

More Australians are participating in the arts

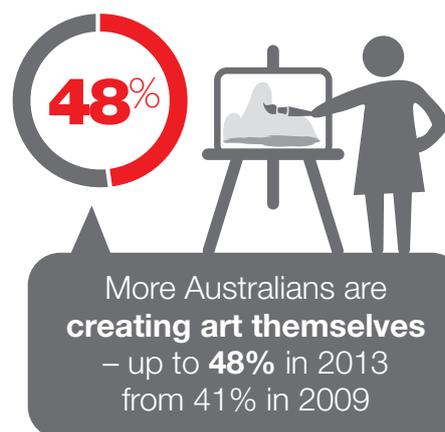
Report May 2014

How are Australians engaging with the arts?

More people are engaging with the arts than ever before. Almost all Australians are creating art, attending art events or reading in 2013.

The biggest increases are in how many Australians create art themselves, up from 41 percent in 2009 to 48 percent in 2013.

There have also been large increases in the number of Australians using the internet to engage with the arts. In total, two out of three Australians engage with the arts online. This includes 56 percent consuming arts, 44 percent engaging with arts organisations and artists, and 23 percent creating art.

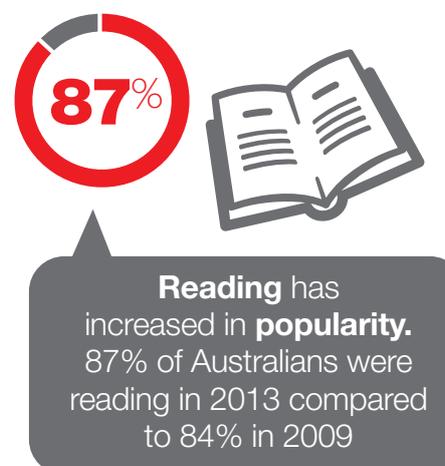


Which arts activities are increasing?

More people are creating visual arts and craft in 2013. One of the reasons may be that technology has made creation easier and websites such as Flickr add a social element to the creation of visual art. Craft has also grown in popularity, with websites such as Etsy making it easier for creators to reach an engaged market.

One in five Australians are also making music (up from 15 percent in 2009). The popularity of reality TV shows about making music may have had an effect, and the growth of easily accessible software has made it easier and cheaper for people to create music.

Reading has also increased in popularity with 87 percent of Australians reading in 2013 compared to 84 percent in 2009. The development of reading technology, such as e-readers and digital books, may be making it easier for people to access creative writing.



Engagement with the arts by artform

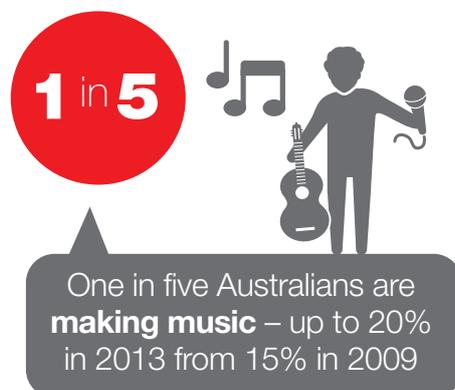
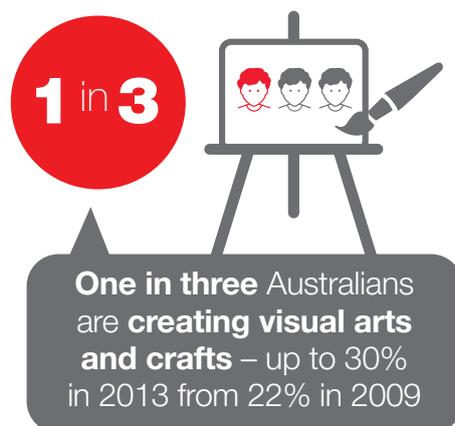
	Created art %	Attended art (or read) %
Visual arts and craft	30 (↑ from 22 in 2009)	37
Theatre	2	25
Dance	3	20
Literature	16	87 (↑ from 84 in 2009)
Music	20 (↑ from 15 in 2009)	57
At least one art form	48 (↑ from 41 in 2009)	94 (↑ from 92 in 2009)

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Where are the opportunities to increase audiences?

While around seven in 10 Australians attended the arts in 2013, there are still opportunities to increase audiences. Groups with lower levels of attendance include those in regional areas, people with disability and people from non English speaking backgrounds.

One in five Australians do not create or attend the arts. Both reading and digital technology provide routes to reach this group. Around three quarters of this group read (14 percent of Australians engage with the arts solely by reading); and 39 percent of this group engage with the arts online.



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