

# MUSEUMS

AUSTRALIA

EMBARGO: 11.30AM (CANBERRA TIME) FRI 27 MAY 2005

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## INQUIRIES

For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070 or William Milne on Melbourne (03) 9615 7862.

## NOTES

### INTRODUCTION

This publication presents results from an Australian Bureau of Statistics (ABS) survey of organisations engaged in operating museums and art galleries. The survey was conducted in respect of the 2003–04 financial year. This is the fourth ABS survey of museums and art galleries. Previous collections were conducted in respect of 1999–2000, 1997–98 and 1996–97 financial years.

### COMPARISONS WITH PREVIOUS SURVEY RESULTS

Historical comparisons are not made for museums/art galleries due to significant changes in scope since the conduct of the last survey in respect of 1999–2000.

### MORE INFORMATION ON ABS SERVICE INDUSTRIES STATISTICS

Information about ABS activities in the field of service industries statistics is available from the Service Industries Statistics theme page on the ABS web site <[www.abs.gov.au](http://www.abs.gov.au)>. To access the theme page, select 'Themes' from the menu on the home page.

### COMMENTS

The ABS welcomes comments and suggestions from users regarding future surveys of Service Industries. These comments should be addressed to the Director, Service Industries Business Statistics Centre, Australian Bureau of Statistics, GPO Box 2796Y, Melbourne, Vic. 3001.

### ROUNDING

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

.....

### ABBREVIATIONS

'000	thousand
\$m	million dollars
ABN	Australian Business Number
ABS	Australian Bureau of Statistics
AMOL	Australian Museums and Galleries OnLine
ANZSIC	Australian and New Zealand Standard Industrial Classification
RSE	relative standard error
SE	standard error
TAU	type of activity unit

Dennis Trewin  
Australian Statistician

## MAIN FEATURES

### INTRODUCTION

This publication presents results of the 2003–04 Museums Survey. This survey is conducted periodically by the ABS to provide detailed measures of the performance, structure and activity of museums and art galleries operating in Australia. It includes aspects such as: the composition of income and funding received; details of expenses incurred; characteristics of employment; and activities of museums and art galleries. A state dimension is also presented.

The scope of the 2003–04 Museums Survey was organisations that were engaged in the operation of museums and art galleries. These operations included the display, storage and preservation of museum objects and artworks. Museums and art galleries were only included if they were open to the general public during the 2003–04 reference year.

Further information on the scope can be found in paragraphs 2–4 of the Explanatory Notes.

For ease of reading, museums and art galleries are referred to collectively as museums.

### SUMMARY OF FINDINGS

At the end of June 2004, there were 1,329 museum locations operating in Australia, comprising: 160 art museums/galleries, 381 historic properties/sites, 673 social history museums, and 116 other types of museums.

During 2003–04, there were 31.2 million admissions to Australia's museums. Free admissions accounted for 66.1% of all admissions, while paid admissions accounted for 33.9%. Income from paid admissions was \$55.9m.

At the end of June 2004, these museums employed a total of 7,624 persons. Social history museums had the largest proportion of total employment (31.9% or 2,434 persons), followed by art museums/galleries (27.3% or 2,081 persons) and historic properties/sites (17% or 1,298 persons).

During 2003–04, museums received \$919.4m in income and incurred \$810.3m in expenses.

Just under three quarters (73.5%) of museums had a web presence at the end of June 2004.

### MUSEUM OBJECTS AND ARTWORKS

At the end of June 2004, there were 54.9 million museum objects and artworks located in Australia's museums, however only 9.7% (5.3 million) were on display for public viewing.

Museums with larger employment had fewer objects or artworks, from their collection, on display to the public. Museums with employment of 20 or more persons held the largest proportion of museum objects and artworks (84% or 46.2 million), but only displayed 2.9% (1.3 million) of their collection to the public.

During 2003–04 there were 224,032 new acquisitions of museum objects and artworks, with the majority (73.8% or 165,417) acquired through donations.

For the same period, donations and bequests of artworks totalled 13,484 items and were valued at \$45.6m.

## MAIN FEATURES *continued*

### MUSEUM OBJECTS AND ARTWORKS *continued*

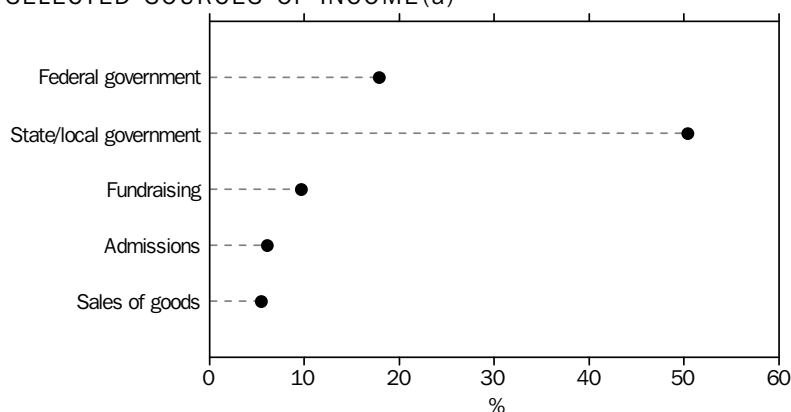
At the end of June 2004, the majority (68.8%) of museum objects and artworks were documented or recorded in manual/written form, while 38.8% were documented or recorded in electronic form or on computer. Museum objects and artworks could be documented/recorded in both forms.

### INCOME

During 2003–04 museums received a total of \$919.4m in income. Most (68.3% or \$628m) of this income was sourced from government funding. The graph below shows that 50.4% (\$463.5m) came from state and local government, while 17.9% (\$164.5m) came from federal government.

Other sources of income included: fundraising (9.7% or \$89m), admissions (6.1% or \$55.9m) and sales of goods (5.4% or \$50.1m).

SELECTED SOURCES OF INCOME (a)



(a) As a percentage of total museums income.

Funding for projects that were deemed one-off comprised 12.3% (\$77.5m) of all government funding. Donations and bequests accounted for 70.8% (\$63m) of all fundraising income.

### EMPLOYMENT AND VOLUNTEERS

At the end of June 2004 there were 7,624 persons employed in museums, comprising 4,291 (56.3%) full-time employees and 3,252 (42.7%) part-time employees. There were also 81 (1.1%) working proprietors and partners.

Managers, administrators and clerical support workers accounted for 30.3% (2,310 persons) of all employed persons. Museum or gallery attendants accounted for 22.7% (1,730 persons) and curators 13.5% (1,029 persons).

Museums employing 100 or more persons accounted for the majority (60.6% or 4,619 persons) of total employment. Museums with 1–19 persons employed accounted for 27.6% (2,104 persons), while museums with 20–99 persons employed accounted for 11.8% (901 persons).

Museums had large numbers of volunteers (20,443 people) assisting with their operations during June 2004, working a total of 343,139 hours. This represented an average of 16.8 hours over the month for each volunteer.

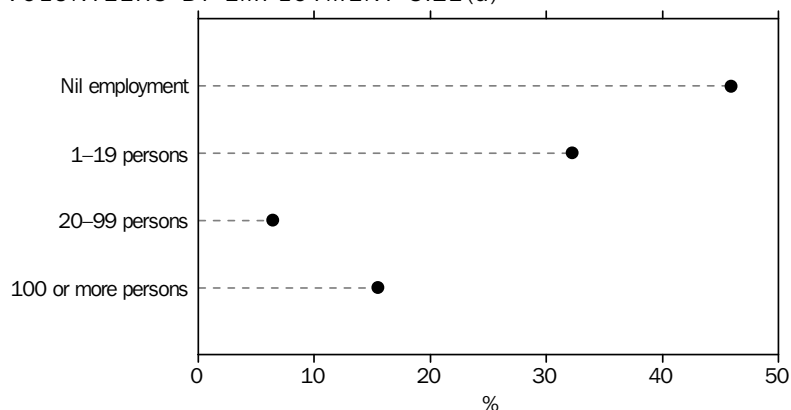
## MAIN FEATURES *continued*

### EMPLOYMENT AND VOLUNTEERS *continued*

Over half (56.1% or 11,468 persons) of these volunteers assisted as museum or gallery attendants and security officers. A further 22.4% (4,577 persons) of volunteers assisted as managers, administrators and clerical support workers.

The following graph shows that volunteers were more prevalent in museums with nil or low employment. Museums with nil employment accounted for 45.9% (9,382 persons) of all volunteers, while museums employing 1–19 persons accounted for 32.2% (6,587 persons).

VOLUNTEERS BY EMPLOYMENT SIZE (a)



(a) As a percentage of total volunteers.

### EXPENDITURE

During 2003–04, museums incurred expenses of \$810.3m. The main contributor to total expenses for employing museums was labour costs at \$320.4m (39.5%). The major component of labour costs was wages and salaries (\$277.1m) which represented an average of \$36,700 per employee.

Other major expenses were: depreciation and amortisation at \$98.8m (12.2%), exhibition/display development costs at \$32.3m (4%) and purchases at \$27.2m (3.4%).

### STATES AND TERRITORIES

The majority of museums were located in the three most populous states; New South Wales accounted for 31.1% (413) of all locations, Victoria, 21.5% (286) and Queensland, 17.5% (232).

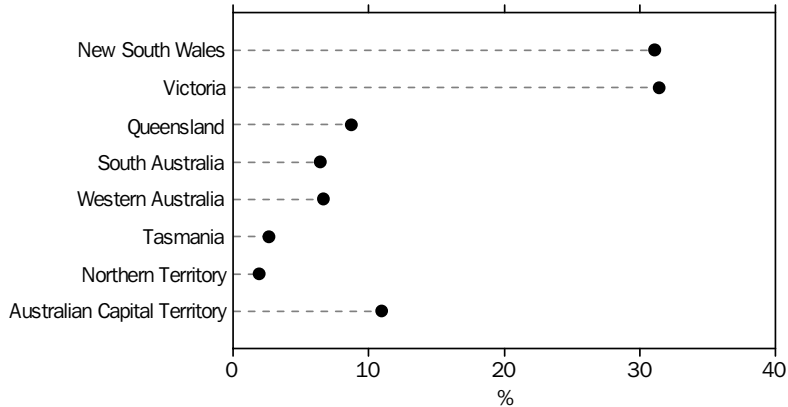
However, while New South Wales and Victoria also had the highest proportions of employment (33.3% and 26.4% respectively), the Australian Capital Territory had the third highest proportion of the employment total at 13%.

The graph overleaf shows that at the end of June 2004, Victoria and New South Wales had similar proportions of admissions to museums (31.4% or 9.8 million and 31.1% or 9.7 million respectively). The Australian Capital Territory had the next highest proportion (10.9% or 3.4 million).

MAIN FEATURES *continued*

STATES AND TERRITORIES  
*continued*

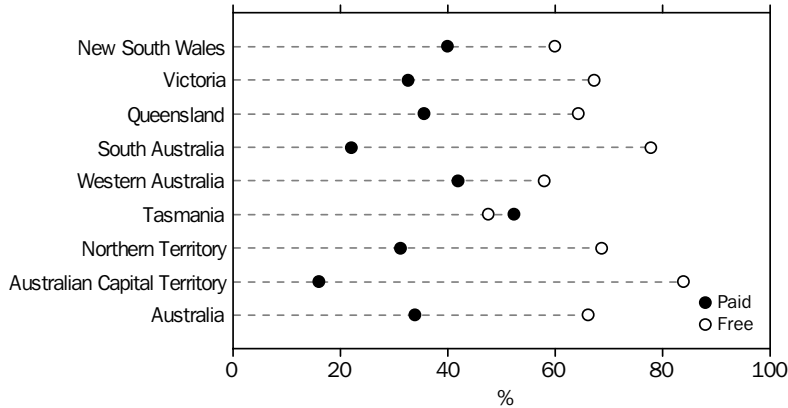
ADMISSIONS TO MUSEUMS BY STATE (a)



(a) As a percentage of total admissions for Australia.

The graph below shows that the Australian Capital Territory, South Australia and the Northern Territory had more free admissions than paid admissions within their respective states/territories ( 83.9%, 77.9% and 68.7% respectively).

PAID AND FREE ADMISSIONS BY STATE (a)



(a) As a percentage of total admissions in each region.

Victoria had the highest proportion of museum objects/artworks (37.7%) followed by New South Wales (30.4%).

## SUMMARY OF OPERATIONS BY TYPE OF MUSEUM

		<i>Art museums/galleries</i>	<i>Historic properties/sites</i>	<i>Social history museums</i>	<i>Other museums</i>	<i>Total</i>
Museum/gallery locations at end June	no.	^ 160	381	673	^ 116	1 329
Employment at end June	no.	2 081	1 298	2 434	1 811	7 624
Volunteers during the month of June	no.	^ 3 125	^ 4 814	^ 11 185	^ 1 318	20 443
Income						
Government funding(a)	\$m	200.4	47.9	193.0	186.7	628.0
Admissions	\$m	8.8	18.1	^ 20.2	8.9	55.9
Fundraising	\$m	62.0	6.8	12.5	7.7	89.0
Other	\$m	53.7	24.6	33.7	^ 34.3	146.5
Total	\$m	324.9	97.5	259.4	237.6	919.4
Expenses						
Labour costs	\$m	99.1	39.6	91.5	90.1	320.4
Other	\$m	166.4	41.0	138.3	144.2	489.9
Total	\$m	265.5	80.6	229.7	234.4	810.3
Purchases of museum objects/artworks(b) (c)	\$m	28.7	0.5	^ 4.3	1.1	34.6
Admissions(c)						
Paid	'000	^ 1 546.3	^ 2 798.9	^ 4 025.5	2 188.9	10 559.5
Free	'000	*9 934.6	*1 988.3	5 801.0	*2 906.7	^ 20 630.6
Total	'000	*11 480.9	^ 4 787.1	9 826.5	^ 5 095.6	^ 31 190.1
Museum objects/artworks at end June	'000	*2 915.5	1 609.8	10 057.2	40 333.0	54 915.5
Special exhibitions held(c)	no.	^ 1 612	*279	^ 1 346	*168	3 405

^ estimate has a relative standard error of 10% to less than 25% and should be used with caution

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

(a) Includes current and capital funding and funding for one-off projects.

(b) Includes current and capital expenditure.

(c) During year ended 30 June.

## SOURCES OF INCOME BY EMPLOYMENT SIZE

	<i>Nil employment</i>	<i>1–19 persons</i>	<i>20 or more persons</i>	<i>Total</i>
	\$m	\$m	\$m	\$m
Government funding(a)				
Federal government	^ 0.4	^ 11.1	153.1	164.5
State/territory government	^ 0.7	*28.0	387.6	416.3
Local government	*0.9	*37.0	9.4	^ 47.2
Total	^ 1.9	^ 76.1	550.0	628.0
Fundraising				
Financial sponsorships	*0.1	^ 1.3	15.0	16.3
In-kind sponsorships	**0.1	*0.4	5.5	6.1
Donations	*1.9	^ 5.3	51.5	58.7
Bequests	np	np	3.4	4.3
Other fundraising	np	np	1.7	3.6
Total	*2.3	9.5	77.1	89.0
Annual allocations from related private sector organisations	*0.3	**3.3	0.7	*4.3
Admissions	^ 3.1	^ 16.4	36.4	55.9
Subscription and membership	^ 0.3	^ 0.9	6.3	7.5
Sales of goods	^ 1.7	*13.7	34.7	50.1
Other	*1.2	^ 10.3	73.1	84.6
<b>Total</b>	<b>^ 10.9</b>	<b>^ 130.2</b>	<b>778.3</b>	<b>919.4</b>

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\*\* 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) Includes current and capital funding and funding for one-off projects.



## ITEMS OF EXPENDITURE BY EMPLOYMENT SIZE

	<i>Nil employment</i>	<i>1-19 persons</i>	<i>20-99 persons</i>	<i>100 or more persons</i>	<i>Total</i>
	\$m	\$m	\$m	\$m	\$m
Labour costs					
Wages and salaries	..	^ 52.9	34.1	190.2	277.1
Employer contributions to superannuation funds including salary sacrifice(a)	..	^ 5.2	3.6	20.8	29.7
Workers' compensation costs	..	^ 0.7	0.5	3.2	4.5
Fringe benefits tax	..	*0.1	0.1	1.0	1.2
Payroll tax	..	*0.5	0.8	6.6	7.9
<i>Total</i>	..	^ 59.4	39.1	221.8	320.4
Conservation expenses of museum objects/artworks	*0.6	^ 2.1	1.9	2.9	7.5
Exhibition/display development costs	*1.2	^ 8.1	5.9	17.1	32.3
Purchases(b)					
Museum objects/artworks	*0.1	*0.3	0.2	0.3	^ 0.8
Other	*0.8	*6.6	3.3	15.7	26.5
<i>Total</i>	*0.9	^ 6.9	3.5	15.9	27.2
Insurance premiums	*1.0	^ 2.8	2.4	14.9	21.1
Depreciation and amortisation	*0.5	^ 5.7	5.0	87.6	98.8
Other	^ 4.6	^ 36.7	44.1	217.6	302.9
<b>Total</b>	<b>^ 8.8</b>	<b>^ 121.8</b>	<b>101.9</b>	<b>577.8</b>	<b>810.3</b>

- ^ estimate has a relative standard error of 10% to less than 25% and should be used with caution
- \* estimate has a relative standard error of 25% to 50% and should be used with caution
- .. not applicable

- (a) Includes salary sacrifice that is paid as employer contributions to superannuation funds. Other salary sacrifice is included with the relevant item.
- (b) Current expenditure only.

## EMPLOYED PERSONS AND VOLUNTEERS BY EMPLOYMENT SIZE

	<i>Nil employment</i>	<i>1-19 persons</i>	<i>20-99 persons</i>	<i>100 or more persons</i>	<i>Total</i>
	no.	no.	no.	no.	no.
Working proprietors and partners of unincorporated businesses	..	^ 81	—	—	^ 81
Employees					
Full-time	..	^ 837	544	2 910	4 291
Part-time	..	^ 1 186	357	1 709	3 252
<i>Total</i>	..	^ 2 023	901	4 619	7 543
<b>Employment at end June</b>	<b>..</b>	<b>^ 2 104</b>	<b>901</b>	<b>4 619</b>	<b>7 624</b>
Volunteers during the month of June	^ 9 382	^ 6 587	1 313	3 161	20 443
Volunteer hours during the month of June	^ 159 981	^ 121 902	18 586	42 671	343 139

- ^ estimate has a relative standard error of 10% to less than 25% and should be used with caution
- .. not applicable
- nil or rounded to zero (including null cells)

## MAIN ACTIVITY OF EMPLOYED PERSONS AND VOLUNTEERS BY EMPLOYMENT SIZE

	<i>Nil employment</i>	<i>1-19 persons</i>	<i>20-99 persons</i>	<i>100 or more persons</i>	<i>Total</i>
	no.	no.	no.	no.	no.
<b>Persons employed at end June</b>					
Managers, administrators and clerical support workers	. .	^ 592	221	1 497	2 310
Conservators	. .	*26	15	178	220
Curators	. .	^ 236	178	615	1 029
Security officers	. .	**24	10	103	^ 138
Museum or gallery attendants	. .	^ 612	226	892	1 730
Other	. .	^ 614	250	1 334	2 198
<i>Total</i>	. .	^ 2 104	901	4 619	7 624

<b>Volunteers during the month of June</b>					
Managers, administrators and clerical support workers	^ 3 235	^ 1 068	159	114	^ 4 577
Conservators and curators	^ 629	^ 338	277	295	1 540
Museum or gallery attendants and security officers	^ 4 335	^ 4 285	573	2 274	11 468
Other	*1 182	^ 895	303	478	^ 2 858
<i>Total</i>	^ 9 382	^ 6 587	1 313	3 161	20 443

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

. . not applicable

		New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
Museum/gallery locations at end June	no.	413	286	232	127	153	^ 61	35	23	1 329
Employment at end June	no.	2 542	2 011	816	316	627	170	^ 149	993	7 624
Volunteers during the month of June	no.	^ 7 853	^ 4 455	^ 2 793	^ 1 595	^ 1 729	^ 1 254	154	611	20 443
Income										
Government funding(a)	\$m	193.4	163.8	48.1	20.4	56.4	7.2	7.7	130.9	628.0
Admissions	\$m	^ 18.9	19.4	5.5	2.3	4.7	*1.8	*1.1	2.2	55.9
Fundraising	\$m	21.5	47.3	3.7	3.9	2.4	*1.1	1.1	8.0	89.0
Other	\$m	54.5	42.1	^ 12.7	7.1	5.8	2.7	*2.1	19.4	146.5
Total	\$m	288.3	272.6	70.1	33.7	69.4	12.8	11.9	160.6	919.4
Expenses										
Labour costs	\$m	112.9	78.7	33.3	12.1	21.6	5.7	5.3	50.8	320.4
Other	\$m	132.8	175.6	33.1	20.5	35.3	5.3	2.0	85.3	489.9
Total	\$m	245.7	254.3	66.4	32.6	56.9	11.0	7.3	136.1	810.3
Admissions(b)										
Paid	'000	^ 3 883.8	3 203.5	^ 972.3	446.2	875.7	*438.5	*189.7	549.9	10 559.5
Free	'000	^ 5 817.2	*6 588.1	1 760.6	1 575.7	1 209.7	397.6	416.2	2 865.5	^ 20 630.6
Total	'000	^ 9 701.0	*9 791.6	2 732.8	2 022.0	2 085.4	*836.1	^ 606.0	3 415.3	^ 31 190.1
Museum objects/artworks at end June	'000	16 680.3	20 704.0	6 808.0	4 424.4	2 832.7	1 140.5	1 272.1	1 053.7	54 915.5
Special exhibitions held(b)	no.	^ 1 198	^ 1 028	^ 496	^ 191	^ 188	^ 142	62	100	3 405

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

(a) Includes current and capital funding and funding for one-off projects.

(b) During year ended 30 June.

		Nil employment	1–19 persons	20–99 persons	100 or more persons	Total
Museum/gallery organisations at end June	no.	569	407	23	17	1 016
Museum/gallery organisations at end June with a:						
Written collection management policy	%	52.0	60.6	91.4	100.0	57.1
Written disaster preparedness plan	%	^ 25.8	^ 34.3	66.7	88.2	31.2
Web presence	%	64.0	84.1	100.0	100.0	73.5
Museum/gallery locations at end June	no.	653	499	104	74	1 329
Admissions(a)						
Paid	'000	^ 1 154.6	^ 3 487.6	1 330.8	4 586.5	10 559.5
Free	'000	^ 933.5	*9 500.9	2 959.4	7 236.8	^ 20 630.6
Total	'000	^ 2 088.1	*12 988.5	4 290.2	11 823.3	^ 31 190.1

^ estimate has a relative standard error of 10% to less than 25% and should be used with caution

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

(a) To museum/gallery locations during year ended 30 June.

## MUSEUM OBJECTS AND ARTWORKS BY EMPLOYMENT SIZE

		<i>Nil employment</i>	<i>1–19 persons</i>	<i>20 or more persons</i>	<i>Total</i>
Museum objects/artworks at end June	'000	^ 2 779.0	^ 5 984.2	46 152.3	54 915.5
On display for public viewing(a)	%	61.1	*38.3	2.9	9.7
Accessible to the public on-line	%	*1.3	*6.4	13.1	11.8
Documented or recorded in manual/written form	%	^ 55.5	45.0	72.7	68.8
Documented or recorded in electronic form or on computer	%	^ 17.6	*25.2	41.9	38.8
Surveyed for preservation or conservation treatment by a professional curator/conservator(a)	%	*9.3	*22.2	21.9	21.3
Assessed as requiring preservation or conservation treatment(a)	%	^ 9.5	*8.2	4.6	5.2
Acquisition of museum objects/artworks(b)					
Purchases(c)	\$m	**1.2	^ 4.9	28.5	34.6
	no.	**6 869	*15 847	8 204	*30 920
Donations	no.	^ 63 150	^ 67 457	^ 34 810	^ 165 417
Bequests	no.	*10 540	np	np	*27 695
Acquisition of artworks(b)					
Donations and bequests	\$m	**5.8	3.7	36.1	^ 45.6
	no.	*825	^ 2 889	9 770	13 484

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- \* 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
- np not available for publication but included in totals where applicable, unless otherwise indicated
- (a) At end June.
- (b) During year ended 30 June.
- (c) Includes current and capital expenditure.

## EXPLANATORY NOTES

### INTRODUCTION

**1** This publication presents results from a survey of organisations engaged in museum and art gallery operations for the reference year 2003–04. This is the fourth time the ABS has conducted a survey of museums. Previous surveys were undertaken in respect of the 1999–2000, 1997–98 and 1996–97 reference periods.

### SCOPE

**2** The scope of the 2003–04 Museums Survey was employing and non-employing businesses and organisations classified to the Australian and New Zealand Standard Industrial Classification (ANZSIC) CLASS 9220 – MUSEUMS. These organisations 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).

**3** The types of museums in scope of this survey were: historic trusts and sites; historic societies with a collection; house museums; social and natural history museums; archives (excluding the national and state archives); art galleries (excluding commercial art galleries); keeping places and cultural centres; outdoor museums; science museums; maritime museums; military museums and transport museums.

**4** Museums and galleries were only included if they were open to the general public during the 2003–04 reference year. The scope excluded organisations mainly engaged in the operation of botanic gardens; herbariums; zoological gardens; aquariums; observatories and planetariums; public libraries; and science centres.

### COVERAGE

**5** The ABS Business Register (refer to paragraph 11 for a description) provided the population of employing and non-employing organisations mainly engaged in the operation of museums and art galleries.

**6** AMOL was used to identify any museums or art galleries that may not have been recorded on the ABS Business Register or were operated by organisations not classified to ANZSIC CLASS 9220 – MUSEUMS. AMOL is considered to be a comprehensive national directory of collecting institutions. However, registration to AMOL is voluntary, hence coverage of very small museums/galleries is unlikely to be complete.

### IMPROVEMENTS TO COVERAGE

**7** Data in this publication have been adjusted to allow for lags in processing new organisations to the ABS Business Register, and the omission of some organisations from the register. The majority of organisations affected, and to which the adjustments apply, are small in size.

**8** Adjustments have been made to include new businesses in the estimates in the periods in which they commenced operations, rather than when they were processed to the ABS Business Register. Adjustments of this type will continue to be applied in future periods.

**9** For more information on these adjustments, please refer to the ABS publication *Information Paper: Improvements to ABS Economic Statistics, 1997* (cat. no. 1357.0).

### STATISTICAL UNIT

**10** The statistical units used to represent museum and art gallery organisations, and for which statistics are reported, were:

- the Australian Business Number (ABN) or Type of Activity Unit (TAU) for organisations selected from the ABS Business Register; and
- the museum or art gallery selected from the AMOL listing.

### ABS Business Register

**11** The ABS uses an economic statistics model on the ABS Business Register to describe the characteristics of businesses, and the structural relationships between related businesses. The units model is also used to break groups of related businesses into relatively homogenous components that can provide data to the ABS.

## EXPLANATORY NOTES *continued*

### ABS Business Register *continued*

**12** In the Museums Survey, the statistical unit used to represent businesses, and for which statistics were reported, was the ABN unit, in most cases. The ABN unit is the business unit which has registered for an ABN, and thus appears on the Australian Taxation Office administered Australian Business Register. This unit is suitable for ABS statistical needs when the business is simple in structure. For more significant and diverse businesses where the ABN unit is not suitable for ABS statistical needs, the statistical unit used is the TAU. A TAU is comprised of one or more business entities, sub-entities or branches of a business entity within an Enterprise Group that can report production and employment data for similar economic activities. When a minimum set of data items is available, a TAU is created which covers all the operations within an industry subdivision and the TAU is classified to the relevant subdivision of the ANZSIC. Where a business cannot supply adequate data for each industry, a TAU is formed which contains activity in more than one industry subdivision and the TAU is classified to the predominant ANZSIC subdivision.

**13** Further details about the ABS economic statistical units used in this survey, and in other ABS economic surveys (both sample surveys and censuses), can be found in Chapter 2 of the *Standard Economic Sector Classifications of Australia (SESCA) 2002* (cat. no. 1218.0).

### AMOL listing

**14** The organisations identified from the AMOL listing were, in the main, museums or art galleries, which had not separately registered as an ABN and were operated as part of Commonwealth, state and local government units.

### COMPARISON WITH OTHER ABS STATISTICS

**15** Annual industry data for museums is also published in *Australian Industry* (cat. no. 8560.0). However, the population and scope is significantly different from that used in the Museums Survey, therefore comparisons should not be made with *Museums*.

**16** Information presented in the *Australian Industry* publication relates to businesses recorded on the Australian Business Register that were mainly engaged in operating museum or art galleries. These businesses are classified to ANZSIC CLASS 9220 – MUSEUMS.

**17** In contrast, information presented in *Museums* presents information on organisations that were classified to ANZSIC CLASS 9220 – MUSEUMS and/or the AMOL listing. Organisations selected from the AMOL listing may not have predominantly engaged in the operation of a museum and/or art gallery. Furthermore, only museums/art galleries open to the general public during the 2003–04 reference cycle were included in the survey.

### HISTORICAL COMPARISONS

**18** Historical comparisons to results from previous surveys are not provided in this publication due to the changes to scope and coverage since the conduct of the last Museums Survey for the reference period 1999–2000.

### RELIABILITY OF THE DATA

**19** When interpreting the results of a survey it is important to take into account factors that may affect the reliability of estimates. Such factors can be classified as either sampling or non-sampling error.

**20** The estimates in this publication, are based on information obtained from a randomly selected stratified sample. Consequently, the estimates in this publication are subject to sampling variability, that is, they may differ from the figures that would have been obtained if all units had been included in the survey. 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.

**21** 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 all museums in Australia had been surveyed, and approximately 19 chances in 20 that the difference will be less than two SEs.

## EXPLANATORY NOTES *continued*

### RELIABILITY OF THE DATA

*continued*

**22** Sampling variability can also 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 the effects of random sampling, and this avoids the need to refer also to the size of the estimate.

### RELATIVE STANDARD ERRORS FOR TABLE 1, SUMMARY OF OPERATIONS BY TYPE OF MUSEUM

	Art museums/ galleries	Historic properties/ sites	Social history museums	Other museums	Total
	%	%	%	%	%
Museum/gallery locations at end June	11.2	8.0	5.3	16.0	3.3
Employment at end of June	3.5	6.1	8.7	3.8	3.1
Volunteers during the month of June	15.8	11.7	12.8	13.9	7.6
Income					
Government funding	2.7	6.0	7.3	1.0	2.4
Admissions	2.8	4.1	12.0	4.8	4.5
Fundraising	1.5	4.2	5.7	2.0	1.3
Other	1.5	2.1	7.1	10.9	3.0
Total	1.9	3.3	6.0	2.2	1.8
Expenses					
Labour costs	3.4	4.4	8.0	3.2	2.6
Other	1.9	4.3	4.4	1.5	1.4
Total	2.3	4.1	5.7	2.0	1.8
Purchases of museum objects/artworks	3.1	5.7	10.8	3.6	2.9
Admissions					
Paid	11.4	10.7	11.7	4.3	5.3
Free	30.0	39.8	7.1	37.8	15.9
Total	25.8	17.8	7.1	21.5	10.6
Museum objects/art works at end June	44.3	7.6	3.7	0.2	2.4
Special exhibitions held	14.7	31.3	11.8	29.4	8.4

**23** As an example of the above, the estimate of total income for museums in 2003–04 was \$919.4m and the RSE was estimated to be 1.8%, giving a SE of approximately \$16.5m. Therefore, there would be two chances in three that, if all units had been included in the survey, a figure in the range of \$902.9m to \$935.9m would have been obtained, and 19 chances in 20 (i.e. a confidence interval of 95%) that the figure would have been within the range of \$886.4m to \$952.4m.

**24** Estimates that have an estimated relative standard error between 10% and 25% are annotated with the symbol '^'. These estimates should be used with caution as they are subject to sampling variability too high for some purposes. Estimates with an RSE between 25% and 50% are annotated with the symbol '\*', indicating that the estimate should be used with caution as it is subject to sampling variability too high for most practical purposes. Estimates with an RSE greater than 50% are annotated with the symbol '\*\*' indicating that the sampling variability causes the estimates to be considered too unreliable for general use.

## EXPLANATORY NOTES *continued*

### RELIABILITY OF THE DATA

*continued*

**25** Errors other than those due to sampling may occur in any type of collection and are referred to as non-sampling error. For this survey, non-sampling error may result from such things as deficiencies in the register of businesses and/or the AMOL list from which the sample was drawn, non-response, imperfections in reporting and/or errors made in compiling results. The extent to which non-sampling error affects the results of the survey is not precisely quantifiable. Every effort was made to minimise non-sampling error by careful design and testing of the questionnaire, efficient operating procedures and systems and the use of appropriate methodology. Survey estimates subject to a high level of non-sampling error have been suppressed or provided with relevant cautions.

### ROUNDING

**26** Where figures have been rounded, discrepancies may occur between the sum of the components and the total. Similar discrepancies may occur between a proportion or ratio, and the ratio of the separate components.

### REFERENCE PERIOD

**27** Data contained in the tables in this publication related to museum/art gallery operations in Australia during the year ended June 2004. Financial estimates included the activity of any museum/art gallery that ceased or commenced operations during the year. Counts of organisations or locations included only those that were operating at 30 June 2004. Employment included only those persons working for a museum/art gallery during the last pay period ending in June 2004.

### ACKNOWLEDGMENT

**28** 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*.

### DATA AVAILABLE ON REQUEST

**29** Inquiries about these statistics and more detailed statistics than those presented in this publication should be made by telephoning the contact shown on the front page.



## GLOSSARY

<b>Admissions income</b>	This item includes the amount received from fees charged for admissions to museums/galleries. It excludes amounts received where admission is by donation only.
<b>Annual allocations from related private sector organisations</b>	This refers to monies received from a parent body in the private sector, such as a hospital or financial institution, to fund the operation of a museum/gallery.
<b>Bequests</b>	These are legal dispositions from deceased estates which represent either personal property or monetary amounts.
<b>Conservation expenses of museum objects/artworks</b>	This item includes expenses incurred in the treatment, preservation, preventative conservation and restoration of artworks and museum objects, as well as conservation assessment and condition report expenses.
<b>Conservators</b>	These are persons primarily responsible for the treatment, preservation, preventative conservation and restoration of artworks and museum objects.
<b>Curators</b>	These are persons primarily responsible for the research, development, promotion and management of museum/gallery collections.
<b>Depreciation and amortisation</b>	This item refers to regularly recurring financial charges made in the accounts to reflect that part of the value of the asset which may be regarded as having been used up in producing revenue in a particular accounting period. Generally, depreciation refers to physical (tangible) non-current assets and amortisation to intangible non-current assets.
<b>Donations</b>	This item represents voluntary transfers of cash, goods or other services which do not normally form part of commercial operations.
<b>Employer contributions to superannuation funds</b>	This item represents the cost of the employer's contributions during the reference period, made on behalf of employees, including salary sacrificed amounts.
<b>Employment at end June</b>	This item represents all working proprietors and partners and employees on the payroll of museum/gallery organisations during the last pay period ending in June 2004. Employees absent on paid or prepaid leave are included. Non-salaried directors, self-employed persons such as consultants and contractors, persons paid by commission only and volunteers are excluded.
<b>Exhibition/display development costs</b>	This item represents expenses relating to the development of permanent and temporary displays, including exhibition programs, labelling, documentation and fees paid to consultants for exhibition development.
<b>Financial sponsorships</b>	This item refers to income received from organisations involved in the public support and/or promotion of museums/galleries. Sponsorships are transactions which result in advertising and/or other benefits to the sponsoring business.
<b>Free admissions</b>	This item refers to admissions to museums/galleries which were provided free of charge to the general public.
<b>Fringe benefits tax</b>	Fringe benefits tax is payable by employers when certain benefits in excess of normal wages or salaries (e.g. free or discounted goods or services) are received by their employees (or associates of employees) in connection with their employment.
<b>Full-time employees</b>	This item refers to persons on the payroll of museum/gallery organisations during the last pay period ending in June 2004 who normally work 35 or more hours per week.
<b>Fundraising income</b>	This item refers to income from non-government organisations such as corporations, philanthropic trusts and 'friends' groups.
<b>Government funding</b>	This item refers to project or program payments made by federal, state/territory and local governments in the form of operational funds for ongoing operations and capital funds to purchase equipment or property. This item includes grants from government for research and other purposes.
<b>In-kind sponsorships</b>	This item represents non-monetary sponsorship which is valued in the statement of financial performance of the museum/gallery organisation.

## GLOSSARY *continued*

<b>Insurance premiums</b>	These are expenses incurred by an organisation in respect of different types of insurance policies but excluding workers' compensation and compulsory third party motor vehicle insurance.
<b>Labour costs</b>	These include staff related costs such as wages and salaries (including monies paid directly to freelancers via the payroll), fringe benefits tax and payroll tax, employer contributions to superannuation funds, workers' compensation premiums, and provision expenses for employee entitlements.
<b>Managers, administrators and clerical support workers</b>	This item includes museum or gallery directors and other persons mainly engaged in the administration of the major functions of museums or galleries. It excludes collection managers.
<b>Museum/gallery locations at end June</b>	This item refers to the number of physical locations where museum/gallery collections were located at 30 June 2004.
<b>Museum objects/artworks at end June</b>	This item refers to the number of museum objects/artworks in the collection of a museum/gallery, including museum objects/artworks held in storage or temporarily on tour or on loan to other museums/galleries. These are tangible objects relating to natural history, important historical events and everyday lives, such as specimens, manuscripts, machinery and equipment. Museum objects also include original objects which document or record traditions, customs and habits, such as photographs, films, tape recordings and digital images.
<b>Museum or gallery attendants</b>	This item includes persons who work mainly as museum or gallery guides or as front-of-house attendants.
<b>Other purchases</b>	This item comprises non-capitalised purchases, including goods for resale. It excludes purchases of museum objects/artworks.
<b>Paid admissions</b>	This item refers to the number of people who paid an admission fee to a museum/gallery.
<b>Part-time employees</b>	This item refers to persons on the payroll of museum/gallery organisations during the last pay period ending in June 2004 who normally work less than 35 hours per week.
<b>Payroll tax</b>	Payroll tax is a tax levied by state and territory governments upon the amount of wages and salaries paid by an organisation.
<b>Purchases of museum objects/artworks</b>	This item represents current and/or capital expenditure on the purchase of museum objects/artworks.
<b>Sales of goods</b>	This item refers to revenue received from the sales of goods in the ordinary course of museum/gallery operations, and includes income from merchandising activities. It excludes the sale of fixed tangible assets.
<b>Security officers</b>	This item refers to those persons mainly engaged in patrolling and guarding museum/gallery premises for the purpose of preventing damage or theft.
<b>Special exhibitions</b>	These are temporary exhibitions generally exhibited for less than three months and include special exhibitions curated/developed in-house, as well as touring or imported exhibitions.
<b>Subscription and membership income</b>	This is the revenue received for membership and for paid subscriptions to journals or papers.
<b>Volunteer hours</b>	This item refers to the total number of hours worked by volunteers during the month of June 2004.
<b>Volunteers during the month of June</b>	This item refers to the number of volunteers who worked for museum/gallery organisations during the month of June 2004. Volunteers provide assistance in the form of time, labour and/or skills, and receive no payment, either monetary or in-kind, in return. Included in this item are volunteer members of boards of management, fundraising committees and auxiliaries.

## GLOSSARY *continued*

<b>Wages and salaries</b>	This item refers to the gross wages and salaries (including capitalised wages and salaries) of all employees of the organisation. The item includes severance, termination and redundancy payments, salaries and fees of directors and executives, retainers and commissions of persons who received a retainer, bonuses, and annual and other types of leave. Provision expenses for employee entitlements (e.g. provisions for annual leave and leave bonus, long service leave, sick leave, and severance, termination and redundancy payments) are also included. Payments related to salary sacrifice and payments to self-employed persons such as consultants, contractors and persons paid solely by commission without a retainer are excluded.
<b>Web presence</b>	This refers to an organisation having a web site, home page or a presence on another entity's web site. A web site or home page is an electronic document that is accessed via a unique address on the World Wide Web. The document provides information in a textual, geographical or multimedia format.
<b>Workers' compensation costs</b>	Workers' compensation is a compulsory insurance cover taken out by all employers, except for self-insured workers, according to legislative schemes to cover employees suffering injury or disease in the course of, or arising out of, employment.
<b>Working proprietors and partners of unincorporated businesses</b>	A working proprietor operates his or her own business (a sole proprietorship), while a working partner, along with one or more other partners, operates a partnership. Working proprietors and working partners are the owners of their business and as such, they are not considered to be employees of that business.
<b>Written collection management policy</b>	This is a written document which outlines how the museum/gallery will manage and care for its collection(s) and any new objects it will acquire.
<b>Written disaster preparedness plan</b>	This is a written document which outlines the steps the organisation will take in respect of its collection(s) in the event of a disaster occurring.

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