

COVID-19 impact on Waikato arts: survey summary

Since March, the Waikato region's arts sector has been deeply affected. Now it's time to bounce back.



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ARTISTS RESPONDED FROM

Cambridge, Coromandel, Hamilton, Kawhia, Ngahinapouri, Matamata, Morrinsville, Ngaruawahia, Otorohanga, Putaruru, Raglan, Taumarunui, Te Aroha, Te Awamutu, Te Kauwhata, Te Kowhai, Te Pahu



ARTFORMS IMPACTED

- Visual art: 37%** (photography, pottery, craft and object, painting)
- Performing arts: 45%** (musical theatre, music, theatre, drama dance)
- Arts organisations/multidisciplinary: 8%**
- Literature: 5%** (poetry, art writing, writing)
- Toi Māori specific: 5%** (Kāpāhaka, mau rakau, karakia, raranga)

MOST IMPORTANTLY, ARTISTS WANT



TO CONNECT & COLLABORATE

"I would love to look to the future and work with others on a plan for after this time."



SUPPORT & GUIDANCE

"I would like support to completely rethink my business model if this carries on."

THE VALUE AND NECESSITY OF THE ARTS RECOGNISED

"I would like to see artists valued as a vital part of our society. It is the books, the music, the art that make us human and yet we as a society place so little value on it."

WHAT TRIGGERED THESE SENTIMENTS?



92%

experienced postponement or cancellation

76%

experienced immediate financial loss of which

69%

have cancellations of future projects and events causing predicted losses of income and opportunity

Resulting in

\$220,860

of confirmed losses

ARTISTS HAVE ALSO EXPERIENCED



48% mentioned difficulties connecting with audiences & other creatives



22% mentioned loss of motivation



8% mentioned difficulties accessing essential resources

KEY AREAS OF SUPPORT



46% requested opportunities to connect with other creatives



38% requested communication & promotion support



36% requested project planning & strategy support



20% requested motivation support



12% requested funding advice



10% requested advocacy support