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Seeking the answers to a strong recovery for arts and culture

A new study of Tasmanians working in the creative and cultural industries will help researchers and policymakers understand the impact of COVID-19 on the sector.

The research, which includes a survey and interviews, is part of The Tasmania Project, led by the Institute for Social Change at the University of Tasmania. This part of the research is being run in partnership with the Department of State Growth.

“We know that the creative and cultural industries have been hit especially hard by COVID-19,” University of Tasmania School of Creative Arts and Media lecturer Dr Kathleen Williams said.

“We now need to understand the ways creative workers are planning for the future and their aspirations given these difficult times. We hope Tasmanian creatives will share their insights with us.”

Professor Libby Lester, Director of the Institute for Social Change, said the study was designed specifically for Tasmania to support a targeted policy approach.

“This research is especially important because Tasmania has one of the highest rates of work participation in creative and cultural fields nationally, and artists and cultural events are key elements of the Tasmanian brand and visitor economy.

“The COVID-19 experience has highlighted the need for the sector to accelerate the development of a range of business models for digital delivery of art, music, events and other cultural and creative activities,” she said.

The survey is available for Tasmanian residents over 18 years old who identify as working in the creative and cultural industries via <https://www.surveymonkey.com/r/CCITasmania>.

The survey takes about 20 minutes to complete and closes at midnight on Sunday, 23 August.

Tasmanian residents can also register to participate in future research conducted as part of The Tasmania Project at utas.edu.au/tasmania-project

A previous survey from The Tasmania Project found that creative and cultural industries were among the top four sectors in Tasmania that respondents thought should be prioritised for government support during recovery.

The Tasmania Project aims to give Tasmanians a voice and gather important information during and beyond the pandemic to inform the State's recovery and future beyond COVID-19.

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