

Question Taken on Notice
Finance and Administration Estimates Committee
Asked on 12 July 2011

MR EMERSON asked the Minister for Finance, Natural Resources and The Arts (MS NOLAN) -

QUESTION:

I turn to the regional touring arts program, arTour. Its audience numbers seem to have fallen quite significantly compared to the program it replaced. Can you explain to me why that has happened? Given the fact that we have seen audience numbers fall, does that indicate, for whatever reason, that the program is not servicing regional communities?

ANSWER:

No.

The regional arts touring model changed at the end of 2009.

Previously, the Queensland Arts Council was provided \$1.9 million in Queensland Government funding to deliver arts touring services to regional Queensland. As I said at the Estimates hearing, the Arts Council determined programming and location. There were 30,229 attendances in 2009.

Under the new model \$1.9 million is provided for regional touring. Under the arTour model a menu of touring performances is developed and regional communities select their productions.

In this new, more competitive market, tours subsidised by government funding through arTour are more in tune with what Queenslanders want.

The arTour model did not commence operations until July 2010 and in its first six months 28,554 people attended arTour performances.

Given that arTour entertained a comparable number of Queenslanders in its first six months as the Arts Council entertained in the last twelve months of the old model, the merit of the new model is clear.