

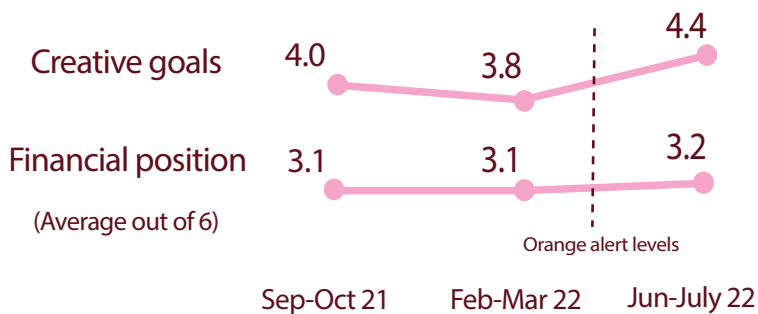
Creative Waikato Toi Waikato

THE STATE OF THE ARTS

Findings from an online survey of the creative sector in the Waikato region

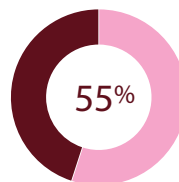
June - July 2022 survey - key figures at a glance

Views on **financial position** remain **stable**, whereas views on achieving **creative goals** in the next 12 months have become more optimistic.

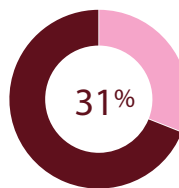


When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).

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



Expected levels to stay the same an **increase** of **45% to 55%** since September 2021



Expected to take on new staff or contractors an **increase** of **27% to 31%** since September 2021

Percentage is out of applicable respondents

42% of creatives making up the Waikato survey sample were **creative freelancers** (sample = 85).



54%



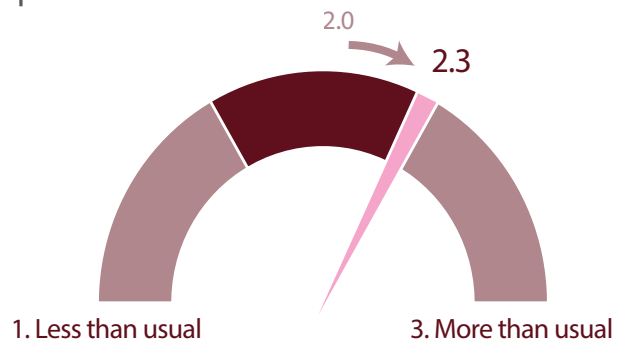
34%



27%

Visual arts were strongly represented followed by **craft and object art** and **performing arts**.

Respondents indicated that **audience appetite** for their creative work **increased** since September 2021.



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:

