



PATTERNMAKERS



Audience Outlook Monitor

Western Australia Snapshot

November 2022



Department of
Local Government, Sport
and Cultural Industries

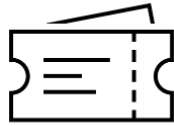
Live Attendance Outlook

Audience behaviour will continue to evolve as a range of new factors impact the path to recovery, according to data collected in October 2022 from 500 Western Australian past attendees.



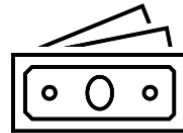
74%

are 'ready to attend now', up from 48% in March '22, when WA saw high case numbers for the first time



43%

are still attending performing arts events less than they used to, pre-pandemic, so full recovery remains a way off



61%

are spending \$50+ on cultural events, an increase on March '22 (52%) – unlike other states, where spending has stagnated



#1

financial reasons are now equal with the risk of transmission as the top barrier to attendance

Key trends



52%

expect their attendance will increase over the next year, but 43% say it will stay the same



16%

say there has been a change in their preferred time, day or location of cultural events



73%

will be attracted to fun, uplifting content, while 45% are drawn to challenging things



61%

want to try things they haven't experienced before

Attendance in Western Australia has recovered from when cases first peaked in March, but non-Covid factors are complicating the picture

- ▶ With regards to COVID-19, Western Australian (WA) audiences are rebuilding their confidence, according to the October 2022 data from 500 WA past attendees. 74% say they are 'ready to attend now' – the second highest-rate in the country – up from 48% in March, when WA opened its borders and first faced high case numbers.
- ▶ Many are feeling positive about attending events right now and 8 in 10 (77%) attended a cultural event in the fortnight before data collection. This is one of the highest rates in the country, along with NSW and the ACT.
- ▶ Attendance frequency is slowly returning to pre-pandemic levels. Right now, 57% of WA performing arts attendees are attending as often as they used to (or more) compared to before the pandemic.
- ▶ Spending levels are increasing. The proportion spending over \$50 on arts and culture in the past fortnight (61%) has increased from August (52%) and March 2022 (52%), unlike other states where spending is stable – a positive sign, considering rising costs of living.
- ▶ Full recovery will take time. While most WA audiences are feeling confident and optimistic, there's no doubt the picture has changed over the pandemic – and economic pressures, lifestyle changes, new priorities and the availability of events will continue to impact behaviour in the next year.

1 in 3 WA audience members say there may not be enough events on offer – and there’s demand for new and uplifting content

- ▶ WA audiences are optimistic about future attendance, with 52% saying they expect to attend more often in the next year, and 43% saying their current attendance levels will stay the same.
- ▶ A range of supply and demand factors could limit audience attendance. A third of WA audiences say there’s a lack of events that appeal to them (32%), and they are also some of the most likely nationally to say they’re prioritising other things (26%). Smaller proportions are also lacking the energy to go out (16%) or facing challenges securing tickets (15%).
- ▶ Price sensitivity may increase, as financial reasons are now on par with the virus as a barrier to attendance – affecting 37% of WA audiences (up from 25% in August 2022).
- ▶ Last-minute ticket buying is here to stay, with August 2022 data showing the majority of WA audience members book events within the next seven days (21%) and the next 2-3 weeks (34%).
- ▶ Cultural tourism will take time to recover with local attendance most common among WA audiences (65%). Only 7% of WA audiences are attending events interstate, the smallest proportion in the country.
- ▶ Many WA audiences are seeking new (61%) and uplifting (73%) cultural experiences. There’s interest in boosting morale and making up for lost time, following the challenges of the past few years and limited access to touring works during border closures.

4 in 10 WA audience are participating in the arts online – with virtual opportunities vital for accessibility

- ▶ Online channels continue to play an important role in connecting with WA audiences and improving accessibility.
- ▶ Digital marketing is paramount for live events and most (78%) WA audiences are using online channels, such as eNews (54%) and websites (47%) to find out what's on.
- ▶ Online participation in cultural activities is relatively stable. 4 in 10 WA audience members (40%) participated in some kind of online arts recently (up slightly from 36% in March 2022 and stable with 40% in November 2021), such as pre-recorded video (19%) and online classes/tutorials (18%). This is consistent with national trends (41% participated online, stable with 42% in March).
- ▶ Spending on digital activities is also stable – and overall, digital consumption patterns appear to be reasonably fixed. One third of online audiences (32%) paid for a digital activity recently, compared to 30% in March. Among those paying, 54% spent over \$50.
- ▶ Two-thirds continue to see a role for digital, with 7 in 10 saying that these experiences continue to play a 'small' (22%) or 'significant' (45%) role in their life – stable with March (69%).
- ▶ Online cultural participation is higher among WA audiences with access needs including audiences experiencing disability (53%), those with someone vulnerable to COVID-19 in their household (44%) or those aged 75+ (43%).
- ▶ WA audiences appreciate the value of digital programs in overcoming barriers to live attendance – a topic that will be explored in detail in an upcoming Fact Sheet and set of case studies.

Introduction

This report summarises insights from 500 audience members in Western Australia

This Western Australia (WA) Snapshot Report outlines key findings from the October 2022 phase of the Audience Outlook Monitor in Australia (Phase 8), based on data collected from 500 audience members living in WA.

On 12 October 2022, participating organisations simultaneously sent the Phase 8 survey to a random sample of their audience – defined as those who had attended an arts or cultural event in person since January 2018.

This report compares the new results with data collected previously in July 2021 (Phase 5), November 2021 (Phase 6), March 2022 (Phase 7) and the August 2022 'Pulse Check' to examine how things are changing over time. Where relevant, the WA results are compared to those in other states/territories, noting that results for the Northern Territory (NT) and Tasmania (TAS) are not reported separately due to small sample sizes in those areas.

In addition to this Snapshot Report, the October 2022 results are accessible in a free interactive dashboard. Users can explore the data for different artforms, types of events and demographic groups in all parts of Australia. For more information about the study, and to access resources such as the dashboard, visit:

www.thepatternmakers.com.au/covid19.

Read on for the key October 2022 findings for WA.

Image Credit: Daniel J. Grant, Once The Musical. Courtesy of Black Swan State Theatre Company.

Attendance outlook

4 in 10 WA audiences are attending less than they did before COVID-19, as the impacts of the pandemic persist

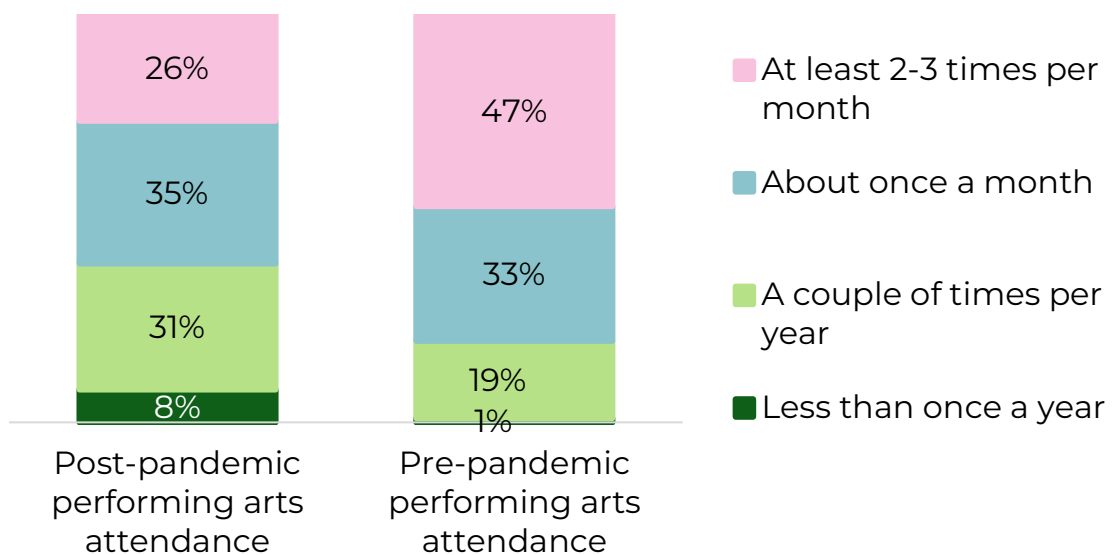
This phase of the Audience Outlook Monitor sought to compare attendance frequency in the 'new normal' to pre-COVID activity – and showed that the long tail of the pandemic continues to impact a significant proportion of WA audiences.

Overall, 4 in 10 WA audiences are attending performing arts events less than they did pre-pandemic (43%) – while 6 in 10 are attending the same amount (55%) or more (2%).

Looking at it in terms of attendance frequency, before the pandemic, 8 in 10 (80%) WA audiences said they attended performing arts events regularly (once a month or more). Notably, this was one of the highest rates in the country, along with NSW.

Now the proportion attending the performing arts regularly (once a month or more) has fallen to 61%. It's quite common that audiences are attending the performing arts only a couple of times a year or less (39%).

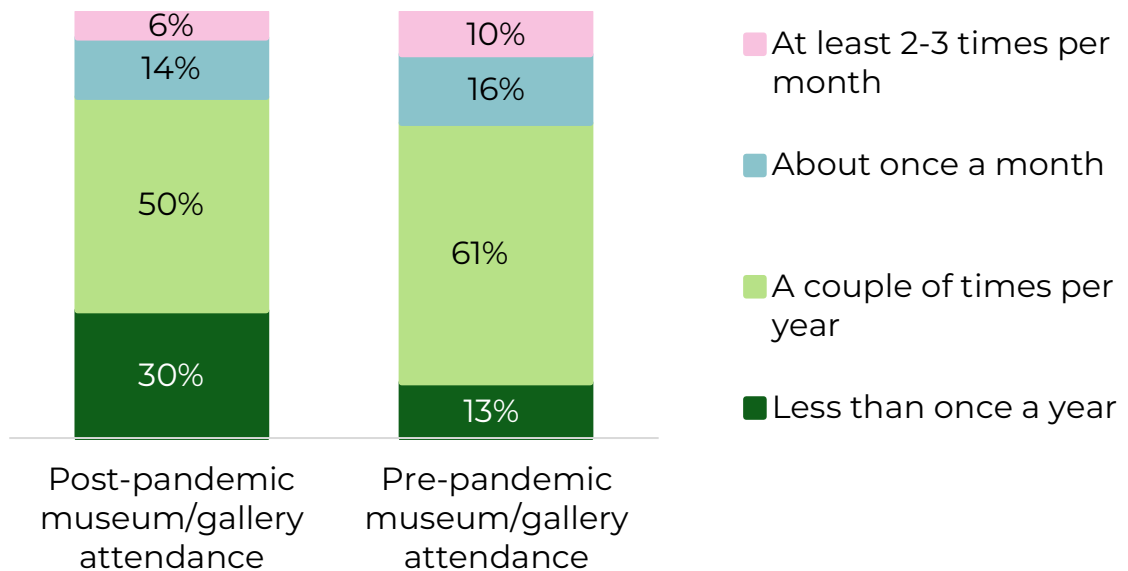
Figure 1: Pre-pandemic, roughly how often did you attend performing arts events? And now, roughly how often do you attend performing arts events? WA audiences (n=491)



Frequency has been less dramatically impacted for museums and galleries, but one quarter (26%) of WA audiences are attending less than they did pre-pandemic.

In terms of frequency levels, 26% of WA audiences were regular visitors pre-pandemic – attending at least once per month. Now, 20% of museum and gallery attendees are visiting this often. It’s become more common to attend less than once a year (30%, up from 13%).

Figure 2: Pre-pandemic, roughly how often did you attend museums and galleries? And now, roughly how often do you attend museums and galleries? WA audiences (n=437)



These trends were more pronounced for risk-averse WA audience members, who attended just as frequently as other audiences pre-pandemic but are now, on average, attending significantly less.

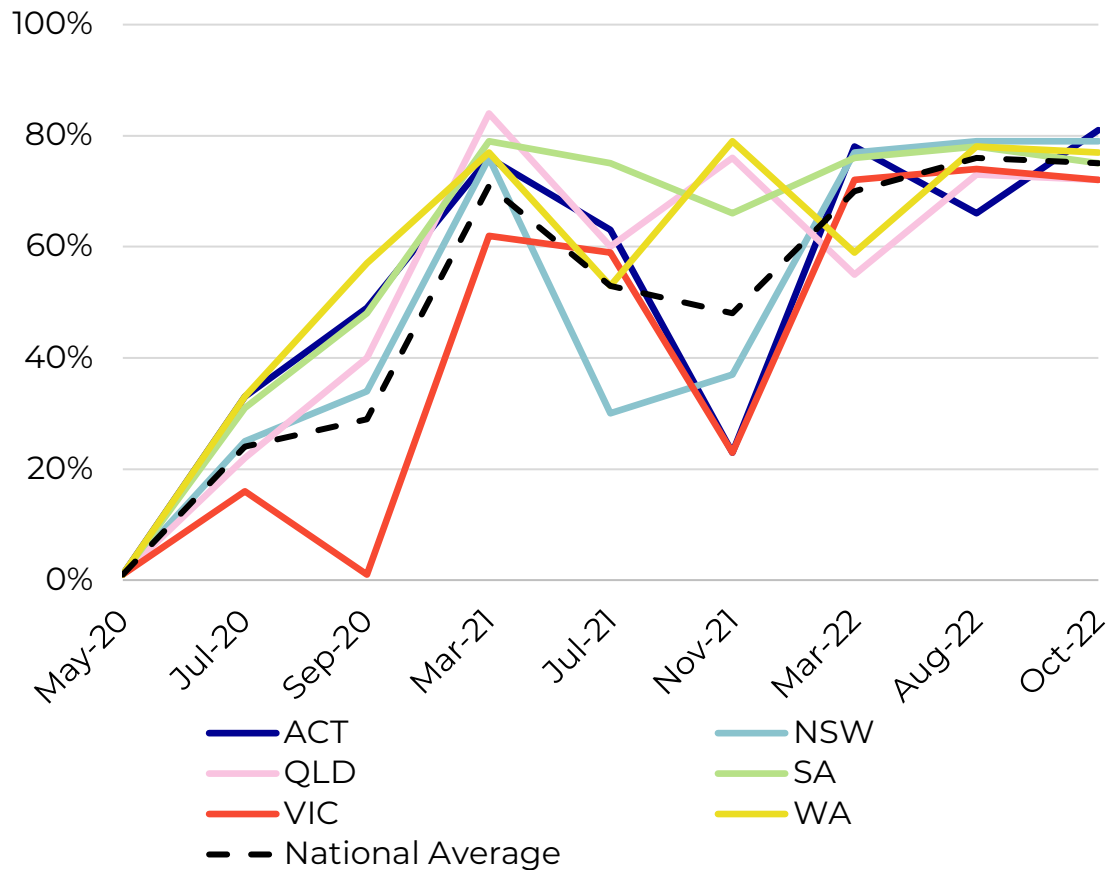
Along with ACT and NSW audiences, audiences in WA are most likely to be attending – having recovered since March

8 in 10 (77%) WA audience members attended a cultural event in the fortnight before data collection (12-16 October 2022), consistent with August (78%) (Figure 3).

Attendance has rebuilt solidly from March (59%), when WA opened its borders and faced mass COVID-19 outbreaks for the first time.

Attendance rates in WA are now some of the highest in the country, next to NSW (79%) and the ACT (81%).

Figure 3: Proportion of audiences who attended a cultural event in the fortnight before data collection, by state/territory, May 2020 to October 2022 (n=5,438)



Qualitative data suggests that most WA audience members feel newly positive in the current context. One said,

‘It’s amazing, it’s like nothing changed.’

Another said,

‘I couldn’t believe how happy I was to return the WASSO performances again. It lifted my spirits so much, it was a joy.’

Unlike other states, WA audiences aren’t returning to regular attendance from extended restrictions or lockdowns – but nonetheless, they expressed excitement about the ‘new normal’, including the prospect of seeing more acts from across the border.

‘WA was considerably less restrictive – few lockdowns which didn't last long but it was great to get back to live performances. Especially missed the Australian Chamber Orchestra and they got a terrific welcome from the audience when they returned.’

WA audiences are among the most confident attending right now – the main challenge being building frequency and spending

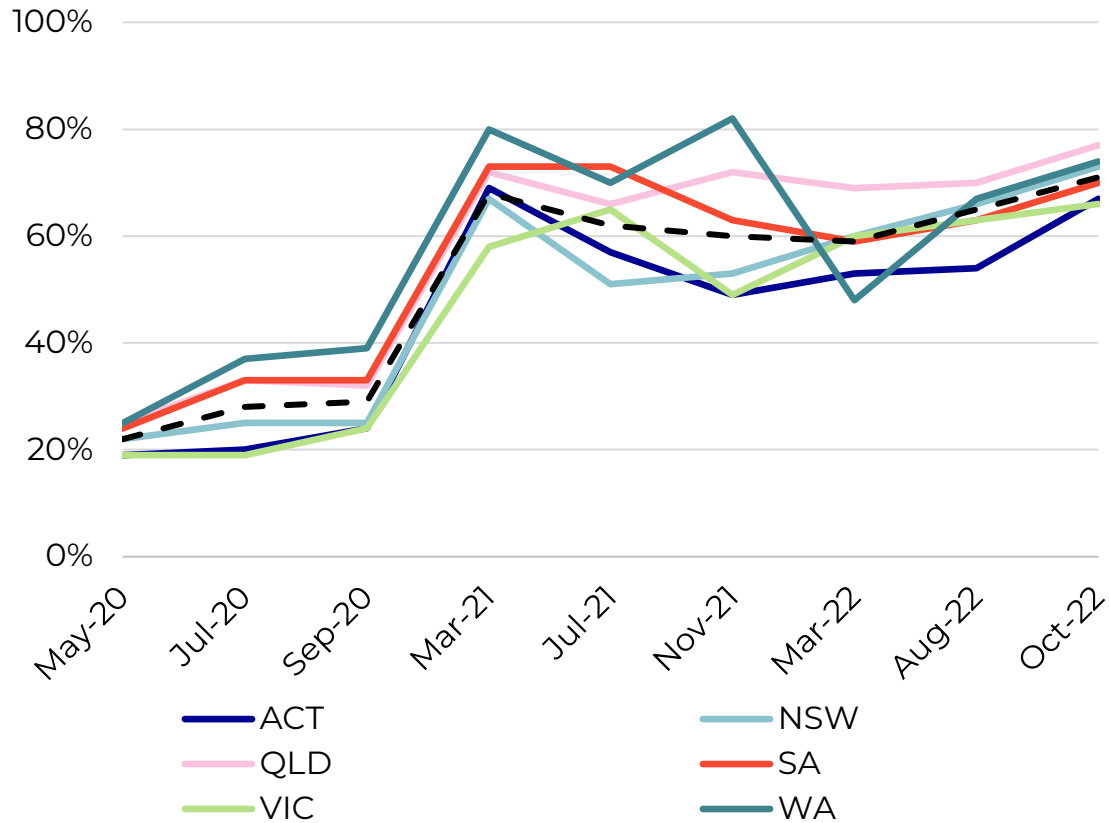
Only a small proportion of WA audience members aren't willing to go out right now (2%). Three-quarters (74%) are willing to attend 'now', up from 48% in March 2022, rather than when 'reasonably confident the risk of transmission is minimal' (24%).

This is the second-highest proportion of any state/territory, second only to QLD (77%). One WA respondent said,

‘I feel that I cannot continue avoiding venues any longer. I take reasonable precautions, [and] I also feel that cultural events need to be supported so that we don't lose them.’

Meanwhile VIC (66%) and ACT (67%) audiences are currently the most risk averse – suggesting that full recovery may take time for states/territories affected by significant pandemic disruptions.

Figure 4: Proportion of audiences who are 'ready to attend now or as soon as permitted', by state/territory, May 2020 to October 2022. n=5,438



With risk tolerance increasing as the situation changes, the main challenge now is building frequency and spending.

While cultural spending has generally remained stagnant in other states/territories, it has increased in WA, relative to August and March levels. Two-thirds of WA audience members (61%) spent \$50 or more on arts and cultural events in the past fortnight – up from 52% in August and March 2022.

But as economic pressures impact audiences around the country, time will tell if this trend holds, amidst the rising costs of living.

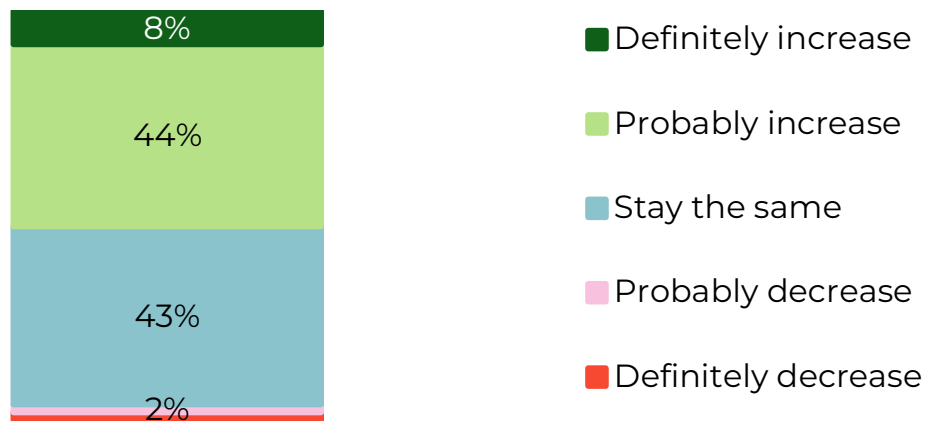
WA audiences are feeling positive, with 5 in 10 expecting to attend the same amount or more than they did, pre-pandemic

Things are slowly improving, and half of WA audiences say they expect to increase their current level of attendance over the next year.

4 in 10 (44%) said their current level of attendance will probably increase, while 8% said it definitely will.

Another 4 in 10 said their attendance levels will stay the same (43%), while only a small proportion expect their attendance will probably (2%) or definitely (2%) decrease.

Figure 5: Over the next 12 months – do you see your current level of attendance at cultural events and activities changing? WA audiences (n=498)



Behavioural trends

Some WA audience members said there's been a change to their preferred time, day or location of events since COVID-19

When asked whether their preferences in the day, time or location of events have changed, 16% of WA audiences said they have – slightly lower than the national average (19%). Meanwhile, the majority (73%) said they have not.

The reasons for these changes varied from person to person, covering a range of complex factors like flexible work patterns, lifestyle changes, ageing and COVID-safety.

One change in preference often given by WA audience was opting to avoid 'peak times' or crowded and indoor venues. One said,

'I am more willing to go to things that are less busy. Or when there are less people moving around outside the venue as you

wait to go in. I am also less willing to go to small, enclosed venues and will pick outdoor options over indoor ones.'

Another said,

'During the week generally has less people and it's cheaper than the weekends.'

Others cited environmental factors, like ease of public transport, or the cost of parking, with one saying,

'City of Perth parking costs were a consideration pre-pandemic. But it's currently free after 6 pm and 3 hrs free on weekends. I'm more likely to attend an event at the City compared to pre-pandemic.'

Qualitative data suggests that last-minute ticket buying remains a trend to watch out for

Data from the August 2022 'Pulse Check' suggested that last-minute planning was likely to be another pandemic holdover – with WA audience members most likely to be booking for events within the next seven days (21%) and the next 2-3 weeks (34%).

It seems likely that for some WA attendees, the changes brought about by COVID-19 will have lasting impacts on their attendance behaviours – and there may be a need to plan accordingly.

WA audiences are most likely to be staying local to attend events

Audiences who had attended arts and cultural events in the last fortnight were asked where these events were located.

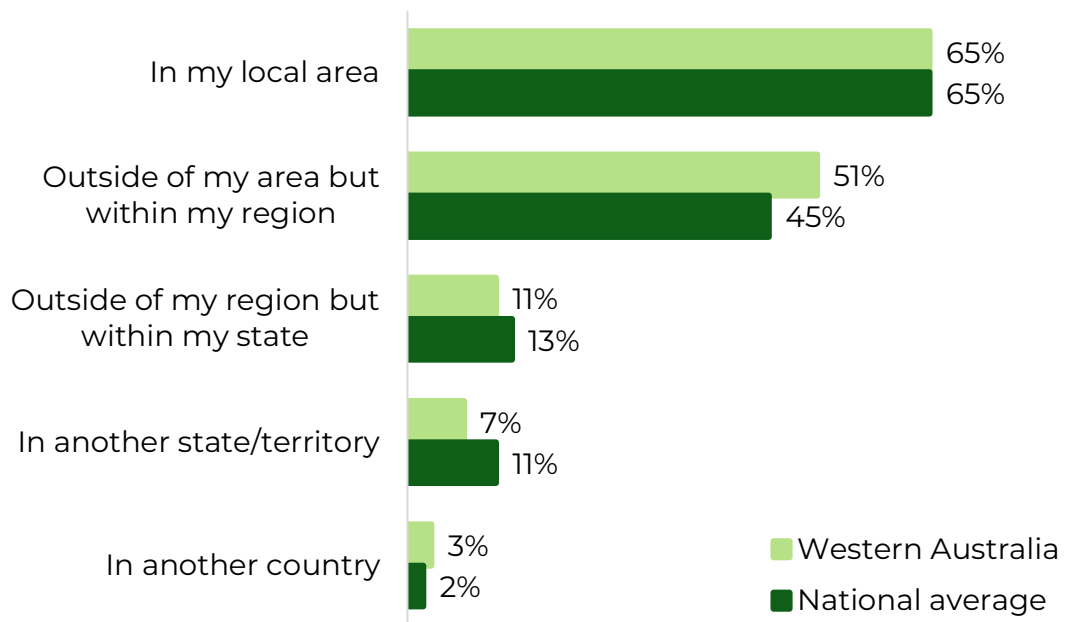
The majority of WA audiences had attended events in their local area only (65%), while around half (51%) attended outside their local area but within their region – slightly higher than the national average (45%).

Further, 1 in 10 (11%) WA audiences travelled outside of their region but within their state to attend a cultural event recently, consistent with the national average of 11% (Figure 6).

Only 7% of WA audiences had recently attended an event interstate, the lowest rate in the country – but some said they had worked up an appetite for cultural tourism during WA’s border closures. One said,

‘We had an easy time in WA so although I cut back on my attendance, I never had to fully stop attending for extended periods. Looking forward to travelling for events again though!’

Figure 6: Were any of the activities you attended in the past fortnight outside of your local area? (select all that apply). WA audiences (n=379) and national audiences (n=3,934)



Barriers

Financial reasons are now one of the main barriers to attendance – inhibiting 37% of WA audiences

When asked if anything was likely to prevent them from attending as they used to over the next 12 months, WA audiences were equally likely to name 'financial reasons' (37%, up from 25% in August) and the risk of the transmission (38%, down from 44%).

This is a departure from previous phases when the risk of the virus clearly outstripped financial barriers.

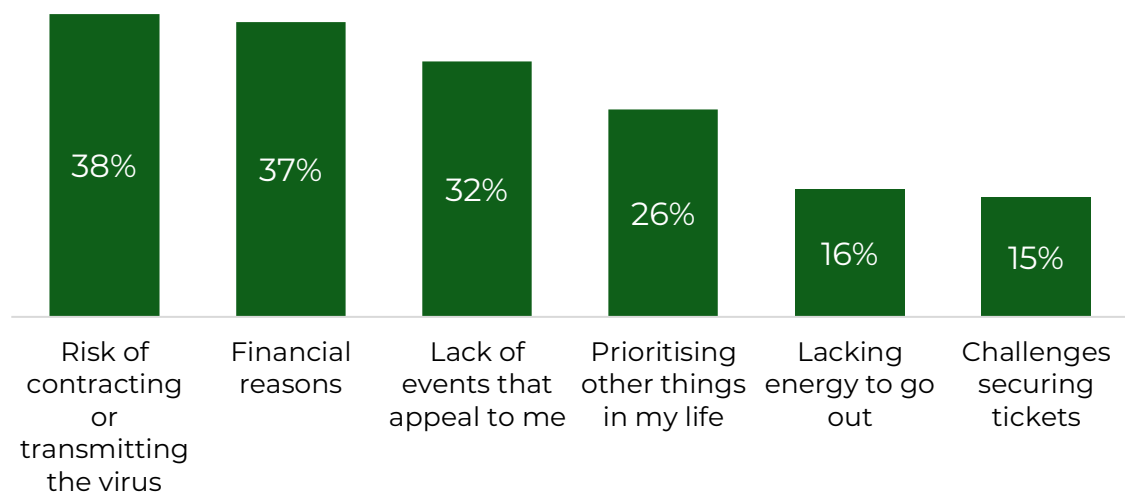
One WA audience member said,

'One of my main reasons for not participating more in the consumption of cultural offerings is cost.'

Another encouraged organisations to,

'Offer a broad range of experiences at a number of different prices points to encourage the widest participation.'

Figure 7: Still thinking about the next 12 months... Can you tell us if anything is preventing you from attending in-person arts and culture events as you used to in the past? (select up to three). WA audiences, October 2022 (n=500)



Other key factors at play are lack of appealing events (32%), prioritising other things (26%) or challenges getting tickets (15%)

New options introduced in Phase 8 explored the complex factors affecting attendance in the 'new normal': physical fatigue from COVID itself, mental fatigue from the anxiety and uncertainty of the past three years, new and competing priorities such as spending time with family or domestic/international tourism, and changes in the availability of events.

1 in 3 (32%) WA audiences said they perceived a lack of appealing events, consistent with national averages. One said,

'I've missed international acts coming to Perth. I miss being able to attend an event with ease, without the worry of things being cancelled or changed, or feeling overloaded with information about the venue and their protocols and requirements. It's hard to feel the unbridled joy and relaxation that used to come from seeing an event with ease.'

Other respondents noted that the reopening of borders (both state and international) had broadened their options, saying,

'Feels like a normality is returning slowly. I missed live music and performers coming across to WA.'

And,

'It's great having more options.'

WA audiences were also some of the most likely to say they were prioritising other things (26%). Several people highlighted a range of complicating factors affecting their attendance decisions. One said,

'I guess my energy and budget for events pretty well matches my appetite/priority given for events, so these all play a role in some way.'

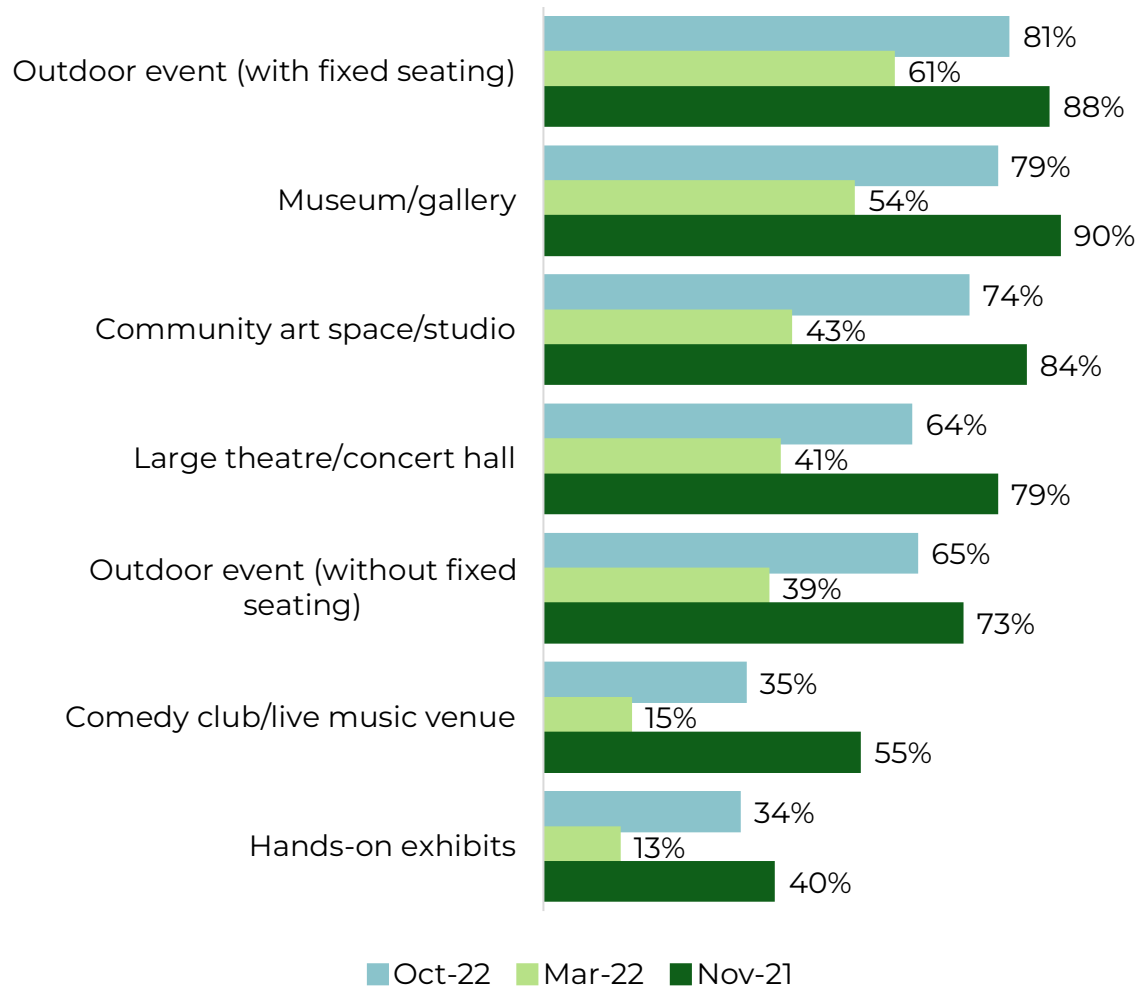
Comfort and COVID-safety

Comfort has recovered since March, and most venues are seen as safe by WA audiences

After taking a hit in March, comfort has recovered in October, with the majority of WA audiences 'very comfortable' attending most types of arts venues, including outdoor events with fixed seating (81% 'very comfortable', up from 61%), museums and galleries (79% 'very comfortable', up from 54%) and large theatres and concert halls (64%, up from 41%) (Figure 8).

While typically considered more risky by audiences, the level of comfort with hands-on exhibits (34%, up from 13%) and live music venues (35%, up from 15%) has increased. However, it remains below the levels seen in November 2021, before there was widespread community transmission of COVID-19 in WA.

Figure 8: Proportion 'very comfortable' attending cultural venues. WA audiences, November 2021 to October 2022 (n=500)



As isolation rules relax, COVID caution continues to inhibit 4 in 10 of WA audiences

As discussed previously (Barriers), COVID-19 remains a barrier for some audience segments. While smaller than recent phases of data collection, such as August 2022 (44%) and March 2022 (58%), a sizeable proportion (38%) of WA audiences continue to say the risk of contracting or transmitting the virus will prevent them from attending cultural events.

There are several factors at play, including personal health vulnerabilities, the effects of long COVID, fatigue and [the newly scrapped isolation rules](#).

One audience member said,

'I haven't contracted COVID therefore am still cautious about attending events indoors with larger crowds and still wear my mask... Considering restrictions are further easing in WA on Friday - no isolation period - I feel people will go out if they're unwell because they do even with colds etc if they're feeling well enough. Therefore increasing the risk of infecting others.'

WA audiences who are disabled, immunocompromised or vulnerable to COVID-19, were particularly likely to mention the risks of transmission in their responses. One said,

'With people no longer wearing masks or taking precautions my first time back at the theatre was anxiety ridden given I'm immunocompromised.'

Most WA audiences are using their own discretion around COVID-safety, and opting to wear masks when necessary

In October 2022, audiences were asked, 'What are your current feelings about wearing a mask in cultural venues in your local area, where masks are optional and not required?'

The majority of WA audiences said they 'may or may not wear a mask, depending on the situation' (63%).

One said,

'It still feels weird booking things far in advance (due to the feeling that unexpected lockdowns and cancellations can happen) and also being indoors in a large crowd. I only stopped wearing masks daily a month ago.'

One fifth (20%) say that they 'always wear a mask' – one of the highest rate of any state/territory, along with QLD (21%). It appears that that despite relaxed restrictions, most WA audiences are willing to implement safety precautions based on their perceived level of risk.

Conversely, another fifth (17%) say they 'never wear a mask'.

Programming preferences

WA audiences are keen to return to the things they love, but there is an appetite for new and uplifting cultural experiences

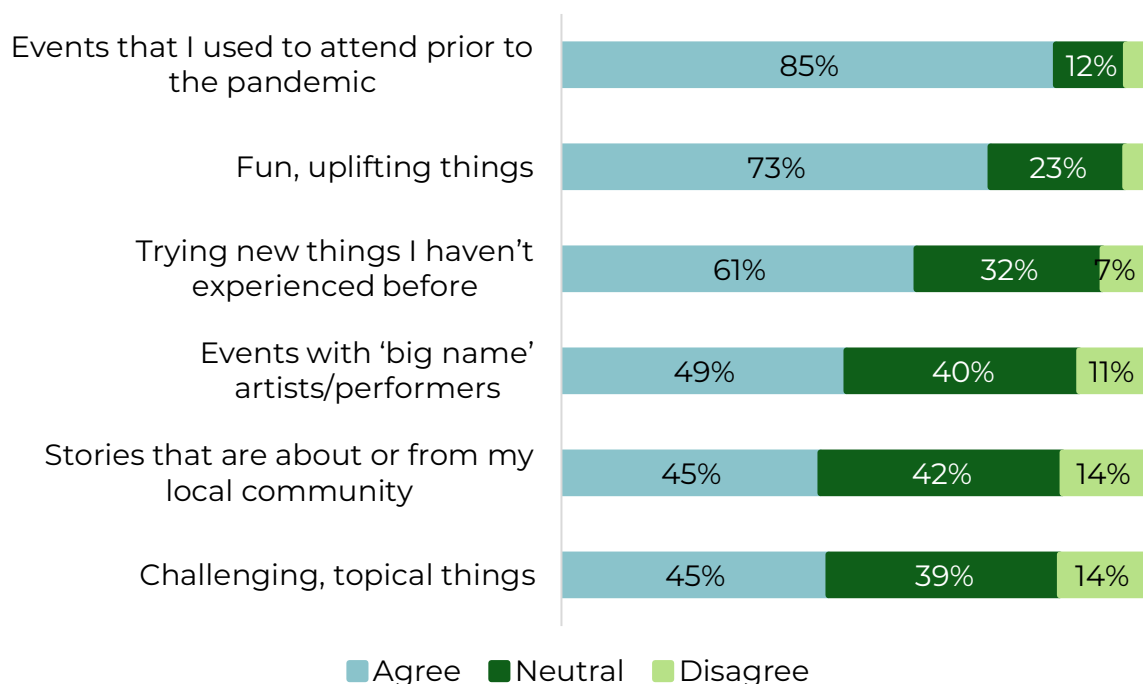
In terms of content, over the next year WA audiences generally agree they want to attend things that they used to attend in the past (85%), with many striving to make up for lost time (Figure 9). One said,

'I want to continue to attend the sorts of events I previously attended - primarily, but not exclusively, live music - local popular artists (singer songwriter, rock, blues, jazz), classical music (e.g. WASO).'

There is also appetite to engage with new content, and 3 in 5 (61%) of WA audiences agree that they would like to try things they haven't experienced before. One said,

'It's true I'll be keen on the events I always like attending, but I'm also more interested in fun and new things.'

Figure 9: In the coming year, I'll be most attracted to ... WA audiences (n=492)



73% agree they'll be most drawn to fun, uplifting things and 45% to challenging things, confirming the need to continue balancing programs

Three-quarters of WA audiences (73%) agree that they'll be most attracted to fun, uplifting things over the coming year – a continuing trend that suggests strong demand for connective, morale-boosting and light-hearted experiences. One said,

'I don't want to see too many things that are really raw and painful. The last few years have had too much of that in life. I want music that makes you feel alive, theatre that gives some hope for humanity, and performances that you can really admire the skill of the performers.'

One-third (45%) agree that they'll be drawn to topical, challenging content, signalling that while most want content that offers reprieve from a difficult few years, there is a need to continue offering varied, balanced programs. One said,

'I enjoy being made to think about things when I attend these events. I like to be challenged but also enjoy the fun side of events.'

Half of WA audiences will be attracted to 'big name' artists (49%) – while some are conscious of value for money

Half of WA audiences (49%) agree that they'll be drawn to events with 'big name' artists and performers – slightly lower than the national average (56%). Some WA audiences are eager to see a return to touring and look forward to notable works from interstate and overseas performing in their local venues:

'Big name is an attraction as we have missed seeing them!'

Another said,

'In the past 3 years I felt like I was in a bubble. Looking at the future, I want to experience a fresh, lively, multicultural, colourful and international arts scene. And feel like I am connected to the WORLD again.'

However, a small proportion (11%) disagree, and qualitative comments suggest a perception that lesser-known works could offer better value for money. One said,

'Attendance is price dependent. Some of the 'big name' acts don't warrant the expense, particularly when the venue is either so large that you can't see them or where there is no seating.'

Nearly half (45%) of WA audiences will be attracted to stories about or from their local region

Nearly half (45%) of WA audiences are also drawn to local stories from and by their local community – with some saying the pandemic has made them more appreciative of the value of local artists and storytellers. One WA audience member said,

'The value that I place on local art made by local artists telling their stories has significantly increased since the pandemic as I value the fact that artists are able to continue making art in our community and in our industry who fought so hard to stay afloat.'

Others say they're more motivated to support local artists over larger acts, saying,

'I'd rather attend smaller, local shows than large 'big name' events, especially if those 'big names' are overseas artists. We got on rather well when our borders were shut & my perception was, more work was available to WA performers.'

Online participation

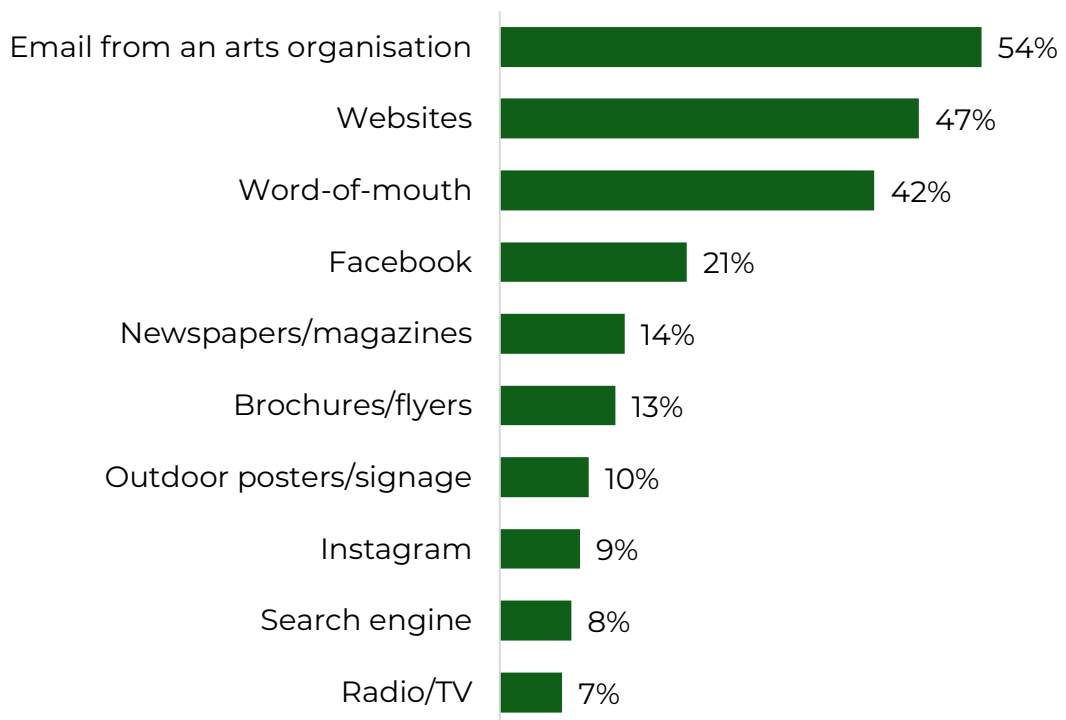
Websites, word of mouth and emails from organisations are key awareness channels for WA audiences of all ages

When asked how they found out about the most recent show or performance they attended in the past fortnight, the majority of WA attendees cited online channels (78%), particularly direct emails from arts organisations (54%) and websites (47%), consistent with trends around the country.

For WA audiences under 35 years, websites (55%) and word of mouth (52%), as well as social media such as Facebook (43%) and Instagram (34%), were the most common sources of awareness.

Among older segments, emails from arts organisations are the dominant source of awareness, and audiences rely somewhat less on word of mouth, websites and social media.

Figure 10: How did you hear about the last show or performance you attended in the past fortnight? (select all that apply). WA audiences (n=384)



Online participation is steady, as 4 in 10 WA audiences continue to engage in digital arts activities – and one third are paying

Compared to November 2021 (40%) and March 2022 (36%), participation in online arts and cultural activities has been relatively stable among WA audiences in October 2022.

4 in 10 WA audience members (40%) participated in an online activity in the fortnight before data collection (12-16 October 2022), most likely pre-recorded video (19%) or online classes/tutorials (18%), followed by live-streamed performances (11%). A small proportion attended a virtual exhibition or museum/gallery tour (5%).

Online participation is highest among audiences experiencing disability (53%), those with someone vulnerable to COVID-19 in their household (44%) or those aged 75+ (43%).

This data confirms a strong case for digital events to be part of organisations' Disability Action Plans.

Among WA digital arts attendees, spending remains stable: one-third (32%) paid for an activity in the fortnight before data collection, consistent with from 30% in March 2022. Around half (54%) of those paying spent over \$50, up from 46% in March 2022.

Two-thirds of audiences see a role for digital experiences in their life, confirming its importance in overcoming barriers to live attendance

When asked about access requirements that would be 'helpful for attending cultural events', 6% of WA audiences said that an option for digital participation would be helpful. While this is slightly lower than other states (compared to a national average of 11%). But comments about the important value of digital programs confirm the need for them to continue. One said,

'I don't have time or energy to attend as many things as I want to so options for online experiences are great!'

When asked about online arts and culture, overall a significant proportion continue to say that these experiences will play some role in their life (67%, stable with 69% in March 2022). One said,

‘Online events allow me to experience performances that I am unable to attend in person, particularly international events.’

Another said,

‘I watched CONNECTED by Black Swan Theatre, and it was an incredible, mind-blowing experience to watch a theatre show online (my first) and I left with a new found interest in watching more online performances, given that its part of the show itself.’

Look out for the upcoming Fact Sheet on audience accessibility, which will explore the October 2022 findings and opportunities related to audiences with access needs.

The role of the arts in recovery

Returning to cultural events has enabled recent attendees to feel connected, inspired and enriched

In October 2022, recent WA attendees were asked, ‘What has it been like to return to the arts after COVID? What did you discover you missed?’

Some WA audiences expressed their excitement and appreciation for being able to attend live events, as one said,

‘The in-person experience of arts performances has been so GOOD! Being in the room with other people appreciating the same art as me is pretty inspiring.’

Another said,

‘It was really wonderful. You forget how powerful it is.’

Many people missed social and connective experiences at cultural events. One commented:

'I am really grateful of any opportunity to see any form of arts again. I missed seeing a performance with a theatre full of people all experiencing something at the same time.'

Some respondents expressed their gratitude for fewer disruptions in WA relative to other states. One said,

'In WA, some performances were cancelled, but basically, we didn't miss a lot. Classical music and ballet managed to provide seasons (maybe at 50% or 75% audience capacity), using smaller numbers of musicians, dancers, and substituting local conductors and artists in place of visiting ones. Of course, it is lovely to get back to normal, with full houses, and very appreciative audiences.'

Audiences are eager to support artists and cultural organisations as they rebuild

Looking ahead to the recovery process, WA audiences shared a range of positive messages for arts and cultural organisations. Several audience members shared words of encouragement for artists and cultural organisations, as one said,

'Thank you for existing and sharing artists stories and works that affect and influence change and inspire generations.'

Another said,

'Please remain optimistic. I'm pleased to try and support the arts especially as I'm aware how extraordinarily difficult the times have been. I hope that you continue to improve on communication about events because that is essential. Wishing you a very successful season.'

As audiences grow more confident in attending – though many are being selective in their decisions – there is a need for diverse programming throughout the year. One said,

'Add more variety to line ups and stop booking same acts for gigs/festivals.'

Audiences encourage cultural organisations to continue building community connections, and ensure art is accessible and inclusive for all. One said,

‘Keep looking for more ways to be accessible to the whole community and ways to create an income from that. It’s great to have free events as it’s important to have arts for everyone.’

What's next

To read about the story so far, visit the study's Australian homepage at: www.thepatternmakers.com.au/covid19.

There, you can also access a dynamic dashboard to help you explore the results by location, artform and other variables. Instructions and tips for using the dashboard are available in a short video.

To receive future Snapshot Reports, Fact Sheets and resources in your inbox, as soon as they are available, you can opt in to receive Audience Outlook Monitor news at the link above.

If you have a question, or an idea to put forward, relating to this study, you can contact info@thepatternmakers.com.au.

Acknowledgment

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