

## IMPACT AND VALUE – RESEARCH FACTS SHEET: EMPLOYMENT AND PARTICIPATION IN THE ARTS

**Contemporary Australians do have a HIGH participation rate in the arts, in terms of both attending and creating work.**

Australian participation rates are in the same HIGH band as Germany, France, Austria and Great Britain. In 2009, 72% of surveyed participants attended at least one arts event and 41% had engaged in creative participation in the arts. (*More Than Bums on Seats: Australian Participation in the Arts* (2010) Australia Council for the Arts, Sydney)

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**Australians' attitudes towards the arts are positive. They widely believe that the arts should be an important part of every Australians' education.**

Australians also believe that arts make for a richer and more meaningful life and that there are plenty of opportunities to get involved in the arts in Australia. (*More Than Bums on Seats: Australian Participation in the Arts* (2010) Australia Council for the Arts, Sydney, p.5)

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**Australia's young people, those under 26 years of age, are highly engaged with the arts and in innovative media, displaying higher levels of creative participation than the rest of the population.**

Arts participation levels amongst younger people appear to be on the rise; this group were more likely to have increased their involvement in the arts in the last year.

With a higher concentration of internet users, young people are engaging with the arts in new and evolving ways; online arts creators are predominantly aged 15–24 years. (*More Than Bums on Seats: Australian Participation in the Arts* (2010) Australia Council for the Arts, Sydney, p.5)

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**Employment across the multiple sectors of the creative industries is growing and Australia offers arts educated young people a range of pathways and opportunities.**

There are almost as many artists and people in arts-related occupations employed in other industries than there are in total in the arts industries. Embedded employment, that is artists and those in arts-related occupations employed in the other industries, increased as a proportion of total arts employment – from 69% in 1996 to 76% in 2006. (Cunningham, S. & Higgs, P. (2010) *What's Your Other Job?: A Census Analysis of Arts Employment in Australia*. Australia Council for the Arts, Sydney, pp.10-12)

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In 2006 artist occupations employed in other creative industries and arts-related occupations in other creative industries earned around 1.5–7.5% higher income than the national average. (Cunningham, S. & Higgs, P. (2010) *What's Your Other Job?: A Census Analysis of Arts Employment in Australia*. Australia Council for the Arts, Sydney, p.5)

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The terrain of hybrid, cross-arts forms are a field for which young people are well educated; as early as 2006 those working across art forms had 61–73% full-time employment. (Cunningham, S. & Higgs, P. (2010) *What's Your Other Job?: A Census Analysis of Arts Employment in Australia*. Australia Council for the Arts, Sydney, p.16)

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Young people dominate arts-related employment. In 2006 the average age of practising artists was over 45 whereas in the more stable fields of employment the age distribution peaked sharply at 25 to 34-year-olds, especially in graphics and fashion design. (Cunningham, S. & Higgs, P. (2010) *What's Your Other Job?: A Census Analysis of Arts employment in Australia*. Australia Council for the Arts, Sydney, pp.10–12)

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