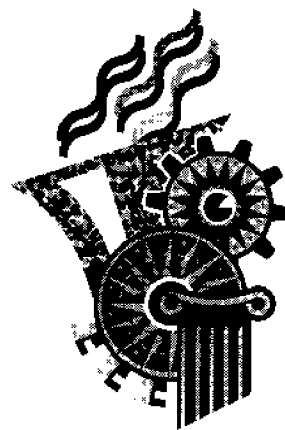


Cultural Trends in Australia

NO. 1:

A STATISTICAL
OVERVIEW



ABS Catalogue No. 4172.0

Cultural Trends in Australia

NO. 1 : A STATISTICAL OVERVIEW

IAN CASTLES
Australian Statistician

Joint publication of the
Department of Communications and the Arts
and the
Australian Bureau of Statistics

May 1994

Catalogue No. 4172.0

© Commonwealth of Australia 1994

CONTENTS

	<i>Page</i>
INTRODUCTION	1
EMPLOYMENT IN CULTURE	2
Work in cultural activities	2
The Census of Population and Housing	7
GOVERNMENT OUTLAYS ON CULTURE	10
All outlays by purpose	10
Outlays on culture	11
Cultural facilities and services	12
Broadcasting and film production	14
OUTPUT OF CULTURAL INDUSTRIES	15
Input-output 1989-90	15
Household expenditure	17
Other data sources	19
MUSIC AND PERFORMING ARTS ORGANISATIONS	24
Number and type of organisations	24
Performances and attendances	24
Revenue and expenditure	25
Employment	26
The Australian Ballet	27
The Australian Opera	27
Musica Viva	28
CULTURAL IMPORTS AND EXPORTS	29
Merchandise trade	29
Trade in services	33
Royalties	33
CHARACTERISTICS OF THE MARKET FOR CULTURAL GOODS AND SERVICES	34
Average expenditure by all households	34
Income	35
Sex	36
Occupation	37
Age and family composition	37
Birthplace	39
TIME SPENT ON CULTURAL ACTIVITIES	40
Main activity	40
All activities	42

	<i>Page</i>
ATTENDANCE AT CULTURAL VENUES	44
Attendance survey	44
Major venues	45
Libraries and archives	46
Art galleries	48
Museums	48
Music concerts	50
Music theatre, theatre and dance performances	51
Festivals	52
Cinemas	52
CULTURAL ACTIVITIES MAINLY UNDERTAKEN AT HOME	54
Book reading	55
Participation in arts and crafts	56
ATTITUDES TO CULTURE AND THE ARTS	57
Concepts of the arts	57
Who benefits from the arts	58
Value of the arts	59
CULTURAL TOURISM	60
Domestic tourism	60
International tourism	62
CULTURAL AND NATIONAL HERITAGE	66
Historic environment	67
Aboriginal environment	68
Natural environment	69
APPENDIX 1	71
APPENDIX 2	77
GLOSSARY OF SELECTED SURVEYS, COLLECTIONS AND INFORMATION SOURCES	80
GENERAL INFORMATION	86
DATA SOURCES AND REFERENCES	87
INDEX	89

INQUIRIES

- * *for more information about statistics in this publication and the availability of related unpublished statistics, contact Roger Matheson on Adelaide (08) 237 7449 or any ABS State Office.*
- * *for more information about other ABS statistics and services please contact Information Services on Canberra (06) 252 6627, (06) 252 5402, or any ABS State Office.*
- * *for information about the Cultural Industry Development Program, contact Paul McInnes on Canberra (06) 275 4444.*

LIST OF TABLES

	<i>Page</i>
EMPLOYMENT IN CULTURE	
Involvements in selected cultural activities by type of activity	3
Persons employed in culture	7
Persons employed in cultural occupations, selected characteristics	9
GOVERNMENT OUTLAYS ON CULTURE	
Government outlays:	
On culture by purpose	10
On cultural facilities, services, broadcasting and film production	11
On cultural facilities and services	12
On libraries	13
On museums	13
On broadcasting and film production	14
OUTPUT OF CULTURAL INDUSTRIES	
Total supply and final demand of cultural goods and services	16
Final demand of selected electronic equipment	16
Output of cultural industries	17
Total household expenditure on cultural goods and services	17
Retail turnover for selected industries	19
Retail sales of selected items	20
Newspapers, numbers and circulation	20
Periodicals with a circulation in excess of 250,000	20
Turnover of selected industries	21
MUSIC AND PERFORMING ARTS ORGANISATIONS	
Number and type	24
Number of performances and attendances by type of organisation	25
Revenue and expenditure by type of organisation	26
Number of jobs by type of organisation	26
Performances given by the Australian Ballet	27
The Australian Opera, performances, attendances and sources of income	27
Musica Viva audiences	28
CULTURAL IMPORTS AND EXPORTS	
Summary of exports and imports relevant to the cultural industries	29
Exports and imports relevant to the cultural industries	30
Exports and imports of selected commodities by country	32
International trade in entertainment and cultural services	33
Royalties recorded in balance of payments related to culture	33
CHARACTERISTICS OF THE MARKET FOR CULTURAL GOODS AND SERVICES	
Average household expenditure on cultural goods and services	34
Proportion of household expenditure spent on selected items by male and female households	36
Household expenditure on cultural goods and services:	
By occupation of reference person	37
By selected household types	39

	<i>Page</i>
TIME SPENT ON CULTURAL ACTIVITIES	
Average time spent on main activities	40
Average time spent on all activities	43
ATTENDANCE AT CULTURAL VENUES	
Persons attending selected cultural venues/activities	44
Attendances at major music and performing arts venues	45
Number of venues surveyed	46
Library attendance by employment status	46
Australian Archives, holdings and inquiries	47
Persons attending art galleries by country of birth	48
Persons attending museums by family status	49
Popular and classical music participation rates	50
Estimated Australian cinema admissions	52
CULTURAL ACTIVITIES MAINLY UNDERTAKEN AT HOME	
Participation in activities at home by age	54
Origin of books currently being read	55
ATTITUDES TO CULTURE AND THE ARTS	
What is meant by the arts	57
Who benefits from the arts	58
Statements on the arts industry by selected demographic variables	59
CULTURAL TOURISM	
Total domestic trips by main destination	60
Type of day trips	60
Cultural and other activities by domestic tourists	61
Average number of activities undertaken by domestic tourists	62
International visitors:	
Entertainment activity by country of residence	63
Entertainment activity by reason for visit	64
Attendances at museums/galleries and live performances	64
Type of performance attended	65
CULTURAL AND NATIONAL HERITAGE	
The register of the national estate	67
Historic environment places in the register	68
Aboriginal and Torres Strait Islander places in the register	69
Number of natural places in the register	70
APPENDIX 1	
Involvements in culture and leisure activities by type of activity and State	71
Employed persons in selected occupations by selected industries	72
Users and non-users of cultural venues/activities by region	75

INTRODUCTION

This publication has evolved from a consultancy undertaken on behalf of the Australian Cultural Development Office of the Department of Communications and the Arts. The purpose of the consultancy was to produce a report that provided an overview of the cultural industries in Australia and to form a framework for more detailed analysis of the contribution they make to our economy and our way of life. The printing of this publication has been funded by the Australian Cultural Development Office under the Cultural Industry Development Program.

This publication draws on a wide range of information sources and while not intended to be exhaustive, it serves well as a reference to previous research completed on the industry. The publication uses a definition of cultural industries based on the National Culture–Leisure Industry Statistical Framework produced by the Cultural Ministers Council.

The document comprises twelve sections, each section focussing on a distinct area of interest although, due to obvious relationships between topics, there is some overlap. These topics are:

- Employment in culture
- Government outlays on culture
- Output of cultural industries
- Music and performing arts organisations
- Cultural imports and exports
- Characteristics of the market for cultural goods and services
- Time spent on cultural activities
- Attendance at cultural venues
- Cultural activities mainly undertaken at home
- Attitudes to culture and the arts
- Cultural tourism
- Cultural and national heritage

The information within these sections primarily refers to Australia, however some State comparison tables are included in Appendix I.

Most of the information presented was collected by the ABS, but data from surveys and research conducted by other organisations and individuals have also been used. Combining information in this way enables a broader examination of the subject but there are inherent problems in making detailed comparisons and analysis due mainly to differences in reference periods, definitional frameworks and methodology. For this reason, care is necessary when interpreting the information and drawing conclusions.

Governments, both State and Commonwealth, and the culture industries themselves require reliable quantitative information to ensure effective policy and planning decisions. Recognition of culture as a major economic and social contributor in its own right requires statistical confirmation. In spite of the limitations of the data currently available on the industry, the quality and availability of this information is improving and the National Culture/Leisure Statistics Unit of the ABS is working to ensure that this improvement continues. This publication provides an informative basis for further analysis as more detailed information becomes available.

EMPLOYMENT IN CULTURE

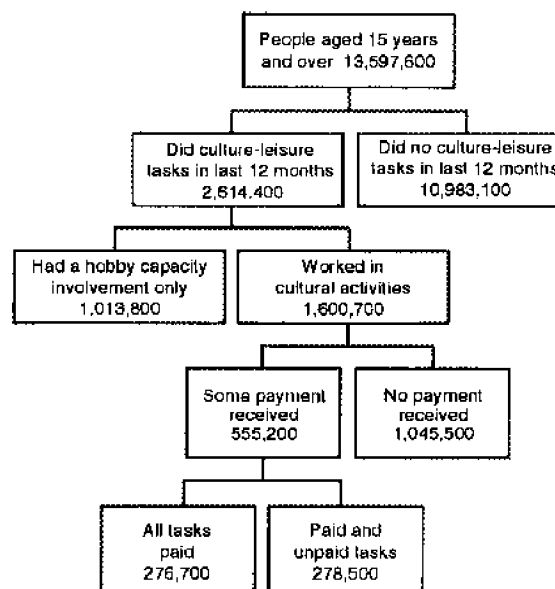
There are several data sources which provide information on employment which is culture-related. The main sources are an ABS survey conducted in 1993 on work in cultural activities and the ABS Census of Population and Housing which provides detailed occupation and industry data on employed persons.

Work in cultural activities

In March 1993, ABS conducted a household survey to determine how many people had undertaken paid or unpaid work in a range of cultural activities. There were 1.6 million people aged 15 years or more (about 12 per cent of the population) who were involved in some kind of work in these activities in the previous 12 months. Of these, about a third had received some payment for their involvement. In addition to these people, there were about 1.0 million people who were involved in cultural activities in a hobby capacity only.

The diagram below sets out any involvement people may have had in performing cultural tasks in the 12 months to March 1993.

Persons with Cultural Involvement in Australia



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

The following table shows that the most common activities undertaken were organising art and craft shows, organising fetes and festivals, teaching cultural activities, writing and publishing, and involvement in music and the performing arts.

Each involvement in an activity has been counted once. As people are commonly involved in more than one cultural activity, the number of involvements is greater than the total number of persons involved.

**Involvements in Culture and Leisure Activities by Type of Activity
Australia, Twelve Months Ending March 1993**

<i>Type of activity</i>	<i>Number ('000)</i>	<i>Percentage involving no payment</i>
Museums	32.6	78.2
Art galleries	28.3	72.1
Libraries or archives	85.8	41.4
Heritage organisations	48.1	87.9
Arts organisations/agencies	69.6	73.1
Art/craft show organising	134.0	84.5
Fete/festival organising	441.8	93.1
Teaching cultural activities:		
Full-time secondary school teachers	43.6	..
Other teaching	240.8	50.0
Total teaching	284.3	42.3
Radio	65.4	75.8
Television	38.3	39.4
Film/video	82.4	54.5
Design	86.8	34.9
Art and craft activities:		
Drawing	95.4	50.3
Painting	81.1	44.8
Sculpture	18.9	50.8
Photography	76.6	56.4
Pottery/ceramics	31.2	38.1
Print-making	36.7	40.3
Textiles	95.5	58.2
Jewellery	19.0	34.2
Furniture/wood crafts	44.6	37.2
Glass crafts	7.4	41.9
Other art or craft activities	51.5	54.0
Writing/publishing	273.3	51.2
Music:		
Music as a live performer	198.6	71.9
Music with no involvement as a live performer	32.5	63.7
Total music	231.1	70.7
Performing arts:		
Performing arts as a performer	134.8	85.2
Performing arts with no involvement as a performer	80.2	81.9
Total performing arts	215.0	84.0

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

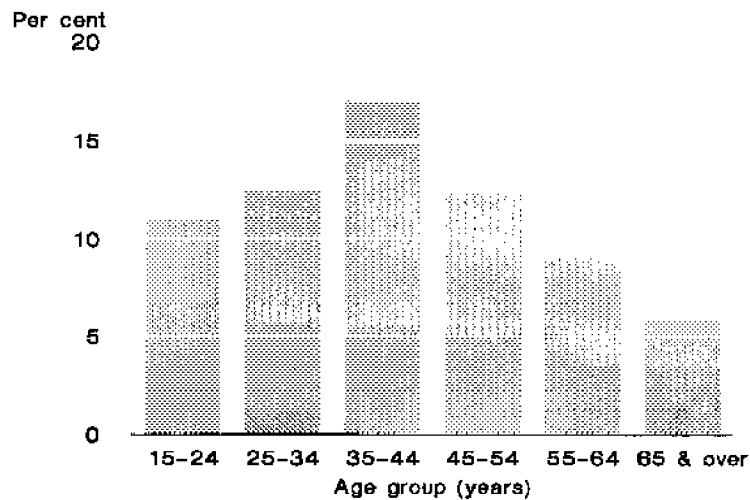
The cultural activities for which people were least likely to receive payment were working with heritage organisations, organising art and craft shows, organising fetes and festivals and in the performing arts. Cultural activities in which over 60 per cent of the participants received some payment for their work were in television, design, pottery and ceramics, jewellery, and furniture and wood crafts.

***Characteristics of
people working in
cultural activities***

Females were more likely than males to undertake tasks connected with cultural activities. In the 12 months to March 1993, 13.1 per cent of females had some work involvement in cultural activities, compared with 10.5 per cent of males.

The following graph shows that people aged 35 to 44 years were the most likely to have worked in cultural activities, with 17 per cent of this age group participating in the previous 12 months.

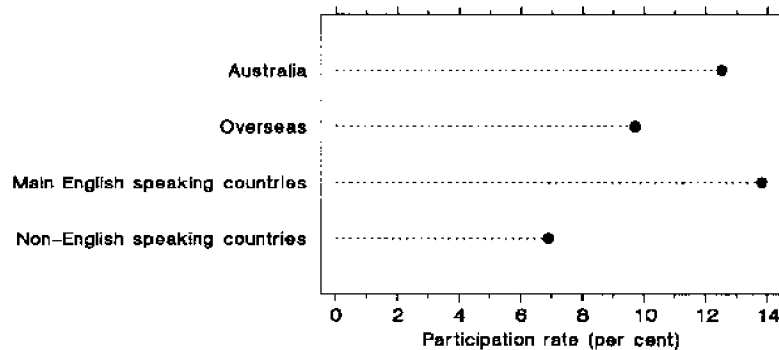
Participation rates by age, Australia



Source: ABS, *Work in Selected Culture/Leisure Activities, March 1993 (6281.0)*

Migrants from the main English speaking countries (UK, NZ, Canada, USA and South Africa) had a slightly higher participation rate than persons born in Australia (13.8 per cent compared with 12.5 per cent). Both of these groups had a significantly higher participation rate than persons born in non-English speaking countries, of whom only 6.9 per cent had some work involvement in cultural activities in the previous 12 months.

Participation rates by country of birth



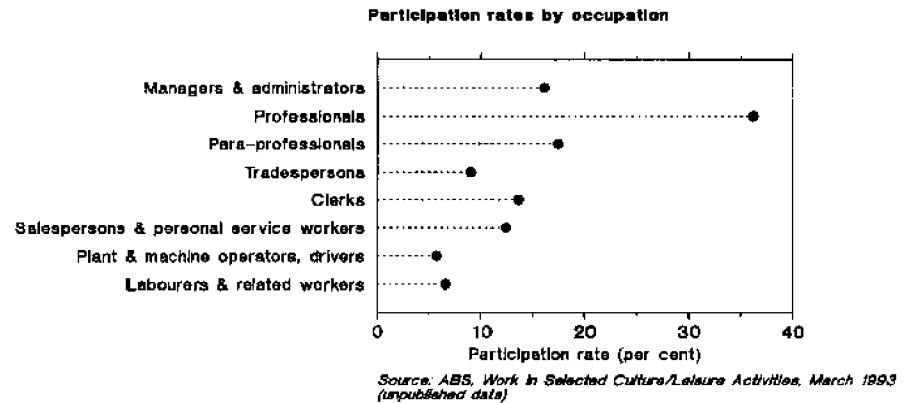
Source: ABS, *Work in Selected Culture/Leisure Activities, March 1993 (6281.0)*

Most people who worked in cultural activities were involved for a short time or for a small number of hours each week. This was particularly true for those who were not paid for their work. About 75 per cent of the activities in which people were involved were for a duration of less than 10 hours a week and about 55 per cent were for a duration of less than 13 weeks.

By contrast, about 7 per cent of activities required full-time involvement (35 hours or more) for the weeks during which the activities were undertaken and 23 per cent of activities involved doing some tasks every week of the year.

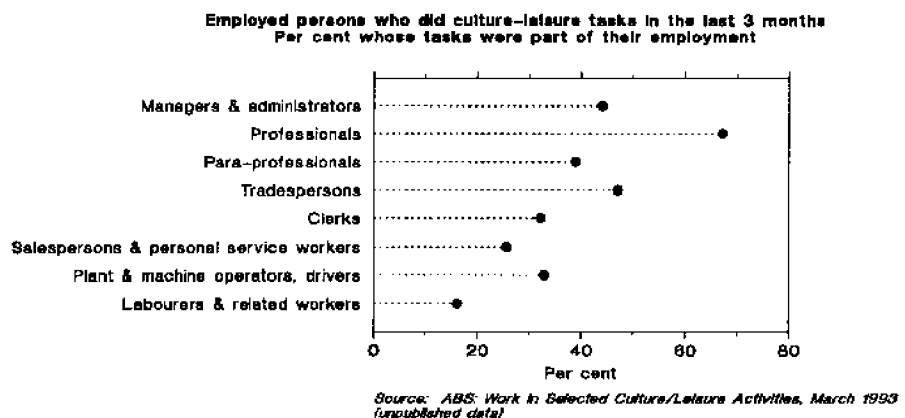
People who were employed were more likely to have undertaken tasks which were related to cultural activities (these tasks were not necessarily part of their employment). People employed part-time had the highest participation rate (18.5 per cent). The participation rate for people employed full-time was 13.3 per cent, while it was 9.9 per cent for those who were unemployed and 7.8 per cent for those who were not in the labour force.

The participation rate of employed people in cultural activities varied greatly when analysed by occupation. The following graph shows that *professionals*, *para-professionals*, and *managers and administrators* had relatively high work participation rates in cultural activities. It should be noted that occupations which consist of tasks that are mainly of a cultural nature are classified as belonging to the group *professionals*. Therefore, it is not unsurprising that *professionals* had the highest participation rate (36.2 per cent). In part, this high rate is due to the inclusion of teachers in the category – 50 per cent of teachers reported some involvement in cultural activities. However, if school teachers, other teachers and instructors were excluded from this group, the participation rate would still be relatively high at 29 per cent.



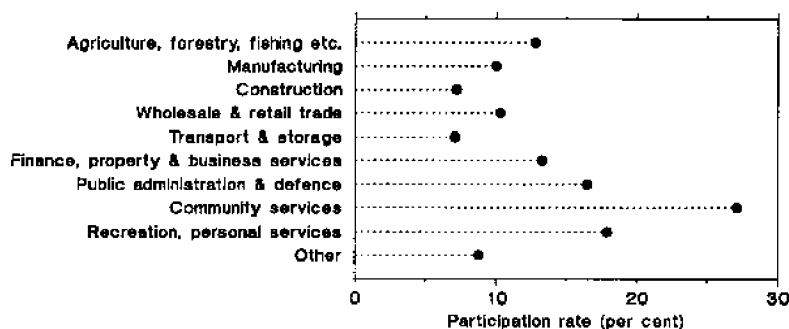
Employed people who had low participation rates in cultural tasks were in the occupations *plant and machine operators*, *labourers and related workers* and, to a lesser extent, *tradespersons*.

Employed persons who undertook tasks connected with cultural activities in the three months before interview were asked whether these tasks were part of their employment. About 48 per cent of these people reported that these tasks were part of their employment. For *professionals*, 67 per cent reported that the cultural tasks they performed were related to their employment (the figure for school teachers, a category within the professional grouping, was slightly higher than this, at 70 per cent).



Employed people whose main job was in the ASIC industry category community services were the ones most likely to report that they had undertaken cultural tasks. This industry includes the group education, museums and library services – 43 per cent of people in this group had undertaken cultural tasks (and over half of these had undertaken the tasks as part of their employment).

Participation Rates by ASIC Industry



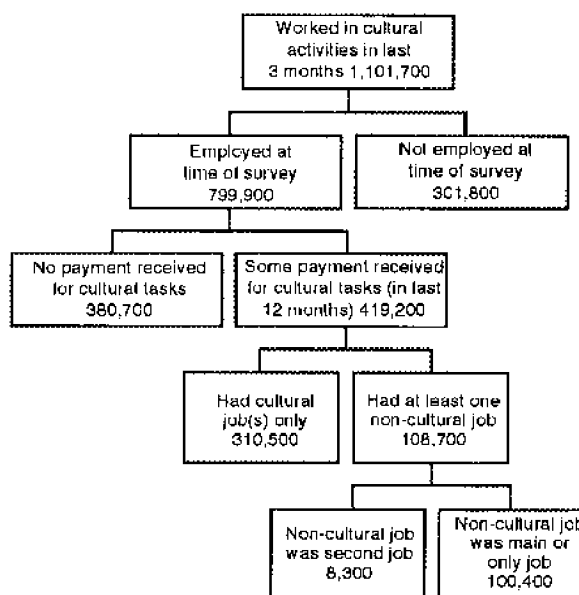
Source: ABS, *Work in Selected Culture/Leisure Activities, March 1993* (unpublished data)

Culture as a main job

Rather than focussing on people involved in cultural activities (as summarised on page 2), the following analysis looks at the extent to which people with cultural jobs also have non-cultural jobs.

Of the 1.6 million people who performed cultural tasks in the last 12 months, about two-thirds (1.1 million) had engaged in these activities in the previous three months, almost three-quarters of whom were employed at the time the survey was conducted.

Persons with Cultural Involvement in Last Three Months



Source: ABS, *Work in Culture/Leisure Activities, Australia, March 1993* (unpublished data).

There were 419,200 people employed at the time of the survey who were involved in cultural tasks in the last three months and had received some payment for performing any cultural tasks in the last 12 months. It was found that 310,500 of these had only cultural jobs. The remaining 108,700 (26 per cent) had a non-cultural job. Of these:

- 100,400 had the non-culture job as their main job (their cultural tasks provided only a second source of income);
- 8,300 had the culture job as their main job (their non-cultural job provided only a second source of income).

The survey showed that people who performed cultural tasks as part of their employment comprised about 5 per cent of all employed persons in Australia. However, this would be an understatement of the total number involved, as the survey did not cover all cultural activities included in the National Culture–Leisure Industry Statistical Framework. For example, it excluded people employed in zoological and botanical gardens. However, the survey does identify people who:

- perform cultural tasks in a second job or in a voluntary capacity; or
- undertake cultural tasks on an irregular basis.

The Census of Population and Housing

Another source of information on involvement in cultural tasks is the Census of Population and Housing. This source gives details about the main job people held in the week before the Census. While this data source understates the total involvement in cultural tasks (as it does not include voluntary work, work done in second jobs and work done infrequently), it does have the advantage of providing very detailed occupation and industry data.

The number of people employed in culture can be estimated by calculating the number of people working in cultural occupations (*e.g.* dancers) in both cultural (*e.g.* dance groups) and non-cultural (*e.g.* hotels and clubs) industries, plus the number of people working in non-cultural occupations in cultural industries (*e.g.* a carpenter employed by a dance group to make sets).

The total number of people counted in the 1991 Census employed in cultural occupations was 119,513. In addition, there were 63,248 people employed in non-cultural occupations in cultural industries. Therefore, based on Census data, the total number of people employed in culture in August 1991 was 182,761.

Persons Employed in Culture, 6 August 1991

ASIC class (a)	Occupations		Total
	Cultural	Non-cultural	
Publishing	3,117	11,626	14,743
Printing and publishing	3,664	15,397	19,061
Music stores	646	4,419	5,065
Libraries	5,520	3,479	8,999
Museums and art galleries	975	3,540	4,515
Motion picture production	3,361	2,376	5,737
Motion picture film hire	47	528	575
Motion picture theatres	1,105	2,274	3,379
Radio stations	2,730	2,904	5,634
Television stations	4,992	4,291	9,283
Live theatre, orchestras, bands	3,785	2,900	6,685
Creative arts	6,148	1,842	7,990
Parks and zoological gardens	107	5,530	5,637
Photo services n.e.c.	3,249	2,142	5,391
Total cultural industries (b)	39,446	63,248	102,694
Non-cultural industries	80,067	..	80,067
All Industries	119,513	63,248	182,761

(a) The ASIC classification does not identify industries as being either cultural or non-cultural. The ASIC industry classes shown here are those ASIC classes included in the National Culture–Leisure Industry Statistical Framework.

(b) Architectural Services and Advertising Services are not included in the National Culture–Leisure Industry Statistical Framework and have not been included in this category.

Source: ABS, 1991 Census of Population and Housing.

There is currently a debate on whether the Architectural Services and Advertising Services industries should be classified as being cultural industries. At present, they are not included although some occupations in these industries have cultural employees who are included in the employment given in the previous paragraph *e.g.* architects, illustrators. However, if all employees of these two industries were included as working in culture, an additional 25,376 persons in non-cultural occupations would be added to the 182,761, giving a total cultural employment of 208,137 persons. This is about 3 per cent of all people employed in Australia.

This number is considerably less than the number identified in the 1993 Survey on Work in Selected Culture/Leisure Activities. Some reasons for these differences include:

- the Census data are based on the main job; and
- the survey data look at any cultural activities conducted over the last 12 months, whereas the Census data are based on people employed in occupations/industries likely to be engaged in cultural activities.

The cultural industries employing the most people were printing and publishing, libraries, television stations and creative arts. The cultural industries which employed more people in cultural occupations than non-cultural occupations included libraries, motion picture production, television stations, live theatre, orchestras and bands and creative arts.

The most common cultural occupations recorded in the Census were architects, music teachers, photographers, graphic designers, reporters, instrumental musicians and librarians. The percentages of these employed in cultural industries ranged from 0.3 per cent for architects to 66.2 per cent for reporters.

In the week before the Census, 63 per cent of those people whose main job was in a cultural occupation worked full-time (35 hours or more). Less than one-fifth worked for less than 16 hours in that week.

Part-time jobs were most common in the occupations music teacher, dance teacher, instrumental musician and entertainment usher.

Data on total income were also collected in the Census. This income includes not only earnings from all jobs but also sources such as social security benefits, student allowances, maintenance, rent and interest. About one-fifth of people employed in cultural occupations reported an income of \$12,000 or less. Occupations containing a high proportion of people on low incomes included music teachers, dance teachers, painters, potters and entertainment ushers. By contrast, over 60 per cent of the people working as media producers, architects and film/stage directors reported incomes of over \$30,000.

About 16 per cent of the people working in cultural occupations were aged less than 25 years. Those occupations containing relatively high proportions of young people included dance teachers, announcers, performing arts support workers and entertainment ushers.

Occupations containing a relatively high proportion of people aged 50 years or more included music teachers, painters and authors.

Persons Employed in Cultural Occupations: Selected Characteristics, 1991 Census of Population and Housing

<i>Occupation</i>	<i>Total employed persons</i>	<i>Per cent employed in cultural industries</i>	<i>Per cent employed for less than 16 hours/week</i>	<i>Per cent employed for 35 hours or more/week</i>	<i>Per cent with income of \$12,000 or less</i>	<i>Per cent with income of over \$30,000</i>	<i>Per cent aged 15-24</i>	<i>Per cent aged 50 or more</i>
Producer (media)	2,942	63.8	4.0	88.0	4.4	66.9	7.7	10.1
Architect	8,723	0.3	4.6	85.2	4.4	67.6	4.3	19.0
Landscape architect	290	1.0	12.4	70.0	19.7	30.0	9.3	10.3
Art teacher (private)	814	6.0	50.7	29.0	49.1	14.3	3.3	30.3
Music teacher (private)	5,454	3.5	52.4	14.6	51.4	8.3	19.1	26.8
Dance teacher (private)	1,819	1.2	43.4	24.3	53.1	5.5	27.2	13.7
Drama teacher (private)	289	10.4	55.7	22.5	45.0	11.4	16.3	23.5
Artists and related professionals n.f.d.	2,807	49.4	14.9	61.9	23.8	30.6	13.3	17.1
Painters, sculptors etc. n.f.d.	334	34.7	6.0	73.9	9.9	47.0	5.4	13.2
Painter (artistic)	2,205	65.7	15.5	54.2	41.9	15.7	6.6	31.2
Sculptor	292	63.7	10.6	69.2	40.8	11.3	4.1	20.5
Painters, sculptors etc. n.e.c.	77	16.9	23.4	70.1	27.3	7.8	7.8	19.5
Photographer	5,247	66.0	11.5	73.0	19.6	23.4	15.3	14.4
Designers and illustrators n.f.d.	2,773	6.8	7.4	79.6	12.4	44.9	8.7	16.0
Fashion designer	2,064	1.5	7.0	76.2	21.7	25.6	19.2	10.4
Graphic designer	8,620	31.5	7.5	78.4	10.8	29.1	23.1	8.7
Industrial designer	1,375	2.3	6.9	79.6	13.7	43.9	10.4	16.4
Interior designer	1,876	0.8	9.2	76.0	11.1	39.9	11.8	13.6
Illustrator	596	29.5	13.6	64.1	16.6	25.8	12.8	5.6
Journalists n.f.d.	32	65.6	9.4	78.1	9.4	46.9	15.6	9.4
Associate editor	48	64.6	6.3	66.7	-	87.5	6.3	12.5
Sub-editor	273	72.5	11.0	61.2	8.8	63.7	8.8	18.3
Reporter	8,488	66.2	9.9	77.5	7.1	54.9	16.8	15.2
Copy-writer	711	26.3	12.5	74.8	8.9	48.9	17.2	10.5
Cadet journalist	284	65.5	4.2	89.8	19.4	2.1	86.6	1.1
Journalists n.e.c.	483	61.7	19.3	58.8	19.5	20.1	21.9	13.7
Authors and related professionals n.f.d.	23	78.3	13.0	60.9	-	56.5	-	39.1
Author	2,269	54.8	16.6	58.4	23.4	35.3	6.0	28.6
Book editor	499	73.3	11.6	70.1	8.6	49.9	10.8	18.0
Script editor	60	78.3	10.0	80.0	10.0	75.0	5.0	30.0
Film, television and stage directors n.f.d.	50	80.0	12.0	74.0	6.0	56.0	10.0	8.0
Art director (television, film or stage)	119	59.7	-	87.4	7.6	59.7	2.5	12.6
Casting director	38	23.7	7.9	86.8	15.8	47.4	39.5	23.7
Director (film or stage)	1,184	76.7	5.2	85.5	7.3	61.1	6.6	11.2
Director of photography	204	77.0	10.3	66.2	11.8	53.4	8.8	5.9
Film editor	749	83.7	6.5	84.6	4.8	57.8	18.3	4.8
Stage manager	297	75.4	6.1	83.2	8.1	30.3	25.6	4.0
Director (radio or television)	514	78.4	6.8	83.9	2.9	56.0	12.1	16.9
Technical producer	645	67.6	6.7	80.8	13.0	49.1	9.4	13.3
Dancers and choreographers n.f.d.	11	45.5	27.3	54.5	-	-	54.5	-
Choreographer	71	26.8	25.4	63.4	21.1	21.1	16.9	4.2
Dancer	741	37.0	37.8	37.5	33.9	10.5	63.4	2.4
Musicians, composers etc. n.f.d.	173	30.1	29.5	40.5	23.7	20.2	11.6	10.4
Music director	342	29.2	15.8	67.3	9.6	57.6	10.5	16.7
Concert or opera singer	273	71.4	31.1	27.1	30.0	28.6	15.4	17.6
Popular singer	785	19.1	45.6	18.2	32.7	14.5	22.7	9.2
Instrumental musician	5,168	24.8	36.0	26.2	29.8	20.3	19.1	13.8
Composer	218	65.5	10.6	67.0	22.0	33.0	15.1	11.5
Musicians, composers etc. n.e.c.	31	58.1	51.6	29.0	38.7	-	29.0	19.4
Actors and related professionals n.f.d.	8	37.5	37.5	-	37.5	-	37.5	37.5
Actor	1,217	67.1	27.4	43.5	26.5	24.2	21.0	15.0
Variety artist	962	10.6	32.4	38.5	25.7	15.8	24.6	14.0
Actors and related professionals n.e.c.	66	78.8	18.2	65.2	27.3	22.7	27.3	4.5
Announcer	2,169	58.6	23.8	52.1	20.4	36.2	27.3	9.3
Librarian	10,474	22.9	12.0	66.7	9.8	47.3	4.9	19.4
Conservator	870	63.0	9.9	73.8	10.7	49.2	5.1	16.9
Archivist	432	30.8	14.1	68.8	9.0	48.4	10.6	21.5
Architectural associate	4,427	0.2	6.4	80.6	7.1	40.6	23.1	9.8
Supervisor performing arts support workers	185	76.8	8.1	84.9	3.2	61.6	13.0	4.9
Sound technician	2,098	40.1	9.5	73.7	12.5	29.1	20.9	5.8
Motion picture camera operator	800	86.5	9.4	79.1	6.8	43.1	24.3	4.5
Television equipment operator	617	74.9	10.2	80.7	8.3	29.0	39.7	5.0
Broadcast transmitter operator	258	56.6	8.1	78.7	7.0	67.4	20.2	11.6
Light technician	373	52.0	16.4	66.0	20.9	24.7	37.0	5.6
Performing arts support worker	1,309	68.2	12.5	70.4	12.5	23.7	26.9	8.0
Museum and art gallery technician	282	52.8	10.6	71.3	19.1	17.0	16.0	7.4
Library technician	3,722	31.6	9.9	67.2	13.0	5.9	10.9	15.0
Photo studio assistant	468	70.1	20.3	57.3	26.3	9.6	41.2	6.4
Photograph retoucher	96	55.2	25.0	66.7	18.8	12.5	12.5	18.8
Supervisor craftworkers	95	6.3	9.5	83.2	41.1	9.5	-	22.1
Piano tuner	228	92.5	13.2	64.0	14.0	6.6	5.3	33.3
Potter	1,718	1.1	12.8	58.9	49.8	4.3	8.4	19.7
Apprentice craftworker	51	35.3	29.4	52.9	52.9	-	52.9	-
Craftworkers n.e.c.	2,646	10.0	15.9	58.8	42.8	7.2	10.1	20.9
Motion picture projectionist	507	82.6	11.0	75.7	10.3	52.3	12.6	30.6
Library assistant	8,836	24.4	24.5	41.9	34.2	3.7	19.8	20.4
Entertainment usher	1,229	71.7	63.8	7.2	75.2	2.7	59.6	6.6
Total	119,513	33.0	16.5	63.1	19.9	32.6	15.8	16.8

Source: ABS, 1991 Census of Population and Housing.

GOVERNMENT OUTLAYS ON CULTURE

This section presents information from the ABS system of government finance statistics which is designed to provide statistics on outlays by government instrumentalities such as government departments, statutory authorities and local government authorities. This system analyses outlays on cultural activities by the purpose or function served, using the government purpose classification.

It should be remembered that there are differences in the administrative and accounting arrangements of the various governments and these differences need to be taken into account when making comparisons between levels of government and different years. There are also some minor inconsistencies between States in classifying some of the outlays but these are unlikely to detract from the validity of the data for most uses.

As the majority of outlays on cultural activities are current outlays rather than capital outlays, in the tables that follow the implicit price deflator for government final consumption expenditure has been used to calculate expenditures at constant prices.

All outlays by purpose

The following table shows that the outlays of all levels of government in Australia totalled \$160,606 million in 1991-92. Outlays on recreation and culture accounted for \$3,799 million, which was 2.4 per cent of total outlays.

Government Outlays by Purpose for All Levels of Government (a), 1991-92

Purpose	Outlays (\$ million)	Per cent of total outlays
General public services	14,623	9.1
Defence	8,607	5.4
Public order and safety	5,642	3.5
Education	21,071	13.1
Health	21,095	13.1
Social security and welfare	38,304	23.8
Housing and community amenities	4,589	2.9
Recreation and culture	3,799	2.4
Fuel and energy	3,358	2.1
Agriculture, forestry, fishing and hunting	2,683	1.7
Mining, manufacturing, construction etc.	1,190	0.7
Transport and communication	13,361	8.3
Other economic affairs	3,469	2.2
Other purposes	18,816	11.7
Total	160,606	100.0

(a) Commonwealth, State, Territory and Local Governments.

Source: ABS, *Government Finance Statistics, Australia* (5512.0).

Within the major group *recreation and culture*, there are four categories, namely recreational facilities and services, cultural facilities and services, broadcasting and film production, and recreation and culture n.e.c. In 1991-92, 26 per cent of outlays on recreation and culture were classified as being for cultural facilities and services, while 21 per cent were classified as broadcasting and film production outlays.

Outlays on culture

Total government outlays on cultural facilities, cultural services, broadcasting and film production totalled \$1,781 million in 1991-92. Commonwealth Government outlays accounted for over half of this, while State Governments outlay made up almost one-third. In constant price terms, outlays by all levels of government in 1991-92 were over 20 per cent lower than the peak recorded in 1987-88. Some of the fluctuations in the size of outlays over this six-year period can be explained by capital outlays which, by their nature, tend to be large and irregular.

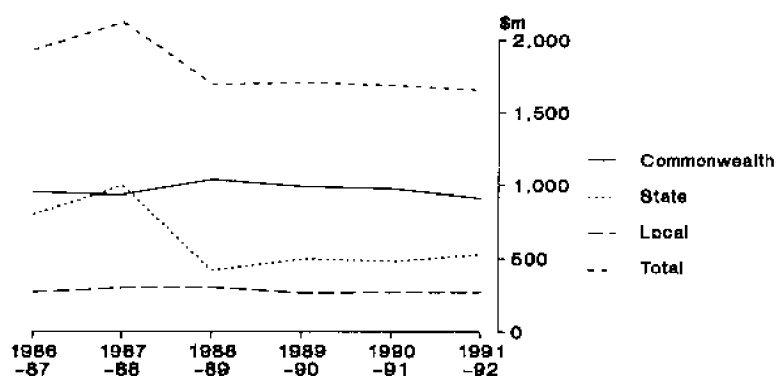
Government Outlays on Cultural Facilities, Cultural Services, Broadcasting and Film Production
(\$ million)

Year	Level of government			Total (a)
	Commonwealth	State	Local	
<i>Current prices</i>				
1986-87	830	699	239	1,678
1987-88	848	902	276	1,918
1988-89	993	402	293	1,616
1989-90	996	503	265	1,707
1990-91	1,028	507	286	1,769
1991-92	984	571	294	1,781
<i>Constant 1989-90 prices</i>				
1986-87	957	806	276	1,935
1987-88	940	1,000	306	2,126
1988-89	1,042	422	307	1,696
1989-90	996	503	265	1,707
1990-91	980	483	273	1,686
1991-92	914	530	273	1,654

(a) Excludes grants and other transfer payments made by one level of government to another e.g. a State Government's outlay financed by a Commonwealth Government grant is counted only once in this column.

Both Commonwealth and Local Government outlays have shown little change in real terms over the period 1986-87 to 1991-92. State Government outlays peaked sharply in 1987-88 which was principally due to expenditure on the Darling Harbour development in Sydney. In real terms, State Government outlays are currently only slightly more than half this 1987-88 peak. This is illustrated in the following graph.

Outlays on Cultural Facilities and Services and Broadcasting and Film Production
Constant 1989-90 Prices



Cultural facilities and services

This category within culture encompasses libraries, creative and performing arts, museums, art galleries and other cultural facilities and services. However, it excludes archives unless they form an integral part of a library service e.g. the \$32 million outlay on the Australian Archives in 1991-92 is excluded.

As can be seen from the following table, State governments have accounted for the majority of expenditure on cultural facilities and services in recent years. In 1991-92, outlays on cultural facilities and services accounted for 0.2 per cent of Commonwealth outlays, 0.8 per cent of State outlays and 3.6 per cent of local government outlays.

**Government Outlays on Cultural Facilities and Services
(\$ million)**

Year	Level of government			Total(a)
	Commonwealth	State	Local	
<i>Current prices</i>				
1986-87	285	687	239	1,122
1987-88	273	880	276	1,321
1988-89	286	388	293	895
1989-90	202	492	265	901
1990-91	209	499	286	941
1991-92	208	562	294	996
<i>Constant 1989-90 prices</i>				
1986-87	329	792	276	1,294
1987-88	303	976	306	1,465
1988-89	300	407	307	939
1989-90	202	492	265	901
1990-91	199	476	273	897
1991-92	193	522	273	925

(a) Excludes grants and other transfer payments made by one level of government to another.

Some of the changes in government outlays over this period can be explained by funding for special projects. For example, Commonwealth outlays to the Bicentennial Authority totalled \$50 million in 1986-87, \$87 million in 1987-88 and \$33 million in 1988-89. In subsequent years, there were no outlays made for the Bicentennial Authority.

Comparison between States

Each State and Territory allocated around one per cent of its total outlay to cultural facilities and services in 1991-92. Expenditure per head of population at the State and Local Government level was as follows:

New South Wales	\$44	
Victoria	46	
Queensland	34	(excludes some cultural expenditure which is coded to recreation)
South Australia	65	
Western Australia	51	
Tasmania	58	(includes a component of recreation expenditure)
Northern Territory	66	
Australian Capital Territory	34	
Australia	46	

Libraries

Over a third of the outlays on cultural facilities and services are for the provision of library services. Local Government undertakes almost 70 per cent of government outlay on libraries while the Commonwealth's contribution has been less than 10 per cent in the last four years. Local Government has increased its outlay in current terms in each of the past five years, and in constant price terms in four of the past five years. When measured at constant prices, Commonwealth and State expenditure on libraries has changed only marginally over this period.

**Government Outlays on Libraries
(\$ million)**

Year	Level of government			Total(a)
	Commonwealth	State	Local	
<i>Current prices</i>				
1986-87	54	109	193	315
1987-88	36	138	208	335
1988-89	29	125	226	329
1989-90	29	132	231	340
1990-91	34	131	261	380
1991-92	32	150	276	398
<i>Constant 1989-90 prices</i>				
1986-87	62	126	223	363
1987-88	40	153	231	371
1988-89	30	131	237	345
1989-90	29	132	231	340
1990-91	32	125	249	362
1991-92	30	139	256	370

(a) Excludes grants and other transfer payments made by one level of government to another.

Museums

The category *museums* includes the Australian War Memorial and the National Film and Sound Archive. Outlays on museums account for about one-tenth of outlays on cultural facilities and services. As can be seen from the following table support for museums is mainly at State Government level and appears to have declined in recent years. (State outlays on museums in the last few years have been understated due to changes in accounting arrangements which have necessitated different coding.)

**Government Outlays on Museums
(\$ million)**

Year	Level of government			Total(a)
	Commonwealth	State	Local	
<i>Current prices</i>				
1986-87	36	80	1	99
1987-88	30	92	1	113
1988-89	35	72	1	108
1989-90	40	64	1	105
1990-91	53	77	2	132
1991-92	46	71	1	117
<i>Constant 1989-90 prices</i>				
1986-87	42	92	1	113
1987-88	33	102	1	125
1988-89	37	76	1	113
1989-90	40	64	1	105
1990-91	51	73	2	126
1991-92	43	66	1	109

(a) Excludes grants and other transfer payments made by one level of government to another.

Broadcasting and film production

Expenditure in this area which is dominated by the Commonwealth Government encompasses the funding of the Australian Broadcasting Corporation and the Special Broadcasting Service as well as film production. In recent years the Commonwealth Government has allocated about 0.7 per cent of its total outlay to broadcasting and film production.

The large increase in Commonwealth outlays in 1988–89 was in part due to the commencement of operations of the Film Finance Corporation. Its annual budget in 1988–89 was \$76 million and in 1991–92, it was slightly lower at \$68 million. Another factor resulting in higher Commonwealth outlays over this period was funding for capital works and services for broadcasting and television – this increased from \$12 million in 1986–87 to \$73 million in 1991–92.

Outlays by State Governments have been between one and two per cent of their budgets in recent years while local government authorities have not recorded any expenditure in this category in the last six years.

Government Outlays on Broadcasting and Film Production
(\$ million)

Year	Level of government			Total(a)
	Commonwealth	State	Local	
<i>Current prices</i>				
1986–87	545	12	–	556
1987–88	575	22	–	597
1988–89	707	14	–	721
1989–90	794	11	–	806
1990–91	819	8	–	828
1991–92	776	9	–	785
<i>Constant 1989–90 prices</i>				
1986–87	629	14	–	641
1987–88	637	24	–	662
1988–89	742	15	–	757
1989–90	794	11	–	806
1990–91	781	8	–	789
1991–92	721	8	–	729

(a) Excludes grants and other transfer payments made by one level of government to another.

OUTPUT OF CULTURAL INDUSTRIES

The purpose of this section is to describe the size and significance of the cultural industries in the Australian economy. The focus is on measures of aggregate output and expenditure. The analysis is based on data from ABS Input-Output tables and the ABS Household Expenditure Survey, supplemented by data from a variety of other sources.

Input-Output 1989-90

This subsection provides an overview of the relevant data from Input-Output tables. In the absence of an established classification of cultural commodities, categories were chosen as those which seem to best represent the cultural industries. The choice will hopefully help advance the development of agreed usages in this area.

Some of the terms and concepts used in this subsection are rather technical. Occasionally a brief explanation is made, however, for more detailed explanations see *Australian National Accounts: Concepts, Sources and Methods* (5216.0).

The total supply of cultural goods and services in the Australian economy during 1989-90 was \$13.0 billion. Of this, \$7.8 billion was used up in the production of other goods and services in the economy, and \$5.1 billion was final demand.

The following table shows the total supply and final demand of cultural goods and services. The dominance of publishing and printing, and radio and television services is clear from the table, which together make up around 60 per cent of the supply of cultural goods and services. However, the majority of this supply is used up in the production of goods and services in the economy, as shown in the column *Intermediate usage*. Even so, they still represent the most significant cultural items purchased by the final customer. Around half the final demand of cultural output is from these two industries.

The columns headed *Final demand* show the final consumption of cultural goods and services by households and government, exports and increase in stocks. *Basic values* refers to the price received by the producer, whereas *purchasers' prices* refers to the price paid by the purchaser (which includes wholesale, retail and other margins).

The very large proportion of publishing and printing supply allocated to *intermediate usage* is mainly advertising sales (\$2,850.4 million). Similarly, the majority of the supply of radio and television station services is represented by advertising revenue, which has also been allocated to *intermediate usage*. Advertising from both industries have been used as inputs to the retail and wholesale industries, business services, and a wide range of other industries.

Total Supply and Final Demand of Cultural Goods and Services, Australia, 1989-90
(\$ million)

<i>Commodity item</i>	<i>Total supply, basic values</i>	<i>Intermediate usage, basic values</i>	<i>Final demand, basic values</i>	<i>Final demand, purchasers' prices</i>
Publishing and printing (a)	5,450.8	3,700.3	1,750.4	3,452.3
Signs and advertising displays (b)	254.3	253.1	1.2	1.2
Musical instruments and strings	94.7	2.4	92.3	215.4
Architectural services	1,607.9	771.4	836.6	836.6
Library, museum and art gallery services	598.0	30.5	567.4	567.4
Motion picture production	564.8	553.2	11.6	11.6
Film hiring services	115.7	115.7	-	-
Motion picture theatre services	298.6	5.9	292.7	292.7
Radio and television station services	2,368.4	1,796.6	571.8	571.8
Live theatre, orchestra and band services	503.6	164.4	339.1	339.1
Creative artistic services	337.2	193.0	144.2	174.5
News reporting services	104.0	102.0	2.0	2.0
Parks and zoological garden services	439.0	33.8	405.2	405.2
Photography services n.e.c. (c)	218.2	114.6	103.6	103.6
Total	12,955.2	7,836.9	5,118.1	6,973.4

(a) Publishing/printing of newspapers, periodicals, books maps and sheet music. Supply includes \$2,908.6 million advertising sales, which is predominantly allocated to intermediate usage.

(b) Excludes neon and other illuminated signs.

(c) Includes portrait, street, studio and other professional photographic services (including commercial). Does not include aerial photographic services, motion picture production, film processing or retailing photographic equipment or supplies.

Source: ABS, *Australian National Accounts Input-Output Tables, 1989-90* (unpublished data).

An alternative way of measuring the value of the output of industries such as radio and television services is to measure the expenditure by the consumer on goods which are used to 'consume' these services – such as televisions and radio receiving sets. The following table shows the final demand by households of electronic equipment used to 'consume' the output of television, video, radio and music industries.

Final Demand of Selected Electronic Equipment Purchasers' Prices, Australia, 1989-90
(\$ million)

<i>Commodity item</i>	<i>Expenditure</i>
TV receiving sets	640.1
Radio receiving sets	584.9
Record playing/sound recording equipment	265.8
Audio and video recorded media	833.5
Loudspeakers, complete; amplifiers	136.6
Audio and video equipment, parts and accessories	479.6

Source: ABS, *Australian National Accounts Input-Output Tables, 1989-90* (unpublished data).

Value-added data are not available for the commodity classifications considered so far, except for *publishing and printing*. However, value-added data are available for classifications at a broader level of aggregation. Data are available for the three broad groups *publishing and printing*, *signs and writing equipment*, and *entertainment, sport and recreational services*.

Publishing and printing is the same classification as above. It includes the printing and publishing of newspapers, periodicals, books and maps, and the advertising sales of those industries.

Signs and writing equipment includes the above classification, Signs and advertising displays, which makes up around 40 per cent of its supply. The remaining 60 per cent is mainly pens, pencils and refills, other writing and marking equipment, and neon signs.

Entertainment, sport and recreational services includes the above classifications of motion picture production, film hiring services, motion picture theatre services, radio and television station services, live theatre, orchestra and band services, creative artistic services, news reporting services, and parks and zoological garden services. These services make up around 40 per cent of the supply. The remaining 60 per cent includes sport and recreation services, totalisator agency services, lottery services, other gambling services, and other non-cultural entertainment services.

Output of Cultural Industries, Australia, 1989–90
(\$ million)

<i>Industry</i>	<i>Total supply</i>	<i>Value added(a)</i>
Publishing, printing	5,450.8	2,075.5
Signs, writing equipment	636.0	252.1
Entertainment, sport and recreational services	11,506.4	4,651.3
<i>Total culture</i>	17,593.2	6,978.9
Total all industries	1,159,456.2	(b)375,508.0

(a) Value added is calculated for the industry which produces the relevant goods/services as its primary activity. (b) This is equivalent to GDP (Gross Domestic Product) which on an Input-Output basis varies slightly from official GDP estimates.

Source: ABS, *Australian National Accounts Input-Output Tables, 1989–90* (5209.0).

Cultural industries as defined above contribute 1.9 per cent of Australia's domestic production.

Household expenditure

This subsection gives an overview of total annual expenditure on cultural goods and services by households in private dwellings (this expenditure forms part of final demand at purchasers' prices in input-output tables). The analysis is based on the results of the ABS Household Expenditure Surveys, concentrating mainly on the 1988–89 survey, but making some comparisons with the 1984 survey.

The following table summarises the total annual expenditure by households on items related to the cultural industry. Again, in the absence of an established classification of cultural commodities, the selection is necessarily arbitrary. A detailed description of each category is contained in Appendix 2.

Total Household Expenditure on Cultural Goods and Services, Australia
(\$ million)

<i>Expenditure item</i>	<i>Total annual expenditure</i>	
	<i>1984</i>	<i>1988–89</i>
Televisions	385.2	557.4
Video cassette recorders and equipment	573.9	511.6
Video cassette tape hire	172.9	327.9
Audio-visual equipment repairs	68.1	131.5
Blank video cassettes	65.5	67.8
Television aerials	*13.1	*51.9
Pre-recorded video cassette tape purchase	*10.5	39.9
Television hire	44.5	36.8
Video cassette recorder hire	36.7	31.8
Audio-visual equipment repair insurance	10.5	13.1
<i>Subtotal: Television and video</i>	1,380.9	1,769.6
Books	440.2	705.5
Newspapers	435.0	577.0
Magazines and comics	204.4	339.4
Other printed material	10.5	18.8
<i>Subtotal: Literature</i>	1,090.1	1,640.6

Total Household Expenditure on Cultural Goods and Services, Australia (continued)
(\$ million)

Expenditure item	Total annual expenditure	
	1984	1988-89
Radio, stereo and hi-fi equipment	293.5	469.8
Records and CDs	115.3	174.7
Audio-cassettes and tapes	97.0	166.5
<i>Subtotal: Music listening (home)</i>	<i>505.8</i>	<i>810.9</i>
Live theatre admission	178.2	258.0
Cinema admission	138.9	198.9
National park and zoo admission	15.7	23.0
Art gallery and museum admission	7.9	13.7
<i>Subtotal: Admission fees to cultural venues</i>	<i>340.7</i>	<i>493.6</i>
Cultural and other non-sporting lessons	123.2	205.8
Cultural and other educational institution fees	10.5	*38.6
<i>Subtotal: Cultural education</i>	<i>133.7</i>	<i>244.4</i>
Cultural and other (excl. sports) clubs and associations	104.8	166.0
Musical instruments and accessories	*125.8	*138.4
Studio and other professional photography	55.0	101.3
Paintings, carvings and sculptures	55.0	63.0
Misc. electronic components (e.g. TV cable, radio ear plugs)	28.8	29.4
<i>Subtotal: Other culture</i>	<i>369.4</i>	<i>498.1</i>
Total cultural goods and services	3,820.6	5,457.2
Total commodity/service expenditure	94,816.0	141,695.6

Source: ABS, Household Expenditure Survey, 1984 and 1988-89 (unpublished data).

Expenditure on cultural goods and services by households in 1988-89 was \$5.5 billion, being 3.9 per cent of total goods and services. This was \$1.6 billion more than in 1984, an increase of 43 per cent.

Much of this increase would have been due to increased prices rather than increased volume. Consumer prices for all goods and services purchased by households increased by 40 per cent during the period.

In 1988-89 households spent nearly \$2 billion on television and video goods and services and cinema admissions – over a third of total expenditure on cultural goods and services. This reflects the very high value placed by the consumer on the output of the film, video and television industries.

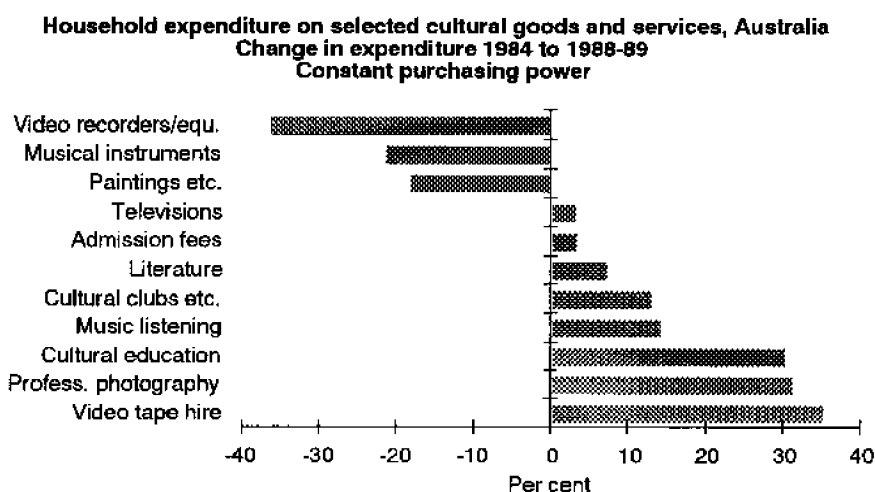
Another one-third of cultural expenditure was on books, newspapers, magazines and other literature, at around \$1.6 billion. The remaining one-third comprised home music listening at \$811 million, live theatre admission at \$258 million, cultural education at \$244 million, and various other goods and services making up the balance of about \$500 million.

It is also of note that in 1988-89 over \$2.1 billion was spent on audio-visual equipment – televisions, hi-fi equipment, video recorders, tapes, records and so on. Similarly high expenditure occurred in 1984, with expenditure on video recorders and equipment particularly high. As previously stated, although much of this was not direct expenditure on the output of the related cultural industries, it does reflect the value which the consumer placed on that output.

The rise of 43 per cent in cultural expenditure from 1984 to 1988-89 was smaller than the rise in total household expenditure of 49 per cent. This is reflected in the slightly lower proportion of expenditure spent on culture in 1988-89, at 3.9 per cent compared with 4.0 per cent in 1984. This can be explained by a cutback in expenditure on video cassette recorders and equipment. Expenditure on the balance of culture rose by 52 per cent.

Expenditure on some cultural goods and services increased substantially. In particular, expenditure on video tape hire increased by 90 per cent, expenditure on professional photography by 84 per cent, expenditure on cultural education by 83 per cent and expenditure on home music listening by 60 per cent.

The following graph shows the changes in expenditure for selected items and commodity groups when items are valued in terms of constant purchasing power. Constant purchasing power was calculated with reference to the All Groups Consumer Price Index increase of 40.3 per cent for the period.



Sources: ABS Household Expenditure Survey 1988-89 (6535.0)
ABS Consumer Price Index (6401.0)

Other data sources

The purpose of this subsection is to provide data from a variety of sources to supplement the Household Expenditure Survey data and Input-Output data above. It does not provide an overview of all the relevant data which are available.

ABS Retail Census

Retail Turnover for Selected Industries, Australia, 1991-92 (\$ million)

ASIC industry class	Turnover
Recorded music retailing	467
Newspaper, book and stationery retailing	4,088
Video hire outlets	609

Source: ABS, *Retailing in Australia, 1991-92* (8613.0).

Businesses have been allocated to the above industry classes based on their primary activities, regardless of any other secondary activities in which they might also be engaged. For example, a location mainly engaged in retailing magazines is classified to newspaper, book and stationery retailing even if it also has significant sales in confectionery. All of that location's sales are included with newspaper, book and stationery statistics. On the other hand, locations classified as department stores will not have their sales included in the above table.

Therefore it is necessary to also examine commodity-based data. As these are not yet available from the 1991-92 Retail Census, the following table is provided from the previous Census in 1985-86. The categories chosen are the only ones available which relate to the cultural industries, and are at the finest level of aggregation possible.

Retail Sales of Selected Items, Australia, 1985-86
(\$ million)

<i>Commodity item</i>	<i>Retail sales</i>
TVs, radios, audio and video equipment etc.	1,605
Records, audio cassettes, musical instruments and sheet music	651
Books, newspapers etc., religious goods	2,461
Rent, leasing or hiring of pre-recorded video cassettes	240

Source: ABS, Retail Industry: Details of Operations, Australia, 1985-86 (8622.0).

Newspapers and periodicals

Not all newspapers and periodicals published are intended for cultural activities. Thus any statistics will overestimate their contribution to cultural activities. This should be borne in mind when analysing data on the cultural value of printing and publishing. The following table shows the numbers and circulation of newspapers produced by members of the Australian Press Council (APC). Although this information covers only APC members, between 80 and 90 per cent of newspapers and periodicals in Australia are published by APC members.

Newspapers, Numbers and Circulation

<i>Publisher</i>	<i>Metropolitan daily</i>		<i>Metropolitan weekend</i>		<i>Regional/rural/special interest</i>	
	<i>Number</i>	<i>Circulation</i>	<i>Number</i>	<i>Circulation</i>	<i>Number</i>	<i>Circulation</i>
		<i>('000)</i>		<i>('000)</i>		<i>('000)</i>
Advertiser Newspapers Ltd	1	219	1	309	12	473
Australian Provincial Newspaper Holdings Ltd	-	-	-	-	45	727
Cumberland Newspaper Group	-	-	-	-	17	1,005
Davies Brothers Ltd	1	51	2	116	3	n.a.
John Fairfax Holdings Ltd	2	340	1	617	40	n.a.
Herald & Weekly Times Ltd	1	575	1	465	3	n.a.
Peter Isaacson Publications	-	-	-	-	7	n.a.
Leader Newspapers Group	-	-	-	-	31	1,146
MacQuarie Publications Pty Ltd	-	-	-	-	40	n.a.
Marinya Media Pty Ltd	-	-	-	-	5	n.a.
The News Corporation Ltd	3	627	3	1,061	10	91
Queensland Press Ltd	1	251	1	556	2	65
Quest Community Newspapers	-	-	-	-	12	452
Rural Press Ltd	-	-	-	-	88	1,121
David Syme & Co. Ltd	1	237	1	182	-	-
West Australian Newspapers Ltd	1	258	-	-	26	642

Source: Australian Press Council, Annual Report, No. 17, 30 June 1993.

The market for periodical publishing in Australia is dominated by women's interest magazines as can be seen from the table below.

Periodicals With a Circulation In Excess of 250,000
('000)

<i>Magazine</i>	<i>Circulation</i>
Australian Women's Weekly	1,172
Woman's Day	1,125
New Idea	1,026
Good Weekend	750
TV Week	613
Cleo	358
Cosmopolitan	353

Source: Australian Press Council, Annual Report, No. 17, 30 June 1993.

*Selected data for the
film and television
industries*

There is a wide variety of audio-visual material produced in Australia including feature films, telemovies, mini-series, television drama, children's programs, news and current affairs, commercials, game shows, documentaries, corporate videos and music videos.

Estimates of production for the film, television and video industries have been made by the Australian Film Commission's *National Survey of Film, Television and Video Production*. The principal findings for 1992-93 were:

- The total value of production in all categories was \$1,211 million.
- The largest category was in-house television station production, at \$537 million, followed by corporate communications \$198 million, commercials production \$185 million, independent television drama production \$175 million, feature films \$91 million, documentaries \$20 million and music videos \$4 million.

The largest film and television production house in Australia is ABC Television. In 1992-93, 4.2 per cent of ABC programs were purchased from the Australian production sector. It maintains production facilities including studios in all States and these facilities are marketed on a commercial basis to outside producers as well as being used for in-house ABC program production.

The report *Independent Film and Television Producers* produced by Maddox Media for the Australian Film Commission estimated that in 1992 there were 510 active independent production companies in Australia and over three-quarters (77 per cent) of the total value of production was produced by only 15 per cent of these. There were a core of about 10-15 large production houses in Australia with full-time staff of more than 20 and some facilities. The main area of income generation for these was television production. The majority of producers were small operations that operated on a project by project basis. Of the 510 production companies estimated by Maddox Media, about 280 (55 per cent) were located in New South Wales and 114 (22 per cent) in Victoria.

In *The Economics of Film and Television in Australia* (SA Centre for Economic Studies), the following statistics are provided.

- In 1992, 277 films were released in Australia, grossing \$322.6 million from 45.5 million cinema admissions, of which 11.9 per cent were Australian productions which grossed 9 per cent of the receipts.
- The value of video rentals in Australia for 1991 was \$840 million for 186 million rentals.
- Direct sales of video product to Australian households in 1991 generated \$95 million revenue, being for 4.1 million units.

*ABS 1986-87 Services
Industries Survey*

**Turnover of Selected Industries, Australia, 1986-87
(\$ million)**

<i>ASIC industry</i>	<i>Turnover</i>
Motion picture theatre	256.5
Photography services industry	183.3

Sources: ABS, Motion Picture Theatre Industries, Australia, 1986-87 (8654.0). ABS, Photography Services Industries, Australia, 1986-87 (8660.0).

The motion picture theatre industry is composed of enterprises involved in cinema operation, drive-in theatre operation, motion picture screening, motion picture theatre operation and newsreel theatre operation.

The photography services industry is composed of enterprises mainly engaged in commercial, industrial, advertising, fashion, portrait etc. photographing.

**ABS 1987–88 Service
Industries Survey**

**Turnover of Selected Industries, Australia, 1987–88
(\$ million)**

<i>ASIC industry</i>	<i>Turnover</i>
Architectural services	1,030.4
Advertising services	4,675.2

Sources: ABS, Advertising Services Industry, Australia, 1987–88 (8670.0). ABS, Architectural Services Industry, Australia, 1987–88 (8664.0).

Architectural services include enterprises mainly engaged in providing architectural services, architectural consulting services and architectural drafting services.

Advertising services include advertising agency and related services, commercial art, display advertising etc.

**Museums and
art galleries, and
visual arts and crafts**

There are several issues to be considered in determining the output of museums and art galleries.

Firstly, it is inappropriate to use revenue, because the industry is dominated by government subsidised and non-profit activities. The approach of the ABS Australian National Accounts is to sum the intermediate inputs, namely wages, salaries and supplements and indirect taxes (*i.e.* total operating expenses).

Secondly, there is a large input from volunteer labour, which is not reflected in the operating expenses. ABS data indicate that 27,600 persons were involved in unpaid work for museums, and 24,000 for art galleries in the 12 months to March 1993 (*Work in Selected Culture/Leisure Activities, Australia, March 1993*).

The value of the input from volunteer labour into the cultural industries is an area where further analysis may be warranted. A study is currently being done by the ABS of the value of unpaid work, based on the results of the latest *Time Use Survey*. These results should be available mid to late 1994.

The following data comes from *Research Paper No. 9, Australia Council for the Arts, June 1993*. The data refer to art museums, museums and public galleries in Australia for 1991–92.

- Total operating expenditure was \$300 million.
- Capital expenditure was \$60.1 million.
- Donations of art works and artefacts were valued at \$26.4 million.

Estimates of the economic significance of the visual arts and crafts industry have also been published by the Australia Council. The distribution of artworks produced by professional visual artists and craftspeople is estimated to have generated \$520 million of economic activity in 1987–88 (*Visual & Craft Artists*, by G. Prosser, Australia Council, Redfern NSW, December 1989).

The figure of \$520 million represents the total turnover of industry sectors involved in the production, presentation and distribution of artworks by professional visual arts and crafts practitioners. The sectors include professional practitioners themselves, commercial galleries and retailers, public galleries and art museums, National and State galleries, and visual arts and crafts service organisations.

However, the figure is a conservative estimate of the economic significance of the industry, because it excludes economic activity generated by the education sector, capital expenditure by National and State galleries, suppliers of materials, tools and equipment, and non-professional practitioners.

The music industry

Price Waterhouse have produced a report for the Music Industry Advisory Council, *The Australian Music Industry, An Economic Profile*, April 1993. For the purposes of that study, the Australian music industry was defined to encompass:

- the domestic production and sale of popular, contemporary and classical music and recordings;
- the domestic sale of imported popular, contemporary and classical music and recordings;
- live performances of popular, contemporary and classical music;
- the services provided by managers, publishers, record companies, booking and ticketing agencies, promoters, distributors and retailers in the provision of popular, contemporary and classical music and recordings to the general public.

The report estimates the total output in consumer prices, measured at the point of final sale to the consumer to be \$1,369 million in 1991-92 (including exports). In the terminology used elsewhere in this report, this is *final demand at purchasers' prices*.

The report also estimates the value added of the industry in 1991-92 to be \$697.6 million, around 0.2 per cent of the ABS estimate of Gross Domestic Product for that year of \$386,283 million.

MUSIC AND PERFORMING ARTS ORGANISATIONS

A survey of music and performing arts organisations based in Australia was conducted by ABS in 1991. Organisations which had their predominant activity in the theatre, opera, music theatre, symphony orchestra, chamber music, choral music or dance were included providing that, in 1991, they either received a government grant of \$500 or more, employed people, or received income amounting to \$50,000 or more. Organisations involved in popular music (e.g. rock, jazz) were excluded from the survey.

Number and type of organisations

In 1991 there were 459 music and performing arts organisations and 13 major musical productions operating, of which 311 (68 per cent) received subsidies in the form of government grants. The largest group comprised organisations engaged in theatre performances.

Number and Type of Music and Performing Arts Organisation (a)(b)
by Home State of the Organisation, 1991

Location of organisation	Theatre	Opera and music theatre (b)	Symphony orchestra, chamber and choral group	Dance	Total organisations
New South Wales	64	14	59	13	150
Victoria	48	6	42	13	109
Queensland	22	7	29	10	68
South Australia	23	5	15	2	45
Western Australia	16	4	10	6	36
Tasmania	10	n.p.	6	n.p.	19
Northern Territory	3	n.p.	3	n.p.	7
Australian Capital Territory	11	4	8	2	25
<i>Australia</i>	<i>197</i>	<i>41</i>	<i>172</i>	<i>49</i>	<i>459</i>
Of which:					
Government subsidised organisations	129	25	122	35	311
Other organisations	68	16	50	14	148
<i>Total</i>	<i>197</i>	<i>41</i>	<i>172</i>	<i>49</i>	<i>459</i>

(a) Excludes organisations mainly engaged in popular music (e.g. rock, jazz etc.).

(b) Excludes organisations staging major musicals.

Source: ABS, *Music and Performing Arts, Australia 1991* (4116.0).

Performances and attendances

Music and performing arts organisations staged 34,113 performances in 1991 for 8.5 million patrons who collectively paid \$182.7 million to attend. The largest number of performances were given by theatre organisations. The largest number of patrons were attracted by theatre organisations and major musical productions.

Government subsidies to music and performing arts organisations provide the opportunity for new productions to be presented which otherwise may be considered too risky to be commercially attractive. They also enable stage productions to be performed in regional centres where the audiences are smaller. Subsidised organisations presented 63 per cent of all performances.

Number of Performances and Attendances by Type of Music and Performing Arts Organisation(a), 1991

Type of organisation	Government subsidised organisations		Other organisations		Total all organisations	
	Performances	Paid attendances	Performances	Paid attendances	Performances	Paid attendances
	No.	'000	No.	'000	No.	'000
Theatre organisations	16,122	2,440	8,491	1,013	24,613	3,453
Opera and music theatre organisations (b)	567	538	2,458	2,173	3,025	2,711
Symphony orchestra, chamber and choral groups	2,483	1,150	253	71	2,736	1,220
Dance organisations	2,273	760	1,466	348	3,739	1,108
Total	21,445	4,888	12,668	3,604	34,113	8,492

(a) Excludes organisations mainly involved in popular music (rock, jazz etc.) but includes performances overseas by Australian based organisations.

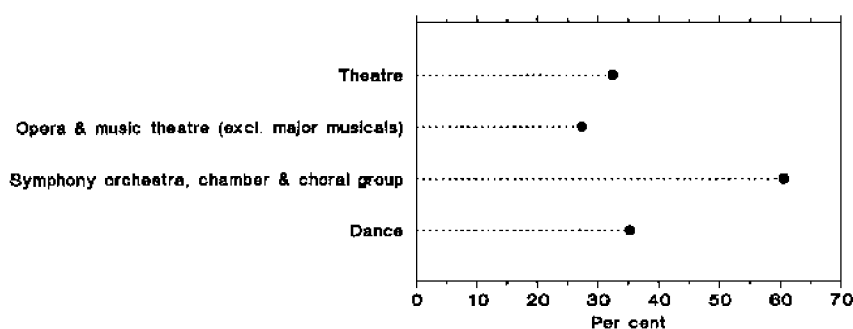
(b) Includes major musical productions.

Source: ABS, *Music and Performing Arts, Australia, 1991* (4116.0).

Revenue and expenditure

The survey showed that in 1991 music and performing arts organisations based in Australia received \$297.2 million in revenue. Box office and subscription sales accounted for 61 per cent of this, government grants provided 27 per cent and a further 5 per cent came from sponsorships and donations.

Government Grants as a Percentage of Total Revenue by Type of Music and Performing Arts Organisation, 1991



Source: ABS, *Music and Performing Arts, Australia 1991* (4116.0)

Major musical theatre productions did not receive any government grants. By contrast, government grants comprised 61 per cent of the revenue of symphony orchestra, chamber and choral groups.

Government subsidised organisations received almost as much revenue from government grants as from box office and subscription sales (\$81.4 million compared with \$82.8 million).

The profits (difference between revenue and expenditure) for each type of organisation were relatively small. The major musicals were the exception with a surplus of \$22.9 million. However, this result should be treated with caution because of the way major costs for long running performances are attributed.

**Revenue and Expenditure by Type of Music and Performing Arts Organisations(a), 1991
(\$'000)**

	Theatre (other than opera and music theatre)	Opera and music theatre		Symphony orchestra, chamber and choral group	Dance	Total all activities
		Major musicals	Other			
<i>Revenue</i>						
Government subsidised organisations	56,576	–	48,120	56,253	28,638	189,587
Other organisations	11,335	91,346	628	1,237	3,113	107,659
Total all organisations	67,911	91,346	48,748	57,490	31,751	297,246
<i>Expenditure</i>						
Government subsidised organisations	56,841	–	49,461	56,327	29,020	191,649
Other organisations	11,068	68,457	658	1,185	2,673	84,042
Total all organisations	67,910	68,457	50,119	57,512	31,694	275,691

(a) Excludes data from organisations mainly involved in popular music (rock, jazz).
Source: ABS, *Music and Performing Arts, Australia, 1991* (4116.0).

Employment

Music and performing arts organisations provided 2,391 permanent full or part-time jobs and 13,607 non-permanent jobs, while a further 1,305 persons were employed by major musicals.

Number of Jobs by Type of Music and Performing Arts Organisation(a), 1991

Type of organisation	Number of jobs			Total
	Permanent full-time	Permanent part-time	Non- permanent	
Theatre	502	171	4,602	5,275
Opera and music theatre	272	11	3,578	3,861
Symphony orchestra, chamber and choral groups	787	159	4,874	5,820
Dance	396	93	553	1,042
Total	1,957	434	13,607	15,998

(a) Excludes major musicals.
Source: ABS, *Music and Performing Arts, Australia, 1991* (4116.0).

It should be noted that the survey is unable to provide an accurate picture of the total number of persons employed by music and performing arts organisations as some people could have been employed in more than one non-permanent job by different organisations. Non-permanent employees included people on weekly contracts for less than 52 weeks duration, those on hourly contracts, those based on a minimum number of hours, those contracted on a task basis, and those being paid on a profit sharing basis.

The remainder of this section provides some information on the activities of three of the major music and performing arts organisations in Australia.

The Australian Ballet

The Australian Ballet was established in 1961 as the nation's classical ballet company. The company performs in Australian capital cities and regularly tours overseas. The Australian Ballet has an international reputation as one of the top ballet companies in the world. It is based at the Australian Ballet Centre in Melbourne. In 1993 there were 172 performances given in Australia and 18 overseas. The Australian Ballet employs about 150 people, of whom about 65 are dancers.

Performances Given by the Australian Ballet

	1987	1988	1989	1990	1991	1992	1993
<i>Theatres in Australia:</i>							
New South Wales	81	80	87	84	82	80	80
Victoria	70	58	60	61	64	60	62
Queensland	-	10	-	10	12	-	9
South Australia	12	-	12	7	10	10	9
Western Australia	-	-	7	-	-	9	-
Australian Capital Territory	-	6	6	-	6	-	10
<i>Other venues in Australia:</i>							
Myer Music Bowl, Melbourne	-	1	1	1	-	-	1
ABC TV-FM simulcasts	-	1	2	1	-	-	1
Performances overseas	20	37	14	22	-	27	18
<i>Total performances</i>	<i>183</i>	<i>192</i>	<i>188</i>	<i>187</i>	<i>175</i>	<i>186</i>	<i>190</i>

Source: The Australian Ballet.

The Australian Opera

The Australian Opera is one of the largest performing arts organisations in Australia, employing more than 200 permanent staff including 30 principal artists and a chorus of 50. In addition it employs more than 500 casuals each year, including celebrated international singers. In 1992, it gave 211 performances of 17 operas in Sydney and Melbourne. The Australian Opera also presented its annual Sydney Opera in the Park, a special Adelaide Festival of Arts concert performance and collaborated with the ABC on three television and FM radio simulcasts.

In 1992, the Australian Opera paid \$21 million in salaries and wages. Of the total revenue of \$31 million, 64.5 per cent came from the box office, 26.3 per cent was received from government grants while the remaining 9.2 per cent was from corporate and individual contributions.

The Australian Opera: Performances, Attendances and Sources of Income

	1989	1990	1991	1992
Performances	233	236	218	211
Attendances	296,477	307,666	292,486	285,376
Box office, donations and other income (\$ million)	18	20	21	23
Government grants (\$ million)	6	8	8	8
Salaries and wages (\$ million)	12	14	18	21

Source: The Australian Opera Annual Report, 1992.

Musica Viva

Musica Viva is Australia's national chamber music entrepreneur. A non-profit company founded in 1945 with headquarters in Sydney, it has branch offices in all capital cities. Income is derived from ticket sales as well as from subsidies from various government organisations. As well as its international subscription series in Brisbane, Newcastle, Sydney, Canberra, Melbourne, Hobart, Adelaide and Perth, Musica Viva also conducts an extensive country touring program. It operates an extensive Schools Performance program in New South Wales, Victoria, Tasmania and Western Australia. It commissions new music from Australian composers and manages tours by Australian artists overseas, often in association with the Department of Foreign Affairs and Trade.

Musica Viva Audiences, 1992

	<i>NSW</i>	<i>Vic.</i>	<i>Qld</i>	<i>SA</i>	<i>WA</i>	<i>Tas.</i>	<i>NT</i>	<i>ACT</i>	<i>Total</i>
Regional touring	16,441	1,634	207	-	1,659	640	-	-	20,581
Education	188,550	-	-	-	12,750	5,400	-	-	206,700
Subscriptions and special events	26,802	27,667	5,784	8,246	8,913	2,744	-	8,815	88,971
Overseas	93,850

Source: Musica Viva Annual Report, 1992.

In 1992, its budget was almost \$5 million, of which about \$3 million was income from operations and the remainder being grants, sponsorships and donations.

CULTURAL IMPORTS AND EXPORTS

Merchandise trade

The ABS produces detailed statistics on Australia's merchandise trade with foreign countries. Merchandise trade covers all movable goods which add to (imports) or subtract from (exports) Australia's stock of material resources. Merchandise trade statistics are recorded on a general trade basis, *i.e.* exports include both Australian produce and re-exports, and imports comprise goods entered directly for home consumption together with goods imported into bonded warehouses.

Detailed data on the trade in individual commodities are produced using the codes and descriptions of the United Nations' Standard International Trade Classification (SITC). SITC has a 5 digit code and a hierarchy with data available at various levels.

The ABS produces imports and exports statistics classified by industry of origin using the Australian Standard Industrial Classification (ASIC). These statistics are compiled by allocating commodities to the industry of origin based upon the main economic activities of those industries with which the commodities are primarily associated. Using this approach each commodity is allocated to only one industry. Commodities that are used in a cultural industry but are primarily used in another area will not be recorded against the cultural industry.

In order to more satisfactorily relate the imports and exports data to the Culture-Leisure Industry Statistical Framework, the list of SITC Classifications has been examined to determine a list of commodities that may be relevant.

Before a list of cultural items can be finalised, considerable additional research is needed. All items judged to possibly have a cultural interest have been included below. However, a final list could exclude some of these items.

The following table represents a summary of the total trade in merchandise commodities that were identified as possibly relevant to the cultural industries. Some commodities have been included more than once, therefore in deriving a total for cultural trade this duplication must be excluded.

**Summary of Exports and Imports Relevant to the Cultural Industries
Statistical Framework, 1992-93
(\$'000)**

<i>Cultural classification</i>	<i>Exports</i>	<i>Imports</i>
Literature	509,058	2,382,829
Music and performing arts	148,378	879,754
Visual arts	314,925	649,431
Film and video	7,794	233,339
Radio and television	92,733	727,859
<i>Total</i>	<i>1,072,888</i>	<i>4,873,212</i>
Minus commodities duplicated	-14,690	-127,862
Total	1,058,198	4,745,350

Source: ABS, *Fastracks* database.

The total value of all merchandise exports in 1992-93 was \$60,778 million, so the cultural exports identified accounted for about 2 per cent of all exports. The total value of all imports was \$59,577 million, meaning that the cultural imports identified comprised 8 per cent of all imports.

The following table shows details of the commodities aggregated in the above summary table.

**Exports and Imports of Commodities Relevant to the
Cultural Industries Statistical Framework(a), 1992-93
(\$'000)**

<i>Framework classification by SITC</i>		<i>Exports</i>	<i>Imports</i>
<i>Cultural Classification 11 : Literature</i>			
53321	Black printing ink	472	8,056
53329	Printing ink other than black	4,715	17,968
64110	Newsprint in rolls or sheets	4,022	139,781
64121-64194	Other paper and paperboard	184,950	974,600
725	Paper, pulp mill and paper manufacture machinery, parts	15,537	86,076
726	Printing and bookbinding machinery, parts	54,702	193,406
75113-75119	Typewriters and word processing machines	3,321	18,514
75910	Parts, access. for photocopying, and thermo-copying machines	16,997	117,771
75991	Parts, access. for typewriters, word processors	33,229	2,253
89212	Children's picture drawing or colouring books	2,019	5,670
89213	Maps and charts in book form	543	6,178
89214	Printed maps and charts not in book form	1,703	2,230
89215	Printed books and similar printed matter in sheet form	6,430	9,196
89216	Dictionaries and encyclopaedias	28,275	13,565
89219	Books, similar printed matter n.e.s. not in sheet form	70,638	481,934
89221	Newspapers, periodicals issued ≥ 4 times/week	3,219	667
89229	Newspapers, periodicals issued < 4 times/week	22,222	194,226
89241-89289	Other printed matter	56,014	110,738
Total Literature		509,058	2,382,829
<i>Cultural Classifications 21 : Music and 31 : Performing Arts</i>			
76421	Microphones and stands	467	11,096
76422	Loudspeakers mounted in their enclosures	981	29,132
76423	Loudspeakers not mounted in their enclosures	1,569	20,686
76424	Headphones, earphones	197	14,642
76425	Audio-frequency electric amplifiers	1,588	18,555
76426	Electric sound amplifiers	2,457	4,096
76492	Parts for microphones, loudspeakers and headphones	2,244	3,631
89285	Printed or manuscript music	220	3,832
89813	Pianos and other keyboard instruments	854	11,135
89815	Stringed musical instruments	356	6,326
89821	Keyboard pipe organs and similar instruments	5	387
89822	Accordions and similar instruments	1	700
89823	Wind musical instruments	667	11,106
89824	Percussion musical instruments	160	6,207
89825	Keyboard instruments, sound electrically produced/amplified	243	19,935
89826	Other instruments, sound electrically produced/amplified	248	7,730
89829	Musical instruments n.e.s.	85	1,777
89841	Magnetic tape for recording sound 4mm wide	5,436	22,525
89843	Magnetic tape for recording sound 4-6.5mm wide	441	12,944
89845	Magnetic tape for recording sound 6.5mm wide	4,424	92,266
89851	Prepared unrecorded magnetic discs	5,679	50,585
89859	Prepared unrecorded media (excl. magnetic discs/tapes, photographic)	11,050	3,432
89861	Recorded magnetic tapes 4mm wide	2,764	14,268
89865	Recorded magnetic tapes 4-6.5mm wide	695	13,091
89867	Recorded magnetic tapes 6.5 mm wide	23,117	31,980
89871	Gramophone records	1,644	2,888
89879	Recorded media for sound	80,126	453,696
89890	Parts and accessories of musical instruments n.e.s.	660	11,106
Total Music and Performing Arts		148,378	879,754

**Exports and Imports of Commodities Relevant to the
Cultural Industries Statistical Framework(a), 1992-93 (continued)**
(\$'000)

<i>Framework classification by SITC</i>	<i>Exports</i>	<i>Imports</i>	
<i>Cultural Classification 41 : Visual Arts</i>			
53321	Black printing ink	472	8,056
53329	Printing ink other than black	4,715	17,968
53352	Artists/signboard painters colours, tints etc.	697	7,269
88111	Photographic cameras	3,576	85,346
88112	Photographic flash bulbs and flashcubes	168	954
88113	Photographic flashlight apparatus	998	3,778
88114	Parts and accessories for photographic cameras	396	9,395
88115	Parts and accessories for photo flashlights	1,525	1,042
88132	Image projectors	275	8,639
88133	Photographic enlargers and reducers	15	852
88134	Parts for projectors, enlargers etc.	544	3,038
88135	Apparatus for photo labs n.e.s.; projection screens	6,366	46,261
88136	Parts for apparatus for photo labs	2,393	9,233
88210	Chemicals for photo use	30,003	80,372
88220	Photographic plates, unexposed	29,942	97,976
88230	Photographic film, unexposed	174,811	157,246
88240	Photographic paper, unexposed	24,393	65,279
88250	Photographic film etc. exposed, not developed	1,838	821
88260	Photographic film etc. exposed and developed	2,515	10,821
89611	Paintings, drawings and pastels, hand executed	18,497	29,723
89612	Collages, similar decorative plaques, hand executed	6,349	371
89620	Original engravings, prints and lithographs	1,103	2,156
89630	Original sculptures and statuary in any material	3,334	2,835
<i>Total Visual Arts</i>		<i>314,925</i>	<i>649,431</i>
<i>Cultural Classification 51 : Film and Video</i>			
76381	Video recording or reproducing apparatus	3,676	223,806
88121	Cinematographic cameras	1,525	1,090
88122	Cinematographic projectors	797	976
883	Cinematograph film exposed and developed	1,796	7,467
<i>Total Film and Video</i>		<i>7,794</i>	<i>233,339</i>
<i>Cultural Classifications 61 : Radio and 62 : Television</i>			
76421	Microphones and stands	467	11,096
76422	Loudspeakers mounted in their enclosures	981	29,132
76423	Loudspeakers not mounted in their enclosures	1,569	20,686
76424	Headphones, earphones	197	14,642
76425	Audio-frequency electric amplifiers	1,588	18,555
76426	Electric sound amplifiers	2,457	4,096
76431	Radio, TV transmission apparatus not incorporating reception apparatus	6,135	39,143
76432	Radio, TV transmission apparatus incorporating reception apparatus	36,435	251,868
76482	Television cameras	1,866	129,684
76492	Parts for microphones, loudspeakers and headphones	2,244	3,631
76493	Parts for TV/radio receiver and transmission equipment	36,124	186,926
76499	Parts for TV image/sound recorders/reproducers; prepared unrecorded media	2,670	18,400
<i>Total Radio and Television</i>		<i>92,733</i>	<i>727,859</i>

(a) A number of items included may not necessarily be regarded as being of a cultural nature.

Australia trades in cultural commodities with a range of different countries. The following table provides details of its main trading partners for selected commodities.

Exports and Imports of Selected Commodities by Country, 1992-93
(**\$'000**)

<i>Commodity by country</i>	<i>Exports</i>	<i>Imports</i>
<i>641 Paper and paperboard</i>		
Brazil	-	19,258
Canada	59	43,024
Finland	-	192,627
Germany	597	117,128
Hong Kong	27,888	2,194
Italy	-	58,083
Japan	16,859	89,061
New Zealand	82,589	150,585
Sweden	-	38,149
United Kingdom	151	45,965
United States of America	584	185,211
Other Countries	60,245	173,096
<i>Total</i>	<i>188,972</i>	<i>1,114,381</i>
<i>726 Printing and bookbinding machinery and parts</i>		
Germany	1,121	52,672
Japan	1,387	27,927
New Zealand	17,316	489
United Kingdom	842	31,193
United States of America	4,092	55,432
Other Countries	29,944	25,693
<i>Total</i>	<i>54,702</i>	<i>193,406</i>
<i>89219 Books and similar printed matter not in sheet form</i>		
Hong Kong	7,885	46,613
Singapore	2,292	32,361
New Zealand	35,890	3,085
United Kingdom	6,381	162,199
United States of America	6,765	180,656
Other Countries	11,425	57,020
<i>Total</i>	<i>70,638</i>	<i>481,934</i>
<i>89879 Recorded media for sound</i>		
Germany	545	20,623
Japan	4,776	29,650
New Zealand	30,009	643
Singapore	20,964	43,884
United Kingdom	4,221	34,211
United States of America	3,712	258,829
Other Countries	15,900	65,856
<i>Total</i>	<i>80,127</i>	<i>453,696</i>
<i>88230 Photographic film, unexposed</i>		
Germany	41	9,986
Hong Kong	39,105	12
Japan	142	34,625
Republic of Korea	45,737	-
Mexico	-	15,638
Singapore	31,298	47
Taiwan	15,021	626
Thailand	25,849	-
United Kingdom	62	9,195
United States of America	446	73,249
Other Countries	17,110	13,868
<i>Total</i>	<i>174,811</i>	<i>157,246</i>

Trade in services

As part of the production of statistics on Australia's balance of payments, the ABS produces data on the international trade in a wide range of services. Most of the data is output from the International Trade in Services Survey.

The classification of services includes a category *Entertainment and Cultural Services*. This includes gross receipts from tours overseas by Australian resident performers; broadcasting rights' payments; performance fees paid to non-resident performers; sporting events' prize monies and appearance fees; and actors' appearance fees.

The following table provides some data on the international trade in Entertainment and Cultural Services. These data should be treated with caution. They are based on small samples and have high standard errors.

International Trade in Entertainment and Cultural Services
(\$ million)

	<i>Credits</i>	<i>Debits</i>	<i>Balance</i>
1987-88	22	-38	-17
1989-90	20	-32	-12
1991-92	27	-19	8

Source: ABS, *International Trade in Services, 1991-92* (5354.0).

This illustrates that there was a trade surplus in 1991-92 of \$8 million. In comparison for 1987-88 and 1989-90 there were trade deficits of \$17 million and \$12 million respectively.

There are a number of problems with the collection of data on *Entertainment and Cultural Services* which the ABS is attempting to address. This includes the introduction of a more detailed classification and improving coverage of the relevant industries.

Royalties

In Australia's balance of payments, moneys received from royalties are recorded as being property income because they arise from permitting people to use assets that are of an intangible nature.

Royalties Recorded in Balance of Payments Related to Culture: Net Deficit
(\$ million)

<i>Royalties</i>	<i>1987-88</i>	<i>1989-90</i>	<i>1991-92</i>
Film, television programs and video tapes	245	343	372
Music	84	88	124
<i>Total (a)</i>	<i>338</i>	<i>437</i>	<i>503</i>

(a) Includes royalties on publications.

Source: ABS, *International Trade in Services, 1991-92* (5354.0).

The above table shows that in 1991-92 there was a deficit of \$503 million in the balance of payments as a result of royalty payments arising from the use of cultural assets. Royalty payments made to overseas countries totalled \$596 million, while royalties received by Australian residents totalled \$94 million, leaving the balance of \$503 million.

CHARACTERISTICS OF THE MARKET FOR CULTURAL GOODS AND SERVICES

This section analyses the characteristics of the households which participated in the market for cultural goods and services. It is entirely based on the results of the ABS Household Expenditure Surveys.

Much of this section analyses how expenditure varies depending on the characteristics of individuals, such as occupation and sex. For such analysis, the most obvious approach might be to use data about the expenditure of individuals within a household, analysing the results according to their individual characteristics. However, such an approach ignores the reality that much of the expenditure for many individuals is done by another member of the household (with different individual characteristics). Therefore, household expenditure is used in this analysis instead of individual expenditure, and the characteristics of the *household reference person* (known as the *household head* in previous surveys) are sometimes used as a 'proxy' for the characteristics of the household.

It is the objective of this section to give only a broad overview of some of the relationships suggested by the data. There remains much scope for statistical analyses to clarify the exact nature of these relationships.

Average expenditure by all households

The following table shows the average weekly household expenditure on various cultural goods and services by households in private dwellings.

Average Household Expenditure on Cultural Goods and Services, Australia (Dollars)

<i>Expenditure item</i>	<i>Average weekly expenditure 1984</i>	<i>Average weekly expenditure 1988-89</i>
Televisions	1.47	1.98
Video cassette recorders and equipment	2.19	1.82
Video cassette tape hire	0.66	1.16
Audio-visual equipment repairs	0.26	0.47
Blank video cassettes	0.25	0.24
Television aerials	*0.05	*0.18
Pre-recorded video cassette tape purchase	*0.04	0.14
Television hire	0.17	0.13
Video cassette recorder hire	0.14	0.11
Audio-visual equipment repair insurance	0.04	0.05
<i>Subtotal: Television and video</i>	<i>5.27</i>	<i>6.28</i>
Books	1.68	2.50
Newspapers	1.66	2.05
Magazines and comics	0.78	1.20
Other printed material	0.04	0.07
<i>Subtotal: Literature</i>	<i>4.17</i>	<i>5.82</i>

Average Household Expenditure on Cultural Goods and Services, Australia (continued)
(Dollars)

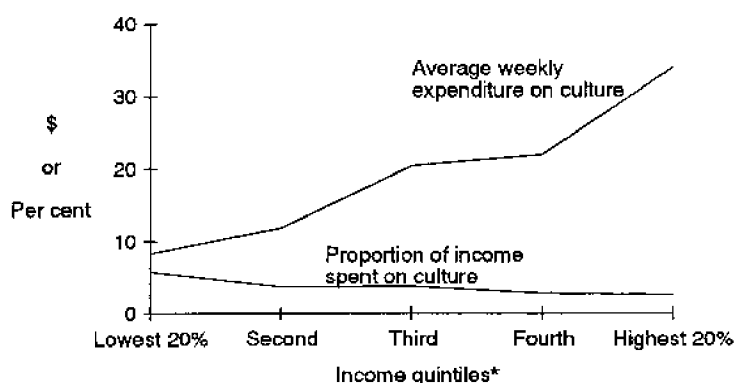
<i>Expenditure item</i>	<i>Average weekly expenditure 1984</i>	<i>Average weekly expenditure, 1988-89</i>
Radio, stereo and hi-fi equipment	1.12	1.67
Records and CDs	0.44	0.62
Audio-cassettes and tapes	0.37	0.59
<i>Subtotal: Music listening (home)</i>	<i>1.93</i>	<i>2.88</i>
Live theatre admission	0.68	0.92
Cinema admission	0.53	0.71
National park and zoo admission	0.06	0.08
Art gallery and museum admission	0.03	0.05
<i>Subtotal: Admission fees to cultural venues</i>	<i>1.30</i>	<i>1.75</i>
Cultural and other non-sporting lessons	0.47	0.73
Cultural and other educational institution fees	0.04	*0.14
<i>Subtotal: Cultural education</i>	<i>0.51</i>	<i>0.87</i>
Cultural and other (excl. sports) clubs and associations	0.40	0.59
Musical instruments and accessories	*0.48	*0.49
Studio and other professional photography	0.21	0.36
Paintings, carvings and sculptures	0.21	0.22
Misc. electronic components (e.g. TV cable, radio ear plugs)	0.11	0.10
<i>Subtotal: Other culture</i>	<i>1.41</i>	<i>1.76</i>
Total culture	14.59	19.36
Total commodity/service expenditure	361.84	502.71

Source: ABS, Household Expenditure Survey, 1984 and 1988-89 (6535.0).

Income

The results of the 1988-89 Household Expenditure Survey show that, not surprisingly, as household income increased, expenditure on culture also increased. However, as a proportion of income, expenditure on culture decreased as income increased. The following graph illustrates these facts.

Household expenditure on cultural goods and services, 1988-89, Australia
Income quintiles



*Income quintiles are formed by dividing all households into five equally sized groups, in order of household income.

Source: ABS Household Expenditure Survey 1988-89 (6535.0)

Sex

In order to analyse the effect of gender on cultural expenditure, the households have been divided into three groups, those with more males than females, those with more females than males, and those with the same number of each. For brevity, these will be referred to as male households, female households and neutral households.

The average weekly cultural expenditure was highest for male households at \$23.99, compared with \$16.81 and \$17.78 for female and neutral households respectively.

Average expenditure was the highest for male households for a great number of commodity items, including video recorders and equipment; video tape hire; radio, stereo and hi-fi equipment; records and CDs; audio cassettes; theatre and cinema admissions; musical instruments; studio photography; and paintings, carvings and sculptures. Average expenditure was the highest for female households in the case of books and cultural education.

Even so, it must be recognised that these results are not only influenced by differences in gender, but also by differences in other characteristics, such as family composition, family size and household income.

For example, the average weekly incomes of male, female and neutral households were \$702, \$549 and \$655 respectively. Such differences are consistent with the differences in average cultural expenditure between the households. Indeed, average expenditure on total commodities and services is the highest for male households. Therefore it seems prudent to compare the proportion of total expenditure spent on cultural goods and services.

The proportion of expenditure spent on culture also was the highest for male households at 4.5 per cent, compared with 3.7 per cent and 3.5 per cent for female and neutral households respectively. Furthermore, the proportion of expenditure spent on culture was the highest for male households for most of the categories considered. For the categories where the proportion was highest for female households, the differences tended to be smaller. As examples, male households spent nearly 5 times the proportion of their expenditure on musical instruments and accessories than female households, and nearly 3.5 times on video cassette recorders and equipment. Female households spent nearly twice the proportion of their expenditure on cultural education. The following tables highlight the categories with the most marked differences.

**Proportion of Household Expenditure Spent on Selected Items/Groups
Male and Female Households, Australia, 1988-89**

<i>Expenditure item or group</i>	<i>Proportion of expenditure by male households : female households</i>
<i>Total culture</i>	1.2 : 1
Musical instruments and accessories	4.8 : 1
Video cassette recorders and equipment	3.4 : 1
Records and CDs	2.3 : 1
Radio, stereo and hi-fi equipment	2.0 : 1
Studio and other professional photography	1.5 : 1
Video tape hire	1.5 : 1
Cinema admission	1.2 : 1
Newspapers	1.1 : 1
Cultural and other clubs and associations	0.9 : 1
Live theatre admission	0.9 : 1
Magazines and comics	0.9 : 1
Books	0.8 : 1
Cultural education	0.6 : 1

Source: ABS, Household Expenditure Survey, 1988-89 (unpublished data).

Occupation

Households with a household reference person employed in a professional occupation had a considerably greater average expenditure on cultural goods and services. These households also had the highest average weekly income, which may partly explain the greater expenditure.

It is also of note that the total expenditure by all households with a professional reference person was greater than for any other occupation. The total annual expenditure by these households on culture was \$915 million, compared with the next highest of \$805 million by tradesperson households. This is so, despite there being 40 per cent more tradesperson households than professional, reflecting the very high average expenditure of the latter.

As a proportion of expenditure on all goods and services, professional households still lead the way, although the differences were less striking. Cultural expenditure represented 4.8 per cent of all expenditure for professional households, compared with 3.4 to 4.1 per cent for other occupations. In particular, the commodities and services which professional households appear to have spent a disproportionate amount on, compared with other occupations, were cinema and live theatre admission fees, cultural and other non-sporting lessons, and records and CDs.

The following table summarises the main results from the survey.

Household Expenditure on Cultural Goods and Services, and Other Selected Items by Occupation of Household Reference Person, Australia, 1988-89

Occupation of household reference person	Average weekly expenditure on culture	Total annual expenditure on culture	Proportion of expenditure spent on culture	Average weekly household income
	\$	\$ million	per cent	\$
Managers/administrators	22.03	652	3.5	952
Professionals	33.95	915	4.8	1,003
Para-professionals*	23.04	299	3.9	784
Tradespersons	21.65	805	3.9	724
Clerks*	22.40	416	4.1	727
Sales/personal service*	22.42	366	3.7	745
Plant and machine operators*	23.58	496	4.0	745
Labourers etc.	18.60	436	3.4	682

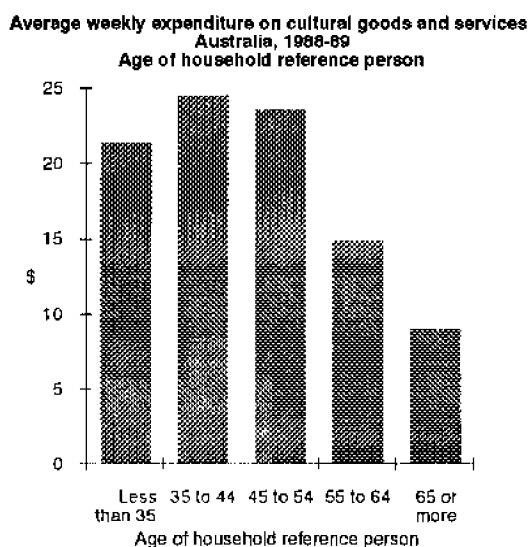
Source: ABS Household Expenditure Survey, 1988-89 (unpublished data).

Age and family composition

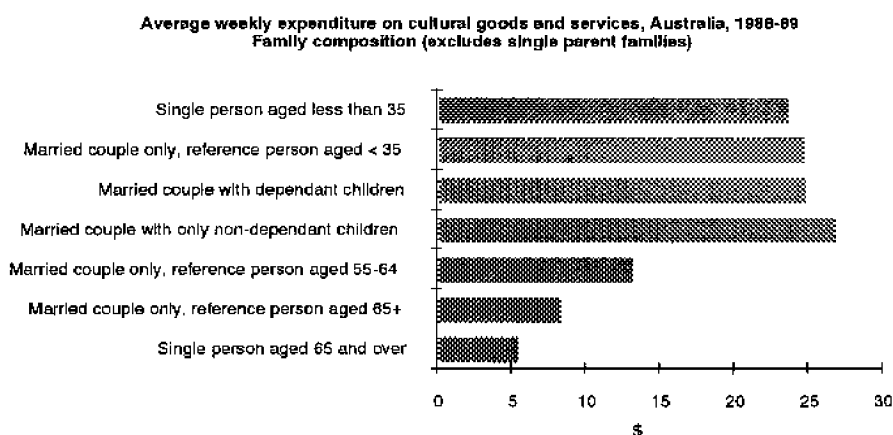
Although the age of the household reference person is used as a proxy for the age of all the household members, it seems more intuitive to examine the entire family structure as an indication of the 'age' of the household. This was done in the ABS report *The Effects of Government Benefits and Taxes on Household Income* (6537.0), in which the formation, maturation and dissolution of the traditional nuclear family was analysed. The lifecycle of the family was considered to begin with the single person aged under 35, followed by the married couple - husband and wife only with reference person aged under 35, married couple with only dependent children and eldest child under 5, and so on, right through to a married couple-husband and wife only with reference person aged 65 and over, and finally a single person aged 65 and over.

This subsection examines cultural expenditure patterns, using both the age of the reference person and the family composition as indicators of the 'age' of the household.

Both methods reveal similar patterns in household expenditure. Average cultural expenditure (as for average expenditure on all commodities) was relatively high for young households (except for single parent households), steadily increasing with age, and then dropping off substantially when the household was old. The following graphs illustrate this.



Source: ABS Household Expenditure Survey 1988-89 (Unpublished Data)



Source: ABS Household Expenditure Survey 1988-89 (Unpublished Data)

It should be noted that household size and household income also exhibited rises and falls as household age changed.

Cultural expenditure per person in a household (considering only those households which spent money on culture) was very high for the youngest households, quickly dropping off to a fairly steady level for all other ages. Again, single parent households were an exception.

As a proportion of expenditure on all goods and services, expenditure on culture was the highest in single person households aged less than 35. There were no other obvious relationships.

Total annual cultural expenditure was the greatest by far for married couple households with dependants. This was due to the very large number of these family types compared with any other.

The following table summarises the main results from the survey.

**Household Expenditure on Cultural Goods and Services and Other Selected Items
Selected Household Types, Australia, 1988-89**

	Average weekly expenditure on culture	Total annual expenditure on culture	Proportion of expenditure spent on culture	Average weekly household income	Average household size
	\$	\$ million	per cent	\$	No. of persons
<i>Age of household reference person:</i>					
Less than 35 years	21.52	1,649	4.0	655	2.7
35 to 44	24.64	1,642	4.1	768	3.8
45 to 54	23.71	1,069	3.8	843	3.2
55 to 64	15.02	616	3.4	558	2.2
65 or more	9.16	481	3.3	323	1.7
<i>Family composition:</i>					
Single parent*	13.65	223	3.5	381	3.0
Single person aged less than 35*	23.68	327	6.4	440	1.0
Married couple only, reference person aged less than 35*	24.75	354	4.1	854	2.0
Married couple with dependant children	24.85	2,283	3.9	807	4.2
Married couple with only non-dependant children*	26.84	485	3.8	1,005	3.4
Married couple only, reference person aged 55-64*	13.21	219	3.2	534	2.0
Married couple only, reference person aged 65 or more*	8.38	188	2.7	357	2.0
Single person aged 65 or more*	5.44	118	3.3	172	1.0

Source: ABS Household Expenditure Survey, 1988-89 (unpublished data).

Birthplace

Average weekly cultural expenditure by households with the reference person born in Australia was \$18.76, compared with \$21.05 for households with the reference person born overseas in an English speaking country, and \$20.69 for households with the reference person born overseas in a non-English speaking country. Some of this variation can be explained by the average weekly incomes of these households, being \$636, \$651 and \$626 respectively. Differences in family composition, family size and other variables may also explain the different expenditures.

The proportion of expenditure spent on culture was around the same for all three groups, being 3.8 to 3.9 per cent. The proportion spent on individual cultural commodity groups was also very similar for the three groups.

TIME SPENT ON CULTURAL ACTIVITIES

In 1992, the ABS conducted a survey on How Australians Use Their Time. Information was collected from people aged 15 years and over who recorded their time use in a diary for a specified two day period. Data were obtained on the main activity being undertaken as well as on secondary activities taking place at the same time.

To calculate the average time spent on an activity, the time spent by each person on the activity was added and then this total time was divided by the total population. Some activities like sleeping and eating involve everybody every day. Other activities may never or only infrequently involve particular individuals. Consequently people will find the 'average' profile more representative of their situation for everyday activities and less representative for non-daily and infrequent activities.

Main activity

Average Time Spent on Main Activities: All Persons by Sex, 1992

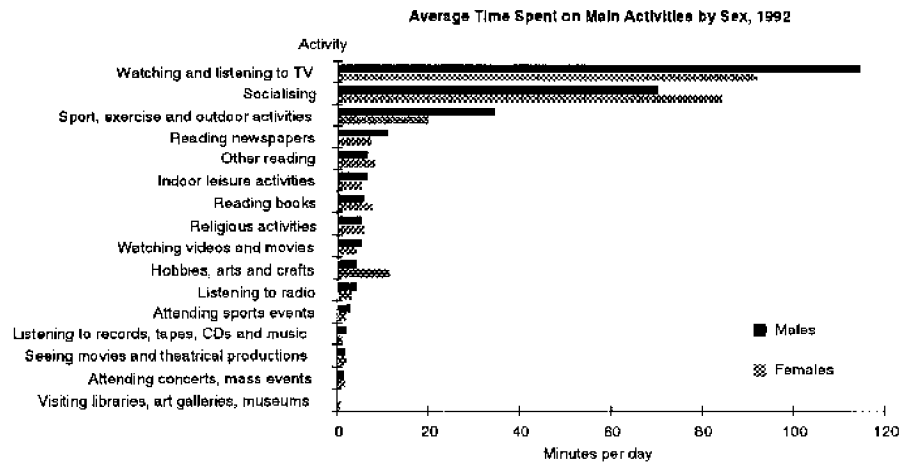
Activity	Average time (minutes per day)			Per cent of day
	Males	Females	Persons	
<i>Religious activities:</i>				
Religious practice	4	4	4	0.3
Other religious/church activities	2	2	2	0.1
<i>Total religious activities</i>	<i>5</i>	<i>6</i>	<i>6</i>	<i>0.4</i>
<i>Social life and entertainment:</i>				
Socialising (visiting, going to clubs etc.)	70	84	77	5.4
Seeing movies, watching theatrical productions	2	2	2	0.1
Visiting libraries, art galleries, museums	0	1	1	0.0
Attending concerts, mass events	2	2	2	0.1
Attending sports events	3	2	2	0.2
Other social life and entertainment (a)	16	18	17	1.2
<i>Total social life and entertainment</i>	<i>92</i>	<i>108</i>	<i>100</i>	<i>7.0</i>
<i>Leisure:</i>				
Hobbies, arts and crafts etc.	4	11	8	0.5
Sport, exercise and outdoor activities	35	20	27	1.9
Indoor leisure activities	6	5	6	0.4
Reading books	6	8	7	0.5
Reading newspapers	11	7	9	0.6
Other reading	6	8	7	0.5
Watching and listening to TV	114	92	103	7.2
Watching videos and movies n.f.d.	5	4	5	0.3
Listening to radio	4	3	4	0.3
Listening to records, tapes, CDs and music n.f.d.	2	1	1	0.1
Other leisure activities (b)	56	72	64	4.5
<i>Total leisure</i>	<i>250</i>	<i>232</i>	<i>241</i>	<i>16.7</i>
Total religious, social and leisure activities	348	346	347	24.1
Other activities	1,092	1,094	1,093	75.9
Total	1,440	1,440	1,440	100.0

(a) Mainly travelling time to attend social activities.

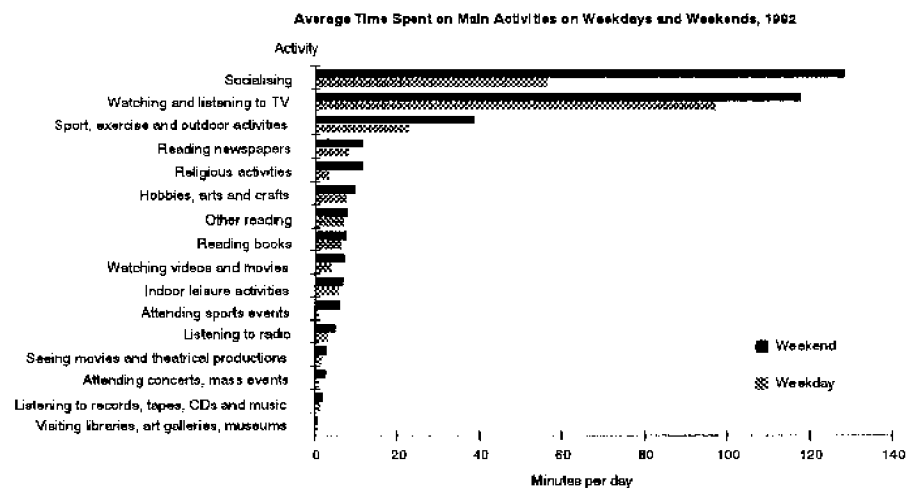
(b) Includes activities such as relaxing, thinking, resting, talking and travelling time.

Source: ABS, *How Australians Use Their Time, 1992* (unpublished data).

On average, Australians spent 347 minutes per day (almost 6 hours) on religious, social and leisure activities. They spent 103 minutes per day watching television, 77 minutes socialising, 27 minutes on sport, exercise and outdoor activities, 9 minutes reading newspapers, 8 minutes on hobbies, arts and crafts, 7 minutes reading books and 6 minutes on religious activities.



Males and females divided their time between religious, social and other leisure activities differently. On average, females spent more time socialising (81 minutes per day compared with 70 minutes for males), almost triple the amount of time on hobbies, arts and crafts (11 minutes compared with 4 minutes), as well as more time reading books. Males spent more time watching television, reading newspapers and participating in sport, exercise and outdoor activities.



As expected, Australians generally devoted more time to religious, social and leisure activities on weekends than they did on weekdays. On average, people spent 12 minutes per day on weekends on religious activities compared with 3 minutes per day during the week. They spent over twice the time on weekends socialising than on weekdays (128 minutes compared with 56 minutes for weekdays). Six times as long was spent attending sports events on weekends than on weekdays (6 minutes per day compared with 1 minute per day). More time was also spent attending concerts and mass events on weekends.

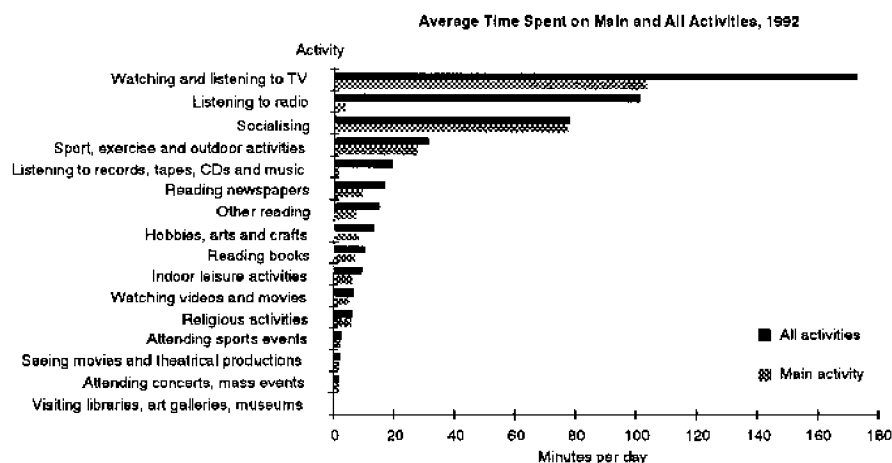
Looking at leisure activities, people spent 10 minutes per day on weekends undertaking hobbies, arts and crafts compared with 7 minutes on weekdays. About 15 minutes more per day was spent on sport, exercise and outdoor activities on weekends than on weekdays (38 minutes compared with 23 minutes on weekdays).

In general, people spent more time reading on weekends than on weekdays, with 8 minutes per day spent reading books compared with 6 minutes on weekdays, 12 minutes reading newspapers compared with 8 minutes, and 8 minutes spent on other reading compared with 7 minutes on weekdays. Twenty extra minutes per day was spent watching television on weekends than on weekdays (117 minutes per day compared with 97 minutes for weekdays). More time was spent watching videos (7 minutes on weekends compared with 4 minutes on weekdays).

All activities

The above information focuses on each respondent's main activity, but it was often the case that respondents were involved in more than one activity simultaneously, and it is interesting to observe the effect that this has on times spent on various cultural activities.

For most types of cultural activities, the times spent were much the same when secondary activities were also considered (that is, very few cultural activities were undertaken as secondary activities). However, time spent on hobbies, arts and crafts increased from 8 minutes per day as a main activity to 13 minutes per day when secondary activities were taken into account. Sport, exercise and outdoor activities accounted for 27 minutes per day as a main activity and 31 minutes per day when all activities were counted. Indoor leisure pursuits took up 6 minutes per day as a main activity, and 9 minutes per day for all activities.



Source: ABS, *How Australians Use Their Time* (unpublished data)

Time spent reading books increased from 7 minutes per day as a main activity to 10 minutes per day for all activities, time spent reading newspapers increased from 9 minutes per day as a main activity to 16 minutes per day for all activities, and time spent on other reading increased from 7 minutes per day as a main activity to 15 minutes per day when all activities were counted. Although few people listened to the radio, tapes, records or compact discs as a main activity, these activities were often referred to in conjunction with other activities (for example, listening to the radio while they were driving). As such, time spent

listening to the radio increased from 4 minutes per day as a main activity to 101 minutes per day for all activities, while time spent listening to records, tapes, CDs and other music increased from 1 minute per day as a main activity to 19 minutes per day for all activities. On average, people spent 103 minutes per day watching television as a main activity. When secondary activities were taken into account, a total of 172 minutes per day was spent watching television.

People who were either unemployed or not in the labour force on average spent more time on religious, social and leisure activities. They spent more time on religious activities (8 minutes per day for each compared with 4 minutes for people employed full-time), more time on indoor leisure activities (13 minutes per day for each compared with 6 minutes for those employed full-time) and more time watching television (216 minutes and 212 minutes per day respectively compared with 139 minutes for full-time employed). By contrast, these people spent less time attending sports events (2 minutes for each compared with 3 minutes for people employed full-time).

Average Time Spent on All Activities: All Persons by Labour Force Status, 1992

	Average time (minutes per day)				Total
	Employed full-time	Employed part-time	Unemployed	Not in the labour force	
<i>Religious activities:</i>					
Religious practice	3	4	7	5	4
Other religious/church activities	1	1	1	3	2
Total religious activities	4	5	8	8	6
<i>Social life and entertainment:</i>					
Socialising (visiting, going to clubs etc.)	71	84	95	80	78
Seeing movies, watching theatrical productions	2	3	2	2	2
Visiting libraries, art galleries, museums	—	—	1	1	1
Attending concerts, mass events	2	3	1	2	2
Attending sports events	3	3	2	2	3
Other social life and entertainment (a)	16	19	21	16	17
Total social life and entertainment	94	112	123	102	102
<i>Leisure:</i>					
Hobbies, arts and crafts etc.	8	13	13	20	13
Sport, exercise and outdoor activities	27	29	43	33	31
Indoor leisure activities	6	7	13	13	9
Reading books	7	9	15	13	10
Reading newspapers	15	12	15	20	16
Other reading	12	14	11	20	15
Watching and listening to TV	139	152	216	212	172
Watching videos and movies n.f.d.	7	8	9	5	6
Listening to radio	107	96	93	97	101
Listening to records, tapes, CDs and music n.f.d.	18	25	29	17	19
Other leisure activities (b)	173	201	191	203	189
Total leisure	520	568	648	653	583
Total religious, social and leisure activities	618	684	718	763	691
Other activities	1,284	1,319	1,175	1,161	1,238
Total	1,902	2,004	1,952	1,924	1,929

(a) Mainly travelling time to attend social activities.

(b) Includes activities such as relaxing, thinking, resting, talking and travelling time.

Source: ABS, *How Australians Use Their Time, 1992* (unpublished data).

People who were not in the labour force spent more time on hobbies, arts and crafts (20 minutes per day compared with 13 minutes for unemployed and 8 minutes for full-time employed). They also spent more time reading newspapers and on other reading.

Number of Venues Surveyed

	Number	Seating capacity (^{'000})
Sydney	28	48,610
Melbourne	18	51,092
Brisbane	13	29,618
Adelaide	13	22,318
Perth	14	23,224
Hobart	12	13,846
Darwin	8	5,370
Canberra	8	11,496
Total	114	205,574

Source: ABS, *Music and Performing Arts at Major Venues in Capital Cities, 1992* (4171.0).

Libraries and archives

Libraries

The Cultural Ministers Council Statistical Advisory Group estimated that in 1988 there were some 13,000 libraries in Australia of which about 10,000 were school libraries and 1,400 were public libraries. In addition there were almost 200 libraries located in higher education institutions and 1,300 special libraries in government departments, commercial enterprises, professional organisations and so on.

School and special libraries were excluded from the Attendance at Selected Cultural Venues Survey. As well only persons aged 18 and over were interviewed in this survey. Results from the survey indicated that, both in terms of numbers attending and the number of repeat visits, libraries were the most visited venue/activity surveyed.

Participation rates ranged from 53.4 per cent for females aged 35 to 44 down to 25.0 per cent for men aged 55 to 64. High participation rates (over 35 per cent) occurred in the younger age groups (between 18 and 44 years). Participation rates were higher for parents with children present than for those without.

Frequency of visits tended to increase with age, with 48.1 per cent of library users aged 65 and over attending a library more than 15 times over the twelve month survey period.

Educational qualifications were also a factor in determining library usage – those with a tertiary degree recorded twice the participation rate of those with no qualifications (62.8 and 30.2 per cent respectively).

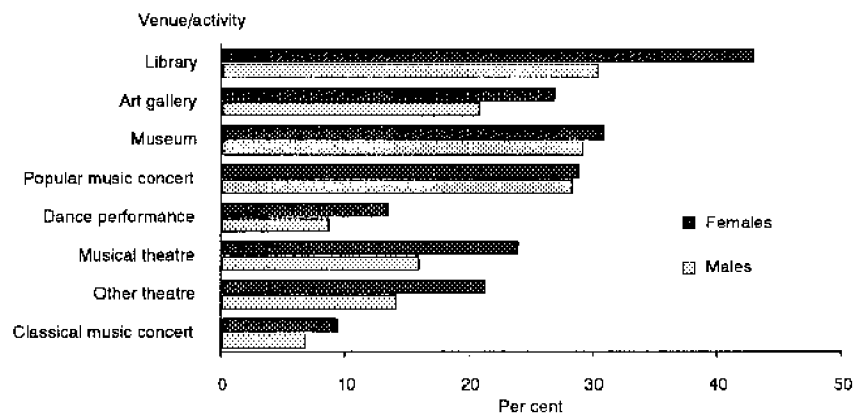
Over forty-three per cent of unemployed persons and 51.4 per cent of part-time employees used a library during the survey period. By comparison, only 31.7 per cent of people employed full-time used a library in the 12 month period.

Library Attendance by Employment Status and Sex, 1991

	Participation rate (per cent)		
	Males	Females	Persons
Full-time employed	27.2	41.7	31.7
Part-time employed	45.1	53.1	51.4
Total employed	28.6	46.4	36.0
Unemployed	37.8	53.3	43.8
Not in labour force	33.8	38.2	36.8
Total	30.4	42.9	36.7

Source: ABS, *Attendance at Selected Cultural Venues, Australia, June 1991* (4114.0).

Participation rates at venues and activities, Australia, 1991



Source: ABS: *Attendance at Selected Cultural Venues, Australia, 1991* (4114.0)

Major venues

In 1991 and 1992 the ABS conducted surveys of major venues in capital cities which staged music and performing arts events. The surveys were not comparable to the Survey of Attendance at Selected Cultural Venues for two reasons. They surveyed only capital cities while the attendance survey covered all areas. But, most importantly, for the major venue surveys the data were collected only from major venues where fees were charged for a performance; that is, concentrating on the commercial side of the industry, while the attendance survey included free shows.

Data were only collected from venues where regular performances took place or where the venue's size was large enough to allow significant attendances. As not all venues were covered the information represents the minimum number of performances and attendances for each capital city.

In 1992 the survey covered 114 venues with a total seating capacity of 205,574. Popular music concerts attracted the largest attendances – over 2,000 per performance.

Attendances at Major Music and Performing Arts Venues, Capital Cities, 1992

	Number of performances	Attendance ('000)
Popular music performances	1,520	3,639
Symphony orchestras, chamber and choral groups	1,770	1,401
Dance	1,450	828
Opera and music theatre	2,840	2,522
Theatre (excluding opera and music theatre)	12,560	2,709
Other performing arts	1,610	865
Total	21,750	11,965

Source: ABS, *Music and Performing Arts at Major Venues in Capital Cities, 1992* (4171.0).

Art galleries

The major art galleries are the National Gallery of Australia in Canberra and the State art galleries in each capital city. In addition, in 1991 there were 229 regional, local and private art galleries and art spaces located in arts centres, performing arts complexes and tertiary institutions (*Source: Cultural Ministers Council, Australia's Culture: Museums and Art Museums*).

Results of the Attendance at Selected Cultural Venues Survey indicated that, while more females than males visited an art gallery, the difference was not as marked as in the case of libraries. For example, for the age group 35 to 44 years, the difference in participation rates between males and females was 5.0 percentage points (24.4 per cent compared with 29.4 per cent), whereas for the same age group for libraries, the difference was 21.1 percentage points.

Education level and labour force status were significant factors affecting visits. People with a university degree were over three times more likely to attend an art gallery than those with no qualifications.

However, unlike library visits, part-time workers, unemployed, and those not in the labour force largely chose not to spend their available time in a gallery. Less than a quarter of those unemployed visited an art gallery, while just under a third of part-time workers did so.

While 88.2 per cent of non-users cited no specific reason, 6.3 per cent overall said access/distance prevented them attending. Among non-capital city residents the figure was much higher (9.9 per cent).

Art gallery attendances were higher among those born in Australia than among those born elsewhere as the following table shows. However, while overall participation rates were similar, people from the Americas showed a higher level of interest than Australian born persons.

Persons Attending Art Galleries by Country of Birth

Country	Number ('000)	Participation rate (per cent)
Born in Australia	2,136.6	24.5
Born outside Australia:	750.1	22.3
Oceania	85.6	28.7
Europe and the former USSR	473.0	21.7
Middle East and North Africa	15.3	10.2
Southeast Asia	48.9	16.6
Northeast Asia	35.5	25.2
The Americas	44.7	40.0
Total	2,886.8	23.9

Source: ABS, Attendance at Selected Cultural Venues, Australia, June 1991 (4114.0).

Data from a survey of Australian museums and art museums conducted by the Australia Council (the Australian Government's arts funding and advisory body) showed that for larger galleries (defined as those employing 20 or more paid staff), 48 per cent of admissions were at galleries where an admission fee was charged. However, for regional galleries (those with less than 20 staff) the corresponding figure was only 16 per cent.

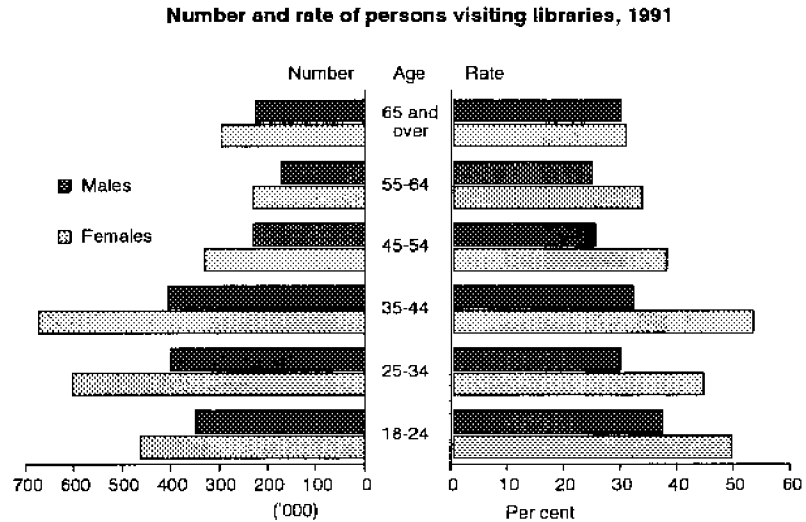
Museums

In 1991 there were 1,657 museums in Australia.

Museums recorded the second highest attendances after libraries in the ABS Survey of Attendance at Cultural Venues. Thirty per cent of persons surveyed visited a museum during the twelve month period.

Of those who did not visit a library, 4.8 per cent cited illness, disability or language problems as a reason. However, 91.9 per cent of all non-users said no barriers prevented them from visiting a library.

The graph below shows numbers and participation rates by age and sex. While numbers peaked in the 35–44 age group for both males and females, male participation rates were highest among 18–24 year olds.



Source: ABS, *Attendance at Selected Cultural Venues, Australia, 1991* (4114.0)

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.

The Australian Archives is responsible for the preservation, storage and servicing of Commonwealth Government records. Figures in the following table show the level of interest in archived material.

Australian Archives: Holdings and Inquiries

Year	Total holdings (shelf metres)	Official reference inquiries (number)	Public reference inquiries (number)
1989–90	470,180	2,184	18,025
1990–91	479,725	2,248	20,183
1991–92	494,144	2,548	25,799
1992–93	478,999	3,315	27,079

Source: Australian Archives, *Annual Report, 1992–93*.

The preservation of State Government records is a State responsibility. This responsibility is vested by each State in either State archives or State libraries. Information on the size of these holdings is not readily available.

Music Concerts

Popular music

Popular music attendances ranked third of the eight cultural activities separately identified in the ABS Survey of Attendances at Selected Cultural Venues. Over the year, 3,456,400 people attended popular music concerts, giving a participation rate of 28.6 per cent.

While there was little difference between the sexes, age was the predominant factor in attendances. Predictably, 18 to 24 year olds dominated, accounting for 29.3 per cent of numbers attending. Nearly 54 per cent of 18 to 24 year olds surveyed attended at least one concert, compared to 9.7 per cent of those aged 65 and over.

Overall, 61.0 per cent of Australians who attended did so on two or more occasions during the year, the highest frequency of attendance for any of the venues surveyed.

As expected, full time students 18–24 living at home and those living in non-family groups showed very high participation rates (62.7 and 51.1 per cent respectively).

Popular music concerts were the highest rating activity for persons employed full time.

In terms of marital status, the highest participation rates occurred amongst separated, divorced and never married persons (29.3, 29.3 and 49.0 per cent respectively).

Classical music

Classical music concerts were the least attended event. 985,900 Australians (8.2 per cent) attended such concerts. Cost was cited by 9.4 per cent of non-users as a major barrier to attendance. However, 83.1 per cent reported no barrier.

The highest participation rates occurred in the age groups 35–44 and 45–54 with 10.2 per cent recorded in each group. As with other activities surveyed participation rates were higher for women than men in all age groups. Concert attendance by age group and sex are shown on page 51.

In terms of family status, sole parents without children under 15 present showed a rate of 13.7 per cent followed by those who were not a member of a family (12.1 per cent).

Such concerts were most popular amongst tertiary degree holders (participation rate of 26.8 per cent) and least popular amongst those possessing trade qualifications or an apprenticeship (4.4 per cent).

Popular and Classical Music Participation Rates by Highest Qualification Obtained (Per cent)

	Popular	Classical
Bachelor degree or higher	39.2	26.8
Trade qualification/apprenticeship	26.5	4.4
Certificate or diploma	34.1	12.0
Other	31.0	*5.0
No qualifications	25.2	4.7
Still at school	37.5	*9.0
Total	28.6	8.2

Source: ABS, *Attendance at Selected Cultural Venues, Australia, June 1991* (4114.0).

Once again the peak level of interest occurred amongst the 35–44 year age group with a participation rate of 37.7 per cent. The sex difference in participation rates was amongst the lowest of the activities surveyed and suggests that visits to museums may take the form of family outings. This is reinforced by the fact that museums were the only venue where the participation rate for married persons (31.3 per cent) was above the national average (30.0 per cent). Rates were also several percentage points higher for parents with children under 15 present than for those without.

A visit to a museum was the second highest rating activity amongst those not in the labour force (23.9 per cent) and only marginally less popular than popular music concerts for both employed and unemployed persons.

The level of educational attainment was a factor influencing participation, least interest being shown by those with no qualifications. The highest participation rate (55.4 per cent) was recorded by people in the group bachelor degree or higher.

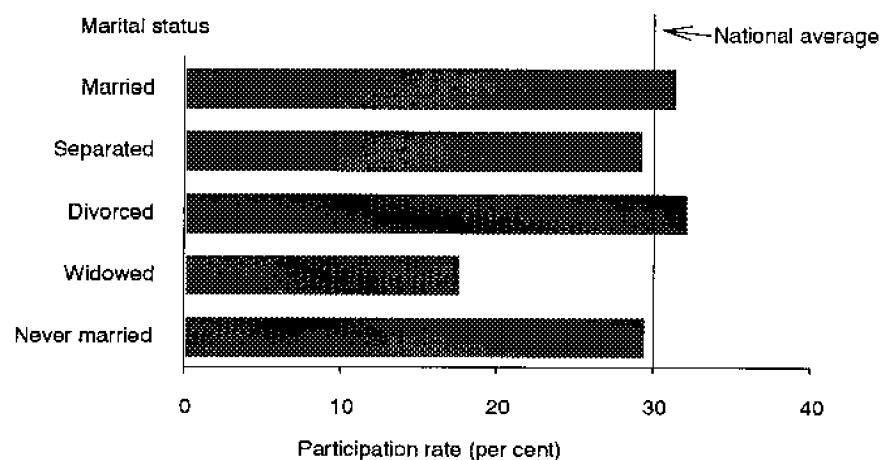
Nearly 46 per cent of those who went to a museum went more than once.

Persons Attending Museums by Selected Family Status

<i>Family status</i>	<i>Number ('000)</i>	<i>Participation rate (per cent)</i>
<i>Member of a family:</i>		
Husband or wife;		
With children 0–14 present	1,159.3	35.3
Without children 0–14 present	1,180.5	27.9
Sole parent;		
With children 0–14 present	112.0	34.0
Without children 0–14 present	19.0	29.2
Full-time student 18–24	88.6	33.4
<i>Not a member of a family:</i>		
Living alone	292.1	26.2
Not living alone	263.1	37.9

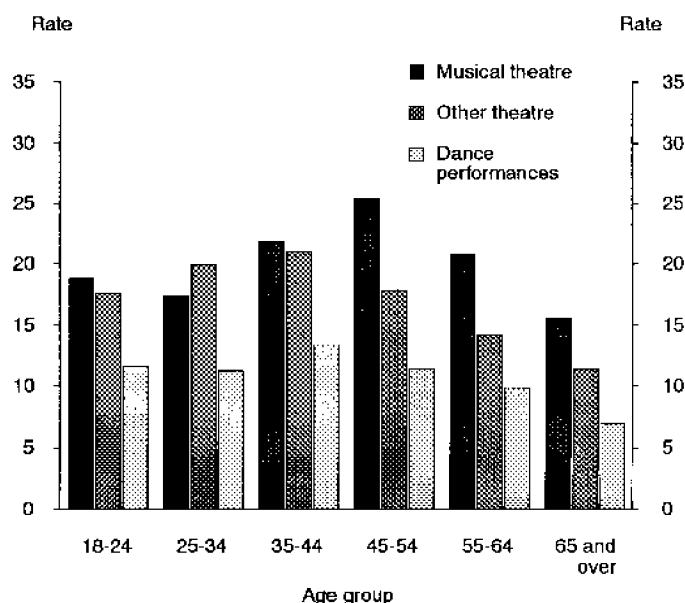
Source: ABS, *Attendance at Selected Cultural Venues, Australia, June 1991* (4114.0).

Persons attending Museums by Marital Status



Source: ABS, *Attendance at Selected Cultural Venues, Australia, 1991* (4114.0)

Theatre and dance participation rates, 1991



Source: ABS: Attendance at Selected Cultural Venues, Australia, 1991 (4114.0)

Festivals

Festivals devoted solely or partly to cultural activities now total about 300 a year in Australia. Among the biggest are Adelaide's biennial and Perth's and Sydney's annual festivals, each of which last several weeks and present overseas artists as well as leading Australian companies. Many country centres now have cultural festivals which attract performers and artists from a wide area. Seminars, art workshops and community participation programs are increasingly popular.

Cinemas

There are three main companies operating cinemas in Australia as well as a large number of single theatre operators. The single theatres are generally older suburban cinemas, single screen and often owner-operated. They screen alternative or arthouse films as well as mainstream film in competition with the chains.

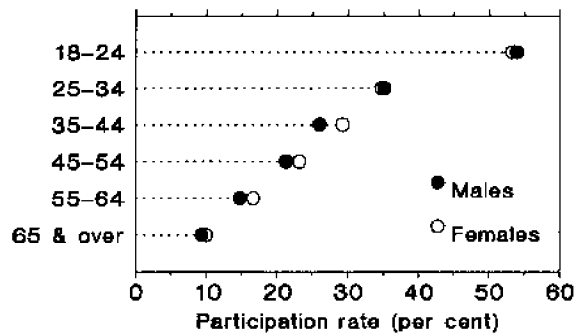
The cinemas suffered a decline in attendances with the advent of the video cassette recorder in about 1981. The major cinema chains responded to this decline by building multiplex cinemas in the capital cities as well as offering better sound and visual reproduction, more comfortable seating, better amenities and in some cases free car parking.

Estimated Australian Cinema Admissions 1976-1991

Year	'000	Year	'000
1976	25,273	1984	28,893
1977	24,086	1985	29,743
1978	33,029	1986	35,505
1979	30,135	1987	30,780
1980	38,550	1988	37,366
1981	38,733	1989	36,631
1982	42,000	1990	40,912
1983	37,143	1991	45,240

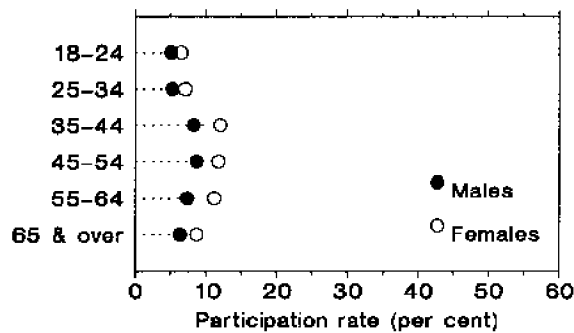
Source: *Get The Picture*, Australian Film Commission.

Popular music concerts



Source: ABS: Attendance at Selected Cultural Venues, Australia, 1991 (4114.0)

Classical music concerts



Source: ABS: Attendance at Selected Cultural Venues, Australia, 1991 (4114.0)

Music theatre, theatre and dance performances

The Attendance at Selected Cultural Venues Survey collected data on dance, musical (including opera) and other theatre performances. 'Other theatre' included performances before a live audience of a play or drama, a play reading, poetry reading, a puppet show and children's theatre.

Musical theatre attracted 2,427,400 people at least once during the year, other theatre 2,151,300 and dance performances 1,349,400. Overall, musical theatre enjoyed the greater popularity with a participation rate of 20.1 per cent (the rates for other theatre and dance performances were 17.8 per cent and 8.2 per cent respectively).

For musical theatre, the highest participation rate was for the age group 45 to 54 years (25.6 per cent), while for other theatre it was 35 to 44 years (21.2 per cent). For all three activities female participation rates were higher than male, irrespective of age.

For those with bachelor or higher degrees, participation rates were more than double the national average while those with no qualification or trade qualifications participated the least.

Dance performances rated lowest of the three activities overall, but especially amongst those employed (either full or part-time) with only 12.5 per cent attending a performance.

Interestingly, Greek born people were more attracted to dance performances than to any other cultural activity surveyed.

Cost was the main reason given (10.4 per cent) by non-attendees for not seeing any dance performances while 82.0 per cent reported no barrier to their attendance.

CULTURAL ACTIVITIES MAINLY UNDERTAKEN AT HOME

The pursuit of cultural endeavours can take many forms. It is not restricted to attending art galleries, museums, live performances etc. Under the broad heading of culture, activities such as watching television and videos, listening to recorded music, reading or indulging in arts, crafts and hobbies can be included. Many of these activities are done at home.

In August 1993 the ABS conducted a survey throughout Australia which asked respondents whether they had undertaken any recreational activities at home in the previous week. Television and video viewing stood out as the principal 'at home' recreational activity for all age groups except 18–19 year olds. Over 88 per cent of total respondents stated they had viewed at least one program in the last week. This was followed by listening to the radio (67 per cent) and reading (62 per cent). The proportions of respondents taking part in these three activities were relatively consistent across all age groups.

Listening to recorded music was the most popular 'at home' recreational activity for those persons aged 18–19 years. It is interesting to note how participation in this activity varied with age. A significantly higher proportion of people in the younger age groups listened to recorded music.

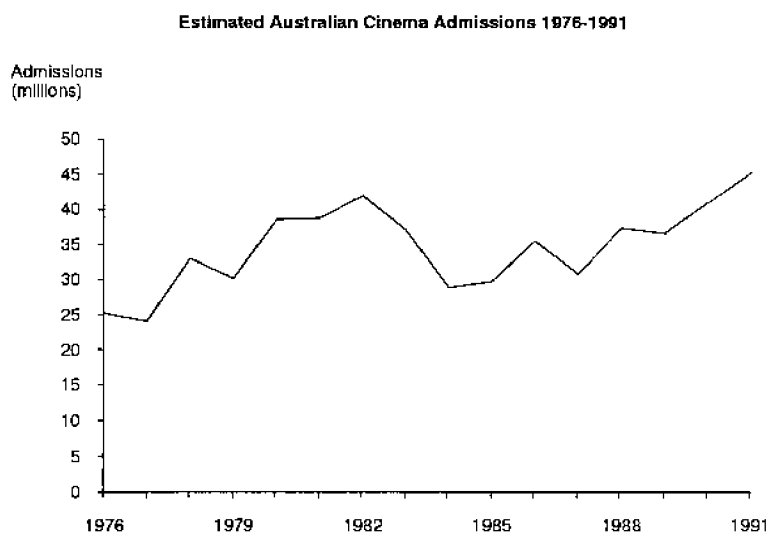
Participation in Activities at Home by Age Group, Persons Aged 18 Years and Over
August 1993
(Per cent)

Activities	Age (years)					Total
	18–19	20–24	25–39	40–54	55 and over	
Watching TV/videos	80.5	89.7	89.5	86.8	88.5	88.2
Listening to radio	67.7	70.1	65.2	65.1	68.4	66.6
Reading	55.0	54.1	62.3	63.2	63.3	62.0
Gardening	15.3	22.2	50.0	59.7	62.2	51.2
Talking on phone (more than 15 mins)	59.3	59.5	56.7	43.7	37.7	48.8
Listening to records, tapes or CDs	82.7	64.4	51.2	34.2	24.9	42.7
Relaxing	55.5	53.1	44.4	33.4	32.6	39.9
Entertaining	12.7	27.8	25.8	20.3	17.0	21.8
Arts/crafts/hobbies	6.2	12.7	16.9	16.5	23.3	17.6
Exercising	28.3	28.1	18.9	14.9	11.3	17.3
Indoor/board/table games	8.7	17.0	14.4	8.3	6.9	10.9
Computer games	22.4	19.7	15.6	5.6	1.9	10.1
Outdoor games	12.3	14.6	15.5	4.4	1.9	8.8
Swimming	4.3	1.2	2.4	1.2	0.9	1.6
Other activities	0.0	1.6	2.2	2.5	1.6	2.0
No at home activities	3.1	0.0	1.8	0.7	2.3	1.5

Source: ABS, Population Survey Monitor.

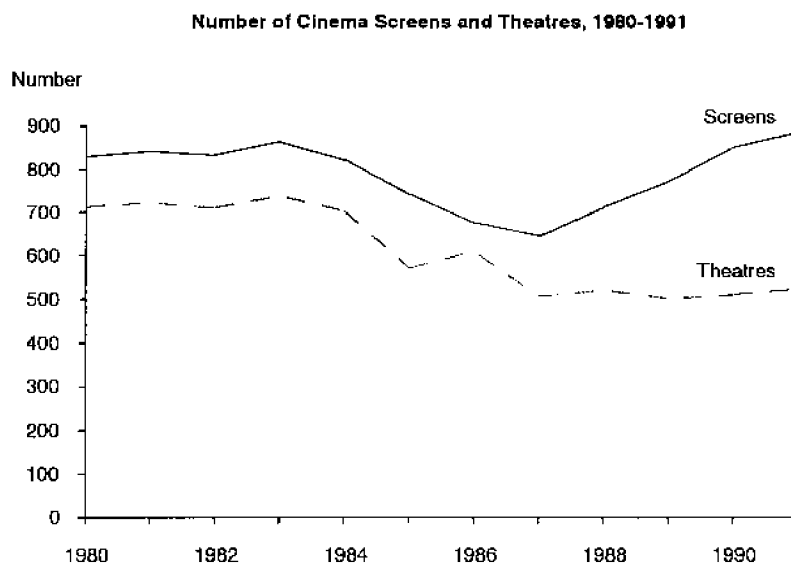
While age differences were evident in most of the activities, some differences in participation also occurred by sex. Most noticeable was the lower proportion of males (53.3 per cent) compared to females (69.7 per cent) who had read a book or article at home in the previous week. This was consistent across all age groups. Similarly, a far higher proportion of females participated in arts, crafts and hobbies (26 per cent) compared to males (8.9 per cent).

From 1976, cinema attendances steadily increased to a maximum of 42 million in 1982. Over the next few years they declined to about 30 million. Since 1987, there has been an upward trend in numbers.



Source: Get The Picture, Australian Film Commission

This trend is also reflected in the number of screens as shown in the following graph. During the 1980s, the number of cinema screens in Australia decreased from 829 in 1980 to 645 in 1987 and increased again to 885 in 1991. The number of theatres, however, did not show as dramatic a change and this is consistent with the construction of multiplex theatres.



Source: Get The Picture, Australian Film Commission

The most common reasons given were:

	<i>Per cent</i>
Lack of time	33
Prefer other activities	13
Difficult to get to public library	10
TV is more relaxing	8
Language problems (no English/ foreign language books unavailable)	8

Thirty-four per cent of all books bought in the week preceding the household survey were fiction, 46 per cent were non-fiction, and 20 per cent children's and juvenile's books.

Mass market paperback editions dominated the book trade in fiction with an estimated 90 per cent or more of total sales falling into this category.

Results of the book buyers survey indicated that people tended to buy more than one book at a time as they got older. Also white collar workers were more likely to buy more than two books (15 per cent did so) than the rest of the workforce (7 per cent); students were predominantly one book purchasers while 13 per cent of those who listed their occupation as home duties bought more than two books.

Participation in arts and crafts

Also of interest is a survey of participation in arts and crafts and the purchasing of arts and crafts conducted throughout Western Australia in October 1990. The results of the survey provide an indication of participation in these activities by the Australian population as a whole.

During the six month survey period 38.9 per cent of persons 15 years and over in Western Australia participated in art/craft as a leisure activity. A further 15.4 per cent of adults had not participated during the period, but were interested in participating. The most common reasons for not participating were lack of free time due to work/study (37.1 per cent), followed by lack of free time due to family obligations (25.9 per cent).

Book reading

In June 1989 the Australia Council conducted three surveys aimed at providing a comprehensive analysis of reading in Australia. The surveys included reading away from home as well as at home. The results were published in 1990 to coincide with International Literacy Year.

The surveys were of (1) households (2) book buyers and (3) library users.

More than 54 per cent of respondents to the household survey said they were currently reading a book. Reading was more popular with women (57 per cent) than men (48 per cent) and with professional and para-professional persons (72 per cent) than tradespersons (37 per cent). Thirty per cent of persons surveyed preferred to borrow books only or to borrow more than they bought. The following table, taken from the household survey shows that borrowing represents the most common source of access to books.

**Origin of Books Currently Being Read
(Per cent)**

	Borrowed from a library	Recently purch- ased	Borrowed from a friend	Have had it for a long time	Received as a gift recently	Other/ don't know	Total
<i>Age group (years):</i>							
Under 20	39	28	11	16	2	5	100
20-29	18	41	15	15	9	1	100
30-39	29	30	17	14	8	2	100
40-49	26	25	19	16	10	4	100
50-64	26	20	24	18	11	2	100
65 and over	47	19	21	3	8	1	100
<i>Education level:</i>							
Trade certificate or no qualification	31	28	20	11	8	2	100
Diploma	28	25	14	20	10	3	100
Bachelor or higher degree	29	30	13	19	5	5	100
<i>Household income:</i>							
Up to \$18,000	38	24	20	8	9	1	100
\$18,000-\$25,999	28	23	19	14	12	4	100
\$26,000-\$37,999	27	29	19	13	9	3	100
\$38,000 and over	24	36	17	16	4	4	100
<i>Occupation group:</i>							
Professional/ para-professional	27	32	17	16	6	3	100
Management/admin/ clerical	22	28	26	12	12	1	100
Other	19	37	25	12	4	3	100
<i>Total in workforce</i>	<i>23</i>	<i>32</i>	<i>22</i>	<i>13</i>	<i>7</i>	<i>3</i>	<i>100</i>
Home duties	33	21	17	19	10	1	100
Student	42	31	5	13	3	6	100
Retired/pensioner	43	19	17	7	14	-	100

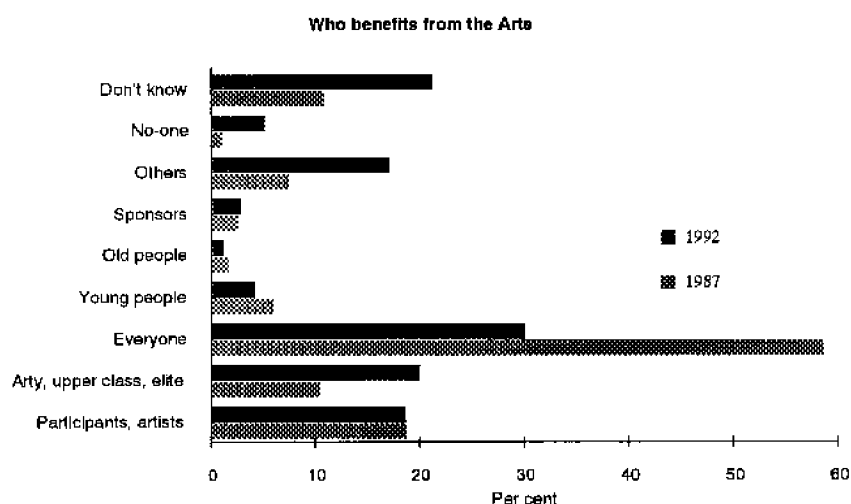
Source: The Australia Council, *Books - Who reads them?* 1990.

Of the survey respondents 16 per cent said they never bought or borrowed books. This proportion was lower for the under 50s age group (12 per cent) and higher for those 50 years and over (24 per cent).

Who benefits from the arts

There appears to be a very strong public opinion that *everyone* benefits from the arts. The 1987 and 1992 survey results varied significantly, however, with 30.5 per cent of those surveyed in 1992 stating that everyone benefits compared to 58.5 per cent of those surveyed in 1987. This difference, as shown in the graph below, may be explained by a difference in the structure of the survey forms, the survey method used and sampling variability.

The 1992 survey showed that an increasing number of people (20.0 per cent) believed the arts were mainly for the arty, upper class or elite, almost double the proportion of respondents in 1987 (10.4 per cent). There was also an increase in the small proportion who believed that no-one benefits from the arts.



Source: Australia Council, *Public Attitudes to the Arts: 1987, 1992*

Beliefs about who benefits from the arts were quite consistent across demographic variables with two exceptions. Those who left school at a later age and who worked in 'white collar' occupations were more likely to respond that everyone benefits.

Who Benefits from the Arts, 1992
(Per cent of all respondents)

Who benefits	Total	Occupation		Age left school		
		White collar	Blue collar	Less than 15 years	15-16 years	17 years and over
Artists/those participating	18.6	20.6	17.3	16.0	20.3	18.7
Arty people/elite/upper class	20.0	22.8	18.4	16.5	21.1	22.8
Everyone/society/most people	30.5	38.9	25.5	22.5	30.5	41.6
Old people	1.1	1.6	0.9	1.0	0.3	3.1
Sponsors	2.7	3.0	2.5	1.4	3.9	2.3
Young people	4.2	5.2	3.6	2.5	4.0	7.1
Other	17.0	21.0	14.7	20.4	14.3	17.6
No one	5.1	4.6	5.4	6.9	5.2	2.5
Don't know	21.2	10.9	27.3	29.1	20.0	12.4

Source: Australia Council, *Public Attitudes to the Arts: 1992*.

ATTITUDES TO CULTURE AND THE ARTS

What constitutes the arts? Who benefits from the arts? What is the value of the arts in our lives? The Australia Council has commissioned a number of surveys seeking answers to such questions in an attempt to measure the way Australians value their cultural lives.

Generally, people perceive culture to encompass a broad range of activities, to benefit everyone and to help enrich the quality of life. These attitudes have changed over time however, and do vary on the basis of particular demographic variables.

Concepts of the arts

Surveys conducted in 1987 and 1992 asked 'What types of activities would you include in the arts?' Comparison of the responses given reveal a growing awareness by the population of what should be included in any definition of the arts.

The table below shows that the most popular categories remained the same over the 5 year period but there were increases in all categories except photography, literature, books, poetry and sport. The most frequently mentioned group of activities typifying the arts in 1992 was painting, drawing, sculpture and galleries with 65 per cent of respondents including this category in their definition. In 1987, the performing arts, plays, ballet and theatre were the most frequently cited activities (61 per cent of respondents).

In 1992, fewer people had no idea what constituted the arts and 12 per cent nominated activities additional to the categories shown indicating a broadening of 'the arts' concept. People employed in 'white collar' occupations were more likely to know activities included under the arts industry than 'blue collar' workers. Similarly, those staying at school longer had a broader understanding of the arts, and women generally mentioned more activities than men in their definition. Young people (18–24 years) were more likely to include photography, films, cinema and movies in their concept however, those aged 25–34 had a broader awareness of what constitutes the arts identifying most activity groups more frequently than any other age group.

What is Meant by the Arts, Australia, 1987 and 1992
(Per cent of all respondents)

	1987	1992
Performing arts, plays, ballet, theatre	60.9	63.7
Music, concerts, opera, singing	41.4	42.8
Painting, drawing, sculpture, galleries	56.2	65.2
Photography	3.0	2.2
Literature, books, poetry	11.9	10.8
Films, cinema, movies	9.2	9.4
Crafts, pottery, weaving	5.9	9.4
Sport	3.7	3.2
Museums	2.7	4.9
Architecture, design	1.8	2.6
Other	3.7	12.1

Source: Australia Council, *Public Attitudes to the Arts : 1987, 1992*.

CULTURAL TOURISM

Domestic tourism

Data on domestic tourism are collected in the Domestic Tourism Monitor, a survey conducted for the Bureau of Tourism Research. In this survey, a domestic trip is defined as travel by Australian residents which involved a stay away from home for at least one night, with the stay being at least 40 kilometres from home.

The number of domestic trips undertaken by Australians in 1992-93 was around 47.9 million. This was marginally less than the number in 1991-92 and about 2.3 per cent less than in 1990-91. About 24 per cent of all domestic trips involved travel interstate.

**Total Domestic Trips by Main Destination
('000)**

<i>Main destination</i>	<i>1991-92</i>	<i>1992-93</i>
New South Wales	15,323	15,341
Victoria	9,736	9,631
Queensland	11,110	10,604
South Australia	4,005	3,774
Western Australia	5,065	5,079
Tasmania	1,422	1,752
Northern Territory	404	587
Australian Capital Territory	1,141	1,103
<i>Total trips (a)</i>	<i>48,235</i>	<i>47,878</i>

(a) Includes destination not stated.

Source: Bureau of Tourism Research, *Domestic Tourism Monitor, June Quarter 1993*.

The most popular reason for taking domestic trips was travelling for pleasure/holiday (39 per cent), with the next most common reason being to visit friends and relatives (29 per cent). Travel for business/conferences/seminars accounted for 16 per cent of all domestic trips.

The Domestic Tourism Monitor also collects data on day trips which are defined as trips away from home involving no overnight stay, and with the trip being of at least four hours duration and the main purpose being for pleasure.

**Persons Aged 14 Years or More : Type of Day Trips, 1991-92
('000)**

<i>Type of day trip</i>	<i>Number</i>
Pleasure driving (50km round trip)	7,451
Visit museums/art galleries	3,491
Visit animal parks, wildlife reserves, zoos	4,440
Visit entertainment/theme parks	2,987
Attend special events	5,471
Other pleasure trips (50km round trip)	4,860
<i>Total who took day trips</i>	<i>11,285</i>
No day trips taken	2,542
<i>Total population aged 14 years and over</i>	<i>13,827</i>

Note: Persons may have taken more than one type of day trip.

Source: Bureau of Tourism Research, *Domestic Tourism Monitor, Annual Summary 1991-92*.

Value of the arts

Respondents to the 1992 survey were asked to respond to statements that had been made about the arts relating to its value or otherwise to individuals and communities. Responses to these statements varied on the basis of sex, occupation and education but there was little difference of opinion between age groups.

Statements on the Arts Industry by Selected Demographic Variables, 1992
(Per cent of all respondents)

			Occupation		Age left school		
			White collar	Blue collar	Less than 15 years	15-16 years	17 years and over
	Male	Female					
Arts are boring	29.3	19.0	17.2	28.1	28.0	25.3	16.4
Arts help enrich the quality of life	77.2	86.5	86.8	79.0	74.5	85.4	85.2
Arts provide something of value	73.8	80.6	80.6	75.1	74.4	76.2	83.3
Arts give people a sense of pride	90.6	92.4	92.3	91.0	88.8	92.1	94.0

Source: Australia Council, *Public Attitudes to the Arts: 1992*.

Australians were overwhelmingly of the opinion (92 per cent) that the success of our artists gave us a sense of pride in Australian achievement. Over 80 per cent of people surveyed believed that arts activities helped to enrich the quality of our lives, and most people (77 per cent) would be upset if their community was to lose its arts activities.

Generally, better educated people placed more value on the arts. However, irrespective of education levels, there was a very strong belief that arts activities help bring people together in local communities. For all statements females were more positive about the value of the arts than males.

A possible indicator of this endorsement of the arts is the extent to which people believe the industry should be self-funding. Both the 1987 and the 1992 surveys asked respondents whether all live theatre, opera and ballet companies and public art galleries should be made to survive on ticket sales alone. Both surveys showed that only a third of respondents supported this proposition. The view that assistance should be provided to the arts was much stronger amongst females than males. This appears to be influenced by occupation and level of education as white collar workers and those with more formal education were more likely to support assistance to the arts.

**Average Number of Activities Undertaken by Domestic Tourists
Aged 14 Years and Over, December 1990 – April 1991**

	<i>Age group (years)</i>						<i>Total</i>
	<i>14–17</i>	<i>18–24</i>	<i>25–39</i>	<i>40–54</i>	<i>55–69</i>	<i>70 and over</i>	
Cultural activities	1.4	1.6	1.5	1.5	1.5	1.3	1.5
Sporting/recreation activities	1.9	2.0	1.9	1.8	1.4	1.3	1.8
<i>All activities</i>	<i>3.3</i>	<i>3.6</i>	<i>3.4</i>	<i>3.3</i>	<i>2.9</i>	<i>2.6</i>	<i>3.3</i>

Source: The Australia Council, Culture on Holiday, A Survey Of Australian Domestic Tourists' Cultural Participation, December 1990 – April 1991.

- Travellers with some, or completed university education were the most active in cultural activities.
- European-born domestic travellers had the highest interest in cultural activities.
- The highest proportion of cultural activities was undertaken by those with annual incomes of less than \$30,000 but recreation/sporting activities were the main interest for those with incomes of \$30,000 or more.
- People travelling for pleasure/holiday were the most active in cultural activities, having a higher participation rate in all cultural activities.

International tourism

The number of short-term international visitors to Australia in 1992–93 was 2,785,600. The largest number of tourists to Australia was from Japan (23 per cent). Other countries providing large numbers of tourists were New Zealand (17 per cent) and the United Kingdom (11 per cent).

The number of visitors in 1992–93 was 25 per cent higher than in 1990–91. The largest increase over this period was from South-East Asia (63 per cent). A large number of South-East Asian visitors (138,500) was recorded from Singapore. This was 71 per cent higher than in the previous year. From North-East Asia, the most significant increase was from South Korea (143 per cent). From Western Europe, German tourists increased by 32 per cent.

The Survey of International Visitors and Aboriginal Arts, 1993, sponsored by The Australia Council provides some information about tourists interests in culture. It found that:

- 48 per cent of international visitors to Australia were interested in seeing and learning about Aboriginal arts and culture;
- over a third of visitors to Australia undertook an activity related to Aboriginal arts and culture, *e.g.* visiting a gallery or museum to see Aboriginal art or taking a tour that showed aspects of Aboriginal culture;
- the value of purchases of Aboriginal arts and souvenirs by international visitors was estimated at \$46 million a year, an increase from \$30 million in 1990;

As indicated in the table, in 1991–92, about 11.3 million Australians aged 14 years and over (82 per cent) undertook at least one day trip. Of those Australian travellers who took day trips, a significant proportion (66 per cent) drove for pleasure. Attending special events was the next most common reason (48 per cent of daytrippers reported doing this).

The Survey of Australian Domestic Tourists' Cultural Participation, December 1990 – April 1991, sponsored by The Australia Council, found that:

- In the four month period, 78 per cent of domestic tourists did one or more of the cultural and other activities listed – about 46 per cent of tourists went to restaurants, 17 per cent visited National/State parks, 13 per cent visited heritage sites and 10 per cent attended festivals.

**Cultural and Other Activities by Domestic Tourists Aged 14 Years and Over
December 1990 – April 1991**

	Number (<i>'000</i>)	Per cent of tourists
<i>Cultural activity:</i>		
National/State park	824	17
Heritage	660	13
Craft	542	11
Festival	498	10
Cinema/drive-in	451	9
Theme park etc.	380	8
Botanical garden	374	7
Zoo	360	7
Popular music	325	7
Art gallery	305	6
Museum	278	6
Live theatre	138	3
Cabaret/variety	135	3
Aboriginal site	111	2
Study tour	98	2
Dance	84	2
Musical/opera	75	2
Local/family history	73	1
Classical music	58	1
Study course	55	1
<i>Other activity:</i>		
Restaurants	2,290	46
Swimming/surfing	1,962	39
Fishing/boating	1,247	25
Bush activities	1,007	20
Sporting events	536	11
None of the above	1,106	22

Source: The Australia Council, *Culture on Holiday, A Survey of Australian Domestic Tourists' Cultural Participation, December 1990 – April 1991*.

- Travellers from the capital cities participated in the listed activities more frequently than those from the country areas (83 per cent compared with 72 per cent) and participated more frequently in cultural activities (*e.g.* 16 per cent visited heritage/historical sites compared with 10 per cent from country areas).
- Domestic tourists undertook more sporting/recreation activities than cultural activities. However, the older the age group, the higher the proportion of cultural activities and the lower the proportion of sporting/recreation activities.

**Entertainment Activity of International Visitors Aged 15 Years and Over
(Per cent)**

<i>Entertainment</i>	<i>Main reason for visit in 1992</i>				<i>Total 1992</i>	<i>Total 1991</i>
	<i>Holiday</i>	<i>Visit friends and relatives</i>	<i>Business</i>	<i>Other</i>		
Restaurants	95	87	94	87	92	93
Botanical gardens and public parks	46	53	25	42	45	51
Zoos, wildlife sanctuaries	58	37	20	33	48	54
Museums/art galleries	24	27	13	26	24	27
Casinos	19	16	11	13	17	20
Outdoor museums/historical parks/folk museums	20	17	8	14	17	18
Live theatre/music concerts	11	12	7	15	11	15
Cinemas/movies	11	16	7	23	13	15
<i>Total who visited places other than restaurants</i>	<i>81</i>	<i>74</i>	<i>45</i>	<i>64</i>	<i>74</i>	<i>80</i>
Did not visit any of the above	2	5	4	9	3	3

Source: Bureau of Tourism Research (1993), International Visitor Survey, Annual 1992.

People on holidays were those most likely to visit zoos and/or wildlife sanctuaries. Business visitors were less likely than other international visitors to visit places other than restaurants.

Attendances at Museums/Galleries and Live Performances

<i>Age group (years)</i>	<i>Museums/galleries</i>		<i>Live performances</i>	
	<i>Number</i>	<i>Per cent</i>	<i>Number</i>	<i>Per cent</i>
<i>December Quarter 1990</i>				
15-24	31,045	17	18,905	21
25-29	39,916	22	18,938	21
30-39	29,844	16	13,335	15
40-49	24,806	13	13,246	15
50-59	24,508	13	10,430	12
60 and over	35,499	19	14,627	16
Total	185,617	100	89,481	100
<i>December Quarter 1991</i>				
15-24	27,227	15	17,033	19
25-29	24,527	13	13,603	15
30-39	36,423	20	17,539	19
40-49	29,250	16	12,025	13
50-59	31,730	17	16,502	18
60 and over	36,312	19	14,824	16
Total	185,540	100	91,716	100

Source: The Australia Council Research Paper No. 8 August 1992, Arts Attendance by International Visitors 1991.

In the December quarter 1991 the highest percentage visiting museums and galleries was in the age group 30-39 years. The age groups 15-24 and 30-39 were those most likely to attend live performances (19 per cent).

Type of Performance Attended, October – December 1991

<i>Type of performance</i>	<i>Number</i>	<i>Per cent</i>
Music performance, hotel, club etc.	31,392	34
Concert	27,057	30
Opera/musical	26,596	29
A play	16,134	18
Free outdoor performance	14,491	16
Ballet/dance	5,805	6
Other	495	1

Source: The Australia Council Research Paper No. 8 August 1992, *Arts Attendance by International Visitors 1991*.

The above table shows that music in informal settings (*i.e.* clubs, hotels) were attended most (34 per cent) followed closely by concerts (30 per cent) and then opera/musical (29 per cent).

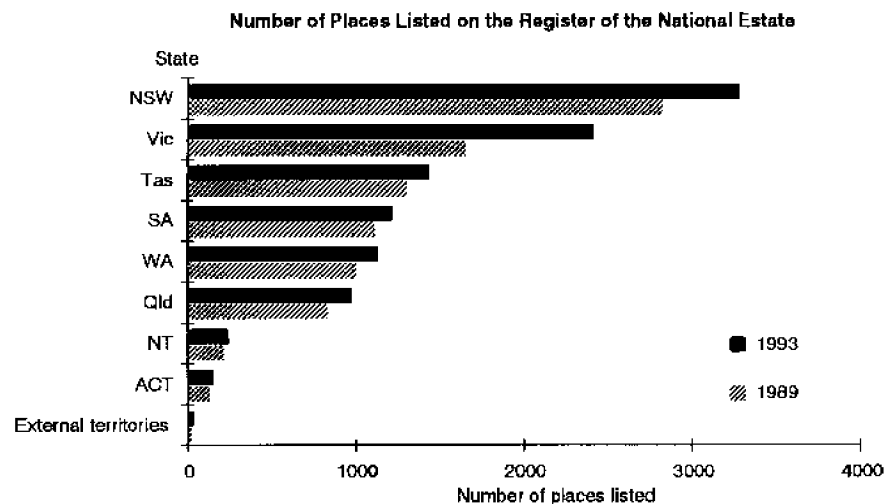
CULTURAL AND NATIONAL HERITAGE

The cultural environment includes both historic places such as places of recreation and churches and Aboriginal places such as galleries of rock art, and carved trees. The natural environment includes wilderness areas, outstanding geological features and landscapes.

The functions of identifying and conserving Australia's national heritage are shared between all levels of government. The Register of the National Estate is maintained by the Australian Heritage Commission. Separate registers, based on State legislation, are maintained by State governments.

The Register of the National Estate is the national list of all those parts of Australia's natural, historical and Aboriginal heritage which should be kept for present and future generations. Both publicly and privately owned places form part of the estate.

At June 1993 there were 10,721 natural, Aboriginal and historic places throughout Australia on the register, and 143 places on the interim list (those places waiting for inclusion on the register). The number has been growing steadily – in 1989 there were 8,824 places listed on the register and 232 places on the interim list.



Source: Australian Heritage Commission, Annual Report, 1988-89 1992-93

Of the 10,864 places listed or waiting to be listed on the register, 30.2 per cent were located in New South Wales, 22.2 per cent in Victoria, 13.2 per cent in Tasmania, 11.2 per cent in South Australia, 10.4 per cent in Western Australia, 9.0 per cent in Queensland, 2.2 per cent in the Northern Territory, 1.4 per cent in the Australian Capital Territory and 0.3 per cent were located in external territories.

The Register of the National Estate

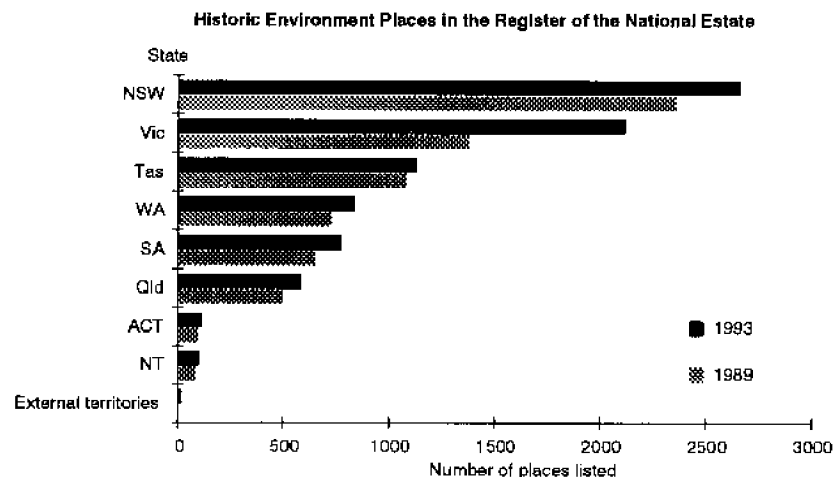
State	Total 30 June 1989	At 30 June 1993				
		Aboriginal	Historic	Natural	Total	Per cent
New South Wales	2,816	209	2,662	408	3,279	30.2
Victoria	1,649	100	2,118	192	2,410	22.2
Queensland	828	135	581	259	975	9.0
South Australia	1,109	132	722	360	1,214	11.2
Western Australia	997	73	834	227	1,134	10.4
Tasmania	1,299	74	1,130	230	1,434	13.3
Northern Territory	209	81	97	60	238	2.2
Australian Capital Territory	128	10	112	27	149	1.4
External Territories	21	—	15	16	31	0.3
Totals						
Registered	8,824	789	8,211	1,721	10,721	98.7
Interim List	232	25	60	58	143	1.3
Grand Total	9,056	814	8,271	1,779	10,864	100.0

Source: Australian Heritage Commission, *Annual Report, 1988-89 & 1992-93*.

Of the places on the register in June 1993, 76 per cent were historic places, 7 per cent were Aboriginal places and 16 per cent were natural places.

Historic environment

There were 8,271 historic places listed or waiting to be listed on the Register of the National Estate at 30 June 1993. This compares with 6,864 places listed at the same time in 1989. The biggest increase in the number of places listed occurred in Victoria (740 additional places listed since 1989) followed by New South Wales (303 additional places).



Source: Australian Heritage Commission, *Annual Report, 1988-89 1992-93*

Some of the places listed on the register included 266 places of recreation (theatres, halls etc.), 705 churches and other places of religion, 68 monuments or memorials, and 8 historic landscapes. Looking at places of recreation, 31.6 per cent (84) of those listed were in Victoria, followed by 24.8 per cent (66) in New South Wales, and 14.3 per cent (38) in Western Australia.

Historic Environment Places in the Register of the National Estate^(a), 1989 and 1993

State	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT	Ext. Terr.	Total
30 June 1989:										
Number listed	2,359	1,378	494	649	725	1,080	82	92	5	6,864
Places of recreation	62	49	20	18	29	28	-	4	-	210
30 June 1993:										
Number listed	2,662	2,118	581	772	834	1,130	97	112	15	8,271
Government functions	350	168	48	73	67	49	26	9	-	920
Places of recreation	66	84	24	21	38	28	-	5	-	266
Transport and communication	239	148	64	95	94	60	18	2	-	720
Churches and other places of religion	205	156	75	84	59	111	4	10	1	705
Monuments and memorials	23	8	14	7	9	2	-	5	-	68
Historic landscapes	7	-	1	-	-	-	-	-	-	8
Other buildings	1,075	1,128	232	241	363	609	15	27	3	3,693
Other historic places	663	401	110	183	183	257	33	51	10	1,891

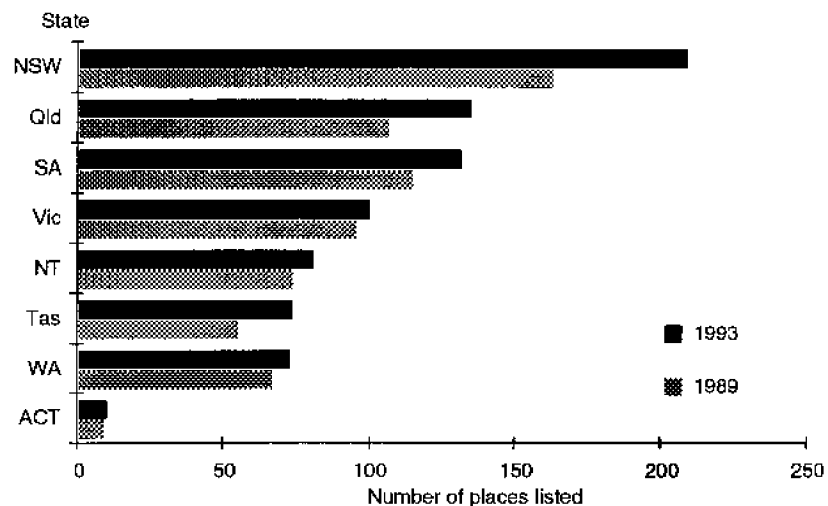
(a) Includes both places listed on the register and the interim list.

Source: Australian Heritage Commission, *Annual Report, 1988-89 & 1992-93*.

Aboriginal environment

In 1993, 814 Aboriginal places were listed or waiting to be listed on the Register of the National Estate. This compares with 686 listed on the register at the same time in 1989. Most of these places encompass a number of Aboriginal sites. There are many thousands of individual sites covering a wide range of site types in the register.

Aboriginal and Torres Strait Islander Places in the Register of the National Estate



Source: Australian Heritage Commission, *Annual Report, 1988-89 1992-93*

New South Wales had the largest number of Aboriginal places listed (25.7 per cent), followed by Queensland (16.6 per cent), South Australia (16.2 per cent), Victoria (12.3 per cent), the Northern Territory (10.0 per cent), Tasmania (9.1 per cent), Western Australia (9.0 per cent) and the Australian Capital Territory (1.2 per cent).

Of the 814 places listed, 196 were Aboriginal art sites, 82 were sites of spiritual or mythological significance, 53 were Aboriginal stone arrangements, 45 were Aboriginal modified trees (scarred and carved), and 18 were Aboriginal ceremonial sites. The main place type was Aboriginal art sites, with 33.2 per cent located in New South Wales, 20.9 per cent in South Australia, and 13.3 per cent located in Queensland.

**Aboriginal and Torres Strait Islander Places in the Register of the National Estate^(a)
1989 and 1993**

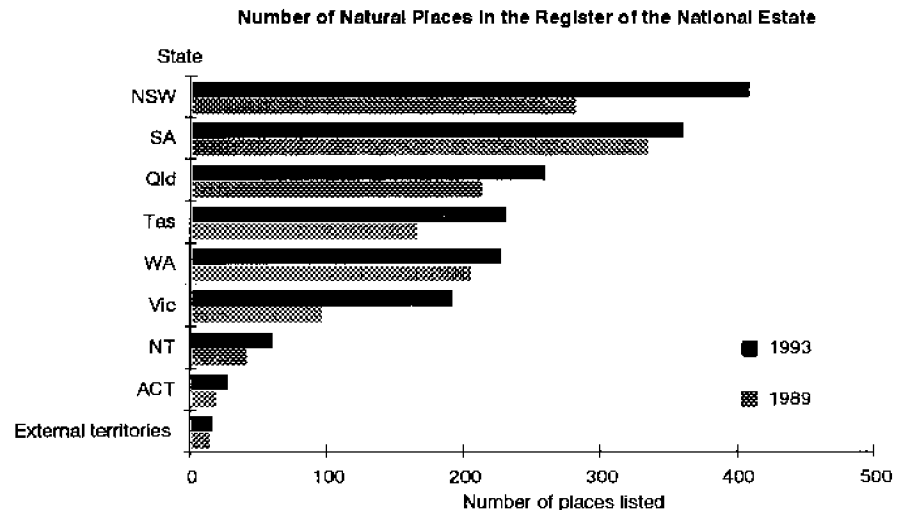
	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT	Total
30 June 1989									
Number listed	163	96	115	107	67	55	74	9	686
30 June 1993									
Number listed	209	100	135	132	73	74	81	10	814
Aboriginal art sites	65	16	26	41	25	6	15	2	196
Sites of spiritual or mythological significance	21	—	9	10	8	—	33	1	82
Aboriginal stone arrangements	9	4	25	8	3	3	—	1	53
Aboriginal modified trees (scarred and carved)	23	8	9	2	2	—	—	1	45
Aboriginal ceremonial sites	5	3	10	—	—	—	—	—	18
Other Aboriginal sites	86	69	56	71	35	65	33	6	420

(a) Includes both places listed on the register and places on the interim list.

Source: Australian Heritage Commission, *Annual Report, 1988-89 & 1992-93*.

Natural environment

At 30 June 1993 there were 1,779 natural places listed or waiting to be listed on the Register of the National Estate, compared with 1,368 at the same time in 1989.



Source: Australian Heritage Commission, *Annual Report, 1988-89 1992-93*

New South Wales had the largest share of the natural places listed on the register (22.9 per cent), with South Australia having the second largest share (20.2 per cent).

The major place types listed on the register were national parks (531), other reserves (598) and landscapes (418). There were 242 geological monuments listed, 56.6 per cent of which were located in either New South Wales or South Australia. This compares with 162 geological monuments in 1989, 60.5 per cent of which were located in either New South Wales or South Australia.

Number of Natural Places in the Register of the National Estate^(a), 1989 and 1993

	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT	Ext. Terr.	Total
30 June 1989:										
Number listed	281	96	213	334	205	165	41	19	14	1,368
Geological monuments	49	8	17	49	10	18	2	8	1	162
30 June 1993:										
Number listed	408	192	259	360	227	230	60	27	16	1,779
National parks	70	41	164	152	45	44	12	2	1	531
Other reserves	168	87	47	68	130	70	16	5	7	598
Wilderness areas	23	13	18	23	6	19	3	2	—	107
Marine regions	8	7	17	20	14	20	2	—	3	91
Geological monuments	71	12	25	66	19	33	5	9	2	242
Wetlands	55	21	48	68	49	31	9	—	—	281
Arid regions	6	1	5	39	42	—	10	—	—	103
Alpine regions	1	31	—	—	—	18	—	1	—	51
Endangered species habitat	65	27	23	68	28	56	14	5	3	289
Landscapes	180	44	46	50	36	53	3	3	3	418
Miscellaneous	16	9	5	15	9	2	15	7	—	78

(a) Includes both places listed on the register and places on the interim list.

Source: Australian Heritage Commission, *Annual Report, 1988-89 & 1992-93*.

APPENDIX 1

**Involvements(a) in Culture and Leisure Activities by Type of Activity and State, Australia
Number ('000)**

Type of activity	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT	Aust.
Museums	9.6	9.1	4.1	3.4	2.9	*1.2	*1.2	1.1	32.6
Art galleries	7.4	6.2	6.2	3.3	2.9	*0.5	*0.9	*0.7	28.3
Libraries or archives	20.6	20.7	17.6	11.1	9.1	1.8	1.7	3.2	85.8
Heritage organisations	13.2	11.8	7.9	5.5	5.5	1.5	*0.7	2.0	48.1
Arts organisations/agencies	17.3	17.2	12.5	7.4	9.2	1.8	*1.1	3.0	69.6
Art/craft show organising	38.0	33.7	31.5	11.5	11.8	4.4	*0.7	2.5	134.0
Fete/festival organising	138.2	114.3	82.3	38.0	37.4	11.4	4.9	15.3	441.8
Teaching cultural activities									
Full-time secondary school teachers	13.5	10.0	9.9	4.3	*2.1	2.0	*0.4	1.5	43.6
Other teaching	71.5	57.0	46.2	23.5	23.9	7.0	3.2	8.3	240.8
Total teaching	85.0	67.0	56.1	27.8	26.0	9.0	3.6	9.8	284.3
Radio	14.8	19.5	9.7	7.6	8.0	2.0	*1.1	2.7	65.4
Television	12.9	11.1	6.1	3.1	*2.4	1.5	*0.6	*0.6	38.3
Film/video	25.3	22.7	15.9	6.1	7.5	1.9	*1.1	1.9	82.4
Design	27.2	22.9	17.2	7.6	5.4	1.9	*0.7	3.8	86.8
Art and craft activities									
Drawing	26.2	25.2	18.9	8.7	9.5	2.3	1.5	3.1	95.4
Painting	25.6	19.4	15.6	7.5	6.8	1.8	1.7	2.7	81.1
Sculpture	6.1	5.3	*3.3	*1.7	*1.4	*0.6	*0.1	*0.5	18.9
Photography	25.9	16.9	15.4	5.8	5.2	1.5	1.4	4.6	76.6
Pottery/ceramics	8.8	8.7	7.2	*2.3	*2.7	*0.8	*0.1	*0.5	31.2
Print-making	12.5	7.2	10.2	*2.4	*2.7	*0.5	*0.5	*0.7	36.7
Textiles	29.0	24.5	17.9	7.3	10.5	2.4	*0.6	3.3	95.5
Jewellery	5.6	4.7	4.0	*1.6	*1.8	*0.5	*0.1	*0.7	19.0
Furniture/wood crafts	11.0	14.2	5.8	3.1	6.1	2.2	*0.5	1.6	44.6
Glass crafts	*1.9	*2.0	*2.1	*0.5	*0.7	*0.2	**	**	7.4
Other art or craft activities	13.3	12.2	11.7	5.1	5.3	1.4	*0.7	1.9	51.5
Writing/publishing	84.5	68.5	45.5	26.0	24.9	6.8	4.0	13.0	273.3
Music									
Music as a live performer	53.2	47.6	38.1	23.1	21.1	6.2	1.5	7.9	198.6
Music with no involvement as a live performer	8.2	10.6	7.8	*2.1	*2.2	*0.7	*0.2	*0.7	32.5
Total music	61.5	58.2	45.9	25.2	23.3	6.9	1.7	8.5	231.1
Performing arts									
Performing arts as a performer	37.7	30.9	28.0	14.6	13.8	3.6	*1.1	5.1	134.8
Performing arts with no involvement as a performer	21.4	23.4	14.8	9.3	7.3	1.6	*1.0	1.3	80.2
Total performing arts	59.1	54.3	42.9	23.9	21.1	5.2	2.1	6.4	215.0
Total involvements	780.5	677.6	513.4	253.5	250.3	72.0	33.5	93.9	2,674.7

(a) Persons involved in more than one activity are counted once in each of those activities. The total number of involvements for all activities is greater than the number of persons involved as some people are counted working in more than one activity.
Source: ABS, *Work in Selected Culture/Leisure Activities, Australia, March 1993* (6281.0).

Employed Persons in Selected Occupations by Selected Industries, Australia, 6 August 1991

ASCO Code	Occupation	ASIC industry class				
		Publishing	Printing and publishing	Music stores	Libraries	Museums and art galleries
1305-13	Producer (media)	91	22	-	3	-
2201-11	Architect	-	-	3	6	9
2201-13	Landscape architect	-	3	-	-	-
2505-11	Art teacher (private)	-	-	-	-	12
2505-13	Music teacher (private)	-	3	167	-	3
2505-15	Dance teacher (private)	-	-	-	3	-
2505-17	Drama teacher (private)	-	-	-	-	-
2800-00	Artists and related professionals n.f.d.	236	189	-	3	8
2801-00	Painters, sculptors etc. n.f.d.	-	-	-	4	23
2801-11	Painter (artistic)	9	24	3	-	15
2801-13	Sculptor	-	-	-	-	-
2801-99	Painters, sculptors and related professionals	-	3	-	-	-
2803-11	Photographer	166	333	-	7	33
2805-00	Designers and illustrators n.f.d.	20	6	-	-	8
2805-11	Fashion designer	-	-	-	-	-
2805-13	Graphic designer	330	280	-	12	69
2805-15	Industrial designer	-	-	-	-	3
2805-17	Interior designer	-	-	3	-	3
2805-19	Illustrator	41	14	-	-	6
2807-00	Journalists n.f.d.	9	8	-	-	-
2807-01	Associate editor	9	16	-	-	-
2807-11	Sub-editor	82	104	-	-	-
2807-13	Reporter	1,398	2,137	-	3	3
2807-15	Copy-writer	31	28	-	-	-
2807-91	Cadet journalist	50	124	-	-	-
2807-99	Journalists n.e.c.	165	81	-	-	-
2809-00	Authors and related professionals n.f.d.	6	3	-	-	-
2809-11	Author	116	46	-	-	9
2809-13	Book editor	251	103	-	-	6
2809-15	Script editor	-	7	-	-	-
2811-00	Film, television and stage directors n.f.d.	-	-	-	-	-
2811-11	Art director (television, film or stage)	-	-	-	-	3
2811-13	Casting director	-	-	-	-	-
2811-15	Director (film or stage)	-	3	-	3	-
2811-17	Director photography	-	3	-	-	-
2811-19	Film editor	-	37	-	-	-
2811-21	Stage manager	-	-	-	3	-
2811-23	Director (radio or television)	-	-	-	-	-
2811-25	Technical producer	-	-	-	-	-
2813-00	Dancers and choreographers n.f.d.	-	-	-	-	-
2813-11	Choreographer	-	-	-	-	-
2813-13	Dancer	-	-	-	-	-
2815-00	Musicians, composers and related professionals n.f.d.	-	-	-	-	-
2815-11	Music director	-	-	6	-	-
2815-13	Concert and opera singer	-	-	-	-	-
2815-15	Popular singer	-	-	-	-	-
2815-17	Instrumental musician	-	-	39	-	20
2815-19	Composer	-	6	-	-	-
2815-99	Musicians, composers and related professionals n.e.c.	-	-	-	-	-
2817-00	Actors and related professionals n.f.d.	-	-	-	-	-
2817-11	Actor	-	-	-	6	-
2817-13	Variety artist	-	-	-	-	-
2817-99	Actors and related professionals n.e.c.	-	-	-	-	-
2819-11	Announcer	3	6	3	-	-
2911-11	Librarian	41	45	-	2,137	72
2999-11	Conservator	-	-	-	45	467
2999-13	Archivist	-	3	-	112	9
3207-13	Architectural associate	-	-	-	6	3
3903-01	Supervisor, performing arts support workers	-	-	-	-	-
3903-11	Sound technician	-	9	6	9	3
3903-13	Motion picture camera operator	3	3	-	-	-
3903-15	Television equipment operator	-	-	-	3	-
3903-17	Broadcast transmitter operator	-	-	-	-	-
3903-19	Light technician	-	-	-	-	11
3903-99	Performing arts support worker	3	-	-	9	5
3999-13	Museum and art gallery technician	-	-	-	3	131
3999-15	Library technician	3	3	-	1,125	26
3999-23	Photo studio assistant	6	-	-	-	3
3999-25	Photograph retoucher	-	-	-	-	-
4925-01	Supervisor, craftworkers	-	-	3	-	3
4925-11	Piano tuner	-	-	211	-	-
4925-13	Potter	-	-	-	-	-
4925-91	Apprentice craftworker	-	-	15	-	-
4925-99	Craftworkers n.e.c.	3	-	211	3	3
4999-17	Motion picture projectionist	-	-	-	-	-
5401-11	Library assistant	37	34	-	2,019	21
8901-13	Entertainment usher	6	-	-	3	21
<i>Total employed in cultural occupations</i>		<i>3,117</i>	<i>3,664</i>	<i>646</i>	<i>5,520</i>	<i>975</i>
<i>Total employed in non-cultural occupations (a)</i>		<i>11,626</i>	<i>15,397</i>	<i>4,419</i>	<i>3,479</i>	<i>3,540</i>
<i>Total employed people</i>		<i>14,743</i>	<i>19,061</i>	<i>5,065</i>	<i>8,999</i>	<i>4,515</i>

Employed Persons in Selected Occupations by Selected Industries, Australia, 6 August 1991 (continued)

ASCO Code	Occupation	ASIC industry class					
		Motion picture production	Motion picture film hire	Motion picture theatres	Radio stations	Television stations	Live theatre orchestras bands
1305-13	Producer (media)	795	14	6	63	767	33
2201-11	Architect	-	-	-	-	3	-
2201-13	Landscape architect	-	-	-	-	-	-
2505-11	Art teacher (private)	-	-	-	-	-	-
2505-13	Music teacher (private)	-	-	-	-	-	12
2505-15	Dance teacher (private)	-	-	-	-	-	15
2505-17	Drama teacher (private)	-	-	-	-	-	27
2800-00	Artists and related professionals n.f.d.	83	3	5	82	75	113
2801-00	Painters, sculptors etc. n.f.d.	3	-	3	-	-	60
2801-11	Painter (artistic)	20	-	-	-	-	13
2801-13	Sculptor	-	-	-	-	-	-
2801-99	Painters, sculptors and related professionals	-	-	-	-	-	-
2803-11	Photographer	33	-	-	-	12	3
2805-00	Designers and illustrators n.f.d.	12	-	-	-	17	38
2805-11	Fashion designer	11	-	-	-	6	13
2805-13	Graphic designer	119	9	8	-	133	45
2805-15	Industrial designer	10	-	-	-	3	3
2805-17	Interior designer	-	-	-	-	-	-
2805-19	Illustrator	6	-	-	-	-	-
2807-00	Journalists n.f.d.	3	-	-	-	-	-
2807-01	Associate editor	-	-	-	-	3	-
2807-11	Sub-editor	-	-	-	6	-	-
2807-13	Reporter	49	-	-	621	817	-
2807-15	Copy-writer	-	3	-	90	15	3
2807-91	Cadet journalist	-	-	-	12	-	-
2807-99	Journalists n.e.c.	9	-	3	6	12	-
2809-00	Authors and related professionals n.f.d.	3	-	-	-	-	-
2809-11	Author	97	-	3	24	29	27
2809-13	Book editor	-	-	-	-	-	-
2809-15	Script editor	19	-	-	3	9	3
2811-00	Film, television and stage directors n.f.d.	25	-	-	4	7	3
2811-11	Art director (television, film or stage)	29	-	-	-	9	27
2811-13	Casting director	6	-	-	3	-	-
2811-15	Director (film or stage)	375	6	3	17	361	127
2811-17	Director photography	64	3	19	3	45	-
2811-19	Film editor	264	3	-	3	321	-
2811-21	Stage manager	13	-	-	-	70	135
2811-23	Director (radio or television)	9	-	-	351	37	6
2811-25	Technical producer	280	-	3	19	111	20
2813-00	Dancers and choreographers n.f.d.	-	-	-	-	-	5
2813-11	Choreographer	3	-	-	-	-	16
2813-13	Dancer	-	-	6	-	6	250
2815-00	Musicians, composers and related professionals n.f.d.	-	-	-	8	-	19
2815-11	Music director	-	-	-	29	3	54
2815-13	Concert and opera singer	-	-	-	-	-	189
2815-15	Popular singer	-	-	-	-	3	122
2816-17	Instrumental musician	3	-	6	44	58	1,012
2816-19	Composer	9	-	-	3	-	12
2816-99	Musicians, composers and related professionals n.e.c.	-	-	-	-	-	15
2817-00	Actors and related professionals n.f.d.	-	-	-	-	-	3
2817-11	Actor	141	3	3	12	102	628
2817-13	Variety artist	3	-	-	6	11	58
2817-99	Actors and related professionals n.e.c.	3	-	-	-	-	43
2819-11	Announcer	12	-	-	1,036	174	24
2911-11	Librarian	6	-	-	20	39	10
2999-11	Conservator	-	-	-	-	-	3
2999-13	Archivist	3	-	-	-	6	-
3207-13	Architectural associate	-	-	-	-	-	-
3903-01	Supervisor, performing arts support workers	21	-	-	9	99	10
3903-11	Sound technician	146	3	6	105	276	254
3903-13	Motion picture camera operator	185	3	9	3	473	-
3903-15	Television equipment operator	140	-	-	3	310	-
3903-17	Broadcast transmitter operator	-	-	-	86	60	-
3903-19	Light technician	30	-	3	-	25	125
3903-99	Performing arts support worker	292	11	3	27	378	117
3999-13	Museum and art gallery technician	-	-	3	-	-	3
3999-15	Library technician	-	-	-	6	6	6
3999-23	Photo studio assistant	51	-	-	3	59	3
3999-25	Photograph retoucher	-	-	-	-	-	-
4925-01	Supervisor, craftworkers	-	-	-	-	-	-
4925-11	Piano tuner	-	-	-	-	-	-
4925-13	Potter	-	-	-	-	-	-
4925-91	Apprentice craftworker	-	-	-	-	-	-
4925-99	Craftworkers n.e.c.	-	-	-	-	-	3
4999-17	Motion picture projectionist	5	7	404	-	-	-
5401-11	Library assistant	3	-	3	4	30	3
8901-13	Entertainment usher	-	-	627	-	3	221
<i>Total employed in cultural occupations</i>		<i>3,361</i>	<i>47</i>	<i>1,106</i>	<i>2,730</i>	<i>4,992</i>	<i>3,785</i>
<i>Total employed in non-cultural occupations (a)</i>		<i>2,376</i>	<i>528</i>	<i>2,274</i>	<i>2,904</i>	<i>4,291</i>	<i>2,900</i>
Total employed people		5,737	575	3,379	5,634	9,283	6,685

Employed Persons in Selected Occupations by Selected Industries, Australia, 6 August 1991 (continued)

ASCO Code	Occupation	ASIC industry class				Total all industries
		Creative arts	Parks and zoological gardens	Photo services n.e.c.	Total cultural industries	
1305-13	Producer (media)	71	-	21	1,876	2,942
2201-11	Architect	-	9	-	30	8,723
2201-13	Landscape architect	-	-	-	3	290
2505-11	Art teacher (private)	37	-	-	49	814
2505-13	Music teacher (private)	6	-	-	191	5,454
2505-16	Dance teacher (private)	3	-	-	21	1,819
2505-17	Drama teacher (private)	3	-	-	30	289
2800-00	Artists and related professionals n.f.d.	554	5	33	1,387	2,807
2801-00	Painters, sculptors etc. n.f.d.	22	-	-	116	334
2801-11	Painter (artistic)	1,368	-	6	1,448	2,205
2801-13	Sculptor	186	-	-	186	292
2801-99	Painters, sculptors and related professionals	10	-	-	13	77
2803-11	Photographer	24	9	2,842	3,462	5,247
2805-00	Designers and illustrators n.f.d.	77	3	5	189	2,773
2805-11	Fashion designer	-	-	-	30	2,054
2805-13	Graphic designer	1,678	9	27	2,719	8,620
2805-15	Industrial designer	9	-	3	31	1,375
2805-17	Interior designer	9	-	-	15	1,876
2805-19	Illustrator	106	-	3	176	596
2807-00	Journalists n.f.d.	-	-	-	21	32
2807-01	Associate editor	3	-	-	31	48
2807-11	Sub-editor	6	-	-	198	273
2807-13	Reporter	676	3	12	5,619	8,488
2807-15	Copy-writer	17	-	-	187	711
2807-91	Cadet journalist	-	-	-	186	284
2807-99	Journalists n.e.c.	22	-	-	298	483
2809-00	Authors and related professionals n.f.d.	7	-	-	18	23
2809-11	Author	889	-	3	1,243	2,269
2809-13	Book editor	6	-	-	366	499
2809-15	Script editor	6	-	-	47	60
2811-00	Film, television and stage directors n.f.d.	-	-	-	40	50
2811-11	Art director (television, film or stage)	3	-	-	71	119
2811-13	Casting director	-	-	-	9	38
2811-15	Director (film or stage)	13	-	-	908	1,184
2811-17	Director photography	-	-	20	157	204
2811-19	Film editor	3	-	6	627	749
2811-21	Stage manager	3	-	-	224	297
2811-23	Director (radio or television)	-	-	-	403	514
2811-25	Technical producer	-	-	3	436	645
2813-00	Dancers and choreographers n.f.d.	-	-	-	5	11
2813-11	Choreographer	-	-	-	19	71
2813-13	Dancer	12	-	-	274	741
2815-00	Musicians, composers and related professionals n.f.d.	24	-	-	52	173
2815-11	Music director	8	-	-	100	342
2815-13	Concert and opera singer	6	-	-	195	273
2815-15	Popular singer	25	-	-	150	785
2815-17	Instrumental musician	98	-	-	1,280	5,168
2815-19	Composer	115	-	-	145	218
2815-99	Musicians, composers and related professionals n.e.c.	3	-	-	18	31
2817-00	Actors and related professionals n.f.d.	-	-	-	3	8
2817-11	Actor	21	-	-	816	1,217
2817-13	Variety artist	18	6	-	102	962
2817-99	Actors and related professionals n.e.c.	6	-	-	52	66
2819-11	Announcer	12	-	-	1,270	2,169
2911-11	Librarian	14	5	6	2,395	10,474
2999-11	Conservator	3	30	-	548	870
2999-13	Archivist	-	-	-	133	432
3207-13	Architectural associate	-	-	-	9	4,427
3903-01	Supervisor, performing arts support workers	-	-	3	142	185
3903-11	Sound technician	20	-	6	842	2,098
3903-13	Motion picture camera operator	7	-	6	692	800
3903-15	Television equipment operator	-	-	6	462	617
3903-17	Broadcast transmitter operator	-	-	-	146	258
3903-19	Light technician	-	-	-	194	373
3903-99	Performing arts support worker	25	-	23	893	1,309
3999-13	Museum and art gallery technician	-	9	-	149	282
3999-15	Library technician	-	-	3	1,178	3,722
3999-23	Photo studio assistant	-	-	203	328	468
3999-25	Photograph retoucher	-	-	53	53	96
4925-01	Supervisor, craftworkers	-	-	-	6	95
4925-11	Piano tuner	-	-	-	211	228
4925-13	Potter	19	-	-	19	1,718
4925-91	Apprentice craftworker	3	-	-	18	51
4925-99	Craftworkers n.e.c.	41	-	-	264	2,646
4999-17	Motion picture projectionist	3	-	-	419	507
5401-11	Library assistant	3	3	-	2,160	8,836
8901-13	Entertainment usher	-	-	-	881	1,229
Total employed in cultural occupations		6,148	107	3,249	39,446	119,513
Total employed in non-cultural occupations (a)		1,842	5,530	2,142	63,248	6,989,823
All employed people		7,990	5,637	5,391	102,694	7,109,336

(a) Includes occupations inadequately described, not stated and not applicable. Note: Random adjustments have been made to cells in this table to avoid the inadvertent release of confidential data. As a consequence, the component items may not sum to the totals.

Source: ABS, 1991 Census of Population and Housing.

**Users and Non-users of Cultural Venues/Activities by Region, Twelve Months Ended June 1991
States and Territories**

Venue/Activity	Capital city			Rest of State			Total		
	Users	Non-users	Participation rate	Users	Non-users	Participation rate	Users	Non-users	Participation rate
	'000	'000	per cent	'000	'000	per cent	'000	'000	per cent
NEW SOUTH WALES									
Library	898.8	1,689.3	34.7	510.3	996.8	33.9	1,409.1	2,686.1	34.4
Art gallery	590.1	1,998.0	22.8	301.1	1,206.1	20.0	891.2	3,204.1	21.8
Museum	817.6	1,770.5	31.6	397.6	1,109.6	26.4	1,215.2	2,880.1	29.7
Popular music concert	729.2	1,858.9	28.2	437.0	1,070.1	29.0	1,166.2	2,929.0	28.5
Dance performance	309.6	2,278.5	12.0	134.1	1,373.0	8.9	443.7	3,651.5	10.8
Musical theatre	587.8	2,000.4	22.7	229.7	1,277.5	15.2	817.4	3,277.8	20.0
Other theatre performance	498.3	2,089.8	19.3	211.8	1,295.4	14.1	710.1	3,385.1	17.3
Classical music concert	260.4	2,327.8	10.1	82.0	1,425.2	5.4	342.3	3,752.9	8.4
VICTORIA									
Library	850.1	1,390.3	37.9	292.4	624.3	31.9	1,142.5	2,014.6	36.2
Art gallery	553.9	1,686.5	24.7	202.4	714.4	22.1	756.3	2,400.8	24.0
Museum	617.0	1,623.4	27.5	232.1	684.6	25.3	849.1	2,308.0	26.9
Popular music concert	637.0	1,603.3	28.4	232.6	684.1	25.4	869.7	2,287.4	27.5
Dance performance	271.1	1,969.2	12.1	78.2	838.5	8.5	349.3	2,807.8	11.1
Musical theatre	516.1	1,724.2	23.0	155.8	761.0	17.0	671.8	2,485.2	21.3
Other theatre performance	435.8	1,804.5	19.5	113.1	803.6	12.3	548.9	2,608.2	17.4
Classical music concert	189.1	2,051.2	8.4	54.7	862.0	6.0	243.8	2,913.3	7.7
QUEENSLAND									
Library	328.2	624.1	34.5	384.9	728.0	34.6	713.0	1,352.1	34.5
Art gallery	249.0	703.3	26.2	233.4	879.4	21.0	482.5	1,582.7	23.4
Museum	292.6	659.7	30.7	267.1	845.8	24.0	559.7	1,505.4	27.1
Popular music concert	301.5	650.8	31.7	303.0	809.9	27.2	604.5	1,460.7	29.3
Dance performance	104.1	848.1	10.9	123.8	989.1	11.1	227.9	1,837.3	11.0
Musical theatre	238.5	713.8	25.0	179.4	933.5	16.1	417.9	1,647.3	20.2
Other theatre performance	190.0	762.3	20.0	163.0	949.9	14.6	353.0	1,712.2	17.1
Classical music concert	88.5	863.8	9.3	53.9	1,059.0	4.8	142.4	1,922.8	6.9
SOUTH AUSTRALIA									
Library	313.7	436.2	41.8	109.5	168.6	39.4	423.2	604.8	41.2
Art gallery	193.4	556.5	25.8	55.6	222.5	20.0	249.0	779.0	24.2
Museum	289.1	460.8	38.6	85.2	192.8	30.7	374.3	653.6	36.4
Popular music concert	216.2	533.7	28.8	63.4	214.7	22.8	279.6	748.4	27.2
Dance performance	91.0	658.8	12.1	16.9	261.2	6.1	108.0	920.0	10.5
Musical theatre	188.2	561.7	25.1	41.8	236.3	15.0	230.0	798.0	22.4
Other theatre performance	152.8	597.1	20.4	33.9	244.2	12.2	186.6	841.3	18.2
Classical music concert	71.3	678.6	9.5	14.9	263.2	5.4	86.2	941.8	8.4
WESTERN AUSTRALIA									
Library	375.9	469.3	44.5	120.9	181.4	40.0	496.8	650.6	43.3
Art gallery	234.9	610.3	27.8	69.2	233.1	22.9	304.1	843.4	26.5
Museum	271.4	573.8	32.1	105.5	196.8	34.9	376.9	770.6	32.8
Popular music concert	244.0	601.1	28.9	87.9	214.4	29.1	331.9	815.6	28.9
Dance performance	105.2	740.0	12.4	26.5	275.8	8.8	131.7	1,015.7	11.5
Musical theatre	150.1	695.1	17.8	40.7	261.6	13.5	190.8	956.7	16.6
Other theatre performance	177.1	668.1	21.0	48.2	254.1	15.9	225.3	922.2	19.6
Classical music concert	79.1	766.1	9.4	18.6	283.6	6.2	97.7	1,049.8	8.5

Users and Non-users of Cultural Venues/Activities by Region, Twelve Months Ended June 1991
States and Territories (continued)

Venue/Activity	Capital city			Rest of State			Total		
	Users	Non-users	Participation rate	Users	Non-users	Participation rate	Users	Non-users	Participation rate
	'000	'000	per cent	'000	'000	per cent	'000	'000	per cent
TASMANIA									
Library	53.9	74.0	42.1	76.1	115.1	39.8	129.9	189.1	40.7
Art gallery	41.9	86.0	32.7	47.2	143.9	24.7	89.1	230.0	27.9
Museum	54.0	73.9	42.2	63.3	127.9	33.1	117.3	201.8	36.8
Popular music concert	38.0	89.9	29.7	61.1	130.1	32.0	99.1	220.0	31.0
Dance performance	12.8	115.1	10.0	17.6	173.6	9.2	30.4	288.7	9.5
Musical theatre	18.1	109.8	14.2	27.9	163.3	14.6	46.0	273.0	14.4
Other theatre performance	24.7	103.2	19.3	29.6	161.5	15.5	54.4	264.7	17.0
Classical music concert	15.3	112.6	12.0	16.9	174.3	8.8	32.2	286.9	10.1
NORTHERN TERRITORY									
Library	25.0	30.9	44.7	12.7	17.2	42.5	37.7	48.1	43.9
Art gallery	23.4	32.5	41.9	8.5	21.4	28.4	31.9	53.9	37.2
Museum	29.4	26.5	52.6	12.2	17.7	40.7	41.6	44.3	48.5
Popular music concert	21.6	34.3	38.6	10.0	19.9	33.6	31.6	54.2	36.9
Dance performance	11.1	44.8	19.9	4.7	25.3	15.5	15.8	70.1	18.4
Musical theatre	6.4	49.5	11.5	5.3	24.6	17.9	11.8	74.1	13.7
Other theatre performance	12.0	44.0	21.4	6.4	23.5	21.4	18.4	67.5	21.4
Classical music concert	5.9	50.0	10.6	*1.8	28.1	*6.1	7.7	78.1	9.0
AUSTRALIAN CAPITAL TERRITORY(a)									
Library	90.2	107.4	45.7	90.2	107.4	45.7
Art gallery	82.7	114.8	41.9	82.7	114.8	41.9
Museum	98.8	98.7	50.0	98.8	98.7	50.0
Popular music concert	73.9	123.7	37.4	73.9	123.7	37.4
Dance performance	42.6	155.0	21.6	42.6	155.0	21.6
Musical theatre	41.7	155.9	21.1	41.7	155.9	21.1
Other theatre performance	54.6	142.9	27.6	54.6	142.9	27.6
Classical music concert	33.6	164.0	17.0	33.6	164.0	17.0
AUSTRALIA									
Library	2,935.7	4,821.5	37.8	1,506.8	2,831.4	34.7	4,442.5	7,652.9	36.7
Art gallery	1,969.4	5,787.8	25.4	917.4	3,420.8	21.1	2,886.8	9,208.7	23.9
Museum	2,470.0	5,287.3	31.8	1,163.0	3,175.2	26.8	3,632.9	8,462.5	30.0
Popular music concert	2,261.4	5,495.8	29.2	1,195.0	3,143.3	27.5	3,456.4	8,639.0	28.6
Dance performance	947.7	6,809.6	12.2	401.7	3,936.5	9.3	1,349.4	10,746.0	11.2
Musical theatre	1,746.9	6,010.3	22.5	680.5	3,657.7	15.7	2,427.4	9,668.0	20.1
Other theatre performance	1,545.3	6,211.9	19.9	606.0	3,732.2	14.0	2,151.3	9,944.1	17.8
Classical music concert	743.2	7,014.0	9.6	242.7	4,095.5	5.6	985.9	11,109.5	8.2

(a) All persons in Australian Capital Territory included in capital city region.

Source: ABS, *Attendance at Selected Cultural Venues, Australia, June 1991* (4114.0).

APPENDIX 2

ABS Household Expenditure Survey

The following list gives examples of the types of culture-related commodities included in expenditure items in the 1988–89 Household Expenditure Survey.

Televisions

Televisions
Home entertainment centres

Video cassette recorders and equipment

Video cassette recorder
Video camera

Video cassette tape hire

Hire of video cassette tape

Audio-visual equipment repairs

Repairs to televisions
Repairs to video machines
Repairs to stereos
Repairs to cassette players
Repairs to record players
Repairs to computers

Blank video cassettes

Blank video cassettes
Video cassette head cleaner tapes

Television aerials

Television aerials

Pre-recorded video cassette tape purchase

Pre-recorded video cassettes or discs

Television hire

Television hire

Video cassette recorder hire

Video cassette recorder hire

Audio-visual equipment repair insurance

Repair insurance for audio visual appliances

Books

Paper back books
Text books
Music books
Race books
Atlases

Newspapers

Newspapers
Newspaper delivery charges

Magazines and comics

Magazines
Comics
Journals

Other printed material

Maps
Sheet music
Theatre programmes
Catalogues

Radio, stereo and hi-fi equipment

Record players
Radios
Cassette players
Amplifiers
Clock radios

Records and CDs

Records
Compact discs
Record/CD vouchers

Audio-cassettes and tapes

Audio cassettes
Audio cassette head cleaner tape
Book with cassette tape

Live theatre admission

Admission to live theatres
Concert tickets
Circus tickets
Opera tickets

Cinema admission

Admission to cinemas
Admission to drive-in theatres

National park and zoo admission

Admission to national parks
Admission to zoos
Admission to bird sanctuaries

Art gallery and museum admission

Admission to art galleries
Admission to museums
Admission to botanical gardens

Cultural and other non-sporting lessons

Music lessons
Craft lessons
Dancing lessons
Art lessons
Cooking lessons
Dressmaking lessons
Horse riding lessons
First aid lessons

Cultural and other educational institution fees

Art school
Ballet school
Business college
Drama school
Music college

Cultural and other (excl. sports) clubs and associations

Cultural societies (art, music, orchestra)
Record club membership
Boy scouts fees
Brownies fees
Girl guides fees
Senior citizens club subscriptions
Youth club fees
Social club fees

Musical instruments and accessories

Musical instruments
Musical instrument amplifiers

Studio and other professional photography

Professional portraits
Passport photos
Wedding photos

Paintings, carvings and sculptures

Paintings
Prints (art)
Carvings
Sculptures

Miscellaneous electronic components

Television cables
Video cables
Stereo cables
Radio aerials
Speaker wires
Styluses
Radio ear plugs

GLOSSARY OF SELECTED SURVEYS, COLLECTIONS AND INFORMATION SOURCES

Australian Bureau of Statistics

Census of Population and Housing

The first national Census of Population and Housing was conducted in 1911. Since then 11 other Censuses have been taken, the latest in August 1991. The Census data show demographic details of all persons in Australia according to where they were located on Census night. Only diplomatic representatives and foreign defence forces are excluded from the Census.

Data are collected by means of a self enumerated questionnaire which is delivered and collected by a Census collector during a two week period. Information sought includes age, marital status, occupation, employer, income, family structure and details about the dwelling.

The ABS ensures confidentiality by randomly adjusting non-zero cells in Census tables. The totals in tables reflect the sum of cell components. There may be differences in table totals, therefore, as a result of this introduced error.

The occupation categories in the Census tables and figures in this paper are defined in the *Australian Standard Classification of Occupations, First Edition (1223.0)*. The main arts classification is Group 28, Artists and related professionals. The industry groups are defined in the *Australian Standard Industrial Classification, 1983 (1201.0)*.

Attendances at Selected Cultural Venues (4114.0)

This survey was conducted in June 1991 by the ABS to obtain national data on the population's attendance at eight selected types of cultural venues and activities.

Information was obtained from a sample of people aged 18 years and over living in both urban and rural areas in all States and Territories of Australia. The survey covered all types of dwellings including houses, flats, home units, hotels, motels, hostels, hospitals, caravan parks, educational and religious institutions. The survey excluded foreign diplomats, overseas residents, non-Australian defence forces, pupils in boarding schools and prison inmates.

Interviewers visited about 16,000 dwellings to obtain data on a variety of aspects of attendances at cultural venues or activities. Apart from the number of people who attended the selected venues or activities in the twelve months prior to interview, data were sought on the frequency of visits and, where appropriate, the reasons for not attending. A number of demographic details were also collected.

Arts and Crafts: Purchasing and Participation, Western Australia (4111.5)

This ABS survey provides information on patterns of art-craft purchase and patterns of participation in art-craft as a leisure activity. It was conducted throughout Western Australia in October 1990 as a supplement to the Monthly Population Survey. The Monthly Population Survey sample covers about three-fifths of one per cent of the civilian population of Australia and includes about one per cent of Western Australia's population.

Information was obtained by personal interview on the nature of art-craft purchases within a six month period, the amount spent, the place of purchase and the origin of the artist or craftsman. Respondents were also asked whether they had participated in art-craft as a leisure activity in that period, the type of activity and their reason for involvement. Reasons for non-participation were also sought so that together with the demographic and socio-economic data collected, profiles of both participants and non-participants could be developed.

Government Finance Statistics

The ABS collects information from all public sector authorities such as government departments, statutory authorities and local government authorities (except financial institutions). The information is compiled from Auditor-Generals' Reports, budget papers, annual reports and questionnaires completed by authorities. The latest published data is for the financial year 1991-92.

Details of outlays, revenue, and financing transactions of the non-financial public sector are available.

Care should be taken when making interstate comparisons of data as the statistics are affected by differences in the administrative and accounting arrangements of the various governments. Comparisons may be significantly affected by the mix of operations of State and local governments.

Household Expenditure Survey (6530.0)

The 1988-89 Household Expenditure Survey was the fourth survey conducted to obtain expenditure data on goods and services for private consumption.

A sample of approximately 7,500 dwellings was drawn at random from all private dwellings and caravan parks throughout Australia. Hotels, institutions and other special dwellings were excluded. All usual residents of a dwelling and all visitors who would be in the dwelling for the following six weeks were included in the survey. Foreign defence forces and foreign diplomats were excluded. Data were collected from households in all States and Territories and in both urban and rural areas.

All persons aged 15 years and over in selected dwellings were asked to complete two one-week expenditure diaries recording all details of payments made for goods and services purchased in that time. They were also asked questions about income, tax paid and various demographic characteristics.

The surveys were conducted over a 12 month period to allow for the effect of seasonal fluctuations. Because of the extended collection period, changes in money values and changes in relative prices of goods and services should be borne in mind when interpreting the results.

Music and Performing Arts at Major Venues in Capital Cities (4171.0)

This survey was conducted by the ABS for the Cultural Ministers Council in the 1991 and 1992 calendar years. A database of venues was compiled using Ozarts (Australia Council publication), the Australasian Music Industry Directory, the Australian and New Zealand Theatre Record and newspaper advertisements.

Information was collected from venues in capital cities where regular commercial performances took place or where the size of the venues would suggest that attendances would be significant. Therefore, while the database is extensive, it is not exhaustive so the results should be considered the minimum number of performances and attendances for each capital city. As all venues were not enumerated care should be exercised when making comparisons between capital cities.

Performances in cabaret rooms in hotels, clubs etc. were excluded as the majority were free. Some casinos, convention centres etc. which operate showrooms and charge an admission were included. The surveys were conducted by post and included only performances where a fee was charged.

Music and Performing Arts (4116.0)

The Cultural Ministers Council commissioned the ABS to conduct two surveys in 1991 in order to develop a comprehensive database of music and performing arts organisations in Australia. One survey related to music and performing arts organisations and the other to major musical theatre productions.

The survey covered organisations involved in theatre, opera and music theatre, symphony orchestras, chamber and choral groups and dance. Financial and employment information was collected as well as data on the number of performances and attendances.

Organisations were included in the survey if, during the reference year, they:

- received a Government (Commonwealth/State/Local Government or Australia Council) grant of \$500 or more; or
- employed or contracted any persons; or
- received income amounting to \$50,000 or more.

Population Survey Monitor (4103.0)

This is a quarterly household survey conducted throughout Australia of approximately 2,000 households. It was introduced by the ABS to meet the needs of government agencies and non-profit organisations. It is a user-funded survey where clients pay to include the topic of their choice. Each survey asks a set of core questions of each usual resident aged 15 years and over within the selected household. The survey covers rural and urban areas across all States and Territories of Australia except sparsely settled areas. All persons living in non-private dwellings are excluded.

Time Use Survey (4153.0)

The first nation-wide Time Use Survey was conducted by the ABS in 1992.

More than 3,000 households (7,000 people) were surveyed over four separate two-week periods in the calendar year. Households were selected using a multi-stage area sample of private dwellings. A special sample design was used to ensure even coverage of days of the week in each collection period.

Information was obtained partly by interview and partly by self-completion diaries. Trained interviewers collected basic demographic and socio-economic information from an adult member of the selected household for all persons aged 15 years or more in the household. A diary was then left for each adult member of the household to record their activities over two days. They were asked to record each activity episode which consisted of a starting time, a finishing time, a main activity, other activities engaged in simultaneously, a location and a social context. A change in any of these constituted the beginning of a new episode.

A pilot Time Use Survey was conducted by ABS in Sydney in 1987 but results are not directly comparable with the 1992 national survey due to differences in scope and time frames.

Work in Selected Culture/Leisure Activities (6281.0)

In March 1993, a survey was conducted by the ABS throughout Australia to obtain information about the work involvement of people 15 years of age and over in selected culture and leisure activities during the previous twelve months. This survey was a supplement to the Monthly Population Survey which uses a multi-stage sampling technique and includes approximately 30,000 dwellings.

Work in selected culture and leisure activities was defined to include both paid and unpaid involvement. However, involvement solely for the respondent's own use or that of their family was excluded. Information was obtained on the number of people involved classified by the type of activity and also the characteristics of the people involved and the nature of the work.

Australian National Accounts: Input-Output Tables (5209.0)

The national income and expenditure accounts are primarily concerned with providing details about the end results of economic activity. Input-output tables, by explicitly showing the intermediate transactions, complete the description of productive activity within the economy and provide a starting point for many analyses which could not be undertaken using income and expenditure accounts alone.

Input-output tables provide a means of describing the supply and usage of the products of an entire economic system for a particular period. Tables are available for both industries and commodities.

Australian Domestic Tourists' Cultural Participation Survey

In 1990, the Australia Council sponsored this survey as a supplement to the Domestic Tourism Monitor, a continuous sample survey conducted by the Bureau of Tourism Research (*see below*). A domestic trip was defined as a journey of at least 40 kilometres and involving a stay of at least one night away from home. The data relate to trips undertaken in the two months before interview. From a sample of 8,684 people, 3,094 individuals were identified as having made such a trip. The information collected relates to the period mid-December 1990 to mid-April 1991. Information was collected on the purpose of trips taken, the nature of tourists' activities and the level of participation as well as a range of demographic and socio-economic data.

Care should be taken when interpreting the results as only a small sample was used but this survey does provide some interesting information on Australian tourists' cultural participation.

Books – Who Reads Them? A study of borrowing and buying in Australia

This study was commissioned by the Australia Council to update a similar 1978 study. The results are based on three surveys conducted in 1989, one of book buyers, one of library users and one household survey. The household survey established basic book buying and borrowing patterns of the Australian public in the study area (Sydney, Wollongong, Melbourne, Geelong, Brisbane and Adelaide) in mid-1989. The other two surveys were designed to explore the specific behavioural and attitudinal patterns of actual book buying and library use and also to obtain a more accurate indication of the number of books bought and borrowed than could be obtained through home interviews. Again, the samples were small so care should be used when interpreting the results.

Public attitudes to the arts: 1987 surveys

In 1987, four quarterly surveys were conducted by the Roy Morgan Research Centre Pty Ltd. The surveys were conducted for the Australia Council through the Institute of Applied Economic and Social Research.

Responses were obtained from 1,200 people aged 14 years and over in both urban and rural areas of all States and Territories of Australia. Data were obtained by personal interview from different respondents in each survey.

The survey asked attitudinal questions on a variety of cultural issues, particularly people's definitions of the arts, the benefits and value of the arts, the role of the arts in reflecting our way of life and culture and whether components of the arts should be made to rely on ticket sales alone for their income.

While the information provided from the survey is interesting and represents some of the only attitudinal data available on the cultural industry in Australia, care should be taken when analysing the results as only a very small sample was used. Some of the questions asked were also quite complex and open to different interpretations.

Public attitudes to the arts: 1992 surveys

Three surveys were conducted for the Australia Council by the Institute of Applied Economic and Social Research seeking the public's opinion on the arts. The questions were included in a regular omnibus survey conducted by the market research organisation, NEWSPOLL. The 1992 survey is the latest in a series of surveys, the results of which were released in February 1993.

The telephone survey asked 1,200 people aged 18 years and over to define what they meant by the arts, their opinion on particular arts statements, difficulty with accessing arts venues and who they believed benefited from the arts. Some of the questions differed from previous surveys so it is difficult to measure people's changes in attitude over time. The surveys were conducted in all States and in the ACT in both rural and urban areas.

As with previous surveys, care should be taken when interpreting the results as only a very small sample was used.

Other

The National Culture–Leisure Industry Statistical Framework

In 1989, the Cultural Ministers Council established the Statistical Advisory Group to undertake the task of improving the definition, range and quality of statistics available for the cultural, entertainment and heritage sectors of the Australian economy. The fourth edition of the Framework was published in 1991.

Domestic Tourism Monitor

Each weekend, the Bureau of Tourism Research conducts a survey of 1,000 households throughout all States and Territories to determine the level of tourism, behaviour and characteristics of tourists and day trips. Australians aged 14 years and over are asked about trips they have made, their destination, the purpose of their visit, their length of stay and a number of demographic details.

International Visitors Survey

Each year, the Bureau of Tourism Research conducts the International Visitors Survey by interviewing a sample of departing visitors at nine international airports in Australia. The results are then weighted to give estimates for all visitors based on arrival figures. A supplementary questions facility has been developed which enables users to add a small number of questions to the main survey and additional information has been obtained on the cultural interests and activities of visitors using this facility.

GENERAL INFORMATION

Abbreviations used

ABC	Australian Broadcasting Commission
ABS	Australian Bureau of Statistics
AFC	Australian Film Commission
ASCO	Australian Standard Classification of Occupations
ASIC	Australian Standard Industrial Classification
BTR	Bureau of Tourism Research
FFC	Film Finance Corporation
GDP	Gross Domestic Product
IIES	Household Expenditure Survey
SBS	Special Broadcasting Services
SITC	Standard International Trade Classification
VCR	Video cassette recorders

Symbols used

n.a.	not available
n.e.c.	not elsewhere classified
n.e.s.	not elsewhere specified
n.f.d.	not further defined
..	not applicable
*	subject to high sampling variability (use with caution)
—	nil or less than half the final digit shown

Other forms of usage

Where figures have been rounded, discrepancies may occur between sums of component items and totals.

Adjustments are made randomly to data from the Population Census to protect the confidentiality of individuals and therefore component items may not add to totals.

DATA SOURCES AND REFERENCES

Australia Council

Books – Who reads them? A study of borrowing and buying in Australia (Redfern, NSW, 1990)

McDonnell J S, *Public Attitudes to the Arts: 1987, 1992*

Public Attitudes to the Arts: 1992, Report on Surveys of Public Opinion for the Australia Council (Redfern, NSW, 1993) *ibid* 1987 and 1990

Spring, Jane, *Arts Attendance by International Visitors 1991: Results of a survey of attendance at museums/galleries and theatre/music performances October–December 1991, with comparisons of attendance rates for the four quarters of 1991 and for October–December 1990*, Research Paper No. 8 August 1992

Spring, Jane, *Arts Participation by International Visitors*, Research Paper No. 5, April 1991

Spring, Jane, *Culture on Holiday, A Survey of Australian Domestic Tourists' Cultural Participation, December 1990 – April 1991*

Spring, Jane, *Museums 1992: Art Museums, Museums and Public Galleries in Australia and New Zealand*, Research Paper No. 9, June 1993

Spring, Jane, *International Visitors and Aboriginal Arts, 1993: Report of a survey of international visitors to Australia, February – March 1993*, Research Paper No. 10, July 1993

Australian Archives, *Annual Report, 1992–93*

Australian Broadcasting Corporation, *Annual Report, 1992–93*

Australian Broadcasting Tribunal, *Broadcasting in Australia 1990*, (Sydney, 1991)

Australian Bureau of Statistics

1981, 1986 and 1991 Censuses of Population and Housing

Advertising Services Industry, Australia, 1987–88 (8670.0)

Architectural Services Industry, Australia, 1987–88 (8664.0)

Arts and Crafts: Purchasing and Participation, Western Australia, October 1990 (4111.5)

Attendance at Selected Cultural Venues, Australia, June 1991 (4114.0)

Australian Standard Classification of Occupations (ASCO) – Statistical Classification (1222.0)

Australian Standard Industrial Classification Volume 1 – The Classification (1201.0)

Australian National Accounts: Concepts, Sources and Methods (5216.0)

Australian National Accounts: Input–Output Tables 1986–87 (5209.0)

Consumer Price Index (6401.0)

Fastraccs database (foreign trade data)

Government Finance Statistics, Australia, 1991–92 (5512.0)

Household Expenditure Survey, Australia, 1988–89: The Effects of Government Benefits and Taxes on Household Income (6537.0)

Household Expenditure Survey, Australia: Detailed Expenditure Items, 1984 (6535.0)

Household Expenditure Survey, Australia: Detailed Expenditure Items, 1988–89 (6535.0)

How Australians Use Their Time – Selected Findings from the 1992 Time Use Survey, Australia, 1992 (4153.0)

International Trade in Services, Australia, 1991–92 (5354.0)

Motion Picture Theatre Industry, Australia, 1986–87 (8654.0)

Music and Performing Arts at Major Venues in Capital Cities, 1992 (4171.0)

Music and Performing Arts, Australia, 1991 (4116.0)

Overseas arrivals and departures (microfiche)

Photography Services Industry, Australia, 1986–87 (8660.0)

Population Survey Monitor, Australia, August 1993 (4103.0)

Retail Industry: Details of Operations, Australia, 1985–86 (8622.0)

Retailing in Australia, 1991–92 (8613.0)

Work in Selected Culture/Leisure Activities, Australia, March 1993 (6281.0)

Year Book Australia, 1994 (1300.0)

Australian Film Commission

Get The Picture: Essential Data on Australia's Film, Television and Video (Second edition, North Sydney, 1992)

National Survey of Film, Television and Video Production, 1992–93 (Sydney)

Australian Heritage Commission

Annual Report, 1988–89

ibid 1992–93

Australian Press Council

Annual Report, No. 17, 30 June, 1993

Bureau of Tourism Research

Australian Tourism Trends 1991

Domestic Tourism Monitor, Annual Summary 1991–92 (BTR, Canberra)

Domestic Tourism Monitor, June Quarter 1993 (BTR, Canberra, 1993)

International Visitor Survey Annual 1992 (BTR, Canberra, 1993)

Cultural Ministers Council Statistical Advisory Group

The Australian Cultural Industry, A Summary of 1988 Cultural Statistics (Canberra: AGPS, 1991)

The Australian Cultural Industry, Available Data and Sources (Second edition, Canberra: AGPS, 1990)

The National Culture–Leisure Industry Framework (Fourth edition, AGPS, Canberra, 1991)

Maddox Media, Independent Film and Television Producers

Molloy S and Burgan B, 1993, *The Economics of Film and Television in Australia*, SA Centre for Economic Studies (AFC, Sydney, 1993)

Musica Viva, *Annual Report 1992*

Price Waterhouse, *The Australian Music Industry, An Economic Profile, April 1993* for the Music Industry Advisory Council

Prosser G, *Visual & Craft Artists, 1987–88*, Australia Council (Redfern NSW, December 1989)

INDEX

- Aboriginal culture, 61, 62–63, 68–69
 - Archives, 47
 - Arts and crafts, 22, 40, 54, 56, 61
 - Art galleries, 18, 22, 40, 48, 60–61, 63–64, 75–76
 - Attendances, 44–53
 - Attitudes, 57–59

 - Ballet, 27, 64
 - Books, 17, 20, 29, 40, 54, 55–56
 - Broadcasting, 14

 - Cinemas, 18, 52–53, 61, 63–64

 - Dance, 24, 51, 61, 75–76

 - Education, 3, 5, 71
 - Employment in cultural activities
 - demographic characteristics, 3–4, 8
 - full-time/part-time status 4, 8
 - hobby capacity, 2
 - hours worked 4, 8
 - income, 8
 - industry, 7–8, 72–74
 - music and performing arts, 26
 - occupation, 8, 72–74
 - type of activity, 2–3
 - Expenditure on culture
 - as proportion of all expenditure, 17
 - government, 10–14
 - households, 17–19, 34–39
 - Exports, 29–32

 - Festivals, 52, 61
 - Film, 14, 16, 21, 29, 40

 - Government outlays:
 - culture, 11
 - broadcasting and film production, 14
 - libraries, 13
 - museums, 13

 - Heritage
 - Aboriginal environment, 68–69
 - historic environment, 67–68
 - natural environment, 69–70
 - Hobbies, 2, 40
 - Home activities, 54
 - Household expenditure
 - aggregate, 17–19
 - by age, 37
 - by birthplace, 39
 - by household composition, 39
 - by income level, 35
 - by occupation, 37
-

- Imports, 29–32
Input–output, 15–17
- Libraries, 11, 16, 40, 46, 75–76
Literature, 17, 20, 29, 40, 54, 55–56
- Museums, 13, 22, 40, 48, 60–61, 63–64, 75–76
- Music
 attendances, 24–25, 50–51, 75–76
 expenditure on instruments, 16, 18
 organisations, 24
 performances, 24–25
 retailing, 19
 size of industry, 23
 venues, 45
- Musica Viva, 28
- National estate, 66–67
Natural environment, 18, 61, 63, 69–70
NCLSU framework, 1, 7, 29
Newspapers, 16, 17, 19, 20, 40
- Occupations, 8, 72–74
Opera, 14, 27, 61
Organisations – music and performing arts, 24–28, 45
- Performing arts
 attendances, 24–25
 organisations, 24
 performances, 24–25
- Radio, 16, 18, 20, 29, 40, 54
Reading, 17, 21, 29, 40, 54, 55–56
Religion, 40
Royalties, 33
- Teaching, 3, 5, 71
Television, 16, 17, 20, 21, 29, 40, 54
Time use, 40–43
Tourism, 60–65
- Video, 17, 19, 29, 54
Visual arts, 3, 7–9, 16, 22, 31, 35



2417200012944
ISBN 0 642 20682 1