

# Sunshine Coast **Arts & Culture** **Snapshot**

APRIL 2017





Above image: Lake Kawana Community Centre

Front cover image: Horizon Ignites – Horizon Festival of Arts & Culture

# Contents

<b>1.0</b>	<b>Background</b> .....	<b>1</b>	<b>APPENDIX A</b>		
1.1	Purpose of the Report	1	Survey	.....	<b>31</b>
1.2	Methodology	1	<b>APPENDIX B</b>		
1.3	Definitions	2	Survey Response Summary	.....	<b>41</b>
1.4	Limitations	3	<b>APPENDIX C</b>		
1.5	Report Structure	3	Survey Distribution List	.....	<b>79</b>
<b>2.0</b>	<b>The Snapshot Survey</b> .....	<b>5</b>	<b>APPENDIX D</b>		
2.1	Key Findings of the Survey	6	Relevant Council Policies and Strategies	.....	<b>81</b>
<b>3.0</b>	<b>Our Arts and Cultural Offering</b> .....	<b>9</b>	<b>APPENDIX E</b>		
<b>4.0</b>	<b>Our Workers (Voluntary and Paid)</b> .....	<b>13</b>	Residential Locations and Work/Practice Locations	.....	<b>83</b>
4.1	Income and Participation in the Workforce	13	<b>APPENDIX F</b>		
4.2	Location	13	Education and Training	.....	<b>89</b>
<b>5.0</b>	<b>Our Training and Education</b> .....	<b>17</b>	<b>APPENDIX G</b>		
<b>6.0</b>	<b>Our Venues and Facilities</b> .....	<b>19</b>	Regional List and Map of Venues	.....	<b>91</b>
<b>7.0</b>	<b>The Funding</b> .....	<b>23</b>	<b>APPENDIX H</b>		
<b>8.0</b>	<b>Discussion</b> .....	<b>25</b>	Funding Information by Artform	.....	<b>95</b>
8.1	Summary	25			
8.2	Gaps in Information	25			
8.3	The Opportunities	26			
8.4	The Barriers	28			
8.5	Conclusion	29			
	<b>References</b> .....	<b>30</b>			
	<b>Disclaimer</b> .....	<b>30</b>			



Image: Old Ambulance Station Nambour

# 1.0 Background

## 1.1 Purpose Of The Report

Urbis was commissioned by the Sunshine Coast Council to undertake a cultural mapping process of the Sunshine Coast Arts and Culture sector. This process was a desktop analysis undertaken primarily to inform the development of the Sunshine Coast Arts Discussion Paper, which is being created by the Sunshine Coast Arts Advisory Board (SCAAB).

The intent of the cultural mapping is to provide a snapshot of the arts infrastructure (soft and hard) on the Sunshine Coast, including:

- **Infrastructure and facilities** (private galleries, public galleries, rehearsal spaces, performance spaces etc.);
- **Profile of workers** – income, location, distribution networks;
- **Profile of local and regional arts and cultural bodies**, groups and organisations;
- **Educational offerings** – courses and students/tertiary;
- **Funding**;
- **Barriers** to success; and
- **Aspirations** for the future of arts and culture on the Sunshine Coast.

## 1.2 Methodology

A desktop analysis was agreed between Council and the project team as the best use of the funds available for this project.

The cultural mapping project used a range of existing Council and publicly available data sources and a new online survey distributed to stakeholders by Council during February and March 2017. The survey provided a qualitative input focused on individuals' experience in the arts sector.

## 1.3 Definitions

For the purposes of this report,  
Council subscribe to the definition  
of culture as per UNESCO.

### Scope and Definitions

UNESCO Framework for cultural statistic domains (modified)

CULTURAL DOMAINS						RELATED DOMAINS	
<b>A</b> <b>CULTURAL AND NATURAL HERITAGE</b>  Museum (also virtual) Libraries Archaeological and historical Cultural landscapes Natural heritage Archiving and preserving	<b>B</b> <b>PERFORMANCE AND CELEBRATION</b>  Performing arts Music Festivals, fairs and feasts	<b>C</b> <b>VISUAL ARTS AND CRAFTS</b>  Fine arts Photography Crafts	<b>D</b> <b>TEXT-BASED WORK</b>  Books Newspaper and magazine Other printed matter Social media Libraries (also virtual) Book fairs	<b>E</b> <b>AUDIO-VISUAL AND INTERACTIVE MEDIA</b>  Film and video TV and radio (also internet live-streaming) Internet (podcasting) Video games (also online)	<b>F</b> <b>DESIGN AND CREATIVE SERVICES</b>  Fashion design Graphic design Interior design Landscape design Architectural services Advertising services	<b>G</b> <b>TOURISM</b>  Charter travel and tourist services Hospitality and accommodation	<b>H</b> <b>SPORTS AND RECREATION</b>  Sports Physical fitness and wellbeing Amusement and theme parks Gambling
<b>INTANGIBLE CULTURAL HERITAGE</b> (Oral traditions and expressions, rituals, languages, social practices)						<b>INTANGIBLE CULTURAL HERITAGE</b>	
<b>INDIGENOUS CULTURE</b>						<b>INDIGENOUS CULTURE</b>	
<b>EDUCATION AND TRAINING</b>						<b>EDUCATION AND TRAINING</b>	
<b>ARCHIVING AND PRESERVING</b>						<b>ARCHIVING AND PRESERVING</b>	
<b>EQUIPMENT AND SUPPORTING MATERIALS</b>						<b>EQUIPMENT AND SUPPORTING MATERIALS</b>	

The following categories included in this snapshot are:

- **B** Performance and Celebration;
- **C** Visual Arts and Crafts;
- **D** Text-based Work (excluding Libraries);
- **E** Audio-visual and Interactive Media; and
- **F** Design and Creative Services.

## 1.4 Limitations

This report was prepared using a desktop analysis with a limited scope and budget. It is a snapshot of information available from Council and public sources. Some of the data is aged (more than 3 years old and up to 10 years old). While this is not ideal, it is reflective of the broader information available on the arts and culture sector.

An online survey was used to capture information about the local arts and culture sector and provide a more current picture. However, while the response rate was high (over 400 responses in 4 weeks) it is not possible to determine if the results are fully representative of the sector on the Sunshine Coast.

The key findings of the snapshot have not been tested with stakeholders beyond the Council project team. The representation of data would benefit from testing and 'ground-truthing' with local stakeholders, who are likely to have a more intimate and detailed knowledge of the regional sector profile than the consultant team.

It is recognised that some individuals will have a different definition of arts and culture, and the sector. This document doesn't seek to limit these different views, but rather is aiming to utilise a single definition in order to create a benchmark/baseline profile which can be updated at regular intervals.

## 1.5 Report Structure

This snapshot report is presented in the following sections:

- **Our Arts and Cultural Offering** — an overview of the Sunshine Coast sector;
- **Our Workers** — profiles of the workers (paid and unpaid) including location, incomes, art forms;
- **Our Training and Education** — a scan of training and education courses available locally;
- **Our Venues and Facilities** — an inventory of designated rehearsal, performance and exhibition spaces (noting that many artists may use other informal spaces which may not be included);
- **The Funding** — funding levels for the region; and
- **Discussion** — a summary of the snapshot findings, barriers and opportunities to the success of the industry going forward.



*Image: Arts and Ecology Centre – Horizon Festival of Arts & Culture*



# 2.0 The Snapshot Survey

An online survey conducted in February and March 2017 captured information from arts and cultural workers, volunteers, students and business owners across the region.

A copy of the survey can be found in **Appendix A**. A summary report is available in **Appendix B**. The survey was promoted through the Council website, media releases, council community radio messages and Facebook, and was sent to individuals and groups for further promotion and distribution. A list of these organisations can be found in **Appendix C**.

This survey will provide a good baseline of information and could be re-run every two to five years to understand trends, and potentially the impact of the 20-year Arts Plan.

## KEY INFORMATION ON RESPONDENTS

**448 responses**  
were received to the survey

Each question received a  
**different number  
of responses**

**Nearly 35%**  
of respondents are  
**over 65 years of age**

**75%**  
of respondents are  
**female**

**2%**  
of respondents are of  
**Aboriginal or  
Torres Strait  
Islander descent**



Image: Weaving — Horizon Festival of Arts & Culture

## 2.1 Key Findings of the Survey

The following are a selection of interesting headlines from the survey results.

Further information is provided throughout the Snapshot Report in the relevant chapter e.g. Our Workers and Our Training and Education Offer.

### WORKERS

- **53%** of respondents identify as artist/practitioner, arts worker/cultural events, and **13%** volunteers for an arts organisation or association;
- Respondents predominantly work in fine arts (**62%**), with the next biggest discipline being crafts (**25.6%**);
- **16%** of respondents work for free, with others reporting a mix of paid and free work;
- **65%** of respondents work for/ own a privately held company;
- Online distribution and sales is popular.

#### SUNSHINE COAST SURVEY SAYS

##### Key barriers were identified as:

- » Availability and affordability of space for practice, rehearsal, performance/ exhibition;
- » Funding; and
- » Opportunities to market their works.

### LOCATION

- The location identified as having the highest number of artists, practitioners or arts workers living there was Buderim;
- Nearly **20%** of respondents moved to the Sunshine Coast to progress or start their art career or practice; and
- Respondents are prepared to travel to practice or experience arts and culture with **37%** prepared to travel more than 50 kilometres to practice and **50%** to experience.

### EDUCATION AND TRAINING

- **90%** of students said they moved to/stayed in the region to access the arts and culture education or training opportunities;
- Nearly **80%** of respondents said they would stay on the Coast once they have finished their training. Half of respondents are intending to use their study or training to pursue arts career;

### SUPPORT

- Almost two thirds of respondents (**62%**) haven't ever applied for arts funding;
- The top three roles identified for a peak body were:
  - **Promotion and marketing** the sector;
  - Facilitating **access to funding**; and
  - **Partnerships** and collaboration.

### GENERAL COMMENTS

- Arts event calendar/directory of artists;
- Exhibition space for locals but also bring in exhibitions; and
- Support grassroots and established artists.

### BEST VALUE/HIDDEN GEM ACTIVITY OR VENUE ON THE COAST

- A Little Creative;
- Buderim Craft Cottage;
- Cooroy Butter Factory;
- Caloundra Regional Art Gallery;
- Caloundra Arts Centre;
- Maroochy Botanical Gardens;
- Old Ambulance Station Nambour;
- Seaview Gallery;
- The Events Centre Caloundra; and
- USC Art Gallery.



Image: Caloundra Regional Gallery



*Image: Axis Gallery Maroochydore, Horizon Festival of Arts & Culture*

# 3.0 Our Arts And Cultural Offering

Arts and culture in Australia is increasingly seen as an important and relevant part of life. A 2014 benchmarking report into Australian participation in the arts tells us the future is positive:

## Australians increasingly see the arts as important and relevant to their lives.

**85 percent** say that the arts make for a richer and more meaningful life, an increase of **5 percentage points** since 2009 and 14 points since 1999.

## 95 percent of Australians

**engaged in the arts** in some way in the year before the survey.

## Nearly half of Australians participate in the arts

**as creators in at least one art form**, 7 percentage points higher than 2009. Creative participation has increased most in visual arts and craft, and music. Nearly **one in three** Australians create visual arts or craft. **One in five** creates music.

## 71 percent of people attended live events or art galleries

in the 12 months before the survey. Nearly all Australians, **94 percent**, attended live events or art galleries or read literature in that period.

## Only 5 percent of Australians

**did not engage in the arts at all**, compared to 7 percent in 2009.<sup>11</sup>

## Around two thirds of Australians

attended a theatre, dance or music performing arts event and **71%** attended arts events including visual arts and crafts in 2013. There was a total of 17.9 million ticketed attendances at performing arts events in Australia in the same period — **around 78 tickets for every 100 Australians**.

## In Queensland, a quarter of the population

aged 15 years and over **participated in at least one cultural activity** in the 12 months prior to survey. The most popular activity was textile crafts, jewellery making, paper crafts or wood crafts (11%), followed by sculpting, painting, drawing or cartooning (8%) and singing, playing a musical instrument and photography, film-making or editing (5%).

## ON THE SUNSHINE COAST...

**Locally, the Sunshine Coast has a vibrant arts and culture scene. A recent Sunshine Coast Council survey identified practitioners, workers and business owners in disciplines as diverse as fine arts, video games, ceramics, performing arts and crafts.**

An idyllic natural environment and a strong tourism industry make the Sunshine Coast a natural haven for the arts. The region has a strong community arts sector and both higher and vocational arts educational offerings.

## 90% of Sunshine Coast residents

**attended at least one cultural event**

(including arts venues or events, environment heritage, museums, libraries and archives and cinemas) in the 2013–14 period.<sup>2</sup>

## Nearly 29% of respondents

**participated in arts and/or cultural activities** in the same period.<sup>2</sup>

Recent festivals and events (such as Horizon Festival of Arts & Culture) have highlighted the depth of talent in the Sunshine Coast region. Arts and cultural bodies, groups and organisations have been established to help consolidate the gamut of disciplines.

The sector is yet to be properly documented and an exact picture is difficult to paint. However, the Sunshine Coast Council Community Group Directory (a free online listing for local groups including not-for-profit organisations, local artists and small creative businesses, sports clubs, and government services) listed 189 entries under 'arts and creativity' category and a cultural audit published in September 2010 by Sunshine Coast Council identified 1097 commercial and community cultural activities across the region.

Creative industry peak bodies and funding organisations across the region include Arts Queensland, Tourism and Events Queensland, Queensland Crafts Council, Sunshine Coast Creative Alliance, Australian Institute of Architects, and the council run SCAAB.

Council policies exist to support the sector. At a high level, the Cultural Development Policy 2012 guides council's contribution to cultural development and details the position and key priorities to enrich the cultural vitality of the region.

The Social Strategy 2015 provides a long-term social direction that builds on the region's positive social attributes and identifies shorter term initiatives for responding to the social needs of the region, and further developing the community strengths. The Public Art Policy outlines the framework and principles which guide the provision of public art in the Sunshine Coast region and is expected to be replaced by the Art and Heritage Collection policy, which is currently being developed.

An overview of Council's policies related to art and culture can be found in **Appendix D**.



Image: Caloundra Regional Gallery



*Image: Colour the Street — Horizon Festival of Arts & Culture*



# 4.0 Our Workers (Voluntary and Paid)

## 4.1 Income and Participation in the Workforce

According to ABS, in 2011 there were 83,233 people (or 24% of workers) in Queensland employed in a cultural occupation and/or a cultural industry.<sup>3</sup>

A total of 17% of artists worked full time on their creative practice (more than 38 hours per week) in 2007-08.

### ON THE SUNSHINE COAST...

More than 1,700 people were employed in the arts and recreation services sector on the Sunshine Coast in 2014-15.<sup>4</sup>

The arts sector is notoriously low paid. At a national level, according to the Australian Council for the Arts (2015) the total median income for artists in 2010 was around \$35,900.<sup>5</sup>

The snapshot survey suggests many arts practitioners and workers appear to have a secondary source of income. The sector has a strong volunteer base — a group of committed and consistent workers who have been contributing time to the sector for a long period of time.

### SUNSHINE COAST SURVEY SAYS

- » **Volunteers** 13%
- » **Volunteers for >5 years** 52%
- » **Volunteers doing 20-50hrs/month** 18%
- » **Full time workers** 31%
- » **Income from arts <\$16,000** 65%
- » **Income from arts >\$91,000** 3%
- » **Arts as >90% of income** 25%

## 4.2 Location

An economic study into professional artists in Australia found the majority of Australian artists (69%) live in capital cities, compared to 63% of the labour force in other occupations.

This is credited to the concentration of arts infrastructure in capital cities including symphony orchestras, major theatres, principal dance companies, state and commercial art galleries, recording studios and art training institutions.<sup>6</sup>

Only 13 percent of regional artists claim that their location has no effect on their artistic practice; however almost two-thirds of artists stated their practice has benefited from their regional location.

### SUNSHINE COAST SURVEY SAYS

- » **50%** of respondents would travel **more than 30km** to practice their art or conduct arts/cultural business

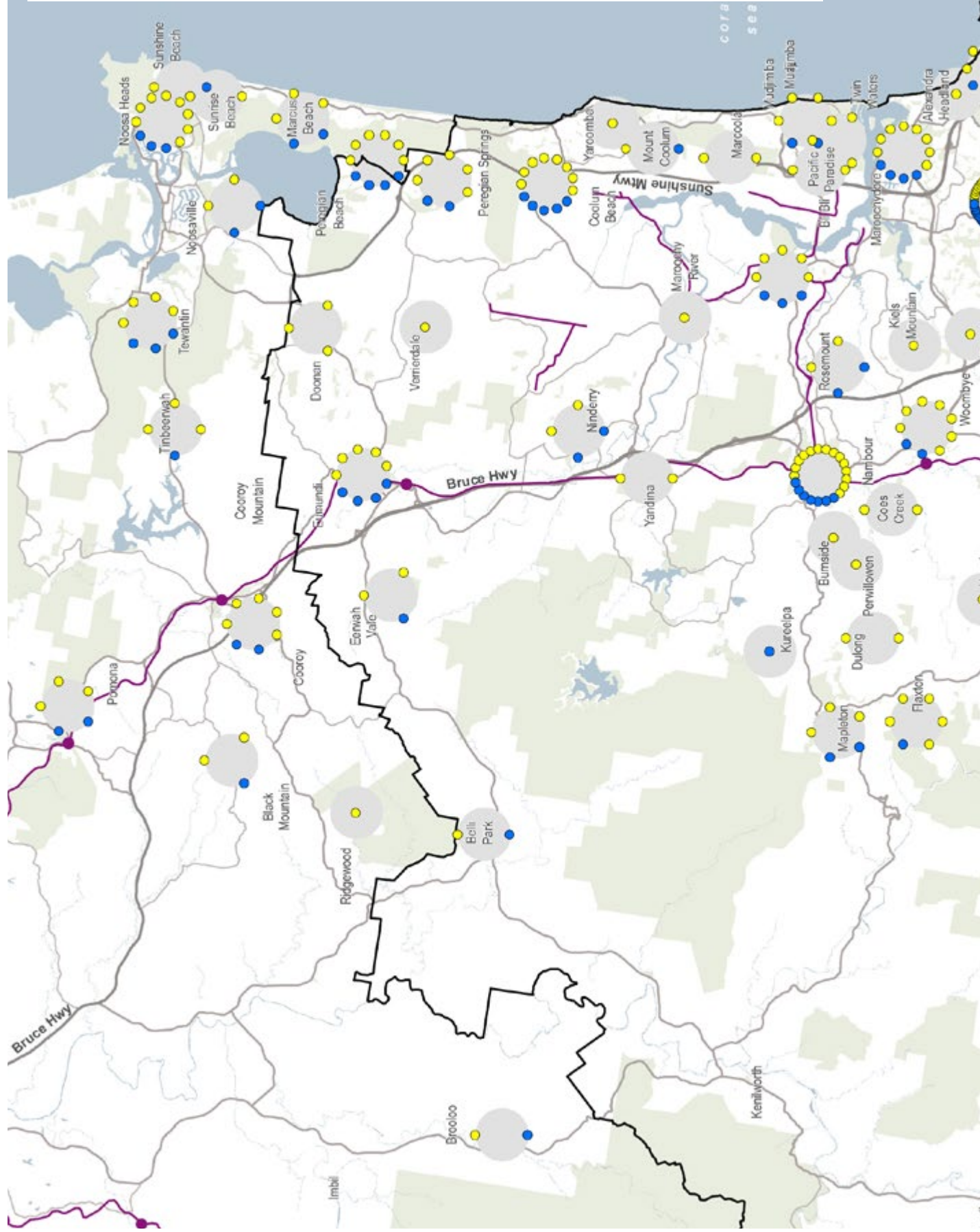
Nevertheless, regional artists do seem to have a slightly greater difficulty accessing markets or promotion than city artists, but for both groups other influences are more important in inhibiting professional development.<sup>6</sup>

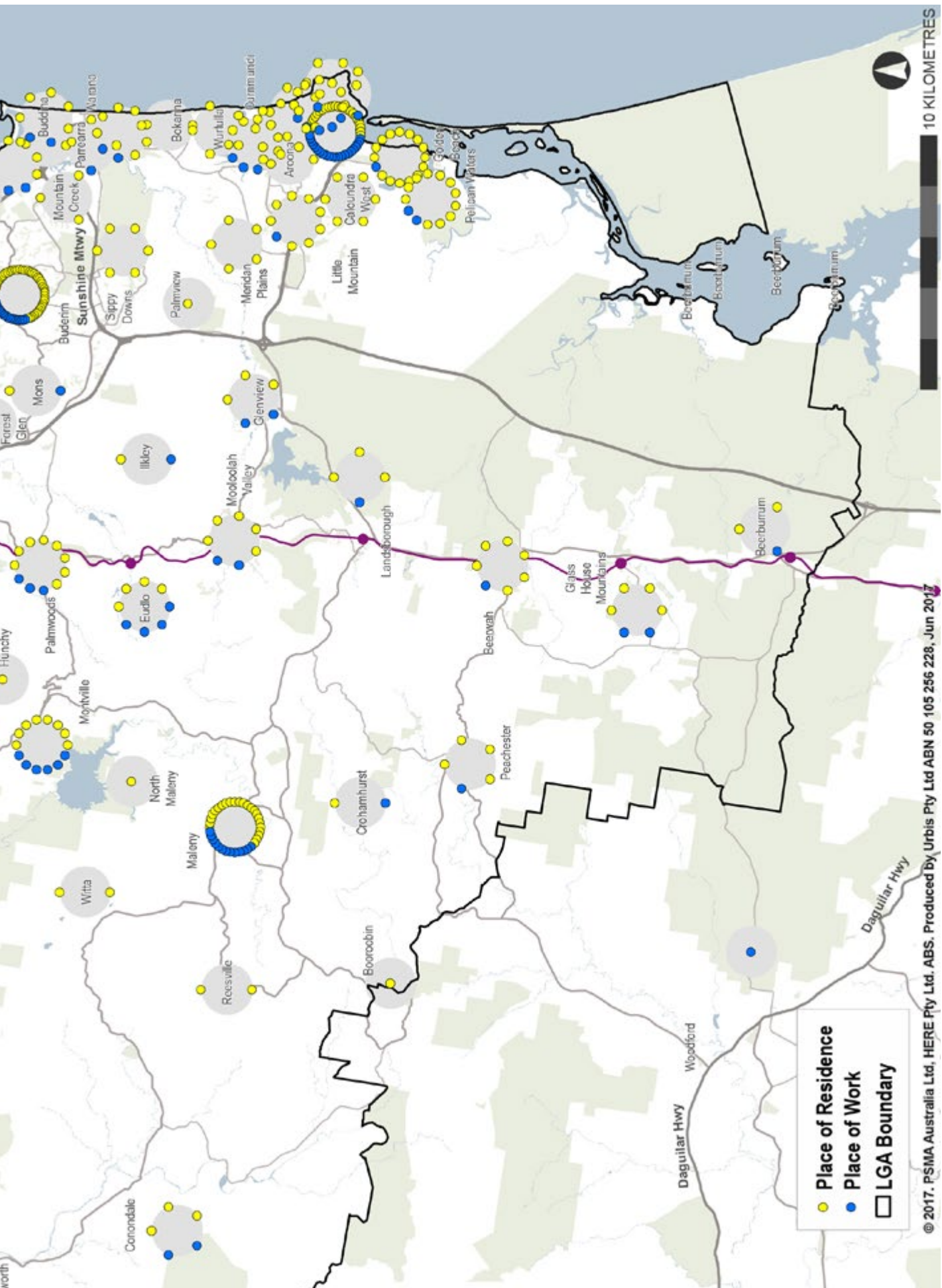
### ON THE SUNSHINE COAST...

### SUNSHINE COAST SURVEY SAYS

- » Most arts workers live in Buderim, Caloundra and Maleny
- » Most arts workers practice in Buderim and Caloundra

The following map shows the concentrations of residential locations and work/practice locations across the Sunshine Coast of survey respondents. Individual maps of the residential location and work/practice locations can be seen in Appendix E.





© 2017. PSMA Australia Ltd, HERE Pty Ltd, ABS. Produced By Urbis Pty Ltd ABN 50 105 256 228, Jun 2017



*Image: Remix Academy —Sunshine Coast Summit — Horizon Festival of Arts & Culture*

# 5.0 Our Training And Education

In 2012, more than 86,000 students were undertaking a course in creative arts at Australian higher educational institutions, and nearly 52,000 were enrolled in similar courses at vocational training organisations, such as TAFE institutes.<sup>7</sup>

In 2013, the figures showed over 120,000 students are now studying creative arts at Tertiary Institutions and TAFE.<sup>8</sup> Based on the 2011 national census, this figure represents 22.5% of the total amount of people employed in creative industries nationally.

An Australia Council for the Arts study shows that 'formal training by coursework at a tertiary or specialist institution is by far the most important means of training for practising professional artists in Australia today. This is especially true for visual artists, craft practitioners and dancers'. The same study found that the average artist spends four years on basic training — and continues training throughout their career.<sup>9</sup>

## ON THE SUNSHINE COAST...

The Sunshine Coast offers a variety of formal education and training to support the arts and cultural sector including a significant program offer at both the University of the Sunshine Coast and TAFE Queensland East Coast.

### UNIVERSITY OF THE SUNSHINE COAST

#### 15 programs

including Bachelor degrees in Arts, Design, Creative Industries and Serious Games, Master qualifications in Creative Arts and Doctor of Creative Arts

Approximately

**830 students**

(2016)

### TAFE QUEENSLAND EAST COAST

#### 14 programs

including Diploma qualifications in Screen and Media, Music and Photography; and Certificate qualifications in Music and Fashion)

Approximately

**253 students**

(2016)

*A full list of the courses available can be found in **Appendix F**.*

#### SUNSHINE COAST SURVEY SAYS

- » 50% of student respondents intend to use their studies to pursue **career opportunities** as an artist/practitioner, arts workers or arts business owner.



*Image: Caloundra Events Centre*

# 6.0 Our Venues And Facilities

The nature of the sector means ‘art’ can happen anywhere. Trying to define how a space can be used is also difficult — is a rehearsal space different from a performance space? Is a gallery different from a café that exhibits art pieces? Is a café with live music a performance space?

It is probably more relevant to acknowledge that these spaces and opportunities exist and are an integral part of the arts sector, rather than trying to discover the actual number of all informal venues and multi-purpose spaces and businesses.

## ON THE SUNSHINE COAST...

As noted above, art performance, exhibition and preparation occurs in a range of venues, facilities and informal spaces. It is nearly impossible to get a definitive view of the arts and cultural infrastructure and facilities on the Sunshine Coast.

For the purposes of this snapshot we have looked at both community and privately owned spaces. Community venues have been identified from a Council community facilities audit.<sup>10</sup> Cultural facilities (privately owned spaces and State and Federal government infrastructure) were identified through desktop research.<sup>11</sup> We have defined community venues and facilities as council owned and managed. A full list of the included facilities, together with a map of their locations can be found in **Appendix G**. We note that there may be venues known by the local sector, that have not yet been included in these lists.

**65**  
Community  
venues<sup>10</sup>

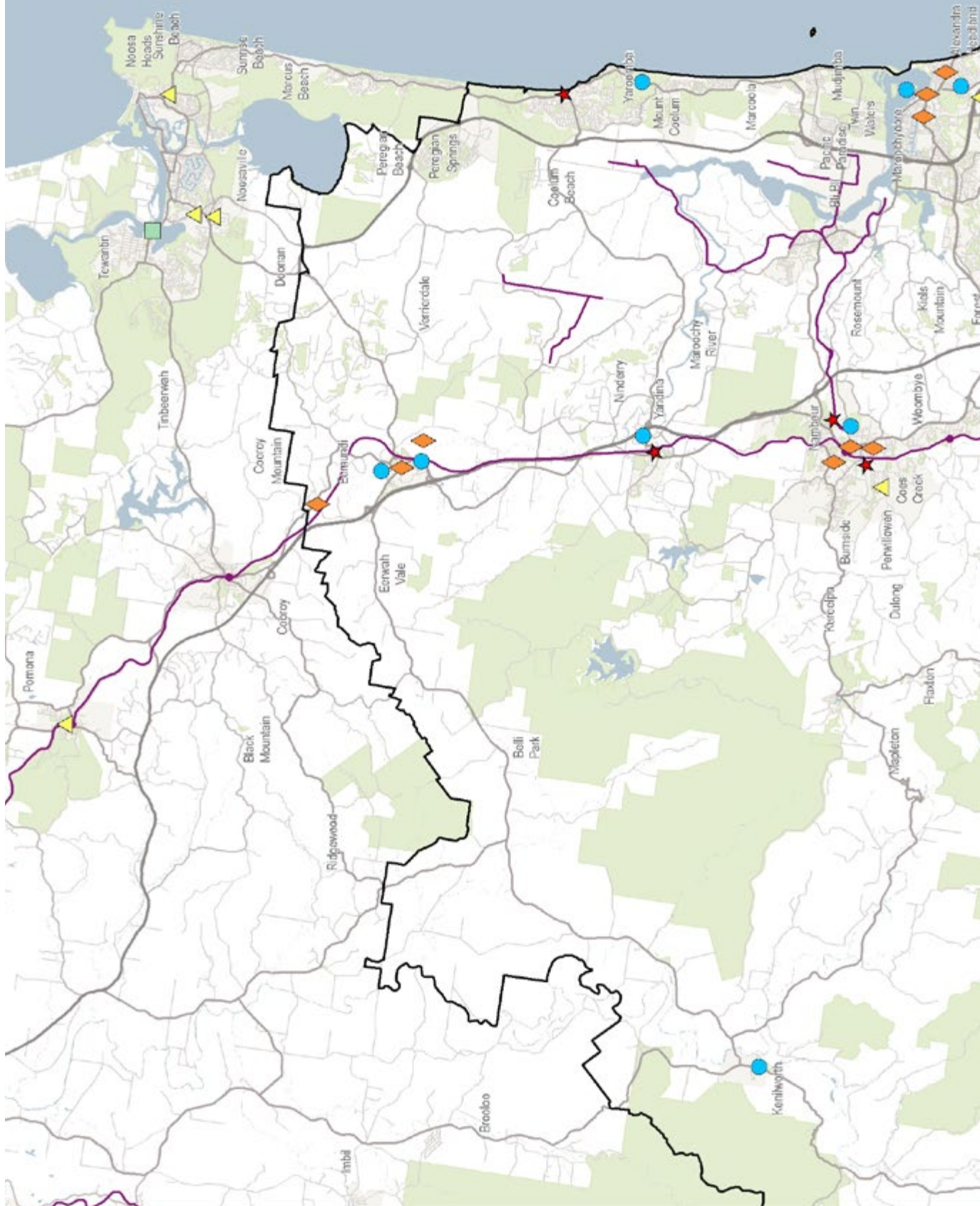
**21**  
Cultural  
facilities<sup>11</sup>

## SUNSHINE COAST SURVEY SAYS

Main channels to sell artwork or perform:

1. **Online** (60%)
2. **Galleries** (52%)
3. **Shops** (27%)
4. **Festivals** (22%)

Identified venues and facilities range from Art Nuvo Gallery to the Caloundra Regional Gallery, the University of the Sunshine Coast Gallery to Nature's Image Photography, Wild Hearts School of Music to Sienna Studios and the Sound Space, The Lind Lane Theatre Nambour to Beerwah Community Hall or the Coolum Civic Centre, Bison Bar or the Drift Bar to the Sunshine Coast Function Centre to Joe's Waterhole Hotel and the Bohemian Bungalow Restaurant and Bar. The profile of spaces is as diverse as the profile of individuals.





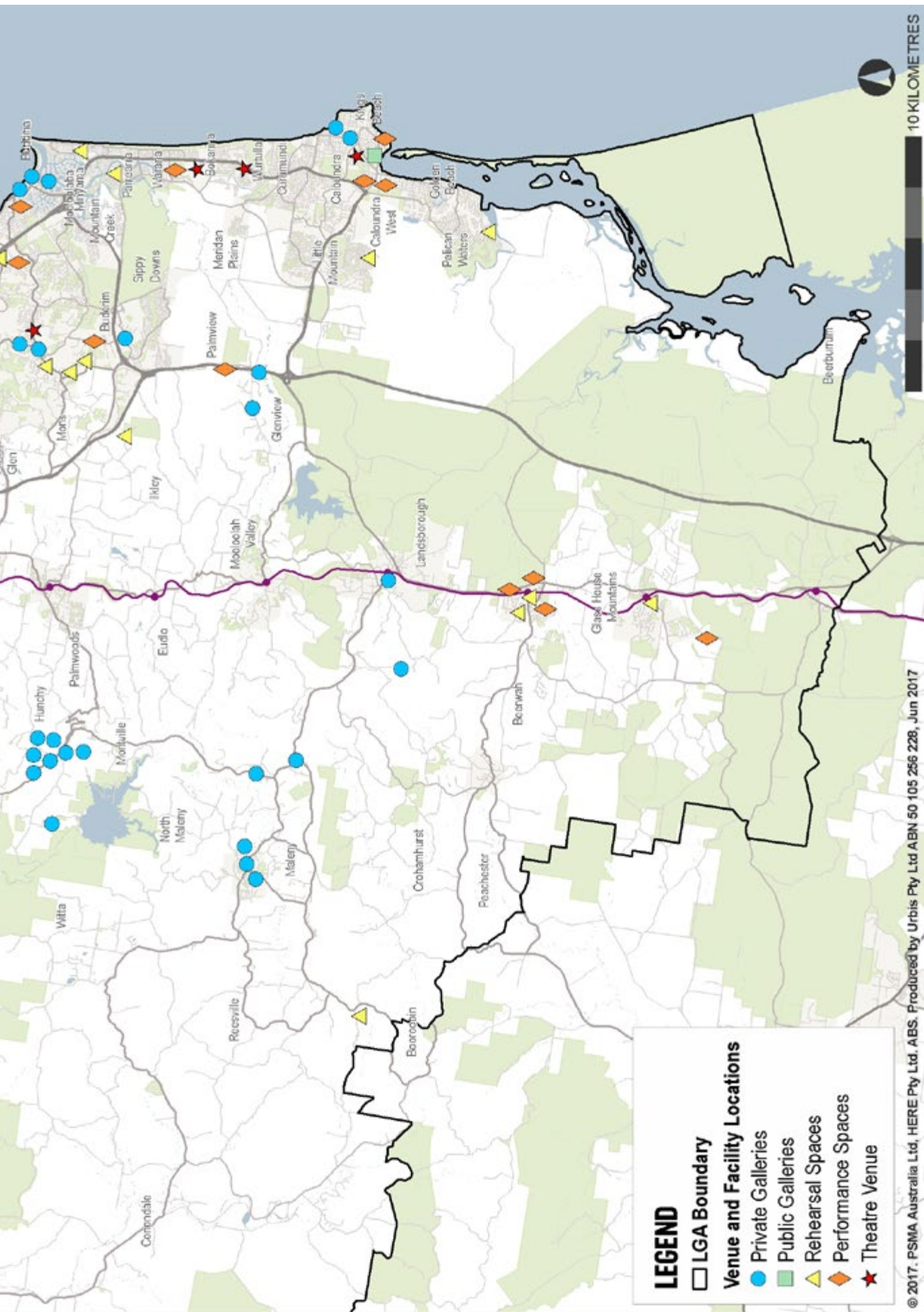




Image: Colour the Street Nambour – Horizon Festival of Arts & Culture

# 7.0 The Funding

**In 2015-16, the Queensland Government provided approximately \$39.5 million in arts grants expenditure.**

This included funding across the Queensland Arts Showcase, Regional Arts development Fund, and Artist in Residence programs, as well as direct funding for major organisations such as Queensland Ballet and Opera Queensland.

They also incentivised private sector support by matching eligible cash sponsorship and philanthropy dollar for dollar through the Arts Leverage Fund. In 2015-16, \$2.2 million was invested in 22 arts companies that together leveraged in excess of \$8.7 million in funding.<sup>12</sup>

In the same period, Australia Council for the Arts invested \$173.8 million in grants and initiatives for artists and arts organisations (\$14.6 million in individual artists and \$159.2 million in arts organisations), and \$25.8 million to foster artistic vibrancy and access through arts investment in regional Australia.<sup>13</sup>

## ON THE SUNSHINE COAST...

Sunshine Coast artists received a total of \$355,982 in arts funding in 2016, **up 2%** in the previous year for specific arts based projects or programs. This figure combines funding received from federal, state and local sources.

### 2016 FUNDING TOTALS: <sup>14</sup>

<b>Federal</b>	<b>Local</b>
<b>\$79,492</b>	<b>\$100,992</b>
<b>State</b>	<b>Total</b>
<b>\$175,498</b>	<b>\$355,982</b>

### BREAKING THIS DOWN FURTHER FOR THE SUNSHINE COAST IN 2015-16:

- Regional Art Development Fund (RADF) grants were the most common form of funding (113 of 180).

RADF grants promotes the role and value of arts, culture and heritage as key drivers of diverse and inclusive communities and strong regions.

- Most RADF funding went to visual arts (29%) and music (25%).
- 6 individual RADF funding arrangement were made with organisations.
- Across the wider funding environment, funding was mostly awarded to music (23%), followed by visual arts (19%).
- 1 x Regional Art Fund project (circus) and 1 x Arts Qld (festival) project were awarded.
- Multicultural Queensland funded 3 events in the region.
- The Australia Council for the Arts funded 3 projects in the region.

Other funding sources were:

- Regional Art Fund, which is an Australian Government program that supports sustainable cultural development in regional and remote communities in Australia.
- Arts Qld, who are dedicated to growing a vibrant and sustainable arts and cultural sector in Queensland.
- Multicultural Queensland Department of Communities Grants that celebrate and promote Queensland's multicultural identity, increase community awareness of the benefits of multiculturalism, foster community cohesion, and support equal access to opportunities by people from diverse cultural backgrounds.
- Australia Council for the Arts, which is the principal Federal Government arts funding and advisory body.

### SUNSHINE COAST SURVEY SAYS

Nearly 2/3 of respondents have never applied for funding due to:

- » **eligibility** concerns
- » daunted by **process**
- » **unaware** of what's available

More information on the breakdown of funding received, including breakdowns by artforms, can be found in **Appendix G**.



*Image: Maroochy Botanic Gardens — Horizon Festival of Arts & Culture*

# 8.0 Discussion

## 8.1 Summary

In 2017 Sunshine Coast Council identified in the Corporate Plan its vision for the region to be Australia's most sustainable region — healthy, smart and creative.

This offers the opportunity to focus on arts and creativity as an integral piece of the future of the Sunshine Coast. It also creates a catalyst for action — for understanding the current situation and creating a bold and aspirational framework for the future.

### THE QUESTION IS: WHAT SHOULD THE FUTURE LOOK LIKE?

Survey respondents were passionate about their wishes for the future of the arts sector on the Sunshine Coast and the 'wishes' address both the climate in which the arts sector operates, and practical concerns. Responses could generally be grouped as:

- A recognition of the **importance of arts and culture** to a community/region and a focus on building the Sunshine Coast into a vibrant arts community;
- A **collaborative approach** both within the sector and arts organisations;
- More **exhibition and performance spaces**, more diversity/funding/opportunities; and
- A **comprehensive directory** of artists, galleries, cultural events, performances.

This was supported by the responses to a follow up question to identify specific priorities to help advance arts and culture on the Sunshine Coast over the next 20 years (from a provided list). The top 3 responses were:

- Increased **investment in infrastructure** — i.e. new galleries, libraries, venues, studios, workshops etc. (71%);
- An increased **focus on the development and support** of community based arts associations or groups (59%); and
- Improved, increased and accessible **public and private grant funding** (\$) opportunities for the arts (55%).

This shows a desire for both investment in infrastructure and facilities, as well as support in the form of non-tangible attitudes, approaches and support.

## 8.2 Gaps in Information

What has become clear from this study is that there is more research to be done.

While information on council owned facilities and services is current and extensive, the picture of private arts and cultural facilities, services and artists is much less so. This makes it difficult to gain a baseline understanding of the extent of the sector and the mix of stakeholders involved.

Other areas for research include:

- **Visitors into the region** for 'any' arts and cultural event (eg live music performance, art exhibition, festival);
- Any **existing groups, organisations, collectives, communities** that can be identified and — where appropriate — act as representatives for others in the industry; and
- Specific **examples of support** (besides funding) that would most help the artists and arts businesses in the region.

Additionally, the information gathered through this snapshot will benefit from testing and 'ground-truthing' at the local level through stakeholder engagement.

### 8.3 The Opportunities

The combination of Council imperative and resources, a knowledgeable arts advisory board and an active, well supported and connected arts community can be a powerful combination.

These elements will ensure the successful planning and implementation of the Arts Plan, creating a robust framework for the arts sector over the next 20 years. The projected demographics for the Sunshine Coast of the future suggest a younger, smarter 'tech-savvy' population will be drawn to the area, with the Coast 'becoming a haven for contemporary art, music, theatre and for a festival of creative thinking.'<sup>15</sup>

Harnessing the potential of the sector and helping it develop will ultimately deliver benefit for the region. The challenge will be maintaining the balance between 'control' and 'support'; between strategic planning and artistic, organic growth; between a growth in numbers and a growth in sector maturity.

There will be two paths of opportunity:

1. Supporting the sector that creates the art and cultural experiences — The Artist
2. Developing the audience/buyers — The Market

#### SUNSHINE COAST SURVEY SAYS

##### BEST SUPPORT INCENTIVE, OPPORTUNITY

“  
The general rise of arts and cultural activity and appreciation,

an understanding that we need a cultural practise that is locally responsive and has a steady increase in local affluence”

“  
Connecting with other artists

and funding (RADF)”

“  
Diploma of Visual arts, painting and ceramics through TAFE”

“  
Working with other artists

and doing workshops”

“  
The availability of information on the internet,

and the ability to present my work via the net to an International audience.”

“  
Good, valued networks

and access to new and inspiring ideas”

## SUPPORTING THE SECTOR — THE ARTIST

Survey respondents identified some consistent themes in terms of the best opportunities they have experienced, or heard of, in the arts sector.

**As previously noted, these themes generally relate to support of either a financial, developmental or ‘community’ nature:**

- Belonging to a group/gallery/‘community’;
- Receiving funding/grants/financial support;
- E-collaboration and training; and
- Residencies/competition prizes.

Despite identifying the need for sector support, 64% of survey respondents have had no involvement with the ‘peak arts body’ on the Sunshine Coast and most are unclear as to who this is. This finding provides an initial direction and focus for the Sunshine Coast Creative Alliance — an ‘internal’ focus to promote the existence and remit of the organisation, prior to looking outwards at the wider community.

**When provided with a list of possible roles of the ‘peak body’, the top three identified by survey respondents were:**

1. Arts sector promotion and marketing (69%)
2. Partnership and collaborative support services (57%)
3. Provision of access to funding opportunities (54%)

These roles reflect the remit of the SCAAB, however at a regional, strategic and advisory level, not on the ground sector support.

**The SCAAB remit is to:**

- Guide, promote and help build the identity of the Sunshine Coast as an arts destination for tourism and industry;
- Collaborate with and support the regional arts community by developing strategies and policies;
- Advocate the region’s advantages to secure new investment in arts and cultural infrastructure;
- Provide strategic advice to council in relation to arts and cultural facilities and infrastructure;
- Provide advice on strategic direction of wider cultural policy and strategy; and
- Provide opportunities to develop philanthropic activity in relation to the regional arts offer.

However, it is clear that practitioners also expect a focus on providing partnership and collaborative support services.

Further research is recommended to identify more specifically the type of support and services required and desired by the sector.

It may become apparent that some of the support and services already exist but are not visible enough within the arts sector.

## DEVELOPING THE AUDIENCE/ BUYERS — THE MARKET

This will be most successful as a collaborative effort with the arts practitioners and may take a number of different forms. For example, creating a comprehensive directory and event calendar makes it easy for art buyers to plan a trip around galleries, for the music lover to identify gigs and the theatre group to find performance space.

The survey found 50% of respondents were prepared to travel more than 50kms within the region to a venue or facility to enjoy artistic or cultural experiences. Difficulties in finding out about those experiences may be more of an impediment to attendance than distance.

## 8.4 The Barriers

While many people dabble in artistic and cultural endeavours, very few are successful in transforming a hobby into a professional undertaking.

Barriers to entry commonly focus on a lack of funding/financial support and a lack of opportunity. The limited financial support impacts the ability of an artist to work full time in the sector, and a lack of opportunity for performance or exhibition means an artist can struggle to become 'established' which can impact their ability to access funding. 'Artistic entrepreneurs don't hold the promise of windfall profits that their commercial brethren possess and this can discourage investors.'<sup>16</sup>

A 2010 report found that regional artists earned 30 percent less than those living in capital cities. This is partly because those artist professions that are relatively better paid such as actors and musicians are more likely to live in the cities. However, regional artists also showed stronger income growth than those in capital cities.<sup>17</sup>

There is also a concern that regulation is contributing to the difficulty:

"There is now an increasingly significant **barrier to a vibrant Australian culture — nanny state regulations and bureaucratic red tape.**"<sup>18</sup>

The contention is that some local government policies may inadvertently stifle the ability of the arts sector to exhibit and promote their work through onerous regulations and fees — everything from venue classification, to distribution of flyers and promotional posters.

### ON THE SUNSHINE COAST...

The survey identified a variety of obstacles and challenges experienced by art practitioners, workers, artists, art collections and arts organisations on the Sunshine Coast that can typically be categorised by four major categories:

- Access to **affordable and suitable** studio and exhibition and sales spaces;
- Lack of **artistic 'community'** for support and networking;
- Lack of **coordinated approaches** to marketing, sales and exhibitions; and
- Lack of **funding and support.**



SUNSHINE COAST SURVEY SAYS

MAJOR OBSTACLES

“

**No individual studio spaces available of affordable rent.**

Also there are **not enough interesting public exhibitions** from interstate or Brisbane on at the public galleries and **not a serious contemporary art scene** or venue nor interesting artists.”

“

While I am **represented by a gallery in Brisbane** there is **little outlet up on the Sunshine Coast.**.....

“

**Limited professional/regional gallery spaces** and the cultural appetite from high end buyers smaller than in the major cities.”

“

**Activity across the Sunshine Coast seems disconnected**

and there lacks a coordinated effort with good communication channels”

“

I don't believe Sunshine Coast Council **recognizes the true value of the Arts sector**

in the budget bottom line. I don't think the Sunshine Coast region is promoted as a cultural centre in any shape or form, even the Hinterland, which is arts focused”

## 8.5 Conclusion

The future is bright for the arts sector on the Sunshine Coast.

The local council is aware of the value of the arts sector, and committed to creating a viable, sustainable creative industry as part of its corporate plan.

The Sunshine Coast Arts Advisory Board has been established to help address the challenges and capitalise on the opportunities identified by the sector.

There is an existing arts community who are looking to grow their practice and businesses.

Projections show a growing population of arts workers who will start to call the Sunshine Coast home.<sup>19</sup> There is a growing demand and requirement for a more strategic approach from sector peak bodies.

This snapshot of the Sunshine Coast arts and cultural sector provides a baseline set of information that will inform future planning and can itself be a useful resource to position for funding if updated regularly.

Image: Horizon Ignites Caloundra – Horizon Festival of Arts & Culture

# References

- 1 Australia Council for the Arts (May 2014) Arts in Daily Life: Australian Participation in the Arts.
- 2 ABS (2015) 4114.0 - ABS Attendance at Selected Cultural Activities and Events <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4114.0>
- 3 ABS (2012) 4920.0 – Arts and Culture: State and Territory Profiles <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4920.0Main+Features100242012>
- 4 id (2016) Sunshine Coast: Industry Sector Analysis – Arts and Recreation Services 2014–15 KPMG (2017) An Activated City: Imagining the Sunshine Coast in 2040 Christopher Murn (2008)
- 5 Australia Council for the Arts Arts Nation: An Overview of Australian Arts Technical Appendix 2015 Edition, p.27.
- 6, 9, 17 Throsby, David; Zednik, Anita (2010) Do you really expect to get paid? Australia Council for the Arts, Australian Government
- 7 ABS (2014) 4172.0 – Arts and Culture in Australia: A Statistical Overview, 2014 <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4172.0main+features222014>
- 8 Graduate Careers Australia (2013) GradStats December 2013 – Employment and Salary Outcomes of Recent Higher Education Graduates
- 10 Sunshine Coast Council – Community Facilities Audit 2016
- 11 Sunshine Coast Council Infrastructure and Facilities Desktop Research 10032017
- 12 Queensland Government (2016) Arts Grants Expenditure 2015-16
- 13 Australia Council for the Arts Annual Report 2015-16
- 14 Sunshine Coast Council – Sunshine Coast Arts and Culture Funding 2015 and 2016
- 15, 19 Salt, Bernard (2017) An Activated City: Imagining the Sunshine Coast in 2040, KPMG
- 16, 18 Murn, Christopher (2008) Empty Spaces: Government regulation is killing Australia Culture <http://www.ipa.org.au/publications/1368/empty-spaces-government-regulation-is-killing-australian-culture>

# Disclaimer

This report is dated 12 April 2017 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd's (Urbis) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Sunshine Coast Council (Instructing Party) for the purpose of Research (Purpose) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

# Appendix A

## Survey



*Image: Horizon Ignites Caloundra — Horizon Festival of Arts & Culture*

## About you

\* 1. In what location or suburb do you usually live?

\* 2. What is your age bracket?

\* 3. What is your gender?

- Male
- Female
- Other

4. Are you of Aboriginal or Torres Strait Islands descent?

- Yes
- No

\* 5. Are you involved in the arts or cultural industries as an artist/practitioner, business owner, student or volunteer?

- Yes, Student
- Yes, Artist/practitioner/arts worker/Cultural Events manager
- Yes, Arts/ Cultural industries business owner
- Volunteer for arts organisation or association
- No

## Your arts business or practise

\* 6. In what discipline is your arts business or practise? (you may select more than one)

- Fine arts
- Photography
- Crafts
- Music
- Performing arts
- Film and video
- TV and radio (also internet live streaming and podcasting)
- Video games
- Fashion design
- Graphic design
- Interior design
- Festivals, events and fairs
- Architectural services
- Advertising services
- Books
- Newspapers and magazines
- Social media
- Cultural heritage
- Public relations
- Libraries
- Landscape design
- Others (Please specify)

\* 7. In what location or suburb do you mostly practice your art-form or conduct your arts business ?

8. Are you paid for your arts cultural work or do you work for free?

- Paid
- Free
- Other (please specify)

9. Do you work full time, part-time or casually in the arts or cultural industries?

10. Please outline the major obstacles or challenges you face in being an artist/ practitioner, arts worker or arts business owner on the Sunshine Coast?

11. Have you ever applied for Federal, State or Local Government funding to support your arts practise or business?

- Yes
- No

If no, why not?

12. What has been the best support, incentive or opportunity which has helped you progress your arts practise?

13. What has been the best arts incentive or support you have heard of?

14. How far would you travel regionally to a venue, studio or facility to practice your art and conduct your arts/cultural business?

15. Is this a privately owned or public facility ?

Private

Public

Comment

16. If applicable, what channels do you use to sell/distribute your artwork or perform (you may select more than one)

Shops

Markets

Galleries

Theatres

Festivals

On-line

Other(s) (please specify)

17. Did you move to the Sunshine Coast to progress or start your arts career or practice?

Yes

No

Comment

18. What is the approximate annual gross income you derived from your artwork, arts practice or business in the last financial year?

19. If applicable, approximately what % is this of your total annual income?

20. Would you be interested in increasing this proportion and spending more paid time as an artist/practitioner or arts worker?

Yes

No

Comment (please specify)

21. What do you see as the top 3 roles of a peak arts industry body on the Sunshine Coast?

Professional development training, conferences etc.

Arts sector promotion and marketing

Provision of networking opportunities

Lobby and representing member's interests to government

Provision of access to funding opportunities

Partnerships and collaborative support services

Others (please specify)

\* 22. Have you ever had an involvement or interaction with the peak arts body on the Sunshine Coast?

If no, why not?



## Volunteers and volunteering

23. How long have you been volunteering in the arts/cultural industry?

24. How many hours per month do you generally volunteer in the arts/cultural industry?

\* 25. Would you like to work in the arts/cultural industry in a paid position?

## Education and training

26. Did you move to, or do you stay on the Sunshine Coast to access arts and culture education or training opportunities ?

Comment

27. Will you stay on the Sunshine Coast once you have finished your studies or training?

Comment

28. Do you intend to use your studies or training to pursue career opportunities as an artist/ practitioner, arts worker or arts business owner?

Yes

No

Comment

## Vision for arts and culture on the Sunshine Coast

29. How far would you travel within the region to a venue or facility to enjoy artistic or cultural experiences?

30. What is your greatest wish for the future of arts and culture on the Sunshine Coast ?

31. What do you see as the top 3 things that will help advance arts and culture on the Sunshine Coast over the next 20 years?

- Investment in education
- Increased investment in infrastructure - i.e.new Galleries, Libraries, venues, studios, workshops etc.
- Increased private business investment
- Introduction of financial incentives including reduced rent for small arts businesses, reductions in council rates etc.
- Improved, increased and accessible public and private grant funding (\$) opportunities for the arts
- An increased focus on the development and support of community based arts associations or groups

Others.. (please specify)

32. What is the best value/ hidden gem art activity or venue on the Sunshine Coast?

33. Please feel free to add here any additional comments you may have about the arts industry on the Sunshine Coast

Privacy - Council will use any personal information provided for the intended purpose only and for remaining in contact with you. Council is authorised to collect this information in accordance with the Local Government Act 2009 and other Local Government Acts. Your personal information is only accessed by persons authorised to do so. Your personal information is dealt with in accordance with council's privacy policy.

Thank you for taking the time to complete this survey, your feedback will help inform a range of cultural planning and strategic documents.



# Appendix B

## Survey Response Summary



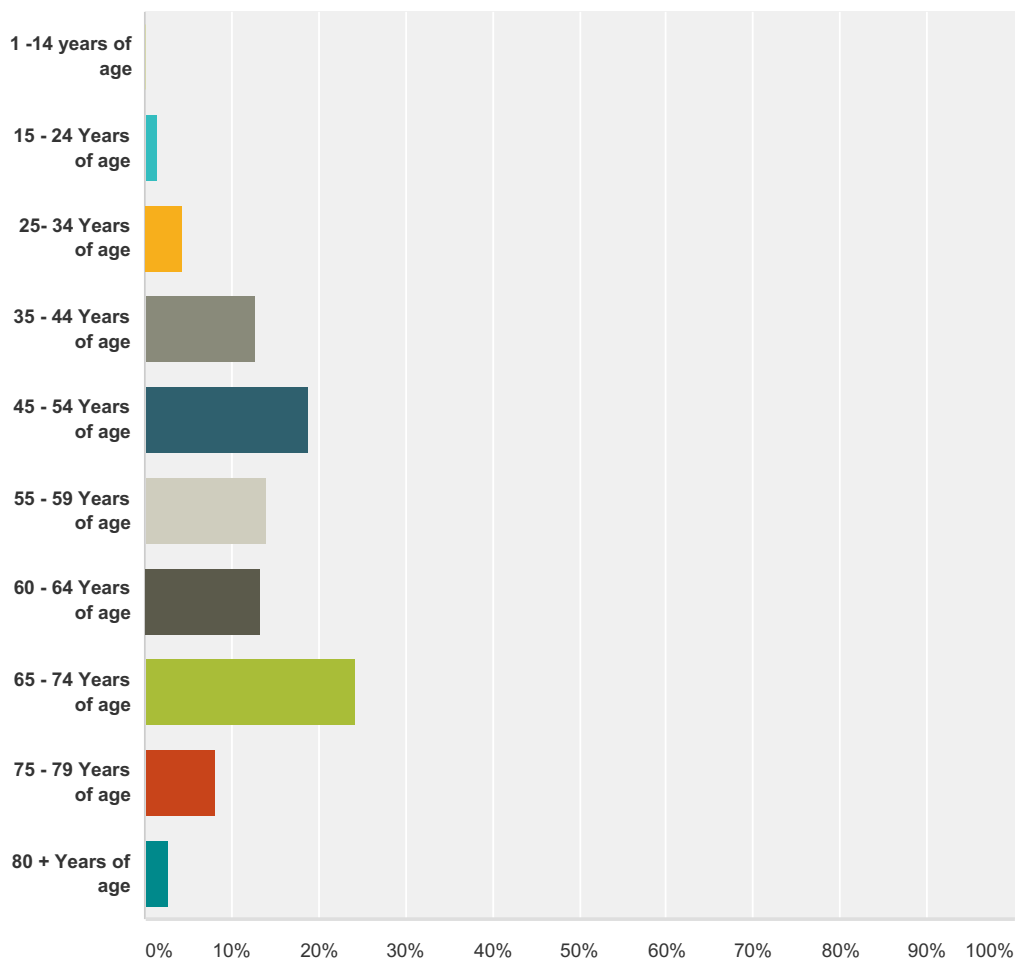
*Image: Horizon Ignites Caloundra — Horizon Festival of Arts & Culture*

**Q1 In what location or suburb do you usually live?**

Answered: 451 Skipped: 0

## Q2 What is your age bracket?

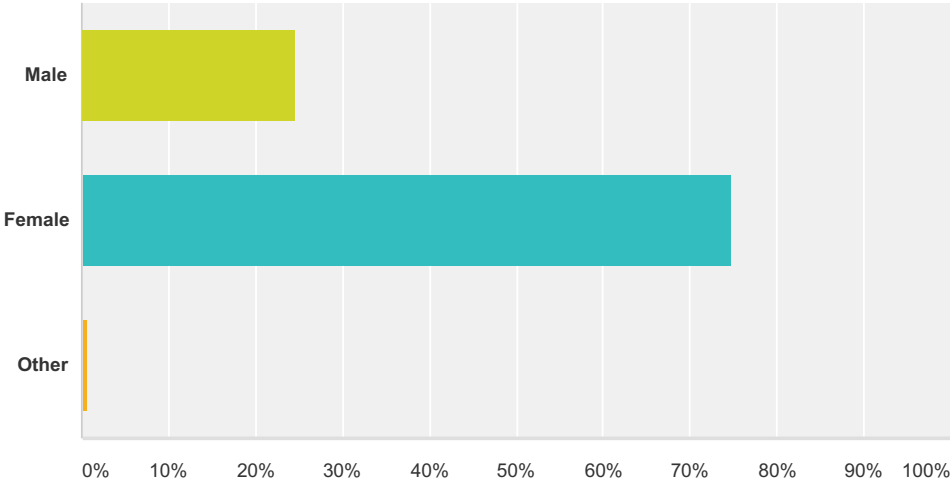
Answered: 451 Skipped: 0



Answer Choices	Responses
1 -14 years of age	0.22% 1
15 - 24 Years of age	1.55% 7
25- 34 Years of age	4.43% 20
35 - 44 Years of age	12.64% 57
45 - 54 Years of age	18.85% 85
55 - 59 Years of age	13.97% 63
60 - 64 Years of age	13.30% 60
65 - 74 Years of age	24.17% 109
75 - 79 Years of age	8.20% 37
80 + Years of age	2.66% 12
<b>Total</b>	<b>451</b>

### Q3 What is your gender?

Answered: 451 Skipped: 0

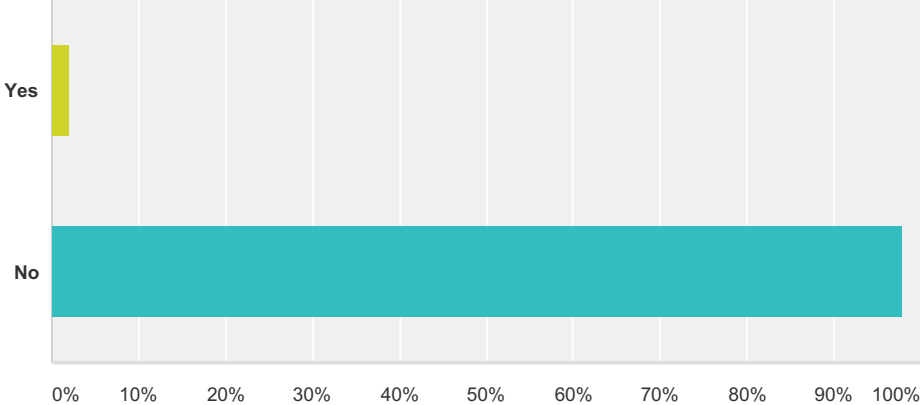


Answer Choices	Responses
Male	24.61% 111
Female	74.72% 337
Other	0.67% 3
<b>Total</b>	<b>451</b>



### Q4 Are you of Aboriginal or Torres Strait Islands descent?

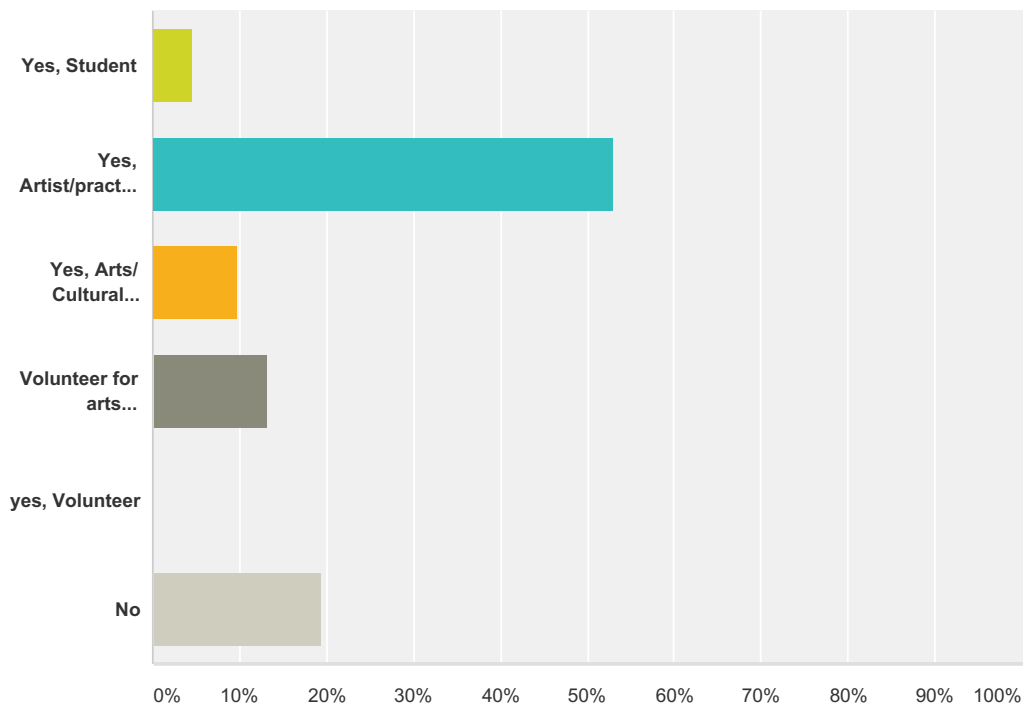
Answered: 447 Skipped: 4



Answer Choices	Responses
Yes	2.01% 9
No	97.99% 438
<b>Total</b>	<b>447</b>

### Q5 Are you involved in the arts or cultural industries as an artist/practitioner, business owner, student or volunteer?

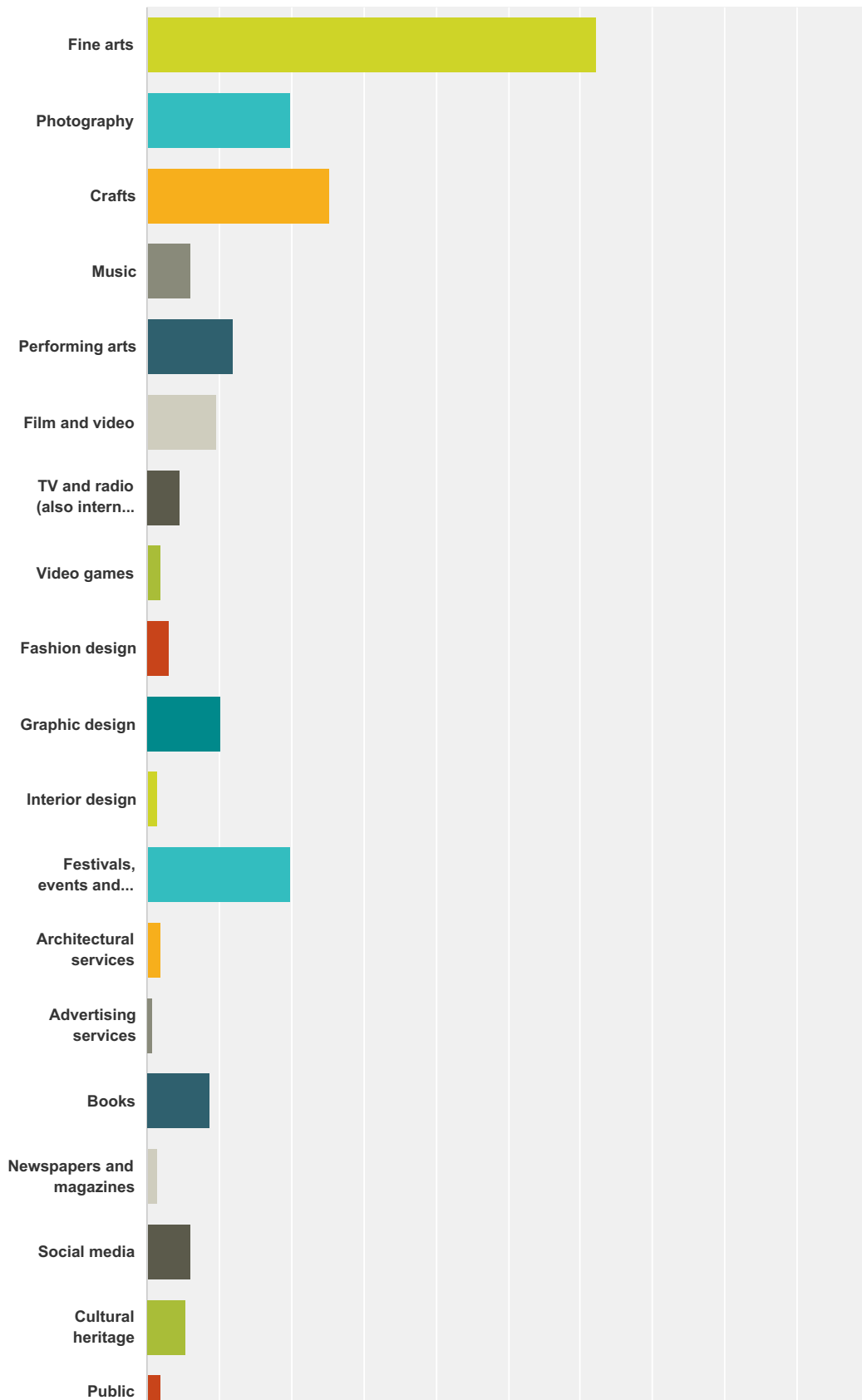
Answered: 451 Skipped: 0



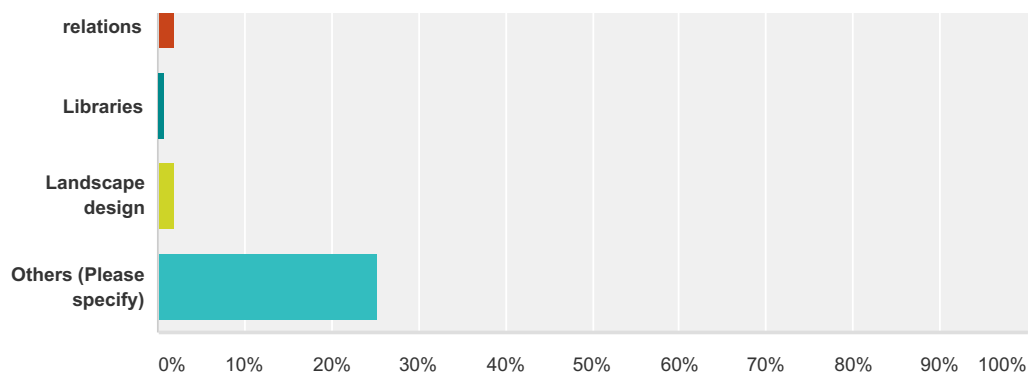
Answer Choices	Responses
Yes, Student	4.66% 21
Yes, Artist/practitioner/arts worker/Cultural Events manager	52.99% 239
Yes, Arts/ Cultural industries business owner	9.76% 44
Volunteer for arts organisation or association	13.08% 59
yes, Volunteer	0.00% 0
No	19.51% 88
<b>Total</b>	<b>451</b>

### Q6 In what discipline is your arts business or practise? (you may select more than one)

Answered: 217 Skipped: 234



## SUNSHINE COAST CULTURAL MAPPING 2017 - SUNSHINE COAST COUNCIL



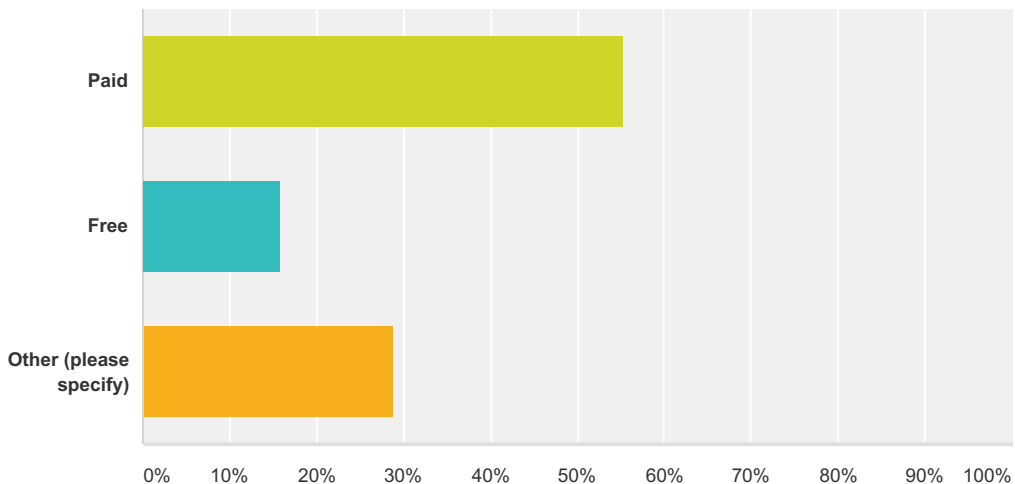
Answer Choices	Responses	
Fine arts	62.21%	135
Photography	19.82%	43
Crafts	25.35%	55
Music	5.99%	13
Performing arts	11.98%	26
Film and video	9.68%	21
TV and radio (also internet live streaming and podcasting)	4.61%	10
Video games	1.84%	4
Fashion design	3.23%	7
Graphic design	10.14%	22
Interior design	1.38%	3
Festivals, events and fairs	19.82%	43
Architectural services	1.84%	4
Advertising services	0.92%	2
Books	8.76%	19
Newspapers and magazines	1.38%	3
Social media	5.99%	13
Cultural heritage	5.53%	12
Public relations	1.84%	4
Libraries	0.92%	2
Landscape design	1.84%	4
Others (Please specify)	25.35%	55
<b>Total Respondents: 217</b>		

**Q7 In what location or suburb do  
you mostly practice your art-form or  
conduct your arts business ?**

Answered: 217 Skipped: 234

### Q8 Are you paid for your arts cultural work or do you work for free?

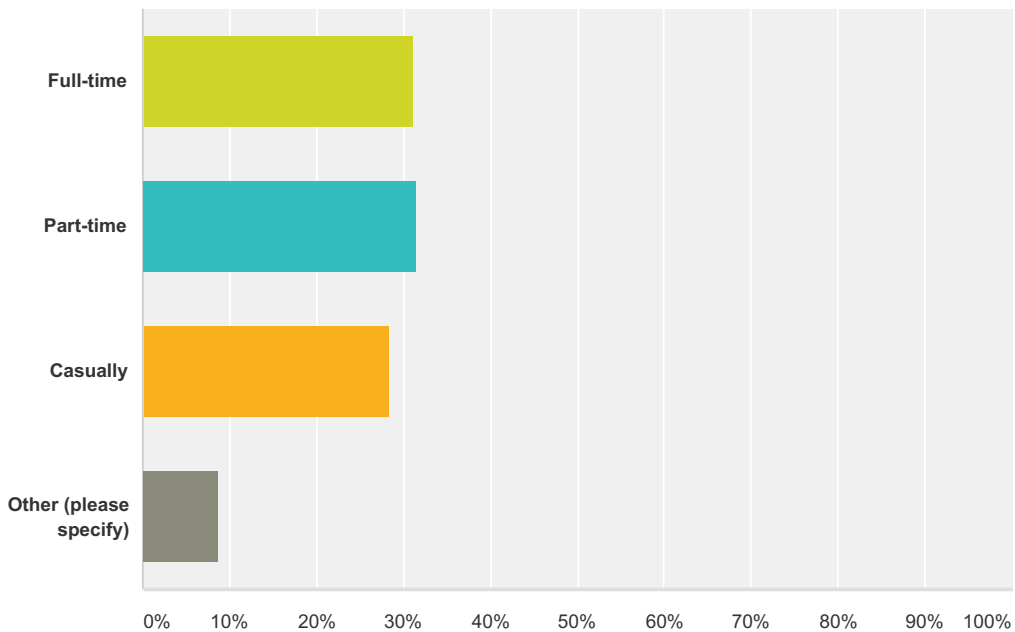
Answered: 215 Skipped: 236



Answer Choices	Responses
Paid	55.35% 119
Free	15.81% 34
Other (please specify)	28.84% 62
<b>Total</b>	<b>215</b>

### Q9 Do you work full time, part-time or casually in the arts or cultural industries?

Answered: 215 Skipped: 236



Answer Choices	Responses
Full-time	31.16% 67
Part-time	31.63% 68
Casually	28.37% 61
Other (please specify)	8.84% 19
<b>Total</b>	<b>215</b>

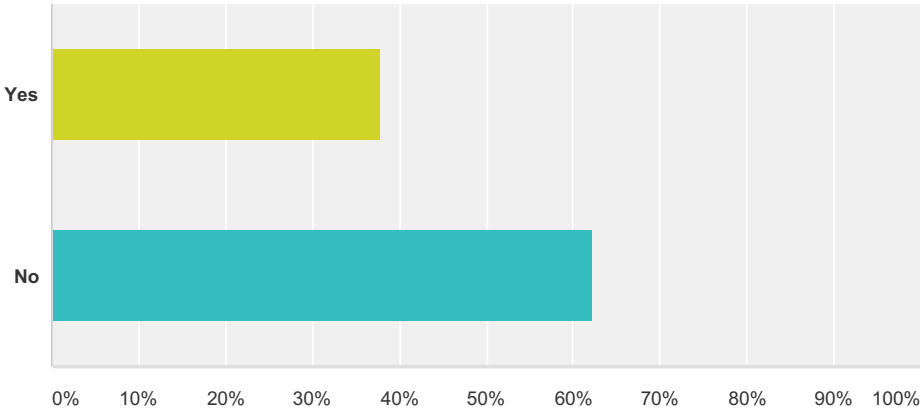
**Q10 Please outline the major obstacles or challenges you face in being an artist/practitioner, arts worker or arts business owner on the Sunshine Coast?**

Answered: 195 Skipped: 256



### Q11 Have you ever applied for Federal, State or Local Government funding to support your arts practise or business?

Answered: 217 Skipped: 234



Answer Choices	Responses
Yes	37.79% 82
No	62.21% 135
<b>Total</b>	<b>217</b>

**Q12 What has been the best support, incentive or opportunity which has helped you progress your arts practise?**

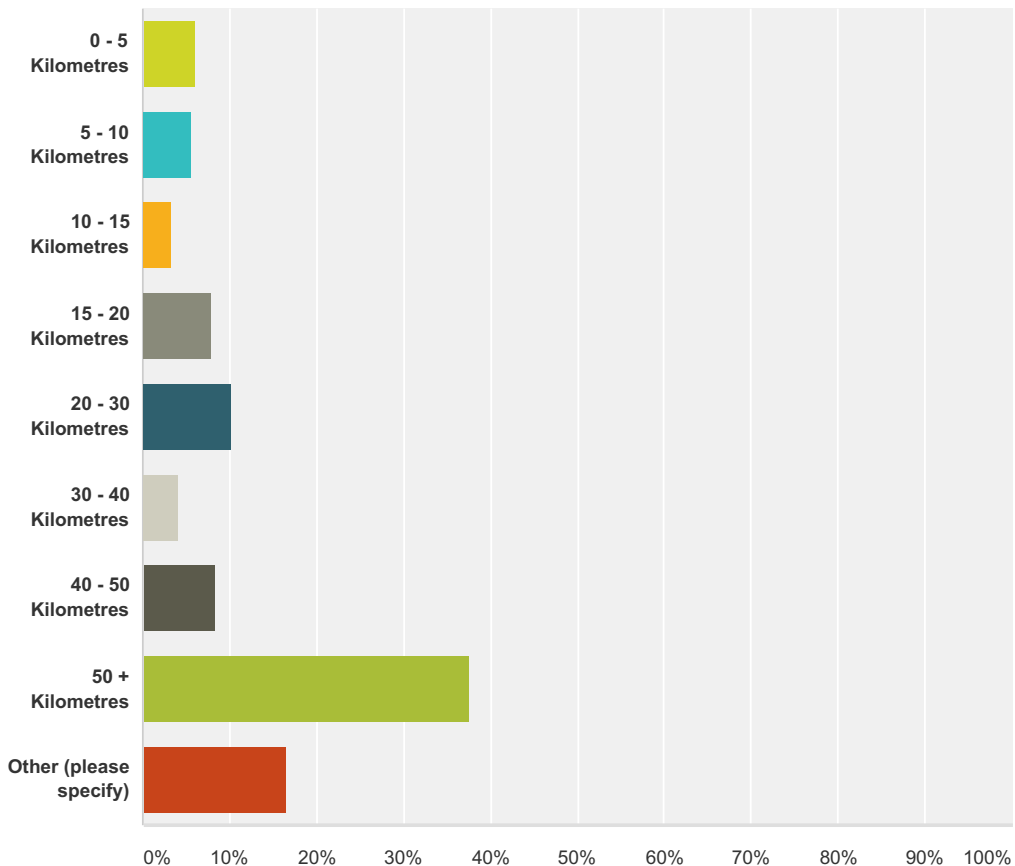
Answered: 201 Skipped: 250

**Q13 What has been the best arts incentive or support you have heard of?**

Answered: 162 Skipped: 289

### Q14 How far would you travel regionally to a venue, studio or facility to practice your art and conduct your arts/cultural business?

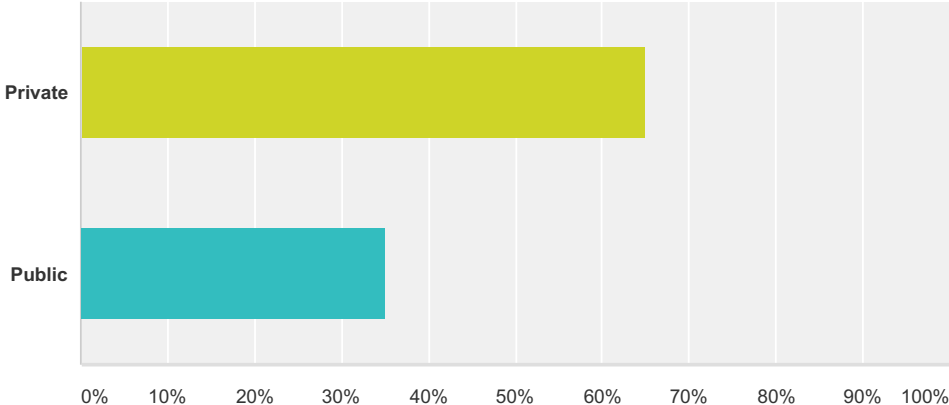
Answered: 213 Skipped: 238



Answer Choices	Responses
0 - 5 Kilometres	6.10% 13
5 - 10 Kilometres	5.63% 12
10 - 15 Kilometres	3.29% 7
15 - 20 Kilometres	7.98% 17
20 - 30 Kilometres	10.33% 22
30 - 40 Kilometres	4.23% 9
40 - 50 Kilometres	8.45% 18
50 + Kilometres	37.56% 80
Other (please specify)	16.43% 35
<b>Total</b>	<b>213</b>

### Q15 Is this a privately owned or public facility ?

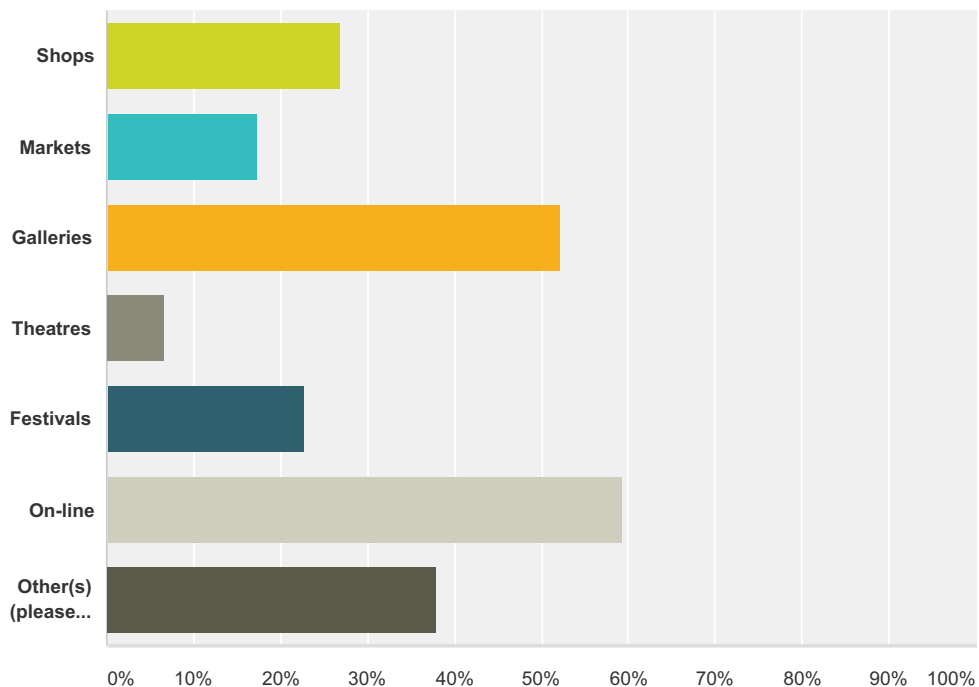
Answered: 174 Skipped: 277



Answer Choices	Responses
Private	64.94% 113
Public	35.06% 61
<b>Total</b>	<b>174</b>

**Q16 If applicable, what channels do you use to sell/distribute your artwork or perform (you may select more than one)**

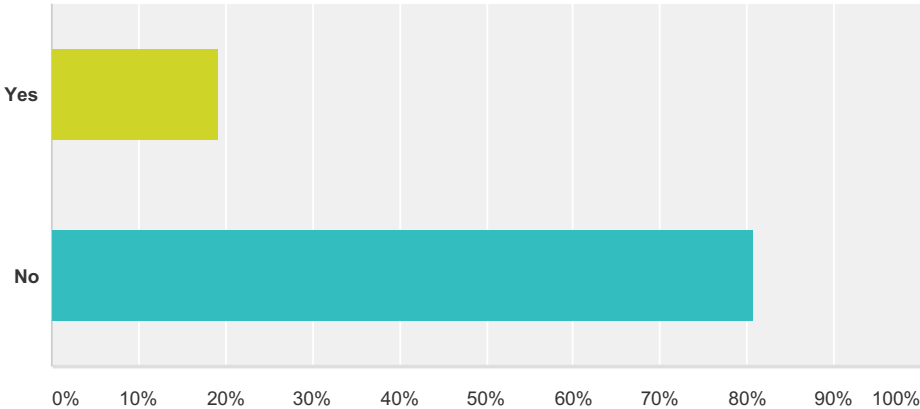
Answered: 197 Skipped: 254



Answer Choices	Responses	Count
Shops	26.90%	53
Markets	17.26%	34
Galleries	52.28%	103
Theatres	6.60%	13
Festivals	22.84%	45
On-line	59.39%	117
Other(s) (please specify)	38.07%	75
<b>Total Respondents: 197</b>		

**Q17 Did you move to the Sunshine Coast to progress or start your arts career or practice?**

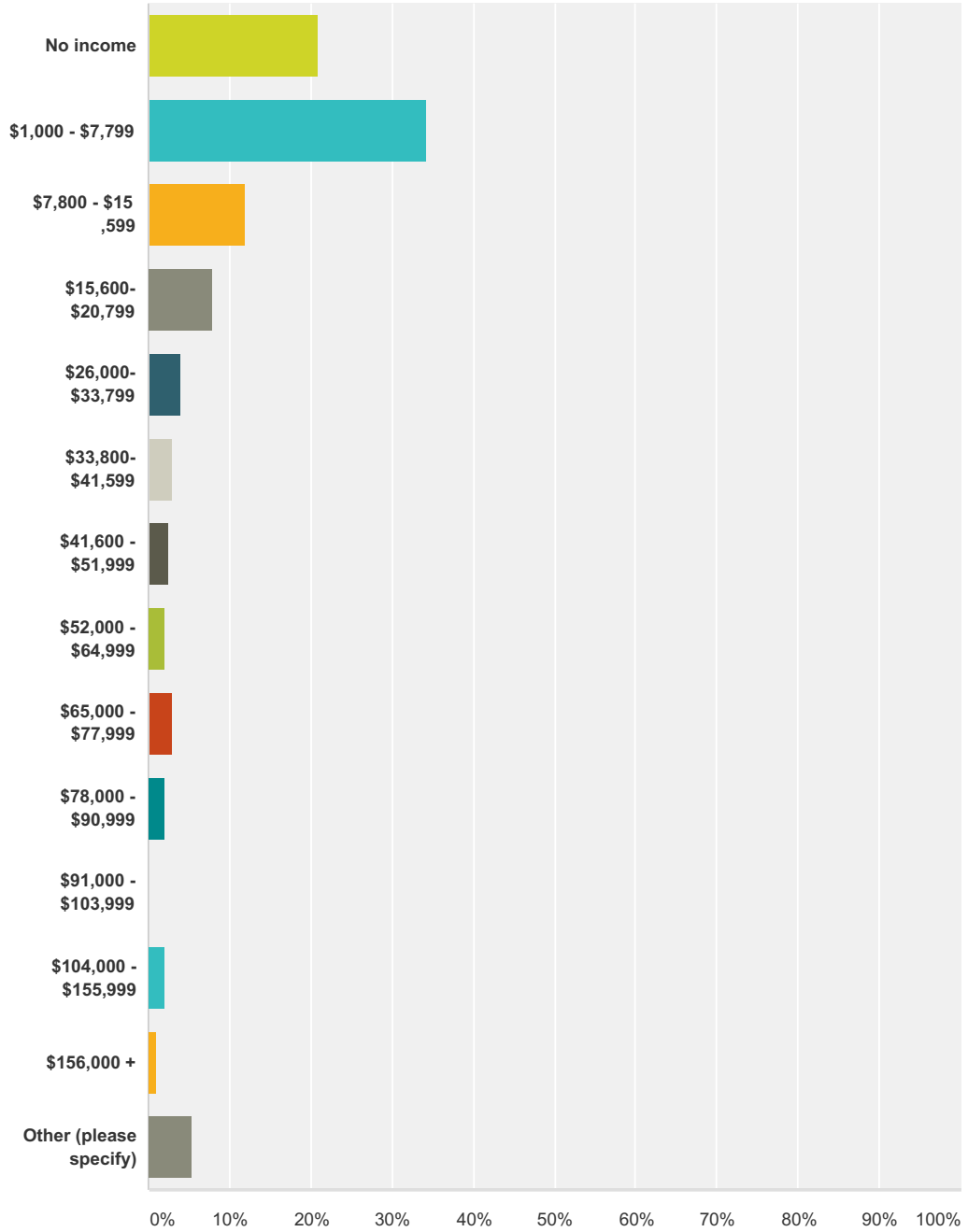
Answered: 213 Skipped: 238



Answer Choices	Responses
Yes	19.25% 41
No	80.75% 172
<b>Total</b>	<b>213</b>

**Q18 What is the approximate annual gross income you derived from your artwork, arts practice or business in the last financial year?**

Answered: 201 Skipped: 250



Answer Choices	Responses	Count
No income	20.90%	42
\$1,000 - \$7,799	34.33%	69

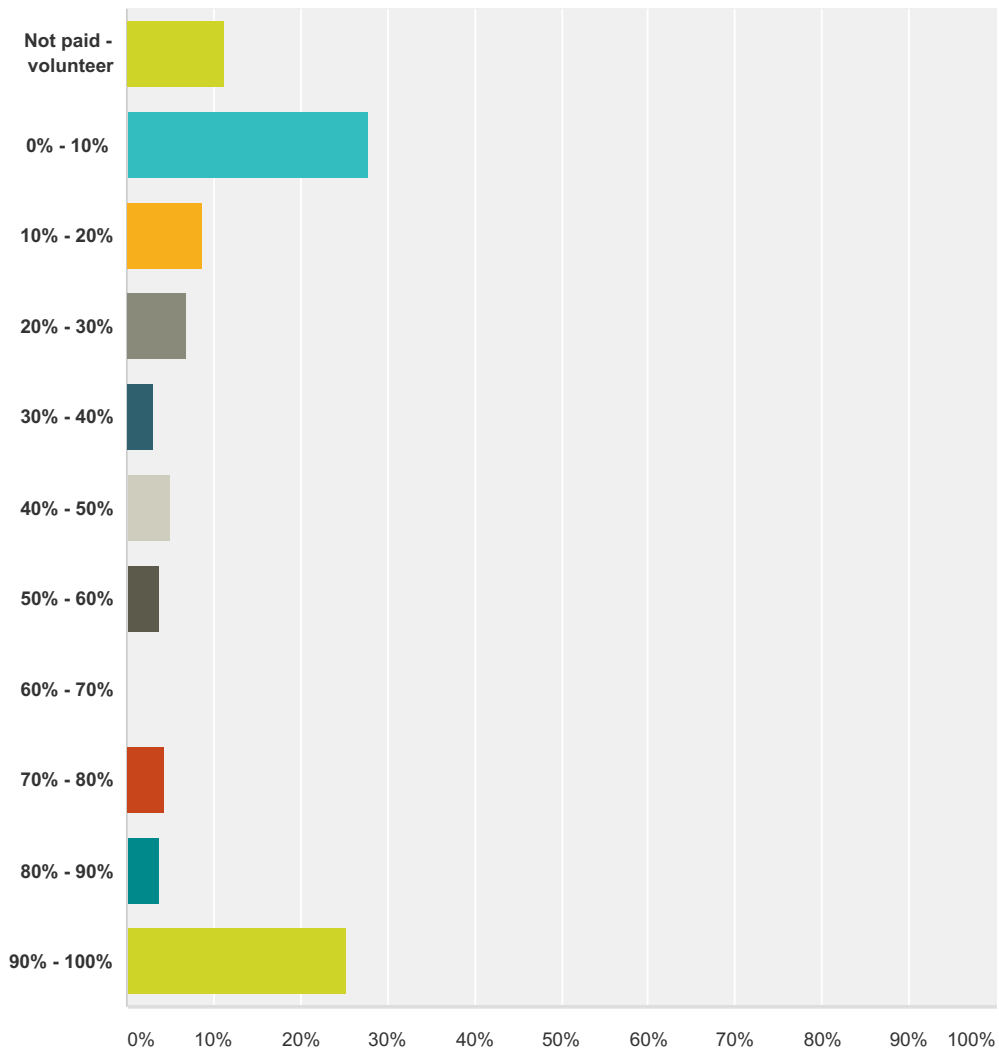


SUNSHINE COAST CULTURAL MAPPING 2017 - SUNSHINE COAST COUNCIL

\$7,800 - \$15,599	11.94%	24
\$15,600- \$20,799	7.96%	16
\$26,000- \$33,799	3.98%	8
\$33,800- \$41,599	2.99%	6
\$41,600 - \$51,999	2.49%	5
\$52,000 - \$64,999	1.99%	4
\$65,000 - \$77,999	2.99%	6
\$78,000 - \$90,999	1.99%	4
\$91,000 - \$103,999	0.00%	0
\$104,000 - \$155,999	1.99%	4
\$156,000 +	1.00%	2
Other (please specify)	5.47%	11
<b>Total</b>		<b>201</b>

### Q19 If applicable, approximately what % is this of your total annual income?

Answered: 159 Skipped: 292



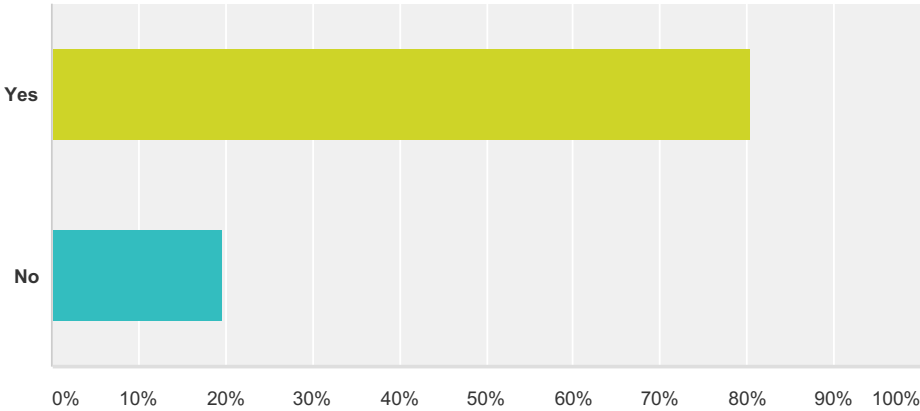
Answer Choices	Responses
Not paid - volunteer	11.32% 18
0% - 10%	27.67% 44
10% - 20%	8.81% 14
20% - 30%	6.92% 11
30% - 40%	3.14% 5
40% - 50%	5.03% 8
50% - 60%	3.77% 6
60% - 70%	0.00% 0
70% - 80%	4.40% 7

SUNSHINE COAST CULTURAL MAPPING 2017 - SUNSHINE COAST COUNCIL

80% - 90%	3.77%	6
90% - 100%	25.16%	40
<b>Total</b>		<b>159</b>

**Q20 Would you be interested in increasing this proportion and spending more paid time as an artist/practitioner or arts worker?**

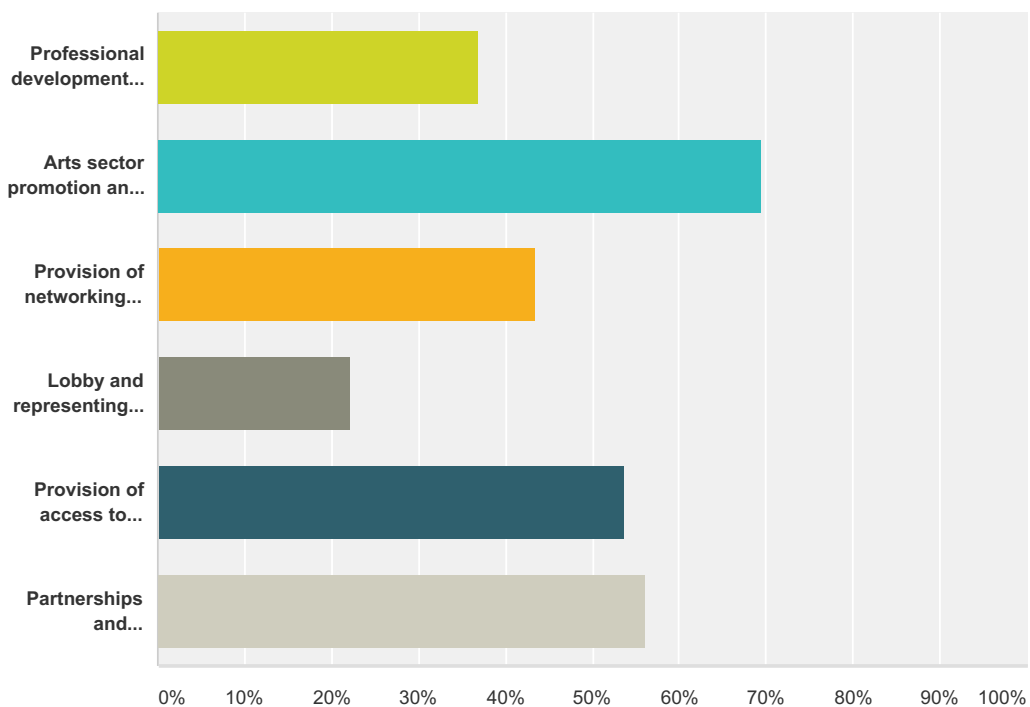
Answered: 199 Skipped: 252



Answer Choices	Responses
Yes	80.40% 160
No	19.60% 39
<b>Total</b>	<b>199</b>

### Q21 What do you see as the top 3 roles of a peak arts industry body on the Sunshine Coast?

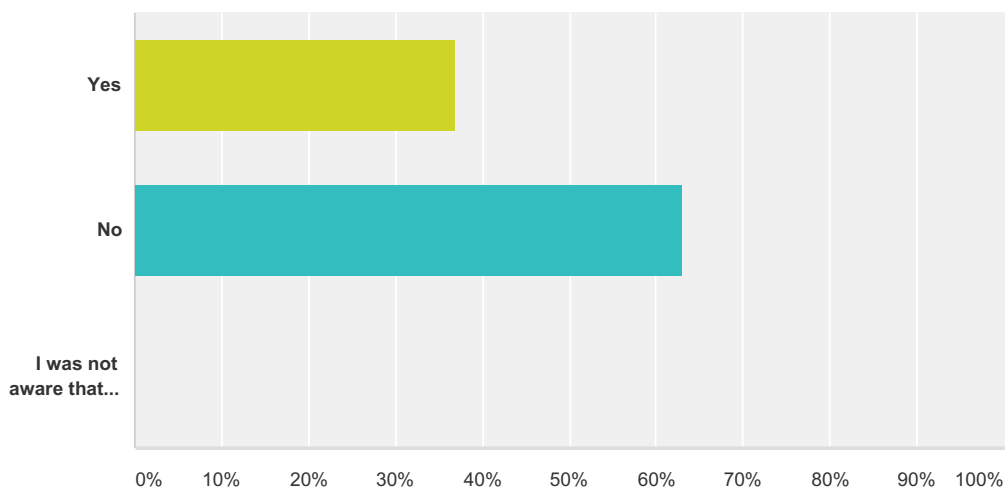
Answered: 203 Skipped: 248



Answer Choices	Responses
Professional development training, conferences etc.	36.95% 75
Arts sector promotion and marketing	69.46% 141
Provision of networking opportunities	43.35% 88
Lobby and representing member's interests to government	22.17% 45
Provision of access to funding opportunities	53.69% 109
Partnerships and collaborative support services	56.16% 114
<b>Total Respondents: 203</b>	

### Q22 Have you ever had an involvement or interaction with the peak arts body on the Sunshine Coast?

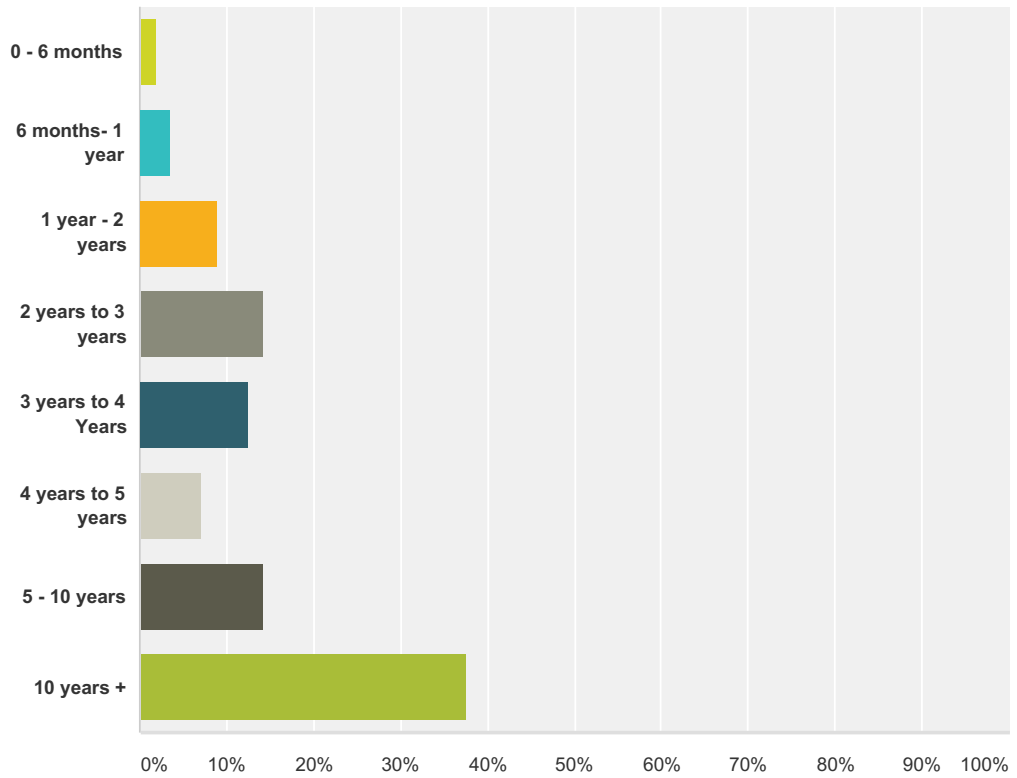
Answered: 217 Skipped: 234



Answer Choices	Responses
Yes	36.87% 80
No	63.13% 137
I was not aware that there is a peak arts body on the Sunshine Coast	0.00% 0
<b>Total</b>	<b>217</b>

### Q23 How long have you been volunteering in the arts/cultural industry?

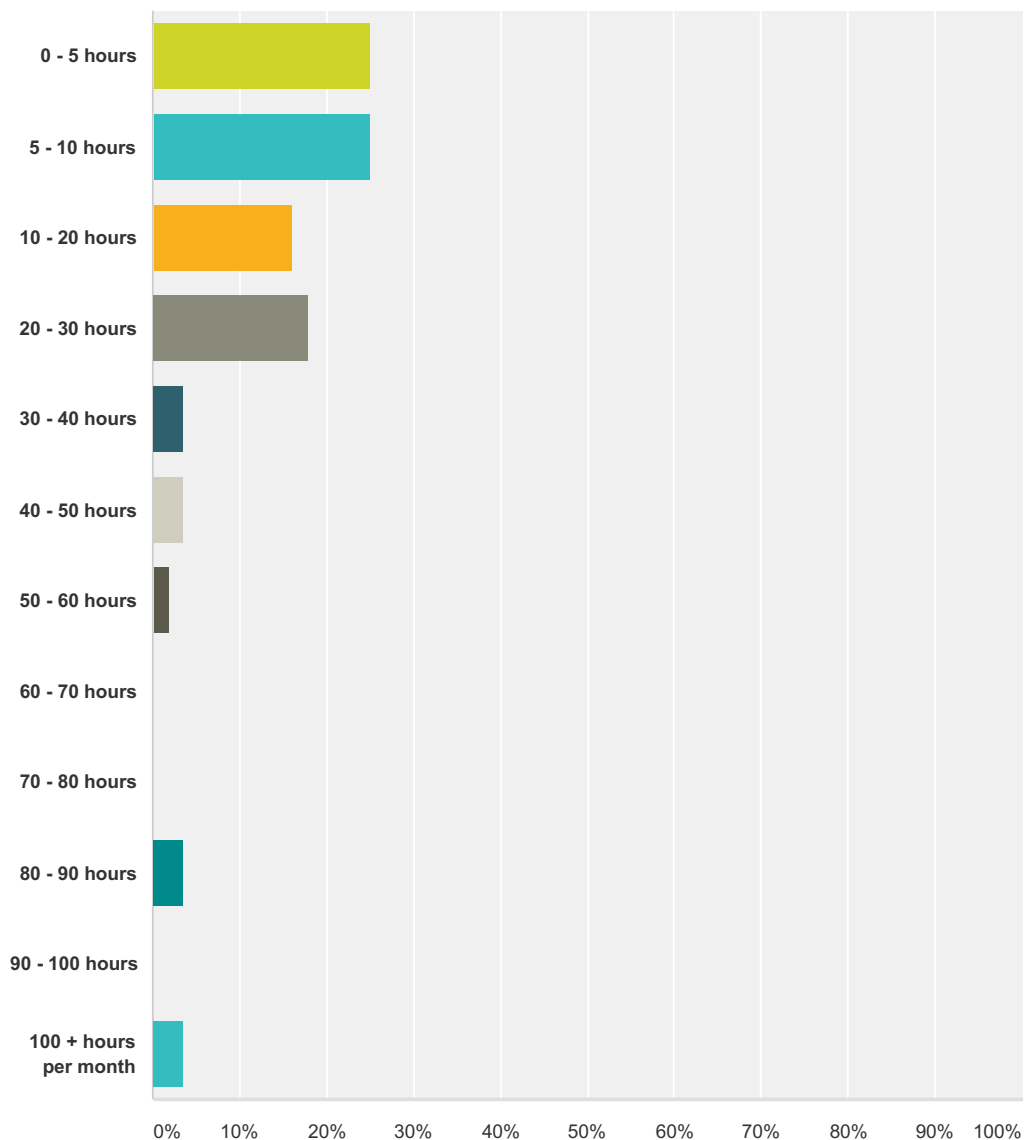
Answered: 56 Skipped: 395



Answer Choices	Responses
0 - 6 months	1.79% 1
6 months- 1 year	3.57% 2
1 year - 2 years	8.93% 5
2 years to 3 years	14.29% 8
3 years to 4 Years	12.50% 7
4 years to 5 years	7.14% 4
5 - 10 years	14.29% 8
10 years +	37.50% 21
<b>Total</b>	<b>56</b>

### Q24 How many hours per month do you generally volunteer in the arts/cultural industry?

Answered: 56 Skipped: 395



Answer Choices	Responses	Count
0 - 5 hours	25.00%	14
5 - 10 hours	25.00%	14
10 - 20 hours	16.07%	9
20 - 30 hours	17.86%	10
30 - 40 hours	3.57%	2
40 - 50 hours	3.57%	2

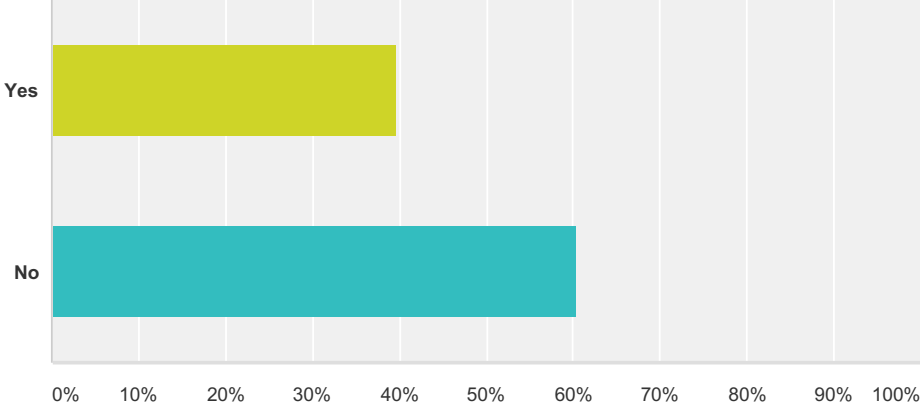


SUNSHINE COAST CULTURAL MAPPING 2017 - SUNSHINE COAST COUNCIL

50 - 60 hours	1.79%	1
60 - 70 hours	0.00%	0
70 - 80 hours	0.00%	0
80 - 90 hours	3.57%	2
90 - 100 hours	0.00%	0
100 + hours per month	3.57%	2
<b>Total</b>		<b>56</b>

### Q25 Would you like to work in the arts/cultural industry in a paid position?

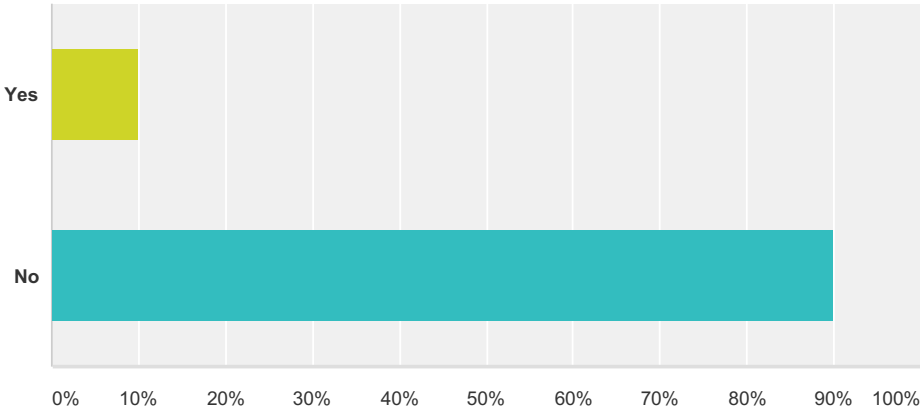
Answered: 58 Skipped: 393



Answer Choices	Responses	
Yes	39.66%	23
No	60.34%	35
<b>Total</b>		<b>58</b>

**Q26 Did you move to, or do you stay on the Sunshine Coast to access arts and culture education or training opportunities ?**

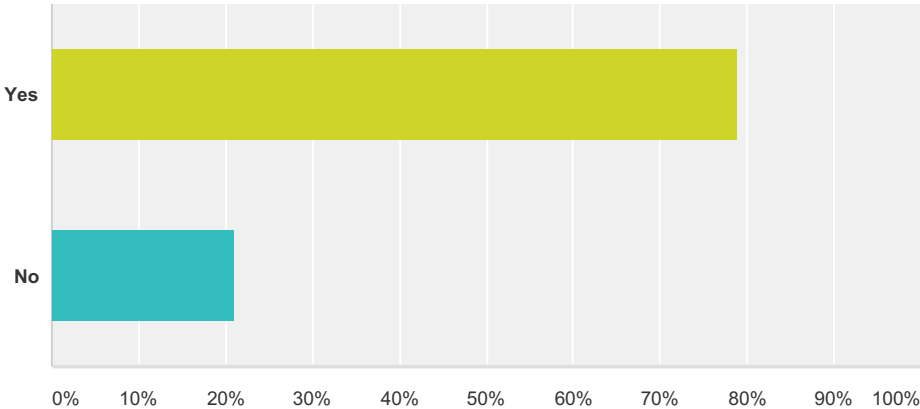
Answered: 20 Skipped: 431



Answer Choices	Responses
Yes	10.00% 2
No	90.00% 18
<b>Total</b>	<b>20</b>

**Q27 Will you stay on the Sunshine Coast once you have finished your studies or training?**

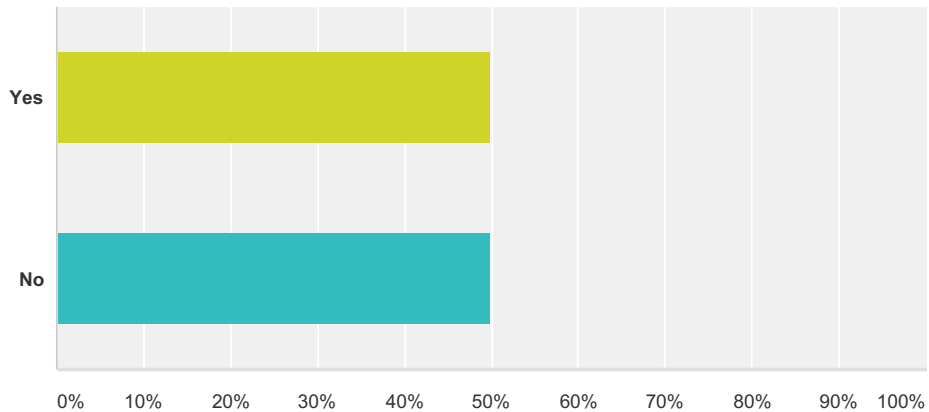
Answered: 19 Skipped: 432



Answer Choices	Responses
Yes	78.95% 15
No	21.05% 4
<b>Total</b>	<b>19</b>

**Q28 Do you intend to use your studies or training to pursue career opportunities as an artist/ practitioner, arts worker or arts business owner?**

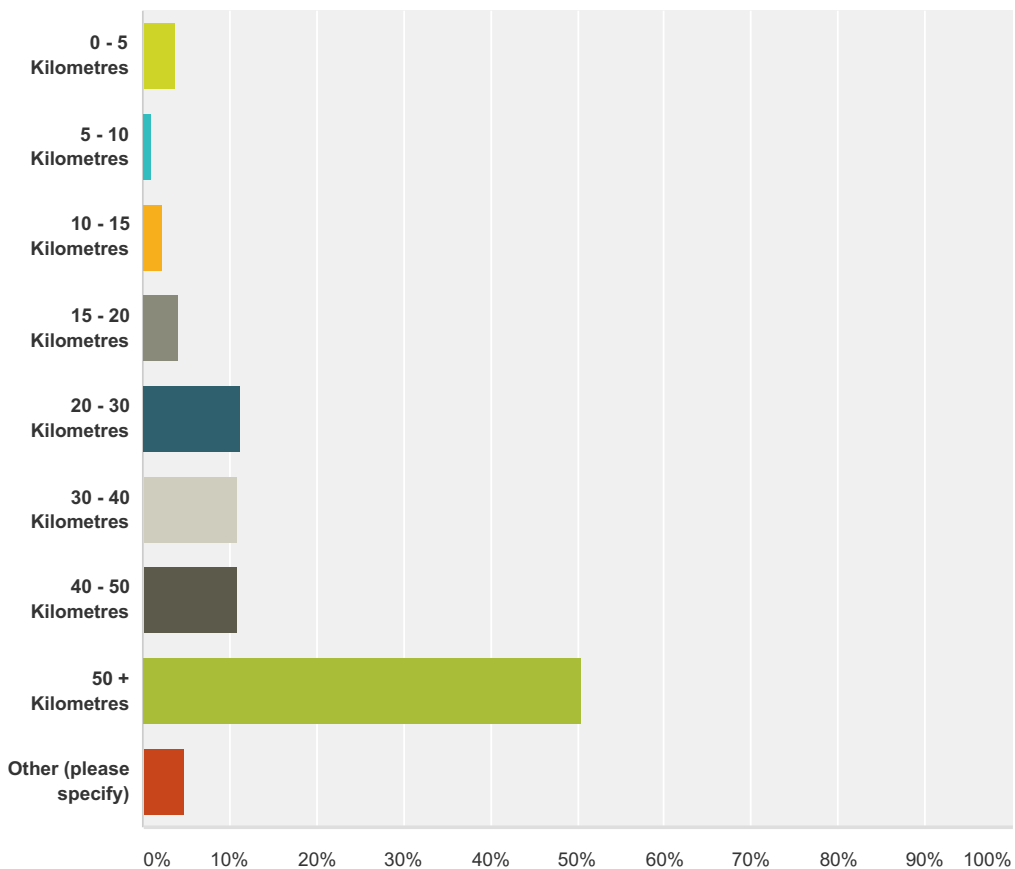
Answered: 20 Skipped: 431



Answer Choices	Responses
Yes	50.00% 10
No	50.00% 10
<b>Total</b>	<b>20</b>

### Q29 How far would you travel within the region to a venue or facility to enjoy artistic or cultural experiences?

Answered: 265 Skipped: 186



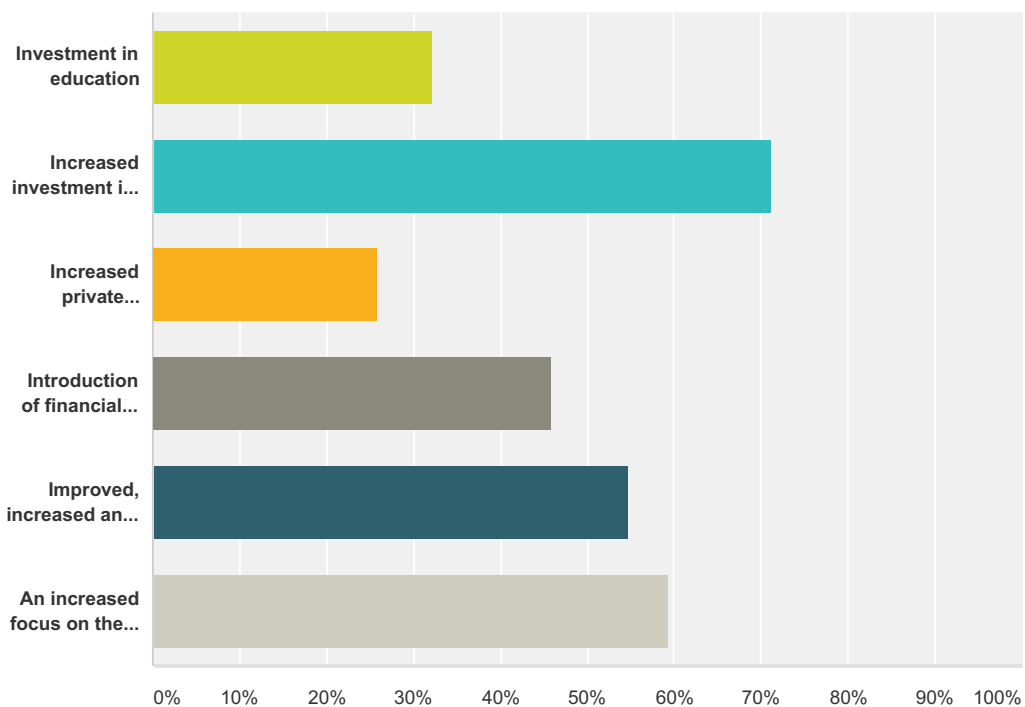
Answer Choices	Responses
0 - 5 Kilometres	3.77% 10
5 - 10 Kilometres	1.13% 3
10 - 15 Kilometres	2.26% 6
15 - 20 Kilometres	4.15% 11
20 - 30 Kilometres	11.32% 30
30 - 40 Kilometres	10.94% 29
40 - 50 Kilometres	10.94% 29
50 + Kilometres	50.57% 134
Other (please specify)	4.91% 13
<b>Total</b>	<b>265</b>

**Q30 What is your greatest wish for the future of arts and culture on the Sunshine Coast ?**

Answered: 299 Skipped: 152

### Q31 What do you see as the top 3 things that will help advance arts and culture on the Sunshine Coast over the next 20 years?

Answered: 320 Skipped: 131



Answer Choices	Responses
Investment in education	32.19% 103
Increased investment in infrastructure - i.e.new Galleries, Libraries, venues, studios, workshops etc.	71.25% 228
Increased private business investment	25.94% 83
Introduction of financial incentives including reduced rent for small arts businesses, reductions in council rates etc.	45.94% 147
Improved, increased and accessible public and private grant funding (\$) opportunities for the arts	54.69% 175
An increased focus on the development and support of community based arts associations or groups	59.38% 190
<b>Total Respondents: 320</b>	



**Q32 What is the best value/ hidden gem art activity or venue on the Sunshine Coast?**

Answered: 276 Skipped: 175

**Q33 Please feel free to add here any additional comments you may have about the arts industry on the Sunshine Coast**

Answered: 124 Skipped: 327

# Appendix C

## Survey

### Distribution List



*Image: Horizon Ignites Caloundra — Horizon Festival of Arts & Culture*

# SURVEY DISTRIBUTION LIST

Organisation	Name	Email	Specifics targets	Phone	When sent link	Comments
SCC	Sharon Davis	<a href="mailto:sharon.davis@sunshinecoast.qld.gov.au">sharon.davis@sunshinecoast.qld.gov.au</a>	E-Lists		9/02/2017	On facebook and website
SCC	Jacky Smith	jacky.smith@sunshinecoast.qld.gov.au	E-Lists		9/02/2017	E-lists
	Rachel Forsyth	forsythrachel@hotmail.com	Affiliates /friends		9/02/2017	Affiliates /friends
Innovations Centre	Debbie	'debbie@innovatiocentre.com.au'	Members/networks/affiliates		10/02/2017	Members/networks/affiliates
USC Humanities	Irene Visser	<a href="mailto:ivisser@usc.edu.au">ivisser@usc.edu.au</a>	Students/academics/friends		10/02/2017	Students/academics/friends
USC Humanities	Lisa Chandler	<a href="mailto:lchandle@usc.edu.au">lchandle@usc.edu.au</a>	networks/affiliates		10/02/2017	networks/affiliates
Ceramics Association		<a href="mailto:jackie-gasson@bigpond.com">jackie-gasson@bigpond.com</a>	Members		10/02/2017	Members
Kenworth Arts		kenilworth4@gmail.com	Members		10/02/2017	Members
Eumundi Business		<a href="mailto:gm@eumundico.com.au">gm@eumundico.com.au</a>	Members/networks/affiliates		10/02/2017	Members/networks/affiliates
Sunshine Coast Symphony		<a href="mailto:sarahlynn76@gmail.com">sarahlynn76@gmail.com</a>	Members		10/02/2017	Members
Maleny film society		malenyfilmsociety@gmail.com	Members		10/02/2017	Members
Sunshine Coast Brass Band		sunshinebrassband@gmail.com	Members		10/02/2017	Members
Jue Phippen -		admin@theoldambulancestation.com	Members/networks/affiliates		10/02/2017	Members/networks/affiliates
Not sure		ej.scott@bigpond.com			10/02/2017	
Kenilworth Arts group		kac@kenilwortharts.org.au	All members		10/02/2017	All members
Oriana Choir		orianaartsinc@outlook.com.au	All members		10/02/2017	All members
Not sure		brightasbrass@gmail.com	All members		10/02/2017	All members
Buderm Craft Cottage		budermcraftcottage@bigpond.com	All members		10/02/2017	All members
Not sure		marie.boniface@bigpond.com			10/02/2017	
Fiddle camp		sunshinefiddlecamp@gmail.com	Members/networks/affiliates		10/02/2017	Members/networks/affiliates
Not sure		macgatmaleny@gmail.com			10/02/2017	
Arts connect		president@artsconnectinc.com.au	All members/affiliates		10/02/2017	All members/affiliates
caloundra Crafts		<a href="mailto:trish4551@gmail.com">trish4551@gmail.com</a>	All members		10/02/2017	completed and sent to me
Scene Newsletter	SCC		All e-subscribers		14/02/2017	included
Caloundra Regional Gallery	SCC		All email list members		21/02/2017	E-blast- sent
Caloundra Regional Gallery	SCC		All e-subscribers		24/02/2017	E-newsletter
Old ambulance Centre	Jude Phippen	<a href="mailto:judyppps@gmail.com">judyppps@gmail.com</a>	Personal Jude Phippen associates		15/02/2017	Personal Jude Phippen assoc
Tidal magazine		<a href="mailto:hellotidal@gmail.com">hellotidal@gmail.com</a>	Clients/affiliates		15/02/2017	Clients/affiliates
Fresh PR	Helen Perry	<a href="mailto:helen@freshprm.com.au">helen@freshprm.com.au</a>	Clients and PR network		15/02/2017	Clients and PR network
Shakeitupmusic	Mark and Elissa	<a href="mailto:sales@shakeitupmusic.com.au">sales@shakeitupmusic.com.au</a>	Customers		15/02/2017	Customers
Libraries E-newsletter	SCC		Library e-newsletters subscribers		3/03/2017	Library e-newsletters subs
Horizon festival 2016 Participants	SCC		E-mail list		10/02/2017	E-mail list

# Appendix D

## Relevant Council Policies and Strategies



*Image: Horizon Ignites Caloundra — Horizon Festival of Arts & Culture*

## RELEVANT COUNCIL POLICIES AND STRATEGIES

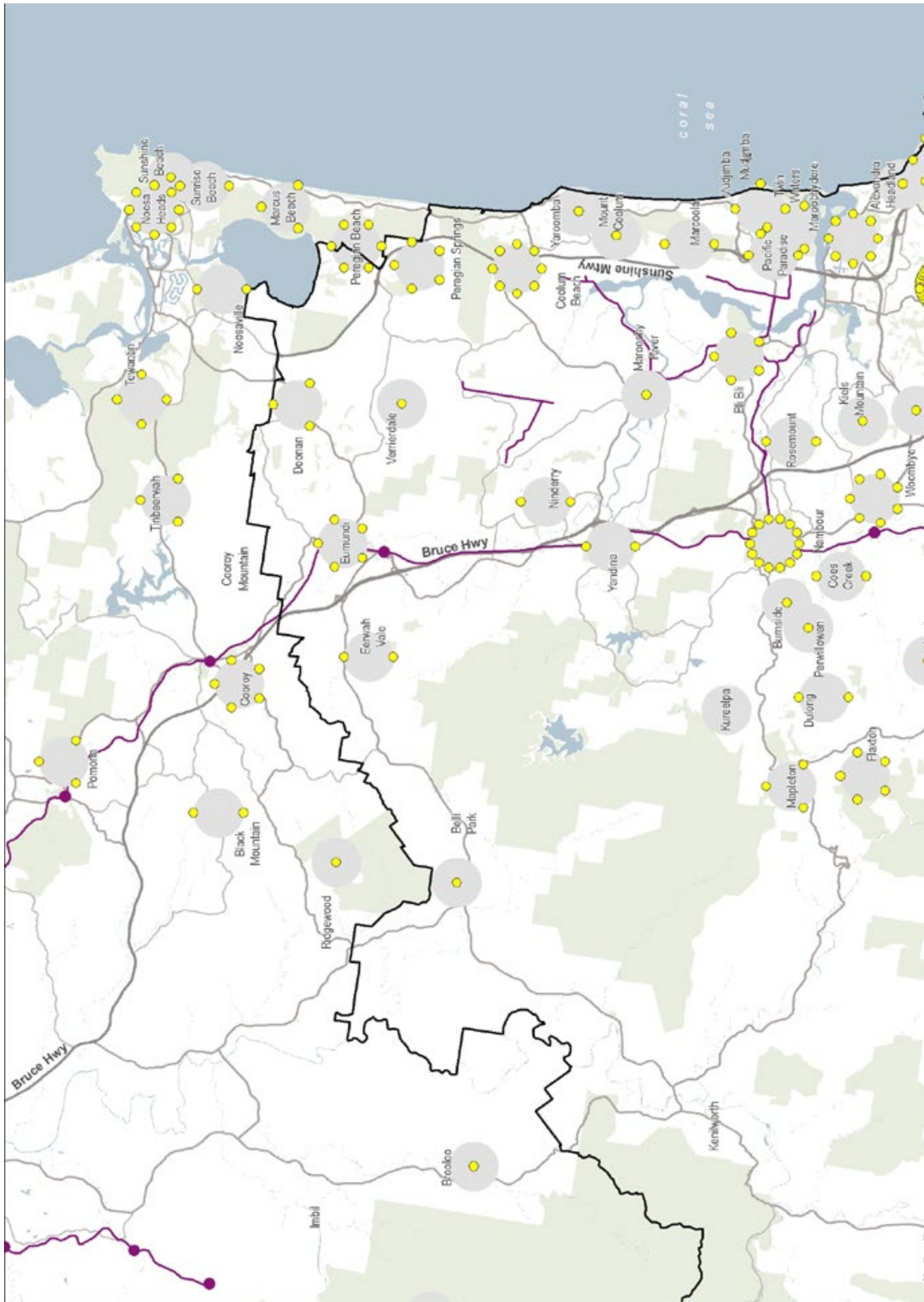
Cultural Development Policy 2012	Guides council's contribution to cultural development and details the position and key priorities to enrich the cultural vitality of the region.
Events Policy 2010	<p>Articulates council's role in supporting, partnering and facilitating and delivering events across the region"</p> <p>Council values the richness and diversity of the Sunshine Coast. This is reflected in the hundreds of events held annually, enhancing and celebrating our lifestyle, environment and culture.</p>
Major and Regional Events Strategy 2013-2017	Guides council and the Sunshine Coast Events Board on building the region's competitive advantage to host major and regional events that boost our economy.
Community Events and Celebrations Strategy 2010	Articulates council's role in community events and celebrations that enliven and reflect the diversity of the region'
Sunshine Coast Heritage Levy Policy 2010	Directs investment per rateable property for cultural heritage projects that protect and respond to the region's emerging and most critical heritage challenges.
Social Strategy 2015	Provides a long-term social direction that builds on the region's positive social attributes and identifies shorter term initiatives for responding to the social needs of the region, and further developing our community strengths.
Also..	<p>Libraries Plan 2014-2024</p> <p>Memorial and Plaques Policy 2009</p> <p>Performance and Community Venues Service Plan 2014-29</p> <p>Public Art Policy 2011</p> <p>Reconciliation Action Plan 2011-2016</p> <p>Recreational Trail Plan 2012</p>

# Appendix E

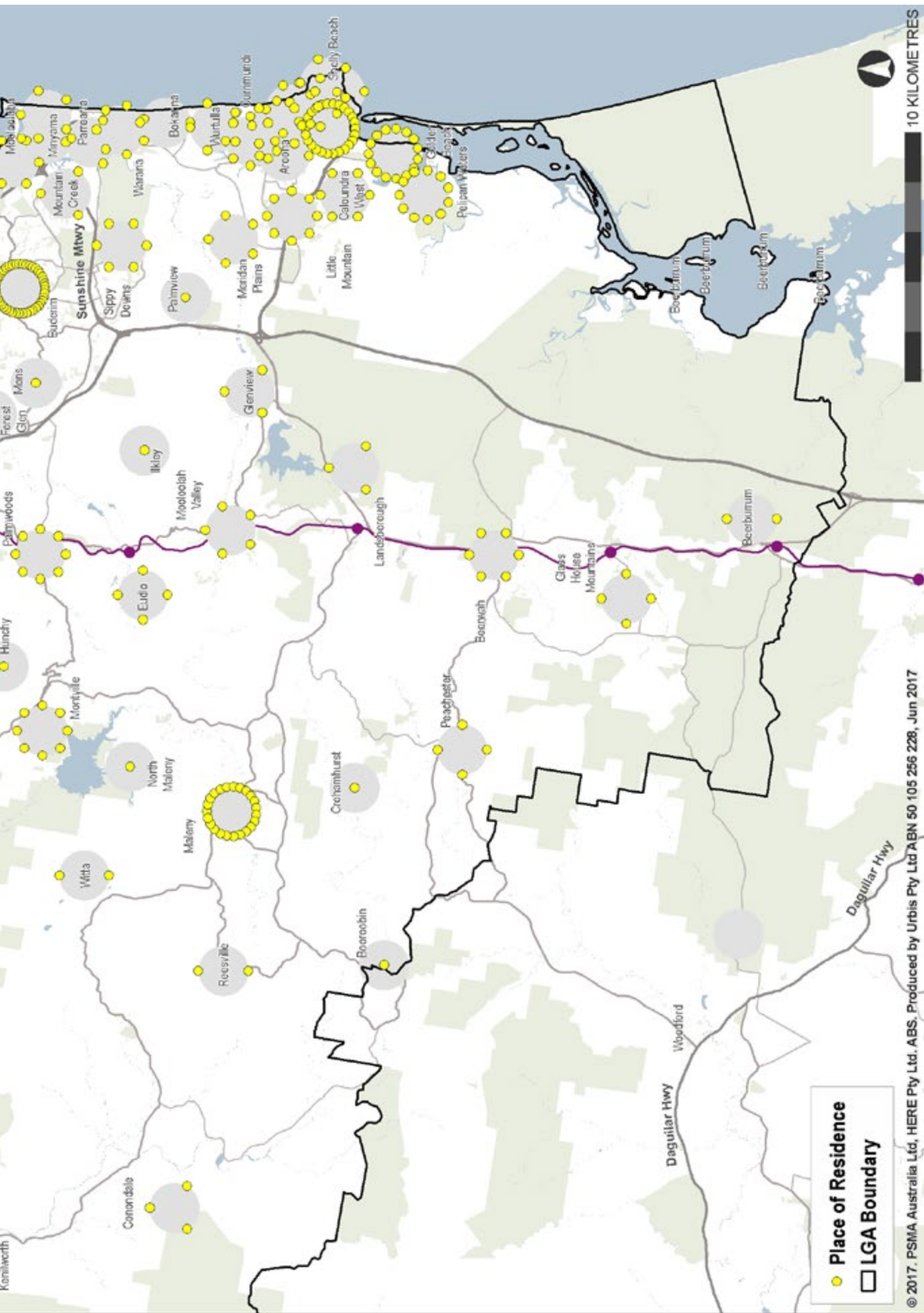
## Residential Locations and Work/Practice Locations

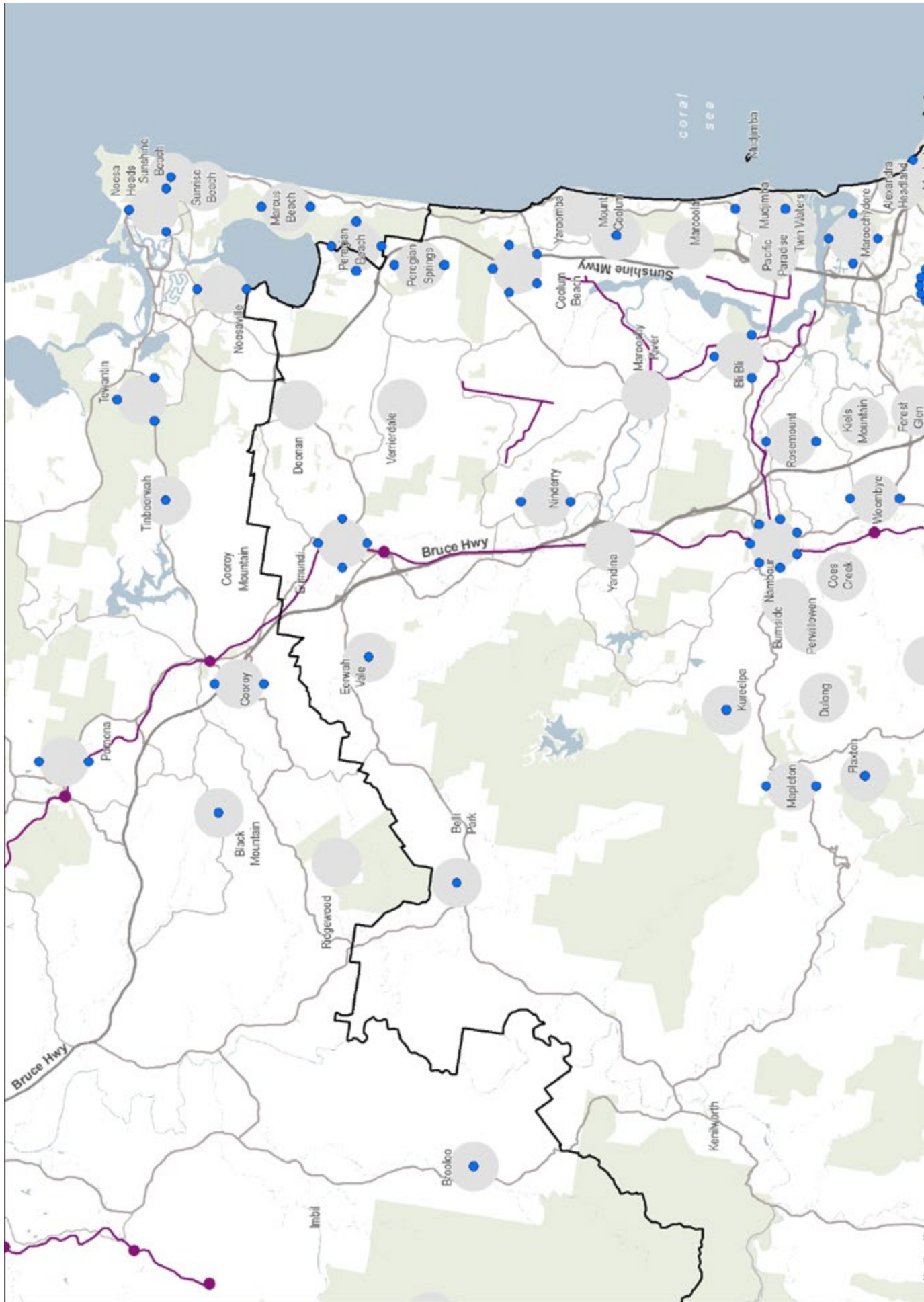


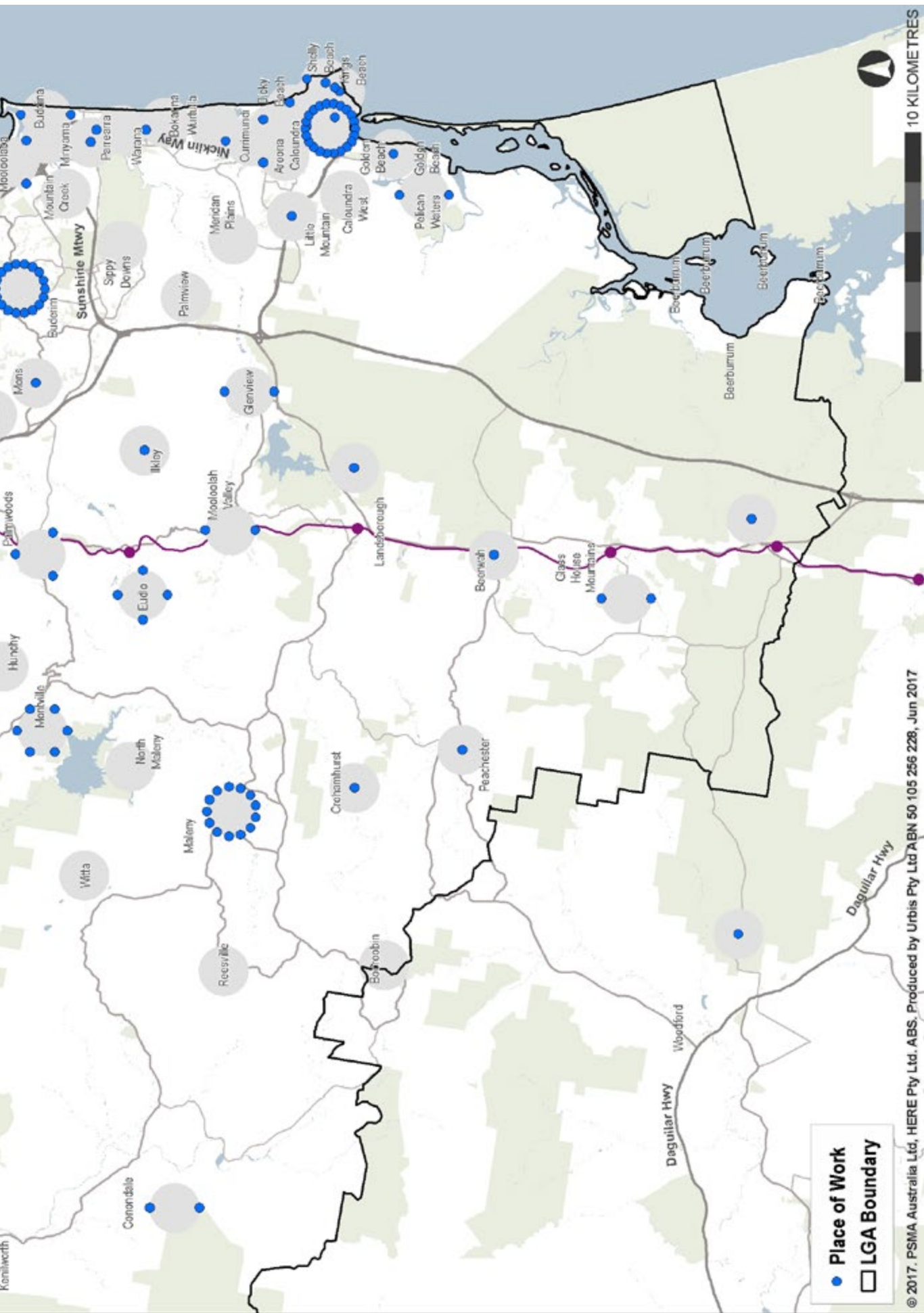
*Image: Horizon Ignites Caloundra — Horizon Festival of Arts & Culture*











© 2017. PSMA Australia Ltd, HERE Pty Ltd. ABS. Produced by Urbis Pty Ltd ABN 50 105 256 228, Jun 2017



# Appendix F

## Education and Training



*Image: Horizon Ignites Caloundra — Horizon Festival of Arts & Culture*

# LIST OF COURSES AND ENROLLMENTS

Institution	2016 Enrolments <sup>1</sup>	Course Name	Course Name
University of the Sunshine Coast <ul style="list-style-type: none"> <li>▪ Bachelor</li> <li>▪ Masters</li> <li>▪ Doctorate</li> </ul>	831	Bachelor of Arts Bachelor of Design Bachelor of Design & Communication Bachelor of Creative Industries Bachelor of Design & Marketing Bachelor of Communication Bachelor of Public Relations Bachelor of Creative Writing	Bachelor of Serious Games Bachelor of Arts (Hons) Master of Professional Practice (Creative Writing) Master of Arts Master of Creative Arts Doctor of Philosophy (FASS) Doctor of Creative Arts
TAFE Queensland East Coast <ul style="list-style-type: none"> <li>▪ Diploma</li> <li>▪ Certificate IV</li> <li>▪ Certificate III</li> </ul>	253	Diploma of Screen and Media Diploma of Interactive Digital Media Diploma of Music Diploma of Sound Production Diploma of Graphic Design Diploma of Photography Diploma of Visual Arts	Diploma/Adv Diploma of Fashion Certificate III in Media Certificate III Music Certificate III Visual Arts (Photography) Certificate III Visual Arts Certificate III in Fashion Certificate IV in Music

<sup>1</sup> Creative industries educations stats\_Oct16

# Appendix G

## Regional List and Map of Venues



*Image: Horizon Ignites Caloundra — Horizon Festival of Arts & Culture*

# COMMUNITY VENUES AND CULTURAL FACILITIES

## COMMUNITY VENUES (65)

SIS ID	Local Name	Street Address	Suburb
17	Beerwah and District Community Centre	25 Peachester Rd	BEERWAH
24	Beerwah QCWA	Local	BEERWAH
31	Belli Community Hall	1170 Eumundi-Kenilworth Rd	BELLI PARK
128	Cooloolabin School of Arts Hall	787 Cooloolabin Rd	COOLOOLABIN
181	Gheerulla Hall & Recreation Centre	2184 Eumundi-Kenilworth Rd	GHEERULLA
261	Kureelpa Public Hall	2-4 Jewett Rd	KUREELPA
36	Bli Bli Public Hall	87 Willis Rd	BLI BLI
503	The Old Church	89 Willis Rd	BLI BLI
160	Diddillibah Community Hall	658 Diddillibah Rd	DIDDILLIBAH
65	Buderim War Memorial Association Hall	1 Main St	BUDERIM
93	Caloundra Events Centre	20 Minchington St	CALOUNDRA
102	Caloundra QCWA	17 Kalinga St	CALOUNDRA
443	Queen Street Hall	87 Queen St	CALOUNDRA
448	Services to the Ageing Centre	1 Nutley St	CALOUNDRA
137	Coolum Civic Centre	6 Park St	COOLUM BEACH
170	Eumundi QCWA	78 Memorial Dr	EUMUNDI
172	Eumundi School of Arts Community Hall	63 Memorial Dr	EUMUNDI
515	Wan'din'in Meeting space	73 Memorial Dr	EUMUNDI
558	Eumundi Showground - Community Venue	1 Black Stump Road	EUMUNDI
407	North Arm School Of Arts Hall	52 North Arm Rd	NORTH ARM
14	Beerburrum School Of Arts	7 Anzac Ave	BEERBURRUM
186	Glass House Mountains School of Arts	8 Coonowrin Rd	GLASS HOUSE MOUNTAINS
328	Mary Grigor Centre (Bankfoot House)	1998 Old Gympie Rd	GLASS HOUSE MOUNTAINS
163	Eudlo Public Hall	19 Rosebed St	EUDLO
8	Arts and Ecology Centre	33 Palm Creek Rd	TANAWHA
270	Landsborough QCWA Hall	480 Old Landsborough Rd	LANDSBOROUGH
272	Landsborough School of Arts	485 Old Landsborough Rd	LANDSBOROUGH
	Landsborough Sports Complex	15 Tunnel Ridge Rd	LANDSBOROUGH
33	Bellvista Meeting Place	18 Lomond Crescent	CALOUNDRA WEST
230	Kawana Forest Meeting Space	60 Woodlands Bvd	MERIDAN PLAINS
286	Maleny Community Centre	23 Maple St	MALENY
287	Maleny Community Centre, Bicentenary Meeting Room	1 Bicentenary Lane	MALENY
296	Maleny Soldiers Memorial Hall	1 Bunya St	MALENY
504	The Old Witta School Community Centre	316 Witta Rd	WITTA
303	Mapleton Community Centre (Old Mapleton School)	17 Obi Obi Road	MAPLETON
305	Mapleton Hall	31 Obi Obi Rd	MAPLETON
412	Obi Obi School of Arts Hall	856 Obi Obi Rd	MAPLETON



367	Mudjimba Community Hall	41 Cottonwood St	MUDJIMBA
410	North Shore Community Centre	701 David Low Way	MUDJIMBA
338	Millwell Rd Community Centre	11 Millwell Rd East	MAROOCHYDORE
	Maroochydore Multisports Complex meeting room	108 Fishermans Rd	MAROOCHYDORE
	Maroochydore QCWA Hall	104 Memorial Ave	MAROOCHYDORE
359	Mooloolah Public Hall	42 Bray Rd	MOOLOOLAH VALLEY
66	Buffalo Hall	20-22 Price St	NAMBOUR
396	Nambour QCWA	12 Short St	NAMBOUR
447	Senior Citizens Hall	Currie St	NAMBOUR
494	Sunshine Coast Showgrounds Pavillion	Coronation Ave	NAMBOUR
414	Old Hunchy School	53-61 Hunchy School Rd	HUNCHY
346	Montville Village Hall	139 Memorial Cl	MONTVILLE
424	Palmwoods Memorial Hall	1 Main St	PALMWOODS
426	Palmwoods QCWA	11 Main St	PALMWOODS
432	Peachester Hall	Peachester Rd	PEACHESTER
123	Conondale Public Hall	1695 Maleny-Kenilworth Rd	CONONDALE
250	Kenilworth Public Hall	7 Maleny- Kenilworth Rd	KENILWORTH
513	Verrierdale Public Hall	460-478 Verrierdale Rd	VERRIERDALE
521	Woombye School Of Arts	1-3 Hill St	WOOMBYE
263	Lake Kawana Community Centre	114 Sportsman Pde	BOKARINA
227	Kawana Community Centre	30 Nanyima St	BUDDINA
228	Kawana Family Centre (Kevin Asmus Park)	20 Iluka Ave	BUDDINA
231	Kawana Island Meeting Place	1/5 Grand Pde	PARREARRA
511	Valdora Community Hall	360 Valdora Road	VALDORA
527	Yandina Community Centre	51 Bruce Hwy	YANDINA
	Maroochy Community Permaculture (The Blue House)	41 Farrell St	YANDINA
528	Yandina Eumundi RSL Hall	24 North St	YANDINA
531	Yandina School Of Arts	9-11 Farrell St	YANDINA

## CULTURAL FACILITIES (21)

SIS ID	Local Name	Street Address	Suburb
50	Buderim Craft Cottage	5 Main St	BUDERIM
438	Pioneer Cottage	5 Ballinger Cres	BUDERIM
488	Sunshine Coast Art Group (Elizabeth Daniels Park)	Mooloolaba Rd	BUDERIM
80	Caloundra Art Gallery	22 Omrah Ave	CALOUNDRA
81	Caloundra Arts Centre	5 North St	CALOUNDRA
119	Clayden Pottery Studio	14 Tradewinds Ave	COOLUM BEACH
168	Eumundi Heritage and Visitor Centre	73 Memorial Dr	EUMUNDI
12	Bankfoot House	1998 Old Gympie Rd	GLASS HOUSE MOUNTAINS
268	Landsborough Museum	4 Maleny St	LANDSBOROUGH
441	Qld Air Museum	7 Pathfinder Dr	CALOUNDRA WEST
276	Lind Lane Theatre	14-16 Mitchell St	NAMBOUR
310	Maroochy District Band Hall	3 Daniel St	NAMBOUR
374	Nambour Arts & Crafts Association	20-22 Price St	NAMBOUR
387	Nambour Historical Museum	18 Mitchell St	NAMBOUR
413	Old Ambulance Station (ArtSync)	80-82 Howard St	NAMBOUR
502	The Music Room	140 Currie St	NAMBOUR
248	Kenilworth Museum	7 Alexandra St	KENILWORTH
415	Old Station Master Residence	1 Barts St	WOOMBYE
84	Caloundra Chorale	30 Naroon Cres	WURTULLA
10	Australasian Country Music Association Hall of Fame	24 Steggalls Rd	YANDINA
529	Yandina Historic House	3-11 Pioneer Rd	YANDINA

# Appendix H

## Funding Information by Artform

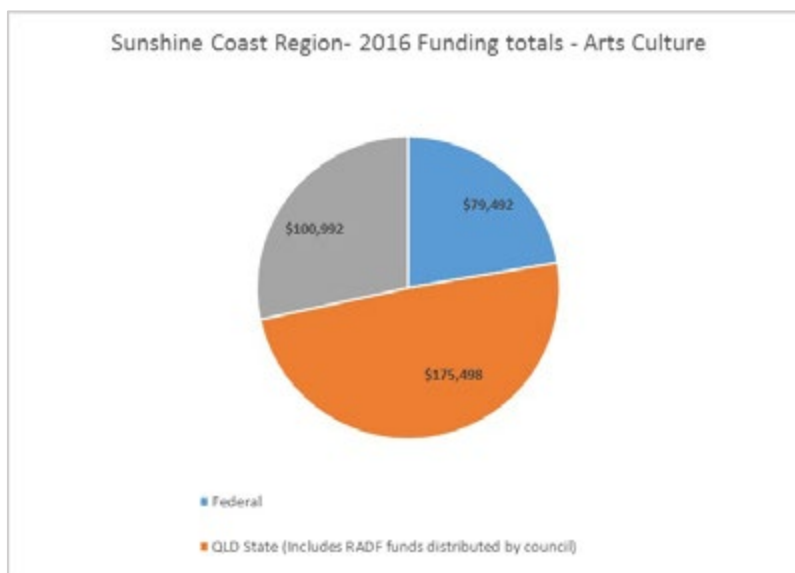
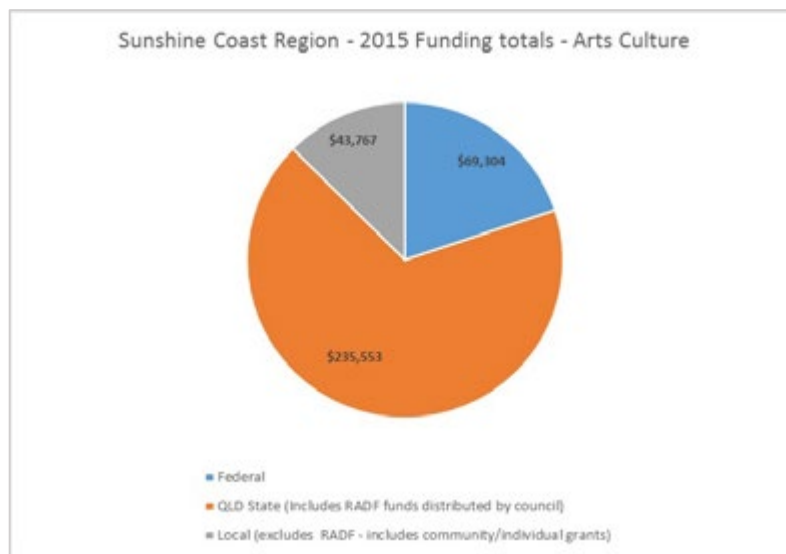


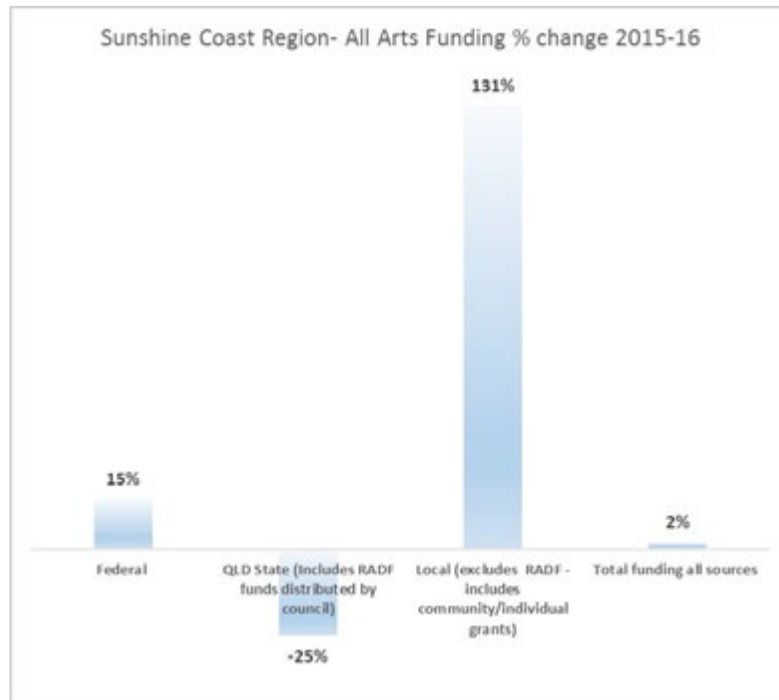
*Image: Horizon Ignites Caloundra — Horizon Festival of Arts & Culture*

# FUNDING SOURCES AND FUNDING BY ARTFORM

## Sunshine Coast Arts and Culture Funding 2015 and 2016

Funding table	2015	2016	% change 2015-16
Federal	\$69,304	\$79,492	15%
QLD State (includes RADF funds distributed by council)	\$235,553	\$175,498	-25%
Local (excludes RADF - includes community/individual grants)	\$43,767	\$100,992	131%
<b>Total funding</b>	<b>\$348,624</b>	<b>\$355,982</b>	<b>2%</b>

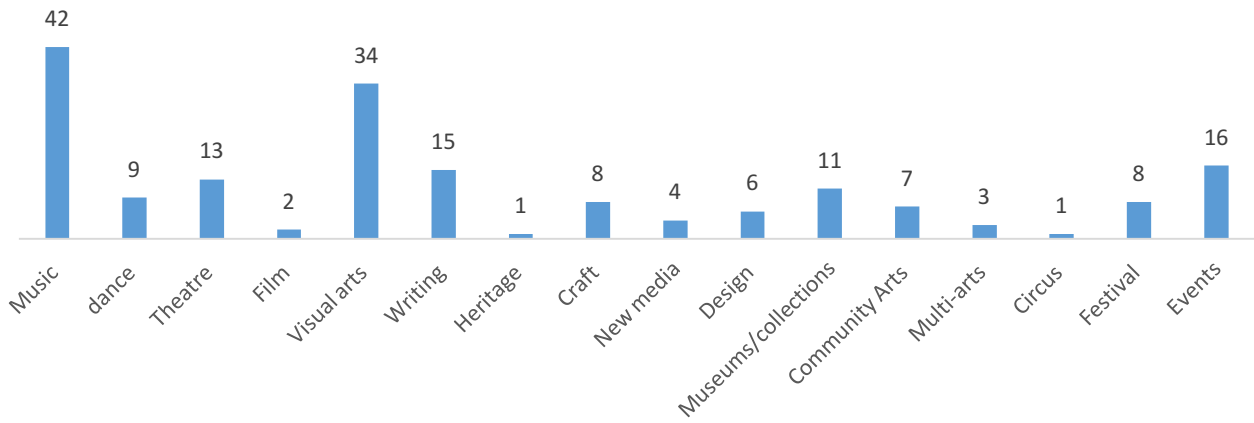




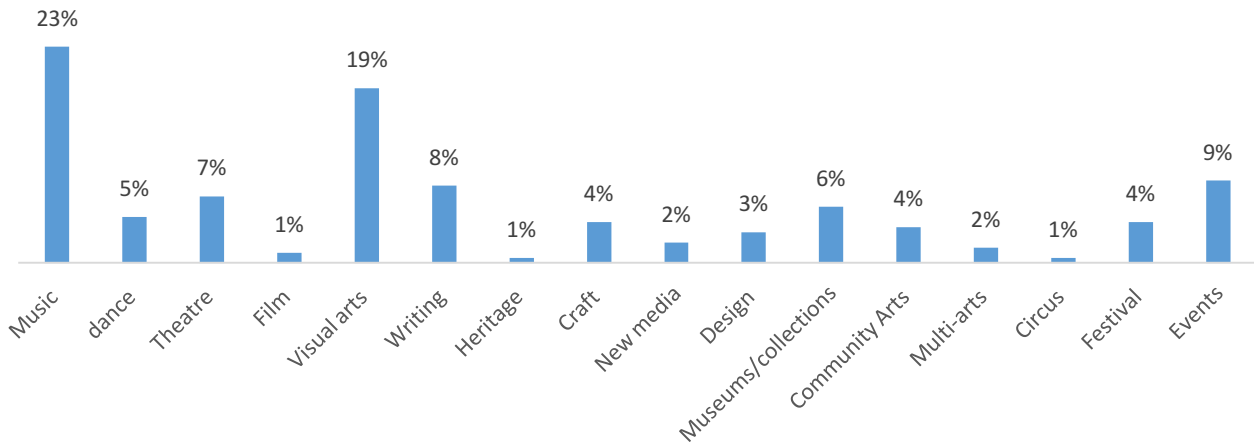
### Funding achieved by Art form – 2015 + 2016

Art form	RADF	MINOR	MAJOR	Individual funding	Australia council	Regional Art Fund	Arts QLD	QLD Multicultural	Total
Music	25	7	7	1	2				42
dance	3			5	1				9
Theatre	10	1	2						13
Film	2								2
Visual arts	29	1	4						34
Writing	13		2						15
Heritage	1								1
Craft	7		1						8
New media	3		1						4
Design	6								6
Museums/collections	2	1	8						11
Community Arts	7								7
Multi-arts	3								3
Circus	0						1		1
Festival	2	3	2				1		8
Events	0	1	12					3	16
<b>totals</b>	<b>113</b>	<b>14</b>	<b>39</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>180</b>

Sunshine Coast Regional Cultural Funding 2015+2016



Sunshine Coast Regional Cultural Funding 2015+2016 - Artforms %





*Commissioned  
to support the  
Sunshine Coast Arts  
Advisory Board in  
the development of a  
regional Arts Plan for  
the Sunshine Coast.*

# Sunshine Coast **Arts & Culture Snapshot**

APRIL 2017