

CULTURAL MINISTERS COUNCIL

Publication Digest

Statistics Working Group

October 2009

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The Cultural Ministers Council (CMC) Statistics Working Group (SWG) undertakes statistical research and reporting on the arts and culture sector in Australia. The SWG membership includes representatives of jurisdictions from the Commonwealth, each state and territory in Australia, and New Zealand counterparts.

Each jurisdiction undertakes research and develops publications, which are presented in this SWG Digest newsletter. This biannual publication aims to inform the arts and cultural community of available statistical publications, programs and research to better inform policy and explore new areas of research.

The information provided in this newsletter is current as at October 2009 and includes topics:

Creative Industries
Literature
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Festivals

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Arts and Culture Strategy
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Statistical Information by State

CMC Statistics Working Group (SWG) regularly commissions a range of statistical research work and produces publications that can be viewed, downloaded or ordered in hard copy from the Cultural Data Online website.

For more information on SWG and a range of statistical information on arts and culture in Australia, visit Cultural Data Online

www.culturaldata.gov.au.

Upcoming Projects

art + place evaluation

In 2009 Arts Queensland is evaluating *art + place: the Queensland Government Public Art Program*. The evaluation will cover the operations of the program from 2007 to 2009. It will examine the effectiveness of the commissioning process and evaluate public art outcomes in the first two years of the program. In addition, the evaluation will be complemented by three case studies. The findings of the evaluation and case studies will inform the next iteration of the art+ place program 2010-2012.

CIAF evaluation

The inaugural Cairns Indigenous Art Fair (CIAF) was held in August 2009 to showcase the work of Queensland's Aboriginal and Torres Strait Islander artists. CIAF is part of the Queensland Government's Backing Indigenous Arts program, dedicated to supporting Aboriginal and Torres Strait Islander arts and cultures in Far North Queensland. The three-day program integrated traditional and contemporary visual and performing arts, and brought together Indigenous Art Centres, public and commercial galleries, publishers and service and education organisations. The program included a selected selling exhibition, an art fair/trade show, music and dance performances and a symposium on key issues in the Indigenous arts industry. Over 10,000 people attended and more than \$500,000 worth of art work was sold. Arts Queensland is evaluating CIAF to measure the short-term artistic, industry, economic and community outcomes. It is anticipated that a report will be available from Arts Queensland's website in early 2010.

Creative Industries

Perth Creative Industries – An Analysis (WA)

The project is the outcome of a research partnership involving the City of Perth and the Departments of Culture and the Arts, Industry and Resources, and Premier and Cabinet.

The project evaluates Perth's Creative Industries, the contribution that the Creative Industries make to the economic and cultural landscape of Metropolitan Perth and the State and the Creative Industries impact on labour markets and issues of self image and revitalisation.

Released January 2008

Executive Summary available online www.perth.wa.gov.au/documentdb/617.pdf

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Literature

Books Alive 2008 - Reader Research (Australia Council)

As part of the 2008 Books Alive initiative, market research company Starcom was engaged to conduct research to measure the impact of the Books Alive campaign on increasing interest and participation in reading, to assist with the design of future Books Alive campaigns, plus provide the industry with much-needed statistics and information to better promote reading and Australian writing, in line with the stated goal of Books Alive.

Released March 2009

Available online

http://www.australiacouncil.gov.au/research/literature/reports_and_publications/books_alive_2008_-_reader_research

Review of NSW Writers' Centres (NSW)

Consulting firm Positive Solutions was engaged by Arts New South Wales to undertake a review of the State's Writers' Centres. The purpose of the review was "to develop an understanding of the needs of emerging, professional and semi-professional writers and the role of Writers' Centres in meeting those needs".

Released September 2009

Final report available www.arts.nsw.gov.au

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Audience Development

ShoGo (SA)

ShoGo is a pilot program aimed at increasing audience numbers (focus 31-45 years old) for small to medium performing arts companies with 16 local South Australian companies participating. A new bespoke website is the key marketing strategy and will be accompanied by other targeted promotional material. Expected launch October 2009

Theatrespace: Accessing the Cultural Conversation (Qld, Victoria, NSW, Australia Council)

An Australian Research Council funded research project investigating young people's attendance at performing arts. Commenced March 2008
Project information available online <http://theatrespace.org.au/>

Negotiating the Inauthentic (Victoria)

A research partnership with Victoria University exploring ways in which museum curators and staff, and museum visitors negotiate the inauthentic to create authentic visitor experiences. Commenced February 2009

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Festivals

Venice Biennale 2009 Education Resource (Australia Council)

The Venice Biennale 2009 Education Resource has been produced by an Education Team formed through a collaboration between the Australia Council, the College of Fine Arts, University of New South Wales and the Institute of Early Childhood, Macquarie University. Released March 2009
Available online www.australiavenicebiennale.com.au/education-hub

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Education

Arts and Education (Victoria)

A joint project between Arts Victoria and the Department of Education and Early Childhood Development to research and evaluate partnerships between Victorian schools and the professional arts sector.

Stage 1: Literature Review completed December 2008

Stage 2 commenced, expected completion April 2010

Project information and school-arts sector partnership case studies available online

www.arts.vic.gov.au/content/Public/Research_and_Resources/Research_Projects/Arts_and_Education_Partnerships.aspx

Arts in education (Qld)

An arts and education creative partnership between the Australia Council for the Arts, Arts Queensland and Education Queensland in the Ipswich region has been allocated \$150,000 as part of the Federal Government's 2008 commitment of \$5.2m for professional artists to participate as 'artists in residence' in schools to improve young people's access to quality arts education programs. Under the partnership, Primary Arts Network Ipswich (PANI) will receive \$100,000 from the Australia Council for three artist residencies in primary schools in the Ipswich Moreton region in 2009. Arts Queensland is providing \$50,000 for the development of a *Creative Community Hub* in Ipswich which will kick start an arts and education plan for the Ipswich region to guide the strategic development and delivery of arts and education projects for students, teachers and artists in the region and assist in forging arts and education partnerships over the next three years. As part of the PANI project, the University of Southern Queensland and Griffith University will evaluate the value of artists in residence programs to teachers, students, artists and schools.

Information available online www.arts.qld.gov.au/policy/artists-residence.html

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Arts and Culture Strategy

Queensland Sector Plan Evaluation (Qld)

Evaluation of implementation of the Queensland Arts Industry Sector Development Plan.

Released June 2009

Available online www.arts.qld.gov.au/policy/sectordevplans.html

Mapping Queensland Theatre Report (Qld)

Arts Queensland engaged consultant John Baylis to develop a strategic report that would identify gaps and priorities to support the development of high quality, demand driven contemporary theatre practice in Queensland for the period 2010–12. A public consultation process was conducted between February and September 2009. A Mapping Queensland Theatre discussion paper was then circulated. A total of 160 individuals and groups throughout Queensland have responded to the discussion paper including theatre artists and arts workers, performing arts organisations, academic and research institutions, cultural statutory authorities, local councils, State and Australian government agencies and arts intensive private companies. The findings identified will inform the next iteration of Arts Queensland's sector plan for 2010-12. The Mapping Queensland Theatre report is currently being finalised.

Information available online www.arts.qld.gov.au/projects/tmp.html

Expected release late 2009

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Business and Governance

Boardconnect (Qld)

A service designed to support the boards of arts and cultural organisations in Queensland. It is the first ongoing governance support service available to the arts sector which assists board members and managers with advice and information, and encourages governance best practice.

Launched August 2008

Available online www.boardconnect.com.au

Taxation research (Qld)

In 2008 Arts Queensland commissioned Mr Brett Freudenberg from Griffith University to provide reports relating to taxation issues affecting the Arts industry in Australia. The third report is now available. It concludes with 47 recommendations, some of which suggest tax reforms and others outline practical strategies to assist the arts.

Released June 2009

Available online www.arts.qld.gov.au/publications/tax.html

Review of Museums and Galleries NSW (NSW)

An assessment of Museums & Galleries NSW's work in meeting the NSW Government's objectives for arts and cultural development as well as the priority needs of the museums and galleries sector, particularly in regional NSW.

Expected completion September 2009

Terms of Reference for the review are available online mgnsw.org.au/uploaded/News/2009/ToR_FINALArtsNSW.pdf

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Statistical Information by State

VIC

Victorian Arts Industry Checklist 2008

Database annually updated of performance measures – finance, employment, programs and attendance.

Expected release October 2009

Available online www.arts.vic.gov.au

VIC

Client Services Survey 2009

Survey of AV client base evaluating staff contact, information resources and understanding and perceived fairness of grants process. On line survey underway

Expected release September 2009

Available online www.arts.vic.gov.au

WA

2009 Arts Research Monitor

The *Monitor* is an annual telephone survey monitoring key elements and indicators of arts and culture in Western Australia. The research objectives for the 2008 Arts Monitor survey include: identify the level of arts involvement, including frequency of participation and attendance; attendance preferences and general barriers to attendance; sources of information and expenditure; values and attitudes towards the arts; cross-analysis of arts and cultural involvement with attitudes and values towards arts and culture; Key Effectiveness Indicators for the Department of Culture and Arts: community value for arts and culture; and perception of accessibility to the arts and culture; Key Effectiveness Indicators for ScreenWest funded productions; perception of accessibility of ScreenWest funded productions; and value of the WA film and television industry.

Released May 2009/August 2009

Survey Report and Fact Sheets (Pdf) available online www.dca.wa.gov.au/information_downloads/research_art_statistics

WA

2008 Vital Stats

Summary of key Australian Bureau of Statistics cultural statistics for Western Australia.

Released October 2008

Available online www.dca.wa.gov.au/information_downloads/research_art_statistics

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