

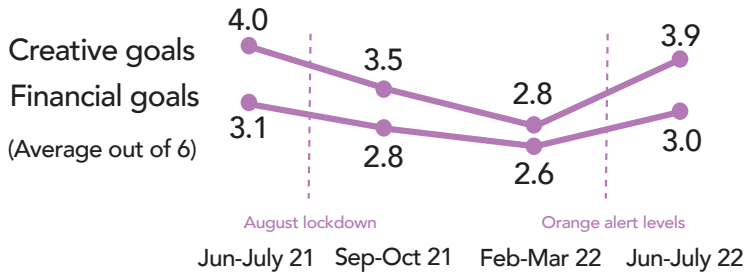


# THE STATE OF THE ARTS

## Findings from an online survey of the creative sector in Toi Pōneke - Wellington

June-July 2022 survey - key figures at a glance

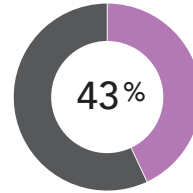
Views on **financial position** and whether respondents would achieve their **creative goals** in the next 12 months have become even more **optimistic**.



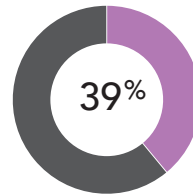
**60%** of creatives are still **pessimistic** that their creative work will support their financial position in the next 12 months.

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**.



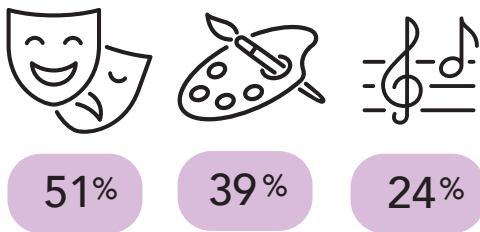
Expected levels to stay the same a **decrease** from **44% to 43%** since July 2021



Expected to take on new staff or contractors an **increase** of **32% to 39%** since July 2021

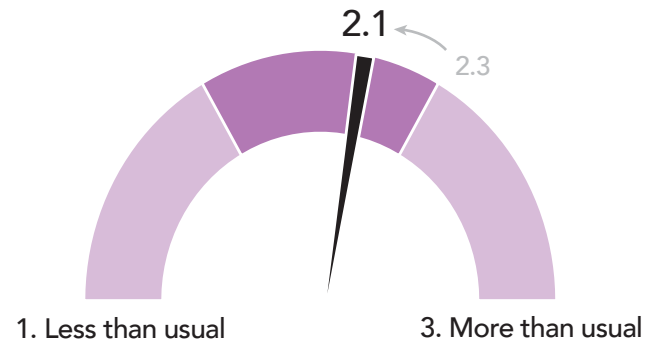
Percentage is out of applicable respondents

**56%** of creatives making up the Pōneke survey sample were **creative freelancers** (sample = 187).



**Performing arts** were strongly represented followed by **visual arts** and **music**.

Respondents indicated that **audience appetite** for their creative work had **decreased** since July 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:

