Toi o Taraika Arts Wellington

THE STATE OF THE ARTS

Findings from an online survey of the creative sector in Toi Pōneke - Wellington
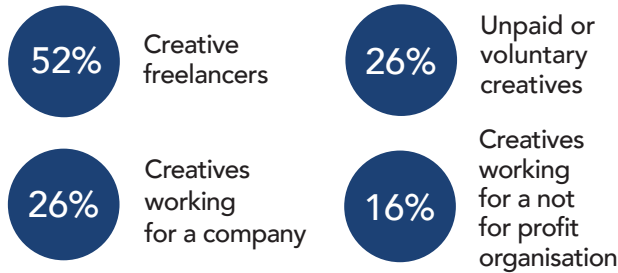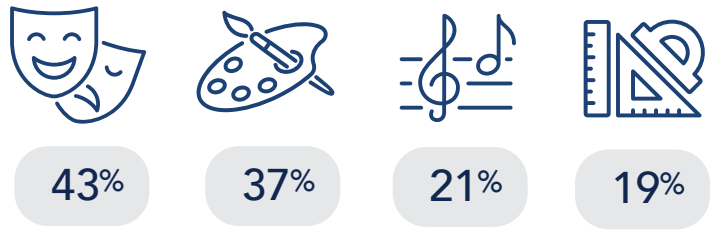
June-July 2021 survey - key figures at a glance

Creatives making up the Pōneke survey sample

Creative freelancers dominated the Pōneke region sample of 346 respondents.

52% Creative freelancers

26% Unpaid or voluntary creatives

26% Creatives working for a company

16% Creatives working for a not for profit organisation

Pōneke respondents were active in many creative areas. Performing arts was the most prominent area reported, followed by visual arts, and music and craft and object art.

43% **37%** **21%** **19%**

Respondents were generally optimistic about whether they would achieve their own or their organisations' creative goals in the next 12 months
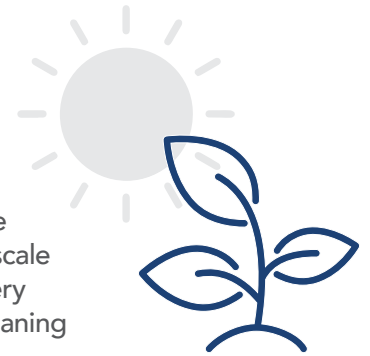
Average weighting 3.9 out of 6

When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).
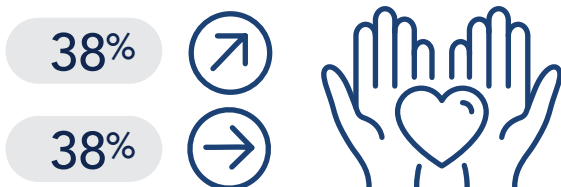
Pōneke respondents tended towards pessimism in their financial position

Average weighting 3.1 out of 6

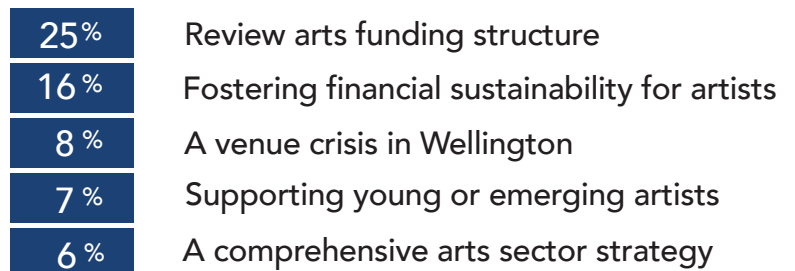When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).

Similar proportions of Pōneke respondents thought audience appetite for their creative works was steady or increasing

38% ↗
38% →

With 38% reporting audience appetite being more than usual and another 38% reporting that it was about the same.

Survey participants were asked to respond to the question *'If you were having a cup of coffee with Carmel Sepuloni, the Minister for Arts Culture and Heritage, what would you most like to ask or say?'* The most common themes were:

25%	Review arts funding structure
16%	Fostering financial sustainability for artists
8%	A venue crisis in Wellington
7%	Supporting young or emerging artists
6%	A comprehensive arts sector strategy

Pōneke respondents expect to either keep existing staff or contractors, or increase the number

For respondents where this question was applicable:

Expected to take on new staff or contractors **47%**

Expected levels to stay the same **34%**