

# Intergenerational arts and culture

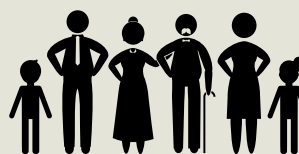
## Lessons across middle Australia

### Who are middle Australians?

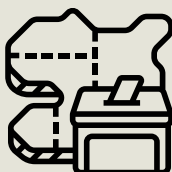
live in outer suburbs and regional areas



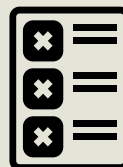
we spoke to people aged predominately 18-75



we spoke to people in predominately marginal federal electorates



are politically unaligned



are from low or middle income households



## Common themes across all generations

Arts, culture and creativity are

### Essential to being human

Middle Australians have a broad definition of arts and culture, and see it as essential to being human. They recognise its benefits in everyday life and think governments should help make these benefits accessible.

### Drivers of wellbeing and productivity

Middle Australians note the role of arts and culture in driving wellbeing and productivity-related skills, including in the workplace and through education. In short, arts and culture connects various government portfolios through its impacts.

### Fostering innovation, imagination and expression

Middle Australians have high hopes for arts and culture's impacts on innovative thinking, collective imagination and creative expression. These impacts support middle Australians' calls for participation through greater access and a range of formats for cultural and creative experiences.

### The building blocks of community and place

Middle Australians believe that cultural and creative engagement helps build a sense of belonging and connection at individual, community and national identity levels. The benefits of arts and culture as the 'building blocks of place' emerged through valued local activities, jobs and tourism.

## Unique to each generation

### Young

Ages 18 - 29 (born 1992-2003)

- do not distinguish between high arts and other cultural activities
- view digital and in-person formats as equally enjoyable and important

### Middle-aged

Ages 35 - 60 (born 1960-1985)

- made more of a distinction between high arts and other cultural activities
- are less interested in digital participation, but recognised and generally respected that younger generations valued digital culture

### Baby Boomer

Ages 58 - 75 (born 1947-1964)

- think arts and culture provide opportunities for intergenerational dialogue and connection, including with their children and grandchildren
- say that cultural experiences create lifelong memories and help them 'stay young'.

[Click here for the middle Australia Analysis Paper](#)

## A New Approach (ANA)

ANA acknowledges the cultures of Aboriginal and Torres Strait Islander peoples in Australia and their continuing cultural and creative practices in this land. This reminds us of the importance of sharing knowledge, skills and stories. We recognise that Australia's culture has been uniquely shaped by Aboriginal and Torres Strait Islander peoples, by the generations of people born in this place, and by the people from all around the globe who have made this place their home.