



1997-98

New
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SELECTED MUSEUMS

AUSTRALIA

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- For more information about these and related statistics, contact Theo Neumann on Adelaide 08 8237 7449 or refer to the back cover of this publication.

NOTES

ABOUT THIS PUBLICATION

This publication presents the findings of the 1997–98 Survey of Selected Museums, the second survey of museum activity conducted by the Australian Bureau of Statistics (ABS) in recent years.

The first survey was conducted in respect of 1996–97, the results of which were published in *Libraries and Museums, Australia, 1996–97* (Cat. no. 8649.0). That survey covered employing businesses whose main activity was the provision of museum services. Also included were the museum operations of some local government authorities.

The second survey was in respect of 1997–98, and covered museums that either did not employ staff or were part of a larger organisation whose predominant activity was not providing museum services. It was designed to complement information presented in *Libraries and Museums, Australia, 1996–97* (Cat. no. 8649.0), but museums operated by local government authorities were included in both surveys.

Section 1 of this publication presents the conceptual framework for the surveys and discusses data comparability between the surveys.

Section 2 provides a range of data from the 1997–98 survey, including employment, admissions, Internet web sites' accessibility, artefacts, exhibitions and preservation measures, as well as income and expenditure.

The 1997–98 survey was funded by the Commonwealth Department of Communications, Information Technology and the Arts.



SYMBOLS AND OTHER USAGES

ABS	Australian Bureau of Statistics
AMOL	Australian Museums On Line
ANZSIC	Australian and New Zealand Standard Industrial Classification
NESB	Non-English-speaking background
RSE	relative standard error
SE	standard error
*	subject to sampling variability too high for most practical purposes
**	subject to sampling variability too high for practical purposes
—	nil or rounded to zero

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

Dennis Trewin
Acting Australian Statistician

SECTION 1

CONCEPTUAL FRAMEWORK AND MEASUREMENT

DEFINITION

Museums provide services such as the collection, acquisition, conservation and exhibition of artefacts, as well as associated research. All kinds of museums are covered including art museums, science museums, transport museums, war memorial museums, public galleries and historic places.

CLASSIFICATION

In this publication, museums have been classified according to their major type, i.e. art museums, historic places and other museums (see the Glossary for descriptions of these types of museums).

Each museum can also be classified to one of the following categories:

- those operated by local historical societies and other not-for-profit organisations and staffed by volunteers;
- those run by owners or working proprietors who do not employ staff;
- those which are small parts of government and corporate organisations (such as universities and local government museums); and
- those which employ staff and operate as entities in their own right.

SURVEY COVERAGE

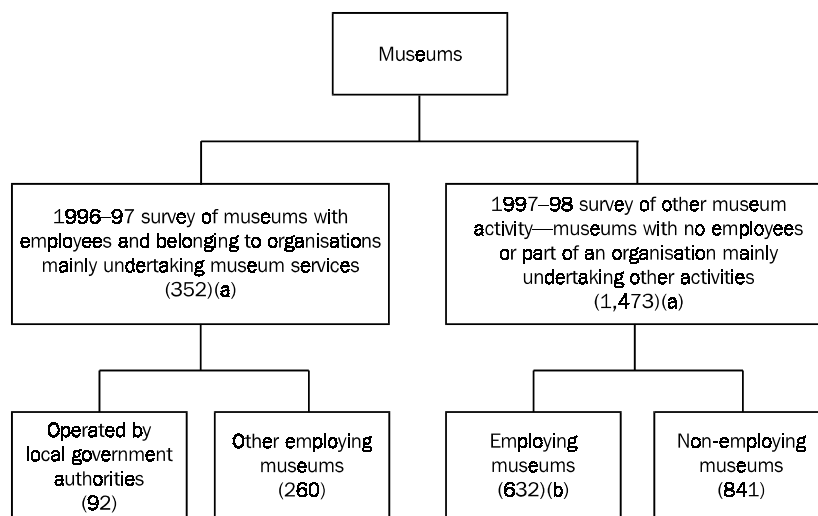
Over the two-year period July 1996 to June 1998, there were over 1,700 museums operating in various locations throughout Australia. Many were employing organisations whose predominant activity was the provision of museum services to the public. Some 352 of these museums were the subject of a 1996–97 Service Industry Survey. This survey collected information on employment, funding, expenses, admissions and a variety of other topics. Its coverage was based on businesses classified to the Australian and New Zealand Standard Industrial Classification (ANZSIC) Class 9220 Museums (see paragraphs 2 and 4 of the Explanatory Notes for more detail).

In addition to these 352 museums surveyed in 1996–97, there were a far greater number around the country which were not included in the survey because they either did not employ staff or were part of an organisation where the main activity was not actually providing a museum service. This latter group comprised museums attached to government departments, educational institutions and other corporate bodies.

To build a more complete picture of all museums in Australia, these museums were surveyed in 1997–98.

SURVEY COVERAGE *continued*

The following diagram provides a brief summary of the relationship between the two surveys. The figures in brackets refer to the number of museum locations.



(a) Includes 92 museums operated by local government authorities (these are included in both the 1996-97 survey and the 1997-98 survey).

(b) Includes 102 museums with working proprietors only.

DATA COMPARABILITY

As explained above, the 1997-98 survey was designed to complement that conducted in respect of 1996-97 and hence both surveys have a number of identical features. The 1997-98 survey also focussed on issues relating to conservation and preservation and hence there are a number of data items in the 1997-98 survey that were not included in the 1996-97 survey. A comprehensive list of data items included in the 1997-98 survey and a comparison with those covered in the 1996-97 survey is presented as an appendix on page 18 of this publication.

In the main, both surveys have used common definitions and classifications (e.g. types of museums, artefacts, employment, income and expenditure etc.) and both have recorded financial details for the relevant financial year while recording the number of employees, volunteers and artefacts at the end of June of the year in question. Data are also available for each State and Territory from both surveys.

However, there are several differences between the two surveys which need to be taken into account in making data comparisons:

- The 1996-97 survey obtained data from management units whereas the 1997-98 survey obtained data from museum locations. The management unit is the highest level accounting unit within a business, having regard to industry homogeneity, and may consist of one or more locations. A location consists of an unbroken physical area or site operated by a management unit. The 1996-97 survey identified a total of 352 museum locations operated by 224 museum management units. Museum locations 'belonging' to management units which were not classified as museums (e.g. museums belonging to universities) were only covered in the 1997-98 survey.

DATA COMPARABILITY *continued*

- While local government museums were included in both surveys, the 1996–97 survey collected only aggregated data on the museums administered by each local government authority. In contrast, the 1997–98 survey collected data from every local government museum but did not collect data in relation to the owner/administrator of these museums. It is therefore not possible to compare the operations of local government museums reported in the two surveys.
- The surveys covered different reference periods.

While the results of the two surveys cannot be simply combined to produce aggregates covering all museum activity, some aspects of the survey findings can be validly compared after adjustment of the 1996–97 survey results to exclude local government museums. For example, comparisons of certain aggregates (total museum admissions, total museum employment, total museum income etc.) are possible, although it is not valid to add the two survey results together because of the different reference years. Other comparisons are also possible because the 1996–97 survey collected information on the number and type of museum locations operated by each management unit (i.e. the number and type of museum locations included in the 1996–97 survey is known). Derived data items such as average museum employment, average museum income etc. (where the average is based on the number of museum locations) can also be reasonably compared as information is available at the location level for both surveys.

However, some data cannot be validly compared. For example, in the 1997–98 survey, a visiting exhibition was defined as one lasting at least two weeks. In the 1996–97 survey, a visiting exhibition was defined as one which generally lasted no longer than 10 weeks. Some data items which give an idea of the size of the museum also cannot be validly compared. For example, the size of the collection (less than 1,000 objects, 1,000–4,999 objects etc.) cannot be compared because the 1997–98 data item refers to the number of objects held by the museum location whereas the 1996–97 data item refers to the number of objects held by all locations of the management unit.

The appendix shows which items can be validly compared between the two surveys.

Given the complex nature of any data comparisons between the two surveys, readers are encouraged to contact Theo Neumann on Adelaide 08 8237 7449 for advice before attempting any detailed analyses.

SECTION 2

1997–98 SELECTED MUSEUMS

INTRODUCTION

This section contains data from the 1997–98 Survey of Selected Museums. As outlined in Section 1, these museums did not employ staff or were parts of government or corporate organisations whose main focus was not the museum (such as university or local government museums). Details of the survey coverage may be found in paragraphs 1, 5 and 6 of the Explanatory Notes.

GEOGRAPHIC DISTRIBUTION

There were 1,473 of these museums operating at 30 June 1998. The eastern mainland States had nearly two-thirds (65%) of them.

2.1 MUSEUMS, State and Territory—End June 1998

	<i>NSW</i>	<i>Vic.</i>	<i>Qld</i>	<i>SA</i>	<i>WA</i>	<i>Tas.</i>	<i>NT</i>	<i>ACT</i>	<i>Aust.</i>
	no.	no.	no.	no.	no.	no.	no.	no.	no.
Art museums	53	52	*33	*26	*15	**4	3	7	195
Historic places	61	66	*29	66	30	*13	15	3	283
Other	225	214	228	129	122	45	22	9	995
Total	340	332	290	221	167	63	40	20	1 473

TYPE OF MUSEUMS

There were 195 art museums, including craft museums, public galleries and displays of art and craft works. Over half (54%) of the art museums were located in New South Wales and Victoria. There were 283 historic places, including house museums, which housed heritage collections open to the public. Of the 995 other museums, there were 117 transport and maritime museums, 779 other social history museums/displays, 84 natural history and science museums/displays and 15 Indigenous keeping places.

EMPLOYMENT

Of the 1,473 museums, 632 (43%) had either a working proprietor or employed staff. The remaining museums were staffed by volunteers only or did not require an attendant.

2.2 MUSEUMS, Employment Size—End June 1998

EMPLOYED PEOPLE.....						
	<i>None</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4 or more</i>	<i>Total</i>
Art museums (no.)	44	*30	*36	*19	67	195
Historic places (no.)	169	*34	46	*8	*27	283
Other (no.)	628	151	103	*35	78	995
Total (no.)	841	214	185	61	173	1 473

The 2,027 people employed in the museums worked a total of 161,100 hours in June 1998 which was an average of 79.5 hours each in the month.

There were 15,640 volunteers who assisted in museums during the month of June 1998. They worked a total of 131,200 hours in June, an average of 8.4 hours per volunteer.

2.3 WORKFORCE STATUS AND HOURS WORKED—June 1998

	<i>Art museums</i>	<i>Historic places</i>	<i>Other</i>	<i>Total</i>
Employment at end June 1998 (no.)	748	301	978	2 027
Volunteers during the month of June 1998 (no.)	2 403	2 793	10 444	15 640
Time worked in June 1998				
Employed people ('000 hours)	62.5	16.7	82.0	161.1
Volunteers ('000 hours)	13.9	23.4	93.9	131.2
Average time worked in June 1998				
Employed people (hours/person)	83.5	55.4	83.8	79.5
Volunteers (hours/person)	5.8	8.4	9.0	8.4

TRAINING UNDERTAKEN

Just over half (52%) of the 632 museums with employed people had at least one employed person trained in conservation of objects and/or management of a collection. By comparison, 39% of the 1,037 museums with volunteers had at least one trained volunteer.

Of the 2,027 employed people, 611 (30%) had some training, with 401 having received at least 40 hours of conservation/management training. Of the 15,640 volunteers, 1,425 (9%) had some training, with 393 having at least 40 hours of training.

2.4 CONSERVATION AND COLLECTION MANAGEMENT TRAINING

	<i>Art museums</i>	<i>Historic places</i>	<i>Other</i>	<i>Total</i>
	no.	no.	no.	no.
Museums employing some trained people	98	*30	200	328
Museums employing only untrained people(a)	53	86	166	305
<i>Total museums with employed people</i>	<i>152</i>	<i>115</i>	<i>366</i>	<i>632</i>
Museums with some trained volunteers	*33	65	303	401
Museums without trained volunteers(a)	82	128	426	636
<i>Total museums with volunteers</i>	<i>114</i>	<i>193</i>	<i>730</i>	<i>1 037</i>
Employed people with training(b)				
Of 40 hours or more	*155	*31	216	401
Of less than 40 hours	81	*13	116	210
<i>Total</i>	<i>236</i>	<i>44</i>	<i>332</i>	<i>611</i>
Volunteers with training(b)				
Of 40 hours or more	*24	*47	322	393
Of less than 40 hours	*50	*218	764	1 032
<i>Total</i>	<i>*74</i>	<i>*265</i>	<i>1 086</i>	<i>1 425</i>

(a) Includes a small number of museums where the training of the workforce was unknown by the people completing the questionnaires.

(b) Excludes people working in museums where the training of the workforce was unknown by the people completing the questionnaires.

TIME SPENT

Volunteers gave 131,200 hours of time in the month of June 1998 which equates to approximately 850 people working 35 hours a week. Public contact was their major activity (41% of time spent) followed by conservation and preservation of heritage collections (20%).

Employed people worked 161,100 hours in June 1998. This equates to approximately 1,050 people working 35 hours a week. When compared with volunteers, employees spent less of their time on public contact (33%) but more time on exhibition development (20%) and other activities (22%).

2.5 TIME SPENT ON MUSEUM ACTIVITIES

Activity	Art museums....		Historic places...		Other.....		Total.....	
	'000 hours	%	'000 hours	%	'000 hours	%	'000 hours	%
EMPLOYED PEOPLE								
Conservation	*7.2	*11.6	0.7	4.4	*11.8	14.4	19.7	12.3
Exhibition development	17.2	27.5	*0.8	*4.9	*13.9	16.9	31.8	19.8
Documentation	10.0	15.9	0.5	3.2	11.0	13.5	21.5	13.4
Public contact	14.7	23.5	8.9	53.2	29.0	35.4	52.5	32.6
Other	*13.5	21.5	*5.7	34.2	16.3	19.9	35.5	22.0
<i>Total</i>	62.5	100.0	16.7	100.0	82.0	100.0	161.1	100.0
VOLUNTEERS								
Conservation	*0.2	*1.4	*3.0	*13.0	23.6	25.1	26.8	20.4
Exhibition development	*1.8	*13.0	*2.3	10.0	9.9	10.5	14.1	10.7
Documentation	*0.8	*5.5	*3.3	14.0	13.5	14.4	17.6	13.4
Public contact	*8.7	62.2	10.3	44.2	34.4	36.6	53.4	40.7
Other	*2.5	17.9	4.4	18.8	12.5	13.3	19.4	14.8
<i>Total</i>	13.9	100.0	23.4	100.0	93.9	100.0	131.2	100.0

INCOME AND EXPENDITURE

During 1997–98, museums received \$85m income, an average of \$58,000 per museum, and incurred \$77m in current expenditure. Art museums, which represented 13% of the museums, accounted for 45% of total income and had an average income of \$196,000.

The main source of income was government funding of \$58m (68%); art museums received 53% of this. Funding from non-government organisations and individuals comprised \$7m (8%) of which art museums received 46%. The other major source was admissions income which was \$8m (9%).

The largest expenses were wages and salaries (\$34m) which represented 45% of total expenses. Exhibition/display development expenses were \$11m (14%) of total expenses, while preservation and conservation expenses at \$3m represented only 4% of expenses.

2.6 INCOME AND EXPENDITURE—1997–98

	Art museums	Historic places	Other	Total
Income				
Government funding				
Commonwealth (\$m)	*13.2	**0.2	*10.1	23.6
State (\$m)	*4.8	**2.0	7.7	14.6
Local (\$m)	*12.7	**2.7	*4.3	19.7
Total (\$m)	30.8	*5.0	22.1	57.9
Funding from non-government organisations and/or individuals (\$m)	*3.2	*0.4	*3.4	*7.0
Admissions income (\$m)	*0.2	*3.3	4.5	7.9
Other income (\$m)	4.2	2.2	6.3	12.6
Total (\$m)	38.3	*10.9	36.2	85.5
Expenses				
Wages and salaries (\$m)	16.3	*3.9	13.9	34.1
Purchases of artefacts (\$m)	*1.6	**0.1	**2.2	*4.0
Preservation and conservation expenses (\$m)	*1.3	0.1	2.0	3.3
Other repair and maintenance (\$m)	*3.1	0.9	3.3	7.3
Exhibition/display development expenses (\$m)	5.8	0.4	4.7	10.9
Other expenses (\$m)	7.3	*2.5	7.0	16.9
Total (\$m)	35.4	8.0	33.1	76.5
Government funding to total income (%)	80.3	45.8	61.0	67.7
Wages and salaries to total expenses (%)	45.9	48.9	42.0	44.5

ADMISSIONS

During 1997–98, there were 13.3 million admissions, giving an average of 9,100 admissions per museum. There were 9.8 million free admissions which accounted for 74% of total admissions. Art museums accounted for half of the free admissions. There were 3.5 million paid admissions for which the average price was \$2.29. Historic places had the highest proportion of paid admissions (56%) to total admissions.

Some museums can now be accessed through the Internet and, at 30 June 1998, 12% of the museums in the 1997–98 survey had their own Internet web site. The Internet directory of museums, Australian Museums On Line (AMOL), had 30% of these museums listed at 30 June 1998.

2.7 ADMISSIONS(a) AND INTERNET ACCESS

	<i>Art museums</i>	<i>Historic places</i>	<i>Other</i>	<i>Total</i>
Admissions in 1997–98				
Paid admissions ('000)	*119.4	1 199.6	2 151.0	3 470.0
Free admissions ('000)	*4 890.6	*958.9	*3 965.6	9 815.1
<i>Total ('000)</i>	<i>*5 010.0</i>	<i>2 158.5</i>	<i>6 116.6</i>	<i>13 285.1</i>
Admissions per museum ('000)	*26.8	7.9	6.1	9.1
Admissions income per paid admission (\$)	1.28	2.76	2.08	2.29
Paid admissions to total admissions (%)	**2.4	55.6	35.2	26.1
Museums at 30 June 1998				
On AMOL (no.)	51	97	293	442
With on-site Internet access (no.)	94	*32	168	295
With own Internet web site (no.)	58	*32	86	176
Proportion of museums at 30 June 1998				
On AMOL (%)	26.3	34.4	29.4	30.0
With on-site Internet access (%)	48.3	*11.4	16.9	20.0
With own Internet web site (%)	29.5	*11.4	8.6	11.9

(a) Excludes admissions to outdoor museums with open access.

EXHIBITIONS

There were 3,783 exhibitions and displays developed by museums during 1997–98 for either permanent display or temporary display of at least two weeks. Indigenous people was the main theme for 6% of the exhibitions and displays. A further 4% had a non-English-speaking background (NESB) theme. Of all the new exhibitions and displays, approximately a third (34%) were developed with the involvement of the local communities.

There were 415 exhibitions and displays developed by these museums, which toured or were displayed for at least two weeks at other museums, schools, shows or other sites.

Museums hosted a total of 786 touring exhibitions in 1997–98. Almost 88% of these were at art museums.

2.8 EXHIBITIONS—1997–98

	Art museums	Historic places and other museums	Total
Exhibitions developed (no.)	1 690	2 093	3 783
Proportion with an Indigenous people theme (%)	6.9	5.2	6.0
Proportion with an NESB people theme (%)	5.3	*2.4	3.7
Proportion developed with community involvement (%)	30.2	36.6	33.7
Exhibitions toured			
Intrastate (no.)	86	236	323
Interstate (no.)	*42	*55	97
Overseas (no.)	*12	**5	*17
Total(a) (no.)	128	287	415
Visiting exhibitions hosted			
Intrastate (no.)	430	*67	497
Interstate (no.)	226	*24	250
Overseas (no.)	*36	**3	*39
Total (no.)	691	*95	786

(a) The total is less than the sum of the exhibitions toured because some exhibitions toured in more than one region.

MUSEUM OBJECTS

Nearly half (43%) of museums were holding less than 1,000 artefacts, art works and museum objects at 30 June 1998. These museums had approximately two-thirds of their objects on display. However, in total, only 8.2% of objects were on display, as the museums with 36,000 or more objects had only 4.6% of their holdings on display.

At 30 June 1998, 19% of objects were documented with at least the minimum fields recommended by AMOL and 2% of objects were documented on computer databases. Museums with less than 36,000 objects had about two-fifths of their objects documented. For these museums, the percentage documented on a computer database ranged from 13% to 27%.

The museums reported that 1.4% of their objects were surveyed for conservation and preservation treatment during 1997–98. Only 0.2% required conservation treatment at 30 June 1998 after being surveyed.

During 1997–98, 1.1% of objects received conservation and preservation treatment.

Just over a quarter (27%) of the museums reported that their collections, or part of their collections, had been assessed for significance prior to 30 June 1998.

2.9 ARTEFACTS/ART WORKS/MUSEUM OBJECTS

<i>Artefacts/art works/museum objects held at 30 June 1998</i>	<i>Less than 1 000 objects</i>	<i>1 000– 4 999 objects</i>	<i>5 000– 9 999 objects</i>	<i>10 000– 35 999 objects</i>	<i>36 000 or more objects</i>	Total
Museums (no.)	638	532	167	103	34	1 473
Museums with collections assessed for significance (no.)	165	140	46	*31	*20	402
Proportion of objects on display at 30 June 1998 (%)	67.3	70.9	66.6	43.2	**4.6	*8.2
Proportion of objects documented at 30 June 1998						
According to AMOL standards(a) (%)	38.1	43.3	40.8	45.4	**17.6	*19.3
On a computer database (%)	17.4	12.9	18.6	*26.5	*0.8	*2.1
Conservation and preservation						
Objects surveyed for conservation treatment in 1997–98 (%)	8.7	3.3	**5.5	*17.0	**0.8	*1.4
Objects requiring conservation treatment at 30 June 1998(b) (%)	1.9	1.4	**2.9	**3.8	**—	**0.2
Proportion receiving conservation treatment in 1997–98 (%)	3.3	2.5	*1.7	*4.0	**0.9	*1.1

(a) See glossary for a description of AMOL standards.

(b) Includes only objects that were surveyed for conservation treatment in 1997–98.

STATE AND TERRITORY COMPARISONS

The 332 (23%) museums located in Victoria accounted for 37% of total employment, 21% of volunteers, 37% of admissions, received 40% of government funding, paid 49% of wages and salaries and developed 33% of the exhibitions.

The Australian Capital Territory had 20 (1%) museums, received 9% of government funding and 13% of admissions.

There were more free admissions than paid admissions in most States. However, in Western Australia, Tasmania and the Northern Territory, paid admissions were 74%, 65% and 77% of total admissions respectively.

2.10 KEY AGGREGATES, State and Territory

	<i>NSW</i>	<i>Vic.</i>	<i>Qld</i>	<i>SA</i>	<i>WA</i>	<i>Tas.</i>	<i>NT</i>	<i>ACT</i>	<i>Aust.</i>
Museums at end June 1998 (no.)	340	332	290	221	167	63	40	20	1 473
Employment at end June 1998 (no.)	410	748	249	168	173	96	67	116	2 027
Number of volunteers during the month of June 1998 (no.)	4 100	3 284	3 340	2 375	*1 831	284	265	160	15 640
Income									
Government funding (\$'000)	12 691	23 319	*8 573	*3 548	*2 812	*568	1 044	5 342	57 897
Admissions income (\$'000)	*1 811	1 704	*1 205	*767	*811	*778	745	119	7 940
Other income (\$'000)	3 776	*7 531	2 068	*2 130	*644	*1 593	1 439	448	19 629
<i>Total (\$'000)</i>	<i>18 278</i>	<i>32 553</i>	<i>*11 844</i>	<i>6 445</i>	<i>4 265</i>	<i>*2 939</i>	<i>3 227</i>	<i>5 909</i>	<i>85 462</i>
Expenses									
Wages and salaries (\$'000)	6 355	16 661	*3 208	*2 103	*1 728	*1 100	1 172	1 760	34 086
Other expenses (\$'000)	10 976	14 739	*7 979	2 800	1 894	*1 347	1 387	1 336	42 458
<i>Total (\$'000)</i>	<i>17 330</i>	<i>31 397</i>	<i>*11 187</i>	<i>4 903</i>	<i>3 623</i>	<i>*2 446</i>	<i>2 558</i>	<i>3 096</i>	<i>76 540</i>
Admissions									
Paid admissions ('000)	*857	645	451	255	*588	*323	291	60	3 470
Free admissions ('000)	*2 119	*4 210	*952	*389	*207	*176	85	1 676	9 815
<i>Total ('000)</i>	<i>*2 975</i>	<i>*4 856</i>	<i>1 403</i>	<i>644</i>	<i>796</i>	<i>500</i>	<i>376</i>	<i>1 737</i>	<i>13 285</i>
Exhibitions developed (no.)	778	1 260	609	571	325	*76	76	87	3 783

EXPLANATORY NOTES

INTRODUCTION

1 This publication presents results of the 1997–98 Survey of Selected Museums. It covered:

- those operated by local historical societies and other not-for-profit organisations and staffed by volunteers;
- those run by owners or working proprietors who did not employ staff; and
- those which were parts of government and corporate organisations (such as university and local government museums).

2 The survey did not include museums identified on the ABS Business Register as belonging to the ANZSIC class 'Museums' (Class 9220) as these management units were included in the 1996–97 Service Industry Survey of Museums. Data comparability between the two surveys is discussed in Section 1 of this publication (pages 4–5) and in the appendix (pages 18–19).

3 The 1997–98 survey was developed in conjunction with, and funded by, the Commonwealth Department of Communications, Information Technology and the Arts.

STATISTICAL UNITS

4 The management unit was the statistical unit used in the 1996–97 Service Industry Survey of Museums. It is the highest level accounting unit within a business, having regard for industry homogeneity and may consist of one or more locations. The location was the statistical unit used in the 1997–98 Survey of Selected Museums. It consists usually of an unbroken physical area or site operated by a management unit. Many museum management units are single location organisations.

COVERAGE

5 A list of museums for the 1997–98 museums survey in Australia was obtained from the Department of Communications, Information Technology and the Arts. This supplemented lists from various other sources including:

- *Museums, Art Museums and Commercial Galleries in Australia, 1993*, Statistical Advisory Group of the Cultural Ministers Council;
- Australian University Museums Information System on the Internet; and
- industry associations.

6 Other than the 92 museums operated by local government, museums that were included in the 1996–97 Service Industry Survey of Museums were excluded from the list of museums in the 1997–98 survey.

RELIABILITY OF THE DATA

7 The estimates presented in this publication are subject to sampling and non-sampling error.

Sampling error

8 The estimates in this publication are based on information obtained from a sample of units and are, therefore, subject to sampling variability. That is, they may differ from figures that would have been produced if information had been obtained from a census of all the units in the population. One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of units was included.

9 There are about two chances in three that a sample estimate will differ by less than one SE from the figure that would have been obtained if a census had been conducted, and approximately 19 chances in 20 that the difference will be less than two SEs.

10 Sampling variability can be measured by the relative standard error (RSE) which is obtained by expressing the SE as a percentage of the estimate to which it refers. The RSE is a useful measure in that it provides an immediate indication of the percentage errors likely to have occurred due to sampling, and thus avoids the need to refer also to the size of the estimate.

11 The following table contains estimates of RSEs for a selection of the statistics in the survey.

RELATIVE STANDARD ERRORS, Key Aggregates

	<i>Art museums</i>	<i>Historic places</i>	<i>Other</i>	<i>Total</i>
	%	%	%	%
Museums at 30 June 1998	10.9	8.5	3.6	2.0
Employment at end June 1998	20.0	15.6	10.7	8.8
Volunteers during June 1998	21.7	15.5	8.4	6.6
Selected income items				
Government funding	18.6	42.5	20.6	12.8
Admissions income	40.7	26.0	11.6	12.5
<i>Total income</i>	18.1	25.4	14.8	10.3
Selected expense items				
Wages and salaries	22.0	29.0	17.4	12.6
Purchases of artefacts	30.8	63.3	52.3	31.5
Preservation and conservation expenses	31.2	23.7	21.0	16.7
Exhibition/display development expenses	22.2	24.5	22.2	14.9
<i>Total expenses</i>	20.2	23.6	15.8	11.4

12 As an example of the above, the estimate of volunteers during the month of June 1998 is 15,640 persons and the RSE is 6.6%, giving a SE of 1,032. Therefore, there would be two chances in three that, if all museums in the scope of the survey had been included, a figure in the range of 14,608 to 16,672 would have been obtained, and 19 chances in 20 that the figure would have been in the range of 13,576 to 17,704.

13 Estimates highlighted with an asterisk (*) indicate they are subject to sampling variability between 25% and 50%. Those estimates highlighted with ** are subject to sampling variability greater than 50%. Detailed estimates of RSEs may be made available upon request.

Non-sampling error

14 Errors other than those due to sampling may occur for reasons such as deficiencies in the register of units from which the sample was selected, non-response, and imperfections in reporting by respondents. Inaccuracies of this kind are referred to as non-sampling error and they may occur in any collection, whether it is a census or a sample. Every effort has been made to reduce non-sampling error to a minimum by careful design and testing of questionnaires, efficient operating procedures and systems, and appropriate methodology.

15 Care needs to be taken in interpreting the financial statistics of the museums in the 1997–98 survey. Some of the museums in this survey, in particular corporate and university museums, found it difficult to separate their costs (e.g. rates, maintenance and other overheads) from their parent organisations. Many councils waive rates or charge peppercorn rents to these museums thus reducing their costs. All in-kind costs and donated goods are excluded from expenses.

REFERENCE PERIOD

16 The period covered by the 1997–98 Survey of Museums was the 12 months ended 30 June 1998. Counts of museums include only those that were operating at the end of the financial year.

GENERAL ACKNOWLEDGMENT

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

RELATED PUBLICATIONS

18 ABS publications which may be of interest include:

Attendance at Selected Cultural Venues, Australia, March 1995

(Cat. no. 4114.0)

Cultural Funding, Australia, 1996–97 (Cat. no. 4183.0)

Cultural Trends in Australia: A Statistical Overview, 1997 (Cat. no. 4172.0)

Employment in Selected Culture/Leisure Occupations, Australia, 1996

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Libraries and Museums, Australia, 1996–97 (Cat. no. 8649.0)

Public Attitudes to the Arts, Australia, November 1997 (Cat. no. 4157.0)

Work in Selected Culture/Leisure Activities, Australia, March 1997

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19 Current publications produced by the ABS are listed in the *Catalogue of Publications and Products* (Cat. no. 1101.0). The ABS also issues, on Tuesdays and Fridays, a *Release Advice* (Cat. no. 1105.0) which lists publications to be released in the next few days. The Catalogue and Release Advice are available from any ABS Office.

FURTHER INFORMATION

20 This publication presents the key figures from the 1997–98 Survey of Selected Museums. Other data from this survey may be available on request by contacting Susan Jones on Adelaide 08 8237 7484 or email susan.jones@abs.gov.au.

APPENDIX

COMPARABLE ITEMS

Data items collected in the 1996–97 and 1997–98 museum surveys which can be validly compared (but not combined to produce aggregates covering all museum activity, for the reasons given on pages 4–5):

Workforce

- Employment at end June
- Volunteers during the month of June

Financial information

- Total government funding
- Funding from non-government organisations and/or individuals
- Admissions income
- Total income
- Wages and salaries
- Expenditure on purchases of artefacts
- Repair and maintenance expenses
- Total expenses

Museum activity

- Locations at end June
- Paid admissions
- Free admissions
- Number of artefacts/art works/museum objects held
- Number of objects on display

NON-COMPARABLE ITEMS

Data items collected in the 1996–97 and 1997–98 museum surveys which cannot be validly compared:

- Visiting exhibitions hosted intrastate
- Visiting exhibitions hosted interstate
- Visiting exhibitions hosted overseas
- Size of collection (number of artefacts/artworks/museum objects)

ITEMS COLLECTED IN 1997–98 SURVEY ONLY

Data items collected in the 1997–98 museum survey that were not collected in the 1996–97 museum survey:

Workforce

Time worked in June—employed persons
 Time worked in June—volunteers
 Average time worked in June—employed persons
 Average time worked in June—volunteers
 Museums employing some trained people
 Museums employing only untrained people
 Museums with some trained volunteers
 Museums without untrained volunteers
 Employed people with training of 40 hours or more
 Employed people with training of less than 40 hours
 Volunteers with training of 40 hours or more
 Volunteers with training of less than 40 hours
 Time spent on conservation by employed people in June
 Time spent on exhibition development by employed people in June
 Time spent on documentation by employed people in June
 Time spent on public contact by employed people in June
 Time spent on other activities by employed people in June
 Time spent on conservation by volunteers in June
 Time spent on exhibition development by volunteers in June
 Time spent on documentation by volunteers in June
 Time spent on public contact by volunteers in June
 Time spent on other activities by volunteers in June

Financial information

Funding by each level of government
 Preservation and conservation expenses
 Exhibition/display development expenses

Museum activity

Museums on AMOL
 Museums with on-site Internet access
 Museums with own Internet web site
 Exhibitions developed with an Indigenous people theme
 Exhibitions developed with an NESB people theme
 Exhibitions developed with community involvement
 Exhibitions toured intrastate
 Exhibitions toured interstate
 Exhibitions toured overseas
 Museums with collections assessed for significance
 Number of objects documented according to AMOL standards
 Number of objects documented on a computer database
 Objects surveyed for conservation and preservation treatment at 30 June

GLOSSARY

Admissions	The number of people visiting museums during 1997–98, including paid and free admissions. Excludes admissions to outdoor displays which do not have an entrance or boundary to limit or observe access.
Admissions income	Includes amounts received from admissions to regular and special events of museums.
Art museums	Includes art and craft museums, art and craft displays in buildings primarily used for other purposes and public galleries which display visual art or craft objects (mainly not for sale).
Artefacts/art works/ museum objects	The total number of artefacts, art works and museum objects held by a museum at the end of the financial year. Includes objects in storage and temporarily on tour. Excludes objects from visiting temporary exhibitions.
Australian Museums on Line	A web site on the Internet containing a directory of Australian museums. The address is http://amol.org.au .
Australian Museums on Line standards	The minimum documentation standards recommended by Australian Museums on Line are: type of object; creator (artist, maker, discoverer); brief description or object title or specific name; and item identification number.
Business Register	The ABS Business Register contains information (e.g. name, address, industry classification, employment size) about each employing business in Australia. Information on the Business Register is primarily sourced from group employer registrations administered by the Australian Taxation Office. Most ABS business surveys base their frame on the Business Register.
Collection management	Includes all activities related to the care of a collection including documentation (registration, accessioning, cataloguing), handling (storage, conservation, display), loan and disposal of objects.
Conservation and preservation	Comprises all actions aimed at safeguarding a heritage collection for the future. It includes treatment, preservation, preventative conservation, reconstruction and restoration of artefacts, art works and museum objects.
Documentation of objects	The accessioning or cataloguing of objects containing at least the minimum documentation fields specified by Australian Museums on Line.
Employment at end June	Includes working proprietors and partners, working directors, and other employees (including casual employees) working for a museum during the last pay period ending in June. Includes employees who only work a small proportion of their time in the museum and whose labour costs are included in the museum location's budget even if they are on the payroll of its management unit rather than the payroll of the museum location. Employees absent on paid or prepaid leave are included.

Exhibition/display development expenses	Includes development expenses for permanent and temporary displays, labelling and documentation expenses, advertising and promotion of exhibitions and consultant fees for exhibition development.
Exhibitions developed with community involvement	Generally have voluntary assistance from members (including businesses) of the community who have knowledge of the theme of the exhibition. Community involvement does not include consultants paid for their specialist knowledge.
Exhibitions/displays	Includes permanent and temporary exhibitions on display for two weeks or more.
Funding from non-government organisations	Includes funding from corporations, philanthropic trusts and individuals in the form of donations, bequests, sponsorships and budget allocations. Includes donations received in place of admission fees.
Government funding	Includes payments made by Commonwealth, State and local government in the form of funds for ongoing operations and for specific capital items. Includes budget allocations from government funded organisations such as universities.
Historic places	Includes historic places and sites which maintain a collection of artefacts, artworks, or museum objects relevant to the place or site. Includes house museums. Excludes historic sites and buildings without collections.
Museums	These are organisations engaged in the provision of museum services, including collection, acquisition, research into, conservation, communication and exhibition of the material evidence of people, their culture and their environment, for the purposes of study, education and enjoyment by the general public and/or specialists.
Non-English-speaking background persons	Persons who have migrated to Australia and whose first language is a language other than English, and children of such persons.
Objects requiring conservation treatment	Of the artefacts, artworks and museum objects surveyed for treatment during the financial year, the number that required treatment at the end of the year.
Objects surveyed for conservation treatment	Artefacts, artworks and museum objects surveyed for treatment during the financial year.
Objects which received conservation treatment	Includes artefacts, artworks and museum objects which were conserved and preserved during the financial year and may or may not have been surveyed for conservation treatment during that year.
Other museums	Include science museums, maritime museums, transport museums, war memorial museums, Indigenous keeping places and public galleries.
Other repair and maintenance expenses	Includes conservation and preservation of historic buildings, maintenance of other buildings, display cases and labels. Excludes conservation and preservation of artefacts/art works/museum objects.
Purchases of artefacts/art works/museum objects	Excludes capitalised purchases.
Significance	The aesthetic, historic, scientific or social value attached to objects or sites for past, present and future generations at a local, regional, national or international level.

- Total expenses** The sum of expense items. Includes wages and salaries, employer contributions to superannuation funds, workers' compensation costs, purchases of artworks and other goods for resale, conservation expenses, documentation expenses, exhibition development expenses, security expenses, insurance premiums, interest expenses, depreciation and amortisation, advertising, marketing and promotional expenses, rent, leasing and hiring expenses, and other business expenses. Excludes capital expenditure, drawings from working proprietors and working partners, donated goods and in-kind services.
- Total income** The sum of income items. Includes funding from government and non-government organisations, admissions income, sales of goods, income from catering and fundraising, subscriptions and membership income, and rent, leasing and hiring income. Excludes donated goods and services.
- Training** Includes training that is relevant to managing a heritage collection. Excludes training that does not have a specified content or pre-determined plan.
- Volunteers** Includes volunteers who provided assistance and received no payment for their time during the month of June. Includes volunteers on boards of management and work experience students. Some museums are not open to the public during the cooler months of the year and so would not report any volunteer activity for June.
- Wages and salaries** This item is the gross earnings of all employees before taxation and other deductions. Drawings from working proprietors and working partners of unincorporated businesses are excluded.

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