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11 Culture and recreation

Introduction 285

Cultural and natural heritage 285

National Estate 285

Natural environment 286

National parks 286

Use of national parks 286

Museums and art museums 287

Museum and art museum attendance 287

Botanical gardens, zoological and marine parks 288

Botanical gardens 288

Attendance at botanical gardens 288

Zoological and marine parks 289

Libraries and archives 290

Libraries 290

National libraries' bookstock 291

Library attendance 291

Reading habits and book buying 291

Book publishing 292

Archives 292

Music and performing arts 293

Important national organisations 294

Attendance at performances 295

Film and video 296

Film and video production 296

Film and video distribution 298

Motion picture exhibition 298

Cinema attendance 298

Video hiring and watching 299

Multimedia 299

Radio and television broadcasting 300

National Transmission Agency (NTA) 301

Australian Broadcasting Corporation (ABC) 301

Special Broadcasting Service (SBS) 301

Radio and television operations 302

Australian Broadcasting Authority (ABA) 302

Radio and television services — summary of operations 302

Radio and television — listening and viewing habits 303
Training in the arts 303
Festivals 304
Fifty years of arts councils in Australia 304
Employment and participation in cultural activities 305
Employment in cultural occupations 305
Involvement in culture/leisure activities 305
Government funding for culture 306
Sport and recreation 307
Government funding for recreation and sport 308
Sport, recreation and gambling industries 308
Involvement in sport 309
Participation in sport and recreation 310
Sports attendance 310
Bibliography 311

Introduction

Cultural and recreational activities are essential to a shared sense of quality of life, and take many forms. At a national level these forms range across cultural heritage, creative and performing arts, music, literature, film and video, libraries, radio and television, leisure, sports and recreation.

This chapter reviews a range of cultural and recreational activities which Australians undertake, and provides a statistical summary (where available) for those activities.

Cultural and natural heritage

Australia's heritage is drawn from its cultural and natural environments.

Cultural heritage includes many different types of Indigenous sites, such as ceremonial grounds and rock art galleries, and historic places of significance, such as old towns and residential and commercial buildings, shipwrecks and streetscapes.

Natural heritage includes places which are of scientific, archaeological, aesthetic and ecological importance. It can also include geological features and landscapes. Extensive areas of coastline, forests, wetlands and desert are included in national parks, nature reserves and wilderness areas. Many smaller sites are important habitats for native flora and fauna, enabling the conservation of threatened species. Many natural places are also significant to Indigenous communities for cultural reasons.

Conservation of heritage places involves identifying them, surveying their values, classifying and managing them. These functions are shared between all levels of government and their statutory authorities, with assistance from academic and professional bodies, individuals and community conservation organisations such as the National Trusts and conservation councils in each State.

The Commonwealth Government works in partnership with the community and with State and Territory Governments. It also undertakes heritage activities on its own account where the implications of these actions go beyond State or local boundaries. Examples of this include the nomination of sites for World Heritage listing, the protection of Aboriginal heritage, and advice about proposals which might affect places entered in the Register of the National Estate — Australia's national Heritage list.

National Estate

The term 'the National Estate' was coined by William Clough Ellis, a British architect in the 1940s. It was introduced into Australia when the Federal Government set up a Commission of Inquiry into the National Estate, headed by Hon. Mr Justice R.M. Hope. The inquiry aimed to 'preserve and enhance the quality of the National Estate'. Following the recommendations of this inquiry, the Australian Heritage Commission Act was passed in 1975 with the support of all political parties.

'The National Estate' is defined in the legislation as:

> ' ... those places, being components of the natural environment of Australia, or the cultural environment of Australia, that have aesthetic, historic, scientific or social significance or other special value for future generations as well as for the present community.'

Both publicly and privately owned places form part of the National Estate. It encompasses places which are important to local communities, as well as those which are of regional or State significance. The National Estate also includes places which have national or international significance. Broad stretches of coastline, desert, forest and national parks, as well as isolated geological monuments and small areas which might provide habitats for endangered plant or animal species, are part of the National Estate. It can cover whole villages and suburbs, streetscapes, single mansions, cattlemen's huts, railway yards and other reminders of Australia's industrial heritage. Places of Aboriginal or Torres Strait Islander significance such as rock engravings, galleries of rock art, fish traps, carved trees, meeting places, ceremonial sites, and reminders of early European settlement such as mission stations are also part of Australia's National Estate.

The Australian Heritage Commission has a statutory obligation to identify the National Estate and has established the Register of the National Estate to place on public record Aboriginal, Historic and Natural places to ensure that they are appropriately managed and conserved.

Places are sometimes lost to the National Estate because of natural events such as flooding and bushfires. Some are also lost through redevelopment or neglect. There are no legal constraints on the way State and local governments, other organisations or private citizens, manage places in the Register. The Commonwealth Government is the only body whose actions are legally constrained as a result of entering a place in the Register.

During 1995–96, the number of places in the Register of the National Estate increased by a net 372 to 11,403. This compared with a net increase of 258 in 1994–95. Details by State and type, and comparisons between 1994–95 and 1995–96, are shown in table 11.1.

11.1 NUMBER AND TYPE OF PLACES ON THE REGISTER OF THE NATIONAL ESTATE

	Aboriginal places		Historic places		Natural places		**Total**	
State/Territory	1994–95	1995–96	1994–95	1995–96	1994–95	1995–96	1994–95	1995–96
New South Wales	208	213	2 671	2 844	408	417	3 287	3 474
Victoria	101	103	2 166	2 193	200	200	2 467	2 496
Queensland	144	144	632	705	255	261	1 031	1 110
Western Australia	74	74	846	879	223	229	1 143	1 182
South Australia	143	143	735	745	360	361	1 238	1 249
Tasmania	64	63	1 144	1 153	226	227	1 434	1 443
Northern Territory	86	86	102	105	52	52	240	243
Australian Capital Territory(a)	10	10	122	137	28	28	160	175
External Territories	—	—	15	15	16	16	31	31
Total	**830**	**836**	**8 433**	**8 776**	**1 768**	**1 791**	**11 031**	**11 403**

(a) Includes Jervis Bay.

Source: Australian Heritage Commission.

More comprehensive statistics on the types of places on the National Estate can be found in the annual reports of the Australian Heritage Commission.

Natural environment

The natural environment includes conservation areas and areas used for outdoor recreation (except sport) such as national and State parks or reserves, other natural areas on the National Estate or equivalent State or Territory government registers, tourist caves, and picnic and recreation (not sporting) grounds. Management of the natural environment ensures the preservation of local flora and fauna, controls and excludes the development of the area for fishing, forestry, mining or agriculture and, where appropriate, facilitates access by the general public.

National parks

National parks are established by both Commonwealth and State/Territory legislatures. There is no coordinating legislation, although all governments participate in national forums and cooperate in joint programs, such as the National Reserves System, to achieve a common purpose. The *National Parks and Wildlife Conservation Act 1975* is Commonwealth enabling legislation which provides for the establishment of parks and reserves on land owned or leased by the Commonwealth, in Commonwealth waters and on Aboriginal land leased to the Commonwealth.

Use of national parks

Table 11.2 gives the numbers and profile of the people visiting national parks in Australia. These findings are derived from a household survey conducted over four quarters in 1995–96, and show that a total of 3.48 million people (or 26.7% of the Australian population aged 18 and over) went to a national park in the three month period preceding conduct of the survey. Of these 1.79 million were males and 1.68 million were females.

11.2 VISITORS TO NATIONAL PARKS — 1995–96

Attendees	'000
Sex	
Male	1 790
Female	1 680
Total attendees	**3 480**
Age	
18–24 years	450
25–34 years	950
35–44 years	940
45–54 years	590
55–64 years	330
65 years and over	220
Birthplace	
Australian born	2610
Overseas born	870
Employment status	
Employed full-time	1870
Employed part-time	660
Unemployed	160
Not in labour force	780

Source: Population Survey Monitor, 1995–96.

Museums and art museums

Museums are defined by the International Council of Museums as institutions, generally housed in one or more buildings, primarily engaged in the collection, acquisition, conservation and exhibition of the material evidence of people, their culture and environment, for the purpose of education and enjoyment by the general public and/or specialists. Conceptually, museums include art museums and historical theme parks, such as Sovereign Hill, but exclude commercial art galleries as they are regarded as retail outlets. However, in the discussion below and in tables 11.3 and 11.4, museums and art museums have been treated as separate entities, and there is no double counting between them.

While there is no centralised system of administration for Australian museums and art museums, there is a central professional organisation called Museums Australia, based in Melbourne. This organisation is associated with the International Council of Museums. In addition to providing professional advice for its members, Museums Australia provides information about member institutions, including collections and policies. During 1996, the National Museum of Australia commenced development of a national Internet access program called AMIS. When completed, AMIS will offer access to information of cultural, historic and scientific heritage items in every museum in the country.

In many cases, State museums and art museums were established many years before their national counterparts. As a result, a number of notable national collections are housed in museums operated by or through State governments, rather than being housed in the national institutions. The main national museums and art museums are the National Museum of Australia, the Australian National Maritime Museum, the Australian War Memorial museum, the National Science and Technology Centre (Questacon), the National Gallery of Australia, and the National Portrait Gallery at Old Parliament House in Canberra (operated by the National library). The last major national survey of museums was conducted in 1993. The results provided an estimate of over 1,700 museums and art museums operating in Australia at that time.

Museum and art museum attendance

A survey of attendance at cultural venues was conducted by the ABS in March, 1995. It revealed that 3.9 million people, or 27.8% of the Australian population aged 15 and over, had visited a museum at least once in the previous 12 months. Of these, 3.1 million (or 22.3% of the Australian population aged 15 and over) had visited an art museum.

In 1995 Museums Australia conducted a survey of 283 larger museums with paid staff, which found that the total operating expenditure of these institutions was $351m, and total income $341.9m (table 11.4).

11.3 ATTENDANCE AT MUSEUMS AND ART MUSEUMS — 1995

	Museums '000	Art museums '000
Sex		
Male	1 866.9	1 317 5
Female	2 038 6	1 816 6
Total	**3 905.6**	**3 134.1**
Age		
15–24 years	766 8	628 1
25–34 years	828 7	597.5
35–44 years	938 7	643.3
45–54 years	645 6	590.5
55–64 years	383 6	349.5
65 years and over	342 2	325.2
Birthplace		
Australian born	2 950.6	2 351 4
Overseas born	955 0	782.8
Employment status		
Employed	2 604.4	2 059 8
Unemployed	223.8	167.5
Not in labour force	1 077.4	906 9

Source: Attendance at Selected Cultural Venues, March 1995 (4114.0).

11.4 INCOME AND EXPENDITURE FOR MUSEUMS AND ART MUSEUMS — 1994–95

	Units	Museums	Art museums	**Total**
Number	no.	175	108	**283**
Income	$m	237.5	104.4	**341.9**
Operating expenditure	$m	234.7	116.3	**351.0**
Capital expenditure	$m	33.7	23.8	**57.5**

Source: Museums Australia Inc., Museums 1995 Survey.

Botanical gardens, zoological and marine parks

Botanical gardens

Botanical gardens are scientific and cultural institutions established to collect, study, exchange and display plants for research and for the education and enjoyment of the public. Some botanical gardens augment the living botanical displays with arboreta (tree collections), and herbaria (scientific collections of dried preserved plant specimens used for the accurate classification and identification of plants and plant material and for taxonomic studies), and some botanical gardens (those in Adelaide, Melbourne and Sydney) use annexes to extend the range of cultivated plant displays.

An increasing number of smaller regional botanical gardens have been created in recent years — often under the auspices of local government.

There are significant botanical gardens in each capital city, with the Australian National Botanic Gardens occupying a 90 hectare site on the lower slopes of Black Mountain in Canberra and 80 hectares at Jervis Bay. It contains the national collection and one of Australia's most comprehensive displays of living native plants. Officially opened in 1970, in September 1991 it was proclaimed a reserve under the *National Parks and Wildlife Conservation Act 1975*, which provided legal protection for the collections. The Australian National Botanic Gardens maintains 85,000 plants, representing more than 6,000 taxa — constituting about one-third of the vascular plants recorded for Australia.

In July 1993, the Australian National Botanic Gardens was the first botanical gardens and herbarium to make its information on Australian plant species, etc. available through a World Wide Web server on the Internet. The Jervis Bay Botanical Gardens has been placed on the Interim List of the Register of the National Estate in recognition of its importance as a research and teaching-based botanical garden established to display and interpret Australian flora, especially those of the New South Wales South Coast.

The Council of Heads of Australian Botanic Gardens, which comprises the heads of the principal Commonwealth, State and Territory botanical gardens, meets annually to discuss significant issues of gardens management.

The other national consultative body in this field is the Council of Heads of Australian Herbaria, which comprises the heads of the major Australian herbaria, with observers representing smaller and regional herbaria. It meets annually to discuss collections management and curation, and significant issues of botanical activity in Australia.

Attendance at botanical gardens

The Survey of Attendance at Selected Cultural Venues showed that over 5.4 million people (or 38.5% of the Australian population aged 15 and over) attended a botanical garden at least once in the 12 months ended 31 March 1995.

11.5 ATTENDANCE AT BOTANICAL GARDENS, Persons Aged 15 and Over — 1995

Attendees	'000
Sex	
Male	2 459
Female	2 951
Total	**5 411**
Age	
15–24 years	1 123
25–34 years	1 167
35–44 years	1 125
45–54 years	861
55–64 years	539
65 years and over	596
Birthplace	
Australian born	3 868
Overseas born	1 542
Employment status	
Employed	3 453
Unemployed	316
Not in labour force	1 642

Source: Attendance at Selected Cultural Venues, March 1995 (4114.0).

Zoological and marine parks

Zoological parks and marine parks (i.e. animal, fauna, bird life, reptile parks; aquaria; aviaries; butterfly houses; dolphinariums) are primarily engaged in the breeding, preservation, study and display of native and/or exotic fauna in captivity, enclosures or natural environments, so as to be accessible to the general public on payment of an entrance fee. The term *marine parks* does not include declared 'marine parks' such as the Great Barrier Marine Park, which have been created for conservation purposes only, and are treated for statistical purposes as part of the natural environment.

Melbourne was the location of the first zoo in Australia, Melbourne Zoo being founded in 1857. There are now zoos and wildlife sanctuaries all over Australia. As well as the four traditional zoos in Sydney, Melbourne, Adelaide and Perth, there are numerous wildlife parks and sanctuaries, some associated with urban zoos and others privately owned. Some of the better known zoological parks and sanctuaries are Healesville Sanctuary (60 km from Melbourne), the Western Plains Zoo (Dubbo), Werribee Zoological Park (Melbourne suburbs), The Territory Wildlife Park (Darwin), Monarto Zoological Park (70 km from Adelaide) and Lone Pine Koala Sanctuary (Brisbane). The best known marine park in Australia is Seaworld at Surfers Paradise, Queensland.

The Australasian Regional Association of Zoological Parks and Aquaria (ARAZPA) was formally established in 1990 at Auckland Zoo, New Zealand, and was incorporated in Australia in 1991. The Australian regional office is located in New South Wales. ARAZPA is administered by a Board of Management with committees addressing the region's species management program, ethics, budget and policy review, and animal husbandry. While the association has an increasing number of individual members, there are currently 42 full institutional members, which are zoological parks and aquaria. A key purpose of the association is to encourage the development of zoos and aquaria as conservation and education resources, and to promote zoological parks and aquaria as cultural institutions of high standing.

The 1995 Survey of Attendance at Cultural Venues shows that over 4.9 million people (or 35.3% of the Australian population aged 15 and over) visited an animal or marine park during the 12 months ended March 1995 (table 11.6). Of these, 3.1 million (or 22.2% of the Australian population aged 15 and over) visited a zoo at least once during the year.

11.6 ATTENDANCE AT ANIMAL AND MARINE PARKS, Persons Aged 15 and Over — 1995

Attendees	'000
Sex	
Male	2 269.6
Female	2 696.3
Total	**4 966.0**
Age	
15–24 years	1 113.4
25–34 years	1 311.5
35–44 years	1 132.1
45–54 years	673.7
55–64 years	402.1
65 years and over	333.0
Birthplace	
Australian born	3 631.5
Overseas born	1 334.4
Employment status	
Employed	3 315.3
Unemployed	297.2
Not in labour force	1 353.5

Source: Attendance at Selected Cultural Venues, March 1995 (4114.0).

Libraries and archives

Libraries

The National Culture-Leisure Industry Statistical Framework divides libraries into five types: the National and State Libraries, Public Libraries, Special Libraries, Libraries in Higher Education Establishments and School Libraries. For further details, see *Year Book Australia, 1996*.

Australia's library roots may be traced back to 1788 when the first fleet arrived at Botany Bay, bringing with it Australia's first literature (such as treatises and manuals of surgeons, navigators and surveyors, bibles and prayer books) and the notion of the library.

By 1821 Sydney had a Biblical Library. In 1826 the Australian Subscription Library and Reading Room was opened. In 1869 this was bought by the colonial government and became the first Free Public Library of Sydney. It has since evolved into the State Library of New South Wales. Mechanic Institute Libraries were widespread during the 1830s, existing in Sydney, Melbourne, Brisbane, Perth, Adelaide and Hobart. Australia's first Special Library, the Sydney Law Library, opened in 1842. Australia's Parliamentary Libraries were established between the 1840s and 1870s and enjoyed prestigious status. At this time university libraries in Australia were quite insignificant. Soon after the gold rushes in the 1850s free Municipal Libraries appeared, mostly in country areas. However, in the colonial capitals, another type of free Public Library was developing. These libraries were wholly funded from public funds, and exist today as the State Libraries in each capital city.

The mid 1930s are deemed to mark the turning point in Australian library development. The first piece of modern library legislation in Australia was passed in 1939, and postwar development saw an expansion of University and Special Libraries, together with a shift towards a national policy for libraries, coordination and cooperation between libraries. The late 60s and 70s heralded library automation projects, including online information delivery.

In 1960 the National Library of Australia Act gave the statutory title of National Library to the Commonwealth National Library. Today the National Library of Australia provides national leadership and coordination in this field. It is responsible for developing and maintaining the collection of printed material published in Australia, acquired under the provisions of the *Copyright Act 1968* and, as the national bibliographic centre, compiles and publishes the Australian National Bibliography.

The Library is also the Australian National Centre for the International Serials Data System, which assigns International Standard Serial Numbers (ISSN) to Australian serials, and is the Australian Agency for International Standard Book Numbers (ISBN).

The strategic direction envisaged by the National Library of Australia is a shift from collecting, storing and providing access to its collection at one site to making information in its various forms available to Australian libraries and individual researchers wherever they are located.

The National Document and Information Service project (NDIS), a cooperative venture with New Zealand, supports this vision. NDIS will be a key element in the Library's provision of technology-based information services, providing a gateway to recorded knowledge held in libraries and databases in Australia, New Zealand and other parts of the world. In preparation for wider electronic access to its collections, the National Library is planning for extensive digitisation of its Australian collections. In addition, it has established a presence on the Internet, and provides multimedia educational kiosks and an Internet Cafe for use by the public. It is also currently developing its first multimedia publications. *Images 1* is the National Library's new gallery of images available on the Internet. The service provides online access to 13,500 pictures.

First established in 1937 as the Australian Institute of Librarians, the Australian Library and Information Association (ALIA) is a major national organisation devoted to promoting quality library and information services and professionalism of library and information personnel. The Association's national headquarters are in Canberra, with a Branch in each State and Territory.

Established in 1988, the Australian Council of Libraries and Information Services (ACLIS) is the national, cross-sectorial libraries body which deals exclusively with the needs of institutions and supports research and development relating to Australian libraries. Its National Council is located in Canberra, with committees in each State and Territory. ACLIS was involved in the

development of the first national Library Industry Competency Standards during 1994–95, and is currently playing a major role in reforming the Copyright Act to enable libraries and information services to operate effectively in the emerging digital environment.

National libraries' bookstock

The Public Lending Right is a scheme established by the Commonwealth Government to compensate eligible creators and publishers for the loss of royalties on sales of books they may incur when copies of their books are available in public libraries. As part of the operation of this Scheme, surveys of bookstocks of national, State and Territory and public libraries are conducted. Results of surveys for 1988–89 to 1994–95 are shown in table 11.7.

11.7 NATIONAL, STATE AND PUBLIC LIBRARY BOOKSTOCK

Year	Bookstock million
1988–89	26.8
1989–90	27.4
1990–91	27.9
1991–92	28.4
1992–93	29.1
1993–94	29.1
1994–95	29.5

Source: Public Lending Right Committee, Annual Report 1994–95.

Library attendance

The 1995 Survey of Attendance at Selected Cultural Venues provides data for persons aged 15 and over who attended a national, State or local library at least once over the 12 month survey period. Table 11. 8 shows that more than 5.4 million persons (or 38.4% of the Australian population aged 15 and over) attended one of these libraries at least once during the 12 months ended March 1995.

In June 1993, the Cultural Ministers Council established a national Libraries Working Group to advise on how Governments might best assist the State and public libraries in meeting the library, information and cultural needs of Australians.

The first national 'market research' based survey of its kind in Australia was conducted between October 1994 and January cultural infrastructure

11.8 ATTENDANCE AT LIBRARIES(a) – 1995

	'000
Sex	
Male	2 231.2
Female	3 171.9
Total	**5 403.1**
Age	
15–24 years	1 219.2
25–34 years	1 044.9
35–44 years	1 216.7
45–54 years	806.8
55–64 years	469.5
65 years and over	646.0
Birthplace	
Australian born	3 982.8
Overseas born	1 420.3
Employment status	
Employed	3 167.8
Unemployed	378.7
Not in labour force	1 856.6
Total visits	**79 020.0**

(a) National, State or local library only.

Source: Attendance at Selected Cultural Venues, March 1995 (4114.0).

of the nation — up to 1995. Among other things, the survey found that the library is "a heavily used component of the 69% usage levels within a five year period and around 50% usage by all age groups, socio-economic and demographic categories. It also established that the library is a multifunctional and recurrent resource for education, training, business research, personal interest and recreation". In terms of patterns and range of use, it was noted that the high usage of the library for formal and informal educational purposes portrays the library as functioning as an additional arm of the national education system. It was also found that, among users, 68% are stable users or 'loyal clients'. In terms of how people position the library in practical and attitudinal terms, it was found that a majority of both non-users (54%) and users (90%) would automatically use the library if they wanted to find something out.

Reading habits and book buying

A household survey conducted in February 1995 revealed that 87.9% of males and 82.4% of females aged 18 years and over had read a newspaper in the week prior to the survey, and 46.8% of males and 57.8% of females aged 18 years and over had read a book in the week prior to the survey.

11.9 READING HABITS, Persons Aged 18 and Over — 1995

Literature read	Age (years) 18–24 %	25–34 %	35–44 %	45–54 %	55–64 %	65 and over %	Total %	Total '000
MALES								
Books	50.9	54.2	44.7	40.9	42.7	44.7	46 8	2 943
Magazines	72.3	73.7	68 1	52.7	52.5	45.9	62 3	3 922
Newspapers	85.5	88.4	88 1	87.4	94.8	84.4	87 9	5 531
Journals	*9.1	29.7	27 6	28.8	25.7	20.3	24.2	1 525
Other	*3.6	7.1	7 3	*6.8	*8.1	*2.7	6.1	381
None	*2.4	*0.2	*2.8	*6 3	*1.0	*8.0	3 3	209
FEMALES								
Books	57.2	61.9	61.1	55 1	55.5	53.2	57 8	3 770
Magazines	80.4	78.4	76 0	75 7	73.2	65.9	75 1	4 898
Newspapers	79.9	84.1	83 4	85.8	81.1	78.4	82 4	5 370
Journals	*8.9	16.6	17.4	21 9	18.5	8.9	15 5	1 007
Other	*6.1	*3.3	*5.4	*4 3	*2.8	*0.7	3 8	248
None	*1.8	*2.0	*0 7	*3 7	*3.1	*4.5	2 5	163

Source: Population Survey Monitor, February 1995 (4104.0).

The ABS Household Expenditure Survey provides extensive data on spending on the arts and on arts-related goods and services. A comparison of the total annual expenditure on books by all Australian households in 1988–89 and 1993–94 shows an increase of $358m, with $705m spent on books in 1988–89 and $1,063m in 1993–94. Table 11.10 shows the annual averages of spending on books per person in 1993–94, by State and Territory.

11.10 ANNUAL AVERAGES OF SPENDING ON BOOKS PER PERSON — 1993–94

	Amount spent $
Australian Capital Territory	96
Northern Territory(a)	70
Queensland	65
Victoria	65
New South Wales	57
South Australia	56
Western Australia	56
Tasmania	54
Australian average	**61**

(a) Darwin and environs and Alice Springs only.

Source: Household Expenditure Survey, Australia: Detailed Expenditure Items 1993–94 (6535.0).

Book publishing

In 1994, data were collected from 186 organisations in Australia predominantly engaged in book publishing and which engaged staff Table 11.11 shows that these organisations generated $1,156.7m in turnover, of which $841.7m was from sales of books. Of total book sales, $487.7m were attributed to Australian titles.

Archives

Archives are institutions whose primary function is the permanent preservation of unique records, selected because of their administrative, financial, legal or other information value. These records are generally no longer required for the conduct of current activities by government agencies, non-government organisations or private individuals. While much archival work is an adjunct to other activity, there is a growing number of archival bodies, funded by governments and private sources, employing specialist staff to serve the legal, administrative and research needs of individuals and organisations.

Australian Archives is the Commonwealth organisation, established by the *Archives Act 1983*, responsible for the broad management of the range of Commonwealth records. The National Office of the Archives is in Canberra and there are offices in all States and the Northern Territory. It administers the legislative framework for Commonwealth records management (including arrangements for the disposal of records), identifies and documents records, provides appropriate custody and preservation arrangements (including archival storage) and makes records available under the

11.11 BOOK PUBLISHERS, Australia – 1994

	Unit	Total businesses
Organisations	No	186
Sale of books	$m	841.7
Sales of other products	$m	260.0
Total turnover	$m	1 156.7
Average turnover per business	$m	6.2
Wages and salaries paid	$m	212.8
Royalties and fees paid	$m	63.4
Total costs	$m	1 001.2
Average costs per business	$m	5.4
Sales of Australian titles	$m	487.7
Royalties and fees paid per Australian book sales	%	13
Operating profit before tax	$m	162.1
Profit margin	%	14

Source: Book Publishers, Australia, 1994 (1363.0).

law. Records covered by the Act occur in all formats, from files and index cards through architectural models and photographs, films and video tapes to optical disks, computer databases, tapes and disks.

Some State and Territory archives have been established as separate authorities (New South Wales, Victoria, South Australia, Tasmania and the Northern Territory). Others still operate broadly under State Library control.

In addition, archives have been established by some churches, business corporations, universities and city councils. The Australian War Memorial collects private material concerning Australians at war and is also custodian of certain official Commonwealth records relating to war or warlike operations. The National Film and Sound Archive collects cultural material relevant to the film and sound media. Other corporate and private records continue to be collected by some State archives offices, libraries and universities.

Many of the bodies in the archives or records field are members of the Australian Council of Archives which provides a means of promoting cooperation on issues of common concern.

The Australian Archives has established a presence on the Internet, the World Wide Web site 'Archives of Australia', which enables all other archives in Australia to place information about themselves and their holdings on the Internet.

Music and performing arts

The first inhabitants of Australia used music and dance for ceremony rather than entertainment. Throughout the country, the music of Aboriginal people was song. As far as can be ascertained, there was no traditional Aboriginal music for instruments alone, although song is almost invariably accompanied by a kind of percussive sound, usually made by some kind of wood struck together by the singers themselves. The great majority of Aboriginal songs also function as dance music. The Aboriginal people never performed to an audience in a European sense.

The first European concert music heard in Australia was probably played by a Royal Marine band at the assembly on 7 February 1788, when the commission was read out appointing Captain Arthur Phillip as Governor and Commander-in-Chief of the British colony of New South Wales.

Theatrical performance began in Australia on 4 June 1789, when Governor Phillip and a party of officers went to a convict hut to see George Farquar's play *The Recruiting Officer* performed by a party of convicts, but it was not until 9 June 1796 that the first opera was performed in a theatre — *The Poor Soldier*.

Today, Australia stands beside other nations with its own unique cosmopolitan culture. It contains elements of an indigenous past, European migration from settlement through to the present day, and more recently interaction with and migration from Australia's Asian and Pacific neighbours. Involvement in music and

the performing arts has been a significant influence in the development of this culture.

Music covers all areas of the industry: composition; live performances ranging from the latest pop styles to classical instrumental, vocal and orchestral forms, recording and publishing; studio and concert performances; and the marketing of sheet music.

The performing arts concentrate on opera and musical comedy, theatre in its various forms and the various styles of dance, but also include artists working as acrobats, clowns, magicians, comedians, revue artists, poetry readers, and other performing artists.

Important national organisations

Three important national organisations in the music and performing arts area are the Australian Ballet, the Australian Opera and Musica Viva. There is no national symphony orchestra by name, although there have been six symphony orchestras run by the Australian Broadcasting Corporation and located in the States. The *Creative Nation* policy launched in late 1994 indicated that the Sydney Symphony Orchestra would become the flagship symphony orchestra and have its own separate organisation although no change of name was indicated.

The Australian Ballet was established in 1961 as the nation's classical ballet company. The company usually performs in most Australian capital cities every year and tours overseas occasionally. The Australian Ballet has an international reputation as one of the top ballet companies in the world. Table 11.12 shows the number of performances given by the Australian Ballet, and its employment by category, over the years 1990 to 1995.

11.12 THE AUSTRALIAN BALLET

	1990	1991	1992	1993	1994	1995
	PERFORMANCES					
Theatres in Australia						
New South Wales	84	82	80	79	82	81
Victoria	61	62	60	61	60	61
Queensland	10	12	—	9	11	11
South Australia	7	10	10	9	10	7
Western Australia	—	—	9	—	—	6
Australian Capital Territory	—	6	—	10	—	6
Other venues in Australia						
Open air	1	—	—	1	1	1
ABC-TV simulcasts	2	—	—	1	1	2
Overseas	22	—	27	18	14	—
Total performances	**187**	**172**	**186**	**188**	**179**	**175**
	EMPLOYMENT					
Dancers	60	60	64	65	65	65
Staff						
Artistic	7	8	8	8	9	9
Music	5	4	4	4	5	5
Production and theatre	27	29	30	27	29	24
Marketing and publicity	11	11	13	15	19	23
Administration and finance	21	20	21	21	20	20
Total employment	**131**	**132**	**140**	**140**	**147**	**146**

Source: Australian Ballet Foundation, Annual Reports.

The Australian Opera is the largest performing arts organisation in Australia. Its revenue is $37m, with more than $21m earned at the box office and $9m received in government grants. In 1995 it presented 236 performances to total audiences in excess of 308,000 (table 11.13).

11.13 THE AUSTRALIAN OPERA(a)

	Unit	1992	1993	1994	1995
Salaries and wages paid	$m	17.9	19.1	20.1	21.4
Performances	no.	213	233	233	235
Attendances	no.	285 376	286 376	302 852	308 561
Box office, donations and other income	$m	22.7	24.2	25.7	28.0
Government grants	$m	8.2	9.0	8.5	8.9

(a) Excludes operations of the Australian Opera and Ballet Orchestra, which became a subsidiary in 1993.
Source: The Australian Opera.

Musica Viva is Australia's national chamber music entrepreneur. A non-profit company founded in 1945 with headquarters in Sydney, Musica Viva has a Board with members drawn from all over Australia, a State committee structure and branch offices in capital cities.

During 1995, it presented concerts to just under 380,000 patrons in Australia and an additional 52,000 overseas (table 11.14).

11.14 MUSICA VIVA AUDIENCES(a)

	1992	1993	1994	1995
New South Wales	231 793	245 191	256 715	265 194
Victoria	29 301	39 941	40 220	41 150
Queensland	5 991	9 824	8 681	8 385
South Australia	8 246	8 755	9 853	10 035
Western Australia	23 322	37 693	38 203	32 931
Tasmania	8 784	9 720	9 586	11 567
Australian Capital Territory	8 815	11 421	10 266	10 478
Australia	316 252	362 545	373 524	379 740
Overseas	93 850	27 300	71 380	52 000
Total	**410 102**	**389 845**	**444 904**	**431 740**

(a) Includes audiences at regional touring concerts, education concerts, subscription concerts and special events.
Source: Musica Viva.

ABC Concerts, one of the operations areas of the Australian Broadcasting Corporation, manages a network of six State symphony orchestras, making it the largest orchestral organisation in the world. The diverse activities of the orchestras reach into Australian life in many ways: through live concert presentations in major venues, free open-air performances, regional touring, opera and ballet support, compact disc and audio cassette recordings, and broadcasts on national radio and television. During 1994–95, ABC Symphony Orchestras gave a total of 652 concerts of all types (paid, schools and free) to a total audience of 987,433, an average attendance of 1,514 per performance.

Attendance at performances

Attendance at music performances is a significant aspect of the cultural life of Australians. Table 11.16 shows attendance at popular and classical music concerts in the 12 months to March 1995. Popular music performances were the best attended, with 3.8 million people (or 26.9% of the Australian population aged 15 and over) attending at least one popular music concert, while 1.1 million (or 7.7% of the Australian population aged 15 and over) attended at least one classical music concert.

11.15 ABC SYMPHONY ORCHESTRAS, Performances and Total Attendances

	1993–94		1994–95	
	Number of concerts no.	Total attendances no.	Number of concerts no.	Total attendances no.
Type of performance				
Paid orchestral concerts	485	589 214	515	682 771
School concerts	169	87 554	106	78 944
Free concerts	22	260 556	31	225 718
Total	**676**	**937 324**	**652**	**987 433**

Source: Australian Broadcasting Commission, Annual Report 1993–94; Australian Broadcasting Corporation, Annual Report 1994–95.

11.16 ATTENDANCE AT MUSIC PERFORMANCES — 1995

Attendees	Popular music concert '000	Classical music concert '000
Sex		
Male	1 861.1	437.4
Female	1 929.7	643.8
Total	**3 790.7**	**1 081.3**
Age		
15–24 years	1 215.8	163.8
25–34 years	969.7	180.6
35–44 years	732.1	219.1
45–54 years	496.8	230.7
55–64 years	216.7	140.6
65 years and over	160.6	146.8
Birthplace		
Australian born	2 939.8	757.4
Overseas born	851.0	323.7
Employment status		
Employed	2 768.1	717.4
Unemployed	247.1	46.1
Not in labour force	775.6	317.8

Source: Attendance at Selected Cultural Venues, March 1995 (4114.0).

The popularity of musicals is reflected in attendance numbers at the performing arts. Table 11.17 shows that over 2.7 million people (or 19.3% of the Australian population aged 15 and over) attended at least one performance of musical theatre. Least attended were dance performances; 1.4 million (or 10% of the Australian population aged 15 and over) attended at least one dance performance in the previous 12 months.

Film and video

Film and video production

Australia has a well developed audiovisual production industry which is composed, for the most part, of small specialised companies. They produce programs ranging from feature films to sports coverage, documentaries and television commercials. A relatively small number of companies engage exclusively in film and television drama production. The majority specialise in the production of commissioned programs such as commercials and corporate communications.

11.17 ATTENDANCE AT THE PERFORMING ARTS — 1995

Attendees	Dance performance '000	Theatre: Musical '000	Theatre: Other '000	Other performing arts '000
Sex				
Male	515.4	1 021 0	906.3	1 209 7
Female	892.0	1 701.1	1 430 0	1 424.6
Total	**1 407.5**	**2 722.1**	**2 336.3**	**2 634.4**
Age				
15–24 years	310.3	531 2	547.2	669 0
25–34 years	278 4	501 0	506 8	706 5
35–44 years	318 9	530 1	479 5	589 6
45–54 years	253 7	544.0	400 7	349.0
55–64 years	121 4	302.7	216 4	168.5
65 years and over	124 8	313.1	185 8	151.8
Birthplace				
Australian born	1 029.5	2 092 2	1 775 5	2 074 1
Overseas born	377 9	629 9	560 8	560 3
Employment status				
Employed	956.2	1 853 1	1 631.9	1 872.0
Unemployed	84.3	102.0	122 2	150 4
Not in labour force	366.9	767.0	582.2	612.0

Source: Attendance at Selected Cultural Venues, Australia, March 1995 (4114.0).

The major market for Australian audiovisual producers is the domestic television broadcast industry. Export markets are important mainly for feature films and television dramas, some high-budget documentaries and some commercials.

Private and public television stations produce a large volume of programming — including drama and situation comedy, news and current affairs, light entertainment, 'infotainment' and sketch comedy, sports coverage, and children's programs — at an estimated cost in excess of $838m.

The film and video production industry comprises businesses mainly engaged in the production of motion pictures on film or video tape for theatre or television projection. Services such as casting, film editing and titling are also included.

Table 11.18 shows the findings of a survey of the film and video production industry conducted by the ABS in respect of 1993–94. At the end of June 1994, there were 1,179 businesses in the film and video production industry. These businesses employed a total of 5,998 persons and generated $467.7m from the sales of goods and services, and a further $121.2m from the sale of rights for completed works. The industry had a total income of $607.7m and expenses of $705.8m, resulting in an operating loss of $98.1m. An amount of $463.0m was spent on the production of films and videos. This consisted of $184.2m on productions made for television, $143.4m on productions other than for television (including $87.3m on feature films), and $135.4m on production of commercials and advertisements. During 1993–94, the industry completed or was working on 4,420 productions (the majority of which (3,733) related to corporate/marketing/training videos), and 29 feature films were in production or were completed.

11.18 FILM AND VIDEO PRODUCTION INDUSTRY, SUMMARY OF OPERATIONS — 1993–94

	Unit	
Businesses at end June	no.	1 179
Total employment at end June	no.	5 998
Sales of goods and services	$m	467.7
All other income	$m	140.1
Total expenses	$m	705.9
Operating profit before tax	**$m**	**-98.1**

Source: Film and Video Production and Distribution, 1993–94 (8679.0).

The Commonwealth Government provides assistance and encouragement, through measures such as the investment program of the Australian Film Finance Corporation and the Australian content regulations of the Australian Broadcasting Authority, to enable the production of high cost dramas and documentaries. Table 11.19 shows the number and value of Australian titles produced from 1990–91 to 1994–95.

11.19 AUSTRALIAN FILM INDUSTRY, Number and Value of Australian Titles(a)

	1990–91		1991–92		1992–93		1993–94		1994–95	
Type of film	No.	Value $m	No.	Value $m	No.	Value $m	No.	Value $m	No.	Value $m
Features	26	133	34	135	24	91	31	210	20	113
Mini-series	15	65	6	26	14	79	4	33	12	69
Series and serials	16	101	26	69	14	69	16	100	17	98
Telemovies	3	2	5	6	10	26	14	24	22	54
Total	**60**	**301**	**71**	**237**	**62**	**266**	**65**	**367**	**71**	**334**

(a) Includes co-productions, foreign titles shot in Australia and Australian titles shot overseas.

Source: Australian Film Commission.

The year 1995 marked one hundred years of film production in Australia. To celebrate this event, Film Australia Limited contributed a four-part documentary series entitled *The Celluloid Heroes.* In addition, the National Library and the Australian Council of Film Societies prepared eight silent film packages, each of which focuses on a particular aspect of silent cinema and contains a feature on 16mm film.

Another major event for 1995 was the passing in the Federal Parliament of the Classification (Publications, Film and Computer Games) Act (the 'Classification Act') This legislation signals a new regime with emphasis on classification rather than censorship A new National Code has also been devised and is a schedule attachment to the legislation. This Code represents the consensus of the Commonwealth, State and Territory Governments regarding the different categories for films, videos, computer games and publications.

Film and video distribution

The film and video distribution industry comprises businesses mainly engaged in leasing or wholesaling motion pictures on film or video tape to organisations for exhibition or sale. Agents mainly engaged in leasing and wholesaling films and videos to organisations are also included.

Table 11.20 shows that, at 30 June 1994, there were 69 businesses in the industry, employing 981 people. These businesses generated $571.1m from the sales of goods and services, and had an operating profit before tax of $39.6m.

During 1993–94, 4,678 Australian titles were distributed worldwide, of which 4,346 were distributed in Australia.

11.20 FILM AND VIDEO DISTRIBUTION INDUSTRY, SUMMARY OF OPERATIONS — 1993–94

	Unit	
Businesses at end June	no	69
Total employment	no	981
Sales of goods and services	$m	571.1
All other income	$m	69.6
Total expenses	$m	601.1
Operating profit before tax	**$m**	**39.6**

Source: Film and Video Production and Distribution, Australia, 1993–94 (8679.0).

Motion picture exhibition

The motion picture exhibition industry comprises businesses mainly engaged in screening motion pictures on film or video tape. It also includes businesses mainly engaged in drive-in theatre operation, cinema operation and film or video festival operation.

Some of the findings of a survey on the motion picture exhibition industry, conducted by the ABS in respect of the 1993–94 financial year, are shown in table 11.21. At the end of June 1994, there were 224 businesses in the industry, employing 5,729 people.

The motion picture exhibition industry had an operating profit before tax of $75 2m for 1993–94, which represented a relatively high operating profit margin of 12%, compared with the average 8.9% achieved by all industries in the Australian economy for that year.

At the end of June 1994, there were 329 cinema sites and 41 drive-in sites in Australia. For 1993—94 the total number of paid admissions for cinemas and drive-ins was 61.6 million.

11.21 MOTION PICTURE EXHIBITION INDUSTRY, SUMMARY OF OPERATIONS — 1993–94

	Unit	
Number of businesses	no.	224
Employment	no.	5 729
Number of paid admissions		
Cinemas	'000	60 047
Drive-ins	'000	1 557
Total expenses	$m	560.1
Gross income	$m	635.3
Operating profit before tax	**$m**	**75.2**

Source: Motion Picture Exhibition, Australia, 1993–94, (8654.0).

Cinema attendance

The March 1995 Survey of Attendance at Selected Cultural Venues provided the first ABS figures for cinema attendances in Australia for persons aged 15 years and over. Over 8.7 million persons (or 62.1% of the Australian population aged 15 and over) attended a hardtop cinema, drive in or other public screening of a film at least once in the 12 months ending 31 March 1995.

11.22 ATTENDANCE AT CINEMAS, Persons Aged 15 and Over — 1995

Attendees	'000
Sex	
Male	4 075
Female	4 658
Total	**8 734**
Age	
15–24 years	2 351
25–34 years	2 051
35–44 years	1 829
45–54 years	1 255
55–64 years	627
65 years and over	620
Birthplace	
Australian born	6 720
Overseas born	2 014
Employment status	
Employed	5 954
Unemployed	522
Not in labour force	2 258

Source: Attendance at Selected Cultural Venues, March 1995 (4114.0).

Video hiring and watching

The Retail and Services Census for 1991–92 collected data on all shopfront locations classified as video hire outlets. There were 3,181 video hire outlets operating, employing 13,032 persons, mostly on a part-time basis. They achieved a turnover of $608m.

11.23 VIDEO HIRE OUTLETS — 1991–92

	Unit	
Locations	no.	3 181
Locations per 100 000 head of population	no.	18
Persons employed at 30 June 1992		
Males	no.	5 298
Females	no.	7 734
Total	no.	13 032
Wages and salaries paid	$m	89
Turnover	$m	608

Source: Australia's Culture No. 5: Video Hire, Cultural Ministers Council, Statistical Advisory Group.

In a survey in February 1994, the ABS asked some questions about video watching. Just under 60% of households with children viewed a video in the two weeks prior to the survey, while 39.5% of adults reported that they had viewed a video in that period. The survey also found that almost 5.1 million households (79.3% of all households in Australia) had a video recorder and that just under 58% had hired at least one video in the previous month.

Multimedia

Multimedia is rapidly emerging as a significant new creative medium. Multimedia presents on a computer some combination of media forms such as voice, music, video, photographs, animation and text, usually for the purposes of education, marketing, training or entertainment. A few years ago, different equipment or products were required to experience each of these methods of presentation, but recent advances in computer technology have enabled them all to be available in one package on a desktop computer. Therefore another simple definition of multimedia is a 'combination of previously separate media'. Multimedia is a subset of the broader 'new media' which has been defined as any and all of the following:

- enrichment of traditional means of communicating information (e.g. digital audio broadcasting, high definition TV, digital audio and video production or post-production);
- combination of previously separate media (e.g. multimedia, digital video conferencing, CD-ROM); or
- creation of entirely new media (e.g. hypertext, hypermedia, virtual reality).

Developments in the latter category of new media have made on-line services such as the Internet increasingly easy for people to use.

The terms 'multimedia' and 'new media' are often used interchangeably. The most important feature of multimedia is its potential for 'interactivity', the ability of the user to respond to what is presented and control what is presented next.

Until a few years ago, most computer software was aimed primarily at business and education markets. However the household market has grown rapidly in recent years. In February 1996, 30% (1,960,000) of households in Australia frequently used a computer at home, up from 23% two years earlier. Computer use was more prevalent in households comprising a married couple with children (45% of such households) than in other households. Of the households with a computer, 41% (811,000) were equipped with a CD-ROM drive, up from 12.5% in

February 1994, and 23% had a modem or external link compared to 17% two years earlier. Since 1993 most new computers sold in Australia have been equipped with CD-ROM drives, increasing the market for multimedia products on CD-ROMs

The storage capacity of CD-ROMs and market penetration of CD-ROM drives have made them the leading platform for multimedia products (or 'titles'). Of the multimedia titles described in the Australian Film Commission's *Australian Multimedia Catalogue 1996*, 82% are for this platform. On-line multimedia services are hampered by the capacities of public communications networks. However the rollout of optical fibre cable by telecommunications companies, increasing publicity about information available on the Internet, declining costs of access, and the potential for modems to be packaged with new personal computers, will all contribute to an expanding market for on-line services.

In October 1994, the Commonwealth Government released its cultural policy statement *Creative Nation*, which introduced a series of initiatives designed to ensure that Australia was in the forefront of this emerging world business. Initiatives included funding for the establishment of the Australian Multimedia Enterprise to encourage investment in Australian multimedia products and services, and Cooperative Multimedia Centres to provide access to training, expertise and facilities. funding for the *Australia on CD* program; funding for the Australian Film Commission, the Australian Film, TV and Radio School and the Australian Children's TV Foundation to extend their multimedia projects; and sponsorship of industry forums. All of these programs have continued since the election of the Coalition to government

The *Australia on CD* program is administered by the Department of Communications and the Arts. The aim of the program is to showcase a wide range of Australian cultural endeavour, artistic performance and heritage achievements while also encouraging the development of the Australian multimedia industry. The 10 CD-ROMs will be distributed free to all Australian schools, public libraries, Austrade offices and overseas missions. A wide range of Australian cultural institutions have been involved in the creation of the CD-ROMs, including the National Museum of Australia, National Gallery of Australia, National Institute of Dramatic Art, Australian Opera, Australian Ballet, National Library of Australia, Powerhouse Museum, Australian War Memorial and the Aboriginal and Torres Strait Islander Commission.

Some cultural institutions such as museums have begun to enhance exhibits by using multimedia in displays on computers known as 'information kiosks', often incorporating 'touch-screen technology', where the viewers can determine what they view by touching the screen rather than using a keyboard or mouse.

Administrators of museums, art museums, libraries and historic sites have also begun to make use of the Internet to introduce their collections to people who may not otherwise have visited these institutions. Through the Internet, Australians may now see the latest displays at the Smithsonian Institute in the United States and paintings in the Louvre and view contemporary art from all over the world. The arts community, particularly in the visual arts, has been quick to embrace the Internet to display work and share news and ideas with artists around the world.

Radio and television broadcasting

Radio and television broadcasting falls within the jurisdiction of the Commonwealth Minister for Communications and the Arts. Commonwealth bodies which are involved include Telstra, the Australian Broadcasting Corporation (ABC), the Special Broadcasting Service (SBS), the Australian Broadcasting Authority (ABA), the Department of Communications and the Arts, the Australian Telecommunications Authority (AUSTEL), and the Spectrum Management Agency (SMA).

Basically, the Australian broadcasting system comprises the following types of services

- National radio and television services broadcasting programs produced by the Australian Broadcasting Corporation and the Special Broadcasting Service;
- commercial radio and television services operated by companies under licence;
- subscription television services;
- public radio services operated by incorporated associations under licence on a non-profit basis, and

- Parliamentary radio service to State capitals, Canberra and Newcastle.

National Transmission Agency (NTA)

The NTA, which is a part of the Department of Communications and the Arts, is responsible for the design, construction, operation and maintenance of a complex network of transmission facilities used primarily for the transmission of the programs of the ABC and SBS throughout Australia. In regional and remote areas, commercial licensees make extensive use of the NTA's transmission facilities to deliver their services, as do radiocommunications operators.

During 1995–96 the NTA increased the signal coverage of the network by adding 50 transmitters, resulting in an additional 2.7 million people gaining access to various national radio and television services. The number of transmitters accommodated at NTA sites but owned by commercial, community and self-help operators rose from 475 to 503.

Australian Broadcasting Corporation (ABC)

The ABC is an independent statutory corporation established by the *Australian Broadcasting Commission Act 1983*. The Act requires the ABC to:

- provide within Australia innovative and comprehensive radio and television services of a high order;
- provide programs that contribute to a sense of national identity, inform and entertain, and reflect the cultural diversity of the Australian community;
- provide radio and television programs of an educational nature;
- promote Australia's musical, dramatic and other performing arts; and
- transmit to other countries radio and television programs of news, current affairs, entertainment and cultural enrichment that encourage awareness of Australia and international understanding of Australian attitudes on world affairs.

At 30 June 1996, the ABC provided:

- six distinctly targeted radio networks across Australia on over 6000 transmitters which include Metropolitan Radio stations in nine cities, Regional Radio with 39 regional stations and 11 smaller studios, Radio National, ABC-FM, and the Triple-J youth radio network;
- a national television service carried on about 600 transmitters;
- Radio Australia, an international radio service broadcast by shortwave and satellite in English and eight other languages to the Asia-Pacific regions and worldwide;
- Australia Television, an international satellite television service broadcasting to over 30 countries and territories in Asia and the Pacific;
- a 24 hour news and parliamentary broadcast radio service to all capital cities except Darwin, and to Newcastle;
- an international network of press offices; and
- six State Symphony Orchestras employing about 490 musicians and providing about 650 performances to almost one million people (see table 11.15 and supporting text).

The ABC also operates a network of retailing outlets (24 shops and 119 ABC centres) known as ABC Enterprises. Operations include the production of books, classical and contemporary recordings, audio cassettes, videos, multimedia and licensed products, and music and magazine publishing.

During 1995–96, the ABC established multimedia as a new output form for the Corporation. ABC Online, the Corporation's Internet publishing service, was launched in August. The ABC is also engaged in several projects as part of the *Australia on CD* program.

Special Broadcasting Service (SBS)

The SBS was established by the Commonwealth Government on 1 January 1978. Its principal function is to provide multilingual radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.

SBS television broadcasts to all State capital cities and to a number of regional centres. It now services areas containing in excess of 15.8 million people and delivers programs in over 60 languages.

SBS Radio became the world's first national multilingual radio service on 26 January 1994 with the commencement of services to Adelaide, Perth, Darwin and Brisbane. At 30 June 1995, SBS Radio was available in all capital cities except Canberra and Hobart, and the regional centres of Wollongong and Newcastle. During 1996 new transmitters in Canberra and Hobart were completed so that SBS National Radio now covers all State and Territory capital cities.

The Corporation is exploring the opportunities provided by new communications technologies. A new unit, Multimedia and New Developments, has been set up to examine service delivery through media such as the Internet, CD-ROM and Pay TV as well as the multiple avenues which digital technology opens up for radio and television

Delivery of SBS radio and television programs continues to be via the Optus satellite system, except for Sydney TV and radio and Melbourne radio services. SBS currently uses analogue technology for its satellite program distribution, but it is now in the second year of a three year plan to provide $1m per year for digital technology These funds were primarily allocated to upgrading television facilities although some funds were directed to research into digital radio.

Radio and television operations

Australian Broadcasting Authority (ABA)

The Authority, established in October 1992 under the *Broadcasting Services Act 1992*, is the broadcasting regulator for radio and television in Australia. As well as planning the availability of segments of the broadcasting services bands (VHF/UHF television, FM and AM radio), the Authority has the power to allocate, renew, suspend and cancel licences and collect any fees payable for those licences.

The Authority is also empowered to conduct research into community attitudes on programming matters, develop program standards relating to broadcasting in Australia, assist broadcasting service providers (licensees) develop codes of practice, monitor compliance with licence conditions and investigate complaints about services.

The authority monitors the suitability of licensees to ensure compliance with ownership and control provisions of the Act. In addition, the Authority is required to inform itself and the Minister about functions and trends in broadcasting technology.

Commercial television broadcasting services licences are subject to five year terms, compulsory standards on Australian content and children's television and a condition that the licensee be a suitable person. Ownership and control limitations also apply. Under these conditions, no person may be in a position to control more than one television licence in a market or control licences with a combined audience reach of more than 75% of the Australian population. Foreign control of television licences is also restricted. Commercial licences may be transferred at will, subject only to notification requirements under the ownership and control rules. Commercial radio broadcasting licences are subject to less restrictive ownership provisions.

Community radio and television are not subject to ownership limitations, and subscription radio broadcasting services and all categories of narrowcasting services are also not subject to ownership limits or suitability requirements.

The Authority issued 38 new commercial radio licences during 1995–96. It issued 453 non-satellite pay TV licences.

The demand for new categories of radio services resulted in the Authority issuing 440 low power open narrowcasting licences during the period. Also issued were 398 open narrowcasting licences for temporary transmissions by aspirant community broadcasters, making a total of 1,119 issues since October 1992.

The Broadcasting Services Act requires apparatus licences to be issued for all national television and radio broadcasting services. During 1995–96, the Authority issued 1,002 national (ABC and SBS) radio and television apparatus licences

Sixty licences (36 commercial radio, five commercial television and 19 community radio) were renewed in 1995–96.

Radio and television services — summary of operations

Table 11.24 provides a summary of the operations of radio and television services for 1993–94. At 30 June 1994, there were 314 organisations in the radio and television services industry. Total employment in the

industry was 19,375 persons, with 12,211 (63%) employed in the television services industry and 7,164 (37%) in the radio services industry. Total sales of goods and services were valued at $2,699.2m, with television services generating $2,174.5m (81%) and radio services accruing $524.7m (19%). In addition, there was a further $776.7m of income received by the industry which mainly related to government funding for government-owned broadcasters.

The radio and television services industry recorded an operating profit before tax of $394.6m for the year ended 30 June 1994. The television services industry recorded an operating profit before tax of $376.9m, while the radio industry recorded a smaller profit of $17.7m. Private broadcasters recorded a profit of $396.1m during the year, which represented an operating profit margin of 15%.

11.24 RADIO AND TELEVISION SERVICES, SUMMARY OF OPERATIONS — 1993–94

	Unit	Radio services	Television services	Total
No. of organisations	no.	268	46	314
Total employment	no.	7 164	12 211	19 375
Sale of goods	$m	524.7	2 174.5	2 699.2
All other income	$m	274.9	501.8	776.7
Total expenses	$m	781.9	2 299.4	3 081.3
Operating profit before tax	**$m**	**17.7**	**376.9**	**394.6**

Source: Radio and Television Services, Australia, 1993–94, (8680.0).

Radio and television — listening and viewing habits

The 1992 Time Use Survey provides an insight into how Australians spend their time listening to the radio and watching television. While people spend on average more than one and half hours a day listening to radio, during almost all of that time they are doing a more important (main) activity, whereas for nearly 60% of the time people watch television it is their main activity.

11.25 AVERAGE TIME SPENT LISTENING TO RADIO AND WATCHING TELEVISION STATIONS — 1992

Activity	As a main activity Minutes per day	As part of all activities Minutes per day
Radio stations	4	101
Television stations	103	172

Source: Time Use Survey, Australia, 1992 (4153.0) unpublished data.

Training in the arts

Training in the arts in Australia covers a broad range of resources. Formal training is available through courses in Technical and Further Education institutions, universities and private institutions. A number of on-the-job training programs are also available in the arts and many organisations offer in-house training programs for their staff. The last decade has seen the development of multi-disciplinary tertiary arts training institutions in some States.

CREATE Australia is the national peak advisory body on vocational education and training for the sports and recreation, arts, media, entertainment, and heritage industries. It is one of a number of Industry Training Advisory Bodies supported by industry and government. CREATE Australia's primary purpose is to promote and enhance the quality and effectiveness of vocational training and education by providing a forum through which industry can express its vocational education and training needs. CREATE Australia's industry coverage encompasses the design, film, television and radio, music, performing arts, visual arts and crafts, museums, libraries, community arts, sports, recreation and publishing industries.

A number of national specialised education institutions have been established to provide training in cultural fields. For example, the Australian Film, Television and Radio School is the national training centre for the film and broadcasting industries. The National Institute of Dramatic Art (NIDA) is the national training school for people who wish to enter the profession of theatre, film or television as actors, directors, designers, stage managers, theatre crafts technicians, production managers or teachers of voice and movement. The Australian Ballet School provides full-time training to the highest standard for young Australian dancers

seeking a career in the classical dance profession.

A significant development has been the establishment of the Australian National Academy of Music in 1995. This Academy, a joint venture between the Commonwealth and Victorian Governments and organised as a subsidiary company of the University of Melbourne, aims to be a centre of excellence for young musicians of outstanding talent. The Academy offers master classes and short term programs which bring the most distinguished national and international performers and music educators into contact with up to 40 students at any one time.

Festivals

The Commonwealth Department of Communications and the Arts uses the following definition for festivals:

'A festival is a celebratory event organised within a community usually occurring at regular intervals and which involves cultural activities of special importance.'

Festival organisations are set up to organise specific indoor or outdoor cultural festivals, exhibitions or events. Festivals may embrace a number of different art forms (e.g. the Adelaide Festival of Arts, the Festival of Perth), or be limited to a specific art form (e.g. the Tamworth Country and Western Music Festival).

The last 10 years or so have seen the establishment of several new, important arts festivals in Australia. Music festivals constitute the largest group of festivals in Australia, almost half of them devoted to jazz. On average, arts festivals attract 20–25% of their audience from outside their local communities. Volunteers play a major role in the organisation and operation of festivals. Even for those festivals with paid staff, the average number of staff employed is quite small.

Festivals Australia is a Commonwealth Government cultural grant program which provides assistance to regional and community Australian festivals for the presentation of quality cultural activities. It is administered as a complementary program to Playing Australia within the Commonwealth Department of Communications and the Arts. Recommendations are made to the Minister for the Arts on applications for assistance under Festivals Australia.

Table 11.26 reflects the findings of a survey of festivals conducted in 1995 by the Australia Council, and shows that the total government grant backing small and large arts festivals in Australia amounted to $13.3m. Box office and subscription sales for larger arts festivals amounted to $16.6m, while sponsorships and donations amounted to $10.7m. Income totalled $46.9m for larger arts festivals and $7.6m for smaller arts festivals. The Australia Council defined large festivals as those with expenditure of $300,000 and above. Using this measure, 31 arts festivals were included in the 'larger' group.

11.26 OPERATING INCOME AND EXPENDITURE OF ARTS FESTIVALS — 1995

	Larger arts festivals $m	Smaller arts festivals $m
Government funding	11.5	1.8
All other income	35.4	5.8
Total income	46.9	7.6
Salaries and fees	17.0	3.0
All other expenditure	28.9	4.6
Total expenditure	45.9	7.6

Source: Australia Council, Festival Survey 1995.

Fifty years of arts councils in Australia

The arts council movement began in Australia in 1943 with the establishment in New South Wales of the Council for Education through Music and Arts by Dorothy Helmrich. In 1946 the organisation was reconstituted as the Arts Council of Australia.

Today the Council is a national network of arts councils supporting the development of arts and cultural activities in rural communities. Thousands of volunteer members of local arts councils in each State are an integral part of the arts council movement.

The original aim of the movement was 'to bring art, in all its forms, to the people, to encourage them not only to cultivate an appreciation ... but also to express themselves in some or other of the arts and crafts'. Participation in the arts remains a principal aim of the arts councils today.

Employment and participation in cultural activities

This section contains a selection of ABS statistical data ranging over the whole spectrum of cultural industries and activities. More comprehensive data can be found in the publications listed in the Bibliography.

Employment in cultural occupations

According to the 1991 Census of Population and Housing, the number of people working in a cultural occupation as their main job was 119,513. The number of persons whose main job was in a cultural occupation group increased by 12% from the figure recorded in the 1986 Population Census — a 6.6% increase for males compared with a 24.1% increase for females. Authors and related professionals were the occupation group where the largest increase was recorded (49.5%). Two occupation groups recorded falls over the period 1986 to 1991. Architects and landscape architects recorded a fall of 4% despite a 26.9% increase in the number of females; the number of persons recorded in the Performing arts support workers group fell by 9.8% (males fell by 9.8% and females by 3.5%).

11.27 NUMBER OF PERSONS IN SELECTED CULTURAL OCCUPATIONS

	1986			1991		
Occupation group	Males	Females	Total	Males	Females	Total
Architects and landscape architects	8 456	968	9 424	7 786	1 228	9 014
Painters, sculptors and related professionals	1 262	854	2 116	1 528	1 379	2 907
Photographers	4 164	1 052	5 216	3 937	1 308	5 245
Designers and illustrators	6 923	6 483	13 406	9 194	8 099	17 293
Journalists	6 166	3 740	9 906	5 974	4 343	10 317
Authors and related professionals	970	936	1 906	1 395	1 454	2 849
Film, television and stage directors	2 444	823	3 267	2 782	1 018	3 800
Dancers and choreographers	216	463	679	270	553	823
Musicians, composers and related professionals	4 648	1 492	6 140	5 169	1 820	6 989
Actors and related professionals	1 295	830	2 125	1 312	939	2 251
Announcers	1 616	404	2 020	1 739	430	2 169
Performing arts support workers	4 898	1 486	6 384	4 325	1 434	5 759
Craftworkers	1 839	1 853	3 692	2 454	2 347	4 801
Total	**44 897**	**21 384**	**66 281**	**47 865**	**26 352**	**74 217**

Source: Census 1986 and 1991.

Involvement in culture/leisure activities

In March 1993 an ABS survey collected information about the involvement of persons aged 15 and over in selected culture and leisure activities during the previous 12 months. Work in selected culture and leisure activities was defined to include both paid and unpaid involvement, but excluded involvement solely for the respondent's own use or that of their family.

During the 12 months ended March 1993, 1.6 million people (11.8% of the Australian population aged 15 and over) were involved in selected culture and leisure activities. Of these persons, 34.7% received some payment (table 11.28).

11.28 PERSONS INVOLVED IN CULTURE AND LEISURE ACTIVITIES, 12 Months to March 1993

	Paid involvement only '000	Unpaid involvement only '000	Paid and unpaid involvement '000	Total persons involved '000	Persons with no involvement '000	Total persons '000	Participation rate %
			MALES				
NSW	38.5	130.5	35.5	204.5	2 081.9	2 286.4	8.9
Vic.	37.9	109.0	33.6	180.5	1 533.1	1 713.6	10.5
Qld	28.6	77.8	26.2	132.6	1 043.3	1 175.9	11.3
SA	11.2	42.1	14.1	67.4	502.9	570.3	11.8
WA	9.2	43.8	15.2	68.2	583.4	651.5	10.5
Tas.	4.2	11.2	4.4	19.7	155.1	174.8	11.3
NT	1.4	4.2	1.5	7.0	51.2	58.3	12.1
ACT	6.3	13.4	5.2	24.9	87.7	112.6	22.1
Aust.	**137.2**	**431.9**	**135.7**	**704.8**	**6 038.6**	**6 743.4**	**10.5**
			FEMALES				
NSW	40.9	184.3	38.7	263.8	2 068.4	2 332.2	11.3
Vic.	37.7	153.1	38.3	229.1	1 529.8	1 758.9	13.0
Qld	25.5	117.3	26.0	168.8	1 013.4	1 182.2	14.3
SA	11.0	59.0	12.6	82.6	500.1	582.7	14.2
WA	13.0	59.2	16.2	88.4	559.7	648.1	13.6
Tas.	3.2	16.9	4.4	24.5	154.9	179.4	13.7
NT	2.2	5.1	2.5	9.8	45.4	55.2	17.8
ACT	6.0	18.6	4.1	28.8	86.7	115.4	24.9
Aust.	**139.5**	**613.6**	**142.8**	**895.9**	**5 958.3**	**6 854.2**	**13.1**
			PERSONS				
NSW	79.3	314.7	74.2	468.3	4 150.3	4 618.6	10.1
Vic.	75.6	262.1	71.9	409.6	3 062.9	3 472.4	11.8
Qld	54.1	195.1	52.2	301.4	2 056.8	2 358.2	12.8
SA	22.2	101.1	26.7	150.0	1 003.0	1 153.0	13.0
WA	22.1	103.0	31.4	156.6	1 143.1	1 299.6	12.0
Tas.	7.4	28.0	8.8	44.3	310.0	354.3	12.5
NT	3.6	9.4	4.0	16.9	96.6	113.5	14.9
ACT	12.3	32.0	9.3	53.7	174.3	228.0	23.5
Aust.	**276.7**	**1 045.5**	**278.5**	**1 600.7**	**11 996.9**	**13 597.6**	**11.8**

Source: Work In Selected Culture/Leisure Activities, Australia, March 1993 (6281.0).

Many persons were involved in more than one type of activity. There were over 2.6 million involvements in selected culture and leisure activities, with the most popular activities being the teaching of cultural activities, writing/publishing, music, performing arts and organising fetes/festivals. Most of these involvements were of a short-term and part-time nature, involving 13 weeks or less duration and less than 10 hours a week.

Government funding for culture

Culture in Australia receives considerable financial support from the Commonwealth Government in the form of direct grants and through the provision of taxation benefits. This support is complemented by State, Territory and local governments.

The total outlays for cultural funding of the Commonwealth and State/Territory Governments for 1993–94 was $2,256m, with the largest funding category being for radio and television broadcasting ($780m) from the Commonwealth. Table 11.29 shows the government outlays on culture for 1993–94.

State Government funding goes predominantly to national parks and wildlife services ($383.7m in 1993–94). According to the latest figures available (table 11.30) local government funding goes predominantly to libraries and archives ($271.8m in 1992–93).

11.29 CULTURAL FUNDING BY COMMONWEALTH AND STATE/TERRITORY GOVERNMENTS — 1993–94

	Level of government		
	Commonwealth $m	States/Territories $m	Total $m
Public halls and civic centres	—	0.7	0.7
National parks and wildlife services	92.9	383.7	476.5
Zoological and botanical gardens	5.3	51.8	57.1
Libraries and archives	73.8	194.6	268.5
Literature and publishing	9.8	2.8	12.6
Museums	47.4	98.7	146.2
Art galleries	19.6	52.9	72.5
Visual arts/crafts and photography	14.1	9.1	23.2
Performing arts venues and arts centres	—	74.5	74.5
Music (excluding opera)	12.8	9.6	22.4
Other performing arts	32.8	36.1	68.8
Cultural heritage	30.5	31.9	62.4
Radio and television broadcasting	780.0	0.3	780.3
Film and video production	81.5	18.0	99.4
Administration of culture	22.6	20.5	43.1
Community cultural activities	29.0	9.7	38.6
Other culture n.e.c.	8.5	1.1	9.6
Total	**1 260.5**	**995.8**	**2 256.3**

Source: Cultural Funding in Australia 1993–94, Cultural Ministers Council.

11.30 CULTURAL FUNDING BY LOCAL GOVERNMENTS — 1992–93

	Level of funding $m
Public halls and civic centres	88.2
National parks and wildlife services	—
Zoological and botanical gardens	—
Libraries and archives	271.8
Literature and publishing	1.5
Museums	5.3
Art galleries	12.1
Visual arts/crafts and photography	2.3
Performing arts venues and arts centres	33.2
Music (excluding opera)	3.0
Other performing arts	6.4
Cultural heritage	25.1
Radio and television broadcasting	0.3
Film and video production	0.1
Administration of culture	5.6
Aboriginal and Torres Strait Islander cultural activities	0.3
Community cultural activities	2.6
Other culture n.e.c.	5.2
Total	**463.0**

Source: Cultural Funding in Australia 1992–93, Cultural Ministers Council.

Sport and recreation

Australia is internationally recognised as a nation interested in sport. At the elite level, Australian athletes are among the best in the world in a number of disciplines, and this reputation is reinforced through regular world-class performances on the international scene. Apart from the elite level, Australians in general have the health, opportunity and facilities available to participate in a wide range of sport and physical activities. This participation is encouraged in the formative school days, where physical education introduces students to sport and physical activity at an early age. At local level the club structure enables participants to enjoy both competitive sport and non-competitive active recreation.

The media plays a significant part in fostering interest in competitive and spectator sport, with significant time and space devoted to these fields by television, newspaper and radio. The business community also plays a significant part in fostering community support, through sponsorship.

Governments at all levels support the sport and recreation industry through the provision of facilities. The incentive for government support is the long established link between participation in physical activity and health. Active recreation is encouraged through the use of walking and cycling paths, national parks and reserves, swimming pools, beaches and similar facilities.

For many years after Federation the Commonwealth Government had little to do with the promotion of recreation activities and sporting development and participation, but

that has changed in more recent years with a much stronger focus on building of facilities and the training and development of athletes for international competition. At State and particularly at local government level, considerable funding is devoted to the provision of facilities for participation in recreational activities by the general public.

The Sport and Recreation Ministers Council (SRMC) provides the major mechanism for liaison between the Commonwealth Government and State/Territory Governments on matters concerned with sport and recreation in Australia. The Council is a forum for consultation and cooperation between the respective governments, its membership comprising ministers with prime responsibility for sport and recreation.

The Australian Sports Commission is responsible for planning and coordinating delivery of the Commonwealth Government's sports program. The Commission's mission is 'To enrich the lives of all Australians through sport' and its dual objectives are 'increased participation in sport and sports activities by Australians' and 'excellence in sports performance by Australians'.

The Australian Institute of Sport (AIS) conducts the Sports Commission's elite sports development programs, including assistance to elite athletes, coaching and travel support.

AIS scholarship programs exist for 21 sports and for athletes with disabilities. Current scholarship sports include baseball, basketball, canoeing, cricket, cycling, diving, golf, gymnastics, hockey, netball, rowing, rugby union, soccer, softball, squash, swimming, tennis, track and field, volleyball, water polo and wrestling. While many programs are at the AIS headquarters in Canberra, units have been established in Perth (hockey, women's volleyball), Brisbane (diving, squash), Adelaide (track cycling, cricket), Gold Coast (canoeing), Sydney (men's volleyball) and Melbourne (golf). Baseball, rugby union, softball, tennis, track and field, and women's water polo are decentralised. In June 1996 there were 585 AIS scholarship holders.

In addition to the scholarship program, the AIS administers the National Sports Program which offers the use of AIS facilities, resources and expertise for national sporting organisations' squads or teams.

In addition to its focus on elite sport through the AIS, the Sports Commission is responsible for the development and administration of participation programs for all age groups, including coaches, volunteers and officials. It also operates the National Sport Information Centre, which is Australia's premier information resource centre for sport.

Government funding for recreation and sport

The total current outlays of the three levels of government (Commonwealth, State and local) on recreation in 1994–95 was $1,661m compared with $1,579m in 1993–94 and $1,447m in 1992–93.

The Commonwealth Government provided $87m in 1995–96 for the Australian Sports Commission's program and administration. This figure included $20m under the Olympic Athlete Program, which is designed to prepare Australia's athletes for the Sydney Olympic and Paralympic Games. During 1996 funding was provided to 114 organisations, with 16 national sporting organisations receiving over $1m.

Sport, recreation and gambling industries

At the end of June 1995, there were 15,435 businesses in the sport, recreation and gambling industries according to preliminary results of a 1994–95 survey conducted by the ABS. These businesses employed nearly a quarter of a million people and generated income of over $30b.

The survey covered employing businesses in a variety of industries associated with sport, recreation and gambling activities. The industries covered, and key aggregates from each industry, are shown in table 11.31.

There were 5,090 businesses in the sports industries. These businesses employed 62,371 persons and generated $2,678.7m in income.

There were 2,041 businesses in the gambling industries. These businesses employed 32,086 persons and received $15,539.2m in income, the major source of income (97%) being the takings and commissions from gambling. Total expenses for the gambling industry were $14,234.9m, 70% of that amount being gambling prize monies and payouts.

There were 7,632 businesses in the hospitality clubs and the pubs, taverns and bars industries. These businesses employed 134,743 persons and received total income of $11,176.4m.

Of the 111,285 gaming/poker machines used, 76% were in the hospitality clubs industry.

Other recreation services, including amusement parks or arcades, side shows, circuses and agricultural shows, accounted for another 672 businesses. These businesses employed 10,761 persons and a further 2,768 volunteers.

11.31 KEY AGGREGATES BY SPORT, RECREATION AND GAMBLING INDUSTRIES — 1994–95

Industry	Number of businesses no.	Total employment no.	Total income $m
Horse and dog racing	906	15 149	844.1
Sports grounds and facilities n.e.c.	1 566	21 663	813.2
Sports and services to sports n.e.c.	2 618	25 559	1 021.4
Lotteries	178	2 042	4 204.5
Casinos	14	15 837	1 650.5
Gambling services n.e.c.	1 849	14 207	9 686.3
Pubs, taverns and bars	4 345	71 728	6 418.2
Clubs (hospitality)	3 287	63 015	4 758.3
Other recreation services	672	10 761	665.9
Total	**15 435**	**239 961**	**30 062.4**

Source: Sport, Recreation and Gambling, Australia, 1994–95, Preliminary (8692.0).

Involvement in sport

In March 1993, an ABS survey collected information about the involvement of persons aged 15 and over in sport during the previous 12 months. Involvement in sport was defined to include both paid and unpaid participation in playing and non-playing capacities. Spectator involvement in sport was excluded.

The survey found that one third of the Australian population aged 15 years and over were involved in sport, as players (3.1 million), non-players (0.5 million) or both players and non-players (0.9 million). More men than women were involved as players and as non-players.

Overall, 35% of males played sport compared to 23% of females, and at all ages a greater proportion of males than females played sport. The higher the age group the lower was the percentage player participation (table 11.32).

For those involved in sport solely as non-players, the 35 to 44 years age group had the highest participation rate (8% for males, 9% for females). Their most common activities were as administrators or committee members.

11.32 PERSONS INVOLVED IN SPORT — March 1993

	Males		Females	
Age group (years)	All players(a) %	Non-players %	All players(a) %	Non-players %
15–24	55.5	1.3	39.4	1.9
25–34	42.5	3.1	28.1	4.2
35–44	32.3	8.1	20.7	9.1
45–54	25.0	6.8	14.8	4.6
55–64	21.1	3.5	14.5	1.1
65+	20.3	1.1	12.2	0.4
Total	**35.3**	**4.1**	**23.1**	**3.8**

(a) All players includes those players who have some non-playing involvement.

Source: Involvement in Sport, Australia, March 1993 (6285.0).

Only 259,300 persons received some payment for their involvement, less than 5% of the total number involved in sport (5.9 million) (table 11.33). Coaching, instructing or teaching sport was the activity for which most persons were paid (97,800 people), while about 57,000 were paid for active sports participation.

11.33 PAID AND UNPAID INVOLVEMENTS IN SPORT — March 1993(a)

Type of involvement	Involvements Paid '000	Unpaid '000	Total '000	Participation rate %
Playing involvements	57.0	3 906.5	3 963.6	29 1
Non-playing involvements				
Coach/instructor/teacher	97.8	433.7	531.5	3 9
Referee/umpire	63.1	362.8	425.8	3 1
Administrator/committee member	26.0	604.9	630.9	4 6
Other involvements	15.4	378.9	394.3	2.9
Total non-playing involvements	202.3	1 780.3	1 982.5	
Total involvements	**259.3**	**5 686.8**	**5 946.1**	..

(a) Persons with several types of involvement were counted against each type of involvement.

Source: Involvement in Sport, Australia, March 1993 (6285 0)

Participation in sport and recreation

Participation in organised and social sporting activities is measured by a quarterly household survey, the Population Survey Monitor. This is the first national survey undertaken by the ABS to measure participation in individual sports, and frequency of participation. The survey showed that in 1995–96 nearly one third of all people aged 18 and over participated in sport or physical activity which was organised by a club or association. The results of this survey were released in a publication entitled *Sport and Recreation Participation, Australia* (4177.0).

Sports attendance

A survey of sports attendance conducted by the ABS in March 1995 obtained data about the number of people who attended a sporting event as a spectator at least once in the previous 12 months. The survey excluded those under 15 years of age and attendance at junior and school sport.

The survey found that 6.2 million people, or 44.3% of the population aged 15 or more, went to a sporting event at least once during the year. Males were the predominant spectators, 51.5% (3.6 million) compared to 37.4% (2.7 million) of females.

Australian rules football attracted the most people across Australia to attend at least one game in the 12 month period. Almost two million (1,874,200) people saw at least one game, while of these people nearly 30% (553,300) saw 10 games or more.

Horse racing (1.7 million), rugby league (1.5 million) and cricket (1.2 million) follow Australian rules as the sports most attended at least once.

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