

Some Australian Arts Statistics

The Australia Council is the Federal Government's arts funding and advisory body. It supports and promotes the practice and enjoyment of the arts.



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Preface

The Council publishes a range of reports about various aspects of the arts in Australia. It does this to inform cultural planning agencies, the arts community and the general public about the facts of arts life in Australia. The Council seeks to foster a strong artistic life throughout Australia by promoting excellence in and development of the arts, and actively encouraging involvement in the arts by all Australians.

Some Australian Arts Statistics draws on information from several major Australian Bureau of Statistics collections, including the 1999–2000 Service Industry Surveys and the 1999 Survey of Attendance at Selected Cultural Venues. It also contains data from a variety of other Australian Bureau of Statistics collections, including the Survey on Work in Culture and Leisure Activities and Children's Participation in Cultural Activities.

As this collection demonstrates, the range of cultural statistics available in Australia has improved substantially in recent years. The Australia Council's work to improve arts statistics, both as part of the Cultural Ministers Council Statistics Working Group and independently, has been widely recognised and more quality work is to be done.

I would like to thank the staff of the National Centre for Culture and Recreation Statistics in the Adelaide office of the Australian Bureau of Statistics who were the principal compilers of this report.

Contents

Preface	iii
Contents	iv
Tables	v
Abbreviations and symbols	vi
Notes	vi
1 Working in the arts	1
2 Arts education	3
2.1 Number of tertiary arts courses	3
2.2 Number of enrolments in tertiary arts courses	5
2.3 Changes in arts enrolments over time	6
3 Australians' use of free time	7
4 Children's cultural participation	8
5 Consuming the arts	9
5.1 Attendances, 1995-99	9
5.2 Cultural and sport attendances compared	10
6 Attendance at festivals	11
7 Public attitudes to the arts	12
8 Performing arts industries	13
9 Commercial art galleries	15
10 Australian book publishing	17
11 Business support for arts and culture	18
11.1 Business generosity, 2000-01	18
11.2 Business sponsorship, 1996-97	19
12 Arts and international tourism	21
13 Household expenditure on the arts	23
13.1 Average weekly spending on goods and services	23
13.2 Heritage, arts and related cultural spending	24
14 Retail trade in the arts	25
15 Australian National Accounts	26
15.1 Value of arts and related industries, 1996-97	26
15.2 Estimated value of arts and related industries, 1999-2000	26
15.3 Value of arts and related industries compared with other industries	27
15.4 Value of arts and wider cultural industries	28
16 Government funding of culture and arts	29
16.1 Level of government funding	29
16.2 Details of government funding	30
16.3 Cultural and arts funding by state and territory governments	31
16.4 Cultural and arts funding by local governments	32
17 The Australia Council	33
Appendix A Census data about employment in the arts	34
The Census	34
Arts occupations	34
Employment in arts occupations	35
State and territory distribution of persons employed in arts occupations	36

Tables

1.1	Persons involved in culture and leisure activities—1997	1
1.2	Involvements in culture and leisure activities, selected activity and payment status—1997	2
2.1	Number of tertiary institutions providing arts courses, level and field of study—2000	4
2.2	Number of tertiary students enrolled, field of study—2000	5
2.3	Number of tertiary EFTSU enrolments, field of study—1994 and 2000	6
3.1	Time spent on selected activities, all activities, participants—1997	7
4.1	Participation in organised cultural activities—2000	8
5.1	Persons attending selected cultural venues and activities—1995 and 1999	9
5.2	Attendance at selected cultural and sporting events—12 months ending April 1999	10
6.1	Type of festivals attended—1996	11
7.1	Percentage of respondents stating selected activities are included in the arts, age—1997	12
8.1	Performing arts industries—1999–2000	13
8.2	Music and theatre production industry, income—1999–2000	14
8.3	Music and theatre production industry, performances and attendances—1999–2000	14
9.1	Commercial art galleries, sale of artworks—1999–2000	15
9.2	Key characteristics of commercial art galleries, state and territory—1999–2000	16
10.1	Australian book publishers—1999–2000	17
11.1.1	Business giving, by type—2000–01	18
11.1.2	Business giving to arts and culture, by type—2000–01	18
11.2.1	Art and cultural sponsorship, industry—1996–97	19
11.2.2	Benefits received from art and cultural sponsorship—1996–97	20
12.1	International visitors to Australia, main reason for visit—1999	21
12.2	Entertainment venues visited by international visitors to Australia—1999	22
13.1	Average weekly spending by Australian households—1998–99	23
13.2	Arts and related cultural spending by households—1998–99	24
14.1	Retail sales, cultural commodities—1998–99	25
15.1	Value of Australian production by the arts and related industries—1996–97	26
15.3	Value of Australian production by arts and related industries compared with other industries—1996–97	27
15.4	Value of Australian production by arts and wider cultural industries—1996–97 and 1999–2000	28
16.1	Cultural funding by level of government—2000–01	29
16.2	Details of government cultural funding—2000–01	30
16.3	Cultural funding, state and territory governments—2000–01	31
16.4	Local government cultural funding per person, by state and territory—2000–01	32
17.1	Australia Council funding from the Commonwealth Government—1968–69 to 2002–03	33
A.1	Employment in arts occupations—1996	35
A.2	Employment in arts occupations, state and territory—1996	36

Abbreviations and symbols

ABS	Australian Bureau of Statistics
ANZSIC	Australian and New Zealand Standard Industrial Classification
ASCO	Australian Standard Classification of Occupations
BTR	Bureau of Tourism Research
DEST	Department of Education, Science and Training
EFTSU	Equivalent full-time student units
n.a.	Not available
n.e.c.	Not elsewhere classified
n.f.d.	Not further defined
n.p.	Not available for publication
TAFE	Technical and Further Education
\$b	billion dollars (thousand million)
\$m	million dollars
*	Estimate has a relative standard error of between 25% and 50% and should be used with caution.
**	Estimate has a relative standard error greater than 50% and is considered too unreliable for general use.
—	Nil or rounded to zero
. .	Not applicable

Notes

1. This publication is a compendium of statistics drawn mostly from Australian Bureau of Statistics sources. These ABS figures are based on periodic statistical collections conducted by the Bureau. Some collections are conducted annually, such as those on government cultural funding in Australia, and others are conducted every three or four years. The Census of Population and Housing is conducted every five years. Any compendium of these statistics, of course, will contain some statistics from collections completed several years ago. Updated statistics will be added to the Australia Council's website as they become available—see <www.ozco.gov.au>.
2. Where figures have been rounded, discrepancies may occur between the sums of component items and totals.

In March 1997, the Australian Bureau of Statistics conducted a survey (as part of the Monthly Population Survey) to find out how many people worked in selected culture and leisure activities during the preceding 12 months. The survey collected details on the characteristics of people aged 15 years and over involved in culture and leisure activities, the nature of the work, whether it was paid or unpaid work, and whether the involvement was related to their main job.

As Table 1.1 shows, there were almost 2.2 million people (15% of the Australian population aged 15 years and over) involved in some form of paid or unpaid work relating to culture and leisure activities in 1997. Of these, 877,000 people (6% of all persons aged 15 years and over) received some payment for this work, and 1.3 million people (9% of all persons aged 15 years and over) did not receive payment.

1.1 Persons involved in culture and leisure activities—1997

State and territory	Some paid involvement '000	Unpaid involvement only '000	Total persons involved '000	Participation rate %
New South Wales	293.8	397.1	690.8	14.1
Victoria	200.8	323.3	524.2	14.5
Queensland	158	251.6	409.5	15.6
South Australia	78.1	132	210.1	17.8
Western Australia	88.4	125	213.4	15.4
Tasmania	21.8	36	57.9	15.7
Northern Territory	7.8	10.1	17.9	17.4
Australian Capital Territory	28.4	32.2	60.6	25.8
Australia	877	1 307.2	2 184.2	15.1

Source: Australian Bureau of Statistics, Work in Selected Culture/Leisure Activities, 1997 (Cat. no. 6281.0).

Many of these persons were involved in more than one type of activity. There was a total of 3.8 million involvements in culture and leisure activities, which is an average of 1.7 involvements for each person involved. The most common activities were writing, organising fetes, teaching cultural activities, music, design and performing arts. There were 1.4 million paid involvements in culture and leisure activities, or 36% of all involvements. Approximately 67% of all people involved in design received payment for their involvement, while only 2% of persons involved in organising fetes received payment.

1.2 Involvements in culture and leisure activities, selected activity and payment status—1997

Type of activity	Some payment '000	Unpaid only '000	Total '000
Writing	213.6	329.2	542.8
Libraries or archives	48.7	39	87.7
Music	73.9	186.4	260.3
Performing arts	37.5	175.4	212.9
Drawing	48.6	81.7	130.3
Painting	48.7	80.8	129.4
Photography	43.8	72.9	116.7
Design	161.7	78.4	240.1
Teaching cultural activities	176.7	103.4	280.1
Fete organising	9.3	369.6	378.8
Festival organising	28.8	173.9	202.7
Art and craft show organising	21.5	123.3	144.8
Other activities	439.3	608.9	1 048.4
Total involvements	1 352.1	2 422.9	3 775.0

Source: Australian Bureau of Statistics, *Work in Selected Culture/Leisure Activities, 1997* (Cat. no. 6281.0).

In Australia there are three main sources of arts employment statistics:

- The survey reported in *Work in Selected Culture/Leisure Activities*, which is discussed in this chapter. This survey focuses on adult Australians' paid and unpaid involvement in arts and cultural activities.
- The *Census of Population and Housing*, which collects details of employed arts workers on a 'main job' basis (see Appendix A). Detailed arts occupation statistics are expected to be released shortly by the Australian Bureau of Statistics.
- The Australia Council's series of surveys of practising professional artists. A new report (on the fourth national survey, conducted in 2002) is to be published shortly by the Australia Council.

Details of these sources are discussed in the Australia Council's 1997 publication *Artswork: a Report on Australians Working in the Arts*.

2.1 Number of tertiary arts courses

There were 45 tertiary institutions operating in Australia in 2000. Of these, 40 had courses in at least one of the following arts-related fields of study: visual and performing arts; conservation of art and cultural materials; crafts; dance; dramatic arts; film and photographic arts; fine arts; graphic arts and design; music; and other visual and performing arts.

Arts courses on offer included associate diplomas, bachelor degrees (including pass and honours), post-graduate diplomas, masters degrees (either by research or course work) and doctorates (either by research or course work). In total, 916 different courses were provided for the 10 arts fields of study (Table 2.1).

Just over half (51%) of all arts courses were bachelor pass and honours level courses. Courses at the post-graduate diploma level or higher made up 42% of arts courses. A further 70 arts courses were offered at the sub-degree level.

Music was most popular in terms of tertiary courses offered. In 2000, 312 courses were available. Of these, 280 were at the pass level or higher. Fine arts was another prominent field of study; 188 courses were offered, 173 (92%) of which were at the bachelor pass level or higher.

2.1 Number of tertiary institutions providing arts courses, level and field of study—2000

Field of study	NUMBER OF COURSES BY LEVEL				Total
	Number of tertiary institutions providing courses	Higher(a)	Bachelor's degree(b)	Other(c)	
Visual and performing arts	24	54	55	6	115
Conservation of art and cultural material	6	10	2	2	14
Crafts	5	3	11	1	15
Dance	6	8	10	2	20
Dramatic arts	17	16	37	3	56
Film and photographic arts	12	31	26	4	61
Fine arts	22	84	89	15	188
Graphic arts and design	18	26	50	4	80
Music	26	121	159	32	312
Other arts	17	30	25	1	56
Total(d)	(e)40	383	463	70	916

(a) Includes doctorate by course work, doctorate by research, masters by course work, masters by research, post-graduate diploma and preliminary post-graduate studies. Each level has been counted as a separate course. For example, a fine arts masters degree by course work and a fine arts masters by research have been counted as two separate courses.

(b) Includes bachelor's pass, bachelor's honours and bachelor's graduate entry. Each level has been counted as a separate course.

(c) Includes graduate certificate, associate diploma/degree, diploma (sub-degree) and enabling courses. Each level has been counted as a separate course.

(d) Some courses combine two fields of study. This means if a person is doing subjects from two fields of study as part of a combined course, they will be counted against each field of study but only once in the total; hence the total does not always match the sum of its components.

(e) Many institutions offered courses in more than one arts field of study; hence the total does not match the sum of its components. Overall, 40 tertiary institutions conducted at least one arts course in 2000.

Source: DEST, Higher Education Student Data Collection, 2000 (data available on request from DEST).

2.2 Number of enrolments in tertiary arts courses

In 2000, 26,877 students were enrolled in tertiary courses with an arts focus. This was 4% of all university course enrolments. Note that arts enrolment data exclude students majoring in creative writing and literature-based art courses and students enrolled in teacher education courses.

2.2 Number of tertiary students enrolled, field of study—2000

Field of study	Students enrolled	% of total arts
	in 2000	course enrolments
	no.	%
Visual and performing arts	4 135	15.4
Conservation of art and cultural material	159	0.6
Crafts	226	0.8
Dance	582	2.2
Dramatic arts	1 732	6.4
Film and photographic arts	1 641	6.1
Fine arts	5 151	19.2
Graphic arts and design	5 128	19.1
Music	5 528	20.6
Other arts	2 625	9.8
Total arts	26 877	100
Total tertiary	695 485	. .

Source: DEST, Higher Education Student Data Collection, 2000 (data available on request from DEST).

While tertiary arts enrolments data are readily available, corresponding course graduation numbers and rates are not. Some students prolong their courses by studying part-time or taking a long break after completion of one or two years' work, while others switch subjects or institutions mid-course, making it difficult to follow the career of each student in a precise and longitudinal fashion.

2.3 Changes in arts enrolments over time

In 2000, 22,797 equivalent full-time student units (EFTSU) were undertaken within the arts-related fields of study at the tertiary level. EFTSU is a more accurate indicator of student loading than the number of students enrolled as it adjusts for the number of students enrolled part-time.

Between 1994 and 2000, enrolments in all arts related courses, measured in EFTSU terms, increased by 39%. This growth is similar to the 41% increase for all university courses over the same period.

2.3 Number of tertiary EFTSU enrolments, field of study—1994 and 2000

EFTSU ENROLMENTS			
	1994	2000	% change
Field of study	no.	no.	%
Visual and performing arts	2 869	3 286	14.5
Conservation of arts and cultural material	110	113	2.7
Crafts	618	176	-350.0
Dance	335	494	47.4
Dramatic arts	846	1 565	85
Film and photographic arts	703	1 473	109.5
Fine arts	4 065	4 305	5.9
Graphic arts and design	2 636	4 666	77
Music	3 428	4 351	26.9
Other arts	802	2 368	195.3
Total arts	16 410	22 797	38.9
Total tertiary	394 486	557 763	41.4

Source: DEST, Higher Education Student Data Collection, 2000 (data available on request from DEST).

In 1997, the Australian Bureau of Statistics' Time Use Survey obtained information about the way people aged 15 years and over allocated their time to different activities.

Table 3.1 shows average time spent on selected culture and leisure activities for all activities by participants.

3.1 Time spent on selected activities, all activities, participants—1997

Activity	Males minutes per day	Females minutes per day	Persons minutes per day
Visiting entertainment and cultural venues			
Attendance at movies (cinema)	132	132	132
Attendance at concerts	137	108	121
Attendance at theatre	112	150	135
Attendance at libraries	30	33	32
Attendance at museums, exhibitions and art galleries	*104	112	109
Attendance at zoos, animal parks and botanic gardens	*136	119	126
Attendance at amusement parks	*246	*194	220
Attendance at other mass events	153	125	136
Games, hobbies, arts and crafts			
Hobbies, collections	117	72	103
Handwork and crafts	113	126	126
Arts	100	94	97
Performing or making music	66	56	61
Reading			
Reading books	80	69	73
Reading magazines	43	43	43
Reading newspapers	53	40	47
Audio visual media			
Watching TV	187	177	182
Watching video	120	103	111
Listening to radio	141	130	135
Listening to CDs, records or tapes	104	82	91
Attendance at art, craft or hobby courses	*237	116	143

Source: Australian Bureau of Statistics, Time Use on Culture/Leisure Activities, 1997 (Cat. no. 4173.0).

In April 2000, the ABS conducted a survey of the culture and leisure activities that children participated in during their free time. The survey measured children's participation in four organised cultural activities: playing a musical instrument, singing, dancing and drama. It also measured children's participation in organised sport and a selection of leisure activities. An adult's interests and preferences are often formed in childhood, so it is particularly instructive to understand the structure and dynamics of children's cultural participation.

In the 12 months to April 2000, 777,000 Australian children (29%) aged 5 to 14 years were involved in at least one of the selected organised cultural activities outside of school hours. About twice as many girls as boys participated in at least one of these cultural activities (40% compared with 20%, respectively).

Table 4.1 shows the number and percentage of children participating in these activities.

4.1 Participation in organised cultural activities(a)—2000

	Playing a musical instrument	Singing	Dancing	Drama
PARTICIPANTS ('000)				
Boys	213.8	38.9	22.9	42.8
Girls	260.1	85.6	251.1	79
Total	473.9	124.6	274.1	121.8
PARTICIPATION RATE (%)				
Boys	15.8	2.9	1.7	3.2
Girls	20.2	6.7	19.5	6.1
Total	17.9	4.7	10.4	4.6

(a) Outside of school hours.

Source: Australian Bureau of Statistics, Children's Participation in Culture and Leisure Activities, April 2000 (Cat. no. 4901.0).

In April 1999 and in March 1995, the Australian Bureau of Statistics conducted surveys to obtain information about attendance at some cultural venues and activities throughout Australia. The surveys collected information about the type of venue or activity attended by Australians aged 15 years and over, and the number of times these people had attended over the previous 12 months.

5.1 Attendances in 1995 to 1999

Except for museums, botanic gardens, popular music, dance and operas/musicals, the total number of people aged 15 years and over who had been to cultural venues or events increased between the two surveys. Attendance rates provide an accurate indication of the change between the two survey periods, since they take into account changes in the population that occurred between 1995 and 1999. Data indicate that the percentage of people attending each type of cultural venue declined between 1995 and 1999 (except for cinema and classical music concerts). The greatest decline in attendance rates was at museums. This decline can be partly explained by the temporary closure of some large museums.

5.1 Persons attending selected cultural venues and activities—1995 and 1999

Venue or activity	12 MONTHS ENDING MARCH 1995		12 MONTHS ENDING APRIL 1999	
	Persons '000	Attendance rate %	Persons '000	Attendance rate %
Art gallery	3 134.1	22.3	3 159.7	21.2
Museum	3 905.6	27.8	2 975.4	19.9
Animal or marine park	4 966.0	35.3	5 048.5	33.9
Botanic gardens	5 410.5	38.5	5 379.8	36.1
Library	5 403.1	38.4	5 684.1	38.1
Popular music	3 790.7	26.9	3 781.8	25.4
Classical music	1 081.3	7.7	1 310.3	8.8
Theatre	2 336.3	16.6	2 464.9	16.5
Dance	1 407.5	10.0	1 345.0	9.0
Opera or musical	2 722.1	19.3	2 430.4	16.3
Other performing arts	2 634.4	18.7	2 648.0	17.8
Cinema	8 733.8	62.1	9 987.6	67.0
All cultural activities(a)	11 670.0	82.9	12 615.8	84.6

(a) The total is less than the sum of the component items because people can attend more than one type of activity or event.

Source: Australian Bureau of Statistics, Attendance at Selected Cultural Venues, 1995 and 1999 (Cat. no. 4114.0).

5.2 Cultural and sport attendances compared

The 1999 Survey of Attendance at Selected Cultural Venues also collected information on attendance at sporting events. The survey asked about attendance at all sporting events (except junior and school sport) during the 12 months to April 1999. Table 5.2 summarises the results.

Caution must be exercised when using these data to make comparisons between attendances, especially between culture and sport, as differences in the nature of the events and venues may make comparisons inappropriate. For example, many of the selected cultural venues are open year-round, while many of the sporting codes are seasonal. Similar considerations need to be made regarding the impact that broadcasting and prices charged have on differences in attendances.

People often attend more than one type of venue or activity. For example, there were 8.2 million people who attended either an art gallery or performing arts event. This represents an attendance rate of 54.7% of the population aged 15 years and over. Of these people, 2.5 million attended both an art gallery and a performing arts event.

5.2 Attendance at selected cultural and sporting events—
12 months ending April 1999

Venue or activity	Persons '000	Attendance rate %
Art gallery	3 159.7	21.2
Museum	2 975.4	19.9
Animal or marine park	5 048.5	33.9
Botanic gardens	5 379.8	36.1
Library	5 684.1	38.1
Performing arts		
Popular music	3 781.8	25.4
Classical music	1 310.3	8.8
Theatre	2 464.9	16.5
Dance	1 345.0	9.0
Opera or musical	2 430.4	16.3
Other performing arts	2 648.0	17.8
Total	7 489.0	50.2
Cinema	9 987.6	67.0
Football		
Australian Rules	2 509.2	16.8
Rugby League	1 501.1	10.1
Soccer	621.2	4.2
Rugby Union	446.2	3.0
All football codes(a)	4 490.0	30.1
Horse racing	1 756.4	11.8
Motor sports	1 574.3	10.6
Cricket	942.5	6.3

(a) The total is less than the sum of the component items because people can attend more than one type of activity or event.

Source: Australian Bureau of Statistics, Attendance at Selected Cultural Venues, April 1999 (Cat. no. 4114.0) and Sports Attendance, April 1999 (Cat. No 4174.0).

Between November 1995 and September 1996, the Australian Bureau of Statistics collected information on attendances at art and culture festivals. Respondents were asked about their attendance at festivals in the 12 months prior to interview, excluding attendances at festivals that focused mainly on agriculture, food or wine.

As Table 6.1 shows, over one-fifth (22%) of the population aged 18 years and over attended at least one art or cultural festival in the 12 months prior to interview.

The total expenditure for all interstate travellers who indicated the main reason for their travel was to attend a festival was \$54m, an average of \$436 per person.

6.1 Type of festivals attended—1996

Type of festival	Males '000	Females '000	Persons '000
Multi-arts festivals	1 239	1 452	2 691
Popular music	335.0	297.0	632
Classical music	32.0	31.0	63
Film and video	115.0	136.0	252
Theatre	*17	50.0	67
Dance	53.0	35.0	88
Other performing arts	89.0	77.0	166
Craft	*17	24.0	42
Other	42.0	50.0	92
Total attendances	1 941	2 152	4 094
Total number of people attending	1 335	1 518	2 853
Participation rate (%)	20.8	23.0	21.9

Source: Department of Communications, Information Technology and the Arts, Cultural Trends in Australia No 6: Attendance at Festivals, Australia, November 1995 to September 1996.

The term 'the arts' can be used in many different ways. In 1997 the Australian Bureau of Statistics asked people what activities they thought were included in the arts. Respondents were shown a list of activities and asked to select which activities they would include as part of the arts. The three most common activities were plays, ballet and opera. Just over half of respondents included photography and just over one-third included architecture and design. Nearly 1 in 10 respondents considered sport to be part of the arts.

Table 7.1 shows that the younger and middle age groups viewed the arts as a wider range of activities than older age groups. For example, of those aged 18–24, 64% included literature, books and poetry and 41% included architecture and design. The corresponding figures for those aged 65 and over were 46% and 25%.

7.1 Percentage of respondents stating selected activities are included in the arts, age—1997

Activity	AGE GROUP (YEARS)						Persons
	18–24	25–34	35–44	45–54	55–64	65 and over	
	%	%	%	%	%	%	%
Plays, ballet, opera	77.5	85.7	82.9	83.7	75.7	75.3	80.9
Architecture, design	41.2	42.7	37.6	35.3	22.5	25.4	35.2
Painting, drawing, sculpture	78.5	79.9	83.4	77.8	73.1	66.2	77.2
Photography	57.2	62.9	57.8	51.9	44	40	53.5
Literature, books, poetry	63.8	69.2	65.8	64.8	53.7	45.5	61.6
Sport	8.8	8.5	8.5	9.9	7.9	11.4	9.1
Music (concert, orchestra, singing)	73.6	83.9	82.6	86.4	73	72.2	79.7
Craft, pottery, weaving	59.8	56.2	54.9	53.9	52.8	44.4	53.9
Persons (million)	1.8	2.8	2.8	2.4	1.6	2	13.4

Note: Percentages do not add to 100, as respondents can consider more than one activity to be included in the arts.

Source: Australian Bureau of Statistics, Public Attitudes to the Arts, 1997 (Cat. no. 4157.0).

The Australian Bureau of Statistics conducted a survey of the performing arts industries in respect of 1999–2000. The survey covered employing businesses from the following ANZSIC classes:

- 9241, Music and theatre production, which consists of businesses mainly engaged in providing live theatrical or musical presentations (including concerts, opera, ballet or drama).
- 9252, Performing arts venues, which consists of businesses mainly engaged in operating performing arts venues such as concert halls, playhouses, music halls (except theatre restaurants), entertainment centres (except centres where the presentation of sporting events is the main activity). Performing arts venues operated by local government authorities were included in the survey.
- 9259, Services to the arts n.e.c., which consists of businesses mainly engaged in providing services such as casting agency operations, costume design, set design, theatre ticket agency operation, theatre lighting and festival operation.

The survey shows that there were 1,437 employing businesses in Australia's performing arts industries and 328 performing arts spaces at the end of June 2000 (Table 8.1). These businesses employed 16,429 persons at the end of June 2000, and had a total income of \$1,634m and total expenses of \$1,584m during 1999–2000.

8.1 Performing arts industries—1999–2000

Data item	Music and theatre production	Performing arts venues	Festivals	Other services to the arts	Total
Businesses at end June (no.)	705	125	152	454	1 437
Performing arts spaces (no.)	68	260	—	—	328
Employment at end June					
Working proprietors and partners (no.)	144	—	—	77	221
Employees (no.)	6 916	5 149	374	3 769	16 208
Total (no.)	7060	5 149	374	3 846	16 429
Income					
Government funding (\$m)	116.7	93.5	27.1	232.7	470.0
Income from box office (\$m)	233.1	40.8	42.2	144.3	460.5
Other income (\$m)	155.5	181.6	33.3	332.8	703.3
Total (\$m)	505.4	315.9	102.7	709.8	1 633.8
Expenses					
Wages and salaries (\$m)	171.6	97.1	12.5	82.8	364.0
Contract payments to performers and artists (\$m)	46.8	16.1	24.9	78.6	166.4
Other expenses (\$m)	259.2	195.5	61.7	537.0	1 053.3
Total (\$m)	477.6	308.7	99.1	698.4	1 583.7
Industry value added (\$m)	206.9	86.0	14.1	50.5	383.8

Source: Australian Bureau of Statistics, Performing Arts Industries 1999–2000 (Cat. no. 8697.0).

At the end of June 2000, there were 642 employing businesses in the Performing arts industries in New South Wales, or 45% of all performing arts industries businesses in Australia. There were 366 businesses in Victoria in the industry.

Table 8.2 shows that there were 705 employing businesses in the Music and theatre production industry at the end of June 2000. These generated a total income of \$505m during 1999–2000. Just under half of this income (46%) was from box office takings. Government funding accounted for 23% of total income.

8.2 Music and theatre production industry, income—1999–2000

Type of organisation	Businesses at end June no.	Box office takings \$m	Government funding \$m	Fundraising income \$m	Other income \$m	Total income \$m
Popular music	251	22.9	0.8	1.2	40.3	65.3
Symphony and choral	48	25.5	51.4	7.5	12	96.5
Dance	37	14.6	15.2	5.2	8.6	43.6
Drama	103	45.3	22	6.1	16.9	90.3
Opera	18	n.p.	16.9	n.p.	3.8	59.6
Musical	76	n.p.	1.8	2.5	n.p.	97.7
Other	173	15.1	8.5	n.p.	n.p.	52.5
Total	705	233.1	116.7	33.9	121.7	505.4

Source: Australian Bureau of Statistics, Performing Arts Industries, 1999–2000 (Cat. no. 8697.0).

During 1999–2000 Music and theatre production businesses presented 47,083 paid performances at which there were 13 million paid attendances (Table 8.3).

8.3 Music and theatre production industry, performances and attendances—1999–2000

Type of organisation	Businesses at end June(a) no.	Paid performances no.	Paid attendances '000
Popular music	145	11 822	3 779.0
Symphony and choral	38	1 130	991.8
Dance	29	2 601	634.6
Drama	85	11 749	2 533.4
Opera	12	680	418.2
Musical	51	7 112	2 792.6
Other	112	11 988	2 119.1
Total	472	47 083	13 268.6

(a) Organisations which have prime responsibility for the production.

Source: Australian Bureau of Statistics, Performing Arts Industries 1999–2000 (Cat. no. 8697.0).

The Australian Bureau of Statistics conducted a survey that gathered information on commercial art galleries in Australia in 1999–2000. In the survey a commercial art gallery was defined as a business whose primary activity is the display and sale of artworks. The survey excluded businesses involved in the sale of artworks made directly by the artist or made through auction houses. Sales of artworks by public art galleries, department stores, craft stores and market stalls were also excluded.

The Commercial Art Galleries Survey indicated that there were 514 commercial art gallery businesses operating in Australia at the end of June 2000. The total sales of these galleries during 1999–2000 was \$218m (Table 9.1).

9.1 Commercial art galleries, sale of artworks—1999–2000

Type of artwork	Businesses at end June(a)	Value \$m
ARTWORKS SOLD ON COMMISSION		
By Aboriginal and Torres Strait Islander artists	74	13.8
By other Australian artists	335	125.6
By overseas artists	61	*5.3
Total	376	144.8
ARTWORKS OWNED BY THE BUSINESS		
By Aboriginal and Torres Strait Islander artists	96	21.7
By other Australian artists	204	42.3
By overseas artists	*46	*8.7
Total	298	72.7
TOTAL		
By Aboriginal and Torres Strait Islander artists	139	35.6
By other Australian artists	402	167.9
By overseas artists	84	*14.0
Total	514	217.5
(a) The number of businesses does not add to the total as businesses can have more than one type of sale.		
Source: Australian Bureau of Statistics, Commercial Art Galleries 1999–2000 (Cat. no. 8651.0).		

Table 9.2 shows that in 1999–2000, over two-thirds of commercial art gallery businesses were located in New South Wales and Victoria. At the end of June 2000 commercial art galleries employed 1,409 people.

9.2 Key characteristics of commercial art galleries, state and territory—1999–2000

State and territory	Businesses at end June no.	Employment at end June no.	Wages and salaries \$m	Sales of artworks \$m
New South Wales	230	670	9.2	95.9
Victoria	118	276	4.3	66
Queensland	61	182	*3.4	30.7
South Australia	*28	46	*0.5	*5.9
Western Australia	*22	*48	0.7	5.9
Tasmania	8	*11	n.p.	*0.6
Northern Territory	41	167	3.8	11.3
Australian Capital Territory	*5	8	n.p.	1.2
Australia	514	1 409	22	217.5

Source: Australian Bureau of Statistics, Commercial Art Galleries 1999–2000 (Cat no. 8651.0).

The Australian Bureau of Statistics has undertaken four surveys of Australian book publishing: in respect of 1994, 1995–96, 1997–98 and 1999–2000. The data collections covered businesses that employed staff and whose predominant activity was book publishing.

Table 10.1 shows that in 1999–2000, 199 Australian businesses were engaged predominantly in book publishing. These businesses sold a total of 120 million books. In addition, there were 6 million books sold by other businesses which had book publishing income of \$2m or more.

10.1 Australian book publishers—1999–2000

Data item	Book publishers(a)	Other major contributors(b)	Total businesses
Number of businesses (no.)	199	8	207
Number of books sold (million)	120.2	5.9	126.1
Sales of all books (\$m)	655.4	80.8	736.2
Other income (\$m)	539.7	14.1	553.8
Total income (\$m)	1 195.1	94.9	1 290.0
Average income per business (\$m)	6	11.9	6.2
Sales of Australian titles (\$m)	655.4	80.8	736.2
Sales of imported titles (\$m)	449.7	13.7	463.4
Royalties and fees paid per Australian book sales (%)	12.1	3.1	11.1
Employment – males (no.)	1 565	123	1 688
Employment – females (no.)	2 916	218	3 134
Persons working per business (no.)	22	43	23
Wages and salaries per person employed (\$m)	40.7	39.3	37.1
Operating profit before tax (\$m)	98.9	3.7	102.6
Profit margin (%)	8.3	3.9	7.9
(a) Includes only businesses for which the predominant activity was book publishing.			
(b) Includes only the book publishing activity of businesses for which the predominant activity is not book publishing, but book publishing income is \$2m or more.			
Source: Australian Bureau of Statistics, Book Publishers, 1999–2000 (Cat. no. 1363.0).			

The 126 million books sold in 1999–2000 represents a 13% increase compared with books sold in 1997–98.

11.1 Business generosity, 2000–01

Information on business giving to organisations and individuals was also collected in the ABS Business Generosity Survey, which was conducted in respect of 2000–01. This survey collected data about both monetary payments and the 'dollar equivalent values' of in-kind support (the provision of goods and services).

As well as collecting data on sponsorship (which provides the business with advertising or promotional benefits), the survey also collected information on business to community projects (which are cooperative arrangements that provide the business with strategic business benefits such as improving the expertise of their staff or permitting wider networking) and donations (for which the business receives no direct benefit).

Of the \$1,447m given by businesses in 2000–01, \$70m (5%) was provided for arts and cultural activities. Of this \$70m, \$40m was in the form of sponsorship, while \$23m was donations and \$6m was for business to community projects.

11.1.1 Business giving, by type—2000–01

	Arts and culture	Other activities	Total	Arts and culture as percentage of total
	\$m	\$m	\$m	%
Donations	22.8	562.8	585.7	3.9
Business to community projects	6.3	176	182.3	3.5
Sponsorship	40.4	638.2	678.7	6
Total giving	69.6	1 377.1	1 446.6	4.8

Source: Australian Bureau of Statistics, Generosity of Australian Businesses, 2000–01 (Cat. no. 8157.0).

Of the \$70m provided by business for arts and cultural activities in 2000–01, \$44m (63%) was in the form of money. The remainder (\$26m) was in the form of in-kind support with goods provided for arts and cultural activities valued at \$14m and services valued at \$12m.

11.1.2 Business giving to arts and culture, by type—2000–01

	Money	Goods	Services	Total
	\$m	\$m	\$m	\$m
Donations	13.9	n.p.	n.p.	22.8
Business to community projects	3.3	n.p.	n.p.	6.3
Sponsorship	26.9	7.3	6.2	40.4
Total giving	44.1	13.6	11.9	69.6

Source: Australian Bureau of Statistics, Generosity of Australian Businesses, 2000–01 (data available on request).

11.2 Business sponsorship, 1996–97

In the Business Sponsorship Survey, sponsorship was defined as monetary payments made to persons or organisations in return for advertising or promotional benefits. It excluded sponsorship in-kind, such as contra arrangements or free promotion of events, where no moneys were actually paid or exchanged.

The research showed, 38,900 businesses, or 6% of all Australian businesses, undertook sponsorship activities in 1996–97.

The total value of business sponsorship in 1996–97 was \$467m. Of this, sport received \$282m (more than 60% of the total value of sponsorship). Sponsorship of art and cultural activities was \$29m, education \$37m, trade shows and conferences \$50m and other activities \$68m.

The industry divisions with the largest numbers of businesses that sponsored art and cultural activities were Retail trade (with 686 sponsors) and Communication, property and business services (669 sponsoring businesses).

The industries which contributed the most to art and cultural activities in terms of value of sponsorship were Communication, property and business services (\$9m), Manufacturing (\$4m), Transport and Storage (\$4m) and Finance and Insurance (\$4m). Between them, these industries accounted for 73% of the total value of sponsorship to art and cultural activities.

11.2.1 Art and cultural sponsorship, industry—1996–97

Industry	Businesses which sponsored		Value of sponsorship	
	no.	%	\$m	%
Mining	74	2.5	0.8	2.7
Manufacturing	214	7.4	4.4	15.1
Electricity, gas and water supply	31	1.1	1.1	3.8
Wholesale trade	15	0.5	1.6	5.5
Retail trade	686	23.7	0.9	3.1
Accommodation, cafes and restaurants	82	2.8	0.5	1.7
Transport and storage	77	2.7	4.1	14
Communication, property and business services	669	23.1	8.8	30.1
Finance and insurance	103	3.5	4	13.7
Other	947	32.7	3.1	10.6
Total	2 898	100	29.2	100

Source: Department of Communications, Information Technology and the Arts, Cultural Trends in Australia No. 8, Business Sponsorship of Cultural Activities, 1996–97.

Table 11.2.2 shows the perceived benefits of sponsoring art and cultural activities reported by sponsoring businesses. Public good was the most frequently cited benefit (52% of all sponsors). Other major benefits were signage (44%) and free tickets or benefits for company employees (34%). Preferred supplier status was the benefit least frequently reported, being mentioned by only 48 businesses (2%).

11.2.2 Benefits received from art and cultural sponsorship—1996–97

Benefit	Small business (less than 20 employees)	Medium business (20–199 employees)	Large business (200 or more employees)	Total
	%	%	%	%
Signage	36.7	58.9	59.4	43.8
Free tickets etc. for employees	*34.3	18.2	67.2	34.1
Client entertainment	*1.1	15.5	33.5	7.4
Naming rights	*0.2	*9.9	29	5.2
Preferred supplier status	*0.3	1.3	12.1	1.7
Public good	*55.0	38.3	56.9	51.6
Other	*10.1	10.6	9.8	10.2
	no.	no.	no.	no.
Sponsoring businesses	1 985	625	288	2 898

Note: Percentages add to greater than 100 because a business may receive multiple benefits from its sponsorship.

Source: Australian Bureau of Statistics, Business Sponsorship, 1996–97 (Cat. no. 4144.0s).

The Bureau of Tourism Research collects quarterly and annual data on the activities of tourists through two surveys—the International Visitor Survey and the National Visitor Survey.

In the 1999 International Visitor Survey, interviews were conducted with approximately 20,000 short-term (duration of stay less than 12 months) international visitors at Australia's major international airports: Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide and Darwin. Visitors were interviewed as they departed Australia.

During 1999, there were 4,143,100 international visitors to Australia aged 15 years and over.

12.1 International visitors to Australia, main reason for visit—1999

Reason	Number '000	Percentage %
Holiday	2 295.5	55.4
Visiting friends and relatives	795.3	19.2
Business	440.8	10.6
Other	611.5	14.8
Total	4 143.1	100

Source: Bureau of Tourism Research, Annual Results of the International Visitor Survey, 1999.

The International Visitor Survey also collected information about the activities undertaken by people while they were in Australia. Table 12. 2 shows the percentage of people who attended various entertainment venues while they were in Australia.

12.2 Entertainment venues visited by international visitors to Australia—1999

Activity	Percentage of visitors who attended %
National parks	48
Botanical and public gardens	48
Wildlife parks and zoos	43
Pubs, clubs and discos	37
History and heritage sites, buildings and monuments	32
Casinos	27
Museums and art galleries	27
Amusement and theme parks	19
Performing arts and concerts	12
Aboriginal art and craft and cultural displays	11
Art and craft workshops and studios	9
Organised sporting event	8
Festivals, fairs and cultural events	7
Aboriginal sites and communities	5

Note: Percentages do not add to 100 because visitors can attend more than one venue.

Source: Bureau of Tourism Research, Annual Results of the International Visitor Survey, 1999.

The Australian Bureau of Statistics periodically undertakes the Household Expenditure Survey. The survey collects information about how much Australian households spend on various goods and services. Respondents in the survey are asked to keep a personal diary to record their expenditure over a two-week period. This chapter reports data from the latest Household Expenditure Survey, for 1998–99.

13.1 Average weekly spending on goods and services

The Household Expenditure Survey indicates that, in 1998–99, recreation made up 13% of total household goods and services expenditure. Recreation includes expenditure on entertainment, the arts, holidays, gambling and other recreation. The main categories of weekly spending by Australian households are shown in Table 13.1.

13.1 Average weekly spending by Australian households—1998–99

Good or service	Average weekly household expenditure \$	Percentage of total expenditure %
Food and non-alcoholic beverages	126.99	18.2
Transport	117.82	16.9
Current housing costs	97.43	13.9
Recreation	88.81	12.7
Miscellaneous goods and services	57.31	8.2
Household furnishings and equipment	42.22	6.0
Household services and operation	41.26	5.9
Medical care and health expenses	32.47	4.6
Clothing and footwear	31.9	4.6
Alcoholic beverages	20.43	2.9
Domestic fuel and power	17.87	2.6
Personal care	13.73	2.0
Tobacco products	10.74	1.5
Total goods and services expenditure	698.97	100.0

Source: Australian Bureau of Statistics, Household Expenditure Survey, Detailed Expenditure Items, 1998–99 (Cat. no. 6535.0).

13.2 Heritage, arts and related cultural spending

In 1998–99, Australian households spent \$10,098m on the heritage and arts and other culture goods and services shown in Table 13.2. This was an average weekly expenditure of \$27.19 for every household in Australia in 1998–99.

13.2 Arts and related cultural spending by households—1998–99

Good or service	Average household expenditure \$/week	Total household expenditure \$/m/year
Heritage and arts		
Art gallery and museum fees and charges	0.07	26
National park and zoo fees and charges	0.1	37
Books	3.11	1 155
Newspapers	2.54	943
Magazines and other printed material	1.91	709
Pre-recorded CDs, records and audio tapes	2.07	769
Live theatre and music concert fees and charges	1.48	550
Studio and other professional photography	0.35	130
Paintings, carvings and sculptures	0.74	275
Art and craft materials	0.45	167
Hire of video cassette tapes and TV or computer games	1.22	453
Pre-recorded video cassettes and video discs	0.51	189
Cinema fees and charges	1.68	624
Pay TV fees	0.72	267
Musical instruments and accessories	*0.25	*93
Culture course	1.03	383
Cultural fees and charges n.e.c.	0.07	26
Total	18.29	6 793
Other culture		
Audio equipment	1.09	405
Televisions, aerials and home entertainment systems	3.32	1 233
Video cassette recorders and other video equipment	1.96	728
Other audiovisual equipment and parts	0.14	52
Hire of televisions and video cassette recorders	0.11	41
Blank video cassettes and video discs	0.21	78
Repair and maintenance of audiovisual equipment	0.39	145
Audiovisual equipment and personal computer repairs insurance	0.03	11
Photographic equipment, film, chemicals and developing	1.65	613
Total	8.9	3 305
Total expenditure on culture	27.19	10 098

Source: Australian Bureau of Statistics, Household Expenditure Survey, 1998–99 (data available on request from ABS).

The Australian Bureau of Statistics periodically conducts a survey of retail businesses. The survey collects structural data (such as income and expenses) and commodity sales from a sample of retail businesses that employ staff. Latest data are for 1998–99.

In 1998–99 employing retail businesses generated \$146b in retail sales. The survey collected information on 127 retail commodities. Eighteen of these commodities can be considered ‘cultural’ or culture-related, and these are listed in Table 14.1. These cultural commodities made up 7% (\$10b) of total retail sales. Newspapers, periodicals and maps was the largest-selling cultural commodity, with \$2b in retail sales. Also prominent were books (\$1b in retail sales).

14.1 Retail sales, cultural commodities—1998–99

Commodity	Retail sales income
	\$m
Television sets	884.4
Video cassette recorders and players	360.6
Audio equipment	*970.1
Packaged computer software	244.9
Computer game machines	188.7
Blank audio and video media	167.0
Pre-recorded audio CDs	838.9
Other pre-recorded audio media	118.8
Pre-recorded video cassettes	168.2
Cameras and lenses	412.3
Musical instruments	*268.2
Books	1 031.7
Hobby equipment	96.2
Newspapers, periodicals and maps	2 089.3
Artworks	*129.2
Craftworks	121.3
Antiques and second hand goods	740.6
Total cultural commodities	10 100.8

Source: Australian Bureau of Statistics, Retail Industry, Commodity Sales, 1998–99 (Cat. no. 8624.0).

The Australian National Accounts provide a summary of economic activity in Australia. The accounts make it possible to estimate the financial size of the arts industry. Latest data available are for 1996–97.

15.1 Value of arts and related industries, 1996–97

The total value of Australian production in 1996–97 was \$973b. The total value of Australian production by arts and related industry groups was \$7b (Table 15.1).

15.1 Value of Australian production by the arts and related industries—1996–97

Item	Value \$m
Radio and television station services	3 328.0
Film industry	1 018.8
Library, museum and art gallery services	782.9
Performing arts venue operation	474.1
Creative arts	463.0
Music and theatre production operation	396.5
Pay TV	364.0
Sound recording studios operation	41.7
Total	6 869.0

Source: Australian Bureau of Statistics, Australian National Accounts: Input–Output Tables: Product Details (Cat. no. 5215.0).

15.2 Estimated value of arts and related industries, 1999–2000

Although there are no detailed figures available for 1999–2000, it is possible to calculate estimates by increasing 1996–97 data by the percentage change in total income at the industry subdivision level (these data are collected by the ABS in its Economic Activity Survey). Using this method, the value of Australian production by the arts industry groups in Table 15.1 can be estimated at \$8b in 1999–2000.

15.3 Value of arts and related industries compared with other industries

Table 15.3 compares the total value of production by the arts and related industry groups with a selection of other industry groups.

15.3 Value of Australian production by arts and related industries compared with other industries—1996–97

		1996–97
Input–output code	Industry description	\$m
400	Commercial fishing	2 280.1
2110, 2111	Beer, wine and spirits	4 807.6
2205	Footwear	580.4
2902	Furniture	4 379.2
9301	Sport, gambling and recreation services	9 257.6
7301	Banking	17 878.0
	Arts and related industries	6 869.0

Source: Australian Bureau of Statistics, Australian National Accounts: Input-Output Tables: Product Details (Cat. no. 5215.0).

15.4 Value of arts and wider cultural industries

This section covers a wider definition of the arts industry. The industry categories included in the definition are shown in Table 15.4. In 1996–97, the total value of Australian production of goods and services by the arts and wider cultural industry groups was approximately \$26b. This was 3% of the total production of goods and services in Australia in 1996–97. Comparable industry groups, in terms of value of goods and services produced, were Health (\$33b), Government administration (\$31b), Education (\$28b), and Accommodation, cafes and restaurants (\$29b).

Again, using the percentage change in total income at the industry subdivision level, it is possible to calculate 1999–2000 estimates for the arts and wider cultural industries. The value of Australian production of goods and services by the arts and wider cultural industry groups in 1999–2000 is estimated at \$31b in 1999–2000. Table 15.4 shows the breakdown by industry category.

15.4 Value of Australian production by arts and wider cultural industries(a)—1996–97 and 1999–2000

Industry category	1996–97 \$m	1999–00 \$m
Publishing and printing(b)	12 456.7	14 496.3
Radio and television station services	3 328.0	4 639.0
Advertising services	3 342.0	4 484.9
Architectural services	1 107.4	1 486.1
Film industry	1 018.8	1 420.1
Photography services	753.0	820.1
Library, museum and art gallery services	782.9	601.7
Pay TV	364.0	507.8
Parks, zoological and botanic gardens	591.4	454.5
Performing arts venue operation	474.1	364.4
Creative arts	463.0	355.8
Music and theatre production operation	396.5	304.7
Services to the arts n.e.c.	94.8	72.9
News reporting services	68.6	52.7
Sound recording studios operation	41.7	32.0
Government consumption of fixed capital	217.7	281.1
Other income	269.5	331.4
Total	25 770.1	30 705.5

(a) The 1999–2000 estimates are based on the 1996–97 Input–Output figures which have been adjusted in accordance with increases in total income at the industry subdivision level from Business Operations and Industry Performance, Australia (Cat. no. 8140.0).

(b) Comprises the ANZSIC classes Printing, Newspaper printing or publishing, Other periodical publishing, and Book and other publishing.

Source: Derived from Australian Bureau of Statistics, Australian National Accounts data and Business Operations and Industry Performance, Australia (Cat. no. 8140.0).

Total government funding in Australia for a wide range of arts and cultural purposes in 2000–01 was \$4,455m. These activities included activities classified by the Australian Bureau of Statistics as ‘Heritage’ or ‘Arts’.

The ‘Heritage’ category includes libraries, archives, art museums and other museums, such as natural history museums and science museums, as well as nature parks and reserves.

The ‘Arts’ category includes broadcasting and film, performing arts, performing arts venues, literature, visual arts and crafts and community cultural activities.

The details of this funding are presented in Tables 16.1, 16.2, 16.3 and 16.4.

16.1 Level of government funding

Funding for these arts and cultural activities in Australia is provided by all three levels of government. Table 16.1 shows that in 2000–01, about 37% of the total funding of \$4,455m was provided by the Commonwealth government (\$1,640m). The state and territory governments combined provided \$1,942m (about 44%) and local government provided \$872m (20%).

16.1 Cultural funding by level of government—2000–01

Major group and level of government	Value of funding	Percentage of total
	\$m	%
Commonwealth		
Heritage	501.5	11.3
Arts	1 138.2	25.6
<i>Total</i>	<i>1 639.7</i>	<i>36.8</i>
State and territory		
Heritage	1 646.4	37.0
Arts	295.9	6.6
<i>Total</i>	<i>1 942.3</i>	<i>43.6</i>
Local	872.4	19.6
Total	4 454.5	100.0

Source: Australian Bureau of Statistics, Cultural Funding by Government, 2000–01 (Cat. no. 4183.0).

16.2 Details of government funding

Of the \$1,640m spent by the commonwealth government, about 47% (\$777m) went to radio and television broadcasting.

Of the \$1,942m spent by state and territory governments combined, about 15% (\$297m) went to libraries and archives. About \$76m went to performing arts and \$93m to performing arts venues.

16.2 Details of government cultural funding—2000–01

Category	VALUE OF FUNDING	
	Commonwealth \$m	State and territory \$m
Heritage		
Art museums	42.4	94.4
Other museums	306.9	255.2
Nature parks and reserves	63.6	898.4
Zoological parks, aquaria and botanic gardens		
Zoological parks and aquaria	—	31.4
Botanic gardens	5.7	70.0
<i>Total</i>	<i>5.7</i>	<i>101.4</i>
Libraries and archives		
Libraries	39.3	254.6
Archives	43.8	42.4
<i>Total</i>	<i>83.0</i>	<i>297.0</i>
<i>Total heritage</i>	<i>501.5</i>	<i>1 646.4</i>
Arts		
Literature and print media	22.0	4.3
Performing arts		
Music	54.9	17.8
Drama	10.8	26.0
Dance	10.8	10.2
Music theatre and opera	14.3	9.3
Other performing arts	5.1	12.9
<i>Total</i>	<i>95.9</i>	<i>76.2</i>
Performing arts venues	5.5	93.5
Public halls and civic centres	—	1.1
Visual arts and crafts	15.7	10.8
Broadcasting and film		
Radio and television services	777.2	0.2
Film and video	74.1	46.2
Multimedia	1.7	0.7
<i>Total</i>	<i>853.0</i>	<i>47.1</i>
Community cultural activities	53.3	21.3
Administration of culture	31.2	31.3
Other arts n.e.c.		
Arts education	42.4	0.3
Other arts n.e.c.	19.2	10.1
<i>Total</i>	<i>61.6</i>	<i>10.3</i>
<i>Total arts</i>	<i>1 138.2</i>	<i>295.9</i>
Total	1 639.7	1 942.3

Source: Australian Bureau of Statistics, Cultural Funding by Government, 2000–2001 (Cat. no. 4183.0).

16.3 Cultural and arts funding by state and territory governments

Funding for arts and cultural activities across the states and territories varies considerably. Partly this is indicative of differing funding responsibilities between the states/territories and their respective local governments. For example, the Northern Territory has a responsibility for funding libraries, whereas in most of the states this funding is provided by local government. The ABS advises that caution should be exercised when comparing across states and territories.

16.3 Cultural funding(a), state and territory governments—2000–01

Category	NSW \$m	Vic. \$m	Qld \$m	SA \$m	WA \$m	Tas. \$m	NT \$m	ACT \$m	Aust. \$m
Heritage									
Art museums	36.9	25.9	11.7	5.2	10.1	—	3.0	1.5	94.4
Other museums	107.2	63.9	12.5	14.0	42.0	7.2	6.9	1.4	255.2
Nature parks and reserves	323.5	128.2	186.8	75.5	111.9	26.9	36.6	8.9	898.4
Zoological parks, aquaria and botanic gardens									
Zoological parks and aquaria	13.4	7.8	—	2.9	7.3	—	—	—	31.4
Botanic gardens	34.9	6.2	—	8.9	15.9	1.5	2.6	—	70.0
<i>Total</i>	<i>48.3</i>	<i>14.0</i>	<i>—</i>	<i>11.8</i>	<i>23.3</i>	<i>1.5</i>	<i>2.6</i>	<i>—</i>	<i>101.4</i>
Libraries and archives									
Libraries	61.2	75.6	35.3	23.5	24.2	14.1	11.3	9.4	254.6
Archives	13.9	8.7	4.9	9.3	1.1	1.4	2.9	0.1	42.4
<i>Total</i>	<i>75.1</i>	<i>84.4</i>	<i>40.2</i>	<i>32.9</i>	<i>25.3</i>	<i>15.5</i>	<i>14.2</i>	<i>9.4</i>	<i>297.0</i>
<i>Total heritage</i>	<i>591.1</i>	<i>316.3</i>	<i>251.3</i>	<i>139.5</i>	<i>212.7</i>	<i>51.0</i>	<i>63.3</i>	<i>21.2</i>	<i>1 646.4</i>
Arts									
Literature and print media	1.4	0.5	1.0	0.3	0.5	0.2	0.1	0.2	4.3
Performing arts									
Music	3.7	3.2	4.1	1.2	3.1	0.8	0.4	1.4	17.8
Drama	9.5	7.5	2.3	2.7	2.6	0.5	0.2	0.8	26.0
Dance	2.1	1.8	2.7	1.3	1.5	0.3	0.2	0.4	10.2
Music theatre and opera	2.5	0.9	2.0	2.8	1.0	0.1	—	—	9.3
Other performing arts	—	4.5	0.1	7.2	0.5	—	0.4	—	12.9
<i>Total</i>	<i>17.8</i>	<i>17.9</i>	<i>11.1</i>	<i>15.3</i>	<i>8.7</i>	<i>1.7</i>	<i>1.2</i>	<i>2.6</i>	<i>76.2</i>
Performing arts venues	30.4	26.3	10.5	10.9	10.1	0.1	2.6	2.6	93.5
Public halls and civic centres	—	—	—	0.8	0.2	—	—	0.2	1.1
Visual arts and crafts	1.2	3.4	1.5	1.2	1.4	0.3	0.5	1.3	10.8
Broadcasting and film									
Radio and television services	—	—	0.1	—	—	—	—	0.1	0.2
Film and video	7.6	15.9	11.0	3.8	7.6	0.2	—	—	46.2
Multimedia	0.2	0.4	0.1	—	—	—	—	0.1	0.7
<i>Total</i>	<i>7.8</i>	<i>16.2</i>	<i>11.2</i>	<i>3.9</i>	<i>7.6</i>	<i>0.2</i>	<i>—</i>	<i>0.2</i>	<i>47.1</i>
Community cultural activities	5.5	2.8	2.9	1.9	6.0	1.3	0.3	0.8	21.3
Administration of culture	6.6	4.8	2.9	1.9	13.2	1.0	—	0.9	31.3
Other arts n.e.c.									
Arts education	—	0.1	0.1	—	—	—	—	—	0.3
Other arts n.e.c.	3.7	0.9	1.7	3.7	—	0.1	0.1	—	10.1
<i>Total</i>	<i>3.7</i>	<i>1.0</i>	<i>1.9</i>	<i>3.7</i>	<i>—</i>	<i>0.1</i>	<i>0.1</i>	<i>—</i>	<i>10.3</i>
<i>Total arts</i>	<i>74.3</i>	<i>72.9</i>	<i>43.0</i>	<i>39.7</i>	<i>47.8</i>	<i>4.8</i>	<i>4.7</i>	<i>8.7</i>	<i>295.9</i>
Total	665.4	389.2	294.3	179.2	260.4	55.9	68.0	30.0	1 942.3

(a) Care should be taken when comparing categories between states and territories.

Source: Australian Bureau of Statistics, Cultural Funding by Government, 2000–2001 (Cat. no. 4183.0).

16.4 Cultural and arts funding by local governments

Per capita funding for arts and cultural activities by local government shows wide variations across the states and territories. This is partly indicative of the widely differing funding responsibilities between the states/territories and their respective local governments. The ABS advises that caution should be exercised when comparing across states and territories.

16.4 Local government cultural funding per person(a), by state and territory(b)
—2000–01

	NSW	Vic.	Qld	SA	WA	Tas.	NT	Aust.
Major group	\$	\$	\$	\$	\$	\$	\$	\$
Heritage	28.12	34.06	32.64	33.71	38.54	27.38	13.12	31.28
Arts	10.12	16.04	12.04	11.82	30.38	14.77	6.03	13.99
Total	38.25	50.09	44.68	45.52	68.91	42.15	19.14	45.26

(a) Although ACT does not have a local government, its population has been included in calculations of per person funding.

(b) Care should be taken when comparing categories between states and territories.

Source: Australian Bureau of Statistics, Cultural Funding by Government, 2000–2001 (Cat. no. 4183.0).

The Australia Council is the Federal Government's arts funding and advisory body. Its vision is to enrich the life of the nation by supporting and promoting the practice and enjoyment of the arts.

The Australia Council was established in 1975 as a statutory authority. Its predecessor, the Australian Council for the Arts, began in 1968. Table 17.1 shows Commonwealth Government funding received by both incarnations of the Council to 2002–03.

17.1 Australia Council funding from the Commonwealth Government(a)—
1968–69 to 2002–03

Year	\$m	Year	\$m	Year	\$m
1968–69	1.7	1980–81	28.1	1992–93	57.0
1969–70	2.9	1981–82	30.4	1993–94	58.2
1970–71	3.9	1982–83	33.6	1994–95	64.3
1971–72	4.6	1983–84	38.2	1995–96	72.9
1972–73	7.0	1984–85	44.5	1996–97	63.8
1973–74(b)	15.3	1985–86	48.7	1997–98	69.8
1974–75	22.2	1986–87	49.7	1998–99	72.3
1975–76	23.7	1987–88	51.8	1999–2000	76.2
1976–77	23.6	1988–89	58.2	2000–01	74.9
1977–78	23.7	1989–90	61.3	2001–02(c)	131.2
1978–79	25.9	1990–91	58.1	2002–03	135.9
1979–80	26.3	1991–92	60.1		

(a) The figures in this list are actual parliamentary appropriations. Between 1968–69 and 1974–75 administration costs were included as part of the respective Departmental appropriations. Data are not adjusted for inflation.

(b) When the Australia Council was established in 1975 it continued to provide grants for the creative development of film, radio and television. In September 1976 these functions were transferred to the Australian Film Commission. For the years from 1973–74 to 1976–77 the expenditure for those activities were, respectively: \$1.68m, \$2.19m, \$1.85m and \$1.43m.

(c) The increase in appropriation from 2000–01 represents the full impact of the transfer of funding responsibility from the Department of Communications, Information Technology and the Arts to the Australia Council for the Symphony Orchestras, Opera Australia, Australian Opera and Ballet Orchestra, and Orchestra Victoria (\$54.861m), and other Government initiatives, namely the Major Festivals Initiative, Regional Arts Fund and the Young and Emerging Artists Initiative. In accordance with the principles of accrual budgeting, the Council's appropriation also included funding for depreciation of non-current assets and capital use charge.

Note: Payments under the Public Lending Right scheme were also introduced in the Council's financial statement in some earlier years; expenditure for PLR from 1976–77 to 1980–81 were respectively: \$741,000; \$813,000; \$863,000; \$923,000; \$9,000 (part year only).

Source: Australia Council Annual Report, various years. Commonwealth Government's Appropriation Bill (no.1), various years.

The Census

Every five years the Australian Bureau of Statistics undertakes a Census of Population and Housing. While a Census was conducted in 2001, data from the 1996 Census are the latest available at the time of writing.

Although a variety of employment data are available from the Census, the Census only collects information relating to a person's main job in Census week. Hence the figures quoted should be regarded as a low estimate of employment in the arts since they do not include people whose second job is in the arts or arts workers who are temporarily out of work.

Despite its focus on main job, the Census offers a unique opportunity to obtain a range of data on arts employment. Employment data collected from the Census can be analysed by occupation and/or the industry in which people work.

Arts occupations

'The arts' is a difficult term to define and is subject to a variety of definitions. This publication distinguishes between main arts occupations and wider arts occupations. The following table lists the main arts occupations only (hereafter referred to simply as arts occupations).

While a distinction has been made here for main and wider arts, it is acknowledged that these definitions are subjective. There may be occupations that some people consider do not belong in these definitions, or other occupations that people consider to be artistic that have been excluded.

Employment in arts occupations

Of the people employed in an arts occupation as their main job in 1996, 33,643 were male and 35,443 were female. The largest single arts occupation was graphic designer in 1996.

A.1 Employment in arts occupations—1996

ASCO Code	ASCO Occupation	Males	Females	Persons
		no.	no.	no.
129611	Media producer	2 863	1 889	4 752
129613	Artistic director	142	125	267
249111	Art teacher (private)	229	650	879
249113	Music teacher (private)	2 121	4 992	7 113
249115	Dance teacher (private)	380	2 381	2 761
249117	Drama teacher (private)	84	312	396
253000	Artists and related professionals n.f.d.	1 691	1 912	3 603
253100	Visual arts and crafts professionals n.f.d.	90	120	210
253111	Painter (visual arts)	1 126	1 288	2 414
253113	Sculptor	323	148	471
253115	Potter or ceramic artist	898	1 257	2 155
253179	Visual arts and crafts professionals n.e.c.	2 028	2 240	4 268
253300	Designers and illustrators n.f.d.	1 297	845	2 142
253311	Fashion designer	499	2 167	2 666
253313	Graphic designer	7 066	6 020	13 086
253317	Interior designer	1 032	1 954	2 986
253319	Illustrator	884	472	1 356
253500	Authors and related professionals n.f.d.	15	20	35
253511	Author	1 216	1 128	2 344
253513	Book editor	136	543	679
253515	Script editor	40	83	123
253600	Film, TV, radio and stage directors n.f.d.	46	20	66
253611	Art director (film, TV or stage)	159	78	237
253613	Director (film, TV, radio, stage)	1 206	495	1 701
253615	Director of photography	248	32	280
253619	Stage manager	221	152	373
253700	Musicians and related professionals n.f.d.	121	46	167
253711	Music director	237	108	345
253713	Singer	702	542	1 244
253715	Instrumental musician	4 208	1 325	5 533
253717	Composer	217	44	261
253779	Musicians and related professionals n.e.c.	24	43	67
253800	Actors, dancers and related professionals n.f.d.	23	13	36
253811	Actor	846	660	1 506
253813	Dancer or choreographer	291	736	1 027
253879	Actors, dancers and related professionals n.e.c.	934	603	1 537
Total arts occupations		33 643	35 443	69 086

Source: Australian Bureau of Statistics, 1996 Census of Population and Housing (data available on request from ABS).

State and territory distribution of persons employed in arts occupations

In August 1996, New South Wales accounted for nearly 39% of all people who worked in arts occupations. New South Wales and Victoria were the only states to have a higher proportion of people working in arts employment compared with their percentage of the Australian population.

A.2 Employment in arts occupations, state and territory—1996

State and territory	Males	Females	Persons	Proportion	Percentage of Australian population in State or Territory
	no.	no.	no.	%	%
New South Wales	12 950	13 677	26 627	38.5	33.9
Victoria	9 017	9 253	18 270	26.4	24.9
Queensland	5 247	5 709	10 956	15.9	18.3
South Australia	2 278	2 300	4 578	6.6	8.0
Western Australia	2 587	2 750	5 337	7.7	9.7
Tasmania	667	657	1 324	1.9	2.6
Northern Territory	295	327	622	0.9	1.0
Australian Capital Territory	602	770	1 372	2.0	1.7
Australia	33 643	35 443	69 086	100.0	100.0

Source: Australian Bureau of Statistics, 1996 Census of Population and Housing (data available on request from ABS).