



PATTERNMAKERS



Audience Outlook Monitor

# Western Australia Snapshot

March 2022



Department of  
Local Government, Sport  
and Cultural Industries

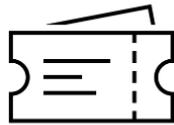
Key Facts: March 2022

# Attendance Outlook



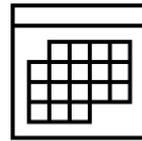
1,445

WA arts attendees responded to the March 2022 survey



-20%

decline in WA audiences attending since November 2021



67%

are making firm plans to attend cultural events in future



75%

of those planning are opting for events in their local area

## COVID-safety



58%

say the risk of transmission still prevents them attending as they used to



#1

vaccine passports are the most encouraging COVID-safety measure



72%

feel encouraged by mandatory masks for attendees aged 12+ at cultural events



90%

of WA arts attendees have had three doses of a COVID-19 vaccine

## Key findings: March 2022

# WA audiences are becoming more cautious as rising cases impact attendance

- ▶ In March 2022, data from 1,445 past attendees of cultural events in Western Australia (WA) shows that attendance following the opening of borders and a significant increase in case numbers.
- ▶ The proportion attending has declined from 79% in November 2021 to 59% in March 2022.
- ▶ Around half (48%) say they are ready to attend cultural events 'whenever permitted' (down from 82% in November), the lowest level seen in WA in over a year.
- ▶ While most WA audiences have received three shots of a COVID-19 vaccine (90%) – and this rate is higher than the national average (87%) – many continue to be inhibited by the risks of transmission (58%) or being a close contact (50%).
- ▶ Commentary from WA audience members suggests that concerns remain around transmitting the virus to those at-risk in their community – and 53% identify as being vulnerable to COVID-19 themselves or having someone in their household or network who is.
- ▶ Some audience segments in WA remain especially cautious, particularly those at risk of a serious health outcome (22% ready to attend) and those with a disability (35% ready to attend) – confirming it's important that the cultural sector considers the varying needs of its audience.

# 8 in 10 WA audiences find vaccine passports encouraging, and masks will play a role as cases rise

- ▶ With recent outbreaks creating uncertainty, data from WA audiences suggests COVID-safety measures will continue to play an important role in building confidence.
- ▶ Most of those attending are satisfied overall with COVID-safety measures applied at recent cultural events they attended (84% satisfied), confirming the view of arts venues as relatively safe spaces. But with 7% of attendees dissatisfied, and more yet to return, there is a need for care as restrictions ease.
- ▶ WA audiences continue to be most encouraged to attend cultural venues by requiring proof of vaccination at entry (80% say they are encouraged by this) – while only 52% are encouraged by Rapid Antigen Testing (RAT).
- ▶ 7 in 10 (72%) WA audience members say they find mandatory mask policies encouraging – and three-quarters (75%) are encouraged by requiring check-ins at entry, the highest of any state/territory (compared to 43% nationally).
- ▶ As state guidelines allow for relaxing of restrictions, and Western Australians have the opportunity for greater freedom of movement, cautious attendees will be relying more upon the COVID-safety policies of individual venues to mitigate the risks of transmission.
- ▶ Some audience members will be looking to cultural organisations to adopt a robust approach to COVID-safety in order to communicate inclusivity and care for those who are more vulnerable.

# WA audiences are inclined to stay local, with cultural tourism unlikely to recover soon

- ▶ The data shows that the majority of WA audiences are optimistic about attending in 2022, with 67% making firm plans to attend an in-person cultural event – though this has declined from 86% in November 2021.
- ▶ With cases rising, and the proportion spending over \$50 decreasing from 61% in November 2021 to 52% in March 2022, it appears that economic recovery is still some way off, and cautious optimism is wise.
- ▶ When asked where their planned events are located, three-quarters (75%) of those making plans intend to stay in their local area, a higher proportion than the national average (70%).
- ▶ Cultural tourism may take some time to recover, and right now WA audiences are seven times more likely to be planning regional travel to attend events (40%) than interstate travel (6%). Just 2 in 10 (24%) WA audience members feel 'very comfortable' flying domestically on a commercial airline, compared to a national average of 31%.
- ▶ The arts continue to be perceived as vital to community recovery, providing an avenue for healing, joy and social connection during challenging times. While some audiences are yet to return, they are firm in wanting to support artists and help cultural activity to flourish in new ways.

## Introduction

# This March 2022 report shares insights from over 1,400 past attendees in Western Australia

This Western Australia (WA) Snapshot Report outlines key findings from the March 2022 phase of the Audience Outlook Monitor in Australia (Phase 7), based on data collected from 1,445 audience members living in Western Australia.

Launched in May 2020, the Audience Outlook Monitor is tracking audience sentiment in relation to the COVID-19 pandemic. Each phase involves a cross-sector collaborative survey process involving around 100 arts and culture organisations, including museums, galleries, performing arts organisations and festivals.

On 9 March 2022, participating organisations simultaneously sent the Phase 7 survey to a random sample of their audience – defined as those who had attended an arts or cultural event in person since January 2018.

This report compares the new results with data collected previously in March 2021 (Phase 4), July 2021 (Phase 5) and November 2021 (Phase 6), to examine how things are changing over time.

In addition to this Snapshot Report, the March 2022 results are accessible in a free interactive dashboard. Users can explore the data for different artforms, types of events and demographic groups in all parts of Australia. For more information about the study, and to access resources such as the dashboard, visit: [www.thepatternmakers.com.au/covid19](http://www.thepatternmakers.com.au/covid19).

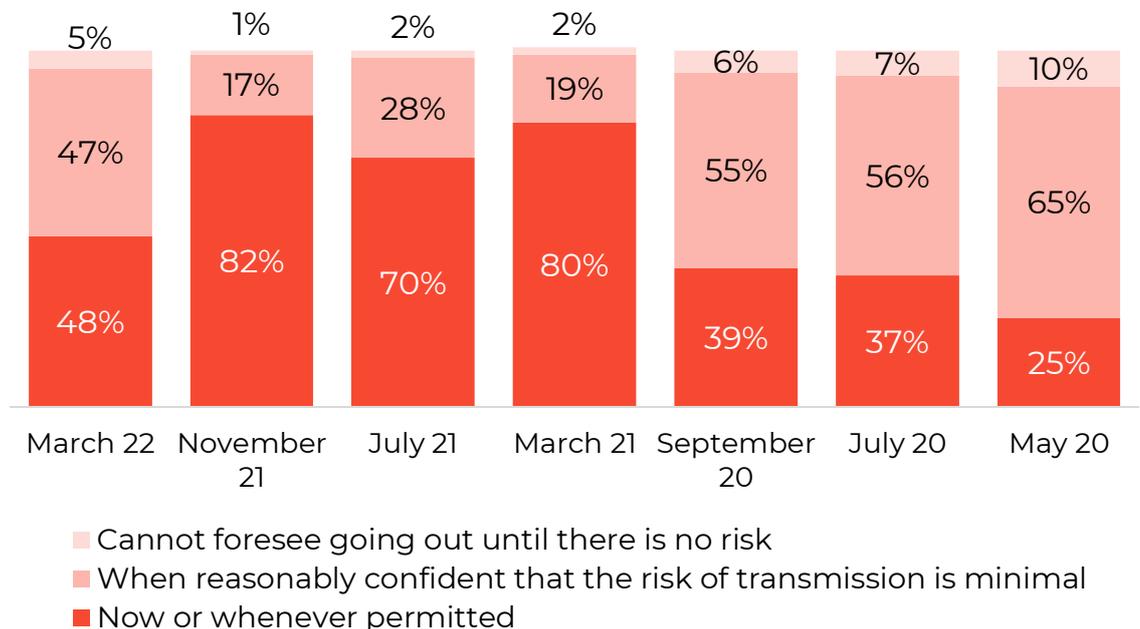
## Current conditions

### Confidence has dropped significantly as WA faces its largest outbreak in March 2022

With the state reaching its highest case numbers since the pandemic began, following the reopening of its borders on 3 March, confidence among WA audiences has decreased significantly since November 2021 (82% 'ready to attend').

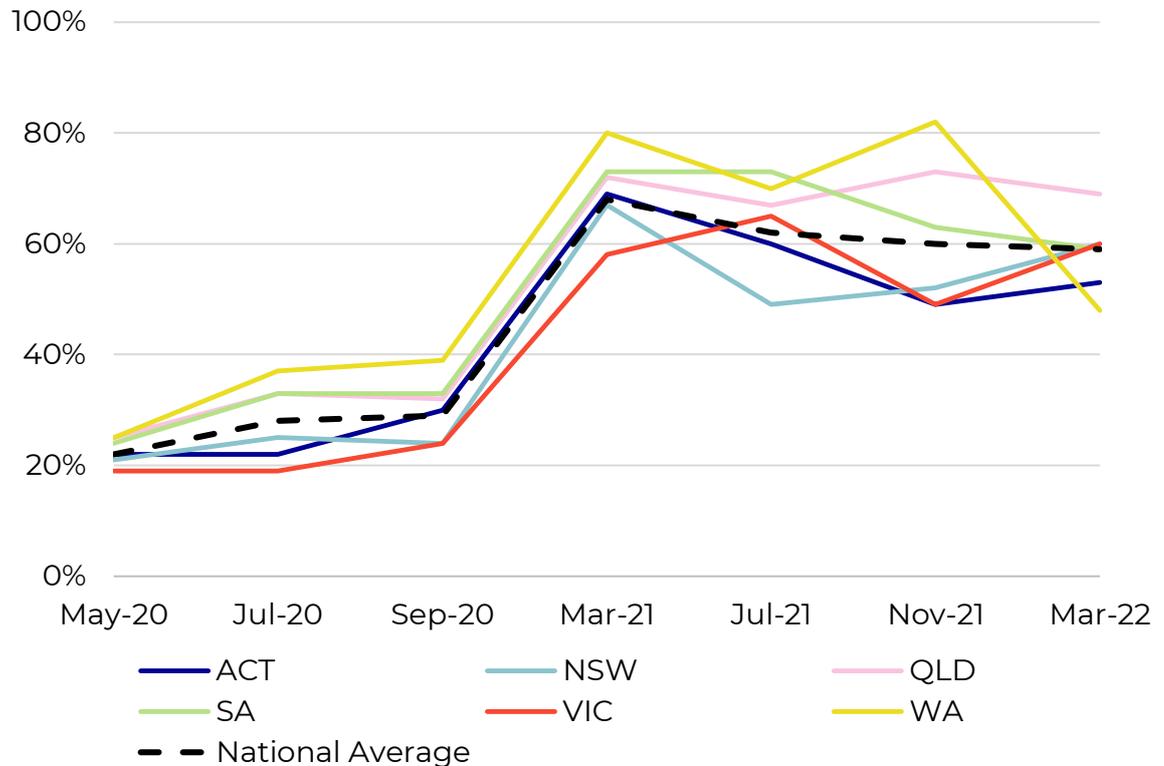
In March 2022, around half (48%) are ready to attend arts and cultural events 'now or whenever permitted'. Throughout the pandemic, WA audiences have typically been the most confident of any state/territory due to its tighter border restrictions - but March 2022 has seen the lowest level of confidence in WA since late 2020, when the uncertainty of the novel virus characterised national sentiment.

Figure 1: Proportion of audiences who are 'ready to attend now or as soon as permitted'. WA audiences, May 2020 to March 2022 (n=1,441)



Confidence in WA is now closer to national sentiment (59% 'ready to attend'), as outbreak conditions and restrictions become more alike in the different states and territories (Figure 2).

Figure 2: Proportion of audiences who are 'ready to attend now or whenever permitted'. By state/territory, May 2020 to March 2022 (n=8,369)



Sentiment among the WA audience members who are 'ready to attend' suggests that some are getting accustomed to the prospect of 'living with the virus' and attending arts and cultural events while taking necessary precautions. One WA audience member said,

'I am triple vaccinated, I take care to wear a mask, sanitise and be aware of social distance. I do feel a little uncomfortable in some venues but I also think it's important to live life as well as possible.'

## Half remain cautious and there will be varying needs to consider as WA adjusts to the 'new normal'

Almost half (47%) of past attendees in WA say they'll only attend when the risk is minimal, and 5% won't tolerate any risk at all.

For many of these audiences, feelings of readiness appear to be linked closely with their personal circumstances. The survey asked respondents if they, or anyone in their network is vulnerable to a serious health outcome from COVID-19. More than half (53%) of WA

audience members answered yes – with 12% vulnerable to a serious health outcome themselves, 16% living with someone vulnerable and 28% connected to someone vulnerable in their extended/family network.

When asked about their readiness to attend, only 22% of WA audiences who were themselves vulnerable to a serious health outcome were ready to go to arts and cultural events – and 33% of audiences who had a vulnerable person in their immediate family/household.

One WA audience member said,

‘I cancelled going to the ballet last weekend because Omicron was at its peak and I am immunocompromised.’

Readiness to attend somewhat decreases with age, with older audience members more likely to report vulnerability to COVID-19. WA attendees over 75 were the least likely to be ready to attend (43%), and audiences aged 35-54 the most likely (52%) – though both age segments are lower than the national average currently (60%).

Compared to non-disabled audience members (48% ready to attend), WA audience members with a disability were also less likely to be ready to attend right now (35%).

Comments from audience members in these cohorts suggest their needs will be an important consideration for WA arts organisations going forward. One audience member said,

‘I have a medical condition that makes me a vulnerable person. I would be less happy if I wasn’t in WA where we have such a high vaccination rate and a careful government.’

## **Most arts venues continue to be seen as safer than common public activities, like using public transport and going to the gym**

Across the country, comfort with public activities and arts attendance is following the same broad trends as readiness.

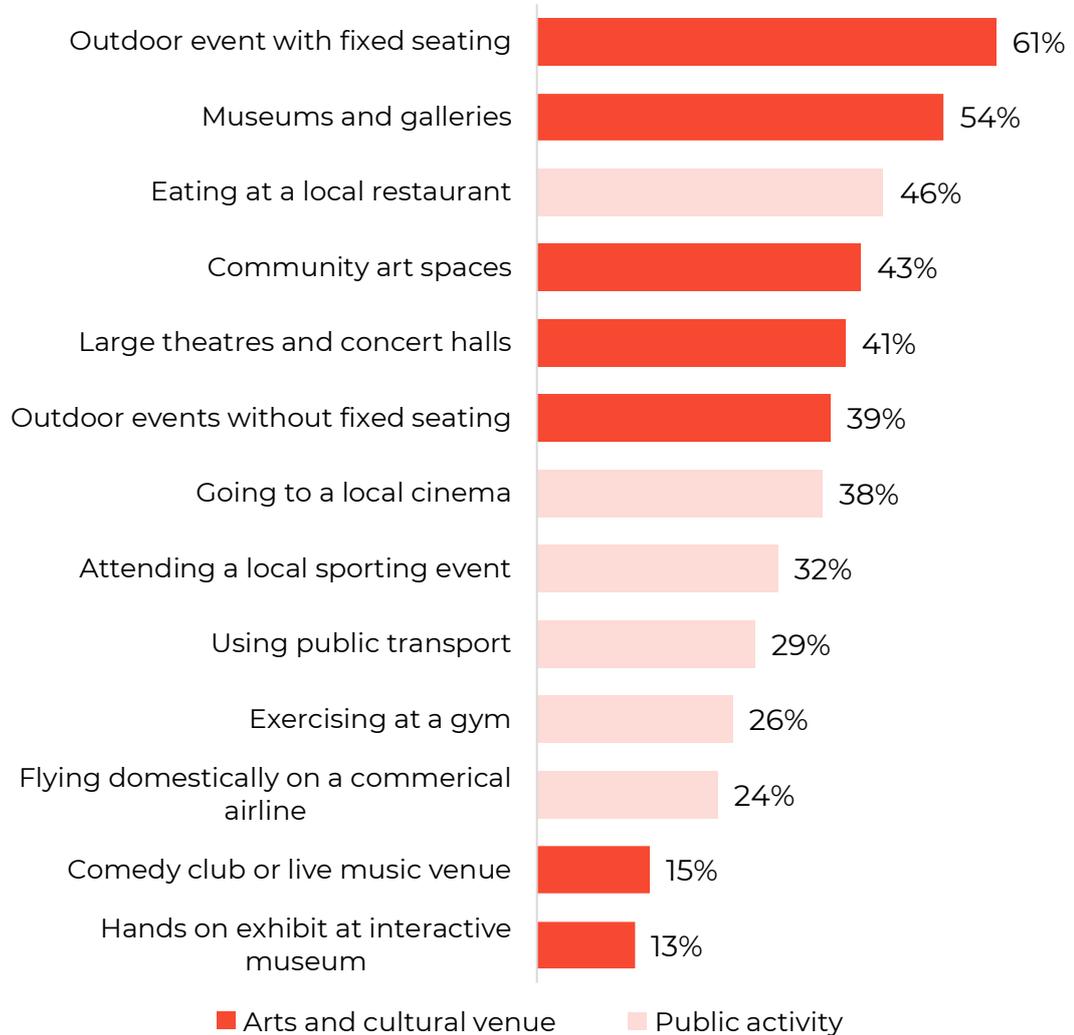
Comfort at most cultural venues has decreased significantly in WA, where cases are currently on the rise.

By comparison, audiences in states like NSW, ACT and VIC – which were recovering from outbreaks of the Delta variant in November 2021 – have demonstrated an increase in comfort levels at both cultural venues and public activities in general.

As a general rule, comfort at most arts venues remains higher than many other common public activities – including exercising at a gym, flying domestically on a commercial airline and attending a sporting event (Figure 3).

The exceptions to this rule are hands-on interactive exhibitions and comedy clubs, which attract the lowest levels of audience comfort. Feedback from audiences suggests that crowded environments or those involving tactile experiences tend to feel the least COVID-safe.

Figure 3: Proportion of Western Australian audiences 'very comfortable' attending the following public activities and arts and cultural venues. WA audiences, March 2022 (n=1, 445)



## Live attendance

### Attendance in WA declined in March, with high rates of community transmission impacting confidence

In March 2022, 59% of WA audiences said they attended an in-person cultural event in the fortnight before data collection (9-13 March), declining from 79% in November 2021.

WA audiences are among the least likely to have attended a cultural event in the fortnight before data collection, with cases climbing rapidly following the reopening of the state's borders on 3 March.

Patterns of actual attendance are also linked with audiences' risk tolerances. WA audiences who say they are 'ready to attend, whenever permitted' are the most likely to have attended recently (70%), while those who will only attend when the risk of transmission is minimal are less likely to have attended recently (53%).

## **Two-thirds of WA audiences are making firm plans to attend cultural events**

While national trends show a majority of audiences making firm plans to attend arts and cultural events in future, the proportion of audiences making firm plans has declined in WA.

In March 2022, two-thirds (67%) of WA audience members reported making plans for in-person attendance in the future, demonstrating a significant decline since November (86%) and July 2021 (76%).

The proportion making plans is significantly higher among very frequent performing arts attendees (93%) and very frequent museum and gallery attendees (76%).

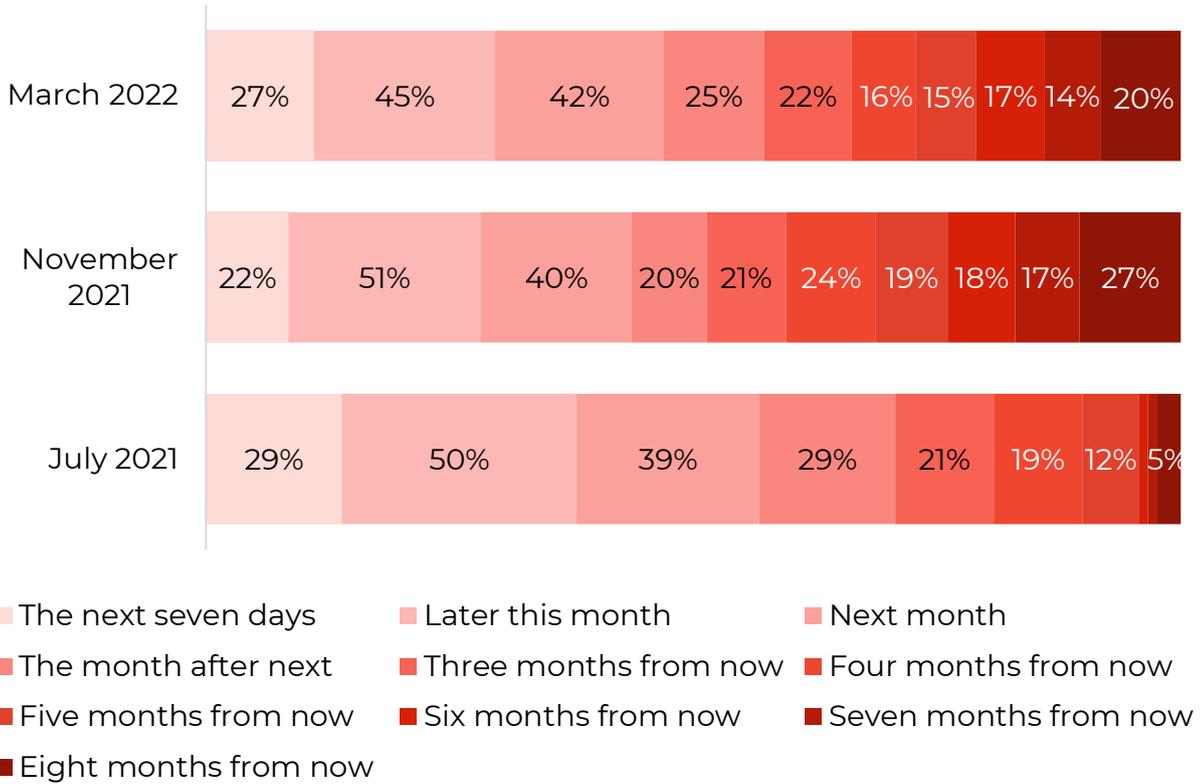
## **WA audiences continue to book events in the short-term, as uncertainty persists**

When asked about the timing of scheduled events, WA audiences continue to book events in the short term – similar to national trends.

As the uncertainty of rising cases takes hold in WA, the proportion of audiences booking events within the next seven days has increased from 22% in November 2021 to 27% in March 2022. Meanwhile, the largest proportion of audiences are purchasing tickets to events happening later in the month (45%), though this proportion has declined since November 2021 (51%), as shown in Figure 4.

The findings suggest that WA audiences are increasingly reliant on events taking place in the near future, compared to those scheduled months ahead – with the availability of events and lingering uncertainty around outbreak conditions likely playing a role.

Figure 4: In the past fortnight, did you purchase tickets for one or more live shows or performances that are scheduled for...? WA audiences, March 2022 (n=541), November 2021 (n=338) and July 2021 (n=355)

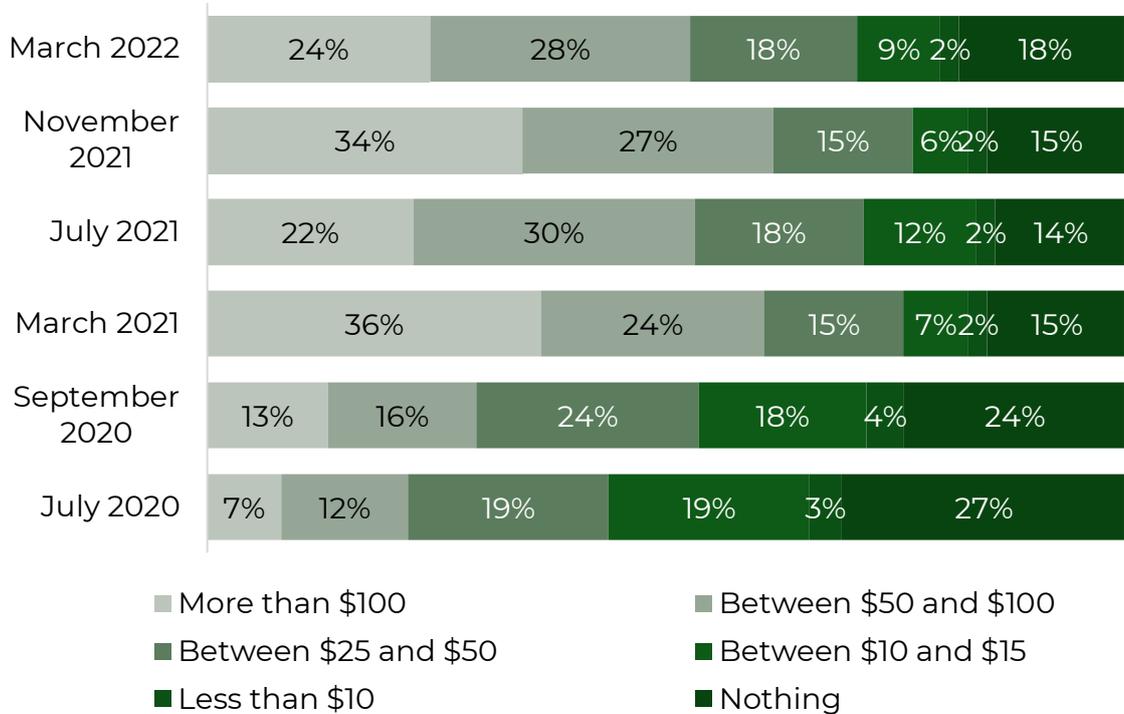


## Spending levels among WA audiences have decreased, as caution about attendance persists

When asked about the amount they have spent on tickets to in-person live events in the fortnight before data collection, audiences in WA are spending slightly less compared to earlier stages of the pandemic.

Among WA audiences who are attending live performances, the proportion spending over \$50 has declined from 61% in November 2021 to 52% in March 2022. (Figure 5.)

Figure 5: In the past fortnight, how much did you spend on tickets to in-person live events and cultural activities? WA audiences, March 2022 (n=850), November 2021 (n=643), July 2021 (n=434), March 2021 (n=1,435), September 2020 (n=805) and July 2020 (n=659).



## Cultural tourism is still in the early stages of recovery, with three-quarters of WA audiences opting for local events

In March 2022, audiences who made firm plans to attend a cultural event(s) were asked where those events were located. Among WA audiences, 75% said they made plans to attend an event in their local area – a higher proportion than the national average (70%).

WA audiences are among the most likely to be opting for local events, along with those in QLD (75%), where the uncertainty surrounding rising cases persists.

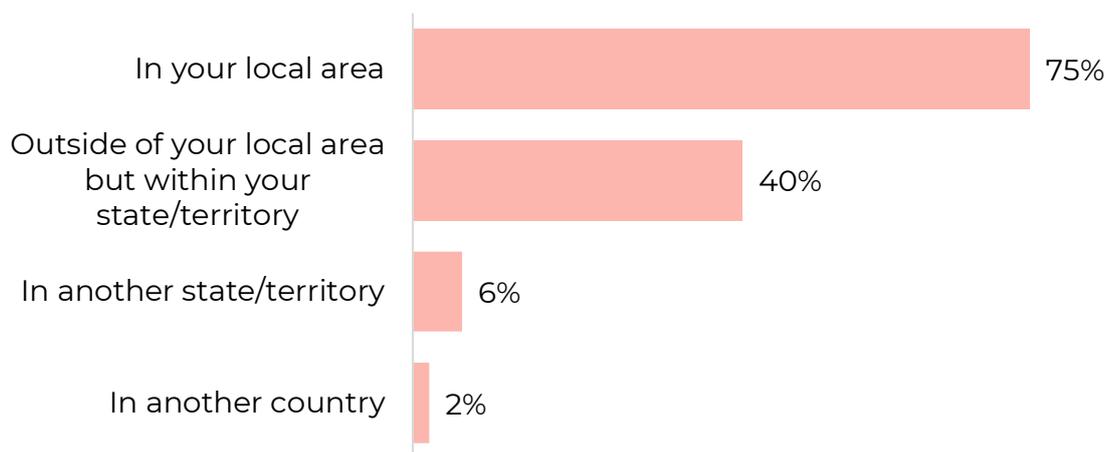
WA audiences are beginning to travel to attend cultural events following the easing of border restrictions, but are almost seven times as likely (40%) to be attending events within Western Australia, rather than travelling interstate (6%). In terms of COVID-safety, 2 in 10 (24%)

feel very comfortable flying domestically on a commercial airline right now.

Qualitative data suggests local travel is generally seen as safer and more reliable than intra- or inter-state travel – with some audiences also developing a greater awareness of the need to support local artists, or show greater appreciation for offerings in their local area, over the course of the pandemic.

Regional and remote audiences in WA are more likely to be attending events within the state but outside of their local area (47%), compared to those in major cities (40%).

**Figure 6: Were those plans for attending a venue or event ... (select multiple). WA audiences, March 2022 (n=971)**



## 1 in 10 are changing their attendance patterns due to lifestyle changes or COVID-risks

Audiences were asked whether their preferred attendance times had changed, in light of COVID-19. The majority of WA audiences (83%) say that their preferences have not changed, while 1 in 10 (8%) say they have. Another 9% are not sure.

Audiences in WA, along with QLD (10%) and SA (11%) are the least likely to say their attendance patterns have changed – whereas it is highest among audiences in states that have had more time to grow accustomed to ‘living with COVID’, such as the ACT (16%), VIC (15%) and NSW (14%).

Among the group that say their attendance patterns have changed, there are mixed views surrounding attendance times. Similar to national trends, some WA audiences report lifestyle changes affecting their decisions. One person shared,

‘We are all busier. I can't attend daytime events as I have kids to care for, unless it's a family event and/or those in your care are made welcome.’

WA attendees who are more risk-averse are more likely to say their preferred times have changed (16%) compared to those who are ‘ready to attend’ now (5%). Some expressed an inclination towards weekday, daytime events, where they feel COVID-safety is better upheld. One said,

‘Weekdays preferred, less likely to be as many intoxicated people who are reckless about COVID safety.’

Another said,

‘I only go to sessions where I think there will be hardly any other people.’

For some attendees, the viability of travelling to and from events is dependent on the time of day, and presence of crowds. One said,

‘I would like more matinee sessions so there are not late-night overcrowded buses and trains.’

## COVID-safety and vaccination

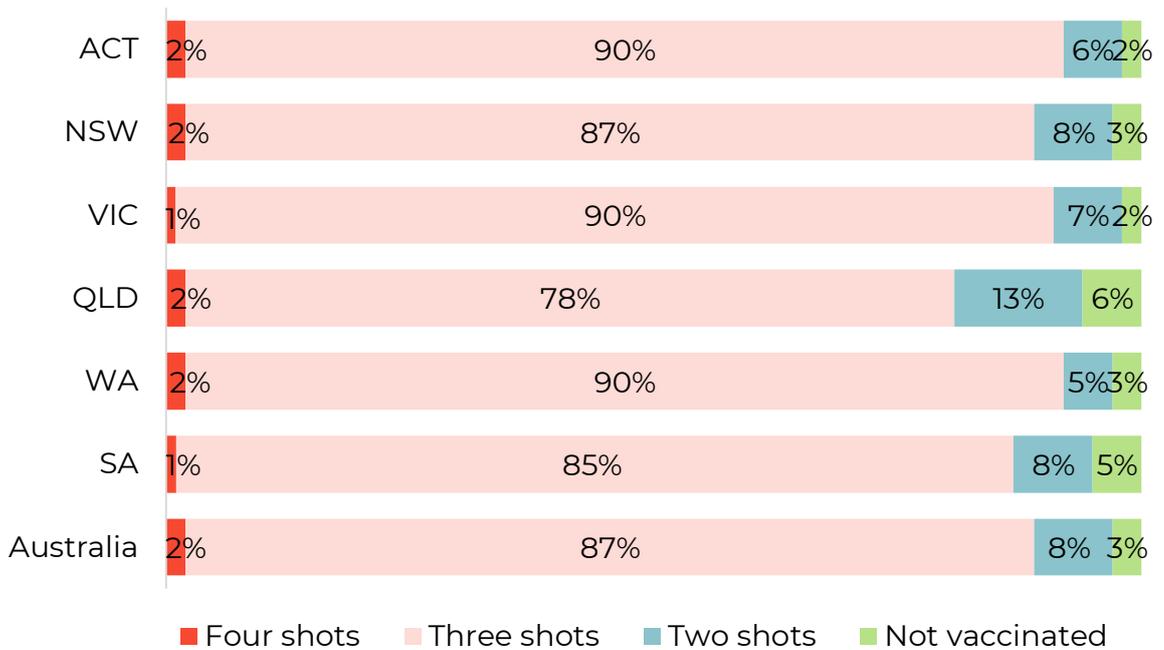
### Arts audiences continue to lead the way on vaccination – with 9 in 10 WA audience members having received three shots

As of March 2022, 9 in 10 (90%) WA arts audiences have received three shots of the COVID-19 vaccine (up from just 2% in November 2021) – compared to [around 84% of the eligible Western Australian population as at 13 March](#).

Audiences in WA are among the most likely to be triple-vaccinated currently, along with those in the ACT and VIC (9 in 10), as shown in Figure 7.

Vaccination rates also increase with age, with 95% of WA audiences aged 75+ having received three shots, compared to 82% of audiences under 35 and 87% of audiences aged between 35 and 54.

Figure 7: Proportion of audiences who are vaccinated March 2022, by state/territory (n=8,309)



When asked if they have been infected with COVID-19 in the past, just 1% of WA audience members say they have – compared to a national average of 10%.

## The risk of transmitting the virus or becoming a close contact remain the top concerns for WA audiences

When asked what is preventing them from attending arts and cultural events in the next year, the risk of contracting or transmitting the virus continues to be the primary concern for WA audiences (58%), with this rate increasing from 49% in November 2021 (Figure 8.)

While vaccination rates are high among arts attendees, some remain concerned about transmitting the virus to vulnerable people within their network.

One WA audience member said, 'I have parents who are vulnerable in health so I am keeping being amongst crowds to a minimum.'

Another said,

'I usually go to lots of arts and music events, but have reduced my outings as WA heads towards peak Covid cases as I have a vulnerable family member and also work with a vulnerable population.'

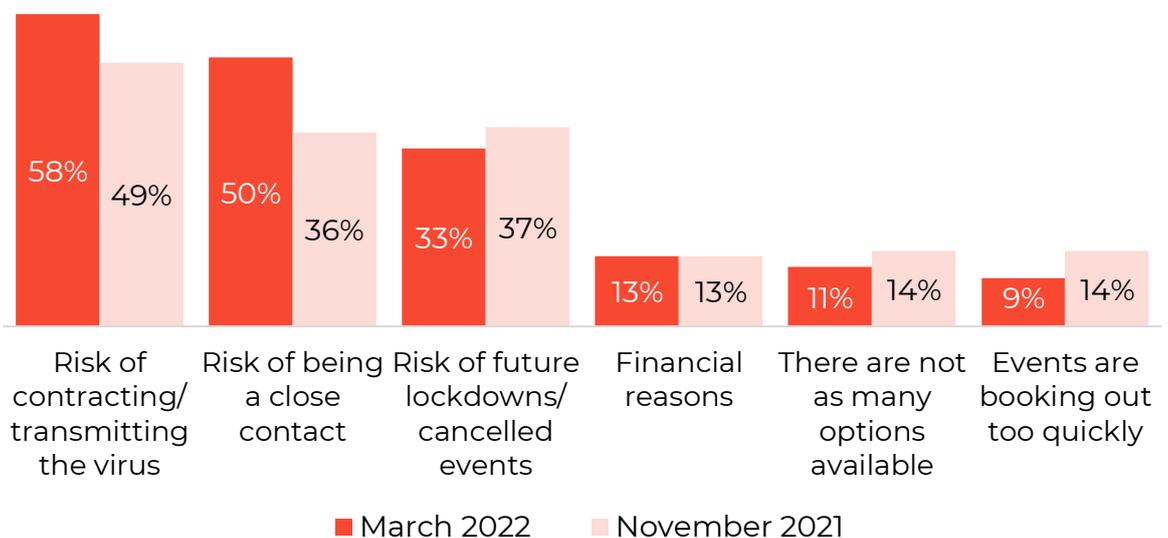
Half of WA audience members (50%) are concerned with the risk of being a close contact and needing to isolate, increasing from 36% in November 2021.

With the country entering its [post-vaccination phase of the national policy](#), WA audiences are less likely to be concerned about the risk of lockdowns (33%) compared to November 2021 (37%).

Commentary from WA audiences highlights that even while state-mandated safety protocols are in place, some will continue to take personal precautions when cases are rising. One said,

'The steps that can be taken are being taken I am sure, but it is still a personal preference for me to avoid unnecessary risk of exposure until the peak has passed.'

Figure 8: Proportion of audiences who say these factors will preventing them from attending in-person arts and culture events as they used to in the past. WA audiences, March 2022 (n=1,442) and November 2021 (n=816)



## Proof of vaccination is the most important COVID-safety measure for WA arts audiences

[As the state looks to easing public health measures from 31 March](#), safety measures like vaccination, check ins and mask requirements remain priorities for audiences.

Proof of vaccination requirements (80%) and check-ins (75%) are the most encouraging to the majority of WA audience members.

For many people, the absence of proof of vaccination is the main barrier and a necessary condition for attendance – with one WA attendee saying,

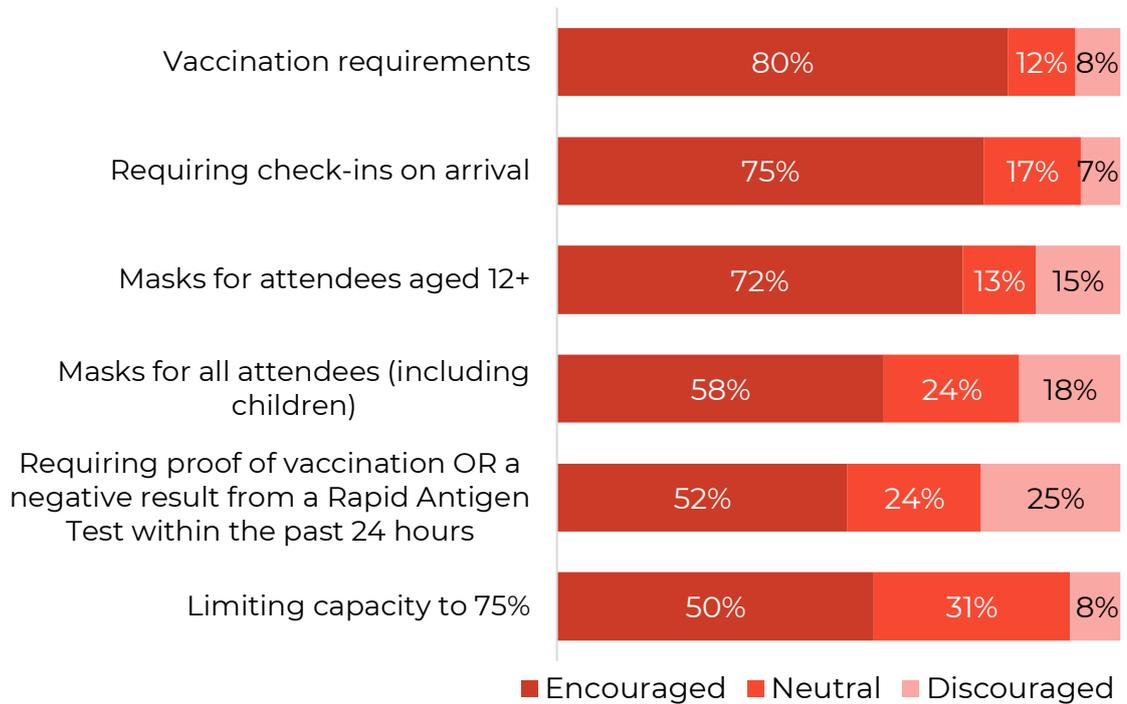
‘I would not be willing to attend events that didn't require proof of vaccination or that were indoors and did not require patrons to wear masks.’

The proportion of WA audiences who say they feel encouraged by proof of vaccination has increased (80%), compared to November 2021 (73%), with audiences looking to COVID-safety measures to build their confidence in light of increased community transmission.

Mask-wearing has also become more important to WA audiences in the process of getting accustomed to ‘living with COVID’ (72% encouraged, up from 38% in November). Some continue to see masks as ‘dealbreakers’, as one said,

‘At the present time I would not attend an indoor event if mask-wearing was optional or not required at all.’

Figure 9: How much would each of the following steps discourage or encourage you to attend? WA audiences, March 2022 (n=1,432)



## Three-quarters of WA audiences are encouraged by contact tracing in mitigating the risks of future outbreaks

Nationally, less than half (43%) of arts audiences say they feel encouraged by check-ins in March 2022, as high case numbers and the decreased viability of contact tracing have made check-ins feel superfluous.

Audiences in WA are the most likely of any state/territory to feel encouraged by this safety measure (75%), confirming the importance of active tracing as part of the state’s COVID safety policy.

Qualitative data from some audience members suggests that audience members continue to rely on contact tracing as a method of controlling outbreaks. One WA audience member said,

‘I would avoid any event that had a packed audience with no masks and no check-in.’

Another said,

‘I feel comfortable attending any venue: restaurant, cinema, concert hall, sporting venue, if proper check-in procedures are in place.’

Some audience members continue to see check-ins as essentials or ‘dealbreakers’, with one saying,

‘[I wouldn’t feel comfortable] If attendees were not encouraged to check in upon arrival. We need to still continue to monitor peoples movements.’

## **24-hour rapid antigen testing won’t encourage the majority of WA audiences**

Although proof of vaccination is widely encouraging (80%) to WA audiences, half (52%) are encouraged by the option to provide proof of vaccination OR a rapid antigen test.

Some expressed concern about the accuracy of rapid antigen tests taken 24 hours prior, with one saying,

‘Proven vaccination status is paramount. RAT has been found lacking and would not mean that someone wasn’t infected even if not showing symptoms.’

Another said,

‘RAT testing done by individuals can’t be relied upon. They can perform it incorrectly or lie. It is not a useful screening test for ABSENCE of infectivity.’

Others were concerned with the practicalities and financial implications of enforcing a RAT requirement for patrons. One said,

‘The only reason having to show a negative RAT test discourages me is because they are expensive and I can’t afford to have to buy and take them all the time.’

Another said,

‘Having to have a RAT test within the past 24hrs is a bit inconvenient and potentially expensive.’

## 8 in 10 of those who attended recently are satisfied with COVID-safety protocols at arts events

As mentioned previously, arts and cultural venues are generally perceived as COVID-safe spaces.

When WA audience members who had recently attended a cultural event were asked how satisfied they were with the COVID-safety procedures in place, 8 in 10 (84%) responded that they were satisfied, with only 7% dissatisfied.

Satisfaction with COVID-safety at WA art venues is higher than the national average (79%). One audience member said,

'I feel that restrictions in WA have made it relatively safe to continue with cultural activities now that borders have reopened.'

## 4 in 10 WA audiences are confident that vaccination will allow normal activities to resume

Compared to November 2021, WA audiences are just as likely to be 'very confident' that the vaccination effort will allow normal activities to resume within a year (39%, compared to 41% in November). The proportion 'not at all confident' remains stable, at 8%.

Confidence among WA audiences is consistent with the national average (38%). Some WA attendees say that the transmissibility of the Omicron variant has made them more conscious of the need for COVID-safety measures alongside vaccination. One said,

'Lots of COVID circulating in WA. Masks make it safer and indicate a responsible community attitude to limiting the spread of COVID.'

Another said,

'It is good to know that people are vaccinated, but with COVID this does not totally rule out infection, so also masks and density requirements are good.'

Outbreaks related to new variants is also a factor for many audience members, with one saying that they would reconsider attending, 'If there was a new COVID strain that was more infectious and deadly than Omicron'.

## Role of arts in recovery

### **Uplifting content will attract WA audiences over the next year – while many are eager to return to the things they love**

Looking ahead over the next 12 months, WA audiences are most interested in engaging in the same kinds of cultural activities they used to attend, pre-pandemic (89%).

Light-hearted content continues to be more attractive to WA audiences (32%), compared to works that help to make sense of the pandemic (11%) – a trend that has remained consistent throughout the study.

The proportion that disagrees that they'll be attracted to works that make sense of the pandemic has increased slightly since November 2021 (49%, up from 46%).

It can be expected that audiences will continue seeking uplifting content through cultural experiences in 2022, in light of 'pandemic fatigue', combined with general anxieties concerning global events.

### **Audiences see an enduring role for arts and culture in facilitating healing and connection**

Audiences were invited to share examples for how arts and culture organisations can play a role in the recovery from the pandemic.

Consistent with the [Visions for Culture](http://www.thepatternmakers.com.au/visions-for-culture) (www.thepatternmakers.com.au/visions-for-culture analysis), audiences continue to share their views about arts and culture playing a role in facilitating healing, connection, joy and escapism.

As one WA audience member said,

'The Arts can remind us that creativity and beauty still exist, as it often doesn't feel like it at the moment.'

Another said,

'I honestly believe the arts is an important aspect of our society at all times. However, given the past two years, I believe it is now more than ever that people just need an escape. In particular, I think comedy and theatre are especially important at the moment to allow people to have that mental break from the real world, even if just for a few hours.'

## **WA audiences see the arts playing a leading role in advocating for safety and inclusion at cultural events**

While many audience members would like to see a return to 'normal', some envision a role for arts and culture organisations to advocate for needs within the community, brought to light by the pandemic.

Promoting COVID-safety at events is seen as a way to provide opportunities for re-engaging in public life in a safe way, after extended period of disrupted activity, isolation and malaise. One WA audience member said,

'With safeguards in place, art and cultural events can help people return to a more normal lifestyle.'

Another said,

'Bringing people together in safe ways to enjoy performances and exhibitions, reinforcing that we can live safely and positively with the pandemic if we manage it sensibly.'

A similar sentiment was shared by respondents who see a need to facilitate trust, inclusive practices and safety for all. One suggested,

'Don't forget lessons learned about access. Many people couldn't access arts cultural events pre-Covid but now can via online or virtual ways. Keep these post Covid.'

Another said,

‘Increase accessibility to those who are nervous about attending larger venues, or have trouble with travel, perhaps due to relying on public transport. Anything where people can meet and rebuild communities will be very valuable.’

Another said,

‘Providing safe and accessible transport for those with disabilities to attend events. Continuing to live stream for those that are unable to get out.’

## **Audiences consider the arts as essential and want to support as best they can**

Audiences were asked to share suggestions of messages for artists and cultural organisations, as they look to the recovery process.

Many people shared heartfelt messages that showed their appreciation for art and culture in times of hardship, to remind artists and organisations of their vital role. One WA audience member said,

‘Thanks for your resilience and adaptability. I look forward to all the ways you will find to show us again how beautiful life can be and inspire us to step up to the challenges and not despair. It will be great to be applauding you again as often as possible.’

Importantly, some audience members encouraged artists and organisation to invite more community support, as they recuperate from the economic impact of restricted travel, event cancellations and lockdowns. One suggested,

‘Continue your great role and look for support from government and business.’

Another shared,

‘Keep doing everything and push hard for government and corporate funding. The Arts provide many benefits for so many In many different forms.’

## What's next

To read about the story so far, visit the study's Australian homepage at: [www.thepatternmakers.com.au/covid19](http://www.thepatternmakers.com.au/covid19).

There, you can also access a dynamic dashboard, to help you explore the results by location, artform and other variables. Instructions and tips for using the dashboard are available in a short video.

To receive future Snapshot Reports, Fact Sheets and resources in your inbox, as soon as they are available, you can opt in to receive Audience Outlook Monitor news at the link above.

If you have a question, or an idea to put forward, relating to this study, you can contact [info@thepatternmakers.com.au](mailto:info@thepatternmakers.com.au).

## Acknowledgment

The Audience Outlook Monitor study in Australia is supported by the Australia Council for the Arts, Create NSW, Creative Victoria, the Queensland Government through Arts Queensland, Department of the Premier and Cabinet (Arts South Australia), Department of Local Government, Sport and Cultural Industries (DLGSC) WA and artsACT.

Patternmakers acknowledges Aboriginal and Torres Strait Islander peoples as the traditional custodians of our land — Australia. We acknowledge the Gadigal people of the Eora Nation as the traditional custodians of the place where Patternmakers is based, and we pay our respects to Elders past, present and emerging.



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