



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 data sources, including Australian Bureau of Statistics (ABS) data and non-ABS data, to provide a more complete picture of cultural industries. 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.

Wherever possible, data are presented to align with the *Australian Culture and Leisure Classifications, 2008 (Second Edition)* (ACLC) (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. 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.

This is the sixth ABS statistical overview on culture and the arts. Data have been updated where available at the time of release. The table below provides indication of updated data to be released from November 2008 which will be used to update future editions of this publication.

INDICATIVE RELEASE DATES

<i>Publication</i>	<i>Indicative release date</i>	<i>Chapter</i>
ABS, International Trade in Services by Country, State and by Detailed Services Category (cat. no. 5368.0.55.003).	Nov 2008	7
ABS, Counts of Australian Businesses, Including Entries and Exits 2003–2008 (cat. no. 8165.0).	Dec 2008	13,15
ABS, Survey of Education and Work, Australia (cat. no. 6227.0.30.001).	Dec 2008	18
Australian Recording Industry Association (ARIA).	Jan 2009	13
ABS, Employee Earning and Hours, Australia (cat. no. 6306.0).	Feb 2009	5
Screen Australia, Get the Picture.	Feb 2009	16
ABS, Museums, Australia (cat. no. 8560.0).	Jul 2009	4, 5, 6, 8
Department of Education, Science and Training, Students (full Year): Selected Higher Education Statistics 2008.	Jul 2009	18
National Centre for Vocational Education Research Ltd., Students and Courses 2008.	Jul 2009	18
ABS, Cultural Funding by Government, Australia, 2007–08 (cat. no. 4183.0).	Aug 2009	4, 8–12
Australia Business Arts Foundation (ABAF), Survey of Private Sector Support for the Arts.	Aug 2009	3
Australian Major Performing Arts Group (AMPAG), Tracking Changes in Corporate Sponsorship and Private Donations.	Aug 2009	3

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All ABS publications rely 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.

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MORE INFORMATION ON
ABS CULTURE AND
RECREATION STATISTICS

More information on culture and recreation statistics and the role of the NCCRS, is available from the Culture and Recreation Statistics theme page (available from the Themes menu on the ABS home page www.abs.gov.au). Some data provided in this publication is only available by request. For more information, contact the National Information and Referral Service on 1300 135 070.

Ian Ewing
Acting Australian Statistician

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CHAPTER 1

PARTICIPATION AND ATTENDANCE

INTRODUCTION

Involvement in heritage and the arts can take many forms, including creative pursuits such as painting, acting or playing a musical instrument. Involvement can also cover the enjoyment one gains through experiencing the creative or artistic works of others. This includes such things as seeing a movie or visiting a museum or art gallery.

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 (Employment and voluntary work) of this publication.

TIME SPENT ON CULTURAL ACTIVITIES

How people spend their time was the subject of an ABS survey conducted in 2006. People aged 15 years and over were asked to record what they did during a two-day period in five minute intervals. Information was recorded on necessary activities such as eating and sleeping, and the usual activities such as paid work, study, housework and unpaid community work.

The time left in the day after these activities have been accounted for 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. On a daily basis 87% of Australians watched TV for an average of just under 3 hours (179 minutes), down slightly from the 1997 figure of 182 minutes. This means that in 2006, Australians aged 15 years and over spent a total of 42 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 ON SELECTED CULTURE AND LEISURE
ACTIVITIES (a) (b)—2006

	Participants average	Participation rate %	Total time spent by all Australians	Average % of day spent on activity by all Australians
	minutes per day	%	Million of person hours per day	%
Visiting entertainment and cultural venues	114	4.3	1.3	0.3
Attendance at sports event	127	1.6	0.5	0.1
Religious activities/ritual ceremonies	91	5.3	1.3	0.3
Sport and outdoor activity	88	25.6	6.2	1.5
Games/hobbies/arts/crafts	100	17.7	4.9	1.2
Reading	76	43.7	8.9	2.3
TV watching/listening	179	87.4	42.0	10.8
Video/DVD watching	109	8.3	2.4	0.6
Listening to radio	123	47.9	15.9	4.1
Listening to records/tapes/CDs and other audio media	71	5.6	1.1	0.3
Attendance at courses (excluding school and university)	113	0.6	0.2	—
Audio/visual media nec(c)	83	22.7	5.8	1.3

— nil or rounded to zero (including null cells)

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

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

(c) Computer and internet use, other than for games.

Source: ABS, *How Australians Use Their Time*, 2006 (cat. no. 4153.0).

The Time Use Survey found that Visiting entertainment and cultural venues attracted about 4% of the population who spent on average about two hours (114 minutes) when they attended. The total time spent by all Australians on Visiting entertainment and cultural venues (1.3 million person hours per day) was similar to the time spent on Religious activities and Listening to CDs, records and tapes (1.3 million person hours per day and 1.1 million person hours per day respectively).

ATTENDANCE AT
SELECTED CULTURAL
VENUES AND EVENTS

In 1991, the ABS conducted its first survey on *Attendance at Selected Cultural Venues and Events* (cat. no. 4114.0). The survey has been repeated several times since then, most recently in 2005–06.

In 2005–06, 65% of adult Australians attended the Cinema at least once in the 12 months before their survey interview, making the Cinema the most popular cultural venue.

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

The survey included the following cultural events: Popular music concerts, Classical music concerts, Theatre performances, Dance performances, Musicals and operas, and Other performing arts. Of these 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

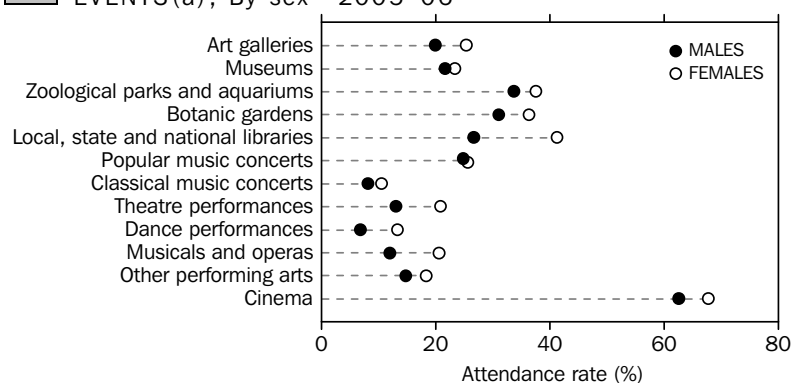
<i>Venue or activity</i>	<i>Number of people attending</i> '000	<i>Attendance rate (b)</i> %
Art galleries	3 630.7	22.7
Museums	3 611.9	22.6
Zoological parks and aquariums	5 699.8	35.6
Botanic gardens	5 390.9	33.7
Local, state and national libraries	5 454.5	34.1
Popular music concerts	4 035.9	25.2
Classical 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*

Apart from Popular music concerts, a higher proportion of females than males attended each venue or event. The difference was 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 Local, state and national 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)				
	Once only	2–4 times	5 times or more	Total	
	%	%	%	%	'000
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

In 2006, the ABS Adult Literacy and Life Skills Survey found that 61% of people aged over 15 years of age considered Reading as a favourite activity, with females more likely (73%) than males (50%) to consider reading a favourite past-time.

Of those surveyed, 77% read newspapers, 58% read magazines and 48% read books at least once a week. People likely to read more frequently were those in the 45-64 years age group and those with university or higher qualifications.

1.7 PERSONS AGED 15 YEARS AND OVER, READING PREFERENCES(a), By selected characteristics—2006

	Newspapers at least once a week	Books at least once a week	Magazines at least once a week
	%	%	%
Male	78.6	39.2	55.1
Female	75.9	56.1	60.5
Age group (years)			
15-29	67.7	42.8	55.1
30-44	78.8	48.6	57.8
45-64	82.4	50.4	62.2
65 and over	82.0	49.6	50.3
Educational attainment			
University or higher	84.5	64.5	66.5
Trade or diploma	79.4	47.0	59.2
Year 12	77.1	48.8	59.4
Total	77.3	47.7	57.8

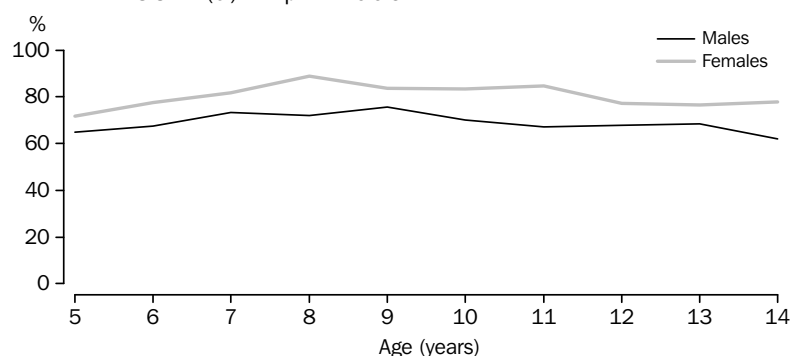
(a) In the 12 months prior to survey.

Source: ABS data available on request, Adult Literacy and Life Skills Survey, 2006.

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 everyday or on most days of the week. 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.

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

The 2006 Children's Participation in Selected Cultural and Leisure Activities 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.

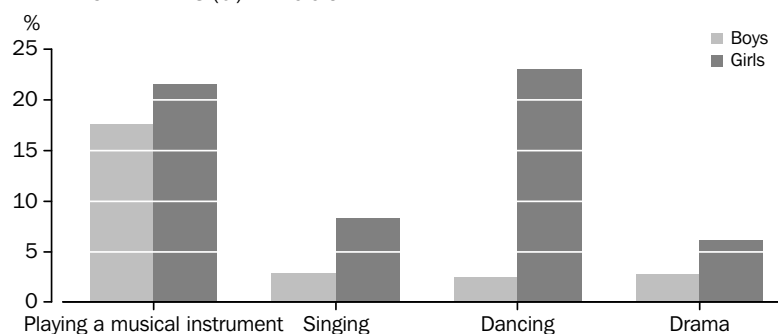
READING *continued***1.8** CHILDREN AGED 5–14 YEARS WHO READ FOR PLEASURE(a)—April 2006

(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 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 the 2007 survey of Work in Selected Culture and Leisure Activities.

For the purposes of the survey a hobby was defined as an activity that was undertaken only for oneself or for family or friends, 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 involvement is reported in Chapter 5).

The survey showed that there were 2.1 million people aged 15 years and over in Australia who were involved in Art and craft as a hobby activity only. This is down from 2.5 million people in 2004. The survey also showed that there were 356,900 people involved in Writing as a hobby only and 265,000 involved in Music as a hobby only. This is up from 317,200 and 158,700 respectively in 2004.

CHAPTER 2

TOURISM

INTRODUCTION

Tourism may be motivated by the desire to visit friends and relatives or to experience the character and culture of a destination. Tourism Research Australia (TRA, formerly Bureau of Tourism Research, BTR) conducts the National Visitor Survey and the International Visitor Survey. The National Visitor Survey is the major source of information on the characteristics and travel patterns of domestic tourists within Australia. The International Visitor Survey represents the most comprehensive source of information on international visitors to Australia.

INTERNATIONAL CULTURAL TOURISM

The 2007 International Visitor Survey found that half (51%) of all overseas visitors attended at least one cultural attraction while in Australia. Of the 2.7 million international cultural and heritage visitors in 2007, 16% were from the United Kingdom, 14% from New Zealand and 13% were from Other Asia (Asia excluding China, Japan, Korea and Singapore). The most popular destination for both international and domestic cultural heritage visitors was New South Wales.

Most overseas cultural and heritage visitors visited historical or heritage buildings, sites or monuments (62% of the 2.7 million international cultural and heritage visitors who travelled to Australia in 2007) or museums or art galleries (57%).

2.1 INTERNATIONAL CULTURAL AND HERITAGE VISITORS, By activity type—2007

	<i>Percentage of international cultural and heritage visitors</i>
<i>Type of cultural and heritage tourism activity</i>	<i>%</i>
Attend theatre, concerts or other performing arts	24
Visit museums or art galleries	57
Visit art/craft workshops/studios	17
Attend festivals/fairs or cultural events	17
Experience Aboriginal art/craft and cultural displays	24
Visit an Aboriginal site/community	11
Visit historical/heritage buildings, sites or monuments	62

Source: Tourism Research Australia, *Cultural and Heritage Tourism in Australia*, 2007.

DOMESTIC CULTURAL TOURISM

According to the National Visitor Survey, the majority of Australians spent some time away from home in 2007, with most going on a holiday or to visit friends and relatives. Data from the TRA National Visitor Survey shows that in 2007, there was a total of 73.8 million trips taken by persons aged 15 years and over that were of at least one night's duration and that involved travelling at least 40 kilometres from home.

DOMESTIC CULTURAL
TOURISM *continued*

Holiday or leisure was the most common reason for people's trip to stay overnight (49%) or for the day (50%).

During 2007, there were also 147.7 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.

In 2007, 15% of domestic overnight visitors and 7% of domestic day visitors participated in at least one cultural and heritage activity. There were 10.9 million domestic overnight visitors, compared to 10.4 million domestic day visitors.

The most common cultural activity undertaken by domestic visitors was visiting museums or art galleries (43% of overnight cultural and heritage visitors and 32% of day cultural and heritage visitors).

2.2 DOMESTIC CULTURAL AND HERITAGE VISITORS, By activity
type—2007

	Percentage of domestic overnight cultural and heritage visitors	Percentage of domestic day cultural and heritage visitors
<i>Type of cultural and heritage tourism activity</i>	%	%
Attend theatre, concerts or other performing arts	21	20
Visit museums or art galleries	43	32
Visit art/craft workshops/studios	8	9
Attend festivals/fairs or cultural events	17	20
Experience Aboriginal art/craft and cultural displays	5	np
Visit an Aboriginal site/community	3	np
Visit historical/heritage buildings, sites or monuments	33	30

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

Source: Tourism Research Australia, *Cultural and Heritage Tourism in Australia*, 2007.

CHAPTER 3

HOUSEHOLD EXPENDITURE

INTRODUCTION

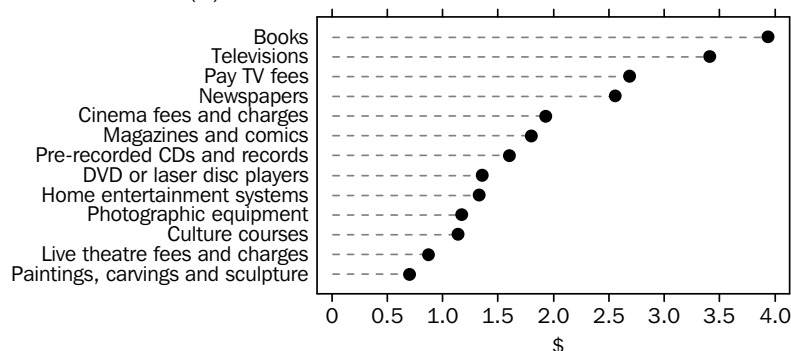
According to the most recent ABS Household Expenditure Survey (2003–04) there were an estimated 7.7 million households in Australia, each spending an average of \$36.40 per week on culture – equivalent to a total annual expenditure of \$14,694m by all households. The Household Expenditure Survey collected detailed information at the household rather than personal level because some expenditures (e.g. DVD players) 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: ABS, *Household Expenditure Survey, Australia: Detailed Expenditure Items, 2003–04* (cat. no. 6535.0.55.001).

In 2003–04, Australian households spent 4% of their total expenditure on cultural goods and services. Households spent the largest amounts on Books (\$1,587m), Televisions (\$1,376m), Pay TV fees (\$1,084m) and Newspapers (\$1,031m).

3.2 EXPENDITURE ON CULTURE BY AUSTRALIAN HOUSEHOLDS—2003–04

	Average household expenditure	Total household expenditure
	\$/week	\$m/year
Literature		
Books	3.94	1 587
Newspapers	2.56	1 031
Magazines and comics	1.80	727
Other printed material	0.14	55
<i>Total</i>	8.44	3 400
Music		
Pre-recorded compact discs and records (audio)	1.60	646
Audio cassettes and tapes	0.05	19
<i>Total</i>	1.65	665
Performing arts		
Live theatre fees and charges	0.87	353
Music concert fees and charges	0.72	291
<i>Total</i>	1.59	644
Visual arts and crafts		
Studio and other professional photography	0.50	203
Paintings, carvings and sculptures	0.70	282
Art and craft materials	0.46	184
<i>Total</i>	1.66	668
Broadcasting, electronic media and film		
Hire of video cassette tapes and TV or computer games	1.17	473
Pre-recorded video cassettes and video discs	2.08	840
Cinema fees and charges	1.93	779
Pay TV fees	2.69	1 084
<i>Total</i>	7.87	3 176
Other arts		
Musical instruments and accessories	*0.67	*272
Culture courses	1.14	459
Cultural fees and charges n.e.c	0.05	19
<i>Total</i>	1.86	750
Heritage		
Art gallery and museum fees and charges	0.15	61
National park and zoos fees and charges	0.24	98
<i>Total</i>	0.39	159
Other culture		
Radios	0.07	27
CD players	0.36	145
Integrated sound systems	0.25	100
Other audio equipment(a)	*0.58	*239
Televisions	3.41	1 376
Home entertainment systems	1.33	537
Television aerials	*0.06	*26
Video cassette recorders	0.36	145
Video cameras	0.92	371
Digital video disc players or laser disc players	1.36	550
Other video equipment(b)	*0.42	*168
Audiovisual parts n.e.c	0.22	90
Hire of televisions	*0.06	*26
Blank video cassettes and video discs	0.21	86
Repair and maintenance of audiovisual equipment and personal computers	1.00	404
Audiovisual equipment and personal computer repairs insurance	0.09	37
Photographic equipment (excluding film and chemicals)	1.17	471
Photographic film and chemicals (including developing)	1.07	433
<i>Total(c)</i>	12.94	5 231
Total expenditure on culture	36.40	14 694

* 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); ABS data available on request, Household Expenditure Survey, 2003–04.

CHANGES IN SPENDING PATTERNS

Between 1998–99 and 2003–04, total household expenditure on culture increased from \$26.74 to \$36.40 per week. Part of this increase can be attributed to inflation. During the 5 years between the surveys, the prices of goods and services, as measured by the Consumer Price Index, rose by 18%.

3.3 AVERAGE WEEKLY HOUSEHOLD EXPENDITURE AT CURRENT PRICES(a)—1984 to 2003–04

	1984	1988–89	1993–94	1998–99	2003–04
	\$/week	\$/week	\$/week	\$/week	\$/week
Literature	4.16	5.82	7.54	7.56	8.43
Music	0.68	1.21	1.29	2.07	1.65
Performing arts(b)	0.81	0.92	1.92	1.48	1.59
Visual arts and crafts(c)	0.42	0.58	0.72	1.09	1.66
Broadcasting, electronic media and film(d)	1.28	2.01	3.13	4.13	7.87
Other arts(e)	0.95	1.22	1.41	1.28	1.86
Heritage	0.09	0.13	0.25	0.17	0.39
Other culture(f)(g)	6.94	7.94	9.13	8.90	12.94
Total(c)(e)	15.33	19.83	25.39	26.74	36.40

(a) Not adjusted for inflation.

(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 the hire of TV games for surveys prior to 1998–99.

(e) For 1998–99, includes cultural fees and charges n.e.c. which were included in other cultural categories in previous surveys.

(f) Includes the 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).

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 2006–07, government funding for cultural activities totalled \$5,613.5m, with state and territory governments providing almost half (47% or \$2,628.8m), the Australian Government contributing 34% (\$1,901.0m), and local government making up the balance of 19% (\$1,083.7m).

Recurrent expenditure accounted for 90% of cultural funding by all levels of government in 2006–07, while funding for capital expenditure accounted for the remaining 10%.

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 2006–07 Annual Report of the former Department of Communications, Information Technology and the Arts (DCITA) (now the Department of Broadband, Communications and the Digital Economy), 596 donations were made to the program in that year with a total value of \$33.4m.

In 2006–07, the majority of Australian Government cultural funding supported Arts activities (\$1,432.6m or 75% of total Australian Government funding). Broadcasting and film was the main beneficiary receiving over half of the total cultural funding provided (\$1,168.4m or 61%).

In contrast, state and territory governments directed the majority of their funding to Heritage activities (\$2,112.2m or 80%) in 2006–07. Nature parks and reserves received \$1,086.8m, representing 41% of the total state and territory government funding for cultural activities.

GOVERNMENT FUNDING

*continued***4.1** CULTURAL FUNDING BY LEVEL OF GOVERNMENT—2006–07

	Value of funding	Percentage of total
	\$m	%
Australian Government(a)		
Heritage		
Art museums	47.2	0.8
Other museums	209.5	3.7
Nature parks and reserves	74.6	1.3
Zoological parks, aquaria and botanic gardens	7.3	0.1
Libraries and archives	129.8	2.3
<i>Total heritage</i>	<i>468.4</i>	<i>8.3</i>
Arts		
Literature and print media	25.0	0.4
Performing arts	124.0	2.2
Performing arts venues	—	—
Visual arts and crafts	29.3	0.5
Broadcasting and film	1 168.4	20.8
Community cultural centres and activities	15.7	0.3
Administration of culture	33.5	0.6
Other arts n.e.c.	36.7	0.7
<i>Total arts</i>	<i>1 432.6</i>	<i>25.5</i>
Total Australian Government	1 901.0	33.9
State and territory government		
Heritage		
Art museums	187.4	3.3
Other museums	310.7	5.5
Nature parks and reserves	1 086.8	19.4
Zoological parks, aquaria and botanic gardens	141.5	2.5
Libraries and archives	385.7	6.9
<i>Total heritage</i>	<i>2 112.2</i>	<i>37.6</i>
Arts		
Literature and print media	6.5	0.1
Performing arts	132.4	2.4
Performing arts venues	132.0	2.4
Visual arts and crafts	26.1	0.5
Broadcasting and film	73.6	1.3
Community cultural centres and activities	19.9	0.4
Administration of culture	73.5	1.3
Other arts n.e.c.	52.7	0.9
<i>Total arts</i>	<i>516.7</i>	<i>9.2</i>
Total state and territory government	2 628.8	46.8
Local government(b)		
Libraries	619.7	11.0
Total local government	1 083.7	19.3
Total	5 613.5	100.0

— nil or rounded to zero (including null cells)

(a) The Australian Government refers to the federal government. It does not refer to the aggregate of state and territory governments, nor does it include local government.

(b) More detailed estimates of local government funding of arts and cultural activities are unavailable.

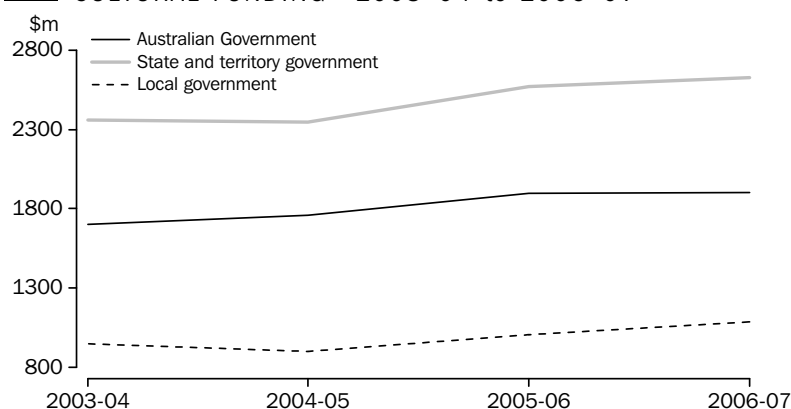
Source: ABS, *Cultural Funding by Government, Australia, 2006–07* (cat. no. 4183.0).

GOVERNMENT FUNDING

continued

The Australian Government and state and territory governments have continued to increase the amount of funding towards cultural activities however, the increases were less between 2005–06 and 2006–07 than for the previous period (2004–05 to 2005–06). Australian Government funding increased by 0.2% (compared with 8% during the previous period) and state and territory government funding increased by 2% (compared with the previous annual increase of 10%). The largest percentage increase of cultural funding over the period 2005–06 to 2006–07 was at the local government level, with an 8% increase

4.2 CULTURAL FUNDING—2003–04 to 2006–07



Source: ABS, *Cultural Funding by Government, Australia, 2005–06 and 2006–07* (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 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 Australian Government's Register of Cultural Organisations. According to the former Department of Communications, Information Technology and the Arts (DCITA) Annual Report for 2006–07, 84,486 donations were made to these organisations during that year with a total value of \$45.3m.

A survey conducted by the Australia Business Arts Foundation (AbaF) found that arts and cultural organisations earned \$171.1 million from the private sector in 2006–07, through cash and in-kind sponsorship, corporate donations and donations from foundations, trusts and individuals. Further information is available from the AbaF website www.abaf.org.au.

Another survey conducted by the Australian Major Performing Arts Group (AMPAG) found that \$47.1m was given to the 29 major opera, music, dance, drama and circus companies in Australia in 2007. Corporate sponsorship accounted for 54% of total sponsorship and donation revenue, donations 38% and fundraising events (net) 8%. Further information is available from the AMPAG website www.ampag.com.au.

SOURCES OF SUPPORT FOR ARTS AND CULTURAL ORGANISATIONS

In various years including 1999–2000, 2002–03, 2003–04 and 2006–07, 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, receiving 93% of their total income from government sources in 2003–04. Botanic gardens were also heavily reliant on funding from government (80% of their total income in 1999–2000). At the other end of the scale, those organisations involved in Performing arts venue operation and Performing arts operation relied least on public funds, with 34% and 24% of their respective total incomes sourced from government in 2006–07.

Private fundraising involves raising income through sponsorship, donations or bequests. In 2006–07, Performing arts operation received a large amount of funding through sponsorship (\$32.0m or 4% of total income). In 2002–03, Performing arts festivals received \$21.8m (25% of total income) from sponsorship.

Museums received the largest amount through private fundraising (sponsorship, donations and bequests) overall (\$89.0m in 2003–04). Performing arts operation also received a large amount from private fundraising in 2006–07 (\$53.8m), while Performing arts venue operation received \$13.9m.

4.3 SUPPORT FOR ARTS AND CULTURAL ORGANISATIONS(a)

FUNDRAISING INCOME

	<i>Sponsorship</i>	<i>Donations, bequests, etc.</i>	<i>Total</i>	<i>Government funding</i>	<i>Total funding(b)</i>	<i>Total income</i>
VALUE (\$ m)						
2006–07						
Performing arts operation	32.0	21.8	53.8	173.8	227.6	733.4
Performing arts venue operation	9.1	4.8	13.9	165.7	179.6	494.4
2003–04						
Museums	np	np	89.0	628.0	717.1	919.4
Public libraries	np	np	(c) 7.5	781.2	788.7	839.0
2002–03						
Performing arts festivals	21.8	2.5	24.3	27.0	51.3	88.5
1999–2000						
Botanic gardens	2.2	2.4	4.6	73.4	78.0	91.8

AS A PERCENTAGE OF TOTAL INCOME (%)

2006–07						
Performing arts operation	4.3	3.1	7.3	23.7	31.0	100.0
Performing arts venue operation	1.8	1.0	2.8	33.5	36.3	100.0
2003–04						
Museums	np	np	9.7	68.3	78.0	100.0
Public libraries	np	np	0.9	93.1	94.0	100.0
2002–03						
Performing arts festivals	24.6	2.8	27.5	30.5	58.0	100.0
1999–2000						
Botanic gardens	2.4	2.6	5.0	80.0	85.0	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) Refers to total income gained through fundraising and government funding.

(c) Includes some other income such as interest.

Source: ABS, *Museums, Australia, 2003–04* (cat. no. 8560.0); ABS, *Public Libraries, Australia, 2003–04* (cat. no. 8561.0); ABS, *Botanic Gardens, Australia, 1999–2000* (cat. no. 8563.0); ABS, *Performing Arts, Australia, 2006–07* (cat. no. 8697.0); ABS, *Performing Arts, Australia, 2002–03* (cat. no. 8697.0).

INTRODUCTION

There are several surveys undertaken by the ABS which measure aspects of employment. Each has a different purpose, with different definitions and varying collection methodologies. Data from several of these data sources are presented in this chapter which when taken together, provide a good picture of employment and voluntary work in the cultural sector in Australia. This chapter focuses mainly on the people who undertake 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 2006 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 provides 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, 2006* (cat. no. 6273.0).

For the 2006 Census, occupation and industry data were dual coded. This gives users the option to use either *Australian and New Zealand Standard Classification of Occupations (First Edition, 2006)* (ANZSCO) (cat. no. 1220.0) or *Australian Standard Classification of Occupations (Second Edition, 1997)* (ASCO) (cat. no. 1220.0) when analysing occupation data. Users can also choose between *Australian and New Zealand Standard Industrial Classification (ANZSIC) 1993* (cat. no. 1292.0) or *ANZSIC 2006 (Revision 1.0)* when analysing industry data. This is why the figures in table 5.1 for employment in cultural industries differ to table 5.2. Unless comparing data over time, the 2006 occupation figures using ANZSCO and the 2006 industry figures using ANZSIC 2006 should be reported.

The list of cultural occupations shown in this chapter is based on the Occupation Classification of the *Australian Culture and Leisure Classifications 2008 (Second Edition)* (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).

*Survey of Work in Selected
Culture and Leisure
Activities*

The survey of Work in Selected Culture and Leisure Activities has been collected as a supplement to the monthly Labour Force Survey since 1993. There has been slight changes in methodology during this time. 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 activities over a

*Survey of Work in Selected
Culture and Leisure
Activities continued*

12-month period. Data from the 2007 survey appears in *Work in Selected Culture and Leisure Activities, Australia, April 2007* (cat. no. 6281.0).

VOLUNTARY WORK SURVEY

The 2006 Voluntary Work Survey collected information about volunteering for a range of organisations, including those relating to arts and heritage. The demographic details of volunteers, their reasons for volunteering and the frequency and duration of their involvement were all collected. Summary results from the 2006 survey are published in *Voluntary Work, Australia, 2006* (cat. no. 4441.0).

SERVICE INDUSTRY SURVEYS

Different surveys collect information about different populations. The Census, Work in Selected Culture and Leisure Activities and Voluntary Work Survey obtain their data from households whereas the Service Industry Surveys collect information from cultural organisations. These organisations are able to provide information on the number of people they employ and the number of volunteers whose services they use.

SURVEY OF EMPLOYEE EARNINGS AND HOURS

The May 2006 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 2006* (cat. no. 6306.0).

CHOOSING A DATA SOURCE

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 however, it only refers to a person's main job in the week prior to Census Night. 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 on 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, many of the Service Industry Surveys cited in this publication only collected information from employing organisations, therefore those organisations which rely solely on the services of volunteers were excluded. Recent changes in coverage have occurred in the 2003–04 Museums and Public Libraries Surveys and the 2006–07 Performing Arts and Television, Film and Video Production and Post-production Services Surveys. These surveys now include employing and non-employing organisations.

CENSUS OF POPULATION
AND HOUSING

The 2006 Census of Population and Housing found there were approximately 296,183 people whose main job in the week prior to Census Night was in a cultural industry (classified by ANZSIC 1993) compared to 299,266 in 2001.

While industries as a whole reported a 10% increase in employment from 2001 to 2006, employment in cultural industries decreased by 1%. The size of the change over that period differed for individual cultural industries. For example, the largest increase in employment was in the Photographic studios industry (45%). This was followed by a 28% increase in the Other periodical publishing industry. The largest decrease in employment was 46% in the Libraries, museums and the arts undefined industry followed by the Libraries industry at 39%.

5.1 PERSONS EMPLOYED IN CULTURAL INDUSTRIES (a)(b)—August 2001 and 2006

	Persons 2001	Persons 2006	Percentage Change
	no.	no.	%
Newspaper printing or publishing	25 737	27 533	7.0
Other periodical publishing	8 716	11 166	28.1
Book and other publishing(c)	11 322	9 094	-19.7
Film and video production	7 702	8 215	6.7
Film and video distribution	1 057	850	-19.6
Motion picture exhibition	10 079	8 852	-12.2
Radio services	5 879	5 230	-11.0
Television services	17 388	15 836	-8.9
Film, video and TV services undefined(d)	1 262	898	-28.8
Music and theatre productions	10 812	8 621	-20.3
Creative arts	9 345	9 325	-0.2
Other services to the arts(e)	5 643	5 582	-1.1
Libraries	11 451	6 986	-39.0
Museums	5 422	6 204	14.4
Libraries, museums and the arts undefined(f)	977	526	-46.2
Parks and gardens(g)	10 322	8 840	-14.4
Photographic studios	4 868	7 059	45.0
Design(h)	67 362	71 936	6.8
Other cultural industries	83 922	83 430	-0.6
Total cultural industries(i)	299 266	296 183	-1.0

- (a) In their main job in the week before Census Night.
- (b) Industries defined by the *Australian and New Zealand Standard Industrial Classification, 1993* (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) Includes persons employed by religious organisations.

Source: ABS, *Employment in Culture, Australia, 2006* (cat. no. 6273.0).

As displayed in table 5.2, in the 2006 Census 345,950 people stated that they were employed in the cultural industries (classified by ANZSIC 2006). The major employing industries were Printing (37,543 people employed), Other cultural industries (32,518), Newspaper and book retailing (28,010), Newspaper publishing (26,573) and Other

CENSUS OF POPULATION
AND HOUSING *continued*

specialised design services (18,632). The smallest employing industries were Music publishing (234 people employed), Music and other sound recording activities (814) and Motion picture and video distribution (871).

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

- be female (49% in cultural industries, compared with 46% in all industries)
- work between 1 and 34 hours each week (34% compared with 30% in all industries)
- have a weekly income below \$400 a week (25% compared with 21% in all industries).

About 45% of the people employed in the cultural industries had a cultural occupation (i.e. their work was culturally-orientated such as a writer, painter or curator), with the remainder having non-cultural occupations such as receptionists, sales assistants, clerks, cleaners and security guards.

5.2 PERSONS EMPLOYED IN CULTURAL INDUSTRIES(a)(b)(c), By whether working in cultural occupations(d)—August 2006

<i>Industry</i>	<i>Cultural occupations</i>	<i>Other occupations(e)</i>	<i>Total</i>	<i>Percentage of occupations which are cultural</i>
Libraries and Archives	5 249	1 757	7 006	74.9
Museum Operation	2 619	3 793	6 412	40.8
Zoological and Botanic Gardens Operation	596	1 975	2 571	23.2
Nature Reserves and Conservation Parks Operation	1 385	4 759	6 144	22.5
Printing	17 960	19 583	37 543	47.8
Newspaper Publishing	12 386	14 187	26 573	46.6
Magazine and Other Periodical Publishing	3 726	4 852	8 578	43.4
Internet Publishing and Broadcasting	308	850	1 158	26.6
Book Publishing	2 370	4 004	6 374	37.2
Music Publishing	36	198	234	15.4
Reproduction of Recorded Media	298	1 988	2 286	13.0
Music and Other Sound Recording Activities	495	319	814	60.8
Book and Magazine Wholesaling	266	3 357	3 623	7.3
Entertainment Media Retailing	300	5 332	5 632	5.3
Newspaper and Book Retailing	233	27 777	28 010	0.8
Architectural Services	20 373	9 713	30 086	67.7
Advertising Services	8 092	19 555	27 647	29.3
Other Specialised Design Services	12 907	5 725	18 632	69.3
Motion Picture and Video Production	5 381	1 983	7 364	73.1
Postproduction Services and Other Motion Picture and Video Activities	515	383	898	57.3
Motion Picture and Video Distribution	114	757	871	13.1
Motion Picture Exhibition	2 258	6 642	8 900	25.4
Radio Broadcasting	2 495	2 731	5 226	47.7
Free-to-Air Television Broadcasting	7 813	4 833	12 646	61.8
Cable and Other Subscription Broadcasting	556	2 372	2 928	19.0
Performing Arts Operation	2 768	1 552	4 320	64.1
Creative Artists, Musicians, Writers and Performers	11 923	2 558	14 481	82.3
Performing Arts Venue Operation	719	1 956	2 675	26.9
Video and Other Electronic Media Rental	145	10 832	10 977	1.3
Professional Photographic Services	5 242	1 875	7 117	73.7
Arts Education	12 059	3 647	15 706	76.8
Other cultural industries(f)	15 604	16 914	32 518	48.0
Total cultural industries	157 191	188 759	345 950	45.4

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

(c) Industries defined by the *Australian and New Zealand Standard Industrial Classification, 2006* (cat. no. 1292.0).

(d) The cultural occupations included are a subset of the ANZSCO First Edition Alternative View Culture and Leisure. For more information see *Australian and New Zealand Standard Classification of Occupations, First Edition, 2006* (cat. no. 1220.0).

(e) Includes not stated or inadequately described.

(f) Comprises religious organisations and funeral, crematorium and cemetery services.

Source: ABS data available on request, Census of Population and Housing, 2006.

CENSUS OF POPULATION AND HOUSING *continued*

The 2006 Census of Population and Housing found that there were 284,791 people whose main job in the week prior to Census Night was in a cultural occupation (classified by ANZSCO). Some of the more common cultural occupations included Design workers, Architects and urban planners and Printing workers.

According to the 2006 Census of Population and Housing, more males (55%) than females (45%) worked in cultural occupations. In particular, males dominated the occupations of Broadcasting, film and recorded media equipment operator, Camera operator, Light and sound technician and Television equipment operator. Conversely,

CENSUS OF POPULATION
AND HOUSING *continued*

females greatly outnumbered males in occupations such as Library and archive workers and Other arts support workers. More information can be found in *Employment in Culture, Australia, 2006* (cat. no. 6273.0)

According to the 2006 Census, the median weekly income for all persons working in cultural occupations was \$741, compared with \$718 for all employed persons.

5.3 EMPLOYED PERSONS BY OCCUPATION (a)(b)(c)—August 2006

<i>Occupation</i>	<i>Persons employed</i> no.
Built, collectable and environmental heritage workers	9 763
Library and archive workers	25 741
Other heritage workers	68
Writers and print media workers	23 769
Performing artists and music composers	15 412
Performing arts support workers	14 745
Visual arts and crafts professionals	14 153
Architects and urban planners	32 038
Design workers	59 333
Broadcasting, film and recorded media equipment Operators	8 125
Printing workers	31 073
Other arts support workers	21 119
Other arts workers	4 271
Other cultural occupations	25 181
<i>Total cultural occupations</i>	<i>284 791</i>
Other occupations(d)	8 819 396
Total employed persons	9 104 187

- (a) Cells in this table have been randomly adjusted to avoid the release of confidential data.
- (b) In their main job in the week before Census Night.
- (c) The cultural occupations included are a subset of the ANZSCO First Edition Alternative View Culture and Leisure. For more information see *Australian and New Zealand Standard Classification of Occupations, First Edition, 2006* (cat. no. 1220.0).
- (d) Includes not stated or inadequately described.
- Source: ABS data available on request, Census of Population and Housing, 2006.

WORK IN CULTURE AND
LEISURE ACTIVITIES
SURVEY

Due to the large number of people involved in the cultural sector through second jobs and unpaid work, the Census was unable to fully represent employment within this sector. To account for this, the ABS conducted a survey to collect more information on all the ways in which people could be involved in the sector.

In 2007, the survey of Work in Selected Culture and Leisure Activities found that there were about 3.5 million people (22% 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 701,800 stated that their involvement was part of their main job.

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, family's or friends' use – these were classed as hobbies.

5.4 INVOLVEMENT BY PAYMENT STATUS AND STATE OR TERRITORY(a), by sex—12 months ending April 2007

	Some paid involvement(b)	Unpaid involvement only	Total persons involved(c)	Persons with no involvement	Total persons	Participation rate
	'000	'000	'000	'000	'000	%

MALES

New South Wales	166.4	325.7	497.9	2 181.7	2 679.7	18.6
Victoria	134.1	242.5	382.4	1 630.7	2 013.1	19.0
Queensland	102.3	188.8	296.1	1 276.7	1 572.8	18.8
South Australia	36.3	88.1	127.1	483.8	610.9	20.8
Western Australia	51.6	95.3	150.3	644.6	794.9	18.9
Tasmania	9.4	32.8	42.6	146.4	189.0	22.5
Northern Territory	*6.3	8.0	14.3	44.2	58.5	24.4
Australian Capital Territory	12.9	19.2	32.5	92.9	125.4	25.9
<i>Australia</i>	<i>519.3</i>	<i>1 000.4</i>	<i>1 543.1</i>	<i>6 501.1</i>	<i>8 044.2</i>	<i>19.2</i>

FEMALES

New South Wales	177.1	442.6	624.3	2 129.3	2 753.6	22.7
Victoria	144.7	344.5	494.9	1 593.6	2 088.5	23.7
Queensland	103.0	277.5	383.9	1 210.0	1 594.0	24.1
South Australia	38.9	126.3	167.3	462.4	629.7	26.6
Western Australia	48.5	154.3	203.6	600.9	804.6	25.3
Tasmania	10.7	41.4	52.3	144.4	196.7	26.6
Northern Territory	6.6	10.9	17.5	38.0	55.5	31.5
Australian Capital Territory	13.3	30.6	44.0	87.6	131.6	33.5
<i>Australia</i>	<i>542.8</i>	<i>1 428.2</i>	<i>1 987.9</i>	<i>6 266.4</i>	<i>8 254.3</i>	<i>24.1</i>

PERSONS

New South Wales	343.5	768.3	1 122.2	4 311.1	5 433.3	20.7
Victoria	278.8	587.1	877.3	3 224.3	4 101.6	21.4
Queensland	205.3	466.4	680.1	2 486.7	3 166.8	21.5
South Australia	75.3	214.4	294.3	946.2	1 240.5	23.7
Western Australia	100.0	249.6	353.9	1 245.5	1 599.4	22.1
Tasmania	20.1	74.2	94.9	290.8	385.7	24.6
Northern Territory	12.9	18.9	31.8	82.2	114.0	27.9
Australian Capital Territory	26.2	49.8	76.5	180.5	257.0	29.8
<i>Australia</i>	<i>1 062.1</i>	<i>2 428.6</i>	<i>3 531.0</i>	<i>12 767.4</i>	<i>16 298.5</i>	<i>21.7</i>

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

(c) Includes persons who did not state whether involvement was paid.

(a) Involvement for 12 months prior to interview.

Source: ABS, *Work in Selected Culture and Leisure Activities, April 2007* (cat. no. 6281.0).

(b) Includes persons who only received goods or services as payment.

WORK IN CULTURE AND LEISURE ACTIVITIES SURVEY *continued*

There were 1.6 million people who worked in culture and leisure activities in the 12 months before interview who stated that the activity was not related to their main job held in the last week. For example, many people work as live performers (65,700) writers (56,400) or designers (49,100), in addition to their primary job.

The most common types of cultural activities which formed part of the person's main job were Design (230,700 people), Writing (184,300 people), Creating artworks with a computer (98,400 people) and Designing web sites (83,300 people).

5.5 PERSONS WITH PAID INVOLVEMENT(a)(b), Type of activity by whether part of main job(c)—12 months ending April 2007

	Activity part of main job(c)	Activity not part of main job(c)	Total persons with some paid involvement
	'000	'000	'000
Heritage			
Museums	8.4	1.4	9.8
Public art galleries	10.3	4.6	14.9
Libraries and archives	29.3	6.6	*35.9
Heritage organisations	4.1	*5.7	**9.8
Botanic gardens	*6.8	**2.6	9.4
National parks and reserves	**8.4	4.9	13.3
Zoos and aquaria	5.8	2.3	8.1
<i>Total heritage(d)</i>	60.3	23.4	83.7
Arts			
Visual art activities			
Drawing	64.6	27.5	92.1
Painting	28.4	29.8	58.3
Sculpture	13.2	4.8	17.9
Photography	52.8	33.9	86.6
Print-making	21.8	4.3	26.1
Creating artworks with a computer	98.4	38.8	137.1
Other visual art activities	11.4	6.6	18.0
<i>Total visual art activities(d)</i>	185.3	96.6	281.9
Craft activities			
Pottery and ceramics	14.4	2.5	17.0
Textiles	23.3	17.0	40.2
Jewellery making	10.0	22.5	32.6
Furniture-making and wood crafts	35.5	16.0	51.6
Glass crafts	4.8	3.1	7.9
Other craft activities	13.8	11.3	25.1
<i>Total craft activities(d)</i>	73.7	65.4	139.1
Writing	184.3	56.4	240.7
Publishing	81.3	24.9	106.1
Performing arts			
Performer	13.2	25.7	38.9
No involvement as performer	22.5	15.4	37.9
<i>Total performing arts(d)</i>	35.7	41.1	76.8
Music			
Live performer	24.9	65.7	90.6
No involvement as live performer	19.6	8.7	28.3
<i>Total music(d)</i>	44.5	74.4	118.8
Radio	10.6	14.2	24.8
Television	19.6	23.9	43.4
Film production	16.1	18.6	34.6
Cinema and video distribution	12.1	8.8	20.9
Designing websites	83.3	29.2	112.4
Designing computer games and other interactive software	33.5	6.3	39.8
Design	230.7	49.1	279.8
Teaching	65.1	46.3	111.3
Festival organising	51.3	32.0	83.4
Art or craft show organising	22.9	13.0	35.9
Government arts departments and agencies	14.0	5.8	19.9
<i>Total arts(d)</i>	669.0	347.4	1 016.4
<i>Total(d)</i>	701.8	360.3	1 062.1

* 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) Involvement is for 12 months prior to interview in April 2007.

(b) Includes persons who only received goods or services as payment.

(c) Main job held in the week prior to interview. If the person held multiple jobs during this week, it was the respondent's decision as to which was the main job.

(d) 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, 2007* (cat. no. 6281.0).

VOLUNTARY WORK
SURVEY

Some cultural industries rely heavily on the activities of volunteers to assist their paid workforce. The 2006 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 34% of people in Australia aged 18 years and over undertook some sort of voluntary work in the 12 months before interview in 2006. Some 207,200 people (1% of the population) undertook voluntary work for heritage and arts organisations.

5.6 PERSONS UNDERTAKING VOLUNTARY WORK FOR HERITAGE AND ARTS ORGANISATIONS—2006

	<i>Number of volunteers</i>	<i>Per cent of the population</i>
	'000	%
Males	76.1	1.0
Females	131.0	1.7
Persons	207.2	1.4

Source: ABS, *Voluntary Work, Australia*,
2006 (cat. no. 4441.0).

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 (223,700) exceeded the total number of volunteers (207,200).

The most common types of volunteer involvements in heritage and arts was with organisations involved in Performing arts (46%) and Museums, antiques and collectibles (19%).

SERVICE INDUSTRY
SURVEYS

The Service Industry Surveys collect information from employers in selected cultural industries. Table 5.7 displays the number of employees in these industries. Care must be taken when interpreting these figures as different industries were surveyed in different years.

Of the selected cultural industries surveyed between 1999–2000 and 2006–07, Public libraries was the highest employing industry with 12,471 employees in 2003–04. Other cultural industries with large numbers of employees include the Video hire industry which employed 11,034 people in 1999–2000, the Film and video production industry (10,873 employees in 2006–07) and the Motion picture exhibition industry (9,282 employees in 1999–2000). These industries all have a large proportion of employees working on a part-time or casual basis.

5.7 PERSONS EMPLOYED IN SELECTED CULTURAL INDUSTRIES

	Full-time	Part-time and casual	Working proprietors and partners of unincorporated businesses	Salaried directors of incorporated businesses	Total
	no.	no.	no.	no.	no.
2006–07					
Performing arts operation	2 658	3 223	291	396	6 569
Performing arts venue operation	1 472	4 367	na	38	5 876
Film and video					
Production services	2 769	5 724	400	1 979	10 873
Post production services	1 645	734	*155	437	2 971
Television services(a)					
Commercial free-to-air	(b) 5 086	1 894	na	na	6 980
Pay television	na	na	na	na	3 052
2003–04					
Public libraries(a)	5 889	6 583	na	na	12 471
Art and other museums	4 291	3 252	81	na	7 624
2002–03					
Performing arts festivals	345	927	na	na	1 272
1999–00					
Film and video distribution	1 059	366	na	na	1 426
Motion picture exhibition	1 196	8 026	60	na	9 282
Video hire	2 026	8 267	741	na	11 034
Commercial art galleries	389	586	435	na	1 409
Botanic gardens	971	279	na	na	1 250

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

na not available

(a) Excludes public television broadcasters and community broadcasters.

(b) Includes salaried directors of incorporated businesses.

Source: ABS, *Museums, Australia, 2003–04* (cat. no. 8560.0); ABS, *Public Libraries, Australia, 2003–04* (cat. no. 8561.0); ABS, *Video Hire Industry, Australia, 1999–2000* (cat. no. 8562.0); ABS, *Botanic Gardens, Australia, 1999–2000* (cat. no. 8563.0); ABS, *Commercial Art Galleries, Australia, 1999–2000* (cat. no. 8651.0); ABS, *Motion Picture Exhibition, Australia, 1999–2000* (cat. no. 8654.0); ABS, *Film and Video Production and Distribution, 1999–2000* (cat. no. 8679.0); ABS, *Television, Film and Video Production and Post-Production Services, Australia, 2006–07* (cat. no. 8679.0); ABS, *Performing Arts, Australia, 2002–03, 2006–07* (cat. no. 8697.0).

SERVICE INDUSTRY

SURVEYS *continued*

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 Industry Surveys found that 20,443 volunteers helped in the running of Art and other museums during June 2004, which was almost three times the number of people with paid employment in the industry at that time. Similarly, 6,853 people undertook voluntary work for Public libraries during June 2004. This is equivalent to one volunteer for every two paid employees.

Some 6,582 people worked as volunteers in Performing arts operation in June 2007, only slightly more than the number in paid employment (6,569). Performing arts venue operations employed 5,876 people in 2007, with an additional 1,935 people volunteering in this industry. 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***5.8** VOLUNTEERS IN SELECTED CULTURAL INDUSTRIES

	Volunteers
	no.
Performing arts operations	
2006–07	6 582
Performing arts venue operations	
2006–07	1 935
Festivals	
2002–03	15 728
Public libraries(a)	
2003–04	6 853
Art and other museums	
2003–04	20 443

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

Source: ABS, Performing Arts, Australia, 2002–03, 2006–07 (cat. no. 8697.0); ABS, Museums, Australia, 2003–04 (cat. no. 8560.0); ABS, Public Libraries, Australia, 2003–04 (cat. no. 8561.0).

EMPLOYEE EARNINGS
AND HOURS

Earnings of wage and salary earners by occupation is available from *Employee Earning and Hours, Australia, 2006* (cat. no. 6306.0), however the information is not available at the detailed occupation level collected in the 2006 Census of Population and Housing. This survey showed that Arts professionals who worked as full-time employees (excluding those who were self-employed) worked an average of 36 hours per week and had weekly earnings of \$1,171. Media professionals worked an average of 38 hours per week and received weekly earnings of \$1,253. Printing tradesperson's also worked an average of 38 hours per week but had weekly earnings of \$950. By comparison, all wage and salary earners worked an average of 38 hours per week with earnings totalling \$989.

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

	Males		Females		Persons	
	\$	hours	\$	hours	\$	hours
Arts professionals	1 205.30	36.6	1 077.40	32.4	1 170.60	35.5
Media professionals	1 263.50	38.3	1 238.40	37.7	1 253.30	38.1
Printing trades workers	976.60	37.8	789.00	38.4	950.10	37.8
All occupations	1 035.90	38.4	915.30	37.6	988.80	38.1

(a) Selected cultural occupations based on ANZSCO.

(b) Average weekly total earnings and hours paid for ordinary time. Comprises regular wages and salaries in cash, including amounts salary sacrificed. Excluded are non-cash components of salary packages, overtime payments, retrospective pay, pay in advance, leave loadings, severance pay, and termination and redundancy payments.

Source: ABS, *Employee Earnings 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) produced by the ABS provide a summary of the economic activity of the nation that enables such comparisons. The ANA include 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 *Australian and New Zealand Standard Industrial Classification (ANZSIC) 2006* (cat. no. 1292.0). The Classification combines industries into economically significant classes which are then the basis for statistical output.

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.

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 (13%) was the only other cultural product which accounted for more than 10%.

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

<i>Product item</i>	<i>Percentage of total cultural goods and services produced</i>	
	<i>Australian production</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
<i>Total</i>	<i>4 625</i>	<i>9.5</i>
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
<i>Total</i>	<i>10 006</i>	<i>20.6</i>
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
<i>Total</i>	<i>5 665</i>	<i>11.7</i>
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
<i>Total</i>	<i>28 261</i>	<i>58.2</i>
Total	48 557	100.0

- (a) At basic values - the net price received by the producer (after deducting any indirect taxes).
- (b) Excludes products primary to: 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 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.

AUSTRALIAN NATIONAL
ACCOUNTS *continued*

Value added data are only available on an industry basis, and not by individual products. The value of the goods and services produced by the cultural industries for which value added data were available in 2004–05 was \$29,420m. The value added component of these cultural industries was \$12,269m, which indicates that 42% of the value of goods and services produced by the cultural industries was paid to factors of production (labour and capital). The remaining \$17,151m (58%) 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% of the total value added for all industries.

The value of Australian production for these selected cultural industries was approximately the same as that of Electricity supply (\$27,349m) and Banking (\$32,726m).

6.2 OUTPUT AND VALUE ADDED, Selected cultural industries(a)—2004–05

<i>Industry</i>	<i>Australian production(b)</i>	<i>Value added</i>
	\$m	\$m
Motion picture, radio and television services	14 078	3 887
Libraries, museums and the arts	7 606	3 900
Publishing; recorded media and publishing	7 736	4 482
<i>Total for selected cultural industries(a)</i>	<i>29 420</i>	<i>12 269</i>
Total for all industries	1 727 435	821 860

(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, 2004–05* (cat. no. 5209.0.55.001).

SERVICE INDUSTRY
SURVEYS

Australian National Accounts (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 ABS Service Industry Surveys (SIS) run over various years (1999–2000, 2002–03, 2003–04 and 2006–07).

The recent 2003–04 and 2006–07 SIS included employing and non-employing businesses. The earlier SIS 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.

According to the 2006–07 Service Industry Surveys, cultural industries with incomes exceeding \$1,000.0m included Television services (with an operating income of \$6,812.6m) and Film and video production and post-production services (\$2,028.1m).

SERVICE INDUSTRY
SURVEYS *continued***6.3** SELECTED CULTURAL INDUSTRIES(a), Income and value added

	Total income	Value added
	\$m	\$m
2006–07		
Performing arts operation	733.4	281.5
Performing arts venue operation	494.4	206.7
Film and video productions and post production services	2 028.1	886.0
Television services(b)	6 812.6	2 150.8
2003–04		
Libraries and archives	839.0	na
Museums	919.4	na
2002–03		
Performing arts festivals	88.5	na
1999–00		
Film and video distribution	1 141.8	281.1
Motion picture exhibition	678.9	347.7
Video hire industry	595.2	281.9
Botanic gardens	91.8	na
Commercial art galleries	131.8	na
Other services to the arts	709.8	50.5

na not available

(a) Excludes some of the cultural industries such as publishing and recorded media and the creative arts.

(b) Consists of commercial free-to-air and subscription broadcasters and excludes public and community TV broadcasters.

Source: ABS, *Museums, Australia, 2003–04* (cat. no. 8560.0); ABS, *Public Libraries, Australia, 2003–04* (cat. no. 8561.0); ABS, *Video Hire Industry, Australia, 1999–2000* (cat. no. 8562.0); ABS, *Botanic Gardens, Australia, 1999–2000* (cat. no. 8563.0); ABS, *Film and Video Production and Distribution, Australia, 1999–2000* (cat. no. 8679.0); ABS, *Commercial Art Galleries, Australia, 1999–2000* (cat. no. 8651.0); ABS, *Motion Picture Exhibition, Australia, 1999–2000* (cat. no. 8654.0); ABS, *Television, Film and Video Production and Post-Production Services, Australia, 2006–07* (cat. no. 8679.0); ABS, *Performing Arts, Australia, 2002–03, 2006–07* (cat. no. 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.

Data from the Australian National Accounts 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.

CHAPTER 7

CULTURAL TRADE

INTRODUCTION

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

The range of cultural goods and services included in the following tables is based on the product classification of the *Australian Culture and Leisure Classifications* (ACLC) (cat. no. 4902.0). 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.

TRADE IN CULTURAL GOODS AND SERVICES

Australia continues to import more cultural goods and services than it exports overseas. In 2006–07, Australia earned \$901m through the provision of cultural goods (\$603m) and cultural and recreational services (\$298m) to the rest of the world. By comparison Australia imported \$3,862m of cultural goods and \$1,221m of cultural and recreational services from overseas.

Note that the remainder of this chapter focusses on 2007–08 data for exports and imports of cultural goods and 2006–07 data for exports and imports of cultural and recreational services, as these were the latest figures available at the time of release of this publication.

TRADE IN CULTURAL GOODS

Exports of cultural goods in 2007–08 totalled \$627.7m, or 0.3% of all goods exported from Australia, while cultural imports totalled \$3,627.0m, or 2% of all goods imported into Australia.

7.1 TRADE IN CULTURAL GOODS—2007–08

	Cultural goods	All goods	Cultural goods as a percentage of all goods
	\$m	\$m	%
Exports	627.7	179 579.3	0.3
Imports	3 627.0	201 638.4	1.8

Source: ABS data available on request, International Trade, 2007–08.

COMMODITIES TRADED

In 2007–08, Australia exported \$266.9m of Books, magazines, newspapers and other printed matter. This was 43% of Australia's total value of exports of cultural goods.

The largest cultural product group imported in 2007–08 was Radio and television receivers and apparatus for sound or video recording or reproduction which accounted for 54% (\$1,976.3m) of cultural goods imported by Australia.

COMMODITIES TRADED

*continued***7.2** TRADE IN CULTURAL GOODS, By product group—2007–08

	Imports	Exports	Excess of imports over exports
	\$m	\$m	\$m
<i>ACLIC product group</i>			
Heritage services	59.0	17.4	41.7
Books, magazines, newspapers and other printed matter	984.3	266.9	717.5
Audio and video media	252.8	60.8	192.0
Radio and television receivers and apparatus for sound or video recording or reproduction	1 976.3	140.1	1 836.2
Exposed photographic and cinematographic media, and artistic works	187.5	132.7	54.8
Musical instruments and other performing arts equipment	167.1	9.9	157.2
Total cultural goods	3 627.0	627.7	2 999.3

Source: ABS data available on request, International Trade, 2007–08.

CULTURAL TRADE BY
COUNTRY

During 2007–08, around 45% of Australia's cultural exports went to New Zealand (\$279.4m), with significant quantities also going to the United Kingdom (\$92.1m) and the United States of America (\$69.4m).

7.3 EXPORTS OF CULTURAL GOODS, By country and product group—2007–08

ACLIC PRODUCT GROUP(a)

	<i>Heritage services</i>	<i>Books, magazines, etc.</i>	<i>Audio and video media</i>	<i>Radio and television receivers etc.</i>	<i>Exposed film media and artistic works</i>	<i>Musical instruments etc.</i>	<i>Total cultural goods</i>
	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Canada	0.1	3.2	0.7	0.7	0.5	0.1	5.2
China	0.2	1.5	3.9	9.9	1.7	0.1	17.3
Fiji	—	1.5	1.3	1.9	0.1	—	4.8
Germany	0.2	0.5	0.3	1.8	2.0	0.3	5.1
Hong Kong (SAR of China)	2.2	3.6	6.1	5.3	4.2	0.1	21.4
Japan	0.1	1.0	1.1	2.8	3.0	0.4	8.5
Korea, Republic of	—	0.9	0.6	1.4	3.6	0.1	6.6
Malaysia	—	2.0	0.2	2.8	0.9	0.1	6.0
Netherlands	—	0.2	0.6	1.5	1.3	—	3.7
New Zealand	0.7	190.4	28.6	48.5	7.0	4.3	279.4
Papua New Guinea	—	4.5	0.2	3.8	0.1	0.1	8.7
Singapore	1.3	10.2	3.5	5.7	3.0	0.1	23.9
South Africa	—	5.1	0.6	1.0	0.4	—	7.1
Taiwan	—	0.5	1.4	2.2	1.1	—	5.1
Thailand	0.1	1.5	0.4	0.6	—	—	2.6
United Kingdom	6.4	13.9	1.0	8.3	61.2	1.2	92.1
United States of America	4.2	15.0	5.7	16.2	26.9	1.5	69.4
Other countries	2.0	11.5	4.5	25.6	15.5	1.4	60.6
Total all countries	17.4	266.9	60.8	140.1	132.7	9.9	627.7

— nil or rounded to zero (including null cells)

(a) The descriptions of the ACLIC product groups shown have been abbreviated for space reasons. See table 7.2 for the full descriptions.

Source: ABS data available on request, International Trade, 2007–08.

CULTURAL TRADE BY
COUNTRY *continued*

Australia imported \$904.2m of cultural goods from China in 2007–08, with the bulk of this (73%) comprising Radio and television receivers and apparatus for sound or video recording or reproduction. Imports from Malaysia totalled \$574.6m, while imports from the United States of America totalled \$488.9m and from the United Kingdom totalled \$477.2m.

7.4 IMPORTS OF CULTURAL GOODS, By country and product group—2007–08

AFLC PRODUCT GROUP(a)

	Heritage services	Books, magazines, etc.	Audio and video media	Radio and television receivers etc.	Exposed film media, and artistic works	Musical instruments etc.	Total cultural goods
	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Austria	0.1	0.5	24.1	0.2	0.2	0.7	25.8
Canada	0.4	3.2	0.7	1.9	1.8	1.3	9.3
China	8.7	152.7	6.9	656.3	26.7	52.9	904.2
Denmark	—	1.6	0.2	9.4	0.2	0.3	11.7
France	8.3	3.6	3.4	3.3	14.6	3.4	36.6
Germany	1.0	11.5	14.2	10.5	5.2	10.1	52.5
Hong Kong (SAR of China)	0.9	57.8	6.9	12.4	1.1	0.3	79.4
India	0.5	2.6	0.6	2.2	6.8	0.5	13.2
Indonesia	0.2	3.8	1.3	91.8	1.6	14.7	113.2
Ireland	—	0.4	0.8	0.1	—	0.1	1.4
Italy	0.6	16.3	3.8	3.7	4.6	2.0	31.0
Japan	1.0	6.2	36.2	176.6	2.8	29.4	252.2
Korea, Republic of	—	5.4	—	132.6	1.6	3.7	143.3
Malaysia	—	7.0	1.0	564.3	2.3	—	574.6
Mexico	—	0.8	0.3	28.6	—	1.4	31.1
Netherlands	0.9	2.7	6.4	2.0	4.4	1.1	17.4
New Zealand	0.2	20.9	2.8	1.1	3.0	0.6	28.5
Philippines	0.1	0.2	—	34.8	0.1	—	35.1
Singapore	0.3	68.1	23.3	41.7	0.4	0.2	134.0
South Africa	0.1	1.7	—	0.5	3.0	—	5.3
Spain	0.1	1.8	0.3	0.6	0.4	0.5	3.7
Sweden	0.2	3.0	2.8	1.5	—	0.2	7.8
Switzerland	1.0	1.7	0.5	0.5	1.8	0.4	5.9
Taiwan	—	3.4	9.5	11.7	0.4	5.9	30.8
Thailand	—	5.9	3.1	37.9	2.8	0.5	50.3
Turkey	0.2	0.2	—	0.6	—	0.2	1.2
United Kingdom	22.3	337.8	59.2	12.8	42.6	2.5	477.2
United States of America	5.0	253.6	38.0	128.5	31.8	32.0	488.9
Other countries	6.9	10.0	6.5	8.3	27.5	2.1	61.3
Total all countries	59.0	984.3	252.8	1 976.3	187.5	167.1	3 627.0

— nil or rounded to zero (including null cells)

(a) The descriptions of the AFLC groups shown have been abbreviated for space reasons. See table 7.2 for the full descriptions.

Source: ABS data available on request, International Trade, 2007–08.

TRADE IN CULTURAL
GOODS OVER TIME

The value of exports of cultural goods have increased since 2001–02 from \$543.8m to \$627.7m in 2007–08. The product group showing the largest percentage increase in value of exports over this time was Exposed photographic and cinematographic media, and artistic works which increased by 39% between 2001–02 and 2007–08. 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 \$32.6m in 2001–02 to \$17.4m in 2007–08, and Audio and video media decreased from \$85.2m to \$60.8m over the same period.

7.5 EXPORTS OF CULTURAL GOODS, By product group—2001–02 to 2007–08

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
<i>ACLC product group</i>	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Heritage services	32.6	18.8	27.2	29.9	23.2	17.9	17.4
Books, magazines, newspapers and other printed matter	214.7	244.6	248.9	253.2	237.6	278.8	266.9
Audio and video media	85.2	100.2	95.8	101.5	89.0	81.4	60.8
Radio and television receivers and apparatus for sound or video recording or reproduction	107.2	101.9	126.5	158.6	117.6	125.1	140.1
Exposed photographic and cinematographic media, and artistic works	95.3	100.2	103.2	79.4	117.1	89.8	132.7
Musical instruments and other performing arts equipment	8.7	10.4	9.6	10.4	11.1	10.2	9.9
Total cultural goods	543.8	576.2	611.3	633.0	595.5	603.2	627.7

Source: ABS data available on request, International Trade, 2001–02 to 2007–08.

TRADE IN CULTURAL GOODS OVER TIME *continued*

The value of imports of cultural goods increased by 15% between 2001–02 and 2007–08. The amount of growth varied by commodity. For example, the value of imports of Books, magazines, newspapers and other printed matter increased by 4% over this period, while the value of imports of Exposed photographic and cinematographic media, and artistic works more than doubled over the same period, from \$91.7m in 2001–02 to \$187.5m in 2007–08.

7.6 IMPORTS OF CULTURAL GOODS, By product group—2001–02 to 2007–08

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
<i>ACLC product group</i>	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Heritage services	44.3	46.4	48.5	59.2	45.6	49.8	59.0
Books, magazines, newspapers and other printed matter	946.7	938.9	908.9	932.1	930.4	972.6	984.3
Audio and video media	221.2	326.9	292.6	280.9	292.3	255.4	252.8
Radio and television receivers and apparatus for sound or video recording or reproduction	1 719.7	1 790.8	1 840.8	1 927.5	2 230.4	2 226.2	1 976.3
Exposed photographic and cinematographic media, and artistic works	91.7	115.8	105.4	124.5	190.9	183.2	187.5
Musical instruments and other performing arts equipment	123.5	127.2	140.7	146.8	155.2	175.1	167.1
Total cultural goods	3 147.1	3 345.9	3 336.8	3 471.0	3 844.8	3 862.2	3 627.0

Source: ABS data available on request, International Trade, 2001–02 to 2007–08.

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.

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

TRADE IN SERVICES

continued

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 \$298m from cultural and recreational services in 2006–07, approximately 0.6% 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 approximately 5%.

Australia paid \$1,221m to other countries for cultural and recreational services in 2006–07, with Audiovisual and related services accounting for 75% of that total and music royalties a further 17%. This represented 3% of all Australia's total payments for services in that year.

7.7 TRADE IN CULTURAL AND RECREATIONAL SERVICES—2000–01 to 2006–07

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Service Credits (earnings)							
Audiovisual and related services	(a) 1 460	127	211	205	149	214	169
Music Royalties	74	58	70	42	48	41	52
Other cultural and recreational services(b)	109	159	146	110	63	115	77
<i>Total services provided</i>	<i>1 643</i>	<i>344</i>	<i>427</i>	<i>357</i>	<i>260</i>	<i>370</i>	<i>298</i>
Service Debits (payments)							
Audiovisual and related services	674	777	732	776	867	869	918
Music Royalties	262	266	244	209	255	213	209
Other cultural and recreational services(b)	97	93	r120	130	r183	122	94
<i>Total services provided</i>	<i>1 033</i>	<i>1 136</i>	<i>1 096</i>	<i>1 115</i>	<i>1 305</i>	<i>1 204</i>	<i>1 221</i>

r revised

(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, *International Trade in Services by Country, by State and by Detailed Services Category, 2006–07 (cat. no. 5368.0.55.003)*.

For Audiovisual and related services, Australia's largest earnings came from the sale of television programs. In 2006–07, television program sales totalled \$87m, down from \$129m in 2005–06.

Television programs also accounted for the bulk of the \$918m of payments Australia made for Audiovisual and related services, amounting to \$538m in 2006–07. Payments for the right to use video tapes totalled \$235m.

7.8 AUDIOVISUAL AND RELATED SERVICES, By type—2000–01 to 2006–07

	2000–01	2001–02	2002–03	2003–04	2004–05	2005–06	2006–07
	\$m	\$m	\$m	\$m	\$m	\$m	\$m
Credits (earnings)							
Theatrical films	9	np	22	13	3	6	5
Television programs—Sydney Olympic Games	1 025	—	—	—	—	—	—
Television programs—other	81	93	89	130	94	129	87
Video tapes	6	2	8	6	3	1	3
<i>Total credits(a)</i>	<i>1 460</i>	<i>127</i>	<i>211</i>	<i>205</i>	<i>149</i>	<i>r214</i>	<i>169</i>
Debits (payments)							
Theatrical Films	85	90	80	76	78	85	96
Television Programs	456	532	481	526	610	539	538
Video Tapes	111	146	159	170	170	225	235
<i>Total debits(a)</i>	<i>674</i>	<i>777</i>	<i>732</i>	<i>776</i>	<i>867</i>	<i>869</i>	<i>918</i>

— nil or rounded to zero (including null cells)

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

r revised

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

Source: ABS, *International Trade in Services by Country, by State and by Detailed Services Category, 2006–07* (cat. no. 5368.0.55.003).

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 is 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's attendance and industry surveys and from the 2006 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 National Heritage List.

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		
	Art galleries	Other museums	Total(a)	Art galleries	Other museums	Total(a)
	'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	
	Art galleries	Other museums	Art galleries	Other museums
	'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).

While the survey of Attendance at Selected Cultural Venues and Events provides information on the type of people who attend museums and 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, the 2003–04 ABS Survey of Museums collected this information and found that there were an estimated 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.

.....

		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).

The 2003–04 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 Survey of Museums 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) (now known as the Collections Australia Network). 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. The Other museums category included social history museums, historic properties or sites and natural, science and other museums.

ORGANISATIONS

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

	Number	Per cent
	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 (\$89.0m) and admissions (\$55.9m).

Wages and salaries accounted for \$320.4m of museum expenses in 2003–04, which was two fifths (40%) of total outgoings. Other expenses (\$489.9m) made up the remaining 60% of museum costs.

8.5 MUSEUM ESTABLISHMENTS, Income and expenses—2003–04

OTHER MUSEUMS					
	Art galleries	Social history museums	Historic properties/sites	Natural, science and other museums	Total
	\$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 income	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 expenses	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 \$47.2m to Art galleries and a further \$209.5m to Other museums in 2006–07. State and territory governments contributed a total of \$498.2m to Art galleries and Other museums. While local governments also provide considerable cultural funding, there is 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—2006–07

	Australian Government	State and Territory Governments	Total
	\$m	\$m	\$m
Art galleries	47.2	187.4	234.6
Other museums	209.5	310.7	520.2
Total	256.6	498.2	754.8

Source: ABS, *Cultural Funding by Government, Australia, 2006–07* (cat. no. 4183.0).

EMPLOYMENT

This section covers employment in the museums sector using information drawn from two sources – the 2003–04 ABS Survey of Museums and the 2006 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

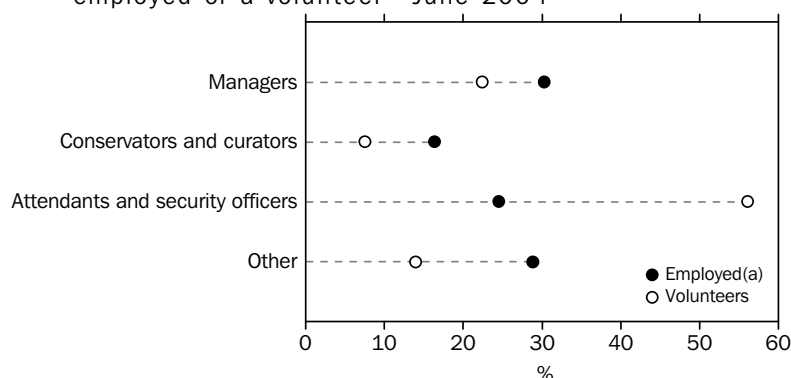
According to the 2003–04 survey of Museums, there were 7,624 people employed in museums during the last pay period in June 2004. Of these, 2,081 (27%) worked for Art galleries, 1,298 (17%) worked for Historic properties, 2,434 (32%) worked for Social history museums and 1,811 (24%) worked for Natural,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

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.

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.

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 2006 Census of Population and Housing presented a different perspective, with 6,412 people reporting that their main job (i.e. where they worked the most hours) in the week before Census Night was in the Museums industry. Of these, 41% were employed in cultural occupations such as museum and gallery attendants, curators, technicians or conservators. The 59% of museum employees not in cultural occupations included specialist managers, project and program administrators, security officers, general clerks, and education officers.

The Census identified an additional 1,136 people working in a museum-related occupation, but not in the Museums industry (e.g. a conservator working in a library). There were 315 Museum or gallery guides, 380 Museum or gallery curators, 212 Conservators, and 129 Museum and gallery technicians working in other industries.

8.8 PERSONS EMPLOYED IN MUSEUMS INDUSTRY(a)(b), By occupation—August 2006

	Number	%
Museum or gallery guides	730	11.4
Museum or gallery curators	589	9.2
Arts administrators or managers	292	4.6
Conservators	171	2.7
Museum or gallery technicians	116	1.8
Other cultural occupations	721	11.2
<i>Total cultural occupations</i>	<i>2 619</i>	<i>40.8</i>
Other occupations	3 793	59.2
<i>Total occupations</i>	<i>6 412</i>	<i>100.0</i>

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

HISTORIC AND
INDIGENOUS PLACES

Australia's cultural heritage is not confined to museums and the objects they hold. The Department of the Environment, Water, Heritage and the Arts (DEWHA) compiles and manages The National Heritage List which lists places of outstanding heritage significance to Australia. Each state and territory in Australia also manages their own state/territory registers which list heritage places of particular importance to the people who reside there. In addition there are also registers focusing on areas such as Australia's Indigenous heritage, movable cultural heritage and overseas places of historic significance to Australia. More information about each of these lists is available from the DEWHA website, www.environment.gov.au.

As of March 2008, there were a total of 70 places included on the National Heritage List. Of these, 38 are of historic importance, 25 of natural importance and seven of Indigenous importance. Further information about the National Heritage List is available from the DEWHA website.

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 *Zoos, Parks and Garden Industry, 1996–97* (cat. no. 8699.0) 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/territory 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 *Environmental issues: People's Views and Practices, 2004* (cat. no. 4602.0). 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

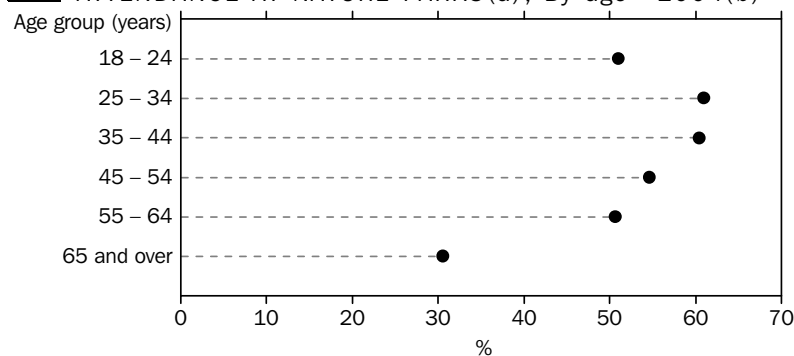
(a) Includes world heritage parks and state parks.

(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)



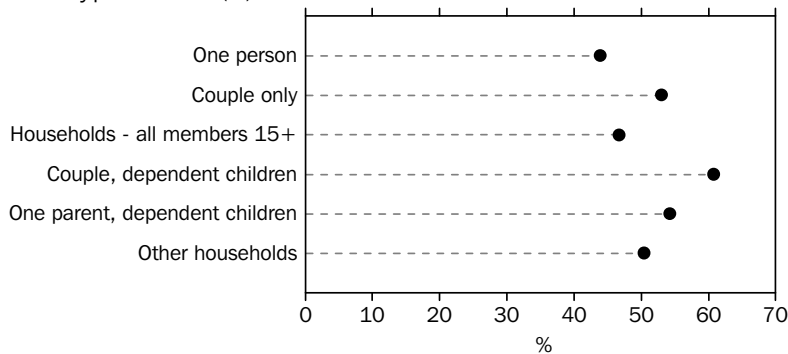
(a) Includes World Heritage Areas, national and state parks.

(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.

The 2005–06 survey of Attendance at Selected Cultural Venues and Events found that 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.

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

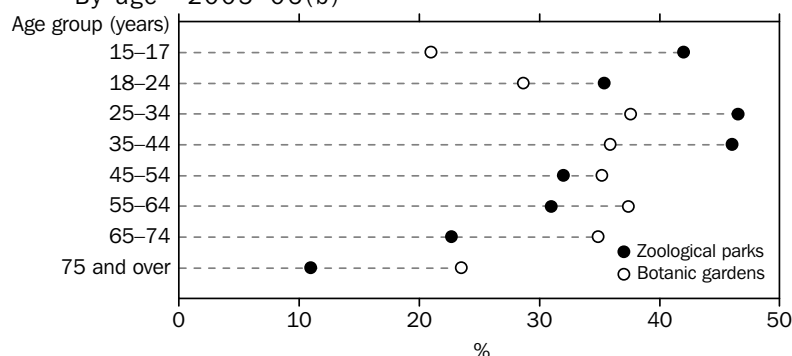
(a) Includes other wildlife parks, aquariums and marine parks.

(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 in the household 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)



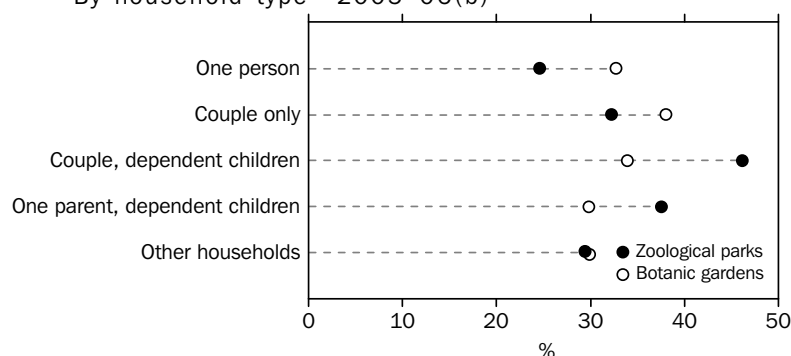
(a) Includes other wildlife parks, aquariums and marine parks.

(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

According to *Cultural Funding by Government, 2006–07* (cat. no. 4183.0), state and territory governments contributed \$1,228.3m to environmental heritage, and the Australian Government contributed \$82.0m in 2006–07. The vast majority of funding (\$1,161.5m or 89% of the total) was for Nature parks and reserves.

While some funding occurs at the local government level, details are not available for environmental heritage for 2006–07.

9.7 CULTURAL FUNDING BY GOVERNMENT, Environmental
heritage—2006–07

	Australian Government	State and territory government	Total
	\$m	\$m	\$m
Nature parks and reserves	74.6	1 086.8	1 161.5
Zoological parks and aquaria	—	60.8	60.8
Botanic gardens	7.3	80.6	88.0
Total	82.0	1 228.3	1 310.3

— nil or rounded to zero (including null cells)

Source: ABS, *Cultural Funding by Government, Australia, 2006–07* (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
<i>Total income</i>	<i>91.8</i>	<i>100.0</i>
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>
<i>Total expenses</i>	<i>81.5</i>	<i>100.0</i>

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

EMPLOYMENT

*Census of Population and
Housing*

Data from the 2006 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. The broad Nature reserves and conservation parks industry employed 6,143 people, of which 1,119 were Park rangers, 98 were Zookeepers and 41 were Urban and regional planners. A majority of people employed in this industry were in non-cultural occupations.

*Census of Population and
Housing continued*

9.9 PERSONS EMPLOYED IN NATURE RESERVES AND CONSERVATION
PARKS INDUSTRY(a)(b), By occupation—August 2006

	Number	%
Cultural occupations		
Park rangers	1 119	18.2
Zookeepers	98	1.6
Urban and regional planners	41	0.7
Environmental managers	27	0.4
Landscape architects	9	0.1
Other cultural occupations	89	1.4
<i>Total cultural occupations</i>	<i>1 383</i>	<i>22.5</i>
Other occupations(c)	4 760	77.5
Total occupations	6 143	100.0

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

(c) Includes not stated and inadequately described.

Source: ABS data available on request, Census of Population and Housing, 2006.

Using Census data it is not possible to separate those working in zoological gardens from those working in botanic gardens. However, in the combined Zoos and botanic gardens industry, Zookeepers (483 people) were the most common cultural occupations. The majority of people (77%) working in this industry were employed in non-cultural occupations.

9.10 PERSONS EMPLOYED IN ZOOS AND BOTANIC GARDENS
INDUSTRY(a)(b), By occupation—August 2006

	Number	%
Cultural occupations		
Zookeepers	483	18.8
Park rangers	16	0.6
Landscape architects	6	0.2
Other cultural occupations(c)	90	3.5
<i>Total cultural occupations</i>	<i>595</i>	<i>23.1</i>
Other occupations	1 976	76.9
Total occupations	2 571	100.0

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

(c) Includes not stated.

Source: ABS data available on request, Census of Population and Housing, 2006.

Work Survey

More information on employment can be obtained from the 2007 survey of *Work in Selected Culture and Leisure Activities* (cat. no. 6281.0) 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 94,900 people had some involvement in the operations of national parks and reserves although only 14% received some form of

Work Survey continued

payment. A large number of people also reported unpaid involvement with botanic gardens. Of the estimated 28,200 people working in botanic gardens, 33% received some payment for their involvement.

9.11 PERSONS WITH A WORK INVOLVEMENT IN SELECTED ACTIVITIES (a), By whether paid or unpaid—2007

	<i>Some paid involvement</i>	<i>Unpaid involvement only</i>	<i>Total persons involved (b)</i>	<i>Percentage with some paid involvement</i>
	'000	'000	'000	%
National parks and reserves	13.3	81.6	94.9	14.0
Zoological parks and aquariums	*8.1	*5.0	13.1	61.7
Botanic gardens	*9.4	18.0	28.2	33.4

* estimate is subject to sampling variability too high for most practical purposes

(a) In the 12 months before interview in April 2007.

(b) Includes persons who did not state whether involvement was paid.

Source: ABS, *Work in Selected Culture and Leisure Activities, April 2007* (cat. no. 6281.0).

CHAPTER 10

LIBRARIES AND ARCHIVES

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 household survey which collected attendance figures for a range of cultural venues and events for 2005–06; and the 2006 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 2005–06 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.

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

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

Unlike several of the other cultural institutions, public libraries regularly attract repeat visitors. Just 5% of those who visited a library did so on only 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.

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

Public Libraries Survey

The 2003–04 survey of Public libraries conducted by the ABS found that there were 104.7 million visits to libraries, the vast majority (95%) of which were to local government libraries.

The institutions covered by this 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 survey also found 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 eight national and state archives operating in Australia. State specific data on archives are not available for this collection due to confidentiality requirements. Data on the archives operated by universities, local governments, commercial organisations and collecting institutions (e.g. state libraries) are also not available.

10.5 LOCAL GOVERNMENT LIBRARIES, Number of locations—June 2004

	Branches	Mobile services	Deposit stations
	no.	no.	no.
New South Wales	372	32	93
Victoria	247	27	20
Queensland	328	20	*11
South Australia	148	13	55
Western Australia	233	np	np
Tasmania	48	—	—
Northern Territory	33	np	np
Australian Capital Territory	9	2	—
Australia	1 418	110	189

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

— 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, Australia, 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 39.0 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, of which 138.2 million 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 that 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 \$839.0m 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.

FINANCIAL DATA

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

	Local libraries	National and state libraries	All public libraries
	\$m	\$m	\$m
Income			
Government funding			
Australia and state/territory	106.6	259.4	366.0
Local	415.2	—	415.2
Total	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).

The eight national and state archives were also highly dependent on government funding with \$97.9m of their total \$109.1m income coming from this source in 2003–04. An additional \$10.4m came from services to clients. The total expenses of these archives was \$107.0m with the greatest expense item being labour costs (\$46.3m).

According to *Cultural Funding by Government, 2006–07* (cat. no. 4183.0), the Australian Government provided \$63.3m towards funding for public libraries in 2006–07, a 5% decrease from the previous year (\$66.7m). State and territory government funding of libraries also declined (11%), from \$392.7m in 2005–06 to \$350.9m in 2006–07.

Similarly, Australian Government funding for archives declined slightly from \$67.4m in 2005–06 to \$66.5m in 2006–07. State and territory government funding for archives fell by 11% over the same period, from \$38.9m to \$34.8m.

In contrast, funding of libraries at the local government level increased by 4%, with \$619.7m provided by local government in 2006–07, compared with \$595.4m in 2005–06.

EMPLOYMENT

*Census of Population and
Housing*

In 2006, the Census of Population and Housing recorded 7,007 people whose main job was in the Libraries and archives 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 within the industry were Librarians (2,007 people), Library assistants (1,431 people) and Library technicians (1,378 people).

*Census of Population and
Housing continued*

10.9 PERSONS EMPLOYED IN THE LIBRARIES AND ARCHIVES INDUSTRY(a)(b), By occupation—August 2006

	Number	%
Cultural occupations		
Librarian	2 007	28.6
Library Assistant	1 431	20.4
Library Technician	1 378	19.7
Archivist	183	2.6
Other cultural occupations	246	3.5
<i>Total cultural occupations</i>	<i>5 245</i>	<i>74.9</i>
Other occupations(c)	1 762	25.1
Total occupations	7 007	100.0

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

(c) Includes not stated and inadequately described.

Source: ABS data available on request, Census of Population and Housing, 2006.

Many people working in library-related occupations are not working in the libraries and archives industry. The Local government administration industry employed 1,937 librarians, Higher education employed 1,885 librarians, and School education (Primary and Secondary) employed 406 librarians.

The 2006 Census of Population and Housing also counted 898 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.

10.10 PERSONS WITH LIBRARY-RELATED OCCUPATIONS(a)(b), By industry—August 2006

Industry	Librarians	Library technicians	Library assistants	Archivists	Total
Local government administration	1 937	1 229	1 954	50	5 170
Libraries and archives	2 008	1 378	1 430	182	4 998
Higher education	1 885	967	1 458	67	4 377
Secondary education	209	702	1 000	51	1 962
Primary education	197	716	711	5	1 629
Technical and vocational education and training	671	333	219	7	1 230
Combined primary and secondary education	190	321	485	61	1 057
State government administration	310	174	93	88	665
Legal Services	270	48	46	12	376
Hospitals	226	70	27	10	333
Central government administration	221	53	20	34	328
Scientific research services	128	40	13	6	187
Other industries	1 825	477	800	325	3 427
Total all industries	10 077	6 508	8 256	898	25 739

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

Work Survey

The ABS 2007 survey of Work in Selected Culture and Leisure Activities provides another perspective on employment in libraries and archives. This survey provides information on the number of paid and unpaid workers in library or archive organisations. It also provides the number of people working in these organisations as part of a second job. However, it does not contain information on type of occupation.

The survey found that there were 108,500 people aged 15 years and over who had some work involvement in a library or archive in the 12 months to April 2007, of whom 35,900 (33%) received some payment.

Public Libraries Survey

The 2003–04 ABS survey of 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.

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 same survey found that at the end of June 2004, there were 811 persons employed by the eight national and state archives in Australia, of which 471 (or 58%) were female.

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, 2008* (cat. no. 4902.0) 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 an additional ten businesses that generated an annual income in excess of \$2.0m 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 value of operating profit before tax for book publishers increased by 75% between 2002–03 to 2003–04, from \$86.9m to \$152.1m. This led to an increase in profit margin from 6% to 10%.

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
<i>Total</i>	1 367.9	1 353.2
Sales of other goods	73.8	68.6
Other sources of income	126.0	138.9
<i>Total income</i>	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
<i>Total expenses</i>	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 4% in 2001–02 to 1% 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
<i>Total income</i>	<i>1 095.4</i>	<i>1 059.7</i>	<i>1 297.0</i>
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
<i>Total expenses</i>	<i>1 076.4</i>	<i>1 045.2</i>	<i>1 287.6</i>
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).

According to *Cultural Funding by Government, 2006–07* (cat. no. 4183.0), the Australian, state and territory governments contributed a total of \$31.6m towards Literature and print media in 2006–07, which was a decrease of 7% from the revised figure for the 2005–06 financial year.

11.4 CULTURAL FUNDING BY GOVERNMENT, Literature and print media—2004–05 to 2006–07

	2004-05	2005-06	2006-07
	\$m	\$m	\$m
Australian Government	27.6	29.5	25.0
State and territory government	4.7	4.4	6.5
Total	32.4	33.9	31.6

Source: ABS, *Cultural Funding by Government, Australia, 2006–07* (cat. no. 4183.0).

EMPLOYMENT

Census of Population and Housing

The 2006 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 41,525 people were employed in publishing and 37,543 people were employed in the printing of newspapers, periodicals and books. A further 31,633 people were employed in the wholesaling and/or retailing of books, newspapers, magazines and stationery.

Of those working in the printing/publishing sector of the literature and print media industry, 46% 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 (5,006 people employed), Printing machinists (4,846) and Newspaper or periodical editors (3,033). Of the non-cultural

*Census of Population and
Housing continued*

occupations recorded for this industry, Sales assistants (15,208) and Retail managers (7,896) were the most common.

11.5 PERSONS EMPLOYED IN LITERATURE AND PRINT MEDIA INDUSTRIES (a)(b), By occupation—August 2006

	Printing	Book and magazine wholesaling	Newspaper and book retailing	Newspaper publishing	Magazine and other periodical publishing	Book publishing	Internet publishing and broadcasting
Authors	9	12	18	40	44	241	4
Book or script editors	6	45	3	10	25	564	20
Classified advertising clerks	10	—	4	430	27	3	—
Copywriters	10	—	3	30	6	7	3
Newspaper or periodical editors	28	14	13	1 700	1 075	141	62
Print journalists	53	—	17	4 161	730	26	19
Proof readers	46	—	3	74	11	43	—
Radio journalists	—	—	—	11	—	—	—
Technical writers	3	3	4	3	5	37	6
Television journalists	—	—	—	19	—	—	—
Binders and finishers	1 513	19	4	24	48	309	3
Screen printers	859	—	—	—	—	—	—
Graphic pre-press trades workers	1 717	6	9	895	126	100	3
Printing machinists	3 186	3	11	1 331	206	106	3
Small offset printers	283	—	—	—	—	7	—
Printer's assistants	1 592	7	5	709	71	76	3
Printing table workers	1 031	—	5	166	42	89	—
Other cultural occupations	7 614	157	134	2 783	1 310	621	182
<i>Total cultural occupations</i>	<i>17 960</i>	<i>266</i>	<i>233</i>	<i>12 386</i>	<i>3 726</i>	<i>2 370</i>	<i>308</i>
Other occupations	19 583	3 357	27 777	14 187	4 852	4 004	850
Total occupations	37 543	3 623	28 010	26 573	8 578	6 374	1 158

— nil or rounded to zero (including null cells)

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

Book Publishers Survey

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, with an increase of 19%.

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 2007 Work in Selected Culture and Leisure Activities Survey.

Work Survey continued

According to this survey, some 606,500 people contributed their writing skills in the 12 months before interview, with 40% of these receiving some payment for their contributions.

A further 208,400 people had a work involvement in publishing in the 12 months before interview, with just over one-half (51%) receiving some payment for their efforts.

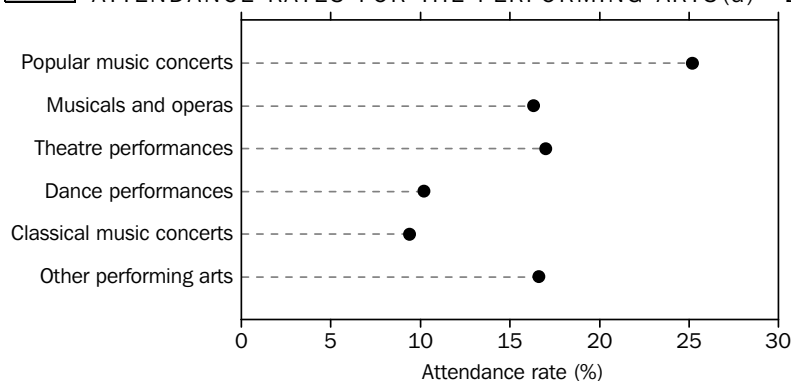
INTRODUCTION

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 the Attendance at Selected Cultural Venues and Events Survey, 2005–06 and detailed employment data from both the 2006 Census of Population and Housing and the Work in Selected Culture and Leisure Activities Survey, 2007 are the main sources of information about involvement with the performing arts. This is complemented by data from the Performing Arts Operation Survey, 2006–07, the Performing Arts Venue Operation Census, 2006–07 and the 2002–03 Performing Arts Festival Survey, which provide information on the income, expenditure and employment of these organisations.

ATTENDANCE

According to the ABS survey of Attendance at Selected Cultural Venues and Events 2005–06, 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 Theatre performances (17%) and Musicals and operas (16%).

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 7% 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	18.9	18.1	20.0
18–24 years	6.0	40.0	15.8	8.2	13.7	16.1
25–34 years	7.0	30.9	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	19.5	7.5	15.3	16.9
NT	*7.9	29.5	12.1	*9.6	9.4	14.8
ACT	13.3	34.1	25.5	16.6	19.1	19.7
Total	9.4	25.2	17.0	10.2	16.3	16.6

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

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

(a) In the 12 months before interview.

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 2006–07 ABS Performing Arts Survey found that at the end of June 2007, there were 726 organisations in the Performing arts operation industry in Australia. Of these, 180 were mainly engaged in Popular music performance, 143 in Drama production, 102 in Symphony and choral performance, 77 in Musical theatre production, 36 in Dance production, 34 in Circus production, 16 in Opera production and 137 in Other performance or production such as puppetry, ventriloquism etc.

ORGANISATIONS

*continued***12.4** PERFORMING ARTS OPERATION ORGANISATIONS, By type of production—2006–07

	<i>no.</i>
Popular music performance	180
Drama production	143
Symphony and choral performance	102
Musical theatre production	77
Dance production	36
Circus production	34
Opera production	16
Other performance or production	137

Source: ABS, *Performing Arts, Australia, 2006–07*
(cat. no. 8697.0).

Not-for-profit organisations represented 48% of the Performing arts operation industry. Such organisations put on an estimated 18,711 paid performances and attracted 5.8 million paid attendances. By comparison, the 381 for-profit organisations reported staging 24,749 paid performances with 6.4 million paid attendances.

In 2006–07, there were 14,368 Drama productions with 3.1 million paid attendances. Dance productions had the least performances and attendances with 1,398 paid performances attracting 527,600 paid attendances.

12.5 PERFORMING ARTS OPERATION ORGANISATIONS, Performances and attendances—2006–07

	<i>Paid performances(a)</i>	<i>Paid attendances</i>
	<i>no.</i>	<i>'000</i>
Popular music performance	6 813	1 815.3
Symphony and choral performance	4 766	2 219.6
Drama production	14 368	3 146.2
Dance production	1 398	527.6
Musical theatre production	5 799	1 978.4
Opera production	1 519	1 002.9
Circus production	2 428	1 004.9
Other performance or production	6 368	*561.4
Total	43 460	12 256.3

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

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

Source: ABS, *Performing Arts, Australia, 2006–07* (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.

ORGANISATIONS

continued

The 2004–05 survey of Pubs, Taverns, Bars and Hospitality club services found that there were 194,769 paid live performances in pubs, taverns and bars and 114,082 in clubs in 2004–05.

FINANCIAL DATA

Figures from the ABS survey of Performing Arts indicate that just under half the income received by Performing arts operation organisations in 2006–07 came from box office takings (49%). Governments were responsible for providing a further 24% of income, 9% came from contract performance fees while 7% was obtained through fundraising. Governments provided funding of \$170.2m to not-for-profit performing arts operation organisations in 2006–07. A further \$3.7m in government funding was distributed to for-profit organisations in the industry.

12.6 PERFORMING ARTS OPERATION ORGANISATIONS, Income received—2006–07

	<i>For-profit</i>	<i>Not-for-profit</i>	<i>Total</i>
Organisations at end June (<i>no.</i>)	381	345	726
Box office income (\$m)	191.1	164.9	356.0
Contract performance fees received (\$m)	41.7	24.5	66.2
Sales of goods (\$m)	29.8	4.2	34.0
Royalties (\$m)	5.7	1.8	7.4
Rent, leasing and hiring (\$m)	1.8	5.6	7.4
Government funding (\$m)	3.7	170.2	173.8
Fundraising (\$m)	3.1	50.7	53.8
Interest (\$m)	1.9	6.7	8.6
Other (\$m)	7.2	18.9	26.1
Total income (\$m)	286.0	447.5	733.4

Source: ABS, *Performing Arts, Australia, 2006–07* (cat. no. 8697.0).

Organisations most reliant on government funding were those involved in Symphony and choral performances (47% of total income) and Dance production (36%). By contrast, organisations involved in Popular music performances received 2% of their income from governments.

12.7 PERFORMING ARTS OPERATION ORGANISATIONS, Income by type—2006–07

	<i>Box office income</i>	<i>Government funding</i>	<i>Other</i>	<i>Total income</i>
	<i>\$m</i>	<i>\$m</i>	<i>\$m</i>	<i>\$m</i>
Popular music performance	24.3	0.9	30.5	55.8
Symphony and choral performance	48.3	78.6	41.4	168.2
Drama production	83.8	33.7	34.4	151.8
Dance production	21.0	23.5	20.9	65.4
Other music and theatre production	178.7	37.1	76.4	292.2
Total	356.0	173.8	203.5	733.4

Source: ABS, *Performing Arts, Australia, 2006–07* (cat. no. 8697.0).

FINANCIAL DATA

continued

Performing arts operation organisations incurred expenses of \$682.7m in 2006–07. Over a third (37%) of these were labour costs, primarily wages and salaries, with another 11% being rent, leasing and hiring expenses. Of the \$23.1m paid in royalties, 56% was paid to Australian organisations and individuals while 44% went overseas.

12.8 PERFORMING ARTS OPERATION ORGANISATIONS, Expenses—2006–07

	<i>For-profit</i>	<i>Not-for-profit</i>	<i>Total</i>
Organisations at end June (<i>no.</i>)	381	345	726
Labour costs (\$m)	56.3	198.9	255.2
Contract payments to performers/ artists and artistic support (\$m)	21.8	35.5	57.3
Contract payments for productions (\$m)	2.4	5.0	7.4
Other contract, subcontract and commission expenses (\$m)	15.8	15.8	31.6
Rent, leasing and hiring (\$m)	33.9	38.9	72.9
Advertising, marketing and promotion (\$m)	22.5	32.5	55.0
Travel, accommodation and entertainment (\$m)	19.1	26.2	45.2
Purchases (\$m)	17.5	13.8	31.3
Royalties paid to businesses/ organisations/individuals (\$m)	14.6	8.5	23.1
Other (\$m)	53.1	50.6	103.5
Total (\$m)	257.1	425.6	682.7

Source: ABS, *Performing Arts, Australia, 2006–07* (cat. no. 8697.0).

The 2006–07 ABS Performing Arts Survey also provides information on Performing arts venue operation organisations. These businesses are mainly engaged in operating venues for the presentation and rehearsal of performing arts. During 2006–07, the 145 organisations in the Performing arts venue industry generated income of \$494.4m. The two main sources of income for these businesses were government funding (\$165.7m) and rent, leasing and hiring income (\$117.9m).

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 fundraising (\$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.

Australian Government funding for Performing arts in 2006–07 totalled \$124.0m. By comparison, state and territory government funding of Performing arts was \$132.4m, and their contribution toward Performing arts venues was \$132.0m. While local governments also provide funding for the performing arts, data are not available on their level of contribution.

FINANCIAL DATA

*continued***12.9** CULTURAL FUNDING BY GOVERNMENT, Performing arts—2006–07

	Australian Government	State and territory governments
	\$m	\$m
Performing arts		
Music	91.9	74.4
Drama	15.6	21.8
Dance	10.9	13.2
Music theatre and opera	—	16.5
Other performing arts	5.5	6.5
Total	124.0	132.4
Performing arts venues	—	132.0

— nil or rounded to zero (including null cells)

Source: ABS, *Cultural Funding by Government, Australia, 2006–07* (cat. no. 4183.0).

EMPLOYMENT

*Survey of Performing Arts
Industries*

Putting together a production requires more than just performers. Technicians, producers, directors, stage managers, those involved in marketing and sales, ticket collectors and a variety of others all contribute. According to the 2006–07 ABS survey of Performing arts, there were 6,569 people employed in the Performing arts operation industry in June 2007.

Of these, 49% were Performing artists, 23% were in Managerial, administrative or clerical roles and 6% provided Artistic support (e.g. choreographers, composers and musical directors). The industry employed roughly equal numbers of males and females (51% and 49% respectively). The survey also found that there were 6,582 people working as volunteers in the industry during the month of June 2007.

At the end of June 2007, there were 5,876 people employed in the Performing arts venue operation industry. Women represented 55% of these employees. In addition to paid employees, there were 1,935 volunteers during the month of June 2007.

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, therefore it is necessary to analyse data from the 2006 Census of Population and Housing for such detail. According to the Census, there were 14,481 people whose main job was in the Creative arts, musicians, writers and performers industry in August 2006. Musician was the largest occupation category in this industry with 2,345 people (16%). There were also 412 people who indicated that they worked as Singers and 397 as Actors in this industry. However, this does not represent all the singers and actors in Australia, with many people reporting having these occupations whilst being employed in other industries.

*Census of Population and
Housing continued*

For example, there were a total of 1,258 people in various Australian industries who described their main job as 'actor' in August 2006, with the largest concentrations outside of the performing arts industries in the Free-to-air television broadcasting (130 people), the Motion picture and video production (67 people) and the Advertising services industries (67 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 detail in which industries all performing arts workers are employed, however, such detail is available in *Employment in Culture, Australia, 2006* (cat. no. 6273.0).

12.10 PERSONS EMPLOYED IN SELECTED PERFORMING ARTS INDUSTRIES (a)(b), By occupation—August 2006

	Number	%
Performing arts operation		
Musician	864	20.0
Singer	206	4.8
Dancer or choreographer	202	4.7
Media producer	185	4.3
Actor	150	3.5
Entertainer or variety artist	133	3.1
Other cultural occupations	1 028	23.8
<i>Total cultural occupations</i>	<i>2 768</i>	<i>64.1</i>
Other occupations	1 552	35.9
<i>Total occupations</i>	<i>4 320</i>	<i>100.0</i>
Creative artists, musicians, writers and performers		
Musician	2 345	16.2
Painter	1 508	10.4
Author	1 143	7.9
Print journalist	605	4.2
Singer	412	2.8
Actor	397	2.7
Other cultural occupations	5 513	38.1
<i>Total cultural occupations</i>	<i>11 923</i>	<i>82.3</i>
Other occupations	2 558	17.7
<i>Total occupations</i>	<i>14 481</i>	<i>100.0</i>
Performing arts venues		
Light technician	100	3.7
Cinema or theatre manager	78	2.9
Sound technician	60	2.2
Arts administrator or manager	59	2.2
Actor	52	1.9
Media producer	44	1.6
Other cultural occupations	326	12.2
<i>Total cultural occupations</i>	<i>719</i>	<i>26.9</i>
Other occupations	1 956	73.1
<i>Total occupations</i>	<i>2 675</i>	<i>100.0</i>

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

Work Survey

According to the 2007 survey of Work in Selected Culture and Leisure Activities, there were 249,700 people who had performed music in front of an audience in the 12 months before interview. Around 36% of these people received payment for at least one of their performances. The same survey found that there were 277,600 people who performed as actors, dancers or in other performing roles before an audience. Approximately 14% of these were paid for at least one of their performances.

12.11**PERSONS INVOLVED IN MUSIC AND THE PERFORMING ARTS,
By payment status—12 months ending April 2007**

	<i>Some paid involvement</i>	<i>Unpaid involvement only</i>	<i>Total(a)</i>
NUMBER ('000)			
Music			
As a live performer	90.6	159.1	249.7
No involvement as a live performer	28.3	50.8	79.1
Total(b)	118.8	209.9	328.8
Performing arts			
As a performer	38.9	238.7	277.6
No involvement as a performer	37.9	183.4	221.3
Total	76.8	422.1	499.0
PERCENT (%)			
Music			
As a live performer	36.3	63.7	100.0
No involvement as a live performer	35.8	64.2	100.0
Total	36.1	63.8	100.0
Performing arts			
As a performer	14.0	86.0	100.0
No involvement as a performer	17.1	82.9	100.0
Total	15.4	84.6	100.0

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

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

Source: ABS data available on request, Survey of Work in Selected Culture and Leisure Activities, 2007.

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.

WHOLESALE SALES

Data from the Australian Recording Industry Association Limited (ARIA) for the year ending December 2007 showed that the value of wholesale sales of sound recordings and music videos totalled \$462.2m. Sales of CDs accounted for 80% of total sales, down from 85% in 2006. Music videos and DVDs accounted for a further 11%, up from 10% in 2006. Digital sales have increased markedly, from \$7.9m in 2005 to \$40.0m in 2007. Digital sales accounted for 9% of total music sales in 2007, up from 5% in 2006 and 1% in 2005. Further information may be found at the ARIA website www.aria.com.au.

13.1 AUSTRALIAN PHYSICAL AND DIGITAL ARIA WHOLESALE SALES (a)—Year ending 31 December 2007

	<i>Number of units</i>	<i>Value(b)</i>
	'000	\$'000
Physical		
CD singles	2 497	6 712
Vinyl albums	18	199
Cassette albums	11	54
CD albums	44 045	362 061
Music video/DVD	5 276	53 030
Other(c)	20	192
Total	51 867	422 248
Digital		
Digital track	17 647	18 695
Digital album	788	6 778
Mobile master ringtones	5 606	9 976
Other(d)	23 226	4 515
Total	47 267	39 964
Total	99 134	462 212

- (a) These figures are based on submissions from reporting ARIA members, estimated to represent approximately 95% of the local wholesale market.
- (b) Please note that value figures have been calculated after the application of any volume or other rebates.
- (c) Includes sales of vinyl singles, DVD singles, DVD albums, mini disks and Super Audio CD.
- (d) Includes sales of digital music video, mobile ringback tunes, streams and subscriptions.

Source: Australian Recording Industry Association Limited, www.aria.com.au.

WHOLESALE SALES

See Chapter 3 for information on household expenditure on music.

continued

ORGANISATIONS

The table below shows the number of actively trading businesses in selected music industries in June 2007. These counts exclude: entities which had an active Australian Business Number (ABN) but which did not have a goods and services tax (GST) role; and businesses with a GST role which had not returned a Business Activity Statement (BAS) for more than five quarters or had returned a BAS reporting zero dollar amounts. These figures are not comparable to Business Register Counts presented in previous editions of this publication due to this change in scope.

In June 2007 there were 8,349 actively trading businesses in one of four selected music industries. A majority of these businesses were non-employing (71%). Around two-thirds of these businesses (68%) were in the Music and theatre productions industry.

13.2 COUNTS OF AUSTRALIAN BUSINESSES, Selected music industries—June 2007

	Non Employing	Employing	Total
	no.	no.	no.
Recorded media manufacturing & publishing	321	357	678
Recorded music retailing	462	681	1 143
Music & theatre production	4 620	1 053	5 673
Sound recording studios	561	294	855
Total	5 964	2 385	8 349

Source: ABS data available on request, Counts of Australian Businesses, Including Entries and Exits, June 2003 to June 2007.

EMPLOYMENT

Census of Population and Housing

The 2006 Census of Population and Housing found that there were 234 people employed in the Music publishing industry, 2,286 people employed in the Reproduction of recorded media industry, and 814 people employed in the Music and other sound recording activities industry. The majority of people employed in this industry worked in cultural occupations (61%) compared to only 15% of those employed in Music publishing and 13% of those employed in Reproduction of recorded media.

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. Another indicator of the number of people employed in the industry is the ABS Manufacturing Industry Survey which found 3,800 people working in the recorded media manufacturing and publishing industry in June 2001.

*Census of Population and
Housing continued*

13.3 PERSONS EMPLOYED IN SELECTED MUSIC-RELATED INDUSTRIES(a)(b), By selected occupations—August 2006

	Number	%
Music publishing		
Total cultural occupations	36	15.4
Other occupations	198	84.6
<i>Total occupations</i>	<i>234</i>	<i>100.0</i>
Reproduction of recorded media		
Printers nfd	40	1.7
Screen printer	29	1.3
Graphic designer	29	1.3
Sound technician	22	1.0
Technical writer	20	0.9
Video producer	16	0.7
Other cultural occupations	142	6.2
<i>Total cultural occupations</i>	<i>298</i>	<i>13.0</i>
Other occupations	1 988	87.0
<i>Total occupations</i>	<i>2 286</i>	<i>100.0</i>
Music and other sound recording activities		
Sound technician	304	37.3
Media producer	45	5.5
Musician	29	3.6
Composer	11	1.4
Film, television, radio and stage directors, nec	13	1.6
Graphic designer	11	1.4
Other cultural occupations	82	10.1
<i>Total cultural occupations</i>	<i>495</i>	<i>60.8</i>
Other occupations	319	39.2
<i>Total occupations</i>	<i>814</i>	<i>100.0</i>

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

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

The 2003–04 Household Expenditure Survey found that total annual expenditure on Visual arts and crafts was \$668m. This is equivalent to an average household expenditure of \$1.66 per week. Total annual expenditure on Paintings, carvings and sculptures was \$282m, while \$203m was spent on Studio and other professional photography and \$184m on Art and craft materials. See Chapter 3 for more information on household expenditure.

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 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 \$116.2m 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 \$79.2m, while sales of art by Indigenous artists were valued at \$27.4m. Items by overseas artists were sold for a further \$9.6m. From these sales and other activities, commercial art galleries derived an income of \$131.8m.

14.1 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	79.2	60.1
By overseas artists	*9.6	*7.3
<i>Total</i>	116.2	88.2
Income from the sale of craftworks		
By Aboriginal and Torres Strait Islander artists	1.2	0.9
By other artists	1.5	1.1
<i>Total</i>	2.7	2.0
Other income	13.1	9.9
Total	131.8	100.0

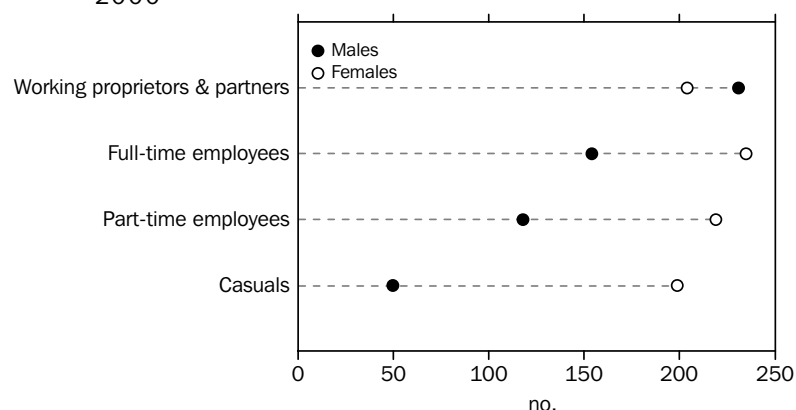
* estimate has a relative standard error of 25% to 50% and should be used with caution

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

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).

*Commercial art galleries**continued***14.2** PERSONS EMPLOYED IN COMMERCIAL ART GALLERIES—June 2000Source: ABS, *Commercial Art Galleries, 1999–2000* (cat. no. 8651.0).*Visual artists and craft workers*

The 2006 Census of Population and Housing and the 2007 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 2006 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 2006 were Painters (1,508 people) and Visual arts and craft professionals (516 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.

*Census of Population and
Housing continued*

14.3 PERSONS EMPLOYED IN THE VISUAL ARTS AND CRAFTS
INDUSTRY(a)(b), By selected cultural occupations —August
2006

<i>Selected cultural occupations</i>	<i>Number of persons</i>
Painters (visual arts)	1 508
Visual arts and craft professionals, n.e.c or n.f.d.	516
Sculptors	325
Potters and ceramic artists	104
Photographers	50
Total selected cultural occupations	2 503

(a) Cells in this table have been randomly adjusted to prevent the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

Work Survey

The Census only collects information on a person's main job during a one week period in August 2006. However, the 2007 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.

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 over a 12-month period.

During the 12 months prior to interview in April 2007, an estimated 1.4 million people aged 15 years and over were involved in visual arts, while 953,500 were involved in craft. Female involvement was higher for virtually all types of art and craft work, the exception being furniture-making and woodcraft.

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. It should be noted that hobby activity is excluded from these figures – that is, only those people involved in the production of works that are available for sale or public display are included.

Work Survey continued

14.4 PERSONS INVOLVED(a), By type of activity and payment status(a)—2007

	Some paid involvement	Unpaid involvement only	Total	Percentage with some paid involvement
	'000	'000	'000	%
Visual art activities				
Drawing	92.1	458.5	550.7	16.7
Painting	58.3	396.2	454.5	12.8
Sculpture	17.9	74.5	92.5	19.4
Photography	86.6	545.4	632.0	13.7
Printmaking	26.1	69.2	95.3	27.4
Computer art	137.1	411.5	548.7	25.0
Other visual art	18.0	26.2	44.2	40.7
<i>Total visual art activities(b)</i>	<i>281.9</i>	<i>1 228.0</i>	<i>1 405.8</i>	<i>20.1</i>
Craft activities				
Pottery or ceramics	17.0	62.9	79.9	21.3
Textiles	40.2	240.1	280.3	14.3
Jewellery making	32.6	157.1	189.6	17.2
Furniture making and wood crafts	51.6	262.8	314.4	16.4
Glass crafts	* 7.9	26.2	34.1	23.2
Other craft activities	25.1	234.0	259.2	9.7
<i>Total craft activities(b)</i>	<i>139.1</i>	<i>829.4</i>	<i>953.5</i>	<i>14.6</i>

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

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

(b) 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 2007* (cat. no. 6281.0).

INTRODUCTION

The *Australian Culture and Leisure Classifications (ACLC), 2008 (Second Edition)* (cat. no. 4902.0) 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

The following table shows the number of actively trading businesses in these industries in June 2007. These counts exclude entities that had an active Australian Business Number (ABN) but did not have a goods and services tax (GST) role, and businesses with a GST role which had not returned a Business Activity Statement (BAS) for more than five quarters or had returned a BAS reporting zero dollar amounts. These figures are not comparable to Business Register Counts presented in previous editions of this publication due to this change in scope.

There were 13,110 actively trading businesses classified as being predominantly involved in Architectural services, with a further 10,314 involved in Advertising services, and 10,128 involved in Commercial art and display services. It is not possible to separately identify other design industries.

ORGANISATIONS

*continued***15.1** COUNTS OF AUSTRALIAN BUSINESSES(a), Selected design industries(b)—June 2007

	Architectural services	Advertising Services	Commercial art and display services
	no.	no.	no.
New South Wales	4 488	4 083	3 750
Victoria	3 513	2 739	2 934
Queensland	2 370	1 878	1 650
South Australia	612	558	717
Western Australia	1 632	738	738
Tasmania	225	147	153
Northern Territory	84	54	45
Australian Capital Territory	186	117	141
Total(c)	13 110	10 314	10 128

(a) After accounting for entries and exits from register.

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

(c) Includes businesses for which state or territory is not recorded.

Source: ABS, Counts of Australian Businesses, Including Entries and Exits, June 2003 to June 2007, data available on request.

The majority of the design businesses actively trading in June 2007 were non-employing (55%). Of the businesses that did have employees, 94% employed less than 20 people.

15.2 COUNT OF AUSTRALIAN BUSINESSES IN SELECTED DESIGN INDUSTRIES(a), By employment size and type(b)—June 2007

	Architectural services	Advertising Services	Commercial art and display services
	no.	no.	no.
Employment size			
1–19 employees	6 435	4 215	3 429
20–199 employees	240	390	165
200 employees or more	12	42	6
Type of employer			
Employing	6 687	4 647	3 600
Non employing	6 423	5 667	6 528
Total	13 110	10 314	10 128

(a) After accounting for entries and exits from the register.

(b) All businesses registered and active for GST purposes in only one state or territory (i.e. it excludes businesses operating in two or more states).

Source: ABS data available on request, Counts of Australian Businesses, Including Entries and Exits, June 2003 to June 2007.

EMPLOYMENT

*Census of Population and
Housing*

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

The 2006 Census of Population and Housing found that there were 30,086 people whose main job in the week prior to Census Night 2006 was in the Architectural services industry. The Census also found that over half of those in the industry worked as either Architects (10,854 people) or Architectural draftspersons (5,142 people).

*Census of Population and
Housing continued*

Advertising services employed 27,647 people, with the majority (71%) in non-cultural occupations. Graphic designers were less than 7% of employees.

Nearly half (48%) of those employed in Other specialised design services were Graphic designers (6,919 people) or Signwriters (2,012 people). The remaining employees were distributed amongst a large number of both cultural and non-cultural occupations.

15.3 PERSONS EMPLOYED IN SELECTED DESIGN INDUSTRIES (a)(b),
By occupation—2006

	Number	%
Architectural services		
Architects	10 854	36.1
Architectural draftspersons	5 142	17.1
Urban and regional planners	1 417	4.7
Landscape architects	1 392	4.6
Interior designers	1 133	3.8
Graphic designers	150	0.5
Other cultural occupations	285	0.9
<i>Total cultural occupations</i>	<i>20 373</i>	<i>67.7</i>
Other occupations	9 713	32.3
<i>Total occupations</i>	<i>30 086</i>	<i>100.0</i>
Advertising services		
Advertising specialists	2 328	8.4
Graphic designers	1 881	6.8
Media producers (excluding video)	973	3.5
Copywriters	510	1.8
Photographers	354	1.3
Graphic pre-press trades workers	223	0.8
Other cultural occupations	1 823	6.6
<i>Total cultural occupations</i>	<i>8 092</i>	<i>29.3</i>
Other occupations	19 555	70.7
<i>Total occupations</i>	<i>27 647</i>	<i>100.0</i>
Other specialised design services		
Graphic designers	6 919	37.1
Signwriters	2 012	10.8
Interior designers	1 851	9.9
Graphic pre-press trades workers	218	1.2
Media producers (excluding video)	197	1.1
Illustrators	192	1.0
Other cultural occupations	1 518	8.1
<i>Total cultural occupations</i>	<i>12 907</i>	<i>69.3</i>
Other occupations	5 725	30.7
<i>Total occupations</i>	<i>18 632</i>	<i>100.0</i>

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

Work Survey

The 2007 survey of Work in Selected Culture and Leisure Activities, which collected data on the design activities of architecture, graphic, fashion, advertising and other design activities, found that there were 459,200 people who had worked in design activities in the 12 months to April 2007. Of these, about two-thirds (61%) received some payment for their involvement.

Work Survey continued

The most common design activities undertaken were Advertising (192,000 people) and Graphic design (184,700 people). Both Fashion design and Advertising design activities involved more females than males.

15.4 PERSONS INVOLVED IN DESIGN, By selected characteristics—12 months ending April 2007

	Male	Female	Persons
	'000	'000	'000
Involvement part of main job held last week(a)	157.3	123.8	281.1
Involvement not part of main job held last week(b)	84.9	93.2	178.1
Annual income from design activity(c)			
Goods and services only	**4.2	**3.9	*8.0
Less than \$5,000	37.5	49.6	87.1
\$5,000 to \$39, 999	44.5	45.0	89.5
\$40,000 or more	79.6	41.9	121.5
Type of design activity undertaken			
Graphic design	99.6	85.1	184.7
Fashion design	*5.3	32.2	37.5
Architecture	47.2	18.8	66.0
Advertising	93.8	98.2	192.0
Other design activities	73.8	53.6	127.3
Total(d)	242.3	217.0	459.2

* 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) Main job held in the week prior to interview. If the person held multiple jobs during this week, main job refers to the job in which the most hours were worked.

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

(c) Excludes persons who did not state the amount of payment they received.

(d) Components may not add up to the total number of people undertaking design activities as some may have undertaken more than one design activity.

Source: ABS data available on request, Survey of Work in Selected Culture and Leisure Activities, 2007.

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 (ACLC), 2008 (Second Edition)* (cat. no. 4902.0) 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.

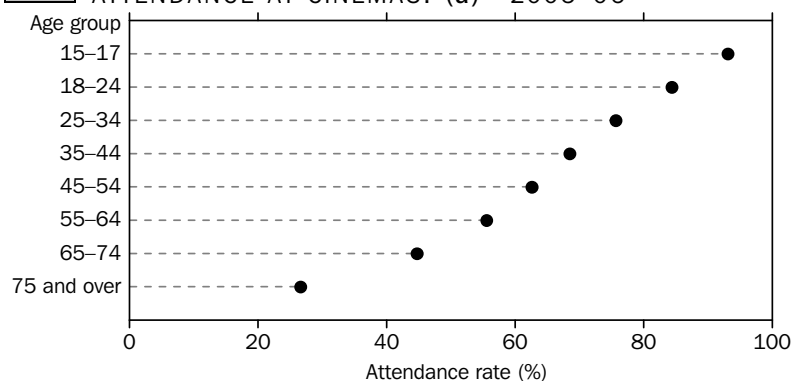
Data for this chapter have largely been sourced from ABS surveys. The Australian Film Commission (AFC), part of Screen Australia from July 2008, also provides substantial detail on many different aspects of the film, television and video industries through their *National Survey of Feature Film and Television Drama Production* and *Get the Picture* publication. Further information on these sources of data is available on the Screen Australia website www.screenaustralia.gov.au.

ATTENDANCE

The 2005–06 ABS 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.

ATTENDANCE *continued***16.1**

ATTENDANCE AT CINEMAS: (a)—2005–06



(a) In the 12 months before the interview.

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

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 who attended a cinema in the 12-month period visited more than 5 times 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)

	15–17	18–24	25–34	35–44	45–54	55–64	65–74	75 and over	Total
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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 data available on request, *Survey of Attendance at Selected Cultural Venues and Events, 2005–06*.

ORGANISATIONS

Television, film and video

The ABS survey of Television, Film and Video Production and Post-Production Services conducted in respect of the 2006–07 financial year found that at the end of June 2007 there were:

- 2,492 film and video production and post-production services businesses operating in Australia employing 13,844 people
- 13 subscription television broadcasting businesses employing 3,052 people
- 24 commercial free-to-air television broadcasting businesses (excluding public television broadcasting) employing 6,980 people.

Cultural Funding by Government, Australia, 2006–07 (cat. no. 4183.0) reported that the Australian Government provided total funding of \$140.1m for Film and video, while state and territory governments contributed \$71.8m.

Film and video production services businesses generated \$1,584.2m in income during 2006–07. The majority of this income (71% or \$1,131.2m) was earned from the production of television programs (\$549.7m), commercials (\$245.4m), feature films (\$213.7m) and other media content (\$122.4m). Income from the provision of production services to other businesses accounted for 21% (\$332.3m) of total income.

Post-production services businesses generated \$444.0m in income during 2006–07. The majority of this income (91% or \$402.3m) was earned from the provision of post-production services to other businesses, such as visual editing services (58% or \$255.1m) and duplication services (12% or \$51.1m).

Television, film and video
continued

16.3 SOURCES OF INCOME, FILM AND VIDEO PRODUCTION AND
POST-PRODUCTION SERVICES - 2006-07

	Proportion of Income total income	
	\$m	%
Film and video production services		
Production income from		
Feature films	213.7	13.5
Television programs	549.7	34.7
Commercials	*245.4	15.5
Corporate, marketing and training media	*89.6	5.7
Educational media	*10.2	0.6
Music media	*2.1	0.1
Other	20.5	1.3
Total	1 131.2	71.4
Provision of production services to other businesses	332.3	21.0
Provision of post-production services to other businesses	*25.3	1.6
Sale of program format rights	3.3	0.2
Rent, leasing and hiring	*7.6	0.5
Interest	11.0	0.7
Other income	73.4	4.6
Total income	1 584.2	100.0
Post-production services		
Production income	**1.2	0.3
Provision of production service to other businesses	**11.4	2.6
Provision of post-production services to other businesses		
Visual editing	255.1	57.5
Sound editing	20.0	4.5
Duplication	51.1	11.5
Transferring	5.0	1.1
Film laboratory services	—	—
Other post-production services	—	—
Total	402.3	90.6
Sale of program format rights	—	—
Rent, leasing and hiring	3.7	0.8
Interest	2.5	0.6
Other	23.0	5.2
Total income	444.0	100.0

* 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

— nil or rounded to zero (including null cells)

Source: ABS, *Television, Film and Video Production and Post-Production Services, Australia, 2006-07* (cat. no. 8679.0).

Film and video production services businesses incurred \$1,461.8m in expenses during 2006-07. Labour costs accounted for just under a third (31% or \$453.2m) of total expenses, followed by payments to other businesses for production services (24% or \$345.6m), purchases (6% or \$87.7m) and rent, leasing and hiring expenses (6% or \$79.9m).

Post-production services businesses incurred \$395.6m in expenses during 2006-07. Labour costs accounted for 42% (\$166.9m) of total expenses, followed by purchases (10% or \$39.1m) and depreciation and amortisation (8% or \$31.9m).

SOURCES OF EXPENSES, Film and video production and post-production services—2006–07

16.4

	FILM AND VIDEO PRODUCTION SERVICES		POST-PRODUCTION SERVICES	
	<i>Proportion of total expenses</i>		<i>Proportion of total expenses</i>	
	<i>Expenses</i>		<i>Expenses</i>	
	\$m	%	\$m	%
Labour costs				
Wages and salaries	386.2	26.4	143.3	36.2
Other	67.0	4.6	23.6	6.0
Total	453.2	31.0	166.9	42.2
Payments to other businesses/contractors for production services	345.6	23.6	*10.6	2.7
Payments to other businesses/contractors for post-production services	78.0	5.3	26.1	6.6
Other contract, subcontract and commission expenses	63.1	4.3	21.2	5.4
Purchases	87.7	6.0	39.1	9.9
Rent, leasing and hiring expenses	79.9	5.5	23.8	6.0
Depreciation and amortisation	45.6	3.1	31.9	8.1
Travelling, accommodation and entertainment	52.6	3.6	6.5	1.7
Royalties	38.4	2.6	0.6	0.1
Other	217.7	15.0	68.9	17.3
Total expenses	1 461.8	100.0	395.6	100.0

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

Source: ABS, *Television, Film and Video Production and Post-Production Services, Australia, 2006–07* (cat. no. 8679.0).

Television, film and video
continued

PRODUCTION ACTIVITY - NOT FOR TELEVISION

Film and video production and post-production businesses work on a range of outputs. These can broadly be divided into productions made specifically for television and those made other than for television. Productions made other than for television includes outputs such as feature films, documentaries and educational media. The 2006–07 ABS Survey of Television, Film and Video Production and Post-Production Services reports that during 2006–07, there were 14,269 productions created which were not specifically made for television, at a total production cost of \$273.2m. While the majority of these (75%) were educational media, around 67% of total production costs were devoted to the production of 85 feature films.

*Television, film and video
continued*

PRODUCTION ACTIVITY - NOT FOR TELEVISION *continued*

16.5 PRODUCTIONS MADE OTHER THAN FOR TELEVISION (a)—2006–07

	<i>Businesses at end June 2007(b)</i>	<i>Productions</i>	<i>Total cost of production</i>	<i>Average cost per production(c)</i>
	no.	no.	\$m	\$'000
Feature films	78	85	183.8	2 174.3
Short films	**46	*79	4.8	*61.2
Documentaries	33	46	1.4	31.1
Corporate, marketing and training media	*107	*353	*6.0	*16.9
Educational media(d)	454	*10 672	*71.7	*6.7
Music media	*27	**313	1.3	**4.2
Other	*74	2 722	4.1	1.5
Total	652	*14 269	273.2	19.1

- * 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) Includes businesses whose primary activity was film and video production or post-production services.
 (b) As businesses may have been involved in more than one type of production, the counts of businesses do not sum to the total.
 (c) As data for 'total cost of production' have been rounded to \$m, discrepancies may occur in the 'average cost per production'.
 (d) Includes media produced for schools, tertiary and other educational institutions.

Source: ABS, *Television, Film and Video Production and Post-Production Services, Australia, 2006–07* (cat. no. 8679.0).

The AFC's 2006–07 National Survey of Feature Film and Television Drama Production provides further information on Australian production of feature films. It shows that 27 Australian and co-production feature films began principal photography (the period of major and ongoing shooting) in Australia in 2006–07. This was just above the five year average of 25 films.

The value of production activity (as measured by budget expenditure in Australia) in 2006–07 increased to \$231m, well above the 2005–06 figure of \$112m and the five-year average of \$140 million. This was spent on the production of 27 feature films. Of this, \$212m was spent on the Australian production of 24 feature films. This is much higher than the five-year average of \$124m but similar to 2003–04.

Television, film and video
continued

PRODUCTION ACTIVITY - NOT FOR TELEVISION *continued*

16.6 AUSTRALIAN AND CO-PRODUCTION: FEATURE FILMS,
Production activity—2002–03 to 2006–07(a)

Year of production	AUSTRALIAN PRODUCTION (b)		CO-PRODUCTION (c)		TOTAL	
	no.	Spend in Aust. (\$m)	no.	Spend in Aust. (\$m)	no.	Spend in Aust. (\$m)
2002–03	17	49	np	14	19	63
2003–04	21	196	np	5	22	201
2004–05	24	66	3	27	27	93
2005–06	29	100	3	13	32	112
2006–07	24	212	3	19	27	231
5-year average	23	124	2	16	25	140

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

(a) Year of production is the year in which principal photography commenced.

(b) Projects under Australian creative control where the key elements are predominantly Australian and the project was originated and developed in Australia.

(c) Projects where creative control is shared between Australian and foreign partners and there is a mix of Australian and foreign elements in the key creative positions.

Source: Australian Film Commission, *National Survey of Feature Film and Television Drama Production, 2006–07*.

Foreign investors accounted for 73% of total funding for Australian and co-production feature films in 2006–07 (75% for Australian features only). They contributed \$197.8m to 13 titles, with one high-budget local film 'Australia' accounting for the bulk of their investment. It is important to note that foreign investment fluctuates from year to year, depending on the production of such high-budget features as 'Australia' (2006–07) and 'Happy Feet' (2003–04).

Government sources were also a significant source of funds in 2006–07, investing \$44.9m in 18 titles. This accounted for 17% of total funding for Australian and co-production features (15% for Australian features only).

Television, film and video
continued

PRODUCTION ACTIVITY - NOT FOR TELEVISION *continued*

16.7 AUSTRALIAN AND CO-PRODUCTION: FEATURE FILMS, Sources of Finance—2002–03 to 2006–07

	AUSTRALIAN AND CO-PRODUCTION (a)			AUSTRALIAN ONLY (b)		
	Contribution	Proportion of total finance	No. of films invested in	Contribution	Proportion of total finance	No. of films invested in
	\$m	%	no.	\$m	%	no.
AUSTRALIAN GOVERNMENT SOURCES (c)						
2002–03	29.9	42.3	11	18.9	38.6	9
2003–04	34.5	15.4	12	30.6	14.0	11
2004–05	33.0	29.8	14	25.4	38.3	11
2005–06	50.9	41.6	22	46.4	46.3	19
2006–07	44.9	16.6	18	32.5	14.9	15
5-year average	38.6	29.1	15	30.8	30.4	13
AUSTRALIAN PRIVATE INVESTORS (d)						
2002–03	21.1	29.8	10	21.1	42.9	10
2003–04	11.2	5.0	11	11.2	5.1	11
2004–05	20.3	18.3	15	20.3	30.5	15
2005–06	9.0	7.3	15	8.6	8.6	14
2006–07	13.3	4.9	13	13.3	6.1	13
5-year average	15.0	13.1	13	14.9	18.6	13
AUSTRALIAN FILM/TV INDUSTRY (e)						
2002–03	6.7	9.5	10	4.5	9.2	9
2003–04	69.5	30.9	12	68.3	31.4	11
2004–05	11.0	9.9	16	8.6	12.9	14
2005–06	19.9	16.2	22	17.4	17.4	21
2006–07	14.2	5.3	22	8.6	3.9	21
5-year average	24.3	14.4	16	21.5	15.0	15
FOREIGN INVESTORS						
2002–03	13.0	18.4	7	4.5	9.2	5
2003–04	109.5	48.7	7	107.5	49.4	6
2004–05	46.7	42.1	8	12.1	18.2	5
2005–06	42.6	34.8	12	27.8	27.8	9
2006–07	197.8	73.2	13	163.6	75.1	10
5-year average	81.9	43.4	9	63.1	35.9	7

- (a) A co-production is a project where creative control is shared between Australian and foreign partners and there is a mix of Australian and foreign elements in the key creative positions.
- (b) Projects under Australian creative control where the key elements are Australian and the project was originated and developed by Australians.
- (c) Includes Australian state and federal agencies and funding bodies. Comprises equity investments only - distribution guarantees, loan and underwriting are not included.
- (d) Includes private non-industry sources such as Film Licensed Investment Companies (FLICs), 10B and 10BA investors (Film tax incentives).
- (e) Includes Australian-based film and TV production companies, distribution companies, commercial free-to-air broadcasters, the ABC and SBS, and pay TV channels.

Source: Australian Film Commission, *National Survey of Feature Film and Television Drama Production, 2006–07*.

Television, film and video
continued

PRODUCTION ACTIVITY - TELEVISION

Productions made primarily for television refers to outputs such as news, current affairs, light entertainment, variety and drama programs. In addition to film and video production and post-production businesses, businesses in the television industry also spend substantial amounts on such productions. In 2006–07, \$1,366.2m was spent on productions made specifically for television, 65% by television broadcasters.

16.8 PRODUCTIONS MADE PRIMARILY FOR TELEVISION—2006–07

	<i>Businesses at end June 2007(a)</i>	<i>Commercial broadcast hours(b)</i>	<i>Total cost of production</i>	<i>Average cost per hour(c)</i>
	no.	no.	\$m	\$'000
Type of production				
Drama(d)	22	448	152.9	341.5
Documentaries	67	283	39.8	140.9
Situation and sketch comedy	8	146	15.1	103.6
Light entertainment and variety	*84	5 165	306.1	59.3
News and current affairs	*63	20 556	411.5	20.0
Sport	*50	22 181	268.4	12.1
Quiz, panel and game shows	8	np	74.8	np
Children's drama	12	147	33.8	229.2
Other children's programs	*23	935	*30.7	32.9
Total	*33	1 083	64.5	59.6
Other types of productions	10	np	33.0	np
Total	272	55 546	1 366.2	24.6
Productions made by television broadcasters(e)	20	29 064	889.3	30.6
Productions made by other businesses(f)	252	26 482	476.8	18.0

- * 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) As businesses may have been involved in more than one type of production, the counts of businesses do not sum to the total.
 (b) Relates to first release productions only.
 (c) As data for 'total cost of production' have been rounded to \$m, discrepancies may occur in the 'average cost per hour'.
 (d) Excludes children's programs.
 (e) Includes commercial free-to-air, subscription and public television broadcasters. Excludes community television broadcasters. Also excludes co-productions between television broadcasters and other businesses.
 (f) Includes two types of businesses: those whose primary activity was film and video production or post-production services and those whose primary activity was subscription television channel provision with in-house production. Includes co-productions between television broadcasters and other businesses.
 Source: ABS, *Television, Film and Video Production and Post-Production Services, Australia, 2006–07* (cat. no. 8679.0).

Further insight into the production of television drama programs can be gained from the AFC's National Survey of Feature Film and Television Drama Production. This survey reveals that the value of Australian and co-production TV drama as measured by budget expenditure in Australia, increased in 2006–07 to \$253m. This is up on the \$205m in 2005–06 and above the five-year average of \$217m. Hours produced also increased to 615 hours in 2006–07, up on the 583 hours produced in 2005–06 but just below the five-year average of 623 hours.

The overall increase was due to a rise in the production of Australian adult TV drama programs, specifically series and mini-series.

16.9 AUSTRALIAN AND CO-PRODUCTION: TV DRAMA, Production activity—2002–03 to 2006–07(a)

Year of production	AUSTRALIAN PRODUCTION(b)			CO-PRODUCTION(c)			TOTAL		
	no.	Hours produced(d)	Spend in Aust. (\$m)	no.	Hours produced(d)	Spend in Aust. (\$m)	no.	Hours produced(d)	Spend in Aust. (\$m)
2002–03	38	639	214	4	35	12	42	673	225
2003–04	36	583	189	3	39	10	39	622	199
2004–05	29	588	189	4	32	13	33	620	202
2005–06	35	516	182	7	67	23	42	583	205
2006–07	41	581	242	4	34	11	45	615	253
5-year average	36	581	203	4	41	14	40	623	217

- (a) Year of production is the year in which principal photography commenced
- (b) Projects under Australian creative control where the key elements are Australian and the project was originated and developed by Australians.
- (c) Projects where creative control is shared between Australian and foreign partners and there is a mix of Australian and foreign elements in the key creative positions.
- (d) Duration is rounded to 15, 30 or 60 minutes as appropriate. 'Hours produced' therefore refers to 'commercial broadcast hours' rather than actual running time.

Source: Australian Film Commission, *National Survey of Feature Film and Television Drama Production, 2006–07*.

Television, film and video
continued

PRODUCTION ACTIVITY - TELEVISION continued

More information about the National Survey of Feature Film and Television Drama Production is available from the Screen Australia website, www.screenaustralia.gov.au.

Motion picture exhibition

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.

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).

16.10 INCOME AND EXPENSES OF MOTION PICTURE EXHIBITION BUSINESSES—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
<i>Total income</i>	<i>1 046.1</i>	<i>100.0</i>
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
<i>Total</i>	<i>387.0</i>	<i>41.4</i>
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
<i>Total expenses</i>	<i>934.3</i>	<i>100.0</i>

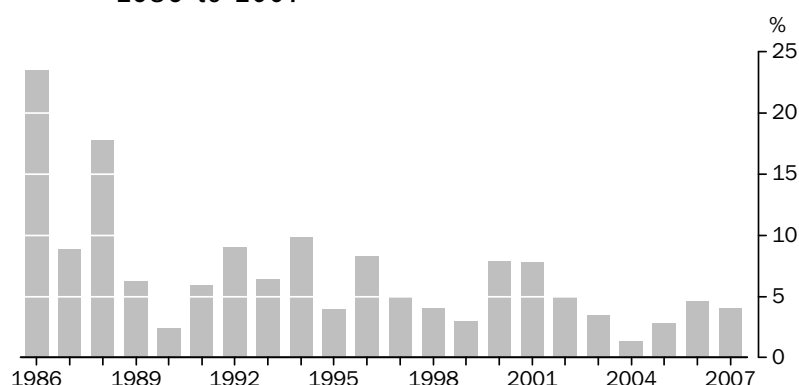
Source: ABS, *Motion Picture Exhibition, 1999–2000* (cat. no. 8654.0).

The AFC's analysis of data from the Motion Picture Distributors Association of Australia shows that in 2007, 8% of the films screened in Australian cinemas were of Australian origin. By comparison, 54% of the films screened originated in the United States of America.

Furthermore, Australian films accounted for only 4% (\$36.0m) of the total box office receipts of Australian cinemas in 2007, down from 5% in 2006 (\$40.0m). As the following graph shows, this percentage has fluctuated over time.

Motion picture exhibition

continued

16.11 AUSTRALIAN FILMS' SHARE OF THE AUSTRALIAN BOX OFFICE:
1986 to 2007

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

Video hire industry

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

In 1999–2000, video hire outlets earned about three-quarters (76%) of their income through rental of videos and DVDs. Labour costs accounted for about one-quarter (23%) of total expenses, with the other main expense items being purchases of videos and related goods (18%) and rent, leasing and hiring expenses (17%).

16.12 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).

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.

EMPLOYMENT

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.

Census of Population and Housing

The 2006 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, there were 8,900 people whose main job was in the Motion picture exhibition industry in August 2006. The Census also found that there were 7,364 people whose main job was in the Motion picture and video production industry, 898 people in Post–production services and other motion picture and video activities and 871 people in Motion picture and video distribution. Table 16.13 shows the top eight cultural occupations per industry. There are many other occupations involved in the film and video industry and these are grouped under Other cultural occupations and Other occupations.

*Census of Population and
Housing continued*

16.13 PERSONS EMPLOYED IN FILM AND VIDEO INDUSTRIES(a)(b),
By occupation—August 2006

	Number	%
Motion Picture and Video		
Production		
Media producer	1 424	19.3
Director	557	7.6
Film and video editor	539	7.3
Video producer	374	5.1
Production assistant	341	4.6
Camera operator	338	4.6
Other cultural occupations	1 808	24.6
<i>Total cultural occupations</i>	<i>5 381</i>	<i>73.1</i>
Other occupations	1 983	26.9
Total occupations	7 364	100.0
Postproduction Services and Other Motion Picture and Video		
Activities		
Film and video editor	136	15.1
Illustrator	91	10.1
Media producer	36	4.0
Graphic designer	24	2.7
Performing arts technicians	23	2.6
Sound technician	17	1.9
Other cultural occupations	188	20.9
<i>Total cultural occupations</i>	<i>515</i>	<i>57.3</i>
Other occupations	383	42.7
Total occupations	898	100.0
Motion Picture and Video		
Distribution		
Media producer	22	2.5
Graphic designer	11	1.3
Director	12	1.4
Visual merchandiser	10	1.1
Production assistant	5	—
Librarian	7	0.8
Other cultural occupations	47	5.4
<i>Total cultural occupations</i>	<i>114</i>	<i>13.1</i>
Other occupations	757	86.9
Total occupations	871	100.0
Motion Picture Exhibition		
Motion picture projectionist	869	9.8
Cinema or theatre manager	868	9.8
Director	59	0.7
Actor	38	0.4
Light technician	40	0.4
Sound technician	35	0.4
Other cultural occupations	349	3.9
<i>Total cultural occupations</i>	<i>2 258</i>	<i>25.4</i>
Other occupations	6 642	74.6
Total occupations	8 900	100.0

— nil or rounded to zero (including null cells)

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

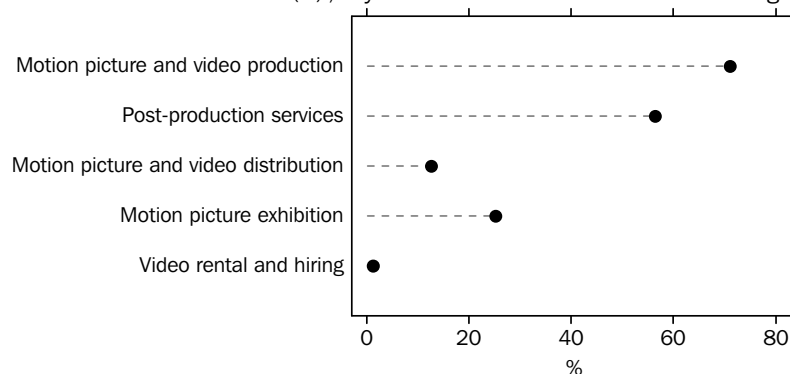
(b) In their main job in the week before Census Night.

Source: ABS data available on request, Census of Population and Housing, 2006.

*Census of Population and
Housing continued*

Over half of those employed in the film and video industries (54%) worked in non-cultural occupations. The percentage of persons employed in cultural occupations varied considerably amongst the film and video industries – from 2% in the Video rental and hire industry to 66% in the Motion picture and video production industry.

16.14 PERCENTAGE OF PERSONS EMPLOYED IN CULTURAL OCCUPATIONS (a), By film and video industries—August 2006



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

Source: ABS data available on request, *Census of Population and Housing, 2006*.

Work Survey

The 2007 survey of Work in Selected Culture and Leisure Activities reported that 117,700 people had a work involvement in either film production or cinema and video distribution in the 12 months to April 2007. Nearly two thirds of those involved in Cinema and video distribution (64%) were paid for their work, as were just over one third (35%) of those involved in Film production. Unlike the Census of Population and Housing, this survey collects more than just 'main job' activity. See Chapter 5 for more details on the differences between the data collections.

Service Industry Surveys

According to the 2006–07 ABS survey of Television, Film and Video Production and Post-Production Services, there were 10,873 people employed by film and video production services businesses at the end of June 2007. For the same period, there were 2,971 people employed by post-production services businesses, and the commercial free-to-air and subscription television broadcasters collectively employed 10,032 people.

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 2006, showed that the most common recreation and leisure activity for people aged 15 years and over was watching television.

Viewers spent almost three hours a day (179 minutes), on average, watching television with males spending about 7 minutes more than females. By comparison, radio listeners spent an average of 123 minutes a day tuned in to the radio. As with television, males listened for longer periods on average than females (136 minutes compared with 111 minutes respectively).

A survey of Children's Participation in Cultural 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 Measurement (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 2006–07 Television, Film and Video Production and Post-Production Services Survey, which surveyed all 24 commercial free-to-air and 13 subscription television broadcasting businesses operating in Australia in 2006–07.

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 \$4,530.1m in 2006–07. Almost 80% (\$3,610.9m) of this income was gross income from the sale of airtime. Commercial free-to-air broadcasters reported an operating profit before tax of \$834.3m or an operating profit margin of 19% in 2006–07.

FINANCIAL DATA

continued

Subscription television broadcasters, with a total income of \$2,282.6m, earned around 87% (\$1,974.9m) from subscription fees. This income was still not enough for these businesses to record a profit in 2006–07. The operating deficit before tax was \$163.0m which meant an operating profit margin of –8%.

17.1 INCOME AND EXPENSES OF TELEVISION BROADCASTERS—2006–07

	<i>Income</i>
	\$m
COMMERCIAL FREE-TO-AIR^(a)	
Income	
Gross income from the sale of airtime	3 610.9
Other	919.2
<i>Total income</i>	4 530.1
Expenses	
Labour costs	682.1
Program rights expensed	725.0
Depreciation and amortisation	390.7
Other	1 905.8
<i>Total expenses</i>	3 703.6
SUBSCRIPTION	
Income	
Subscription fees	1 974.9
Other ^(b)	307.6
<i>Total income</i>	2 282.6
Expenses	
Labour costs	204.1
Payments to subscription television channel providers	843.6
Depreciation and amortisation	336.9
Rent, leasing and hiring	36.3
Other contract, subcontract and commission expenses	252.8
Other	775.8
<i>Total expenses</i>	2 449.5

(a) Excludes public television broadcasting.

(b) Includes gross income from the sale of airtime.

Source: ABS, *Television, Film and Video Production and Post-Production Services, Australia, 2006–07* (cat. no. 8679.0).

The 2006–07 Television, Film and Video Production and Post-Production Services Survey did not collect data from public broadcasters, however, financial data on the activities of the Australian Broadcasting Corporation (ABC) and the Special Broadcasting Service (SBS) can be obtained from their Annual Reports which are available from their websites www.abc.net.au and www.sbs.com.au respectively.

Information about commercial radio stations is available from the Australian Communications and Media Authority (ACMA) which reported that in 2006–07 274 commercial radio licenses generated revenue of \$21.3m (www.acma.gov.au).

According to the ABS survey of Cultural Funding by Government in 2006–07 the Australian Government provided \$1,901.0m for cultural activity, 54% (\$1,027.8m) of which was for radio and television services – primarily the ABC and SBS.

EMPLOYMENT

Service Industry Surveys

The 2006–07 Television, Film and Video Production and Post-production Services Survey found that businesses involved in commercial free-to-air television services in Australia employed a total of 6,980 people in June 2007. A further 3,052 people were employed by subscription television broadcasters.

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 2006 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 worked the most hours in the week before Census Night). In August 2006, there were 12,646 people whose main job was in the Free-to-air television broadcasting industry and 2,928 people in the Cable and other subscription broadcasting industry. This includes people working in community television.

Over half the people employed in the Free-to-air television broadcasting industry (62%) worked in cultural occupations as defined by the Australian Culture and Leisure Classifications. This is quite different to Cable and other subscription broadcasting industry where just 19% were employed in cultural occupations.

17.2 PERSONS EMPLOYED IN TELEVISION BROADCASTING INDUSTRIES (a)(b), By occupation—August 2006

	<i>Number</i>	<i>%</i>
Free-to-air television broadcasting		
Media producers (excluding video)	1 236	9.8
Television journalists	928	7.3
Camera operators (film, TV and radio)	628	5.0
Film and video editors	592	4.7
Program directors (TV or radio)	388	3.1
Production assistants (film, TV, radio or stage)	361	2.9
Other cultural occupations	3 680	29.1
<i>Total cultural occupations</i>	<i>7 813</i>	<i>61.8</i>
Other occupations	4 833	38.2
<i>Total occupations</i>	<i>12 646</i>	<i>100.0</i>
Cable and other subscription broadcasting		
Media producers (excluding video)	123	4.2
Film and video editors	51	1.7
Broadcast transmitter operators	43	1.5
Program directors (TV or radio)	38	1.3
Television journalists	32	1.1
Directors (film, TV, radio or stage)	31	1.1
Other cultural occupations	238	8.1
<i>Total cultural occupations</i>	<i>556</i>	<i>19.0</i>
Other occupations	2 372	81.0
<i>Total occupations</i>	<i>2 928</i>	<i>100.0</i>

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

*Census of Population and
Housing continued*

The 2006 Census of Population and Housing found that there were 5,226 people whose main job was in the Radio broadcasting industry. Unlike the Free-to-air television broadcasting industry, just over half (52%) of people working in the Radio broadcasting industry in their main job worked in a non-cultural occupation.

17.3 PERSONS EMPLOYED IN RADIO BROADCASTING (a)(b), By occupations—August 2006

	Number	%
Radio presenters	974	18.6
Program directors (TV or radio)	439	8.4
Radio journalists	365	7.0
Advertising specialists	81	1.5
Sound technicians	69	1.3
Copywriters	58	1.1
Other cultural occupations	509	9.7
<i>Total cultural occupations</i>	<i>2 495</i>	<i>47.7</i>
Other occupations	2 731	52.3
<i>Total occupations</i>	<i>5 226</i>	<i>100.0</i>

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

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

Source: ABS data available on request, Census of Population and Housing, 2006.

Work Survey

As data from the 2006 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 2007 survey of Work in Selected Culture and Leisure Activities provides some indication of total involvement over a 12 month period. The survey found that 77,000 people were involved in television broadcasting and 105,500 were involved in radio broadcasting over a 12 month period to April 2007. The majority of those involved in radio (76%) were unpaid while fewer were unpaid in television (44%).

*Work Survey continued***17.4** PERSONS INVOLVED IN BROADCASTING, By payment status—12 months ending April 2007

	<i>Television</i>	<i>Radio</i>	<i>Total(a)</i>
NUMBER ('000)			
Some paid involvement	43.4	24.8	63.4
Unpaid involvement only	33.6	80.6	101.2
Total(b)	77.0	105.5	162.9
PER CENT (%)			
Some paid involvement	56.4	23.5	38.9
Unpaid involvement	43.6	76.4	62.1
Total	100.0	100.0	100.0

(a) Components may not add up to totals as some persons were involved in more than one activity.

(b) Excludes some people whose payment details are not known.

Source: ABS data available on request, Survey of Work in Selected Culture and Leisure Activities, April 2007.

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 Technical and Further Education (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

The 2007 survey of Work in Selected Culture and Leisure Activities collected information about whether the people involved in selected arts or cultural activities had qualifications relevant to those selected activities. Some 912,300 people aged 15 years and over in Australia had completed a course or qualification at some time in their lives related to one of the selected arts or culture activities in which they were involved. Of the selected activities, visual arts (336,000 people) and crafts (185,500 people) were the most common relevant qualifications obtained.

TRAINING IN THE ARTS

*continued***18.1** PERSONS INVOLVED IN SELECTED ACTIVITIES WITH A RELEVANT QUALIFICATION(a), By sex—April 2007

	Males	Females	Persons
	'000	'000	'000
Visual art activities			
Drawing	62.6	78.4	141.0
Painting	21.6	65.1	86.7
Sculpture	*8.5	*14.4	23.0
Photography	55.1	61.2	116.3
Print making	*4.1	17.3	21.4
Creating artwork with a computer	47.4	66.4	113.8
Other visual art activities	**2.4	*2.5	*4.9
<i>Total visual art activities</i>	<i>138.7</i>	<i>197.3</i>	<i>336.0</i>
Craft activities			
Pottery or ceramics	*3.6	16.6	20.2
Textiles	**1.6	52.3	53.8
Jewellery making	*5.5	23.7	29.2
Furniture making or wood crafts	56.6	*4.1	60.7
Glass crafts	**0.6	*8.2	*8.8
Other craft activities	*8.0	25.0	33.0
<i>Total craft activities</i>	<i>72.4</i>	<i>113.1</i>	<i>185.5</i>
Writing	69.5	80.7	150.2
Publishing	17.8	19.8	37.6
Designing websites	36.5	19.9	56.4
Design	91.3	94.5	185.8
Designing computer games, or other interactive software	24.3	*6.0	30.3
Music			
Live performer	43.5	54.8	98.3
No involvement as a live performer	*7.2	*12.2	*19.3
<i>Total music</i>	<i>50.6</i>	<i>66.9</i>	<i>117.6</i>
Performing arts			
Performer	25.1	52.2	77.3
No involvement as a performer	11.9	25.0	36.9
<i>Total performing arts</i>	<i>37.0</i>	<i>77.2</i>	<i>114.2</i>
Total(b)	405.6	506.6	912.3

* 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) It was the respondents decision whether their course or qualification was related to a particular activity.

(b) Components may not add up to total as some persons may have been involved in more than one activity.

Source: ABS data available on request, Survey of Work in Selected Culture and Leisure Activities, April 2007.

TRAINING IN THE ARTS

continued

Tertiary arts education data are available from the Australian Government Department of Education, Employment and Workplace Relations (DEEWR). According to DEEWR data, there were 68,100 students undertaking a course in the field of creative arts at higher educational institutions in Australia in 2007 (this figure excludes TAFE courses).

18.2 NUMBER OF STUDENTS UNDERTAKING HIGHER EDUCATION(a),
In the field of creative arts(b)—2007

	<i>Creative arts students</i>	<i>Per cent of all creative arts students</i>
	'000	%
New South Wales	21.0	30.8
Victoria	17.1	25.1
Queensland	14.0	20.6
South Australia	4.2	6.2
Western Australia	8.3	12.2
Tasmania	1.3	1.9
Northern Territory	0.2	0.3
Australian Capital Territory	1.7	2.5
Multi-state	0.3	0.4
Australia	68.1	100.0

- (a) Students enrolled in higher education courses in each Australian Higher Education Provider.
- (b) 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.

Source: Department of Education, Employment and Workplace Relations, *Students 2007 (full year): Selected Higher Education Statistics*.

TRAINING IN THE ARTS

continued

Data on vocational education can be obtained from the National Centre for Vocational Education Research (NCVER). According to NCVER data, vocational training organisations, such as TAFE institutes, reported 44,100 students enrolled in courses in the field of creative arts in 2007.

18.3 NUMBER OF STUDENTS IN VOCATIONAL EDUCATION AND TRAINING COURSES(a), In the field of creative arts(b)(c)—2007

	<i>Creative arts students</i>	<i>Per cent of all creative arts students</i>
	'000	%
New South Wales	15.8	35.9
Victoria	12.2	27.6
Queensland	5.4	12.1
South Australia	2.0	4.5
Western Australia	5.7	12.9
Tasmania	0.8	1.9
Northern Territory	1.3	2.9
Australian Capital Territory	1.0	2.2
Australia	44.1	100.0

- (a) Excludes Vocational Education and Training delivered in schools, where the delivery has been undertaken by schools.
- (b) Whose major field of education was the creative arts.
- (c) 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.

Source: National Centre for Vocational Education Research, *Students and Courses 2007*.

TRAINING IN THE ARTS

continued

According to the 2007 survey of Education and work, the most common qualification in the Cultural industry was Graphic and arts design with 65,700 people holding qualifications in it. Other common qualifications were Architecture with 36,100 people and Music with 31,100 people holding qualifications. Graphic arts and design was the most common qualification for both males and females.

18.4 MAIN FIELD OF HIGHEST NON-SCHOOL QUALIFICATION, By sex—2007

	Males	Females	Persons
	'000	'000	'000
Architecture and urban design			
Architecture	24.3	11.8	36.1
Urban design and regional planning	7.6	*2.7	10.3
Landscape architecture/ Interior and environmental design	*2.8	11.5	14.3
<i>Total architecture and urban design (a)</i>	35.6	26.4	61.9
Studies in human society			
Sociology	*3.7	7.8	11.4
Anthropology	*2.3	7.5	9.8
History	10.8	13.2	24.0
Other studies in human society	7.8	9.8	17.5
<i>Total studies in human society</i>	24.5	38.3	62.8
Librarianship and information management and Curatorial studies			
Librarianship and management	*4.0	21.7	25.7
<i>Total librarianship and information management and curatorial studies (b)</i>	*4.1	22.5	26.6
Performing arts			
Music	13.9	17.3	31.1
Drama and theatre studies/Dance	6.4	7.0	13.4
<i>Total performing arts (c)</i>	22.4	25.4	47.8
Visual arts and crafts			
Fine arts	11.3	18.2	29.5
Photography	5.4	*5.1	10.5
Crafts/Jewellery making/Floristry	*3.9	11.3	15.2
Visual arts and crafts nfd/nec	5.4	10.4	15.8
<i>Total visual arts and crafts</i>	26.0	45.1	71.1
Graphic and design studies			
Graphic arts and design studies	32.0	33.7	65.7
Fashion design/Textile design	**1.8	18.0	19.8
<i>Total graphic and design studies (d)</i>	34.8	51.7	86.5
Journalism	6.4	10.5	16.9
Religious studies	17.5	11.5	29.0

* 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) Includes Architecture and urban environment n.f.d./n.e.c.

(b) Includes Curatorial studies.

(c) Includes Performing arts n.f.d./n.e.c.

(d) Includes Graphic and design studies n.f.d./n.e.c.

Source: ABS data available on request, Survey of Education and Work, 2007.

ABBREVIATIONS

'000	thousand
\$m	million dollars
AbaF	Australia Business Arts Foundation
ABC	Australian Broadcasting Corporation
ABN	Australian Business Number
ABS	Australian Bureau of Statistics
ACLC	Australian Culture and Leisure Classifications
ACT	Australian Capital Territory
AMOL	Australian Museums and Galleries OnLine
AMPAG	Australian Major Performing Arts Group
ANA	Australian National Accounts
ANZSCO	Australian and New Zealand Standard Classification of Occupations
ANZSIC	Australian and New Zealand Standard Industrial Classification
ARIA	Australian Recording Industry Association
ASCO	Australian Standard Classification of Occupations
ATSI	Aboriginal and Torres Strait Islander
Aust.	Australia
BAS	Business Activity Statement
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
DEEWR	Australian Government Department of Education, Employment and Workplace Relations
DEWHA	Australian Government Department of the Environment, Water, Heritage and the Arts
GST	goods and services tax
n.e.c.	not elsewhere classified
n.f.d.	not further defined
no.	number
NCCRS	National Centre for Culture and Recreation Statistics
NCVER	National Centre for Vocational Education Research
NSW	New South Wales
NT	Northern Territory
OzTAM	Australian Television Audience Measurement
Qld	Queensland
SA	South Australia
SBS	Special Broadcasting Service
SIS	Service Industry Survey
Tas.	Tasmania
TAFE	Technical and Further Education

TRA Tourism Research Australia
Vic. Victoria
WA Western Australia

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