



ARTS AND CULTURE IN AUSTRALIA: A STATISTICAL OVERVIEW AUSTRALIA

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INQUIRIES

For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070.

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NOTES

ABOUT THIS PUBLICATION

This publication presents a statistical overview of culture and the arts in Australia. The information is drawn from a variety of mainly Australian Bureau of Statistics (ABS) data sources which are presented, wherever possible, to align with the *Australian Culture and Leisure Classifications, 2001* (cat. no. 4902.0).

This ABS publication is the fourth statistical overview on culture and the arts produced by the National Centre for Culture and Recreation Statistics (NCCRS). Data have been updated where new data were available at the time of release. Please refer to the table below for an indication of new data to be published from July 2007 to early 2008. These upcoming data sources will be used to update future editions of this publication.

FUTURE DATA UPDATES

<i>Publication</i>	<i>Indicative release date</i>	<i>Chapter</i>
National Centre for Vocational Education Research Ltd., Students and Courses 2006	Jul 2007	18
ABS, <i>Cultural Funding by Government, Australia, 2005–06</i> (cat. no. 4183.0)	Aug 2007	4, 8-12
Australian Film Commission, <i>National Survey of Feature Film and TV Drama Production 2006–07</i>	Oct 2007	16
ABS, <i>How Australians Use Their Time, 2006</i> (cat. no. 4153.0)	Oct 2007	1,17
ABS, <i>Balance of Payment and International Investment Position Australia, 2006–07</i> (cat. no. 5302.0)	Nov 2007	7
ABS, <i>Environmental Issues: People's Views and Practices, 2007</i> (cat. no. 4602.0)	Nov 2007	9
ABS, <i>Work in Selected Culture and Leisure Activities, 2006–07</i> (cat. no. 6281.0)	Dec 2007	1, 5, 8, 12, 14-18
ABS, <i>Australia's Cultural Volunteers, 2006</i> (cat. no. 4441.0)	Dec 2007	5
ABS, <i>Retail Industry, Commodity Sales, 2005–06</i> (cat. no. 8624.0)	Dec 2007	13
Department of Education, Science and Training, Students: Selected Higher Education Statistics 2006	2007	18
ABS, <i>Census of Population and Housing, 2006</i>	2007	5, 8-13, 15-18
ABS, International Trade, Australia: on request, 2006–07 (cat.no. 5466.0)	2008	7

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ABS publications draw extensively on information provided freely by individuals, businesses, governments and other organisations. Their continued cooperation is very much appreciated. Without it, the wide range of statistics published by the ABS would not be available. Information received by the ABS is treated in strict confidence as required by the *Census and Statistics Act 1905*.

ROUNDING

Where figures have been rounded, discrepancies may occur between the sum of component items and the published total.

MORE INFORMATION ON ABS CULTURE AND RECREATION STATISTICS

Information about ABS activities in the field of culture and recreation statistics is available from the Culture and Recreation Statistics theme page on the ABS web site. This theme page also contains information about the role of the National Centre for Culture and Recreation Statistics within the ABS. To access the theme page, select Themes from the menu on the ABS website at www.abs.gov.au.

Brian Pink
Australian Statistician

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PREFACE

This publication brings together a range of data from both ABS and non-ABS sources about cultural activities and the cultural industries. It presents cultural data on both a topic basis (e.g. participation in cultural activities, employment in cultural industries) and a sector basis (e.g. libraries and archives, performing arts).

The content of this publication is based on the *Australian Culture and Leisure Classifications, 2001* (cat. no. 4902.0). These classifications were developed by the ABS in order to promote a more unified body of statistical information about culture and leisure. Adoption of these classifications in statistical collections facilitates comparability between different data collections and, as such, aids decision making by government and the cultural industries themselves.

In this publication, the cultural sector is defined as those industries in the 'Heritage' and 'Arts' Divisions of the Industry Classification of the Australian Culture and Leisure Classifications (ACLC). This excludes the 'Sports and physical recreation' Division of the ACLC as well as recreational industries such as gambling and hospitality.

Most of the information presented in this publication was collected by the ABS, but data collected by other organisations have also been used so that a more complete picture of the cultural industries can be provided. Care must be taken in comparing data from different sources presented in this publication due to differences in survey methodology, definitions and reference periods. For ABS sources, information on data quality is available (e.g. standard errors), but this is not always available for non-ABS sources.

While this publication provides substantial detail, intentionally, it is an overview of the cultural sector, and the information is not exhaustive. More comprehensive data are available from the ABS on many of the aspects of the cultural sector highlighted in this publication.

Brian Pink
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ABBREVIATIONS

'000	thousand
\$m	million dollars
ABN	Australian Business Number
ABS	Australian Bureau of Statistics
ACLC	Australian Culture and Leisure Classifications
ACT	Australian Capital Territory
AFC	Australian Film Commission
ANA	Australian National Accounts
ANZSIC	Australian and New Zealand Standard Industrial Classification
Aust.	Australia
BTR	Bureau of Tourism Research
CMC	Cultural Ministers Council
CMC SWG	Cultural Ministers Council Statistics Working Group
DCITA	Australian Government Department of Communication, Information Technology and the Arts
DEST	Australian Government Department of Education, Science and Training
GDP	gross domestic product
GST	goods and services tax
MPHS	Multi-Purpose Household Survey
n.e.c.	not elsewhere classified
n.f.d.	not further defined
no.	number
NCCRS	National Centre for Culture and Recreation Statistics
NSW	New South Wales
NT	Northern Territory
PSM	Population Survey Monitor
Qld	Queensland
SA	South Australia
SIS	Service Industry Survey
Tas.	Tasmania
TAFE	Technical and Further Education
Vic.	Victoria
WA	Western Australia

INTRODUCTION

Australians' involvement in heritage and the arts can take many forms. Involvement can include such creative pursuits as painting, acting or playing a musical instrument, which we define as 'creative participation'. Involvement can also cover the enjoyment one gains through experiencing the creative or artistic works of others such as seeing a movie, or visiting a museum or art gallery, which we define as attendance.

This chapter provides information on Australians' cultural pursuits – the time they spend on particular leisure activities, the cultural venues and events they like to attend and some of the creative hobbies in which they are involved. The focus of this chapter is on less formal involvement in heritage and the arts.

Information on people who are paid or do voluntary work for cultural organisations or produce cultural works for public display are the subject of Chapter 5 of this publication.

TIME SPENT ON
CULTURAL ACTIVITIES

How people spend their time was the subject of an ABS survey conducted in 1997. People aged 15 years and over were asked to record what they did during a two-day period. Information was recorded on eating, sleeping, paid work, housework etc. – all of which are considered essential activities.

The time left in the day after these essential activities have been done is considered free time, and it is under the broad heading of free time that most culture and recreation activities appear.

Many free time activities can be undertaken simultaneously with another activity (e.g. watching TV while eating a meal, or listening to the radio while doing housework). The information presented below shows the time spent by participants on each activity, regardless of whether it was the main activity being undertaken at the time or whether it was a secondary activity being undertaken simultaneously.

It is perhaps not too surprising that watching TV was found to be the activity which took up most people's leisure time. Approximately 87% of Australians watched TV for an average of just over 3 hours (182 minutes) per day. This means that in 1997, Australians aged 15 years and over spent a total of 37 million hours watching TV each day.

Other activities on which Australians spent a large amount of time included listening to the radio and reading.

TIME SPENT ON
CULTURAL ACTIVITIES
continued

1.1 AVERAGE TIME SPENT BY PARTICIPANTS ON SELECTED CULTURE AND LEISURE ACTIVITIES (a) (b) —1997

Activity	Average time spent by participants	Participation rate	Total time spent by all Australians	Average percentage of day spent on activity by all Australians
	minutes per day	%	millions of person hours per day	%
Visiting entertainment and cultural venues	120	4.6	1.4	0.4
Attendance at sports events	150	1.3	0.5	0.1
Religious activities and ritual ceremonies	92	5.5	1.2	0.4
Sport and outdoor activity	103	27.1	6.6	1.9
Games, hobbies, arts and crafts	105	19.6	4.8	1.4
Reading	76	48.0	8.6	2.5
Watching TV	182	86.7	36.9	11.0
Watching videos	111	6.5	1.7	0.5
Listening to radio	135	55.0	17.4	5.2
Listening to CDs, records and tapes	91	5.6	1.2	0.4
Attendance at recreational courses	123	0.8	0.2	0.1

(a) Includes only those who have taken part in the activity.

(b) Includes cultural activities which were undertaken as a secondary activity.

Source: ABS, Time Use Survey, 1997, data available on request.

The Time Use Survey found that visiting entertainment and cultural venues attracted about 5% of the population who spent on average about two hours when they attended. The total time spent by all Australians on visiting entertainment and cultural venues (1.4 million person hours per day) was similar to the time spent on religious activities and listening to CDs, records and tapes (1.2 million person hours per day).

Activities included movies, concerts, theatres and the library. More details from this survey about the time spent visiting each type of venue can be obtained from the ABS publication *Time Use on Culture/Leisure Activities, 1997* (cat. no. 4173.0).

ATTENDANCE AT
SELECTED CULTURAL
VENUES AND EVENTS

In 1991, the ABS conducted its first survey on attendance patterns of Australians at cultural venues and events. The survey has been repeated several times since then, most recently in 2005–06.

That survey found the most popular venue to be the cinema for people aged 15 years and over. Some 65% of adult Australians attended the Cinema at least once in the 12 months before their survey interview.

Other popular venues included Zoological parks and aquariums (an attendance rate of 36%), Local, state and national libraries (34%) and Botanic gardens (34%).

Of the performing arts activities, Popular music concerts had the highest attendance rate, with 25% of Australians aged 15 years or more attending at least one concert in the 12-month period.

ATTENDANCE AT
SELECTED CULTURAL
VENUES AND EVENTS
continued

1.2 PERSONS ATTENDING SELECTED CULTURAL VENUES AND
EVENTS (a)—2005–06

Venue or activity	Number of people attending '000	Attendance rate(b) %
Art galleries	3 630.7	22.7
Museums	3 611.9	22.6
Zoological parks and aquariums	5 699.8	35.6
Botanic gardens	5 390.9	33.7
Local, state and national libraries	5 454.5	34.1
Popular music concerts	4 035.9	25.2
Classical music concerts	1 508.1	9.4
Theatre performances	2 723.2	17.0
Dance performances	1 625.0	10.2
Musicals and operas	2 613.9	16.3
Other performing arts	2 655.0	16.6
Cinema	10 431.4	65.2

(a) In the 12 months before interview.

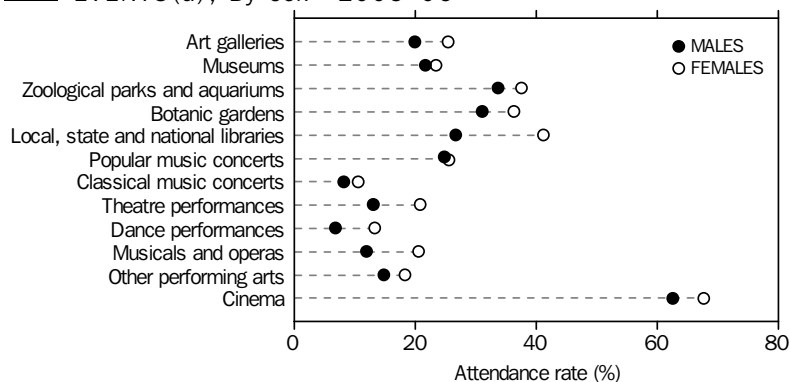
(b) Number attending as a percentage of the population aged 15 years and over.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

*Characteristics of
attendees*

For almost all venues and events, attendance rates for females were higher than for males. The differences were most apparent for Local, state and national libraries (41% of females compared with 27% of males) and Musicals and operas (21% compared with 12%).

1.3 PERSONS ATTENDING SELECTED CULTURAL VENUES AND
EVENTS (a), By sex—2005–06



(a) In the 12 months before interview.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

Characteristics of attendees continued

Attendance patterns at cultural venues and events varied considerably for different age groups.

People aged 15–24 years were those most likely to attend Popular music concerts and the Cinema, while people aged 25–44 years were those most likely to visit Zoological parks and aquariums. By comparison, people aged 45–64 years were those most likely to attend Classical music concerts and Musicals and operas.

1.4 ATTENDANCE RATES (a), By age—2005–06

	AGE GROUP (YEARS)								Total
	15–17	18–24	25–34	35–44	45–54	55–64	65–74	75 and over	
	ATTENDANCE RATE (%)								
Art galleries	23.1	17.6	22.5	23.4	26.6	25.8	21.5	15.6	22.7
Museums	25.2	15.7	23.6	27.2	25.1	24.9	19.2	11.0	22.6
Zoological parks and aquariums	42.0	35.4	46.5	46.0	32.0	31.0	22.7	11.0	35.6
Botanic gardens	21.0	28.7	37.6	35.9	35.2	37.4	34.9	23.5	33.7
Local, state and national libraries	45.8	33.9	32.7	37.3	33.6	30.3	33.6	29.9	34.1
Popular music concerts	31.2	40.0	30.9	25.1	26.5	18.7	12.9	6.5	25.2
Classical music concerts	6.4	6.0	7.0	8.3	12.4	12.8	11.8	9.6	9.4
Theatre performances	24.5	15.8	15.4	15.5	20.3	20.1	16.8	7.6	17.0
Dance performances	18.9	8.2	9.4	12.3	12.8	8.5	6.7	4.3	10.2
Musicals and operas	18.1	13.7	13.6	17.0	19.0	19.9	16.0	11.5	16.3
Other performing arts	20.0	16.1	19.0	19.3	17.3	15.9	11.7	7.1	16.6
Cinema	93.1	84.5	75.7	68.6	62.7	55.6	44.8	26.7	65.2
	NUMBER ('000)								
Total population	818.1	1 938.3	2 779.3	2 959.6	2 779.5	2 217.3	1 386.2	1 130.2	16 008.6

(a) Number attending in the 12 months before interview as a percentage of the population in the relevant age group.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

Frequency of attendance

Some venues and events were more likely to attract repeat visitors than others. More than two-thirds (71%) of library attendees reported visiting at least five times during the 12-month period before being interviewed. Similarly, Cinemas were popular with over half (54%) the patrons having attended at least five times in 12 months.

The venues or events where the majority of people attending had been only once in the 12-month period were Other performing arts, Musicals and operas, Dance performances and Museums.

Frequency of attendance
continued

1.5 FREQUENCY OF ATTENDANCE AT CULTURAL VENUES AND EVENTS—2005–06

	FREQUENCY OF ATTENDANCE (a)				Total	'000
	Once only	2–4 times	5 times or more			
	%	%	%	%		
Art galleries	36.5	46.1	*17.3	100.0	3 630.7	
Museums	50.4	38.9	**10.6	100.0	3 611.9	
Zoological parks and aquariums	47.9	43.4	**8.7	100.0	5 699.8	
Botanic gardens	37.7	45.1	*17.1	100.0	5 390.9	
Local, state and national libraries	4.9	24.1	71.0	100.0	5 454.5	
Popular music concerts	34.7	46.8	*18.5	100.0	4 035.9	
Classical music concerts	42.1	*42.0	**15.8	100.0	1 508.1	
Theatre performances	46.6	41.9	**11.5	100.0	2 723.2	
Dance performances	54.4	*37.0	**8.6	100.0	1 625.0	
Musicals and operas	54.6	39.0	**6.3	100.0	2 613.9	
Other performing arts	63.8	*29.4	**6.9	100.0	2 655.0	
Cinema	9.5	36.4	54.1	100.0	10 431.4	

* estimate has a relative standard error of 25% to 50% and should be used with caution

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) In the 12 months before interview.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

Table 1.6 shows attendance rates recorded in 2005–06, compared with attendance rates from previous ABS surveys conducted in 1995 and 1999. Attendance rates in 2005–06 were similar to the earlier years. It is important to note that some changes in survey collection methods have occurred across the years and this may affect the validity of comparisons.

1.6 ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS (a)—1995, 1999 and 2005–06

	1995	1999	2005–06
ATTENDANCE RATE (%)			
Art galleries	22.3	21.2	22.7
Museums	27.8	19.9	22.6
Zoological parks and aquariums	35.3	33.9	35.6
Botanic gardens	38.5	36.1	33.7
Local, state and national libraries	38.4	38.1	34.1
Popular music concerts	26.9	25.4	25.2
Classical music concerts	7.7	8.8	9.4
Theatre performances	16.6	16.5	17.0
Dance performances	10.0	9.0	10.2
Musicals and operas	19.3	16.3	16.3
Other performing arts	18.7	17.8	16.6
Cinema	62.1	67.0	65.2

(a) In the 12 months before interview.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

READING

A survey conducted by ACNielsen for the government book promotion, *Books Alive*, in June 2001, found that 78% of people aged 18 years and over in Australia read for pleasure every day or on most days of the week. About 11% read occasionally during the month, 7% only read every few months while 4% never read. People more likely to read frequently were: females; older people; and those with post-school qualifications.

Care must be taken in comparing data from the Time Use Survey with data from the ACNielsen survey due to differences in survey methodology, definitions and reference periods.

1.7 PERSONS AGED 18 YEARS AND OVER WHO READ FOR PLEASURE, By selected characteristics—June 2001

Characteristics	Percentage who read every day or most days of the week %
Sex	
Males	75
Females	82
Age group (years)	
18–29	63
30–44	79
45–64	83
65 and over	86
Educational attainment	
University or higher	87
Trade or diploma	80
Year 12	73
Some secondary	75
Total	78

Source: Australia Council, *A National Survey of Reading, Buying and Borrowing Books for Pleasure*, conducted for *Books Alive* by ACNielsen.

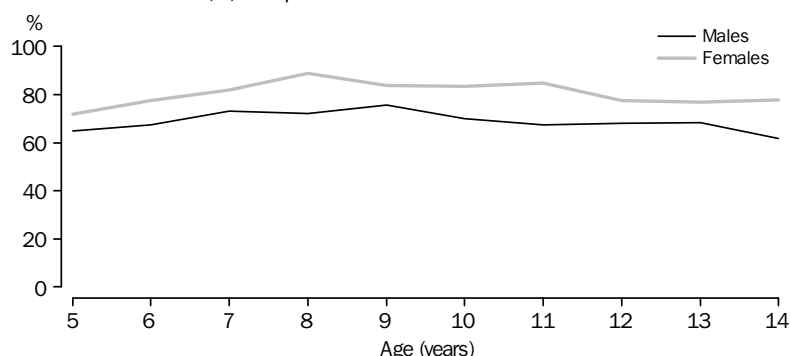
The survey also found that the most popular reading material was newspapers, with 91% of people having read a newspaper for pleasure in the week before interview. This compares with 72% of people who had read books for pleasure and 63% who had read magazines in the same period.

A 2006 survey conducted by the ABS on the activities of 5–14 year olds showed that girls were more likely to read for pleasure than boys at any age. Overall, 80% of girls read for pleasure during the two-week reference period compared with 69% of boys.

Girls also read for longer than boys – the average time spent by girls who read for pleasure during the two-week period was 7.9 hours, compared with 6.6 hours for boys.

READING *continued*

1.8 CHILDREN AGED 5–14 YEARS WHO READ FOR PLEASURE (a)—April 2006



(a) Outside of school hours during the past two school weeks prior to interview.

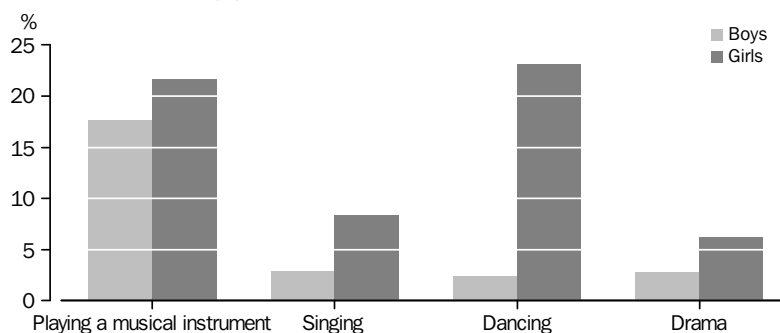
Source: ABS, *Children's Participation in Cultural and Leisure Activities, Australia, April 2006* (cat. no. 4901.0).

CHILDREN'S INVOLVEMENT IN CULTURAL ACTIVITIES

Many children take part in cultural activities during school hours often as part of compulsory lessons. Some children also choose to undertake cultural activities in their own time. The ABS Survey of Children's Participation in Cultural and Leisure Activities showed that approximately one-third (33%) of children aged 5–14 years were involved in at least one of four selected organised cultural activities (playing a musical instrument, singing, dancing or drama) outside of school hours in the 12 months to April 2006. Twice as many girls as boys (44% compared with 22%) participated in at least one of these activities.

Playing a musical instrument was the most popular of the selected cultural activities (520,500 children), followed by dancing (332,600), singing (147,000) and drama (119,100).

1.9 CHILDREN'S PARTICIPATION IN ORGANISED CULTURAL ACTIVITIES (a)—2006



(a) Children aged 5 to 14 years who participated outside of school hours during the 12 months prior to interview in April 2006.

Source: ABS, *Children's Participation in Cultural and Leisure Activities, Australia, April 2006* (cat. no. 4901.0).

HOBBY ACTIVITIES

Very little data exists on the types of hobbies in which people take part. The ABS collected some data on a limited set of cultural hobbies (art and craft, writing and music) in its 2004 Survey of Work in Selected Culture and Leisure Activities.

For the survey a hobby was defined as an activity that was undertaken only for oneself or for the family, that is, the output was not for general consumption. For example, a mother knitting a jumper for her child would include the activity as a hobby. If she knitted the jumper to sell, her activity would be considered a work involvement (work involvements are reported in Chapter 5).

The survey showed that there were 2.5 million people aged 15 years and over in Australia who were not involved in producing art and craft for the public but created items for their own or family use in the 12 months before interview. This was 16% of the population aged 15 years and over.

The survey also showed that there were 317,200 people involved in writing as a hobby only and 158,700 involved in music as a hobby only.

MOTIVATION FOR TRAVEL

Tourism may be motivated by the desire to visit friends and relatives or to experience the character and culture of a destination. In the second half of 1996, the Bureau of Tourism Research (BTR) investigated the characteristics and motivations of international visitors to Australia aged 15 years and over. The survey found that 60% of all overseas visitors saw at least one cultural attraction while in Australia. Over one-quarter who visited cultural attractions (28% of males and 29% of females) reported the desire to experience something Australian as a motivating factor.

2.1 OVERSEAS VISITORS WHO SAW CULTURAL ATTRACTIONS, Motivations, By sex—1996(a)

	<i>Males</i>	<i>Females</i>
AS PERCENTAGE OF ALL VISITORS WHO SAW CULTURAL ATTRACTIONS (%)		
Artist or professional in industry	5	4
Specifically wanted to visit	24	26
Not interested but with friend/relative	5	7
Part of package tour	26	24
Break from normal schedule	7	5
Make new friends/industry contact	1	—
An educational experience	12	12
Experience something Australian	28	29
Interested and wanted to spend time with friends/relatives	8	11
Experience something new	13	14
Something to do	10	5
Image of the activity or attraction	5	4
Rest and relaxation	6	6
Something to tell my friends/relatives about	5	6
Authentic experience	12	7
Other experience	9	8
Not stated	—	1
NUMBER OF VISITORS WHO SAW CULTURAL ATTRACTIONS ('000)		
Total	546.4	656.8

— nil or rounded to zero (including null cells)

(a) During the period July to December 1996.

Source: Foo L.M. and Rossetto A, BTR Occasional Paper Number 27, *Cultural Tourism in Australia - Characteristics and Motivations*.

INTERNATIONAL
CULTURAL TOURISM

Most overseas visitors participated in social activities (85% of the 4.4 million people who travelled to Australia in 2003) or local attractions or tourist activities (70%). Cultural activities were also quite popular with almost half of visitors (46%) participating in arts, heritage or festival activities and almost three quarters (72%) participating in outdoor or nature activities.

2.2 ACTIVITIES OF OVERSEAS VISITORS—Year ending Dec 2003

<i>Activities</i>	<i>Percentage of all overseas visitors</i>
	%
Outdoor or nature activities	72
Sports or active outdoor activities	21
Arts, heritage or festival activities	46
Local attractions or tourist activities	70
Social/other activities	85

Source: BTR, *Travel in Australia 2003 - International and National Visitor Surveys, 2003.*

Purchase of arts and crafts

Between July and December 1997, BTR conducted a survey which collected information on the purchase of arts and crafts by the 2.0 million international visitors to Australia aged 15 years and over.

The survey found that over 90% of those visiting in the six-month period had been shopping while in Australia, and of these, 41% had spent some money on art and handcraft. Arts were purchased by 7% of shoppers and handcrafts by 39% (5% purchased both).

Expenditure on art in the six-month period totalled \$10.1m, while total expenditure on handcraft equalled \$137.4m. Handcrafted clothing (\$63.6m) and leather goods (\$38.5m) were the main items purchased. Over half the expenditure on art and handcraft was for Aboriginal items (\$77.7m out of \$147.5m).

Purchase of arts and
crafts *continued*

2.3 PURCHASES OF ARTS AND CRAFTS BY INTERNATIONAL VISITORS—July to December 1997

	Percentage of total visitors who purchased item (a)	Average expenditure by visitors who purchased item (a)	Total expenditure
	%	\$	\$m
Arts			
Paintings, drawings or prints	6.0	4.5	8.6
Sculpture	1.3	0.8	1.5
Total	(b) 7.1	5.3	10.1
Handcrafts			
Wood or furniture	7.8	6.1	11.5
Ceramics or pottery	5.2	2.4	4.5
Glass	4.1	1.5	2.8
Handcrafted clothing	19.3	33.5	63.6
Other textiles	2.0	1.6	3.1
Metal	2.6	2.1	3.9
Leather	11.8	20.3	38.5
Other handcrafts	7.3	5.0	9.5
Total	(b) 38.9	72.4	137.4
Total art and handcrafts	(b) 41.0	77.7	147.5

(a) Who had some expenditure on shopping while in Australia. This was estimated to be 1,898,000 persons.

(b) Components do not add to the total as some visitors purchased more than one type of item.

Source: BTR, *Cultural Tourism in Australia: Visual Art & Craft Shopping by International Visitors, 1997*, prepared for DCITA.

DOMESTIC CULTURAL TOURISM

The majority of Australians spent some time away from home in 2003, with most going on a holiday or to visit friends and relatives. Data from BTR show that in 2003, there was a total of 73.6 million trips taken by persons aged 15 years and over that were of at least one night's duration. Holiday or leisure was the most common reason for people's trip to stay overnight (42%) or for the day (52%).

During 2003, there were also 139 million day trips taken within Australia by persons aged 15 years and over. A day trip is defined as being a round trip distance of at least 50 kilometres, with the traveller being away from home for at least four hours although not overnight. Routine travel such as commuting between work and home is excluded.

The most common cultural activities undertaken on day trips were outdoor or nature activities (undertaken on 20% of day trips).

DOMESTIC CULTURAL
TOURISM *continued***2.4** ACTIVITIES OF DOMESTIC VISITORS—Year ending Dec 2003

	<i>Overnight visitors</i>	<i>Day visitors</i>
ACTIVITIES UNDERTAKEN (%)		
Outdoor or nature activities	34	20
Sports or active outdoor activities	24	9
Arts, heritage or festival activities	13	7
Local attractions or tourist activities	16	8
Social/other activities	86	80
PURPOSE OF VISIT (%)		
Holiday/leisure	42	52
Visiting friends and/or relatives	37	29
Business	19	8
Education	1	1
NUMBER OF VISITORS ('000)		
Total visitors	73 621	139 060

Source: BTR, *Travel in Australia 2003 - International and National Visitor Surveys, 2003*.

INTRODUCTION

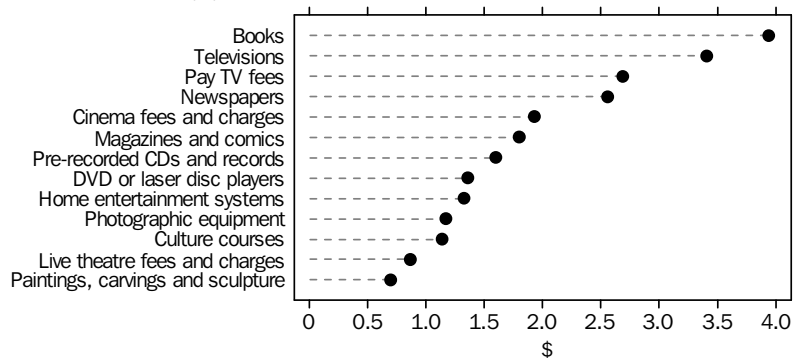
According to the most recent ABS Household Expenditure Survey (2003–04) there were an estimated 7.7 million households in Australia, each spending an average of \$36.39 per week on culture – equivalent to a total annual expenditure of \$14,678m by all households. The ABS Household Expenditure Survey collected detailed information at the household rather than personal level because some expenditures (e.g. video cassette recorders) benefit the whole family and cannot be meaningfully attributed to an individual within a household.

Many factors influence household spending on culture, including:

- the size of the household – more people generally equates to higher expenditures
- the location of the household – e.g. some cultural performances may only be staged in larger cities
- the income of the household – expenditure on most goods and services is related to the household's income
- the composition of the household – cultural interests vary according to the age and sex of individuals in a household which in turn influences where their cultural dollars are spent.

EXPENDITURE ON CULTURE

3.1 AVERAGE WEEKLY HOUSEHOLD EXPENDITURE ON CULTURE (a) —2003–04



(a) Selected cultural items.

Source: *Household Expenditure Survey, Australia: Detailed Expenditure Items, 2003–04* (cat. no. 6535.0.55.001).

In 2003–04, Australian households spent 4.1% of their total expenditure on cultural goods and services. Households spent the largest amounts on Books (\$1,589m), Televisions (\$1,375m), Pay TV fees (\$1,085m) and Newspapers (\$1,033m).

3.2 EXPENDITURE ON CULTURE BY AUSTRALIAN HOUSEHOLDS—2003–04

	<i>Average household expenditure</i>	<i>Total household expenditure</i>
	\$/week	\$/year
Literature		
Books	3.94	1 589
Newspapers	2.56	1 033
Magazines and comics	1.80	726
Other printed material	0.14	57
Total	8.43	3 400
Music		
Pre-recorded compact discs and records (audio)	1.60	645
Audio cassettes and tapes	0.05	20
Total	1.65	666
Performing arts		
Live theatre fees and charges	0.87	351
Music concert fees and charges	0.72	290
Total	1.59	641
Visual arts and crafts		
Studio and other professional photography	0.50	202
Paintings, carvings and sculptures	0.70	282
Art and craft materials	0.46	186
Total	1.66	670
Broadcasting, electronic media and film		
Hire of video cassette tapes and TV or computer games	1.17	472
Pre-recorded video cassettes and video discs	2.08	839
Cinema fees and charges	1.93	779
Pay TV fees	2.69	1 085
Total	7.87	3 174
Other arts		
Musical instruments and accessories	*0.67	*270
Culture courses	1.14	460
Cultural fees and charges n.e.c.	0.05	20
Total	1.86	750
Heritage		
Art gallery and museum fees and charges	0.15	61
National park and zoo fees and charges	0.24	97
Total	0.39	157

* estimate has a relative standard error of 25% to 50% and should be used with caution

Source: ABS, Household Expenditure Survey, Australia: Detailed Expenditure Items, 2003–04 (cat. no. 6535.0.55.001) and data available on request.

3.2 EXPENDITURE ON CULTURE BY AUSTRALIAN HOUSEHOLDS—2003–04 *continued*

	Average household expenditure	Total household expenditure
	\$/week	\$m/year
Other culture		
Radios	0.07	28
CD players	0.36	145
Integrated sound systems	0.25	101
Other audio equipment(a)	*0.58	*234
Televisions	3.41	1 375
Home entertainment systems	1.33	536
Television aerials	*0.06	*24
Video cassette recorders	0.36	145
Video cameras	0.92	371
Digital video disc players or laser disc players	1.36	549
Other video equipment(b)	*0.42	*169
Audiovisual parts n.e.c.	0.22	89
Hire of televisions	*0.06	*24
Blank video cassettes and video discs	0.21	85
Repair and maintenance of audiovisual equipment and personal computers	1.00	403
Audiovisual equipment and personal computer repairs insurance	0.09	36
Photographic equipment (excluding film and chemicals)	1.17	472
Photographic film and chemicals (including developing)	1.07	432
Total(c)	12.94	5 219
Total expenditure on culture	36.39	14 678

* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Includes amplifiers and tuner-amplifiers, speakers, and audio equipment n.e.c.

(b) Includes set top boxes and video equipment n.e.c.

(c) Also includes hire of video cassette recorders, but this was negligible.

Source: ABS, Household Expenditure Survey, Australia: Detailed Expenditure Items, 2003–04 (cat. no. 6535.0.55.001) and data available on request.

CHANGES IN SPENDING PATTERNS

Between 1998–99 and 2003–04, total household expenditure on culture (after adjusting for inflation) increased by 3.5%, with some notable shifts in expenditure patterns over that time.

Large increases in spending over this 5 year period were for Heritage (up by 93%), Broadcasting, electronic media and film (up by 65%) and Visual arts and crafts (up by 47%). Conversely, households spend less on Music (down by 29%), Other culture (down by 11%), Performing arts (down by 10%) and Literature (down by 5%).

3.3 HOUSEHOLD EXPENDITURE ON CULTURE AT CONSTANT PRICES (a)—1984 to 2003–04

	1984	1988–89	1993–94	1998–99	2003–04	Percentage change 1998–99 to 2003–04
	\$/week	\$/week	\$/week	\$/week	\$/week	%
Literature	12.9	11.5	10.9	8.9	8.4	-5.3
Music	1.2	1.5	2.2	2.3	1.7	-29.4
Performing arts(b)	1.9	1.8	1.9	1.8	1.6	-9.7
Visual arts and crafts(c)	0.7	0.7	0.8	1.1	1.7	46.6
Broadcasting, electronic media and film(d)	2.6	3.0	4.0	4.8	7.9	65.1
Other arts(e)	2.4	2.2	2.0	1.5	1.9	21.4
Heritage	0.3	0.3	0.4	0.2	0.4	92.8
Other culture(f)(g)	8.3	9.1	12.0	14.5	12.9	-10.9
Total(c)(e)	30.1	30.0	34.1	35.2	36.4	3.5

(a) In 2003–04 prices.

(b) Comprises live theatre fees and charges and music concert fees and charges.

(c) Excludes art and craft materials which were allocated to a category that was not predominantly cultural prior to 1998–99.

(d) Excludes hire of TV games for surveys prior to 1998–99.

(e) The 1998–99 and 2003–04 surveys include cultural fees and charges n.e.c. which were included in other cultural categories prior to this.

(f) Includes hire of TV games for surveys prior to 1998–99.

(g) For 1998–99 and 2003–04, includes other audiovisual equipment and parts which were included in other cultural categories in previous surveys.

Source: ABS, *Household Expenditure Survey, Australia: Detailed Expenditure Items, 2003–04* (cat. no. 6535.0.55.001).

ABS, Consumer Price Index, Australia, Dec 2005, data available on request.

CHAPTER 4

FUNDING BY GOVERNMENT AND BUSINESS

INTRODUCTION

Each year, governments provide financial assistance to both cultural organisations and individuals (e.g. musicians) in the form of direct funding, subsidies and grants.

GOVERNMENT FUNDING

In 2004–05, government funding for cultural activities totalled \$5,014.9m, with state and territory governments providing almost half (47% or \$2,356.3m), the Australian Government contributing 35% (\$1,760.9m), and local government making up the balance of 18% (\$897.7m).

Funding for capital expenditure accounted for 10% of cultural funding by all levels of government, while recurrent expenditure accounted for the remaining 90%.

Apart from direct funding, the Australian Government also provides assistance through tax concessions such as the Cultural Gifts Program, which offers tax deductions to encourage the donation of items of cultural significance to public art galleries, museums and libraries.

According to the Department of Communications, Information Technology and the Arts (DCITA) Annual Report for 2004–05, 652 donations were made to the program in that year with a total value of \$47.3m.

GOVERNMENT FUNDING

*continued***4.1** CULTURAL FUNDING BY LEVEL OF GOVERNMENT—2004–05

	Value of funding	Percentage of total
	\$m	%
<i>Australian Government</i>		
Heritage		
Art museums and galleries	46.3	0.9
Other museums	182.1	3.6
Nature parks and reserves	73.3	1.5
Zoological parks, aquaria and botanic gardens	9.6	0.2
Libraries and archives	120.1	2.4
Total	431.5	8.6
Arts		
Literature and print media	27.6	0.6
Performing arts	100.7	2.0
Performing arts venues	0.1	—
Visual arts and crafts	16.1	0.3
Broadcasting and film	1 096.5	21.9
Community cultural centres and activities	11.8	0.2
Administration of culture	31.3	0.6
Other arts n.e.c.	45.4	0.9
Total	1 329.4	26.5
Total	1 760.9	35.1
<i>State and territory governments</i>		
Heritage		
Art museums and galleries	170.7	3.4
Other museums	301.7	6.0
Nature parks and reserves	935.6	18.7
Zoological parks, aquaria and botanic gardens	136.9	2.7
Libraries and archives	395.3	7.9
Total	1 940.2	38.7
Arts		
Literature and print media	4.7	0.1
Performing arts	75.1	1.5
Performing arts venues	162.9	3.2
Visual arts and crafts	16.4	0.3
Broadcasting and film	70.6	1.4
Community cultural centres and activities	9.3	0.2
Administration of culture	36.7	0.7
Other arts n.e.c.	40.4	0.8
Total	416.1	8.3
Total	2 356.3	47.0
<i>Local government</i>	897.7	17.9
Total funding by all levels of government	5 014.9	100.0

— nil or rounded to zero (including null cells)

Source: ABS, *Cultural Funding by Government, 2004–05* (cat. no. 4183.0)

GOVERNMENT FUNDING

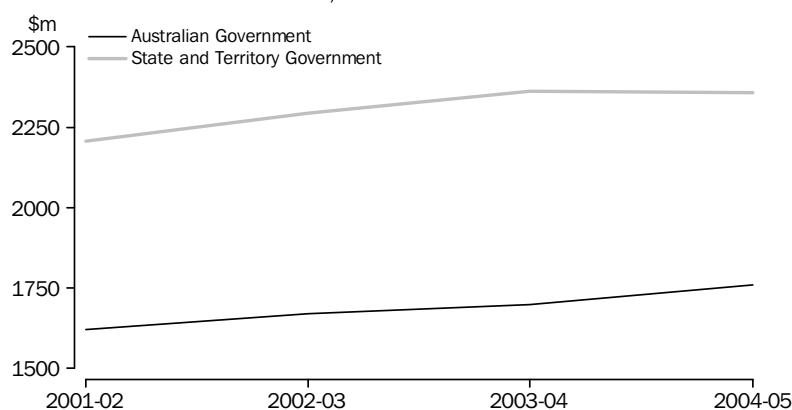
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In 2004–05, the majority of Australian Government cultural funding supported Arts activities (\$1,329.4m or 76% of total Australian Government funding). Broadcasting and film was the main beneficiary receiving over half of the total funding provided (\$1096.5m or 62%).

In contrast, state and territory governments directed the majority of their funding to Heritage activities (\$1,940.2m or 82%) in 2004–05. Nature parks and reserves received \$935.6m representing 40% of the total state and territory government funding for cultural activities.

The Australian Government and state and territory governments increased their funding of cultural activities over the period 2001–02 to 2004–05, Australian Government funding increased by 8.7% and state and territory government funding increased by 6.7%. Local government funding of cultural activities reduced by 5% over the period 2003–04 to 2004–05.

4.2 CULTURAL FUNDING, 2001–02 to 2004–05



Source: ABS, *Cultural Funding by Government, 2003–04 and 2004–05* (cat. no. 4183.0)

EXPENDITURE ON
CULTURE BY BUSINESS

Businesses can fund cultural activities in several ways, with assistance usually taking the form of cash sponsorships, in-kind support (e.g. products, materials, advertising, services) or donations.

For sponsorships (and/or in-kind support), businesses often receive advertising or promotional benefits. Donations on the other hand, are usually made unconditionally, with the recipient determining the purpose for which the donation is used. While the donor is not repaid with any benefit or service, businesses and individuals can receive taxation benefits for donations of cash or property to organisations such as those listed on the DCITA Register of Cultural Organisations. In 2002–03 there were 891 organisations listed on the Register, and total donations amounted to more than \$23m.

The ABS Business Generosity Survey, 2000–01, reported that businesses gave a total of \$1,446.6m to a range of organisations and individuals, of which \$69.6m (5%) was provided for arts and cultural activities.

4.3 BUSINESS GIVING, By type of contribution—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(a)	6.3	176.0	182.3	3.5
Sponsorship	40.4	638.2	678.7	6.0
Total giving	69.6	1 377.1	1 446.6	4.8

(a) Co-operative arrangements such as the transfer of money in exchange for strategic business benefits such as improved staff expertise, wider networking, etc.

Source: ABS, *Generosity of Australian Businesses, 2000–01* (cat. no. 8157.0).

Monetary contributions were the most common form of support from businesses. Over three-fifths (63%) of the value of support to arts and cultural activities took this form.

4.4 BUSINESS GIVING TO ARTS AND CULTURE, By type of contribution—2000–01

	Money	Goods(a)	Services(a)	Total giving
	\$m	\$m	\$m	\$m
Donations	13.9	np	np	22.8
Business to community projects(b)	3.3	np	np	6.3
Sponsorship	26.9	7.3	6.2	40.4
Total giving	44.1	13.6	11.9	69.6

np not available for publication but included in totals where applicable, unless otherwise indicated

(a) At market value.

(b) Co-operative arrangements such as the transfer of money in exchange for strategic business benefits such as improved staff expertise, wider networking, etc.

Source: ABS, *Survey of Generosity of Australian Businesses, 2000–01*, data available on request.

SOURCES OF SUPPORT
FOR ARTS AND CULTURAL
ORGANISATIONS

In various years including 1999–2000, 2002–03 and 2003–04, the ABS collected financial details for selected cultural industries, through a series of surveys of businesses and organisations. Care must be taken when interpreting these figures as different industries were surveyed in different years.

Public libraries were the most reliant on government funding (93% of their total income in 2003–04), with Botanic gardens running a close second (80% in 1999–2000). At the other end of the scale, those organisations involved in Music and theatre production relied least on public funds, with only 22% of their total income sourced from government in 2002–03.

Sponsorship was highest for performing arts festivals which received \$20.9m in financial and in-kind support in 1999–2000.

Museums received the largest amount of private funds overall (\$89m in 2003–04). Music and theatre production also received a large amount of private funding (\$45.5m in 2002–03).

4.5 SUPPORT FOR ARTS AND CULTURAL ORGANISATIONS (a)

FUNDRAISING INCOME

	Year	Sponsorship	Donations, bequests, etc.	Total	Government funding	Total funding	Total income
VALUE (\$ m)							
Museums	2003-04	np	np	89.0	628.0	717.0	919.4
Public libraries	2003-04	np	np	(b) 7.5	781.2	788.7	839.0
Botanic gardens	1999-00	2.2	2.4	4.6	73.4	78.0	91.8
Music and theatre production	2002-03	np	np	45.5	134.4	179.9	622.1
Performing arts venues	1999-00	7.0	3.0	10.0	93.5	103.5	315.9
Performing arts festivals	1999-00	20.9	1.2	22.1	27.1	49.2	102.7

AS A PERCENTAGE OF TOTAL INCOME (%)

Museums	2003-04	np	np	9.7	68.3	78.0	100.0
Public libraries	2003-04	np	np	(b) 0.9	93.1	94.0	100.0
Botanic gardens	1999-00	2.4	2.6	5.0	80.0	85.0	100.0
Music and theatre production	2002-03	np	np	7.3	21.6	28.9	100.0
Performing arts venues	1999-00	2.2	0.9	3.2	29.6	32.8	100.0
Performing arts festivals	1999-00	20.4	1.2	21.5	26.4	47.9	100.0

np not available for publication but included in totals where applicable, unless otherwise indicated

(a) Excludes funds provided as loans or advances.

(b) Includes some other income such as interest.

Source: ABS, *Service Industry Surveys, 1999–2000, 2002–03, 2003–04* (cat. nos. 8560.0, 8561.0, 8563.0 and 8697.0).

INTRODUCTION

There are several data collections undertaken by the ABS which measure aspects of employment. Each has a different purpose, with different definitions and different collection methodologies. Data from several of these data sources are presented in this chapter which, taken together, provide a good picture of employment and voluntary work in the cultural sector in Australia. The chapter focuses mainly on the people who have paid work in cultural industries and occupations. Information is also presented on unpaid involvement which includes voluntary work. Different aspects of the cultural sector are selected from the data sources described below.

Sources of Data

THE CENSUS OF POPULATION AND HOUSING

The 2001 Census of Population and Housing collected information on a person's main job, the one in which they usually worked the most hours, in the week before the Census. A range of demographic information including sex, age, birthplace, income, hours worked and state or territory of usual residence as well as details on occupation and industry are available from the Census. While this chapter gives some data from the Census on cultural employment, it is by no means exhaustive and substantially more can be found in the ABS publication *Employment in Culture, Australia, 2001* (cat. no. 6273.0).

SURVEY OF WORK IN SELECTED CULTURE AND LEISURE ACTIVITIES

The Survey of Work in Selected Culture and Leisure Activities (or 'Work in Culture' survey) was conducted in 1993, 1997, 2001 and 2004 as part of the Monthly Population Survey. Unlike the Census, the surveys covered all cultural work including second jobs and both paid and unpaid involvement. The surveys asked people aged 15 years and over about their involvement in cultural activity over a 12-month period. Data for 2004 appear in *Work in Selected Culture and Leisure Activities, Australia, April 2004* (cat. no. 6281.0).

VOLUNTARY WORK SURVEY

The 2000 Voluntary Work Survey collected information about volunteering for a range of organisations, including those relating to arts and culture. The demographic details of volunteers, their reasons for volunteering, the frequency and duration of their involvement were all collected and are the subject of a report commissioned by the Cultural Ministers Council Statistics Working Group entitled *Australia's Cultural Volunteers, 2000*.

Sources of Data
continued

SERVICE INDUSTRIES SURVEYS

While the Census, the 'Work in Culture' Survey and the Voluntary Work Survey obtained their data from the general population, the Service Industries Surveys collected information from employing cultural organisations. These organisations were able to provide information on the number of people they employed and the number of volunteers whose services they used. However, it should be emphasised that many smaller businesses operated by self-employed people with no employees and those organisations which rely solely on volunteers, were excluded, as the focus was on employing businesses.

SURVEY OF EMPLOYEE EARNINGS AND HOURS

The May 2004 Survey of Employee Earnings and Hours provides information on the composition and distribution of the earnings and hours of wage and salary earners. Data from this survey have been published in *Employee Earnings and Hours, Australia, May 2004* (cat. no. 6306.0).

Each data source provides a different perspective on employment or voluntary work in the cultural sector. Which source to use is dependent on what one is trying to measure. For example, if seeking a regional breakdown (below state or territory level) or a fine level of detail on the occupation of a person working in a cultural industry, the Census is the most appropriate data source although it suffers from only referring to a person's main job. If information on the total number of people involved in culture is required and detailed data on the characteristics of those involved is less important, then the 'Work in Culture' Survey data would be the most useful. If trying to compare the number of people who volunteer to work in heritage and arts organisations, with those offering their services elsewhere, the Voluntary Work Survey should be used.

The Service Industry Surveys are the most appropriate source if details of the number of people working in selected industries are required. Unlike the Census, these surveys include people working in the industries in second jobs or in an unpaid capacity. However, the majority of Service Industry Surveys cited in this publication only collected information from employing organisations, therefore those organisations which rely solely on the services of volunteers are excluded. Recent changes in scope have occurred in the 2003–04 Museums Survey and the 2003–04 Public Libraries Survey. These surveys now include employing and non-employing organisations.

CENSUS OF POPULATION AND HOUSING

The 2001 Census of Population and Housing found that there were approximately 275,000 people whose main job in the week prior to Census Night was in a cultural industry.

In 2001, almost a quarter (67,362 people) of those employed in the cultural industries were involved in design. The Design industry was dominated by the Architectural services industry (26,723 people) and the Advertising services industry (25,794 people). The Newspaper, book and stationery retailing industry (38,016 people) and the Newspaper printing or publishing industry (25,737 people) were also major employers.

CENSUS OF POPULATION
AND HOUSING *continued*

While industries as a whole reported a 9% increase in employment from 1996 to 2001, cultural industries increased by 11%. The size of the change over that period differed for the individual industries. For example, the largest increase in employment was 100% for the number working in the Motion picture exhibition industry. This was followed by a 57% increase in the number of people in the Other periodical publishing industry. Decreases in employment of over 30% were reported for the Film and video distribution industry, the Film, radio and TV services undefined industry and the Photographic studios industry.

Compared with employment in all industries, those employed in cultural industries were more likely to:

- be female (50% in cultural industries, compared with 45% in all industries)
- work between 1 and 34 hours each week (33% compared with 28% in all industries)
- have a weekly income below \$300 a week (20% compared with 18% in all industries).

CENSUS OF POPULATION
AND HOUSING *continued***5.1** PERSONS EMPLOYED (a), IN CULTURAL INDUSTRIES(b)—August
1996 and 2001

	1996 Census	2001 Census	Percentage change
<i>Industry</i>	no.	no.	%
Newspaper printing or publishing	26 422	25 737	-2.6
Other periodical publishing	5 563	8 716	56.7
Book and other publishing(c)	9 525	11 322	18.9
Film and video production	7 760	7 702	-0.7
Film and video distribution	1 709	1 057	-38.2
Motion picture exhibition	5 048	10 079	99.7
Radio services	6 473	5 879	-9.2
Television services	14 552	17 388	19.5
Film, radio and TV services undefined(d)	1 876	1 262	-32.7
Music and theatre productions	8 043	10 812	34.4
Creative arts	7 277	9 345	28.4
Other services to the arts(e)	7 293	5 643	-22.6
Libraries	13 735	11 451	-16.6
Museums	5 256	5 422	3.2
Libraries, museums and the arts, undefined(f)	1 277	977	-23.5
Parks and gardens(g)	7 568	10 322	36.4
Photographic studios	7 167	4 868	-32.1
Design(h)	56 188	67 362	19.9
Other cultural industries			
Recorded media manufacturing and publishing	1 528	2 148	40.6
Book and magazine wholesaling	4 839	3 734	-22.8
Newspaper, book and stationery retailing	34 594	38 016	9.9
Recorded music retailing	3 892	4 829	24.1
Video hire outlets	9 747	10 813	10.9
Total cultural industries(i)	247 332	274 884	11.1

(a) In their main job in the week before Census Night.

(b) Industries defined by the Australian and New Zealand Standard Industrial Classification, 1993 edition (cat. no. 1292.0).

(c) Includes publishing undefined.

(d) Comprises Motion picture, radio and TV services undefined, Film and video services undefined and Radio and TV services undefined.

(e) Comprises Sound recording studios, Performing arts venues, Services to the arts n.e.c and Services to the arts undefined.

(f) Includes Arts undefined.

(g) Comprises Zoological and botanic gardens, Recreational parks and gardens and Parks and gardens undefined.

(h) Comprises Architectural services, Commercial art and display services and Advertising services.

(i) Excludes persons employed by religious organisations.

Source: ABS, *Employment in Culture, Australia, 2001* (cat. no. 6273.0).

About two-fifths (42%) of the people employed in the cultural industries had a cultural occupation (i.e. their work was culturally-orientated such as a writer or painter or curator), with the remainder having non-cultural occupations such as receptionists, sales assistants, clerks, cleaners and security guards. The list of cultural occupations shown in this chapter is based on the Occupation Classification of the *Australian Culture and Leisure Classifications (ACLC)* (cat. no. 4902.0). Occupations were selected because they require creative participation (e.g. Sculptors and Actors), or have a role in enabling others to participate in a cultural activity (e.g. Librarians).

CENSUS OF POPULATION
AND HOUSING *continued***5.2** PERSONS EMPLOYED(a), IN CULTURAL INDUSTRIES(b)—By
whether working in cultural occupations—August 2001

Industry	Cultural	Other	Total	Percentage of
	occupations(c)	occupation(d)		occupations which are cultural
	no.	no.	no.	%
Newspaper printing or publishing	12 375	13 362	25 737	48.1
Other periodical publishing	3 919	4 797	8 716	45.0
Book and other publishing(e)	4 072	7 250	11 322	36.0
Film and video production	5 105	2 597	7 702	66.3
Film and video distribution	178	879	1 057	16.8
Motion picture exhibition	4 319	5 760	10 079	42.9
Radio services	3 155	2 724	5 879	53.7
Television services	8 995	8 393	17 388	51.7
Film, radio and TV services undefined(f)	562	700	1 262	44.5
Music and theatre productions	8 288	2 524	10 812	76.7
Creative arts	7 947	1 398	9 345	85.0
Other services to the arts(g)	1 915	3 728	5 643	33.9
Libraries	9 092	2 359	11 451	79.4
Museums	1 846	3 576	5 422	34.0
Libraries, museums and the arts, undefined(h)	503	474	977	51.5
Parks and gardens(i)	1 631	8 691	10 322	15.8
Photographic studios	3 670	1 198	4 868	75.4
Design(j)	35 577	31 785	67 362	52.8
Other cultural industries(k)	1 496	58 044	59 540	2.5
Total cultural industries(l)	114 645	160 239	274 884	41.7

(a) In their main job in the week before Census Night.

(b) Industries defined by the Australian and New Zealand Standard Industrial Classification, 1993 edition (cat. no. 1292.0).

(c) Excludes 14,239 Ministers of religion who are included in the category 'Other occupations'.

(d) Includes not stated and inadequately described.

(e) Includes publishing undefined.

(f) Comprises Motion picture, radio and TV services undefined, Film and video services undefined and Radio and TV services undefined.

(g) Comprises Sound recording studios, Performing arts venues, Services to the arts n.e.c and Services to the arts undefined.

(h) Includes Arts undefined.

(i) Comprises Zoological and botanic gardens, Recreational parks and gardens and Parks and gardens undefined.

(j) Comprises Architectural services, Commercial art and display services and Advertising services.

(k) Comprises Recorded media manufacturing and publishing, Book and magazine wholesaling, Newspaper, book and stationary retailing, Recorded music retailing and Video hire outlets.

(l) Excludes persons employed by religious organisations.

Source: ABS, *Employment in Culture, Australia, 2001* (cat. no. 6273.0).

The 2001 Census of Population and Housing found that there were 245,617 people whose main job in the week prior to Census Night was in a cultural occupation. This was approximately 14% more than the number employed in cultural occupations in 1996. Some of the more common cultural occupations included Graphic designers, Architects and Landscape architects, Librarians and Printing tradespersons.

Overall, more males (55%) than females (45%) worked in cultural occupations. In particular, males dominated the Camera operator, Sound technician and Printing tradesperson occupations. Conversely, females greatly outnumbered males in occupations such as Make-up artists, Library technicians and Dance teachers.

CENSUS OF POPULATION
AND HOUSING *continued*

The median weekly income for all persons working in cultural occupations was \$611, compared with \$587 for all employed persons, according to the 2001 Census. About two-thirds (68%) of Ticket collectors or ushers and one-half (50%) of Potters and ceramic artists received an income of less than \$300 per week. In contrast, a high percentage of Environment, parks and landcare managers (84%) and Television journalists (80%) received an income of at least \$700 per week.

5.3 EMPLOYED PERSONS BY OCCUPATION(a)—August 2001

<i>Occupation</i>	<i>Persons employed</i>
	no.
Museum related workers	2 327
Heritage related workers	3 935
Library and archive related workers	25 638
Print journalists and related workers	10 155
Publishing and printing related workers	41 889
Authors	3 289
Film/TV/radio/stage directors and producers	10 780
Advertising and related workers	4 256
Film, radio and TV technicians and operators	8 352
Cinema workers	5 319
Musicians, actors and related professionals	26 812
Other performing arts workers	2 660
Photographers	7 381
Visual arts and crafts professionals	16 321
Designers and related workers	37 709
Architects and related workers	24 939
Broadcasting related workers	5 872
Other cultural occupations	7 983
<i>Total cultural occupations</i> (b)	245 617
Other occupations(c)	8 052 936
Total all employed persons	8 298 553

(a) In their main job in the week before Census Night.

(b) Excludes 14,239 Ministers of religion who are included in the category 'Other occupations'.

(c) Includes Not stated and Inadequately described.

Note: These occupations have been grouped. For more detail, see *Employment in Culture, Australia, 2001* (cat. no. 6273.0).

Source: ABS, *Employment in Culture, Australia, 2001* (cat. no. 6273.0).

WORK IN CULTURE AND
LEISURE ACTIVITIES
SURVEY

As the Census did not fully represent employment in the cultural sector because of the large numbers involved through a second job or through unpaid work, the ABS conducted a survey to collect more information on all the ways in which people could be involved.

In 2004, the latest 'Work in Culture Survey' found that there were about 2.9 million people (18% of the population aged 15 years and over) in Australia who had worked in a culture or leisure activity in the 12 months before interview. Of these, some 838,500 stated that their involvement was part of a job they held in the week before interview.

WORK IN CULTURE AND
LEISURE ACTIVITIES
SURVEY *continued*

It should be noted that this involvement could have been a relatively minor part of the job the person held (e.g. taking photographs for inclusion in their organisation's newsletter). Involvement was defined to exclude those activities undertaken only for the person's own or family use – these were classed as hobbies.

5.4 PERSONS WORKING IN CULTURE AND LEISURE
ACTIVITIES (a)—12 months ending April 2004

	Males	Females	Persons
NUMBER ('000)			
Involvement part of main job held last week	406.6	417.8	824.4
Involvement part of second job held last week	5.2	8.8	14.1
<i>Involvement part of a job held last week</i>	<i>411.9</i>	<i>426.6</i>	<i>838.5</i>
Involvement not part of any job held last week	851.2	1 197.8	2 049.0
Total involved	1 263.0	1 624.4	2 887.5
PARTICIPATION RATE (%)			
Involvement part of main job held last week	5.3	5.2	5.3
Involvement part of second job held last week	0.1	0.1	0.1
<i>Involvement part of a job held last week</i>	<i>5.3</i>	<i>5.4</i>	<i>5.4</i>
Involvement not part of any job held last week	11.0	15.0	13.1
Total involved	16.4	20.4	18.4

(a) Excludes people whose only involvement was in a hobby capacity.

Source: ABS, Survey of Work in Selected Culture and Leisure Activities, April 2004, data available on request.

There were 2.0 million people who worked in culture and leisure activities in the 12 months before interview who stated that the activity was not related to a job held in the last week. Most of these activities were undertaken on a voluntary basis.

The most common types of cultural activities which formed part of the person's job were Writing (224,000 people), Design (215,700 people), Interactive content creation, such as designing web sites and computer games (110,600 people) and Computer art (96,200 people).

WORK IN CULTURE AND
LEISURE ACTIVITIES
SURVEY *continued*

5.5 PERSONS INVOLVED(a), By type of activity and whether part of job—12 months ending April 2004

Activity	Involvement part of job(s) held last week	Involvement not part of job(s) held last week	Total
Activity	'000	'000	'000
Heritage organisations	*9.4	52.7	62.2
Public art galleries	*10.8	32.7	43.5
Museums	*8.8	35.1	43.8
National parks and reserves	21.8	91.2	113.0
Zoos and aquariums	*3.3	12.5	15.9
Botanic gardens	*8.9	14.2	23.0
Libraries and archives	34.9	53.0	87.8
Writing	224.0	332.4	556.5
Publishing	86.8	75.3	162.2
Music - live performer	20.1	210.7	230.8
Music - no involvement as live performer	24.1	44.9	69.1
Performer arts - performer	15.4	257.3	272.7
Performing arts - no involvement as performer	38.0	113.2	151.2
Drawing	62.2	226.5	288.7
Painting	39.8	222.5	262.4
Sculpture	*10.4	51.2	61.5
Photography	73.1	227.1	300.1
Print-making	19.9	48.5	68.4
Computer art	96.2	190.1	286.3
Other visual art activities	10.0	37.8	47.8
Pottery and ceramics	*12.1	45.5	57.6
Textiles	14.0	130.3	144.3
Jewellery	*6.2	57.4	63.5
Furniture-making and wood crafts	29.4	175.2	204.5
Glass crafts	**0.9	26.0	27.0
Other craft activities	*13.0	109.2	122.1
Design	215.7	154.5	370.2
Radio	33.7	59.3	93.0
Television	41.2	35.0	76.2
Film production	21.2	53.7	74.9
Cinema and video distribution	*10.1	18.0	28.1
Interactive content creation	110.6	104.1	214.7
Fete organising	50.4	286.1	336.5
Teaching	61.1	122.1	183.2
Festival organising	53.9	198.3	252.2
Art and craft show organising	31.9	121.3	153.2
Government arts organisations and agencies	10.7	11.3	22.0

* estimate has a relative standard error of 25% to 50% and should be used with caution

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) Excludes people whose only involvement was in a hobby capacity.

Source: ABS, Survey of Work in Selected Culture and Leisure Activities, April 2004, data available on request.

VOLUNTARY WORK
SURVEY

Some cultural industries rely heavily on the activities of volunteers to assist their paid workforce. The 2000 Voluntary Work Survey defined a volunteer as someone who willingly gave unpaid help, in the form of time, services or skills, through a club, organisation or association. It found that about 32% of people in Australia aged 18 years and over undertook some sort of voluntary work in the 12 months before interview in 2000. Some 280,200 people (2% of the population) undertook voluntary work for heritage and arts organisations.

VOLUNTARY WORK
SURVEY *continued***5.6** PERSONS UNDERTAKING VOLUNTARY WORK FOR HERITAGE AND ARTS ORGANISATIONS—2000

	<i>Number of volunteers</i>	<i>Per cent of the population</i>
	'000	%
Males	117.1	1.7
Females	163.1	2.3
Persons	280.2	2.0

Source: CMC SWG, *Australia's Cultural Volunteers, 2000*, prepared for CMC SWG by the NCCRS of the ABS.

Some of the people undertaking voluntary work provided assistance to more than one heritage and arts organisation. Consequently, the total number of involvements in heritage and arts organisations (306,400) exceeded the total number of volunteers (280,200).

The most common type of involvement in heritage and the arts was with organisations involved in the Performing arts (102,600 involvements), which accounted for approximately one-third (34%) of the 306,400 involvements. There were 46,800 involvements in Other arts (e.g. with art festivals, art schools and art councils).

VOLUNTEER INVOLVEMENTS, By cultural industry
assisted—2000**5.7**

<i>Type of industry (a)</i>	<i>Number of volunteers</i>	<i>Percentage</i>
	'000	%
Performing arts	102.6	33.5
Museums, antiques and collectibles	*33.4	*10.9
Environmental heritage	*26.7	*8.7
Broadcasting, electronic media and film	*25.9	*8.5
Other arts	46.8	15.3
Other groups in the Heritage and Arts Divisions	71.0	23.2
Total involvements (b)	306.4	100.0

* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Grouped according to the Industry Classification of the Australian Culture and Leisure Classifications.

(b) As volunteers can work for a number of organisations, the number of involvements exceeds the number of volunteers.

Source: CMC SWG, *Australia's Cultural Volunteers, 2000*, prepared for CMC SWG by the NCCRS of the ABS

SERVICE INDUSTRY
SURVEYS

The Service Industry Surveys collect information from employers in selected cultural industries. Table 5.8 displays the number of employees in these industries. Care must be taken when interpreting these figures as different industries were surveyed in different years.

SERVICE INDUSTRY
SURVEYS *continued*

Of the industries surveyed in 2002–03, the largest employers were Film and video production (16,427 people) and Public libraries (12,471 people). Data from 1999–2000 show that the Video hire and Motion picture exhibition industries also employed large numbers of people, although they predominantly worked part-time or as casuals.

5.8 PERSONS EMPLOYED IN SELECTED CULTURAL INDUSTRIES

	Year	Full-time	Part-time and casual	Total
Film and video production	2002-03	6 785	9 531	(a) 16 427
Film and video distribution	1999-00	1 059	366	1 426
Motion picture exhibition	1999-00	1 196	8 026	(a) 9,282
Television services(b)				
Commercial free-to-air	2002-03	na	na	6 577
Pay television	2002-03	na	na	2 517
Music and theatre productions	2002-03	3 101	4 460	(a) 7 842
Performing arts venues	1999-00	1 451	3 698	5 149
Other services to the arts				
Festivals	2002-03	345	927	1 272
Libraries(c)				
Public libraries	2003-04	5 889	6 583	12 471
Archives	2003-04	na	na	811
Art and other museums	2003-04	4 291	3 252	(a) 7 543
Video hire	1999-00	2 026	8 267	(a) 11,034
Commercial art galleries	1999-00	389	586	1 409
Botanic gardens	1999-00	971	279	1 250

(a) Includes working proprietors and partners.

(b) Excludes public television broadcasters and community broadcasters.

(c) Excludes special libraries and libraries located in educational institutions.

Source: Source: ABS, Service Industries Surveys, various publications, 1999–2000, 2002–03, 2003–04 (cat. nos. 8559.0, 8560.0, 8561.0, 8562.0, 8563.0, 8651.0, 8654.0, 8679.0, 8697.0).

Many cultural industries are run as commercial operations and are exclusively staffed by paid employees. A few industries, however, rely heavily on the assistance of volunteers. The Service Industries Surveys found that 20,443 volunteers helped in the running of museums during June 2004 which was just under three times the number of people with paid employment in the industry at that time. Similarly, 6,853 people undertook voluntary work for Libraries during June 2004, or about two volunteers for every five people employed.

Some 2,548 people worked as volunteers in Music and theatre productions in June 2003 again giving a ratio of about two volunteers for every five persons employed. The 1,272 paid staff working on 176 performing arts festivals (of 2 days or more duration) during 2002-03 received assistance from 15,728 volunteers.

SERVICE INDUSTRY
SURVEYS *continued*

5.9 VOLUNTEERS IN SELECTED CULTURAL INDUSTRIES—June 2003
and June 2004

Music and theatre productions	
2002–03	2 548
Festivals	
2002–03	15 728
Public libraries	
2003–04	(a) 6 853
Art and other museums	
2003–04	20 443

(a) Excludes special libraries and libraries located in educational institutions.

Source: ABS, Service Industry Surveys, various publications, 2002–03 (cat. no. 8697.0) and 2003–04 (cat. nos. 8560.0 and 8561.0).

EMPLOYEE EARNINGS
AND HOURS

The earnings of wage and salary earners by occupation is available from an ABS survey conducted in May 2006. However, the information is not available at the detailed occupation level shown in the Census of Population and Housing. This survey showed that Artists and related professionals who worked as full-time employees (excluding those who were self-employed) worked an average of 38 hours per week and had weekly earnings of \$1038. Printing tradespersons also worked an average of 38 hours per week but had weekly earnings of \$948. By comparison, all wage and salary earners worked an average of 38 hours per week with earnings totalling \$989.

5.10 FULL-TIME ADULT NON-MANAGERIAL EMPLOYEES, Earnings
and hours(a)—May 2006

	Males		Females		Persons	
	\$	hours	\$	hours	\$	hours
Artists and related professionals	1 051	38	1 016	38	1 038	38
Printing tradespersons	977	38	763	38	948	38
All occupations	1 036	38	915	38	989	38

(a) Average weekly total earnings and hours paid for (ordinary time).

Source: ABS, Employee Earning and Hours, Australia, May 2006 (cat. no. 6306.0).

AUSTRALIAN NATIONAL
ACCOUNTS

A measure of the significance of an industry to the Australian economy is the value of its outputs compared with those of other industries and to the economy as a whole. The Australian National Accounts (ANA) provides a summary of the economic activity of the nation allowing such comparisons to be made. The ANA includes expenditure in Australia by businesses, governments and people from overseas.

Data from the ANA are available on both an industry basis (the value of output of firms in the industry) and a product basis (the value of commodities typically produced by the industry). The difference between the industry and product data arises because some firms produce products which are typically not made by firms in their industry.

The industries in the ANA are defined using the 1993 *Australian and New Zealand Standard Industrial Classification (ANZSIC)* (cat. no. 1292.0). The Classification combines industries into economically significant classes which are then the basis for statistical output.

For Australia, a significant industry class is one which has at least \$200m turnover in Australia or employs 3,500 people – based on 1989–90 information. Unfortunately, many individual cultural industries do not reach these limits and are therefore grouped with similar cultural industries. For example, those industries that employ painters, writers and playwrights are all grouped together, with several other similar activities, under a class entitled 'Creative arts'. Data are available for the combined group but not for the individual creative activities.

A small number of cultural goods and services have been excluded from the calculation of cultural output because they cannot be separately identified from non-cultural products.

The latest product data available are for the year 2001–02. These data show that the Australian production of cultural goods and services totalled \$48,557m.

The value of the output of the cultural industries was approximately the same as that of the Other construction industry (\$46,286m), the Scientific research, technical and computer services industry (\$43,551m), the Education industry (\$43,952m) and the Health services industry (\$43,928m).

In 2001–02, the value of Advertising services totalled \$11,512m, which was 24% of the total value of cultural goods and services produced in that year. Printing and services to printing accounted for 21% of the total value of output of cultural goods and services. Radio and TV station services was the only other cultural product which accounted for more than 10%.

AUSTRALIAN NATIONAL
ACCOUNTS *continued***6.1** PRODUCTION OF CULTURAL GOODS AND
SERVICES (a) (b) —2001–02

<i>Product item</i>	<i>Australian production</i>	<i>Percentage of total cultural goods and services produced</i>
	\$m	%
Publishing, recorded media and publishing		
Newspapers, printing or publishing	1 603	3.3
Magazines and bound periodicals publishing	720	1.5
Books, sheet music, maps, etc. publishing	938	1.9
Pre-recorded audio, video tapes, computer tapes or disks, compact disks and records, manufactured or published	1 210	2.5
Other income	154	0.3
Total	4 625	9.5
Motion picture, radio and television services		
Motion picture production	688	1.4
Film hiring services	75	0.2
Motion picture theatre services	820	1.7
Radio and TV station services	6 236	12.8
Pay TV services	2 187	4.5
Total	10 006	20.6
Libraries, museums and the arts		
Library, museum and art gallery services	1 061	2.2
Zoological and botanical gardens operation	920	1.9
Recreational parks and gardens operation	614	1.3
Music and theatre production operation	478	1.0
Creative arts services	1 095	2.3
Sound recording studios operation	106	0.2
Performing arts venue operation	1 103	2.3
Other services to the arts(c)	288	0.6
Total	5 665	11.7
Other cultural products		
Printing and services to printing	9 932	20.5
Television receiving sets production	27	0.1
Musical instruments (incl. parts and accessories) production	59	0.1
Architectural services	3 317	6.8
Advertising services	11 512	23.7
Commercial art and display services	2 044	4.2
Video hire	1 040	2.1
Photography services n.e.c.	330	0.7
Total	28 261	58.2
Total	48 557	100.0

(a) At basic values - the net price received by the producer (after deducting any indirect taxes).

(b) Excludes products produced by: the Recorded media manufacturing and publishing industry; the Book and magazine wholesaling industry; the Newspaper, book and stationery retailing industry; and the Recorded music retailing industry (details for these industries are not available separately).

(c) Includes casting agency operation and services to the arts n.e.c.

Source: ABS, Australian National Accounts: Input-Output Tables (Product Details), 2001–02 (cat. no. 5215.0.55.001).

The data in table 6.1 show the value of cultural goods and services produced in Australia. This is a gross measure which includes the value of output produced by other industries that are used by the cultural industries in producing their output.

For instance, the category Radio and TV station services includes the purchase of the rights to broadcast sport events which are the output of another industry (i.e. the Sport, recreation and gambling services industry).

AUSTRALIAN NATIONAL
ACCOUNTS *continued*

The value of an industry's output after deducting the value of goods and services used in producing them is termed 'value added'. This is equivalent to the return received by the factors of production (labour and capital).

This is a net measure of the size of the industry's output, and allows the production of different industries to be added together without the risk of double counting.

Value added data are only available on an industry basis, which is not as detailed as the product basis. Therefore, value added data are not available for all of the cultural products displayed in table 6.1, which shows only the value of production and the value added for those cultural industries which can be identified separately in the industry classification.

The value of the goods and services produced by the cultural industries for which value added data were available in 2001–02 was \$25,796m. The value added component of these cultural industries was \$10,225m, which indicates that 40% of the value of goods and services produced by the cultural industries was paid to factors of production (labour and capital). The remaining amount (\$15,571m or 60%) was paid to other industries for their output which was used in producing the cultural goods and services. These selected cultural industries account for 1.5% of Australia's Gross Domestic Product (GDP), in terms of value added.

6.2 OUTPUT AND VALUE ADDED, Selected cultural industries(a)—2001–02

Industry	Australian	Value
	production(b)	added
	\$m	\$m
Motion picture, radio and television services	10 043	3 229
Libraries, museums and the arts	5 874	2 498
Publishing, recorded media, etc.	9 879	4 498
Total for selected cultural industries(a)	25 796	10 225
Total for all industries	1 417 756	671 872

(a) Those for which value added data are available.

(b) These figures differ slightly from those that could be obtained by summing the relevant categories in the previous table. This table shows the value of output produced by firms belonging to this industry, whereas the previous table shows the value of products typically produced by this industry, regardless of whether they were produced by firms in this industry (the difference arises because some firms have non-core activities which belong to a different industry to their core activities).

Source: ABS, *Australian National Accounts: Input-Output Tables, 2001–02* (cat. no. 5209.0.55.001).

SERVICE INDUSTRIES
SURVEYS

ANA data are useful for making broad comparisons across industries to enable a picture to be drawn of the economic importance of the cultural sector. However, the ANA does not have detailed information on the operations of each of the cultural industries. Such information is available from a series of Service Industries Surveys (SIS) run over various years (1999–2000, 2002–03 and 2003–04).

SERVICE INDUSTRIES
SURVEYS *continued*

Most of these surveys included only employing businesses (unlike data for the ANA) and therefore do not reflect the activities of the whole industry. However, even though there are numerous businesses in Australia without employees, their overall contribution to economic activity is relatively small.

A 1995–96 study revealed that non-employing businesses in the cultural and recreational services industry division accounted for approximately three-quarters of all businesses but only 6% of operating income (*Source: ABS, Information Paper: The Expanded Use of Business Income Tax Data in ABS Economic Statistics*, cat. no. 5672.0).

Thus, the exclusion of businesses without employees does not affect the usefulness of the income or employment data collected by the Service Industries Surveys.

In 2002–03, businesses mainly engaged in Television services had an operating income of \$5,158.8m. Other cultural industries included in the Service Industries Surveys where income exceeded \$1,000m were Film and video production and Film and video distribution.

6.3 SELECTED CULTURAL INDUSTRIES (a), Income and value added

Industry	Year	OPERATING	VALUE
		INCOME	ADDED
	
		\$m	\$m
Film and video production	2002-03	1 596.6	668.2
Film and video distribution	1999-00	1 141.8	281.1
Motion picture exhibition(b)	1999-00	678.9	347.7
Television services	2002-03	5 158.8	1 460.2
Video hire industry	1999-00	595.2	281.9
Libraries and archives	2003-04	839.0	na
Museums	2003-04	919.4	na
Botanic gardens	1999-00	91.8	na
Music and theatre productions	2002-03	622.1	na
Performing arts venues	1999-00	315.9	86.0
Commercial art galleries	1999-00	131.8	na
Other services to the arts			
Performing arts festivals	2002-03	88.5	na
Other services to the arts	1999-00	709.8	50.5

na not available

(a) Excludes some parts of the cultural industries such as publishing and recorded media and the creative arts. Also excludes the income of non-employing businesses.

(b) Includes non-operating income.

Source: ABS, Service Industries Surveys (various publications), Australia, 1999–2000, 2002–03, 2003–04 (cat. nos. 8559.0, 8560.0, 8561.0, 8562.0, 8563.0, 8561.0, 8654.0, 8679.0, 8697.0).

When making comparisons between the different sources of data it is important to take into consideration differences in the scope and methodology of the surveys. Each data source provides information on different aspects of cultural production and what information is required will determine what data source to use.

ANA data should be used if making broad comparisons across industries or when trying to value the cultural sector as a whole to the economy. On the other hand, SIS data are more appropriate for examining a particular industry in detail.

SERVICE INDUSTRIES
SURVEYS *continued*

As the chapters in Part B of this report do not make comparisons across industries, SIS will be the primary data source.

INTRODUCTION

Overseas trade in goods and services may have an impact on Australian culture that extends well beyond its economic significance, as the imports of items such as films, music and books may influence the way Australians think and act.

The range of cultural goods and services included in the following tables is based on the culture and recreation product classification of the Australian Culture and Leisure Classifications (ACLC).

More detailed information about the ACLC and what items have been included is available in the CMC SWG publication *Australia's Trade in Culture 2000–01*, Appendix 1 (see the *List of references* for this publication for more detail).

TRADE IN CULTURAL
GOODS AND SERVICES

Australia continues to import more cultural goods and services than it exports overseas. In 2005–06, Australia earned \$965m through the provision of cultural goods and cultural and recreational services to the rest of the world, around a quarter of the value of cultural goods and services it received from overseas (\$5,048m).

7.1 TRADE IN CULTURAL GOODS AND SERVICES—2005–06

	<i>Cultural goods</i>	<i>Cultural and recreational services</i>	<i>Total</i>
.....			
VALUE (\$ m)			
Exports/credits	595	370	965
Imports/debits	3 844	1 204	5 048
.....			
PER CENT (%)			
Exports/credits	62	38	100
Imports/debits	76	24	100
.....			

Source: ABS, International Trade, Australia: FASTTRACCS Service - Electronic Delivery, 2007 (cat. no. 5466.0) and data available on request.

TRADE IN CULTURAL
GOODS

Exports of cultural goods in 2005–06 totalled \$595m, or 0.4% of all goods exported out of Australia, while cultural imports totalled \$3,844m, or 2.3% of all goods imported into Australia.

TRADE IN CULTURAL
GOODS *continued***7.2** TRADE IN CULTURAL GOODS—2005–06

	Cultural goods	All goods	Cultural goods as a percentage of all goods
	\$m	\$m	%
Exports	595.5	152 492.3	0.4
Imports	3 844.5	167 503.0	2.3

Source: ABS, *International Trade, Australia: FASTTRACCS Service - Electronic Delivery, 2007* (cat. no. 5466.0).

COMMODITIES TRADED

In 2005–06, about two-fifths (43%) of Australia's exports of cultural goods consisted of Printed books (\$115m), Paintings, drawings and pastels, executed entirely by hand (\$86m) and Discs for laser reading systems (\$56m).

The largest individual cultural commodity imported in 2005–06 was Analogue plasma screen colour televisions (\$407m), with the second largest being Digital colour televisions and receivers (\$364m).

7.3 TRADE IN CULTURAL GOODS, By product group—2005–06

	Imports	Exports	Excess of imports over exports
	\$m	\$m	\$m
<i>ACLC product group</i>			
Heritage services	45.6	23.2	22.4
Books, magazines, newspapers and other printed matter	930.0	237.6	692.5
Audio and video media	292.3	89.0	203.3
Radio and television receivers and apparatus for sound or video recording or reproduction	2 230.4	117.6	2 112.9
Exposed photographic and cinematographic media, and artistic works	179.3	117.1	62.2
Musical instruments and other performing arts equipment	155.2	11.1	144.1
Total	3 844.5	595.5	3 249.0

Source: ABS, *International Trade, Australia: FASTTRACCS Service - Electronic Delivery, 2007* (cat. no. 5466.0).

CULTURAL TRADE BY
COUNTRY

About two-fifths (43%) of Australia's cultural exports went to New Zealand (\$255m), with significant quantities also going to the United States of America (\$113m) and the United Kingdom (\$49m).

7.4 EXPORTS OF CULTURAL GOODS, By country and product group—2005–06

ACLIC PRODUCT GROUP(a)

	Heritage services	Books, magazines, etc.	Audio and video media	Radios, TVs, etc.	Exposed film and artistic works	Musical instruments etc.	Total
	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Canada	—	2.8	0.4	0.5	1.0	0.1	4.7
China	4.0	0.7	0.4	5.3	0.9	1.3	12.5
Fiji	—	2.9	0.2	2.4	—	0.4	5.9
Germany	0.1	0.5	0.5	2.6	1.5	0.2	5.4
Hong Kong	2.6	2.9	4.4	8.0	4.3	—	22.2
Japan	0.1	1.5	2.0	2.7	2.9	0.5	9.7
Korea, Republic of	—	0.9	0.2	6.4	3.2	0.1	10.9
Malaysia	—	1.9	0.1	4.6	0.6	—	7.2
Netherlands	—	0.9	1.7	0.7	0.7	0.1	4.1
New Zealand	1.3	158.2	52.7	32.2	6.3	4.5	255.3
Papua New Guinea	—	2.9	0.1	0.7	—	—	3.8
Singapore	0.4	12.3	2.0	6.8	2.6	0.1	24.1
South Africa	—	5.2	0.9	0.9	0.6	—	7.6
Taiwan	0.2	0.6	1.8	5.3	2.4	—	10.4
Thailand	—	1.6	0.4	1.6	0.1	—	3.7
United Kingdom	6.9	15.3	3.9	4.7	17.9	0.7	49.3
United States of America	6.0	18.5	12.4	12.6	61.9	2.0	113.4
Other countries	1.6	8.1	4.9	19.7	10.0	1.1	45.3
Total	23.2	237.6	89.0	117.6	117.1	11.1	595.5

— nil or rounded to zero (including null cells)

Source: ABS, *International Trade, Australia: FASTTRACCS Service*

(a) The descriptions of the ACLIC product groups shown have been abbreviated for space reasons.

- *Electronic delivery, 2007* (cat. no. 5466.0).

CULTURAL TRADE BY
COUNTRY *continued*

Australia imported \$946m of cultural goods from China in 2005–06, with the bulk of this (82%) comprising Radio and television receivers and audio and video equipment such as CD players. Imports from the Republic of Korea totalled \$478m while imports from the United Kingdom totalled \$463m and from the United States totalled \$436m.

7.5 IMPORTS OF CULTURAL GOODS, By country and product group—2005–06

ACLC PRODUCT GROUP(a)

	Heritage services	Books, magazines, etc.	Audio and video media	Radios, TVs, etc.	Exposed film and artistic works	Musical instruments etc.	Total
	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Austria	0.1	0.6	30.6	0.6	0.3	0.5	32.6
Canada	0.3	5.3	2.5	3.3	0.9	1.3	13.7
China	3.1	98.4	5.5	(b) 774.4	17.3	46.7	(b) 946.4
Denmark	—	2.4	0.2	17.8	0.1	0.2	20.7
France	6.7	4.7	3.8	4.1	8.2	3.0	30.6
Germany	0.8	13.1	14.7	20.3	5.3	8.1	62.7
Hong Kong	2.0	64.9	5.7	33.2	0.7	1.0	107.4
India	0.4	2.7	0.4	2.5	2.4	0.3	8.7
Indonesia	1.3	3.2	6.7	57.3	0.8	12.7	82.6
Ireland	—	1.0	7.5	0.2	—	—	8.9
Italy	0.4	15.6	2.3	3.2	3.6	2.1	27.1
Japan	0.5	7.1	7.7	324.6	1.4	26.8	369.0
Korea, Republic of	—	4.6	0.5	465.7	0.8	6.1	478.1
Malaysia	—	7.9	1.0	(b) 182.5	0.1	0.1	(b) 191.6
Mexico	—	0.1	0.9	23.4	0.1	1.2	25.6
Netherlands	0.4	1.6	9.0	1.1	0.6	0.7	16.1
New Zealand	1.2	16.2	5.3	2.7	5.5	0.1	31.9
Philippines	0.1	0.9	0.3	31.3	0.1	—	32.6
Singapore	—	67.8	49.0	(b) 30.8	0.5	0.2	(b) 148.3
South Africa	0.1	1.7	0.2	11.4	0.3	—	13.8
Spain	—	2.2	0.3	0.5	0.5	0.5	3.9
Sweden	0.2	1.8	0.7	1.3	0.1	0.2	4.3
Switzerland	1.1	3.6	0.6	5.1	1.5	0.2	12.0
Taiwan	—	3.3	14.5	67.3	0.2	7.4	92.9
Thailand	—	5.1	5.9	(b) 64.1	2.3	0.4	(b) 79.0
Turkey	0.1	0.2	—	5.8	—	0.2	6.3
United Kingdom	21.7	321.8	56.7	14.2	45.7	2.3	462.5
United States of America	2.1	263.1	51.8	55.4	30.4	30.4	435.7
Other countries	3.1	9.4	8.0	26.4	49.7	2.4	99.2
Total	45.6	930.0	292.3	2 230.4	179.3	155.2	3 844.5

— nil or rounded to zero (including null cells)

(a) The descriptions of the ACLC groups shown have been abbreviated for space reasons.

(b) Excludes imports of certain size television receivers (these data are confidential).

Source: ABS, *International Trade, Australia: FASTTRACCS Service - Electronic Delivery*, 2007 (cat. no. 5466.0).

CULTURAL TRADE BY COUNTRY *continued*

Exports of cultural goods have increased since 1999–2000, with the value of exports in 2005–06 (\$596m) being 55% higher than in 1999–2000. The product group showing the largest increase over this time was Books, magazines etc. which increased from \$166m in 1999–2000 to \$238m in 2005–06. Some of this increase may be due to inflation rather than increases in production. The value of Heritage services exports decreased over this time from \$37m in 1999–2000 to \$23m in 2005–06.

CULTURAL TRADE BY
COUNTRY *continued***7.6** EXPORTS OF CULTURAL GOODS, By product group(a)—1999–
2000 to 2005–06

	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
<i>ACLIC product group</i>	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Heritage services	36.7	33.5	32.6	18.8	27.2	29.9	23.2
Books, magazines etc.	165.9	174.8	214.7	244.6	248.9	253.2	237.6
Audio and video media	44.4	67.1	85.2	100.2	95.8	101.5	89.0
Radios, TVs, etc.	65.8	100.6	107.2	101.9	126.5	158.6	117.6
Exposed film and artistic works	63.6	98.9	95.3	100.2	103.2	79.4	117.1
Musical instruments etc.	8.3	7.7	8.7	10.4	9.6	10.4	11.1
Total	384.6	482.8	543.8	576.2	611.3	633.0	595.5

(a) The descriptions of the ACLIC groups shown have been abbreviated for space reasons - see table 7.3 for full descriptions.

Source: ABS, *International Trade, Australia: FASTTRACCS Service - Electronic Delivery, 2007* (cat. no. 5466.0).

The value of imports of cultural goods increased by 34% between 1999–2000 and 2005–06. The growth varied by commodity – Radios, TVs, etc. increased by 59% over this period while the value of commodities in the product group Heritage services actually declined by 50%. This included antiques and botanical or zoological items.

7.7 IMPORTS OF CULTURAL GOODS, By product group(a)—1999–
2000 and 2005–06

	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
<i>ACLIC product group</i>	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Heritage services	92.0	46.5	44.3	46.4	48.5	59.2	45.6
Books, magazines etc.	916.4	925.8	946.2	938.3	908.6	931.5	930.0
Audio and video media	217.9	210.3	221.2	326.9	292.6	280.9	292.3
Radios, TVs, etc.	1 400.0	1 717.6	1 719.7	1 790.8	1 840.8	1 927.5	2 230.4
Exposed film and artistic works	134.4	115.0	82.3	105.0	94.6	113.1	179.3
Musical instruments etc.	107.7	103.5	123.5	127.2	140.7	146.8	155.2
Total	2 878.9	3 130.3	3 146.6	3 345.4	3 336.6	3 470.4	3 844.5

(a) The descriptions of the ACLIC groups shown have been abbreviated for space reasons - see table 7.3 for full descriptions.

Source: ABS, *International Trade, Australia: FASTTRACCS Service - Electronic Delivery, 2007* (cat. no. 5466.0).

TRADE IN SERVICES

The previous section provided information on trade in cultural goods (i.e. movable goods that cross Australia's customs frontier). While this is a major part of Australia's cultural trade with other countries, trade in services also contributes to Australia's trade in culture and recreation.

The term 'credits' is used to refer to services rendered by Australians to the rest of the world and the term 'debits' to describe services provided by the rest of the world to Australians.

TRADE IN SERVICES

continued

Most of Australia's trade in services relates to international transport, travel, education and business services. Trade in cultural services (including music royalties) is relatively small in value and therefore parts of it have been combined with recreational services and health and medical services in the collection and output of data. Trade in this broader category (referred to as cultural and recreational services in the remainder of this chapter)—rather than just cultural services—is discussed here.

Australia earned \$370m from cultural and recreational services in 2005–06, approximately 0.9% of its total earnings from services in that year. This figure has remained relatively constant over recent years, with the exception of 2000–01 when the inclusion of television rights to the Sydney 2000 Olympic and Paralympic Games boosted it to about 4.6%.

Australia paid \$1,204m to other countries for cultural and recreational services in 2005–06, with Audiovisual and related services accounting for 72% of that total, and music royalties a further 18%. This represented 2.9% of all Australia's payments for services in that year.

7.8 TRADE IN CULTURAL AND RECREATIONAL SERVICES—1999–2000 to 2005–06

	1999–2000	2000–01	2001–02	2002–03	2003–04	2004–05	2005–06
	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Service credits (earnings)							
Audiovisual and related services	217	(a) 1 460	127	211	205	149	215
Music Royalties	61	74	58	70	42	48	41
Other cultural and recreational services(b)	87	109	153	136	88	56	114
Total services provided	365	1 643	338	417	335	253	370
Service debits (payments)							
Audiovisual and related services	721	674	777	732	776	867	869
Music Royalties	235	262	266	244	209	255	213
Other cultural and recreational services(b)	77	97	93	98	130	142	122
Total services received	1 033	1 033	1 136	1 074	1 115	1 264	1 204

(a) Includes \$1,025m associated with the broadcast rights for the Sydney 2000 Olympic and Paralympic Games.

(b) Includes health and medical services.

Source: ABS, Balance of Payments and International Investment Position, Australia, various issues (cat. no. 5302.0) and data available on request.

For Audiovisual and related services, Australia's largest earnings came from the sale of television programs. In 2005–06, television program sales amounted to \$129m.

Television programs also accounted for the bulk of the \$869m of payments Australia made for Audiovisual and related services, amounting to \$539m in 2005–06. Payments for the right to use videotapes totalled \$225m.

7.9 AUDIOVISUAL AND RELATED SERVICES, By type—1999–2000 to 2005–06

	1999–2000	2000–01	2001–02	2002–03	2003–04	2004–05	2005–06
	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Credits (earnings)							
Theatrical films	26	9	np	22	13	3	6
Television programs - Sydney Olympic Games	—	1 025	—	—	—	—	—
Television programs - other	134	81	93	89	130	94	129
Video tapes	np	6	2	8	6	3	1
Total credits(a)	217	1 460	127	211	205	149	215
Debits (payments)							
Theatrical films	144	85	90	80	76	78	85
Television programs	444	456	532	481	526	610	539
Video tapes	125	111	146	159	170	170	225
Total debits(a)	721	674	777	732	776	867	869

— nil or rounded to zero (including null cells)

np not available for publication but included in totals where applicable, unless otherwise indicated

(a) Includes Multimedia and Other (not separately identified).

Source: ABS, Balance of Payments and International Investment Position, data available on request.

INTRODUCTION

Museums are generally engaged in the acquisition, conservation and exhibition of culturally significant objects. The Australian Culture and Leisure Classifications (ACLC) groups museums into two categories: Art museums (i.e. public art galleries); and Other museums – the latter a more diverse group which encompasses natural science, applied science, history and transport museums and Indigenous keeping places, amongst others.

This chapter draws together information from the ABS' attendance and industry surveys and from its Census of Population and Housing to provide some details of the use of museum services and the operations of museums. Supplementary data has been obtained from the Australian Heritage Council.

ATTENDANCE

According to the 2005–06 ABS Survey of Attendance at Selected Cultural Venues and Events a total of 7.2 million people aged 15 years and over (45% of the population) visited art galleries or other museums in the 12 months before being interviewed. Females recorded higher attendance rates than males for both types of institution.

ATTENDANCE *continued***8.1** ATTENDANCE AT MUSEUMS, In previous 12 months—By selected characteristics—2005–06

	NUMBER			ATTENDANCE RATE		
	<i>Art galleries</i>	<i>Other museums</i>	<i>Total(a)</i>	<i>Art galleries</i>	<i>Other museums</i>	<i>Total(a)</i>
	'000	'000	'000	%	%	%
Sex						
Males	1 570.6	1 713.6	3 284.2	19.9	21.7	41.6
Females	2 060.2	1 898.3	3 958.5	25.4	23.4	48.8
Age group (years)						
15–17	188.9	206.5	395.4	23.1	25.2	48.3
18–24	340.2	303.9	644.1	17.6	15.7	33.3
25–34	624.2	656.2	1 280.4	22.5	23.6	46.1
35–44	691.1	804.7	1 495.8	23.4	27.2	50.6
45–54	740.5	698.1	1 438.6	26.6	25.1	51.7
55–64	572.4	552.3	1 124.7	25.8	24.9	50.7
65–74	297.6	265.6	563.2	21.5	19.2	40.7
75 and over	175.8	124.7	300.5	15.6	11.0	26.6
State or Territory						
New South Wales	1 118.6	1 145.0	2 263.6	20.8	21.3	42.1
Victoria	963.9	841.8	1 805.7	23.9	20.9	44.8
Queensland	677.7	670.2	1 347.9	22.0	21.7	43.7
South Australia	293.7	329.0	622.7	24.0	26.9	50.9
Western Australia	355.8	345.7	701.5	22.8	22.2	45.0
Tasmania	91.7	117.9	209.6	24.0	30.8	54.8
Northern Territory	28.8	42.4	71.2	25.9	38.2	64.1
Australian Capital Territory	100.6	120.0	220.6	39.7	47.3	87.0
Total	3 630.7	3 611.9	7 242.6	22.7	22.6	45.3

(a) The total is less than the sum of the components as some people visited both types of museums.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

Most people (63%) who attended art galleries had been there once or twice in the 12 months before interview, as had about three-quarters (75%) of those who visited other museums.

8.2 FREQUENCY OF ATTENDANCE AT MUSEUMS, In previous 12 months—2005–06

	NUMBER		ATTENDANCE RATE	
	<i>Art galleries</i>	<i>Other museums</i>	<i>Art galleries</i>	<i>Other museums</i>
	'000	'000	%	%
Once	1 325.5	1 820.2	36.5	50.4
Twice	973.4	892.7	26.8	24.7
3 times	441.3	344.0	12.2	9.5
4 times	258.0	170.6	7.1	4.7
5 times	128.3	87.0	3.5	2.4
6–10 times	291.4	203.8	8.0	5.6
11–20 times	153.3	53.0	4.2	1.5
21 times or more	59.6	40.7	1.6	1.1
Total	3 630.7	3 611.9	100.0	100.0

Source: ABS, *Attendance at Selected Cultural Venues and Events, Australia, 2005–06* (cat. no. 4114.0).

ATTENDANCE *continued*

While the 'Attendance Survey' provides information on the type of people who attend a museum and an indication of how often they go, it is unable to give a figure for the total number of admissions.

As the survey only obtained information about Australian residents aged 15 years or over, some groups were excluded from the data collection such as tourists from overseas and younger age groups.

Further, as respondents were asked to indicate their frequency of attendance from a set of ranges, for example, 6–10 times, 11–20 times, 21 times or more etc. it is not possible to accurately calculate the exact number of visits.

However, an estimate of the number of admissions can be obtained from a survey of museums conducted in 2003–04.

The survey found that there were 31.2 million admissions during the year, of which about two thirds (66%) were free of charge. Art galleries accounted for almost two fifths (37%) of all admissions.

8.3 MUSEUM ADMISSIONS, During the year ended 30 June 2004

	OTHER MUSEUMS				
	<i>Art galleries</i>	<i>Social history museums</i>	<i>Historic properties/sites</i>	<i>Natural, science and other museums</i>	<i>Total</i>
	'000	'000	'000	'000	'000
Paid	1 546.3	4 025.5	2 798.9	2 188.9	10 559.5
Free	*9 934.6	5 801.0	*1 988.3	*2 906.7	20 630.6
Total	*11 480.9	9 826.5	4 787.1	5 095.6	31 190.1

* estimate has a relative standard error of 25% to 50% and should be used with caution
Source: ABS, *Museums, Australia, 2003–04* (cat. no. 8560.0).

ORGANISATIONS

The 2003–04 ABS Survey of Museums defined a museum as an establishment which is involved in acquiring, conserving, researching into, communicating and exhibiting material evidence of people, their culture and environment for the purposes of study, education and enjoyment by the general public. The scope of the 2003–04 Museums Survey was employing and non-employing businesses and organisations that were mainly engaged in the operation of museums and art galleries. The scope also included other museums/galleries registered as having a collection with Australian Museums and Galleries OnLine (AMOL). The scope excluded organisations mainly engaged in the operation of botanic gardens; herbariums; zoological gardens; aquariums; observatories and planetariums; public libraries; and science centres.

In June 2004, there were 1,329 museum establishments operating in Australia. Of these, 12% were Art galleries, and the remaining 88% were classified as Other museums. Historic properties which were being conserved for their historic, scientific, aesthetic, social or architectural value were considered to be part of this Other museums category.

ORGANISATIONS

*continued***8.4** NUMBER OF MUSEUM ESTABLISHMENTS—June 2004

	<i>Number</i>	<i>Per cent</i>
	no.	%
Art galleries	160	12.0
Other museums		
Social history museums	673	50.6
Historic properties or sites	381	28.7
Natural, science and other museums	116	8.7
Total	1 169	88.0
Total	1 329	100.0

Source: ABS, *Museums, Australia, 2003–04* (cat. no. 8560.0).

MUSEUM ARTEFACTS,
ARTWORKS AND OBJECTS

According to the 2003–04 Survey of Museums, museums held a total of 55 million museum objects and artworks. Of these, about 5% were held by art galleries, 3% by historic properties, 18% by social history museums and 74% by natural, science and other museums. Museums which had 20 or more employees held 84% of these 55 million objects, with approximately 3% of the objects on display.

FINANCIAL DATA

The 2003–04 ABS Survey of Museums found that the total income in the 2003–04 financial year for the 1,329 museums establishments in Australia was \$919.4m. About two-thirds (68%) of this income was provided by government, with the bulk of the balance made up by fundraising (\$89m), admissions (\$56m) and sales of goods (\$50m).

Labour costs accounted for \$320.4m of museum expenses in 2003–04, which was two fifths (40%) of total outgoings. Wages and salaries (\$277.1m) made up 86% of labour costs. During the year, museums also spent \$32.3m on exhibition and display development costs.

8.5 MUSEUM ESTABLISHMENTS, Income and expenses—2003–04

	OTHER MUSEUMS				<i>Total</i>
	<i>Art galleries</i>	<i>Social history museums</i>	<i>Historic properties/sites</i>	<i>Natural, science and other museums</i>	
	\$m	\$m	\$m	\$m	\$m
Income					
Government funding	200.4	193.0	47.9	186.7	628.0
Admissions income	8.8	20.2	18.1	8.9	55.9
Fund raising	62.0	12.5	6.8	7.7	89.0
Other income	53.7	33.7	24.6	34.3	146.5
Total	324.9	259.4	97.5	237.6	919.4
Expenses					
Wages and salaries	99.1	91.5	39.6	90.1	320.4
Other expenses	166.4	138.3	41.0	144.2	489.9
Total	265.5	229.7	80.6	234.4	810.3

Source: ABS, *Museums, Australia, 2003–04* (cat. no. 8560.0).

FINANCIAL DATA

continued

A more recent data collection which focuses solely on government funding for cultural activities, found that the Australian Government provided \$46.3m to art galleries and a further \$182.1m to other museums in 2003–04. State and territory governments contributed a total of \$472.4m to art galleries and other museums.

While local governments also provide considerable cultural funding, there was no recent data available on the specific amounts committed to museums.

It should be noted that the government funding collection adopted a broader definition of art galleries and other museums, therefore its data are not directly comparable to those obtained from the Survey of Museums.

8.6 CULTURAL FUNDING BY GOVERNMENT, Museums—2003–04

	<i>Australian Government</i>	<i>State and Territory Governments</i>	<i>Total</i>
	\$m	\$m	\$m
Art galleries	46.3	170.7	217.0
Other museums	182.1	301.7	483.8
Total	228.4	472.4	700.8

Source: ABS, *Cultural Funding by Government, Australia, 2003–04* (cat. no. 4183.0).

EMPLOYMENT

This section covers employment in the museums sector using information drawn from three sources – the 2003–04 ABS Survey of Museums, the April 2004 ABS Survey of Work in Selected Culture and Leisure Activities, and the 2001 Census of Population and Housing. When making comparisons between these sources, it is important to take into consideration the different scope and reference periods of each. Further information on how the data sources differ can be found in Chapter 5.

Survey of Museums

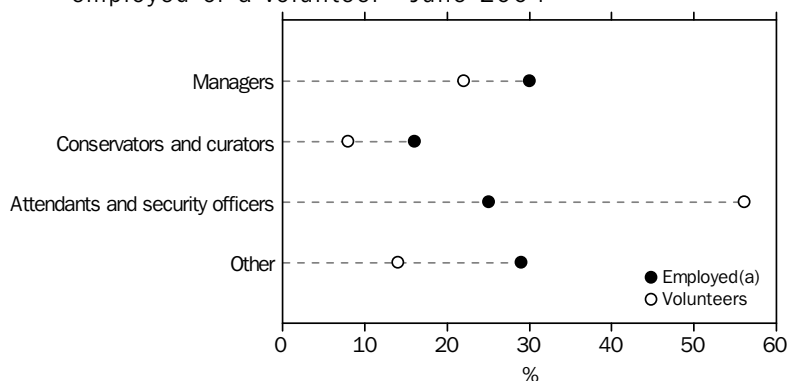
According to the 2003–04 Survey of Museums, there were 7,624 people employed in museums during the last pay period in June 2004. Of these, 2,081 (27%) worked for art galleries, 1,298 (17%) worked for historic properties, 2,434 (32%) worked for social history museums and 1,811 (24%) worked for natural, science and other museums.

Information on volunteers was collected as an 'end-of-June 2004 snapshot', whereas information about employees was collected during the last pay period in June 2004.

This survey also found that 20,443 people worked as volunteers for museums during the month of June 2004. Over half the volunteers (56%) were involved as museum or gallery attendants and security officers. They were less likely to be involved in managerial, administrative, research, collection management and conservation activities.

Survey of Museums
continued

8.7 MAIN TYPE OF WORK UNDERTAKEN IN MUSEUMS, By whether employed or a volunteer—June 2004



(a) Includes people paid by related organisations.

Source: ABS, *Museums, Australia, 2003–04* (cat. no. 8560.0).

Census of Population and Housing

The 2001 Census of Population and Housing presented a different perspective, with its focus on 5,419 people who nominated working in the museums industry as their main job (i.e. where they worked the most hours) in the week before Census Night in August 2001. Of these, 34% were employed in cultural occupations such as museum and gallery attendants, curators, conservators or technicians. The 66% of museum employees not in cultural occupations included specialist managers, project and program administrators, security officers, general clerks, tour guides and education officers.

The Census identified an additional 969 people working in a museum-related occupation, but not in a museum (e.g. a conservator working in a library). There were 302 Museum and gallery attendants, 317 Museum and gallery curators, 252 Conservators, and 98 Museum and gallery technicians working in other industries. Almost 60% of persons working in these selected museum-related positions were female.

8.8 PERSONS EMPLOYED IN MUSEUMS INDUSTRY(a), By occupation—August 2001

	Number	%
Cultural occupations		
Museum and gallery attendants	562	10.4
Museum and gallery curators	528	9.7
Conservators	152	2.8
Museum and art gallery technicians	121	2.2
Historians	33	0.6
Other cultural occupations	447	8.2
<i>Total cultural occupations</i>	<i>1 843</i>	<i>34.0</i>
Other occupations		
Tour guides	139	2.6
Education officers	110	2.0
Other (includes not stated)	3 327	61.4
<i>Total other occupations</i>	<i>3 576</i>	<i>66.0</i>
Total all occupations	5 419	100.0

(a) In their main job in the week before Census Night.

Source: ABS, *Census of Population and Housing, 2001*, data available on request.

Work Survey

The April 2004 ABS Survey of Work in Selected Culture and Leisure Activities provided yet another perspective, examining 'work involvement' in Museums over a longer period. It included persons who had undertaken paid work in a museum as part of their main job, as well as those whose cultural work involvement was part of a second job or undertaken in a voluntary capacity (i.e. unpaid).

The survey showed that there were 43,500 people aged 15 years and over with a work involvement in art galleries and 43,800 in other museums. About one-quarter of these people received some payment for their involvement.

The reference period for this survey was the 12 months prior to interview, making it more likely to capture those persons working in a cultural occupation on an irregular basis than either the one-week reference period used in the census, or the 'end-of-June 2004 snapshot' provided by the Museums Survey.

**HISTORIC AND
INDIGENOUS PLACES**

Australia's cultural heritage is not confined to museums and the objects they hold. A considerable number of places of cultural or heritage value are recorded on the Register of the National Estate. The National Estate is defined as 'those places, being components of the natural environment of Australia, or the cultural environment of Australia, that have aesthetic, historic, scientific or social significance or other special value for future generations as well as for the present community'.

8.9 REGISTER OF THE NATIONAL ESTATE (a), Number of places—30 June 2003

Type	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT(b)	Aust.(c)
Historic places	3 143	2 465	740	1 209	971	1 211	157	199	10 137
Natural environment places	521	386	329	391	373	271	73	30	2 399
Indigenous places	222	111	157	153	75	77	107	30	932
Total numbers of places listed	3 886	2 962	1 226	1 753	1 419	1 559	337	259	13 468

(a) Includes both registered and interim listed places.

Source: Australian Heritage Commission, *Annual Report, 2002–03* (online).

(b) Includes Jervis Bay.

(c) Includes external territories.

The Register of the National Estate had a total of 10,137 historic places recorded on 30 June 2003, which included 2,624 residential buildings, 933 religious places and 500 hotels, motels and inns. The number of historic places on the Register had increased by 11% (1,007) in the six years to June 2003.

8.10 HISTORIC PLACES ON THE REGISTER OF THE NATIONAL ESTATE (a)—30 June 2003

Type	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT(b)	Aust.(c)
Residential buildings	783	847	136	267	202	357	18	10	2 624
Religion	272	209	80	148	64	141	4	13	933
Farming and grazing	235	252	28	51	71	206	10	34	891
Retail and wholesale	186	106	54	72	122	77	3	4	625
Hotels, motels and inns	165	80	33	67	65	79	3	8	500
Law and enforcement	215	85	26	53	37	30	10	5	461
Education	142	76	25	57	44	38	1	15	398
Urban area	164	44	13	38	24	25	4	12	328
Government and administration	84	61	21	26	23	29	3	13	263
Recreation and entertainment	68	79	22	37	25	15	1	10	258
Parks, gardens and trees	87	58	12	29	24	15	9	17	251
Other	742	568	290	364	270	199	91	58	2 605
Total	3 143	2 465	740	1 209	971	1 211	157	199	10 137

(a) Includes both registered and interim listed places.

Source: Australian Heritage Commission, *Annual Report, 2002–03* (online).

(b) Includes Jervis Bay.

(c) Includes external territories.

HISTORIC AND
INDIGENOUS PLACES
continued

At 30 June 2003, there were 932 Indigenous places recorded on the Register of the National Estate, which included 213 Aboriginal art sites, 108 Aboriginal site complexes and 101 Aboriginal occupation sites. The number of Indigenous places on the Register increased by 44 (5%) in the six years to June 2003.

8.11 ABORIGINAL AND TORRES STRAIT ISLANDER PLACES ON THE REGISTER OF THE NATIONAL ESTATE (a) (b)—30 June 2003

Type	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT(c)	Aust.(d)
Aboriginal art site	70	17	34	42	25	5	18	2	213
Places of significance to Aboriginal people	25	6	14	23	9	2	51	3	133
Aboriginal site complex	18	4	17	17	16	13	23	—	108
Aboriginal occupation site	17	8	10	24	9	27	4	2	101
Aboriginal shell midden	15	17	16	5	—	17	—	—	70
Aboriginal modified trees	23	8	9	2	2	—	1	19	64
Aboriginal stone arrangements	9	4	26	8	3	3	—	1	54
Aboriginal historic or contact site	15	10	2	8	5	1	8	—	49
Aboriginal quarries	3	7	7	9	3	5	—	1	35
Aboriginal burials/cemeteries/graves	10	13	2	1	2	3	1	—	32
Other	17	17	20	14	1	1	1	2	73
Total numbers of places listed	222	111	157	153	75	77	107	30	932

— nil or rounded to zero (including null cells)

(c) Includes Jervis Bay.

(a) Includes both registered and interim listed places.

(d) Includes external territories.

(b) Most of the places listed on the Register encompass a number of Aboriginal sites.

Source: Australian Heritage Commission, *Annual Report, 2002–03* (online).

There were also 2,399 natural environment places on the Register of the National Estate at 30 June 2003, which are discussed in greater detail in Chapter 9 of this publication.

More comprehensive statistics on the types of places on the Register of the National Estate can be found in the annual reports of the Australian Heritage Council, and on their website www.ahc.gov.au.

INTRODUCTION

This chapter brings together available data on environmental heritage, which, for the purpose of this publication covers nature parks and reserves, zoological parks and aquariums, and botanic gardens. While recent data are available on people's attendance and work involvement in areas of environmental heritage, little exists on the economic activity of the organisations which operate and maintain nature, zoological and botanic parks and reserves.

Apart from details on government funding of these activities, which is collected annually by the ABS, the most recent data on the activity of botanic gardens organisations comes from a survey conducted in 1999–2000. However, it is necessary to go back to 1996–97 for details on organisations responsible for nature parks and reserves and zoological parks and aquariums.

Some data from the 1999–2000 botanic gardens survey is presented here, while data from the 1996–97 surveys of nature parks and reserves, and zoological parks and aquariums is available through the ABS website.

ATTENDANCE

Nature parks and reserves

Nature parks and reserves include Australia's national parks and other protected areas of land or sea especially dedicated to the protection of biodiversity and other natural and cultural resources.

Australia has over 1,500 World Heritage Areas, and national and state parks and reserves which are managed by the Australian Government and each of the state governments. The area covered extends beyond Australia's coastline to include marine protected areas up to three nautical miles out to sea as well as national parks on the Cocos (Keeling), Christmas and Norfolk Islands.

More than 7.8 million Australians (52%) aged 18 years and over visited a World Heritage Area, national or state park in the twelve months prior to March 2004, according to a survey conducted by the ABS.

A similar survey conducted in 2001 and 1998 reported a 54% attendance rate of Australians visiting these areas. Residents of the Northern Territory recorded the highest attendance rate (61%) and South Australians the lowest (49%).

Nature parks and reserves
continued

9.1 ATTENDANCE AT NATURE PARKS(a), By state and territory—2004(b)

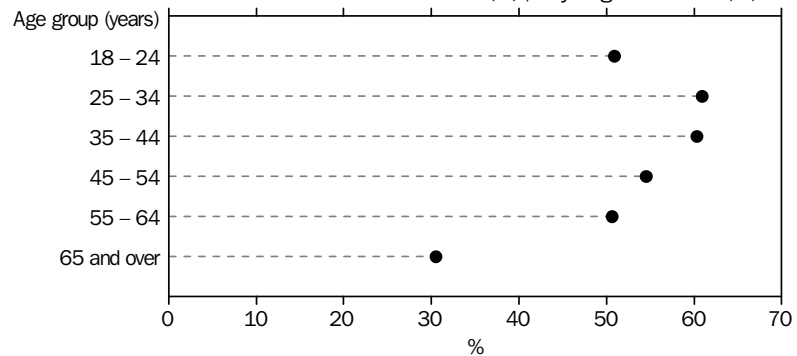
	Number	Attendance rate
	'000	%
New South Wales	2 498.0	49.6
Victoria	1 937.8	51.0
Queensland	1 538.3	53.9
South Australia	565.0	48.8
Western Australia	893.9	60.3
Tasmania	201.3	56.4
Northern Territory	63.5	60.9
Australian Capital Territory	135.2	57.2
Australia	7 832.9	52.1

- (a) Includes world heritage parks and state parks.
- (b) Twelve months before interview in 2004.

Source: ABS, *Environmental Issues: People's Views and Practices, March 2004* (cat. no. 4602.0).

The survey found that Australians aged 25-44 years, and couple households with dependent children were the most likely to visit a World Heritage Area, national or state park.

9.2 ATTENDANCE AT NATURE PARKS(a), By age—2004(b)

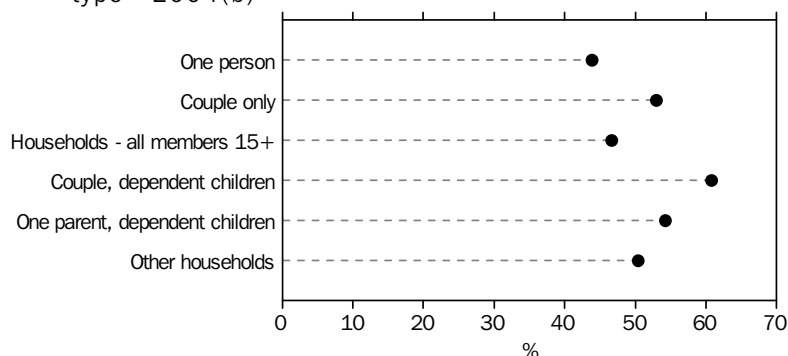


- (a) Includes World Heritage Areas, national and state parks.
- (b) Twelve months before interview in 2004.

Source: ABS, *Environmental Issues: People's Views and Practices, March 2004* (cat. no. 4602.0).

Nature parks and reserves
continued

9.3 ATTENDANCE AT NATURE PARKS (a), By household type—2004 (b)



(a) Includes World Heritage Areas, national and state parks.
(b) Twelve months before interview in 2004.

Source: ABS, *Environmental Issues: People's Views and Practices, March 2004* (cat. no. 4602.0).

Zoological parks and
Botanic gardens

Zoological parks and aquariums are primarily engaged in the breeding, preservation, study and display of native and/or exotic fauna in captivity, and are accessible to the general public. Similarly, botanic gardens have been established to collect, study, exchange and display plants for research and for the education and enjoyment of the public.

In 2005–06, the ABS conducted a survey to determine attendance at Zoological parks and Botanic gardens. Almost 5.4 million Australians aged 15 years and over visited a Botanic garden, and around 5.7 million visited a Zoological park in the twelve months prior to being interviewed between July 2005 and June 2006.

Residents of Western Australia had the highest attendance rates for Zoological parks (43%) while Australian Capital Territory residents recorded the highest attendance rates for Botanic gardens (44%).

Zoological parks and
Botanic gardens
continued

9.4 ATTENDANCE AT ZOOLOGICAL PARKS AND BOTANIC GARDENS (a), By State and Territory—2005–06(b)

	ZOOLOGICAL PARKS (a)		BOTANIC GARDENS	
	Number	Attendance rate	Number	Attendance rate
	'000	%	'000	%
New South Wales	1 780.0	33.2	1 517.7	28.3
Victoria	1 489.5	37.0	1 479.9	36.7
Queensland	1 023.4	33.2	1 146.7	37.2
South Australia	463.7	37.9	446.8	36.5
Western Australia	677.6	43.4	520.8	33.4
Tasmania	120.9	31.6	123.4	32.3
Northern Territory	39.9	36.0	43.1	38.8
Australian Capital Territory	104.8	41.4	112.4	44.4
Australia	5 699.8	35.6	5 390.9	33.7

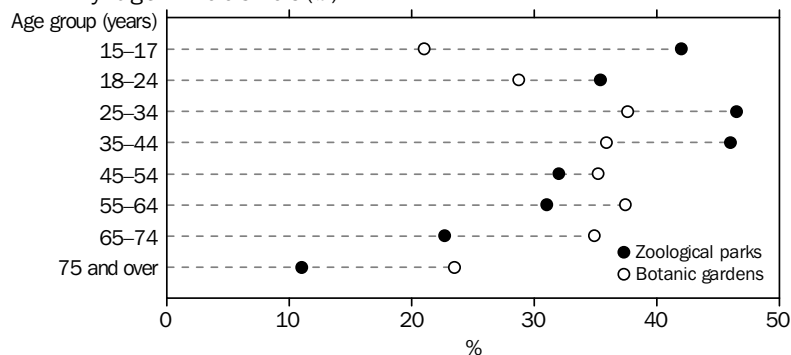
(a) Includes other wildlife parks, aquariums and marine parks.

(b) Twelve months before interview in 2005–06.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

For Zoological parks, those aged 25–44 years were more likely to attend than any other age group. The presence of children was also an important factor for attendance at Zoological parks, although it seemed to have little bearing on rates of attendance at Botanic gardens.

9.5 ATTENDANCE AT ZOOLOGICAL PARKS AND BOTANIC GARDENS (a), By age—2005–06(b)



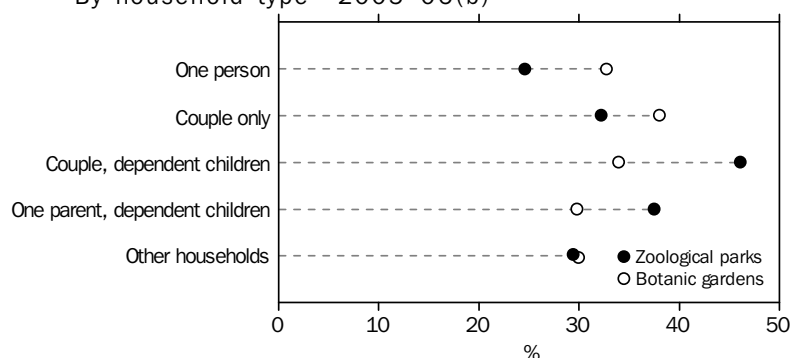
(a) Includes other wildlife parks, aquariums and marine parks.

(b) Twelve months before interview in 2005–06.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

Zoological parks and
Botanic gardens
continued

9.6 ATTENDANCE AT ZOOLOGICAL PARKS AND BOTANIC GARDENS (a),
By household type—2005–06(b)



(a) Includes other wildlife parks, aquariums and marine parks.
(b) Twelve months before interview in 2005–06.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

FINANCIAL DATA

In 2004–05, the ABS found that state and territory governments contributed \$1,072.5m and the Australian Government \$83m for environmental heritage. The vast majority of funding (87%) was for nature parks and reserves.

While some funding occurs at the local government level, details are not available for 2004–05.

9.7 CULTURAL FUNDING BY GOVERNMENT, Environmental
heritage—2004–05

	Australian Government	State and Territory Government	Total
	\$m	\$m	\$m
Nature parks and reserves	73.3	935.6	1 008.9
Zoological parks, aquaria	—	59.4	59.4
Botanic gardens	9.6	77.5	87.1
Total	83.0	1 072.5	1 155.4

— nil or rounded to zero (including null cells)

Source: ABS, *Cultural Funding by Government, Australia, 2004–05* (cat. no. 4183.0).

The 1999–2000 Survey of Botanic Gardens found that there were 72 employing organisations operating botanic gardens at the end of June 2000. These organisations had a total income of \$91.8m, four-fifths of which was provided by the government (\$73.4m). The majority of their expenses were for the wages and salaries of staff (\$44.0m).

FINANCIAL DATA

*continued***9.8** INCOME AND EXPENSES OF BOTANIC GARDENS—1999–2000

	Value	Percentage contribution
	\$m	%
Income		
Government funding	73.4	80.0
Fund-raising income	4.6	5.0
Admissions income	1.2	1.3
Sales of goods	2.9	3.2
Other	9.7	10.6
Total income	91.8	100.0
Expenses		
Labour costs		
Wages and salaries	44.0	54.0
Other	5.5	6.7
<i>Total</i>	<i>49.5</i>	<i>60.7</i>
Other expenses		
Electricity, gas and water charges	3.4	4.2
Repair and maintenance	5.2	6.4
Purchases of goods for resale	1.5	1.8
Other	21.9	26.9
<i>Total</i>	<i>32.0</i>	<i>39.3</i>
Total expenses	81.5	100.0

Source: ABS, *Botanic Gardens, Australia, 1999–2000* (cat. no. 8563.0).

EMPLOYMENT

Census of Population and Housing

Data from the 2001 Census of Population and Housing, which provides details on people's main job, does not separately identify those working in organisations responsible for nature parks and reserves from those working in other recreational parks and gardens. However, some specific occupations are more likely to be related to nature parks and reserves than to recreational parks and gardens. The broad Recreational parks and gardens industry employed 7,958 people, of which 1,074 were Park rangers, 220 were Environment, parks and land care managers and 205 were Tour guides.

9.9 PERSONS EMPLOYED IN RECREATIONAL PARKS AND GARDENS INDUSTRY(a), By occupation—August 2001

Occupation	Number	%
Park rangers	1 074	13.5
General gardeners	466	5.9
Garden labourers	376	4.7
Environment, parks and land care managers	220	2.8
Tour guides	205	2.6
Urban and regional planners	96	1.2
Zoologists	55	0.7
Other (includes not stated)	5 466	68.7
Total all occupations	7 958	100.0

(a) In their main job in the week before Census Night.

Source: ABS, 2001 Census of Population and Housing, data available on request.

*Census of Population and
Housing continued*

It is not possible to separate those working in zoological gardens from those working in botanic gardens using Census data. However, in the combined industries Animal attendants (410 people) and General gardeners (183 people) were the most common occupations.

9.10 PERSONS EMPLOYED IN ZOOS AND BOTANIC GARDENS INDUSTRY (a), By occupation—August 2001

<i>Occupation</i>	<i>Number</i>	<i>%</i>
Animal attendants	410	19.4
General gardeners	183	8.6
Tour guides	44	2.1
Botanists	38	1.8
Zoologists	34	1.6
Park rangers	17	0.8
Environment, parks and land care managers	15	0.7
Other (includes not stated)	1 377	65.0
Total all occupations	2 118	100.0

(a) In their main job in the week before Census Night.

Source: ABS, 2001 Census of Population and Housing, data available on request.

Work Survey

More information on employment can be obtained from the 2004 Survey of Work in Selected Culture and Leisure Activities which collected data on all involvement rather than just the paid employment in main job which is obtained from the Census. The survey found that 113,000 people had some involvement in the operations of national parks and reserves although only 25% received some form of payment. A large number of people also reported volunteering their time to work in botanic gardens. Of the estimated 23,000 people working in botanic gardens, 51% were paid for their involvement.

9.11 PERSONS WITH A WORK INVOLVEMENT IN NATIONAL PARKS, ZOOS AND BOTANIC GARDENS (a), By whether paid or unpaid—2004

	<i>Some paid involvement</i>	<i>Unpaid involvement only</i>	<i>Total</i>	<i>Percentage with some paid involvement</i>
	'000	'000	'000	%
National parks and reserves	27.7	82.0	113.0	25.3
Zoological parks and aquariums	*5.6	*10.3	15.9	*35.3
Botanic gardens	*11.7	*11.4	23.0	*50.6

* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) In the 12 months before interview in April 2004.

Source: ABS, *Work in Selected Culture and Leisure Activities, April 2004* (cat. no. 6281.0).

NATURAL ENVIRONMENT
PLACES

The Register of the National Estate which is administered by the Australian Heritage Council provides a list of Australia's natural environment places with heritage significance. The Register listed 2,399 natural environment places at the end of June 2003. Many of these were national parks and reserves, but other common places included wetlands, endangered species habitats and geological monuments.

9.12 NATURAL ENVIRONMENT PLACES ON THE REGISTER OF THE NATIONAL ESTATE (a)—30 June 2003

	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT(b)	Aust. (c)
Vegetation communities	125	139	66	78	72	42	15	3	542
Flora species sites and habitat	88	35	26	54	76	32	20	10	342
Fauna habitats	58	33	32	67	46	35	10	2	296
Geological sites and areas	69	36	22	67	19	37	1	8	259
Wetlands and rivers	41	25	21	39	59	25	14	1	225
Coastal environments	38	16	32	23	16	11	2	1	142
Landform sites and areas	18	11	40	3	14	17	6	2	111
Island environments	21	4	17	21	17	20	2	1	104
Temperate environments	9	50	—	11	15	17	—	2	104
Palaeontological sites	16	7	9	7	9	15	1	—	64
Other	38	30	64	21	30	20	2	—	210
Total	521	386	329	391	373	271	73	30	2 399

— nil or rounded to zero (including null cells)

(c) Includes external territories.

(a) Includes both registered and interim listed places.

Source: Australian Heritage Commission, *Annual Report, 2002–03* (online).

(b) Includes Jervis Bay.

NATURAL ENVIRONMENT
PLACES *continued*

More comprehensive statistics on the types of places on the Register of the National Estate can be found in the annual reports of the Australian Heritage Commission, and on their website www.ahc.gov.au.

INTRODUCTION

Libraries have traditionally been known as places which acquire, organise, conserve and lend material such as books, magazines, CDs, DVDs, manuscripts, musical scores, maps or prints.

A major part of their role has also been as a conduit to a wide variety of information, a role which is ever expanding as digital technology revolutionises the operations of libraries.

Increasingly, libraries provide Internet access allowing users to draw information from resources around the world. Many also operate web sites which enable those with their own Internet access to use the facilities of the library without the need to physically visit.

This chapter provides a statistical overview of aspects of Australia's public libraries. The data are drawn primarily from three ABS data sources: a survey of public libraries covering the period 2003–04; a 2005–06 household survey which collected attendance figures for a range of cultural venues and events; and the 2001 Census of Population and Housing.

Unfortunately, while these data sources provide comprehensive statistics on public libraries, only limited school, college and university library data are available while business library information is non-existent.

Like libraries, archives have a role in permanently preserving unique records which have been selected because of their administrative, financial, legal or other information value.

The services provided by archives include the description and preservation of archival material as well as the provision of research and reference facilities. Some information on archives is also included in this chapter where available.

ATTENDANCE

Attendance Survey

According to the Survey of Attendance at Selected Culture and Leisure Venues and Events, some 5.5 million people (34% of the population aged 15 years and over) visited a national, state or local library at least once in the 12 months before interview in 2005–06.

While the attendance rates for males and females at state and national libraries were similar, local libraries were more likely to attract females (with an attendance rate of 40%) than males (25%).

Attendance Survey
continued

10.1 ATTENDANCE AT PUBLIC LIBRARIES, By sex—2005–06

	Males	Females	Persons
NUMBER ('000)			
Local libraries	1 990.5	3 228.7	5 219.2
National and state libraries	403.5	497.6	901.1
Total who attended(a)	2 108.7	3 345.8	5 454.5
ATTENDANCE RATE (%)			
Local libraries	25.2	39.8	32.6
National and state libraries	5.1	6.1	5.6
Total who attended(a)	26.7	41.2	34.1

(a) Components do not add to the total as some persons attended both types of libraries.

Source: ABS, Survey of Attendance at Selected Cultural Venues and Events, 2005–06, data available on request.

The attendance rate at national and state libraries was highest for people aged 18–24 years (10%), with the next highest rate being 6% for 45–54 and 55–64 year olds. For local libraries, the survey results showed that the highest attendance rate was for the age group 15–17 years (44%), followed by the 35–44 years age group (36%).

10.2 ATTENDANCE AT PUBLIC LIBRARIES, By age—2005–06

AGE GROUP (YEARS)

	15–17	18–24	25–34	35–44	45–54	55–64	65–74	75 and over	Total
--	-------	-------	-------	-------	-------	-------	-------	-------------	-------

NUMBER ('000)

Local libraries	361.9	586.3	867.6	1 078.1	889.6	649.0	457.3	329.4	5 219.2
National and state libraries	38.9	193.3	148.4	132.2	168.3	131.0	61.9	27.1	901.1
Total who attended(a)	374.6	656.2	910.0	1 105.3	934.2	671.0	465.8	337.5	5 454.5

ATTENDANCE RATE (%)

Local libraries	44.2	30.2	31.2	36.4	32.0	29.3	33.0	29.1	32.6
National and state libraries	4.8	10.0	5.3	4.5	6.1	5.9	4.5	2.4	5.6
Total who attended(a)	45.8	33.9	32.7	37.3	33.6	30.3	33.6	29.9	34.1

(a) Components do not add to the total as some persons attended both types of libraries.

Source: ABS, Survey of Attendance at Selected Cultural Venues and Events, 2005–06, data available on request.

Unlike several of the other cultural institutions, public libraries regularly attract repeat visitors. Only 5% of those who visited a library did so on one occasion. Almost one half (46%) of those who had visited public libraries had been more than 10 times during the 12-month reference period, with over half of those going more than 20 times.

Attendance Survey
continued

Those in the older age groups were more likely to make multiple return visits. Around one-third (34%) of those aged 75 years and over who visited public libraries went 26 times or more during the 12-month period.

10.3 FREQUENCY OF ATTENDANCE AT PUBLIC LIBRARIES—2005–06

Number of visits in the last 12 months	SEX		AGE GROUP (YEARS)								Total
	Males	Females	15–17	18–24	25–34	35–44	45–54	55–64	65–74	75 and over	
NUMBER ('000)											
Once	149.6	117.2	*18.1	*49.0	56.0	45.0	*33.1	36.4	16.0	*13.3	266.8
Twice	252.0	274.6	*31.9	93.8	116.5	104.4	84.0	59.2	21.2	*15.5	526.5
Three times	175.3	217.3	*12.7	62.2	69.7	93.0	79.1	34.0	25.9	16.1	392.6
Four times	158.1	236.4	*21.5	44.3	67.1	101.1	82.3	44.7	22.3	*11.3	394.5
Five times	135.4	210.4	*31.6	*48.5	92.7	70.5	63.4	*19.4	*10.9	*8.7	345.8
6–10 times	344.7	666.4	77.1	117.9	160.1	224.4	200.8	116.0	75.2	39.4	1 011.1
11–15 times	309.6	570.8	*35.9	67.3	123.4	209.5	146.1	121.8	107.8	68.7	880.4
16–20 times	91.7	172.6	*19.1	30.6	36.6	50.4	48.1	33.7	27.7	*18.1	264.3
21–25 times	116.0	152.8	*24.0	*7.3	50.9	40.1	43.1	41.2	30.7	31.5	268.9
26 times or more	376.3	727.4	102.6	135.3	136.9	166.8	154.2	164.6	128.2	115.1	1 103.7
Total	2 108.7	3 345.8	374.6	656.2	910.0	1 105.3	934.2	671.0	465.8	337.5	5 454.5

PER CENT (%)											
Once	7.1	3.5	*4.8	*7.5	6.2	4.1	*3.5	5.4	3.4	*3.9	4.9
Twice	12.0	8.2	*8.5	14.3	12.8	9.4	9.0	8.8	4.6	*4.6	9.7
Three times	8.3	6.5	*3.4	9.5	7.7	8.4	8.5	5.1	5.6	4.8	7.2
Four times	7.5	7.1	*5.7	6.8	7.4	9.1	8.8	6.7	4.8	*3.3	7.2
Five times	6.4	6.3	*8.4	*7.4	10.2	6.4	6.8	*2.9	*2.3	*2.6	6.3
6–10 times	16.3	19.9	20.6	18.0	17.6	20.3	21.5	17.3	16.1	11.7	18.5
11–15 times	14.7	17.1	*9.6	10.3	13.6	19.0	15.6	18.2	23.1	20.4	16.1
16–20 times	4.3	5.2	*5.1	4.7	4.0	4.6	5.1	5.0	5.9	*5.4	4.8
21–25 times	5.5	4.6	*6.4	*1.1	5.6	3.6	4.6	6.1	6.6	9.3	4.9
26 times or more	17.8	21.7	27.4	20.6	15.0	15.1	16.5	24.5	27.5	34.1	20.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* estimate has a relative standard error of 25% to 50% and should be used with caution

Source: ABS, Survey of Attendance at Selected Cultural Venues and Events, 2005–06, data available on request.

Public Libraries Survey

While the Survey of Attendance at Selected Culture and Leisure Venues and Events cannot give a figure for the total number of visits to public libraries, this figure can be obtained from a survey of these institutions conducted by the ABS which found that in 2003–04 there were 104.7 million visits, the vast majority (95%) of which were to local government libraries.

The institutions covered by the 2003–04 Public Libraries Survey comprise local government libraries, national and state libraries and archival service organisations in Australia. Libraries with restricted access, such as those operated by educational institutions (universities and schools), and libraries operated by businesses and organisations for internal reference purposes, were excluded from the collection.

The Public Libraries Survey also reported that national and state archives attracted 137,400 visits to their search rooms and recorded a total of 245,100 archival enquiries during 2003–04.

Public Libraries Survey
continued

10.4 NATIONAL AND STATE ARCHIVES(a), Visits and enquiries—1999–2000 and 2003–04

	1999-2000	2003-04
	'000	'000
Visits to search rooms	94.2	137.4
Recorded archival enquiries(b)	218.4	245.1

- (a) Excludes national and state library archives
- (b) Figures for archival enquiries are approximations only. State libraries do not keep separate counts of archival and general enquiries.

Source: ABS, *Public Libraries, Australia, 2003–04* (cat. no. 8561.0).

ORGANISATIONS

At the end of June 2004, there were 532 local government libraries and eight national and state libraries operating in Australia. The local government libraries operated from 1,716 locations, while the national and state libraries had a total of 17 locations.

At the end of June 2004, there were also eight national and state archives operating in Australia. State specific data on archives are not available for this collection due to confidentiality requirements nor are data on the archives operated by universities, local governments, commercial organisations and collecting institutions (e.g. state libraries).

10.5 LOCAL GOVERNMENT LIBRARIES, Number of locations—June 2004

	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT	Aust.
Branches	372	247	328	148	233	48	33	9	1 418
Mobile services	32	27	20	13	np	—	np	2	110
Total	404	274	348	161	233	48	33	11	1 527

- nil or rounded to zero (including null cells)
- np not available for publication but included in totals where applicable, unless otherwise indicated

Source: ABS, *Public Libraries, 2003–04* (cat. no. 8561.0).

HOLDINGS AND LOANS

In June 2004, public libraries in Australia held a total of 52.8 million books and other library materials such as video and audio tapes and discs. About 39 million items were available as lending stock, of which 34.3 million were books. Lending stock is drawn solely from local libraries, which in 2003–04 reported 176.2 million loans, 138.2 million of which were books. There were 10.1 million registered borrowers in that year.

HOLDINGS AND LOANS

*continued***10.6** PUBLIC LIBRARY HOLDINGS—June 2004

	<i>Local libraries</i>	<i>National and state libraries</i>	<i>All public libraries</i>
	'000	'000	'000
Lending stock(a)	38 984.5	. .	38 984.5
Non-lending stock(a)	2 511.8	11 276.3	13 788.2
Total(a)	41 496.3	11 276.3	52 772.7

. . . not applicable

(a) For 2003–04 estimates exclude heritage items.

Source: ABS, *Public Libraries, Australia, 2003–04* (cat. no. 8561.0).

The national and state archives which record their holdings in metres of shelf space reported having 629,100 metres of holdings at the end of June 2004, a decrease from 688,000 metres in June 2000.

TECHNOLOGY

Increasingly, libraries are introducing new technologies to ensure the public have access to information. In 2003–04, local libraries had 4,638 Internet workstations, a 64% increase since 1999–2000. National and state libraries had increased their number of Internet workstations from 173 (or 7 workstations per location) in 1999–2000 to 426 (or 25 workstations per location) in 2003–04.

10.7 INTERNET FACILITIES IN PUBLIC LIBRARIES—1999–2000 and 2003–04

	1999-2000		2003-04	
	<i>Local libraries</i>	<i>National and State libraries</i>	<i>Local libraries</i>	<i>National and state libraries</i>
	no.	no.	no.	no.
Internet workstations	2 832	173	4 638	426
Internet workstations per location(a)	2	7	3	25

(a) Excludes deposit stations as they do not have Internet facilities.

Source: ABS, *Public Libraries, Australia 2003–04* (cat. no. 8561.0)

FINANCIAL DATA

Public libraries are particularly reliant on government funding for their operation, with 93% of their total income of \$839m in 2003–04 coming from this source. The total expenses of public libraries in 2003–04 were \$852.8m, of which \$447.7m (53%) were labour costs. Other major expenses were purchases of library materials, and repairs and maintenance. The eight national and state archives were also highly dependent on government funding with \$97.9m of their total \$109.1m coming from this source.

FINANCIAL DATA

*continued***10.8** INCOME AND EXPENSES OF PUBLIC LIBRARIES—2003–04

	<i>Local libraries</i>	<i>National and state libraries</i>	<i>All public libraries</i>
	\$m	\$m	\$m
Income			
Government funding			
Australia and state/territory	106.6	259.4	366.0
Local	415.2	—	415.2
<i>Total</i>	521.9	259.4	781.2
Income from services to clients	18.3	12.0	30.3
Total income(a)	545.2	293.7	839.0
Expenses			
Labour costs	340.8	106.9	447.7
Telecommunication services	10.9	4.0	15.0
Repair and maintenance	20.6	9.5	30.1
Purchases of library materials	47.8	8.2	56.0
Total expenses(b)	545.2	307.6	852.8

— nil or rounded to zero (including null cells)

(a) Total includes other income such as fundraising, sales of goods etc.

(b) Total includes other expenses such as subscription payments, freight, etc.

Source: ABS, Public Libraries, Australia, 2003–04 (cat. no. 8561.0).

An annual ABS collection of data on government funding of cultural activities provides more up to date information on the main source of income for libraries and archives. Data from the collection showed that the Australian Government increased funding for public libraries from \$51m in 2003–04 to \$54.9m in 2004–05, an increase of 7.6%.

State and territory government funding increased by 10.4% over the same period, from \$302.4m to \$333.9m. Australian Government funding for archives also increased, from \$65m in 2003–04 to \$65.2m in 2004–05. By comparison, state and territory government funding for archives increased by 42% over the same period, from \$43.2m to \$61.4m.

Substantial funding of libraries and archives also occurs at the local government level, but these data were not available for 2003–04.

EMPLOYMENT

*Census of Population and
Housing*

In 2001, the Census of Population and Housing recorded 11,461 people whose main job was working in the libraries industry – the ABS definition of this industry includes people working for archives organisations but excludes people working for libraries located in educational institutions (e.g. school libraries) and specialist libraries (e.g. those located in government departments and within business organisations). The most common occupations were Library assistants (3,093 people), Librarians (2,974 people) and Library technicians (2,592 people).

*Census of Population and
Housing continued*

10.9 PERSONS EMPLOYED IN THE LIBRARIES INDUSTRY(a), By occupation—August 2001

	<i>Number</i>	<i>%</i>
Cultural occupations		
Library assistants	3 093	27.0
Librarians	2 974	26.0
Library technicians	2 592	22.6
Archivists	207	1.8
Other cultural occupations	215	1.9
<i>Total cultural occupations</i>	<i>9 081</i>	<i>79.3</i>
Other occupations	2 367	20.7
Total all occupations	11 448	100.0

(a) In their main job in the week before Census Night.

Source: ABS, *Employment in Culture, Australia, 2001*

(cat. no. 6273.0).

The extent to which library activity is carried out in other industries can be gauged from Table 10.10. While the libraries industry employed 2,974 librarians, post-school education (university and technical education) employed 2,499 librarians, school education employed 627 librarians and government administration employed 1,467 librarians.

10.10 PERSONS WITH LIBRARY-RELATED OCCUPATIONS(a), By industry—August 2001

<i>Industry</i>	<i>Library</i>		<i>Library</i>	<i>Archivists</i>	<i>Total</i>
	<i>Librarians</i>	<i>technicians</i>	<i>assistants</i>		
Libraries	2 974	2 592	3 093	207	8 866
Post-school education	2 499	1 219	1 664	49	5 431
School education	627	1 454	2 242	75	4 398
Government administration	1 467	334	532	131	2 464
Health and community services	404	117	96	21	638
Legal and accounting services	352	73	82	22	529
Motion picture, radio and television services	123	19	48	29	219
Scientific research	160	29	20	7	216
Other industries	1 708	311	632	259	2 910
Total all industries	10 314	6 148	8 409	800	25 671

(a) In their main job in the week before Census Night.

Source: ABS, 2001 Census of Population and Housing, data available on request.

The 2001 Census of Population and Housing also counted 800 people whose main job in the week before the Census was as an archivist. This included not only those employed in the national and state archives, but also those working for government organisations, educational institutions, commercial organisations, etc.

Work Survey

The ABS 2004 Survey of Work in Selected Culture and Leisure Activities provides another perspective on employment in libraries and archives.

Work Survey continued

While not being able to provide information on the occupation of people working in a library or archive, or the industries in which librarians or archivists might work, it does give a better indication of the total number of people working in library or archive organisations by providing information on those working in both a paid and unpaid capacity and those who are involved as part of a second job.

The survey found that there were 87,800 people aged 15 years and over who had some work involvement in a library or archive in the 12 months to April 2004, of whom 33,700 (38%) received some payment.

Public Libraries Survey

The 2003–04 ABS Public Libraries Survey found that at the end of June 2004, there were 10,606 staff employed in local government libraries and 1,865 employed in national and state libraries.

Some 42% of those employed in local government libraries were permanent full-time workers while 76% of those employed in national and state libraries were permanent full-time workers.

This survey also found that at the end of June 2004, there were 811 persons employed by the eight national and state archives in Australia.

10.11 NUMBER OF EMPLOYEES IN PUBLIC LIBRARIES—June 2004

	<i>Males</i>	<i>Females</i>	<i>Persons</i>
.....			
LOCAL GOVERNMENT LIBRARIES			
Permanent full-time	793	3 678	4 472
Permanent part-time	300	3 144	3 444
Casuals	360	2 330	2 691
Total employees	1 454	9 152	10 606
.....			
NATIONAL AND STATE LIBRARIES			
Permanent full-time	480	937	1 417
Permanent part-time	53	242	295
Casuals	60	93	153
Total employees	593	1 272	1 865

Source: ABS, *Public Libraries, Australia, 2003–04* (cat. no. 8561.0).

The 2003–04 ABS Public Libraries Survey showed that the number of volunteers working for local government libraries in June 2004 totalled 6,315 people. The number of volunteers working in national and state libraries was 416 and there were 122 volunteers working in national and state archives.

INTRODUCTION

Literature is the product of the creative minds of authors, whether this be writing books or articles for publication in newspapers and magazines.

The Australian Culture and Leisure Classifications define the literature and print media industry as those businesses and organisations whose main activity is creative writing and/or the printing, publishing and selling of literature products.

It includes the following activities in this category:

- Primary literature creation (writing material for publication or performance)
- Newspaper publishing and printing
- Periodical publishing
- Book publishing
- Other printing (e.g. sheet music)
- Literature wholesaling and retailing.

With the exception of Book publishing and Book retailing, there are only limited data available on this industry.

ORGANISATIONS

The 2003–04 ABS Book Publishers Survey identified 234 businesses that were predominantly involved in publishing books. There were also ten businesses that generated an annual income in excess of \$2m from book publishing, although their main business activities were in other fields.

At the other end of the distribution chain, the 2003–04 ABS Book Retailers Survey identified a total of 1,572 businesses in Australia involved in book retailing. This included 561 bookshops, 991 newsagents and 19 other large retailers (i.e. supermarkets, department stores, etc.).

PRODUCTS

In 2003–04, book publishers sold 128.8 million books with a total value of \$1,353.2m to book retailers and directly to the general public. Some \$811.9m (89.2 million books) of these were sales of new Australian titles. Approximately 14% (by value) of all books published were sold overseas, predominantly to the United States and New Zealand.

Educational books accounted for 39% of sales, with general non-fiction accounting for 36%, general fiction 15% and specialised children's books 9%.

PRODUCTS *continued***11.1** DOMESTIC AND EXPORT SALES OF BOOKS, By category—2003–04

	Domestic sales	Export sales(a)	Total
	\$m	\$m	\$m
Printed books			
Education			
Primary	124.0	33.5	157.5
Secondary	98.6	6.3	104.9
Tertiary	143.9	13.5	157.4
Professional and reference	85.4	**20.8	106.2
Total education	452.0	74.1	526.1
General			
Hardback			
Non-fiction	122.7	18.9	141.6
Fiction	55.2	4.4	59.6
Children's	31.8	5.5	37.4
Total hardback	209.8	28.9	238.6
Trade paperback(b)			
Non-fiction	np	np	220.0
Fiction	np	np	49.6
Children's	33.8	4.0	37.7
Total trade paperback	235.4	71.9	307.3
Mass-market paperback(c)			
Non-fiction	117.5	6.2	123.7
Fiction	94.0	4.4	98.4
Children's	46.9	4.8	51.6
Total mass-market paperback	258.3	15.3	273.7
Total general	703.5	116.1	819.6
Total printed books	1 155.5	190.2	1 345.7
Electronic books			
Education	np	np	3.2
General	np	np	4.3
Total electronic	7.2	0.3	7.5
Total books	1 162.6	190.5	1 353.2

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

np not available for publication but included in totals where applicable, unless otherwise indicated

(a) Domestic and export sales of books includes all books whether published by the business or not.

Export sales includes re-export sales of \$7.6m and excludes sales of rights which totalled \$7.7m.

(b) An alternative format to hardback with the same dimensions, but with a soft cover.

(c) The conventional form of paperback book.

Source: ABS, *Book Publishers, 2003–04* (cat. no. 1363.0)

Book publishers reported selling \$305.9m worth of books to final consumers in 2003–04. By comparison, the 2003–04 Book Retailers Survey reported that 80 million new books valued at \$1,406.5m were sold via retail outlets. Approximately 78% of these were sold by bookshops, 14% by department stores, 6% by newsagents and 2% by supermarkets and other large retailers. The figures suggest that some readers are by-passing book retailers with approximately 15% of the income from sales to final consumers being earned by book publishers, often selling by subscription or straight to public and private organisations and schools.

See Chapter 3 for information on household expenditure on literature.

FINANCIAL DATA

The Book Publishers Survey was conducted for both the 2002–03 and 2003–04 reference years. The value of operating profit before tax increased by 75% over this period, from \$86.9m in 2002–03 to \$152.1m in 2003–04. This led to an increase in profit margin from 5.5% to 9.7%.

11.2 BOOK PUBLISHERS (a), Income and expense items—2002–03 and 2003–04

	2002–03	2003–04
	\$m	\$m
Income		
Sale of books		
Australian titles	877.4	811.9
Imported titles	490.4	541.3
Total	1 367.9	1 353.2
Sales of other goods	73.8	68.6
Other sources of income	126.0	138.9
Total income	1 567.7	1 560.6
Expenses		
Wages and salaries	247.9	266.1
Royalties and fees paid	102.0	90.6
Other expenses	1 127.1	1 047.8
Total expenses	1 476.9	1 404.4
Operating profit before tax	86.9	152.1

(a) 'Book publishers' includes only businesses for which the predominant activity is book publishing. The largest 20 book publishers is ranked in terms of total income. 'Other major contributors' includes only the book publishing employment of businesses for which the predominant activity is not book publishing, but book publishing income is \$2m or more. Employment includes working proprietors.

Source: ABS, *Book Publishers, 2003–04* (cat. no. 1363.0)

Comparative financial data for the period 2001–02 to 2003–04 is available from the Book Retailers Survey. Bookshops recorded growth in terms of sales over this period, although the operating profit before tax declined, with the profit margin declining from 3.6% in 2001–02 to 1.3% in 2003–04.

FINANCIAL DATA

*continued***11.3** BOOKSHOPS (a), Summary of operations—2001–02 to 2003–04

	2001-02	2002-03	2003-04
	\$m	\$m	\$m
Income			
Retail sales of new books(b)	957.4	941.7	1 103.3
Other retail sales	104.6	92.1	131.2
Other income	33.4	26.0	62.5
Total income	1 095.4	1 059.7	1 297.0
Expenses			
Purchase of new books	604.6	587.3	678.4
Wages and salaries	149.0	145.9	180.3
Other	322.9	311.9	428.9
Total expenses	1 076.4	1 045.2	1 287.6
Operating profit before tax	39.0	19.7	16.6

(a) Includes only those businesses which are classified according to the ANZSIC as Newspaper, book and stationery retailing and for which the value of new book sales comprises at least 50% of all retail sales.

(b) Includes electronic and audio books.

Source: ABS, *Book Retailers, Australia, 2003–04* (cat. no. 1371.0)

The ABS Cultural Funding by Government collection reported that the Australian, state and territory governments contributed a total of \$32m towards Literature and print media in 2004–05, which was the same as the previous year and an increase of 9% from the 2002–03 financial year.

11.4 CULTURAL FUNDING BY GOVERNMENT, Literature and print media—2002–03 to 2004–05

	2002-03	2003-04	2004-05
	\$m	\$m	\$m
Australian Government	25.4	27.9	27.6
State and Territory Government	4.4	4.5	4.7
Total	29.8	32.4	32.4

Source: ABS, *Cultural Funding by Government, Australia, 2004–05* (cat. no. 4183.0)

EMPLOYMENT

Census of Population and Housing

The 2001 Census of Population and Housing collected employment data relating to the job in which a person worked the most hours during the week before the Census.

A total of 43,388 people were employed in the printing and/or publishing of newspapers, periodicals and books. A further 41,742 people were employed in the wholesaling and/or retailing of books, newspapers, magazines and stationery.

Almost 45% of those working in the printing/publishing sector of the industry were employed in a 'cultural' occupation, compared with only 2% of those employed in the wholesaling and retailing sector. The most common 'cultural' occupations recorded were Print journalists (4,817 people employed), Printing tradespersons (4,630) and

Census of Population and Housing continued Editors(2,586). Of the 'other' occupations recorded for this industry, Sales assistants (15,136) and Shop managers (9,724) were the most common.

11.5 PERSONS EMPLOYED IN LITERATURE AND PRINT MEDIA INDUSTRIES (a), By occupation—August 2001

	<i>Newspaper printing or publishing</i>	<i>Other periodical publishing</i>	<i>Book and other publishing</i>	<i>Book and magazine wholesaling</i>	<i>Newspaper, book and stationary retailing</i>
Cultural occupations					
Advertising specialists	154	114	14	5	11
Authors	43	59	262	16	31
Book editors	3	24	459	8	8
Classified advertising clerks	441	11	5	—	20
Copywriters	27	13	14	—	—
Desktop publishing operators	95	60	101	6	14
Editors	1 439	932	182	7	26
Graphic designers	782	474	282	12	81
Illustrators	46	8	65	3	3
Librarians	83	11	21	11	20
Media producers	82	226	32	—	9
Photographers	628	46	12	3	16
Print journalists	4 080	659	15	9	54
Printing hands	920	213	331	24	27
Printing tradespersons	2 874	693	930	26	107
Proof readers	83	26	34	3	6
Technical writers	5	19	56	3	3
Other cultural occupations	589	326	318	47	231
<i>Total cultural occupations</i>	<i>12 374</i>	<i>3 914</i>	<i>3 133</i>	<i>183</i>	<i>667</i>
Other occupations					
General clerks	584	149	206	118	388
General managers	689	768	922	120	312
Leaflet and newspaper deliverers	1 291	20	5	101	963
Sales assistants (other personal and household goods)	107	24	61	130	14 814
Sales and marketing managers	743	516	337	108	486
Sales representatives (business services)	1 619	291	124	15	285
Sales representatives (personal and household goods)	54	58	255	467	988
Shop managers	60	9	15	85	9 555
Storepersons	51	35	161	584	645
Other (includes not stated)	8 175	2 933	3 705	1 822	8 906
<i>Total other occupations</i>	<i>13 373</i>	<i>4 803</i>	<i>5 791</i>	<i>3 550</i>	<i>37 342</i>
Total all occupations	25 747	8 717	8 924	3 733	38 009

— nil or rounded to zero (including null cells)

(a) In their main job in the week before Census Night.

Source: ABS, Census of Population and Housing, 2001, data available on request.

Book Publishers Survey

More recently, the 2003–04 ABS Book Publishers Survey reported that there were 5,300 people employed by the 244 businesses involved in book publishing, which was virtually the same as the previous year.

11.6 BOOK PUBLISHERS(a), Employment—2002–03 to 2003–04

	2002-03	2003-04
	no.	no.
Males	1 784	1 848
Females	3 556	3 452
Persons	5 341	5 300

(a) 'Book publishers' includes only businesses for which the predominant activity is book publishing. 'Other major contributors' includes only the book publishing employment of businesses for which the predominant activity is not book publishing, but book publishing income is \$2m or more.

Source: ABS, Book Publishers, 2003–04 (cat. no. 1363.0)

Book Retailers Survey

The 2003–04 ABS Book Retailers Survey showed that there were 8,717 people employed in the 561 businesses predominantly involved in book retailing. The largest increase in employment in this sector occurred between 2002–03 and 2003–04 (19%), with numbers increasing by 4% between 2001–02 and 2002–03.

11.7 BOOKSHOPS (a), Employment—2001–02 to 2003–04

	2001-02	2002-03	2003-04
	no.	no.	no.
Males	2 398	2 383	2 855
Females	4 685	4 953	5 862
Persons	7 083	7 336	8 717

(a) Includes only those businesses which are classified according to the ANZSIC as Newspaper, book and stationery retailing and for which the value of new book sales comprises at least 50% of all retail sales.

Source: ABS, Book Retailers, Australia, 2003–04 (cat. no. 1371.0)

Work Survey

Additional information on people's involvement in Literature and print media was also collected in the ABS 2004 Survey of Work in Selected Culture and Leisure Activities.

According to this survey, some 556,500 people contributed their writing skills in the 12 months before interview, with 36% of these receiving some payment for their contributions.

Work Survey continued

A further 162,200 people had a work involvement in publishing in the 12 months before interview, with just over one-half (52%) receiving some payment for their efforts.

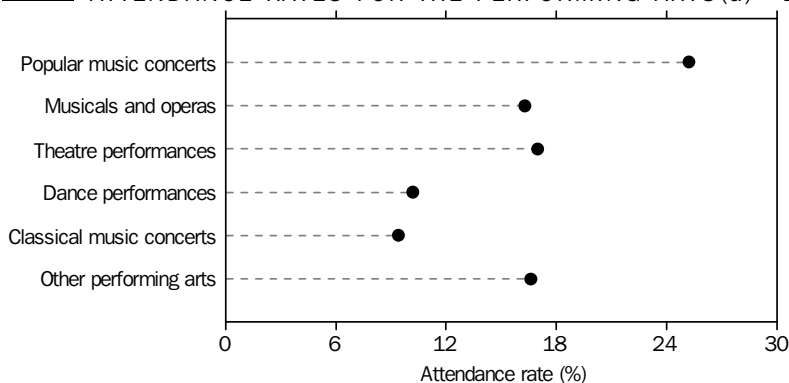
INTRODUCTION

This chapter provides information on music, theatre, dance, opera and a variety of other activities which come under the broad heading of the performing arts. Attendance data from a 2005–06 ABS survey and detailed employment data from both the Census of Population and Housing and an ABS survey on work in selected culture and leisure activities are the main sources of information about involvement with the performing arts. This is complemented by data from a 2002–03 survey of businesses operating in Australia which gives information on the income, expenditure and employment of selected music and theatre production and performing arts festival organisations.

ATTENDANCE

According to the ABS Survey of Attendance at Selected Cultural Venues and Events, 44% of the population aged 15 years and over attended at least one type of performing arts performance in the 12 month period prior to interview in 2005–06. One quarter (25%) of the population had attended Popular music concerts, while under one-fifth had seen Musicals and operas (16%) and Theatre performances (17%).

12.1 ATTENDANCE RATES FOR THE PERFORMING ARTS (a)—2005–06



(a) In the 12 months before interview.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

The attendance rates for females exceeded those of males for most events, apart from popular music concerts where there was no significant difference. For most events, attendance was correlated with age. The best example of this is Popular music concerts, where attendance peaked with the 18–24 year age group (40%) and dropped almost progressively with each older age group, to 6.5% for those aged 75 years and over.

12.2 ATTENDANCE AT PERFORMING ARTS VENUES AND EVENTS (a), By selected characteristics—2005–06

	<i>Classical music concerts</i>	<i>Popular music concerts</i>	<i>Theatre performances</i>	<i>Dance performances</i>	<i>Musicals and operas</i>	<i>Other performing arts</i>
NUMBER ('000)						
Males	643.8	1 955.1	1 033.1	546.5	944.7	1 166.1
Females	864.3	2 080.8	1 690.1	1 078.5	1 669.2	1 488.8
15–17 years	52.0	255.1	200.3	154.2	148.1	163.4
18–24 years	116.7	774.8	306.4	159.4	266.3	312.8
25–34 years	193.4	860.2	428.1	262.1	378.1	529.3
35–44 years	244.7	742.0	459.7	362.9	502.1	572.2
45–54 years	345.3	737.8	565.3	355.8	527.1	482.2
55–64 years	284.8	413.7	445.2	188.8	440.7	353.1
65–74 years	163.1	179.4	232.7	93.4	221.7	162.1
75 years and over	108.1	72.9	85.4	48.3	130.0	79.9
Six state capital cities	1 067.9	2 591.5	1 797.4	1 031.4	1 845.9	1 724.9
Rest of Australia	440.1	1 444.4	925.8	593.5	768.0	930.1
NSW	518.8	1 280.2	904.3	584.9	890.3	822.4
Vic.	373.1	949.3	721.7	400.0	740.7	670.8
Qld	251.4	794.1	467.3	269.5	475.9	505.3
SA	118.6	321.2	215.7	137.0	159.4	250.7
WA	168.2	479.9	261.6	152.1	230.4	274.7
Tas.	35.4	92.0	74.3	28.8	58.5	64.5
NT	8.8	32.8	13.5	10.7	10.4	16.4
ACT	33.7	86.3	64.8	42.1	48.4	50.0
Total	1 508.1	4 035.9	2 723.2	1 625.0	2 613.9	2 655.0

	ATTENDANCE RATE (%)					
Males	8.2	24.8	13.1	6.9	12.0	14.8
Females	10.6	25.6	20.8	13.3	20.6	18.3
15–17 years	6.4	31.2	24.5	18.8	18.1	20.0
18–24 years	6.0	40.0	15.8	8.2	13.7	16.1
25–34 years	7.0	31.0	15.4	9.4	13.6	19.0
35–44 years	8.3	25.1	15.5	12.3	17.0	19.3
45–54 years	12.4	26.5	20.3	12.8	19.0	17.3
55–64 years	12.8	18.7	20.1	8.5	19.9	15.9
65–74 years	11.8	12.9	16.8	6.7	16.0	11.7
75 years and over	9.6	6.5	7.6	4.3	11.5	7.1
Six state capital cities	10.6	25.8	17.9	10.3	18.4	17.2
Rest of Australia	7.4	24.2	15.5	10.0	12.9	15.6
NSW	9.7	23.9	16.9	10.9	16.6	15.3
Vic.	9.3	23.6	17.9	9.9	18.4	16.7
Qld	8.2	25.8	15.2	8.7	15.4	16.4
SA	9.7	26.2	17.6	11.2	13.0	20.5
WA	10.8	30.8	16.8	9.7	14.8	17.6
Tas.	9.3	24.1	19.4	7.5	15.3	16.9
NT	7.9	29.5	12.2	9.6	9.4	14.8
ACT	13.3	34.0	25.6	16.6	19.1	19.7
Total	9.4	25.2	17.0	10.2	16.3	16.6

(a) In the 12 months before interview.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

ATTENDANCE *continued*

Popular music and classical music concerts were the events most likely to attract multiple visits, with around 60% of people attending more than once over a 12 month period. This fell to about 40% who attended more than twice and around 25% who attended more than three times.

12.3 FREQUENCY OF ATTENDANCE AT PERFORMING ARTS VENUES AND EVENTS (a)—2005–06

	<i>Classical music concerts</i>	<i>Popular music concerts</i>	<i>Theatre performances</i>	<i>Dance performances</i>	<i>Musicals and operas</i>	<i>Other performing arts</i>
NUMBER ('000)						
Once	634.3	1 399.5	1 269.3	883.6	1 428.3	1 692.8
Twice	357.5	1 051.7	730.0	401.4	647.5	524.0
3 times	181.3	528.6	267.1	121.6	256.5	183.1
4 times	95.4	308.6	143.8	78.5	115.5	73.3
5 times	56.0	195.3	80.7	40.3	65.5	46.6
6–10 times	119.4	338.5	171.2	57.2	80.2	93.7
11 times or more	**64.1	213.8	*61.2	**42.4	**20.4	*41.4
<i>Total</i>	<i>1 508.1</i>	<i>4 035.9</i>	<i>2 723.2</i>	<i>1 625.0</i>	<i>2 613.9</i>	<i>2 655.0</i>
ATTENDANCE RATE (%)						
Once	42.1	34.7	46.6	54.4	54.6	63.8
Twice	23.7	26.1	26.8	24.7	24.8	19.7
3 times	12.0	13.1	9.8	7.5	9.8	6.9
4 times	6.3	7.6	5.3	4.8	4.4	2.8
5 times	3.7	4.8	3.0	2.5	2.5	1.8
6–10 times	7.9	8.4	6.3	3.5	3.1	3.5
11 times or more	**4.2	5.3	*2.2	**2.6	**0.7	*1.6
<i>Total</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>

* estimate has a relative standard error of 25% to 50% and should be used with caution

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

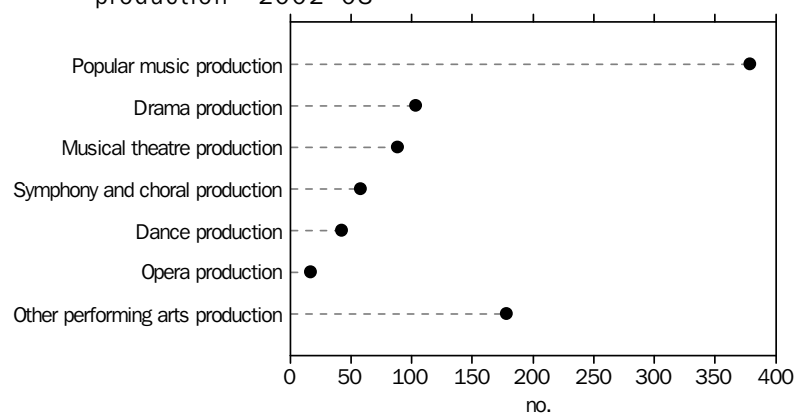
(a) In the 12 months before interview.

Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

ORGANISATIONS

The 2002–03 ABS Survey of the Performing Arts found that at the end of June 2003, there were 865 organisations in the music and theatre production industry in Australia. Of these, 379 were mainly engaged in Popular music production, 103 in Drama production, 88 in Music theatre production, 58 in Symphony and choral production, 42 in Dance production, 17 in Opera production and 178 in Other performing arts production such as puppetry, circuses, etc.

ORGANISATIONS

*continued***12.4** MUSIC AND THEATRE PRODUCTION ORGANISATIONS, By type of production—2002–03

Source: ABS, *Performing Arts, Australia, 2002–03* (cat. no. 8697.0).

Not for profit organisations represented 24% of the Music and theatre production industry. Such organisations put on an estimated 15,384 performances for payment and attracted 4.6 million paid attendances. By comparison, the 657 commercial organisations reported staging 37,857 paid performances with 9.6 million paid attendances.

12.5 MUSIC AND THEATRE PRODUCTION ORGANISATIONS, Performances and Attendances—2002–03

	<i>Paid performances</i> (a)	<i>Paid attendances</i> (b)
	no.	'000
Popular music performance	15 917	4 048
Symphony and choral performance	3 861	1 577
Drama production	12 536	2 554
Dance production	1 501	747
Musical theatre production	4 813	3 182
Opera production	1 013	471
Other production	13 601	1 651
Total	53 241	14 230

(a) Paid performances are related to headline acts only, support acts are excluded.

(b) Includes overseas attendances.

Source: ABS, *Performing Arts, Australia, 2002–03* (cat. no. 8697.0).

The ABS also conducted a survey to collect data on the activities of organisations which were involved with performing arts festivals in 2002–03. The survey only included those festivals which lasted more than two consecutive days and which were either multifaceted or had a primary focus in one of the genres of the performing arts, such as music or drama. The survey found that there were 176 such performing arts festivals during 2002–03, 91 of which were music festivals, 75 were multifaceted, while the remaining ten were drama, dance or comedy festivals.

FINANCIAL DATA

Figures from the ABS Survey of Performing Arts indicate that just over half the income received by Music and theatre production organisations in 2002–03 came from box office takings (53%). Governments were responsible for providing a further 22% of income while 7% was obtained through fundraising.

12.6 MUSIC AND THEATRE PRODUCTION ORGANISATIONS, Income received—2002–03

		<i>For profit</i>	<i>Not for profit</i>	<i>Total</i>
Organisations at end June	no.	657	208	865
Income from box office	\$m	216.0	115.6	331.6
Government funding	\$m	2.2	132.2	134.4
Other income	\$m	79.8	76.2	156.0
Total income	\$m	298.1	324.0	622.1

Source: ABS, *Performing Arts, Australia, 2002–03* (cat. no. 8697.0).

Governments provided funding of \$132.2m to 150 not-for-profit music and theatre production organisations in 2002–03. A further \$2.2m in government funding was distributed amongst 53 of the 657 for profit organisations in the industry. Organisations most reliant on government funding were those involved in Symphony and choral performances (50% of total income) and Opera production (38%). By contrast, organisations involved in Popular music performances received 1% of their income from governments.

12.7 MUSIC AND THEATRE PRODUCTION ORGANISATIONS, Income by type—2002–03

	<i>Income from box office</i>	<i>Government funding</i>	<i>Fund-raising</i>	<i>Other income</i>	<i>Total income</i>
	\$m	\$m	\$m	\$m	\$m
Popular music performance	67.0	0.6	5.0	38.3	110.9
Symphony and choral performance	31.2	52.6	13.3	8.2	105.4
Drama production	41.0	26.8	9.1	14.4	91.4
Dance production	19.9	17.6	7.0	7.5	52.0
Musical theatre production	124.6	1.8	*1.2	15.8	143.4
Opera production	np	29.0	8.2	np	75.6
Other production	np	6.0	1.7	np	43.3
Total	331.6	134.4	45.5	110.6	622.1

* estimate has a relative standard error of 25% to 50% and should be used with caution

np not available for publication but included in totals where applicable, unless otherwise indicated

Source: ABS, *Performing Arts, Australia, 2002–03* (cat. no. 8697.0).

Music and theatre production organisations incurred expenses of \$575.6m in 2002–03. Over a third (37%) of these were labour costs, primarily wages and salaries, with another 8% being contract payments to performers and artists. Of the \$20.5m paid in royalties, almost three-fifths (\$12.0m) was paid to overseas organisations and individuals.

FINANCIAL DATA

*continued***12.8** MUSIC AND THEATRE PRODUCTION ORGANISATIONS,
Expenses—2002–03

		<i>For</i>		<i>Total</i>
		<i>profit</i>	<i>Not for profit</i>	
Organisations at end June	no.	657	208	865
Labour costs	\$m	59.8	154.1	213.9
Contract payments to performers/artists	\$m	15.8	31.6	47.3
Royalties	\$m	15.0	5.5	20.5
Venue hire	\$m	22.6	18.3	40.9
Advertising	\$m	22.9	14.5	37.4
Travelling, accommodation and entertainment expenses	\$m	16.6	17.9	34.5
Other	\$m	101.3	79.7	181.1
Total	\$m	254.0	321.6	575.6

Source: ABS, *Performing Arts, Australia, 2002–03* (cat. no. 8697.0).

Respondents to the ABS Survey of Performing Arts Festivals reported income of \$88.5m in 2002–03 derived largely from three sources – ticket sales (\$27.2m), government funding (\$27.0m) and fund raising (\$24.3m). This compares with their expenditure for the year of \$82.8m, including \$16.6m for contract payments to performers, artists and artistic support and \$12.8m for labour costs.

During 1999–2000, the 125 businesses in the performing arts venues industry generated income of \$315.9m. The two main sources of income for these businesses were government funding (\$93.5m) and rent, leasing and hiring income (\$83.6m).

Australian Government funding for Performing arts in 2004–05 totalled \$100.7m, with a further \$0.1m for Performing arts venues. By comparison, state and territory government funding of Performing arts was \$75.1m, and their contribution toward Performing arts venues was \$162.9m. While local governments also provide funding for the performing arts, data are not available on their level of contribution.

12.9 CULTURAL FUNDING BY GOVERNMENT, Performing arts—2004–05

	<i>Australian Government</i>	<i>State and Territory Governments</i>
	\$m	\$m
Performing arts		
Music	53.6	23.9
Drama	13.5	20.7
Dance	11.2	11.9
Music theatre and opera	14.8	11.7
Other performing arts	7.5	6.9
<i>Total</i>	<i>100.7</i>	<i>75.1</i>
Performing arts venues	0.1	162.9

Source: ABS, *Cultural Funding by Government, Australia, 2004–05* (cat. no. 4183.0).

EMPLOYMENT

Survey of Performing Arts Industries

Putting together a production requires more than performers. Technicians, producers, directors, stage managers, those involved in marketing and sales, ticket collectors and a variety of others all contribute. According to the 2002–03 ABS Survey of Performing Arts Industries, there were 7,842 people employed in the music and theatre production industry in June 2003 (this survey only includes people working for organisations with employees).

Of these, 60% were performing artists, 17% were in managerial or administrative roles and 10% were providing artistic support (e.g. choreographers, composers and music directors). While the industry employed roughly equal numbers of males and females (52% and 48% respectively), the majority of performing artists employed were male (58%) while the majority of managerial and administrative staff were female (65%). The survey also found that there were 2,548 people working as volunteers in the industry during the month of June 2003.

Organisations involved in running performing arts festivals of more than 2 days duration during 2002–03, reported employing a total of 1,272 people. While the festivals were on, they received assistance from 15,728 volunteers working an average of 25 hours each.

Census of Population and Housing

The performing arts surveys do not give information on the occupations in which people work, and it is necessary to analyse data from the Census of Population and Housing for such detail. According to the Census, there were 10,797 people whose main job was in music and theatre production in August 2001. Almost two-fifths of these (4,255) were Instrumental musicians – easily the largest occupation category in the industry.

There were also 847 people who indicated that they worked as Singers, 301 as Actors and 190 as Dancers and choreographers in the Music and theatre production industry. However, this does not represent all the singers, actors, dancers and choreographers in Australia, with many people reporting having these occupations whilst being employed in other industries.

For example, there were a total of 2,009 people in various Australian industries who described their main job as "actor" in August 2001, with the largest concentrations in the Creative arts (277 people) and the Television services industries (263 people).

The same is also true of many performing arts occupations, with opportunities for employment existing in many different industries. In a statistical overview publication it is not possible to map in which industries all performing arts workers are employed, however, such detail is available in another ABS publication entitled *Employment in Culture, Australia, 2001* (cat. no. 6273.0).

Census of Population and
Housing *continued*

12.10 PERSONS EMPLOYED IN MUSIC AND THEATRE PRODUCTIONS
INDUSTRY(a), By occupation—August 2001

	<i>Number</i>	<i>%</i>
Cultural occupations		
Instrumental musicians	4 255	39.4
Singers	847	7.8
Actors	301	2.8
Music teachers (private)	274	2.5
Media producers	247	2.3
Dancers and choreographers	190	1.8
Composers	170	1.6
Radio presenters	168	1.6
Sound technicians	158	1.5
Directors (film, television, radio and stage)	105	1.0
Stage managers	96	0.9
Light technicians	82	0.8
Ticket collectors and ushers	76	0.7
Theatre and cinema managers	74	0.7
Artistic directors	63	0.6
Music directors	61	0.6
Other cultural occupations	1 108	10.3
<i>Total cultural occupations</i>	8 275	76.6
Other occupations		
Project and program administrators	147	1.4
Sales and marketing managers	137	1.3
Public relations officers	120	1.1
Other (includes not stated)	2 118	19.6
<i>Total other occupations</i>	2 522	23.4
Total all occupations	10 797	100.0

(a) In their main job in the week before Census Night.

Source: ABS, Census of Population and Housing, 2001, data available on request.

Work Survey

According to the 2004 Survey of Work in Selected Culture and Leisure Activities, there were 230,800 people who had performed music in front of an audience in the 12 months before interview. Around 29% of these people received payment for at least one of their performances. The same survey found that there were 272,700 people who performed as actors, dancers or in other performing roles before an audience. Approximately 15% of these were paid for at least one of their performances.

Work Survey continued

12.11 PERSONS INVOLVED IN MUSIC AND THE PERFORMING ARTS,
By payment status —12 months ending April 2004

	Some paid involvement	Unpaid involvement only	Total(a)
.....			
NUMBER ('000)			
Music			
As a live performer	64.3	158.0	230.8
No involvement as a live performer	19.5	48.6	69.1
Total(b)	83.8	211.9	305.2
Performing arts			
As a performer	40.4	228.3	272.7
No involvement as a performer	32.0	116.8	151.2
Total	72.4	345.1	423.9
.....			
PER CENT (%) (c)			
Music			
As a live performer	28.9	71.1	100.0
No involvement as a live performer	28.6	71.4	100.0
Total	28.9	71.1	100.0
Performing arts			
As a performer	15.0	85.0	100.0
No involvement as a performer	21.5	78.5	100.0
Total	17.3	82.7	100.0

(a) Includes some persons for whom payment details are not known.

(b) Total includes some persons for whom details are unavailable.

(c) Percentage of paid involvement calculated from the total of those where the payment status was known.

Source: ABS, Survey of Work in Selected Culture and Leisure Activities, 2004, data available on request.

CHAPTER 13

MUSIC COMPOSITION, DISTRIBUTION AND PUBLISHING

INTRODUCTION

This chapter examines the industries that create music and make it available to consumers. Information on live musical performances is included in Chapter 12 Performing Arts.

RETAIL SALES

The 1998–99 Retail Industry Survey showed that retail sales of pre-recorded audio CDs totalled \$838.9m in that year. Businesses predominantly involved in retailing recorded music accounted for almost 66% of sales, while department stores accounted for a further 21%. Retail sales of other pre-recorded audio media amounted to \$118.8m.

13.1 RETAIL SALES OF PRE-RECORDED AUDIO MEDIA (a)—1998–99

Industry	Percentage	
	Income	share
	\$m	%
Pre-recorded audio CDs		
Recorded music retailing	552.0	65.8
Department stores	173.7	20.7
Domestic appliance retailing	81.7	9.7
Other retailers	31.5	3.8
<i>Total</i>	<i>838.9</i>	<i>100.0</i>
Other pre-recorded audio media		
Recorded music retailing	18.0	15.2
Retailing n.e.c.	**13.7	**11.5
Other retailers	87.1	73.3
<i>Total</i>	<i>118.8</i>	<i>100.0</i>

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) Excludes sales by retail businesses with no employees.

Source: ABS, *Retail Industry, Commodity Sales, 1998–99* (cat. no. 8624.0).

The ABS Retail Industry Survey also estimated that sales of musical instruments totalled \$268.2m in 1998–99, although caution must be exercised with this figure as it has a high relative standard error.

See Chapter 3 for information on household expenditure on music.

ORGANISATIONS

The only comprehensive study of music activity by the ABS was undertaken in the mid 1990s. The 1995–96 ABS Business of Music Survey found that there were:

- 73 music publishing businesses
- 153 record companies and distributors
- 23 manufacturers of recorded music
- 113 businesses which collectively managed a total of 248 musical entities

ORGANISATIONS

continued

- 292 sound recording businesses.

The survey did not collect information on music retailers. However, the 1998–99 Retail Industry Survey found that there were 358 businesses involved in recorded music retailing in June 1999, and these operated a total of 661 stores.

FINANCIAL DATA

The Business of Music Survey showed that record companies and distributors had an income of \$792.4m in 1995–96, of which 92% was earned through sales of goods and services. Their expenses totalled \$751.5m, with the largest components being payments made to manufacturers for physically producing the recorded music product (\$216.9m), payments for royalties (\$215.9m) and for the category other expenses (\$214.0m).

The survey also showed that the income of music publishers during the same period totalled \$119.9m, with almost four-fifths (78%) of this being receipts for royalties. Music publishers' expenses totalled \$112.1m, with royalties being the largest expense item (\$75.6m or 67%).

Manufacturers of recorded music in Australia had income of \$95.0m in 1995–96, of which 99% was earned through sales of goods and services. Their expenses totalled \$82.2m, with the largest components being labour (24%) and manufacturing costs (37%).

13.2 INCOME AND EXPENSES OF MUSIC BUSINESSES—1995–96

	<i>Record companies and distributors</i>	<i>Music publishers</i>	<i>Manufacturers of recorded music</i>
	\$m	\$m	\$m
Income			
Sales of goods and services	725.5	22.5	94.5
Publishing and sound recording royalties	41.8	93.8	—
Other income	25.1	3.6	0.5
Total income	792.4	119.9	95.0
Expenses			
Labour costs	93.0	11.0	19.6
Manufacturing costs and purchases	216.9	10.1	30.6
Publishing and sound recording royalties	215.9	75.6	—
Net advances expensed or provided for	11.8	1.3	—
Other expenses	214.0	14.2	31.9
Total expenses	751.5	112.1	82.2

— nil or rounded to zero (including null cells)

Source: ABS, *Business of Music, 1995–96* (cat. no. 4143.0).

The ABS Retail Industry Survey showed that the income of recorded music retailing businesses was \$636.1m in 1998–99, while their expenses totalled \$610.1m. Some \$432.4m (71%) of these expenses were for purchases, while labour costs accounted for \$74.3m (12%) and rent, leasing and hiring costs amounted to \$48.8m (8%).

EMPLOYMENT

Census of Population and Housing

The 2001 Census of Population and Housing found that there were 2,178 people employed in the recorded media manufacturing and publishing industry. They were employed in a wide variety of occupations in the industry, the majority (87%) of which were non-cultural.

Census employment figures relate only to the main job a person was doing in the week before Census Night. This means that people involved in the industry as part of a second job are excluded. A better indicator of the number of people employed in the industry is data from the ABS Manufacturing Industry Survey which found 3,381 people working in the recorded media manufacturing and publishing industry in June 2001.

13.3 PERSONS EMPLOYED IN RECORDED MEDIA MANUFACTURING AND PUBLISHING INDUSTRY(a), By occupation—August 2001

	<i>Number</i>	<i>%</i>
Cultural occupations		
Printing tradespersons	67	3.1
Graphic designers	46	2.1
Sound technicians	45	2.1
Media producers	17	0.8
Other cultural occupations	111	5.1
<i>Total cultural occupations</i>	286	13.1
Other occupations		
Software designers	103	4.7
Sales and marketing managers	85	3.9
Applications and analyst programmers	80	3.7
Handpackers	77	3.5
Computing support technicians	73	3.4
Other (includes not stated)	1 474	67.7
<i>Total other occupations</i>	1 892	86.9
Total all occupations	2 178	100.0

(a) In their main job in the week before Census Night.

Source: ABS, Census of Population and Housing, 2001, data available on request

The Census also identified some 4,802 people employed in the recorded music retailing industry, with the vast majority (97%) working in non-cultural occupations (mainly as Shop assistants and Shop managers).

*Census of Population and
Housing continued*

13.4 PERSONS EMPLOYED IN RECORDED MUSIC RETAILING
INDUSTRY (a), By occupation—August 2001

	<i>Number</i>	<i>%</i>
Cultural occupations		
Music teachers (private)	26	0.5
Sound technicians	24	0.5
Instrumental musicians	23	0.5
Graphic designers	14	0.3
Other cultural occupations	74	1.5
<i>Total cultural occupations</i>	<i>161</i>	<i>3.4</i>
Other occupations		
Sales assistants, n.e.c.	2 162	45.0
Shop managers	985	20.5
Sales assistants (other personal and household goods)	161	3.4
Sales and marketing managers	147	3.1
Other (includes not stated)	1 186	24.7
<i>Total other occupations</i>	<i>4 641</i>	<i>96.6</i>
Total all occupations	4 802	100.0

(a) In their main job in the week before Census Night.

Source: ABS, Census of Population and Housing, 2001, data available on request

There were 332 people who stated that their main job in the week before the Census was as a composer (this category includes song writers). Of these, 170 worked for music and theatre production businesses and 51 worked for themselves.

INTRODUCTION

Arts and crafts take many forms but are generally accepted to include such items as paintings, drawings, cartoons, prints, photographs, digital works of art, art installations, sculpture, ceramics, pottery, jewellery, woven or printed textile art, carvings, furniture, glass, metal and leather craft. While many of these items can be mass produced, for the purpose of this publication the focus is on one-off or limited series visual arts and crafts produced in either traditional or contemporary styles.

BUYING ART AND CRAFT

Data on most aspects of visual arts and crafts is fairly scarce. Surveys conducted in the late 1990s by the ABS provide some of the only information on the amount of money spent by households on these items. These surveys also provide some limited information on the characteristics of art and craft purchasers.

The 2003–04 Household Expenditure Survey found that total annual expenditure on visual arts and crafts was \$670m. This is equivalent to an average household expenditure of \$1.66 per week. Total annual expenditure on paintings, carvings and sculptures was \$282m, while \$202m was spent on studio and other professional photography and \$186m on art and craft materials. See Chapter 3 for more information on the Household Expenditure Survey.

Another survey in 1997, the Art and Craft Purchases Survey, which asked respondents whether and what type of art and craft purchases they had made in a three month period, found that a total of 0.9 million art items and 3.9 million craft items had been bought. The most common art items purchased were Paintings (372,100 purchased), while Pottery and ceramics (992,700), Garments and clothing (565,600) and Jewellery (525,400) were the most common craft items. See Chapter 2 for information on expenditure on arts and craft purchases by international visitors.

BUYING ART AND CRAFT
*continued***14.1** NUMBER OF ART AND CRAFT ITEMS PURCHASED, Three months before interview—1997

	WHETHER MADE IN AUSTRALIA		Total (a) '000	Percentage made in Australia (b) %
	Yes	No		
	'000	'000		
Art items				
Paintings	334.3	30.4	372.1	91.7
Sculptures	113.6	76.0	191.8	59.9
Drawings/Works on paper	88.3	*18.5	107.4	82.7
Original photographs	106.5	*13.6	120.6	88.6
Original, limited edition prints	81.2	25.7	110.0	76.0
<i>Total art items</i>	724.0	164.2	902.0	81.5
Craft items				
Pottery/ceramics	885.5	81.2	992.7	91.6
Garments/clothing	435.1	108.9	565.6	80.0
Woven/printed textiles	61.3	76.0	140.8	44.6
Glass	264.5	93.2	377.3	73.9
Jewellery	383.9	116.3	525.4	76.7
Furniture crafts	193.7	36.8	242.5	84.0
Wood crafts	353.0	80.0	445.9	81.5
Metal crafts	47.2	*18.6	67.0	71.8
Leather crafts	300.0	121.5	435.3	71.2
Other crafts	115.5	*11.8	134.0	90.7
<i>Total craft items</i>	3 039.8	744.4	3 926.5	80.3

* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Includes items where it is not known where they are made.

(b) Excludes items where it is not known where they are made.

Source: DCITA, *Cultural Trends in Australia No. 7: Art and Craft Purchases, 1997*, prepared for DCITA by the NCCRS of the ABS.

The Art and Craft Purchasers Survey found that art items were purchased by a total of 696,500 people aged 18 years and over. Those most likely to purchase were:

- aged 25–34 years
- living in capital cities
- employed full-time.

Over 80% of the art items purchased were made in Australia and had a value of \$137.9m. Of this amount, the majority (\$84.2m) were for Paintings. Australian-made art items were usually purchased direct from the artist (\$41.4m or 30%) or from art and craft dealers (\$34.4m or 25%).

The 1997 survey also found that 2.5 million people aged 18 years and over purchased 3.9 million craft items over a three month period. People most likely to purchase craft items were:

- female
- aged 25–34 years
- living in capital cities
- employed part-time.

BUYING ART AND CRAFT
continued

The value of Australian-made craft items purchased in the three months before interview totalled \$317.5m with Furniture crafts accounting for \$120.5m, Jewellery another \$58.6m and Pottery and ceramics, \$44.4m. The most common places for craft purchases were direct from the crafts person (\$59.8m or 19%), from specialty craft shops (\$46.7m or 15%) and from markets (\$42.3m or 13%).

ORGANISATIONS

It is difficult to accurately determine the number of businesses involved in the production and sale of art and craft items. Data sources usually used to count the number of businesses in an industry, such as the Australian Business Register, do not separately identify art and craft producers – they are generally combined with other businesses in the creative arts industry such as self-employed composers, songwriters and writers.

As art and craft producers generally work independently and are often not part of any formal network, developing a list of organisations (including people working for themselves) who are representative of the industry is problematic. Consequently, the ABS has not undertaken surveys of art and craft producers in the past.

Collecting information on the activities of those who sell art and craft items is also difficult. Those involved in the sale of arts and crafts are generally counted with retailers of a range of other items in any business listings. Sales also regularly by-pass formal retail channels with producers selling directly, or selling through markets or fairs. The 1997 Art and Craft Purchases Survey provides some information on the main sales points for art and craft items.

Direct sales from artists and producers accounted for 22% of the value of sales; art and craft dealers, specialty craft shops and markets each had about 12% of sales; department stores, craft fairs, and museum and art gallery shops around 5% each; while the remaining sales were distributed amongst a variety of retailers.

The 1999–2000 ABS Survey of Commercial Art Galleries is one of the few business surveys to be conducted to gather information on those who sell art and craft items. The survey collected information on commercial art galleries and Aboriginal and Torres Strait Islander (ATSI) art centres. For the purpose of this survey, a commercial art gallery was defined as a business whose primary activity was the display and sale of works of art. At the end of June 2000, there were 514 commercial art gallery businesses operating in Australia. Some 31 of these commercial art galleries were ATSI art centres. The 514 commercial art gallery businesses operated from a total of 573 locations in Australia.

FINANCIAL DATA

The 1999–2000 ABS Survey of Commercial Art Galleries found that commercial art gallery businesses in Australia sold works of art valued at \$217.5m in the 12 months to June 2000. Businesses predominantly selling crafts were excluded from the survey. Sales of art by non-Indigenous artists were valued at \$167.9m, while sales of art by Indigenous artists were valued at \$35.6m. Items by overseas artists were sold for a further \$14.0m. From these sales and other activities, commercial art galleries derived an income of \$131.8m.

FINANCIAL DATA
continued

14.2 COMMERCIAL ART GALLERIES, Sources of Income—1999–2000

	Value	Percentage contribution
	\$m	%
Income from the sale of artworks		
By Aboriginal and Torres Strait Islander artists	27.4	20.8
By other artists	79.1	60.0
By overseas artists	*9.6	*7.3
Total	116.1	88.1
Income from the sale of craftworks		
By Aboriginal and Torres Strait Islander artists	1.1	0.9
By other artists	1.4	1.1
Total	2.6	2.0
Other income	13.1	9.9
Total	131.8	100.0

* estimate has a relative standard error of 25% to 50% and should be used with caution

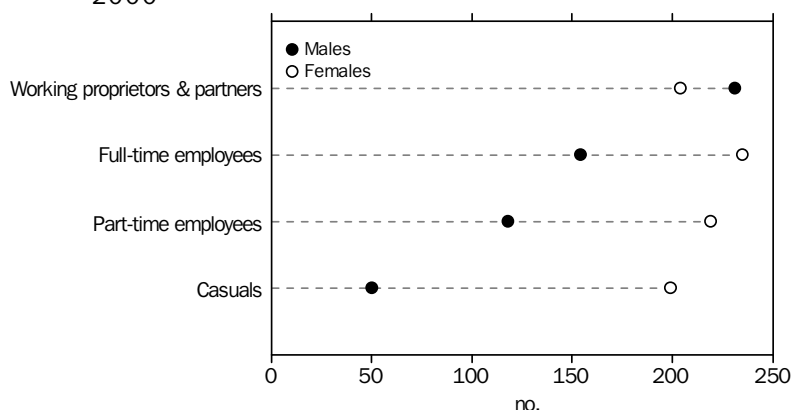
Source: ABS, Commercial Art Galleries, Australia, 1999–2000, data available on request.

EMPLOYMENT

Commercial art galleries

The Survey of Commercial Art Galleries found that there were 1,409 people employed by commercial art gallery businesses at the end of June 2000. Of these, 39% were males and 61% were females. While males had slightly higher numbers than females in the category Working proprietors and partners, they were outnumbered in each of the other categories, with the greatest difference being for casual employees (50 males and 199 females).

14.3 PERSONS EMPLOYED IN COMMERCIAL ART GALLERIES—June 2000



Source: ABS, Commercial Art Galleries, 1999–2000 (cat. no. 8651.0).

Visual artists and craft workers

Two data sources; the 2001 Census of Population and Housing and the 2004 Work in Selected Culture and Leisure Activities Survey, provide some information on the number of people involved in the creation of visual arts and crafts.

Census of Population and Housing

The 2001 Census of Population and Housing does not separately identify a visual arts and crafts industry, treating it as a subset of the broader Creative arts industry. The Creative arts industry comprises those who are self employed and includes writers, composers and a variety of occupations which rely on creative expression. Selecting specific occupations gives an indication of the number of people undertaking visual art and craft activity as their main job in the week before the Census.

Some of the more common visual arts and crafts occupations in the Creative arts industry in 2001 were Visual arts painters (1,735 people) and Designers and illustrators (566 people). The data indicates that other industries also employed creative artists.

Details of the total number of people working in visual art and craft occupations in all industries are provided in Chapter 5.

14.4 SELECTED CULTURAL OCCUPATIONS IN THE CREATIVE ARTS INDUSTRY (a)—August 2001

<i>Selected cultural occupations</i>	<i>Number of persons</i>
Painters (visual arts)	1 735
Designers and illustrators	566
Visual arts and crafts professionals, n.e.c. or n.f.d.	503
Sculptors	371
Potters and ceramic artists	113
Total selected cultural occupations	3 288

(a) In their main job in the week before Census Night.

Source: ABS, *Employment in Culture, Australia, 2001* (cat. no. 6273.0).

Work Survey

The Census only collects information on a person's main job during a one week period in August 2001. However, the 2004 Survey of Work in Selected Culture and Leisure Activities shows that less than a quarter of artists and craftworkers received payment for their creations in the 12 months before interview.

Many would therefore be unlikely to indicate art and craftwork as their main job in the Census, more likely nominating the activity that provides the largest income. The Work survey is perhaps a better indicator of the Australian level of involvement in visual art and craft, as it includes both paid and unpaid involvement and involvement over a 12-month period.

It should be noted that hobby activity is excluded - that is, only those people involved in the production of works which are available for sale or public display are covered.

During the 12 months prior to interview in April 2004, an estimated 789,900 people aged 15 years and over were involved in visual arts, while 542,700 were involved in craft. Female involvement was higher for virtually all types of art and craft work, the exception being furniture-making and wood craft.

People most likely to be paid for their visual arts and craft work were those involved in print-making, although the number undertaking this activity was relatively small.

Work Survey continued

14.5 PERSONS INVOLVED, By type of activity and payment status—2004

	Some paid involvement	Unpaid involvement only	Total (a)	Percentage with some paid involvement (b)
	'000	'000	'000	%
Visual art activities				
Computer art	82.5	200.4	286.3	29.1
Painting	38.8	220.1	262.4	15.0
Photography	59.2	236.6	300.1	20.0
Drawing	46.0	239.1	288.7	16.1
Sculpture	*8.7	51.8	61.5	*14.4
Print-making	20.5	44.8	68.4	31.4
Other visual art	*10.0	35.4	47.8	*22.0
<i>Total visual art activities(c)</i>	<i>183.1</i>	<i>597.1</i>	<i>789.9</i>	<i>23.5</i>
Craft activities				
Furniture-making and wood crafts	51.5	151.5	204.5	25.4
Textiles	21.1	120.7	144.3	14.9
Pottery and ceramics	*11.9	42.7	57.6	*21.8
Jewellery	18.9	43.0	63.5	30.6
Glass crafts	*5.3	20.9	27.0	*20.1
Other craft activities	17.6	97.7	122.1	15.3
<i>Total craft activities(c)</i>	<i>117.0</i>	<i>414.9</i>	<i>542.7</i>	<i>22.0</i>

* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Includes some persons for whom payment details are not known.

(b) Percentage calculated from the total of those where payment status was known.

(c) Components may not add to total as some persons were involved in more than one activity.

Source: ABS, *Work in Selected Culture and Leisure Activities, Australia, April 2004* (cat. no. 6281.0).

INTRODUCTION

The Australian Culture and Leisure Classifications (ACLIC) define the design industry as those businesses and organisations whose main activity is the creative, artistic and aesthetic design of objects, environments and services. The classifications focus on several distinct areas of design:

- Architecture – includes the design of buildings, town planning and landscape architecture
- Advertising – includes the planning, creation and production of advertising campaigns
- Graphic design – includes the design of visual or graphic material such as packaging designs, corporate logos and sign writing.
- Other design – includes exhibition and display design, fashion and interior design.

ORGANISATIONS

Some information on businesses involved in the design sector is available from the Australian Business Register. The table below shows the number of businesses in these industries that were actively registered for GST purposes in June 2004. There were 19,483 businesses on the Register classified as being predominantly involved in Architectural services, with a further 15,155 involved in Commercial art and display services, and 14,945 involved in Advertising services. It is not possible to separately identify other design industries on the Register.

15.1 AUSTRALIAN BUSINESS REGISTER COUNTS (a), Selected design industries—June 2004

	<i>Architectural services</i>	<i>Advertising services</i>	<i>Commercial art and display services</i>
	no.	no.	no.
New South Wales	6 785	5 838	5 796
Victoria	5 526	3 979	4 439
Queensland	3 075	2 756	2 221
South Australia	1 012	805	962
Western Australia	2 291	1 153	1 180
Tasmania	329	167	206
Northern Territory	128	67	94
Australian Capital Territory	337	180	257
Australia (b)	19 483	14 945	15 155

(a) All businesses registered and active for GST and operating in only one state or territory (i.e. it excludes entities with locations in more than one state or territory).

(b) Includes businesses for which state/territory was not recorded.

Source: ABS, Australian Business Register Counts, data available on request.

EMPLOYMENT

Census of Population and Housing

Data on the people involved in design can be obtained from several sources.

There were 26,737 people whose main job in August 2001 was in the Architectural services industry. The 2001 Census of Population and Housing found that over half of those in the industry worked as either Architects and landscape architects (10,787 people) or Architectural associates (4,143 people).

Advertising services employed large numbers of people in non-cultural occupations – particularly in sales. Graphic designers, generally considered to be one of the main creative activities in the industry, were less than 8% of employees.

A third of those employed in the Commercial arts and display services industry were Graphic designers (5,493 people) or Signwriters (3,395 people). The remaining employees were distributed amongst a large number of both cultural and non-cultural occupations.

15.2 PERSONS EMPLOYED IN SELECTED DESIGN INDUSTRIES (a), By Occupation—August 2001

	<i>Number</i>	<i>%</i>
Architectural services		
Architects and landscape architects	10 787	40.3
Architectural associates	4 143	15.5
Building and engineering associate professionals, n.f.d.	1 590	5.9
Urban and regional planners	850	3.2
Civil engineers and engineering associates	715	2.7
Interior designers	696	2.6
Other occupations	7 956	29.8
<i>Total occupations</i>	<i>26 737</i>	<i>100.0</i>
Advertising services		
Sales representatives (Business services)	2 472	9.6
Sales and marketing managers	2 381	9.2
Advertising specialists	2 213	8.6
Graphic designers	1 928	7.5
Media producers	1 063	4.1
Leaflet and newspaper deliverers	1 031	4.0
Other occupations	14 725	57.0
<i>Total occupations</i>	<i>25 813</i>	<i>100.0</i>
Commercial Art and display services		
Graphic designers	5 493	37.0
Signwriters	3 395	22.9
Printing tradespersons	293	2.0
Media producers	248	1.7
Designers and illustrators, n.f.d.	218	1.5
Advertising specialists	171	1.2
Other occupations	5 012	33.8
<i>Total occupations</i>	<i>14 830</i>	<i>100.0</i>

(a) In their main job in the week before Census Night.
 Source: ABS, Census of Population and Housing, 2001, data available on request.

Work Survey

The 2004 Survey of Work in Selected Culture and Leisure Activities, which collected data on any involvement with design, found that there were 370,200 people who had worked in design activities in the 12 months to April 2004. Of these, about two-thirds (66%) received some payment for their involvement.

Work Survey continued

The most common design activities undertaken were Graphic design (142,600 people) and Advertising (128,800 people). Fashion design was the only activity where the number of females involved exceeded the number of males.

15.3 PERSONS INVOLVED IN DESIGN, By selected characteristics—12 months ending April 2004

	<i>Males</i>	<i>Females</i>	<i>Persons</i>
	'000	'000	'000
Involvement part of a job held last week(a)	109.4	83.1	192.4
Involvement not part of any job held last week(a)(b)	101.5	71.7	173.2
Annual income from design activity(c)			
No payment	66.2	60.3	126.5
Less than \$5,000	48.0	28.8	76.8
\$5,000 to \$19,999	19.1	13.9	33.0
\$20,000 to 39,999	*13.3	17.5	53.3
\$40,000 or more	35.7	17.7	67.0
Type of design activity undertaken(d)			
Graphic design	82.2	60.4	142.6
Fashion design	*6.8	21.1	27.9
Architecture	46.9	15.0	61.9
Advertising	67.2	61.6	128.8
Other design activities	65.2	35.0	100.1
Total persons	213.6	156.5	370.2

* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Excludes persons for whom detailed information was not available.

(b) Includes persons who were unemployed or not in the labour force.

(c) Excludes people who received payment-in-kind only and people who did not state the amount of payment they received.

(d) Components do not add to the total number of people undertaking design activities as some people undertook more than one type of design activity.

Source: ABS, Survey of Work in Selected Culture and Leisure Activities, April 2004, data available on request.

INTRODUCTION

The film and video sector comprises several industries, some of which focus on the creation of new products (e.g. the film production industry) while others are more service-orientated (e.g. the film and video distribution, motion picture exhibition and video hire industries).

The Australian Culture and Leisure Classifications (ACLIC) define film and video production as businesses and organisations whose main activity is the production of films, video tapes, or other media containing moving images for theatre or television projection. The industry includes production of feature films, documentaries and drama series, as well as videos for advertising and corporate training. It also includes businesses providing post-production services such as casting, film editing and titling.

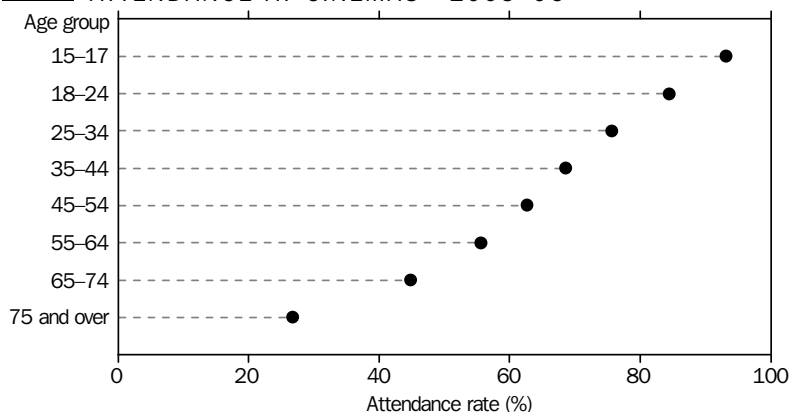
Film and video distribution is defined as businesses or organisations mainly engaged in leasing or wholesaling motion pictures on film, video tape and DVD to organisations for exhibition or sale. Motion picture exhibition is defined as businesses and organisations whose main activity is the screening of motion pictures on film or video tape.

Data for this chapter have largely been sourced from ABS surveys. The Australian Film Commission also provides substantial detail on many different aspects of the film, television and video industries through their publication *Get the Picture* which is available on their website at www.afc.gov.au.

ATTENDANCE

The 2005–06 Survey of Attendance at Selected Cultural Venues and Events showed that 10.4 million people (65% of the population aged 15 years and over) attended cinemas in the 12 months before interview in 2006. The attendance rate decreased successively with age from 93% for 15–17 year olds to 27% for people aged 75 years and over.

16.1 ATTENDANCE AT CINEMAS—2005–06



Source: ABS, *Attendance at Selected Cultural Venues and Events, 2005–06* (cat. no. 4114.0).

ATTENDANCE *continued*

The frequency of attendance was also greater for people aged 15–17 years than for other age groups. Approximately 69% of 15–17 year olds visited a cinema more than 5 times in the 12-month period compared with about 40% for most other age groups.

16.2 PERSONS ATTENDING CINEMAS, By age and frequency of attendance(a)—2005–06

	AGE GROUP (YEARS)								Total
	15–17	18–24	25–34	35–44	45–54	55–64	65–74	75 and over	
	NUMBER ('000)								
1–5 times	239.9	630.1	1 123.2	1 292.4	1 038.4	723.8	408.1	201.2	5 657.1
6–10 times	223.8	398.2	519.4	450.5	420.4	260.0	97.2	49.8	2 419.1
11–20 times	196.8	401.5	306.0	224.8	225.7	177.0	72.9	31.8	1 636.6
21 times or more	101.3	207.8	154.1	62.6	59.2	72.5	42.5	18.6	718.6
Total	761.7	1 637.6	2 102.7	2 030.3	1 743.8	1 233.2	620.7	301.4	10 431.4
	PER CENT (%)								
1–5 times	31.5	38.5	53.4	63.7	59.5	58.7	65.7	66.8	54.2
6–10 times	29.4	24.3	24.7	22.2	24.1	21.1	15.7	16.5	23.2
11–20 times	25.8	24.5	14.6	11.1	12.9	14.4	11.7	10.6	15.7
21 times or more	13.3	12.7	7.3	3.1	3.4	5.9	6.8	6.2	6.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(a) In the 12 months before the interview.

Source: ABS, Survey of Attendance at Selected Cultural Venues and Events, 2005–06, data available on request.

ORGANISATIONS

The Survey of Film and Video Production and Distribution collected information on businesses mainly engaged in the production and distribution of motion pictures on film or video tape for theatre or television projection. According to this survey, there were 1,975 businesses engaged in Film and video production and 58 businesses involved in Film and video distribution in June 2000.

The Survey of Television, Film and Video Production found that in June 2003 the number of businesses operating in the Film and video production industry had increased by 199 to 2,174 organisations.

The Census of the Motion Picture Exhibition Industry found 173 businesses operating a total of 326 cinema sites and 17 drive-in sites in June 2000. While the number of motion picture exhibition businesses in Australia declined from 188 to 173 since the last census was conducted in June 1997, the number of cinema screens increased from 1,050 to 1,513 (up by 44%). This growth was primarily due to the introduction of 'megaplex' sites (i.e. cinema sites with 14 or more screens). By comparison, during the same period, the number of drive-in theatre sites and screens fell from 28 to 17 and 36 to 27 respectively.

The Survey of the Video Hire Industry collected information on businesses mainly engaged in hiring pre-recorded video cassettes for personal use, and identified 1,166 video hire businesses operating a total of 1,615 outlets as at June 2000.

ORGANISATIONS

*continued***16.3** NUMBER OF BUSINESSES IN THE FILM AND VIDEO INDUSTRIES

	<i>Australia</i>
2002–03	
Film and video production	2 174
1999–2000	
Film and video production	1 975
Film and video distribution	58
Motion picture exhibition	173
Video hire outlets	1 166

Source: ABS, *Television, Film and Video Production, 2002–03* (cat. no. 8679.0); ABS *Service Industry Surveys, 1999–2000* (various - cat. nos. 8562.0, 8654.0, 8679.0).

Data from the Australian Film Commission show that in 2004, 5% of the films screened in Australian cinemas were of Australian origin. By comparison, 63% of the films screened originated in the United States of America, 7% in the United Kingdom and 5% in France.

FINANCIAL DATA

The 2004–05 ABS Cultural Funding by Government collection reported that the Australian Government provided total funding of \$128.7 million for Film and video, while state and territory governments contributed \$68.6m.

FINANCIAL DATA

*continued***16.4** AUSTRALIAN FEATURE FILMS, Sources of Finance

	Contribution	Proportion of total budget	No. of films invested in
	\$m	%	no.
Australian government sources(a)			
2002–03	18.9	39	9
2003–04	30.6	23	11
2004–05	25.4	39	11
2005–06	46.0	47	18
5-yr average	29.9	34	13
Australian private investors(b)			
2002–03	21.1	43	10
2003–04	11.2	8	11
2004–05	20.0	30	14
2005–06	7.7	8	12
5-yr average	17.8	22	13
Australian film/TV industry(c)			
2002–03	4.5	9	8
2003–04	8.2	6	9
2004–05	8.4	13	13
2005–06	16.3	17	18
5-yr average	10.9	11	14
Foreign sources			
2002–03	4.5	9	5
2003–04	85.5	63	6
2004–05	12.1	18	5
2005–06	27.8	28	9
5-yr average	37.3	32	7

(a) Includes Australian state and federal agencies and funding bodies, and SBS. Comprises equity investments only - distribution guarantees, loans and underwriting are not included.

(b) Private investment sources including Film Licensed Investment Companies (FLICs), 10BA and 10B certified projects (Film tax incentives).

(c) Includes Australian-based film and TV production companies, distribution companies, commercial free-to-air broadcasters and pay TV channels.

Source: Australian Film Commission, *National Survey of Feature Film and TV Drama Production, 2005–06*.

Data from the National Survey of Feature Film and TV Drama Production, conducted by the Australian Film Commission, show that government sources accounted for 47% of total funding for Australian features in 2005–06. The majority of these funds came via the Film Finance Corporation, which invested \$42.6m in Australian features and co-productions, while state agencies contributed a further \$5.7m.

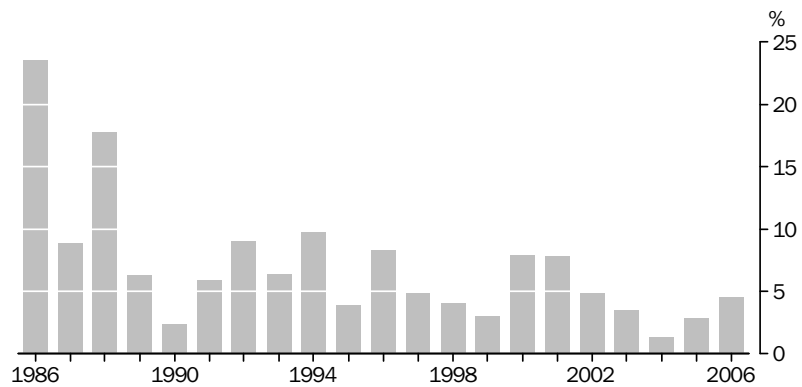
Overseas investors were also a significant source of funds in 2005-06, contributing \$27.8m (or 28% of total funding) to nine titles, with one fully financed film 'Rogue' accounting for the bulk of their investment.

In 2006, Australian films accounted for only 4.6% of the total box office receipts of Australian cinemas. As the graph shows, this percentage has fluctuated over time.

FINANCIAL DATA

continued

16.5 AUSTRALIAN FILMS' SHARE OF THE AUSTRALIAN BOX OFFICE



Source: Australian Film Commission, *Get the Picture Online* (compiled from data provided by the Motion Picture Distributors Association of Australia).

While the income derived from the production of commercials increased by 23% between 1999–2000 and 2002–03, the income from all other types of film and video production decreased. This meant overall production income was 8% lower in 2002–03 than in 1999–2000. However, increases in income from other sources, particularly postproduction and other production services meant the total income for film and video production businesses was greater in 2002–03.

16.6 INCOME AND EXPENSES OF BUSINESSES IN THE FILM AND VIDEO PRODUCTION INDUSTRY—1999–2000 and 2002–03

	1999–2000		2002–03	
	Value	Percentage contribution	Value	Percentage contribution
	\$m	%	\$m	%
Income				
Income from the production of:				
Feature films	74.0	5.0	59.2	3.7
Television programs	472.2	32.0	393.6	24.7
Commercials	186.2	12.6	228.4	14.3
Corporate, training and marketing videos	72.0	4.9	70.6	4.4
Other	45.5	3.1	26.8	1.7
Total	849.9	57.7	(a) 778.6	48.8
Income from the provision of production services to other businesses	233.1	15.8	350.9	22.0
Income from the provision of post-production/film laboratory services to other businesses	262.6	17.8	360.5	22.6
Other income	128.2	8.7	106.5	6.7
Total income	1 473.8	100.0	1 596.6	100.0
Expenses				
Labour costs				
Wages and salaries	373.5	26.7	402.4	26.7
Other	53.1	3.8	63.9	4.2
Total	426.6	30.5	466.3	31.0
Payments to other businesses for production services	250.8	17.9	215.8	14.3
Payments to other businesses for post-production/film laboratory services	88.3	6.3	89.5	5.9
Rent, leasing and hiring expenses	65.5	4.7	85.4	5.7
Travelling, accommodation and entertainment expenses	34.8	2.5	38.5	2.6
Purchases of film stock and video tape stock	50.6	3.6	62.4	4.1
Other purchases	45.8	3.3	63.1	4.2
Amortisation of productions	61.1	4.4	*38.7	2.6
Other	374.4	26.8	445.1	29.6
Total expenses	1 397.9	100.0	1 504.8	100.0

* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Of the \$778.6m received from the production of films and programs etc., \$88.9m were commissioned (i.e. the business did not retain the rights to the production).

Source: ABS, *Television, Film and Video Production, 2002–03* (cat. no. 8679.0) and *Film and Video Production and Distribution, 1999–2000* (cat. no. 8679.0).

Film and video production industry

The television industry also has a role in the production of film and video. While predominantly involved in broadcasting (the subject of chapter 17) the television industry also spends substantial amounts on productions made specifically for television. In 2002–03, the Survey of Television, Film and Video Production found that \$1,140.7m was spent on television productions, 71% by television broadcasters.

*Film and video production
industry continued*

16.7 PRODUCTION COSTS OF PROGRAMS MADE SPECIFICALLY FOR TELEVISION—2002–03

	Television	Other	Total
	businesses(a)	businesses(b)	
	\$m	\$m	\$m
Drama	np	np	159.5
Situation and sketch comedy	5.9	*9.8	15.8
Documentaries	5.5	30.7	36.2
Quiz, panel and game shows	np	np	17.2
News and current affairs	344.3	6.7	351.0
Sport	285.2	*19.9	305.1
Light entertainment and variety	88.6	45.0	133.6
Other(c)	np	np	*122.3
Total	812.4	328.4	1 140.7

* estimate has a relative standard error of 25% to 50% and should be used with caution

np not available for publication but included in totals where applicable, unless otherwise indicated

(a) Includes commercial free-to-air, subscription and public broadcasters.

(b) Includes businesses whose primary activity was film and video production or subscription television channel provision with in-house production.

(c) Includes children's programs.

Source: ABS, *Television, Film and Video Production, 2002–03* (cat. no. 8679.0).

The 2002–03 Survey of Television, Film and Video Production found that there were 5,774 films and/or videos created which were not specifically made for television, at a total production cost of \$142.4m. While the majority of these (88%) were Corporate, marketing and training media, more than 50% of total production costs were devoted to the production of 66 feature films.

16.8 PRODUCTIONS MADE OTHER THAN FOR TELEVISION —2002–03

Type of production	Productions	Total cost of production	Average cost per production
	no.	\$m	\$'000
Feature films	66	73.5	1 113.8
Short films	*74	2.4	*32.8
Documentaries	*37	*1.7	*46.5
Corporate, marketing and training media	5 057	33.9	6.7
Educational media	*185	*3.8	*20.7
Music media	*156	*2.5	*15.8
Other	199	24.5	*123.1
Total	5 774	142.4	24.7

* estimate has a relative standard error of 25% to 50% and should be used with caution

Source: ABS, *Television, Film and Video Production, 2002–03* (cat. no. 8679.0).

*Film and video distribution
industry*

The main sources of revenue for film and video distribution businesses in 1999–2000 were the renting and leasing of films to motion picture exhibitors (\$289.4m) and television businesses (\$172.5m); and the sale of pre-recorded video tapes and DVDs to retail outlets (\$157.0m). Copyright fees and licences for film and video distribution accounted for about one-quarter (23%) of total expenses.

16.9 INCOME AND EXPENSES OF BUSINESSES IN THE FILM AND VIDEO DISTRIBUTION INDUSTRY—1999–2000

	Value	Percentage contribution
	\$m	%
Income		
Sales of pre-recorded video tapes and DVDs to:		
Video hire stores	100.4	8.8
Retail outlets	157.0	13.8
Direct marketing and other businesses	2.9	0.3
<i>Total</i>	260.3	22.8
Income from the rental/lease of pre-recorded video tapes, DVDs and films to:		
Motion picture exhibitors	289.4	25.3
Television businesses	172.5	15.1
Video hire stores	94.9	8.3
Other businesses	24.0	2.1
<i>Total</i>	580.8	50.9
Other income		
Income from the provision of channels to pay TV stations	169.2	14.8
Other	131.5	11.5
<i>Total</i>	300.7	26.3
Total income	1 141.8	100.0
Expenses		
Labour costs		
Wages and salaries	66.8	6.4
Other	12.4	1.2
<i>Total</i>	79.2	7.6
Selected expenses		
Payments to other businesses for dubbing, duplication and film print costs	77.7	7.5
Program rights/licence fees used	124.4	12.0
Copyright fees/licences for film and video distribution	235.6	22.7
Advertising expenses	127.1	12.2
Other operating expenses	236.0	22.7
<i>Total</i>	800.8	77.1
Other costs	158.2	15.2
Total expenses	1 038.4	100.0

Source: ABS, *Film and Video Production and Distribution, 1999–2000* (cat. no. 8679.0).

Motion picture exhibition industry

According to the Census of Motion Picture Exhibition Industry, there were 79.4 million paid admissions to cinemas in 1999–2000 which generated gross box office receipts of \$678.9m (or 65% of the total income of motion picture exhibitors). Sales of food and beverages contributed a further 17% to business income, while their major expenses were Film hire and Wages and salaries (29% and 14% of total expenses respectively).

Motion picture exhibition
industry continued

16.10 INCOME AND EXPENSES OF BUSINESSES IN THE MOTION PICTURE EXHIBITION INDUSTRY—1999–2000

	Value	Percentage contribution
	\$m	%
Income		
Gross box office receipts	678.9	64.9
Sales of food and beverages	175.9	16.8
Screen advertising income	32.5	3.1
Other income	158.8	15.2
Total income	1 046.1	100.0
Expenses		
Wages and salaries	129.9	13.9
Other Labour costs	18.6	2.0
Rent, leasing and hiring expenses		
Film hire	268.2	28.7
Other	118.8	12.7
Total	387.0	41.4
Advertising, marketing and promotion expenses	43.3	4.6
Other operating expenses	196.3	21.0
Purchases of goods for resale	49.1	5.3
Other	110.2	11.8
Total expenses	934.3	100.0

Source: ABS, *Motion Picture Exhibition, 1999–2000* (cat. no. 8654.0).

Video hire

In 1999–2000, video hire outlets earned about three-quarters (76%) of their income through rental of videos and DVDs. Wages and salaries accounted for about one-fifth (21%) of total expenses, with the other main expense items being purchases of videos and related goods (18%) and rent, leasing and hiring expenses (17%).

16.11 INCOME AND EXPENSES OF BUSINESSES IN THE VIDEO HIRE OUTLET INDUSTRY—1999–2000

	Value	Percentage contribution
	\$m	%
Income		
Income from the rental of videos and DVDs	449.7	75.6
Income from the rental of video games	38.3	6.4
Income from the sale of videos and video related goods	36.3	6.1
Income from the sales of food and beverages	40.0	6.7
Other	30.9	5.2
Total income	595.2	100.0
Expenses		
Labour costs	128.9	23.1
Rent, leasing and hiring expenses	93.5	16.7
Other selected expenses	87.7	15.7
Purchases		
Videos and related goods	99.9	17.9
Food and beverages	27.9	5.0
Other costs	120.8	21.6
Total expenses	558.7	100.0

Source: ABS, *Video Hire Industry, 1999–2000* (cat. no. 8562.0).

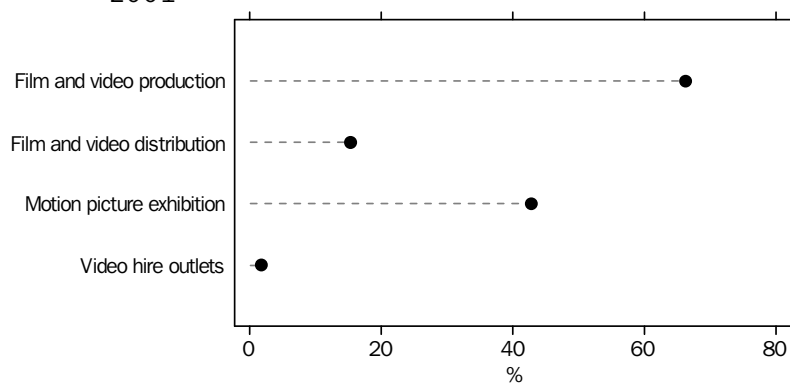
EMPLOYMENT

Census of Population and Housing

The 2001 Census of Population and Housing collected employment data relating to the job in which a person worked the most hours during the week before the Census.

According to the Census, almost 30,000 people were employed in Film and Video industries in August 2001. There were 10,804 people working in video hire outlets, 10,070 people working in cinemas and drive-ins, 7,693 people producing films and videos and another 1,059 distributing them.

16.12 PERCENTAGE OF PERSONS EMPLOYED IN CULTURAL OCCUPATIONS (a), By Film and Video Industries—August 2001



(a) In their main job in the week before Census Night.

Source: ABS, *Employment in Culture, 2001* (cat. no. 6273.0).

*Census of Population and
Housing continued*

16.13 PERSONS EMPLOYED IN FILM AND VIDEO INDUSTRIES(a), By
occupation—August 2001

	<i>Number</i>	<i>%</i>
Film and video production		
Managers and administrators		
Media producers	1 107	14.4
Other managers and administrators	548	7.1
Professionals and associated professionals		
Directors (film, television, radio and stage)	589	7.7
Film and video editors	477	6.2
Film, television, radio and stage directors n.e.c.	473	6.1
Graphic designers	224	2.9
Illustrators	200	2.6
Directors of photography	127	1.7
Actors	98	1.3
Authors	86	1.1
Other professionals and associate professionals	1 203	15.6
Tradespersons and related workers		
Production assistants (film, television and radio)	254	3.3
Performing arts support worker n.e.c.	209	2.7
Camera operators (film, television and video)	325	4.2
Sound technicians	148	1.9
Other tradespersons and related workers	408	5.3
Other (includes not stated)	1 217	15.8
<i>Total Film and Video Production occupations</i>	<i>7 693</i>	<i>100.0</i>
Film and video distribution		
Managers and administrators	189	17.8
Professionals and associated professionals	320	30.2
Tradespersons and related workers	54	5.1
Sales assistants	124	11.7
Other (includes not stated)	372	35.1
<i>Total Film and Video Distribution occupations</i>	<i>1 059</i>	<i>100.0</i>
Motion picture exhibition		
Managers and administrators		
Sales and marketing managers	111	1.1
General managers	94	0.9
Media producers and artist directors	72	0.7
Other managers and administrators	280	2.8
Professionals and associated professionals		
Theatre and cinema managers	839	8.3
Directors (film, television, radio and stage)	96	1.0
Other professionals and associate professionals	1 278	12.7
Tradespersons and related workers		
Motion picture projectionists	846	8.4
Other tradespersons and related workers	369	3.7
Ticket collectors and ushers	1 624	16.1
Sales assistants	1 105	11.0
Ticket sellers	907	9.0
Other (includes not stated)	2 451	24.3
<i>Total Motion Picture Exhibition occupations</i>	<i>10 070</i>	<i>100.0</i>
Video hire		
Sales assistants	6 369	60.0
Shop managers	2 358	22.2
Professionals and associated professionals	416	3.9
Managers and administrators	260	2.5
Other (includes not stated)	1 401	11.4
<i>Total Video Hire occupations</i>	<i>10 610</i>	<i>100.0</i>
Total Film and Video Industries	29 432	. .

.. not applicable

(a) In their main job in the week before Census Night.

Source: ABS, Census of Population and Housing, 2001, data available on request.

Work Survey

Additional data on employment in Film and Video Industries were collected through the 2004 Survey of Work in Selected Culture and Leisure Activities, which reported that 91,900 people had a work involvement in either film production or cinema and video distribution in the 12 months to April 2004. Unlike the Census of Population and Housing, the 'Work in culture survey' collects more than just 'main job' activity. See Chapter 5 for more details on the differences between the data collections.

Just over half of those involved in cinema and video distribution (51%) were paid for their work, as were slightly less than half (44%) of those involved in film production.

16.14 PERSONS INVOLVED IN FILM AND VIDEO(a), By payment status—12 months ending April 2004

ACTIVITY	Cinema or video		Total(b)
	Film production	distribution	
NUMBER ('000)			
Some paid involvement	32.1	*14.4	43.6
Unpaid involvement only	40.3	*13.6	49.6
Total(c)	72.4	28.1	91.9
PER CENT (%)			
Some paid involvement	44.3	*51.2	47.4
Unpaid involvement only	55.7	*48.4	54.0
Total	100.0	100.0	100.0

* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Excludes people whose only involvement was in a hobby capacity.

(b) Components may not add to totals as some persons were involved in more than one activity.

(c) Excludes some persons for whom payment details are not known.

Source: ABS, Survey of Work in Selected Culture and Leisure Activities, April 2004, data available on request.

Service Industry Surveys

A third perspective on employment in this sector can be obtained from the results of the 2002–03 ABS Television, Film and Video Production Survey and the 1999–2000 ABS Service Industry Surveys. According to these surveys, the number of employees in film and video production businesses increased by an annual average of 2.6%, from 15,195 in June 2000 to 16,427 in June 2003.

When making comparisons between the various sources of employment data for this sector it is important to take into consideration the differing scope and reference periods of the respective surveys.

INTRODUCTION

This chapter focuses on the activities of radio and television organisations in Australia. It firstly provides information on the amount of time adults and children spend listening to the radio and watching television. It then gives details on some key economic indicators of radio and television broadcasters such as income earned, expenses and employment.

AUDIENCE

Invariably, when a survey is conducted on how people spend their time, television viewing and, to a lesser extent, listening to the radio feature prominently. The most recent ABS Time Use Survey, conducted in 1997, showed that the most common recreation and leisure activity for people aged 15 years and over was watching television.

Viewers spent over three hours a day (182 minutes), on average, watching television with males spending about 10 minutes more than females. By comparison, radio listeners spent an average of 135 minutes a day tuned in to the radio. As with television, males listened for longer periods on average than females (141 minutes compared with 130 minutes respectively).

A survey of children's involvement in culture and leisure activities conducted in 2006 by the ABS found that in a two week period almost all (97%) children in Australia aged 5–14 years watched TV or videos outside of school hours and did so for an average of 20 hours a fortnight.

Extensive audience research is undertaken for the TV services by Australian Television Audience Management (OzTam) and data is available online at www.OzTam.com.au.

ORGANISATIONS

In Australia, free-to-air television and radio broadcasting is provided by commercial organisations, a number of community groups and the Australian Government. Subscriber or Pay TV is also an option for most Australians.

The ABS has conducted several surveys relating to various aspects of broadcasting over the years. The most recent is the 2002–03 Television, Film and Video Production Survey, which surveyed all 27 commercial free-to-air and six subscription television broadcasting businesses operating in Australia in 2002–03.

Businesses owned and controlled by the public and mainly engaged in community broadcasting were excluded.

FINANCIAL DATA

Commercial free-to-air television services received income of \$3,810.6m in 2002–03, according to the Television, Film and Video Production Survey. Almost three-quarters (\$2,817.8m) of this income was from the sale of airtime. Commercial free-to-air broadcasters reported an operating profit before tax of \$658.9m or an operating profit margin of 17.7% in 2002–03.

FINANCIAL DATA

continued

Subscription television broadcasters, with a total income of \$1,348.2m, earned over four-fifths (\$1,158.7m) from subscriptions and membership fees. This income was still not enough for these businesses to record a profit in 2002–03. The operating deficit before tax was \$451.5m which meant an operating profit margin of –33.6%.

17.1 INCOME AND EXPENSES OF TELEVISION BROADCASTERS—2002–03

	<i>Commercial</i>	
	<i>free-to-air</i>	<i>Subscription</i>
	\$m	\$m
Income		
Gross income from the sale of airtime	2 817.8	na
Subscription and membership fees	..	1 158.7
Other(a)	992.8	189.5
Total income	3 810.6	1 348.2
Expenses		
Labour costs	587.4	168.0
Program rights used/payments to channel providers	494.8	784.5
Depreciation and amortisation	387.2	278.6
Other	1 684.5	606.2
Total expenses	3 154.0	1 837.3

.. not applicable

na not available

(a) For subscription broadcasters, other income included gross income from the sale of airtime.

Source: ABS, *Television, Film and Video Production, 2002–03* (cat. no. 8679.0).

The 2002–03 Television, Film and Video Production Survey did not collect data from public broadcasters, however financial data on the activities of the Australian Broadcasting Commission (ABC) and the Special Broadcasting Service (SBS) can be obtained from their Annual Reports.

Whilst Radio and television broadcasting costs are not detailed separately, the ABC 2005–06 Annual Report recorded that revenue totalled \$961.3m and expenses \$929.2m. The SBS 2005–06 Annual Report showed that its income totalled \$241.8m and its expenses \$241.0m.

The 1996–97 Census of Radio and Television Services found that commercial radio broadcasters received income of \$584.8m in 1996–97, while community radio broadcasters received \$23.8m. More up to date information for commercial radio stations is available from the Australian Broadcasting Authority which reported that the 251 commercial radio licensees generated revenue of \$774m, and had a profit of \$106m in 2002–03.

In 2004–05 the Australian Government provided \$1,760.9m for cultural activity, 55% (\$967.3m) of which was for radio and television services – primarily the ABC and SBS.

EMPLOYMENT

Service Industry Surveys

The 2002–03 Television, Film and Video Production Survey found that businesses involved in commercial free-to-air television services in Australia employed a total of 6,577 people in June 2003. A further 2,517 people were employed by subscription television broadcasters.

*Service Industry Surveys
continued*

Public broadcasters also employed a large number of people in radio and television. The ABC and SBS Annual Reports for 2005–06 indicated that in June 2006 the networks employed just over 5000 people and 795 people respectively.

*Census of Population and
Housing*

Neither the Television, Film and Video Production Survey nor the ABC and SBS Annual Reports provide detailed breakdowns of the type of occupations in which people are involved in the radio and television industries. The 2001 Census of Population and Housing is the most detailed source of occupation information, although the data it collects relates only to a person's main job, the job in which they usually worked the most hours. In August 2001, there were 17,386 people whose main job was in the television services industry and 5,862 people in the radio services industry. This includes people working in community radio and television.

Over half the people employed in the television services industry worked in cultural occupations as defined by the Australian Culture and Leisure Classifications (see Table 17.2). Common non-cultural occupations in this industry included inquiry clerks (709 people), electronic engineers (378 people) and sales and marketing managers (373 people).

17.2 PERSONS EMPLOYED IN TELEVISION SERVICES INDUSTRY(a),
By occupation—August 2001

	<i>Number</i>	<i>Per cent</i>
Cultural occupations		
Media producer	1 989	11.4
Television journalist	858	4.9
Camera operator (Film, television or video)	779	4.5
Film and video editor	714	4.1
Director (Film, television, radio or stage)	562	3.2
Production assistant (Film, television or radio)	449	2.6
Sound technician	370	2.1
Actor	263	1.5
Television presenter	257	1.5
Other cultural occupations	2 756	15.9
<i>Total cultural occupations</i>	<i>8 997</i>	<i>51.7</i>
Other occupations	8 389	48.3
Total all occupations	17 386	100.0

(a) In their main job in the week before Census Night.
Source: ABS, 2001 Census of Population and Housing, data available on request.

Like the television services industry, the majority of people working in the radio services industry in their main job worked in a cultural occupation (see Table 17.3). Common non-cultural occupations in the industry included sales representatives (495 people), general managers (299 people), sales and marketing managers (185 people) and public relations officers (111 people).

*Census of Population and
Housing continued*

17.3 PERSONS EMPLOYED IN RADIO SERVICES INDUSTRY(a), By occupation—August 2001

	Number	Per cent
Cultural occupations		
Radio presenters	924	15.8
Program directors (Radio or Television)	747	12.7
Radio journalists	483	8.2
Advertising specialist	132	2.3
Sound technicians	117	2.0
Media producers	101	1.7
Other cultural occupations	647	11.0
<i>Total cultural occupations</i>	<i>3 151</i>	<i>53.8</i>
Other occupations	2 711	46.2
Total all occupations	5 862	100.0

(a) In their main job in the week before Census Night.

Source: ABS, 2001 Census of Population and Housing, data available on request.

Work Survey

As data from the Census of Population and Housing relates only to a person's main job during a one week period in August, it may not capture those people who are involved in a less regular or voluntary capacity. The 2004 Survey of Work in Culture and Leisure Activities provides some indication of total involvement over a 12 month period. The survey found that over 75,000 people were involved in television and 93,000 were involved in radio over a 12 month period to April 2004. The majority of those involved in radio (69.7%) were unpaid while fewer were unpaid volunteers in television (36.2%).

17.4 PERSONS INVOLVED IN BROADCASTING, By whether paid—12 months ending April 2004

	Television	Radio
NUMBER ('000)		
Some paid involvement	48.4	28.2
Unpaid involvement only	27.5	64.8
Total	75.9	93.0
PER CENT (%)		
Some paid involvement	63.8	30.3
Unpaid involvement only	36.2	69.7
Total	100.0	100.0

Source: ABS, *Work in Selected Culture and Leisure Activities, April 2004* (cat. no. 6281.0).

INTRODUCTION

Cultural education involves teaching students skills in an art or cultural field. While these skills can be obtained at schools and tertiary institutions, there are a variety of other organisations involved in teaching the arts, such as: TAFE colleges; community learning centres; and adult education centres.

Arts education covers the teaching of skills specific to the fields of literature, television, radio, film, visual arts and crafts, design, music, performing arts and other arts. Skills taught include creative writing; acting; dancing; singing; music composition; music playing; visual design; radio, television and film production, post-production and direction; photography; and sound engineering and recording.

TRAINING IN THE ARTS

Some 1.1 million people aged 15 years and over in Australia had completed a course or qualification in an arts or culture related field at some time in their lives, according to the 2004 Survey of Work in Selected Culture and Leisure Activities. This included qualifications at universities, specialist tertiary institutions such as the National Institute of Dramatic Art and technical and further education (TAFE) institutes. Music (215,300 people), Crafts (170,100 people) and Fine arts (169,100 people) were the most common courses completed or qualifications obtained.

18.1 PERSONS WITH AN ARTS OR CULTURE QUALIFICATION—April 2004

	<i>Males</i>	<i>Females</i>	<i>Persons</i>
<i>Field of qualification</i>	'000	'000	'000
Librarianship	*4.8	9.2	*14.0
Heritage	**1.9	*3.6	*5.5
Crafts	36.4	133.7	170.1
Drama and dance	35.7	120.9	156.6
Film, radio and television	25.6	25.8	51.4
Fine arts	57.0	112.1	169.1
Architecture	25.5	*10.6	36.2
Design	64.7	87.5	152.3
Music	87.8	127.5	215.3
Literature	17.8	27.9	45.7
Other	99.9	144.7	244.6
Total(a)	396.1	698.5	1 094.5

* estimate has a relative standard error of 25% to 50% and should be used with caution

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) Components may not add to totals as some persons may have undertaken study in more than one field.

Source: ABS, Work in Selected Culture and Leisure Activities, April 2004, data available on request.

TRAINING IN THE ARTS

continued

Tertiary arts education data are available from the Australian Government Department of Education, Science and Training (DEST). Information is available on student enrolments in tertiary institutions by field of study and level of course. There were 61,178 students studying creative arts at higher educational institutions in Australia in 2005 (this figure excludes TAFE courses) according to DEST data.

18.2 NUMBER OF STUDENTS UNDERTAKING HIGHER EDUCATION IN THE FIELD OF CREATIVE ARTS (a)—2005

	<i>Students</i>	<i>Per cent of all creative arts students</i>
	'000	%
New South Wales	18.2	29.8
Victoria	15.3	25.0
Queensland	13.5	22.1
South Australia	3.6	5.9
Western Australia	7.3	12.0
Tasmania	1.0	1.7
Northern Territory	0.2	0.3
Australian Capital Territory	1.2	1.9
Australia (b)	61.2	100.0

- (a) Creative arts comprises of the following educational fields: Performing arts; Visual arts and crafts; Graphic and design studies; Communication and media studies; and Other performing arts
- (b) Includes students undertaking courses in multi-state institutions
- Source: Department of Education, Science & Training, Students 2005: Selected Higher Education Statistics

Data on vocational education can be obtained from the National Centre for Vocational Education Research. It found that in 2005 vocational training organisations such as TAFE institutes reported 44,100 students enrolled in the creative arts.

TRAINING IN THE ARTS

*continued***18.3** SUBJECT ENROLMENTS IN VOCATIONAL EDUCATION AND TRAINING COURSES (a), In the field of creative arts (b)—2005

	Subject enrolments	Students (c)	Per cent of all creative arts students
	'000	'000	%
New South Wales	165.3	14.6	33.1
Victoria	118.9	13.2	29.9
Queensland	56.8	5.3	12.0
South Australia	31.3	2.1	4.8
Western Australia	57.1	5.7	12.9
Tasmania	7.5	0.9	2.0
Northern Territory	7.2	1.4	3.2
Australian Capital Territory	7.0	1.0	2.3
Australia	451.3	44.1	100.0

- (a) Excludes vocational education and training courses which are part of a secondary school program.
- (b) Creative arts comprises the following fields of education: Performing arts; Visual arts and crafts; Graphic and design studies; Communication and media studies; and Other creative arts.
- (c) Whose major field of education was the Creative arts.

Source: National Centre for Vocational Education Research Ltd., *Students and Courses 2005: In detail*.

EMPLOYMENT

Work Survey

According to the 2004 Survey of Work in Selected Culture and Leisure Activities, some 183,200 people were involved in teaching at least one of the creative arts in the 12 months to April 2004. Teachers of creative arts were more likely to be female (63%). This was particularly noticeable for teachers of arts and crafts where 80% of the teachers were female.

18.4 PERSONS WITH A WORK INVOLVEMENT IN TEACHING (a)—2004

	Males	Females	Persons
	'000	'000	'000
Teaching			
Radio, TV, film and video	14.8	14.4	29.2
Music and performing arts	28.9	44.5	73.4
Art and craft	*12.6	51.8	64.4
Writing and publishing	15.5	17.7	33.2
Design	*11.1	*6.3	17.4
Total (b)	67.6	115.6	183.2

* estimate has a relative standard error of 25% to 50% and should be used with caution

- (a) In the 12 months before interview in April 2004.
- (b) Components may not add to totals as some persons were involved in more than one activity.

Source: ABS, *Work in Selected Culture and Leisure Activities, April 2004* (cat. no. 6281.0).

Census of Population and Housing

The Census of Population and Housing provides some information on the number of people who taught arts activities privately as their main job in August 2001. The Census found that there were 1,366 people employed as art teachers, 8,441 as music teachers, 3,447 as dance teachers and 499 as drama teachers.

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