Australia's engagement with the arts and creative activities. This is the fifth study in the landmark NAPS series conducted by the Australia Council for the Arts periodically since 2009. The survey covers many aspects of artistic endeavour and measures public engagement in creative activities including music, visual art, theatre, dance and literature. Specifically, the NAPS seeks to measure the extent to which Australians attend events, as well as their creative involvement with these artistic forms. The survey also seeks to further understand Australians' perceptions and attitudes towards the arts and creative activities and experiences, and its place in our society.

Online fieldwork for NAPS 2022 was conducted from September 2022 through to October 2022 with a nationally representative sample of n=9,396 Australians aged 15 years and over. This includes completion of the main online survey, state and territory boosts in Tasmania, Victoria, ACT and Western Australia (n=500 for each jurisdiction) and surveys completed face-to-face with First Nations Australians living in regional locations (n=150). Two additional targeted samples are also completed using simplified surveys. This data has not been included in the main database, given the difference in how the questions are phrased. An Easy Read survey was completed by (n=93) people with cognitive impairment or intellectual disability; and a LOTE survey (translated into a number of languages other than English) was completed by (n=174) people from culturally and linguistically diverse backgrounds who are not fluent in English. These components are completed from September 2022 through to March 2023. A qualitative component to guide and shape the online survey was completed in August 2022. This included six focus groups with Australians with a moderate to high interest in the arts, and stakeholders and artists working in diversity sectors.

1.2 Objectives

NAPS 2022 aimed to provide benchmark measures on attitudes and participation in the arts and creative activities among Australians. The specific objectives of the research are to:

- Measure ongoing arts participation – both attendance and creation
- Measure attitudes and the perceived benefits and value of the arts to the public
- Measure online and digital engagement with the arts (expanded in NAPS 2022)
- Understand how measures have changed over time (tracking)
- Understand the impact of COVID-19 on arts attitudes and behaviours (new in 2022)

1.3 Impact of COVID-19

The previous wave of NAPS was completed in 2019, with fieldwork finalised before the end of the year. As such 2019 data provides a benchmark of Australians' attitudes and interaction with the arts and creative activities prior to the impact of COVID-19.

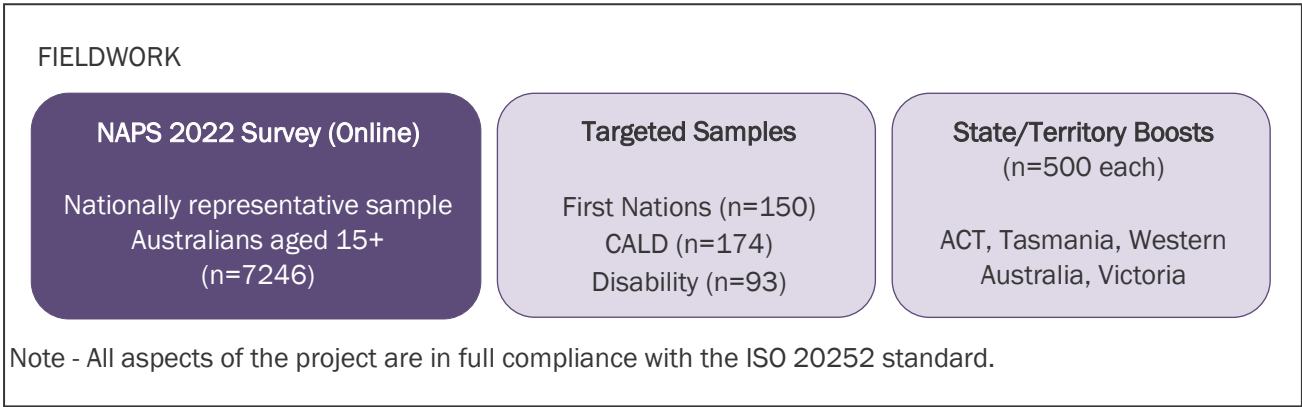
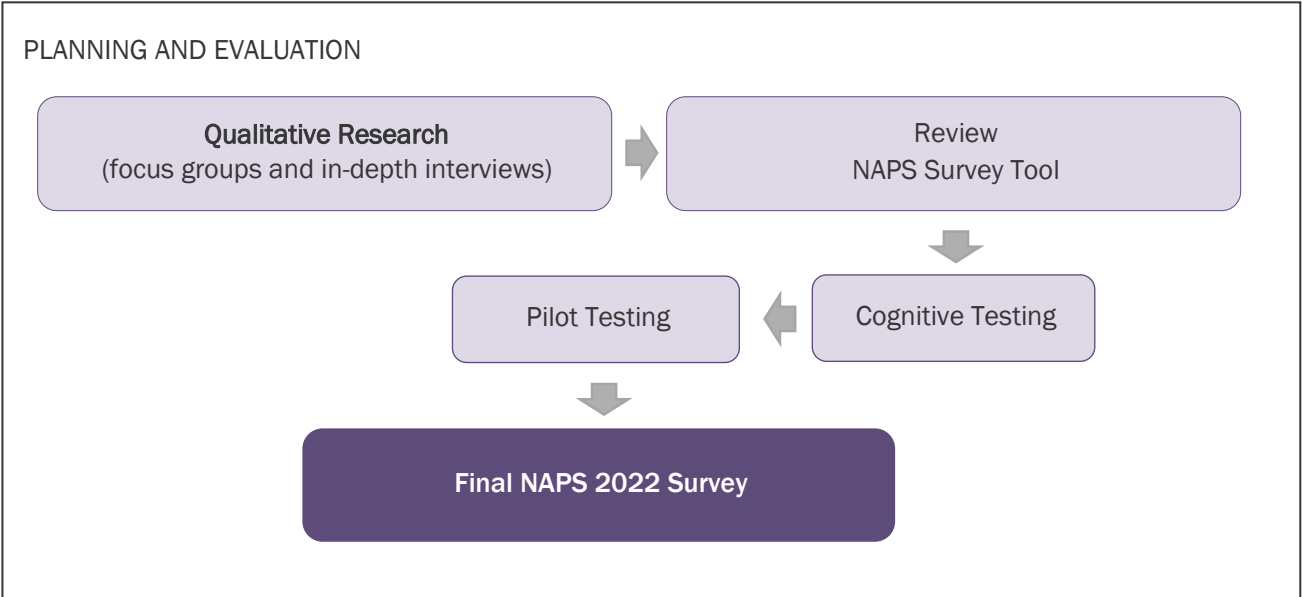
NAPS 2022 was the first to be completed post COVID-19. The fieldwork was completed at a time when many social restrictions had eased, however it needs to be remembered that NAPS asked respondents to consider their arts participation during the **past 12 months**, so NAPS 2022 represents the period from late 2021 to late 2022.

During this time, there are still various COVID-19 restrictions impacting arts events and social gatherings as well as limitations on the number and variety of arts and creative events on offer, all of which needs to be considered when interpreting the figures in NAPS 2022.

In order to capture the impact of COVID-19 and understand how this was impacting on NAPS measures across the board, a number of additional questions are added to the NAPS 2022 survey. NAPS benchmarked questions around attitudes and participation across art forms did not change to ensure tracking of those measures could continue. Some additional online and digital engagement questions are also added to the survey to reflect the growing engagement with these channels.

1.4 Research methodology

The overall methodology for NAPS 2022 was largely consistent with previous waves and in particular the approach taken in NAPS 2019. The key difference was the coverage in the qualitative components which focused on better understanding the impact of COVID-19 (in order to highlight potential new NAPS measures) and the rise and importance of digital and online art and creative content. In addition, diversity stakeholders are included in the qualitative sample for the first time.



1.4.1 Stage 1: Qualitative component – focus groups and in-depth interviews

The first stage of NAPS 2022 featured a qualitative component which included six focus groups amongst Australians and five in-depth interviews (IDIs) amongst stakeholders working in the arts

sector representing specific target groups and communities, including culturally and/or linguistically diverse Australians, those living with disability and First Nations Australians.

The qualitative component of NAPS 2022 was completed in August 2022 with all sessions conducted online using Microsoft Teams to allow for the inclusion of individuals from a wide mix of locations. First Nations interviews are conducted by a First Nations interviewer, with other qualitative sessions conducted by the Lonergan team.

The aim of the qualitative component was to explore the impact of COVID-19 on arts attitudes and participation and identify possible new measures for inclusion in the NAPS 2022 survey to allow any impacts to be quantified using survey questions. Qualitative sessions also explored the role and potential rise of online and digital arts engagement, how this impacted on experiences and opportunities to interact with, or create art, and whether digital or online engagement had increased or played a different role during COVID-19 lockdowns and restrictions. There was also a need to understand whether an increase in engagement through online and digital channels would continue (and to what extent) given what Australians saw as the benefits and drawbacks of these experiences. Again the aim was to uncover insights that could be measured and quantified in the NAPS 2022 survey.

Focus group sample

Focus groups are conducted amongst members of the Australian public who had different levels of engagement with the arts. All respondents had at least low-moderate involvement with the arts and had engaged with at least one art form in the past 12 months, with some engaging in digital art forms over the past 12 months.

Figure 1: Focus group structure

Gp		Location	Age, lifestage
1	Online	Regional	55+ (older family/retirement)
2	Online	Metro	18-29 year olds (pre/young family)
3	Online	Metro	55+ (older family/retirement)
4	Online	Metro	30-54 year olds (family/singles)
5	Online	Regional	30-54 year olds (family/singles)
6	Online	Regional	18-29 year olds (pre/young family)

The reason for recruiting focus group participants who had at least a low-moderate engagement in the arts was to ensure the sessions could be used to learn about the experiences Australians had with the arts and how attitudes and behaviours may have been impacted by COVID-19. Any hypothesis to emerge from focus groups could then be quantified amongst all Australians including those that have little to no interaction with the arts.

Stakeholder in-depth interview sample

Five interviews are conducted amongst stakeholders working in the arts sector, representing Australians living with disability and Australians from culturally and linguistically diverse backgrounds, and artists representing First Nations Australians.

Figure 2: In depth interview structure

First Nations Australians	Australians living with Disability	Culturally and linguistically Diverse backgrounds
2 First Nations artists <ul style="list-style-type: none"> • A musician – drummer and Indigenous storyteller • A multi-faceted artist producing performative cultural workshops and video storytelling 	2 individuals from organisations representing arts access and artists living with disability <ul style="list-style-type: none"> • Arts Access • Accessible Arts 	2 individuals from a peak body representing culturally and linguistically diverse artists <ul style="list-style-type: none"> • Diversity Arts Australia (peak body)

1.4.2 NAPS 2022 survey revisions and changes

Following the qualitative sessions new questions are added to the NAPS 2022 survey to capture how COVID-19 had impacted on Australian’s interaction with arts and creativity activities. Qualitative feedback did suggest there had been a number of shifts in behaviour, particularly around participation during lockdowns and restrictions, and it was important that the NAPS 2022 survey captured and measured these changes.

In addition, whilst COVID-19 was the main driver of change for the NAPS 2022 survey, questions are also asked regarding online and digital activity. The qualitative sessions confirmed that online and digital engagement in the arts was evolving and a growing area of interest and access for many people. There was also feedback that suggested that online and digital engagement had been boosted during COVID-19. Both these shifts are important to capture and measure in the NAPS 2022 survey. Additional question areas in the NAPS 2022 survey:

- How live attendance was perceived to have changed since COVID-19 (for each art form)
- Perceived cost of events since the COVID-19 pandemic and its impact on behaviour
- Expenditure on events and how this had changed compared to before the COVID-19 pandemic
- Willingness to spend more on arts events to support the arts
- Comfort and barriers around attending events in late 2022 (e.g. post COVID-19 lockdowns)
- Ways to reduce risk around attending events in late 2022
- Impact of arts on mental health and wellbeing during COVID-19 particularly during lockdowns
- How and why Australians used the arts during COVID-19 and particularly during lockdowns
- Discovery of new art forms during COVID-19 and particularly during lockdowns
- Use of online and digital channels during COVID-19, particularly during lockdowns
- Overall concerns around attending live events

Whilst additional questions are an important part of the NAPS 2022 data collection in that they add context to the benchmark measures, these questions may or may not be tracked or used in subsequent NAPS. It is likely that the online and digital questions will continue, but those focused on COVID-19 may be less relevant next time around.

1.4.3 Stage 2: NAPS 2022 Survey

General population Australians aged 15+

The second stage of NAPS 2022 was the collection of data using the quantitative survey. The main survey was administered online from 23 September to 31 October 2022 and took an average of 18 minutes to complete. A total of n=7,246 Australians aged 15 years and over participated in the survey, which was sourced from an established online panel provider.

Boosted state and territory samples

Four states/territories boosted samples in their jurisdictions by n=500. For smaller states and territories this was to ensure a robust sample size (e.g. Tasmania and ACT). For Western Australia the boost also included a request for specific representation of four regional areas and for Victoria the boost ensured specific areas within Melbourne are well represented. See Appendices for how weighting was applied to the national sample to compensate for state/territory boosts.

Targeted samples

Whilst it is recognised that the online panel is able to capture the views of the general population, there is still an underrepresentation of some cultural groups (particularly where English is not spoken fluently), First Nations Australians living in more regional and remote locations and Australians living with disability, specifically those with cognitive impairment or intellectual disability. To reach these audiences and give them an opportunity to participate, other data collection methods are implemented. This included face-to-face interviews with First Nations Australians in regional and remote locations and a suitably simplified survey for self-completion (either online or using paper surveys) for cultural groups not fluent in English and Australians with cognitive impairment or intellectual disability.

First Nations Australians in regional and remote communities – face-to-face completion (full survey)

A series of n=150 face-to-face interviews are completed among First Nations Australians who live in regional and remote communities across four locations: Dubbo in New South Wales, Cairns and Yarrabah in Queensland, and Katherine in the Northern Territory. The fieldwork was managed by Russell Logan, our First Nation's partner who runs a team of highly experienced First Nations interviewers. iPads/tablets are used to enter survey responses directly into our online database. Interviewers assisted respondents to complete the survey by reading out questions and using relevant response showcards. Of the 150 completed surveys, 36 respondents are not classified as living in ARIAs 2, 3, 4, so in reporting where First Nations Australians in regional and remote communities are referenced, these 36 respondents are not included. Conversely, some of the responses received through our general population survey are from First Nations Australians living in ARIAs 2, 3 and 4, and these responses are added to reporting where First Nations Australians in regional and remote communities are referenced.

Australians from culturally and linguistically diverse backgrounds - LOTE survey

A simplified version of the full NAPS 2022 survey was developed and translated into a number of languages to encourage involvement among community groups not fluent in English. The aim was to capture the key NAPS measures whilst not making the survey too arduous and to ensure the survey was self-completed. The shortened LOTE surveys are translated into Arabic, Dinka, Mandarin, Spanish, Urdu and Vietnamese, reflecting both established and emerging communities in Australia. A total of 180 people from these communities who are not fluent in English completed the LOTE survey. Surveys are distributed through a range of multicultural community organisations and either completed via an online link or via a paper survey returned to Lonergan and entered into the online database.

Australians with cognitive impairment or intellectual disability – Easy Read survey

A simplified version of the full NAPS 2022 survey was developed using an Easy Read approach to enable the views of respondents with cognitive impairment or intellectual disability to be captured. A selection of key questions are simplified for use in the Easy Read format where pictures accompany each question and visualisations are used to aid responses. A sample of n=93 surveys are completed through three partner organisations. Developmental Disability Western Australia (DDWA) and Inclusion Australia promoted the research on their website and social media sites, and Social Butterfly (Victoria) assisted people to fill out the survey at organised events. Lonergan also accessed a number of respondents with an intellectual disability through its own consumer panels. Note that whilst Social Butterfly and DDWA provided some simple assistance accessing the survey, the Easy Read survey was completed by respondents as a self-complete survey.

As there are considerable differences between the main NAPS 2022 survey and the LOTE and Easy Read surveys these responses have not been included in the main sample for NAPS 2022 and have been reported on separately. Note however there is still representation of culturally and linguistically diverse respondents (referred to as CALD respondents) and Australians living with disability referred to as such in the report, these groups completed the main online survey. See Section 1.5 for a full breakdown of samples used in reporting.

Figure 3: Overall sample breakdown for NAPS 2022 survey completion

Collection method and sample		Total
Main sample	General population survey	
General population (nat rep)	Online consumer panel	n= 7246
State/territory boosts:		
WA	Online consumer panel	n= 500
ACT	Online consumer panel	n= 500
TAS	Online consumer panel	n= 500
Victoria	Online consumer panel	n= 500
Targeted First Nations Australians living in Dubbo, Yarrabah, and Katherine	Face to face interviewing (full survey)	n= 150
Australians 15+ (full survey)	TOTAL	n=9,396
Targeted group	Simplified survey	
Intellectual disability/cognitive impairment	Easy Read (simplified)	n= 93
Diverse language groups	LOTE survey (simplified)	n=174

Unweighted respondent profile

Figure 4: Respondent profile 2022 raw counts by Age and Gender

	Total (n=)	First Nations (n=)	CALD (n=)	Disability (n=)
Total	9,396	558	1,741	1,330
Age				

15-17 years	447	35	143	47
18-19 years	266	35	82	36
20-24 years	864	95	227	90
25-34 years	1789	138	403	186
35-44 years	1747	114	348	203
45-54 years	1343	76	226	192
55-64 years	1322	45	173	255
65+ years	1618	20	139	321
Gender				
Men	4435	272	842	623
Women	4901	280	883	693
Gender diverse	41	3	13	12

Figure 5: Respondent profile 2022 raw counts by Location

	Total (n=)	First Nations (n=)	CALD (n=)	Disability (n=)
Total	9,396	558	1,741	1,330
State/Territory				
NSW	2340	166	511	338
ACT	625	19	133	84
VIC	2339	70	452	313
QLD	1479	119	246	208
SA	528	22	68	81
WA	1310	55	240	179
TAS	668	57	70	118
NT	107	50	21	9
Location*				
Metro	6482	259	1395	829
Regional	2714	241	307	483
Remote	200	58	39	18

* The Australian Bureau of Statistics (ABS) uses The Australian Statistical Geography Standard (ASGS) Remoteness Structure to divide Australia into five classes of remoteness on the basis of a measure of relative access to services: major cities, inner regional, outer regional, remote and very remote. Respondent postcodes are used to allocate respondents to one of the five Remoteness Areas.

1.4.4 Stage 3: Audience data and advocacy tools

The third stage of the project included the development of audience data and advocacy tools. In 2019, Lonergan undertook a series of statistical analyses using an iterative process with Council.

The output was three statistically based audience data and advocacy tools that can be used by Council to better understand engagement with the arts and guide strategies to communicate with Australians about the sector. These advocacy tools are replicated as part of NAPS 2022.

For the 2022 NAPS, these tools included:

1. **Population segmentation** reflecting how Australians cluster together on a range of measures. Five consumer segments are identified ranging from little/no interest in the arts through to arts advocates.
2. **Consumer engagement indexes**
 - Behavioural Index reflecting how often people engage with the arts
 - Attitudinal Index reflecting people’s support of the arts and belief in its value

1.5 Reporting

The focus of the 2022 report is to understand Australians’ engagement and perceptions towards arts and creative activities as captured in the NAPS survey including specific impacts of COVID-19 and new interest in digital arts and creative activities.

Along with survey results, this report incorporates findings from pre-survey qualitative research based on focus group discussions and interviews with stakeholders and artists working in diversity sectors. The report also includes the post-survey statistical analysis that was used to develop the advocacy tools showing how Australians differ across the consumer segmentation and engagement indexes.

Report terminology

Terminology use for reporting sample is provided below.

Figure 6: Report terminology for different target groups

Gp	Report Terminology	Survey	Total
1	First Nations Australians	General population survey (n=408) Targeted face to face survey (n=150)	n=558
2	First Nations Australians living in remote/regional (ARIA 2-4)	General population survey (n=66) Targeted face-to-face survey (n=114)	n=180
3	Australians living with disability	General population survey	n= 1,330
4	Targeted Australians with intellectual disability or cognitive impairment	Easy Read survey	n=93
5	CALD Australians	General population survey	n=1,741
6	Targeted CALD Australians from diverse language groups (not fluent in English)	LOTE Survey	n=174

Definitions key

- 1 Z6. Are you of Aboriginal and/or Torres Strait Islander origin?
- 2 Z6. Are you of Aboriginal and/or Torres Strait Islander origin? And living in ARIAS 2-4 outer regional, remote, very remote
- 3 Z5. Do you identify as a person with disability and/or do you experience barriers which limit the activities you participate in or attend unless access and/or support is provided?
- 4 People who have intellectual disability or cognitive impairment recruited via community groups or Lonergan panel.
- 5 Z7. Do you identify as a person from a culturally and linguistically diverse background?

Weighting

The final dataset was weighted to the same profile used for the sampling frame, with a cell-weighting methodology applied based on gender, age and location. This ensures the final weighted sample is representative of the Australian population aged 15+ years. The weighting profile is based on ABS data, which is based on the 2019 Census.

Note about representativeness

NAPS 2022 was sampled and weighted to be nationally representative based on age, gender and location (by states and territories and metropolitan/regional Australia). While it is representative of Australians as a whole, it is not necessarily representative of any particular sub-group as described below. In this report, findings are presented for First Nations respondents, where a proportion of surveys are completed via the mainstream panel, with participation boosted using a face-to-face interviewing method. While this approach has resulted in increased representation of First Nations Australians, we cannot claim to be statistically representative. The findings are thus indicative, and the data should be used as a guide, not an absolute.

Statistical significance

The National Arts Participation Survey uses a nationally representative sample of respondents to understand the Australian population as a whole. Statistical significance is a test of how likely differences identified between different groups reflect a true difference in the Australian population (rather than chance differences in the respondents in each sample). All differences reported in this publication are statistically significant at 95% confidence level. The findings presented, and themes discussed, are based on the data that has significant differences.

Where a 1 or 2 percentage point difference is statistically significant it has been reported as a change since 2019, however if the same percentage point difference is not statistically significant (based on the sample size), this will be reported as unchanged, or consistent with 2019.

Effect of rounding

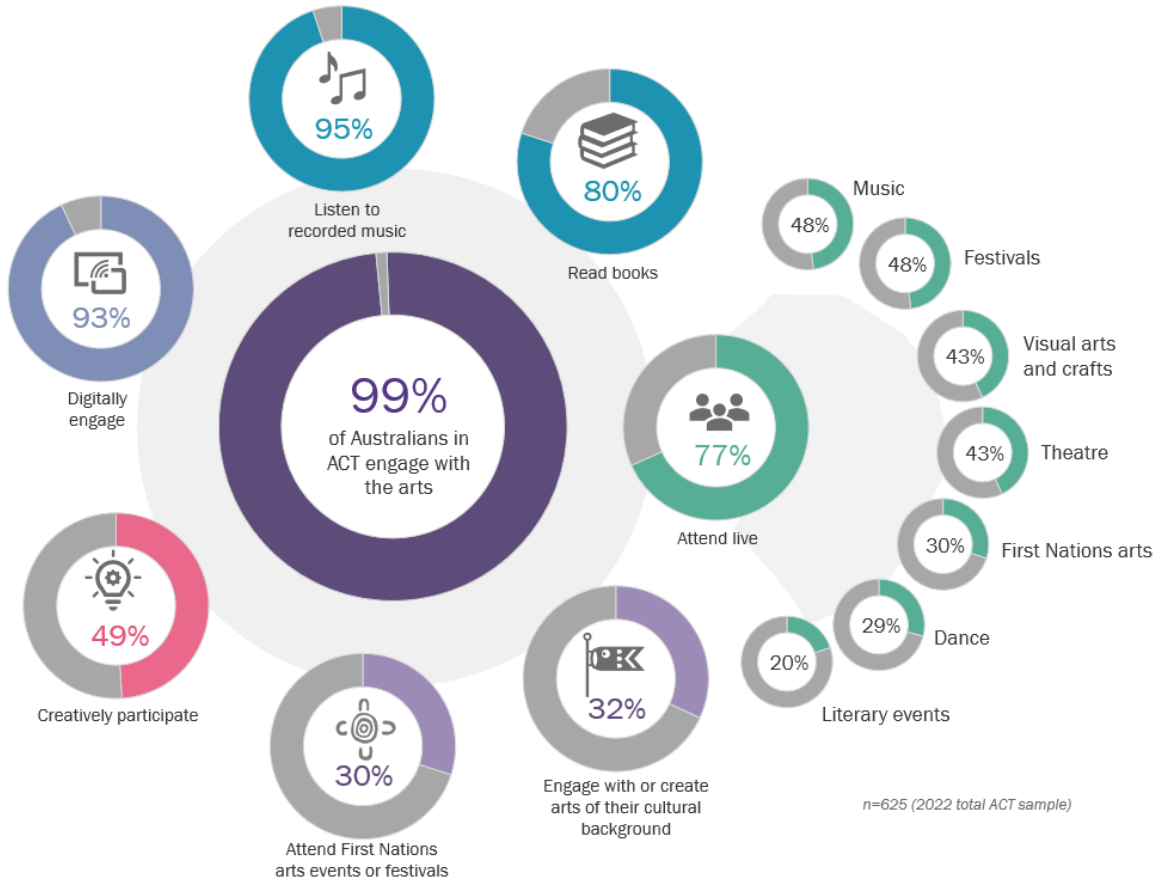
The sum of the individual components of a question may be different ($\pm 1\%$) to the aggregated data for that question due to rounding error. The results of survey responses are reported in the figures throughout the document as percentages that have been rounded up or down to the nearest whole number.

2 Australians' engagement with Arts

2.1 Overview of engagement

The 2022 National Arts Participation Survey found that the arts have a place in the lives of 99% of Australians living in ACT, a three percent increase in engagement pre-COVID (2019 96%), reinforcing the importance of the arts in our everyday lives.

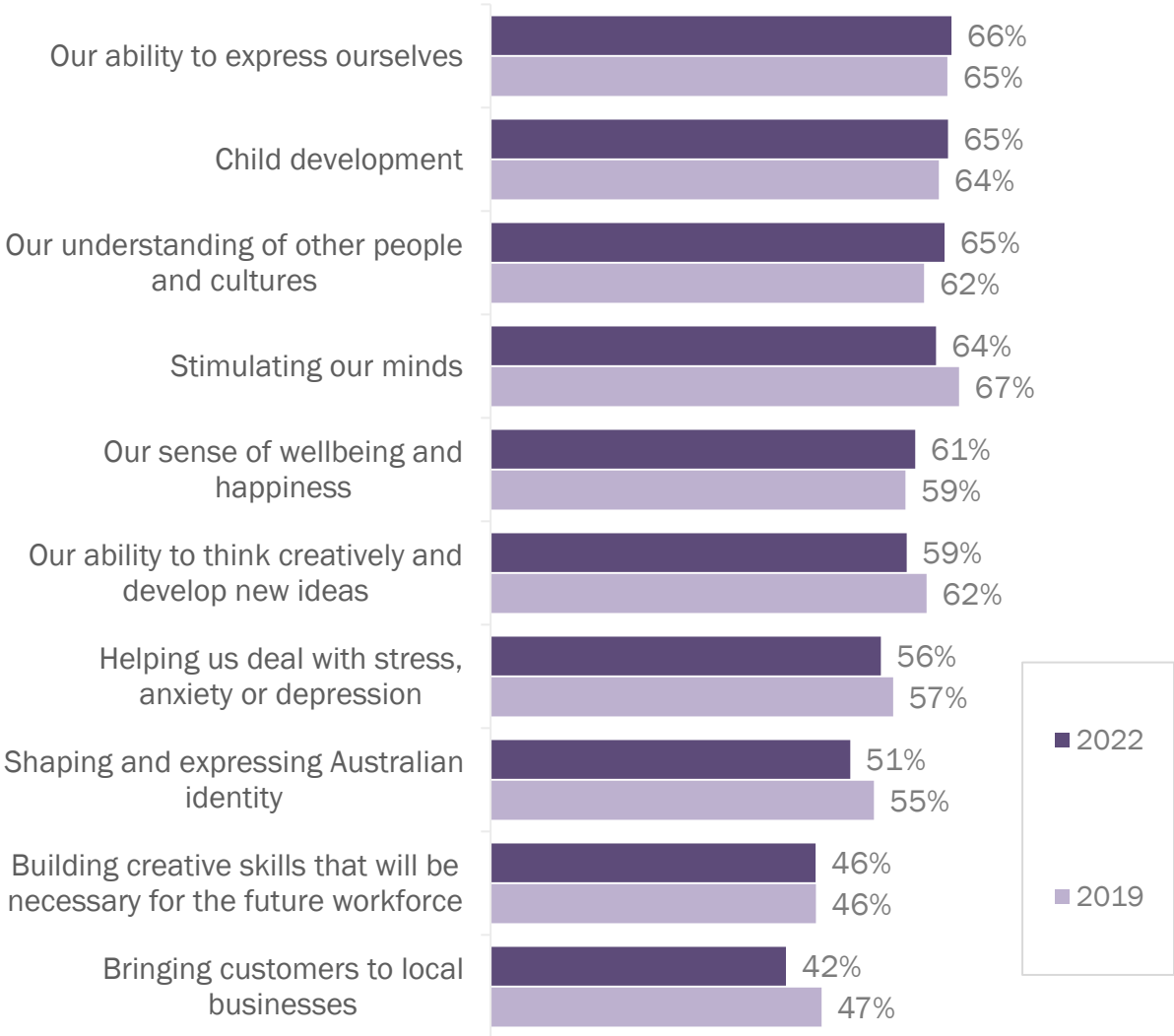
Figure 7: Australians in ACT overall engagement in creative and artistic activities and events in 2022



2.2 The value of arts

In 2022, 317,000 Australians living in ACT acknowledge the significant positive impact that the arts have, or 85% of the population aged 15 years and over. This is consistent with 2019 results (86%) and with the overall Australian data (84% in 2022, 84% in 2019).

Figure 8: Proportion who felt the arts had a 'big' or 'very big' impact on various areas 2019 and 2022



Q54. How much impact do you think creativity and the arts have in the following areas? Base: 2019 ACT data (n=130) // 2022 ACT data (n=625)

Figure 9: Impact of the arts 2022

Impact on areas (A very big impact, A big impact)	Australia Total	ACT Total
Our ability to express ourselves	62%	66%
Stimulating our minds	62%	64%
Child development	61%	65%
Our understanding of other people and cultures	60%	65%
Our ability to think creatively and develop new ideas	59%	59%
Our sense of wellbeing and happiness	56%	61%
Helping us deal with stress, anxiety or depression	56%	56%
Shaping and expressing Australian identity	51%	51%
Building creative skills that will be necessary for the future workforce	46%	46%
Bringing customers to local businesses	43%	42%
At least one area	84%	85%

Q54. How much impact do you think creativity and the arts have in the following areas? Base: 2022 ACT data (n= 625) // 2022 Australia Data (n=9,396)

2.3 Attitudes about the arts

Agreement is highest for the following four statements, with at least three quarters strongly agreeing or agreeing:

- creative activities should be an important part of education (81%, from 76% in 2019)
- artists should have freedom of expression (77%, consistent with 76% in 2019)
- artists make an important contribution to Australian society (77%, from 72% in 2019)
- cultural and creative experiences help me to understand perspectives that are different to my own (75%, from 69% in 2019)

At least seven in ten ACT residents aged 15 years and over strongly agree or agree that:

- cultural and creative experiences make for a richer and more meaningful life (73%, from 77% in 2019)
- cultural and creative experiences should receive public funding (69%, consistent with 69% in 2019).

Agreement is lowest for the following statements:

- the arts in Australia reflect the diversity of cultures present in Australia (66%, from 70% in 2019).
- cultural and creative experiences allow me to connect with others (61%, from 54% in 2019)
- There are plenty of opportunities for me to get involved in cultural and creative experiences (52%, similar to 2019 levels at 51%).

There has been a slight decrease in the proportion of ACT that are disconnected with the arts, with one in five agreeing that *cultural and creative experiences are not really for people like me* (21%, from 24% in 2019).

Figure 10: Attitudes about the arts 2022

Attitudes about the arts (Strongly Agree, Agree)	Australia Total	ACT Total
Creative activities should be an important part of education	74%	81%
Artists should have freedom of expression	74%	77%
Artists make an important contribution to Australian society	72%	77%
Cultural and creative experiences help you to understand perspectives that are different to your own	71%	75%
Cultural and creative experiences make for a richer and more meaningful life	69%	73%
The arts in Australia reflect the diversity of cultures present in Australia	68%	66%
Culture and creativity should receive public funding	61%	69%
Cultural and creative experiences allow me to connect with others	56%	61%
There are plenty of opportunities for me to get involved in cultural and creative experiences	44%	52%
Cultural and creative experiences are not really for people like me	28%	21%

Q53. Thinking about all the expressions of creativity, culture and the arts we have been looking at, how much do you agree or disagree with the following statements? Base: 2022 ACT data (n=625) // 2022 Australia Data (n=9,396)

2.4 The arts and wellbeing

One of the major themes to emerge from NAPS 2022 was the relationship between arts and mental health and wellbeing.

NAPS has always taken measures on the **value and impact of arts** on our health and wellbeing and these measures have largely remained unchanged in NAPS 2022 (e.g. just over half of Australians (15+) support these statements). However, there are some groups that scored these statements more highly in 2022 including women (compared to men), parents with children under 16, Australians under 50, CALD and First Nations Australians. These groups are more likely to agree and support the impact of arts and cultural and creative experiences on wellbeing.

As noted earlier, Australians recognise the role the arts play in supporting our wellbeing

- How much do you agree that *Cultural and creative experiences make for a richer and more meaningful life* (69% agree, unchanged from 2019)
- How much do you agree that *Cultural and creative experiences allow me to connect with others* (56% agree, consistent with 54% in 2019)
- How much impact do you think *Creativity and the arts has on our sense of wellbeing and happiness* (56% agree, unchanged from 2019)
- How much impact do you think *Creativity and the arts has on helping us deal with stress, anxiety or depression* (56%, unchanged from 2019)

Amongst those living in the ACT, they are more likely to value the arts in support to wellbeing:

- How much do you agree that *Cultural and creative experiences make for a richer and more meaningful life* (73% agree, from 77% in 2019)
- How much do you agree that *Cultural and creative experiences allow me to connect with others* (61% agree, from 54% from 2019)
- How much impact do you think *Creativity and the arts has on our sense of wellbeing and happiness* (61%, consistent with 2019 levels at 59%)
- How much impact do you think *Creativity and the arts has on helping us deal with stress, anxiety or depression* (56%, consistent with 57% 2019)

In addition to benchmark measures, NAPS 2022 asked Australians specifically about the importance of arts to our **mental health and wellbeing during COVID-19** including during lockdowns and restrictions. The reasons/motivations for engaging with the arts and creative activities were a positive impact on mental health and wellbeing.

- Nearly half (48%) or 9.9 million Australians aged 15 or over believe creative activities and experiences helped with their mental health or wellbeing during COVID-19.
- For young Australians aged 15–24 years the results were even clearer with three in five agreeing that *Creative activities and experiences helped with their mental health or wellbeing* during the pandemic (61%, 13 percentage points higher than the proportion of Australians overall).
- First Nations Australians also strongly supported the arts as a positive contributor to their mental health and wellbeing during COVID-19 with 77% agreeing that *Creative activities and experiences helped with my mental health and wellbeing* (29 percentage points higher than Australians overall).
- 46% of Australians also believed that *Creative activities and experiences* gave them something meaningful to do during COVID-19 and stay-home restrictions.
- A third (35%) or 7.2 million Australians aged 15 or over found arts and creative activities helped them *Stay connected to family and friends*.
- 49% of those living in ACT believe creative activities and experiences helped with their mental health or wellbeing during COVID-19

3 Financial support for the arts

3.1 Public and private funding

In terms of allocation of funding for the arts, there are two clear areas of preference. Firstly, 249 thousand Australians from the ACT, or 67% of the population aged 15 years and over prioritise the important role that the arts play in the lives of young people. Secondly, 246 thousand Australians from the ACT (66%) acknowledge that cost may be a barrier for some people and believe that ensuring accessibility for all, regardless of financial circumstance, is a worthwhile investment.

Allocation of funding in order of importance:

1. Ensuring children and young people have access to art and creative experiences to support learning and development (67% ranked in top 3)
2. Ensuring free or low-cost events are available (66% ranked in top 3)
3. Ensuring art and creative experiences are available to support people's health and wellbeing (51% ranked in top 3)
4. Investing in the making of art so it can be widely shared and experienced (35% ranked in top 3)
5. Funding art in public spaces (34% ranked in top 3)
6. Supporting art that pushes boundaries and drives innovation (27% ranked in top 3)

Figure 11: Public and private funding 2022

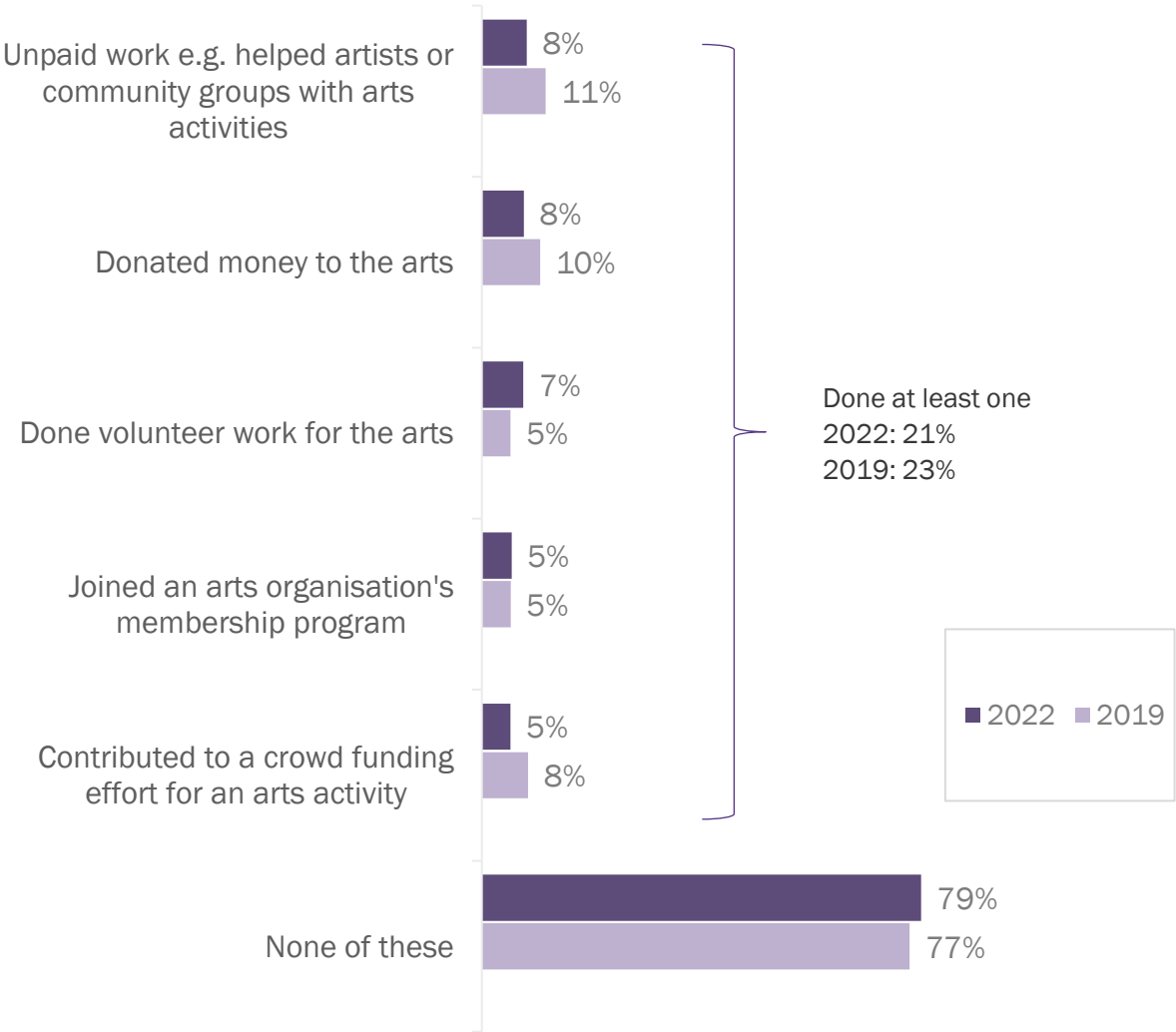
Importance	% ranked first	% ranked top 3
Ensuring children and young people have access to art and creative experiences to support learning and development	27%	67%
Ensuring free or low-cost events are available	30%	66%
Ensuring art and creative experiences are available to support people's health and wellbeing	15%	51%
Investing in the making of art so it can be widely shared and experienced	10%	35%
Funding art in public spaces	10%	34%
Ensuring there is more access to creative activities and experiences online	5%	27%
Supporting art that pushes boundaries and drives innovation	4%	20%

Q51. From the following list, please select the top 3 in order of importance to you and your community. Base: 2022 ACT data (n=625)

3.2 Giving to the arts

In 2022, 78 thousand Australians living in the ACT gave back to the arts, or 21% of the population aged 15 years and over. This is at similar levels to 2019 (23%). Those living in ACT were about as likely as the national average (23%) to give back to the arts.

Figure 12: Proportion who gave time or money to the arts 2019 and 2022



Q52. In the past 12 months, have you personally done any of the following? Base: 2019 ACT data (n=130) // 2022 ACT data (n=625)

Figure 13: Giving to the arts 2022

Giving to the arts	Australia Total	ACT Total
AT LEAST ONE ACTIVITY	23%	21%
Donated money to the arts	10%	8%
Unpaid work e.g. helped artists or community groups with arts activities	8%	8%
Done volunteer work for the arts	7%	7%
Contributed to a crowd funding effort for an arts activity	6%	5%
Joined an arts organisation's membership program	5%	5%
None of these	77%	79%

Q52. In the past 12 months, have you personally done any of the following? Base: 2022 ACT data (n=625) // 2022 AUS data (n=9,396)

4 Live attendance at arts events

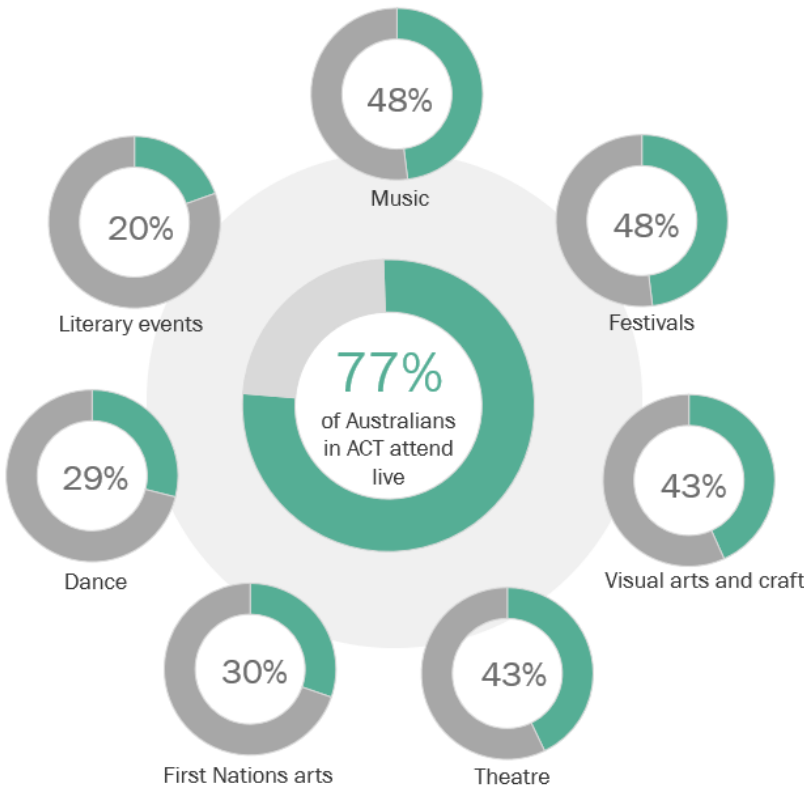
4.1 Live attendance at arts events

4.1.1 Comparing live attendance 2019 to 2022

NAPS 2019 results provided a benchmark of Australians' live attendance before the impacts of COVID-19. Prior to COVID-19, live attendance at arts events was thriving, with more than two in three Australians attending the arts in person in 2019 (68%). For those living in the ACT, 71% attended live events in 2019. Whilst no NAPS measures were taken in 2020 or 2021, the COVID-19 Audience Outlook Monitor showed an impact on attendance and a decrease in engagement due in part to the social restrictions and lockdowns imposed during COVID.¹

Current 2022 NAPS data confirms that things are returning to normal and Australians are back attending different types of arts events both live and digitally with overall live attendance at pre-pandemic levels (68%) over the past 12 months. Amongst the ACT, attendance is at 77%, up from 71% in 2019.

Figure 14: ACT Australians' attendance to live events



[Note –figures are based on custom variables: includes art form attendance, festivals, First Nations arts or festivals, or events from own cultural-based on custom variables.

¹ More information about COVID-19 Audience Outlook Monitor 2022: <https://australiacouncil.gov.au/advocacy-and-research/audience-outlook-monitor/>

Note live attendance figures are derived from several types of events and activities with the total figure representing the percentage of Australians that attended **at least one of the following** in the past 12 months:

- Free or paid events
- Festivals
- Aboriginal and/or Torres Strait Islander arts or cultural activities or festivals,
- Creative, cultural or artistic events or festivals focused on people's own cultural background.

4.1.1 Comparing live attendance across art forms 2019 to 2022

In 2022, 285 thousand ACT Australians attended creative, cultural and artistic events or festivals, or 77% of the population aged 15 years and over. This includes attendance at mainstream events and festivals, First Nations events and festivals, and cultural events and festivals. Overall attendance has increased from 71% in 2019.

Figure 15: Proportion of ACT Australians who attended a live event or festival in 2022 compared to 2019



Music is the most popular art form experienced – 180 thousand Australians from the ACT attended live music events or festivals (48%, from 46% in 2019)



Festivals are attended by 178 thousand from the ACT (48%, from 44% in 2019)



Over two in five, or 160 thousand from the ACT, attended **visual arts and crafts events or festivals** (43%, consistent with 42% in 2019)



Over two in five, or 158 thousand from the ACT, attended **theatre events or festivals** (43%, from 35% in 2019)



Three in ten, or 112 thousand Australians from the ACT attended **First Nations arts or festivals** (30%, consistent with 29% from 2019)



Another three in ten, or 107 thousand from the ACT, attended **dance events or festivals** (29%, from 22% in 2019)



One in five, or 73 thousand Australians, attended **literary events** (20%, from 27% in 2019)

4.2 Live attendance by artform

Survey participants were asked which of the following free or paid events such as exhibitions, performances or shows they attended over the last 12 months:

- music (e.g. attending live music)
- theatre (e.g. traditional, contemporary, musical theatre, circus)

- visual arts and craft (e.g. painting, photography, light art, digital art, street art, crafts, woodwork, textiles)
- dance (e.g. classical, contemporary and competitive dance)
- book or literary events, excluding for work and study (e.g. writers festivals, talks).

4.3 Spotlight on live attendance by art form – Live Music

In 2022, 153 thousand Australians in the ACT attended live music events, or 41% of the population aged 15 years and over (on par with 41% in 2019).

Profile of ACT respondents attending live music

- Attendance at live music events peaks between the ages of 15-24 years: 56%
- Nearly half of CALD respondents attended music events in 2022: 49%

4.3.1 Types of music events

- Nearly a third (32%) of ACT Australians 15+ attended **contemporary music** such as pop, rock, electronic, dance, hip hop, country, jazz and blues, from 29% in 2019
- One in ten (10%) ACT Australians 15+ attended **musical theatre or cabaret**, from 8% in 2019
- 9% of ACT Australians aged 15+ attended **classical music** such as **orchestral or chamber music**, consistent with 2019 (10%)
- 6% of ACT Australians aged 15+ attended **traditional or folk music**, from 10% in 2019
- 4% of ACT Australians aged 15+ attended **art music** such as new classical, experimental new music or sound art, from 6% in 2019
- 2% of ACT Australians aged 15+ attended **opera**, even with 2019 (2%).

4.3.2 Places for music events

- One in five (20%) Australians in the ACT 15+ attend live music events at **concert halls and theatres**, from 21% in 2019
- A similar proportion (17%) of ACT Australians 15+ attend music events at **pubs, clubs or bars**, consistent with 2019 (18%)
- 19% of ACT Australians 15+ attend music events at **outdoor public spaces**, consistent with 2019 (21%)
- 14% of ACT Australians 15+ attend music events at **stadiums or arenas**, similar to 2019 (13%)
- 8% of ACT Australians 15+ attend music events in **education settings** such as schools, universities or colleges, remaining consistent with 2019 (9%)
- 2% of ACT Australians 15+ attend music events at a **place of worship**, a decrease from 7% in 2019.

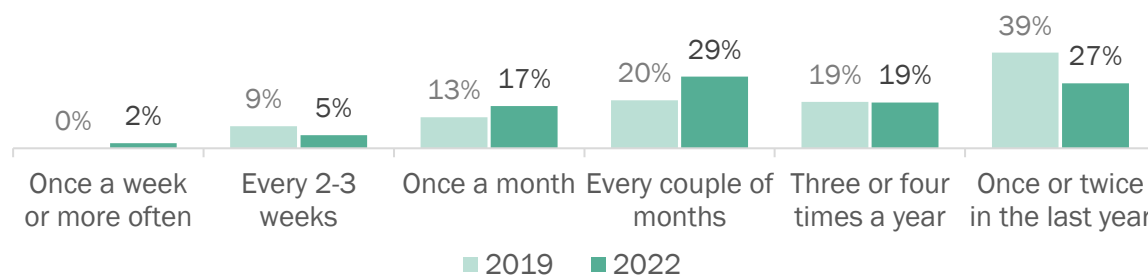
4.3.3 Frequency of attendance at live music events

The frequency of music event attendance has remained steady since 2019. There has been an increase in less frequent attendance (e.g. every couple of months). This would likely be experienced as a drop in overall audience numbers for many sector providers.

- More Australians living in the ACT are attending every couple of months (29% in 2022, 20% in 2019) or once a month (17% in 2022, 13% in 2019)

On average, those who attended music events went to 7.6 events over the past 12 months, from an average of 5.8 events in 2019.

Figure 16: ACT Australians' live music event attendance frequency



Q2_5. And in the past 12 months, how often did you personally attend these kinds of events (e.g., exhibitions, performances, shows)? - Music Base: Those who attended live music events (2022: n=270 // 2019: n=55)

4.4 Spotlight on live attendance by art form – Live Theatre

In 2022, 134 thousand Australians in the ACT attended theatre events, or 36% of the population aged 15 years and over (from 32% in 2019).

Profile of respondents attending theatre

- Non-CALD respondents are more likely than CALD respondents to attend theatre events (39% compared to 25% of CALD respondents)
- Women in the ACT are much more likely to attend a theatre event in 2022: 42% compared to 30% of men

4.4.1 Types of theatre events

- Over a fifth (22%) of ACT Australians 15+ attend **musical theatre or cabaret**, from an eighth in 2019 (14%)
- A sixth (17%) of ACT Australians 15+ attend **Traditional or Contemporary theatre**, consistent with 2019 (19%)

- 6% of Australians in the ACT 15+ attend **the circus**, consistent with 2019 (7%)
- 6% of Australians 15+ attend **children’s theatre**, similar to 2019 (8%)

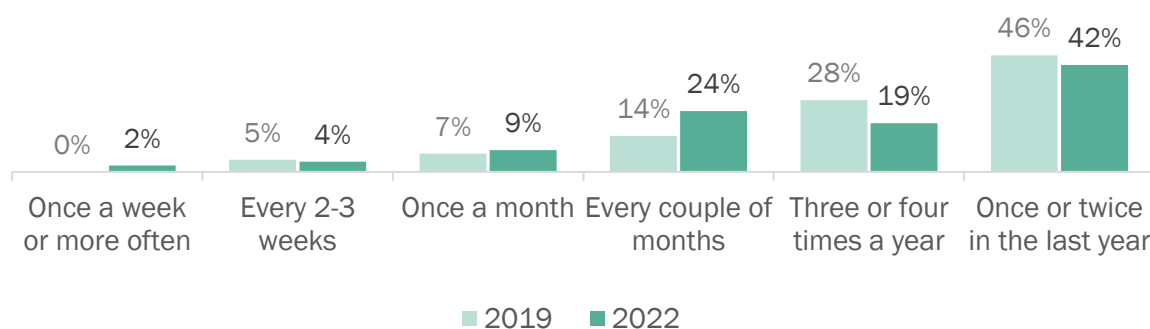
4.4.2 Frequency of attendance at live theatre events

The frequency of attending theatre events has increased since 2019.

- Attendance at theatre events every couple of months has increased by 10 percentage points since 2019 (2022: 24%, 2019: 14%), while attendance three or four times a year has decreased (2022: 19%, 2019: 28%)

In addition, the number of events attended has dropped and, on average, those who attend theatre events went to 6.4 theatre performances in 2022, an increase from an average of 4.3 theatre events in 2019.

Figure 17: Australians’ live theatre event attendance frequency



Q2_2. And in the past 12 months, how often did you personally attend these kinds of events (e.g. exhibitions, performances, shows)? - Theatre Base: Those who attended live theatre events (2022: n=229 // 2019: n=42)

4.5 Spotlight on live attendance by art form – Live Visual Arts and Crafts

In 2022, 134 thousand Australians in the ACT attended visual arts and craft events, or 36% of the population aged 15 years and over (consistent with 35% in 2019).

Profile of respondents attending visual arts and craft

- Women are more likely than men to attend live visual arts and craft events (43% compared to 29% of men)

4.5.1 Types of visual arts and crafts events

- One quarter (24%) of ACT Australians 15+ attend **painting, drawing, printmaking or street art events**, identical to 2019 (24%).
- Just under one in five (18%) of Australians in the ACT 15+ attend **sculpture, installation, or light projections events**, consistent with 2019 levels (19%)

- 14% of Australians 15+ in ACT attend **photography events**, consistent with 2019 (15%)
- 16% of Australians 15+ in the ACT attended **craft events** like ceramics, glass art, jewellery, textiles or woodcraft, consistent with 2019 levels (18%)
- A tenth (9%) of Australians 15+ in ACT attend **digital or video art events**, the same as 2019 (9%)

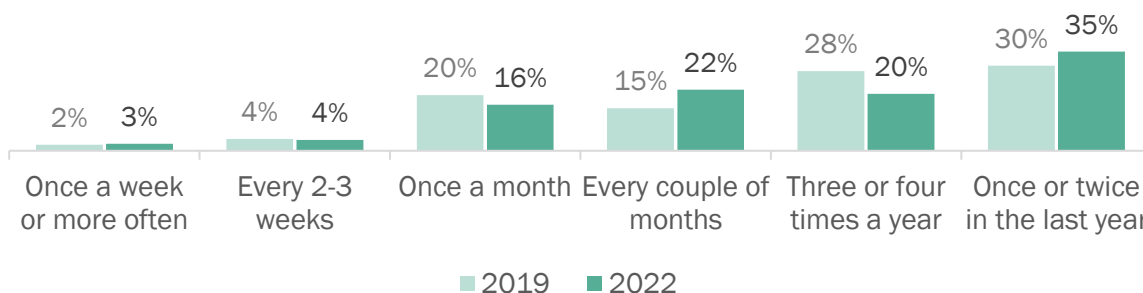
4.5.2 Frequency of attendance at live arts and crafts events

As with other art forms, the frequency of attending visual arts and craft events has changed slightly since 2019, with less Australians attending monthly and more attending less often.

- Monthly attendance at visual arts and crafts events has decreased to 16% in 2022 (20% in 2019), while attendance every couple of months has increased to 22% in 2022 (15% in 2019)

On average, those who attended visual arts and craft events attended 7.2 events in 2022, remaining consistent with 2019 (7.3)

Figure 18: ACT Australians’ visual arts and crafts event attendance frequency



Q2_1. And in the past 12 months, how often did you personally attend these kinds of events (e.g. exhibitions, performances, shows)? – Visual arts and Crafts Base: Those who attended visual arts and craft events (2022: n=236 // 2019: n=46)

4.6 Spotlight on live attendance by art form – Dance

In 2022, 14% of ACT Australians attended dance events, from 16% in 2019.

Profile of respondents attending dance performances

- Women are more likely than men to attend live dance events (17% compared to 10% of men)
- 20% of CALD respondents attended dance events in 2022
- Attendance at live music events peaks between the ages of 15-34 years: 18%

4.6.1 Types of Dance events

ACT Australians attended various types of dance events including **contemporary** (8%), **ballet** (4%), **street dance or hip hop** (5%), **social or competitive dance** (4%) and **classical/traditional/folk** (5%).

- 8% of ACT Australians aged 15+ attended **contemporary dance events**, consistent with 2019 (10%)
- **Street dance or hip-hop events** were attended by 5% of ACT Australians 15+, consistent with 2019 (7%)
- A similar proportion (4%) of ACT Australians 15+ attend **ballet events**, similar to 2019 levels (6%)
- 4% of ACT Australians 15+ attended **social or competitive dance events** such as ballroom, swing or tango, consistent with 2019 (3%)
- 5% of ACT Australians 15+ attended **classical, traditional or folk dance events**, equal to 2019 levels (5%).

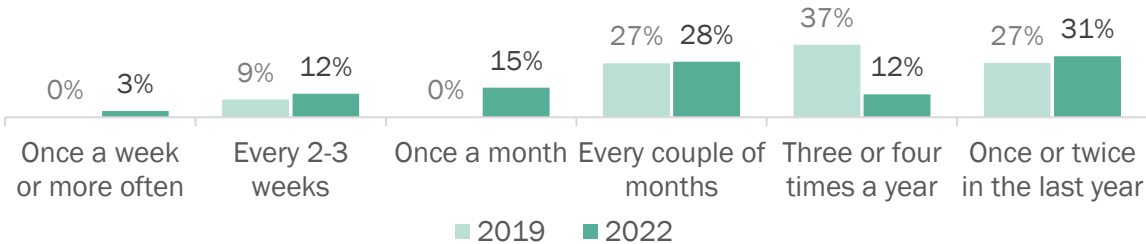
4.6.2 Frequency of attendance at live dance events

The frequency of attending dance events has changed since 2019, with more ACT Australians attending once or twice in the year as opposed to three or four times in the year. This is indicative, however, due to a small sample size in 2019.

- Attendance at live dance events once or twice in the year has increased to 31% in 2022 (27% in 2019), while attendance three or four times a year has decreased to 12% (37% in 2019).

Overall, there was a rise in attendances at dance performances. ACT Australians who attend dance performances on average attended 9.2 dance events in 2022 compared to 5.1 dance events in 2019.

Figure 19: ACT Australians’ live dance event attendance frequency*



Q2_3. And in the past 12 months, how often did you personally attend these kinds of events (e.g. exhibitions, performances, shows)? - Dance Base: Those who attended live dance events (2022: n=92 // 2019: n=22)

* Please note 2019 has a low sample size so it is indicative only

4.7 Spotlight on live attendance by art form – Book or literary events

In 2022, 13% of Australians in the ACT aged 15 years and over attended book or literary events (from 20% in 2019).

Profile of respondents attending book or literary events

- CALD respondents are twice as likely as non-CALD respondents to attend book or literary events (22% compared to 11% of non-CALD respondents)

4.7.1 Types of book or literary events

Australians connect with literature and with each other through writer talks or book launches (8%), book clubs (5%), readings (5%) and writers’ festivals (2%).

- 8% of Australians in the ACT aged 15+ attend **writer talks or book launches**, from 14% in 2019
- 5% of Australians in the ACT aged 15+ attend **book club events**, from 7% in 2019
- 5% of ACT Australians 15+ attend **reading events like poetry and storytelling**, consistent with 2019 (6%)
- 2% of Australians 15+ in the ACT attend **writers’ festivals**, a decrease from 2019 (6%)

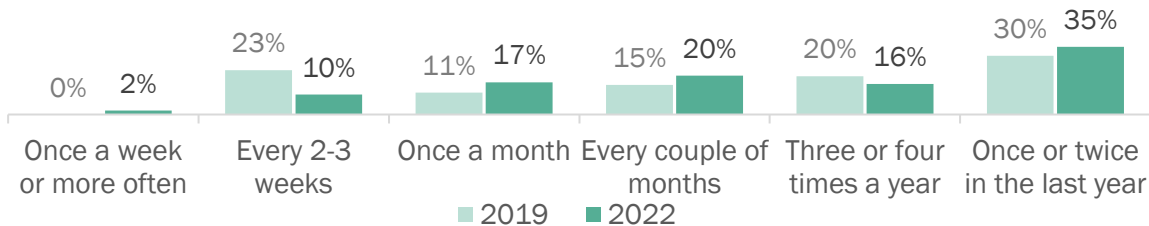
4.7.2 Frequency of attendance at book or literary events

The frequency of book or literary event attendance has changed since 2019 and, as with other art forms, there has been an overall decrease in frequent attendance. However, these figures are indicative only due to a small sample size in 2019.

- Attendance at book or literary events on a monthly or more frequent basis in 2022 dropped by 5 percentage points (29% in 2022, 34% in 2019), with more Australians in the ACT attending these events every couple of months (20% in 2022, 15% in 2019).

On average, those who attend book or literary events went to 8.1 events in 2022, similar to the average of 8.3 book or literary events in 2019.

Figure 20: ACT Australians’ book or literary event attendance frequency*

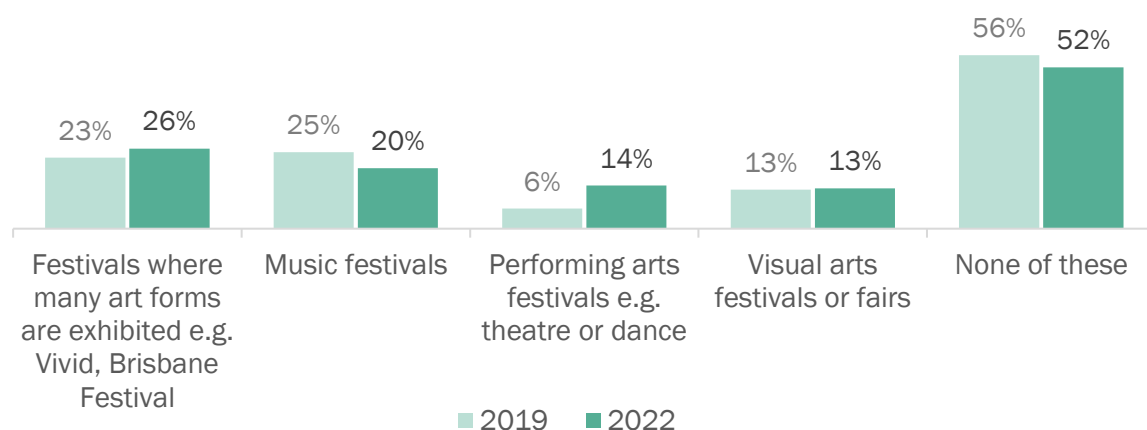


Q2_4. And in the past 12 months, how often did you personally attend these kinds of events (e.g. exhibitions, performances, shows)? – Book or literary events Base: Those who attended book or literary events (2022: n=90 // 2019: n=25) * Please note 2019 has a low sample size so it is indicative only

4.8 Spotlight on live attendance – Festivals

Festivals are a part of life for more than two in five Australians (44%) and have continued to grow in popularity post COVID-19 (up by 2 percentage points since 2019). Amongst those living in the ACT, there is a similar pattern (48%, from 44% in 2019).

Figure 21: Festivals attendance 2019 and 2022



Q10. Have you attended any of the following festivals (either free or paid for) in the past 12 months? Base: 2019 ACT data (n=130) // 2022 ACT data (n=625)

Figure 22: Australians' and those living in ACT attendance at festivals

Festival attendance	Australia Total	ACT Total
ATTENDED AT LEAST ONE FESTIVAL	44%	48%
Music festivals	22%	20%
Festivals where many art forms are exhibited e.g. Vivid, Brisbane Festival	19%	26%
Visual arts festivals or fairs	15%	13%
Performing arts festivals e.g. theatre or dance	14%	14%
None of these	56%	52%

Q10. Have you attended any of the following festivals (either free or paid for) in the past 12 months? Base: 2022 Australian data (n=9,396) // 2022 ACT data (n=625)

4.9 Perceived change in live attendance

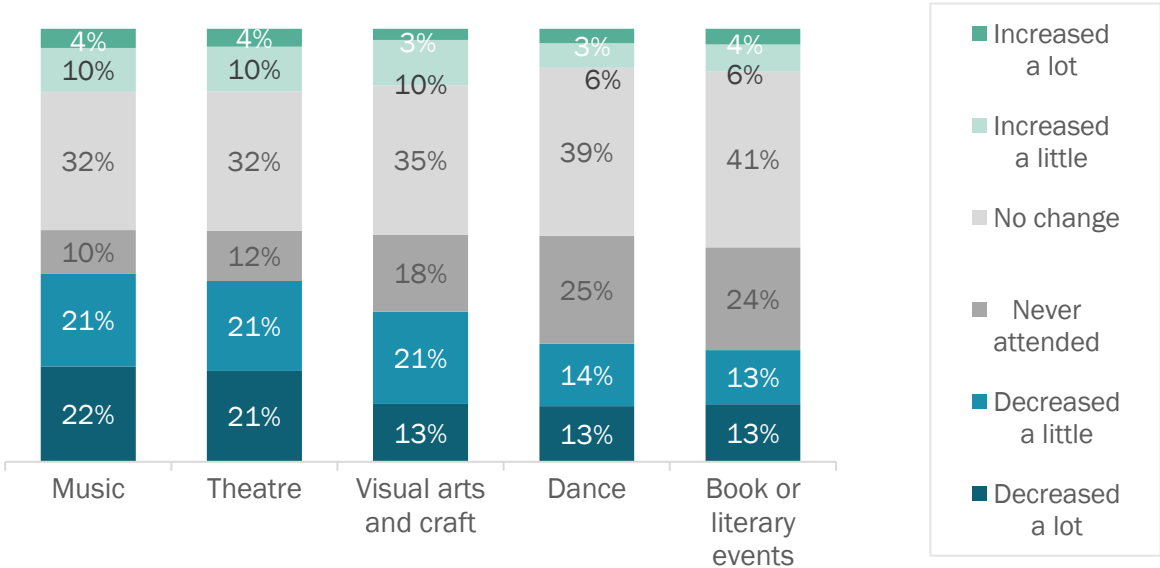
Whilst the previous sections outlined the key benchmark measures from NAPS, this section is new in 2022 and outlines respondents' perception of their change in attendance. It is clear from NAPS 2022 benchmark figures that there has been an overall decrease in attendance at live events across art forms, particularly with regards to the frequency of attending events. However, to better understand changes in attendance, survey respondents are asked to record whether they perceived their attendance over the past 12 months to have increased or decreased compared with before the COVID-19 pandemic.

4.9.1 Live attendance by art form – pre and post COVID-19

When respondents compare their attendance levels (over the past 12 months) to before the COVID-19 pandemic, there was an overall drop in attendance at live performances across all art forms:

- Attendance at live music events decreased for 44% of Australians living in ACT
- Attendance of theatre events decreased for 42% of Australians living in ACT
- Attendance at visual arts and craft events decreased for 35% of Australians living in ACT
- Attendance at dance events decreased for 27% of Australians living in ACT
- Attendance at book or literary events decreased for 26% of Australians living in ACT

Figure 23: Perceived change in live attendance – by artform



Q9. Thinking about your attendance over the past 12 months. How has your attendance changed compared to before the COVID-19 pandemic? Base: 2022 ACT data (n=625)

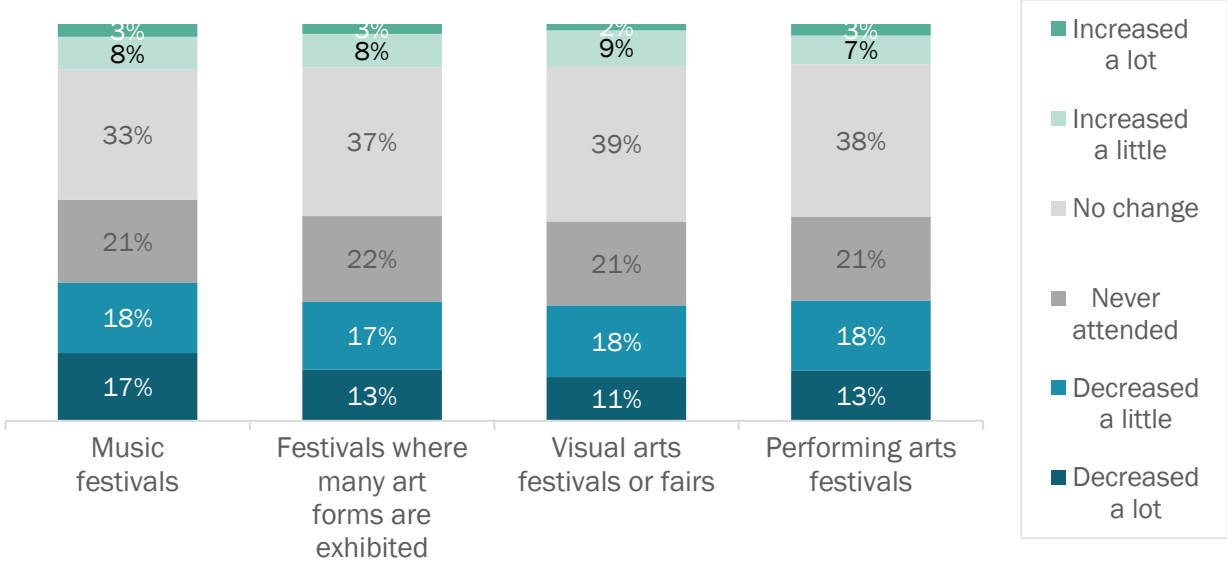
4.9.2 Festival Attendance – pre and post COVID-19

A similar pattern from the live event attendance is seen for live festival attendance, where there has been a significant perceived decrease in Australians' festivals attendance:

- Music festivals decreased by 35%

- Performing arts festivals decreased by 30%
- Festivals where many art forms are exhibited decreased by 30%
- Visual arts festivals or fairs decreased by 29%

Figure 24: Perceived change in festival attendance

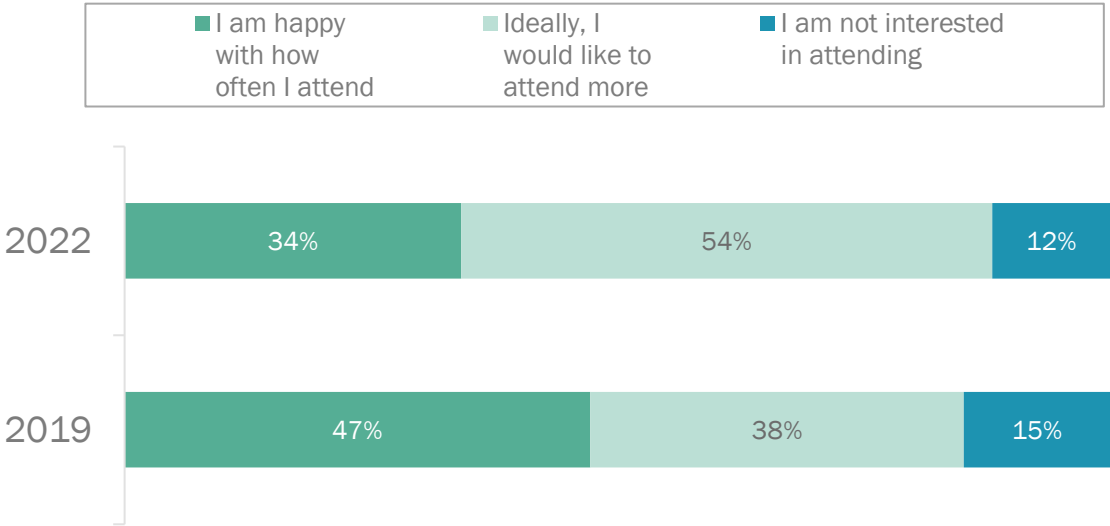


Q11. Thinking about your attendance over the past 12 months. How has your attendance changed compared to before the COVID-19 pandemic? Base: 2022 ACT data (n=625)

4.10 Desire to attend more live events

More than half of Australians living in the ACT would like to attend more creative, cultural and artistic events (54%, up from 38% in 2019). A smaller proportion (34%) are happy with their current level of attendance, and one in nine (12%) are not interested in attending.

Figure 25: ACT’s feelings about current levels of arts attendance 2022 and 2019



Q20. Regardless of whether you have or haven't attended these kinds of events/festivals in the past 12 months, which of these statements best applies to you? Base: 2019 ACT data (n=134) // 2022 ACT data (n=625)

Those living in ACT are more likely than Australians overall to want to attend more creative, cultural and artistic events.

Figure 26: 2022 feelings about current levels of arts attendance

Festival attendance	Australia Total	ACT Total
I am happy with how often I attend	32%	34%
Ideally, I would like to attend more	49%	54%
I am not interested in attending	19%	12%

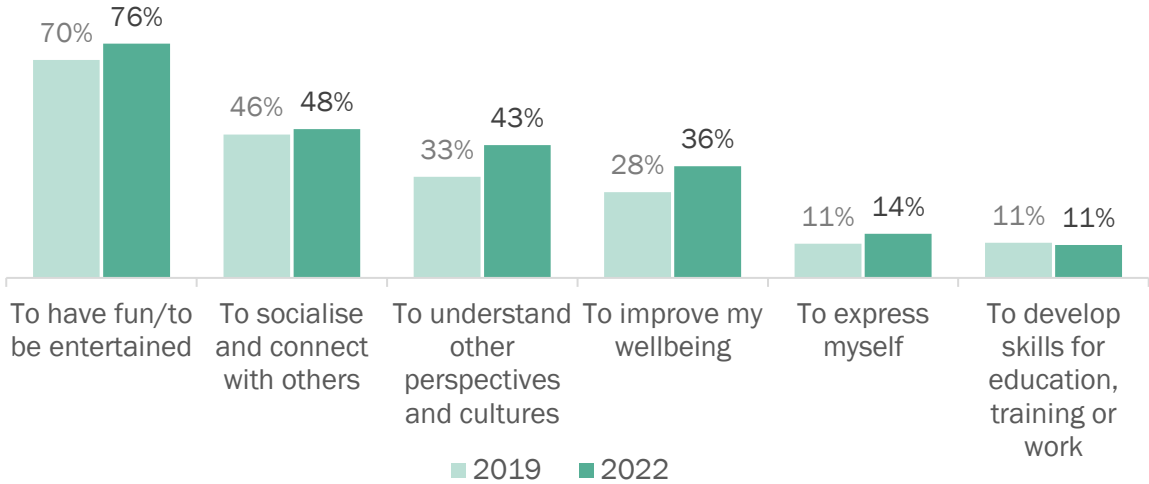
Q20. Regardless of whether you have or haven't attended these kinds of events/festivals in the past 12 months, which of these statements best applies to you? Base: 2022 Australian data (n=9,396) // 2022 ACT data (n=625)

4.11 Motivations to attend arts and creative activities and events

In 2022, 282 thousand Australians living in the ACT attended creative, cultural and artistic events or festivals to have fun and to be entertained, or 76% of the population aged 15 years and over. Nearly half (48%) of Australians from the ACT attend to socialise and connect with others.

More than 2 in 5 cited understanding other perspectives and cultures (43%), and a third attending to improve their wellbeing (36%). Less common reasons include to express oneself (14%) and to develop skills for education, training or work (11%).

Figure 27: ACT’s Motivators to attend creative, cultural and artistic events 2022 and 2019



Q21. There are many reasons why people may attend creative, cultural and artistic events/festivals in person. Which of the following reasons, if any, apply to you? Base: 2019 ACT data (n=130) // 2022 ACT data (n=625)

Figure 28: Australian and ACT's Motivators to attend creative, cultural and artistic events 2022

Motivators	Australia Total	ACT Total
AT LEAST ONE MOTIVATION	87%	90%
To have fun/to be entertained	69%	76%
To socialise and connect with others	46%	48%
To understand other perspectives and cultures	36%	43%
To improve my wellbeing	32%	36%
To develop skills for education, training or work	12%	11%
To express myself	14%	14%
None of these	13%	10%

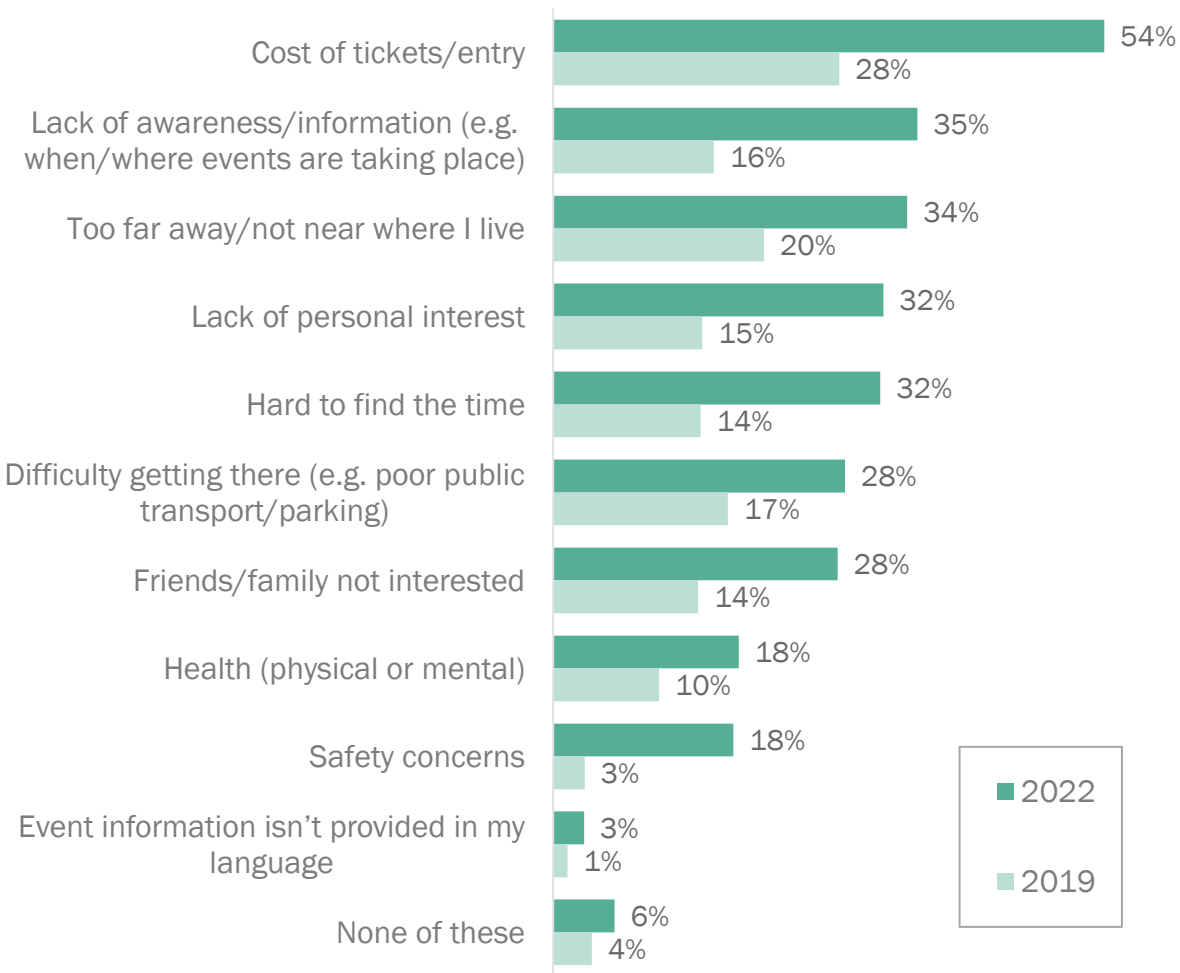
Q21. There are many reasons why people may attend creative, cultural and artistic events/festivals in person. Which of the following reasons, if any, apply to you? Base: 2022 Australian data (n= 9,396) // 2022 ACT data (n= 625)

4.12 Barriers to attending arts and creative activities and events

The main two barriers to arts attendance amongst those living in ACT are the cost of tickets/entry and the lack of awareness or information.

In the 2019 National Arts Participation Survey, barriers were only asked of those people who either wanted to attend more arts events than they currently did, or of those who claimed they had no interest in attending. However, in the 2022 survey all survey respondents were asked about their barriers to attending arts and cultural events. This change in methodology can account for some of the increases in barriers reported across the board. However, the specific results for those who would like to attend more and for those who are not interested in attending show that the overall impact of the methodology change is minor.

Figure 29: Barriers to attending live events 2022 and 2019



Q22. There are many reasons why people may not attend creative, cultural and artistic events/festivals, or may not go as often as they would like to. Which of the following reasons, if any, apply to you? Base: 2019 ACT data (n=134) // 2022 ACT data (n=625)

Figure 30: Barriers to attending live events 2022

Barriers	Australia Total	ACT Total
AT LEAST ONE BARRIER	93%	94%
Cost of tickets/entry	55%	54%
Lack of awareness/information (e.g. when/where events are taking place)	27%	35%
Too far away/not near where I live	40%	34%
Lack of personal interest	31%	32%
Hard to find the time	26%	32%
Difficulty getting there (e.g. poor public transport/parking)	28%	28%
Friends/family not interested	25%	28%
Health (physical or mental)	16%	18%
Safety concerns	20%	18%
Event information isn't provided in my language	4%	3%
None of these	7%	6%

Q22. There are many reasons why people may not attend creative, cultural and artistic events/festivals, or may not go as often as they would like to. Which of the following reasons, if any, apply to you? Base: 2022 Australian data (n= 9,396) // 2022 ACT data (n= 625)

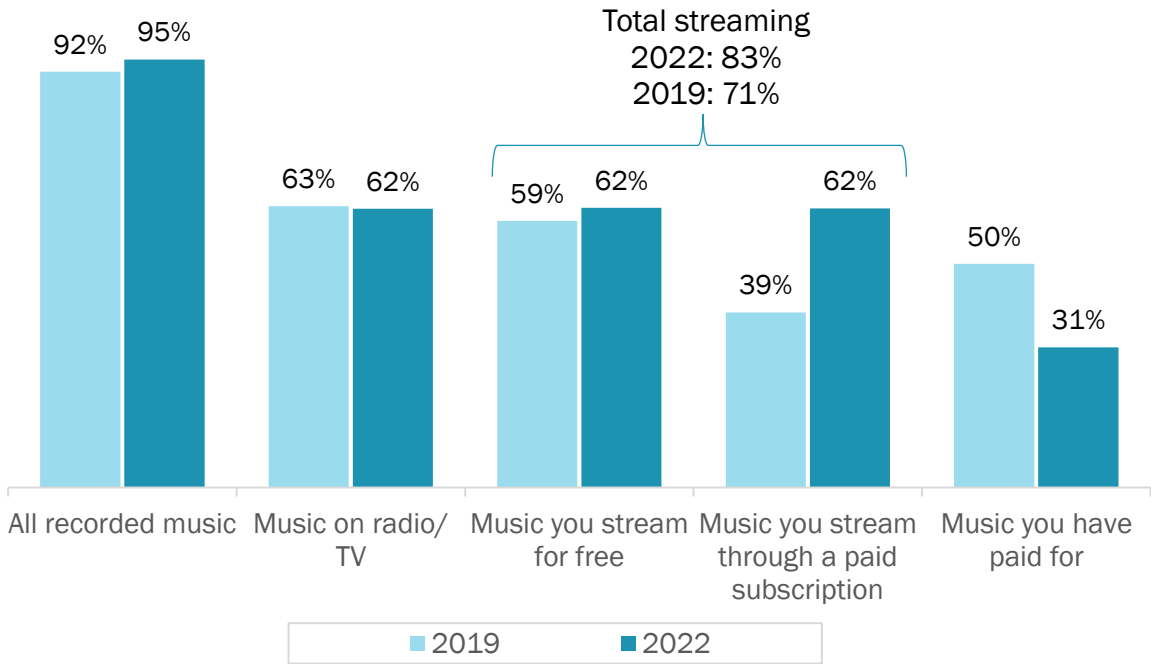
5 Listening to recorded music and reading

5.1 Listening to recorded music

In 2022, 353 thousand Australians from the ACT listened to and/or watched music, representing 95% of the population aged 15 years and over. This is an increase from 93% in 2019.

Music on radio or television or streamed through a paid subscription (e.g. Spotify, Apple Music, Amazon) were the most common formats, with each format enjoyed by 230 thousand Australians living in the ACT, or 62% of the population aged 15 years and over. The amount of Australians from the ACT listening to music through paid subscriptions has risen significantly, from 39% in 2019. Three in five (62%) listened to music they streamed for free (e.g. YouTube), while three in ten (31%) listened to or watched music they paid for (either downloaded or a physical copy, e.g. CDs/vinyl. This has decreased from nearly one in two (50%) in 2019.

Figure 31: ACT Australians’ recorded music engagement 2022 and 2019



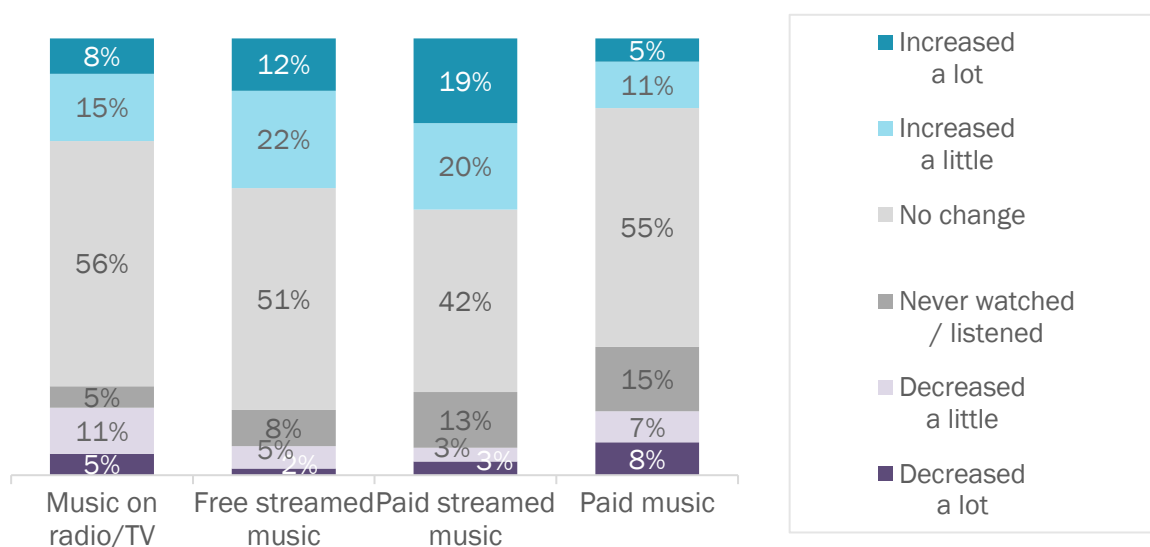
Q25. Have you listened to and/or watched any of the following formats of recorded music in the past 12 months?
 Base: ACT Population 15+ 2019 (n=130) // 2022 (n=625)

Music streamed through a paid subscription was the most frequently listened to, with 37% or 138 thousand Australians from the ACT aged 15 years and over doing this daily. Three in ten (30%) Australians living in the ACT listened to or watched music daily through radio/television, while less than one in ten (7%) did so through music they paid for. On a weekly basis, 56% listened to music through a paid subscription service, while 55% of Australians living in the ACT aged 15 years and over listened to or watched music on radio/television.

5.1.1 Music Engagement in COVID-19

A third of Australians living in ACT believe their engagement with free streamed music (34%) and paid streamed music (39%) has increased compared to before the COVID-19 pandemic. Listening to music on radio / TV hasn't changed for 56% of Australians living in ACT.

Figure 32: Perceived change in engagement with music



Q27. Thinking about your engagement with music in the past 12 months. How has this changed compared to before the COVID-19 pandemic? Base: 2022 ACT data (n=625)

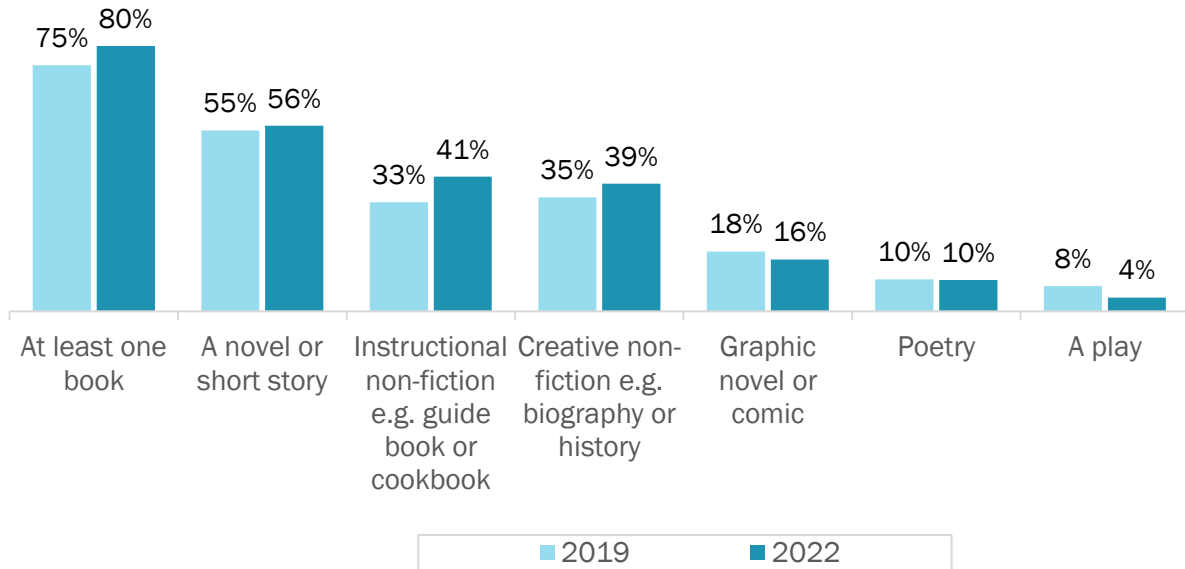
5.2 Reading

In 2022, 299 thousand Australians living in the ACT read at least one printed book, e-book or listened to an audio book for non-work and study purposes, which is 80% of the population aged 15 years and over. This proportion is slightly larger than in 2019 (75%).

A novel or short story is the main format read by over half (56%), with two in five reading instructional non-fiction such as a guidebook or cookbook (41%) or consuming creative non-fiction such as a biography or history (39%). Less than one in five read a graphic novel or comic (16%), and one in 10 read poetry (10%). Four percent of Australians from the ACT read a play.

Print books are still by far the most popular format, read by 77% of the ACT population aged 15 years and over in the last year. Over one in three (35%) Australians in the ACT read a print book at least once a week, with 14% reading in this format daily. In the past 12 months, one in two Australians living in ACT read an E-book (50%) and over two in five (43%) listened to an audio book, up from 42% and 32% in 2019 respectively.

Figure 33: Australians' engagement with reading 2022 and 2019



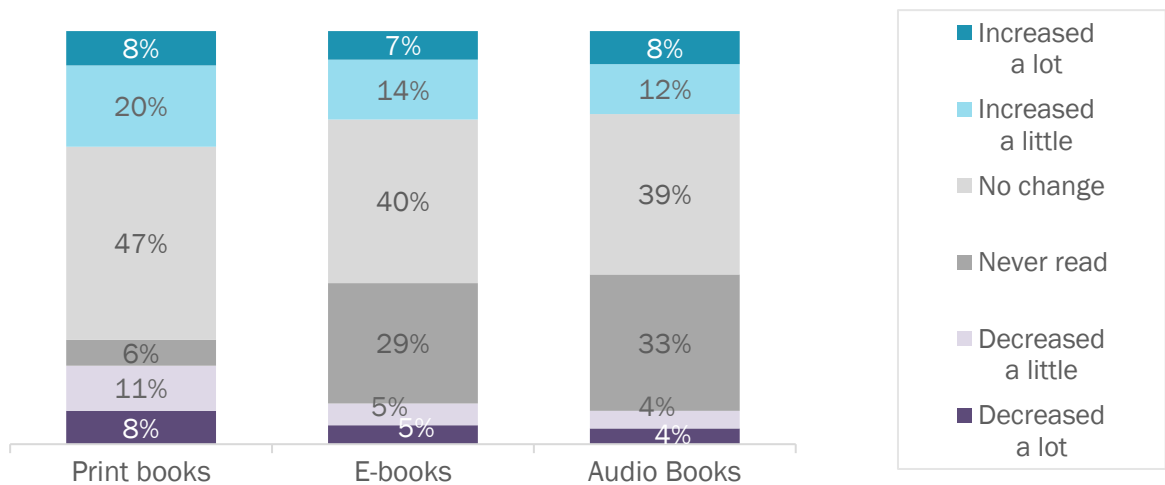
Q28. Excluding for work or study, which of the following did you read in the past 12 months? Base: 2022 ACT data (n=625)

5.2.1 Reading and COVID-19

When comparing 2022 figures to 2019, Australians' engagement with books is quite similar. In the 2022 wave of the NAPS, Australians are asked how they perceived their change in engagement with books compared to before the pandemic. Post COVID, Australians in the ACT have seen a general increase in their engagement with books.

While nearly half (47%) of Australians in the ACT found their engagement with print books hadn't changed compared to before the COVID-19 pandemic, more than a quarter (28%) increased their engagement, while one in five (19%) decreased their engagement.

Figure 34: Perceived change in engagement with books



Q30. Thinking about your engagement with books in the past 12 months. How has this changed compared to before the COVID-19 pandemic? Base: 2022 ACT data (n=625)

6 Creative participation in the arts

6.1 Creative participation

Creative participation can take many forms, from artistic photography to playing an instrument, singing in a community choir or taking a community arts class, to more professional forms of arts creation. The creative participation figures are derived from several variables where Australians created or participated in at least one of the following over the past 12 months:

- Created visual arts and craft, theatre, dance, creative writing or music
- Created visual arts and craft, theatre, dance, creative writing or music to engage with their own cultural background, language group or community
- Have been involved in activities in a community setting (e.g. community choir or community theatre)
- Have been involved in a project that could be described as Community Arts and Cultural Development.

In 2022, 162 thousand Australians from the ACT created, produced or collaborated in the making of art, or 44% of the population aged 15 years and over. This includes activities participated in alone or with others, creating things for oneself and community collaboration. Overall creation has decreased from 48% in 2019.

Figure 35: ACT's creative participation

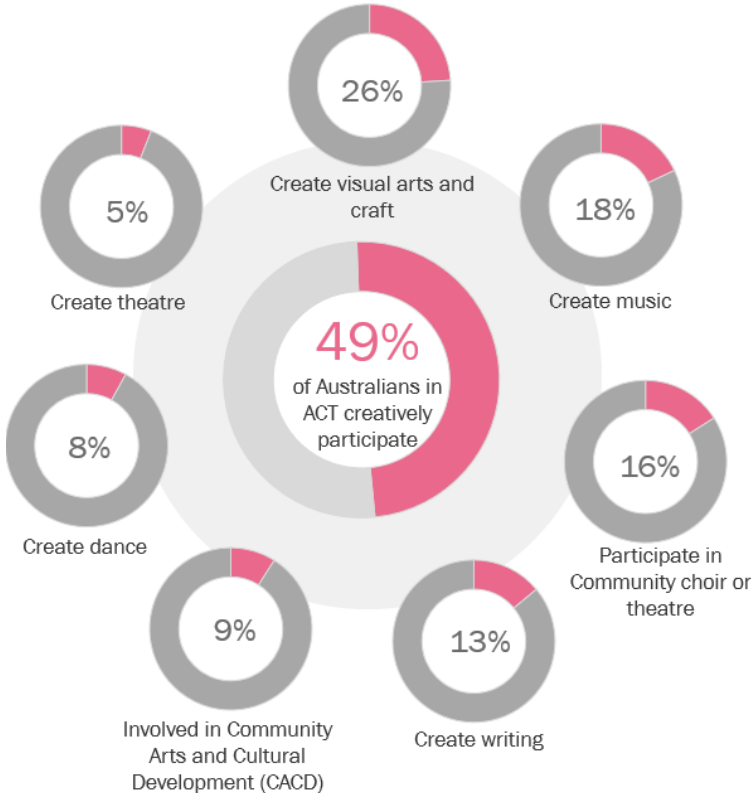


Figure 36: Expressions of Creativity 2019 and 2022



One in four ACT Australians create **visual arts and craft**, including from their own cultural background (26%, from 30% in 2019)



One in five ACT Australians create **music**, including from their own cultural background (18%, unchanged since 2019)



One in six ACT Australians participate in **community choir or community theatre** (16%, similar to 2019 at 14%)



One in seven ACT Australians produce **creative writing**, including from their own cultural background (13%, from 15% in 2019)



One in ten ACT Australians are involved in **Community Arts and Cultural Development** (9%, from 11% in 2019)



One in ten ACT Australians creatively participate in **dance**, including from their own cultural background (9%, from 11% in 2019)



5% of ACT Australians creatively participate in **theatre**, including from their own cultural background (similar to 2019 at 6%).

6.2 Expressions of creativity

Participants were asked which of the following they created over the last 12 months:

- visual arts and craft (e.g. painting, photography, light art, digital art, street art, crafts, woodwork, textiles)
- music (e.g. playing an instrument, singing, mixing, composing or writing music)
- creative writing (e.g. a book, blog post, poetry or other literature)
- dance (e.g. classical, contemporary and organised social dance)
- theatre (e.g. acting, circus, or being part of a production).

6.2.1 Visual arts and craft

In 2022, 25% of the ACT population aged 15 years and over created visual arts and crafts, decreasing from 29% in 2019.

Visual arts and craft forms

The main forms of visual art and craft creation are painting, drawing, printmaking or street art (12%), craft like ceramics, glass art, jewellery, textiles or woodcraft (12%) and photography (8%). 4% created digital or video art and 2% created sculpture, installation or light projections.

6.2.2 Music

In 2022, 16% of the ACT population aged 15 years and over made music (from 18% in 2019).

Music forms

One in 10 (12%) Australians from the ACT played a musical instrument in the last 12 months, while 5% sung and 5% wrote songs, mixed or composed music.

6.2.3 Creative writing

In 2022, 12% of the ACT population aged 15 years and over produced creative writing (down from 14% in 2019).

Creative writing forms

Five percent of Australians from the ACT are novel/short story writers, while 4% are poetry writers. 3% write creative non-fiction and 2% write instructional non-fiction. 2% of Australians from the ACT write plays and 1% create graphic novels or comics.

6.2.4 Dance

In 2022, seven percent of Australians from the ACT aged 15 years and over (consistent with 8% in 2019) created or participated in dance.

Dance forms

The most popular dance forms Australians from the ACT have creatively participated in are contemporary dance (4%) and street dance or hip hop (2%). 2% participated in social or competitive dance, classical, traditional or folk dance, or ballet (all 2%).

6.2.5 Theatre

Three percent of Australians in the ACT aged 15 and over created theatre, identical to 2019.

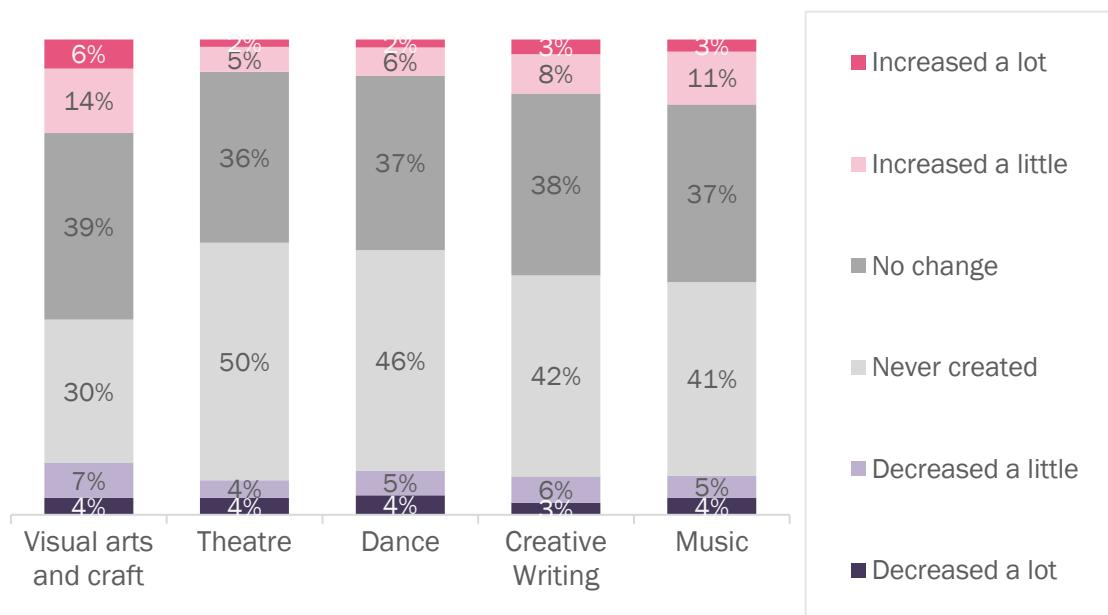
Theatre forms

The most popular forms of theatre Australians in the ACT have creatively participated in are musical theatre or cabaret and traditional or contemporary theatre (both 2%), followed by children's theatre and circus (both 1%).

6.2.6 Creation and COVID-19

Depending on the art form, Australians' creative participation with the arts has either decreased slightly or remained unchanged since 2019. When asked how this has changed since before the COVID-19 pandemic, Australians living in the ACT generally feel there was an increase in creation rather than a decrease.

Figure 37: Perceived change in art creation



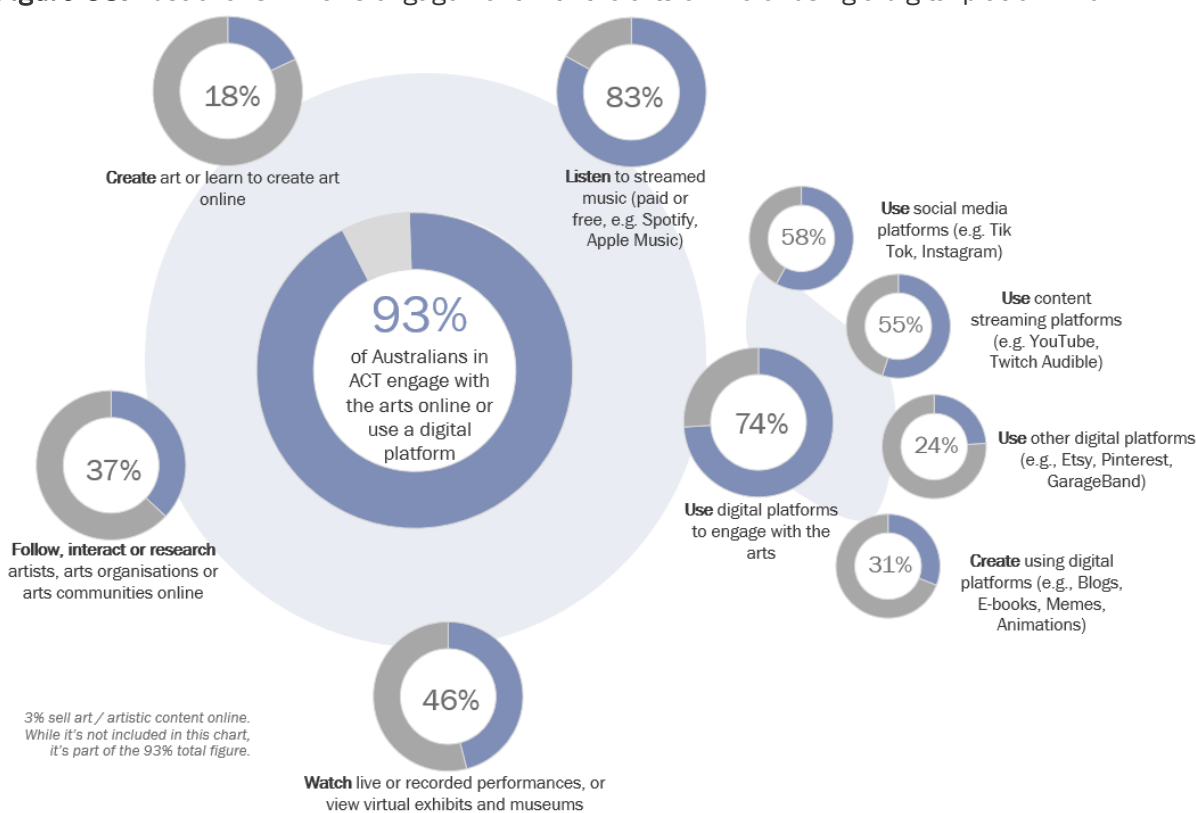
Q36. How has this changed compared to before the COVID-19 pandemic? Base: 2022 ACT data (n=625)

7 Online and digital engagement with the arts

7.1 Overall online and digital engagement with the arts

Most Australians in the ACT engage with the arts online or through digital platforms (93%). More than four in five (83%) of Australians from the ACT *Listen to streamed music*, and a smaller proportion (74%) *Use a digital platform to engage with the arts*. Nearly half (46%) of the ACT population use the internet to *Watch live or recorded performances, or view virtual exhibits and museums*, and over a third (37%) use the internet to *Follow, interact or research artists or art communities*. Just under one in five (18%) Australians in the ACT *Create art or learn to create art* online.

Figure 38: Australians in ACT's engagement with the arts online or using a digital platform 2022

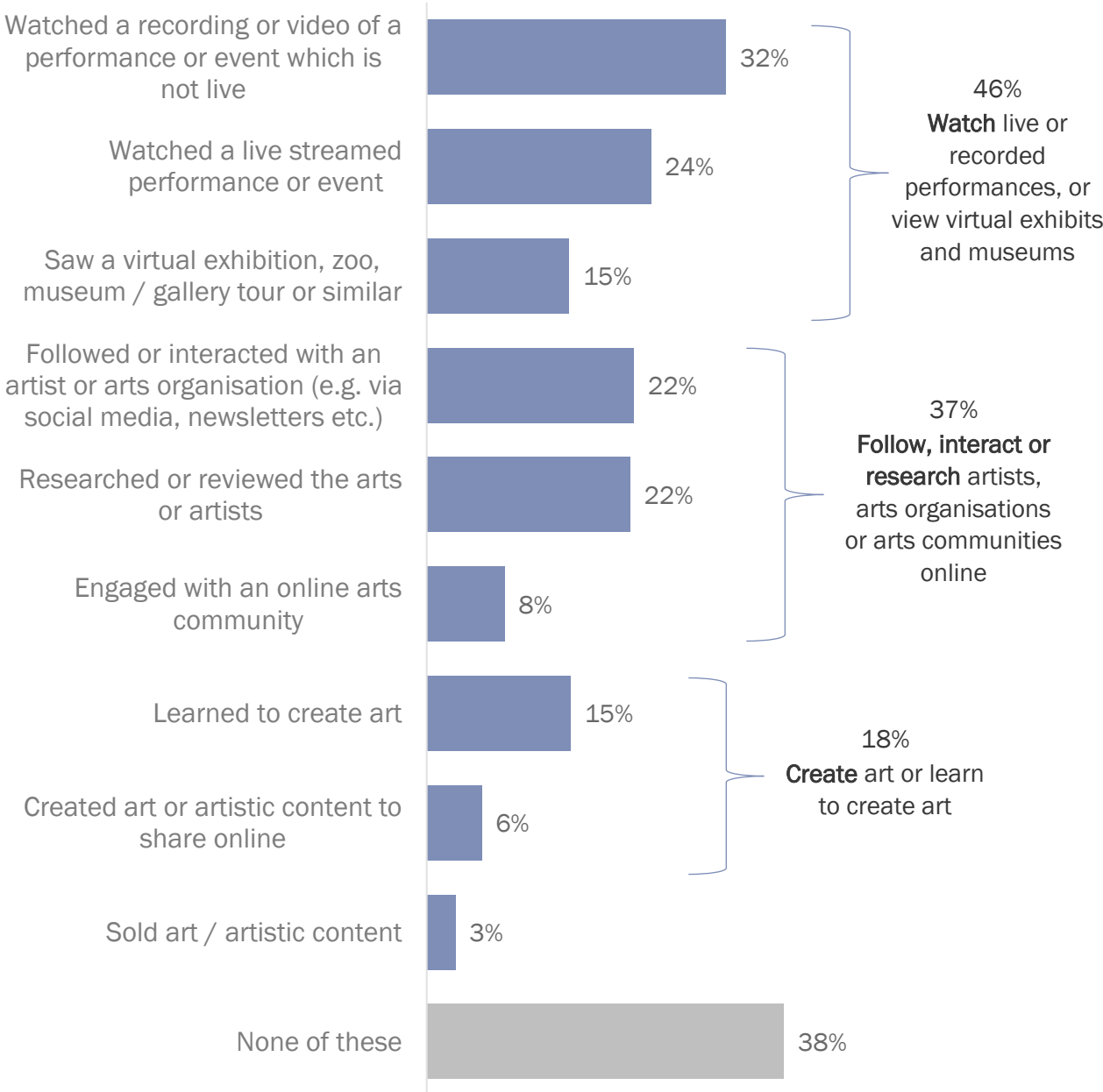


Base: Australians in ACT 15+ (n=625)

7.2 Accessing creative experiences and arts using the internet

The internet is a fundamental piece of technology in Australians' lives, and it's widely used to create and engage with the arts. 3 in 5 (62%) Australians in the ACT have used the internet to engage with the arts or create art, mostly to *Watch live or recorded performances, or view virtual exhibits and museums* (46%).

Figure 39: ACT Australians' engagement with the arts using the internet 2022



Q45. Have you used the internet to do any of the following in the past 12 months? Base: ACT Population 15+ (n=625)

Figure 40: Internet arts engagement 2022

Internet arts engagement	Australia Total	ACT Total
Used the internet	57%	62%
Watched a recording or video of a performance or event which is not live	26%	32%
Watched a live streamed performance or event	22%	24%
Researched or reviewed the arts or artists	20%	22%
Followed or interacted with an artist or arts organisation (e.g. via social media, newsletters etc.)	18%	22%
Saw a virtual exhibition, zoo, museum / gallery tour or similar	14%	15%
Learned to create art	14%	15%
Engaged with an online arts community	8%	8%
Created art or artistic content to share online	7%	6%
Sold art / artistic content	4%	3%
None of these	43%	38%

Q45. Have you used the internet to do any of the following in the past 12 months? Base: 2022 Australia data (n=9,396) // 2022 ACT data (n=625)

7.3 Engaging with the arts using digital platforms

From social media to streaming platforms, there are many different avenues for Australians to access and engross themselves with art digitally. Most Australians from the ACT (74%) use digital platforms to access creative experiences and arts or for creating art:

- 72% of Australians from the ACT use digital platforms to specifically *engage* with creativity, culture and art,
- 31% of Australians from the ACT use digital platforms to *create* art.

7.3.1 Using digital platforms and social media to engage with the arts

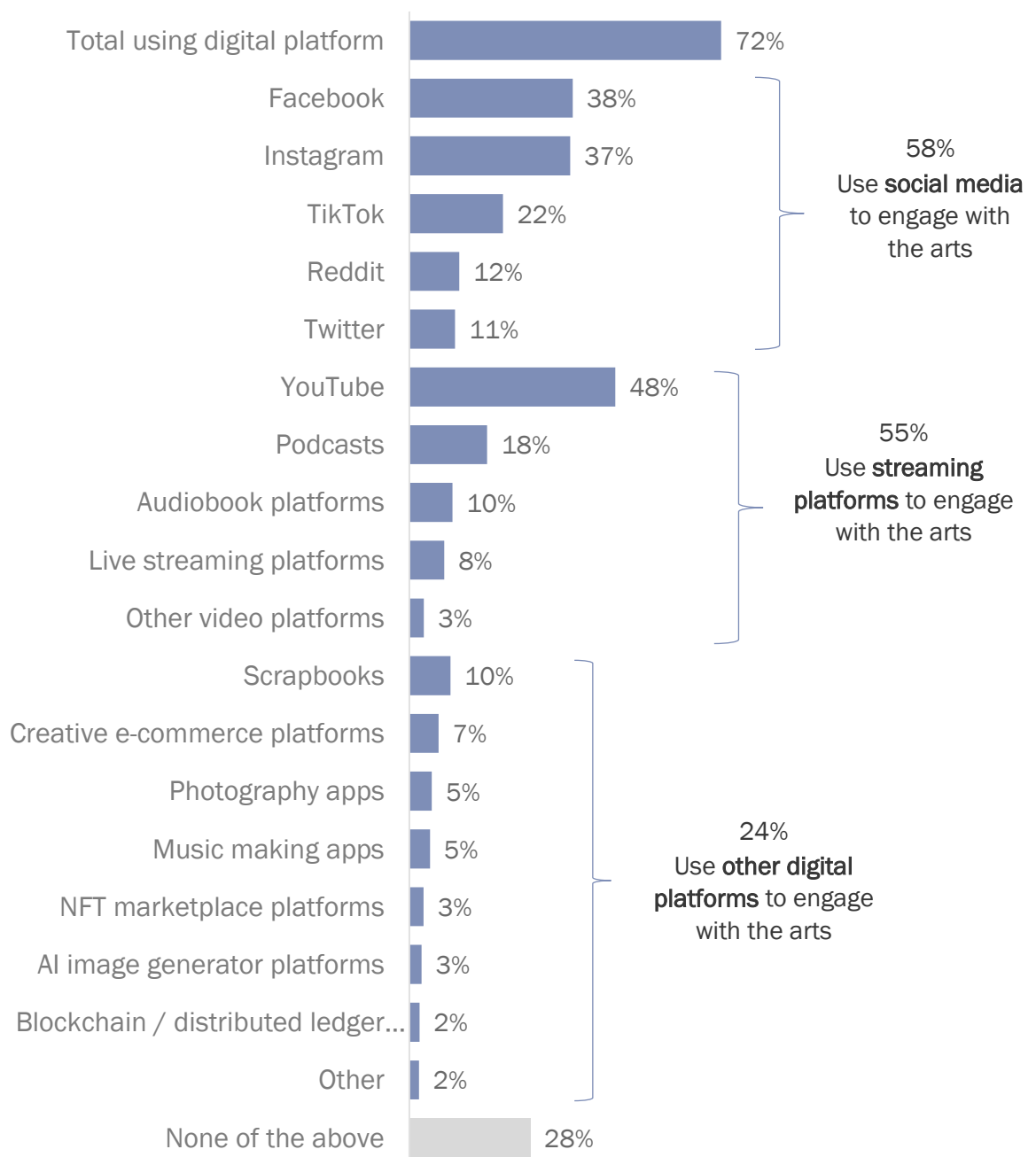
In NAPS 2019, a similar question was asked to gauge Australians' use of digital platforms not just for entertainment but specifically to engage with creativity, culture and art. However, as the digital category evolves quickly, and a number of new platforms have been introduced since 2019, more selections were added in 2022 and as a result, NAPS 2019 and NAPS 2022 cannot be compared like-for-like in relation to digital engagement.

Having said that, growth and expansion in this sector are clearly happening and NAPS 2022 data is able to capture that.

Seven in ten (72%) Australians living in the ACT have used *Digital platforms and social media to engage with the arts*, with *Social media platforms* topping the list:

- More than half (58%) of those living in ACT Use *social media platforms* to engage with the arts,
- Over half (55%) of those living in ACT Use *streaming platforms* to engage with the arts,
- One in four (24%) living in ACT Use *other digital platforms* to engage with the arts.

Figure 41: Australians in ACT's engagement with digital and social media platforms 2022



Q47. Which of the following digital platforms, if any, have you used, not just for entertainment but specifically to engage with creativity, culture and art in the last 12 months? Base: ACT Population 15+ (n=625)

Figure 42: Engagement with digital and social media platforms 2022

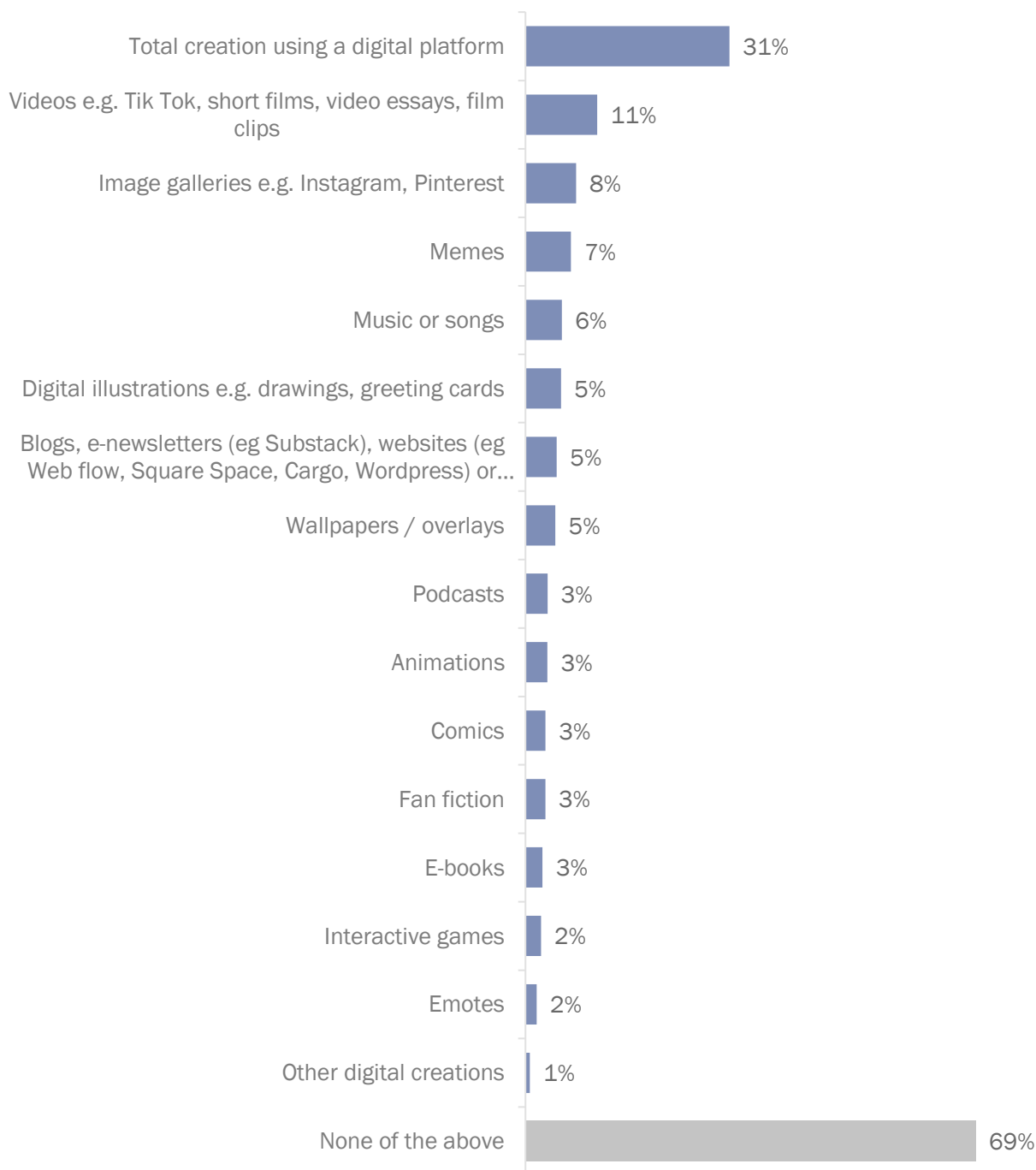
Internet arts engagement	Australia Total	ACT Total
Used digital platform	69%	72%
YouTube	44%	48%
Facebook	38%	38%
Instagram	31%	37%
TikTok	19%	22%
Podcasts	14%	18%
Scrapbooks (e.g., Pintrest, Tumblr and Are na)	9%	10%
Twitter	9%	11%
Reddit	7%	12%
Audiobook platforms (e.g., Audible)	6%	10%
Live streaming platforms (e g , Twitch, Mixer, Eventcast)	6%	8%
Photography apps (e.g., VSCO, Flickr, imgur)	5%	5%
Creative e-commerce platforms (E g , Etsy, Bandcamp)	5%	7%
Music making apps (e.g., Garage band / LMMS)	4%	5%
Other video platforms (e.g., Vimeo, Indigitube)	3%	3%
NFT marketplace platforms (e.g., OpenSea, Magic Eden)	2%	3%
AI image generator platforms (e g , DALL-E, NightCafe)	2%	3%
Blockchain / distributed ledger technology (e.g., Ethereum, Qurom)	2%	2%
Other	1%	2%
None of the above	31%	28%

Q47. Which of the following digital platforms, if any, have you used, not just for entertainment but specifically to engage with creativity, culture and art in the last 12 months? Base: 2022 Australia data (n=9,396) // ACT data (n=625)

7.3.2 Creation using digital platforms

Nearly one in three Australians from the ACT express themselves creatively on digital platforms (31%), including through *Videos* (11%), *Memes* (7%) and *Music or songs* (6%).

Figure 43: Creation using digital and social media platforms 2022



Q48. Have you personally created any of the following in the last 12 months, using a digital platform?
 Base: ACT Population 15+ (n=625)

Figure 44: Creation using digital and social media platforms 2022

Internet arts engagement	Australia Total	ACT Total
Created using a digital platform	31%	31%
Videos e.g. Tik Tok, short films, video essays, film clips	11%	11%
Image galleries e.g. Instagram, Pinterest	8%	8%
Music or songs	7%	6%
Memes	6%	7%
Wallpapers / overlays	5%	5%
Digital illustrations e.g. drawings, greeting cards	5%	5%
Podcasts	4%	3%
Animations	3%	3%
Blogs, e-newsletters (e.g. Substack), websites (e.g. Web flow, Square Space, Cargo, Wordpress) or chat bots (e.g. Joon Bot, Bot Star)	3%	5%
E-books	3%	3%
Interactive games	2%	2%
Comics	2%	3%
Fan fiction	2%	3%
Emotes	2%	2%
Other digital creations	1%	1%
None of the above	69%	69%

Q48. Have you personally created any of the following in the last 12 months, using a digital platform? Base: 2022 Australia data (n=9,396) // 2022 ACT data (n=625)

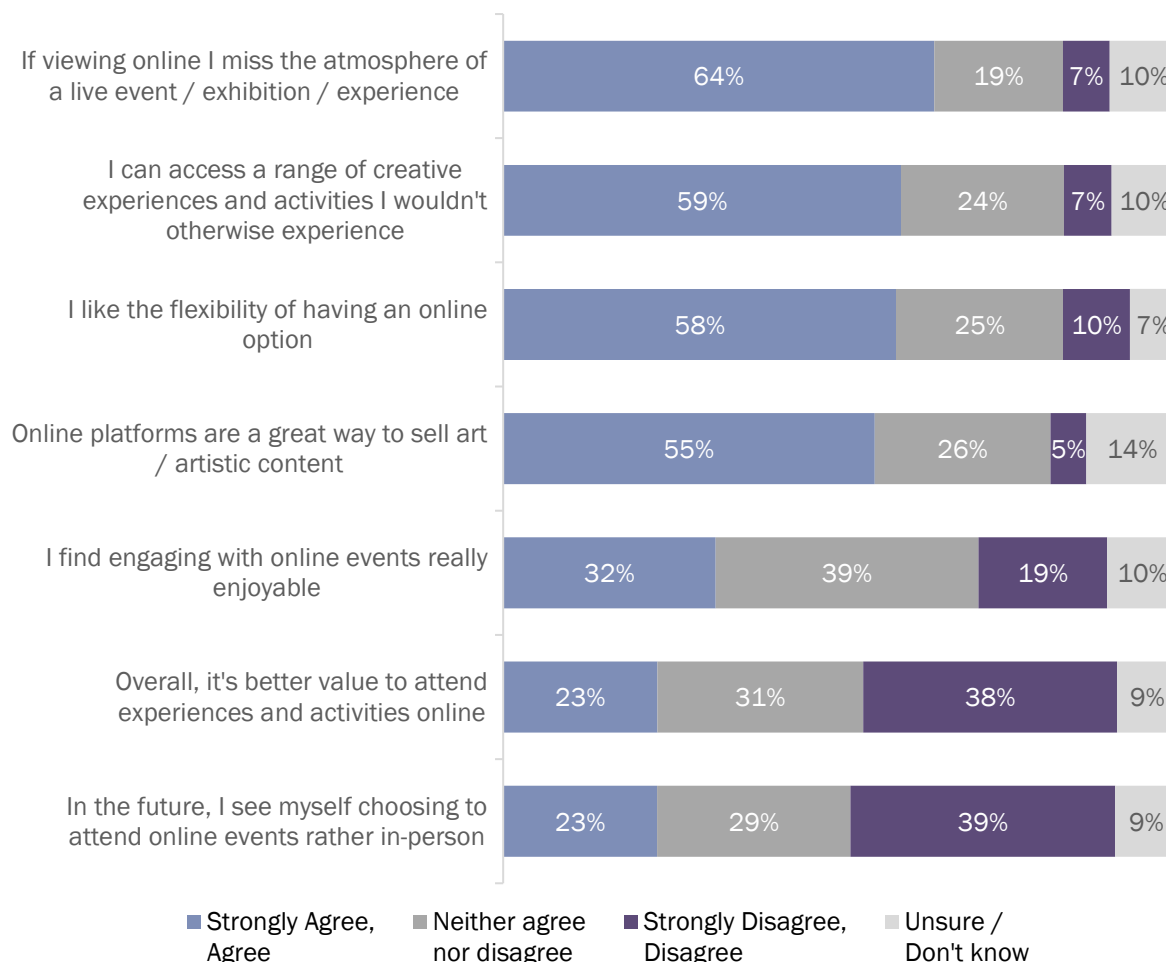
7.4 Flexibility of online and digital experiences and activities

In the last 12 months, 88% of Australians aged 15 or over have engaged with the arts online or through digital platforms. For those living in ACT, this proportion jumps to 93%.

When asked about their experience with accessing creative experiences and activities online, nearly three in five respondents agreed that *I like the flexibility of having an online option* (endorsed by 58% of ACT 15+), that *Online platforms are a great way to sell art / artistic content* (endorsed by 55% of ACT 15+) and that *I can access a range of creative experiences and activities that I wouldn't otherwise experience* (endorsed by 59% of ACT 15+).

Almost a third of Australians living in the ACT aged over 15 agreed that *Engaging with online events is really enjoyable* (32%). However, nearly two in three (64%) Australians in the ACT aged 15+ *Miss the atmosphere of a live event / exhibition / experience when viewing online*, and nearly two fifths (38%) don't believe *Overall it's better value to attend experiences and activities online*. While nearly one in four (23%) Australians in the ACT aged 15+ would *Choose to attend online events over in-person events in the future*, two in five (39%) would not consider this.

Figure 45: Accessing creative experiences and activities online and through digital platforms

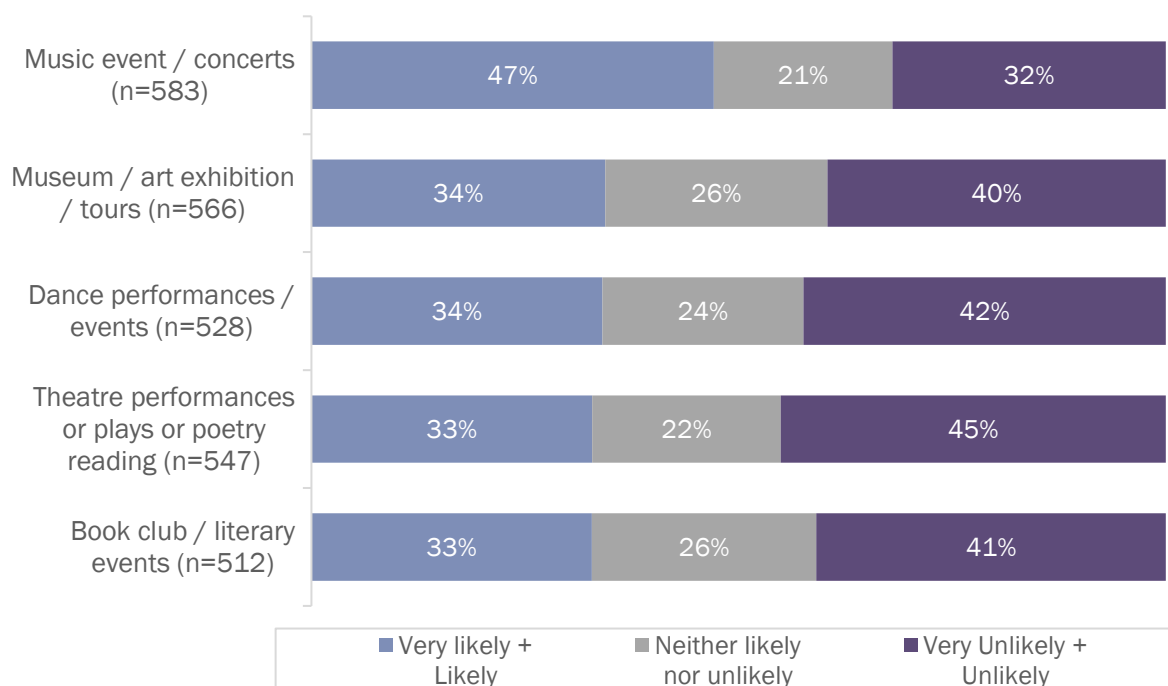


Q49. Thinking about your experience with accessing creative experiences and activities online, how much do you agree or disagree with the following statements? Base: ACT Population 15+ (n=625)

In 2022, there was high engagement with digital platforms. Since events and activities were suspended for over a year during the pandemic, more Australians were exposed to creative activities and arts online and through digital channels. Accessibility to these online and digital arts events and creative activities was easy and only a few clicks away. If Australians in the ACT weren't able to attend arts events and experiences in person, some would be likely (very likely + likely) to attend the event online.

- Music event / concerts (47%)
- Museum / art exhibition / tours (34%)
- Dance performance / events (34%)
- Theatre performances / plays / poetry readings (33%)
- Book club / literary events (33%)

Figure 46: Australians in ACT’s likelihood to attend arts events online 2022



Q50. If you were not able to attend the events in person (e.g. due to location, costs or health), how likely would you attend the following events online? Base: ACT Population 15+ who attend the events

7.5 Change in online and digital engagement post-COVID

With the stay-home restrictions in 2020-21, Australians 15+ were choosing to interact with activities and arts online and through digital platforms. For many, restricted access to regular activities and more time at home during COVID-19 restrictions meant there was an opportunity to explore activities and try new things/art forms that they maybe hadn’t been exposed to before.

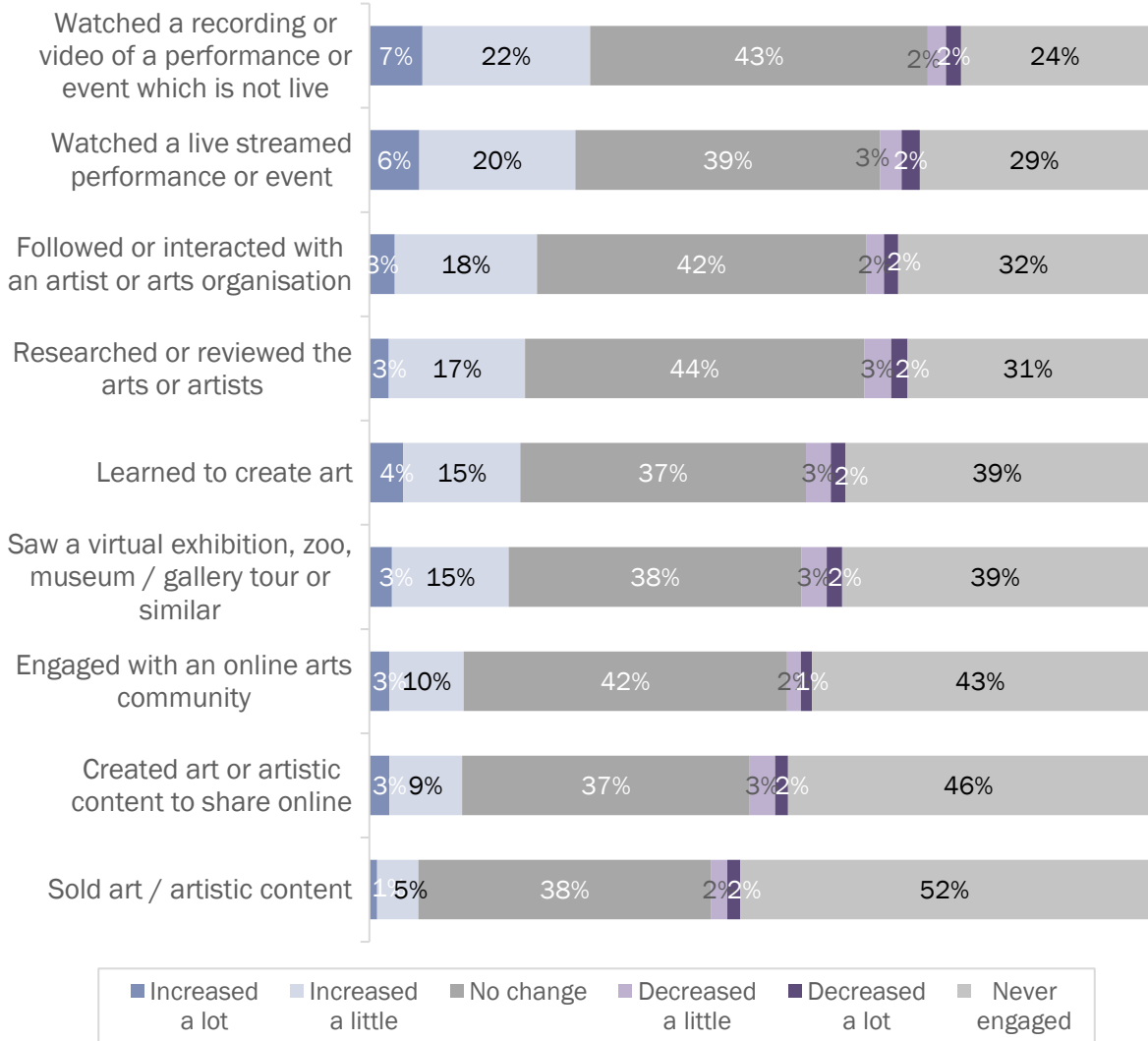
Being able to access these online, through streaming services and/or through familiar or even new digital platforms created new avenues for Australians to engage with creative activities and experiences that although there before, may not have been top of mind. Not only was accessing content online or through digital channels relatively easy from home, digital content was also affordable and, in many instances, free of charge.

Overall, there has been an **increase in internet-based activities** amongst ACT Australians since COVID-19, rather than a decrease, although between 37% and 44% report there being ‘no change’. Many Australians in the ACT (between 24% and 52%) still haven’t engaged with these activities.

The online activities that have seen the highest increase in engagement among ACT Australians 15+ are watched recordings and interaction with arts / artists:

- Watched a recording or video of a performance or event which is not live (28%)
- Watched a live streamed performance or event (26%)
- Followed or interacted with an artist or arts organisation (21%)
- Researched or reviewed the arts or artists (20%)

Figure 47: Change in online and digital engagement engagement

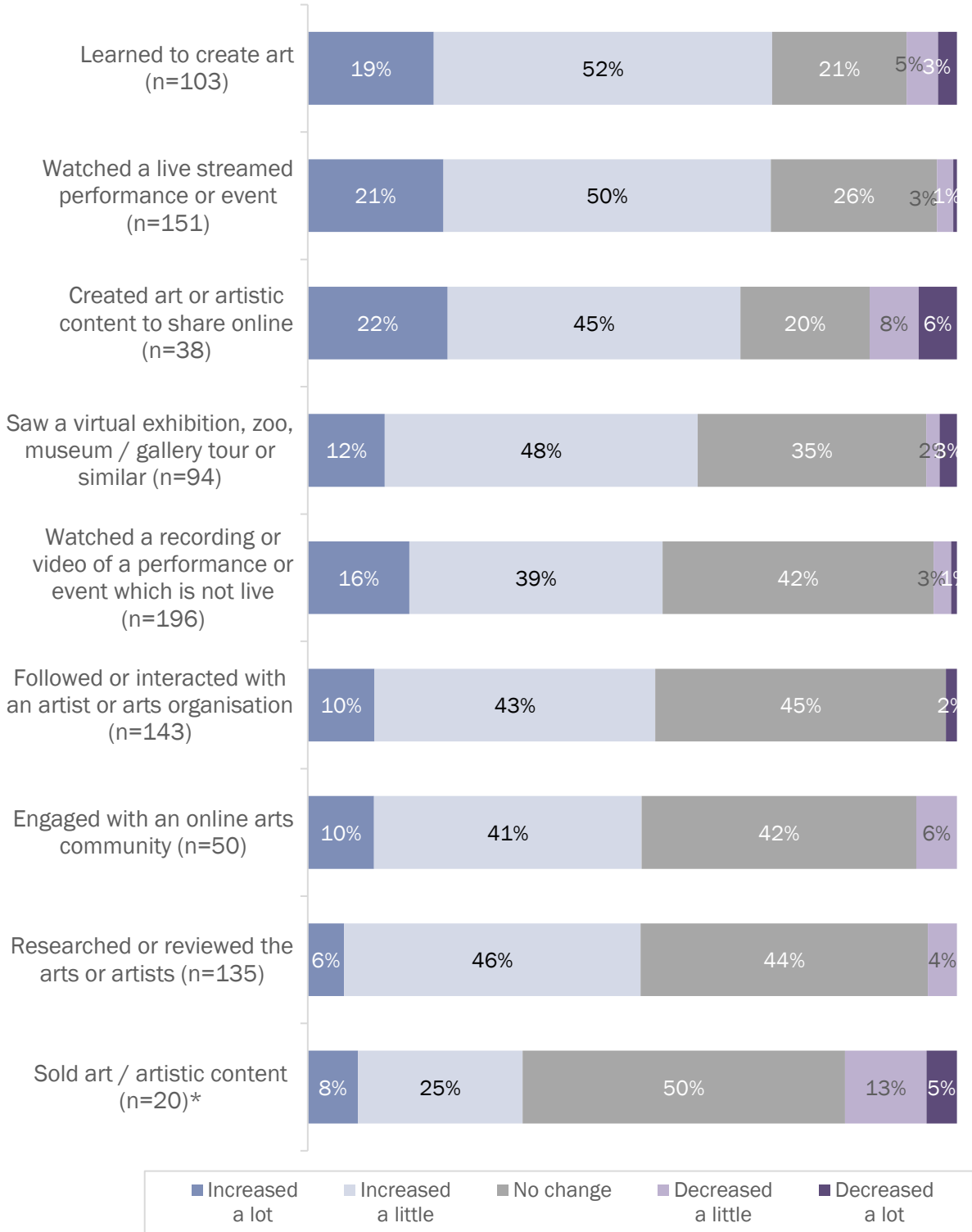


Q46. How has this changed compared to before the COVID-19 pandemic? Base: ACT 15+ (n=625)

Among those who have engaged with internet-based art and creative activities in the last 12 months, nearly half have seen an increase in their specific engagement with each category since the pandemic, with the largest increases seen in using the internet to learn to create art.

- Learned to create art (72% increase)
- Watched a live streamed performance or event (71% increase)
- Created art or artistic content to share online (67% increase)
- Watched a recording or video of a performance or event which is not live (55% increase)
- Saw a virtual exhibition, zoo, museum / gallery tour or similar (60% increase)
- Followed or interacted with an artist or arts organisation (54% increase)
- Engaged with an online arts community (51% increase)
- Researched or reviewed the arts or artists (51% increase)
- Sold art / artistic content (33% increase)*

Figure 48: Change in online engagement among those who have engaged with each activity in the last 12 months



Q46. How has this changed compared to before the COVID-19 pandemic? Base: ACT 15+ (n=625)

* Indicative only due to small sample size.

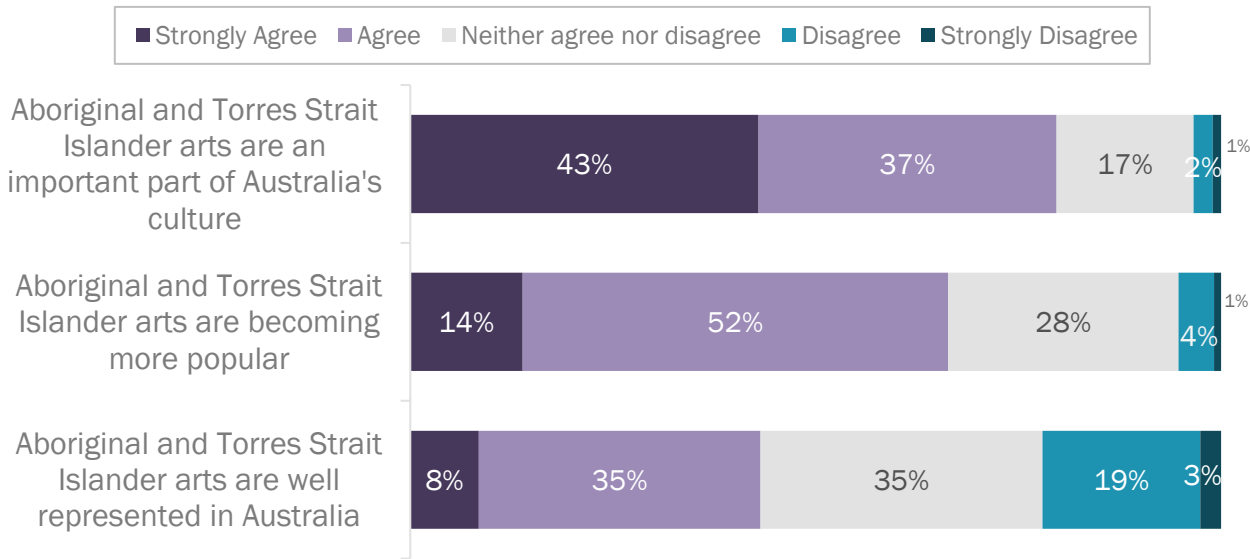
8 Our cultural identity and diversity

8.1 Attitudes to First Nations arts

In 2022, there is widespread agreement that *Aboriginal and Torres Strait Islander arts are an important part of Australia’s culture*, with 296 thousand Australians from the ACT agreeing, or 80% of the population aged 15 years and over. Agreement has remained the same since 2019.

Despite such art being valued, less than half of Australians living in the ACT believe that *Aboriginal and Torres Strait Islander arts are well represented in Australia* (43%). This is a decrease from 49% in 2019.

Figure 49: Attitudes to First Nations Arts 2022



Q34. To what extent do you agree or disagree with each of the following statements? Base: 2022 ACT data (n=625)

8.2 Interest in First Nations arts

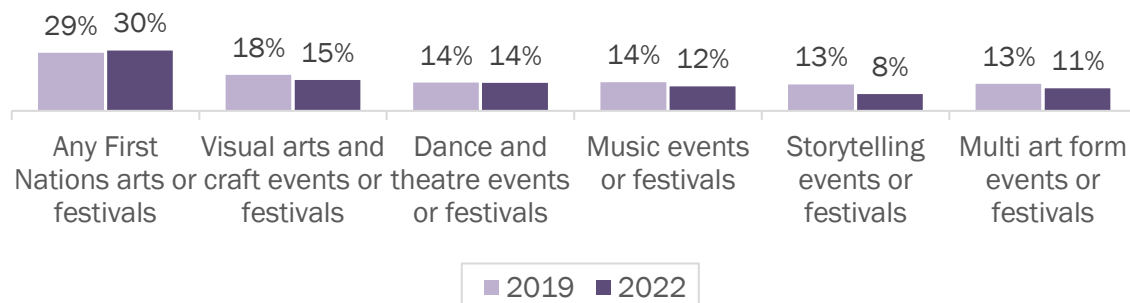
In 2022, 180 thousand Australians from the ACT were interested in First Nations arts, or 48% of the population aged 15 years and over. Interest has increased from 37% in 2019.

Whilst interest in First Nations arts remains unchanged for most (69%), over one in four (27%) Australians from the ACT have a growing interest in First Nations arts in 2022. This is similar to the amount of Australians from the ACT who reported a growing interest in First Nations arts in 2019 (25%).

8.3 Attending First Nations events and festivals

In 2022, 112 thousand Australians from the ACT, representing 30% of the population aged 15 years and over, attended First Nations arts, cultural activities or festivals. Attendance has remained consistent since 2019 (29%).

Figure 50: ACT attendance at First Nations Arts including festivals, 2019 and 2022

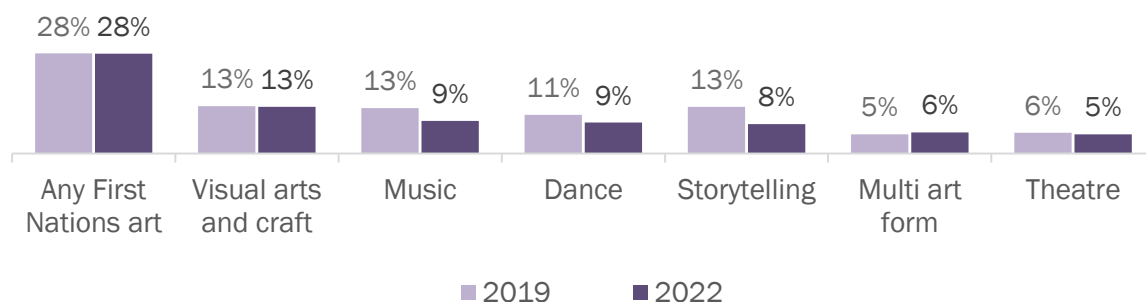


Q12. Thinking about the festivals you have attended, were any of these Aboriginal or Torres Strait Islander festivals?
 Q31. Have you attended or seen any of the following Aboriginal and/or Torres Strait Islander arts or cultural activities in the past 12 months? Base: 2019 ACT data (n= 130) // 2022 ACT data (n= 625)

8.3.1 Attending First Nations arts or cultural events

In 2022, nearly three in ten (28%) Australians from the ACT aged 15 years and over attended First Nations arts or cultural activities. This is consistent with 28% in 2019.

Figure 51: Attendance at First Nations Arts 2019 and 2022



Q31. Have you attended or seen any of the following Aboriginal and/or Torres Strait Islander arts or cultural activities in the past 12 months? This includes arts that you have seen as part of festivals or special events (e.g. NAIDOC week activities)? Base: 2019 ACT data (n= 130) // 2022 ACT data (n= 625)

Figure 52: First Nations Arts events 2022

First Nations Arts attendance	Australia Total	ACT Total
Attended at least one event	25%	28%
Visual arts and craft	12%	13%
Dance	11%	9%
Music	10%	9%
Storytelling	8%	8%
Multi art form	5%	6%
Theatre	4%	5%
None of the above	75%	72%

Q31. Have you attended or seen any of the following Aboriginal and/or Torres Strait Islander arts or cultural activities in the past 12 months? This includes arts that you have seen as part of festivals or special events (e.g. NAIDOC week activities)? Base: 2019 AUS data (n=9,396) // 2022 ACT data (n=625)

8.3.2 Attending First Nations festivals

In 2022, one in seven (15%) Australians from the ACT aged 15 years and over attended a First Nations festival. Attendance levels are similar from 2019, where 16% of Australians from the ACT attended First Nations festivals. Festivals where many art forms are exhibited are the most popular form of festival attended (7%), followed by visual arts and performing arts festivals (both 6%).

Figure 53: First Nations Arts festivals 2022

First Nations Festival attendance	Australia Total	ACT Total
Attended at least one festival	17%	15%
Festivals where many art forms are exhibited	7%	7%
Visual arts festivals or fairs	7%	6%
Performing arts festivals e.g. theatre or dance	6%	6%
Music festivals	5%	5%
Another type of Aboriginal or Torres Strait Islander festival	1%	0%
None of these	28%	33%
Did not attend any festivals	83%	85%

Q12_REBASED. Thinking about the festivals you have attended, were any of these Aboriginal or Torres Strait Islander festivals? Base: 2022 Australia data (n=9,396) // 2022 ACT data (n=625)

8.4 Engagement with own cultural background through arts

In 2022, one in three (32%) of the ACT population engaged with their own cultural background, language group or community by attending events or festivals, or creating art. This is consistent with 2019 (33%).

8.5 Attending live events for community connection

In 2022, three in ten (29%) of the ACT population attended cultural and artistic events focused on their own cultural background, language group or community. This is consistent with 2019 (29%).

Music is the main form of event attended (17%), followed by theatre (10%). Festivals or celebrations had 9% of the ACT population attending, 7% at dance events and 6% at visual arts and craft. Five percent attended book or literary events from their own cultural background.

8.6 Location of cultural events

Concert halls or theatres (13%) are the main locations for Australians from the ACT attending cultural events, followed by community centres or halls (9%), museums/galleries (8%) and stadiums or arenas and local parks (both 7%). A smaller proportion of Australians in the ACT attend cultural events at markets (5%) and in the neighbourhood/street or libraries (both 4%).

8.7 Value of cultural events

Australians living in the ACT who attend creative, cultural and artistic events focused on their own cultural background, language group or community see great value in doing so, with almost all (94%) citing at least one benefit.

Figure 54: Value of cultural events 2022

Value in attending cultural events	Australia Total	ACT Total
At least one value	96%	94%
Spending time with family and/or friends	54%	61%
I get to know people in my community	39%	41%
Improved health and wellbeing	38%	32%
I feel connected to my heritage	35%	34%
Knowing the wider community has more understanding of my culture	27%	26%
Preserving the practices of my heritage	25%	22%
My children can learn about and connect with their cultural background	23%	16%
Community support because I am living away from my home country	19%	18%
Other	1%	1%
None of the above	4%	6%

Q19. What value do these cultural events provide to you? Base: Those who engage with own cultural events in Aus (n=2,673) // in ACT (n=192)

8.8 Cultural connection through creative participation

In 2022, 16% of Australians living in the ACT aged 15 or over created art to engage with their own cultural background, language group or community. This is consistent with 17% in 2019. Amongst Australians from the ACT who created art in the past year, just under two in five (38%) produced outputs to engage with their own cultural background, language group or community.

Within the ACT, music is the most likely creation (8%), followed by creative writing (5%). Four percent created dances, festivals, or visual arts and craft to engage with their cultural background or community.

9 The impact of COVID-19

The impact of COVID-19 on arts and creativity was important to measure in 2022 both as a way to capture and reflect what has happened as well as provide insight into the way forward for arts and creativity in 2023 and beyond.

9.1.1 NAPS 2022 survey data

A series of COVID-19 questions are included in the NAPS 2022 survey to capture the impact of the pandemic on arts and creativity. Questions are developed specifically to provide a quantified measure of key issues and insights that emerged from the qualitative work and issues known to the sector for which quantification would be of value.

Key questions and measures:

- Impact of COVID-19 on income, work and connection with family/friends
- Impact of COVID-19's stay-home restrictions on the role of arts and creative activities, including impact on social connections and mental health, discovery of new experiences
- Perceived increase or decrease in engagement with arts and creative activities (past 12 months)
- Impact of COVID-19 on attendance at live events, current level of concern, and what would reduce concerns
- Perceived cost of arts and creative events, willingness to pay for events, overall spend on arts and creative events and correlations to concerns over the rising cost of living.

9.1.2 NAPS 2022 data confirms COVID-19 restrictions are both positive and negative for Australians

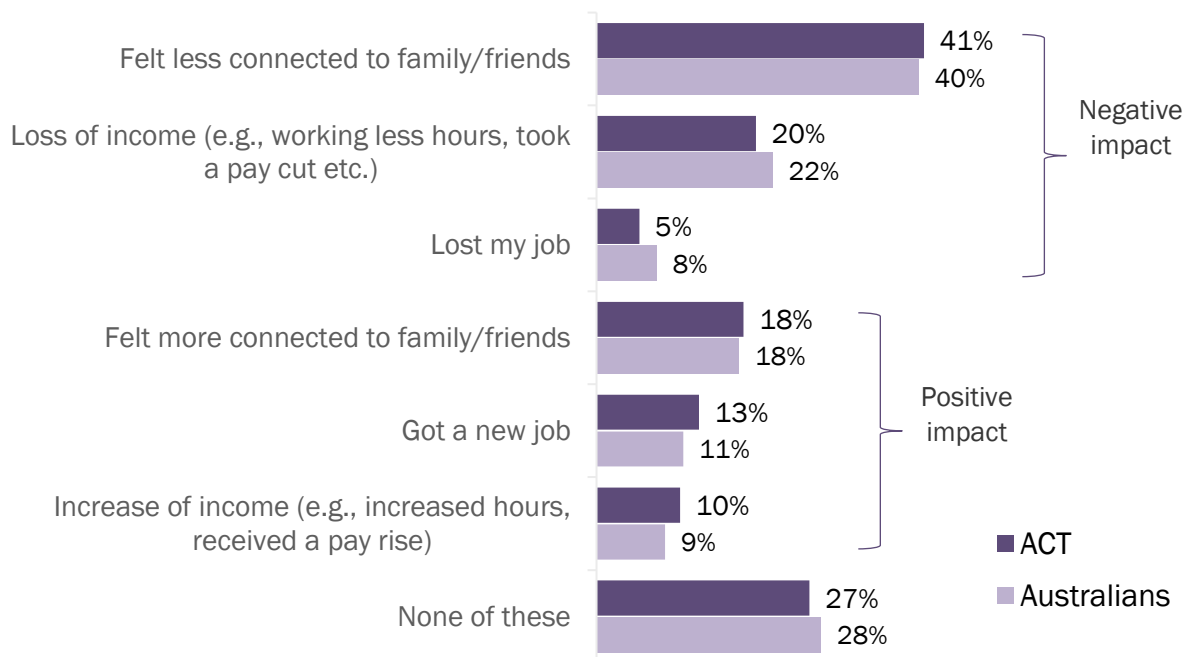
NAPS 2022 data confirmed that there are both positive and negative impacts during COVID-19 and the stay-home restrictions. Overall, half (53%) of Australians 15+ had a negative consequence with only 31% experiencing a positive impact. Amongst those living in ACT, 54% had a negative consequence and 33% experienced a positive impact.

On the contrary, nearly a third (31%) of Australians 15+ had a positive outcome from COVID-19 and stay home restrictions, with 18% feeling more connected to family/friends and a similar proportion (17%) starting a new job or increasing their income. For those living in ACT, 33% had a positive outcome from COVID-19 stay home restrictions, with 18% feeling more connected to family/friends and 19% starting a new job or had an increase of income.

In the ACT, impact on connection with family and friends was particularly high with more registering a negative impact (41%) than a positive impact (18%).

Just under a quarter of Australians from the ACT (23%) either **lost their job** (5%) or **experienced reduced income** (20%).

Figure 55: Impact on lifestyle factors during COVID-19 and stay-home restrictions

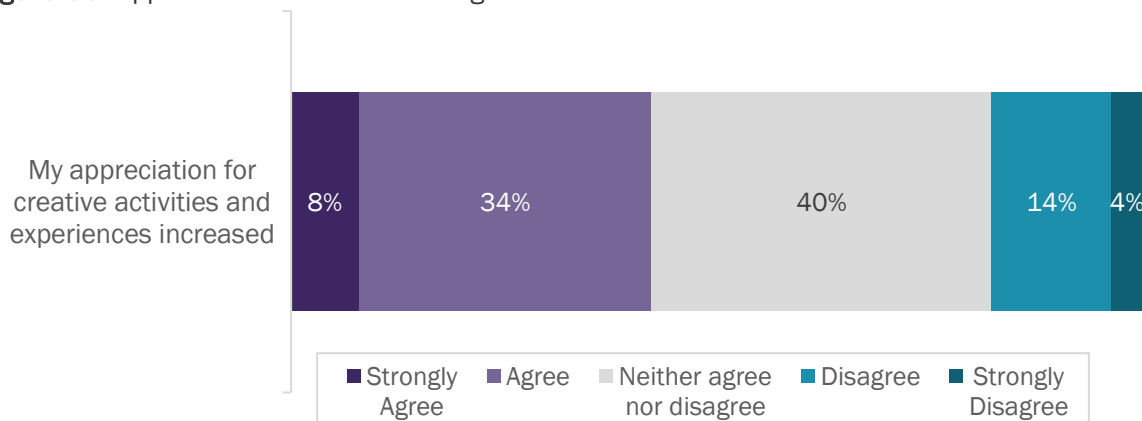


Q56. Thinking about your experience during COVID-19 and the stay-home restrictions. Which of the following, if any, applied to you? Base: Australians 15+ (n=9,396) // ACT (n=625)

9.1.3 Appreciation for creative activities was confirmed in NAPS 2022

Two in five (42%), or 157 thousand Australians from the ACT aged 15+ believed their appreciation for creative activities and experiences had increased during COVID-19 and stay-home restrictions.

Figure 56: Appreciation for the arts during COVID-19 lockdowns and restrictions

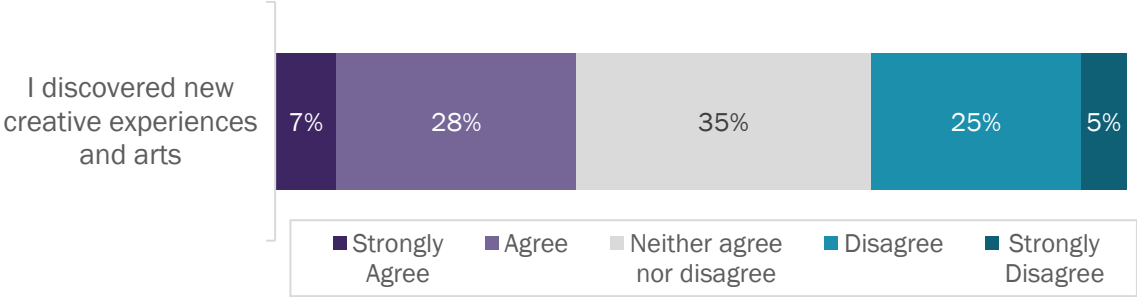


Q57. Thinking about your involvement with creative activities and experiences during the COVID and stay-home restrictions. How much do you agree or disagree with the following statements? Base: ACT 15+ (n=625)

9.1.4 NAPS 2022 data confirms people discovered new creative experiences during COVID-19

Over a third (35%) of Australians from the ACT aged 15+ discovered new creative experiences and arts during COVID-19 and stay-home restrictions.

Figure 57: Creative experiences and arts during COVID-19 and stay-home restrictions

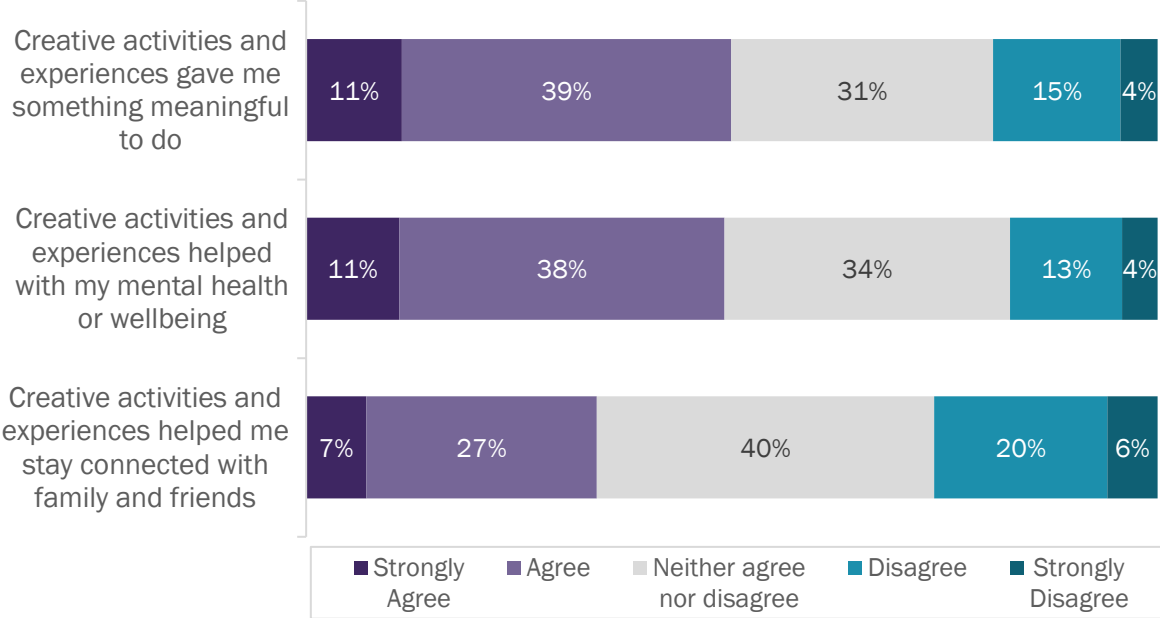


Q57. Thinking about your involvement with creative activities and experiences during the COVID and stay-home restrictions. How much do you agree or disagree with the following statements? Base: ACT 15+ (n=625)

9.1.5 NAPS 2022 data confirms the positive impact of creative activities during COVID-19

Nearly half (49%) or 182 thousand Australians in the ACT aged 15 or over believe creative activities and experiences helped with their mental health or wellbeing and about the same proportion (50%) believed it gave them something meaningful to do during during COVID-19 and stay-home restrictions. A third (34%) or 127 thousand Australians from the ACT aged 15 or over found arts and creative activities helped them stay connected to family and friends.

Figure 58: Creative experiences and arts during COVID-19 and stay-home restrictions

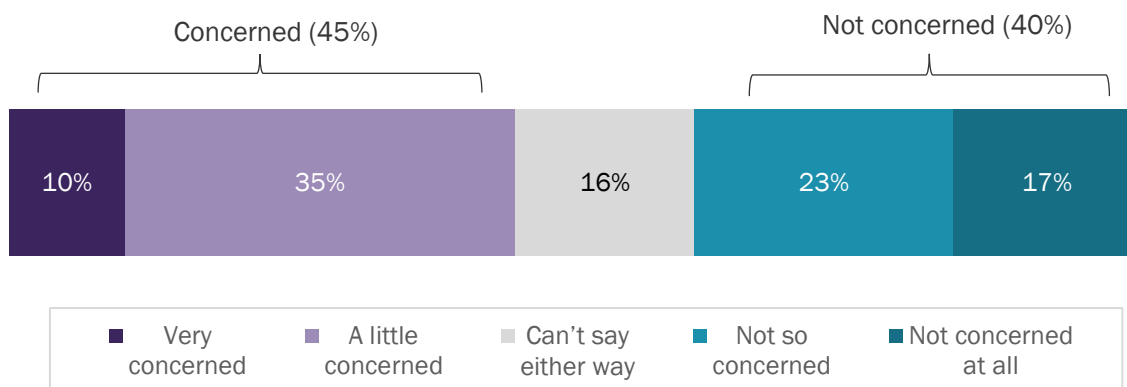


Q57. Thinking about your involvement with creative activities and experiences during the COVID and stay-home restrictions. How much do you agree or disagree with the following statements? Base: ACT 15+ (n=625)

9.1.6 NAPS 2022 data confirms that 45% of people still have concerns

A question was included in NAPS 2022 which measured people’s level of concern around attending creative events and experiences in person. The results show that over two in five Australians from the ACT (45%) are concerned about attending creative events and experiences in person. Two fifths (40%) are not concerned while less than a fifth (16%) couldn’t say either way.

Figure 59: Concerned about attending events at the present time

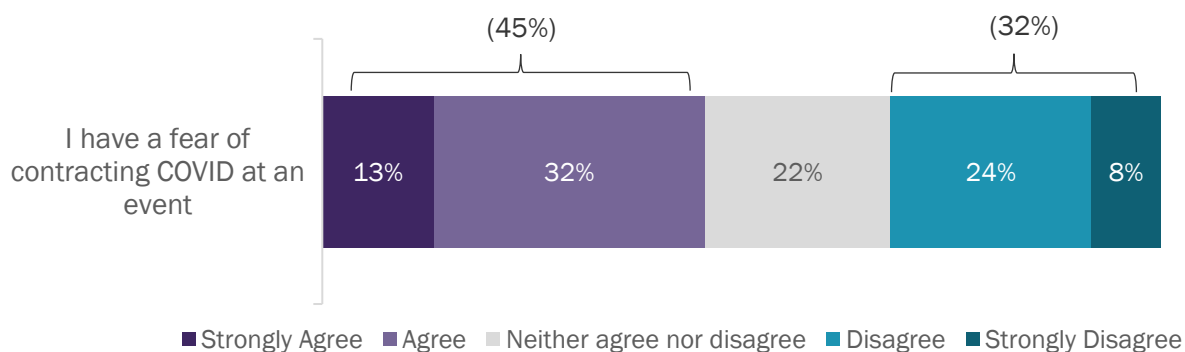


Q55. Thinking about attending creative events and experiences in person at the present time. To what level are you concerned about attending these types of events. Base: ACT 15+ (n=625)

9.1.7 Concerns around contracting COVID

As there are no longer COVID-19 restrictions and Australians are engaging with creative experiences and events in person, 45% of Australians from the ACT have a fear of contracting COVID-19 at an event and 45% of Australians from the ACT are still concerned about attending these events. Amongst those concerned, 78% have a fear of contracting COVID. Conversely, among those who are not concerned about attending an event, only 14% fear contracting COVID-19.

Figure 60: Fear of contracting COVID at an event

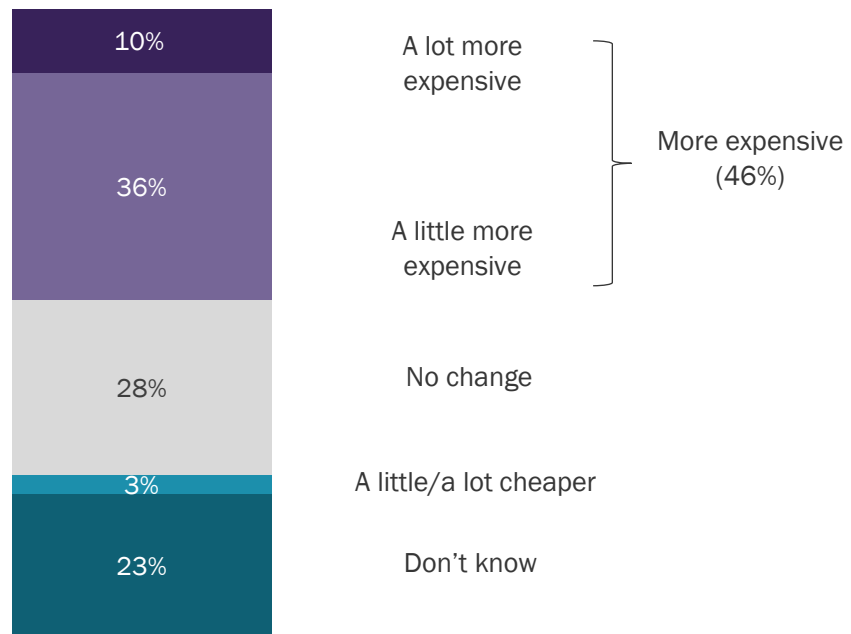


Q23_1. To what extent do you agree or disagree with the following statements? - I have a fear of contracting COVID at an event? Base: ACT 15+ (n=625)

9.1.8 Issues around cost of arts and creative events

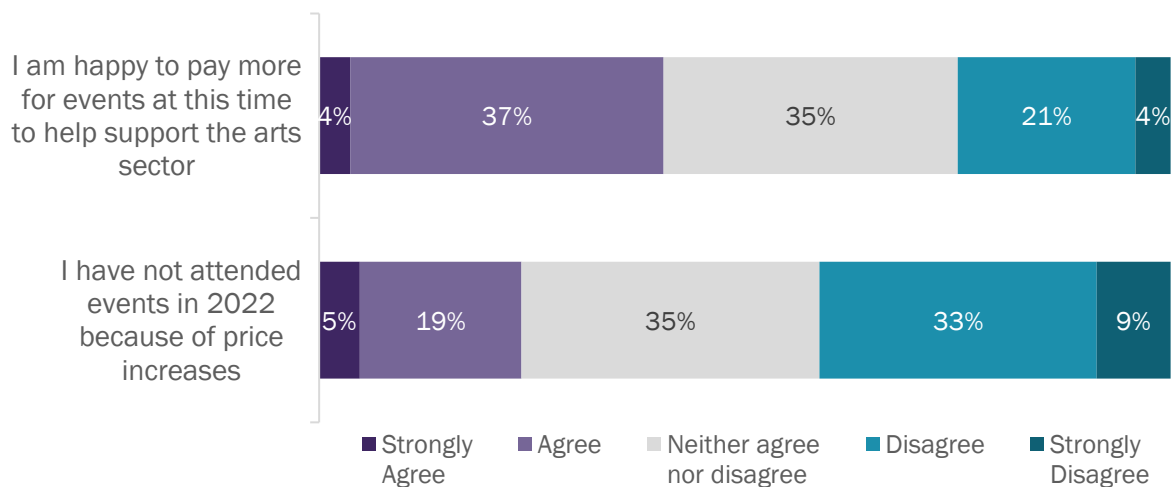
The cost of arts and creative events was predicted to be an issue associated with lower attendance and a slowness in getting back to attending events as frequently as prior to COVID. More than two in five (46%) Australians from the ACT aged 15+ found events are more expensive now than before the pandemic, while only 3% found them cheaper.

Figure 61: Change in price of individual events compared to before the COVID-19



Q15. How has the price of individual arts, cultural and creative events changed compared to before the COVID-19 pandemic? Base: ACT 15+ (n=625)

Figure 62: Art events and prices

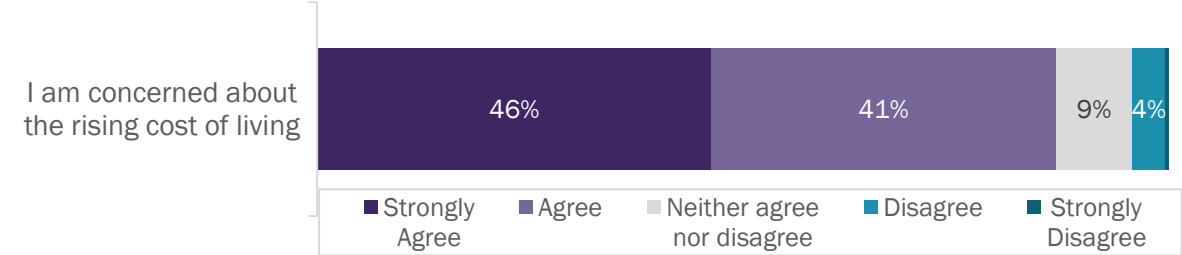


Q16. To what extent do you agree or disagree with each of the following statements? Base: ACT 15+ (n=625)

Issues around costs are likely to be exacerbated by concerns around the rising cost of living

There have been many changes since the peak of the pandemic in 2020, but an issue that has widely been spoken about is the rising cost of living. When the research was conducted in late 2022, 87% were concerned about the rising cost of living, with nearly half (46%) voicing strong concerns.

Figure 63: Concerns about rising cost of living



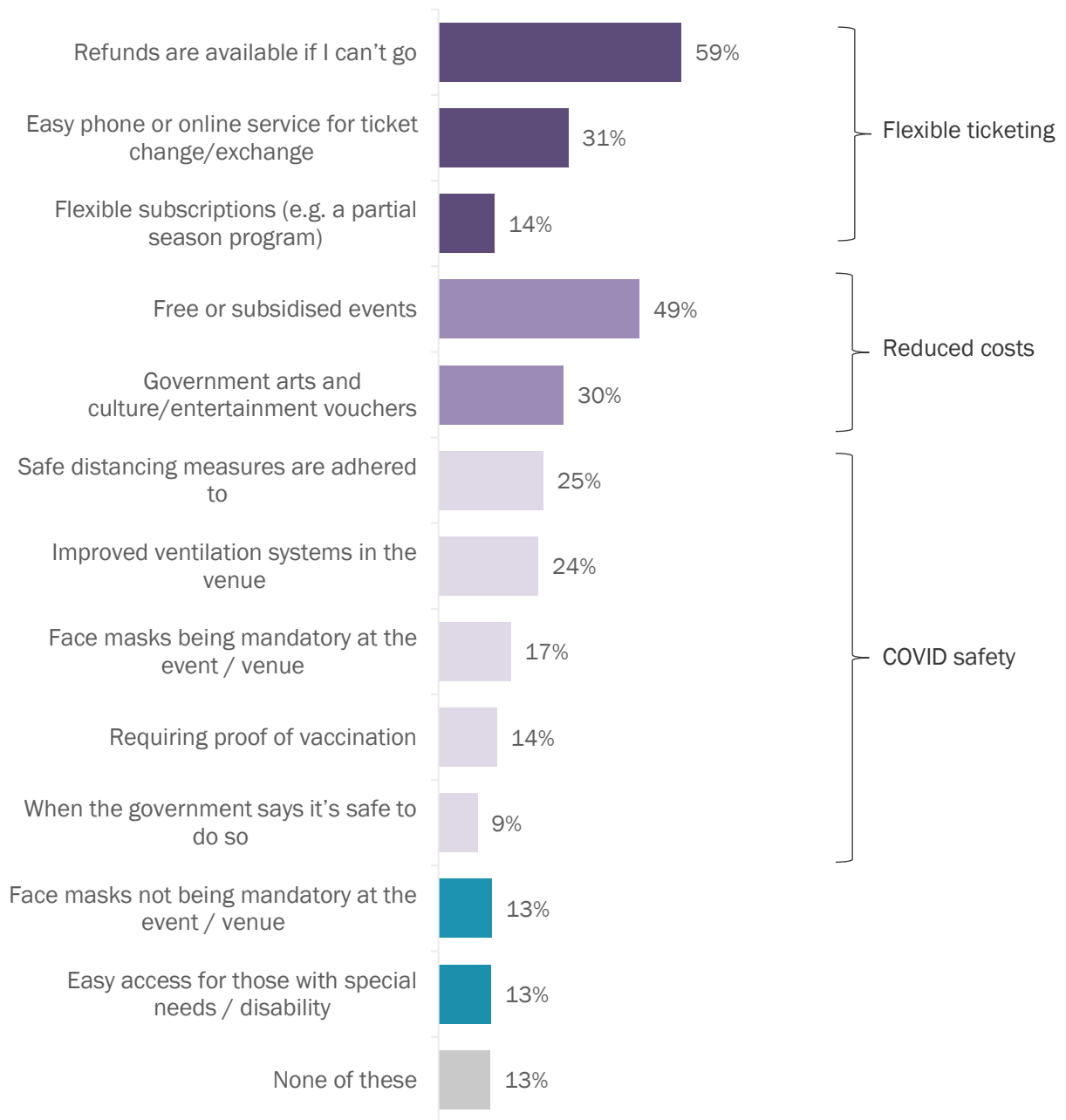
Q16. To what extent do you agree or disagree with each of the following statements? Base: ACT 15+ (n=625)

9.1.9 Encouraging people back to live events

What would encourage attendance at art and creative events in person was more flexibility in relation to the ticketing of events, with half of respondents wanting **assurance of refunds if they can't attend an event** (59%) and/or an easy phone or online service for ticket changes or exchanges (31%).

Reducing costs was also important, with 49% of people supporting free or subsidised events and 30% supporting government arts and culture/entertainment vouchers.

Figure 64: What would encourage people to attend more creative, cultural and artistic activities



Q24. What would encourage you to attend more creative, cultural and artistic activities in person? Base: ACT 15+ (n=625)