



11 Tourism and Culture

OVERVIEW

Victoria has a richness and diversity of natural features, cultural activity and historic sites. As a tourist attraction for both international and domestic visitors, Victoria continues to make an important contribution to the growth of tourism within Australia. The expansion of businesses to provide services to our visitors is increasing the importance of tourism to the Victorian economy.

Cultural activities are essential to the creative and collaborative expression of the community and these activities form an important inter-relationship with tourism, attracting visitors, not just to the blockbuster events, but to experience a 'way of life'. The diversity of cultural activities includes creative and performing arts, literature, film and video, libraries, radio and television, sports and recreation, language and religious practice, adult education, and activities centred on conservation and enjoyment of the natural environment.

This chapter includes information relating to Victoria's tourism and cultural activities, featuring the arts and recreation.

Tourism and the economy

Tourism is one of Australia's largest income earning industries, generating overseas earnings of \$14.1 billion for Australia in 1994-95. Bureau of Tourism Research (BTR) estimates indicate that tourism contributed \$7.9 billion or 6.6% of Victoria's Gross State Product in 1994-95, and accounted for 137,500 direct jobs (6.6% of Victoria's employment). In 1994-95 Victoria accounted for 24% of tourism employment nationally.

International tourism

The number of short term overseas visitors to Australia who specified Victoria as their main destination increased from 398,026 in 1993 to 480,205 in 1995. Victoria's share of overseas arrivals to Australia however, decreased from 13.3% in 1993 to 12.9% in 1995.

11.1 INTERNATIONAL VISITORS (a) TO AUSTRALIA BY MAIN STATE OR TERRITORY OF INTENDED STAY

	1993 No.	1994 No.	1995 No.	1995 % of Australia
New South Wales	1 311 588	1 468 041	1 612 407	43.3
Victoria	398 026	438 742	480 205	12.9
Queensland	857 067	970 631	1 110 459	29.8
South Australia	67 068	69 911	74 289	2.0
Western Australia	263 615	329 165	344 535	9.2
Tasmania	18 939	17 992	21 878	0.6
Northern Territory	27 636	42 240	45 164	1.2
Australian Capital Territory	23 645	25 000	28 464	0.8
Australia (b)	2 996 214	3 361 721	3 725 825	100.0

(a) Short term arrivals who stayed less than 12 months in Australia.

(b) Includes not stated.

Source: Overseas Arrivals and Departures, Australia (3401.0); ABS unpublished data

In 1995, the major source of international visitors to Australia who specified their main State of intended stay as Victoria was New Zealand, with 17.9% of the State visitor total. This was followed by the United Kingdom and Ireland with 11.5%, the USA with 10.7% and Japan 8.1%.

11.2 VICTORIA AS MAIN STATE OF INTENDED STAY BY INTERNATIONAL VISITORS (a) BY COUNTRY OF RESIDENCE

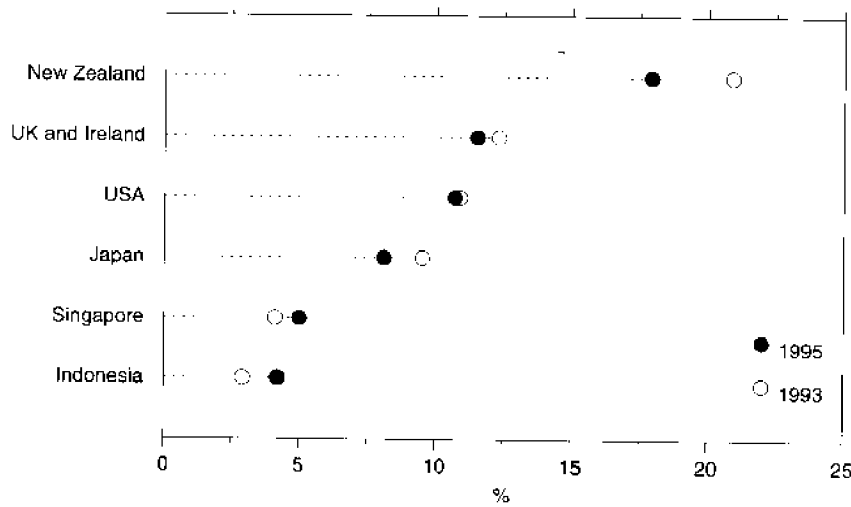
Country of residence	1993	1994	1995	Percentage 1995 %	Percentage change 1993 to 1995 %
New Zealand	83 211	69 672	86 089	17.9	3.5
UK and Ireland	48 914	55 554	55 470	11.5	13.4
Germany, Fed Rep	15 320	19 963	18 324	3.8	19.6
Indonesia	11 416	16 529	20 078	4.2	75.9
Malaysia	14 452	18 194	19 466	4.0	34.7
Singapore	16 210	21 670	23 974	5.0	47.9
Hong Kong	18 745	22 349	19 650	4.1	4.8
Japan	37 973	38 958	38 769	8.1	2.1
Taiwan	19 196	17 824	18 044	3.7	-6.0
USA	43 415	45 138	51 449	10.7	18.5
Other countries	130 362	112 891	128 892	26.8	-1.1
All countries	398 026	438 742	480 205	100.0	20.6

(a) Short term arrivals who stayed less than 12 months in Australia.

Source: Overseas Arrivals and Departures, Australia (3401.0); ABS unpublished data

From 1993 to 1995, the most significant growth in visitor numbers to Victoria came from Indonesia, with a 75.9% increase, followed by Singapore and Malaysia with increases of 47.9% and 34.7% respectively. For Victoria, the growth in visitor arrivals over this period was 20.6%, compared with 24.4% for Australia.

PROPORTION OF INTERNATIONAL VISITORS TO VICTORIA (a) BY COUNTRY OF RESIDENCE, 1993 AND 1995



(a) Main State of intended stay.

Source: Overseas Arrivals and Departures, Australia (3401.0)

Holidaying was the most common reason for overseas visitors arriving in Australia with Victoria as the main destination. The proportion of visitors nominating 'holiday' as a reason for visiting Australia however, decreased from 47% in 1993 to 41% in 1995. This compared with the increasing proportion nominating 'visiting friends/relatives' as a reason, which increased from 26% in 1993 to 30% in 1995 and 'business' which increased from 14.4% to 15.6% over the same period.

11.3 VICTORIA AS MAIN STATE OF INTENDED STAY BY INTERNATIONAL VISITORS (a) BY REASON FOR JOURNEY

Reason for journey	1993	1994	1995
		No.	
Holiday	188 407	201 638	196 210
Visiting friends/relatives	102 138	120 050	142 435
Business	57 469	66 291	74 776
Other	50 012	50 763	66 784
Total	398 026	438 742	480 205
		%	
Holiday	47.3	46.0	40.9
Visiting friends/relatives	25.7	27.4	29.7
Business	14.4	15.1	15.6
Other	12.6	11.6	13.9
Total	100.0	100.0	100.0

(a) Short term arrivals who stayed less than 12 months in Australia.

Source: Overseas Arrivals and Departures, Australia (3401.0); ABS unpublished data

City of arrival

In 1995 Melbourne was the third most popular airport of arrival for overseas visitors (aged 15 and over) to Australia, attracting 19% of all visitors. Sydney accounted for 48% of visitors, Brisbane 26%, Perth 3% and Cairns 2%. (Source - BTR IVS)

Tourist attractions

Between 1993 and 1995 over 90% of all overseas tourists to Victoria visited Melbourne. In 1995, 73% of visitors were attracted to Melbourne for shopping and 42% visited the Queen Victoria Market.



11.4 VISITORS TO VICTORIA, BY ATTRACTIONS VISITED

Places visited	1993	1994	1995
		% (a)	
Melbourne	92	92	92
Melbourne Shopping	n.a.	72	73
Royal Botanic Gardens	28	23	25
Queen Victoria Market	43	40	42
Phillip Island	28	31	29
Captain Cook's Cottage/Fitzroy Gardens	26	25	24
Victorian Arts Centre	16	14	13
National Gallery of Victoria	14	12	14
Melbourne Zoo	19	15	15
Museum of Victoria	15	15	14
Melbourne Festival/Crafts	n.a.	8	9
Sovereign Hill at Ballarat	13	13	10
Healesville Sanctuary	9	9	9
Southgate	n.a.	16	20
The Twelve Apostles	15	16	14
Rialto Observation Deck	n.a.	n.a.	15
Crown Casino	n.a.	n.a.	15
Wineries	6	7	7
Melbourne Cricket Ground	n.a.	n.a.	9
Scienceworks	n.a.	1	2
Total visitors ('000)	791.3	854.8	922.6

(a) Percentages may add to more than 100% as visitors may have visited more than one attraction.

Source: Bureau of Tourism Research, International Visitors Survey

Melbourne, as Victoria's capital, continued to host a number of major events which appealed to both domestic and overseas visitors.

The Ford Australian Open held in Melbourne in January attracts many tennis enthusiasts both from within Australia and from overseas. Australia's premier motor sport, the Formula One Grand Prix was hosted for the first time by Melbourne in March 1996 at the redeveloped Albert Park circuit. The Melbourne International Festival of the Arts, a festival of opera, theatre, film, dance music and visual arts was held over sixteen days in October 1996. Also commencing in October was Victoria's Spring Racing Carnival which is recognised as a premier racing event that includes some of the most important races on the international calendar, including the Melbourne Cup on the first Tuesday in November.

Visitor expenditure

Average expenditure per person on items purchased in Australia or pre-paid (excluding package tours and pre-paid international airlines) by overseas visitors in 1995 was \$1,936 (ranging from \$1,160 for New Zealanders to \$3,409 for Indonesians). Average expenditure per night ranged from \$48 for visitors from the United Kingdom and Ireland to \$164 for visitors from Japan. (Source - BTR IVS)

Victorian residents as overseas visitors

During 1995 there were 593,180 short term departures of Victorian residents, an increase of 9.4% over 1994. The five main destinations for Victorian travellers were the USA (13.3%), New Zealand (12.6%), UK and Ireland (10.7%), Indonesia (7.8%) and Hong Kong (6.1%).

11.5 SHORT TERM DEPARTURES BY VICTORIAN RESIDENTS (a)

Country of stay	1993 No.	1994 No.	1995 No.	1995 %
USA	76 129	71 240	79 164	13.3
New Zealand	69 365	72 164	74 451	12.6
UK and Ireland	59 652	57 153	63 491	10.7
Indonesia	41 147	40 105	46 369	7.8
Hong Kong	29 157	27 355	35 934	6.1
Fiji	19 844	21 001	15 759	2.7
Malaysia	21 308	21 239	23 470	4.0
Thailand	17 535	16 832	17 320	2.9
Singapore	17 569	17 365	19 547	3.3
Greece	13 564	12 379	15 070	2.5
Italy	15 679	14 735	15 492	2.6
China	12 612	7 622	15 300	2.6
Other	136 025	162 852	171 813	29.9
Total	529 586	542 042	593 180	100.0

(a) Short term departures who intended to stay overseas less than 12 months.

Source: ABS unpublished data

Domestic tourism

During 1994-95 interstate and intrastate visitors accounted for 76.8% of total visitor nights compared with 23.3% of visitor nights for international tourists. Domestic tourism is defined as 'travel by Australian residents involving a stay away from home for one or more nights and requiring a journey of at least 40 kilometres from home, undertaken for any reason'. (see references for note on data comparability)

11.6 INTERNATIONAL AND DOMESTIC TOURISM: A COMPARISON OF VISITOR NIGHTS (a) 1994-95

Source of visitor	Victoria		Australia	
	'000	% of total	'000	% of total
International	14 306	23.3	79 479	24.4
Domestic	47 270	76.8	(b)246 337	75.6
Interstate	14 379	23.4	95 157	29.2
Intrastate	32 891	53.1	148 707	45.6
Total	61 576	100.0	325 816	100.0

(a) The international figures relate to visitors 15 years and over and domestic figures relate to the Australian population aged 14 years and over.

(b) Includes figures for NT and ACT which are not separately recorded for Interstate and Intrastate visitors. Also includes total nights where destination was not stated.

Source: Bureau of Tourism Research, Domestic Tourism Monitor and International Visitor Survey

Total domestic visitor nights spent in Victoria by Australian residents increased from 37,551 in 1993-94 to 47,270 in 1994-95, a rise of 25.9%. In terms of visitor nights, Victorian tourism accounted for 19% of the total Australian market compared with 31% for New South Wales and 25% for Queensland. The major part of domestic tourism (69.6%) in Victoria was accounted for by intrastate visitor nights. This compared with 60.4% for Australia.

During 1994-95, the most common reasons for domestic travel in Victoria were 'pleasure and holiday' and 'visiting friends and relatives' which accounted for 41.3% and 31.0% respectively of all visitor nights.

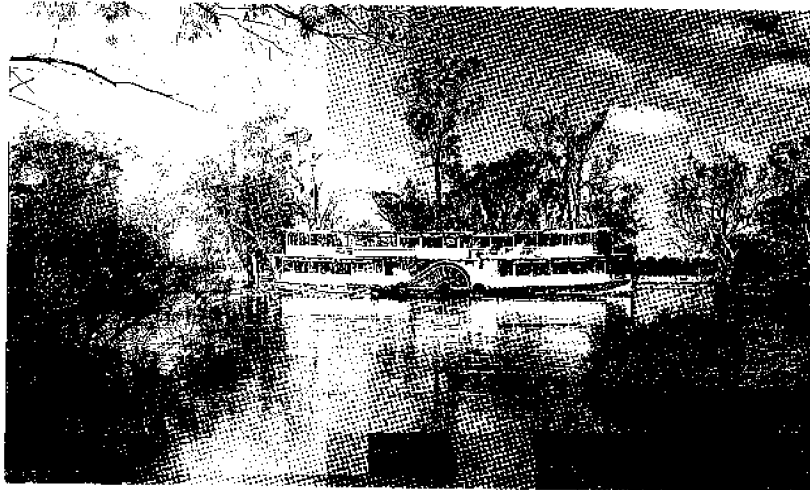
For interstate travellers the main purpose of visiting Victoria was 'visiting friends and relatives' (39.4% of visitor nights) compared with intrastate travellers whose main reason was 'pleasure and holiday' (48.2%).

11.7 DOMESTIC VISITOR NIGHTS, BY PRIMARY PURPOSE OF TRIP, VICTORIA 1994-95

	Pleasure / holiday '000	Visiting friends / relatives '000	Business '000	Total (a) '000
Interstate	3 684	5 671	2 612	14 379
Intrastate	15 860	8 975	2 723	32 891
Total Nights	19 544	14 646	5 334	47 270

(a) Total includes not stated and other purposes, not separately recorded.

Source: Bureau of Tourism Research, Domestic Tourism Monitor



Profile of travel to
Victorian regions

During 1995 there were 15 million overnight visitors (international, interstate and intrastate) to Victoria. Of these, over 5 million travelled to the Melbourne region, 2.2 million visited the Great Ocean Road region, and 1.7 million travelled to the Goldfields region. Overnight trip expenditure in Victoria totalled \$3.4 billion during 1995. A large proportion of this (61.6%) was spent in the Melbourne region. (see references for note on data comparability)

11.8 TOURISM IN VICTORIAN REGIONS, 1995

Victorian regions (a)	Visitors '000	Origin of visitor			Total %	Expenditure \$m
		Intrastate %	Interstate %	International %		
Melbourne (1,2)	5 170	43	41	17	100	2 122
Oasis (10,11)	919	67	31	2	100	138
Great Ocean Road (7,8)	2 211	87	12	2	100	242
Grampians (9)	575	75	24	1	100	79
Goldfields (6,12,13)	1 672	80	17	3	100	186
Goulburn, Central Murray (14)	1 282	86	13	1	100	141
Legends, Wine and High Country (5,15,16)	1 456	88	12	1	100	219
Lakes (17)	894	88	10	2	100	134
Gippsland (18)	937	93	6	2	100	69
Mornington Peninsula and Phillip Island (3,4,7)	1 236	91	9	1	100	119
Total Victoria (b)	14 956	74	20	6	100	3 447

(a) The numbers shown in brackets adjacent to each region refer to the 18 sub regions listed on the map on the following page.

(b) Regional figures do not add to Victorian Total because visitors are counted to each region visited.

Source: Tourism Victoria, Victorian Regional Travel and Tourism Survey

TOURISM IN VICTORIAN REGIONS

Sub Regions

- | | |
|------------------------|----------------------------|
| 1 Melbourne A | 10 Wimmera |
| 2 Melbourne B | 11 Murray Mallee |
| 3 Mornington Peninsula | 12 Bendigo/Loddon |
| 4 Phillip Island | 13 Ballarat & Surrounds |
| 5 Yarra Valley | 14 Goulburn/Central Murray |
| 6 Spa Country | 15 Murray/North East |
| 7 Geelong/East Barwon | 16 Snowfields |
| 8 Western | 17 Lakes |
| 9 Grampians | 18 Gippsland |



Source: Tourism Victoria

Tourist accommodation

At 30 June 1996, Victoria accounted for 20.8% of the number of licensed hotels, motels and guest houses in Australia with takings of \$569 million for the 1995-96 financial year. Victoria also accounted for 22.1% of site nights occupied in caravan parks in Australia during 1995-96.

During 1995-96 the growth in demand for hotel, motel and guest house accommodation in Victoria outstripped the growth in supply. The number of room nights occupied increased by 5.5% compared with a 1.5% increase in the number of guest rooms available. As a result the room occupancy rate increased from 52.1% in 1995 to 54.8% in 1996.

11.9 TOURIST ACCOMMODATION, VICTORIA

Particulars	Unit	Year ended June			1996 % of Australia
		1994	1995	1996	
Licensed hotels, motels and guest houses					
Establishments (qtr ended June)	No.	1 018	1 016	1 021	20.8
Guest Rooms available (qtr ended June)	No.	29 968	29 543	30 007	17.4
Room nights occupied	'000	5 210.4	5 655.4	5 967.2	16.3
Room occupancy rate	%	47.4	52.1	54.8	..
Takings from accommodation	\$'000	432 438	493 276	569 214	16.6
Caravan parks					
Establishments (qtr ended June)	No.	599	598	599	22.1
Vans, sites, cabins available (qtr ended June)	No.	67 630	66 977	67 641	23.5
Site nights occupied	'000	9 830.3	10 028.7	10 209.8	22.1
Site occupancy rate	%	40.1	40.9	41.3	..
Takings from accommodation	\$'000	73 678	77 373	82 674	17.5
Holiday flats, units and houses					
Flats, units and houses (qtr ended June)	No.	2 054	3 559	3 763	9.4
Unit nights occupied	'000	498.8	564.0	631.4	8.3
Unit occupancy rate	%	42.7	45.1	46.3	..
Takings from accommodation	\$'000	37 927	45 851	54 272	10.4
Visitor hostels					
Establishments (qtr ended June)	No.	49	55	56	12.3
Bed spaces available (qtr ended June)	No.	2 797	3 026	3 403	12.0
Bed occupancy rate	%	36.5	37.9	37.8	..
Takings from accommodation	\$'000	4 582	5 337	6 485	10.4

Source: *Tourist Accommodation, Victoria (8635.2)*

Origin of guests

In 1994-95, overseas visitors in Victoria accounted for 17.4% of total domestic and overseas occupancy in commercial hotels, motels and guest houses with facilities. Intrastate visitors represented 44.4% and interstate visitors 38.2% of the total. Corresponding proportions for Australia were 22.9%, 39.9% and 37.2% respectively, for international, intrastate and interstate visitors.

11.10 ORIGIN OF GUESTS AT HOTELS, MOTELS AND GUEST HOUSES, ROOM NIGHTS OCCUPIED 1994-95

	Victoria %	Australia %
Intrastate	44.4	39.9
Interstate	38.2	37.2
Overseas	17.4	22.9
Total	100.0	100.0

Source: *Origin of Guests (9501.0)*

Regional tourist accommodation

Of the 30,000 guest rooms with facilities in Victoria at 30 June 1996, 48.5% were within the Melbourne Statistical Division. (MSD). Room occupancy rates in the MSD for each quarter in 1995-96 ranged from 13.6 to 15.1 percentage points above the State average with takings from accommodation accounting for 73.3% of the Victorian total in 1995-96.

Outside the MSD, the Statistical Divisions of Goulburn and Ovens-Murray, had the greatest number of guest rooms with facilities, with Goulburn reporting the highest takings.

With the exception of Melbourne, Barwon Statistical Division, which encompasses Geelong and the beach resorts of Point Lonsdale, Apollo Bay, Ocean Grove, Bells Beach, and Lorne, experienced the strongest seasonal peak (60%) in its room occupancy rate in the 1996 March quarter, which is the main period for beach resort activities.

11.11 HOTELS, MOTELS, AND GUEST HOUSES WITH FACILITIES: OPERATIONAL DETAILS BY STATISTICAL DIVISION, 1995-96

Statistical Division	Establishments (a) No.	Guest rooms (a) No.	Room occupancy rates (quarterly)			Takings from accommodation S'000	
			Sept %	Dec %	March %	June %	
Melbourne	243	14 544	66.4	70.7	71.3	67.5	417 425
Barwon	79	1 680	38.3	47.2	60.1	40.0	21 644
Western District	80	1 407	35.0	45.9	52.2	43.9	13 661
Central Highlands	60	1 237	43.3	52.4	51.9	47.5	5 454
Wimmera	50	880	38.3	43.8	42.8	41.3	7 556
Mailee	69	1 602	43.0	47.4	41.2	47.0	14 353
Loddon	58	1 010	44.0	49.4	48.4	46.2	11 584
Goulburn	142	2 875	41.8	37.1	39.1	39.2	28 805
Ovens-Murray	101	2 009	43.8	29.1	34.2	36.9	17 852
East Gippsland	77	1 485	31.8	37.4	44.7	33.6	11 460
Gippsland	62	1 278	28.7	35.6	42.4	32.6	9 421
Victoria	1 021	30 007	52.4	55.6	57.7	53.5	569 213

(a) Number of establishments and guest rooms at 30 June 1996.

Source: *Tourist Accommodation, Victoria (8635.2); Tourist Accommodation, Australia (8635.0)*

National Estate

The preservation and use of historic sites are important aspects of cultural expression within the community.

Many places in Australia have aesthetic, historic, scientific or social significance for the present community and future generations. These include natural environments, historic buildings and sites of significance to Aboriginal people and are collectively known as the 'National Estate'.

The Australian Heritage Commission is the peak advisory body to the Commonwealth Government regarding the identification and conservation of the National Estate. The Commission is responsible for maintaining the Register of the National Estate. The register lists places identified as being of cultural and natural importance which should be conserved for present and future generations.

11.12 REGISTER OF THE NATIONAL ESTATE, 30 JUNE 1996

State or Territory	Aboriginal	Historic	Natural	Total	%
New South Wales	213	2 844	417	3 474	29.7
Victoria	103	2 193	200	2 496	21.4
Queensland	144	705	261	1 110	9.5
Western Australia	74	879	229	1 182	10.1
South Australia	143	745	361	1 249	10.7
Tasmania	63	1 153	227	1 443	12.4
Northern Territory	86	105	52	243	2.1
Australian Capital Territory / Jervis Bay	10	137	28	175	1.5
External territories	—	15	16	31	0.3
Interim list (all States/Territories)	20	80	179	279	2.4
Total	856	8 856	1 970	11 682	100.0

Source: *Australian Heritage Commission, Annual Report*

Perceptions of what is of heritage value change over time. In the past, architecture and buildings were given pre-eminence as cultural icons. Now, Australian heritage is increasingly perceived as a record of our past, in all its facets, which assists us as a nation to understand our identity – where we have come from and where our future lies. The register reflects this transition in perception. At 30 June 1996, historic sites (a large percentage of which were buildings) comprised 76% of the registered sites of the National Estate, compared with 7% for Aboriginal sites and 17% for Natural sites. As public awareness changes, this balance is likely to change.

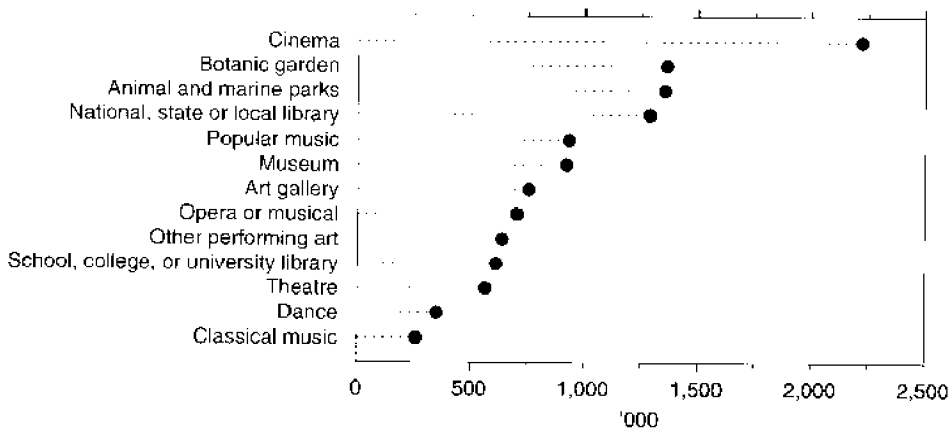
At the 30 June 1996, over 21% of listings on the Register of the National Estate were in Victoria. The majority of these were places of historical significance and included 853 residential buildings, 167 churches or other religious places and 206 places related to farming and grazing. Of the 103 aboriginal sites listed on the register, there were 16 aboriginal shell middens, 17 aboriginal art sites and 13 aboriginal burial sites.



Culture and recreation

Over 10% of people's time is spent on social and active leisure activities with a further 13% of time spent in passive leisure.

PERSONS ATTENDING CULTURAL VENUES, MARCH 1994 - MARCH 1995, VICTORIA



Source: Attendance at Selected Cultural Venues (4114.0)

The attendance of Victorians at selected cultural venues was generally comparable to the Australian average, the major exception being the higher participation rate for attendance at the Melbourne zoo.

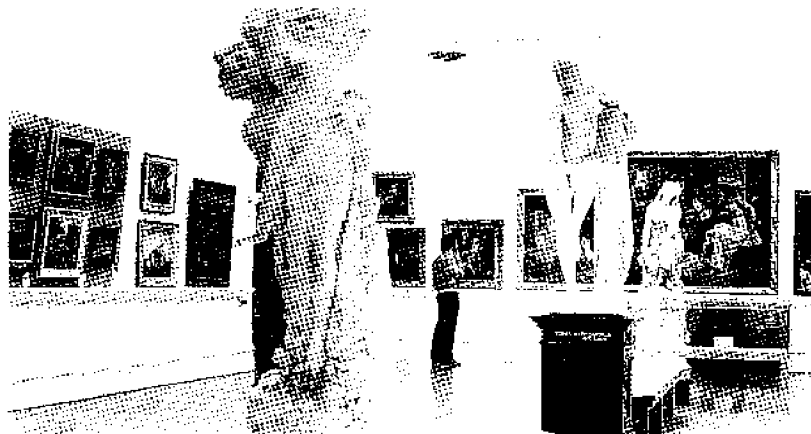
**11.13 PERSONS ATTENDING CULTURAL VENUES, VICTORIA AND AUSTRALIA
MARCH 1994 – MARCH 1995**

Venue / activity	Victoria		Australia	
	Persons attending '000	Participation rate(a) %	Persons attending '000	Participation rate %
Art gallery	756.4	21.3	3 134.1	22.3
Museum	972.8	26.0	3 905.6	27.8
Animal and marine parks	1 354.1	38.2	4 966.0	35.3
Zoo	996.3	28.1	3 123.9	22.2
Botanic garden	1 362.4	38.5	5 410.5	38.5
National, State, or local library	1 288.7	36.4	5 403.1	38.4
School, college or university library	611.6	17.3	2 402.1	17.1
Popular music	932.4	26.3	3 790.7	26.9
Classical music	261.6	7.4	1 081.3	7.7
Theatre	564.7	15.9	2 336.3	16.6
Dance	351.4	9.9	1 407.5	10.0
Children's dance	94.6	2.7	417.7	3.0
Opera or musical	705.4	19.9	2 722.1	19.3
Opera only	79.2	2.2	327.3	2.3
Musical only	538.9	15.2	2 087.7	14.8
Both opera and musical	87.3	2.5	307.0	2.2
Other performing arts	639.3	18.0	2 634.4	18.7
Circus	275.6	7.8	1 132.8	8.1
Cinema	2 220.2	62.7	8 733.8	62.1

(a) The participation rate is the number of people who attended a venue at least once during the year, expressed as a percentage of the civilian population in the same population group (e.g. age group).

Source: Attendance at Selected Cultural Venues (4114.0)

The participation rate can be used to compare the level of involvement in cultural activities of different population groups. In Victoria, the highest participation rate was for cinema attendance at 63%. Participation in this activity supported 64 businesses, in Victoria in 1993-94, who employed 1,493 people, paid \$20 million in wages and salaries and generated gross income of \$148.9 million. Following cinema attendance, the most popular activities were for attendance at Botanic Gardens (39%), Animal and marine parks (38%) and Libraries (National, State and local) (36%).



Generally, participation rates were highest for those in the 15–44 year age groups, declining with age from 45 years. Two exceptions were attendance at Popular music venues, which peaked at a participation rate of 49% for 18–24 year olds, and Opera or musical venues, which peaked at a participation rate of 26% for 45–54 year olds. Generally persons aged 65 years and over participated at significantly lower rates than people in other age groups.

11.14 PERSONS ATTENDING CULTURAL VENUES BY AGE, VICTORIA, MARCH 1994 – MARCH 1995

Venue / activity	Age group (years)							Total
	15–17	18–24	25–34	35–44	45–54	55–64	65 and over	
Persons attending ('000)								
Art gallery	47.5	103.0	136.8	156.3	131.6	89.2	92.0	756.4
Museum	54.4	124.1	184.8	228.0	153.9	87.9	89.7	922.8
Animal and marine parks	84.0	223.9	351.6	300.3	181.3	116.3	96.8	1 354.1
Botanic garden	71.3	211.7	292.1	290.9	207.5	133.6	155.3	1 362.4
National, State or local library	96.5	199.8	249.9	288.1	186.5	112.2	155.8	1 288.7
Popular music	55.5	240.6	240.2	187.1	114.1	59.0	35.9	932.4
Classical music	5.8	27.0	35.3	61.5	53.4	42.2	36.4	261.6
Theatre	38.3	71.5	134.3	117.1	99.8	60.8	42.9	564.7
Dance	20.7	51.9	66.9	81.3	64.8	34.6	31.2	351.4
Opera or musical	32.2	94.6	129.4	139.7	141.3	78.0	90.2	705.4
Other performing arts	37.8	133.9	188.8	141.6	76.8	32.1	28.2	639.3
Cinema	163.0	441.9	523.7	449.9	315.3	156.9	169.6	2 220.2
Participation rates (%)								
Art gallery	26.6	20.8	19.3	23.1	24.0	23.3	16.7	21.3
Museum	30.4	25.0	26.0	33.7	28.1	23.0	16.3	20.6
Animal and marine parks	46.9	45.1	49.5	44.4	33.1	30.4	17.6	38.2
Botanic garden	39.8	42.7	41.1	43.0	37.9	34.9	28.2	38.5
National, State or local library	53.9	40.3	35.2	42.6	34.1	29.3	28.3	36.4
Popular music	31.0	48.5	33.8	27.7	20.8	15.4	6.5	26.3
Classical music	3.2	5.4	5.0	9.1	9.8	11.0	6.6	7.4
Theatre	21.4	14.4	18.9	17.3	18.2	15.9	7.8	15.9
Dance	11.6	10.5	9.4	12.0	11.8	9.0	5.7	9.9
Opera or musical	18.0	19.1	18.2	20.7	25.8	20.4	16.4	19.9
Other performing arts	21.1	27.0	26.6	20.9	14.0	8.4	5.1	18.0
Cinema	91.1	89.1	73.7	66.5	57.6	41.0	30.8	62.7

Source: Attendance at Selected Cultural Venues (4114.0)

Employment

In 1991 there were 23,160 people working in cultural occupations of which the largest proportion worked as designers and illustrators (5,096 people or 22%), followed by people working as librarians (2,825 or 12%) and journalists (2,516 people or 11%). More than two thirds (69%) worked full time in their occupations, whilst 13% worked less than 16 hours per week.

Of those working in cultural occupations, 14% were aged 15 to 24 years.

In terms of income, 37% of people employed in selected cultural occupations earned more than \$30,000 per year, whilst 16% earned less than \$12,000 per year. Almost two thirds (63%) of architects and landscape architects earned more than \$30,000 per year, the highest proportion of any cultural occupation. In contrast, 41% of craftworkers and 37% of painters and sculptors earned less than \$12,000 per year.

11.15 CHARACTERISTICS OF PERSONS WORKING IN SELECTED CULTURAL OCCUPATIONS, VICTORIA, 1991

Occupation	Youth aged 15-24 years	Hours per week		Income		Total employed persons
		Less than 16 hours	35 hours or more	\$12,000 or less	Over \$30,000	
Painters, sculptors, etc.	33	106	457	296	119	794
Authors and related professionals	44	122	475	158	275	783
Dancers and choreographers	122	57	99	63	26	203
Musicians, composers and related professionals	307	617	513	495	418	1 728
Actors and related professionals	141	214	220	180	137	617
Photographers	241	151	1 117	266	342	1 476
Designers and illustrators	884	397	3 991	647	1 699	5 096
Journalists	427	252	1 924	197	1 289	2 516
Architects and landscape architects	79	112	1 858	138	1 403	2 239
Film, television and stage directors	91	70	783	79	508	955
Performing arts support workers	361	139	1 115	144	516	1 453
Announcers	119	115	236	87	175	454
Librarians	153	332	1 869	269	1 280	2 825
Craftworkers	134	213	776	538	84	1 300
Artists and related professionals (not further defined)	89	98	446	173	216	721
Total	3 225	2 995	15 879	3 730	8 487	23 160

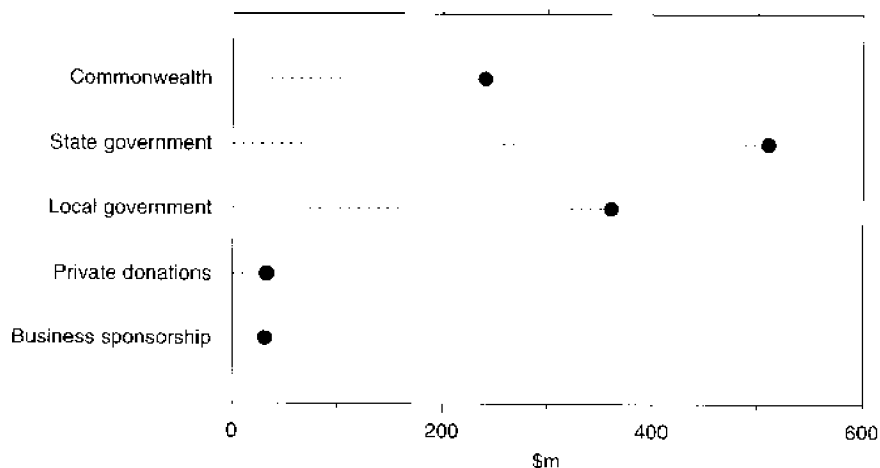
Source: Census of Population and Housing 1991, unpublished data

Cultural funding

In the 1993-94 financial year, government funding of the arts and cultural activities exceeded \$1 billion. Of this, \$240.8 million (21.7%) was contributed by the Commonwealth government, \$510.2 million (45.9%) by state/territory governments and \$360.7 million (32.4%) from local governments.

By comparison, business sponsorship was \$31.2 million and donations were approximately \$33.0 million (this comprised Taxation Incentives for the Arts Scheme donations \$17.8 million, Cash donations \$7.0 million (estimated) and the Register of Cultural Organisations \$8.2 million).

FUNDING OF CULTURAL ACTIVITIES BY GOVERNMENTS AND THE PRIVATE SECTOR



Source: Department of Communications and the Arts, 'Cultural Trends in Australia No 3 - Business Sponsorship of Cultural Activities, 1993-94'

For every dollar received through donations and business sponsorship, approximately \$17 was received from governments.

Around 25% of the corporate support provided was to arts organisations involved in music. Festivals received 15%, theatre 14%, opera/music theatre 10% and museums/art galleries 10%.

Sports

In 1993, 33% of persons aged 15 and over had either paid or unpaid involvement with sport (39% of males and 27% of females). Victoria had slightly higher participation than New South Wales, but lower than all other states and territories.

11.16 PERSONS WITH PAID AND UNPAID INVOLVEMENT IN SPORT, VICTORIA, 1993

	Paid involvement '000	Unpaid involvement only '000	Paid and unpaid involvement '000	All sport involvement '000	No involvement '000	Total persons '000	Participation rate %
Males	18.8	629.7	18.9	667.4	1 046.2	1 713.6	38.9
Females	8.8	457.7	12.1	478.6	1 280.3	1 758.9	27.2
Persons	27.6	1 087.4	31.0	1 145.9	2 326.5	3 472.4	33.0

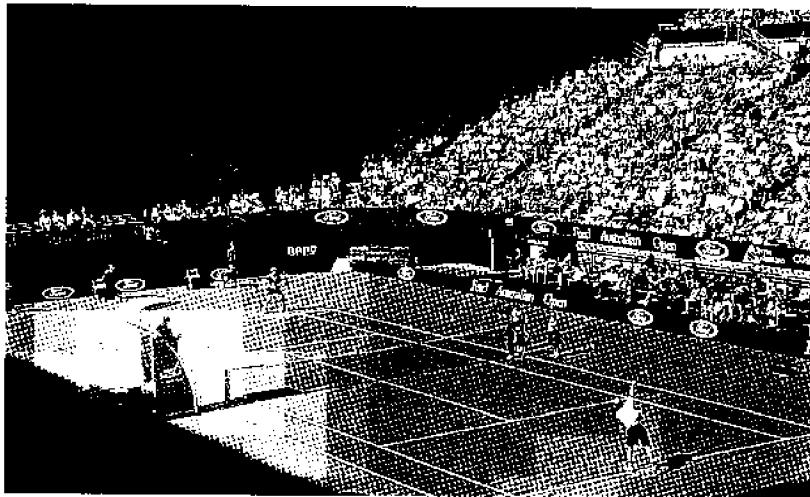
Source: *Involvement in Sport, March 1993* (6285.0)

In 1995, attendance at sporting events in Victoria was generally higher than, or the same as, that for Australia as a whole. The main exceptions were for Rugby league with an attendance rate of 2% in Victoria compared with 10% nationally and Rugby union (0.6% compared with 2.5%).

Of the nine most popular sports in Victoria the sport with the highest attendance in Victoria was Australian rules football, with 1,007,000 people attending in the twelve months to March 1995. This was more than double the attendance at cricket the second most attended sport (398,800) in the same period.

The overall attendance for Australian rules was 28%, with the attendance rate for males (37%), significantly higher than that of females (21%).

In general, the attendance rate at sporting events was higher for men than for women, the exceptions being for tennis (women 7% and men 6%) and for netball (women 2.4% and men 1.6%).



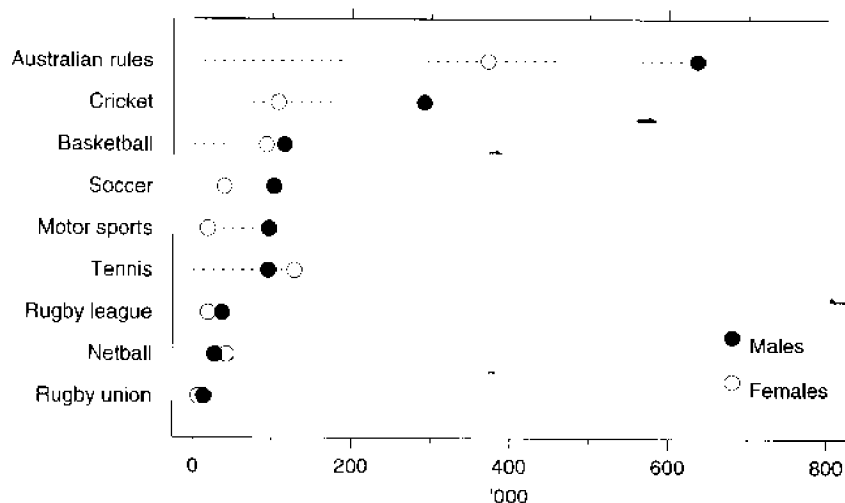
11.17 SELECTED ATTENDANCE AT SPORTING EVENTS, VICTORIA, 1995

Sporting event	Victoria				Australia			
	Males		Females		Persons		Persons	
	'000	(a) %	'000	(a) %	'000	(a) %	'000	(a) %
Australian rules	635.8	36.7	371.3	20.5	1 007.0	28.4	1 874.2	13.3
Rugby league	36.4	2.1	19.1	1.1	55.4	1.6	1 462.1	10.4
Cricket	291.7	16.8	107.1	5.9	398.8	11.3	1 165.9	8.3
Basketball	115.1	6.6	92.1	5.1	207.3	5.9	691.6	4.9
Soccer	101.8	5.9	39.0	2.2	140.8	4.0	558.8	4.0
Motor sports	95.3	5.5	18.3	1.0	113.6	3.2	451.5	3.2
Tennis	94.8	5.5	128.0	7.1	222.8	6.3	431.7	3.1
Rugby union	13.5	0.8	*6.2	*0.3	19.7	0.6	358.4	2.5
Netball	28.0	1.6	42.8	2.4	70.8	2.0	312.3	2.2

(a) Attendance rate.

Source: Sports Attendance (4174.0)

SELECTED ATTENDANCE AT SPORTING EVENTS, VICTORIA



Source: Sports Attendance (4174.0)

Books

Reading and literature remain popular recreational and cultural pursuits in Australia. In 1995, in Victoria almost 1.3 million people visited national, state or local libraries, a participation rate of 36% of the population.

11.18 POPULATION AGED 15 YEARS AND OVER: PERCENTAGE WHO READ BOOKS, MAGAZINES, NEWSPAPERS AND JOURNALS IN THE LAST WEEK, AUSTRALIA, NOVEMBER 1994

Age (years)	Percentage who read				Total population '000
	Books %	Magazines %	Newspapers %	Journals %	
15-19	52.6	73.8	71.4	12.6	1 214.3
20-29	53.4	71.7	84.1	18.3	2 679.4
30-39	50.3	70.2	89.6	23.5	2 766.4
40-49	48.8	64.7	87.5	29.9	2 489.9
50-64	42.4	56.9	84.5	20.8	2 373.1
65 and over	43.5	53.3	81.7	12.0	1 935.3
Total	48.5	65.0	84.4	20.5	13 458.4

Source: Australia Council, 'Books, Who Reads Them Now'

In 1994, 1% of the population aged over 15 years (130,800 people) reported that they could not read. Almost half of these were aged 65 years or more. A further 4% of the population (582,300 people) stated that they had read nothing in the last seven days. The following table shows the percentage of the total population who read various types of literature in the seven days before the interview.

Almost half (49%) of the population had read books in the previous seven days with incidence of book reading lowest for people in the age groups 50-64 years and 65 years and over, and highest for people aged 20-29 years. Almost three-quarters (74%) of people aged 15-19 years had read magazines in the previous week. The incidence of magazine reading declined with age, with only 53% of people aged 65 years or more having read magazines.

The most popular reading material was newspapers, with around five people in six (84%) reporting that they had read a newspaper in the previous week. The reading of newspapers varied greatly with age. Almost 90% of people aged 30-39 years had read newspapers in the previous week. By contrast, only 71% of people aged 15-19 years had read newspapers. About one-fifth of the population had read journals in the previous week. The proportions for journals were highest in the age groups between 20 and 64 years, which suggests that many were read for work reasons.

11.19 POPULATION AGED 15 YEARS AND OVER WHO READ BOOKS IN THE LAST WEEK: HOW BOOKS WERE OBTAINED, BY SEX AND AGE, NOVEMBER 1994: AUSTRALIA

	By recent purchase %	As a recent gift %	By borrowing from another household %	By borrowing from library %	Have had it a long time %	Total population '000
Sex -						
Male	40.5	10.5	13.0	28.3	19.3	2 758.3
Female	38.5	9.2	21.5	34.9	14.1	3 766.7
Age group (years) -						
15-19	24.4	*7.1	*10.1	45.9	24.2	638.2
20-29	43.9	8.1	19.7	27.8	18.0	1 390.8
30-39	43.4	10.6	22.3	21.8	13.2	1 390.8
40-49	42.4	9.1	18.4	29.9	16.2	1 215.6
50-64	38.6	10.0	14.8	36.0	17.7	1 006.6
65 and over	32.8	13.6	16.6	44.4	*10.6	842.3
Total	39.3	9.7	17.9	32.1	16.3	6 525.1

Source: Australia Council, 'Books Who Reads Them Now'

Female readers were more likely than male readers to borrow books from people in other households (22% compared with 13%) and more likely to have borrowed books from a library (35% compared with 28%). People in the age groups between 20 and 64 years were most likely to have recently purchased the books they had read in the last week, while people aged 15-19 years and 65 years and over were most likely to have borrowed the books from a library. Of Australian males who read books in the last week, 41% had recently purchased them compared with 39% for females.

Expenditure on recreation

The Household Expenditure Survey, last conducted in 1993-94, includes detailed data on the expenditure of Victorian households on recreation. From the average Victorian weekly household expenditure of \$601.76, an average of \$80.65 was spent on recreation.

Recreation accounted for 13.4% of average weekly expenditure in Victorian households. Expenditure was only higher on housing (13.8%), transport (15.6%) and food and non-alcoholic beverages (18.5%).

Victorians spent slightly more on recreation each week (\$80.65) than the Australian average (\$79.34). Only in the ACT and the Northern Territory was more spent on recreation than in Victoria.

Between 1988-89 and 1993-94 there were major increases in recreation expenditure on holidays within Australia (43% increase), gambling (38%), books, newspapers, magazines and other printed material (34%) and television and other audio-visual equipment (31%). Other recreational equipment, which includes photographic equipment, musical instruments and sporting equipment, experienced a decline in expenditure of 14%.

11.20 HOUSEHOLD EXPENDITURE ON RECREATION

	Average weekly household expenditure						
	Victoria			Australia			
	1988-89	1993-94		1988-89	1993-94		
	\$	%	\$	%	% change	\$	\$
Television and other audio-visual equipment	9.89	15.0	12.93	16.1	+30.7	9.23	13.36
Books, newspapers, magazines and other printed material	5.95	9.0	7.99	9.9	+34.2	5.82	7.54
Other recreational equipment	8.83	13.4	7.57	9.4	-14.3	8.15	9.35
Gambling	4.87	7.4	6.71	8.3	+37.7	3.55	5.17
Entertainment and recreational services	13.10	19.9	16.36	20.2	+24.8	12.12	14.85
Animal charges and expenses	4.86	7.4	5.36	6.6	+10.2	4.48	5.66
Holidays -							
Australia	10.91	16.6	15.70	19.5	+43.9	9.56	14.06
Overseas	7.42	11.3	8.03	10.0	+8.2	6.45	9.34
Total recreation expenditure	65.83	100.0	80.65	100.0	+22.5	59.37	79.34

Source: Household Expenditure Survey, Australia (6535.0)

REFERENCES

Data sources

The tourism statistics contained in this chapter are based on information from the Australian Bureau of Statistics, the Bureau of Tourism Research and Tourism Victoria. Care should be taken in comparing data from these sources because of differing survey methodologies, such as differences in population age groups for example, BTR international visitor data relates to people aged 15 years and over; BTR domestic tourism relates to the population aged 14 years and over; and Tourism Victoria's 'Victorian Regional Travel and Tourism Survey' relates to visitors of all age groups and includes both domestic and international tourists.

The Bureau of Tourism Research International Visitor Survey (IVS) is the major source of information on the travel patterns of international visitors to Australia. It provides a profile of the characteristics, travel behaviour and expenditure of international visitors. The IVS was first conducted in 1969 and then intermittently throughout the 1970s. A survey has been conducted annually since 1981, with the exceptions of 1982 and 1987.

The Bureau of Tourism Research Domestic Tourism Monitor (DTM) has been conducted since 1978-79. The DTM is designed to provide estimates of the volume of domestic travel within each State and Territory, and information about the characteristics and behaviour of domestic travellers to enable monitoring of changes in these features over time.

The Victorian Regional Travel and Tourism Survey conducted by Tourism Victoria presents an overall picture of regional tourism throughout the State. Information is collected on overnight and day trips taken within Victoria including intrastate, interstate and international visitors. Survey information includes: visitors, length of stay, purpose of trip, first/previous visit, accommodation, activities, visitor nights, origin of visitor, demographics, transport used, satisfaction levels and expenditure.

ABS sources

1991 Census of Population and Housing

Overseas Arrivals and Departures, Australia (3401.0)

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

How Australians use their time (4153.0)

Sports Attendance (4174.0)

Involvement in Sport, March 1993 (6285.0)

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

Tourist Accommodation, Victoria (8635.2)

Tourist Accommodation, Australia (8635.0)

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Non-ABS sources

Australian Heritage Commission, 'Annual Report'

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Bureau of Tourism Research, Domestic Tourism Monitor (BTR DTM)

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Photographs

Moomba street parade: Photographer Mike Fisher: Courtesy of Arts Victoria

Fairy penguin parade, Phillip Island

Paddle steamer, Murray River

Goldmines Hotel, Bendigo

Bendigo Art Gallery

Ford Australian Open: Courtesy of Tourism Victoria

