



Creative Communities

Engagement Summary Report

October 2023



Acknowledgement

We acknowledge the Kabi Kabi, Jinibara and Turrbal Peoples as the Traditional Custodians of the lands and waterways of the City of Moreton Bay, and pay our respects to their Elders, past, present and emerging. We recognise that the City of Moreton Bay has always been a place of cultural, spiritual, social and economic significance to First Nations people.

We are committed to working in partnership with Traditional Custodians and other First Nations communities to shape a shared future that celebrates First Nations history and culture as an irreplaceable foundation of our region's collective identity.

Alignment with our roadmap

The Creative Communities Engagement Program is helping to achieve our Corporate Plan 2022–2027 and realise our vision: **Our Moreton Bay. Amazing places. Natural spaces.**

The strategic pillar this project specifically relates to is:



By 2033, our Moreton Bay will have vibrant communities that proudly come together to participate in and celebrate different cultures and life experiences, with access to the services and venues they need.

Read more about Council's Corporate Plan and the pillars that underpin it at: moretonbay.qld.gov.au/Services/Reports-Policies/Corporate-Plan

This consultation was made possible through funding from Regional Arts Development Fund (RADF) as well as a grant from the State Library of Queensland which aimed to explore the importance of creativity in libraries.

Disclaimer

Moreton Bay City Council and its officers accept no responsibility for any loss whatsoever arising howsoever from any person's act or omission in connection with any information, expressed or implied, contained within this document. Nothing in this document should be taken as legal advice

Contents

Better supporting creative communities	1
Engagement snapshot	2
Project objectives	3
Council's Cultural Services	4
What we already know	7
Moreton Says Pulse #4	7
Australia Council for the Arts Audience Monitor	7
National Arts Participation Survey	8
How we engaged	9
Promotion	10
Online platform	10
Community Working Group	10
Community events	10
Who participated	13
What we heard	15
Q1. What does arts and culture mean?	15
Q2. How does arts and culture support creativity, connection and wellbeing?	19
Q3. What are the barriers to frequent attendance and how can we overcome them?	21
Q4. When and where would our communities prefer to engage with arts and culture?	25
Q5. What are your ideas to increase attendance at Cultural Services venues and programs?	28
Q6. What are our communities most interested in?	30
Next steps	39

Better supporting creative communities

Council listened when Moreton Bay communities said they enjoy arts and culture in all its forms - music, theatre, art exhibitions, museums, libraries, reading and more. That is why Council has been working with our communities to understand how we can deliver arts and cultural experiences that excite and inspire. Council's Cultural Services venues and programs are vital to the community with over 1.25 million visits currently taking place per year. With the region's population forecast to grow to 700,000 by 2041, representing an average increase of approximately 10,000 new residents each year, there is a need to ensure Council's service delivery and level of infrastructure provision meets and accommodates the demands of this projected growth.

In 2022, Council undertook Moreton Says Pulse #4 survey (Pulse #4) that told us there is a high interest and desire to engage with arts and culture.¹ It also revealed communities aren't aware of Council's arts and cultural programs. This may be because they aren't seeing galleries, libraries, activations, and museums promoted on the channels and platforms they use.

Specifically, the Creative Communities Engagement Program was about answering the following questions:

- What attracts people to participate in creative experiences; identifying individual preferences and motivations of the different user groups and determining the factors that would encourage them to visit and engage more frequently.
- For those who do attend galleries, libraries, museums and activations, what did they value in their experiences and what would make them visit more.
- For those who don't attend, what are the reasons why they do not currently participate or attend galleries, libraries, museums and activations, and what would make them visit.

Council developed a multi-faceted engagement program that included:

- a travelling creative engagement program visiting nine locations across the region
- a community Working Group (CWG) where members were given the opportunity to share their experiences and preferences with Council
- conversational intercept surveys, dotmocracy boards and artist-led engagement activities.

The range of events targeted both frequent and less frequent users of Council's cultural venues. An important part of this method was demonstrating arts and cultural experiences in action to encourage people to think differently about where and how they engage with arts and culture.

¹ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

Engagement snapshot

Between 10 February and 14 June 2023, 717 participants told us...

88%
OF SURVEY
PARTICIPANTS



said their experience at the event encouraged them to explore some of the many other arts and Cultural Service programs and venues available in City of Moreton Bay



54%
OF SURVEY
PARTICIPANTS

had not visited a Cultural Services venue, however rated their experience at the event **an average of 4.85 out of 5 stars**

A LACK OF AWARENESS IS A BARRIER.

Participants indicated more awareness of events and venues would attract them to visit more often



Participants are **twice as likely to visit** venues on weekends over weekdays, however weekday visits are still popular



Participants are most likely to travel further to:



- 1 Socialise with friends
- 2 Be entertained
- 3 Meet an expert



The top 3 dotmocracy votes include:

- 1 Art outdoors
- 2 Family
- 3 First Nations

The most common areas of interest were:



Arts and creative festivals



Live music events



Visual art and craft eg. workshops, meet the artists



Word of mouth



Walk ins



At Council events

"[Art and culture] is connecting to community, learning other cultures and building connections with other people. It provides a platform for freedom of expression – things you can't express with words. Art is also a medium of storytelling. Even if we don't speak the same language, photography, sculptures and all form of art, tell a story that everyone can understand."
Survey participant

Project objectives

In designing this Creative Communities Engagement Program, the overarching goal was to:

- gain a better understanding of our communities' behaviours and attitudes to inform the ongoing strategic planning for Cultural Services
- ensure our services and programs are responsive and resonate strongly to underpin community wellbeing.

Specifically, we wanted to:

- increase the amount of people regularly visiting and engaging with galleries, libraries, museums and cultural activation services
- demonstrate, in action, artist-led creative engagement

- gain insights into how attitudes and behaviours could be shifted to increase perceived value of the arts and culture offerings, and community participation
- understand the ongoing impacts of COVID-19, natural disasters and rising costs of living
- identify future opportunities considering rapid population growth and community feedback on what they're seeking in creative participation experiences
- identify priority actions (leveraging strengths and addressing challenges) to foster a flourishing, energetic, quality arts and cultural scene in the City of Moreton Bay over the next 5-7 years.



Council's Cultural Services

Council's Corporate Plan 2022-2027 provides an overarching strategic planning framework of five key pillars. These pillars are Vibrant Communities, Healthy Environments, Well-Planned Places, Progressive Economy, and Engaged Council. Within Council's Corporate Plan 2022-2027, the Cultural Services Department predominantly contributes to the Vibrant Communities pillar.

The goal for the Vibrant Communities pillar is: **By 2033, our Moreton Bay will have vibrant**

communities that proudly come together to participate in and celebrate different cultures and life experiences, with access to the services and facilities they need.

Council has also recently released its *Community Wellbeing Strategy 2042*. The strategy has action plans that align to each of the strategy's four outcomes and will drive its successful implementation.



Alignment with City of Moreton Bay Corporate Plan

Services and venues

Council's Cultural Services Department is highly embedded in the fabric of Moreton Bay communities. With access and inclusion intrinsic to the operations and delivery of Cultural Services, the Department enables all members of the community to participate, enjoy, learn and connect through the spaces and programs provided, all at no or low cost. Cultural Services provide immense value to the lifestyle of people in the City of Moreton Bay. It contributes significantly to the outcomes stated in Council's *Community Wellbeing Strategy* and contributes strongly to all pillars identified above in the *Corporate Plan*.

In the 2022/23 financial year Cultural Services, with its 16 venues and outreach teams working across the 2,000 km² of the region, attracted over 1,250,000 visits with 1,169,586 of these being to libraries. Across the Department there were approximately 1,800 unique public programs, resulting in the delivery of just over 12,000 events. Customer satisfaction recorded by those who visit has been retained at over 90% year on year.

Libraries

There are ten libraries located across the City of Moreton Bay including at Albany Creek, Arana Hills, Bribie Island, Burpengary, Caboolture, Deception Bay, North Lakes, Redcliffe, Strathpine, and Woodford. All libraries are open Monday to Saturday with the three regional libraries at Caboolture, North Lakes and Redcliffe also open on Sundays. The Mobile Library operates at key locations in the region.

Our remarkable customer-oriented staff underpin the libraries, with their assistance ranging from practical guidance to community support, they stand as crucial Council representatives.

Our libraries are cherished community assets, offering a wide range of services from the physical and e-collections, to device advice, home library service, First Five Forever outreach, information services and so much more. Libraries offered over 10,000 diverse and popular programs in the 2022/23 year, which catered to a variety of interests, fostering skill acquisition and social bonds. Our libraries embrace technology through the myMBRL app, delivery of ebooks and audiobooks, and integrate self-service features for convenience. In sum, Moreton Bay libraries epitomise vibrant, adaptable community pillars, nurturing knowledge, creativity, and connectivity.

Cultural Activation

Council's Cultural Activation team aims to enliven public places and spaces with temporary public art and creative activations.

Cultural Activation provide opportunities for:

- Local creatives (such as, musicians, performers, dancers, artists) to network, build skills, and develop and present their creative work.
- Residents and visitors to experience and participate in arts and culture in everyday places.

Key programs include *The Joy Connection*, free creative arts workshops for personal wellbeing and community connections; *The Wonder Wagon*, mobile pop-up creative experiences led by artists for community participation; and *Art At Large*, commissioning dynamic temporary public artworks in places we live, work and play. The *Anywhere Festival Moreton Bay* is an annual event bringing performances to unconventional spaces around the region.

In 2022/23, Cultural Activation engaged 675 creatives, drawing over 7,250 participants, and their impact extended to an estimated one million viewers through Art At Large and Outdoor Gallery installations.



Wizards in the Park 2023 (Embellysh Photography)

Galleries

Council's three galleries - Redcliffe Art Gallery; Caboolture Regional Art Gallery and Pine Rivers Art Gallery - bring to life the high-quality City of Moreton Bay Art Collection and offer residents and visitors an array of experiences to engage with art and creativity.

The expertise of the Galleries team is in collaborating with artists to deliver high-quality exhibitions and accompanying programs. The diverse annual program of more than 30 exhibitions is grounded on relationships with artist representatives, peak industry bodies and peer organisations. The result is that local, national and international artists across a range of mediums, are seen and experienced here in Moreton Bay.

Wrapped around every exhibition are exciting and thoughtfully designed events, from artist masterclasses and celebratory exhibition launches to facilitated activities promoting wellbeing and free drop-in activities for children.

In the 2022/23 year over 850 events were delivered in our galleries. These helped to build an understanding of artists and their work and exemplified the positive community benefits of imagination and creative thinking. These events enable people to gather and have cultural experiences together that invite connection.



After Fairweather exhibition 2022 (Louis Lim Photography)

Heritage and Museums

Council's three museums - Bribie Island Seaside Museum, Pine Rivers Heritage Museum and Redcliffe Museum - offer a diverse and vibrant program of events and workshops throughout the year. In addition, the Local History unit delivers services and programs across Museums and Libraries including the popular 'Preservation Stations' and online access to local history through *Our Stories*.

Museums bring to life our rich heritage through a range of semi-permanent (lasting up to ten years) and temporary exhibitions. In 2022/23 Heritage and Museums delivered 12 major exhibitions and over 550 programs and events. The programs were developed to complement and enhance visitors' engagement - sparking interest, debate and bringing learnings from the past into the future.

The Imaginariums in each venue are regularly themed to provide dedicated fun and intergenerational kids play spaces. The Local History team has high levels of engagement with its programs, including for example cemetery tours and the annual Local History Forum.



Flower workshop 2021 (Embellysh Photography)

What we already know

This project was undertaken with an understanding that Council already has data available to guide decision-making. The purpose was not to repeat these studies, but to explore insights at a more specific level and to test national and statewide trends against findings within the City of Moreton Bay. The following data sources are relevant to this engagement program.

Moreton Says Pulse #4 ²



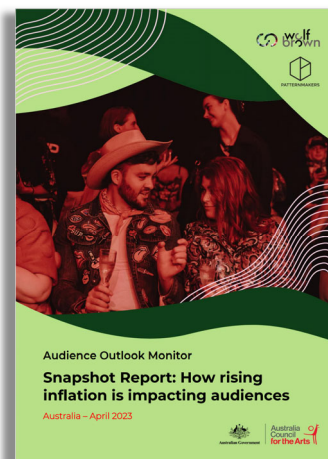
In late 2022, Council undertook the Moreton Says Pulse #4 survey with a focus on understanding user behavior around Council's Cultural Services. The survey had 2,852 responses, 95% of which were from residents of the region. Key relevant findings included:

- 42% of people are satisfied with Council's provision of arts and cultural events, and programs in galleries, museums and libraries.
- The top barriers to participation in arts and cultural programs are a lack of awareness, lack of time, cost and travel distances.
- The top-rated reason for attending programs is to 'have fun or to be entertained' followed by 'socialising and connecting with others' and 'improving wellbeing'.

² Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

- If time and money was not an issue, the activities people would most want to participate in are arts, music, markets and festivals, and theatre.

Australia Council for the Arts Audience Monitor ³



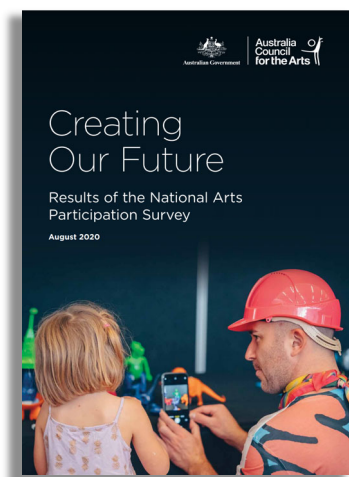
Australia Council for the Arts Audience Monitor April 2023 asked 1,300 past attendees of cultural events from across Australia about their response to today's cost-of-living pressures. Key relevant findings:

- The proportion spending over \$50 on tickets to in-person cultural events has fallen from 63% in August and October 2022 to 59% in April 2023, with the outlook uncertain.
- Financial reasons are the top barrier to attending, and many are looking for free/cheap things to do (54%), staying close to home (45%) and taking longer to make decisions (50%).
- Trends vary across segments, confirming the need to tailor strategies for different audiences and events. Older audiences are the most likely to say their situation is the same (58%), while parents are the most likely to say they are 'worse off' (57%).

³ Australia Council for the Arts (April 2023). Audience Outlook Monitor - Snapshot Report: How rising inflation is impacting audiences.

Young audiences under 35 are most negative about the economic outlook.

National Arts Participation Survey ⁴



The 2019 National Arts Participation Survey completed by 8,928 participants provided new evidence about the essential role arts and creativity play in Australian communities. This survey is the fourth in the research series that explores Australians' engagement with, and attitudes towards, the arts. Key findings from Queensland residents include:

- 98% engage with the arts, of which 68% attend live events or programs
- More Queensland residents now believe the arts have a 'big' or 'very big' impact on:
 - their ability to express themselves (64%)
 - stimulating their minds (62%)
 - child development (62%)
 - their ability to think creatively and develop new ideas (60%)

- their understanding of other people and cultures (60%)
- helping them deal with stress, anxiety or depression (55%)
- their sense of wellbeing and happiness (55%)
- shaping and expressing Australian identity (51%)
- building creative skills necessary for the future workforce (46%)
- bringing customers to local businesses (40%).

- The top three priorities for Queenslanders when investing in the arts are:
 - ensuring children and young people have access to art and creative experiences to support learning and development (75%)
 - ensuring free or low-cost events are available (72%)
 - ensuring art and creative experiences are available to support people's health and wellbeing (53%).

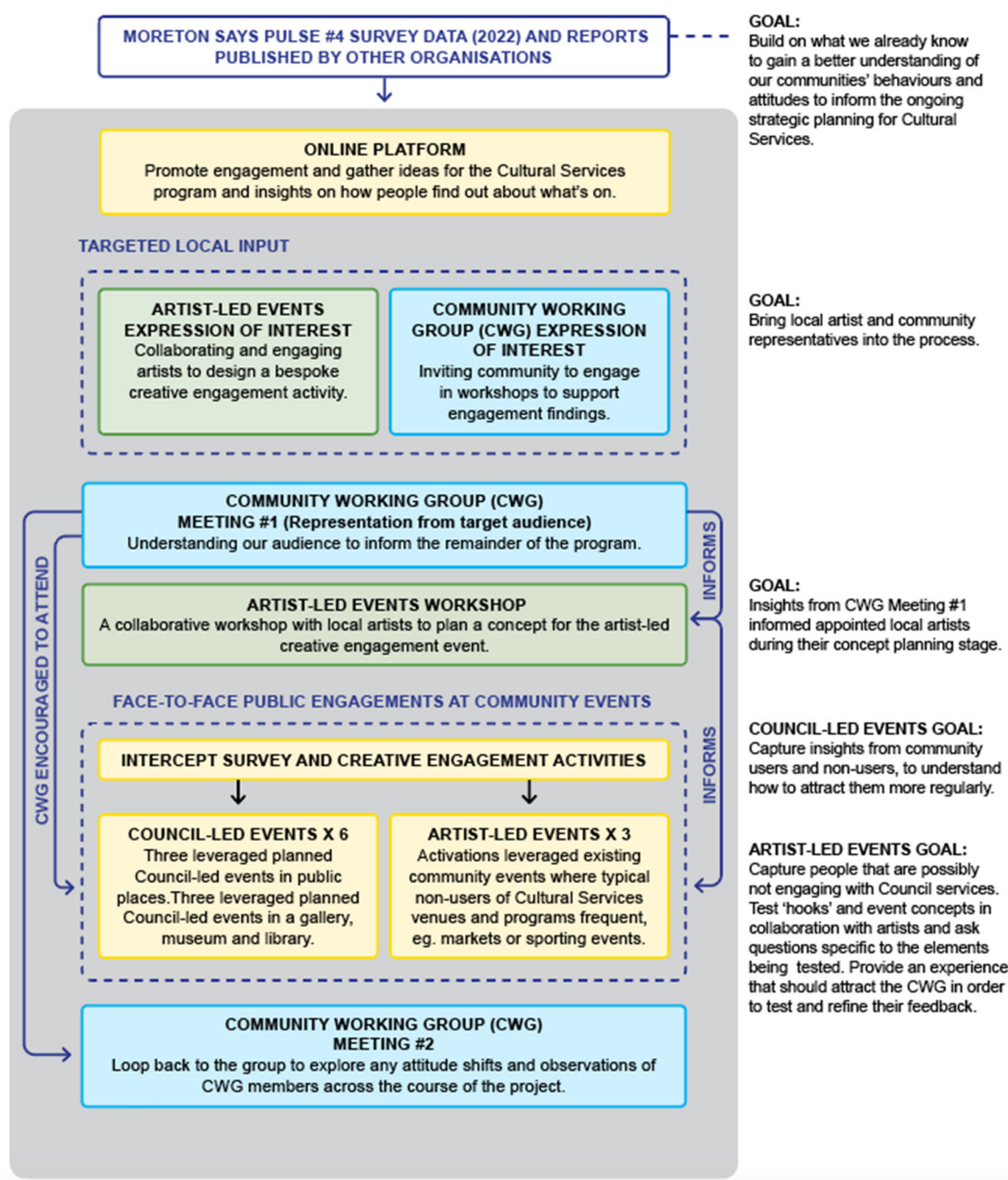
⁴ Australia Council for the Arts (August 2020). Creating our future: Results of the National Arts Participations Survey.

How we engaged

Building on what we knew from other surveys (detailed above), we set out to find out more about behaviours and attitudes of Moreton Bay communities towards arts and culture, as well as taking a deeper dive into barriers and motivators for attending Council's Cultural Service venues and programs. The engagement program was

delivered between 10 February and 14 June 2023.

Council applied a layered approach to the engagement program with the intention of engaging with both users and non-users of Council's Cultural Services venues and programs, as shown in the diagram below.



Engagement approach

Promotion

The project and the various ways people could be involved was promoted to more than 141,100 people via email and social media using Council's existing databases and accounts.

Online platform

The Creative Communities project webpage provided information about the program, promoted the events and encouraged CWG applications.

A quick poll was open on the page between 10 February and 14 June 2023. It asked, '*Where people search for arts and cultural experiences?*'

An online ideas board was also used during the same time period to collect digital post-it note ideas for arts and culture in the region.

Community Working Group

The CWG helped Council hear from diverse community perspectives across the region. The group represented people who are users and non-users of Council's Cultural Services.

The CWG met twice and were asked to attend up to three of the designated Creative Communities Engagement Program events between meetings.



CWG meeting 2023

The first CWG meeting was on 22 March 2023.

The objectives of this meeting were to:

- get to know CWG members and the networks of people they were close to and could share insights for
- understand what they were currently doing to socialise, learn and experience arts and culture
- understand perceptions towards arts and culture including attractors, hooks and possible barriers for attendance.

Over the course of the engagement period, CWG members were asked to attend designated Creative Communities Engagement Program events and complete the intercept survey and engagement activities.

The second CWG meeting was on 16 June 2023. The objective of this meeting was to explore any attitude shifts and observations of CWG members across the course of the project.

Community events

There were two types of engagement events used during the program: existing Council-led events and artist-led creative engagement at other popular events.

Council-led events

The engagement program leveraged existing Council-led events and activities delivered by Cultural Services, exploring 'what attracted them to the event', 'what their experience was like' as well as what other creative events and programs they would like to see delivered across the region. Creative engagement activities were designed to attract people to stop and interact with Cultural Services' passionate team members, who were keen to hear first-hand the insights from community.

Artist-led creative engagement events

The second type of community events targeted were events already taking place in the region. Specifically, we directed our attention to events that attracted high visitation. This strategic choice enabled us to engage with an established audience within the area.

The goal of the experience was to attract typical non-users and one-off users of galleries, libraries, activations, and museums and to encourage them to share feedback on the experience and their attitudes and behaviors towards arts and culture.

An expression of interest invited local artists to develop a creative participatory experience that would be delivered across three of the nine community events. The artist-led activation provided the experience to initiate the intercept survey and other participatory activities.

Three artists were initially appointed, but one withdrew. The artists collective concept was successfully delivered by the remaining two artists.

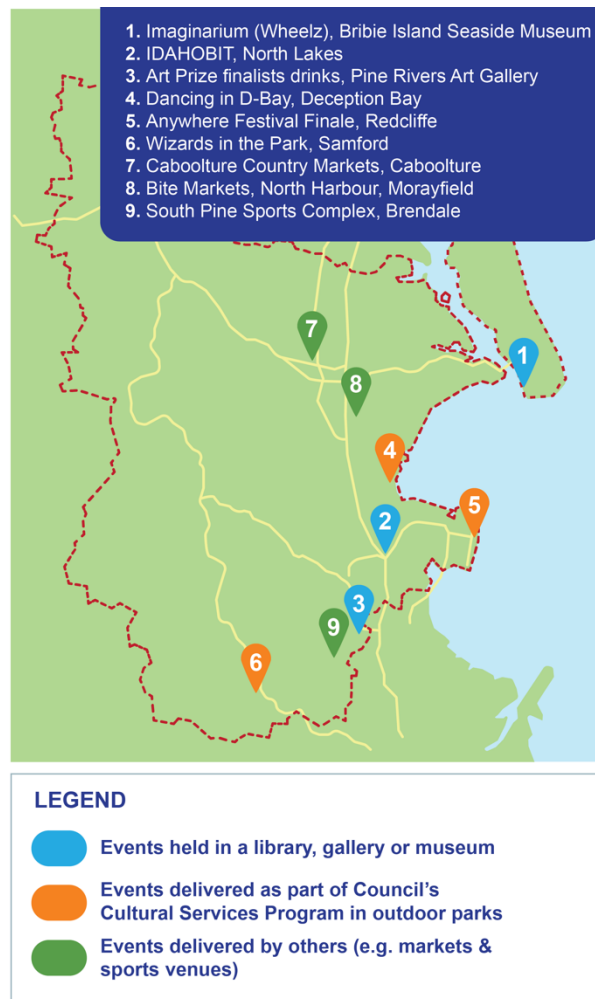
Participants were guided through the process of creating ideas for a program and placing their idea (“planting their seed”) in one of the four artist designed cardboard miniatures that represented a gallery, library, museum or cultural activation (outdoors event). Participants were instructed to choose the venue they would prefer to engage with their activity in.



Artist miniature library

- a combination of events that attracted different demographics such as families, youth, etc.
- a combination of events that attracted different communities of interest, such as those who may or may not be actively involved in arts and cultural activities.

The locations of the nine community events are shown below.



Note: Location 5 was moved to the library due to wet weather.

Engagement locations

Key considerations in selecting the locations were:

- events that attracted both users and non-users of Council's cultural venues and programs
- a combination of events that had broad geographical reach

Engagement activities at events

Creative Communities intercept survey

The survey was designed to be implemented in person, not online, and support conversational flow between participants and a Council team member. It included multiple-choice and open-ended questions that prompted participants to share their thoughts about the different barriers and motivations for attending galleries, libraries, cultural activations, and museums. The Council team member leading the conversation recorded notes and where possible direct quotes from the participants.

The survey focused on three main topic areas:

- understanding what arts and culture means to different people
- understanding the barriers and motivations for participants in attending galleries, libraries, activations, and museums
- understanding if the experience of engaging with the Creative Communities Engagement Program shifted their attitude towards further arts and cultural experiences.

Limitations of the survey included:

- The survey was intentionally undertaken in an interview style. Not all participants chose to answer all questions. Relevant numbers of responses have been noted.
- In some instances, multiple participants participated in one survey, for example, a mother and children or two friends. For the purposes of reporting insights, this was considered 1 survey response unless noted otherwise.
- Survey responses were recorded by a Council staff member on behalf of the participant. All efforts have been made to ensure any quotes are reflective of participants' feedback, however some minor adaptations have been made to support clear language within this report.

Dotmocracy

The objective of this activity was to create an interactive and captivating board showcasing a range of photos of existing programs as well as those that might be of interest to the community. Participants were asked to identify their preferred

programs by placing 5 stars on the respective photos.

The categories of photos and programs for this activity fell into the four below themes, each presented on its own board.

1. Events
2. Hands On
3. Wellbeing
4. Entertainment

This activity could be completed in a short timeframe and is designed to be fun and engaging. Typically, the activity appeals to visual thinkers and young people, along with their friends and family. It is useful in attracting people with limited time.



Dotmocracy activity 2023

Other participatory activities

At six of the community events, where artist-led participatory activities were not present, community members were further encouraged to talk about their experiences with:

- a simple creative engagement experience provided by the project team where participants were asked when they recalled their most recent creative experience, what was memorable about the experience, and where it took place. This was a progressive activity. Responses were pinned to the box that best represented the location it took place, including libraries, galleries, museums or cultural activations (outdoors event).
- other activations that were part of the broader community event (e.g., live music).

Who participated

In total, the Creative Communities Engagement Program saw more than 700 interactions with a creative experience or engagement activity. Interactions were targeted to in-person engagements designed not to attract the masses but to focus on individuals who stopped and engaged with a creative experience. There was however also supporting online participation for some activities. A snapshot of participation is shown below.



CWG members attended one or two of the workshop sessions



completed conversational intercept surveys at community events



people completed the dotmocracy engagement activity at community events



participants engaged in the artist-led activity facilitated at 3 events

43

PARTICIPANTS IN THE CREATIVE ENGAGEMENT ACTIVITY FACILITATED AT 6 EVENTS



33

quick poll responses completed on the project webpage



12

post-it notes ideas

via the gather tool on the project webpage

Community Working Group

The 19 successful applicants who participated in the CWG included galleries, libraries, cultural activations, and museums users and non-users. The majority of participants were females over the age of 55 years. The age and genders of participants is shown below.

CWG members profiles								
	Under 18		18-35		36-54		55+	
Gender	M	F	M	F	M	F	M	F
# of Members	-	-	-	2 (8%)	2 (8%)	4 (15%)	4 (15%)	14 (54%)

The first CWG meeting had 19 members in attendance, while the second CWG had seven members in attendance.

Throughout the engagement period, 14 CWG members attended designated Creative Communities Engagement Program events and completed the intercept survey and engagement activities.

Creative Communities intercept survey participation

The following breakdown looks at who completed the conversational intercept surveys, by age and by user type.

Types of users

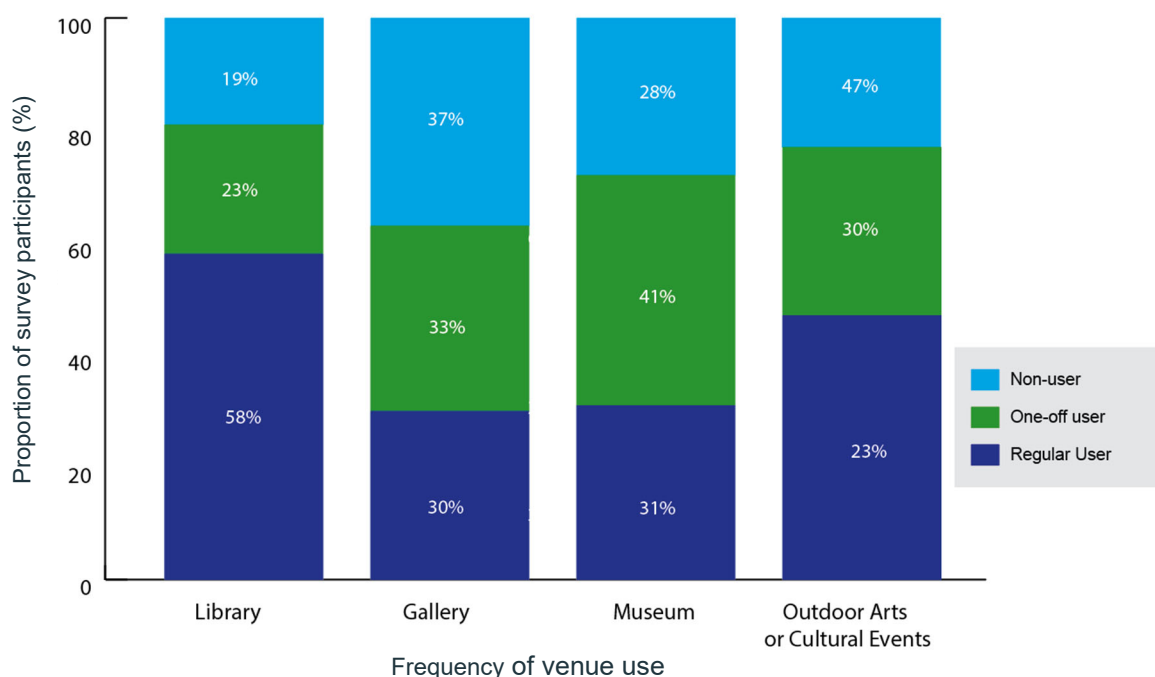
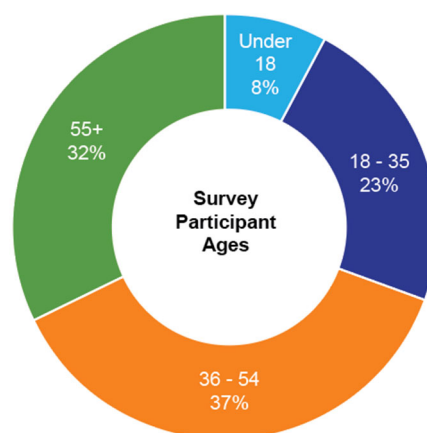
A key objective was to hear from all user types. In this report, **regular users** have been defined as those who attend galleries, libraries, museums and cultural activations either weekly or monthly. **One-off users** have been defined as those who attended galleries, libraries, museums and cultural activations once within the last month. **Non-users** are those that have never attended galleries, libraries, museums and cultural activations in Moreton Bay region.

The regular users, one-off users and non-users for survey participants are shown by venue in the diagrams below.

Of the 118 people who participated in the artist-led engagement activity, 62 participants went on to complete the Creative Communities intercept survey. Over 50% of these participants indicated they were either non-users or one-off users at libraries, galleries, museums and outdoor activations. This indicates the objective to hear from this target group via bespoke artist-led activations held in popular places was successful.

Age of survey participants

The survey saw a relatively even spread of participants across adult age brackets with fewer people under the age of 18 years participating.



What we heard

In the following section, we synthesise the findings from the Creative Communities intercept survey, CWG feedback, dotmocracy and participatory engagement activities. Insights from Pulse #4 are also presented and built upon where relevant.⁵

Q1. What does arts and culture mean?

This open-ended question kicked-off the survey. Responses were coded into 10 themes capturing commonalities. These themes have been further organised within three higher-order themes of 'connection', 'creativity' and 'wellbeing' that correspond to Council's *Community Wellbeing Strategy*. The percentages indicate areas of importance as these are unsolicited responses that show what is being highlighted by sectors of the communities.

Trends in what participants told us have been summarised below.

- More than half of participants, (52%) define **arts and culture as multiple artforms**, such as theatre performances, heritage buildings, dance, photography, storytelling, and painting. This was the most common definition across all age groups and shows most participants have a sound understanding of the diversity of artforms and cultural and creative practices.
- The second most common response, (34%) related to how arts and culture can facilitate **social connection**, a sense of belonging and bringing together of families and communities. This was the second most common answer from people aged under 18 as well as those between 36-54 years.
- 28% talked about how **arts and culture makes for a meaningful life**. This was

the second most common answer from people aged 55+ years.

- 26% appreciated the opportunity that arts and culture create for **creative expression and stimulating imagination**, speaking about the freedom to be themselves, to open people's minds to new outlets for sharing stories or expressing feelings. This scored highly for people aged 18-35 years old.
- 23% highlighted how important arts are for **understanding other perspectives and diversity of people and cultures**. This included celebrating, sharing and learning more about our First Nations Peoples and multicultural communities across the City of Moreton Bay. This was the second highest for people aged 18-35 years old.
- 20% of people said they enjoy art and culture as **something to do in their free time**, as recreation or entertainment.
- 17% acknowledged the importance of art and culture for one's **sense of wellbeing**, for healing, health and relaxation.
- 16% said that they liked **learning new things** through arts and cultural experiences.
- 14% said they participate in arts and culture through a **creative hobby or pursuit or artform**.
- 5% cited **one art form** as their definition of arts and culture, the most common of which were 'music' 'history' 'dancing' and 'painting'.

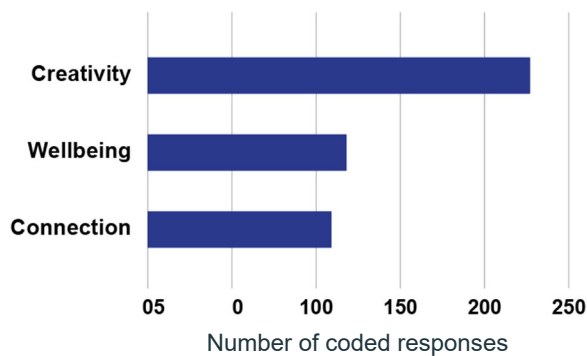


Dance is for All at Anywhere Festival Finale 2023

⁵ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

The below diagram shows the distribution of participants' coded responses to the open-ended question, "What does arts and culture mean to you?" across the key themes of Council's *Community Wellbeing Strategy*. This demonstrates community understanding of arts and culture is well aligned with the strategy's intent.

What does arts and culture mean to you?
(mapped to community wellbeing strategy)



Data clarifications

- There were 200 surveys completed in total. Of these, 18 did not provide an age. Other surveys were completed by multiple people who recorded a range of ages. Examples include family groups or two friends with different ages.
- 'No response' answers have been excluded from this analysis.
- In many instances people provided answers (to this open-ended question) that related to multiple themes. Their answers have been coded as such, resulting in the total number of answers being greater than the total number of survey participants.

“To me, arts and culture is the exploration and celebration of who we are as a community and our past. Arts help us express our identity and culture helps us explore and learn about our past and present. Arts and Culture allow us to have discourse with those who have different identities to our own.”

Survey participant

“Arts and Culture is freedom of self-expression. Being your authentic self, sharing experiences thoughts, feelings and stories with the community.”

Survey participant

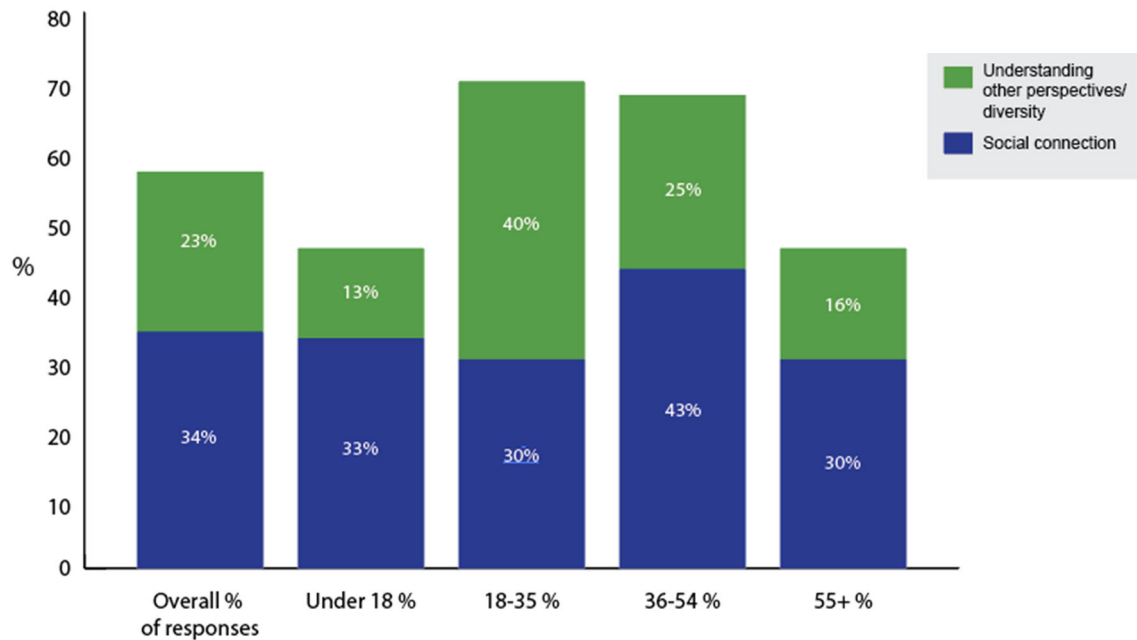


Libraries IDAHOBIT runway show 2023

Libraries IDAHOBIT runway show 2023

Connection

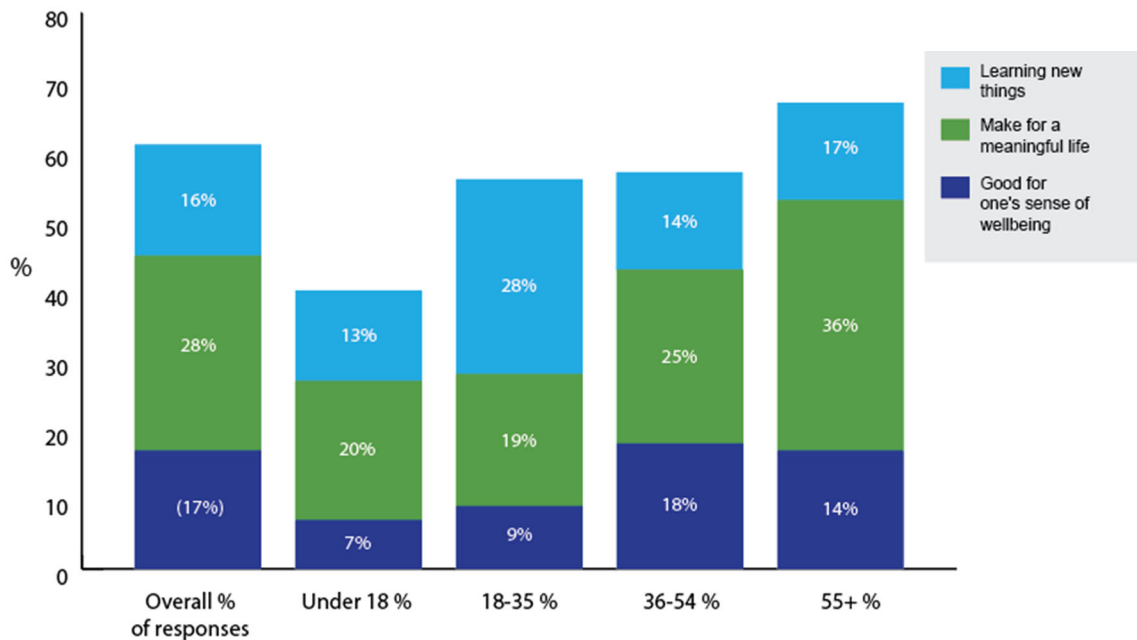
"We have respectful, inclusive, and engaged communities that value diversity and sustain connections to people and places." Council's Community Wellbeing Strategy – (proportion of 109 participants that raised the theme)



Proportion of responses across connection themes and age brackets. Note: not all participants provided their age.

Wellbeing

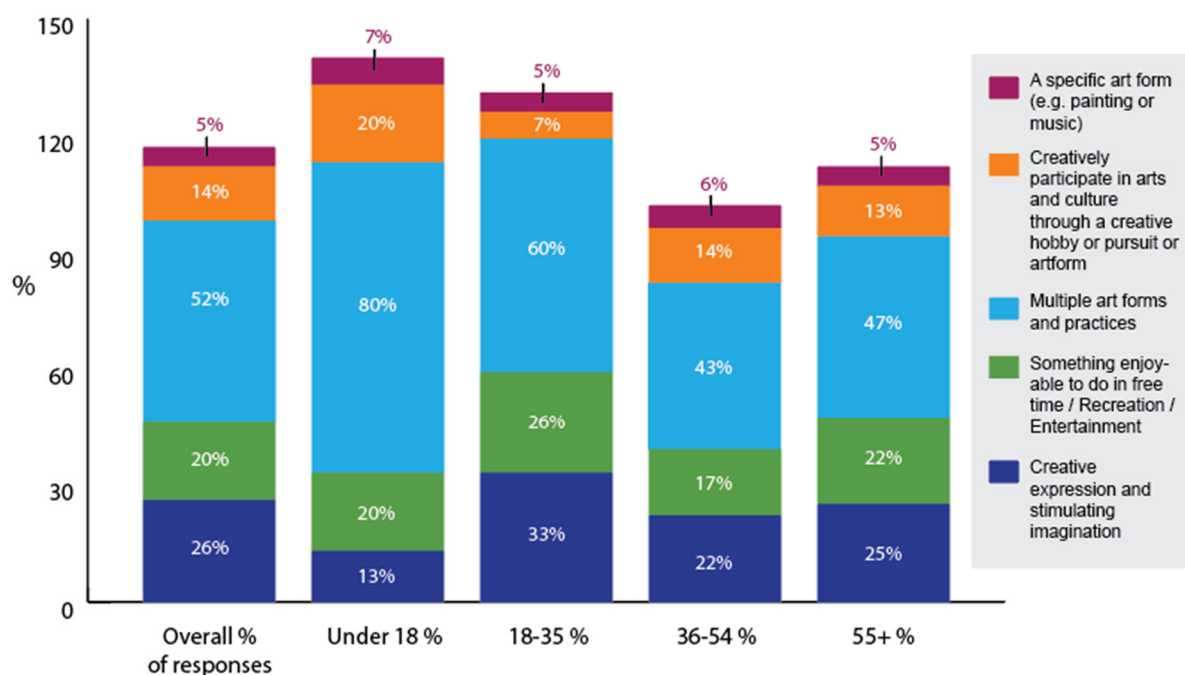
"Our communities are safe and resilient so that in times of adversity our people and places are supported." Council's Community Wellbeing Strategy (proportion of 118 participants that raised the theme)



Proportion of responses across wellbeing themes and age brackets. Note: not all participants provided their age.

Creativity

"Our communities embrace opportunities for participation in creative experiences and celebrate our stories, cultures and identities." Council's Community Wellbeing Strategy (proportion of 227 participants that raised the theme)



Proportion of responses across creativity themes and age brackets. Note: not all participants provided their age.

Q2. How does arts and culture support creativity, connection and wellbeing?

The three overarching themes of creativity, connection and wellbeing from Question 1 also align with the Pulse #4 survey,⁶ in that those who engaged with Cultural Services venues and programs stated the top reasons were to 'have fun and be entertained', 'socialise and connect with others', and 'improve wellbeing'.

The Creative Communities Engagement Program sought to delve deeper into these responses. The following section explores what else we learnt about communities top three reasons for engaging with arts and culture.

How does arts and culture help our communities' need to be creative?

A significant portion (20%) of survey participants described the meaning of arts and culture with descriptions relating to recreational activities they can enjoy in their free time. Participants discussed the benefits, some of which include the opportunity for creative expression and stimulation of their imagination, improved fitness through dance, learning new skills or collaborating as a team, non-screen entertainment options, and positive experiences for children to explore new things.

This reason was also discussed by participants undertaking the Pulse #4 Survey with 39% of participants who engage with Cultural Services venues and programs doing so to have fun and be entertained.

“Its creativity. It's about community, fun, entertainment – like dancing, singing and theatre.”
Survey participant

“I haven't written short stories for about ten years, so it resurrected the practice. It forced me to put aside the time. I think it has great potential. It's called the song of the didgeridoo.”

Participant when recalling a memorable experience at a Library



First nations culture in our museums

⁶ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

How does arts and culture help our communities' social connection?

Among the Creative Communities survey participants, people (34%) described the meaning of arts and culture with descriptions around fostering social connection - emphasising its role in generating a sense of belonging and bringing people together.

Participants discussed the benefits, some of which include building and expression of community identity, celebrating and learning about past and present communities, fostering cross-cultural exchange and understanding, and transforming spaces into vibrant destinations.

This reason was also identified by 25% of Pulse #4 Survey participants who engage with Cultural Services venues and programs,⁷ stating they do so to socialise and connect with others.

“ [we want] things that we can see and do that are low cost that build connection with our family and friends.”

Survey participant

“ It is a release or outlet, a connection. It helps people connect with each other, and with people who have different identities to our own.”

Survey participant

How does art and culture help our communities' wellbeing?

Among the Creative Communities survey participants, people (17%) described the meaning of arts and culture with descriptions around the positive impact it has on their wellbeing.

Participants discussed the benefits, some of which include effective relaxation, opportunities for exploration and trying new things, freedom of self-expression, increased connection to place, and alleviation of loneliness. This reason was also discussed by 22% of Pulse #4 Survey participants who engage with Cultural Services venues and programs to improve wellbeing.

“ Enriches our life and nourishes our soul”.

Survey participant

Others stated:

“ Freedom of self-expression. Being your authentic self, sharing experiences thoughts, feelings, and stories with the community.”

Survey participant

“ Helping other people express themselves and feel as though they belong or can relate to one another without words or language.”

Survey participant



After dark activation at Pine Rivers Art Gallery.



⁷ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

Q3. What are the barriers to frequent attendance and how can we overcome them?

A lack of awareness, lack of time, cost and distance travelled are the most common barriers to attendance at galleries, libraries, museums and cultural activations according to Pulse #4 Survey participants.⁸

We extracted common themes from open-ended responses in the Creative Communities survey to the question, “Thinking locally to the Moreton Bay region, when was the last time you went to a library, museum, gallery or outdoor arts or cultural event?” We then asked, “Why not?” if participants stated they did not engage with one of these facilities or programs. The top themes that emerged are compared in the below table to Pulse #4 Survey responses.

Comparing top barriers to participation (Pulse #4 Survey and Creative Communities survey)	
Pulse #4 Survey top four barriers selected from a list of ten (n=2852)	Creative Communities survey top barriers (n=133, people noted one or more barriers to attendance)
Lack of awareness Lack of time Cost Distance to where I live	Lack of awareness (44 participants) Lack of personal interest (36 participants) Could access what I need elsewhere (23 participants) Lack of time (16 participants)

Lack of awareness

The reported top barrier of a ‘lack of awareness’ from the Pulse #4 Survey was confirmed by Creative Communities survey participants (44%). The most apparent barrier consistently reported across the Creative Communities survey participants is a lack of awareness of what is available.

- 1 in 3 participants surveyed who discussed barriers to visitation indicated they would attend more often if there was more awareness of what was available.
- Only 30% of participants found out about the event (they attended in the Creative Communities Engagement Program) via formal marketing platforms (social media, newsletter, website or brochure).
- 42% of survey participants reported ‘walking-in’ to the event where they completed the Creative Communities survey (i.e., they didn’t know it was on but happened to be at the venue or in the area and saw something happening).

“Just had to google where Redcliffe Gallery was. I work in Redcliffe did not know one was there. Do visit museums when we can. Would go to events if stumbled across one.”

Survey participant

“Gallery - Did not know there were any.”

Survey participant

“Now I know there are programs I will seek out where they are.”

Survey participant

“Definitely want to attend a local library and museum now.”

Survey participant

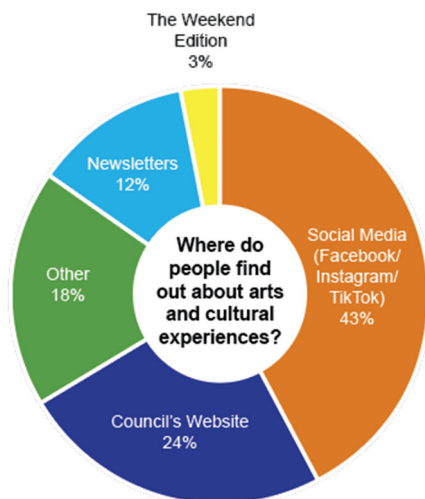
⁸ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

“We [need] better access to information. The website is terrible for looking up what’s on.”
Survey participant

Where would communities look to find out about arts and cultural experiences?

- Participants in the Creative Communities survey were asked how they found out about the event. Of a total of 249 responses, 46% were via marketing avenues including brochures, newsletters, social media, website, marketer on the street and at a Council event.
- The 43% who found out via non-marketed avenues referred predominantly to either walking-in or word-of-mouth.
- The quick poll survey accessed via the online platform asked 33 participants where they find out about arts and cultural experiences. The most common platform was social media (Facebook, Instagram and TikTok) (42%) followed by Council’s website (24%).

Interestingly, despite a reported lack of awareness less than half of participants were willing to share their emails to stay informed.



“A what's on guide would be useful - info on how to make a day of it in the region. We tend to look at Council’s website to find out what's going on - we have to go looking. It would be great if there was an easy to find, central location for this information”
Survey participant

Lack of personal interest

- 36 participants to the Creative Communities survey indicated they wouldn’t attend a library, gallery, museum or activation and gave reasons relating to a lack of interest or no need.
- Lack of personal interest was the fifth most common barrier identified through the Pulse #4 Survey (20%).⁹
- The Creative Communities survey uncovered that although low in total numbers (21 participants), the majority of people who were not encouraged to explore other arts and cultural services, programs and venues following their experience on the day were over 55 years of age (65%).

“Art does not interest me. If I had money I would be interested.”
Survey participant

“Museum - Never made time for it.”
Survey participant

“Galleries don’t interest me. I would love to see an aviation, boating or science exhibition.”
Survey participant

⁹ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

Access what is needed elsewhere

- 23 participants of the Creative Communities survey indicated they wouldn't attend a library, gallery, museum or activation and gave reasons indicating they access what they require elsewhere.

“Prefer to attend museums and galleries in the City - as can meet up with friends there.”

Survey participant

“Have attended galleries just not in the Moreton Bay region.”

Survey participant

“I get ebooks from the library and have not been to the museum for a long time as my mobility is compromised.”

Survey participant

Lack of time

- The Pulse #4 Survey identified the second biggest barrier for our communities accessing arts and cultural experiences is a 'lack of time' (29%).
- 16 participants of the Creative Communities survey indicated they wouldn't attend a library, gallery, museum or activation and gave reasons indicating they had no time.

“Use kids programs and spaces but probably under utilise the programs for adults.”

Survey participant

“When stuff comes up this stuff falls off.”

Survey participant

“Libraries – Work too much during the week.”

Survey participant

“Gallery - Life distracting, plus there is our pregnancy and the kids.”

Survey participant

Costs and distance to where I live

Cost and distance to travel were not common barriers expressed by Creative Communities survey participants, which is contrary to the Pulse #4 Survey.¹⁰ The difference in findings should consider that the methodology relied on people to be in person to complete the survey and the events were free. As previously noted, many participants indicated they only found out about the event as they were passing by. It is possible that participants of the Creative Communities survey lived nearby and could attend by walking or were in the area already.

Responses to Question 4 (page 27) explore the distances participants are willing to travel for various experiences in more detail.







Park Jam 2021

¹⁰ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

Testing attitudes, perceptions and barriers with our Community Working Group

During the first CWG session, user perceptions and attitudes to a sample of programs and events currently on offer across the region were tested with the 19 participants. Each participant was asked to choose an image, from a selection of 5, of an event or program they likely wouldn't attend in order to gather insights around perceived barriers. The facilitated discussion that followed revealed the following barriers.

Program	Top barriers
<p>Wildlife education and exhibit</p> <p>This event was an opportunity to see and learn about Australian wildlife. Attendees could wander through the display on their own or follow a guided tour for full immersion. Activities were available for children and school groups. This event was on weekdays from 9am and weekends from 10am.</p> 	<ul style="list-style-type: none"> • A lack of personal interest • Appears tailored to children • The opening times don't align with availability (need to be open on weekends to take children) • The image used didn't appeal / excite • Transport restrictions
<p>Creative journaling workshop</p> <p>This activity was a guided journaling workshop to boost writing skills and promote reflective practices. This event was on weekends, from 9am.</p> 	<ul style="list-style-type: none"> • A lack of personal interest • Time poor • Require a theme or more tailored offering
<p>Sip'n'paint</p> <p>This event was a guided painting class with BYO alcohol and snacks, where participants could learn from experienced local artists and connect with others. This event was on weekdays, from 4pm.</p> 	<ul style="list-style-type: none"> • Time poor • Doesn't appeal to their skillset or interest • Turned off by alcohol event
<p>Music lessons in the park</p> <p>This event was an opportunity to join passionate musicians from across the community for a group lesson in the sun! This event was on weekends, from 10am.</p> 	<ul style="list-style-type: none"> • Not suited to a public activity • Would spectate but not partake • Don't own an instrument to partake • If it had a unique offering (e.g. different instruments to guitar)

During the second CWG workshop we asked participants for their perspectives on barriers to attendance.

- The two participants that didn't make it to any of the nine engagement events noted when discussing barriers for their attendance that it is important to consider costs associated with the whole experience of attending galleries, libraries, museums and cultural events. They explained that travel expenses and meals would make even free events unaffordable to some.
- The CWG also felt the lack of public transport in areas makes it difficult for

many people to do anything other than meet their core needs.

- The CWG explained there is not enough advertising to know what is on. Some attendees listen to the radio and news to get their local what's on insights.
- One participant discussed feelings of being an 'outsider' and intimidated at events where other people know each other or when the setting does not invite incidental encounters with new people. She noted particularly her experience at galleries. The group discussed ideas to introduce participatory activities or 'greeters' which would help to overcome this barrier.

Moreton Says tells us our community finds the distance they must travel a barrier and that they are time poor.

Q4. When and where would our communities prefer to engage with arts and culture?

The Pulse #4 Survey revealed a 'lack of time and 'distance to where I live' are two of the four top barriers to our community accessing arts and cultural experiences.¹¹ The Creative Communities survey discovered people are willing to travel further for specific experiences.

- The Creative Communities survey confirmed people are willing to travel further (even outside of the region) for arts and cultural experiences when it aligns with their values. They are willing to travel the furthest to 'socialise with friends', 'to be entertained' and 'for your wellbeing' which is reflective of the top three reasons people in the City of Moreton Bay engage with arts and culture. People are also willing to travel further 'to learn about another culture' and 'to meet an expert'.
- People are most likely to travel within the City of Moreton Bay 'to support local' or 'participate in hands-on activities', in fact everyone would travel 'to support local'. This indicates a strong sense of pride in the region as well as an expectation that participatory experiences should be offered nearby.
- The Creative Communities survey also shows that when it comes to visiting cultural venues (libraries, museums, galleries and activations), for people aged 54 and under, there was a strong preference for attending these venues on weekends, compared to those aged 55+ where they have little preference between weekend or weekday. Currently, all libraries, galleries and museums are open on Saturdays, with only regional libraries and museums open on Sundays.



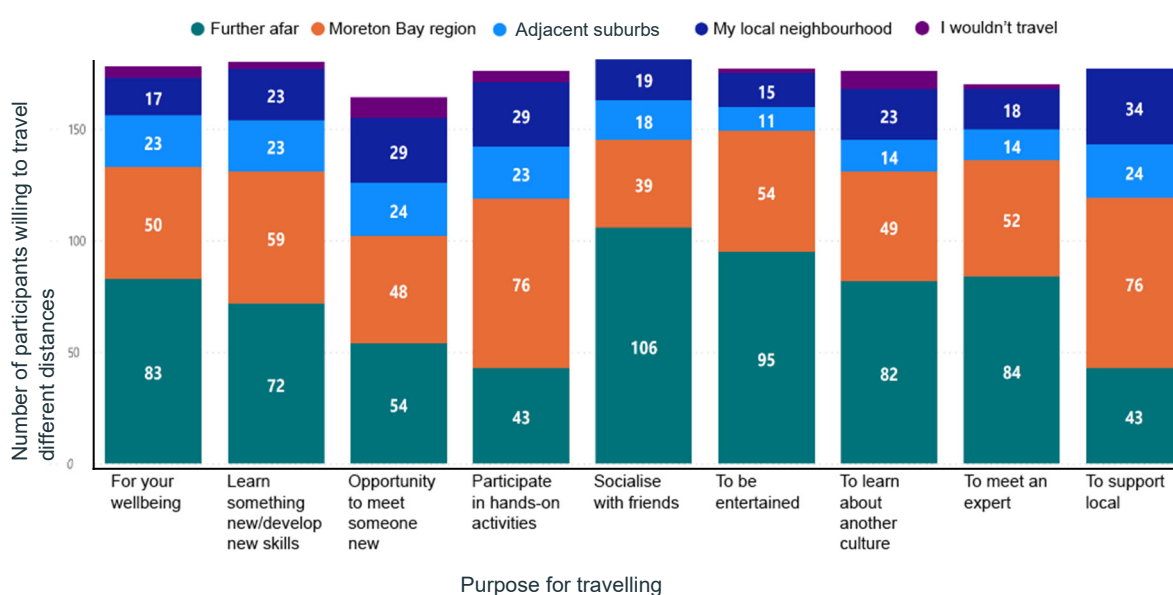
Would like galleries open on Sundays."

Survey participant

¹¹ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

- In open-ended responses, one survey participant explained the ability to fit creative experiences in with their everyday lives was appealing. This was evidenced in the popularity of the artist-led event held at South Pine Sports Centre where 45 participants engaged with the artist-led activity; many of them staying for over half an hour to complete the activity.

“I'm sometimes disappointed that museums are not open on Mondays. We work Tuesday-Saturday, so Monday is a day my husband and I spend time locally. I however understand that we are a minority.”
Survey participant



The Creative Communities survey asked participants their preferred time to visit libraries, galleries, museums and cultural activations.

- Consistently, there was at least double the preference to visit libraries, galleries, museums and cultural activations on weekends over weekdays. This is evident across mornings, afternoons and evenings.
- There are similar desires of visitation across all Cultural Services programs and venues.
- There was a slight reduction in the proportion of people preferring to visit

during the evening rather than morning or afternoon, however nights were still popular.

- Holiday visitation was popular across all venues and programs.

“Grandchildren tend to play sport before and after school and on the weekends. School holidays are the only opportunity and we don't tend to know what's on.”
Survey participant







The below infographic shows the preferences of survey participants.

Responses

141



Preferred time to visit





Morning	Weekdays	Weekend		Holiday
	11%	21%		7%
Afternoon	Weekdays	Weekend		Special Occasion
	9%	20%		0%
Evening	Weekdays	Weekend		Anytime
	7%	18%		7%

Responses

133



Preferred time to visit







Morning	Weekdays	Weekend		Holiday
	10%	21%		6%
Afternoon	Weekdays	Weekend		Special Occasion
	9%	20%		1%
Evening	Weekdays	Weekend		Anytime
	6%	19%		8%

Responses

136



Preferred time to visit







Morning	Weekdays	Weekend		Holiday
	11%	21%		7%
Afternoon	Weekdays	Weekend		Special Occasion
	9%	20%		1%
Evening	Weekdays	Weekend		Anytime
	6%	18%		8%

Responses

137



Preferred time to visit

Morning	Weekdays	Weekend		Holiday
	9%	21%		6%
Afternoon	Weekdays	Weekend		Special Occasion
	9%	22%		2%
Evening	Weekdays	Weekend		Anytime
	6%	18%		7%

Note: not all participants complete the activity. Some participants choose multiple options.

Q5. What are your ideas to increase attendance at Cultural Services venues and programs?

The Creative Communities survey revealed participants (88%) enjoyed arts and cultural experiences on the day and because of this were encouraged to explore more art and cultural services, programs and venues available in the City of Moreton Bay in the future. This feedback is positive for the Cultural Services Department, however it does reiterate the significant barriers including promotion and marketing discussed in Question 3.

“If we attend an exhibition we want to make a day of it - exhibition, lunch, play in the park etc - this would encourage us to travel to different parts of the regions.”

Survey participant

“Now I know there are programs I will seek out where they are.”

Survey participant

Key themes emerged in community suggestions for improvements.

The following section provides a summary of the ideas presented by community within open-ended responses from the Creative Communities survey to increase attendance at Council's Cultural Services venues and programs. Many of these ideas are already offered by Council's Cultural Services programs or by other departments.

More local content and participation

- involve schools and local creatives
- more First Nations content
- support growing local talent through affordable co-working/creative studio spaces
- empower community led events
- more grants for creatives and small businesses.

Events and spaces for / or inclusive of children

- kids treasure hunt
- separate children's areas at events
- using arts to improve literacy.

More interactive events and exhibitions

- light displays
- less static exhibitions
- immersive theatre
- creative play spaces - sculptures, Lego.

Increased awareness

- locations and set up that is easy to see and find
- more signage
- promotion on social media
- brochures / flyers
- staff/participant name tags
- promotion through schools / after school care.

Amenity and comfort

- higher quality / more diverse food and drink offerings
- improved parking
- comfortable seating, with backs
- improving shade
- coffee / café options / coffee van
- water points / bubblers
- clean and easy access to toilets
- more lights in trees
- accessible venues.

Revitalised cultural venues

- new Strathpine library
- new art gallery
- more meeting rooms
- podcasting facilities.

Access

- courtesy bus (e.g. Bribie Island)
- events held near public transport and aligned to public transport timetables.

Wellbeing and resilience building

- using community arts to engage the community in storytelling
- to support disaster recovery for people to tell their stories about recovery efforts and connect with others who have shared experiences.

•



Melissa Doyle event (Embellysh Photography)



Larrikin Puppets at Anywhere Festival Finale 2023
(Embellysh Photography)

The survey also sought to understand the things that motivate and capture participants' interests with the intention of understanding how to attract them more often. The findings are diverse. The most memorable arts and cultural experiences reported by the Creative Communities survey participants reflects this diversity. These experiences range from discovering something new about themselves or being provoked to think in a different way, to learning about other cultures and entertaining their family.

Some survey participants spoke about what made their experience memorable:

“Meeting the artist and finding out about his life and art influences.”

Survey participant

“Learning all of the different languages and traditional dances.”

Survey participant

“Thought provoking, different ideas as to what provokes art.”

Survey participant

Q6. What are our communities most interested in?

This was a key question for the Creative Communities Engagement Program and several activities were designed to gather community feedback and ideas. Insights for this section have been organised by the activity where they were gathered.

Many of the ideas presented for what community would like to see are already offered by Cultural Services venues and programs. This underlines the significance of the noted barriers in preventing community from attending libraries, galleries, museums and cultural activations more often (refer Question 3).

Creative Communities survey

The Pulse #4 Survey told us the top activities our community are interested in are 'arts' and 'music' which was reconfirmed by participants of the Creative Communities survey.¹² Creative Community survey participants indicated they are most interested in attending:

- 'Arts and creative festivals'
- 'Live music events'
- 'Visual arts and craft, e.g. workshops, meet the artist'.

The table below shows the key similarities and differences across age groups. The numbers shown represent an average score of survey responses, with 1 being "not interested at all" to 5 being "very interested". The higher the average score the more interested people are.

The survey shows that of the 200 participants:

- 18-35 year olds have a stronger preference for live music and events, First Nations art and dance. They are less likely to be interested in guest presentations and discussions.
- 35-54 year olds have a stronger preference for arts and creative festivals,

literary events and guest presentations and discussions. They are less interested in dance activities or accessing online cultural material.

- 55+ are more likely to be interested in exhibitions and tours and history and heritage events and activities. They are less interested in First Nations art, visual arts and crafts workshops, and dance. They are least likely to access online cultural material.
- Across all cohorts, accessing cultural material online scored low as an area of interest. It is possible that because the Creative Communities survey was exclusively conducted in person, people participating may be more attracted to experiences that get them out of the house. It is also interesting to unpack this in relation to the reasons people engage with arts and culture, with one of the top three reasons to engage with arts and culture being to 'socialise and connect with others'. The 18-35 year cohort (and younger), were more interested on average for their cohort than older cohorts and may be more open to opportunities for interactive online, or tech- enabled creative experiences.

¹² Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

Interest area	Overall	18-35 "Young and restless"	36-54 "Family Frugality"	55+"Older and bolder"
	Number of participants (n)=187	n=41	n=72	n=64
Arts and creative festivals	4.18	4.22	4.26	3.98
Live music events	4.12	4.27	4.00	4.08
Visual arts and craft e.g. workshops, meet the artist	3.87	4.00	3.97	3.63
Theatre and performance	3.85	3.75	3.85	3.83
First Nations art	3.79	3.98	3.78	3.51
Exhibitions and tours	3.69	3.71	3.73	3.89
History and heritage events and activities	3.56	3.59	3.62	3.73
Dance	3.36	3.5	3.30	3.16
Literary events e.g. author book talks, children's story time, writing workshops	3.32	3.37	3.47	3.20
Guest presentations and discussions	3.25	3.02	3.39	3.34
Access cultural material online e.g. view an exhibition, online programs, borrow e-books etc.	3.07	3.32	3.25	2.77

Table notes:

1. Responses related to a defined list of areas. The numbers shown represent an average score of survey response, with 1 being "Not interested at all" to 5 being "Very interested". Therefore, the higher the score the more interested people are. **Light green cell** = top 3 responses, **dark green cell** = #1 response
2. Not all participants provided an age.

Community Working Group

Further to the insights gathered through the Creative Communities survey, the CWG provided supporting feedback which was representative of the members themselves and their close connections. On application each member was asked if they could contribute informed insights into the lifestyles, local challenges and attitudes toward galleries, libraries, museums and cultural activations of those in their close networks. When asked to describe their own profiles and profiles of their social networks a total of 50 profile cards were developed. Over half the CWG members were females over 55 years of age. The cohorts

they represented provided a diverse mix of community members and ages.

The insights told us:

- The CWG represented a creative hobbyist community with over 74% of profiles listing a creative activity as a hobby, the most popular activities including arts and crafts, reading and writing, gaming and music.
- 34% of profiles mentioned they participate in some sort of creative programming through the week with 32% participating in creative programming on the weekend.
- Of the 68% that did not mention participation in creative programming their typical weekend consisted of socialising

with friends, eating out and getting amongst nature or sports.

- All age cohorts have an interest in reading along with walking, music, and gardening. It was common for people to mention a mix of sporting hobbies along with creative pursuits and more socially oriented activities.
- People under 35 were more likely to mention gaming, painting and sewing. People in their 30s and 40s mentioned hiking, gardening, and board games more regularly.

- People aged 55+ mentioned art, walking, swimming and writing more regularly.

The below table displays the CWG representation by age group and by members and non-members. Individuals deemed "members" were those who had submitted applications to join the CWG and had subsequently received acceptance. On the other hand, "members networks" encompassed the profiles that these members had formulated to depict themselves and other individuals within their circles that they believed they could portray.

Profiles of CRG members and the networks they represent								
	Under 18		18-35		36-54		55+	
Gender	M	F	M	F	M	F	M	F
# of Members	-	-	-	2 (8%)	2 (8%)	4 (15%)	4 (15%)	14 (54%)
Number in network	-	2 (4%)	4 (8%)	7 (14%)	4 (8%)	11 (22%)	7 (14%)	15 (30%)

Dotmocracy

The dotmocracy board activity was facilitated at all events with a total of 1,249 stickers distributed across the 36 images.

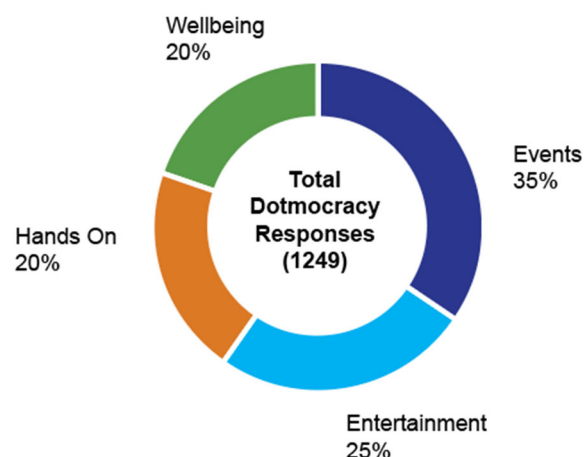
Key insights from the dotmocracy board activity have been summarised below.

- The top votes indicate that participants are keen to be entertained, for example through events, festivals, music, circus, performances, theatre, dance.
- Of the top 10 votes, 50% fell in the events category, 20% in entertainment, 20% in hands-on and 10% in wellbeing.
- The top three activities voted by participants were:
 - Art outdoors = **85** votes
 - Family = **83** votes
 - First Nations = **58** votes

- When combining similar activities such as 'music' and 'live music' some other preferences can be seen. This includes:
 - 'Music' and 'live music' have a combined score of 101 votes (8%) which shows a popular interest in this activity.
 - 'Art outdoors' and 'activities in parks' have a combined score 129 votes (10%) indicating an interest in enjoying art and creative activities outdoors.
 - 'Art workshop' and 'crafting' scored 110 votes which makes up 8.8% of the total votes. Over 40% of the votes for 'art workshop' were captured during the Artists Party event where it could be assumed there was a stronger interest in art - related activities.

- Participants voted 'family' as the second highest scoring program (83 votes). More than half of these votes were captured between the Imaginarium and Wizards in the Park events which are both events that appeal to families with younger children. The image for 'family' is of a Bluey event, which is a popular children's television show.
- 'Museum experience' was the 10th most popular response with 47 votes. This is interesting considering only 9% of Pulse #4 Survey participants indicated they had visited museums more than 1-2 times in a year.¹³ This image received a relatively even distribution of votes across all events, which may indicate it is a venue that attracts a diverse audience.
- The four lowest scoring activities included – 'guided tours', 'coding', 'networking' and 'panel Q & A's'. Given the observed younger audience, it is possible this result reflects that these images were less visually interesting to them. However, contrary to this observation, while 'guided tours', 'networking' and 'panel Q&A' may be more oriented toward adults, the 'coding' image targets younger people.
- Of the bottom 10 results, 40% of the results fell into the wellbeing category, 20% in entertainment, 20% in hands-on and 20% events. The bottom 10 programs represent only 10.7% of votes scoring a total of 134 votes.
- During the Pulse #4 Survey participants who engage with arts and cultural events were asked why they engage. The top three responses, in order, were 'to have fun and be entertained', 'to socialise and connect with others' and to 'improve my wellbeing'. This generally reflects the preferences shown by community in the dotmocracy activity, where the entertainment and social programs appear most popular.

The distribution of votes across the different themes is shown below.



The below graphic collates and orders highest voted images to lowest voted images. The images were a mix of current programs delivered by Cultural Services and some aspirational ideas for programs. The image themes are coded by colour.

¹³ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

Dotmocracy votes



COOKING DEMONSTRATIONS



PERFORMANCE



EXHIBITIONS



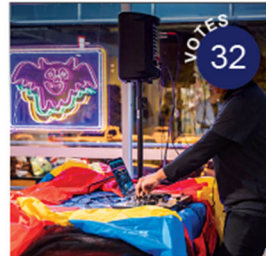
THEATRE



DANCE



COMMUNITY MUSIC



AFTER DARK



CULTURAL SHARING



MAKING



INTERACTIVE ART



COMMUNITY CHOIR



STORY TIME



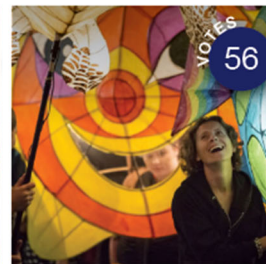
ART OUTDOORS



FAMILY



FIRST NATIONS EVENTS



FESTIVAL



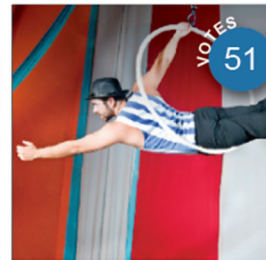
ART WORKSHOP



CRAFTING



MUSIC



CIRCUS



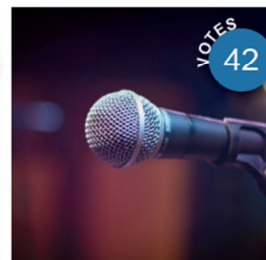
LIVE MUSIC



MUSEUM EXPERIENCES



ACTIVITIES IN PARKS



STAND-UP COMEDY



EVENTS



HANDS ON



WELLBEING



ENTERTAINMENT



SHORT COURSE



HISTORICAL RESEARCH



LEARNING SOMETHING NEW



MEET THE AUTHOR



POP CULTURE



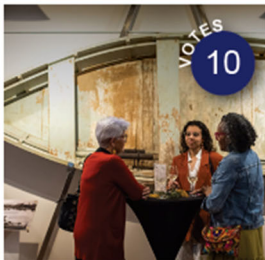
POETRY SLAM



WRITING WORKSHOPS



STUDY SKILLS



NETWORKING



CODING



PANEL Q&A



GUIDED TOURS



EVENTS



HANDS ON



WELLBEING



ENTERTAINMENT

Artist-led activity

The artist-led activity allowed participants to provide open-ended responses to the activities they would like to see within each location. The open-ended responses enabled further insight into the different program suggestions specifically related to each venue.

When asked to 'plant their seeds' (ideas) into the different venues, 37% of the participants chose the library followed by 31% who chose cultural activations. Galleries and museums were least popular amongst this cohort with 17% placing their ideas at a gallery and 15% at a museum.

There are overlaps between the types of activities that participants were 'planting' across the venues. The most common overlaps suggested:

- kids activities, which were popular in venues and outdoors
- arts and crafts which were popular at both galleries and libraries
- music which was popular at both cultural activations and galleries.

Observationally, a higher proportion of 118 participants were children, mostly under the age of 10, providing rare insights into the kinds of programming that young children are interested in.

Participants in this activity were also asked to complete the Creative Communities survey. Of the 62 people that completed the survey, 26% were attracted to participate in the program because of the opportunity to engage with something creative with a further 24% attracted to an arts and craft activity for the kids to engage with.

The following section summarises the two to three most requested themes of programs suggested for each venue and includes examples of what participants suggested.



Artist-led activity

Galleries (20 participants):

1. Kids activities

- a. painting and colouring, pipe cleaner and bead art, paint pouring and clay workshops for kids
- b. j{jsrsl uwtlwfr x ktwprix fsi kfr rqqjx
- c. children's art exhibitions, nature-based art
- d. play-based creative classes.

2. Arts & crafts

- a. art and craft that is interactive for the public, for example, Sydney gallery - balls of clay that the public could roll into and add to the huge display
- b. hands on workshopping in the gallery with opportunities to meet the artists
- c. painting, drawing and ceramics.

3. Exhibitions and shows

- a. interactive activities for all ages, that relate to targeted exhibits
- b. music and dance performance to compliment exhibits
- c. art shows and gallery openings for evenings
- d. traveling installations - "Create a piece that moves all around spaces"
- e. art in action eg. experiential art that provides an in body experience of the event rather than art on wall.

Libraries (44 participants):

1. **Art & craft** including
 - a. art classes, sewing classes, cupcake decorating
 - b. art experiences e.g. paint & poetry
 - c. more art with an artist
 - d. dirty workspaces for adults - paint
 - e. creative spaces for artists.
2. **Games**
 - a. dungeons and dragons spaces in the local library
 - b. a free place to meet-up, play games and talk
 - c. number games or wordle games for adults
 - d. board game groups
 - e. Lego clubs.
3. **Student hub**
 - a. study spaces, study assistance for students
 - b. book shop
 - c. language programs to help others learn languages
 - d. homework club/ homework help during exam season.



Artist-led activity

Museums (18 participants):

1. **Dinosaurs**
 - a. dinosaurs hearing stories and drawing the dinosaurs
 - b. hands-on activities like digging for bones, making plaster cases, life cycles.
2. **Local history**
 - a. variety of representations to the local history and environment
 - b. foster indigenous programming
 - c. more local family tree information for example stories of pioneer families
 - d. specific historical information pertaining to local, i.e. Caboolture.

Cultural activations (36 participants):

1. **Live music**
 - a. listening to live music & comfy all ages seating like bean bags
 - b. music in the park with different instruments e.g. drums & flutes
 - c. music for all ages
 - d. original music
 - e. music events at night.
2. **Movies in the park**
 - a. movies in the park for adults e.g. Cyclone in the wind, Dirty Dancing
 - b. movies for the whole family.

Comparing responses

Comparing the responses across activities revealed some interesting insights which are captured below.

- **Arts:** Community members have shown their appreciation for 'arts' in many forms across several engagement platforms. 'Arts' was the number one interest in the Pulse #4 Survey and 'Arts and creative festivals' was the number one interest in the Creative Communities survey.¹⁴ 'Visual arts and craft e.g. workshops, meet the artist' and 'First Nations Art' scored second and fourth most popular in the Creative Communities survey. Many of the participants in the dotmocracy and artist-led activities indicated their interest in arts and craft activities and workshops. Combined, 'art outdoors', 'art workshop' and 'crafting' scored 195 votes on dotmocracy. Open-ended requests for art-related activities during the artist-led activity included 'nature-based art', 'interactive art and craft', 'ceramics', 'painting', and 'art shows and gallery openings'.
- **Music:** Consistently appearing near the top of community members' interest, the range of engagement activities confirm the desire for music entertainment in the region. Music was number two on the list of interests from Pulse #4 Survey, number two on the list of activities in the Creative Communities survey, 7th and 9th on the dotmocracy and a common request in ideas collected through the artist-led activity. Open-ended requests for music in the Creative Communities survey and artist-led activity shows the diversity of interests in this field with commentary including 'live music', 'music at night', 'music in the park', 'different instruments', 'music for all ages', 'original music' and 'music and dance'.
- **Family:** Across the top responses from the artist-led activity and the dotmocracy, many of the responses align with family-friendly activities. In addition to 'family' ranking the second highest vote on the dotmocracy boards, other family-friendly events such as 'circus', 'crafting' & 'live music' were popular. Ideas raised during the artist-led activity indicate a desire for specific kids-related events and programs across libraries, museums and galleries.
- **First Nations:** First Nations programming was a popular suggestion across both the dotmocracy and artist-led activities. Further to being the third highest program voted on dotmocracy, the artist-led activity showed community members' desire to engage with First Nations programming isn't specific to one venue with programming suggestions across all venues. Interestingly, First Nations Art did not score in the top 3 on the Creative Communities survey where it did on dotmocracy. This may relate to the younger audience that is typically more attracted to the visually interesting activities. The survey showed that 18-35 year olds have the strongest preference of the three cohorts for First Nations art and dance.
- **Library:** While the survey indicated a lower interest in the more typical programs associated with a library ('Literary events, e.g. author book talks, children's story time, writing workshops' scoring 9th out of 11 options), the artist-led activity demonstrates the diversity of programs and activities that community members link to a library. Suggestions range from 'dirty workspaces for adults – paint' to 'language classes' and 'study spaces'. This activity also demonstrates the desire for spaces to learn and exchange knowledge with suggestions for 'homework clubs', 'book shops' and 'language programs'.



Dotmocracy activity

¹⁴ Voconiq (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

Next steps

A key focus for our 2022-2027 Corporate Plan is vibrant communities. Council is committed to ensuring our Cultural Services venues and programs are valuable and accessible to our communities.

Through Pulse #4 Survey and this Creative Communities Engagement Program, we learned a lot about our communities thoughts and feelings around arts and cultural programs. We heard that many enjoy arts and culture in all its forms however, there are several barriers to enjoying these events. The Creative Communities Engagement Program, supported by local artists, has helped to better understand how Council can continue to deliver arts and cultural experiences that excite and inspire.

Community feedback in this report is being used to inform Council's Cultural Services Department's strategic planning to ensure programs are responsive, relevant and support community wellbeing. City of Moreton Bay thanks everyone who participated in the Creative Communities Engagement Program.



For more information on our new Corporate Plan and Pillars
scan the QR code or visit moretonbay.qld.gov.au