



# STATE OF THE ARTS

Findings from an online survey of the  
creative sector in Tāmaki Makaurau – Auckland

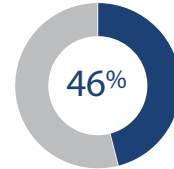
June - July 2022 survey - key figures at a glance

Views on **financial position** and whether respondents would achieve their **creative goals** in the next 12 months have shifted to become slightly more optimistic.

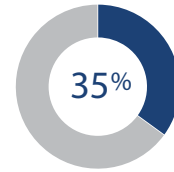


When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).

Respondents expect to **maintain** current **staff** or **contractor** numbers.



Expected levels to stay the same an **increase** of **36% to 46%** since June 2021



Expected to take on new staff or contractors a **decrease** from **44% to 35%** since July 2021

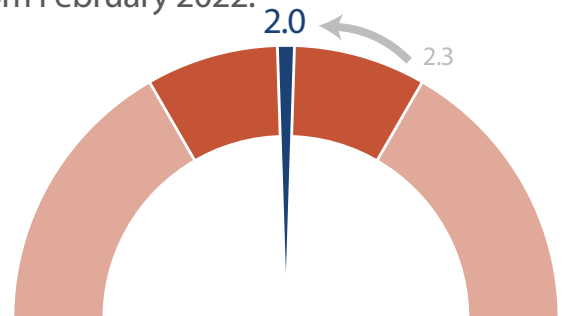
Percentage is out of applicable respondents

**61%** of creatives making up the Tāmaki Makaurau survey sample were **creative freelancers** (sample = 184).



**Visual arts** were strongly represented followed by **performing arts** and **music**.

Respondents indicated that **audience appetite** for their creative work had **decreased** since June 2021 but increased from February 2022.



1. Less than usual

3. More than usual

Survey participants were asked to respond to the question **'If you were having coffee with the Minister for Arts, Culture and Heritage today, what changes would you advocate for?'**

The most common themes were:

